

# Earnings Presentation FY-2025



# DISCLAIMER

This document has been prepared by Al Arabia for information purposes only and is not and does not form part of nor should be considered advice, recommendation, offer for sale or solicitation of any offer to subscribe for, purchase or sell any securities, nor shall it or any part of it form the basis of or be relied on in connection with any contract or commitment whatsoever.

This document and information contained herein are provided on a recipient's request but do not take into consideration any investment objective, financial situation or particular needs of any recipient and are not designed with the objective of providing information to any particular recipient and only provides general information. Al Arabia assumes that each recipient would make its own assessment and seek professional advice, before taking any decision in relation to the information provided in the document. It is intended only for the recipient to whom the same is delivered by Al Arabia and should not be forwarded or relied on by any other person. This document and the information contained herein are confidential and may not be reproduced or disclosed to anyone other than the recipient to whom this information is directly provided by Al Arabia. It has been prepared on the basis of information believed to be reliable, but Al Arabia makes no guarantee, representation or warranty, express or implied, as to the accuracy, correctness or completeness of such information. Under no circumstance will Al Arabia be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on the information in this document.

This document is intended for use only by the professional client to whom it is made available by Al Arabia. This document is not for distribution to non-professional or retail clients or to any other party except to whom it is not directly provided by Al Arabia.

Al Arabia does not propose to comment on any risk including the risk of insolvency of parties, tax implications or any regulatory, financial or operational risk associated with the information.

The distribution of this document in some jurisdictions may be restricted by law, and persons into whose possession this document comes should inform themselves about, and observe, any such restriction.

# 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. Implementing New Products
5. New Products
6. Financial Performance

The background of the slide features a series of dark blue, wavy lines that create a sense of depth and movement, resembling a stylized landscape or a digital wave pattern. The lines are more pronounced on the left side and fade towards the right.

**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 Q4 2025

## ALUla Contract

Signed contract for ten years with ALUla with Royal Commission for ALUla (RCU)

## Remat Contract

The contract extended from September 2033 till December 2035

90 %

Digitalization

Rate

+850

Commercial

Campaigns

10,934

Billboards

Based on Contracts


77,840

Faces

Based on Contracts


# Billboards and Faces as of 31 Dec 2025 (Based on contracts)

Type	Number of Billboards			Number of Faces		
	Saudi Arabia	UAE	Egypt	Saudi Arabia	UAE	Egypt
Digital	6,565	259	239	66,650	2,590	2,390
Static	1,899	185	1,687	3,798	370	2,042
Total	8,564	444	1,926	70,448	2,960	4,432



**10,934**

Total billboards



**77,840**

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 being the primary focus. The laptop is open, and there are several papers scattered around it. A pen holder with pens is visible to the right of the laptop. The overall atmosphere is quiet and professional.

03

Current Projects

# Remat Project Contract



The largest investment contract globally within the outdoor advertising industry.



The contract duration is **12** years ending in 2035



The number of billboards is up to **3,000** 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 ending in 2034



The number of billboards is **525** 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.

# King Abdulaziz Public Transport Contract



The Riyadh Metro comprises six lines and 85 stations, with a capacity of 3.6 million passengers daily.



The contract duration is **10** years ending in 2035.



The number of billboards is 3,666 billboards



The project methodology involves revenue sharing and contracting fees, with a value of SAR 563 million.

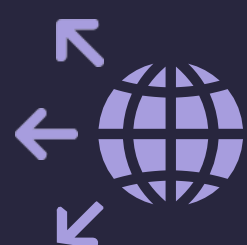
# Faden Media Acquisition



The acquisition value is SAR **1 Billion**



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 project offered by Jeddah Municipality for establishing, operating, and maintaining advertising billboards on vacant land located on the main roads in Jeddah City for a duration of 7 years. The contract includes a total of 15 billboards.

Awarded project offered by Al Balad Al Ameen Company — the investment arm of the Holy Capital Municipality — for establishing, operating, and maintaining advertising billboards on building facades at various locations in Makkah for a duration of 10 years.



# 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 ending 2027**



The number of billboards is 99 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 ending in 2039.



The number of billboards is 315 billboards.



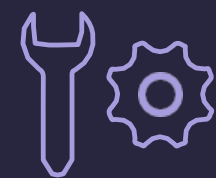
In the initial 4 years, the project methodology involves sharing a percentage of the generated revenue; in subsequent years, it will be either sharing a percentage of the generated revenue or the annual minimum guarantee, whichever is higher.

The total minimum guarantee amount is SAR 252.6 million 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 75% ownership, Mawaqie Company (a Saudi Company) with 25% 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, ending in 2034**



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

# Intercity Roads in Saudi Arabia



The contract duration is **10** years ending in 2035



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; the total expected revenue is SAR 694 million.

