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Alandalus Property is a pioneering Tadawul-listed real estate company involved in the investment, development and operation of incomegenerating properties across the Kingdom of Saudi Arabia



Mission

To develop and operate unique and compelling destinations differentiated by engaging guests, customers and communities through experiences that foster loyalty, frequency of visits and lifetime value which ultimately drive and sustain unparalleled growth

Vision

To become the most admired and awarded developer of preferred destination spaces by leading the transformation from transactional to engagement-focused destinations in the Kingdom of Saudi Arabia

2019 Achievements

- Launch of Al Marwa Centre in Jeddah
- Expansion of Offices segment
- Awarded Best Retail Developer for the Year 2019 Award by Forbes Middle East
- Hayat Mall awarded Excellence Award for Performance Improvement through the
 Digital Transformation Initiative
- Chosen among Top 20 companies applying principles of corporate governance, by
 the Corporate Governance Center of Al-Faisal University

FY 2019 Performance at a Glance

>30m

Total Mall Footfall

176m

Revenue (SAR)

58%

Gross Profit Margin

98%

Avg Occupancy Rate of Regional Malls Portfolio

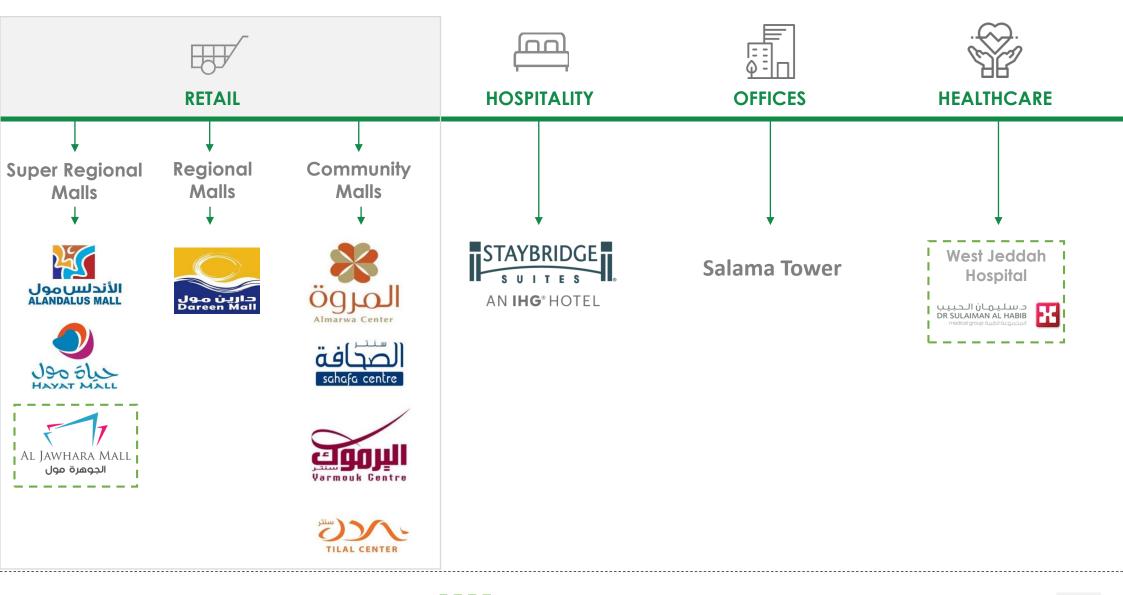
59%

Operating Profit Margin

72%

EBITDA Margin

Commercial Sectors



Strategic Objectives

Each business unit has a common set of strategic objectives that drive operations and functional focus

Stakeholder Engagement



Collaborate with all stakeholders to develop and provide

exceptional
consumer
engagement
through all services
and offerings within,
across, and outside
Alandalus Property
developments

Operational Performance



Drive footfall by enhancing the consumer experience through continuously incorporating best practices and identifying new ideas, while optimizing organizational efficiency, productivity and

costs

Project Acquisition



Identify and selectively invest in developing new or existing projects and services that position the Company's properties as the preferred destination for consumers

Strategic Investments & Partnerships



investments and partnerships at regional and global levels in order to expand the portfolio across offerings, services and developments that cater to consumer needs

Our Six Pillar Strategy to Enhance Value & Generate Growth

Pillars



Retail offerings

- Partner with key retail houses
- Incentivize interactive engagement
- Curated for primary & secondary targets



