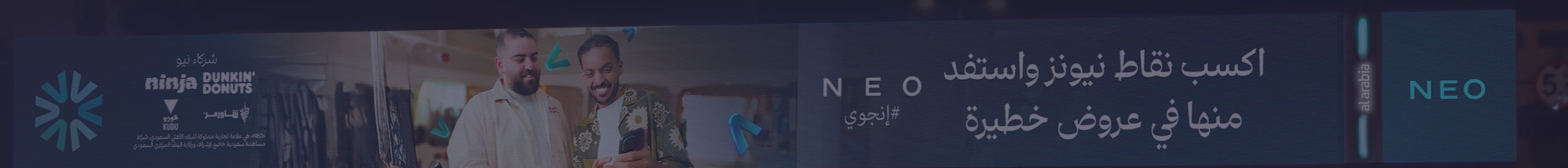


# Earnings Presentation Q3-2024



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## Al Arabia Chairman & CEO



**ABDULELAH AL-KHEREIJI**  
Chairman

"Al Arabia outdoor advertising has always strived to be a leader in the outdoor advertising sector."



**MOHAMMED AL-KHEREIJI**  
Chief Excitave Officer

"We are keen to maintain the development of international technology in field of advertisement."



# Al Arabia Historical Structure

## ESTABLISHMENT

Started as a Saudi limited liability company in Riyadh on **3 March 1983**, with a share capital of one million Saudi Riyals **SAR 1,000,000**

### 1983

Arabian Contracting Services Co.



## TRANSFORMATION

**Al Arabia** Initiated the digital transformation strategy and started to install and operate digital billboards with special designs

### 2018

Digitalization Strategy



### 2006

Closed  
Joint-Stock Co.



## GROWTH

Converted into a (closed) joint stock company on **30 May 2006**. Capital increased to **SAR 60,000,000**

### 2021

Listed in the Saudi  
Exchange



## PUBLIC LISTED COMPANY

Public listing in the Saudi Exchange (Tadawul) on **15 November 2021**, with a share capital of five hundred million Saudi Riyals (SAR) divided into fifty million (50,000,000) 500,000,000 ordinary shares.  
**IPO Price SAR 100**



# Table of Contents

1. Al Arabia Strategy
2. Key Highlights
3. Current Projects
4. New Products
5. Financial Performance



**01**

Al Arabia Strategy



# Al Arabia Strategy



## Our Vision & Mission

### Vision

To cement our position as the leading Saudi company in the out-of-home advertising sector and to participate in stimulating the national economy -in the media sector- by expanding our leadership in the Middle East.

### Mission

Provide cities and clients with top-notch advertising products, solutions based on data analysis, and world-class services using international standards and the latest technologies.



02

Key Highlights



# Key Highlights

## Roads between Cities

Awarding Roads Between Kingdom Cities Project by TGA

## Dubai

Launching digital network – December 2024

## Masar Makkah

Signed contract

**90 %**  
**Digitalization**

Rate

**8,277**  
**Billboards**

Based on Contracts

**49,102**  
**Faces**

Based on Contracts

**+1000**  
**Commercial**

Campaigns

# Pipeline Projects



الهيئة الملكية لمدينة الرياض  
ROYAL COMMISSION FOR RIYADH CITY

Riyadh Metro Stations



Riyadh Metro Cabins.



Diriyah Parking Project

الهيئة الملكية لمحافظة العلا  
Royal Commission for AlUla



Al Ula area.




شركة مطارات الدمام  
Dammam Airports Company

Dammam Airports Project



# Billboards and Faces as of Sep 2024

| Type    | Number of Billboards |     |       | Number of Faces |       |       |
|---------|----------------------|-----|-------|-----------------|-------|-------|
|         | Saudi Arabia         | UAE | Egypt | Saudi Arabia    | UAE   | Egypt |
| Digital | 3,755                | 160 | 154   | 37,550          | 1,600 | 1,540 |
| Static  | 3,365                | 209 | 634   | 6,730           | 418   | 1,264 |
| Total   | 7,120                | 369 | 788   | 44,280          | 2,018 | 2,804 |



**8,277**

Total billboards



**49,102**

Total Faces

**90%**

DIGITALIZATION

A dimly lit office desk with a laptop, papers, and a pen holder. The scene is dark, with the desk and its contents faintly visible against a dark background. The laptop is open, and there are several papers scattered around it. A pen holder with pens is also visible on the desk. The overall atmosphere is quiet and focused.

**03**

Current Projects



# Al-Riyadh Project Contract



The largest investment contract globally within the outdoor advertising industry.



The contract duration is **10** years.



The number of billboards is up to **3,000** fully digital billboards.



**4** Revenue Streams.



The project methodology constants net revenue sharing or the annual minimum guarantee - whichever is higher.



Deducting **5 %** of the project's income to finance the initiatives that focused on improving the urban landscape, developing infrastructure, and enhancing municipal real estate in Riyadh City.



# King Khaled International Airport Contract



The contract duration is **10** years.



The number of billboards is **525** fully digital billboards.



The project methodology constants net revenue sharing or the annual minimum guarantee - whichever is higher.



In the initial year, the project methodology involves net revenue sharing only, in subsequent years, it will be either net revenue sharing or the annual minimum guarantee - whichever is higher.





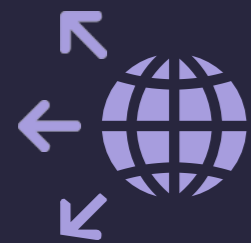
# Faden Media Acquisition



The acquisition value is SAR **1,050,000,000**.



Increasing and enhancement the market share.



Expanding the advertising network in the western region.



The completion of the full acquisition of Faden Media.

Awarded project offered by Ramat Al-Riyadh Company for establishing, operating, and maintaining advertising billboards on the facades of 3 buildings in various sites of Riyadh City for a duration of 10 years each.

Awarded two projects offered by Ramat Al-Riyadh Company for establishing, operating, and maintaining advertising posters on a combined total of 500 public taxis or buses for a duration of 2 years each.



# Boulevard World Project Contract



Boulevard World is one of the entertainment areas in Riyadh City that includes various experiences from 10 countries around the world, also includes the largest artificial lake, and it is one of the areas affiliated with the Riyadh Season activities with a capacity of up to 3,000 visitors each hour.



Offered by Sela Company.



The project's duration is **3 years**.



The number of billboards is 99 fully digital billboards.



The project methodology is sharing a percentage of the value of the financial returns (net revenue and marketing).



