



Earnings

PRESENTATION FY2022

العربية
al arabia
الريادة
أن تكون الأكثر انتشاراً
في 5000 متجر في 150 دولة



TY OF ICE CREAM
Lounge & Experience



This document has been prepared by alarabia for information purposes only and is not and does not form part of nor should be considered advice, recommendation, offer for sale or solicitation of any offer to subscribe for, purchase or sell any securities, nor shall it or any part of it form the basis of or be relied on in connection with any contract or commitment whatsoever.

This document and information contained herein are provided on a recipient's request but do not take into consideration any investment objective, financial situation or particular needs of any recipient and are not designed with the objective of providing information to any particular recipient and only provides general information. alarabia assumes that each recipient would make its own assessment and seek professional advice, before taking any decision in relation to the information provided in the document. It is intended only for the recipient to whom the same is delivered by alarabia and should not be forwarded or relied on by any other person. This document and the information contained herein are confidential and may not be reproduced or disclosed to anyone other than the recipient to whom this information is directly provided by alarabia . It has been prepared on the basis of information believed to be reliable, but alarabia makes no guarantee, representation or warranty, express or implied, as to the accuracy, correctness or completeness of such information.

Under no circumstance will alarabia be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on the information in this document.

This document is intended for use only by the professional client to whom it is made available by alarabia. This document is not for distribution to non professional or retail clients or to any other party except to whom it is not directly provided by alarabia. alarabia does not propose to comment on any risk including the risk of insolvency of parties, tax implications or any regulatory, financial or operational risk associated with the information.

The distribution of this document in some jurisdictions may be restricted by law, and persons into whose possession this document comes should inform themselves about, and observe, any such restriction.



Abdulelah AlKhereiji

CHAIRMAN

“**AlArabia** Outdoor Advertising has always strived to be a leader in the outdoor advertising sector”.



Mohammed AlKhereiji

CHIEF EXECUTIVE OFFICER

“We are keen to maintain the development of international technology in field of Advertisement.”



1983

Arabian Contracting Services Co.



2006

Closed Joint-Stock Co.



2018

Digitalization Strategy



2021

Listed in the Saudi Exchange

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**

GROWTH

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

TRANSFORMATION

AlArabia Initiated the digital transformation strategy and started to install and operate digital billboards with special designs.

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 500,000,000) divided into fifty million (50,000,000) ordinary shares.
IPO Price SAR 100.

