

Human Capital & Culture

# Social Responsibility & Community Engagement Policy

## Purpose

The purpose of this policy is to define B&S Investments' commitment to social responsibility and its approach to engaging meaningfully with the communities in which it operates. As a multi-sector holding group contributing to Saudi Arabia's national development and international business landscape, B&S Investments views community impact as a core pillar of its long-term sustainability, brand integrity, and business success.

This policy ensures the integration of social responsibility into business planning, operational execution, and stakeholder relationships while aligning with Saudi Vision 2030 and international ESG standards.

## Scope

---

This policy applies to all business units, subsidiaries, and employees of B&S Investments, including partners, vendors, and affiliates involved in operations with potential community impact. It encompasses:

- Corporate Social Responsibility (CSR) initiatives
- Charitable giving, sponsorships, and in-kind donations
- Education, youth, and talent development programs
- Local hiring, economic inclusion, and SME support
- Volunteering, employee giving, and social innovation
- Community health, safety, and environmental wellness
- Crisis response and disaster relief

It applies across all sectors including exhibitions, manufacturing, tourism, hospitality, creative content, and digital ventures..

## Policy Statement

B&S Investments is committed to contributing positively to society by addressing local needs, fostering inclusive economic growth, and supporting community development programs that align with its business values. The Group will:

- Integrate social responsibility into its operational and investment strategies
- Collaborate with government, non-profits, and private sector actors to scale social impact
- Prioritize education, sustainability, and entrepreneurship initiatives aligned with Vision 2030
- Promote employee volunteering, awareness, and engagement in social causes
- Ensure respectful, ethical, and culturally sensitive interactions with communities

B&S Investments sees social value creation as a shared responsibility and competitive advantage, reinforcing its reputation as a responsible corporate citizen.

## Roles & Responsibilities

Role	Responsibility
<b>Board of Directors / ESG Committee</b>	Oversee the Group's social investment direction and community strategy
<b>Group CEO &amp; Sector CEOs</b>	Embed social responsibility in sector plans and budget allocations
<b>Sustainability &amp; CSR Team</b>	Design, implement, and evaluate social programs; liaise with stakeholders
<b>Human Capital Department</b>	Promote internal engagement, employee volunteering, and workplace giving
<b>Marketing &amp; Communications</b>	Amplify social impact stories, ensure transparency, and manage public reporting
<b>All Employees</b>	Participate in volunteering initiatives and represent the Group positively in the community

## Procedures & Implementation

---

### 1. Strategic CSR Program Development

- The Sustainability team defines annual CSR priorities in consultation with sector leaders and community stakeholders
- CSR themes may include youth empowerment, women in business, environmental restoration, creative arts sponsorship, and health education
- All programs are mapped to impact goals and performance indicators

### 2. Community Engagement Planning

- Community engagement plans are developed prior to large projects (e.g., new factory, event series, or hospitality development)
- Engagement methods may include public consultations, needs assessments, or listening sessions
- Local community feedback is documented and integrated into execution strategies

### 3. Local Hiring & Economic Empowerment

- B&S Investments prioritizes hiring local talent where possible, particularly in rural and underserved regions
- Support is extended to local SMEs through procurement opportunities, vendor capacity-building, and skills training partnerships
- Women, youth, and people with disabilities are actively encouraged to participate in employment and development programs

### 4. Employee Engagement & Volunteering

- A "Give Back" platform is launched to encourage employee volunteering during work hours for approved causes
- Employees can participate in environmental cleanups, mentoring sessions, skills workshops, and charity events
- Participation is tracked and celebrated through internal recognition programs

### 5. Donations, Sponsorships & Partnerships

- All charitable donations, sponsorships, and social partnerships must align with strategic themes and undergo due diligence
- Sponsorships are approved through a formal proposal process and tracked against impact goals

- In-kind support (equipment, logistics, media coverage) is managed through designated sector liaisons

#### **6. Youth & Education Programs**

- The Group partners with educational institutions, incubators, and NGOs to offer scholarships, internships, and mentorships
- Signature programs (e.g., "Next Generation Leaders" or "Talent from the Community") are developed by each sector
- Apprenticeship and job-shadowing experiences are integrated into workforce development efforts

#### **7. Crisis Response & Relief**

- The Group maintains a crisis relief protocol in coordination with public authorities for disaster, health, or humanitarian emergencies
- Quick-deployment funds or logistical support may be activated in response to local or national crises

### **Monitoring & Review**

---

The CSR and Sustainability team tracks impact using a centralized reporting framework aligned with ESG standards. Annual reviews are conducted with the ESG Committee and summarized in the Group's Sustainability Report.

- Indicators monitored include:
- CSR investment as a % of Group revenue
- Number of beneficiaries reached by sector
- % of employees participating in volunteering programs
- Number of local vendors onboarded
- Education and youth development KPIs
- Community feedback ratings

The policy is reviewed every 18 months or upon significant expansion into new regions or sectors.

### **Associated Documents**

---

- B&S ESG Strategy & Roadmap
- CSR Annual Program Plan
- Community Impact Needs Assessment Template
- Volunteering Participation Guide

- Donation & Sponsorship Approval SOP
- Local Hiring and SME Inclusion Policy
- Partnership Due Diligence Checklist
- Crisis Response Framework
- CSR Budget Allocation Template
- Social Impact Dashboard & KPI Tracker