



عطاء التعليمية
Ataa Educational

INVESTOR PRESENTATION

30 Apr 2025
9M 2025



Introduction to Ataa Educational Company ("Ataa")

Ataa snapshot

Financial strength1



Net Revenue
499M SAR



EBITDA Margin
32%



Net Income Margin
11%



Net debt/EBITDA
2.5x

Market leadership1



Largest school operator in Riyadh (2024)
1st



Market share in Riyadh (2024)
10%



Students enrolled in Ataa
45,192

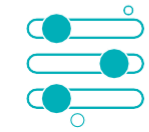


Number of curricula taught
6 across 22 Complexes

Strong fundamentals1



Employed by Ataa
~ 5,500



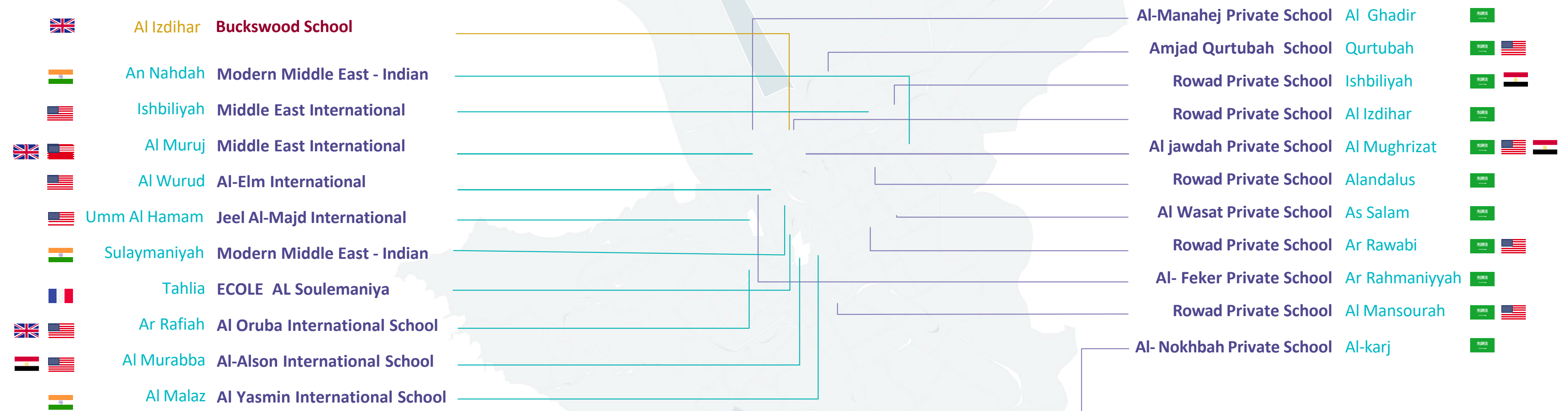
Operating history
34 Years



Average Capacity Utilization
73%



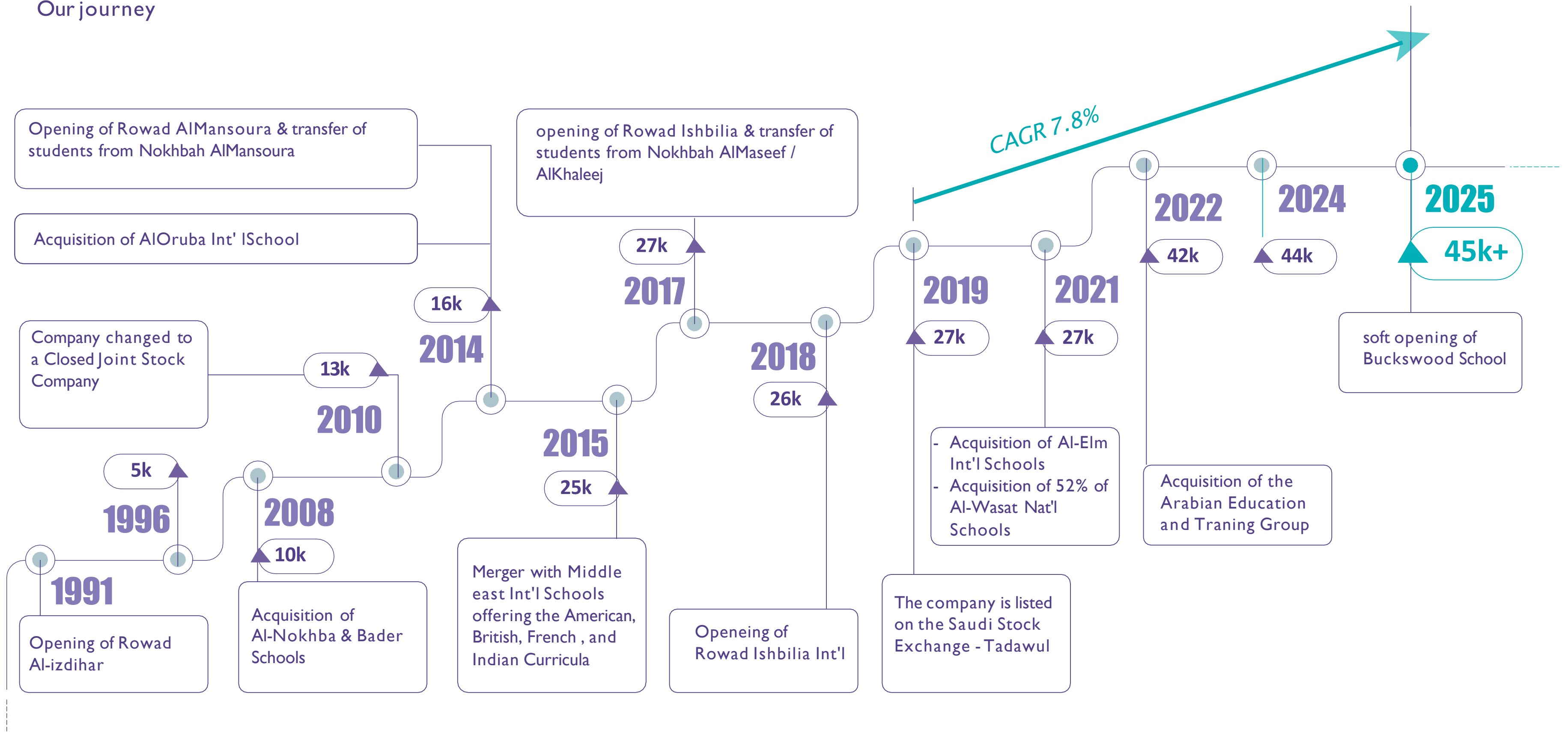
Student to teacher ratio across schools
13.3x





