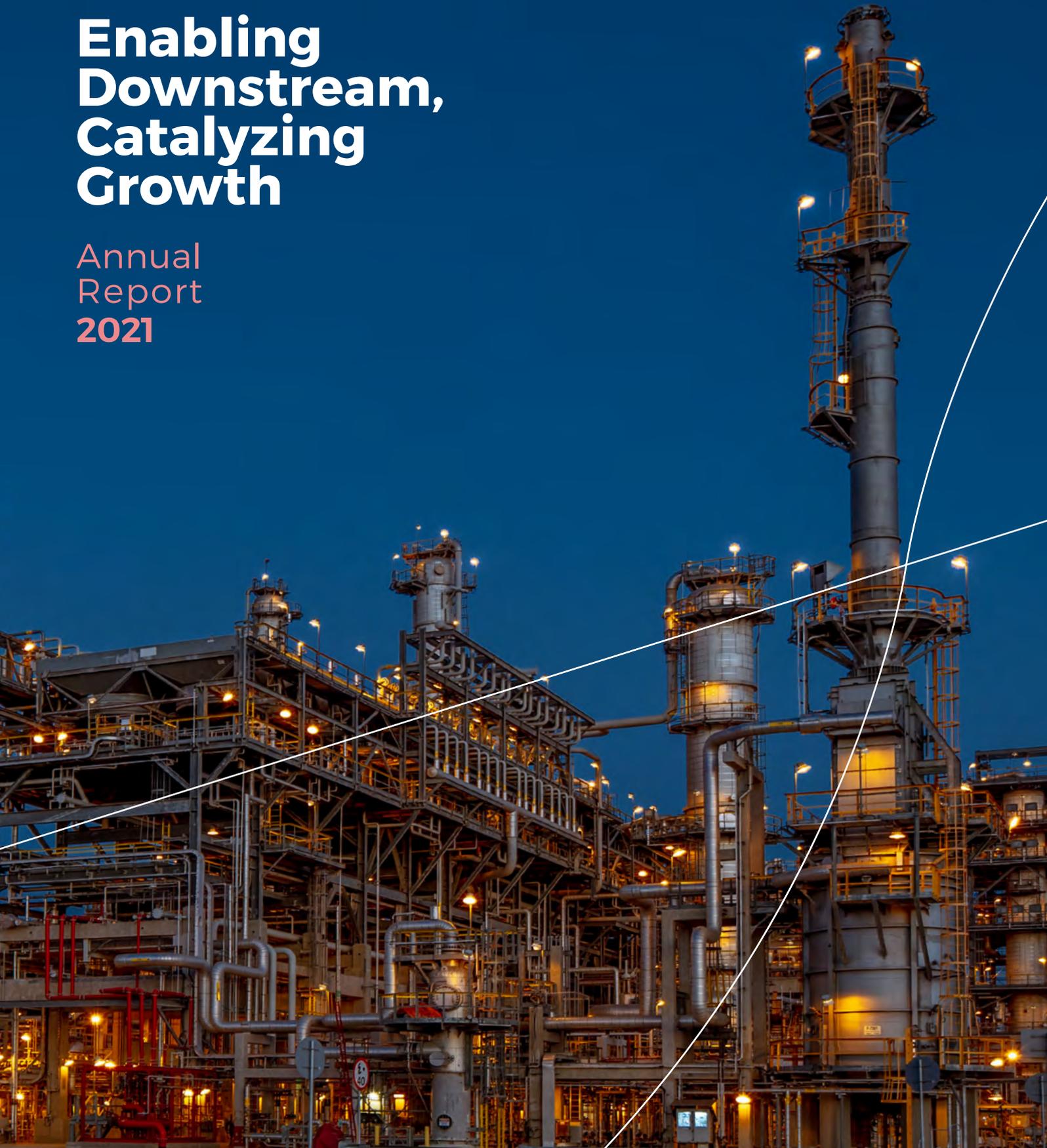


Enabling Downstream, Catalyzing Growth

Annual
Report
2021





In the Name of Allah the Most
Gracious the Most Merciful



King

Salman bin Abdulaziz Al Saud

Custodian of the Two Holy Mosques



HRH Prince

**Mohammed bin Salman
bin Abdulaziz Al Saud**

Crown Prince, Deputy Prime Minister
and Minister of Defense

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Overview





Sadara Chemical Company is a joint venture developed by the Saudi Arabian Oil Company (Saudi Aramco) and the Dow Chemical Company. It owns and operates a multi-billion-dollar world-scale chemical complex in Jubail Industrial City II in Saudi Arabia's Eastern Province. Comprised of 26 world-scale manufacturing units, the Sadara chemical complex is the world's largest ever built in a single phase.

