

Earnings Presentation FY -2024



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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 FY 2024

SAB Facility Agreement

Refinance the acquisition loan of Faden Media to reduce the finance cost and increase the profitability.

Roads between Cities

Signed contract with TGA

Dubai

Launching digital network – December 2024

Masar Makkah

Signed contract

Public Transportation

Signed two contracts through Faden

Building Facades

Signed two contracts through Faden

90 % Digitalization

Rate

8,352 Billboards

Based on Contracts

49,181 Faces

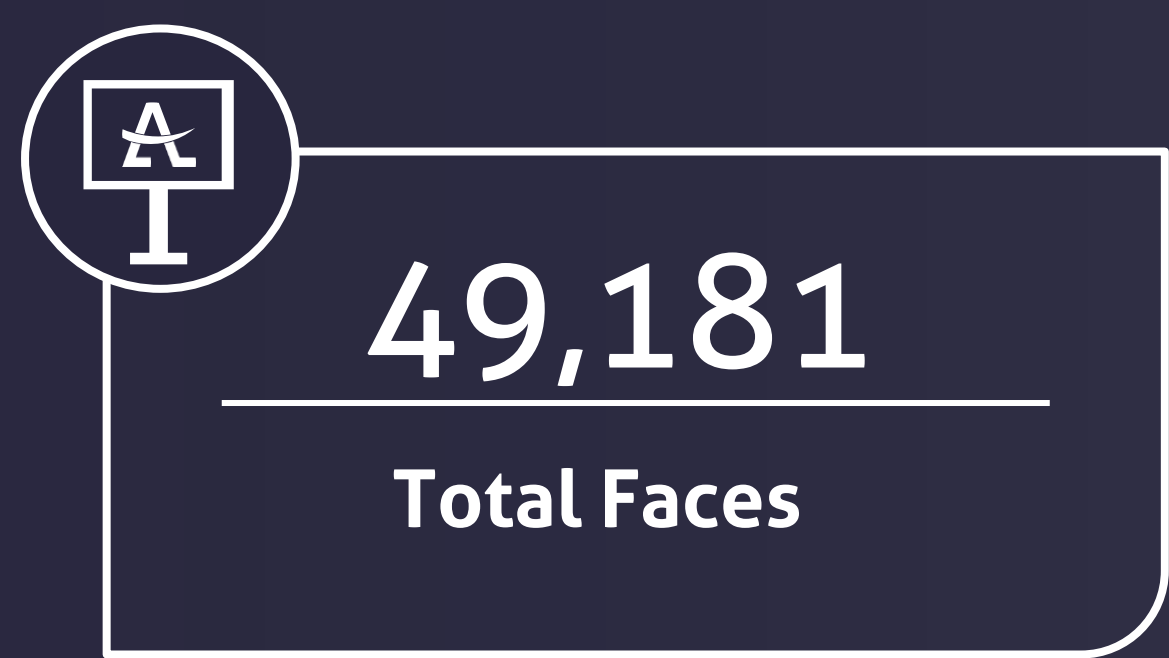
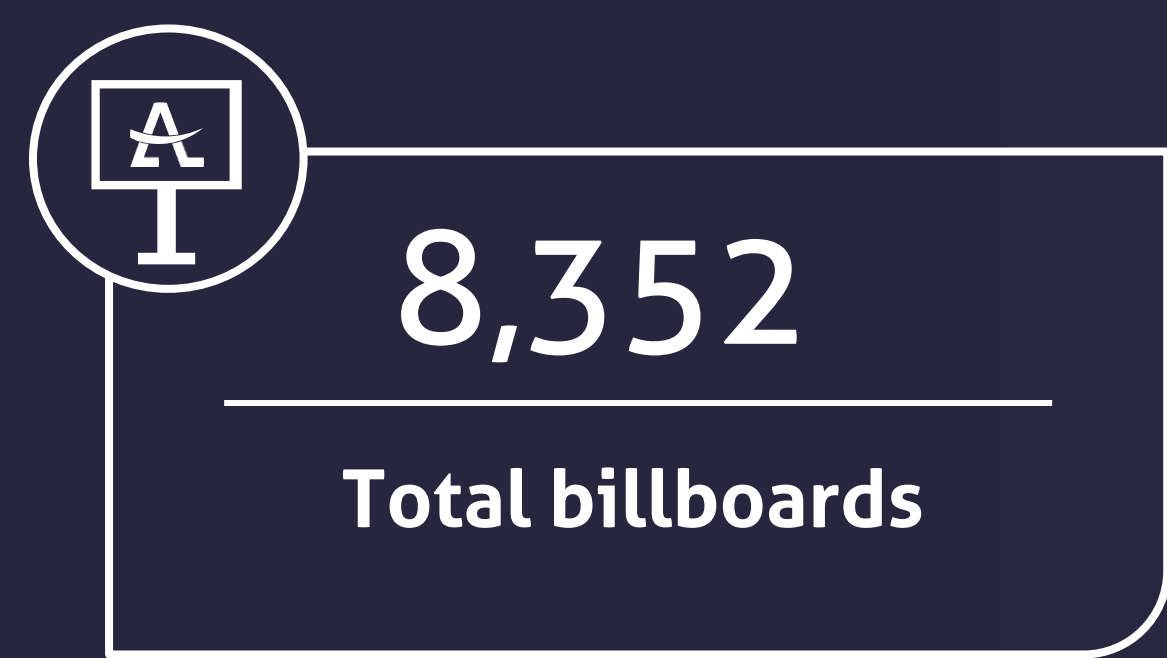
Based on Contracts

