

YEAR IN REVIEW

2023



HIS MAJESTY SULTAN HAITHAM BIN TARIK

”

Elevating Oman to the higher strata of progress that it deserves is a national duty and an immense responsibility to be shouldered by each and every citizen.



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CHAIRMAN'S MESSAGE



I am honoured to present the 2023 Annual Review and share with you the exceptional progress we have made together at the OMRAN Group. This is an opportunity to reflect on the milestones and accomplishments of the past year, our role in driving economic growth in Oman's tourism sector, and our achievements in line with the objectives of Oman Vision 2040. This year we have built on the success of 2022 as we continue to display resilience, adaptability, and a commitment to our core values. In 2023, the Group continued its journey of transformation, embarking on ambitious projects that not only redefine skylines and set a new standard within Oman but also enrich communities and elevate experiences. Our unwavering dedication to excellence and sustainability has guided us as we navigated through uncertain times, emerging stronger and more united than ever before.

Despite the prevailing economic uncertainties and operational challenges, we remained steadfast in our pursuit of innovation and growth. Our strategic investments in technology, infrastructure, and human capital have empowered us to overcome obstacles and seize opportunities, driving sustainable value creation for all our stakeholders.

One of the highlights of the year was the successful completion and inauguration of several landmark projects that underscored our commitment to excellence and innovation. Our diverse portfolio of assets, from iconic hospitality destinations to state-of-the-art mixed-use developments, provides a unique and unparalleled tourism experience in Oman.

In the past year we have also seen the numbers of visitors to Oman increase by 182%, reaching 4 million international arrivals. The upward trajectory of the nation as an exceptional tourism destination is supported by a growing portfolio of impressive hospitality assets, both in terms of properties and propositions. Our mission remains to maximise Oman's potential and drive investment into the sector to achieve the goals of the OMRAN Group and the nation as part of a thriving, diversified economy.

Furthermore, our steadfast commitment to sustainability was reaffirmed through the integration of Environmental, Social, and Governance (ESG) principles into our business practices. We recognise the profound impact our operations have on the environment and society, and as such, we remain dedicated to

minimising our carbon footprint, fostering inclusive growth, bringing sustainable development to the forefront, and promoting ethical governance practices across all facets of our operations.

As we look to the future, we remain guided by a sense of optimism and purpose and focused on achieving our short- and long-term goals for OMRAN Group and for the growth of the national economy. The outlook for the coming year presents challenges but within those are opportunities, and we remain agile in the pursuit of delivering iconic assets to the nation.

Armed with a talented and united team, a robust strategy, and a shared vision, we are confident in our ability to navigate the complexities of the global landscape and leverage our experience to become more innovative than ever before.

In closing, I would like to extend my heartfelt gratitude to the Ministry of Heritage and Tourism and the Oman Investment Authority (OIA) for their unwavering support and dedication. I would also like to thank our Board of Directors, stakeholders, the Management Team and above all our talented team. Together, we have achieved remarkable success, and together, we will continue to shape a brighter future for generations to come.

Azzan Qassim Al Busaidi
Chairman of Board of Directors



01 INTRODUCTION

INTRODUCTION

Driven by Oman's economic growth and its relentless pursuit of operational excellence, OMRAN Group reached remarkable milestones across all areas in the past year. These achievements solidified its position as a leading force in Oman's tourism sector and elevated Oman's position as a leading tourism destination.

The past year marked OMRAN Group's highest growth and financial performance since its inception. The Group recorded a net profit of OMR 31.6 million and a 44.6% increase in revenue, reaching OMR 70.4 million. Occupancy rates in its resorts and hotels also rose by 8% compared to the previous year, with a total of 774,881 guests, representing an 11.5% increase.

This exceptional growth was accompanied by the creation of socio-economic impact. A total of OMR 23 million was spent on local products and services. Additionally, OMR 15 million was invested in small and medium-sized enterprises in 2023. Omanization rates reached 95% at the Group's headquarters and 50% across the entire group.

We invite you to delve deeper into this report to explore OMRAN Group's exceptional financial and operational





01

ABOUT OMRAN GROUP

OUR MISSION AND VISION

VISION

To promote the growth of Oman's tourism sector through enabling projects and investments and creating new lifestyle options.

MISSION

To create sustainable and authentic tourism assets, lifestyle communities and destinations that drive economic growth and contribute to the diversification of the economy.

OUR VALUES

OMRAN Group's three core values are deeply embedded in the respect of nature, culture and communities whilst remaining true to the underlying commitment to sustaining economic benefits to Oman.

KNOW-HOW

As an Omani company, we understand the country's people, government, heritage and environment like no other

RESPECT

Drawn from the natural respect ingrained in the Omani people, we respect not just our own people but also the communities in which we work

BEYOND

With a passion to strive for a better future for Oman, we push the boundaries of what is expected and what can be achieved

OMRAN PORTFOLIO

5 Master Developments

29 Hospitality Assets

8 Strategic Partnerships

5 Nature & Heritage Attractions

3611 Employees

5 Subsidiaries

OMRAN GROUP

BOARD OF DIRECTORS



H.E Azzan Qassim Al Busaidi
Chairman of Board of Directors



Al Mutasim Said Al Sariri
Vice Chairman



Hanaa Mohamed Al Kharusi
Chairman of the Audit and Risk Member



Omar Salim Al Hashmi
Member



Keyth Pisani
Member



Abdullah Mohammed Al Rashdi
Member



Ali Mohammed Al Battashi
Member

OMRAN GROUP

MANAGEMENT TEAM



Dr. Hashil Obaid Al Mahrouqi
Chief Executive Officer



Hilal Masoud Al Jadidi
Chief Human Capital Officer



Mohammed Khamis Al Ghufaili
Chief Operating Officer



Mohammed Murtadha Al Eissa
Chief Corporate Planning and
Communications Officer



Saif Ali Al Hinai
Chief Development Officer



Saif Sulaiman Al Yaarubi
Chief Financial Officer

02

NOTABLE ACHIEVEMENTS

Record Numbers in the Group's History



199%

Achieved a net profit of 31.6 million Omani Riyals in 2023, marking the highest financial performance in the Group's history, representing a 199% Increase Comparing to the Last Year.



44.6%

Growth in revenues, exceeded 70.4 million Omani Riyals.



671

 million Omani riyals

in financial growth, reflecting the increase in the book value of the Group's assets.



539

 million Omani riyals

A substantial increase in equity, exceeded half a billion Omani Riyals.



NOTABLE ACHIEVEMENTS

ICV Contribution:

Achieved **51%** in country value index, reflecting our strong support for SMEs.

Invested over **200,000** Omani Riyals in technology localization

Total spending on SMEs amounted to **15 million** Omani Riyals

Achieved a Silver rating in Verimarket's **ESG** assessment

Sustainability Impact:

In line with its efforts to make a positive social impact, the group is continuing its partnership with the Oman Food Bank for a second year, collecting excess food from its hotels and resorts to feed those in need.



7,000 Kilogram

Meales Distributed



4,200 Kilogram

Excess Food Collected



2,025 Kilogram

Paper recycled



DEVELOPMENTS



56 Million

In 2023, OMRAN Group proudly reached a milestone of 56 million safe man-hours without a single LTI.



The Official

The Official opening of Oman Adventures centre in Musandam.

