



A FUTURE BUILT ON HAPPINESS

HSA GROUP
CORPORATE PROFILE

hsagroup.com



**“ We are fearless
in our pursuit
to make the
incredible happen,
staying true to
our entrepreneurial
roots, resilient
in the face of
adversity; all to
bring happiness
to the lives of
our consumers. ”**

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ABDUL GABBAR HAYEL SAEED
Group Chairman and CEO

Welcome, and thank you for your interest in HSA Group.

Beginning life as a single, family-owned shop in 1938, we are now proud to serve millions, while acting as a force for progress at the centre of global trade networks. We never stray from our founding belief that to do well we must also do good.

“

Our values have withstood the test of time and are ultimately the cornerstone to our success.

Our story began in late 1930s Yemen with a single shop, set up by four brothers from the Saeed Anam family. The entrepreneurial spirit of our founders has made HSA Group what it is today, serving communities in Yemen, Middle East, and beyond. It was their courage that laid the foundations for the far-reaching and truly global organisation that HSA Group has become.

Over 85 years, we have become leaders across many industries, thanks to our deep understanding of the way of life and daily needs of our communities. Our brands are loved and trusted by people across many generations, thanks to our constant investment in the company's capabilities and infrastructure, providing world-class products and services that are an essential part of the daily life of millions.

It has long been our belief that to do well, we must also do good, and it is this philosophy that has led our organisation from strength to strength over the years.

Our success as a company – and that of our long-term partnerships with globally renowned companies – has been founded upon our values. Values that promote trust, transparency and honesty in everything that we do; values that prize sustainable growth; values that reward compassion, care and a community-minded spirit.

We recognise our responsibility to support communities in which we serve.

Throughout our 85-year history, we have used the strength of our operations and our close ties to communities to support a wide range of philanthropic programmes, especially as our home country experiences some of the most turbulent challenges and uncertain years in its history. Whether working alone or with our partners in Yemen, the region and in the international community, we recognise the importance of continuing to support communities in which we serve in their time of need.

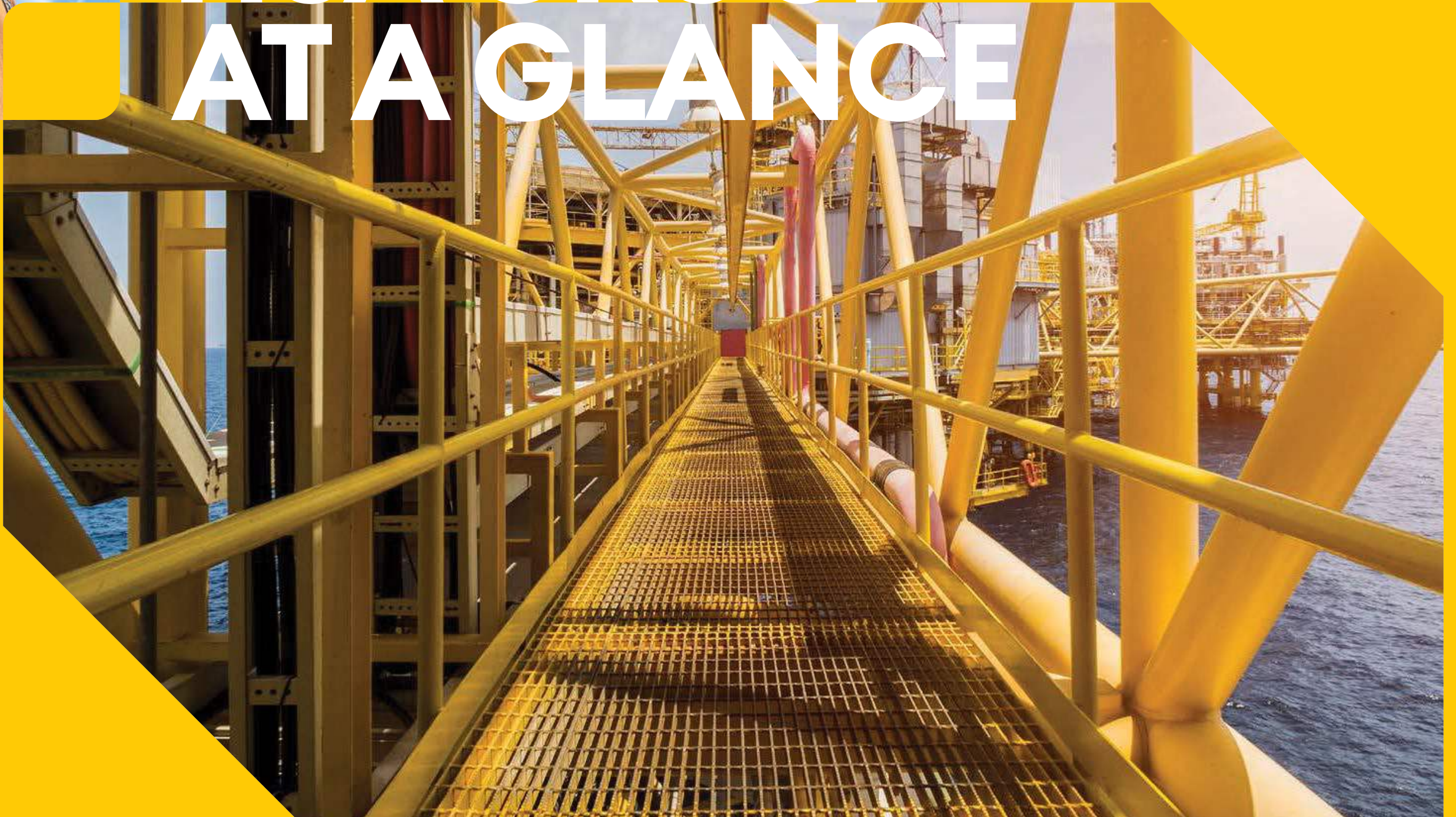
This has been at the heart of our operations from the outset and has helped ensure that we build on the legacy of the Group to lead in the future, as we have in the past. Every decision we have made has been guided by a set of values deeply rooted in respect. Respect for ourselves, for others and for future generations. All of us at HSA Group live by these values with passion, commitment and discipline. Our values have withstood the test of time and are ultimately the cornerstone to our success. It is our respect for future generations that compels us to act with responsibility and courage, even in the most challenging moments of history.

