



ATAA EDUCATIONAL COMPANY

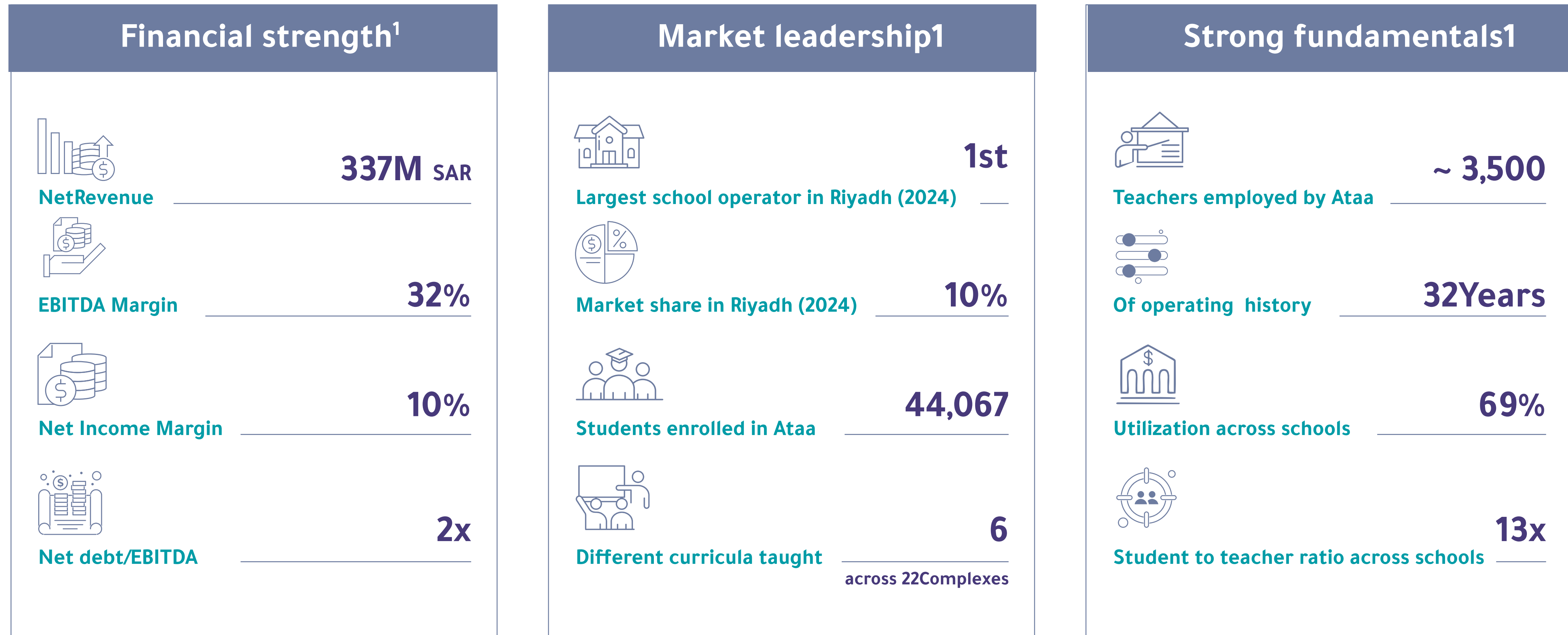
# INVESTOR PRESENTATION

H1 2024



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

# Ataa snapshot

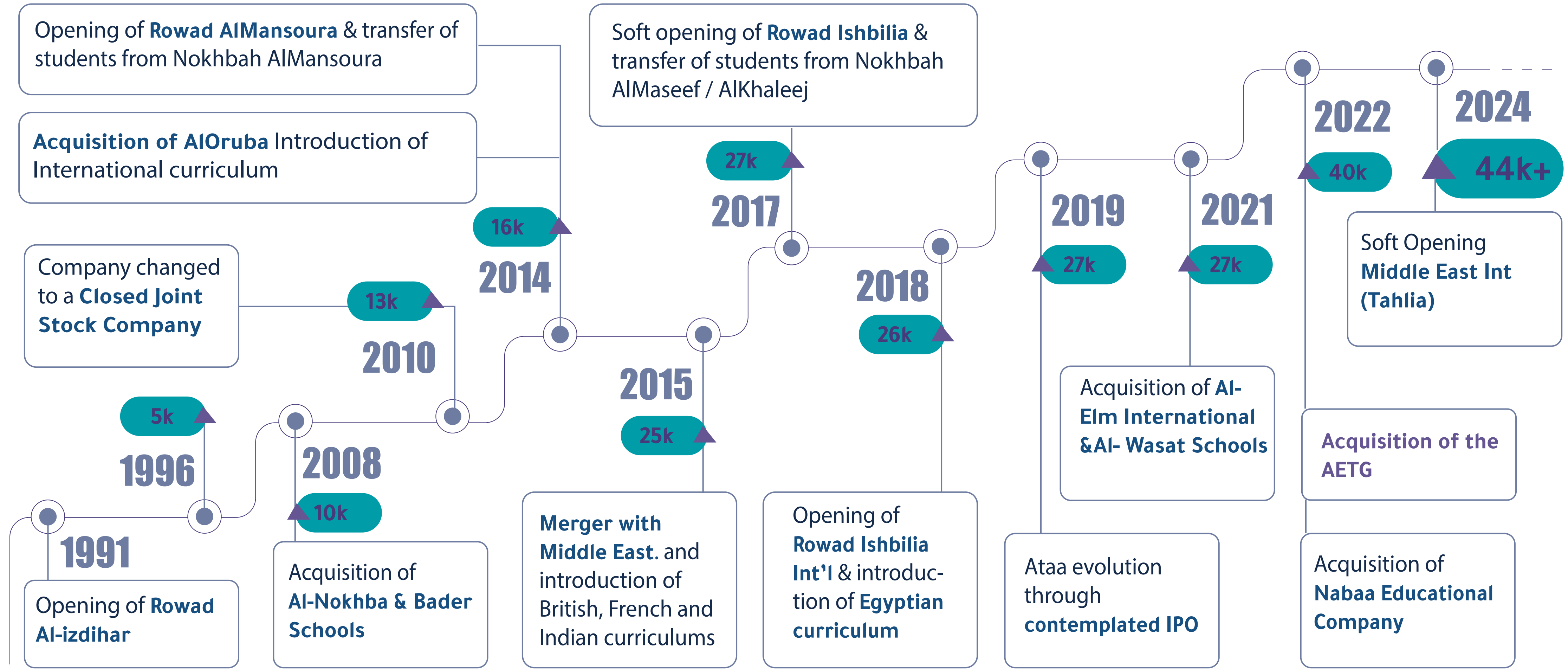


Leading K-12 operator with one of the most diversified offerings in KSA

Note: As of H1 2024 (ending Jan 2024), unless mentioned otherwise

# Ataa key milestones

## Our journey so far



- Modern Middle East International**
- Middle East International**
- Middle East International**
- Al Elm 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

	H12024	H12023
	<b>337M SAR</b>	<b>335M SAR</b>
	1% Growth	



EBITDA

	H12024	H12023
	<b>107M SAR</b>	<b>101M SAR</b>
	6% Growth	



Number Of Student

	H12024	H12023
	<b>44,067</b>	<b>44,920</b>
	(2)% Decline	



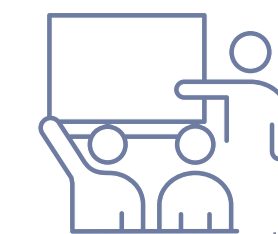
Net Income

	H12024	H12023
	<b>34M SAR</b>	<b>31M SAR</b>
	Margin 10%	Margin 10%
	10% Growth	



EBITDA Margin

	H12024	H12023
	<b>32%</b>	<b>30%</b>



Student / Teacher ratio

	H12024	H12023
	<b>12.8</b>	<b>12.9</b>

Earnings per share

	<b>0,80 SAR</b>	<b>0,73 SAR</b>
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# Introduction to Ataa Educational Company ("Ataa") Educational sector



