THIMAR

Strategic Direction 2026–2030

Toward a more efficient and transparent agricultural ecosystem in the Kingdom

Our Vision

To be the Kingdom's leading investment umbrella for the agricultural sector.

Our Mission

Building a modern ecosystem for agricultural market transactions that raises the efficiency and transparency of agricultural and food trade and enables its financing — contributing to food security and the goals of Vision 2030.

Pillar One	Pillar Two	Pillar Three	Pillar Four
Reviving Thimar's role in agricultural trade and marketing	Investing in the Kingdom's agritech marketplace	Expanding Thimar's role in agri-infrastructure and supply chain services	Enabling financial solutions for the sector

The Foundation — Thimar's readiness for the new phase

Our Strategic Directions

The Foundation — Thimar's readiness for the new phase

The strategy focuses on restructuring the company's operating model to align with the four pillars, supported by a capable team and leadership for the next phase — built on completing the requirements of the capital increase, pursuing the pending legal cases, and completing the financial reorganization plan and exiting it, in accordance with the applicable procedures and regulatory approvals.

Pillar One: Reviving Thimar's role in agricultural trade and marketing

Building an operational and investment presence in the agricultural trade and meat sectors, with the aim of establishing a customer base, an effective market share and a trusted brand, and generating sustainable returns that support Thimar's growth.

Pillar Two: Investing in the Kingdom's agritech marketplace

Digitizing agricultural trade transactions and raising their efficiency and transparency, through services built on quality assurance and price transparency for the benefit of producers and buyers.

Pillar Three: Expanding Thimar's role in agri-infrastructure and supply chain services

Raising the quality and efficiency of the sector's infrastructure and services — from storage and cold chain logistics to aggregation and distribution centers, quality assurance and laboratories — reducing waste and strengthening the links across the supply chain and the agricultural market.

Pillar Four: Enabling financial solutions for the sector

Expanding producers' and buyers' access to financing and insurance solutions suited to the nature of agricultural activity, raising the sector's capacity to grow and enabling the financing of its trade.

Why the agricultural sector?

The Kingdom's agricultural sector operates through a traditional system in which decisions, information and liquidity are dispersed across many parties. These structural challenges weigh on the efficiency and prices of food supplies — making the sector's development a national priority directly linked to food security and the targets of Vision 2030.

Our commitment: Thimar is committed to the highest standards of governance and disclosure, and its strategic directions integrate into a single ecosystem serving the agricultural and food sector — contributing to the Kingdom's food security and the goals of Vision 2030.