



ATAA EDUCATIONAL COMPANY

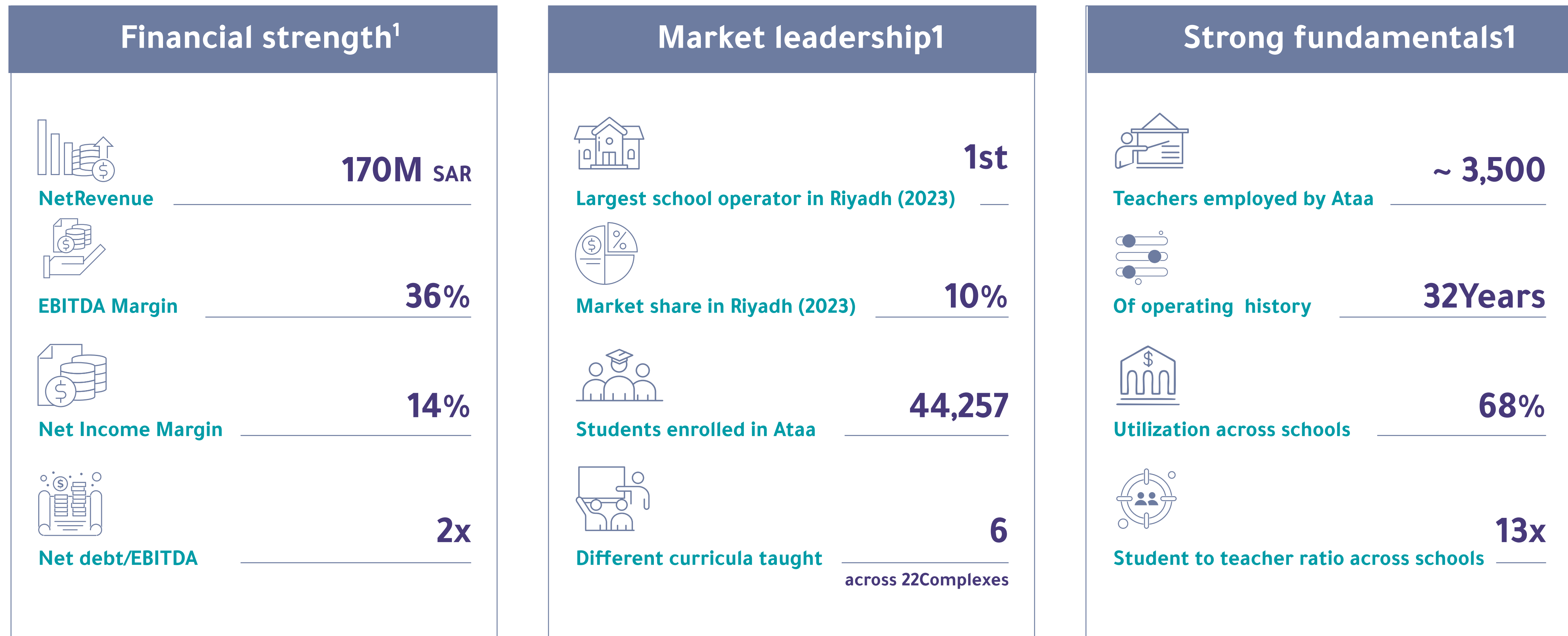
# INVESTOR PRESENTATION

Q1 2024



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

# Ataa snapshot

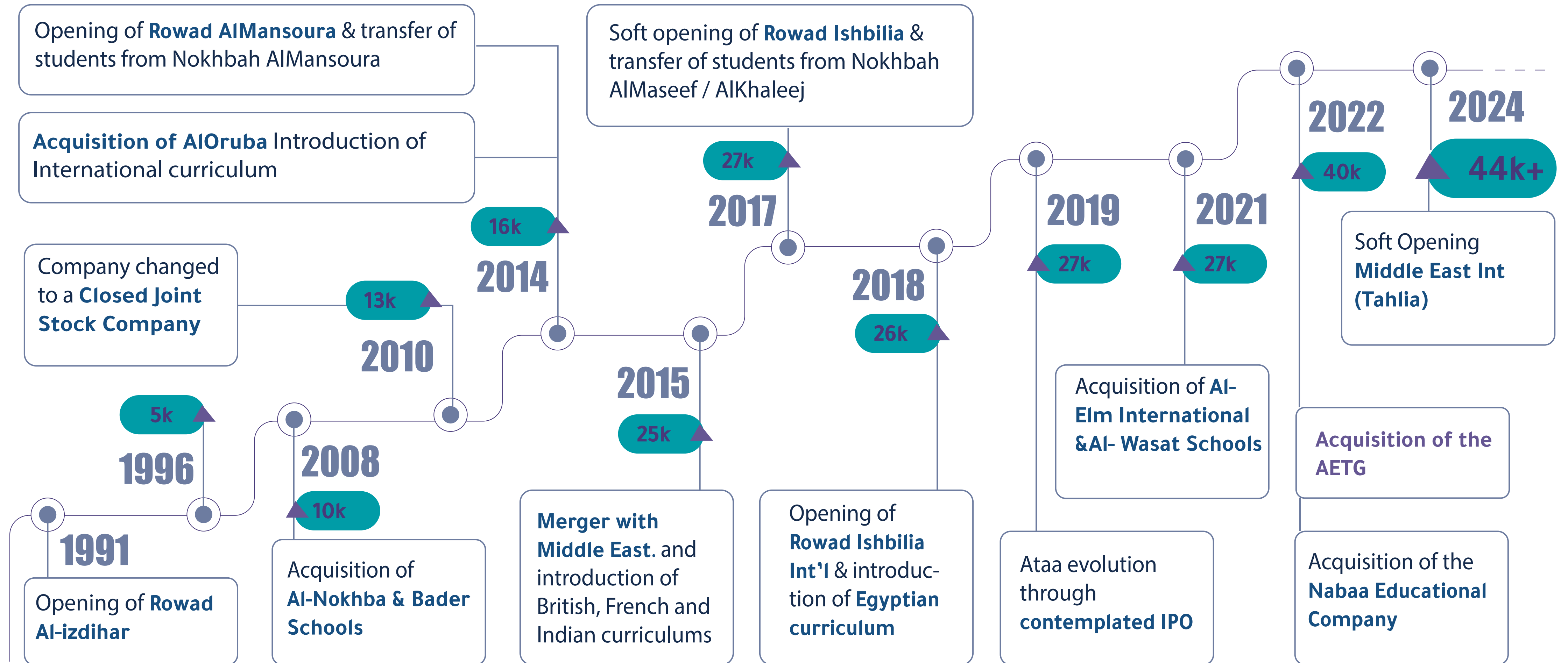


Leading K-12 operator with one of the most diversified offerings in KSA

Note:As of Q12024 (ending OCT 2023), unless mentioned otherwise

# Ataa key milestones

## Our journey so far



**Modern Middle East International**  
**Middle East International**  
**Middle East International**  
**Middle East 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



# Introduction to Ataa Educational Company ("Ataa")

## Ataa snapshot



Revenues

Q12024	Q12023
<b>170M SAR</b>	<b>168M SAR</b>
2% Growth	



EBITDA

Q12024	Q12023
<b>61M SAR</b>	<b>58M SAR</b>
5% Growth	



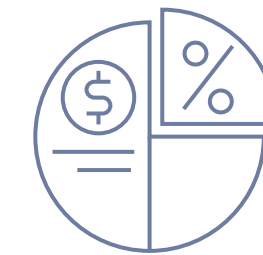
Number Of Student

Q12024	Q12023
<b>44,257</b>	<b>44,835</b>
(1)% Decline	



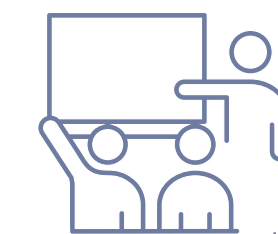
Net Income

Q12024	Q12023
<b>22M SAR</b>	<b>21M SAR</b>
Margin 14%	Margin 14%
5% Growth	



EBITDA Margin

Q12024	Q12023
<b>36%</b>	<b>34%</b>



Student / Teacher ratio

Q12024	Q12023
<b>13</b>	<b>13</b>

Earnings per share

<b>0,52SAR</b>	<b>0,50SAR</b>
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# Introduction to Ataa Educational Company ("Ataa") Educational sector



