

# Earnings Presentation

## Q1 -2025





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## Al Arabia Chairman & CEO



**ABDULELAH AL-KHEREIJI**  
Chairman

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



**MOHAMMED AL-KHEREIJI**  
Chief Executive Officer

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

# Al Arabia Historical Structure

## ESTABLISHMENT

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

**1983**

Arabian Contracting Services Co.



## TRANSFORMATION

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

**2018**

Digitalization Strategy



**2006**

Closed  
Joint-Stock Co.



## GROWTH

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

**2021**

Listed in the Saudi  
Exchange



## PUBLIC LISTED COMPANY

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



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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 Q1 2025



**King Abdulaziz  
Public Transport**  
Signed contract



**Multiply MoU**  
To invest in the global out-of-home advertising sector



**Faden Media**  
Signed contract with Jeddah Municipality.



**Egypt**  
Signed Contract with MOT for 10 years



**90 %  
Digitalization**  
Rate



**8,565  
Billboards**  
Based on Contracts



**51,895  
Faces**  
Based on Contracts



**+725  
Commercial**  
Campaigns

# Billboards and Faces as of 31 Mar 2025

Type	Number of Billboards			Number of Faces		
	Saudi Arabia	UAE	Egypt	Saudi Arabia	UAE	Egypt
Digital	4,041	160	154	40,410	1,600	1,540
Static	3,292	284	634	6,584	493	1,268
Total	7,333	444	788	46,944	2,093	2,808



8,565

Total billboards



51,895

Total Faces

90%

DIGITALIZATION



A dark, dimly lit office desk with a laptop, papers, and a pen holder. The scene is overlaid with a dark blue gradient. The laptop is open, and there are several papers and a pen holder on the desk. The overall atmosphere is professional and focused.

# 03

## Current Projects



# Al-Riyadh Project Contract



The largest investment contract globally within the outdoor advertising industry.



The contract duration is **10** years.



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



**4** Revenue Streams.



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



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



# King Khaled International Airport Contract



The contract duration is **10** years.



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



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



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



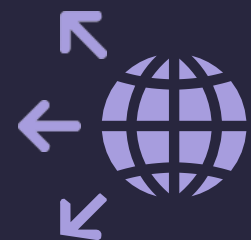
# Faden Media Acquisition



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



Increasing and enhancement the market share.



Expanding the advertising network in the western region.



The completion of the full acquisition of Faden Media.



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

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



# Boulevard World Project Contract



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



Offered by Sela Company.



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



The number of billboards is 99 fully digital billboards.



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



# Signed Masar Masterplan Agreement



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

Offered by Umm Al Qura Development and Construction Company.

The contract duration is 15 years.

The number of billboards is 315 fully digital billboards.

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

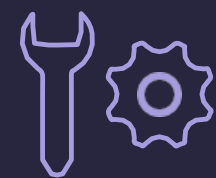
The total minimum guarantee amount is SAR 252,612,655 distributed progressively over 11 years.



# RTA Contract In Dubai



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



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



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



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



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



# Intercity Roads in Saudi Arabia



The contract duration is **10** years.



Total of 274 advertising assets

- 200 Unipole
- 6 Hoardings
- 68 Bridges



In 10 roads in between Saudi Arabia cities



The project methodology involves revenue sharing; the total expected revenue is SAR 694,313,824 for the duration of 10 years.



# King Abdulaziz Public Transport Contract



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.



The contract duration is **10** years.



The number of billboards is 3,666 fully digital billboards



The project methodology involves revenue sharing and contracting fees, with a value of SAR 563,220,273, excluding VAT for the duration of 10 years