Revenues

H12024

**317M SAR**

2% Growth

H12023

**310M SAR**



EBITDA

H12024

**110M SAR**

2% Growth

H12023

**108M SAR**



Number Of Student

H12024

**44,067**

(2)% Decline

H12023

**44,920**



Net Income

H12024

**41M SAR**

Margin 13%  
(8)% Decline

H12023

**45M SAR**

Margin 16%



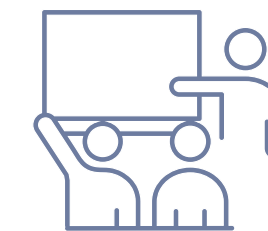
EBITDA Margin

H12024

**35%**

H12023

**35%**



Student / Teacher ratio

H12024

**12.8**

H12023

**12.9**

EBITDA / Student

**2,503 SAR**

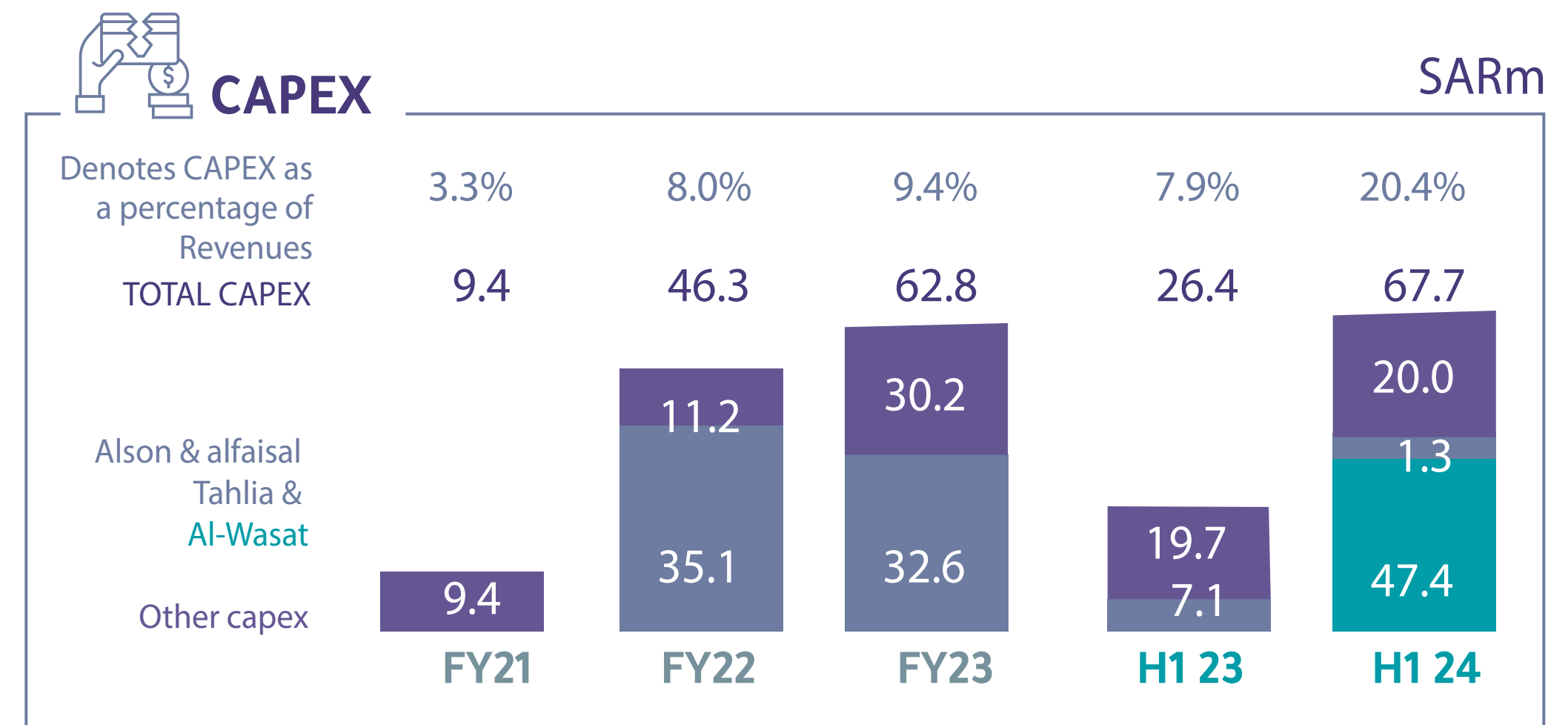
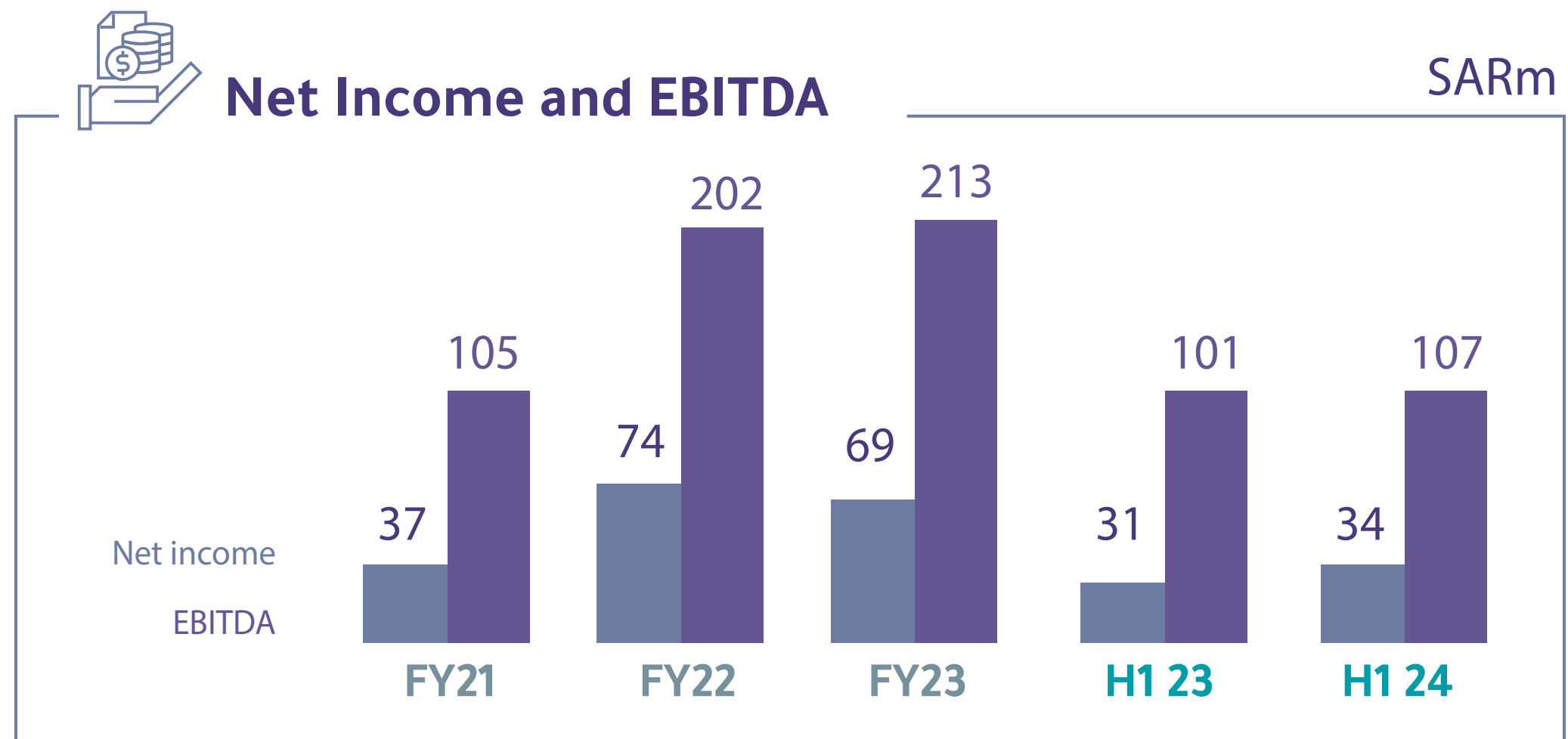
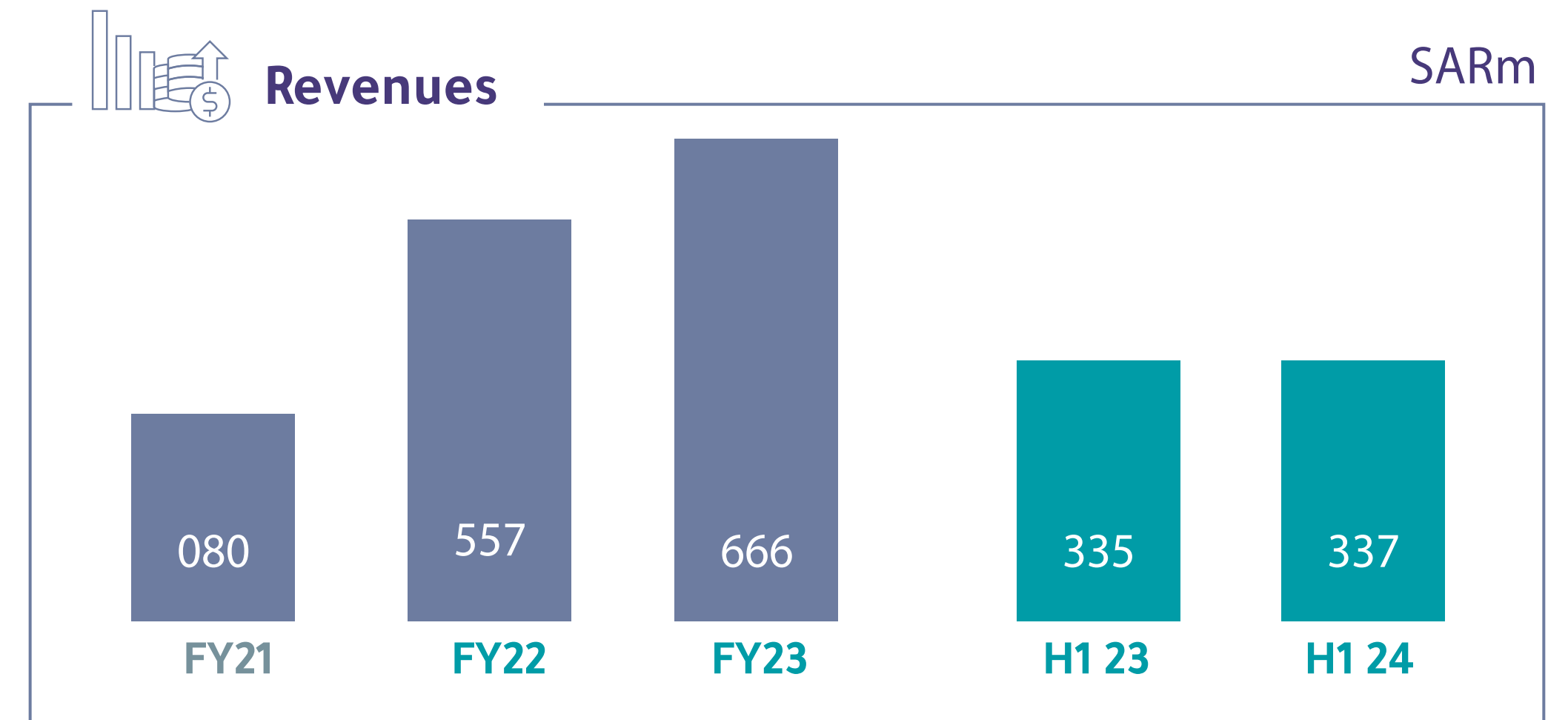
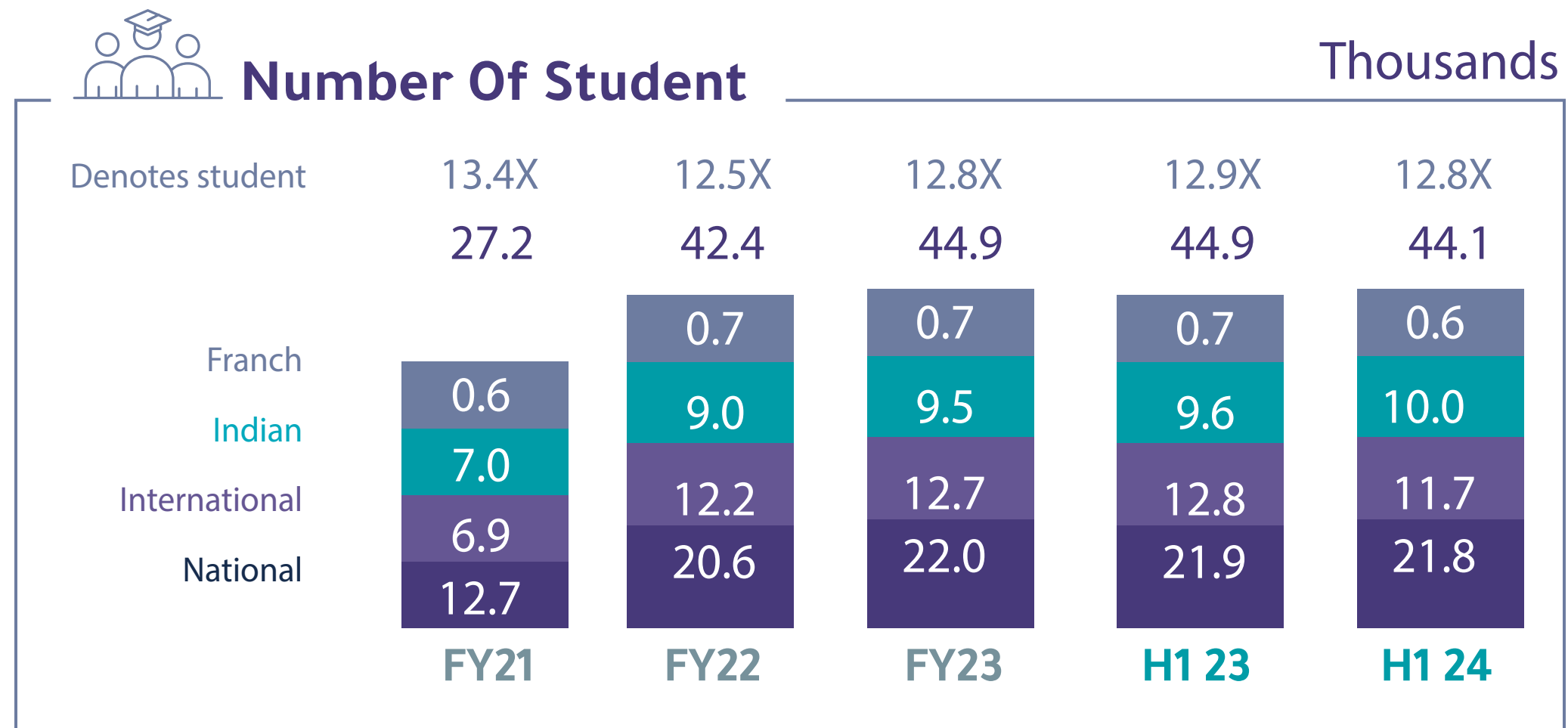
**2,412 SAR**



