

Earnings Presentation

FY 2021



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Presenters



Mohammed ALKhereiji

Chief Executive Officer

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



Mohammad ALBazz

Finance Director

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



Hend S ALBassam

Head of IR, Governance and Compliance

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

Content



2021 Key Highlights



AlArabia Strategy



Financial Performance

2021 Key Highlights

Arabian Contracting Services Company



2021 Key Highlights

456 OOH screens across KSA

Sponsored 32 CSR campaigns

166 digital roadside screens

Present in 28 cities

Won 30 new OOH contracts

650+ campaigns across KSA

Egypt - joint venture

Launched the guide

288 digital indoors screens

Launched IPO campaign

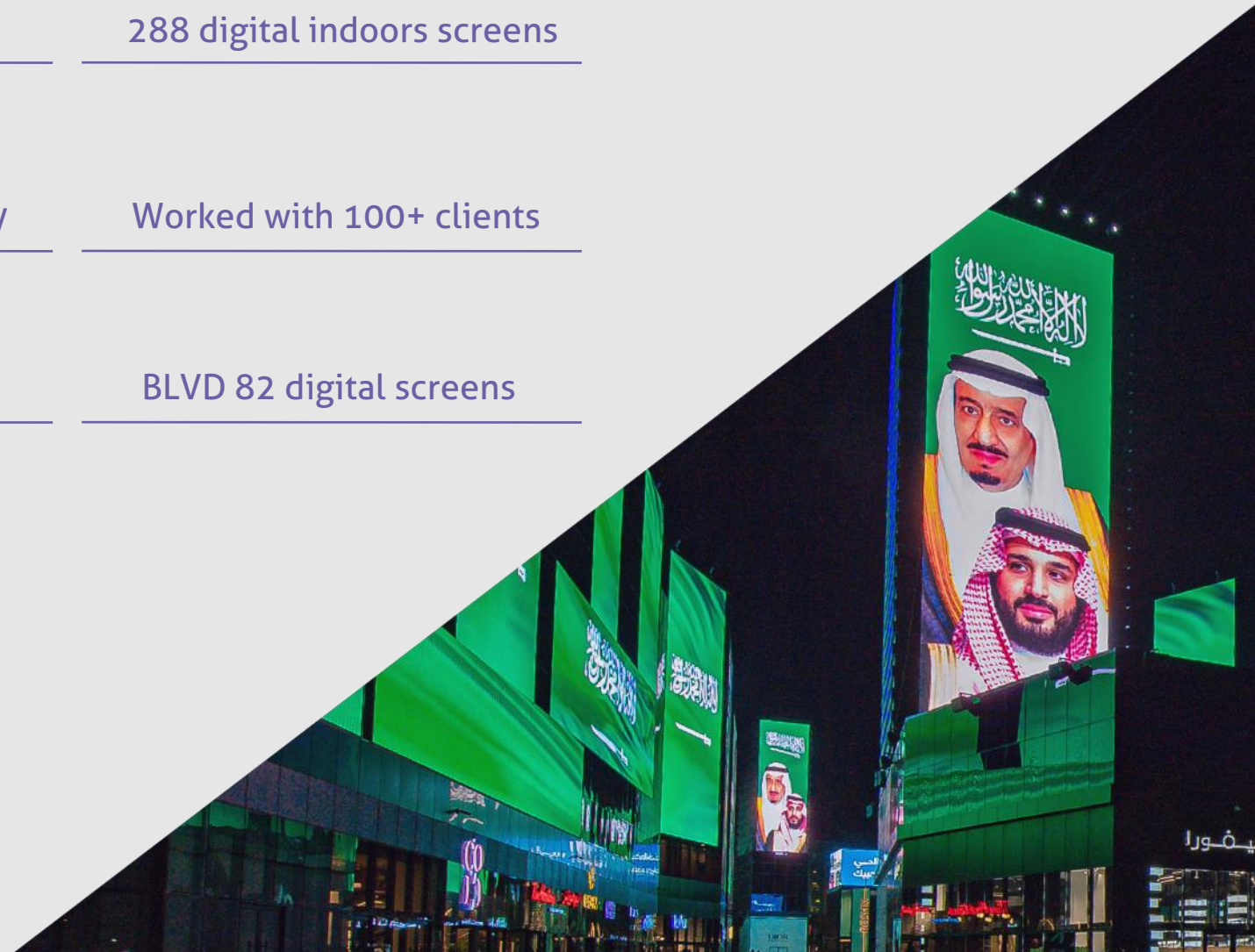
Became a listed company

Worked with 100+ clients

55% digital screens

Special design screens

BLVD 82 digital screens



2021 Key Highlights

During year 2021, Arabian Contracting Services Company finalized 30 billboard contracts distributed over the regions of the Kingdom

