

# Sustainability Report 2023





# TABLE OF CONTENTS

	PAGE NO		PAGE NO
<b>1 ABOUT THIS REPORT</b>	<b>03</b>	<b>6 BUILDING SOCIAL RESILIENCE</b>	<b>32</b>
		6.1. Building a Thriving Workforce	
<b>2 MESSAGE FROM MANAGING DIRECTOR</b>	<b>07</b>	6.2. Building a Better World	
		<b>7 ENVIRONMENTAL STEWARDSHIP</b>	<b>43</b>
<b>3 ABOUT BARAKAT</b>	<b>08</b>	7.1. Minimizing Environmental Footprint	
		7.2. Sustainable Packaging	
<b>4 SUSTAINABILITY AT BARAKAT</b>	<b>16</b>	7.3. Waste Management	
4.1. Our Approach to Sustainability		<b>8 CONSUMER WELL-BEING</b>	<b>53</b>
4.2. Stakeholder Engagement		8.1 Consumer Health & Product Quality	
4.3. Materiality Assessment at Barakat		8.2 Responsible Labelling	
4.4. Alignment with UAE National Goals		8.3 Product Innovation	
<b>5 SUSTAINABLE GOVERNANCE</b>	<b>24</b>	<b>9 DIGITAL INNOVATION</b>	<b>59</b>
5.1. Responsible Governance at Barakat		<b>10 GRI INDEX</b>	<b>63</b>
5.2. Business Ethics & Code of Conduct			
5.3. Proactive Risk Management			
5.4. Data Privacy			
5.5. Ethical Sourcing			
5.6. Sustainable Procurement			





# 1. ABOUT THIS REPORT

GRI 2-1, GRI 2-2, GRI 2-3

Welcome to Barakat Fruits and Vegetables LLC's (Barakat) first Sustainability Report! We are committed to continuous improvement in our environmental and social practices, and this report reflects that dedication. It provides a comprehensive overview of our performance from January 1, 2023 to December 31, 2023.

In adherence to transparency, this report provides a comprehensive overview of Barakat Fruits and Vegetables LLC. The scope encompasses the headquarters situated in Nad Al Hamar, Dubai and extends to all our branch locations, including one in Abu Dhabi and three conveniently situated throughout Dubai.







# FOCUS AREAS



## SUSTAINABLE PACKAGING SOLUTIONS

We're actively exploring innovative packaging solutions to minimize environmental impact. This includes researching biodegradable materials, reducing plastic usage, and optimizing packaging for efficient transportation and storage.

01



## CONSUMER WELL-BEING

At Barakat, we believe access to fresh, healthy produce is vital. We're committed to offering high-quality fruits and vegetables while promoting healthy eating habits through educational initiatives and partnerships with local communities.

02



## PRODUCT INNOVATION

We're constantly exploring ways to reduce our environmental footprint through product innovation. This includes minimizing food waste through improved forecasting and exploring vertical farming technologies for local, sustainable production.

03



## MINIMIZING ENVIRONMENTAL IMPACT

Barakat is dedicated to minimizing its environmental impact throughout the value chain. This includes collaborating with suppliers to adopt sustainable agricultural practices, optimizing logistics for reduced fuel consumption, and employing energy-efficient technologies in our operations.

04







We believe that sustainability is an ongoing journey, and this report marks a significant step forward. We're committed to continuous improvement and transparent communication as we strive to create a positive impact for our environment and communities.

Our reporting boundary is defined by operational control unless expressly stated otherwise.



### **BASIS OF PREPARATION**

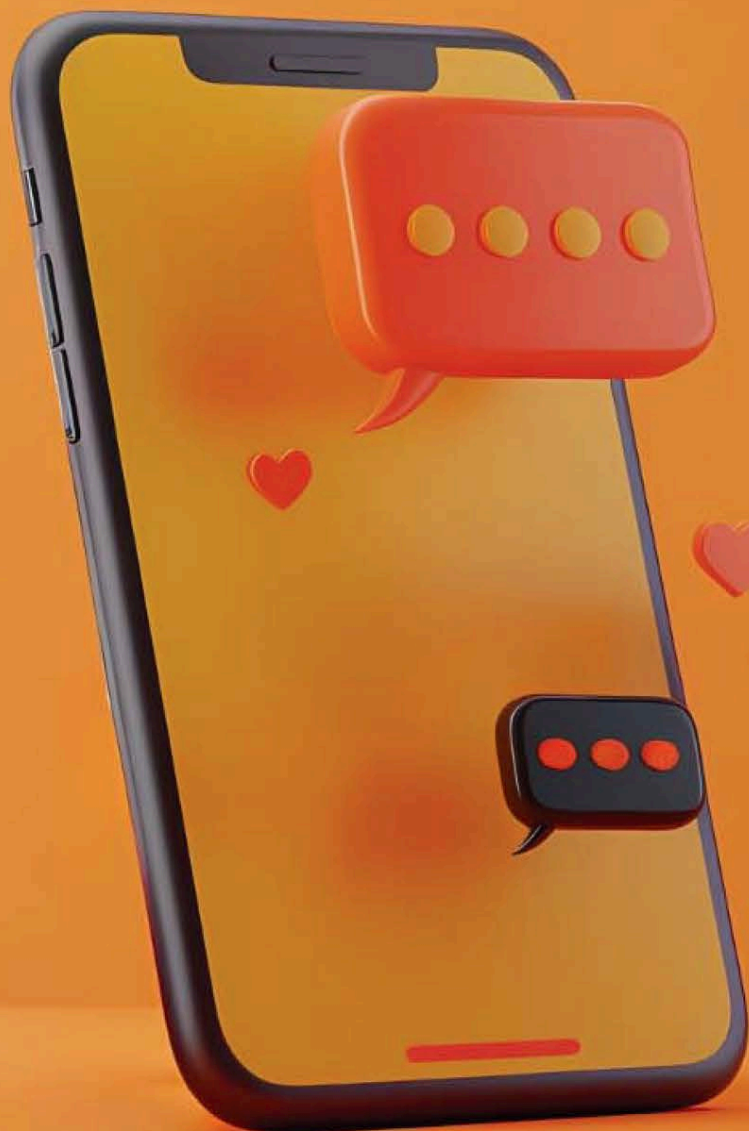
This report is prepared with reference to Global Reporting Initiative (GRI) Standards and refers to alignment of Barakat's commitments with the United Nations Sustainable Development Goals (SDGs).



### **DATA VERIFICATION**

To ensure accuracy and comprehensiveness, the content of this report has undergone rigorous review internally by respective departments.





# COMMUNICATION & FEEDBACK

Each section begins with references to the GRI Standards. The GRI Content index located in page number 63 is prepared with reference to GRI Standards.

We welcome feedback and suggestions related to this report. Please contact us at:

**Name:** Ms. Prapthi Rai

**Position:** General Manager- Product and Process Excellence.

**Email:** [prapthi@barakatgroup.ae](mailto:prapthi@barakatgroup.ae)







## 2. MESSAGE FROM MANAGING DIRECTOR

GRI 2-12, GRI 2-14, GRI 2-22

As we reflect on a year of remarkable achievements at Barakat Fruits and Vegetables, a deep sense of pride and commitment to sustainable growth fills me. We navigated a challenging global landscape, but emerged stronger, driven by an unwavering dedication to both exceptional results and environmental responsibility.

I'm proud to announce record-breaking Group Revenues, surging EBITDA and EBITDA Margin, and impressive manufacturing growth. We navigated supply chain disruptions and cost increases through strategic initiatives that strengthened market presence and customer engagement. Our dedication to quality and customer focus fuelled expansion and market penetration. Data-driven decision-making optimized operations and ensured efficient inventory management, minimizing our environmental footprint.

Innovation remains at the core of our success. We continuously reinvest in brand reinforcement and differentiation, ensuring long-term growth alongside responsible business practices. Our commitment to ESG aligns perfectly with the UAE's Vision 2030 and the spirit of COP28. We recognize our role in the local ecosystem and actively contribute to economic development, sustainability, and social well-being through ethical sourcing and responsible operations.

ESG isn't just a buzzword at Barakat; it's a deeply embedded principle. We strive to create value for all stakeholders while upholding the highest standards of corporate governance, environmental stewardship, and social responsibility. Initiatives include community engagement projects, diversity and inclusion programs, ethical sourcing practices, consumer well-being, sustainable packaging solutions and continuous product improvement. We acknowledge the growing importance of ESG for our customers, suppliers, employees, and shareholders. It's a cornerstone of building trust, enhancing brand reputation, and driving long-term, sustainable growth.

Our multi-faceted ESG approach encompasses environmental conservation, social responsibility, and robust governance frameworks. Looking ahead, we remain committed to sustainable growth, innovation, and responsible business practices and contributing positively to the planet and society.

Thank you for your continued partnership on this journey.

**Kenneth D'Costa**

Managing Director







## 3.ABOUT BARAKAT

GRI 2-1, GRI 2-2, GRI 2-6

### A Legacy of Freshness and Innovation (since 1976)

Barakat's story began in 1976 at a humble fruit and vegetable stall in Dubai's Al Hamriya market. Today, it's a leading supplier of fresh produce with a presence that extends far beyond its UAE roots.

Barakat offers a diverse range of fresh fruits and vegetables, along with convenient options like cut fruits and veggies, fresh juices, ice cream, and even hot kitchen items prepared by in-house chefs. This dedication to fresh, high-quality products has earned Barakat the trust of some of the most prestigious establishments, including five-star hotels, premium dining cafes, major airline catering companies, and leading retailers across the UAE.

Barakat's business activities in the UAE encompass both trading and manufacturing operations. We manage a network of 6 state-of-the-art refrigerated facilities and a fleet of 350 refrigerated vehicles to ensure the freshest produce reaches our customers. This commitment to efficiency and quality extends beyond the UAE. With over 1,500 passionate employees representing 26 nationalities, Barakat's reach now includes premium establishments in Saudi Arabia, Oman, Kuwait, the Maldives, and even the Far East.

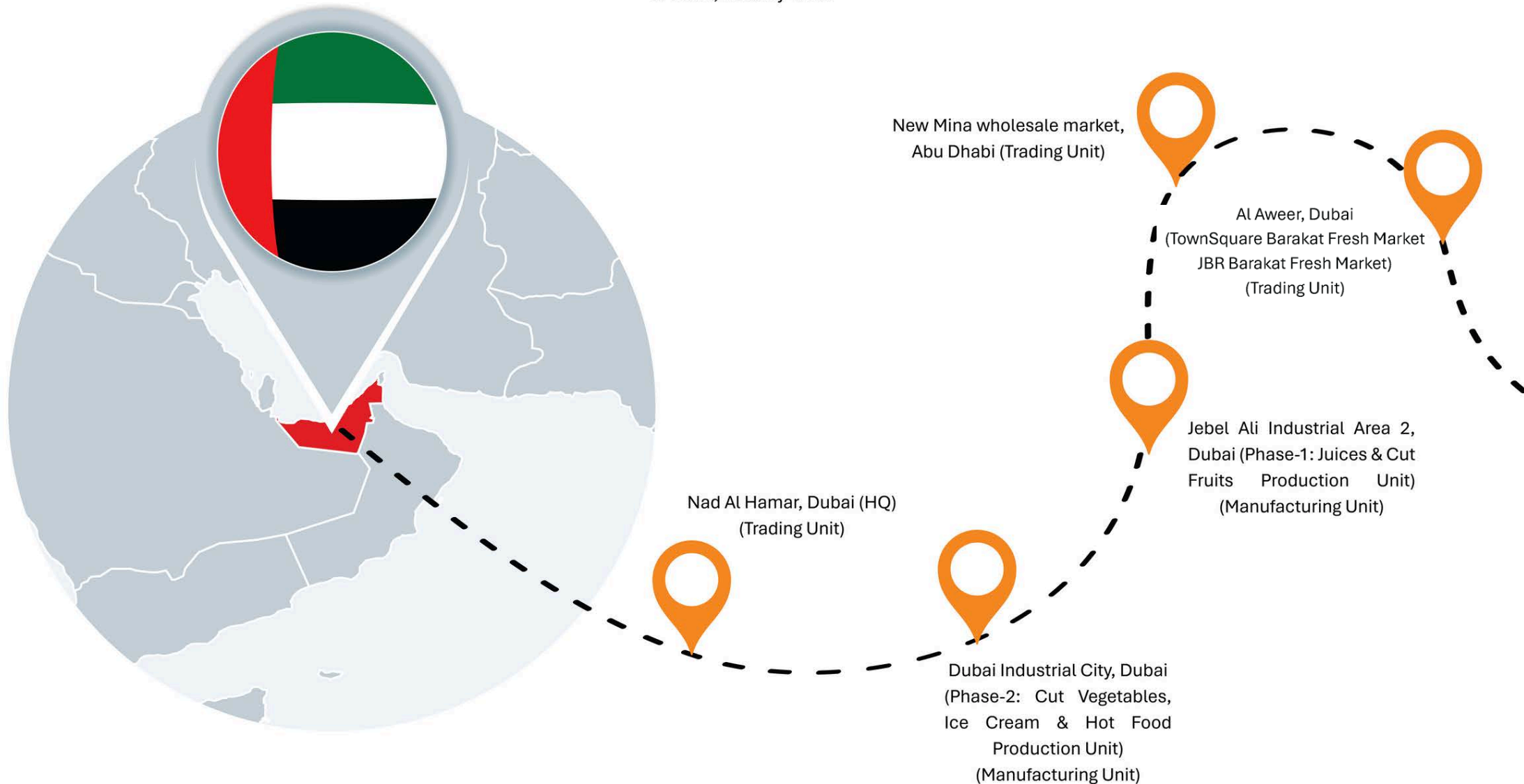
For over four decades, Barakat has grown alongside the UAE. Our dedication to sourcing the highest quality fruits and vegetables from around the world ensures our customers receive the freshest, most delicious produce. Barakat is a trusted supplier to top-tier establishments – 5-star hotels, leading supermarkets, major airline catering companies, and more. We value long-standing relationships and ensure each customer's needs are consistently met.

Barakat's commitment to fresh produce goes beyond simply providing fruits and vegetables. They've established dedicated manufacturing units to offer cut fruits, vegetables, and fresh juices, all crafted to save time and cost for their customers in the hospitality and catering sectors.





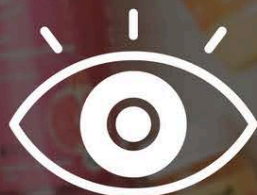
With headquarters in Nad Al Hamar, Dubai, and branches strategically located across the region, Barakat is well-positioned to continue its journey as a leading provider of fresh, healthy food.





## OUR VISION

To be the Leading Fresh and Healthy Food & Beverage company delivering exceptional Quality & Customer experience



## OUR MISSION

Nourish the ambitions” of our customers by “spreading goodness” through the “best of fresh”







# CORE VALUES







## OUR PORTFOLIO

Extensive portfolio of nature's finest produce, with no additives/preservatives. Anything F&B wants to save time & cost:







# BUSINESS PORTFOLIO



Barakat's business portfolio extends beyond our retail offerings. We cater to a wide range of clientele we cater to a wide range of clientele through our business unit and manufacturing units.

## 1 **BARAKAT VEGETABLES & FRUITS CO.**

This core business unit caters to a wide range of clients in the UAE and beyond. From five-star hotels and renowned restaurants to leading airlines and supermarkets, we deliver the freshest produce with unwavering reliability.

## 2 **BARAKAT QUALITY PLUS**

Our innovative manufacturing arm offers ready-to-eat delights made with signature Barakat freshness. These state-of-the-art facilities create a range of options: fresh juices, cut fruits & veggies, salads, handcrafted ice cream & ice pops, and even hot meals, soups & sauces prepared by skilled chefs.





**2018**

iTQi 3-star Superior Taste award for Frozen Juices  
Fresh Juice Company of the year by Frost & Sullivan



**2019**

World's Greatest Brands 2018-19 in the fifth edition of  
World's Greatest brands & Leaders 2018-19 by AsiaOne  
Superbrand status following a strict selection process  
by the UAE Superbrands council



**2021**

Mohammed Bin Rashid Al Maktoum Customer  
Excellence Award in the 1st cycle of the Awards by  
Dubai Chamber of Commerce & Industry and  
Mohammed Bin Rashid Al Maktoum Business  
Award under the Manufacturing category



**2022**

Most Innovative Company in FMCG by FastCompany  
Middle East







## ASSOCIATES, CERTIFICATIONS & AFFILIATIONS





# 4. SUSTAINABILITY AT BARAKAT

GRI 2-29, GRI 3-1, GRI 3-2

Sustainability stands as the central pillar of Barakat's ethos, driving every initiative. At Barakat, we believe that true success is measured not just by profit, but by the positive impact we create on the world around us. Our commitment goes beyond simply offering fresh, high-quality food. We are constantly seeking new ways to minimize our environmental impact and promote a more sustainable future.



## 4.1. OUR APPROACH TO SUSTAINABILITY

Discover our key focus areas, from sustainable governance to consumer well-being that prioritizes health, business, people, and environmental responsibility.



## 4.3. MATERIALITY ASSESSMENT AT BARAKAT

Discover how we prioritize sustainability initiatives by focusing on the most impactful areas for our business and stakeholders.

