



عطاءالتعليمية
Ataa Educational

INVESTOR PRESENTATION

31 July 2025



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

Financial strength1

NetRevenue

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

34Years

Average Capacity Utilization

73%

Student to teacher ratio across schools

13.3x

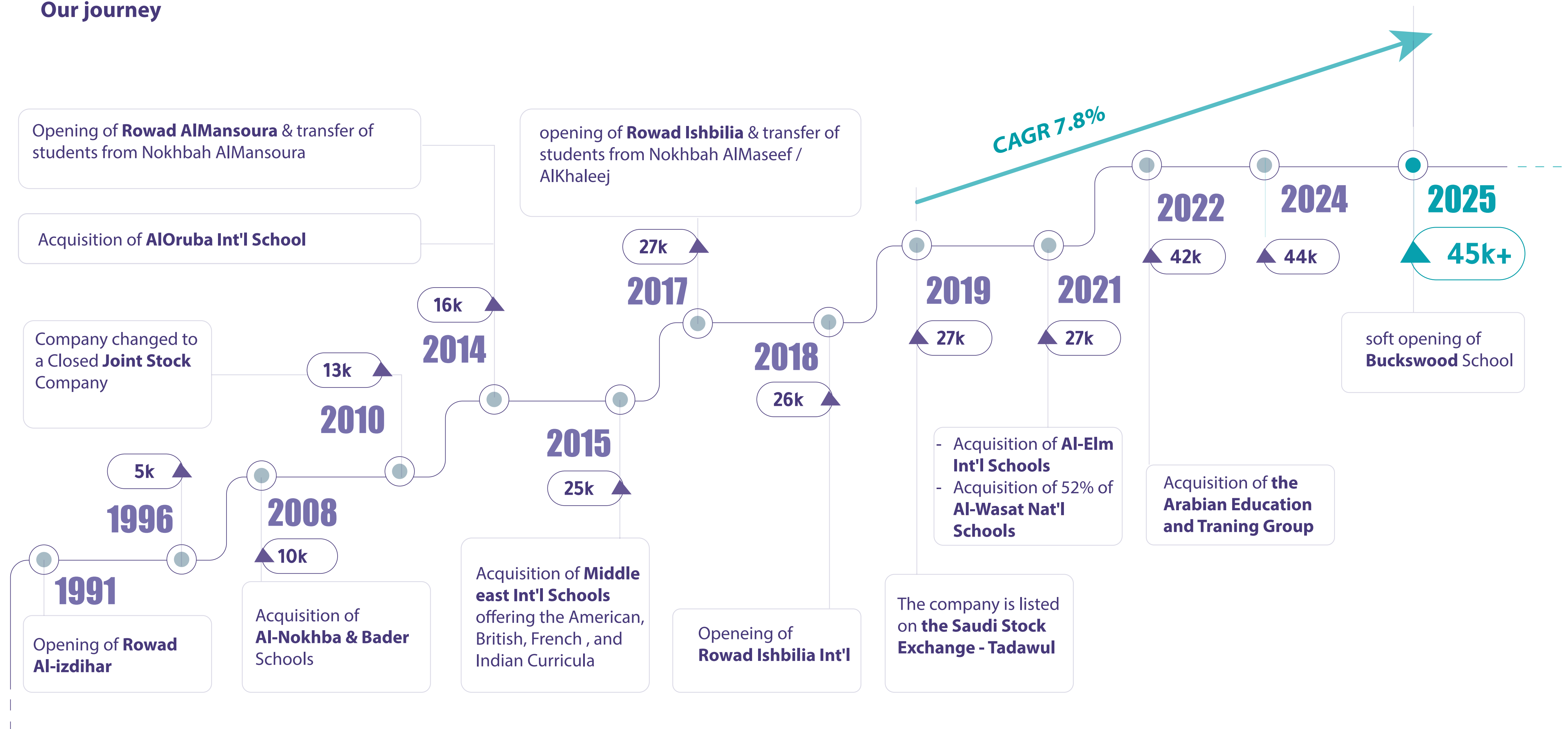
Leading K-12 operator with one of the most diversified offerings in KSA

Note: As of 12M 2025 (ending July 2025), unless mentioned otherwise



Ataa key milestones

Our journey









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

Amjad Qurtubah School

Rowad Private School

Rowad Private School

Al jawdah Private School

Rowad Private School

Al Wasat Private School

Rowad Private School

Al- Feker Private School

Rowad Private School

Al- Nokhbah Private School

Al Ghadir

Qurtubah

Ishbilyah

Al Izdihar

Al Mughrizat

Alandalus

As Salam

Ar Rawabi

Ar Rahmaniyyah

Al Mansourah

Al-karj



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Reach Us



Consolidated
Financial Results

	2025	2024
 <i>Revenues</i>	641M SAR 1% Growth	637M SAR
 <i>EBITDA</i>	228M SAR 7% Growth	213M SAR
 <i>Number of Students</i>	45,160 2% Growth	44,358
<i>Student / Teacher ratio</i>	13.3	13.1

	2025	2024
 <i>Net Income</i>	83M SAR Shareholders' 31% Growth	63M SAR Shareholders'
	81M SAR Company 22% Growth Margin 13%	67M SAR Company Margin 11%
 <i>EBITDA Margin</i>	36%	34%
<i>Earnings per share</i>	1,97 SAR	1,51 SAR

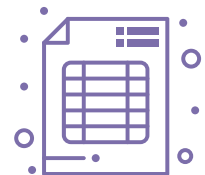
Note: As of 12M 2025 (ending July 2025), unless mentioned otherwise



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
Student / Teacher ratio	13.3	13.1

