



عطاء التعليمية
Ataa Educational

INVESTOR PRESENTATION

ATAA EDUCATIONAL COMPANY

31 July 2025



Introduction to Ataa Educational Company ("Ataa")

Ataa snapshot

Financial strength1



Net Revenue
641M SAR



EBITDA Margin
36%



Net Income Margin
13%



Net debt/EBITDA
2.5x

Market leadership1



Largest school operator in Riyadh (2025)
1st



Market share in Riyadh (2025)
10%



Students enrolled in Ataa
45,160

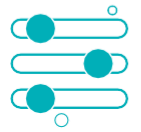


Number of curricula taught
6 across 22 Complexes

Strong fundamentals1



Employed by Ataa
~ 5,400



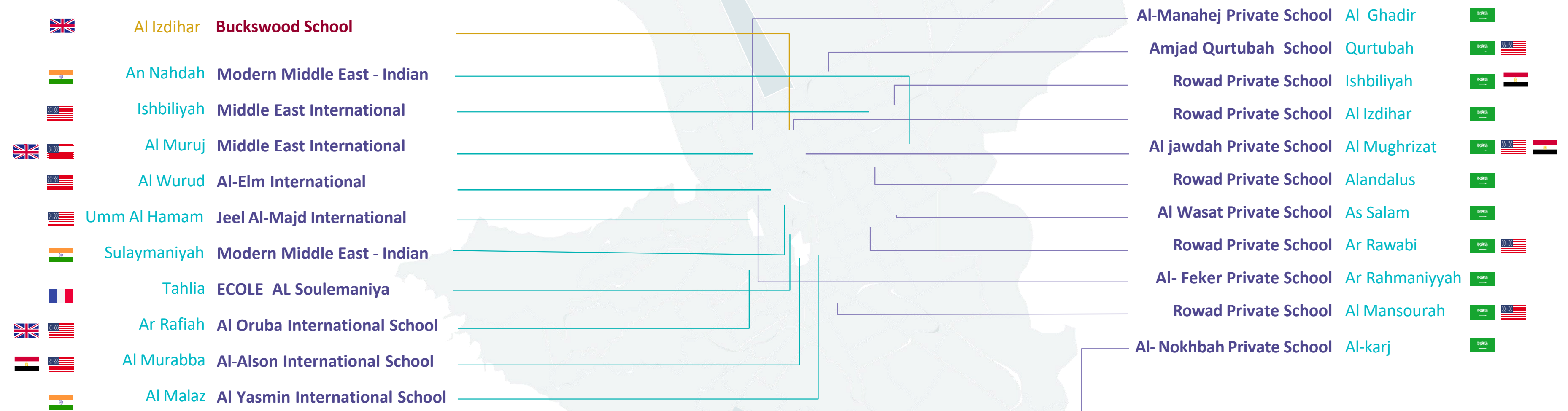
Operating history
34 Years



Average Capacity Utilization
73%



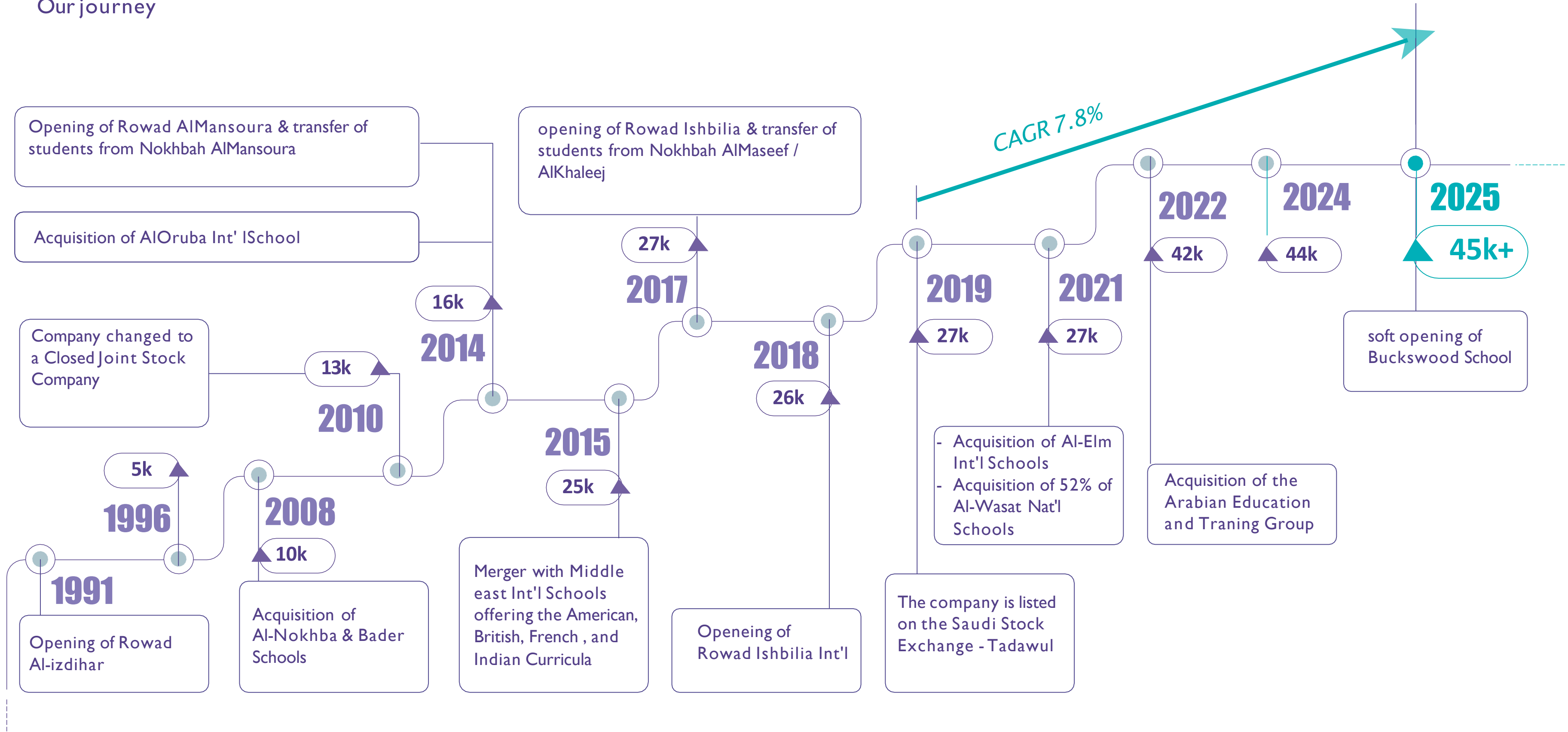
Student to teacher ratio across schools
13.3x





Ataa key milestones

Our journey



● Refers to number of students

Source: Company information



Key
Achievements
2024-2025

Academic Year 2024-2025		Total of achievements (Local and around the world)				
International						
National Sector	370	327	14	19	04	06
International Sector	172	148	-	03	03	18
	542	475	14	22	07	24
Local						
National Sector	804	649	101	10	19	25
International Sector	377	157	-	55	65	100
	1181	806	101	65	84	125

1723

Achievements

For more details





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.

