



عطاء التعليمية  
Ataa Educational  
جبلٌ مبدعٌ.. وقيمٌ راسخٌ

# INVESTOR PRESENTATION

31Oct2025  
Q1 2026



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

# Ataa snapshot

### Financial strength<sup>1</sup>



Net Revenue

**165M SAR**



EBITDA Margin

**35%**



Net Income Margin

**13%**



Net debt/EBITDA

**1.7x**

### Market leadership<sup>1</sup>



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 fundamentals<sup>1</sup>



Employed by Ataa

**~ 5,350**



Operating history

**34 Years**



Average Capacity Utilization

**70%**

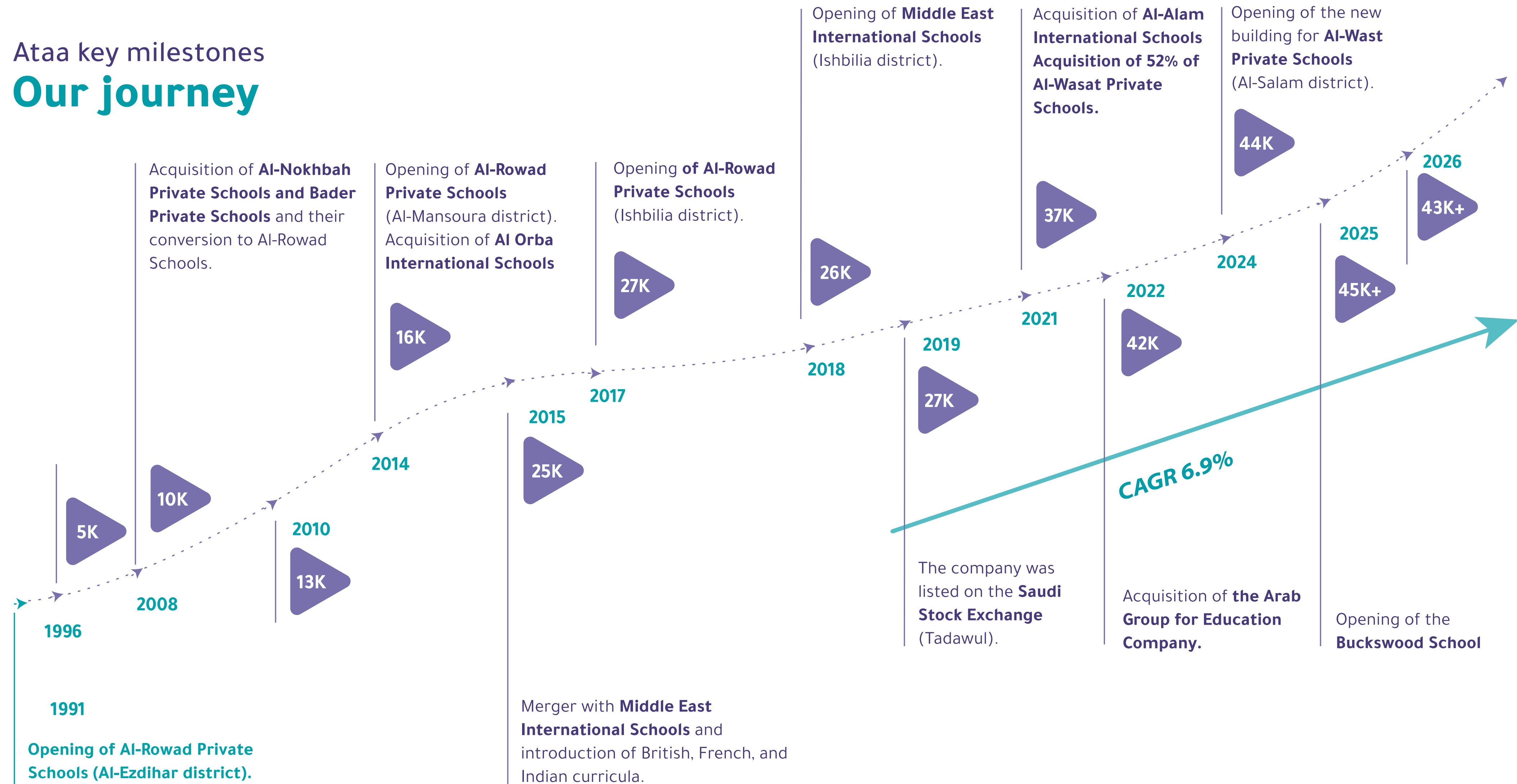


Student to teacher ratio across schools

**12.8x**



## Ataa key milestones Our journey



● Refers to number of students

Source: Company information



# Ataa Educational Complexes



-  **Al Izdihar** **Buckswood School**
-  **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** **Al Ghadir** 
- Amjad Qurtubah School** **Qurtubah**  
- Rowad Private School** **Ishbilyah**  
- 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- Nokhbah Private School** **Al-karj** 

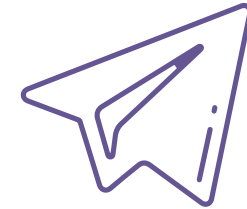




## Our vision



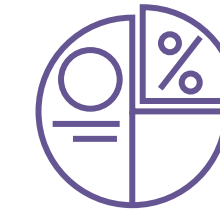
Pioneers in fostering innovation amongst students, equipping them with essential skills and solid values.



## 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

|   |   |
|---|---|
| <p><b>19</b> First Place / Gold Medal</p> <ul style="list-style-type: none"> <li>2 World Swimming Championship</li> <li>1 World Boxing Championship</li> <li>2 Table Tennis Championship</li> <li>1 Mental Arithmetic (Lionize World Record)</li> <li>1 UCMAS (Mental Arithmetic)</li> <li>1 INDIAN BOOK OF RECORDS</li> <li>1 Saudi Jiu Jitsu (BJJ) federation champ</li> <li>1 World Thai Fighting Championship (Muay Thai)</li> <li>6 Thai)</li> <li>1 Programming and Artificial Intelligence (AI)</li> <li>1 WORLD DIGITAL FEST SUMMIT</li> <li>1 Pismo Science Competition</li> </ul> | <p>Second Place / Silver Medal <b>06</b></p> <ul style="list-style-type: none"> <li>UCMAS (Mental Arithmetic) 1</li> <li>Qatar Open Taekwondo Championship 1</li> <li>International Arithmetic Competition 1</li> <li>CBSE National Badminton Championship 2025 1</li> <li>Silverzone Science Olympiad 1</li> <li>World Spelling Championship 2025 1</li> </ul>   |
| <p><b>04</b> Third Place and Bronze Medal</p> <ul style="list-style-type: none"> <li>1 International Public Speaking Competition (Toastmasters)</li> <li>2 World Thai Fighting Championship (Muay Thai)</li> <li>1 CBSE National Badminton Championship 2025</li> </ul>   | <p>Other Centers &amp; Other Prizes <b>22</b></p> <ul style="list-style-type: none"> <li>avour 6.0 International Final Showdown 1</li> <li>CBSE BOARD EXAMINATION TOPPERS 5</li> <li>Hong Kong International Computational Olympiad 5</li> <li>World Spelling Championship 2025 7</li> <li>Edexcel Exams 3</li> <li>Honoring the Modern Middle East International School - Riyadh, with the 'Outstanding School Award' in the fifteenth edition of the Asian Leadership Awards 1</li> </ul> |

**WORLD** The Winners at the World Level Achievements **51** Students

The Winners at the local Level  
Local Achievements

**440** 163 61 83 133



## Nation Education Sector Achievements

|   |  |
|---|--|
| <p><b>22</b> First Place / Gold Medal</p> <ul style="list-style-type: none"> <li>2 E-Sports Championship, Rocket League</li> <li>1 Bahrain Kyokushin Karate Championship</li> <li>2 Afro-Asian International Forum Competition for Innovation and Technology (Riyadh-2025)</li> <li>1 International Exhibition of Inventions, Innovation, and Technology, Malaysia ITEX2025</li> <li>1 COP30 (5ITalk)</li> <li>8 Afro-Asian International Forum Competition for Innovation and Technology (Malaysia - 2025)</li> <li>5 BIEA STEM COMPETITION</li> <li>2 E-Sports Competition Major Rally</li> </ul> | <p>Second Place / Silver Medal <b>21</b></p> <ul style="list-style-type: none"> <li>International Open Biology Olympiad (OIBO), Russia 1</li> <li>International Exhibition of Inventions, Innovation, and Technology, Malaysia (ITEX2025) 2</li> <li>Hippo World English Language Olympiad 1</li> <li>Entrepreneurship and Innovation Competition "Let's Innovate" 1</li> <li>Afro-Asian International Forum Competition for Innovation and Technology (Malaysia - 2025) 15</li> <li>Classera Hackathon 1</li> </ul> |
| <p><b>20</b> Third Place and Bronze Medal</p> <ul style="list-style-type: none"> <li>12 World Robot Olympiad (WRO)</li> <li>1 Greco-Roman Wrestling Competition</li> <li>5 The International Competition for the Afro-Asian Forum for Innovation and Technology (Riyadh2025)</li> <li>1 Hong Kong International Computational Olympiad Competition For Python Programming Language / Singapore</li> <li>1 International Biology Olympiad in the Philippines</li> </ul>  | <p>Other Centers &amp; Other Prizes <b>17</b></p> <ul style="list-style-type: none"> <li>ELO English Language Olympiad Competition 5</li> <li>Bahrain Kyokushin Karate Championship 1</li> <li>Children's Recitation Challenge 4</li> <li>The International Competition for the Afro-Asian Forum for Innovation and Technology (Riyadh2025) 2</li> <li>International Invention, Innovation, and Technology Exhibition (ITEX2025) - Malaysia Competition 2</li> <li>Hippo Competition 3</li> </ul>                    |

