



عطاء التعليمية
Ataa Educational
جبلٌ مبدعٌ.. وقيمٌ راسخٌ

INVESTOR PRESENTATION

Jan 2026
H1 2026



Introduction to Ataa Educational Company (“Ataa”)

Ataa snapshot

Financial strength¹



Net Revenue

360M SAR



EBITDA Margin

37%



Net Income Margin

17%



Net debt/EBITDA

2.2x

Market leadership¹



Largest school operator in Riyadh (2026)

1st



Market share in Riyadh (2026)

10%



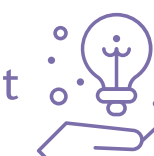
Students enrolled in Ataa

43,744



Number of curricula taught

7 across 22 Complexes



Strong fundamentals¹



Employed by Ataa

~ 5,250



Operating history

34 Years



Average Capacity Utilization

69%

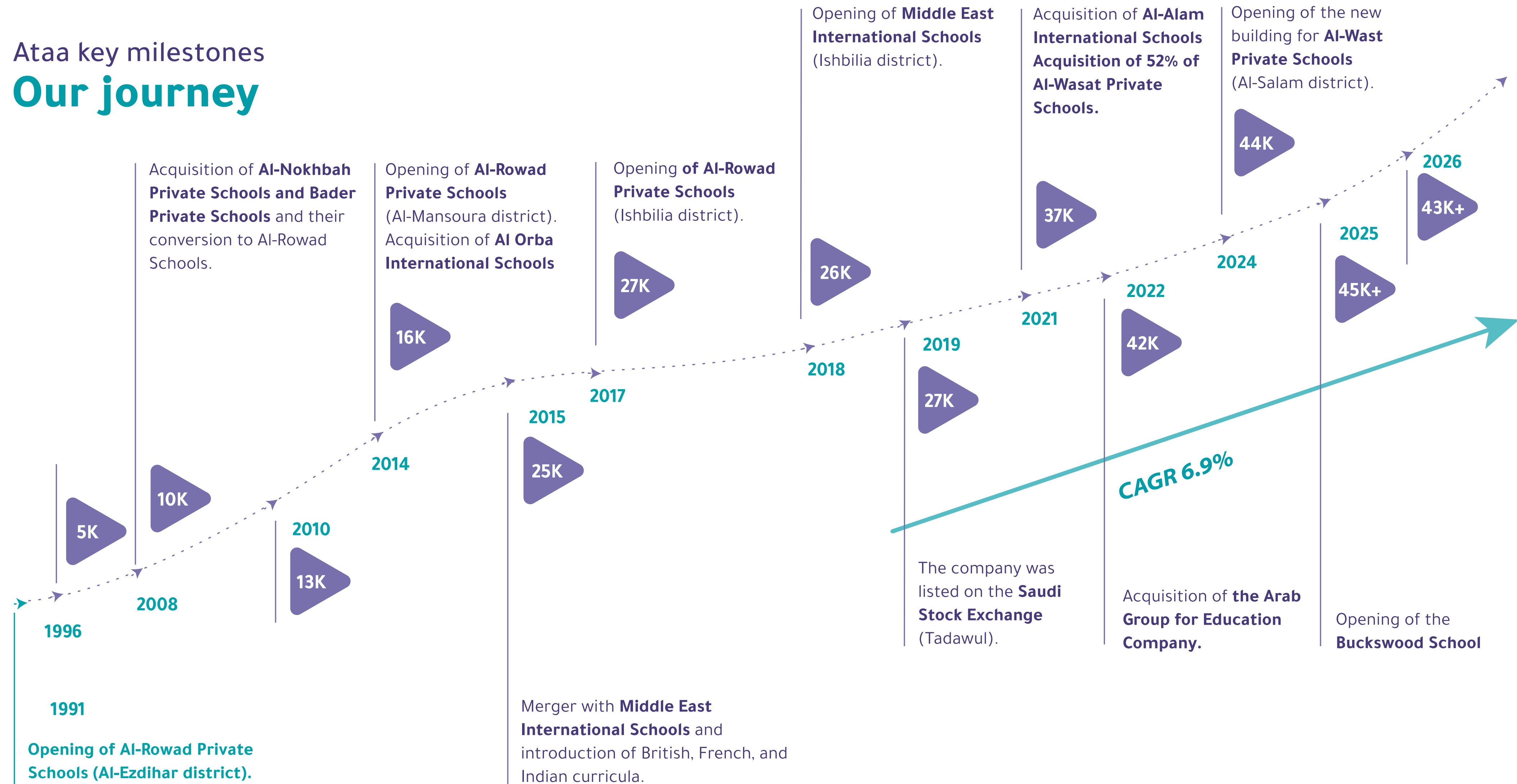


Student to teacher ratio across schools

13.2x



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** 

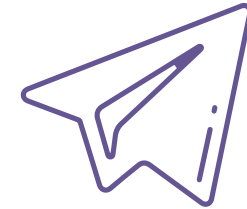




Our vision



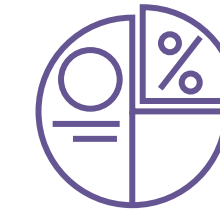
Pioneers in fostering innovation amongst students, equipping them with essential skills and solid values.



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>19 First Place / Gold Medal</p> <ul style="list-style-type: none"> 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 	<p>Second Place / Silver Medal 06</p> <ul style="list-style-type: none"> 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
<p>04 Third Place and Bronze Medal</p> <ul style="list-style-type: none"> 1 International Public Speaking Competition (Toastmasters) 2 World Thai Fighting Championship (Muay Thai) 1 CBSE National Badminton Championship 2025 	<p>Other Centers & Other Prizes 22</p> <ul style="list-style-type: none"> 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



Nation Education Sector Achievements

<p>22 First Place / Gold Medal</p> <ul style="list-style-type: none"> 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 (5ITalk) 8 Afro-Asian International Forum Competition for Innovation and Technology (Malaysia - 2025) 5 BIEA STEM COMPETITION 2 E-Sports Competition Major Rally 	<p>Second Place / Silver Medal 21</p> <ul style="list-style-type: none"> 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
<p>20 Third Place and Bronze Medal</p> <ul style="list-style-type: none"> 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 	<p>Other Centers & Other Prizes 17</p> <ul style="list-style-type: none"> 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

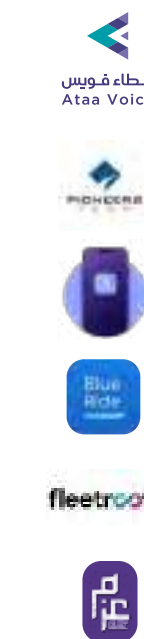
Educational Services

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.





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**.