AWARDS



SUSTAINABLE CITY YITI

The Sustainable City Yiti: GCC Housing Award 2023



OCEC

The "Best Venue" at the Middle East Event Awards 2023



MUSANDAM ZIPLINE

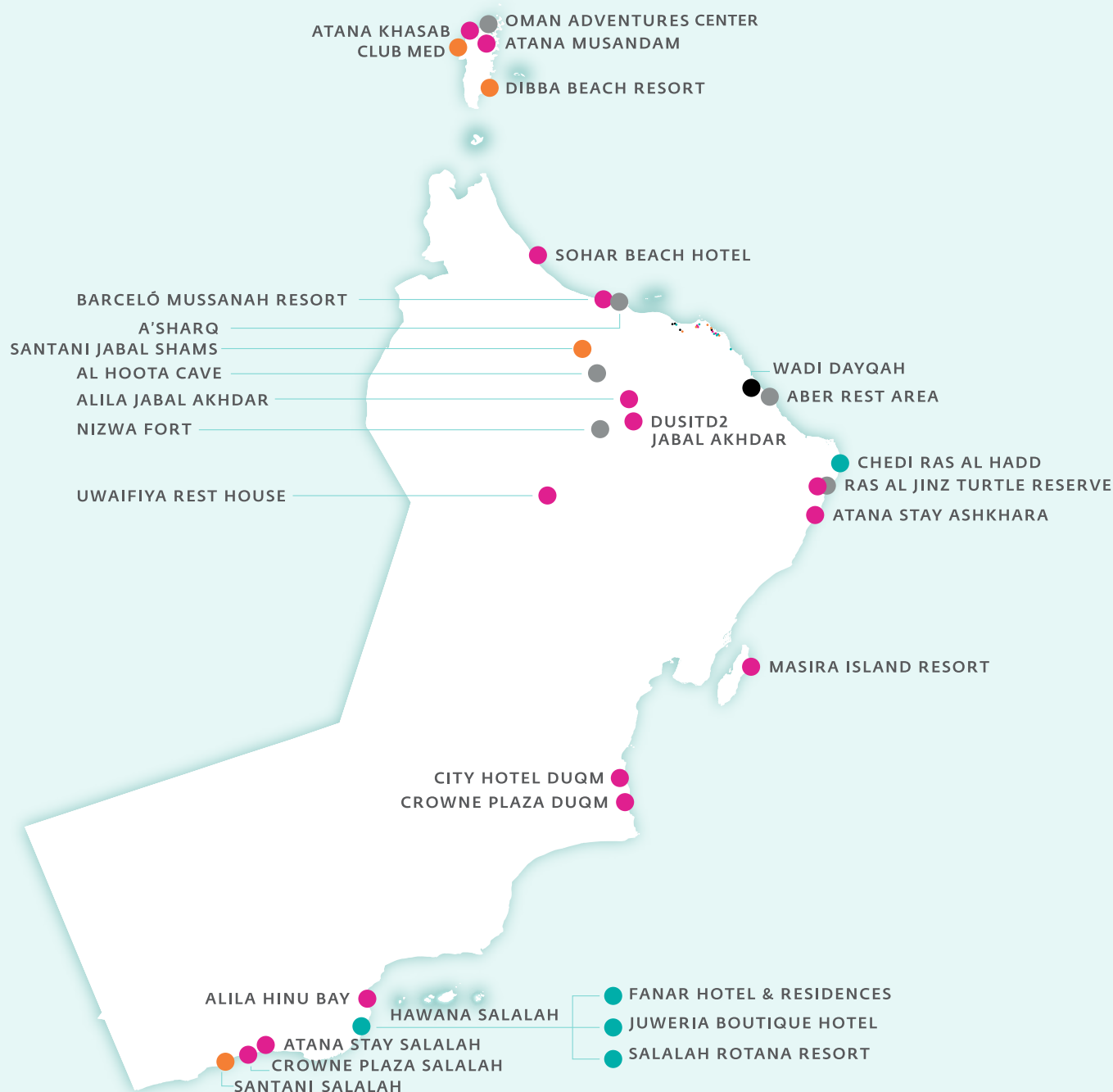
The world's longest zipline over water, as certified by Guinness World Records



OMAN SAIL

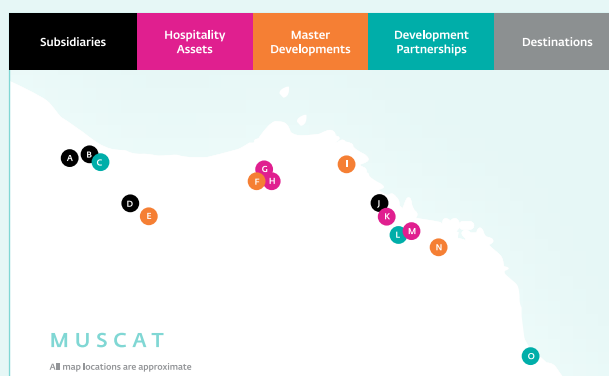
Oman's first ever silver medal at the Asian Games Best Sports Event CSR Initiative at the Middle East SPIA Awards 2023

OMRAN Portfolio



- A Visit Oman
- B Oman Sail
- C Al Mouj Muscat
- D Oman Tourism College
- E Madinat Al Irfan
- Tilal Al Irfan
- JW Marriott - Madinat Al Irfan
- Crowne Plaza Muscat OCEC - Madinat Al Irfan
- Oman Convention & Exhibition Centre
- Itlatat Al Irfan
- F Mixed Use Project in Shatti Al Qurum
- G InterContinental Muscat
- H W Muscat

- I Mina Al Sultan Qaboos Waterfront
- J Waterfront & Marina Services
- Marina Bander Al Rowdha
- K Al Bustan Palace Ritz-Carlton
- L Muscat Bay
- M Jumeirah Muscat Bay
- N Yiti Project Development
- The Sustainable City Yiti
- Aida
- Nikki Beach Resort & Spa
- O Jebel Sifah
- Sifawy Boutique Hotel



03

SUBSIDIARIES



OMAN CONVENTION
& EXHIBITION CENTRE
مركز عُمان للمؤتمرات والمعارض

OMAN CONVENTION AND EXHIBITION CENTRE

Oman Convention and Exhibition Centre (OCEC) plays a vital role in the Sultanate of Oman's integrated tourism development plan by attracting business events, conferences, exhibitions, and conventions. Given its potential to serve as a critical contributor to Oman's economy, OCEC continues to position Oman as a premier destination for business events and conferences, attracting visitors from around the globe. Its exceptional high-standard facilities, services, and strategic partnerships have earned OCEC an outstanding reputation and cemented its position, and by extension, Oman's, as a leader in the region's Business Events sector.



2023 Achievements

1.5 Million
visitors from
90 countries

+62%
rise in visitors
compared to **2022**

230
Local Events

Best
Venue at Middle East
Events Awards **2023**

19
International Events



OMAN SAIL

Established in 2008, Oman Sail has contributed significantly to putting Oman on the worldwide sailing map; by hosting global sailing races and attracting local and international professional sailors to compete in such events. In addition, Omani teams have represented the country at prestigious international events, providing opportunities for tourism revenue growth and showcasing the Sultanate of Oman's natural beauty and hospitality.

Under the OMRAN Group, Oman Sail has proved to be a leading organisation in promoting sailing sports and youth development programmes and boosting tourism in Oman through its remarkable achievements over the years.

2023 Achievements

483	In the Community Sailing Programme
320	In Try Sailing
82	In Optimist Race and Youth Clubs
25	In ILCA Class

910

sailors participating in Oman Sail's community programmes

Oman Sail launched the 2023 season by hosting the 44Cup's first round, following the success of the 2022 finale. The Oman Sailing Championship in Ras Al Hadd and Mussanah Race Week at Barceló Mussanah Resort attracted 107 sailors from eight countries. Additionally, Oman Sail hosted the World Veteran Table Tennis Championships at OCEC with over 1,600 players aged 40 to 92 competing for 44 World Titles. They also supported the Tour of Oman 2023, helping organize the Muscat Classic and Tour of Oman, featuring challenging routes from Al Rustaq Fort to Jabal Al Akhdar and gaining significant media coverage.

Best Sports Event CSR Initiative

In May 2023, Oman Sail's SailFree program won the Best Sports Event CSR Initiative at the Middle East Sports Industry Awards. SailFree has shown that sailing can positively impact people with disabilities by fostering freedom, life skills, and teamwork. The program enables those with no prior sailing experience to learn, develop, compete internationally, and train coaches to empower people with disabilities, making sailing accessible to all.