Content



A العربية
al arabia

الريادة
أن تكون
الأكثر انتشاراً
أكثر من 5000 لوحة
و19 ألف وجه

ALARABIA STRATEGY

Arabian Contracting Services Company

DAVID
GURTTA
S. partner

stc

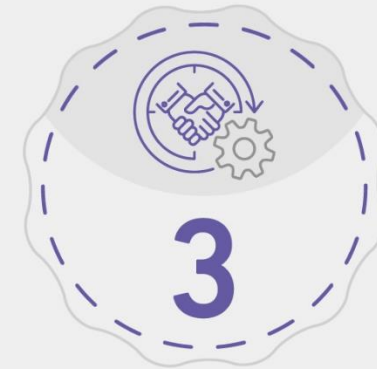
فندق
HOTEL



Continue to adopt latest technology
and data driven solutions



Maintain Market
Leadership



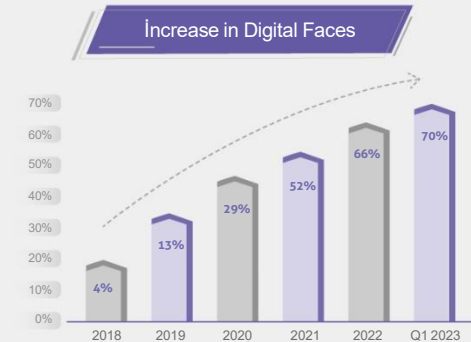
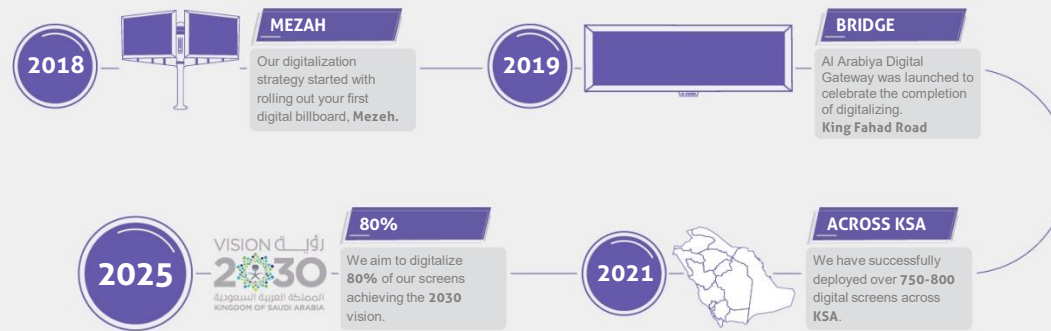
Expand to new markets
through strategic partnerships



1 Kingdom of Saudi Arabia

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

2 Continue Adopting Latest Technology And Data Driven Solutions



3 Expand To New Markets Through Strategic Partnerships



Red Sea



Qiddiya



Ad Diriyah



King Salman Park



Private Malls



AIUla



Neom



Amaala



Riyadh Metro

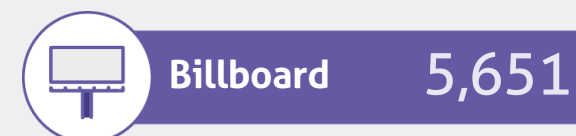
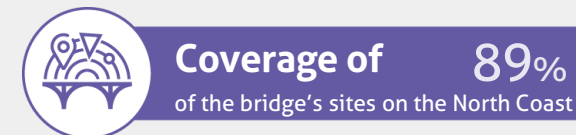
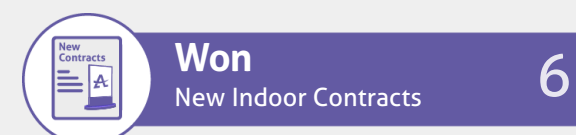
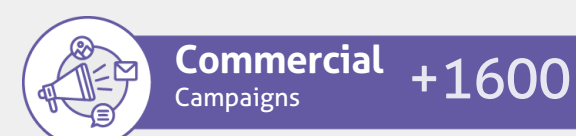
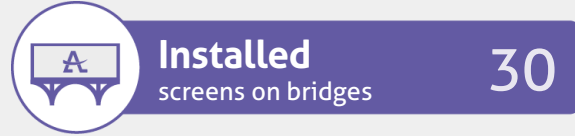
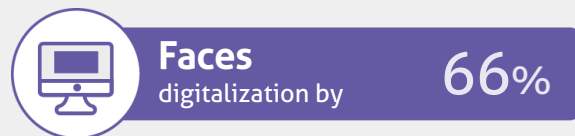
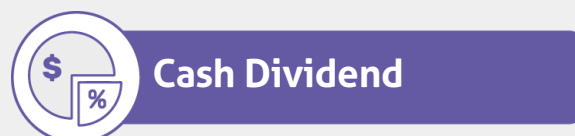
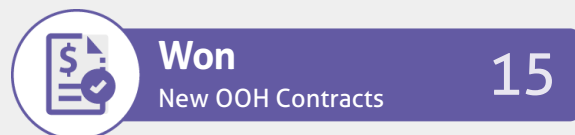
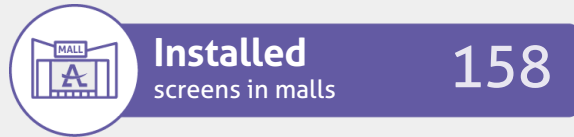
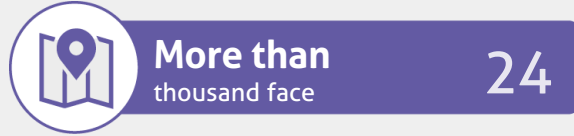
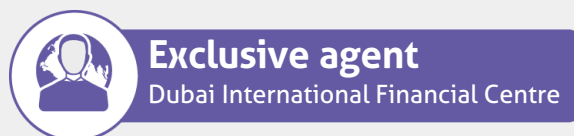
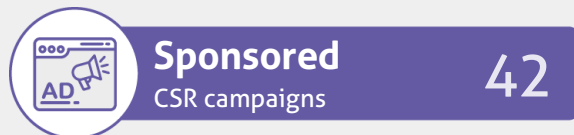
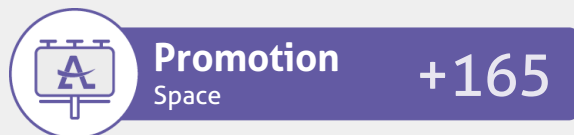
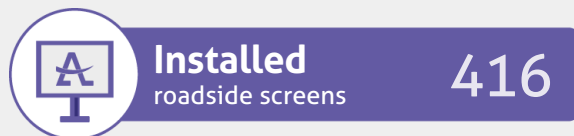
العربية
al arabia