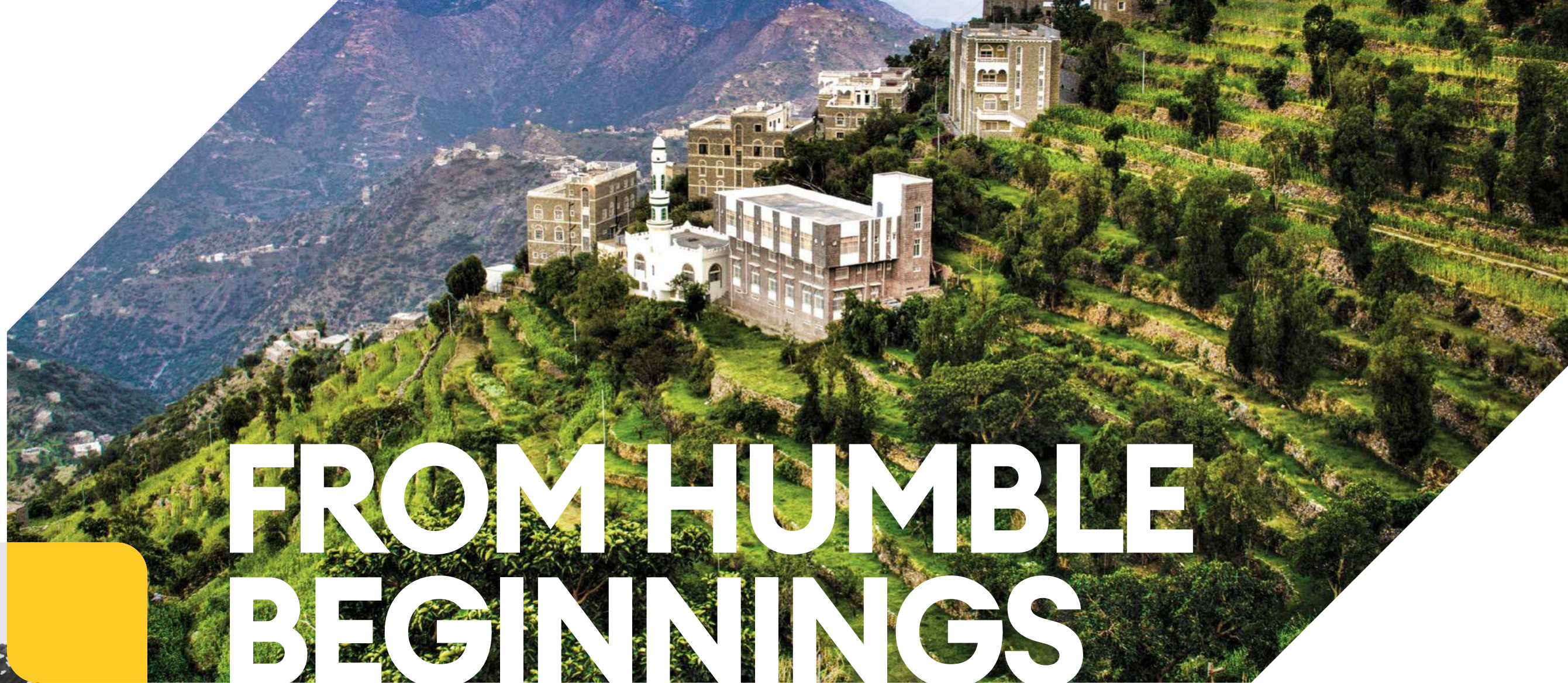
HSA Group's success is a true testament to the determination and resilience of our employees, our partners, and communities during prosperous and challenging times alike. As we look to the decades ahead, we continue to challenge ourselves to grow and innovate further, making today's dream tomorrow's reality.

With Best Wishes
ABDUL GABBAR HAYEL SAEED
GROUP CHAIRMAN AND CEO



HSA GROUP AT A GLANCE





FROM HUMBLE BEGINNINGS COME GREAT THINGS



OUR FOUNDERS

At HSA Group, we are a family business guided by the philosophy set by our founders more than 85 years ago, a belief in doing well by doing good. The story began in 1938 Yemen: with a single retail shop, established by four brothers Mohamed, Abdo, Hayel and Gazem Saeed Anam.

It was their courage and entrepreneurial spirit that laid the foundations for the far-reaching and truly global organisation that HSA Group is today, one that is committed to serving communities in Yemen and beyond. Our international expansion which began in the 1970s enabled us to bring the best of Yemen to the world and we are constantly striving to improve our operations, to lead in the future as we have in the past.

We believe that every decision matters and that our people are our greatest asset. The values set by our founders – which prize and reward compassion, care for others and a community spirit – have been passed down through generations and continue to drive and guide us every day.

Today, we can proudly say that we have retained our focus on purpose-driven growth throughout several generations of the Saeed Anam family. We believe in the power of long-term vision and prioritising longer-term returns.

Our heritage defines our business and we continue to adhere to these principles as we continue to grow, ensuring that we honour our nation's courage, resilience and potential in everything we do.

Our Purpose

**Courageously
bringing
happiness
to the lives
of those
we touch.**

Doing well by doing good

HSA Group has been guided by a single philosophy from the outset: doing well by doing good.

Throughout our history from operating as a sole retail shop in the late 1930s to a diversified conglomerate that is one of the largest multinational businesses in the Middle East, our philosophy has remained unchanged.

As we continue to grow, this philosophy will endure, rooted as it is in an unending commitment to our people, our partners and the places that define us.

Our mission

Our mission is to deliver the highest quality products and services, for the benefit of those many individuals and families who rely on us.

Guided by our entrepreneurial spirit, we strive to push the boundaries of possibility, challenging ourselves to deliver a meaningful contribution to the communities we serve.

We honour our nation's courage, resilience, and potential in everything we do. In doing this, we will continue to lead in the future, as we have in the past.

Our values

Our values are deeply rooted in our heritage and they steer the ways in which we deliver for our customers, work with our partners, and look after our employees.

Compassion • Care for others • Community spirit

LOCAL HERITAGE LASTING PRINCIPLES

1938

HAYEL SAEED ANAM & BROTHERS. The first retail shop established in Aden.



1943

Entered the FMCG wholesale sector.



1950

Expanded into the north of Yemen (Hodeidah and Mocha cities).



1962

MIDDLE EAST SHIPPING COMPANY Ltd. Hodeidah, Yemen. The first shipping company in Yemen.



1969

Headquarters established in Taiz.



1970

Established Yemen Company for Industry and Commerce, Yemen's first private industrial plant and HSA Group's first industrial venture.



1971

Established AL-SAEED CHARITY FOUNDATION - Taiz, Yemen.



1974

Established Frimex Company For Trading Dubai, UAE.

1977

LONGULF TRADING LTD. London, United Kingdom, The starting point for international expansion by setting up the Group's first trade and industrial business outside Yemen.



1988

NATIONAL BISCUITS AND CONFECTIONERY COMPANY, Jeddah, Kingdom of Saudi Arabia. With our partners we established our first industrial business outside Yemen.

1988

Established PACIFIC INTER-LINK, Kuala Lumpur, Malaysia for promoting trade from Malaysia and Far-East to the global markets.



1992

AL-SAEED TRADING COMPANY- Set up as export arm of the Group.



1992

International expansion continues. Established Arma International focused on producing vegetable ghee and edible oils products and detergents.



1996

AL-SAEED FOUNDATION FOR SCIENCES & CULTURE - Taiz, Yemen Launch of Hayel Saeed Anam's annual award for sciences and arts. Enhancing the Group's social activity.



1999

PT PACIFIC PALMINDO INDUSTRY, Sumatra, Indonesia - One of the largest palm oil refineries in North Sumatra.



2002

STRATEGIC INVESTMENTS Yemen Flour Mills and Cement Plant Infrastructure.



2011

Dubai, UAE, establishment of HSA Group's corporate service centre.



2013

YEMEN COMPANY FOR SUGAR REFINING, Al Hodeidah, Yemen Started operation as the first sugar refining company in Yemen.



2019

Embarked on a programme to future-proof our business – the Transformation Journey.



05

OUR PRESENCE

The HSA Group's global business spreads across numerous countries, including Yemen, Saudi Arabia, Egypt, UAE, Malaysia, Indonesia, Kenya, Canada, Africa and the United Kingdom.

