



عطاء التعليمية
Ataa Educational



ATAA EDUCATIONAL COMPANY



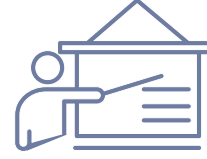


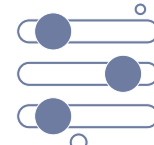




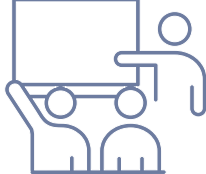

INVESTOR PRESENTATION

31 July 2023



Introduction to Ataa Educational Company (“Ataa”)

Ataa snapshot

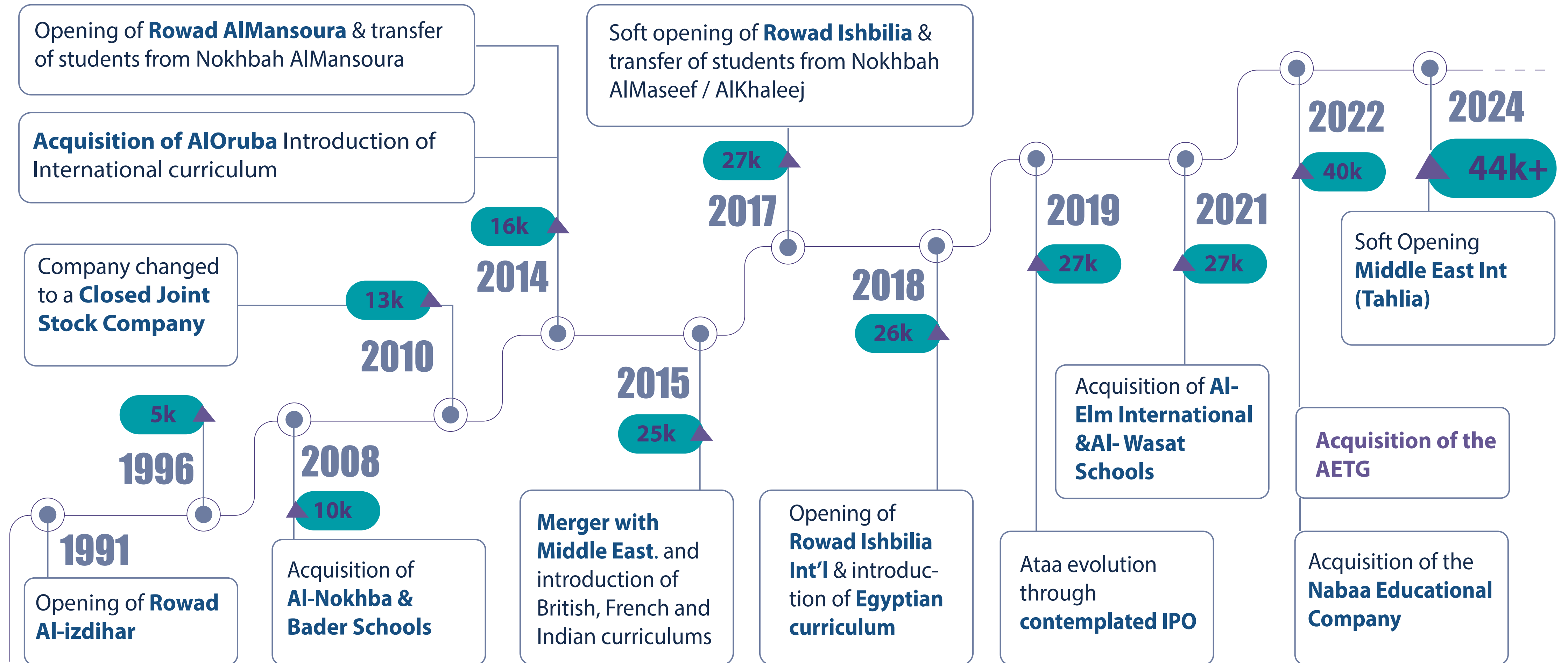
Financial strength ¹	Market leadership ¹	Strong fundamentals ¹
 <p>NetRevenue _____ 666M SAR</p>	 <p>1st Largest school operator in Riyadh (2023) _____</p>	 <p>~ 3,500 Teachers employed by Ataa _____</p>
 <p>EBITDA Margin _____ 32%</p>	 <p>10% Market share in Riyadh (2023) _____</p>	 <p>32Years Of operating history _____</p>
 <p>Net Income Margin _____ 10%</p>	 <p>44,864 Students enrolled in Ataa _____</p>	 <p>69% Utilization across schools _____</p>
 <p>Net debt/EBITDA _____ 2.2x</p>	 <p>6 Different curricula taught _____ across 22Complexes</p>	 <p>12.8x Student to teacher ratio across schools _____</p>

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

Note: As of 12M 2023 (ending July 2023), unless mentioned otherwise

Ataa key milestones

Our journey so far



- Modern Middle East International**
- Middle East International**
- Middle East International**
- Aleilm International**
- Jeel Al-majed International**
- Middle East - French**
- Middle East - Indian**
- Middle East International**
- Al Oruba International School**
- Al-Alson International School**
- Al Yasmin International School**

- An Nahdah
- Ishbilyah
- Al Muruj
- Al Wurud
- Umm Al Hamam Al Sharqi
- Sulaymaniyah
- Sulaymaniyah
- Tahlia
- Ar Rafiah
- Al Murabba
- 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-Faikr 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

Key Financial Summary



Founded, the Million Dollar Association of Financial insurance and financial services demonstrate exceptional professional knowledge and outstanding client service. Members is recognized internationally as the standard of excellence in the life insurance and financial services business.



Introduction to Ataa Educational Company ("Ataa")

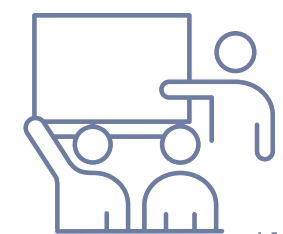
Ataa snapshot



	2022	2023
Revenues	577M SAR	666M SAR
		15% Growth



	2022	2023
EBITDA	202M SAR	213M SAR
	164M SAR	5% Growth
	Excluding the gains from Acquisitions	



	2022	2023
Student / Teacher ratio	12.5	12.8

	2022	2023
Earnings per share	1,68M SAR	1,61M SAR



	2022	2023
Net Income	74M SAR	69M SAR
	Including the gains from Acquisitions 13%	Margin 10%
	36M SAR	
	Excluding the gains from Acquisitions Margin 6%	

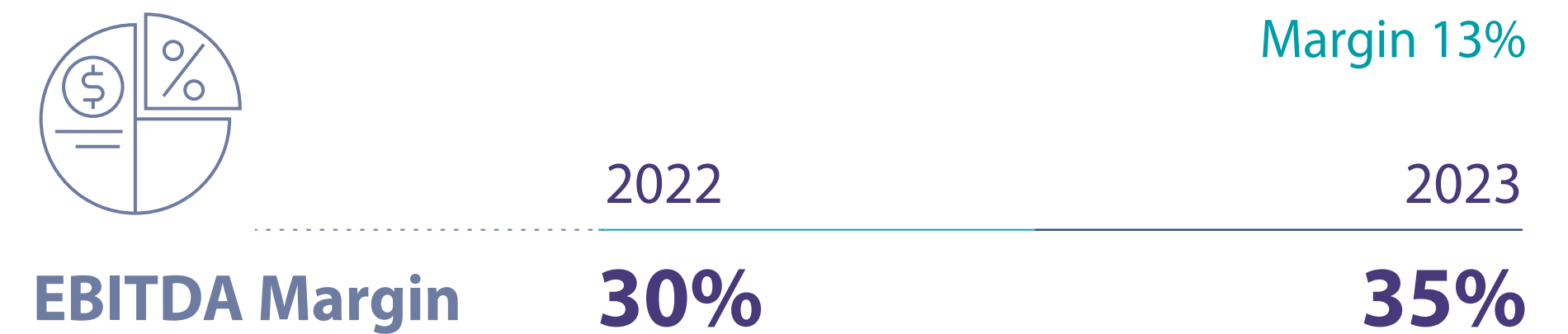


	2022	2023
EBITDA Margin	35%	32%
	28%	
	Excluding the gains from Acquisitions	



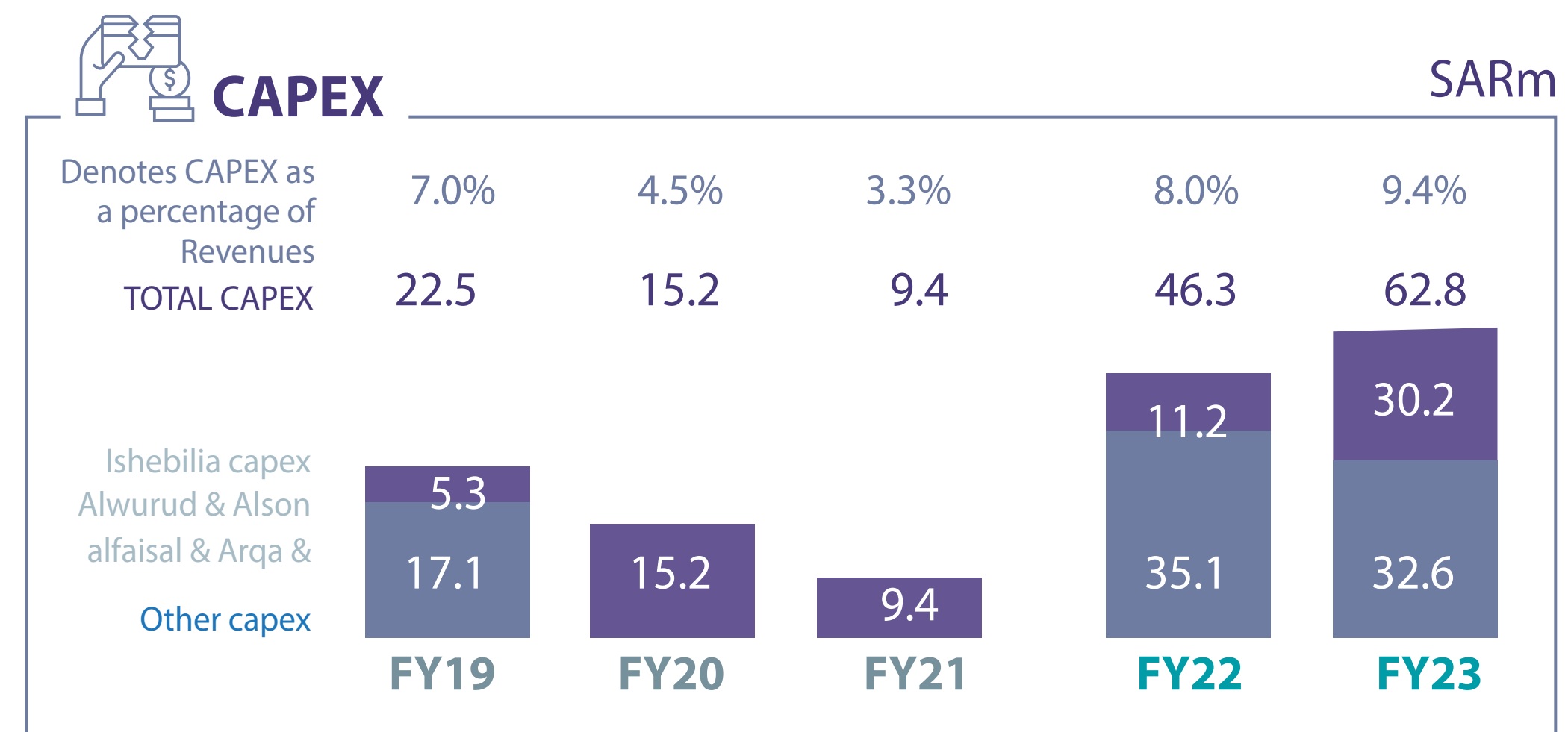
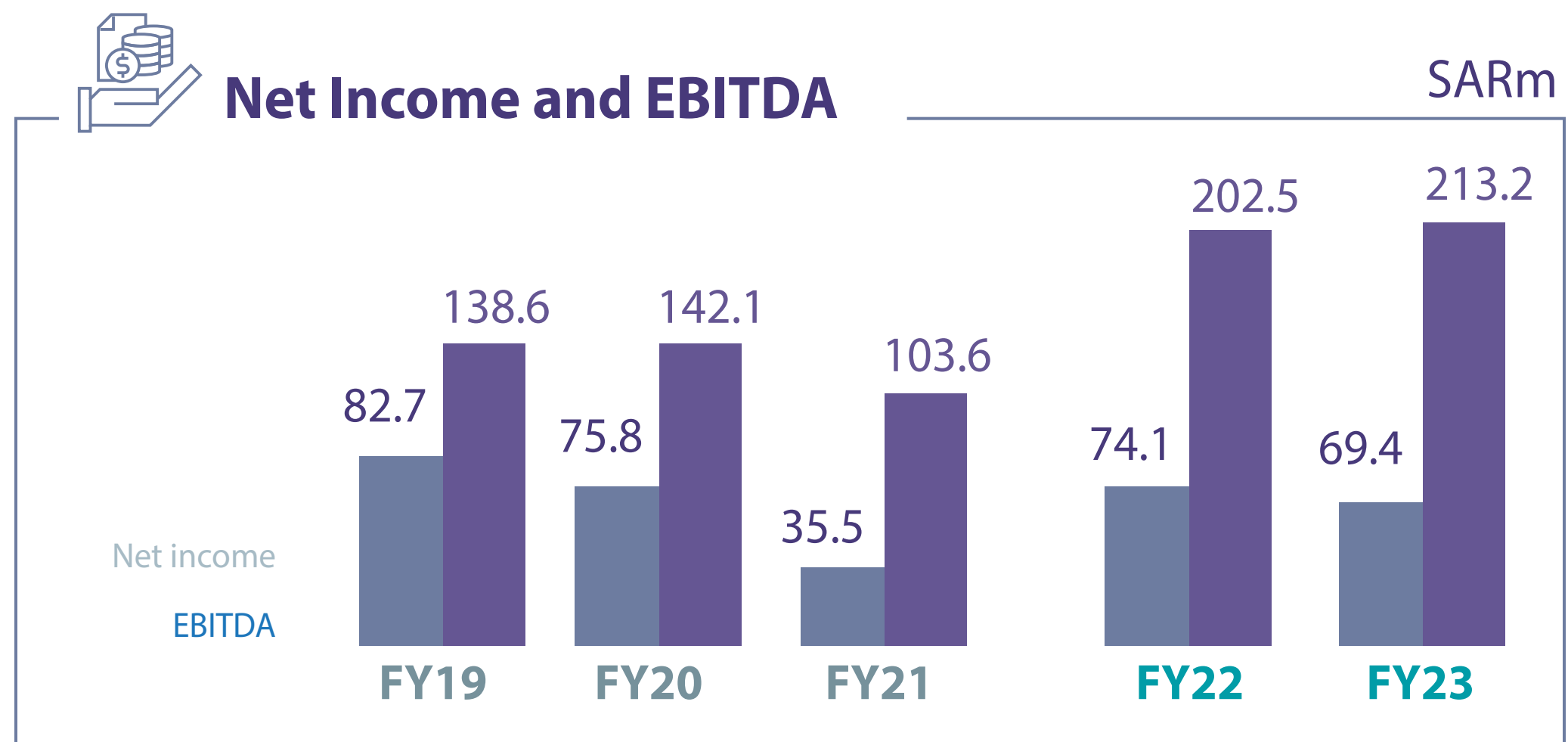
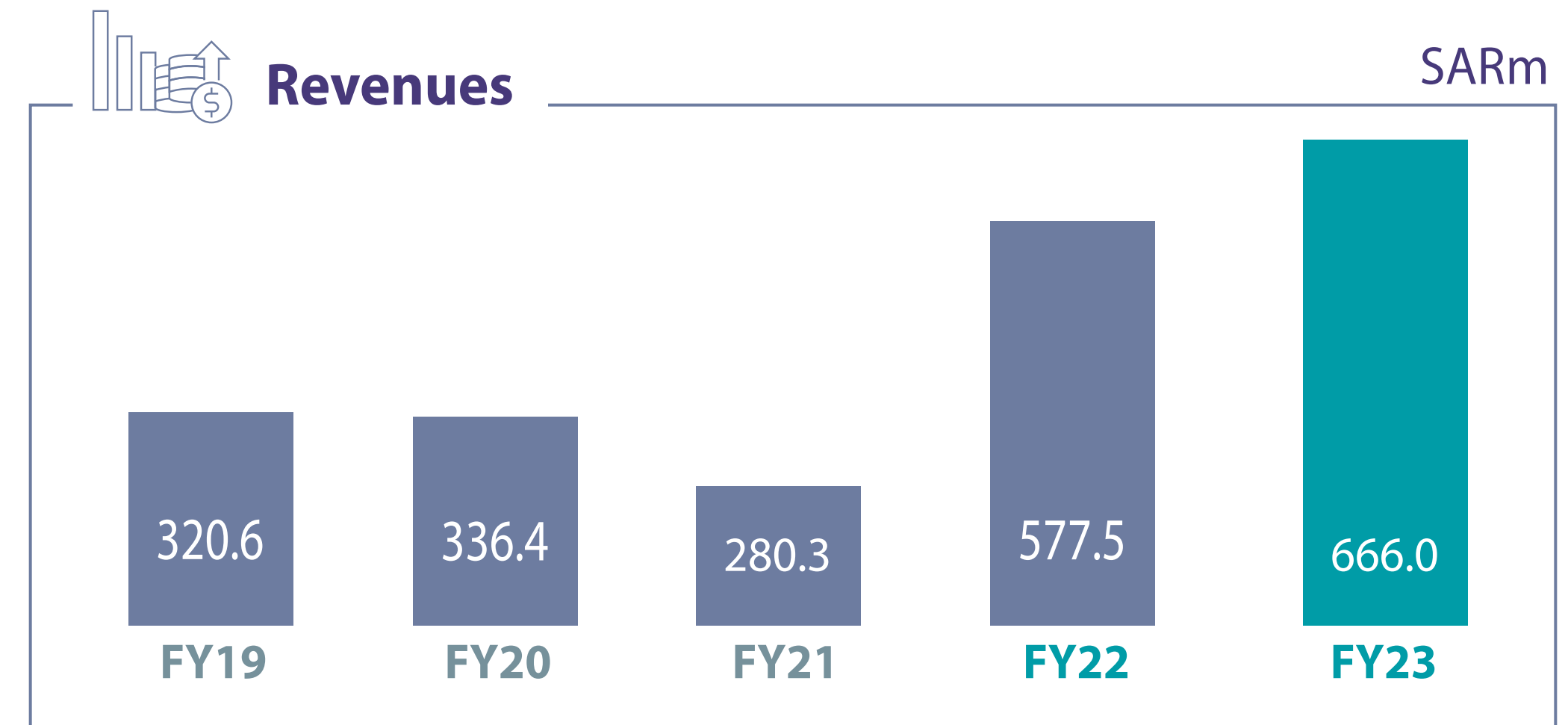
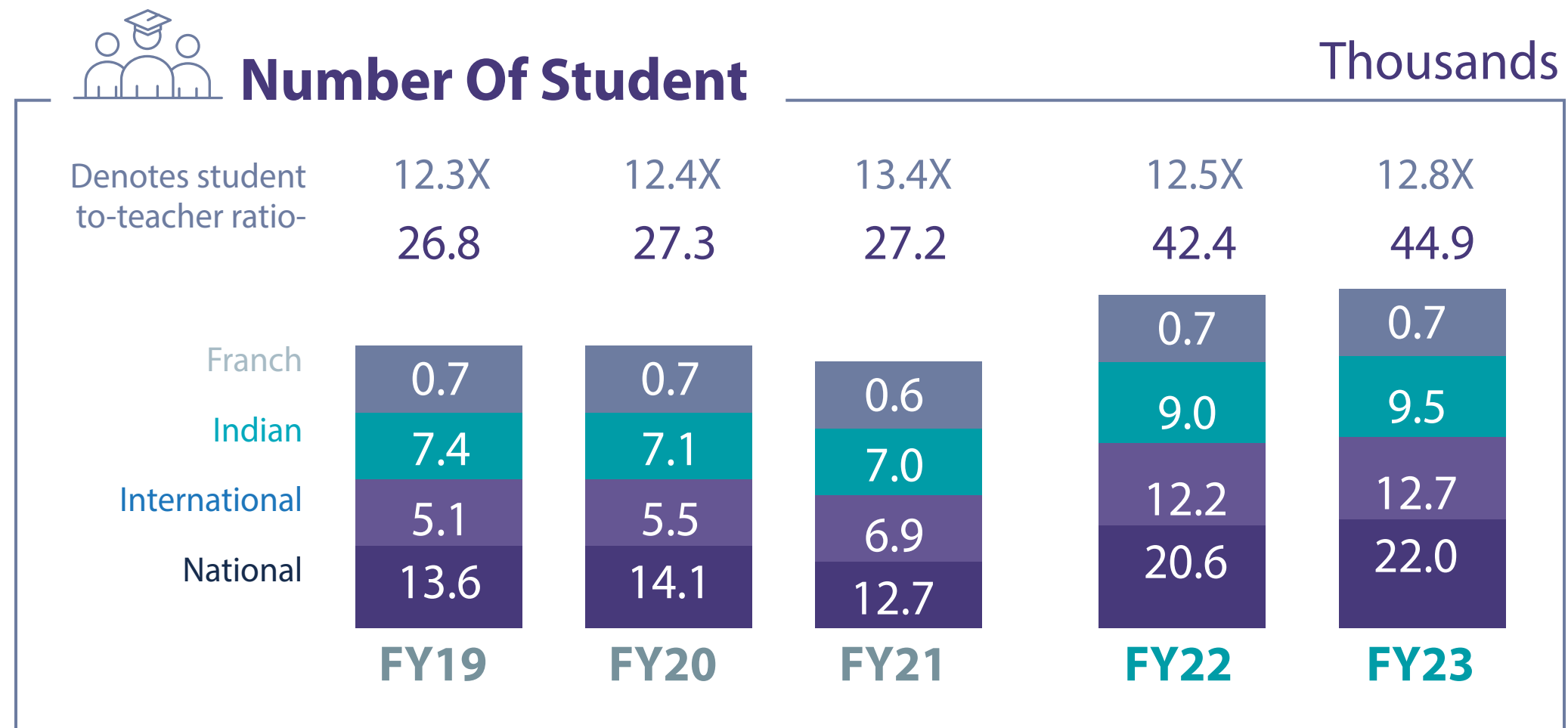
	2022	2023
Number Of Student	42,424	44,864
		6% Growth

