



عطاء التعليمية
Ataa Educational
جيلٌ مدعٍ.. وقيمٌ راسخة

Shaping the Future

An Investor's Guide to Ataa Educational

30 Apr 2026 - 9M





The Ataa Advantage

Leadership
by the Numbers

Financial Highlights



Net Revenue

538M SAR



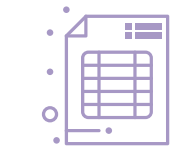
EBITDA Margin

37%



Net Income Margin

17%



Net debt/EBITDA

2.4x

Leadership & Market Position



Largest school operator in Riyadh (2026)

1st



Students enrolled in Ataa

43,847



Market share in Riyadh (2026)

10%



Number of curricula taught

7 across 22 Complexes

Operational Excellence



Employed by Ataa

~ 5,100



Operating history

34 Years



Average Capacity Utilization

69%



Student to teacher ratio across schools

13.2x

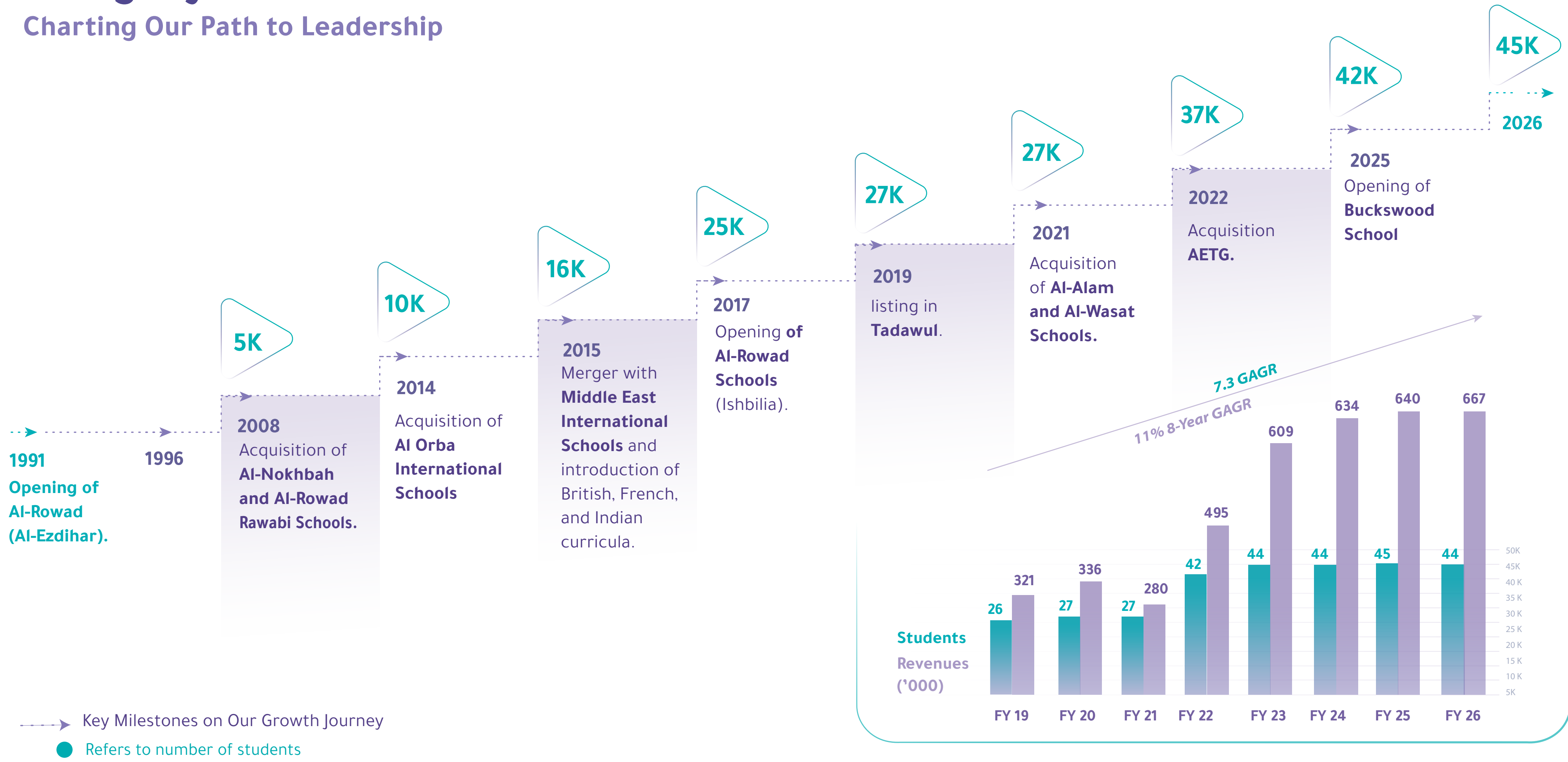
Leading K-12 operator with one of the most diversified offerings in KSA

As of Apr 2026, unless mentioned otherwise



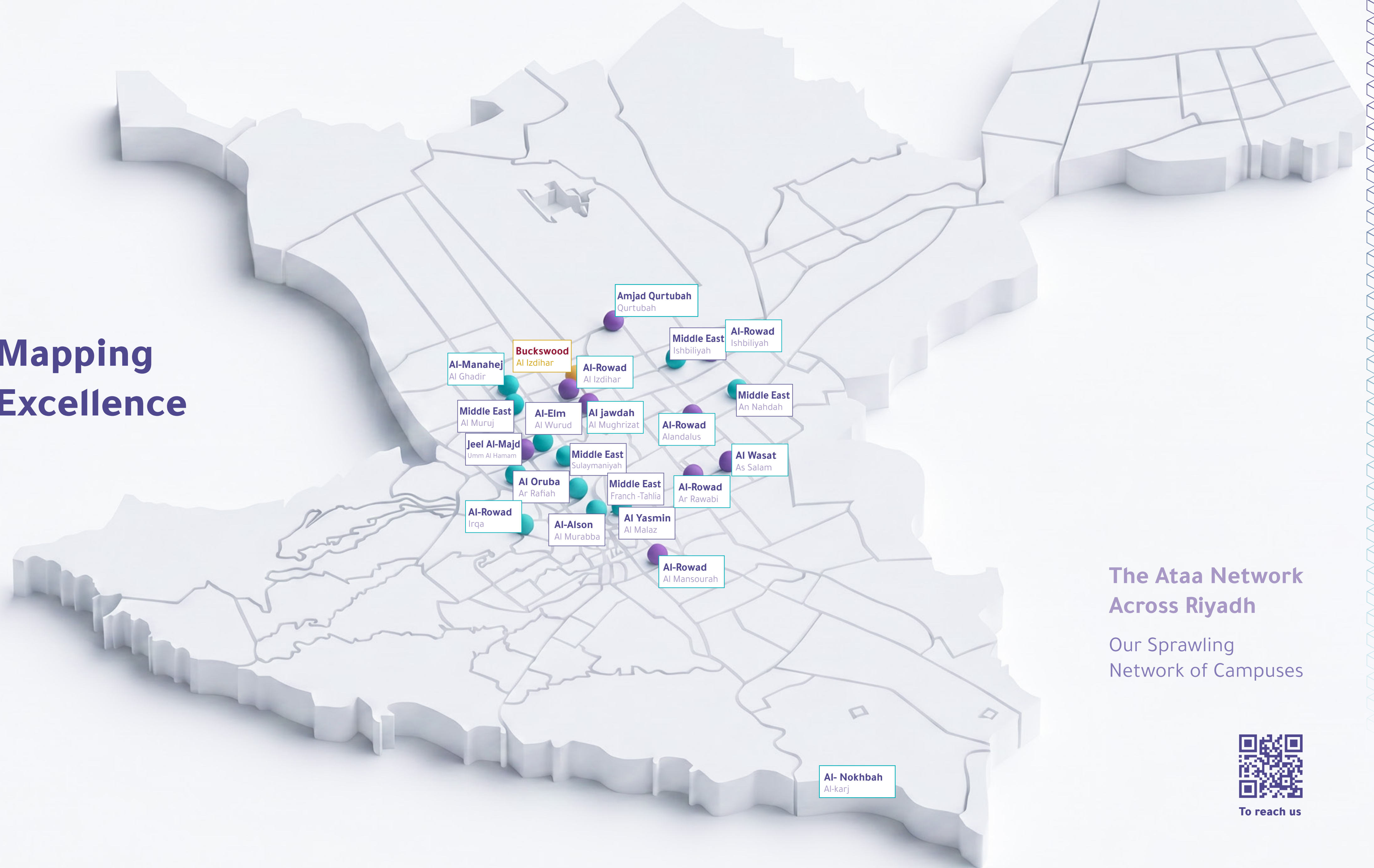
A Legacy of Growth

Charting Our Path to Leadership





Mapping Excellence



The Ataa Network Across Riyadh

Our Sprawling Network of Campuses



To reach us



Our North Star

Vision and Strategy for 2028

Our Guiding Vision



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



Our Core Mission

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.