We manage 87 companies, employ 35,000 people and operate in more than 40 markets across Africa, Asia and Europe. The HSA Group's investment portfolio covers a wider range of sectors and our global exports reach more than 80 countries.

LOCAL HERO GLOBAL CHANGE MAKER



85

YEARS



87

COMPANIES



10

SECTORS



35K

PEOPLE



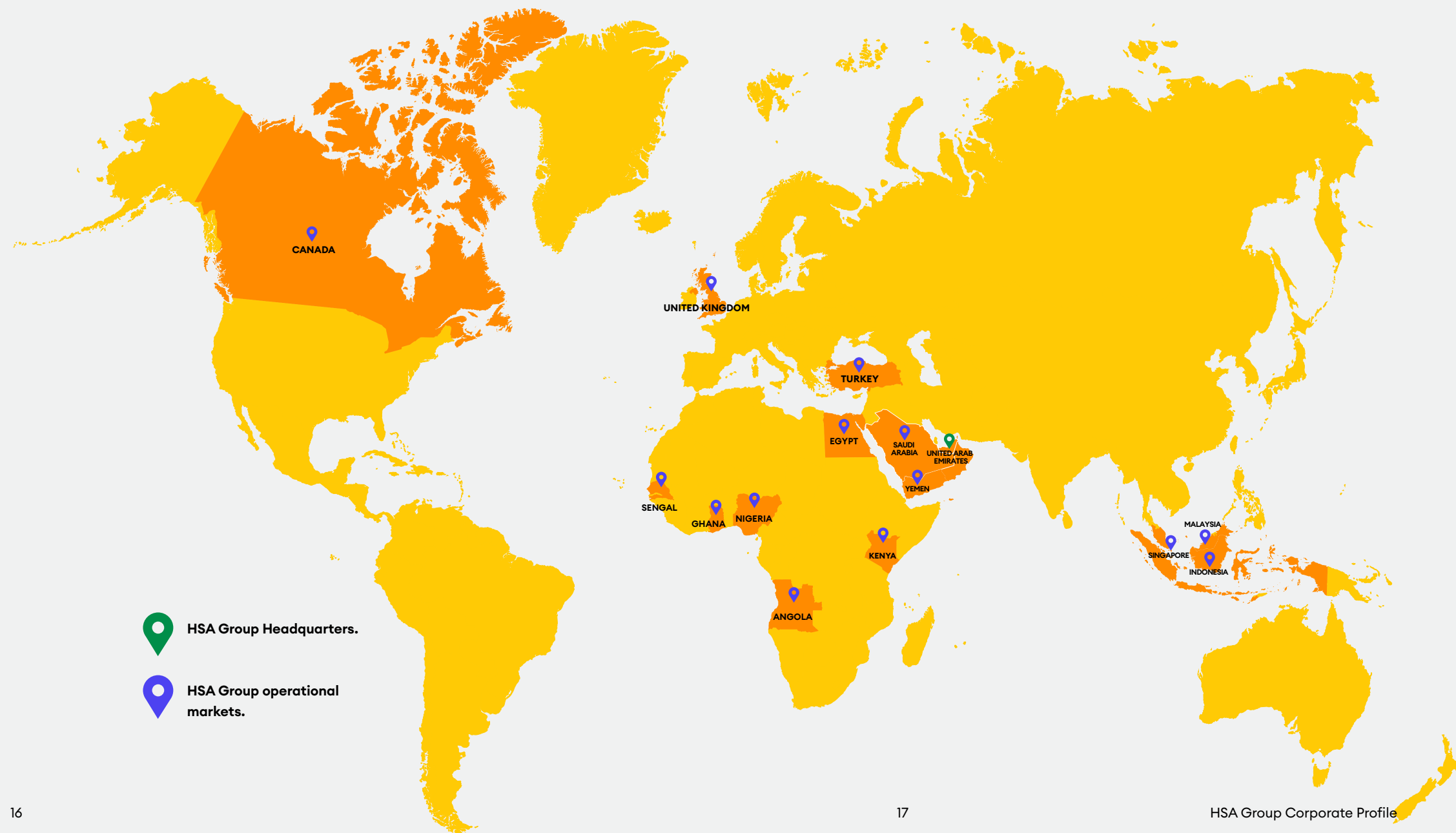
80

COUNTRIES



+60

BRANDS





LOCAL HERITAGE LEADING OPERATOR LASTING PRINCIPLES



OUR BUSINESS SECTORS

10
BUSINESS SECTORS

Our broad expertise and long history of doing business across geographies has provided us with a deep understanding of the fabric of societies and daily life of our consumers.

It is this insight into the multiple markets and our long-standing relationships with strategic partners that has resulted in HSA Group's market-leading offering in the FMCG, industrial, trading, and services sectors.



TRADING &
LOGISTICS



INDUSTRIAL



FMCG



COMMODITIES



EDIBLE
OILS



REAL ESTATE



SERVICES



INSURANCE



COMMUNITY
WELFARE



PRINTING &
PACKAGING

BRANDS TRUSTED BY GENERATIONS

HSA Group brands, including Avena, Crystal, Teashop, Luna, Al Batal, Saba, Al Hana, Madina, and Kamaria, are widely recognised by consumers across the world and form part of the daily lives of millions.

By consistently delivering high-quality, reliable and often innovative products and services to local communities and families across the world, HSA Group brands have earned trusted status.