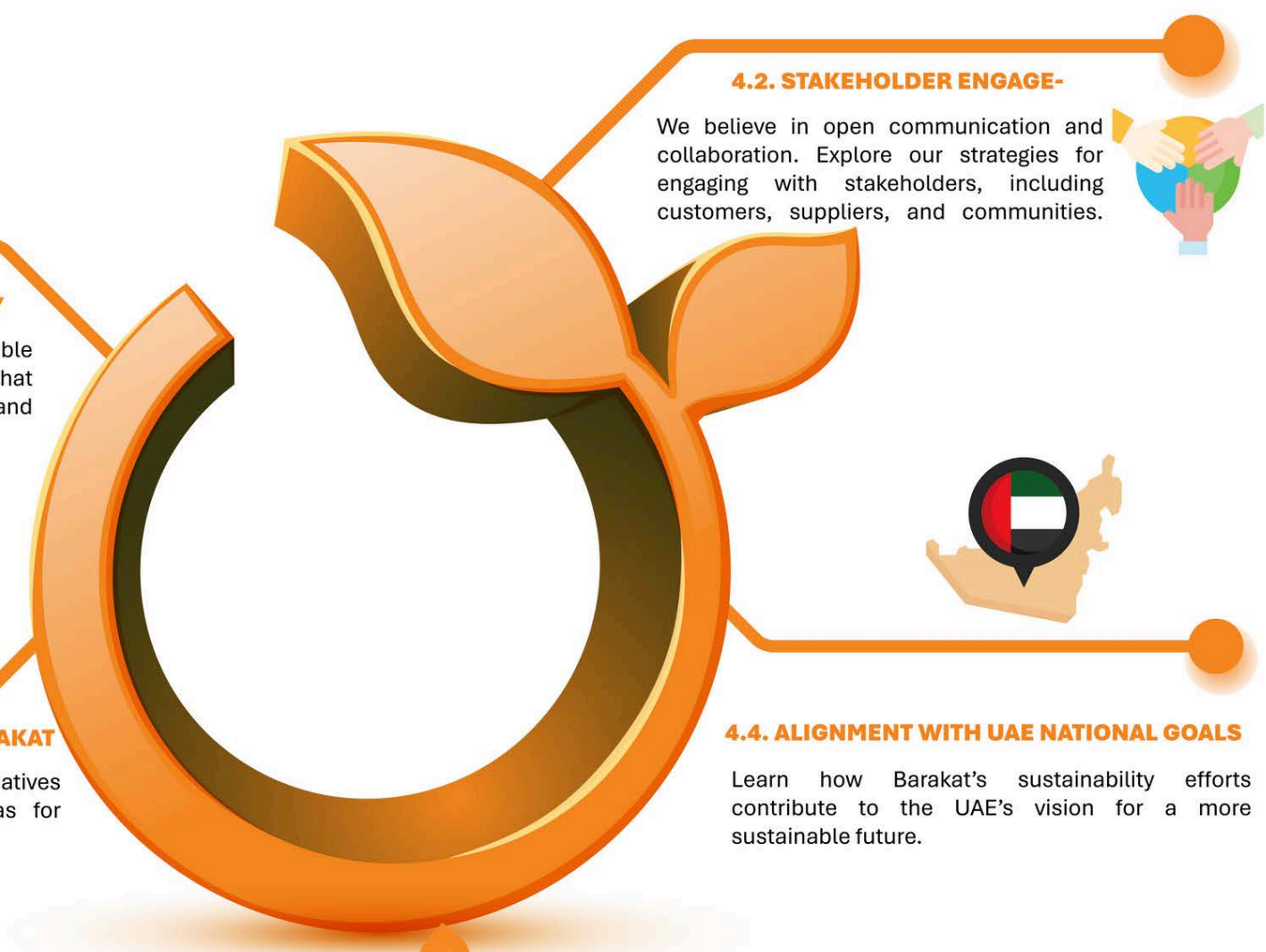
## 4.2. STAKEHOLDER ENGAGE-

We believe in open communication and collaboration. Explore our strategies for engaging with stakeholders, including customers, suppliers, and communities.



## 4.4. ALIGNMENT WITH UAE NATIONAL GOALS

Learn how Barakat's sustainability efforts contribute to the UAE's vision for a more sustainable future.





## 4.1. OUR APPROACH TO SUSTAINABILITY (SDG 12 & 13)



Barakat's vision to a sustainable future aligns with several Sustainable Development Goals (SDGs) set by the United Nations. Their focus on ethical practices (Sustainable Governance) reflects SDG 16: Peace, Justice and Strong Institutions. Building strong communities (Building Social Resilience) connects with SDG 11: Sustainable Cities and Communities. Finally, minimizing environmental impact (Environmental Stewardship) aligns with SDG 13: Climate Action and prioritizing consumer well-being directly addresses SDG 12: Responsible Consumption and Production and SDG 3: Good Health and Well-being.

We are committed to operating in a responsible and environmentally conscious manner, ensuring a sustainable future for generations to come. Recognizing the intricate connections between its business, the environment, its communities, and the well-being of its customers, Barakat has established a comprehensive approach to sustainability anchored by four key pillars:





## 4.2. STAKEHOLDER ENGAGEMENT (SDG 11, 12, & 17)

Stakeholder Engagement is integral to our commitment to SDG 17 (Partnerships for the Goals) as Barakat actively involves diverse stakeholders to foster collaboration and achieve sustainable outcomes. This also includes engaging with customers (SDG 12: Responsible Consumption and Production) and local communities (SDG 11: Sustainable Cities and Communities). By listening to and incorporating stakeholder perspectives, we enhance transparency, trust, and accountability, driving positive social and environmental impacts.

Barakat believes that open communication and collaboration are essential for building a sustainable future. From our loyal customers to dedicated employees, supportive communities, and governing bodies, we believe in fostering open communication and collaboration. By actively engaging with each stakeholder group, we gain valuable insights, build trust, and ensure that our sustainability efforts are truly impactful. This commitment to stakeholder engagement allows us to operate responsibly, address concerns, and work together to build a more sustainable future.

### INTERNAL STAKEHOLDERS 01

Management team, Employees, Board members, and Shareholders.

### EXTERNAL STAKEHOLDERS 02

Customers, local community, business partners (suppliers, distributors, retailers), Government and regulators, industry associations.

Diverse communication methods have been employed by Barakat to engage with each stakeholder group. Key focus areas identified for each group, ensures that we address their specific needs and priorities. By fostering strong relationships with stakeholders, Barakat is empowered to make informed decisions that benefit our business, our people, and the communities we touch.

The table below lists our key stakeholders, methods of engagement we use to engage with them on a regular basis, and focus areas:

STAKEHOLDERS	COMMUNICATION METHOD	KEY FOCUS AREA
Consumer	Website Dedicated sales resources Social media (Facebook, X, LinkedIn, Instagram) Online customer review	Access to high-quality and safe foods, Consumer health & Nutrition, Awareness programs, Effective customer channels, Exceptional service.
Employees	Townhalls, Leaders connect, Communication via Internet (B Hub) Yearly Performance Review Company Training Company Events	Employee well-being, skills development, Diversity & inclusion, Rewards and recognition, sustainability initiatives within the company
Board Members and Management Team	Townhalls Meetings Board of Directors Meetings Committee Meetings Management Meeting	Governance, risk management, sustainability strategy, company
Shareholders	Financial Report Board Meeting Disclosures	Financial performance, ESG strategy, long-term value creation
Government & Regulators	Regular interaction as per regular requirements Compliance systems	Regulatory compliance, industry best practices, sustainability reporting requirements
Community	Community outreach programme and volunteering activities	Community well-being, Active social partnership, Employee volunteering activities.
Suppliers	Direct communication channels such as email, phone calls, and face-to-face meetings. Online platforms for order placement, tracking, and feedback submission.	Sustainable sourcing and agriculture practices, Timely Delivery, Fair pricing, Adherence to food safety standards.



### 4.3. MATERIALITY ASSESSMENT AT BARAKAT (SDG 12 & 17)

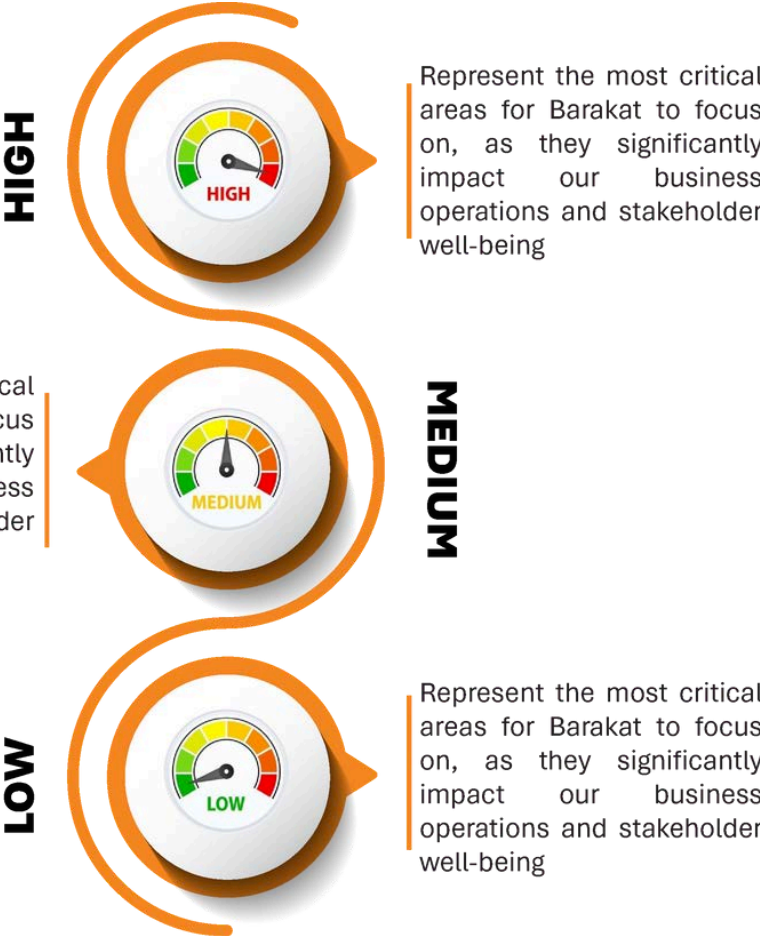


The Materiality Assessment at Barakat reflects our dedication to SDG 12.2 (Achieve the sustainable management and efficient use of natural resources). By considering stakeholder concerns (SDG 17: Partnerships for the Goals), Barakat prioritizes areas with paramount importance of environmental and social impact. Through this process, we ensure our efforts address significant environmental, social, and economic concerns, driving positive impact and fostering long-term value creation.

Barakat’s commitment to sustainability extends beyond simply adopting good practices. We strive for continuous improvement and impactful action, focusing on the areas that matter most to our business and stakeholders. To achieve this, a comprehensive materiality assessment has been carried out, following the principles of double materiality. We conducted a survey focused on internal stakeholders– our employees, senior management, and the board of directors to gather stakeholder insights. This initial focus allowed to establish a strong foundation for future reports, where we will broaden our stakeholder engagement strategy.

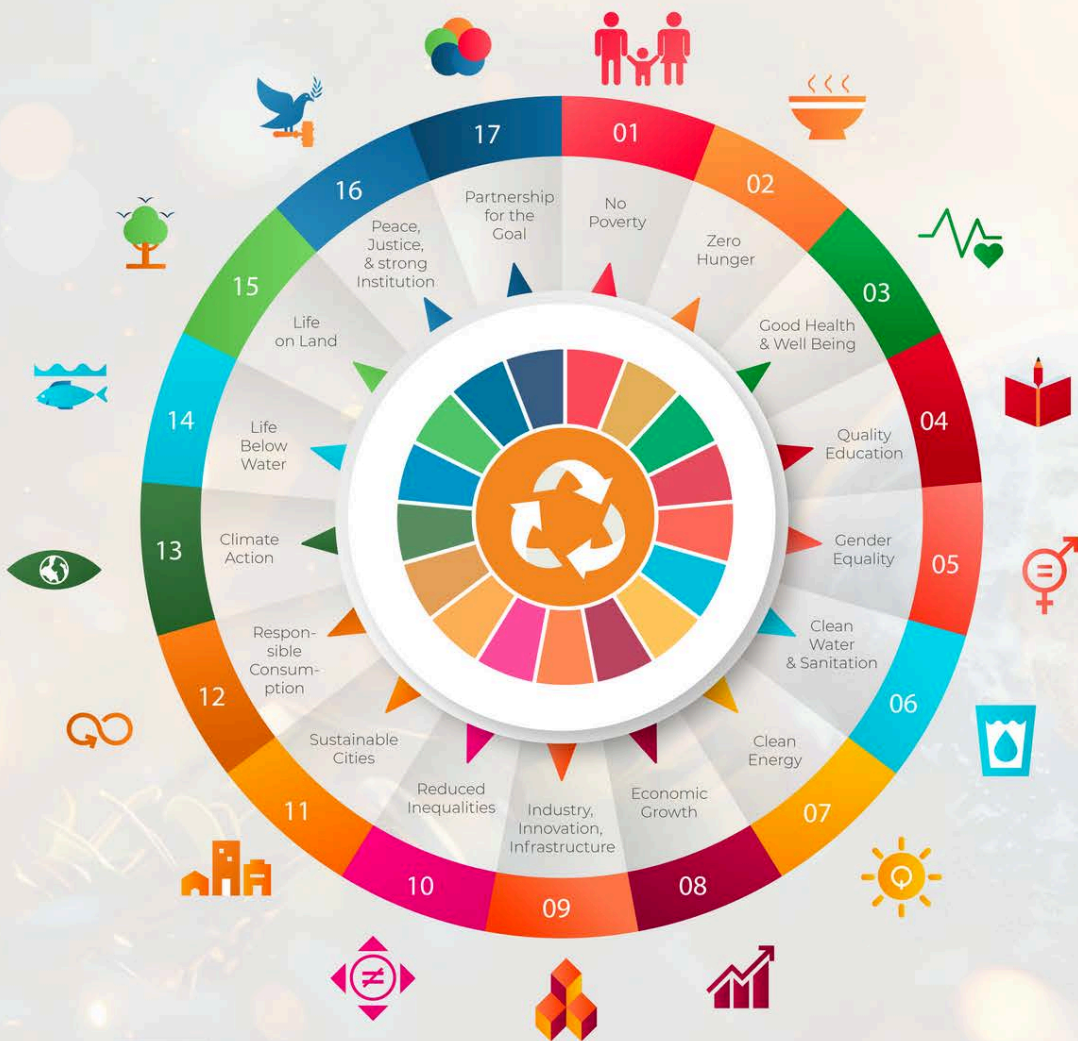
#### 4.3.1 MATERIAL TOPICS

Internal survey, combined with relevant research and industry best practices, provided valuable insights into the most significant sustainability topics for Barakat. Through a thorough analysis, we identified 15 material topics that directly align with our overarching sustainability goals and mapped with UN Sustainability Development Goals (UN SDGs). These topics were then prioritized into three categories as below based on their relative significance to Barakat’s sustainability strategy and stakeholder concerns.





# HIGH PRIORITY MATERIAL TOPIC



- 13 CLIMATE ACTION**  
 Minimizing our environmental footprint through energy efficiency and responsible resource management.
- 06 WATER STEWARDSHIP**  
 Utilizing water resources responsibly throughout our operations and supply chain
- 12 WASTE MANAGEMENT**  
 Implementing strategies to reduce waste generation and promote responsible waste disposal practices
- 03 CONSUMER WELL-BEING**  
 Providing high-quality, healthy food products that support our customer's well-being.
- 12 17 PRODUCT SAFETY & QUALITY**  
 Ensuring the highest standards of safety and quality in all our products.
- 14 15 SUSTAINABLE PACKAGING**  
 Finding innovative packaging solutions that minimize environmental impact.
- 02 03 PROMOTING HEALTHY FOOD CHOICES**  
 Food Choices Encouraging and enabling consumers to make healthy food choices
- 08 10 EMPLOYEE ENGAGEMENT**  
 Fostering a positive and inclusive work environment for all employees.
- 12 17 SUSTAINABILITY DISCLOSURE**  
 Providing transparent and comprehensive communication regarding our sustainability efforts

**17 COMMUNITY ENGAGEMENT**  
 Building positive relationships and contributing to the well-being of the communities we serve