Ataa key milestones

Our journey





Key Achievements 2022 : 2024

International Education Sector

59

Achievement on the level



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 اول وثاني	
Abacus Competition	01	2nd Place	

+220

Achievement on the level



National Education Sector

25

Achievement on the level



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





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

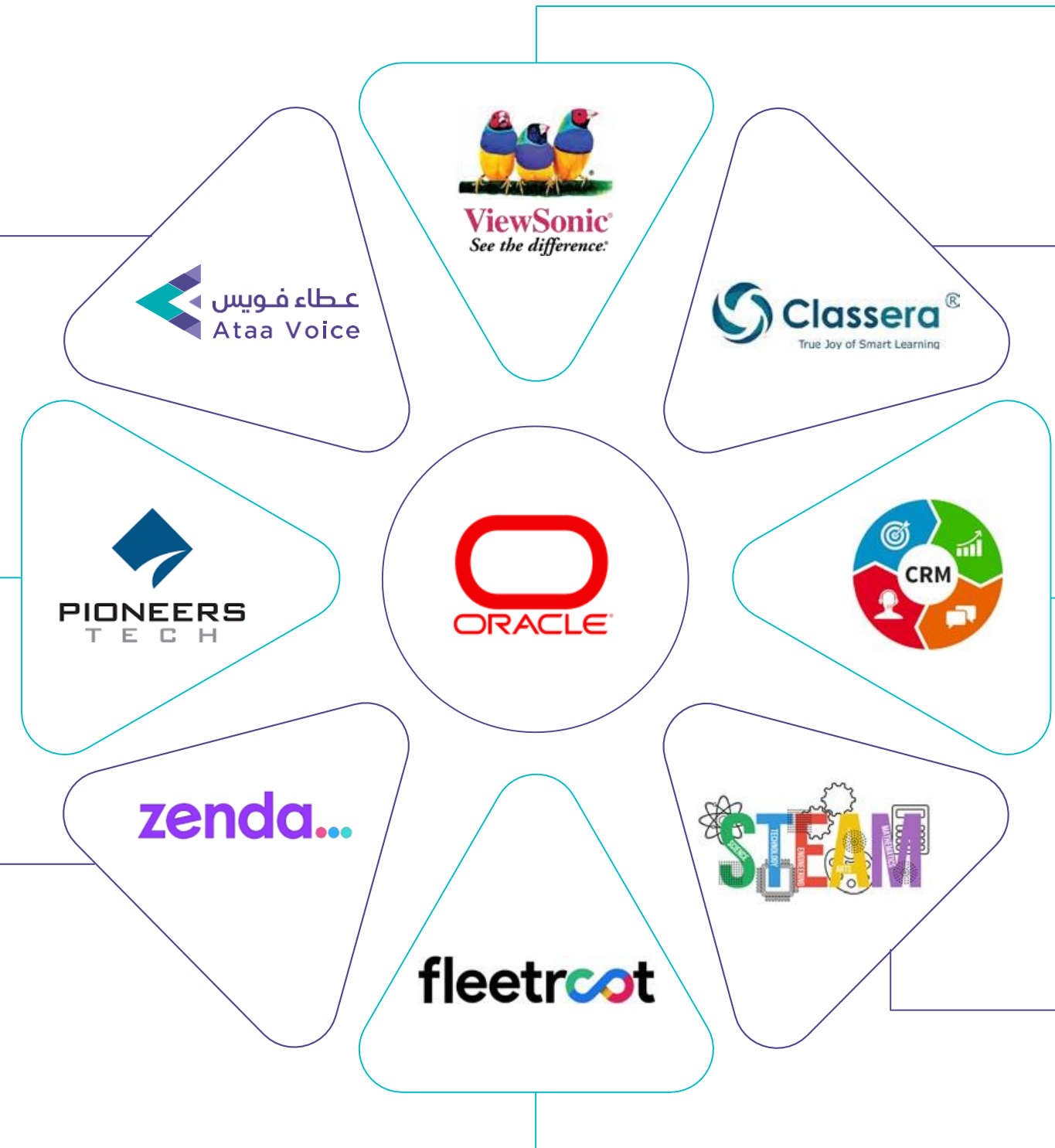
Self-service data updates and easy online registration, starting from booking a student interview to contract e-signature, ending with payments and Gexible installments.
Student Information System
Streamlined administrative processes and real-time access to student records.

Secure Payment System

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

Bus Tracking Platform

Operational efficiency of bus Geet, cost reduction and growth of bus Geet 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



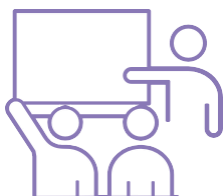
Robotics and STEAM educational programs provide a fun and engaging way for children to learn, create, and thrive in the digital age.

Enhancing Security and Connectivity
Commitment to Excellence



Consolidated Financial Results

	9M 2025	9M 2024
 Revenues	499M SAR 0.2% Growth	498M SAR
 EBITDA	160M SAR 4% Growth	153M SAR
 Number of Students	45,192 2% Growth	44,260




	9M 2025	9M 2024
 Net Income	54M SAR Margin 11% 17% Growth	46M SAR Margin 9%
 EBITDA Margin	32%	31%
 Student /Teacher ratio	13.3	13
 Earnings per share	1,29 SAR	1,06 SAR




Note: As of 9M 2025 (ending Apr 2025), unless mentioned otherwise



Introduction to Ataa Educational Company ("Ataa")

Educational sector

	9M 2025	9M 2024
 Revenues	481M SAR 2% Growth	473M SAR
 EBITDA	160M SAR 1% Growth	159M SAR
 Number of Students	45,192 2% Growth	44,260