VISIT OMAN

Visit Oman is an innovative digital travel booking gateway that connects international travellers with the best of Oman's rich and diverse tourism offerings. It is committed to enhancing the reputation of Oman as a world-class tourist destination. In 2023, Visit Oman reached new milestones in its mission to drive increased high-quality inbound leisure traffic to Oman. Signing agreements with Mastercard, Loylogic and ASP Online Software added a new dimension to the platform by being able to promote Oman to billions of tourists around the world and reward returning customers, while partnerships with Cozmo Travel and Prioticket further strengthen the proposition in targeted markets. The unique partnership with the UnderTheDoormat Group, initialised in 2022, began this year to pave the way for opening government-approved short-term rentals in Oman while offering travellers from around the world choice in the types of accommodation they can access to explore everything Oman has to offer. Furthermore, agreements with Attraction World Group (AWG), a leading distributor of high-quality travel experiences and attractions, and Platinumlist aim to digitise and diversify Oman's travel offerings. Both partners will promote Oman as a premier tourism destination and provide tickets for top attractions in the country to people around the world. Together with Omantel, VisitOman embarked upon a new strategy to propel digital innovation in the tourism and tech sectors with the launch of a dedicated portal on its platform exclusively for Omantel customers. Omantel's Makasib points will be integrated into the Visit Oman booking platform, providing the opportunity for loyalty members to redeem live bookings with instant confirmation. Visit Oman has always remained dedicated to its values of focus, quality, trust, connected choice, and simplicity. Moreover, with its continued focus on building strong, strategic, and commercial partnerships, Visit Oman is well-positioned to promote Oman's tourism industry and attract more visitors to the beautiful country.

Key Figures



Invested

250 Hours in Direct Interactions



Signed Agreements with

159 Tourism Suppliers



Held

400 Trade Meetings

Participations



4

Exhibitions



7

Roadshows



2

Familiarisation Trips



150+

Workshops



MARINA BANDAR AL ROWDHA

Located along the Gulf of Oman near the Al Hajar Mountains, Marina Bandar Al Rowdha is a popular leisure destination in Muscat. The multi-purpose marina offers a leisure pool, a family restaurant, and various water sports and aquatic activities, making it an ideal destination launch spot for fishing and diving trips. In addition to being a top-class facility, Marina Bandar Al Rowdha has achieved many milestones, including positive earnings, since being transferred to OMRAN Group in 2017. The past year incredibly successful for Marina Bandar Al Rowdha and provides a solid foundation for further growth in the future. These achievements have been possible due to the remarkable growth, dedication, and innovation of the entire team and the support of the OMRAN Group and have helped define our Marina Bandar Al Rowdha as one of the most exciting in the region. With its positive earnings, social responsibility initiatives, and focus on staff engagement, Marina Bandar Al Rowdha continues to set the benchmark for other marinas in the region.

2023 Achievements

Joined The Yacht Harbour Association

First Captain's Club exclusive membership and rewards programme for boat owners

Commercial Area provides a new space for local SMEs and boutiques

+80%
marina occupancy





OMAN TOURISM COLLEGE

Oman Tourism College (OTC) is the leading institution in Oman specialising in tourism and hospitality. OTC offers a wide range of programmes and courses aimed at developing human resources for the tourism, hospitality, events and related sectors.

The past year was one of enormous growth for OTC where the long-term vision for the institution has been expanded. Oman Tourism College was successfully registered as a recommended higher education institute in the Kingdom of Saudi Arabia. The agreement will see students have the opportunity to broaden their workplace experience in Saudi Arabia and facilitate the exchange of knowledge between the two nations. The Group also initiated a program designed to maximize OTC assets by refurbishing the deserted Training and Professional Building. This will increase the potential intake and variety of modules capable of being delivered each year.

Achievements

55 Research scholarly activities

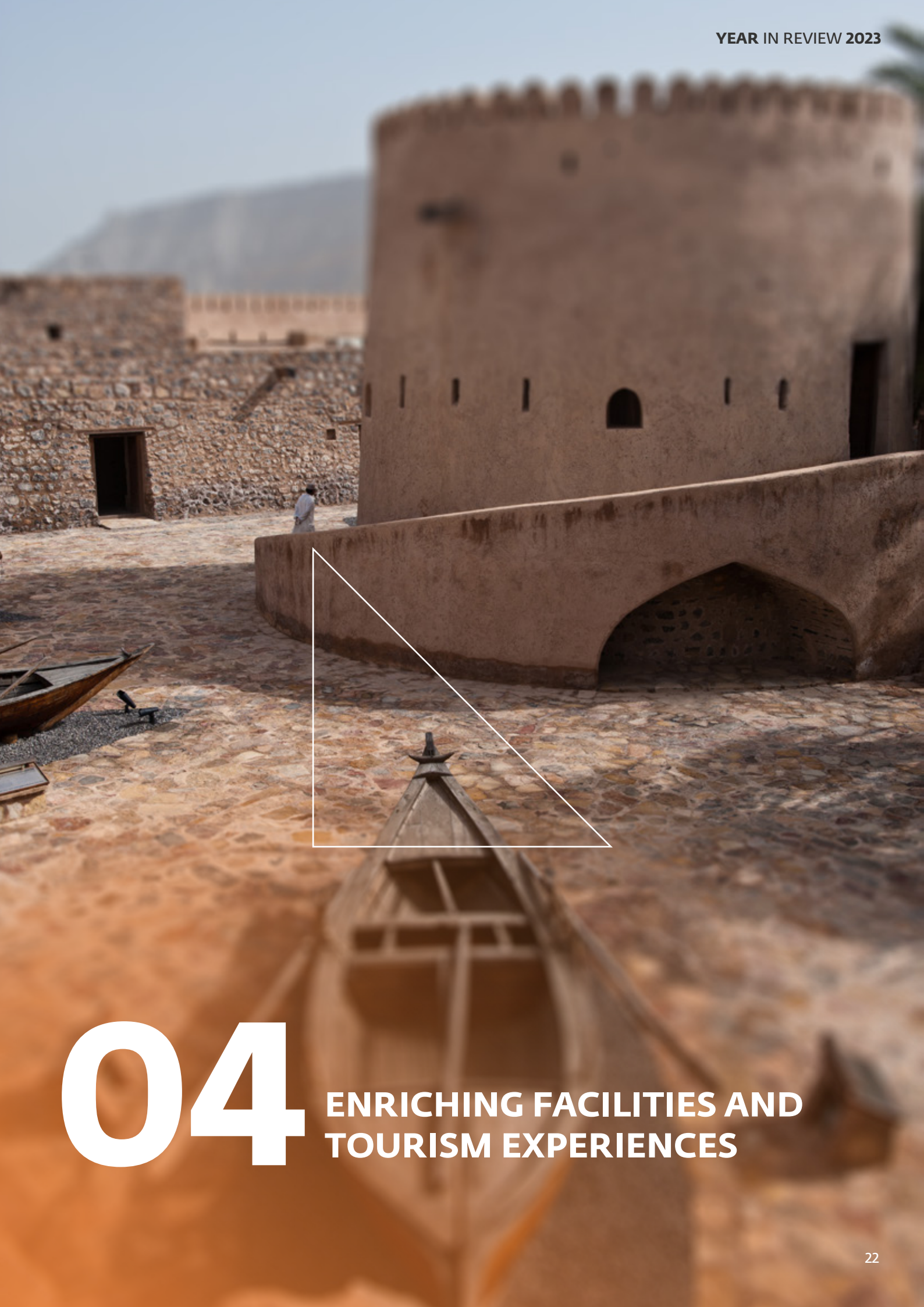
10 training sessions

1087 students enrolled

+60 CSR related activities

11 courses delivered to trainees
475

+ 140 Academic workshops



04

ENRICHING FACILITIES AND TOURISM EXPERIENCES

DELIVERING WORLD LEADING TOURISM EXPERIENCES

OMRAN Group's hospitality sector operations continued its strong upward trajectory in 2023 as confidence returned to the sector and the desire for unique travel and tourism experiences grew. Building on the successes of 2022, the year delivered increased occupancy rates, greater demand for local tourism, and the successful launch of new properties. The Group's diversified portfolio was able to capture the imagination of guests from around the world, while also appealing to the local market. Our commitment to providing memorable hospitality experiences remains unmatched and community engagement continues to guide its decision-making journey.



JW Marriott Muscat Hotel

The year 2023 marked the grand opening of the JW Marriott Hotel, enhancing the tourism sector in Muscat Governorate with over 304 luxurious hotel rooms and suites. This development further strengthens the Sultanate of Oman's reputation as a premier destination for luxury travel and business trips. The JW Marriott Hotel is poised to become a distinguished landmark in Oman's hospitality landscape.

