



SEERA Holding Group

Earnings Presentation | Q2 2023



Financial Updates

Q2 2023

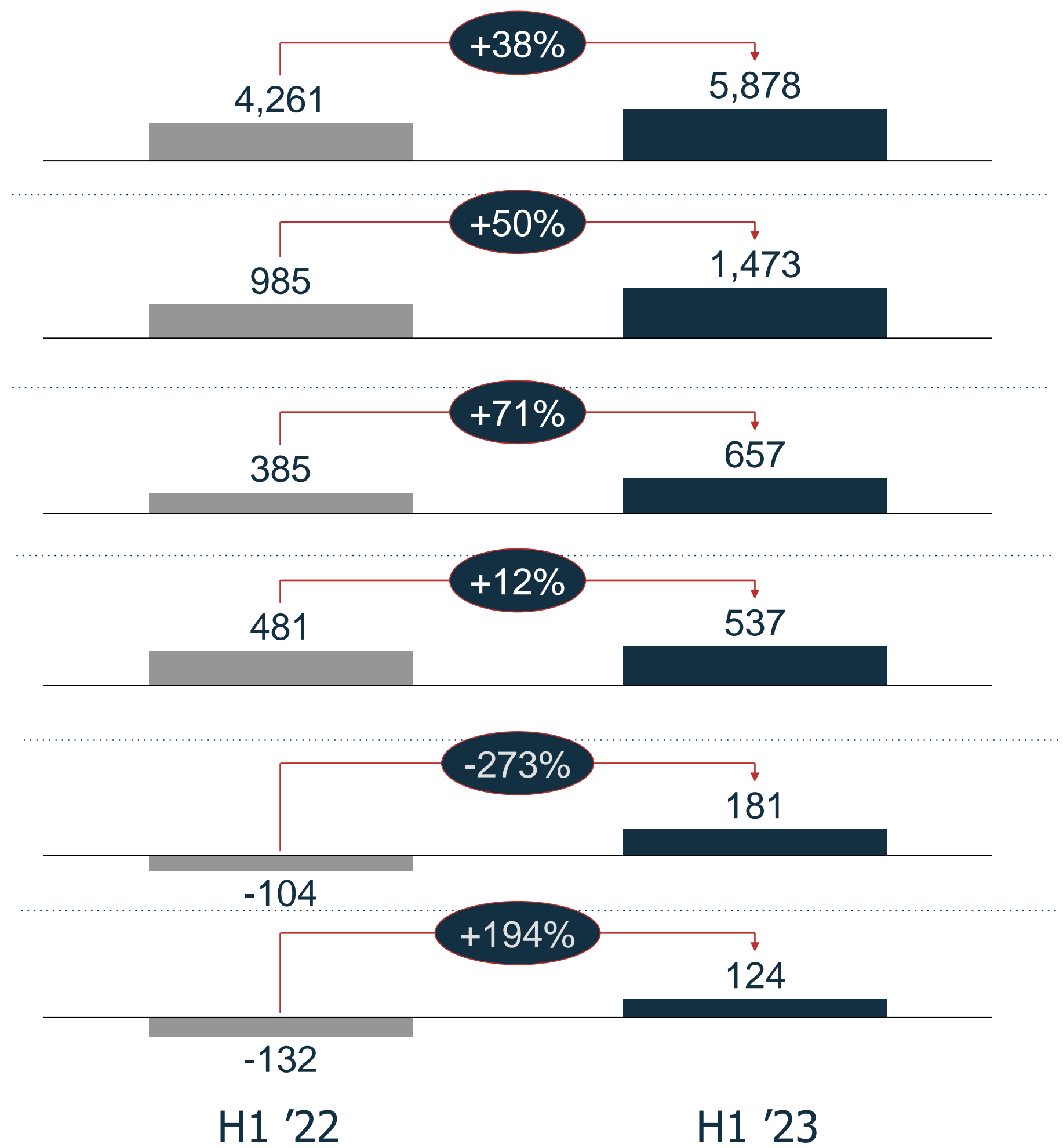
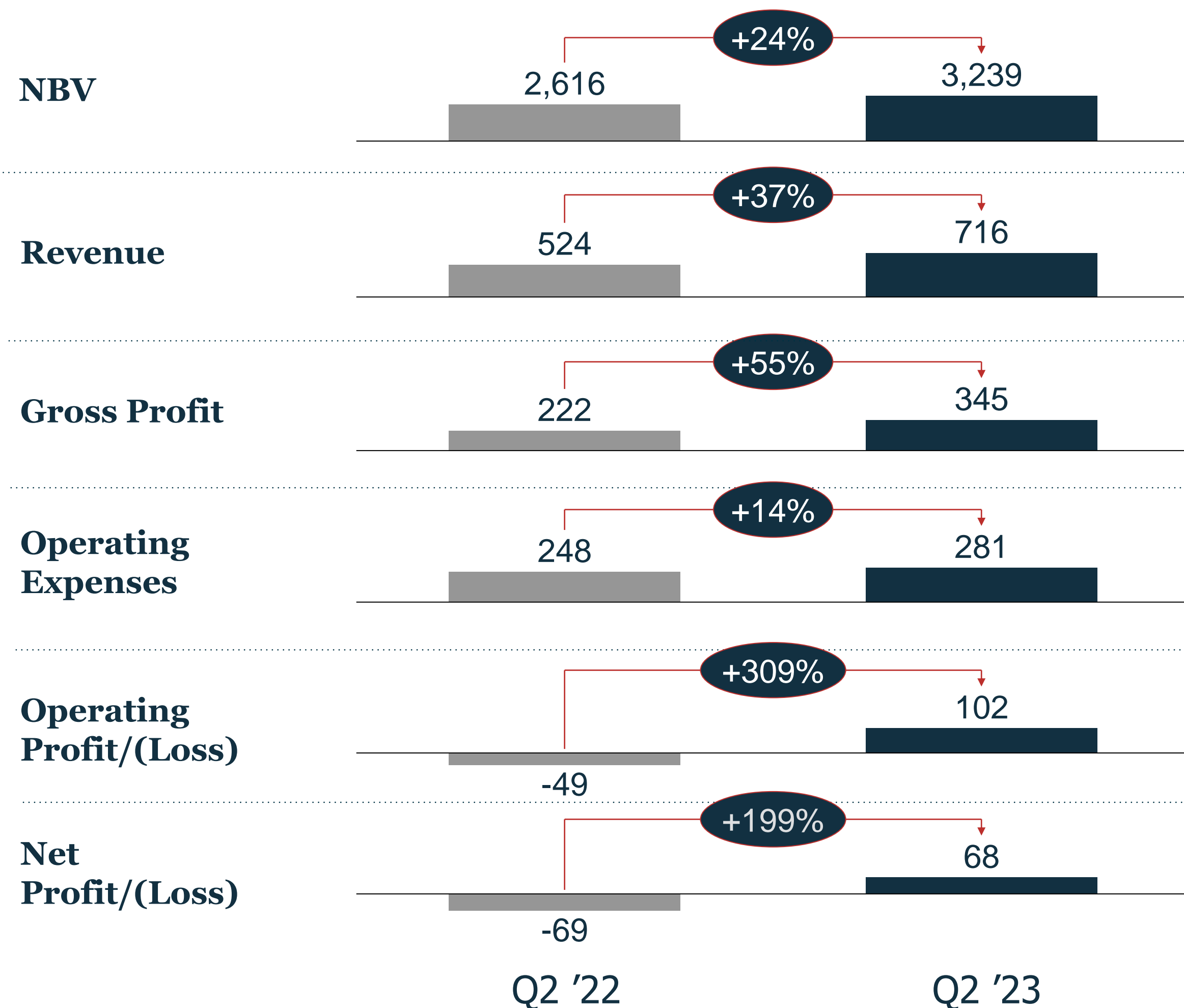