Revenues

Q12024	Q12023
<b>160M SAR</b>	<b>155M SAR</b>
3% Growth	



EBITDA

Q12024	Q12023
<b>60M SAR</b>	<b>59M SAR</b>
2% Growth	



Number Of Student

Q12024	Q12023
<b>44,257</b>	<b>44,835</b>
(1)% Decline	



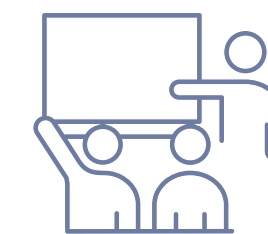
Net Income

Q12024	Q12023
<b>24M SAR</b>	<b>28M SAR</b>
(14)% Decline Margin 16%	Margin 21%



EBITDA Margin

Q12024	Q12023
<b>38%</b>	<b>38%</b>



Student / Teacher ratio

Q12024	Q12023
<b>13</b>	<b>13</b>

EBITDA / Student

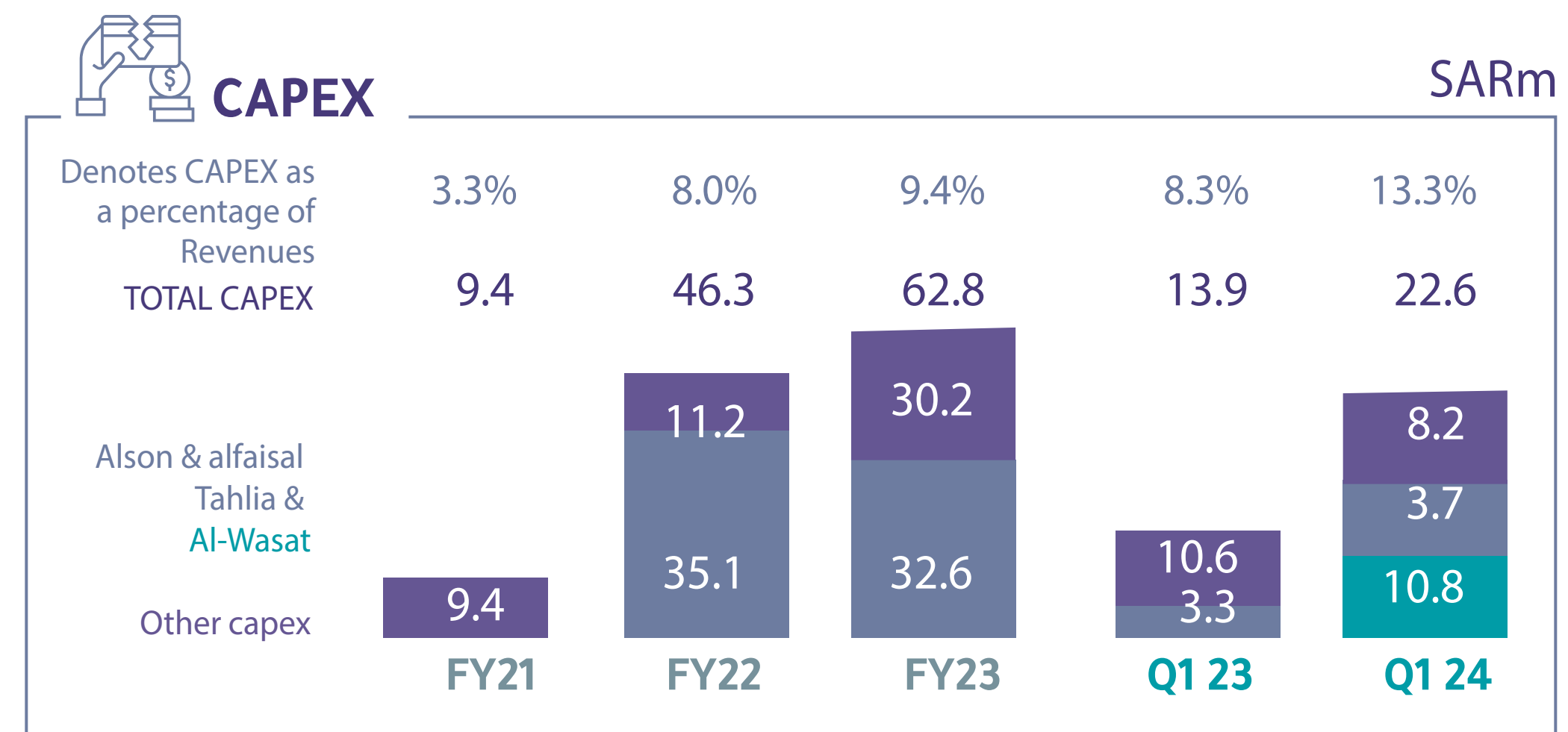
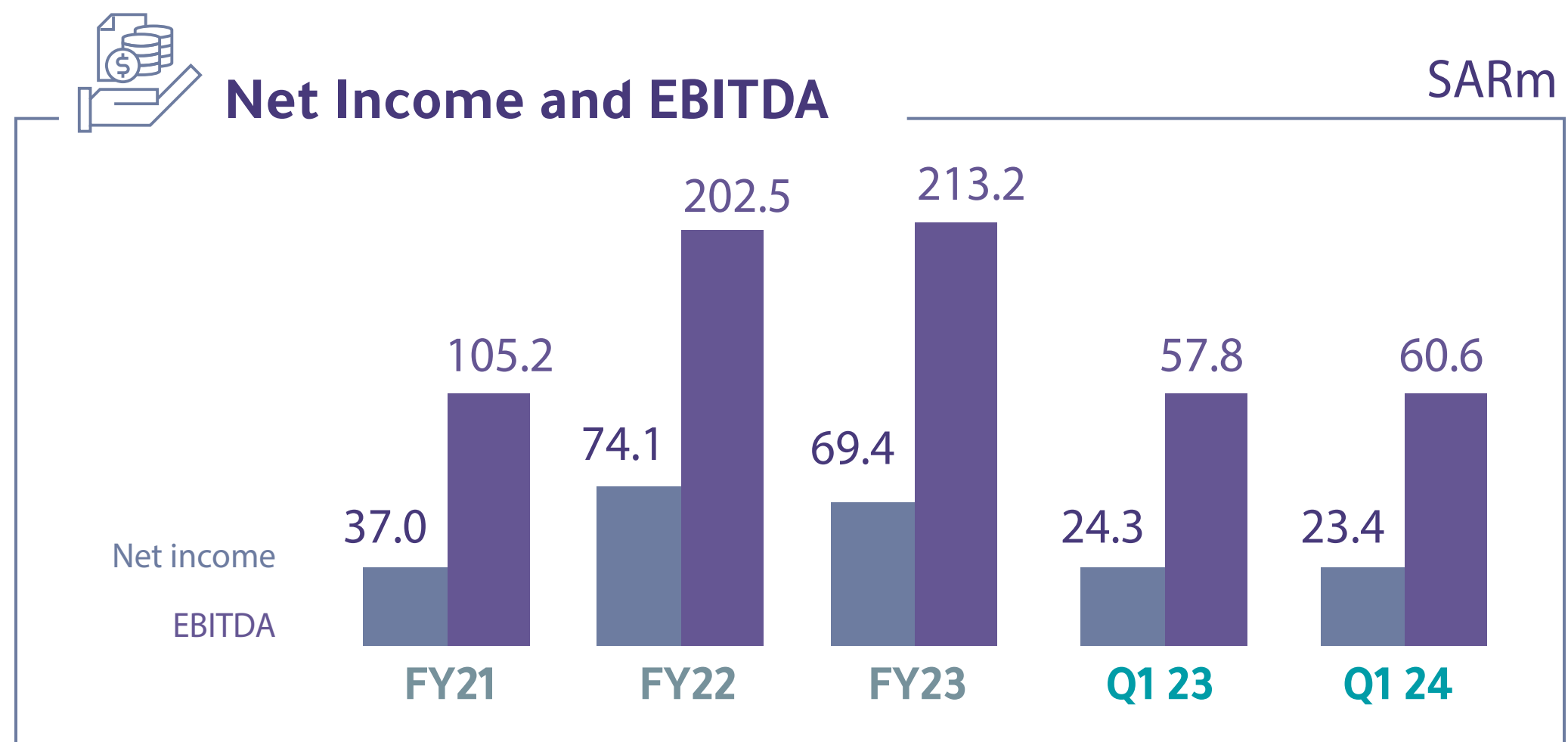
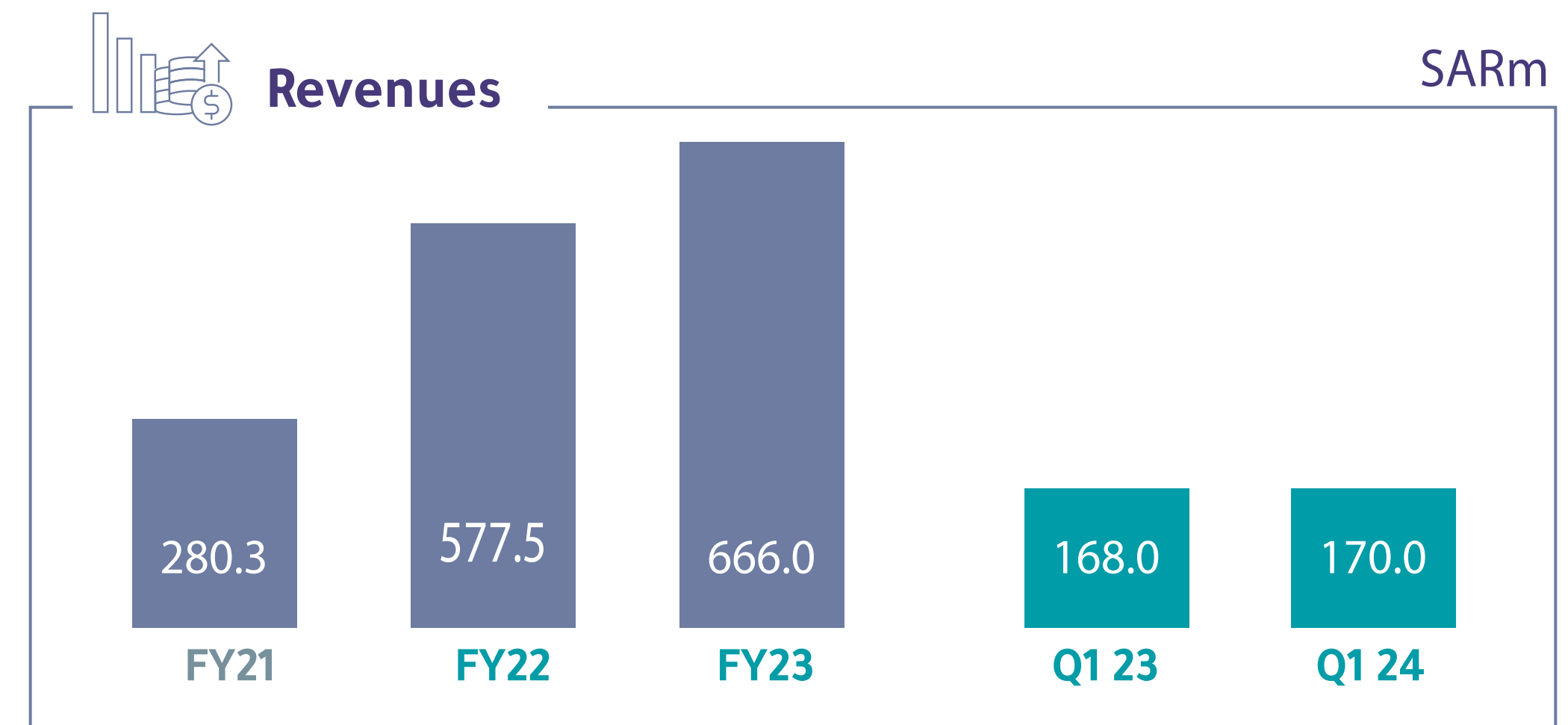
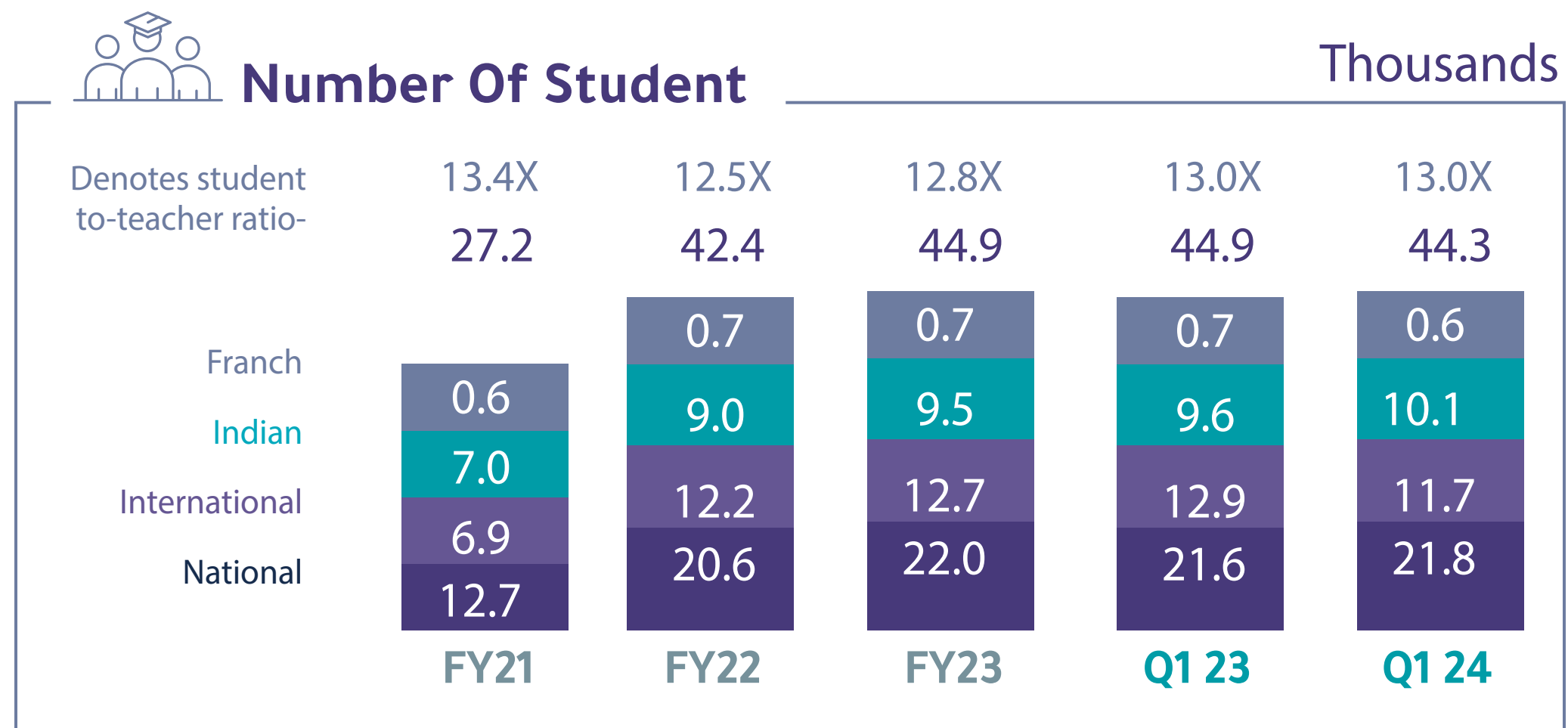
<b>1,357 SAR</b>	<b>1,309 SAR</b>
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**Key  
Financial  
Summary**