**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

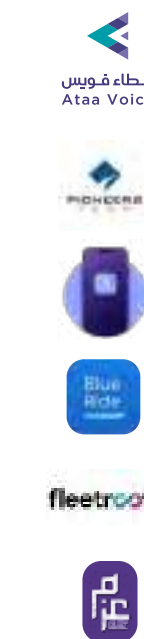
## Educational Services

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.





# 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**.

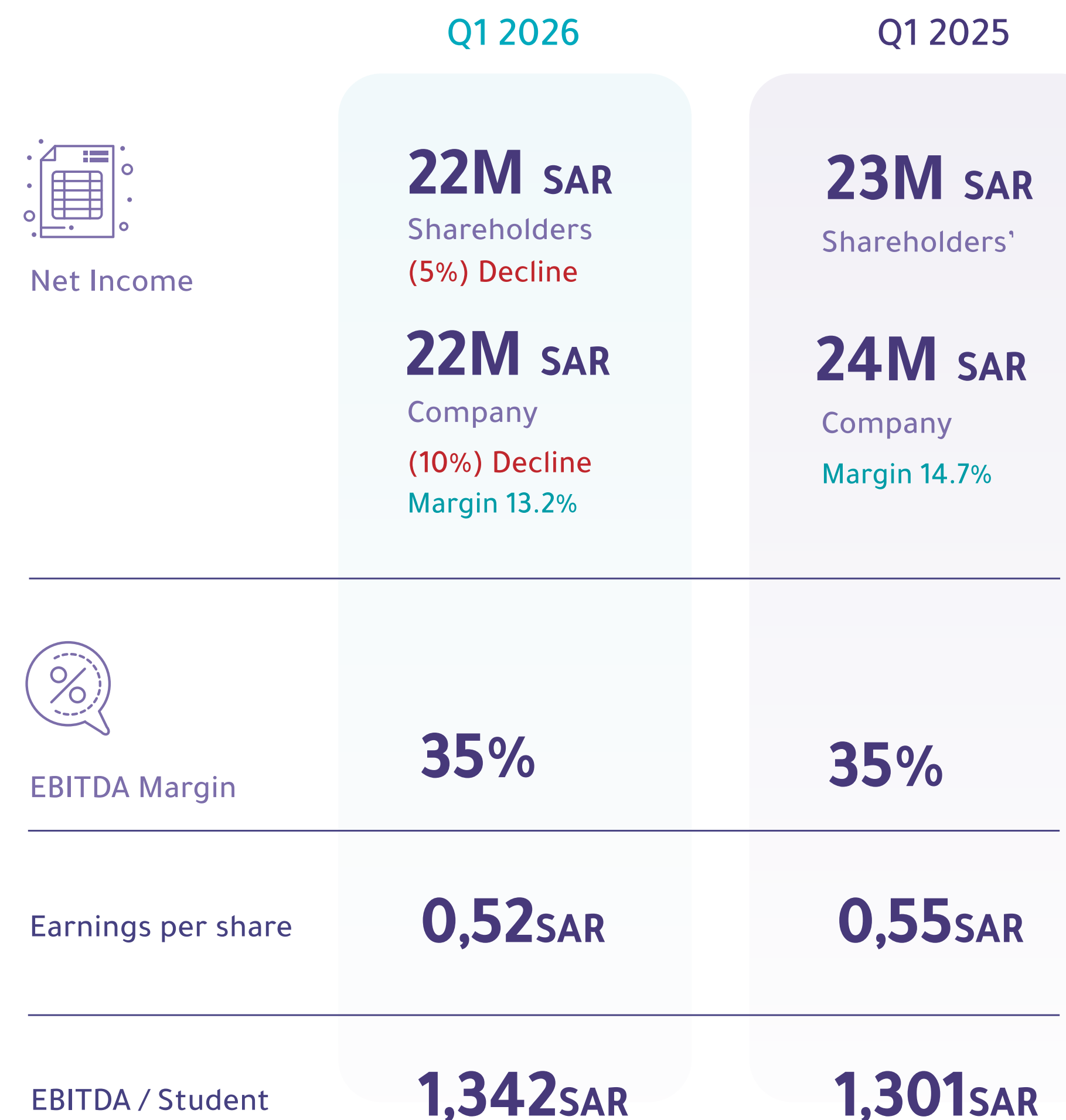
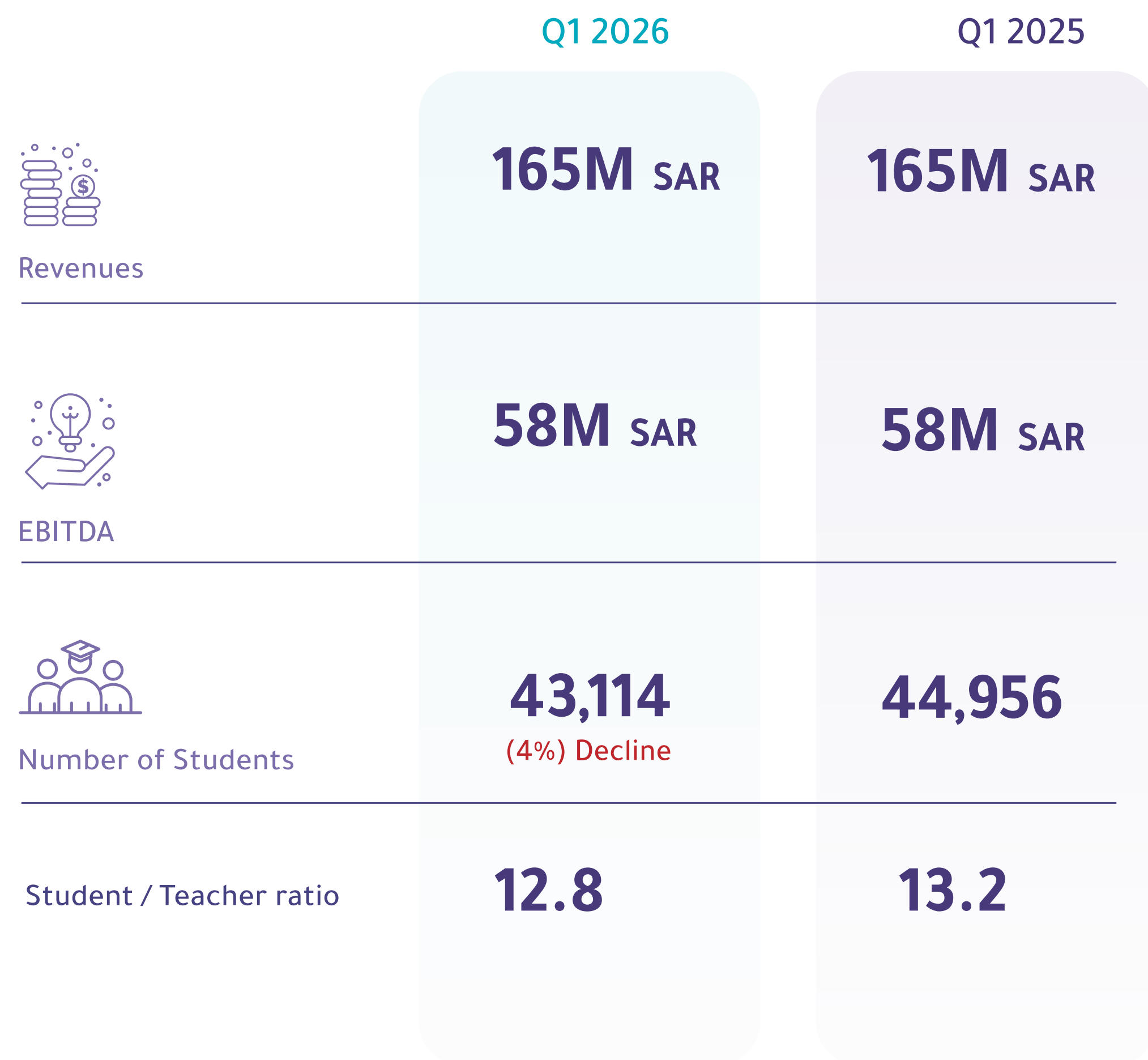
### Comparative Figures

- 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.