لتصل... To reach
920033343

2022 KEY HIGHLIGHTS

Arabian Contracting Services Company

2022 Key Highlights





The number of contracts during
2022

1

Kingdom of Saudi Arabia

A Outdoor Advertising

Region	Number of Contracts	Number of Billboards	*Contracts Value
Central Region	8	233	38,413
Western Region	3	516	1,331,521
Eastern Region	1	1	193
Northern Region	2	120	8,141
Southern Region	1	2	498
Total	15	872	1,378,766

B Indoor Advertising

Region	Number of Contracts	Number of Billboards	*Contracts Value
Central Region	3	69	35,400
Western Region	3	109	14,750
Eastern Region	-	-	-
Northern Region	-	-	-
Southern Region	-	-	-
Total	6	178	50,150

*figures are in (Thousands) SAR

Distribution of billboards to the place of advertisement

Place of Advertisement	Number of Billboards
Outdoor	872
Indoor	178

Distribution of billboards according to the method of operation

Method of Operation	Number of Billboards
Digital	474
Static	576



The number of contracts during
2022

2

Egypt

Region	Number of Contracts	Number of Billboards	*Contracts Value
Cairo	9	34	59,157
Giza	1	1	1,013
The North Coast (City of EL Alamein)	1	12	4,092
Total	11	47	64,262

*figures are in (Thousands) SAR

Distribution of billboards to the place of advertisement

Place of Advertisement	Number of Billboards
Outdoor	47
Indoor	0

Distribution of billboards according to the method of operation

Method of Operation	Number of Billboards
Digital	38
Static	9

Type	Number of Billboards		Number of Faces	
	Saudi Arabia	Egypt	Saudi Arabia	Egypt
Digital	1,651	38	16,015	380
Static	4,000	9	8,500	18
Total	5,651	47	24,515	398

