



عطاء التعليمية
Ataa Educational

INVESTOR PRESENTATION

31 Jan 2025

H1 2025



Introduction to Ataa Educational Company (“Ataa”)

Ataa snapshot

Financial strength¹



Net Revenue

331M SAR



EBITDA Margin

33%



Net Income Margin

12%



Net debt/EBITDA

2.4x

Market leadership¹



Largest school operator in Riyadh (2024)

1st



Market share in Riyadh (2024)

10%



Students enrolled in Ataa

45,185



Number of curricula taught

6 across 22 Complexes

Strong fundamentals¹



Employed by Ataa

~ 5,500



Operating history

34 Years



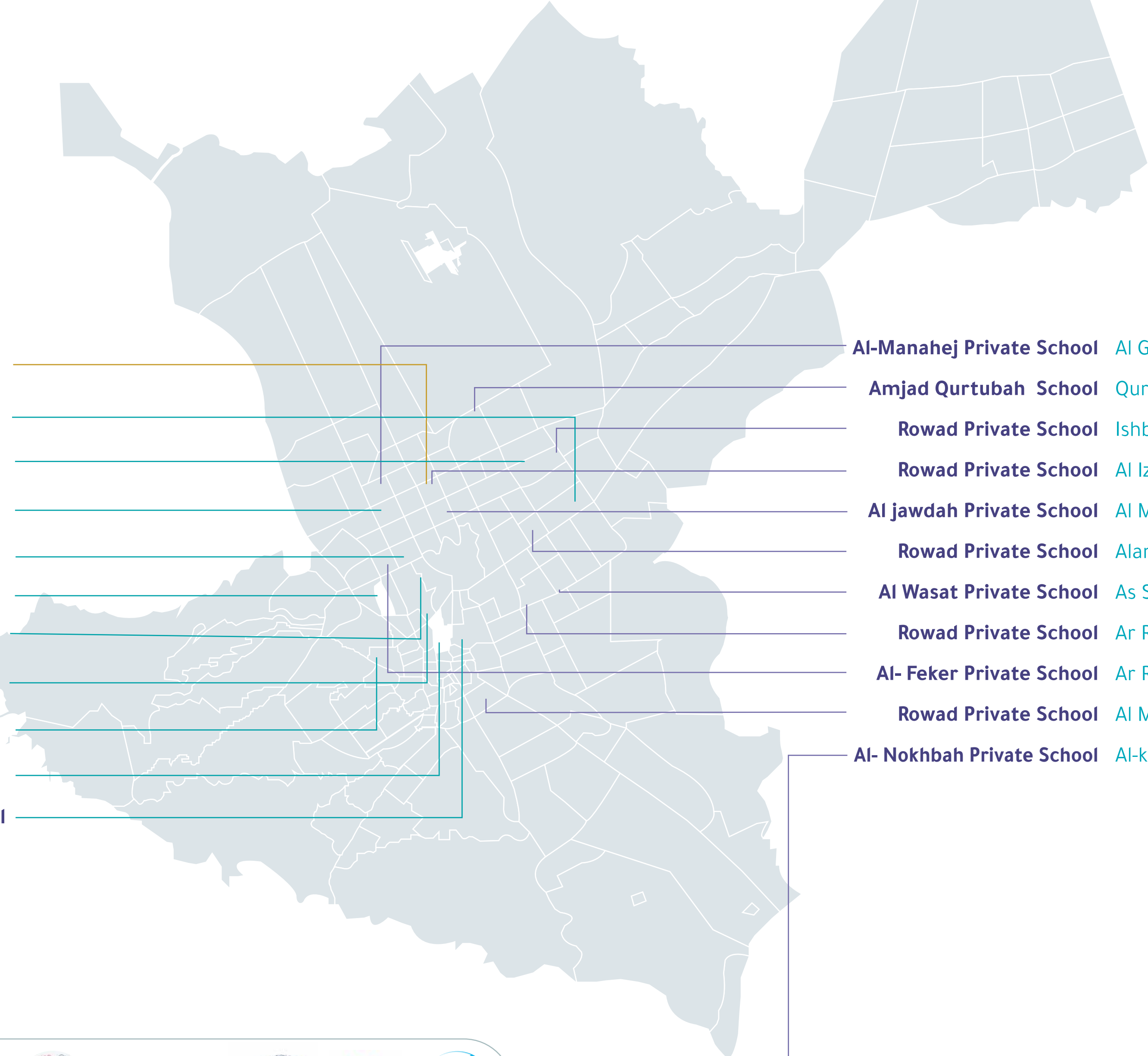
Average Capacity Utilization



73%



Student to teacher ratio across schools

13.2x



-  **Al Izdihar** **Buckwood School**
-  **An Nahdah** **Modern Middle East - Indian**
-  **Ishbilyah** **Middle East International**
-  **Al Muruj** **Middle East International**
-  **Al Wurud** **Al-Elm International**
-  **Umm Al Hamam** **Jeel Al-Majd International**
-  **Sulaymaniyah** **Modern Middle East - Indian**
-  **Tahlia** **ECOLE AL Soulemaniya**
-  **Ar Rafiah** **Al Oruba International School**
-  **Al Murabba** **Al-Alson International School**
-  **Al Malaz** **Al Yasmin International School**

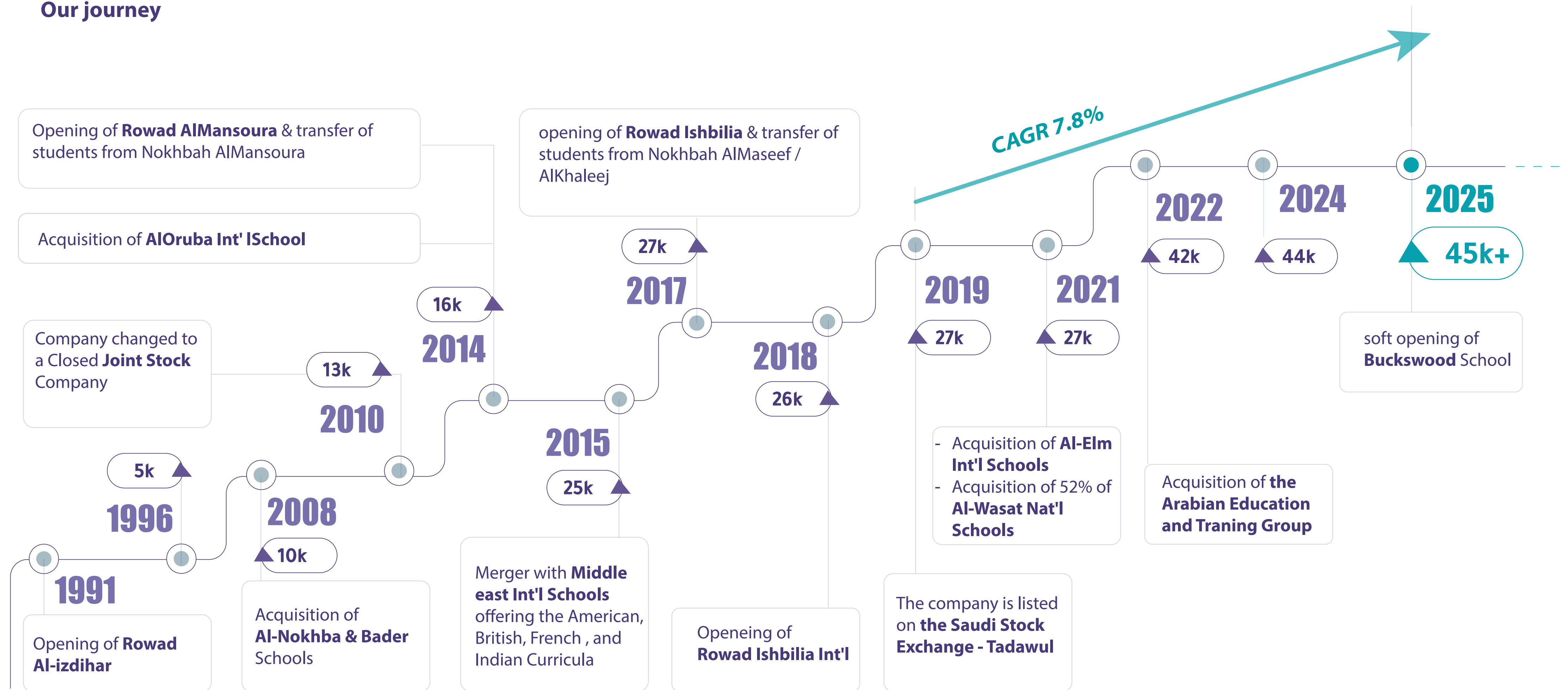
- Al-Manahej Private School** **Al Ghadir** 
- Amjad Qurtubah School** **Qurtubah**  
- Rowad Private School** **Ishbilyah**  
- Rowad Private School** **Al Izdihar** 
- Al jawdah Private School** **Al Mughrizat**  
- Rowad Private School** **Alandalus** 
- Al Wasat Private School** **As Salam** 
- Rowad Private School** **Ar Rawabi**  
- Al- Feker Private School** **Ar Rahmaniyyah** 
- Rowad Private School** **Al Mansourah**  
- Al- Nokhbah Private School** **Al-karj** 





Ataa key milestones

Our journey



● Refers to number of students

Source: Company information




Key Achievements 2022 : 2024

International Education Sector

59

Achievement on the level  **The world**

IGCSE External - Math	01	Gold Medal	
Edexcel Top achievers around the world	02	1st Place	
Olympiad Science	04	Silver Medal	
Cambridge Your World Video Competition	01	3rd Place	
International English Olympiad - Level II 3:5	02	1st & 2nd Place	
KGL English Olympiad	03	1st Place in the World (Three Times)	
WAMAS International Mental Arithmetic Competition	01	Silver Medal	
Indian Book Records Achiever	01	1st Place - Youngest swimmer	
CBSE BOARD EXAMINATION - AYIS	41	Participation at Different Levels	
Mathematics & Accounting 1st in the Central Region	02	مركز أول وثاني -Cambridge	
Abacus Competition	01	2nd Place	