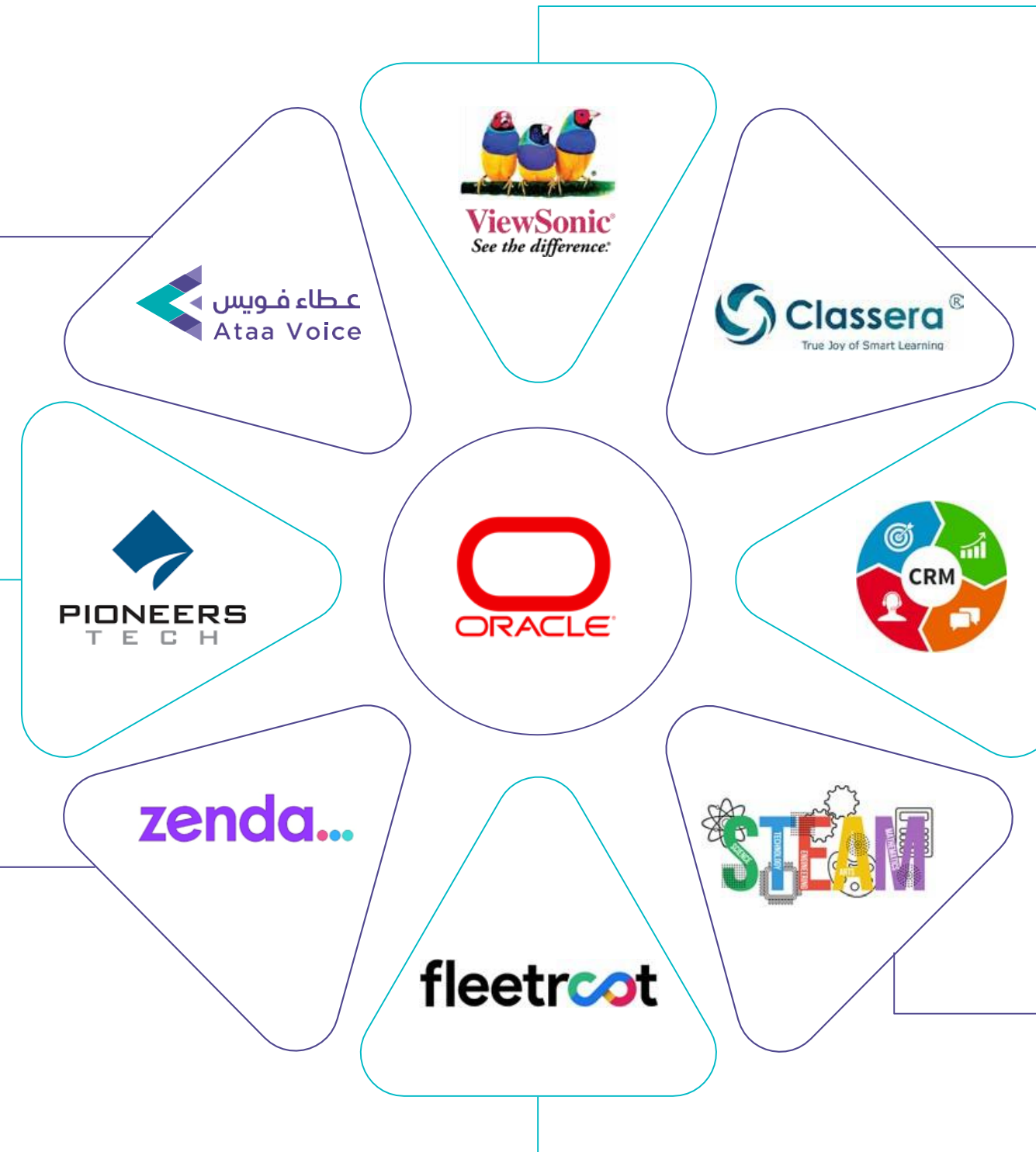
Student Information System
Streamlined administrative processes and real-time access to student records.

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




	2025	2024
 Revenues	641M SAR 1% Growth	637M SAR
 EBITDA	228M SAR 7% Growth	213M SAR
 Number of Students	45,160 2% Growth	44,358




	2025	2024
 Net Income	83M SAR Shareholders' 31% Growth 81M Company 22% Growth Margin 13%	63M SAR Shareholders' 67M Company Margin 11%
 EBITDA Margin	36%	34%
 Student /Teacher ratio	13.3	13.1
Earnings per share	1,97 SAR	1,51 SAR



Introduction to Ataa Educational Company ("Ataa")

