



عطاء التعليمية  
Ataa Educational  
جيلٌ مبدعٌ.. وقيمٌ راسخٌ

# INVESTOR PRESENTATION

31Oct2025  
Q1 2026



Introduction to Ataa Educational Company (“Ataa”)

Ataa snapshot

Financial strength1



NetRevenue

165M SAR



EBITDA Margin

35%



Net Income Margin

13%



Net debt/EBITDA

1.7x

Market leadership1



Largest school operator in Riyadh (2025)

1st



Market share in Riyadh (2025)

10%



Students enrolled in Ataa

43,114



Number of curricula taught

7 across 22 Complexes



Strong fundamentals1



Employed by Ataa

~ 5,350



Operating history

34Years



Average Capacity Utilization

70%



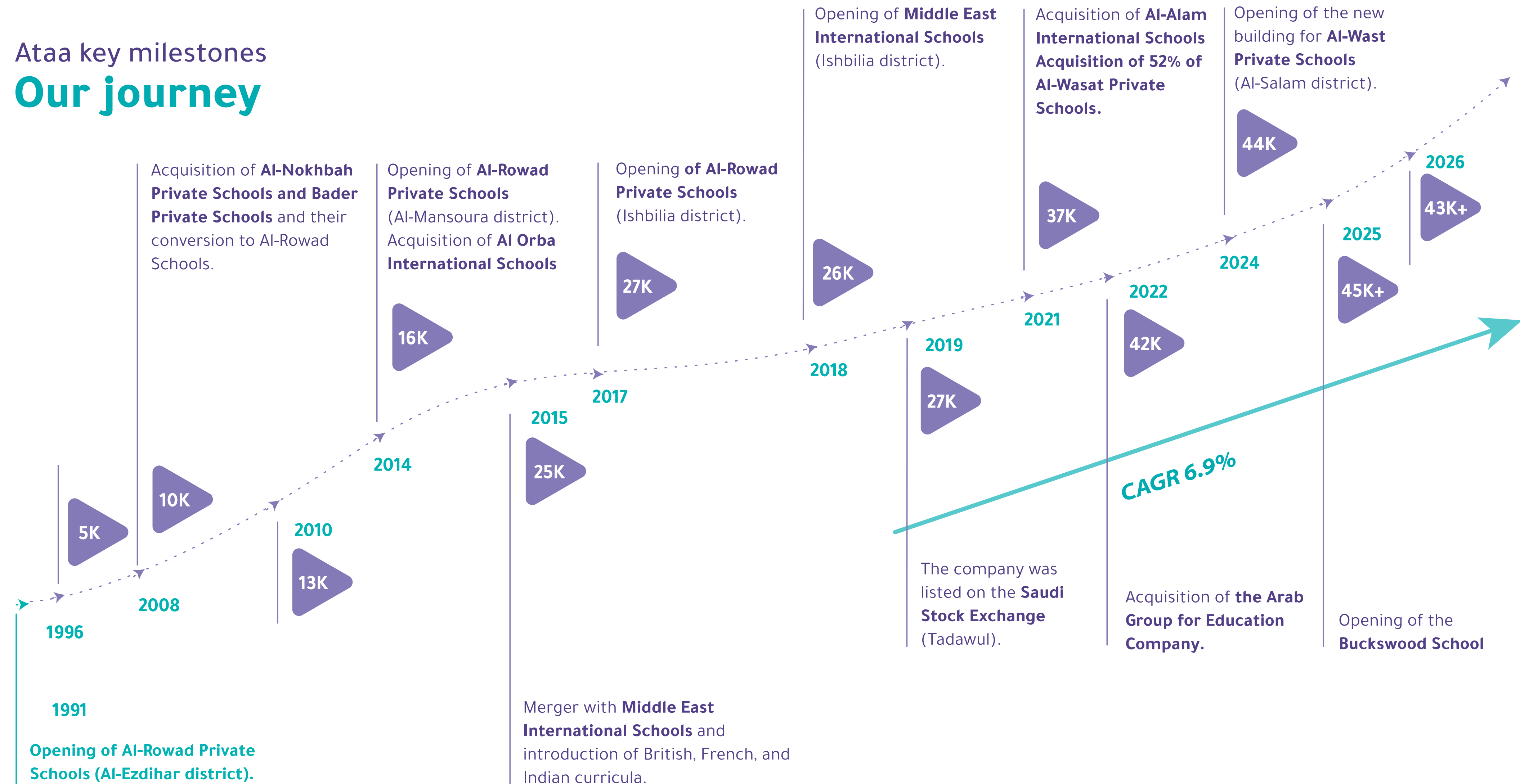
Student to teacher ratio across schools

12.8x



## Ataa key milestones

### Our journey



● Refers to number of students












Source: Company information



## Ataa Educational Complexes

	Al Izdihar	<b>Buckswood School</b>
	An Nahdah	<b>Modern Middle East - Indian</b>
	Ishbilyah	<b>Middle East International</b>
	Al Muruj	<b>Middle East International</b>
	Al Wurud	<b>AI-Elm International</b>
	Umm Al Hamam	<b>Jeel Al-Majd International</b>
	Sulaymaniyah	<b>Modern Middle East - Indian</b>
	Tahlia	<b>ECOLE AL Soulemaniya</b>
	Ar Rafiah	<b>AI Oruba International School</b>
	Al Murabba	<b>AI-Alson International School</b>
	Al Malaz	<b>AI Yasmin International School</b>



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

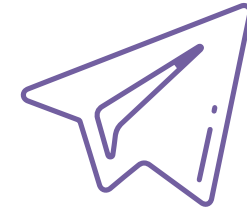


To reach us



## Our vision

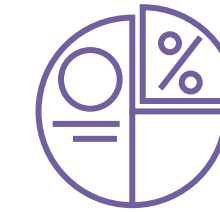
Pioneers in fostering innovation amongst students, equipping them with essential skills and solid values.



## Our message

Enable our students to thrive and grow to their full potential by providing high-quality education through innovative methods aligned with the labor market needs and future skills.

## Strategic Pillars



1. Enhance market standing with respect to competitors.
2. Achieve Academic Excellence with digital transformation.
3. Achieve Operational Excellence.
4. Align with Kingdom's education agenda.
5. Enhance student, parent & teacher's experience.

**Achieve revenues of SAR 1.1 Bn , EBITDA 35% & 65K enrolled students by the end of 2028**



# Key Local and International

Achievements - For the Period 8/2024 - 10/2025



## International Education Sector Achievements



**19** First Place / Gold Medal

- 2 World Swimming Championship
- 1 World Boxing Championship
- 2 Table Tennis Championship
- 1 Mental Arithmetic (Lionize World Record)
- 1 UCMAS (Mental Arithmetic)
- 1 INDIAN BOOK OF RECORDS
- 1 Saudi Jiu Jitsu (BJJ) federation champ
- 1 World Thai Fighting Championship (Muay Thai)
- 6 Thai)
- 1 Programming and Artificial Intelligence (AI)
- 1 WORLD DIGITAL FEST SUMMIT
- 1 Pismo Science Competition



**04** Third Place and Bronze Medal

- 1 International Public Speaking Competition (Toastmasters)
- 2 World Thai Fighting Championship (Muay Thai)
- 1 CBSE National Badminton Championship 2025

Second Place / Silver Medal **06**

- UCMAS (Mental Arithmetic) 1
- Qatar Open Taekwondo Championship 1
- International Arithmetic Competition 1
- CBSE National Badminton Championship 2025 1
- Silverzone Science Olympiad 1
- World Spelling Championship 2025 1

