



عطاء التعليمية
Ataa Educational

INVESTOR PRESENTATION

ATAA EDUCATIONAL COMPANY

31 July 2024



Introduction to Ataa Educational Company ("Ataa")

Ataa snapshot

Financial strength¹



Net Revenue

666M SAR



EBITDA Margin

32%



Net Income Margin

10%



Net debt/EBITDA

2.5x

Market leadership¹



Largest school operator in Riyadh (2024)

1st



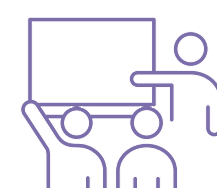
Market share in Riyadh (2024)

10%



Students enrolled in Ataa

44,358



Different curricula taught

6

across 21 Complexes

Strong fundamentals¹



Teachers employed by Ataa

~ 3,400



Of operating history

33Years



Utilization across schools

74%



Student to teacher ratio across schools

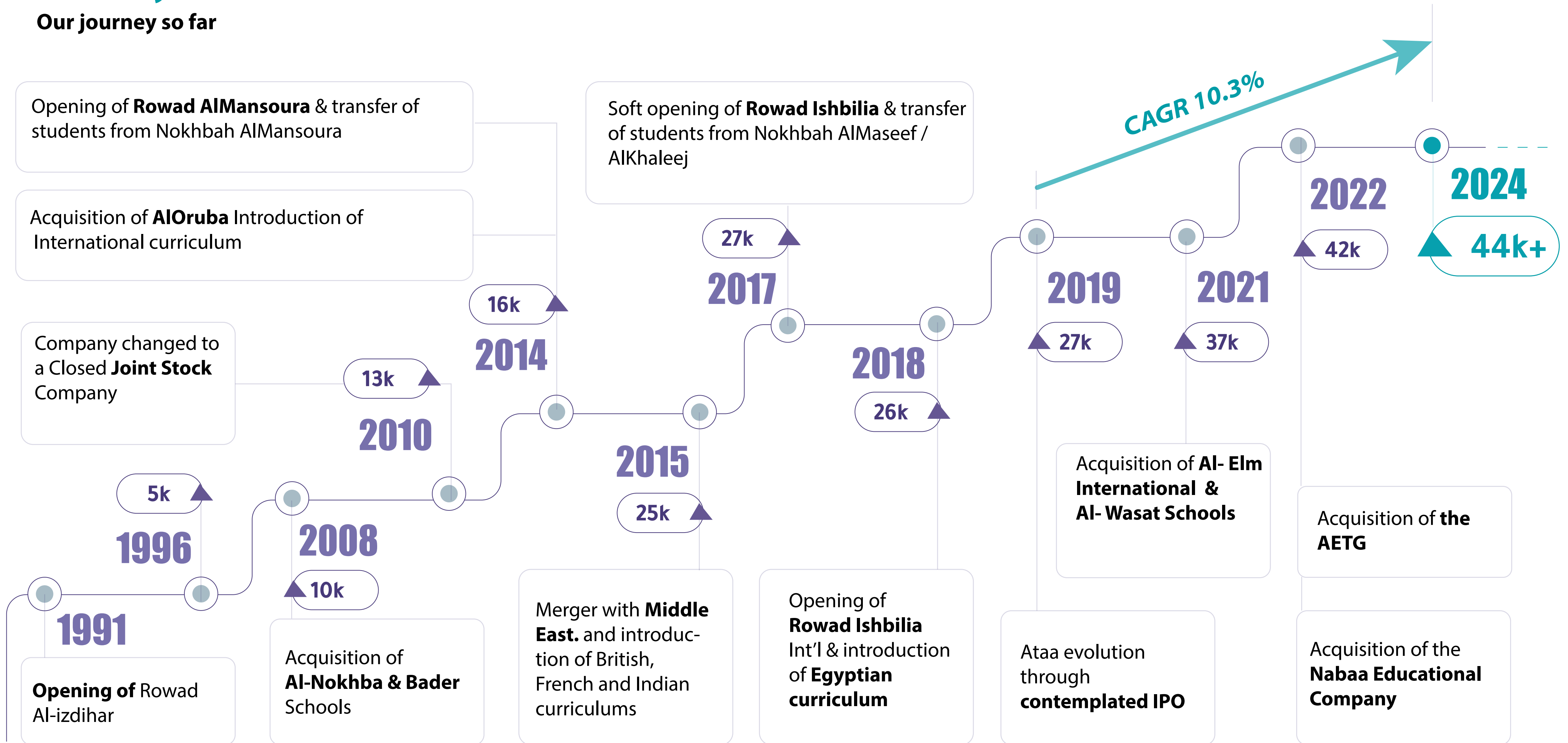
13x

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



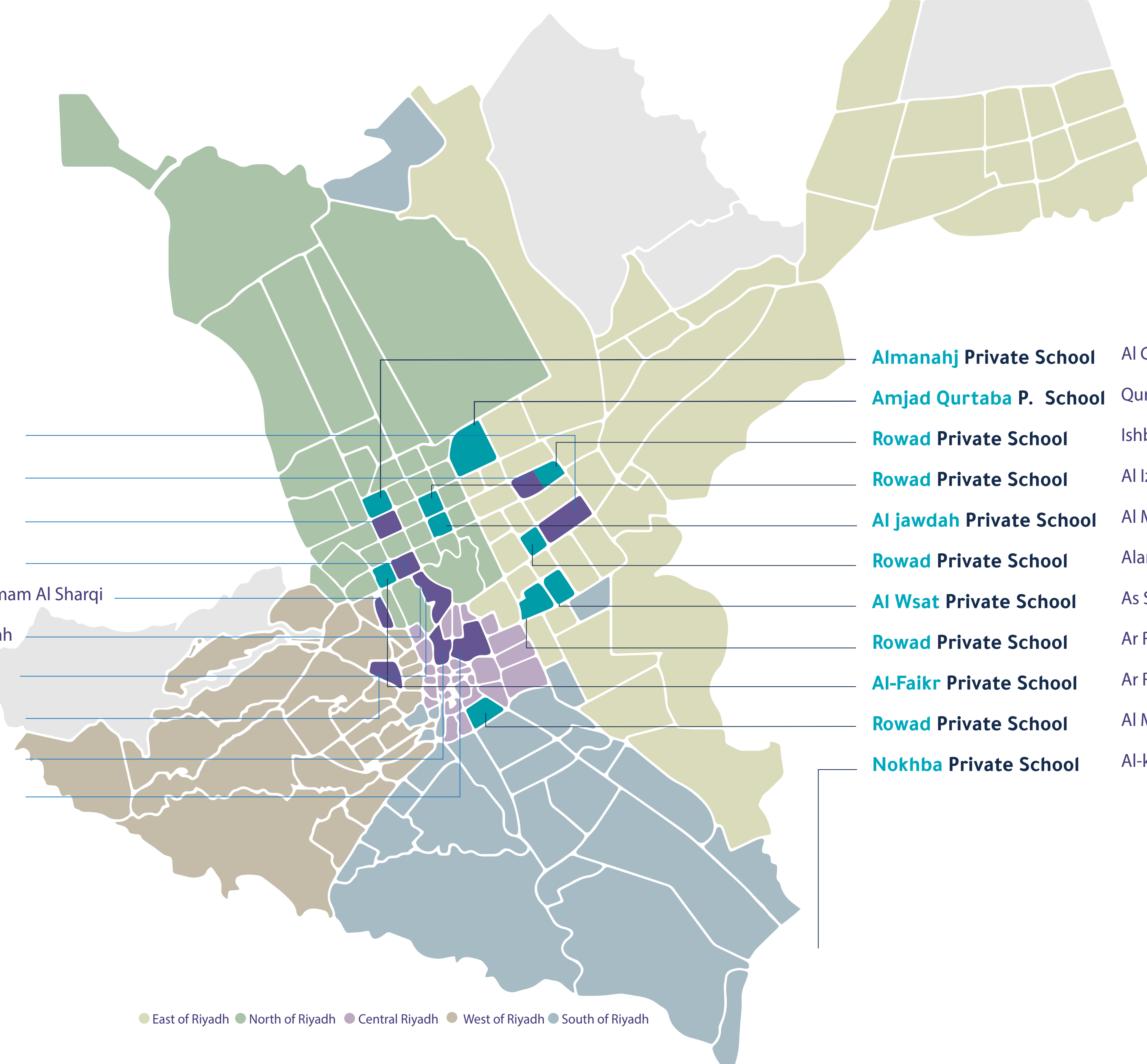
Ataa key milestones

Our journey so far





- Modern Middle East International** An Nahdah
- Middle East International** Ishbilyah
- Middle East International** Al Muruj
- Elalm 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-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



Consolidated Financial Results



	2024	2023
Revenues	666M SAR	666M SAR



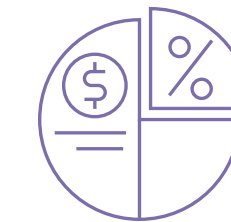
	2024	2023
EBITDA	214M SAR	213M SAR
	1% Growth	



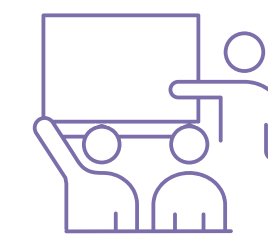
	2024	2023
Number Of Student	44,358	44,864
	(1)% Decline	



	2024	2023
Net Income	67M SAR	69M SAR
	share holders of the company	Margin 10%
	Margin 10%	
	4% Decline	



	2024	2023
EBITDA Margin	32%	32%



	2024	2023
Student / Teacher ratio	13.1	12.8

Earnings per share	1,51 SAR	1,61 SAR
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Introduction to Ataa Educational Company ("Ataa")


Educational sector



	2024	2023
Revenues	634M SAR	609M SAR
	4% Growth	




	2024	2023
EBITDA	226M SAR	211M SAR
	7% Growth	



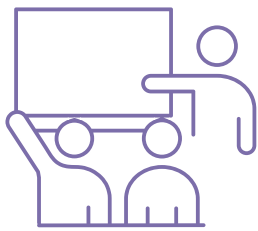
	2024	2023
Number Of Student	44,358	44,864
	(1)% Decline	



	2024	2023
Net Income	88M SAR	81M SAR
	share holders of the company	Margin 13%
	Margin 14%	
	8% Growth	