+1850 Commercial

Campaigns

Billboards and Faces as of Dec 2024

Type	Number of Billboards			Number of Faces		
	Saudi Arabia	UAE	Egypt	Saudi Arabia	UAE	Egypt
Digital	3,755	160	154	37,550	1,600	1,540
Static	3,365	284	634	6,730	493	1,268
Total	7,120	444	788	44,280	2,093	2,808



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

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.

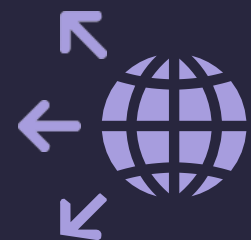
Faden Media Acquisition



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 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.

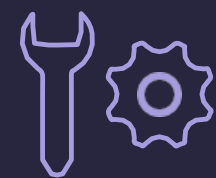
In the initial 4 years, the project methodology involves sharing a percentage of the generated revenue; in subsequent years, it will be either sharing a percentage of the generated revenue or the annual minimum guarantee, whichever is higher.

The total minimum guarantee amount is SAR 253 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 60% ownership, Mawaqie Company (a Saudi Company) with 15% ownership and an Emirati partner 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 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



In 10 roads in between Saudi Arabia cities



The project methodology involves revenue sharing; the total expected revenue is SAR 694 million 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 million, excluding VAT for the duration of 10 years