# 04

## New Products



ميزه  
MEZAH



MEZAH SKYLINE  
by alarabia





Butterflies  
by nōs

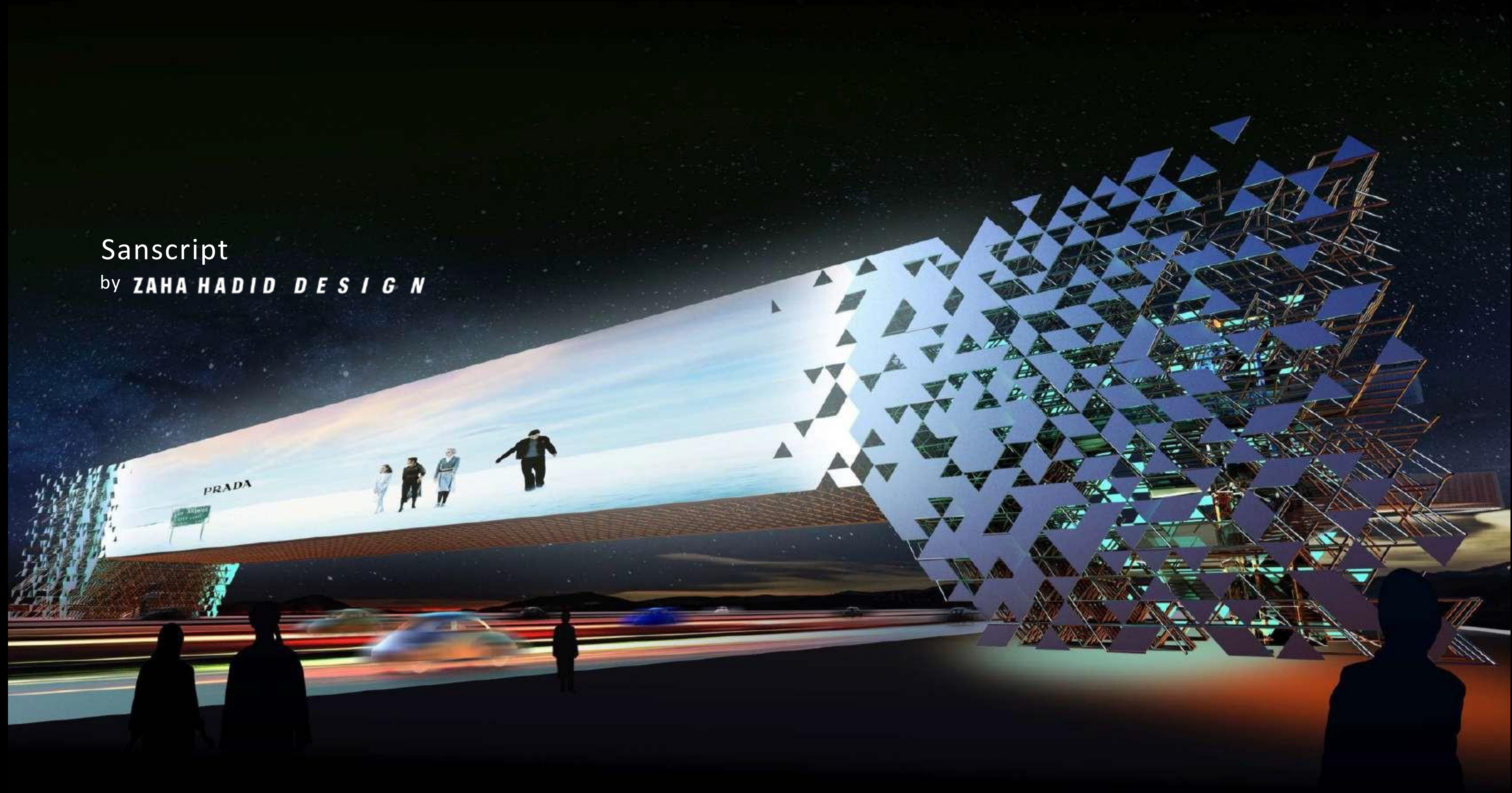


Butterflies' gates  
by nōs