Region	Billboard Number	Number of contracts	Contract Value
Jeddah	182	6	2,025,279,125
Riyadh	330	8	469,371,783
Dammam	27	2	39,392,700
North	84	6	33,919,875
Qassim	65	3	16,999,508
Mecca	9	2	12,315,800
Eastern	1	1	2,090,000
South	1	1	2,047,500
Alhasa	8	1	1,000,000
Total	707	30	2,602,416,291

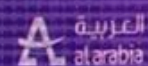
Distribution of billboards to the place of advertisement

Place of advertisement	Billboards Number
In door	308
Out door	399
Total	707

Distribution of billboards according to the method of operation

Place of advertisement	Billboards Number
Digital	525
Static	182
Total	707





أن تكون
الأكثر انتشاراً
أكثر من 5000 لوحة
و 19 ألف وجه

AlArabia Strategy

Arabian Contracting Services Company

DAVID
GUETTA

ديفيد غيتا

5 ديسمبر

stc

فندق
HOTEL



Strategy Pillars

1

Maintain Market Leadership

2

Continue to adopt Latest Technology and Data Driven Solutions

3

Expand to New Markets Through Strategic Partnerships



1- Maintain Market Leadership

- Continue the digital transformation
- Increase revenue from indoor and private [sector]
- Increase billboards utilization rates
- Increase revenue from direct sales to customers
- Excellent Operational Efficiency

Strategy Pillars

1

Maintain Market Leadership

2

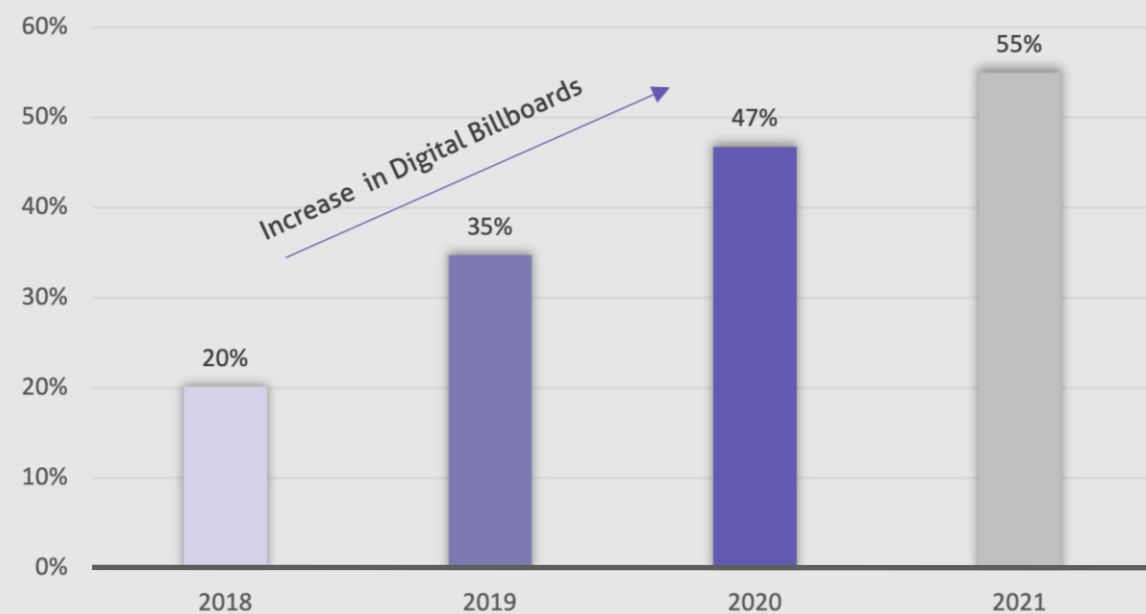
Continue to adopt Latest Technology and Data Driven Solutions