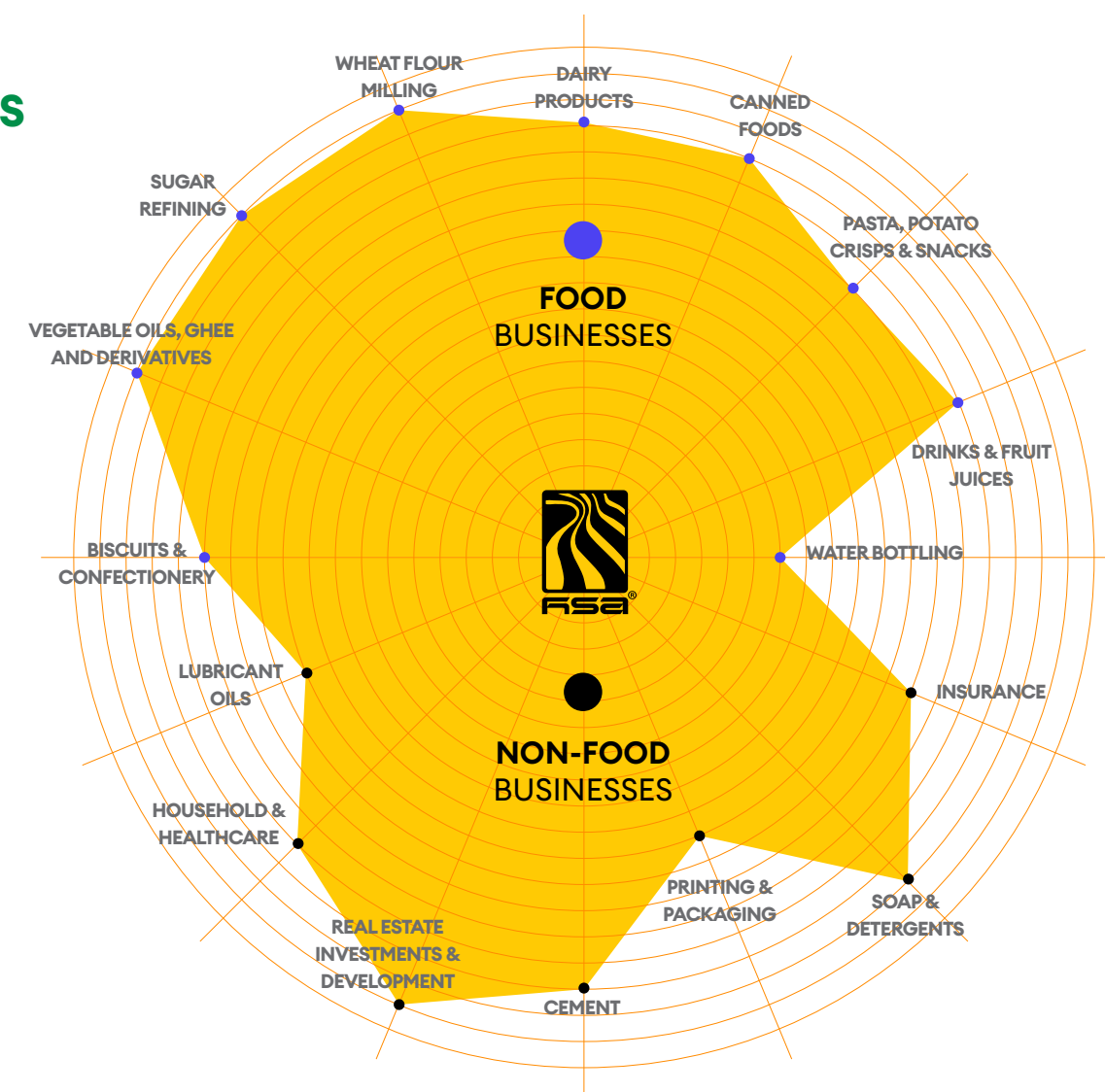
OPERATING ON A GLOBAL SCALE

HSA Group has a significant global footprint, encompassing various companies operating across a wide range of sectors and markets. The Group's worldwide presence is the result of 85 years of development and commitment to an investment strategy which prioritises long-term growth over short-term profits, delivering better returns for our partners, shareholders, and most importantly, for the communities we serve.

Our strategy focuses on maximising our collective strengths, by optimising what we do best and focusing on where we can win. It centres on rationalising our portfolio, increasing the efficiency of our operations, innovating to bring happiness to the lives of those we touch, growing our geographical footprint, empowering and upskilling our people and investing to make a positive impact, everywhere we operate.

Our strategy also reflects our unrivalled knowledge of the markets where we operate and pays tribute to our Yemeni heritage, whilst looking outward to the world, courageously exploring exciting and compelling opportunities in new sectors, categories and markets. It is grounded in our commitment to corporate responsibility and founded on our values of compassion, care for others, and a community spirit.

AREA OF OPERATIONS





MANUFACTURING EDIBLE OILS



Operating Countries



HSA Group is a global player in the edible oil industry. The Group operates edible oil manufacturing and refining facilities in Malaysia, Indonesia, the Middle East, and Africa. These plants undertake processing and refining as well as producing consumer products with market leading brands. In fact, the edible oil refineries of PIL Group in Malaysia and Indonesia are one of the largest in the Asia region, with a refining capacity of over 2.5 million metric tonnes per year, putting us at the forefront of the industry.

Our operations in Southeast Asia, led by PIL Group, enjoy consistent growth focusing on the manufacturing, refining, and marketing of consumer products. All PIL Group refining facilities are RSPO certified. All these refineries own and operate their own tank terminals, located strategically at various

major ports that provide the necessary logistical support to export their products globally. Using the latest technology, these companies in Malaysia and Indonesia are highly efficient, customer-focused, and are an important part of the wider Group's downstream activities.

Managed in line with the principles and values of the HSA Group founders, these key sustainable operations are leading the way in the region.

As a leading global player, PIL Group plays an important role in supporting sustainable practices in the palm oil industry. PIL Group has adopted the NDPE principle in its own business operations and achieved a traceable, transparent and responsible supply chain.

Over the last few years, PIL Group has not only adopted and practised the sustainability principles but also reported the progress in a consistent and transparent manner. It has engaged with all stakeholders as well as various world



organisations to keep them updated about the progress being made on the sustainability journey. PIL Group is a proud member of the RSPO (Roundtable on Sustainable Palm Oil) and remains committed to its principles and guidelines.

As a responsible citizen, PIL Group believes in sustainable business practices that safeguard the environment, strengthens emerging economies, and contributes to improving the world's food security.

Operating Companies





MANUFACTURING CONFECTIONERY AND SNACKS



Operating Countries



1970 marked our landmark into manufacturing. HSA Group set up Yemen's first privately owned industrial company, YCIC, which started with the production of biscuits and confectionery. Today, the Group has transformed those humble beginnings into a global manufacturing business with plants producing confectionery and snacks in Yemen and the Kingdom of Saudi Arabia, with many of our biscuits

and snack foods already household favourites. Abu Walad Sandwich Biscuits have been bringing families together since 1973. Available across the Middle East and North Africa.

Founded in 1987, the National Biscuits and Confectionery Company was established in Jeddah, Saudi Arabia as a joint venture between HSA Group and local partners.

The company commenced production with one production line which soon developed and increased to 15 production lines. Our food plant in Saudi Arabia is considered one of the largest integrated food industries in the Middle East, with sophisticated modern facilities. Every day our teams bake and produce some of the most loved brands such as Abu Walad Sandwich Biscuits, Teashop, Memories and Al-Batal, to name but a few.

Operating Companies



FLOUR & SUGAR MILLING AND REFINING

ONE OF THE PRIVATE SECTOR'S
LARGEST MILLS
IN THE MIDDLE EAST

2.5 MILLION
METRIC TONNES

MILLING ANNUAL
CAPACITY

3 MILLION
TONNES OF WHEAT

HSA SOURCES FROM
AROUND THE GLOBE

**For more than 5 decades,
we have transformed
crops into products that
serve the vital needs of our
communities.**

Today, we operate one of the Middle East's largest private sector mills and silos, with an approximately production capacity of 2.5 million metric tonnes. The Yemen Company for Flour Mills & Silos is located in the cities of Aden and Hodeidah.

HSA sources 3 million tonnes of wheat from countries throughout the world to the requirements needed to produce high quality functional flours. But far more important than HSA Group's

**Our brand, Al-Sanabel flour
is one of Yemen's biggest
brands and a mainstay of
national food security.**

Production capacity is our unmatched capacity to serve the needs of communities in emerging and food-insecure markets.

In 2008, HSA launched the development of the first sugar refinery in Yemen. The Yemen Company for Sugar Refining is a development project that contributes significantly to improving the national economy and lays the foundations for developing Yemen's industrial sector. With an annual production capacity



of 600,000 metric tons and a leading market share, Al-Saeed Sugar is the leading sugar brand in Yemen. Sold in bags of 0.5 to 50 kgs to cater to a wide range of needs, Al-Saeed's purity makes it the best sugar for any cooking purpose, from use in drinks to preparing desserts.