Group-wide Financials



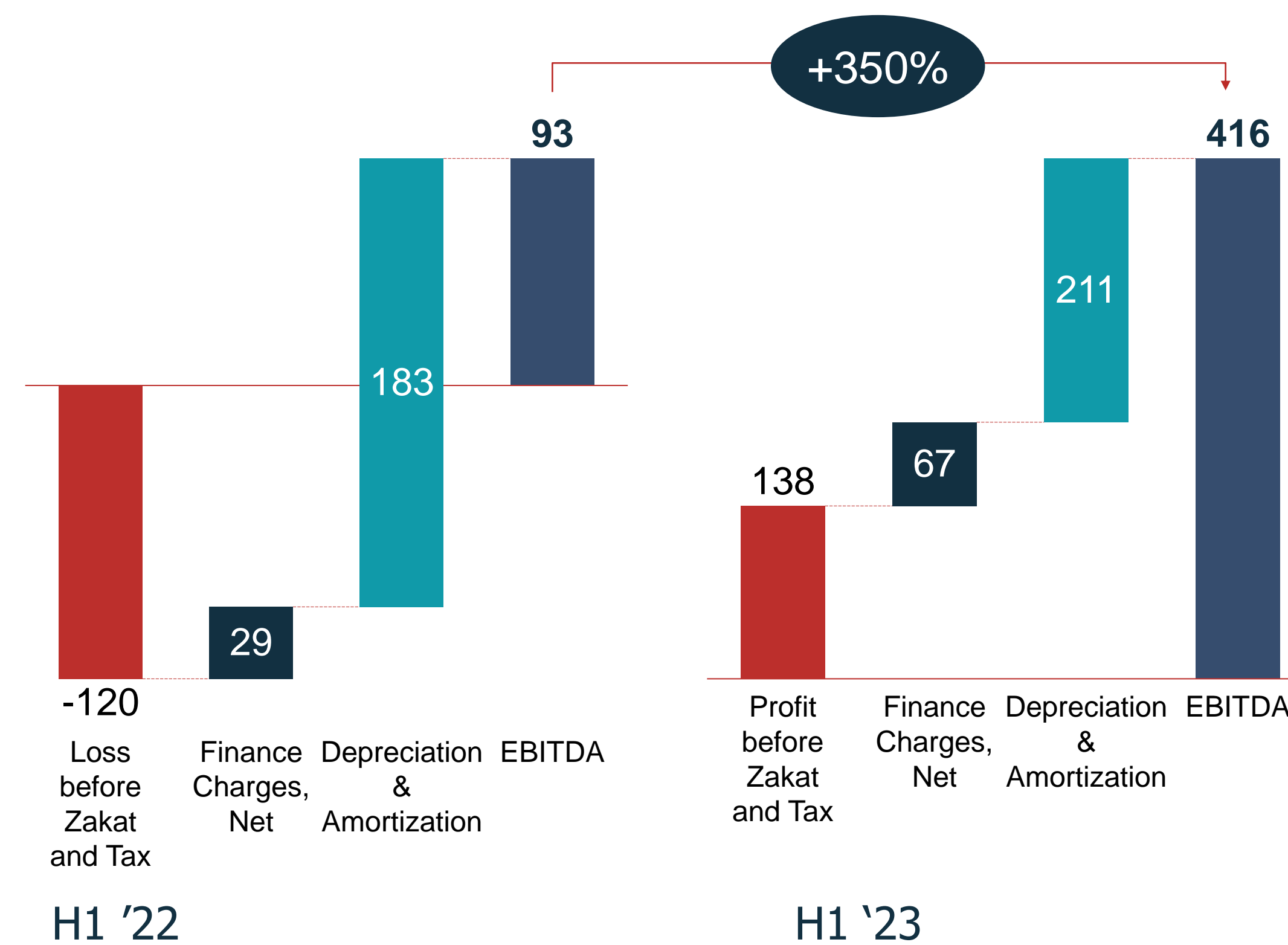
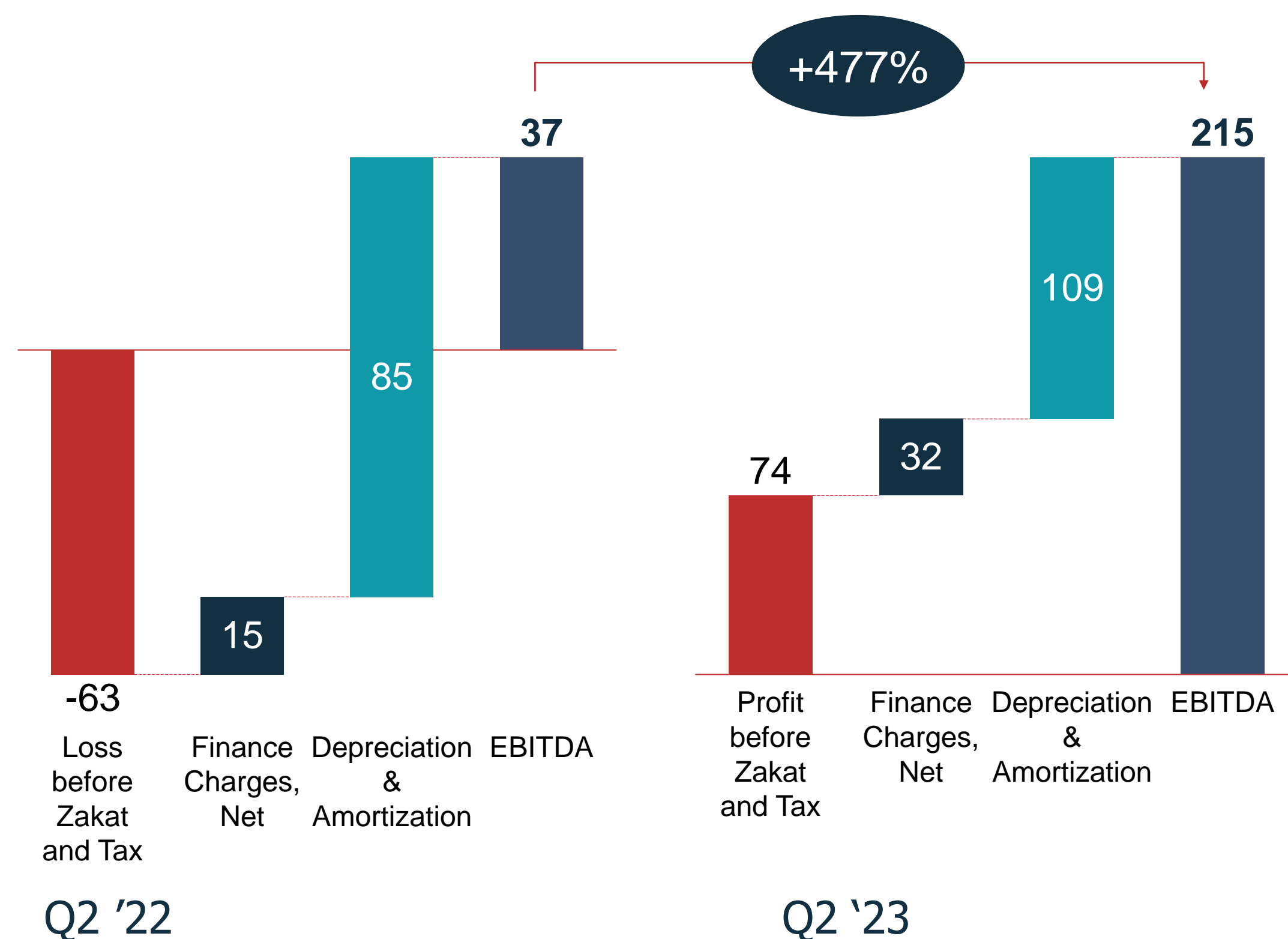
Seera Group returns to sustainable profitability, reaching SAR 68 million in Q2 2023 and achieving the highest quarterly net profit since Q1 2020