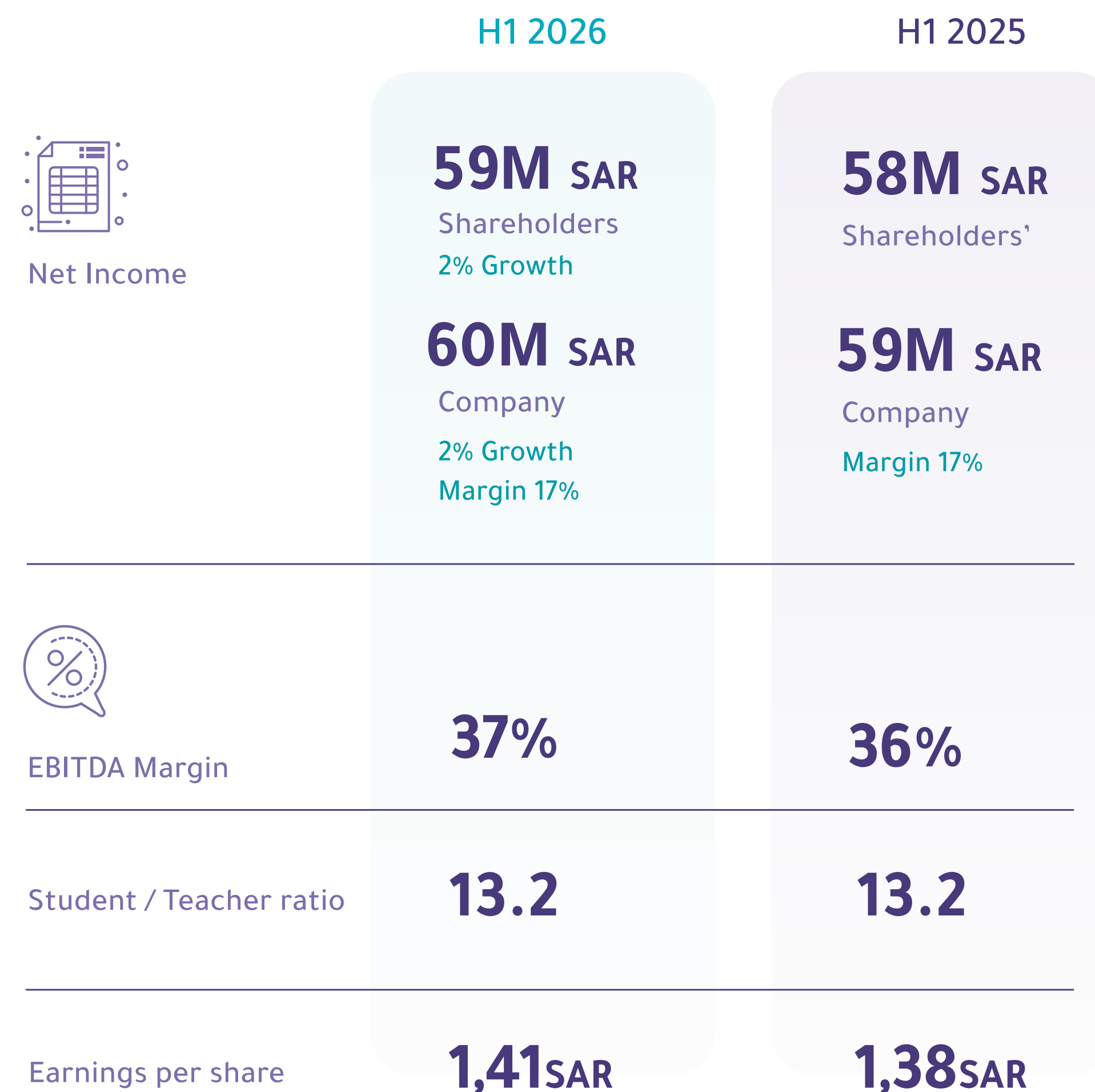
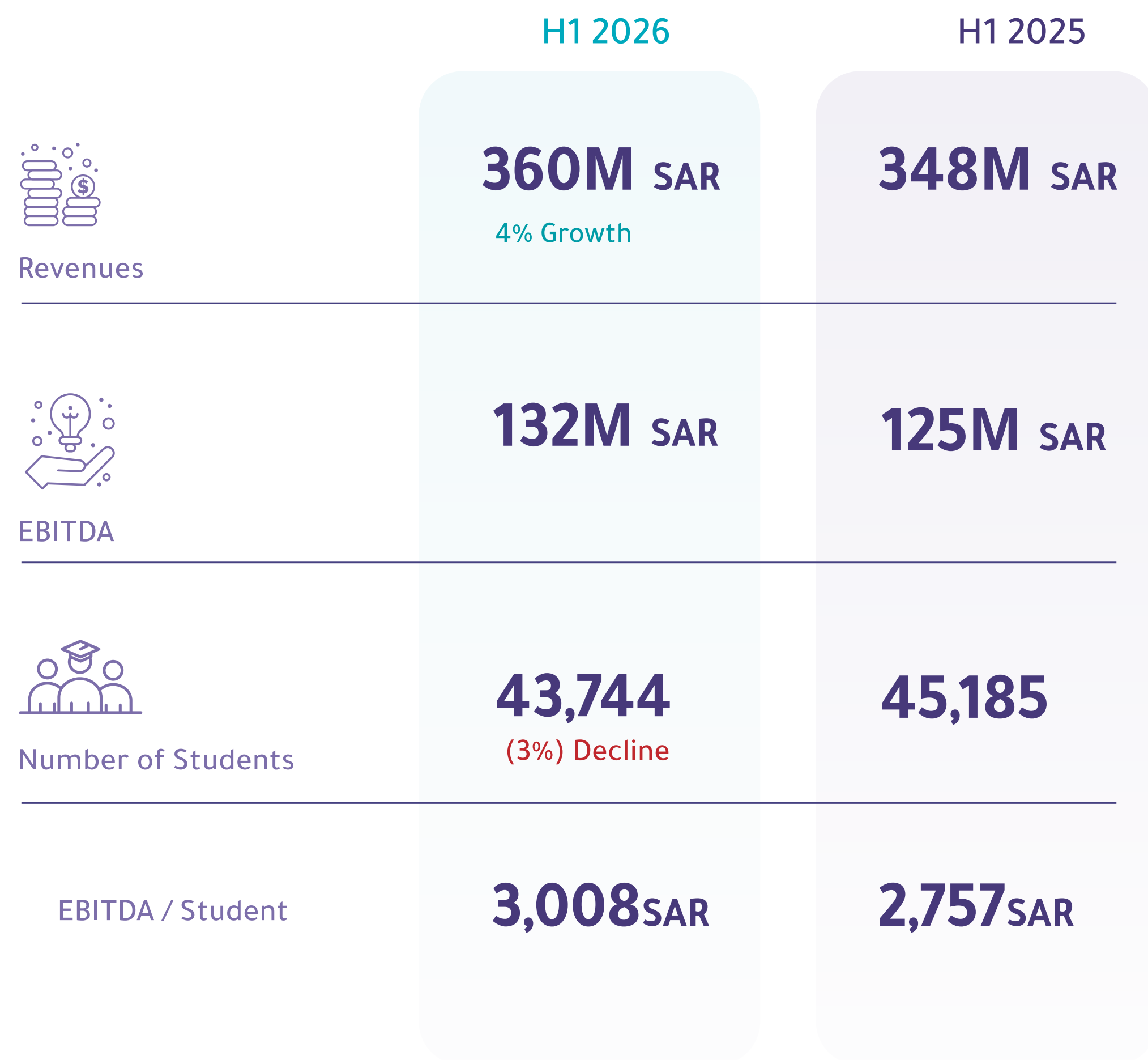
Comparative Figures

- To ensure consistency, figures for **H1 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.



