

INVESTOR PRESENTATION

ATAA EDUCATIONAL COMPANY







9M 2024






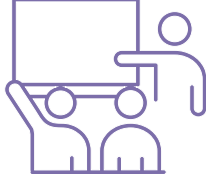
Introduction to Ataa Educational Company (“Ataa”)

Ataa snapshot


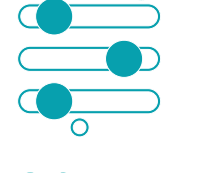


Financial strength¹

| | |
|---|-----------------|
|  | 498M SAR |
| Net Revenue | |
|  | 31% |
| EBITDA Margin | |
|  | 9% |
| Net Income Margin | |
|  | 3.5x |
| Net debt/EBITDA | |

Market leadership¹

| | |
|---|---------------------|
|  | 1st |
| Largest school operator in Riyadh (2024) | |
|  | 10% |
| Market share in Riyadh (2024) | |
|  | 44,260 |
| Students enrolled in Ataa | |
|  | 6 |
| Different curricula taught | |
| | across 22 Complexes |

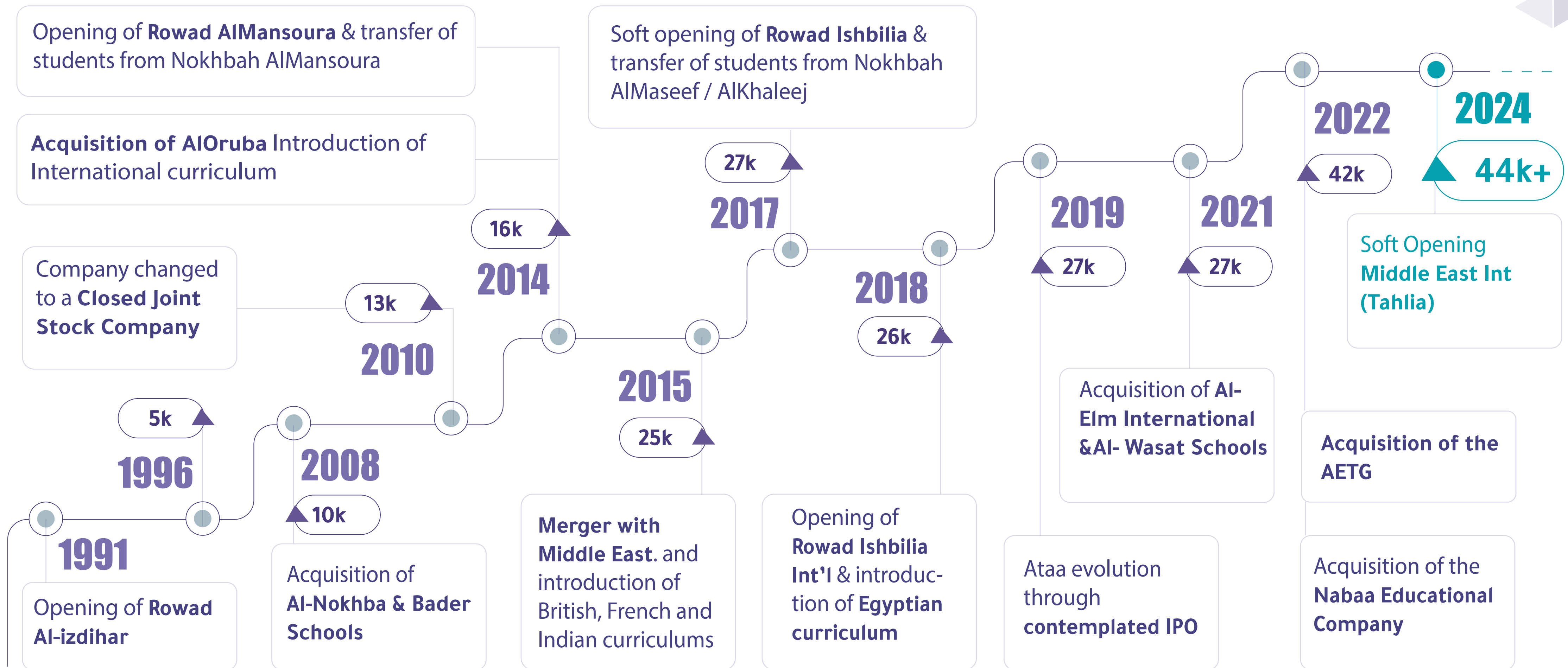
Strong fundamentals¹

| | |
|---|-----------------|
|  | ~ 3,500 |
| Teachers employed by Ataa | |
|  | 32 Years |
| Of operating history | |
|  | 71% |
| Utilization across schools | |
|  | 13x |
| Student to teacher ratio across schools | |

Leading K-12 operator with one of the most diversified offerings in KSA

Ataa key milestones

Our journey so far



- Modern Middle East International** An Nahdah
- Middle East International** Ishbilyah
- Middle East International** Al Muruj
- Middle East International** Al Wurud
- Jeel Al-majed International** Umm Al Hamam Al Sharqi
- Middle East - Indian** Sulaymaniyah
- Middle East - French** Tahlia
- Al Oruba International School** Ar Rafiah
- Al-Alson International School** Al Murabba
- Al Yasmin International School** Al Malaz

- Almanahj Private School** Al Ghadir
- Amjad Qurtaba P. School** Qurtubah
- Rowad Private School** Ishbilyah
- Rowad Private School** Al Izdihar
- Al jawdah Private School** Al Mughrizat
- Rowad Private School** Alandalus
- Al Wsat Private School** As Salam
- Rowad Private School** Ar Rawabi
- Al-Faizr Private School** Ar Rahmaniyyah
- Rowad Private School** Al Mansourah
- Nokhba Private School** Al-karj

● East of Riyadh ● North of Riyadh ● Central Riyadh ● West of Riyadh ● South of Riyadh

Consolidated Financial Results



| | 9M 2024 | 9M 2023 |
|-----------------|-----------------|-----------------|
| Revenues | 498M SAR | 491M SAR |
| | 2% Growth | |



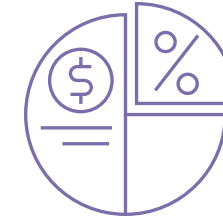
| | 9M 2024 | 9M 2023 |
|---------------|-----------------|-----------------|
| EBITDA | 155M SAR | 148M SAR |
| | 5% Growth | |



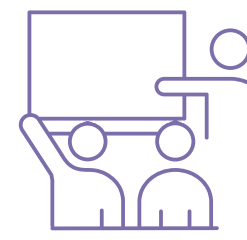
| | 9M 2024 | 9M 2023 |
|--------------------------|---------------|---------------|
| Number Of Student | 44,260 | 45,151 |
| | (2)% Decline | |



| | 9M 2024 | 9M 2023 |
|-------------------|---|----------------|
| Net Income | 44M SAR | 41M SAR |
| | share holders of the company Margin 9% | Margin 10% |
| | 7% Growth | |



| | 9M 2024 | 9M 2023 |
|----------------------|------------|------------|
| EBITDA Margin | 31% | 30% |



| | 9M 2024 | 9M 2023 |
|--------------------------------|-----------|-------------|
| Student / Teacher ratio | 13 | 12.9 |

| | | |
|---------------------------|-----------------|-----------------|
| Earnings per share | 1,06 SAR | 0,98 SAR |
|---------------------------|-----------------|-----------------|

Introduction to Ataa Educational Company (“Ataa”) Educational sector



| | 9M 2024 | 9M 2023 |
|-----------------|-----------------|-----------------|
| Revenues | 473M SAR | 456M SAR |
| | 4% Growth | |



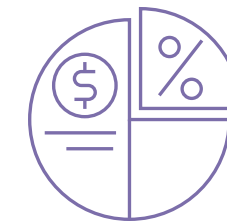
| | 9M 2024 | 9M 2023 |
|---------------|-----------------|-----------------|
| EBITDA | 161M SAR | 155M SAR |
| | 4% Growth | |



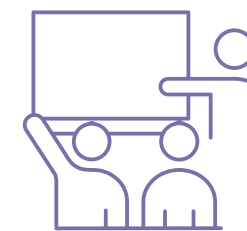
| | 9M 2024 | 9M 2023 |
|--------------------------|---------------|---------------|
| Number Of Student | 44,260 | 45,151 |
| | (2)% Decline | |



| | 9M 2024 | 9M 2023 |
|-------------------|--|----------------|
| Net Income | 57M SAR | 57M SAR |
| | share holders of the company Margin 12% | Margin 14% |



| | 9M 2024 | 9M 2023 |
|----------------------|------------|------------|
| EBITDA Margin | 34% | 34% |



| | 9M 2024 | 9M 2023 |
|--------------------------------|-----------|-------------|
| Student / Teacher ratio | 13 | 12.9 |

| | | |
|-------------------------|------------------|------------------|
| EBITDA / Student | 3,626 SAR | 3,432 SAR |
|-------------------------|------------------|------------------|