Sadara is the only chemical company in the Kingdom – and indeed in the entire Gulf – that uses best-in-class technologies to crack refinery liquids and gases. With a Mixed Feed Cracker (MFC) that also cracks ethane gas, Sadara can adjust to varying economic and market conditions. By cracking liquids, Sadara enables downstream industries that either do not exist in the Kingdom or exist only through imports of raw materials.

Fourteen of Sadara's plants are new to Saudi Arabia and their products are being made in the Kingdom for the first time. By bringing state-of-the-art technologies to create new products, Sadara adds new value chains to enrich the Kingdom's existing chemicals landscape.

Sadara delivered its first product – Solution Polyethylene – in December 2015 and was fully operational by September 2017, ready to meet the rising demand for its differentiated products both in the Kingdom and abroad.

In another first for the Gulf region, Sadara began producing toluene diisocyanate (TDI). TDI is mainly used in the production of flexible polyurethane foam for furniture, mattresses, cushioning and car seats. It also has a variety of industrial uses, such as coatings, adhesives, sealants and specialty foams.

The adjacent PlasChem Park, a unique collaboration between Sadara and the Royal Commission for Jubail and Yanbu, began to create more value downstream, offering the prospect of unprecedented investment, innovation, economic growth and thousands of jobs.



Vision

Lead the evolution of the chemical industry by creating value for Sadara, Saudi Arabia and the world.

Core Values

1. Safety
2. Integrity
3. Teamwork
4. Efficiency & Effectiveness
5. Learning & Growth



Mission

Producing chemicals via innovative technologies and operational excellence to enable value-added products, improved quality of life and a diversified Saudi economy.

Objectives

1. First Quartile Environment, Health and Safety Performance
2. Workforce Development
3. Operational Excellence
4. Value Creation and Growth



Chairman's Message



You hold in your hands an important milestone in the growth of the Sadara Chemical Company – its first Annual Report.

As this publication explains, the year 2021 was also a milestone year for Sadara business and for the company's amazing workforce in a number of key respects.

For one thing, this year was a financial turning point: 2021 will always be remembered as the first in Sadara's history in which the company turned a profit. Its sales reached SR 17.6 billion – 67.7 percent higher than in 2020 and reaching an important milestone of more than SR 3.1 billion in Net Profits after Zakat & Tax.



Another powerful milestone was the completion of the feedstock pipelines linking Sadara's 26-plant chemical complex in Jubail with the Ethylene Oxide (EO) and Propylene Oxide (PO) Distribution Center in neighboring PlasChem Park, an industrial base for important Sadara customers – a development contributing greatly to the Downstream Transformation in the Kingdom of Saudi Arabia.

Under the wise direction of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud and the conscientious leadership of His Royal Highness Crown Prince Mohammed bin Salman Al Saud, the Kingdom has embarked on a national industrial evolution, building a downstream sector to serve our nation's traditional upstream oil and gas strengths.

Chemicals are an important part of that transformation, and Sadara is leading the way in chemical products that are brand new for Saudi Arabia. These products substantially improve the chemical options available in Jubail Industrial City and help attract more international and domestic investments in our downstream manufacturing sector.

We invite you to explore the impressive achievements of the past year as set forth in Sadara's 2021 Annual Report.

Sincerely,

Ahmad Al Sa'adi

Chairman of the Board of Directors



CEO's Message



As we look back over 2021, all Sadara team members, partners and supporters can take pride from the fact that we registered a highly successful year in the face of global economic and health challenges. Because we remained vigilant to changes in the international market and supply chain, and because we responded early and effectively to the threat of the COVID-19 coronavirus, Sadara maintained a steady course and served as a model for industrial companies. Our financials were strong, showing a net profit for the year of more than SR 3.1 billion – the first annual net profit in Sadara's history.