Introduction to Ataa Educational Company ("Ataa") Educational sector



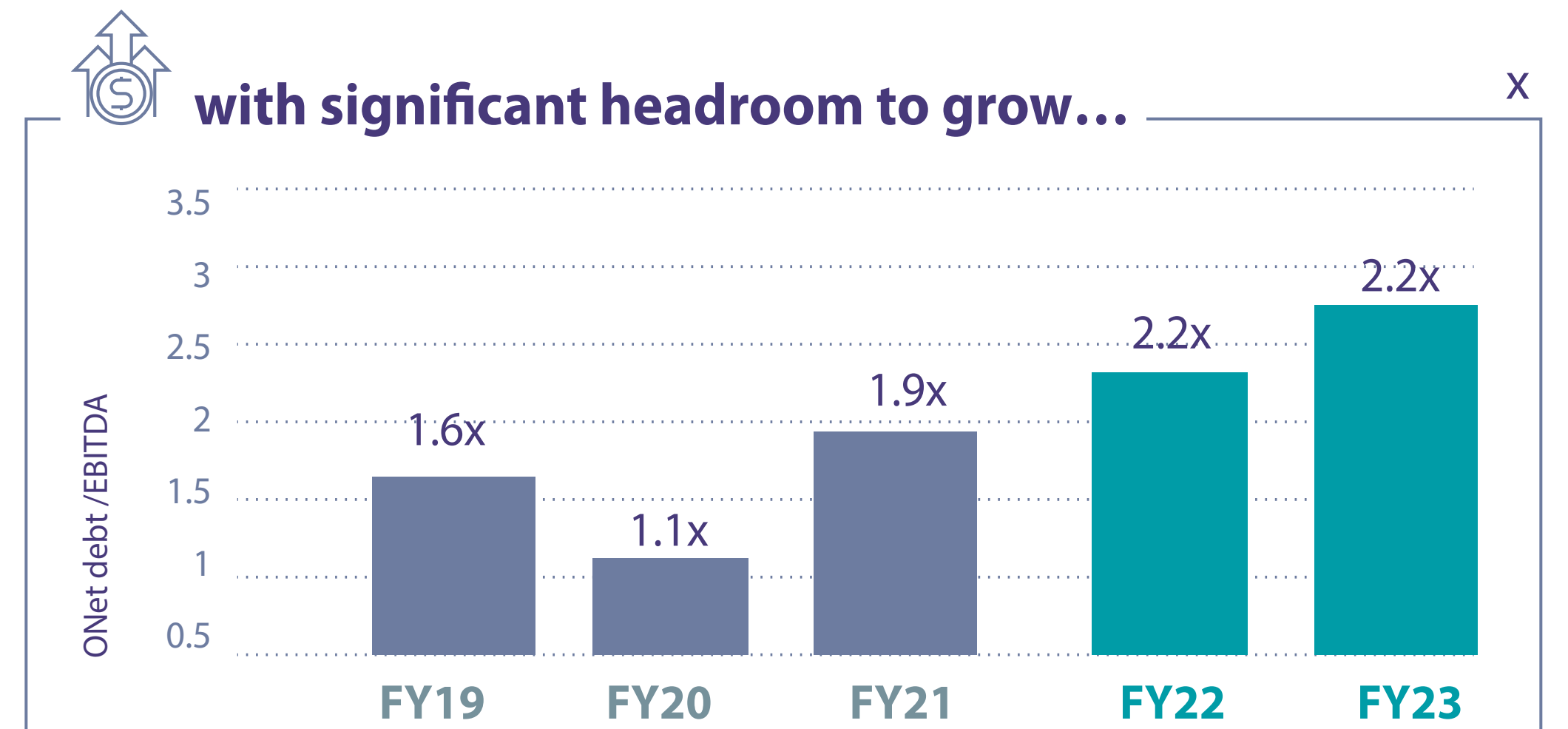
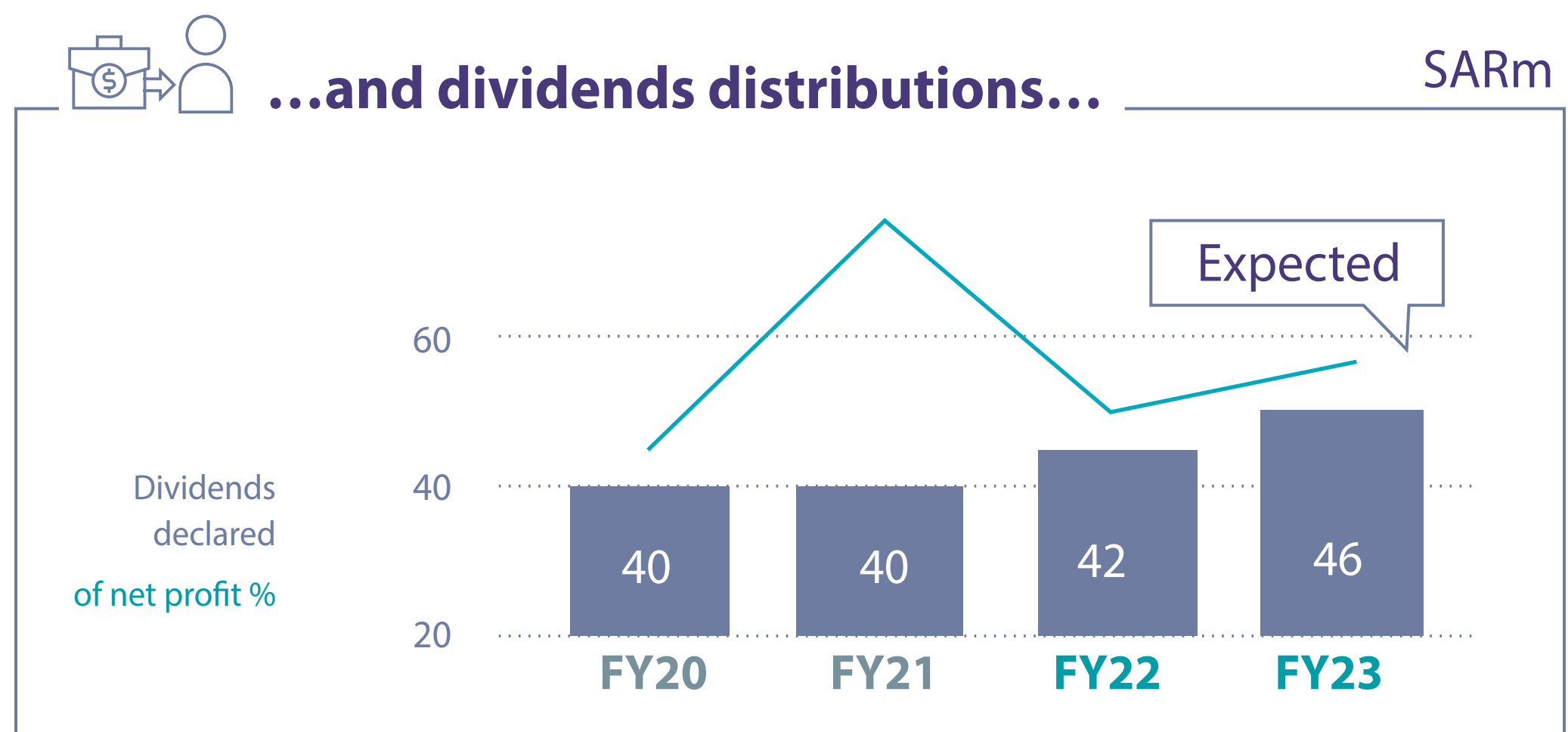
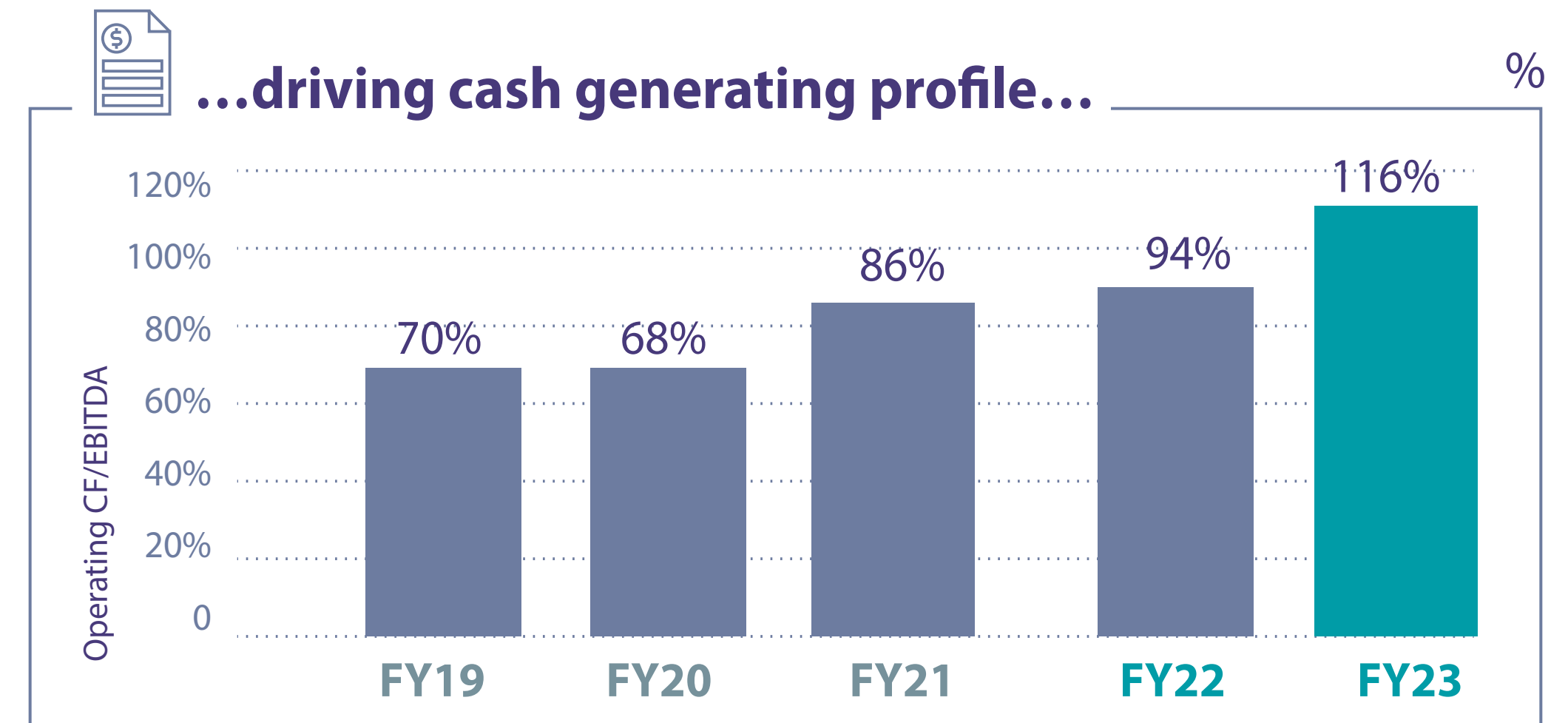
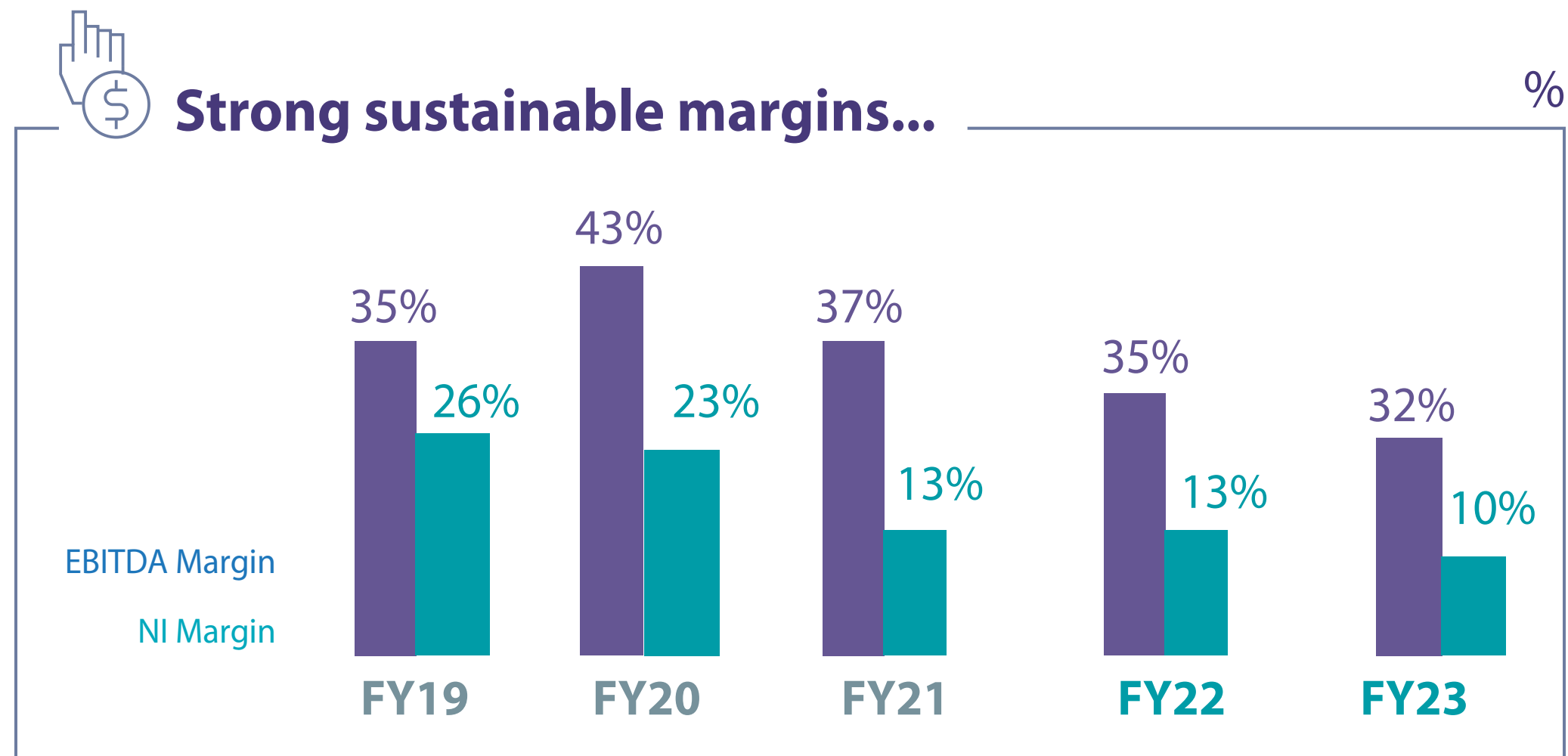
Robust financial performance