# Signed Masar Masterplan Agreement



Masar Makkah is one of the major development projects in Makkah Al-Mukarrama and it aims to create destinations with a civilized and exemplary design, considering the culture and authenticity of the Holy City of Makkah to become a main gateway route leading to the Holy Mosque in Makkah.

Offered by Umm Al Qura Development and Construction Company.



The contract duration is 15 years.



The number of billboards is 315 fully digital billboards.



In the initial 4 years, the project methodology involves sharing a percentage of the generated revenue; in subsequent years, it will be either sharing a percentage of the generated revenue or the annual minimum guarantee -whichever is higher.

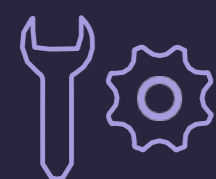
The total minimum guarantee amount is SAR 252,612,655 distributed progressively over 11 years.



# RTA Contract In Dubai



Al Arabia OOH Digital Company is jointly owned by Al-Arabia Out of Home Advertising Company (a subsidiary owned 100% by Arabian Contracting Services Co.) with 60% ownership, Mawaqie Company (a Saudi Company) with 10% ownership and an Emirati partner with 30% ownership.



Signing a contract to grant the rights to install, operate, and maintain advertising billboards in Dubai City.



Offered by the Roads and Transport Authority (RTA) in Dubai City.



The contract's duration is **10 years and 5 months**.



The number of billboards is **294 billboards**.



# Intercity Roads in Saudi Arabia



The contract duration is **10** years.



Total of 274 advertising assets

- 200 Unipole
- 6 Hoardings
- 68 Bridges



In 10 roads in between Saudi Arabia cities



The project methodology involves revenue sharing



مَعَالِمُ | مِيزَةٌ  
MA'ALEM | MEZAH

04

New Products



میزه  
MEZAH



ننتظركم في CityscapeGlobal

الديار العربية  
ALDYAR ALARABIYA



الديار العربية

MEZAH SKYLINE  
by alarabia





Butterflies  
by nōs

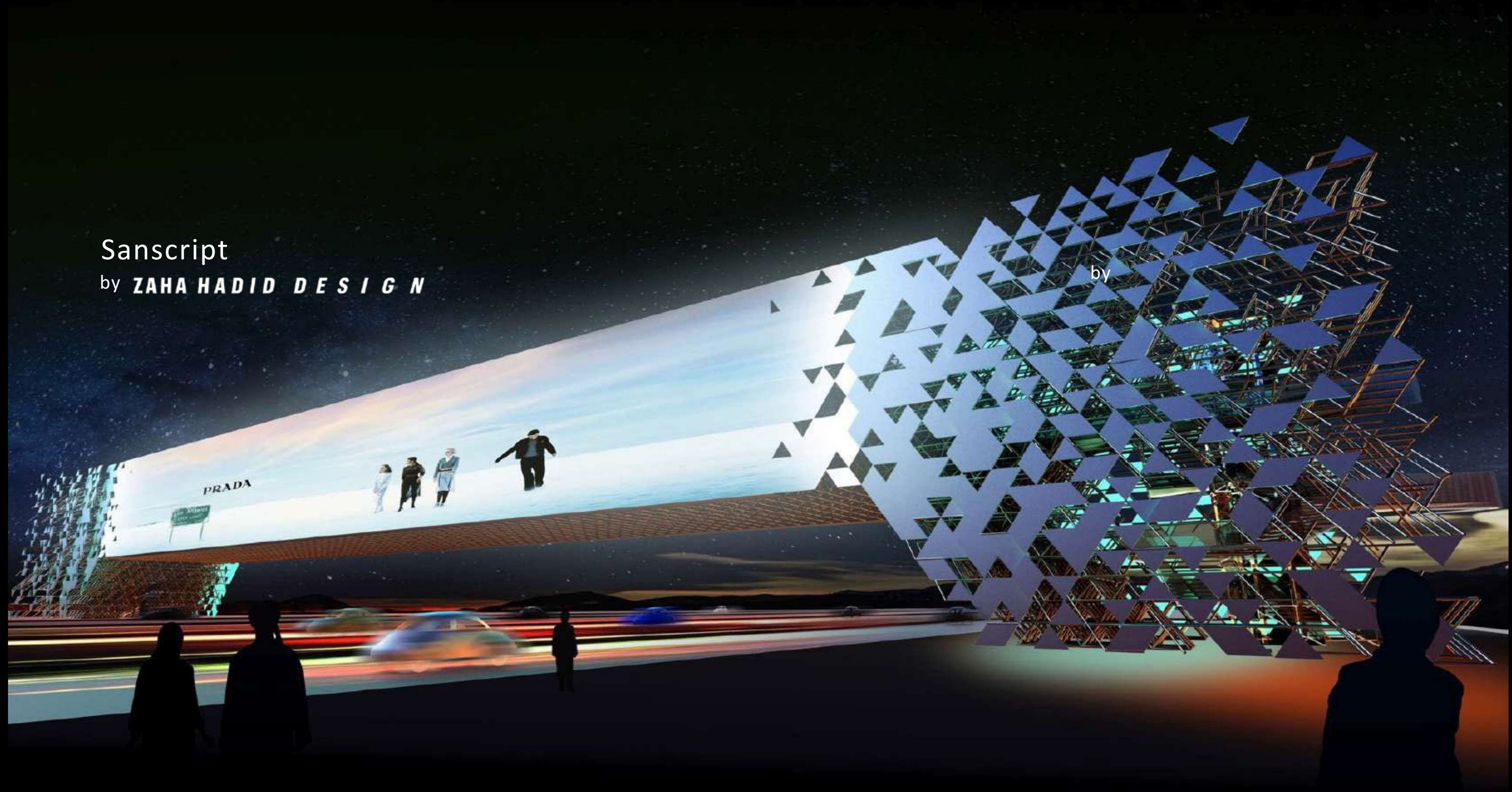


Butterflies' gates  
by nōs

PRADA



Sanscript  
by *ZAHA HADID DESIGN*









White Ghaf

by  VINCENT CALLEBAUT ARCHITECTURES





Stargate

by TOM WISCOMBE  
ARCHITECTURE





A dark, semi-transparent background image showing a business meeting. Several hands are visible, pointing at and holding a pen over a document on a laptop. The document contains various financial charts, including pie charts and bar graphs. The overall scene is dimly lit, emphasizing the collaborative work environment.