Objectives Desired From The Project



Offer new tourism products and experiences



Complement Muscat's popularity with adventure and leisure tourism experiences



Develop the local tourism sector



Generate job opportunities and boost entrepreneurship in the local sector



Reinforce the Sultanate's position on the global leisure tourism map

EXPERIENCES

Enriching the tourism experiences across the Sultanate

Governorate of Dhofar

OMRAN Group has continued to work closely with Dhofar Municipality to deliver multiple destinations to enrich tourism experiences through public services and recreational facilities. Jarzeez public facilities, Itlalat Darbat Waterfalls, Maghsail Beach, and Itlalat Hamreer have all been completed and are now open to the public. Eteen Park is due to be completed this year.



Community festivals

In partnership with the Ministry of Heritage and Tourism and the Governor's Offices in Al Buraimi and Musandam, organised two carnivals. The Al Buraimi Carnival attracted over 25,000 visitors in five days, while the Musandam Carnival drew more than 13,000 visitors.

Rummana

Conducted the Rummana Experience in Jabal Akhdar in collaboration with Teepee and IPS, recording over 22,000 visitors and selling 1,800 kilograms of locally grown pomegranates.



EXPERIENCES



Football Fan Arena

In collaboration with the Ministry of Heritage and Tourism, created a football fan arena at the Oman Convention and Exhibition Centre for the Arabian Gulf Cup held in Iraq in January 2023, featuring a 1,300-seat grandstand and three giant screens broadcasting all matches live.



'Walk In' Creative Art Space

In collaboration with the Ministry of Culture, Sports and Youth, opened the Art and Design Walk at the Oman Convention and Exhibition Centre as part of the "Creatourism" programme, showcasing the works of prominent Omani artists and promoting creativity and innovation.



Kitesurfing Expedition

Completed a promising windsurfing expedition along 334 kilometers of Oman's coastline in partnership with Oman Sail and Sea and Beach Projects. This expedition included studying and analysing the enormous potential for adventure activities and water sports.

05

DEVELOPMENTS

OMAN'S CATALYST FOR TOURISM

As the executive arm of the Sultanate's tourism development, OMRAN Group is charged with bringing the vision for a thriving, diverse and responsible tourism sector to life. In order to achieve our goals, the Group works closely with stakeholders, partners, SMEs, and local communities to positively impact people's lives, the economy, and the environment while preserving Oman's traditions. Central to each development is the need to protect and conserve the natural environment, and all developments adhere to the strictest environmental regulations. OMRAN Group understands the immense value in empowering SMEs to grow, create employment, generate in-country value and build a robust supply chain. We collaborate with local businesses on projects to create opportunity and offer our guests an authentic experience.

Commercial Building

Situated within the OMRAN Group's biggest mixed-use urban development project conceptualised, created, Madinat Al Irfan, the Commercial Building No.1 covers an area of 1.6 million square metres. The new Building is currently being constructed in the complex and have reached 32% completion.

The Group has already successfully implemented several major projects within Madinat Al Irfan, including the establishment of the Oman Convention and Exhibition Centre (OCEC) with its integrated facilities, the JW Marriott Hotel Muscat and the Crowne Plaza Hotel - Exhibition and Convention Centre, in addition to the Business Park where the Commercial Building is located, which also includes the headquarters of Omantel.



AIDA Project

The AIDA Project is one of the stages being implemented in the integrated tourism plan in Yiti, and includes two hotels with a total of 450 rooms, 3,500 residential units, and an 18-hole golf course. The project has successfully launched the sales campaign for the first phase of residential units. This phase was launched in March 2023 and has received an exceptionally positive response from local and international markets. It is worth noting that during the first three months, a total of 125 units were sold, resulting in sales revenues amounting to OMR 24 million.

Four Seasons Project

The Four Seasons project is currently in the detailed design stage, which is expected to be completed by the end of the first quarter of 2024. The Group has awarded the contract to build a model hotel room to Al Tasnim Company, and work is underway on this component of the project. The Group is also coordinating with the Ministry of Heritage and Tourism and the Office of the Governor of Muscat to transfer the facilities of the Capital Yacht Club to other new locations.

OMAN'S CATALYST FOR TOURISM



The Sustainable City – Yiti

The Sustainable City - Yiti is part of the Yiti Integrated Tourism Development, which stands as a symbol of urbanisation and sustainability in the Sultanate of Oman. The project will enhance the national tourism industry, create a new local landmark, and provide innovative solutions in the design and construction of integrated sustainable cities and distinctive tourism destinations. The project features an integrated tourist complex, including a sustainable residential neighbourhood, two four- and five-star hotels, housing for city employees, a sports complex, as well as entertainment and service facilities. The sales phase was launched in May 2023, and the project's marketing efforts succeeded in selling 157 residential units with a total value exceeding OMR 11.3 million. Construction of the project has also reached 60% completion.

Nikki Beach Resorts & Spa Muscat

Constructed within Yiti Marina in the Sustainable City, the Nikki Beach & Resorts Project is now over 80% complete.

Once complete, the resort will be operated by Nikki Beach & Resorts, a globally renowned luxury lifestyle and hospitality brand. The brand's signature elements – music, dining, entertainment, fashion, and art – will be seamlessly integrated throughout the property.

A soft opening and launch of commercial operations are expected to take place during the last quarter of 2024.

Matrah Waterfront Project

The Group has prepared and completed a comprehensive study of optimal uses and economic feasibility for the revamped Mutrah Waterfront project, and work is underway on the general plan and infrastructure, which is scheduled to be completed during the second quarter of 2024.

This flagship tourism and cultural landmark aligns fully with OMRAN Group's mandate to create unique destinations and experiences, and the redevelopment of this strategic tourism project into a world-class mixed-use tourist attraction will enhance the nation's position as a distinctive global tourism destination for local and international visitors.





DEVELOPMENTS – QHSE

Pioneering the path to zero Lost Time Injuries

In constant pursuit of safety excellence, the OMRAN Group has emerged as a beacon of innovation and dedication across all project sites. Entrusted with the paramount responsibility of ensuring the well-being of every individual within the organization, the Group has pioneered initiatives geared towards achieving zero Lost Time Injuries (LTIs).

A Robust Safety Culture

At the core of the OMRAN Group's Safety strategy is the cultivation of a robust safety culture. Through comprehensive training programs, awareness campaigns, and interactive workshops on all ongoing project sites, the Group instills a shared commitment to safety among all client, consultant, and contractor's employees where safety is not just a priority but a personal responsibility.

56 million

In 2023, OMRAN Group proudly reached a milestone of 56 million safe man-hours without a single LTI.

06

BUSINESS DEVELOPMENTS



The past year proved successful for the OMRAN Group with the confirmation of several new partnerships that will have a wide-reaching impact on the national tourism sector. As visitor numbers increase – reaching 4 million in 2023, an increase of 182% on the previous year – the provision of unique and enriching experiences continues to grow.

INVESTMENT OPPORTUNITIES

OMRAN Group signs dual MOUs at World Tourism Market

Represented by the Ministry of Heritage and Tourism, OMRAN Group signed two Memorandums of Understanding at the World Tourism Market (WTM - London).

An agreement with the Barceló Hotel Group will establish a real estate development fund to further invest in national tourism and hospitality sectors, drive FDI and create new opportunities for growth.

The Real Estate Development Fund will focus on key objectives and investment opportunities. Barceló Hotel Group will also manage and operate the fund's assets to boost investment and growth opportunities in the 4- and 5-star hotel segments, and other development projects.

An agreement with the Ras Al Khaimah Tourism Development Authority (RAKTDA) aims to enhance cross-destination tourism between the Musandam Governorate and the Emirate of Ras Al Khaimah. This includes streamlining transportation, creating favourable visa arrangements for international travellers, the development of tourism packages, adventure offerings and additional partnership opportunities to encourage future investment.

HOSPITALITY PORTFOLIO DIVESTMENT

Partnership with Qatar Investment Authority

The Group successfully concluded a partnership with the Qatar Investment Authority through its subsidiary, Falcon International Investment LLC. The agreement marks the beginning of a new partnership between OMRAN and Falcon on the hospitality portfolio where 16 hotels and resorts are divested.