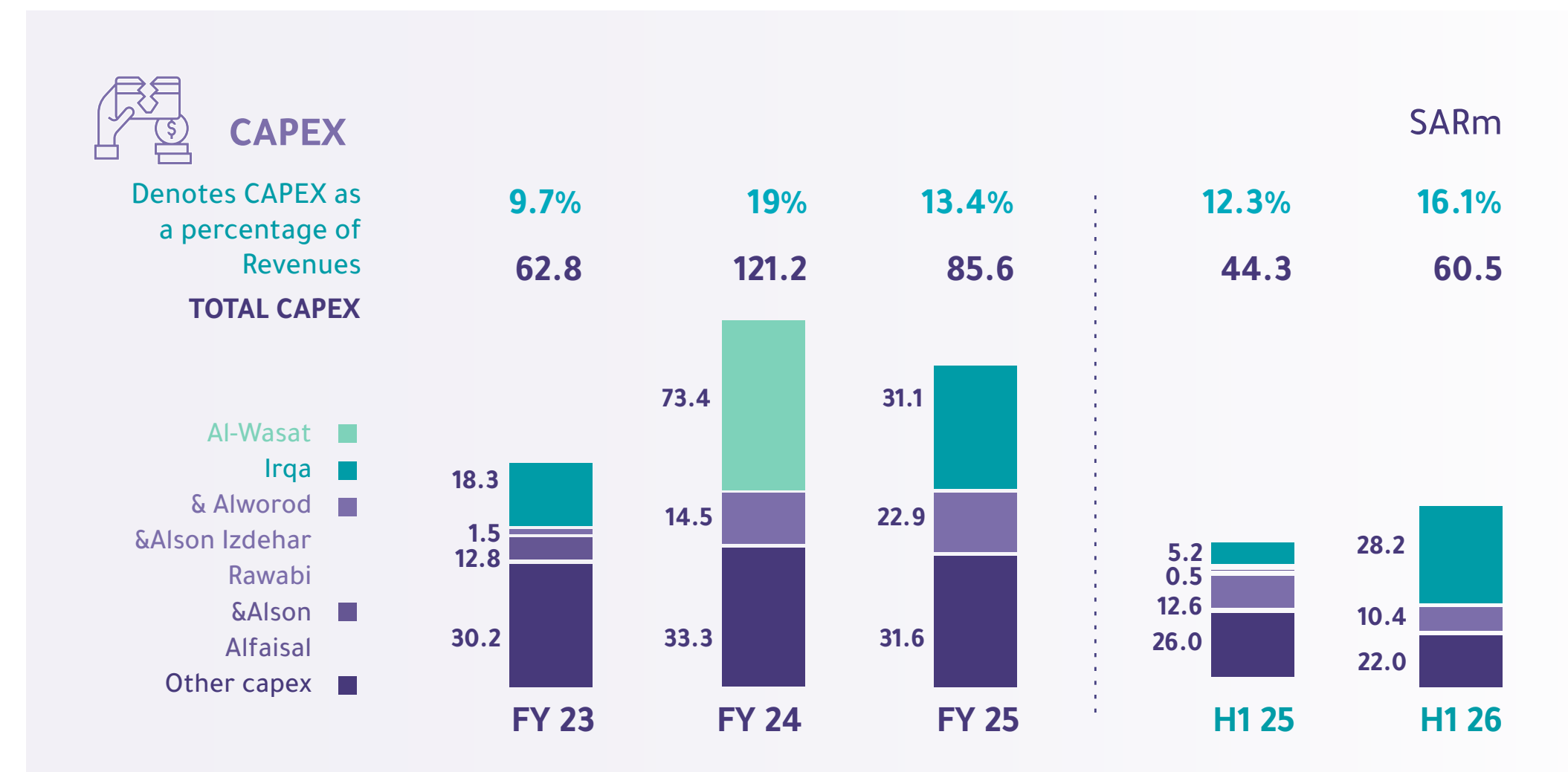
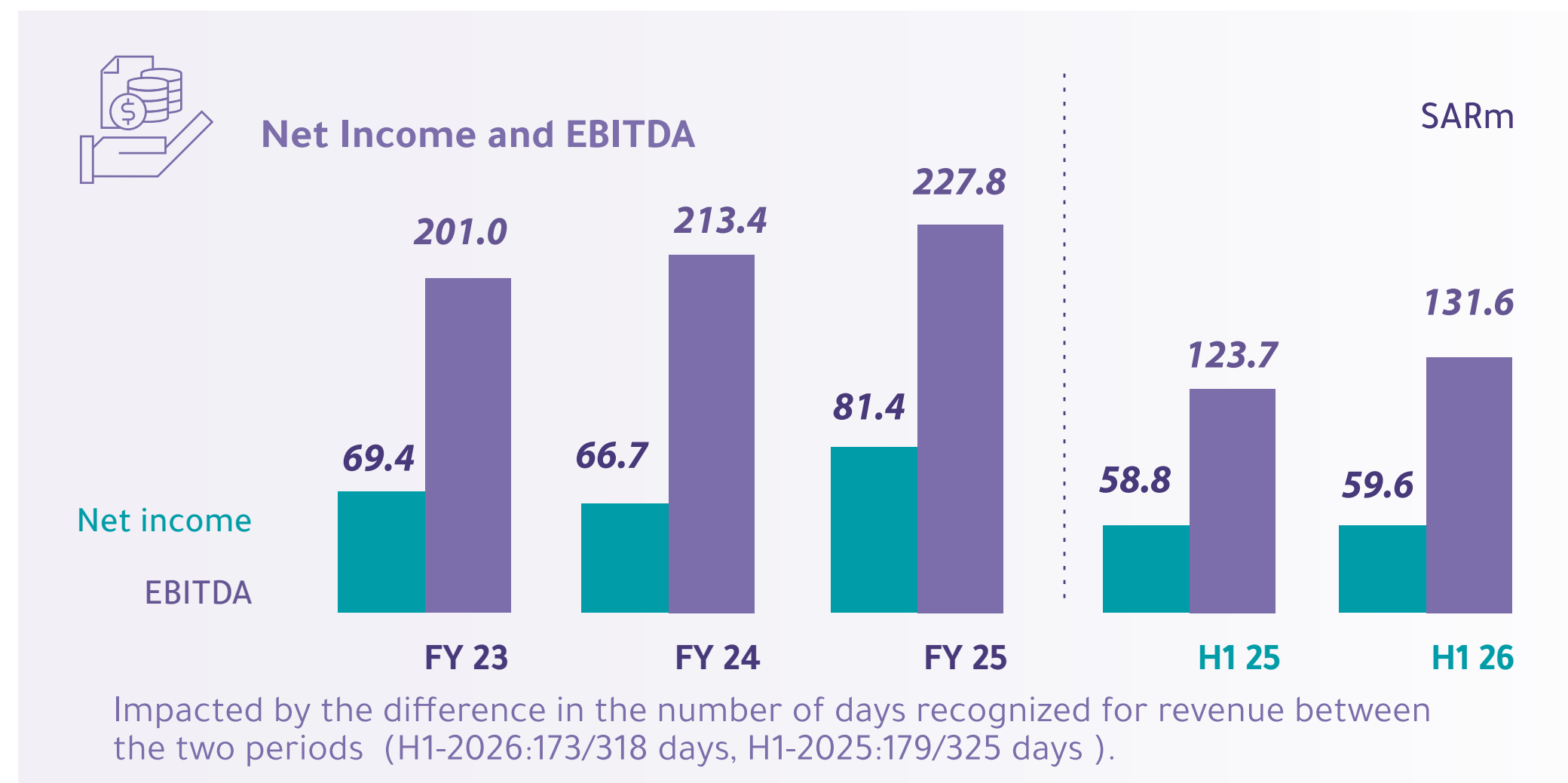
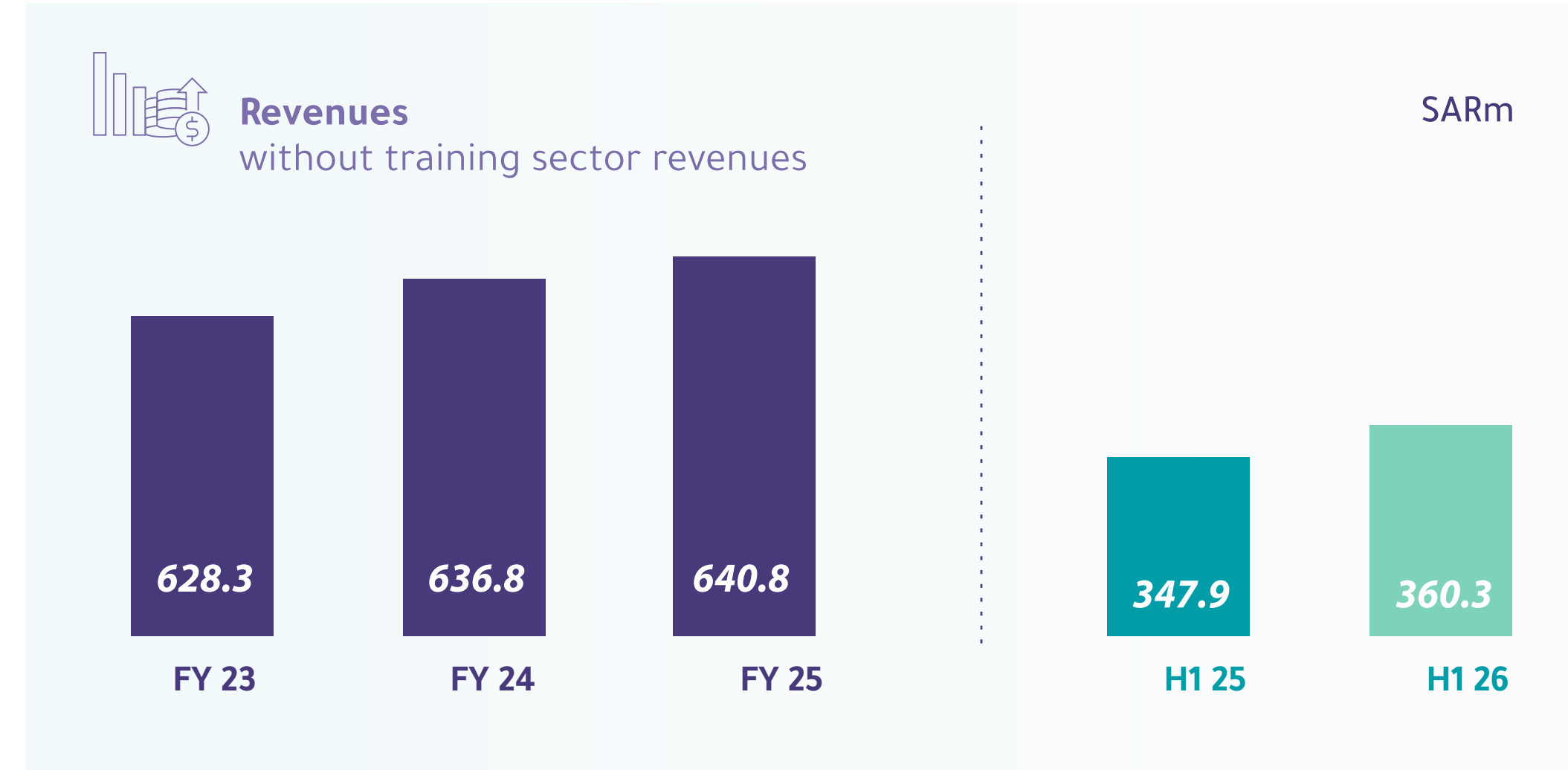
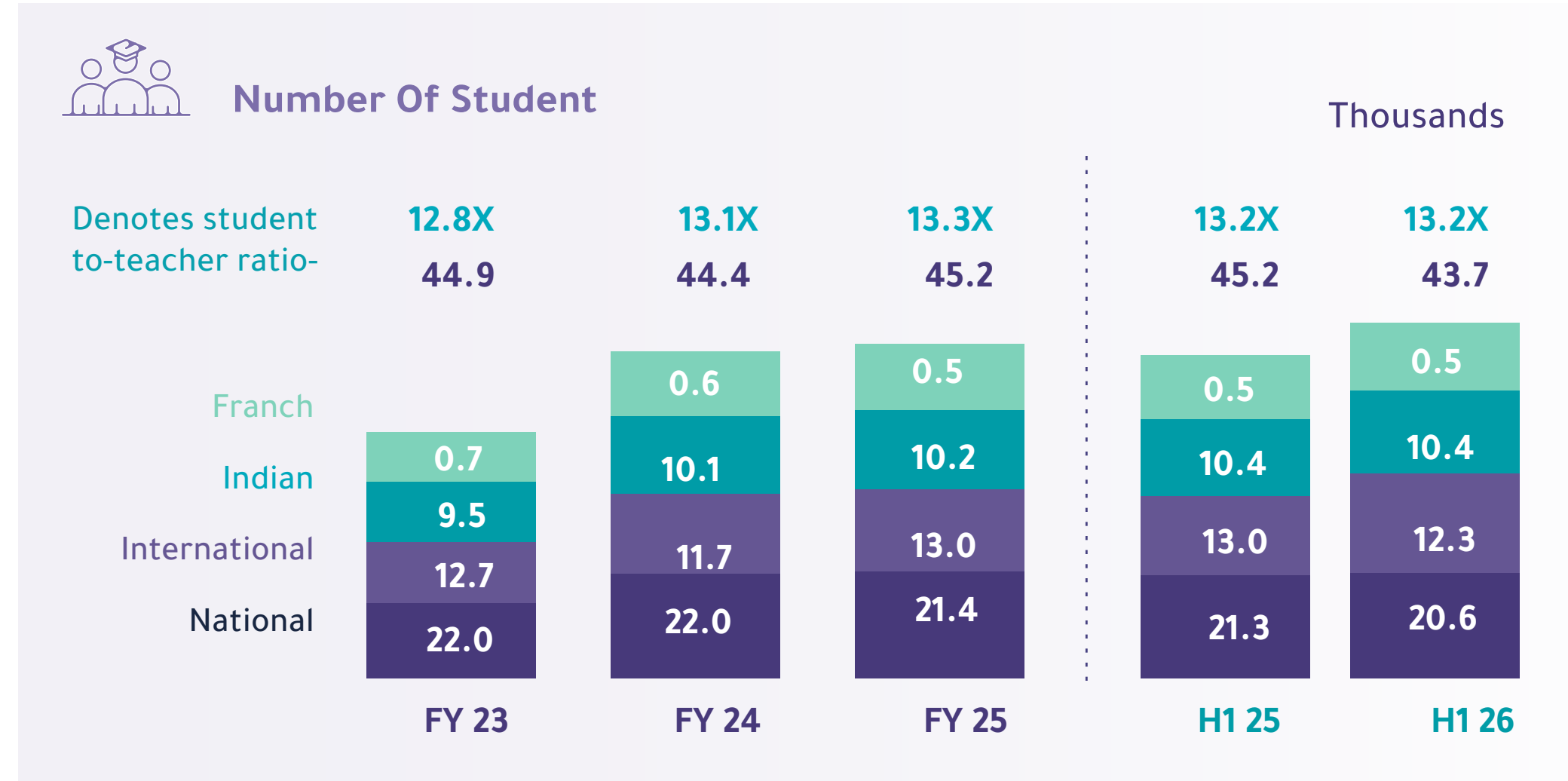
Financial Results