# Robust financial performance

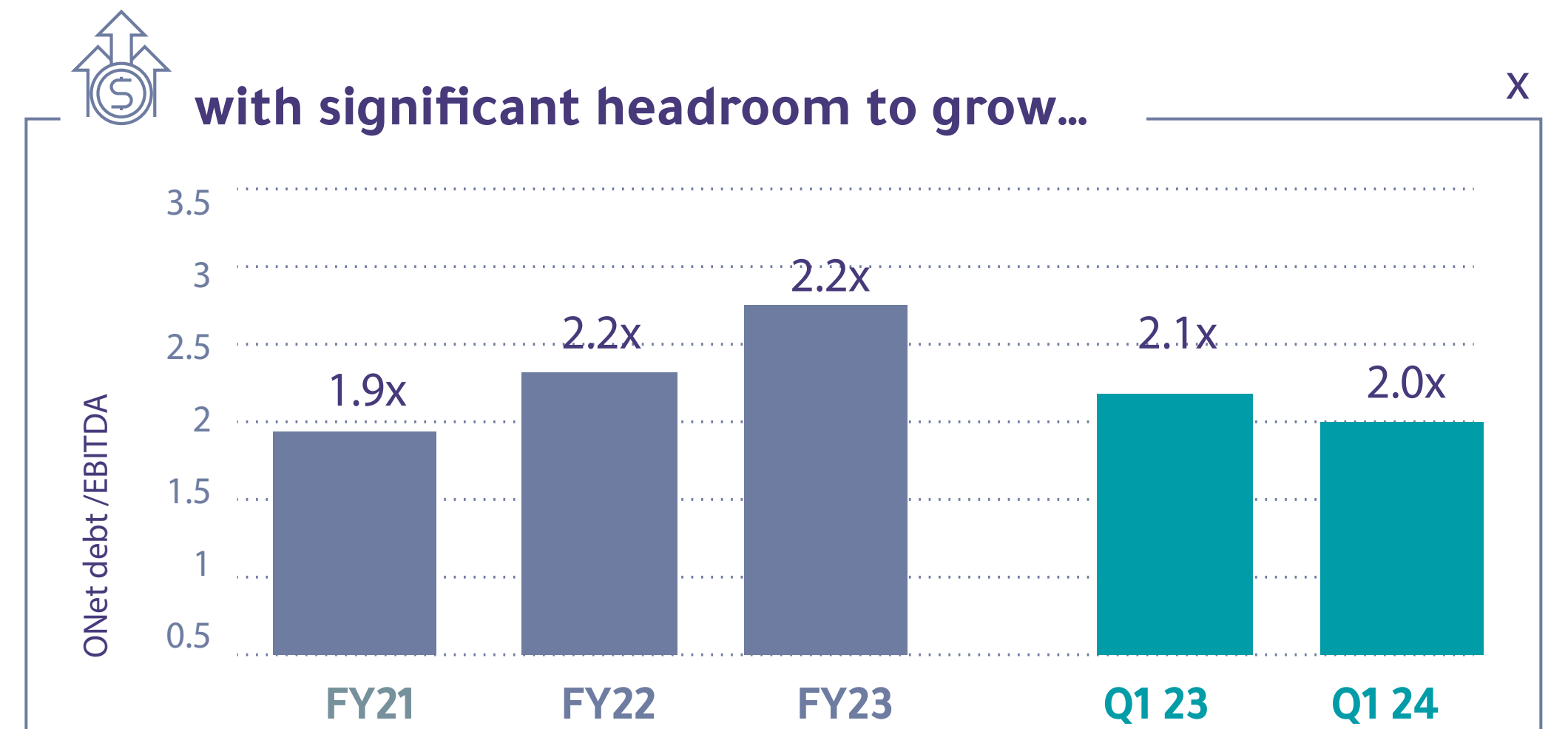
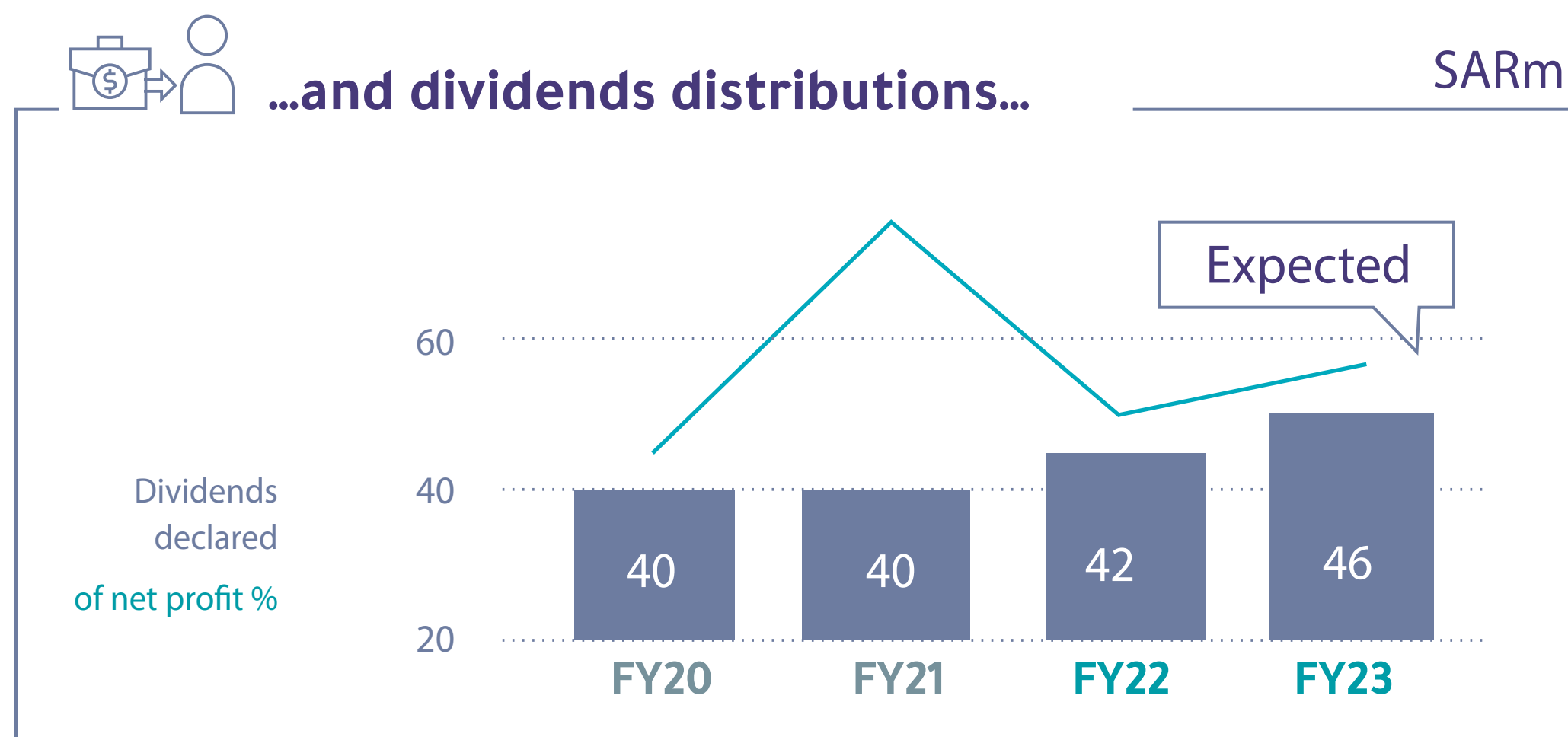
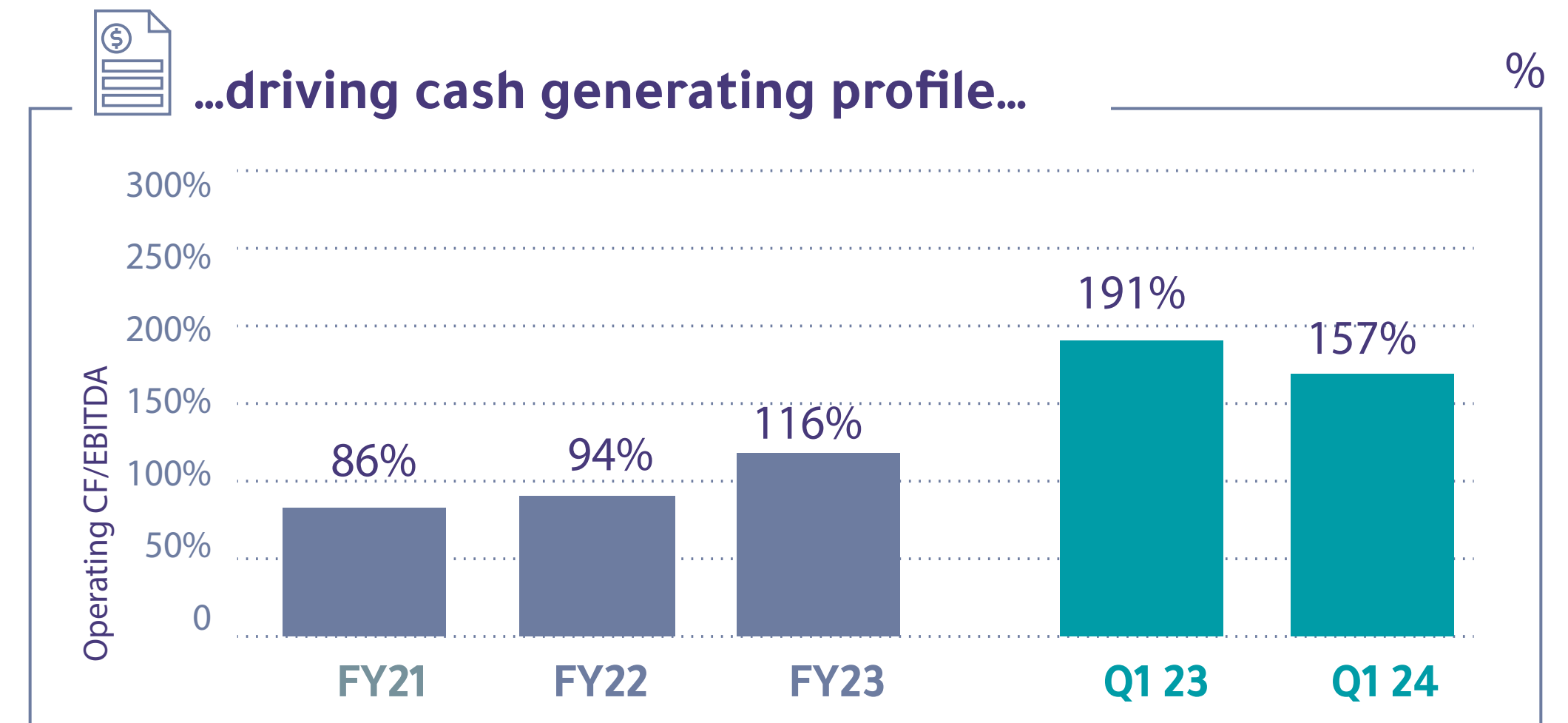
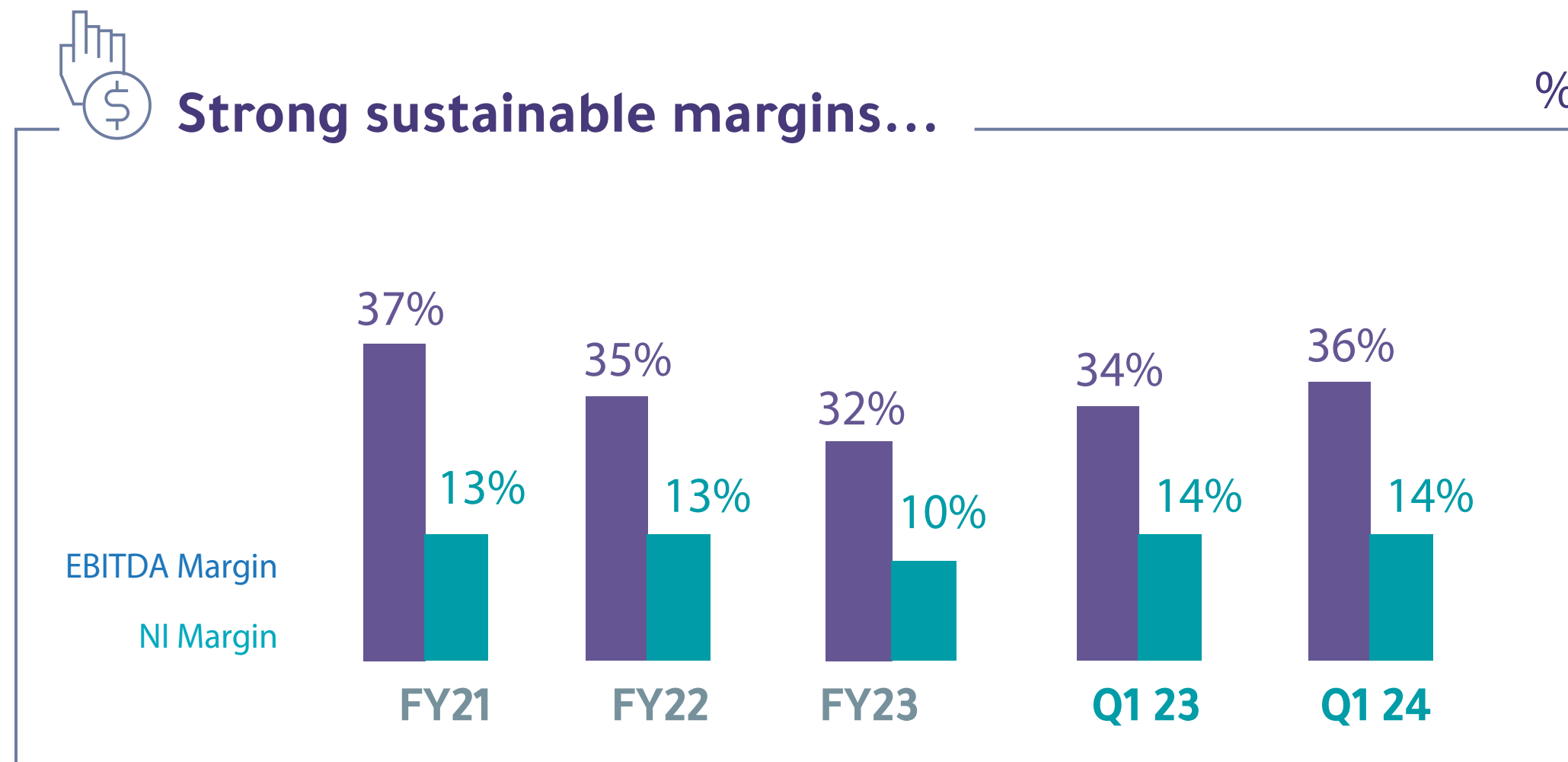
## despite economic headwinds





