

## Savola unveils new identity to reflect future aspirations



Savola Chairman of the Board Sheikh Sulaiman Abdulkhader Al Muhaidib (middle) flanked by senior executives



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JEDDAH —

Savola, the pioneer Saudi company in food and retail sectors, has recently launched its new identity in a contemporary and attractive form which reflects the company's commitment toward reflecting its noble values in everyday behaviors within society.

The new logo illustrates the company's future objectives aimed at achieving more progress and expansion both locally and internationally to further boost its successes and distinguished path, built on a solid foundation derived from its strong history.

The launching ceremony was held last Aug. 31 in Jeddah in the presence of its Chairman of the Board Sheikh Sulaiman Abdulkhader Al Muhaidib, Board of Directors, senior officials, diplomats from several countries, shareholders, and investors, among others.

In his welcome speech, the Chairman said the company's new logo is a reflection of Savola's continued concern to achieve sustainable values which will be accorded to its partners, clients and noble society. "Savola is an integral part of the society and will continue to provide its excellent services to its customers in the Kingdom, the Middle East, North Africa and Turkey," he said.

Savola CEO Eng. Rayan Mohammed Fayez said the new logo would be the beacon that would reflect the consummate services the company is providing and the noble values it is promoting. "Through its noble values, Savola will continue to be a holding, investment and a strategic enterprise in the sector of foodstuffs and retail business," he said.

Eng. Fayez said the new logo was made after many years of thorough studies by the Board of Directors and the executive management.

Tarik Mohammed Ismail, Executive Director, Corporate Affairs, Sustainability & Board Secretary, said while Savola is determined to make unprecedented successes, it is at the same time committed to sharing equal benefits among its partners. "We are also keen that the employees share in the benefits through their development and also through ensuring them with a conducive work atmosphere," he said.