Food & Beverage

- Distinctive with mix of Dine-in, Food courts, Café's and Snacking options
- Focus on visualization, personalization, education and interaction



Entertainment

- Unique, differentiated multipurpose
- Strive for geographic exclusivity for select offerings
- Curate safe, friendly, social, playful and active spaces



Services

- Leverage service-oriented tenants as means of engagement
- Continuous identification of new services
- Prioritize services that engage target demographic



Interactive Engagement

- Physical and digital platform
- Identify and improve consumer journeys
- Create fun, exciting and rewarding experience for consumers



Neighboring Developments

- Locate new developments in trafficgenerating areas
- Reflect attributes of surrounding attractions in developments
- Global and local partnerships

Engagement driven through the right mix and selection of tenants

Activation across journey

Ecosystem multiplier effect

Enablers

Principles

Leasing & Contracting

Project Management Office

Technology & Digital

Architecture & Design

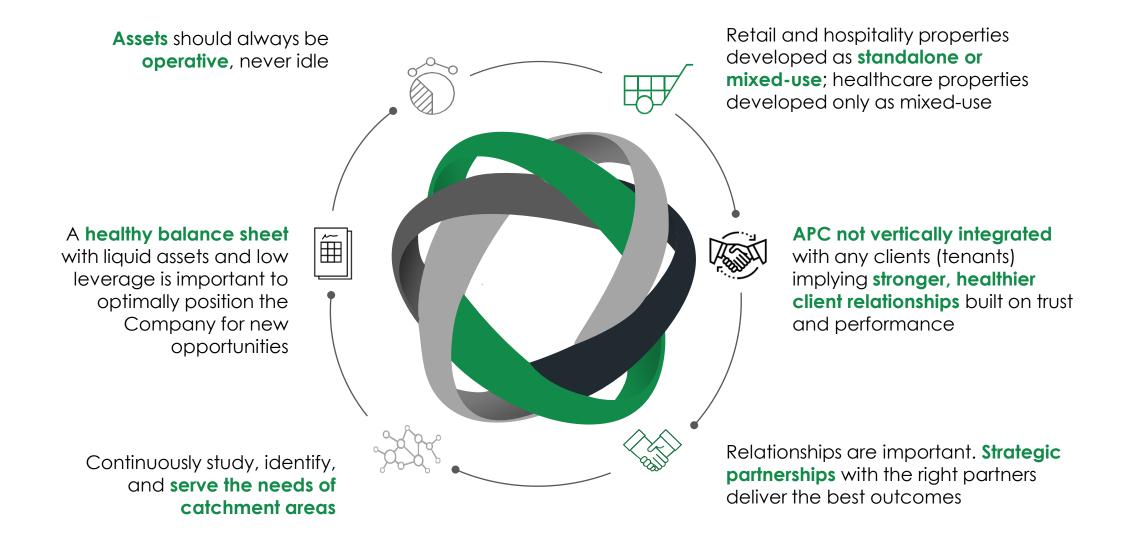
Business Development

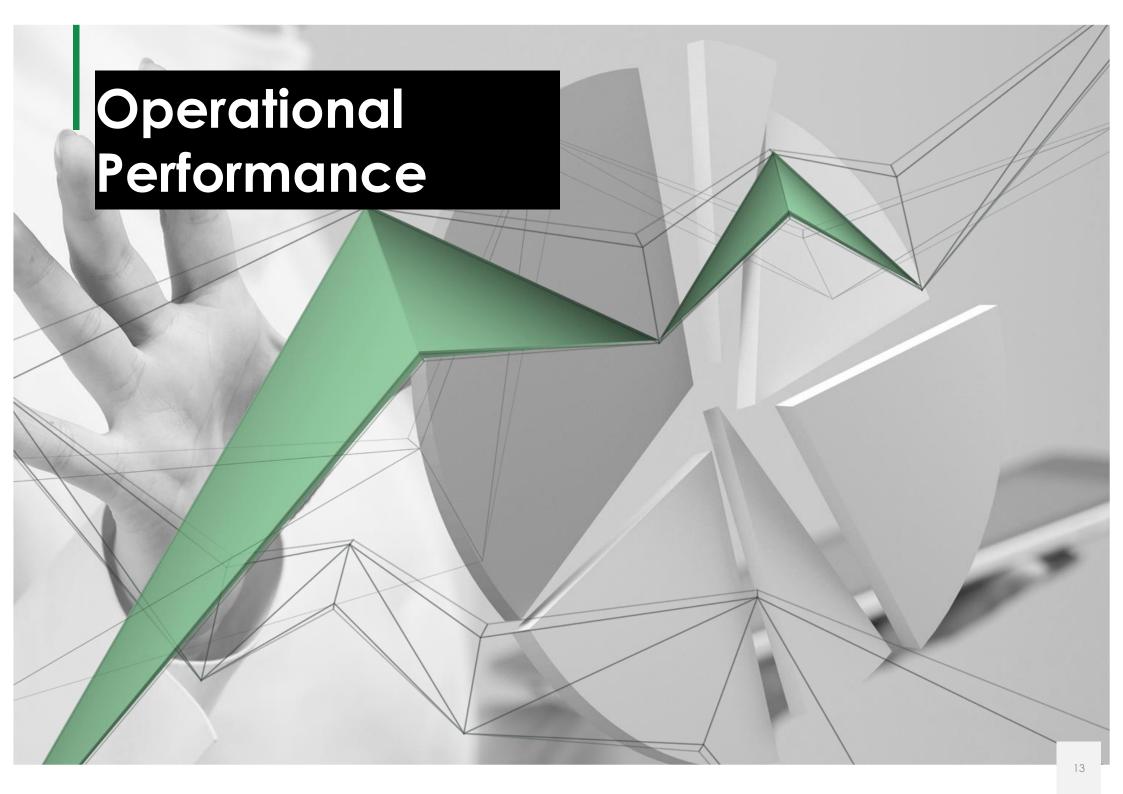
Marketing & Events

Training & Capability development

Retail relations

Commercial Principles





Retail

TYPE		# OF MALLS	GLA	TOTAL FOOTFALL
	Super Regional Malls	2	184k	25 million
	Regional Malls	1	47k	5.5 million
	Community Malls	4	27k	N/A

Hospitality

Profile

Location: Jeddah

Area: 28,255 sqm

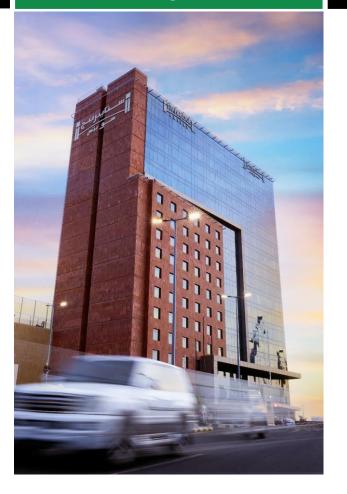
Ownership: Al Ahli REIT Fund I

(68.73% APC)

Operated by: Intercontinental

Hotels Group (IHG)

Staybridge Suites



FY 2019 Performance

Occupancy Rate: 43%

RevPAR: SAR 239

Offices

Profile

Location: Jeddah

Net Leasable

Area:

28,255 sqm

Ownership: Al Ahli REIT

Fund I (68.73%

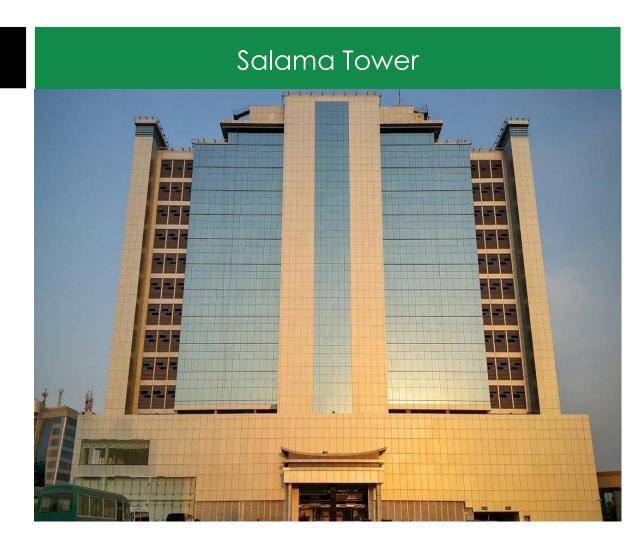
APC)