# MEDIUM PRIORITY MATERIAL TOPIC

12

**REGULATORY COMPLIANCE**  
 Adherence to all relevant environmental and social regulations.

02

13

**RISK MANAGEMENT**  
 Proactively identifying and mitigating sustainability-related risks.

09

17

**DIGITAL INNOVATION**  
 Exploring the use of technology to improve sustainability performance.

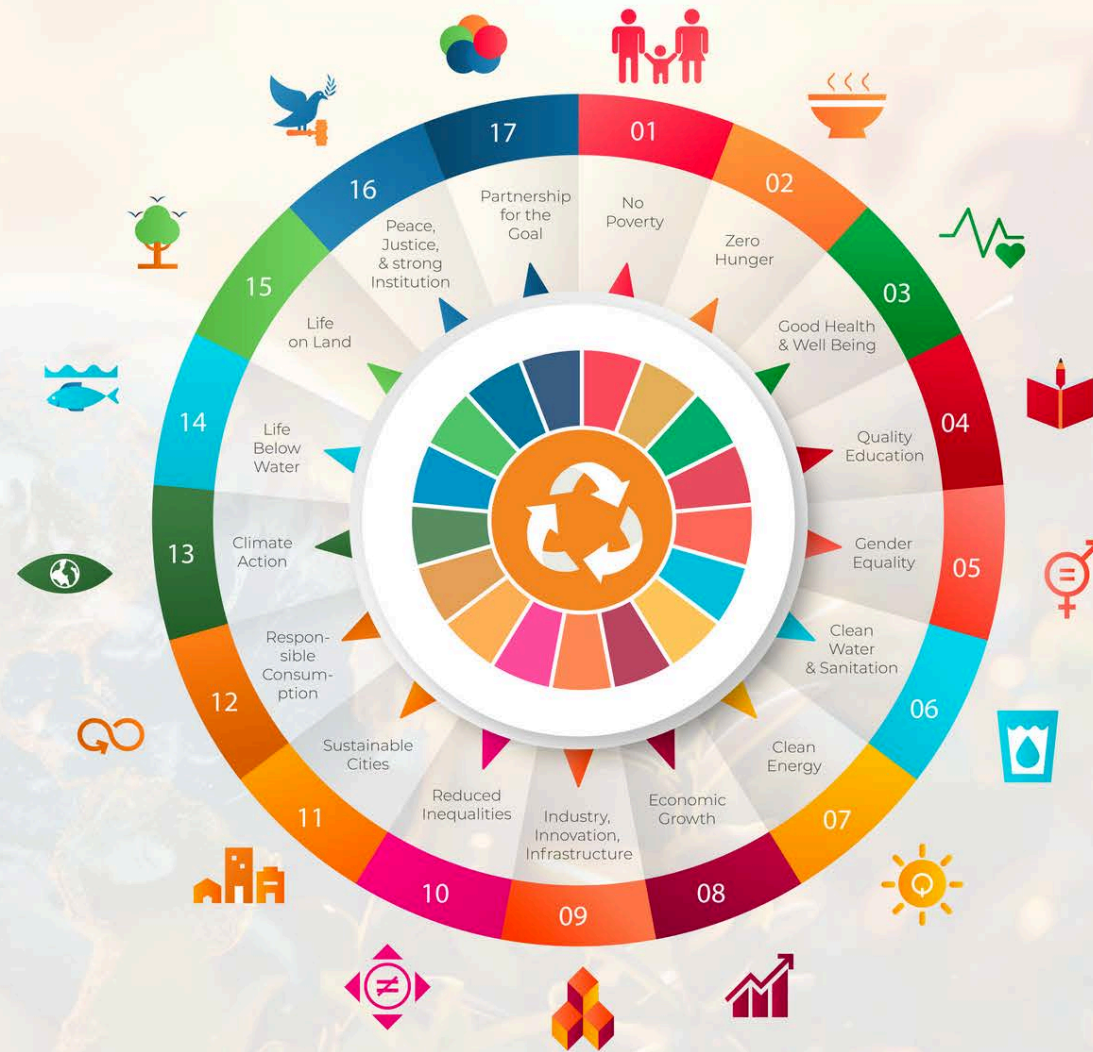
12

13

**SUSTAINABLE SUPPLY CHAIN**  
 Partnering with suppliers who share our commitment to sustainability.

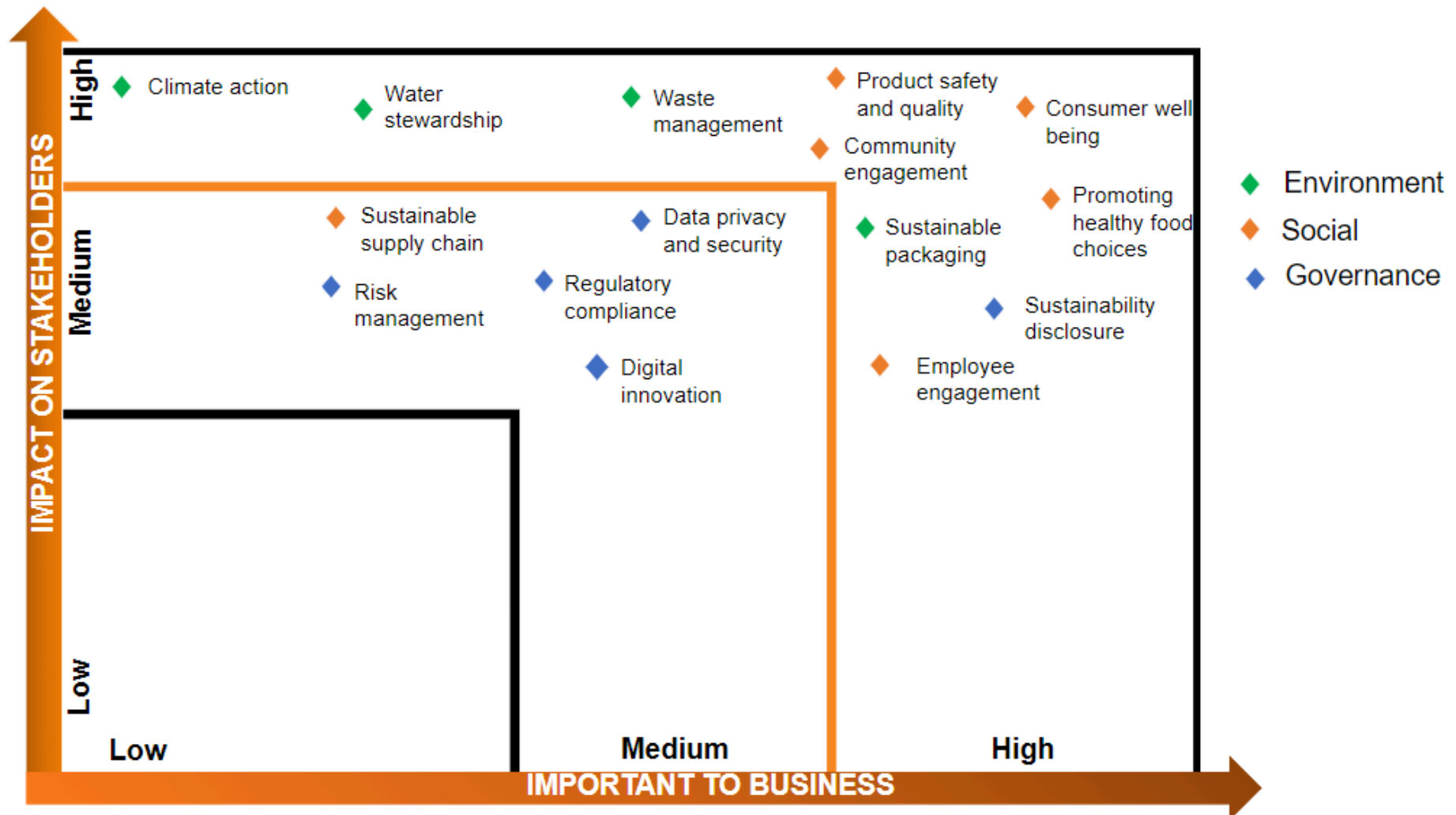
16

**DATA PRIVACY & SECURITY**  
 Ensuring the protection of customer and employee data.



## 4.3.2. MATERIALITY MATRIX

Our materiality assessment is visualized through a materiality matrix, a tool that helps us prioritize sustainability efforts. Through our initial assessment, which focused on internal stakeholders, 15 material topics were identified. The matrix considers both the relative importance of a topic to our business (financial and operational impact) on the x-axis, and the significance of the topic to our stakeholders (employees, customers, suppliers, etc.) on the y-axis. This analysis resulted in a clear prioritization of these topics, guiding our focus towards those with the highest combined impact – such as climate action, consumer well-being, and employee engagement – where our efforts can generate the most significant positive change. The materiality matrix serves as a dynamic tool, and we plan to expand the stakeholder engagement in future assessments to ensure our sustainability efforts remain closely aligned with the evolving needs of all stakeholders.





## 4.4. ALIGNMENT WITH UAE NATIONAL GOALS (SDG 2, 3 & 12)

Barakat's commitment to sustainability extends beyond its own operations. We recognize the importance of aligning our efforts with the wider vision of the United Arab Emirates (UAE) and the Emirate of Dubai. Several key national and regional goals provide a strong framework for Barakat's sustainability initiatives, ensuring our actions contribute to a more sustainable future for the nation. Furthermore, Barakat significantly contributes to the UAE's Sustainable Development Goals (SDGs) which are part of UAE 2030 agenda, particularly SDG 2: Zero Hunger, SDG 3: Good Health and Well-being, and SDG 12: Responsible Consumption and Production

Here are some key areas where Barakat's sustainability efforts directly support the UAE and Dubai's sustainability goals:



### **NATIONAL FOOD SECURITY STRATEGY (2051) & UAE WASTE MANAGEMENT STRATEGY, NATIONAL FOOD LOSS, AND WASTE INITIATIVE (NEMA)**

Barakat actively supports the UAE's goal of achieving food security by prioritizing local sourcing of fresh produce, minimizing food waste throughout our supply chain, and promoting healthy and sustainable food choices for our customers. This aligns perfectly with the National Food Security Strategy and UAE Waste management Strategy, the NEMA program's focus on reducing food waste.



### **UAE CIRCULAR ECONOMY POLICY & DUBAI CLEAN ENERGY STRATEGY (2050)**

Barakat is committed to minimizing environmental impact and promoting resource efficiency. Our focus on sustainable packaging solutions, responsible waste management practices, and exploring renewable energy options directly contributes to the UAE's Circular Economy Policy and Dubai's ambitious clean energy targets outlined in their Clean Energy Strategy.



### **UAE WATER SECURITY STRATEGY (2036) & DUBAI INTEGRATED ENERGY STRATEGY (2030)**

Water conservation and energy efficiency are crucial aspects of Barakat's sustainability strategy. Our water stewardship efforts, including implementing water-saving technologies and optimizing cleaning processes, align with the UAE's Water Security Strategy. Similarly, Barakat's focus on reducing energy consumption and exploring renewable energy sources contributes to Dubai's Integrated Energy Strategy goals.



### **NATIONAL STRATEGY FOR WELLBEING 2031**

Barakat champions the goals outlined in the National Strategy for Wellbeing 2031. Our focus on providing high-quality, nutritious products and promoting healthy eating habits directly supports the national strategy's aim to enhance the overall well-being of UAE residents.



### **UAE AGENDA FOR SUSTAINABLE DEVELOPMENT 2030, UAE VISION 2021 & DUBAI PLAN 2021**

Barakat recognizes the interconnectedness of environmental, social, and economic sustainability, echoing the principles outlined in the UAE Agenda for Sustainable Development 2030, UAE Vision 2021, and Dubai Plan 2021. Our commitment to responsible sourcing practices, employee well-being, and community engagement reflects our alignment with these broader sustainability agendas





# 5. SUSTAINABLE GOVERNANCE

GRI 2-9, GRI 2-11, GRI 2-17, GRI 2-23, GRI 2-24, GRI 204 -1, GRI 205, GRI 206, GRI 308 -1, GRI 414 - 1



## 5.1. RESPONSIBLE GOVERNANCE AT BARAKAT

## 5.2. BUSINESS ETHICS & CODE OF CONDUCT

## 5.3. PROACTIVE RISK MANAGEMENT

## 5.4. DATA PRIVACY

## 5.5. ETHICAL SOURCING

## 5.7. SUSTAINABLE PROCUREMENT



At Barakat, sustainability extends beyond environmental stewardship and social responsibility. It encompasses a strong commitment to ethical practices and good governance. This dedication ensures transparency, accountability, and responsible decision-making across all our operations. It's the cornerstone upon which we build trust with stakeholders, navigate complex challenges, and contribute meaningfully to a sustainable future. We'll delve into areas like ethical sourcing, risk management, and board oversight, showcasing how we integrate good governance principles into the very fabric of Barakat.







Mr. Rashid Mohamed Alabbar



Mr. Farooq Mahmood



Mr. Mahmood Fouladfard



Mr. Abdulrahim Arjumand

## 5.1. RESPONSIBLE GOVERNANCE AT BARAKAT (SDG 16)

Strong governance practices are essential for achieving peaceful and inclusive societies (SDG 16.1), promoting the rule of law (SDG 16.6), and ensuring access to justice for all (SDG 16.7). By demonstrating responsible governance, Barakat fosters trust and stability within the organization and contributes to a broader culture of good governance in the region.

At Barakat, we believe that robust governance is the bedrock of long-term success and achieving our sustainability goals. By adhering to the highest ethical standards in corporate governance, compliance, and risk management, we ensure the creation of long-term value for all our stakeholders. This unwavering commitment to good governance fosters trust, transparency, and accountability, empowering us to navigate challenges and contribute meaningfully to a sustainable future. This commitment extends to all our subsidiaries, including Barakat Vegetables & Fruits Co. LLC (Dubai), Barakat Quality Plus LLC, Barakat Vegetables & Fruits Company LLC (AUH), and Mehtab Vegetables & Fruits LLC.

### BOARD COMPOSITION

Our Board collectively holds the responsibility for ensuring the long-term success of our organization. This entails leading the Group within a framework of effective controls, overseeing strategic decision-making, and upholding the organization's values and objectives. The Board provides guidance and direction to management, monitoring performance, and mitigating risks to ensure the sustainable growth and prosperity of the company. Through diligent oversight and adherence to governance best practices, the Board aims to safeguard the interests of all stakeholders and uphold the organization's reputation and integrity.

S.NO	BOARD MEMBERS
1	Mr. Rashid Mohamed Alabbar
2	Mr. Farooq Mahmood
3	Mr. Mahmood Fouladfard
4	Mr. Abdulrahim Arjumand



## RESPONSIBLE BOARD OVERSIGHT

Each of our subsidiaries maintains a board with a strong presence of experienced members with a range of expertise. This ensures diverse perspectives and informed decision-making. Notably, all boards consistently feature a majority of members over the age of 50, reflecting a focus on seasoned leadership.

SUBSIDIARY	30 -50(Age)	>50(Age)
Barakat Vegetables & Fruits Co. LLC., Dubai	3	3
Barakat Quality Plus LLC	0	4
Barakat Vegetables & Fruits Company LLC, AUH	0	4
Mehtab Vegetables & Fruits LLC	0	2

## COMMITMENT TO GENDER DIVERSITY

While we acknowledge there's room for improvement, Barakat Vegetables & Fruits Co. LLC (Dubai) has consistently maintained a 2:2 gender ratio on its board over the past three years. We are committed to exploring initiatives to enhance female representation in leadership positions across the company, including the board.

SUBSIDIARY	MALE	FEMALE
Barakat Vegetables & Fruits Co. LLC., Dubai	4	2
Barakat Quality Plus LLC	4	0
Barakat Vegetables & Fruits Company LLC, AUH	4	0
Mehtab Vegetables & Fruits LLC	2	0

## NATIONALITY

Our boards reflect Barakat's commitment to regional and international engagement. The majority of board members are Emirati nationals, with a consistent presence of GCC nationals and some representation from foreign nationals. This diversity allows for a broader understanding of the markets we operate in and fosters a collaborative approach to navigating the global food and beverage landscape.

SUBSIDIARY	EMIRATI	FOREIGN
Barakat Vegetables & Fruits Co. LLC., Dubai	5	1
Barakat Quality Plus LLC	3	1
Barakat Vegetables & Fruits Company LLC, AUH	3	1
Mehtab Vegetables & Fruits LLC	1	1

## STRONG INTERNAL CONTROLS

Barakat prioritizes ethical conduct and compliance. We have established a Remuneration Committee to oversee fair and competitive compensation practices, and an Audit Committee that works diligently with internal audit to ensure adherence to policies and risk mitigation strategies. We also maintain a robust whistle-blowing policy and internal compliance program, allowing for transparent communication of concerns and promoting ethical conduct throughout the organization.

Each subsidiary operates under a well-defined internal audit charter, signed by the board. This ensures that all policies and procedures, including delegation of authority, are strictly adhered to. Any exceptions are formally reported, ensuring transparency and accountability.







## 5.2. BUSINESS ETHICS & CODE OF CONDUCT (SDG 16 & SDG 12)

A strong code of conduct ensures responsible business practices throughout the supply chain, combats bribery and corruption (SDG 16.5), and promotes sustainable consumption and production patterns (SDG 12.6).

We are committed to conducting business with the highest ethical standards. Our comprehensive Code of Business Conduct applies to all employees, directors, officers, clients, suppliers, and representatives across all subsidiaries. This code serves as a roadmap for ethical decision-making in every aspect of our work. It outlines clear expectations for integrity and lawful conduct. It empowers employees to navigate complex situations with good judgment and common sense. By considering the potential consequences of their actions, employees can avoid misconduct and protect the company's reputation.

Managers play a critical role in fostering a culture of ethics throughout the organization. They lead by example, emphasizing the importance of adhering to the Code. Also responsible for creating a safe space for employees to raise concerns and ensuring swift action on any reported violations. Our reporting process prioritizes confidentiality, anonymity, and prompt action. This ensures that all concerns are addressed with transparency and accountability. By fostering a culture of open communication, we build trust and ensure everyone feels empowered to raise ethical concerns. Upholding the highest ethical standards is not just the right thing to do, it's essential for achieving our goals for sustainable growth. By fostering a culture of trust and integrity through the Code of Business Conduct, allows us to contribute to a more responsible future.

## 5.3. PROACTIVE RISK MANAGEMENT (SDG 11 & SDG 13)

Barakat understands that navigating the business landscape comes with inherent risks. To mitigate these risks and ensure long-term success, we prioritize a proactive approach to risk management and compliance. Proactive risk management helps Barakat build resilience to climate change (SDG 13) and its associated risks like extreme weather events (SDG 11.5).

Our risk management strategy starts with comprehensive assessments. Potential risks are identified across various functions and processes within the organization. This allows to prioritize areas that require the most attention. Based on these risk assessments, a detailed internal audit plan is developed and executed throughout the year. This plan ensures a systematic review of key areas, identifying potential vulnerabilities and areas for improvement.