3

Expand to New Markets Through Strategic Partnerships



2-Continue to adopt Latest Technology & Data Driven Solutions



Strategy Pillars

1

Maintain Market Leadership

2

Continue to adopt Latest Technology and Data Driven Solutions

3

Expand to New Markets Through Strategic Partnerships



3- Expand to New Markets Through Strategic Partnerships



Red Sea



Qiddiya



Ad Diriyah



Neom



Amaala



Riyadh Metro



King Salman Park



Private Malls



AlUla



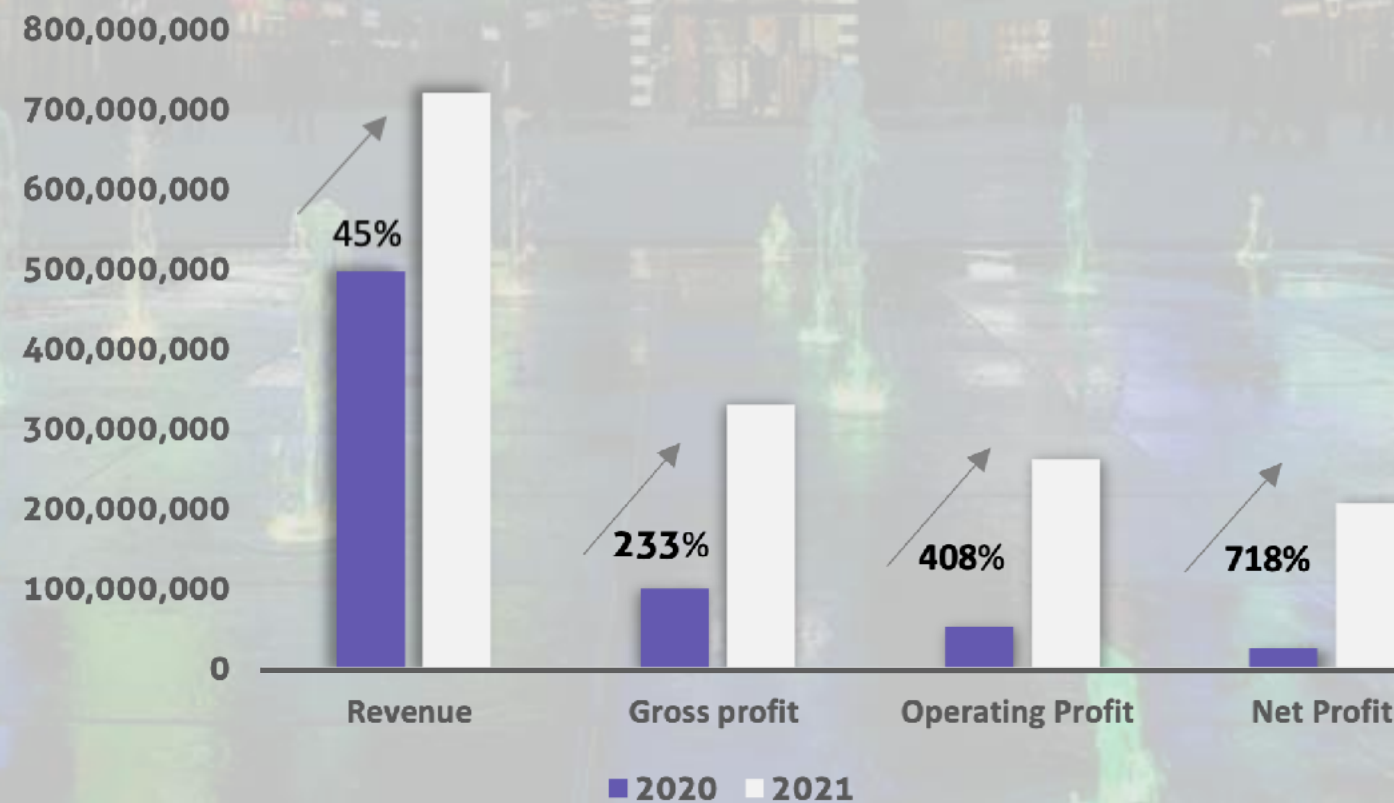