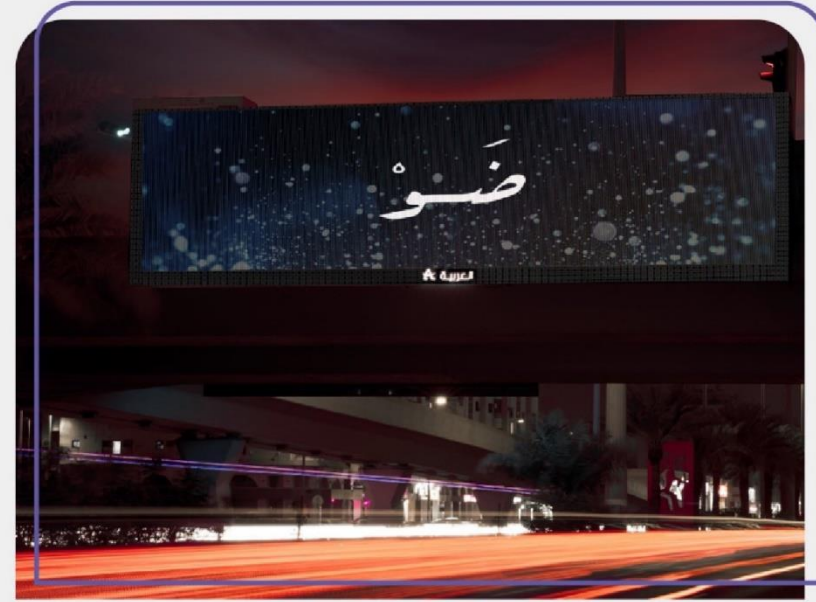
70%
Digitalization
as of 31 March 2023





Receiving 211 Sites For Billboards Instillation In Tabuk, Hail And Al-kharj

al arabia receiving **211 sites** for billboards installation in Tabuk, Hail and Al-Kharj, with lease contracts totaling **48,163,500 SAR** to expand its geographical scope and continue to distinguish its services according to the highest modern design and operational standards, in addition to enhancing its market share.



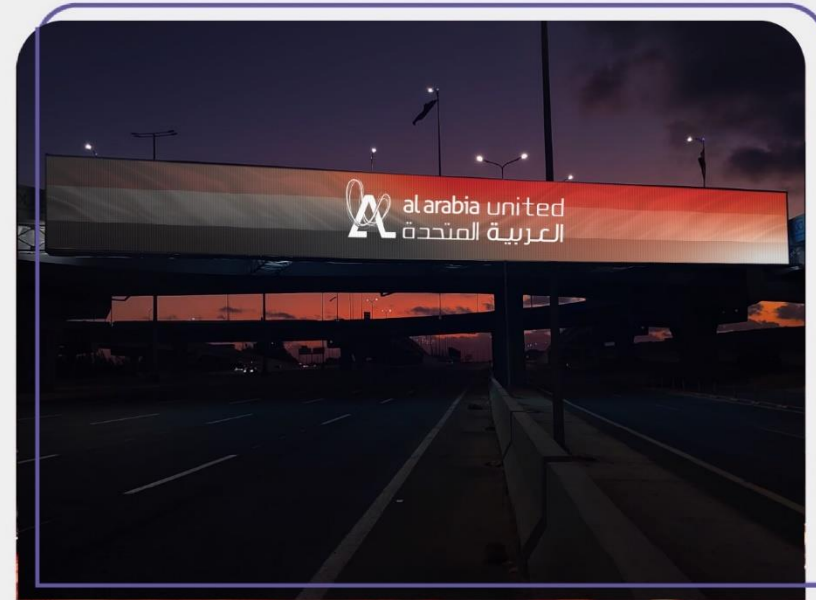
Winning The Bid For 40 Digital Billboards To Be Installed On Bridges And Tunnels In Jeddah City

al arabia won a bid to rent **40 billboards** of the type (digital) billboards to be installed on bridges and tunnels in Jeddah City, with a total amount of **1,000,160,000 SAR** for a period of **10 years**.



Increase The MBC Ownership in alarabia to be %20

MBC Group Holdings Ltd. has exercised its purchase option to **15%** of alarabia shares owned by Engineer Holding Group (one of the substantial shareholders). This will increase MBC Group Holdings Ltd.'s ownership percentage in alarabia shares to **20%**. This transaction reflects the confidence of MBC Group Holdings Ltd. in the current performance of alarabia and the strong positive prediction of its future growth.



