

Shaping the Future of Advertising

Annual Report 2024







The Custodian of the Two Holy Mosques

King Salman Bin Abdulaziz Al Saud



His Royal Highness Crown Prince

Mohammad Bin Salman Bin Abdulaziz Al Saud

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01

Overview

At A Glance

Our Vision & Mission

Arabian Contracting Services Co. and its subsidiary
Companies

The year 2024 in Review

ميزه سكايلين
مقدمة من العربية



At A Glance

Arabian Contracting Services Co. has been the leading company providing outdoor advertising solutions since 1983. It offers its clients the opportunity to engage in advertising experiences through various platforms, revolutionizing the advertising market by providing smart digital screens and networks with universal characteristics. This initiative aims to position the Kingdom's cities among the top smart cities worldwide by transforming roads into a highly interconnected network of dynamic and digitally smart streets.

Additionally, Al Arabia has begun digitizing outdoor billboards and contributing to developing smart cities in alignment with the inspiring Vision 2030. The company has also invested in firms operating in various advertising fields to ensure quality. One such initiative is the launch of Ain Al Arabia, a branch specializing in advertising at complexes and shopping centers, which provides smart digital screens and networks with universal designs for the first time in Saudi Arabia.

In November 2021, Arabian Contracting Services Co. was listed on the Saudi Exchange (Tadawul) — the main market — becoming a Saudi joint-stock company. For over 40 years, it has led the Kingdom's out-of-home advertising market, introducing the latest technologies and advertising methods. With a strategy centered on product development and quality service, it remains one of the most influential firms in Saudi Arabia's advertising sector.

Our Vision & Mission

عهد مزدهر
ومستقبل
واعاد
ذكرى بيعة ولي العهد السابعة



Company Vision

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



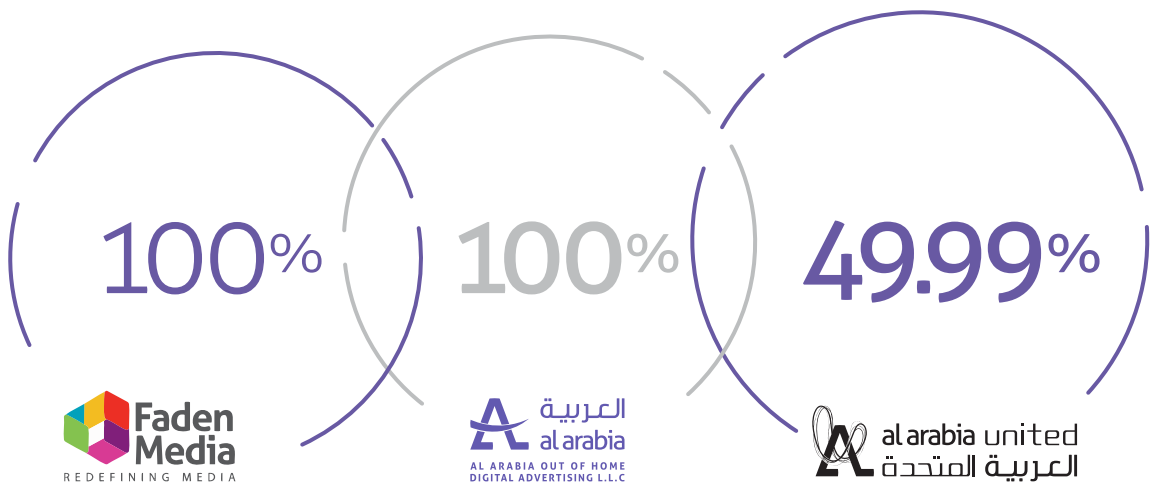
Company Mission

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

Arabian Contracting Services Co.
and its Subsidiary Companies

Al Arabia

Arabian Contracting Services Company (Listed Company)



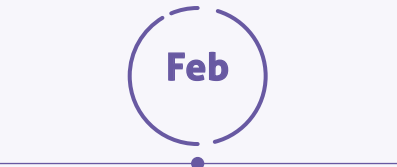
Acquired in 2023, Faden Media provides diverse media and advertising solutions. It specializes in digital advertising on iconic building facades and within retail stores, as well as designing, printing, and distributing posters and hanging banners. The company also develops and executes innovative advertising campaigns tailored to client needs.

Al Arabia Out of Home Advertising Company was established in 2019 as a representative office. It markets advertising spaces to agencies and media buyers in the United Arab Emirates.

Arabian United Company is an Egyptian joint stock company established in 2022 in partnership with the United Media Services Company to make a quantum leap in developing the regional advertising sector in Egypt. The partnership involved installing and operating digital screens that measure and analyze audience reach and engagement. Moreover, Al Arabia supervises, manages, and operates all stages of the advertising process that enables the advertisers to reach their audience in Egypt, starting from installation to reaching advertisers until the AD appears on screens.

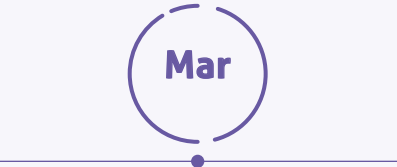


The year 2024 in Review



Signing of Advertising Sites Utilization Agreement in Dubai

Al Arabia Out of Home Digital has signed an agreement to utilize advertising sites, which includes installing, operating, and maintaining advertising billboards in Dubai for 10 years.

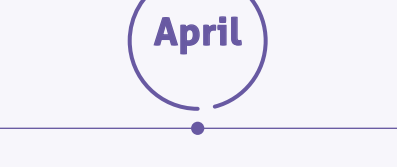


Arabian Contracting Services Co. signs a concession agreement with Umm Al Qura Development and Construction Co.

Arabian Contracting Services Co. has signed a 15 year concession agreement with Umm Al Qura Development and Construction Co. to install and operate advertising billboards within the Masar master plan in Makkah Al-Mukarramah.

Sponsoring The Saudi Green Initiative Campaign

Sponsoring Ehsan Platform Campaign



Sponsorship of the Crown Prince's Pledge of Allegiance Campaign

Sponsorship of the Vision 2030 Annual Report Campaign



Faden Media Company Signs Contract for Building Facade Billboards in Riyadh

Faden Media Company has signed a contract for the construction, operation, and maintenance of advertising billboards on building facades across various locations in Riyadh, with an estimated value of SAR 931,500,000.

Faden Media Company Signs Contract for Advertising Billboards on Taxis and Buses in Riyadh

Faden Media Company has signed a contract to construct, operate, and maintain advertising billboards on public taxis and buses in Riyadh, estimated at SAR 12,635,000.



Sponsoring Hajj Season Campaigns



Establishment of Al Arabia Smart Alliance Advertising Company in Partnership with the Saudi Company for Artificial Intelligence (SCAI)

Arabian Contracting Services Co. has established a Special Purpose Vehicle (SPV) named Al Arabia Smart Alliance Advertising Company, a limited liability company, in partnership with the Saudi Company for Artificial Intelligence (SCAI). The new company aims to establish, operate, and maintain outdoor advertising billboards in Riyadh.

The establishment of this company is part of the implementation of the contract signed with Reemat Riyadh Development Co. for the construction, operation, and maintenance of outdoor advertising billboards in Riyadh.



Launching Smart Screens (Bridge), Pioneering Innovation in Outdoor Advertising



Sponsorship of the Saudi Alzheimer's Disease Association Campaign



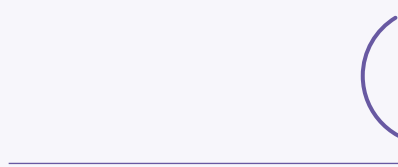
Sponsorship of Karama Association Campaign for Elderly Care



Arabian Contracting Services Co. Wins Intercity Road Advertising Contract

This contract aims to enhance the quality and effectiveness of outdoor advertising along intercity roads in Saudi Arabia. It focuses on strengthening connections between brands and consumers by providing premium and visually appealing advertising spaces that improve the urban landscape. These spaces include innovative designs and environmentally friendly advertising formats, such as digital and interactive billboards that accommodate more advertisements.

The contract represents a significant step forward in advancing the outdoor advertising sector on these specific roads, enriching the visual experience for drivers, passengers, and travelers alike.



Arabian Contracting Services Co. Wins Bid with Riyadh Royal Commission for Advertising Spaces in Public Transport Project

Arabian Contracting Services Co. has won a bid with the Riyadh Royal Commission to invest in and lease internal advertising spaces within the King Abdulaziz Public Transport Project (trains and buses) in Riyadh. The 10 year contract was awarded on December 2024 ,25.

This achievement marks a significant milestone in advancing the advertising sector, particularly within public transport projects, enhancing passenger interaction. Al Arabia aims to expand its advertising operations by leveraging the latest billboard technologies, aligning with Vision 2030 and the National Transformation Program.

Capital Increase and Election of a Board Member

Capital Increase:
Approval was granted to increase the company's capital from SAR 500,000,000 to SAR 550,000,000, representing a 10% increase, by issuing one bonus share for every 10 shares held.

Election of a Board Member:
Mr. Mohammed bin Saud Al-Ghaith was elected as a Board Member to fill the vacant seat for the current term.

Launching the largest digital billboard network in Dubai

02

Management Vision & Analysis

Chairman's Message

CEO's Message

Strategic Objectives

Advertising Network

Our Contribution to the Kingdom's Vision
2030

The Key 2024 Projects

Our ongoing projects 2030

Investor Relations

Investment Value and Competitive
Advantages



Chairman’s Message

As we look to 2025 and beyond, we are enthusiastic about the opportunities ahead. These transformative times require careful planning and readiness to achieve success. Therefore, our sustained leadership in the advertising sector depends on continuous innovation and sustainable growth.



Eng.
Abdelelah Abdulrahman Alkhereiji
The Chairman

Dear Shareholders,

I extend my gratitude for your unwavering support and continuous trust in Al Arabia. It is with great pleasure that I present the 2024 Annual Report. This year has been challenging yet pivotal, marked by ambitious projects and strategic milestones that reflect our unwavering passion for innovation and excellence. We take pride in our collective achievements and look forward to an even brighter future as we work together to craft an inspiring success story.

Strategic Growth and Leadership

We have taken bold steps in the rapidly evolving advertising sector by investing in innovative digital technologies. These investments have enhanced our competitiveness and strengthened our position as leaders in the field. Our digital transformation efforts have made our operations more efficient, allowing us to expand our service offerings and deliver innovative advertising solutions. And it is worth mentioning at the end of 2024, we increased our capital by %10, raising it from SAR 500 million to SAR 550 million through bonus shares, granting shareholders one additional share for every ten shares owned. We also welcomed a new member to our Board of Directors, enhancing our ability to achieve our goals and objectives. We appreciate your support and trust as genuine partners in our journey, and your commitment inspires us to continue innovating.

Expanding Horizons and Strengthening Market Leadership

In 2024, Arabian Contracting Services Co. achieved significant progress through expansion and securing several important contracts. Our subsidiary, Faden Advertising Agency, won projects to install, operate, and maintain advertising billboards on building facades in Riyadh, along with the King Abdulaziz Public Transport Project (trains and buses) and advertising projects on roads, as well as commencing our advertising operations at King Khalid International Airport. We believe that these steps will enhance our position as a market leader, especially through our smart digital solutions and the artistic forms of our billboards that add aesthetic value to urban landscapes. We take pride in contributing to the Kingdom’s ambitious goals of transforming it into a global center for tourism and entertainment, and we look forward to making a positive impact through our creative solutions.

Commitment to Vision 2030

Arabian Contracting Services Co. has carved out a unique position in promoting economic diversification and enhancing the quality of life for all, including both citizens and residents of this cherished nation. Our extensive efforts in this regard have been instrumental in supporting national transformation, as we have implemented an ambitious strategy aimed at spearheading the digital revolution in the advertising sector. With our wide-reaching advertising network and our dedication to innovation and technology, we are making significant contributions to the advancement of development in this field.

Gratitude and appreciation

As we look to 2025 and beyond, we are enthusiastic about the opportunities ahead. These transformative times require careful planning and readiness to achieve success. Therefore, our sustained leadership in the advertising sector depends on continuous innovation and sustainable growth.

I extend my deepest gratitude to our executive management and employees for their dedication and efforts in realizing our vision. Your commitment and team spirit make Arabian Contracting Services Co. a united family, sharing common goals and ambitions. Let us continue working together to redefine the future of advertising, drawing upon our creativity and determination to achieve even greater success.

CEO's
Message

In 2024, we achieved a revenue increase of 32%, reaching 1,686 million Saudi Riyals compared to 1,280 million Saudi Riyals for the same period in 2023. This exceptional growth was driven by outdoor and indoor advertising expansion, which recorded increases of 28% and 46%, respectively.



Mohamed Abdelelah Alkhereiji
CEO

Dear Shareholders,

Greetings,

The year 2024 has been another pivotal year for Arabian Contracting Services Co. as we continued to lead and shape the future of the outdoor advertising sector. We seized entirely new opportunities and pathways to drive the company's growth and development to a higher level in the long term. In our efforts to reimagine the company's future in alignment with our ambitions to expand our presence to greater horizons through strategic initiatives, significant achievements, and a steadfast commitment to innovation and excellence, we strengthened our position in the outdoor advertising sector in Saudi Arabia and expanded our regional influence. We are on the right track to achieve our goal, given its significant impact on the ability of Al Arabia to increase its market share and sales, which serves as an important catalyst for our growth as a company in line with Vision 2030 and its objectives.

Shaping the Future of
Advertising

As pioneers in the advertising sector, we continued to embrace the latest technologies and digital transformation. By the end of 2024, we maintained our investment in technological innovation, achieving a digital transformation rate of %90. This allows us to enhance our services and increase the effectiveness of advertising campaigns. We have demonstrated that we can better tailor our campaigns by utilizing advanced analytical tools, increasing customer satisfaction and enhancing their experiences. Additionally, we are working to integrate artificial intelligence into our advertising strategies, enabling us to gain a deeper understanding of consumer behavior and deliver more relevant content.

Throughout the year, the company secured several projects that highlighted our strategic effectiveness and transformative vision as we secured exclusive agreements to install and operate advertising boards in the "Masar" master plan in Makkah, and the company was also awarded the operation of interior advertising spaces in the King Abdulaziz Public Transport Project in Riyadh (trains and buses), placing us at the forefront of public transport advertising. We will also increase our presence following the opportunity to advertise on intercity roads in Saudi Arabia using innovative digital billboards that comply with environmental standards, accommodating more advertisements. We also launched the "Elite Collection," integrating aesthetics and technology to reshape urban advertising with global designs, thereby creating beautiful environments that enhance quality of life. Additionally, the commencement of operations at King Khalid International Airport adds a new dimension to our portfolio, enhancing growth in strategic advertising spaces by providing diverse content tailored to the nature of travelers.

Y-2024: Positive
Transformation

In 2024, we achieved a revenue increase of 32%, reaching 1,686 million Saudi Riyals compared to 1,280 million Saudi Riyals for the same period in 2023. This exceptional growth was driven by outdoor and indoor advertising expansion, which recorded increases of 28% and 46%, respectively. Key contributing factors included operating advertising spaces at King Khalid International Airport, the complete acquisition of Faden Media, and the company securing various projects throughout 2024 along with the success of numerous advertising campaigns, contributing to revenue growth in line with the outlined financial strategic direction, ensuring the company maintains its strong and effective financial position.

Despite these achievements, net profits decreased by 15% to reach 271 million Saudi Riyals compared to 318 million Saudi Riyals in the previous year. This decline is mainly due to higher operating expenses and financing costs as we navigate a transitional phase to complete several major projects.

"2024 has been a pivotal year in our journey towards achieving innovation and excellence in the advertising sector, as we invested in modern technologies and expanded our regional influence, reflecting our steadfast commitment in line with Vision 2030."

Revenue in 2023
1,280
Million SAR

Revenue in 2024
1,686
Million SAR

Methodical Expansion

With exclusive contracts, particularly in Riyadh, and a strengthened presence across various regions of the Kingdom, Arabian Contracting Services Co. is well-positioned to capitalize on future opportunities. These opportunities present unprecedented potential for growth and revenue diversification. We are ready to exploit these opportunities with innovative solutions and unparalleled expertise, which aligns with our strategy for expansion in both local and regional markets, which is one of the key pillars of our strategic plan. In 2024, the company expanded and secured several strategic contracts, including the success of Faden Media, a wholly owned subsidiary of Arabian Contracting Services Co., in projects for creating, operating, and maintaining advertising boards on buildings in various locations in Riyadh. Additionally, the company established the "Al Arabia Smart Alliance for Advertising" in partnership with the Saudi Company for Artificial Intelligence (SCAI), aiming to create, operate, and maintain outdoor advertising boards in Riyadh—broadening the advertising network and introducing new marketing solutions in the local digital advertising sector.

Regarding regional expansion, we launched the largest and most widespread network of digital advertising boards in Dubai at the end of 2024. "Additionally, Al Arabia Out of Home Digital (a UAE-based company)—jointly owned by both Al Arabia Out of Home (a subsidiary) and other companies—won a contract to utilize advertising sites for installing, operating, and maintaining advertising boards in Dubai during the year. Moreover, the outdoor advertising sector in Egypt has grown through the United Arab Company, a joint-stock company established in partnership with the United Media Services Company.

Our Vision for the Future

As we move into 2025, our strategic priorities remain clear towards achieving sustainable growth, enhancing operational efficiency, and fostering innovation. Our extensive experience and commitment to excellence makes the company a preferred destination for many advertisers, relying on a large customer base and strong, established relationships. The company also seeks to provide high-quality services, which has earned it a strong reputation and significant market share in the advertising industry by delivering the best value to our shareholders, which is one of the main objectives we strive to achieve in Al Arabia. This reflects our commitment to meeting shareholder aspirations by developing the company's business. We will continue implementing our ongoing projects to reshape the future of advertising, in line with Vision 2030.

In conclusion, I would like to express my sincere gratitude to our shareholders, clients, partners, and employees for their trust and continued support. Together, we lead the sector and redefine the future of advertising, ensuring that Arabian Contracting Services Co. remains a driving force in this ever-evolving industry.



Strategic Objectives

To achieve the company’s strategic objectives, Al Arabia has been keen on adopting a clear framework that guides the company in planning and implementing its strategy and attaining its goals. This strategy revolves around several key pillars, including developing and innovating contemporary trends in the out-of-home advertising sector. As part of this direction, Al Arabia has taken the lead in digitizing billboards in the Kingdom since 2018. Investing in digital billboards serves as the cornerstone and key to expanding the use of information technology, providing effective digital solutions catering to various client segments. This, in turn, enhances sustainable revenue growth and preserves the company’s leading position and strong market competitiveness.

Key Pillars of Al Arabia’s Strategy



Al Arabia's Business Model

01

Investment opportunities are offered through tenders by regional municipalities or their arms for a specific number of sites of defined sizes or direct negotiations with private entities such as commercial complexes

02

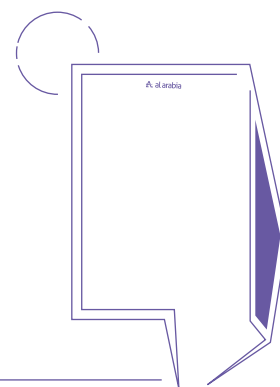
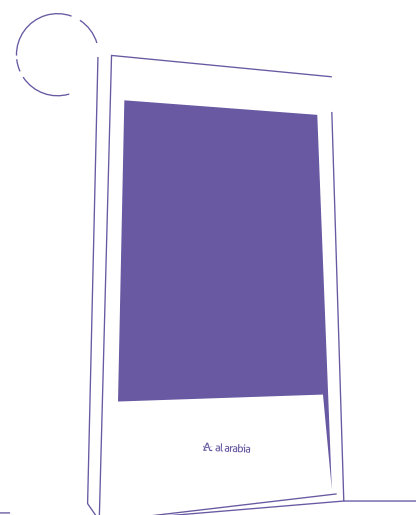
The company committee conducts a comprehensive analysis of investment opportunities of all kinds, developing technical and financial studies and projections to estimate approximate returns from those investment opportunities and determine the expected investment size from them

03

Submitting the technical and financial proposal by the company to the Investment opportunity bidders

04

Upon winning the bid, the company is awarded the contract and pays the first year's rent in advance. Subsequently, contracts are signed, and sites are handed over



05

A-If the contract's business model is based on lease payments, the rent for sites for the first year is paid in advance. Thereafter, payment shall be made annually or quarterly according to the invoices issued by the municipalities or their arms.