Key Financial Summary



Robust financial performance

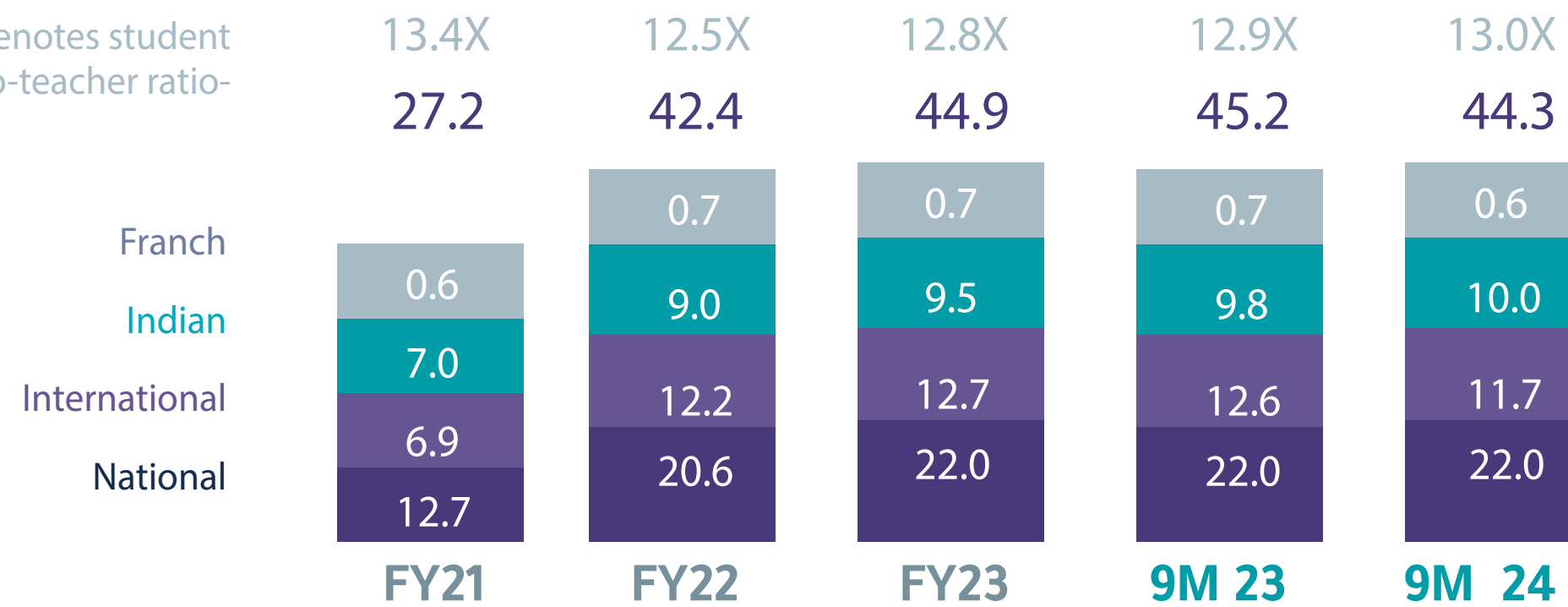
despite economic headwinds



Number Of Student

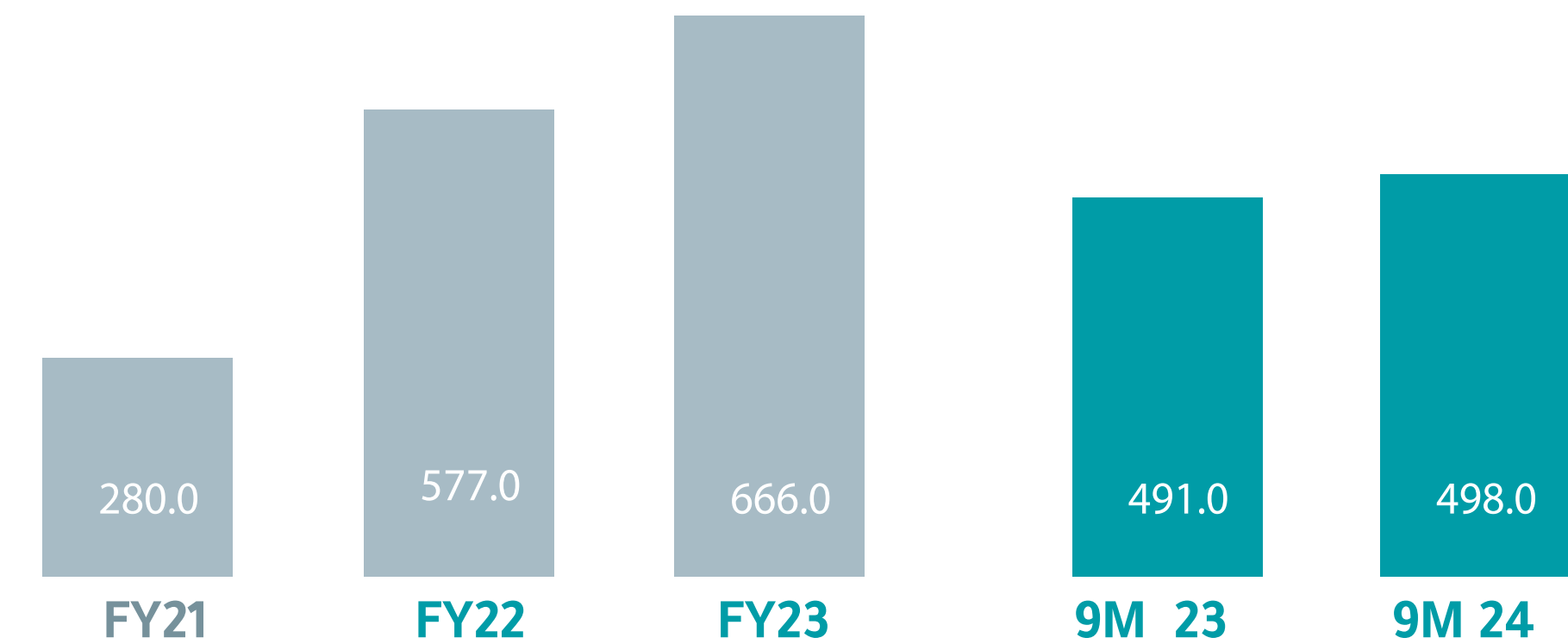
Thousands

Denotes student to-teacher ratio-



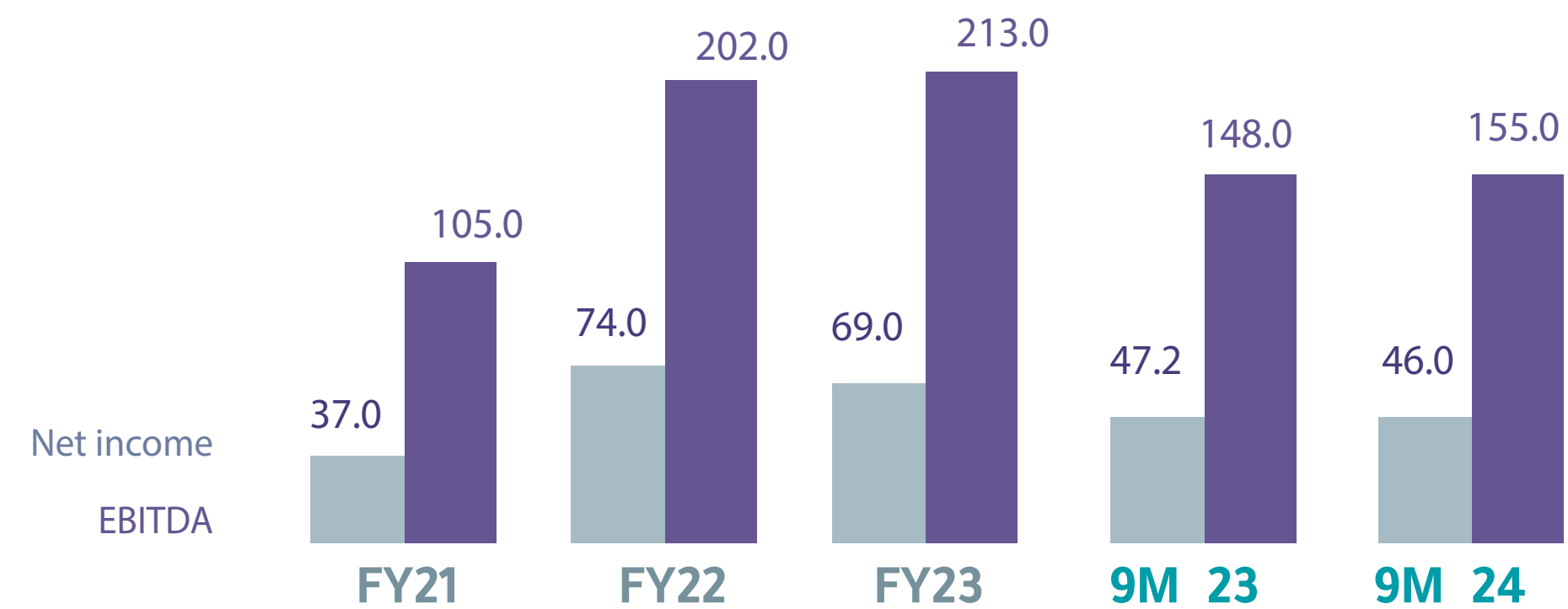
Revenues

SARm