# AlUla Contract



The contract duration is **10** years ending in 2035



This project includes all forms of outdoor advertising within the AlUla Geographical Boundaries



The project methodology involves revenue sharing. In addition, a contribution to Capex for each individual Billboard.

مَعَالِمُ | مِيزَةُ  
MA'ALEM | MEZAH

# 04

## Implementing New Products







میزه  
MEZAH



MEZAH SKYLINE  
by alarabia





مَعَالِمُ | مِيزَةُ  
MA'ALEM | MEZAH

05

New Products

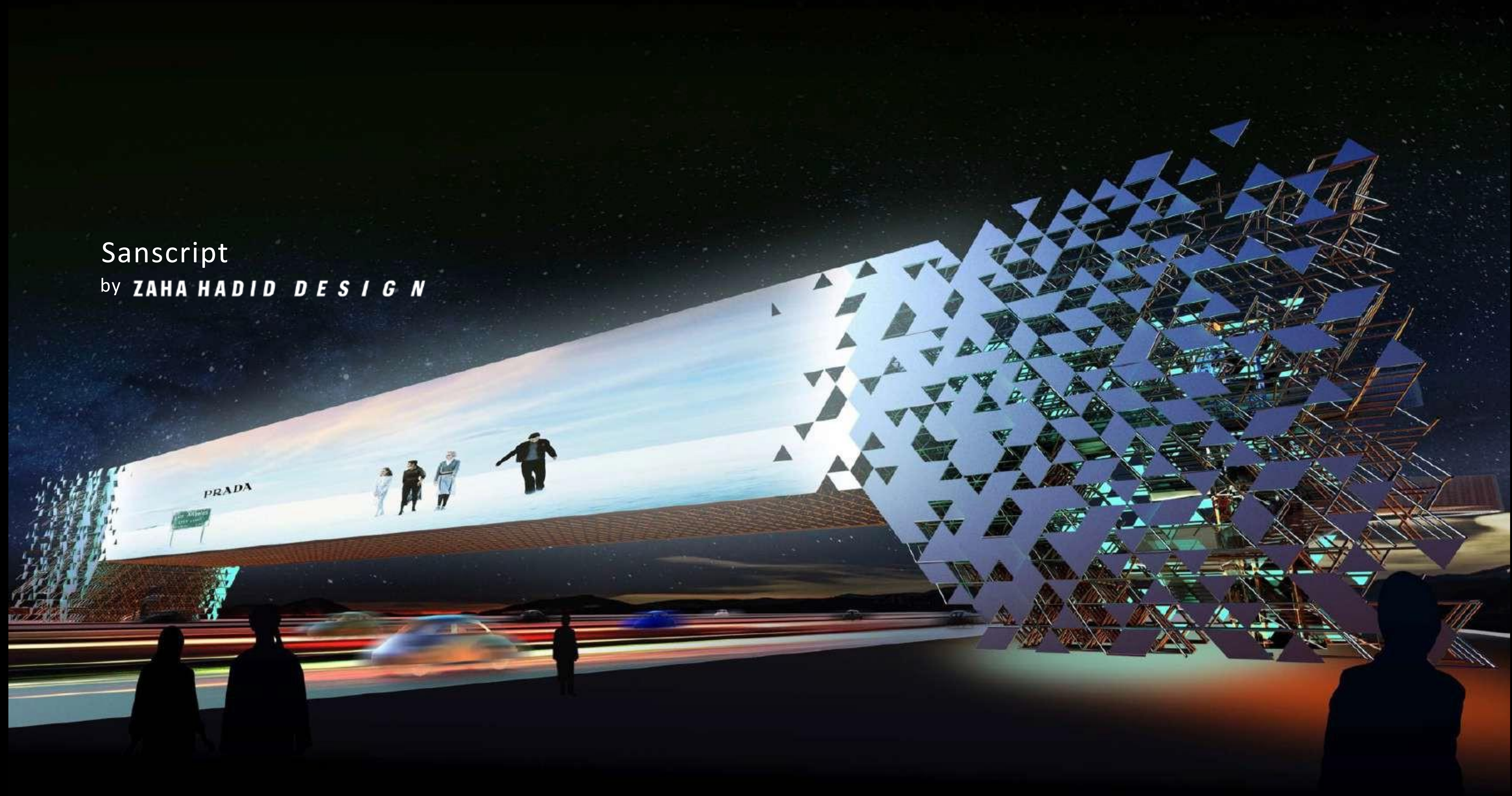