B-If the contract's business model is based on the annual minimum guarantee or sharing a percentage of the project's net revenue—whichever is higher—the annual minimum guarantee is paid in advance at the beginning of each year, and at the end of the year, the percentage of the realized project's net revenue is assessed. If this percentage exceeds the annual minimum guarantee, the difference between the annual minimum guarantee and the percentage of the project's net revenue is shared with the bidder.

06

The project management prepares the new sites, approves the designs of the new billboards, and proceeds with their purchase, installation, and setup during the preparation and construction period, which typically ranges from 3 months to a year (based on the project size)

07

Upon completion of site preparation and installation of billboards, the projects management team includes them in the company's advertising network and notifies the sales management accordingly to start, in it is turn, developing a sales strategy for these sites and update the rate card

08

The Sales department communicates with the clients and advertising agencies to add these sites to Al Arabia's advertising network

09

The client applies to book an advertising campaign, specifying the duration of the campaign, the number of billboards, the areas, and the budget allocated for this campaign

10

The Sales department submission of an offer to the client defining the proposed optimal plan regarding the required campaign

11

Reviewing the proposed plan by the client and upon acceptance, a booking order is issued to the company as confirmation of the request

12

The client's submission of the advertising material to the Sales department team for reviewing and ensuring the adequacy and conformity of the advertising material with the general taste of the country and the requirements of authorities and municipalities

13

Issuing the campaign launch request to the client, specifying the start of the campaign, the type of advertising campaign, and the number of faces and regions

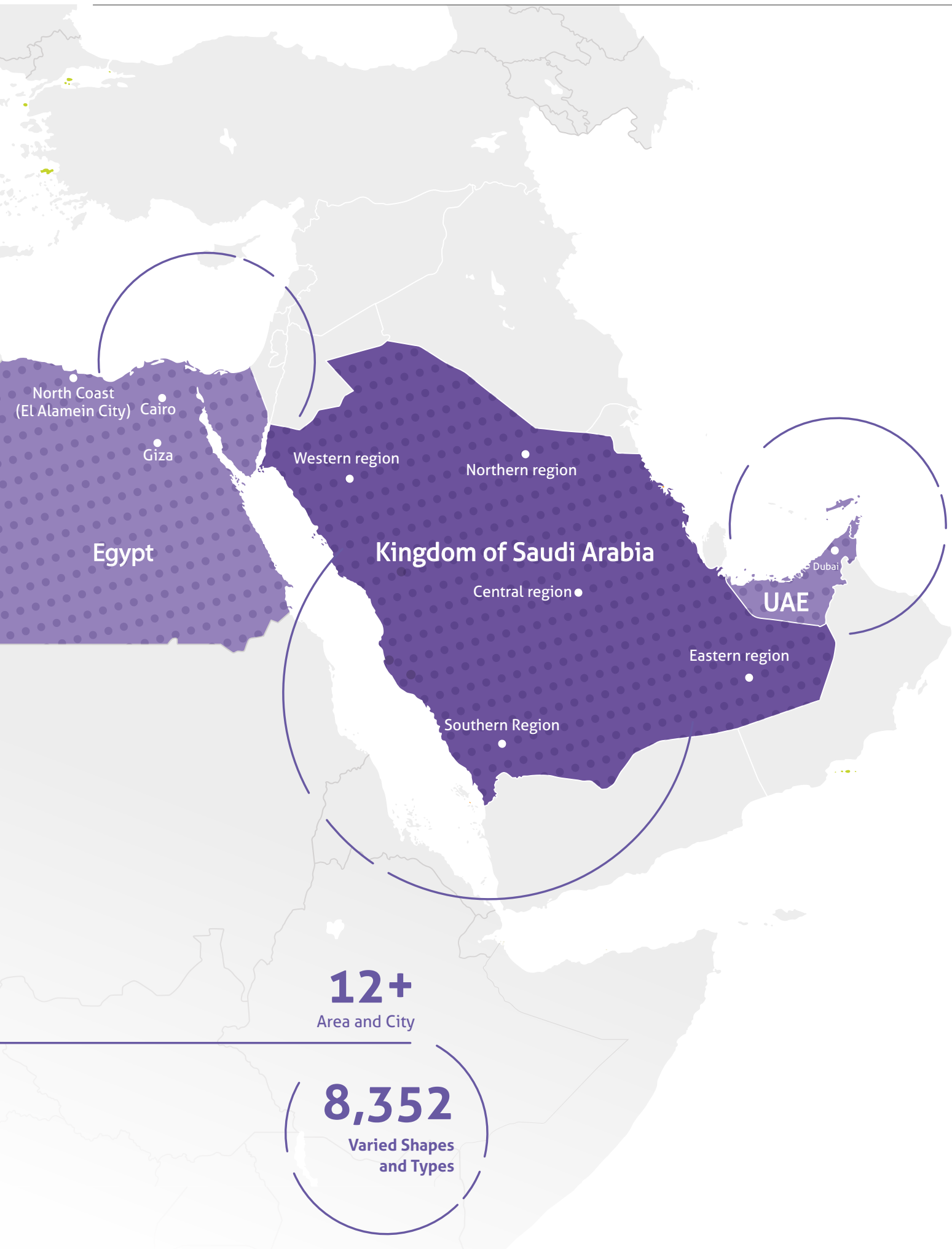
14

Issuing the invoice to the client



1. Full supply-chain with activities include providing the advertising sites, installing the billboards, marketing and printing in addition to maintenance and operation.
2. Al Arabia's management team is highly skilled, professional, knowledgeable, and experienced in the fields of advertising, marketing, and printing.
3. Integrated advertising network compatible with the latest technology in all the Kingdom's cities and areas.

1. Achieving an added value:
To clients: For over 40 years, Al Arabia has provided excellent advertising services.
To shareholders: Al Arabia's commitment to achieve strong and sustainable returns for investors in the long term.
2. Submitting statistics supported by views ratio to measure the effectiveness and spread of the campaign.
3. Consolidating and increasing the client base and the market share.
4. Experience and knowledge gained through working in several local markets and in the region.
5. Annual positive results and strong financial position.



Advertising Network

Integrated Advertising Network and Strong Presence

Al Arabia excels in owning the largest road advertising network in the Kingdom, enabling it to provide exceptional and high-quality services to various client segments. The company’s integrated advertising network serves as a prominent competitive advantage, with the widespread distribution of billboards throughout the Kingdom being a key element of this competitive edge. As of 31 December 2024, Al Arabia owns 8,352 advertising billboards of various forms and types distributed among the major cities in the Kingdom of Saudi Arabia, the Arab Republic of Egypt and the United Arab Emirates.

The following tables show the details about the number of new contracts that were signed during 2024:

First: Kingdom of Saudi Arabia.

A- Outdoor Advertising

Region	Number of Contracts	Number of Billboards	Contracts Value (All Figures are in Thousands SAR)
Central Region	1	60	22,488
Western Region	-	-	-
Eastern Region	1	118	46,049
Northern Region	4	103	14,913
Southern region	4	124	14,913
Total	10	405	85,628

B- Indoor Advertising

Region	Number of Contracts	Number of Billboards	Contracts Value (All Figures are in Thousands of SAR)
Western Region	1	315	252,613
Total	1	315	252,613

Second: The Arab Republic of Egypt

Al Arabia has several contracts in Egypt concluded through Arabian United Company in 2023, as follows:

A - Outdoor Advertising

Region	Number of Contracts	Number of Billboards	Contracts Value (All Figures are in Thousands EGP)
Cairo	3	5	302
Giza	2	9	1,022
The North Coast (City of El Alamein)	11	77	5,777
Total	91	16	7,101

Third: The United Arab Emirates

A - Outdoor Advertising

Region	Number of Contracts	Number of Billboards	Contracts Value (All Figures are in Thousands AED)
Dubai	1	294	522,839
Total	1	294	522,839

Number of Advertising Billboards and Faces (As Contracts)

As of 31 December 2024, the number of advertising billboards is 8,352 billboard and 49,181 face, distributed as follows:

First: Kingdom of Saudi Arabia

Place of Advertisement	Number of Billboards	Number of Faces	Method of Operation	Number of Billboards	Number of Faces
Digital	3,755	37,550	Outdoor	5,590	29,660
Static	3,365	6,730	Indoor	1,530	14,620
Total	7,120	44,280	Total	7,120	44,280

Second: The Arab Republic of Egypt

Place of Advertisement	Number of Billboards	Number of Faces	Method of Operation	Number of Billboards	Number of Faces
Digital	154	1,540	Outdoor	124	664
Static	634	1,268	Indoor	664	2,144
Total	788	2,808	Total	788	2,808

Third: The United Arab Emirates

Place of Advertisement	Number of Billboards	Number of Faces	Method of Operation	Number of Billboards*	Number of Faces
Digital	160	1,600	Outdoor	444	2,093
Static	284	493	Indoor	-	-
Total	444	2,093	Total	444	2,093

Our Contribution
to the Kingdom's Vision 2030

Digital Transformation

The main development in the advertising market is a rapid shift towards adopting digital means for outdoor advertising, where these options are growing at a rate that significantly exceeds that of traditional ones. Global spending on outdoor advertising is expected to continue increasing in the near term and future. There is huge global potential in strategically placed digital outdoor advertising sites, especially within indoor spaces such as shopping malls, sports halls, and retail stores, making spending on digital advertising the main driver for this sector's future growth.

As digital transformation is one of the fundamental pillars for achieving Saudi Arabia's Vision 2030, Al Arabia Company has led and continues to contribute to innovating and establishing new trends in the outdoor advertising sector. The company was the first to operate smart digital billboards in the Kingdom, revolutionizing the methods and techniques used to display advertisements on the sides of roads. These billboards provide significant flexibility for both advertisers and the company, enhancing the effectiveness of advertising messages and their ability to reach the target audience more effectively.

Al Arabia Company is one of the prominent entities contributing to accelerating digital transformation in the Kingdom, as it collaborates with digital transformation partners to expedite and enable this process. Among its notable initiatives, the company has exclusively contracted with Shvent Desmile FZ LLC to establish the «Streetch» platform, considered the first of its kind in the Kingdom. This platform aims to provide detailed data on customer behavior and demographics, as well as competitor analysis. The platform relies on the intellectual property of viewing opportunities by utilizing location information from mobile smart devices and monitoring the high-density paths of those device users, enabling advertisers to implement advertising campaigns whose effectiveness can be easily measured.

In addition, the company has signed a partnership agreement with the Saudi Artificial Intelligence Company (SCAI), one of the Public Investment Fund's companies specializing in artificial intelligence and modern technologies. This agreement aims to adopt the latest smart city technologies, contributing to improving the urban landscape and achieving the objectives of the Quality-of-Life Program. This initiative is considered part of the smart city efforts in Riyadh, where various entities seek to improve the ranking of Saudi cities across various sub-indicators, including the national smart cities platform launched by the Saudi Data and Artificial Intelligence Authority (SDAIA).

This alliance is considered the beginning of a new phase in establishing the outdoor advertising sector, as it introduces new advancements in road advertising through billboards in smart cities that rely on modern technologies such as artificial intelligence, the Internet of Things, and cloud computing. This collaboration aims to create a modern digital environment capable of accommodating the increasing population density and improving the quality of life in a contemporary manner that focuses on innovation.

By enhancing the level of public services and facilitating human communication, this initiative aims to provide an environment that is considered the most advanced and innovative, making these cities environmentally friendly. Investing in these technologies not only reflects progress in the way advertisements are displayed but also demonstrates a strong commitment to achieving Saudi Arabia's Vision 2030 by providing an integrated urban environment that contributes to elevating the quality of life for all residents and visitors of the cities.

7,120

Billboards
across KSA

44,280

Faces
across KSA

90%

of Advertisements
are digital



Local Content

Al Arabia Company takes pride in its active role in supporting local content, having exceeded a localization rate of %75 in the outdoor advertising sector. This commitment is part of the ongoing efforts to achieve Saudi Arabia's Vision 2030, which aims to diversify the economy and enhance national production.

The company is dedicated to localizing expertise and building Saudi competencies, which strengthens the ability of local industries to compete and reflects our pride in national identity. Through these initiatives, we positively contribute to creating more job opportunities and supporting the journey towards a prosperous and bright future for the Kingdom. Every step we take represents our commitment to achieving prosperity and sustainable development in our country.

Collaboration with the Public Sector

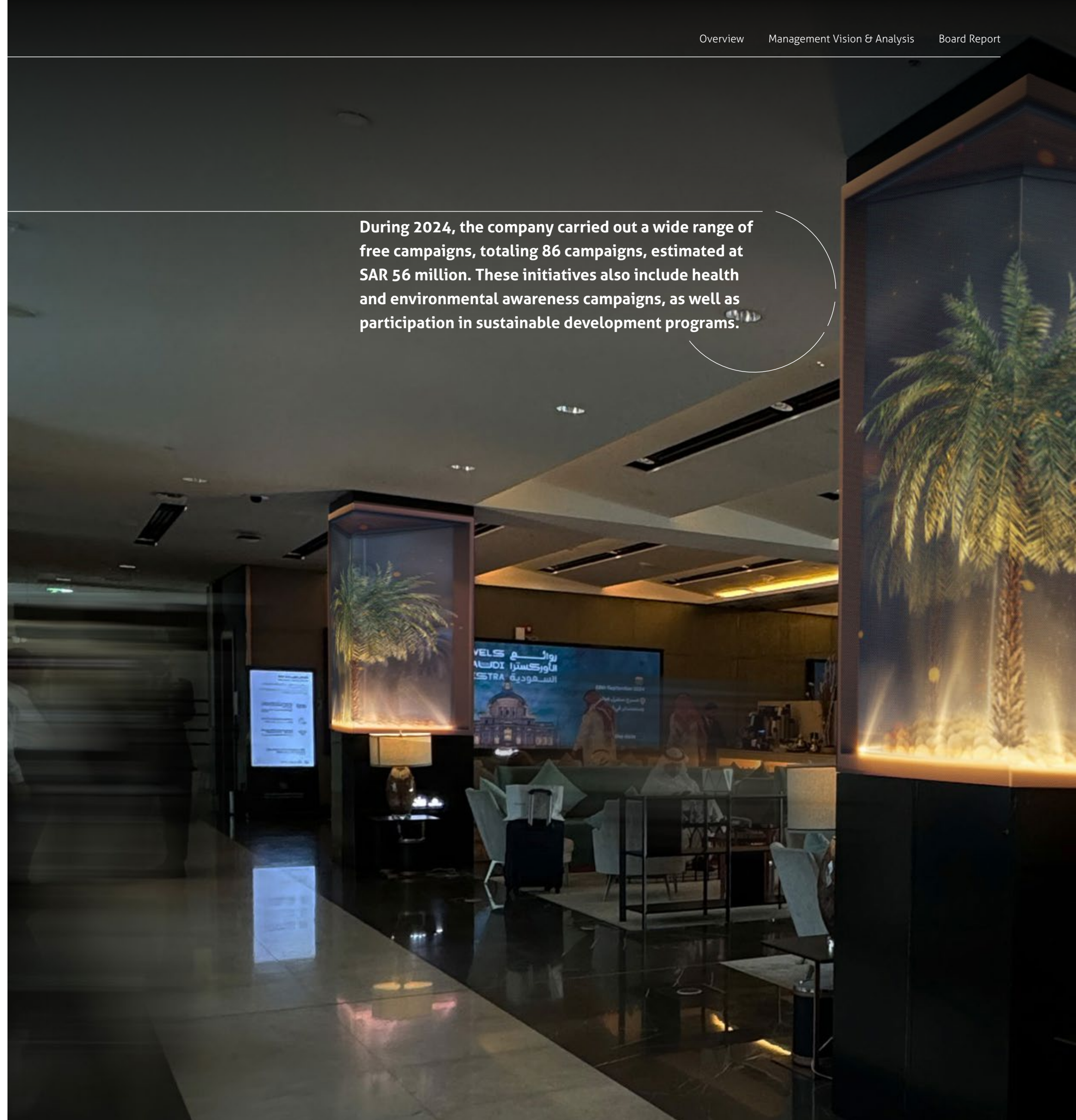
As Vision 2030 emphasizes the importance of collaboration between the public and private sectors, along with international partners, in achieving its ambitious goals, a «thriving economy» is considered one of the three main pillars of this vision. The vision focuses on diversifying the economy and supporting local content while also seeking to develop innovative opportunities for the future by creating an attractive environment for both local and foreign investments.

Since the launch of Vision 2030, there has been a focus on understanding the challenges faced by the private sector, with responses to these challenges being made through collective efforts to remove the obstacles hindering its progress. Our goal is to ensure that the private sector plays a vital and leading role in enhancing the economy, contributing to creating a prosperous and sustainable community that facilitates the achievement of the Kingdom's ambitious vision.

Social Responsibility

Social responsibility is considered a national and humanitarian duty towards society, and the company aims to enhance genuine community work and actively participate in social responsibility programs and activities. The company also seeks to serve citizens and numerous non-profit sector institutions by participating in and supporting various community and humanitarian initiatives in the Kingdom of Saudi Arabia.

During 2024, the company carried out a wide range of free campaigns, totaling 86 campaigns, estimated at SAR 56 million. These initiatives also include health and environmental awareness campaigns, as well as participation in sustainable development programs.



The Key

2024 Projects

Makkah Smart Billboards Project

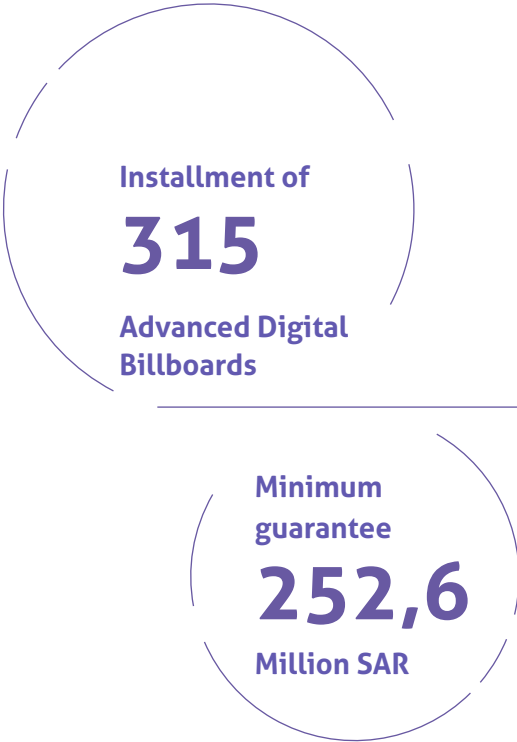
Makkah, Kingdom of Saudi Arabia

Among the most significant achievements of the Arabian Contracting Services Company (Al Arabia) in 2024 is the signing of an exceptional concession agreement with Umm Al-Qura Development & Construction Company. This agreement aims to implement the largest smart outdoor advertising project in the city of Makkah, involving the installation of 315 advanced digital billboards in strategic locations along the “Makkah Masar” development—one of the grandest urban projects in the holy city, covering a total area of more than 1.2 million square meters.

“Makkah Masar” also spans 3,650 meters along a main pedestrian corridor, making it a vibrant western gateway to the city. The project features several essential facilities, including hotels and high-end residential apartments, boasting 24,660 hotel rooms, 13,113 hotel apartments, and 13,687 residential units—offering diverse accommodation options to suit pilgrims, visitors, and local residents.

The agreement extends for 15 years, with the potential to increase the number of billboards to 500 once official approvals are obtained. The billboards will be installed in key areas such as bridges, tunnels, and indoor elevators, forming part of a smart advertising system that adapts to visitor flow and meets advertisers’ needs according to the highest quality standards.

The project’s financial model is flexible, combining revenue-sharing for the first four years with a total minimum guarantee of SAR 252.6 million starting from the fifth year until the end of the agreement.



Award of the Smart Advertising Project for Riyadh Public Transport

Riyadh, Kingdom of Saudi Arabia

The Arabian Contracting Services Company (Al Arabia) has achieved a transformative milestone by winning the contract to invest in and lease internal advertising spaces within the King Abdulaziz Public Transport Project in Riyadh, encompassing both the metro and bus networks. The project is for 10 years and contains 3,666 Billboards. This award is the result of a strategic partnership with the Royal Commission for Riyadh City, aiming to transform the public transport network into fully integrated smart advertising platforms.

