



DRIVEN BY PURPOSE & IMPACT

SUSTAINABILITY REPORT 2022



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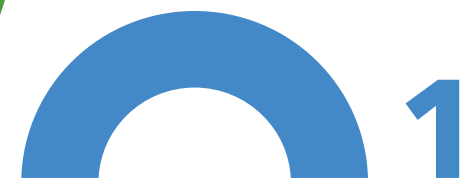
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**CEO & CSO
STATEMENT**



CEO & CSO STATEMENT

Dear partners,

May 2023 fill you and your loved ones with health, safety, compassion and joy.

Thank you for standing by our side through it all. HOLDAL is and will remain an impact driven entrepreneurial platform.

Whilst 2022 was even more challenging than the previous years, our core values and “raison d’être” allowed us to continuously adapt to the various disruptions not only to maintain and defend our legacy and our social, economic and environmental promises but also to enable and rethink the future altogether.

Our family values are the core of our corporate ideals as we strive to deliver our goals in the most responsible way possible. We put our community and our environment first and together with our passion to nurture brands we look forward to fuel the game changers of tomorrow.

We are pleased to confirm that HOLDAL reaffirms its support to the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. In this annual Communication on Progress, we disclose our continuous efforts to integrate the

Ten Principles into our business strategy, culture and daily operations, and contribute to the United Nations goals, particularly in the Sustainable Development Goals.

Let’s join forces to build an inspiring model of collective & responsible leadership.

#Strongertogether

Georges Abou Adal
CEO HOLDAL Group

&

Maissa Ghanem
CSO HOLDAL Group







GOVERNANCE & ETHICS: **CODE OF BUSINESS CONDUCT**

Message from the Chairman

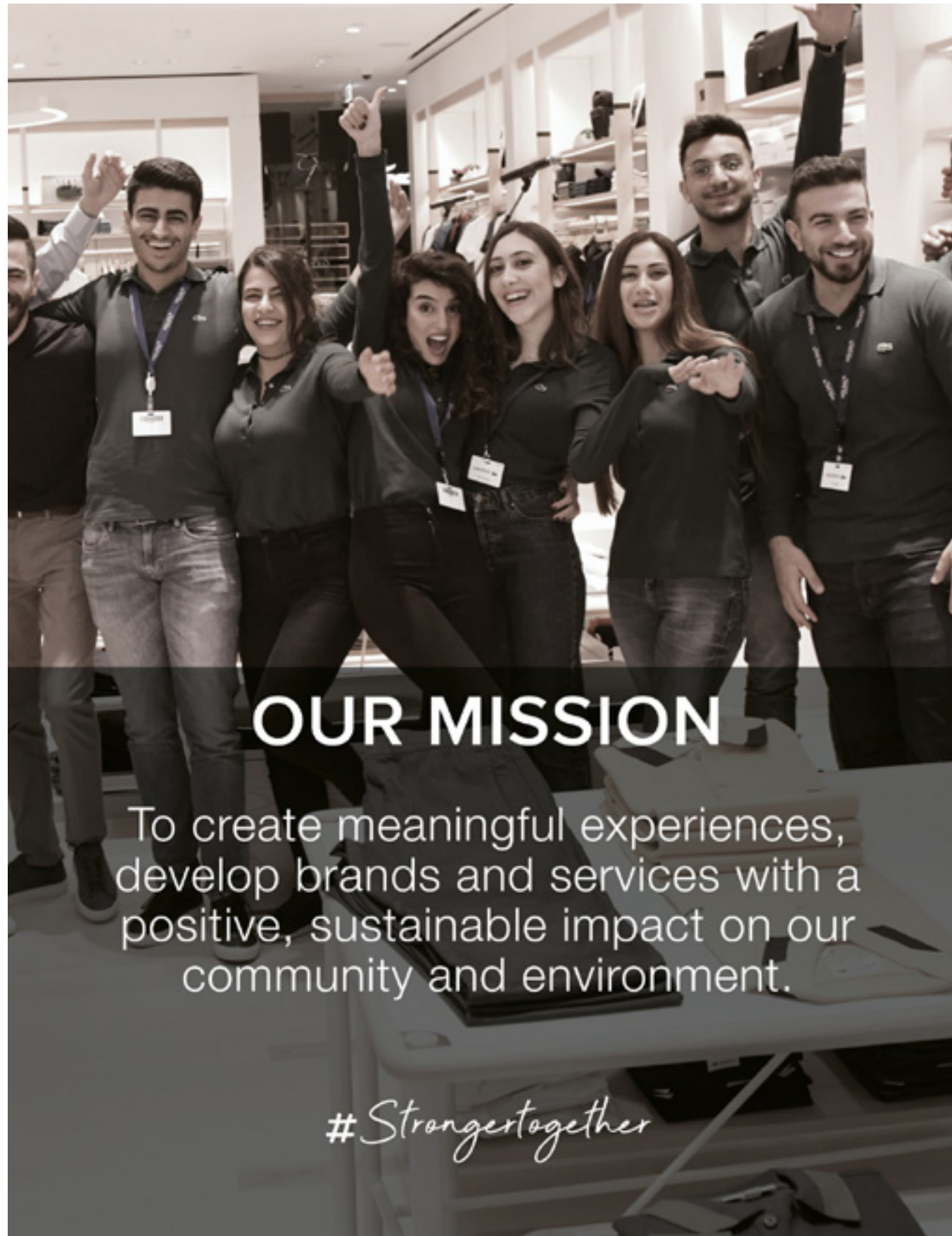
Our values are the heart and soul of our company's DNA. They support our vision and strategic goals and shape the company's culture and environment. At HOLDAL, the "how" we behave is as important as the "what" we deliver. We aim to create a safe environment where every single colleague will feel enabled and empowered to bring his passion and purpose to the service of our community. We are ALL committed to doing so lawfully, ethically and with utmost integrity. It is the responsibility of every one of us to ensure that we fulfil this commitment in our day-to-day job. All managers have a crucial duty to role model HOLDAL values and behaviors. Our group's main asset are its people. They are our driving force and our growth relies on the performance and creativity of each and every one of us; individually and collectively. We therefore endeavor to provide a work environment in which each employee finds the necessary resources for his/her individual development, while we stress on the indispensable teamwork, which is a necessary condition for our collective success.

Raymond Abou Adal
Chairman





OUR SUSTAINABILITY JOURNEY



Sustainability, impact and ethics are at the core of who we are and what we do: we intend to grow our Group in sustainable value & impact in the long run. We will never jeopardize the company's reputation, DNA, values and family legacy over the company's growth agenda.

With regards to the Ten Principles of the UNGC in the areas of Human Rights, Labour, Environment and Anti-Corruption, at HOLDAL all areas of focus are intrinsically linked to:

- **Our culture, values and behaviors (linked to our KPI's & performance reviews)**
- **Our vision, purpose & strategic goals**
- **Our investment and growth agenda**
- **Our selection of candidates, partners, brands & consumers**
- **Our Internal & External Auditors**
- **Our Risk Register, Authority Matrix & Internal Regulations**
- **Our quality control, manufacturing and supply chain**
- **Our Code of Business Conduct**
- **Our Internal Audit Charter**
- **Our SOPs covering all business streams and functions**

“ All policies ensure all colleagues feel supported in speaking up in confidence and reporting matters they suspect may involve anything related to unethical or inappropriate behavior to be identified and challenged at all levels of the organization; provide clear procedures for the reporting of such matters and provide assurance that all disclosures will be taken seriously, treated confidentially and managed without fear of retaliation. ”



OUR SUSTAINABILITY JOURNEY





OUR ESG STRATEGY & ROADMAP

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



OUR FAMILY VALUES ARE THE CORE OF OUR CORPORATE IDEALS. WE PUT OUR COMMUNITY AND OUR ENVIRONMENT FIRST AND TOGETHER WITH OUR PASSION TO NURTURE BRANDS WE LOOK FORWARD TO FUEL THE GAME CHANGERS OF TOMORROW.



SAVING
LIVES



EMPOWERING
COMMUNITIES



SUSTAINABLE
DEVELOPMENT

Everyone at HOLDAL is committed to perpetrating our values & legacy, dedicating time and resources to HOLDAL 3 CSR pillars (saving lives, empowering communities, sustainable development) and 5 Sustainable Development Goals (good health and wellbeing, quality and inclusive education, gender equality, responsible consumption and production, partnerships for the goals). ESG promises are embedded in HOLDAL's transformation journey & 2030 sustainability roadmap via a 360 multidisciplinary task force bringing the ESG annual roadmap to life.

We aim to create a safe and an enabling environment to encourage HOLDALIANS to inject their passion, purpose and expertise in order to become responsible impact driven entrepreneurs and leaders (both individually and collectively).

We strongly believe in compassionate and collaborative leadership, diversity as a strength and progressive approach to lifelong learning.

5 GENDER
EQUALITY



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



17 PARTNERSHIPS
FOR THE GOALS







THE PEOPLE POWERING HOLDAL

HOLDAL IN THE EYES OF HOLDALIANS...