	9M 2025	9M 2024
 Net Income	60M SAR Margin 12% 6% Growth	57M SAR Margin 12%
 EBITDA Margin	33%	34%
 Student /Teacher ratio	13.3	13
 EBITDA /Student	3,541SAR	3,586SAR



Key Financial Summary

Robust financial performance despite economic headwinds



Number Of Student

Thousands

Denotes student to-teacher ratio-

12.5X

42.4

12.8X

44.9

13.1X

44.4

Franch

0.7

0.7

0.6

Indian

9.0

9.5

10.1

International

12.2

12.7

11.7

National

20.6

22.0

22.0

FY 22

FY 23

FY 24

13X

44.3

13.3X

45.2

0.6

0.5

10.0

10.3

11.7

13.0

22

21.4

9M 24

9M 25



Revenues

SARm

Revenues

577.0

666.0

666.5

FY 22

FY 23

FY 24

498.4

9M 24

499.4

9M 25



Net Income and EBITDA

SARm

Net income

EBITDA

200.2

74.1

FY 22

211

69.4

FY 23

211.8

66.7

FY 24

153.2

46.0

9M 24

159.9

54.0

9M 25



CAPEX

SARm

Denotes CAPEX as a percentage of Revenues

8%

9.4%

18.2%

20.1%

12.2%

TOTAL CAPEX

46.3

62.8

121.1

100

60.7

Izdehar& &alfaisal
Al-Wasat
Other capex
Irqa

11.2

30.2

30.2

23.8

27.5

35.1

32.6

73.4

70.2

19.54

FY 22

FY 23

FY 24

9M 24

9M 25

Source: Company information

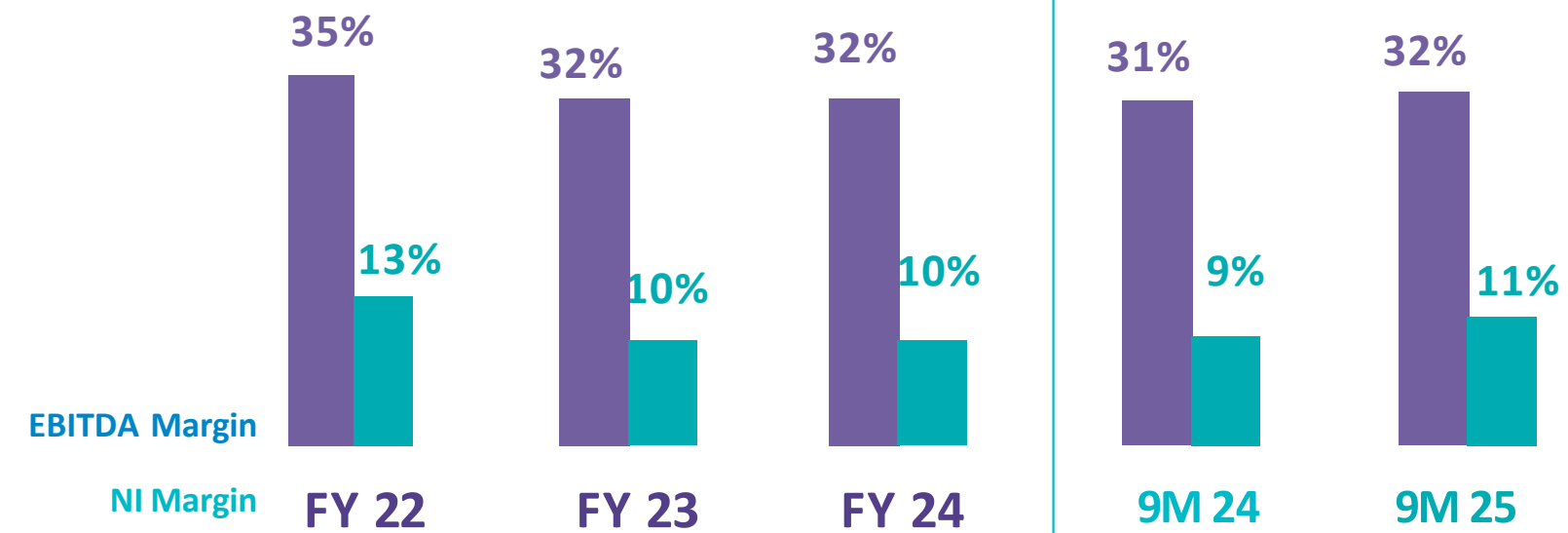


Strong margins to drive cash generation with significant headroom to grow



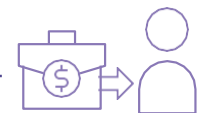
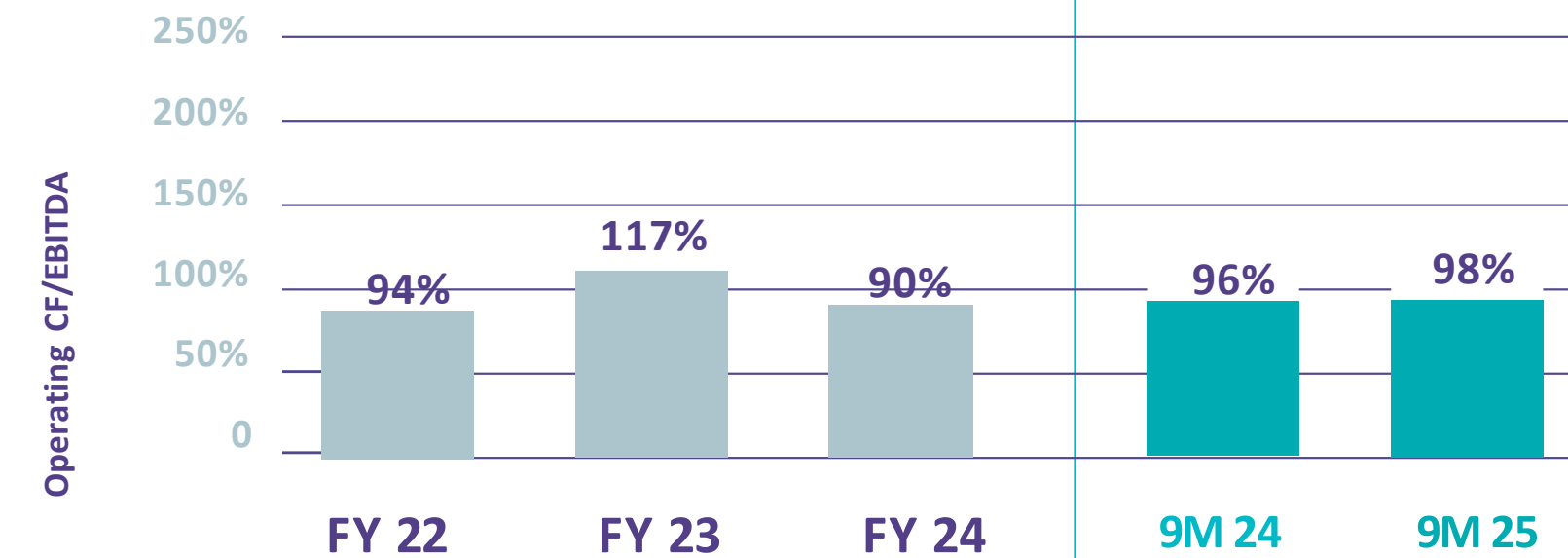
...Strong sustainable margins