**Operating
Countries**

**Operating
Companies**



الشركة اليمنية لتكرير السكر
Yemen Company for Sugar Refining



MANUFACTURING FOOD & DAIRY



HSA Group has a strong presence in the food and dairy sector and is active in many Fast-Moving Consumer Goods (FMCG) categories including dairy products, canned packaged food, fruit juices, and other beverages.

Dairy products is a standout category for HSA, comprising its evaporated milk, powdered milk, UHT milk, condensed milk, cream and yoghurt products. The Group operates specialist local production facilities and an extensive distribution system that serves retail outlets directly, helping us to meet demand swiftly and guaranteeing freshness.

HSA Group's food and dairy operations span several strategic markets, where it has achieved substantial market penetration. In Saudi Arabia, evaporated milk brand Luna has become a regional power brand and has market leadership amongst its peers. Likewise in West Africa, Luna is a successful and widely available brand, having built on initial success by establishing local production facilities in 2014. In Yemen, the National Dairy and Food Company (Nadfood) was established in 1983, specialising in the production of

canned foods, juices and dairy products. Nadfood quickly made a name for itself as a manufacturer of quality products, using the latest production techniques.

Over the years, Nadfood's constant pursuit of quality in all levels of production has earned the trust of consumers not only in Yemen, but also in several Arab, Asian, and African countries, to which it has been exported over many years.

Operating Companies



Operating
Countries

YEMEN

SAUDI ARABIA

MALAYSIA

INDONESIA



MANUFACTURING SOAP & DETERGENTS

HSA Group manufactures and distributes a wide range of household and personal care products. Soap and detergents are important products for any household and HSA is proud to operate a business that brings our well-respected and reliable brands to homes across the world.

In the Middle East and Africa regions, our toilet soap, laundry bar and detergent brands Saba,

Juliet, Silk, and Crystal - enjoy significant market share, providing households and businesses with numerous cleaning solutions.

HSA continues to invest constantly in product development to ensure that customers benefit from the latest formulations and manufacturing technologies available.



Operating
Countries



Operating
Countries

YEMEN

MALAYSIA

INDONESIA

AFRICA

MANUFACTURING PRINTING AND PACKAGING



HSA Group has significant printing and packaging operations, including the manufacturing of corrugated cartons, board printing, tinplate printing, and flexible material manufacturing and printing. Located in Yemen, Saudi Arabia, Egypt and the United Kingdom, HSA's printing and packaging businesses have a diverse geographical footprint and have shown considerable year-on-year growth since the first company was established in the early 1990s.

In the UK, Cepac is the leading independent producer of corrugated packaging in the country, operating across four focused manufacturing sites in Darlington, Doncaster, Rawcliffe, and Rotherham. Cepac values innovation and sustainability highly, replacing single-

use plastics with more environmentally friendly alternatives and offering state-of-the-art solutions to customers such as curved corrugated packaging.

Similarly, in Egypt, Cepack Group is a major corrugated packaging manufacturer. The Group operates three plants in 10th of Ramadan City and New Borg El-Arab City, supplying the Egyptian market with corrugated solutions manufactured for multinational companies.

In Yemen, HSA Group has founded two companies in the printing and packaging sector: the National Carton Industries Company Ltd. (NCIC) in 1974 and the Yemen Company for Packaging Material Industry (YCPMI) in 1992. NCIC specialises in corrugated carton manufacturing for

the industrial, agricultural, and fishery sectors, while YCPMI specialises in tinplate and flexible printing and aims to improve integration across the different local industries by supplying packaging materials for most of the national industries in Yemen, removing the need to import them from abroad. HSA is committed to constant improvement and employs highly experienced staff in both companies, which have received international certification in quality management systems, environment, health and safety.

In Saudi Arabia, HSA has investments in two major packaging companies: United Carton Industries Company (UCIC) and Al Tawfiq Company for Plastic and Woven Sacks Industries. UCIC is the largest corrugated packaging manufacturer in

the MENA region, with an annual capacity of approximately 400,000 mt. Founded in 1990, UCIC has grown significantly, expanding from a single packaging plant to the five it operates currently. The company supplies several household leaders with packaging solutions, including Unilever, P&G, PepsiCo and Coca-Cola.

The Al Tawfiq Company for Plastic and Woven Sacks Industries, a joint venture between HSA Group and local Saudi partners, operates one of the largest factories of its kind in western Saudi Arabia, with an annual production capacity of 180 million bags. The main activity is the manufacture of woven polypropylene bags.

HSA Group's packaging exports reach international markets such as the USA, Canada, and African countries like Egypt, Ethiopia, Uganda, Eritrea, and Kenya, in addition to Yemen and GCC.

Operating Companies



Operating Countries



HSA Group has invested in high-growth industries, as it continues to reinforce the Group's diversified and balanced portfolio. With Yemen's growing demand for national infrastructure development, HSA established the National Company for Cement (NCC) in Yemen in 2006 with a production capacity of 1.6 million tonnes per year. NCC manufactures Al-Watanyea brand which is Yemen's leading cement brand. Available in a wide variety of cement types to cater for all market needs, Al Watanyea is manufactured in an eco-friendly facility that adheres to internationally-recognised standards of quality and safety.

Through its established business operations NCC has demonstrated its commitment to the provision of sustainable building materials. NCC is committed to working with stakeholders to enhance its operations to meeting international best practice. In 2008 NCC has been awarded ISO 9001 as the first cement manufacturer in Yemen. In 2022, NCC was awarded ISO 14001 the environmental management system standards. This accreditation is a testament to that NCC implements effective environmental management system.

As part of HSA Group's growth strategies, it has invested in other regional cement company in Egypt.



MANUFACTURING CEMENT PRODUCTION

Operating Companies



National Cement Company is an ISO-certified organization:



Operating Countries



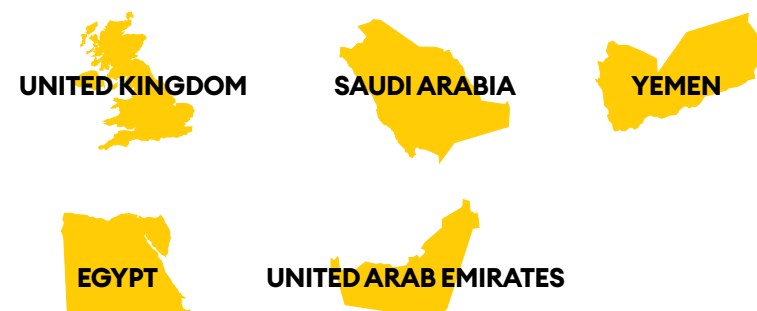
(investment interest)



TRADING ON A PIONEERING APPROACH



Operating Countries



HSA Group began its trading activities in 1938. Our pioneering approach to international trading and global logistics across a diverse product portfolio has delivered considerable value for the Group during its 85-year history.

As a knowledgeable and well-established organisation in developing markets, HSA is often selected as the partner-of-choice to multinational companies.

Drawing on its deep understanding of the markets and sectors in which it operates, HSA uses the power of partnership to create a leading proposition for its strategic partners, which include household names such as Unilever, Hyundai, Pfizer, Novartis, as well as other leading companies in Yemen, the MENA region and beyond.

