

# Atta Educational Company

Investor Presentation  
Q1 2021



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

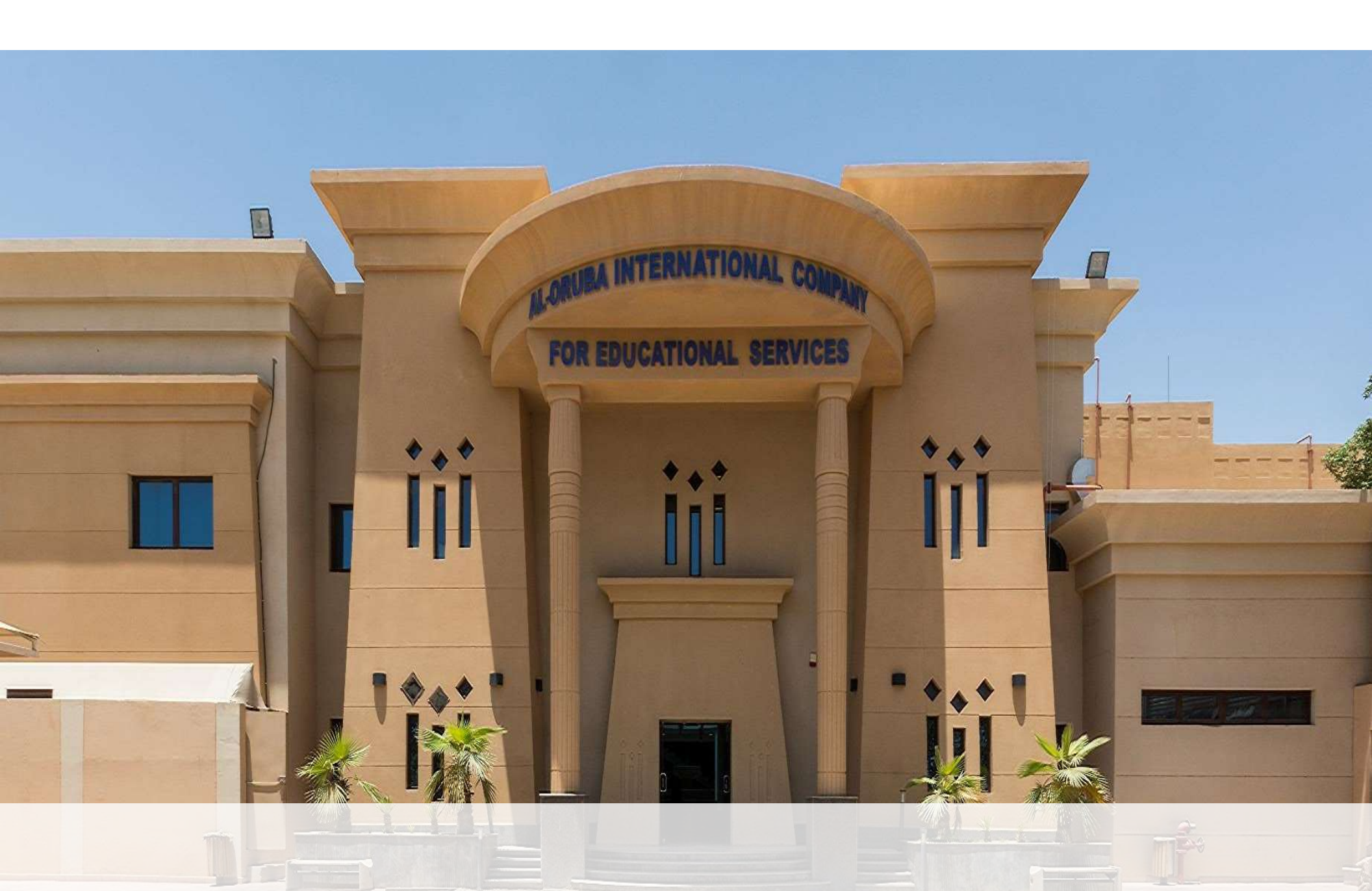
Ataa snapshot

<b>61M SAR</b> Revenues ( Q1 2021) <b>(25%) Decline</b>	<b>81M SAR</b> Revenues ( Q1 2020)	<b>5M SAR</b> Net Income ( Q1 2021)	<b>16M SAR</b> Net Income ( Q1 2020)
<b>21M SAR</b> EBITDAR ( Q1 2021) <b>(35%) Decline</b>	<b>32M SAR</b> EBITDAR ( Q1 2020)	<b>34%</b> (Q1 2021)  EBITDA Margin	<b>39%</b> ( Q1 2020)
<b>25,223</b> Number Of Student ( Q1 2021) <b>(8%) Decline</b>	<b>27,563</b> Number Of Student ( Q1 2020)	<b>15</b> Student to teacher ratio ( Q1 2021)	<b>12.3</b> Student to teacher ratio ( Q1 2020)

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

Note:

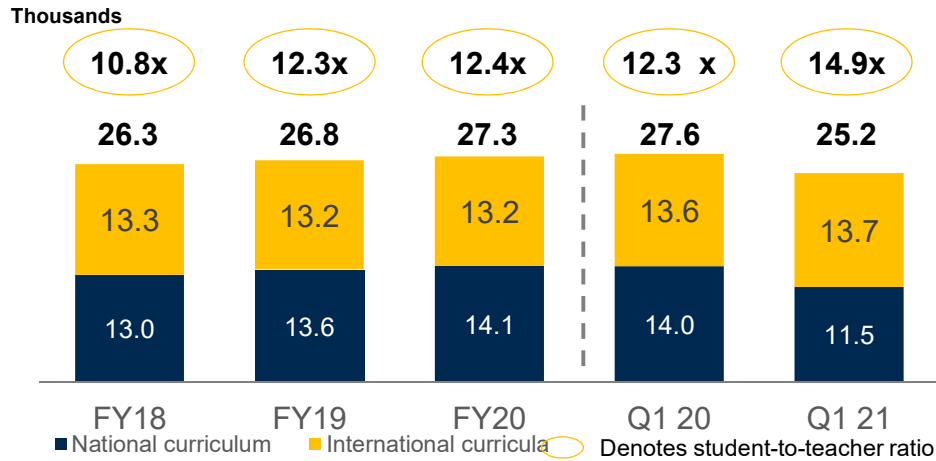
1. As of 3M 2021 (ending October 2021), unless mentioned otherwise