Other Centers & Other Prizes **22**

- avour 6.0 International Final Showdown 1
- CBSE BOARD EXAMINATION TOPPERS 5
- Hong Kong International Computational Olympiad 5
- World Spelling Championship 2025 7
- Edexcel Exams 3
- Honoring the Modern Middle East International School - Riyadh, with the 'Outstanding School Award' in the fifteenth edition of the Asian Leadership Awards 1

**WORLD**

The Winners at the World Level  
Achievements

**51** Students



The Winners at the local Level  
Local Achievements

**440**



163 61 83 133



**22** First Place / Gold Medal

- 2 E-Sports Championship, Rocket League
- 1 Bahrain Kyokushin Karate Championship
- 2 Afro-Asian International Forum Competition for Innovation and Technology (Riyadh-2025)
- 1 International Exhibition of Inventions, Innovation, and Technology, Malaysia ITEX2025
- 1 COP30 (51Talk)
- 8 Afro-Asian International Forum Competition for Innovation and Technology (Malaysia - 2025)
- 5 BIEA STEM COMPETITION
- 2 E-Sports Competition Major Rally



**20** Third Place and Bronze Medal

- 12 World Robot Olympiad (WRO)
- 1 Greco-Roman Wrestling Competition
- 5 The International Competition for the Afro-Asian Forum for Innovation and Technology (Riyadh2025)
- 1 Hong Kong International Computational Olympiad Competition For Python Programming Language / Singapore
- 1 International Biology Olympiad in the Philippines

Second Place / Silver Medal **21**

- International Open Biology Olympiad (OIBO), Russia 1
- International Exhibition of Inventions, Innovation, and Technology, Malaysia (ITEX2025) 2
- Hippo World English Language Olympiad 1
- Entrepreneurship and Innovation Competition "Let's Innovate" 1
- Afro-Asian International Forum Competition for Innovation and Technology (Malaysia - 2025) 15
- Classera Hackathon 1

Other Centers & Other Prizes **17**

- ELO English Language Olympiad Competition 5
- Bahrain Kyokushin Karate Championship 1
- Children's Recitation Challenge 4
- The International Competition for the Afro-Asian Forum for Innovation and Technology (Riyadh2025) 2
- International Invention, Innovation, and Technology Exhibition (ITEX2025) - Malaysia Competition 2
- Hippo Competition 3

**WORLD**

The Winners at the World Level  
Achievements

**80** Students



The Winners at the local Level  
Local Achievements

**867**



764 10 46 47



# Digital transformation

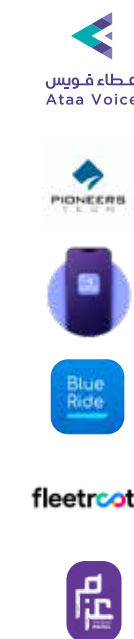
## Educational Services

1. E-Learning Systems (Classera)
2. Smart Classrooms and Interactive Screens
3. STEAM Labs and Robotics
4. Personalized Education Systems (Bravo Bravo)
5. Learning with Tablets (Google Chromebook)
6. Quality and Plans Management System (ops.ataa.sa)



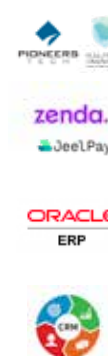
## Parent Services

1. Parent Communication System (Ataa Voice)
2. E-Services Platform and Mobile App
3. Student Affairs Management System
4. Automatic Student Paging System
5. Bus Tracking Application (Ataa bus Tracking)
6. E-Contracts Platform (azmdigital.sa)



## Financial and Administrative Services

1. Integrated Accounting Systems with the Zakat and Income System
2. E-Payment and E-Settlement Platforms
3. Internal Resources and Operations Management Systems
4. Customer Relationship Management and Follow-up System (CRM)



# Educational Services

## Extracurricular Activities and Programs

1. Educational activities that enhance communication and leadership skills.
2. Scientific and technical activities to stimulate innovation and creativity.
3. Developing digital awareness and positive use of technology.
4. Focusing on innovation through artistic and manual (handicraft) works.
5. Developing skills in cooperation, teamwork, and discipline.
6. Volunteer programs to enhance values and social responsibility.
7. Enhancing social interaction and adapting to new environments.



## Talent Care Programs

1. Qualifying a specialized company team to monitor and support talented students.
2. Preparing care plans and qualifying talented students.
3. Designing tools and programs for early detection of talented students.
4. Building effective partnerships with local and international entities.
5. Activating the role of educational media in publicizing the achievements of talented students.
6. Engaging parents and informing them of their children's progress.
7. Providing tools, equipment, and venues for activities.



## Student Guidance and Counseling Programs

1. Collecting and analyzing common student problems.
2. Providing educational, psychological, and social programs for students.
3. Educational and social consultations for teachers and parents.
4. Connecting counselors to an external support center for assistance and development.
5. Continuous communication and strengthening cooperation between family and school.
6. Establishing an integrated values guide with a plan and methodology for implementation.
7. Organizing a special event for Student Guidance Day.



A close-up, low-angle shot of a black calculator resting on a dark, complex circuit board. The calculator is positioned diagonally, with its keypad facing the viewer. A bright, glowing blue arrow originates from the bottom left and points diagonally upwards towards the calculator, creating a sense of growth or progress. The background is dark and filled with intricate circuit patterns and some blurred light spots.

# **Key Financial Summary**



# Change in Revenue Recognition Policy

Effective Q1, Fiscal Year 2025/2026

## The Change

### From Financial Year to Academic Year

- **WHAT:** We are aligning our revenue recognition policy with the academic calendar.
- **HOW:** Revenue from educational services will now be recognized proportionally over the entire academic year, rather than the financial year.
- **WHY:** To comply with SOCPA's new interpretation of the IFRS 15 standard issued on 16 July 2025, ensuring revenue is matched with the period services are rendered.

## Financial Impact Analysis

### Annual Impact

- Zero. There will be no impact on the total revenue or profit reported for the full fiscal year.

### Quarterly Impact

- This is a **timing change only**.
- It will affect how revenue is distributed across interim quarters

## Implementation & Reporting

### Adoption Date

- The new policy is effective from **Q1 2026**.




### Comparative Figures

- To ensure consistency, figures for **Q1 2025 will be restated** according to the new methodology.

**Key Takeaway:** This is a technical accounting adjustment to comply with the guidelines issued by SOCPA on July 16. It does not affect the company's overall annual financial performance.



# Financial Results

	Q1 2026	Q1 2025
 Revenues	165M SAR	165M SAR
 EBITDA	58M SAR	58M SAR
 Number of Students	43,114 (4%) Decline	44,956
Student / Teacher ratio	12.8	13.2

	Q1 2026	Q1 2025
 Net Income	22M SAR Shareholders (5%) Decline	23M SAR Shareholders'
	22M SAR Company (10%) Decline Margin 13.2%	24M SAR Company Margin 14.7%
 EBITDA Margin	35%	35%
Earnings per share	0,52SAR	0,55SAR
EBITDA / Student	1,342SAR	1,301SAR