	2024	2023
EBITDA Margin	36%	35%



	2024	2023
Student / Teacher ratio	13.1	12.8
	Improvment 2.3%	

EBITDA / Student	5,087 SAR	4,697 SAR
	8.3% Growth	

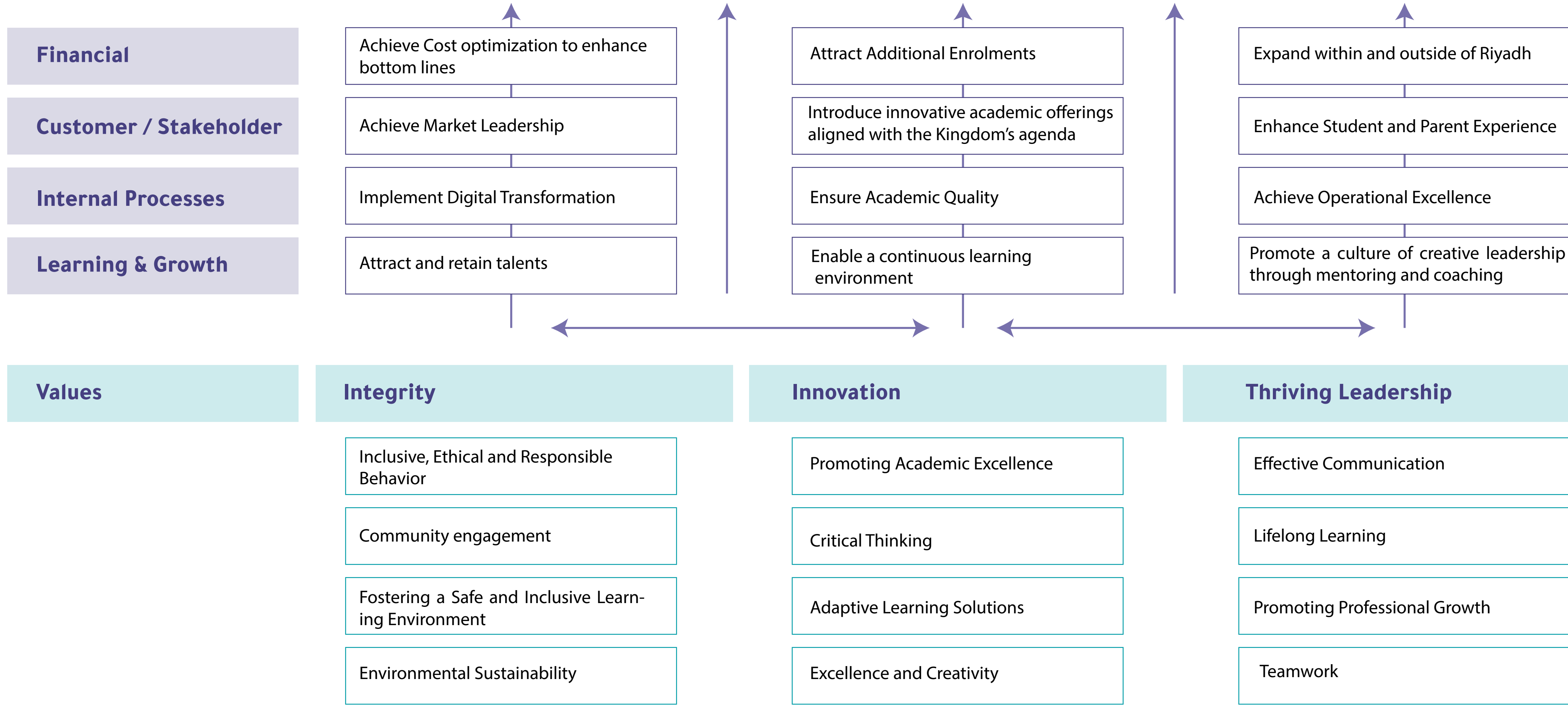


Ataa's
Strategy Map
2023-2028



Ataa's Strategy Map 2023-2028

Achieving 1.1BN SAR of Revenue by 2028, with an EBITDA of 35% and 65K Enrolments





Key Financial Summary



Robust financial performance despite economic headwinds



Number Of Student

Thousands

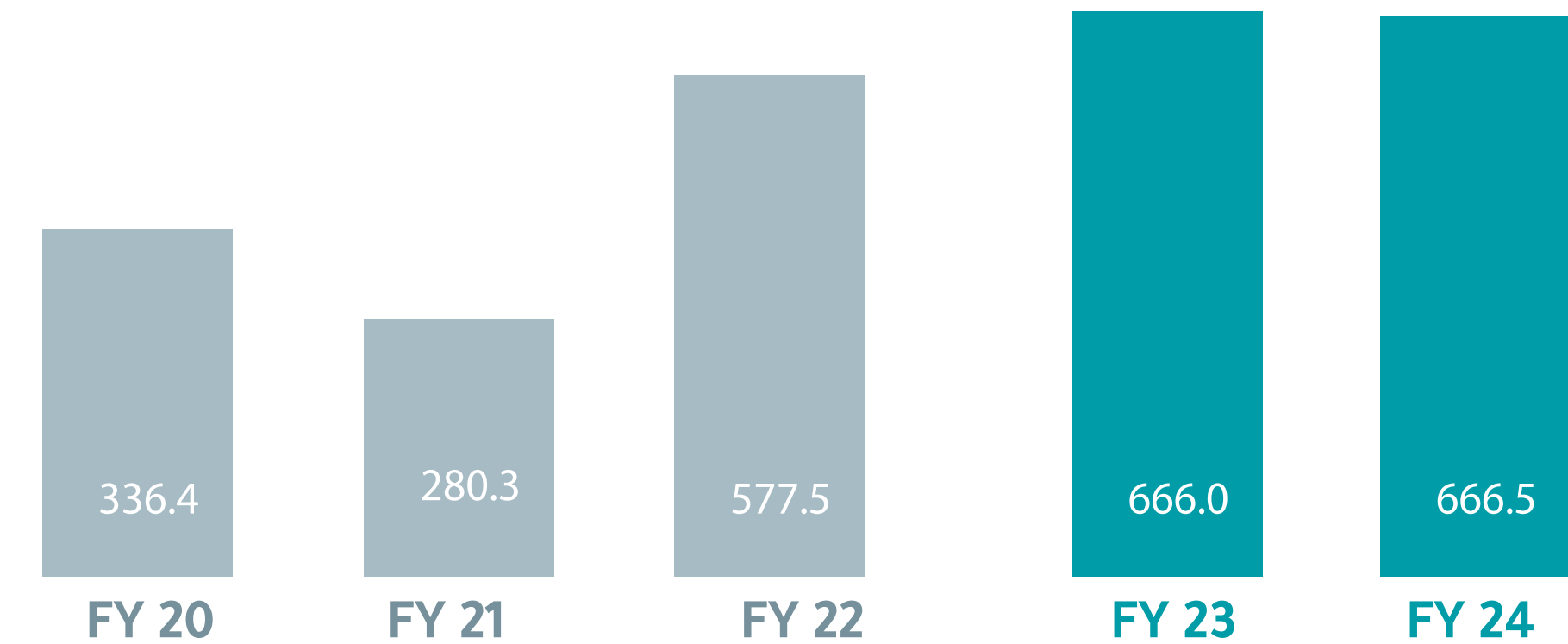
Denotes student to-teacher ratio-

	FY 20	FY 21	FY 22	FY 23	FY 24
Denotes student to-teacher ratio-	12.4X	13.4X	12.5X	12.8X	13.1X
	27.3	27.2	42.4	44.9	44.4
Franch			0.7	0.7	0.6
Indian	0.7	0.6	9.0	9.5	10.1
International	7.1	7.0	12.2	12.7	11.7
National	5.5	6.9	20.6	22.0	22.0
	14.1	12.7			



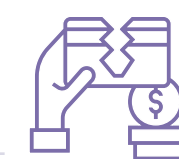
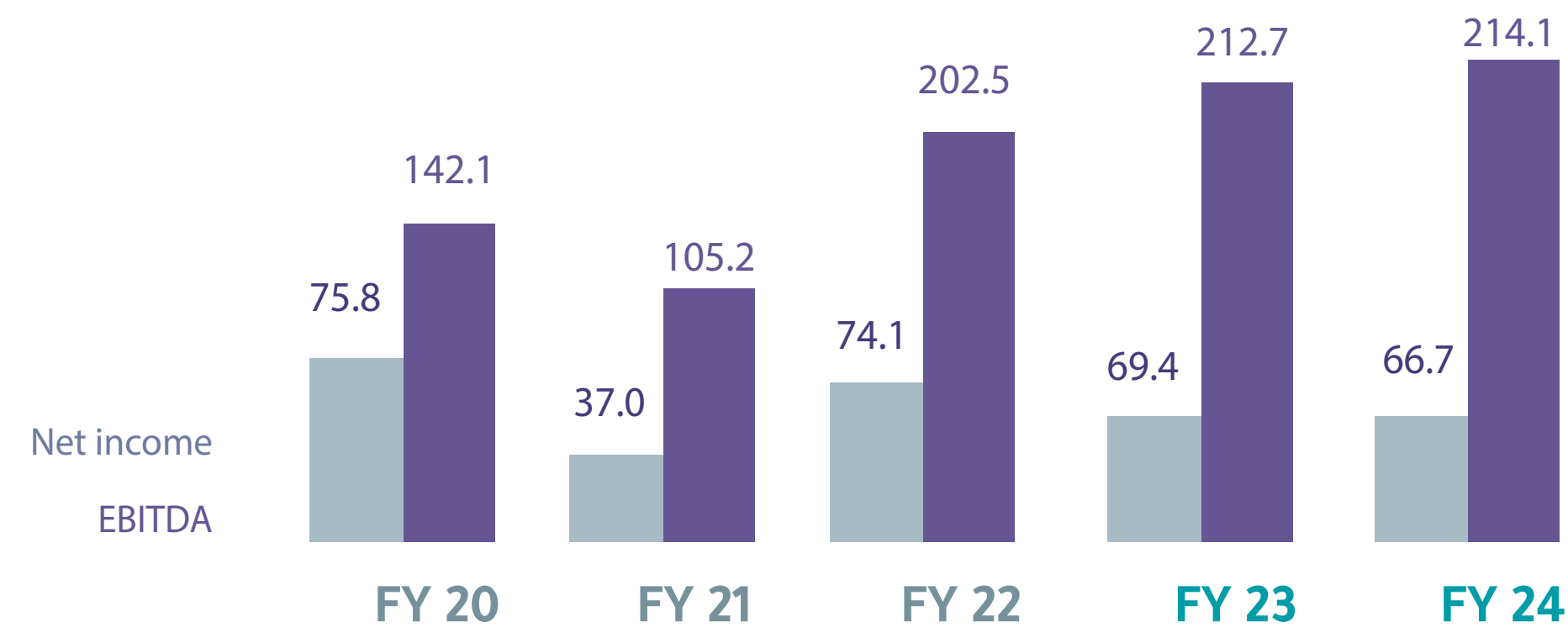
Revenues