%



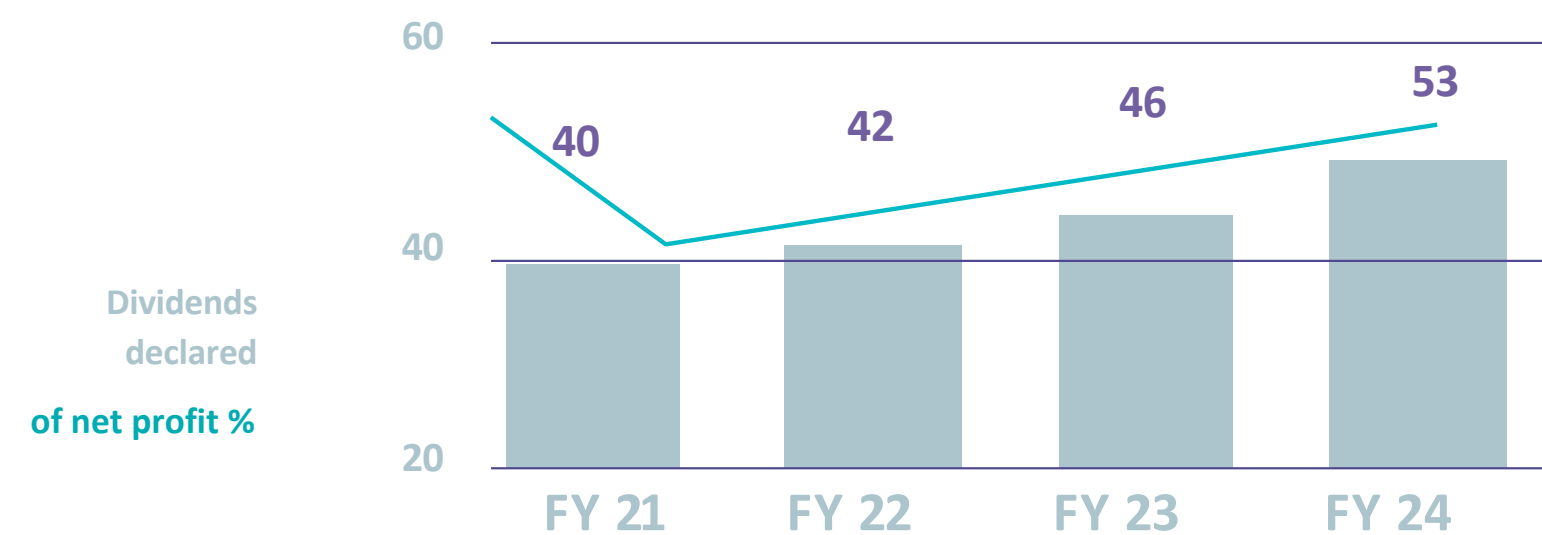
...driving cash generating pro5le...

%



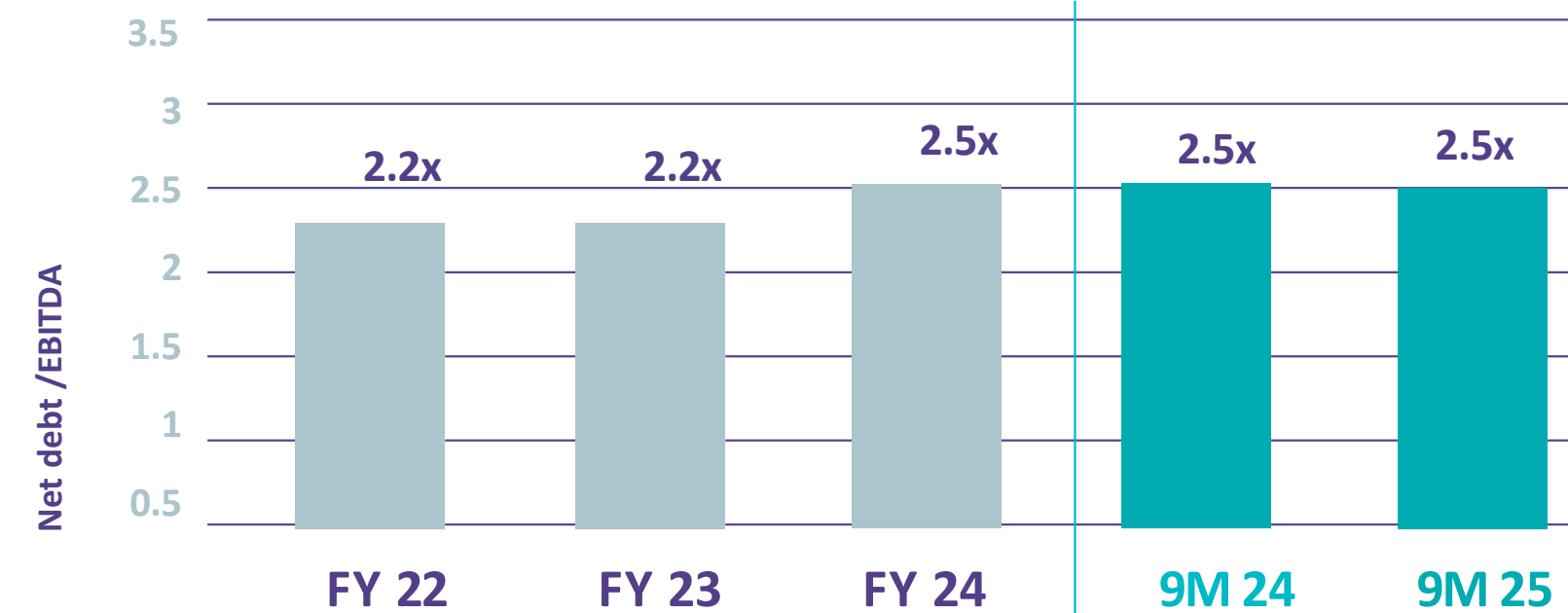
...and dividends distributions...