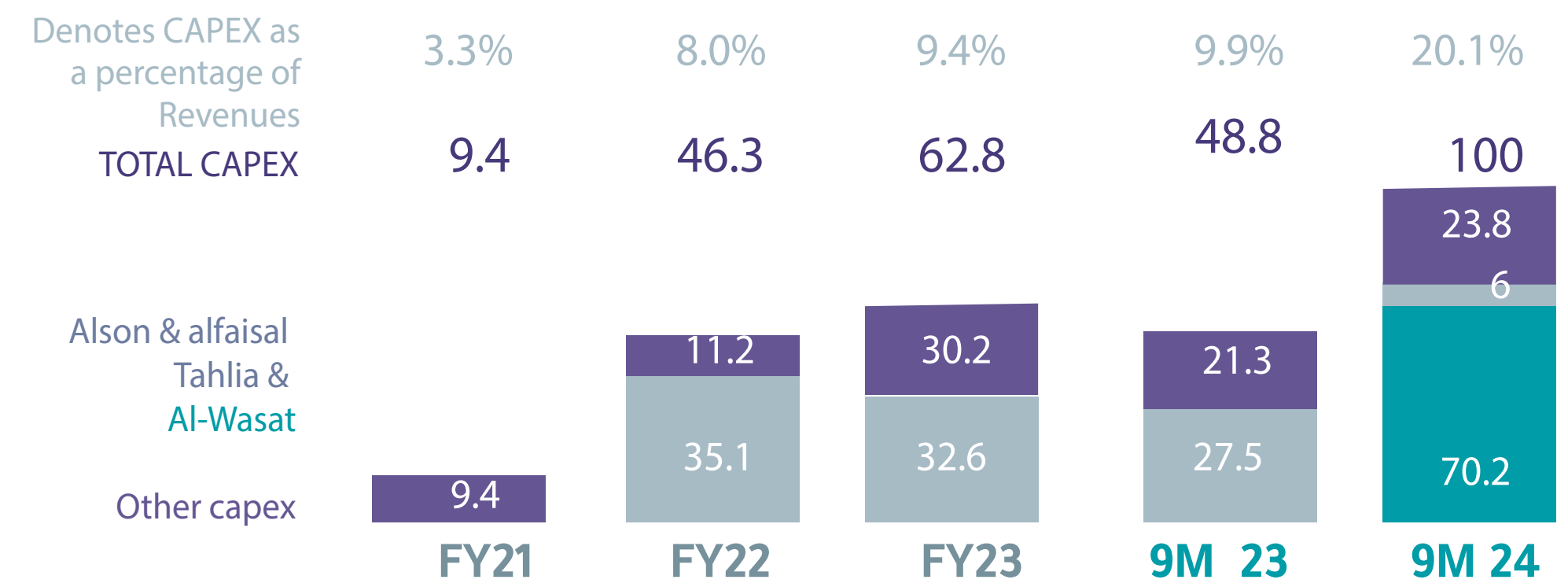
Net Income and EBITDA

SARm



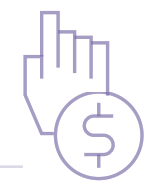
CAPEX

SARm



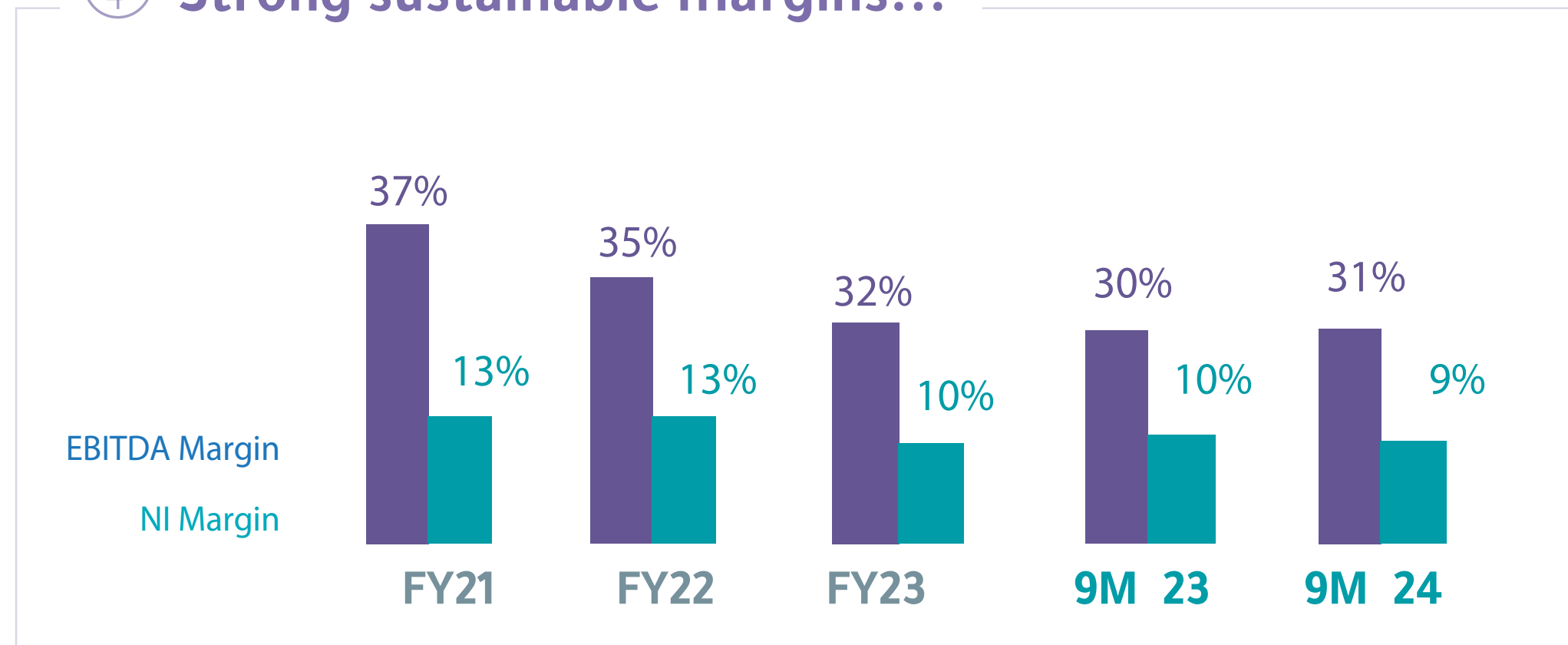
Strong margins

to drive cash generation with significant headroom to grow



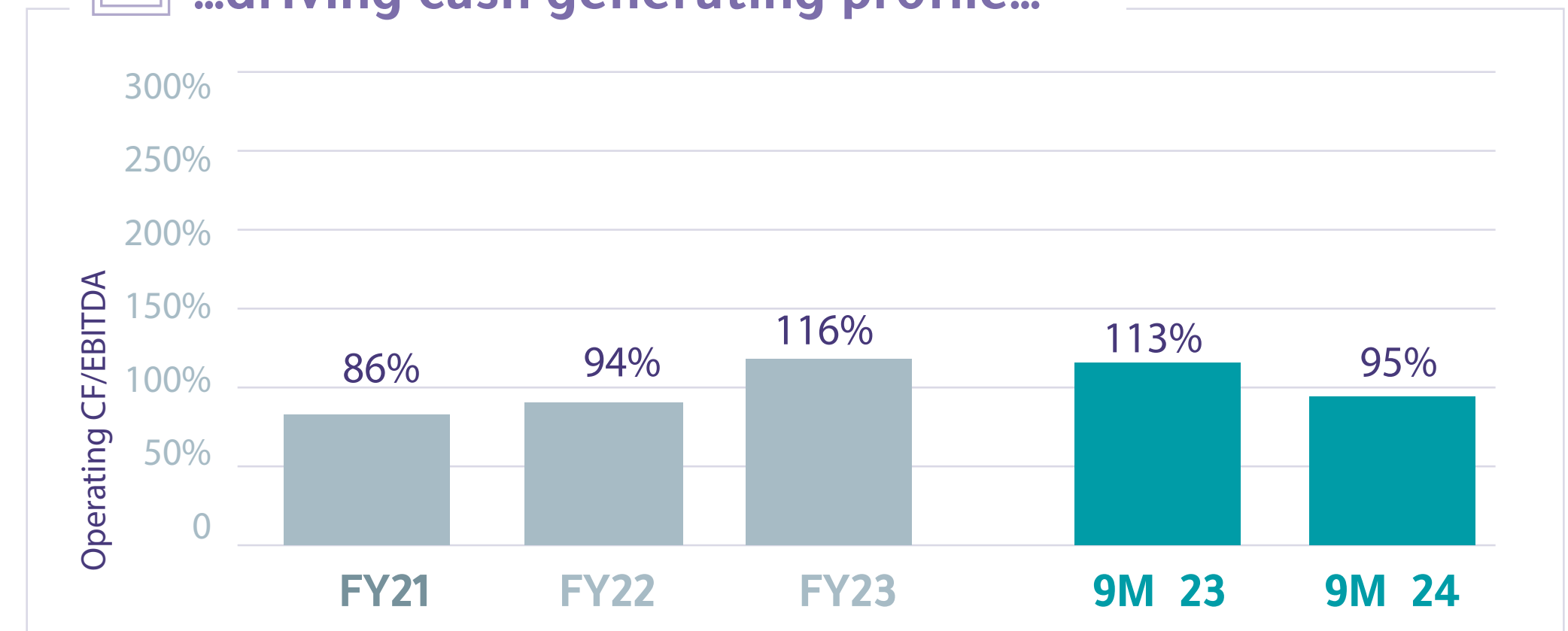
Strong sustainable margins...