**HOLDAL IS ENCOURAGING
US TO GROW!**

75 YEARS BEING DEEPLY
ROOTED & STANDING BY
EACH OTHER'S SIDE

**A PROGRESSIVE CULTURE
PUTTING PEOPLE AND
COMMUNITY FIRST**

**A PLACE THAT
RECOGNIZES
PERFORMANCE**

DREAM BIG

EMPOWERS AND
INVESTS IN OUR YOUTH

**A PLACE
WITHOUT ANY
GENDER BIASES**

INTEGRITY, TEAM SPIRIT,
ENTREPRENEURSHIP &
INNOVATION, LEADERSHIP &
ACCOUNTABILITY, RESPONSIBLE
CITIZENSHIP: VALUES WE HOLD IN
OUR DNA

**A SECOND
HOME**

**A SAFE AND
HEALTHY PLACE**

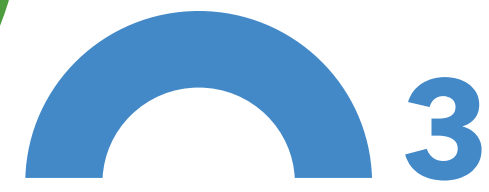
"STRONGER TOGETHER"
IS NOT ONLY OUR MOTTO
BUT OUR WAY OF LIFE

**CO-CREATING AND
COLLABORATING IS
THE FUEL ENGINE THAT
HELPS US ACHIEVE
OUR GOALS IN A MORE
COHESIVE WAY**

**A GENUINE AND
TRUSTWORTHY
ENVIRONMENT WITH
EXCITING OPPORTUNITIES**

**UNCONDITIONAL
SUPPORT**





ESG SDG & CSR TASK FORCE



LEADS

20% Of additional time
VS. day to day role

CHAMPIONS

10% Of additional time
VS. day to day role

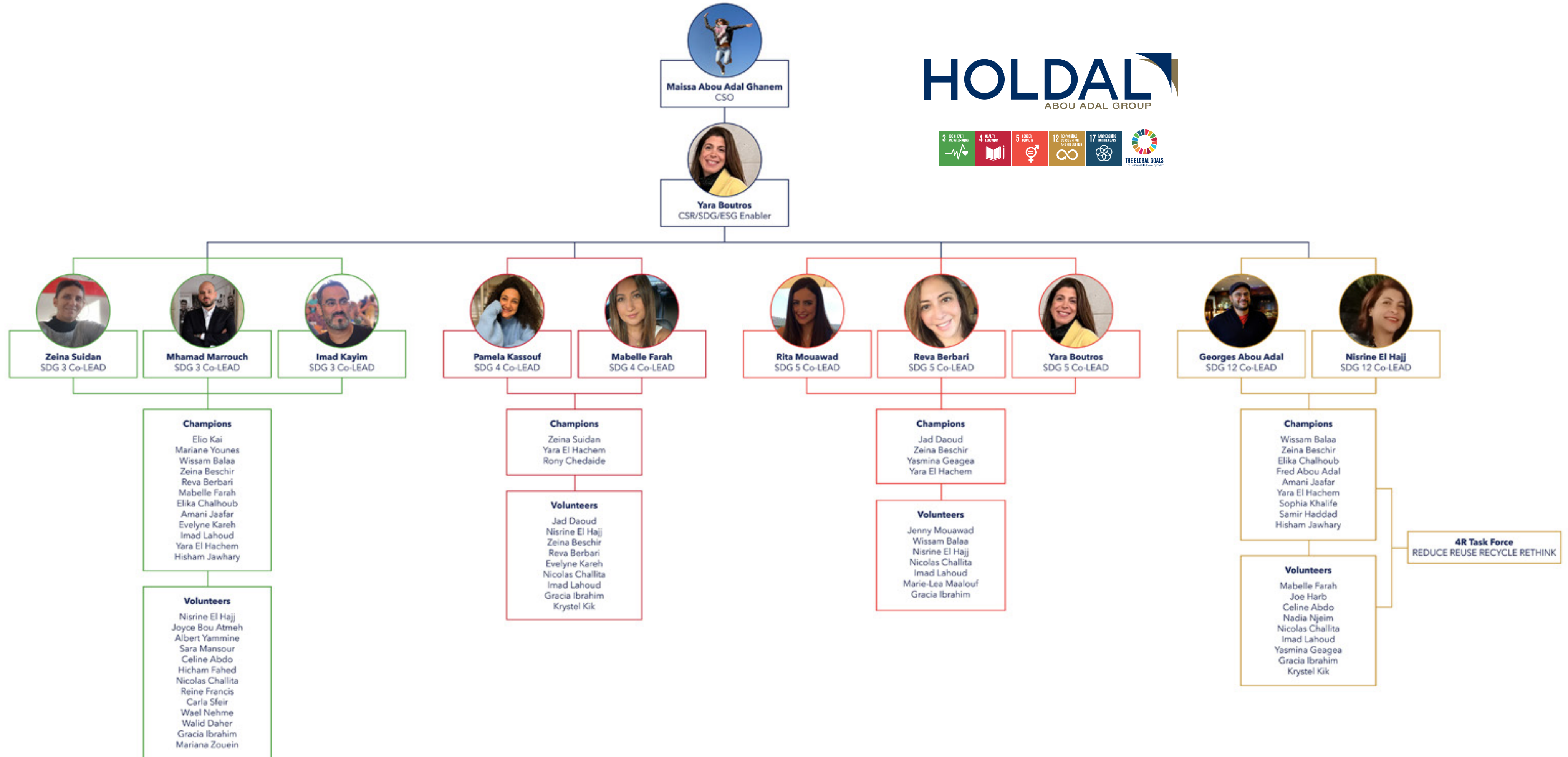
VOLUNTEERS

5% Of additional time
VS. day to day role





ESG SDG & CSR TASK FORCE





HOLDAL Health Bloom

HOLDAL's Health Bloom morphed into a primary prevention campaign with a Mental Health First Aid online interactive conference followed by a clinical forum gathering HOLDALIANS with **Dr. Jules Bakhos**. Throughout 2022, we have also been rethinking our health & wellbeing promise via the healthcare clinic solution because we want our people to feel safer, healthier and happier. Thank you Dr. Jules Bakhos for your incredible compassion and support!

There is No Health without Mental Health!

Our focus has easily shifted towards basic life needs while we tend to ignore, or forget, the all-time priority of wellbeing: our mental health. In order to maintain a workplace sensitive to people's worries and prevent mental illness, with the incredible support of **Prof. Sami Richa**, we have organized during mental health month a 3-live-session seminar debunking the myths around Depression, Anxiety, and Stress at Work.



HOLDAL x MYSCHOOLPULSE: Run for a Cause

25 HOLDALIANS ran with **MySchoolPulse** at Faqra Club to support young Lebanese fighters. HOLDAL also sponsored 1 child throughout 2022 to allow him to pursue his education from the hospital.



Close The Care Gap for World Cancer Day

On February 4th, we remembered HOLDAL survivors whom we had been supporting in their daily fights on medical treatment accessibility and overall psychological support.

World Health Day: Our Planet, Our Health

On World Health Day, HOLDAL hosted **Zen Cuisine** to share with our community tips around dietetics and nutrition. We also organized an awareness session with Dr. Jules Bakhos and Mrs. Hana Nimr from **SAID NGO** on Colorectal Cancer because our families' safety, health & wellbeing is our number 1 priority.

3 OUR SOCIAL PROMISE



Together for the Lebanese Red Cross

Mymouné gave 5% of its proceeds during the month of April to support the **Lebanese Red Cross**: 17,813,160 LBP were collected and donated.

Inclusion in the Workplace: Leave No One Behind!

We all need to foster inclusive quality education for people on the autism spectrum so that they can fulfil their potential in the workplace. At HOLDAL, we have been supporting children with disabilities to ensure they get access to quality and inclusive education.

To Teach is to Touch a Life Forever

We have been standing by the side of various Lebanese teachers who have been resilient and committed to keep going on their journey to educate our future generations! We have contributed in funding and in capacity building with several NGOs & academic institutions to ensure they continue leading in times of crisis whilst reimagining the future of Education and rethinking the learning promise to our youth.

HOLDAL x TEACH for Lebanon

On the occasion of International Literacy Day, we renewed our commitment with **Teach For Lebanon (TFL)**, a Lebanese NGO, to rethink and transform our youth educational journey and ensure quality and inclusive education for all.

Company Program: INJAZ x HOLDAL

We are proud to stand by the side of **INJAZ** for its Company Program (CP) 2022 edition for high school & university students in Lebanon. The 2022 theme was Innovation for Inclusion, specifically for disability inclusion in the workplace. Students applied the design thinking process & a human centered design approach in order to launch and manage their companies. HOLDAL accompanied 20 students from Greenfield College.

A Better Future for Every Child

For World Children's Day 2022, UNICEF called on partners and supporters to share a positive message of equality and inclusion for every child. HOLDAL gathered its partners to acknowledge children's aspirations and build a better future for them!



HOLDAL x GEEK EXPRESS

79 Young HOLDALIANS (5 to 17 years old) enrolled with **Geek Express** - an online learning platform enabling students with accredited technology skills through private and group coding classes. HOLDAL funded between 30% & 100% young coders who learned to develop video games, websites, apps and AI models. Well done to the 2022 young coders!





Beirut Marathon Women's Race 2022: Draw Your Path

On Sunday March 27th, 51 HOLDALIANS joined the Beirut Marathon Women's Race with **Stand for Women**. We also took part in the "Adopt a Runner" initiative and sponsored 47 children.

HOLDAL x The Beirut Marathon: Because Each One of Us is Beirut and All of Us Are Beirut!

For the 9th consecutive year, HOLDAL participated in the **Beirut Marathon** on Sunday November 13. 86 HOLDALIANS ran with **Our Lady of Hope Foundation** and with **Nusaned** to build on the power of togetherness.