Award Of Licensing Contract Through Arabiya United Company

alarabia awarded of licensing contract through Arabiya United company (an associate company) for the exploitation of **17 sites** in the northern coast of Egypt for the installation of **174 billboards** including **6 sites** to install digital billboards on bridges with a coverage of 89% of the bridge's sites, the value of the contract is **46,790,000 Egyptian Pounds** which equivalent to **9,264,420 Saudi Riyals**.



Signing an Agreement with Elan Media Advertising

Elan Media Advertising Company is a leading media group that owns and operates various outdoor and indoor advertising and media platforms in Qatar and granting al arabia exclusive representative in the (external) advertising portfolios and acquires exclusive rights and that's to locate and attract customers and businesses in the local market in Kingdom of Saudi Arabia, Egypt, Bahrain, and Kuwait during the FIFA World Cup 2022 held in Qatar.



Signing an Agreement with Elevision Media

Elevision Media is a leading digital advertising company for residential and office complexes (which owns the full advertising rights of the Dubai International Financial Center-DIFC), Elevision Media appointed al arabia as an exclusive agent for advertising in Dubai International Financial Center and its affiliated areas.



Signing of a purchase agreement with Faden Media for the full acquisition

alarabia has entered a purchase agreement to acquire the entire shares of Faden with a capital of twenty-five million **(25,000,000)** Saudi Riyals, thus, Faden Media will be fully owned by **100%** to Arabian Contracting Services Co.



Signing of an exclusive agent agreement with Al Bait Development and Constructions LLC.

alarabia signing of an agreement with Al Bait Development and Constructions LLC. to become the exclusive agent for advertisements in the Clock Towers Centre in Makkah Al-Mukarramah for a period of 5 years.