# Strong margins

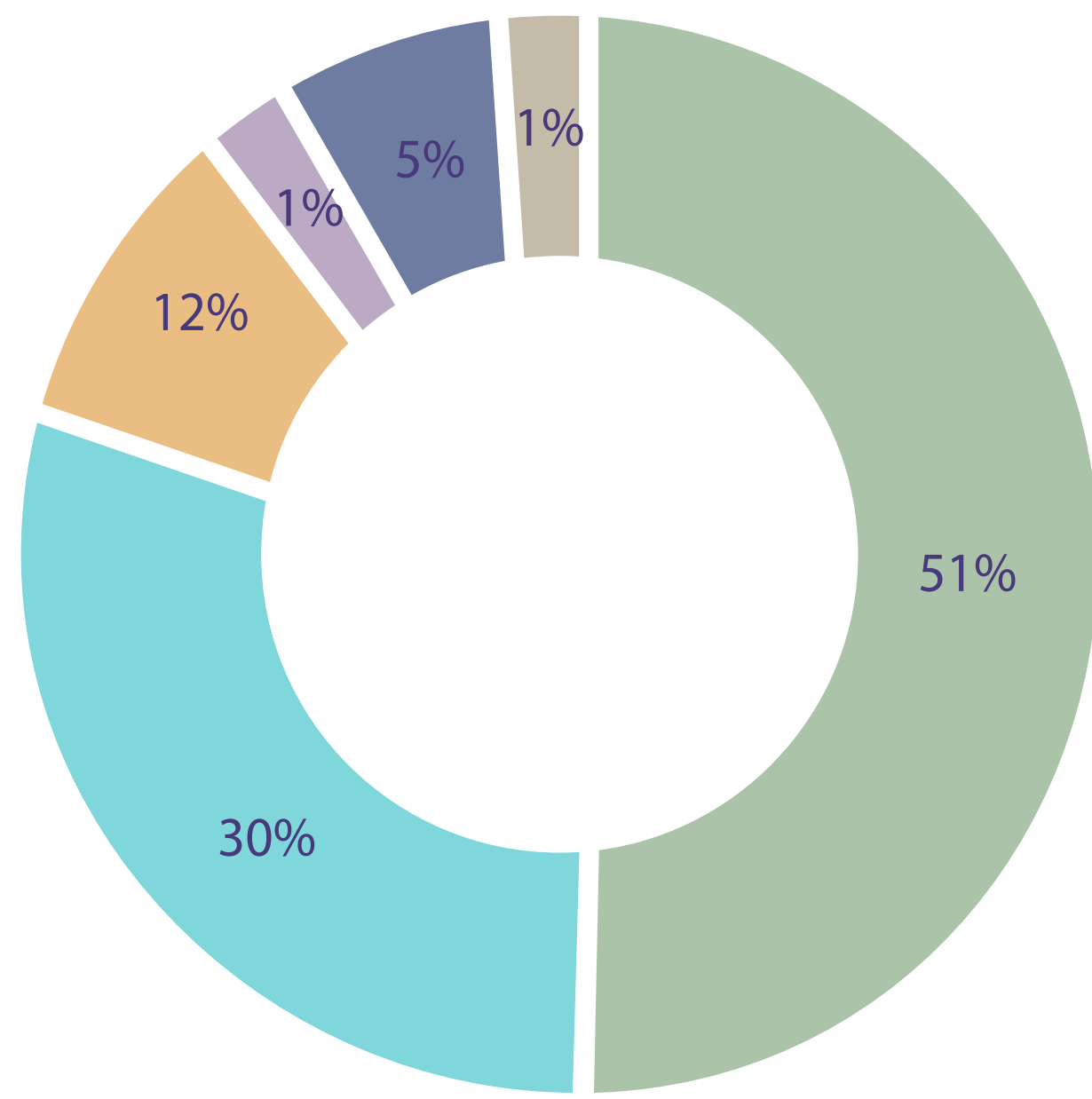
to drive cash generation with significant headroom to grow



1. Based on LTM figures (12Month)

Source: Company information

# Revenue Break-Down Revenue by Sector




## Segment Reporting

SR in 000s	Q1 23	%	Q1 24	%	Var (YTD23-24)
National	83,294	49,7%	86,482	50,7%	3,8%
International	50,538	30,1%	50,484	29,6%	0,1%
Indian	18,178	10,8%	20,169	11,8%	10,9%
Franch	2,580	1,5%	2,392	1,4%	7,3%
Alfaisal - Training	13,077	7,8%	9,474	5,6%	27,6%
Creative - Recruitment	120	0,1%	1,498	0,9%	1148,3%
<b>Total net revenue</b>	<b>167,787</b>		<b>170,498</b>		<b>1,6%</b>