Note: As of H1 2026 (ending Jan 2026), unless mentioned otherwise

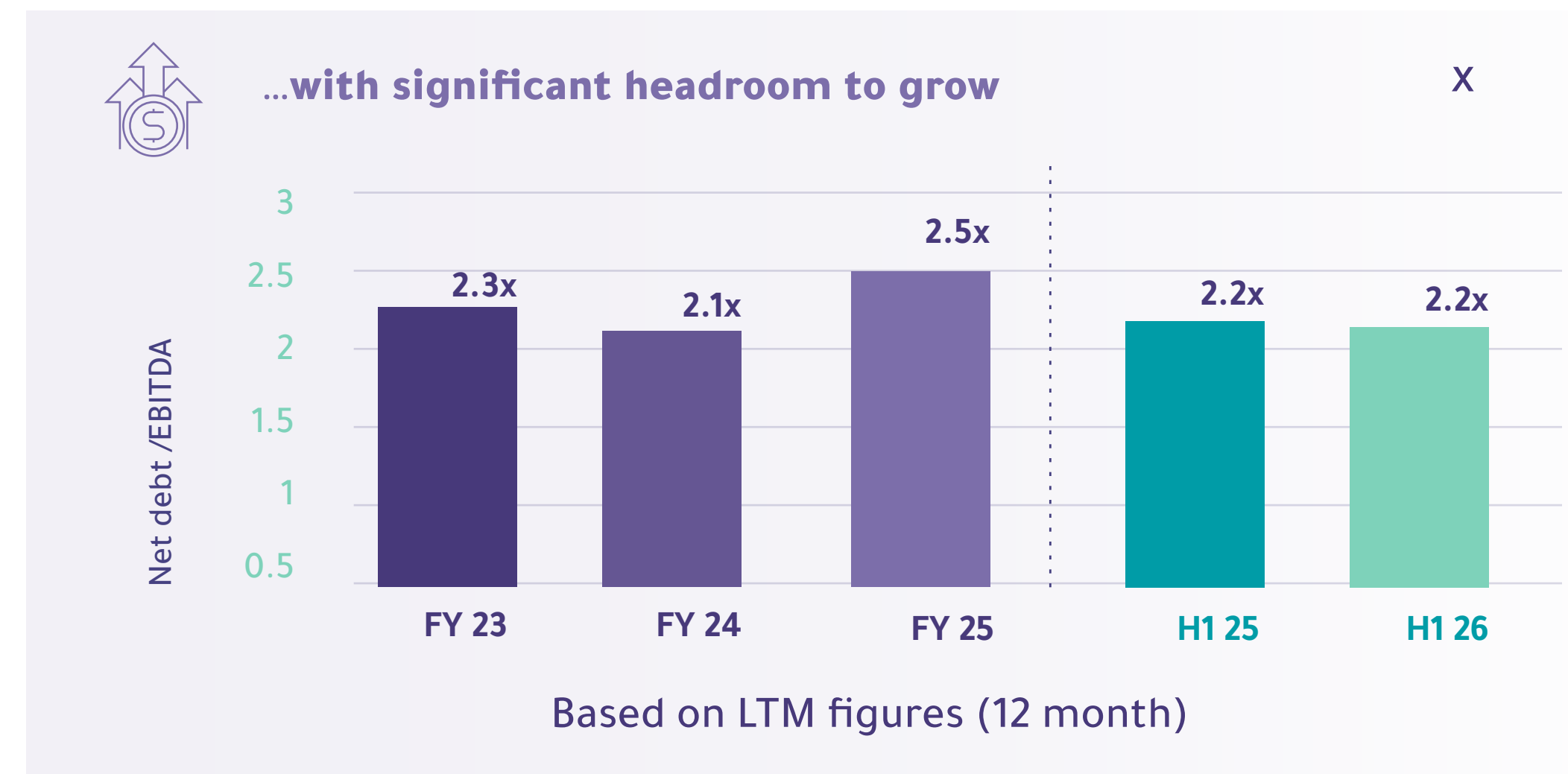