+220

Achievement on the level  **SAUDI ARABIA**

National Education Sector

25

Achievement on the level  **The world**

Malaysia (ITEX2022)	01	Gold Medal	
Gulf Patent Office Award	01	Special Award	
European Physics Olympiad	02	Bronze Medal	
International Physics Olympiad	02	Silver and Bronze Medal	
North Baltic Physics Olympiad	02	Silver Medal	
Asian Physics Olympiad	01	Certificate of Appreciation for Participation	
4th Gulf Physics Olympiad GPhO 2022	01	Gold Medal	
Lavoisier International Chemistry Olympiad	01	First Place in the World	
World Robot Olympiad (WRO)	01	Fourteenth in the World	
ELO English Language Olympiad	01	First in the Written Test in the World	
Hippo World English Language Olympiad	12	Qualified for the Finals in Turkey and Italy	

+1585

Achievement on the level  **SAUDI ARABIA**



An Unmatched Integrated Learning Experience

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

Ataa Voice Platform

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

Parents' E-Portal Platform

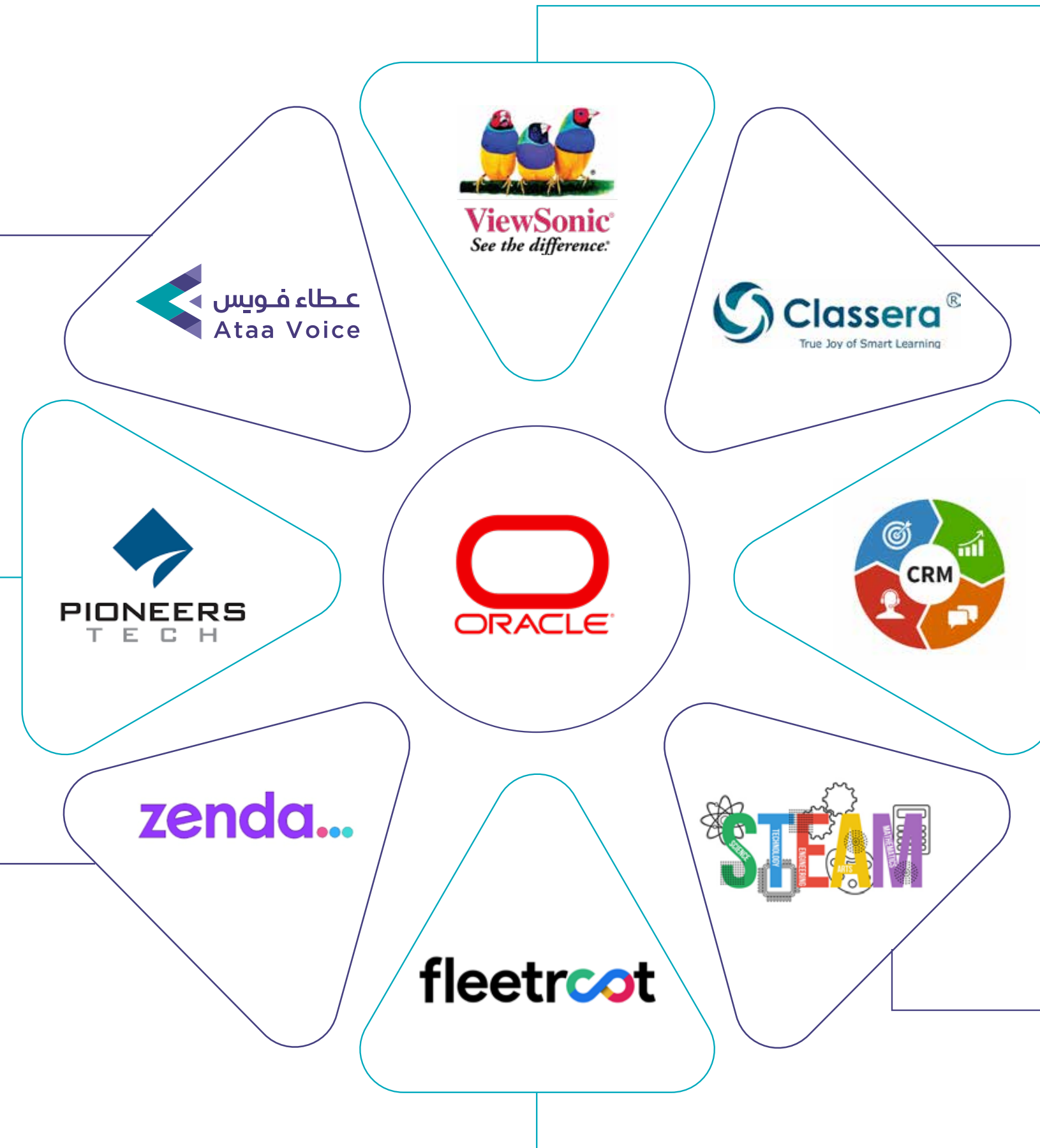
Self-service data updates and easy online registration, starting from booking a student interview to contract e-signature, ending with payments and flexible installments.
Student Information System
Streamlined administrative processes and real-time access to student records.

Secure Payment System

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

Bus Tracking Platform

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



Smart Classrooms

Interactive whiteboards and advanced AV systems for engaging lessons.

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.

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



Consolidated Financial Results

	H1 2025	H1 2024
 Revenues	331M SAR (2)% Decline	337M SAR
 EBITDA	108M SAR 1% Growth	106M SAR
 Number of Students	45,185 3% Growth	44,067




	H1 2025	H1 2024
 Net Income	40M SAR Margin 12% 15% Growth	35M SAR Margin 10%
 EBITDA Margin	33%	32%
 Student / Teacher ratio	13.2	12.8
Earnings per share	0,96 SAR	0,80 SAR



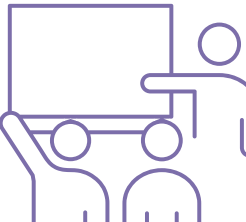
Note: As of H1 2025 (ending Jan 2025), unless mentioned otherwise



Introduction to Ataa Educational Company ("Ataa")

Educational sector

	H1 2025	H1 2024
 Revenues	318M SAR 1% Growth	317M SAR
 EBITDA	108M SAR (0.6)% Decline	109M SAR
 Number of Students	45,185 3% Growth	44,067

	H1 2025	H1 2024
 Net Income	40M SAR Margin 13% (6)% Decline	43M SAR Margin 14%
 EBITDA Margin	34%	35%
 Student / Teacher ratio	13.2	12.8
EBITDA / Student	2,401 SAR	2,477 SAR



Key Financial Summary



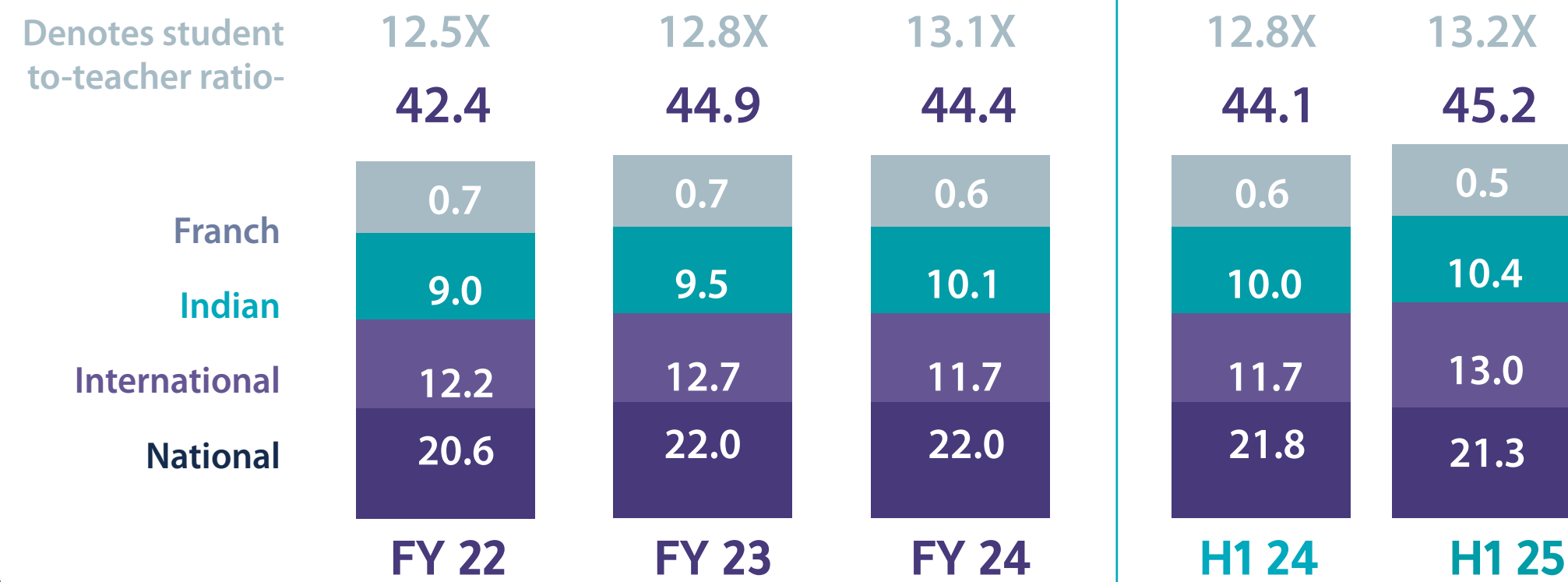
Robust financial performance despite economic headwinds