Butterflies  
by nōs

Butterflies' gates  
by nōs

PRADA

Sanscript  
by *ZAHA HADID DESIGN*



White Ghaf

by  VINCENT CALLEBAUT ARCHITECTURES



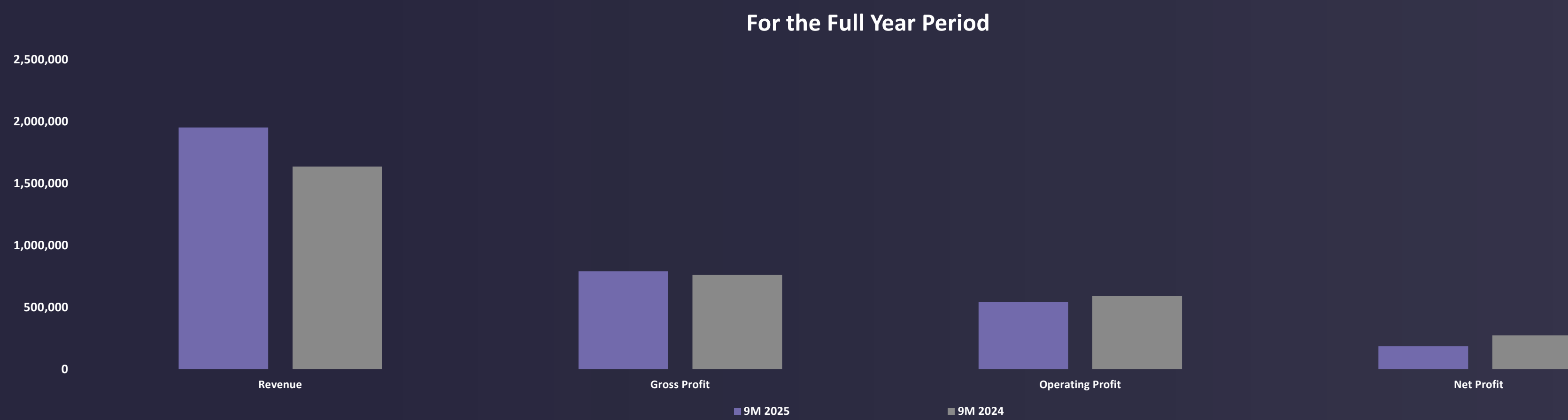
A dark, semi-transparent image of a business meeting. Several people's hands are visible, pointing at and holding a pen over a document on a laptop. The document contains various financial charts, including pie charts and bar graphs. The overall scene is dimly lit, with the primary light source being the laptop screen and the document itself.