PRADA



Sanscript  
by **ZAHA HADID DESIGN**









White Ghaf

by  VINCENT  
CALLEBAUT  
ARCHITECTURES





**Stargate**

by **TOM WISCOMBE  
ARCHITECTURE**











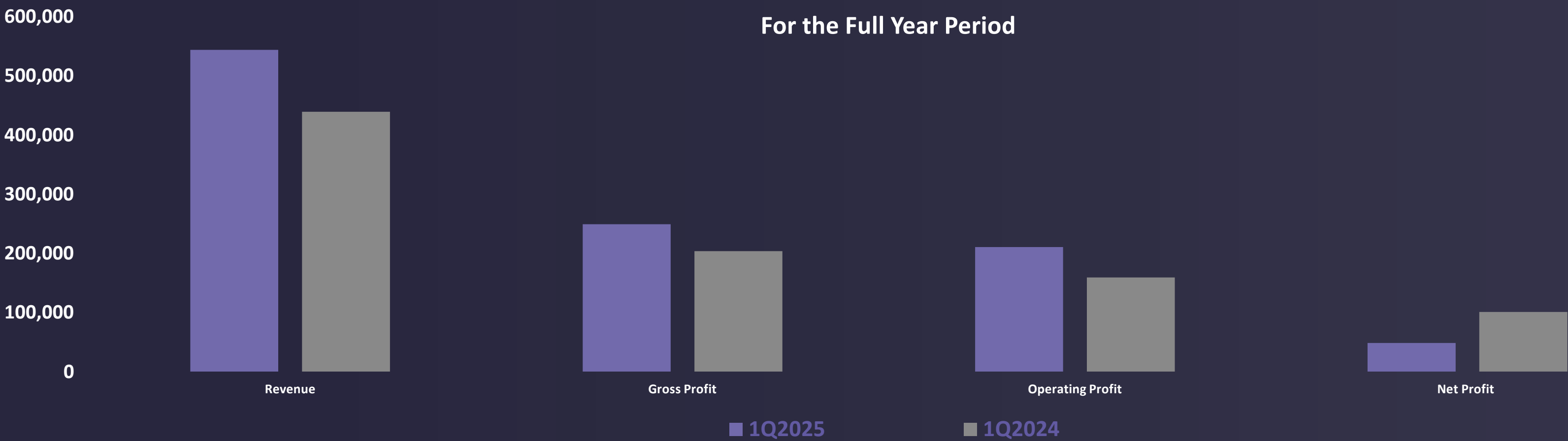
05

## Financial Performance



# Income Statement Highlights

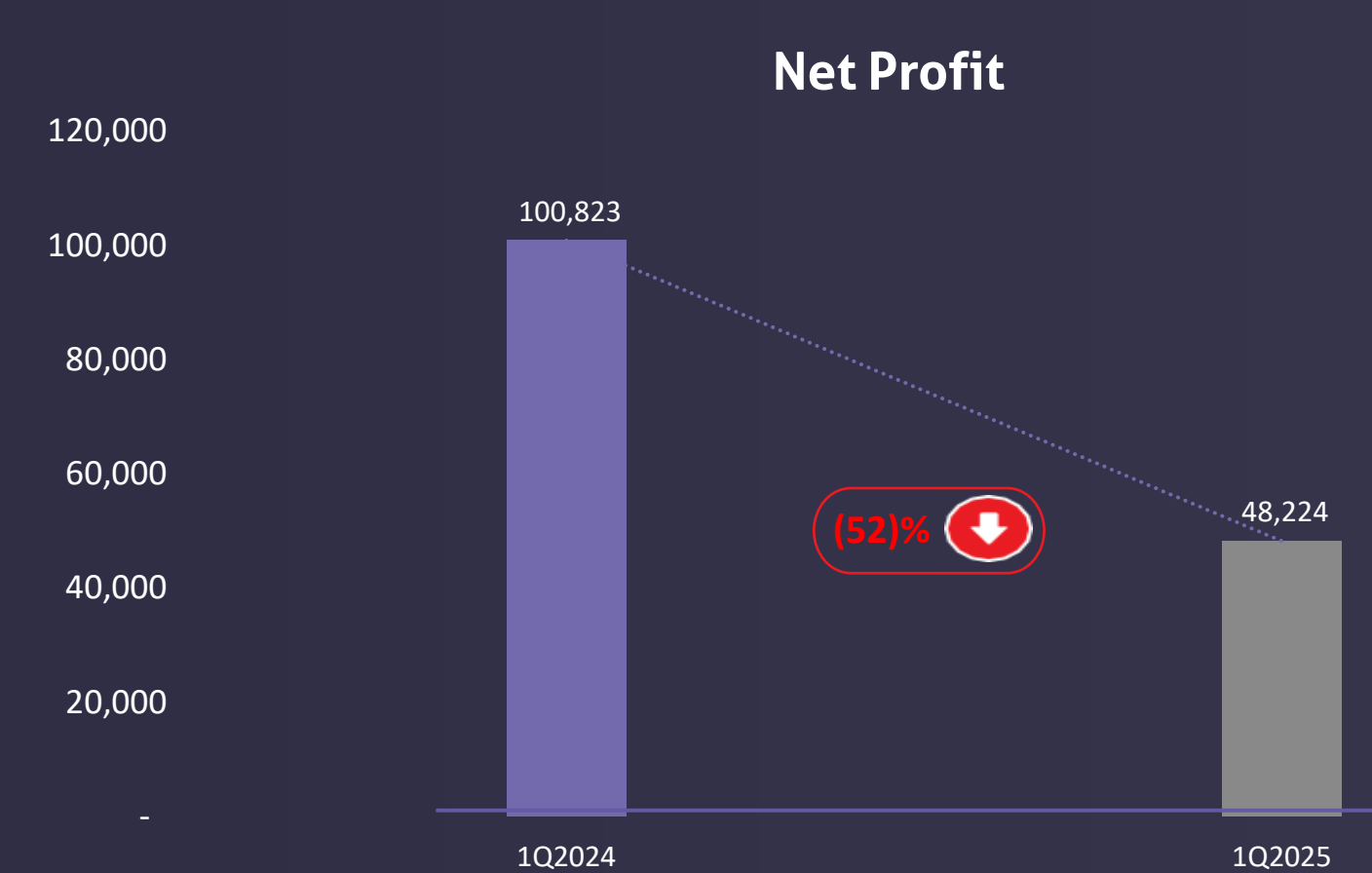