Financial Performance

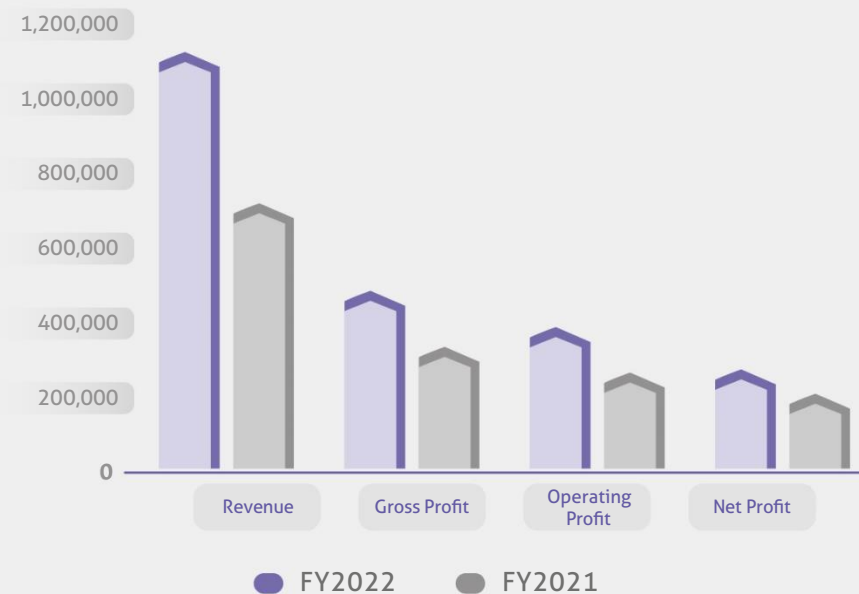
Arabian Contracting Services Company

الإسلام
الإسلام
الإسلام

Income Statement Highlights

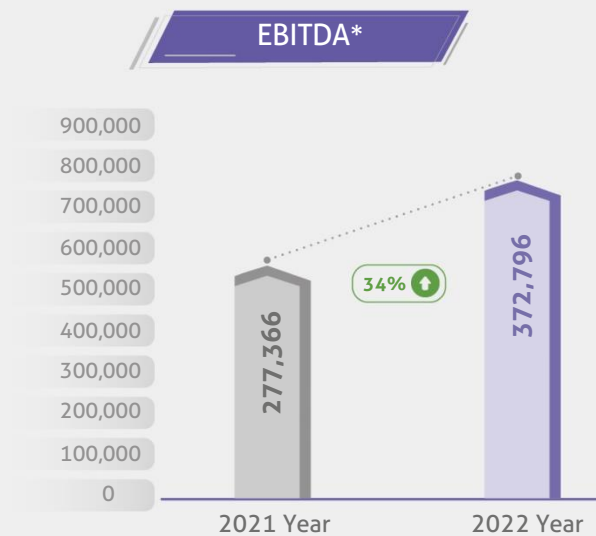
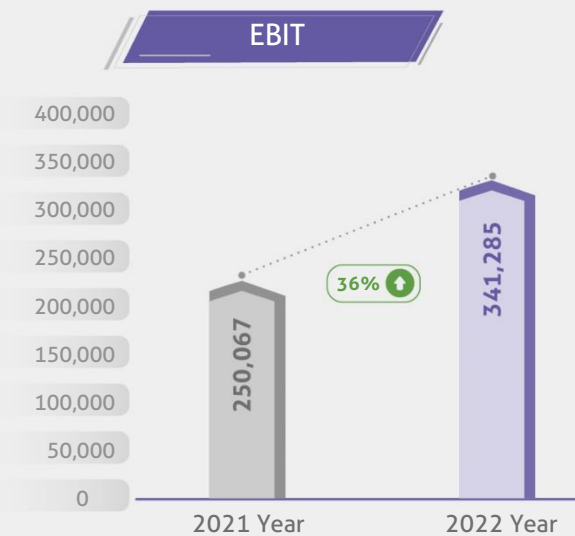
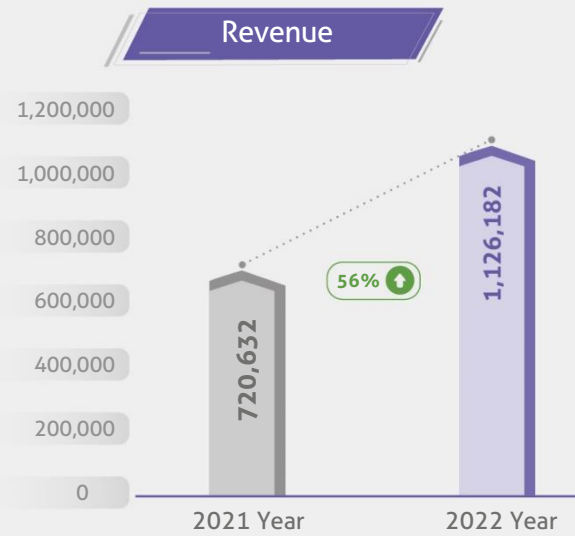
Key Figures (SAR Thousand)	2022	2021	Change (%)
Revenue	1,126,182	720,632	56% ↑
Gross Profit	486,989	330,284	47% ↑
Operating Profit	383,960	261,330	47% ↑
Net Profit	274,700	206,247	33% ↑
*Adjusted Net Profit	308,146	206,247	49% ↑

* Profit after adding the one-offs during the year 2022.