Any key risks discovered during the audit process are promptly highlighted to both management and the board. This ensures timely decision-making and the implementation of effective mitigation strategies. Prioritizing risk management safeguards our operations, protect reputation, and create a more secure future for Barakat. We are committed to continuous improvement and fostering a culture of risk awareness throughout the organization.







## 5.4. DATA PRIVACY (SDG 16 & 17)

Strong data privacy practices demonstrate respect for individual rights and build trust with stakeholders (SDG 16.10), while robust cybersecurity safeguards against cybercrime (SDG 17.1). Hence, Barakat prioritizes data privacy by safeguarding information throughout its lifecycle, encompassing storage, processing, and transmission of data. This policy applies to everyone accessing our systems, including employees, third-party contractors, and visitors accessing Barakat Group systems or premises. Information is classified by sensitivity, with strict protocols for handling confidential data. Clear guidelines for data handling and storage are established, with information assets classified by sensitivity to ensure appropriate access and protection. Strict protocols govern the distribution and transmission of non-public information, with encryption standards enforced for the protection of personal data. Regular audits ensure compliance with software policies and minimize risks. This commitment to data privacy builds trust and fosters a secure environment for everyone.

## CUSTOMER PRIVACY

Data privacy is of utmost importance at Barakat, symbolizing our unwavering dedication to preserving the confidentiality and integrity of Personally Identifiable Information (PII). Aligned with this, our Privacy Policy serves as a testament to our transparency and adherence to US privacy laws. We collect PII, such as names, email addresses, and phone numbers, solely when necessary, employing it judiciously to tailor user experiences and enhance our services. To fortify the security of PII, we employ encrypted transmission methods and implement stringent access controls, thereby mitigating the risk of unauthorized disclosure or misuse.

In our pursuit of enhancing user experiences, our website utilizes cookies to optimize functionality, all while respecting user's preferences regarding data tracking. Crucially, we uphold the confidentiality of user information by refraining from selling or trading PII to third parties, thereby safeguarding user privacy. Furthermore, we diligently comply with the CAN-SPAM Act, respecting user's choices regarding email communications and ensuring regulatory requirements. Any modifications to our Privacy Policy are promptly communicated to users, fostering awareness and transparency regarding any updates or changes.

Moreover, our systematic classification of information assets into four distinct levels, ranging from Restricted to Public, aids users in discerning appropriate access rights and handling procedures. This framework underscores our steadfast commitment to maintaining data confidentiality and integrity across all organizational functions. Through these steadfast measures, we endeavour to uphold the trust and confidence of our valued customers, dedicated employees, and esteemed stakeholders, reinforcing our unwavering dedication to data privacy and security.

## CYBER SECURITY

Cyber security is paramount at our company to protect our network and data assets from evolving threats. We employ a multi-layered approach, including network segmentation to isolate segments and limit breaches. Furthermore, we have utilized next-gen and cloud firewalls like Fortinet and CloudFront for robust defence. Biometric and Wi-Fi security measures, along with strict identity controls, bolster our defences against unauthorized access attempts.

Multi-factor authentication adds another layer of protection, while endpoint detection and response by CrowdStrike Falcon safeguards against malicious activities. Real-time threat detection with tools like DarkTrace ensures proactive mitigation, and email security is prioritized with DarkTrace Antigena. Efficient patch management by Ivanti/ManageEngine reduces vulnerability exposure.

Our incident monitoring and response protocols ensure swift containment and mitigation of potential threats, maintaining the highest security standards and protecting our critical assets from cyber threats.





## 5.5. ETHICAL SOURCING (SDG 8 & SDG 12)

Ethical sourcing directly contributes to SDG 12 by ensuring sustainable consumption and production patterns. It also aligns with SDG 8 by promoting decent work and economic growth through fair labour practices throughout the supply chain. The food and beverage industry is a dynamic ecosystem, and Barakat recognizes the importance of a robust supply chain to navigate its ever-changing currents. We understand the challenges – disruptions, rising freight costs – and are committed to proactive strategies that ensure operational resilience and long-term sustainability.

### ADDRESSING CHALLENGES

#### Diversification and Resilience

Barakat acknowledges the risks associated with high reliance on single SKUs and seasonal fluctuations in fresh produce availability. To mitigate these risks, the company emphasizes diversification of its product portfolio and the development of contingency plans tailored to address supply chain disruptions effectively.

#### Quality Assurance and Brand Integrity

Maintaining a strong brand presence and product quality are paramount for Barakat. The company invests in storage and preservation technologies while offering unique, high-quality products to customers, thereby safeguarding its brand integrity even amid supply chain challenges.

#### Business Contingency Planning

Barakat adopts a proactive approach to crisis management by developing comprehensive business contingency plans. These plans encompass risk assessments, alternative sourcing strategies, and crisis management protocols to ensure uninterrupted business operations during unforeseen crises.





## 5.7. SUSTAINABLE PROCUREMENT (SDG 8,12,13 & 17)

Sustainable procurement goes beyond just cost. By prioritizing eco-friendly materials, efficient production, and minimal waste, Barakat directly contributes to SDGs 12 (Responsible Consumption & Production) and 13 (Climate Action). Collaborating with suppliers on these aspects and fair labor practices (SDG 8: Decent Work & Economic Growth) strengthens our commitment. Building strong partnerships with like-minded suppliers reflects our dedication to SDG 17 (Partnerships for the Goals). Barakat's procurement practices are characterized by structured processes, comprehensive manuals, and a focus on compliance and quality control. The company's procurement policy outlines standard operating procedures, policies, and guidelines, reflecting its commitment to transparency, accountability, and adherence to ESG principles. We fundamentally prioritize quality control measures to ensure supplier reliability, performance, and compliance. These measures encompass supplier evaluation, performance monitoring, compliance checks, and product inspections, all aimed at maintaining product integrity, sustainability, and continuous improvement within the supply chain. A significant emphasis is on sustainability within our supply chain, with approximately 40-45% of our suppliers adhering to sustainable practices. To make sure that this percentage rises, we are working diligently to form partnerships with suppliers who are more environmentally conscious. This commitment is reinforced through the implementation of a Supplier's Code of Conduct and a robust Supplier Screening Process, ensuring ethical and responsible sourcing practices.





# THE 100- MILE INITIATIVE

Our strategic partnerships within the United Arab Emirates farms help us reduce our carbon footprint,minimize waste, and provide our customers with the “Best of Fresh”. Barakat’s partnership with local growers as part of its sustainability initiative is a commendable step towards fostering environmental consciousness and supporting local economies. By collaborating with local growers, Barakat ensures that its supply chain is more transparent, reduces carbon footprint associated with transportation, and promotes sustainable agricultural practices.

# SUPPLIER ENGAGEMENT

Supplier engagement fuels further progress. Working together to optimize logistics, source responsibly, and reduce emissions contributes to SDGs 12, 13, and 17. Collaboration on skills development programs for their workforce empowers individuals, aligning with SDG 8. By actively engaging suppliers in sustainability efforts, Barakat creates a ripple effect, driving positive change throughout the supply chain.We partner with diverse suppliers, including Grower Exporters, Local UAE Farms, Trader Aggregators,and Packing Material Suppliers.

Barakat prioritizes partnering with local suppliers to deliver the freshest produce possible for the customers. By shortening the distance from farm to table to within 48 hours, helps to reduce the company’s carbon footprint significantly. Local sourcing also minimizes waste and ensures optimal shelf life for its extensive variety of fruits and vegetables, exceeding 60 in total. Daily inbound deliveries exceeding 100 tons are meticulously managed through a robust cold chain system, guaranteeing quality and freshness. Furthermore, Barakat champions sustainable agricultural practices. The company partners with local farms that prioritize crop rotation and diversification, soil conservation, and responsible water management.

Sourcing from over 400 local farms in the UAE aligns with our environmental pledge to reduce carbon emissions and food waste. Growing reliance on local suppliers over the years underscores our dedication to supporting the local economy, exemplifying steadfast support for local businesses and sustainability efforts.



	TOTAL NO. OF SUPPLIERS	TOTAL NO. OF LOCAL SUPPLIERS
1	897	694
2	1,174	903
3	1,438	1,086





# 6. BUILDING SOCIAL RESILIENCE

GRI 2-7, GRI 401-1, GRI 401-3, GRI 403, GRI 404, GRI 405-1, GRI 406-1, GRI 413-1



Social responsibility is a core principle woven into the fabric of our operations. Barakat encompasses a deep commitment to the well-being of our employees and the communities we serve. Strengthens its social resilience by fostering a positive and inclusive work environment and actively engaging with society. Barakat strives to empower both individuals and communities to navigate challenges, thereby paving way for a sustainable future that benefits everyone.

Our commitment to social resilience focuses on two key pillars-



At Barakat, we prioritize health, safety, and professional development of our workforce, creating a supportive and rewarding work environment.



Barakat actively contributes to the well being of the communities we serve, promoting positive social change and responsible citizenship.







## 6.1. BUILDING A THRIVING WORKFORCE (SDG 3, 4, 8 & 10)

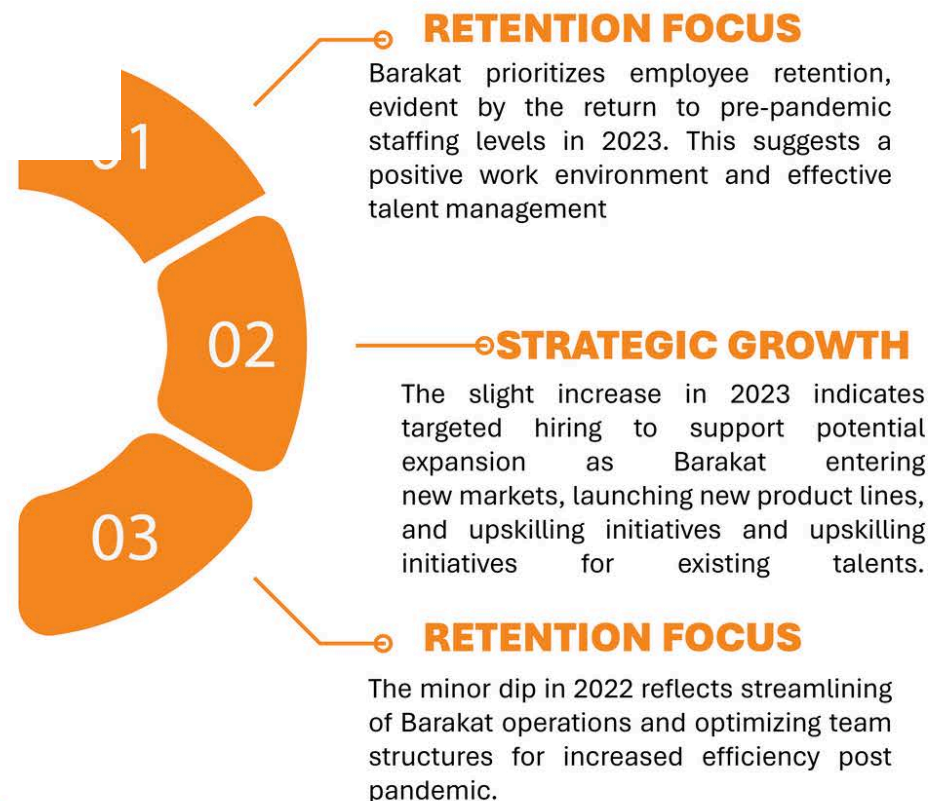
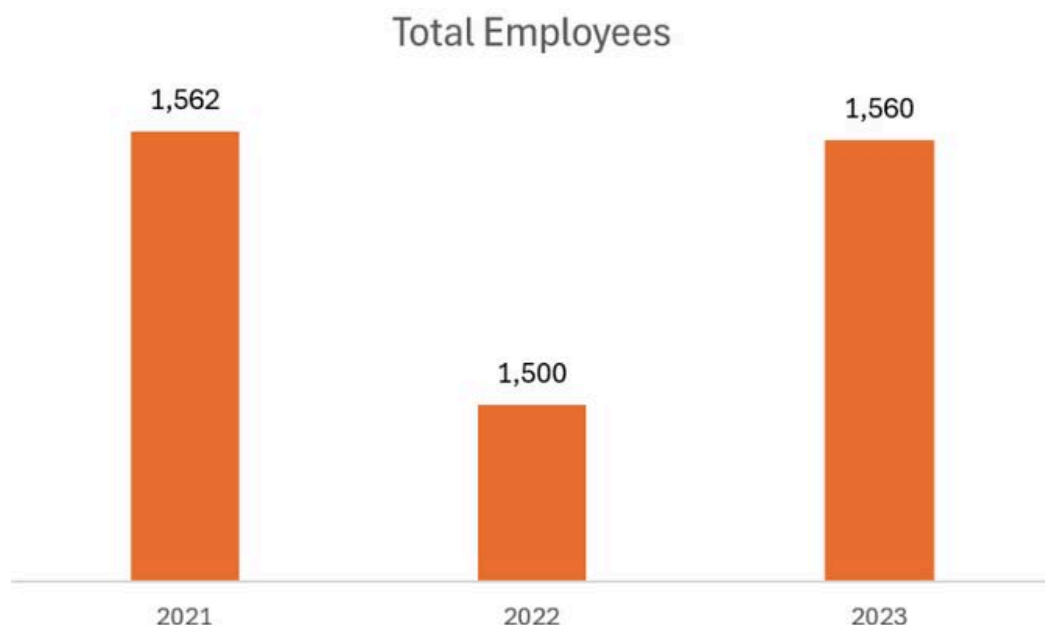
Barakat's commitment to its workforce aligns with several SDGs. The focus on a healthy work-life balance (SDG 3: Good Health and Well-being) and continuous learning (SDG 4: Quality Education) fosters a skilled and adaptable workforce. Fostering a Thriving Workforce reflects our commitment to SDG 8.3 (Promote development-oriented policies that support productive activities, decent job creation) and SDG 8.2 (Achieve higher level of economic productivity through diversification, technological upgrading and innovation). Additionally, emphasis on diversity and equal opportunity reflects SDG 10: Reduced Inequalities.

Our employees are the cornerstone of our success. Three-pronged approach is followed across Barakat group of companies by nurturing a progressive work culture, building a highly skilled and adaptable workforce, and ensuring a healthy balance between retaining top talent and embracing growth. By investing in initiatives that celebrate diversity, encourage collaboration, and empower them to contribute their best selves. Building an optimal level of performance is equally important. Barakat offers comprehensive talent management programs focused on continuous development. Through targeted training and development opportunities, we equip our people with the skills and knowledge they need to excel in their roles and adapt to evolving industry demands.

Our talent management strategy acknowledges that striking a balance between retaining top talent and embracing the natural ebb and flow of a dynamic workforce is crucial. We create a dynamic environment that fosters growth and personal development while providing opportunities for career advancement. This allows us to continuously source and attract new talent, ensuring a vibrant and diverse workforce that reflects the rich tapestry of the UAE community. Developing this culture of engagement, continuous learning, and agility, Barakat lays the foundation for a thriving workforce that drives success and fuels long-term growth.

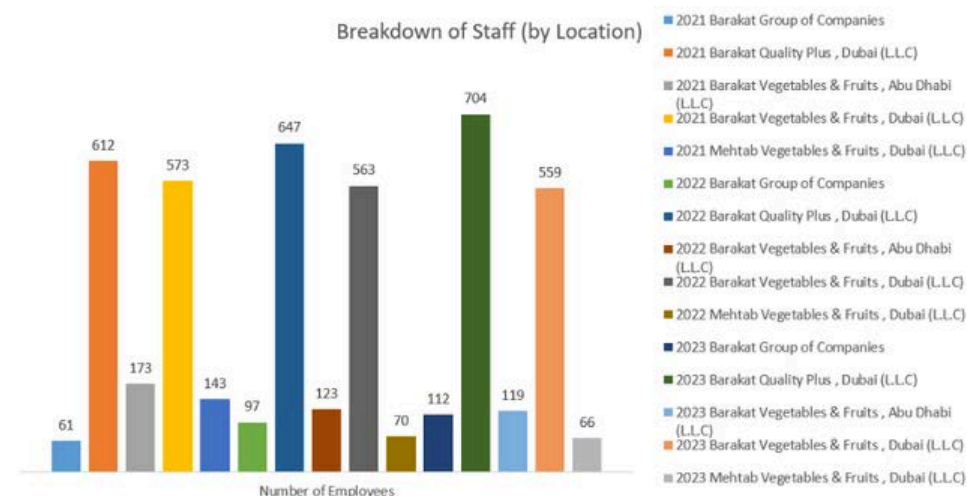
### 6.1.1. WORKFORCE STABILITY

Barakat's workforce data reveals a trend of stability with a touch of growth. A slight increase in 2023 compared to 2021 and a small dip in 2022 suggests several key insights focus on maintaining a core team while strategically adding talent for growth.