despite economic headwinds



Strong margins

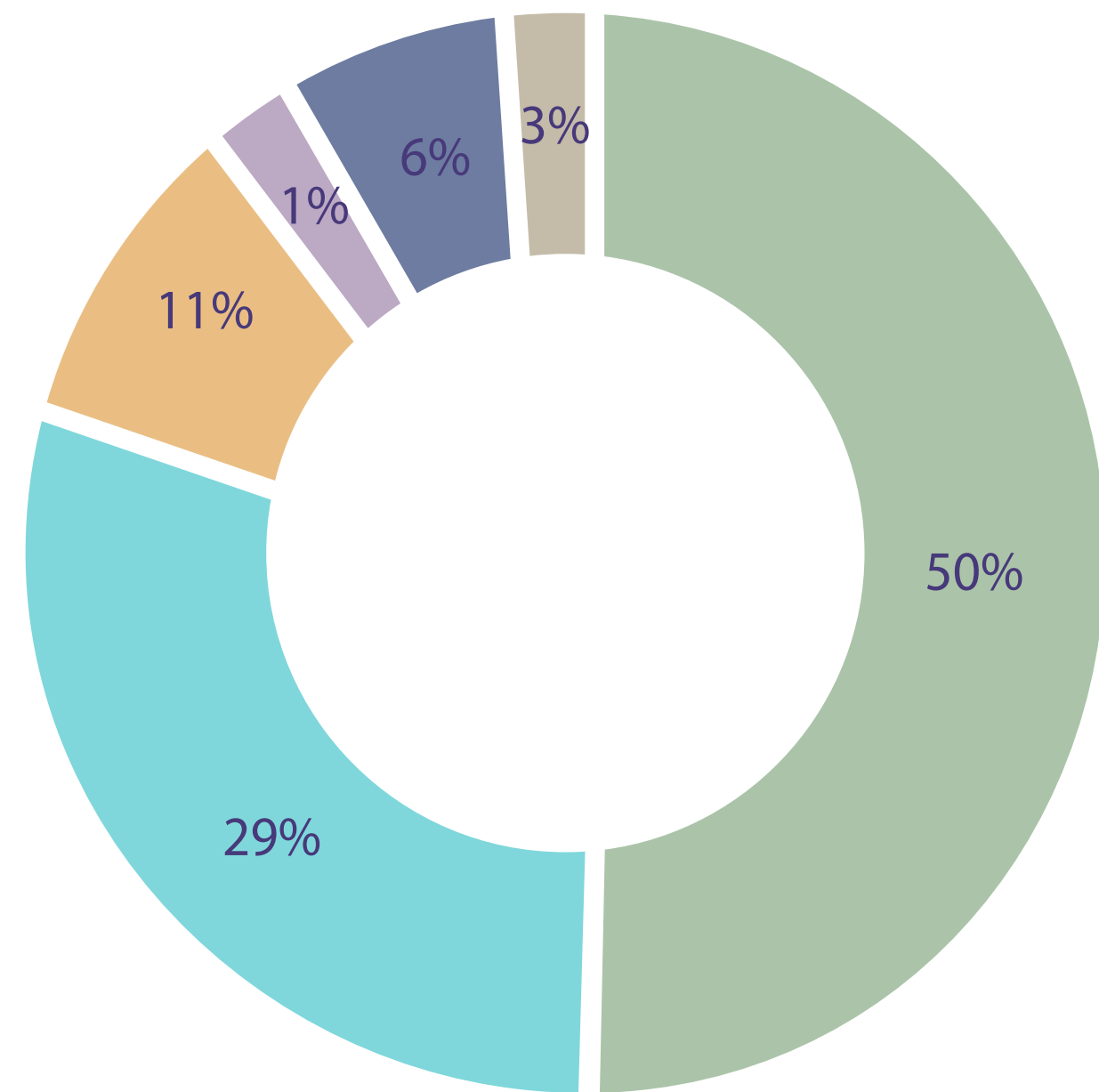
to drive cash generation with significant headroom to grow



1. Based on LTM figures (12Month)

Source: Company information

Revenue Break-Down Revenue by Sector




Segment Reporting

SR in 000s	2022	%	2023	%	Var (YTD22-23)
National	262,565	45,5%	330,504	49,6%	25,9%
International	163,925	28,4%	196,819	29,6%	20,1%
Indian	59,895	10,4%	71,874	10,8%	20,0%
Franch	8,584	1,5%	10,263	1,5%	19,6%
Alfaisal - Training	29,798	5,2%	37,714	5,7%	26,6%
Creative - Recruitment	52,725	9,1%	18,869	2,8%	(64,2%)
Total net revenue	577,493		666,042		15,3%

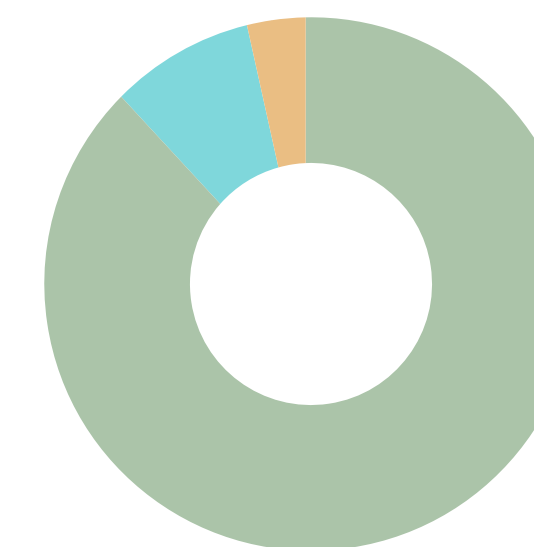
Revenue Break-Down Revenue by School

Revenue by School	2022	%	2023	%	Var (YTD22-23)
Rowad Al- Izdihar	57,276	9.9%	65,434	9.8%	14.2%
Rowad Al-Rowabi	27,465	4.8%	34,607	5.2%	26.0%
Rowad Al- Mansoura	17,288	3.0%	23,153	3.5%	33.9%
Rowad Ishbilia	32,985	5.7%	52,380	7.9%	58.8%
Rowad Al- Anduls	9,738	1.7%	12,375	1.9%	27.1%
Nokhba Al-karj	6,489	1.1%	9,478	1.4%	46.1%
Al-Faikr	7,159	1.2%	9,296	1.4%	29.9%
Al-Ourba Inter.	40,431	7.0%	46,631	7.0%	15.3%
Middle East Inter.	48,221	8.4%	55,484	8.3%	15.1%
Sulaimaniya Inter.	8,584	1.5%	10,263	1.5%	19.6%
New Middle East Inter.	32,938	5.7%	36,557	5.5%	11.0%
Modern Middle East Inter.	15,563	2.7%	18,897	2.8%	21.4%

Revenue by Type	2022	%	2023	%	Var (YTD22-23)
Middle East Ishbilia Inter.	7,731	1.3%	9,695	1.5%	25.4%
Aleilm Inter.	20,735	3.6%	23,179	3.5%	11.8%
Al Wsat	9,923	1.7%	10,456	1.6%	5.4%
Naba - Almanahj	29,058	5.0%	29,524	4.4%	1.6%
Amjad Qurtaba	36,710	6.4%	44,579	6.7%	21.4%
Al jawdah	28,475	4.9%	39,221	5.9%	37.7%
Al -Alson	38,697	6.7%	50,667	7.6%	30.9%
Jeel Al-majed	8,109	1.4%	11,164	1.7%	37.7%
Al-Yasmin	11,394	2.0%	16,420	2.5%	44.1%
Alfaisal	29,798	5.2%	37,714	5.7%	26.6%
Creative	52,725	9.1%	18,869	2.8%	(64.2%)



SEGMENT REPORTING



Educational sector M	SAR 609	91%
Training sector M	SAR 38	6%
Recruitment M	SAR 19	3%

Source: Company information

6

Educational curriculum

Saudi



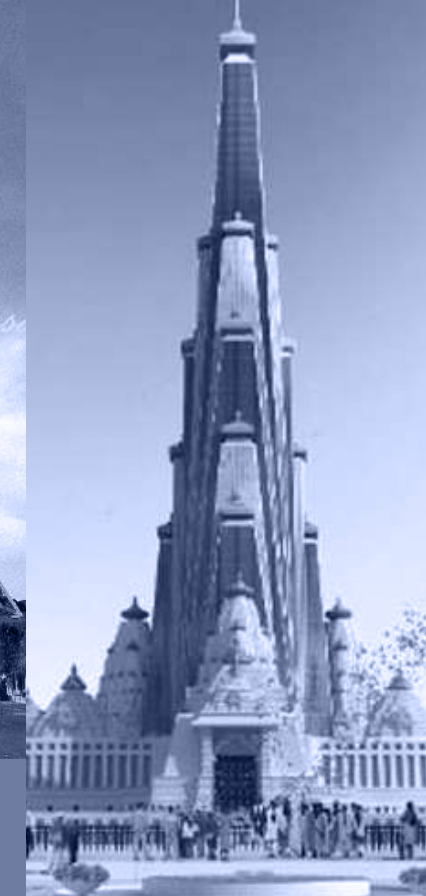
Egypt



USA



France



India




















UK









National schools portfolio

	Rowad مدارس الرواد الأهلية Al-Rowad Private Schools					Nokhba مدارس النخيل الأهلية Al-Nokhba Private Schools	Al-Faikr مدارس الفكر الأهلية Alwasat Schools	Al Wsat مدارس الوسط Alwasat Schools	Amjad مدارس أمجاد قرطبة Amjad Qurtoaba Schools	Al jawdah الشركة الأكاديمية للخدمات التعليمية ACES	Naba نبوة NABA	TOTAL AVG
	Al- Izdihar	Al-Rowabi	Al- Mansoura	Ishbilia	Al- Anduls	Al-karj	Al-Faikr	Al Wsat	Amjad Qurtaba	Al jawdah	Naba Almanahj	
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	980	2,424	3,600	4,500	2,100	33,849
Number of students	3,178	2,236	1,908	3,928	969	969	618	976	2,953	2,568	1,735	22,038
Utilization	52%	51%	66%	90%	61%	105%	63%	40%	82%	57%	83%	65%
Avg. net tuition (SAR)	20,600	15,500	12,150	13,350	12,800	9,800	15,050	10,700	15,100	15,300	17,000	15,000
EBITDA contribution1	13%	5.6%	2.3%	9.4%	1.0%	0.5%	1.1%	0%	7.7%	4.3%	3.7%	48.6%
Student to teacher ratio	13.9	13.5	14.3	14.2	14.3	14.7	11.9	12.7	12.5	11.5	12.2	13.2

International schools portfolio

	 Middle East Ishbilia Inter.	 Middle East Al Muruj Inter.	 مدارس العربية العالمية Al-Oruba International School	 مدارس العلوم العالمية EDUCATION INTERNATIONAL SCHOOL	 مدارس النلسن العالمية Al-Alson International School	 مدارس جيل المجد العالمية Glory Generation Intel'l School	 ECOLE INTERNATIONALE AL SOULEMANIYA Riyadh EIS 2002 مدارس سليمانيا العالمية	TOTAL AVG
Curriculum		 	 		 			
Area (sqm)	9,240	4,558	19,485	14,000	20,199	19,770	2,641	89,893
Real estate ownership	Owned	leased	leased	leased	leased	leased	leased	
Classrooms	108	148	142	80	184	60	44	766
Capacity	2,700	3,600	3,550	1,750	4,700	1,500	880	18.680
Number of students	541	2,839	2,662	1,405	4,341	890	652	13.330
Utilization	20%	79%	75%	80%	92%	59%	74%	71%
Avg. net tuition (SAR)	18,000	19,600	17,500	16,500	11,700	12,500	15.800	15.500
EBITDA contribution ¹	1.2%	11.8%	9.2%	2.7%	8.5%	1.2%	1.0%	35.6%
Student to teacher ratio	9.8	13.0	15.8	14.5	11.2	9.0	8.7	12.1