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

Note: As of 12M 2025 (ending July 2025), unless mentioned otherwise



Key Financial SUMMARY



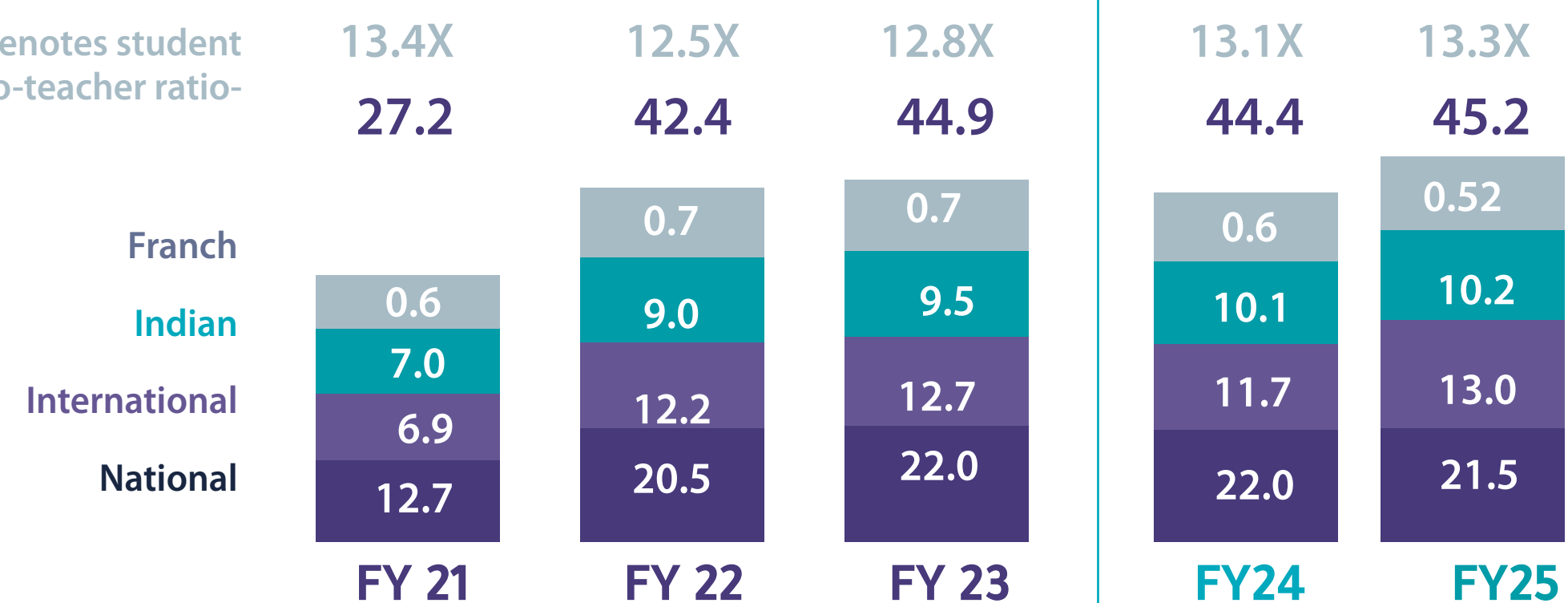
Robust financial performance



Number Of Student

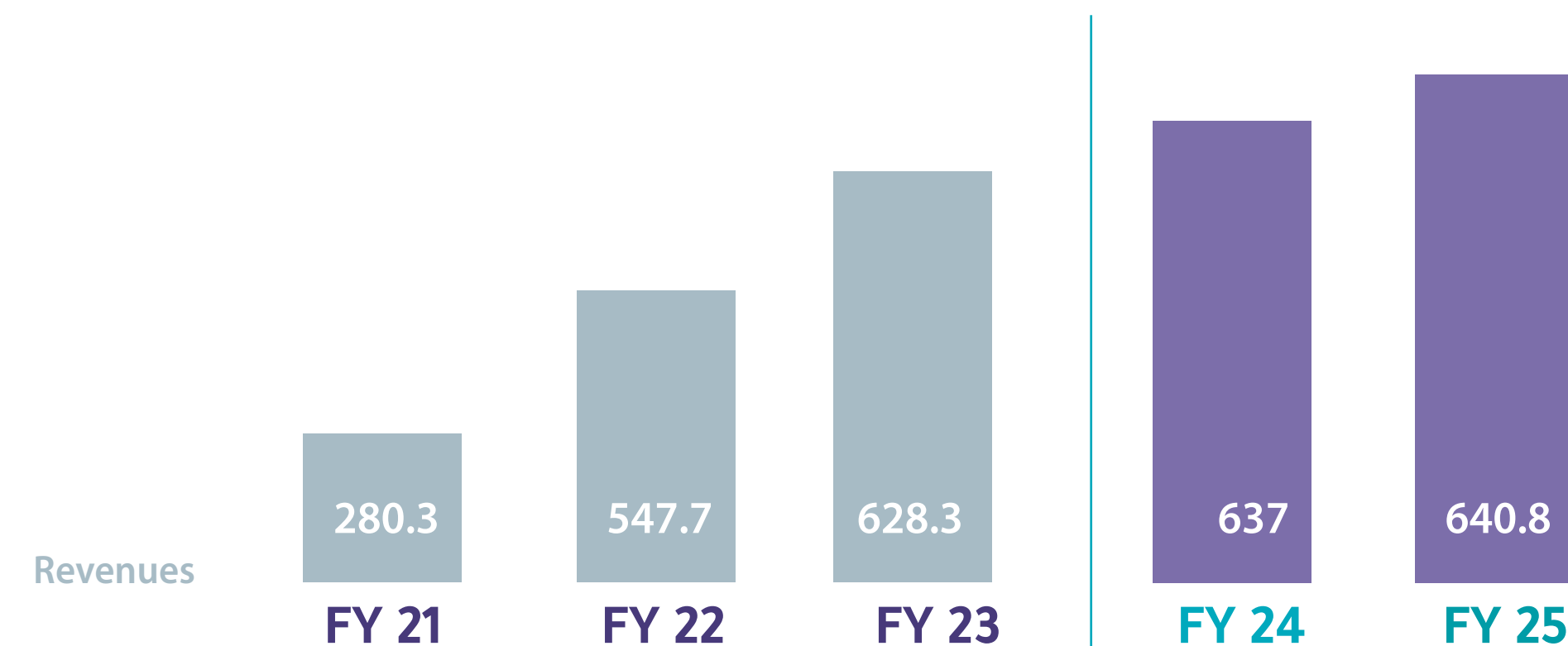
Thousands

Denotes student to-teacher ratio-



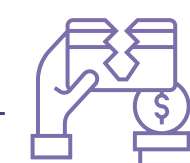
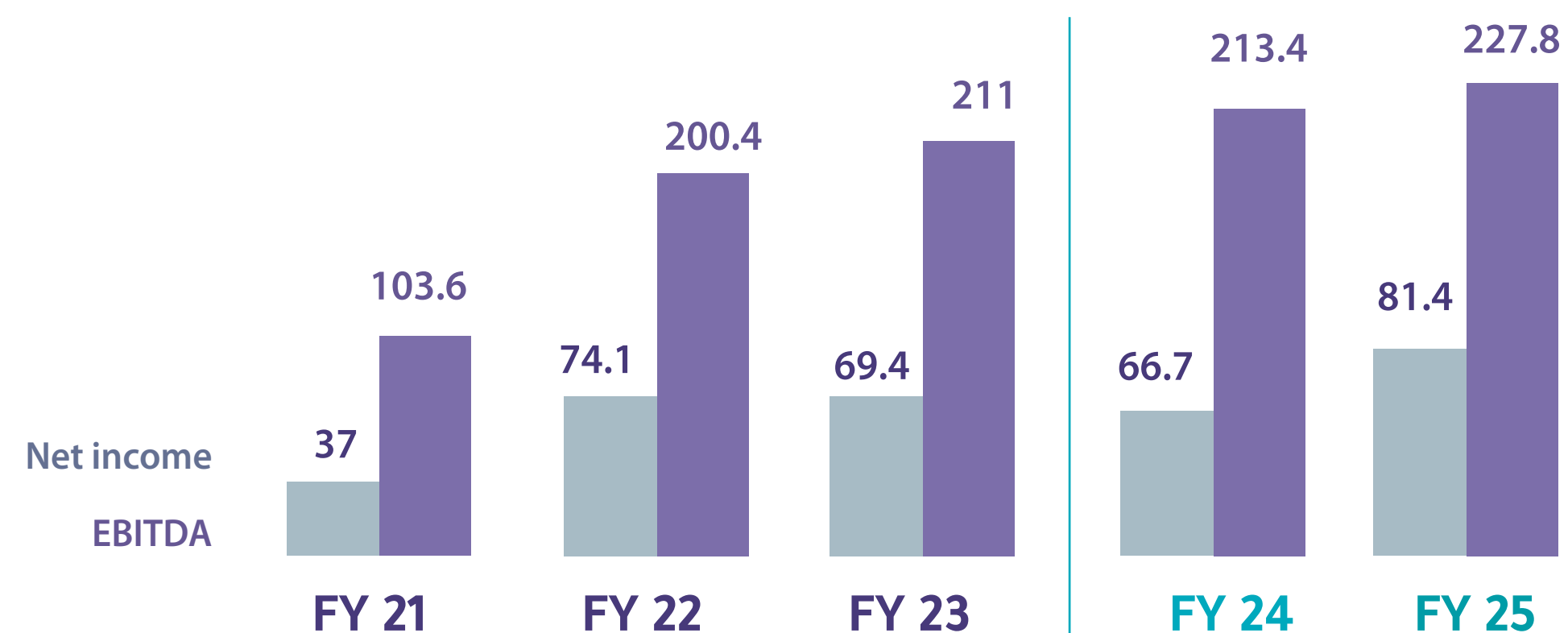
Revenues

SARm



Net Income and EBITDA

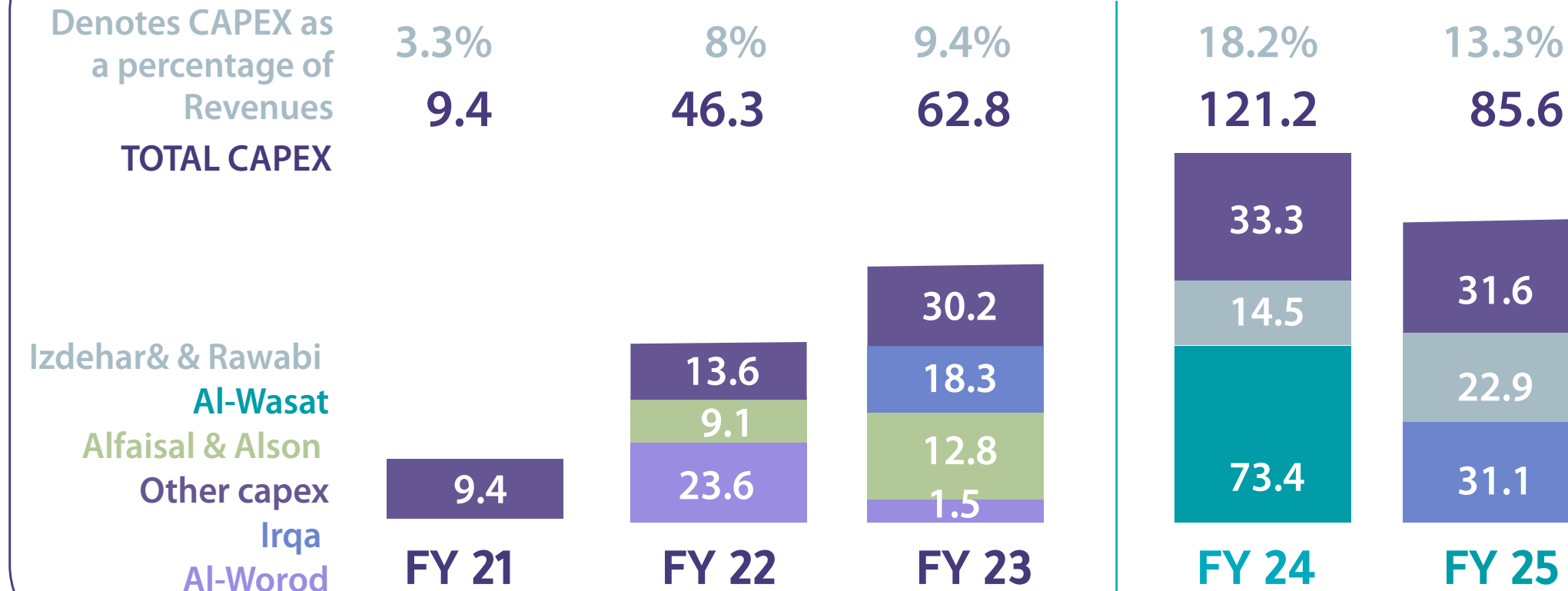
SARm



CAPEX

SARm

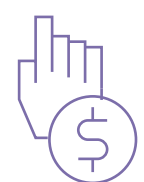
Denotes CAPEX as a percentage of Revenues
TOTAL CAPEX