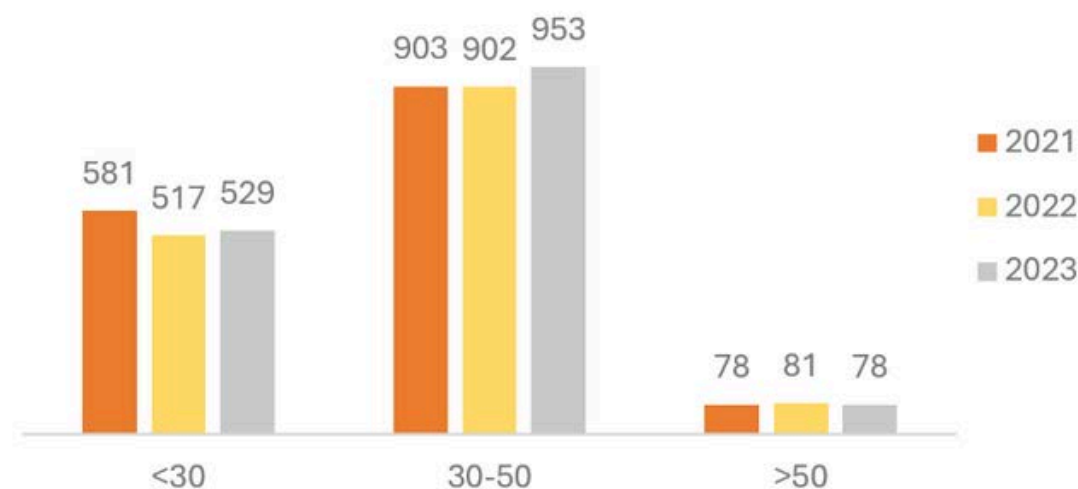
Across Barakat's group, headcount grew by 38% from 2021 to 2023 with significant increases in its core subsidiaries, Barakat Quality Plus, Barakat Vegetables & Fruits in Dubai and Abu Dhabi. This shows strategic hiring, new market opportunities and strengthening core operations to support sustainable growth.



### 6.1.2. DIVERSITY & EQUAL OPPORTUNITY

Barakat promotes a culture of respect and opportunity. Our Diversity and Inclusion (D&I) and Human Rights policy, actively overseen by management, guarantees equal treatment and advancement for all employees regardless of gender, age, race, disability, or other protected statuses. We stand firmly against discrimination and adhere to UAE labour laws, prioritizing employee well-being. This includes a safe and healthy work environment, fair wages and benefits, and a strict ban on forced or child labour. Building a diverse and inclusive workforce where everyone thrives is a core principle at Barakat group of companies. Importance of a balanced workforce has been well recognized and Barakat is working towards a future where gender is irrelevant to career advancement. We are actively implementing programs to attract and retain top female talent to thrive in all positions and ensure greater gender parity. Barakat's employees boasts a healthy mix of experience and fresh perspectives. The breakdown of staff by age group is mentioned in the below chart to understand its impact on company dynamics.

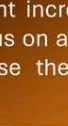
### Breakdown of Staff (by age)



1

#### RETENTION FOCUS

Consistent numbers in the 30-50 age group across all three years suggest a stable core of experienced employees. This provides valuable institutional knowledge and leadership



2

#### YOUNGER TALENT

Slight increase in the under-30 group indicates a growing focus on attracting young talent. This is a strategic move to infuse the company with fresh ideas and perspectives



3

#### SENIOR LEADERSHIP

Steady numbers in the over-50 group suggest a strong senior leadership team with valuable experience. This ensures continuity and guidance for the company.



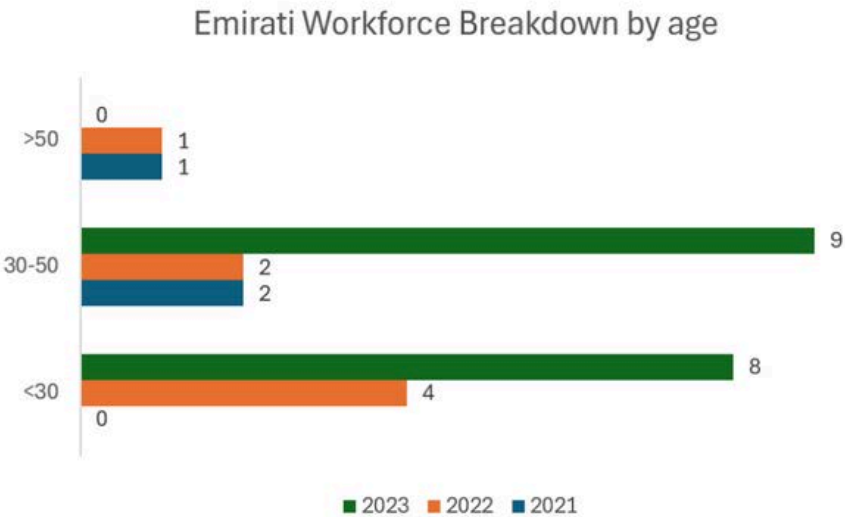
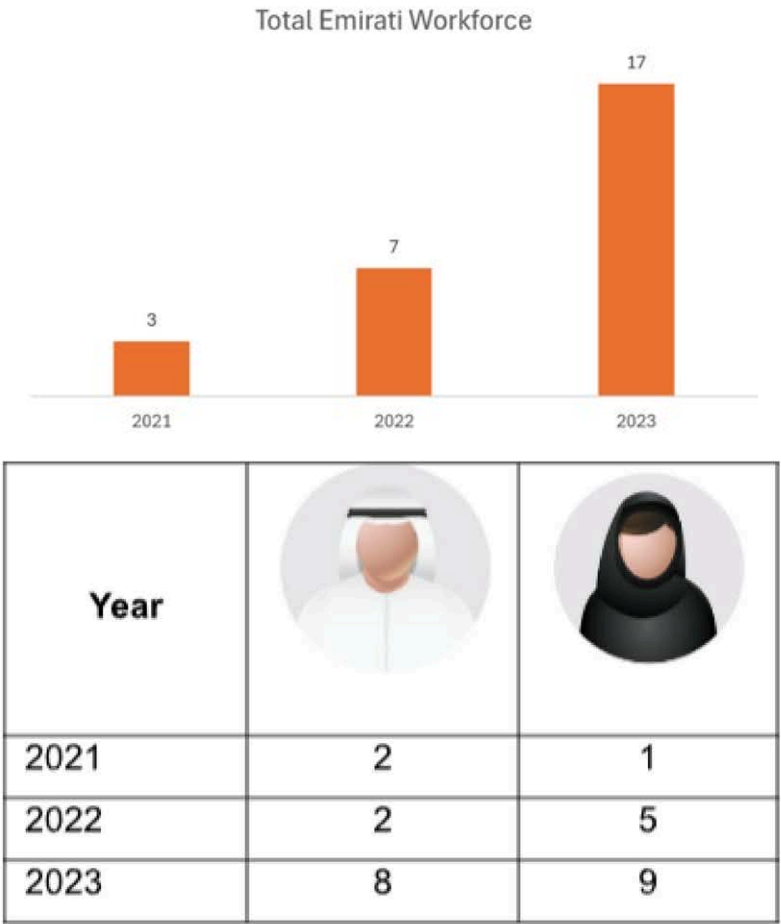


### 6.1.3. EMIRATIZATION

Barakat’s growing Emirati workforce strengthens ties to the local community and fosters a deeper understanding of the UAE market. Significant increase in Emirati employees over the past three years reflects a growing commitment to Emiratization, a key national objective in the UAE. The total number of Emirati employees has grown steadily, rising from 3 in 2021 to 17 in 2023. This represents a nearly six-fold increase, showcasing Barakat’s dedication to attracting and retaining local talent. The data also reveals an encouraging trend towards gender parity within Emirati employees. While there was initially a male majority, 2023 saw an almost equal distribution between genders (8 male, 9 female).This broader talent pool allows Barakat to tap into the full potential of the Emirati workforce.



The age distribution leans towards younger Emirati employees (<30 and 30-50 age groups) indicates Barakat’s strategic focus on nurturing future leaders and fostering a long-term commitment to Emiratization. Investment in young Emirati talent ensures a pipeline of skilled professionals who can contribute to organization’s success for years to come. Barakat nurtures a work culture that attracts and retains Emirati talent by offering competitive compensation, career development opportunities, and a positive work-life balance.



By actively promoting Emiratization, Barakat contributes to the UAE’s national development goals. This strategy strengthens the local economy, fosters a sense of community within the workforce, and allows the company to benefit from the unique cultural perspectives and insights of Emirati employees. Prioritizing Emiratization within its workforce strategy, Barakat demonstrates commitment to supporting the local community and building a successful, diverse team for the future.



## 6.1.4. INVESTING IN OUR PEOPLE

At Barakat, we believe in investing in our people to create a skilled, engaged, and future-proof workforce, positioning ourselves for continued growth and success. Robust training and development program is a cornerstone of our HR strategy. It prioritizes engagement, capability building, and talent management, all of which are directly linked to a robust training and development (L&D) program. Training and development play a crucial role in achieving these goals. Barakat committed to provide comprehensive L&D programs to empower all employees, enhance performance, and contribute to long-term business success. This translates to a competitive advantage as our skilled and versatile workforce helps us stay ahead of the curve. Training programs are delivered through a strategic mix of internal and external resources. The Organizational Development (OD) team plays a crucial role in identifying training needs and build a robust training calendar for the year. This is achieved through performance appraisals, departmental discussions, and a focus on building a culture of continuous learning. This approach allows Barakat to leverage the expertise of both internal subject-matter experts and specialized external partners. Barakat offers a variety of training programs, catering to different levels of experience and skill sets.

These include:

### BEHAVIORAL

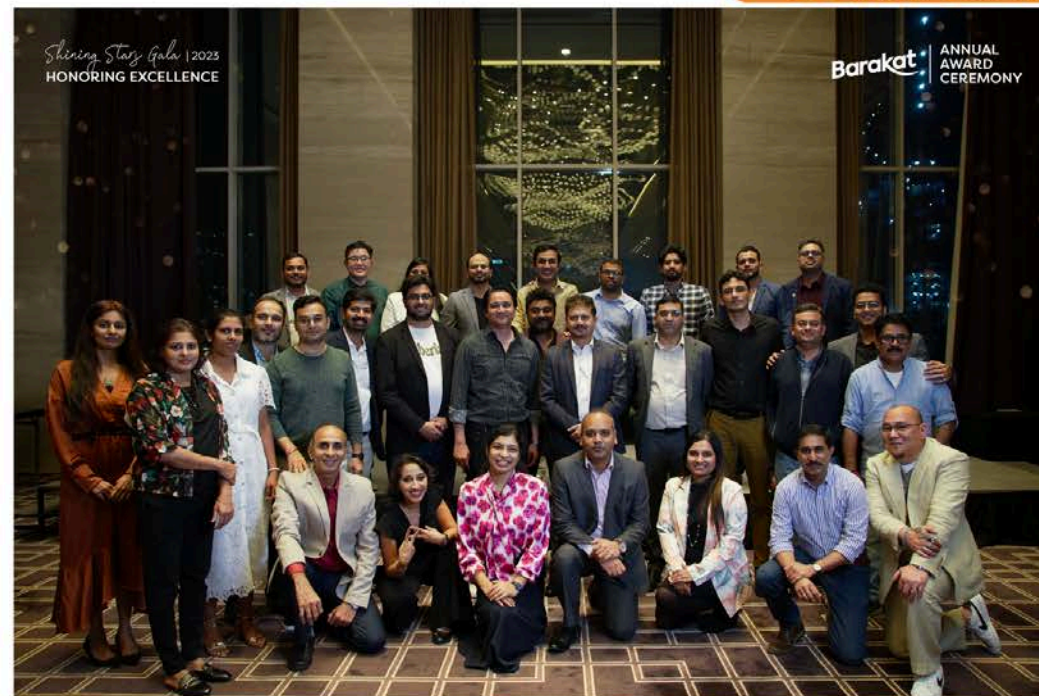
1

Focus on developing soft skills such as creative problem solving, time management, personal impact, and leadership capabilities. This directly aligns with the engagement & pillar of our HR strategy, fostering a positive work environment and promoting employee satisfaction.

### TECHNICAL TRAINING

Training on latest technical skills and tools relevant to specific roles includes courses on cybersecurity, D365, Excel & Power BI analytics, and digital collaboration platforms. This empowers employees to perform their duties effectively and contribute to the capability building aspect of our HR strategy.

2



## TECHNICAL TRAINING

Cybersecurity  
and  
awareness

Excel and  
Power BI  
analytics

Digital  
champions  
forum

Generative AI  
for  
productivity

D365 tips  
and tricks







## BEHAVIOURAL TRAINING

1

Effective  
Time  
Management  
for Self

2

Leadership  
Development  
Program (LDP)

3

Personal  
Impact

4

Pro  
Activeness

5

Decision  
Making for  
Managing  
Teams

6

First  
Time  
Managers

7

Building  
High  
Performance  
Teams

8

Management  
Development  
Program  
(MDP) Talent  
Pool

9

Leadership  
Development  
Program  
(LDP)

Barakat recognizes the importance of nurturing future leaders and committed to ongoing improvement of its L&D program. Programs like the Management Development Program (MDP) and Leadership Development Program (LDP) equip managers with the tools and strategies to build high-performing teams and foster a culture of excellence. We believe in fostering a culture of feedback, encouraging employees to provide input on training effectiveness. By actively evaluating and adapting the programs, the evolving needs of our workforce are addressed and contribute to Barakat's long-term success.





### 6.1.5. EMPLOYEE WELL-BEING

A healthy, happy, and engaged workforce is essential for driving innovation, achieving excellence, and building a thriving organization. We demonstrate this commitment through a comprehensive package of monetary and non-monetary benefits designed to support the physical, financial, and emotional well-being of our employees.

### FINANCIAL SECURITY & RECOGNITION

Barakat recognizes importance of financial security for employee well-being and reward performance through various monetary benefits.



### PERFORMANCE-BASED INCENTIVES

Rewarding exceptional performance through various programs such as yearly bonuses, sales incentives, delivery incentives, and box return incentives directly tie rewards to individual and team achievements. This motivates employees and reinforces our engagement & pillar by recognizing contributions and fostering a performance-driven culture.



### LEAVE ENCASHMENT BENEFITS

We acknowledge the value of employee time by offering leave encashment on gross salary for line staff, exceeding mandated government regulations. This aligns with our commitment to employee well-being and fair compensation.



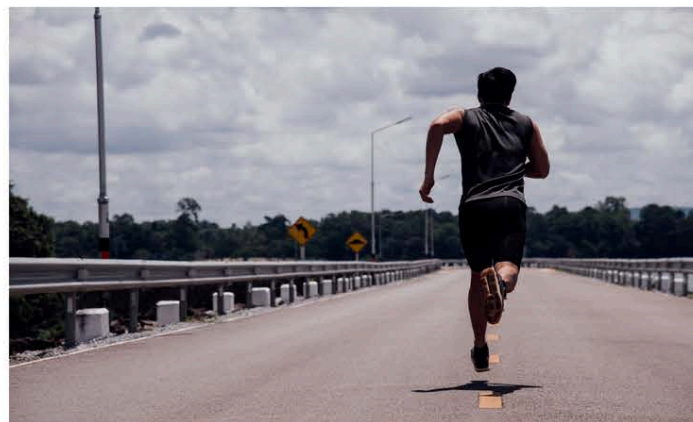
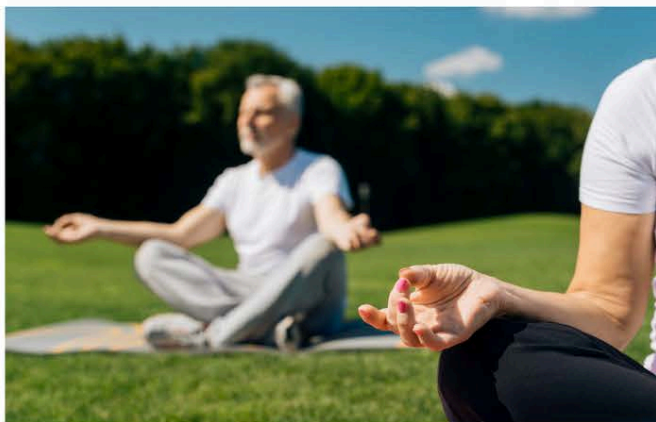
### RECOGNITION PROGRAMS

Initiatives like & Best Picker Awards not only provide financial rewards but also create a sense of accomplishment and inspire healthy competition.





## HEALTH AND WELLNESS



Building a strong sense of community is essential for employee well-being. Barakat prioritizes the physical and mental health of employees and offering a range of non-monetary benefits that contribute to employee well-being. Embracing strong team bonds and a positive work environment, yearly team outing policy allocates budgets for team-building activities, promoting camaraderie and collaboration.



## DISASTER RELIEF AND RECOVERY

We invest in employee growth by covering membership fees for relevant professional bodies aligning with & capability building & aspect of our HR strategy. This empowers employees to enhance their skills and knowledge and stay updated in their fields and advance their careers. Exemplifies our commitment to international humanitarian aid and helped rebuild lives and provided a sense of hope for those affected by this tragedy.



## FINANCIAL ASSISTANCE

Beyond insurance coverage, Barakat provides ex-gratia financial aid to employees facing unexpected medical emergencies, demonstrating compassion and support during challenging times. This emphasizes our commitment to caring for the overall well-being of our employees.



## EMPLOYEE SAFETY

Prioritizing employee safety is the core value of Barakat. To promote a healthy and safe work environment, we conduct awareness sessions for staffs on the importance of hand hygiene and cleanliness. We also equip line staffs with the provision of uniforms and safety shoes. Additionally, Our comprehensive health insurance scheme covers employees and their dependents, ensuring access to quality healthcare.







## BEYOND THE BENEFITS

Barakat's commitment to well-being extends beyond the benefits package. We actively promote a positive work-life balance through flexible work arrangements and encouraging employees to take advantage of their paid time off. Also, Barakat group of companies foster a culture of open communication and provide access to Employee Assistance Programs (EAPs) to support their emotional well-being. Various initiatives have been implemented to create a holistic well-being experience, focusing on physical health, social connections, and a sense of belonging.