%



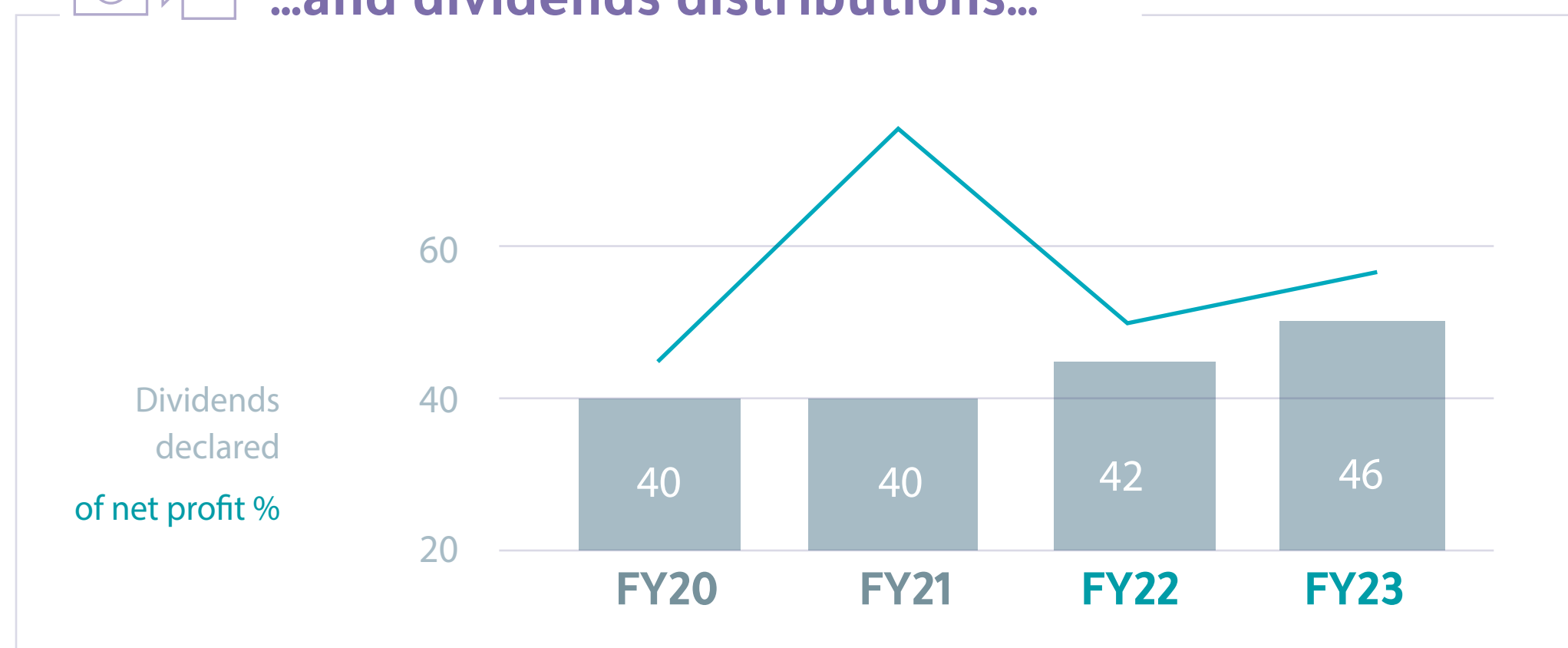
...driving cash generating profile...

%



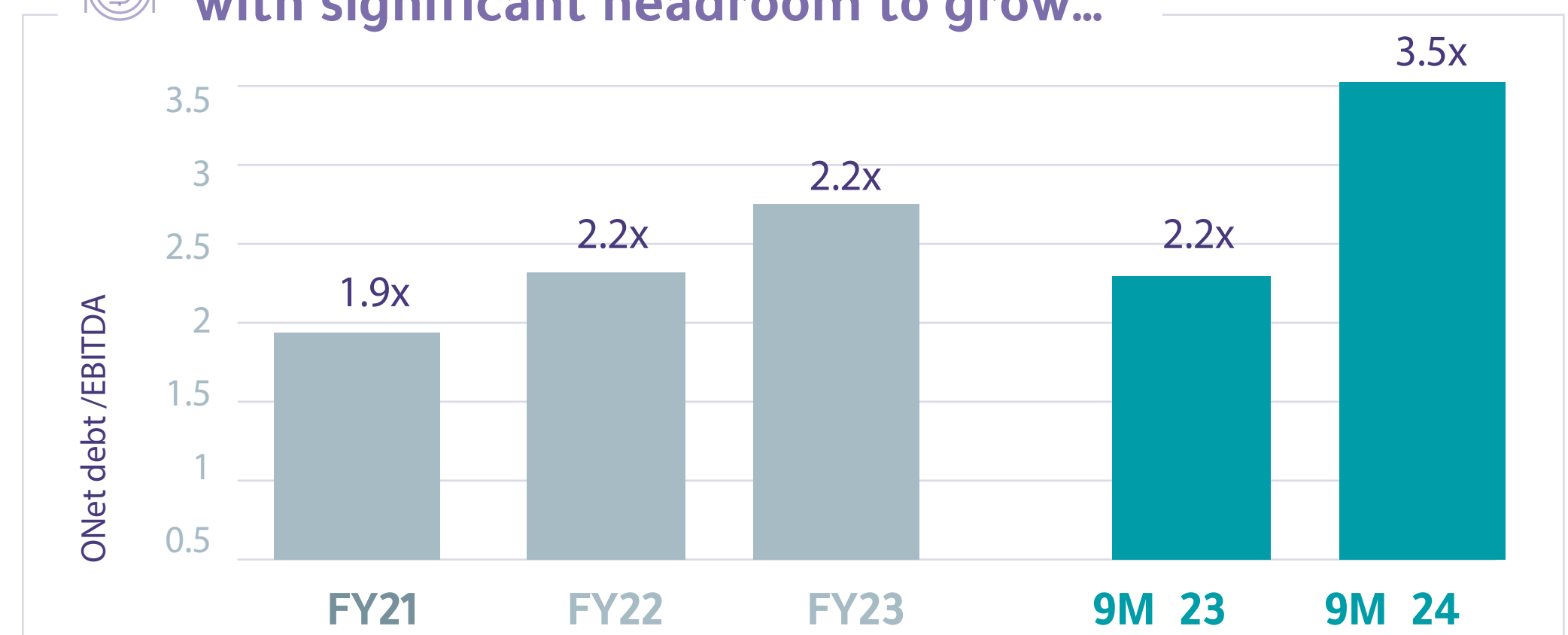
...and dividends distributions...

