

SEEN BY EVERYONE



Earnings Presentation

Q3, 2022

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PRESENTERS



Mohammed ALKhereiji
Chief Executive Officer

Mr. Mohamed ALKhereiji is currently the CEO of Arabian Contracting Services Company and a member in alarabia Board of Directors. He has over 16 years of experience in management, banking, finance and in entrepreneurship. He is the chairman of Saudi Media company and the general manager of bait al khabra and elegant hotels and he is a member in several BOD and Committees. Mr. Mohamed holds an Executive Master of Business Administration from Citi University in London and a BA degree in Finance from Prince Sultan University.



Mohammad ALBazz
Finance Director

With over 15 years of experience in Accounting, Finance and Audit, Mr. Mohammed ALBazz is the Finance Director in Arabian Contracting Services Company. He has a BA degree in accounting and held several executive roles in managing the finance function in multiple listed companies.



Hend S ALBassam
Head of IR, Governance and Compliance

Ms. Hend ALBassam is the Head of IR, Governance and Compliance in Arabian Contracting Services Company, she holds a BA and master's degree in accounting & Finance in addition to multiple professional certifications in IR, Governance & compliance. Ms. Hend has 13 years of experience in treasury, strategic planning, and IR. She also built the IR function in multiple listed companies.

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1.0

Q3,2022 Key Highlights

Q3,2022 KEY HIGHLIGHTS



The unique and distinct improvement in the quarterly financial results.



Increase in Digital Billboards to reach 64% YTD.



Expansion & Growth in the region.



Increase the ownership percentage of MBC Group in alarabia to be 20%.



Increase in EPS by 16%.

Q3 2022 PERFORMANCE (in thousand SR)

257,719

Revenue

205,284

EBITDA

65,889

Net income

UNMATCHED SUPERIOR ALARABIA OFFERING

28

Cities in KSA

23,631

Number of Faces

4,858

Outdoor Billboards

691

Indoor Billboards

64%

Digitalization

62.50%

Market Share in
total al arabia
Revenue in KSA (1)

32%

Media Share in KSA of
total AD spending (2)

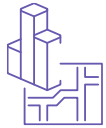
12th

Ranked 12th
Worldwide (3)

- (1) Market share of Total al arabia Revenue in KSA for the year 2020
(2) Market share of Total advertising spending in KSA for the year 2020
(3) 12th worldwide ranking in terms of revenue in 2019. Ranked 11th worldwide in 2020



WHY WILL ALARABIA WITNESS STRONG GROWTH?



Cities Are Expanding & New Cities are built

- New Streets = New Billboards



Digitalization

- More Space = More Revenue



Changes In Lifestyle

- More time spent outside home
- Tourism
- KSA Entertainment Initiatives & activities



Fast Delivery

- Message captured in less than 24 hours
- Call For Action

UNMATCHED SUPERIOR ALARABIA OFFERING



- **High ROI**
High GRPs



- **Efficient Delivery**
Low CPM



- **The only true mass media**
Classic media (TV, Radio) outlets are extremely fragmented



- **Measurement Tools**
(Data Captured)



- **Reach and Frequency**
Higher/broader

Q3,2022 KEY HIGHLIGHTS

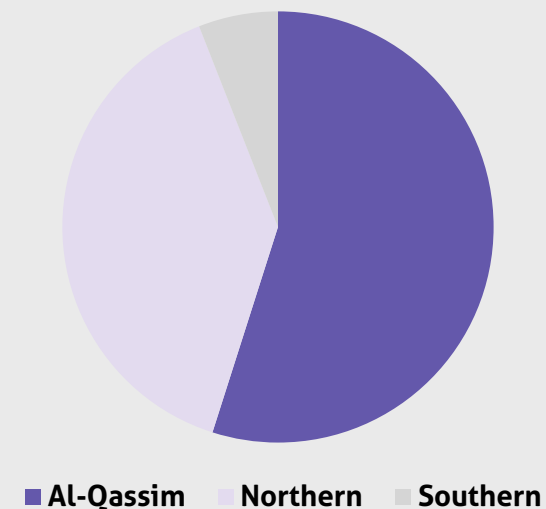
THE NEW CONTRACTS DURING Q3,2022

Region	Number of Contracts	Contracts Value
Al-Qassim	1	6,770,000
Northern	1	4,823,000
Southern	1	735,000
Total	3	12,328,000

THE PLACE OF ADVERTISEMENTS BASED ON THE NEW CONTRACTS

Place of Advertisement	Saudi Arabia
Indoor	0
Outdoor	102
Total	102

Contracts Value



BILLBOARDS AND FACES UPDATE, YTD.