Financial Performance

Arabian Contracting Services Company



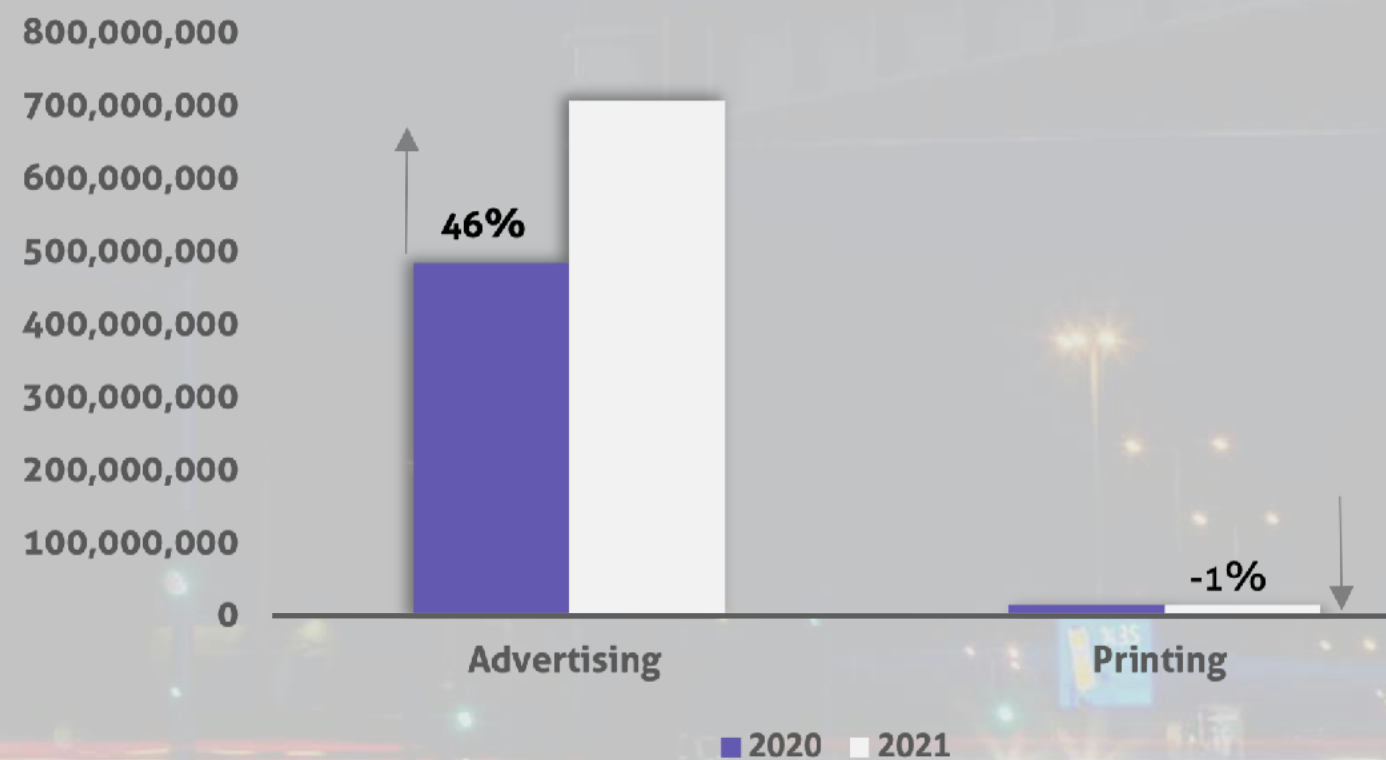
Income Statement Highlights

Item	2020	2021	YOY Growth %
Revenue	497,585,228	720,337,357	45%
Gross Profit	99,045,725	330,284,381	233%
Operating Profit	51,426,789	261,413,069	408%
Net Profit	25,200,862	206,247,959	718%



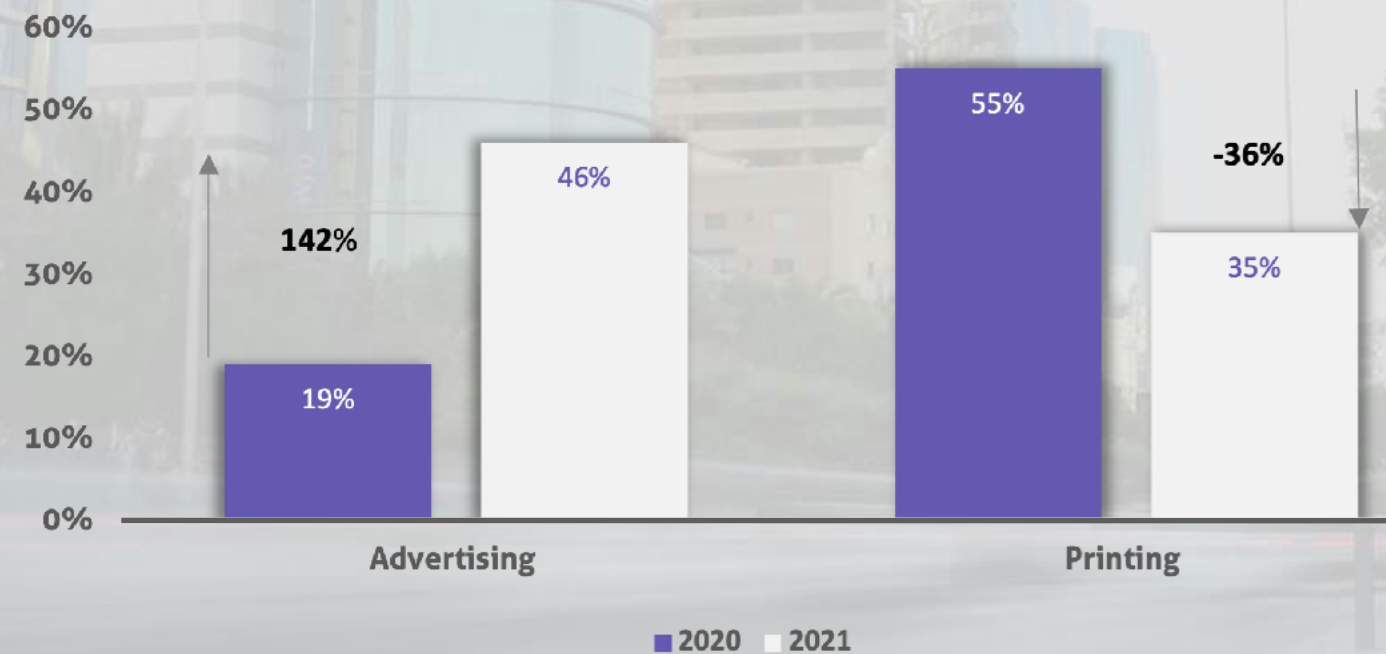
Results by Segments

Revenue by segment	2020	2021	YOY Growth %
Advertising	483,736,183	706,649,004	46%
Printing	13,849,045	13,688,353	-1%