Note: As of Q1 2025 (ending Oct 2025), unless mentioned otherwise



# Robust financial performance despite economic headwinds

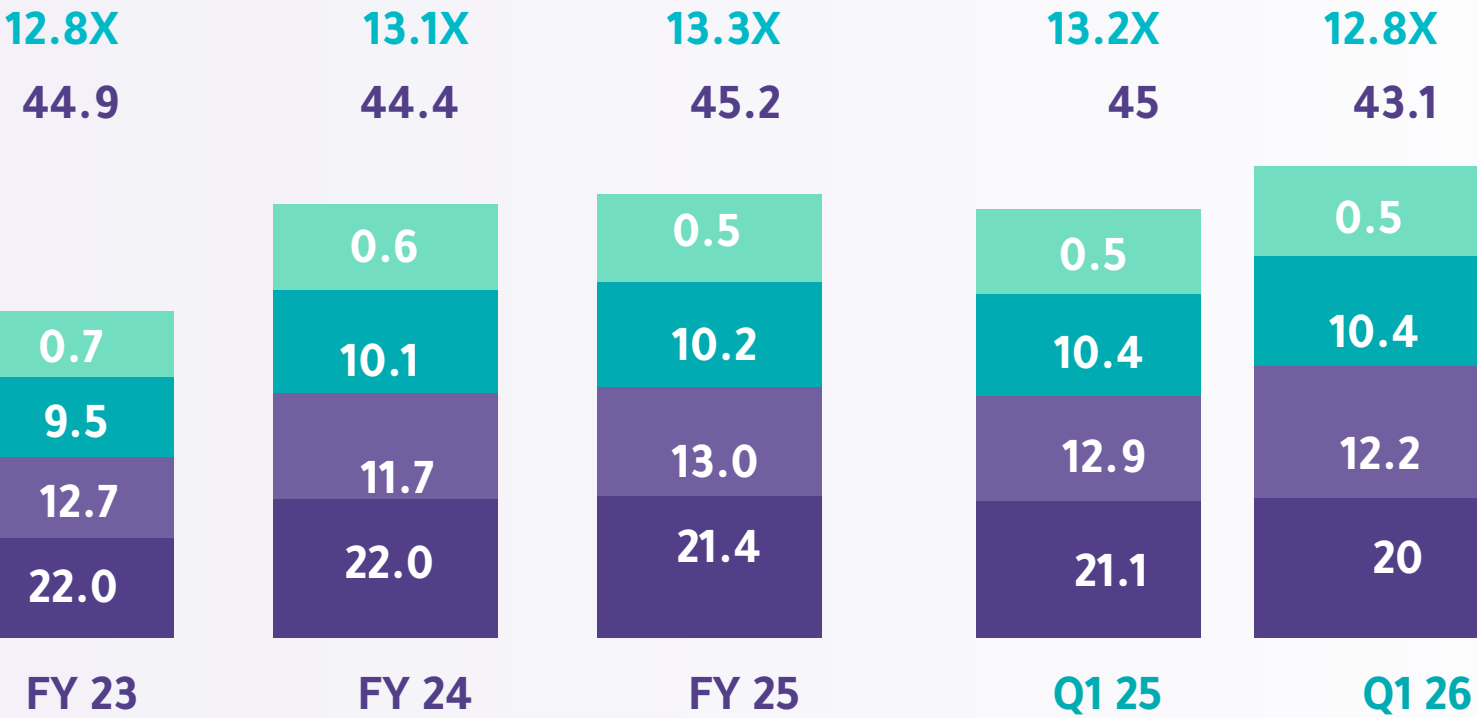


## Number Of Student

Thousands

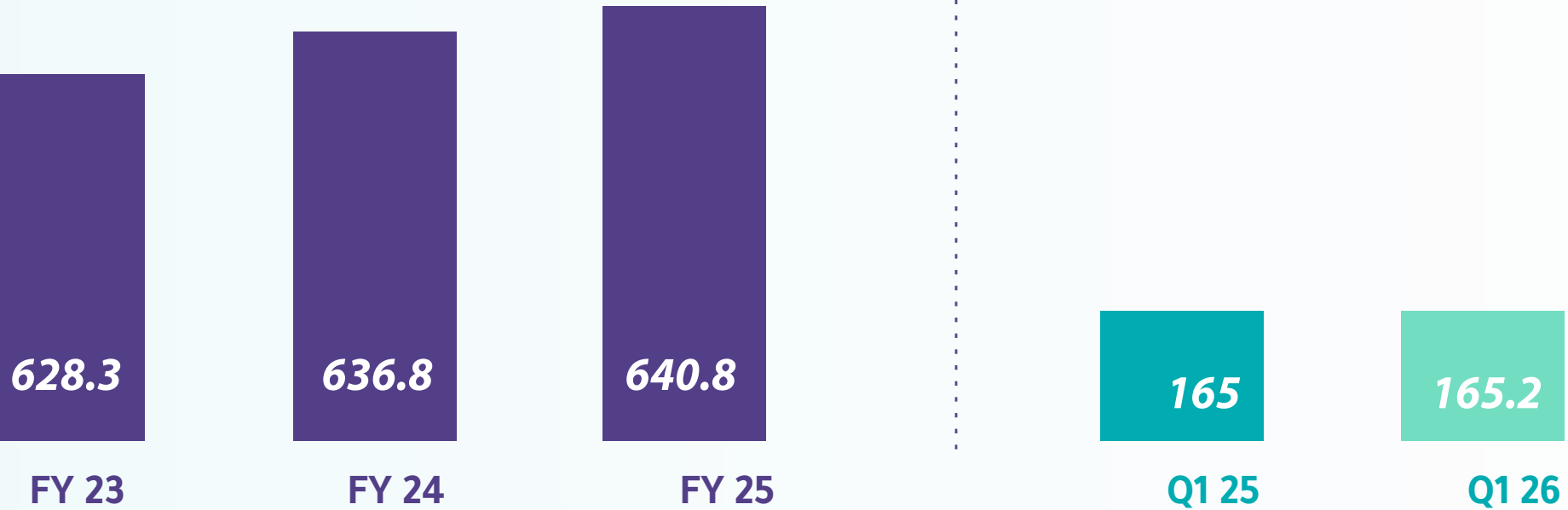
Denotes student to-teacher ratio-

Franch  
Indian  
International  
National



## Revenues without training sector revenues

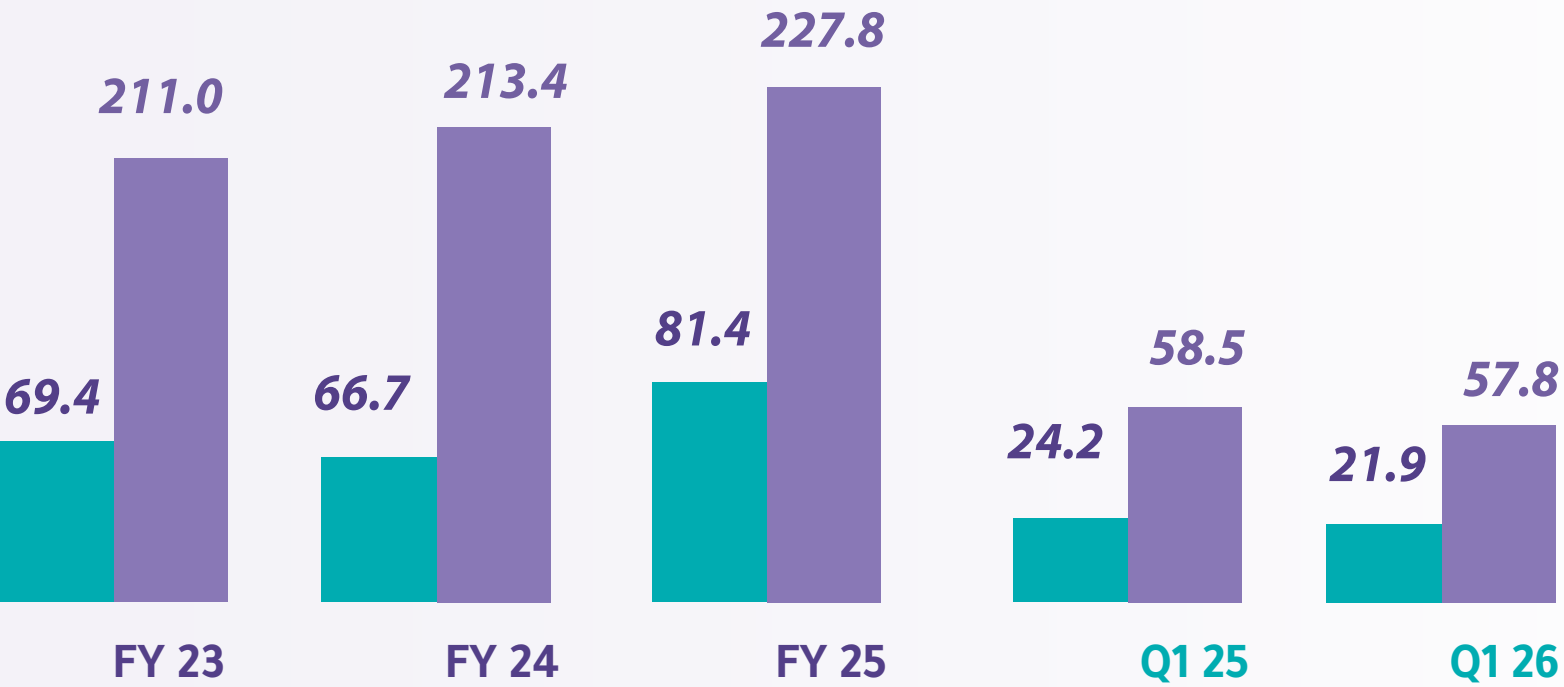
SARm



## Net Income and EBITDA

SARm

Net income  
EBITDA



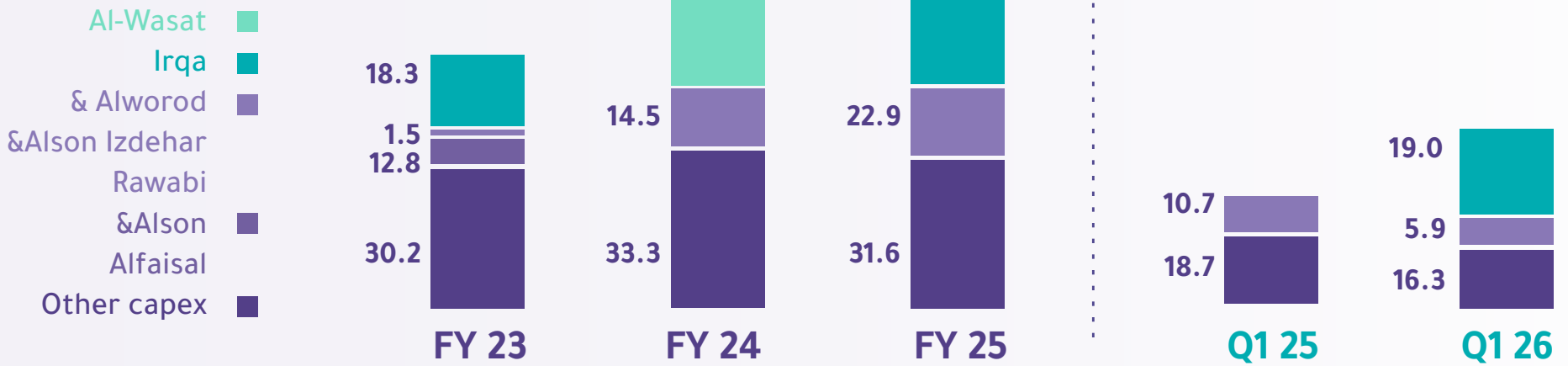
Impacted by the difference in the number of days recognized for revenue between the two periods (Q1-2026:81/318 days, Q-2025:87/325 days ).



