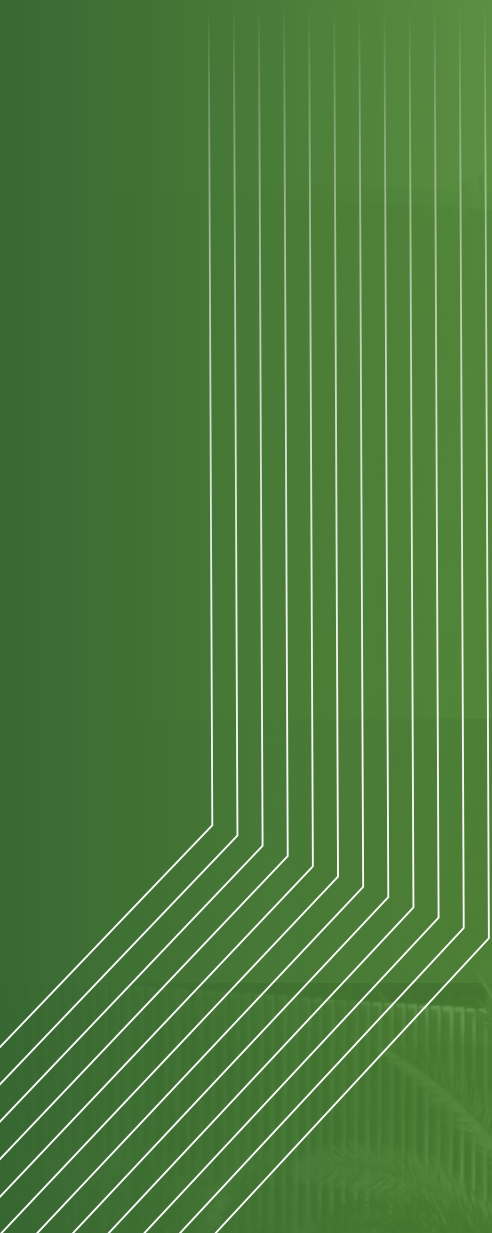


05

SIDF Strategy





SIDF Strategy

During 2022, SIDF focused on three major priorities based on initiatives and activities:



First: Customer Enablement

SIDF has a client-centric approach during the design, lending and communication phases, to ensure that all client needs are met throughout their business journey.



Third: Ideal Work Environment

SIDF always seeks to ensure a strong work culture, through building a solid structure, creating a convenient atmosphere, and establishing a resilient culture, to remain the best place to work.



Second: Institutional Excellence

By institutionalizing its efforts, SIDF is enhancing the quality of work to achieve institutional excellence through high quality and correct documentation and data storage.

SIDF's strategy is a testament to its continuous commitment to drive industrial transformation in Saudi Arabia. The strategic plan revolves around four key pillars that are closely interlinked with specific objectives. These objectives aim to empower the ecosystem by offering experience and knowledge-based products and services, and to boost investment appeal through a range of offerings. To ensure the success of the strategy, SIDF is fortified by strong organizational capabilities and a sustainable service delivery model.



Impact Maximization Axis, with the aim to achieve the following strategic objectives:

1. Maximizing economic impact.
2. Stimulating investment in national priority projects.
3. Stimulating private sector financing.



Industrial ecosystem Enablement Axis, with the aim to achieve the following strategic objectives:

1. Disseminating knowledge and active ideas.
2. Aligning the public and private sectors.
3. Identifying and anticipating customer needs.
4. Providing a seamless customer experience.



Operational Excellence Command Axis, with the aim to achieve the following strategic objectives:

1. Improving internal processes.
2. Ensuring financial sustainability.
3. Optimizing governance, risk management, and compliance.



Establishment of Human Capital and Qualified Systems Axis, with the aim to achieve the following strategic objectives:

1. Adopting a culture of accomplishment and customer centricity.
2. Attracting and retaining the best talent.
3. Optimization through digitalization and automation.

