

# Earnings Presentation Q3 -2025





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# Al Arabia Historical Structure

## ESTABLISHMENT

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

**1983**

Arabian Contracting Services Co.



## TRANSFORMATION

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

**2018**

Digitalization Strategy



**2006**

Closed  
Joint-Stock Co.



## GROWTH

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

**2021**

Listed in the Saudi  
Exchange



## PUBLIC LISTED COMPANY

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



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01

Al Arabia Strategy



# Al Arabia Strategy



## Our Vision & Mission

### Vision

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

### Mission

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





02

## Key Highlights



# Key Highlights Q3 2025

## AlUla Contract

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

## Remat Contract

The contract extended from September 2033 till December 2035

## Faden

Awarded the first contract by Al Balad Al Ameen for a duration of ten years.

## Multiply Mou

Extension MoU with Multiply Group

+850

Commercial

Campaigns

90 %

Digitalization

Rate

10,501

Billboards

Based on Contracts

76,535

Faces

Based on Contracts



# Billboards and Faces as of 30 Sep 2025 (Based on contracts)

Type	Number of Billboards			Number of Faces		
	Saudi Arabia	UAE	Egypt	Saudi Arabia	UAE	Egypt
Digital	6,517	259	175	65,170	2,590	1,750
Static	1,850	185	1,515	3,700	295	3,030
Total	8,367	444	1,690	68,870	2,885	4,780



10,501

Total billboards



76,535

Total Faces

90%

DIGITALIZATION



A dimly lit office desk with a laptop, papers, and a pen holder. The scene is dark, with the desk and its contents being the primary focus. The laptop is open, and there are several papers and a pen holder on the desk. The overall atmosphere is quiet and professional.

# 03

## Current Projects



# Remat Project Contract



The largest investment contract globally within the outdoor advertising industry.



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



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



**4** Revenue Streams.



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



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



# King Khaled International Airport Contract



The contract duration is **10** years ending in 2034



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



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



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



# King Abdulaziz Public Transport Contract



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



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



The number of billboards is 3,666 billboards



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



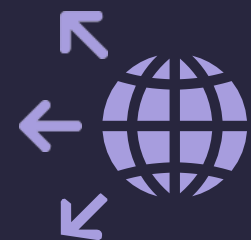
# Faden Media Acquisition



The acquisition value is SAR **1 Billion**



Increasing and enhancement the market share.



Expanding the advertising network in the western region.



The completion of the full acquisition of Faden Media.



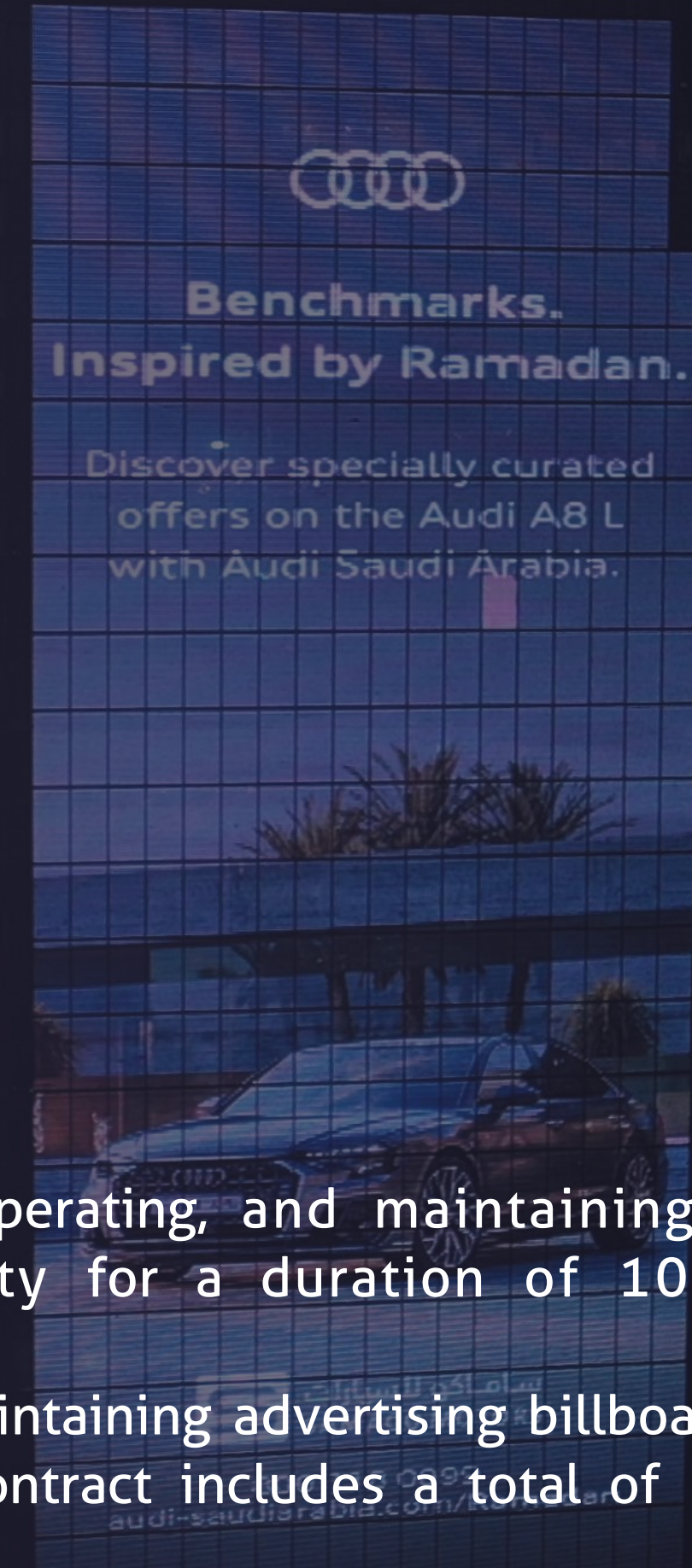
Awarded project offered by Ramat Al-Riyadh Company for establishing, operating, and maintaining advertising billboards on the facades of 3 buildings in various sites of Riyadh City for a duration of 10 years, each.