Our 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.

Our 2028 Ambition

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

Source: PwC- Ataa



Global Excellence in Education

132

Achievements around the
WORLD

Across National and International Schools

Ataa's 2025/2026 Achievements

	 First Gold	 Second Silver	 Third Bronze	 Other Prizes
Ataa's 2025/2026 Achievements	23	30	54	25
Lenabtaker Competition" in Entrepreneurship and Innovation for Youth"	1	-	-	-
COP30 (51Talk)	-	-	-	-
The International English Language Olympiad 2026(HIPPO)	-	-	-	3
Afro-Asian Forum for Innovation and Technology(AAFFIAT)	3	7	3	-
™WORLD ROBOT OLYMPIAD	-	1	1	-
International Competition of Mental Arithmetics (WAMAS)	-	1	-	-
Gymnastex Annual Competition	-	-	4	-
Global Robotics Challenge(GRC)	1	1	4	17
English Language Olympia(ELO)	-	1	-	-
Codeavour International AI, coding and robotics competition	-	-	1	1
Asian Kyokushin Championship in Kuwait 2026	-	-	-	1
BIEA STEM Competition2026	1	-	-	-
International Biology Olympiad (OIBO)	-	1	-	-
STEMATHLONE Competition	1	-	-	-
Teeneagle International English Competition	5	5	28	-
Colouring Competition	1	2	-	-
Hong Kong International Science Olympiad (HKISO)	1	-	-	-
Kangaroo English (KGL)	1	4	1	-
Karate championship	-	-	1	-
Mathematico Competition	-	3	4	3
Online Quiz Competition (Republic Day Event)	-	-	2	-
Scratch Olympiad	1	-	-	-
Table Tennis Cluster Meet	-	-	5	-
FUTUREX Science Exhibitions	4	4	-	-
talantex Colouring Competition	3	-	-	-



Educational Services & Activities

The 360° Educational Ecosystem

Core Academic & Extracurricular 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.



Nurturing Future Leaders & Well-being

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.





Driving Our Digital Transformation

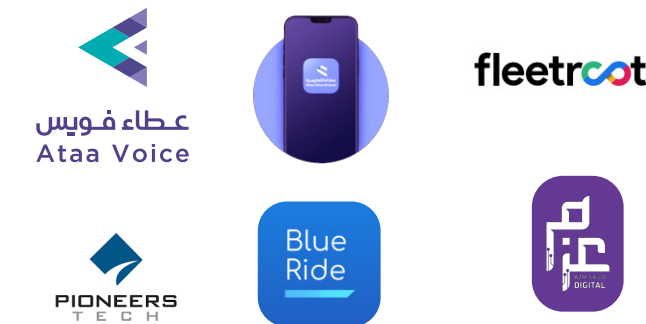
Digital Learning & Classrooms

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



Seamless Parent Engagement

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 (Ataa bus Tracking)
6. E-Contracts Platform (azmdigital.sa)



Streamlined Digital Operations

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)





Financial Results



Enhancing Transparency

Aligning
Financials with
Academics

Understanding the Policy Shift

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.

Analyzing the Financial Impact

- **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 Timeline

- **Adoption Date :** The new policy is effective from **Q1 2026**.
- **Comparative Figures :** To ensure consistency, figures for **9M 2025 will be restated** according to the new methodology.

The Bottom Line : 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.