مَعَالِفُ | مِيزْه
MA'ALEM | MEZAH

04

New Products

ميزه
MEZAH



MEZAH SKYLINE
by alarabia

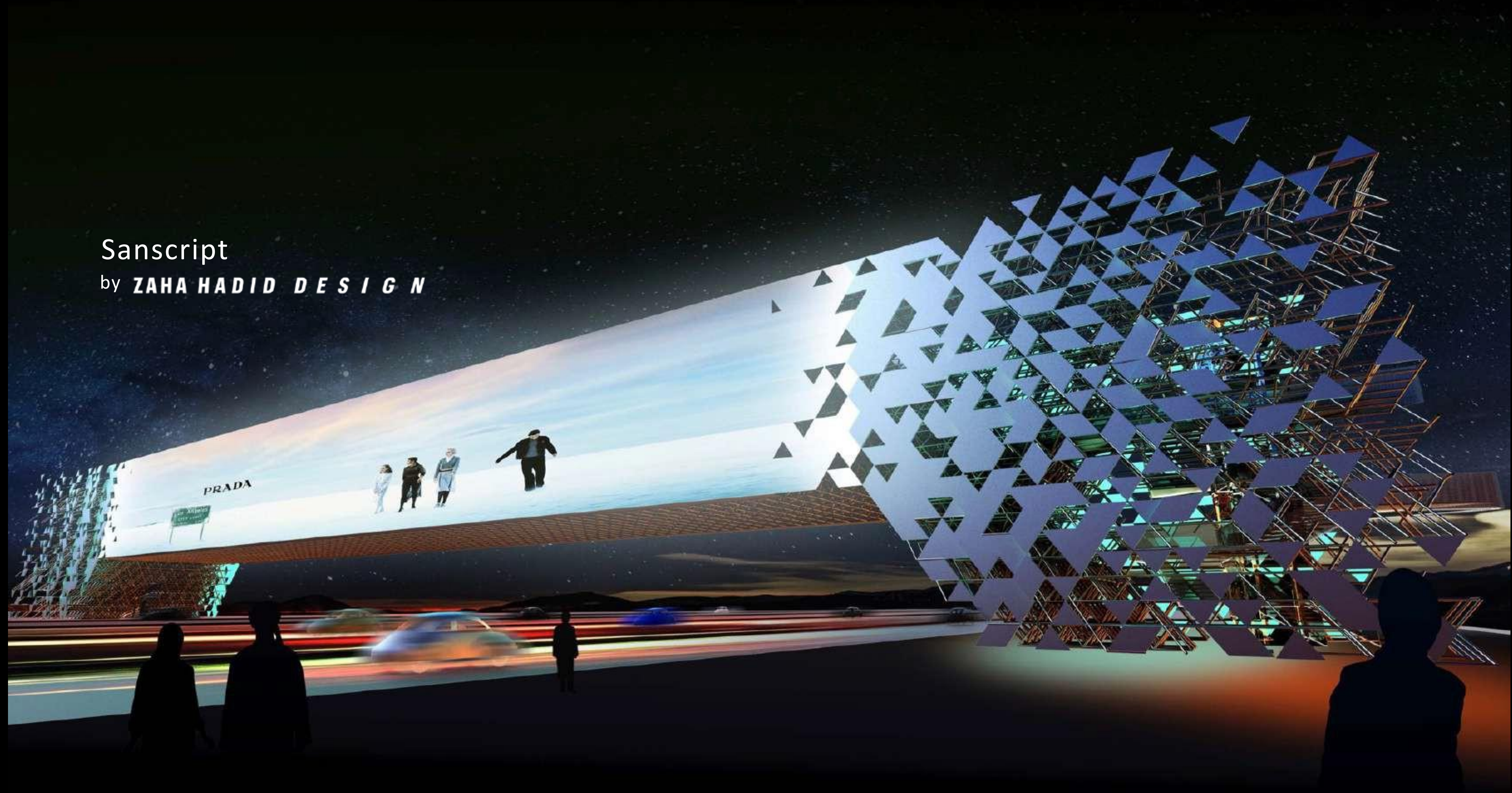


Butterflies
