

FLOWARD

2024 Sustainability Report



Contents

Chairman & CEO message.....	4	Environmental stewardship	12
About this report.....	5	Environmental management	16
About us.....	6	Waste management and circularity	16
Business model and strategy	7	Water management	16
Awards and member+ships	7	Social responsibility.....	20
Subsidiaries and affiliates	8	Workforce management	22
Our approach to sustainability	10	Customer engagement and satisfaction	24
Stakeholder engagement and mapping	10	Supply chain management	24
Material topics and assessment	10	Community engagement	25
Sustainability framework	11	Governance excellence	28
Sustainability governance	12	Board composition and oversight	30
Sustainability strategy	12	Business ethics	30
		Data privacy	30
		Innovation for sustainability	32
		Innovation at Floward	34

Chairman & CEO message

Dear Stakeholders,

It is with great pride and a deep sense of responsibility that I present Floward's inaugural Sustainability Report for 2024.

This marks a defining moment in our journey, one where sustainability becomes not just a thought, but a strategic pillar embedded in every aspect of our business. As a company built on the simple but powerful idea of bringing people together through flowers and thoughtful gifts, we are deeply aware of our role in shaping a more ethical, inclusive, and environmentally responsible gifting experience. We are also aware of our role in raising consumer awareness about the environmental impact of their choices, and we embrace this responsibility as part of our broader commitment to sustainability.

Over the past year, we've taken important steps to turn that awareness into action. As part of the Ministry of Economy and Planning's *Sustainability Champions Program* in the Kingdom of Saudi Arabia, we are committed to formalizing our approach to sustainability, and we're proud to share the results of that commitment in this report. Inside, you'll find a look at the progress we had already made prior to joining the program, as well as the strides we've taken since, guided by a more structured and strategic approach to sustainability.

A major milestone this year was the completion of our first materiality assessment, helping us identify 14 priority topics that matter most to our business and stakeholders. This insight shaped the development of our first sustainability framework, anchored by four core pillars and guided by a clear vision:

These foundational steps ensure sustainability is no longer a side initiative, it is becoming part of our DNA.

A Year of Purposeful Progress

Throughout 2024, we made meaningful strides in embedding sustainability into our operations, culture, and value chain:

- Partnered with multiple organizations to compost and recycle our green waste in Kuwait, UAE, and KSA
- Spent SAR 2.8 million on social initiatives
- Our team members in KSA received 300 hours of training

As we look ahead, we are setting goals that will guide our next chapter. We have set our 2025 roadmap that includes four main pillars: Environmental Stewardship, Social Responsibility, Governance Excellence, and Innovation for Sustainability. We are focused on measurable, transparent progress.

None of this would be possible without the dedication of our employees, the trust of our customers, and the collaboration of our partners and stakeholders. Thank you for walking this path with us. Together, we are redefining what it means to give, a gift that is not only thoughtful, but also responsible and rooted in purpose.

Sincerely,

Abdulaziz B. Al Loughani, *Chairman & CEO, Floward*



“We aim to operate responsibly and ethically, minimizing our environmental impact and fostering positive relationships with our employees, customers, and communities.”

About this report

Welcome to Floward inaugural Sustainability Report, covering the reporting period from January 1, 2024, to December 31, 2024. The report provides an overview of our sustainability performance, initiatives, and progress during this period, reflecting our commitment to transparency and accountability.

The report has been prepared in alignment with the Global Reporting Initiative (GRI) Standards and the GCC ESG Reporting Requirements. It also considers Saudi Arabia's Vision 2030 and the United Nations Sustainable Development Goals (UNSDGs), ensuring our efforts are aligned with both national and global sustainability agendas.

The reporting boundary for quantitative data encompasses our operations within Saudi Arabia. Qualitative data, unless otherwise stated, reflects all our operations across the region. This approach ensures a comprehensive understanding of our sustainability journey.

This report has been reviewed and approved by Floward executive leadership, demonstrating our commitment to ensuring the accuracy and integrity of the information presented.

We value feedback from our stakeholders to continuously improve our sustainability practices and reporting. For any inquiries, suggestions, or comments, please contact us at: nissa@floward.com



About us

Floward is the leading online flowers and gifting destination in the Middle East and the United Kingdom (UK), redefining the online gifting experience through seamless, high-quality service.

Established in 2017, Floward is a privately held company that has rapidly grown into a market leader in the online flowers and gifting industry. Headquartered in the Kingdom of Saudi Arabia (KS A), Floward operates across nine countries, including the UAE, Bahrain, Kuwait, Qatar, Oman, Jordan, Egypt, and the UK; offering premium fresh-cut flowers sourced directly from top global growers, alongside a wide selection of curated gifts. The company employs over 1,200 team members across these key markets.

Floward delivers high-quality flowers and thoughtfully curated gifts, including luxury chocolates, gourmet confectionery, perfumes, and personalized items, through a user-friendly online platform. Committed to excellence, Floward partners with leading flower farms around the world to ensure product freshness, quality, and responsible sourcing.

Floward's services include:

- Same-day delivery to ensure timely and reliable service.
- Curated gift bundles designed for all occasions.
- Subscription services for regular flower deliveries.
- Custom corporate gifting solutions for businesses.



Established in 2017, Floward has rapidly grown into a market leader, operating across 9 countries with over 1,200 team members.

Business model and strategy

Floward operates with a customer-first approach, combining technology, innovation, and premium logistics to offer an exceptional gifting experience. The company leverages data-driven insights to personalize customer journeys and continuously improve service efficiency. With a strong emphasis on sustainability, Floward is exploring eco-friendly packaging and responsible sourcing to minimize its environmental footprint.

Vision

To be the world's most innovative and reliable destination for all gift-givers.

Mission

To bring joy, convenience, and thoughtfulness to gifting.

Values

Reliability, Innovation, Thoughtfulness, and Pride.