Number Of Student

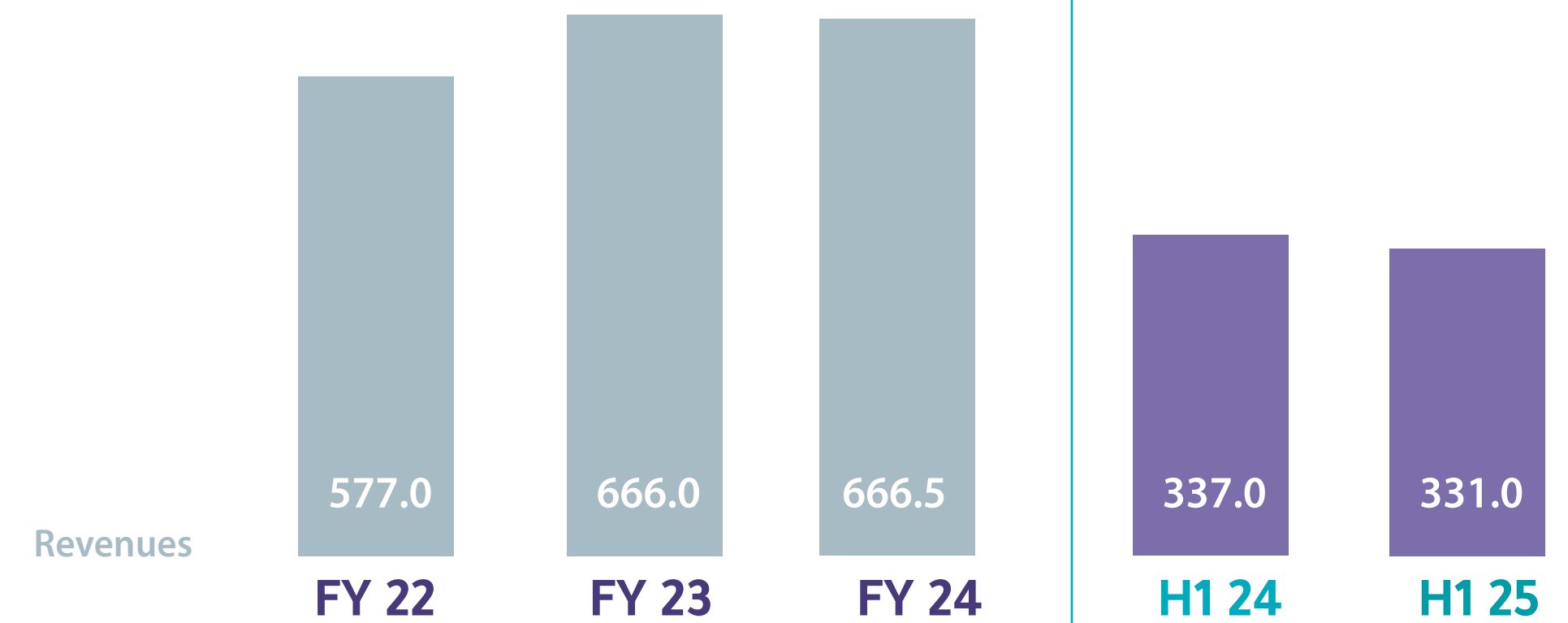
Thousands

Denotes student to-teacher ratio-



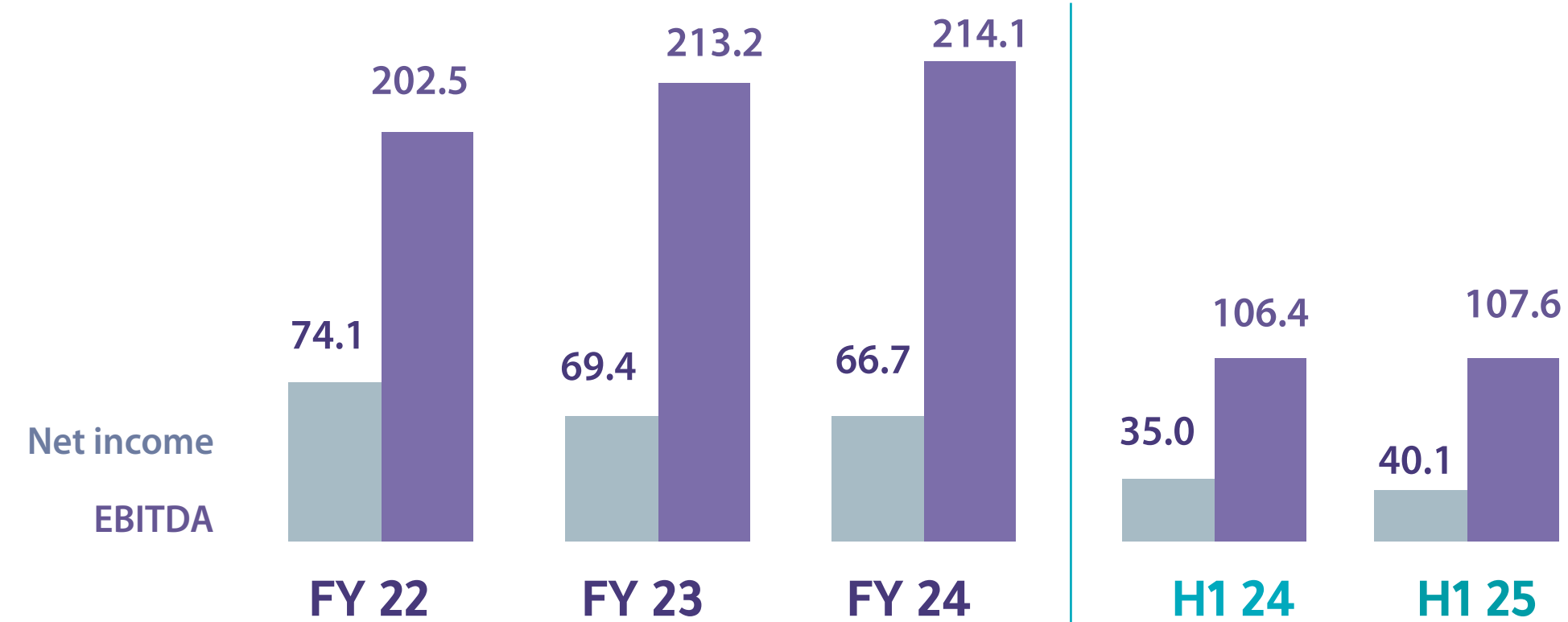
Revenues

SARm



Net Income and EBITDA

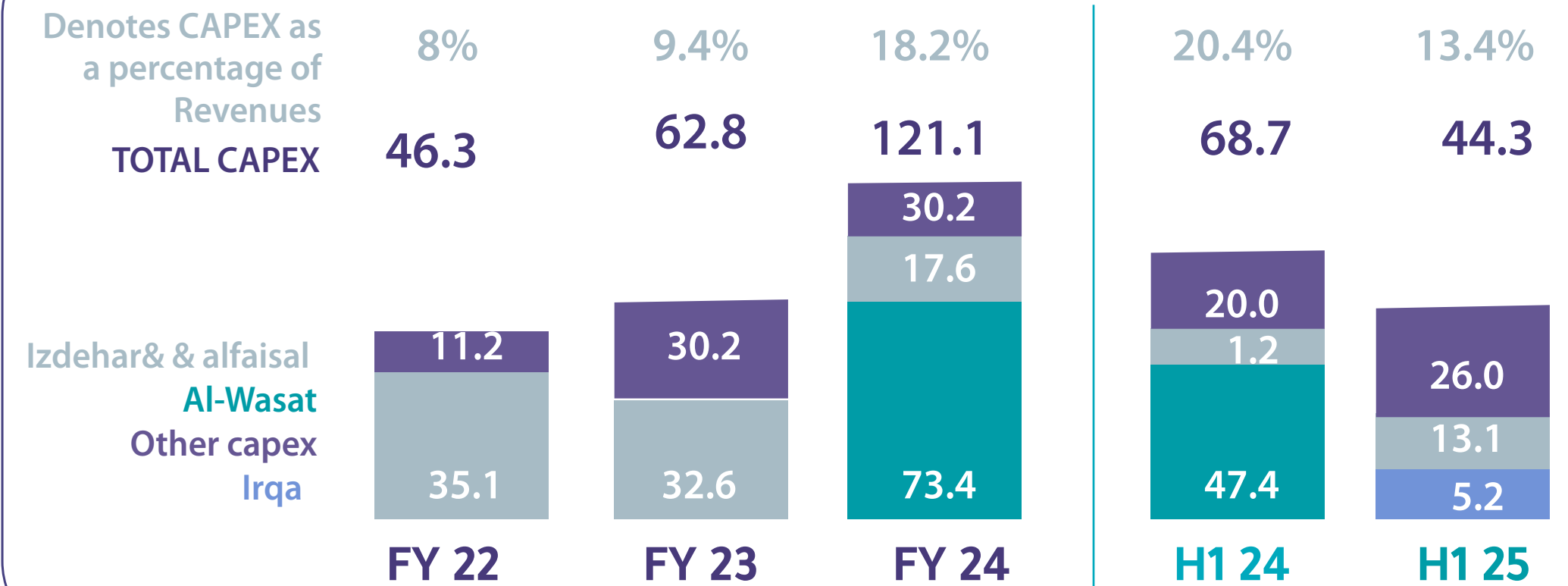
SARm



CAPEX

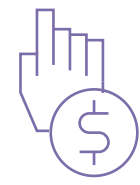
SARm

Denotes CAPEX as a percentage of Revenues