by nōs

Butterflies' gates
by nōs

PRADA

Sanscript
by **ZAHA HADID DESIGN**





White Ghaf

by  VINCENT
CALLEBAUT
ARCHITECTURES



Stargate

by **TOM WISCOMBE
ARCHITECTURE**







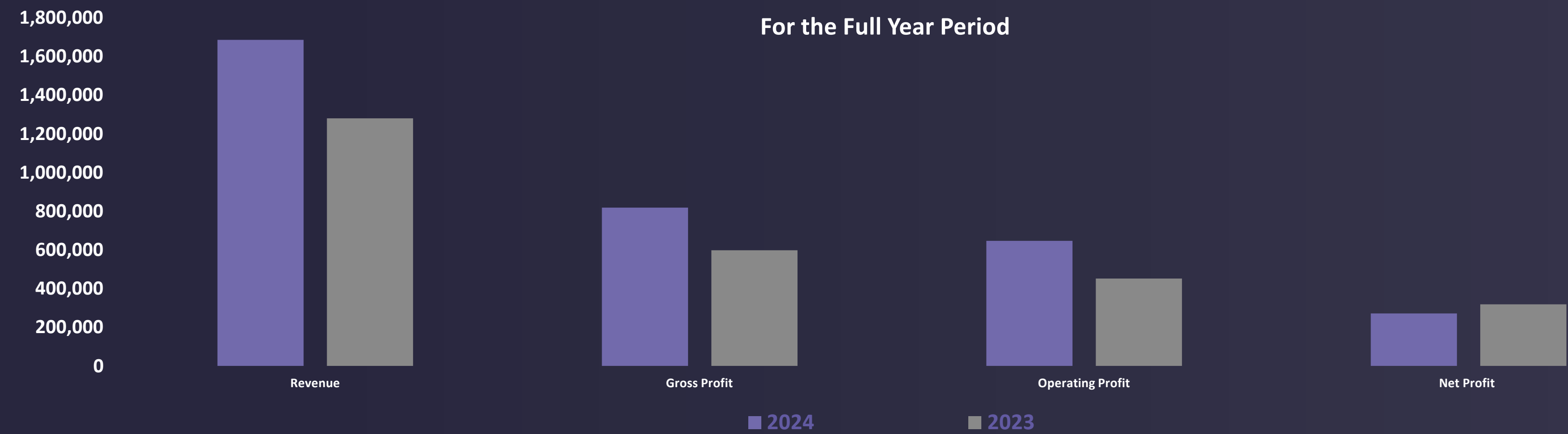


05

Financial Performance

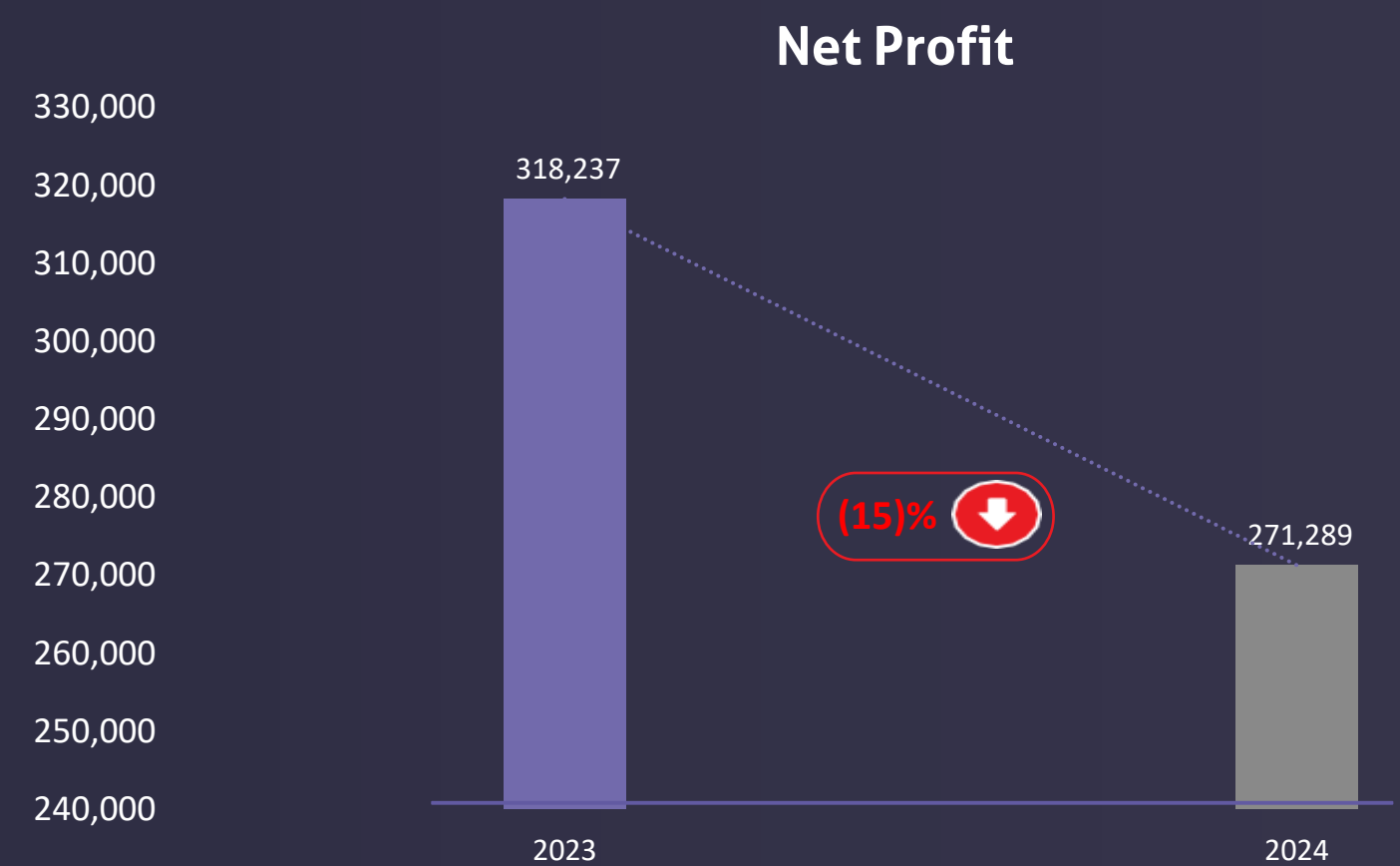