Annual Rental

Value:

SAR 23 million

Rental Period: 5 years



Ongoing Developments

Al Jawhara Mall

Location: • Jeddah

Type: • Super Regional Mall

Area: ■ 124,880 sqm

Ownership: Al-Jawhara Al-Kubra (25% APC)

Total expected project cost: • SAR 873 million

Expected Opening: • Q1 2022



West Jeddah Hospital

Location: • Jeddah

Type • Healthcare

Area: ■ 30,251 sqm

Ownership: • West Jeddah Hospital Company (50% APC)

Total expected project cost: • SAR 1.56 billion (incl. land value)

Progress: 2.5% of total project

Expected Opening: • Q2 2023

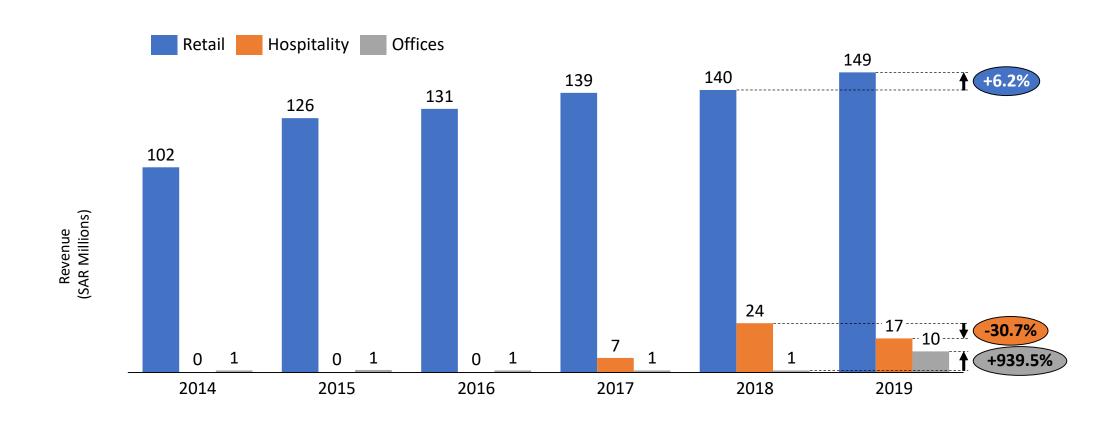




Revenue

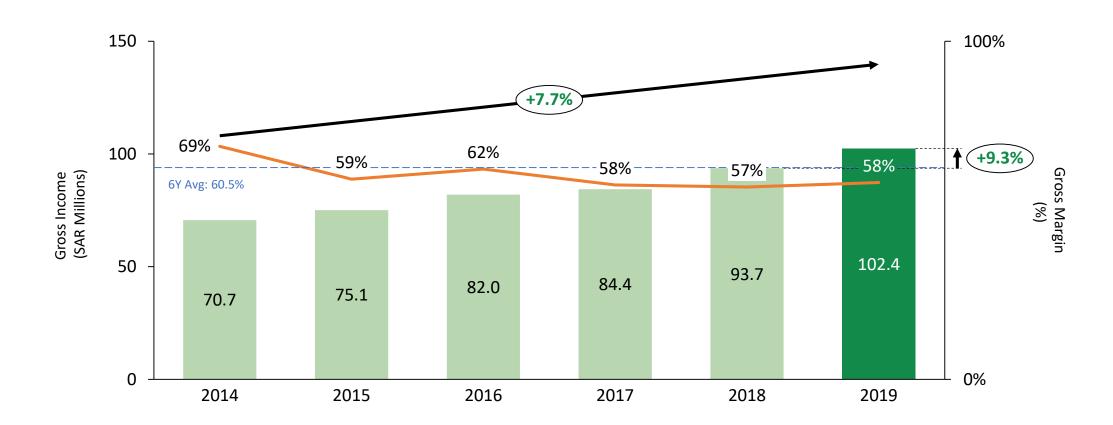


Revenue by Business Segment



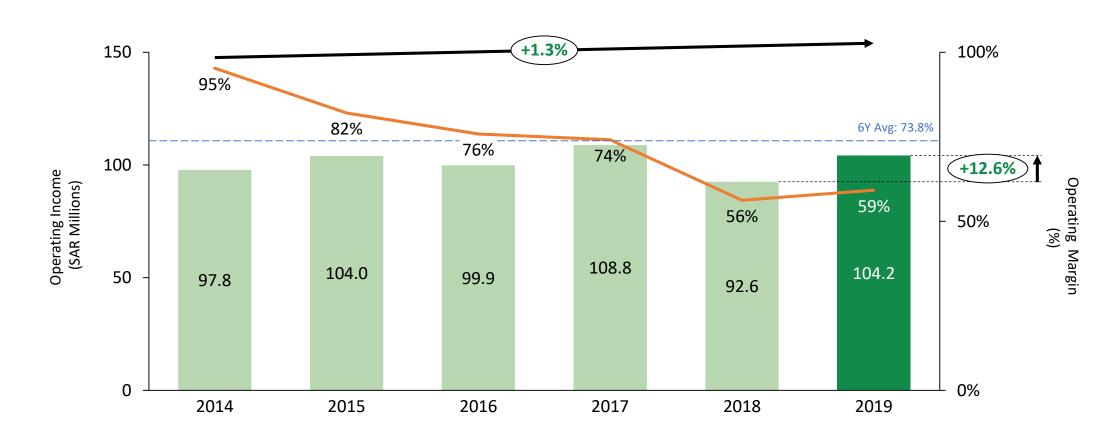
Gross Income & Margin

— Gross Margin (%) Gross Income (SAR Million)



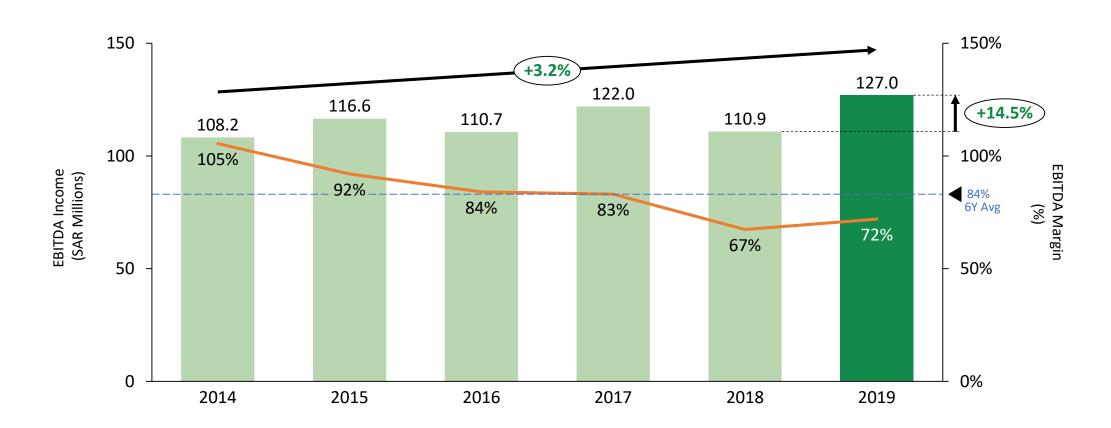
Operating Income & Margin





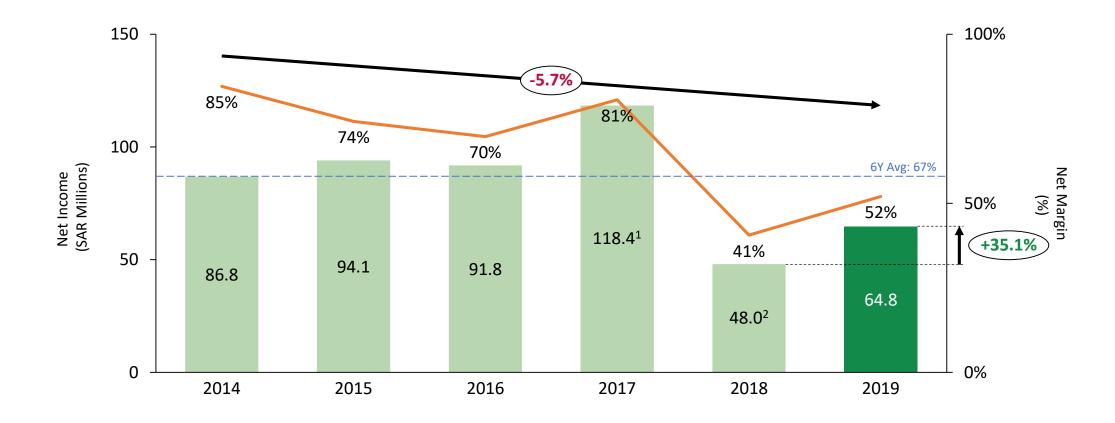
EBITDA & Margin

— EBITDA Margin (%) EBITDA (SAR Million)