Income Statement – Group-wide (SAR Mn)



Seera Group has generated positive EBITDA of SAR 215 million for Q2 2023

EBITDA – Group-wide (SAR Mn)

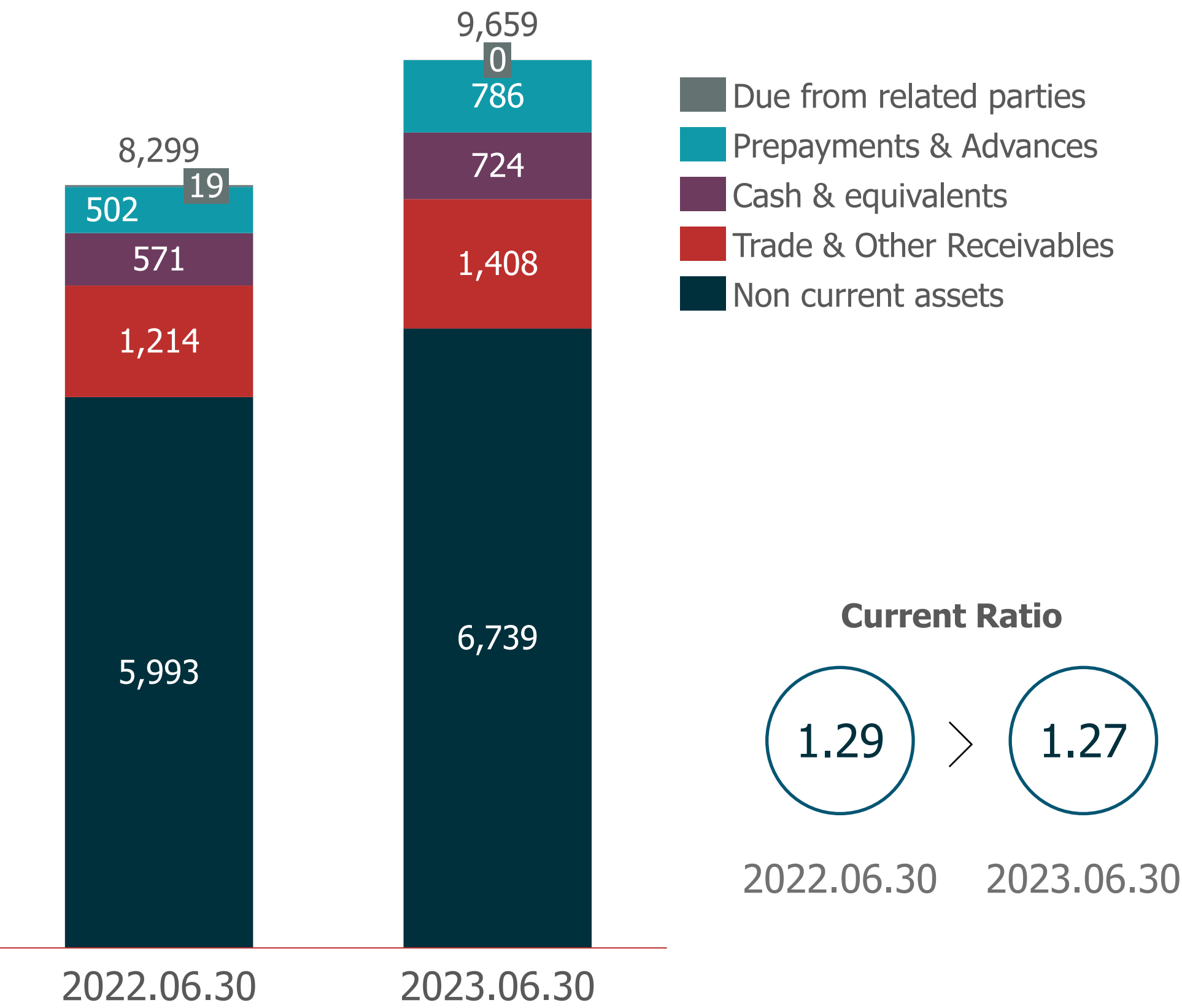


Note: EBITDA is defined as net profit (/loss) before zakat and tax attributable to Seera Group adjusted for: financing costs/ income and depreciation & amortization. All items reported on statement of profit or loss and statement of cash flows of the Group for the relevant periods.

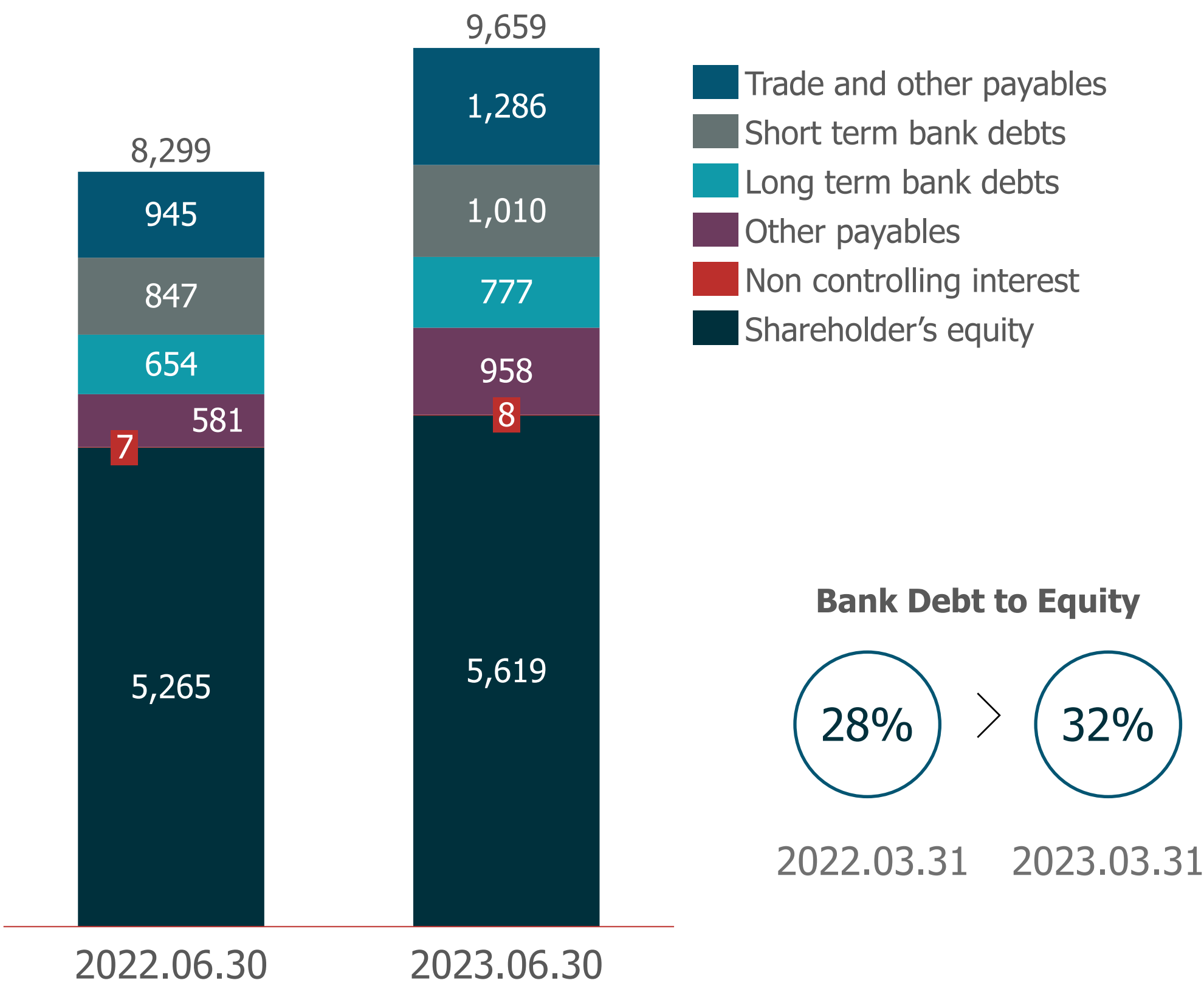


Maintaining a strong financial position through healthy liquidity and leverage levels

