



The Savola Group assistance for Victims of Jeddah Flood

Dear Brothers and Sisters,

You are all well aware of the recent massive floods which occurred in some parts of our beloved city of Jeddah and the resulting tragic loss of lives and property as a result of this unprecedented flooding. It is our sincere prayers to Allah, the Almighty, to bless the deceased Shuhadaa with Paradise and to grant strength and courage to all their family members.

As part of our commitment and faith in our core values of Taqwa & Birr and as part of our duty towards our key stakeholders, our beloved community and our affected Savola employees, I would like to inform you that, the Group has decided to take the following key initiatives:

1. Formation of a committee to identify our colleagues in Savola who have been directly affected by these floods and assess the impact of this calamity in order to provide the necessary financial assistance for them.
2. Donation of SR 2 million from the Group to the affected people in our Jeddah community. This donation has been given through Panda Coupons to the “Society of Prince Majid Bin Abdulaziz” and the “Al-Birr Organization”, who are managing the distribution of the aid to the needy people as well as validating the claims. The primary objective of having our donation through Panda coupons is due to the fact that the affected families can willingly decide which items they are in most urgent need of. These families may have varying needs to cope with this calamity and the urgent needs may vary from food items to clothing, blankets, household items, etc. which are all available at ease at our Panda supermarkets and hypermarkets.
3. Inviting our Savolans to voluntarily help the victims, through the above two mentioned organizations, in distribution of foods & supplies and coordinating the aid efforts. Those of you who are interested in joining this noble cause can send their contact details to our brothers who are mentioned below:
 - Mahmoud Abdul Ghaffar via e-mail: AGhaffar@savola.com
 - Sarry Shaaban via e-mail: Sarrys@panda.com.sa

4. Initiating a fund raising campaign to collect direct donations from our Savolans who want to contribute financially to this cause and play a role in this joint relief effort to alleviate the suffering of our affected brothers and sisters

In line with our values of "Mouazarah" and "Birr", I wish to urge all our Savolans to contribute and offer assistance hands to the affected people. Donated amounts will be arranged through salary deduction for the month of December. Please advise your contribution directly to your HR Manager who will coordinate it with FSSC.

The collected amount from our Savolans will be split between the affected colleagues from Savola and the affected families of our community. The amount allocated to our community will be given to Society of Prince Majid Bin Abdulaziz as Panda Coupons to distribute to the affected families from the community.

If you are one of the affected people, please notify the HR Manager at your Sector or Brother Mahmoud Abdul Ghaffar, SVP at Savola HQ and if you know someone from outside who has also been affected, please refer him to the two organizations mentioned above (contacts available with BU-HR Managers)

I would like to thank you in advance for your help to the affected families. I am confident that our great Savolans will rise to the call of duty and will contribute generously towards this noble cause not only through offering financial assistance but as well with their voluntary efforts and their moral support to the affected families.

Thank you and Jazakum Allah khair.

May Allah bless you all.

Dr. Sami Baroum
MD, Savola Group