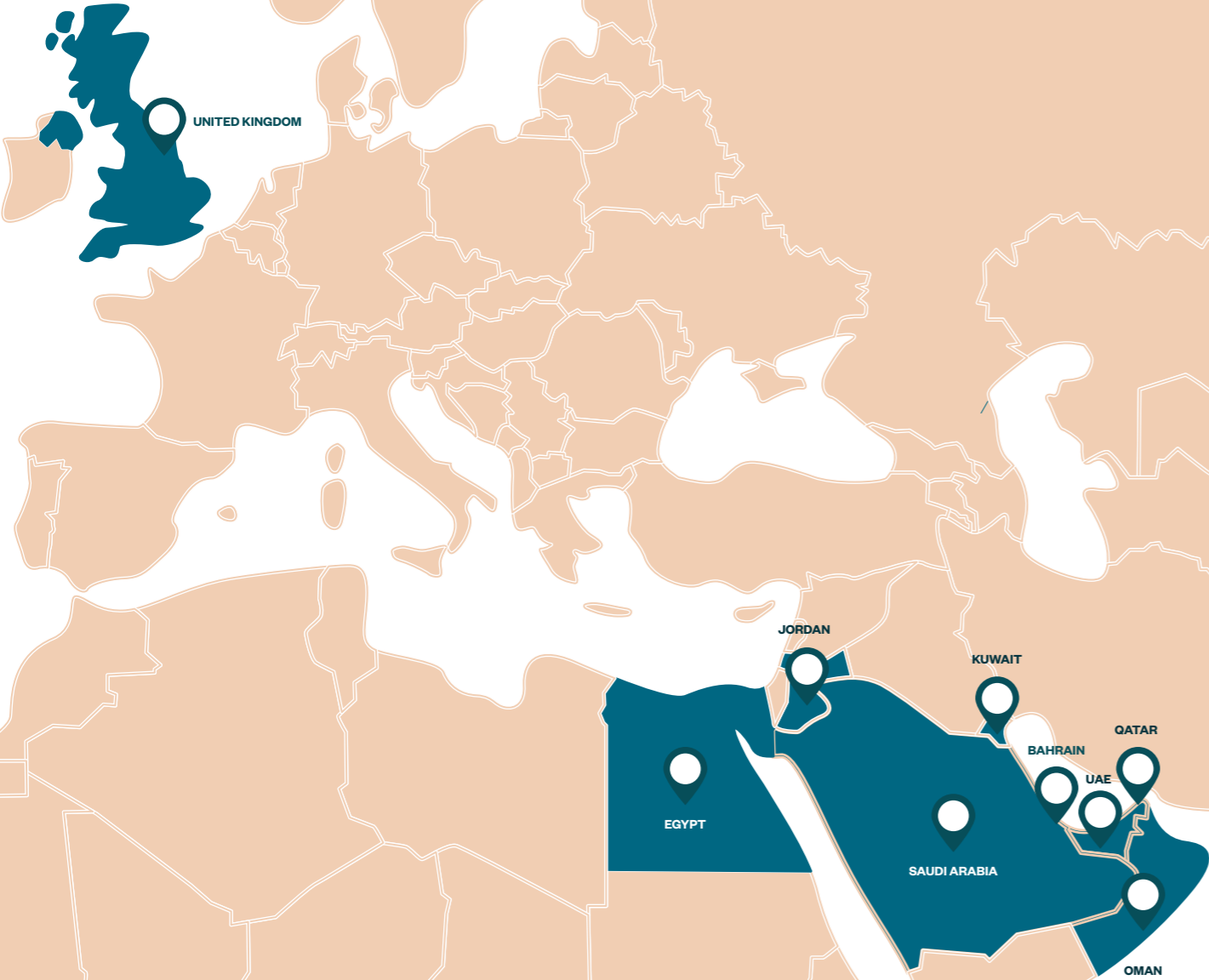
Awards and recognitions

Floward has been recognized for its commitment to excellence, innovation, and sustainability in the online gifting industry, receiving multiple awards including:

- **Middle East Technology Excellence Award for its Share Your Feelings feature**
- **SPIA 2023 Award for Best Sports Sponsorship for its sponsorship of Al Hilal Football Club**
- **MIT Sloan Management Review for CS Award**
- **Cannes Lions Creativity Award**
- **Dubai Lynx Award**
- **Best Employee Experience Initiative and Best Reward & Recognition Strategies awards at the HRM Summit Awards 2023**
- **Chairman & CEO Abdulaziz B. Al Loughani and COO Mohammed Al Arifi selected as Endeavor Entrepreneurs**
- **Featured in Forbes Middle East's Top 50 Most-Funded Startups**
- **Chairman & CEO Abdulaziz B. Al Loughani named one of Top Kuwaiti Entrepreneurs 2023**
- **Harvard Business School Conducted a Case Study about Floward**
- **Floward was selected to join the Saudi Unicorn Program**

Subsidiaries and affiliates

Floward operates through wholly owned subsidiaries and affiliates across all nine markets in which it has a presence: Saudi Arabia, Kuwait, UAE, Bahrain, Qatar, Oman, Jordan, Egypt, and the United Kingdom. This structure allows Floward to maintain full operational control while ensuring compliance with local regulations and tailoring services to each market’s cultural and logistical nuances.



The Mubkhar story

In 2023, Floward acquired Mubkhar, a homegrown Gulf perfume brand celebrated for its authenticity and craftsmanship in regional perfumery. This strategic acquisition aligned with Floward's commitment to promoting local entrepreneurship and preserving cultural heritage through sustainable business growth.

Since becoming part of the Floward family, Mubkhar has expanded its footprint across the GCC, while significantly enhancing its digital capabilities. By leveraging Floward's expertise in e-commerce infrastructure and customer-centric design, Mubkhar transitioned from a traditional retail model to a more agile and digitally enabled one, reducing the environmental footprint associated with physical retail operations and expanding access to sustainable, locally crafted products.

This partnership exemplifies Floward's role in empowering regional brands to grow responsibly while preserving their cultural identity, creating value for customers, communities, and the broader regional economy.



Our approach to sustainability

As a proud participant in the Ministry of Economy and Planning's (MEP) Sustainability Champions Program, under the mentorship of Alsulaiman Group, Floward has taken significant strides in embedding sustainability across its operations. In 2024, we conducted our first materiality assessment, developed our sustainability roadmap, and prepared this inaugural sustainability report as part of the program. These milestones have helped us identify and prioritize the topics most relevant to our business and stakeholders, ensuring that our sustainability efforts are strategic, actionable, and aligned with customer expectations, operational realities, and broader environmental and social goals.