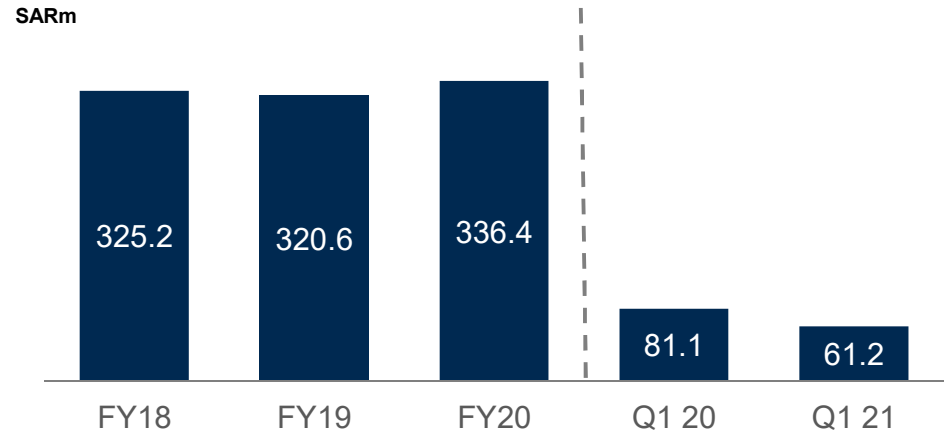
# Key Financial Summary

# Robust financial performance despite economic headwinds

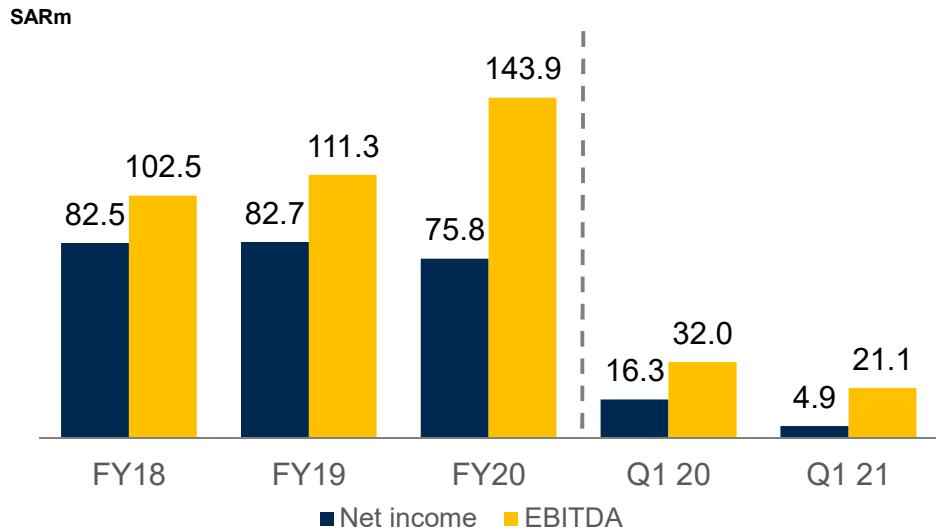
## Number of students



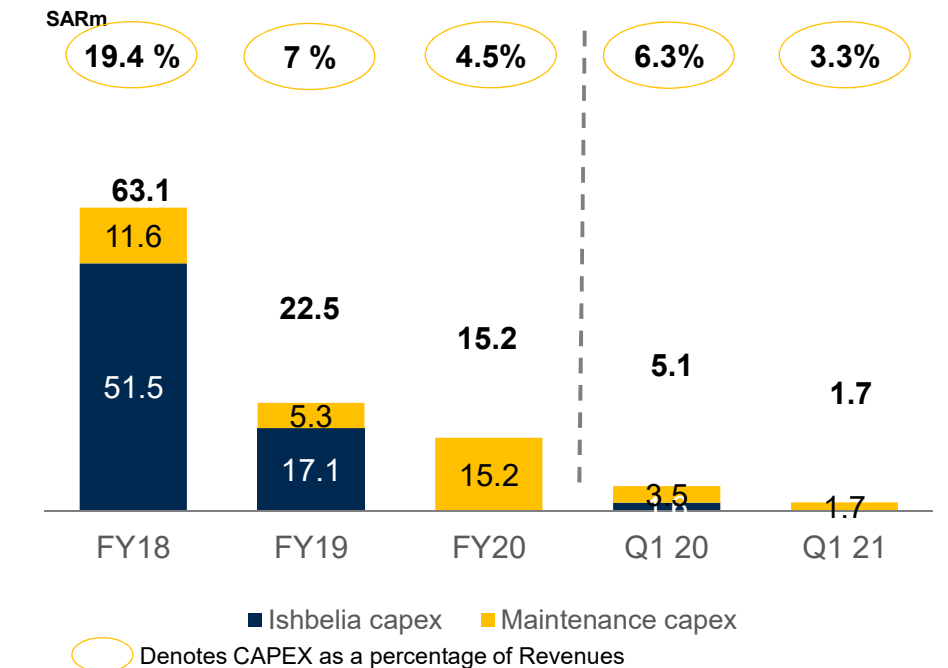
## Revenues



## Net Income and EBITDA

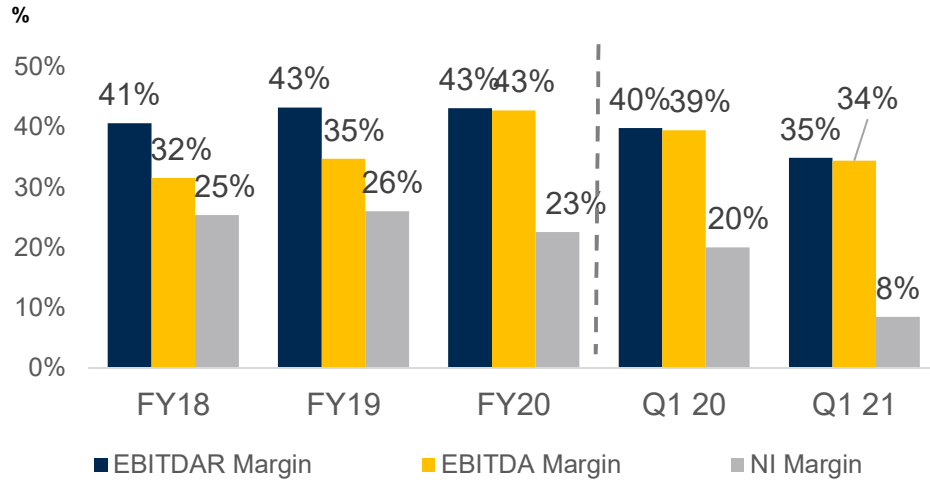