The year 2021 saw the completion of the Ethylene Oxide (EO) and Propylene Oxide (PO) pipeline and distribution center connecting our Jubail chemical complex to PlasChem Park. The Wasit natural gasoline pipeline was also completed, enabling Sadara to receive natural gasoline from Saudi Aramco, complementing sea shipments, and helping to make more space available at King Fahd Industrial Port (KFIP) berths. In 2021, we also saw the completion of SABIC's integration as second marketer for Sadara.

At the same time, we maintained our focus on sustainability, ensuring that Sadara remains a global industrial leader in environmental protection, health, safety, and energy conservation. Sadara registered impressive performance in controlling the loss of polyethylene (PE) pellets and powder from its facilities, through active partnership with Operation Clean Sweep® (OCS), an international program aimed at preventing resin pellet, flake, and powder loss and helping to keep these materials out of the marine environment.

We also achieved numerous certifications in 2021, and won important awards, including the Princess Seetah Award for Excellence in Social Work, for our actions in limiting the spread of COVID-19, and the King Khalid Award for Sustainability, recognizing private-sector organizations that pursue sustainability and social responsibility and integrate them into their core business strategies.

None of this would be possible without a skilled, committed workforce – a primary focus since Sadara's inception. Over 3,500 professional, technical and skilled workers have been hired, more than 74 percent of them Saudi nationals. Many have trained in- and out-of-Kingdom in the advanced technologies and processes that define Sadara.

Our key accomplishments of 2021 have built our employee engagement and provide a foundation for even greater achievements in the year ahead.

Thank you all for your contributions and support.

Sincerely,

Dr. Faisal Al Faqeer

Chief Executive Officer

Board Members



Ahmad A. Al Sa'adi
Chairman

Senior Vice President,
Technical Services,
Saudi Arabian Oil Company
(Saudi Aramco)



Abdulkarim A. Al Ghamdi
Board Member

Vice President,
Project Management,
Saudi Arabian Oil Company
(Saudi Aramco)



Ashraf A. Al Ghazzawi
Board Member

Vice President,
Strategy & Market Analysis,
Saudi Arabian Oil Company
(Saudi Aramco)



Fayez Al Sharef
Board Member

Director,
Amiral Project,
Saudi Arabian Oil Company
(Saudi Aramco)



John Sampson
Co-Chairman

Senior Vice President,
Operations, Manufacturing
& Engineering,
Dow Chemical Company