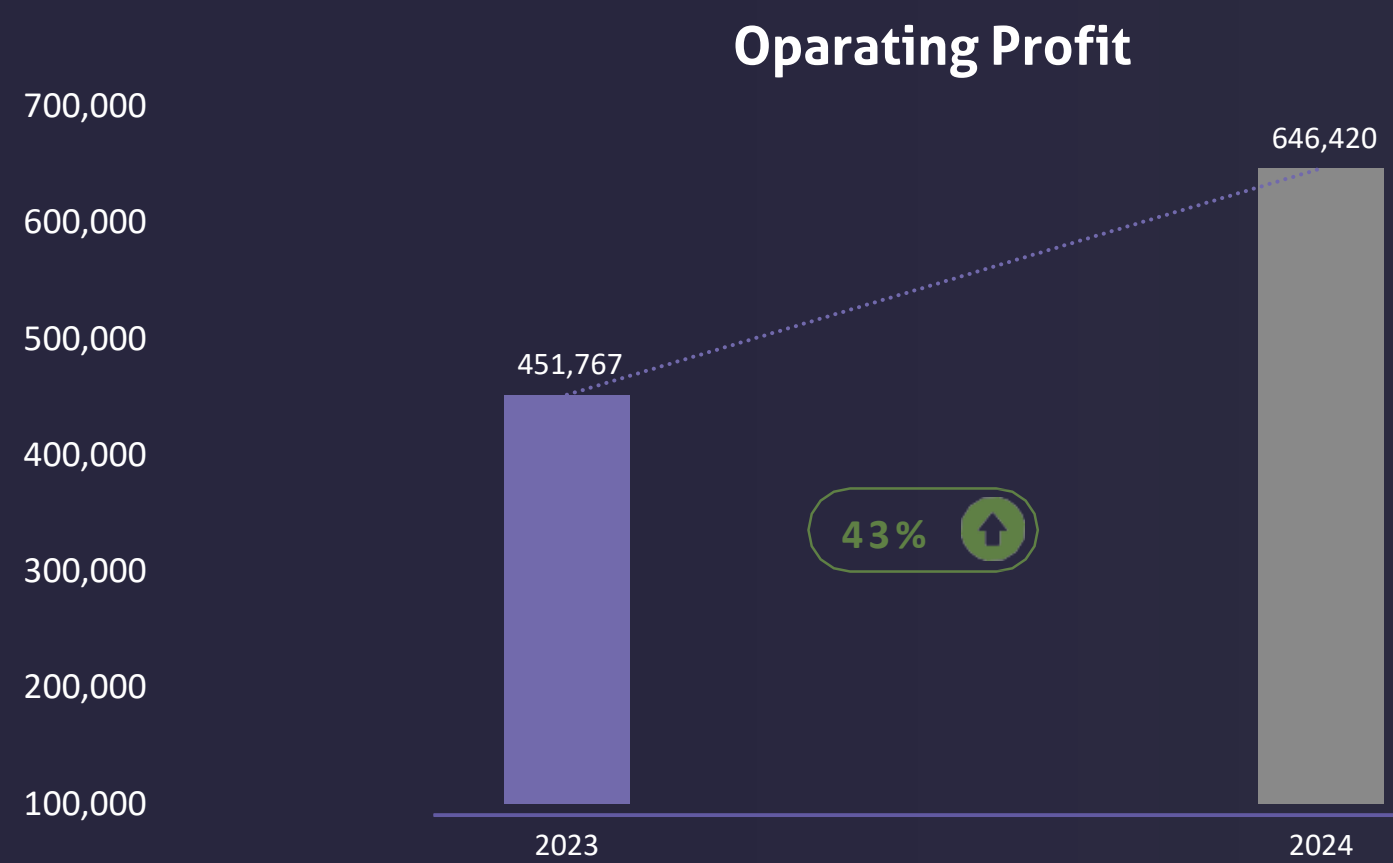
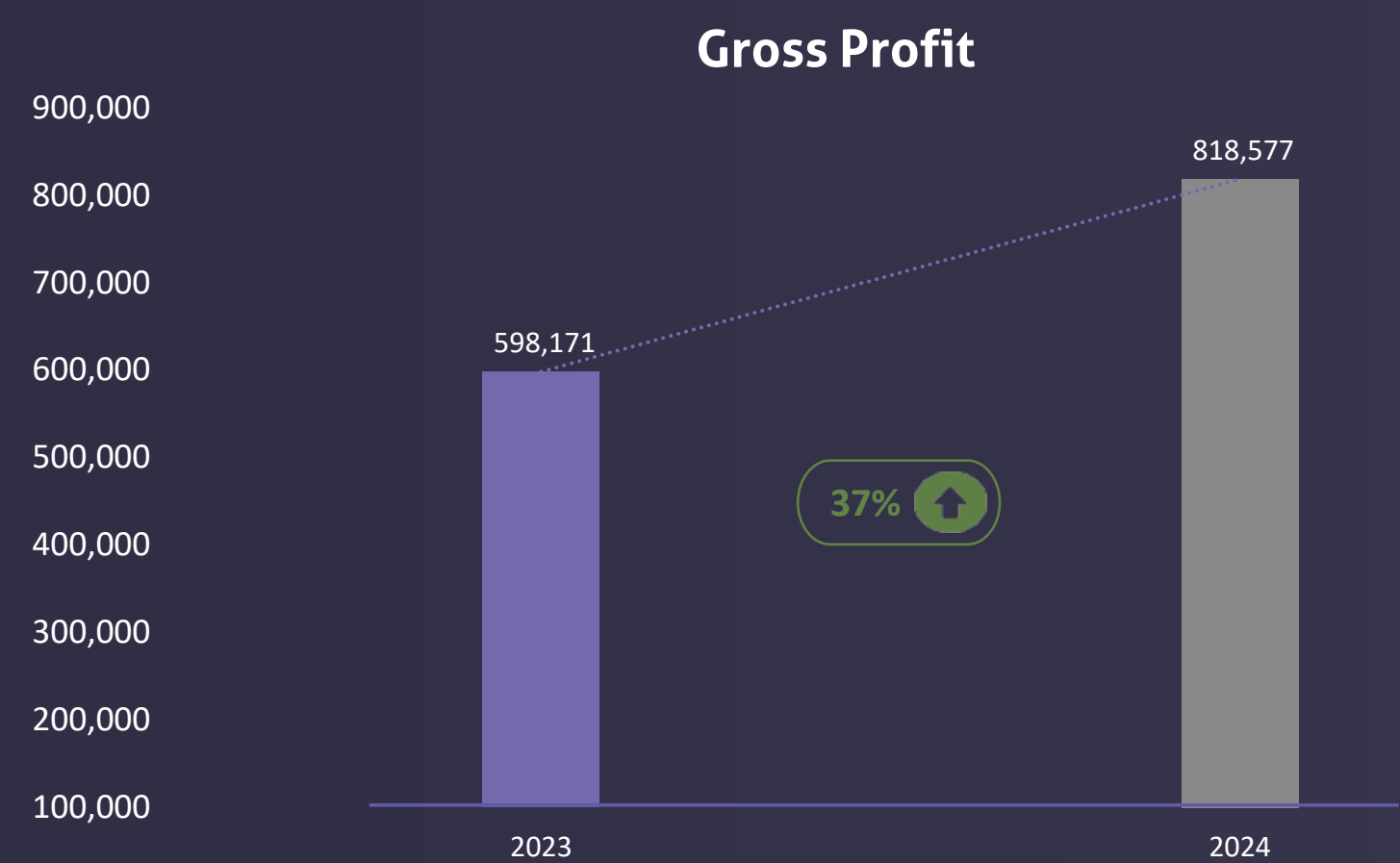
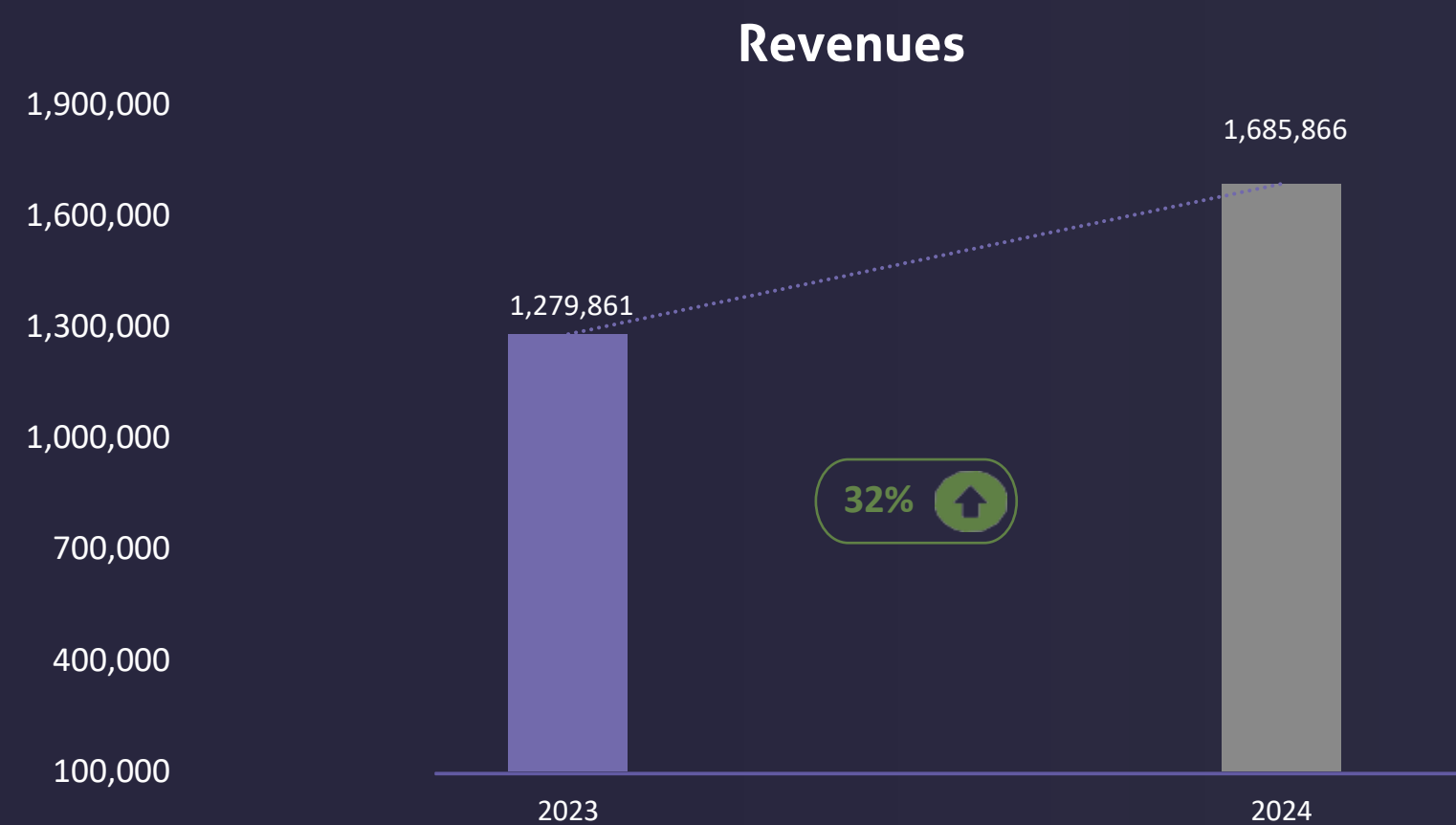
Income Statement Highlights