Source: Company information

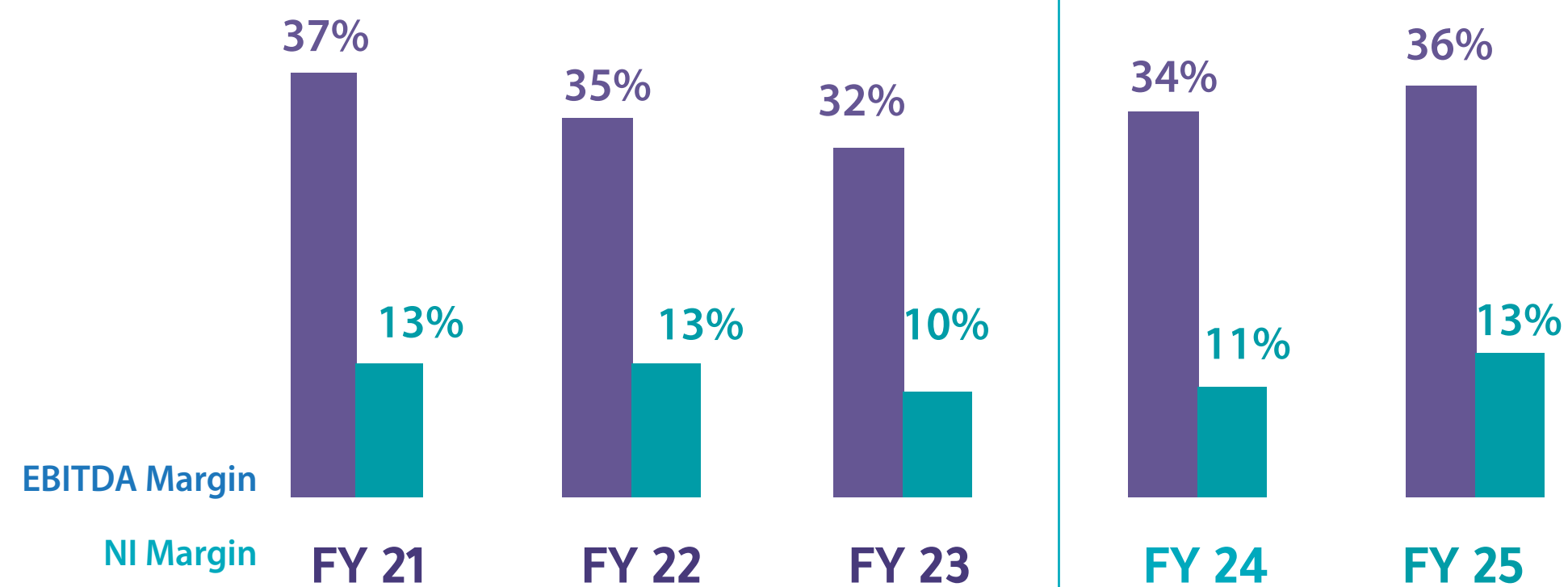


Strong margins to drive cash generation with significant headroom to grow



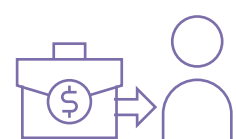
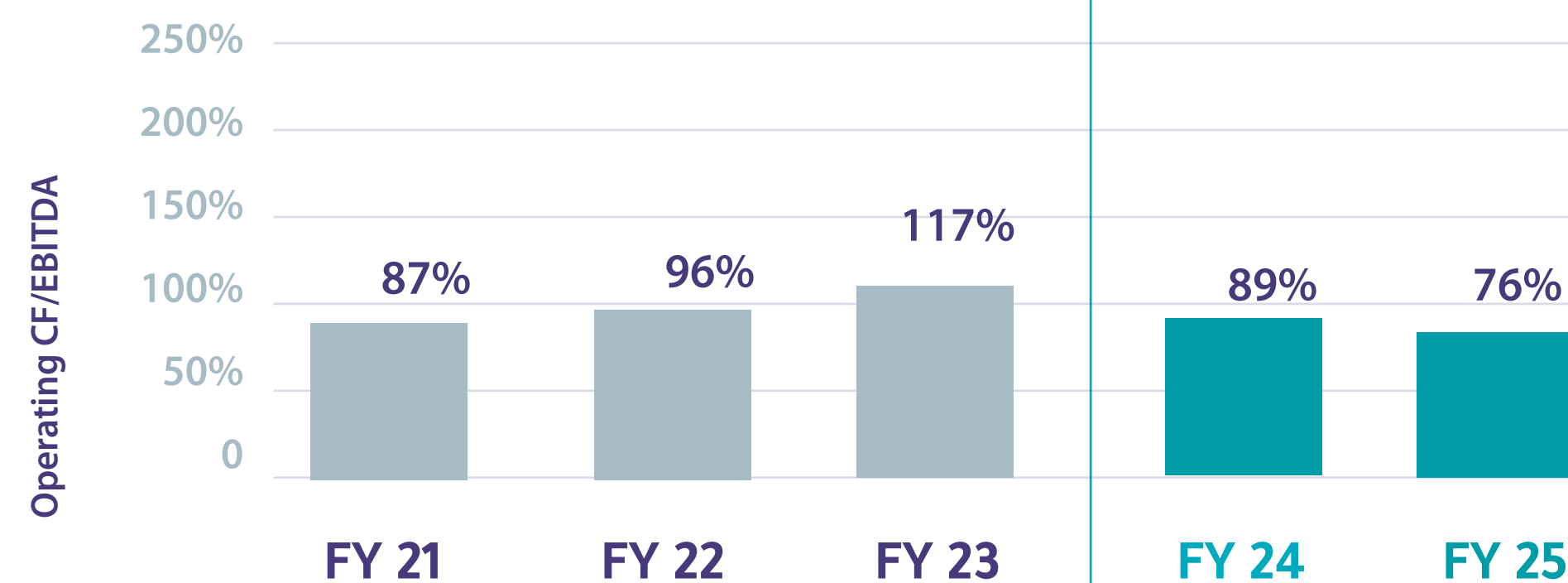
...Strong sustainable margins

%



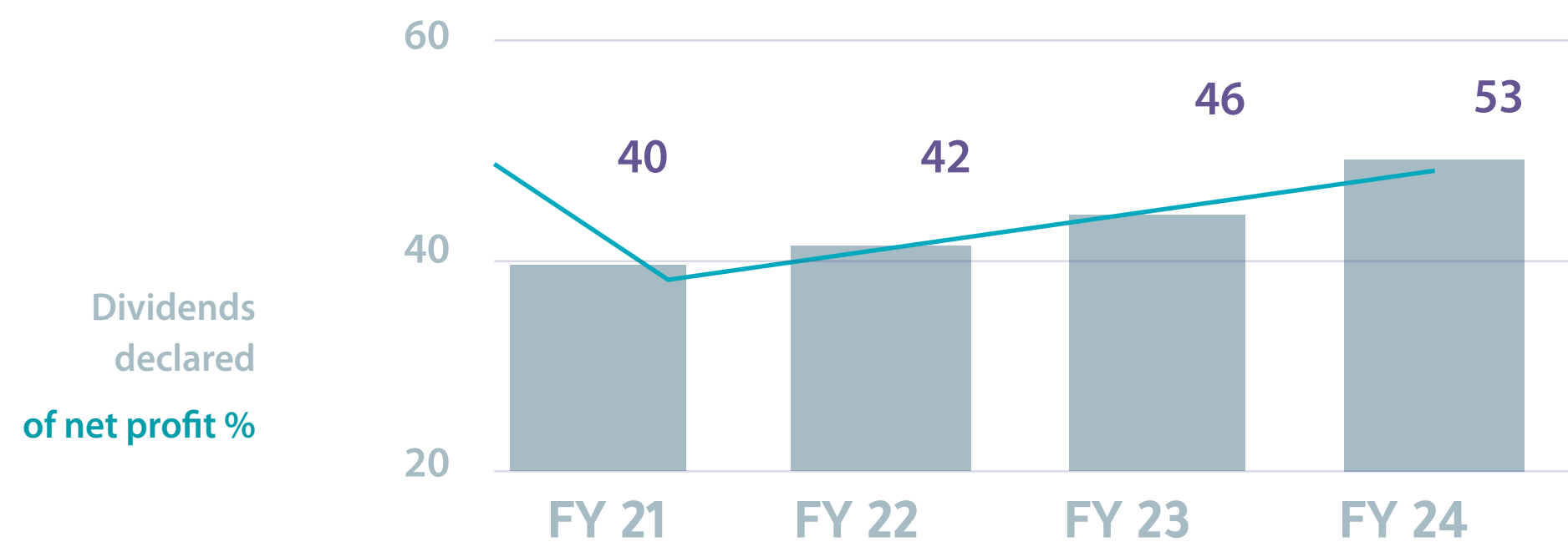
...driving cash generating profile...