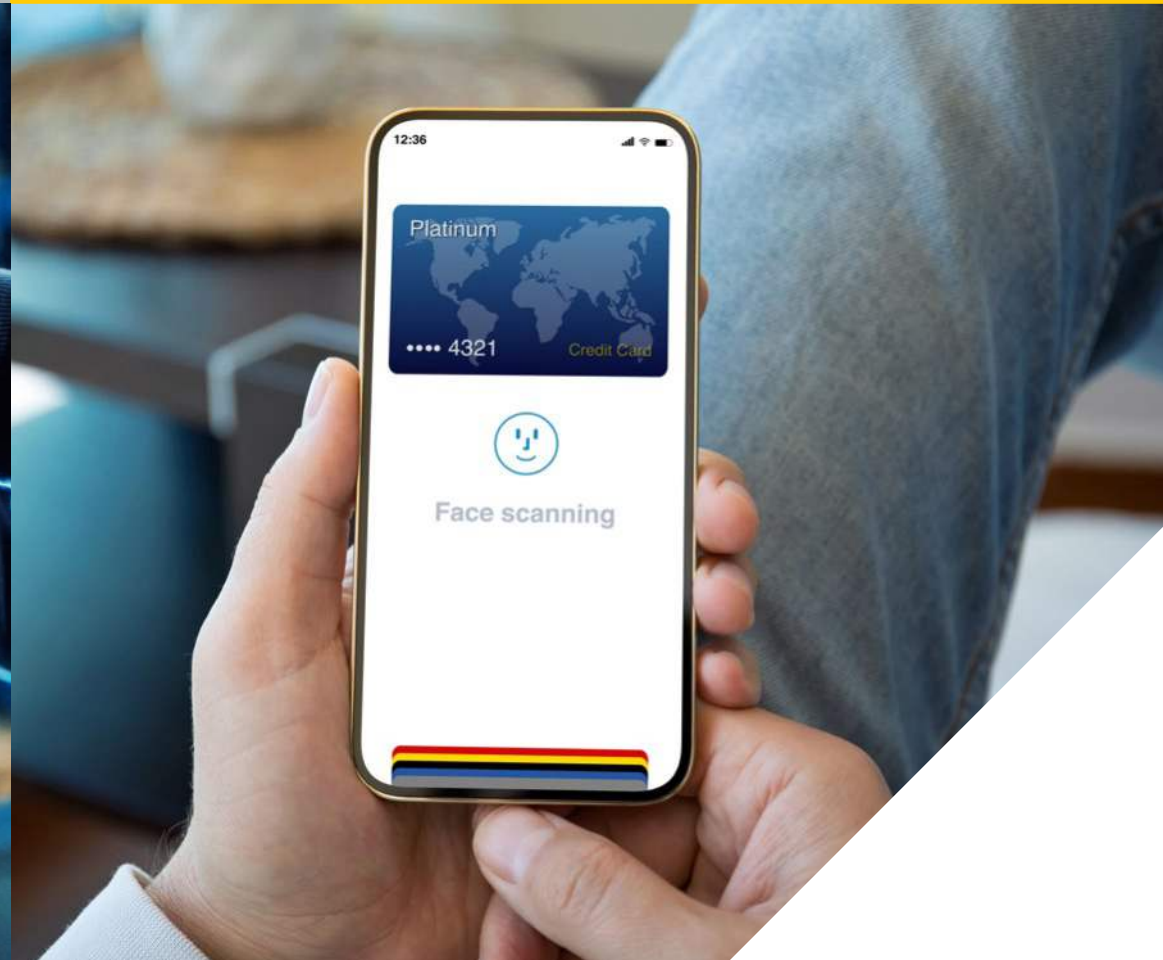


Operating Companies





Diversified Portfolio Of Services



The Group's services activity launched in 1962 by setting up the Middle East Shipping Company in Yemen. HSA Group also expanded into the insurance business, establishing the United Insurance Company in 1981.

In 1982 the Group founded NATCO with a focus on domestic trade activities in Yemen. NATCO is divided into self-dependent business units which manage its extensive trading operations according to sectors: Automotive, Consumables, Electronics, Pharma and Technology. The company represents several world-leading brands in Yemen such as Hyundai, Porsche, Ford, AstraZeneca, GlaxoSmithKline, Roche, Pfizer, Anchor, HP, Cisco, and other leading companies.

STRATEGIC INVESTMENTS

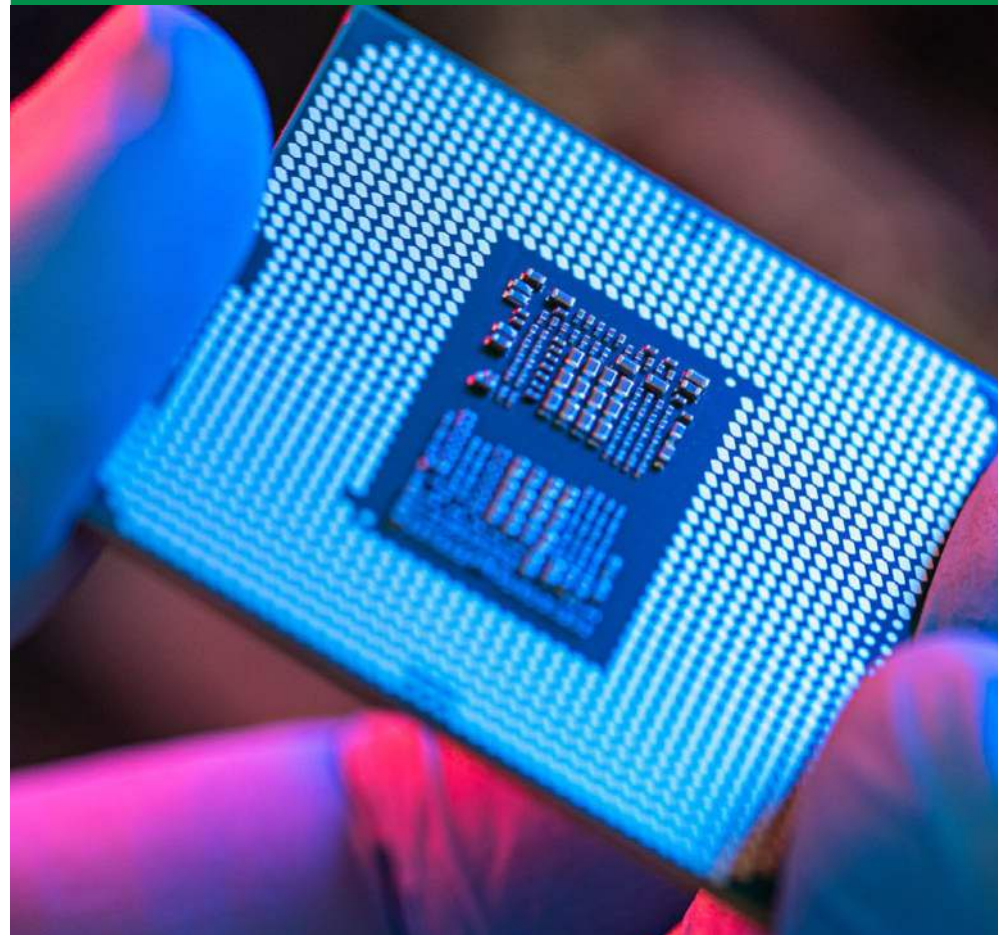
As a trusted multinational, multi-billion dollar corporation, the HSA Group is globally recognised for a well-balanced investment portfolio, efficient manufacturing systems and a range of market leading products that enrich the lives of our customers.