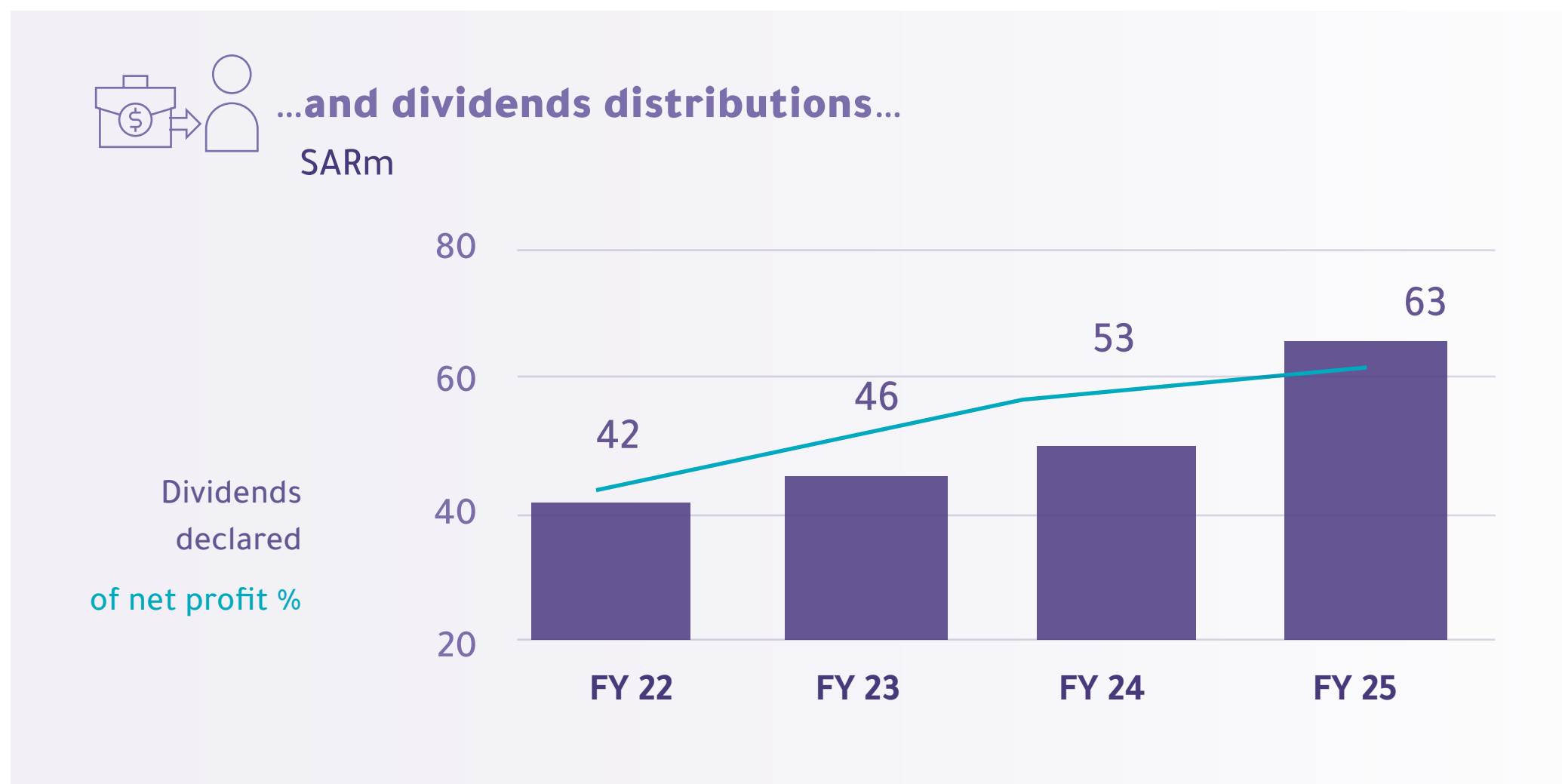
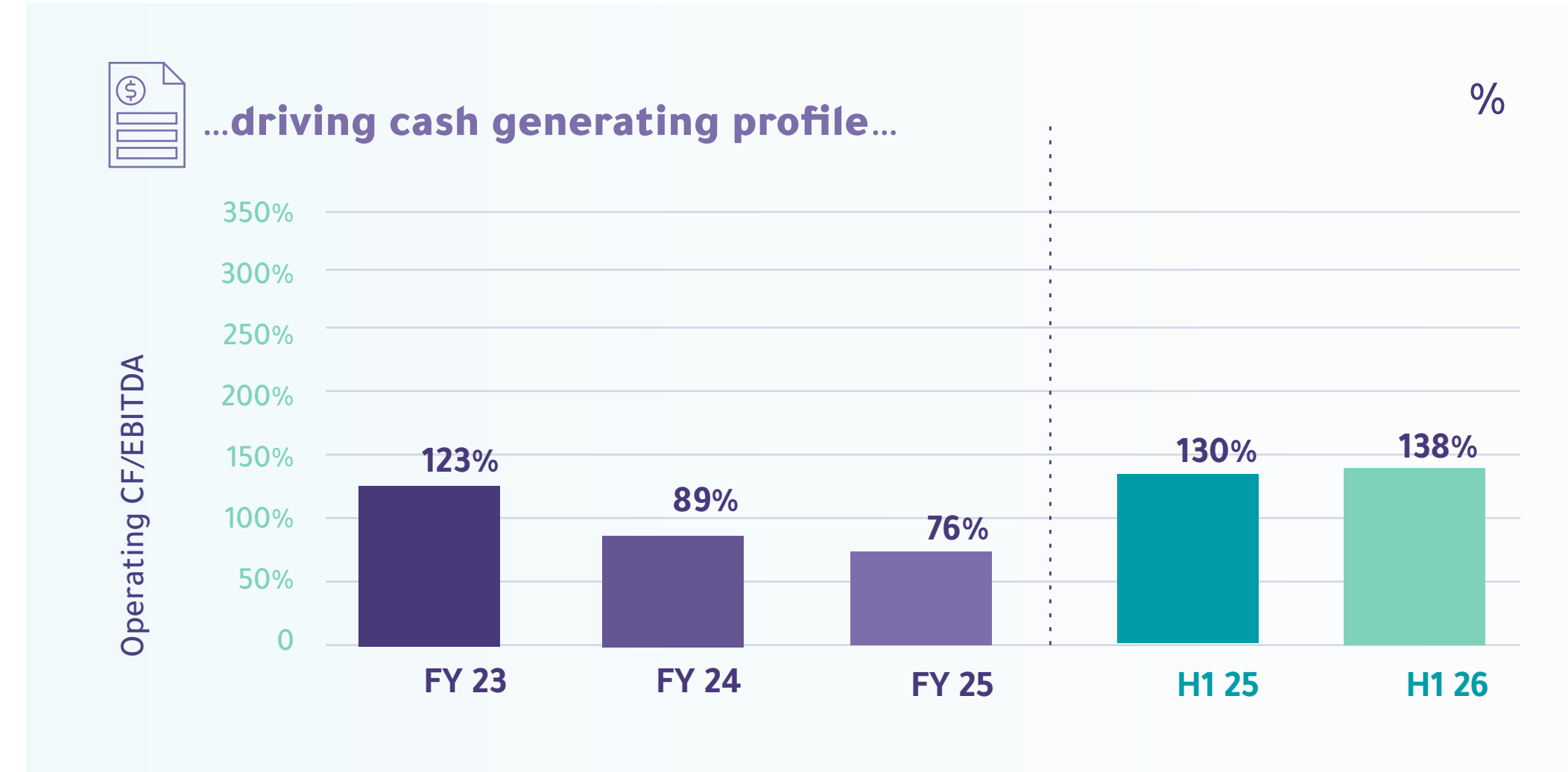
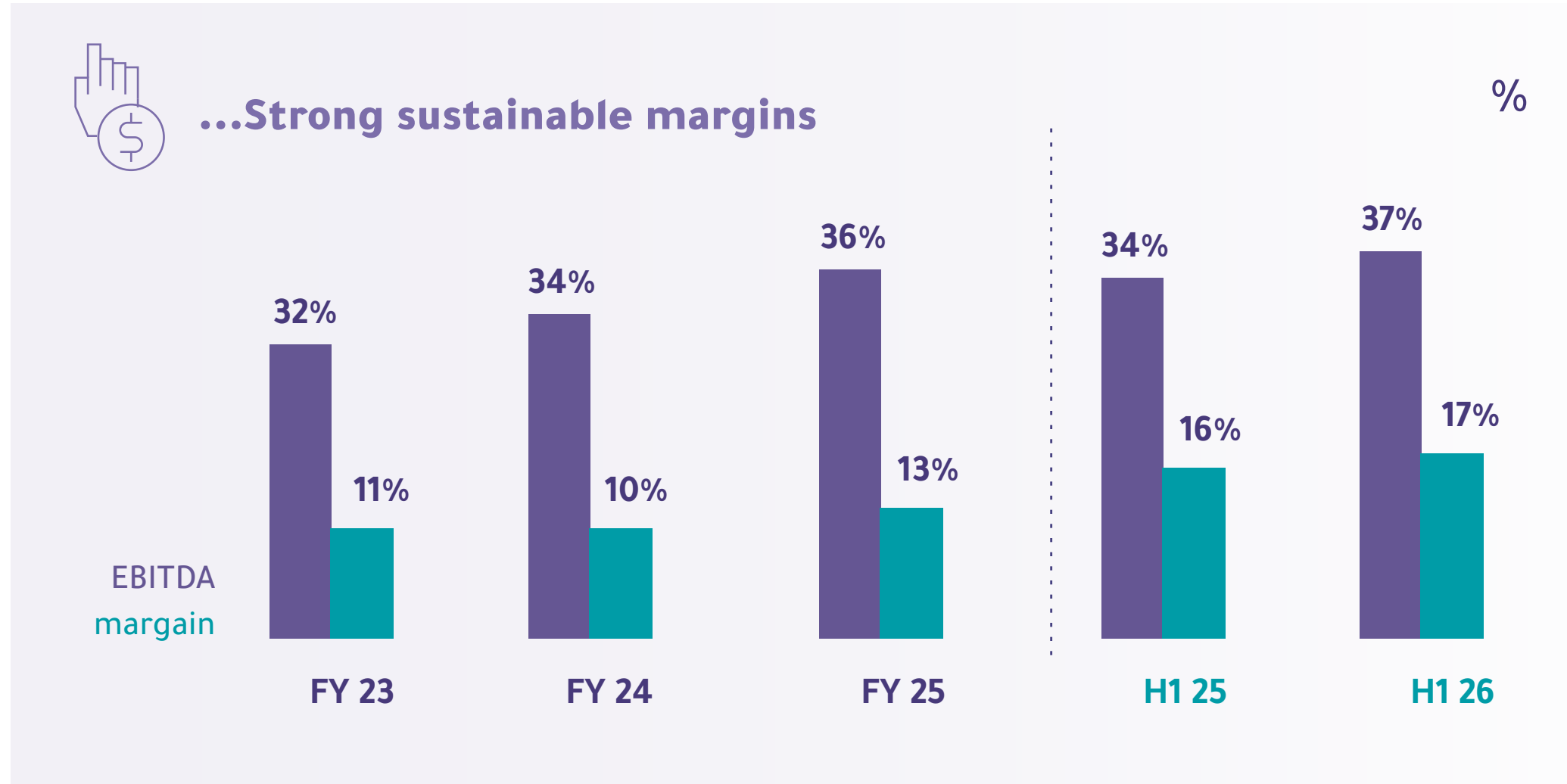