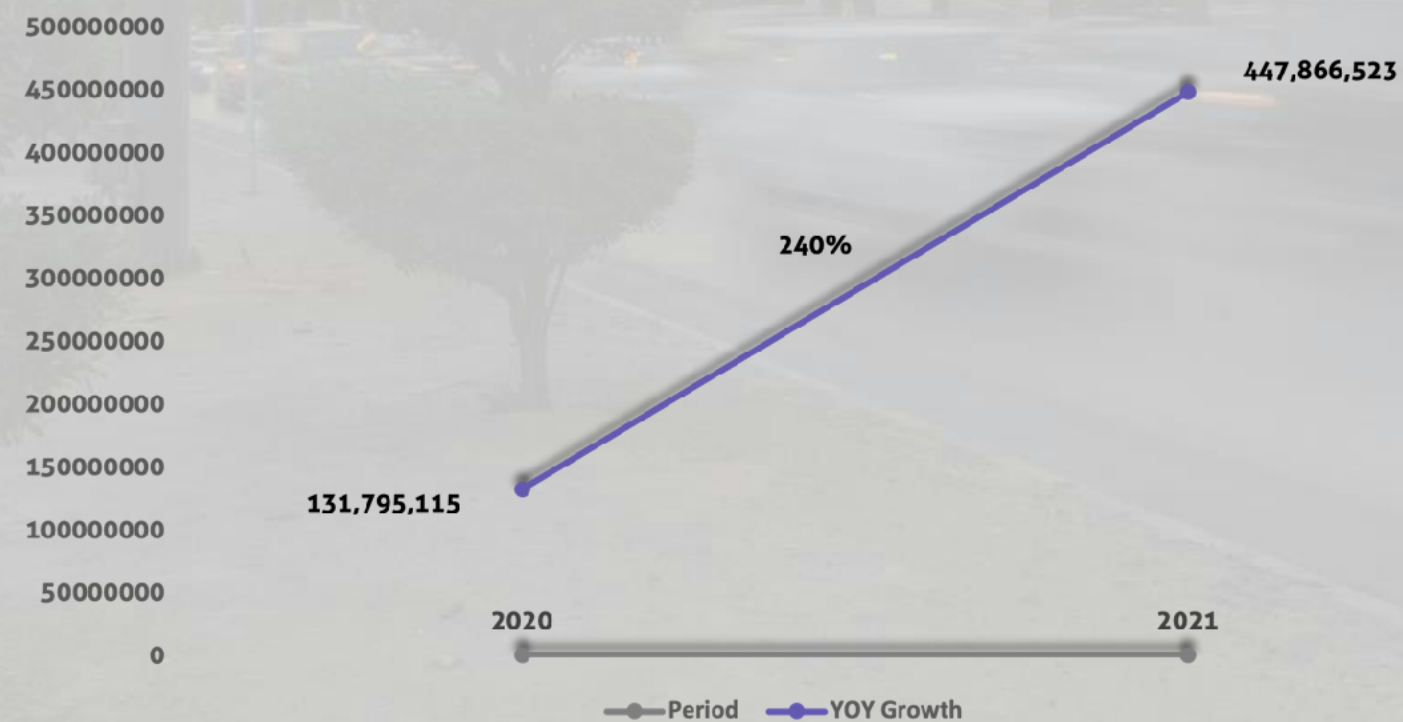
Results by Segments

Profit Margin by segment	2020	2021	YOY Growth %
Advertising	19%	46%	142%
Printing	55%	35%	-36%