Educational sector

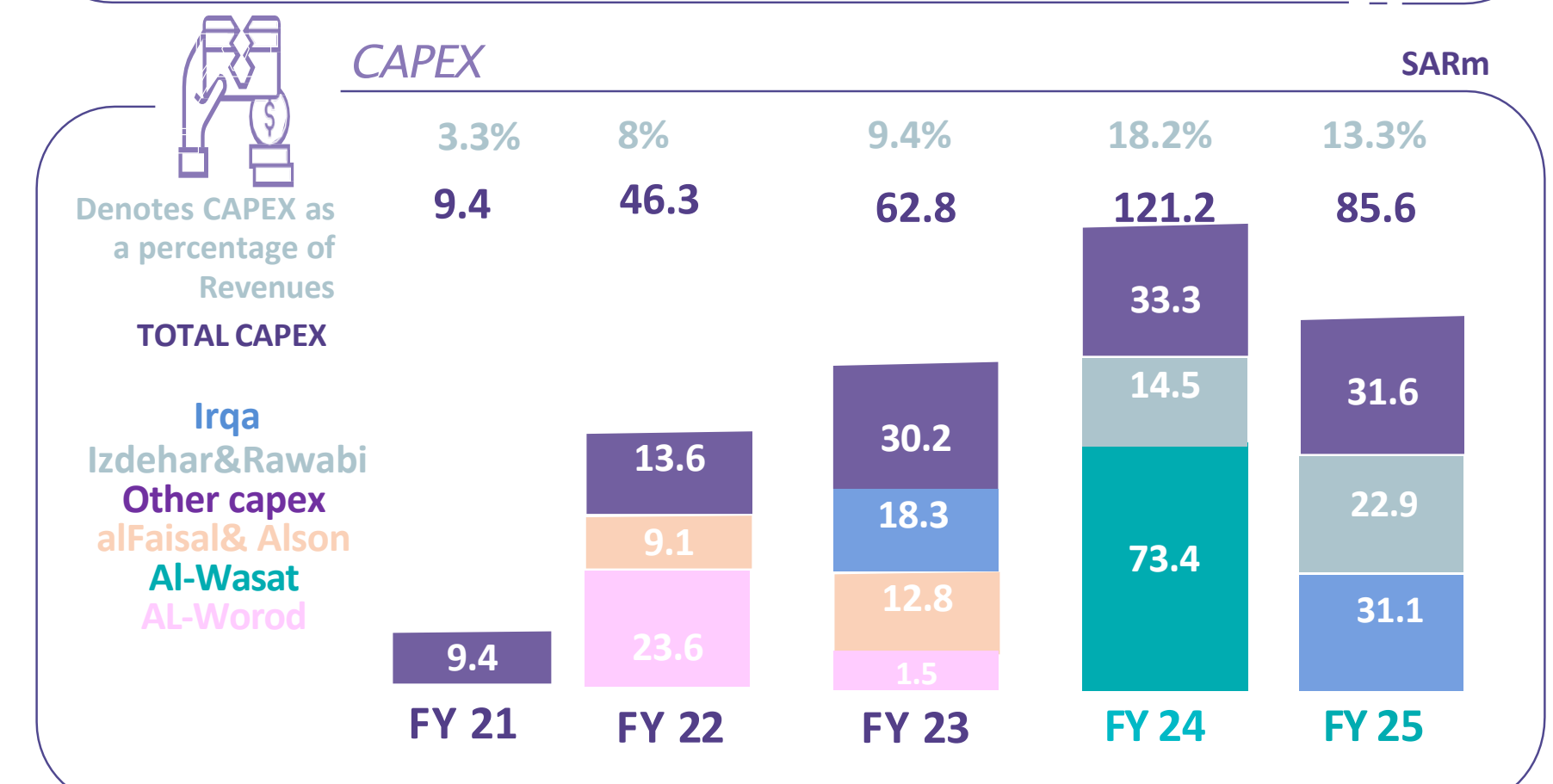
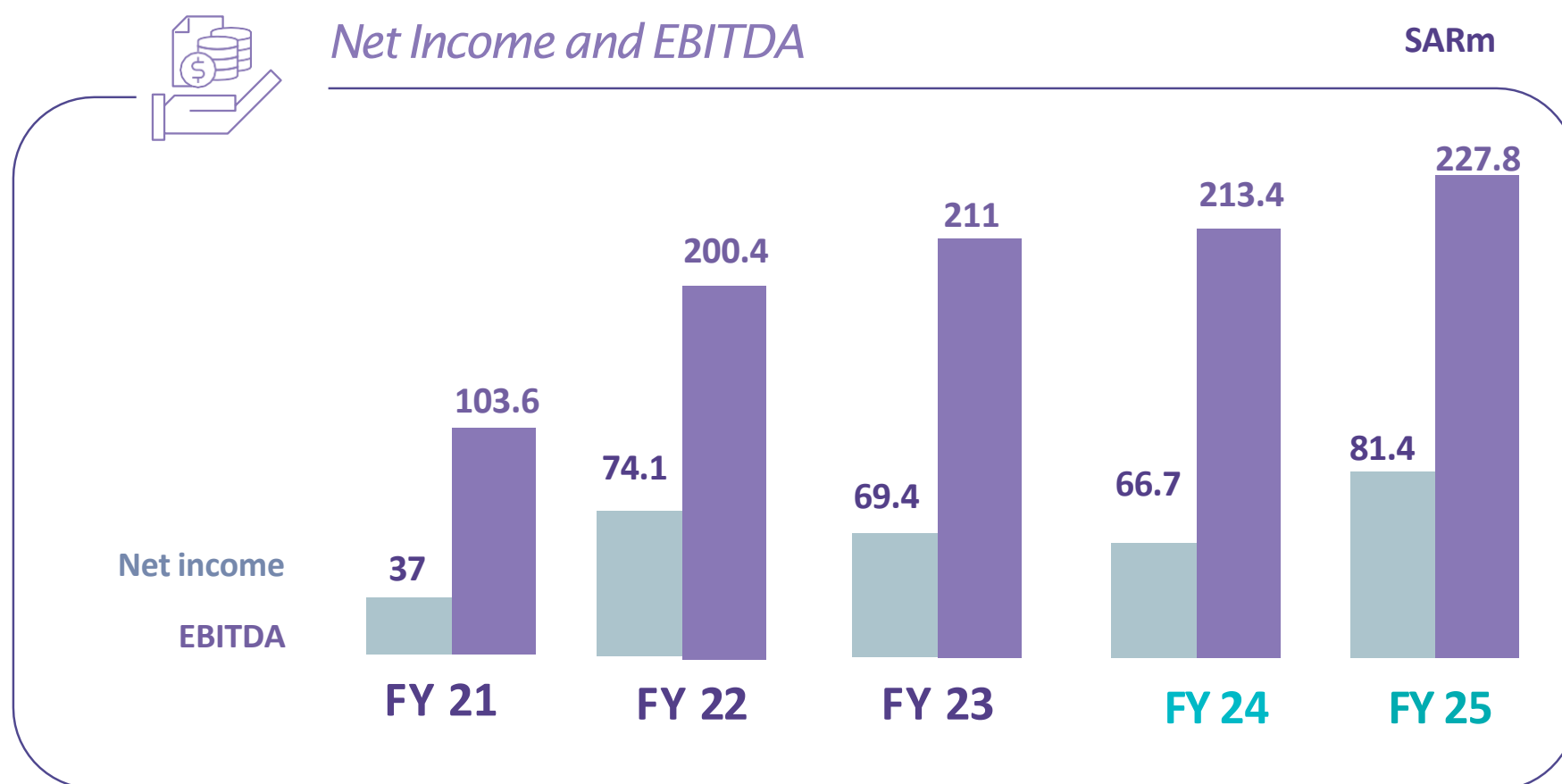
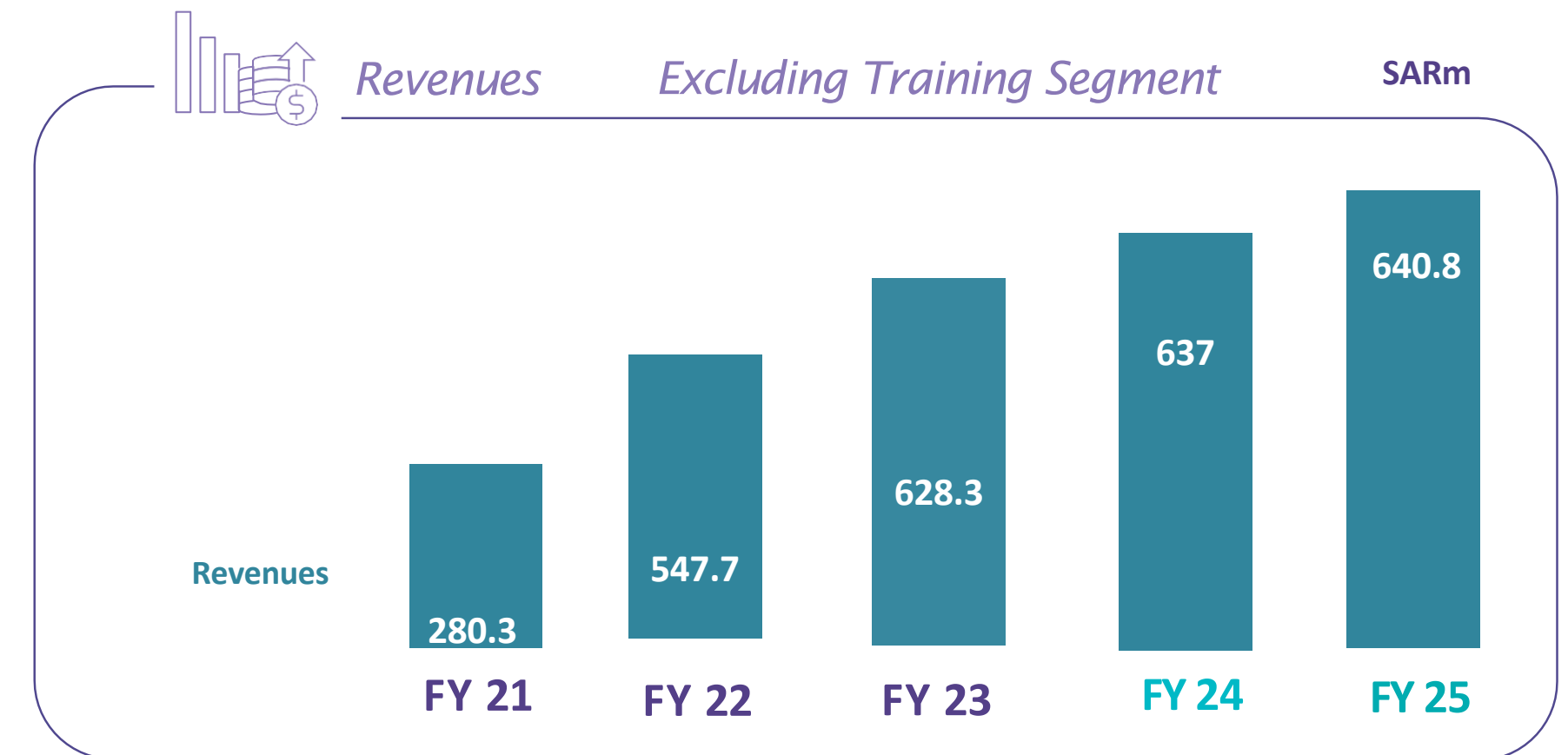
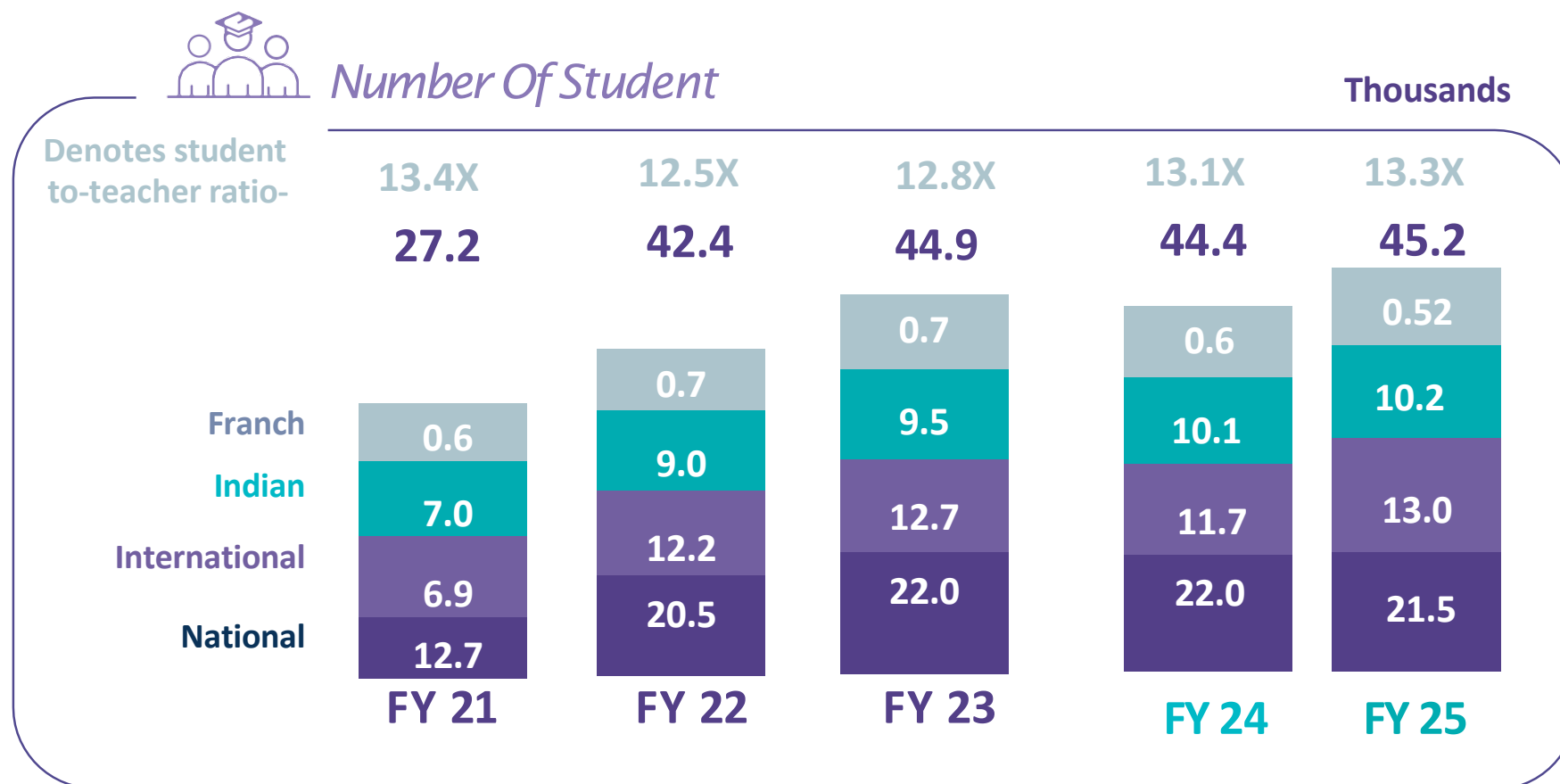
	2025	2024
 Revenues	640M SAR 1% Growth	634M SAR
 EBITDA	232M SAR 4% Growth	223M SAR
 Number of Students	45,160 2% Growth	44,358