Key Figures (SAR Thousand)	For the Full Year Period		
	2024	2023	Change (%)
Revenue	1,685,866	1,279,861	32% 
Gross Profit	818,578	598,171	37% 
Operating Profit	646,420	451,767	43% 
Net Profit	271,289	318,237	(15%) 



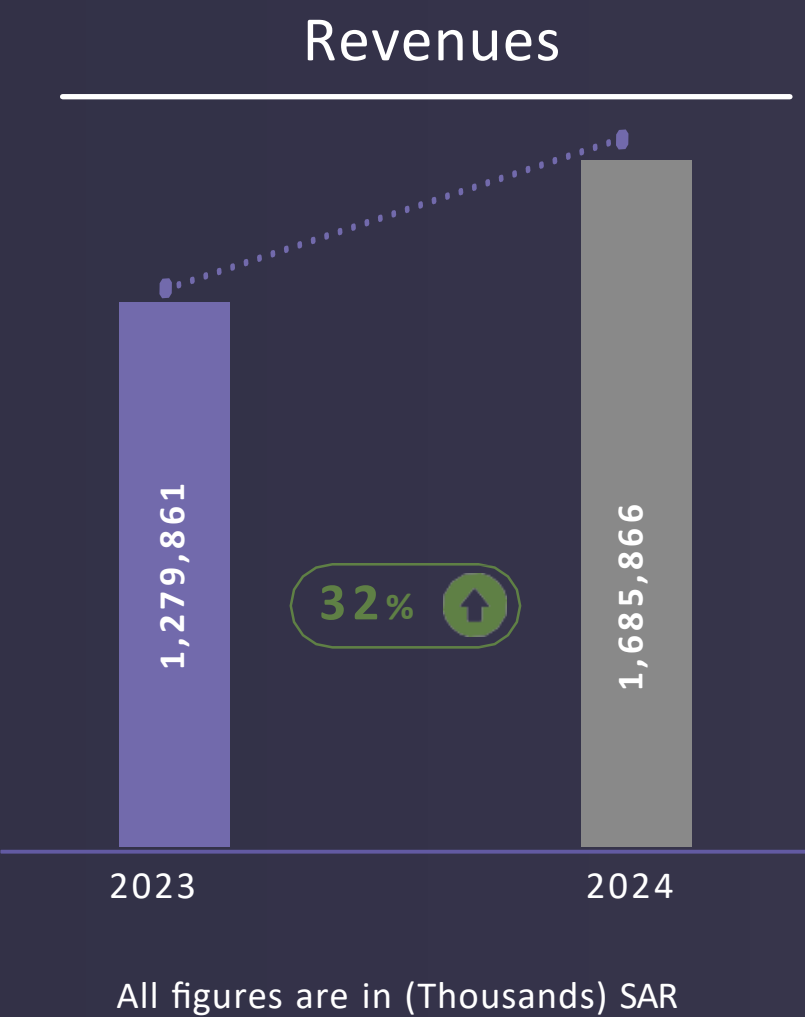
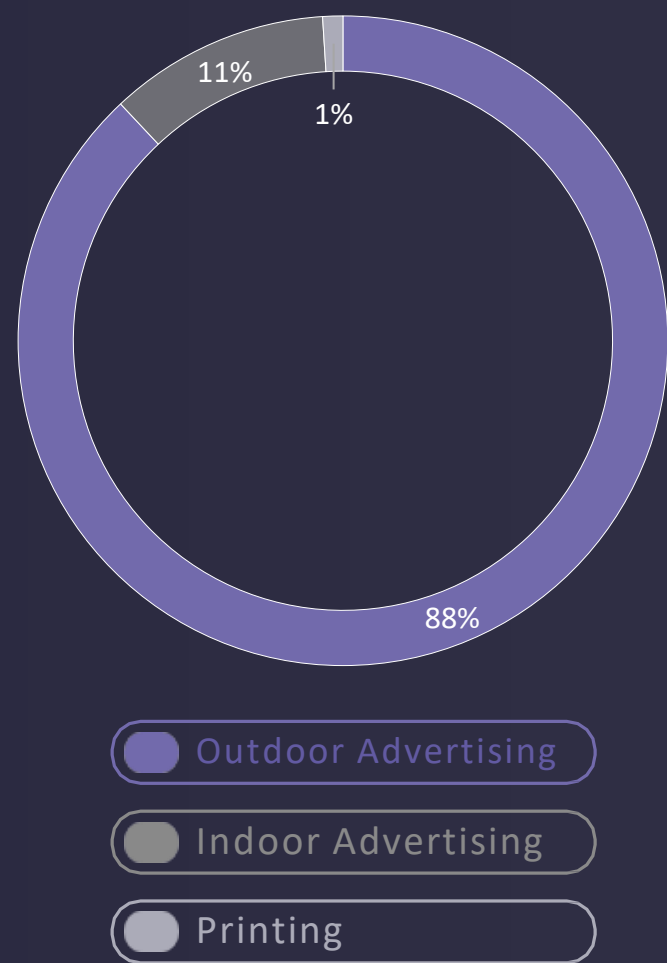
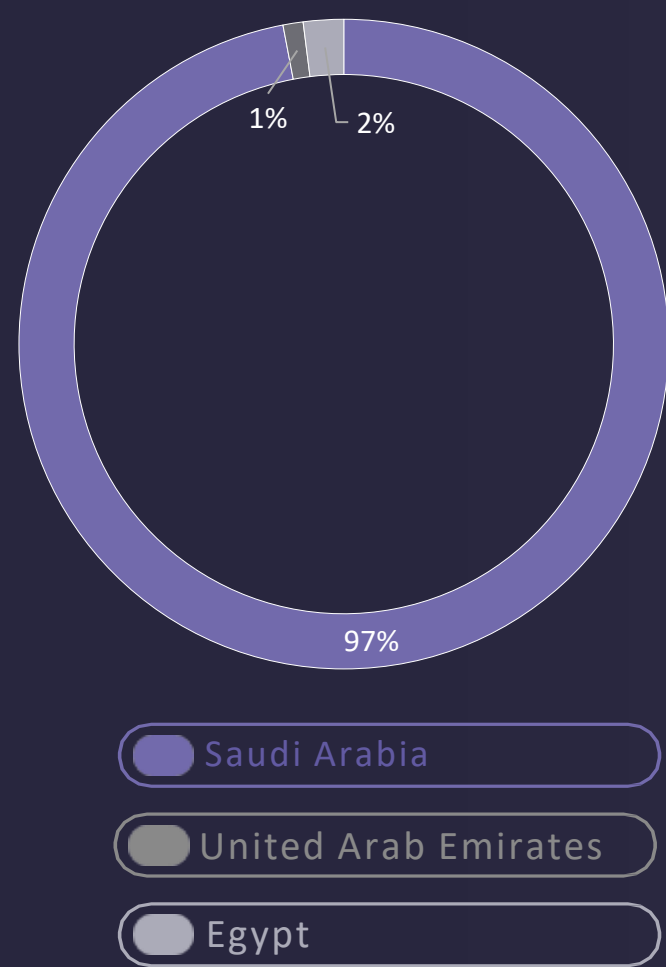
All figures are in (Thousands) SAR