Source: Company information

# Revenue Break-Down

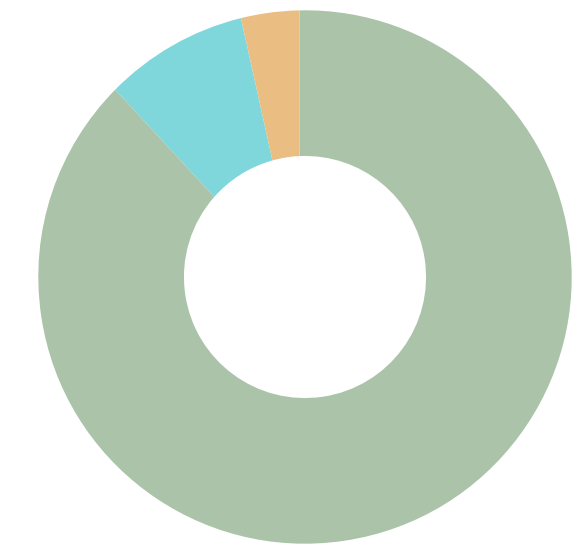
## Revenue by School

Revenue by School	Q1 23	%	Q1 24	%	Var (YTD23-24)
Rowad Al- Izdihar	16,742	10.0%	16,385	9.6%	(2.1%)
Rowad Al-Rowabi	8,757	5.2%	9,081	5.3%	3.7%
Rowad Al- Mansoura	5,864	3.5%	6,163	3.6%	5.1%
Rowad Ishbilia	13,171	7.8%	13,748	8.1%	4.4%
Rowad Al- Anduls	3,022	1.8%	3,271	1.9%	8.2%
Nokhba Al-karj	2,356	1.4%	2,605	1.5%	10.6%
Al-Faikr	2,306	1.4%	2,420	1.4%	4.9%
Al-Ourba Inter.	11,623	6.9%	12,122	7.1%	4.3%
Middle East Inter.	14,090	8.4%	13,365	7.8%	(5.1%)
Sulaimaniya Inter.	2,580	1.5%	2,392	1.4%	(7.3%)
New Middle East Inter.	9,257	5.5%	10,719	6.3%	15.8%
Modern Middle East Inter.	4,317	2.6%	5,206	3.1%	20.6%

Revenue by Type	Q1 23	%	Q1 24	%	Var (YTD23-24)
Middle East Ishbilia Inter.	2,486	1.5%	3,166	1.9%	27.4%
Middle East Int Al Wurud	5,903	3.5%	5,038	3.0%	(14.7%)
Al Wsat	2,588	1.5%	2,166	1.3%	(16.3%)
Naba - Almanahj	7,364	4.4%	7,757	4.5%	5.3%
Amjad Qurtaba	11,355	6.8%	10,372	6.1%	(8.7%)
Al jawdah	9,769	5.8%	12,408	7.3%	27.0%
Al -Alson	13,601	8.1%	14,538	8.5%	6.9%
Jeel Al-majed	2,835	1.7%	2,254	1.3%	(20.5%)
Al-Yasmin	4,603	2.7%	4,244	2.5%	(7.8%)
Alfaisal	13,077	7.8%	9,474	5.6%	(27.6%)
Creative	120	0.1%	1,498	0.9%	1147.0%
Middle East Int Al Tahlia	0	0.0%	104	0.1%	0.0%



### SEGMENT REPORTING



Educational sector  
M  
**SAR 160**  
94%

Training sector  
M  
**SAR 9**  
5%

Recruitment  
M  
**SAR 1**  
1%

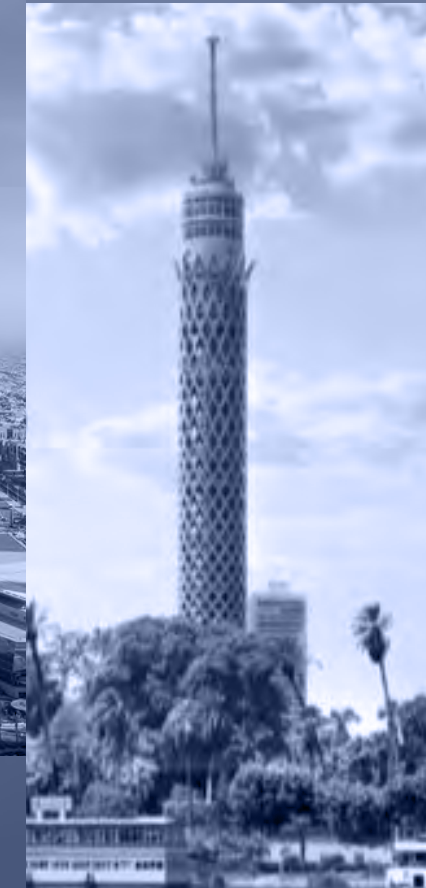
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# Educational curriculum

Saudi



Egypt



USA



France



India



















UK











# National schools portfolio

	Rowad					Nokhba Al-karj	Al-Faikr	Al Wsat	Amjad Qurtaba	Al jawdah	Naba Almanahj	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	980	2,424	3,600	4,500	2,100	33,849
Number of students	3,197	2,297	2,006	3,559	980	961	633	812	2,470	3,378	1,556	21,849
Utilization	52%	53%	70%	81%	61%	104%	65%	34%	69%	75%	74%	65%
Avg. net tuition (SAR)	20,600	15,800	12,300	15,500	13,300	10,100	15,300	10,700	16,800	14,700	20,000	15,800
EBITDA contribution1	10.9%	5.0%	2.2%	9.0%	1.4%	0.4%	0.7%	(2%)	7.1%	8.4%	4.7%	47.8%
Student to teacher ratio	13.4	12.8	14.2	12.9	14	14.3	12.7	11.6	12.1	14.1	11.9	13.1

# 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.	<b>TOTAL AVG</b>
<b>Curriculum</b>									
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	692	2,543	34	1,133	2,464	4,245	657	552	13,320
Utilization	26%	71%	1%	65%	69%	90%	44%	63%	71%
Avg. net tuition (SAR)	18,000	19,600	12,300	16,500	17,500	11,700	12,500	15,800	15,500
EBITDA contribution <sup>1</sup>	2.2%	9%	1.6%	1.8%	8.5%	13.4%	1.3%	0.8%	35.4%
Student to teacher ratio	12.1	12.6	4.3	12.7	15.9	12	10.6	8.6	12.1

# Indian schools portfolio

	 New Middle East Inter.	 Modern Middle East Inter.	 Al-Yasmin	
				
<b>Curriculum</b>				
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	4,913	2,773	2,402	10,088
Utilization	73%	78%	109%	81%
Avg. net tuition (SAR)	8,700	7,500	7,100	8,000
EBITDA contribution <sup>1</sup>	8.4%	3.6%	3.9%	15.9%
Student to teacher ratio	11.7	14.4	19	13.7