	2025	2024
 Net Income	94M SAR Shareholders' 12% Growth 93M Company 6% Growth Margin 15%	85M SAR Shareholders' 88M Company Margin 14%
 EBITDA Margin	36%	35%
 Student /Teacher ratio	13.3	13.1
EBITDA /Student	5,144SAR	5,036SAR



Key Financial Summary

Robust financial performance



Source: Company information

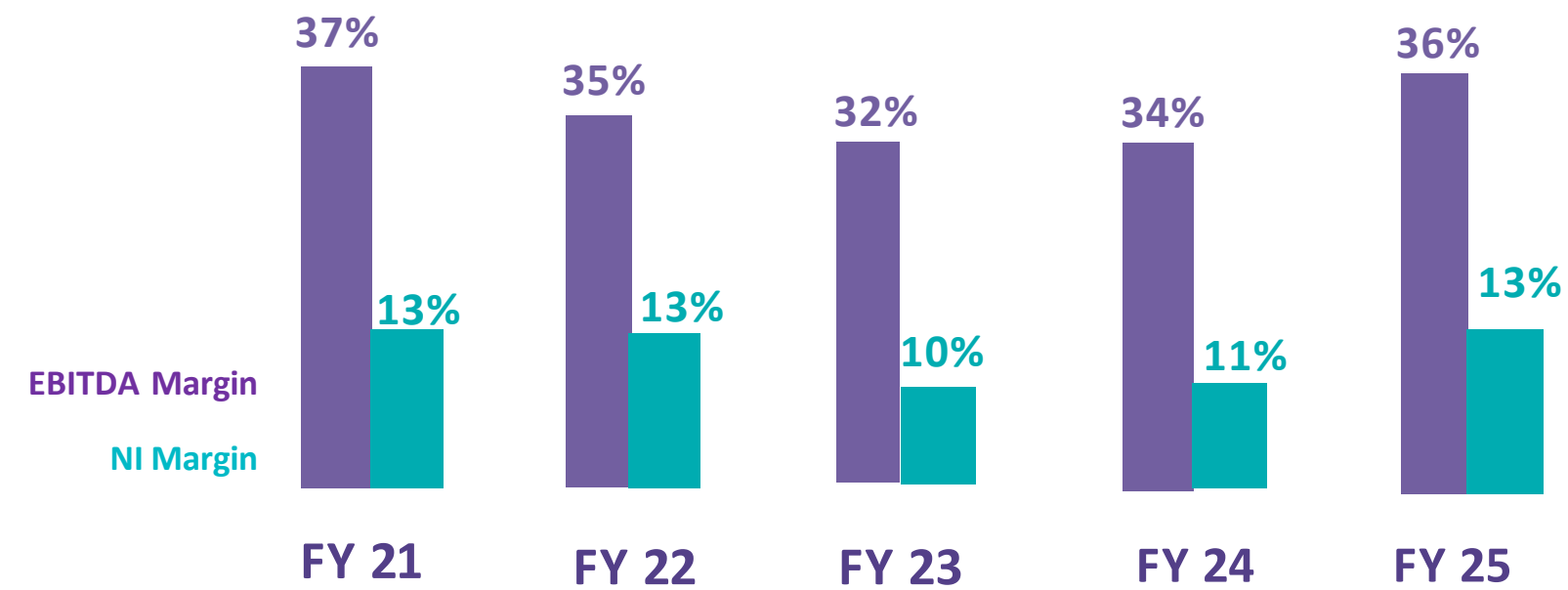


Strong margins to drive cash generation with significant headroom to grow



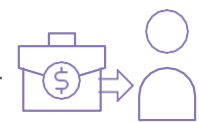
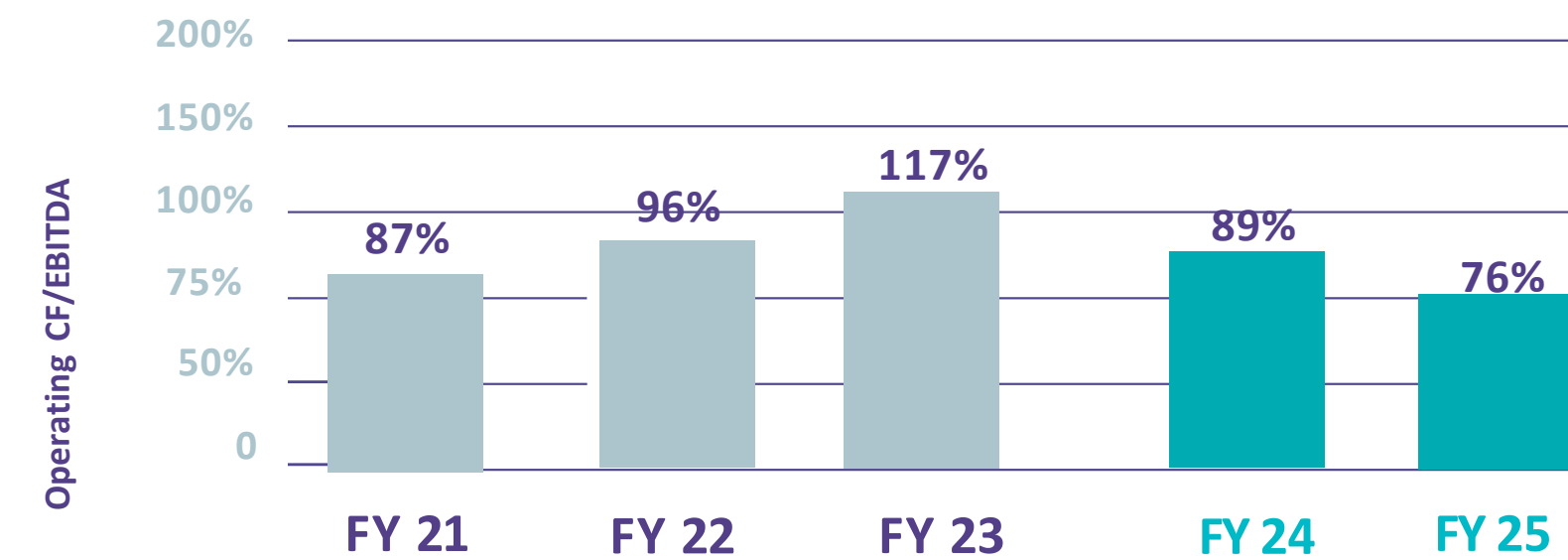
...Strong sustainable margins