This project represents a quantum leap in indoor advertising. The Riyadh Metro comprises six lines and 85 stations, with a capacity of 3.6 million passengers daily, while the bus network boasts 842 buses, accommodating 500,000 passengers daily. Additionally, the management of advertising spaces within the public transport project will be unified with the company’s existing activities in Riyadh—such as outdoor billboards—thereby creating a seamless advertising ecosystem that covers all aspects of urban mobility in the capital.

The contract’s financial model is based on revenue sharing with the Royal Commission for Riyadh City, that secures sustainable financial returns in line with the anticipated growth of the advertising sector. The project also incorporates cutting-edge digital technologies, including real-time, updatable interactive screens—enhancing the passenger experience through dynamic advertising content tailored to the needs of both advertisers and audiences.

This milestone further solidifies Al Arabia’s position as a key player in the smart advertising sector, while also bolstering the local economy through specialized job creation and reinforcing Riyadh’s standing as a premier investment destination for innovative media solutions.

3,666
Smart Advertising Billboards Project

Intercity Road Advertising Award

Kingdom of Saudi Arabia

The Arabian Contracting Services Company (Al Arabia) has achieved a major strategic milestone by being awarded a 10 year contract to manage and operate outdoor advertising spaces along intercity roads in Saudi Arabia in partnership with the General Authority for Roads. This project aims to develop advertising infrastructure across the Kingdom’s most critical routes, including Riyadh-Dammam, Riyadh-Jeddah, Makkah-Madinah, and other vital corridors such as Al-Kharj, Al-Dilam, and Buraidah-Al-Bukayriyah.

The project involves installing a total of 274 advertising assets over two phases, comprising 165 Unipole and 6 hoardings in the first year, along with 68 bridges during the same period and an additional 35 Unipole in the sixth year. These structures will be strategically placed to maximize audience reach and provide comprehensive coverage on high-traffic roads.

165
Unipole Billboards

6
Hoardings Billboards

68
Bridges

Our ongoing projects 2023

MEZAH SKYLINE by al arabia

Acquisition of Faden Media Company

Al Arabia has further advanced its expansion strategy by fully acquiring Faden Media Company in a deal valued at SAR 1,050,000,000. Faden specializes in large-scale in-building and in-store screens, strengthening Al Arabia's advertising capabilities and ensuring an effective reach to target audiences.

Leveraging this acquisition, Al Arabia has reinforced its market leadership in the local market, demonstrating its commitment to delivering innovative and impactful solutions. Faden Media Company, now a wholly-owned subsidiary of Arabian Contracting Services Company (Al Arabia), continued its momentum by securing three notable contracts to enhance the advertising landscape in Riyadh, featuring the installation of advertising billboards on building facades and public transportation.

The first contract covers the setup, operation, and maintenance of digital advertising billboards on three prominent buildings in the capital. It involves installing six digital billboards—each approximately 40 square meters—for a ten-year term that includes up to six months for preparation and construction, governed by an annual rental payment model. This marks Faden Media Company's inaugural foray into building façade advertising in Riyadh, aligning with the latest global technologies to offer innovative marketing opportunities.

The second and third contracts entail installing advertising billboards on 1000 public taxis and buses. The contracts run for two years with a 1.2 months period for preparation and construction, based on an annual rental framework. This initiative provides extensive coverage across the city's streets, leveraging the significant reach of public transportation to bolster brand visibility and optimize campaign results.

Both projects are undertaken in collaboration with Reemat Riyadh for Development—the developmental arm of the Riyadh Municipality and the entity responsible for managing the city's outdoor advertising portfolio—reflecting the continued confidence in Faden Media Company's capacity to deliver advanced marketing solutions. This move further solidifies Al Arabia's position as a leading pioneer in the Kingdom's outdoor advertising sector while enhancing the local advertising environment and attracting a broader range of advertisers.

Establishing, Operating, & Maintaining OOH Billboards

Riyadh, Kingdom of Saudi Arabia

The «Riyadh City Project» is one of the world's largest outdoor advertising contracts. It was initiated by Reemat Riyadh for Development—the developmental arm of the Riyadh Municipality responsible for managing its outdoor advertising portfolio—to invest in designated spaces for diverse advertising media throughout the city. Covering all forms of outdoor advertising on municipality-owned sites, the project seeks to transform the capital into a digital, smart, and sustainable city ranking among the top 10 globally, in partnership with the Saudi Company for Artificial Intelligence (SCAI), a subsidiary of the Public Investment Fund.

Through this collaboration with SCAI, the Arabian Contracting Services Company aims to reshape the concept of outdoor advertising in Riyadh by raising quality standards for adopted advertising models, employing advanced AI technologies, and enhancing methods for managing advertising assets and locations. This initiative directly contributes to establishing an innovative digital advertising landscape that enriches residents' quality of life and promotes their engagement with their surroundings. It also supports financial sustainability and introduces a streamlined, efficient system for delivering high-performance advertising solutions in line with the goals of Saudi Vision 2030.

It is worth mentioning that at the beginning of 2024, Arabian Company signed an agreement with Reemat Riyadh to convert part of the revenues from the outdoor advertising project in Riyadh into equity shares for Reemat Riyadh, aiming to enhance a strategic investment partnership.

The contract spans ten years, based on a business model that features revenue sharing or a guaranteed annual minimum—whichever is higher. Within this framework, the project will install a total of 1,325 advertising billboards of various types and media, encompassing an estimated total advertising area of about 25,700 square meters. The plan also allows for expanding the number of billboards and modifying their locations, reaching up to 3,000 billboards and doubling the advertising area. To fully leverage digital transformation, each billboard will be equipped with advanced data collection technologies, enhancing the database and enabling data sharing with SCAI, while strictly adhering to all relevant regulations and ensuring data privacy.

Additionally, the project encompasses four digital zones that the Arabian Contracting Services Company will design, develop, and operate, transforming them into major landmarks in Riyadh under the agreed specifications. Each zone features a collection of digital billboards distributed across multiple buildings, forming a network of screens that display both static and animated advertisements around the clock.

Installation and Operation of Advertising Billboards at King Khalid International Airport

Riyadh, Kingdom of Saudi Arabia

Through this project, Arabian Contracting Services Company (Al Arabia) seeks to expand its presence in the advertising market by leveraging the latest digital billboard technologies, in line with King Khalid International Airport's vision and objectives. The goal is to offer a global model for smart outdoor advertising in keeping with the Quality-of-Life Program. In collaboration with Riyadh Airports Company, Al Arabia aims to set new standards for billboard design, boosting advertising sales and enhancing passenger experiences through interactive, AI-driven solutions.

King Khalid International Airport is among the region's busiest and ranks as one of the largest globally by land area, spanning around 370 square kilometers. It serves approximately 24 million passengers annually through more than 50 local and international airlines.

It is worth noting the pivotal role airports play in attracting both direct and indirect economic and investment activities. Moreover, airport development positively impacts various indicators of economic, social, cultural, and tourism growth. Airports are also key strategic sites for advertisers, offering extensive opportunities for marketing and promotions.

The contract extends for 10 years, based on a financial model that features revenue sharing or a guaranteed annual minimum—whichever is higher. The total number of advertising billboards under this agreement is 525 digital displays, including 90 along the highway leading to the airport and 435 inside airport facilities, distributed across international terminals, domestic terminals, and private aviation areas. This setup ensures comprehensive coverage and exceptional advertising opportunities.

Investment, Sales, and Marketing of Exclusive Advertising Rights in Boulevard World

Riyadh, Kingdom of Saudi Arabia

Arabian Contracting Services Company (Al Arabia) has entered into an exclusive agreement with Sela, a subsidiary of the Public Investment Fund (PIF), to invest in, sell, and market advertising rights for the Boulevard World project in Riyadh. Sela is a leading Saudi organization specializing in the development of entertainment facilities, owning and operating prominent locations such as Via Riyadh, Boulevard Riyadh City, Boulevard World, the Riyadh Exhibition and Convention Center, in addition to other sites in Jeddah.

Boulevard World is a unique entertainment destination offering experiences inspired by ten different countries, featuring the region's largest man-made lake as part of Riyadh Season events, with a capacity to accommodate up to three thousand visitors per hour.

This three-year contract is based on a revenue-sharing model tied to net sales and marketing proceeds. The project comprises 99 digital advertising screens of various types, including the innovative spherical design of "The Sphere," 26 Mobi billboards crafted with artistic designs reflecting the spirit of several global cities, 51 wall displays, and 5 promotional spaces distributed throughout Boulevard World's walkways. Altogether, these advertising structures cover an estimated area of 8,779 square meters.



The Geographical Expansion in the Market Locally and Regionally

Arabian Contracting Services Company (Al Arabia) is actively expanding its current portfolio and deepening its advertising network by forming strategic partnerships with key players in the outdoor advertising industry—both locally and regionally—and by strengthening its collaboration with top-tier buyers of advertising media spaces and agencies renowned for their expertise in outdoor advertising. By leveraging the global experience and staying abreast of the latest technologies in the field, Al Arabia aims to deliver high-quality services and continually evolve its offerings, thereby enhancing the company's standing, bolstering its leadership position, and broadening its overall impact.

This strategic direction reflects Al Arabia's focus on growth and expansion throughout the Middle East following its successful initial public offering on the Saudi Stock Exchange (Tadawul). The company aspires to be the leading provider of outdoor advertising services in the region and to introduce innovative, artful displays that beautify cities and serve their residents and visitors.



The United Arab Emirates

In 2023, Arabian Contracting Services Company (Al Arabia) broadened its scope and strengthened its advertising network by entering the outdoor advertising market in the United Arab Emirates. By the end of 2024, the number of billboards in Dubai had reached approximately 369.

Notably, Al Arabia wholly owns a UAE-based subsidiary, Al Arabia Out-of-Home, which serves as a representative office for the parent company.

Outdoor Advertising Project in Dubai

Dubai, United Arab Emirates

Arabian Contracting Services Company (Al Arabia), through its subsidiary Al Arabia Out-of-Home Digital, has signed a strategic agreement with a leading government entity to execute a project for installing, operating, and maintaining 294 advertising billboards in high-traffic locations across the Gulf region. The contract spans 10 years and 5 months, including a preparation period of 31 days for static billboards and 182 days for digital billboards.

The project encompasses four main types of advertising billboards, distributed as follows: 143 Mega Com boards (63 digital and 80 static), 18 Unipoles (12 digital and 6 static), 23 Bridge billboards (10 digital and 13 static), and 110 Lamp Post boards (initially static with the potential for future digital upgrades).

With a total contract value of SAR 533,851,291, the financial model is based on quarterly rental payments. The billboards will be positioned in strategic, high-visibility areas to ensure maximum reach for advertising campaigns.

This project aligns with Al Arabia's strategy to expand its regional operations and strengthen its smart outdoor advertising sector leadership. Through strategic partnerships, the company continues to introduce innovative advertising solutions that meet the latest global standards, thereby enhancing its footprint in the regional and international markets.

The Arab Republic of Egypt

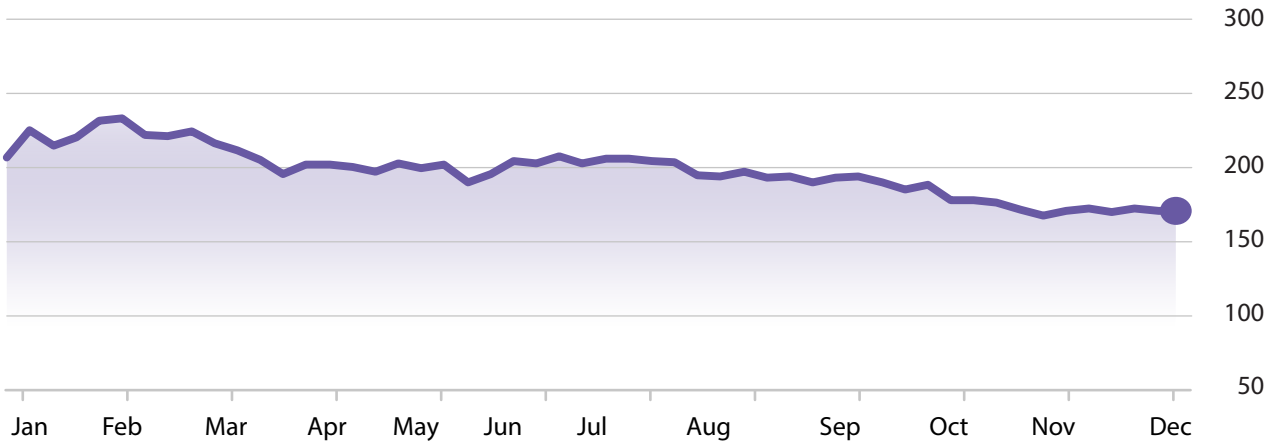
Arabian United Company has signed several contracts with both government entities and the private sector in Egypt. As a result, around 855 advertising billboards of various types have been installed across multiple locations, including Cairo, Alexandria, Giza, and the North Coast (Al Alamein).

Investor Relations

During the year 2024, the main axes of the Investor Relations Department revolved around continuing to adopt an approach of effective and clear communication with the investment community. This was achieved by giving investors identical access to high-quality, clear, concise, consistent, and complete information. Additionally, it involved converting the most important events and fundamental developments into comprehensive messages that are easy to read and understand. This is in accordance with regulatory and supervisory requirements and disclosure regulations, maintaining and committing to trust and transparency.

The commitment of Al Arabia Company to its investors remains ongoing, where the company continues to serve as a communication channel between the company’s board of directors and the senior executive management on one side and the investors on the other side, to convey the perspectives and inquiries of the investment community. Also, Al-Arabia has hosted various tangible activities, including periodic conference calls, meetings, and individual calls with investors, in addition to participation in numerous local and international conferences.

2024 Metrics



Investor Information

Investor Structure (by Substantial Investor)	Number of Shares	Ownership %	Investor Structure (by Category)	Number of Shares	Ownership %
Engineer Holding Group	27,548,396	50.09%	Corporate / Institutional	47,181,598	85.74%
MBC Group Co.	8,305,000	15.10%	Individual	7,818,402	14.22%
			Total	55,000,00	100%

Investor Structure (by Size of Ownership)	Number of Shares	Ownership %
Greater than 1,000,000	37.975.115	69%
500,000 - 1,000,000	500.572	1%
100,000 - 499,999	6.393.615	12%
50,000 - 99,999	1.938.645	4%
10,000 - 49,999	3.986.093	7%
5,000 - 9,999	1.222.258	2%
1,000 - 4,999	1.758.992	3%
Less than 1,000	1.224.710	2%
Total	55.000.000	100%

Shareholders Register Requests

	Request date	Reasons for request
1	02/01/2024	Corporate Action
2	12/03/2024	Corporate Action
3	02/06/2024	Corporate Action
4	30/06/2024	General Assembly
5	17/10/2024	Corporate Action
6	20/10/2024	Corporate Action
7	20/11/2024	Corporate Action
8	12/12/2024	Corporate Action
9	23/12/2024	General Assembly
10	31/12/2024	Corporate Action

Investment Value and Competitive Advantages

Investment Value

We continue our commitment to enhance our market share and maintain our leadership in the outdoor advertising sector. These are achieved through providing a widely distributed advertising network, supported by the latest technological advancements and smart solutions to execute highly efficient advertising campaigns and provide exceptional services to diverse client segments, and this fosters confidence in our ability to achieve sustainable growth returns and creating a unique investment experience and a strategic partnership for our investors.



Competitive Advantages



The most prominent competitive advantages of Al Arabia

- Effective communication with investors
- Future growth opportunities
- Strategic partnership locally and regionally
- Digitalization & keeping up with the latest technologies.
- Outstanding administrative experience
- Leadership in OOH advertising
- Strong financial performance

03

Board Report

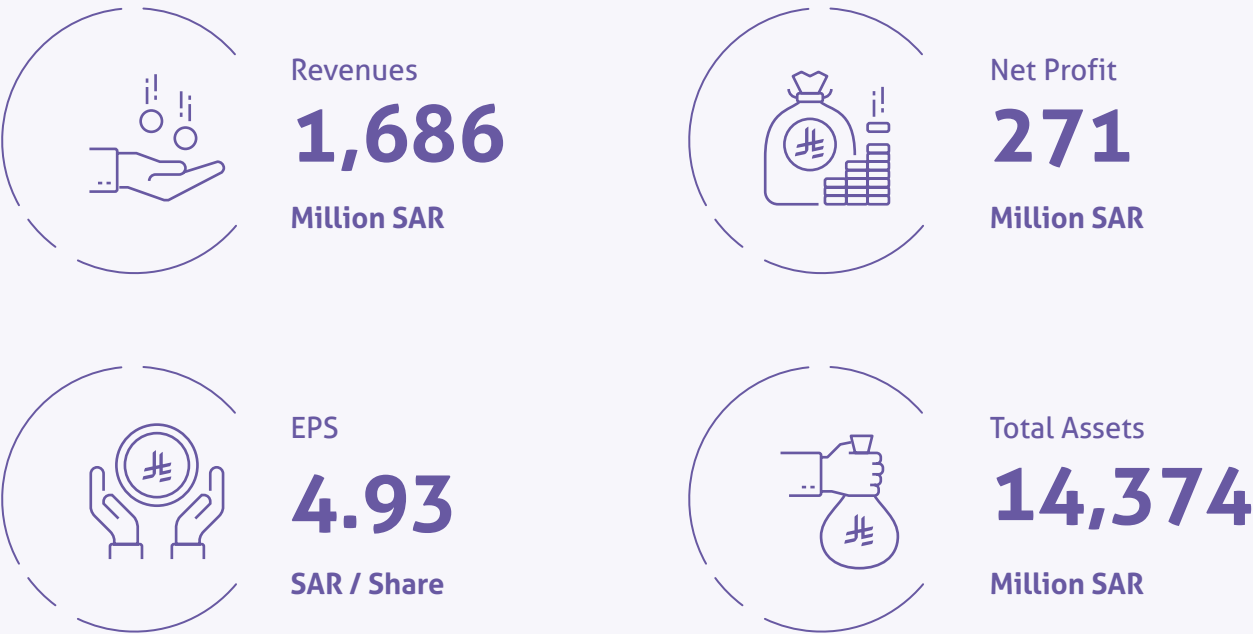
Financial Performance

Governance Report & Relevant Disclosures



Financial
Performance

Annual Financial Results of 2024



The Financial Performance Summary for the Year 2024

The financial results of Al Arabia Company witnessed significant growth and remarkable leaps in numbers during the year 2024, reflecting the effective strength of the company’s financial position and its ability to maintain targeted profit margins, along with its capacity to achieve sustainability in cash flow generation and effectively enhance returns.

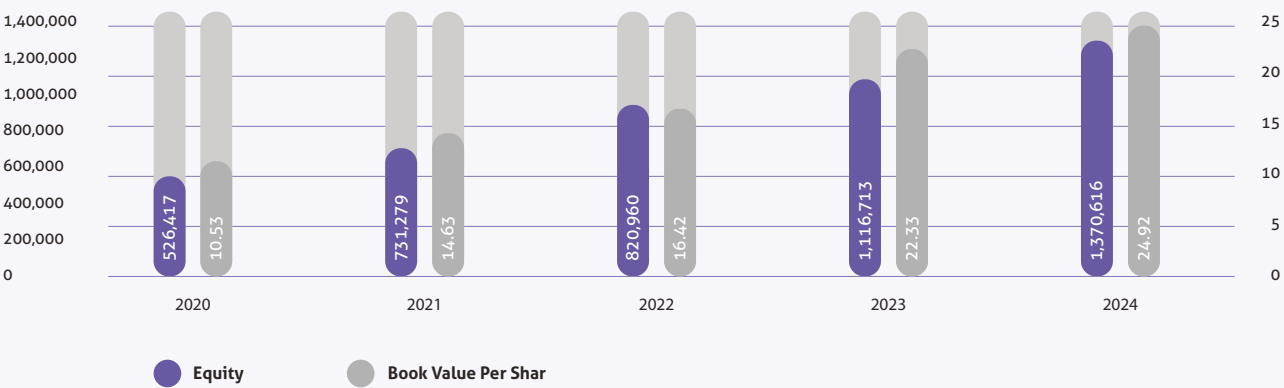
Many of AlArabia Company’s key priorities were vital in achieving positive financial results in 2024. Among these priorities, a significant emphasis was placed on the company’s commitment to a digital transformation strategy and continued geographical expansion, both locally and regionally. Additionally, seizing the growing opportunities amidst the initiatives of Kingdom Vision 2030 has led to engaging in partnerships, winning new contracts, and projects that support the company’s marketing and advertising plans. This has been accomplished by delivering distinguished and effective services to various client segments, contributing to sustainable growth across all operational sectors of the company.