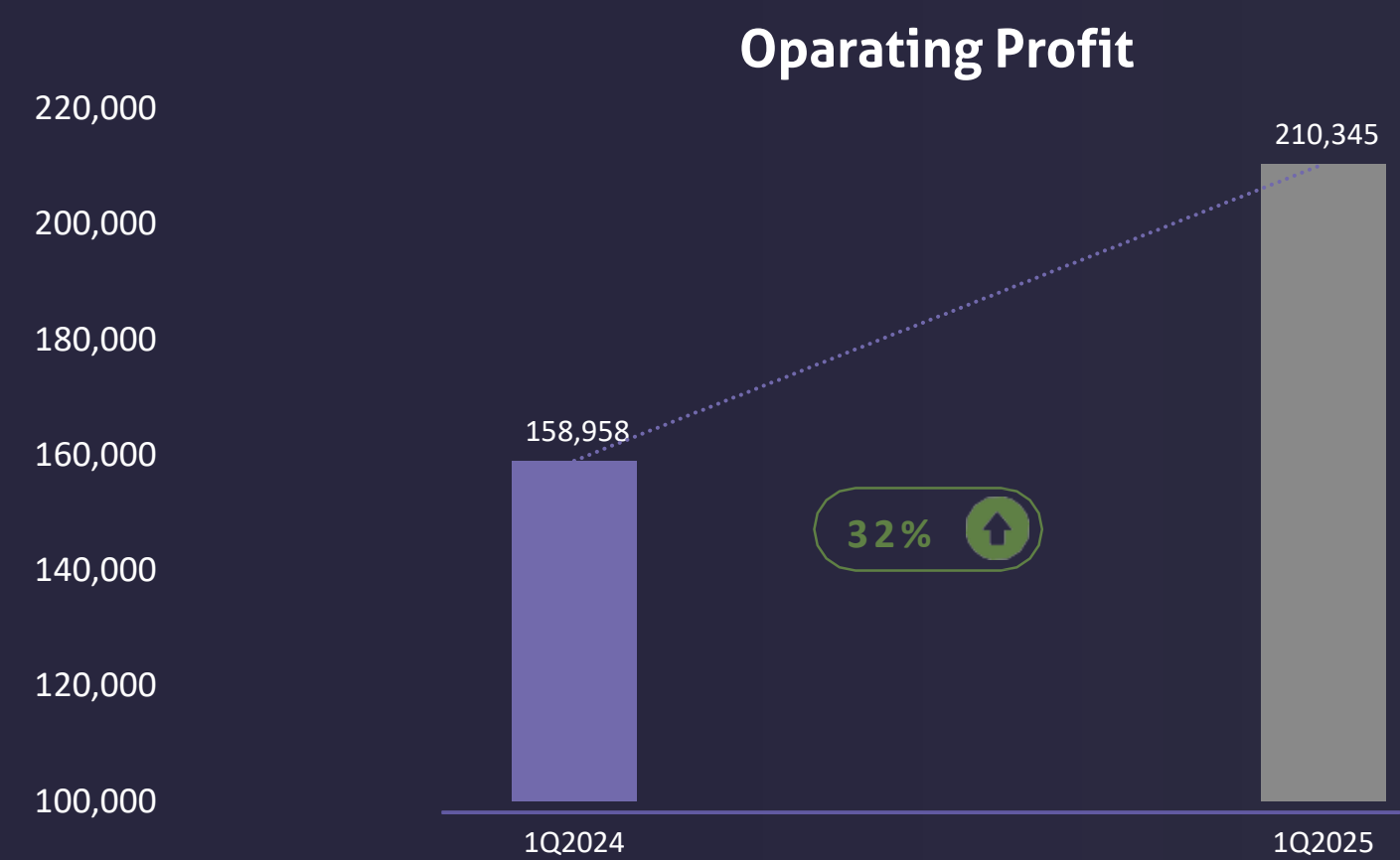
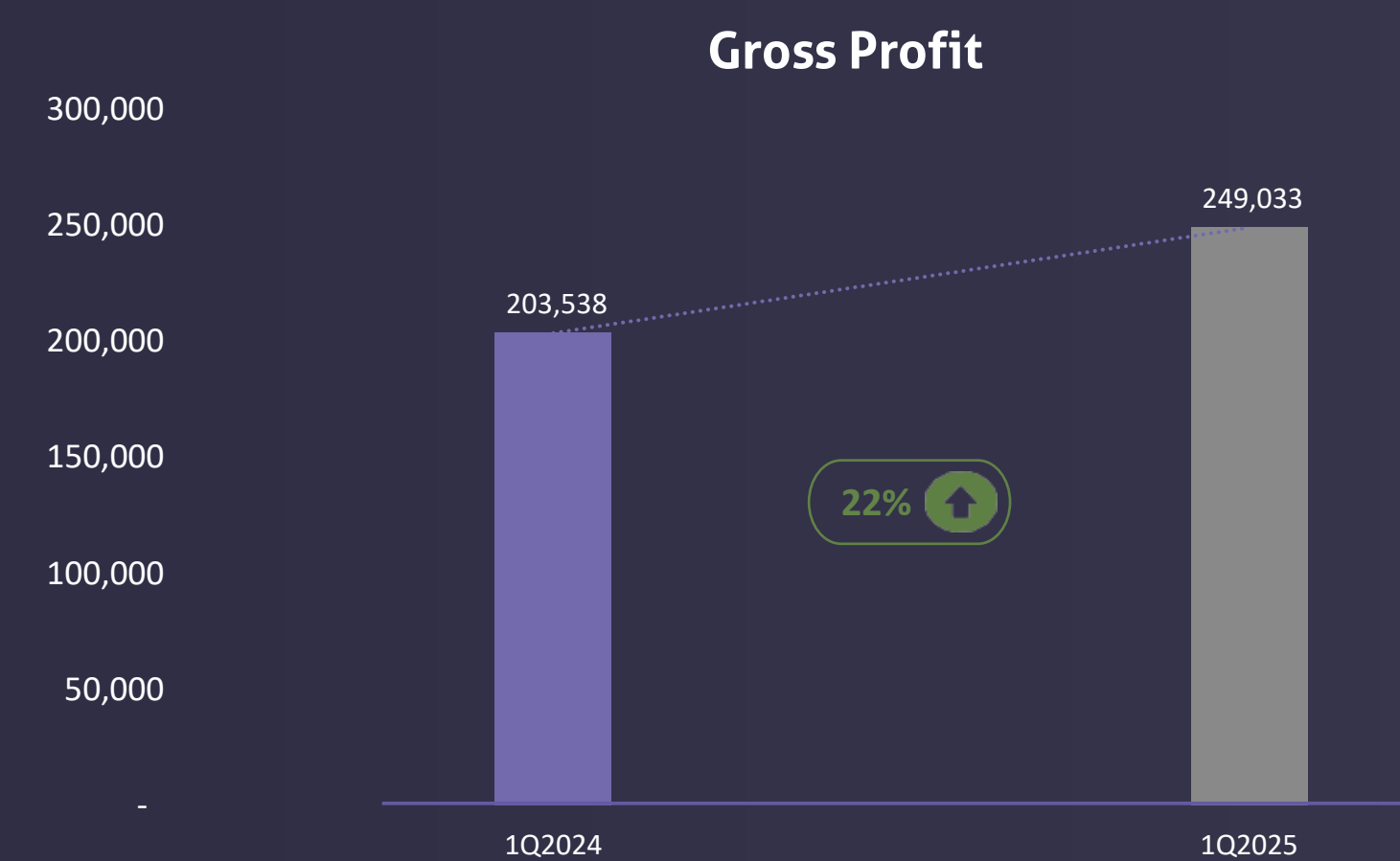
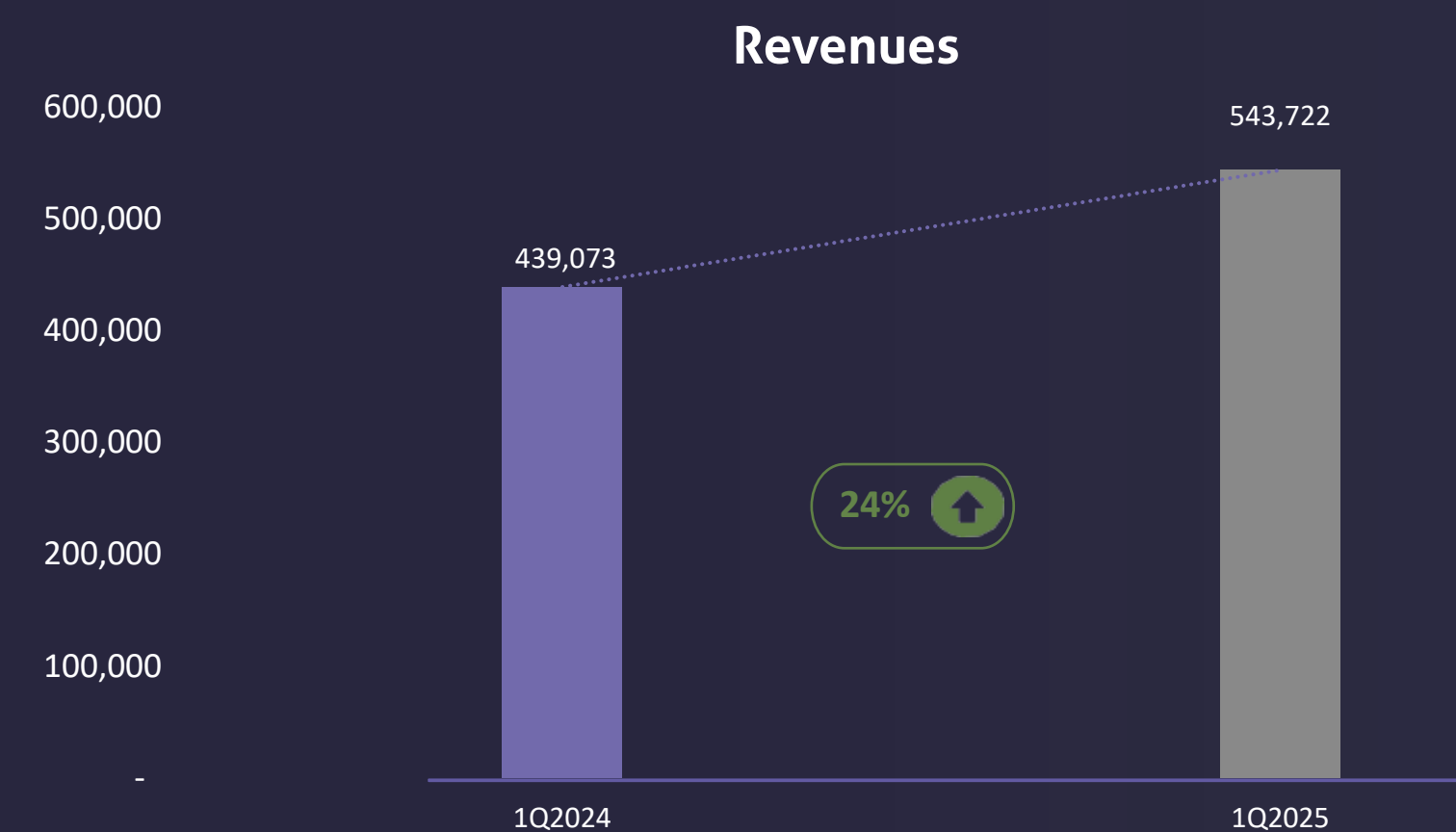
Key Figures (SAR Thousand)	For the First Quarter Period		
	Q1 2025	Q1 2024	Change (%)
Revenue	543,722	439,073	24% 
Gross Profit	249,033	203,538	22% 
Operating Profit	210,345	158,958	32% 
Net Profit	48,224	100,823	(52%) 