Total Assets (SAR Mn)



Total Equity and Liabilities (SAR Mn)

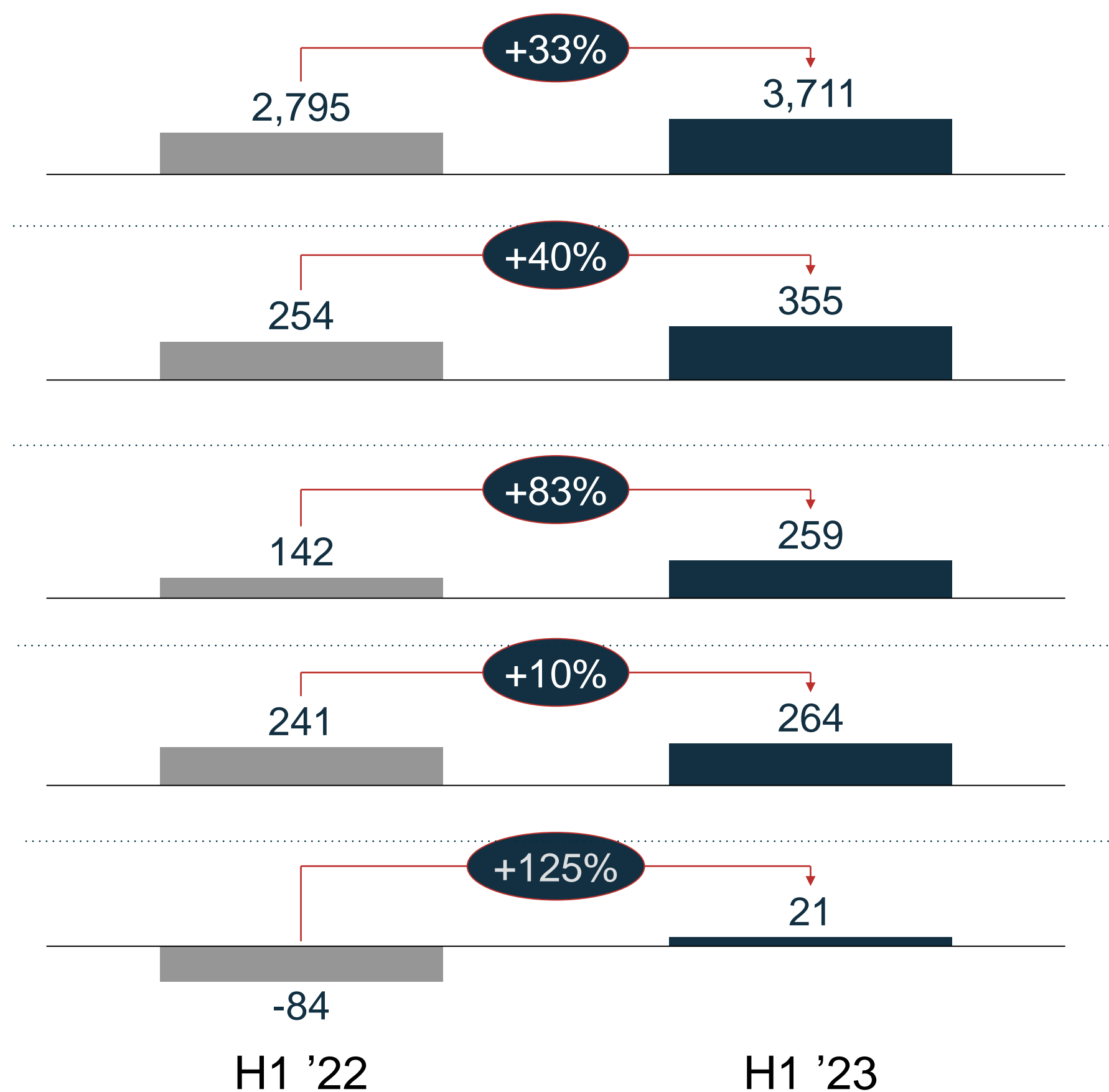
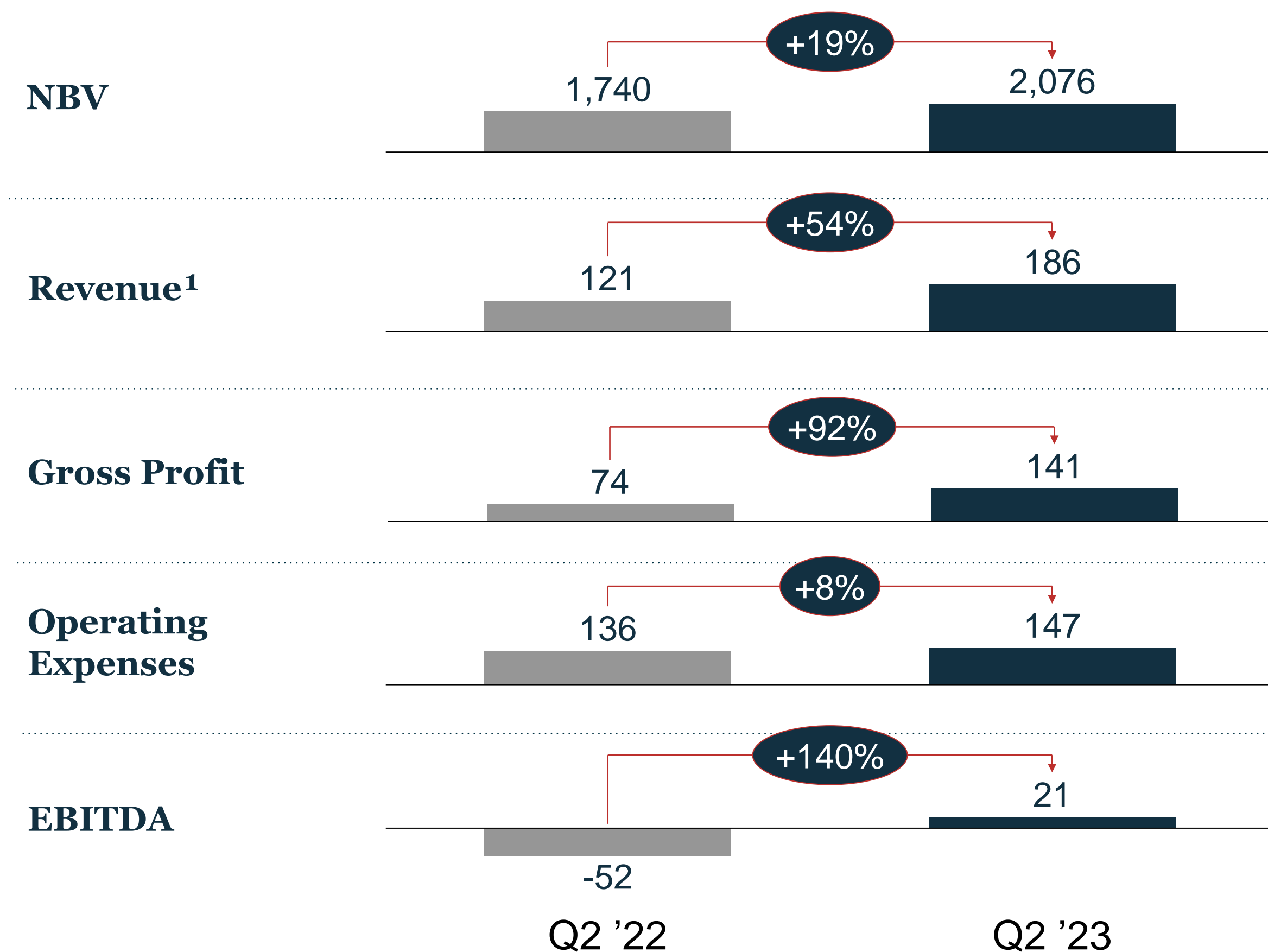