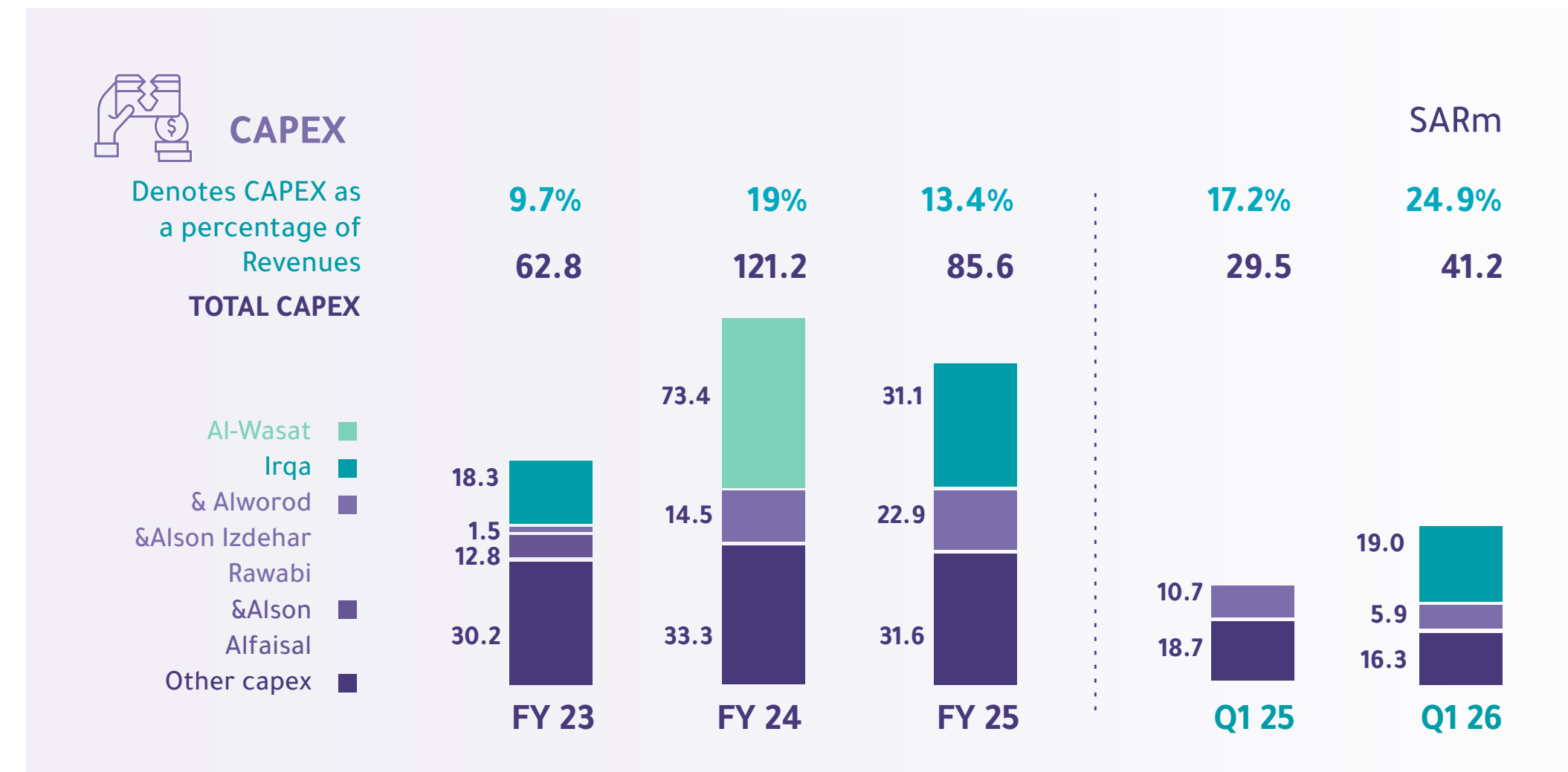
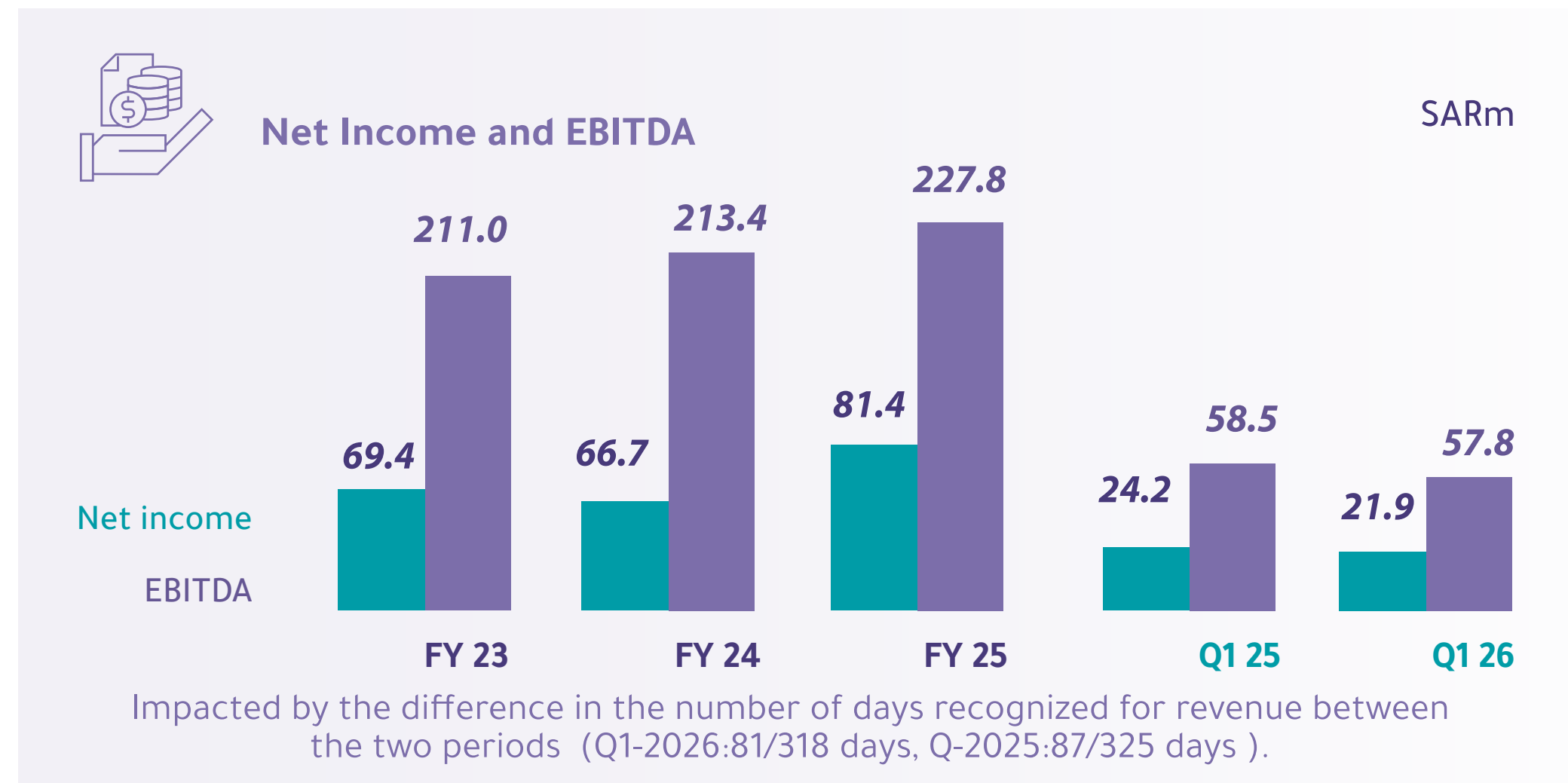