SARm

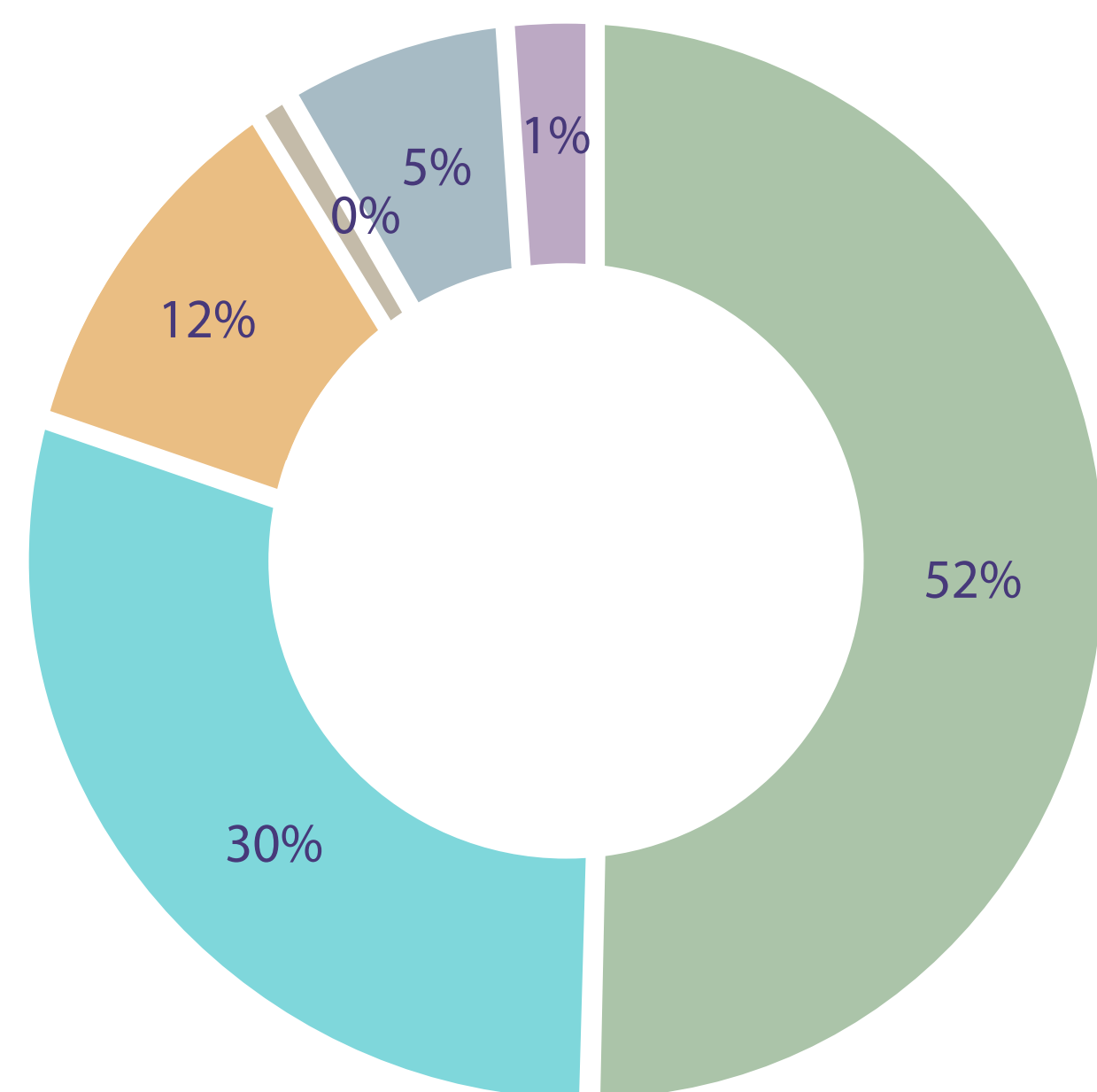


with significant headroom to grow...

X

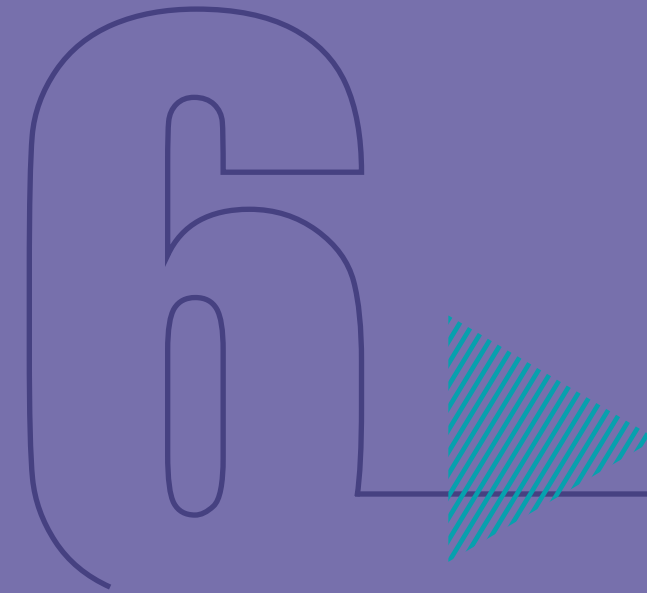


Revenue Break-Down Revenue by Sector



Segment Reporting

| SR in 000s | 9M 23 | % | 9M 24 | % | Var (YTD23-24) |
|--------------------------|----------------|-------|----------------|-------|----------------|
| National | 252,269 | 51,4% | 257,638 | 51,7% | 2,1% |
| International | 147,951 | 30,1% | 148,571 | 29,8% | 0,4% |
| Indian | 48,078 | 9,8% | 59,663 | 12,0% | 24,1% |
| Franch | 7,747 | 1,6% | 7,176 | 1,4% | (7,4%) |
| Alfaisal - Training | 28,889 | 5,9% | 23,256 | 4,7% | (19,5%) |
| Creative - Recruitment | 6,012 | 1,2% | 2,145 | 0,4% | (64,3%) |
| Total net revenue | 490,955 | | 498,448 | | 1,5% |



Educational curriculum

Saudi



Egypt



USA



France



India

















UK








National schools portfolio

| | Rowad مدارس الرواد الأهلية Al-Rowad Private Schools | | | | | Nokhba Al-karj مدارس النخيل الأهلية Al-Nokhba Private Schools | Al-Faikr مدارس الفكر الأهلية Alwasat Schools | Al Wsat مدارس الوسط Alwasat Schools | Amjad Qurtaba مدارس أمجاد قرطبة Amjad Qurtoba Schools | Al jawdah الشركة الأكاديمية للخدمات التعليمية ACES | Naba Almanahj نبوة NABA | TOTAL AVG |
|--------------------------|---|-----------|--------------|----------|------------|--|--|---|--|---|----------------------------------|--------------|
| | Al- Izdihar | Al-Rowabi | Al- Mansoura | Ishbilia | Al- Anduls | | | | | | | |
| Curriculum | | | | | | | | | | | | |
| Area (sqm) | 60,600 | 15,000 | 14,225 | 18,562 | 12,100 | 11,046 | 9,600 | 9,600 | 20,455 | 27,874 | 9,200 | 208,262 |
| Real estate ownership | Owned / leased | Owned | Owned | Owned | Owned | leased | leased | leased | leased | Owned | leased | |
| Classrooms | 245 | 174 | 115 | 175 | 64 | 46 | 49 | 97 | 125 | 167 | 96 | 1,353 |
| Capacity | 6,125 | 4,350 | 2,875 | 4,375 | 1,600 | 920 | 600 | 1,400 | 3,600 | 4,500 | 2,100 | 32,445 |
| Number of students | 3,217 | 2,337 | 2,031 | 3,581 | 1,028 | 963 | 633 | 829 | 2,471 | 3,314 | 1,575 | 21,979 |
| Utilization | 53% | 54% | 71% | 82% | 64% | 105% | 106% | 59% | 69% | 74% | 75% | 68% |
| Avg. net tuition (SAR) | 20,300 | 15,500 | 12,200 | 15,400 | 13,000 | 10,800 | 15,300 | 10,700 | 16,700 | 14,900 | 20,000 | 15,700 |
| EBITDA contribution1 | 14.8% | 6.0% | 3.0% | 11.0% | 1.9% | 0.5% | 1.2% | (1.6%) | 5.1% | 6.3% | 4.6% | 52.8% |
| Student to teacher ratio | 13.3 | 12.8 | 13.8 | 12.7 | 14.1 | 13.8 | 12.4 | 11.5 | 12.3 | 12.7 | 11.6 | 12.8 |

International schools portfolio

| |  Middle East Ishbilia Inter. |  Middle East Al Muruj Inter. | Middle East Al Tahlia Inter. | Middle East Al Wurud Inter. |  Al-Ourba Inter. |  Al -Alson |  Jeel Al-majed |  Sulaimaniya nter. | TOTAL AVG |
|----------------------------------|---|--|---|---|---|---|---|---|-----------|
| Curriculum |  |  |  |  |  |  |  |  | |
| Area (sqm) | 9,240 | 4,558 | 13,942 | 14,000 | 19,485 | 20,199 | 19,770 | 2,641 | 103,835 |
| Real estate ownership | Owned | leased | leased | leased | leased | leased | leased | leased | |
| Classrooms | 108 | 148 | 16 | 80 | 142 | 184 | 60 | 44 | 782 |
| Capacity | 2,700 | 3,600 | 400 | 1,750 | 3,550 | 4,700 | 1,500 | 880 | 19,080 |
| Number of students | 688 | 2,539 | 27 | 1,152 | 2,512 | 4,124 | 652 | 551 | 12,245 |
| Utilization | 25% | 71% | 7% | 66% | 71% | 88% | 43% | 63% | 64% |
| Avg. net tuition (SAR) | 18,200 | 20,900 | 13,800 | 17,600 | 19,500 | 13,500 | 13,600 | 17,400 | 16,400 |
| EBITDA contribution ¹ | 2.1% | 11.4% | (0.4%) | 2.2% | 10% | 7.1% | (0.1%) | 0.7% | 33.0% |
| Student to teacher ratio | 10.9 | 12.3 | 3.0 | 12.7 | 15.4 | 15.1 | 10.9 | 8.2 | 13.1 |

Indian schools portfolio

| |  New Middle East Inter. |  Modern Middle East Inter. |  Al-Yasmin | TOTAL AVG |
|---|--|--|--|--------------|
|  | | | | |
| Curriculum |  |  |  | |
| Area (sqm) | 7,981 | 14,000 | 8,571 | 30,552 |
| Real estate ownership | leased | leased | Owned - leased | |
| Classrooms | 233 | 142 | 88 | 463 |
| Capacity | 6,700 | 3,550 | 2,200 | 12,450 |
| Number of students | 5,020 | 2,716 | 2,300 | 10,036 |
| Utilization | 75% | 77% | 105% | 81% |
| Avg. net tuition (SAR) | 8,700 | 7,500 | 7,100 | 8,000 |
| EBITDA contribution ¹ | 10% | 4.3% | 4.2% | 18.5% |
| Student to teacher ratio | 11.5 | 13.5 | 19.2 | 13.2 |