# Key Financial Summary

# Robust financial performance

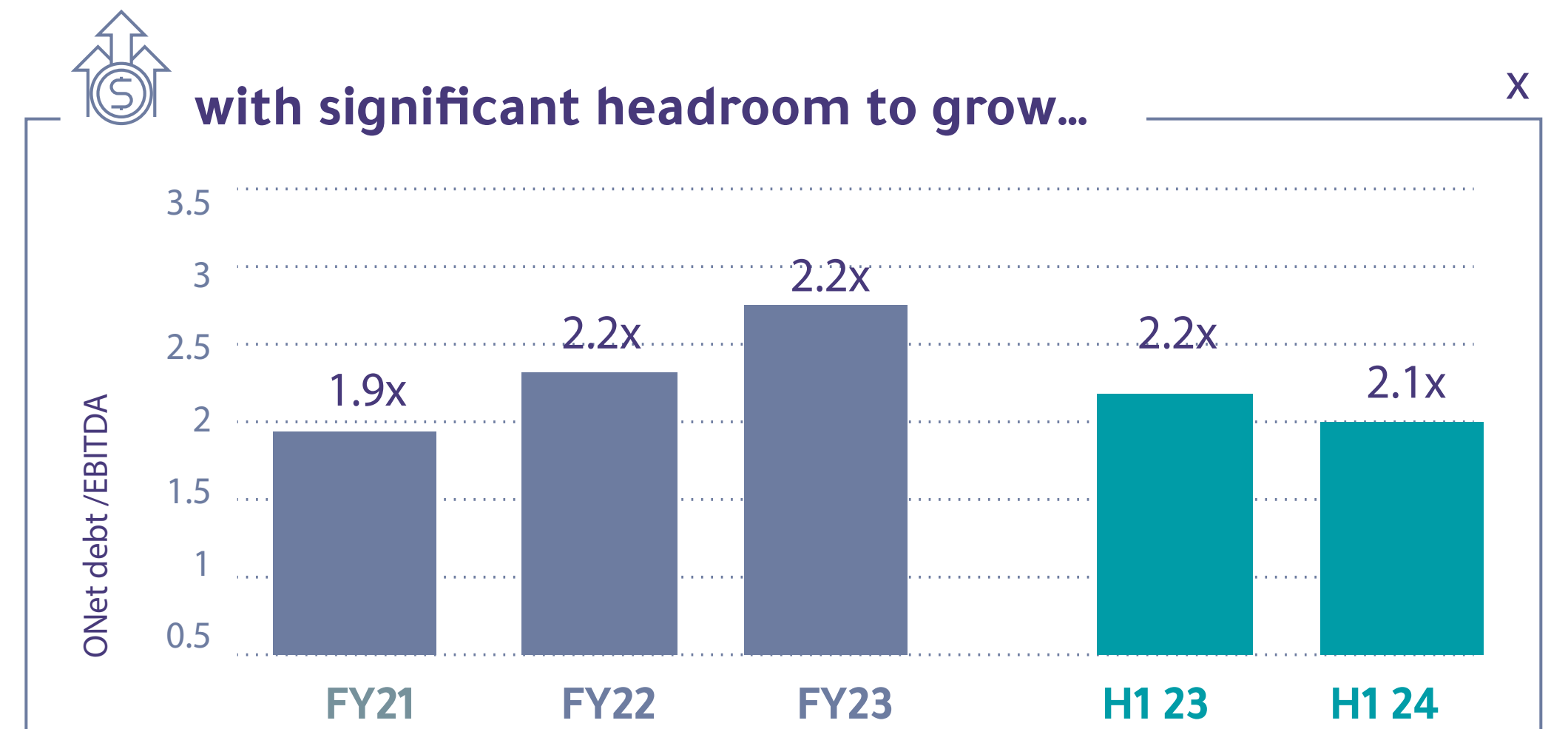
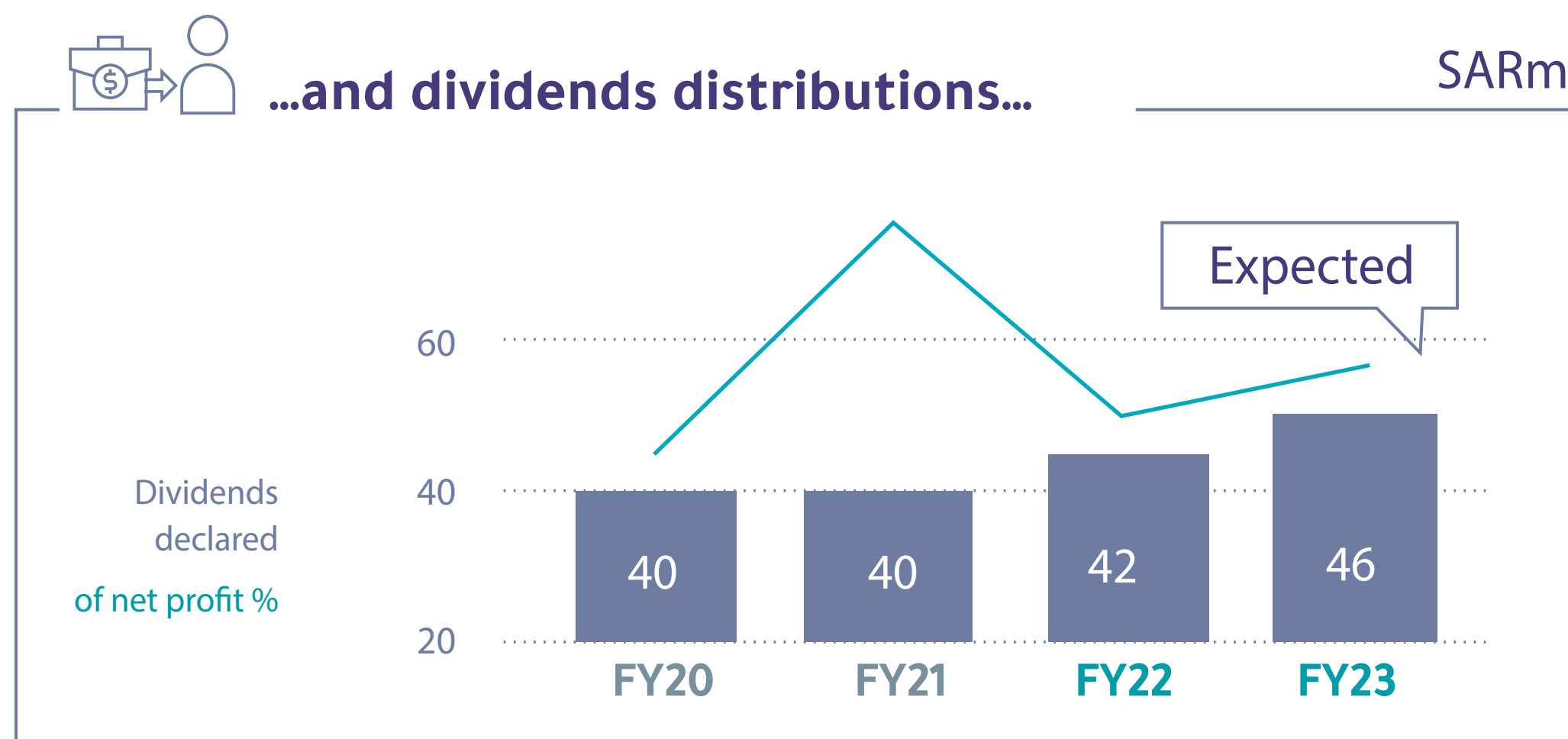
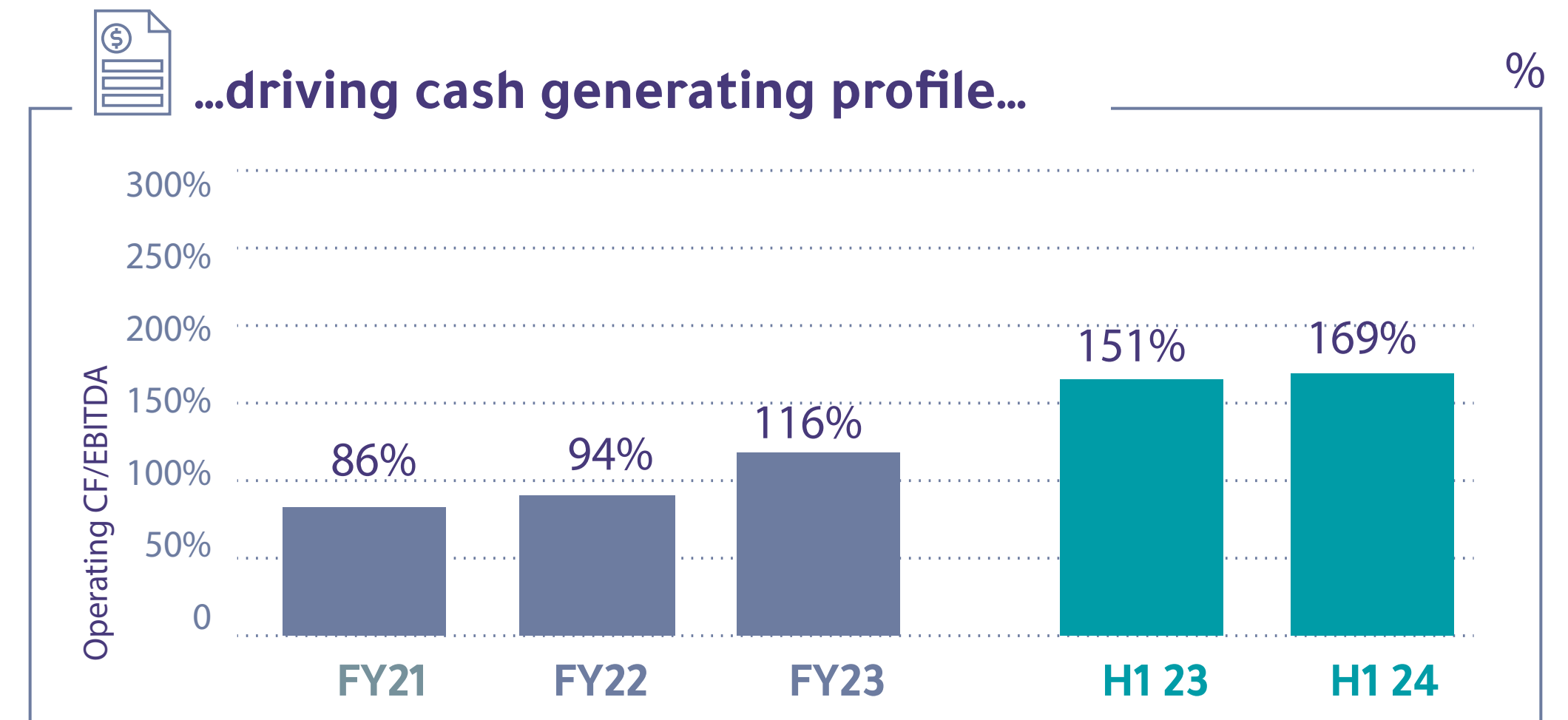
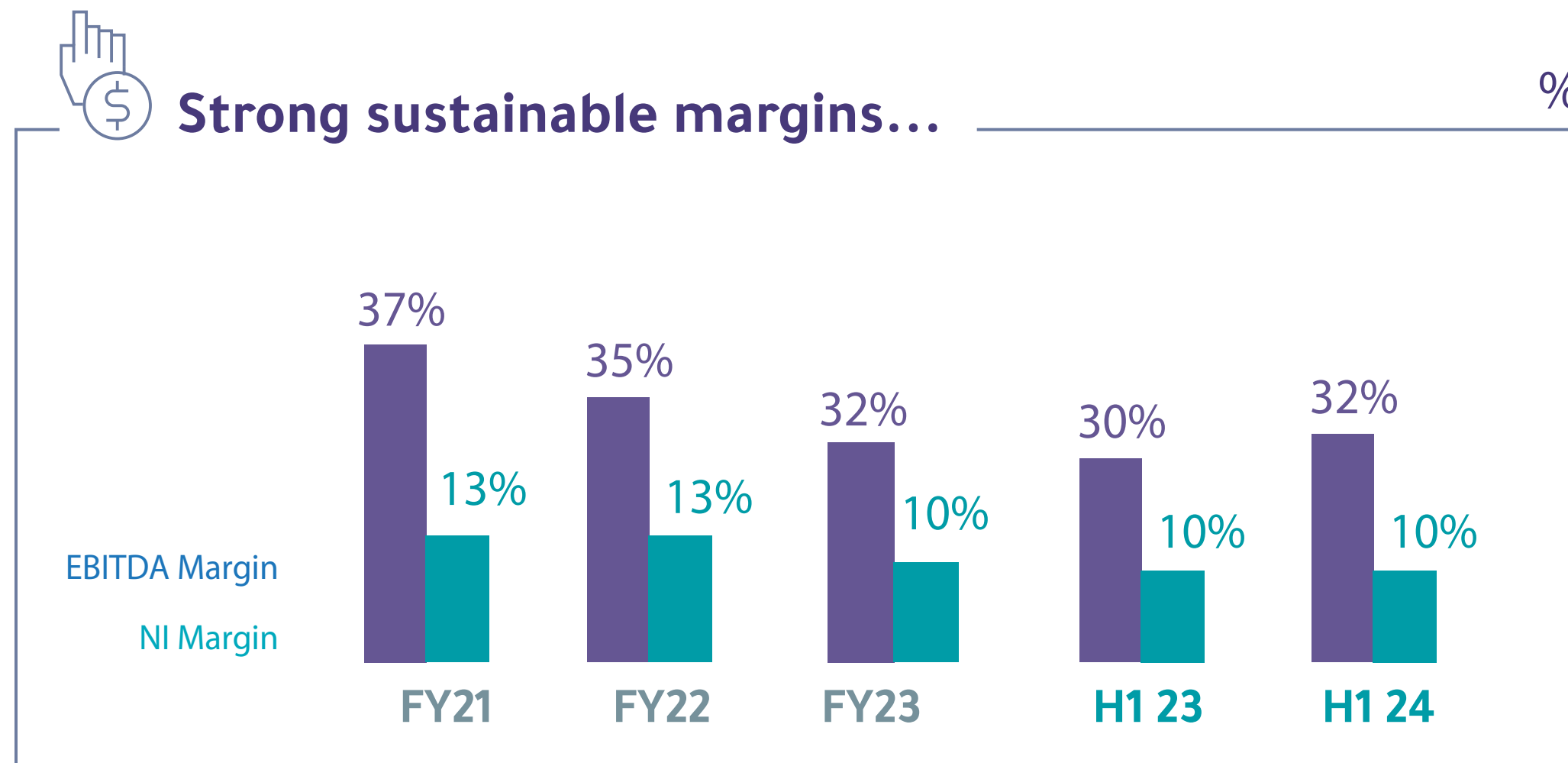
## despite economic headwinds