Consolidated Statement of Financial Position Summary

(All Figures are in Thousands SAR)

	2024	2023	2022	2021	2020
Assets					
Non-current assets	12,767,865	2,968,427	1,645,534	2,220,124	849,291
Current assets	1,605,889	1,576,564	992,224	1,019,728	465,579
Assets from discontinued operations	-	383	4,485	-	-
Total assets	14,373,754	4,545,374	2,642,243	3,239,852	1,314,870
Equity and liabilities					
Total equity attributes to equity holders of the parent company	1,372,384	1,113,144	819,871	731,279	526,417
Non-controlling interests	(1,768)	3,569	1,089	-	-
Total equity	1,370,616	1,116,713	820,960	731,279	526,417
Liabilities					
Non-current liabilities	10,795,025	2,297,114	1,033,639	1,601,777	328,935
Current liabilities	2,208,113	1,131,502	785,753	906,796	459,518
Liabilities from discontinued operations		44	1,891	-	-
Total liabilities	13,003,138	3,428,660	1,821,282	2,508,574	788,453
Total equity and liabilities	14,373,754	4,545,373	2,642,243	3,239,852	1,314,870

Comparative Chart of Equity Gradation and Book Value Per Share for the Past Five Years:
(All Figures are in Thousands SAR)



Comparative Chart of the Financial Position Statement Items for the Past Five Years:
(All Figures are in Thousands SAR)



Consolidated Statement of Comprehensive Income Summary
(All Figures are in Thousands SAR)

	2024	2023	2022	2021	2020
Revenues	1,685,866	1,279,861	1,126,182	720,337	497,585
Cost of revenues	(867,288)	(681,689)	(639,193)	(390,053)	(398,540)
Gross profit	818,578	598,171	486,989	330,284	99,046
Net profit from discontinued operations	267,386	321,182	284,482	206,248	25,201
Loss from discontinued operations	(237)	(2,213)	(9,089)	-	-
Net profit*	271,289	318,237	274,700	206,248	25,201
Total comprehensive income*	259,240	313,273	276,592	204,862	26,136
EPS*	4.93	5.79	5.49	4.12	0.5

* The net profit for the shareholders of Arabian Contracting Services Co., excluding non-controlling interests.
* The total comprehensive income for the shareholders of Arabian Contracting Services Co., excluding non-controlling interests.
* EPS is calculated by dividing the profit attributable to the shareholders of the Arabian Contracting Services Co., excluding non-controlling interests, by the weighted average number of shares, which is 55 million shares.

Operating Profit
(All Figures are in Thousands SAR)

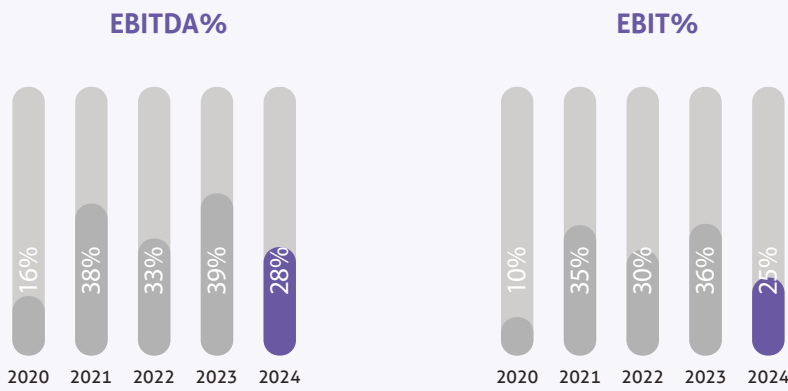
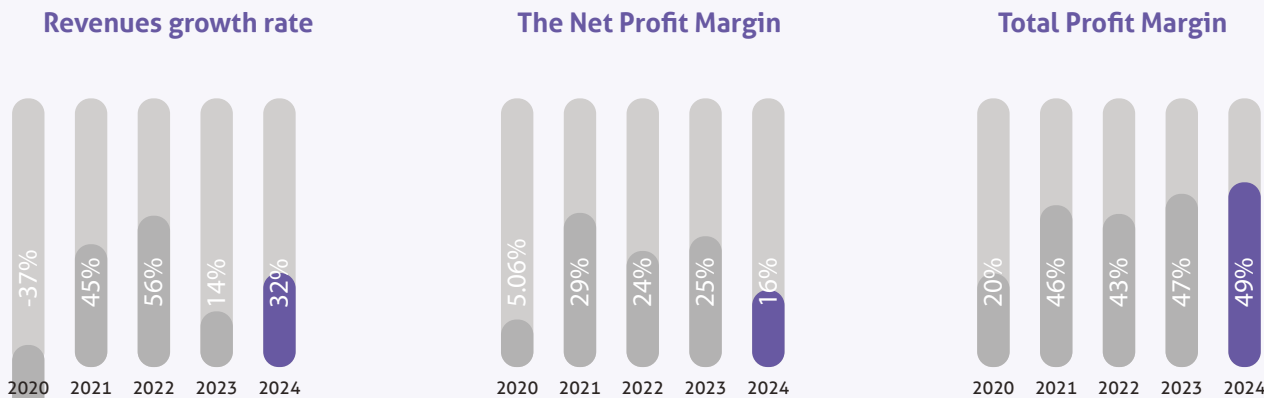
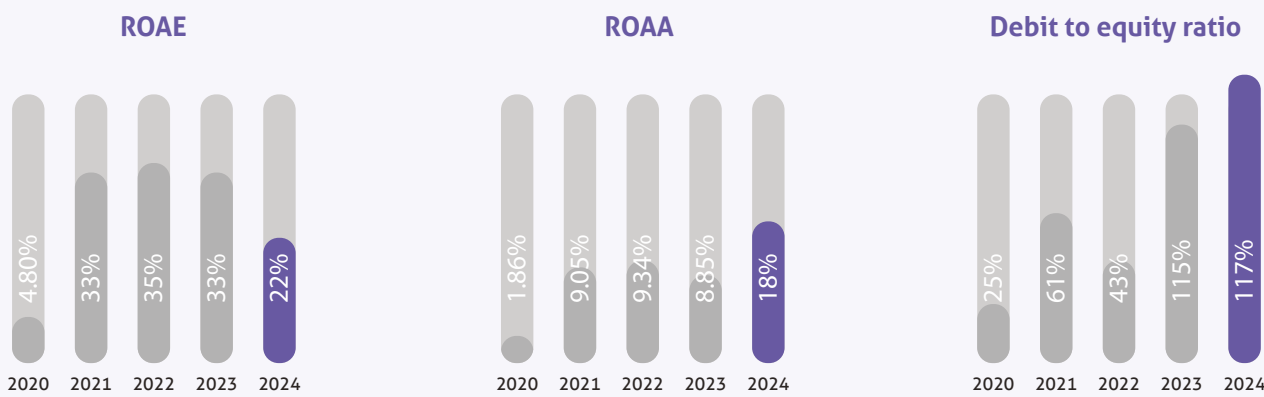
	2024	% of Revenues 2024	2023	% of Revenues 2023	% Growth
Revenues	1,685,866	-	1,279,861	-	32%
Operation costs					
Cost of revenues	(867,288)	49%	(681,689)	(53%)	27%
Selling & marketing expenses	(55,685)	(3%)	(54,600)	(4%)	2%
(impairment) / reversal of expected credit losses	(2,971)	0.2%	(10,754)	(1%)	72%
General & administrative expenses	(113,501)	7%	(81,050)	(6%)	40%
Total operating expenses	(1,039,446)	59%	(828,093)	(65%)	26%
Operating profit	646,420	38%	451,767	35%	43%

Consolidated Statement of Cash Flow Summary

(All Figures are in Thousands SAR)

	2024	2023	2022	2021	2020
Net operating cash flow	962,696	347,753	500,596	207,869	348,655
Net investing cash flow	(123,136)	(1,117,768)	(48,944)	(77,774)	(56,753)
Net financing cash flow	(688,184)	831,729	(525,664)	33,229	(301,405)
Net change in cash and cash equivalents during the year	151,376	61,714	(74,012)	163,324	(9,503)

Key Performance Indicators for the Past Five Years



The Revenues Analysis By Sector

(All Figures are in Thousands SAR)

	2024	% of Revenues 2024	2023	% of Revenues 2023	% Growth
Outdoor advertising	1,487,767	88%	1,163,933	91%	28%
Indoor advertising	130,657	8%	89,328	7%	46%
Printing	18,627	1%	26,599	2%	(30%)
Total Revenues	1,685,866	100%	1,279,861	100%	32%

Geographical Distribution of Advertising Revenues (Based on client’s base)

(All Figures are in Thousands SAR)

	2024	2023
Saudi Arabia	1,634,876	1,245,801
United Arab Emirates	9,336	-
The Egyptian Arabic Republic	41,654	34,059
Total Revenues	1,685,866	1,279,861

Details and Balance of Loan Movements from Local Banks
as of 31 Dec 2024

(All Figures are in Thousands SAR)

Name of the Bank	Credit Limit	Principal of the Loan	Interests Due	Opening Balance	Additions During 2024	Payments During 2024	Principal of the Loan	Interests Due	Closing Balance	Duration of the Loan
Banque Saudi Fransi	1,522,000	169,000	1,890	170,890	110,101	64,391	216,600	1,553	218,153	12 months
Saudi Awal Bank (SAB)	1,423,900	249,000	2,312	251,312	20,850	83,162	189,000	1,350	190,350	12 months
Alrajhi Bank	1,160,000	0	0	0	214,704	5,129	209,575	409	209,984	12 months
Joint Loan	1,050,000	1,050,000	14,444	1,064,444	0	93,194	971,250	12,117	983,367	7.5 years
Al Bilad Bank	0	0	0	0	15,362	2,509	12,853	109	12,962	12 months
Total balance	5,155,900	1,468,000	18,646	1,486,646	361,017	248,385	1,599,278	15,538	1,614,816	-

Outstanding Loans from Local Banks

All Figures are in Thousands

	2024	2023	% Change
Less than one year	628,028	418,000	50%
More than five years	971,250	1,050,000	(8%)
Total balance	1,599,278	1,468,000	9%

Statutory Payments for the Year 2024

All Figures are in Thousands

Description	Paid	Due until the end of the annual financial period and are not paid	Brief	Statement of Reasons
Visas, Passports, Labor office and municipal fees	7,711	-	Labor office fees and residency	-
Value Added Tax	33,649	-	Value added tax	An amount of SAR 1,928,547 is due from the Authority on 31/12/2024
Zakat and Withholding Tax	23,587	21,978	The withholding tax paid is SAR 126. The final assessment amount for the withholding tax is SAR 3. The Zakat paid for the year 2023 is SAR 21,944 and the final assessment amount for Zakat is SAR 1,303.	The Zakat provision for the year 2024 is SAR 22,000. The income tax for the United Arab Company (Egypt) is SAR 736.
Social Insurance	3,422	-	Social insurance	-
Customs duties	117	-	Customs duties	-
Total	68,486	26,702	-	-



Governance Report & Relevant Disclosures

Arabian Contracting Services Co. possesses an approved governance system, which is in line with the Corporate Governance Regulations issued by the Capital Market Authority (CMA). It includes criteria, frameworks, and determinants regulating the company management to ensure compliance with the best practices, through which the shareholders and stakeholders' rights will be maintained..

1. Corporate Governance Regulations

The Company shall apply all the provisions contained in the Corporate Governance Regulations issued by CMA, except for the provisions hereinafter:

Article/Paragraph No.*	Article/Paragraph Text	Non-Application Reasons
39	The Assessment	Indicative Article - The Company is studying the selection of best practices for evaluating the board of directors and executive management.
67	Composition of the Risk Management Committee	Indicative Article—The Risk Committee's work is entrusted to other committees and departments, such as the Audit Committee and the Compliance Department.
68	Competencies of the Risk Management Committee	Not Applicable - As no Risk Management Committee was formed
69	Meetings of the Risk Management Committee	Not Applicable - As no Risk Management Committee was formed
92	Formation of a Corporate Governance Committee	Indicative Article - The Board of Directors considers that there is no need for an independent committee, as its work is entrusted to other committees and departments.

Some of the regulations' paragraphs that have not been implemented are still indicative, and some or all paragraphs will be implemented in the future or when they become mandatory upon a decision from the Capital Market Authority or the Ministry of Commerce.

2. Formation of the Board of Directors

The Company shall be managed by a board of directors consisting of seven members elected by the Ordinary General Assembly of shareholders for a period not exceeding four years.

3. Election of the Board of Directors

The Ordinary General Assembly elected the members of the Board of Directors for its current three-year session at its meeting held on February 2023 ,19, for the current session that started on March 2023 ,18 and extends until March 2026 ,17. The following tables show the names of members of the Board of Directors and members of the committees emanating from it, their positions, their membership status, and their memberships in other companies, regardless of their legal form..



Names of the members of the Board of Directors and members of the committees and the executive management and their current and previous positions and qualifications:

A- Members of the Board of Directors



Abdelellah Abdulrahman Alkhereiji

Chairman of the Board (Non-Executive)

Current Jobs	<ul style="list-style-type: none">General Manager of ALKHEREIJI Consulting Office and ALKHEREIJI Soil Analysis Lab, the sole Saudi institution operating in the engineering and professional sector (1990—to date).
Previous Jobs	<ul style="list-style-type: none">Assistant Director General at Rasheed Engineering Office - (1978 G-1986 G)General Manager of Raweyah Printing press - (1985 G - 2006 G)General Manager of Arabian Contracting Services Co - (1984 G - 2006 G)General Manager of Road Advertising Agency for Advertising - Branch of Beit Al Khabrah Trading and Contracting Company operating in the advertising sector (1992 G - 2014 G)General Manager of the Elegant Hotels Company - (2008 G - 2009 G)General Manager of Beit Al Khabrah Trading and Contracting Company - (1990 G - 1995 G)CEO and Managing Director of the Arabian Contracting Services Co - (2010 G - 2015 G)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor's degree in architectural engineering from Cairo University - Egypt in (1977 G)



Mohamed Abdelellah Alkhereiji

Vice Chairman of the Board - (Executive Member)

Current Jobs	<ul style="list-style-type: none">General Manager of Faden Media Company (2022 - Present)General Manager of the Elegant Hotels Company - (2009 G – to date)General Manager of Beit Al Khabrah Trading and Contracting Company - (2009 G - to date)CEO of the Arabian Contracting Services Co. - (2015 G - to date)
Previous Jobs	<ul style="list-style-type: none">Executive Vice President of the Arabian Contracting Services Co - (2009 G -2015 G)Director of Development Department at the Arabian Contracting Services Co. - (2006 G -2009 G)Founder of the Saudi Media Co. – (2019 G)Financial Analyst at Deutsche Bank - (2006 G - 2007 G)Associate Employee at Deutsche Bank - (2007 G - 2009 G)
Qualifications and Experience	<ul style="list-style-type: none">Holds a Bachelor's degree in Financial Management from Prince Sultan University in Riyadh - Kingdom of Saudi Arabia in (2006 G)Holds an Executive Master of Business Administration (EMBA) from City University - London - United Kingdom in (2013 G)



Samuel James Kilion Barnett

Board Member (Non-Executive)

Current Jobs	<ul style="list-style-type: none">CEO, MBC Group Limited - (2021 G – to date)
Previous Jobs	<ul style="list-style-type: none">Chief Operating Officer (COO) at MBC Group 2005-2011Director of operations at MBC Group 2002-2005Senior Manager at Arthur Anderson Company - (2000 G - 2002 G)Manager at Pricewaterhouse Coopers PWC - (1997 G -2000 G)Assistant at Kalchas Co. - (1993-1996)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor's degree in economics - University of Cambridge - United Kingdom in (1993 G)Holds a master's degree in business administration from INSEAD - France (1997 G)



Eng. Mashor Mohammad Al Obikan

Board Member (Independent)

Current Jobs	<ul style="list-style-type: none">CEO, Distinguished Unit Holding - (2021 G – to date)
Previous Jobs	<ul style="list-style-type: none">CEO – Sawaeed Business Services (2019-2021)Deputy GM of Shared Services – HRDF (2011-2019)Credit Manager – Riyadh Bank (2005-2010)Marketing Manager – Aljazira Bank (2002-2004)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor's degree in industrial engineering from King Saud University – Kingdom of Saudi Arabia (2002)



Munaji Fouad Zamakhshari

Board Member (Independent)

Current Jobs	<ul style="list-style-type: none">Managing Director of Munaji Fouad Zamakhshari & Salah Fawaz Al Harbi Advocates and Legal Consultants Company (2012 G - to date)
Previous Jobs	<ul style="list-style-type: none">Private work as a licensed lawyer and legal advisor in multiple international law firms
Qualifications and Experience	<ul style="list-style-type: none">Holds a Bachelor of Science degree with honors in Ship Operations Command - Warzach Naval Academy - United Kingdom in (2003 G)Holds a Bachelor of Laws - Nottingham Law School - United Kingdom in (2007 G)Holds a master's degree in international law - University of Wales - United Kingdom in (2008 G)



Mohammed Saud Al-Ghaith*

Board Member (Non-Executive Member)

Current Jobs	<ul style="list-style-type: none">CEO of Jisr Al Sharq Financial Company (2022 G - to date)Chief of Strategies at Arabian Contracting Services Co. (2020 - 2022)Consultant for Ministry of Finance(2017 - 2019)
Previous Jobs	<ul style="list-style-type: none">Fund Manager at Alinma Investment Company (2016 - 2017)Investment Fund Specialist at the Capital Market Authority (2010 - 2016)Credit Specialist at the Industrial Development Fund (2007 - 2010)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor's degree in business administration from the National University of Ireland, Ireland (2007)Holds a master's degree in Business Administration from ESADE Business School (2014)

*Mohammed Saud Al-Ghaith's membership started on 23/12/2024.