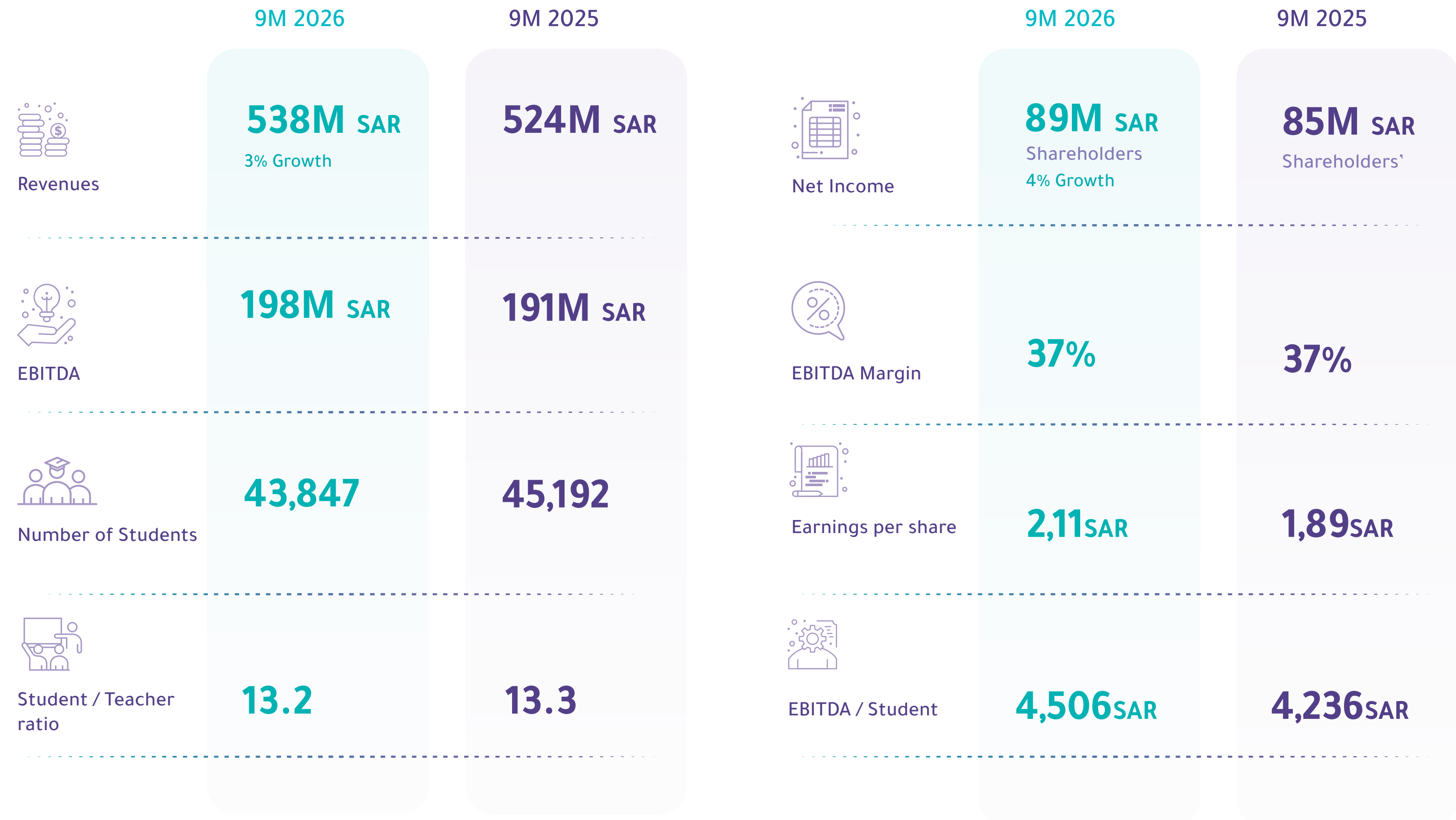


Performance Snapshot

Driving Value and Growth

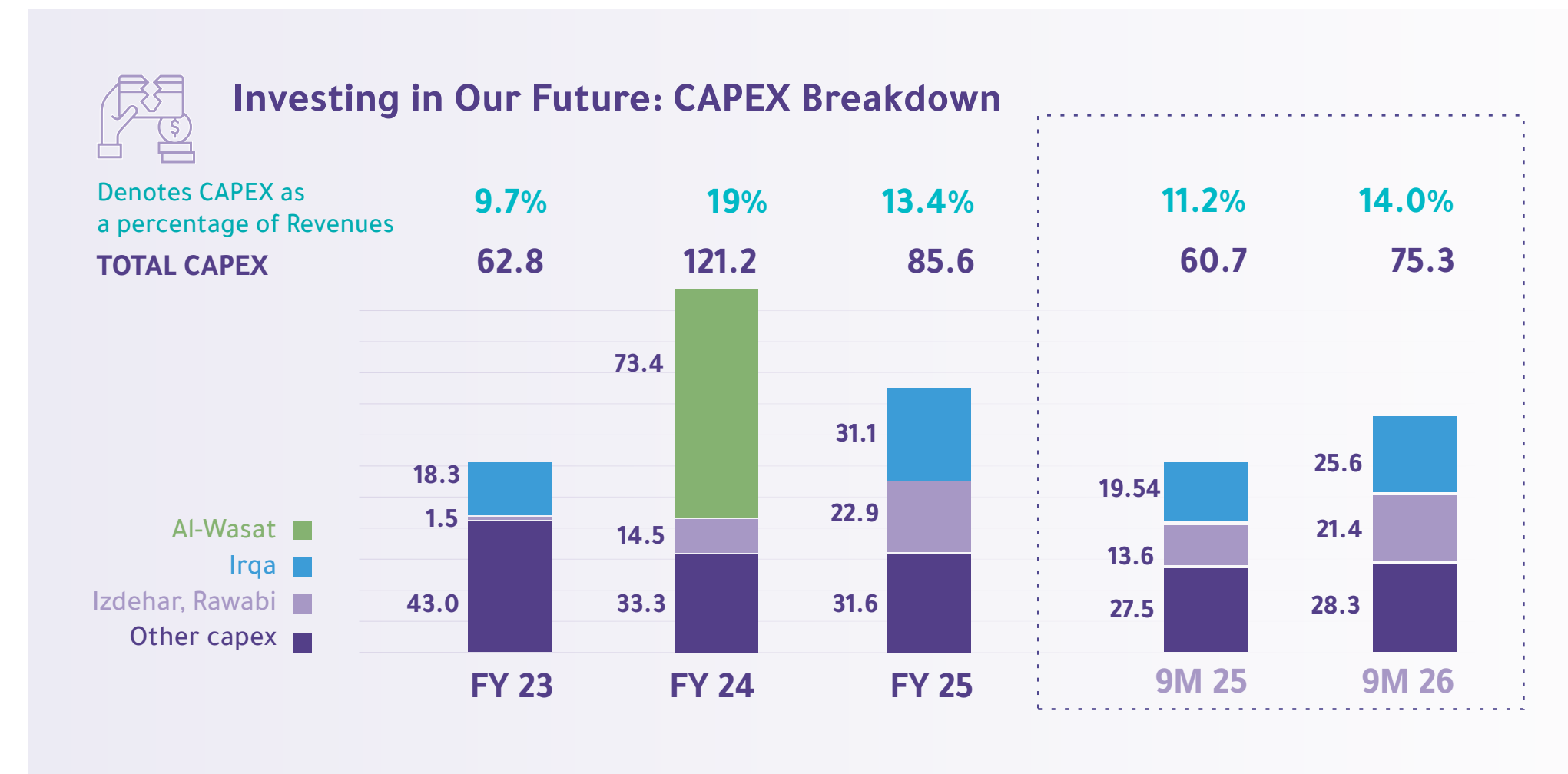
