



عطا التعليمية
Ataa Educational
جيل مبدع.. وقيم راسخة

INVESTOR PRESENTATION

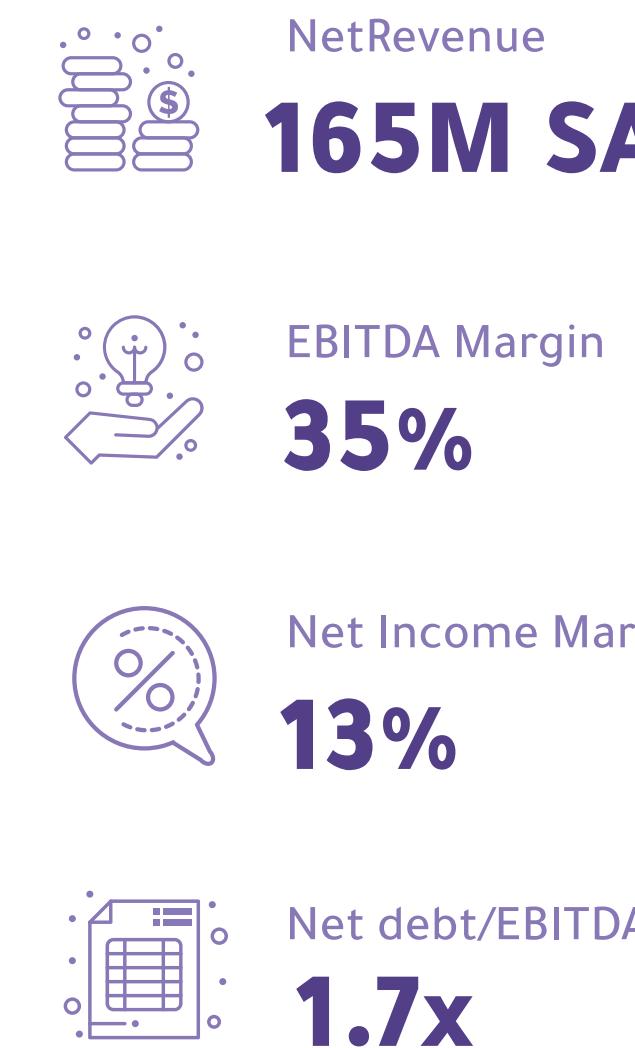
31Oct2025
Q1 2026



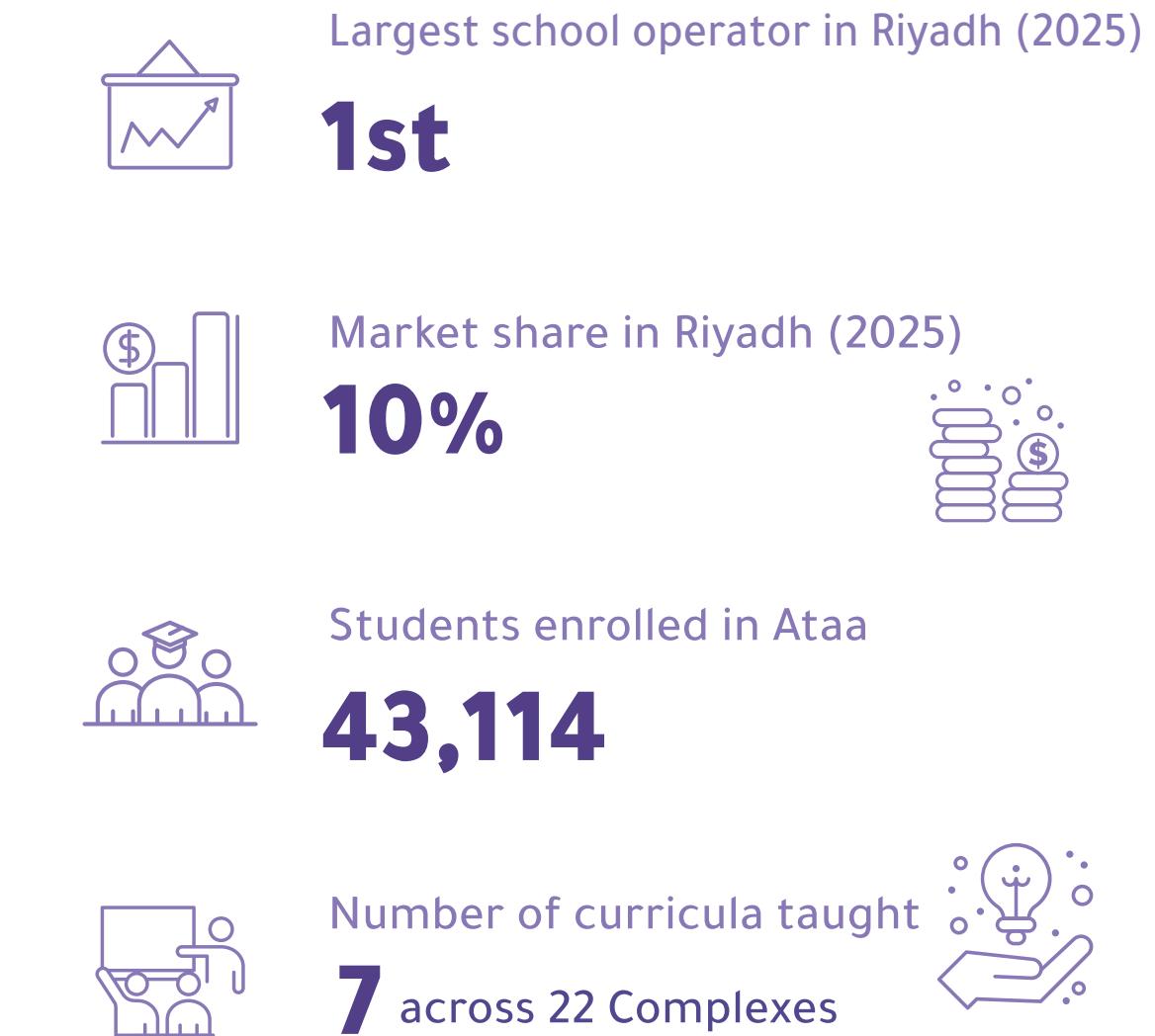
Introduction to Ataa Educational Company ("Ataa")