Income Statement Highlights (FY 2024)



All figures are in (Thousands) SAR

Revenue By Segment & Country



Outdoor advertising revenue increased by **28%** in comparison with the same period of previous year with total revenue amounted to **SAR 1,488 Million**

Indoor advertising revenue increased by 46% in comparison with the same period of the previous year with total revenue amounted to SAR 131 Million

Printing revenue decreased by 30% in comparison with the same period of the previous year with total revenue amounted to SAR 18 Million

All figures are in (Million) SAR

Other Financial Highlights

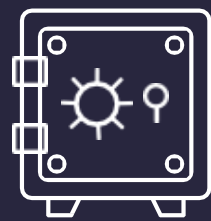
Financial Indicators as of
31 Dec 2024



EBIT %
25%



EBITDA %
28%



ROAA
18%



ROAE
22%

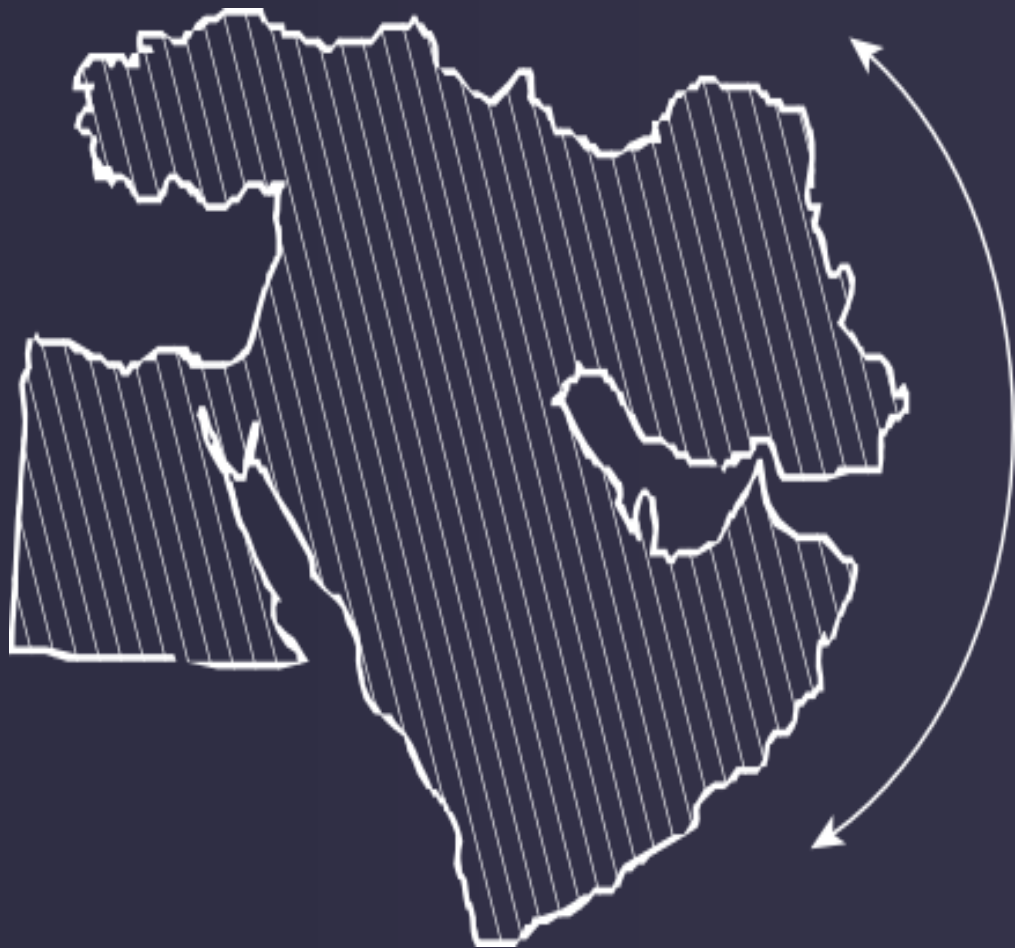


EPS
4.93 SAR



D/E
117%

Market Share



Over
75%

THANK YOU

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