## CAPEX

Denotes CAPEX as a percentage of Revenues  
TOTAL CAPEX

SARm

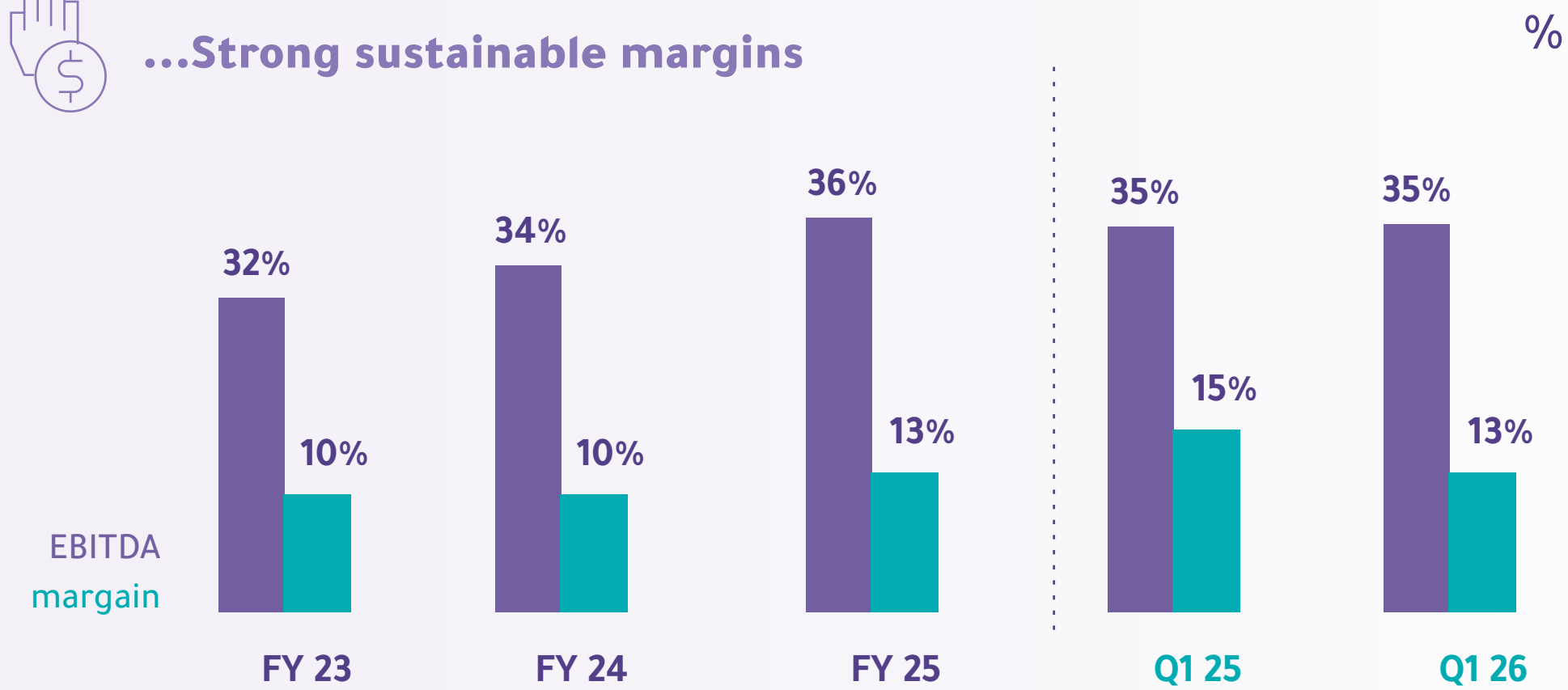




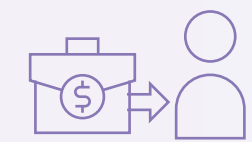
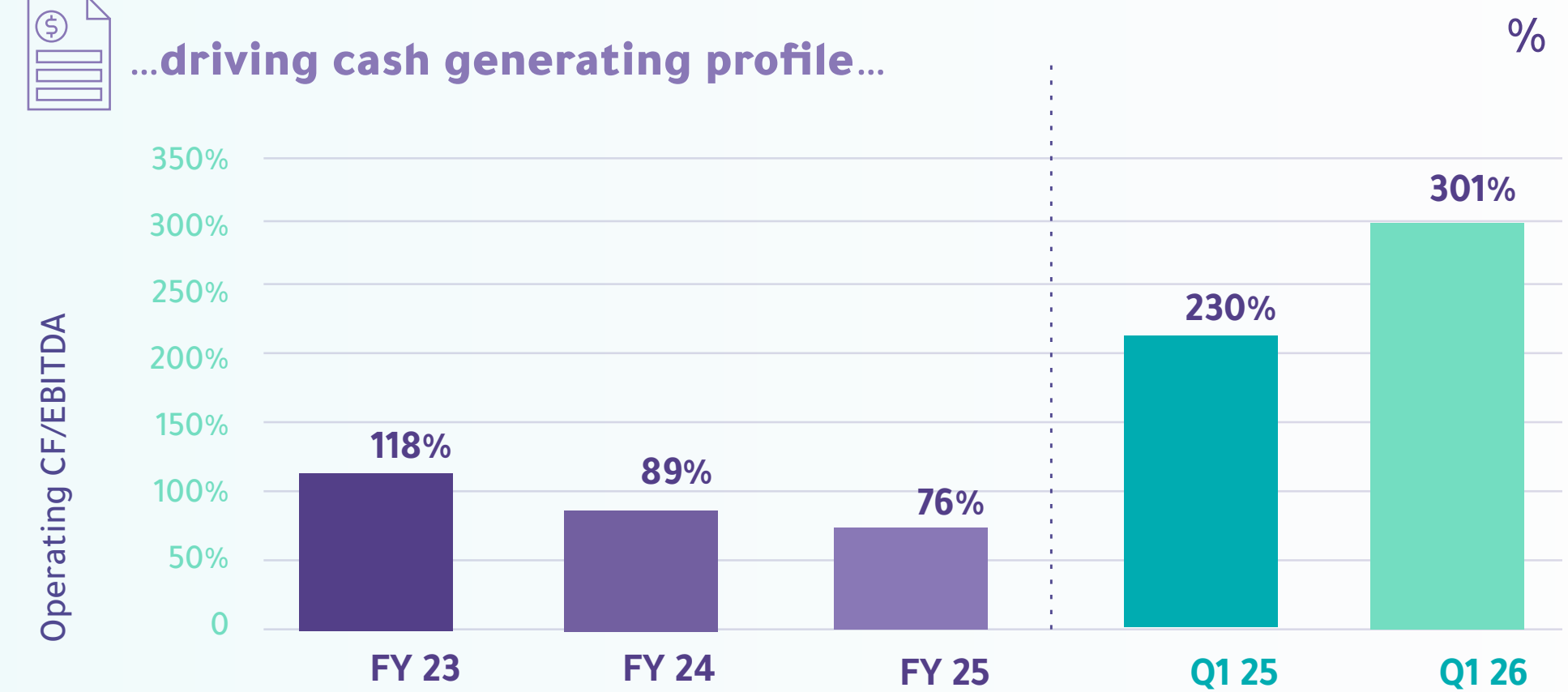
## Strong margins to drive cash generation with significant headroom to grow