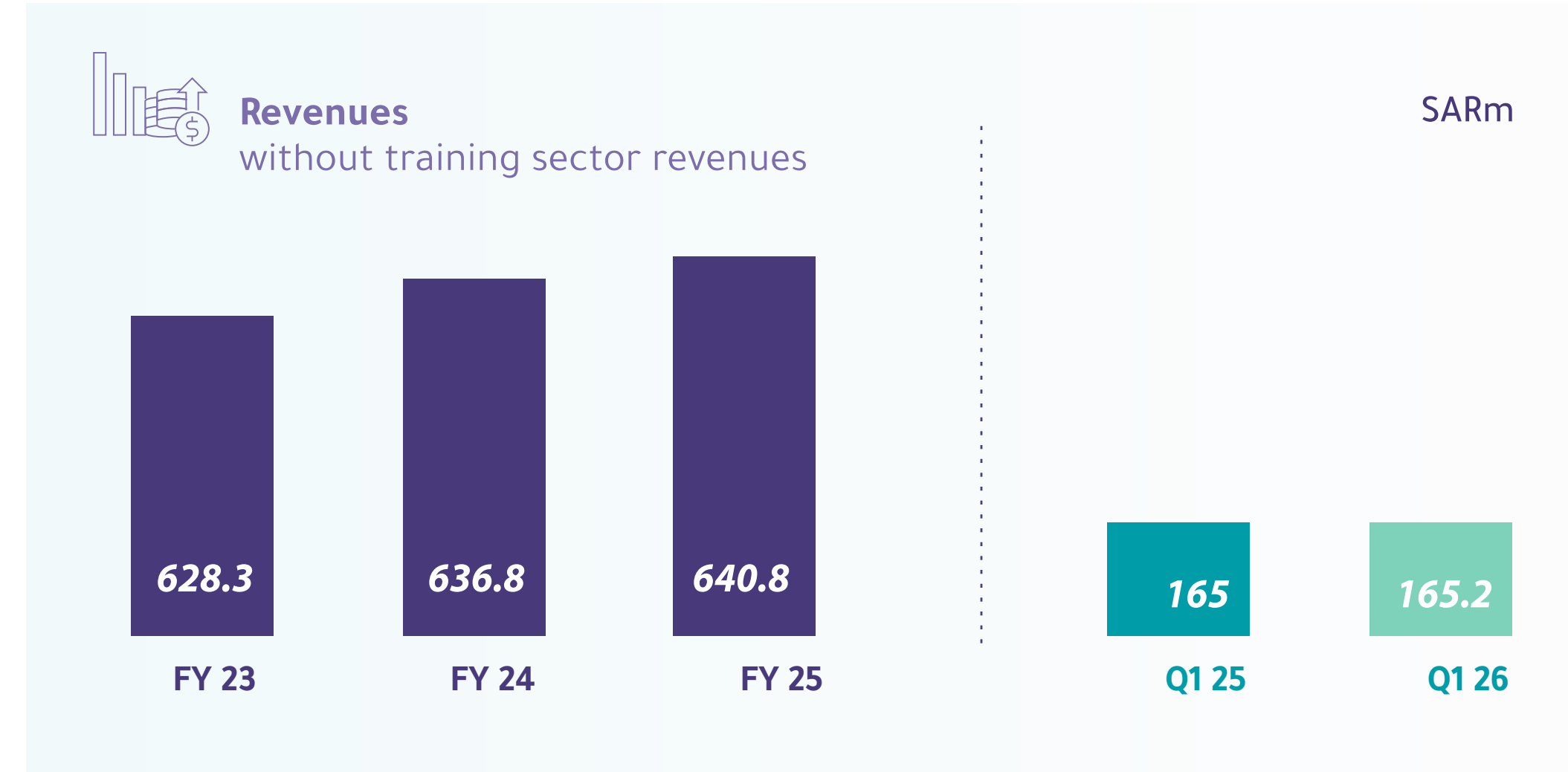
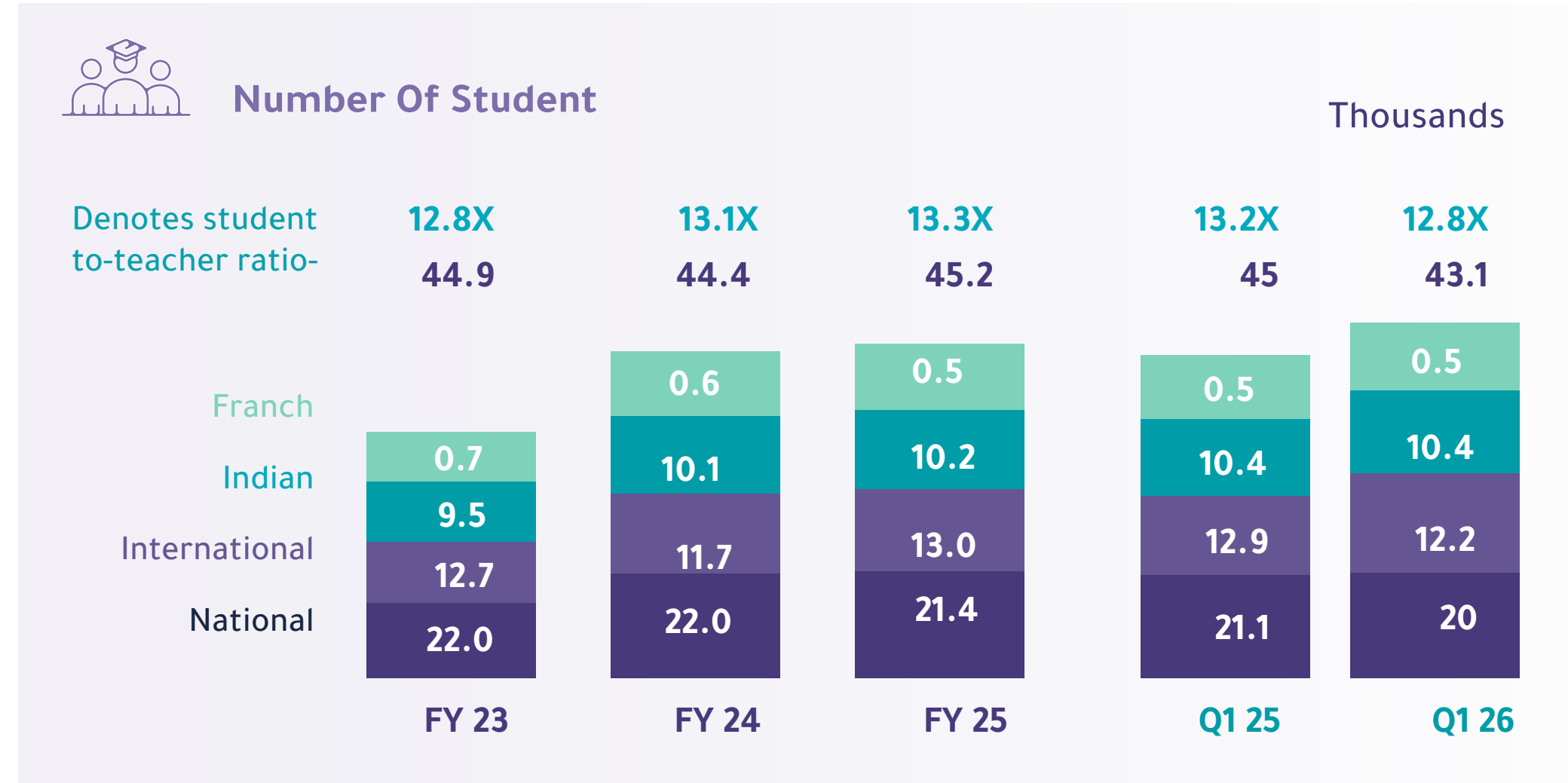
# Financial Results