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



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





# Boulevard World Project Contract



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



Offered by Sela Company.



The project's duration is **3 years ending 2026**



The number of billboards is 99 billboards.



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



# Signed Masar Masterplan Agreement



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

Offered by Umm Al Qura Development and Construction Company.

The contract duration is 15 years ending in 2039.

The number of billboards is 315 billboards.

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

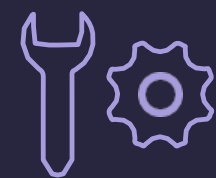
The total minimum guarantee amount is SAR 252.6 million distributed progressively over 11 years.



# RTA Contract In Dubai



Al Arabia OOH Digital Company is jointly owned by Al-Arabia Out of Home Advertising Company (a subsidiary owned 100% by Arabian Contracting Services Co.) with 75% ownership, Mawaqie Company (a Saudi Company) with 25% ownership.



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



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



The contract's duration is **10 years, ending in 2034**



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



# Intercity Roads in Saudi Arabia



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



Total of 274 advertising assets

- 200 Unipole
- 6 Hoardings
- 68 Bridges



In 10 roads in between Saudi Arabia cities



The project methodology involves revenue sharing; the total expected revenue is SAR 694 million.



# AlUla Contract



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



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



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



TUWAIQ | مَعَالِم | مِيزَة  
طويق | MA'ALEM | MEZAH

04

Implementing New Products



THE GOLD COLLECTION

ARCH





THE GOLD COLLECTION



SUPER GIANT



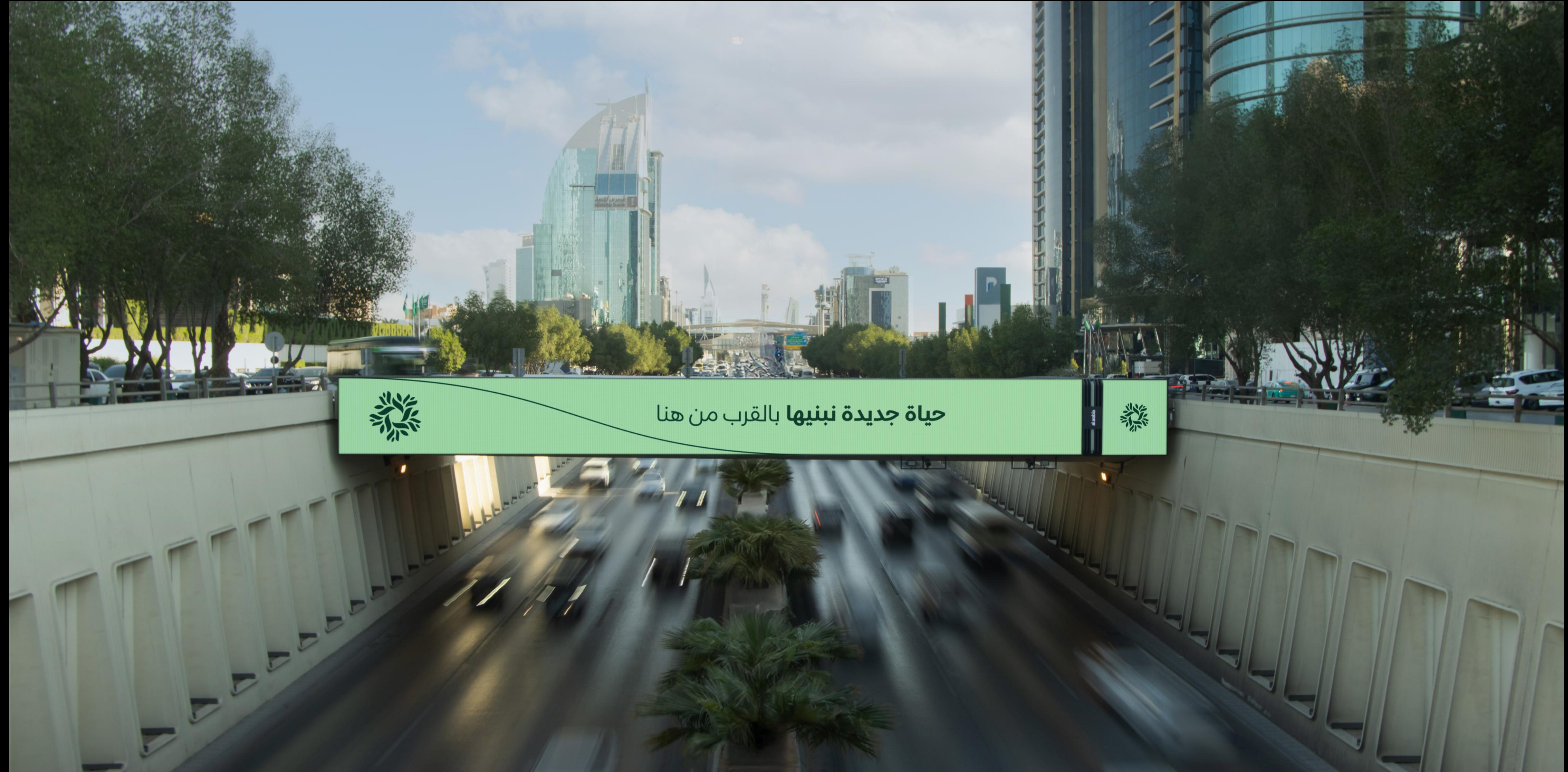


THE GOLD COLLECTION

MEZAH  
TOWER

























05

New Products







Butterfly Bridge  
by nōs

PRADA



Sanscript

by *ZAHA HADID DESIGN*





## Thanaya

by *ZAHA HADID DESIGN*







## White Ghaf

by  VINCENT  
CALLEBAUT  
ARCHITECTURES





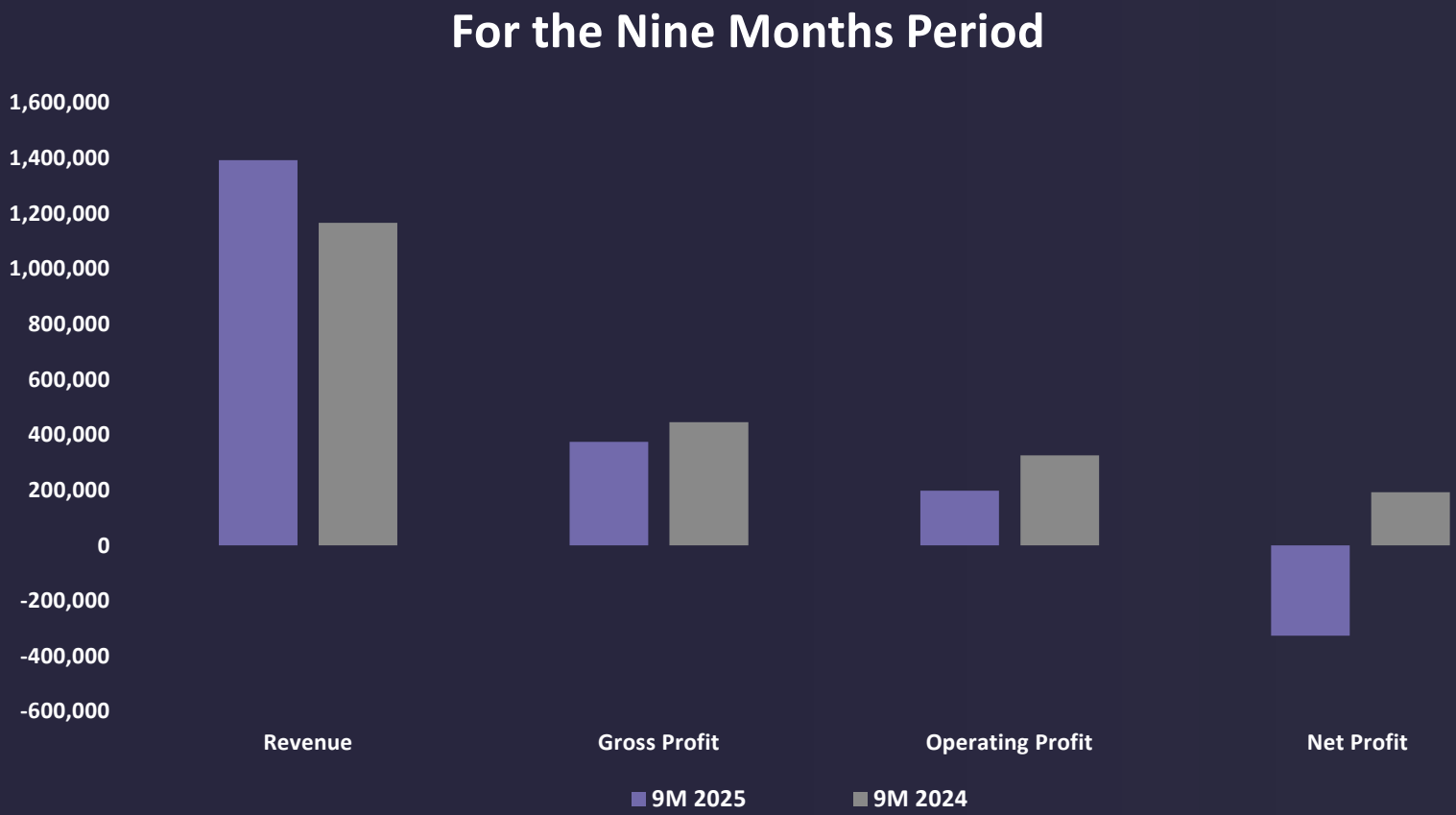
06

Financial Performance

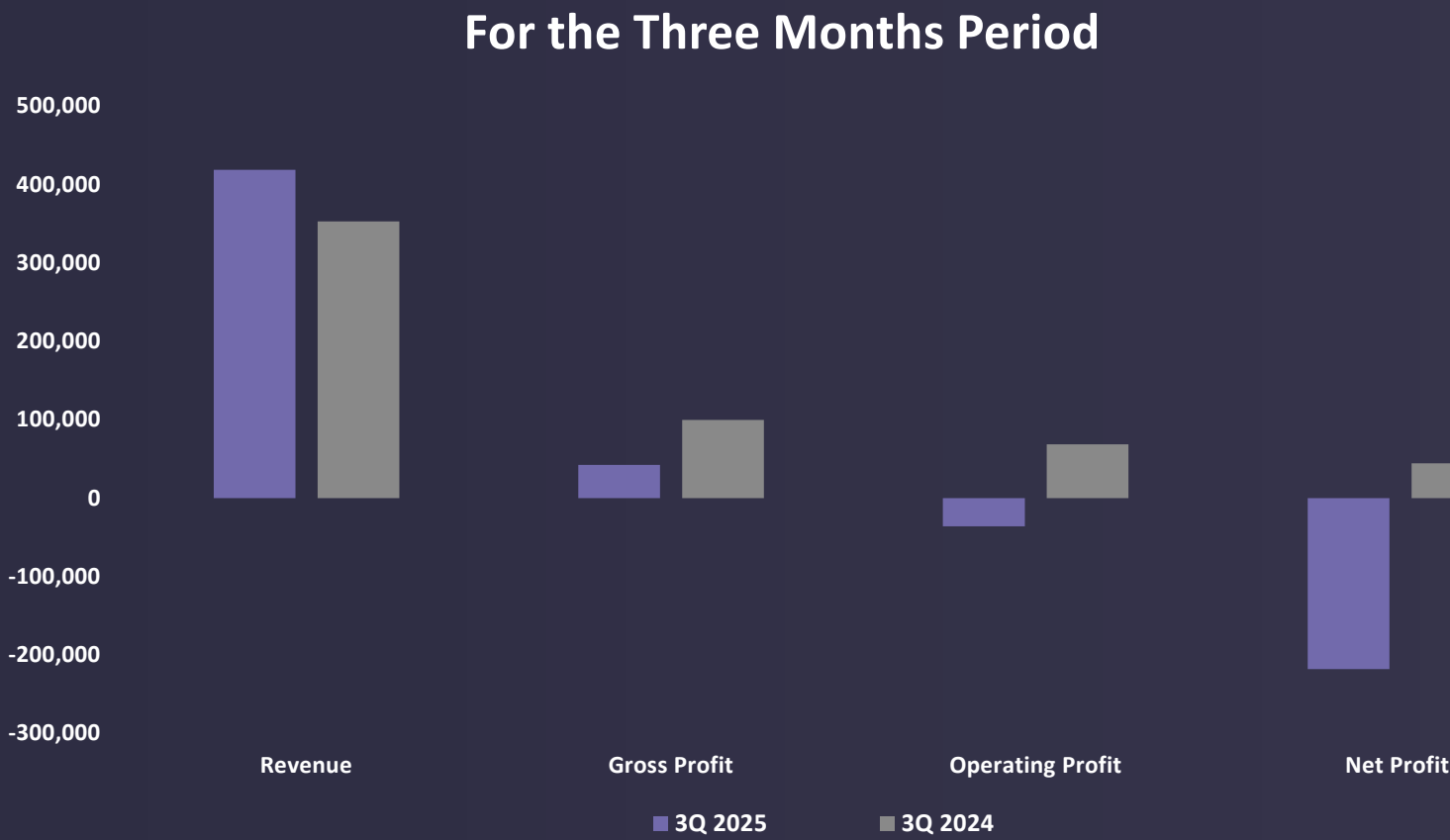


# Income Statement Highlights

Key Figures (SAR Thousand)	For the Nine Months Period			For the Three Months Period		
	9M 2025	9M 2024	Change (%)	3Q 2025	3Q 2024	Change (%)
Revenue	1,392,769	1,166,015	19%	418,726	352,881	19%
Gross Profit	374,414	445,104	(16%)	42,210	99,399	(58%)
Operating Profit	197,475	325,788	(39%)	(36,198)	68,621	(153%)
Net Profit	(326,757)	192,457	(270%)	(218,301)	44,312	(593%)