SARm



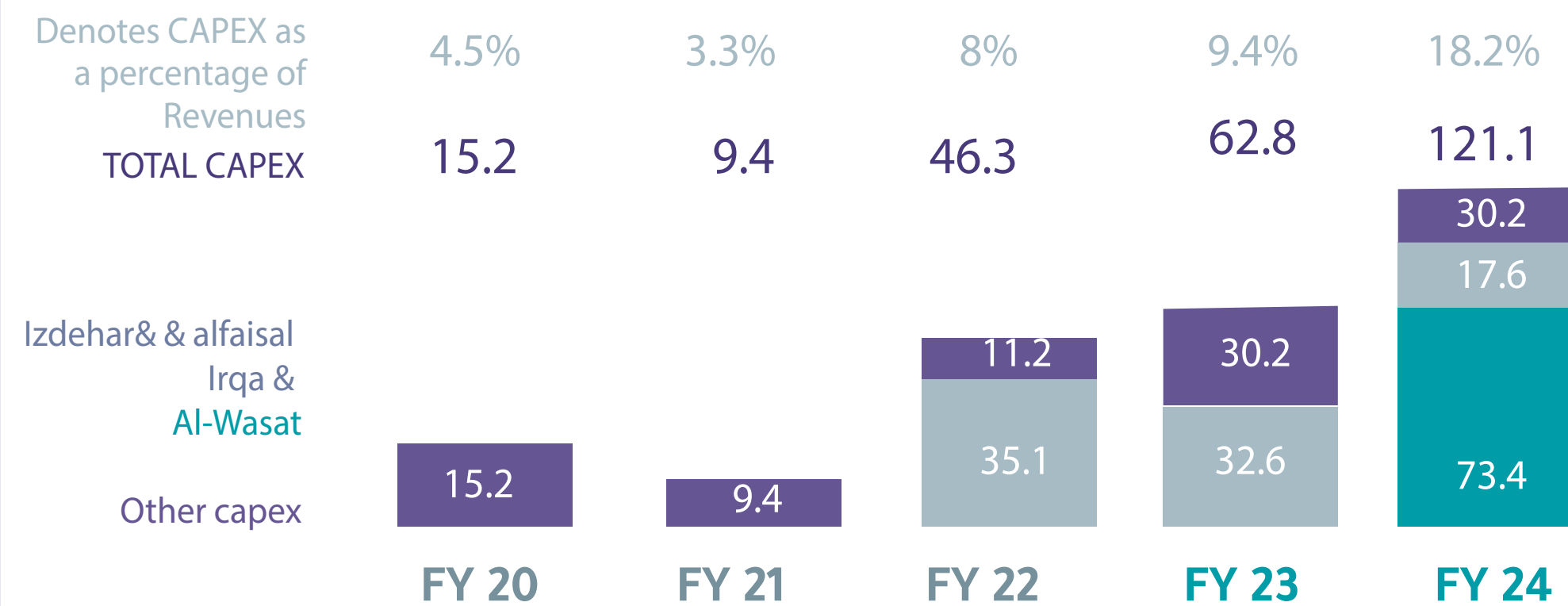
Net Income and EBITDA

SARm



CAPEX

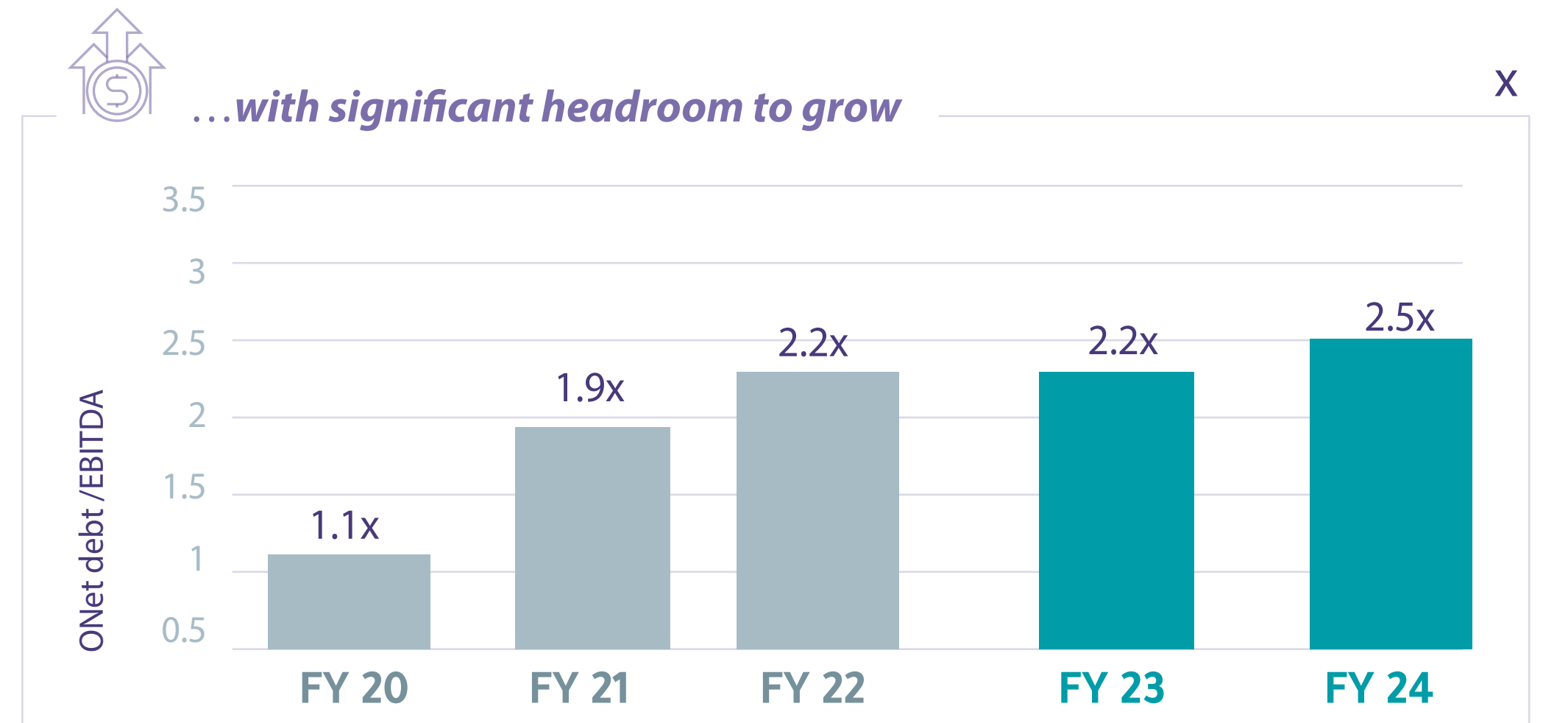
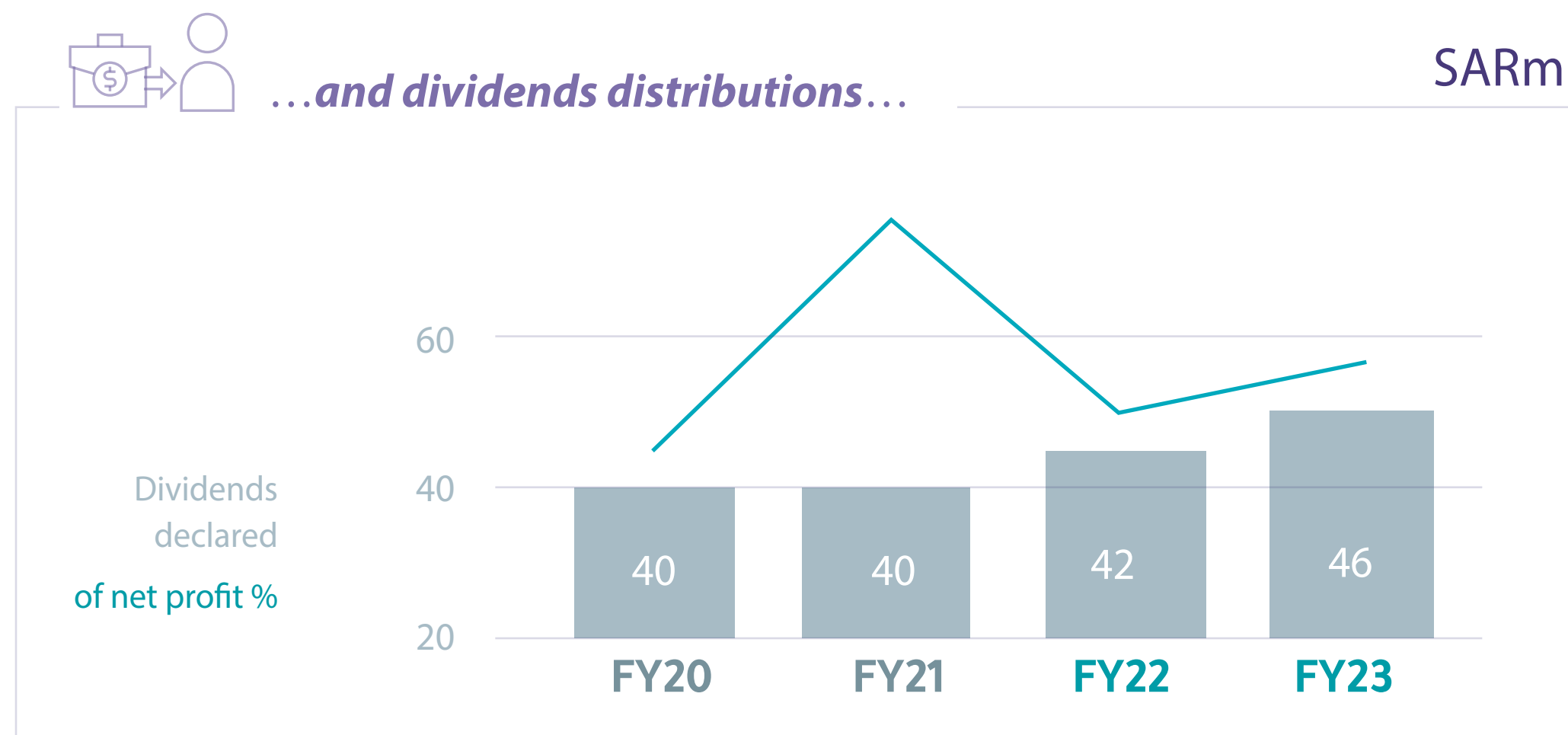
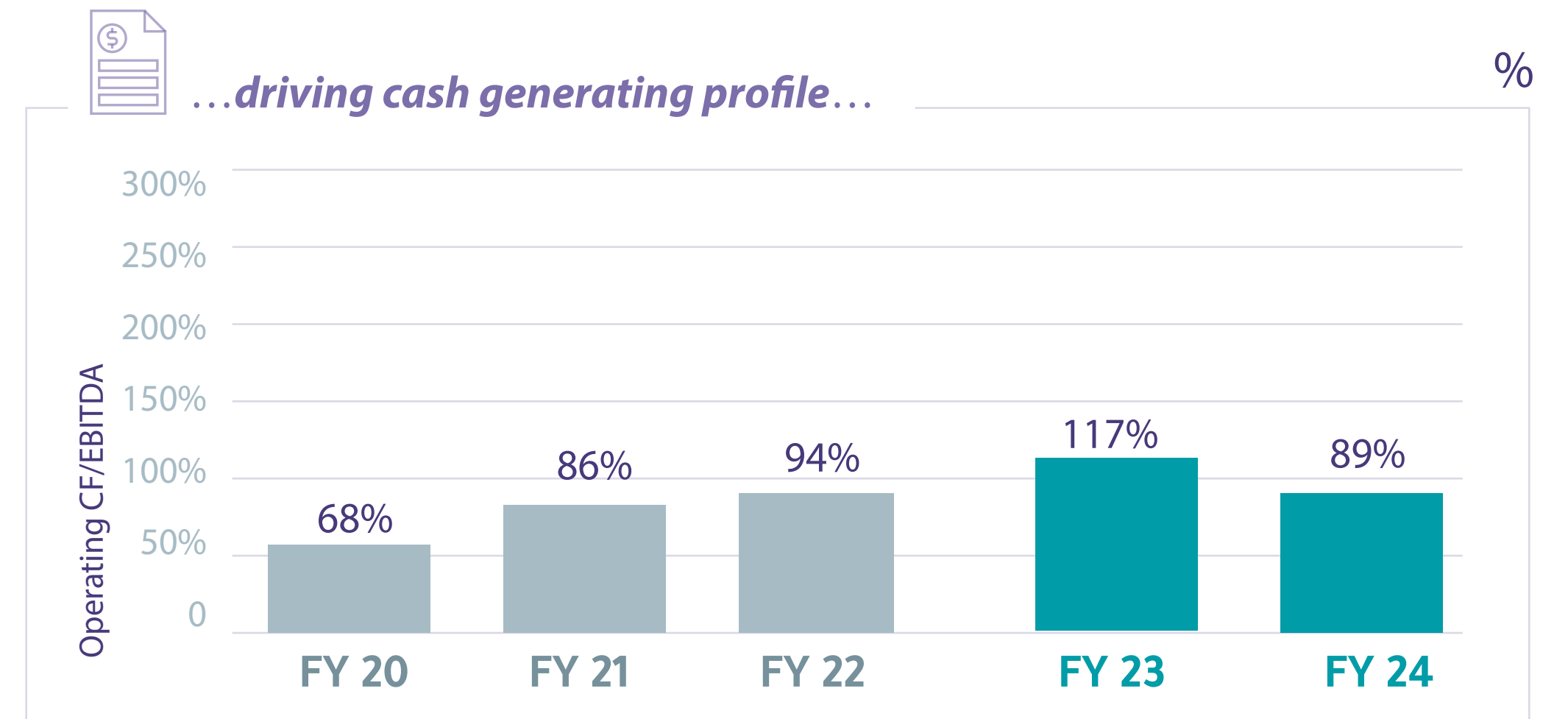
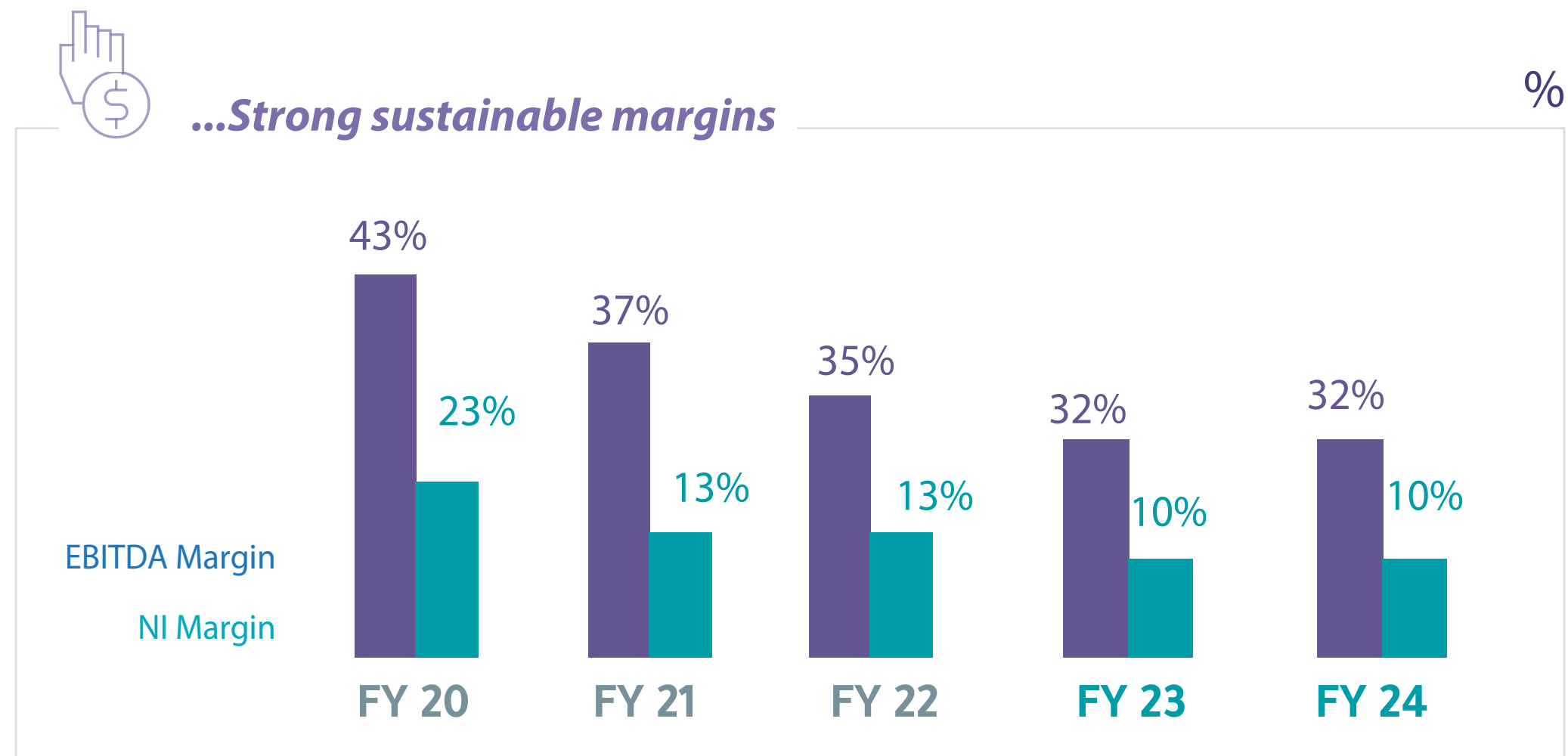
SARm