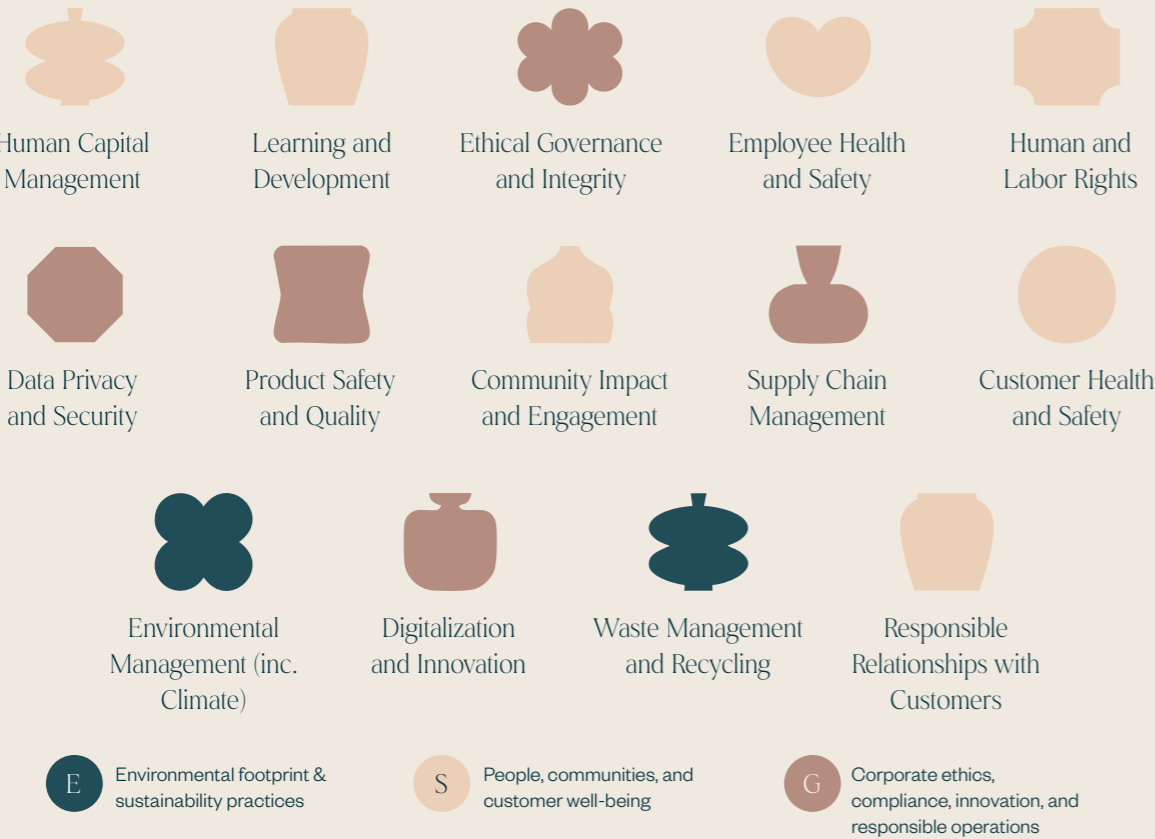
Stakeholder engagement and mapping

We actively engage with a diverse range of stakeholders, including employees, customers, suppliers, regulators, and industry partners, to ensure their perspectives shape our sustainability strategy. Through structured engagement activities and interest mapping, we aim to address stakeholder expectations while driving meaningful, shared value.



Material topics and assessment

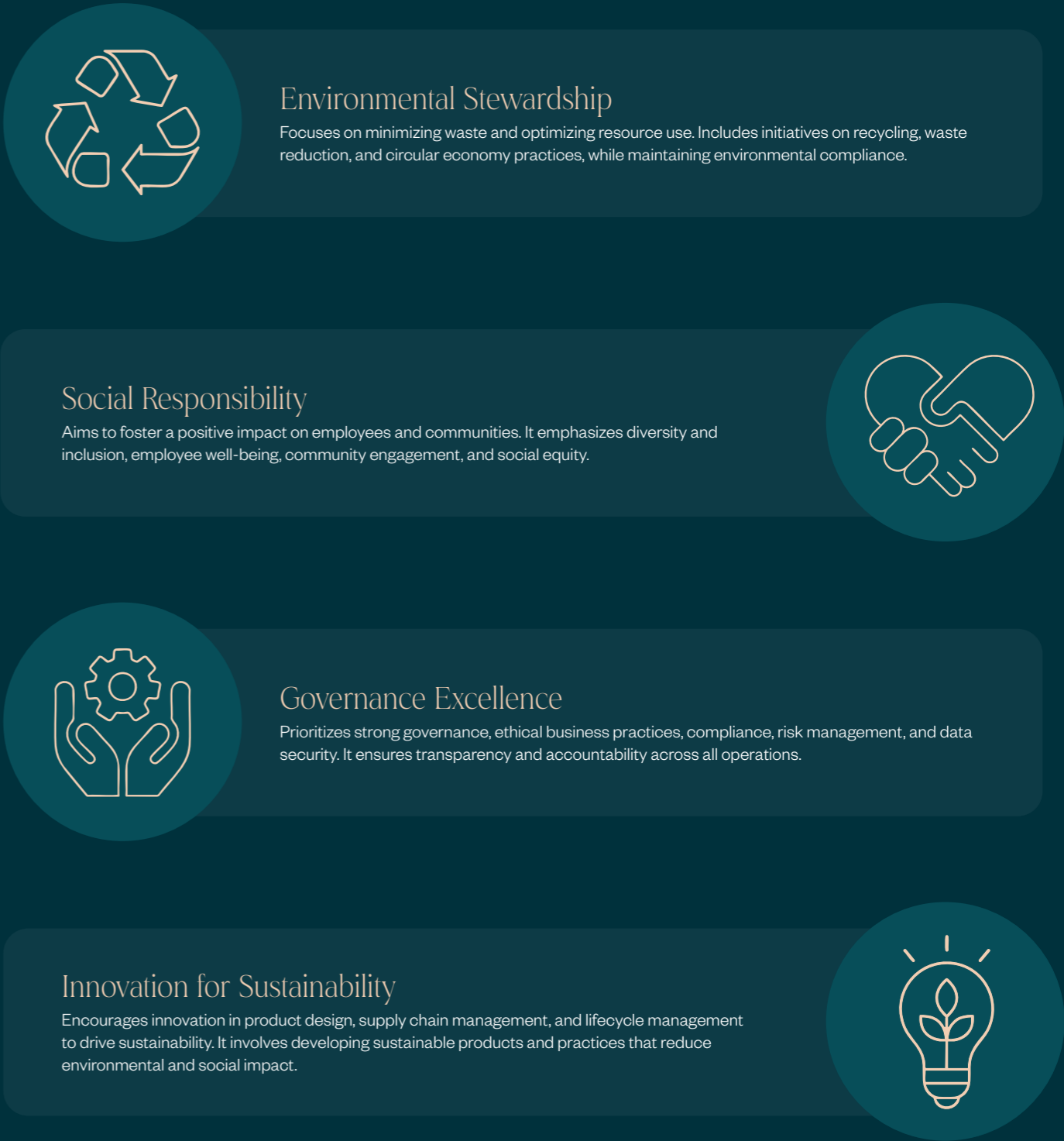
In 2024, Floward completed its first sustainability materiality assessment to pinpoint the most critical sustainability material topics for our business and stakeholders. This process involves in-depth research and internal engagement to align stakeholder priorities with our strategic objectives. The identified material topics form the foundation of our sustainability strategy and reporting, guiding our actions toward measurable impact.