Faces	Number of Faces		Operation%	
	Saudi Arabia	Egypt	Saudi Arabia	Egypt
Digital	15,165	410	64%	47%
Static	8,466	468	36%	53%
Total	23,631	878	100%	100%

Method of Operation	Number of Billboards	
	Saudi Arabia	Egypt
Digital	1,566	41
Static	3,983	234
Total	5,549	275

64%
DIGITALIZATION



KEY HIGHLIGHTS

FINANCIAL INDICATORS – NINE MONTHS OF 2022



CAGR
34.7%



ROA
7%



D/A
70%



ROE
23%

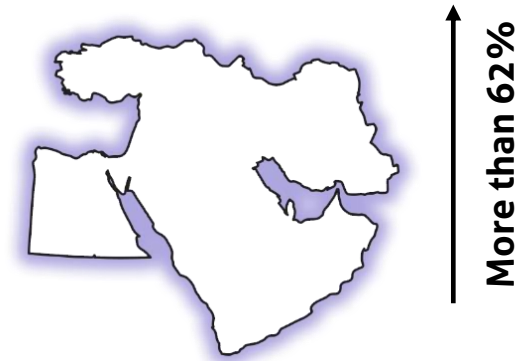


ROR
24%



EPS
3.87

MARKET SHARE



The market share of **al arabia** in 2020 is 62.50% as per the company's prospectus, this percentage does not include the contracts and agreements that occurred after 2020.

Q3,2022 KEY HIGHLIGHTS

Increase The MBC Ownership in alarabia to be 20%.



MBC Group Holdings Ltd. has exercised its purchase option to 15% of alarabia shares owned by Engineer Holding Group (one of the substantial shareholders). This will increase MBC Group Holdings Ltd.'s ownership percentage in alarabia shares to 20% This transaction reflects the confidence of MBC Group Holdings Ltd. in the current performance of alarabia and the strong positive prediction of its future growth.

Award Of Licensing Contract Through Arabiya United Company.



alarabia awarded of licensing contract through Arabiya United company (an associate company) for the exploitation of 17 sites in the northern coast of Egypt for the installation of 174 billboards including 6 sites to install digital billboards on bridges with a coverage of 89% of the bridge's sites, the value of the contract is 46,790,000 Egyptian Pounds which equivalent to 9,264,420 Saudi Riyals.

EVENT CALENDAR

JUL	Sun	Mon	Tue	Wed	Thu	Fri	Sat
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AUG	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Aug	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

Aug 03, 2022 contract award through Arabiya United for Advertising Service (an associate company), to rent sites for the installation of billboards with a coverage of 89% of the bridge's sites on the North Coast (City of El Alamein) in Egypt.

Aug 22, 2022 Announcement of the Interim Financial Results for the Period Ending on 30-06-2022 (Six Months).



SEP	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Sep	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	

Sep 04, 2022 Announcement of an update on the Contract award through its arm Arabiya United for Advertising Service (an associate company), to rent sites for the installation of billboards with a coverage of 89% of the bridge's sites on the North Coast (City of El Alamein) in Egypt.

Sep 04, 2022 Recommendation of Board of Directors to Distribute Cash Dividends to Shareholders for the first half of the year 2022

Sep 13, 2022 invites Shareholders to Attend the Ordinary General Assembly Meeting (First meeting) via modern technology means.

Sep 14, 2022 Conducted the earnings conference call to discuss 2nd Quarter of 2022 financial results with financial analysts and representatives of Investment agencies.