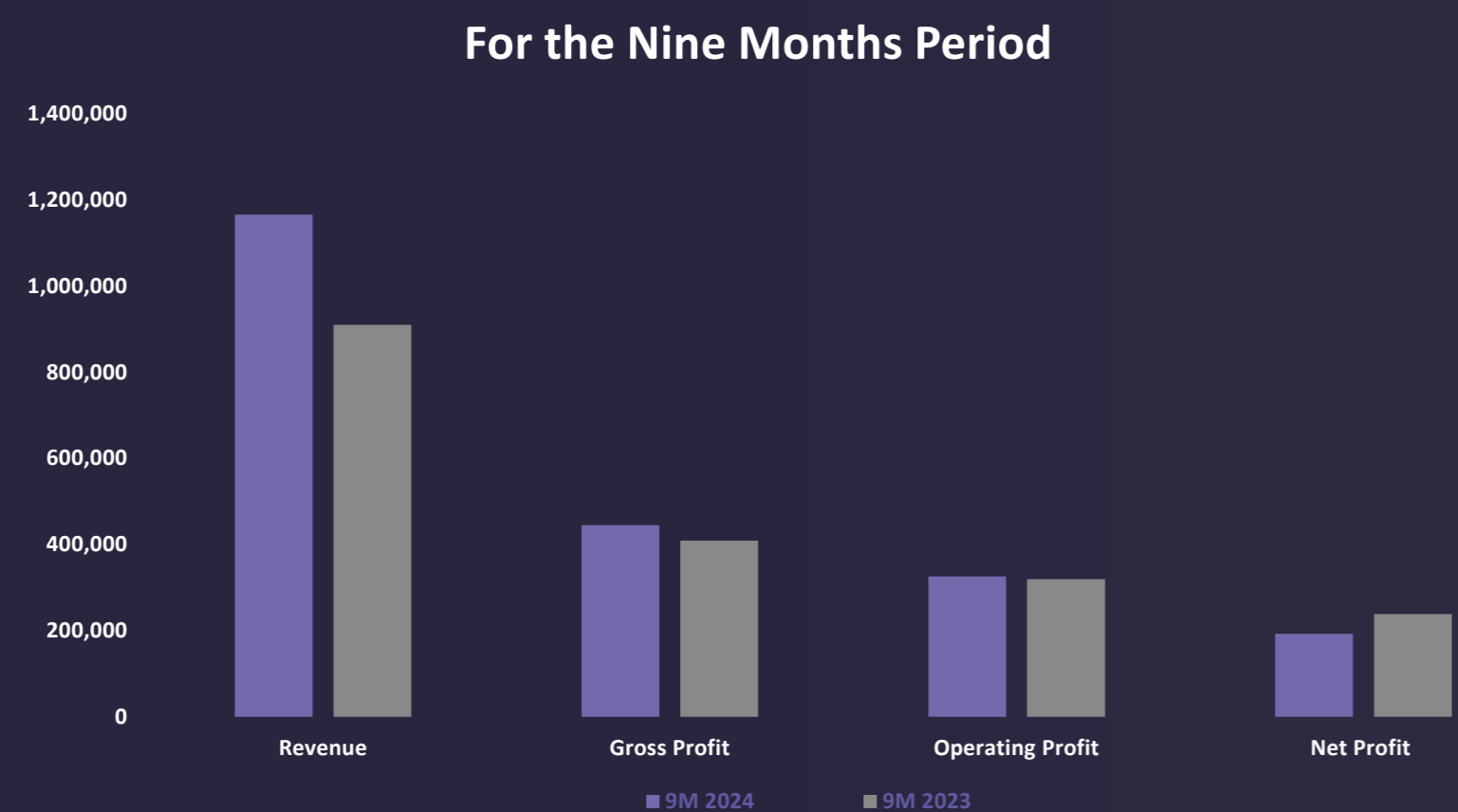
**05**

Financial Performance

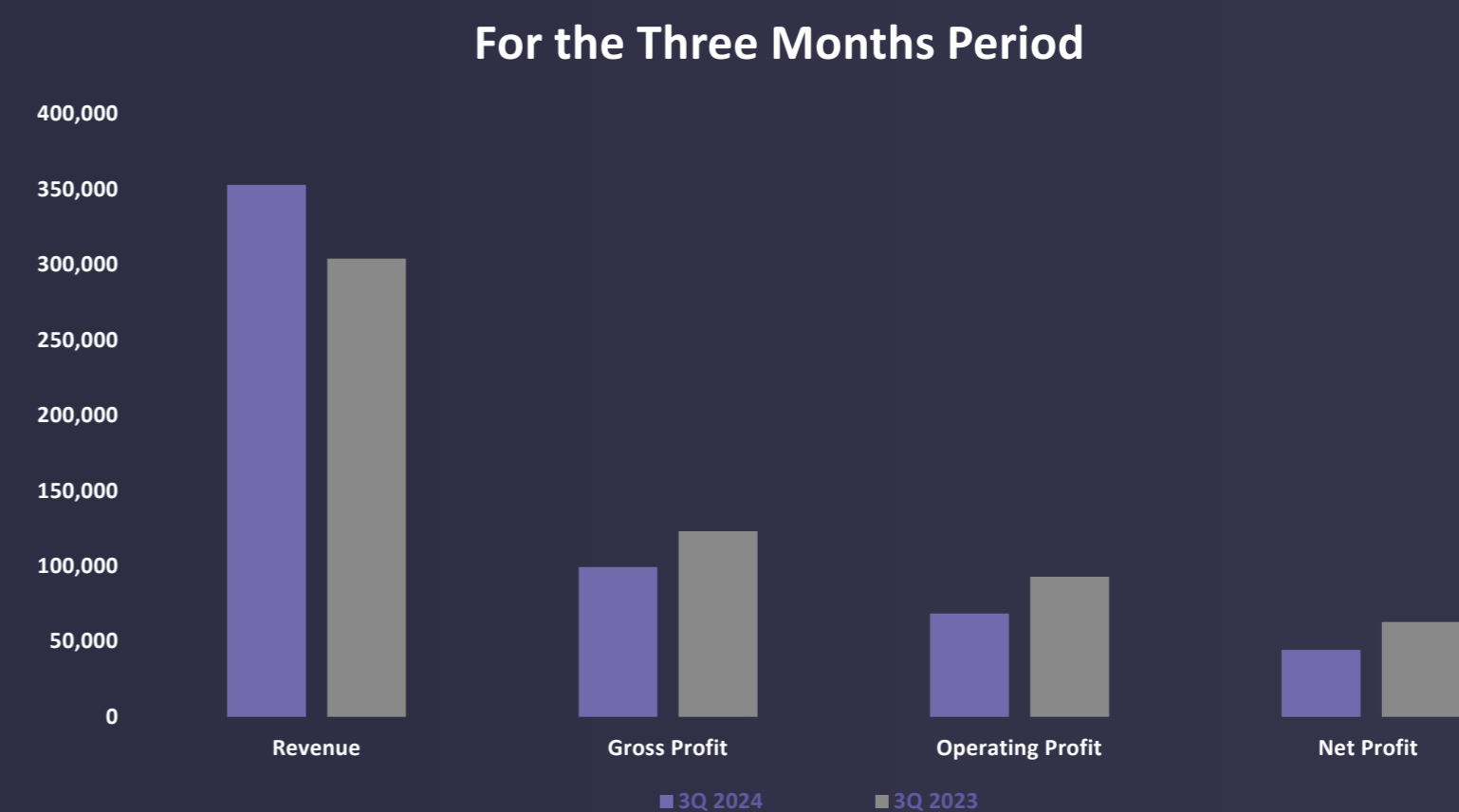


# Income Statement Highlights

| Key Figures<br>(SAR Thousand) | For the Nine Months Period |         |            | For the Three Months Period |         |            |
|-------------------------------|----------------------------|---------|------------|-----------------------------|---------|------------|
|                               | 9M 2024                    | 9M 2023 | Change (%) | 3Q 2024                     | 3Q 2023 | Change (%) |
| Revenue                       | 1,166,015                  | 910,675 | 28% ↑      | 352,881                     | 303,993 | 16% ↑      |
| Gross Profit                  | 445,104                    | 408,928 | 9% ↑       | 99,399                      | 123,140 | (19%) ↓    |
| Operating Profit              | 325,788                    | 319,563 | 2% ↑       | 68,621                      | 92,964  | (26%) ↓    |
| Net Profit                    | 192,457                    | 238,796 | (19%) ↓    | 44,312                      | 62,934  | (30%) ↓    |