Peaceful Mother's Day

On the occasion of Mother's Day, HOLDAL moms were pampered with beauty vouchers to remind them to take care of their wellbeing.

Paternity Leave

Paternity leave establishes the parental role from the very beginning, strengthens the partnership with the spouse, contributes to her career, and secures a lifelong bond with the child. As such, HOLDAL has upgraded the paternity leave to 10 working days and has reviewed the family friendly policy and maternity leave accordingly.

Lactation Room Upgraded

At HOLDAL, our lactation room has recently been upgraded because we value our mothers and their newborn babies. We highly embrace breastfeeding!

Zero Sexual Harassment! Women in Politics! Women Entrepreneurs & Leaders

Since 2019, we have been conducting regular sessions related to anti-sexual harassment in the workplace - **Interview SDG 5 Lead** Women and men identified and defined sexual harassment, shared their own experiences, and then participated in joint discussions paving the way to a zero-tolerance approach to sexual harassment. SOP's have been cascaded across our organization.

HOLDALIANS also gathered around International Women's Day to promote women empowerment through several round table discussions on equal employment opportunities and the role of women in politics. Gender Diversity in politics, leadership positions and on Boards is a MUST to reshape altogether a sustainable future on social, economic and environmental components. HOLDALIANS have pledged to break the bias!



3 OUR SOCIAL PROMISE



“I Took the Cut” with L’Oréal x HOLDAL x ABC x The Lebanese Breast Cancer Foundation

The **L’Oréal** Professional Products Division, in collaboration with the **Lebanese Breast Cancer Foundation (LBCF)**, HOLDAL and ABC held its annual “I Took the Cut” event in October. 14 renowned hairdressers joined the initiative, and supported women fighting cancer in Lebanon. 105 donors showed up (women and men). The hair donation drive allowed a collection of 23 KG of hair, which will allow L’Oréal and LBCF to produce and provide free-of-charge wigs for cancer patients suffering from hair fall due to their medical treatments.

HOLDAL x SAWI x LLWB: Support & Accelerate Women in Inclusion in the Workplace

The Lebanese League for Women in Business (LLWB) and HOLDAL signed an MOU as HOLDAL is a KEY EMPLOYER of SAWI. SAWI project aims at accelerating women’s inclusion and work on developing enhanced recruitment, retention and promotion (RRP) policies to advance women’s participation in the workforce. We designed and implemented a new SOP towards a Fair & Bias-Free Interview Process.



HOLDAL x JOYCE AZZAM

Joyce Azzam is from our hometown and she is the first Lebanese woman to climb the 7 highest summits of the world! Joyce is on the quest to become the 1st Lebanese woman and 2nd woman in the world to complete the Full Explorers’ Grand Slam by reaching the North and the South poles. We stood by her side by funding the first down payment of her expedition. Joyce needs your **support** to make it happen in 2023! Donate!



World Food Day & World Food Safety Day: ARDI ARDAK x HOLDAL

According to UNESCWA, poverty in Lebanon has drastically increased over the past year and now affects about 74% of the population. At HOLDAL, we call for global & local solidarity to support people in need and ensure that no one is left behind.

Among several annual initiatives, Zari3et Albe was back with **Ardi Ardak!** HOLDALIANS received a bag of various seeds (10 different types) to plant and grow in their home, garden, and on their balcony.





World First Aid Day: Lebanese Red Cross x HOLDAL

First aid training for people & companies is vital to ensure proactive safety measures are in place. Every year, the Lebanese Red Cross team trains a large number of HOLDALIANS on Basic First Aid. 69 First Aid Champions were trained this year enlarging the circle of HOLDAL basic first aid providers.

LFB x HOLDAL: Food Solidarity Drive

THANK YOU HOLDALIANS for standing by the side of the **LEBANESE FOOD BANK** to help more and more families across Lebanon.

Donner Sang Compter x HOLDAL

For the 8th consecutive year, on the occasion of World Blood Donor Day, 32 volunteers from HOLDAL & FATTAL Groups participated in **Donner Sang Compter** Lebanon Blood Drive in collaboration with the **LAU Medical Center** and the **Sin El Fil Municipality** - 29 blood units were collected. To date, 262 blood units were collected.



THE GOODWILL BOX: Donate! Be the Change!

Since 2011, thanks to our GOODWILL BOX initiative, we have been able to help thousands of families in need and assist more than 30 NGOs. Throughout the year, we were able to collect & donate several boxes filled with clothes, personal & household products, toys, shoes, accessories, books, bags and canned food. For Christmas 2022, 25 boxes of clothing were collected and sorted with HOLDALIANS recent contributions.

Fire Drill Simulation and Safety in the Workplace





Movember Annual Awareness Campaign

Our fathers, partners, brothers and friends face a health crisis that isn't being talked about. We have been addressing some of the biggest health issues faced by men: prostate cancer, testicular cancer, mental health and suicide prevention. An awareness session with Dr. Jules Bakhos was organized to prevent and inform.

HOLDAL x STEP TOGETHER

Thank you to **Step Together** for changing the educational landscape in Lebanon and for some of our beloved ones. Step Together is a place to learn, heal, live, and work that values each individual's unique abilities and strives to provide an inclusive and welcoming environment for everyone.

CHANCE x HOLDAL

We have been standing by the side of CHANCE annually by contributing with 1K USD towards their annual calendar created by the children treated for cancer.

Calling for Peace! No to Any Form of Violence

We need to embrace our diversity as a strength and collectively work on building peace for future generations. Diversity is a must, it allows freedom of opinion and choice. At HOLDAL, we strongly believe in civic education starting with us as responsible adults. "How We Behave" is as important as "What We Deliver". We do not compromise on behavior!

Father's Day

165 HOLDAL heroes were invited for a unique "Tarbouche Sunset 3ala al sate7"! Once more, we have built a unique place thanks to the love, care, solidarity and compassion despite all odds!







4

KEY CSR SUPPORTING PARTNERS





4 LEBANESE DESIGNERS

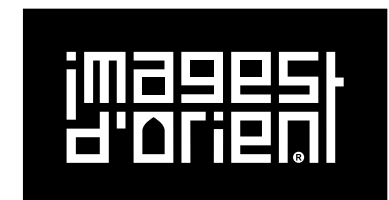
The LEBANESE DESIGNERS section was created 2 years ago to safeguard and enable our local talents, designers and social entrepreneurs. Lebanese Designers play a fundamental role in protecting our cultural heritage and legacy.

Let's come together to shape that ONE Lebanon we are proud to call HOME!
Shop Lebanese on **MYHOLDAL.com**

#Strongertogether #ProudlyLebanese



Il Était Une Fois



J A D P R I V É

Jourmana Dagher

LE JOYAU
D'OLIVE



my.
ran



TIMI HAYEK



4 OUR ECONOMIC PROMISE



The Grounded Positivity: Anchored in Passion, Guided by Curiosity & Hope to Drive Impact Beyond Success!

Christine Francis facilitated a customized edition of Grounded Positivity Leadership skills and toolkit signature program to HOLDAL leaders. Mitigating and pivoting, while sparking sustainability to recover and thrive collectively was at the center with a focus on developing full spectrum leadership to enable them to manage, lead and coach with Grounded positivity.

HOLDAL x THE VOLUNTEER CIRCLE

Thank you **The Volunteer Circle** for the inspiring work you have been doing for our youth! The Volunteer Circle is a non-profit social enterprise, providing skilled volunteers on-demand, while offering volunteer management and human resources solutions to organizations, start-ups, academic and corporate institutions. In 2022, we trained 40 HOLDAL impact driven entrepreneurs focusing on their capacity building from an ESG lens.

The HOLDAL Experience

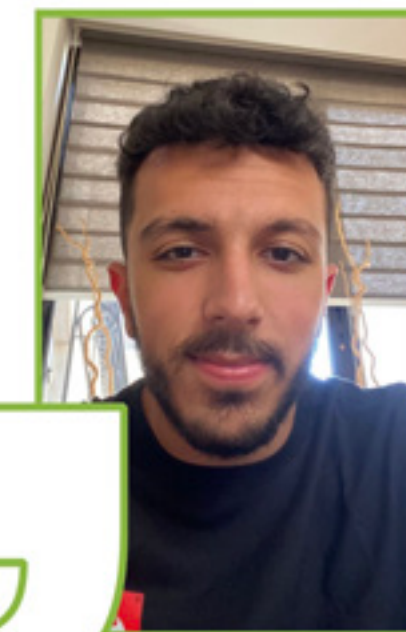
We have been enhancing on a daily basis our internal promise despite the very challenging context to create an inspiring and enabling environment in and around HOLDAL and to rethink our promise to the youth.



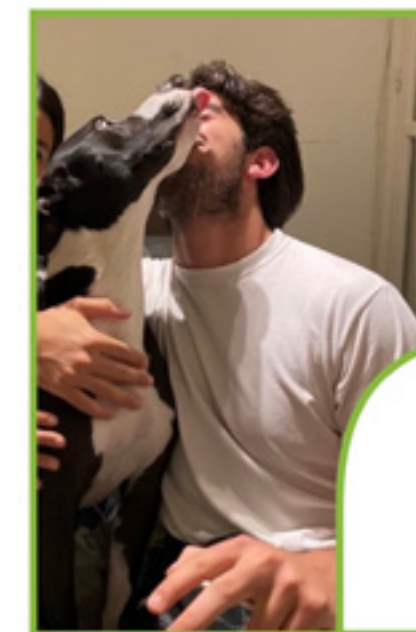
HOLDAL Internship Program

Our Summer Internship Program was back despite all the challenges in Lebanon. We onboarded 19 young talents to discover every aspect of HOLDAL.