Sep 15, 2022 MBC Group Holdings Ltd. exercised its purchase option to increase its ownership percentage by 15% of alarabia shares bringing their total ownership percentage in the company to become 20%.

Sep 29, 2022 Announcement the date of starting the electronic voting on the ordinary General Assembly Meeting Agenda (First Meeting) Via Modern Technology Means (Reminder Announcement).



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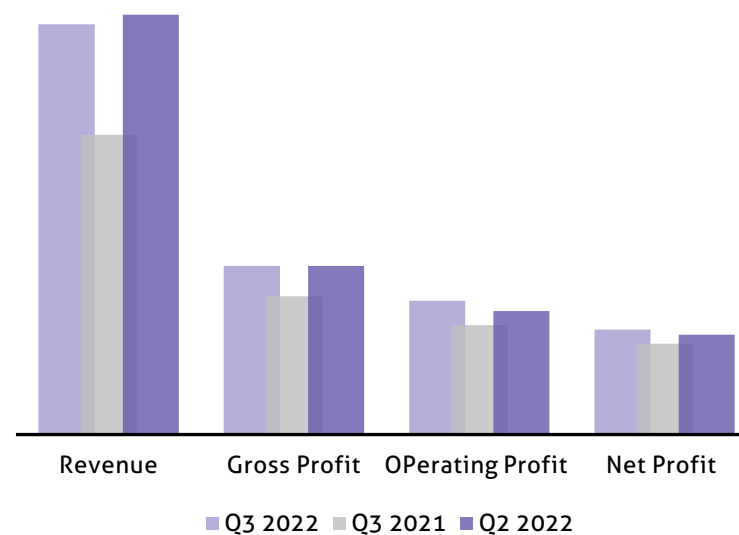
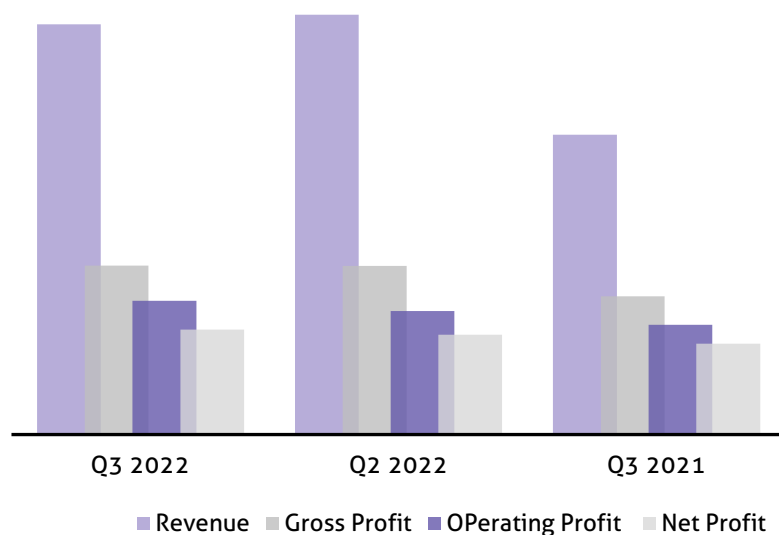
Financial Performance