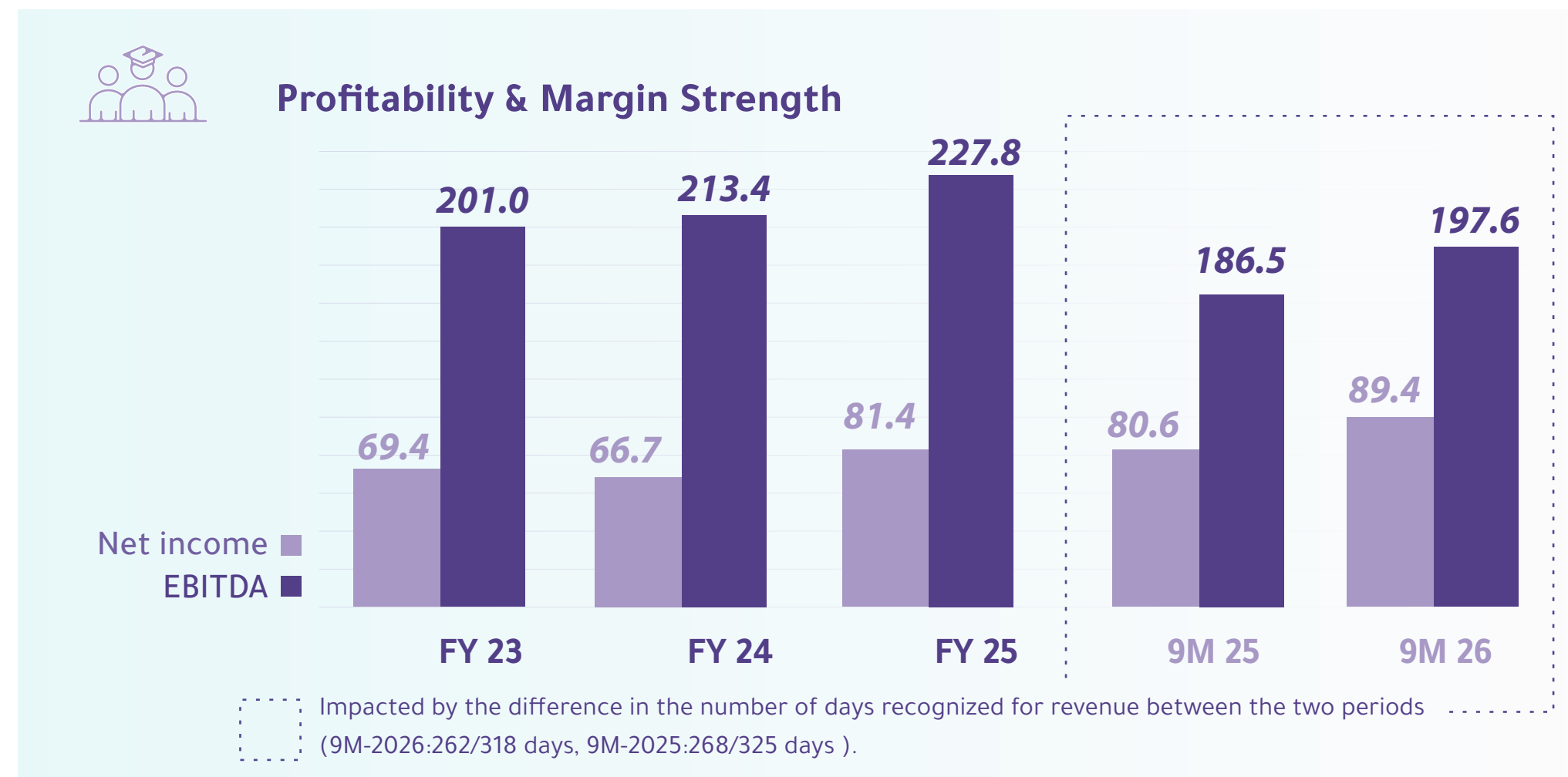
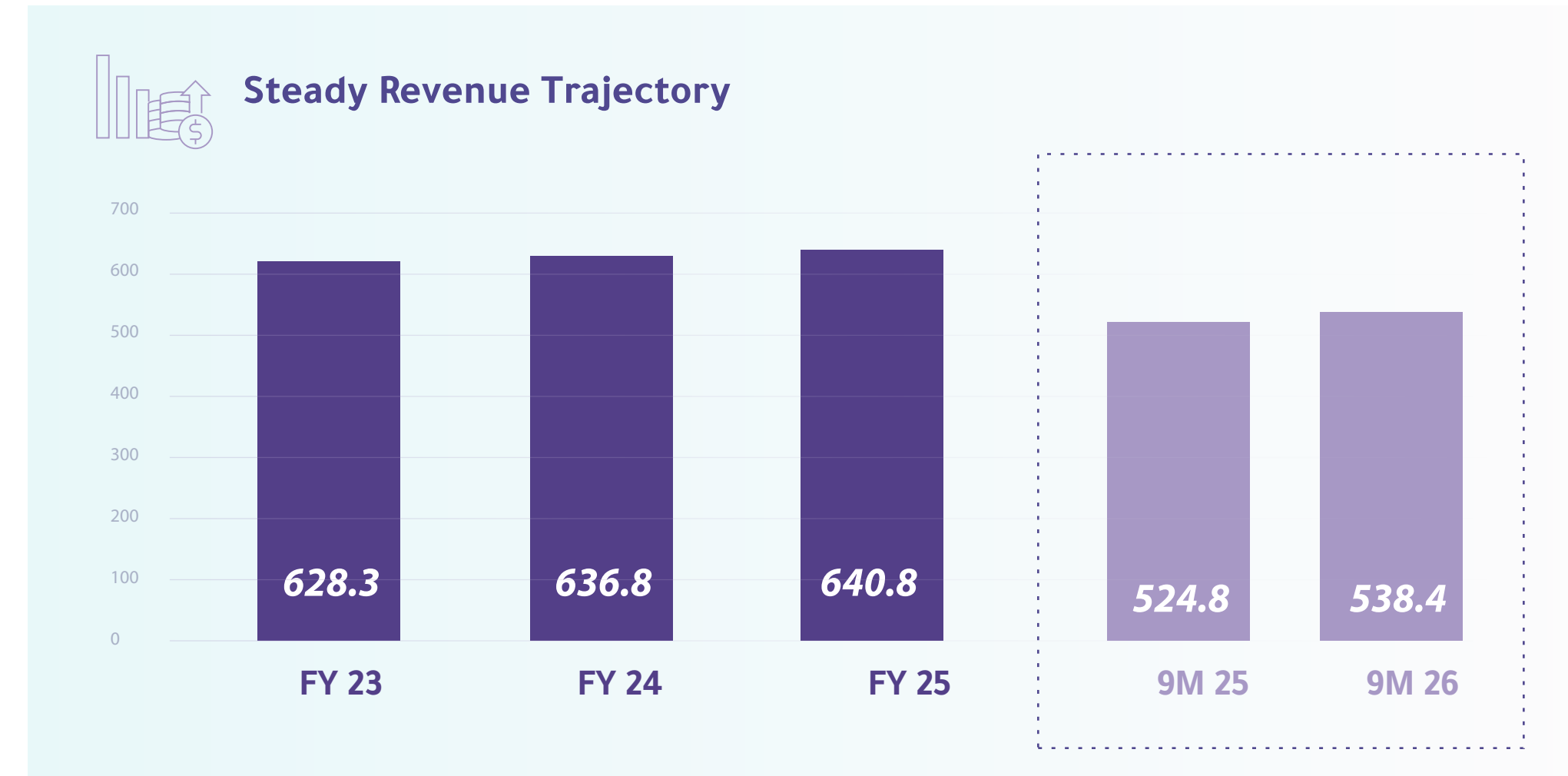
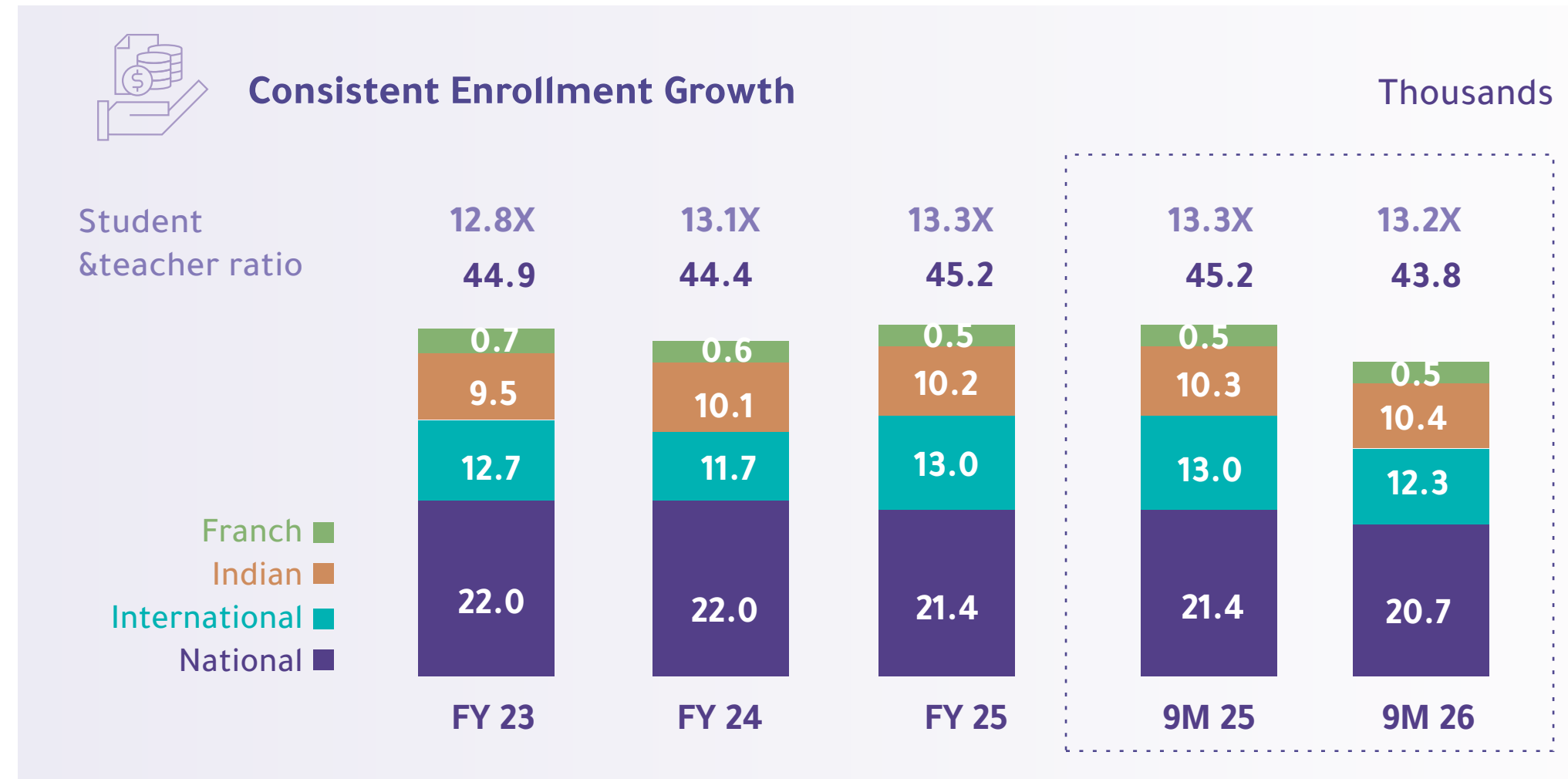
9M
2026 vs.2025

