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Strategy

SAL's strategic roadmap is centered on driving growth, instituting excellence, pursuing diversification, and fostering innovation, all in alignment with Saudi Arabia's Vision 2030.

Drive **Growth** & Institute **Excellence**

Our approach to driving growth focuses on exploring a broad spectrum of strategic options, including identifying and entering new, high-potential markets to fuel long-term expansion.

At the heart of this strategy is the commitment to not only protect but also further strengthen and expand our core customer base. This will be achieved by enhancing the customer experience and strengthening SAL's position as the leader in the ground handling sector.

We are focused on continuously improving operational efficiency and increasing productivity across all functions to not only maintain our market leadership but also to set new benchmarks in service excellence.

Our ambition is to create sustainable growth that positions SAL as an unmatched industry leader, capable of adapting to dynamic market conditions while delivering superior value to customers.

Pursue **Diversification** & Foster **Innovation**

As part of our long-term vision, SAL is committed to expanding its portfolio to offer end-to-end logistics solutions that address the evolving needs of its customers.

Through strategic diversification, SAL seeks to create significant value by integrating innovative solutions that enhance service delivery, drive efficiency, and optimize costs.

By fostering a culture of continuous innovation, SAL stays ahead with cutting-edge, customer-focused solutions in logistics and ground handling while expanding into adjacent sectors.

By focusing on these strategic priorities, SAL aims to solidify its position as The National Logistics Champion while supporting Saudi Arabia's vision of becoming a global logistics hub, leveraging synergies from our Logistics and Fulfillment integration and prioritizing Logistics growth over Passenger Handling.