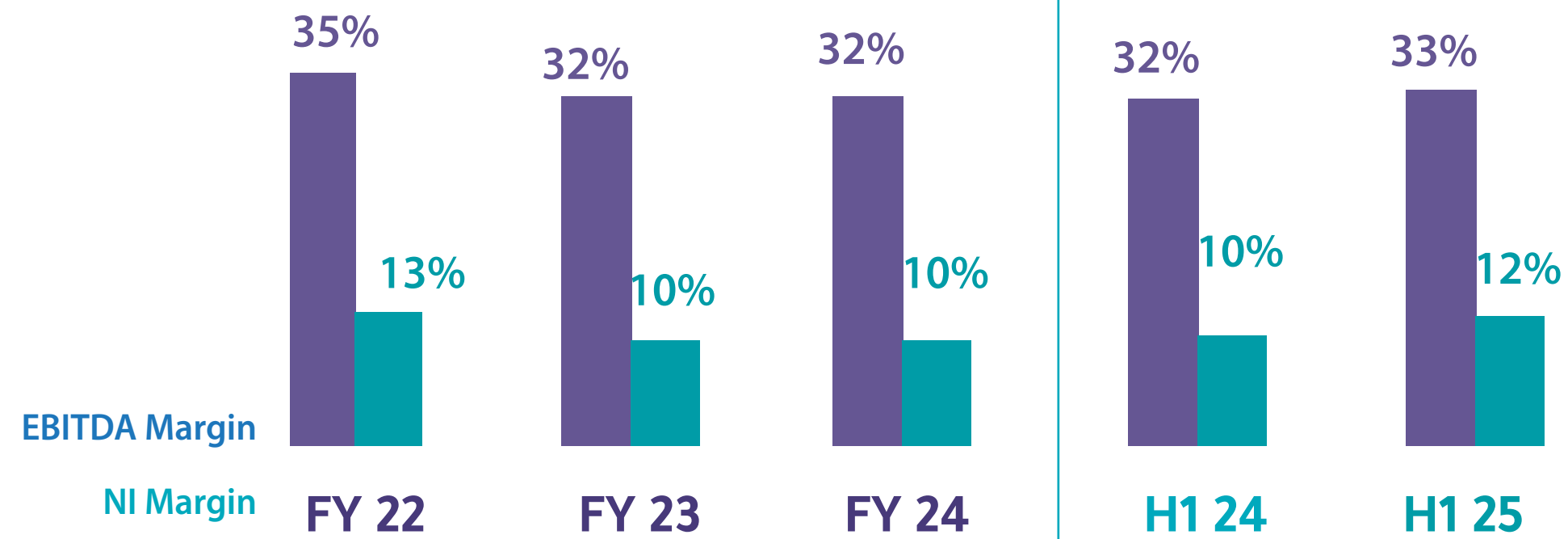


Strong margins to drive cash generation with significant headroom to grow



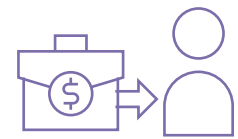
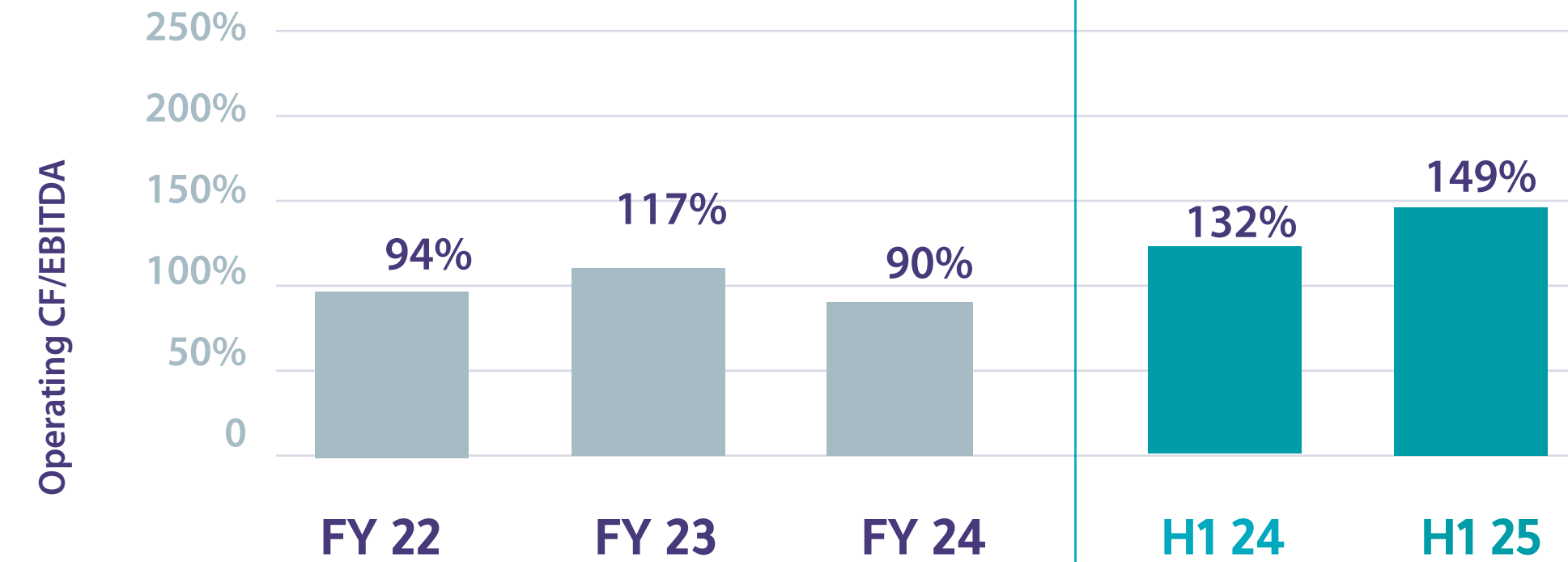
...Strong sustainable margins

%



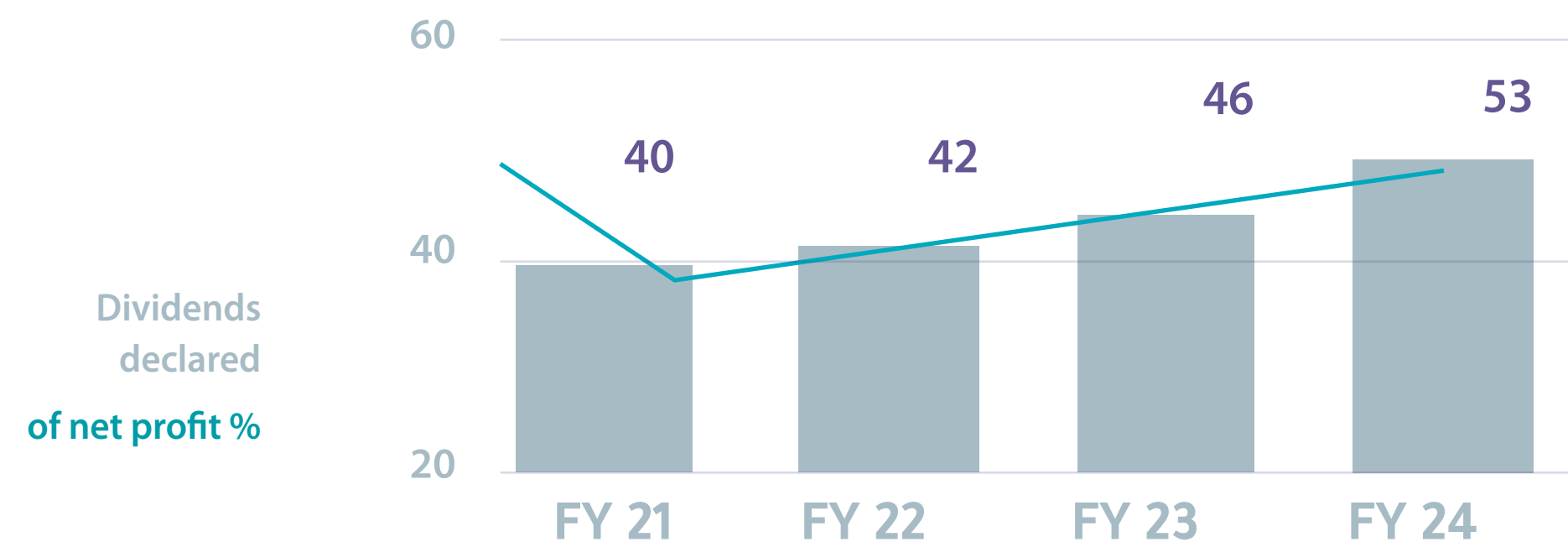
...driving cash generating profile...

