

**A speech by Dr. Mohammed Nasser Al Qahtani,
Deputy CEO of Al Meera Consumer Goods Company**



Qatari Pride

A date that has been carved in Qatar's diary in golden letters, as our beloved country became an exemplary model in the peaceful transition of power from a leadership at the height of its giving, to a young leadership that had been prepared for ten consecutive years, with the belief that the Qatari youth will take it upon themselves to guide our nation's growth and set the foundation for a pioneering stage of building and development.

As we commemorate this annual date that is engraved in our nation's minds, as well as the world's, we would like to give our sincerest congratulations and blessings to His Highness Sheikh Tamim bin Hamad Al Thani, Emir of Qatar, may God protect him, and to the honorable people of Qatar. May he, throughout his reign, lead the people of Qatar, serve his country and help the nation flourish with the blessing of Allah.

We also extend our deepest gratitude to His Highness, the Father Emir Sheikh Hamad bin Khalifa Al Thani, may God protect and honor him for what he has given to his nation and homeland, and for his great decisions and care that he has provided to his people.

Our beloved Qatar has witnessed unprecedented growth, not only on an economic level and in the diversification of its income sources, but also politically, socially and development-wise. As such, Qatar became a developed, institutional state with state-of-the-art facilities and a prominent political presence at various levels and forums, thanks to the vision of His Highness, the Father Emir Sheikh Hamad bin Khalifa Al Thani, may God protect him.

After all the achievements over the past few years, as witnessed by many, near and far, the moment planned by His Highness has finally arrived - to deliver the symbol of "Qatari Pride" to His Highness Sheikh Tamim bin Hamad Al Thani, Emir of Qatar, may God protect him, to continue on the honorable path, add to the long list of achievements, and mark them down in history as the Father Emir did before him, may God protect him.

In his first speech addressed to the nation, His Highness said that the State of Qatar is moving forward towards building a state of institutions and promoting growth; especially human development since people are the foundation upon which we can build a society capable of advancing our beloved country. Our state has been able to achieve significant progress in this great task, thanks to the huge investments that poured in education, health, infrastructure and other areas that have an important role in creating a society capable of giving.

The sound vision and wisdom of His Highness, is our best bet to achieve the future we desire for our beloved Qatar on political, economic and social levels. May God protect our Emir of Qatar, Sheikh Tamim bin Hamad Al Thani, "the Qatari Pride", and grant a long and healthy life to His Highness Sheikh Hamad bin Khalifa Al Thani.



About Al Meera

Following its motto, “Your Favourite Neighbourhood Retailer”, Al Meera Consumer Goods Company (QSC) is considered the leader in Qatar’s retail sector.

Since its inception, Al Meera has remained committed to providing high quality products and services at competitive prices to meet the continuous customer needs in a distinctive and ethical way.

Al Meera is keen on offering customers true value for their money; as it is committed to its mission, aimed at serving customers with quality and dedication by developing the skills of a friendly and knowledgeable staff as well as share its resources with the community.

The company provides its customers with a great shopping experience during every visit by offering a wide variety of food products and other goods under one roof. Al Meera maintains the highest quality standards; providing customers with the best merchandise at discounted prices. For this reason, it is currently the preferred destination and first choice for shoppers.

Al Meera is currently operating 41 supermarkets and stores in Qatar, and has plans to increase this number to 55 across the country’s various regions in the coming period - after obtaining the necessary licenses from the relevant official authorities – with the construction of several modern branches in various areas in and outside of Doha currently taking place. Al Meera Consumer Goods Company boasts a trained and dynamic workforce that always put shoppers and customers first. Al Meera is committed to promoting its brand and products by remaining committed to quality management systems and international standards of food safety practices. The company is continuously monitoring the development and improvement of the company through its comprehensive strategy and corporate values, which form the core of the institution.