Sustainability framework

Floward's sustainability framework is built on four key pillars, each guiding our approach to addressing material sustainability topics and driving meaningful impact. These pillars are designed to align with our corporate values and strategic goals, ensuring a holistic and structured approach to sustainability.

Furthermore, our framework is aligned with the UNSDGs and Saudi Vision 2030, reinforcing our commitment to contributing to national and global sustainability priorities.



Sustainability governance

In 2024, we established a dedicated sustainability governance structure to oversee the implementation of our strategy. Our Corporate Communications team, which also leads our sustainability efforts, coordinates sustainability initiatives across departments. Senior leadership provides oversight, ensuring sustainability is integrated into business decisions and regularly reviewed at the executive level.

As we continue to grow, we are committed to enhancing our governance model, including exploring the creation of a formal sustainability committee and strengthening reporting mechanisms across all markets.

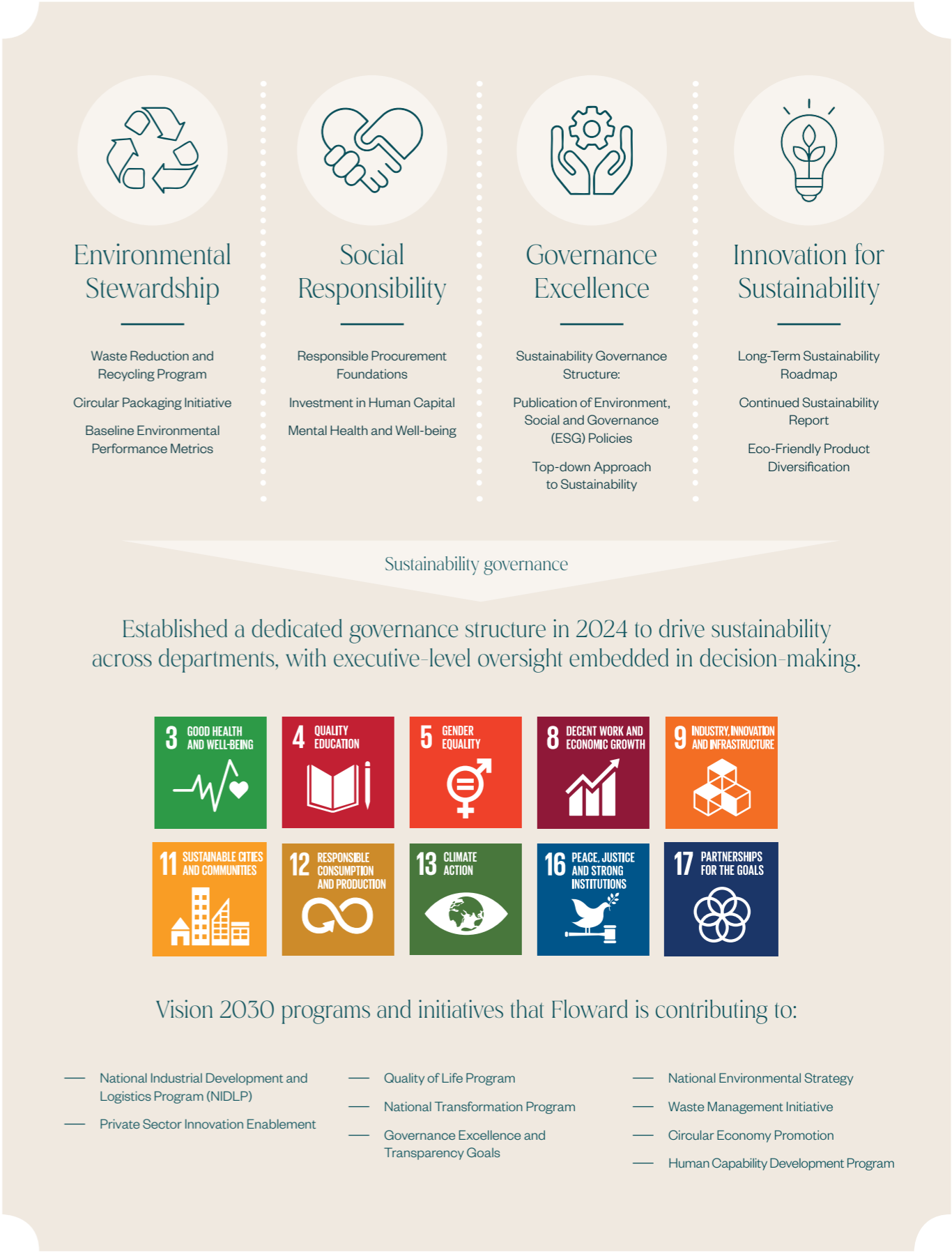
Sustainability strategy

As part of the Sustainability Champions Program with MEP, we developed our Year 1 Strategic Roadmap for Sustainable Development in 2024. This roadmap outlines key priorities and initiatives aligned with Saudi Vision 2030 and the UNSDGs. We developed a sustainability vision statement that guided our 2025 road map:

“We aim to operate responsibly and ethically, minimizing our environmental impact and fostering positive relationships with our employees, customers, and communities.”