INCOME STATEMENT HIGHLIGHTS

ALL FIGURES ARE IN (THOUSANDS) SAR

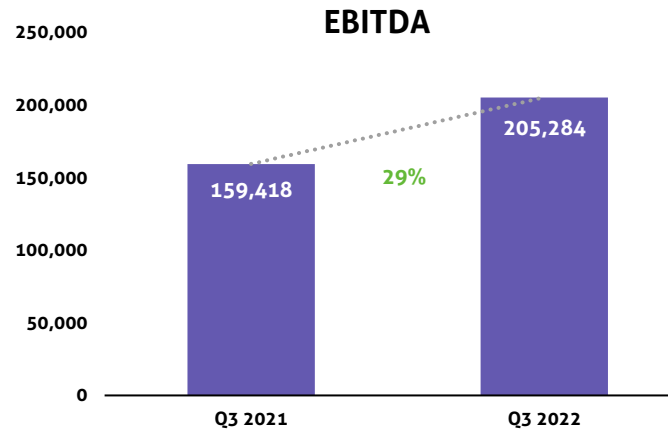
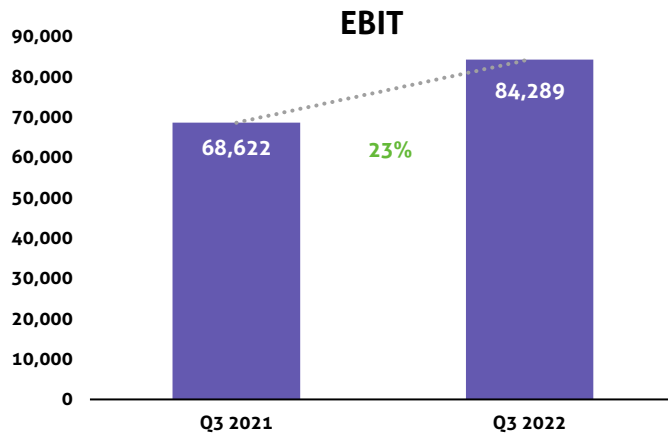
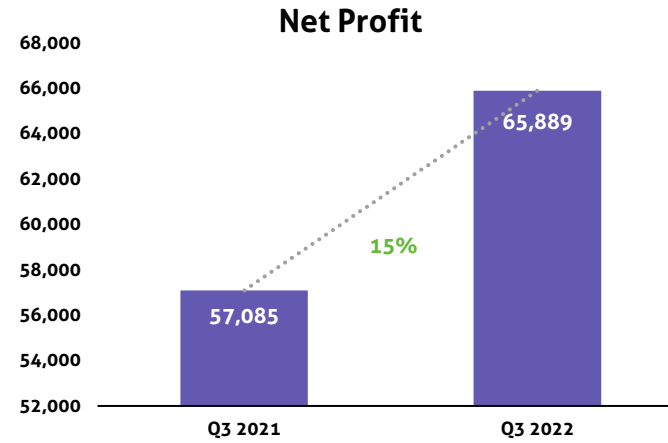
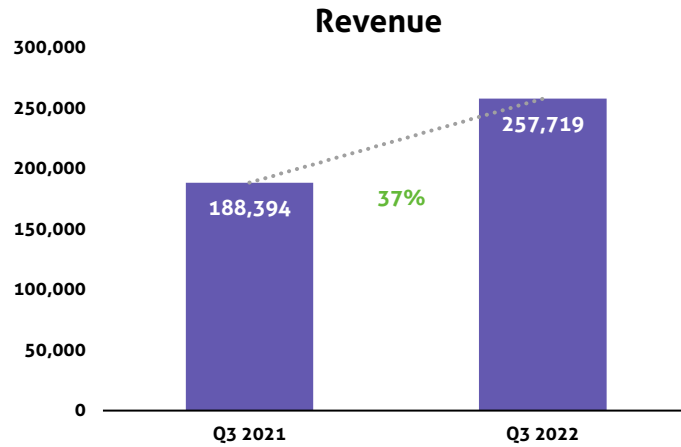
Key Figures (SAR Thousand)
Revenue
Gross Profit
Operating Profit
Net Profit

Q3 2022	Q3 2021	Change (%)	Q2 2022	Change (%)
257,719	188,394	37%	263,635	-2%
106,024	86,764	22%	105,956	0.06%
84,066	68,838	22%	77,557	8%
65,889	57,085	15%	62,795	5%