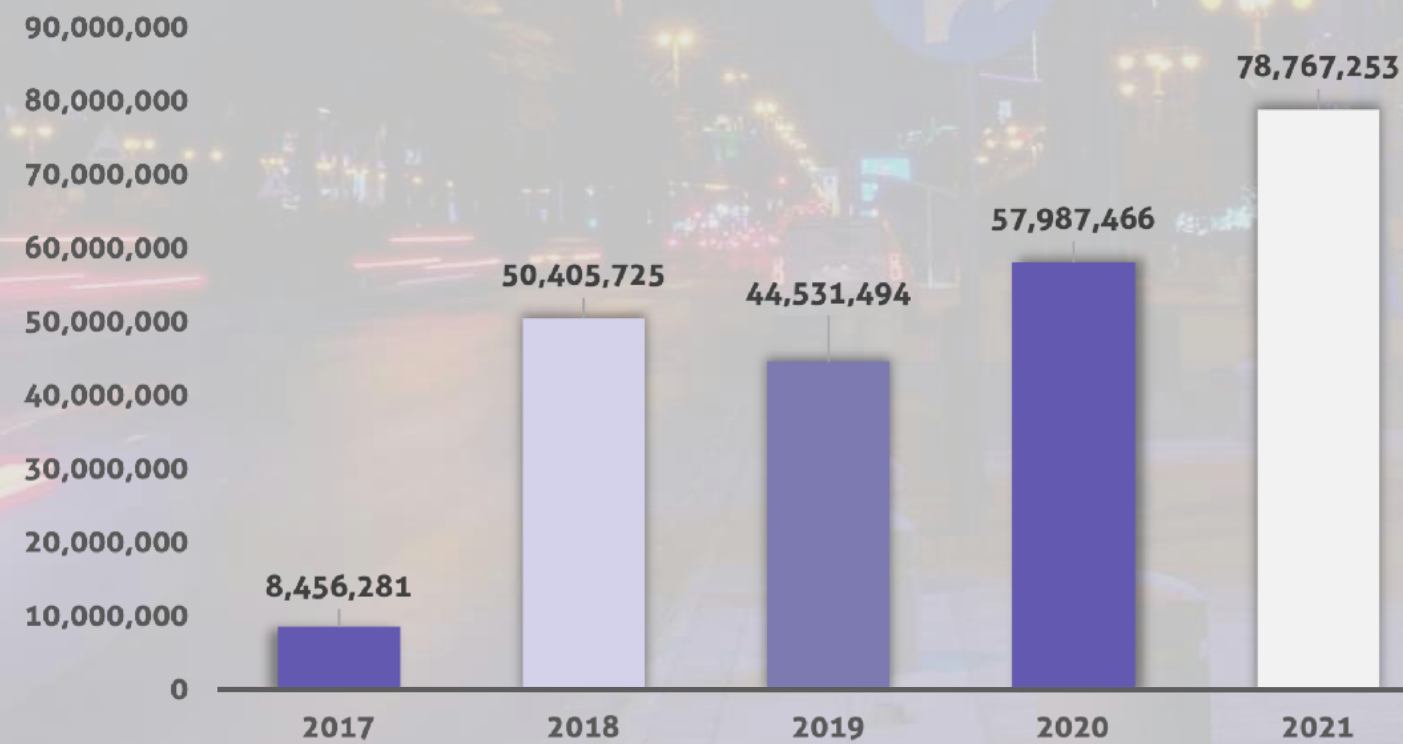
Loans of 2021

Period	2020	2021	YOY Growth %
STL	131,795,115	447,866,523	240%
LTL	0	0	0
Source	2020	2021	YOY Growth %
Gov / Semi Gov	0	0	0
Banks	131,795,115	447,866,523	240%

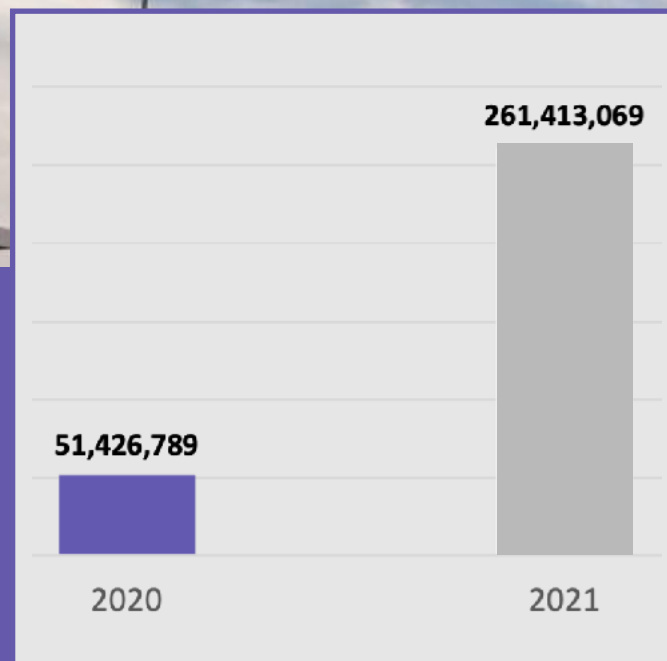


CAPEX Trend

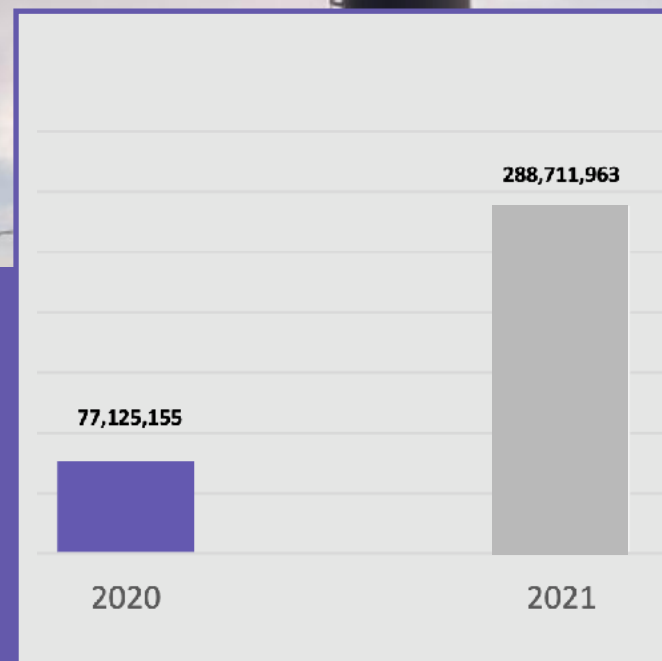
Year	CAPEX	YOY Growth %
2017	8,456,281	-
2018	50,405,725	496%
2019	44,531,494	-12%
2020	57,987,466	30%
2021	78,767,253	36%