Short term Sustainability Goals

As part of our ongoing journey to embed sustainability at every level of our business, we have identified clear, actionable goals under each of our four sustainability pillars. These goals represent our commitment to measurable progress and lay the foundation for our long-term roadmap through 2030 and beyond.



Environmental stewardship

Floward is committed to reducing its environmental footprint by improving resource efficiency, minimizing waste, and embedding circularity across its operations. This includes managing energy and water use, reducing landfill contributions, and promoting sustainable partnerships, laying the groundwork for long-term environmental resilience in alignment with regional and global sustainability goals.



UNSDG Alignment



UNSDG 12 – Responsible Consumption and Production: Through waste minimization, recycling, water efficiency, and circularity practices.



UNSDG 13 – Climate Action: By exploring solar energy, reducing fossil fuel use, and lowering emissions through energy-efficient operations and electric vehicle integration.



UNSDG 17 – Partnerships for the Goals: Through collaborations with local farms, waste management companies, and environmental entities to scale impact.



UNSDG 9 – Industry, Innovation, and Infrastructure: By adopting smart monitoring systems and evaluating sustainable infrastructure upgrades like solar and EV integration.

Environmental management

Floward’s environmental approach is shaped by a growing awareness of its operational impact across multiple countries. The company has started to monitor key indicators to establish a performance baseline and support more informed decision-making around environmental resource use. These metrics reflect initial efforts to track energy performance.

Moreover, Floward installed a Temperature Monitoring System (TMS) to detect and alert for any improper practices that could cause chiller temperature fluctuations, potentially leading to increased electricity consumption.

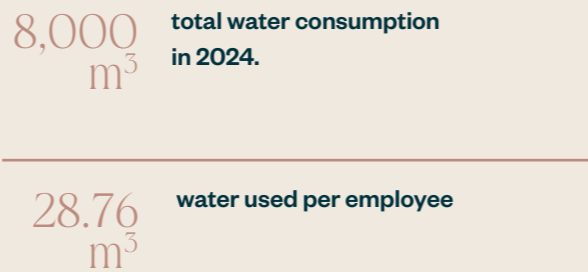
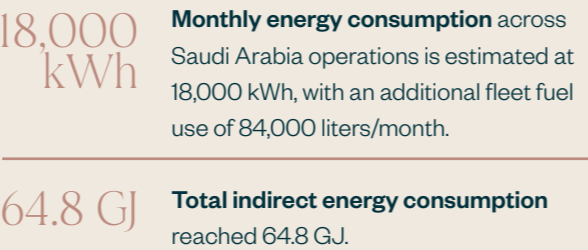
Floward is currently exploring the feasibility of installing solar panels at select fulfillment centers in Saudi Arabia to increase its reliance on renewable energy. In parallel, the company is also assessing the integration of electric vehicles into its delivery fleet as part of its commitment to sustainable operations.

Waste management and circularity

Floward continues to adopt waste-conscious practices across its operations, with a growing focus on minimizing landfill contributions and supporting circular solutions. The company’s efforts center on diverting organic floral waste, optimizing packaging materials, and exploring partnerships that transform waste into productive resources. In 2024, Floward generated 12,800 kg of non-hazardous waste, with no hazardous waste recorded. Of that total, 2,560 kg equivalent to 20% was successfully recycled. These initiatives are designed to reduce environmental burden, align with sustainable consumption goals, and lay the groundwork for a zero-waste future across Floward’s regional footprint.

Water management

In 2024, Floward reported total water consumption of 8,000 m³, with a consumption intensity of 28.76 m³ per employee. These figures provide a useful starting point for future efficiency efforts, particularly in areas such as floral processing, facility operations, and irrigation.



Closing the Loop with Sadeer Farms in Kuwait

As part of its commitment to sustainability and circular practices, Floward formed a strategic partnership with **Sadeer Farms** in Kuwait to tackle organic waste from floral operations.

Key Outcomes:

- 1 tonne/month of organic floral waste diverted from landfill.
- Waste converted into compost, enriching up to 20,000 m² of agricultural land annually.
- Supports local farming and reduces reliance on synthetic fertilizers.
- Contributes to carbon sequestration and improved soil health.

This collaboration reflects Floward's proactive approach to environmental responsibility and its role in advancing sustainable agriculture. By transforming waste into value, Floward reinforces its long-term vision for greener operations and local community impact.

Next steps: Floward aims to expand this model across other countries in its footprint through similar partnerships with local farms and waste management entities.



Driving Waste Diversion and Circular Solutions in Saudi Arabia

As part of its regional environmental strategy, Floward partnered with **Tadweer** in 2024 to improve waste management and support the transition toward a circular economy.

This collaboration is aimed at:

- Reducing landfill contributions through improved waste segregation and disposal practices.
- Exploring innovative recycling solutions that align with Saudi Arabia's sustainability goals.
- Raising environmental awareness among stakeholders, customers, and employees.

The partnership reinforces Floward's commitment to scaling up its environmental efforts and contributing to the Kingdom's Vision 2030 targets on waste reduction and sustainable resource use. It also complements Floward's ongoing initiatives in Kuwait and beyond, helping build a more integrated and impact-driven environmental approach across the MENA region.



Advancing Recycling and Responsible Waste Management in Saudi Arabia

As part of its continued efforts to promote environmental responsibility, Floward partnered with Arab Recycling Company in 2024 to recycle cardboard and paper waste generated from its operations across Saudi Arabia.

This collaboration is focused on:

- Diverting recyclable materials from landfills through proper sorting and collection of cardboard and paper waste.
- Supporting the development of local recycling infrastructure and circular economy practices.
- Encouraging sustainable behaviors among employees and operational teams within Floward's fulfillment network.

The partnership reflects Floward's growing commitment to sustainable resource management and aligns with Saudi Arabia's Vision 2030 goals. It also builds on Floward's broader environmental strategy to minimize waste and expand its sustainability initiatives across the region.