SARm



...with signi5cant headroom to grow

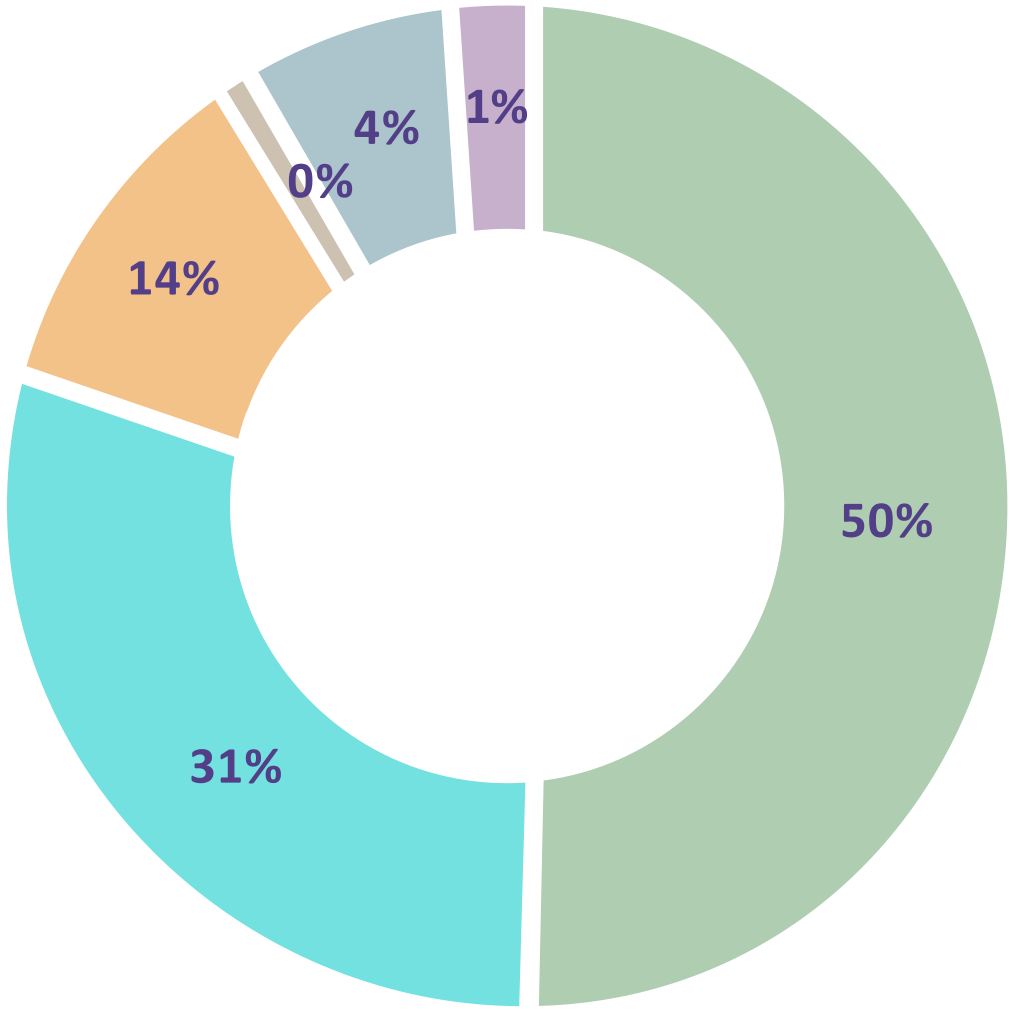
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Revenue Break-Down

Revenue by Sector



Segment Reporting

SR in 000s	9M 2024	%	9M 2025	%	Var (YTD24-25)
National	257,638	51.7%	250,250	50.1%	(2.9%)
International	148,571	29.8%	155,472	31.1%	4.6%
Indian	59,663	12.0%	68,934	13.8%	15.5%
French	7,176	1.4%	6,736	1.3%	(6.1%)
Alfaisal - Tranining	23,256	4.7%	17,654	3.6%	(24.1%)
Creative - Recruitment	2,145	0.4%	314	0.1%	(85.3%)
Total net revenue	498,449		499,360		0.2%



Revenue Break-Down

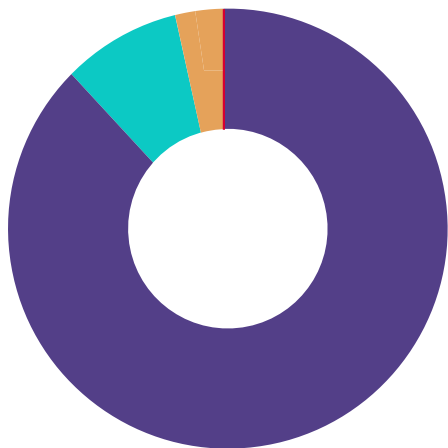
Revenue by Type

Revenue by School	9M 2024	%	9M 2025	%	Var (YTD24-25)
Rowad Al- Izdihar	48,812	9.8%	47,070	9.4%	(3.6%)
Rowad Al-Rowabi	26,928	5.4%	27,606	5.5%	2.5%
Rowad Al- Mansoura	18,506	3.7%	19,472	3.9%	5.2%
Rowad Ishbilia	41,046	8.2%	43,585	8.7%	6.2%
Rowad Al- Anduls	9,947	2.0%	10,502	2.1%	5.6%
Nokhba Al-karj	7,783	1.6%	7,252	1.5%	(6.8%)
Al-Faikr	7,224	1.4%	6,032	1.2%	(16.5%)
Al-Ourba Inter.	36,574	7.3%	35,486	7.1%	(3.0%)
Middle East Inter.	39,940	8.0%	43,530	8.7%	9.0%
Sulaimaniya Inter.	7,176	1.4%	6,736	1.3%	(6.1%)
New Middle East Inter.	32,044	6.4%	35,656	7.1%	11.3%
Modern Middle East Inter.	14,269	2.9%	16,787	3.4%	17.6%