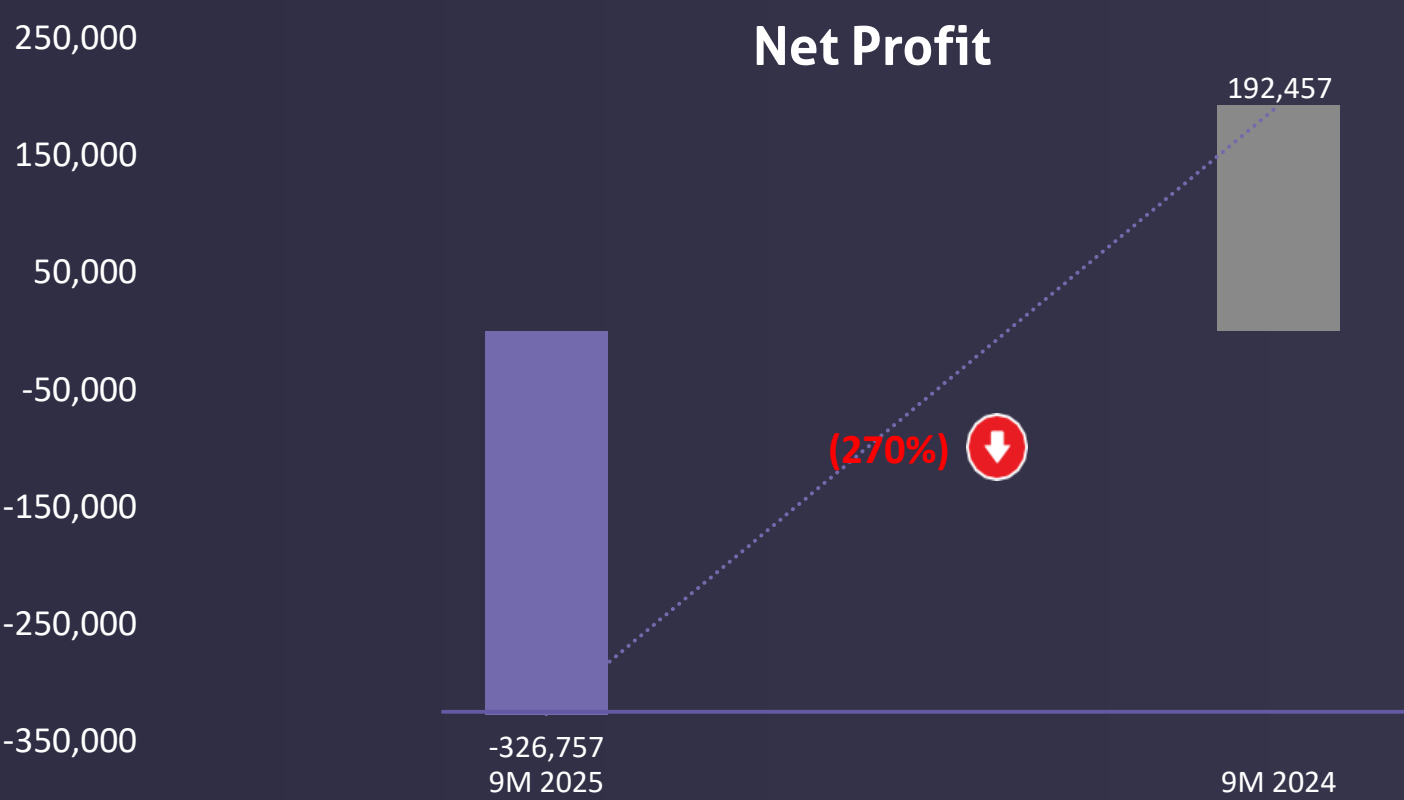
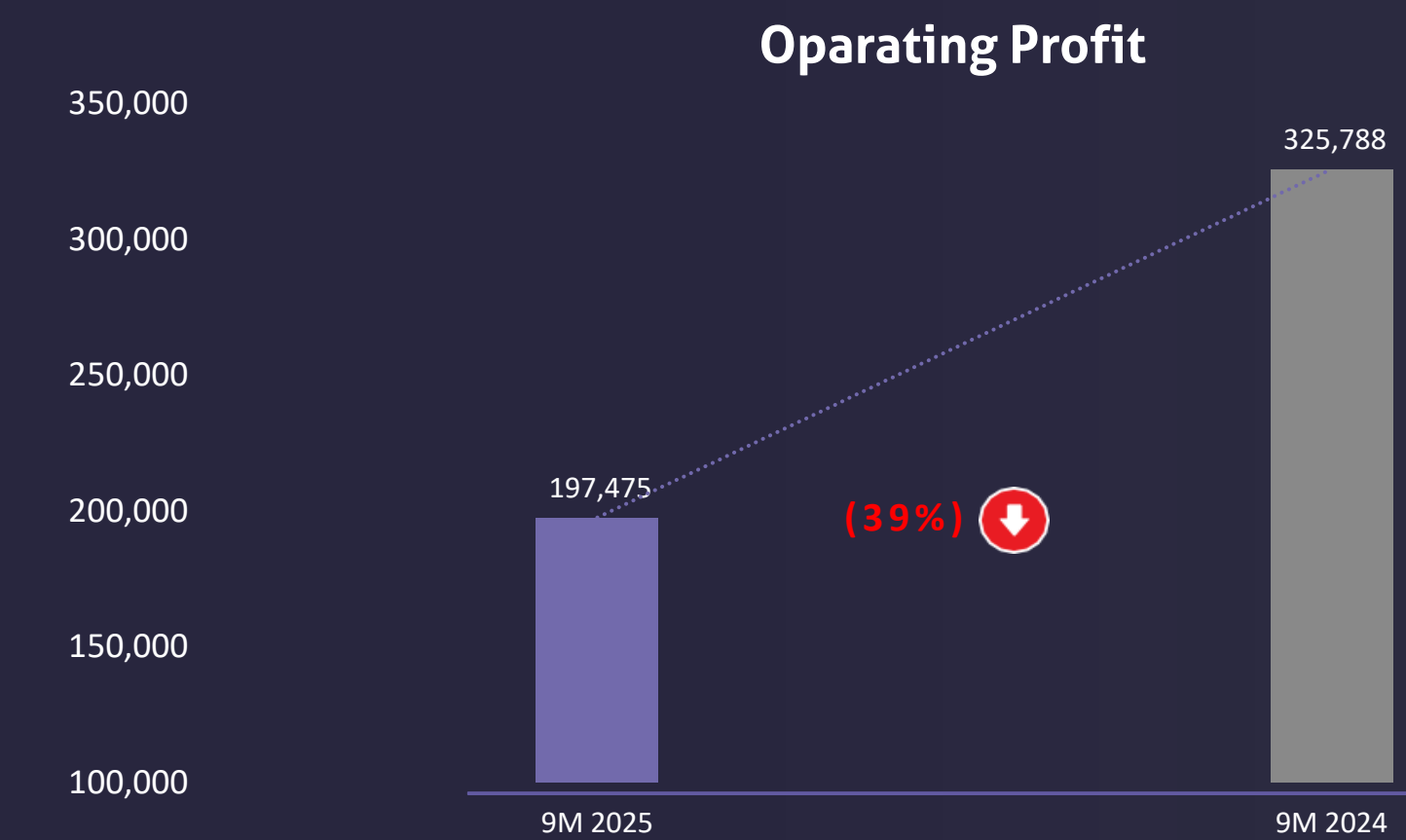