Main Objectives of Strategic Plan



1. Maximizing Economic Impact

SIDF finances projects that contribute to the growth and prosperity of the Saudi economy by promoting economic diversification, generating employment opportunities for nationals, and facilitating nationalization efforts.



2. Stimulating Investments in National Priorities

Stimulating the private sector to invest in national priority industries through incentive products and services.



3. Disseminating Knowledge and Active Ideas

Promoting national capabilities, offering valuable knowledge and data to benefit the ecosystem, and supporting decision-making processes through a range of approaches, courses, and programs, as well as sharing high-quality research and intellectual guidance.



4. Aligning the Private and Public Sectors

Striving to garner backing for the private sector by efficiently recognizing barriers and devising suitable solutions to surmount them, along with collaboration with stakeholders to drive policy reforms when necessary, thus influencing the private sector positively.



5. Identifying and Anticipating Customer Needs

Actively recognizing ecosystem needs to introduce and enhance financial and non-financial services and products that optimize their economic influence.



6. Improving Internal Processes

Constantly evaluating and improving processes within each function across SIDF's departments and divisions to deliver such processes in utmost efficiency, quality and productivity internally and externally.



7. Stimulating Private Sector Financing

Actively encouraging private sector involvement in funding ongoing projects.



8. Providing a Seamless Customer Experience

Consistently and effectively delivering SIDF services and products to customers at every touchpoint, ensuring their satisfaction and loyalty.



9. Ensuring Financial Sustainability

Seeking to secure SIDF income flow and production cost structure, to ensure the continuation of the operational and growth activities



10. Optimizing Governance, Risk Management, and Compliance

Enabling SIDF to achieve its objectives, address uncertainties and maintain integrity at work.



11. Optimization Through Digitalization and Automation

Digitizing and automating SIDF operations, implementing the necessary systems and capabilities to achieve exceptional operational efficiency.



12. Attracting and Retaining the Best Talents

Looking for a highly talented and proficient workforce within a conducive environment that fosters the development of a robust and skilled pool of human resources.






13. Adopting a Culture of Accomplishment and Customer Centricity

Creating a framework of principles, standards, and customer-focused strategies that inspire achievement throughout every department and segment.

SIDF Key Performance Indicators for 2022

In order to achieve its Strategic Objectives for 2022; SIDF has approved five KPIs, as shown in the table below:

KPI	Target 2022	KPI Status ⁽¹⁾	Actual Value	Measurement period
Objective 1: Maximizing Economic Impact				
Financing projects that foster the expansion and prosperity of the Saudi economy by diversifying industries, boosting domestic employment, and encouraging nationalization efforts.				
Economic impact of approved projects mean rate	Promising		Promising	2022
Objective 2: Stimulating Investments in National Priority Projects				
Objective description: Stimulating the private sector to invest in national priority projects through attractive value added offerings.				
Value of approved loans	SAR 12 bn		SAR 14.2 bn	2022
Percentage of approved loans for SMEs to the total approved loans	80%		78%	2022
Value of disbursed loans	SAR 6 bn		SAR 6.3 bn	2022
Objective 3: Ensuring Financial Sustainability				
Striving to establish stable revenue streams and a sustainable cost framework to sustain ongoing operations and facilitate business growth.				
Value of repaid loans	SAR 6 bn		SAR 6.4 bn	2022
Objective 4: Achieving Excellence in Customer Experience				
Enhancing the value added by SIDF services at every customer interaction point, fostering customer satisfaction and loyalty.				
Customer satisfaction index	65%		74%	2022
Objective 5: Improving Employee Experience				
Striving to establish a conducive environment that cultivates a talented and proficient workforce, ensuring the presence of a robust and competent pool of human capital.				
SIDF employee engagement index	75%		82%	2022

(1) Status Indicator Color Codes:  Fully achieved (99% or more)  Partially achieved (85%-99%)  Unachieved (below 85%)