Business Segment Financials



Driven by summer season demand across leisure as well as religious travel, the Travel Platform achieved an EBITDA of SAR 21 million in Q2 2023

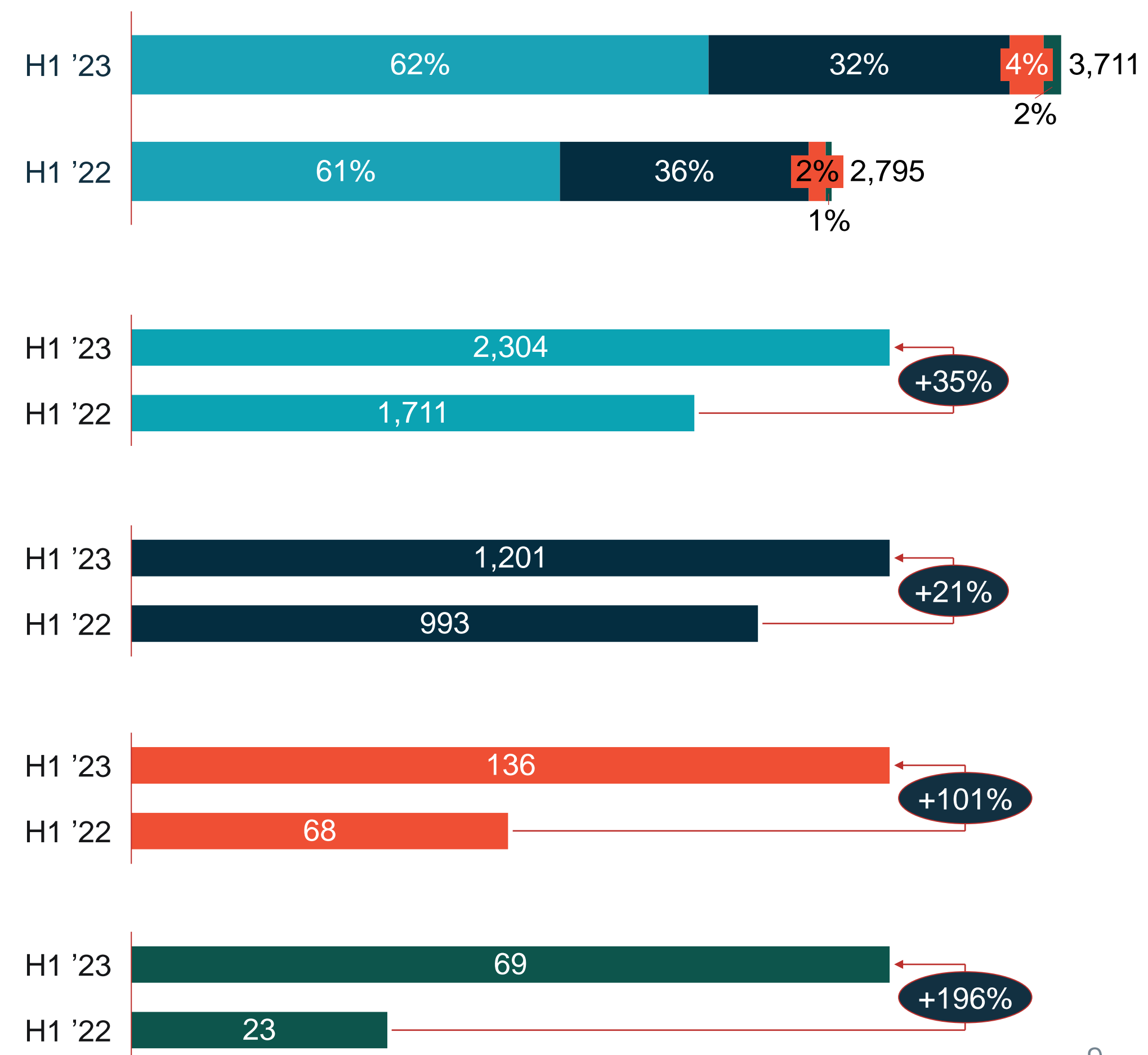
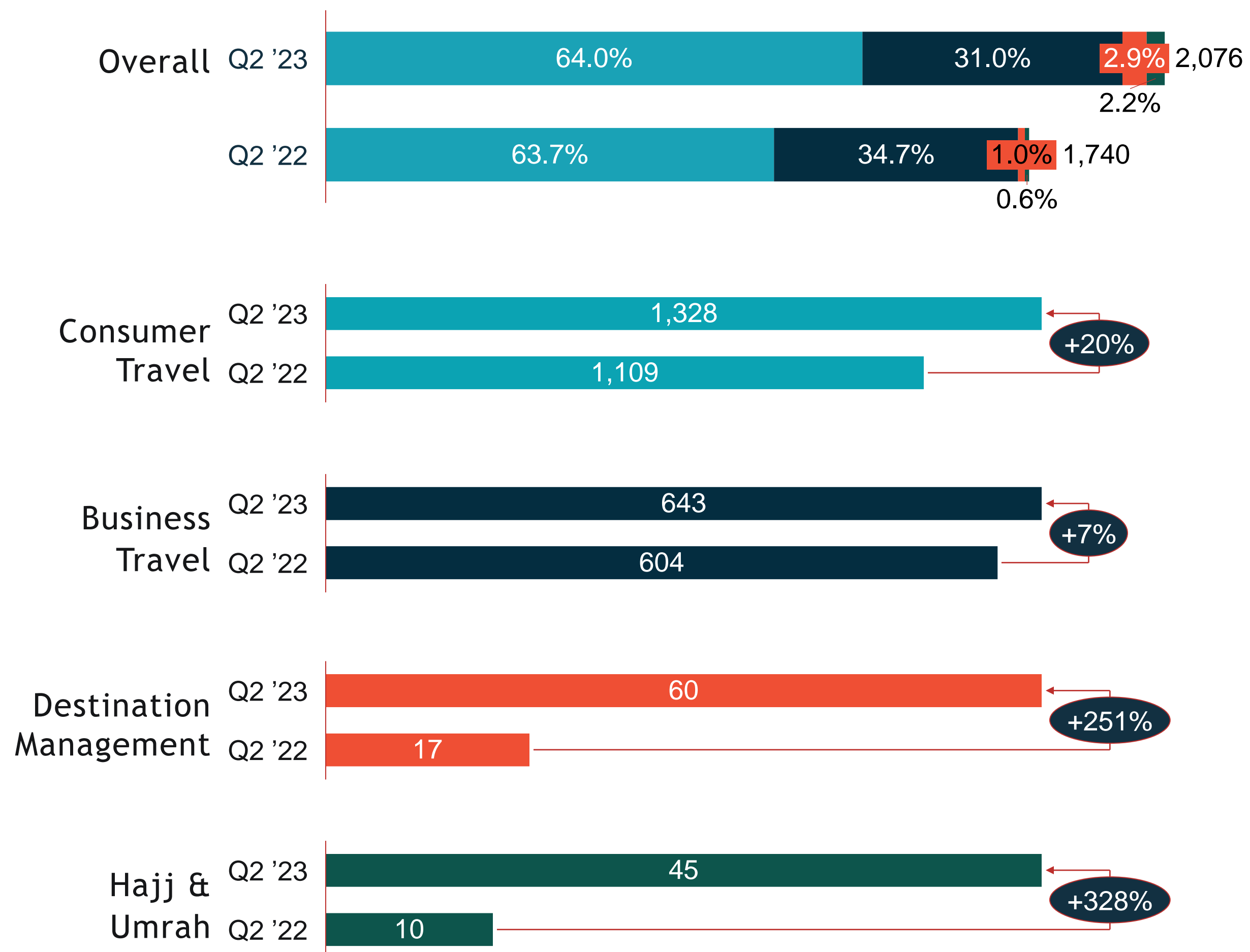
Income Statement – Travel Platform (SAR Mn)



1. Q2 2022 revenue results reported above differ from previously published Q2 2022 results due to the reclassification of revenue components in Q2 2023.