Ataa snapshot

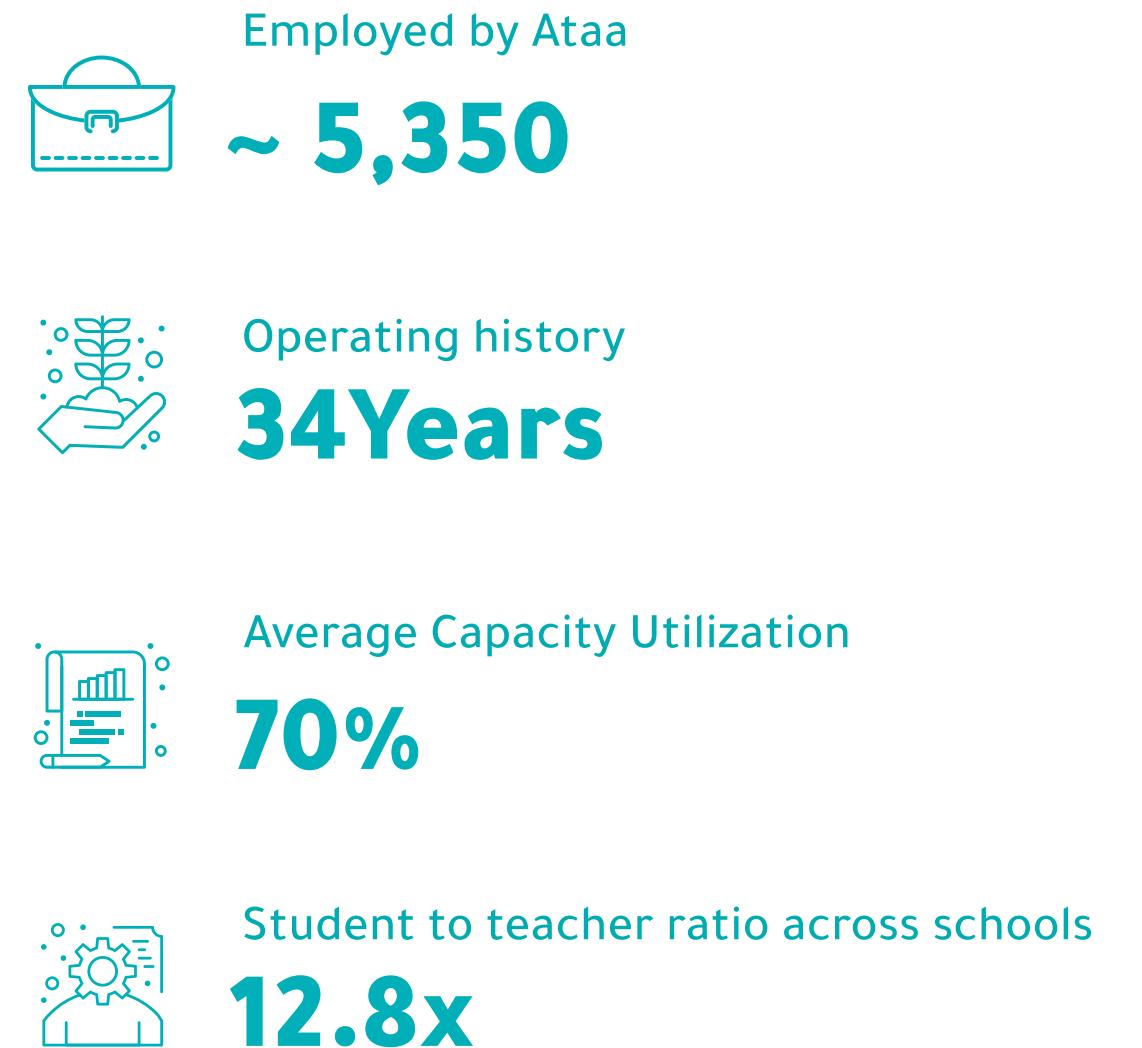
Financial strength¹



Market leadership¹



Strong fundamentals¹

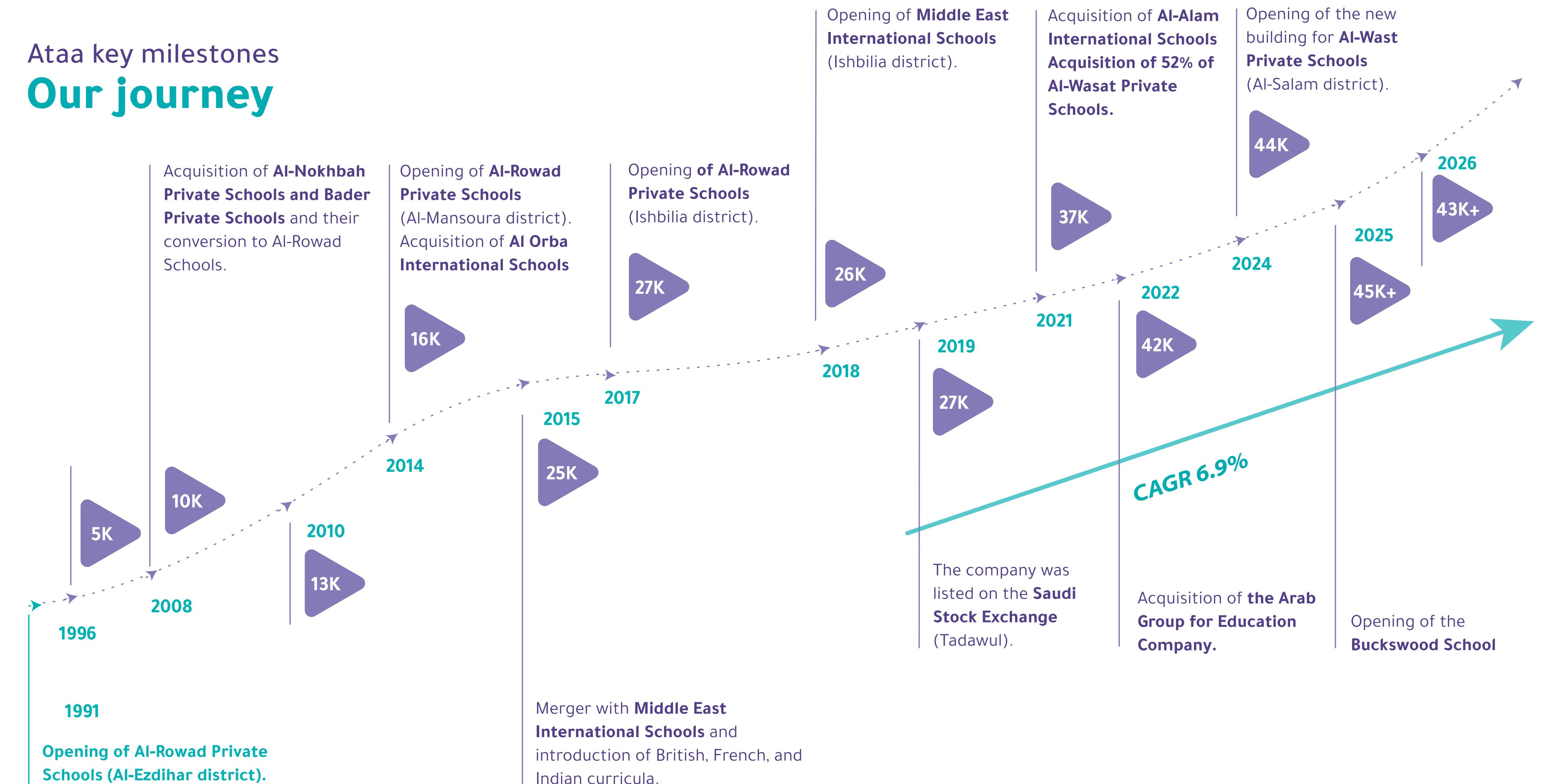


Leading K-12 operator with one of the most diversified offerings in KSA

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



Ataa key milestones Our journey





Ataa Educational Complexes



Al Izdihar **Buckswood School**



An Nahdah **Modern Middle East - Indian**



Ishbiliyah **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 **Ishbiliyah**



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**



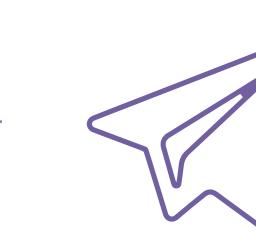
Al- Nokhbab Private School **Al-karj**





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



The Winners at the local Level
Local Achievements

440 163 61 83 133

Nation Education Sector Achievements



The Winners at the local Level
Local Achievements

867 764 10 46 47



Digital transformation

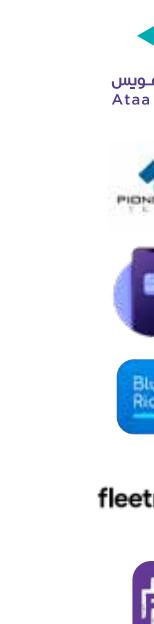
Educational Services

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 photograph of a black electronic calculator resting on a dark, glowing circuit board. The calculator has a standard numeric keypad and function keys. The circuit board beneath it is illuminated with a vibrant blue and green light, showing intricate patterns of conductive traces and components. The overall aesthetic is high-tech and futuristic.

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.