06

Financial Performance

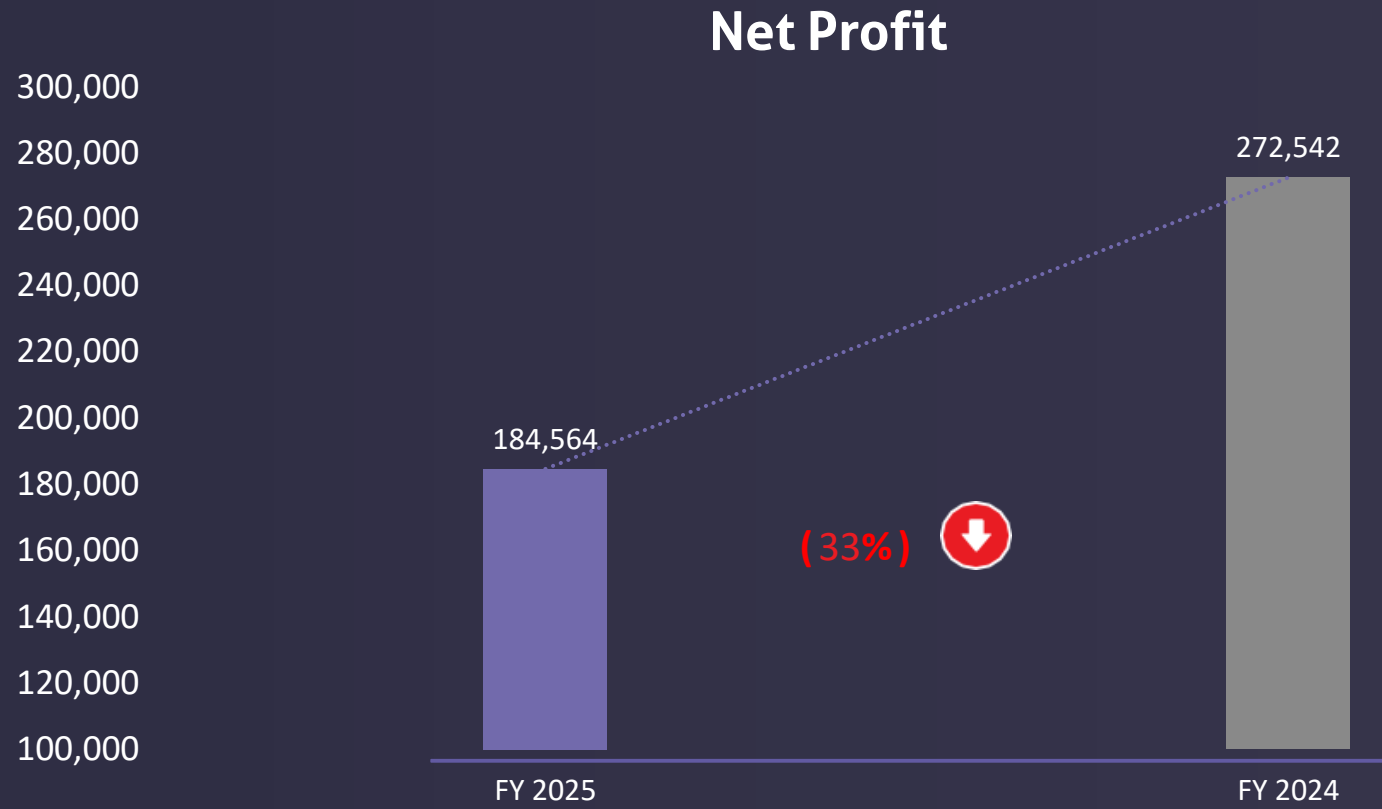