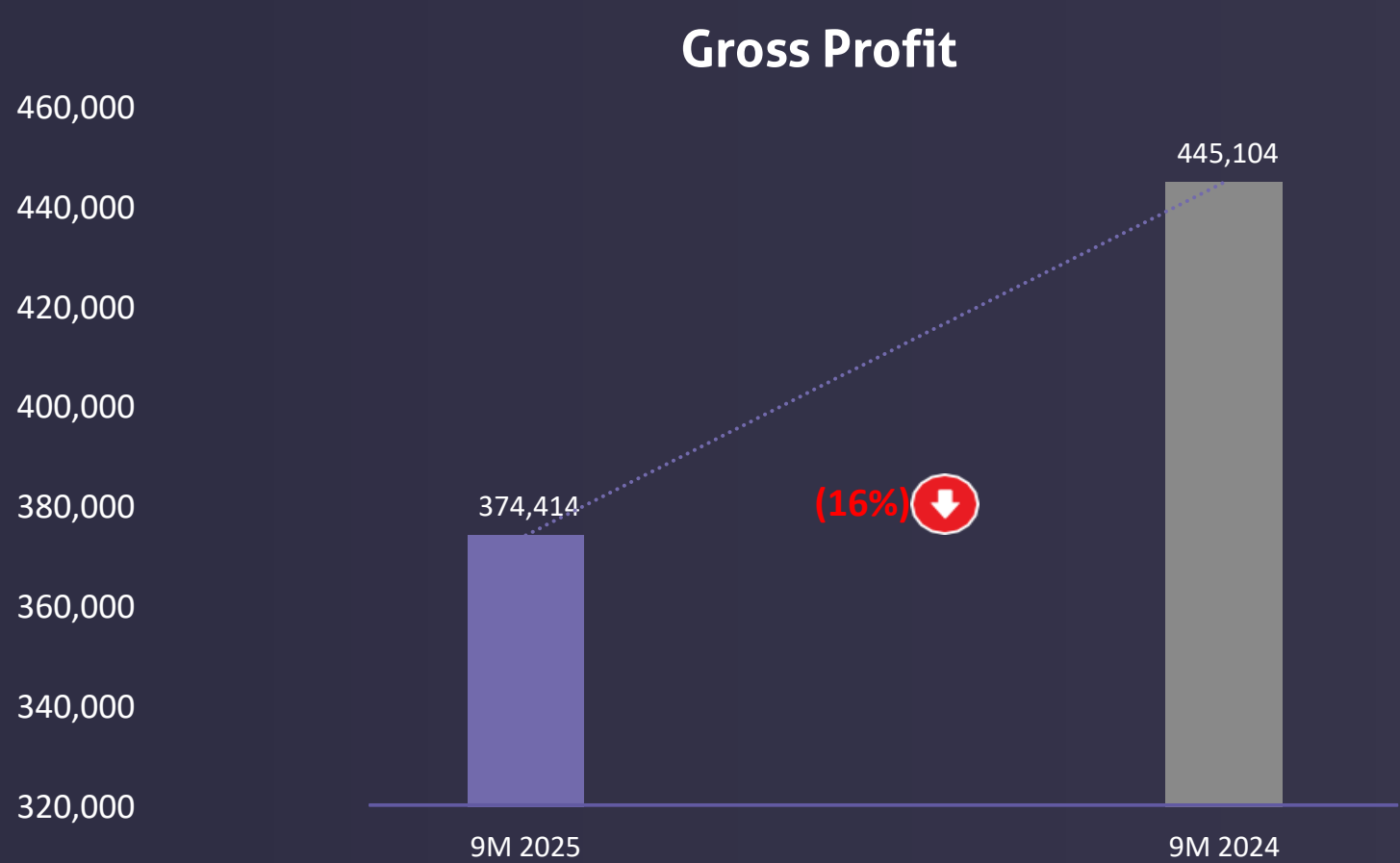
