

Nestlé Purpose

Enhancing quality of life
and contributing to
a healthier future



For Individuals
and Families



For our
Communities



For the Planet

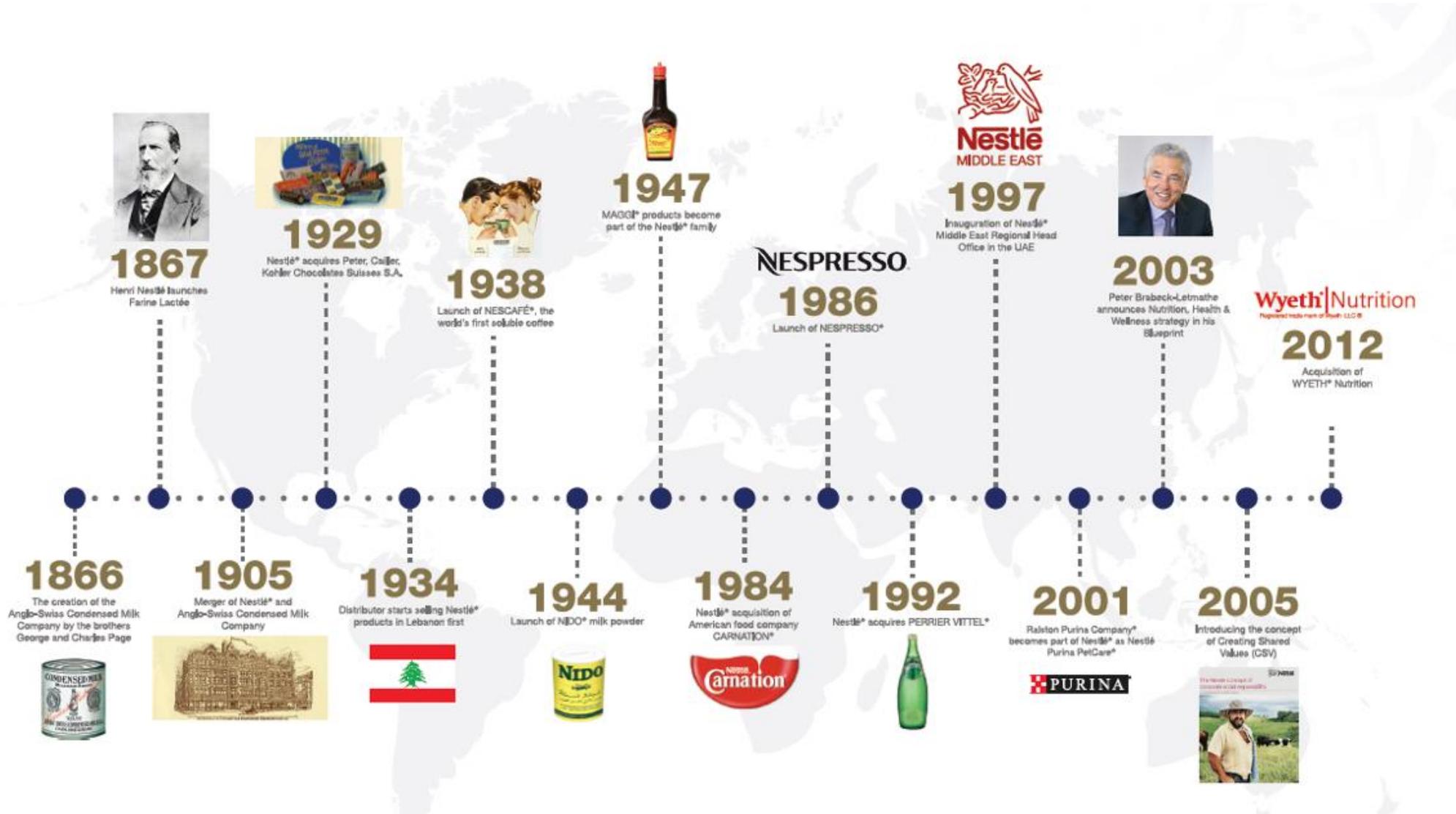
Nestlé Middle East – More than 80 years



Our heritage in the Middle East goes back over 80 years to 1934 when the first import operation was set up in Lebanon. Building a foundation of trust among consumers has since made us the region's leading Nutrition, Health and Wellness Company.

The Nestlé Middle East entity itself was formed in 1997, with headquarters in the United Arab Emirates, consolidating the Company's presence in the Gulf Cooperation Council (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates), Levant (Lebanon, Jordan, Palestine, and Syria), Iran, Iraq and Yemen – covering a population of over 220 million.