Comparative Performance Scorecard





The Engine of Growth A Deep Dive into Our Financials

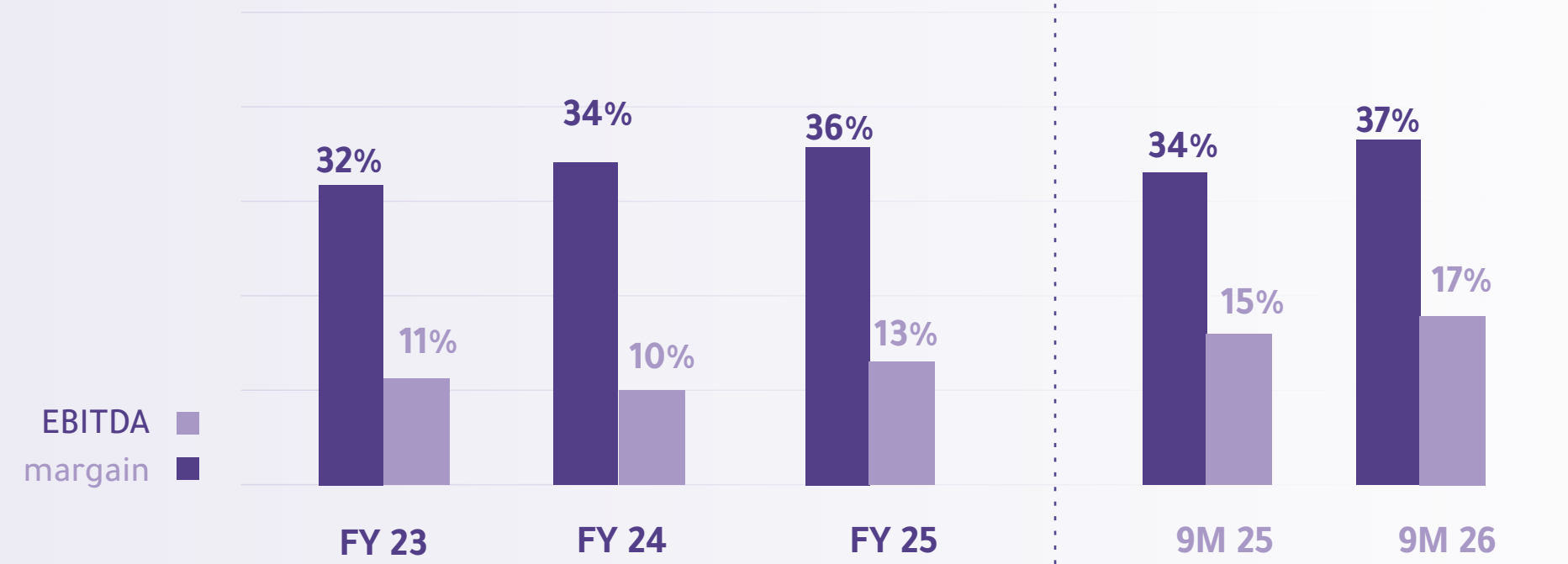




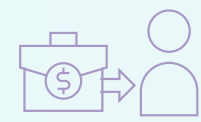
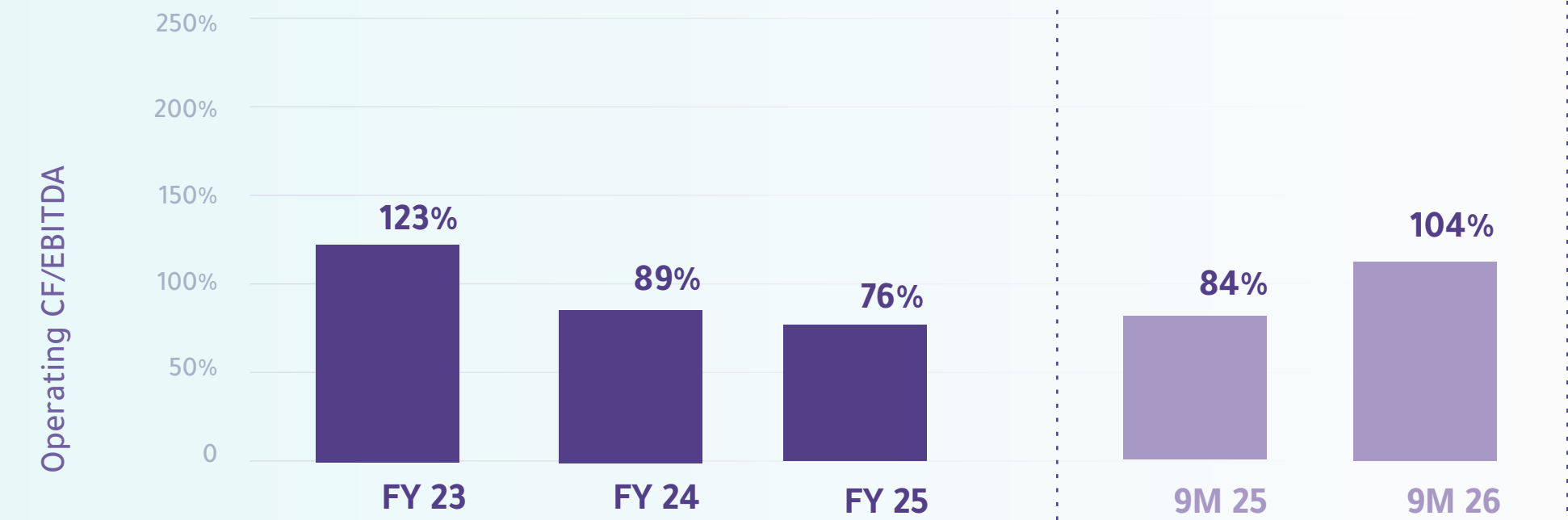
From Margin to Momentum Fueling Shareholder Value