## CAPEX

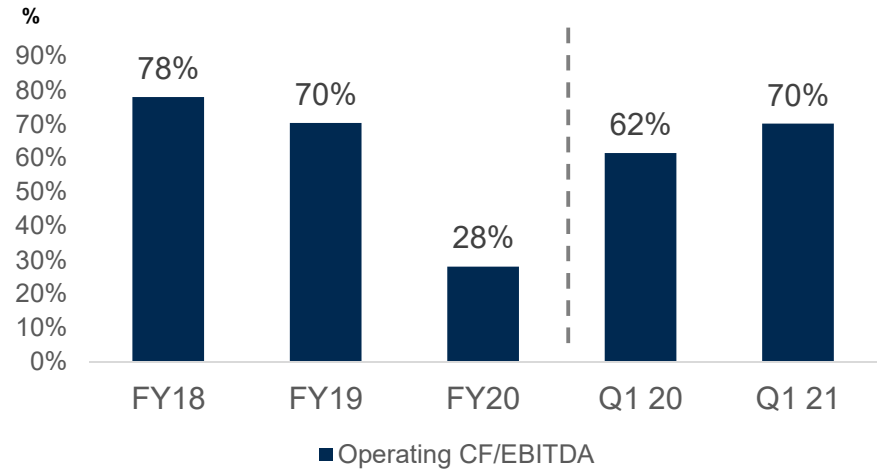


# Strong margins to drive cash generation with significant headroom to grow

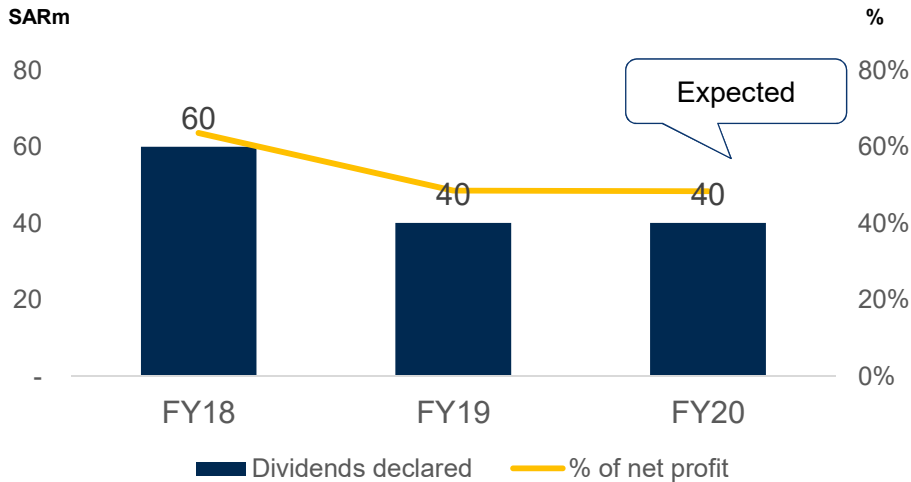
## Strong sustainable margins...



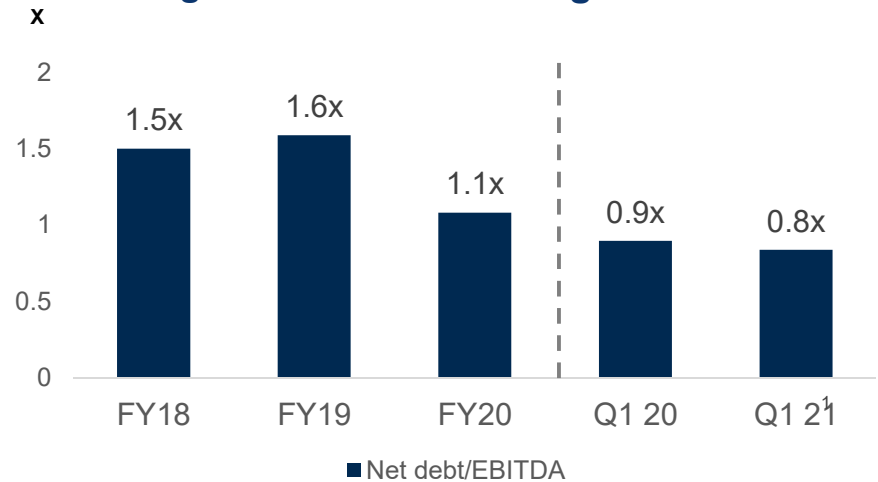
## ...driving cash generating profile...