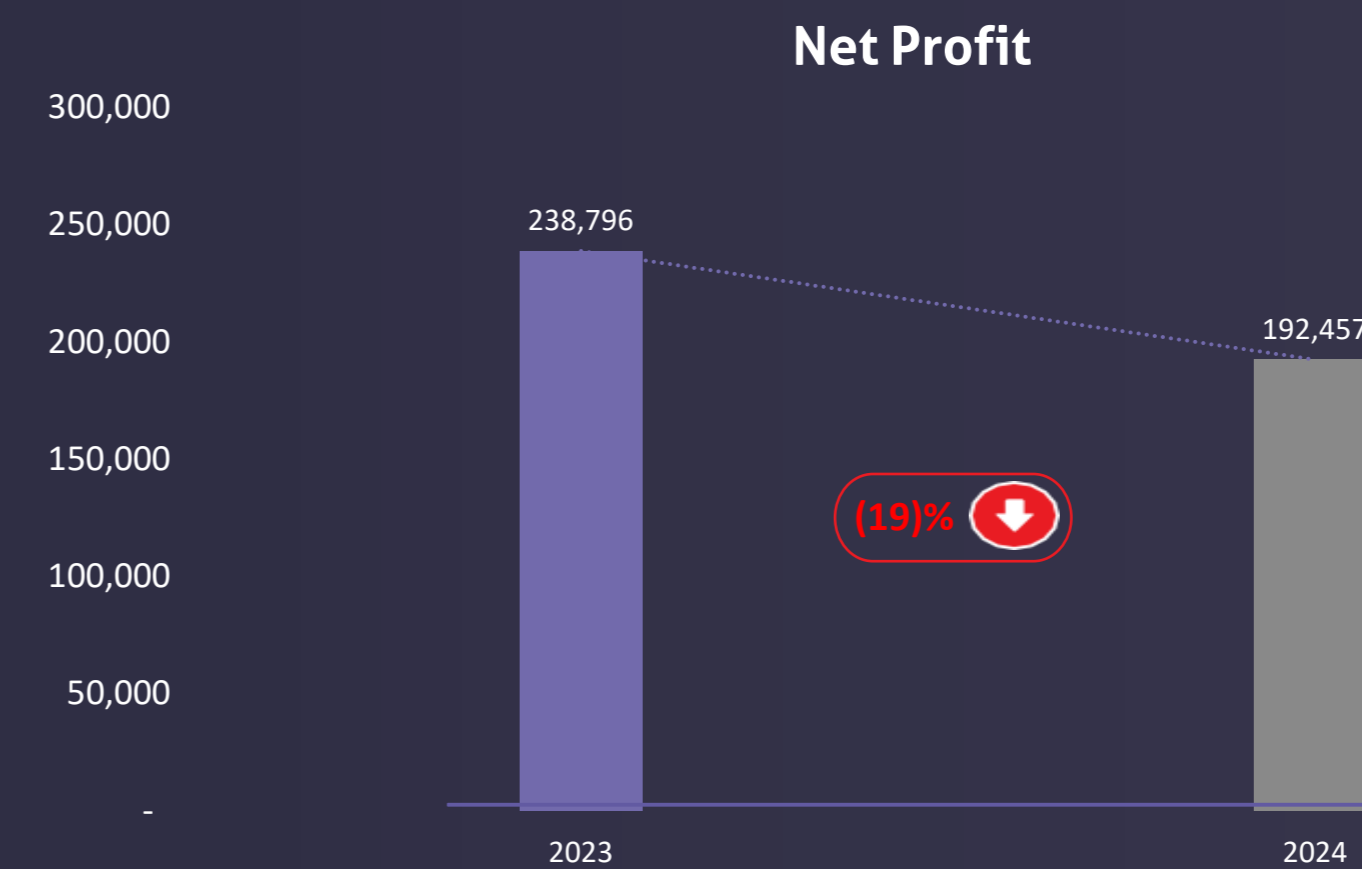
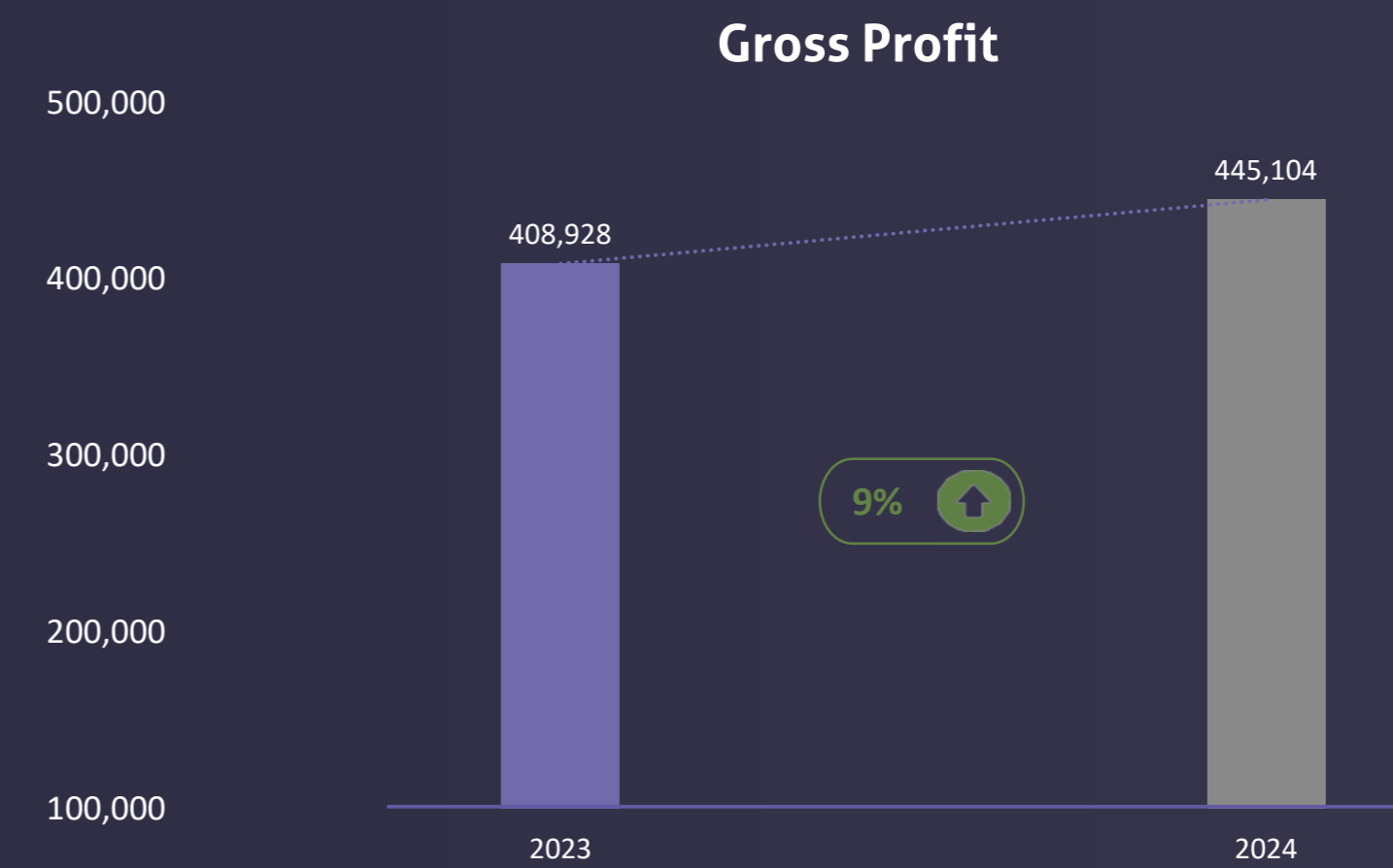