Muhammad Abdullah Al Nimr

Board Member (Independent)

Current Jobs	<ul style="list-style-type: none">CEO of Morood Holding Company - (2012 G – to date)
Previous Jobs	<ul style="list-style-type: none">Founder of Morood Holding CompanyRelationship Manager (Corporate) - Saudi British Bank (2008-2018)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor's degree in management sciences and information systems - King Fahd University of Petroleum and Minerals - Kingdom of Saudi Arabia in (2005 G)Holds a master's degree in management sciences - City University - United Kingdom in (2007 G)

Names of the members of the Board of Directors and members of the committees and the executive management and their current and previous positions and qualifications:

B- Committee Members from within the Board



Abdelellah Abdulrahman Alkhereiji

Chairman of the Board (Non-Executive) - Remuneration & Nomination Committee Vice Chair

Current Jobs	<ul style="list-style-type: none">General Manager of ALKHEREIJI Consulting Office and ALKHEREIJI Soil Analysis Lab - a sole Saudi institution operating in the engineering and professional sector (1990 – to date).
Previous Jobs	<ul style="list-style-type: none">Assistant Director General at Rasheed Engineering Office - (1978 G-1986 G)General Manager of Raweyah Printing press - (1985 G - 2006 G)General Manager of Arabian Contracting Services Co - (1984 G - 2006 G)General Manager of Road Advertising Agency for Advertising - Branch of Beit Al Khabrah Trading and Contracting Company operating in the advertising sector (1992 G - 2014 G)General Manager of the Elegant Hotels Company - (2008 G - 2009 G)General Manager of Beit Al Khabrah Trading and Contracting Company - (1990 G - 1995 G)CEO and Managing Director of the Arabian Contracting Services Co - (2010 G - 2015 G)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor’s degree in architectural engineering from Cairo University - Egypt in (1977 G)



Eng. Mashor Mohammad Al Obikan

Board Member (Independent) - Audit Committee Chair

Current Jobs	<ul style="list-style-type: none">CEO, Distinguished Unit Holding - (2021 G – to date)
Previous Jobs	<ul style="list-style-type: none">CEO – Sawaeed Business Services (2019-2021)Deputy GM of Shared Services – HRDF (2011-2019)Credit Manager – Riyadh Bank (2005-2010)Marketing Manager – Aljazira Bank (2002-2004)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor’s degree in industrial engineering from King Saud University – Kingdom of Saudi Arabia (2002)



Samuel James Kilion Barnett

Board Member (Non-Executive) - Remuneration & Nomination Committee Member

Current Jobs	<ul style="list-style-type: none">CEO, MBC Group Limited - (2021 G – to date)
Previous Jobs	<ul style="list-style-type: none">Chief Operating Officer (COO) at MBC Group 2005-2011Director of operations at MBC Group 2002-2005Senior Manager at Arthur Anderson Company - (2000 G - 2002 G)Manager at Price Waterhouse Coopers PWC - (1997 G -2000 G)Assistant at Kalchas Co. - (1993-1996)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor’s degree in economics - University of Cambridge - United Kingdom in (1993 G)Holds a master’s degree in business administration from INSEAD - France (1997 G)



Munaji Fouad Zamakhshari

Board Member (Independent) - Remuneration & Nomination Committee

Current Jobs	<ul style="list-style-type: none">Managing Director of Munaji Fouad Zamakhshari & Salah Fawaz Al Harbi Advocates and Legal Consultants Company (2012 G - to date)
Previous Jobs	<ul style="list-style-type: none">Private work as a licensed lawyer and legal advisor in multiple international law firms
Qualifications and Experience	<ul style="list-style-type: none">Holds a Bachelor of Science degree with honors in Ship Operations Command - Warzach Naval Academy - United Kingdom in (2003 G)Holds a Bachelor of Laws - Nottingham Law School - United Kingdom in (2007 G)Holds a master’s degree in international law - University of Wales - United Kingdom in (2008 G)



Muhammad Abdullah Al Nimr
Board Member (Independent) - Audit Committee Member

Current Jobs	<ul style="list-style-type: none">CEO of Morood Holding Company - (2012 G – to date)
Previous Jobs	<ul style="list-style-type: none">Founder of Morood Holding CompanyRelationship Manager (Corporate) - Saudi British Bank (2008-2018)
Qualifications and Experience	<ul style="list-style-type: none">Holds a bachelor's degree in management sciences and information systems - King Fahd University of Petroleum and Minerals - Kingdom of Saudi Arabia in (2005 G)Holds a master's degree in management sciences - City University - United Kingdom in (2007 G)

Names of the members of the Board of Directors, members of the committees and the executive management and their current and previous positions and qualifications:

C- Committee Members outside the Board



Dr. Waleed Mohammed AL Bassam
Audit Committee Member

Current Jobs	<ul style="list-style-type: none">Partner of Khaled AL Bassam Co. Chartered Accountants- (2023-to date)
Previous Jobs	<ul style="list-style-type: none">Financial Manager of Saudi Ceramic Company – (2019-2023)Faculty Member in Al-Imam Muhammad Ibn Saud University (2015-2019)Partner in AL-Kharashi & Co. Certified Accountants and Auditors (2013-2015)Financial Manager in The National Company for Glass Industries (Zou-jaj) (2006-2009)Auditor in The General Organization for Social Insurance (2003-2006)
Qualifications and Experience	<ul style="list-style-type: none">Holds a PhD in Accounting and Finance - University of Glasgow - Unit-ed Kingdom, (2014)Obtained the Fellowship of Certified Public Accountants "SOCPA" - Organization of Accountants, (2010)



Names of the members of the Board of Directors members of the committees and the executive management and their current and previous positions and qualifications:

D- Executive Management



Mohamed Abdelellah Alkhereiji

Chief Executive Officer

Previous Jobs	• Executive Vice President of the Arabian Contracting Services Co - (2009 G -2015 G)
	• Director of Development Department at the Arabian Contracting Services Co. - (2006 G -2009 G)
Qualifications and Experience	• Founder of the Saudi Media Co. – (2019 G)
	• Financial Analyst at Deutsche Bank - (2006 G - 2007 G)
	• Associate Employee at Deutsche Bank - (2007 G - 2009 G)
	• Holds a Bachelor's degree in Financial Management from Prince Sultan University in Riyadh - Kingdom of Saudi Arabia in (2006 G)
	• Holds an Executive Master of Business Administration (EMBA) from City University - London - United Kingdom in (2013 G)



Saad Abdullah Al-Qahtani

Vice CEO

Previous Jobs	• Head of maintenance & operations department at Arabian Contracting Services Co. (1999 G - 2016 G).
	• Administrative Affairs Manager at Arabian Contracting Services Co (1992 G - 1998 G).
Qualifications and Experience	• Government relations manager at Resource Sciences Arabia Limited (RSAL) (1989 G - 1993 G).
	• Holds a high school certificate, Abha, Saudi Arabia, in (1985)



Jalal Georgi Khanfour

Chief Commercial Officer

Previous Jobs	• Sales manager at Arabian Outdoor Co. - Dubai, UAE (2005 G - 2012 G).
	• Accounting manager at Electricité De Zahlé EDZ - (2002 G - 2004 G).
Qualifications and Experience	• Holds a bachelor's degree in business administration from the Saint Joseph University - Lebanon in (2001)
	• Holds a master's degree in business administration from the Saint Joseph University - Lebanon in (2003)



Nicolas Bou Habib

Chief Financial Officer

Previous Jobs	• Finance Director – JWT & Ogilvy part of WPP – Lebanon & United Arab Emirates (2011G – 2023G)
	• Senior Internal Auditor- Byblos Bank- Lebanon (2009G – 2011G)
Qualifications and Experience	• Senior Auditor- PwC- Lebanon (2007G-2009G)
	• Internal Auditor- Bank Audi- Lebanon (2003G-2007G)
	• Holds a bachelor's degree in law from USJ – Lebanon (2002 G)
	• Holds a master's degree in business administration (MBA) from ESA – Lebanon in Collaboration with ESCP Business School – France, in (2004 G)
	• Holder of a CPA certification in 2008 and CFA Level 1 in 2012



Sultan Ziad Abuznada
Chief Human Resources Officer

Previous Jobs	• Chief Human Resources Officer – CHRO at SMC (2023 G)
	• Director of People & Culture at SMC (2022 G -2023 G).
Qualifications and Experience	• Talent Acquisition & People Manager at Lendo (2021 G -2022 G)
	• Senior Manager, Talent Acquisition at Riyadh Bank (2021 G – 2022 G)
	• Assistant Manager - Talent Acquisition Dept at Riyadh Bank (2019 G – 2021 G)
	• Clark Atlanta University Bachelor of Business Administration - BBA, Management (2018)



Sami Ahmed Al-Babtain
Head of Internal Audit

Previous Jobs	• AlKhair Capital / Internal Audit Manager 2021 G
	• AlRajhi Bank / Internal Audit Team Leader (2012 G - 2021 G)
Qualifications and Experience	• Samba Financial Group / Internal Auditor (2013 G - 2018 G)
	• Holds a bachelor's degree in finance – Prince Sultan University (2012 G)
	• Certified Information Systems Auditor (CISA) (2024 G)
	• Certified Information Security Manager (CISM) (2024 G)



Hadi Balaa
Executive Head of Business Partnership

Previous Jobs	• General Manager - Airport Business Unit - Arabian Contracting Services Co.) Jan 2024 – June 2024)
	• Group Business Manager Arabian Contracting Services Co. (2019–2023)
Qualifications and Experience	• Chief Sales Officer (Nearbuy Group) (2018 – 2019)
	• Sales Director (JCDecaux) - Saudi Arabia (2015 – 2017)
	• Head of Sales (JCDecaux) – KSA Central region (2012-2014)
	• Marketing and Product Specifications Executive / Middle East and North Africa (2008 - 2010)
	• Holds a bachelor's degree in science and marketing from the Lebanese American University (2007)
	• Holds a bachelor's degree in economics and Sociology from (IC) University in (2000)



Roa'a Al-Rifaie
Director of Marketing & Innovation

Previous Jobs	• Creative Director at Sofa Ltd. (2021 G)
	• Chief Creative Officer at Think Tank Future Innovation Co (2013 G - 2021 G)
Qualifications and Experience	• Holds a bachelor of Visual Communication from Dar Al-Hekma University in (2013 G)



Fai Bin Masoud
Director of Business Development

Previous Jobs	• Chief Business Officer- Ideal (2021G to 2024 G)
	• Program Manager- Business Development – Amazon (2021G-2022G)
Qualifications and Experience	• Business Development Analyst- Saudi Industrial Development Fund SIDF (2019 G-2021G)
	• Holds a bachelor's degree in management information system from Jubail University College – KSA, in (2012 G)
	• Holds a master's degree in business administration (MBA) from San Diego State University – U.S, in (2016 G)

4. Formation and Classification of the Board of Directors

Member Name	Capacity	Executive	Non-Executive	Independent
Abdelellah Abdulrahman Alkhereiji	Chairman		✓	
Mohamed Abdelellah Alkhereiji	Vice Chairman	✓		
Samuel James Kilion Barnett	Member		✓	
Mashor Mohammad AL Obikan	Member			✓
Munaji Fouad Zamakhshari	Member			✓
Muhammad Abdullah AlNimr	Member			✓
Mohammed Saud AL-Ghaith*	Member		✓	

*Mohammed Saud AL-Ghaith’s membership started on 23/12/2024.

5. Names of Companies Inside and Outside the Kingdom

Member Name	Membership Classification	Current Companies		Inside/ Outside the Kingdom	Legal Entity	Previous Companies		Inside/ Outside the Kingdom	Legal Entity
Abdelellah Abdulrahman Alkhereiji	Non-Executive	Board Member	Senior Executive			Board Member	Senior Executive		
		Arabian Contracting Services		Inside	listed	Chamber of Commerce		Inside	Govern-ment Entity
		Engineer Holding Group	AL-Khuraiji Engineering Consultancy Office and Soil Testing Laboratory	Inside	Not Listed	Chamber of Commerce and Industry		Inside	Govern-ment Entity
						Elegent Hotels Copmany		Inside	Not Listed
						Copamny Raweyah Pritnig press		Inside	Not Listed
						Arabian Contracting Services Company		Inside	Listed
						House of Skills Company		Inside	Not Listed

Member Name	Membership Classification	Current Companies		Inside/ Outside the Kingdom	Legal Entity	Previous Companies		Inside/ Outside the Kingdom	Legal Entity
Mohamed Abdelellah Alkhereiji	Executive	Arabian Contracting Services Company		Inside	Listed	Arabian Contracting Services Company		Inside	Listed
		Saudi Media Company	Elegant Hotels Company	Inside	Not Listed				
		MBC Media Company	House of Skills Company	Inside	Not Listed				
		Chairman of the Ad-vertising Commit-tee, Riyadh Chamber		Inside	Gov-ern-ment Entity				
		Member of the Marketing Commit-tee, Riyadh Chamber		Inside	Gov-ern-ment Entity				
		Engineer Holding Group		Inside	Not Listed				
Samuel James Killion Barnett	Non-Executive		Faden Media Company	Inside	Not Listed				
		Arabian Contracting Services Company		Inside	listed	Arthur Andersen		Outside	Not Listed
			MBC Group	Outside	listed	Price Waterhouse Coopers (PWC)		Outside	Not Listed

Member Name	Mem- bership Classifi- cation	Current Companies		Inside/ Outside the Kingdom	Legal Entity	Previous Companies		Inside/ Outside the Kingdom	Legal Entity
Munaji Fouad Zamkhshari	Indepen- dent	Board Member	Senior Excutive			Board Member	Senior Excutive		
		Munaji Fouad Zamkhshari Legal Advisory Company		Inside	Not Listed				
		KLD Management Training		Inside	Not Listed				
		Arabian Contracting Services Company		Inside	Listed				
		Arabian Contracting Services Company		Inside	Listed				
Muham- mad Abdullah AL-Nimr	Indepen- dent	Morood Holding Company		Inside	Not Listed				
		Osool Entertainment Company		Inside	Not Listed				
		Development House Company		Inside	Not Listed				
		Ana Adeer Company		Inside	Not Listed				
		Arab Wabel Investment Company		Inside	Not Listed				
		Joud Arabia Investment Company		Inside	Not Listed				
		Asateer Entertainment Company		Inside	Not Listed				

Member Name	Mem- bership Classifi- cation	Current Companies		Inside/ Outside the Kingdom	Legal Entity	Previous Companies		Inside/ Outside the Kingdom	Legal Entity
Mashhoor Moham- mad AL- Obikan	Indepen- dent	Arabian Contracting Services Company		Inside	Listed	National Glass Industries Company (Zujaj)		Inside	Listed
		Distinguished Unit Holding	Distin- guished Unit Holding	Inside	Not Listed	National Medical Care Company (Reaya)		Inside	Listed
		Al Dulaia Investment		Inside	Not Listed	Al Rajhi Devel- opment and Education		Inside	Not Listed
		Al Saedan Real Estate Company		Inside	Not Listed				
Moham- med Saud AL-Ghaith	Non- Executive (Member- ship has started on 23/12/2024		Jsir AL-Sharq Financial	Inside	Listed	Arabian Contracting Services Company		Inside	Listed
						Ministry of Finance		Inside	Govern- ment Entities
						AL-Inma Investment		Inside	Listed
						Capital Market Authority		Inside	Govern- ment Entities
						Industrial Develop- ment Fund		Inside	Govern- ment Entities

6. Board of Directors Meetings

Member's Name	Membership	1st Meeting	2nd Meeting	3rd Meeting	4th Meeting
		30/03/2024	18/05/2024	10/08/2024	07/11/2024
Abdelellah Abdulrahman Alkhereiji	Chairman	Absent	Present	Present	Present
Mohamed Abdelellah Alkhereiji	Vice Chairman	Present	Present	Present	Present
Samuel James Kilion Barnett	Member	Present	Present	Present	Present
Mashor Mohammad Al Obikan	Member	Present	Present	Present	Present
Munaji Fouad Zamakhshari	Member	Present	Present	Present	Present
Muhammad Abdullah AlNimr	Member	Present	Present	Present	Present
Mohammed Saud Al-Ghaith	Membership started on 23/12/2024				

Resolutions passed by circulation for 2024

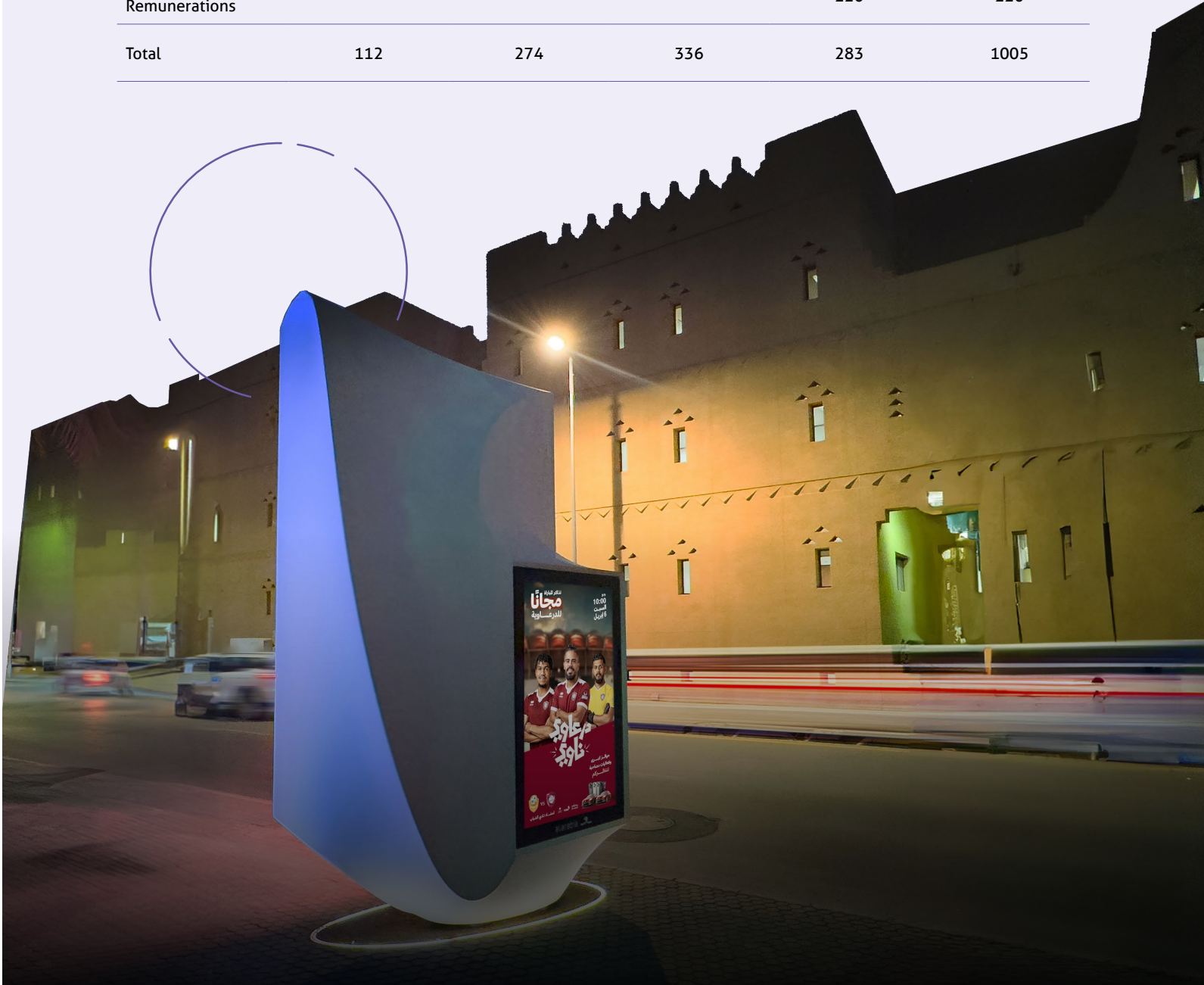
Member's Name	1st Resolution	2nd Resolution	3rd Resolution	4th Resolution
	30/05	30/05	30/05	13/10
Abdelellah Abdulrahman Alkhereiji	✓	✓	✓	✓
Mohamed Abdelellah Alkhereiji	✓	✓	✓	✓
Samuel James Kilion Barnett	✓	✓	✓	✓
Mashor Mohammad Al Obikan	-	✓	✓	✓
Muhammad Abdullah AlNimr	✓	✓	✓	✓
Munaji Fouad Zamakhshari	✓	✓	✓	✓
Mohammed Saud Al-Ghaith*	-	-	-	-

*Mohammed Saud Al-Ghaith membership started on 23/12/2024.

7. Board of Directors Remunerations and Allowances

All Figures are in Thousands SAR

Description	Executives	Non-Executives	Independent	Committee Members	Total
Meeting Attendance Allowance	12	24	36	-	72
Board Remunerations	100	250	300	-	650
Committee Attendance Allowance	-	-	-	63	63
Committees Remunerations	-	-	-	220	220
Total	112	274	336	283	1005



8. Remuneration Policy

Adequate remunerations shall be planned to attract, retain and motivate qualified staff to realize the quality required to successfully manage the Company, avoiding paying more than necessary, provided that such remunerations shall not exceed the amount determined by the relevant Laws and Regulations. Executives' remunerations shall also be associated with the Company's performance. No manager is allowed to decide on personal compensation. In accordance with Article 76 of Companies law, the Company's articles of association shall specify the manner of remunerating board members. Such remuneration may be a fixed amount, a certain amount per meeting attended in-kind benefits, a percentage of the net profit, or a combination thereof. The General Assembly determines the amount of these remunerations, considering that the remunerations are fair, motivating, and commensurate with the members and company's performance.

In accordance with article 20 of the Company's articles of association, the board members remuneration may take the form of a fixed amount, a certain amount per meeting attended, in-kind benefits, a percentage of the net profit, or a combination thereof. If remuneration is a percentage of the profit, it shall be the percentage specified in article (46.5) of the Company's articles of association. Remuneration shall be as per the provisions of the Companies Law, any other laws, declarations or other complementary instructions thereto. In all cases, the Nomination and Remuneration Committee shall forward its recommendation regarding remunerations to the Board of Directors, considering that the remunerations are fair, motivating, and commensurate with the members' performance and the Company's performance. The Board's report submitted to the Ordinary General Assembly shall include a comprehensive statement of all remunerations, allowances, and other benefits received by the Board members during the fiscal year, a statement of the amounts received by the members as employees, administrators or amounts received for technical or administrative works or consultation and a statement of the Board meetings and the meetings attended by each member from the date of the last meeting of the General Assembly.