Diego Donoso
Board Member

President,
Packaging and Specialty Plastics,
Dow Chemical Company



Jane Palmieri
Board Member

President,
Dow Industrial Intermediates
& Infrastructure,
Dow Chemical Company

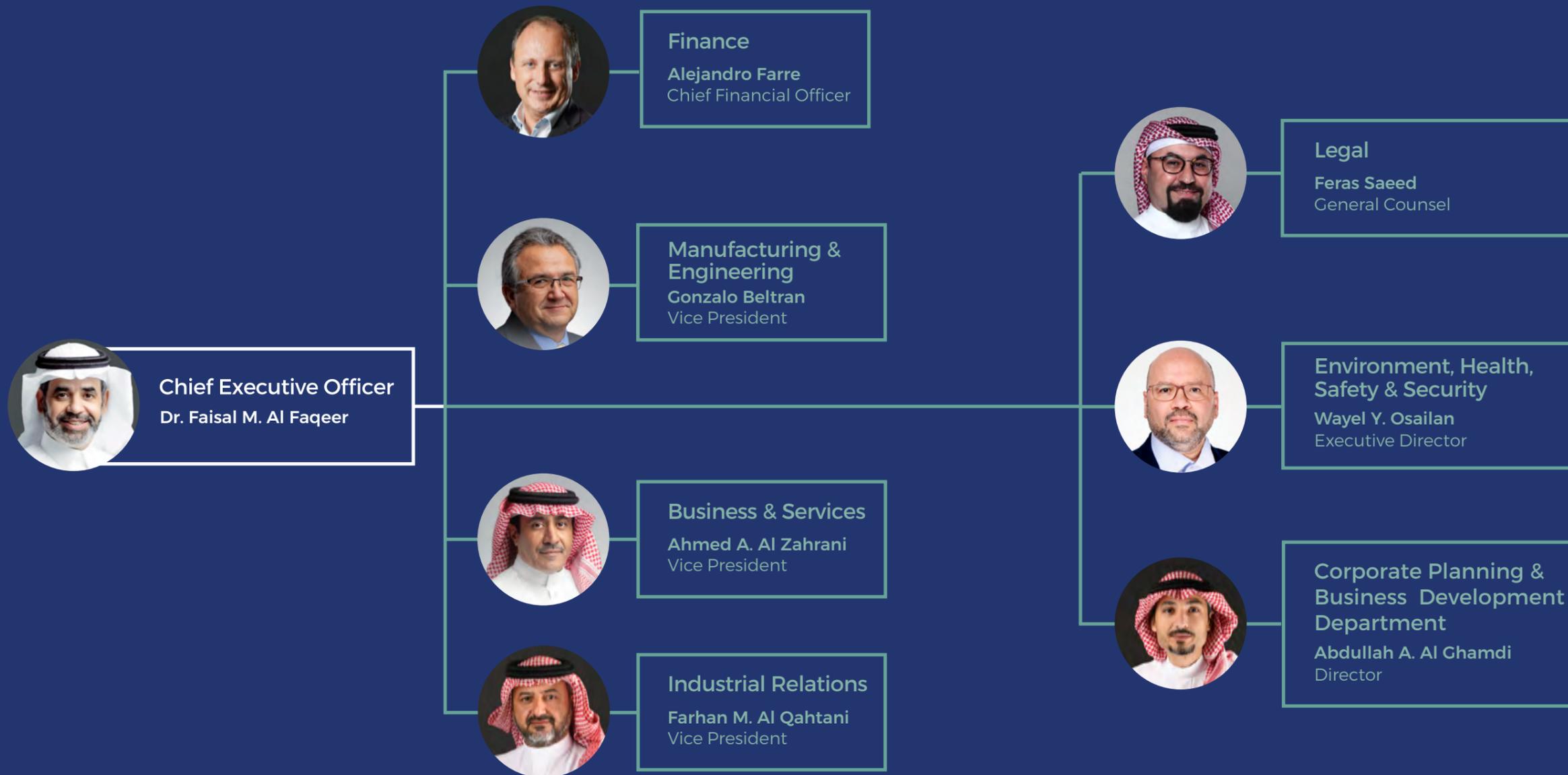


Charles Swartz
Board Member

Dow Chemical Company

Organizational Structure

Management Committee



Financial Performance



Net Sales
SR17.6
Billion

67.7%
Increase



Net Profit
SR3.1
Billion



Production Volume
2.97 MM
Tons

Sadara Announces 2021 Financial Performance with 67.7% Increase in Sales Over 2020

2021 Financial Results

Sales Volume (Kt)

2,972 Kt

Delta	kt / SR	-144 kt
	%	-5%

Revenue / Gross Sales

SAR 19.5 bn

Delta	kt / SR	SAR 7.5 bn
	%	61%

EBITDA

SAR 7.5 bn

Delta	kt / SR	SAR 5.3 bn
	%	249%

Net Sales

SAR 17.6 bn

Delta	kt / SR	SAR 7.1 bn
	%	70%

Net Profit / (Loss) after Zakat & Tax

SAR 3.1 bn

Delta	kt / SR	SAR 6.4 bn
	%	186%

Sadara Chemical Company (Sadara) recently announced its 2021 financial performance, stating that the company's sales reached SAR 17.6 billion – 67.7% higher than in 2020 and reflecting an important milestone of over SAR 3.1 billion Net Profits after Zakat & Tax – the first ever in the company's history. These results mark Sadara's completion of its fourth full year of operations and reflect its ongoing commitment to delivering world-class, high-quality products in the Kingdom and beyond.

The increase in net profit in 2021 compared to the previous year is mainly attributable to higher selling prices, continuous financial discipline, and recognition of a modification gain of SAR 1.05 billion from debt reprofiling.

In Q1 -2021, Sadara successfully completed its senior debt restructuring and as result the debt repayment was better aligned to match Sadara's expected future cash flow generation. This transaction was another critical milestone for Sadara and a demonstration of the strong support from shareholders and lenders to provide the company with the long-term sustainable capital structure to enable its continued success.