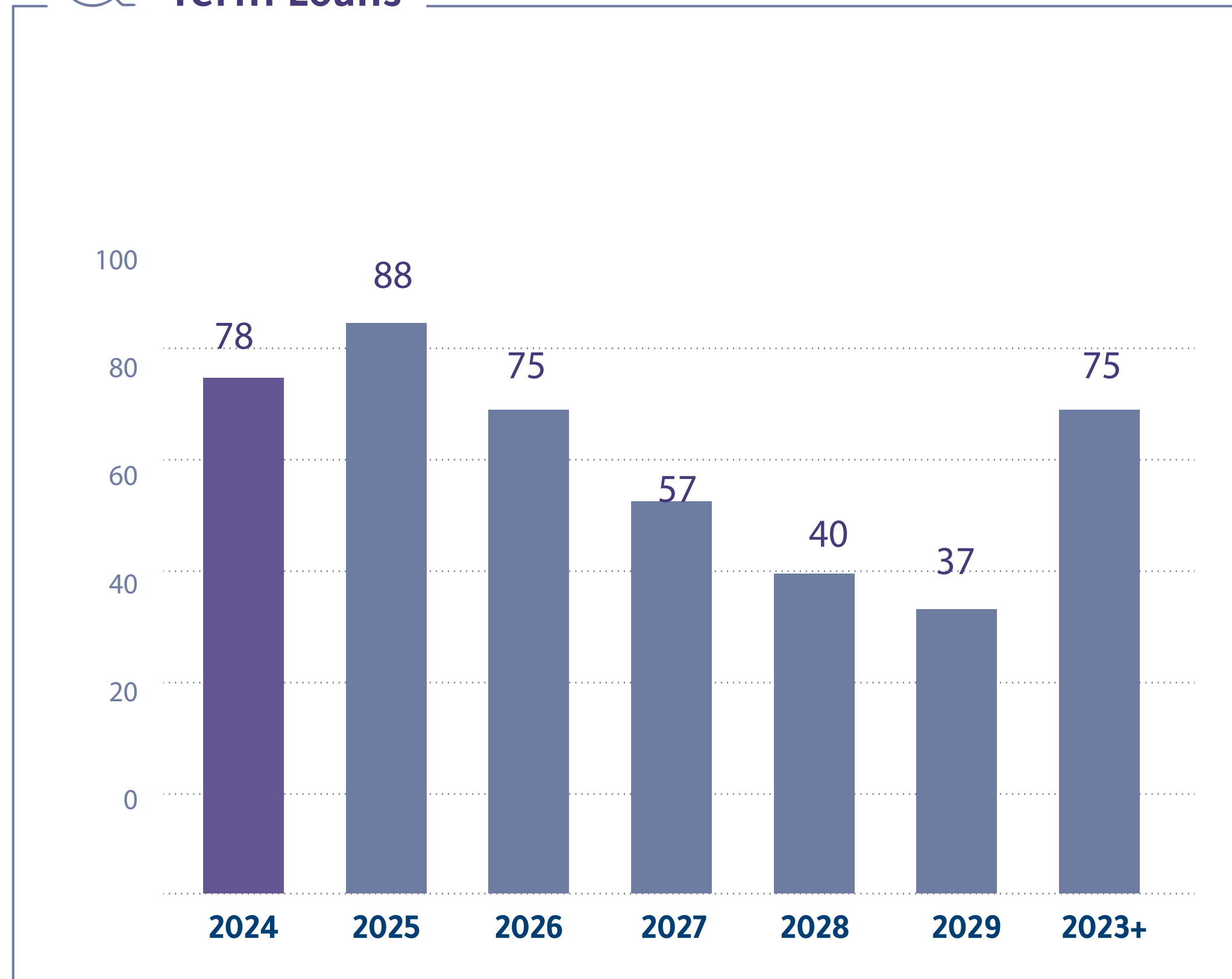
Source: Company information

# DEBT SUMMARY

## ... DEBT MATURITY PROFILE...



### Term Loans



	SR in 000s	%
2024	77,519	17.2%
2025	87,725	19.5%
2026	75,219	16.7%
2027	56,935	12.6%
2028	40,302	9.0%
2029	37,437	8.3%
2030	23,997	5.3%
2031	23,997	5.3%
2032	16,330	3.6%
2033	8,664	1.9%
2034	2,093	0.5%
<b>Total</b>	<b>450,218</b>	

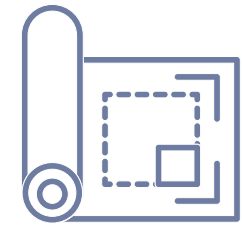


# Ataa Upcoming Growth

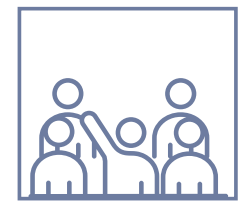
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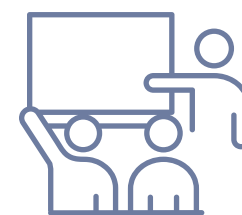
# Ataa Upcoming Growth AI-Wasat Project



Land area  
12,562 sqm



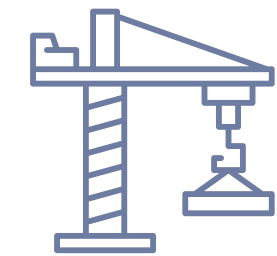
capacity  
2.5 K students



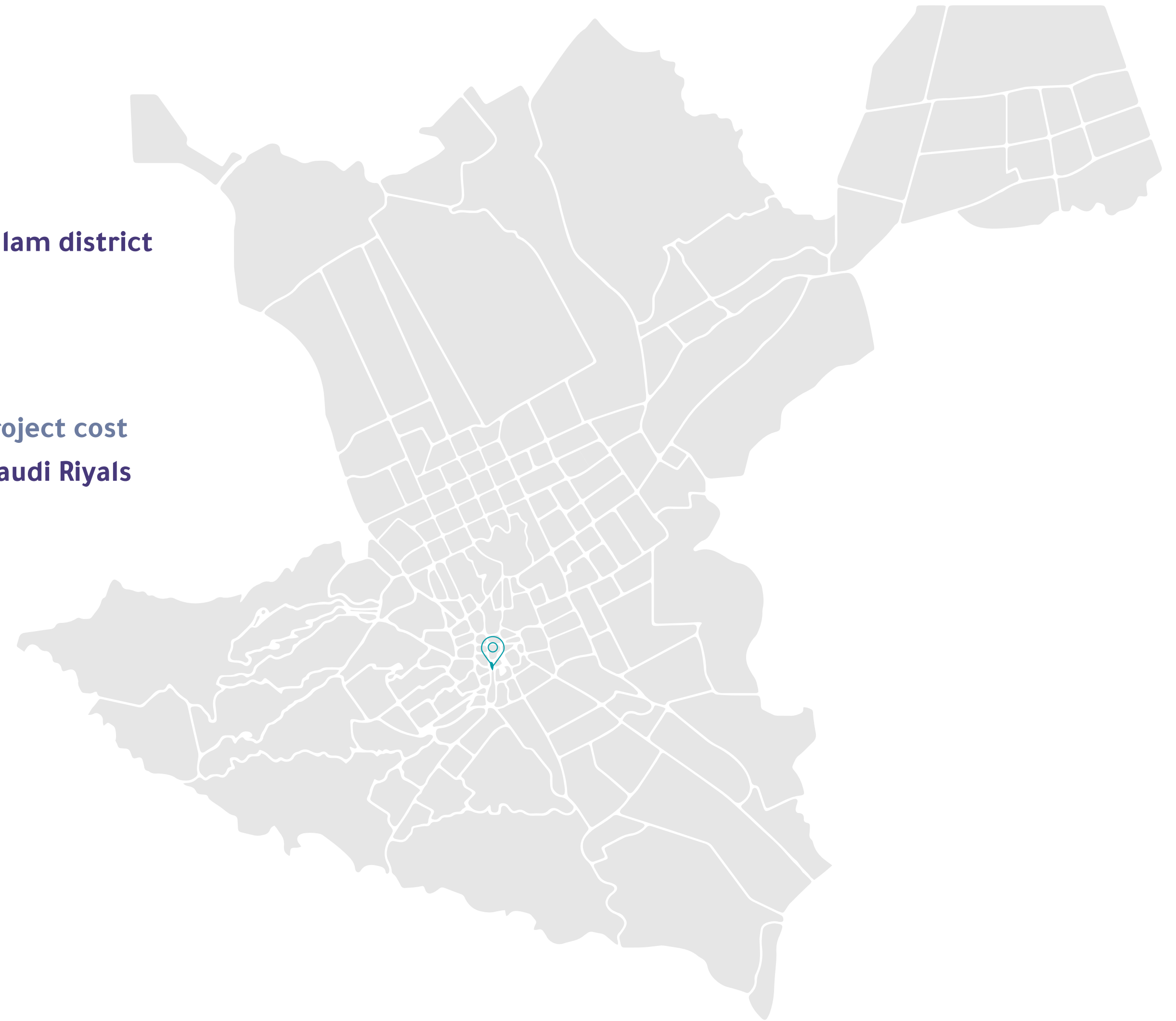
Estimated opening date  
Academic year 2024-2025