Net Income (shareholders) & Margin

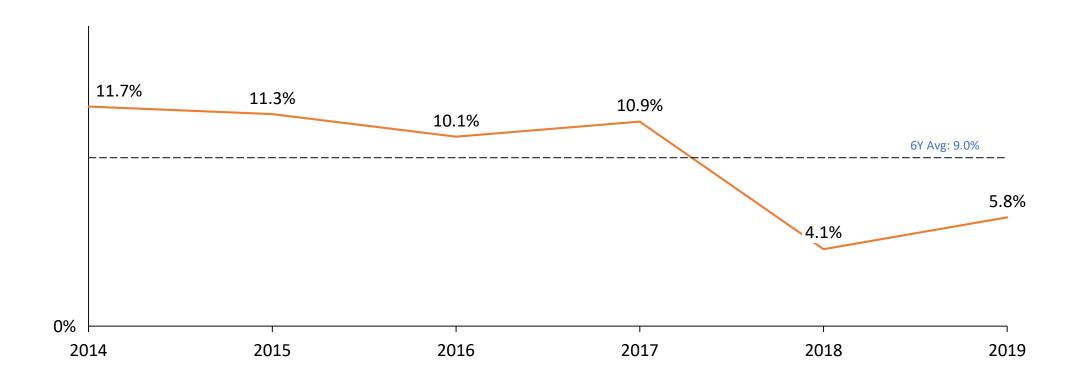




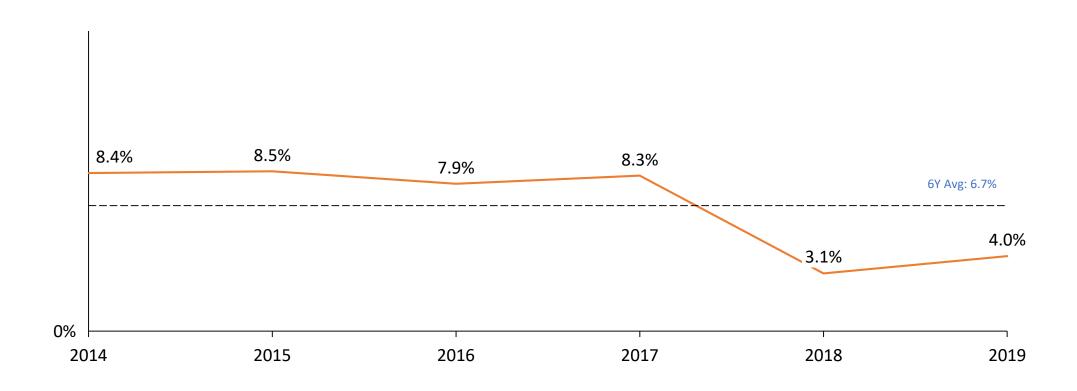
^{1 –} Includes Extraordinary Capital Gain of SAR 22m

² – Change in ownership of Alandalus Mall and Staybridge Suites from 100% to 68.73%

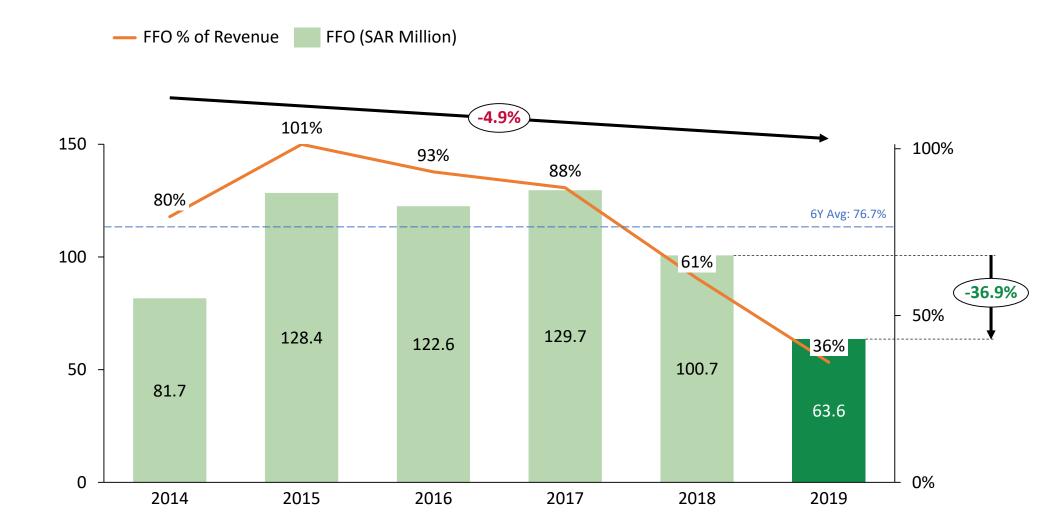
Return on Equity (ROE)