%



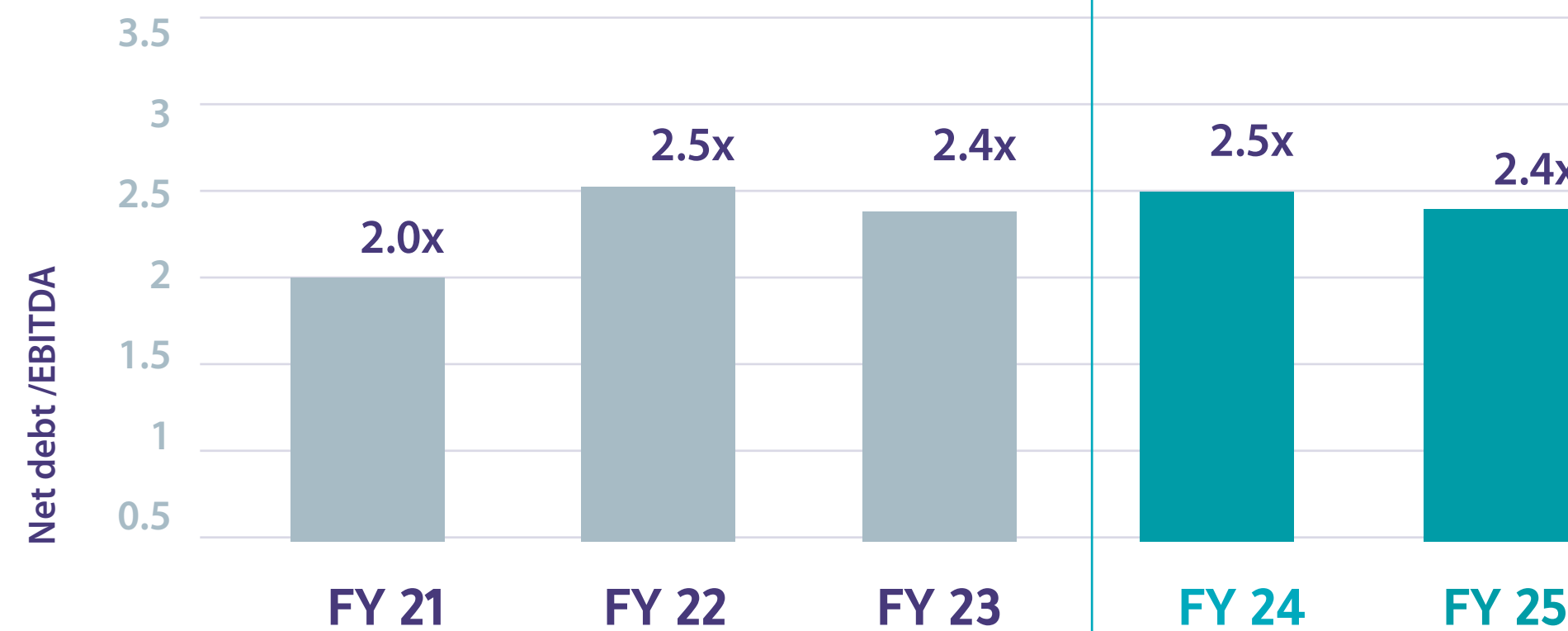
...and dividends distributions...

SARm



...with significant headroom to grow

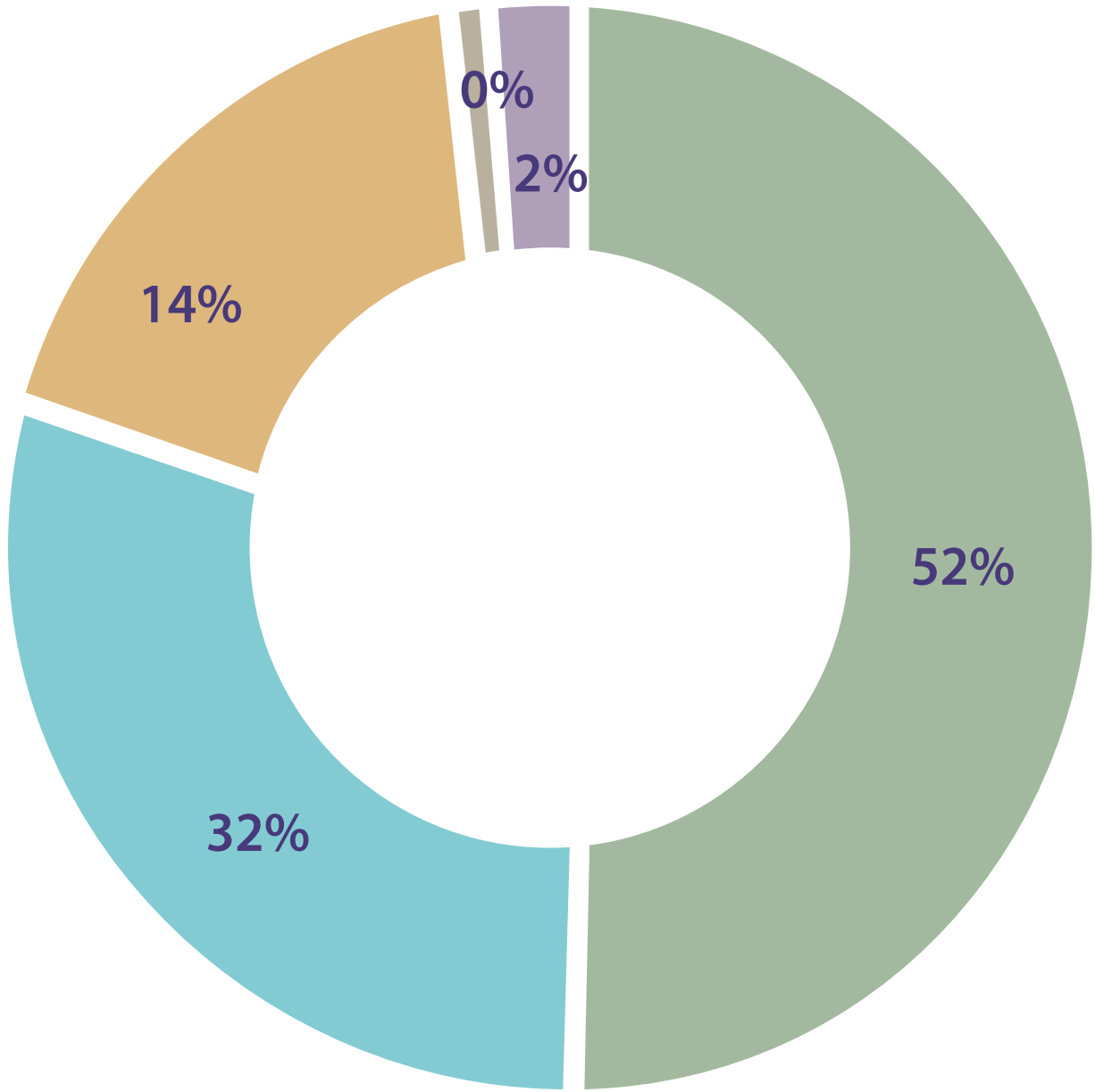
x



Source: Company information

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 (YTD24-25)
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 East Inter.	20,418	3.2%	23,248	3.6%	13.9%

Revenue by Type	2024	%	2025	%	Var (YTD24-25)
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%	0.0%

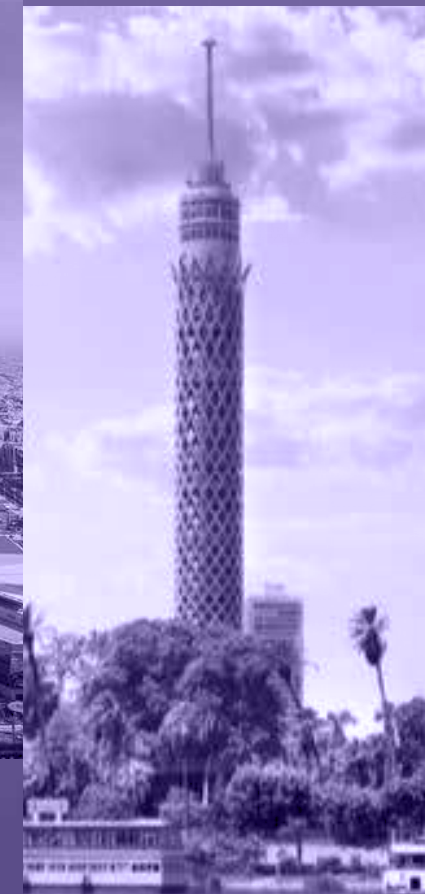
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Educational curricula

Saudi



Egypt



USA



France



India



UK



National schools portfolio Overview of national curriculum portfolio

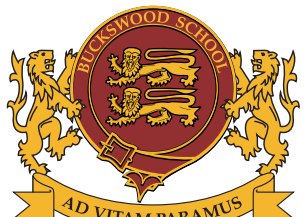
	Rowad مدارس الرواد الأهلية Al-Rowad Private Schools					Al- Nokhbah مدارس النخيل الأهلية Al-Nokhba Private Schools	Al- Feker مدارس الفكر الأهلية Alwasat Schools	Al Wasat مدارس الوسط Alwasat Schools	Amjad Qurtubah مدارس أمجاد قرطبة Amjad Qurtuba Schools	Al jawdah الشركة الأكاديمية للخدمات التعليمية ACES	Al-Manahej نبعة NABA	TOTAL AVG
	Al- Izdihar	Al-Rawabi	Al- Mansoura	Ishbilia	Al- Anduls							
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	1,200	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 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)	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 contribution ¹	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