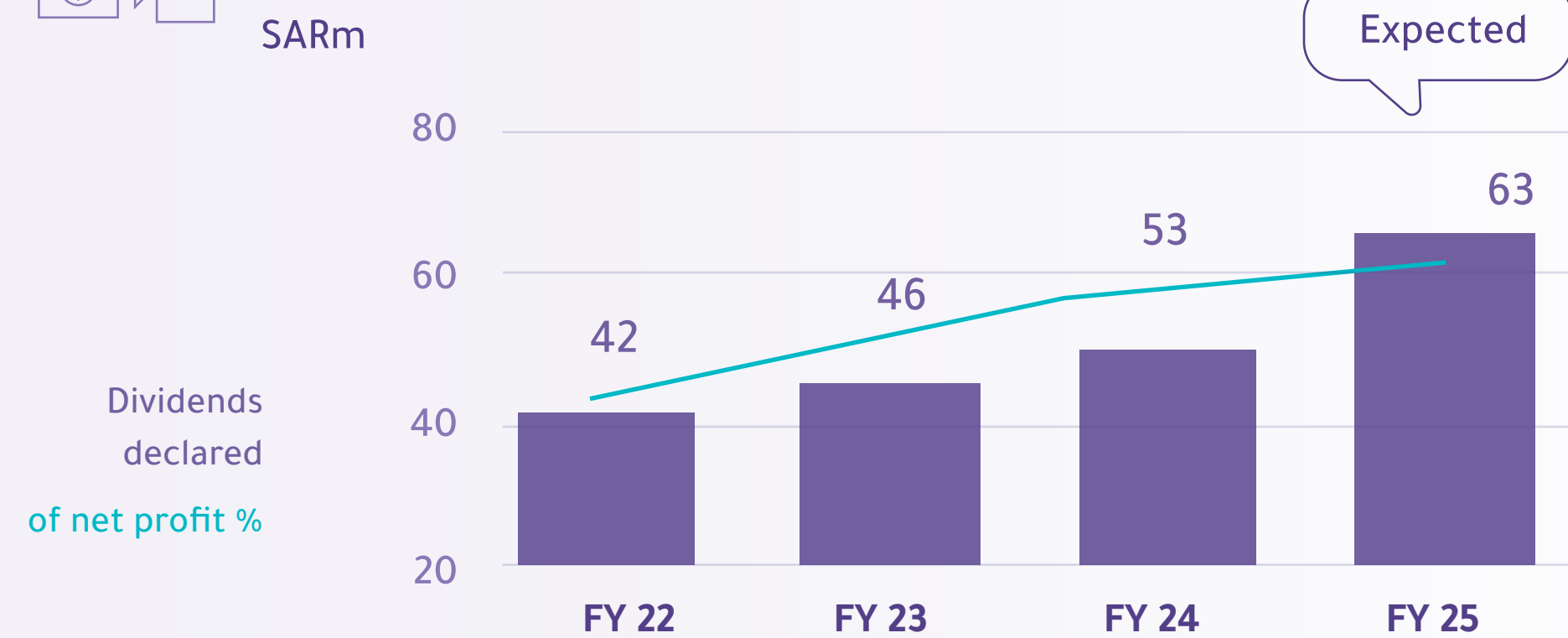
### ...Strong sustainable margins



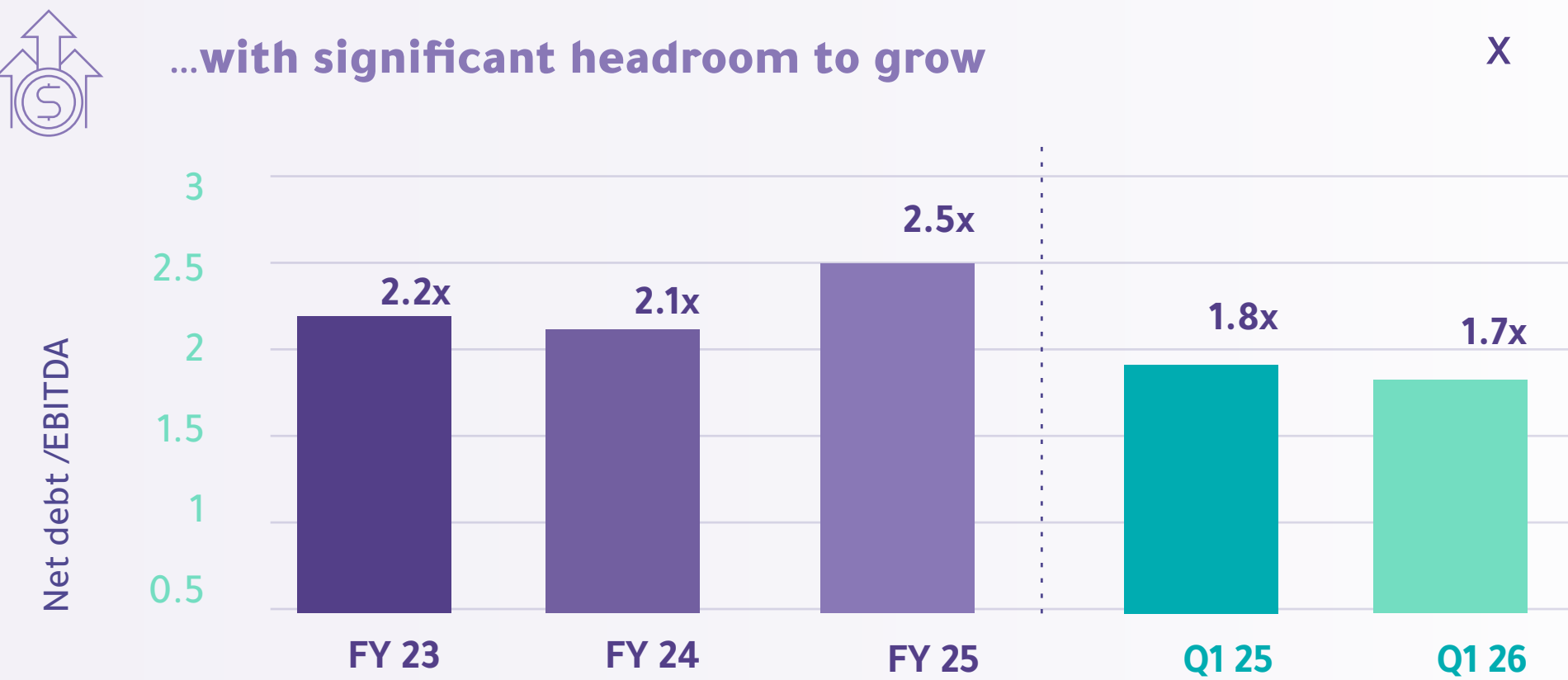
### ...driving cash generating profile...



### ...and dividends distributions...



### ...with significant headroom to grow

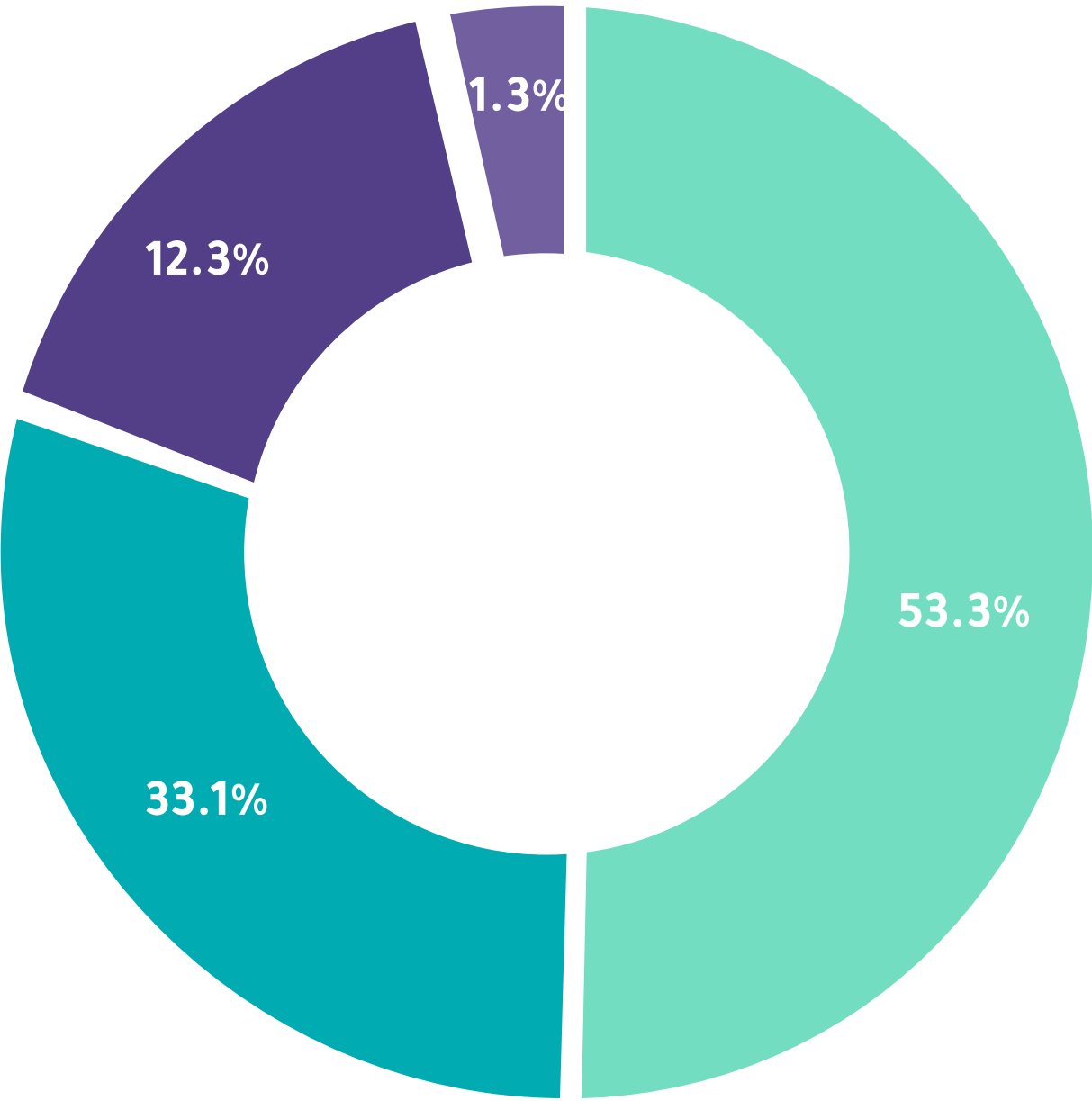


Based on LTM figures (12 month)



Revenue Break-Down

# Revenue by Sector



## Segment Reporting

SR in 000s	Q12026	%	Q12025	%	Var (YTD25-26)
National	88,046	53.3%	89,256	54.1%	(1.4%)
International	54,626	33.1%	55,316	33.5%	(1.2%)
Indian	20,309	12.3%	18,007	10.9%	12.8%
French	2,244	1.3%	2,401	1.5%	(6.5%)
Total net revenue	165,225		164,980		0.1%



Saudi



Egypt



USA



France



India



UK












# 7 Educational curricula



# National schools portfolio

Overview of national curriculum portfolio








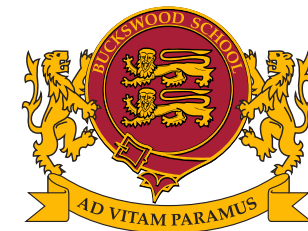

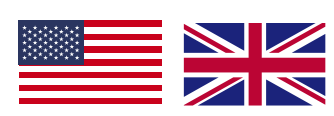

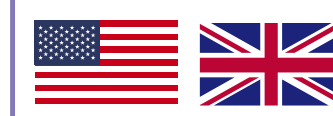




	 Rowad										
	Al- Izdihar	Al-Rawabi	Al- Mansoura	Ishbilia	Al- Anduls	Al- Nokhbah	Al- Feker	Al Wasat	Amjad Qurtubah	Al jawdah	Al-Manahej