A total of 49% of the overall portfolio was divested, recording a total of OMR 122 million FDI for the OMRAN Group.

Hilton Salalah

The Group completed divestment of its 16% shareholding in the Hilton Salalah Hotel, valued at OMR 1 million.

INTERNATIONAL CONFERENCE PARTICIPATION

OMRAN Group's strategic participation in international conferences goes hand-in-hand with its business development efforts. These events serve as a platform to promote investment opportunities within Oman's growing tourism sector, attracting key players and fostering new partnerships.

Bloomberg Live London

OMRAN Group, in cooperation with Oman Air, Oman Airports, and Asyad Group, sponsored and participated in an investment forum hosted by Bloomberg in London in July 2023.

This high-level forum brought together CEOs, government officials and international analysts who discussed the Sultanate of Oman's position as an attractive destination for foreign direct investment, and its transformation into a leading destination in the Gulf region at a time when the Omani economy is witnessing increased recovery and growth.

Direct foreign exchange increased by 10.5% in 2022 compared to the previous year. Which is supported by the continuous promotion of Oman's strategic location and efforts to improve the economic environment which has attracted business and stimulated various economic sectors.

ITB Berlin

In 2023, OMRAN Group participated in the ITB Berlin, the largest event of its kind in the global tourism industry, with the aim of promoting tourism in the Sultanate of Oman and attracting investment.

Participation was widely successful at all levels. At the closing ceremony, the organising committee announced the selection of the Sultanate of Oman to be the host country for ITB Berlin 2024, making it the first Arab country to host this global event.

ITB Berlin will open new horizons for tourism promotion at the regional and international levels through the program of events and activities held by the organising committee, and promotional and media campaigns, which provides a great opportunity to introduce the Sultanate of Oman to a wider audience.



INTERNATIONAL CONFERENCE PARTICIPATION



UNWTO

The Group participated in the 25th session of the General Assembly of the United Nations World Tourism Organisation, held in the city of Samarkand in the Republic of Uzbekistan. During the event it was announced that the Group had joined the Council of Associate Members of the organisation.

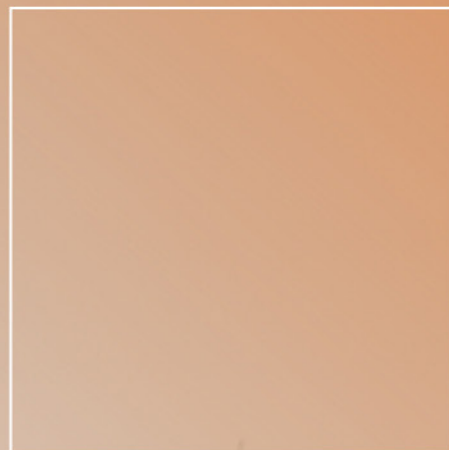
This affiliation reaffirms OMRAN Group's commitment to fortifying efforts that champion sustainable and responsible tourism via its diverse development portfolio. Membership aligns seamlessly with the Group's strategic objectives and will unlock unique business opportunities within the global community while granting the Group a platform at prominent international events and initiatives.

OMRAN Group will also gain access to vital industry data and insights through UNWTO's advanced digital platforms and pursue partnerships that strengthen the tourism sector, all while resonating with the United Nations' Sustainable Development Goals (SDGs).



World Travel and Tourism Council

OMRAN Group participated in the World Travel and Tourism Council Annual Summit in Rwanda (WTTC Annual Summit - Rwanda), and the Travel Exchange Asia Exhibition in Singapore (ITB Asia - Singapore).



07

HUMAN CAPITAL





- The workforce of OMRAN Group includes 3,611 employees across its subsidiaries and hotels, with an Omanization percentage reaching 50% in 2023.
- Due to its outstanding efforts in employee qualification, the Ministry of Labor recognized OMRAN as the best organization in qualification practices, surpassing 14 government agencies.
- OMRAN also launched the “Najm” project, aimed at employing 300 job seekers in the tourism sector in cooperation with various authorities in Oman. These employees will be distributed across all governorates to provide diverse tourism services such as guiding. The programme focuses on developing the essential skills of licensed tour guides and establishing local companies to manage and sustain the program under OMRAN's supervision.
- Additionally, OMRAN launched the #IAmTourism Programme, which includes various training and employment initiatives. This encompasses programs such as SHIFT, LIFT, GIFT, and GIFTed, all designed to train leaders within OMRAN and the broader hotel sector.

EMPOWERING TALENT

OMRAN Group believes employees are at the heart of its operation and deeply integrated with the strategic decision-making that impacts the entire organisation.

The Group empowers its staff by providing them with the right tools to grow and nurture their competitiveness in a lucrative environment that rewards their contributions. To achieve this goal, the Group operates a comprehensive programme of employee development initiatives, including training, mentoring, and coaching programmes designed to enhance knowledge, skills and abilities.

OMRAN Group also works closely with university students to equip young talent with the skills and experience required to join the organisation and drive our long-term plans forward.

OMRAN Group maintains an inclusive workplace where all employees are valued and have opportunities to develop personally and professionally.

This year OMRAN Group participated in the nationwide Eidaad Program alongside incubators from more than 40 organisations. Aiming to provide penultimate year students in higher education with valuable experience in the workplace, the Group subsequently welcomed five interns to join OMRAN for 10 months.

#IAMTOURISM Strategy

Oman has a long-term strategic goal for the sector; this involves the creation of 535,000 jobs. To achieve this goal, OMRAN Group, in cooperation with the Ministry of Heritage and Tourism and other partners in the tourism sector, has launched numerous initiatives, projects, and programmes that aim to enhance In-Country Value (ICV) through human resource development and the creation of direct and indirect job opportunities in the tourism and hospitality sector. Under the umbrella of OMRAN Group's #IAmTourism strategy, programmes including Midhyaf, the Group's graduate development programme, Masarat, the pathways programme, the Tadreeb training programme, and Graduates Employment Initiative, have made excellent progress towards developing a thriving and sustainable tourism sector for all.

In 2023, OMRAN Group built on this success by launching a further five main programmes and initiatives under the #IAmTourism umbrella.

Najm

In partnership with the Ministry of Labour, OMRAN launched the new Najm training for employment project which aims to provide a platform for developing highly skilled Omani nationals in the tourism and hospitality sector.

As part of the agreement, 250 job opportunities have been announced and applications are currently being accepted from prospective Omani candidates across Oman.

Candidates will undergo six months of intensive theoretical and practical training developed in partnership with recognised and specialised institutes in the country.

Upon completion of the training and certification, each of the 250 candidates will be offered full-time employment with a newly established OMRAN Group start-up.



Leadership Development Academy

Leadership Development Academy and the new SHIFT and LIFT programmes aim to enhance the leadership skills of national talent in the tourism sector by fostering a motivating professional environment.

To ensure the high quality of the training programs provided at the academy, OMRAN Group has partnered with several experienced and renowned local and regional institutions in the field of leadership development for the tourism and hospitality sectors, including HR Competence, Bahwan Cybertek, and The Emirates Academy of Hospitality Management.



The SHIFT and LIFT programme

The 'SHIFT' programme will provide training courses across a variety of management and leadership roles within the sector. Its first phase features 40 participants from management levels at OMRAN Group and its subsidiaries.

The 'LIFT' programme targets 20 candidates from hospitality assets to concentrate on developing leadership skills specifically for the hospitality industry.

GIFTed

The GIFTed initiative is dedicated to qualifying and empowering individuals with disabilities to work within the tourism sector. By raising awareness of the capabilities of individuals with disabilities in the tourism sector and enabling participants through specialised training for the labour market, GIFTed aims to promote social integration by emphasising the vital role individuals with disabilities play in the community.

Throughout the six-month training period, the OMRAN Group will enrich the trainees' experience by providing opportunities across the asset portfolio with essential knowledge and skills within a safe, comprehensive training environment that will allow their social and professional skills to flourish.

G!FT

The OMRAN Group's G!FT programme aims to empower female Omani talent within the tourism sector. In line with the Group's continuous efforts to develop national competencies, G!FT will enhance the leadership skills of female employees across the entire group.