%



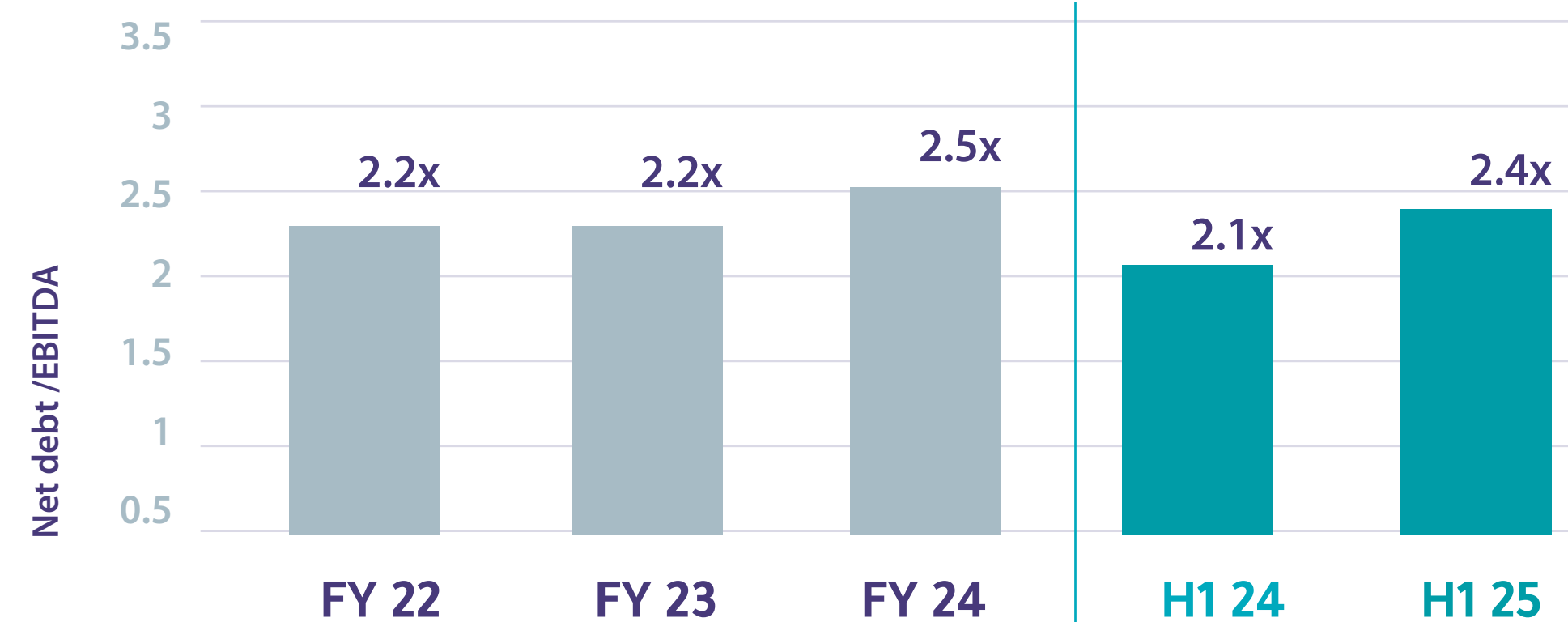
...and dividends distributions...

SARm



...with significant headroom to grow

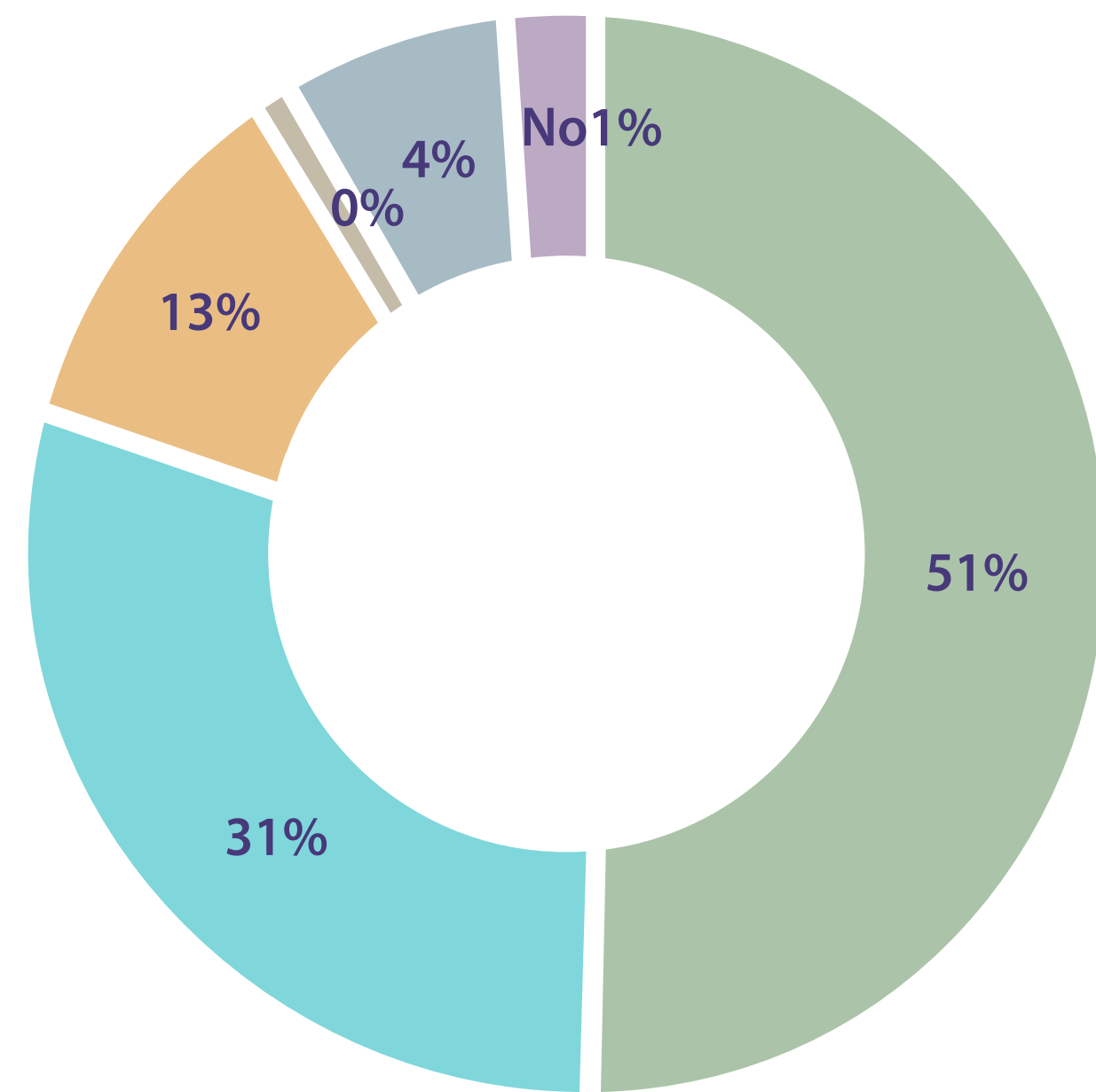
x



1. Based on LTM figures (12Month) Source: Company information



Revenue Break-Down
Revenue by Sector



Segment Reporting

<i>SR in 000s</i>	<i>H1 2024</i>	<i>%</i>	<i>H1 2025</i>	<i>%</i>	<i>Var (YTD23-24)</i>
National	171,960	51.0%	166,663	50.4%	(3.1%)
International	99,645	29.6%	103,663	31.3%	4.0%
Indian	40,130	11.9%	43,420	13.1%	8.2%
French	4,789	1.4%	4,495	1.4%	(6.1%)
Alfaisal - Training	18,588	5.5%	12,271	3.7%	(34.0%)
Creative - Recruitment	1,906	0.6%	179	0.1%	(90.6%)
Total net revenue	337,019		330,690		(1.9%)



Revenue Break-Down

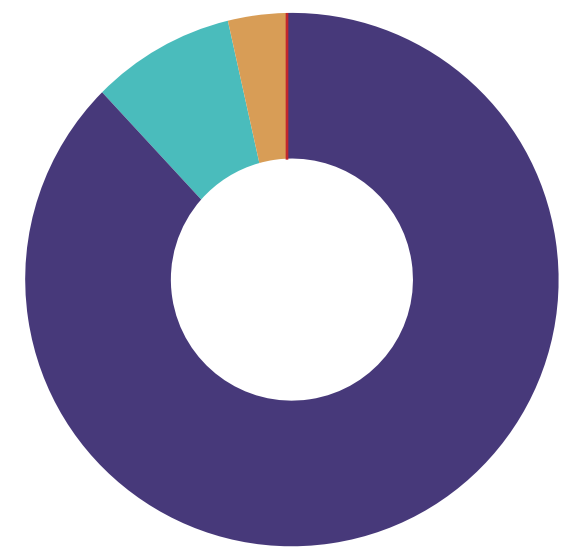
Revenue by Type

Revenue by School	H1 2024	%	H1 2025	%	Var (YTD24-25)
Rowad Al- Izdihar	32,595	9.7%	31,412	9.5%	(3.6%)
Rowad Al-Rowabi	18,024	5.3%	18,440	5.6%	2.3%
Rowad Al- Mansoura	12,346	3.7%	12,973	3.9%	5.1%
Rowad Ishbilia	27,407	8.1%	29,068	8.8%	6.1%
Rowad Al- Anduls	6,604	2.0%	6,923	2.1%	4.8%
Nokhba Al-karj	5,193	1.5%	4,801	1.5%	(7.6%)
Al-Faikr	4,828	1.4%	4,028	1.2%	(16.6%)
Al-Ourba Inter.	24,346	7.2%	23,654	7.2%	(2.8%)
Middle East Inter.	26,702	7.9%	29,088	8.8%	8.9%
Sulaimaniya Inter.	4,789	1.4%	4,495	1.4%	(6.1%)
New Middle East Inter.	21,272	6.3%	22,677	6.9%	6.6%
Modern Middle East Inter.	10,399	3.1%	10,747	3.2%	3.4%

Revenue by Type	H1 2024	%	H1 2025	%	Var (YTD24-25)
Middle East Ishbilia Inter.	6,223	1.8%	7,931	2.4%	27.4%
Aleilm Inter.	10,280	3.1%	10,953	3.3%	6.5%
Al Wsat	4,321	1.3%	5,269	1.6%	21.9%
Naba - Almanahj	15,454	4.6%	13,993	4.2%	(9.5%)
Amjad Qurtaba	20,535	6.1%	18,933	5.7%	(7.8%)
Al jawdah	24,653	7.3%	20,822	6.3%	(15.5%)
Al -Alson	27,669	8.2%	27,246	8.2%	(1.5%)
Jeel Al-majed	4,424	1.3%	4,160	1.3%	(6.0%)
Al-Yasmin	8,460	2.5%	9,996	3.0%	18.2%
Alfaisal	18,587	5.5%	12,271	3.7%	(34.0%)
creative	1,906	0.6%	179	0.1%	(90.6%)
Buckswood	0	0.0%	631	0.2%	0.0%