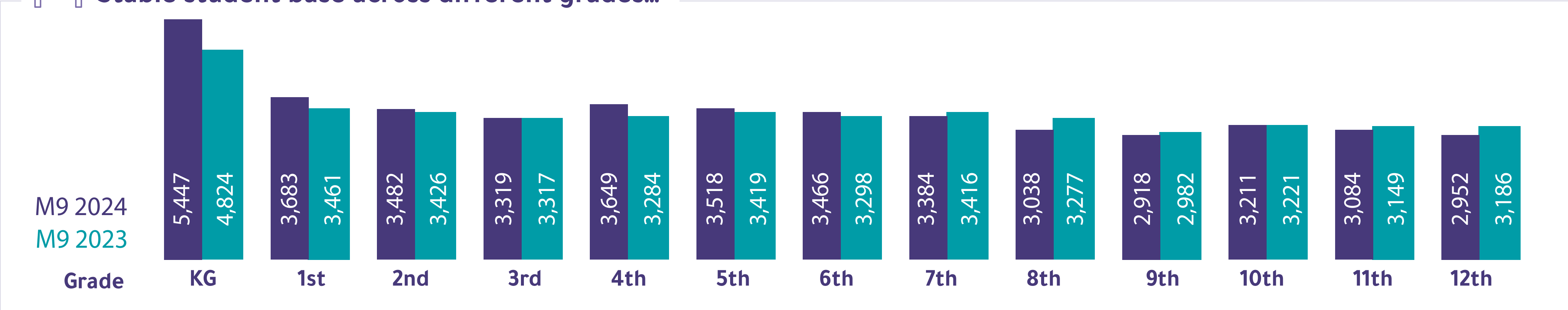
Ataa school portfolio

Highly diversified student base with further room to consolidate

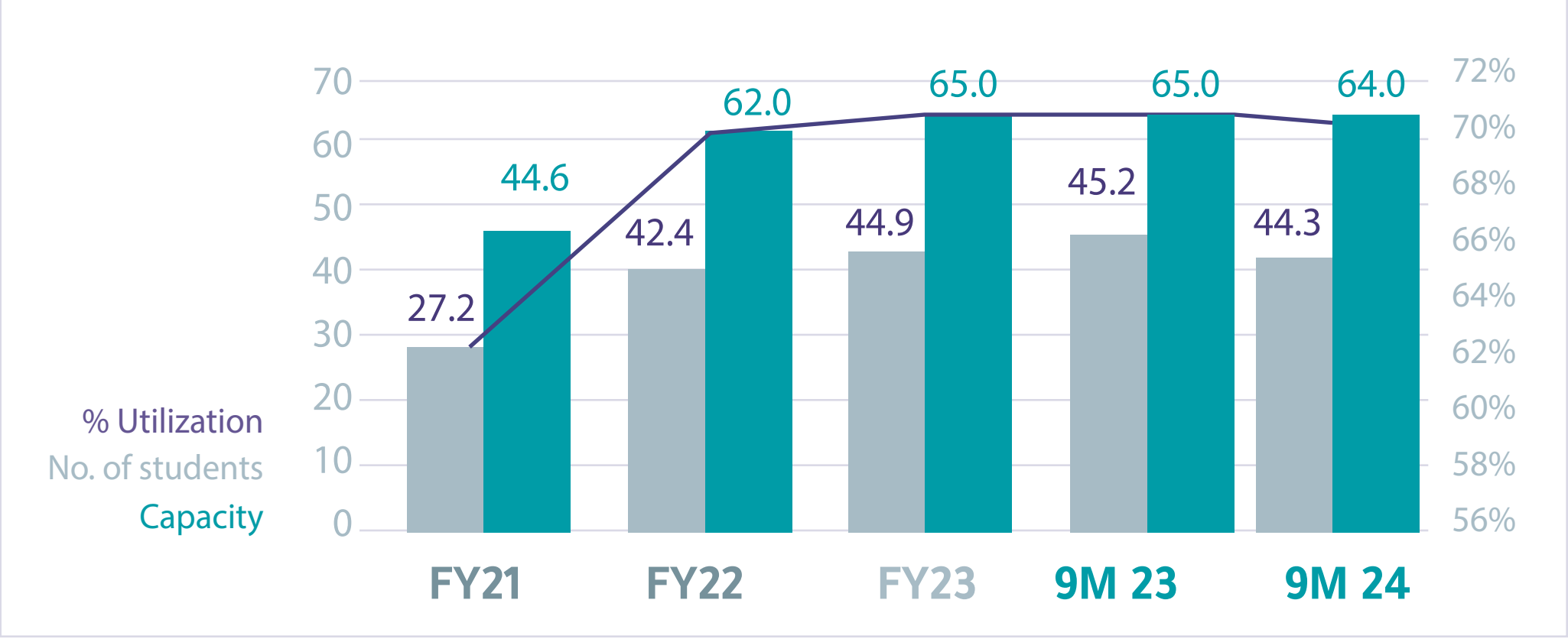


Stable student base across different grades...

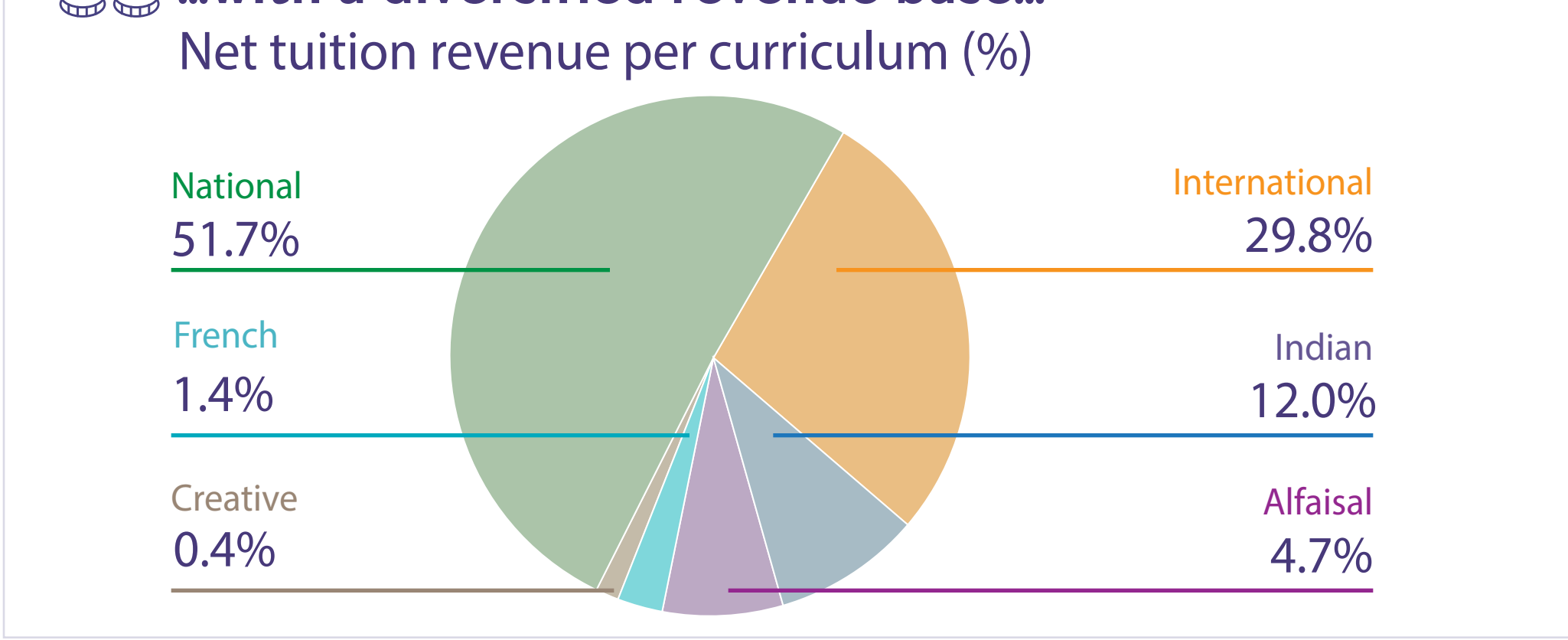
Stable student base across different grades...



...and further room to consolidated...



...with a diversified revenue base...