# Strong margins

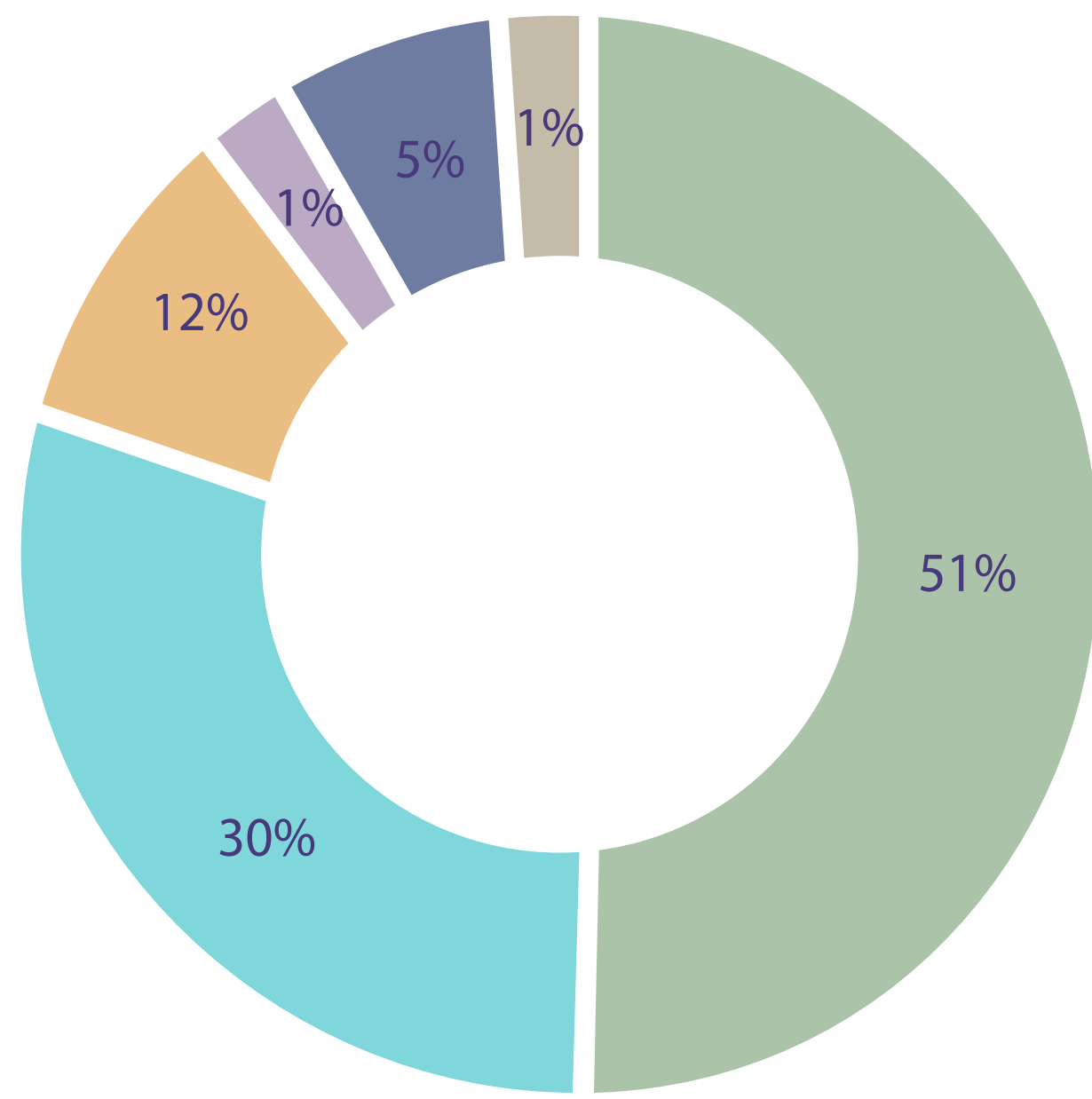
to drive cash generation with significant headroom to grow



1. Based on LTM figures (12Month)

Source: Company information

# Revenue Break-Down Revenue by Sector




## Segment Reporting

SR in 000s	H1 23	%	H1 24	%	Var (YTD23-24)
National	168,235	50,3%	171,960	51,0%	2,2%
International	100,837	30,1%	99,645	29,6%	1,2%
Indian	35,399	10,6%	40,130	11,9%	13,4%
Franch	5,177	1,5%	4,789	1,4%	7,5%
Alfaisal - Training	22,418	6,7%	18,588	5,5%	17,1%
Creative - Recruitment	2,552	0,8%	1,906	0,6%	25,3%
<b>Total net revenue</b>	<b>334,618</b>		<b>337,019</b>		<b>0,7%</b>

Source: Company information

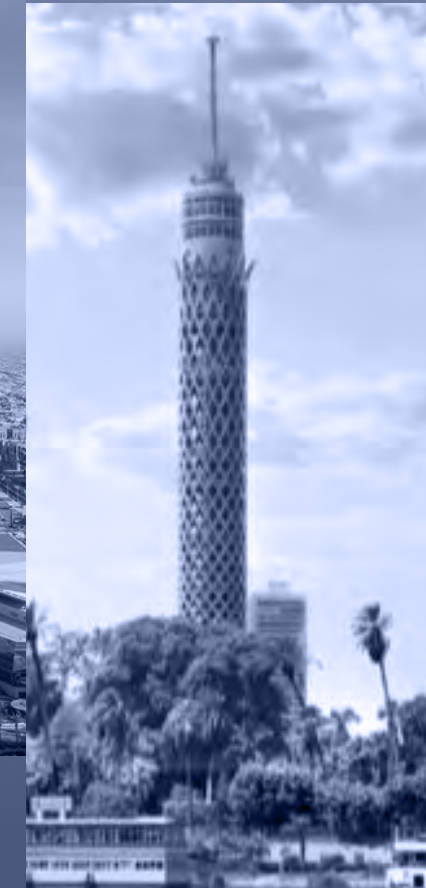
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# Educational curriculum

Saudi



Egypt



USA



France



India














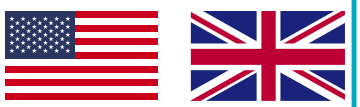





UK








# National schools portfolio

	Rowad مدارس الرواد الأهلية Al-Rowad Private Schools					Nokhba مدارس النخيل الأهلية Al-Nokhba Private Schools	Al-Faikr مدارس الفكر الأهلية	Al Wsat مدارس الوسط	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			Qurtaba		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	25	56	125	167	96	1,288
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	3,211	2,325	2,023	3,550	1,016	962	633	809	2,453	3,316	1,547	21,845
Utilization	52%	53%	70%	81%	64%	105%	106%	58%	68%	74%	74%	67%
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	12.1%	5.1%	2.5%	9.9%	1.6%	0.3%	0.9%	(2.1%)	7.0%	8.0%	5.5%	50.8%
Student to teacher ratio	13.2	13	14	12.9	13.9	14.1	12.2	11.4	12.1	12.8	11.9	12.9

# International schools portfolio

									
Curriculum									
Area (sqm)	9,240	13,182	13,942	14,000	19,485	20,199	8,000	2,641	100,684
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	682	2,546	28	1,146	2,500	4,111	651	551	12,215
Utilization	25%	71%	7%	65%	70%	87%	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 <sup>1</sup>	2%	10.1%	0.4%	1.8%	9%	9.1%	0.1%	0.7%	32.2%
Student to teacher ratio	12	12.4	3.1	12.6	15.6	11.6	10.5	8.2	12.2

# Indian schools portfolio

	 New Middle East Inter.	 Modern Middle East Inter.	 Al-Yasmin	TOTAL AVG
				
<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	4,865	2,767	2,375	10,007
Utilization	73%	78%	108%	80%
Avg. net tuition (SAR)	8,700	7,500	7,100	8,000
EBITDA contribution <sup>1</sup>	9.2%	4.7%	4.4%	18.3%
Student to teacher ratio	11.6	14.2	19	13.5