Indian schools portfolio

	 New Middle East Inter.	 Modern Middle East Inter.	 Al-Yasmin	
				
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	4,567	2,663	2,266	9,496
Utilization	68%	75%	103%	76%
Avg. net tuition (SAR)	8,000	7,100	7,300	7,600
EBITDA contribution ¹	7.4%	4.1%	4.2%	15.7%
Student to teacher ratio	11.1	14.2	17.8	13.1

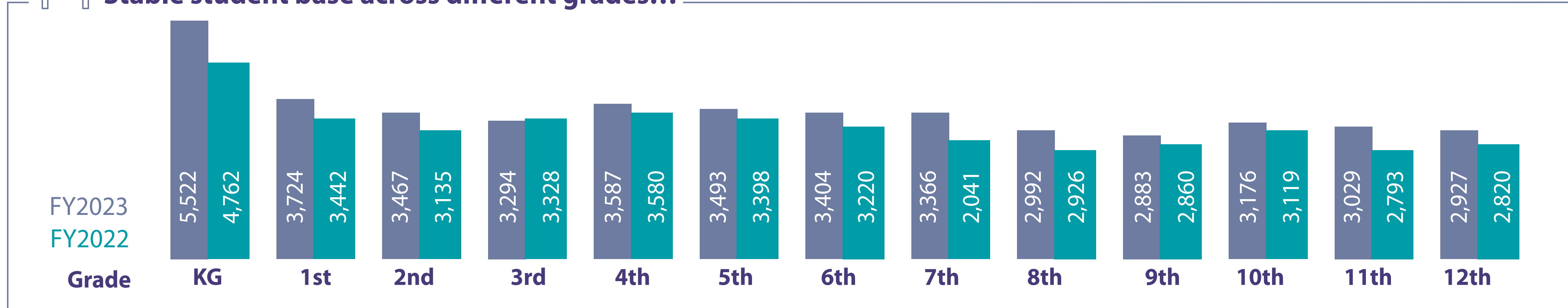
Ataa school portfolio

Highly diversified student base with further room to consolidate



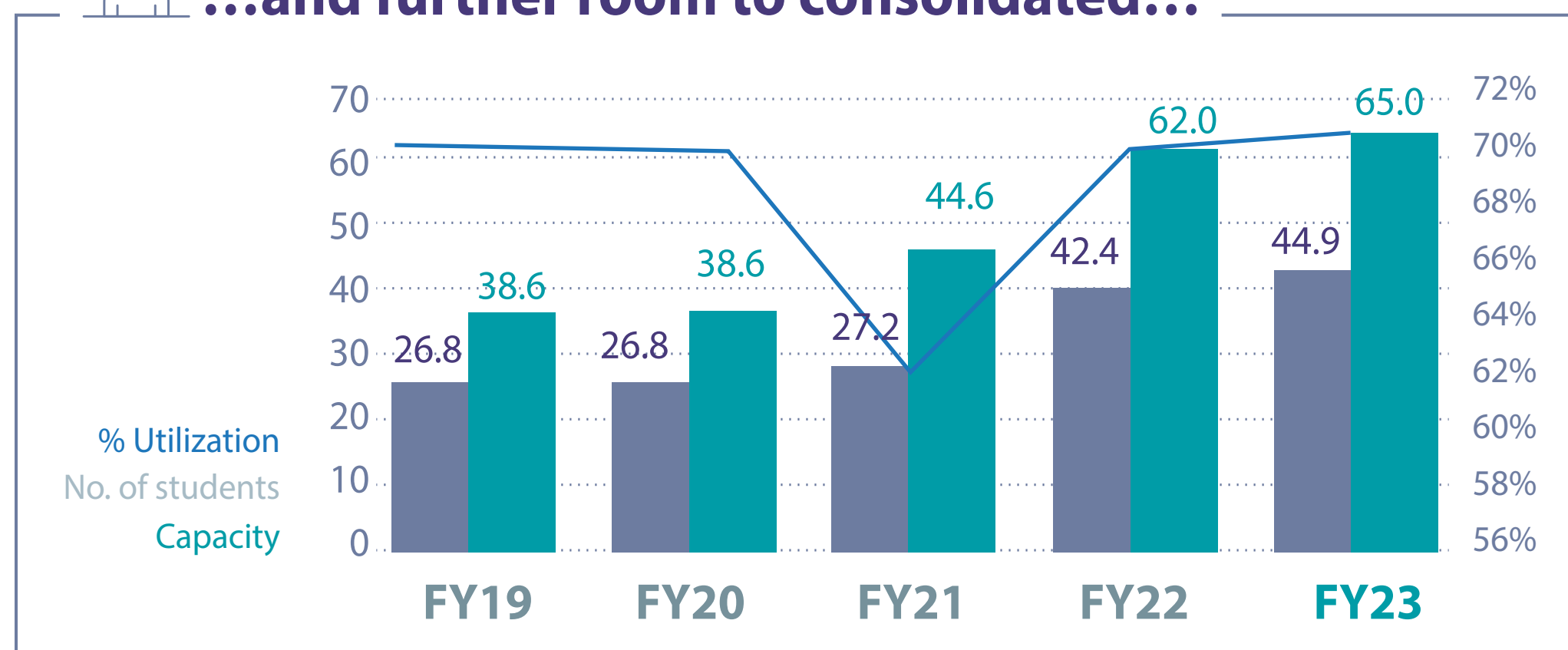
Stable student base across different grades...

Stable student base across different grades...



...and further room to consolidated...

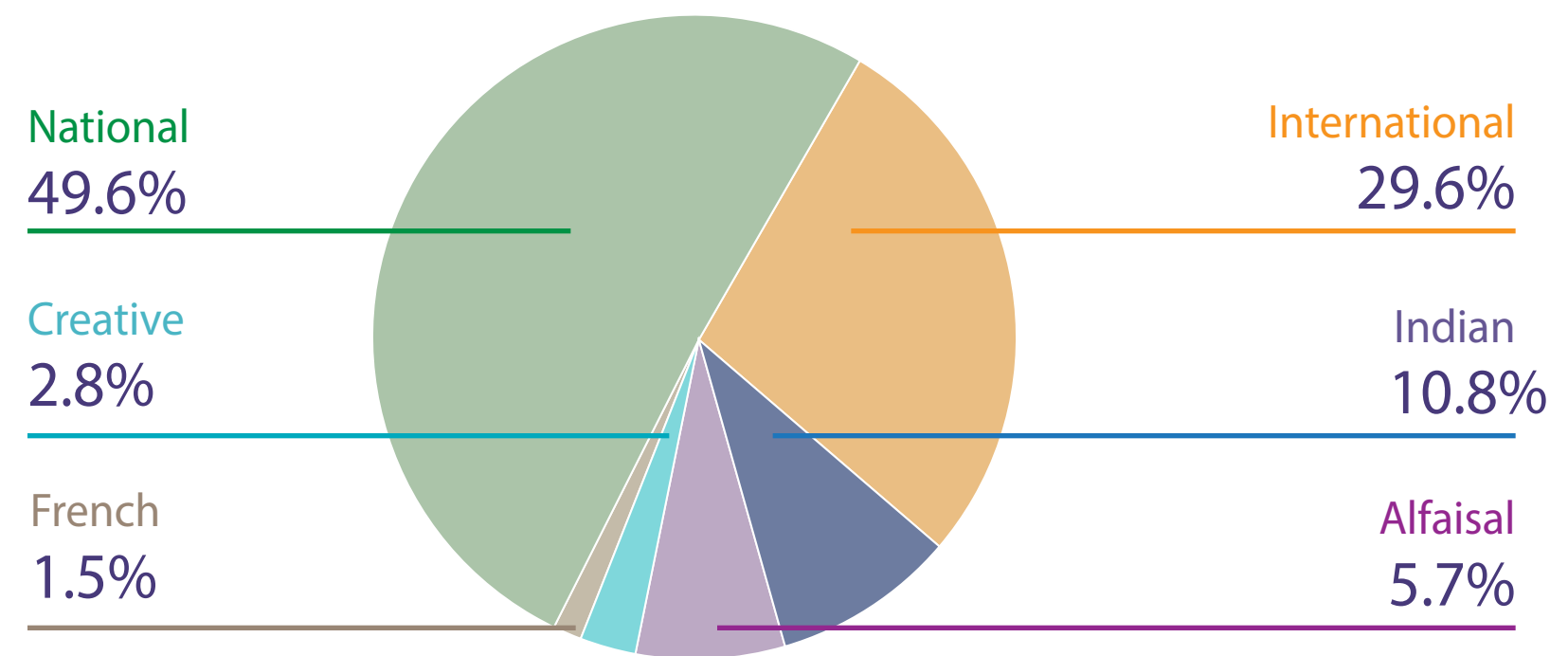
%



...with a diversified revenue base...

%

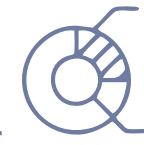
Net tuition revenue per curriculum (%)



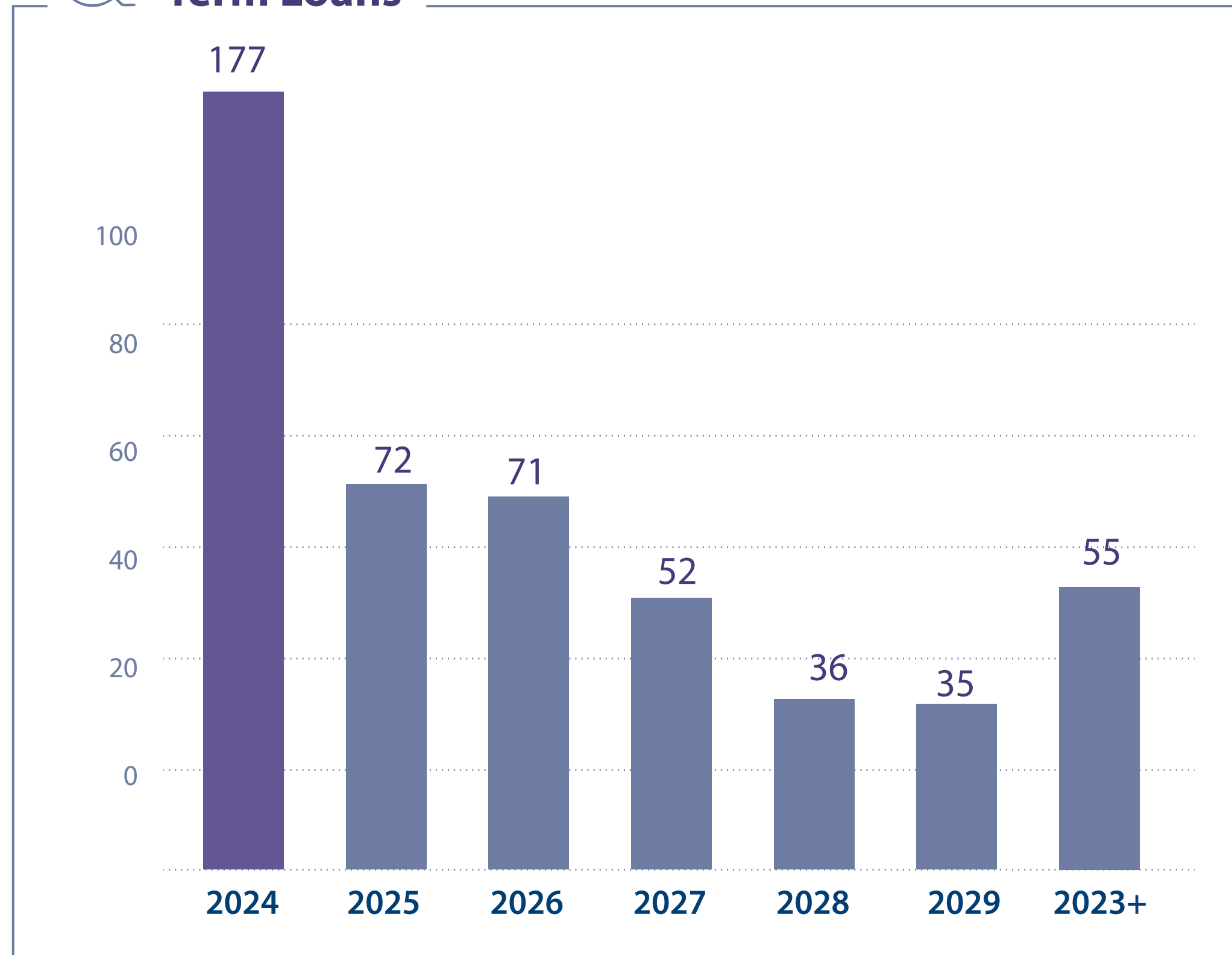
Source: Company information

DEBT SUMMARY

... DEBT MATURITY PROFILE...



Term Loans



SR in 000s

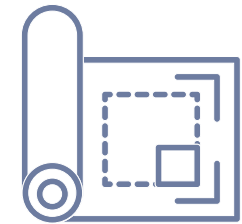
%

2024	176,821	35.5%
2025	71,702	14.4%
2026	70,780	14.2%
2027	52,496	10.5%
2028	35,864	7.2%
2029	35,271	7.1%
2030	19,558	3.9%
2031	19,558	3.9%
2032	11,892	2.4%
2033	4,225	0.8%
Total	498,168	

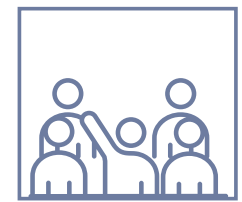
Ataa Upcoming Growth



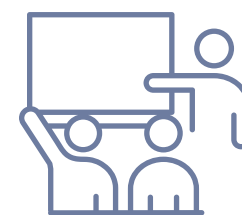
Ataa Upcoming Growth AI-Wasat Project



Land area
12,562 sqm



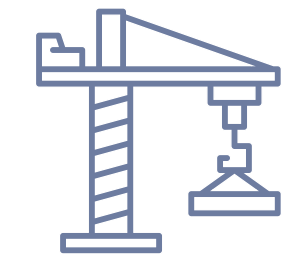
capacity
2.5 K students



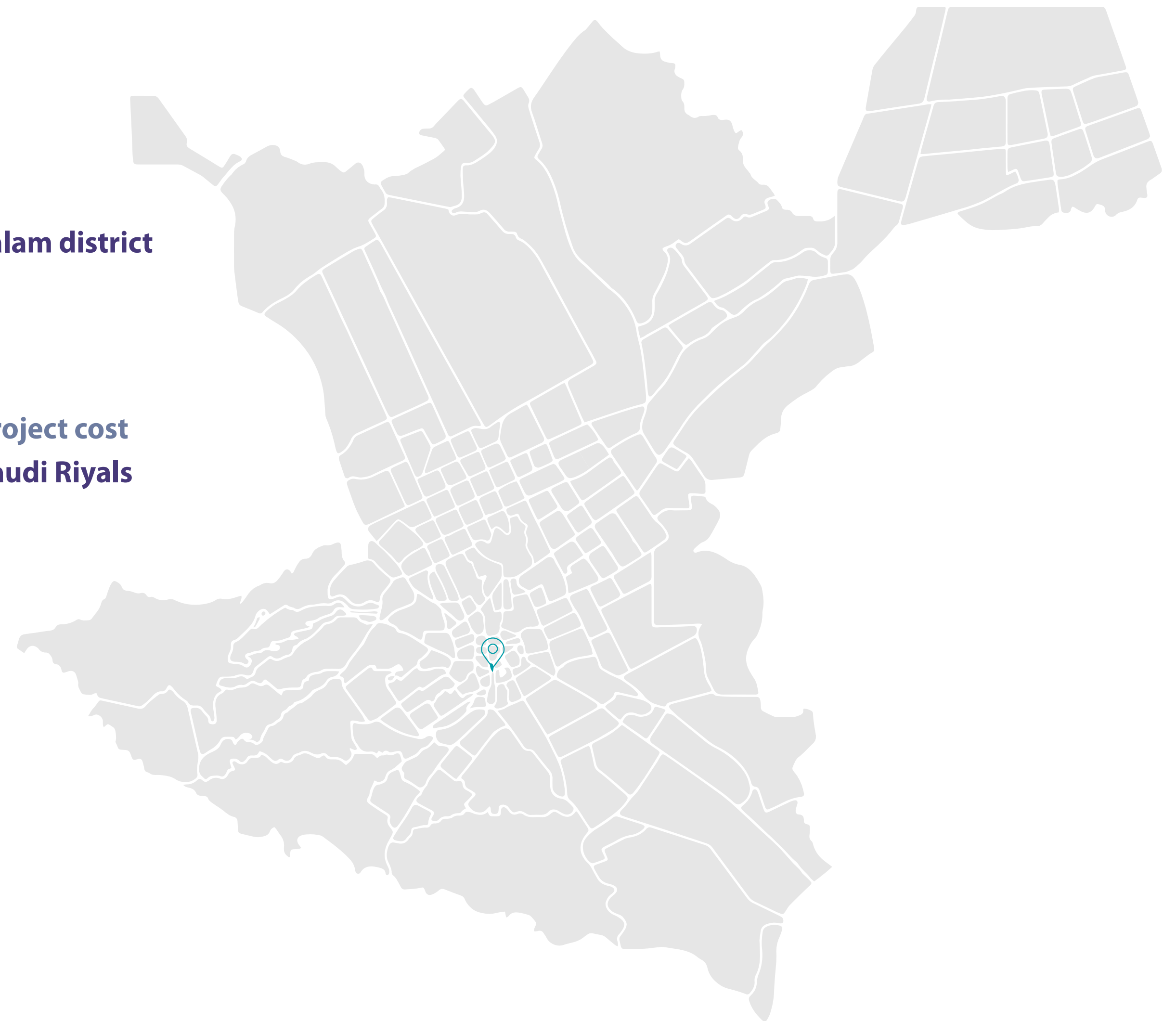
Estimated opening date
Academic year 2024-2025