Sadara's CEO, Dr. Faisal Al-Faqeer, said on this occasion: "I'm so proud of Sadara's team and its outstanding performance. Despite the local and global challenges posed by the COVID-19 coronavirus pandemic and in the midst of an incredibly dynamic and volatile business environment, Sadara has managed to safely and reliably operate its facilities and maintain financial discipline and controls. This was manifested in the successful completion of the Isocyanate Major Turnaround ahead of schedule with zero safety incident."

Dr. Al-Faqeer added: "The additional challenge that Sadara has successfully navigated was the introduction of SABIC as a second marketer beside the Dow Chemical Company. It is our hope to leverage both titans' prominent positions in the global petrochemical environment to further enhance the company's business model and add value to its end customers."

Sadara has succeeded in establishing itself as one of the preferred suppliers within the Kingdom, reducing the country's reliance on imports and ensuring the highest level of service through increased competition.

In its ongoing pursuit of excellence, Sadara has increased its Local Content score by 10% from 2018. This comes as part of the company's continuing efforts to support local industry and contribute to domestic growth.

Market Review

Petrochemical products are affected by economic events which are important influencers in determining the longer-term capital investments and profitability of the chemical and its associated industries.

Macroeconomic activity directly drives demand for chemical end uses that encompass mostly consumer goods (including packaging), such as appliances, electronics, vehicles and toys, as well as construction or industrial uses such as solvents, coatings and fuels. Supply/demand models, therefore, utilize Gross Domestic Product (GDP), population and end-use industry growth rates to project future demand trends for chemicals. Other product-specific variables, including production cost, product maturity, threat of substitution, and technological developments, among others, also greatly influence demand growth and are taken into account by adjustments to the projected growth rates over time.

Sadara has three main types of petrochemicals:
Polyethylene, EO & PO Derivatives and Polyurethanes:

- 01.** Polyethylene represents the single largest category of the world's major plastics, with total estimated global demand of 120 million MT in 2022, and the growth rates are forecast to moderate over the coming five years approaching 3 percent. The estimated total capacity of Polyethylene is 140 MT million with an estimated operation rate of 85 percent. The expected Sadara PE market share for the global accessible market in 2022 is slightly over 1 percent.

- 02.** Chemicals produced by Sadara are primarily classified in two major groups as Ethylene Oxide (EO) and Propylene Oxide (PO) derivatives. EO derivative products are Ethanolamines (EOA), Ethyleneamines (EAE) & Butyl Glycol Ethers (BGE). PO derivative products are Polyols and Propylene Glycol (PG). Sadara is among the top six producers of Ethanolamines globally, representing 7 percent of the industrial capacity with annual global demand growth estimated at around 23- percent during the next five years. Demand is predicted to remain strong during the coming years in the cleaning/disinfection segment. There is a structural shift in the demand pattern for EOA derivatives in the cleaning products segment, mainly for the MEA grades, driven by consumer concern for hygiene during pandemic times.

- 03.** Sadara produces PMDI & TDI under the Isocyanates portfolio. PMDI production capacity represents 4 percent of the global capacity with annual global demand growth estimated at around 4 percent during the next five years. The demand for MDI is largely driven by the construction industry for thermal insulation purposes, CASE applications and also to produce rigid foams for different uses including appliances. Tighter legislative requirements in building and construction will continue to support the future growth of MDI. TDI production capacity represents 6 percent of the global capacity with annual global demand growth estimated at around 34-percent during the next five years. Primary applications for TDI are to produce flexible foams and consumer comfort applications.



Major Achievements

2
February



Sadara's contribution to local economy recognized by authorities

The Local Content & Government Procurement Authority (LCGPA) audited Sadara's 2019 financial data to assess the company's commitment to spending on local supply chains, releasing their findings in February. After a significant collaborative effort from Finance, Procurement, Human Resources and Human Capital Development, the news from the LCGPA was positive: Sadara was awarded the certification in local content, an improvement on previous years.

The Local Content Development team, announcing the certification, said: "Sadara will support the Kingdom's Vision 2030 by continuing to certify its Local Content on a yearly basis and will measure its contribution to the local economy by increasing local spending through responsible actions that enable a stronger local supply chain and drive the localization agenda in the Kingdom."

3

March



Sadara honored for helping to protect KSA citizens from COVID-19

Sadara's efforts to support Saudi citizens' health and wellbeing by limiting the spread of COVID-19 - including a SR 5 million donation to the Kingdom's Health Endowment Fund and support for healthcare providers to secure equipment with the company winning the prestigious Princess Seetah bint Abdulaziz Award for Excellence in Social Work 2020.