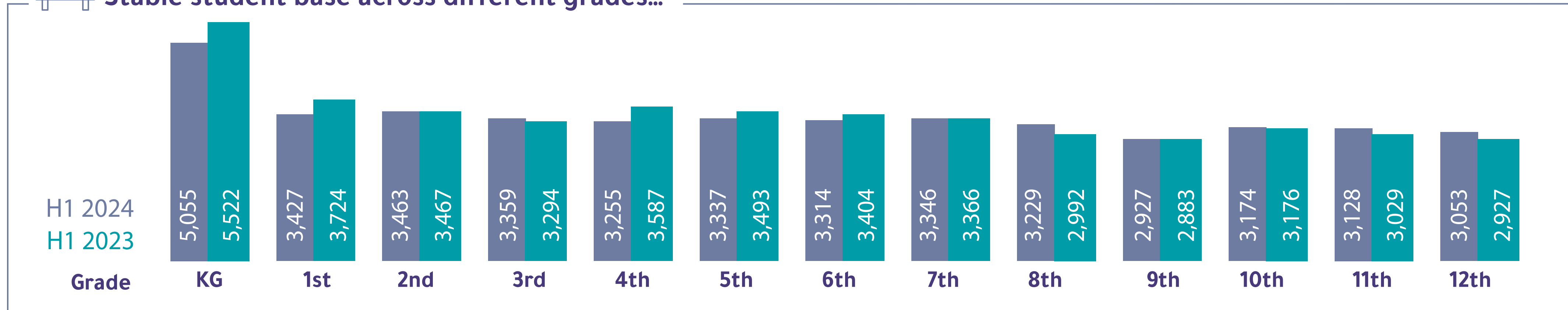
# Ataa school portfolio

Highly diversified student base with further room to consolidate



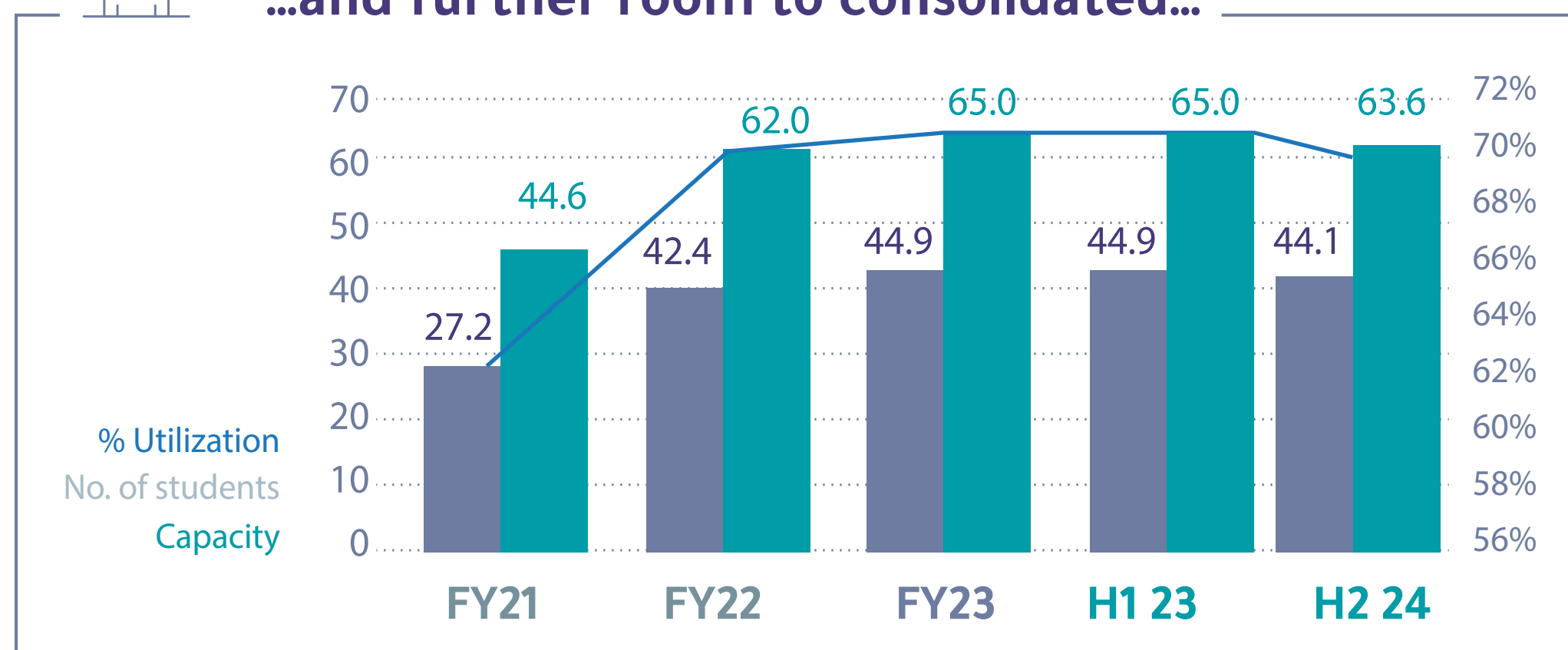
Stable student base across different grades...

Stable student base across different grades...



...and further room to consolidated...

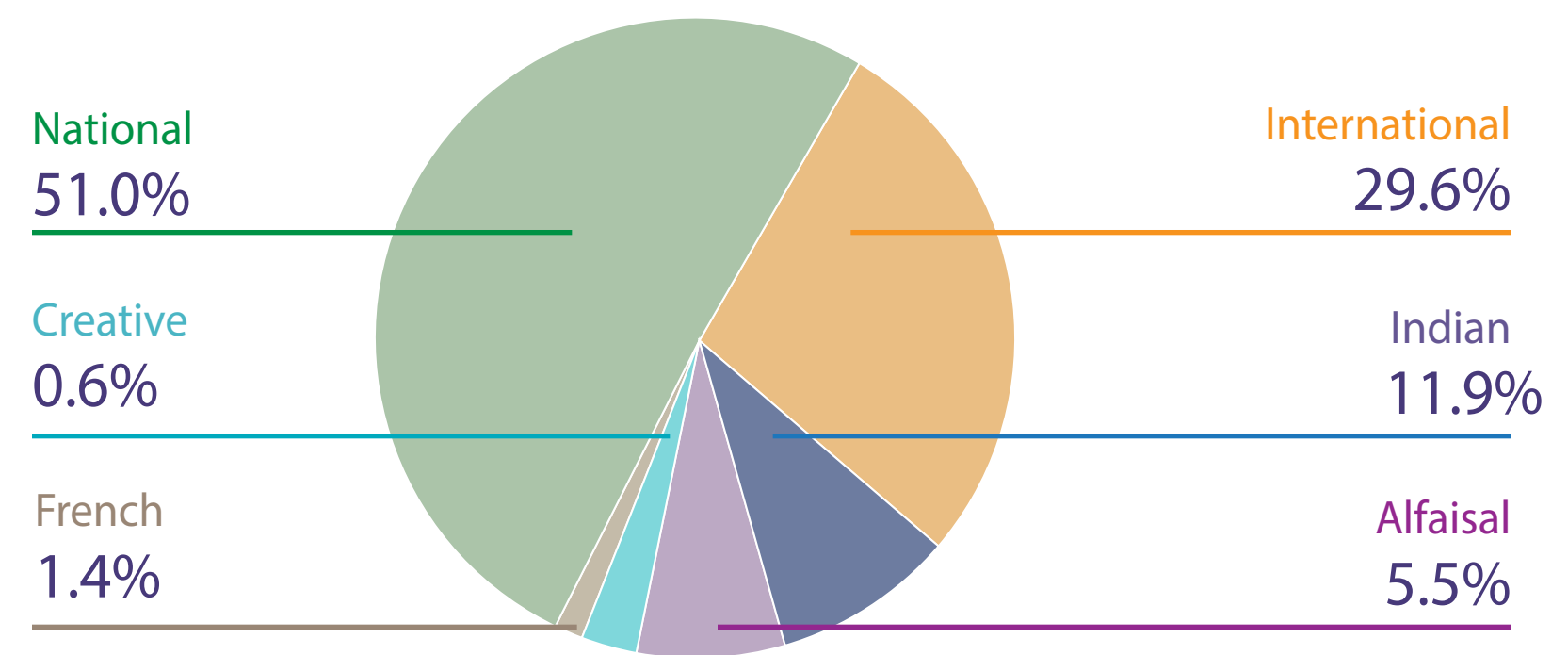
%



...with a diversified revenue base...