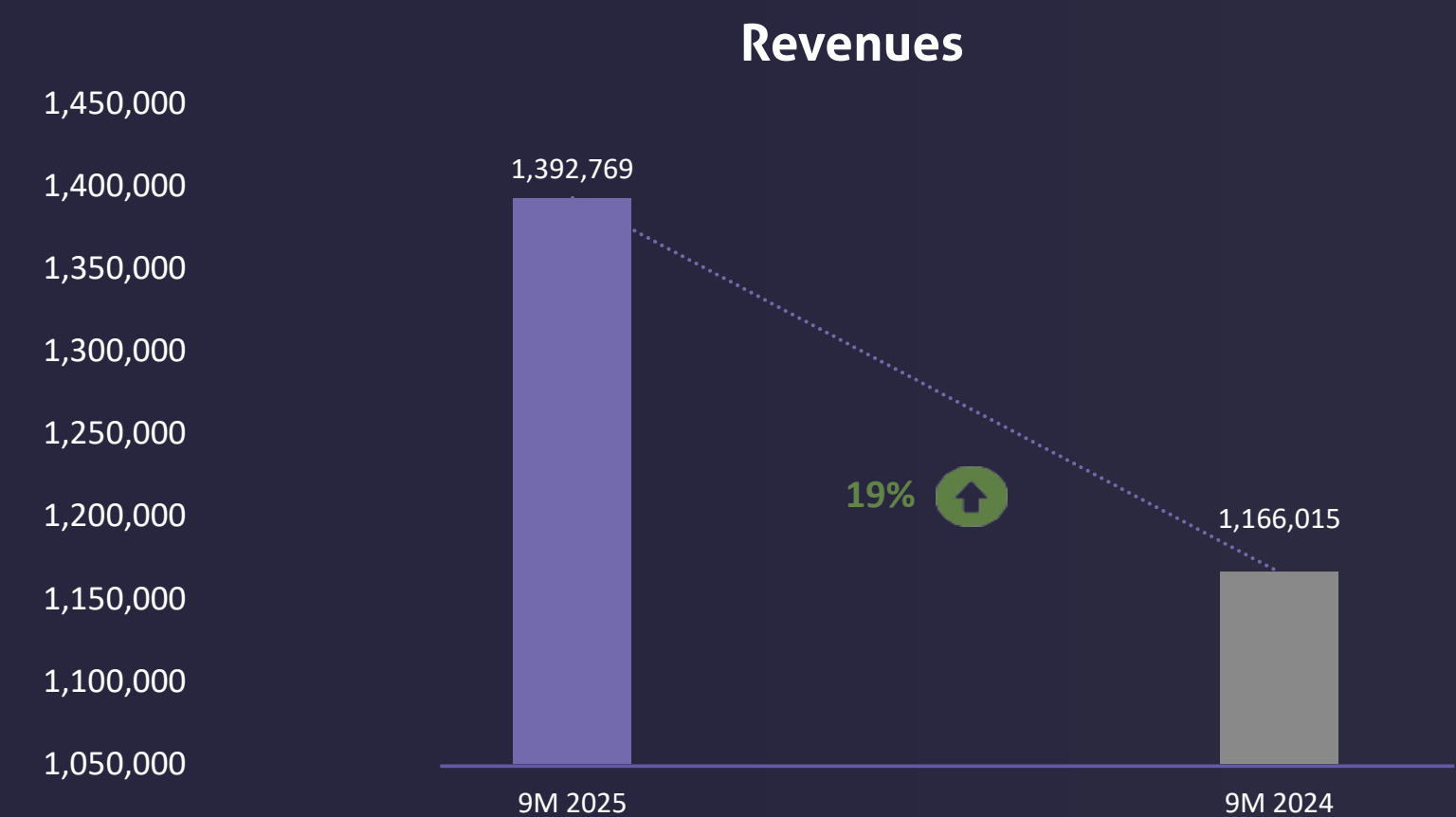
All figures are in (Thousands) SAR