The panel awarded Sadara the Corporate Social Responsibility Prize, for Supporting the Ministry of Health and the Health Sector in Assisting the Kingdom's Efforts to Limit the Spread of the New Coronavirus (COVID-19).

Sadara initiatives to protect Saudis from COVID-19 included a partnership with Sipchem to supply local manufacturers with high-quality ethanol, for use in hand sanitizer provided free to the Ministry of Health (MOH).

SR5 million

Donated to preventing COVID-19 spread in KSA

100,000 kg

Of Ethanol was produced to fulfill the local demand

4

April



Two major contract wins for specialty chemical production

Sadara signed two long-term agreements to supply Ethylene Oxide (EO) and Propylene Oxide (PO) as feedstock to SADIG Industries and ILCO Chemicals (SADIG-ILCO), a Saudi-German joint venture focused on manufacture of specialty chemicals.

Under the 20-year contracts, Sadara will supply the feedstock chemicals to SADIG-ILCO's future chemical manufacturing facility in PlasChem Park. This facility will offtake EO and PO from Sadara through the Sadara EO and PO pipelines. Using these products, SADIG-ILCO will manufacture a range of specialty chemicals to further enable production of market-ready products in several areas, including coatings and adhesives, personal care products and many other industrial applications.

6

June



Sadara wins Royal Commission for Jubail & Yanbu Environmental Performance Award

Sadara received an award from the Royal Commission for Jubail and Yanbu (RCJY) for the company's work on the environment. The Environmental Performance Award, recognizes businesses with the strongest environmental performance, measured by both international standards and more rigorous metrics set by RCJY, to incentivize a safe and clean environment for residents and employees in Jubail Industrial City. RCJY presented Sadara with the award at a ceremony during the Royal Commission's World Environment Day celebration.



Sadara sets the bar high for plastics

Solution Polyethylene (SPE) Trains 1 and 2 recorded zero complaints or defects this year to date - regarded by industry as major achievements on product quality and customer satisfaction.

7

July

 **Strong Operation Clean Sweep® (OCS) performance in the first half of 2021**

Sadara issued its latest report for Operation Clean Sweep® (OCS), demonstrating impressive performance in controlling the loss of polyethylene (PE) pellets and powder from its facilities in the first half of 2021.

OCS is an international program aimed at preventing resin pellet, flake and powder loss and helping to keep these materials out of the marine environment. Sadara is an active partner in OCS, as part of its effort to develop sustainable business practices and protect the environment of its local communities.

Citing Sadara's strong progress towards those goals, the report noted that the company has installed green mesh in the grated water trenches to prevent pellets escaping to the water flow. Green mesh has also been installed in water trenches without grating, the report said. Sadara's overall OCS performance showed a 0.49 percent improvement in the first quarter of this year and 0.38 percent improvement for the first half of 2021.

August



Sadara conducts 1st energy audit, supporting Vision 2030 environment agenda

The Sadara Footprint Team, under the umbrella of the company's Sustainability Committee, collaborated with the Power Saving Team to conduct the company's first energy audit in the Utilities envelope. The shared initiative supported the Sadara Sustainability Program and was intended to verify the energy performance of the facility while exploring improvement opportunities to reduce energy consumption.

The audit identified a number of energy reduction opportunities with zero project setup costs, as well as measures which require additional evaluation for consideration. They include further optimization of process equipment operation, minimizing steam trap leaks, condensate recycling, replacing conventional lights with more efficient LED lights, more efficient use of HVAC facilities, and developing equipment efficiency monitoring models.

These opportunities will support natural resource conservation, curb greenhouse gas (GHG) emissions, minimize industrial waste, comply with stakeholder requirements and contribute to reducing power cost, in line with the Kingdom's Vision 2030 sustainability agenda.

9

September



Sadara completes Middle East & North Africa's first EO/PO distribution center & pipeline project

Sadara completed two parallel pipelines, each 7 kilometers long, to distribute EO and PO feedstock from the Sadara chemical complex to business tenants in PlasChem Park. The pipeline feeds, which tenants use to produce diversified specialty chemical products, are the first of their kind in the Middle East and North Africa (MENA) region and are significant enablers for downstream manufacturing in the Kingdom.