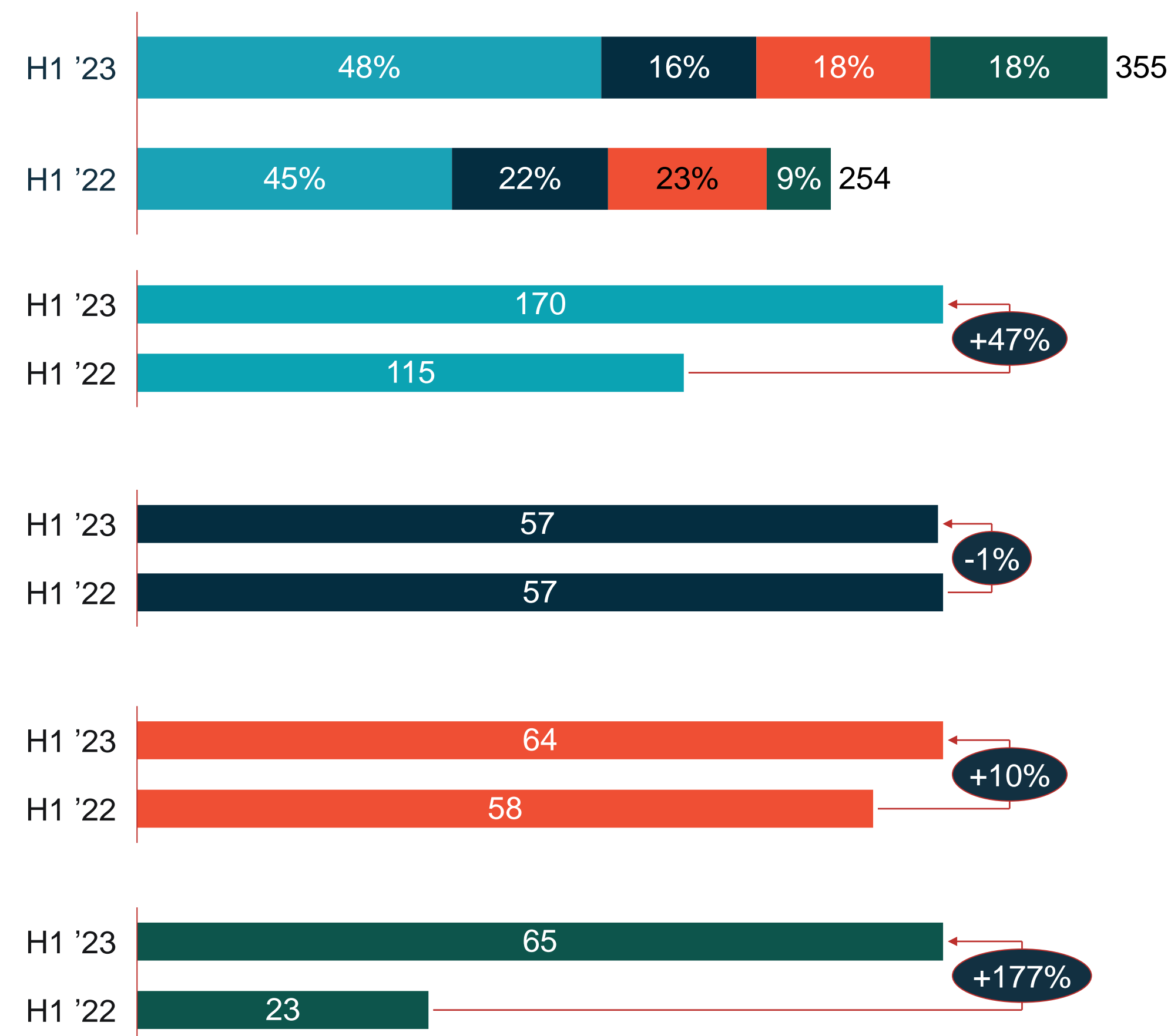
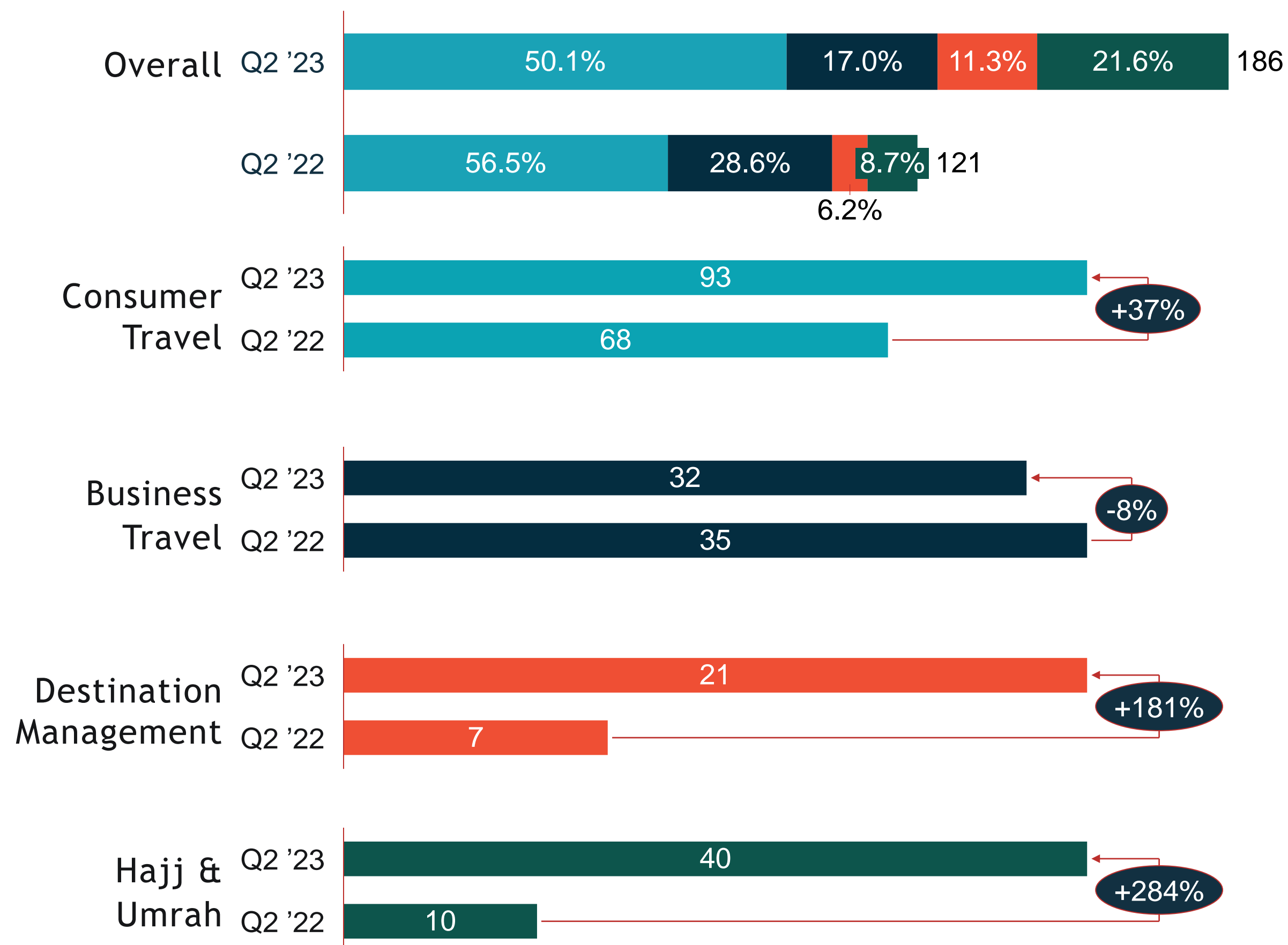
The Travel Platform overall achieved 19% growth in NBV to SAR 2.1 billion in Q2 2023 from SAR 1.7 billion in Q2 2022