Ghady Jbeily



Jason Soufan



Layane Khalife



Christina Wardeh





HOLDAL x IFG Board Secretaries Club

The **IFG** has a board secretaries' program that is unique in the region. It is currently building a Board Secretaries Club with HOLDAL participation among other companies. Its vision is to champion best practices in general secretariat and corporate governance by enhancing business standards and optimizing organizational performance through a cadre of professionals. Join this inspiring collective task force!

HOLDAL x The World Bank x UN Women

Despite the various challenges we have been facing in Lebanon, we are proud to announce that women's representation, empowerment & leadership improved across multiple dimensions within our Company. According to the World Bank Case Study, HOLDAL gender diversity results exceeded local standards and exceeded our Group's baseline. We are committed to bringing more gender diversity in our workplace and investing more and more in women's entrepreneurship and leadership journey. To read the full case study: **The Business Case for Investing in Women's Employment in Lebanon: HOLDAL Group - Advancing Gender Diversity through Effective Anti-Sexual Harassment Mechanisms**

ESG Stewardship Program

HOLDAL joined the Lebanon Chapter of **ESG Stewardship & TIF** to assess its ESG framework and refocus its strategy based on a thorough gap analysis and on the Group's priorities. Supported by **USAID TIF** project, the program will help HOLDAL adopt more socially responsible, environmentally compliant, and internationally-recognized governance practices, giving the company a competitive edge.

COLGATE PALMOLIVE x HOLDAL: Sustainable & Impact Driven Partnership

Thank you **Colgate-Palmolive** for standing by our side through it all, and for inspiring us to keep going on our sustainability journey! Thank you for all the solidarity drives you have been enabling!



BEESLINE x HOLDAL

Beesline team welcomed the HOLDAL SDG Task Force in their amazing premises to better understand their transformation journey and social, economic & environmental frameworks. HOLDALIANS learned so much from BEESLINE's expertise, valuable insights, sustainability strategy, roadmap & overall process. We are proud and grateful to have an inspiring partner such as **Beesline!**



HOLDAL x JOSOUR Powered by UNESCWA

HOLDAL joined forces with **UNESCWA** to launch **Josour** a local and regional initiative to reduce inequalities in the Arab region. Our community deserves to have a safe, fair and an enabling environment on both education and employment. We need to re-think collectively our promise!



Disability Inclusion Scaling Process: ARCENCIEL x HOLDAL

On the occasion of International Day of People with Disabilities, the HOLDAL family thanked **arcenciel** for its time and know-how invested on the Disability Inclusion Scaling Process. Beyond the trainings delivered to 26 HOLDALIANS to foster respect for the rights of people with disabilities in addition to combating stereotypes, prejudice and harmful practices, we signed an MOU to endorse inclusiveness of People with Disability within the workplace enhancement, through adapting an inclusive culture and working environment to recruit and accommodate them. HOLDAL received an award and a DIS gap analysis report. The HOLDAL team will be working on several actions derived from the assessment. Let us foster respect for the rights of people with disabilities, be it: education, employment, health, accessibility and independent living, in addition to combating stereotypes, prejudice and conflicting practices.

HOLDAL Joins the Leaders 4 Equality Program

Women leaders create sustainable and exponential value to our community & environment beyond what their job requires. Thank you our inspiring leaders Joëlle Bou Abboud Rouillard, Amani M. Jaafar and Rita Mawad, who took part with **BEMO BANK** in the Leaders 4 Equality (L4E) program, an IFC-led initiative, under the Mashreq Gender Facility **MGF** work plan in Lebanon to boost gender diversity & inclusion efforts & enhance leadership skills of women. Together we can create more impact!



Click on the picture to check the interview of our CEO and what he has to say about Gender Equality.

HOLDAL x Brand Protection Group Lebanon

Our Group Legal Counsel is representing our Company in **Brand Protection Group**, as we want to raise awareness about counterfeit activities in Lebanon to effectively address this major issue and to protect consumers from the hazards of counterfeit products and defend the integrity of our brands by working to eliminate illicit trade from the market.



HOLDAL x THARAWAT

We are so proud to build such a sustainable and authentic partnership with the **Tharawat** network of impact driven family businesses in the region! The Tharawat Family Business Forum is an independent membership organization dedicated to the sustainability, innovation, and growth of MENA family businesses. For more information on Tharawat most recent report, check: **climate-change-family-business-report**

Rise Conference at USJ

Our CSO participated in the 3 days RISE conference (Research with Impact for Society and the Enterprise) under the title “Organization Development as Explicit or Implicit Practice”, hosted at **Saint Joseph University of Beirut**. This year’s theme highlighted the importance of organization development in growing the capabilities of individuals and being the guide for businesses, governments, and civil societies to reach their maximum potential.

“*‘Organizational transformation’ is first and foremost a human & a cultural story. Far too many institutions underestimate this fundamental prerequisite to focus on the digital component and on processes & systems.*”

HOLDAL x Jobs For Lebanon

Among various economic solutions we have stood by, **Jobs for Lebanon** has been doing a fantastic job with their partners and volunteers to create a best in class go-to platform for every Lebanese talent looking for economic opportunities.

HOLDAL x MEREF-CCIFL

The group constitutes a platform allowing the development of a favorable economic environment for its members in Lebanon, in the region and internationally, thanks to its network and that of the CCI FIs. HOLDAL is a proud member of the **MEREF-CCIFL** and takes part in series of events and round tables related to improving the economic landscape in Lebanon.

HOLDAL x Women in Family Business

HOLDAL is a proud partner of Women in Family Business. Listen to the podcast episode on WiFB or click on the link: **The Case for Community: How the HOLDAL Group Creates Impact**

HOLDAL x Faculté de Gestion et de Management - USJ

An MOU was signed between Saint Joseph University of Beirut (**Faculté de gestion et de management**) and HOLDAL to provide guidance and job opportunities for students through joint conferences and internships. In addition, in 2022, HOLDAL CSO and CFO organized conferences for License and Masters Students around ESG framework and Corporate Finance.

4 OUR ECONOMIC PROMISE

NAJAH Scholarship Program

2022

2021

96.5% **94%**

of applications submitted
were approved by the NAJAH
committee

48% **41%**

of applicants are considered
NAJAH students & they
received a scholarship

49% **44%**

of applicants received a school
allowance based on the family's
context (beyond Najah)

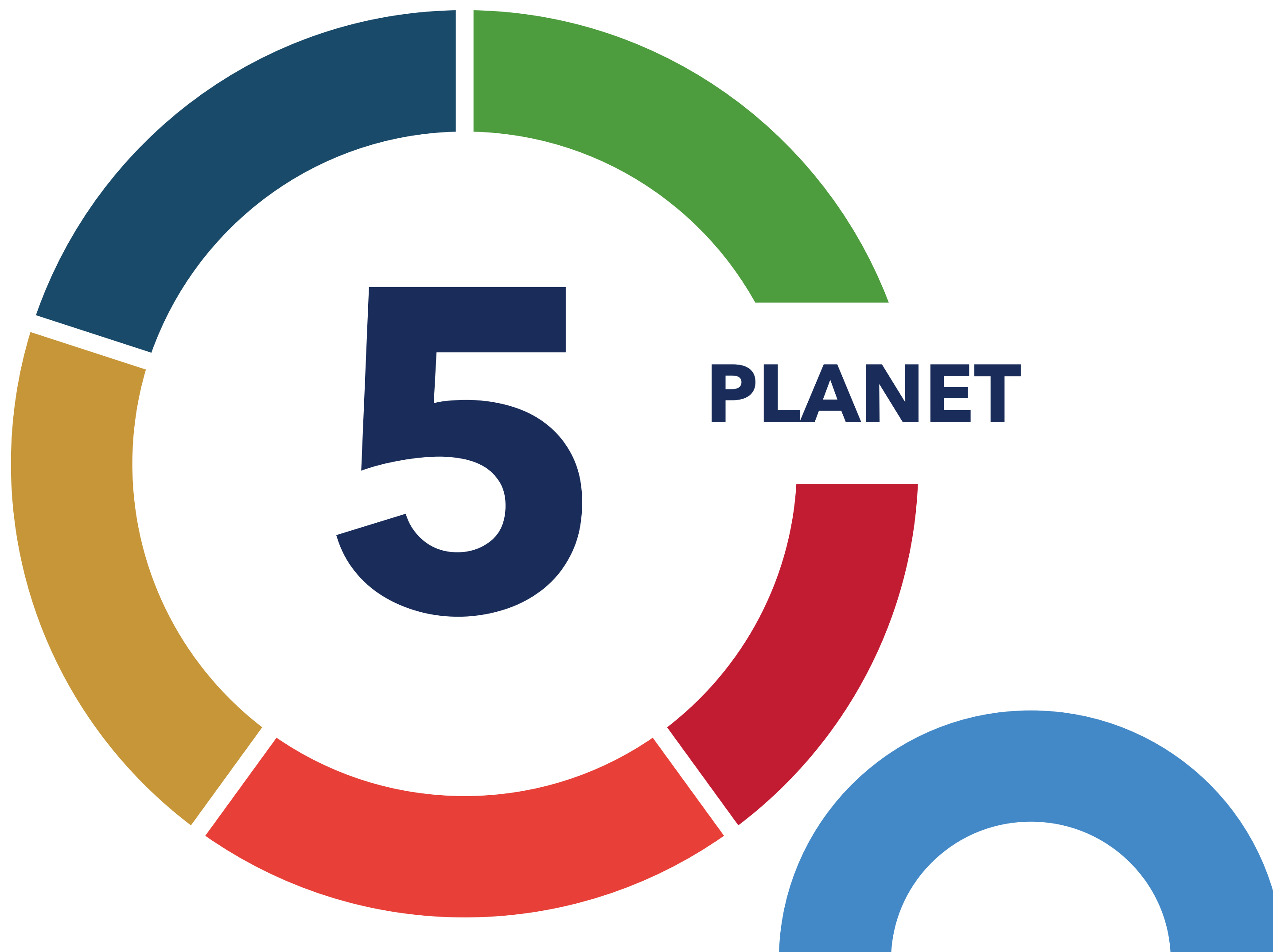
Our scholarship fund comes along with the various HOLDAL Group solidarity drives, social, educational and environmental programs (INNOV8, **ABTAL EL BI'A**, **GEEK EXPRESS**...) and school allowances.