Subject to other relevant laws and regulations issued by other regulators, the Board of Directors shall, in determining and disbursing the remunerations received by each of its members, consider the relevant provisions of the Companies Law and its Implementing Regulations, as well as the following criteria:

- Remunerations shall be fair and proportionate to the member functions, roles and responsibilities, and the objectives set by the Board of Directors to be realized during the fiscal year.
- It is consistent with the Company's strategy and objectives.
- Remunerations shall be based on a recommendation by the Remuneration and Nomination Committee.
- Remuneration shall be proportionate to the Company's business and the skills required for management.
- The sector in which the Company operates, its size and the experience of its board members will be considered.
- Remunerations shall be reasonably adequate to attract, motivate and retain competent, experienced Board members.
- Members of the Board of Directors may not vote on the remuneration item for members of the Board of Directors at the General Assembly meetings.
- A member of the Board of Directors may obtain a reward for his membership in the committees emanating from the Board or for any additional work or executive, technical, administrative, or advisory positions - under a professional license - assigned to him in the Company, in addition to the reward that may be to obtain it in his capacity as a member of the Board of Directors and in the committees formed by the Board of Directors, following the Companies Law and the Company's Bylaws.
- The remuneration of members of the Board of Directors may vary depending on the extent of the members' experience, specializations, tasks assigned to him, independence, the number of sessions he attends, and other considerations.
- The remuneration of independent directors must not be a percentage of the profits achieved by the Company or be based directly or indirectly on the Company's profitability.
- If the General Assembly decides to terminate the membership of a member of the Board of Directors who is absent due to his failure to attend three consecutive Board meetings or five separate Board meetings without a legitimate excuse, this member is not entitled to any remuneration for the period following the last meeting he attended, and he must return all the remuneration that was disbursed to him for that period.
- If it becomes clear to the Audit Committee or the CMA that the remuneration paid to any member of the Board of Directors is based on incorrect or misleading information that was presented to the General Assembly or included in the Board of Directors' annual report, he must return it to the Company, and the Company has the right to demand that it be returned.



9. Board of Directors Remunerations

- According to Article 76 of the Companies Law, the Company’s bylaws must specify the method of remunerating members of the Board of Directors. This reward may be a specific amount, an attendance allowance for sessions, tangible benefits, or a specific percentage of profits, and it is permissible to combine two or more of these benefits and it is determined The General Assembly determines the amount of these rewards, taking into account that the rewards are fair, motivating, and commensurate with the member’s performance and the Company’s performance.
- The Board of Directors’ report submitted to the Ordinary General Assembly must include a comprehensive statement of all that the members of the Board of Directors received during the fiscal year in terms of salaries, share of profits, attendance allowance, expenses, and other benefits. The Board’s report must also include a statement of what the members of the Board received. As employees or administrators, or what they received in exchange for technical, administrative, or consulting work for the Company previously approved by its general assembly.

10. Remunerations of Committees Stemming from the Board of Directors

- The Board of Directors determines and approves membership remuneration for its committees, attendance allowances and other entitlements based on the recommendation of the Remuneration and Nominations Committee.

11. Executive Management Remunerations

The Remuneration and Nominations Committee periodically reviews the remuneration plans, programs and incentives for senior executives and recommends them to the Board of Directors, including remuneration The following executive management:

- Basic salary.
- Allowances include, but are not limited to, housing allowance and transportation allowance.
- Medical insurance benefits for the member and his family.
- An annual bonus linked to performance indicators according to the annual evaluation.

12. Relationship between the Remunerations Given and Applicable Remunerations Policy

The Remuneration and Nomination Committee found no material deviations from the approved remuneration policy.

13. Board of Directors Remunerations

All figures are in (thousands)SR	Fixed Bonuses						Variable Bonuses							End of Service Award	Total	Expense Allowance
	A certain amount	Meeting Attendance Allowance	Com- mittees meetings attendance Total AL- lowance	In-Kind Benefits	Technical and Admin- istrative Work & consulta- tion	Chairman, managing director or secretary if it is a member, remunera- tion	Total	Profit per- centage	Periodic remunera- tions	Short-Term Incentive Plans	Long-Term Incentive Plans	Granted Shares	Total			
I: Independent Members																
Mashhoor Al Obikan	160	12	15				187									187
Manaji Zamkhshari	120	12	6				138									138
Mohammed Al Nemer	155	12	15				182									182
II: Non-Executive Members																
Abdulilah Al Khuraiji	165	12	6				183									
Samuel Barnett	115	12	6				133									133
III: Executive Members																
Mohammed Abdulilah Al Khuraiji	100	12					112							225		337
Total	815	72	48				935							225		1157

14. Remunerations and Compensations for Committees Members

No compensation was paid for the year 2024.

15. Remunerations and Compensations for Top 5 Senior Executives

All Figures are in Thousands SAR

The remunerations paid for the top 5 senior executives, including CEO and CFO, in 2024 are as follows:

Remuneration type	Title	Total
Fixed Remunerations	Salaries	6,980
	Allowances	2,099
	In-kind benefits	2,117
	Total	11,196
Variable Remunerations	Periodical remunerations	6,000
	Profits	-
	Short-term incentive plans	-
	Long-term incentive plans	-
	Granted shares	-
	Total	6,000
Total	End-of-service award	479
	Board executive's total remuneration	225
	Total	17,900

16. Board Members and Executive Management member’s Interest in the Company’s Shares

A. The interest of Board members, their spouses and minors in the Company’s shares

Name	Starting Year - January 2024		Ending Year - December 2024		Net Change	Change %
	Number of Shares	Debt Instruments	Number of Shares	Debt Instruments		
Mohamed Abdelelah Alkhareiji	0	0	34,853		34,853	3485300%
Mashror Al Obikan	108	-	118	-	10	10%

B. The interest of Executive Management members, their spouses and minors in the Company’s shares

Name	Starting Year - January 2024		Ending Year - December 2024		Net Change	Change %
	Number of Shares	Debt Instruments	Number of Shares	Debt Instruments		
Mohamed Abdelelah Alkhareiji	0	0	34,853		34,853	3485300%

*During the period, the Company’s capital has been increased by 10% through issuing bonus shares.

17. Board of Directors Committees

The Company has two committees: the Audit Committee and the Remuneration and Nomination Committee. The following are the names and functions of their members:

A. Audit Committee:

Functions of the Audit Committee:

The main function of the audit committee is to verify the adequacy of internal controls, make sure that the internal controls are implemented effectively, and make any recommendations to the Board of Directors that will activate and develop controls to achieve the Company’s purposes and protect the interests of shareholders and investors at a high efficiency and reasonable cost. The Committee shall also be responsible for reviewing risk management policies, annual risk reports and plans to reduce such risks’ impact before submitting the same to the Board of Directors. It shall also confirm compliance with the CMA’s corporate governance rules and practices and the Company’s governance manual and policy. The scope of the Committee’s work shall include all work that will enable it to achieve its tasks, including:

1. Studying the Company’s initial and annual financial statements before submitting it to the Board of Directors and expressing their opinion and recommendation regarding the same to ensure their integrity, fairness and transparency.

2. Expressing a technical opinion, at the request of the Board of Directors, as to whether the Board’s report and the Company’s financial statements are fair, balanced and understandable, as well as including information that allows shareholders and investors to evaluate the Company’s financial position, performance, business model and strategy.

3. Studying any important or unusual issues contained in financial reports.

4. Examining any issues raised by the Company’s Financial Director, the Company’s compliance officer or the External Auditor.

5. Verifying accounting estimates in material issues contained in financial reports.

6. Studying the Company’s accounting policies and expressing an opinion and recommendation regarding the same to the Board of Directors.
7. Studying and reviewing the Company’s internal and financial controls and risk management systems.

8. Studying internal audit reports and following up on the implementation of corrective actions for observations contained therein.

9. Monitoring and supervising the performance and activities of the internal auditor and the internal audit department in the Company, if any, to verify the availability and effectiveness of the necessary resources in performing the work and the tasks assigned thereto. If the Company has no internal auditor, the Committee shall recommend to the Board the need for one.

10. Recommending to the Board of Directors to appoint accountants, a head of internal audit unit or department or an internal auditor, proposing its remunerations.

11. Recommending the Board of Directors to nominate and dismiss auditors, determine their fees and assess their performance, after verifying their independence and reviewing their scope of work and contracting terms.

12. Verifying the auditor’s independence, objectivity and fairness and effectiveness of the audit work, considering the relevant rules and criteria.

13. Reviewing the Company’s auditor plan and work, verifying that it has not submitted technical or administrative work outside the audit’s scope and submitting its views on it.

14. Answering the Company’s auditor inquiries.

15. Studying the auditor report and observations on the financial statements and following up on actions taken.

16. Reviewing the findings of regulators’ reports and verifying that the Company has taken the
- necessary action.

17. Verifying the Company’s compliance with relevant laws, regulations, policies and instructions. Reviewing contracts and deals proposed by the Company with the relevant parties and submitting views on the same to the Board of Directors

18. Reviewing contracts and deals proposed by the Company with the relevant parties and submitting views on them to the Board of Directors.

19. Submitting issues it deems necessary to take action to the Board of Directors and making recommendations for action.

Subject to the conditions of the Audit Committee members, the Audit Committee shall be formed for three (3) years under a decision of the Company’s Ordinary General Assembly. The Board of Directors shall take the necessary actions to enable the Committee to carry out its tasks, including informing the Committee, without any restrictions, of all data, information, reports, records, correspondence, or other matters the Committee deems necessary to access.

*The following members were appointed in the Audit Committee of the Ordinary General Assembly held on 1444/07/28 (corresponding to 2023/02/19).

Audit Committee Members:

Name	Membership type
Mshhor Mohammed AlObaikan	Committee Chair
Muhammad Abdullah AlNimr	Member
Waleed Mohammed AlBassam	Member

Meetings of the Audit Committee:

Member’s Name	Membership	1st Meeting	2nd Meeting	3rd Meeting	4th Meeting	5th Meeting
		13/03/2024	30/03/2024	15/05/2024	07/08/2024	05/11/2024
Mshhor AlObaikan	Committee Chair	Present	Present	Present	Present	Present
Muhammad AlNimr	Member	Present	Present	Present	Present	Present
Waleed AlBassam	Member	Present	Present	Present	Present	Present

B- Remunerations and Nominations Committee:

Functions of the Remuneration and Nomination Committee:

The main function of the Remuneration and Nomination Committee is to identify qualified individuals and candidates to join the Board of Directors, as well as to assist the Board of Directors in establishing a sound governance system and developing the necessary policies and procedures for such a system. The scope of the Committee's work includes carrying out all works to achieve its tasks, including:

1. Identifying qualified members and their nomination for membership in the Board of Directors.

2. Annual review of board membership requirements, which include capabilities, expertise, and availability for board activities.

3. Reviewing the Board of Directors structure and suggesting the required amendments in light of the Company's interest.

4. Identifying strengths and weaknesses of the Board of Directors and proposing the required amendments in light of the Company's interest.

5. Nominating for the Company's CEO and Managing Director, and nominating committee members for approval by the Board of Directors or the General Assembly.

6. Reviewing the policies and procedures for approval by the Board of Directors before their application to the General Assembly.

7. Annually monitoring the independence of the independent members of the Board of Directors as well as the existence of any conflict of interest.
8. Reviewing the preparatory materials and training courses for new board members.

9. Establishing clear policies regarding the remuneration of directors and senior executives.

10. Reviewing and proposing plans for key executive positions.

11. Reviewing and approving the remunerations and benefits structure for the Company as a whole, which includes job grades, salary and benefits structure, and performance-related remunerations and incentives.

12. Approving changes to the remuneration of the CEO and recommending changes to the remuneration of the Managing Director, members of the Board of Directors, and members of the various committees of the Board of Directors.

13. Approving unusual remuneration (employment or performance remuneration) for the CEO and senior positions.

The Remuneration and Nomination Committee shall consist of at least three (3) members to be appointed by the Company's Board of Directors for three (3) years. Subject to the conditions of the members of the Remuneration and Nomination Committee, the Board of Directors shall appoint the members of the Committee for three (3) years. The Board of Directors shall take the necessary actions to enable the Committee to carry out its tasks, including informing the Committee, without any restrictions, of all data, information, reports, records, correspondence, or other matters that the Committee deems necessary to access

The following members were appointed to the Remuneration and Nomination Committee by a decision of the Board of Directors on 1444/09/05H (corresponding to 2023/03/27) for the current Board of Directors session, which started from 2023/03/18 until 2026/03/17.

Remuneration and Nomination Committee Members:

Name	Title
Munaji Fouad Zamakhshari	Committee Chair
Abdelellah Abdulrahman Alkhereiji	Committee Vice Chair
Samuel James Barnett	Member

Meetings of the Remuneration and Nomination Committee:

Member's Name	Membership	1st Meeting	2nd Meeting
		12/11/2024	19/12/2024
Munaji Fouad Zamakhshari	Committee Chair	Present	Present
Abdelellah Abdulrahman Alkhereiji	Committee Vice Chair	Present	Present
Samuel James Barnett	Member	Present	Present

18. Company's Policy on Dividends

Subject to Article 107 of the Companies Law, all share-related rights shall be recorded to the shareholder, including, in particular, the right to receive a share of the net profits to be distributed, and the Board shall recommend the distribution of any dividends before their approval by the shareholders at the General Assembly meeting. The Company shall not be obligated to announce any profits. Any decision concerning the profits distribution shall depend on a number of factors including, Company's previous and expected profits and cash flows, financing and capital requirements, market data and economic factors in general, zakat, and other legal and regulatory considerations. Noteworthy, the dividend policy may be changed from time to time.

Despite the Company's intention to distribute annual dividends to its shareholders, there are no guarantees about the actual distribution or the amounts that will be paid in any year.

As per Article (46) of the Company's bylaws, the Company's annual net profits shall be distributed following the deduction reserves, and other costs as follows:

1. The Ordinary General Assembly -when determining dividends from the net profit- may decide to create other reserves, to the extent that achieves the interest of the Company or ensures the distribution of fixed profits as much as possible to the shareholders. The aforementioned assembly may also deduct sums from the net profits for establishing social institutions for the Company's employees or to assist the existing ones of these institutions.
2. The General Assembly shall determine the percentage of the net profit to be distributed to the shareholders after deducting the reserves, if any.
3. The General Assembly determines the distribution of reserves that the shareholders previously decided to set aside, including any reserves set aside by any statutory requirements prior to the date of adoption of this bylaw.
4. The Company may distribute interim dividends semi-annually or quarterly, and the assembly may authorize the Board of directors to do so by virtue of a resolution that is renewed annually.
5. The Board must implement the General Assembly resolution concerning dividend distribution to the Registered Shareholders within fifteen (15) business days from the date they become entitled to such dividends as determined in such resolution or the Board's resolution for the distribution of interim dividends.



19. Transactions with Related Parties

(All Figures are in Thousands SAR)

Company	Transaction / Contract Nature	Transaction / Contract Amount	Transaction / Contract Duration	Transaction / Contract Condition	Transaction / Name Nature
Saudi Media Company for Advertising and Publicity	Sales	2,247	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
Saudi Media Company for Advertising and Publicity	Purchases	(2,770)	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
Saudi Media Company for Advertising and Publicity	Collections	(124,656)	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
Saudi Media Company for Advertising and Publicity	Bills pay-ment	3,494	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
National Signage Industrial Company	Bills pay-ment	47,754	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
National Signage Industrial Company	Purchases	(48,559)	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
National Signage Industrial Company	Sales	2	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
National Signage Industrial Company	Collections	257	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
Engineer Holding Group Company	Expenses paid on behalf	(51)	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji

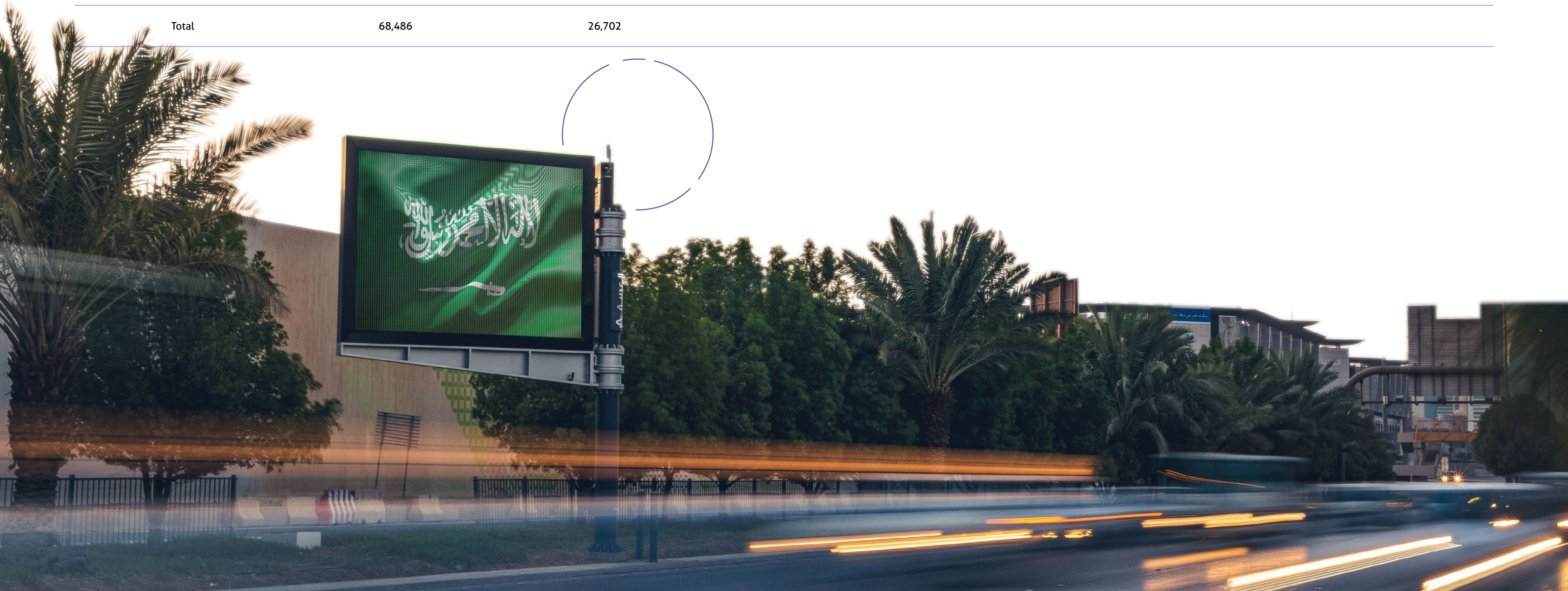
Company	Transaction / Contract Nature	Transaction / Contract Amount	Transaction / Contract Duration	Transaction / Contract Condition	Transaction / Name Nature
Engineer Holding Group Company	Collections	(12,199)	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
Engineer Holding Group Company	Bills pay-ment	1,546	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
Engineer Holding Group Company	Sales	6	Annual	N/A	The Chairman Abdelellah Alkhereiji & CEO Mohamed Alkhereiji
MBC Media Solutions Limited	Purchases	(6,346)	Annual	N/A	The Chairman Abdelellah Alkhereiji CEO Mohamed Alkhereiji & Board Member Samuel Barnett
MBC Media Solutions Limited	Sales	11,103	Annual	N/A	The Chairman Abdelellah Alkhereiji CEO Mohamed Alkhereiji & Board Member Samuel Barnett
MBC Group	Collections	(2,833)	Annual	N/A	The Chairman Abdelellah Alkhereiji CEO Mohamed Alkhereiji & Board Member Samuel Barnett
MBC - FZ LLC	Collections	(22,431)	Annual	N/A	The Chairman Abdelellah Alkhereiji CEO Mohamed Alkhereiji & Board Member Samuel Barnett
MBC - FZ LLC	Sales	22,693	Annual	N/A	The Chairman Abdelellah Alkhereiji CEO Mohamed Alkhereiji & Board Member Samuel Barnett

20. Statutory Payments

(All Figures are in Thousands SAR)

During 2024, the following amounts were paid:

Description	Paid	Due until the end of the annual financial period and are not paid	Brief	Statement of Reasons
Visas, passports, labor office and municipal fees	7,711	-	labor office fees and residency	-
Value Added Tax	33,649	4,724	Value added tax	An amount of SAR 1,928,547 is due from the Authority on 31/12/2024
Zakat and Withholding Tax	23,587	21,978	The withholding tax paid is SAR 126. The final assessment amount for the withholding tax is SAR 3. The Zakat paid for the year 2023 is SAR 21,944 and the final assessment amount for Zakat is SAR 1,303.	The Zakat provision for the year 2024 is SAR 22,000. The income tax for the United Arab Company (Egypt) is SAR 736.
Social Insurance	3,422	-	Social insurance	
Customs duties	117	-	Customs duties	
Total	68,486	26,702		



21. Company’s Main Activity and Subsidiaries



The impact of such main activities on the Company’s business volume and its contribution to the results are as follows:

(All Figures are in Thousands SAR)

Activity	Activity revenues	Percentage (%)
Advertising	1,411,431	99%
Printing	18,627	1%
Total revenues	1,430,058	100%

01 Description of the main activities of the subsidiary:

Al Arabia Out-of-Home Advertising Company
Activity: Advertising

The impact of such main activities on the Company’s business volume and its contribution to the results are as follows:

(All Figures are in Thousands SAR)

Activity	Activity revenues	Percentage (%)
Advertising	9,336	100%
Total revenues	9,336	100%

Al Arabia Out of Home Advertising Company is a representative office of Al Arabia in the UAE. It was established on 09-07-2023 and registered with the commercial register on 16-08-2023. Al Arabia OOH Digital Company is a subsidiary of Al Arabia Out of Home Advertising Company with 60% ownership. During the year 2023, Al Arabia OOH Digital Company did not generate any revenue as it was a newly established company.