Indian schools portfolio Overview of Indian curriculum portfolio

	 New Middle East Inter.	 Modern Middle East Inter.	 Al-Yasmin	TOTAL AVG
Curriculum		 		
Area (sqm)	16,510	14,220	5,250	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 contribution ¹	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

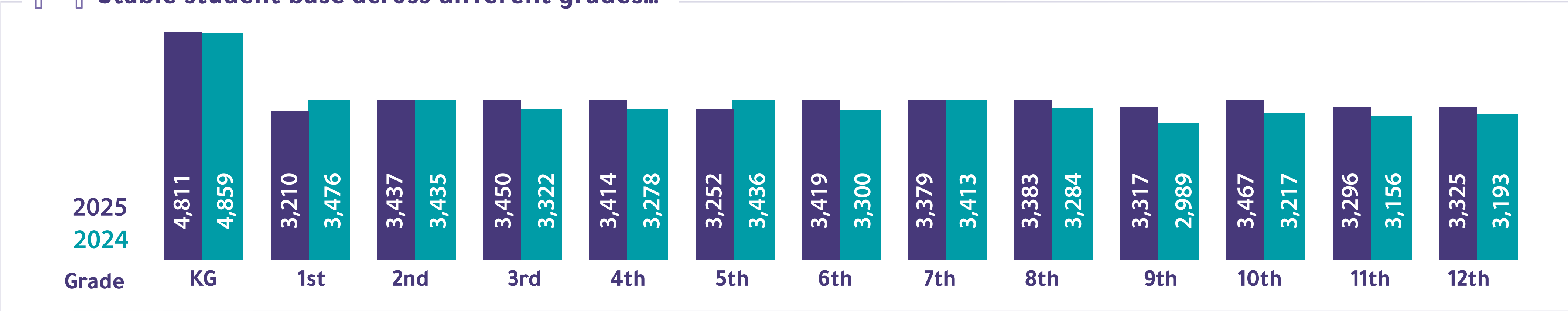
Highly diversified student base with further room to consolidate

Stable student base across different grades... Number of students in each grade as of 2025(# students)



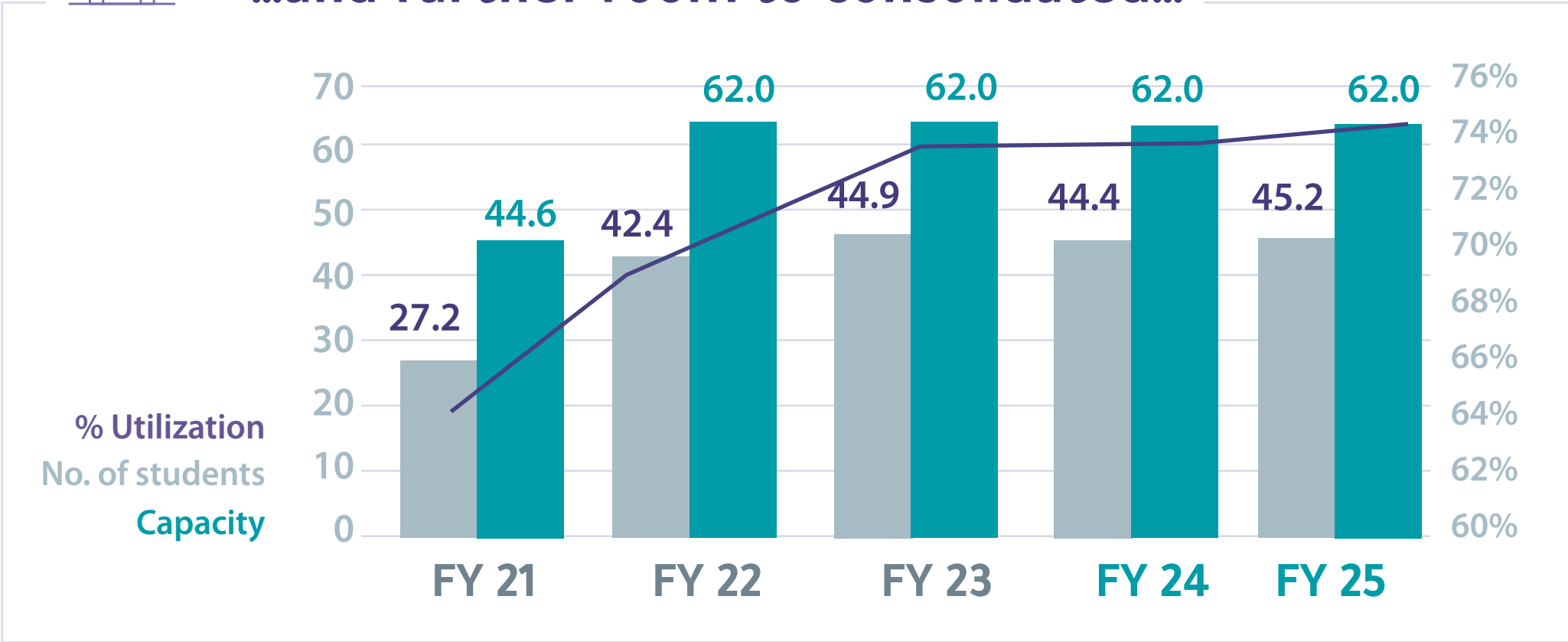
Stable student base across different grades...

Stable student base across different grades...



...and further room to consolidated...

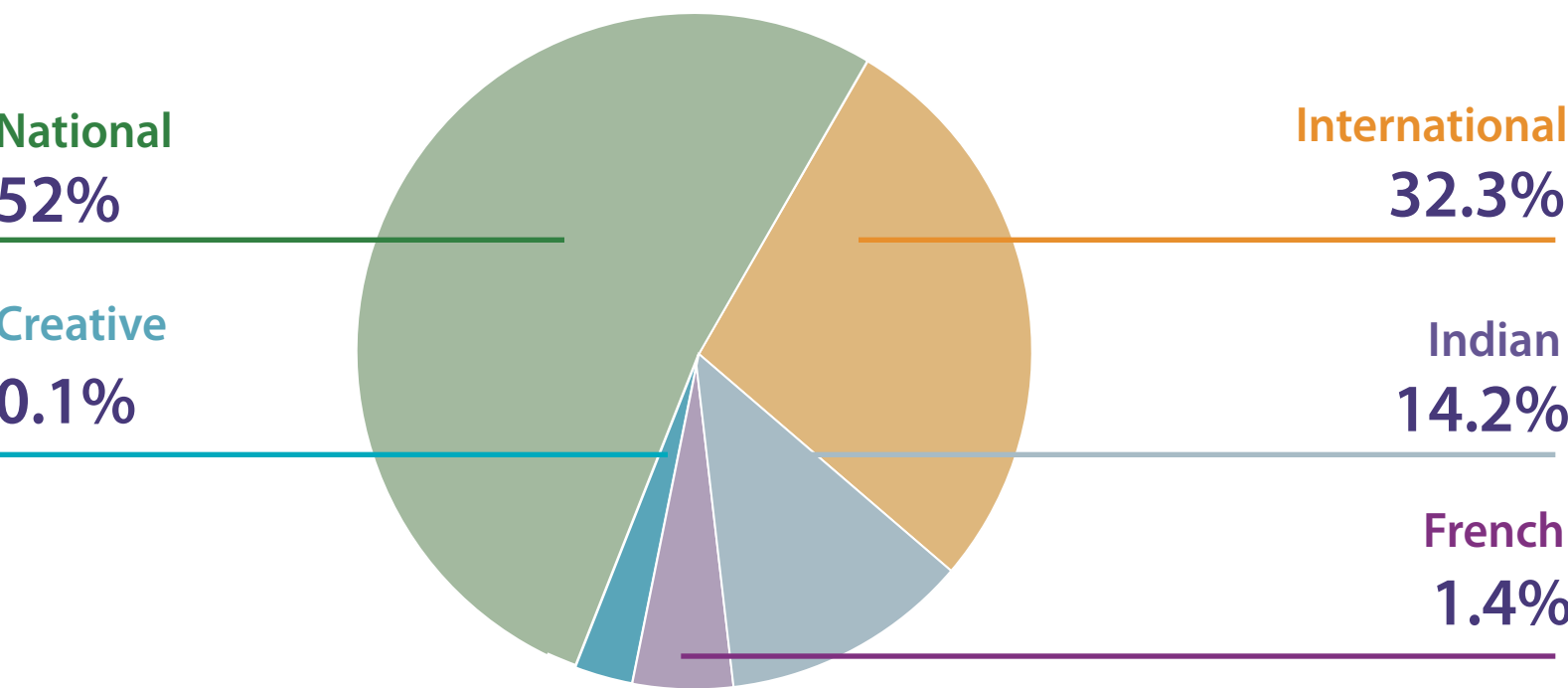
%



...with a diversified revenue base...