Robust financial performance despite economic headwinds





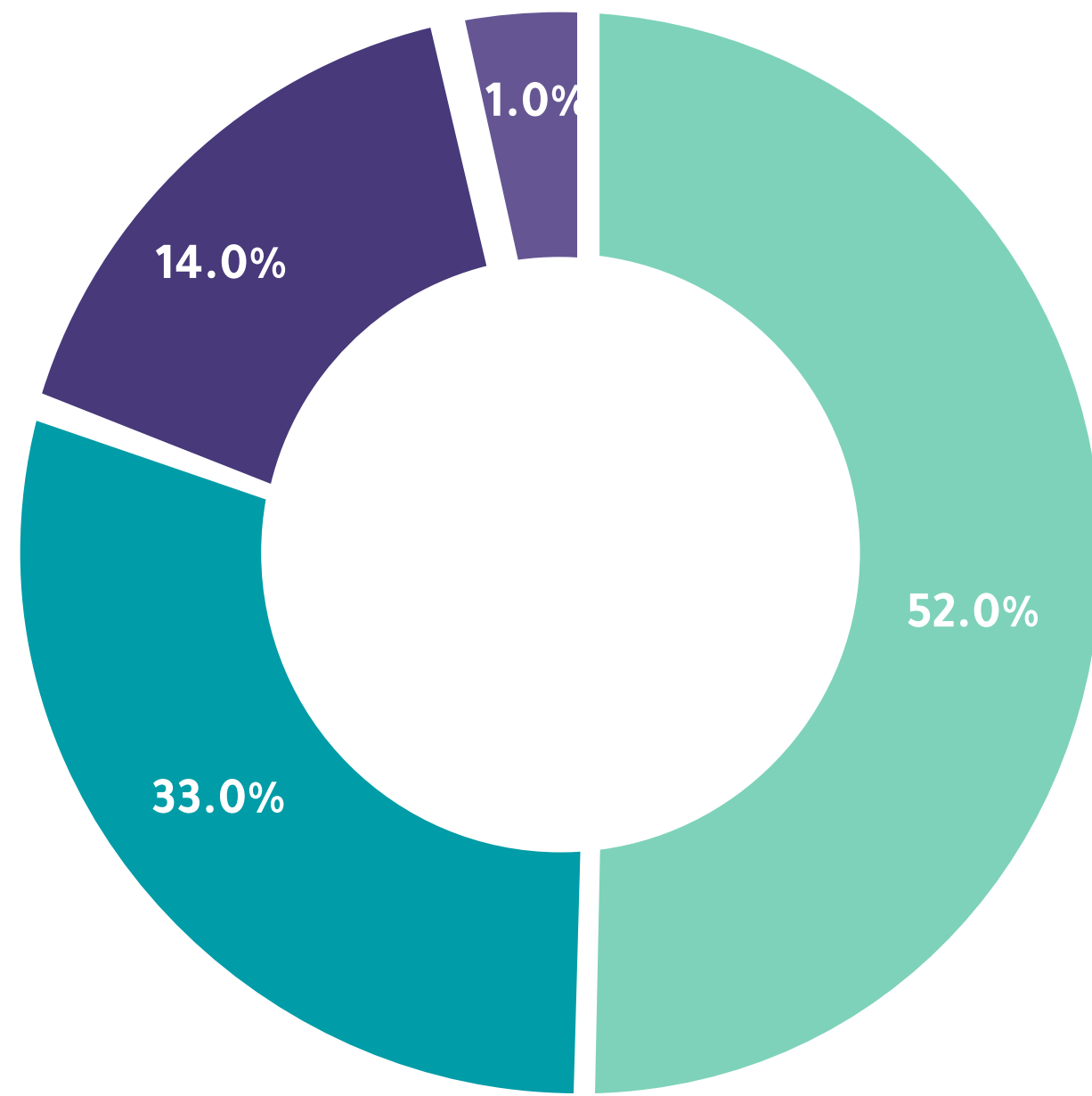
Strong margins to drive cash generation with significant headroom to grow