In addition, HOLDAL has contributed to additional scholarship funds outside the Group to ensure that we also stand by the side of families who need our support in quality and inclusive education. Children in Lebanon need to grow in a safe & enabling environment; as such we will never give up on our youth: our future leaders & impact driven entrepreneurs!

“
What makes a child gifted and
talented may not always be
good grades in school, but a
different way of looking at the
world and learning.”

Chuck Grassley





5 OUR ENVIRONMENTAL PROMISE

Earth Hour Day & World Earth Day: An Hour, A Day That Can Change Decades

There is Only One Earth. We need to take care of it every single day.



On multiple occasions, we thanked our partners **arcenciel**, **ecoserv**, **FabricAID**, **Thaki** for standing by our side year after year, for the great job they have been doing and for the difference they have made so far in our community and environment. They have also been training on yearly basis our HOLDALIANS and collecting and repurposing all types of ‘waste’.

Earth Hour & Earth Day - these are simple reminders to re-shape our future. They serve as a catalyst for urgent change for some countries that are left behind.



HOLDAL is on a Mission with the 4R Task Force

Thank you our fearless 4Rs task force who has been working towards raising awareness at work, monitoring our environment, enhancing our capabilities and reporting on gaps and progress to fulfil our 4Rs mission (Reduce, Reuse, Recycle, Rethink).



HOLDAL x The World Sucks x The Municipality of Dekwaneh

In partnership with **TheWorldSucks** and The Municipality of Dekwaneh, on the occasion of the World Environment Day, HOLDALIANS rolled up their sleeves and planted fruit trees in the Dekwaneh Public Garden.





OUR ENVIRONMENTAL PROMISE

Global Recycling Day All Year with Our Partners

HOLDAL x THAKI



1823

laptops have been processed in HOLDAL warehouse and sent to schools

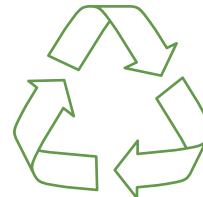
HOLDAL x FABRICAID



628 KG

fabrics collected (404 KG recycled and resold in 2nd hand concept stores & 224 KG sent for upcycling & refashioning)

HOLDAL x ARCENCIAEL



931 KG

(800 KG Paper/Cardboard, 4KG Nylon Colored, 2 KG Nylon Transparent, 45 KG HDPE, 57 KG PET, 16 KG Caps, 7 KG Metal)

LMTA x ECP x FATTAL x HOLDAL X ECO CONSULTING: ABTAL EL BI'A ECP CAMP

For the 6th consecutive year, 15 children from HOLDAL & **FATTAL GROUP** experienced the unforgettable **ABTAL EL BI'A** ECP summer camp from July 2 to 5 in Aqoura & Tannourine. The **LMTA's** Environmental Championship Program (ECP) offered them experiential learning through hands-on and enjoyable activities for a better understanding of our ecosystem and green habits. Think Green, Reduce, Reuse, Recycle and Repurpose!



Be Part of the Wave of Change: LAGOON x HOLDAL x SWIM x FEEL 22

Be The Change You Wish to See in This World!

LAGOON joined forces on May 22 with **SWIM** initiative, in collaboration with HOLDAL Group and **Feel22**. They cleaned the coastline in Amchit to prevent marine pollution in this beautiful part of Lebanon.

1

GOAL

**5000
m²**

SURFACE
CLEANED

32

VOLUNTEERS

**5.66
m³**

GARBAGE

70

GARBAGE BAGS

9

FULL BINS OF
240 LITERS
EACH



Berytech Green Innovation Days

Our CEO was part of the "Berytech Green Innovation Days" panel which aims at shedding light on innovations in water, waste, energy, food & transportation sectors in Lebanon.



5 OUR ENVIRONMENTAL PROMISE

Inhouse Deliverables VS. SDG 12 Roadmap (HOLDAL HQ)

Thank you our fearless 4Rs task force who has been working towards raising awareness at work, monitoring our environment, enhancing our capabilities and reporting on gaps and progress to fulfil our 4Rs mission (Reduce, Reuse, Recycle, Rethink).

REDUCED ENERGY

- 1 8% decrease in electricity consumption in 2022 vs 2021
- 2 PV solar panel installation: 364 panels, 196.6 KWp, to reduce dependence on fuel and reduce gas emission
- 3 Electricity separation & additional counter installation
- 4 Light separation to have independent light control by zone
- 5 LED light installation
- 6 Motion detection installation
- 7 AC cooling temperature control
- 8 Cafeteria lamps changed to LED light: 70% reduction in electricity consumption
- 9 Main gate, door separation control to reduce dependence on fuel

Annual Trainings

- Fire Drill & Evacuation Plan
- Safety In The Workplace
- Training for ERT (Emergency Response Team)
- ISO for the Factory
- GDSP (Good Distribution Storage Practice) for pharma warehouse especially
- Lightening and surge protection system assessment and enhancement
- Building safety prevention plan



Energy Consumption in Our Factory

REDUCED ENERGY & WATER CONSUMPTION

- 1 Installing an inverter working with a Lithium Batteries and a UPS system to shut down the 60kva generator after working hours, saving on energy consumption and cost (30% reduction)
- 2 Replacing the lights with LED
- 3 Limiting the use of product water to the minimum necessary for the production orders, hence minimizing considerably the water waste, energy consumption and necessary elements and consumable materials used in water treatment
- 4 Optimizing CIP (Cleaning in Place)

SAFETY

- 1 Updating the fire system to meet the latest standard to eliminate fire hazards
- 2 Training the team on safety measures in the workplace, providing them with necessary PPE and implementing a training program on how to use equipment and tools properly, avoid tracking hazardous materials, etc.
- 3 Camera control room with 24/7 guard monitoring across our premises

2023 FOCUS & PRIORITIES

Acquisition of a plastic factory, to produce our own bottles, for:

- 1 Energy consumption by utilizing our power supply more efficiently, using the maximum capacity level of our equipment such as air compressor, water chillers, etc.
- 2 Fuel consumption related to the transportation of the bottles from our suppliers to our premises
- 3 Reducing the use of shipper boxes for the bottles, as we will transfer the produced bottles directly to the filling lines (one location)
- 4 Water system control panel installation to efficiently control the pumps and equipment saving on energy cost