These partnerships align closely with Floward's ESG strategy, particularly its environmental goals to minimize operational waste and promote responsible resource use. By actively reducing waste at the source and recycling residual materials through trusted local partners, Floward is taking concrete steps to lower its environmental footprint. These efforts reflect our broader commitment to sustainability, circularity, and supporting national and regional goals for greener, more efficient waste management systems.

Social responsibility

This pillar represents our commitment to creating a positive impact on people and communities both within Floward and across the regions where we operate. It encompasses key topics such as employee well-being, community engagement, and ethical procurement, which are vital to driving social well-being, equitable growth, and long-term organizational resilience.

By focusing on these areas, we aim to foster a healthy, inclusive, and purpose-driven workplace while building trust with our customers and partners through responsible business practices.



UNSDG Alignment



UNSDG 3 – Good Health and Well-being:
Through mental health campaigns, access to wellness platforms like Modern Health, and workplace safety measures.



UNSDG 4 – Quality Education:
Through supporting continuous learning and skill-building through structured training programs, some of which lead to professional certifications.



UNSDG 5 – Gender Equality:
With 22% of its workforce in Saudi Arabia being women and active participation in programs like HADAF and HRDF, Floward is promoting women's employment and career development across its operations.



UNSDG 8 – Decent Work and Economic Growth:
Floward fosters inclusive employment, supports local hiring, and strengthens employee skills through structured L&D programs.



UNSDG 11 – Sustainable Cities and Communities:
Floward's CSR initiatives, ranging from education and environmental awareness to health and cultural programming, strengthen the social fabric of the communities in which it operates.



UNSDG 12 – Responsible Consumption and Production:
Through responsible supply chain practices and partnerships with local producers, Floward supports sustainable sourcing and production practices.



UNSDG 17 – Partnerships for the Goals:
Floward works with NGOs, hospitals, farms, and local organizations to scale its impact, demonstrating the power of collaboration in advancing social goals regionally.

Workforce management

Floward's workforce is the foundation of its success, driving innovation, customer satisfaction, and operational excellence across all markets. As of 2024, the company employs over 1,200 individuals across the GCC, Egypt, Jordan, and the United Kingdom. Employees span a range of functions including floristry, logistics, customer service, design, and corporate roles, reflecting Floward's vertically integrated business model. This diverse team enables Floward to deliver on its promise of quality and reliability, while maintaining agility and responsiveness in a fast-paced industry.

1,200+

employees **across nine countries**, driving innovation, quality, and customer satisfaction.

In Saudi Arabia, Floward had a total of 278 full-time employees in 2024, 61 of whom were women representing 22% of the local workforce and 113 of whom were Saudi nationals, achieving a Saudization rate of 41%. These figures reflect the company's continued efforts to promote gender diversity and support national workforce development in line with Vision 2030 goals.

To further strengthen its contribution to local employment, Floward actively engaged with national programs such as the Human Resources Development Fund – Hadaaf, which offer salary support and incentives aimed at increasing the recruitment and retention of Saudi talent, including women. These partnerships reinforce Floward's long-term commitment to inclusive growth and the empowerment of local communities.

Development and engagement

Floward's workforce strategy is centered on cultivating a skilled, engaged, and inclusive team. In 2024, the company delivered a total of 297.75 training hours, ensuring employees are continuously supported in their personal and professional development.

At Floward, our approach to employee training and development is structured around three key pillars, designed to empower our teams and drive both individual and organizational growth.

- **General Skills Development:** This pillar focuses on enhancing employees' soft skills and job-related technical competencies to boost their effectiveness and prepare them for future opportunities. Initiatives include access to platforms like Udemy, workshops on performance management systems, compensation planning, and a variety of general skills training.
- **Operational Training:** We prioritize equipping employees with the knowledge needed to navigate new operational procedures, systems, infrastructure, and policies. This includes training on new logistical software, inventory management, and fulfillment preparedness, ensuring consistency and efficiency across all functions.
- **Health, Safety, and Environment (HSE) Workshops:** These sessions are critical for fostering a safe and compliant work environment. They educate employees on workplace safety standards and practices, helping reduce risks and promote well-being across our locations.

This holistic and inclusive approach ensures that all employees, regardless of role or location, have access to relevant training and are well-prepared for evolving responsibilities. Each year, we allocate a dedicated Learning & Development (L&D) budget to guide these initiatives. Additionally, we conduct two performance appraisals annually, which play a vital role in identifying skill gaps and aligning development priorities with our strategic goals. In 2024, all full-time employees who had completed more than six months of service, representing approximately 85% of our workforce, participated in the appraisal process. Employees on probation, serving notice, part-time staff, and freelancers were excluded from the cycle. Insights from these appraisals are used to put individual development plans for each team member and shape the general L&D calendar for the following year, ensuring proactive and purposeful development planning.

Beyond training, we're equally committed to listening to and engaging our people. We conduct biannual employee satisfaction surveys and implement action plans in response to the feedback received. This ongoing dialogue helps us build a culture where employees feel heard, supported, and empowered to thrive.

Through this structured and responsive approach, Floward fosters a culture of continuous learning, personal development, and employee well-being, ensuring our people are equipped to succeed today and ready for the challenges of tomorrow.

Fair treatment

Floward maintains a Human Rights Policy that applies to both internal staff and external vendors, reinforcing its commitment to ethical labor practices and fair treatment across the value chain. A whistleblowing mechanism is in place to allow confidential reporting of concerns, ensuring accountability and transparency.

Health and safety

Floward prioritizes the health, safety, and well-being of its team across all operating sites. In 2024, it recorded 674,067 safe manhours, underpinned by a formal Health & Safety Policy and regular monitoring protocols.

674,067

safe manhours recorded in 2024.



Supporting Employee Well-being During World Mental Health Month

In recognition of **World Mental Health Month**, Floward launched a series of initiatives across its offices to promote mental well-being and raise awareness about psychological health at work.

The campaign included:

- **Awareness sessions and open discussions** to de-stigmatize mental health.
- **On-site wellness activities** aimed at reducing stress and improving emotional resilience.
- **Employee engagement across markets**, reflecting Floward's commitment to creating a supportive and empathetic work environment.
- **Provided team members with access to Modern Health**, an online mental health platform offering therapy, coaching sessions, and self-guided tools to support their emotional well-being and personal growth.