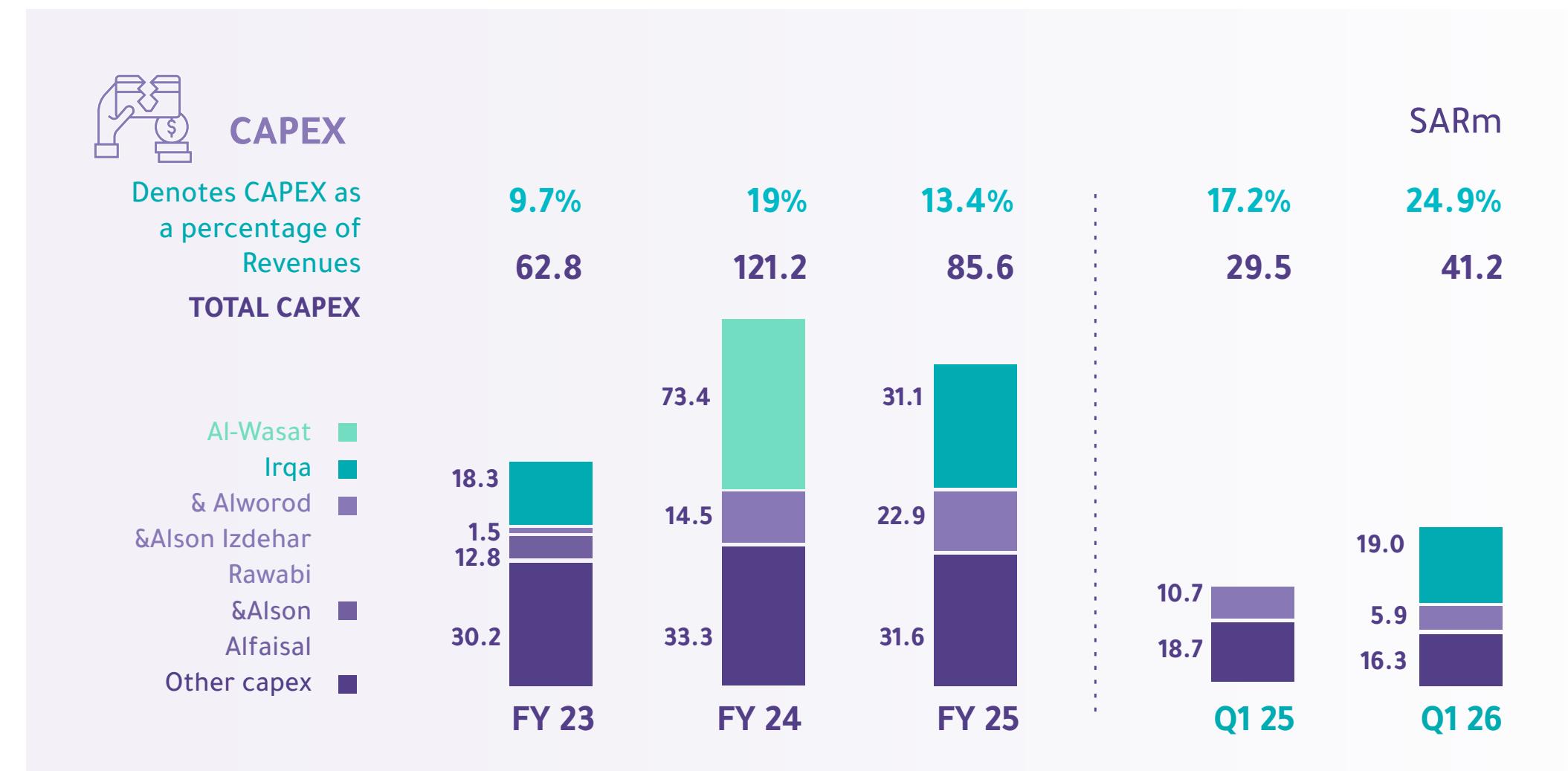
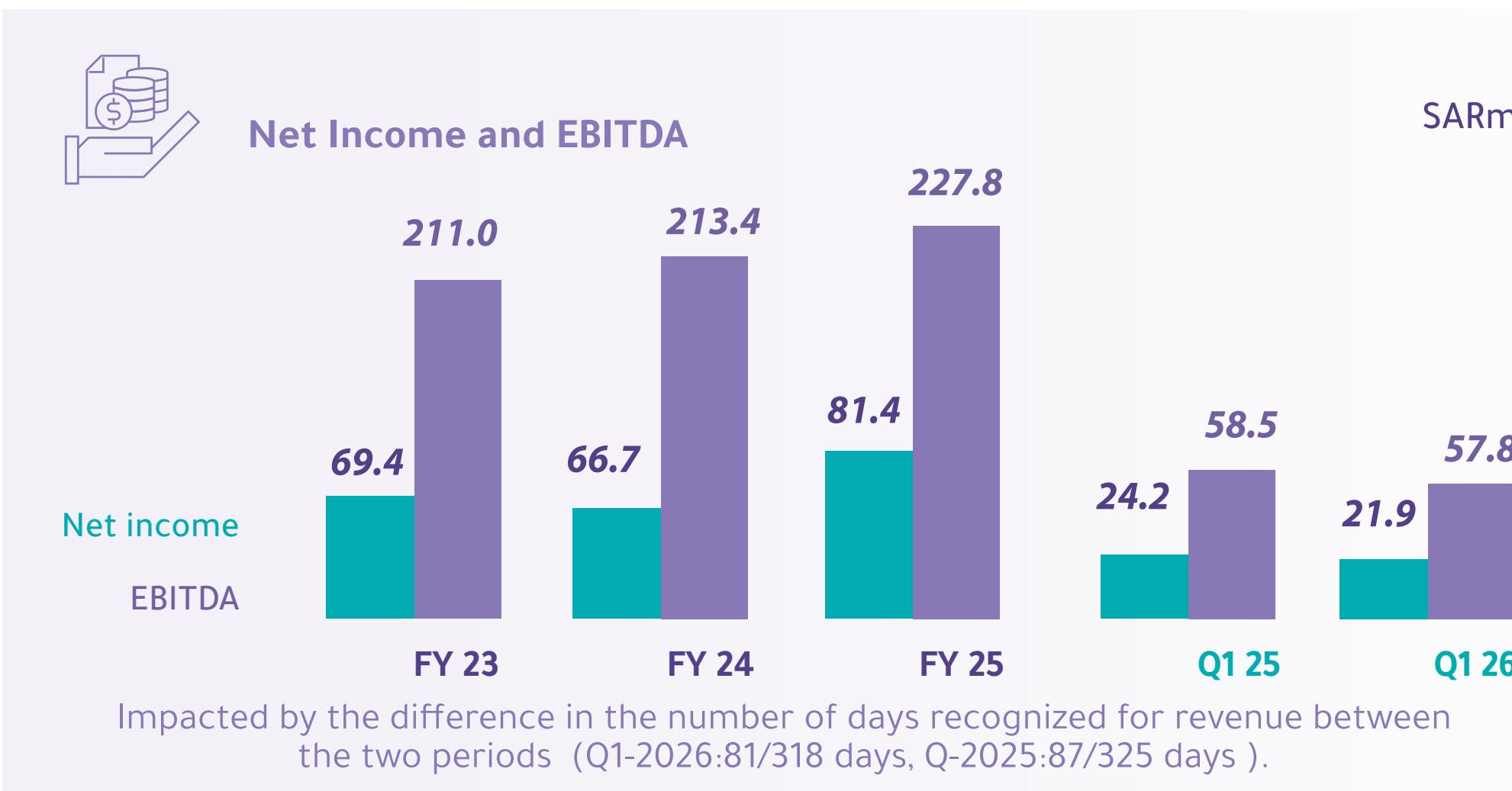
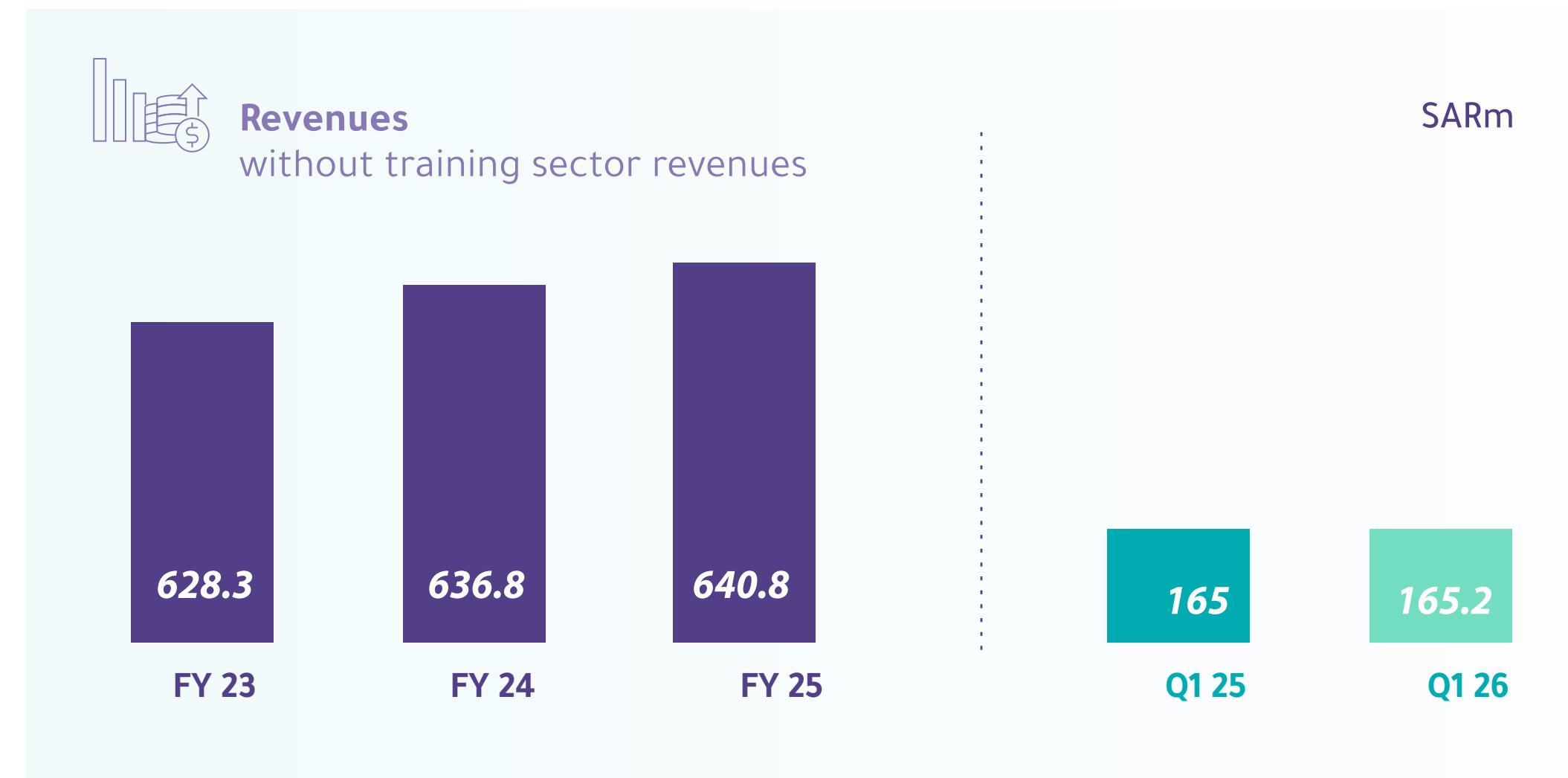
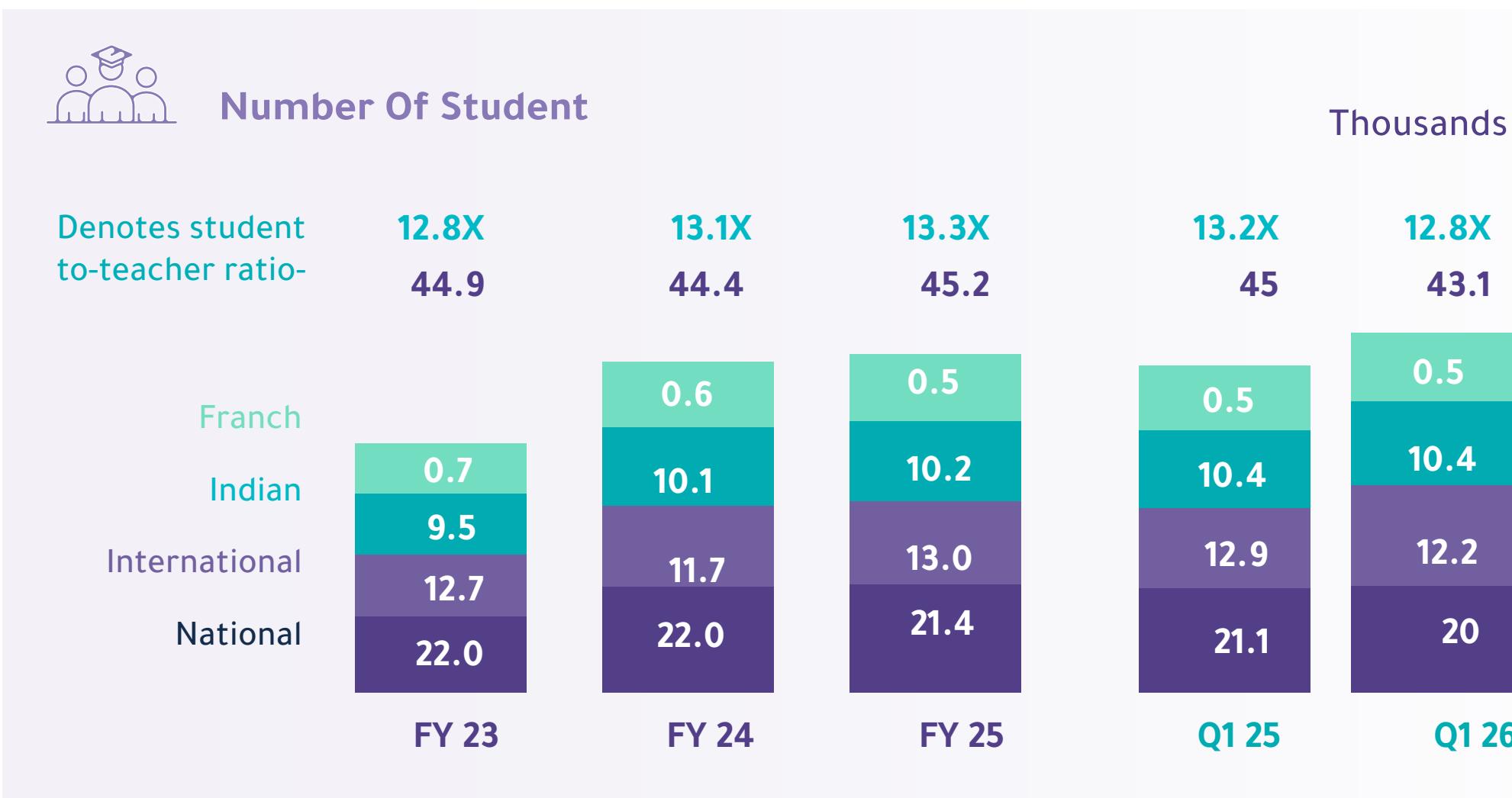
Financial Results