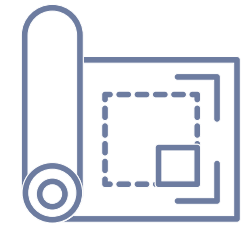
Location
Riyadh, Al-Salam district



Estimated project cost
75 million Saudi Riyals



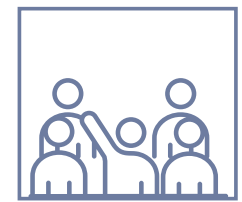
Ataa Upcoming Growth Arqa Project



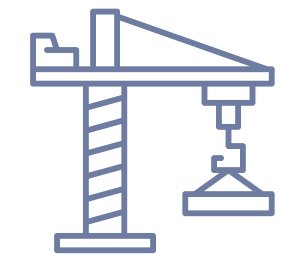
Land area
10,000 sqm



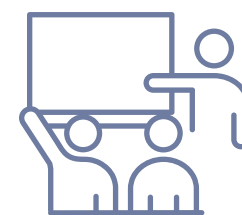
Location
Riyadh, arqa district



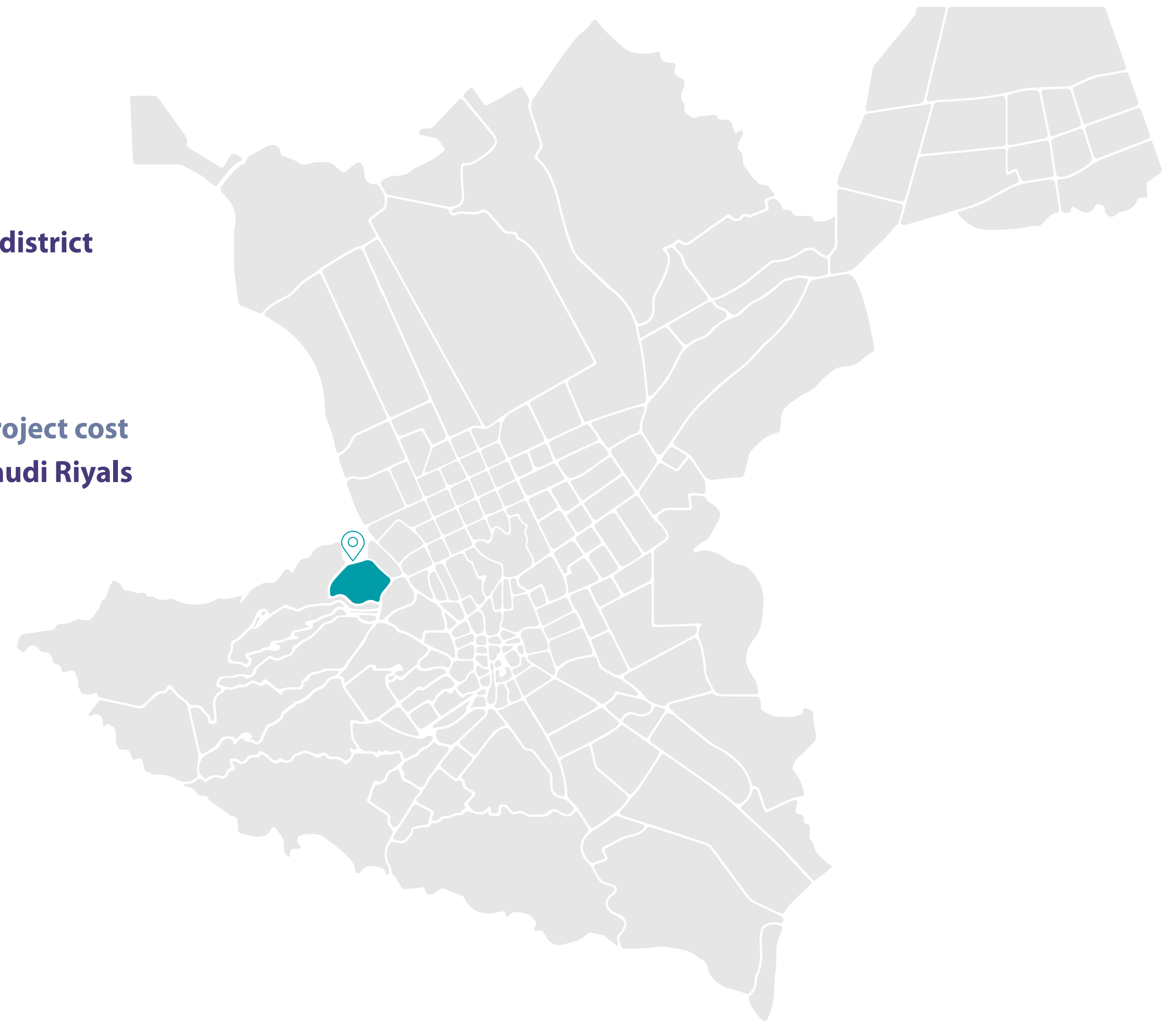
capacity
2.0 K students



Estimated project cost
75 million Saudi Riyals

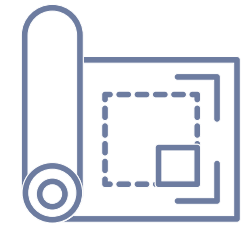


Estimated opening date
Academic year 2024-2025



Ataa Upcoming Growth Tahlia Project

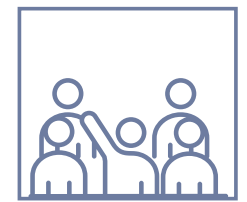
Rehabilitate a rented educational complex Project



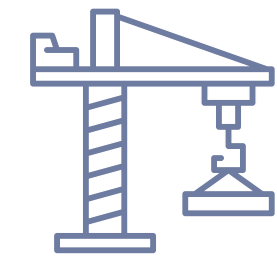
Land area
13,942 sqm



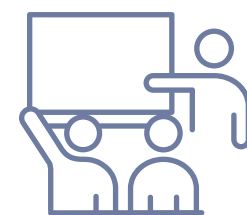
Location
Riyadh, Sulaymaniyah district



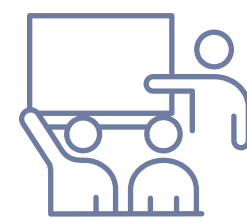
capacity
2.7 K students



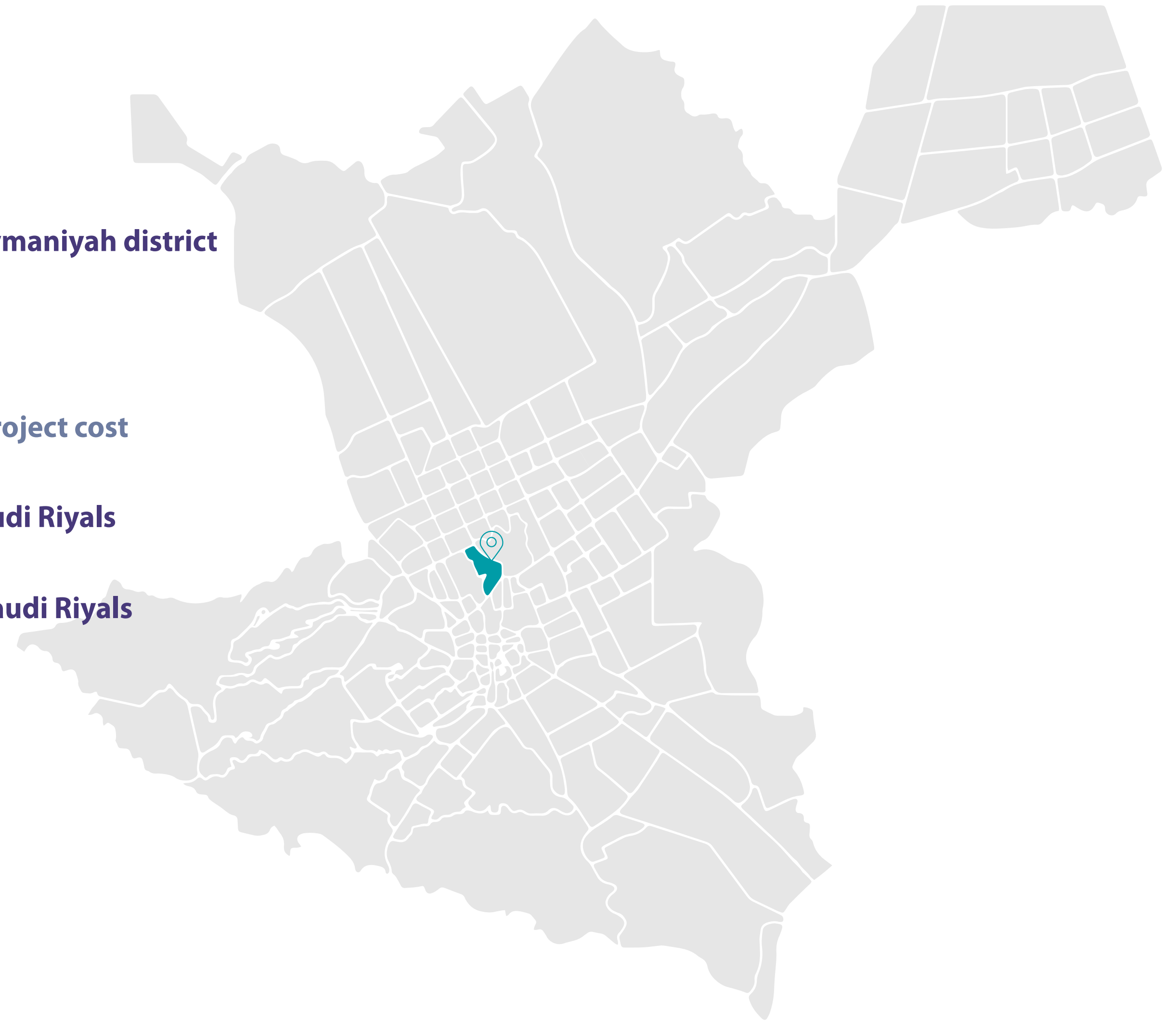
Estimated project cost
Phase1
2 million Saudi Riyals
Phase2
54 million Saudi Riyals