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

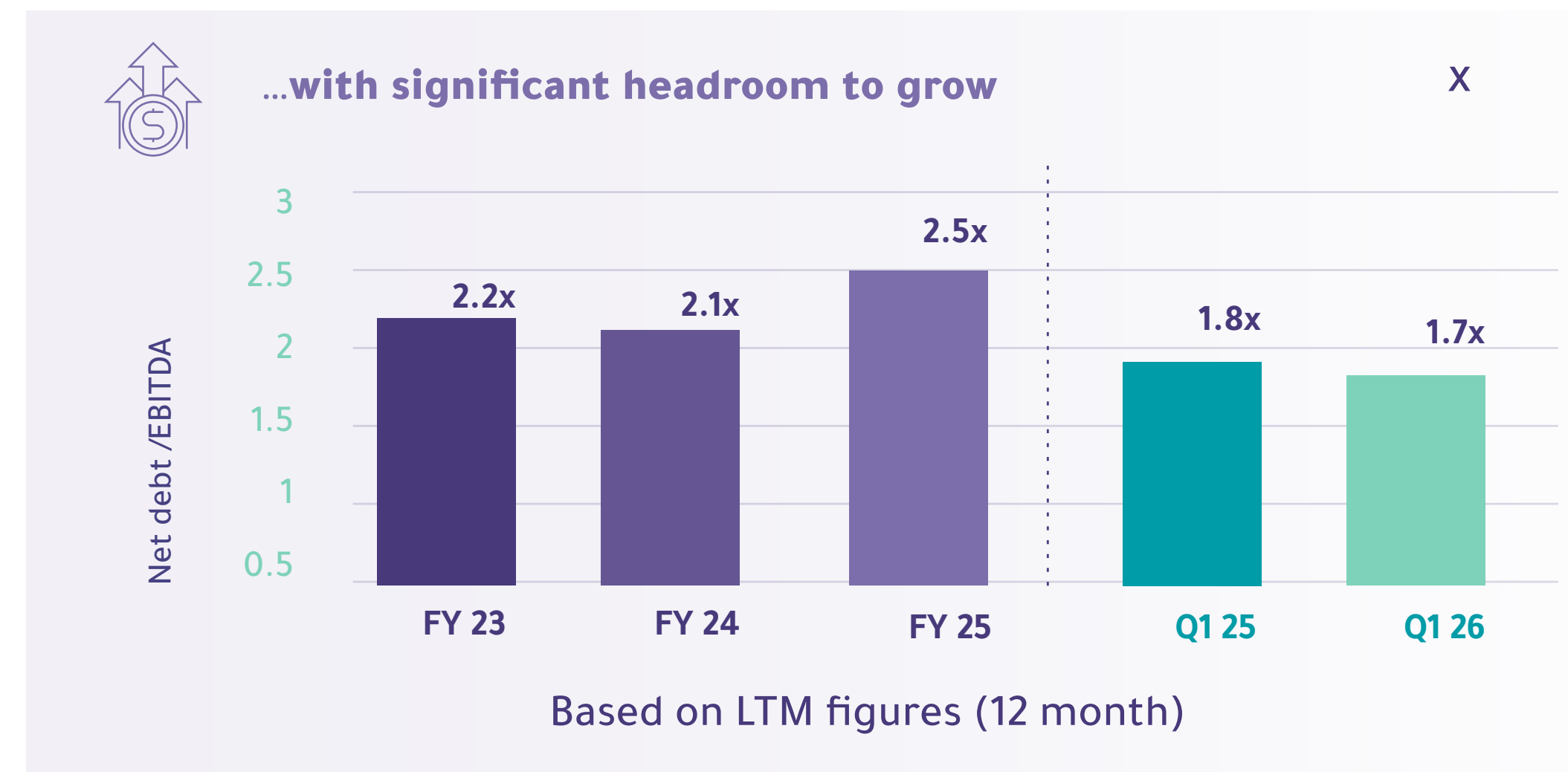
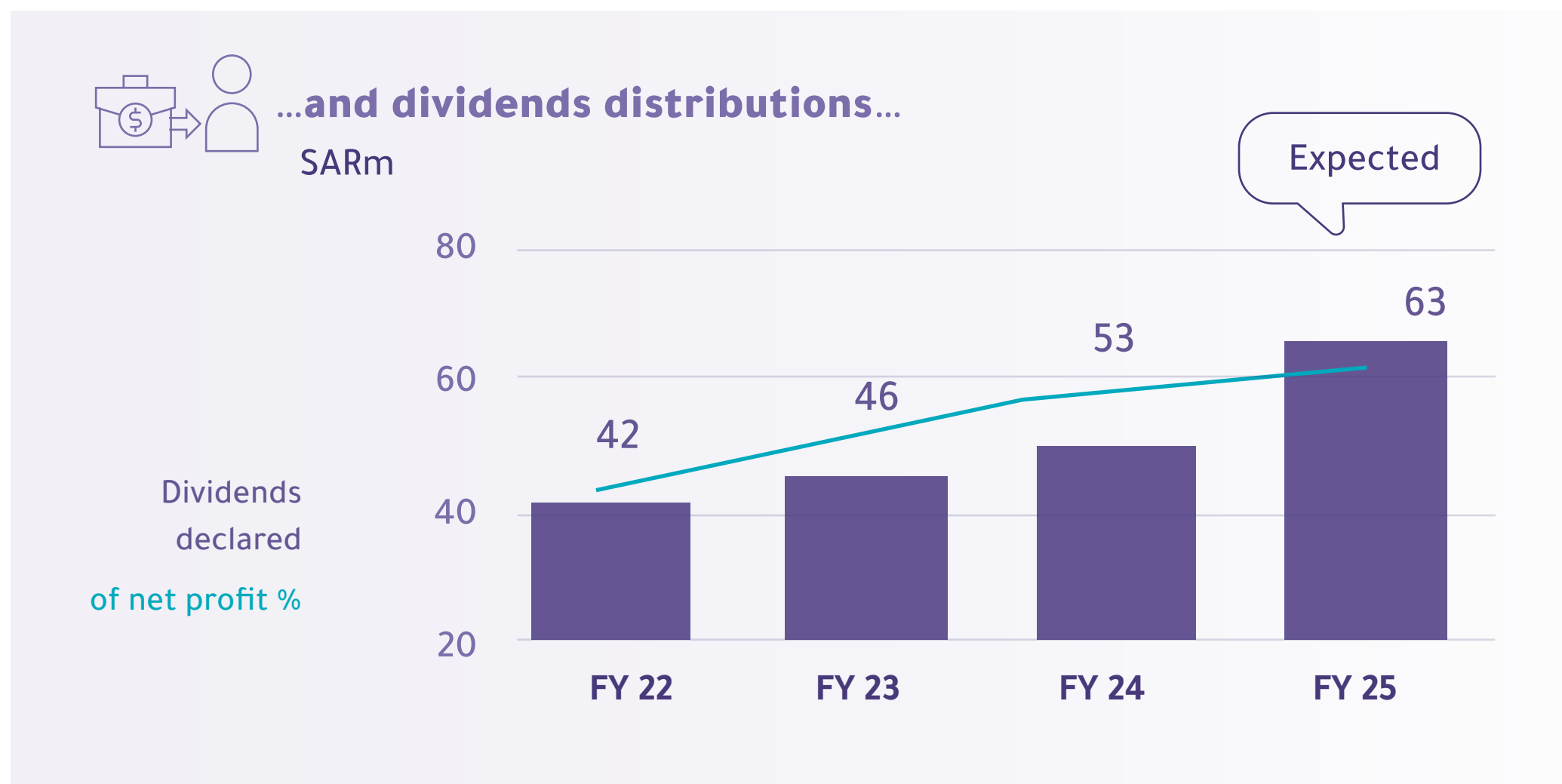
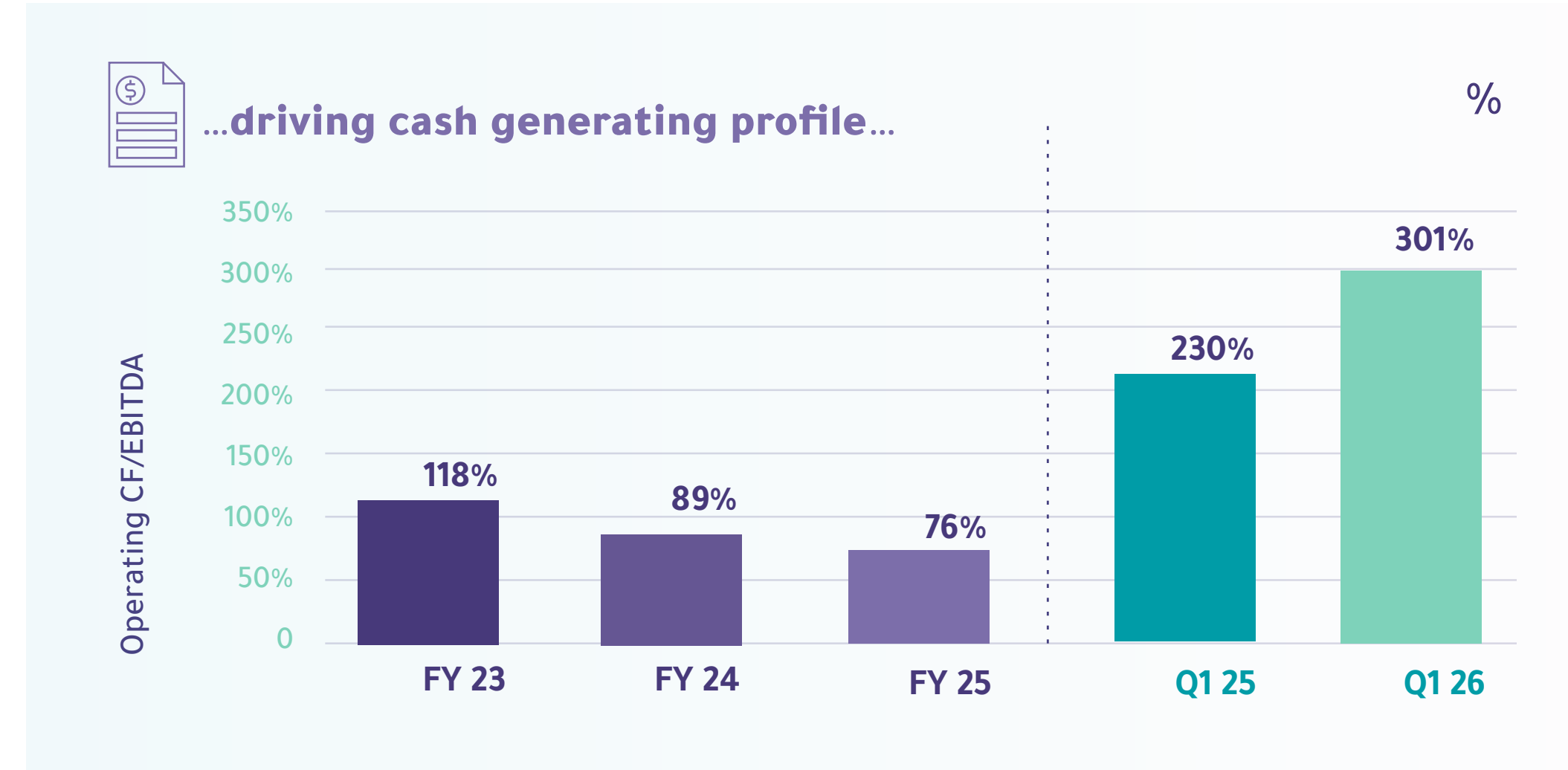
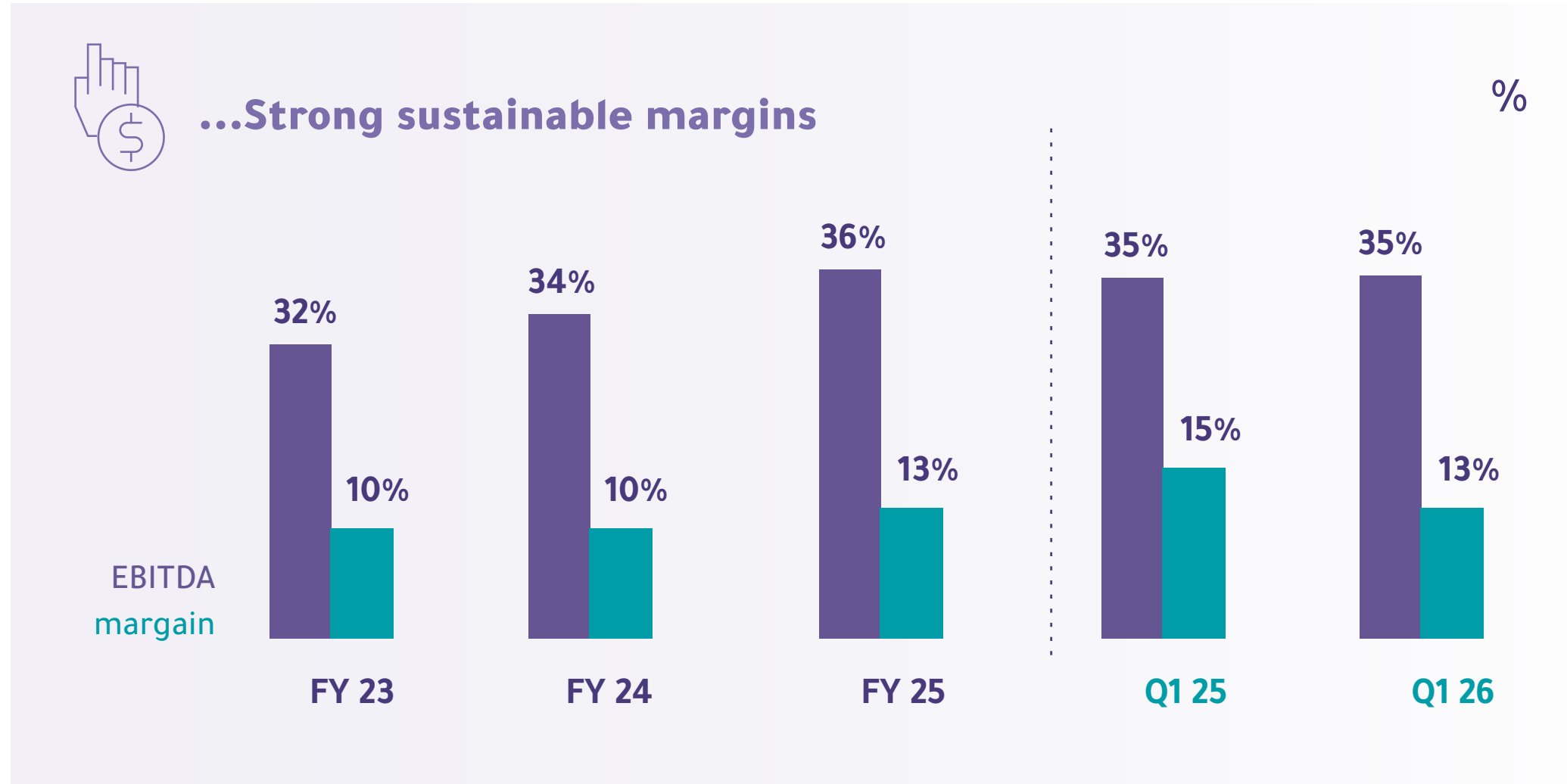