These initiatives underscore Floward's holistic approach to health and safety, one that goes beyond physical risks to prioritize mental and emotional wellness as a key part of its workplace culture.

These efforts are not just moments of care, they are part of a broader ESG commitment to fostering a healthy, inclusive, and resilient workforce. By prioritizing mental well-being, Floward reinforces its dedication to the “S” in ESG, ensuring that social responsibility starts from within and that our people remain at the heart of our sustainable growth journey.

Customer engagement and satisfaction

Delivering exceptional service is a cornerstone of Floward’s brand. The company achieved a customer satisfaction score of 9.28/10, with a 99% complaint resolution rate, reflecting its commitment to responsiveness and continuous improvement.

9.28/10

customer satisfaction with
99% complaint resolution.

Supply chain management

Floward’s procurement approach is rooted in strengthening regional economies and promoting sustainable sourcing practices. By prioritizing local suppliers across its operations, the company actively supports domestic industries, fosters job creation, and reduces the environmental footprint associated with long-distance sourcing.

94%

of suppliers were local,
representing **62.65% of total
procurement** spend in 2024.

In 2024, 94% of Floward’s suppliers were local, with 62.65% of total procurement spending directed toward these vendors. This commitment not only contributes to economic development within Floward’s key markets but also enhances operational agility and supply chain resilience through closer, more responsive partnerships.



Partnering with Sadeer Farms to Promote Locally Grown Flowers

Floward’s commitment to local procurement goes beyond supply chain efficiency, it’s about strengthening local economies and supporting sustainable agricultural practices. A prime example of this approach is the company’s ongoing collaboration with Sadeer Farms, a leading Kuwaiti farm known for its locally grown vegetables, fruits, and flowers.

In 2024, Floward launched an exclusive sunflower collection in partnership with Sadeer Farms. The flowers, cultivated locally during their natural blooming season from November to April, were featured in a special series of hand bouquets and floral arrangements. This initiative not only provided customers with fresher, high-quality products but also reduced the environmental footprint associated with long-distance flower imports.

To further engage the community, Floward hosted a floristry workshop at the farm during Kuwait’s National and Liberation Day holidays. Visitors learned from professional florists and explored sustainable floral design practices, underscoring Floward’s efforts to blend customer experience with local empowerment.

This case reflects Floward’s broader strategy to prioritize local sourcing, which in 2024 accounted for 94% of suppliers and over 62% of total procurement spend, reinforcing its role as a responsible and community-oriented business.

Community engagement

Floward invested SAR 2.8 million in community initiatives during 2024 contributing to social development across its operational regions. Programs ranged from education and culture to environmental awareness and charitable support.

SAR 2.8
million

invested in **community
initiatives** in 2024



Supporting Local Producers through Strategic Partnerships

As part of its commitment to supporting local suppliers and celebrating regional heritage, Floward partnered with **NUA**, a premium Saudi date producer, during Ramadan 2024. This collaboration enabled Floward to offer exclusive date products through its platform, helping promote locally sourced, high-quality food items.

By spotlighting local businesses in its product offerings, Floward reinforces its support for **domestic suppliers**, encourages **local economic growth**, and strengthens **supply chain sustainability** across its operations. Floward proudly prioritizes partnerships with local brands, which make up the majority of our brand partners and suppliers. This approach allows us to offer our customers a wide variety of premium, thoughtfully curated gifts while also supporting local businesses and investing in the communities where we operate. By championing homegrown talent and enterprises, we not only enrich our product offerings but also contribute to the economic growth and sustainability of our markets.



Celebrating Inclusion and Volunteerism through Community Action

Floward launched a series of community-focused initiatives to commemorate both the **International Day of Persons with Disabilities** and **International Volunteer Day**. These efforts reflect the company’s commitment to inclusion, empathy, and social contribution.

Key initiatives included:

- **Disability awareness campaigns and staff volunteering activities** to support inclusive practices.
- **Partnerships with local organizations** to amplify the impact of its outreach.
- **Opportunities for employees to give back**, strengthening community ties and reinforcing Floward’s values-driven culture.

Through these initiatives, Floward continues to embed social responsibility into its operations and champion meaningful participation in the communities it serves.



Raising Awareness and Supporting Treatment during Breast Cancer Awareness Month

In October 2024, Floward launched a region-wide campaign across MENA to support Breast Cancer Awareness Month. The initiative underscored the company's commitment to health advocacy, community well-being, and social impact.

Key initiatives included:

- Partnerships with leading cancer hospitals and associations to promote early detection and provide support to patients.
- The creation of a dedicated Pink October Collection thoughtfully curated to honor and uplifts those affected by breast cancer.
- Donating 10% of the collection's total sales at the end of the month to partner organizations to help fund treatments and advance cancer research.

Through these efforts, Floward demonstrated the power of purposeful gifting, using its platform to raise awareness, drive impact, and contribute to the fight against breast cancer across the region. Since its inception, Floward has believed that giving back is not just a responsibility, it's part of who we are. Corporate social responsibility has been woven into our DNA, guiding how we show up for the communities we serve. Every year, we carry out between 20 to 50 initiatives across our markets, spanning a wide range of causes, activities,

and impact levels. From health awareness campaigns and educational support to environmental action and cultural engagement, these efforts reflect our deep commitment to creating meaningful change and building stronger, more resilient communities. As we move forward, our CSR work remains a key pillar of our broader ESG strategy, ensuring our social impact grows in step with our sustainability goals.



مؤسسة الجيلة
Al Jalila Foundation



King Hussein Cancer Foundation
King Hussein Cancer Center



Governance excellence

Floward is dedicated to upholding a robust and transparent governance structure that underpins sustainable growth, ethical conduct, and stakeholder trust. This pillar ensures the integration of sustainability into decision-making processes, instills confidence among investors and customers, and complies with evolving regulatory expectations.



UNSDG Alignment

Floward's governance practices contribute to the following Sustainable Development Goals:



UNSDG 5 – Gender Equality:
By advancing female representation on the Board and supporting inclusive leadership.