### PROACTIVE HEALTH MANAGEMENT

Barakat prioritizes preventive healthcare by organizing at least one health camp annually. Partnering with our insurance broker and a medical service provider, these camps offer employees convenient access to health screenings and consultations. This proactive approach allows for early detection and management of potential health concerns, fostering a healthier workforce.

### PROMOTING A HEALTHY LIFESTYLE

Annual sports day is designed to encourage physical activity, a key component of overall well-being more than just a competition. With activities catering to all skill levels, it fosters a sense of community and camaraderie within the organization. This sport event allowing everyone to participate, build connections, and experience the joy of teamwork promotes a sense of belonging and collaboration. Furthermore, we hold indoor tournaments that allow employees to bond and have fun outside of their daily tasks.

### CULTURAL CELEBRATIONS AT BARAKAT

Barakat celebrates diversity and creating a workplace where everyone feels valued and respected. Participating in national and regional events like UAE Flag Day and UAE National Day allows us to celebrate cultural heritage and connect with our employees on a deeper level. Similarly, celebrating global events like International Women's Day and events like family day reinforces our commitment to inclusion and diversity. These initiatives foster a sense of belonging and create a positive and supportive work environment.



## 6.2. BUILDING A BETTER WORLD (SDG 1, 2, 3 & 10)



### SOCIAL RESILIENCE

Barakat's community engagement efforts connect with several SDGs. Disaster relief efforts (Beirut explosion) and support for vulnerable populations (food insecurity) address SDG 1: No Poverty and SDG 2: Zero Hunger. Helping organizations like Senses Residential (SDG 10: Reduced Inequalities) demonstrate our commitment to social inclusion and building resilient communities. Additionally, our initiatives addressing food insecurity (SDG 2: Zero Hunger) through partnerships like the 1 billion Meal initiative, and promoting public health awareness (SDG 3: Good Health and Well-being) showcase Barakat's focus on well-being for all.

Barakat believes that success extends beyond our business operations. We are committed to giving back to the communities we serve and making a positive impact on the world around us by actively engaging in initiatives that address critical social and environmental issues.

### DISASTER RELIEF AND RECOVERY



Barakat responded swiftly to the devastating Beirut port explosion in 2020. Partnering with Habitat for Humanity, we provided financial aid support of USD 2000 for the reconstruction of homes and shops, aiding recovery efforts and alleviating the suffering of affected communities. This initiative exemplifies our commitment to international humanitarian aid and helped rebuild lives and provided a sense of hope for those affected by this tragedy.

### EMPOWERING PEOPLE WITH DISABILITIES



Supporting organizations like Senses Residential and Day Care for Special Needs reflects our dedication to social inclusion. During the UAE's 50th National Day celebration, we helped this vital organization by providing essential supplies to continue its mission of offering care and opportunities to individuals with special needs.

### NOURISHING COMMUNITIES



Barakat actively participates in initiatives that address food insecurity. Our involvement in the 1 billion Meal initiative by the Food Bank involved donating a significant quantity of apples. This contribution helped ensure access to healthy and nutritious food for vulnerable populations.







### ANIMAL WELFARE

We demonstrate our commitment to animal welfare by supporting SOS, an organization dedicated to caring for abandoned dogs in Umm Al Quwain. Our weekly deliveries of specially prepared dog food contribute to the well-being of these animals.

### COMMUNITY SUPPORT



Barakat commemorated World Environment Day by actively participating in a clean-up initiative alongside Dubai Municipality. Our team demonstrably championed environmental responsibility by collecting an impressive 3.5 tons of plastic waste, ensuring its proper diversion for recycling. This initiative exemplifies Barakat's ongoing commitment to environmental stewardship and positive community impact.



### PUBLIC HEALTH AWARENESS

Barakat partnered with the UAE Ministry of Health and Prevention to promote healthy eating habits through a national campaign. This initiative aligns with our commitment to promoting preventative healthcare and improving public health standards.



### ADDITIONAL INITIATIVES



Barakat's commitment to social responsibility extends beyond these highlighted examples. We have also provided financial assistance during the Nepal earthquake, distributed meals to frontline workers during Ramadan, and supported breast cancer patients undergoing treatment.



# 7. ENVIRONMENTAL STEWARDSHIP

## 7.1. MINIMIZING ENVIRONMENTAL FOOTPRINT

Barakat actively seeks ways to minimize its environmental footprint. This focus encompasses reducing energy consumption throughout operations, implementing water conservation strategies, and working to lower greenhouse gas emissions across the supply chain.



## 7.2. SUSTAINABLE PACKAGING

Barakat champions sustainable packaging solutions. Our commitment is evident in the use of biodegradable bottles, exploration of bio-based materials like PLA bottles, and adoption of reusable options such as cloth jute bags for e-commerce deliveries. This focus extends to our ice cream range with paper cups and kraft bowls, further minimizing environmental impact.

## 7.3. WASTE MANAGEMENT

Barakat prioritizes waste reduction throughout their operations, striving towards becoming a zero-waste company. This dedication is reflected in their efforts to minimize food waste, explore composting initiatives, and implement robust recycling programs. These strategies ensure efficient waste management and contribute to a more sustainable future.



7.1. MINIMIZING ENVIRONMENTAL FOOTPRINT (SDG 6, 7 & 13)



Barakat’s dedication to minimizing environmental footprint strongly aligns with multiple UN Sustainable Development Goals (SDGs). By reducing its ecological impact, Barakat contributes to SDG 6 (Clean Water and Sanitation) effective water usage, SDG 7 (Affordable and Clean Energy) by promoting energy efficiency, and SDG 13 (Climate Action) by mitigating climate change effects. These efforts not only reflect Barakat’s commitment to environmental sustainability but also signify its role in advancing broader global development objectives.

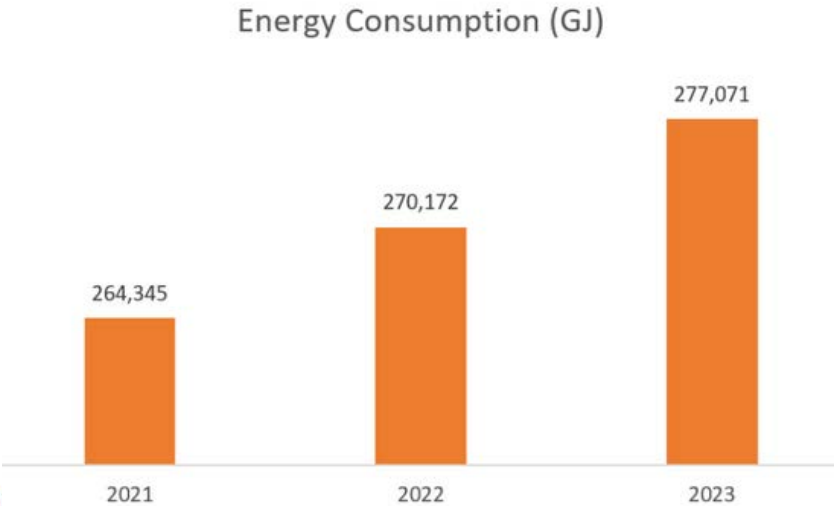
Barakat embraces environmental stewardship as a core principle. We optimize logistics to minimize fuel consumption, adopt water conservation strategies and actively integrate energy-efficient technologies throughout our operations. These efforts demonstrate Barakat’s dedication to minimizing their environmental footprint across the entire value chain.

In pursuit of sustainability, we meticulously track our energy consumption and greenhouse gas (GHG) emissions across various facets of our operations. The data from the past three years provides insight into our progress and areas for improvement.

ENERGY CONSUMPTION TRENDS

Barakat’s energy consumption data reveals an upward trend over the past three years, with a total increase of 4.8% from 2021 to 2023. While total energy use has increased slightly year-over-year, reflecting ongoing business growth, Barakat is taking proactive measures to address this. This includes optimizing logistics to reduce fuel consumption for company vehicles and exploring alternative energy sources. Additionally, the company is implementing energy-efficient technologies throughout its facilities, as evidenced by a decrease in purchased electricity consumption at several branches. By continuously monitoring and improving energy efficiency, Barakat demonstrates its commitment to a sustainable future.

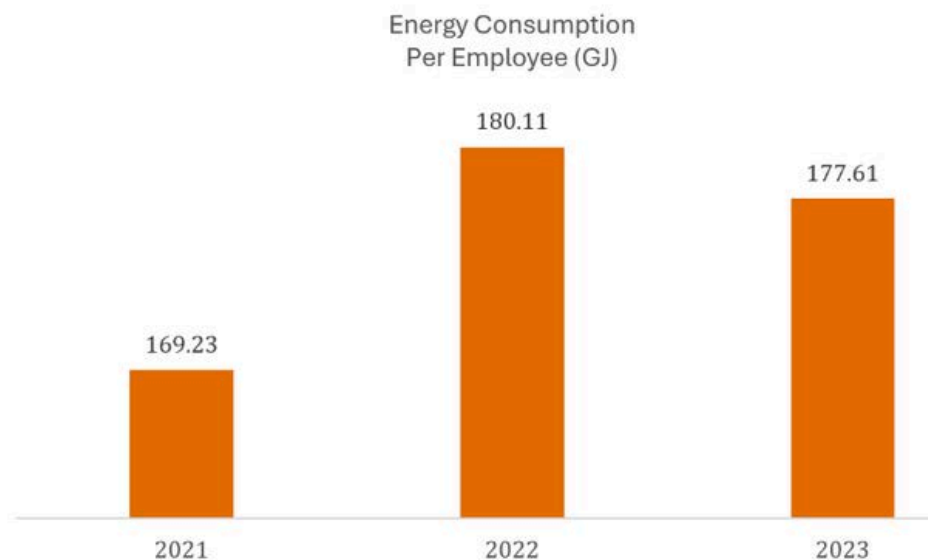
Energy Consumption in GJ		2021	2022	2023
Fuel from owned vehicles	Petrol	92,165	92,267	94,475
	Diesel	123,115	126,150	130,391
	Branches	2021	2022	2023
Purchased Electricity	HQ	8,041	6,772	6,672
	Aweer Trading	5,235	5,261	4,930
	Mehtab	1,105	1,060	1,098
	BQP	28,073	30,394	31,235
	ADC	6,611	8,268	8,270
Total Energy Consumption		264,345	270,172	277,071





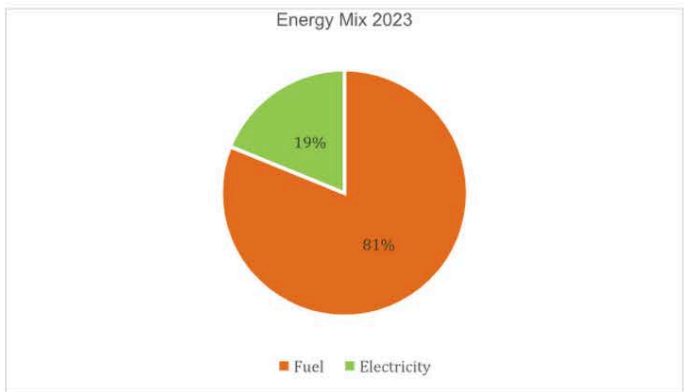
Barakat is committed to minimizing its environmental impact, and this dedication extends to energy consumption. While the total energy consumption has increased slightly year-over-year (2021-2023), our focus on efficiency is reflected in a positive trend: energy consumption per employee has decreased. In 2021, the total energy consumption per employee was 169.23 GJ. By 2023, this figure dropped to 177.61 GJ, demonstrating a reduction of 2.4%. This decrease can be attributed to several factors which includes Optimizing Logistics potentially through route planning or exploring alternative fuel sources. Investments in energy-efficient equipment and practices within facilities contributing to lower purchased electricity consumption observed at some branches.

Energy Consumption in GJ per Employee	2021	2022	2023
Total Energy Consumption due to fuel from owned vehicle Per Employee	137.82	145.61	144.15
Total Energy Consumption due to Purchased Electricity Per Employee	31.41	34.50	33.46
Total Energy Consumption Per Employee	169.23	180.11	177.61







Barakat's current energy mix relies primarily on traditional fuel sources, accounting for 81% of total consumption in 2023. While this figure has remained consistent over the past three years, there is an opportunity for further progress towards a more sustainable future. Moving forward, Barakat explores the feasibility of incorporating renewable energy sources like solar power into operations to significantly reduce reliance on traditional fuels.

Energy Mix	2021	2022	2023
Fuel	81%	81%	81%
Electricity	19%	19%	19%



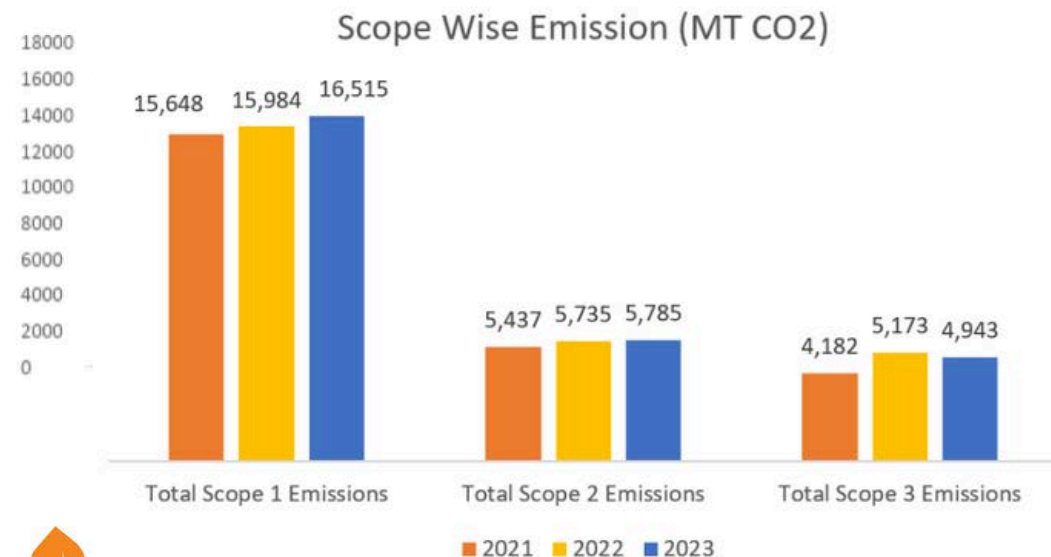
## REDUCING OUR CARBON FOOTPRINT

Barakat is committed to minimizing its greenhouse gas (GHG) footprint despite business growth (2021-2023). Total emissions increased from 25,266 MT CO<sub>2</sub>e in 2021 to 27,242 MT CO<sub>2</sub>e in 2023. We are committed to significant reductions across Scopes 1, 2 & 3.

-  Fuel efficiency & alternative fuels for company vehicles.
-  Refrigerant management to minimize emissions from refrigeration systems.
-  Renewable energy integration and energy efficiency initiatives to reduce reliance on fossil fuels.
-  Sustainable procurement, waste reduction & recycling, and water conservation to minimize emissions throughout the value chain.

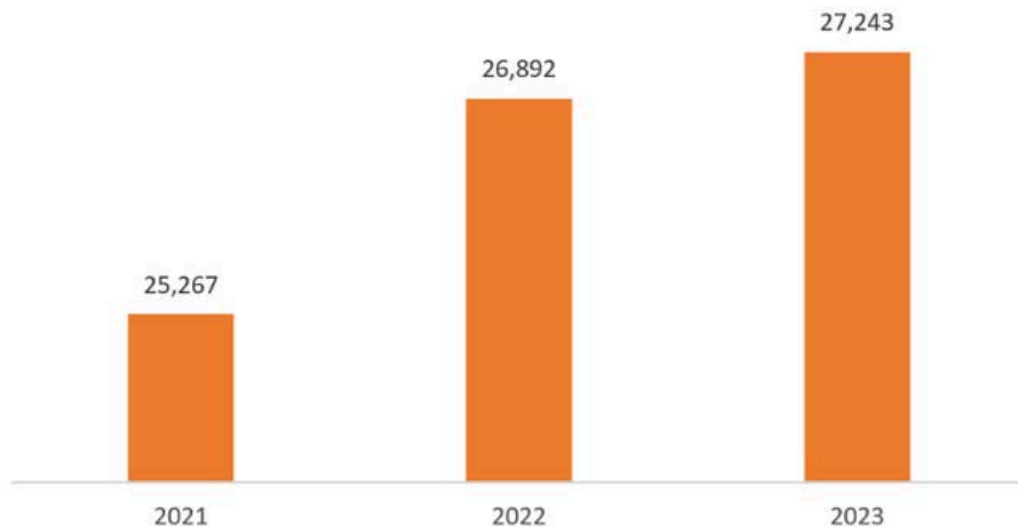
By implementing these strategies, Barakat demonstrates leadership in sustainable business practices and ensures long-term growth alongside environmental responsibility.