Soft opening date
Academic year 2023-2024



Fully opening date
Academic year 2024-2025



**New Academic Years
Updates 2023-2024**

Educational

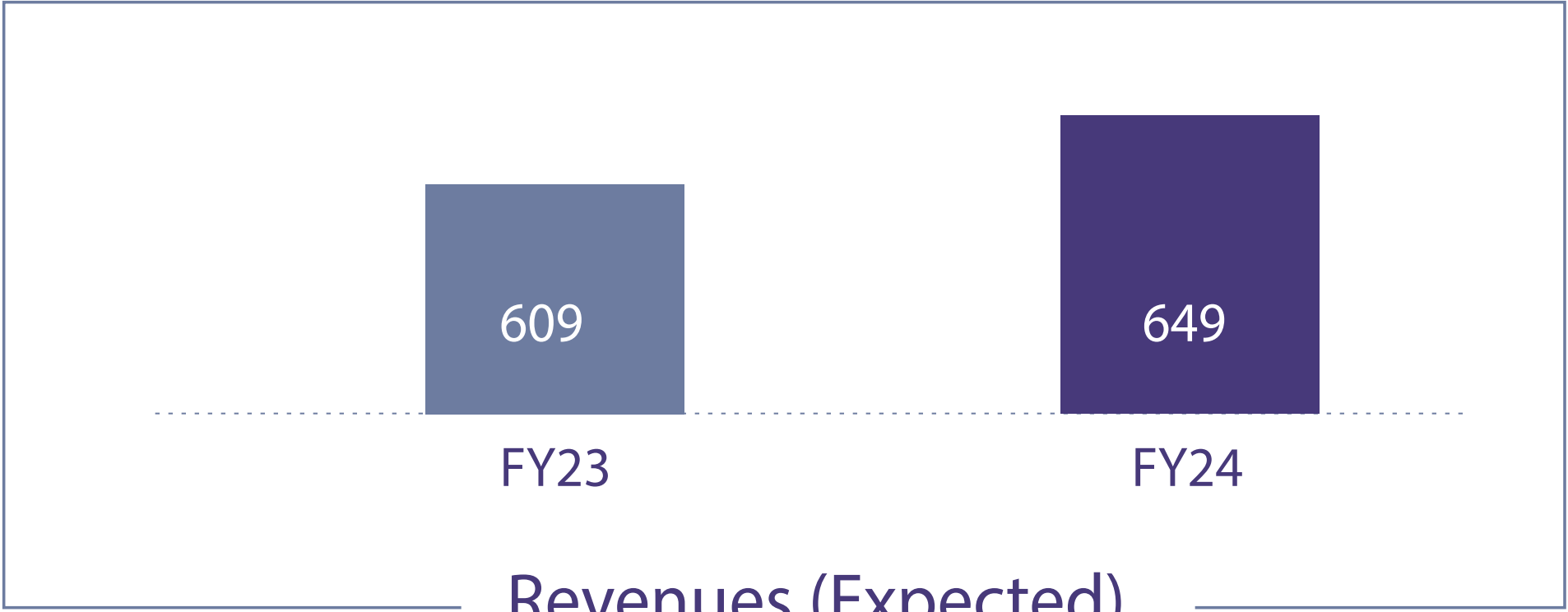
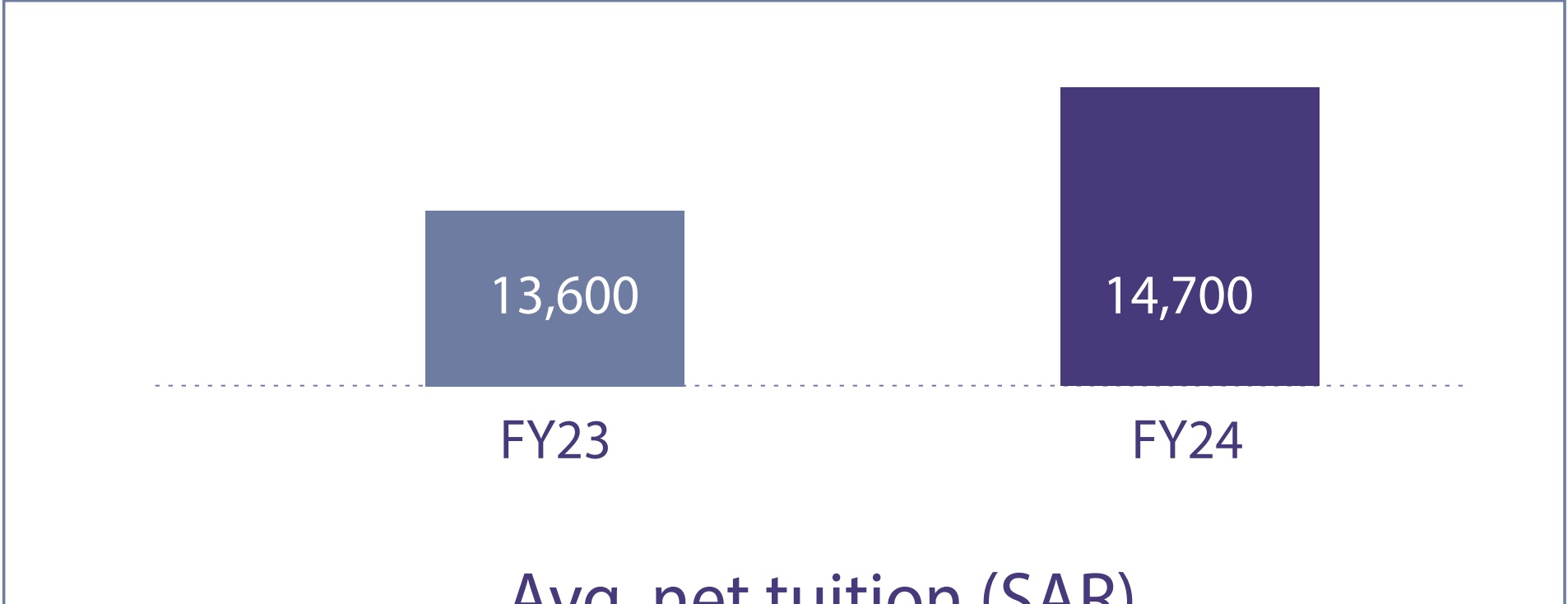
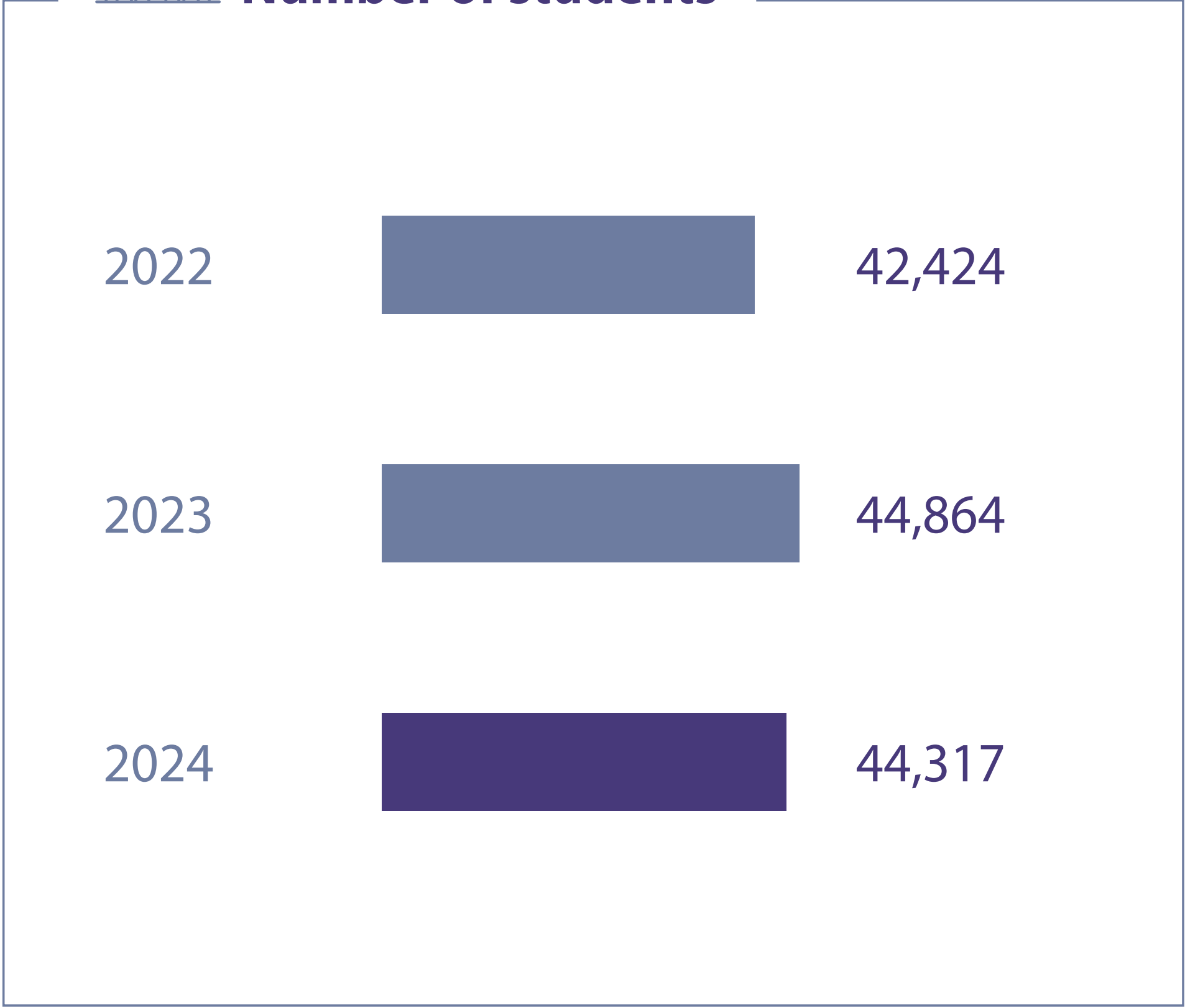
sector



New Academic Years 2023-2024 Updates

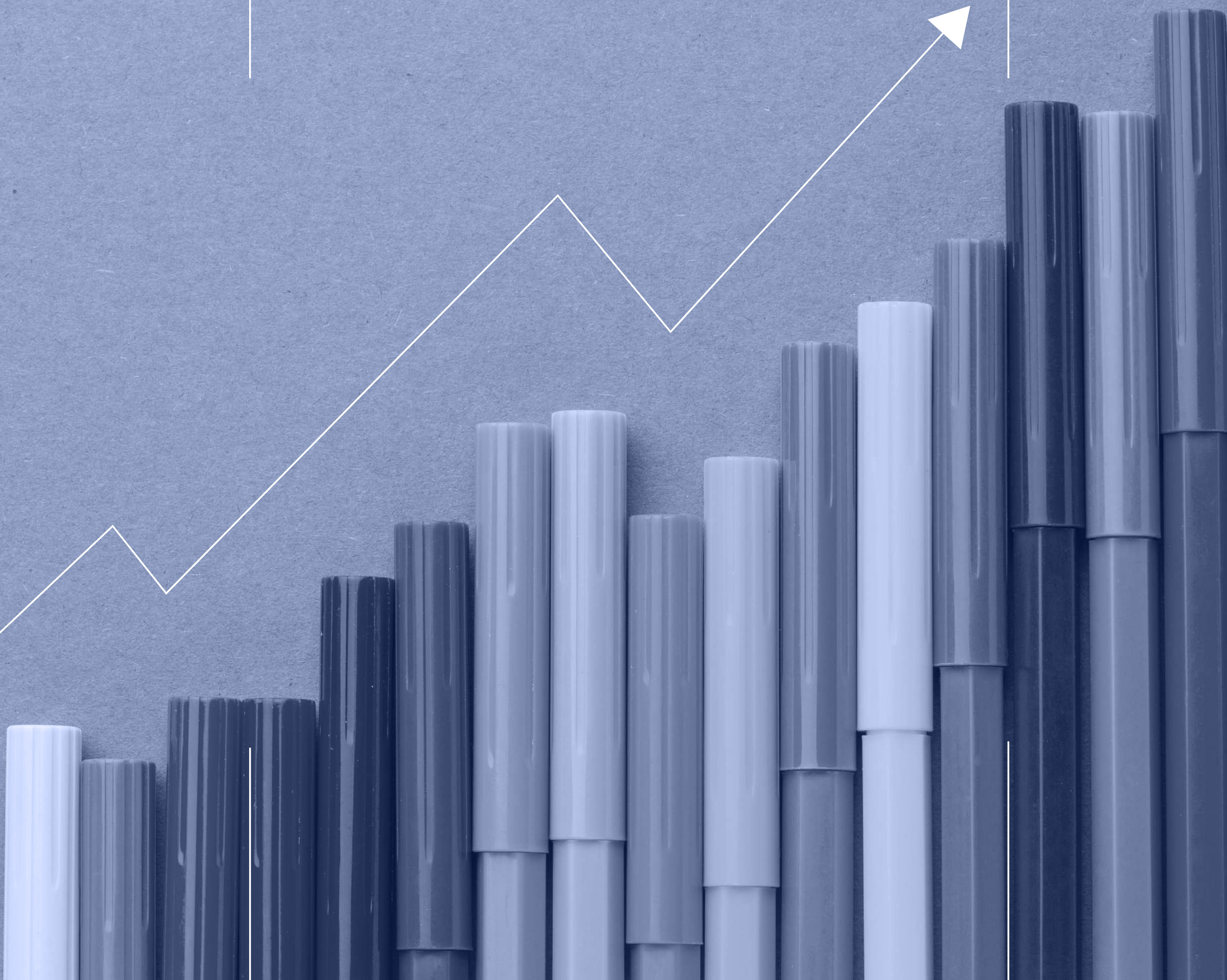


Number of students



Overview

of the K-12 Market in KSA



KSA's economy witnessed a c. 10% growth over the past 3 years, and is expected to sustain its upward trend going forward, indicating a higher propensity to spend on services including Education

KSA's GDP is the highest amongst its regional counterparts, with an upward trend that is expected to sustain through 2025

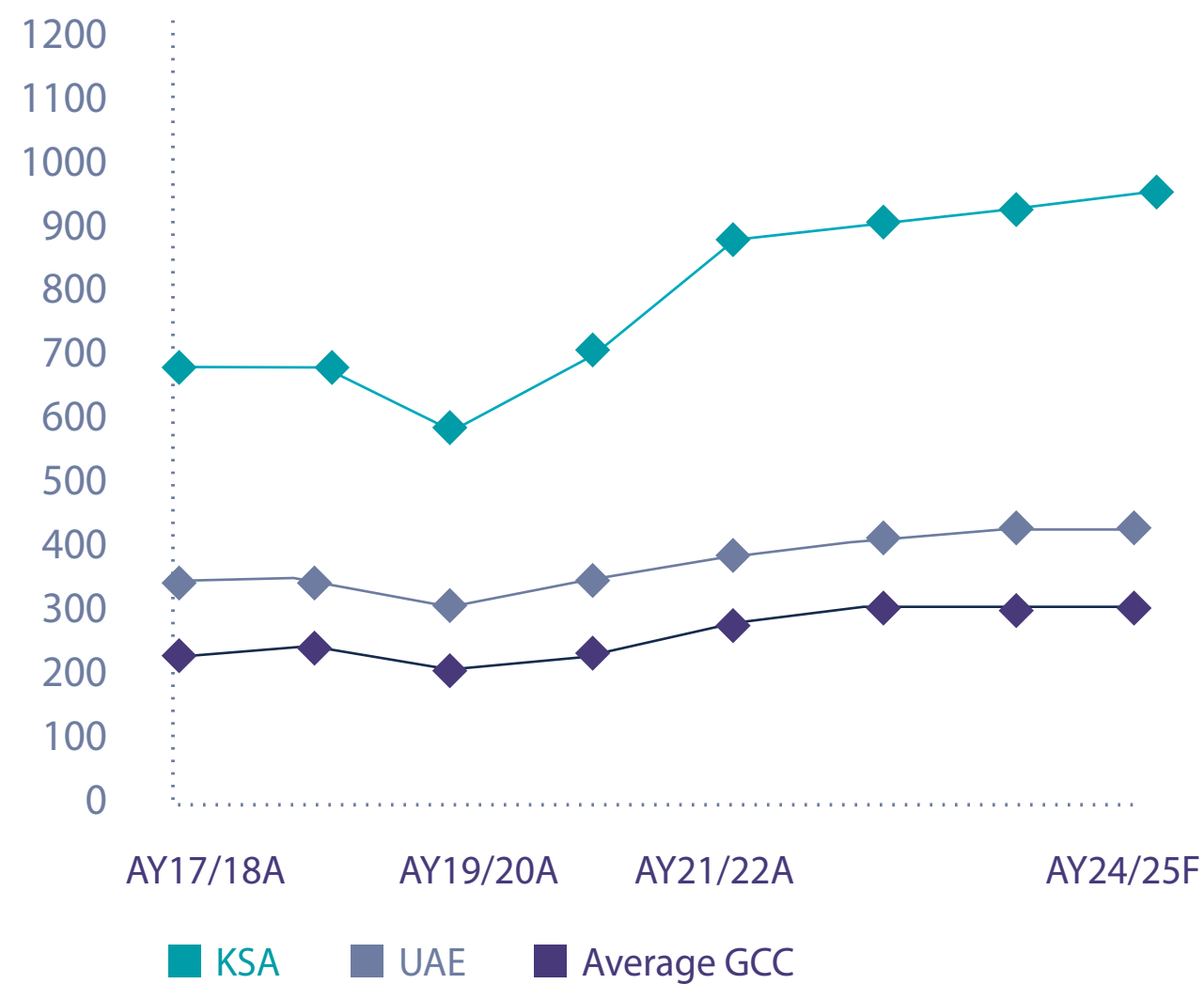
The kingdom's household disposable income is c.50% less than the GCC average; however, education spending is currently c.45% higher than that of the GCC indicating a high propensity to spend on Educational services



KSA and GCC Markets GDP

USD Bn, AY17/18A-AY24/25F

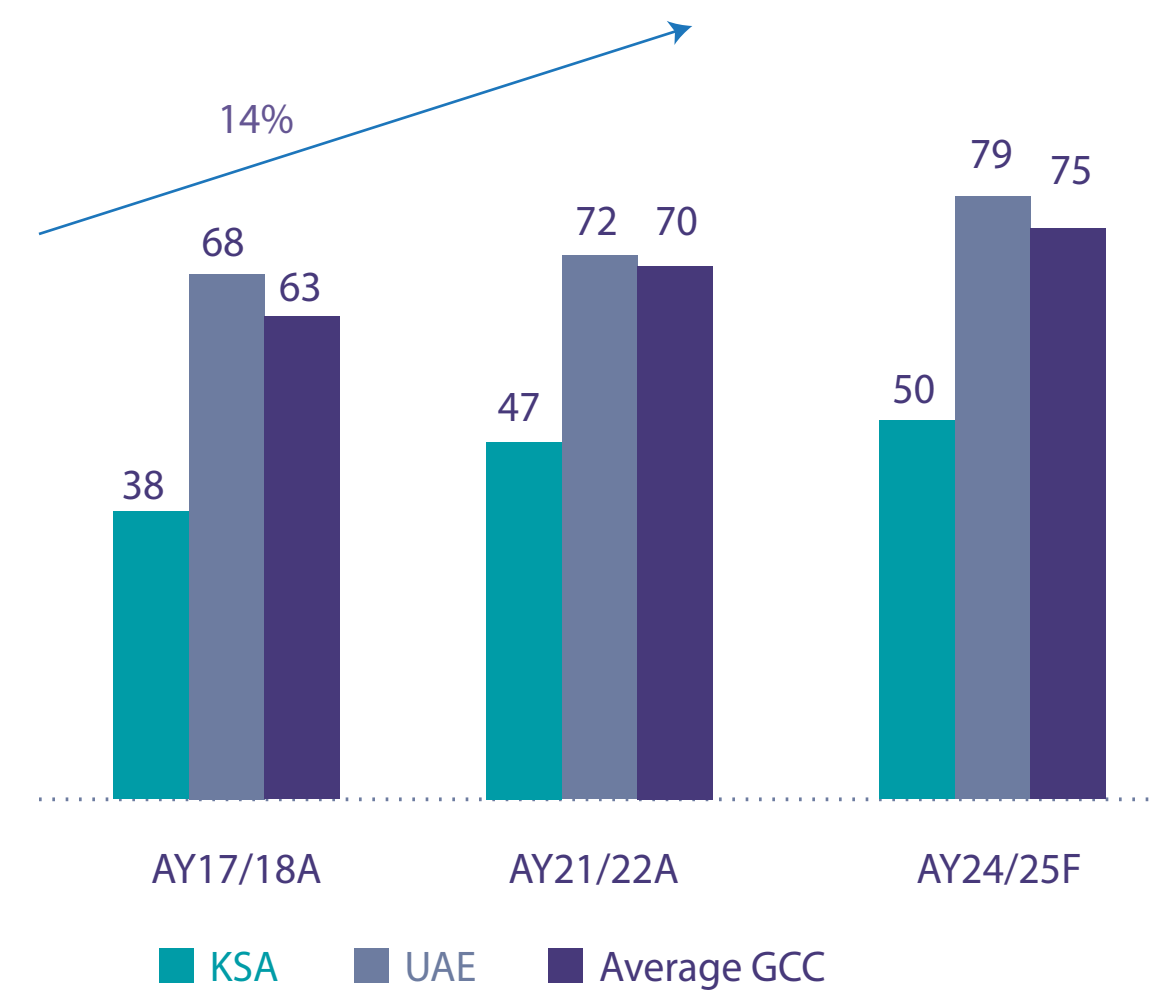
Following a dip in 2020 due to the Covid-19 pandemic, the KSA GDP saw the fastest economic recovery when compared to other GCC countries, driven by various government stimulus in place to accelerate and promote economic growth