## ...and dividends distributions...

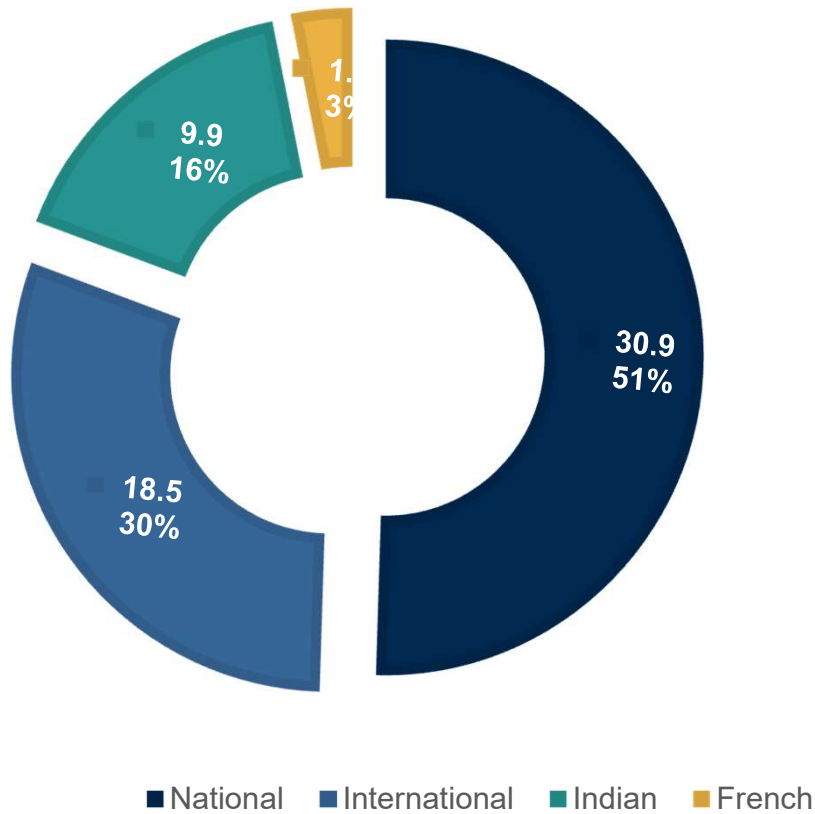


## ...with significant headroom to grow



# Revenue Break-Down

## Revenue by School

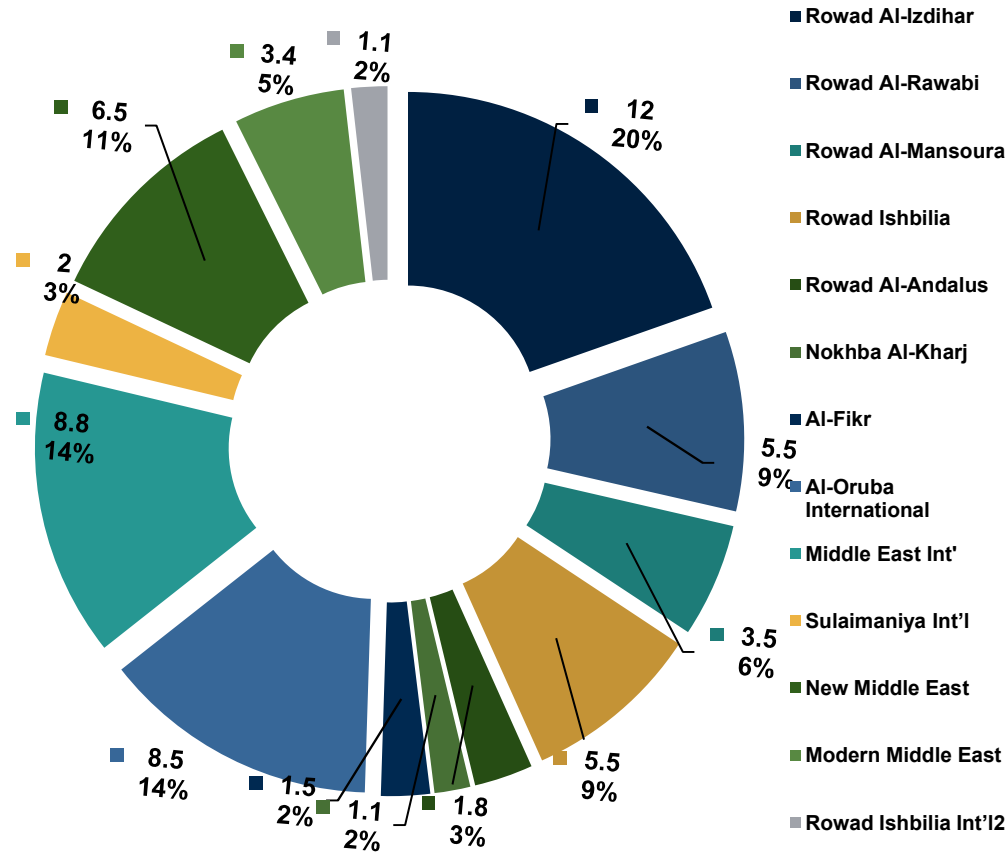


## Segment Reporting

SR in 000s	Q1 2020	%	Q1 2021	%	Var (YTD 20-21)
National	49,892	62%	30,959	51%	(37.9%)
International	21,533	26%	18,461	30%	(14.3%)
Indian	7,378	9%	9,860	16%	33.6%
French	2,307	3%	1,946	3%	(15.6%)
<b>Total net revenue</b>	<b>81,110</b>		<b>61,226</b>		<b>(24.5%)</b>

# Revenue Break-Down

## Revenue by School



## Revenue by Type

SR in 000s	Q1 2020	%	Q1 2021	%	Var (YTD 20-21)
Rowad Al-Izdihar	18,534	23%	12,034	20%	(35.1%)
Rowad Al-Rawabi	9,312	12%	5,502	9%	(40.9%)
Rowad Al-Mansoura	5,707	7%	3,550	6%	(37.8%)
Rowad Ishbilila	9,151	11%	5,443	9%	(40.5%)
Rowad Al-Andalus	3,339	4%	1,846	3%	(44.7%)
Nokhba Al-Kharj	1,615	2%	1,131	2%	(30.0%)
Al-Fikr	2,234	3%	1,454	2%	(34.9%)
Al-Oruba International	12,032	15%	8,515	14%	(29.2%)
Middle East Int'	7,597	9%	8,796	14%	15.8%
Sulaimaniya Int'l	2,307	3%	1,946	3%	(15.7%)
New Middle East	4,868	6%	6,434	10%	32.2%
Modern Middle East	2,510	3%	3,426	6%	36.5%
Rowad Ishbilila Int'l2	1,904	2%	1,150	2%	(39.6%)
<b>Total net revenue</b>	<b>81,110</b>		<b>61,226</b>		<b>(24.5%)</b>

# Ataa school portfolio

## Overview of national curriculum portfolio

	 <b>Rowad Al-Izdihar</b> <small>مدارس من الرواد الأهلية Al-Rowad Private Schools الرياض بالدمام</small>	 <b>Rowad Al-Rawabi</b> <small>مدارس من الرواد الأهلية Al-Rowad Private Schools الرياض بالدمام</small>	 <b>Rowad Al-Mansoura</b> <small>مدارس من الرواد الأهلية Al-Rowad Private Schools الرياض بالدمام</small>	 <b>Rowad Ishbilila</b> <small>مدارس من الرواد الأهلية Al-Rowad Private Schools الرياض بالدمام</small>	 <b>Rowad Al-Andalus</b> <small>مدارس من الرواد الأهلية Al-Rowad Private Schools الرياض بالدمام</small>	 <b>Nokhba Al-Kharj</b>	 <b>Al-Fikr</b>
Curriculum							
Area (sqm)	60,600	15,000	14,225	18,562	12,100	11,046	9,600
Ownership	Owned / leased	Owned	Owned	Owned	Owned	Leased	Leased
Classrooms	245	174	115	175	64	46	49
Capacity	6,125	4,350	2,875	4,375	1,600	920	980
Number of students	3,119	1,994	1,731	2,564	820	709	550
Utilization	51%	46%	60%	59%	51%	77%	56%
Avg. net tuition (SAR)	19,405	14,291	10,811	11,668	12,188	8,375	13,786
EBITDA contribution <sup>1</sup>	20%	6%	4%	8%	1%	0%	2%
Student to teacher ratio	14.2	16.8	16.8	14.9	15.9	13.7	13.7