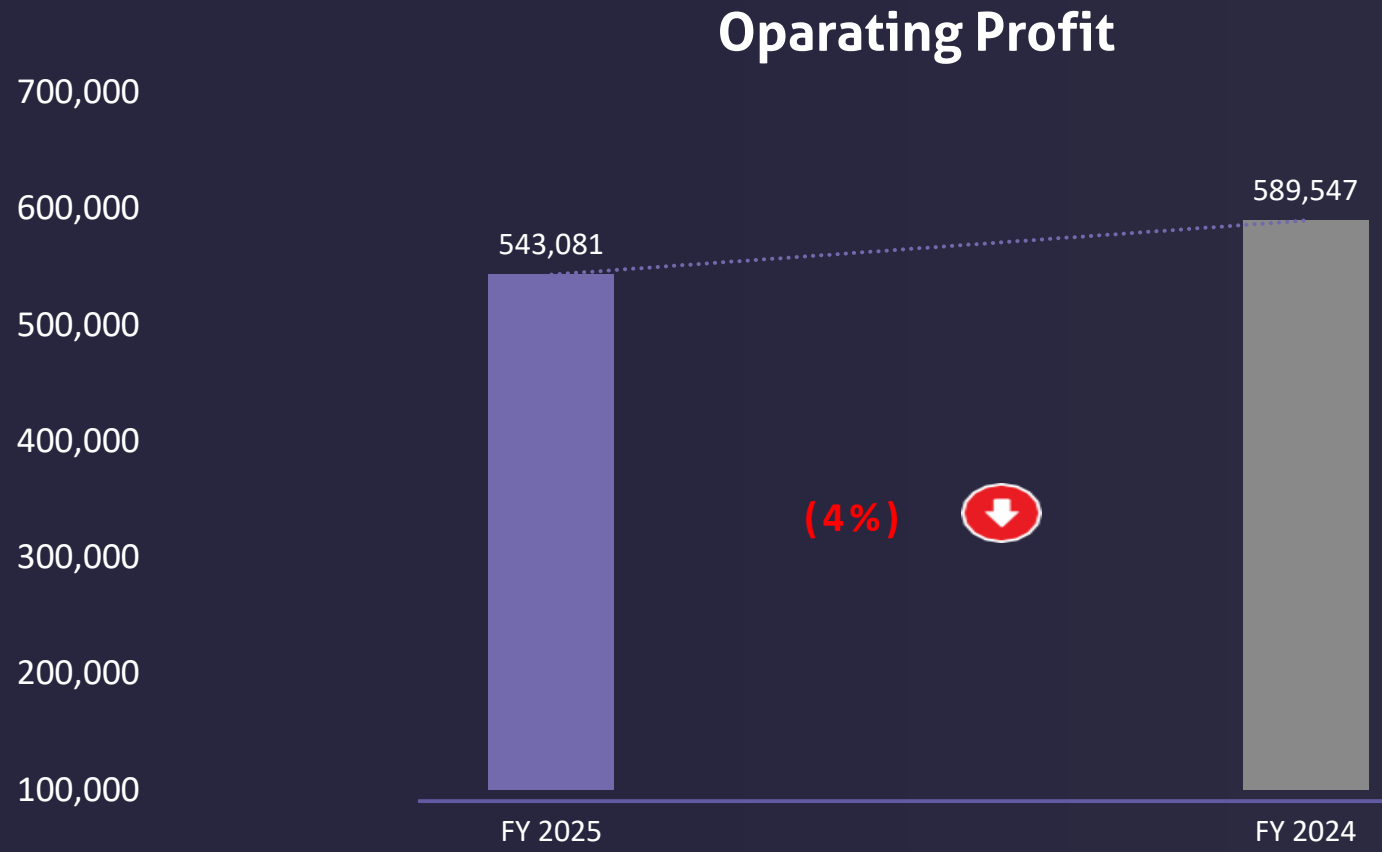
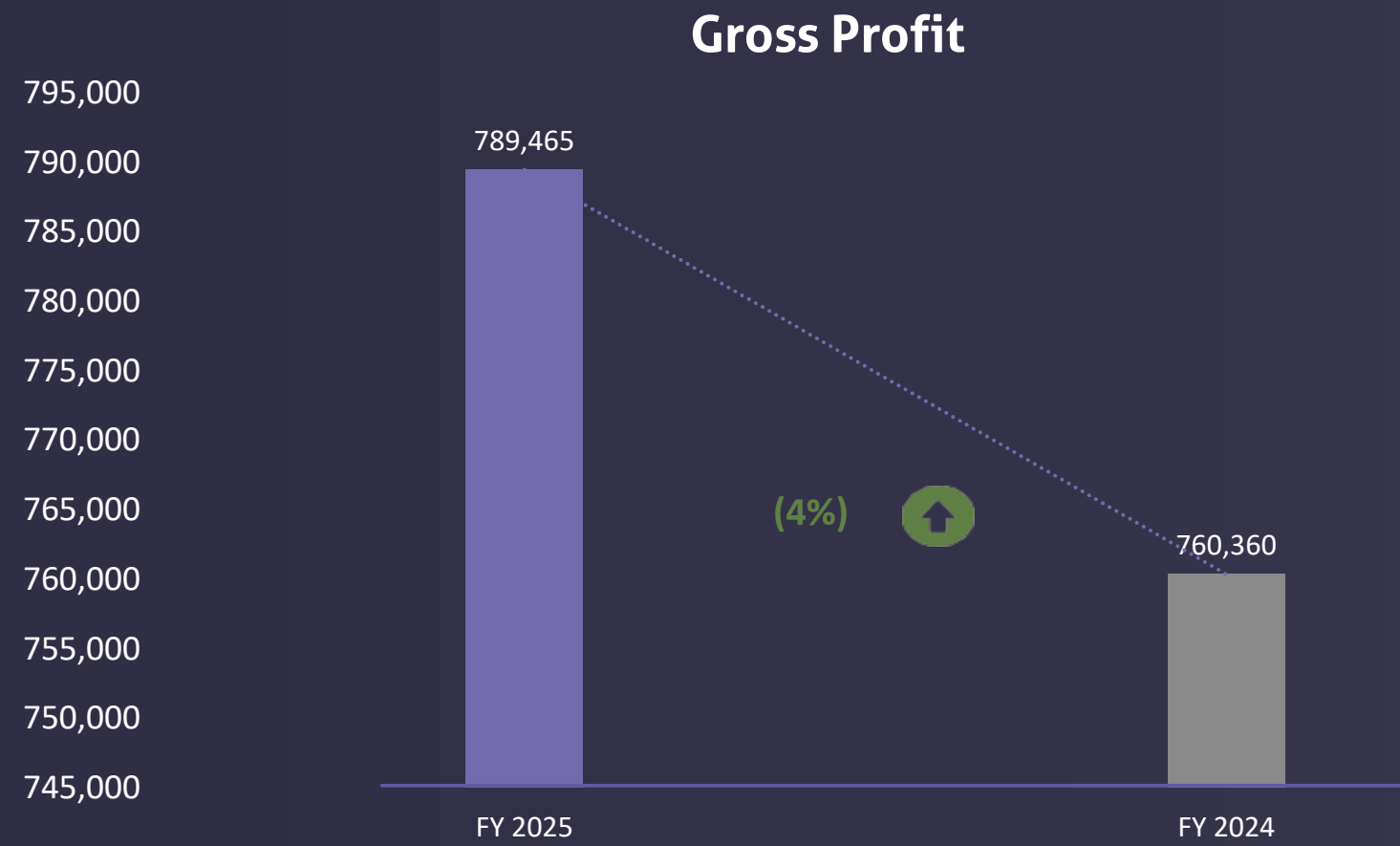