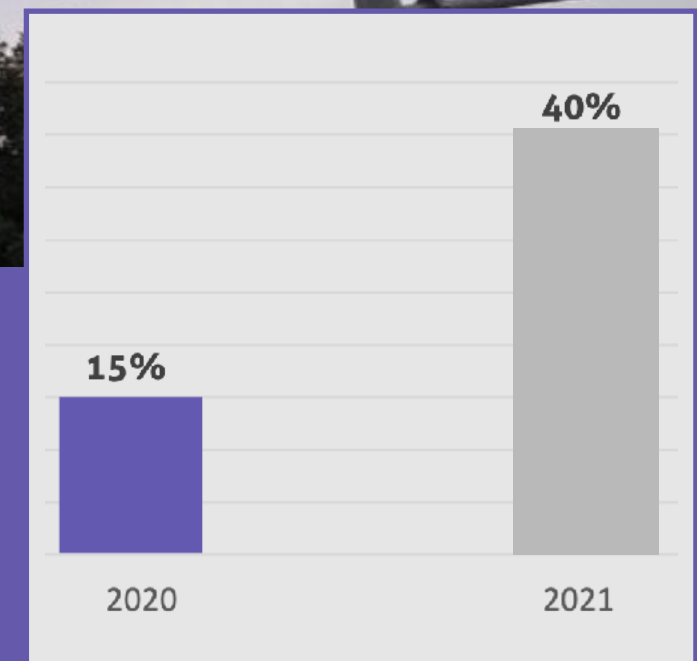
Financial indicators



EBIT

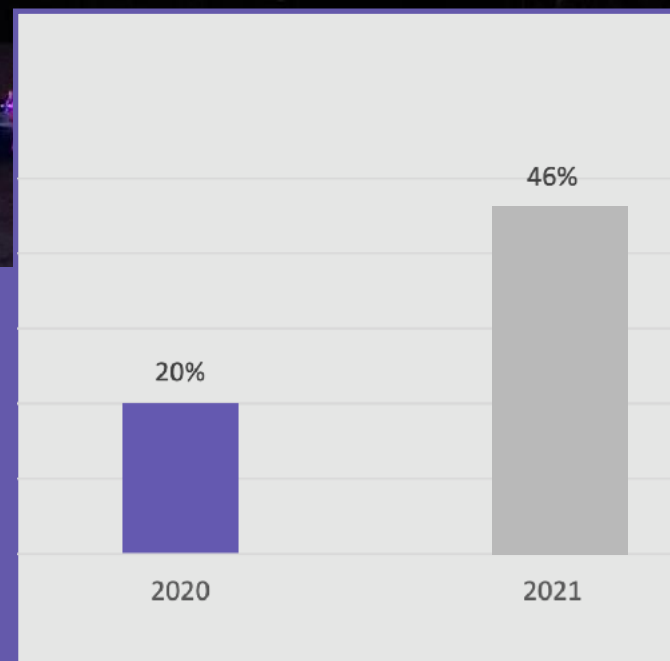


EBITDA

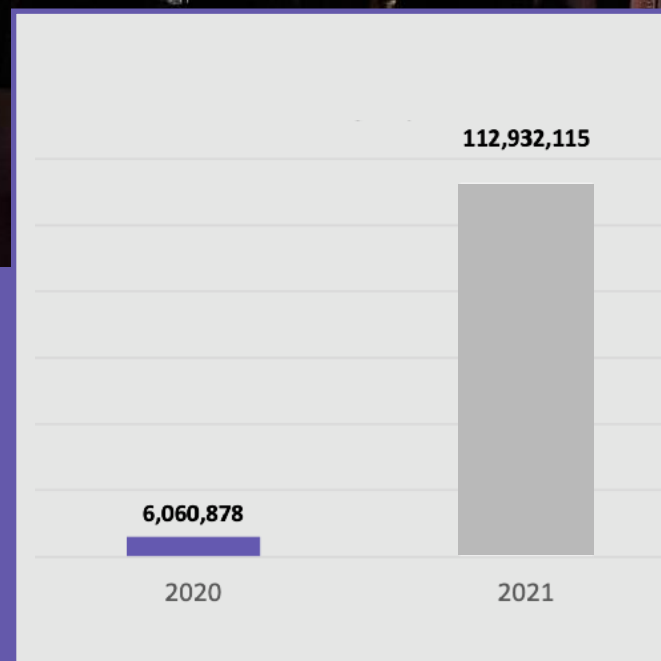


EBITDA % Sales

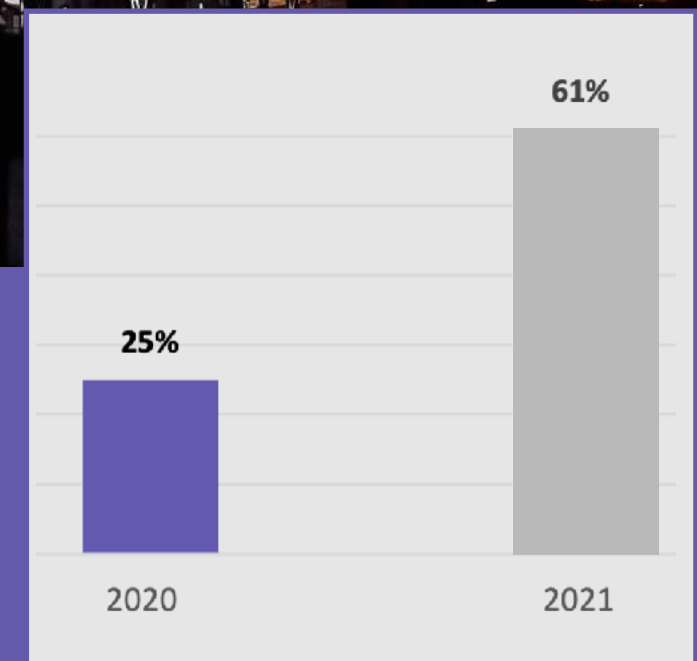
Financial indicators