%



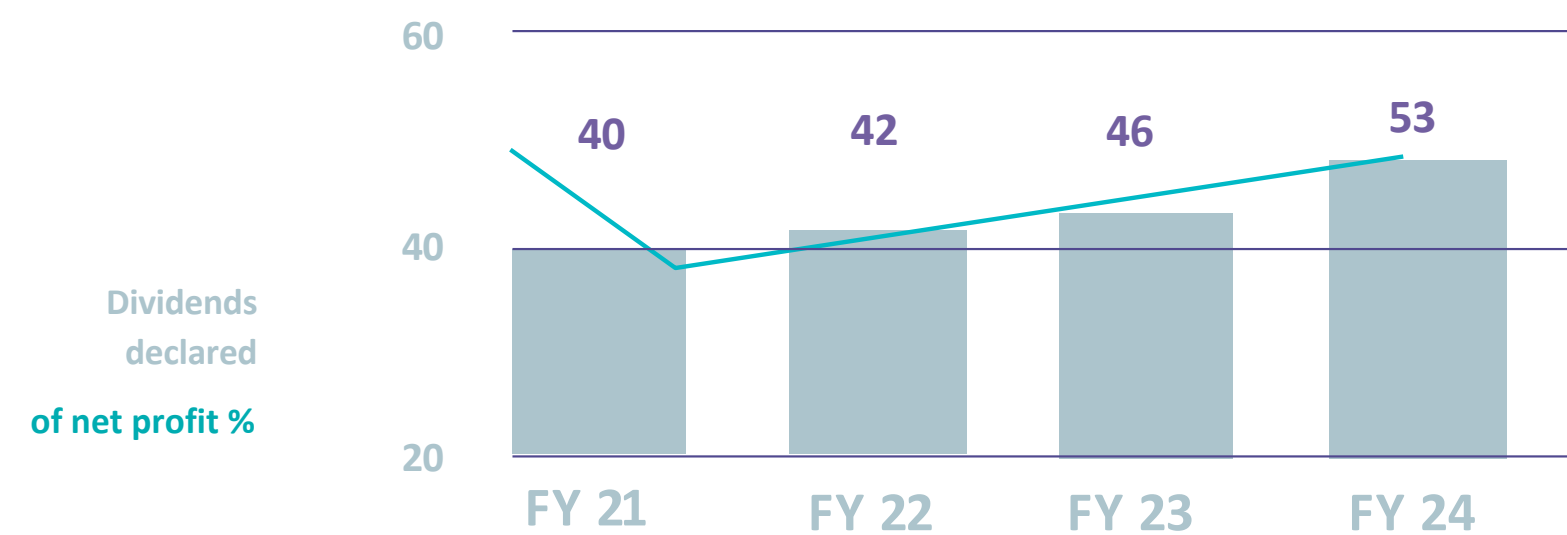
...driving cash generating pro5le...

%



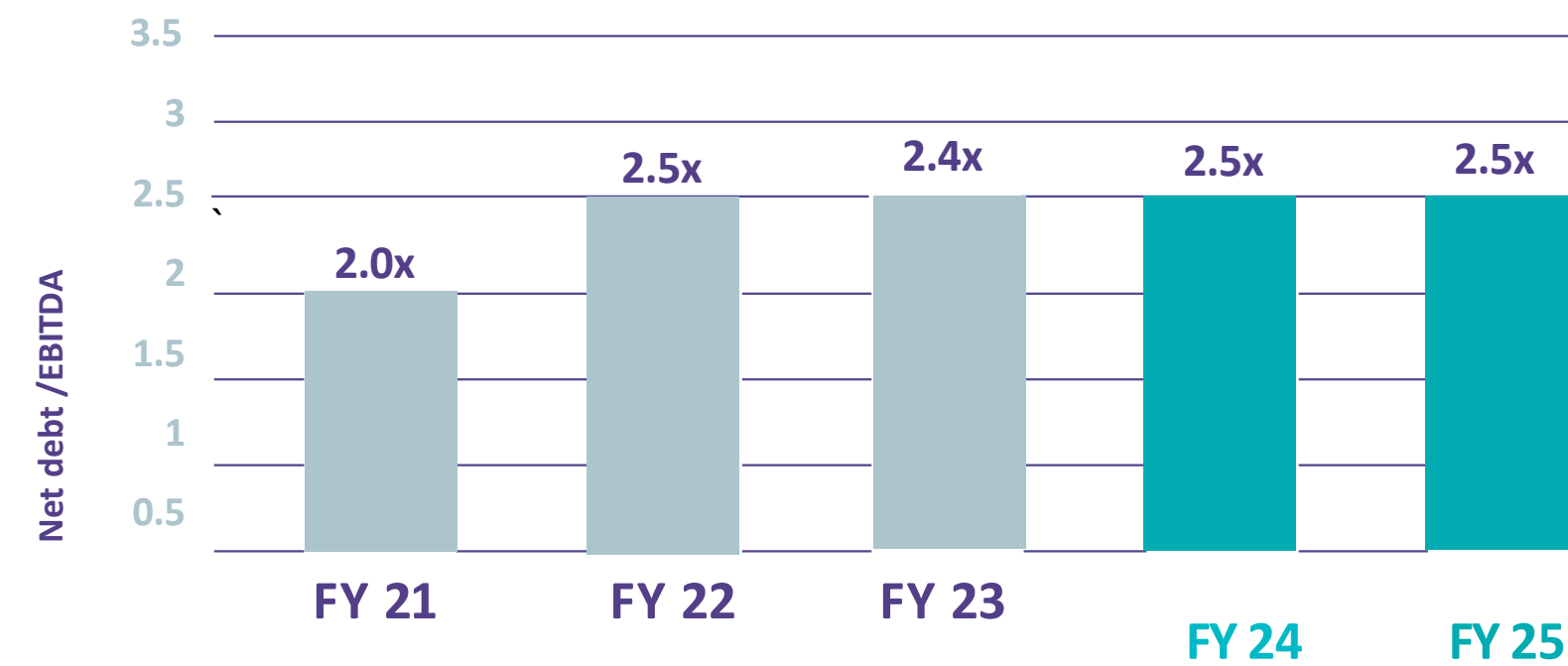
...and dividends distributions...