	Q1 2026	Q1 2025	Q1 2026	Q1 2025
 Revenues	165M SAR	165M SAR	 Net Income	22M SAR Shareholders' (5%) Decline
 EBITDA	58M SAR	58M SAR	 EBITDA Margin	22M SAR Company (10%) Decline Margin 13.2%
 Number of Students	43,114 (4%) Decline	44,956	 Earnings per share	35%
Student / Teacher ratio	12.8	13.2	 EBITDA / Student	0,52SAR
				0,55SAR
				1,342SAR
				1,301SAR

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

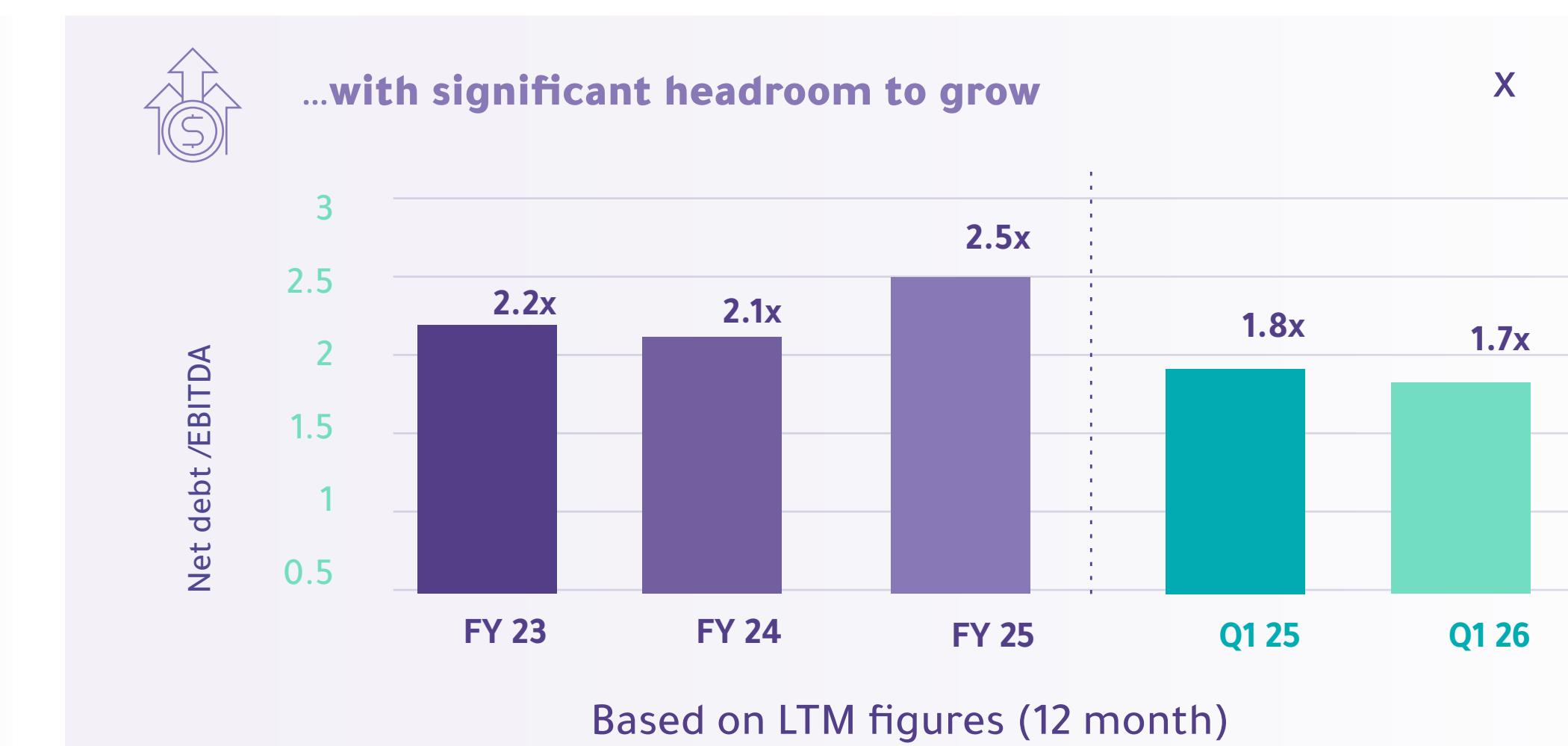
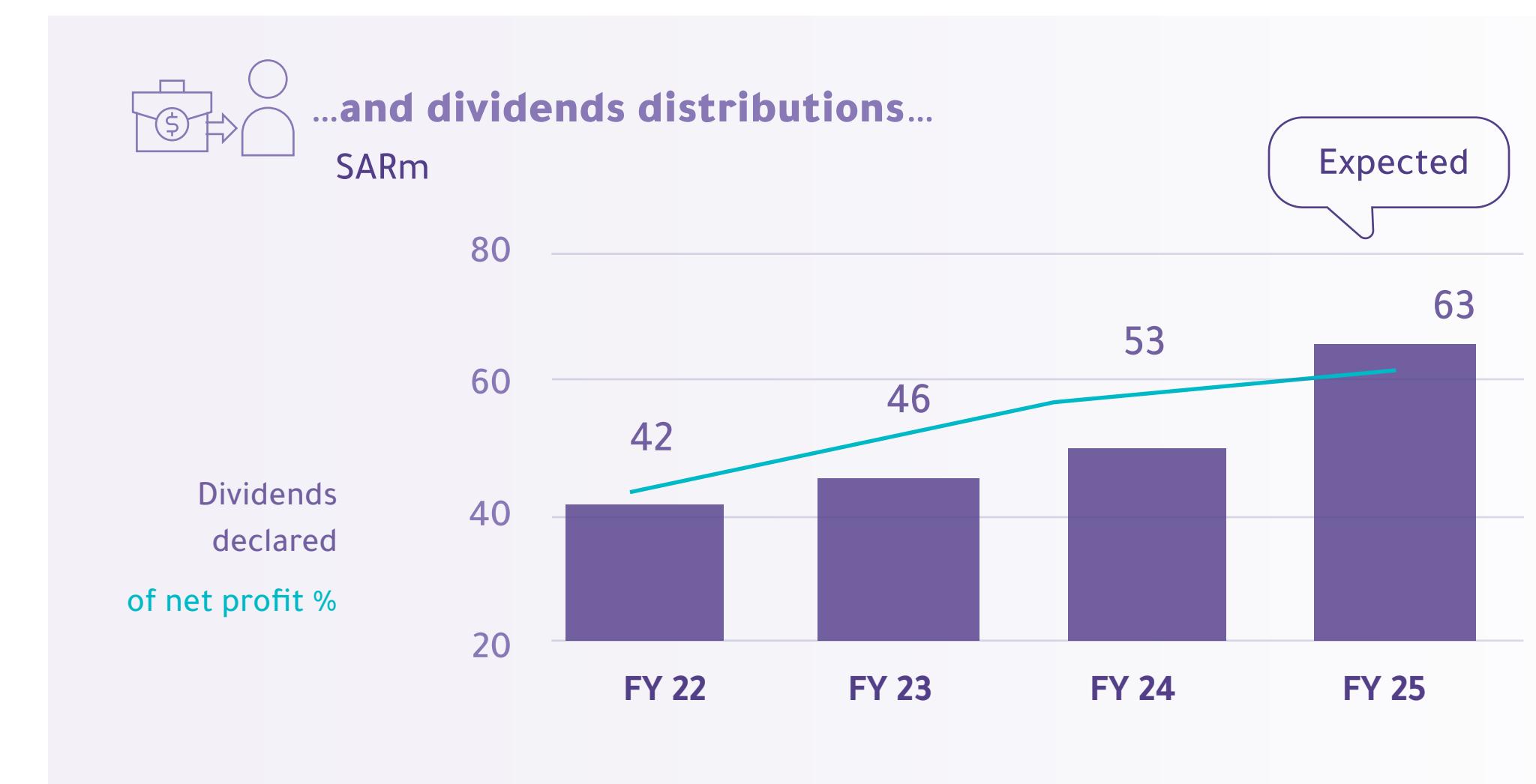
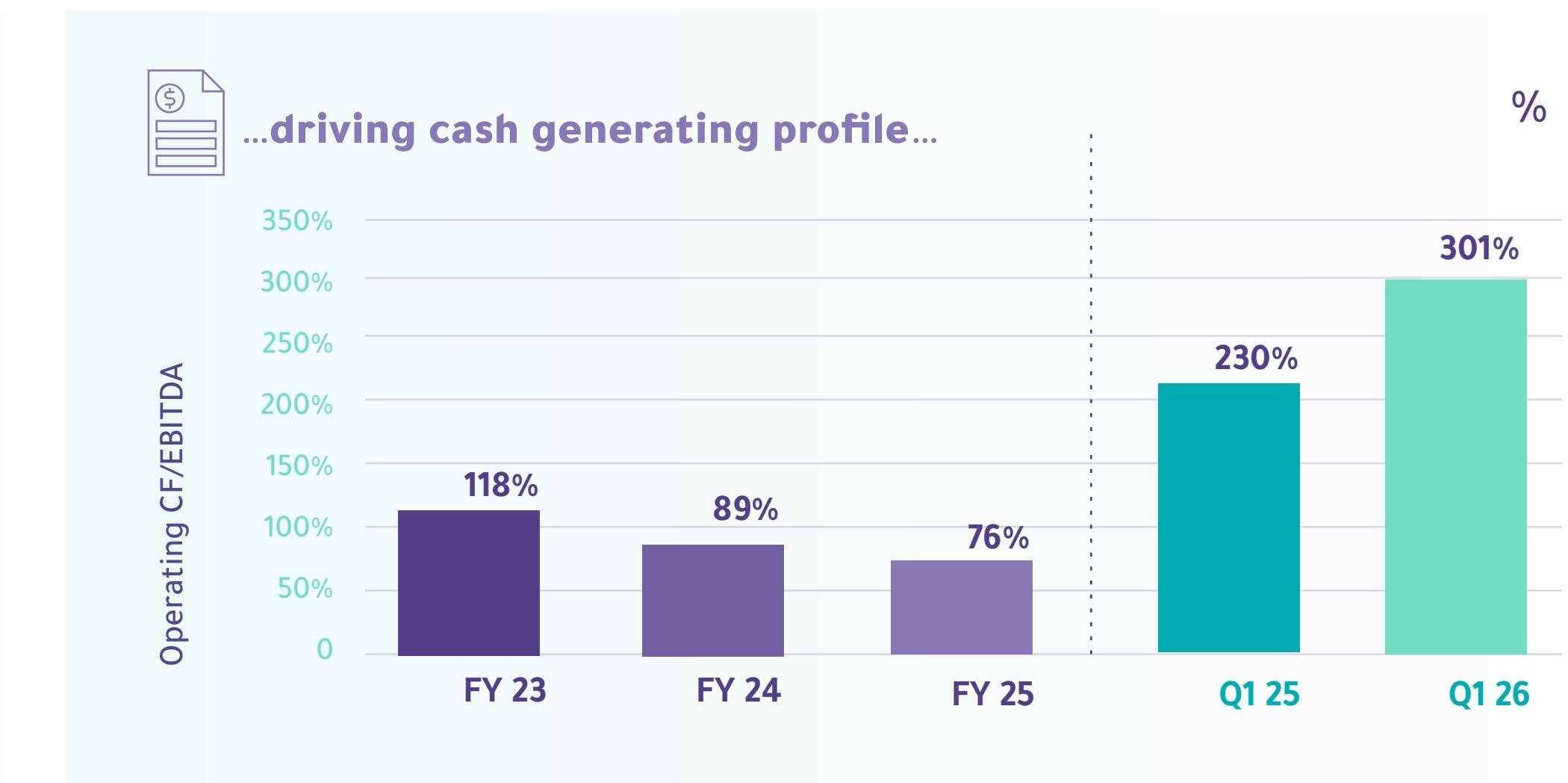
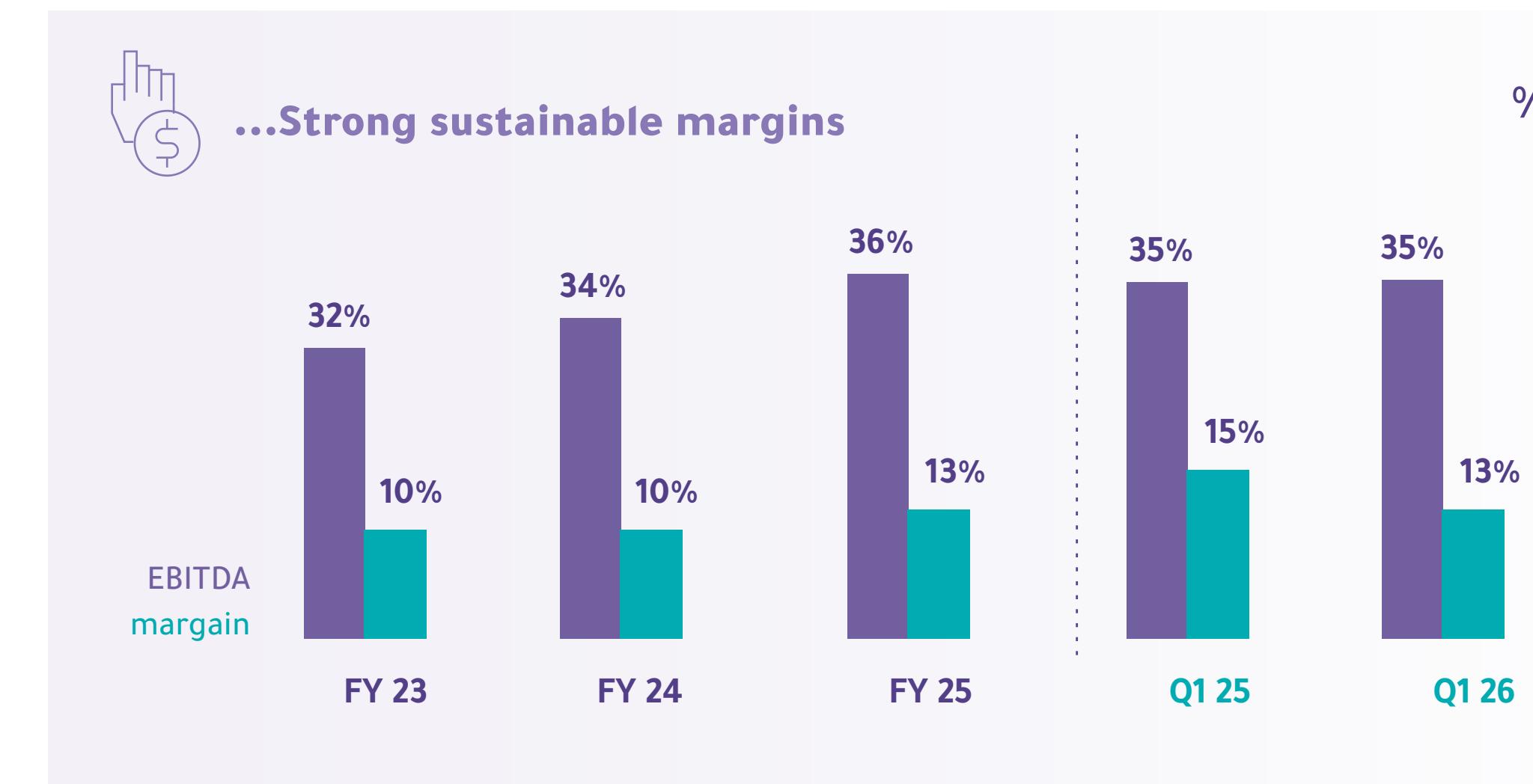