SEGMENT REPORTING



- Educational sector M
SAR 318
96%
- Training sector M
SAR 12
4%
- Recruitment M
SAR 0
0%

Source: Company information

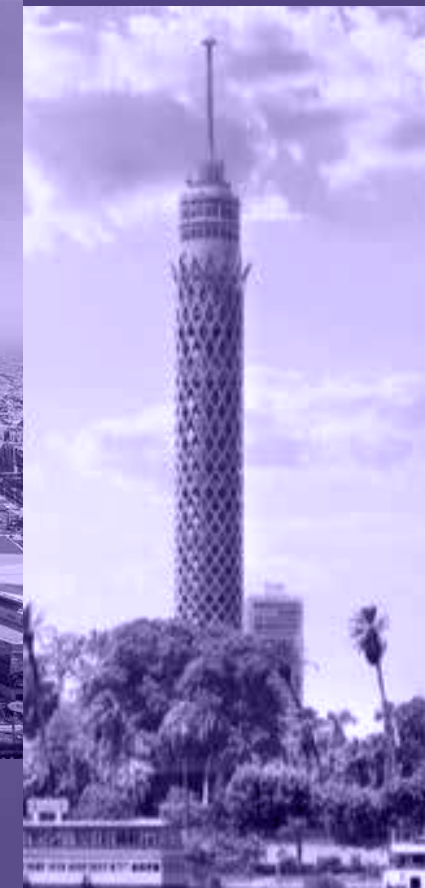


Educational curricula

Saudi



Egypt



USA



France



India



UK

National schools portfolio Overview of national curriculum portfolio











	Rowad					Al- Nokhbah	Al- Feker	Al Wasat	Amjad Qurtubah	Al jawdah	Al-Manahej	TOTAL AVG
	Al- Izdihar	Al-Rawabi	Al- Mansoura	Ishbilia	Al- Anduls							
Curriculum												
Area (sqm)	53,600	15,000	14,225	18,562	12,100	11,046	9,600	12,562	20,455	27,874	9,200	204,224
Real estate ownership	Owned / leased	Owned	Owned	Owned	Owned	leased	leased	leased	leased	Owned	leased	
Classrooms	218	174	115	203	64	46	49	105	125	167	96	1,362
Capacity	5,440	3,400	2,550	4,500	1,200	1,150	630	2,590	3,080	4,200	2,281	31,021
Number of students	3,092	2,379	2,123	3,918	1,054	917	513	973	2,262	2,601	1,423	21,255
Utilization	57%	70%	83%	87%	88%	80%	81%	38%	73%	62%	62%	68.5%
Avg. net tuition (SAR)	20,300	15,500	12,200	14,800	13,100	10,500	15,700	10,800	16,800	16,000	19,700	15,700
EBITDA contribution1	12.7%	5.6%	2.4%	10.3%	1.5%	0.1%	0.3%	0.3%	5.1%	4.4%	3.8%	46.8%
Student to teacher ratio	13.0	13.1	14.3	13.5	14.4	13.3	10.7	12.8	12.6	10.9	11.5	12.8

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-Majd	 ECOLE AL Soulemaniya	 Buckswood	 TOTAL AVG
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Curriculum									
Area (sqm)	9,240	4,558	14,000	19,485	20,199	19,770	2,641	7,000	96,893
Real estate ownership	Owned	leased	leased	leased	leased	leased	leased	Owned / leased	
Classrooms	80	148	80	142	184	60	44	22	760
Capacity	2,000	3,600	1,750	3,550	4,700	1,500	520	560	18.180
Number of students	881	2,932	1,335	2,522	4,586	671	524	49	13.500
Utilization	44%	81%	76%	71%	98%	45%	100% +	9%	74.2%
Avg. net tuition (SAR)	18,000	19,900	16,400	18,800	11,900	12,400	17.200	25.800	16.000
EBITDA contribution ¹	2.8%	10.3%	2.3%	9.0%	9.4%	0.6%	(3.0%)	(2.3%)	29.1%
Student to teacher ratio	13.3	13.0	13.2	15.5	15.7	11.4	9.0	4.5	13.8

Indian schools portfolio Overview of national curriculum portfolio



	 New Middle East Inter.	 Modern Middle East Inter.	 Al-Yasmin	 TOTAL AVG
 Curriculum				
Area (sqm)	7,981	14,000	8,571	30,552
Real estate ownership	leased	leased	Owned	
Classrooms	233	142	88	463
Capacity	6,700	3,550	2,450	12,700
Number of students	5,125	2,832	2,473	10,430
Utilization	77%	80%	100% +	82%
Avg. net tuition (SAR)	8,800	7,600	8,100	8,300
EBITDA contribution ¹	9.8%	3.7%	4.7%	18.2%
Student to teacher ratio	11.6	13.6	19.2	13.4



Ataa school portfolio

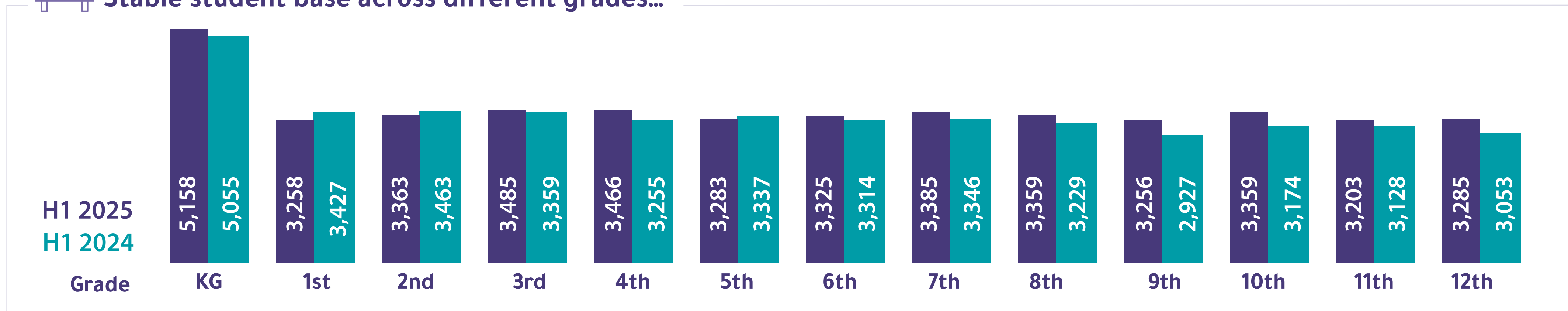
Highly diversified student base with further room to consolidate

Stable student base across different grades... Number of students in each grade as of 2024(# students)



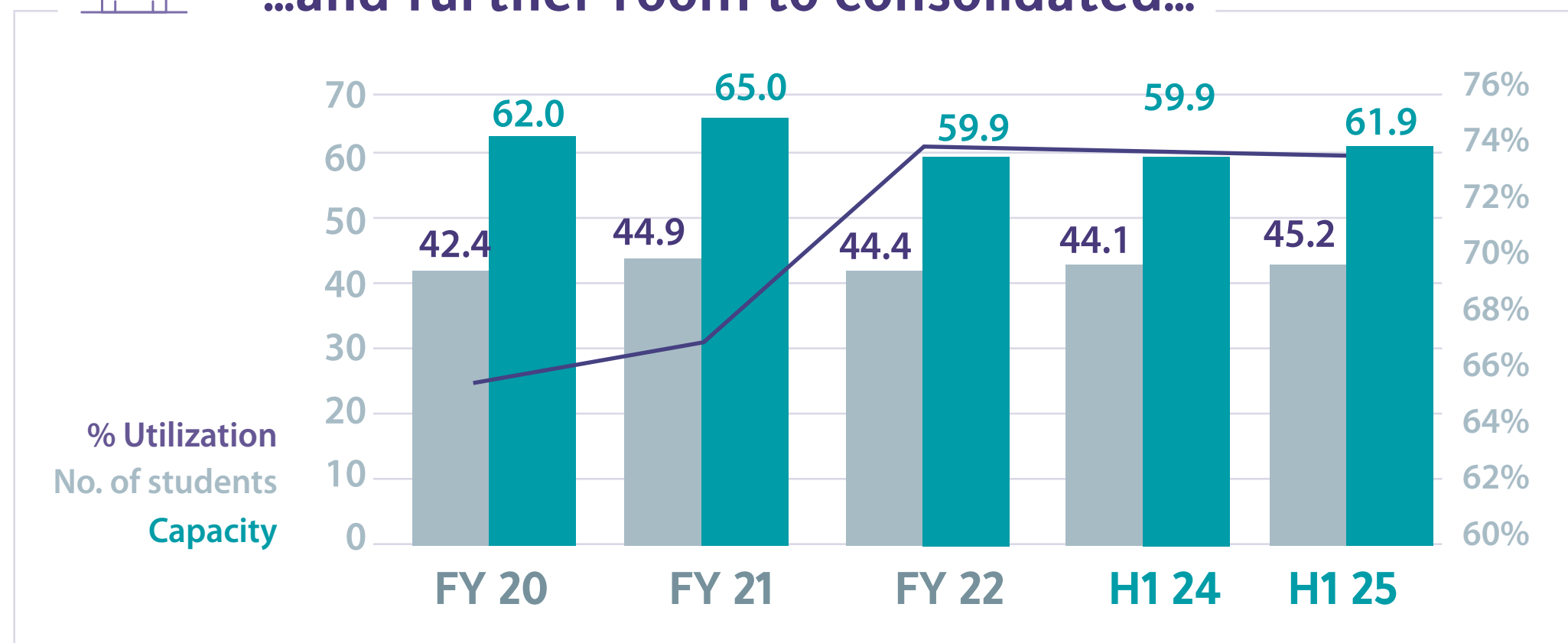
Stable student base across different grades...