Net Booking Value – By Business Line (SAR Mn)



Reflected in revenue of SAR 186 million, up 54% from SAR 121 million in Q2 2022

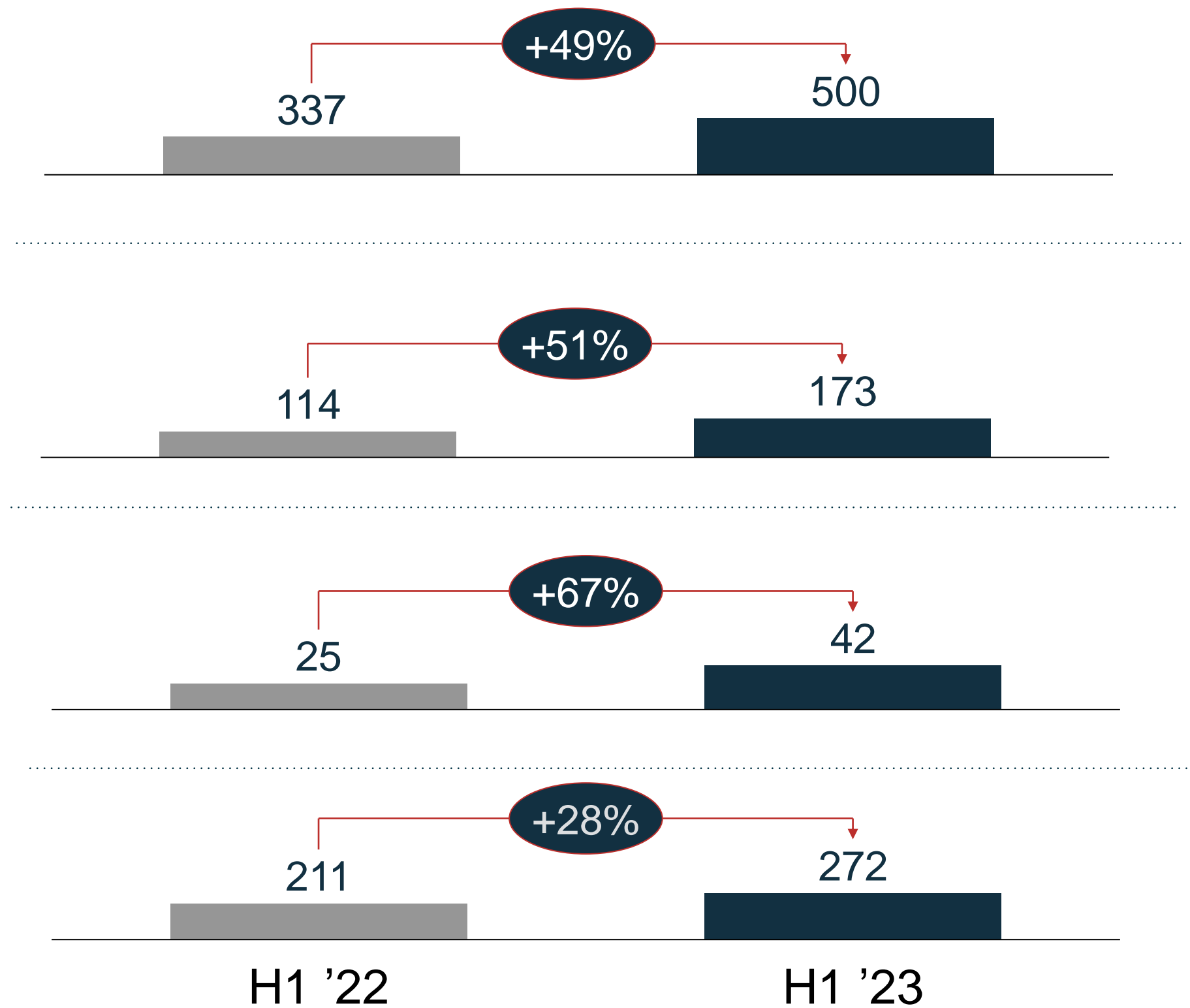
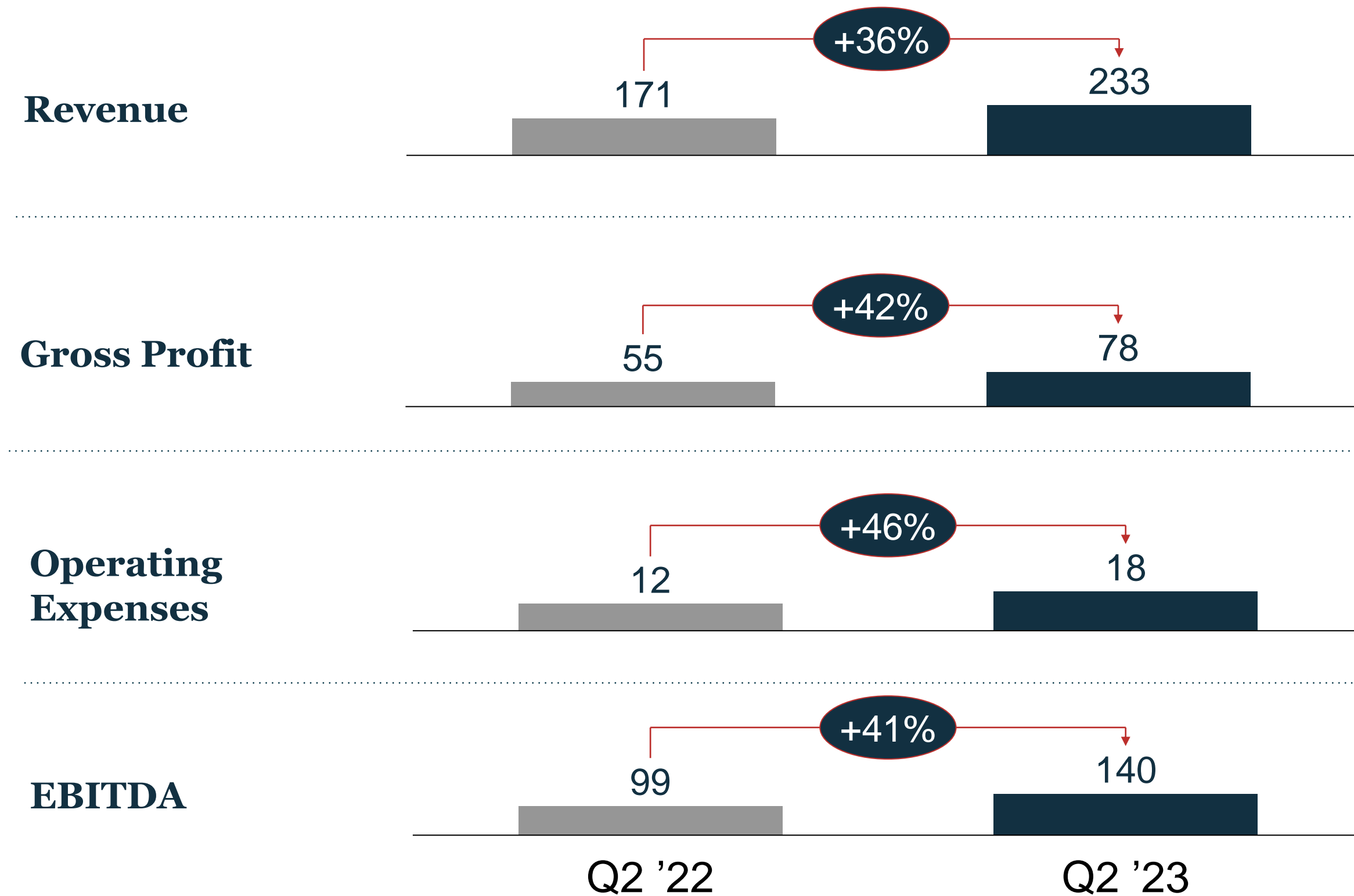
Revenue – By Business Line (SAR Mn)



1. Q2 2022 revenue results reported above differ from previously published Q2 2022 results due to the reclassification of revenue components in Q2 2023.