Revenue by Type	9M 2024	%	9M 2025	%	Var (YTD24-25)
Middle East Ishbilia Inter.	9,340	1.9%	11,844	2.4%	26.8%
Aleilm Inter.	15,413	3.1%	16,389	3.3%	6.3%
Al Wsat	6,507	1.3%	8,091	1.6%	24.3%
Naba - Almanahj	23,117	4.6%	20,907	4.2%	(9.6%)
Amjad Qurtaba	30,795	6.2%	28,478	5.7%	(7.5%)
Al jawdah	36,866	7.4%	31,256	6.3%	(15.2%)
Al -Alson	40,632	8.2%	40,920	8.2%	0.7%
Jeel Al-majed	6,575	1.3%	6,234	1.2%	(5.2%)
Al-Yasmin	13,349	2.7%	16,491	3.3%	23.5%
Alfaisal	23,256	4.7%	17,654	3.5%	(24.1%)
creative	2,145	0.4%	314	0.1%	(85.3%)
Buckswood	0	0.0%	1,069	0.2%	0.0%



SEGMENT REPORTING



Educational sector	M	SAR 481	96%
Training sector	M	SAR 18	4%
Recruitment	M	SAR ٠,٣	0%

Source: Company information



Educational curricula

Saudi



Egypt



USA



France












India



UK



National schools portfolio Overview of national curriculum portfolio


















	 مدارس الرواد الأهلية Al-Rowad Private Schools Rowad					 مدارس النخيل الأهلية Al-Nokhbah Private Schools Al- Nokhbah	 مدارس الفكر الأهلية Al-Feker Private Schools Al- Feker	 مدارس الوسط Alwasat Schools Al Wasat	 مدارس أمجاد قرطبة Amjad Qurtuba Schools Amjad Qurtubah	 الشركة الأكاديمية للخدمات التعليمية ACES Al jawdah	 نبعة NABA Al-Manahej	TOTAL AVG
	Al- Izdihar	Al-Rawabi	Al- Mansoura	Ishbilila	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	3,095	2,387	2,132	3,933	1,085	930	526	1,014	2,281	2,608	1,425	21,416
Utilization	57%	70%	84%	87%	90%	81%	83%	39%	74%	62%	62%	71%
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	10.8%	5.8%	2.8%	10.8%	1.8%	0%	0.4%	0.3%	4.8%	5.2%	3.8%	46.5%
Student to teacher ratio	13.1	13.3	14.2	13.5	14.5	13.9	11.4	13.5	12.5	11.1	11.8	12.9

Source: Company information

International schools portfolio

Overview of International 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
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	883	2,943	1,341	2,522	4,594	666	525	52	13.526
Utilization	44%	82%	77%	71%	98%	44%	100% +	9%	72%
Avg. net tuition (SAR)	18,000	19,900	16,400	18,800	11,900	12,400	17.200	25.800	16.000
EBITDA contribution1	2.9%	11.7%	1.9%	8.7%	8.1%	0.3%	0.2%	(2.3%)	31.5%
Student to teacher ratio	13.2	13.0	12.2	15.8	15.3	9.7	10.9	4.7	13.6

Source: Company information



Indian schools portfolio

Overview of Indian 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	5,059	2,728	2,463	10,250
Utilization	76%	77%	100% +	81%
Avg. net tuition (SAR)	8,800	7,600	8,100	8,300
EBITDA contribution ¹	11.6%	5.2%	5.3%	22.1%
Student to teacher ratio	12.2	13.8	18.8	13.8

Source: Company information



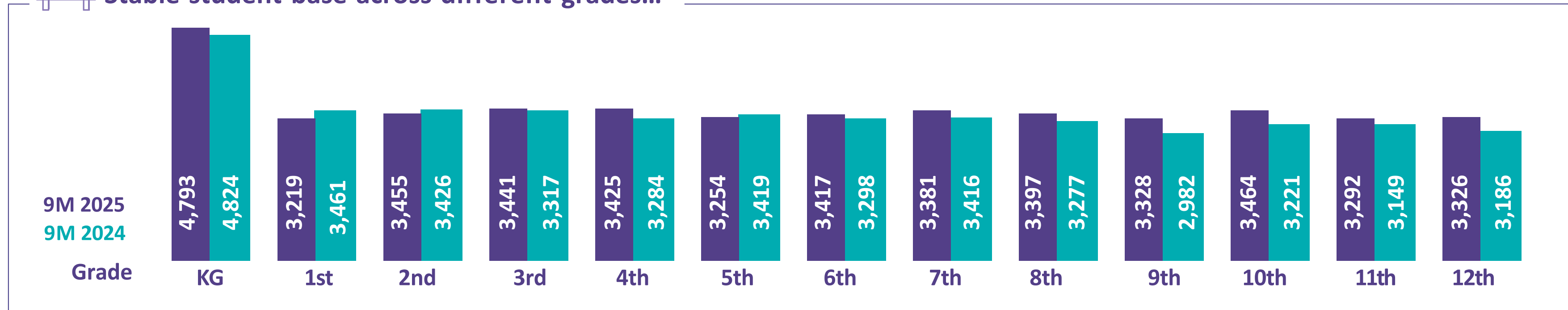
Ataa school portfolio

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)