All figures are in (Thousands) SAR



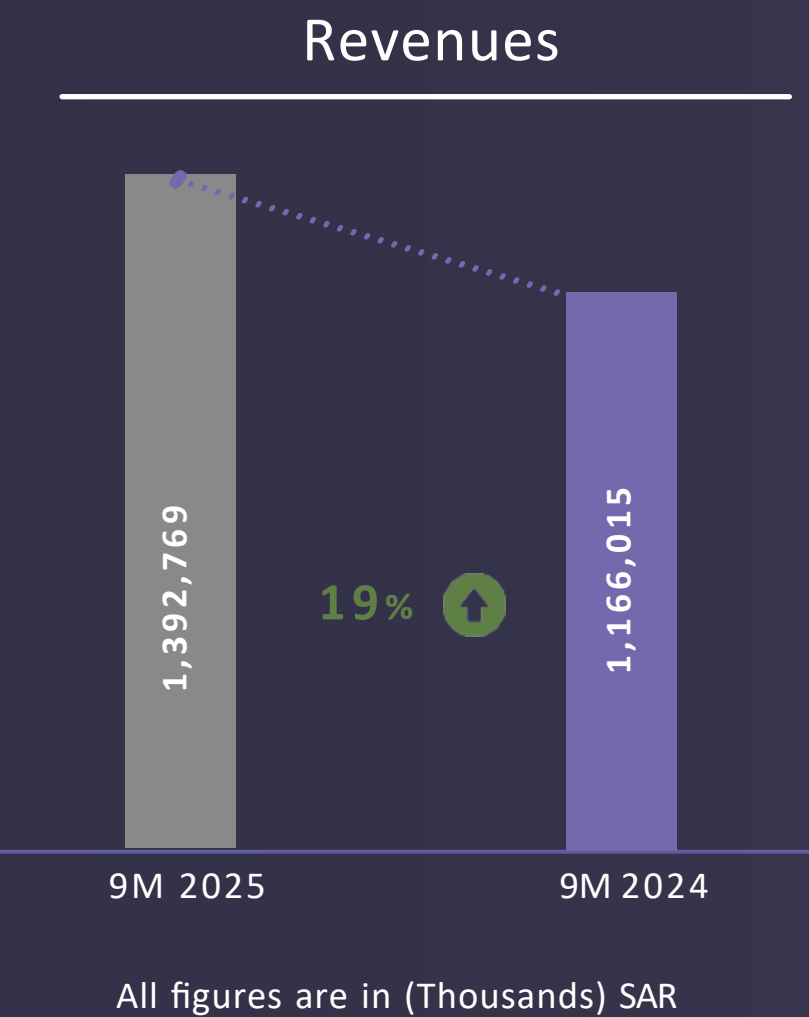
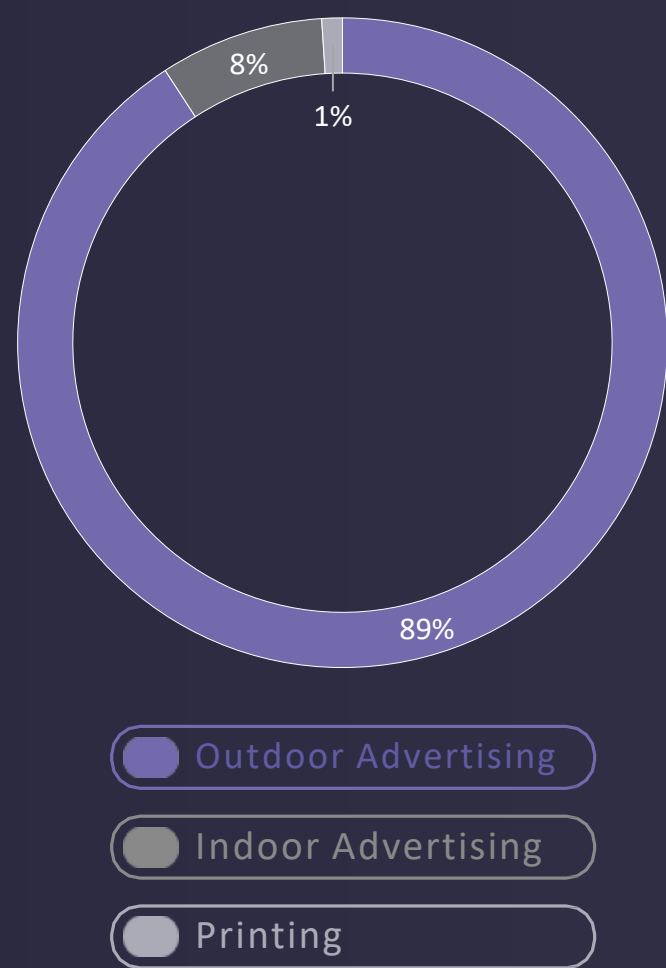
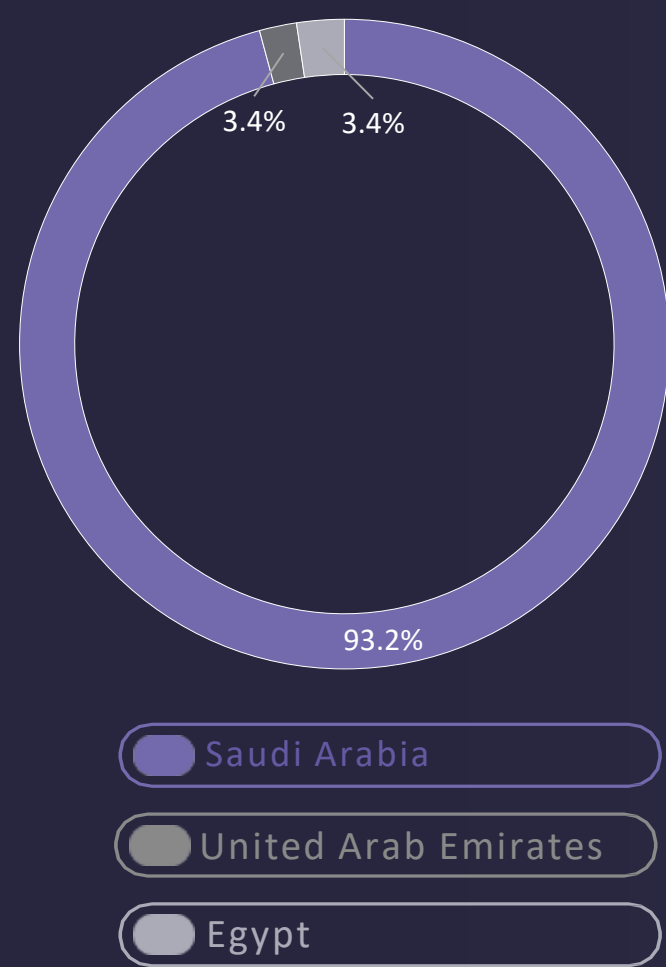
# Income Statement Highlights (9M 2025)