Strong margins

to drive cash generation with significant headroom to grow

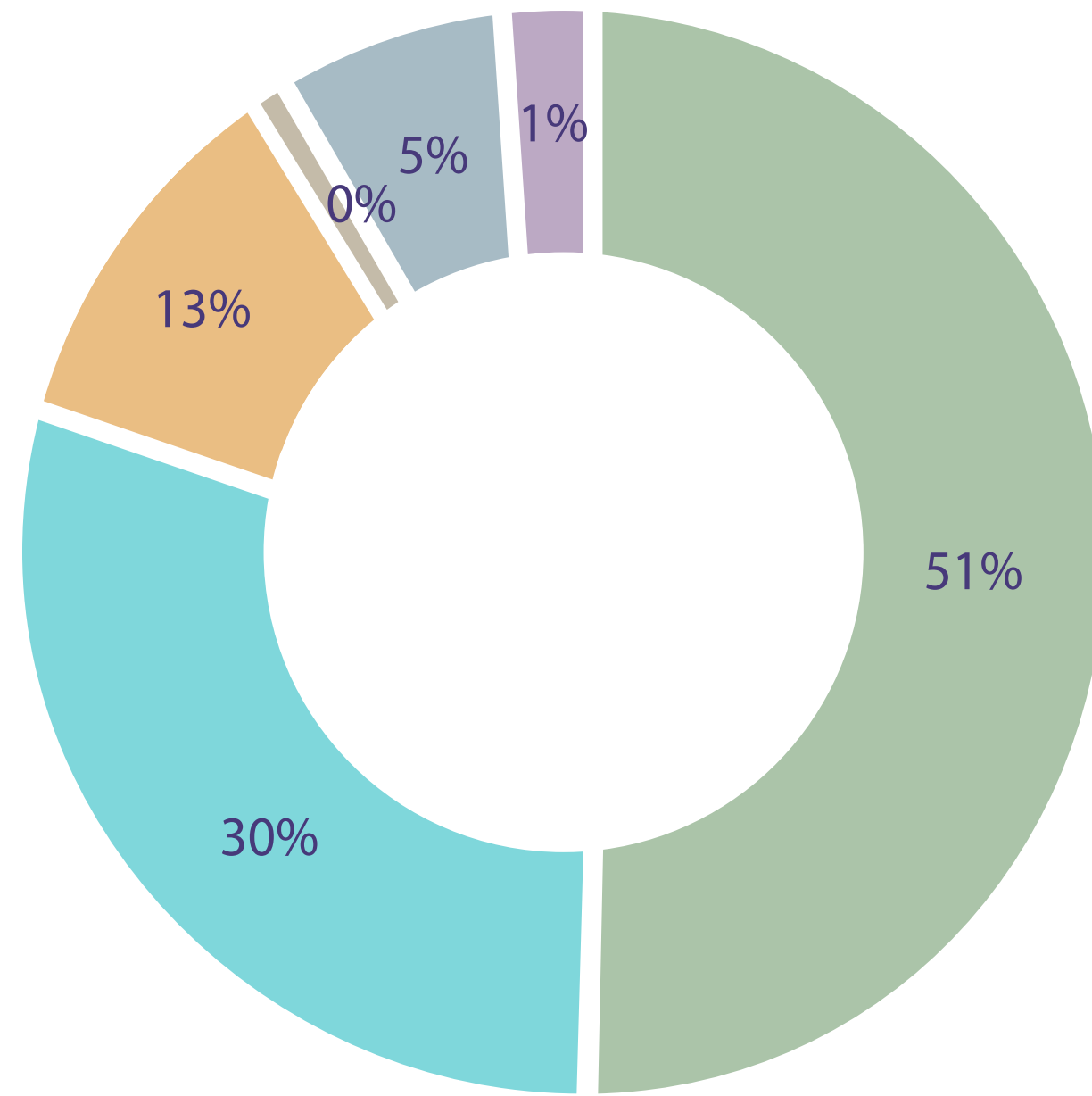


1. Based on LTM figures (12Month)

Source: Company information



Revenue Break-Down
Revenue by Sector



Segment Reporting

SR in 000s	2023	%	2024	%	Var (YTD23-24)
National	330,504	49.6%	342,522	51.4%	3.6%
International	196,819	29.6%	196,488	29.5%	(0.2%)
Indian	71,874	10.8%	85,942	12.9%	19.6%
Franch	10,263	1.5%	9,531	1.4%	(7.1%)
Alfaisal - Training	37,714	5.7%	29,726	4.5%	(21.2%)
Creative - Recruitment	18,869	2.8%	2,270	0.3%	(88.0%)
Total net revenue	666,042		666,479		0.1%