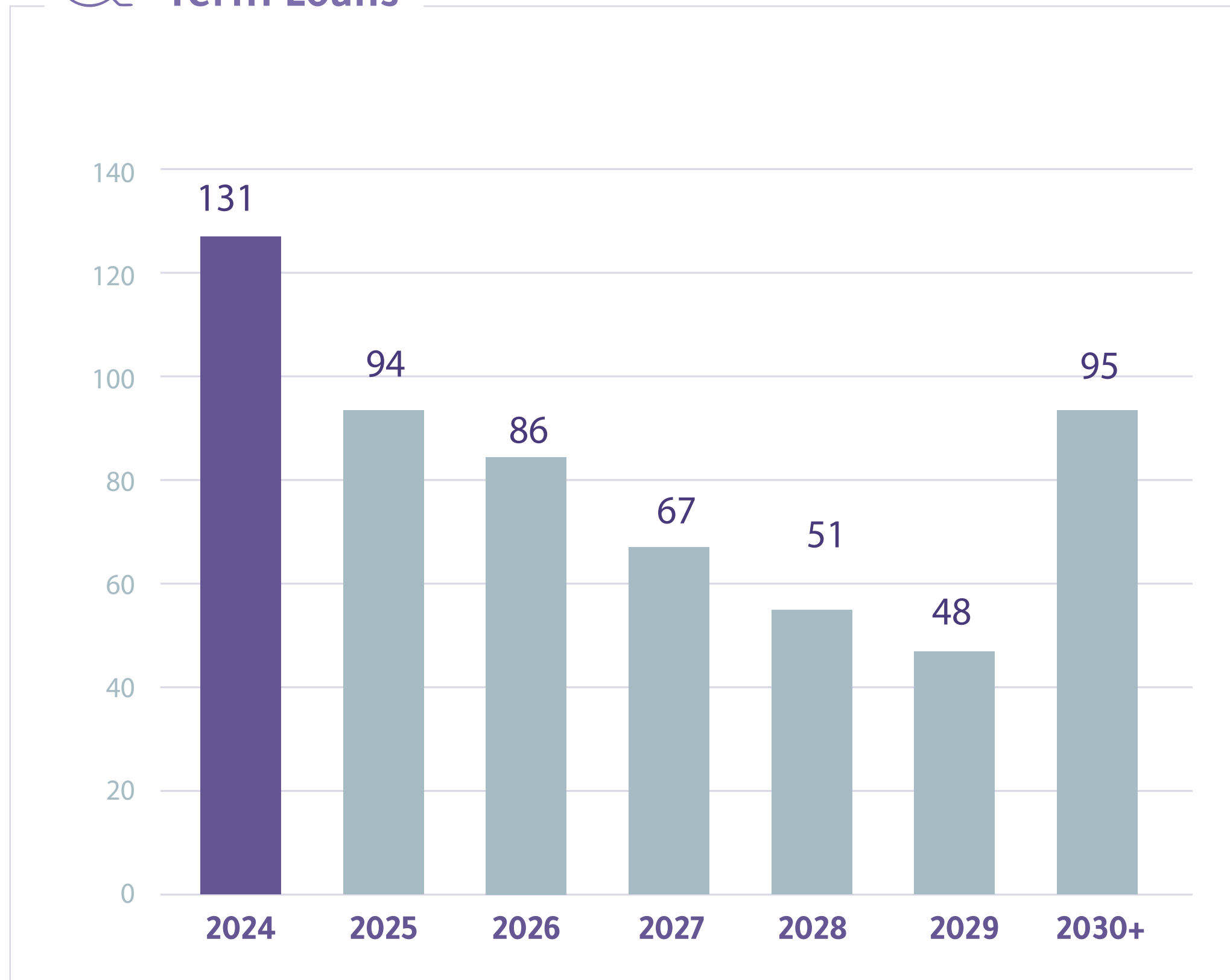
Source: Company information

DEBT SUMMARY

... DEBT MATURITY PROFILE...



Term Loans

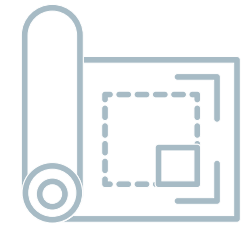


| | SR in 000s | % |
|--------------|----------------|-------|
| 2024 | 130,533 | 22.9% |
| 2025 | 93,952 | 16.4% |
| 2026 | 85,730 | 15.0% |
| 2027 | 67,446 | 11.8% |
| 2028 | 50,813 | 8.9% |
| 2029 | 47,692 | 8.3% |
| 2030 | 33,997 | 6.0% |
| 2031 | 33,919 | 5.9% |
| 2032 | 16,330 | 2.9% |
| 2033 | 8,664 | 1.5% |
| 2034 | 2,093 | 0.4% |
| Total | 571,169 | |