## Robust financial performance despite economic headwinds





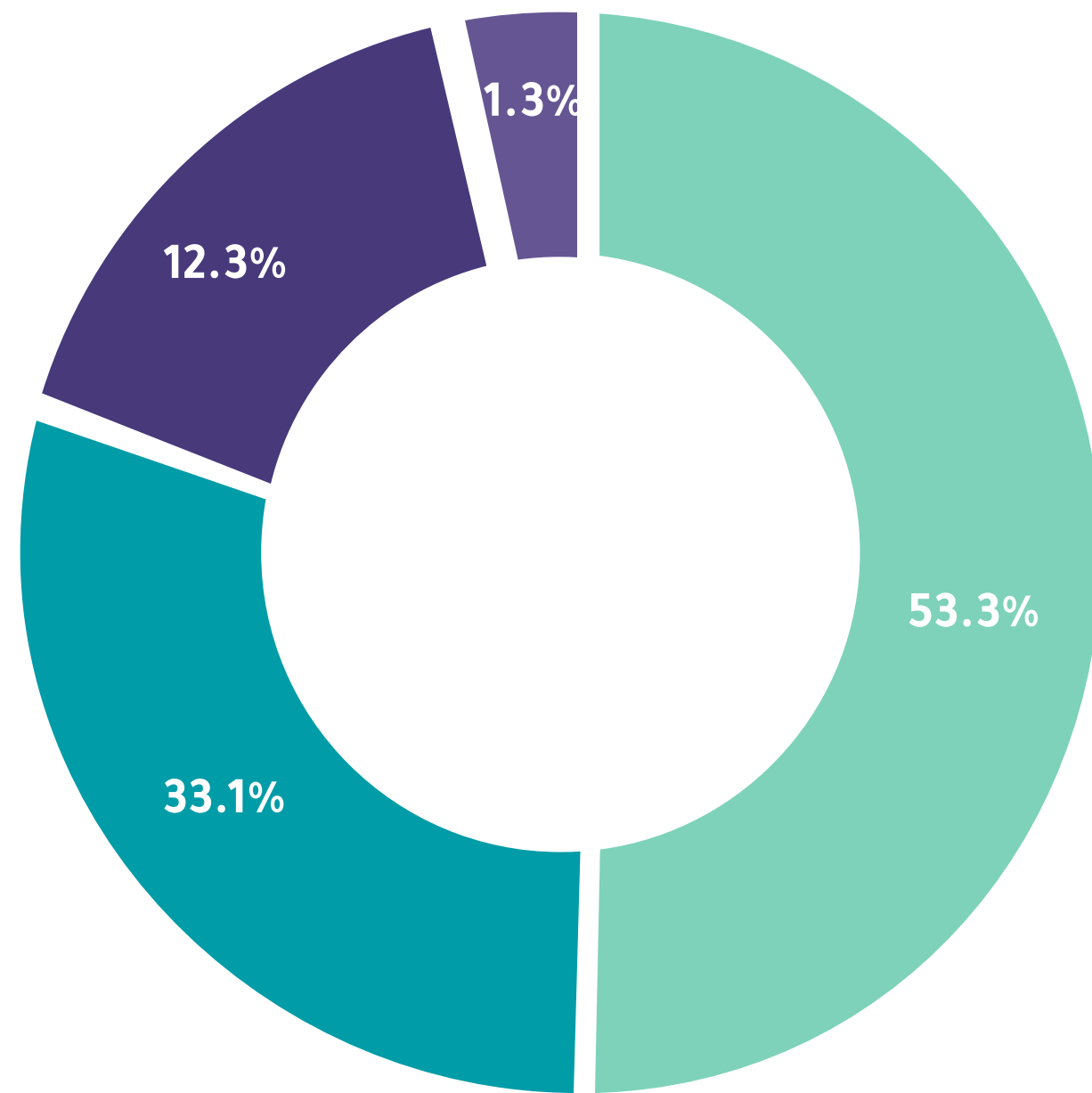
## Strong margins to drive cash generation with significant headroom to grow










