

Business Model

Inputs

Financial Capital

- QR 3.2 billion Investment
- 37,495 Shareholder Base
- Listing on Qatar Stock Exchange

Manufactured Capital

- State-of-the-art facilities, equipment and technologies
- Resilient supply chain
- Robust and integrated value chain
- 3,000+ Points of Sale

Human Capital

- Experienced leadership team
- 1,600+ employees
- Strong corporate culture and values

Social & Relationship Capital

- 96.74% Qatari owned
- Strategic relationship with Government of Qatar
- Reputation for quality with trusted products and brands

How we create value



Our Vision

We aim to be the most trusted brand of nutritional foods and healthy beverages in Qatar and to expand to new markets.



Our Mission

We will achieve our vision by ensuring consumers' wellness by providing

Strategic Pillar



Innovation

Innovation has always been in the heart of what we do at Baladna. Our UHT milk is the first one to be produced locally, in a farm only 60 kms away from Doha, making it a preferred choice for customers owing to its freshness quotient.



Our Segments & Brands

Fresh Milk
UHT Milk
Laban
Juice

Yoghurt
Labneh
Cheese
Creams

Innovation and product development | Government supports |
Cow welfare | Economic of scale |



Baladna is Qatar's Leading Dairy & Beverages Company.

natural, nutritious and tasty foods and beverages, while maintaining the most rigorous food safety and biosecurity protocols.



Our Principles

- Supporting food security
- Raising the level of veterinary care
- Caring of livestock
- Natural and fresh products
- Adherence to Qatari traditional values

Outputs

Solid Financial Results

QR 120.2 Million
Free Cash Flow

QR 152.1 Million
Profits (+152.1% yoy)

QR 322.5 Million
EBITDA (+37% yoy)

QR 1.790
Share price

Resilient Workforce
Low employee turnover
Multicultural environment

Operational Excellence
Operational efficiency & cost optimisation
Product innovation (SKUs +41% y-o-y)
Food security for Qatar

Strong Brand Equity
Market-leading brands (introduction of budget-conscious Awafi line)
Market share leader across key segments

(# 1 Dairy Company in Qatar)

Underpinned by a strong foundation of robust corporate governance, strategic risk management and an enduring commitment to our nation and the communities we serve.

Strategic Pillar



Quality

From farm to fork. Bringing fresh, healthy and nutritious food to the people of Qatar is a top priority for Baladna. Baladna was awarded the ISO 22000:2005 Food Safety Management System certification.

Product superiority, high-quality and availability | Comprehensive basket product | Integrated supply chain | Productivity per cow



Business drivers



Our Farms
2 farms with over 22,000 heads of dairy



Our Manufacturing
State-of-the-art processing and packaging facilities



Our Strategic Product Innovation
235 SKUs in current product portfolio across all brands