Note:

1. As of 3M 2021 (ending October2021), unless mentioned otherwise



# Ataa school portfolio

## Overview of international curriculum portfolio

	 <b>Rowad Ishbilia Int'l²</b>	 <b>Al-Oruba International</b>	 <b>Middle East Int'</b>	 <b>Sulaimaniya Int'l</b>	 <b>New Middle East</b>	 <b>Modern Middle East</b>
Curriculum						
Area (sqm)	9,240	19,485	4,558	2,641	7,981	14,000
Ownership	Owned	Leased	Leased	Leased	Leased	Leased
Classrooms	108	142	148	44	233	142
Capacity	2,700	3,550	3,600	880	4,660	3,550
Number of students	404	2,560	2,590	649	4,719	2,814
Utilization	15%	72%	72%	73%	101%	79%
Avg. net tuition (SAR)	16,085	16,448	14,229	13,333	6,919	5,421
EBITDA contribution <sup>1</sup>	2%	17%	17%	3%	11%	9%
Student to teacher ratio	10.3	16.4	14.3	8.9	15.3	16.9

Note:

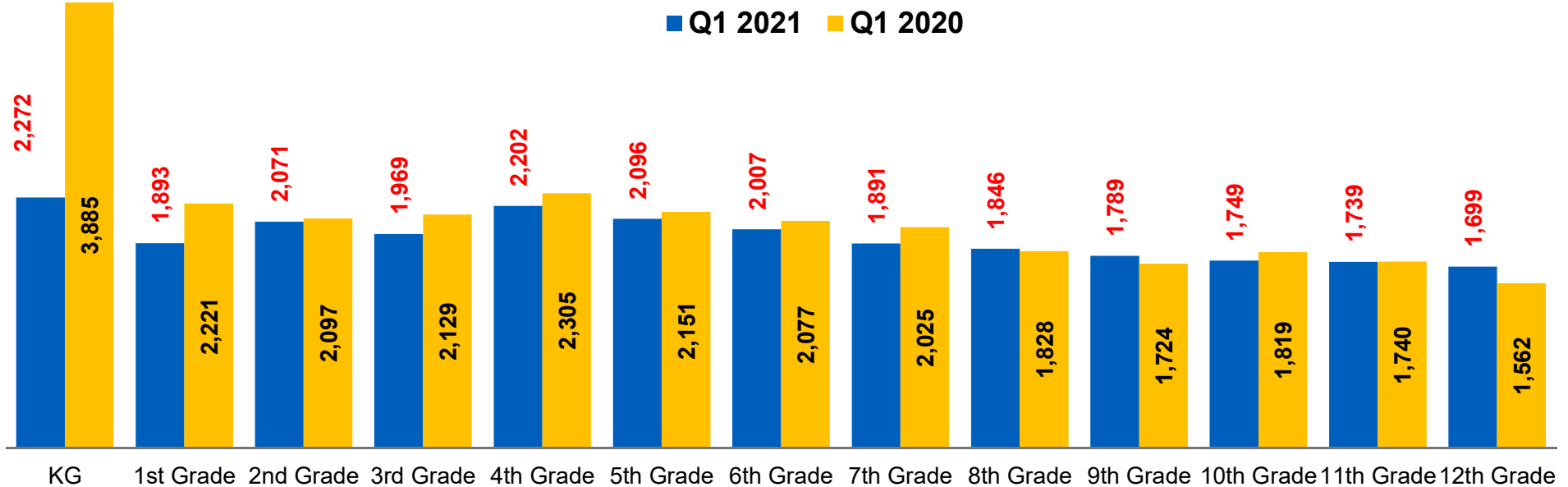
1. As of 3M 2021 (ending October2021), unless mentioned otherwise

# Ataa school portfolio

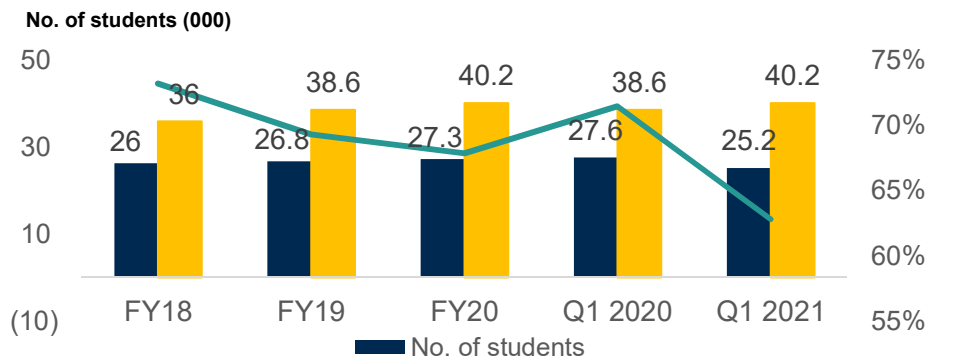
Highly diversified student base with further room to consolidate

## Stable student base across different grades...

Number of students in each grade as of 2021(# students)



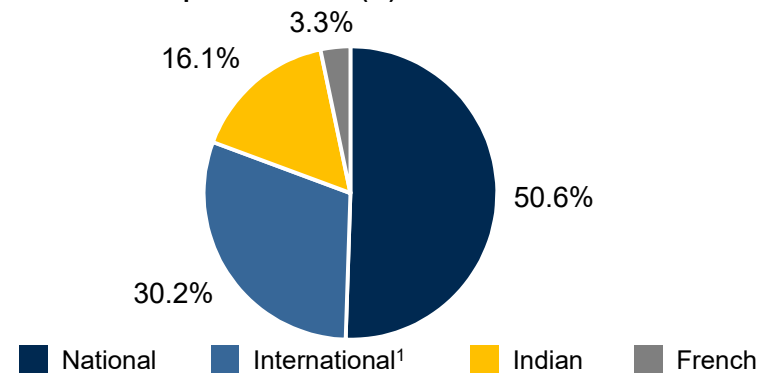
## ...and further room to consolidated...