Robust financial performance despite economic headwinds





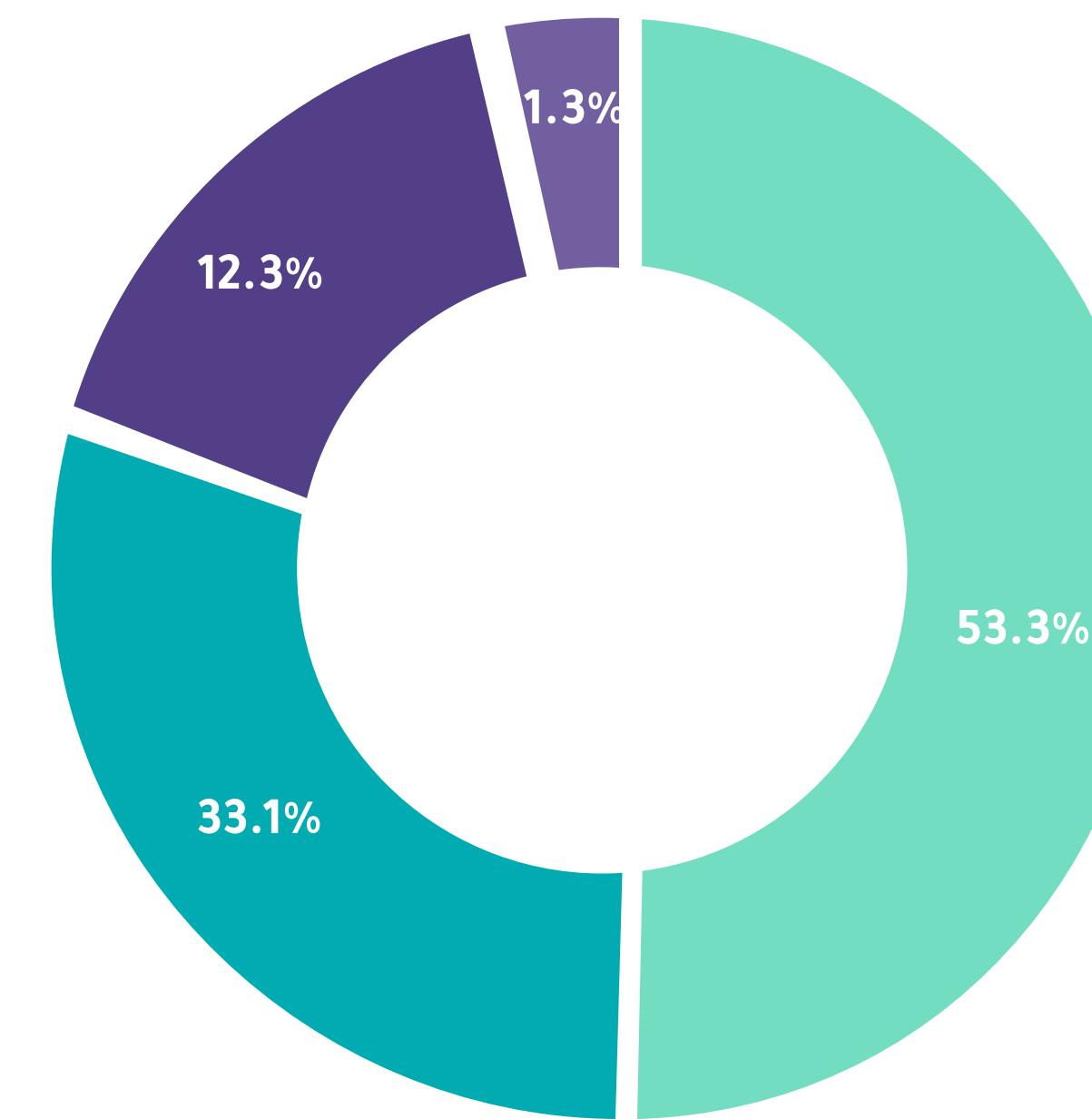
Strong margins to drive cash generation with significant headroom to grow





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%

7 Educational curricula



National schools portfolio

Overview of national curriculum portfolio

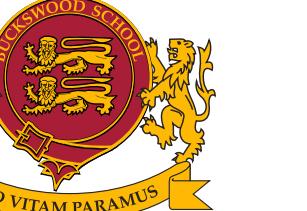


Curriculum												TOTAL AVG
Area (sqm)	53,600	14,962	13,225	18,562	12,412	11,046	10,000	12,562	14,281	27,874	9,191	197,715
Real estate ownership	Owned / leased	Owned	Owned	Owned	Owned	leased	leased	leased	leased	Owned	leased	
Classrooms	218	174	115	203	64	46	49	105	125	167	96	1,362
Capacity	5,275	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

									
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.