%

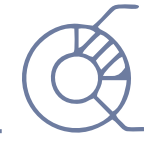
Net tuition revenue per curriculum (%)



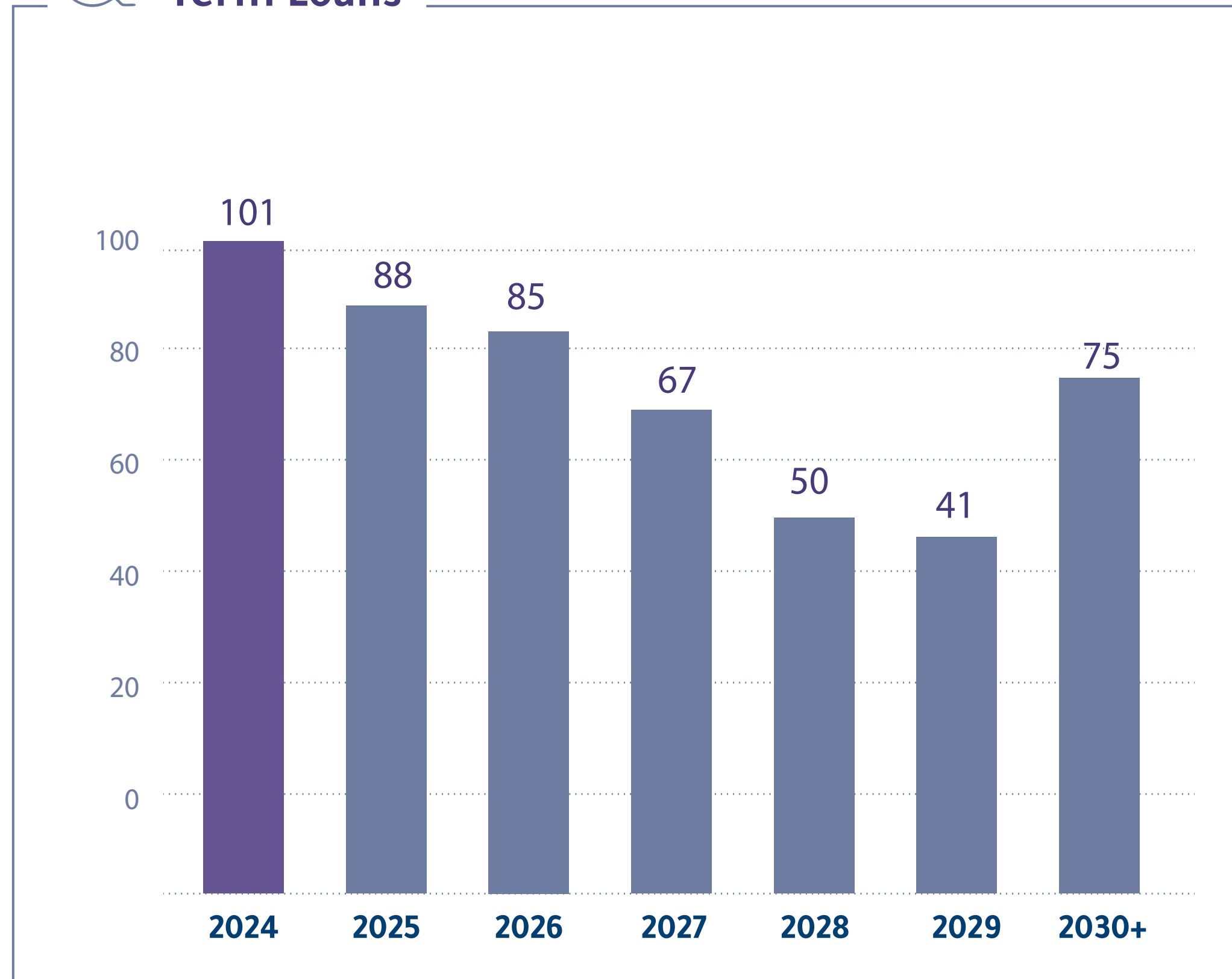
Source: Company information

# DEBT SUMMARY

## ... DEBT MATURITY PROFILE...



### Term Loans



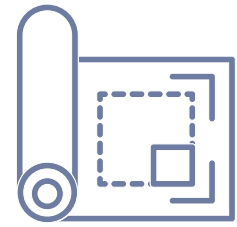
	SR in 000s	%
2024	100,542	19.8%
2025	88,339	17.4%
2026	85,219	16.8%
2027	66,935	13.2%
2028	50,302	9.9%
2029	40,937	8.1%
2030	23,997	4.7%
2031	23,997	4.7%
2032	16,330	3.2%
2033	8,664	1.7%
2034	2,093	0.4%
<b>Total</b>	<b>507,354</b>	



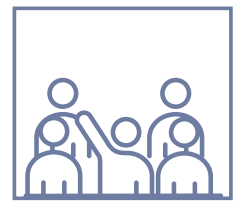
# Ataa Upcoming Growth



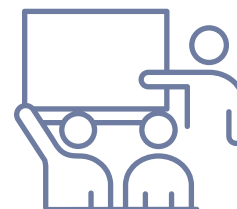
# Ataa Upcoming Growth AI-Wasat Project



Land area  
12,562 sqm



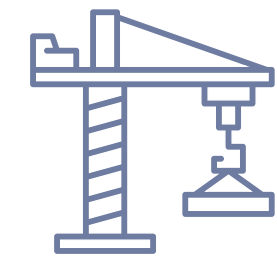
capacity  
2.5 K students



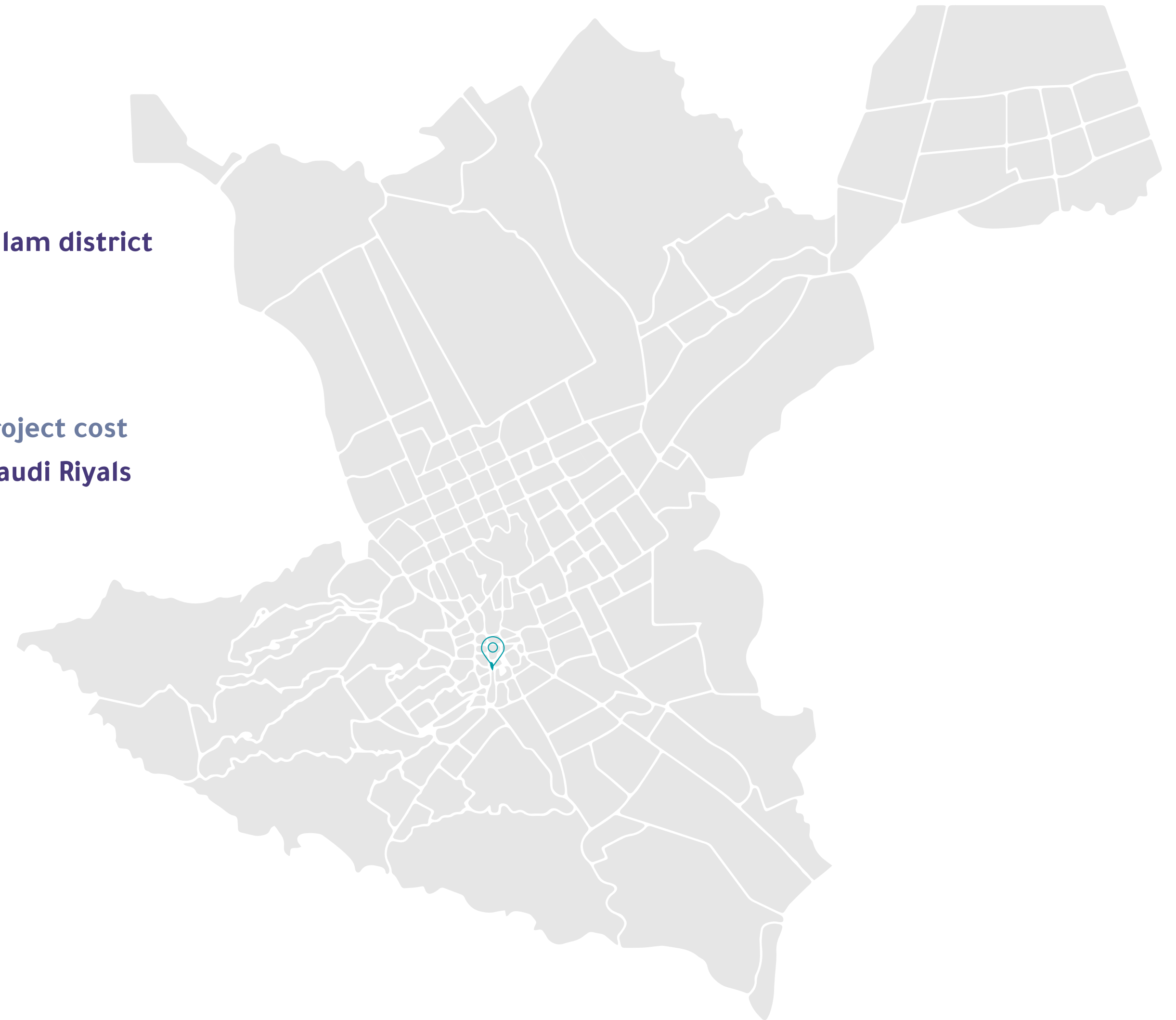
Estimated opening date  
Academic year 2024-2025



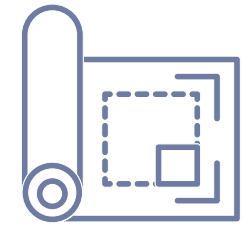
Location  
Riyadh, Al-Salam district



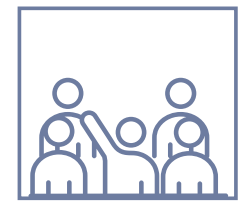
Estimated project cost  
75 million Saudi Riyals