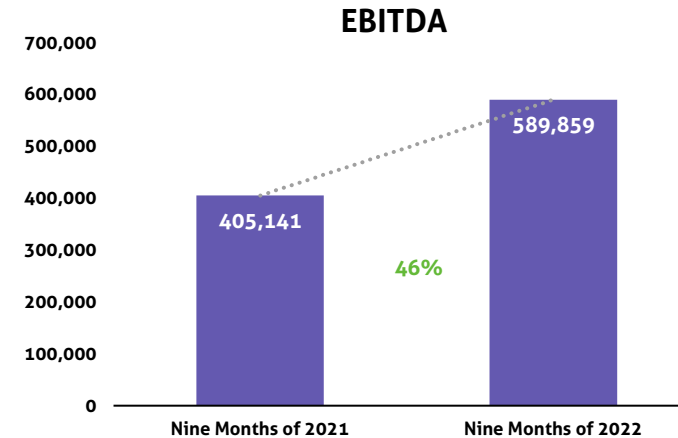
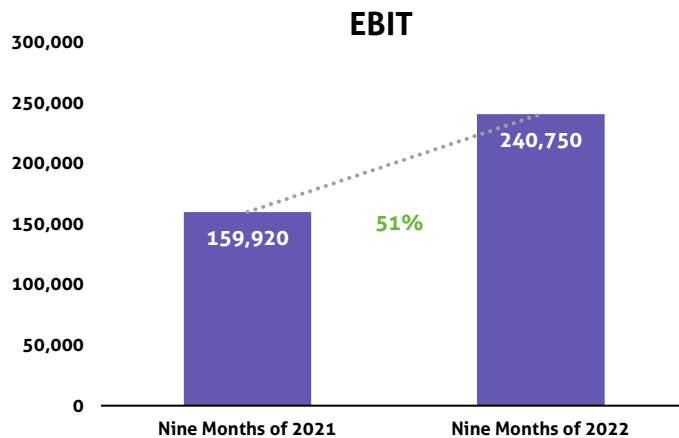
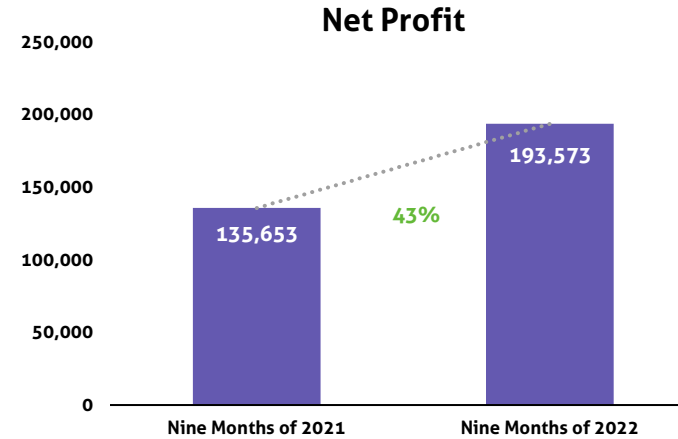
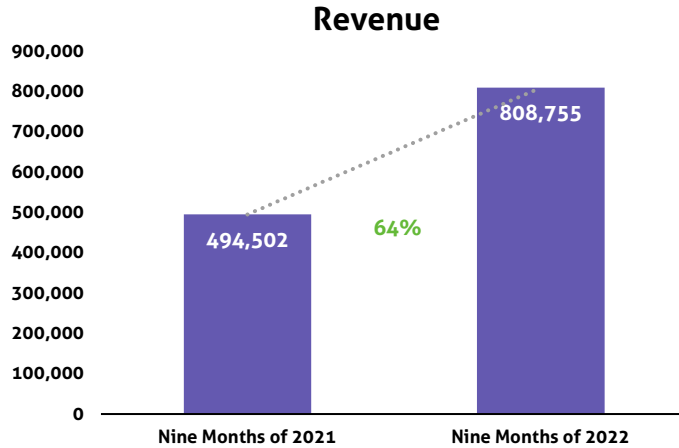
INCOME STATEMENT HIGHLIGHTS