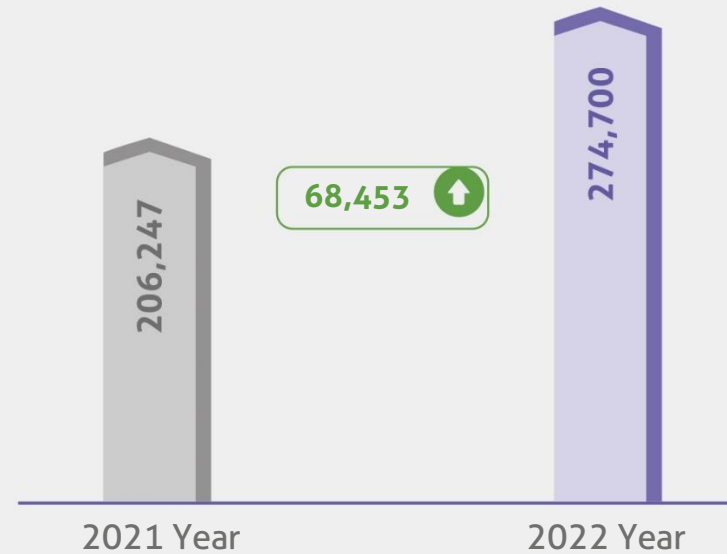
All figures are in (Thousands) SAR

Income Statement Highlights



*Not include right-of-use Depreciation

All figures are in (Thousands) SAR

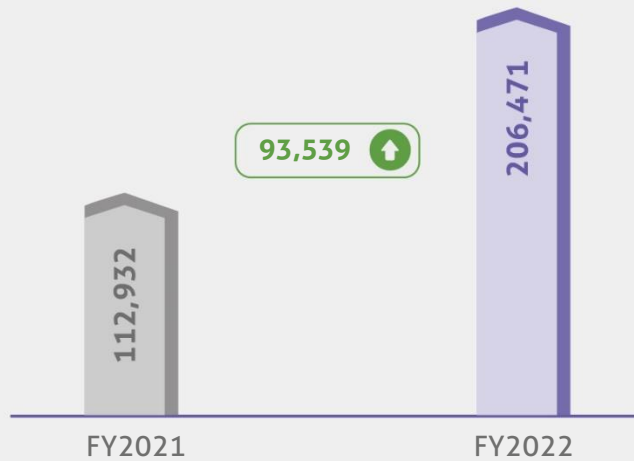


The reason behind increase in net profit for the year **2022** compared to the previous year **2021** is due to several main reasons, including focusing on the company's approach and strategy in digital transformation operations and continuing geographical expansion locally and regionally, which resulted in entering into new strategic alliances and projects that support the company's marketing and advertising plans, in addition to achieving sustainable growth in all operating sectors of the company.

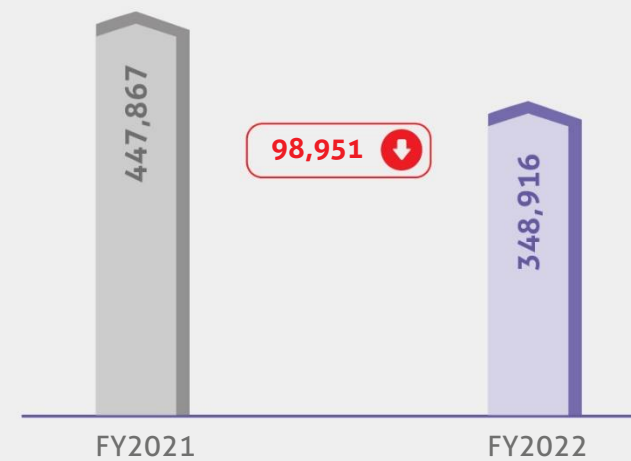
The continuation of the digital transformation processes contributed to the growth of the clients base and the increase in the advertising spaces available to the company, which increased the capacity in order to accommodate more advertising campaigns