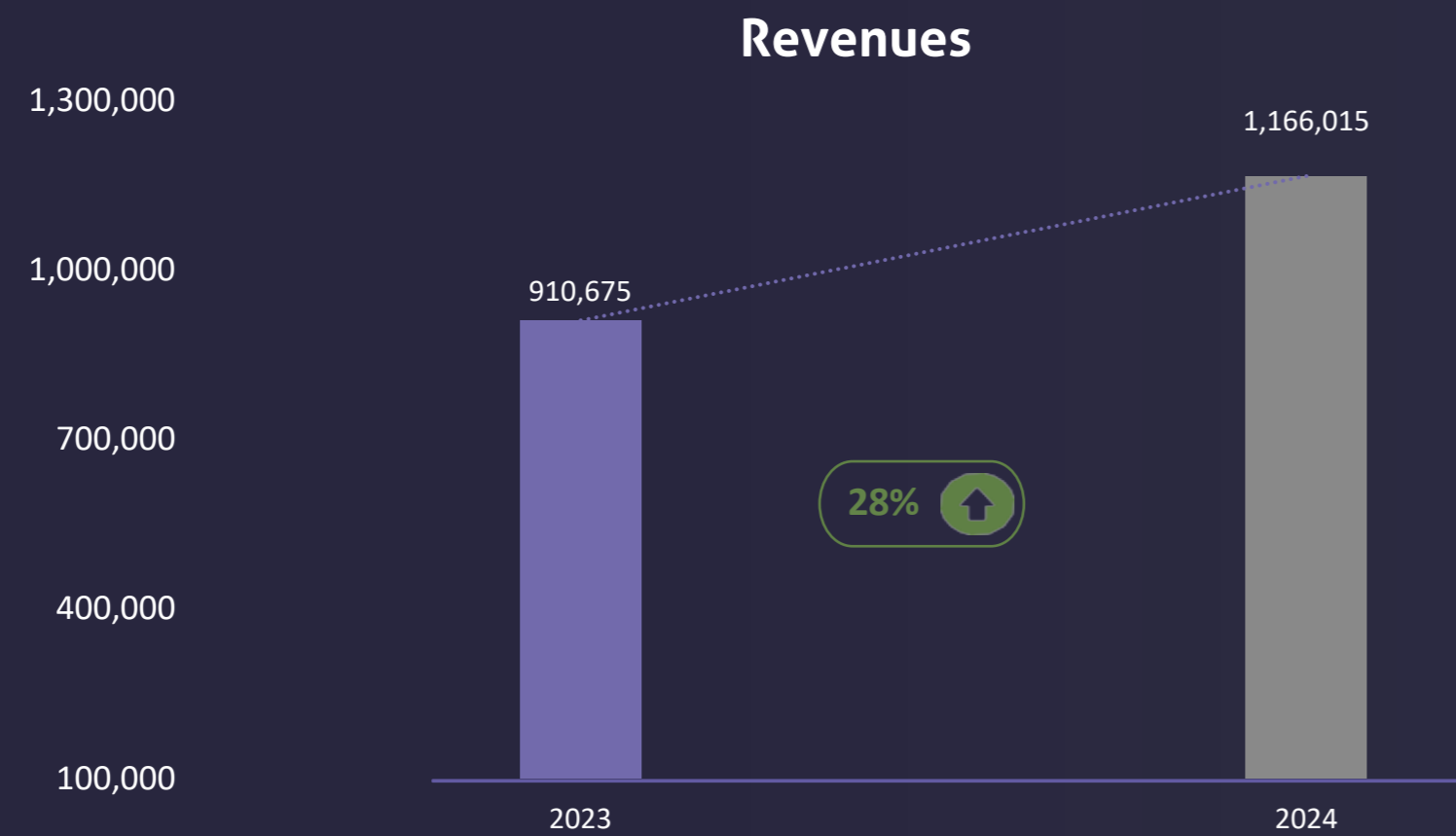
All figures are in (Thousands) SAR