Revenue Break-Down

Revenue by Sector



Segment Reporting

SR in 000s	H1 2026	%	H1 2025	%	Var (YTD25-26)
National	188,755	52.4%	183,642	54.1%	2.8%
International	117,025	32.5%	113,942	33.5%	2.7%
Indian	49,777	13.8%	45,165	10.9%	10.2%
French	4,773	1.3%	4,940	1.4%	(3.4%)
Total net revenue	360,330		347,689		3.6%



Saudi



Egypt



USA



France



India



UK

7 Educational curricula



Revenue Break-Down

Revenue by Type

Revenue by School	H1 2026	%	H1 2025	%	Var (YTD24-25)
Rowad Al- Izdihar	33.483	9.3%	34.531	9.6%	(3.0%)
Rowad Al-Rowabi	22.158	6.1%	20.236	5.6%	9.5%
Rowad Al- Mansoura	15.767	4.4%	14.259	4.0%	10.6%
Rowad Ishbilia	34.189	9.5%	31.979	8.9%	6.9%
Rowad Al- Anduls	8.871	2.5%	7.727	2.1%	14.8%
Nokhba Al-karj	5.455	1.5%	5.343	1.5%	2.1%
Al-Faikr	4.508	1.3%	4.416	1.2%	2.1%
Al-Ourba Inter.	29.297	7.3%	26.050	7.2%	0.9%
Middle East Inter.	34.353	9.5%	31.902	8.9%	7.7%
Sulaimaniya Inter.	4.773	1.3%	4.940	1.4%	(3.4%)
New Middle East Inter.	25.762	7.1%	23.489	6.5%	9.7%
Modern Middle East Inter.	12.264	3.4%	11.549	3.2%	6.2%

Revenue by School	H1 2026	%	H1 2025	%	Var (YTD24-25)
Middle East Ishbilia Inter.	9.892	2.7%	8.651	2.4%	14.4%
Aleilm Inter.	12.646	3.5%	12.020	3.3%	5.2%
Al Wsat	8.230	2.3%	6.002	1.7%	37.1%
Naba - Almanahj	14.596	4.1%	15.290	4.2%	(4.5%)
Amjad Qurtaba	20.500	5.7%	20.923	5.8%	(2.0%)
Al jawdah	20.999	5.8%	22.937	6.4%	(8.4%)
Al -Alson	28.053	7.8%	29.983	8.3%	(6.4%)
Jeel Al-majed	3.260	0.9%	4.572	1.3%	(28.7%)
Al-Yasmin	11.751	3.3%	10.127	2.8%	16.0%
Alfaisal	0	0.0%	12.271	3.4%	(100%)
creative	0	0.0%	179	0.0%	(100%)
Buckswood	2.522	0.7%	765	0.2%	229.9%



National schools portfolio

Overview of national curriculum portfolio



	Al- Izdihar	Al-Rawabi	Al- Mansoura	Ishbilila	Al- Anduls	Irqa	Al- Nokhbah	Al Wasat	Amjad Qurtubah	Al jawdah	Al-Manahej	TOTAL AVG
Curriculum												
Area (sqm)	53,600	14,962	13,225	18,562	12,412	10,000	11,046	12,562	14,281	27,874	9,191	197,715
Real estate ownership	Owned / leased	Owned	Owned	Owned	Owned	Owned	leased	leased	leased	Owned	leased	
Classrooms	218	174	115	203	64	49	46	105	125	167	96	1,362
Capacity	5,275	3,400	2,550	4,500	1,200	2000	1,200	2,590	3,080	4,200	2,281	32,276
Number of students	2,793	2,543	1,970	3,812	1,088	715	833	1,044	2,157	2,297	1,325	20,577
Utilization	53%	75%	77%	85%	91%	36%	69%	40%	70%	55%	58%	64%
Avg. net tuition (SAR)	22,000	16,100	14,700	16,500	15,000	12,300	12,100	14,600	17,600	16,800	20,300	16,900
EBITDA Margins	59%	46%	40%	50%	43%	6%	8%	28%	34%	24%	37%	41%
EBITDA contribution1	12.9%	6.2%	3.8%	10.8%	2.3%	(0.1%)	(0.01%)	1.8%	3.8%	3.7%	3.1%	48.2%
Student to teacher ratio	12.6	13.2	13.7	13.7	14.3	13.2	13.0	13.7	12.5	10.8	11.2	12.8



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	965	2,994	1,242	2,318	4,217	459	459	134	12.788
Utilization	48%	83%	71%	65%	90%	31%	88%	18%	70%
Avg. net tuition (SAR)	18,800	21,100	18,700	20,900	12,200	13,100	19,000	36,300	17,500
EBITDA Margins	54%	54%	35%	54%	42%	(13.0%)	26%	(52%)	44%
EBITDA contribution1	3.3%	11.8%	2.6%	9.1%	6.9%	(0.6%)	0.6%	(1.0%)	32.7%
Student to teacher ratio	13.2	13.2	11.9	15.7	14.7	8.5	12.8	7.4	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	5,125	2,786	2,468	10,379
Utilization	76%	78%	100%+	82%
Avg. net tuition (SAR)	10,000	8,800	9,500	9,600
EBITDA Margins	59%	56%	58%	59%
EBITDA contribution ¹	9.9%	4.5%	4.7%	19.1%
Student to teacher ratio	12.3	14.1	18.3	13.9