Source: Company information



Revenue Break-Down

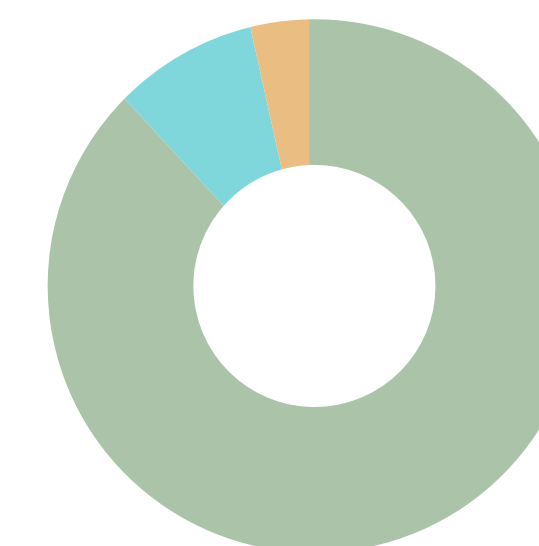
Revenue by Type

Revenue by School	2023	%	2024	%	Var (YTD23-24)
Rowad Al- Izdihar	65,434	9.8%	65,020	9.8%	(0.6%)
Rowad Al-Rowabi	34,607	5.2%	35,769	5.4%	3.4%
Rowad Al- Mansoura	23,153	3.5%	24,582	3.7%	6.2%
Rowad Ishbilia	52,380	7.9%	54,645	8.2%	4.3%
Rowad Al- Anduls	12,375	1.9%	13,272	2.0%	7.2%
Nokhba Al-karj	9,478	1.4%	10,359	1.6%	9.3%
Al-Faikr	9,296	1.4%	9,617	1.4%	3.4%
Al-Ourba Inter.	46,631	7.0%	48,573	7.3%	4.2%
Middle East Inter.	55,484	8.3%	53,048	8.0%	(4.4%)
Sulaimaniya Inter.	10,263	1.5%	9,531	1.4%	(7.1%)
New Middle East Inter.	36,557	5.5%	45,025	6.8%	23.2%
Modern Middle East Inter.	18,897	2.8%	20,418	3.1%	8.1%

Revenue by Type	2023	%	2024	%	Var (YTD23-24)
Middle East Ishbilia Inter.	9,695	1.5%	12,359	1.9%	27.5%
Aleilm Inter.	23,179	3.5%	20,436	3.1%	(11.8%)
Al Wsat	10,456	1.6%	8,675	1.3%	(17.0%)
Naba - Almanahj	29,524	4.4%	30,684	4.6%	3.9%
Amjad Qurtaba	44,579	6.7%	40,901	6.1%	(8.2%)
Al jawdah	39,221	5.9%	49,000	7.4%	24.9%
Al -Alson	50,667	7.6%	53,370	8.0%	5.3%
Jeel Al-majed	11,164	1.7%	8,703	1.3%	(22.0%)
Al-Yasmin	16,420	2.5%	20,498	3.1%	24.8%
	2023	%	2024	%	Var (YTD23-24)
Alfaisal	37,714	5.7%	29,726	4.5%	(21.2%)
creative	18,869	2.8%	2,270	0.3%	(88.0%)



SEGMENT REPORTING



Educational sector	M	SAR 634	95%
Training sector	M	SAR 30	5%
Recruitment	M	SAR 2	0%

Source: Company information

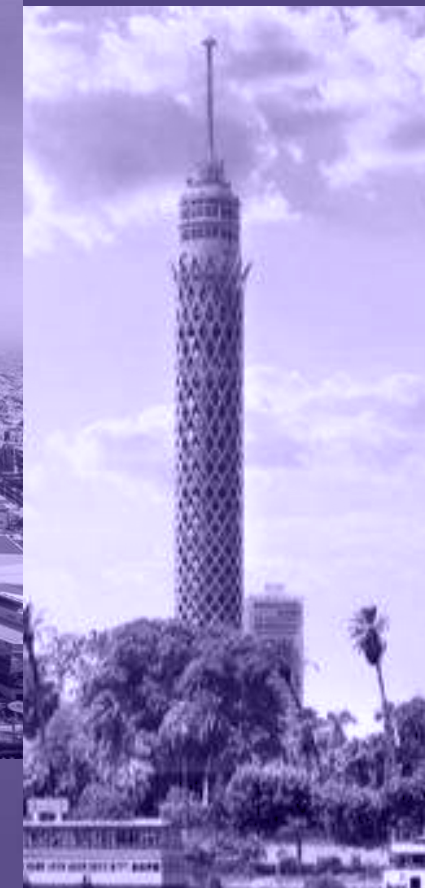


Educational curriculum

Saudi



Egypt



USA



France



India



UK

National schools portfolio

Overview of national curriculum portfolio














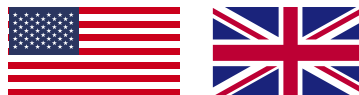



	Rowad					Nokhba	Al-Faikr	Al Wsat	Amjad	Al jawdah	Naba	TOTAL AVG
	Al- Izdihar	Al-Rowabi	Al- Mansoura	Ishbilila	Al- Anduls	Al-karj			Qurtaba		Almanahj	
Curriculum												
Area (sqm)	53,600	15,000	14,225	18,562	12,100	11,046	9,600	9,600	20,455	27,874	9,200	201,262
Real estate ownership	Owned / leased	Owned	Owned	Owned	Owned	leased	leased	leased	leased	Owned	leased	
Classrooms	218	174	115	175	64	46	49	97	125	167	96	1,326
Capacity	5,440	3,400	2,550	3,800	1,200	1,150	630	1,100	3,080	4,200	2,281	28,831
Number of students	3,219	2,338	2,029	3,581	1,028	965	633	830	2,472	3,311	1,577	21,983
Utilization	59%	69%	80%	94%	86%	84%	100%	75%	80%	79%	69%	76%
Avg. net tuition (SAR)	20,200	15,300	12,100	15,300	12,900	10,700	15,200	10,400	16,500	14,800	19,500	15,600
EBITDA contribution ¹	13.3%	5.7%	3.0%	10.7%	19%	0.6%	1.2%	(1.0%)	5.5%	6.4%	4.8%	52.1%
Student to teacher ratio	13.3	12.9	14.2	13	14.3	13.8	12.4	11.7	12.9	12.2	12.4	13.1

Source: Company information

International schools portfolio

Overview of national curriculum portfolio











	 Middle East Ishbilia Inter.	 Middle East Al Muruj Inter.	 Al-Elm Inter. School	 Al-Ourba Inter.	 Al-Alson	 Jeel Al-majed	 Sulaimaniya nter.	 TOTAL AVG
Curriculum								
Area (sqm)	9,240	4,558	14,000	19,485	20,199	19,770	2,641	89,893
Real estate ownership	Owned	leased	leased	leased	leased	leased	leased	
Classrooms	108	148	80	142	184	60	44	766
Capacity	2,700	3,600	1,750	3,550	4,700	1,500	880	18,680
Number of students	688	2,535	1,221	2,512	4,127	652	551	12,286
Utilization	25%	70%	70%	70%	88%	43%	63%	66%
Avg. net tuition (SAR)	18,000	20,900	16,900	19,300	12,900	13,300	17,300	16,800
EBITDA contribution ¹	2.1%	11.1%	2.5%	10.2%	6.3%	(0.3%)	1.0%	32.9%
Student to teacher ratio	11.3	12.2	13.4	15.5	15.0	11.9	8.2	13.4



Indian schools portfolio

Overview of national curriculum 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	2,300	12,550
Number of students	5,029	2,747	2,313	10,089
Utilization	75%	77%	100%	80%
Avg. net tuition (SAR)	9,000	7,400	8,900	8,500
EBITDA contribution ¹	10.4%	4.6%	5.0%	20.0%
Student to teacher ratio	11.4	13.3	18.2	13.0

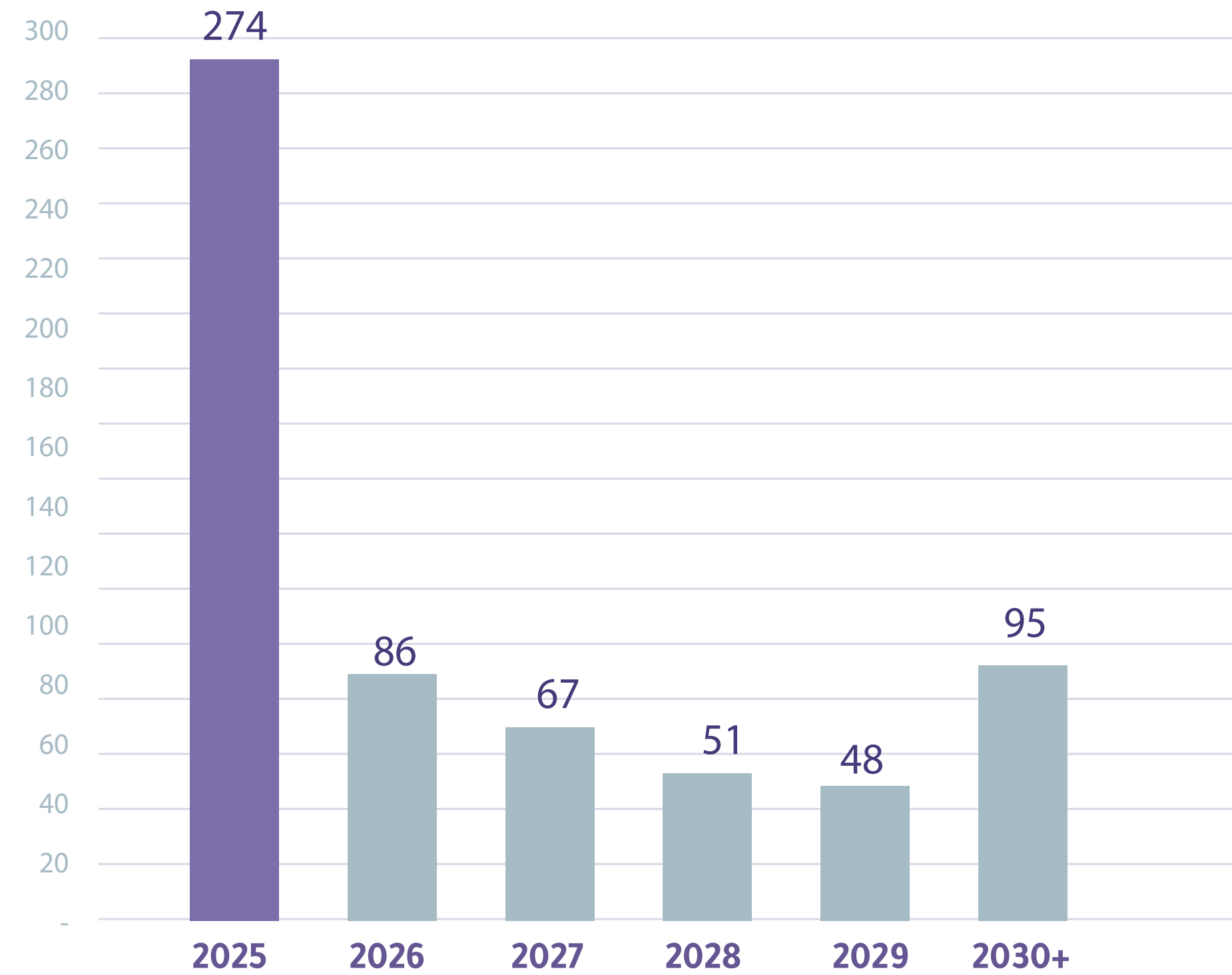


DEBT SUMMARY

...DEBT MATURITY PROFILE ...