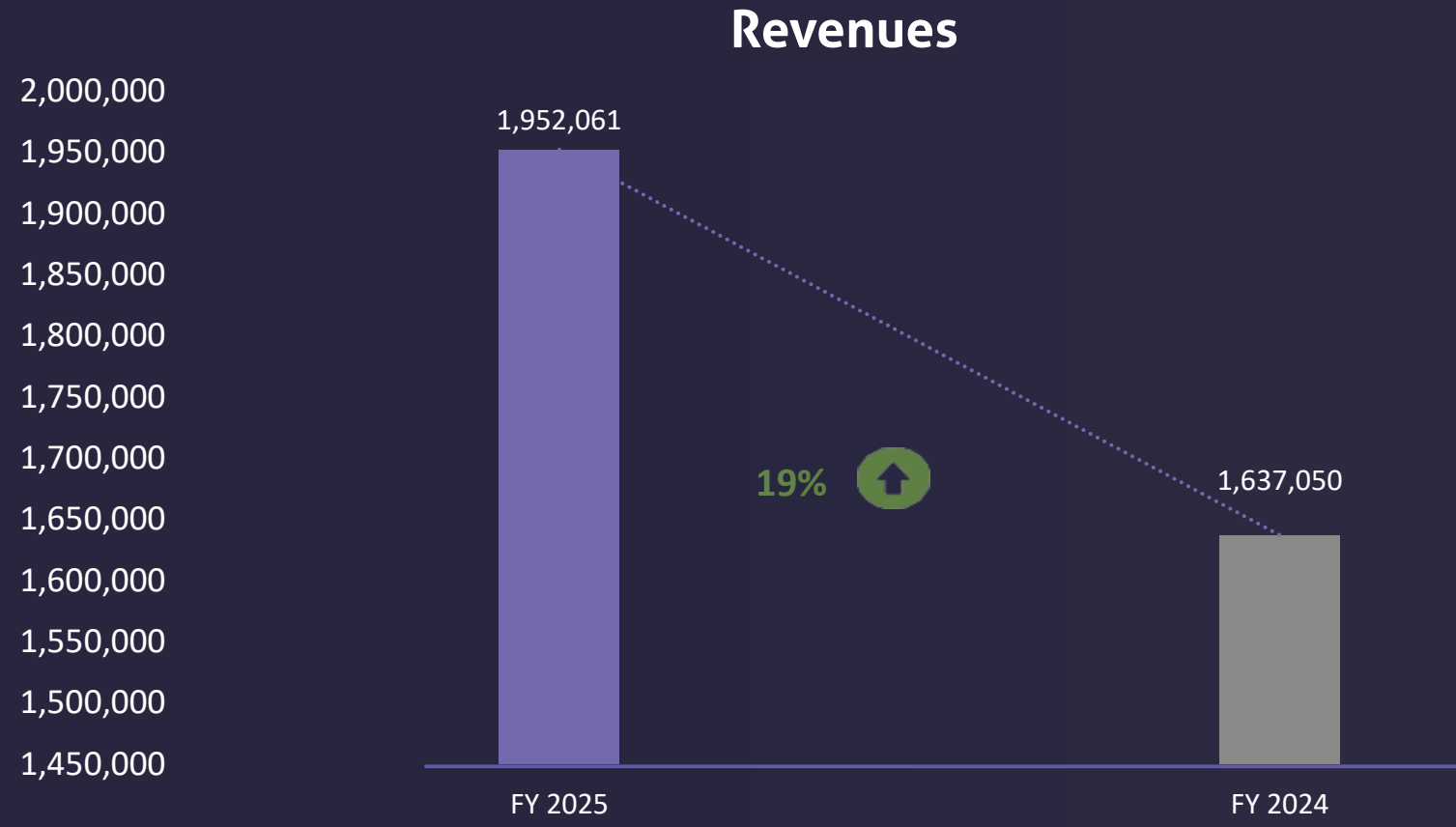
# Income Statement Highlights