All figures are in (Thousands) SAR



# Income Statement Highlights (9M 2024)

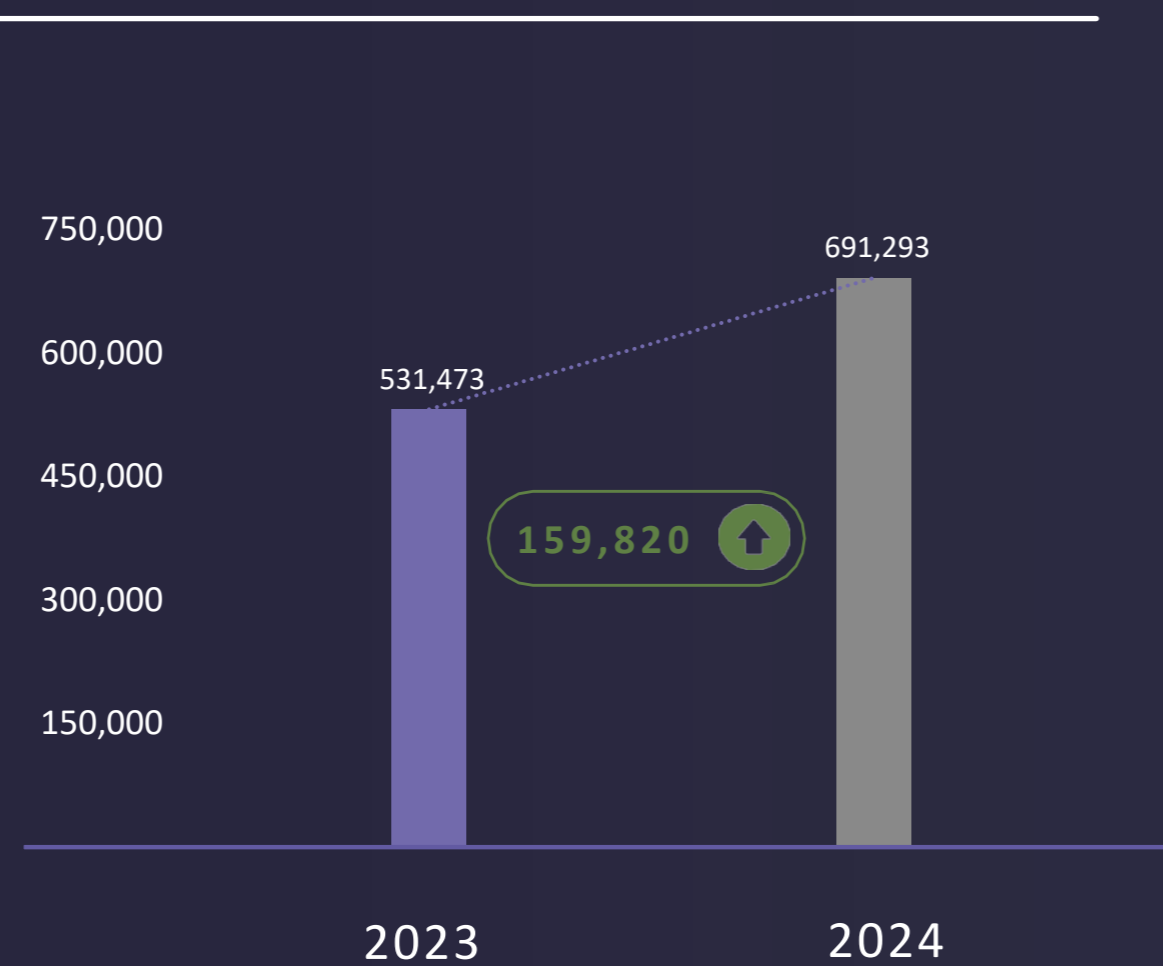


All figures are in (Thousands) SAR

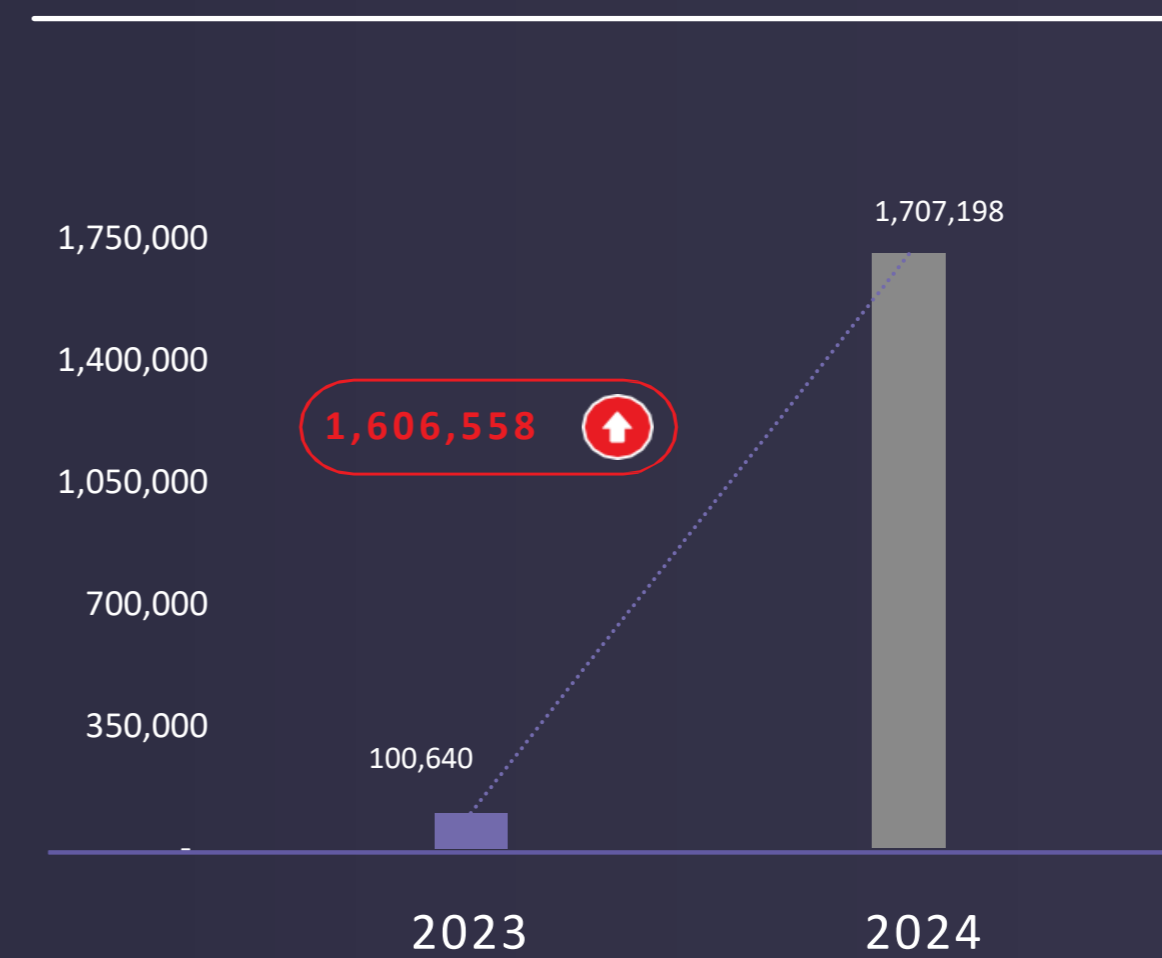