Curriculum												TOTAL AVG
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	30,906
Number of students	2,794	2,477	1,959	3,705	1,046	802	521	1,010	2,116	2,284	1,319	20,033
Utilization	53%	73%	76%	82%	87%	67%	83%	39%	69%	54%	58%	65%
Avg. net tuition (SAR)	22,100	16,500	14,900	17,100	15,600	12,600	15,400	15,000	17,800	16,900	20,400	17,400
EBITDA Margins	63%	49%	40%	56%	46%	12%	4%	22%	37%	25%	40%	44%
EBITDA contribution1	14.3%	6.8%	3.7%	12.4%	2.5%	0.0%	(0.2%)	1.5%	4.1%	4.0%	3.3%	52.4%
Student to teacher ratio	12.3	13.0	13.1	12.8	13.9	12.0	10.6	13.3	11.6	10	11.1	12.1



# 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									TOTAL AVG
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	958	2,982	1,219	2,306	4,194	460	456	126	12.701
Utilization	48%	83%	69%	65%	89%	31%	88%	18%	69%
Avg. net tuition (SAR)	19,100	21,300	19,100	19,100	12,400	13,000	19.200	37.700	17.700
EBITDA Margins	54%	52%	30%	54%	46%	(3.0%)	27%	(75%)	44%
EBITDA contribution1	3.4%	11.5%	2.0%	9.2%	7.6%	(0.4%)	0.6%	(1.3%)	32.6%
Student to teacher ratio	13.5	13.2	11.5	14.4	14.1	8.1	10.1	7.0	13.0



# Indian schools portfolio

Overview of national curriculum portfolio






New Middle East Inter.



Modern Middle East Inter.



Al-Yasmin

Curriculum				TOTAL AVG
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	5,132	2,779	2,469	10,380
Utilization	77%	79%	100%+	82%
Avg. net tuition (SAR)	10,000	8,800	9,400	9,500
EBITDA Margins	53%	51%	58%	53%
EBITDA contribution1	7.7%	3.5%	3.8%	15%
Student to teacher ratio	12.4	14.1	18.3	13.9



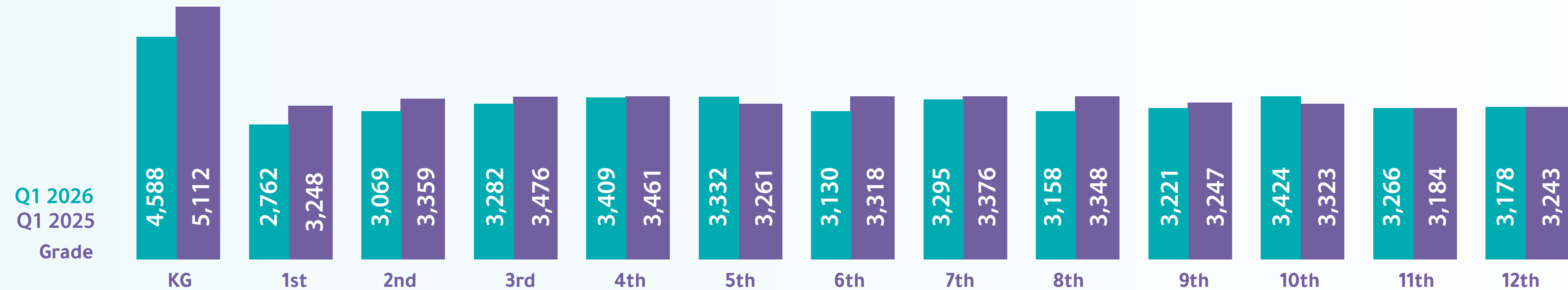
# Ataa school portfolio

Highly diversified student base with further room to consolidate

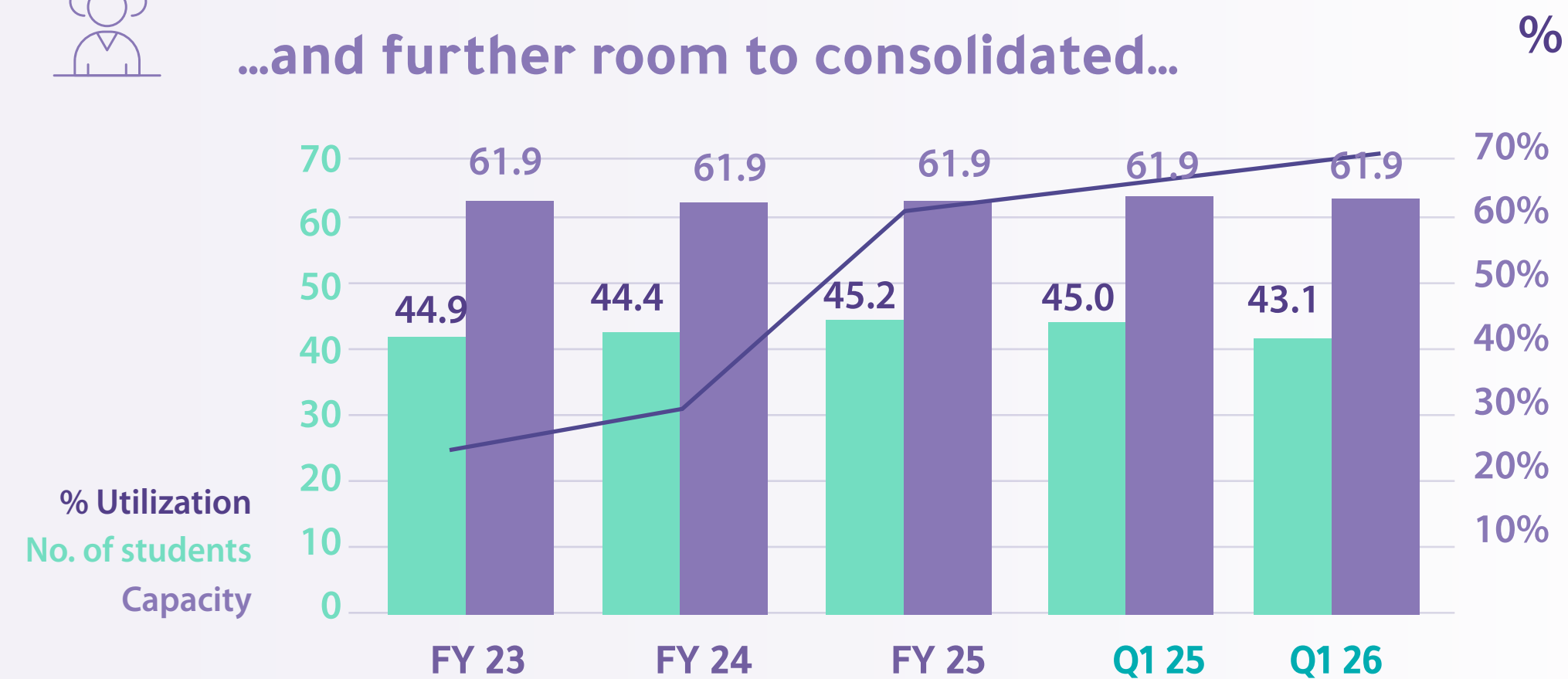
Stable student base across different grades... Number of students in each grade as of 2026(# students)