Key Figures (SAR Thousand)	For the Full Year Period		
	FY 2025	FY 2024	Change (%)
Revenue	1,952,061	1,637,050	19.24%
Gross Profit	789,465	760,360	3.8%
Operating Profit	543,081	589,547	(7.88%)
Net Profit	184,564	272,542	(33.28%)



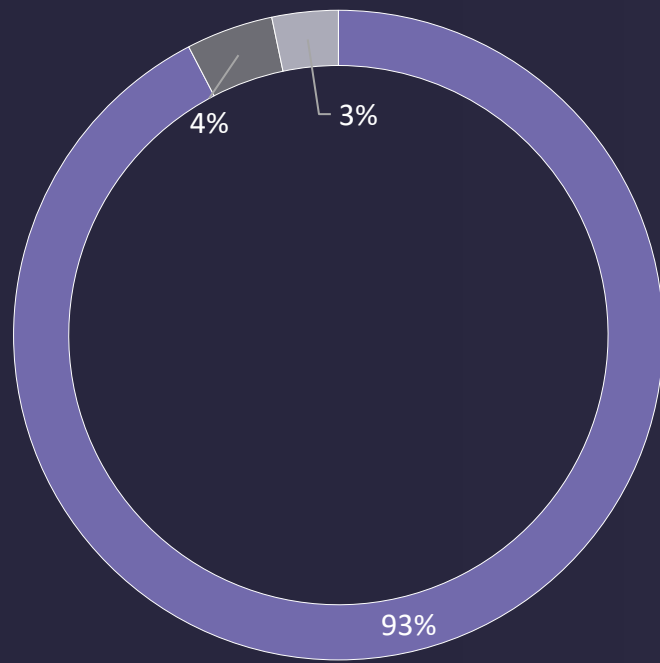
All figures are in (Thousands) SAR

# Income Statement Highlights (FY 2025)

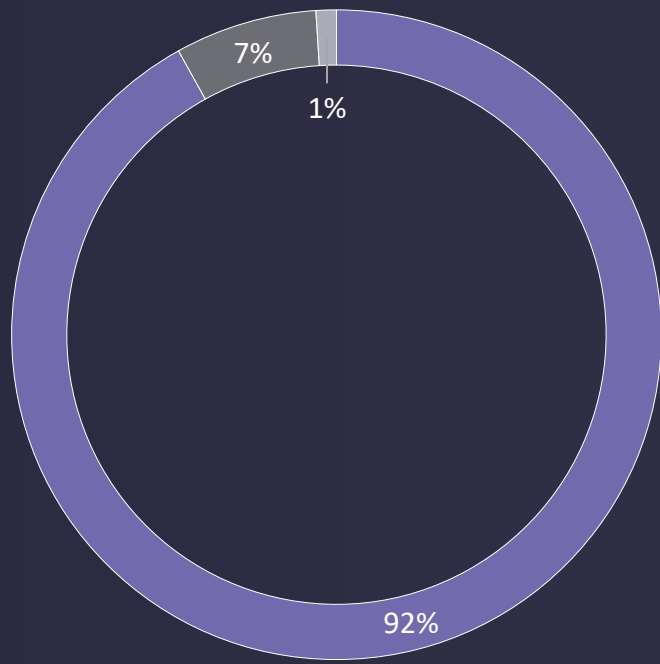


All figures are in (Thousands) SAR

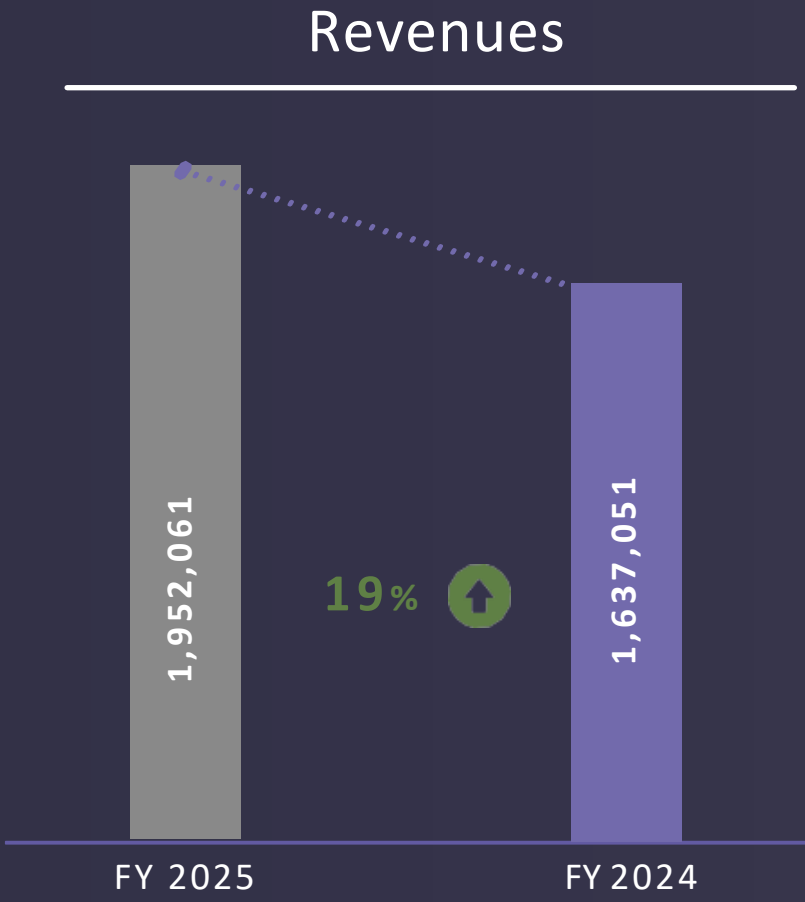
# Revenue By Segment & Country



- Saudi Arabia
- United Arab Emirates
- Egypt



- Outdoor Advertising
- Indoor Advertising
- Printing



All figures are in (Thousands) SAR

Outdoor advertising revenue increased by **20%** in comparison with the same period of previous year with total revenue amounted to **SAR 1,779 Million**