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%           |



Revenue Break-Down

## Revenue by Type

| Revenue by School         | Q12026 | %    | Q12025 | %    | Var<br>(YTD24-25) |
|---------------------------|--------|------|--------|------|-------------------|
| Rowad Al- Izdihar         | 15.712 | 9.5% | 16.783 | 9.8% | (6.4%)            |
| Rowad Al-Rowabi           | 10.323 | 6.2% | 9.835  | 5.7% | 5.0%              |
| Rowad Al- Mansoura        | 7.381  | 4.5% | 6.930  | 4.0% | 6.5%              |
| Rowad Ishbilia            | 15.977 | 9.7% | 15.543 | 9.1% | 2.8%              |
| Rowad Al- Anduls          | 4.139  | 2.5% | 3.756  | 2.2% | 10.2%             |
| Nokhba Al-karj            | 2.530  | 1.5% | 2.597  | 1.5% | (2.6%)            |
| Al-Faikr                  | 1.954  | 1.2% | 2.146  | 1.3% | (9.0%)            |
| Al-Ourba Inter.           | 12.296 | 7.4% | 12.661 | 7.4% | (2.9%)            |
| Middle East Inter.        | 16.107 | 9.7% | 15.505 | 9.0% | 3.9%              |
| Sulaimaniya Inter.        | 2.244  | 1.4% | 2.401  | 1.4% | (6.5%)            |
| New Middle East Inter.    | 10.522 | 6.4% | 9.365  | 5.5% | 12.4%             |
| Modern Middle East Inter. | 4.988  | 3.0% | 4.604  | 2.7% | 8.3%              |

| Revenue by School           | Q12026 | %    | Q12025 | %    | Var<br>(YTD24-25) |
|-----------------------------|--------|------|--------|------|-------------------|
| Middle East Ishbilia Inter. | 4.639  | 2.8% | 4.205  | 2.5% | 10.3%             |
| Aleilm Inter.               | 5.923  | 3.6% | 5.842  | 3.4% | 1.4%              |
| Al Wsat                     | 3.824  | 2.3% | 2.917  | 1.7% | 31.1%             |
| Naba - Almanahj             | 6.834  | 4.1% | 7.432  | 4.3% | (8.0%)            |
| Amjad Qurtaba               | 9.544  | 5.8% | 10.169 | 5.9% | (6.1%)            |
| Al jawdah                   | 9.828  | 5.9% | 11.148 | 6.5% | (11.8%)           |
| Al -Alson                   | 13.109 | 7.9% | 14.573 | 8.5% | (10.0%)           |
| Jeel Al-majed               | 1.527  | 0.9% | 2.222  | 1.3% | (31.3%)           |
| Al-Yasmin                   | 4.800  | 2.9% | 4.038  | 2.4% | 18.9%             |
| Alfaisal                    | 0      | 0.0% | 6.349  | 3.7% | (100%)            |
| creative                    | 0      | 0.0% | 99     | 0.1% | (100%)            |
| Buckswood                   | 1.024  | 0.6% | 308    | 0.2% | 232.7%            |



Saudi



Egypt



USA



France



India



UK

# 7 Educational curricula



# National schools portfolio

Overview of national curriculum portfolio

|                          | Rowad          |           |              |           |            | Al- Nokhbah | Al- Feker | Al Wasat | Amjad Qurtubah | Al jawdah | Al-Manahej | TOTAL AVG |
|--------------------------|----------------|-----------|--------------|-----------|------------|-------------|-----------|----------|----------------|-----------|------------|-----------|
|                          | Al- Izdihar    | Al-Rawabi | Al- Mansoura | Ishbilila | 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      | 30,906    |
| 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 contribution <sup>1</sup> | 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 contribution <sup>1</sup> | 7.7%   | 3.5%  | 3.8%  | 15%       |
| Student to teacher ratio         | 12.4   | 14.1  | 18.3  | 13.9      |



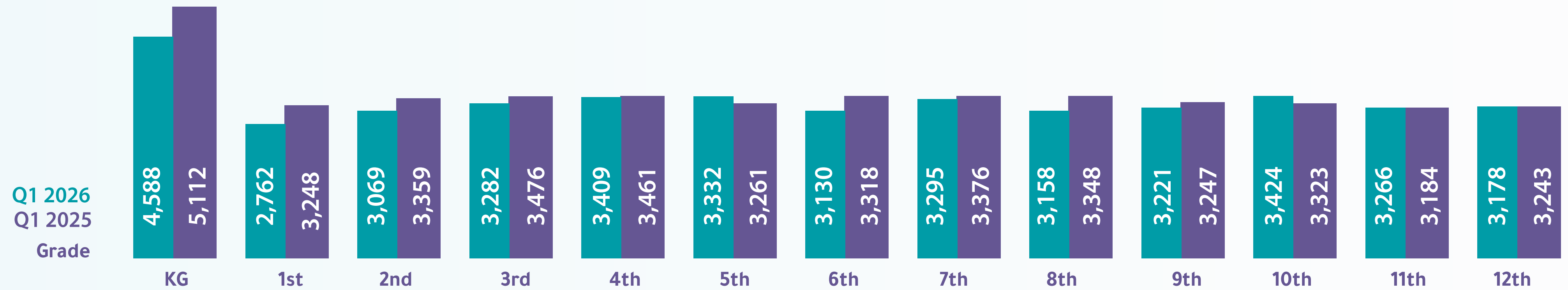
# Ataa school portfolio

Highly diversified student base with further room to consolidate

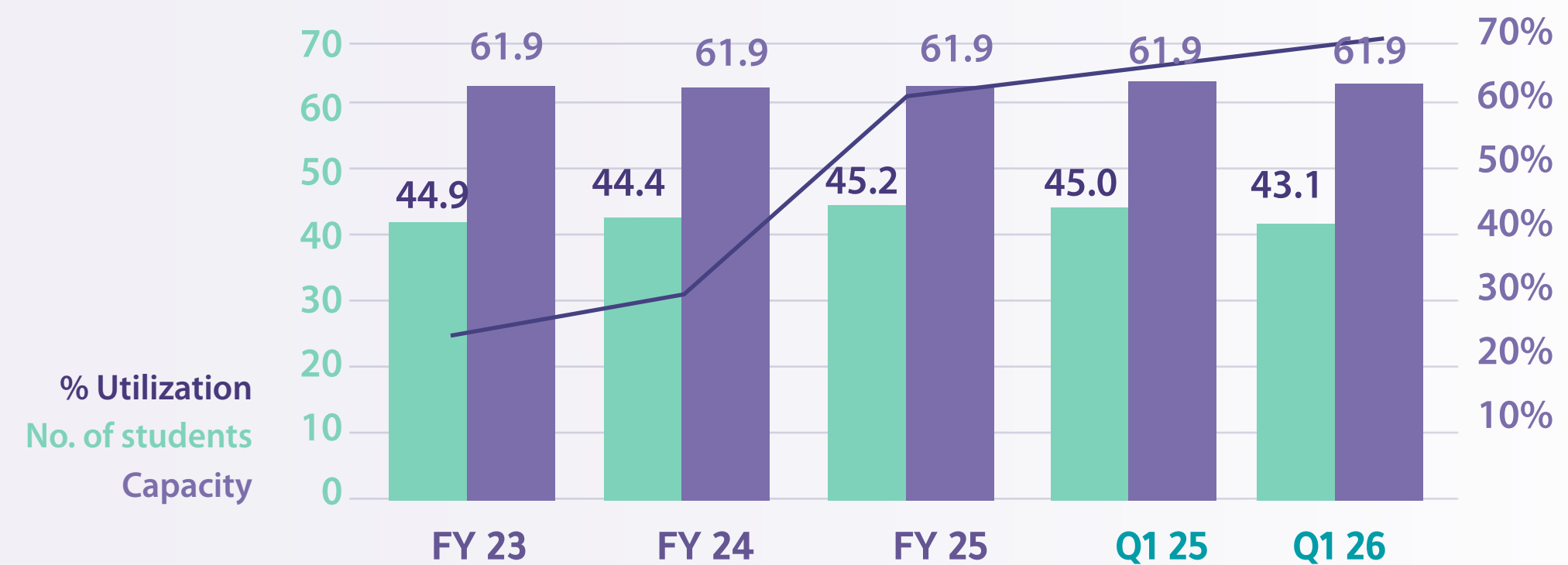
Stable student base across different grades... Number of students in each grade as of 2026(# students)



