

DIRECTORS' REPORT

The Board of Directors proposes a cash dividend of 50% on the paid up share Dear Shareholders, On behalf of the Board of Directors, I have great pleasure in welcoming you to the fortysecond Annual General Meeting of your Company. Revenue and Profits The company recorded a Net Revenue of RO 19,688,739 in the financial year 2024-25 compared to RO 17,210,901 in the financial year 2023-24. The growth in Net revenue is 14% as compared to the previous year. The company has recorded a gross profit of RO 3,082,025/- for the financial year 2024- 25 as against the previous year gross profit of RO 2,584,020/-. The growth over previous year gross profit is 19%. The Company continues to deliver strong performance by maintaining its leadership in the biscuits segment in Oman and scaling up offerings in snacks, wafers, and confectionery. With an aggressive export growth strategy in place, we are focused on increasing global market share while enhancing margins and streamlining manufacturing and supply chain efficiencies. Thus, the company has achieved a net profit of RO 915,508/- for the financial year 2024-25 as compared to RO 723,033/- in the financial year 2023-24. The growth over previous year is 27%. Dividend capital of RO 1,000,000 amounting to RO 500,000. There are no other appropriations. Compliance with FSA Your Company has been constantly monitoring and upgrading its internal control procedures and systems in compliance with local laws and regulations. As a part of this process, the internal controls, procedure manuals and guidelines as recommended by the Financial Services Authority, have been implemented from 2003 onwards. The Board through a process of internal audits, audit committees' regular involvement in the review process, ensures that the internal controls and procedures adopted by your company are effective. 2 Corporate Governance Your company confirms its compliance with the code of corporate governance for Public Listed Companies issued in July 2015, as updated in December 2016 and a separate note on Corporate Governance forms a part of this report. Future Outlook The Company will continue to consolidate and grow its market share in Oman while actively pursuing opportunities in existing and new export markets. This will be achieved through a well-curated product mix tailored to the unique preferences of each market, coupled with a flexible and market-responsive pricing strategy. We will work closely with the right channel partners to enhance our reach across various distribution channels, with the objective of driving sustainable and profitable growth. As part of our strategic expansion, the Company is placing greater emphasis on penetrating promising new markets, where demand for high-quality and affordable products is high. Our goal is to establish a strong initial presence through targeted product offerings, competitive pricing, and strategic partnerships. To further strengthen our domestic position, the Company is focused on increasing shelf share in Oman through improved in-store visibility, promotional activities, and enhanced retail partnerships. Special emphasis is placed on appointing dedicated channel partners for the Oryx range of products, ensuring better market penetration and brand recognition across priority retail segments. To further enhance efficiency, the Company is exploring, evaluating, and integrating advanced technologies and automation across manufacturing operations. These initiatives aim to reduce operational costs, enhance product consistency, and increase overall productivity. Acknowledgement The Board extends its deepest gratitude to His Majesty Sultan Haitham Bin Tariq. May Allah protect and guide him in his continued service to Oman and its people. We also express our sincere appreciation to the various Ministries and Government Departments for their steadfast support and collaboration, which continue to play a vital role in the Company's progress. The Board wishes to convey heartfelt thanks to the shareholders of National Biscuit Industries Limited SAOG for their continued trust and confidence in the Company and its leadership. 3 Lastly, the Board acknowledges and thanks the Management and all Staff Members for their dedication and contributions during the financial year 2024–25. We look forward to building on this momentum and achieving continued growth and success in the years ahead.