# Working Capital & Loans From Banks

## Working Capital as of 30 Sep



## Loans From Banks as of 30 Sep

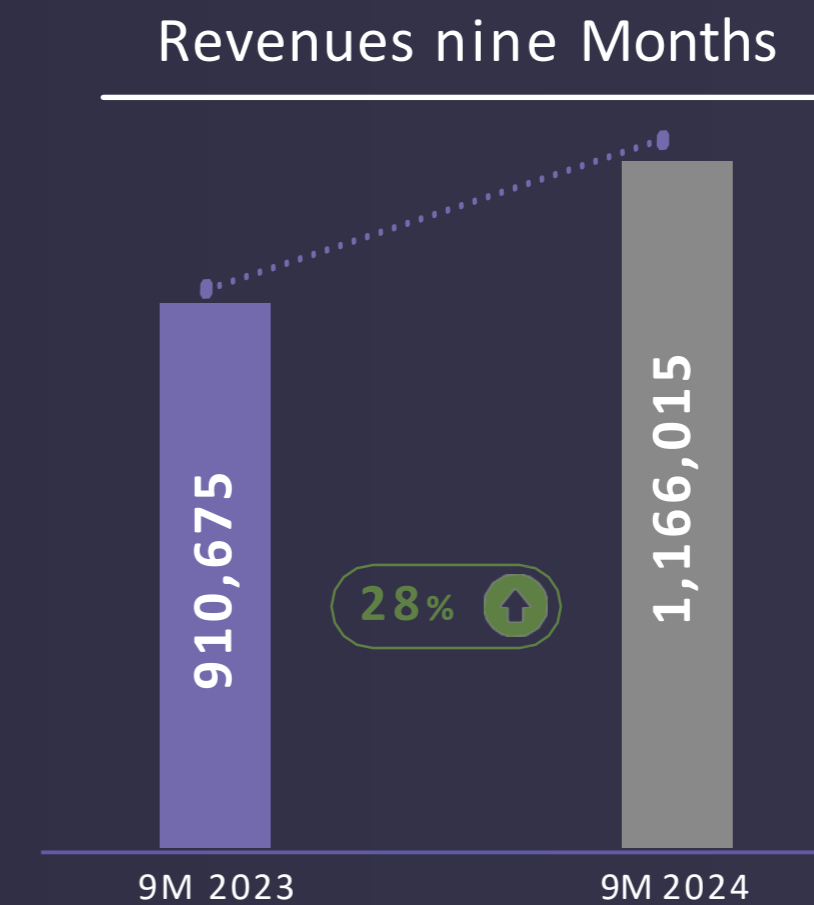
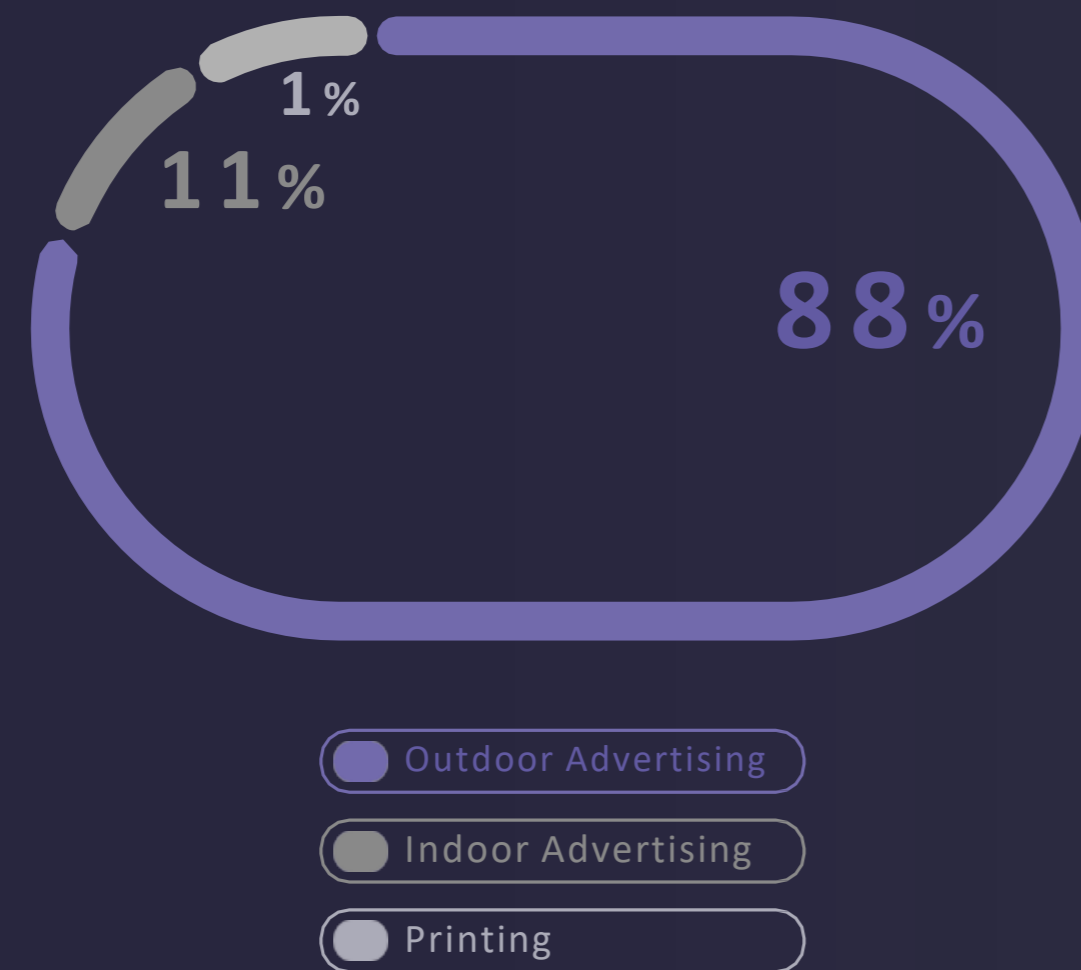