Notes:  
1. International refers to the American and British Curriculums

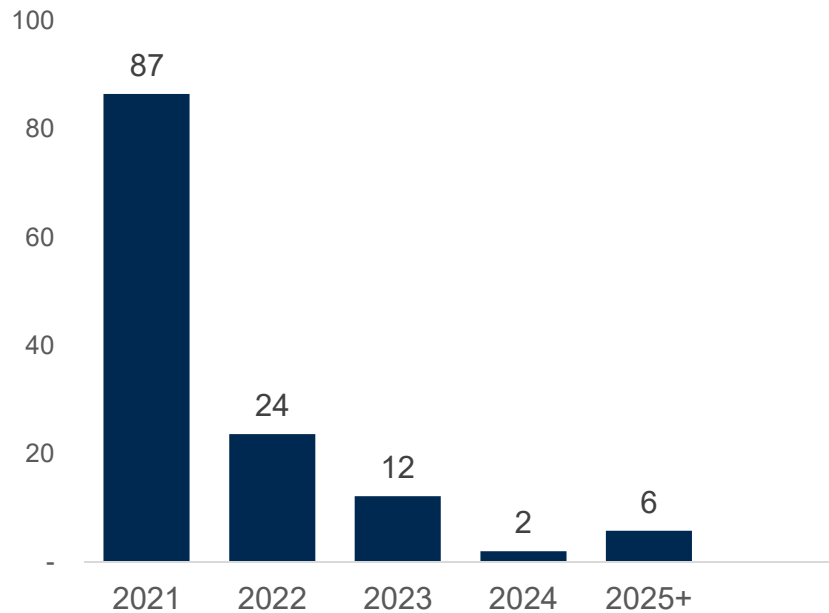
## ...with a diversified revenue base...

Net tuition revenue per curriculum (%)



## . DEBT SUMMARY

### ...DEBT MATURITY PROFILE ...



■ Term Loans

### Term Loans

SR in 000s	Q1 2021	%
2021	86,519	67%
2022	23,599	18%
2023	12,112	9%
2024	1,904	1%
2025	1,904	1%
2026	1,904	1%
2027	1,904	1%
<b>Total</b>	<b>129,846</b>	

## Challenges

**1**

**Uncertainty associated with the Coronavirus pandemic and schooling return to the normal .**

**2**

**New decisions and regulations issued by the relevant authorities.**

## Opportunities

**1**

**Increased opportunities for acquisition .**

**2**

**Benefiting from the government trend to support the private sector in terms of increasing the private education participation rate to 25% .**

# Numbers & Statistics

Distance Learning in Ataa Educational company



Virtual Classes

402,792

Interactive Contents

280,289

Assignments

82,028

Number of questions

724,761

Exams & Quizzes

37,231

Number of Students

24,574



From 30/08/2020 to 21/12/2020



مدارس من الرواد الأهلية  
Al-Rowad Private Schools



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ataa.sa

ataaeduco

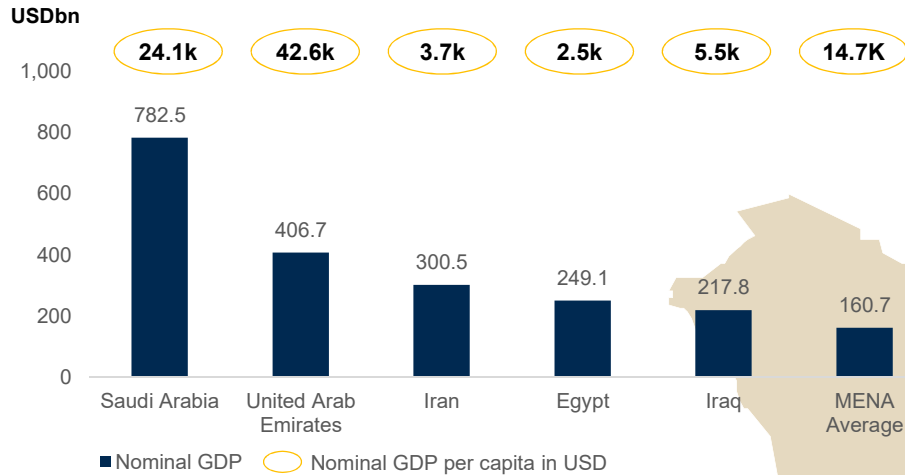


## **Investment Highlights**

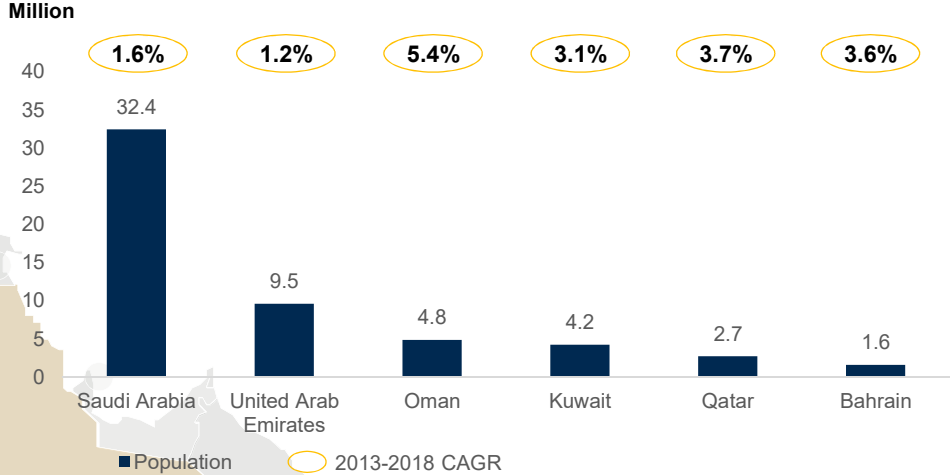
Leading K-12 operator with one of the most diversified offering in KSA

# Saudi macroeconomic indicators are highly attractive

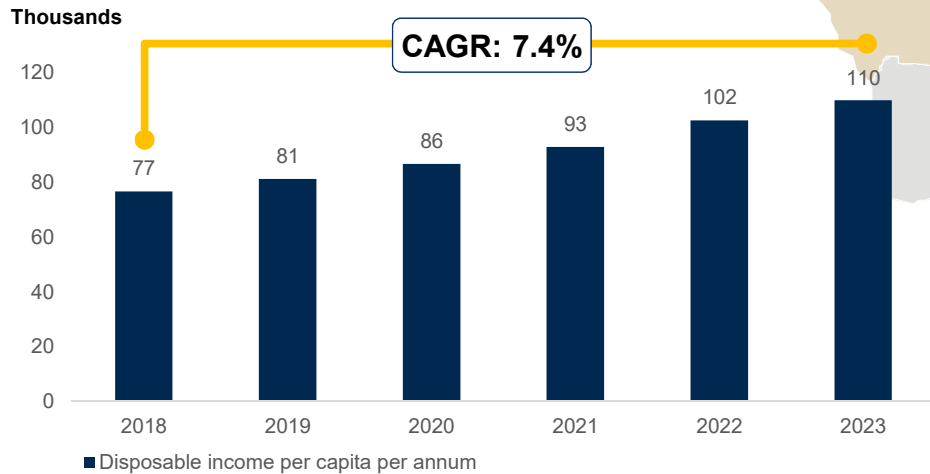
## Largest economy in MENA...