## ...Stable student base across different grades

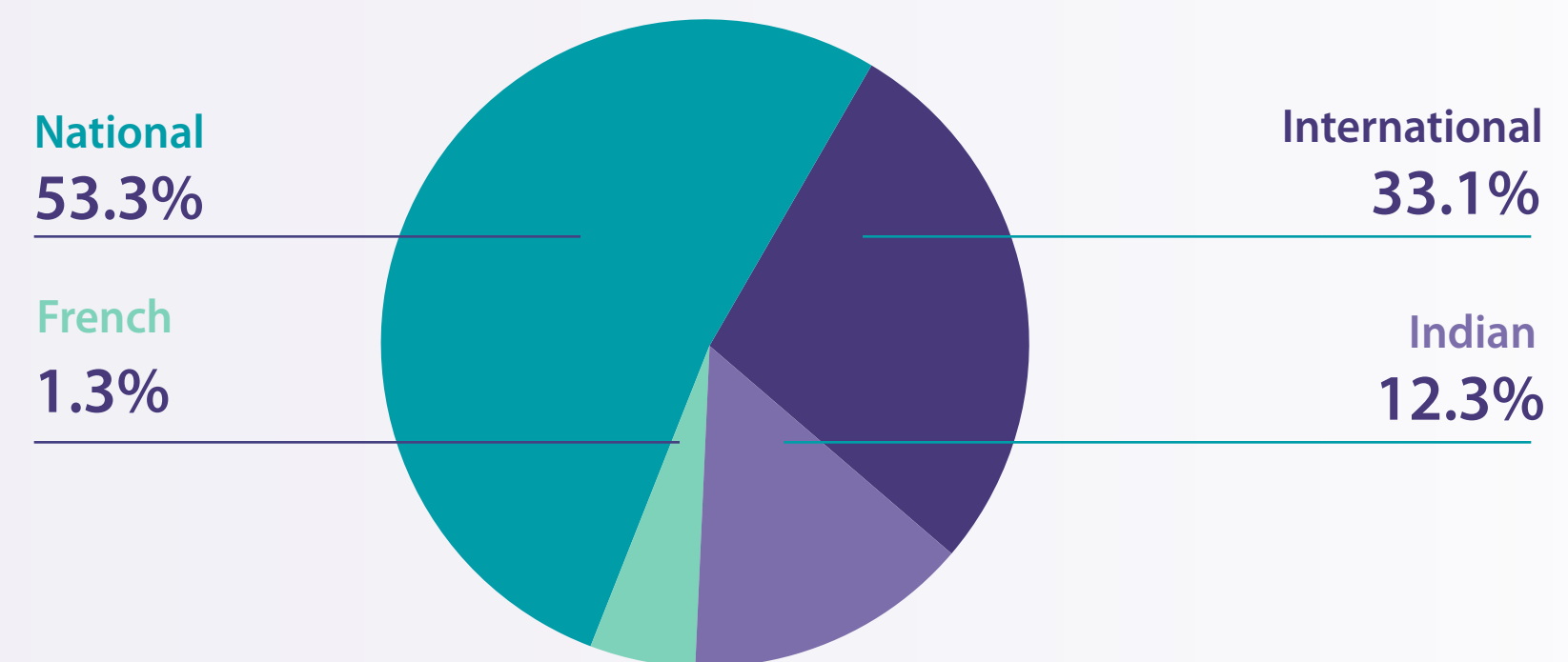


## ...and further room to consolidated...



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

Net tuition revenue per curriculum (%)





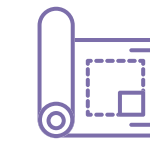
# Expansion & Growth Projects



## Buckswood School Complex (Izdehar District)



Location  
**Riyadh, Izdehar district**



Land area  
**7,891 sqm**



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



Capacity  
**725 students**

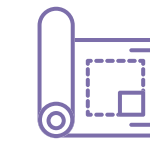




## Alwasat Schools Complex (Alsalam District)



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**

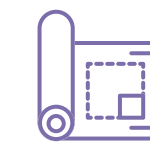




## Middle East Schools Complex (Al-Tahliah District)



Location  
**Riyadh, Irqa district**



Land area  
**13,923 sqm**



Estimated project cost  
**62 million SAR**



Capacity  
**2.2 K students**

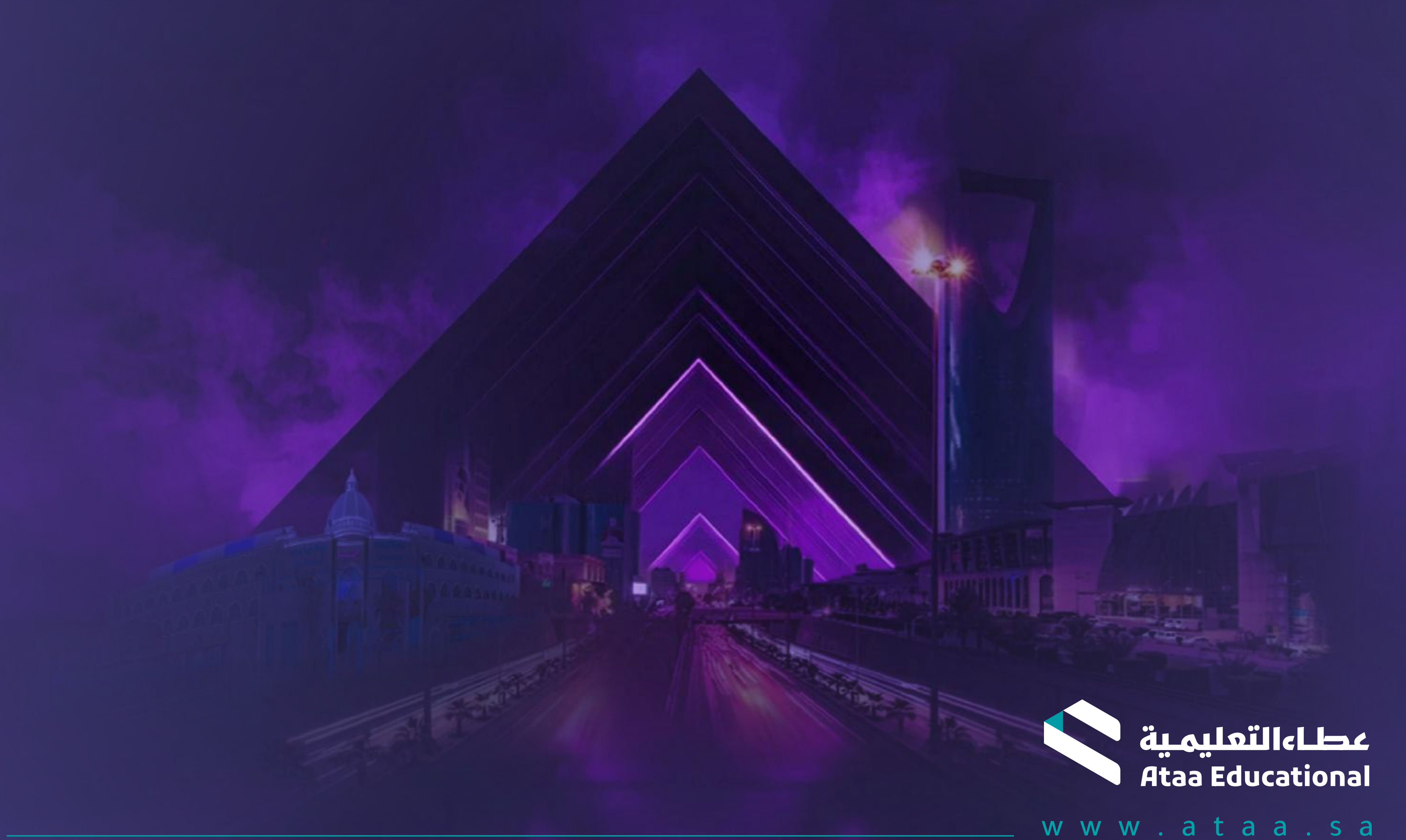


Estimated opening date  
**Academic year 2027-2028**

Project completion rate

**5%**





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