SARm



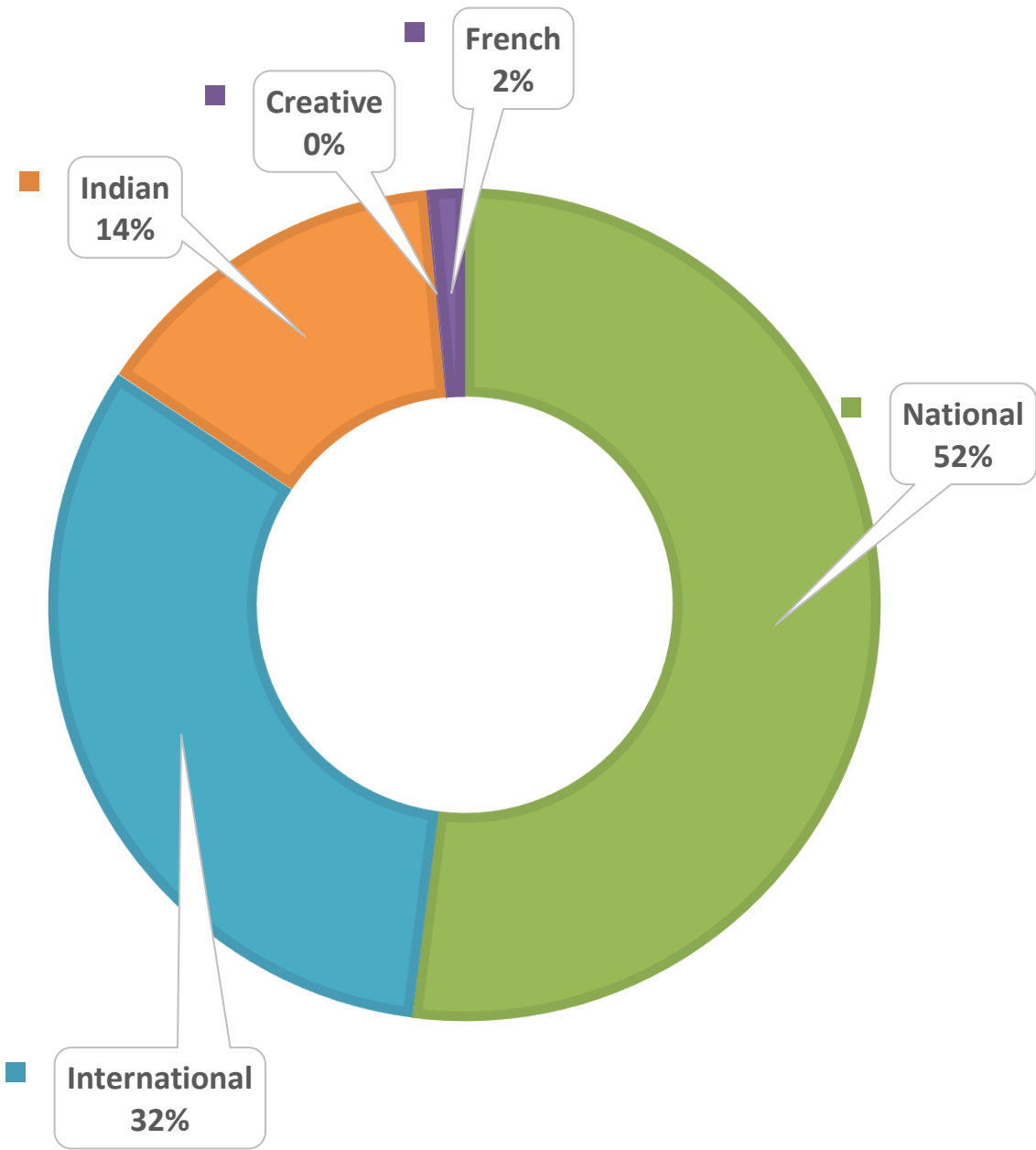
...with signi5cant headroom to grow

x



Revenue Break-Down

Revenue by Sector



Segment Reporting

SR in 000s	2024	%	2025	%	Var (YTD24-25)
National	342,522	53.8%	333,428	52.0%	(2.7%)
International	196,488	30.9%	206,999	32.3%	5.3%
Indian	85,942	13.5%	90,920	14.2%	5.8%
French	9,531	1.5%	8,969	1.4%	(5.9%)
Creative - Recruitment	2,270	0.3%	0,452	0.1%	(80.1%)
Total net revenue	636,753		640,768		0.6%



Revenue Break-Down

Revenue by Type

Revenue by School	2024	%	2025	%	Var (YTD2425)
Rowad Al- Izdihar	65,020	10.2%	62,696	9.8%	(3.6%)
Rowad Al-Rowabi	35,769	5.6%	36,741	5.7%	2.7%
Rowad Al- Mansoura	24,582	3.9%	25,899	4.0%	5.3%
Rowad Ishbilia	54,645	8.6%	58,063	9.1%	6.3%
Rowad Al Anduls	13,272	2.1%	14,030	2.2%	5.7%
Nokhba Al-karj	10,359	1.6%	9,700	1.5%	(6.4%)
Al-Faikr	9,617	1.5%	8,017	1.3%	(16.6%)
Al-Ourba Inter.	48,573	7.6%	47,298	7.4%	(2.6%)
Middle East Inter.	53,048	8.3%	57,923	9.0%	9.2%
Sulaimaniya Inter.	9,531	1.5%	8,969	1.4%	(5.9%)
New Middle East Inter.	45,025	7.1%	47,285	7.4%	5.0%
Modern Middle EastInter.	20,418	3.2%	23,248	3.6%	13.9%

	2024	%	2025	%	Var (YTD2425)
Middle East Ishbilia Inter.	12,359	1.9%	15,707	2.5%	27.0%
Aleilm Inter.	20,157	3.2%	21,823	3.4%	8.3%
Al Wsat	8,675	1.4%	10,897	1.7%	25.6%
Naba - Almanahj	30,684	4.8%	27,761	4.3%	(9.5%)
Amjad Qurtaba	40,901	6.4%	37,989	5.9%	(7.1%)
Al jawdah	49,000	7.7%	41,645	6.5%	(15.0%)
Al -Alson	53,370	8.4%	54,439	8.5%	2.0%
Jeel Al-majed	8,703	1.4%	8,301	1.3%	(4.6%)
Al-Yasmin	20,498	3.2%	20,387	3.2%	(0.5%)
creative	2,270	0.3%	452	0%	(80.1%)
Buckswood	0	0.0%	1,509	0.2%	0%



Educational curricula

Saudi



Egypt



USA



France












India



UK



National schools portfolio Overview of national curriculum portfolio








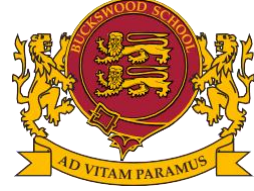









	 مدارس الرواد الأهلية Al-Rowad Private Schools Rowad					 مدارس النخيل الأهلية Al-Nokhbah Private Schools	 مدارس الفكر الأهلية Al-Feker Private Schools	 مدارس الوسط Alwasat Schools	 مدارس أمجاد قرطبة Amjad Qurtuba Schools	 الشركة الأكاديمية للخدمات التعليمية ACES	 نبعة NABA	TOTAL AVG
	Al- Izdihar	Al-Rawabi	Al- Mansoura	Ishbilia	Al- Anduls	Al- Nokhbah	Al- Feker	Al Wasat	Amjad Qurtubah	Al jawdah	Al-Manahej	
Curriculum												
Area (sqm)	53,600	14,962	13,225	18,562	12,412	11,046	10,000	12,562	14,281	27,874	9,191	197,715
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	5,275	3,400	2,550	4,500	1,200	1,150	630	2,590	3,080	4,200	2,281	30,856
Number of students	3,094	2,388	2,136	3,935	1,087	934	529	1,014	2,282	2,609	1,426	21,434
Utilization	59%	70%	84%	87%	91%	81%	84%	39%	74%	62%	63%	69%
Avg. net tuition (SAR)	20,300	15,400	12,100	14,800	12,900	10,400	15,200	10,700	16,600	16,000	19,500	15,600
EBITDA Margins	55%	43%	33%	48%	38%	9%	28%	1%	40%	26%	40%	40%
EBITDA contribution1	13%	5.7%	2.8%	10.4%	1.9%	0.06%	0.3%	0%	5.0%	4.4%	3.6%	47.1%
Student to teacher ratio	13.1	13.3	14.2	13.5	14.5	13.9	11.5	13.5	12.5	11.1	11.8	12.9