02 Description of the main activities of the subsidiary

Al Arabia Alliance for Smart Advertisement
Activity: Advertising

The impact of such main activities on the Company’s business volume and its contribution to the results are as follows:

(All Figures are in Thousands SAR)

Activity	Activity revenues	Percentage (%)
Advertising	297,932	86%
Others	48,815	14%
Total Revenues	346,747	100%

03 Description of the main activities of the subsidiary

Arabian United Company
Activity: Advertising

The impact of such main activities on the Company’s business volume and its contribution to the results are as follows:

(All Figures are in Thousands SAR)

Activity	Activity revenues	Percentage (%)
Advertising	41,654	100%
Total revenues	41,654	100%

04 Description of the main activities of the subsidiary

Faden Media Company
Activity: Advertising

The impact of such main activities on the Company’s business volume and its contribution to the results are as follows:

(All Figures are in Thousands SAR)

Activity	Activity revenues	Percentage (%)
Advertising	224,223	100%
Total revenues	224,223	100%

22. Company’s Assets and Liabilities for the Last Five Years

All Figures are in Thousands SAR

	2024	2023	2022	2021	2020
Non-current assets	12,767,865	2,968,427	1,645,534	2,220,124	849,291
Current assets	1,605,889	1,576,564	992,224	1,019,728	465,579
Assets from discontinued operations	-	383	4,485	-	-
Total assets	14,373,754	4,545,374	2,642,243	3,239,852	1,314,870
Non-current liabilities	10,795,025	2,297,114	1,033,639	1,601,777	328,935
Current liabilities	2,208,113	1,131,502	785,753	906,796	459,518
Liabilities from discontinued operations	-	44	1,891	-	-
Total liabilities	13,003,138	3,428,660	1,821,282	2,508,574	788,453

23. Company’s Business Results for the Last Five Years

All Figures are in Thousands SAR

	2024	2023	2022	2021	2020
Revenues	1,685,866	1,279,861	1,126,182	720,337	497,585
Cost of Revenues	(867,288)	(681,689)	(639,193)	(390,053)	(398,540)
Gross Profit	818,578	598,171	486,989	330,284	99,046
Net Profit from Discontinued Operations	267,386	321,182	284,482	206,248	25,201
Loss from Discontinued Operations	(237)	(2,213)	(9,089)	-	-
Net Profit	271,289	318,237	274,700	206,248	25,201

24. Geographical Distribution of Advertising Revenues (Based on client base)*

All Figures are in Thousands SAR

	2024	2023
Saudi Arabia	1,634,876	1,245,801
United Arab Emirates	9,336	-
The Egyptian Arabic Republic	41,654	34,059
Total Revenues	1,685,866	1,279,861

*Revenues do not include printing for others, which amounted to SAR 27 million in 2023 and SAR 20 million in 2022.

25. Each Subsidiary, Capital, the Percentage of Al Arabia’s Ownership, Its Main Activity, the Main Place of Operations, and the Country of Incorporation

Subsidiary Name	Capital	Al Arabia’s Equity Ration	Main Activity	Main Country of Operations	Place of Incorporation
Al Arabia Out-of-Home Advertising	AED 100,000	100%	Advertising	United Arab Emirates	United Arab Emirates
Faden Media Company	SAR 25,000,000	100%	Advertising	Kingdom of Saudi Arabia	Kingdom of Saudi Arabia
Arabian United Company	EGP 30,000,000	49.99%	Advertising	The Egyptian Arabic Republic	The Egyptian Arabic Republic
Al Arabia Alliance for Smart Advertise-ment	SAR 1,000,000	90%	Advertising	Kingdom of Saudi Arabia	Kingdom of Saudi Arabia

26. Information Related to Any Loans on al Arabia, Whether Payable on Demand or Otherwise, and a Statement of the Total Indebtedness of Al Arabia and its Subsidiaries, and Any Amounts Paid By the Company in Repayment of Loans During the Year, the Amount of Loan Principal, the Lender, Duration and the Remaining Amount. In the Absence of Loans on the Company, the Company Shall Submit an Acknowledgment Thereof

All Figures are in (Thousands) SAR

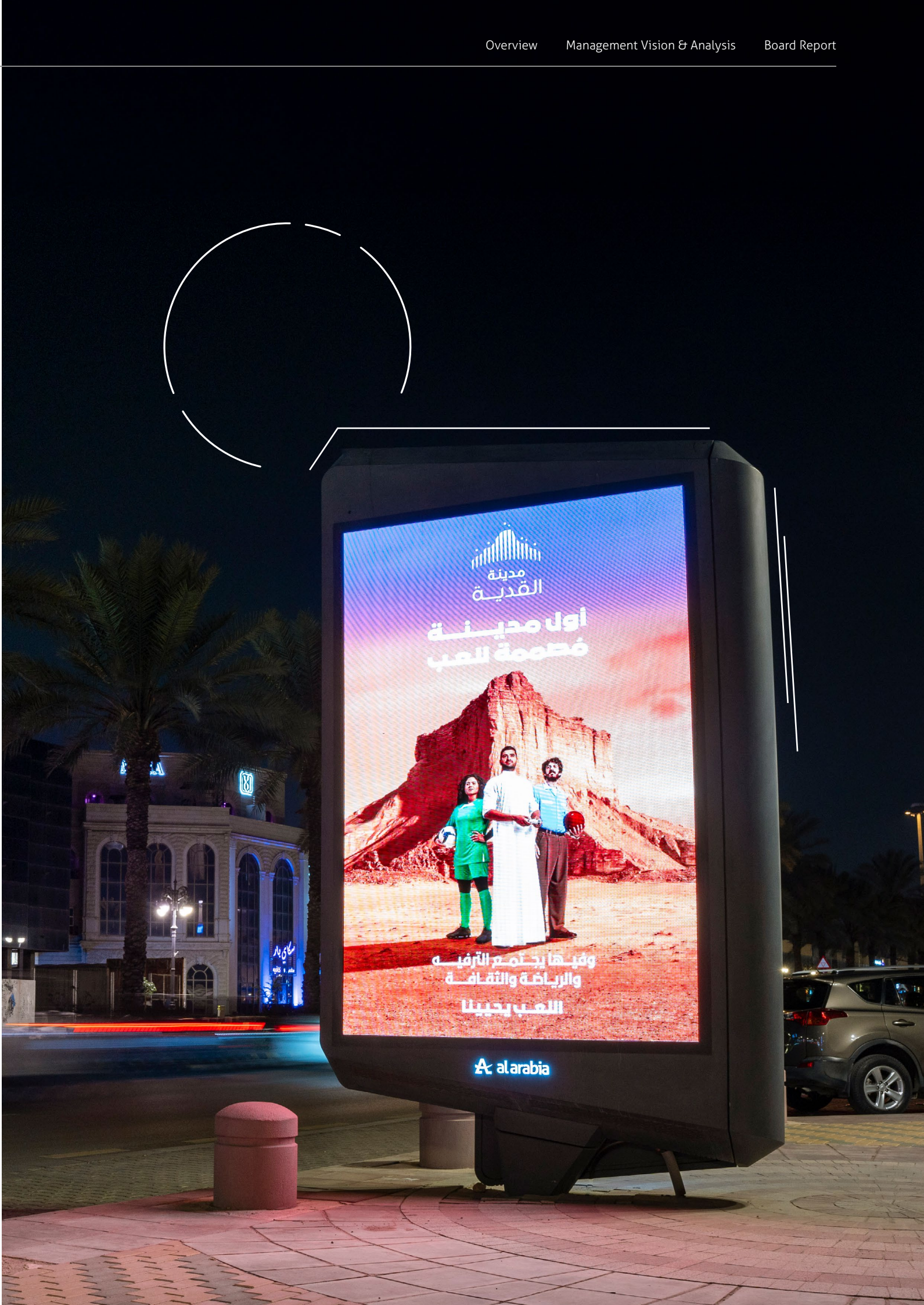
	Entity Name Lender	Principal	Duration	Advance Payments of the loan during the Year	Remaining Amount of the Loan	The Total Debt of the Company and Its Subsidiaries
1	Saudi Awal Bank (SAB)	169,000	12 Month	30,000	139,000	140,250
2	Saudi Awal Bank (SAB)	50,000	12 Month	0	50,000	50,100
3	Saudi Awal Bank (SAB)	15,000	12 Month	15,000	-	0
4	Saudi Awal Bank (SAB)	15,000	12 Month	15,000	-	0
5	Banque Saudi Fransi	169,000	12 Month	30,000	139,000	140,297
6	Banque Saudi Fransi	97,600	12 Month	20,000	77,600	77,856
7	Al-Rajhi Bank	209,575	12 Month	0	209,575	209,984
8	Joint loan	1,050,000	7.5 Years	78,750	971,250	983,367
9	Al Bilad Bank	15,362	12 Month	2,509	12,853	12,962

27. A description of the categories and numbers of any convertible debt instruments and any contractual securities or memoranda of subscription rights or similar rights issued or granted by the Company during the fiscal year, with an explanation of any compensation obtained by the Company in exchange for the same

No subscriptions or similar rights were issued by the Company during the fiscal year.

28. Clarification of any difference from the accounting standards approved by the Saudi Organization for Chartered and Professional Accountants (SOCPA)

No differences from the accounting standards approved by SOCPA were found.



29. Announcements made by Al Arabia on Tadawul’s website during 2024

Announcement Title	Announcement Details	Date
Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project to “ establish, operate and maintain advertising billboards on the public taxis and buses in Riyadh City.”	<ul style="list-style-type: none">Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project of “establishing, operating and maintaining advertising billboards on the public taxis and buses in Riyadh City, which was offered by Remat Al-Riyadh Development Company - that serves as the development arm of the Riyadh Municipality and is responsible for managing the outdoor advertising portfolio- the duration of the project is 2 years including of a preparation	10/01/2024
Addendum: Arabian Contracting Services Co. announced that Faden Media Company, one of its 100%- owned subsidiaries, was awarded a project to “ establish, operate and maintain advertising billboards on the buildings’ facades in various sites of Riyadh City.”	<ul style="list-style-type: none">In addition to the Company’s announcement on the Tadawul website on 10/01/2024, Corresponding to 28/06/1445, Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project to establish, operate and maintain advertising billboards on the buildings’ facades in various sites of Riyadh City.The Company seeks to clarify that the total contract value is SAR 430,000,000 (excluding value-added tax).	11/01/2024
Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project to “ establish, operate and maintain advertising billboards on the public taxis and buses in Riyadh City—the second contract.”	<ul style="list-style-type: none">Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project of “establishing, operating and maintaining advertising billboards on the public taxis and buses in Riyadh City – the second contract, which was offered by Remat Al-Riyadh Development Company - that serves as the development arm of the Riyadh Municipality and is responsible for managing the outdoor advertising portfolio-the duration of the project is 2 years including of a preparation period extending up to 1.2 months and the business model of this project is annual lease payments.	11/01/2024
Arabian Contracting Services Co. announces the award of a contract to grant Al Arabia OOH Digital Company (Emirati Company) the rights to “ install, operate and maintain advertising billboards in Dubai City, for 10 years and 5 months.”	<ul style="list-style-type: none">Arabian Contracting Services Co. announces the award of a contract to grant the rights to Al Arabia OOH Digital Company (Emirati Company) for installing, operating and maintaining advertising billboards in Dubai City, for a duration of 10 years and 5 months, which was offered by the roads and transport authority in Dubai City.This contract was awarded through the establishment of an Emirati Company called Al Arabia OOH Digital Company and it is jointly owned between Al Arabia Out of Home Advertising Company (a subsidiary owned 100% by Arabian Contracting Services Co.) with 60% ownership, Mawaqie for advertising company (a Saudi Company) with 10% ownership and an Emirati partner with 30% ownership.	16/01/2024
Arabian Contracting Services Co. announces that Al Arabia OOH Digital Company (Emirati Company) has signed a contract to grant the rights to “ install, operate, and maintain advertising billboards in Dubai City, for 10 years and 5 months”.	<ul style="list-style-type: none">Referring to the announcement of Arabian Contracting Services Co. on 16/01/2024 Corresponding to 04/07/1445, regarding Al Arabia OOH Digital Company (Emirati Company) has awarded a contract to grant the rights for installing, operating, and maintaining advertising billboards in Dubai City, for a duration of 10 years and 5 months, which was offered by the roads and transport authority in Dubai City.Arabian Contracting Services Co. would like to announce that on Wednesday, 28/02/2024, corresponding to 18/08/1445, Al Arabia OOH Digital Company signed a contract with the roads and transport authority in Dubai City to grant the rights for installing, operating, and maintaining advertising billboards. The business model of this contract is quarterly lease payments.	28/02/2024

Announcement Title	Announcement Details	Date
Arabian Contracting Services Co. Announces an update on the Company’s announcement regarding signing a contract with Remat Al-Riyadh Development Company for “Establishing, Operating, and Maintaining Outdoor Advertising Billboards in Riyadh City”.	<ul style="list-style-type: none">Referencing to the announcement of Arabian Contracting Services Co. on 26/10/2023, corresponding to 11/04/1445, regarding the signing of a contract with Remat Al-Riyadh Development Company for establishing, operating, and maintaining outdoor advertising billboards in Riyadh City, Arabian Contracting Services Co. would like to announce that on Monday 04/03/2024 corresponding to 23/08/1445, an independent agreement was signed with Remat Al-Riyadh Development Company (“the Agreement”), this agreement includes that Al Arabia will transfer a portion of the investment returns outstanding to Remat Al-Riyadh Development Company under the contract of establishing, operating, and maintaining outdoor advertising billboards in Riyadh City, to be an owned shares to Remat Al-Riyadh Development Company in Al Arabia and the terms of this agreement are related to the aforementioned investment contract.	04/03/2024
Arabian Contracting Services Co. announces an update on the Company’s announcement regarding completing the procedures for the full acquisition of Faden Media.	<ul style="list-style-type: none">In reference to the announcement of Arabian Contracting Services Co. (“the Company”) on 31/10/2023, corresponding to 16/04/1445, regarding the completion of the procedures for the full acquisition of Faden Media, the Company is working on fulfilling the conditions of the General Authority for Competition (“the Authority”) within the regulatory period granted by the authority, which is 6 months.The Company would like to announce that on Tuesday 05/03/2024 Corresponding to 24/08/1445, all the conditions of the General Authority for Competition were fulfilled within the regulatory period granted by the authority.	06/03/2024
Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project to “ establish, operate, and maintain advertising billboards on the buildings’ facades in various sites of Riyadh City—the third contract.”	<ul style="list-style-type: none">Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project of establishing, operating, and maintaining advertising billboards on the buildings’ facades in various sites of Riyadh City - the third contract, which was offered by Remat Al-Riyadh Development Company -that serves as the development arm of the Riyadh Municipality and is responsible for managing the outdoor advertising portfolio- the duration of the project is 10 years including of a preparation period extending up to 6 months and the business model of this project is annual lease payments.	27/03/2024
Arabian Contracting Services Co. announces an update on the Company’s announcement regarding the decision of its Board of directors to liquidate its subsidiary (voluntarily).	<ul style="list-style-type: none">In reference to the announcement of Arabian Contracting Services Co. on 26-10-2022 corresponding to 01-04-1444 regarding the decision of its Board of Directors to liquidate its subsidiary, the Arabian Bird Trading Company (Sindebaad), voluntarily.The Company would like to announce that all required procedures for liquidating the Company have been completed, and the Company’s commercial registration was canceled by the Ministry of Commerce.	28/03/2024
Arabian Contracting Services Co. announces its annual financial results ended on 31-12-2023	<ul style="list-style-type: none">Arabian Contracting Services Co. announces its annual financial results ended on 31-12-2023	31/03/2024
Arabian Contracting Services Co. announces the signing of an advertising concession agreement with Umm Al Qura Development and Construction Company for “installation and operation of the billboards within the Masar masterplan in Makkah Al-Mukarramah for 15 years”.	<ul style="list-style-type: none">On Thursday, 28-03-2024, corresponding to 18-09-1445, Arabian Contracting Services Co. signed an advertising concession agreement with Umm Al Qura Development and Construction Company for the installation and operation of the billboards within Masar masterplan in Makkah Al-Mukarramah for a period of 15 years starting from the date of signing this agreement.	31/03/2024
Arabian Contracting Services Co. announces its interim financial results for the period ending on 31-03-2024 (Three Months).	<ul style="list-style-type: none">Arabian Contracting Services Co. announces its interim financial results for the period ending on 31-03-2024 (Three Months).	19/05/2024

Announcement Title	Announcement Details	Date
Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., has signed a contract with Remat Al-Riyadh Development Company for “establishing, operating, and maintaining advertising billboards on the buildings’ facades in various sites of Riyadh City – the fourth contract”.	<ul style="list-style-type: none">Referring to the announcement of Arabian Contracting Services Co. on 10-01-2024 Corresponding to 28-06-1445, regarding that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co. was awarded a project of establishing, operating, and maintaining advertising billboards on the buildings’ facades in various sites of Riyadh City – the fourth contract, which was offered by Remat Al-Riyadh Development Company.Arabian Contracting Services Co. would like to announce that on Thursday 30-05-2024 corresponding to 22-11-1445, Faden Media Company has signed a contract for establishing, operating, and maintaining advertising billboards on the buildings’ facades in various sites of Riyadh City -the fourth contract, with Remat Al-Riyadh Development Company.	30/05/2024
Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co. has signed a contract with Remat Al-Riyadh Development Company for “establishing, operating, and maintaining advertising billboards on the public taxis and buses in Riyadh City – the first contract”	<ul style="list-style-type: none">Referring to the announcement of Arabian Contracting Services Co. on 10-01-2024, Correlating to 28-06-1445, Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project to establish, operate, and maintain advertising billboards on public taxis and buses in Riyadh City—the first contract offered by Remat Al-Riyadh Development Company.Arabian Contracting Services Co. would like to announce that on Thursday, 30-05-2024, corresponding to 22-11-1445, Faden Media Company signed a contract with Remat Al-Riyadh Development Company to establish, operate, and maintain advertising billboards on public taxis and buses in Riyadh City. This is the first contract.	30/05/2024
Arabian Contracting Services Co. announces that Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., has signed a contract with Remat Al-Riyadh Development Company for “establishing, operating, and maintaining advertising billboards on the public taxis and buses in Riyadh City – the second contract.”	<ul style="list-style-type: none">Referring to the announcement of Arabian Contracting Services Co. on 11-01-2024, Correlating to 29-06-1445, Faden Media Company, one of the subsidiaries owned 100% by Arabian Contracting Services Co., was awarded a project to establish, operate, and maintain advertising billboards on public taxis and buses in Riyadh City—the second contract, which was offered by Remat Al-Riyadh Development Company.Arabian Contracting Services Co. would like to announce that on Thursday, 30-05-2024, corresponding to 22-11-1445, Faden Media Company signed a contract for establishing, operating, and maintaining advertising billboards on the public taxis and buses in Riyadh City – the second contract with Remat Al-Riyadh Development Company.	30/05/2024
Arabian Contracting Services Co. Announces the Board’s Recommendation to Increase the Capital by Granting Bonus Shares.	<ul style="list-style-type: none">Arabian Contracting Services Co. announces the issuance of the Board of Directors’ decision recommending to the Extraordinary General Assembly to increase the Company’s capital by granting bonus shares to the Company’s shareholders and capitalizing SAR 50,000,000 (Fifty Million Saudi Riyals) from the retained earnings.	30/05/2024
Arabian Contracting Services Co. invites its shareholders to attend the Ordinary General Assembly Meeting (First Meeting) using modern technology.	<ul style="list-style-type: none">The Board of Directors of Arabian Contracting Services Co. is pleased to invite the Company’s shareholders to attend the Ordinary General Assembly Meeting (First Meeting) on Sunday at 19:10 pm, 30-06-2024, corresponding to 24-12-1445, using modern technology (remotely).	06/06/2024
Arabian Contracting Services Co. Announces the Results of the Ordinary General Assembly Meeting (First Meeting).	<ul style="list-style-type: none">The Board of Directors of Arabian Contracting Services Co. is pleased to announce the results of the Ordinary General Assembly Meeting (First Meeting).	01/07/2024