Sustaining Strong Margins

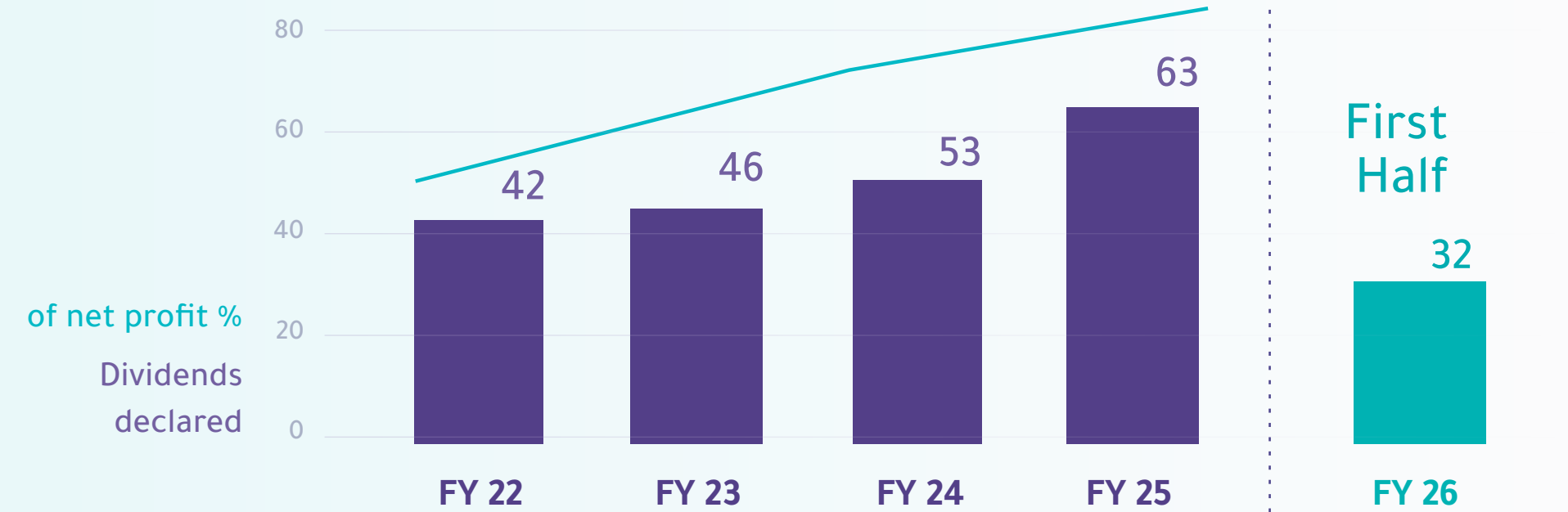


Efficient Cash Flow Conversion



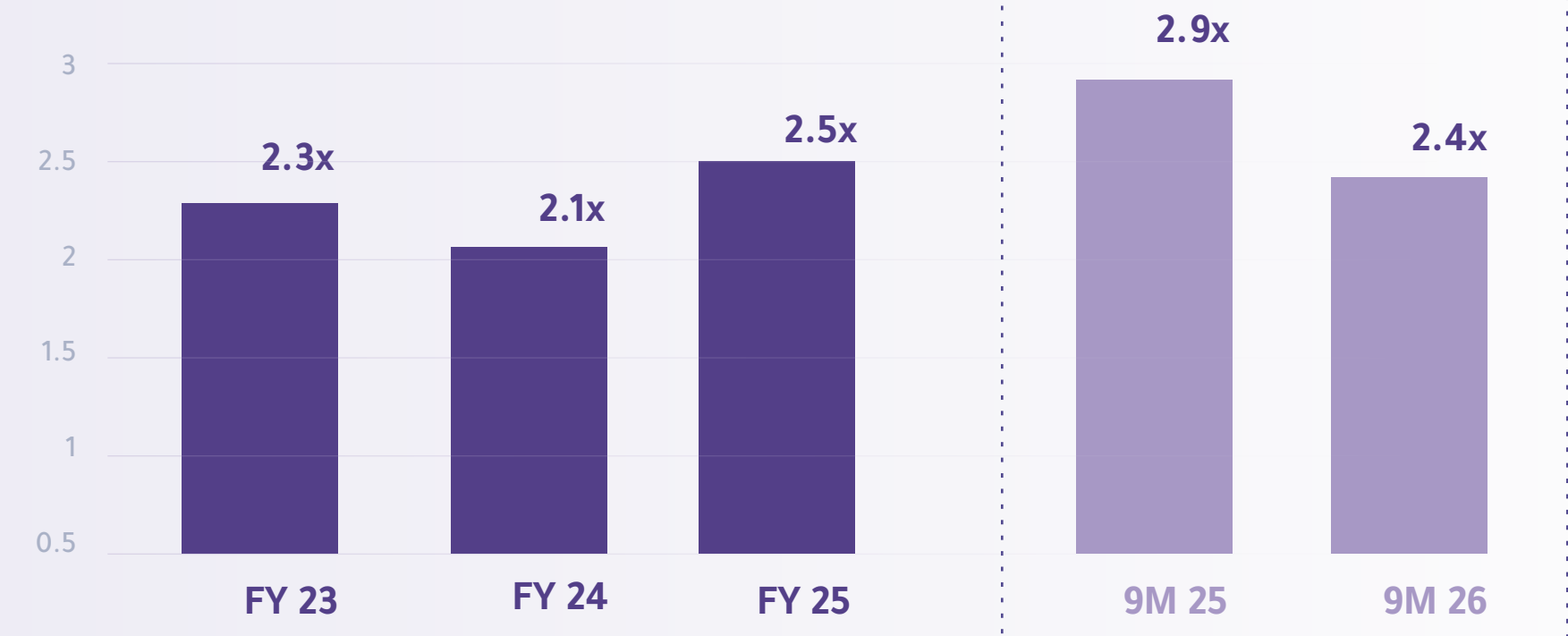
Delivering Shareholder Returns

SARm



Maintaining Financial Flexibility

Net debt / EBITDA



Based on LTM figures

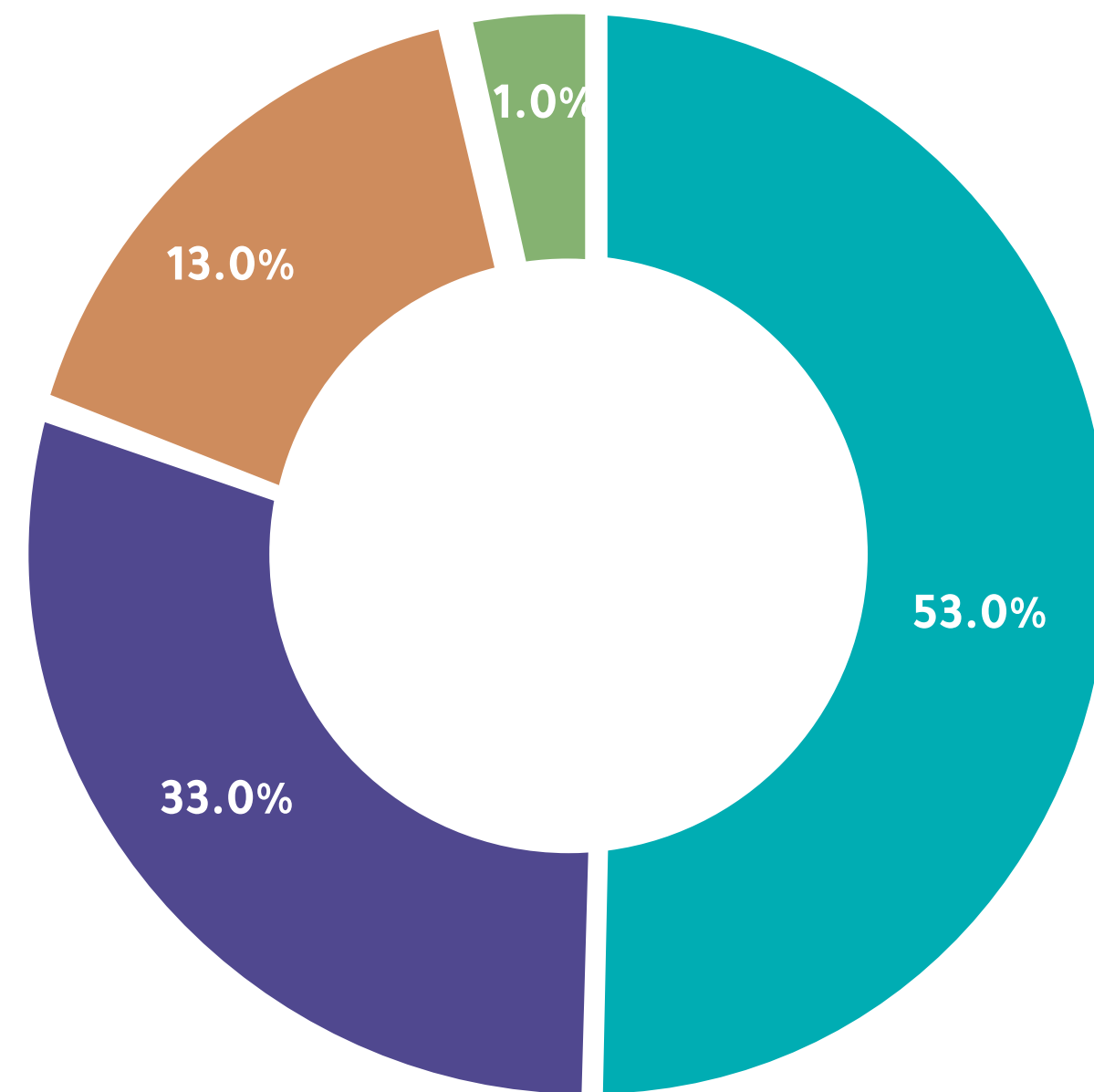


Our Diverse Revenue Streams



A Diversified Portfolio

Revenue by Sector



SR in 000s	9M 2026	%	9M 2025	%	Var (YTD25-26)
National	286,563	53.2%	274,950	52.4%	4.2%
International	177,314	32.9%	170,656	32.5%	3.9%
Indian	67,282	12.5%	71,437	13.6%	(5.8%)
French	7,216	1.3%	7,396	1.4%	(2.4%)
Total net revenue	538,376		524,440		2.7%

The quarterly revenue impacted by the new revenue recognition policy.