Ataa Upcoming Growth



Ataa Upcoming Growth Al-Wasat Project



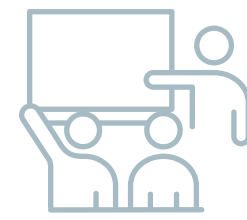
Land area
12,562 sqm



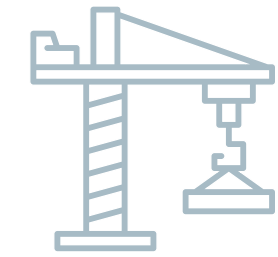
Location
Riyadh, Al-Salam district



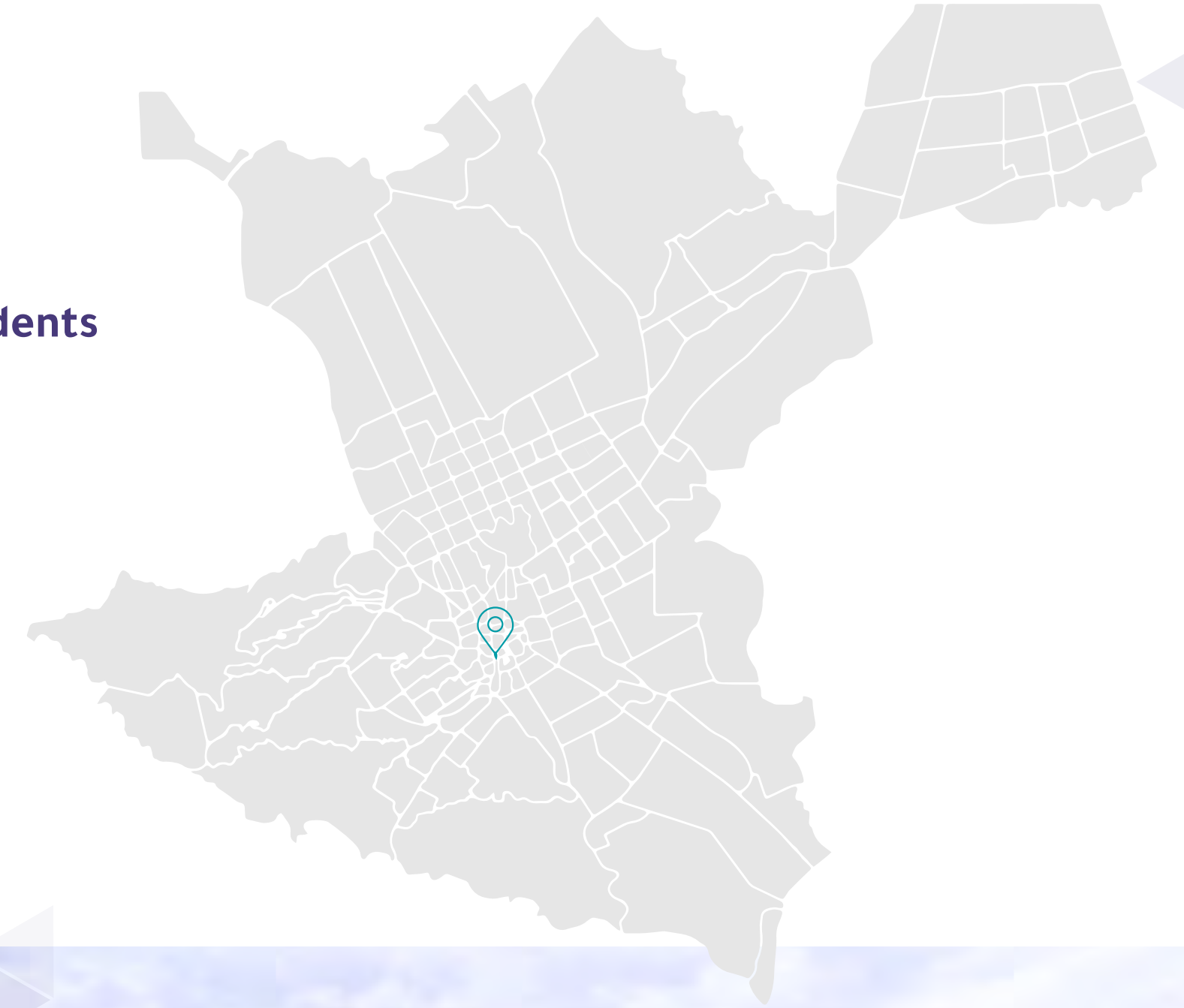
capacity
2.5 K students



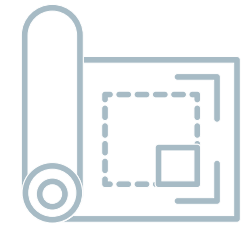
Estimated opening date
Aug. 2024



Estimated project cost
75 million Saudi Riyals



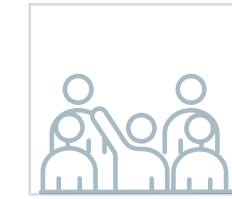
Ataa Upcoming Growth Arqa Project



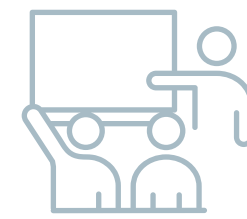
Land area
10,000 sqm



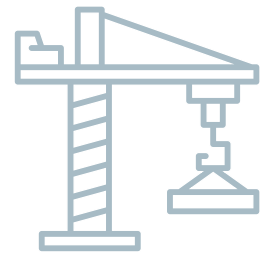
Location
Riyadh, arqa district



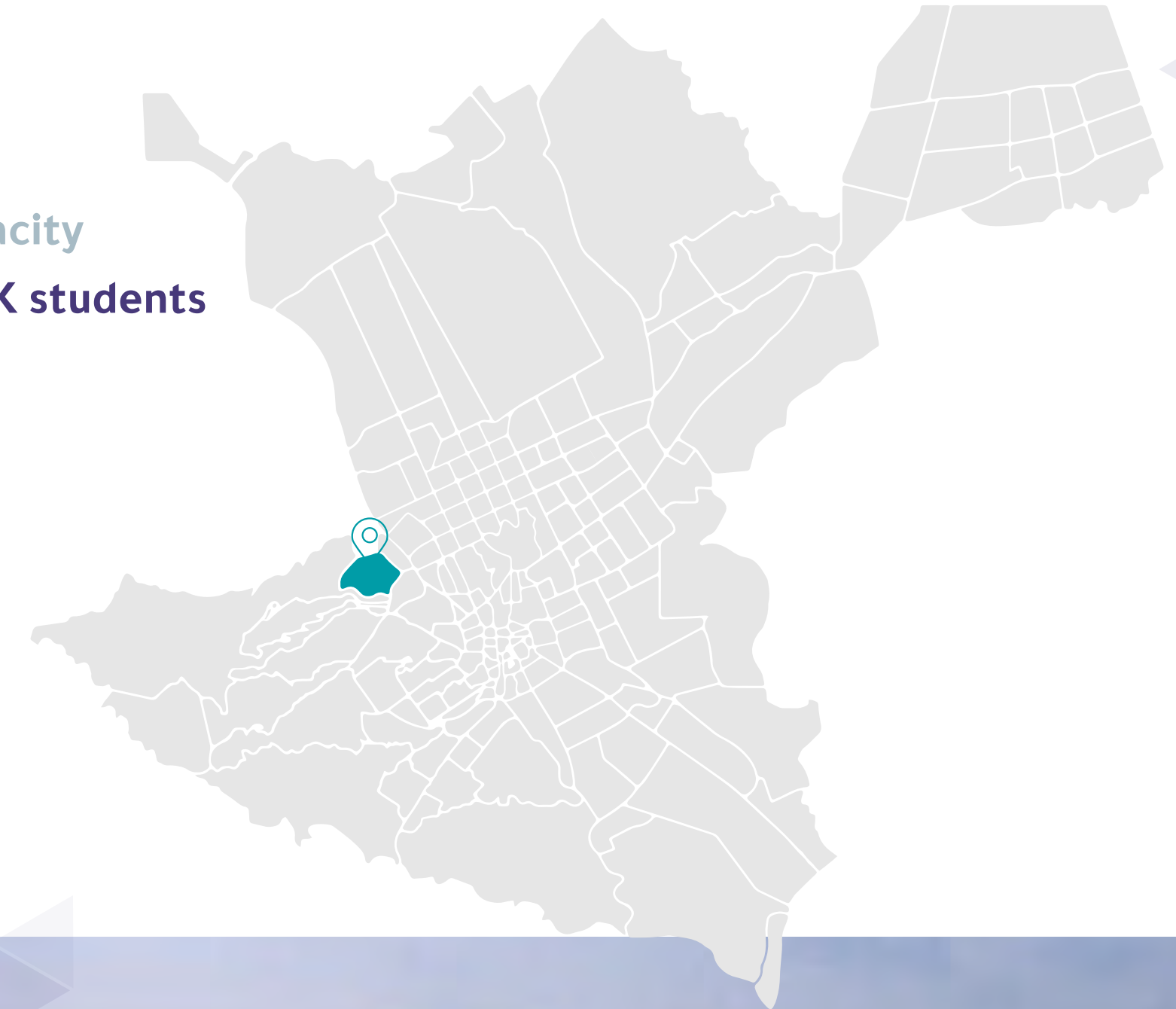
capacity
2.0 K students



Estimated opening date
Academic year 2025-2026

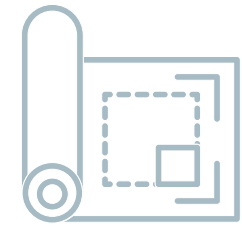


Estimated project cost
75 million Saudi Riyals



Ataa Upcoming Growth Tahlia Project

Rehabilitate a rented educational complex Project



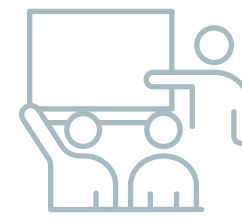
Land area
13,942 sqm



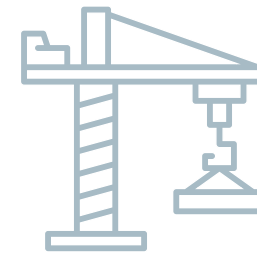
Location
Riyadh, Sulaymaniyah district



capacity
2.8 K students

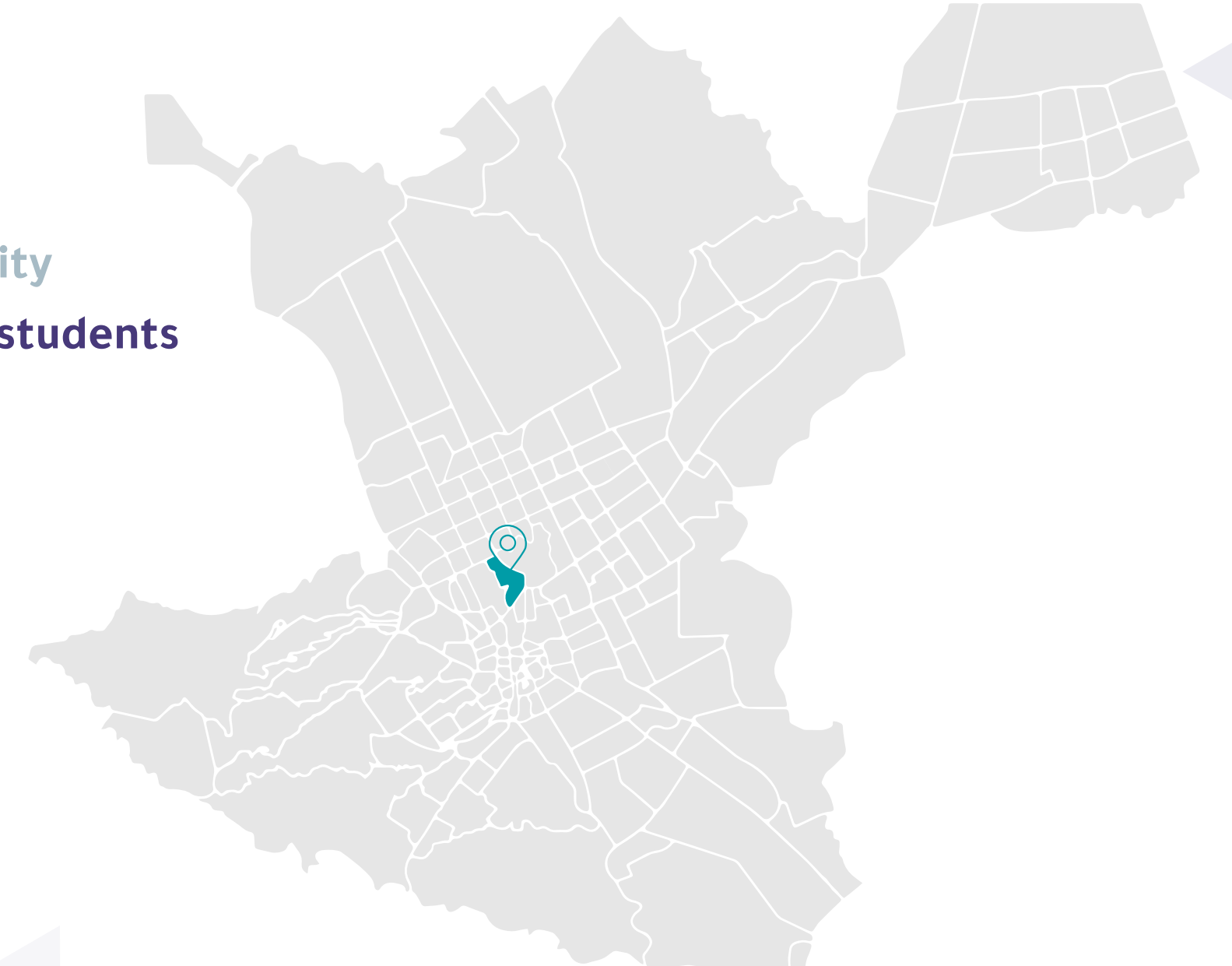


Soft opening date
Academic year 2023-2024



Estimated project cost
75 million Saudi Riyals

Fully opening date
Academic year 2025-2026





عطاء التعليمية
Ataa Educational

www.ataa.sa