## ...Stable student base across different grades

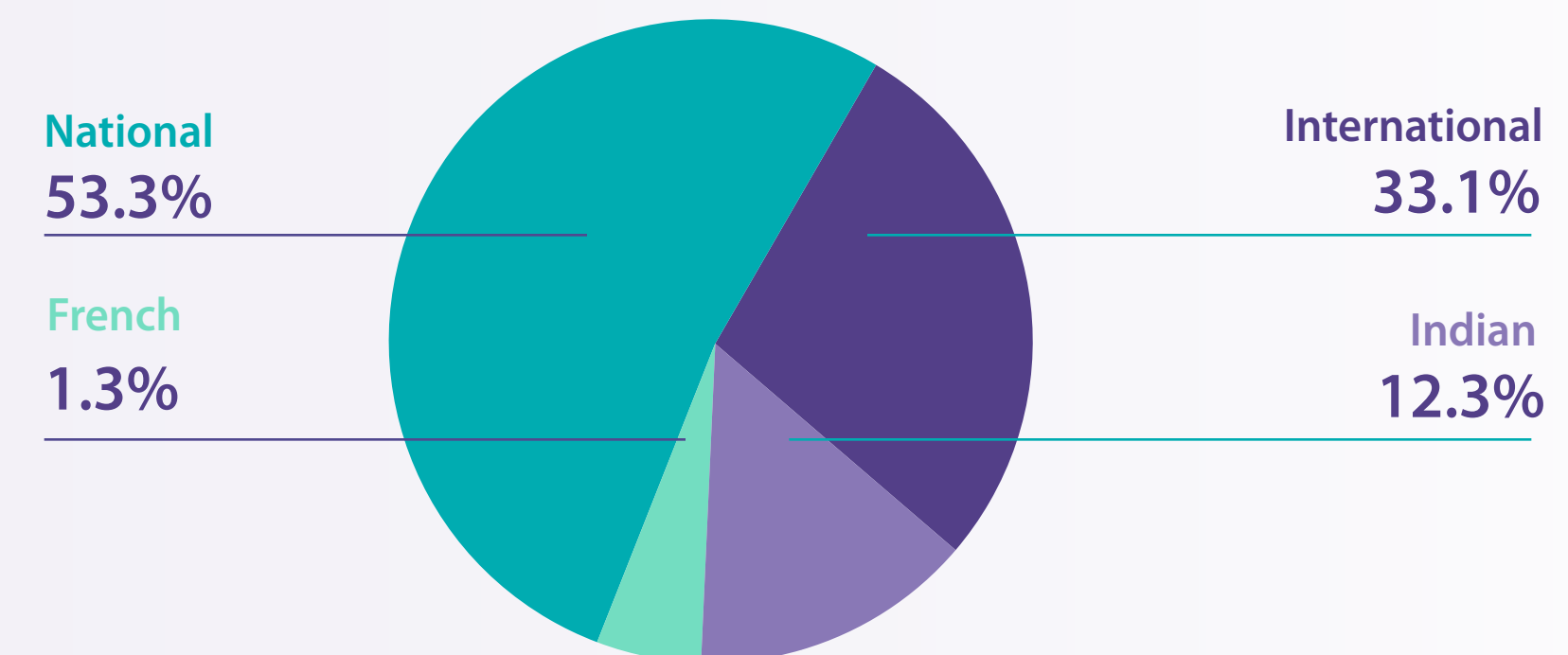


## ...and further room to consolidated...



## ...with a diversified revenue base...

Net tuition revenue per curriculum (%)





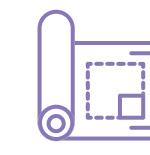
# Expansion & Growth Projects



## Buckswood School Complex (Izdehar District)



Location  
**Riyadh, Izdehar district**



Land area  
**7,891 sqm**



Estimated opening date  
**Academic year 2024-2025**



Capacity  
**725 students**

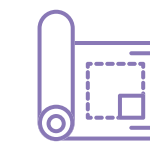




## Alwasat Schools Complex (Alsalam District)



Location  
Riyadh, Alsalam district



Land area  
12,562 sqm



Estimated opening date  
Academic year 2024-2025



Capacity  
2.6 K students

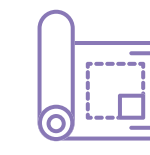




## Al-Rowad Schools Complex (Irqa District)



Location  
**Riyadh, Irqa district**



Land area  
**10,000 sqm**



Estimated opening date  
**Academic year 2025-2026**



Capacity  
**2.0 K students**

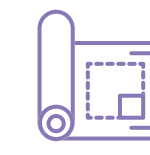




## Middle East Schools Complex (Al-Tahliah District)



Location  
**Riyadh, Irqa district**



Land area  
**13,923 sqm**



Estimated project cost  
**62 million SAR**



Capacity  
**2.2 K students**

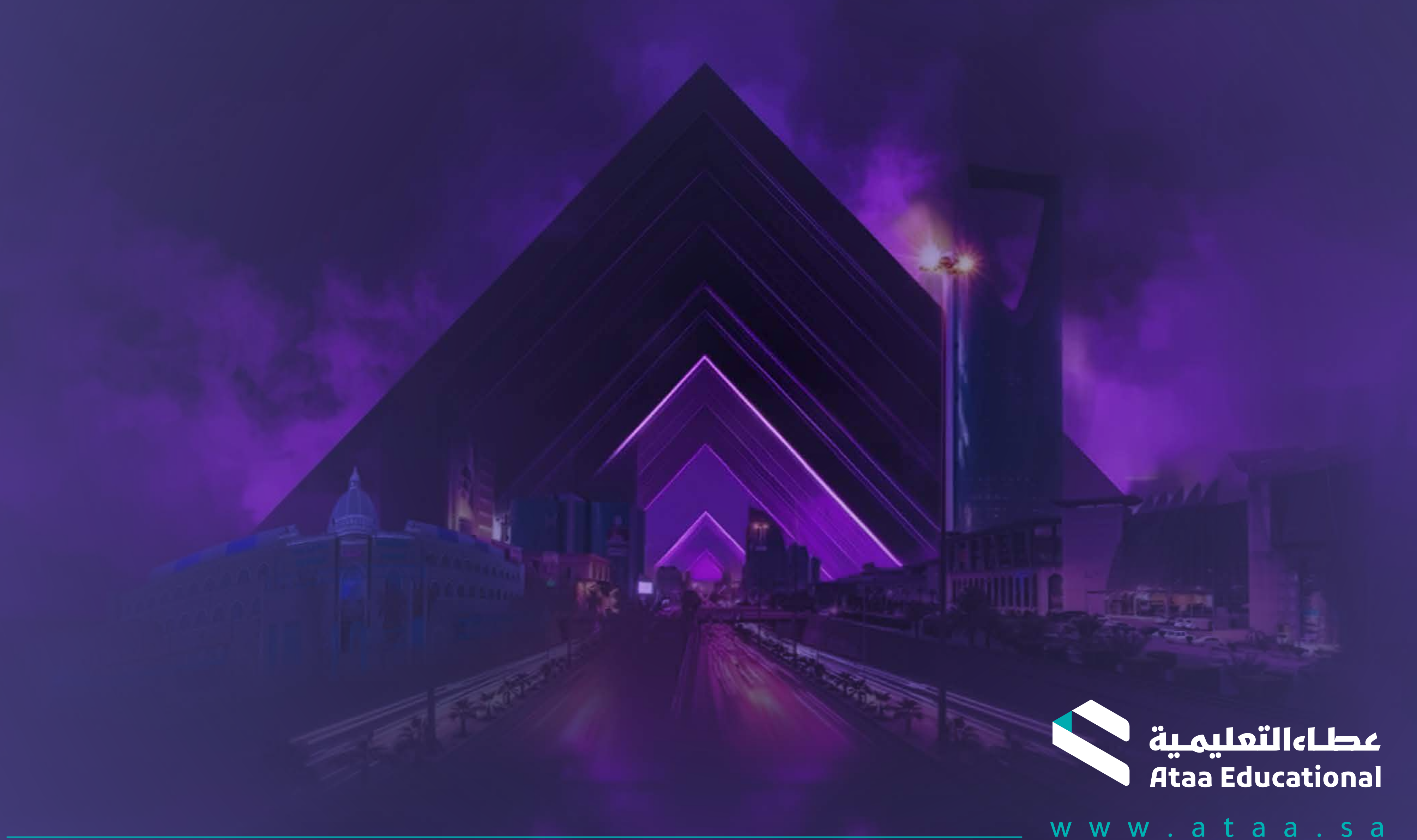


Estimated opening date  
**Academic year 2027-2028**

Project completion rate

5%





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