Developing National Tourism Competencies and Talents

95%

Attaining an Omanisation rate of up to 95% at Oman Touris Development Company SAOC, underscoring our commitment to employing and empowering national talent

3

Investing in our human capital, we launched three programmes to develop Omani leaders within OMRAN Group.

69

Trained 69 trainees across various fields, equipping them with practical experience and skills.

08

& Governance In-Country Value

GOVERNANCE AND IN-COUNTRY VALUE

- OMRAN Group conducted a study to enhance environmental, social, and governance (ESG) practice, with the aim to solidify OMRAN's position as a leader in sustainable development. This initiative lays the foundation for OMRAN's sustainability journey, aligning with Oman Vision 2040. In 2023, the group began framing its ESG practices and is set to launch its comprehensive strategy in 2024.
- A strategic initiative to enhance local value in collaboration with the tourism and aviation sectors in Oman is also underway. This project aims to identify opportunities and gaps in the In-Country Value (ICV) across the entire tourism value chain and recommend necessary ICV programmes. It aligns with OMRAN's strategy to boost local value contribution and supports the directions of the Oman Investment Authority.



FACTS & FIGURES

Achieved **51%** in country value index, reflecting our strong support for SMEs.

Invested over **200,000** Omani Riyals in technology localization.

Total spending on SMEs amounted to **15 million** Omani Riyals.

Achieved a Silver rating in Verimarket's **ESG** assessment.

Investing In the Nation

As the OMRAN Group aims to foster growth and development in Oman's tourism industry while supporting the national In-Country Value (ICV) goals, its robust Local Development Investment Policy, launched in 2015, has been central to its vision.

The Group is moving towards implementing a broader Local Content Investment (LCI) framework which will generate substantial returns for the local economy and holistically incorporate several UN Sustainable Development Goals while aligning with national ICV goals and the sustainability framework of the Group, which primarily revolves around the four pillars of Environment, Economy, Cultural Heritage, and Society.

Oman's vision 2040 has laid the foundations for a new chapter in Oman's renaissance where all stakeholders will play a role. With OIA's directives for more synergy, we have been able to proactively maximize the benefits for our people, environment, local partners, communities and SMEs.

PROJECTS

Intajee

The Group operates a digital platform called 'Intajee' that brings together an ecosystem of suppliers who provide 'Omani-made' products and services to the Group, including its subsidiaries, hotels, and industry partners. The e-marketplace has already made a substantial contribution to maximising the use of Made In Oman products and local services by OMRAN Group entities and as the platform develops, vast opportunities for SME suppliers will become available.



Vendor Development Program

The Vendor Development Program was launched by Oman Investment Authority in 2023 to develop local companies into a new capacity where very limited local companies are currently delivering. It will allow companies to work closely with SMEs and local companies to develop or enhance the solution and at the same time, it will give an opportunity for local companies to develop themselves and deliver more effectively.

As part of the Vendor Development Program (VDP), two SMEs in particular stand out as successful partnerships:

Al Madiana Al Fadhila LLC (SME Riyada)

Operators of OMRAN Group's owned and operated hotels' Spa, and infusing an Omani touch under the brand name of 'Galo'.

Revina Decoration SPC (SME Riyada)

The company completed the renovation of Musandam Restaurant at Intercontinental Muscat five-star hotel. The restaurant captures the essence of the region's beauty and brought designer Christian Lepretre's vision to life in a project lasting eight months. Musandam features sustainability initiatives such as Energy Star standards for kitchen equipment and the use of volatile organic compound-free paint, as well as modern dimmer controls and LED lighting, both of which support energy conservation.

Qimam Day

The Group organized the "Sustainability Talk: Empowering Local Content" event, which accompanied the introductory tour of the In-Country Value (Qimam) program for companies owned by the Oman Investment Authority. The Group showcased its successful ICV business cases and the SMEs development program in the tourism sector.

A total of 9 local SMEs participated and had the opportunity to market their products and success stories to more than 300 attendants from various fields and sectors.

Social Responsibility

OMRAN Group highly values Social Responsibility, which was a core focus throughout 2022. The Group cares for the communities it works with and respects their culture and heritage. They also respect the diversity in communities without any conscious bias. In 2022, the Group invested sufficient resources, both in human capital and financially, to preserve the local way of life in areas where it operated.

OMRAN Group's sustainability efforts extend to its social investment initiatives. In line with its core values, the Group implemented several initiatives and programmes to reduce the environmental footprint and support the local community.





Business Technology Mapping (BTM) Workshop

Our unwavering dedication to innovation is epitomized by the BTM workshop, a meticulously crafted initiative aimed at continuously enhancing our business planning and operational strategies. Through highly detailed analysis, this initiative has yielded profound insights which guided our strategic direction with precision and made a significant contribution to our organizational evolution.

OMRAN Group was also proud to host the Oman Investment Authority's (OIA) inaugural Research, Development & Innovation (RDI) and Business Technology Mapping (BTM) induction and kickoff session. The gathering welcomed representatives from OIA's group companies, united in the pursuit of fostering corporate solution mapping and exploring avenues for collaborative growth.

Research, Development & Innovation (RDI)

OMRAN Group's commitment to innovation has been the cornerstone of its commitment to the national tourism and hospitality sector. By driving growth, creating opportunities, generating in-country value and attracting investment, the Group continues to achieve its development goals and leverage its portfolio of assets to position Oman as a world class destination.

Way of Work platform

The commemoration of the second anniversary of the Way of Work (WOW) initiative was marked by a series of engaging events, including workshops focusing on fostering creative thinking and brainstorming sessions aimed at identifying improvement solutions within our organizational framework.

Further embracing a culture of innovation, OIA has championed the corporate Way of Work platform and the WOW manual is currently being refined and undergoing Under careful governance review to provide structure and incentives that will cultivate an environment conducive to fostering innovative practices across the Group.

OMRAN Group joins hands with Ejaad

OMRAN Group solidified its commitment to innovation this year by formalizing a membership agreement with Ejaad, Oman's esteemed Research & Development (R&D) center operating under the aegis of the Ministry of Higher Education and Scientific Research.

This strategic alliance will facilitate extensive collaboration and mapping endeavors, nurturing sector-specific solutions and corporate innovations through robust scientific research and academic synergies.

Ideation Hackathon

In collaboration with the Authority for SME Development, OIA actively engaged in an Ideation Hackathon aimed at harnessing creative solutions and initiatives to address diverse challenges identified through the BTM workshops, particularly within the tourism sector.

This collaborative endeavor witnessed the active participation of SMEs and youth-led organizations, each tasked with devising innovative solutions for three principal challenges confronting the tourism sector:

Renewable Energy

Addressing the imperative to minimize energy consumption across our assets, thereby reducing our carbon footprint and advancing sustainability efforts.

Waste Management Solutions

Exploring strategies to transform waste into valuable resources while implementing effective waste management systems and strategies within our hospitality establishments.

Tourism 360 Degree Experience

Encompassing the design and orchestration of the entire tourist journey, from initial engagement with Oman to fostering memorable experiences that inspire return visits and positive word-of-mouth promotion within their communities.

The three chosen teams – Energy Generation Floors, Visit OM, and Energy and Sustainability - will now explore solutions for the above challenges with Group support to develop applicable solutions in 2024.





09

FINANCIAL SNAPSHOT

HISTORICAL PERFORMANCE

OMRAN Group sets new records in the financial performance achieved a net profit of OMR 31.6 million, compared to OMR - 31.9 million in 2022, representing a growth of 199%.



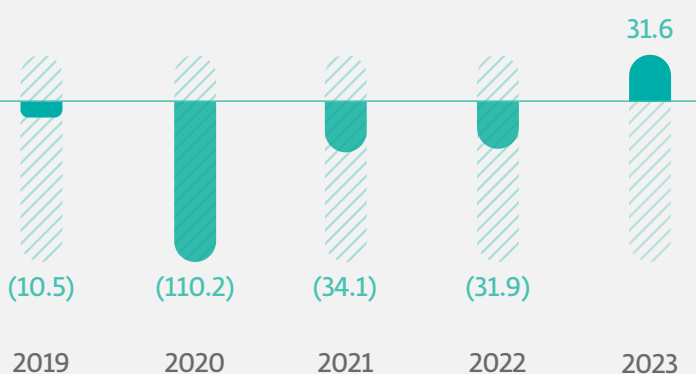
199%

Achieved a net profit of 31.6 million in 2023, marking the highest financial performance in the group's history.