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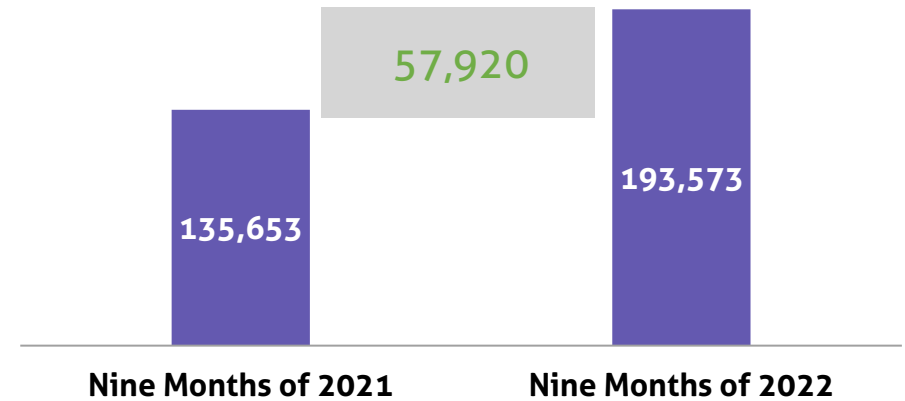
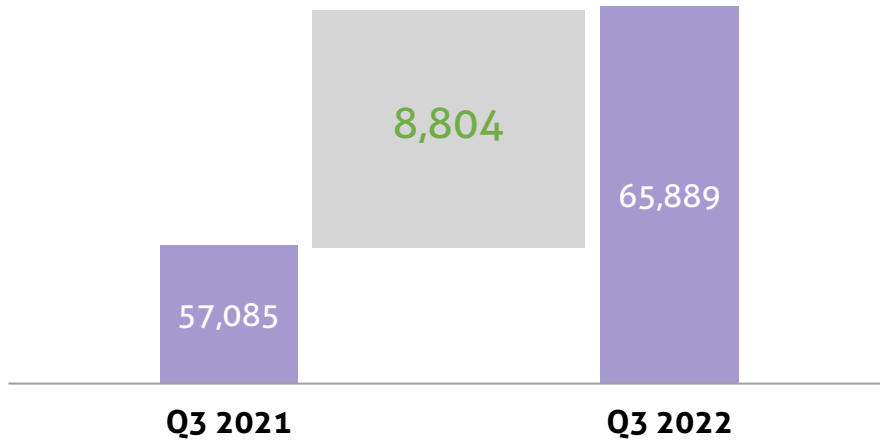
INCOME STATEMENT HIGHLIGHTS – NINE MONTHS OF 2022