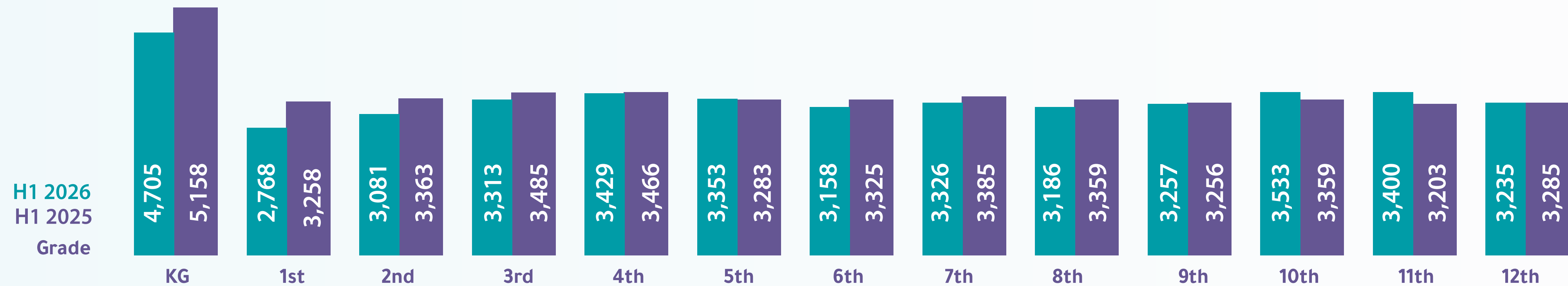
Ataa school portfolio

Highly diversified student base with further room to consolidate

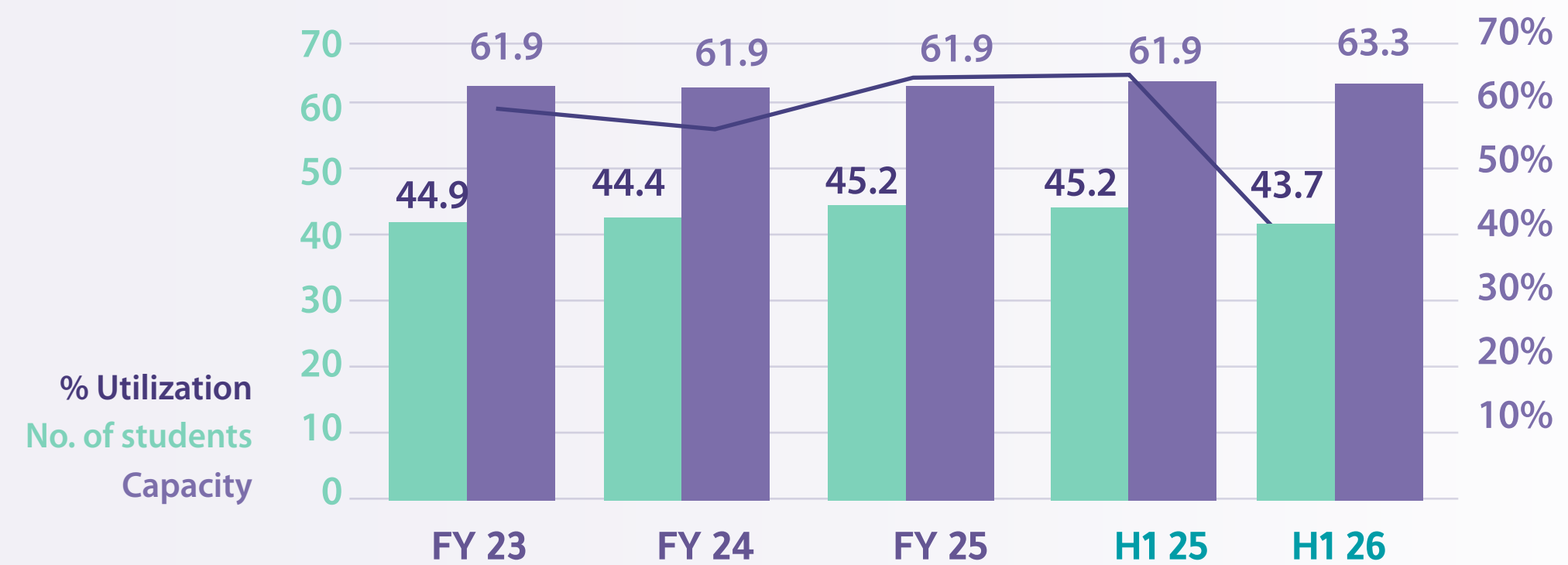
Stable student base across different grades... Number of students in each grade as of 2026(# students)



...Stable student base across different grades

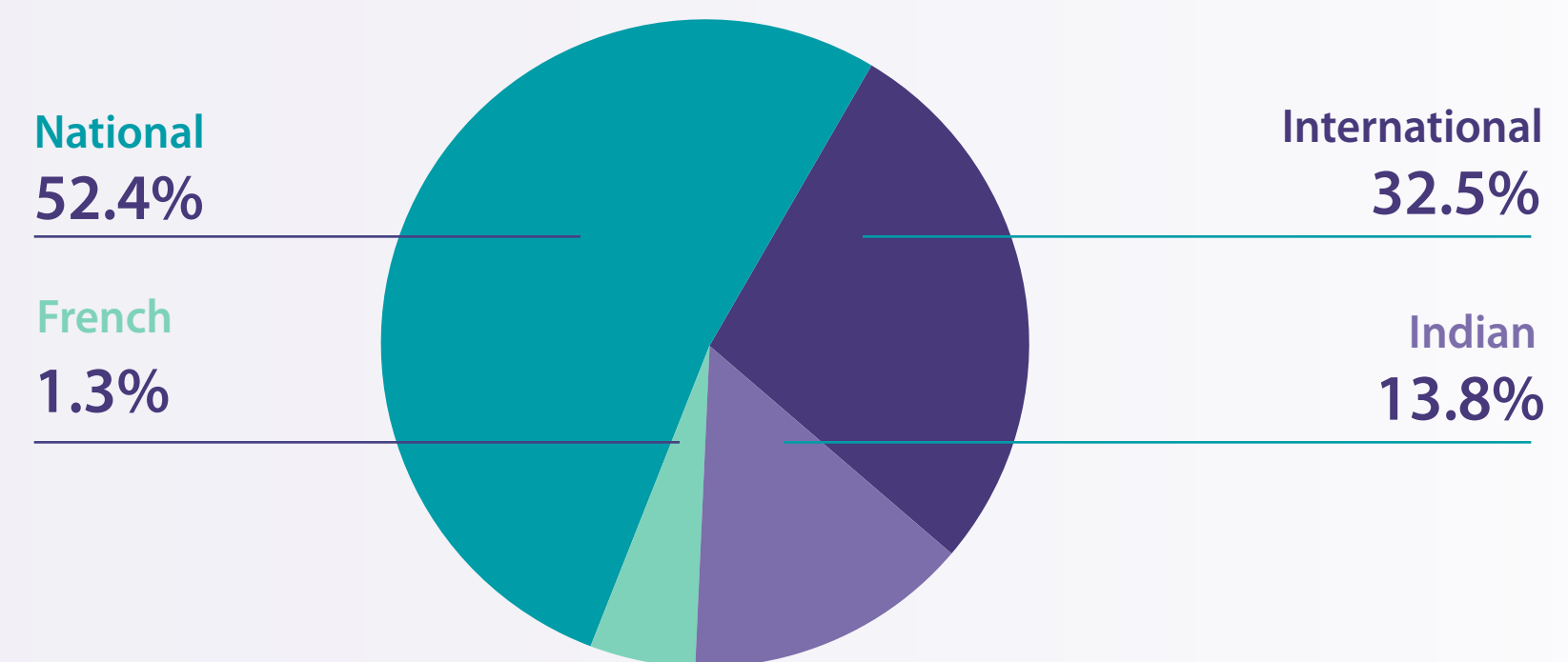


...and further room to consolidated...



...with a diversified revenue base...

Net tuition revenue per curriculum (%)





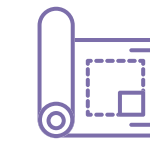
Expansion & Growth Projects



Buckswood School Complex (Izdehar District)



Location
Riyadh, Izdehar district



Land area
7,891 sqm



Estimated opening date
Academic year 2024-2025



Capacity
725 students

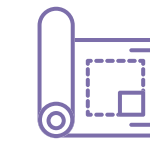




Alwasat Schools Complex (Alsalam District)



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

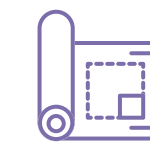




Middle East Schools Complex (Al-Tahliah District)



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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