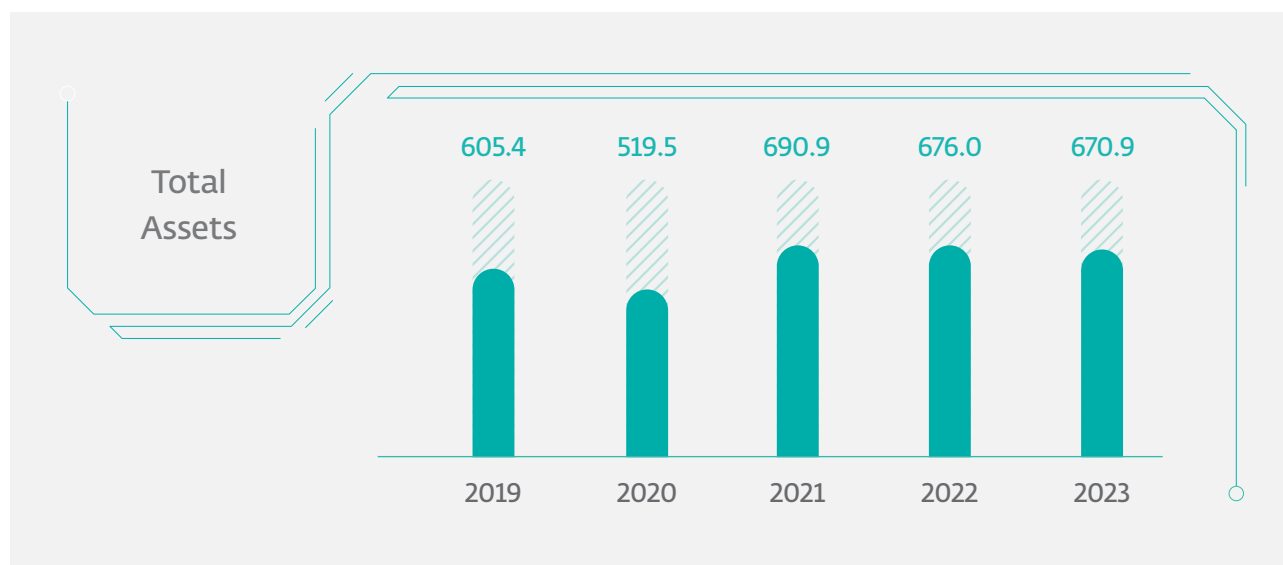
A record-breaking financial and operational performance in 2023 has been achieved with a net profit of OMR 31.6 million compared to OMR-31.9 million in 2022 and -10.5 million in 2019. Year on year revenue growth has shown an increase by 44.6% reaching OMR 70.4 million, highlighting company's strong growth path.

This record growth underscores the continued support from the Group's Board of Directors and the strategic partnership with the stakeholders and partners in the tourism sector, amidst the steady and comprehensive economic growth the country is experiencing, resulting in positive outcomes in the sector.

Net Profit
OMR million

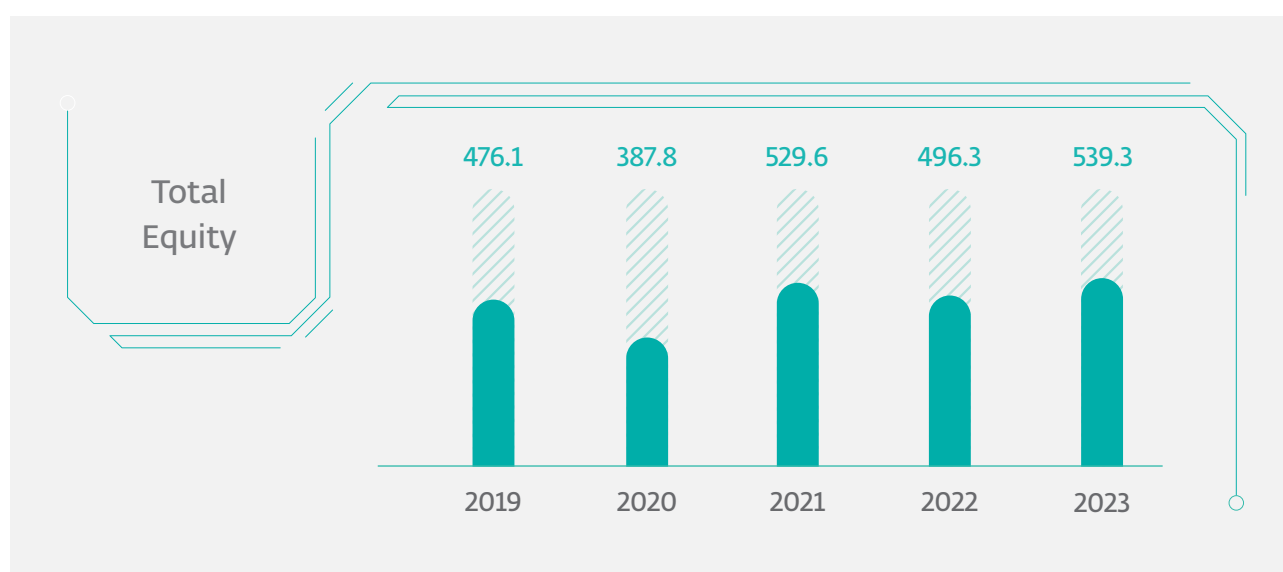


Total assets increased by 11% to OMR 670.9 million in 2023, up from OMR 605.4 million in 2019 . This significant growth in assets is a result of strategic investments, successful acquisitions, and financial management. The asset growth reflects the company's strengthened financial position.

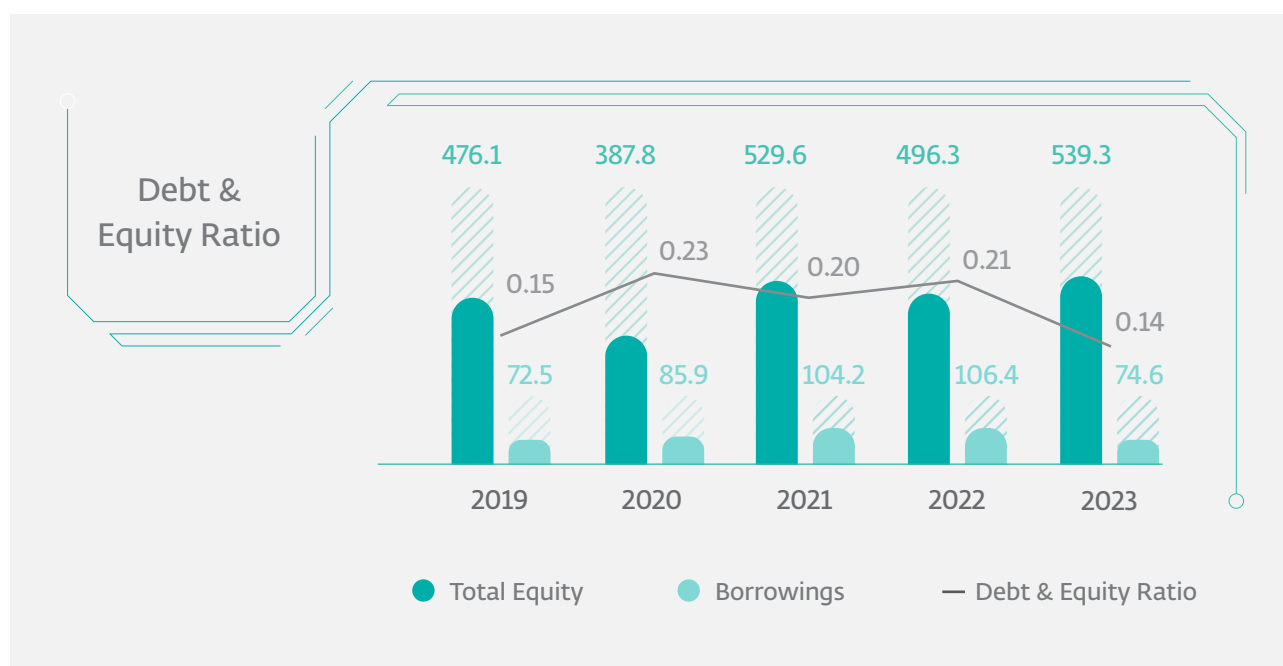


The company's equity increased to OMR 539.9 million in 2023, representing 13 % increase compared to OMR 476.1 million in 2019 and 9% increase compared to OMR 496.3 million in 2022. This improvement in equity is indicative of the company's strengthened financial position and its ability to generate value for shareholders.