Stable student base across different grades...



...and further room to consolidated...

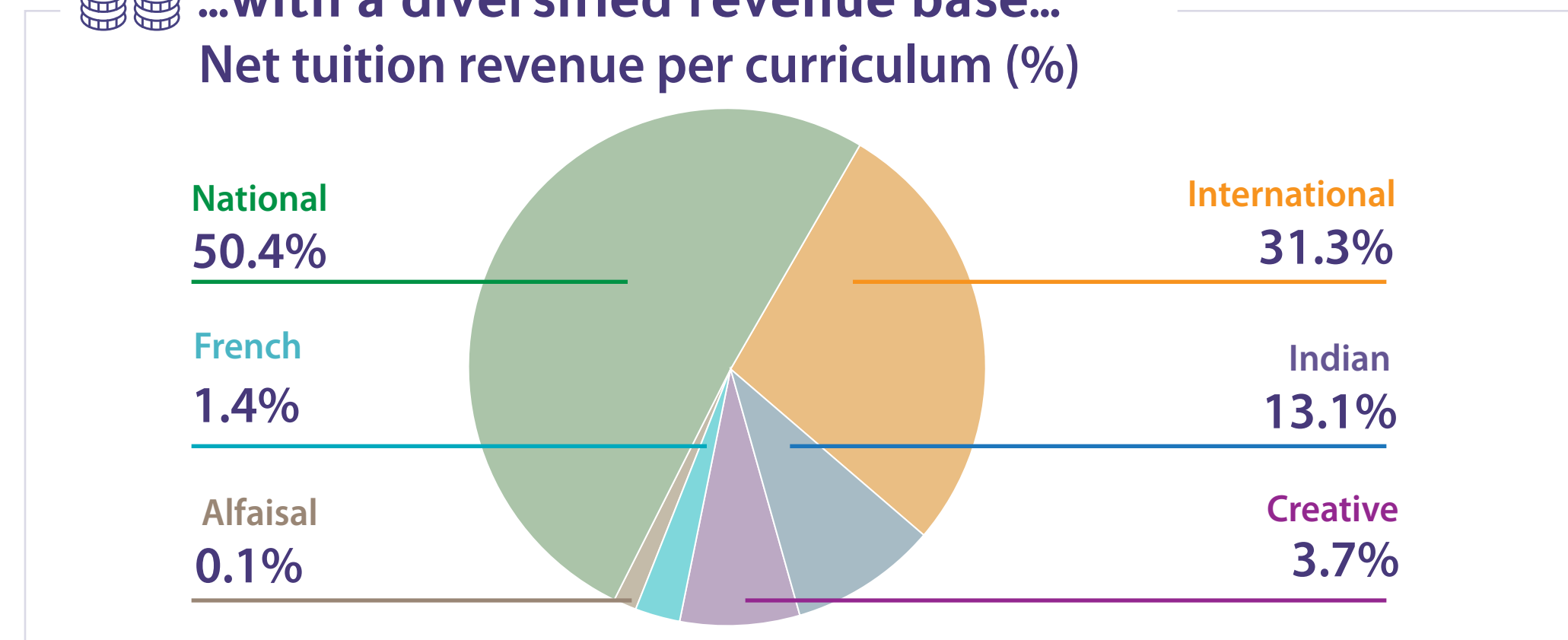
%



...with a diversified revenue base...

Net tuition revenue per curriculum (%)

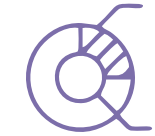
%



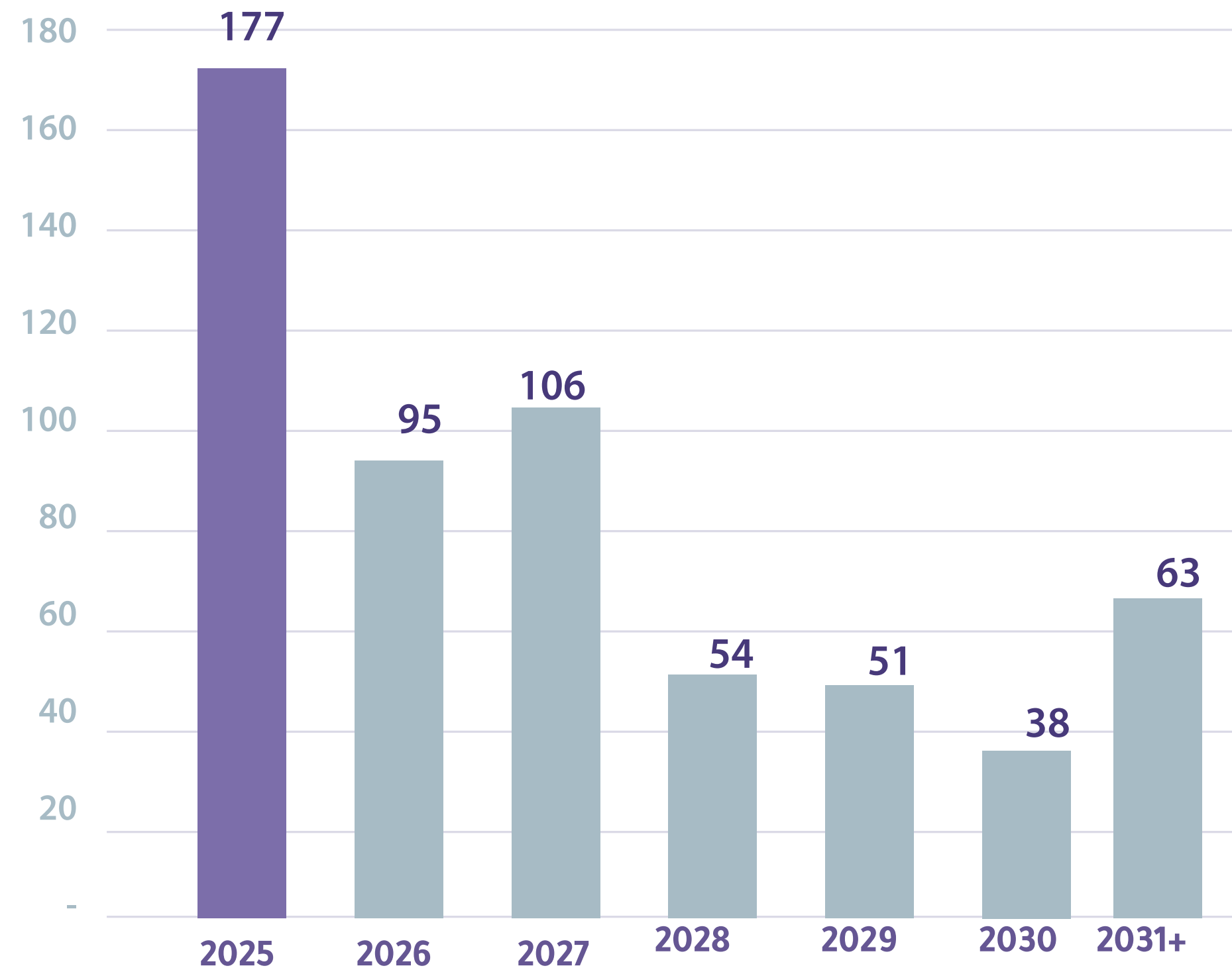


DEBT SUMMARY

...DEBT MATURITY PROFILE ...



Term Loans



SR in 000s

%

2025	176,948	30.3%
2026	94,747	16.2%
2027	106,071	18.2%
2028	54,438	9.3%
2029	51,438	8.8%
2030	37,622	6.4%
2031	35,809	6.1%
2032	16,330	2.8%
2033	8,664	1.5%
2034	2,093	0.4%
Total	584,039	



**Projects
completed**



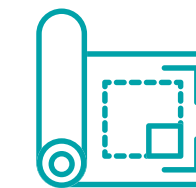
مدارس الواسط
Alwasat Schools

Opening of the new building **Al-Wasat Private Schools** Al Salam neighborhood in Riyadh