Sadara leaders, who witnessed the mechanical completion, highlighted the project's potential to develop new business opportunities and thousands of new jobs in the chemical industry and related sectors, playing a key role in the Kingdom's Vision 2030 plan for downstream transformation.

10

October



Sadara sets Middle East Zone (MEZ) delivery record

Sadara's Site Logistics' new truck loading and delivery records were broken, safely and successfully, for solid products destined for customers in the Middle East Zone (MEZ).

Sadara's Solid Handling Operations announced the highest-ever DAP (Delivery at Place) MOT (Mode of Transport) loading of 70 trucks (flatbed and container), surpassing the previous record of 66 trucks. Sadara also achieved the highest-ever dispatch of DAP, with a total of 72 trucks, topping the previous record of 64 trucks.

70
Trucks loaded in
one day

72
Trucks dispatched
in one day

November



Sadara wins key accreditation from US Boiler & Pressure Vessel authority

Sadara celebrated a milestone event: being awarded VR Certification by the United States National Board of Boiler and Pressure Vessel Inspectors. The certification is given to companies that meet high-quality standards set by the National Board.

Sadara will now perform testing, repair and certification of all pressure relief devices in-house, minimizing reliance on outside contractors and delivering a large cost reduction for Sadara.



Sadara inspires employees to live sustainably at Virtual Sustainability Forum

Sadara employees took part in the company's virtual 3rd Sustainability Forum, in which the CEO and other speakers stressed the importance of building environmentally-friendly habits into life both in the workplace and at home. The event was a collaborative effort involving Environment, Health, Safety and Security (EHS&S), Information Technology and Corporate Communications. More than 220 virtual attendees joined the forum.

12

December



Isocyanates Turnaround completed

Sadara announced the successful completion of the Isocyanates Turnaround (TA) – a major undertaking and the first of its kind in Sadara – with no Environment, Health and Safety (EHS) incidents.

The turnaround in the Isocyanates envelope included essential, regularly scheduled maintenance and system upgrades. The TA was completed safely with over 2.7 million safe manhours and with more than 2,200 jobs completed for 14 plants.



Recognitions And Awards



King Khalid Sustainability Award:

1st

Place in profit
organizations and
companies



Princess Seetah Award:

Social work in
the CSR category



Royal Commission for Jubail and Yanbu Environmental Award:

1st

Best environmental
performance award for Primary
Industry category

صدارة
Sadara



Sadara Presence

Contributing to
Local Value
Creation



@

صدارة
Sadara



صدارة
Sadara



صدارة
Sadara



01

Sadara's CEO accepts King Khalid Award

Sadara's CEO accepted on behalf of Sadara the King Khalid Award for Sustainability.



03

Sadara wins RC Environmental Performance Award

Sadara won first place in the Royal Commission for Jubail and Yanbu (RCJY) Environmental Performance Awards for 2020 for the best environmental performance in the Primary Industry category.



02

Sadara wins 2020 Princess Seetah Award for social activities against COVID-19

Sadara won Princess Seetah Award for 2020 entitled "Social Work in Countering Crises and Risks" for the company's activities in battling the COVID-19 coronavirus pandemic.



04

Sadara plays big role in Asharqia Chamber Logistics Forum

Sadara was official sponsor and a major participant in the 2021 Logistics Forum in Dammam in November, organized by Asharqia Chamber of Commerce.



05

Sadara contributes in the Lifelong Learning award

Sadara was honored for its contribution to Lifelong Learning at a ceremony hosted by the Royal Commission for Jubail and Yanbu. Sadara is a member of the Jubail Lifelong Learning Committee.



07

Sadara plays major role in Riyadh conference on industrial safety

Wayel Osailan, executive director of Environment, Health, Safety and Security, led Sadara's participation in the Saudi International Conference for Industrial Safety, held in Riyadh.



06

Sadara CEO and team take part in Dubai's GPCA Forum

Sadara CEO Dr. Faisal AlFaqeer attended the 15th Annual Gulf Petrochemicals and Chemicals Association (GPCA) Forum in Dubai, UAE, a gathering that focused on reinvigorating the chemical industry in the post-COVID-19 era.



08

Sadara Volunteer Club joins world volunteering celebration in Jubail

The Sadara Volunteer Club (SVC) participated in a celebration of International Volunteer Day held in Jubail at the invitation of the Social Services Department of the Royal Commission in Jubail.