The major contributor to the increase in equity has been the substantial retained earnings from the strong net profit in 2023, which have been invested into the business to increase growth and development.

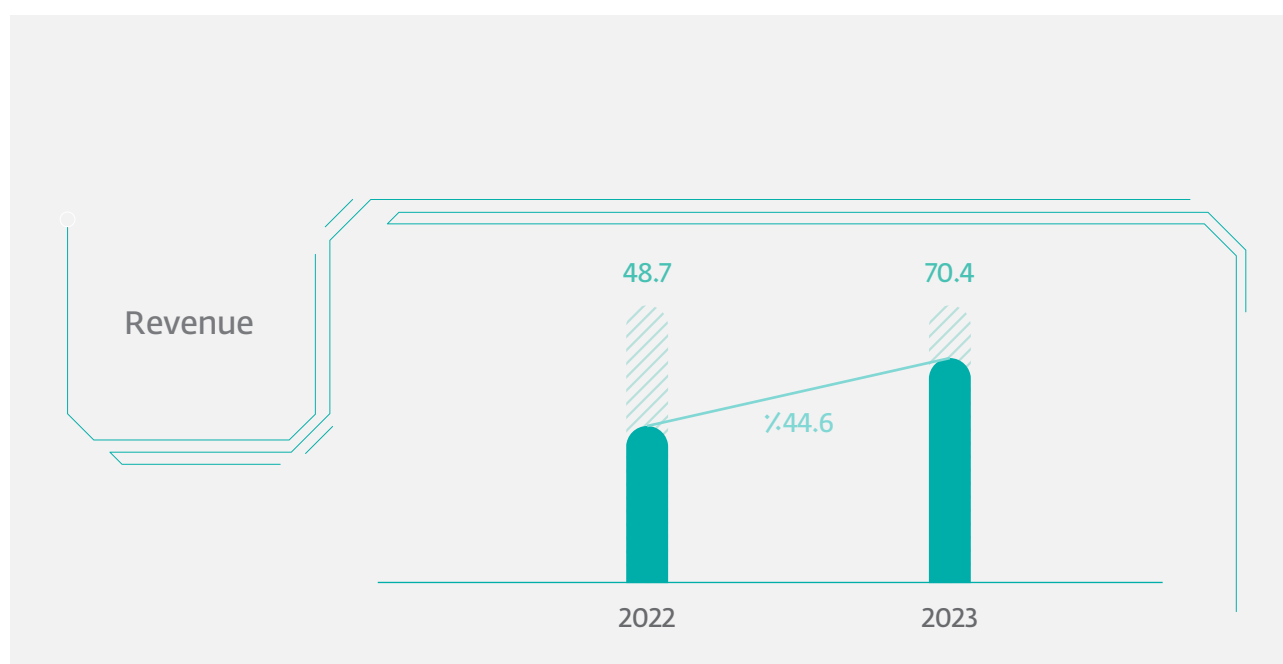


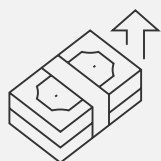
The company maintained a healthy debt-to-equity ratio of 0.14, compared to 0.15 in 2019 and 0.21 in 2022. This demonstrated strong financial management and balance sheet.



PERFORMANCE 2023

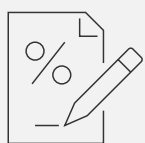
Highlighting unprecedented growth and operational excellence year on year. The company reported a net profit of OMR 31.6 million and an impressive 44.6% increase in revenue, totaling OMR 70.4 million, through hospitality market expansion, investments, and development.





44.6%

Growth in revenues, reaching 70.4 million Omani Riyals.

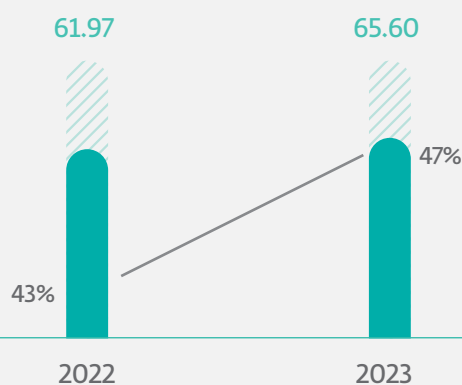


11.5% | 774,881

A significant rise in the total number of hotel guests: 774,881 – an 11.5% increase compared to 2022.

The Group witnessed a 8% growth in the occupancy rate of its resorts and hotels compared to the 2022. This rise was reflected in the number of guests, with a total of 774,881 guests, representing an 11.5% increase compared to 2022.

Average daily rate and occupancy



This record performance translates the success of the efforts made and the efficiency of the implemented plans, driven by outstanding operational performance across the board. The high revenue rates from resorts, hotels, existing projects, and new tourism experiences and products contributed significantly, alongside continued efforts to improve spending efficiency and operational performance in its subsidiaries and assets.

An aerial photograph of a coastal resort. The image shows modern, multi-story buildings with blue-tinted roofs and facades, interspersed with lush greenery and palm trees. A large, curved swimming pool is visible in the upper right. A sandy beach with lounge chairs is in the center. The resort is bordered by a steep, rocky cliff on the left and a turquoise sea on the right. A white line forms a right-angled triangle in the lower-left corner, with the number '10' inside it.

10

FUTURE OUTLOOK

FUTURE OUTLOOK

Embracing Growth and Innovation

As we reflect upon another remarkable year at OMRAN Group, we do so with a profound sense of accomplishment and gratitude. The journey has been marked by challenges, triumphs, and invaluable lessons, all of which continue to shape us into the dynamic organisation we are today. Our ability to navigate a changing global economy, evolving consumer trends, and increased demand for authentic experiences, we look forward with unwavering optimism and a steadfast commitment to unlocking new frontiers of growth and innovation.

Throughout the past year, we have witnessed the tangible impact of our collective efforts in reshaping landscapes, enriching communities, and fostering sustainable development. From groundbreaking projects that push the boundaries of architectural ingenuity to initiatives that promote social inclusivity and environmental stewardship, our commitment to excellence has never been more resolute.

Looking ahead, the path before us brims with promise and potential. Across our diverse portfolio, we see opportunities for expansion, diversification, and synergistic collaboration. Our strategic investments in key sectors, coupled with our renewed focus on operational efficiency, customer-centricity, and innovative partnerships position us favourably to capitalise on emerging trends and seize new growth opportunities.

It is this commitment to innovation that lies at the heart of our vision for the future. We remain steadfast in our pursuit of cutting-edge technologies, sustainable practices, and disruptive business models that drive in-country value creation and enhance stakeholder returns. By embracing innovation as a catalyst for transformation, we are confident in our ability to not only adapt to change but to thrive in an ever-evolving marketplace.

Crucially, none of our achievements would have been possible without the support of our shareholders, partners, and dedicated team members. Their passion, expertise, and commitment to our shared vision have been the cornerstone of our accomplishments, propelling us forward and building the foundations for a prosperous future for the Sultanate of Oman's tourism and hospitality sectors.

The year was marked by growth and resilience, and we approach the future with a renewed sense of purpose and determination. As ever, the road ahead will present challenges, but it is also filled with boundless opportunities. With unity, innovation, and a relentless pursuit of excellence guiding our way, we are confident that the year ahead will be one of continued success and sustainable growth across our entire portfolio.



KNOW HOW. RESPECT. BEYOND

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