Ongoing Expansion and a Promising Future

Since its inception in 2005, Al Meera Consumer Goods Company (QSC) has reflected the natural evolution of cooperative enterprises, which were established during the last thirty years, in order to meet the different needs of the Qatari community. By committing to its strategic goals that place sustainable services at the top of its priority list, Al Meera succeeded, throughout its 10 years of giving back to the community, in playing a prominent role in the market and becoming the leader in the retail sector.

Throughout this time, Al Meera has continued to play a prominent role in the market with remarkable economic and social achievements. Celebrating the opening of its newest stores in 2015 is an indication of the status and success the company has achieved under the wise leadership of His Highness Sheikh Tamim bin Hamad Al Thani, and His Highness the Father Emir Sheikh Hamad bin Khalifa Al Thani before him.

In the framework of its commitment to the Qatar National Vision 2030, Al Meera has set a strategic plan to expand in the Qatari market by establishing commercial complexes and various stores across the country, in addition to its existing branches. Al Meera is currently operating 41 supermarkets and stores in Qatar, and has plans to increase this number to 55 across the country's various regions in the coming period, while adhering to international quality standards and bringing the latest state-of-the-art equipment in the retail field to Qatar. Recently, the company announced that it has signed contracts with Al Khayarin Group Contracting and Trading and Al Muftah Contracting Company, to build six new stores in the coming period with a total contract value of QR 238,730,146 – These agreements were made in accordance with the company's procedures through the tender and auction committee's recommendation and of course the board of director's approval.

Al Muftah Contracting Company will handle executive works at each of the branches located in Rawdat Aba El Heran, Azghawa, Leabaib and Umm Qarn, that will be built on a land area of 10,805 m², 6,311 m², 17,390 m² and 10,230 m² respectively.

On the other hand, Al Khayarin Group Contracting and Trading, will work on establishing two new Al Meera shopping stores in Al Khor and Saileya, on a land area of 15,000 m² each.

Additionally, work had already begun during 2015 at five shopping centers in each of North Saliya (Al Miarad), Leabaib 2, Al Wakra (West), Umm Salal Ali, and Bu Sidra, which are expected to be delivered soon.

Emanating from its cooperation with national companies and in line with the country's vision of the development of areas outside of Doha, Al Meera has signed a Memorandum of Understanding (MOU) during the year 2015 for the operation and management of two shopping centers, in Fox Hills North (Jabal Thuailab) and North Residential Villas districts in Lusail City.

Under the wise leadership of His Highness Sheikh Tamim Bin Hamad Al Thani, the Emir of Qatar, in 2015, the company celebrated its tenth anniversary with the opening of 9 new modern shopping centers - in addition to its leased branch in Gulf Mall. The new stores are located in Muraikh, Al Azizia, Muaither, Jeryan Njeima, Thakhira, Al Wakra, Al Thumama, Al Wajba, and Rawdat Ekdim, to answer the various daily needs of Qatari residents, wherever they are. These shopping centers include Al Meera supermarket, miscellaneous shops, and restaurants in order to provide a whole new standard for convenient shopping to all members of society.

In addition to building the nine (9) shopping centers during 2014 and setting up Gulf Mall's branch, Al Meera also fully renovated the supermarkets at some of its existing branches, including the installation of refrigeration equipment, new shelving, and an advanced lighting system, in order to boast the same standards of quality followed in building and setting up its new branches.



Muraikh



Al Azizia



Muaither



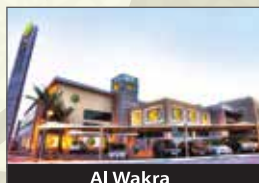
Gulf Mall



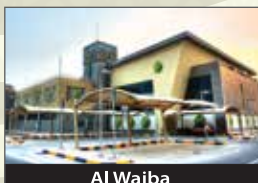
Al Thakhira



Jeryan Nejaima



Al Wakra



Al Wajba



Al Thumama



Rawdat Ekdeem

Al Meera's Most Notable Achievements and Initiatives

A Prominent Social Role

All achievements aside, Al Meera believes that the Qatari society isn't just a partner to the company, but is also the reason it keeps striving and being an integral element of its strategy, in line with the Qatar National Vision 2030, aiming to create a community capable of giving and building the future of the State of Qatar. In addition, Al Meera reinforces its presence in most of the national events and campaigns aimed at making a difference in the lives of Qatari citizens and residents.