ALL FIGURES ARE IN (THOUSANDS) SAR



NET PROFIT

ALL FIGURES ARE IN (THOUSANDS) SAR

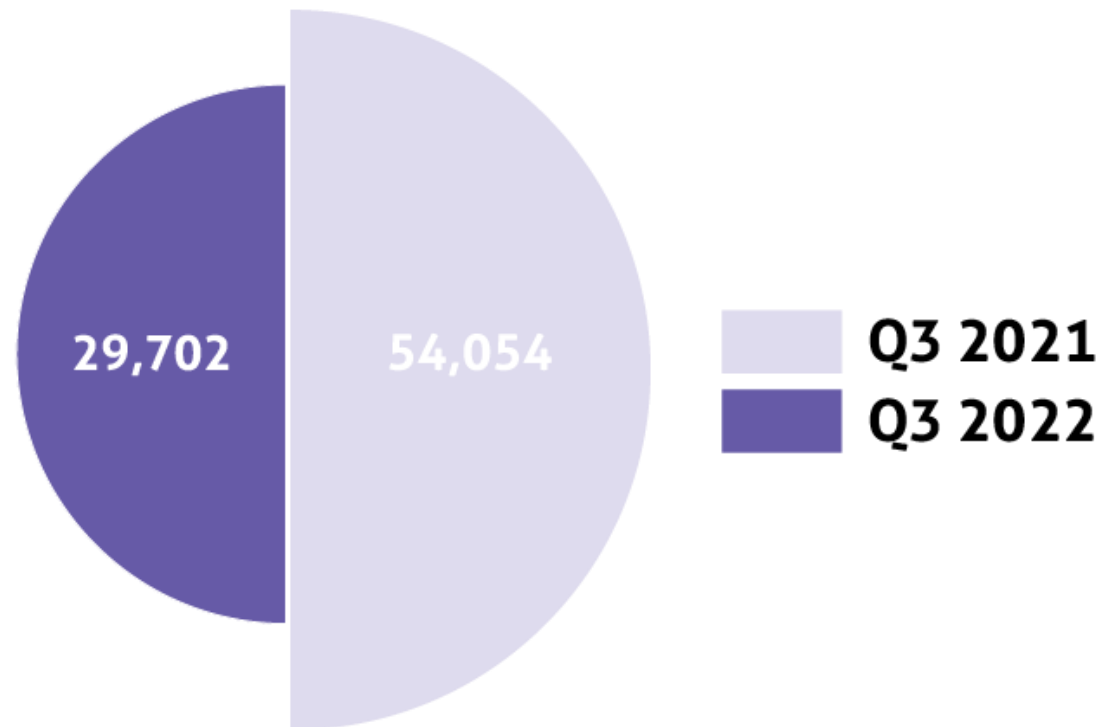


Our Company recorded an increase in net profit for the third quarter by **15%** compared to the same quarter of the last year, this is due to many main reasons, including the continuation of alarabia for digital transformation operations, in addition to the focus of alarabia on its strategy, which aims to enter into new alliances and projects that support its plans locally and in the region, in order to increase its clients base in the long term, the back to schools and universities season, and national day campaigns, in addition to the start of the Saudi Games 2022 had a positive impact on the company's revenues and business results during the third quarter.

alarabia achieved an increase of **43%** in the net profit for the nine months period that ended on September 30, 2022 compared with the same period of the last year, which reflects the company's focus on its strategic objectives, the continuation of digital transformation and expansion at a steady pace and according to what was planned, and the continuity of innovation and excellence and maintaining the momentum of growth, which contributed to achieving this positive rise in financial results for the nine months period that ended on September 30, 2022 compared to the same period of the last year.