Announcement Title	Announcement Details	Date
Arabian Contracting Services Co. announces the establishment of a “Special purpose company” Al Arabia Alliances For Smart Advertisement “Ltd” in partnership with Saudi Company for Artificial Intelligence (SCAI)	<ul style="list-style-type: none">Arabian Contracting Services Co. announces the establishment of a “special purpose company,” Al Arabia Alliances For Smart Advertisement, a “limited liability company” in partnership with the Saudi Company for Artificial Intelligence (SCAI), which aims to establish, operate and maintain outdoor billboards in the city of Riyadh.Al Arabia Alliances For Smart Advertisement was established as a “limited liability company” with a capital of 1,000,000 Saudi riyals, where 90% is owned by Arabian Contracting Services Co., and 10% is owned by Saudi Company for Artificial Intelligence (SCAI), and the headquarters will be in the city of Riyadh, Kingdom of Saudi Arabia.	11/07/2024
Arabian Contracting Services Co. announces its interim financial results for the period ending on 30-06-2024 (Six Months)	<ul style="list-style-type: none">Arabian Contracting Services Co. announces its interim financial results for the period ending on 30-06-2024 (Six Months)	11/08/2024
Arabia announces the Board of Directors’ recommendation to increase the number of Board members.	<ul style="list-style-type: none">Arabian Contracting Services Co. announces the recommendation of the Company’s Board of Directors on Sunday, 07 Safar 1446 (corresponding to 11 August 2024) to amend the Company’s By-laws to add one (1) additional seat, bringing the total number of Board of Directors seats to seven (07).This step aims to introduce more diversity in experience and expand the range of skills and opinions on the Board of Directors as the Company prepares to enter a new and promising phase of growth and expansion.The Company will obtain the necessary approvals from the relevant authorities and present this recommendation at the upcoming Extraordinary General Assembly meeting, which will be announced later.	11/08/2024
Subject: Arabian Contracting Services Co. announces calling candidature for board members elections for seat number 07	<ul style="list-style-type: none">Arabian contracting services co. announces the opening of the nomination for the membership of the Board of Directors for the current term, which commenced 05/January/2022 and for a period of three Georgian years ending on 04/January/2025.The candidacy for membership of the Board of Directors shall be in accordance with the provisions contained in the Saudi Companies Law and the Corporate Governance Regulations issued by the Capital Market Authority ('CMA'), the provisions of the Company's Bylaw and the Selection Policy which was approved by the Company's General Assembly.Arabian contracting services co. announces the opening of the nomination for the membership of the Board of Directors for the current term, which commenced 05/January/2022 and for a period of three Georgian years ending on 04/January/2025.The candidacy for membership of the Board of Directors shall be in accordance with the provisions contained in the Saudi Companies Law and the Corporate Governance Regulations issued by the Capital Market Authority ('CMA'), the provisions of the Company's Bylaw and the Selection Policy which was approved by the Company's General Assembly.Individuals who wish to nominate themselves for membership of the Board of Directors and who meet the conditions and qualifications for membership must submit their candidacy applications within the period specified in the announcement and in accordance with the details provided below.Voting will take place to elect the nominated members at the next General Assembly meeting, the date of which will be announced later.	13/08/2024

Announcement Title	Announcement Details	Date
Arabian Contracting Services Co. announces that MBC Group sold part of its stake in Arabian Contracting Services Company.	<ul style="list-style-type: none">Arabian Contracting Services Co. announces that MBC Group (one of the major shareholders) sold part of its stake in Arabian Contracting Services Company "Al Arabia Company."The sale comprises 2,450,000 shares, which represent 4.9% of Al Arabia's share capital, to a number of investors. The transaction was completed on 20-10-2024 with a total value of SAR 416,500,000, and it was executed as a negotiated deal in accordance with the relevant regulatory procedures.This decision comes as a strategic financial step taken by MBC Group to meet its financial obligations and strengthen its financial position, as stated in their Tadawul announcement and prospectus of MBC Group. The Group will retain a 15.1% stake in Al Arabia as an investment in an associated company and these remaining shares held by MBC Group will be subject to a 6 month contractual lock-up undertaking starting from the transaction execution date.	21/10/2024
Arabian Contracting Services Co. announces the abandonment of a contract for leasing locations 40 (digital) advertising screens on bridges and tunnels in the city of Jeddah.	<ul style="list-style-type: none">In reference to the announcement made by the Arabian Contracting Services Company on Tadawul website dated 1443-07-14 (corresponding to February 15, 2022) regarding the signing of a contract to lease locations for the installation of 40 (digital) advertising screens on bridges and tunnels in the city of Jeddah.Arabian Contracting Services Co. announces that the municipality has approved the abandonment of the agreement on 1446-05-05 (corresponding to November 7, 2024) due to some obstacles that had a fundamental impact on the project's profitability.	10/11/2024
Arabian Contracting Services Co. announces its interim financial results for the period ending on 30-09-2024 (Nine Months).	<ul style="list-style-type: none">Arabian Contracting Services Co. announces its interim financial results for the period ending on 30-09-2024 (Nine Months).	10/11/2024
Arabian Contracting Services Co. announces that it has been awarded the contract for the opportunity to advertise on intercity roads in the Kingdom of Saudi Arabia.	<ul style="list-style-type: none">Arabian Contracting Services Co. announce that it has been awarded the contract for the opportunity to advertise on intercity roads in the Kingdom of Saudi Arabia. The contract was awarded on Thursday, November 21, 2024, by the Roads General Authority for a duration of 10 years.The contract aims to improve the quality and effectiveness of outdoor advertising on roads between cities in Saudi Arabia, In addition to enhancing communication between brands and consumers by providing distinct and attractive advertising spaces that improve the aesthetics of the urban landscape by designing distinctive billboards that are in line with environmental standards, such as digital and interactive advertisements, and can accommodate a larger number of advertisements.This contract represents an important step towards developing the outdoor advertising sector on these specific roads and enhances the visual experience for drivers, passengers, and travelers on these routes.	24/11/2024
Arabian Contracting Services Co. Invites its Shareholders to Attend the Extraordinary General Assembly Meeting which includes the Increase of the Company's capital (First Meeting) Via Modern Technology Means.	<ul style="list-style-type: none">The Board of Directors of Arabian Contracting Services Co. is pleased to invite the Company's shareholders to attend the Extraordinary General Assembly Meeting which includes the Increase of the Company's capital (First Meeting) on Monday at 7:30 pm, 23-12-2024 corresponding to 22-06-1446 via modern technology means.	02/12/2024
Arabian Contracting Services Co. announces the results of the extraordinary general assembly meeting, including the approval of the Company's capital increase (First Meeting) Via Modern Technology Means.	<ul style="list-style-type: none">The Board of Directors of Arabian Contracting Services Co. is pleased to announce the results of the extraordinary general assembly meeting, including the approval of the Company's capital increase (First Meeting)	24/12/2024
Arabian Contracting Services Co. Announces a 10-year Project Award with the Royal Commission for Riyadh City to invest in and lease the internal advertising spaces within the King Abdulaziz Public Transport Project in Riyadh (Trains and Buses).	<ul style="list-style-type: none">Arabian Contracting Services Co. Announces Project Award with Royal Commission for Riyadh City to invest and lease the internal advertising spaces within the King Abdulaziz Public Transport Project in Riyadh (Train and Buses). The project was awarded on 25 December 2024 and offered by the Royal Commission for Riyadh City for a duration of 10 years.This award represents an important step towards the development of the advertising sector, especially in public transportation projects, which contribute to enhancing passengers' interaction experiences.	26/12/2024

30. Clarification of any material differences in the operating results between the previous year or any expectations announced by Al Arabia

All Figures are in Thousands SAR

Description	2024	2023	Differences (+) or (-)	Difference %
Revenues	1,685,866	1,279,860	406,006	32%
Revenues Costs	(867,288)	(681,689)	(185,599)	27%
Gross Profit	818,578	598,171	220,407	37%
Operating Expenses – Other	(172,158)	(146,404)	(25,754)	18%
Operating Profit	646,420	451,767	194,653	43%

31. Any punishment, penalty, precautionary procedure, or preventive measure imposed on the Company by the Authority or any other supervisory, regulatory or judiciary authority, describing the reasons for non-compliance, the imposing authority and the measures undertaken to remedy and avoid such non-compliance in the future

Neither CMA nor any other related authority imposed any penalties or fines during 2024.

32. Audit Committee Opinion on Internal Control

The Committee expressed its opinion on the internal control in Al Arabia based on the periodic reports submitted by the Board and through a supervisory role by following up on the work and reports of IAD, which verify the effectiveness of Al Arabia's internal controls and procedures. In addition, Al Arabia expressed its opinion through the external auditor's evaluation of the control system through its periodic review. Accordingly, the Committee did not find any material deficiencies in the internal controls that require drawing the General Assembly's attention.

33. Audit Committee Recommendations in conflict with the Board Resolutions

There are no recommendations of the Audit Committee conflicting with the resolutions of the Board or refused by the Board to be adopted regarding the appointment, dismissal, determination of the fees and evaluation of the performance of the Company's auditor or the appointment of the internal auditor.

34. Procedures taken by the Board to inform its members – especially non-executives – of the shareholders' proposals and observations regarding Al Arabia and its performance

The Chairman of the Board of Directors, at the first meeting of the Board, shall inform its members – especially non-executives – of the shareholders' proposals and observations regarding Al Arabia and its performance, if any.

35. General Assembly Meetings

Member Name	Ordinary General Assembly 30/06/2024	Extraordinary General Assembly 23/12/2024
Abdelellah Abdulrahman Alkhereiji	Present	Present
Mohamed Abdelellah Alkhereiji	Present	Present
Samuel James Kilion Barnett	Present	Present
Mashor Mohammad AL Obikan	Present	Present
Muhammad Abdullah AlNimr	Present	Present
Munaji Fouad Zamakhshari	Present	Present
Mohammed Saud Al-Ghaith*	-	-

* Mohammed Saud Al-Ghaith membership started on 23/12/2024.

36. Shareholders Register Requests

	Request date	Reasons for request
1	02/01/2024	Corporate Action
2	12/03/2024	Corporate Action
3	02/06/2024	Corporate Action
4	30/06/2024	General Assembly
5	17/10/2024	Corporate Action
6	20/10/2024	Corporate Action
7	20/11/2024	Corporate Action
8	12/12/2024	Corporate Action
9	23/12/2024	General Assembly
10	31/12/2024	Corporate Action

37. Social Contributions Details

Entity	Campaign	Campaign Date
Al Arabia	Al Arabia - Founding Day	22/02/2024
Al Arabia	Al Arabia King's Tweet Founding Day	22/02/2024
Zahra Association	We Are With You	25/02/2024
Al Arabia	Kuwait - Founding Day	25/02/2024
Al Arabia	Women's Day	08/03/2024
Ministry of Interior	Civil Defense Day	10/03/2024
Al Arabia	Ramadan Campaign	10/03/2024
Al Arabia	King's Tweet about Ramadan	10/03/2024
Al Arabia	Saudi Flag Day	10/03/2024
Al Arabia	Ehsan Agel	15/03/2024
Ministry of Interior	Forejat	17/03/2024
Al Arabia	Mother's Day	21/03/2024
Al Arabia	Saudi Green Initiative Day	26/03/2024
Al Arabia	Bayaah of Mohammed bin Salman	06/04/2024
Al Arabia	Eid Campaign	09/04/2024
Al Arabia	King's Tweet about Eid	10/04/2024
Al Arabia	King's Materials	24/04/2024
Al Arabia	Vision 2030	25/04/2024
Al Arabia	Dust Hazard Caution	29/04/2024
Nama Association	Water Provision	06/06/2024
Karama Charitable Association	Your Gateway to Do Good	08/06/2024
Saudi Alzheimer's Association	Take Care of Them	15/09/2024
Zahra Association	Beat Me to It	01/10/2024
Ministry of Interior	Reduction of Traffic Violation Fines	22/10/2024
Karama Association	Caring for the Elderly	27/10/2024
Nama Association	Aladahi	01/11/2024
Ministry of Interior	Glad Tidings	08/12/2024
Ministry of Interior	Arab Police Day	18/12/2024
Ministry of Interior	Absher	27/12/2024
Blessings Preservation Association	Preserving Blessings	27/12/2024

38. Future Plans

Expansion and geographical spread in the region, taking the lead in providing external advertising services in the Middle East through:

01

Expansion in the field of information technology through the use of data to develop the Company’s business to provide effective information solutions to customers that serve their goals and help them scientifically reach their customers and analyze the available data related to consumers.

02

Studying entering into win-win alliances and partnerships that allow geographic expansion in order to advance the Company’s position, maintain its leading position locally and regionally, and benefit from global expertise in this field.

39. Risks

All businesses are fraught with many risks that vary in terms of their quality and impact. The Board approves the assessment of risks based on the results of the internal audit. Upon its resolution, the Board considered that the Audit Committee and Department shall continue to assume the most important part of the assessment and supervision process of risks.

A- Credit Risks

Credit risk is the risk resulting from the other party’s non-fulfillment of its obligations under a financial instrument or business contract. This will result in a financial loss, and the Company is exposed to credit risk from its operating (principally trade receivables) and financing activities.

B- Risks of Signboards Exposure to Damage or Destruction

Most of the Company’s signboards and advertising structures are located in open places close to streets and roads. Accordingly, such signboards and advertising structures are exposed to damage or destruction as a result of sandstorms, lightning and other extreme weather conditions during certain periods of the year. The signboards are also subject to damage as a result of vehicle collision accidents. In the event of damage to a large number of the Company’s signboards or advertising structures as a result of any of the above reasons, the Company will lose a large part of its assets. Consequently, its revenues will decrease, which will have a negative and material impact on its business, financial position, results of operations and future prospects.

C- Risks associated with the Company’s Operations affected by Economic Risks in KSA

All of the Company’s operations are centered, and all of its assets are located in the Kingdom, which is considered an emerging market. The Company has no substantial assets or operations with its subsidiary. Although the Kingdom continues to implement a policy of diversifying the economy to increase the contributions of the non-oil sectors, it still depends on its income from the oil sector to implement and develop its economic plan. Therefore, any decrease in oil prices may lead to an economic slowdown or significantly reduce government spending, negatively affecting the Kingdom’s economy and all existing sectors and businesses. This will negatively and materially affect the Company’s business, financial position, results of operations and future prospects.

D- Risks associated with competition

Al Arabia carries out its business in a competitive environment and is subject to competition from existing and new competitors in the Saudi market. Companies operating in the field of outdoor advertising (including Al Arabia) compete with companies relying on other advertising media, such as television, newspapers and others.

Further, Al Arabia competes with a variety of outdoor advertising means such as models and billboards in shopping centers, malls, economic centers, airports, stadiums, supermarkets and universities, which, by virtue of their display locations, target specific segments of the customers (such as ads in universities and sports clubs that target the youth groups). In addition, Al Arabia expects that projects for the development of public transportation within and between the main cities in the Kingdom (such as the Riyadh metro project, the bus transportation network development project in Riyadh, public transport projects in Jeddah, Mecca and Madinah, such as the Al-Haramain train project.) will be accompanied by the emergence of outdoor ads with new models, which will lead to an increase in outdoor advertising spaces in the Kingdom. It will further lead to an increase in competition in the field of outdoor advertising and a decrease in the percentage of the Company’s ownership of outdoor ads in the Kingdom. There may be a development in the technologies used in the advertising sector that leads to the emergence of new advertising media that negatively affects the level of advertising companies’ demand for outdoor ads. The outdoor advertising provided by Al Arabia may not be able to compete with other means of advertising, whether existing or future ones. The direction of customers to a large part of their advertising expenditures to other advertising media will have a negative and material impact on the Company’s business, prospects, results of operations and financial position.

For more details about the Company’s risks, please see the prospectus.

40. Challenges

The estimated population of the Kingdom of Saudi Arabia in 2022 is approximately 32.2 million, according to recent data released by the General Authority for Statistics. This population creates a significant gap between the skills required by the private sector and those possessed by Saudi graduates. This disparity will continue to challenge the Saudi economy in the short term until educational outcomes are improved to better align with workplace needs. Currently, many Saudis in the labor market are either unemployed or have qualifications that do not meet market requirements. Additionally, the Kingdom's policies regarding the cost of employing non-Saudis in various jobs present further challenges to economic growth.

41. Aspirations

- Maintaining the leading position in the market to keep the Company at the forefront of the companies operating in its field.
- Maintaining and increasing market share to enhance growth in revenues and profits.
- Enhancing the operational efficiency of the Company's integrated work system and increasing revenues from support services within that system.
- Maintaining and developing the quality of services by providing the latest technologies in the field of outdoor advertising.
- Increase sales through direct marketing to strategic customers.
- Preserving the Company's distinguished financial position and establishing factors to resist the stages of recession in the economic cycles through proper prior planning.

42. Board of Directors Declarations

1. Proper books of account have been maintained.
2. The system of internal control is sound in design and has been effectively implemented.
3. There are no significant doubts concerning the Company's ability to continue its activity.



43. The means used by the BOD to assess the performance of its committees and members and the external body that conducted the assessment and its relation with the Company

None - Indicative article - The Company is working on studying the selection of best practices regarding the evaluation of the Board of Directors and the Executive Management.

44. Results of the annual review of the effectiveness of the internal control procedures of the Company and the opinion of the audit committee with respect to the adequacy of the Company's internal control system

The Committee presented its opinion on the Company's internal control, according to the periodic reports submitted by the Company, as well as through its supervisory role related to following up on the work and reports of the internal audit department. This verifies the effectiveness of the Company's internal control system, and the external auditor evaluates the control system through its periodic review. Accordingly, it was not clear to the Committee that there are fundamental deficiencies in the Company's internal control system, which requires drawing the attention of the general assembly in this regard.

45. The audit committee recommendation on the need for appointing an internal auditor for the Company

It is not applicable, as the Company has appointed an internal auditor.

46. Details of shares and debt instruments issued for each af-filiate company

Not applicable.

47. A description of any conversion or subscription rights under any convertible debt instruments, contractually based securities, warrants or similar rights issued or granted by the Company

Not applicable

48. Description of any redemption, purchase or cancellation by the Company of any redeemable debt instrument and the value of such securities outstanding, distinguishing between those listed securities purchased by the Company and those purchased by its affiliates

Not applicable.

49. A description of any arrangement or agreement under which a director or a senior executive of the Company has waived any remuneration

Not applicable.

50. A description of any arrangement or agreement under which a shareholder of the Company has waived any rights to dividend

Not applicable.

51. A statement as to the value of any investments made or any reserves set up for the benefit of the employees of the Company

Not applicable.

52. If the external auditor's report contains reservations about the annual financial statements, the board report shall highlight this, mentioning the reasons and any relevant information

Not applicable.

53. If the Board recommended replacing the external auditor before the end of its term, the report shall indicate this mentioning the reasons for the replacement recommendation

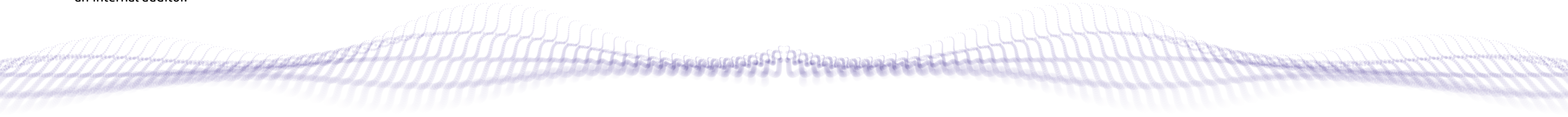
Not applicable.

54. Details of the treasury shares held by the Company and details of the uses of these shares

Not applicable.

55. Information regarding any competitive activities of the Company or any of its branches, performed or previously performed by any member of the Board of Directors, including the names of individuals involved in these competitive activities, the nature of these activities, and their conditions

Not applicable.



Al Arabia

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