Nestlé Middle East – History



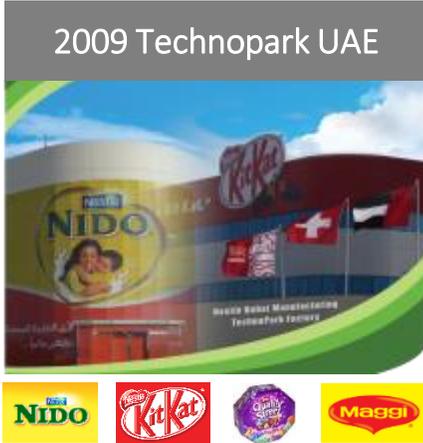
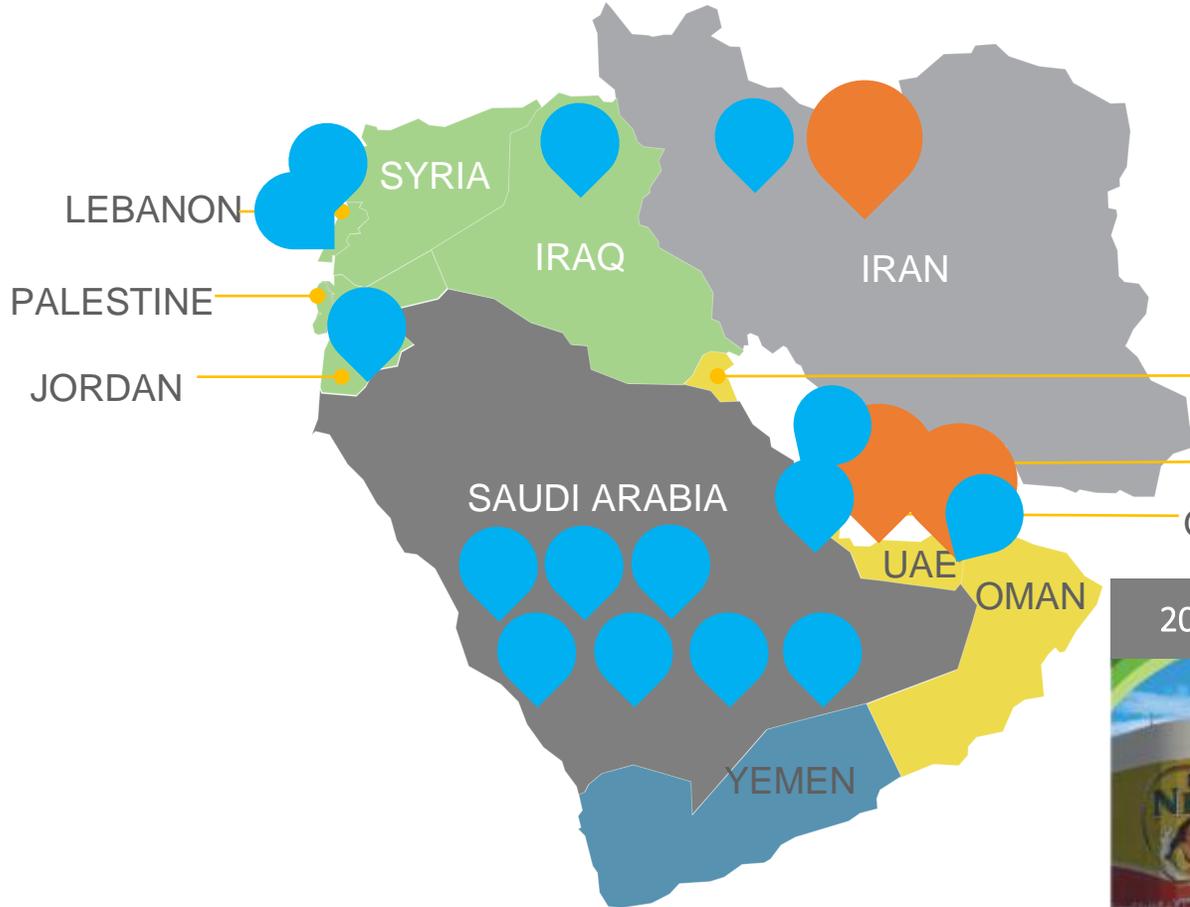
Nestlé Middle East – 13 countries - 18 factories



Water factories



Food factories



Nestlé Middle East – Creating Shared Value

US\$ 2.4 Billion
Total Sales in the Middle East



US\$ 720 Million
Investments in the region
since 2010



US\$ 360 Million
Salaries and social welfare expenses



13,000
Employees across the region



Creating
Shared Value

18
Factories across the region



Nestlé products in the Middle East



The Nestlé portfolio in the Middle East currently exceeds 60 innovative product brands in a wide range of categories: dairy and infant nutrition, bottled water, chocolate and confectionery, coffee, creamers, breakfast cereals, culinary products, and pet food, among others.