Net tuition revenue per curriculum (%)

%



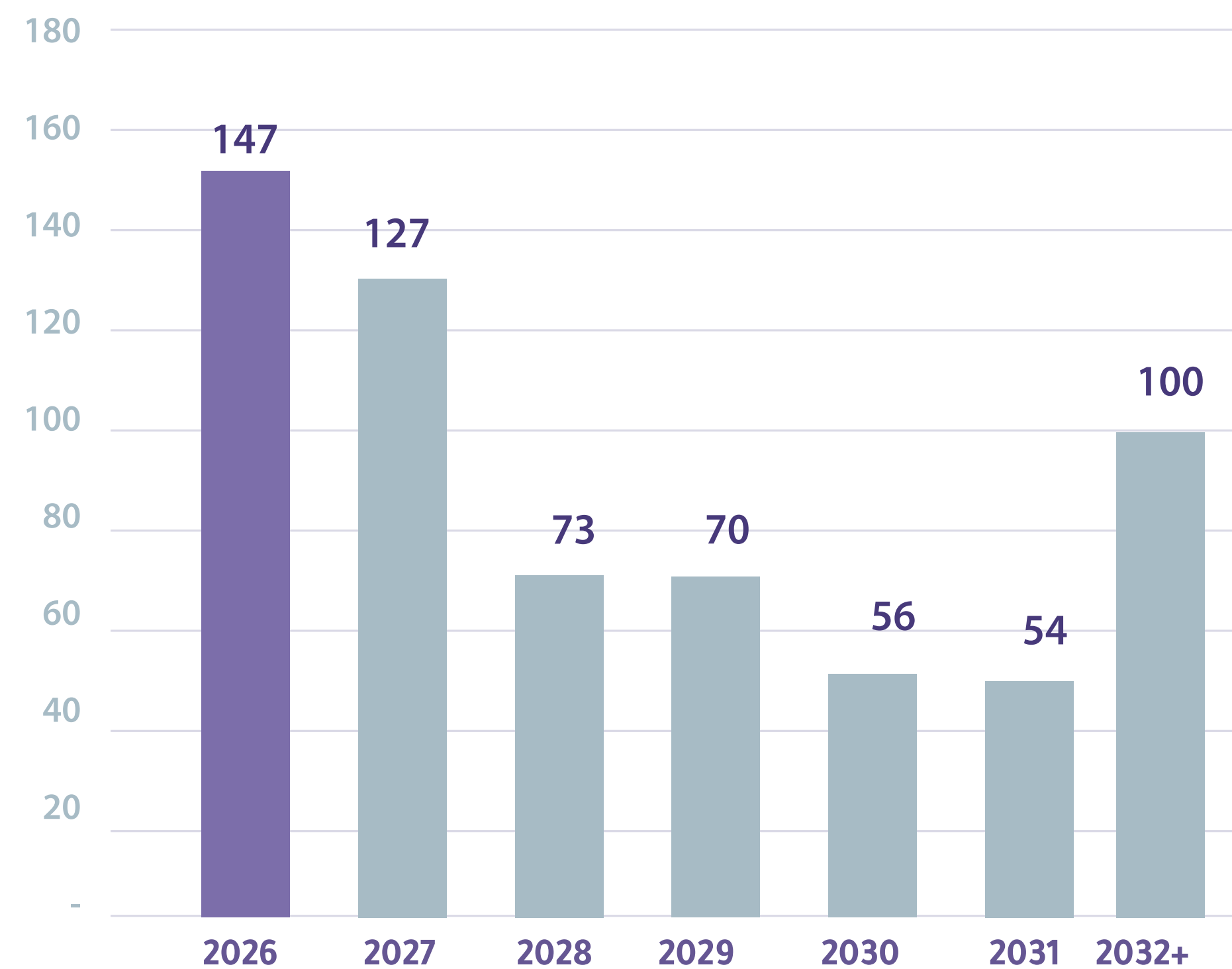


DEBT SUMMARY

...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	



Highlights

Two Completed Projects



مدارس الوسط
Alwasat Schools

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

New Academic Years 2024-2025



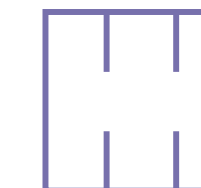
capacity
2.6 K



Land area
12,562 sqm



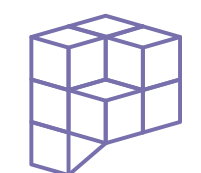
Number of classes
105 class



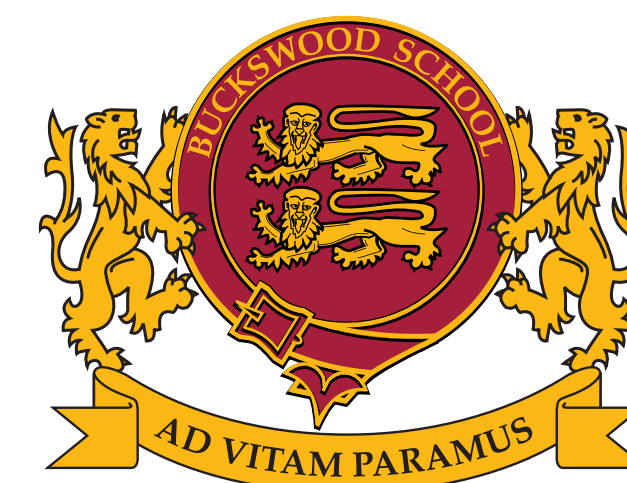
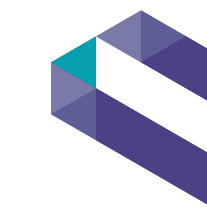
School Parking
185