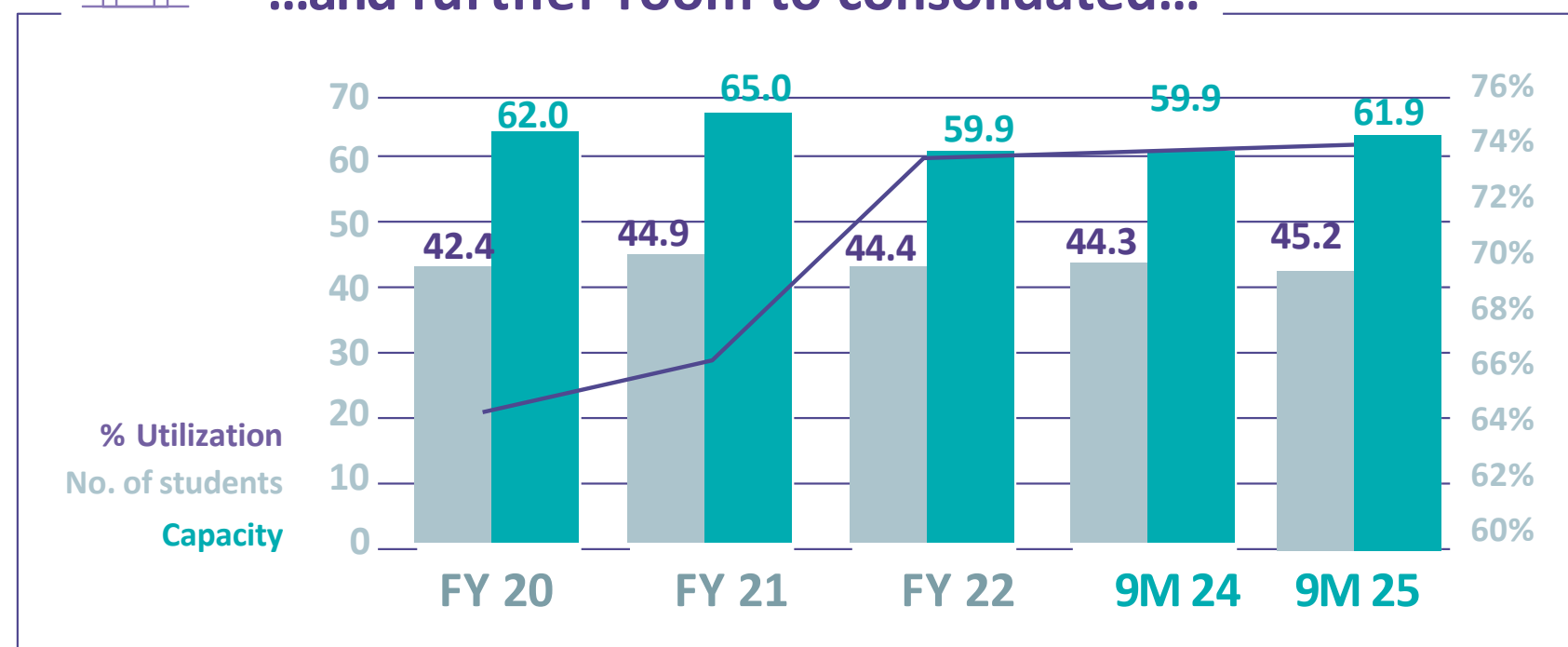
Stable student base across different grades...

Stable student base across different grades...



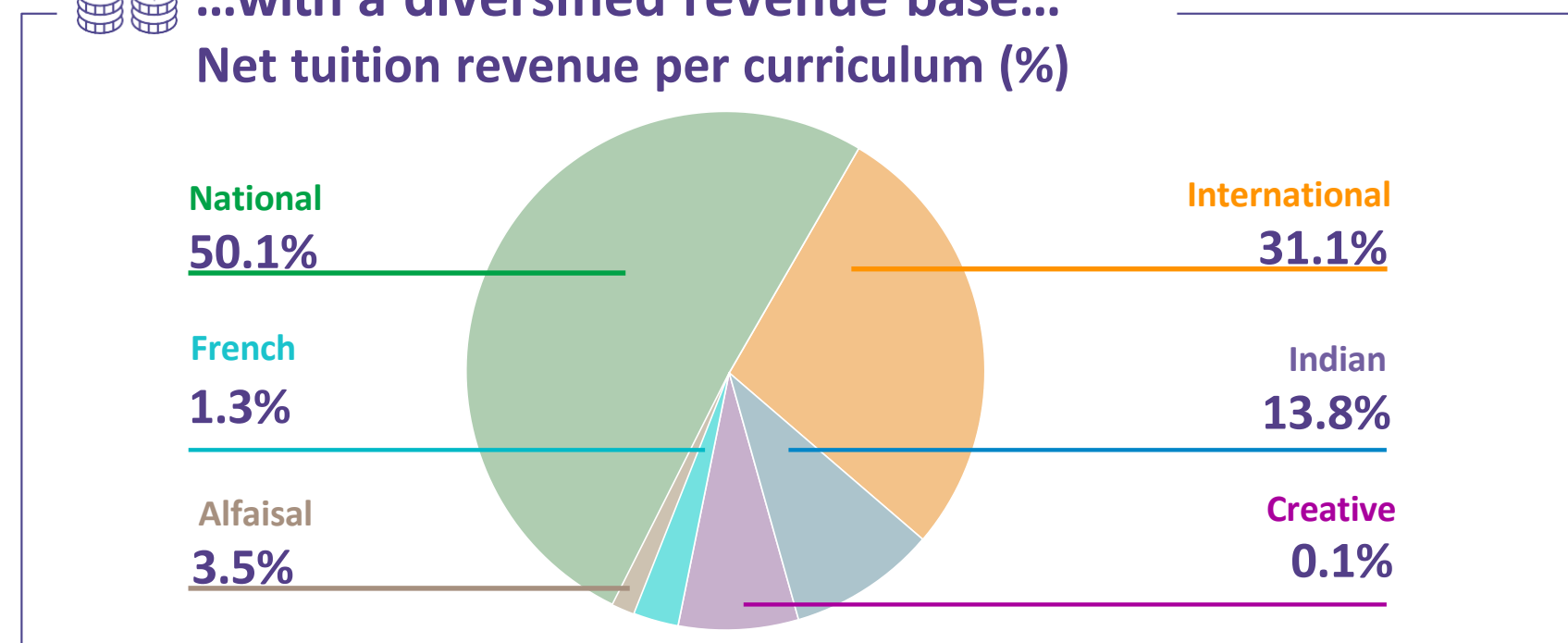
...and further room to consolidated...