Nestlé Nido, Nestlé NAN, S-26, Progress, Maggi, Nescafé, Kit Kat, Coffeemate, Nestlé Cerelac, Nestlé Pure Life, Nespresso and Nestlé Fitness are just some of the brands available in the Middle East.

Nestlé in the United Arab Emirates – Investing in Diversity and Growth



Middle East Head Office

Nestlé Middle East FZE head office is based in Dubai, where close to 600 professionals representing more than 52 nationalities, multiple skills and backgrounds serve key corporate functions for the 13 countries in the region. The UAE has established an attractive context for businesses and manufacturing, facilitating communication, shipments, talent attraction, and providing support from authorities – all ensuring favourable conditions for Nestlé to make the country its logistical hub in the Middle East.

Direct operations

Nestlé UAE L.L.C. operates across the Emirates with offices in Dubai, Abu Dhabi, Al- Ain, Fujairah, and Ras El-Khaimah, employing more than 350 people from different parts of the world, while providing indirect employment to more than 300.

Factory investments

In addition to a Nestlé Waters factory, Nestlé Dubai Manufacturing in TechnoPark currently produces confectionary, dairy and culinary products at two adjacent plants. We recently opened our Al-Maha factory in Dubai. With a 145 million US-Dollar investment, the factory, which manufactures Coffee and Culinary products, has created 340 jobs to date. This is helping Nestlé to delight Middle Eastern consumers with their preferred recipes, delivered to them fresher and faster.

Nestlé in the Kingdom of Saudi Arabia - Pioneering Business Set Up



Saudi Arabia welcomed Nestlé as the first corporation to establish direct sales and distribution operations in the Kingdom in 2011, following more than 55 years of successful Nestlé presence through multiple agents.

The Company operations in Riyadh, Jeddah and Dammam, employ today close to 400 people and provide indirect fulltime employment to almost 1000 more. In addition, the country is home to seven Nestlé Water factories. The Kingdom was also where the first Nestlé Center of Excellence was established in 2012, helping Saudi university graduates acquire the skills to excel in the corporate world. The diverse tastes of Saudi consumers benefit from the availability of a variety of Nestlé products as well as local innovations. This includes Nescafé Arabiana, the first-ever instant Arabic coffee, developed as a result of three years of intense research, and launched exclusively in Saudi Arabia in 2013 before being introduced into other countries.



Nestlé in Kuwait – Loved Brands, Fast Growth



Enjoying one of the world's highest GDP figures, and the country with the highest valued currency, Kuwait has since 1996 been home to Nestlé operations which today employ close to 240 people and provide indirect full-time employment to almost 100 more. The operations benefit from a 4,000m² high isle warehousing facility for optimal distribution.

With Nestlé products present in the country since the 1950s, Kuwait is now among the top drivers for Nestlé Middle East, with double digit growth thanks to leading brands that are trusted and loved by our Kuwaiti consumers. Sales of coffee products have been the main contributors to growth. The latest additions of the innovative Nescafé Arabiana, launched locally in 2014, and Nescafé Dolce Gusto, are also fast becoming local favourites.

In addition, the Company focuses on employee Nutrition, Health and Wellness, running internal awareness programs to promote active and balanced lifestyles.

Nestlé in Palestine – Only Multinational Food and Beverages Company with Direct Operations in the West Bank and Gaza



In November 1997, Nestlé became the first Food and Beverages multinational company to invest in the establishment of full operations in Palestine with the creation of Nestlé Trading P.L.C. with main office in Bethlehem and additional facilities in Nablus. Nestlé employs a staff of 40 and collaborates with two distributors in Gaza to serve the people of Palestine a portfolio of products that includes Nestlé Nido, Carnation, Nesquik, Nescafé, Kit Kat, Mackintosh's Quality Street, Nestlé Fitness, NestléCerelac, and Maggi.

Nestlé is also engaged with local government and academia on a number of scientific collaborations, including visits by Palestinian officials to our global Nestlé Research Center in Switzerland for insight into food technology and regulations, and participation in food safety conferences.

Nestlé in Lebanon – Heritage and Trust



Nestlé operations in Lebanon employ close to 200 people and encompass sales, warehousing and distribution. The local operations also provide indirect employment to almost 150 more people.

A heritage of over 80 years in the country has developed trust and love for our wide range of food and beverage brands, all of which are more and more available in over 5,000 stores across all governorates, thanks to ongoing widening of distribution into more remote areas. In addition, Nestlé Waters bottles and distributes two brands, Nestlé Pure Life, which is bottled in the Ain Zhalta factory near the Shouf Cedar Reserve, and Sohat, which is bottled in Falougha and distributed in Lebanon and the Middle East since 1971.

To promote compliance in trading and address counterfeiting through strategic collaborations, Nestlé signed a Memorandum of Understanding with the Lebanese Directorate General of Customs that aims to fight against counterfeiting and smuggling.