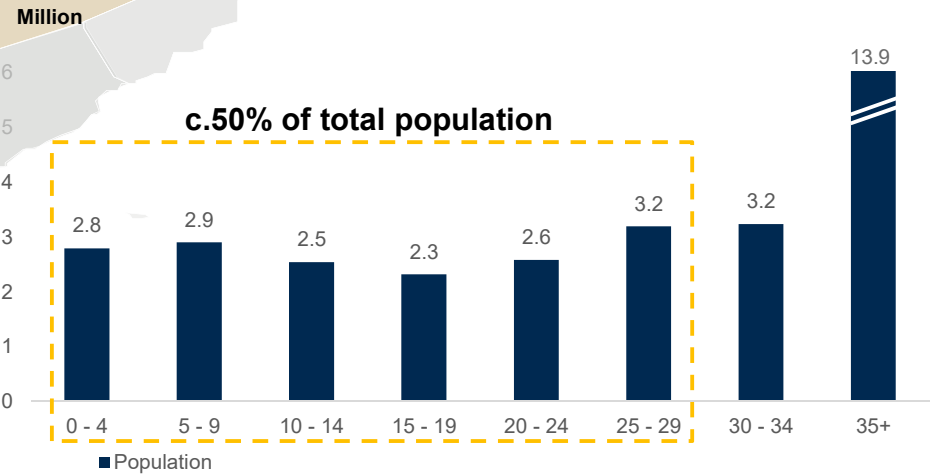
## ...with the largest population in GCC



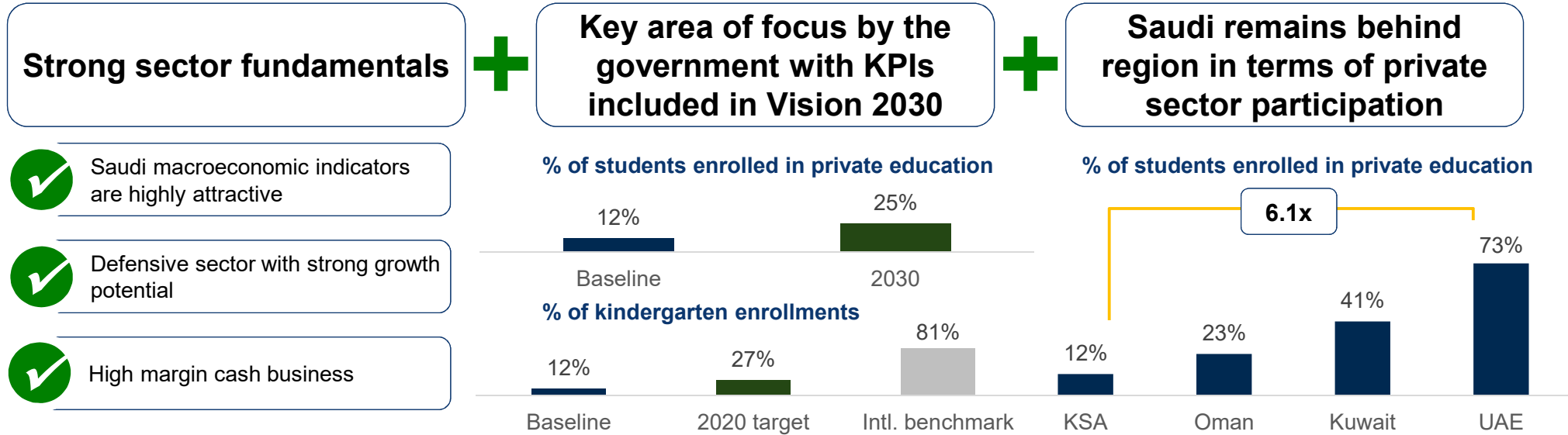
## Increasing disposable income...



## ...with an attractive population dynamics

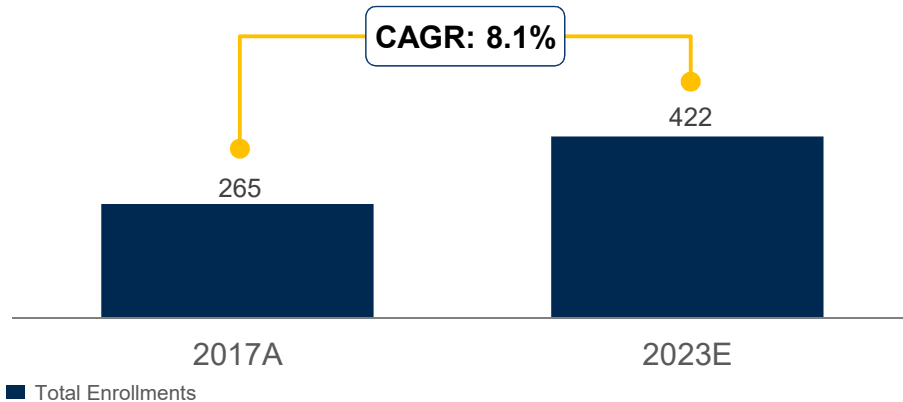


## Market fundamentals conducive to support growth



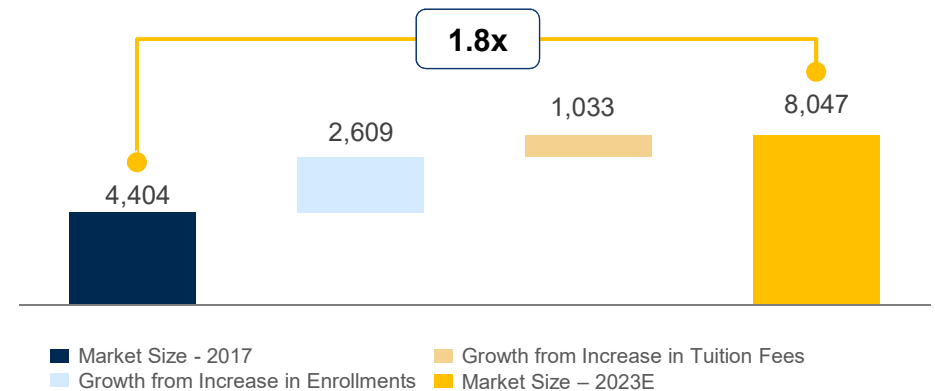
### Strong expected growth in enrollments...