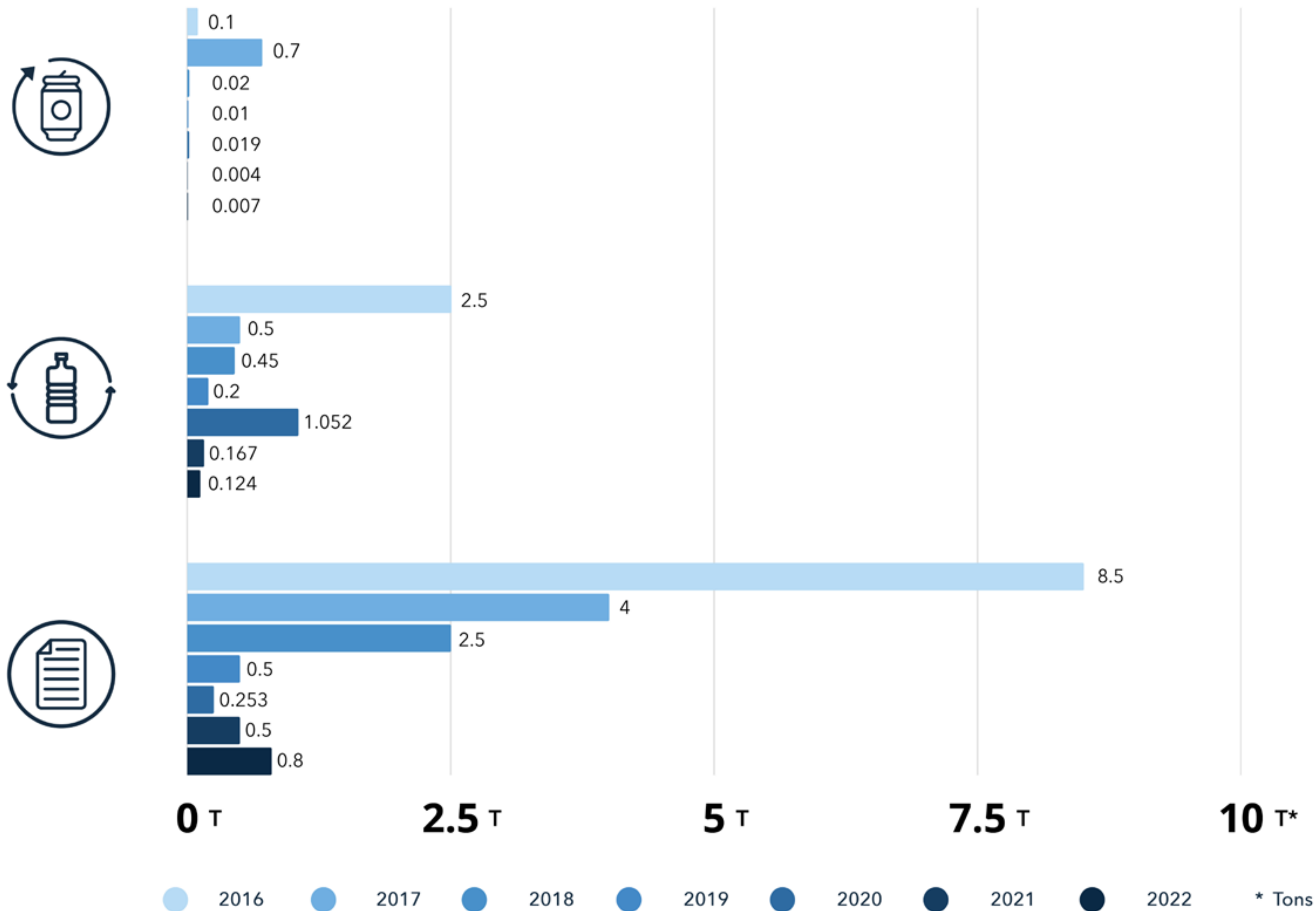
HOLDAL TECH HUB

- Strengthened our digital backbone on IT and IS for more control and visibility over our infrastructure
- Enhanced AX12 performance for better output
- Reinforce cybersecurity



OUR ENVIRONMENTAL PROMISE

WASTE MANAGEMENT REDUCTION





OUR ENVIRONMENTAL PROMISE



AREAS OF FOCUS

- OPTIMIZE & REDUCE ENERGY CONSUMPTION VS BASELINE
- DECREASE GHG EMISSIONS RESULTING FROM TRANSPORT VS BASELINE
- LED, PIR AND DAYLIGHT SENSORS IN OFFICES
- PV INSTALLATION TO POWER 1/4 OF OUR OFFICE ELECTRICITY NEEDS
- PARKING SPOTS WITH RECHARGE SERVICE FOR EVS
- DECREASE AND UPCYCLE OUTSTANDING WASTE VS BASELINE
- REDUCE WATER CONSUMPTION VS BASELINE
- CREATE A PAPERLESS ENVIRONMENT





2022 IMPACT IN REVIEW



161 scholarships granted

79 students (5 to 17 years old - 3 cycles) supported financially on a coding certification

15 children (9 to 12) supported financially for a green summer camp

1823 laptops processed & sent to schools

250 books collected, recycled and donated

60 backpacks offered to students in need

20 pro bono sessions offered to universities



42 volunteers on the task force



69 new basic first aid champions trained to provide 1st aid



29 blood units collected in 2022
& to date **262** blood units collected



138 HOLDAL runners



150 beauty vouchers donated to women on medical treatment



931 KG

(Paper/Cardboard/Plastic/Aluminium)



340,000\$ in social help

628 KG

(fabrics collected, recycled or refashioned)

300,000,000 L.B.P in medical assistance



110 parterns and collaborations

75 pro bono sessions offered in MSMEs capacity building

12 case studies around HOLDAL best practices

20 ESG awareness sessions provided across the Group



5280 hours of volunteering & community service



110 recycling bins (including e-waste) added to HOLDAL premises



Medical supply and treatment provided to selected beneficiaries



Total Population

52% are women

55

Promotions

42% are Women

123

New Joiners

60% are Women

19

Interns

75% are Women

37.5%

of Women

in Senior Leadership
Level Positions

99.88%

Average Ratio

of the basic salary &
remuneration of women
to men

0.75%

Breaches

in the Code of Conduct

0.45 %

Injuries

per hour worked

0.5%

Incident

in the Company

0.3%

Grievance Cases



LEARNING & DEVELOPMENT
THE HOLDAL ACADEMY

11.3
Hours
Average Hours/Employee

3290
Hours
Total Training Hours



230%

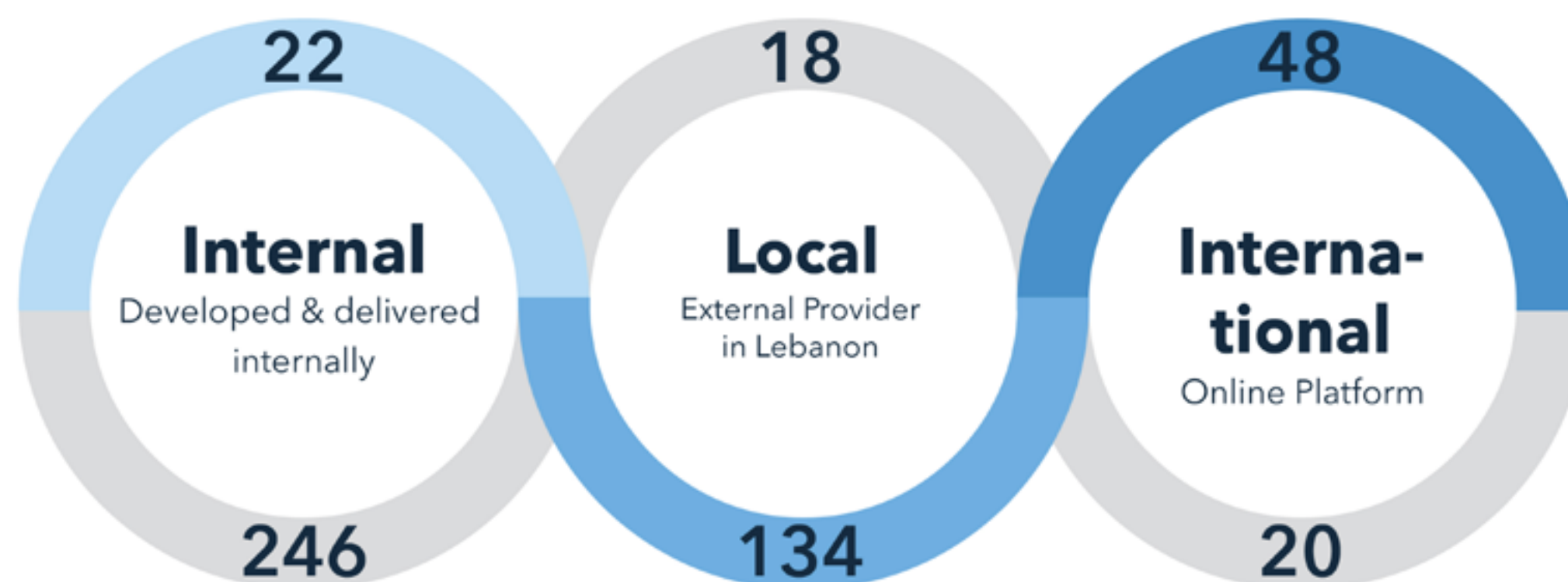
Increase of Total training hours
in 2022 (3290) vs. in 2021 (1427)



46.8%

Increase of percentage of trained
Holdalians in 2022 vs. in 2021 (38%)