• Loyalty to the nation

Guiding Al Meera's corporate social responsibility programs and efforts is a deep-rooted commitment to the nation of Qatar. Al Meera spared no effort in marking its presence at all national events and activities, extending its support to all local happenings and events that reflect its pride in its beloved State of Qatar and its gratitude to the nation's wise leadership. To this end, Al Meera celebrates the Qatar National Day alongside governmental institutions on the 18th of December of each year, partaking in the "Darb Al Saai" activities.

Al Meera has also sponsored the National Day celebration's associated events, specifically the event of local communities, which was organized by the Organizing Committee of the National Day activities.



• Commitment to customers and communities

Al Meera's tenth anniversary: In celebration of its tenth anniversary in late November 2015, Al Meera spared no effort in recognizing the community that drove its growth through a number of social initiatives and projects. On this occasion, Al Meera offered its customers a Cash Back of 10 percent of their purchase value – with each customer receiving a QAR 50 purchase voucher on every purchase transaction of QAR 500.

1000 consumer products sold at 2014 cost price: During Ramadan 1436 H, Al Meera launched a slew of unique and exclusive value offers to its customers with reduced prices. As part of its Ramadan campaign, launched under the tagline "Because you deserve good in the month of goodwill", Al Meera offered 1000 products at 2014 costs.

Supporting local family businesses: Cementing its social responsibility at the service of the Qatari community, Al Meera offered local family businesses a special platform to showcase, promote offer and sell their products across its branches, driving forth the state's push toward social development and growth.



• Significant support of health and fitness initiatives

Al Meera has supported many sporting events held in the state of Qatar. In addition to its participation in the various Qatar National Sports Day activities, whereby it aimed to encourage people to adopt a balanced healthy lifestyle, Al Meera has lent its support to the IPC Athletics World Championships 2015, hosted by Doha in October 2015.

The company has also extended support to the Qatar Mega Marathon 2015 organized by Al Sadd club and targeting all categories and generations from the Qatari community – including residents and citizens – to promote sports and recognize the efforts of Qatari talents in building the state of Qatar.



• Commitment to health

Al Meera's initiatives did not stop at a certain frontier, as they encompassed all social aspects, whether related to health or food safety, as part of its commitment to playing an effective role in social development and its contribution to the achievement of human development. Those initiatives included supporting the "Action on Diabetes" initiative during the Holy Month of Ramadan, by offering ample spaces at its largest outlets to accommodate areas that are dedicated to the program launched by the Supreme Council of Health, to run preliminary diabetes tests for Al Meera visitors.

Additionally, Al Meera successfully organized a blood donation campaign in collaboration with Hamad Medical Corporation's Blood Donor Unit, which saw a very positive response from Al Meera staff who were more than happy to participate in a humanitarian cause that aids patients in need on their journey to recovery.

• Latest achieved awards

In 2015, Al Meera has received the Excellence Safety Award in the retail sector by Qatar Chamber during the launch of "Qatar's achievements on Vocational Safety" book.

Further solidifying its commitment to world-class safety standards and customer service excellence, Al Meera has received a 9001:2008/ISO certification for the activities of the commercial department, marking the first ISO accreditation of this kind in the State of Qatar. The certification attests to Al Meera's rigorous framework guiding its service development, team and staff growth environment, and solid long-lasting relationships with its partners and suppliers.

Among 43 companies listed on the Qatar Stock Exchange, Al Meera Consumer Goods Company was also ranked among the top 10 performing companies by Qatar Today for business excellence. The Qatar Today Awards crowned Al Meera's achievements and successes throughout its decade-long history.