All figures are in (Thousands) SAR

Working Capital

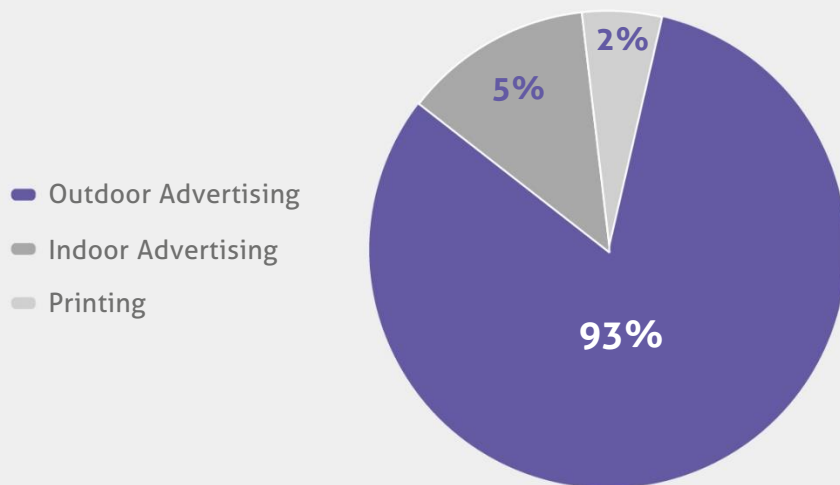


Loans From Banks

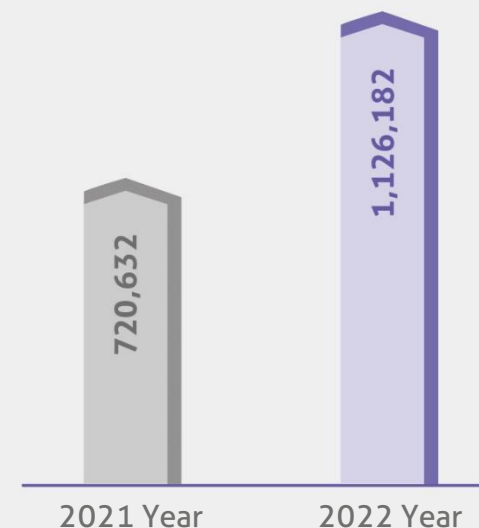


The working capital as of December 31, has increased from **SAR 112.9 million** for the previous year to **SAR 206.5 million** for the year 2022 by **83%**, this is due to a decrease in the short-term loans and bank facilities by **22%** and a decrease in the lease liabilities – the current portion by **38%**.

All figures are in (Thousands) SAR



- Outdoor Advertising
- Indoor Advertising
- Printing



The outdoor advertising revenues for the Year **2022** amounted to **SAR 1.046 billion** compared to **SAR 678.8 million** for the prevision year, with an increase of **.54%**



The Indoor advertising revenues for the Year **2022** amounted to **SAR 59.8 million** compared to **SAR 28.1 million** for the prevision year, with an increase of **113%**.



The printing revenues for the Year **2022** amounted to **SAR 20.0 million** compared to **SAR 13.7 million** for the prevision year, with an increase of **46%**.

All figures are in (Thousands) SAR

Financial Indicators as of 31 DEC 2022



CAGR - FOR 2 YEARS

%50.4



ROAA

9%



ROAE

35%



ROR

24%



EPS

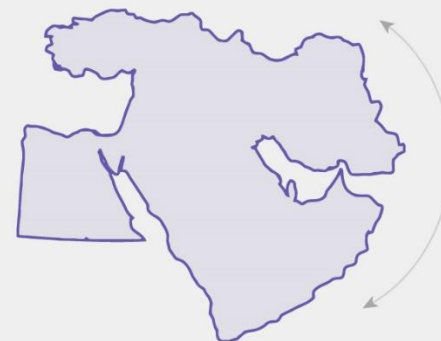
5.49 SAR



D/E

43%

Market Share



More than

62.3%

Foreign investor's ownership percentage

In one year, the company's performance was attractive to local and foreign investors.

Alarabia has one of the highest percentages in QFI among the 9 other companies that were listed in 2021.

ALARABIA RANKED

11th

PLACE by Revenue

* Largest Outdoor Advertising companies Worldwidw in **2017** by revenue in million USD [Statista.com](https://www.statista.com)

Thank You!

Investor Relations

-  alarabia_ooh
-  alarabia_ooh
-  Alarabia OOH
-  IR@alarabia.com
-  966 11 271 6940
- www.al-arabia.com

Rate Card