All figures are in (Thousands) SAR



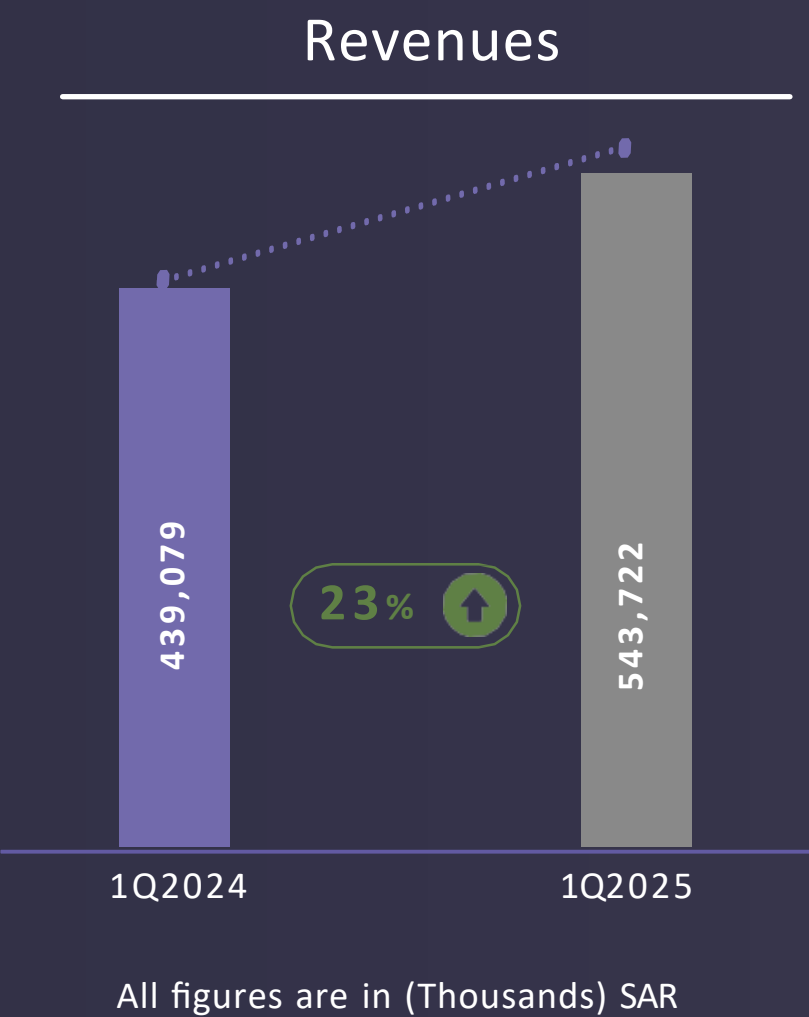
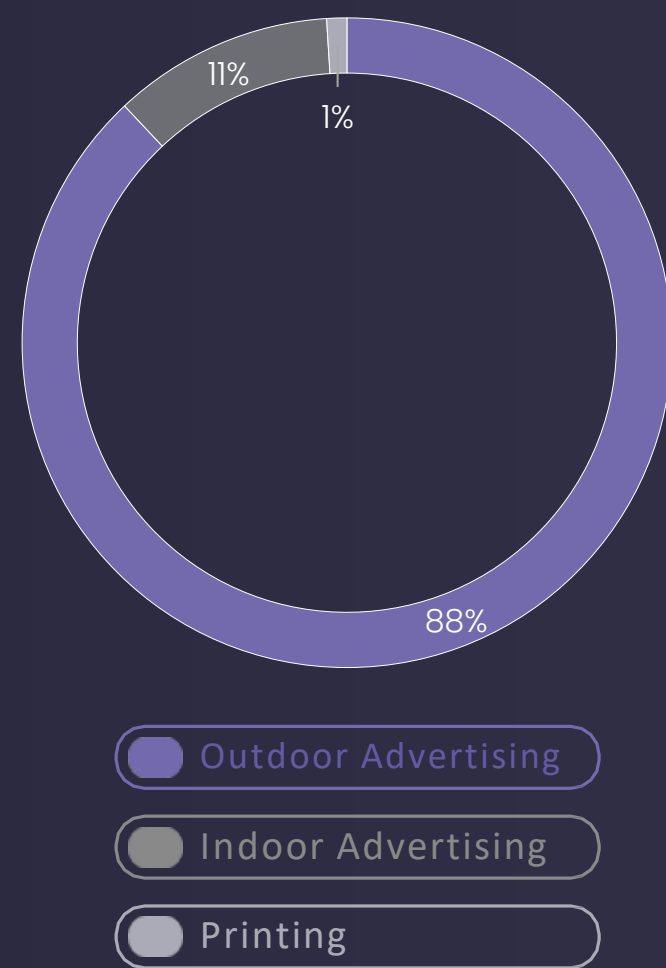
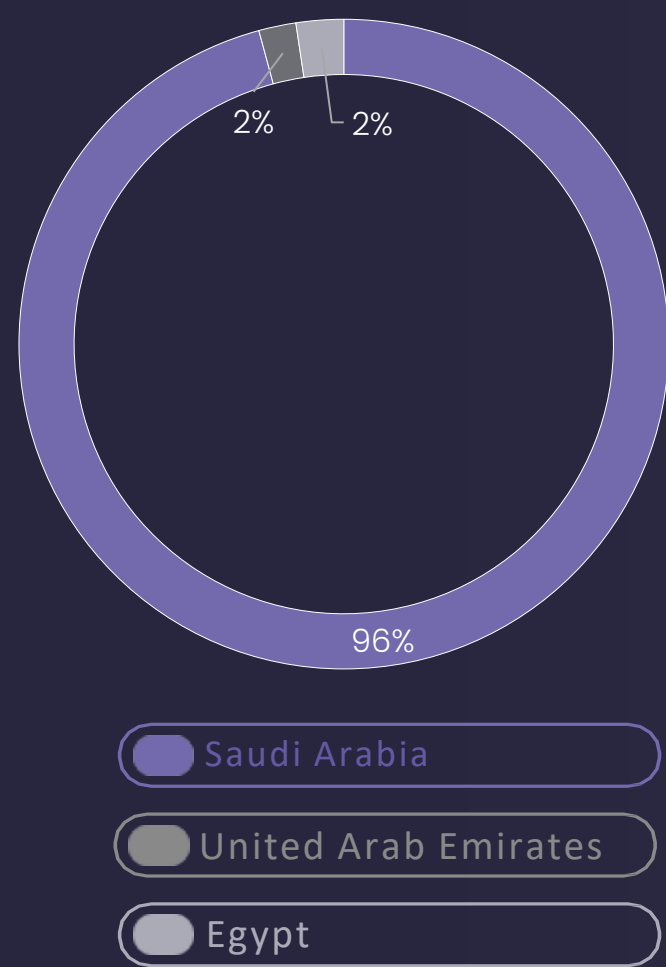
# Income Statement Highlights (Q1 2025)