Term Loans



SR in 000s

%

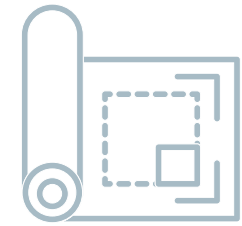
2025	274,178	44.1%
2026	86,006	13.8%
2027	67,446	10.9%
2028	50,813	8.2%
2029	47,692	7.7%
2030	33,997	5.5%
2031	33,919	5.5%
2032	16,330	2.6%
2033	8,664	1.4%
2034	2,093	0.3%
Total	621,138	



Ataa Upcoming Growth



Ataa Upcoming Growth *Irqa Project*



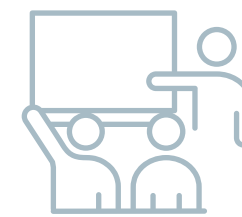
Land area
10,000 sqm



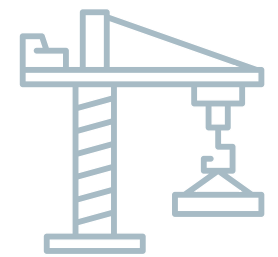
Location
Riyadh, Irqa district



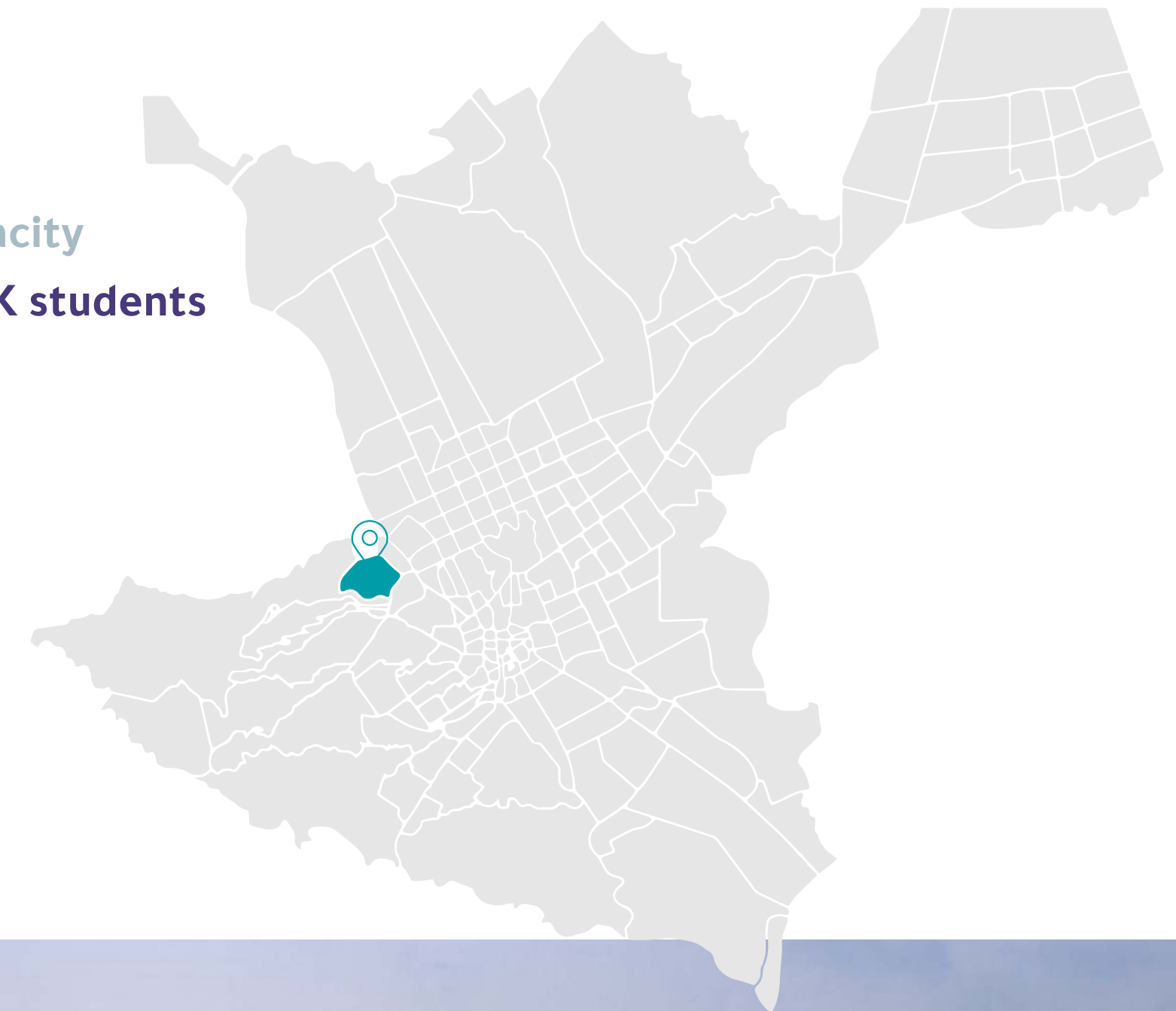
capacity
2.0 K students



Estimated opening date
Academic year 2025-2026



Estimated project cost
75 million Saudi Riyals

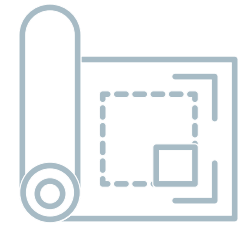




Ataa Upcoming Growth

Tahlia Project

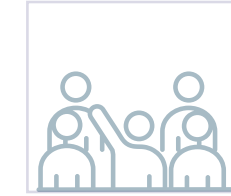
Rehabilitate a rented educational complex Project



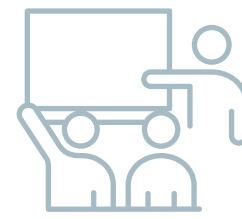
Land area
13,942 sqm



Location
Riyadh, Sulaymaniyah district



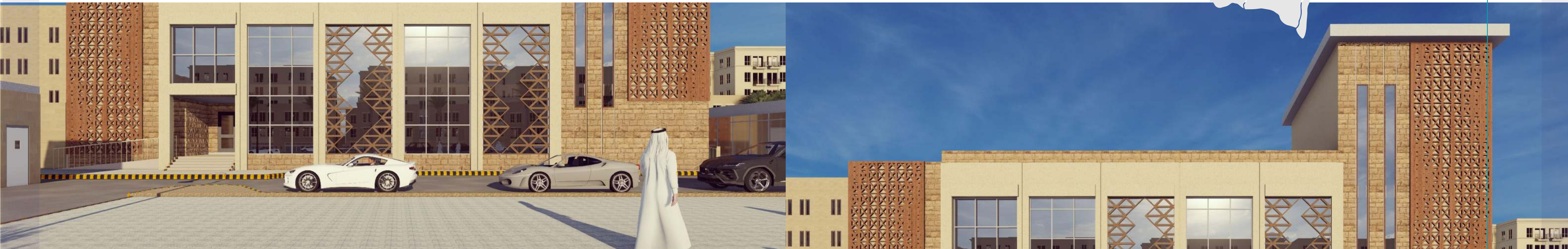
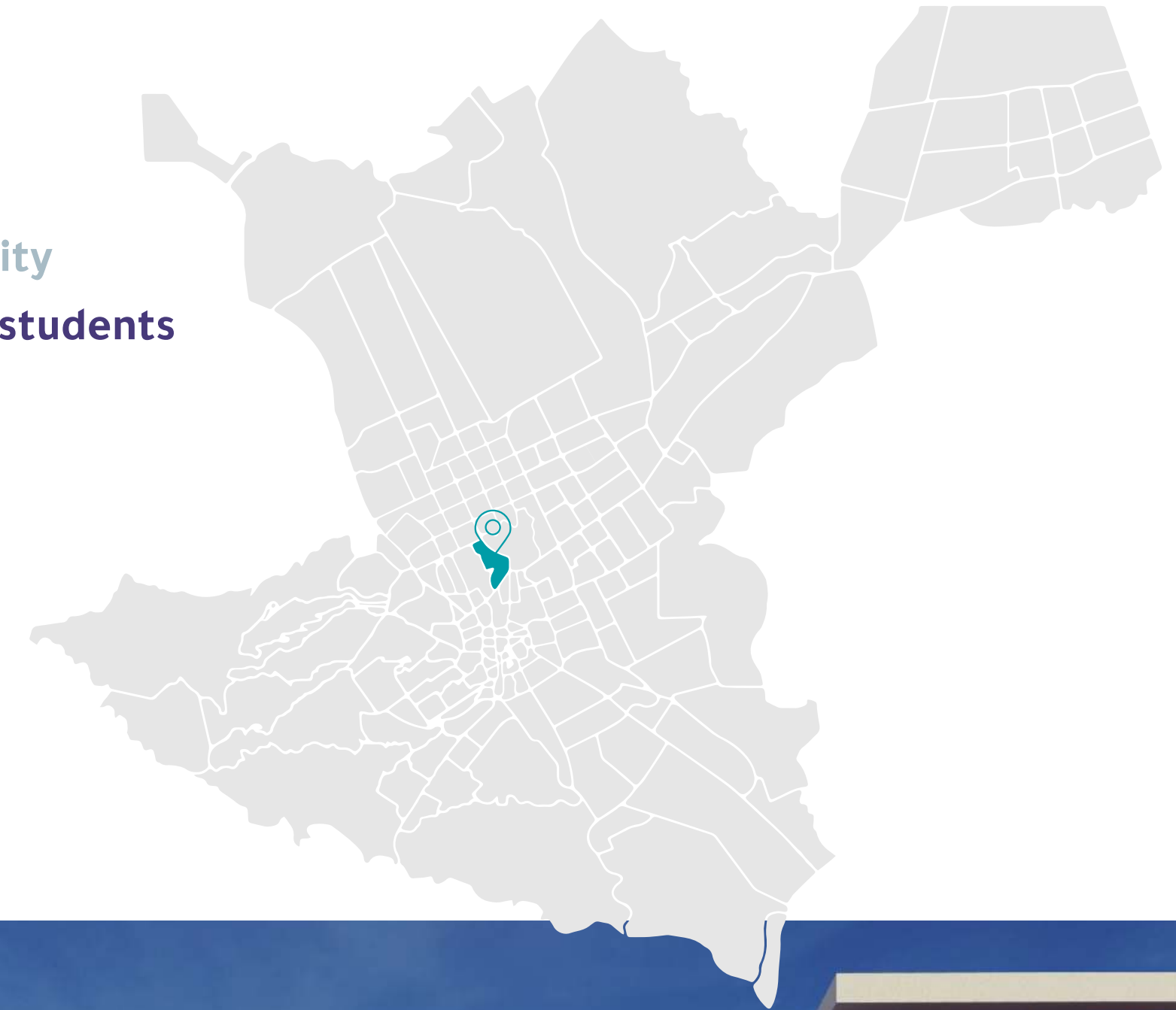
capacity
2.8 K students