Total GHG Emissions (MT CO2e)			2021	2022	2023
Direct Energy - Scope 1 Emissions	Fuel	Petrol	6,387	6,394	6,547
		Diesel	9,123	9,348	9,662
	Refrigerants	R22	98	103	103
		R134a	11	17	23
		R404a	26	109	162
		R410a	4	14	19
Total Scope 1 Emissions			15,648	15,984	16,515
Indirect Energy - Scope 2 Emissions	Purchased Electricity	HQ	891	750	739
		Aweer Trading	580	583	546
		Mehtab	122	117	122
		BQP	3,111	3,368	3,461
		ADC	733	916	916
Total Scope 2 Emissions			5,437	5,735	5,785
Indirect Energy - Scope 3 Emissions	Fuel		143	191	176
	Paper & Tissue		20	21	22
	Waste Consumption		4,000	4,942	4,722
	Water Consumption		19	20	23
Total Scope 3 Emissions			4,182	5,173	4,943
Total Emissions			25,267	26,892	27,243





## Total Emissions over the Years (MT CO2)

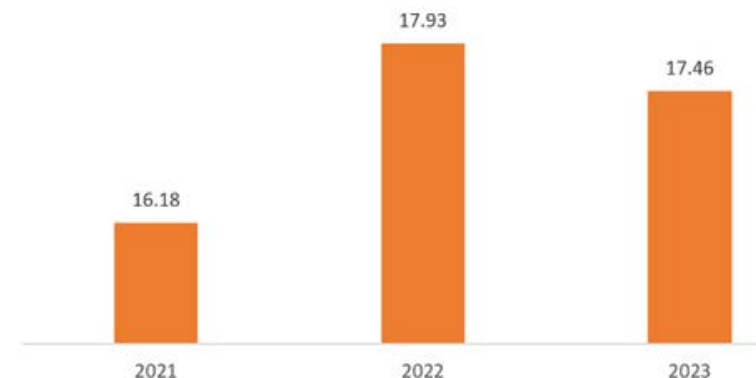


Despite increasing total GHG emissions (2021-2023) alongside business growth, Barakat's emissions intensity (emissions per employee) shows a positive trend. It decreased from 16.18 MT CO2e in 2021 to 17.46 MT CO2e in 2023, reflecting a 4.4% reduction. This decoupling of emissions from growth suggests progress in operational efficiency and potentially cleaner energy sources. Barakat solidify this progress by implementing the strategies mentioned in & Reducing Our Carbon Footprint & and setting ambitious reduction targets. Continuous improvement in emissions intensity demonstrates our commitment to sustainability and leadership in responsible business practices.

GHG Emissions Intensity MT CO2 per employee	2021	2022	2023
Per employee Scope 1 Emissions	10.02	10.66	10.59
Per employee Scope 2 Emissions	3.48	3.82	3.71
Per employee Scope 3 Emissions	2.68	3.45	3.17
<b>Total Emissions Per Employee</b>	<b>16.18</b>	<b>17.93</b>	<b>17.46</b>



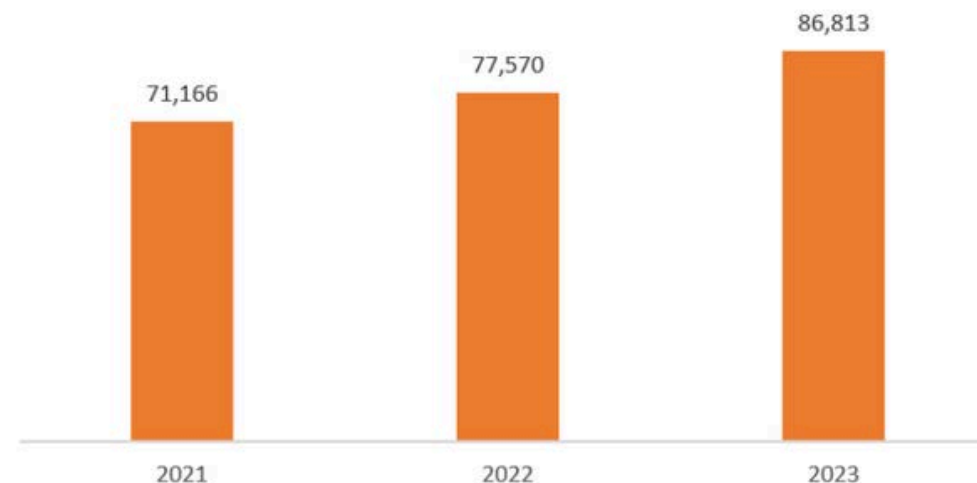
## Total emission Per Employee (MT CO2)



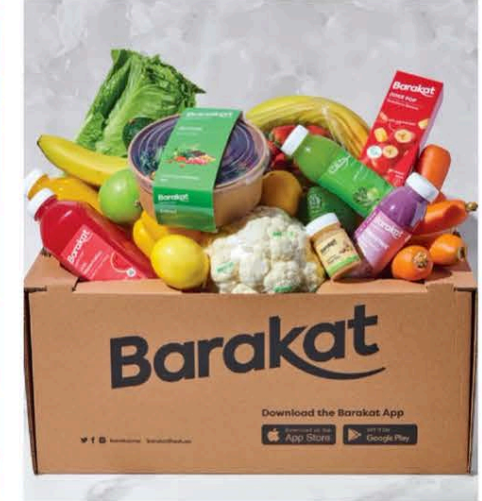
### OPTIMIZING WATER USE

Barakat prioritizes responsible water use. While water consumption has increased alongside business growth (2021-2023), the company acknowledges the need for improvement. Initiatives like water efficiency audits and exploring water reuse can significantly reduce consumption. By implementing these strategies, Barakat demonstrates its commitment to environmental stewardship and efficient water use for sustainable growth.

## Water Consumption (m<sup>3</sup>)



## 7.2. SUSTAINABLE PACKAGING (SDG 12,14 & 15)



Barakat's adoption of sustainable packaging aligns with UN SDG 12 (Responsible Consumption and Production) by promoting eco-friendly materials and reducing waste generation, contributing to a more sustainable product lifecycle. Furthermore, by minimizing plastic usage, Barakat supports SDG 14 (Life Below Water) and SDG 15 (Life on Land), safeguarding marine and terrestrial ecosystems from the harmful effects of plastic pollution.

Barakat is committed to doing good for people and planet by minimizing its impact throughout the value chain. This dedication extends to our packaging solutions, where we actively explore innovative and sustainable materials.

### LEADING THE WAY IN BIODEGRADABILITY



Barakat was the first to introduce 99.9% biodegradable US FDA-certified bottles in the UAE market. These bottles decompose into nutrient-rich soil within five years, leaving no microplastics behind.



We continuously seek new biodegradable options, expanding our portfolio with solutions like biodegradable caps and organic pre-pack materials.







## OUR SUSTAINABLE PACKAGING JOURNEY

We are proud to say that 45% of our packaging is currently recyclable, and actively working to increase this percentage. Barakat's approach to sustainable packaging is multifaceted:

### REDUCING PLASTIC USAGE

We continuously seek alternatives to traditional plastics. This includes using organic pre-pack materials, PLA bottles, and cloth jute bags for e-commerce deliveries.



### OPTIMIZING TRANSPORTATION AND STORAGE

We prioritize packaging that is not only sustainable but also efficient for transportation and storage, minimizing environmental impact throughout the supply chain.



### SUSTAINABLE PACKAGING SOLUTIONS ACROSS PRODUCTS

We transitioned to paper cups for ice cream, eliminating single-use plastic containers. Kraft bowls, made from natural and recyclable unbleached paperboard, offer an eco-friendly alternative for various food items. Vacuum bags optimize material usage and product shelf life, minimizing environmental impact.







## AMBITIOUS GOALS FOR A SUSTAINABLE FUTURE

Barakat is committed to a future free of non-sustainable packaging waste. By 2028, We aim to achieve 100% recyclable, reusable, or biodegradable packaging. This ambitious target reflects our commitment to a circular packaging lifecycle and minimizing environmental waste.

## ENVIRONMENTAL BENEFITS

Barakat's sustainable packaging initiatives deliver significant environmental benefits:



Barakat's dedication to sustainable packaging goes beyond simply using eco-friendly materials. We are committed to continuous innovation and exploration of new solutions that minimize our environmental footprint while ensuring the quality and freshness of our products. Join us on our journey towards a greener future, one package at a time.







### 7.3. WASTE MANAGEMENT (SDG 12)

Barakat's waste management practices directly contribute to UN SDG 12 (Responsible Consumption and Production) by promoting efficient resource utilization and reducing waste generation, fostering a circular economy and sustainable production processes. commitment to a sustainable future.

Barakat recognizes the environmental challenges associated with waste, particularly food waste. We are committed to a zero-waste future by 2025. Our innovative waste management strategies go beyond simply disposal; we transform waste into valuable resources, promoting a circular economy.

## CLOSING THE LOOP: FROM WASTE TO USABLE BY-PRODUCTS

### COMPOSTING

We don't let fruit peels and pulp go to waste. Instead, turn them into nutrient-rich compost, replenishing the soil and minimizing our environmental footprint. This closed-loop system exemplifies our dedication to sustainability.

### ANIMAL FEED

Food scraps are used as animal feed, minimizing waste and creating valuable secondary resources

### ORGANIC WASTE DIVERSION

Barakat diverts a staggering 91% of its waste from landfills through composting and repurposing initiatives. This translates to 30.4 million kg of waste diverted since 2021!



# THE POSITIVE IMPACT OF RESPONSIBLE WASTE MANAGEMENT

## REDUCED GREENHOUSE GAS EMISSIONS

By diverting waste from landfills, we prevent the emission of harmful greenhouse gasses, contributing to a cleaner environment.

## PROMOTING A HEALTHIER PLANET

Nutrient-rich compost created from food scraps contributes to healthier ecosystems and communities.

## RESOURCE CONSERVATION

Our waste management practices promote a circular economy, minimizing reliance on virgin resources and fostering a sustainable future.

## LEADERSHIP IN SUSTAINABILITY

Barakat demonstrates leadership in sustainable waste management, inspiring others to adopt similar practices

## LEADING BY EXAMPLE: A CALL TO ACTION

Barakat's waste management efforts go beyond our own operations. We aim to inspire individuals and organizations to embrace sustainable practices and contribute to a healthier planet. Barakat's sustainability drive is to create a world where waste is minimized, resources are maximized, and nature thrives. Barakat's commitment to waste management transcends responsibility – it's a core value woven into the fabric of our operations. We are actively reshaping the narrative around waste, transforming it from a burden into an opportunity for positive change.







## 8. CONSUMER WELL-BEING



In today's world, consumers increasingly prioritize their well-being. Barakat recognizes this shift and places it at the heart of everything we do. We go beyond just taste, offering a commitment to high-quality, nutritious products. From meticulous sourcing and rigorous quality control to transparent labelling and continuous innovation, we empower informed choices for a healthier lifestyle. This dedication to consumer well-being is reflected in our industry-leading standards, innovative product lines, and unwavering focus on delivering fresh, delicious options that support consumers health journey.



### 8.1 CONSUMER HEALTH & PRODUCT QUALITY (SDG 3 & 12)

Consumer Health & Product Quality underscores our commitment to SDG 3 (Good Health and Well-being) and SDG 12.2 (Achieve the sustainable management and efficient use of natural resources). Through stringent quality standards and safety measures, Barakat prioritize consumer well-being and promote sustainable consumption practices, contributing to a healthier and more sustainable world.

Barakat prioritizes consumer health and well-being above all else. This commitment translates into a relentless focus on delivering high-quality fruits, vegetables, and juices that are not only delicious but also promote overall health. Barakat recognizes that taste and nutrition go hand-in-hand, and their dedication to exceptional taste is balanced with ensuring the nutritional value of their products. Quality, flavour, and health benefits are woven into the very core of Barakat's mission, reflected in their unwavering commitment to providing products that enhance both enjoyment and well-being.





Barakat achieves this focus on consumer health and product quality through several key initiatives.

### OPTIMIZING CONSUMER EXPERIENCE

Barakat's mission revolves around these core principles Quality, Flavour and Health Benefits. The company is dedicated to providing products that enhance both enjoyment and well-being. This dedication manifests in the company's unwavering focus on superior ingredients and maximizing the nutritional value of its products. Ultimately, Barakat strives to deliver an extensive selection that contributes to a healthier lifestyle for its valued consumers.



### QUALITY SOURCING PRACTICES

The foundation of Barakat's commitment to quality begins with its sourcing practices. The company takes pride in sourcing only the freshest and highest-quality fruits and vegetables from around the world. Meticulous selection criteria ensure that suppliers meet rigorous quality standards. Partnering with trusted growers and producers across 40 countries guarantees that every ingredient used in Barakat products is of the utmost quality.



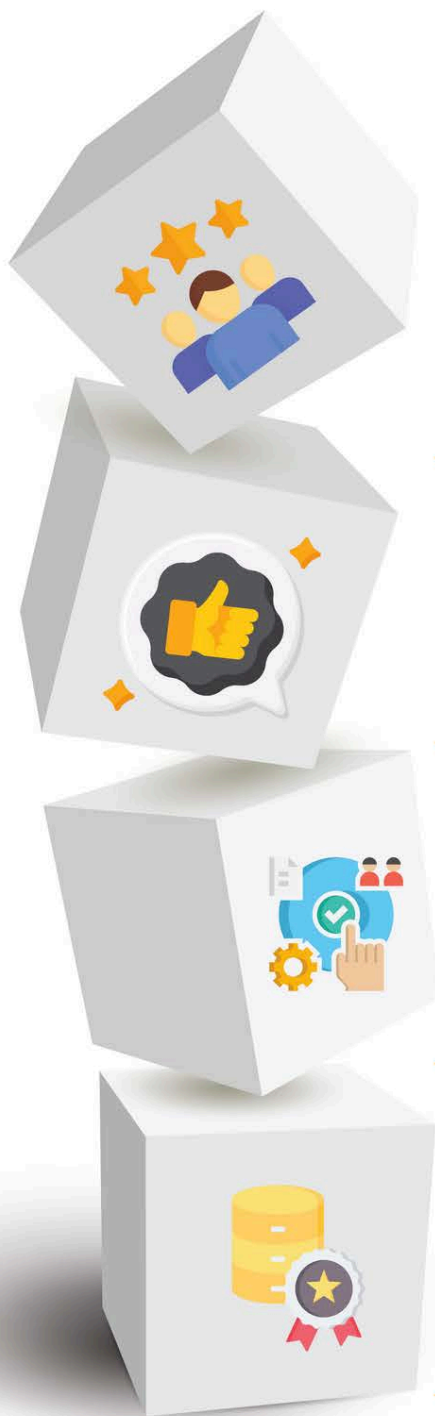
### RIGOROUS QUALITY CONTROL

Barakat prioritizes quality throughout its entire supply chain. Stringent quality checks commence with receiving, where meticulous inspection evaluate factors like colour, ripeness, maturity, and shape of fruits. Pre-sorting and inspection further refine the selection process. Brix levels, a measure of fruit sugar content, are also rigorously assessed. Dispatch checks ensure the final product maintains the same high standards, with both quantity and quality of produce carefully verified. Barakat's commitment to quality extends beyond the product itself. Our strong team environment and value collaboration with stakeholders, ensuring clear communication regarding specified order quantities. From rigorous inspections of incoming ingredients to state-of-the-art manufacturing facilities equipped with advanced technology, Barakat adheres to the strictest quality standards. This meticulous approach ensures that every product delivers the level of excellence consumers expect.



### CERTIFICATIONS AND ACCREDITATIONS

Barakat's unwavering commitment to food safety and quality assurance is further emphasized by its numerous certifications and accreditations. These include FSSC 22000v5.1, ISO 22000, ISO 9001, ISO 45001, ISO 14001, HACCP, HALAL & KOSHER certifications. These certifications serve as a testament to Barakat's dedication to providing consumers with the assurance that they are consuming products of the highest quality and safety.





## 8.2 RESPONSIBLE LABELLING (SDG 12)



Responsible Labelling directly supports SDG 12.6 (Encourage companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle) and SDG 12.8 (Ensure that people everywhere have the relevant information and awareness) by providing transparent and informative labels that empower consumers to make sustainable choices, fostering responsible consumption practices and reducing environmental impact.

Barakat recognizes that informed decision-making is crucial for consumer well-being. The company is committed to providing clear and honest information about its sourcing practices and production methods. Transparency is a cornerstone of Barakat's relationship with its consumers.

This commitment to responsible labelling is reflected through:



### CLEAR AND TRANSPARENT PACKAGING

Barakat's packaging provides clear and easy-to-understand information about ingredients, nutritional value, and sourcing origins. The labels in the juice bottles confirm that the products are made from 100% fresh fruits and vegetables that are juiced daily, contain no additives or preservatives and are completely unprocessed.







## CONSUMER EDUCATION

Barakat strives to educate consumers about healthy eating habits and the benefits of their products. To spread awareness on informed choices, Barakat launched “Read the Label” campaign. This initiative involved temporarily removing all branding and imagery from juice bottles, leaving only the back panel with its detailed nutritional information. This strategic move aimed to empower consumers by encouraging them to actively engage with the product information and gain a deeper understanding of the ingredients they are consuming. The campaign underscored Barakat’s commitment to transparency and its focus on enabling consumers to make informed choices that align with their health goals.



## INDUSTRY BENCHMARK

Barakat sets the bar high within industry. Our commitment to excellence is evident through consistent upgrades to safety and quality standards to ensure that the products are top-notch. This dedication has even earned recognition from the Dubai Municipality, who use Barakat as a benchmark for setting new industry standards. Furthermore, Barakat prioritizes food safety with a meticulously developed Food Safety Management System. This system minimizes the risk of contamination throughout the production process, demonstrating our commitment to customer well-being. Finally, strict adherence to local regulations and Dubai Municipality guidelines, particularly around fruit and vegetable trading, underlines our dedication to responsible and transparent practices.





## 8.3 PRODUCT INNOVATION (SDG 9)

Product Innovation drives progress toward SDG 9.2 (Promote inclusive and sustainable industrialization) and SDG 9.b (Support domestic technology development, research and innovation in developing countries) and by fostering creativity and advancing technology. By continuously improving our offerings, we contribute to economic growth, sustainable industries, and innovation development, shaping a better future for all

Barakat understands that consumer needs and preferences are constantly evolving. This fuels a relentless commitment to product innovation, ensuring Barakat remains at the forefront of providing healthy and delicious options.