All figures are in (Thousands) SAR



# Revenue By Segment & Country



- Outdoor advertising revenue increased by **21%** in comparison with the same period of previous year with total revenue amounted to **SAR 1,243 Million**
- Indoor advertising revenue decreased by **14%** in comparison with the same period of the previous year with total revenue amounted to **SAR 110 Million**
- Printing revenue increased by **51%** in comparison with the same period of the previous year with total revenue amounted to **SAR 19 Million**

All figures are in (Million) SAR



# Other Financial Highlights

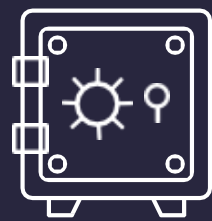
Financial Indicators as of  
30 Sep 2025



**EBIT %**  
(17%)



**EBITDA %**  
(13%)



**ROAA**  
(2%)



**ROAE**  
(27%)

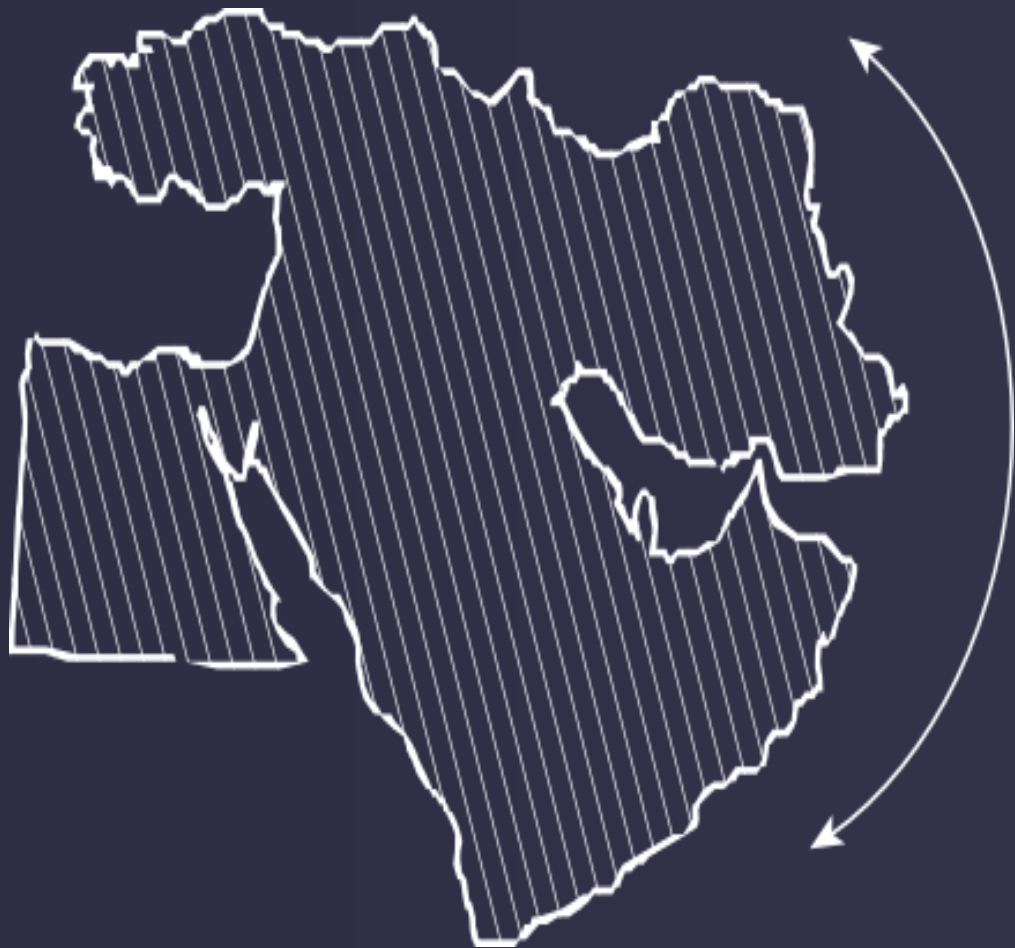


**EPS**  
(5.9) SAR



**D/E**  
245%

Market Share



Over

**80%**



# THANK YOU

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

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