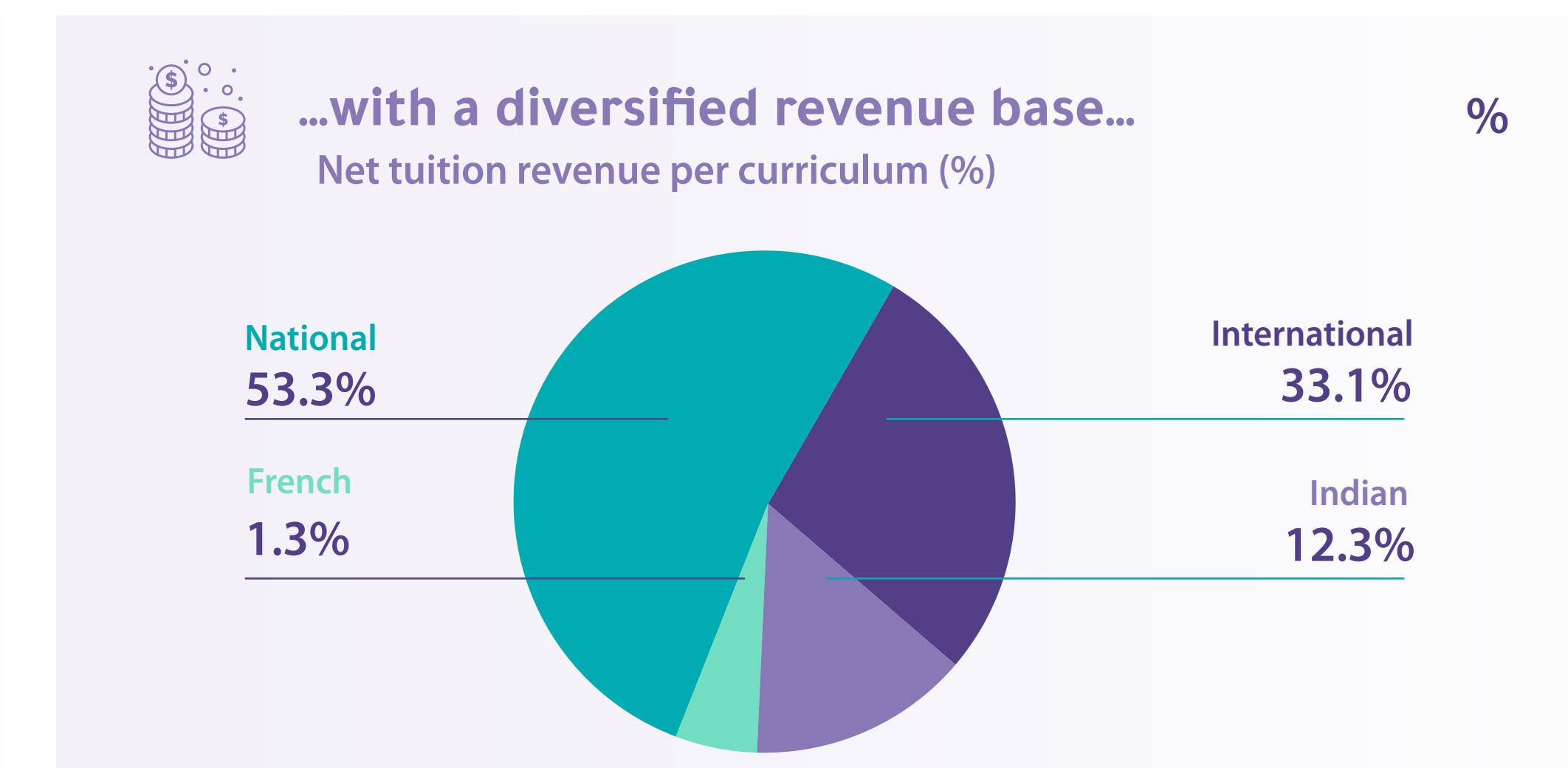
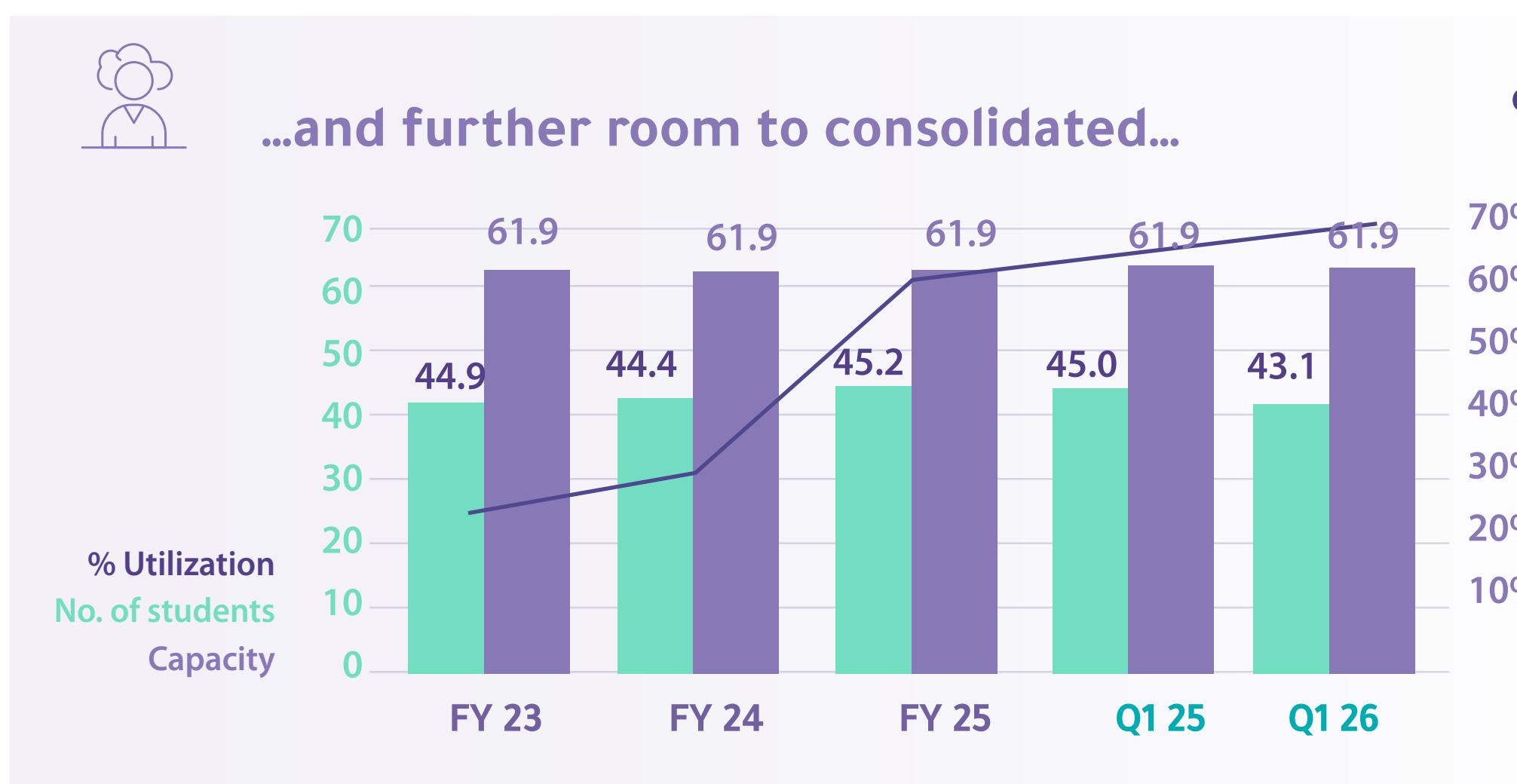
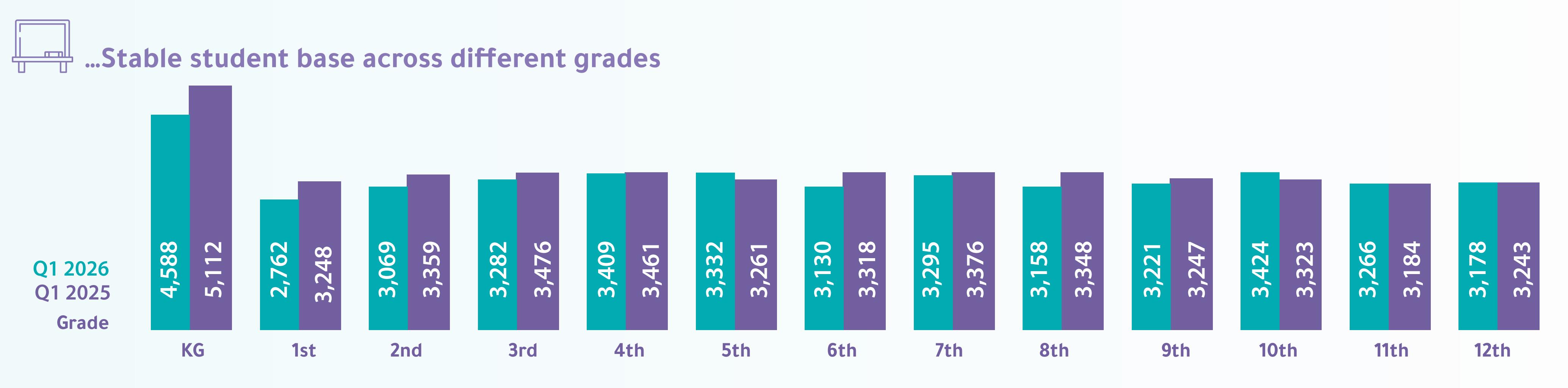
Al-Yasmin