Today our real estate portfolio covers investments in Continental Europe, North America, Middle East, Africa, and South-East Asia.

Our ambition for HSA Group is to ensure that we lead in the future, as we have in the past.

We are now working to expand our horizons and take advantage of new opportunities in other sectors and new markets. Our existing institutional knowledge and expertise in multiple markets and operations provide us with a clear opportunity to strengthen our portfolio.

Over the years, HSA Group established its real estate portfolio by investing in large asset acquisitions to investments in real estate entities. Today, our real estate portfolio covers investments in Continental Europe, North America, Middle East, Africa, and South-East Asia. To complement existing operations and growth plans HSA Group has established vehicles focused on investing in strategic and impactful sectors such as technology, renewable energy, petrochemicals, logistics, and infrastructure. This includes identifying compelling M&A opportunities to grow our portfolio and reach.



The story of HSA Group began with a bold vision, followed by decades of hard work.

Above all, HSA Group recognises that change remains the only constant in today's business world.

We firmly believe that a commitment to continuous improvement is integral to success.

It is woven into the fabric of our organisation to constantly challenge ourselves and better the world around us as we continue to serve communities across the Middle East and beyond. Throughout our 85-year history, we have supported communities in both troubled and prosperous times alike. A local hero and a global

changemaker, we are pushing for progress by putting people first. Because – rather than in spite – of the major challenges that we have faced in recent years, our leadership has great ambition for the future of the company.

Transformation journey

To safeguard our legacy and honour the courage of our employees, partners and our communities, we have embarked on an unprecedented programme of transformation and investment – our Transformation Journey.

By investing in our people and future-proofing our organisation today, we honour our nation's courage, resilience and potential in everything we do. As we look ahead, we are investing today for the benefit of future generations.

**Local hero
global
changemaker**

**Best-in-class
talent
Resilient business
infrastructure
Innovative product
development
Cutting edge
manufacturing
capabilities
Rigorous compliance
framework
Exemplary
corporate
citizen**

We believe in the importance of adopting the highest levels of corporate governance and business standards.

Our corporate governance

HSA Group sets the strategic direction and high standards of business practices for its 85-years operating companies.

Our corporate governance structures and protocols are therefore kept under constant review in order to maintain

alignment with international best practice and the changing regulatory requirements across all markets in which we operate.

Ethics and compliance

HSA Group has an absolute commitment to integrity and honesty in how we work with our employees, our partners, and our customers.

We have taken a proactive approach to establish uniform globally-integrated internal practices and protocols across every country we operate in, often exceeding regulatory requirements.

We have established a culture that engages all our employees regarding ethical practice, compliance, and governance, which guides all that we do as we innovate and continue to grow.

In so doing, HSA Group has become an industry benchmark for compliance and responsible corporate citizenship in the Middle East.

Our impact

Throughout our 85-year history, HSA Group has placed long-term strategies at the core of our decision making, with values and corporate purpose at the heart of everything we do.

We have sought to make a positive impact in all of the markets in which we operate, investing significantly in the sustainability, safety, and social impact of our products, services, and operational processes.

We are committed to acting sustainably across all our operations, in the pursuit of meeting the needs of future generations. Sustainability, in all its forms, is integral to our values and our long-term vision, in accordance with our founding philosophy of doing well by doing good.

In our commercial operations and extensive philanthropic activities, HSA Group serves as a champion for our customers and we are proud of our reputation as a model corporate citizen in the Middle East and beyond.



Putting people first

Today, more than 35,000 people play a role in maintaining our position as one of the largest multinational businesses based in the Middle East.

Together, as a team, we serve millions by putting people and communities at the heart of our operations – something that has been a key part of our group philosophy from the outset.

Every contribution matters

Our strong values and rich heritage ensure that every member of our team is given the knowledge, support, and freedom to realise their full potential.

HSA Group offers ambitious individuals the opportunity to advance their careers in a dynamic, supportive, and inspirational environment.

Life at HSA Group is more than a job; it is a chance to contribute to the good of the Middle East's many diverse communities.

World-class opportunities

As a family-owned business, we acknowledge the importance of nurturing talent and helping people to succeed.

That's why we provide world-class career opportunities that equip our people with the skills they need to thrive, no matter where their career path leads.

This is demonstrated by the 35,000+ talented colleagues who currently place their trust in our diverse, successful, and rewarding family-owned business.

FAMILY-OWNED, FAMILY VALUES, FAMILY CULTURE





COMPASSION CARE FOR OTHERS COMMUNITY SPIRIT

Improving daily lives

HSA Group is dedicated to supporting the communities we serve

At HSA, we are committed to our people, our partners, and the places that define us, in both troubled and prosperous times alike.

So, when we are called upon, we don't hesitate to act.

Guided by the UN's Sustainable Development Goals, we invest in projects which will have an immediate impact on the ground and improve the lives of our local communities for generations to come.

Our community initiatives are supported by:



Nutrition

By deploying our R&D capabilities, HSA Yemen has enhanced the nutritional qualities and shelf life of many of its food products, ensuring that Yemeni communities continue to have access to quality foodstuffs tailored specifically for them in a period of need.

We have also built a long-term partnership with the World Food Programme to help supply and distribute essential food parcels to Yemeni communities.



Workforce of tomorrow

We believe that Yemen is a country of endless potential.

We hope to play a role in supporting the ambition of the next generation of Yemenis, building schools across the country and providing scholarships to many talented young people.

Wherever we operate, we aspire to provide our workforce with best practice guidance and training, investing in our people and setting industry standards across the wider Yemeni economy.



Infrastructure

We have made significant investments in Yemen's national infrastructure in recent years, constructing roads, bridges, railways, and hospitals, supporting livelihoods of many small- and medium-sized businesses.

Over the recent years, we have invested in Yemen's wastewater infrastructure to offset the damage done to Yemen's sanitation facilities and increase access to clean water. Our efforts to build and repair roads, bridges and railways across the country, have enhanced the connectivity between urban and isolated rural communities.

12

DOING WELL BY
DOING GOOD

DOING WELL BY DOING GOOD

Throughout our 85-year history, HSA Group has placed long-term strategies at the core of our decision making, with values and corporate purpose at the heart of everything we do.

1 SUPPORTING FOOD SECURITY IN YEMEN

Providing emergency food baskets

We distribute thousands of emergency food baskets to those in need in communities across Yemen. In the past 8 years, we have distributed over 1,000,000 such baskets.



Over

1M

Emergency food baskets in 8 years



Milling approximately

340K

Metric tons of wheat every year

Fortifying food to increase nutritional content

In line with WFP guidelines, we fortify several of our products including milk, cooking oil, ghee and flour, to support nutrition across Yemen.

Partnering with the World Food Programme

We have partnered with the WFP for several years, milling approximately 340,000 metric tons of wheat every year for distribution as flour.

Over the past two years, we have partnered with WFP on a far-reaching school feeding programme, which serves to both alleviate the pressure

on families and ensure that children are provided with the nutrients they need to learn and perform better.