88
Topics
Training Courses

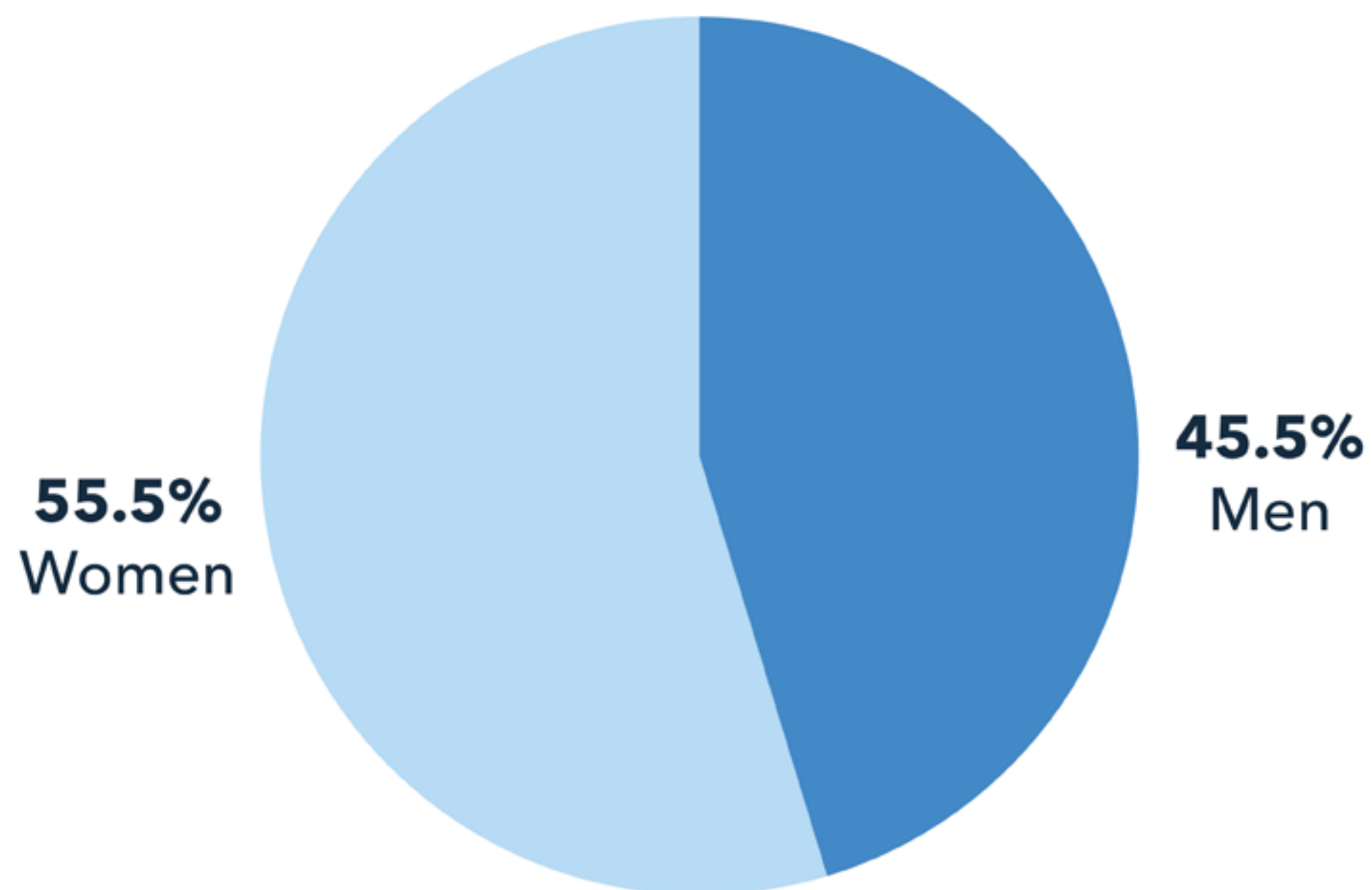


● ● ● Number of Training Topics

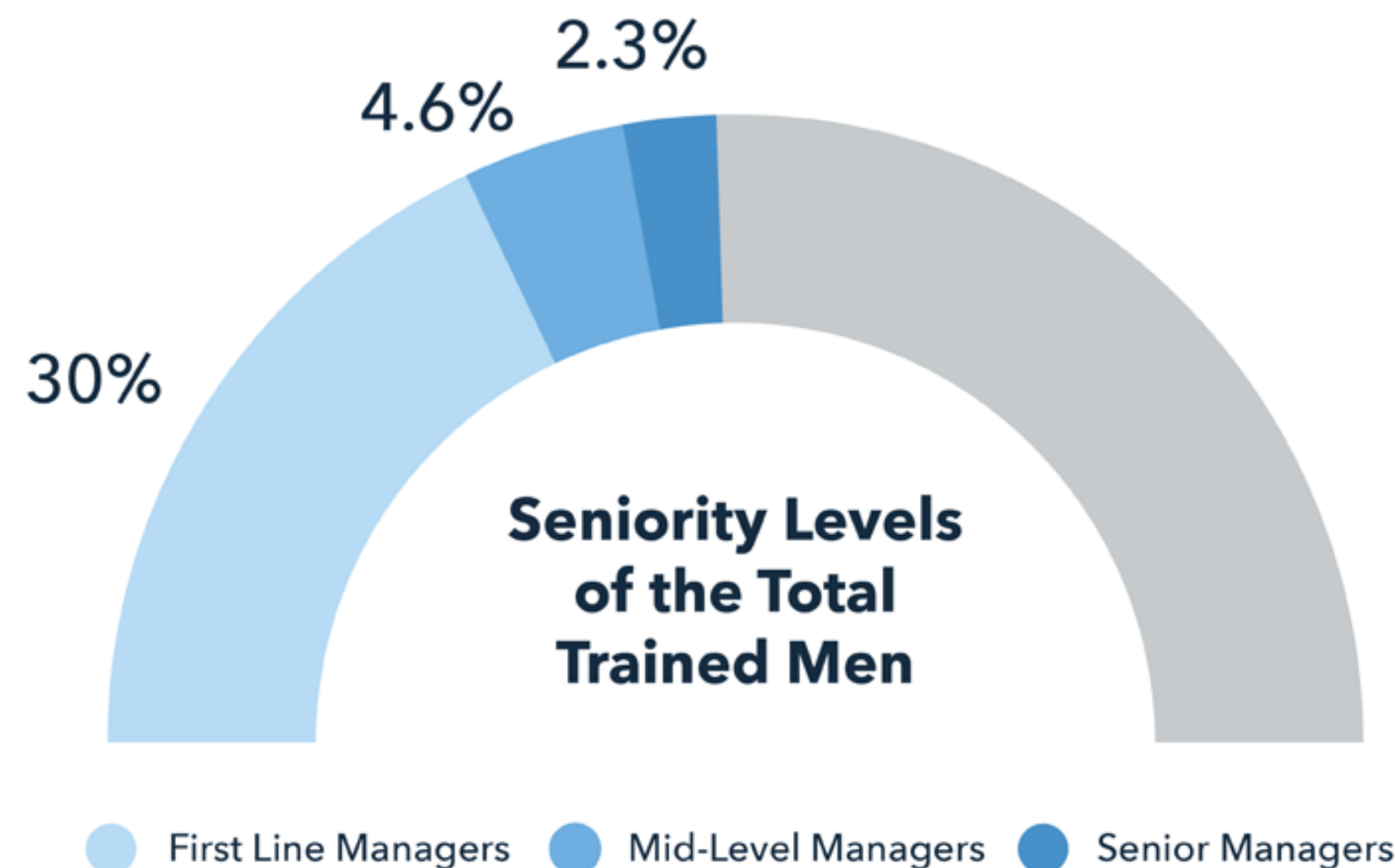
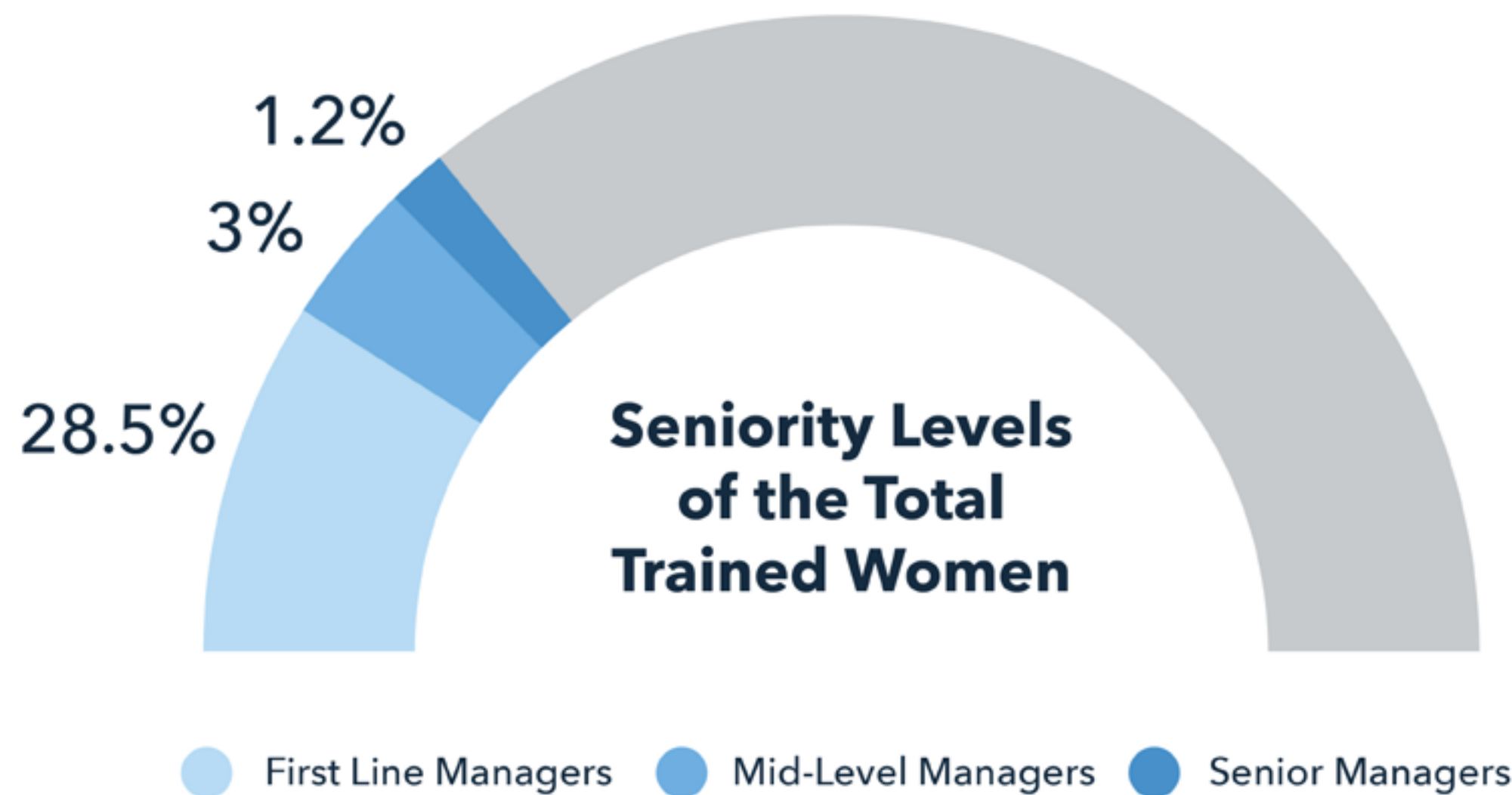
● Number of Employees