Labs
20 labs



admin offices
86 admin offices



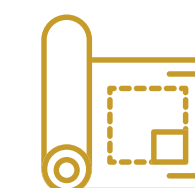
BUCKSWOOD SCHOOL

RIYADH

New Academic Years 2024-2025



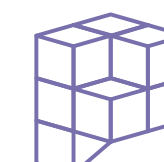
capacity
725



Land area
7,891 sqm



Labs
4 labs



admin offices
5 admin offices



Classes
28 class

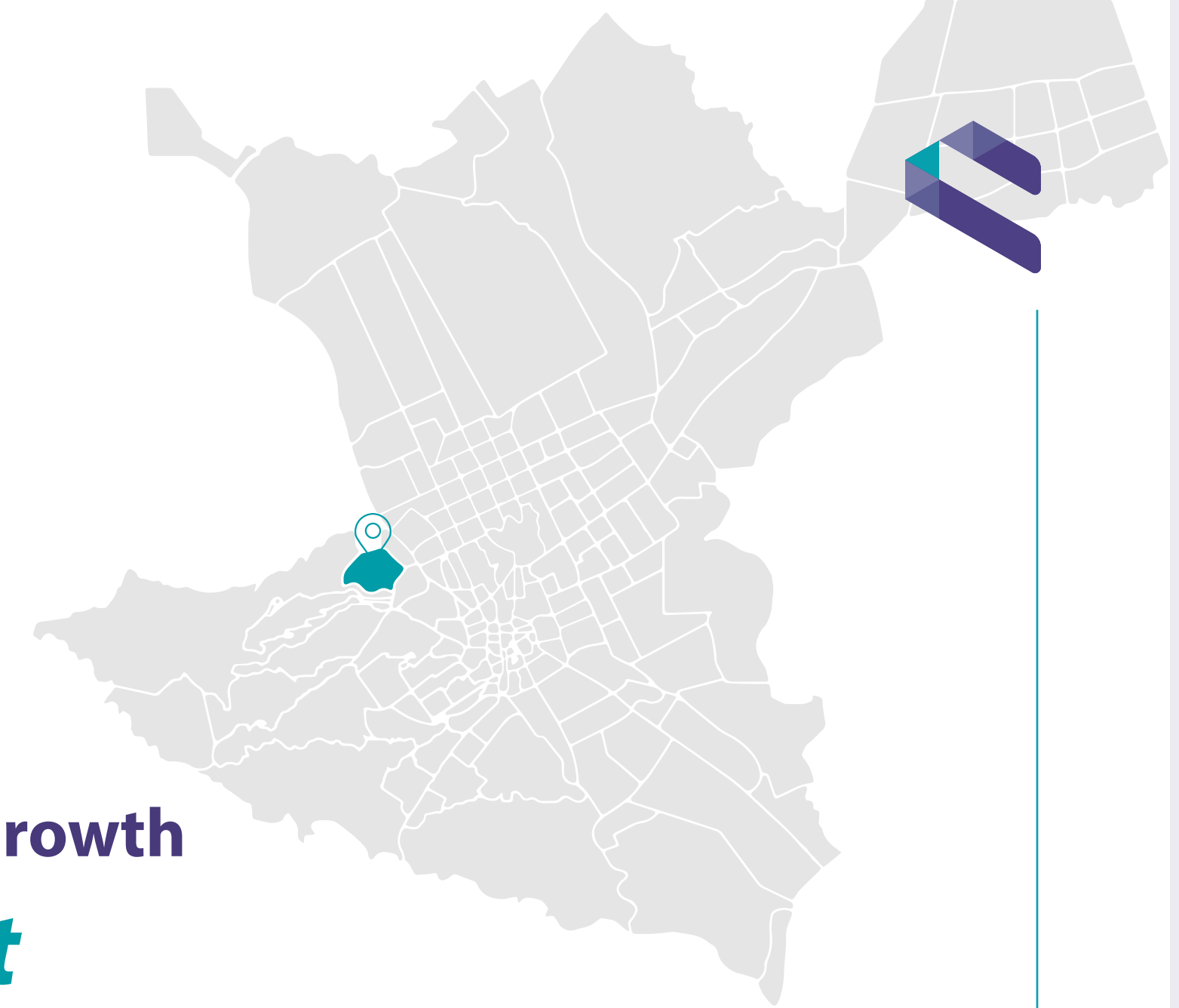


TWO

Upcoming Growth



Ataa Upcoming Growth *Irqa Project*



Land area
10,000 sqm



Location
Riyadh, Irqa district



Estimated opening date
Academic year 2025-2026

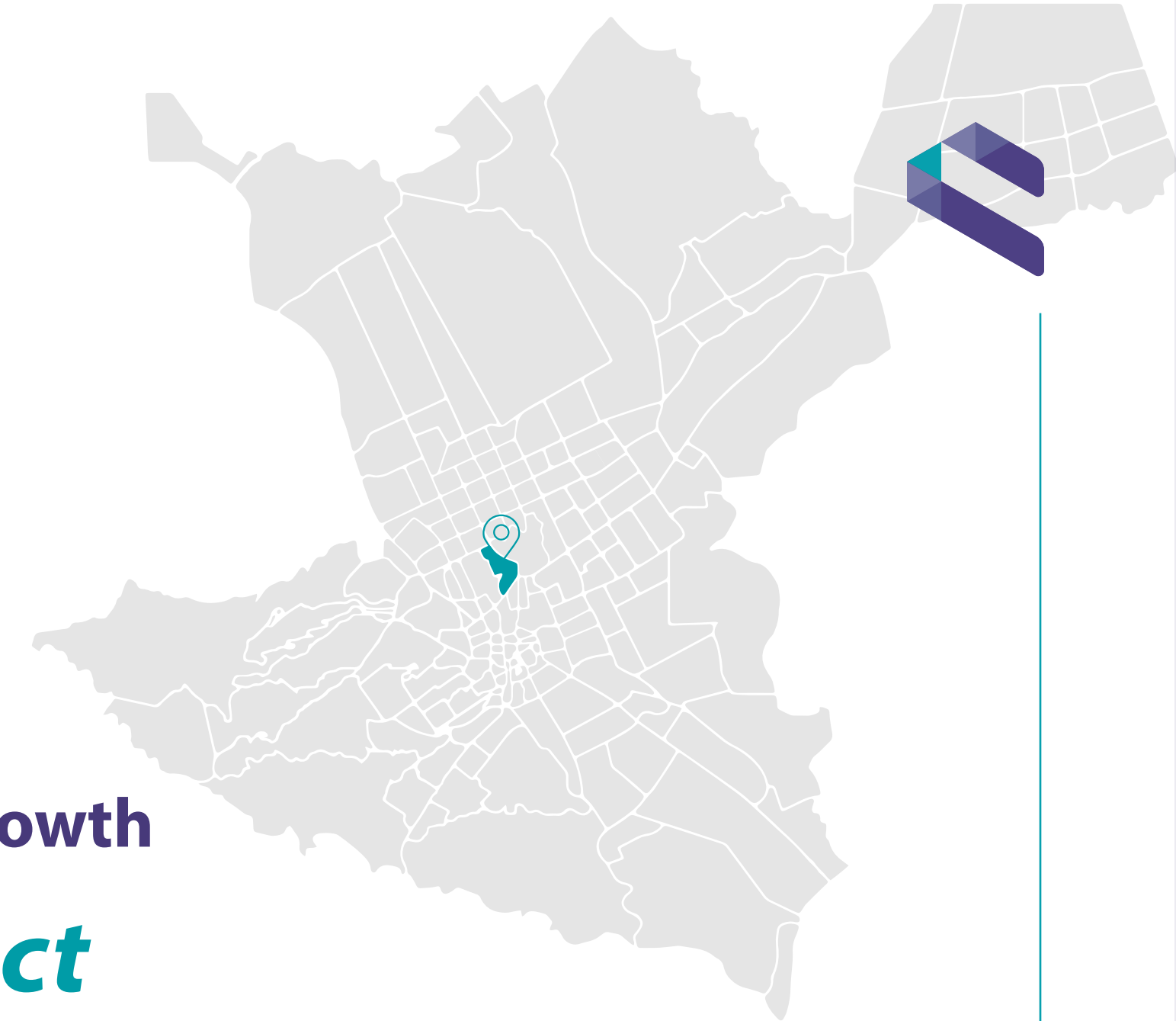


Cost
59 million SAR

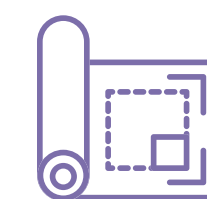


Project completion rate
100%





Ataa Upcoming Growth *Tahlia Project*



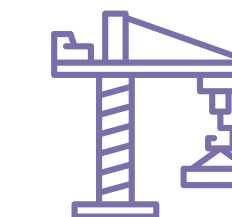
Land area
13,924 sqm



Location
Riyadh, Irqa district



Capacity
2.2 K students



Estimated project cost
72 million SAR





New Academic Years Updates 2025-2026

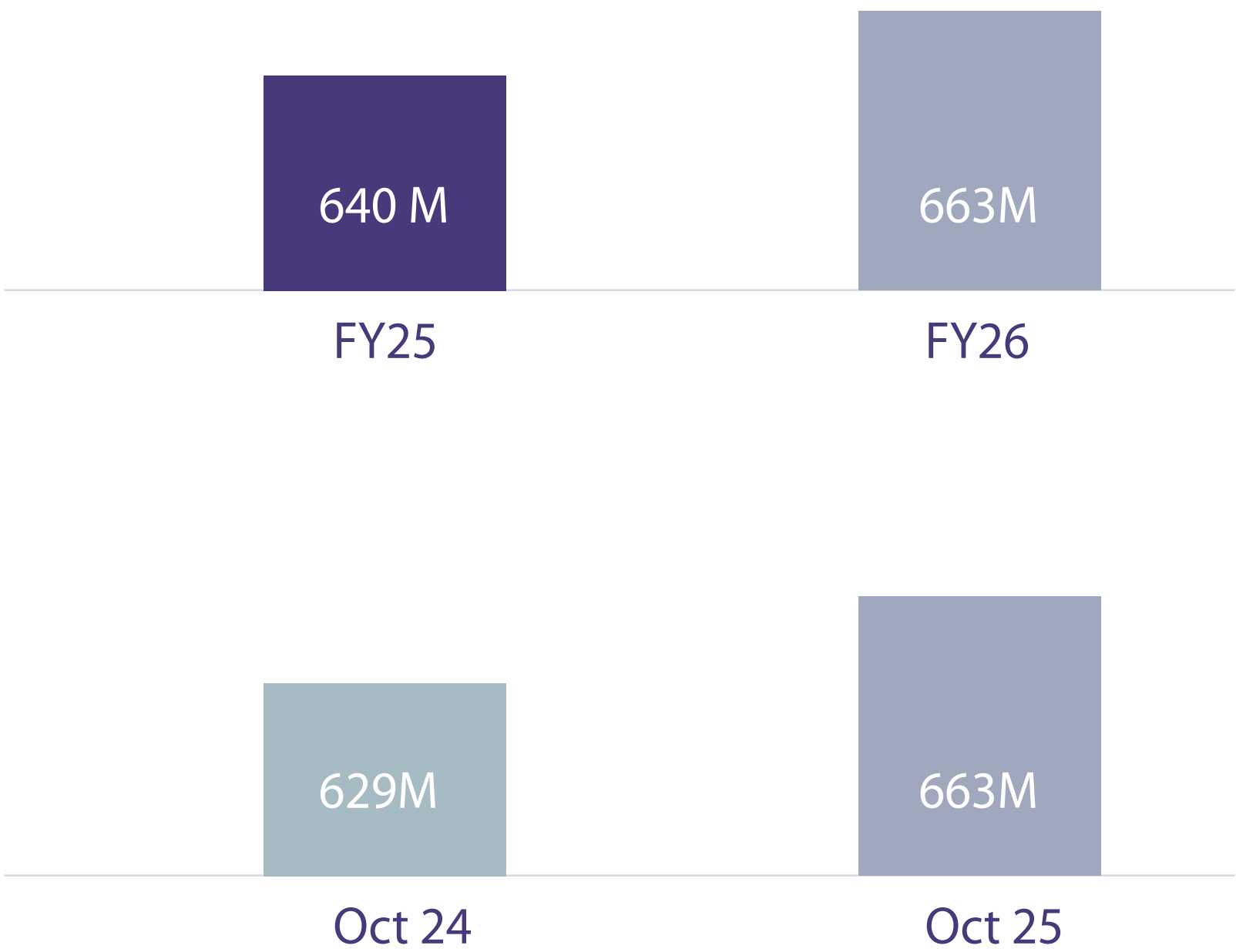
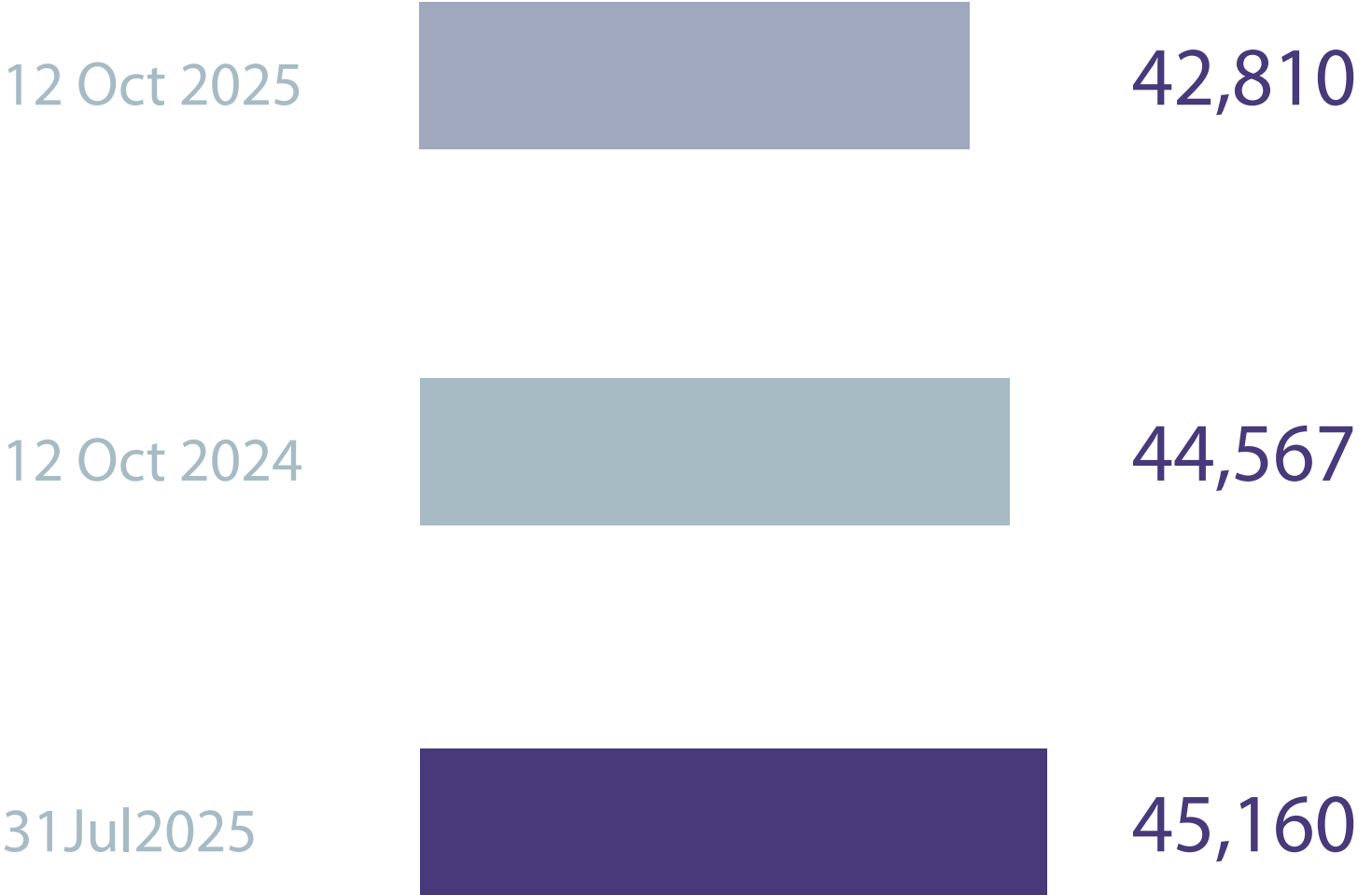