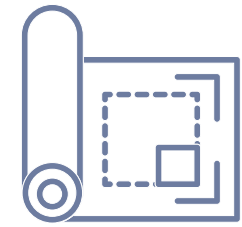
Location  
Riyadh, Al-Salam district



Estimated project cost  
75 million Saudi Riyals



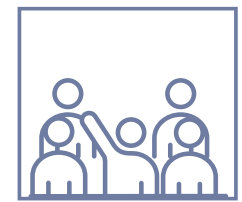
# Ataa Upcoming Growth Arqa Project



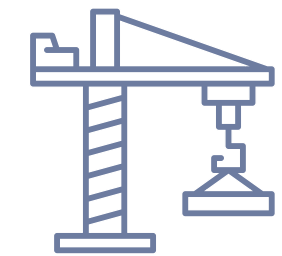
Land area  
10,000 sqm



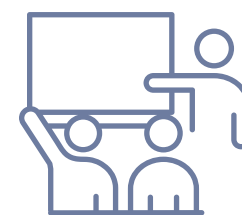
Location  
Riyadh, arqa district



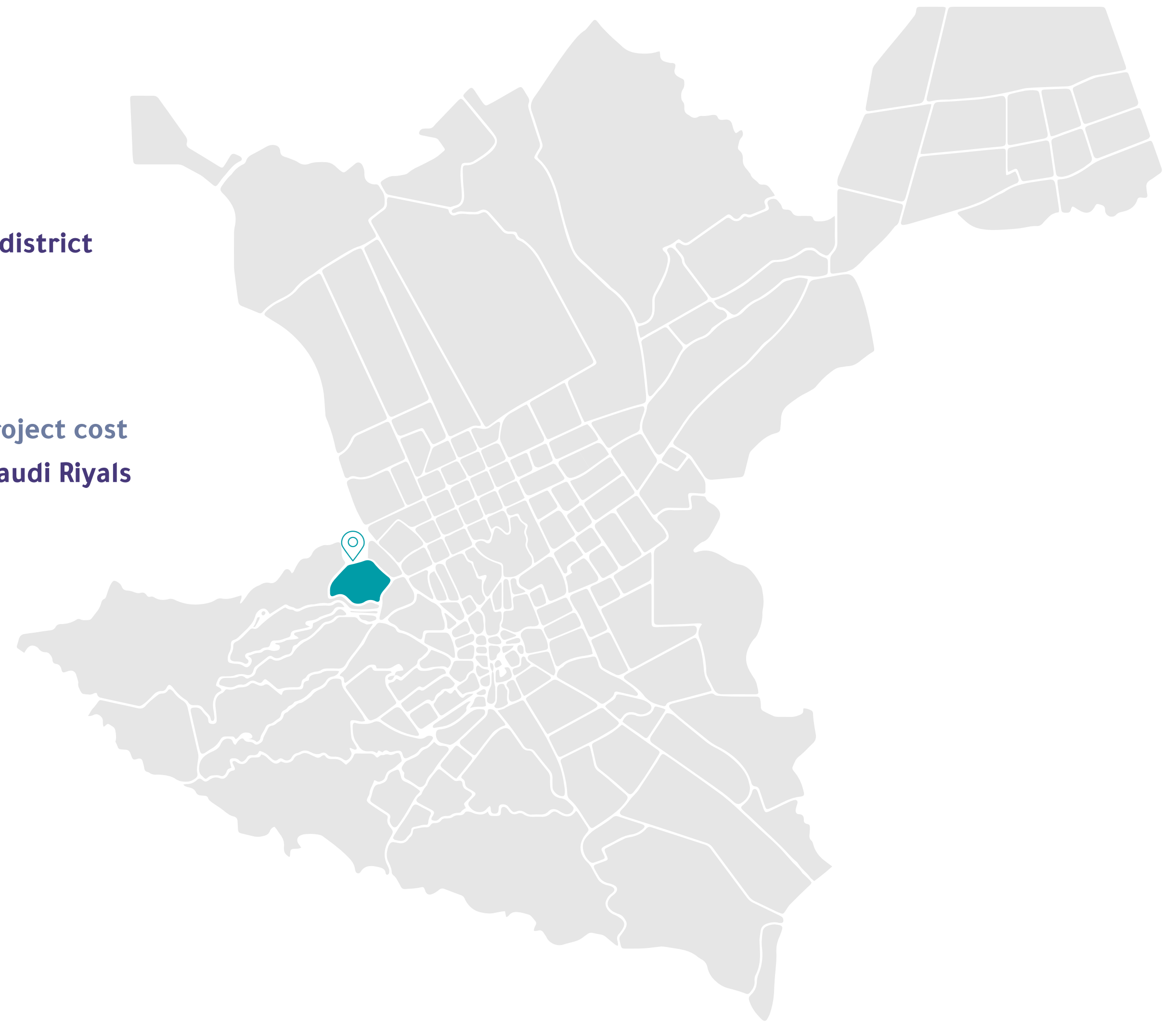
capacity  
2.0 K students



Estimated project cost  
75 million Saudi Riyals

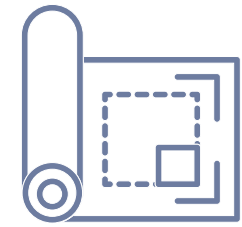


Estimated opening date  
Academic year 2024-2025



# Ataa Upcoming Growth Tahlia Project

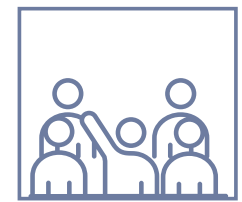
Rehabilitate a rented educational complex Project



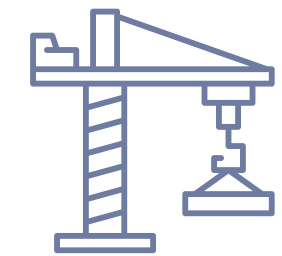
Land area  
13,942 sqm



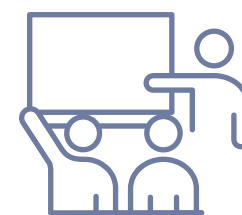
Location  
Riyadh, Sulaymaniyah district



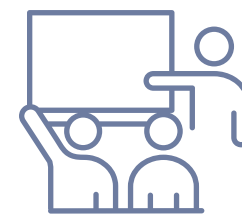
capacity  
2.8 K students



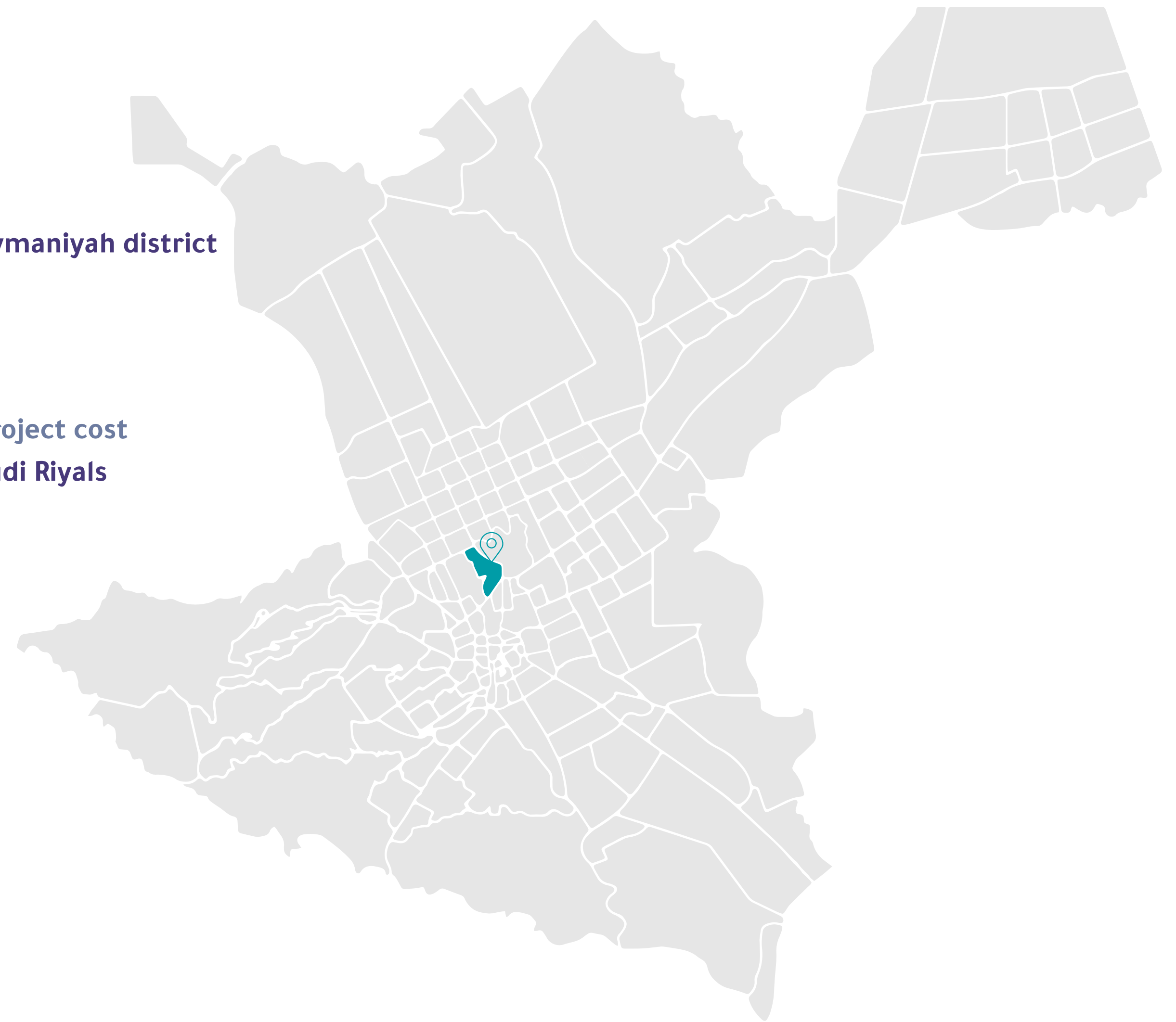
Estimated project cost  
2 million Saudi Riyals



Soft opening date  
Academic year 2023-2024



Fully opening date  
Academic year 2024-2025







عطاء التعليمية  
Ataa Educational

www.ataa.sa