All figures are in (Thousands) SAR



# Revenue By Segment & Country



Outdoor advertising revenue increased by **23%** in comparison with the same period of previous year with total revenue amounted to **SAR 483 Million**

Indoor advertising revenue increased by 2% in comparison with the same period of the previous year with total revenue amounted to SAR 44 Million

Printing revenue decreased by 71% in comparison with the same period of the previous year with total revenue amounted to SAR 6 Million

All figures are in (Million) SAR



# Other Financial Highlights

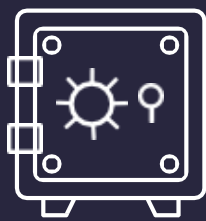
Financial Indicators as of  
31 Mar 2025



EBIT %  
13%



EBITDA %  
16%



ROAA  
1%



ROAE  
4%

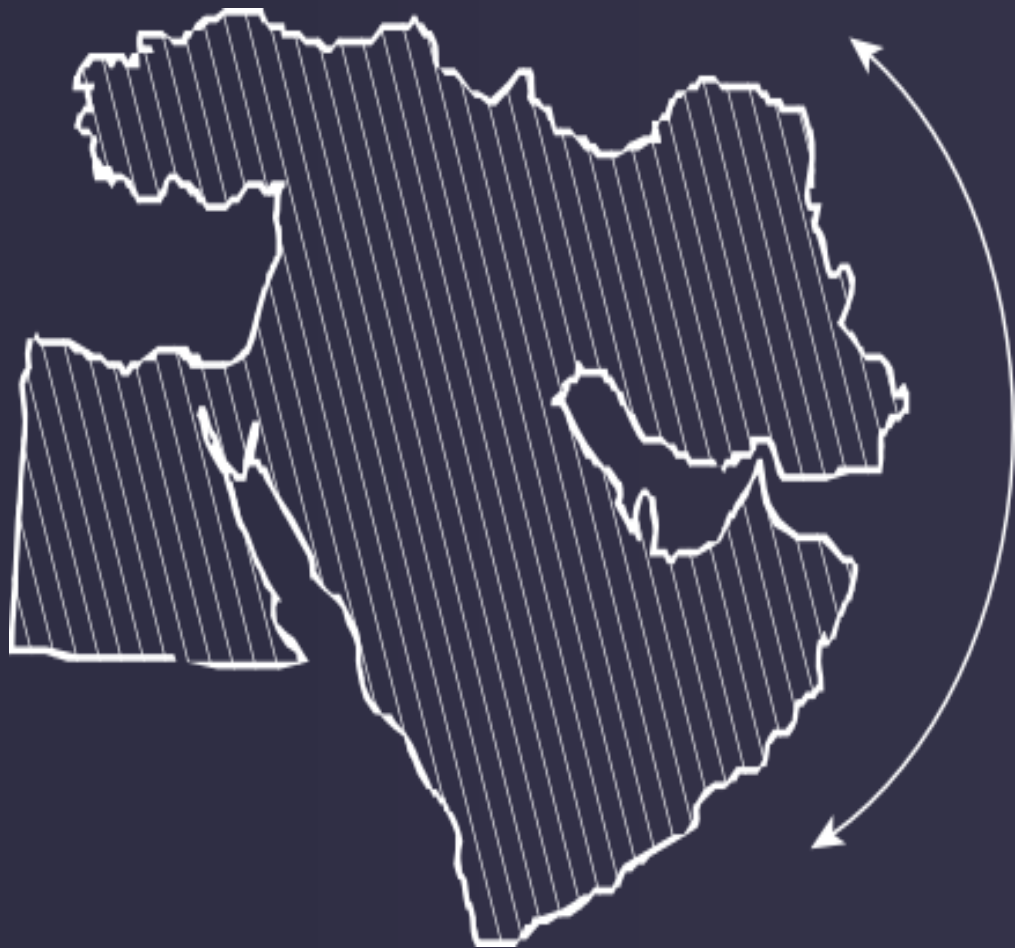


EPS  
0.88 SAR



D/E  
129%

Market Share



Over  
**80%**



# THANK YOU

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