New Academic Year (2025-2026) Update



Number of students



Expected Revenue Growth



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 detials



Academic Year 2022:2024

Total of achievements
(Local and around the world)

International



National Sector	25	00	14	02	04	05
International Sector	59	00	41	01	08	09
	84	000	55	03	12	14

Local



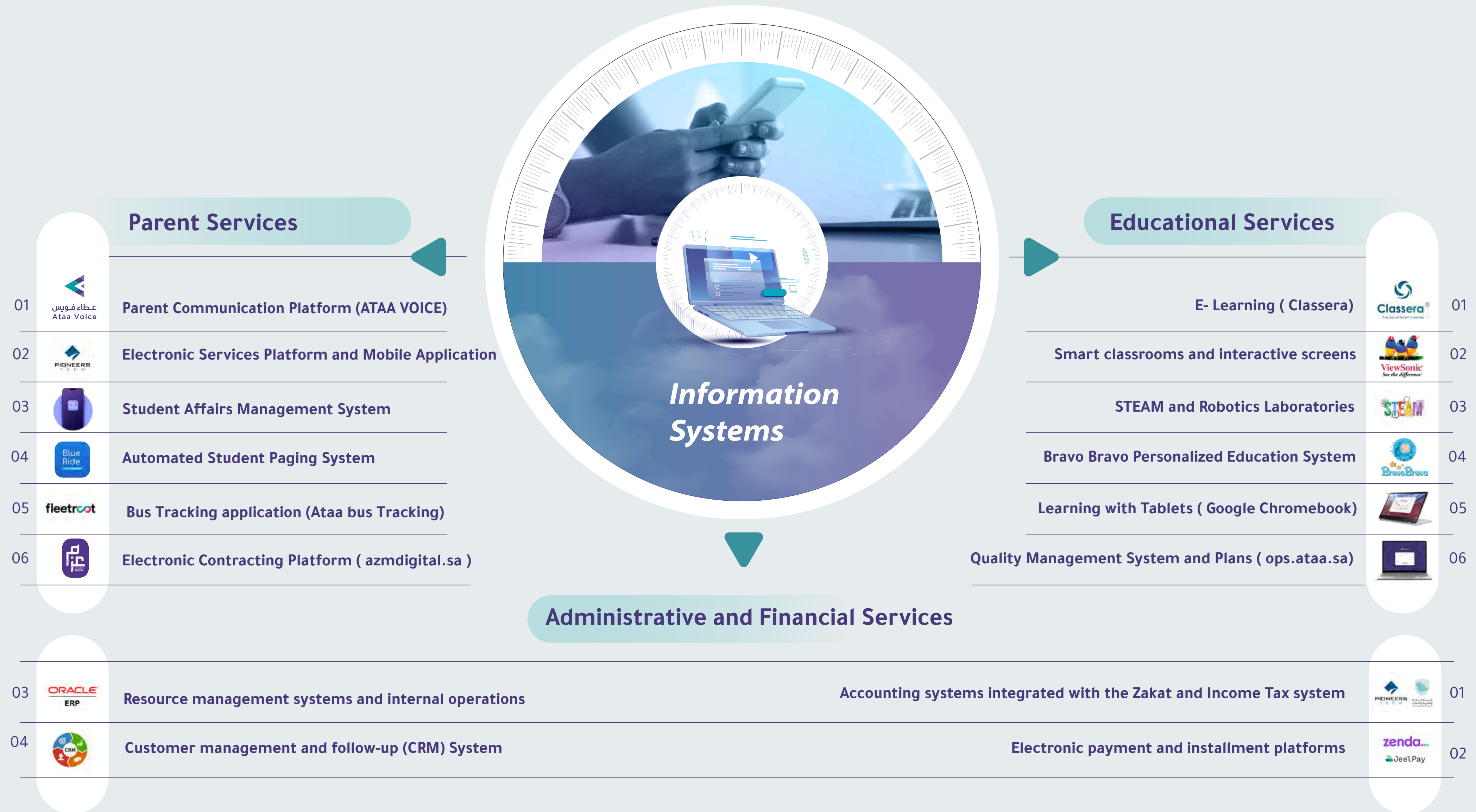
National Sector	1585	1271	102	117	62	33
International Sector	220	146	20	17	18	19
	1805	1417	122	134	80	52

1889

Achievements



For more detials





Talented Students Care Programs

- 01 Qualifying a special team within the company to follow up and support talented individuals.
- 02 Preparing plans to care for and qualify talented students
- 03 Design tools and programs for early detection of talented students
- 04 Building effective partnerships with local and international entities
- 05 Activating the role of educational media in spreading the achievements of the talented
- 06 Involving parents and keeping them informed of their children's progress
- 07 Providing tools, equipment and places to practice activities



Oh Educational services
and extracurricular
activities

Extracurricular activities and programs

- Educational activities that enhance communication and leadership skills 01
- Scientific and technical activities to stimulate innovation and creativity 02
- Developing digital awareness and positive use of technology 03
- Focus on innovation through artistic and handicraft works 04
- Developing cooperation, teamwork and discipline skills 05
- Volunteer programs to promote values and community responsibility 06
- Enhancing social interaction and adaptation to new environments 07

Student Guidance Services

- | | | | |
|----|---|--|----|
| 04 | Continuous communication and strengthening cooperation between family and school | Collecting and analyzing common problems among students | 01 |
| 05 | Developing an integrated values guide with an implementation plan and methodology | Providing educational, psychological and social consultations for teachers, parents and students | 02 |
| 06 | Holding an event dedicated to student orientation day | Linking student counselors to an external support center for support and development | 03 |



عطاء التعليمية
Ataa Educational

Innovative Generation —
— and Solid Values



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