UNSDG 9 – Industry, Innovation, and Infrastructure:
Through the adoption of secure digital infrastructure, platform innovation, and continuous improvement in cybersecurity and data privacy protocols.



UNSDG 16 – Peace, Justice, and Strong Institutions:
Through strong governance structures, ethical business conduct, transparency, and the enforcement of anti-corruption and accountability measures.



UNSDG 17 – Partnerships for the Goals:
By collaborating with regulators, technology partners, and security experts to align with international standards and advance governance best practices.

Board composition and oversight

Floward's Board of Directors plays a pivotal role in guiding strategy, overseeing ESG integration, and ensuring responsible leadership. As of 2024

- **14% of board seats** are held by women
- **14% of directors** qualify as independent
- Several committees have been established to support the Board:
- **Audit Committee:** The committee charter and formation have been approved. Member selection is currently pending.

Business ethics

Floward upholds rigorous ethical standards through its Code of Conduct, anti-corruption policies, and conflict-of-interest protocols. These frameworks ensure transparency, fairness, and accountability across the organization. Also, Floward ensures that all employees are regularly trained on its ethical standards through mandatory self-paced and interactive

Data privacy

As a digital-first business, data privacy is a core priority for Floward. With customer experience at the heart of its operations, the company recognizes the critical importance of safeguarding personal information and ensuring trust in every transaction.

Given its business model, centered on online ordering, gifting, and last-mile delivery, Floward handles sensitive data on a daily basis, including customer names, contact information, addresses, and payment details.

To ensure compliance and build long-term customer confidence, Floward has implemented a comprehensive data privacy framework that aligns with international best practices and local regulatory requirements.

Floward is compliant with PCI DSS 4.0 and Aramco CCC and aims to align its information security management practices to ISO 27001 standards. The company also adheres to a range of data protection laws, including the General Data Protection Regulation (GDPR), the Saudi Data Protection Law, and other applicable regional regulations.

- **IPO Committee:** Composed of selected members from both the Board and executive management, this committee is responsible for overseeing the planning and execution of all activities related to the company's IPO readiness.
- **Executive Committee:** Comprised of senior management and Board members, this committee oversees major investment projects and reviews key performance indicators to guide the company's current and future performance.

training programs. The Legal and Compliance Department is responsible for responding to all reported incidents of misconduct by conducting comprehensive and impartial investigations in accordance with internal procedures and applicable regulations.

Floward's approach to data collection, processing, storage, and security includes the following measures:

- **Secure Data Storage:** All personal data is encrypted both in transit and at rest. Floward leverages Soc2 and ISO 27001-certified cloud infrastructure providers, enforces strict access controls, and regularly audits system configurations.
- **Employee Training:** All employees complete mandatory annual data protection training through KnowBe4, including benchmark testing to assess awareness levels. In addition, Floward conducts red team simulations to test and strengthen readiness against real-world threats.
- **Incident Management:** Floward maintains a formal Incident Response Plan, with a dedicated internal team responsible for managing incidents. This plan is, and compliance with regulatory notification requirements in the event of any suspected or confirmed data breach.
- **Application Security:** Floward applies secure development practices and conducts regular testing of its platforms to address known risks, aligning with the OWASP Top 10 framework to proactively identify and remediate vulnerabilities.



Innovation for sustainability

At Floward, innovation is not only a driver of business growth, but also a cornerstone of our approach to sustainable value creation. This pillar reflects our commitment to embedding sustainability into every aspect of innovation, from product design and customer experience to supply chain efficiency and digital transformation.



UNSDG Alignment



UNSDG 9 – Industry, Innovation, and Infrastructure:
Floward’s focus on digital and operational innovation, such as fleet monitoring, temperature control systems, and solar/EV integration, demonstrates a commitment to building smarter, more sustainable infrastructure across its operations. Its collaboration with local partners and tech providers also supports innovation ecosystems in the region.



UNSDG 12 – Responsible Consumption and Production:
By offering locally sourced, seasonal product collections and promoting sustainability through its customer experience, Floward encourages more thoughtful consumption patterns and helps reduce the environmental footprint of gifting.



UNSDG 13 – Climate Action:
Through energy efficiency measures, fuel consumption reduction efforts, and the transition toward renewable energy and electric vehicles, Floward contributes to broader climate mitigation efforts.



UNSDG 17 – Partnerships for the Goals:
The company’s efforts to co-develop sustainability-focused solutions with local and regional partners illustrate its commitment to collaboration as a driver of impact.

Innovation at Floward

As an e-commerce-led company operating across diverse regional markets, we recognize the opportunity to shape a more sustainable floral and gifting industry. Our early steps focus on identifying areas where innovation can reduce environmental impact, improve customer engagement, and foster responsible consumption practices. We also aim to collaborate with local partners and technology providers to co-develop solutions aligned with national and global sustainability priorities.

At Floward, innovation goes beyond technology, it's about finding new, meaningful ways to connect with people. Whether through bold campaigns or reimagining customer experiences, we view creativity as a vehicle for education, influence, and positive change. As a brand recognized for its creative marketing, we are increasingly using this strength to promote sustainability awareness and shape more conscious consumer behavior.

In July 2024, Floward secured a Silver Lion at Cannes, celebrating its creativity and impact in marketing within the regional gifting industry. This achievement underscores the brand's ability to drive emotional connection through bold, sustainability-aligned visuals and campaigns.

Digital and operational innovation

Throughout 2024, Floward rolled out multiple improvements, including the introduction of enhanced delivery fleet monitoring to optimize fuel efficiency, temprature monitoring systems to avoid increase in fuel consumption, curated collections featuring locally sourced and seasonal products, and early efforts to incorporate solar energy and electric vehicles into its

operations, designed to improve customer convenience and support more sustainable choices. These features are crafted to streamline operations, reduce environmental impact, and strengthen user engagement.



Looking Ahead

In 2025 we aim to launch an automated flowering experience across Saudi Arabia, UAE, Qatar, and Kuwait through automated vending machines. These robotic vending machines deliver fresh bouquets with instant message printing, and on-demand ordering, bridging online convenience with physical presence. This innovation supports Floward's sustainability vision by minimizing waste, optimizing delivery, and enhancing customer access.



FLOWARD

www.floward.co
pr@floward.com