Private School Enrollments Evolution – Riyadh City ('000s)



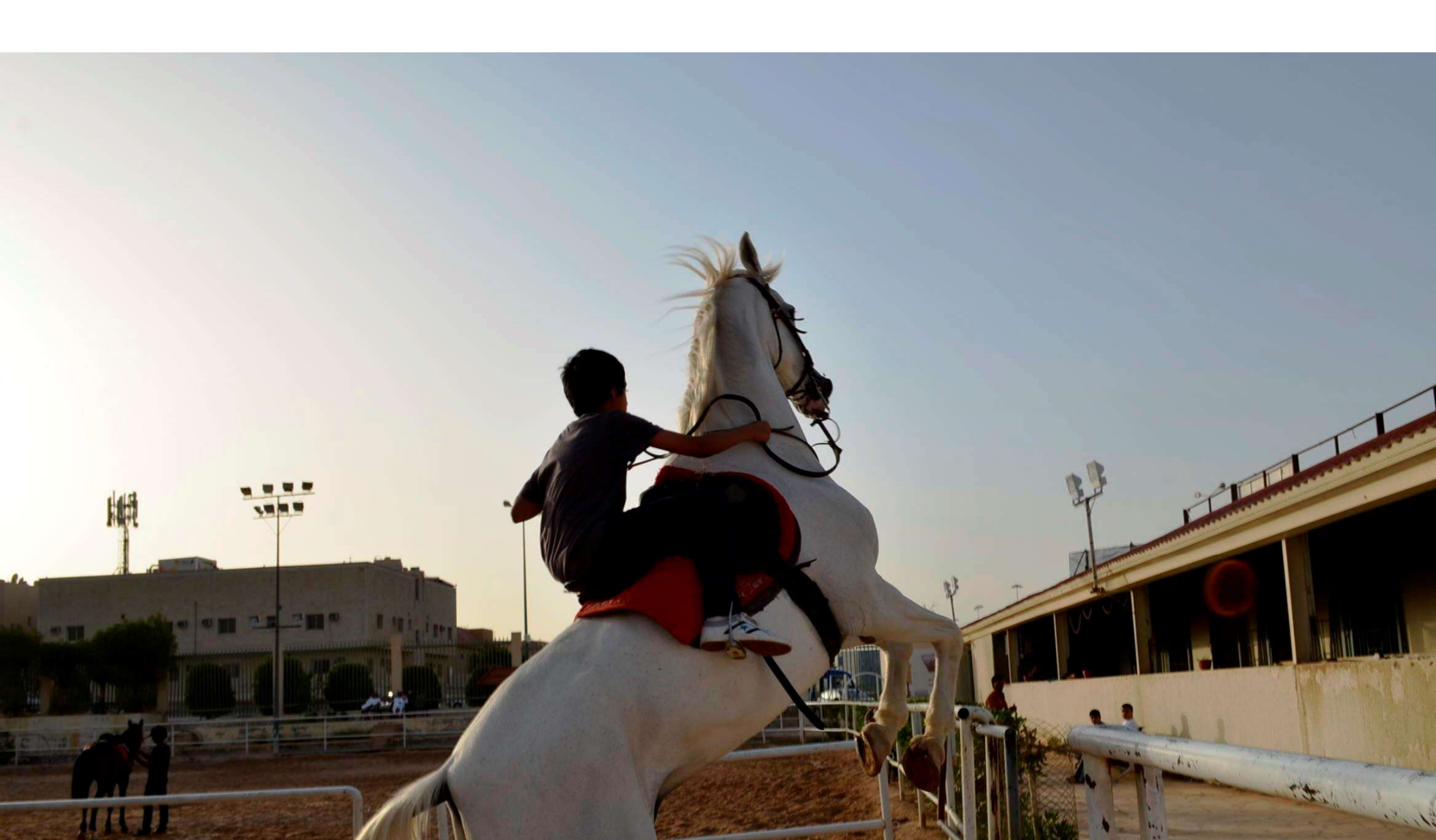
### ...and the overall market size

Market size growth – Riyadh (SARm)



Source: Source: ADL, Vision 2030, NTP, Kuwait Statistics Authority, World Bank; Saudi Arabia MoE data; Dubai Statistics Center; UAE MoE data; ADEK Annual 2016-2017 Report; Edarabia; Ministry of Information Affairs Bahrain





## **Ataa strategy overview**

Clear defined strategy to drive growth

# Clear defined strategy to drive growth



## Cascade HoldCo strategy into objectives and targets by school

5-years targets	<ul style="list-style-type: none"> <li>Leading school in Qiyas Al qudrat and Tahseeli in its catchment areas</li> <li>Top scores in international curricula standardized test scores</li> </ul>	<ul style="list-style-type: none"> <li>Reaching c. 37,000 students through organic and inorganic expansion</li> </ul>	<ul style="list-style-type: none"> <li>Achieve a ~50% EBITDAR margin</li> </ul>	<ul style="list-style-type: none"> <li>Increased partnerships with top universities and scientific institutes</li> <li>Enhancing non-tuition revenue</li> </ul>
Enablers	<ul style="list-style-type: none"> <li>Attracting the best talent pool of teachers</li> <li>Incentivizing high performing students</li> <li>Implementation of best international practices</li> </ul>	<ul style="list-style-type: none"> <li>Promoting Ataa's quality of education</li> <li>Focus on attracting students at early grades</li> <li>Acquisition strategy to enhance utilization levels</li> </ul>	<ul style="list-style-type: none"> <li>Implementing Ataa's optimization initiatives</li> <li>Building performance management capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Engage with universities and scientific institutes</li> <li>Enhanced extra-curricular activities</li> <li>E-services/ e-learning</li> </ul>

# Thank you for your time

## Q&A