LEARNING & DEVELOPMENT GENDER DIVERSITY



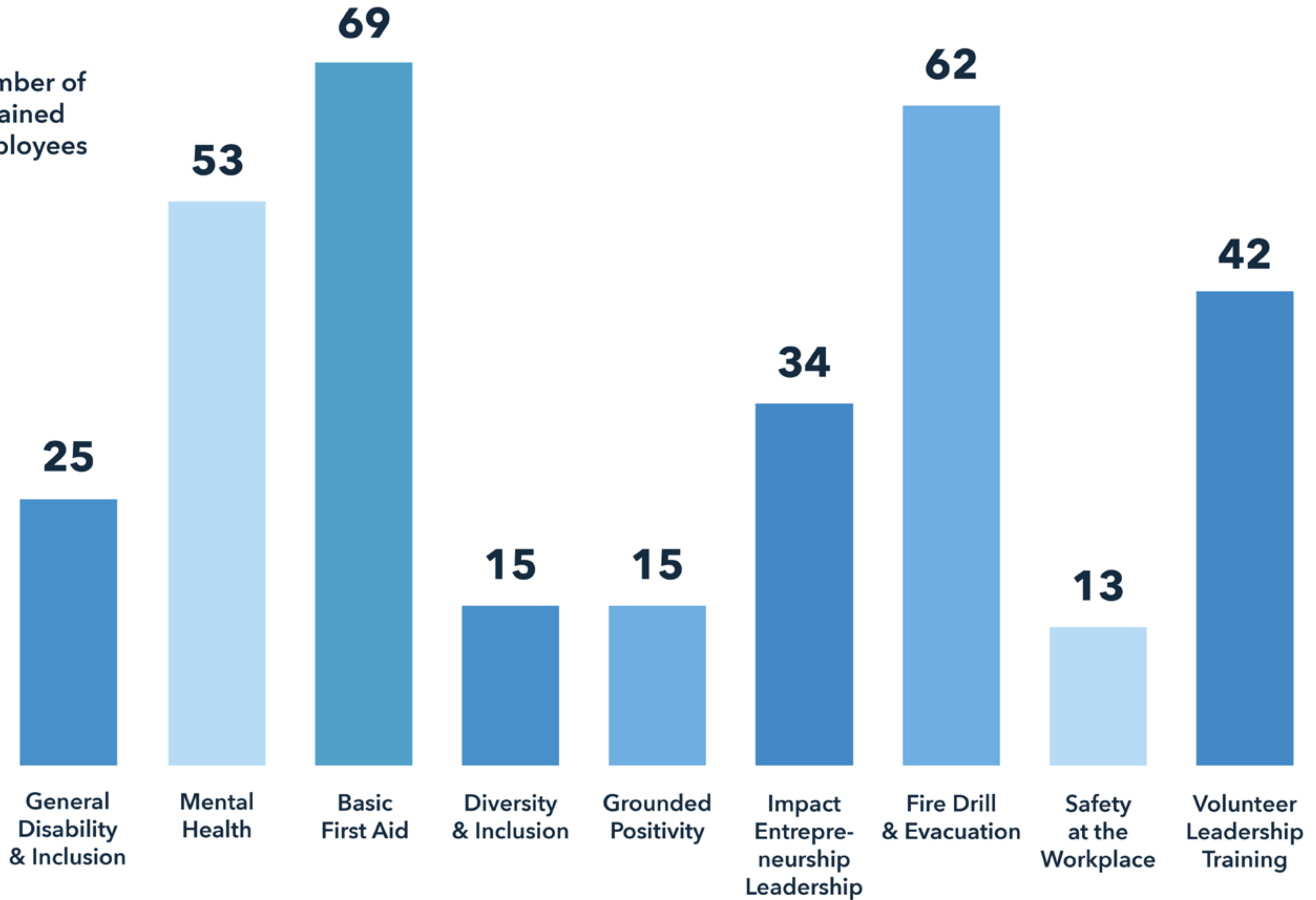
Trained Employees in 2022





WORKSHOPS & WEBINARS

Number of
Trained
Employees





2023 AREAS OF FOCUS



2023 AREAS OF FOCUS

1

Enlarge the circle of impact driven entrepreneurs in and around HOLDAL from a synergy and collective leadership perspective

2

Focus on more impactful and sustainable collaborations with strategic partners (brands, business streams, private companies, NGOs, social enterprises, start-ups)

3

Improve our promise on mental health, wellbeing and quality education

4

Improve our overall metrics when it comes to responsible production and consumption

5

Revamp the ESG Roadmap

6

Upskill & enlarge the ESG Task Force

7

Review and clarify the KSI's

8

Enhance the data collection and analytics

9

Enhance the ESG risk management process

10

Develop new SOPs on Diversity & Inclusion, on Disability & Inclusion and on mental health

11

Focus on creating new task forces and committees around key business functions and business streams

12

Streamline the existing roadmap to focus on the X factor related to sustainable impact

13

Focus on our ERP and business applications modernization & planning

14

Enhance our Ecommerce solutions - **MYHOLDAL** mobile app, new **MAISON CADRANS** website & **LACOSTE**





8 TESTIMONIALS

“

I love the way you have always treated your teams, not only as special ones, but as family members. You have turned HOLDAL into an Institution. I think this was the real legacy that was engraved in you, by Georges the First, and to which you still hold on so dearly. And that is what makes HOLDAL so resilient while facing unprecedented difficulties. This is the REAL MEANING of SUSTAINABILITY. HOLDAL has always generated high impact and driven change in the Lebanese society. What makes it so different than any other company is the authenticity, easiness with which this amount of love and generosity is generated by each of your family members. All, backed with the highest values, such as transparency and humbleness. Proud to be one of your partners!

”

Maha Rifai

Chief Scientific Officer (CSO)
BEESLINE

“

As ever I am so impressed with your commitment to Social Impact especially when things are so very tough. Most organizations would turn inwards. Please give my congratulations and respect to the whole team.

”

Christopher Kilmurry

Managing Director - CKP

“

Excellent rapport et bravo pour le travail incommensurable que vous faites pour le Liban surtout en cette crise. Fièvre de HOLDAL!!! Fièvre des Abou Adal

”

Oumayma Farah

Vice Présidente Responsable
Communication & Fundraising
- Ordre de Malte Liban

“

HOLDAL is very genuine about making its commercial activities meet SDGs at the same time. The Volunteer Circle and HOLDAL are strategic partners, working hand in hand to innovate recruitment and engagement strategies and progress towards exemplary standards of economic and social impact. Our partnership is an exemplary model of private sector-civil society.

”

Malak Yacout

Executive Director and Co-founder at The Volunteer Circle

“

It's impressive how much is done and the energy and drive that is put into this organization all year long. All the power to all the team! Respect!

”

Cyril Haddad

Regional Managing Director at
Hadbros Insurance Brokers

“

What an amazing report - thank you for consistently standing up for the people who need a voice and speak up on some of the most important issues of our time and our region. We are proud to be part of your journey!

”

Farida F. El Agamy

Entrepreneur | Lawyer | GM @
Tharawat | Co-Founder @Kyma |
Owner @OTM

“

I feel impressed and humbled by the amount of work that has gone into all of HOLDAL's initiatives, and in putting together a report that can communicate the impact of the work, and the quality of the network that has been nurtured. Reading it brings to life a lot of the things I hear you say when you speak about ecosystem, impact, sharing the family's values, and serving communities in Lebanon in (and in spite of) the difficult conditions in the country”

”

Ayoub Semaan

Cultivating Leadership

“

Amazing report and incredible impact! Well done to you and the whole team! Thank you for all the support for the House of Christmas and Together Li Beirut! We are so proud and humbled to be collaborating with you and support our beloved city and country.

”

Georges Tohme

Co-Founder Together
Li-Beirut

“

I find no words to congratulate you for your INCREDIBLE achievements... I can't imagine that you were able to do all that in one of the most atypical and critical year of our history. Indeed I Never doubted that a small group led by Raymond, Maissa, Georges and... a wonderful devoted team of thoughtful, committed citizens are changing Lebanon, reshaping our local economy; indeed, it's the only thing that will keep us persevering and believing for a brighter future. So proud and touched to be part of your annual report!

”

Dr. Fouad Zmokhol

Dean, Faculty of Business & Management, USJ | President, Mouvement International des Entreprises Libanaises (MIDEL) | Certified Independent Board Member | Business Strategist & Advisor | Entrepreneur | Public Speaker

“

You are such an amazing institution! What a report! You are holding our country together with so much efforts, love, compassion, empathy and most importantly an unprecedented generosity. What a pride for us to figure in this precious report. We business owners should be inspired by every step you take to stay hopeful and move forward a little but every day. Thank you so much for everything!

”

Ingrid Raad Dahdah

Founder - Chairwoman | Diffa Sal

“

Thank you for sharing the report with me. I salute you for the inspiring, and very valuable work you continue to do. So many internal wows were going through my head as I read it. I share with our heads of departments for inspiration and ideas

”

Yusr Sabra

Co-Founder & CEO at Wakilni

“

Thanks for sharing and hats off for the great job you do! Our communities shall fear no distress when good will and heart driven initiatives are there.

”

Ghida Ibrahim

Corporate Social Responsibility Manager -
Fattal Group



CONNECT WITH

HOLDAL
ABOU ADAL GROUP



This report is also available on **HOLDAL website**