Corporate Social Responsibility (CSR)



01

Innovative Environmental Solutions Competition

Held for the fourth consecutive year in collaboration with the Royal Commission for Jubail, the competition aims to encourage talented individuals and groups within the Kingdom to develop ideas or projects that contribute to the conservation of natural resources and environmental protection in line with the relevant U.N. Sustainable Development Goals (SDGs). The 2021 competition focused on the COVID-19 response, three SDGs and the Saudi Vision 2030. Also, the National Centre of Environmental Compliance participated as sponsor for this year.



02

Sadara provides electric heaters to needy families this winter

Sadara showed its support for needy families in the Jubail area this winter by donating electric heaters to the Wahaj Association charity.



03

Sadara team works in off-site cleanup

Volunteers from Sadara teamed up to conduct a cleanup outside the Sadara fence, in the latest stage of an ongoing campaign under the Waste Free Environment (WFE) initiative.



04

Blood Donation Campaign

Sadara launched a blood donation campaign with Al-Mana General Hospital (Jubail). A large number of Sadara employees participated in the campaign and it was repeated several times.



05

Community support in education & training field

As part of Sadara Internship Program, two batches of student interns were received, totalling 53 male and female from diploma and bachelor's degree programs at different educational institutions in the Eastern Province.

Also, in an effort to advance the qualifications of young Saudi fresh graduates, Sadara On-Job Training (OJT) Program welcomed 31 people from various industrial, technical and engineering specializations in the diploma programs. The OJT program continues for periods ranging from six months to a full year during 2021/2022- where successful candidates will eventually be hired as regular employees.



06

Sadara supports the community with Ramadan Breakfast

Sadara supported Resalah Charity & Wahaj Society, as a part of its CSR initiatives to support the local Community during the holy month of Ramadan.



07

Electronic Waste Campaign

Sadara supported the local community by partnering with RCJ & DAZ Co., to drive awareness of the Electronic Wastes by providing container to collect these e-wastes.



08

Sadara Children Drawing Contest

The Sustainability and EHS&S Corporate teams developed an environmental drawing contest for employees' children, entitled "Our Green Future.". The competition serves to raise awareness among current and future generations about environmental protection and related causes as well as the UN SDGs. This year's contest focused on Sadara's five pillars of the sustainability strategy.



10

Sadara active in GPCA Responsible Care Conference

Sadara played a leading role as a Platinum sponsor of the Gulf Petrochemicals and Chemicals Conference (GPCA) Responsible Care Conference in Riyadh.



09

Sponsorship of Jubail Saudi Art Association (GSFT)

Sadara sponsored the Saudi Art Association (GSFT) of Jubail in line with its CSR initiatives to contribute to the cultural pillar to drive awareness.





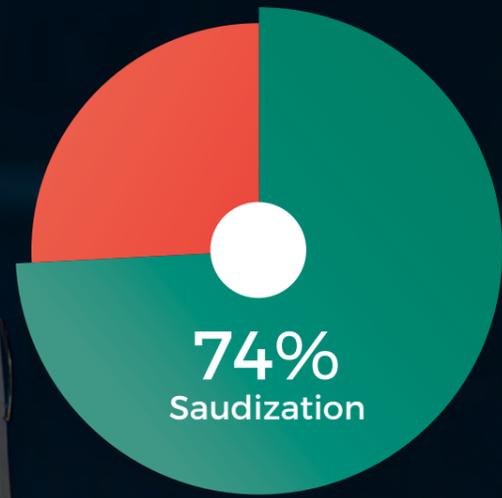
Human Resources





2021

2,288
Saudi



Digital Learning
In House

2021

62,062
Participants



Digital Learning
By Vendor

2021

4,677
Participants



Sadara Leadership Development Program

2021

94
Mentorship Program



Sadara Program for Operators and Technicians

2021

482
Total Passed Re-certification



Safety Training
In House

2021

4,186
Participants



Safety Training
By Vendor

2021

10,625
Participants



Media & Communication

60

Major Corporate
Visits, Events
and Campaigns

15

Publications
and Reports



Social Media
Performance
+27%

Audience
Growth



Traditional Media
Performance
+198%

Media Coverage
Reach



Brand
Perception
+34%

Overall Positive
Perception