Indoor advertising revenue increased by **11%** in comparison with the same period of the previous year with total revenue amounted to **SAR 131 Million**

Printing revenue increased by **47%** in comparison with the same period of the previous year with total revenue amounted to **SAR 19 Million**

All figures are in (Million) SAR

# Other Financial Highlights

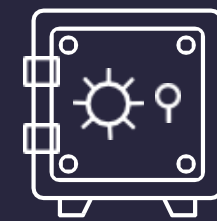
Financial Indicators as of  
31 Dec 2025



**EBIT %**  
19%



**EBITDA %**  
24%



**ROAA**  
3%



**ROAE**  
14%

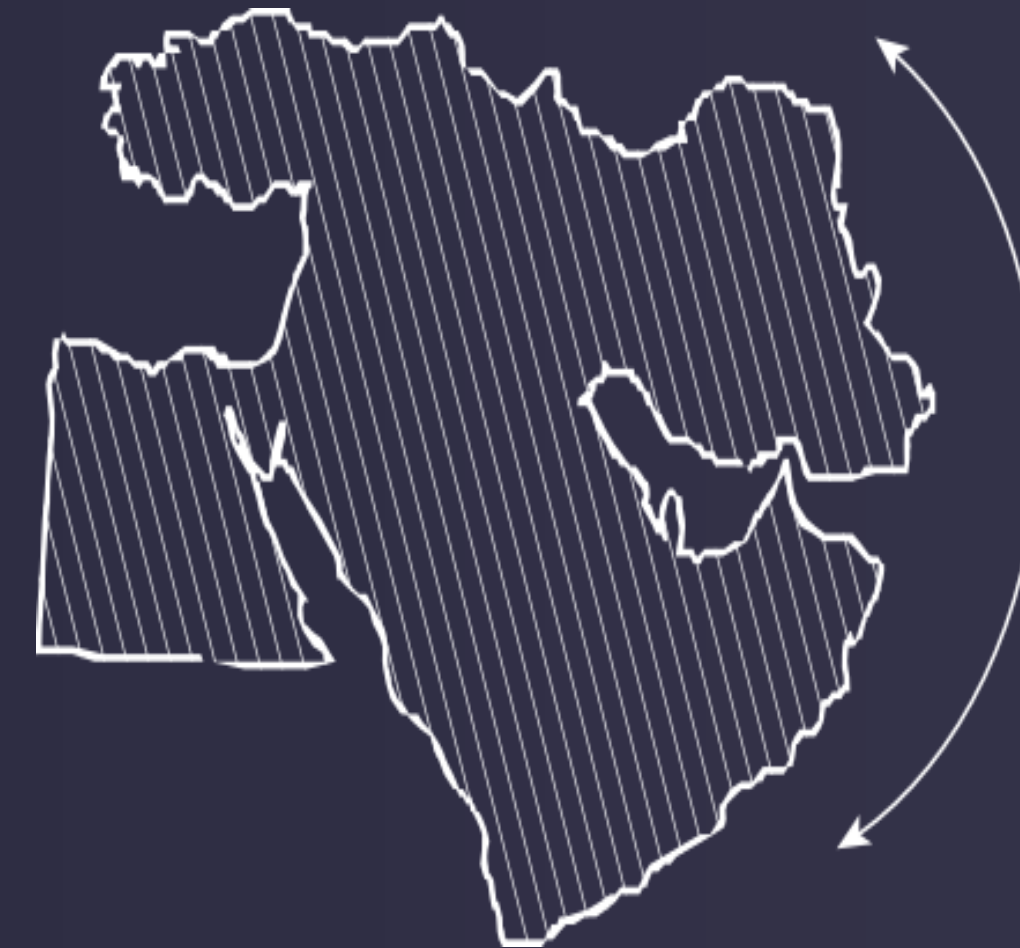


**EPS**  
3.4 SAR



**D/E**  
159%

Market Share



Over

**80%**

\*

THANK YOU

Arabian Contracting Services Company  
Address: Olaya towers, Tower B 33<sup>rd</sup> floor,  
Olaya street, Riyadh,  
KSA. PO Box 55905, 11544  
Tel: 920033343, Fax: 0112292550  
Info@al-arabia.com

Copyright © 2025 Al-Arabia Inc. All rights reserved.