Performance by Campus

A Granular View

Revenue by School	9M 2026	%	9M 2025	%	Var (YTD25-26)
Rowad Ishbilia	52,085	9.7%	47,880	9.1%	8.8%
Middle East Muruj Inter.	51,936	9.6%	47,764	9.1%	8.7%
Rowad Al- Izdihar	50,710	9.4%	51,700	9.9%	(1.9%)
Al-Alson	42,493	7.9%	44,891	8.6%	(5.3%)
Al-Oruba International	39,838	7.4%	39,002	7.4%	2.1%
New Middle East	34,633	6.4%	37,153	7.1%	(6.8%)
Rowad Al- Rowabi	33,597	6.2%	30,297	5.8%	10.9%
Al-jawdah	31,799	5.9%	34,341	6.5%	(7.4%)
Amjad Qurtabe	31,104	5.8%	31,326	6.0%	(0.7%)
Rowad Al-Mansoura	23,886	4.4%	21,349	4.1%	11.9%
Nabaa- Almanahj	22,078	4.1%	22,892	4.4%	(3.6%)

Revenue by School	9M 2026	%	9M 2025	%	Var (YTD25-26)
Aleilm Inter.	19,176	3.9%	17,996	3.4%	6.6%
Modern Middle East	16,827	3.1%	18,267	3.5%	(7.9%)
Al-Yasmin	15,823	2.9%	16,018	3.1%	(1.2%)
Middle East Ishbilia Inter.	14,974	2.8%	12,952	2.5%	15.6%
Rowad Al-Andalus	13,471	2.5%	11,569	2.2%	16.4%
Al-Awsat	12,500	2.3%	8,986	1.7%	39.1%
Nokhba Al-Kharj	8,304	1.5%	7,999	1.5%	3.8%
Sulaimaniya Inter.	7,216	1.3%	7,396	1.4%	(2.4%)
Al-Fikr	7,029	1.3%	6,611	1.3%	6.3%
Jeel Al-majd	4,933	0.9%	6,845	1.3%	(27.9%)
Buckswood	3,964	0.7%	1,207	0.4%	228.4%

The quarterly revenue impacted by the new revenue recognition policy.

The National Portfolio

A Closer Look



مدارس الرواد
Al-Rowad Schools



مدارس النخبة الأهلية
Al-Nokhbah Private Schools



مدارس الوسط
Alwasat Schools



مدارس أمجاد قرطبة
Amjad Qurtuba Schools



الشركة الأكاديمية
للخدمات التعليمية
ACES



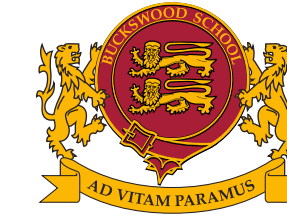
نبعة
NABA

	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	Owned	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	2,802	2,570	1,971	3,821	1,093	730	847	1,051	2,172	2,300	1,330	20,687
Utilization	53%	76%	77%	85%	91%	37%	71%	41%	71%	55%	58%	64%
Avg. net tuition (SAR)	22,000	15,900	14,700	16,500	15,000	12,100	12,000	14,500	17,500	16,800	20,200	16,800
EBITDA Margins	60%	46%	42%	51%	44%	12%	13%	29%	39%	26%	40%	43%
EBITDA contribution1	13.3%	6.4%	4.0%	11.2%	2.4%	0.1%	0.2%	1.9%	4.7%	4.0%	3.4%	51.6%
Student to teacher ratio	12.7	13.4	13.7	13.7	14.4	13.3	13.2	13.8	12.6	10.8	11.3	12.8



The International Portfolio

A Global Perspective



	Middle East Ishbilia Inter.	Middle East Al Muruj Inter.	Middle East Franch AL Soulemaniya	Al-Elm Inter. School	Al-Ourba Inter.	Al -Alson	Jeel Al-Majd	Buckswood
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Curriculum									TOTAL AVG
Area (sqm)	11,429	13,182	4,350	11,557	19,485	25,831	8,015	7,891	101,740
Real estate ownership	Owned	leased	leased	leased	leased	leased	leased	Owned / leased	
Classrooms	80	148	44	80	142	184	60	29	767
Capacity	2,000	3,600	520	1,750	3,550	4,700	1,500	725	18.345
Number of students	967	2,981	457	1,253	2,317	4,218	457	131	12.781
Utilization	48%	83%	88%	72%	65%	90%	31%	18%	70%
Avg. net tuition (SAR)	18,800	21,100	19.100	18,600	20,900	12,200	13,100	37.200	17.500
EBITDA Margins	52%	54%	26%	37%	54%	42%	(7.0%)	(48%)	44%
EBITDA contribution1	3.3%	11.9%	0.6%	2.7%	9.1%	6.9%	(0.4%)	(1.0%)	32.2%
Student to teacher ratio	13.2	13.1	10.2	12.0	15.7	14.7	8.5	7.3	13.4



The Indian Portfolio







Meeting Diverse Needs



New Middle East Inter.

Modern Middle East Inter.

Al-Yasmin

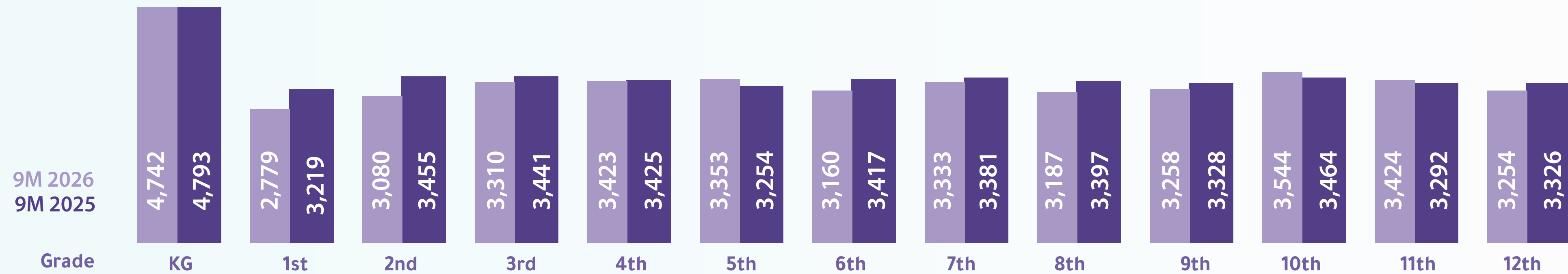
				TOTAL AVG
Curriculum				
Area (sqm)	16,510	14,220	5,250	35,980
Real estate ownership	leased	leased	Owned	
Classrooms	233	142	88	463
Capacity	6,700	3,550	2,450	12,700
Number of students	5,125	2,786	2,468	10,379
Utilization	76%	78%	100%+	82%
Avg. net tuition (SAR)	10,000	8,800	9,500	9,600
EBITDA Margins	53%	52%	55%	53%
EBITDA contribution ¹	7.9%	3.7%	3.6%	15.2%
Student to teacher ratio	12.1	13.7	18.0	13.9