Curriculum	New Middle East Inter.	Modern Middle East Inter.	Al-Yasmin	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 contribution ¹	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)





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



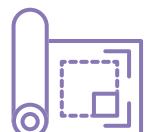


Alwasat Schools Complex (Alsalam District)



Location

Riyadh, Alsalam district



Land area

12,562 sqm



Estimated opening date

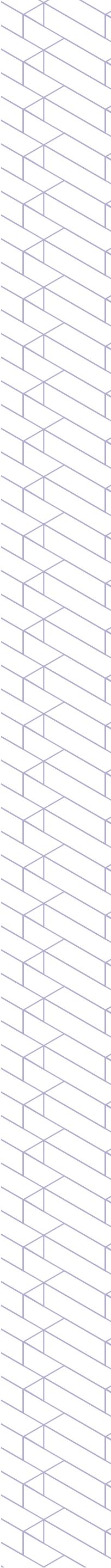
Academic year 2024-2025



Capacity

2.6 K students



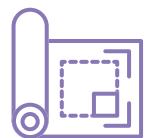


Al-Rowad Schools Complex (Irqa District)



Location

Riyadh, Irqa district



Land area

10,000 sqm



Estimated opening date

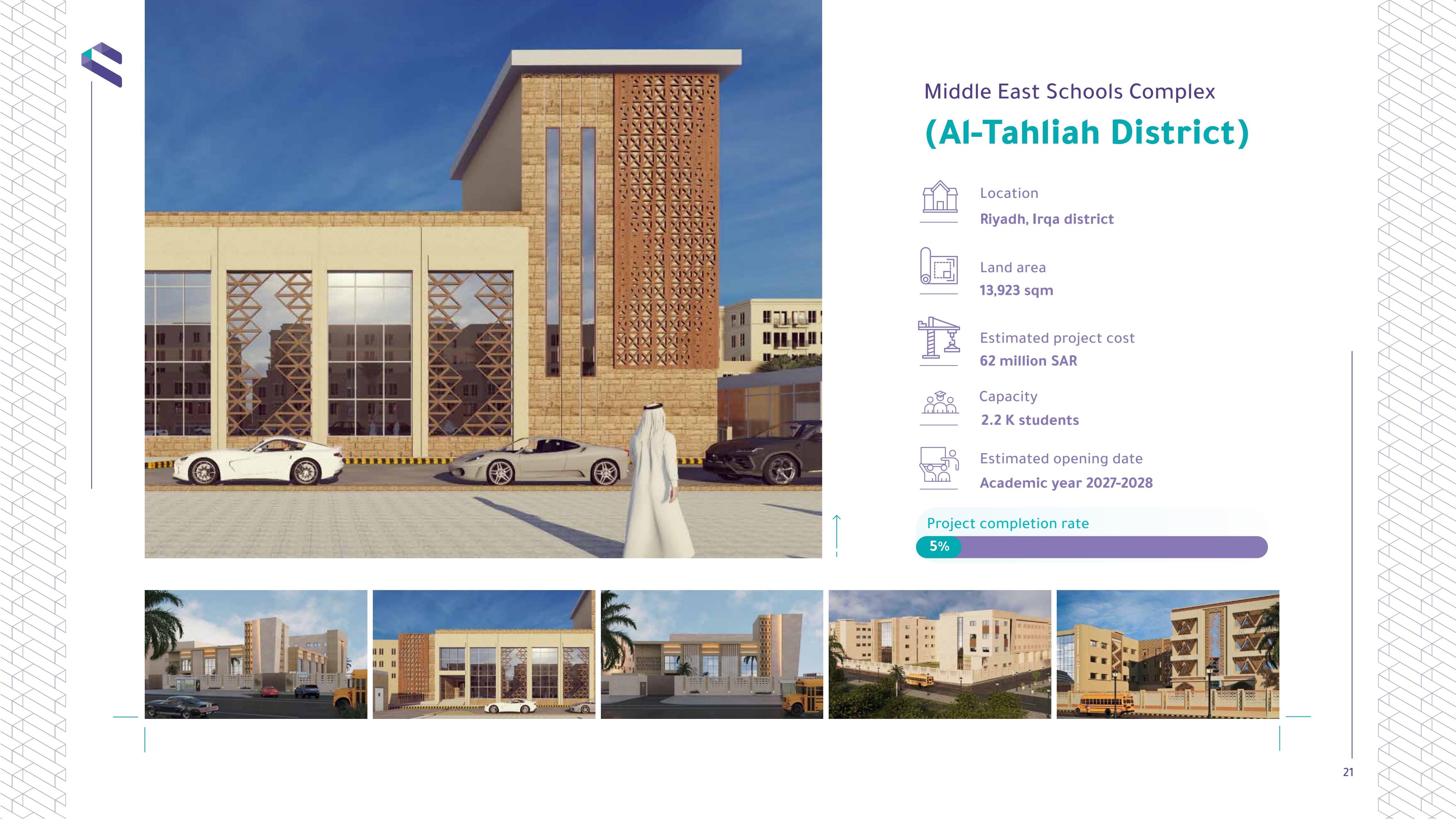
Academic year 2025-2026



Capacity

2.0 K students





Middle East Schools Complex (Al-Tahliah District)



 Location

Riyadh, Irqa district

 Land area
13,923 sqm

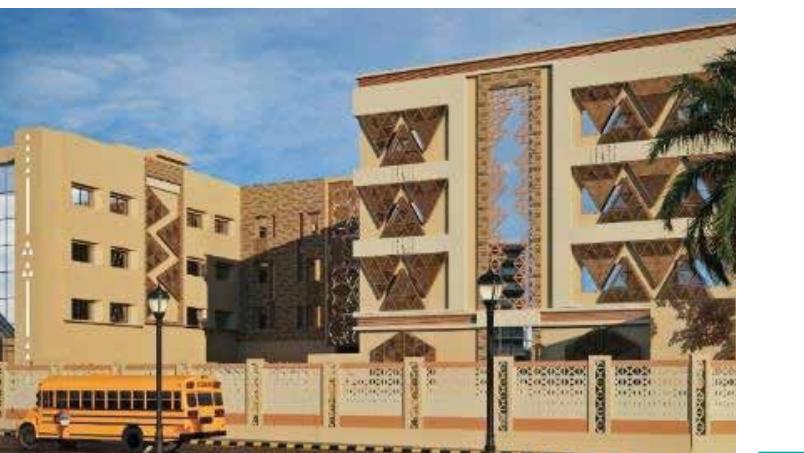
 Estimated project cost
62 million SAR

 Capacity
2.2 K students

 Estimated opening date
Academic year 2027-2028

Project completion rate

5%





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www.ataa.sa