New Academic Years 2024-2025



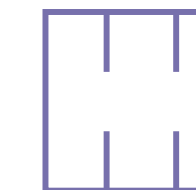
capacity
2.6 K



Land area
12,562 sqm



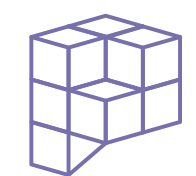
Number of classes
105 class



School Parking
185

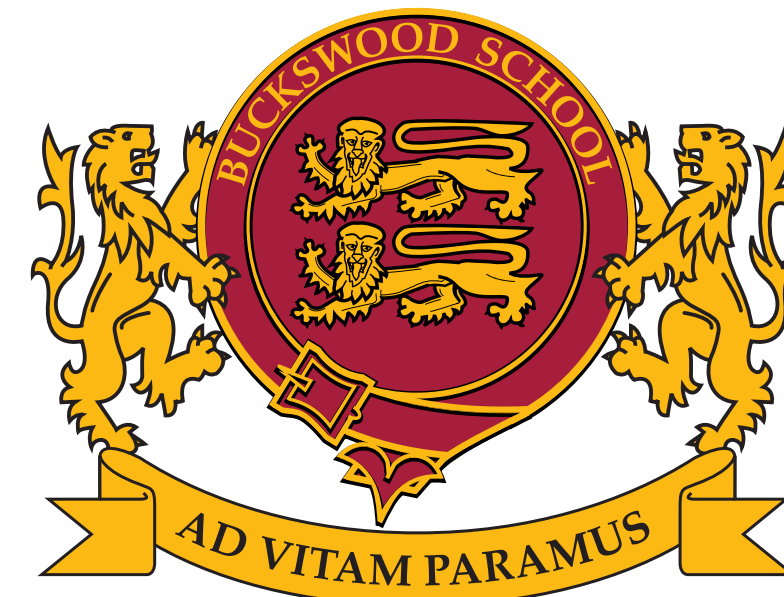


Labs
20 labs



admin offices
86 admin offices





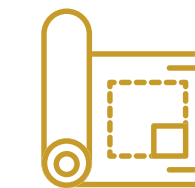
BUCKSWOOD SCHOOL

RIYADH

New Academic Years 2024-2025



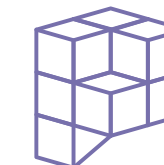
capacity
560 K



Land area
7,000 sqm



Labs
4 labs



admin offices
5 admin offices



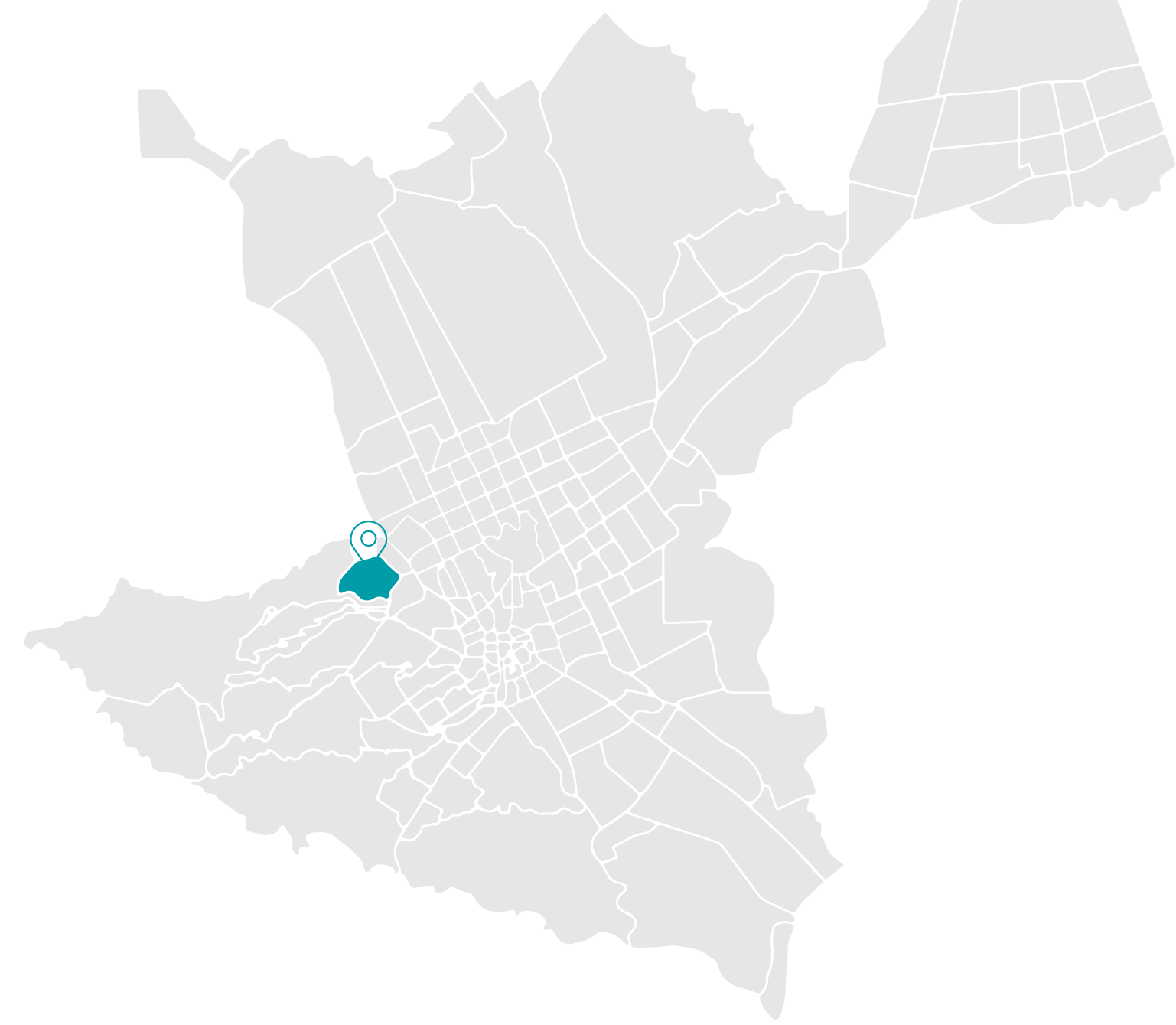
Classes
28 class





Ataa Upcoming Growth

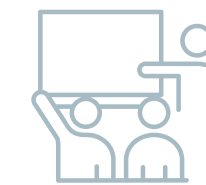
Ataa Upcoming Growth *Irqa Project*



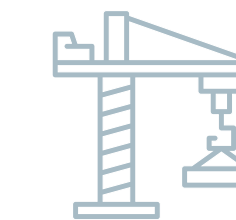
Land area
10,000 sqm



Location
Riyadh, Irqa district



Estimated opening date
Academic year 2025-2026



Estimated project cost
75 million Saudi Riyals

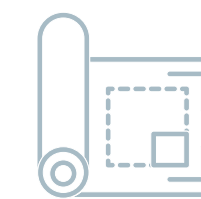
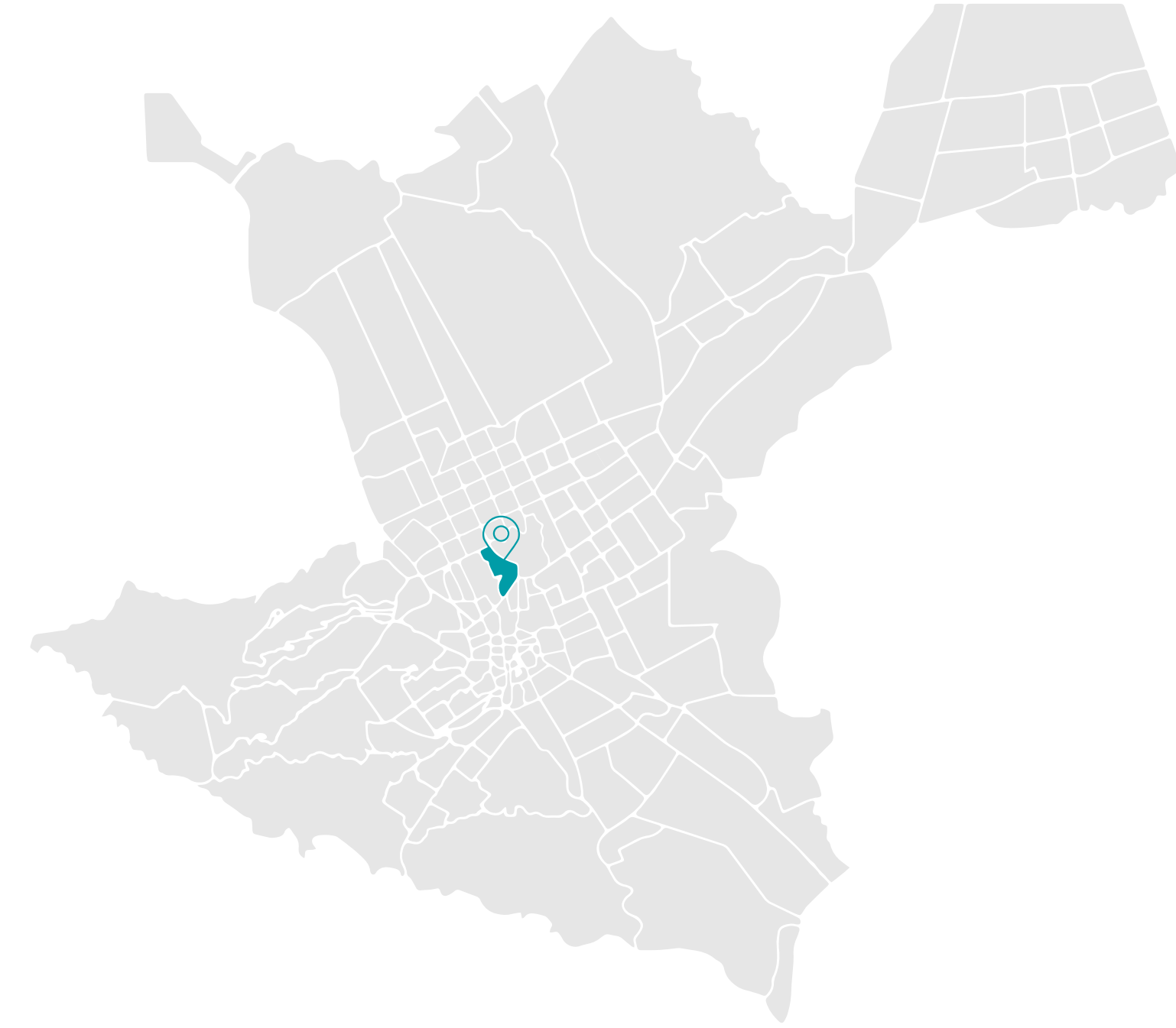


capacity
2.0 K students



Project completion rate
15.5%

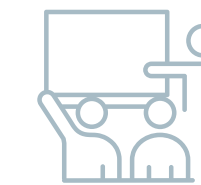
Ataa Upcoming Growth
Tahlia Project



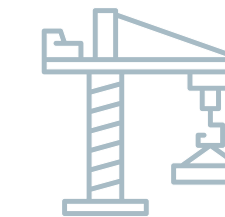
Land area
13,942 sqm



Location
**Riyadh,
Sulaymaniyah district**



Estimated opening date
Academic year 2026-2027



Estimated project cost
75 million Saudi Riyals



capacity
2.8 K students



عطاء التعليمية
Ataa Educational

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