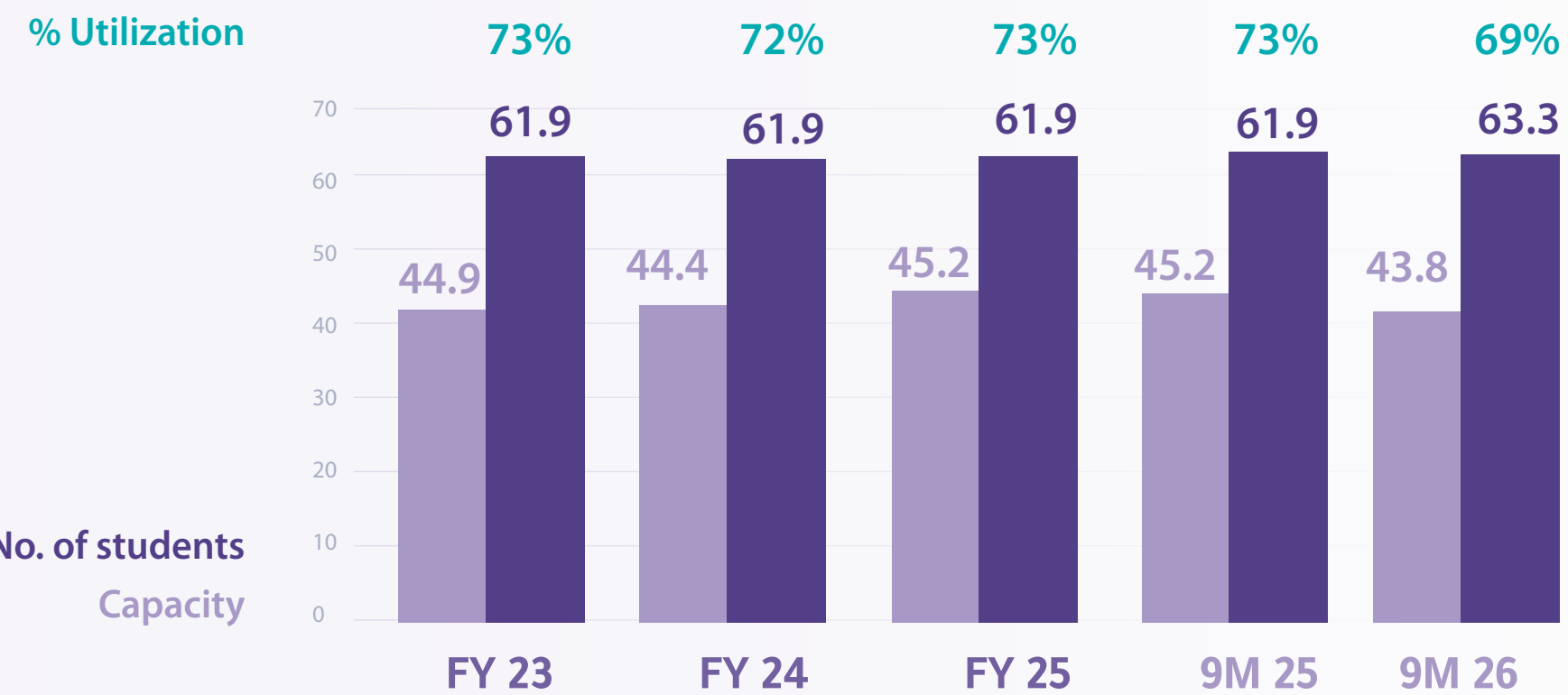
Strength in Diversity Our Consolidated Portfolio



Stable Enrollment Across All Grades

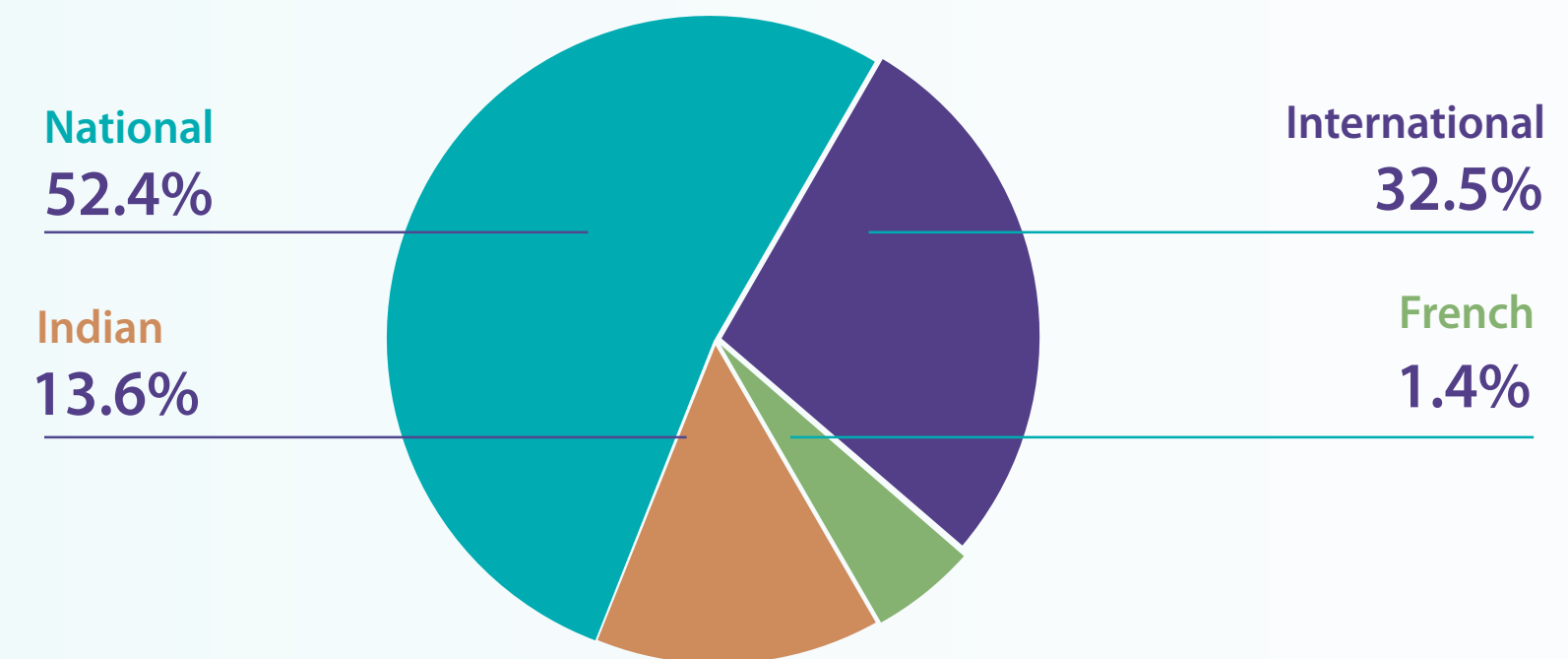


Capacity Utilization & Growth Runway



Our Balanced Revenue Mix

Net tuition revenue per curriculum (%)



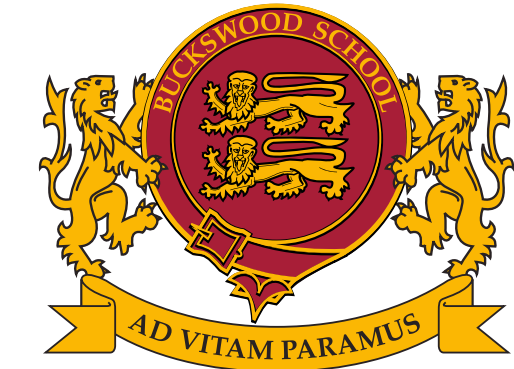


Building the Future

Our Expansion Roadmap



New Horizons



Buckswood

The Campus Spotlight



Location
Riyadh, Izdehar district



Land area
7,891 sqm



Launched
2025



Capacity
725 students





New Horizons

Alwasat - Alsalam



مدارس الواسط
Alwasat Schools

The Campus Spotlight



Location
Riyadh, Alsalam district



Land area
12,562 sqm



Launched
2025



Capacity
2.6 K students





New Horizons



مدارس الرواد
Al-Rowad Schools

Al-Rowad - Irqa

The Campus Spotlight



Location
Riyadh, Irqa district



Land area
10,000 sqm



Launched
2026



Capacity
2.0 K students





New Horizons

Middle East - Al-Tahliah



The Campus Spotlight



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



Recognized Among KSA's Best CEOs – 2025

Dr. Fahad Altuwaijry was named by Argaam Financial Portal as one of the Best CEOs of 2025 among Saudi listed companies, based on a rigorous evaluation framework covering:

- Financial Performance
- Operational Excellence
- Disclosure & Transparency Standards

A recognition that reflects Ataa's disciplined execution, governance maturity, and sustained shareholder value creation.



CEO,
Ataa Educational
Company



Join Our Journey

We appreciate your valuable time and insights shared during our meeting.

To help us better understand and serve our investment community, we kindly ask you to scan the QR code and complete this brief 5-question survey. Your honest feedback is invaluable to our team and our strategy.