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	
Curriculum									
Area (sqm)	11,429	13,182	11,557	19,485	25,831	8,015	4,350	7,891	101,740
Real estate ownership	Owned	leased	leased	leased	leased	leased	leased	Owned / leased	
Classrooms	80	148	80	142	184	60	44	29	767
Capacity	2,000	3,600	1,750	3,550	4,700	1,500	520	725	18,345
Number of students	882	2,940	1,342	2,521	4,577	666	525	52	13,505
Utilization	44%	82%	77%	71%	97%	44%	100% +	7%	74%
Avg. net tuition (SAR)	17,800	19,700	16,300	18,800	11,900	12,500	17,100	29,000	16,000
EBITDA Margins	51%	54%	34%	50%	52%	28%	21%	(325%)	45%
EBITDA contribution1	3.0%	11.8%	2.5%	8.7%	10.1%	0.7%	0.5%	(2.2%)	35.1%
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 national curriculum portfolio

	 New Middle East Inter.	 Modern Middle East Inter.	 Al-Yasmin	 TOTAL AVG
				
Curriculum				
Area (sqm)	16,510	14,220	5,5250	35,980
Real estate ownership	leased	leased	Owned	
Classrooms	233	142	88	463
Capacity	6,700	3,550	2,450	12,700
Number of students	5,079	2,749	2,393	10,221
Utilization	76%	77%	98%	80%
Avg. net tuition (SAR)	9,300	8,500	8,500	8,900
EBITDA Margins	60%	59%	60%	60%
EBITDA contribution1	10.8%	5.2%	4.5%	20.5%
Student to teacher ratio	12.2	14	18.3	13.8

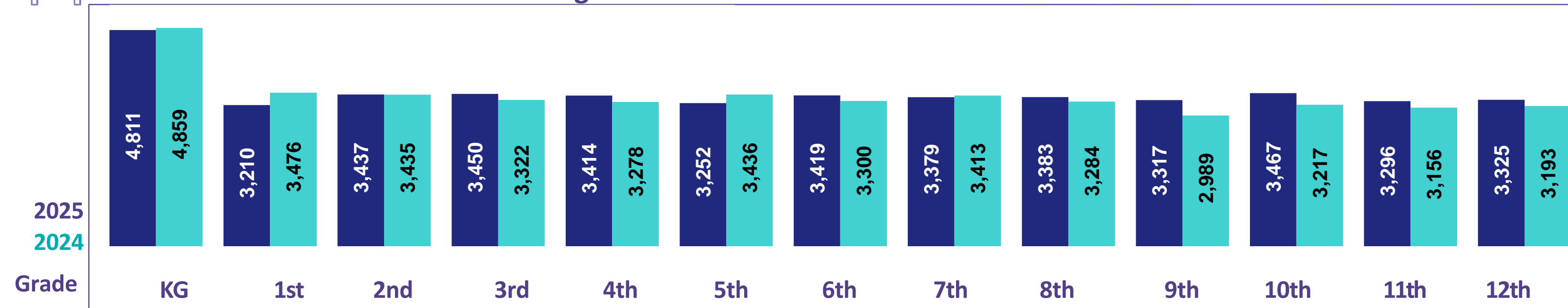
Source: Company information

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 2025(# students)



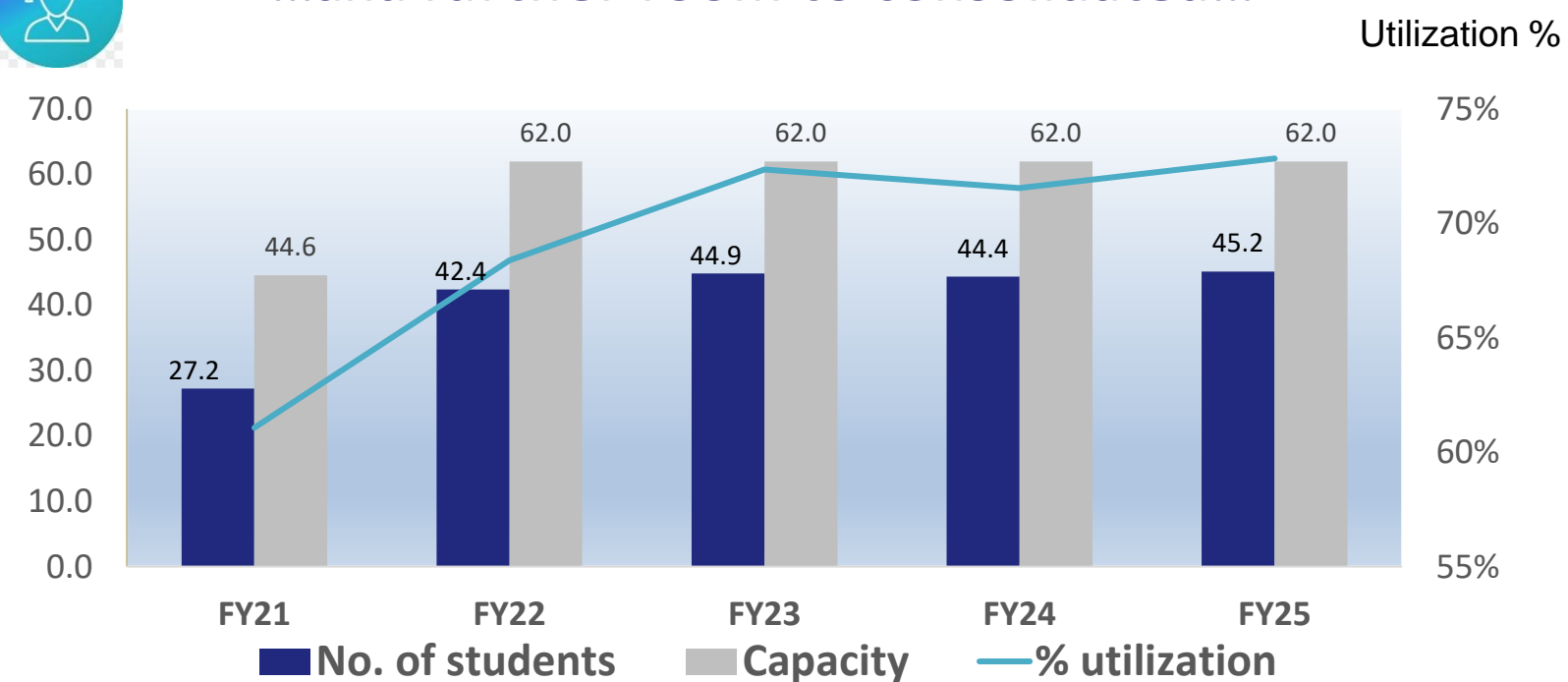
Stable student base across different grades...



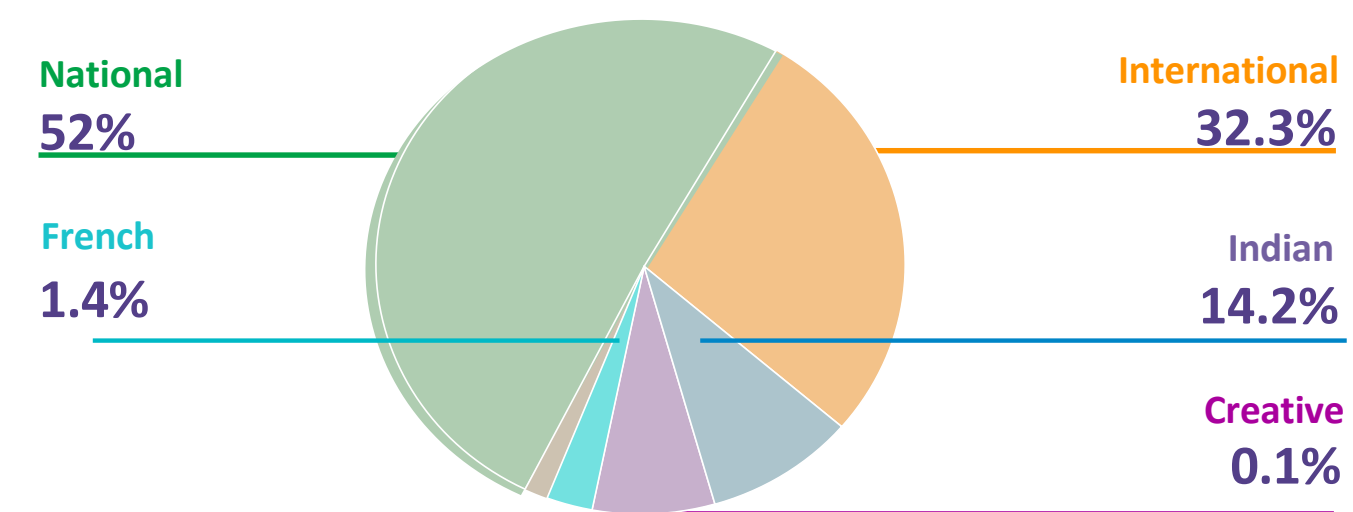
Stable student base across different grades...