The working capital increased as of September 30, 2024, to SAR 691,293 Million compared to the same period of the previous year, this is due to the increase in trade receivables by 27%, increase in cash and cash equivalents by 37% and the increases in prepaid and other debt balances by 594%. Also, the decrease in Lease Liabilities by 37% and Decreases in Zakat and tax by 38%. had an impact on this increase in working capital at the end of the period.

All figures are in (Thousands) SAR



# Revenue By Segment Working Capital & Loans From Banks



All figures are in (Thousands) SAR

Outdoor advertising revenue increased by **21%** in comparison with the same period of previous year with total revenue amounted to **SAR 1,166 Million**

Indoor advertising revenue increased by **175%** in comparison with the same period of the previous year with total revenue amounted to SAR 129 Million

Printing revenue decreased by **38%** in comparison with the same period of the previous year with total revenue amounted to SAR 13 Million

All figures are in (Million) SAR



# Other Financial Highlights

Financial Indicators as of  
30 Sep 2024



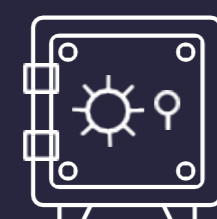
**EBIT %**

**32%**



**EBITDA %**

**35%**



**ROAA**

**4%**



**ROAE**

**16%**



**EPS**

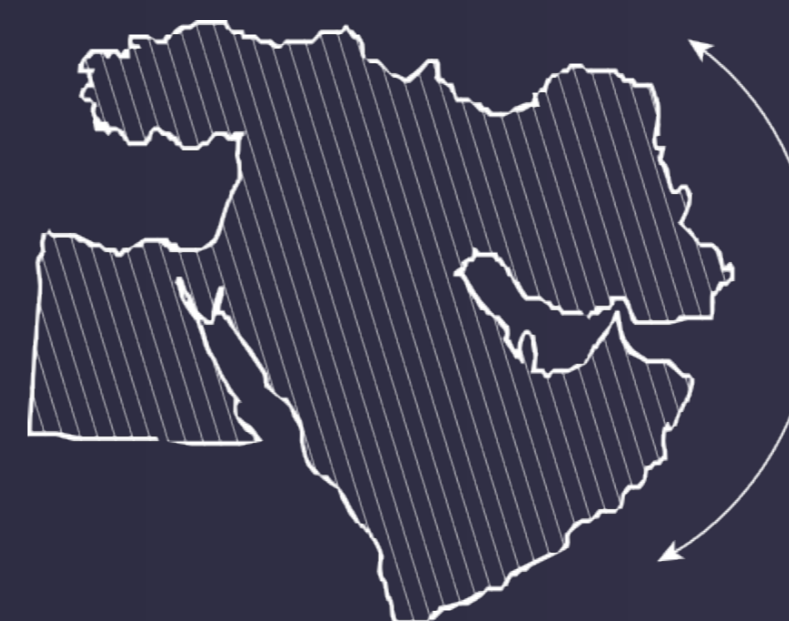
**3.58 SAR**



**D/E**

**132%**

Market Share



Over  
**72%**

Foreign investor's ownership percentage

During 2 years of listing, the company's performance was attractive to local and foreign investors. al arabia, has one of the highest percentages in QFI among the 9 other companies that were listed in 2021.

ALARABIA RANKED



PLACE by Revenue

\* Largest Outdoor Advertising companies Worldwide and by revenue in million USD  
\* Hardman & Co research company



## Other Financial Highlights

Al Arabia is committed to transparency and wishes to address any inquiries relating to the effects of recently executed contracts on the company's performance and investor outlook. It is crucial to understand that these are forward-looking statements, which by their nature are uncertain and outside of the company's control. Although these forward-looking statements are based on management's current expectations and beliefs, actual results may vary in a material way.

To ensure shareholders are well-informed, regular updates will be well-appointed, providing the most precise information available.

Al Arabia maintains its dedication to disclosure and transparency to foster a fair market environment.

### Guidance

| ITEM                            | FY2024          |
|---------------------------------|-----------------|
| CAPEX                           | SAR 300 Million |
| Gross Profit Margin             | 28 - 34 %       |
| Net Income Margin               | 14 - 17%        |
| Revenue Growth                  | 30 - 40%        |
| EBITDA                          | 22 - 25 %       |
| Number of additional billboards | 250 - 300       |

| ITEM                            | FY2025                | FY2026                |
|---------------------------------|-----------------------|-----------------------|
| CAPEX                           | SAR 300 - 500 Million | SAR 200 - 300 Million |
| Gross Profit Margin             | 30 - 35 %             | 30 - 35 %             |
| Net Income Margin               | 15 - 20 %             | 15 - 20 %             |
| Revenue Growth                  | 15 - 20 %             | 10%                   |
| Number of additional billboards | 100-150               | 100-150               |



THANK YOU

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