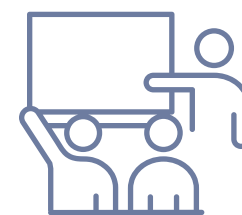
## Ataa Upcoming Growth Arqa Project



Land area  
10,000 sqm



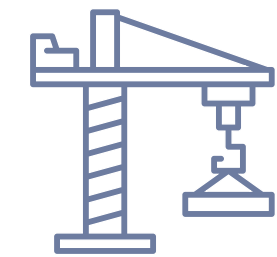
capacity  
2.0 K students



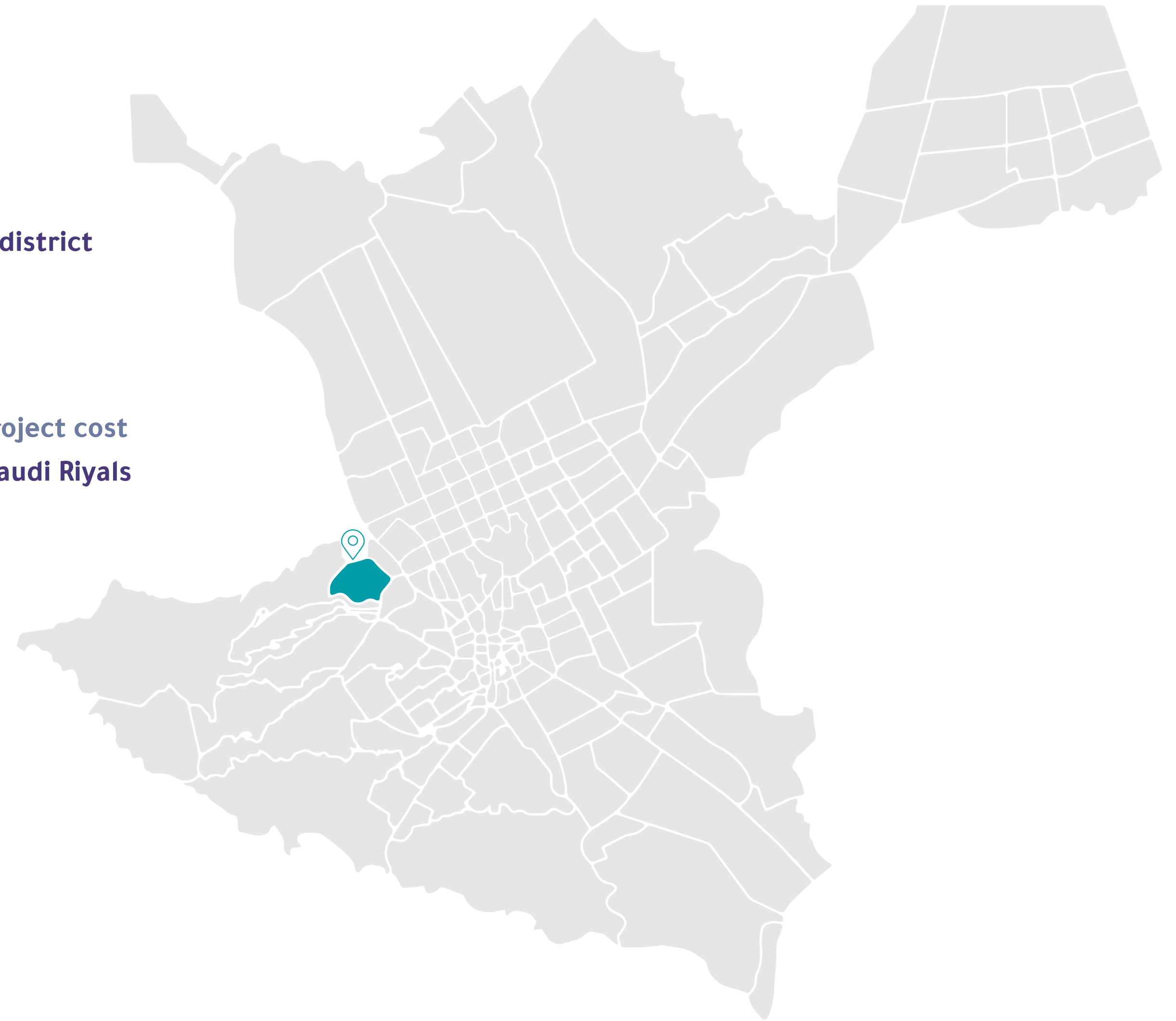
Estimated opening date  
Academic year 2025-2026



Location  
Riyadh, arqa district

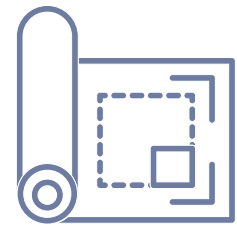


Estimated project cost  
75 million Saudi Riyals



## Ataa Upcoming Growth **Tahlia Project**

Rehabilitate a rented educational complex Project



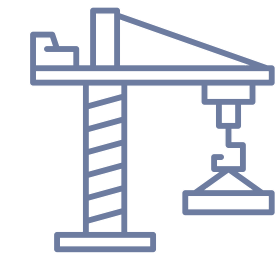
Land area  
13,942 sqm



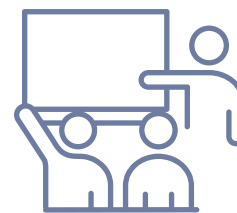
Location  
Riyadh, Sulaymaniyah district



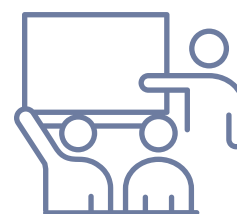
capacity  
2.8 K students



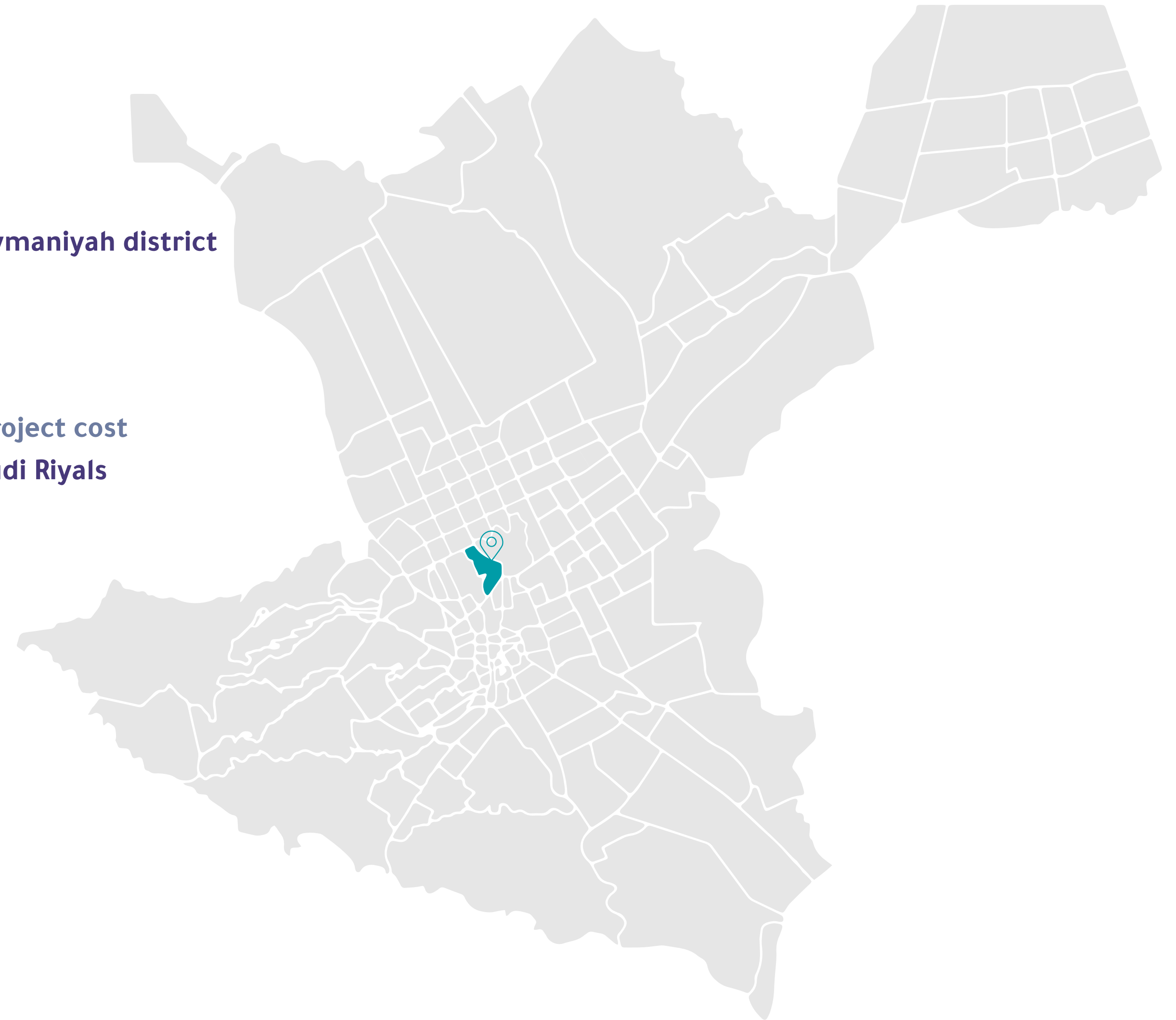
Estimated project cost  
75 million Saudi Riyals



Soft opening date  
Academic year 2023-2024



Fully opening date  
Academic year 2025-2026





 عطاء التعليمية  
Ataa Educational

[www.ataa.sa](http://www.ataa.sa)