### 1 RESPONDING TO CONSUMER NEEDS

The cornerstone of our innovation strategy is a deep understanding of customers. Barakat actively listens to its customers, identifying their evolving needs and preferences. Our dedicated New Product Development (NPD) team, coupled with the company's broader research and development expertise, allows us to consistently launch new products that cater to the ever-changing desires of our consumers. Recent additions like Mocktails, Iced Teas, and the Thrill Range of Juices all exemplify this commitment to innovation based on real consumer insights.

### 2 INNOVATION BEYOND THE PRODUCT

Our commitment to innovation extends beyond just the final product. We are constantly exploring new ways of thinking and working to enhance the customer experience. Barakat understands the importance of swift action in a dynamic marketplace. The company prioritizes speed to market, ensuring its innovative products reach consumers quickly. More than 350 temperature-controlled vans end-to-end cold chain with GPS tracking ensures timely and fresh quality products. This enables Barakat to capture the market share and establishes itself as a leader in healthy and convenient food options.

Barakat recognizes that price isn't the only factor influencing consumer decisions. The company strives to move discussions beyond just price by highlighting the value proposition of its innovative products. This focus on quality, health benefits, and convenience allows Barakat to build brand loyalty and attract health-conscious consumers.

### 3 CONSUMER INSIGHTS DRIVE INNOVATION

Consumer insights are at the heart of our product development process. Barakat leverage this valuable data to identify emerging trends and unmet needs. This consumer-centric approach is evident in our expansion into categories like



**READY MEALS**

Filling a growing need for convenient yet healthy meal options and

**FROZEN DESSERTS**

Redefining the dessert category by offering delicious frozen treats crafted with fresh fruits and vegetables.

**JUICE-POPS**

Crafted entirely from fresh fruits and vegetables, providing a delightful and nutritious choice for health-conscious consumers



By offering innovative, natural, and healthy products in these popular categories, Barakat provides consumers with a wider range of delicious and nutritious choices that fit their busy lifestyles. This aligns with its core commitment to consumer well-being.

4

**BUILDING LOYALTY THROUGH VALUE**

Ultimately, our innovative product development strategy aims to build loyal, life-time customers. We achieve this by consistently exceeding expectations through value-added products and services that prioritize the well-being of our customers. By remaining at the forefront of healthy food innovation, Barakat empowers consumers to make informed choices that contribute to a healthier and more fulfilling lifestyle.







## 9. DIGITAL INNOVATION (SDG 9)



Digital Innovation propels Barakat towards SDG 9 (Industry, Innovation, and Infrastructure) by leveraging technology to drive efficiency and progress. Through digital solutions, Barakat enhance accessibility, connectivity, and sustainability, fostering economic growth and innovation in a rapidly evolving world.

At Barakat, we're not just about delivering fresh, high-quality food and beverages; we're about embracing innovation to reshape the industry. We believe that digital transformation is the key to unlocking a future of greater efficiency, sustainability, and customer satisfaction. This journey is all about implementing technology and transforming how we operate at every level.

Our digital transformation began with a focus on creating a robust and secure foundation. We've implemented network upgrades, server optimizations, and a hybrid cloud strategy to ensure seamless information flow, enhanced performance, and reliable data storage. Furthermore, we prioritized information security with cutting-edge measures to protect our valuable assets.

### **BUILDING LOYALTY THROUGH VALUE**

Collaboration is key to success. By integrating Microsoft Teams and Office 365 across all our locations, we've fostered seamless communication and streamlined workflows for our teams, regardless of their physical location. Additionally, JOAN, our integrated meeting room booking solution, ensures efficient resource allocation and streamlines the scheduling process.

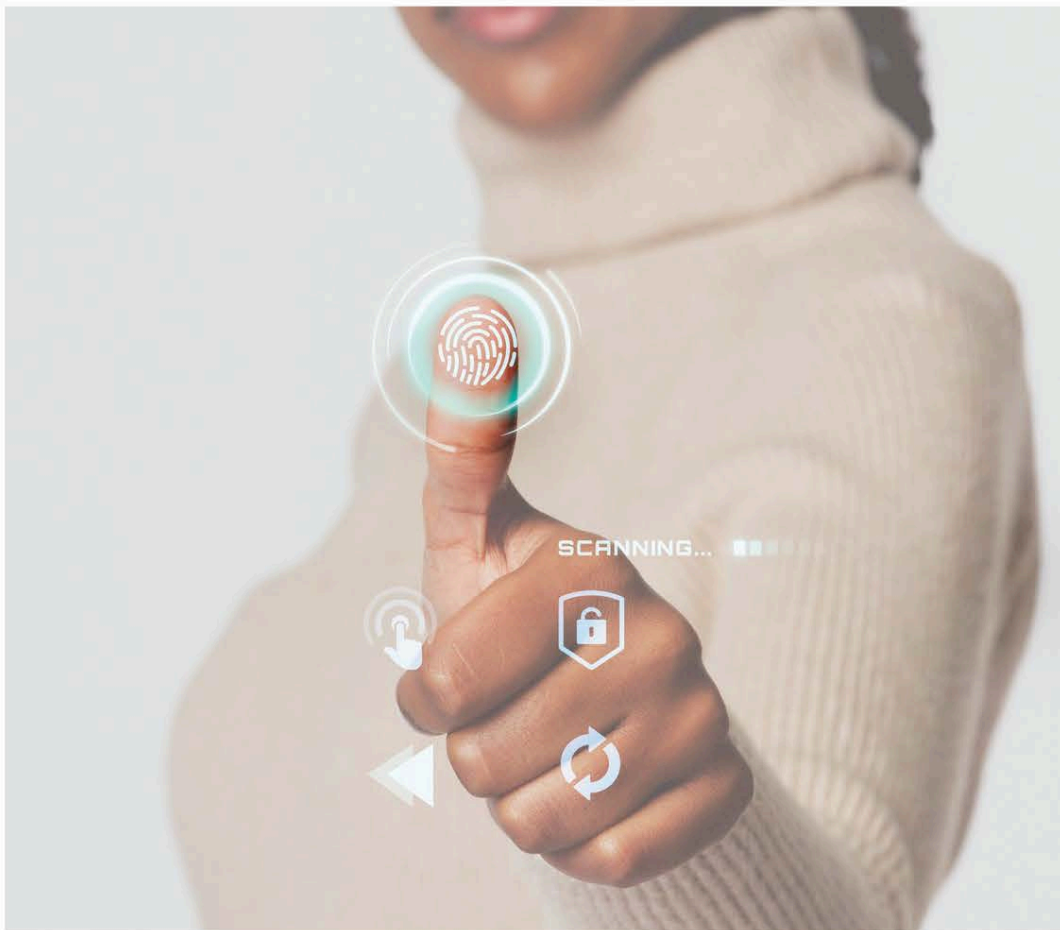
### **OPTIMIZING OPERATION**

We have implemented a comprehensive industrial printing solution with Zebra technology, allowing for efficient labelling and packaging. Additionally, we expanded our printer fleet to ensure 24/7 operations and seamless invoice printing. These upgrades have led to improved product traceability and streamlined production processes.





## BIOMETRIC ATTENDANCE



Barakat is committed to a happy and productive workforce. We've implemented a BHUB SharePoint intranet portal to facilitate communication and knowledge sharing. Additionally, biometric attendance systems ensure accurate timekeeping and security, while greyt HR simplifies HR processes and fosters a smoother employee experience. Furthermore, Zoho PMS facilitates performance management, fosters employee development, and provides valuable data for informed HR decisions. Finally, integrating expense claims into our HRM system ensures transparency and efficiency in expense management.

## DIGITAL ECOSYSTEM



Microsoft Dynamics 365 plays across various aspects of our business. We utilize Finance & Operations ERP to streamline finances, supply chain management, and overall business integration. Dynamics 365 CRM allows us to manage B2B client interactions, fostering stronger relationships and personalized experiences. Additionally, Dynamics 365 solutions optimize production control, asset management, retail processes, and customer relationship management.







## INDUSTRIAL PRINTING SOLUTIONS



Efficiency extends beyond communication. We've implemented several initiatives to optimize our printing and production processes. Upgraded D365 routing agents and Zebra Solution integration ensure efficient document handling and labelling. Our expanded printer fleet, including industrial Printronix and FASMA models, allows for 24/7 seamless invoice printing and high-volume operations. These advancements not only streamline production but also enhance product traceability for better quality control.



## E-COMMERCE REVOLUTION

Understanding customer needs is paramount. To provide a seamless online shopping experience, we have integrated Magento, a leading e-commerce platform. Furthermore, Freshdesk and ZIWO empower us to deliver exceptional B2C customer care with efficient issue resolution and streamlined communication channels. Finally, digital payment integration enhances convenience and trust for our customers.



## DIGITAL INNOVATION



## RETAIL TRANSFORMATION

The in-store experience matters. We leverage Dynamics 365 for Retail to integrate sales, customer service, and inventory management, ensuring smooth transactions. Modern POS systems not only handle transactions but also offer features like customer data analysis and loyalty program integration. Additionally, CCTV systems with analytics tools provide valuable insights into customer behaviour, allowing us to tailor strategies for optimal experience.



## VAN SALES MANAGEMENT

Barakat empowers its sales representatives with the Mobiato Van Sales Solution. This mobile app allows for on-the-spot order processing, real-time inventory visibility, and minimizes errors. This translates to improved customer satisfaction and efficient sales operations.



## AI & EDI: SMARTER DECISIONS, STRONGER PARTNERSHIPS

Leveraging AI-powered order automation and EDI integration with key customers to streamline transactions and foster strategic partnerships. Additionally, AI-powered market intelligence equips us to anticipate trends and make informed decisions.



## ROBOTIC PROCESS AUTOMATION

Barakat is utilizing RPA technology to automate tasks like invoice processing, ensuring accuracy and efficiency. These digital workers also handle automated notifications, email reports, and POS data processing, empowering us with valuable sales and marketing insights.







## POWERING DECISIONS WITH DATA



Our data infrastructure optimized with Azure Data Lake and Synapse EDW, ensuring seamless data flow, storage, and management. Master Data Management and Data Quality practices ensure data integrity, while a comprehensive data governance framework safeguards data security. We employ a tiered analytics approach, utilizing various tools like Microsoft Power BI and ZabraBI for data visualization and strategic decision-making. Furthermore, we've embraced data science methodologies to uncover hidden patterns and insights within our data sets.

Barakat's digital transformation story is a testament to our commitment to continuous improvement and innovation. By embracing cutting-edge technologies, we are shaping the future of the food and beverage industry, ensuring we deliver the freshest, most convenient, and sustainable food experiences to our customers.



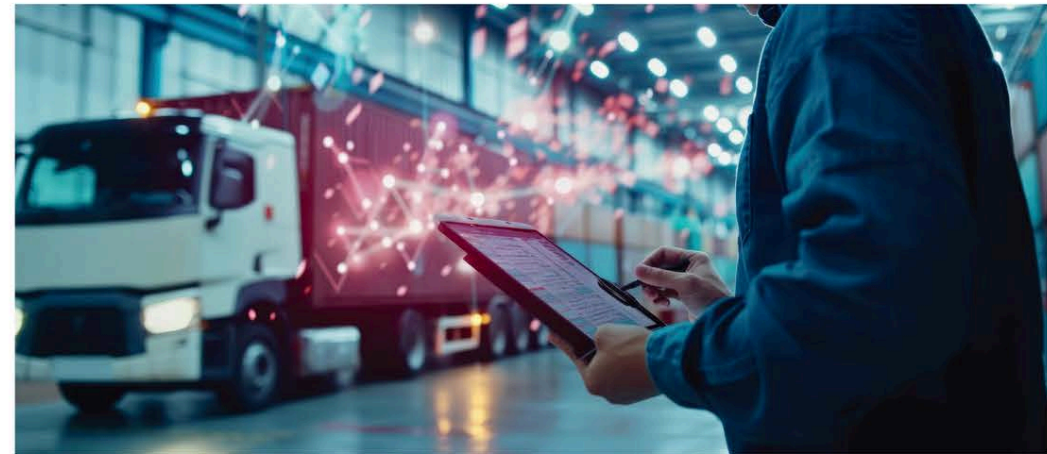
## IOT & SUSTAINABILITY

Barakat is committed to sustainability. IoT temperature sensors have been implemented in our supply chain, RFID-based guard monitoring for security, and smart energy meters to optimize energy usage.



## FLEET MANAGEMENT SOLUTIONS

Leveraging AI-powered GPS technology to track vehicles, optimize routes, and save on fuel costs and maintenance. This translates to increased productivity, regulatory compliance, and cost savings.



## SUPPLY CHAIN FORECASTING

Accurate demand forecasting is crucial for efficiency. We utilize advanced forecasting tools to anticipate customer needs, optimize inventory levels, and identify promotional opportunities.







# 10. GRI INDEX

<b>Statement of use</b>	Barakat has reported the information cited in this GRI content index for the period 01 Jan 2023 to 31 Dec 2023 with reference to the GRI Standards.
<b>GRI 1 used</b>	GRI 1: Foundation 2021

GRI STANDARD	DISCLOSURE	LOCATION	Remarks
<b>GRI 2: General Disclosures 2021</b>	2-1 Organizational details	3, 8	
	2-2 Entities included in the organization's sustainability reporting	3, 8, 9	
	2-3 Reporting period, frequency and contact point	3	
	2-4 Restatements of information	No restatements of information required	
	2-5 External assurance	Not applicable	
	2-6 Activities, value chain and other business relationships	11	
	2-7 Employees	33, 34	
	2-8 Workers who are not employees		
	2-9 Governance structure and composition	25	
	2-10 Nomination and selection of the highest governance body		
	2-11 Chair of the highest governance body		
	2-12 Role of the highest governance body in overseeing the management of impacts	7	
	2-13 Delegation of responsibility for managing impacts		
	2-14 Role of the highest governance body in sustainability reporting	7	
	2-15 Conflicts of interest		
	2-16 Communication of critical concerns		
	2-17 Collective knowledge of the highest governance body		
	2-18 Evaluation of the performance of the highest governance body		
	2-19 Remuneration policies		
	2-20 Process to determine remuneration		
	2-21 Annual total compensation ratio		
	2-22 Statement on sustainable development strategy	7	
	2-23 Policy commitments	25, 27, 29, 33	
	2-24 Embedding policy commitments	25, 29, 36	
	2-25 Processes to remediate negative impacts		
	2-26 Mechanisms for seeking advice and raising concerns		
	2-27 Compliance with laws and regulations		
	2-28 Membership associations		
	2-29 Approach to stakeholder engagement	18	
	2-30 Collective bargaining agreements	Not allowed as per UAE laws	







<b>Material Topics</b>			
GRI 3: Material Topics 2021	3-1 Process to determine material topics	19	
	3-2 List of material topics	19, 20, 21 & 22	
<b>Procurement Practices</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	31	
<b>Anti-corruption</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	26	
	205-2 Communication and training about anticorruption policies	26	
	205-3 Confirmed incidents of corruption and actions taken		
<b>Anti-competitive Behaviour</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 206: Anti-competitive	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Not applicable	
<b>Materials</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 301: Materials 2016	301-3 Reclaimed products and their packaging materials	51	
<b>Energy</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	45	
	302-2 Energy consumption outside of the organization	46	
	302-3 Energy intensity	46, 47	
<b>Water and Effluents</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 303: Water and Effluents 2018	303-5 Water consumption	47	
<b>Emissions</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	46	
	305-2 Energy indirect (Scope 2) GHG emissions	46	
	305-3 Other indirect (Scope 3) GHG emissions	46	
	305-4 GHG emissions intensity	45, 46	
	305-5 Reduction of GHG emissions	46	
<b>Waste</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	51, 52	
<b>Supplier Environmental Assessment</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 308: Supplier Environmental Assessment	308-1 New suppliers that were screened using environmental criteria	53	
<b>Employment</b>			







GRI 3: Material Topics 2021	3-3 Management approach		
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	33, 35	
	401-3 Parental leave	HR policy Manual	
<b>Occupational Health and Safety</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	39	
	403-2 Hazard identification, risk assessment and incident investigation	41	
	403-3 Occupational health services	39	
	403-4 Worker participation, consultation and communication on	39	
	403-5 Worker training on occupational health and safety	39	
	403-6 Promotion of worker health	39	
	403-7 Prevention and mitigation of occupational health and safety	38	
	403-8 Workers covered by an occupational health and safety	38	
	403-9 Work-related injuries		
<b>Training and education</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 404: Training and education 2016	404-1 Average hours of training per year per employee	36	
	404-2 Programs for upgrading employee skills and transition assistance programs	37, 38, 39 & 40	
	404-3 Percentage of employees receiving regular performance and career development reviews	41	
<b>Diversity and Equal Opportunity</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	34, 35	
<b>Non-discrimination</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	33	
<b>Local Communities</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	35	
<b>Supplier Social Assessment</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	53	
<b>Customer Health and Safety</b>			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	56	
<b>Marketing and Labeling</b>			
GRI 3: Material Topics 2021	3-3 Management approach		





GRI 417: Marketing and Labeling 2016	417-1 Requirements for product and service information and labeling	55	
	417-2 Incidents of non-compliance concerning product and service information and labeling	No incidents of Non compliance	
Customer Privacy			
GRI 3: Material Topics 2021	3-3 Management approach		
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning	27	
Topics Deemed Not Material			
GRI Disclosure			
407 Freedom of Association and Collective Bargaining			
408 Child Labour			
409 Forced or compulsory Labour			
411 Rights of Indigenous Peoples			
415 Public Policy			