Gross Profit Margin

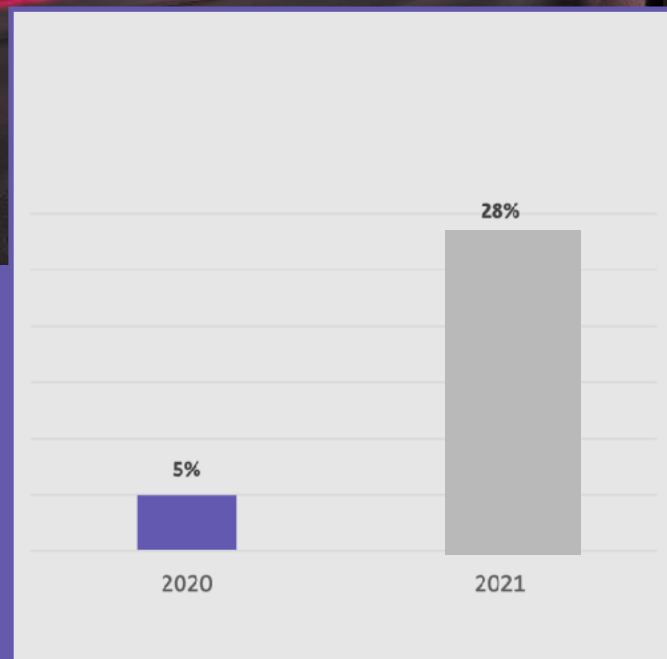


Working Capital

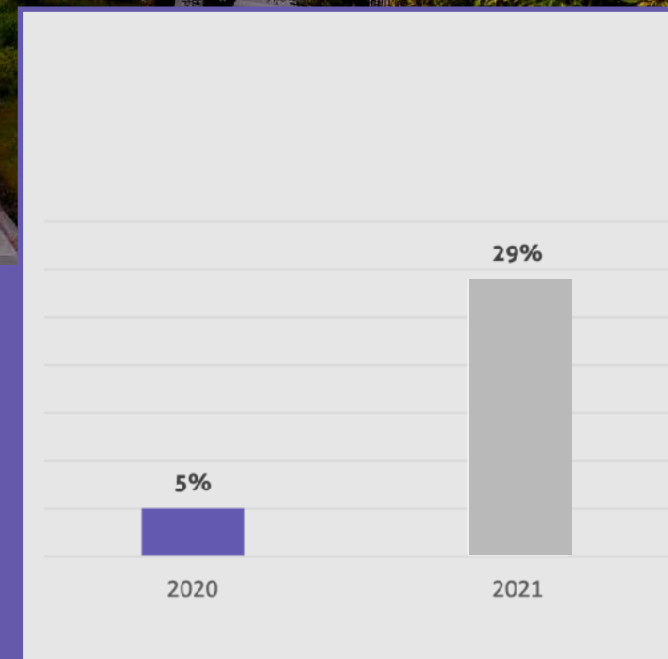


Debit / Equity

Financial indicators



ROE



ROR

Thank You

Rate Card



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