Yearly Household Disposable Income

USD Thousands, AY17/18A-AY24/25F

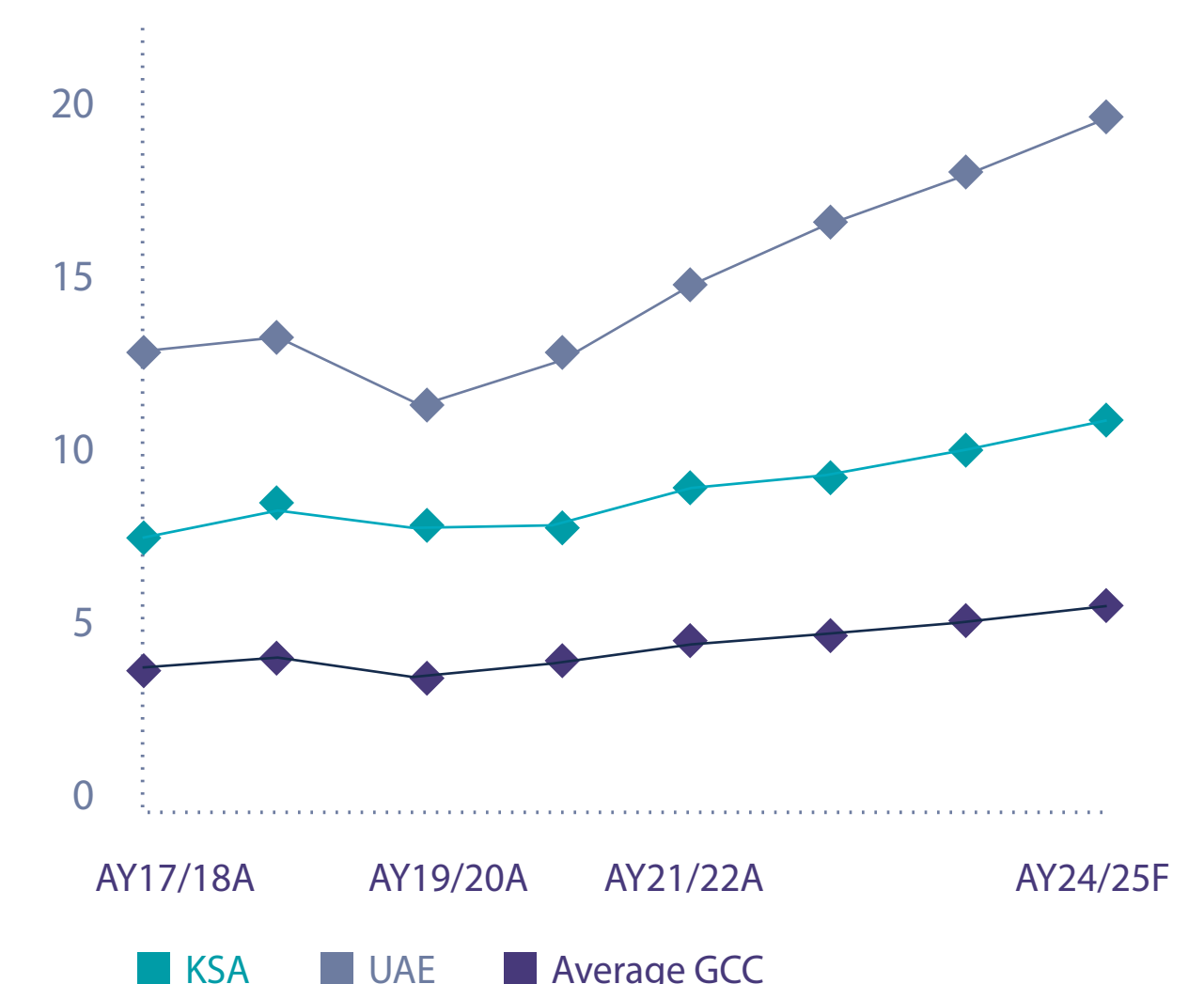
KSA's disposable income is below its GCC counterparts, but is expected to increase by c.4% through 2025, double the growth of GCC average indicating a higher ability to spend on key services



Education Spending

USD Bn, AY17/18A-AY24/25F

Economic growth is expected to drive household spending in the country, with total KSA Education spending expected to witness a c.5% through 2025

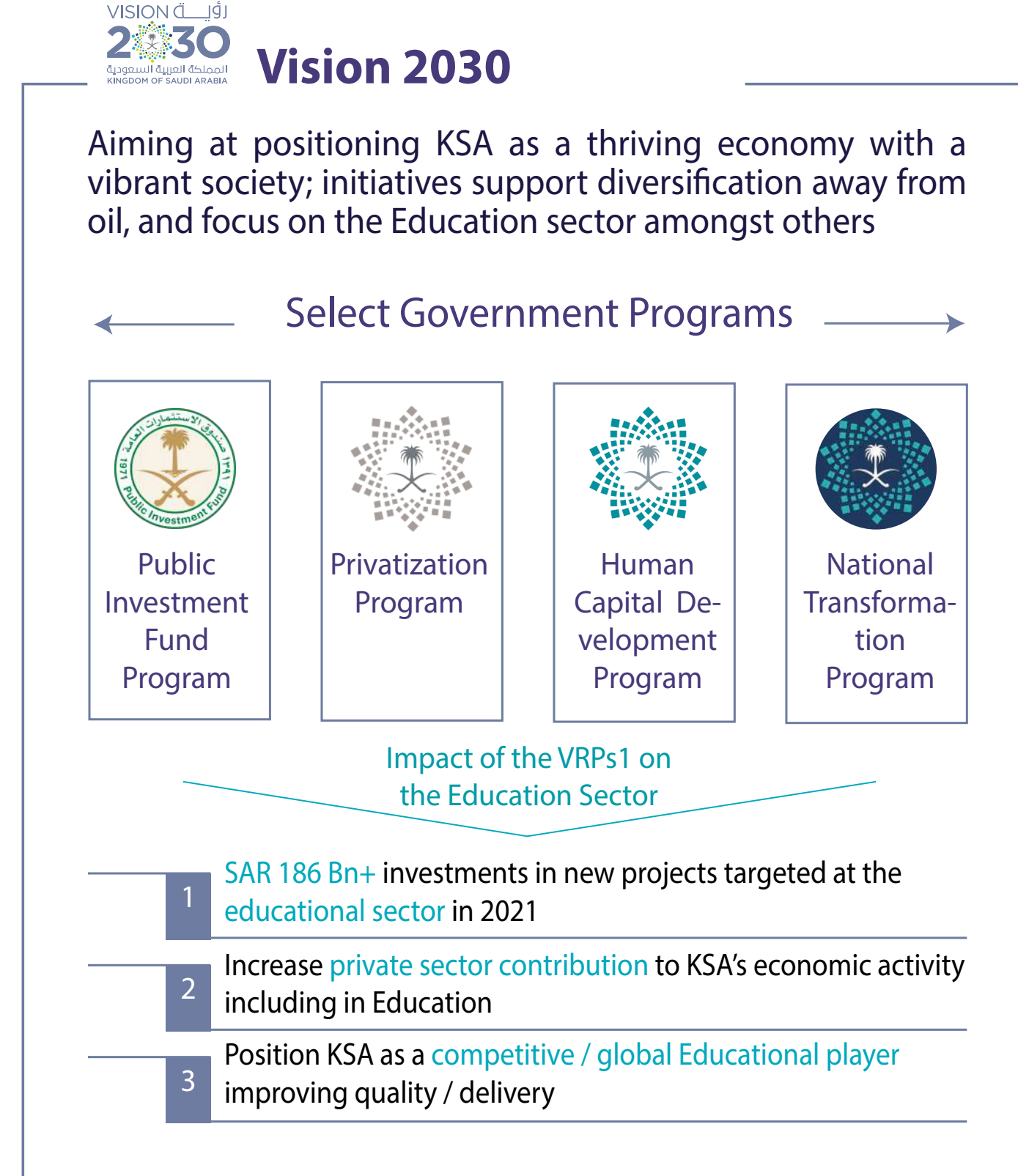
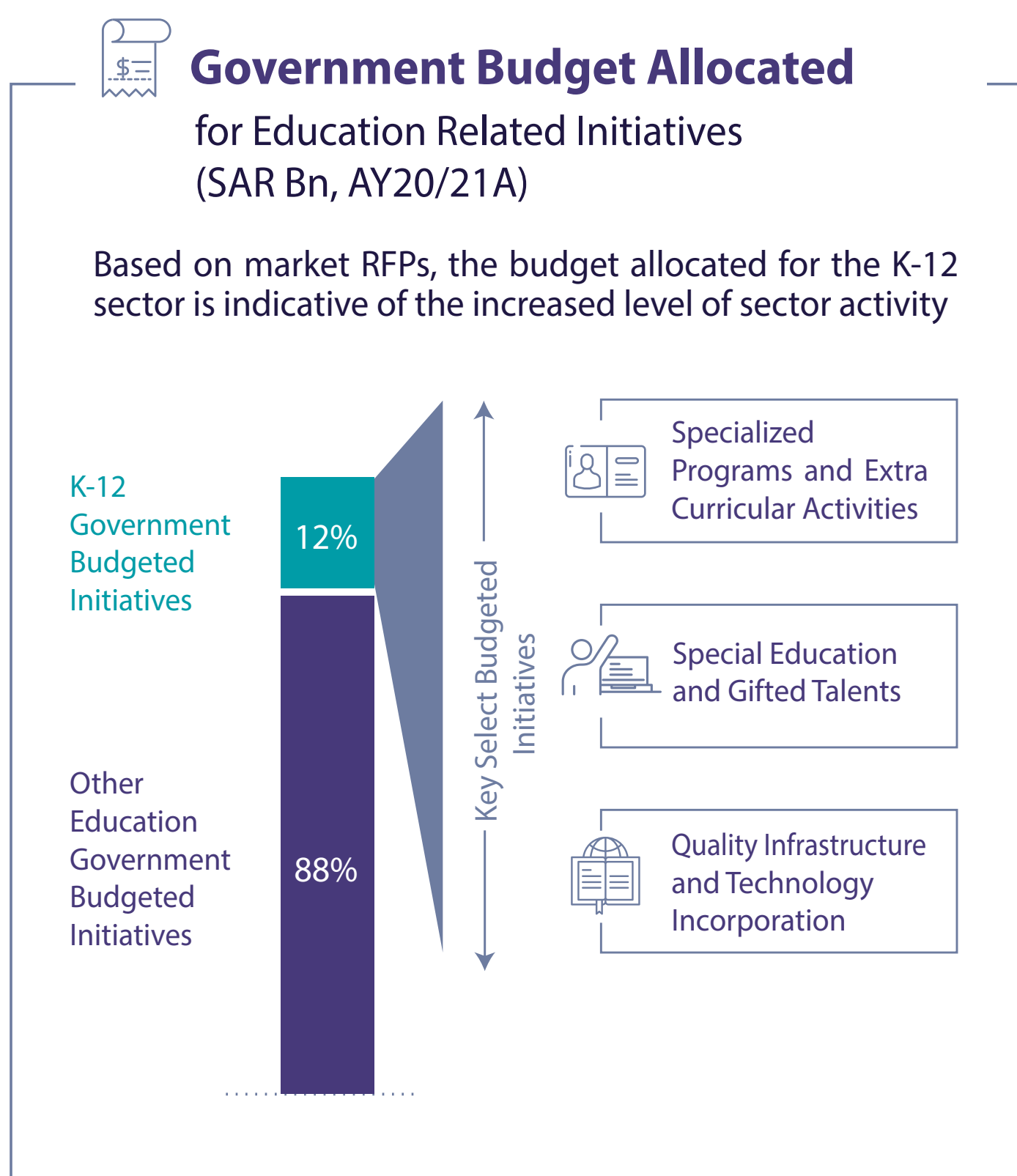
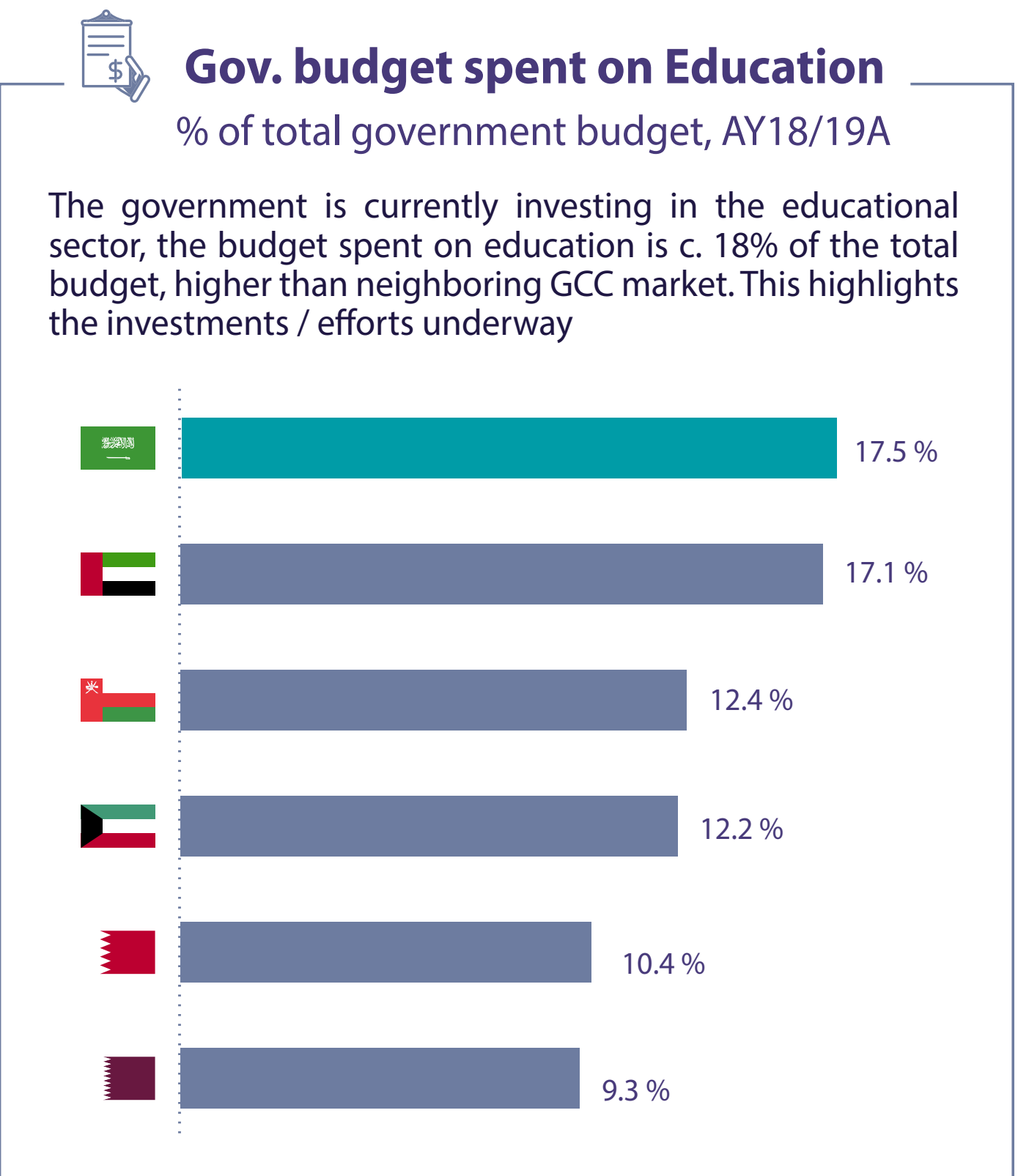