...and further room to consolidated...



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



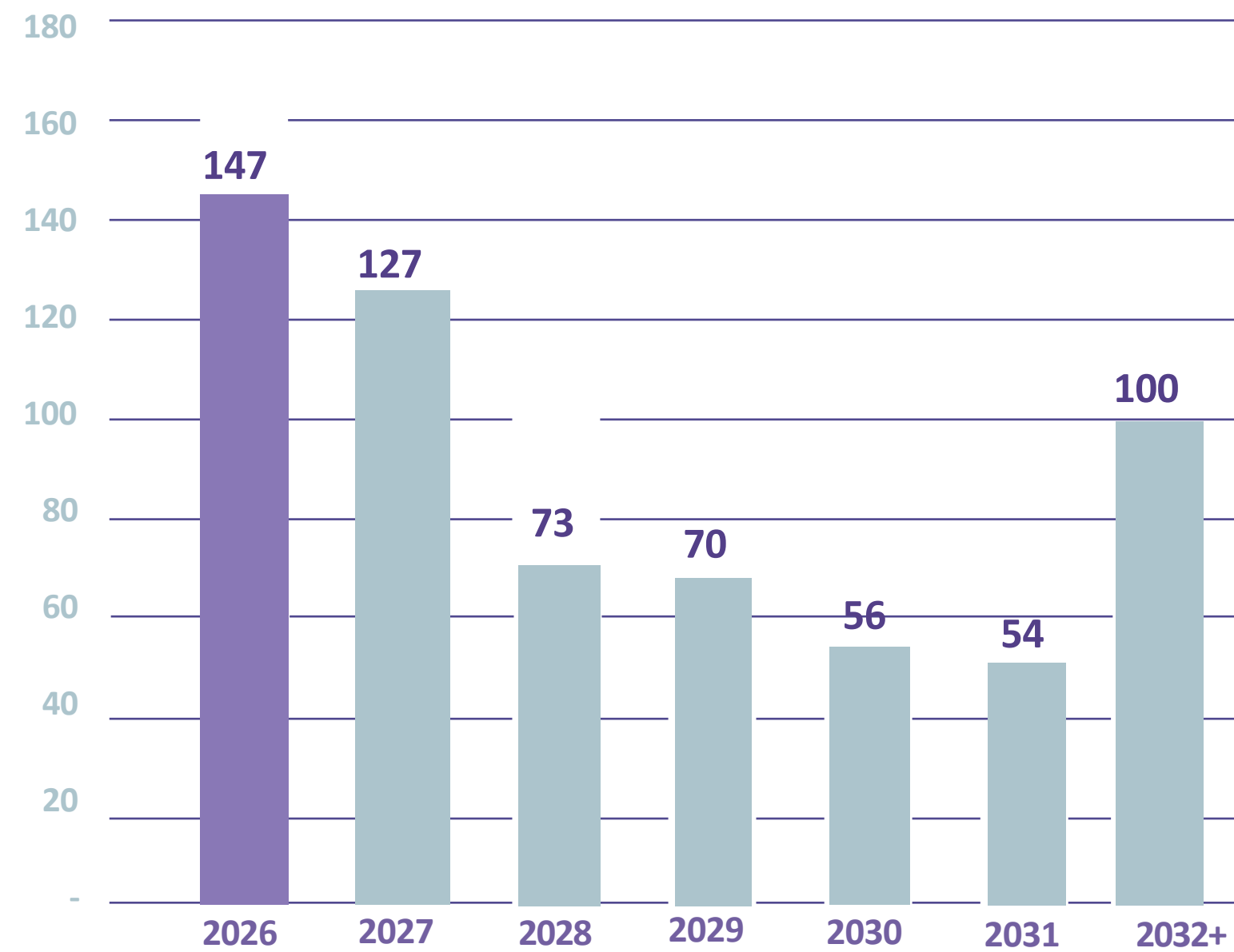


DEBT SUMMARY

...DEBT MATURITY PROFILE ...



Term Loans



	SR in 000s	%
2026	146,912	23.4%
2027	126,553	20.2%
2028	72,951	11.6%
2029	69,830	11.1%
2030	55,996	8.9%
2031	54,045	8.6%
2032	34,565	5.5%
2033	26,899	4.3%
2034	20,328	3.2%
2035	18,454	2.9%
Total	626,533	



**Projects
completed**



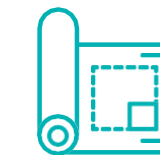
Opening of the new building **Al-Wasat Private Schools** Al Salam neighborhood in Riyadh



New Academic Years 2024-2025



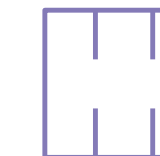
capacity
2.6 K



Land area
12,562 sqm



Number of classes
105 class



School Parking
185

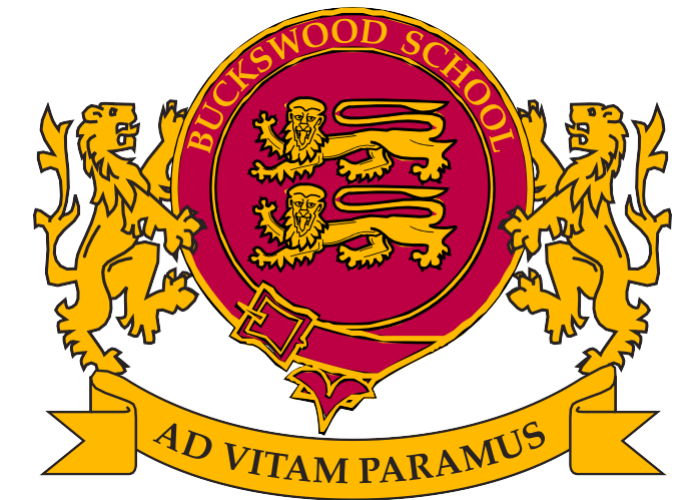


Labs
20 labs



admin offices
86 admin offices





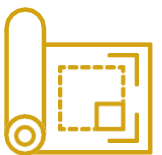
BUCKSWOOD SCHOOL

RIYADH

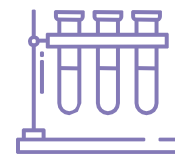
New Academic Years 2024-2025



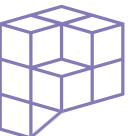
capacity
725



Land area
7,891 sqm



Labs
4 labs



admin offices
5 admin offices



Classes
29 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
80%



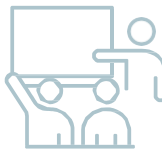
Ataa Upcoming Growth
Tahlia Project



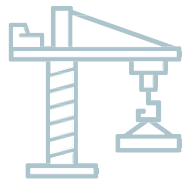
Land area
13,942 sqm



Location
**Riyadh,
Sulaymaniyah district**



Estimated opening date
Academic year 2026-2027



Estimated project cost
75 million Saudi Riyals



capacity
2.8 K students

**New Academic Years
Updates 2025-2026**

Educational sector



New Academic Year (2025-2026) Update



Number of students

01 Sept 2025	43,376
01 Sept 2024	44,851
31 July 2025	45,160