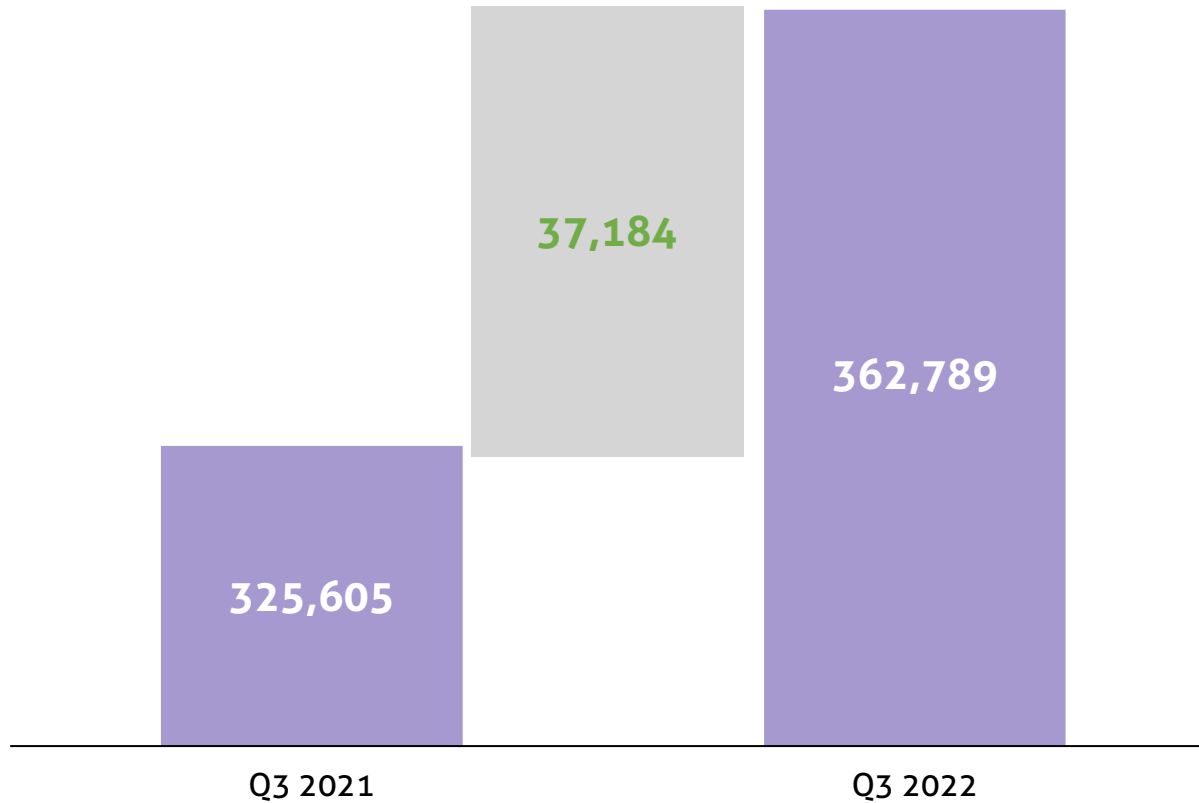
CAPEX – NINE MONTHS OF 2022

ALL FIGURES ARE IN (THOUSANDS) SAR



LOANS FROM BANKS – NINE MONTHS OF 2022

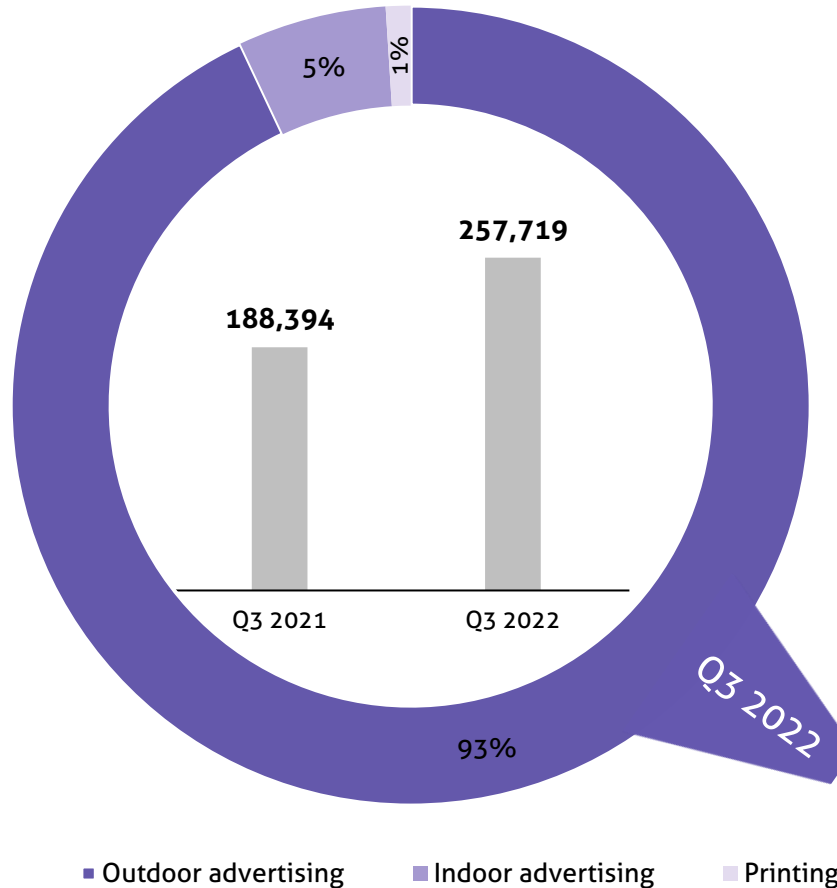
ALL FIGURES ARE IN (THOUSANDS) SAR



The increase in loans as of 30 September 2022 compared with the same period of last year is mainly due to the company's payment financing of the rent for billboard sites as a result of the expansion of the company's activity.

REVENUE BY SEGMENT

ALL FIGURES ARE IN (THOUSANDS) SAR



The outdoor advertising revenues for the third quarter of 2022 amounted to SAR 240.8 million compared to SAR 180.7 million for the same quarter of the last year, an increase of 33%.

The Indoor advertising revenues for the third quarter of 2022 amounted to SAR 13.0 million compared to SAR 5.1 million for the same quarter of the last year, with an increase of 154%.

The printing revenues for the third quarter of 2022 amounted to SAR 3.8 million compared to SAR 2.6 million for the same quarter of the last year, with an increase of 49%.

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