%



...with a diversified revenue base...
Net tuition revenue per curriculum (%)

%



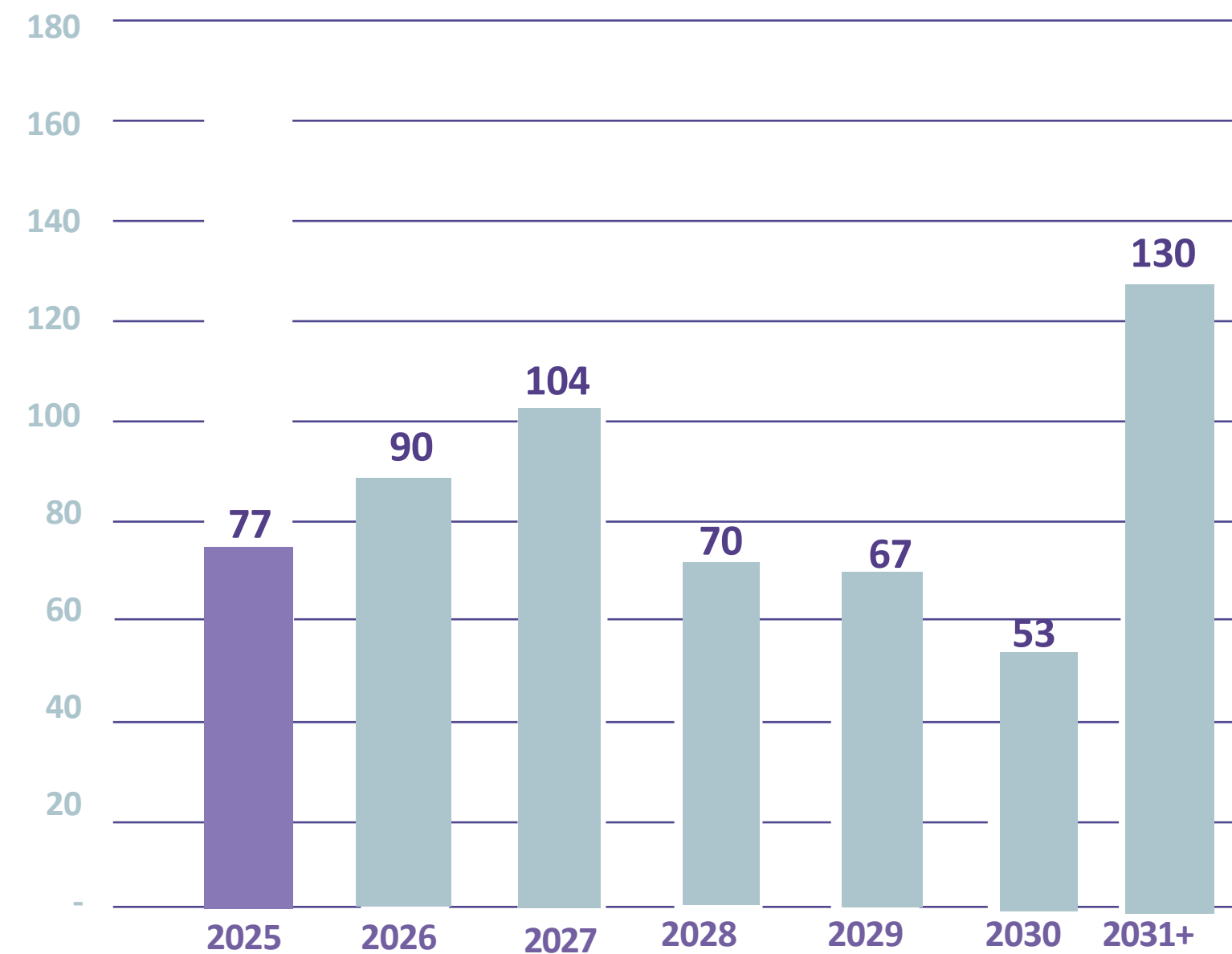


DEBT SUMMARY

...DEBT MATURITY PROFILE ...



Term Loans



SR in 000s

%

2025	76,833	13.0%
2026	89,633	15.2%
2027	104,297	17.7%
2028	69,716	11.8%
2029	66,595	11.3%
2030	52,761	8.9%
2031	50,809	8.6%
2032	31,330	5.3%
2033	23,664	4.0%
2034	24,593	4.2%
Total	590,231	



**Projects
completed**



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



New Academic Years 2024-2025



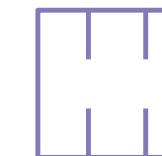
capacity
2.6 K



Land area
12,562 sqm



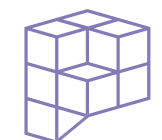
Number of classes
105 class



School Parking
185

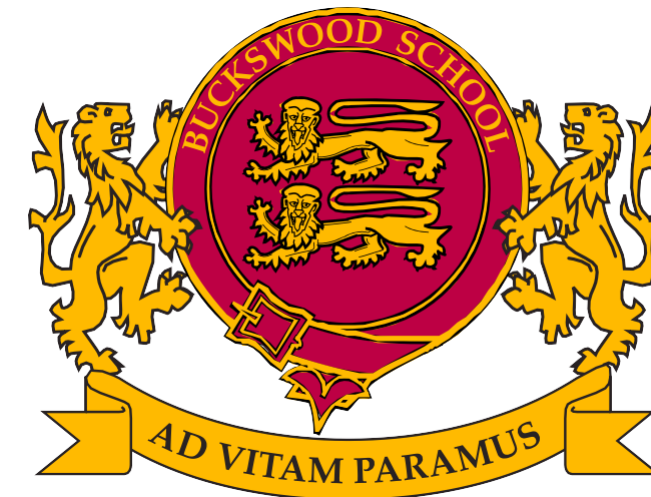


Labs
20 labs



admin offices
86 admin offices





BUCKSWOOD SCHOOL

RIYADH

New Academic Years 2024-2025



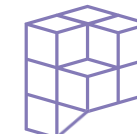
capacity
560



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
56%



Ataa Upcoming Growth *Tahlia Project*



Land area
13,942 sqm



Estimated opening date
Academic year 2026-2027



capacity
2.8 K students



Location
**Riyadh,
Sulaymaniyah district**



Estimated project cost
75 million Saudi Riyals