Return on Assets (ROA)

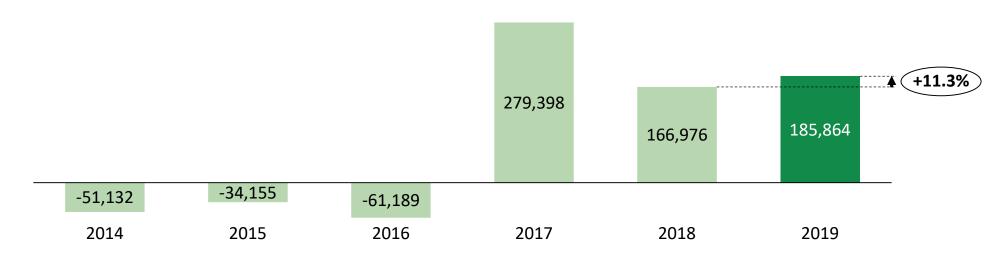


Funds From Operations (FFO)

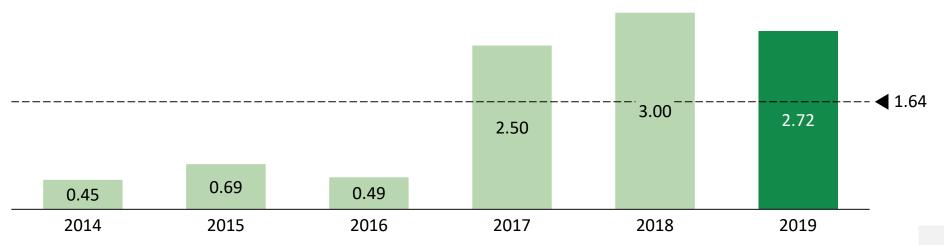


Liquidity

Net Working Capital

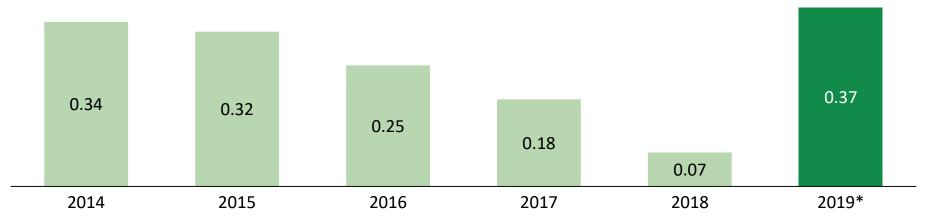


Current Ratio

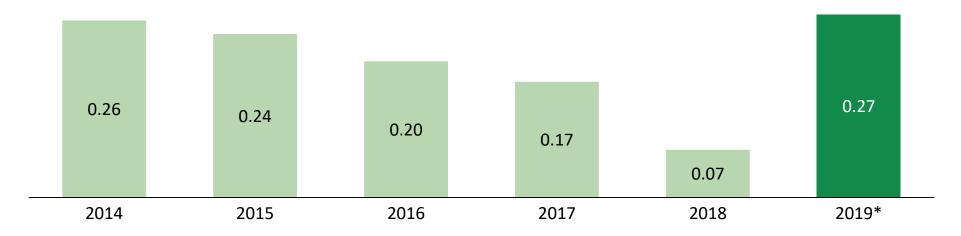


Leverage





Debt-Assets Ratio



Consolidated Balance Sheet as at 31 Dec 2019