Estimated opening date
Academic year 2025-2026



Estimated project cost
75 million Saudi Riyals





**New Academic Years
Updates 2024-2025**

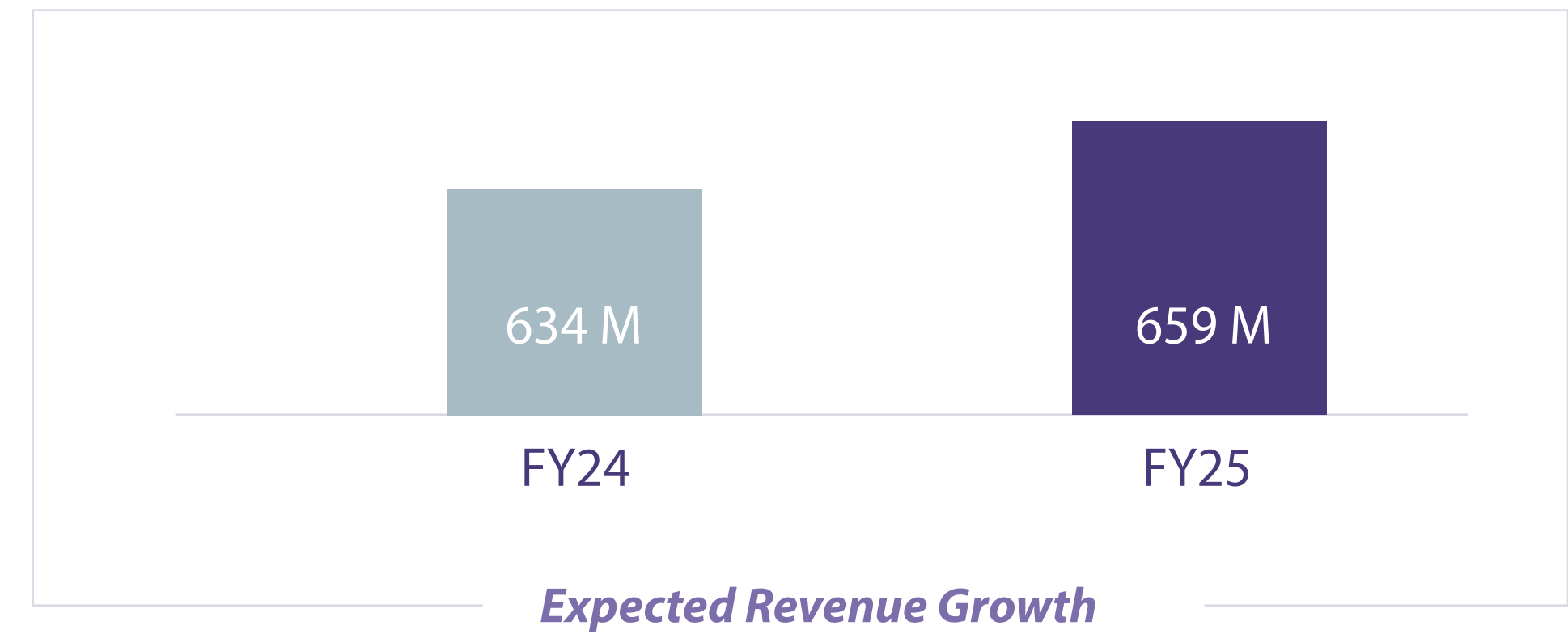
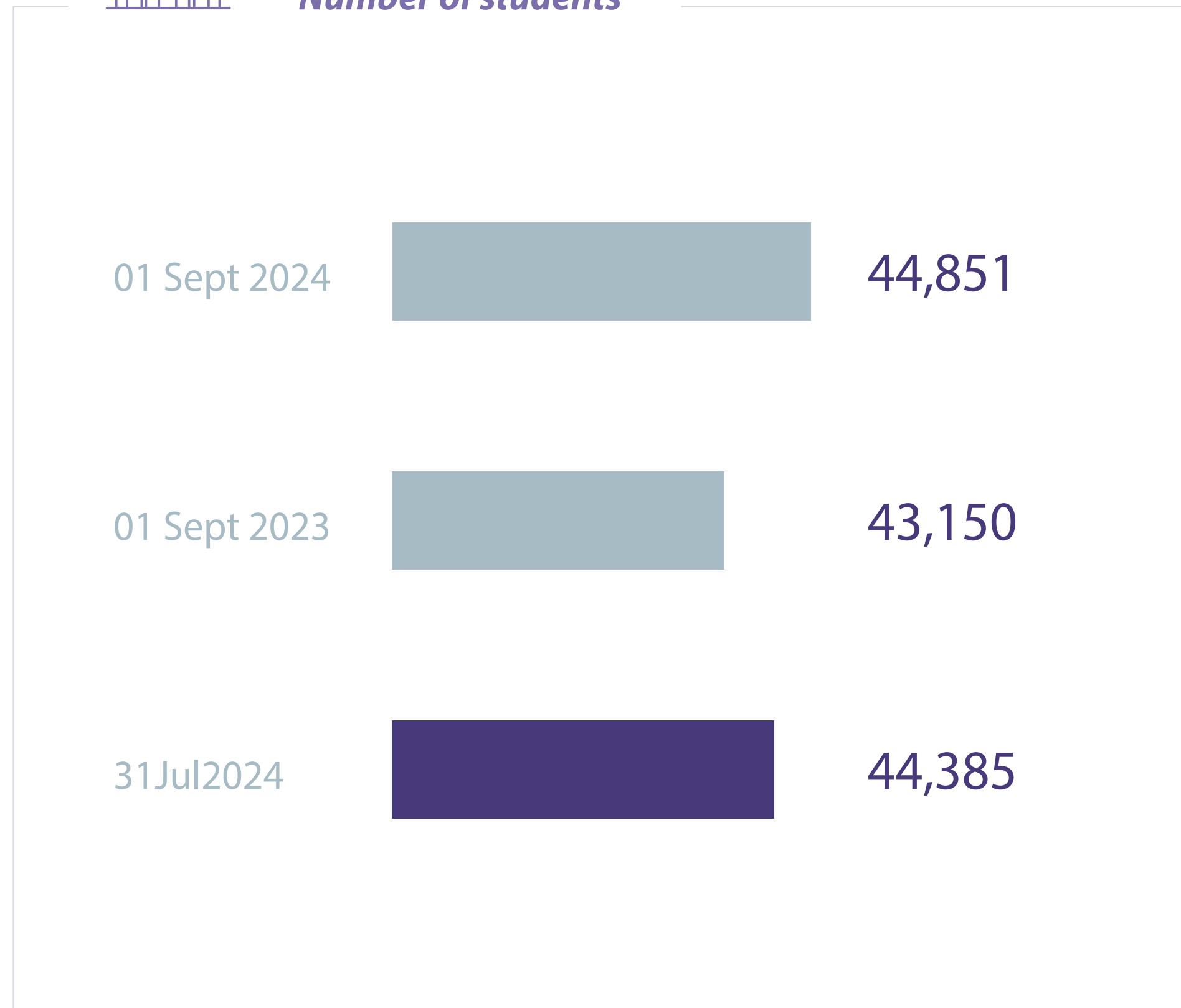
Educational Sector