World Food Programme



2 REINFORCING A FRAGILE HEALTHCARE SYSTEM

International initiative on COVID-19 in Yemen



When COVID-19 was spreading across the globe, HSA took immediate action and convened a coalition of public and private partners, including UN agencies, Unilever, Tetra Pak and local Yemeni organisations, to support Yemen's response to the pandemic. The Initiative facilitated the procurement and delivery of over 43 tons of PPE and testing equipment to support Yemen's fragile health system and has received accolades from Oxford University and the UN Department of Economic and Social Affairs.



1MILLION

Pieces of PPE

28,000

Virus collection kits

34,000

COVID-19 nucleic acid test kits

10M USD

HSA provided in the past 7 years to support medical facilities in Yemen

Investing in Yemen's health system

We HSA Group has have provided over 10 million USD in the past 7 years to support medical facilities in Yemen, which has funded the purchase of medicine, medical equipment and supported operating costs.

This programme has benefited an estimated 3 million patients.

Implementing clean water projects

HSA has funded over 800 projects that have helped communities to access clean water through rehabilitating or reconstructing boreholes, wells and providing water equipment. During the conflict, HSA also launched a water trucking project which has delivered more than 1.5 billion litres of water in 5 years of operation.

1.8 B



Liters of clean water HSA has provided in the past 5 years to vulnerable communities

3 PROVIDING EDUCATIONAL OPPORTUNITIES TO UNLOCK YEMEN'S POTENTIAL

1K

Schools HSA has built or rehabilitated



Building and rehabilitating schools

Prioritising areas where access to education is severely limited, HSA Group has built or rehabilitated nearly 1,000 schools, giving thousands of children the chance to grow in an environment that is designed for learning.

5K

Local and international sponsored scholarships



Providing scholarship grants

In the past 8 years, HSA has funded over 5,000 full scholarship grants to Yemeni students, covering the cost of tuition, accommodation, living expenses and travel for male and female students.

4 SUPPORTING YEMEN'S ECONOMY

144

Roads and bridges HSA Group has repaired



Repairing key transport infrastructure

The seven-year conflict in Yemen has left many roads and bridges across the country damaged, isolating many communities and creating logistical challenges for essential deliveries. HSA Group has repaired 144 roads and bridges, re-connected villages and facilitated the free flow of goods and people once again.

30K

households started their own projects



Establishing economic empowerment initiatives

HSA Group has implemented projects to assist households with income generation and empower them to become self-reliant. Over 30,000 households started their own projects through a loaning program complemented with HSA-established educational centres in urban and rural areas for vocational training, guidance and advisory services.



Engaging with the international community

As a leader of the private sector, HSA recognises its responsibility to act as an advocate for doing business in Yemen within the international community, raising awareness of the challenges of operating in Yemen such as the ongoing currency crisis, lack of access to foreign exchange, and Yemen's financial isolation.



Providing stable employment

When many other companies left the market and Yemen's business environment grew increasingly unstable, HSA Group retained its employees and took steps to support them and their families through this challenging period in Yemen's history.



The FSO SAFER oil tanker

HSA Group becomes the first private sector organisation to donate to the UN's appeal.

HSA Group pledges US\$1.2 million to support the United Nations' (UN) efforts to avert a major humanitarian, economic, and ecological disaster in the Red Sea. The donation is the first committed by a private sector organisation.

The FSO SAFER oil tanker is one of the world's largest shipping vessels. Carrying over one million barrels of crude oil, FSO SAFER has been moored off Yemen's Red Sea coast for over 30 years. The vessel has recently deteriorated beyond repair and could disintegrate or explode at any time, with its oil cargo spilling into the Red Sea.



1.2M USD

HSA Group has pledged to support UN's FSO SAFER appeal.



250K USD

HSA has donated to support emergency relief efforts for the Turkey and Syrian earthquakes.



Case study

Hayel Saeed Anam Foundation

The Hayel Saeed Anam Foundation was established to oversee the Saeed Anam family's extensive philanthropic efforts and is focused on providing humanitarian assistance to Yemeni families and communities in need.

The Foundation has been committed to attaining a sustainable, self-reliant Yemeni society free from poverty and disease, for nearly 50 years.

Through a comprehensive humanitarian assistance programme, the Foundation has helped over three million Yemeni families overcome the social and economic consequences of conflict and famine and continues to support the most vulnerable in our communities, alongside our key partners.



Case study

International Initiative on COVID in Yemen

As the threat of a global pandemic grew in 2020, HSA Group made the bold decision to unite many of its long-term partners in the public and private sectors to support Yemen's response to COVID-19.

Launched in April 2020 as the International Initiative on COVID-19 in Yemen, this unique partnership of businesses and UN agencies continues to support communities and health workers by providing assistance - including bringing critical medical supplies into the country - in collaboration with international and Yemeni authorities.



HSA GROUP HUMANITARIAN DEVELOPMENT PROGRAM

The Humanitarian Development Program (HDP) is a non-profit, independent non-governmental organization (NGO) in Yemen, established in 2019. It operates under the esteemed Hayel Saeed Anam Charity Foundation (HSACF), one of Yemen's largest and most respected charitable organizations.

HDP's primary mission is to enhance the quality of life for the Yemeni people. It achieves this by implementing well-planned and comprehensive projects in water, education, livelihood, health interventions, and related activities that strengthen underserved communities throughout Yemen. HDP is also known for its rapid response to emergencies.

Community-Centric Approach

At the heart of HDP's unique approach is a deep belief in the power of communities and the strength of its partners and donors to create a positive impact in the lives of Yemeni citizens. HDP actively collaborates with local communities, meticulously identifying their needs and priorities, and then customizing projects that are uniquely designed to meet these specific requirements.

Empowering Yemen's Future

The core of HDP's programs and interventions revolves around these key areas:

Water, Sanitation, and Hygiene (WASH)

HDP is committed to providing vulnerable communities with access to safe water and sanitation facilities across Yemen. This includes constructing and repairing water wells, water tanks, and latrines, along with imparting essential hygiene education and training.

Education

We support access to quality education for children and youth in Yemen through various means, such as constructing and rehabilitating schools, provisioning educational materials, and offering teacher training to uplift the educational landscape.

Livelihoods and Food Security

HDP's efforts in this area help vulnerable communities in Yemen to sustain themselves and generate income. We achieve this by providing vocational training, agricultural support, and essential cash assistance.

Health

We facilitate access to crucial health services for Yemen's vulnerable communities. Our initiatives encompass supporting hospitals and clinics, delivering essential medical supplies, and conducting impactful health awareness campaigns.

Protection

HDP is committed to safeguarding the rights of vulnerable individuals in Yemen, including children, women, and the elderly. Our endeavours include offering legal aid and psychosocial support, and advocating for the rights and dignity of vulnerable people.

Success Partners:



Case study

Partnership-led
approach

As a global organisation, we choose to champion causes that resonate with millions of people around the world and have learned how discipline and a heartfelt commitment to supporting communities can effect change.

As a family business, we strongly believe that working in partnership will deliver a greater impact than working alone. That is why we leverage our powerful network to share knowledge, skills, and resources, to work together with our strategic partners to tackle global challenges.

In line with the UN Sustainable Development Goals (SDGs) and a vision shared by many business leaders, we push the edge of possibility to find new ways of meeting the needs of generations to come and ensuring a prosperous, sustainable future for all.



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