The education sector is expected to witness an upward trajectory, with 18% of current gov. budget allocated to the sector, along with SAR 6.6 Bn dedicated to sector initiatives covering a plethora of education sub-segments

c.18% of the total govt. budget is allocated to Education, a higher portion vs. GCC markets

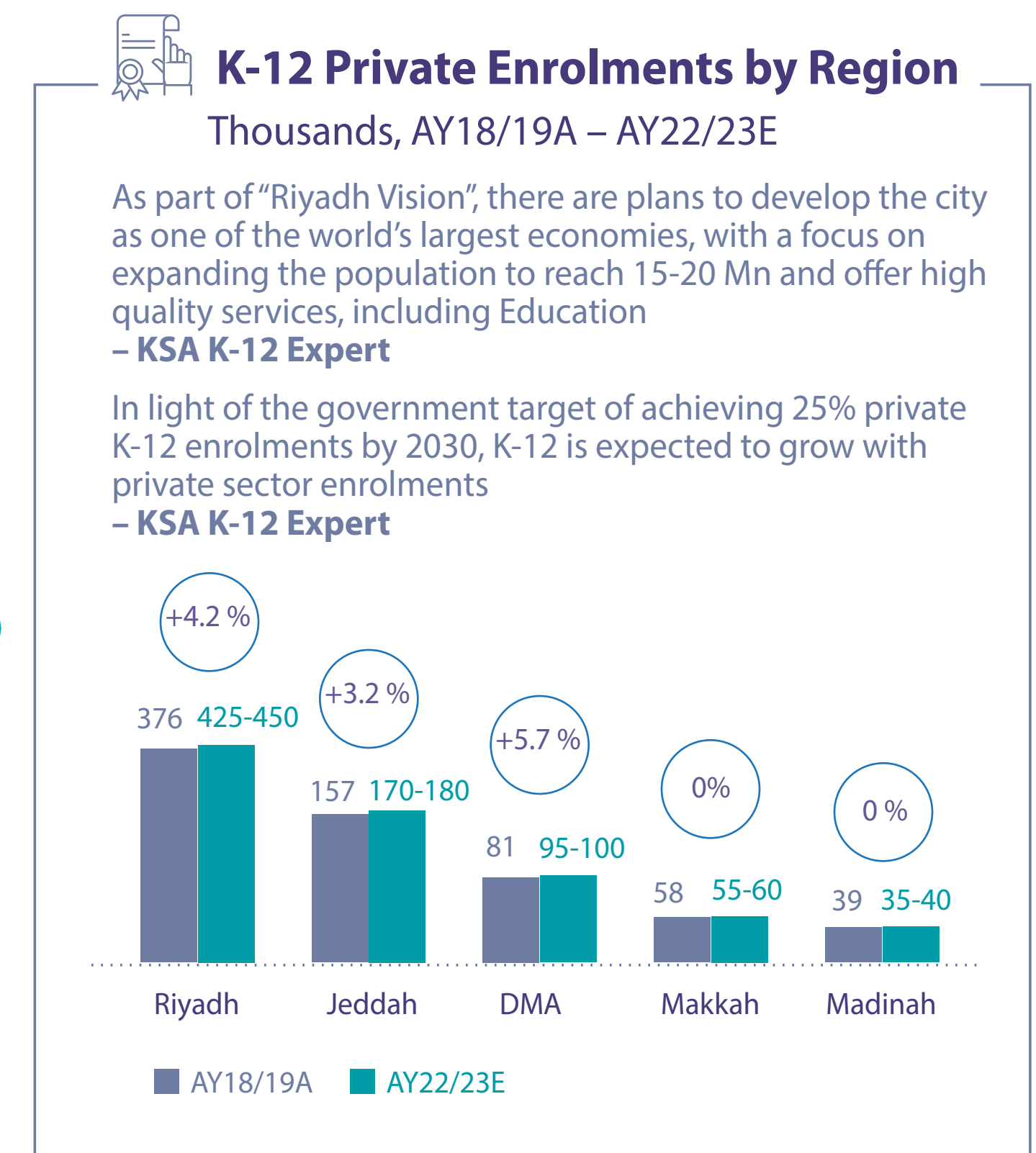
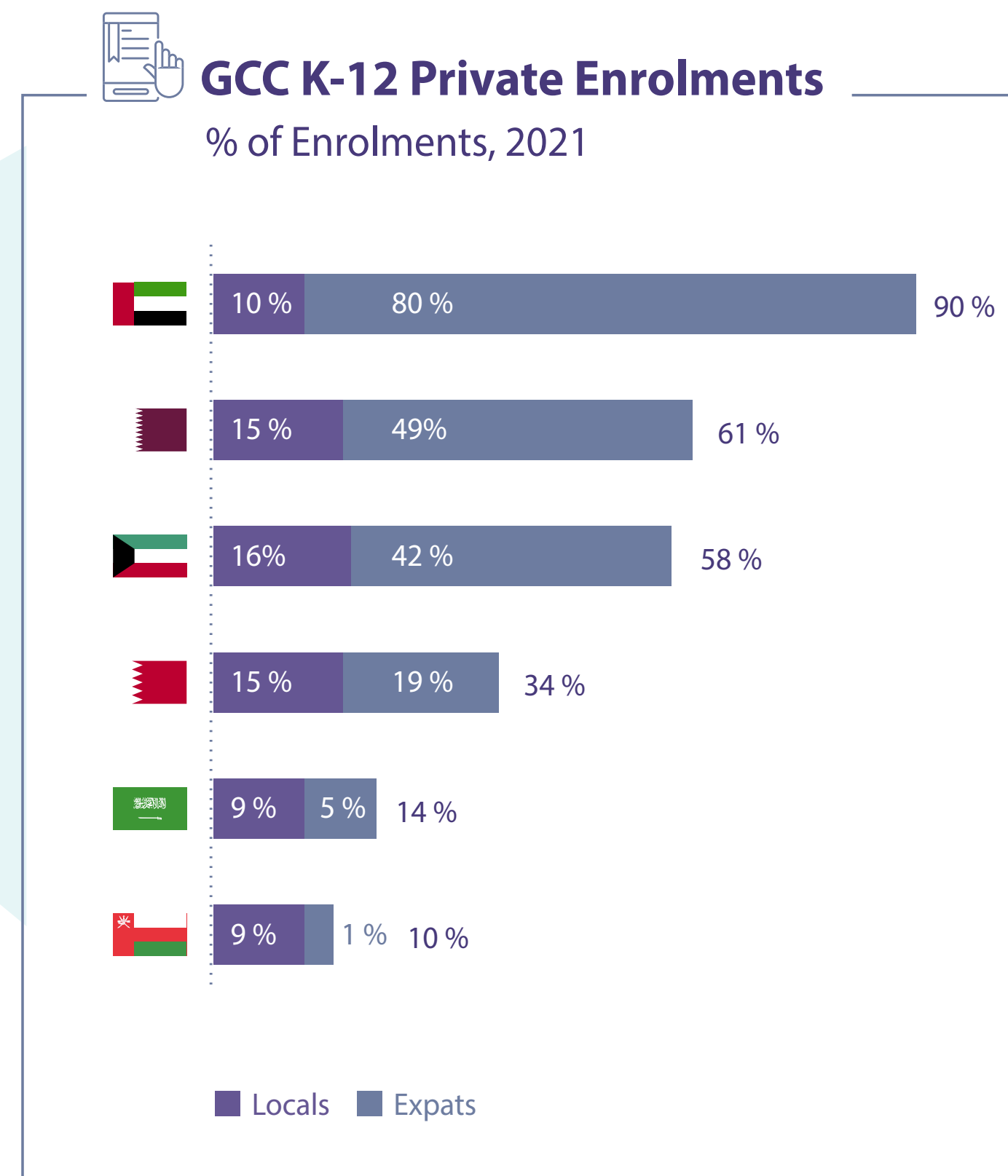
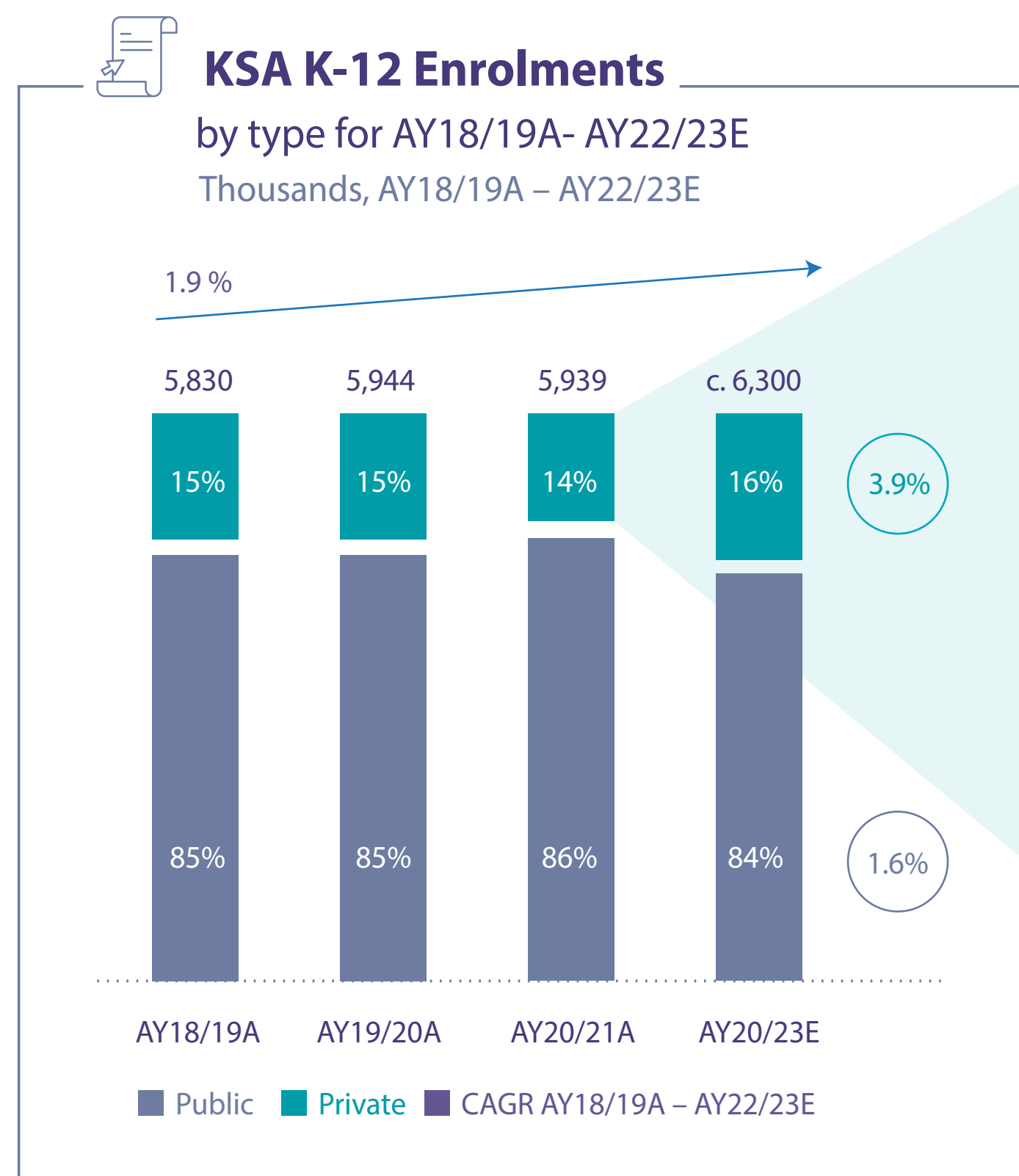
The government allocated close to SAR 6.6Bn for Education related initiatives, 12%+ fall in K-12 segment

This is further supported by govt. mandates driving the growth; targeting the entire Education sector



KSA Historical Enrolment Trends

K-12 enrolments reached c. 6.3 Mn in AY22-23E, with private sector participation lagging regional counterparts; Riyadh saw the highest share of private enrolments c.45% followed by Jeddah and DMA

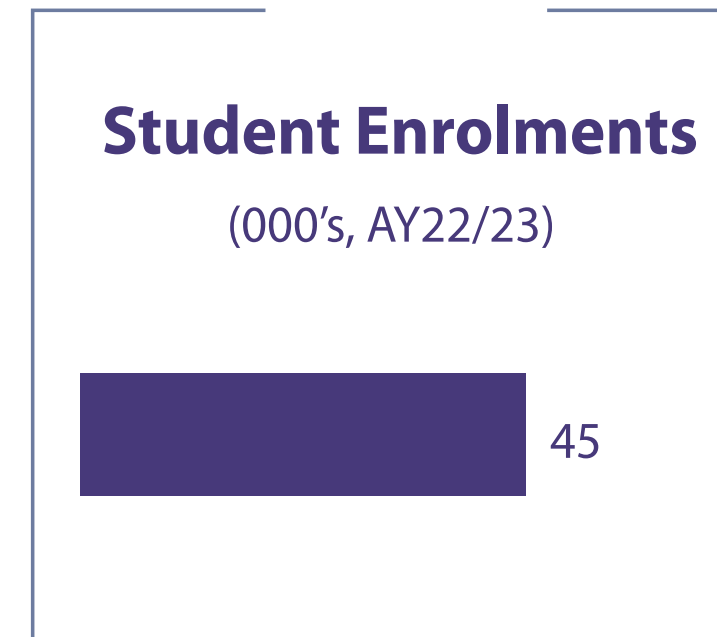
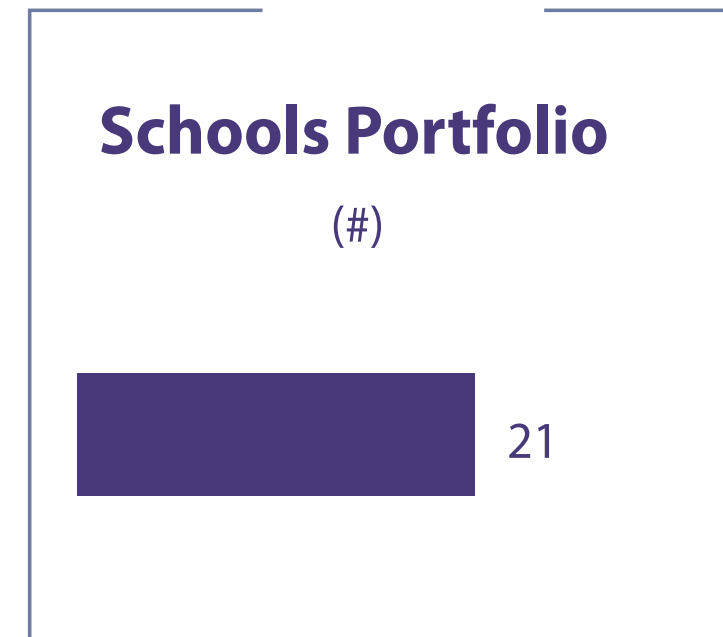


Source: General Authority of Statistics

Current K-12 Private Supply

Notable education chains collectively capture c. 15% of the current private K-12 enrolments in the kingdom; distinct characteristics include multiple curricula offerings and KSA-wide presence across the main regions

Competitive Landscape Overview



Presence Across Main KSA Regions



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