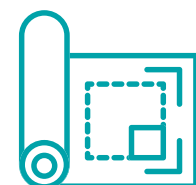
New Academic Year (2024-2025) Update



Number of students



AL-WASAT SCHOOL - RIYADH



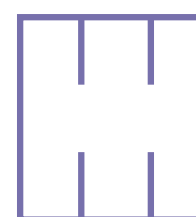
Land area
12,562 sqm



capacity
2.5 K



Number of classes
105 class

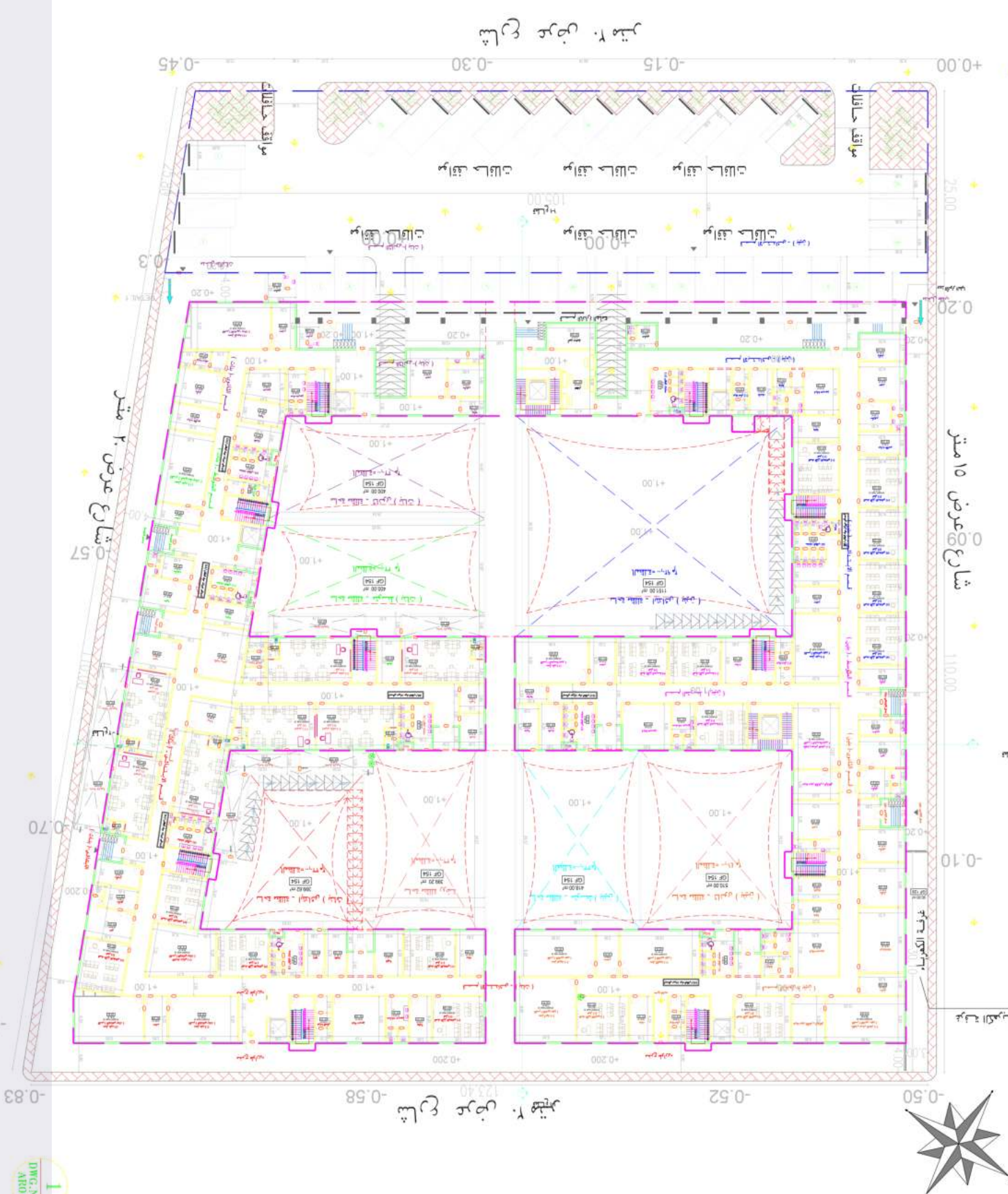


School Parking
185

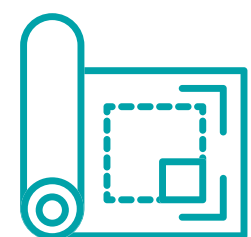
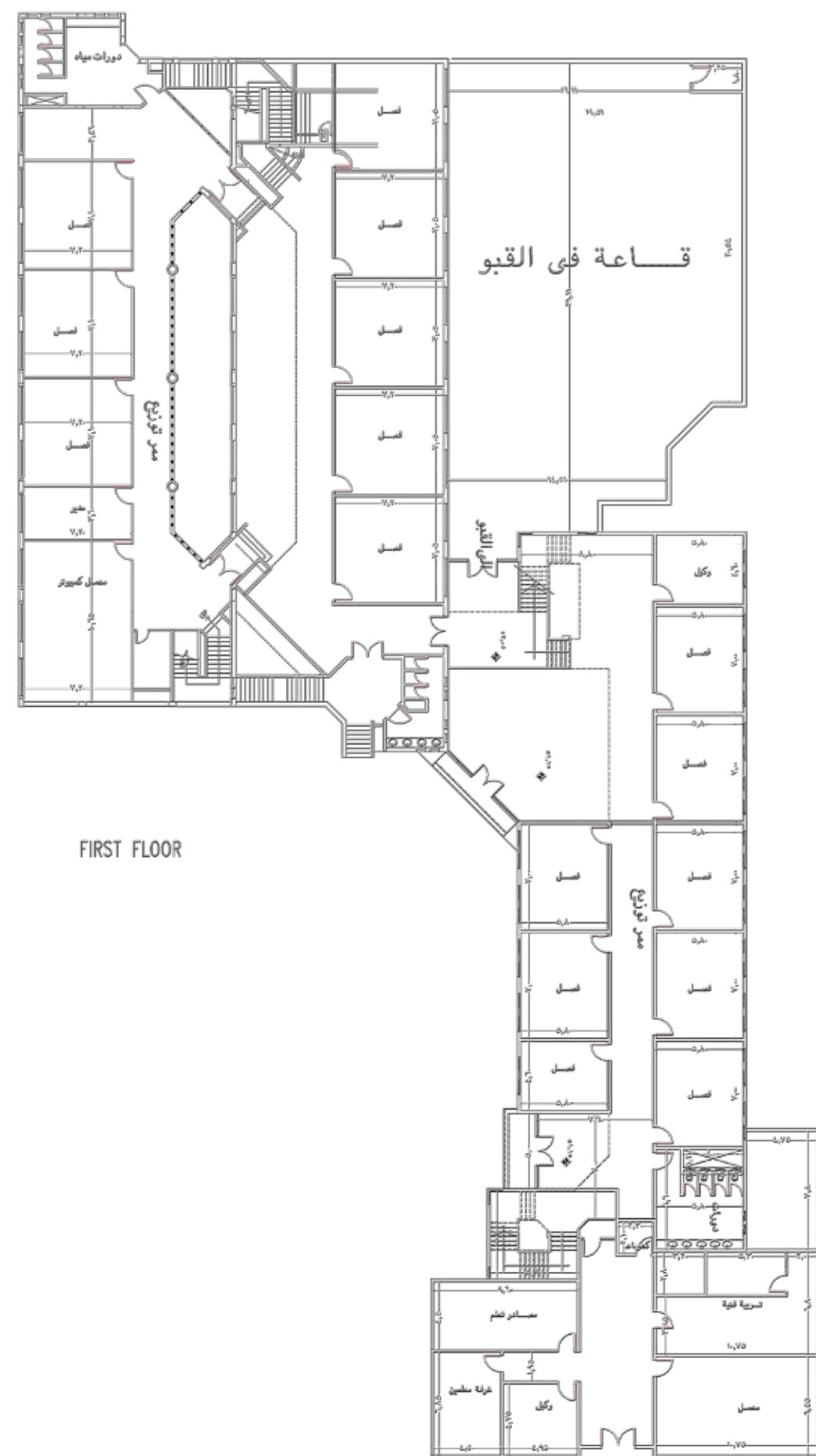
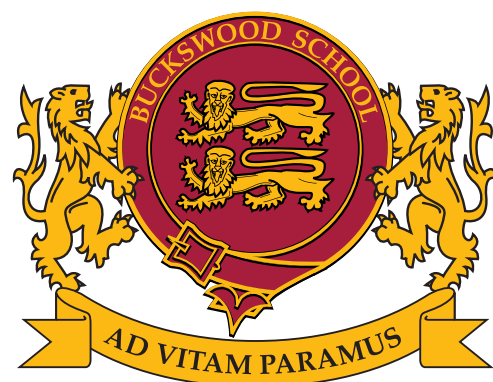


Labs and admin offices
20 labs and 86 admin offices

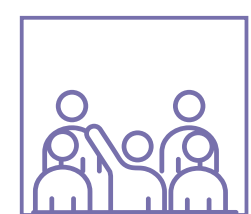
New Academic Years 2024-2025.



BUCKSWOOD SCHOOL - RIYADH



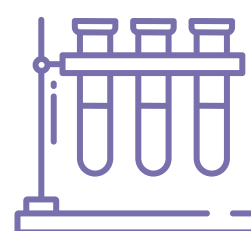
Land area
7,000 sqm



capacity
560

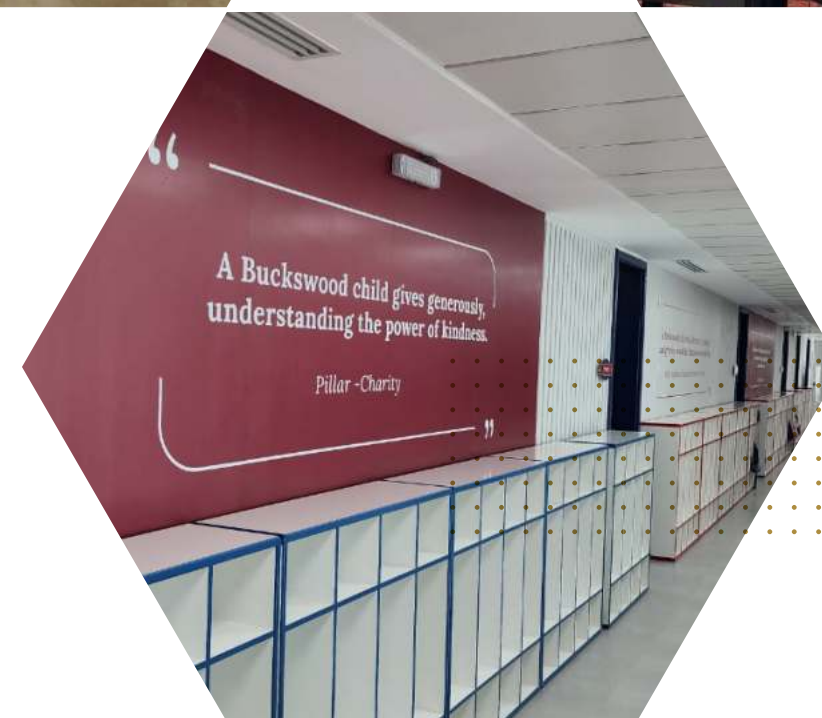
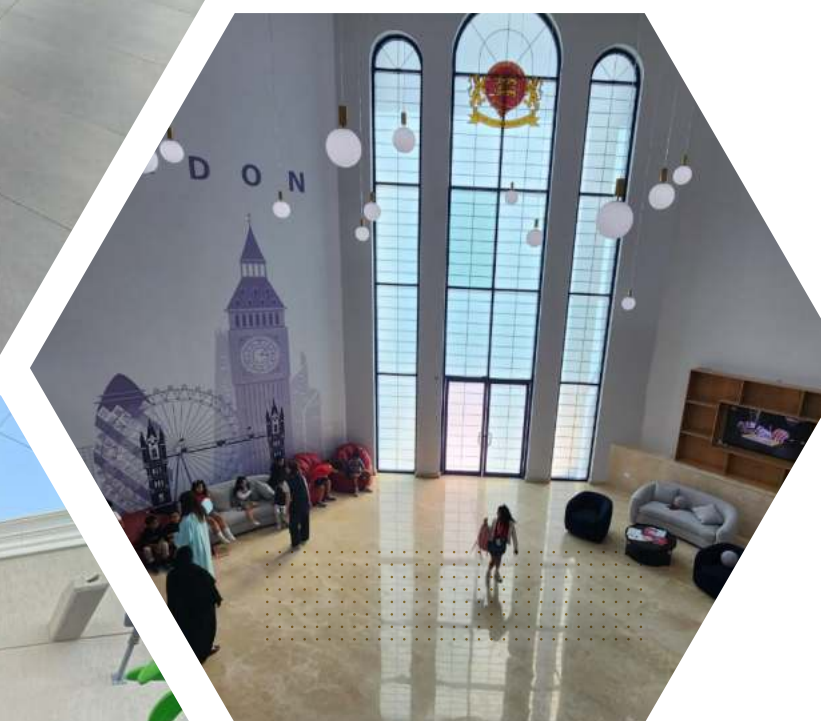


Number of classes
4/7 grade/class



Labs and admin offices
4 labs and 5 admin offices

New Academic Years 2024-2025.





An Unmatched Integrated Learning Experience

We worked hard on integrating all systems to provide a unique technology focused educational experience.

Smart Classrooms

Interactive whiteboards and advanced AV systems for engaging lessons.

Secure Payment System

Efficient and secure payment processing for parents, handling thousands of transactions.

CRM

Maximizing customer satisfaction and loyalty with our powerful CRM solution. Streamline interactions, track engagement, and gain valuable insights to tailor offerings. Enhanced customer relationships, and increased revenue.

STEAM and Robotics labs

Robotics and STEAM educational programs provide a fun and engaging way for children to learn, create, and thrive in the digital age.

Enhancing Security and Connectivity
Commitment to Excellence

Ataa Voice Platform

Engage parents by participating in decision making and increasing awareness of school events

Parents' E-Portal Platform

Self-service data updates and easy online registration, starting from booking a student interview to contract e-signature, ending with payments and flexible installments.
Student Information System
Streamlined administrative processes and real-time access to student records.

LMS

Empowering students and teachers with distance learning and teaching skills using technology and raising the quality of continuous follow-up and evaluation of students and the team for continuous improvement of the targeted outcomes.

Bus Tracking Platform

Operational efficiency of bus fleet, cost reduction and growth of bus fleet in line with company growth





عطاء التعليمية
Ataa Educational

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