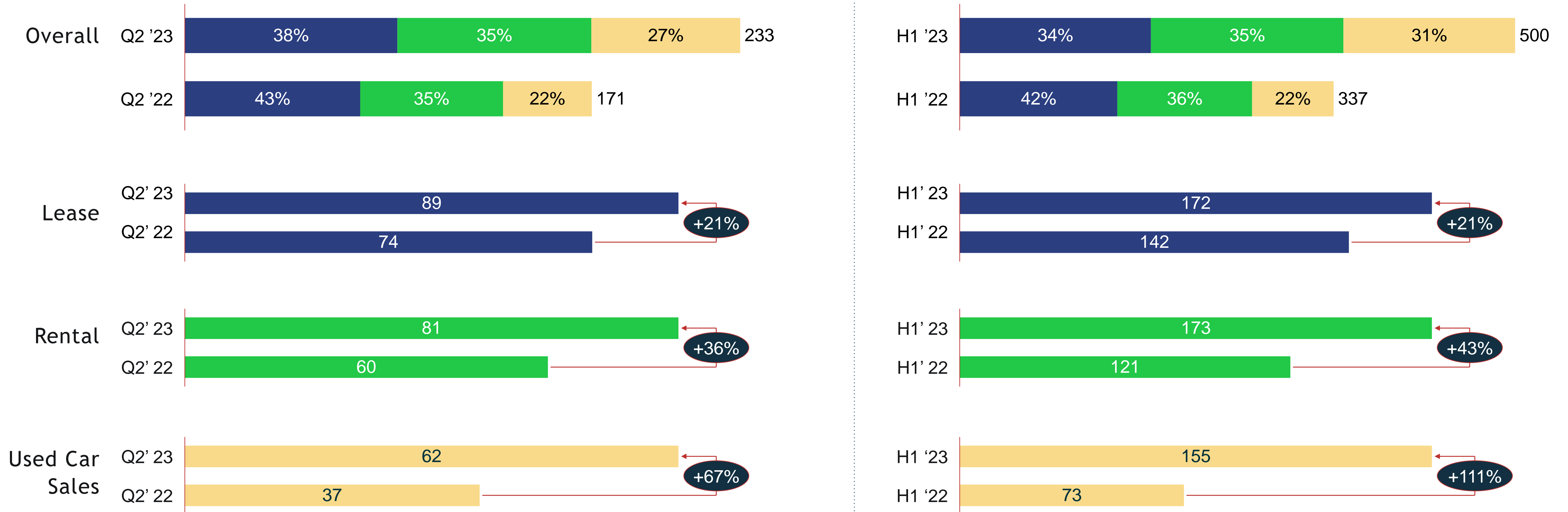
Car Rental continued its rapid growth trajectory and achieved EBITDA of SAR 140 million, a 41% increase relative to SAR 99 million in Q2 2022

Income Statement – Car Rental (SAR Mn)



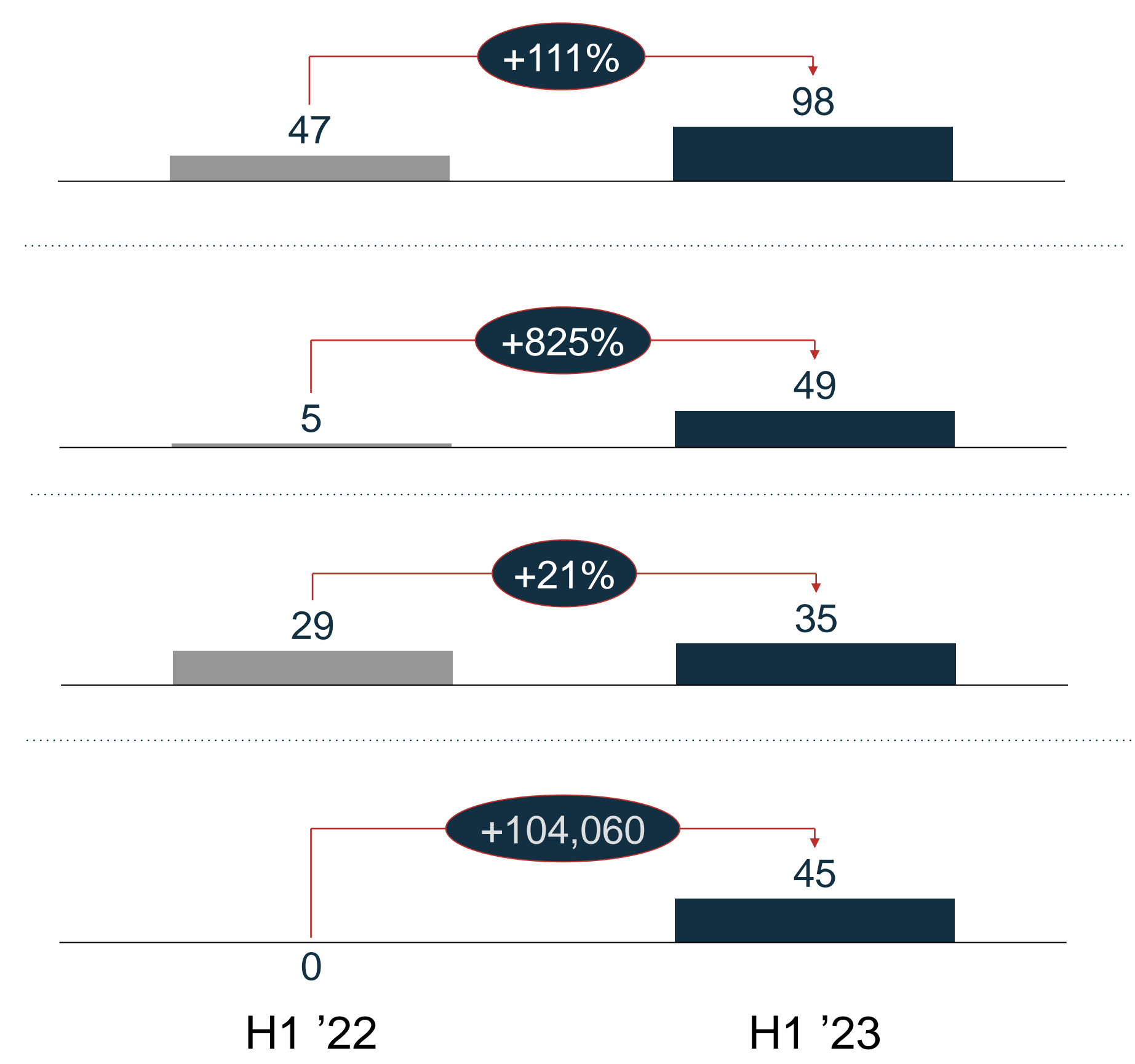
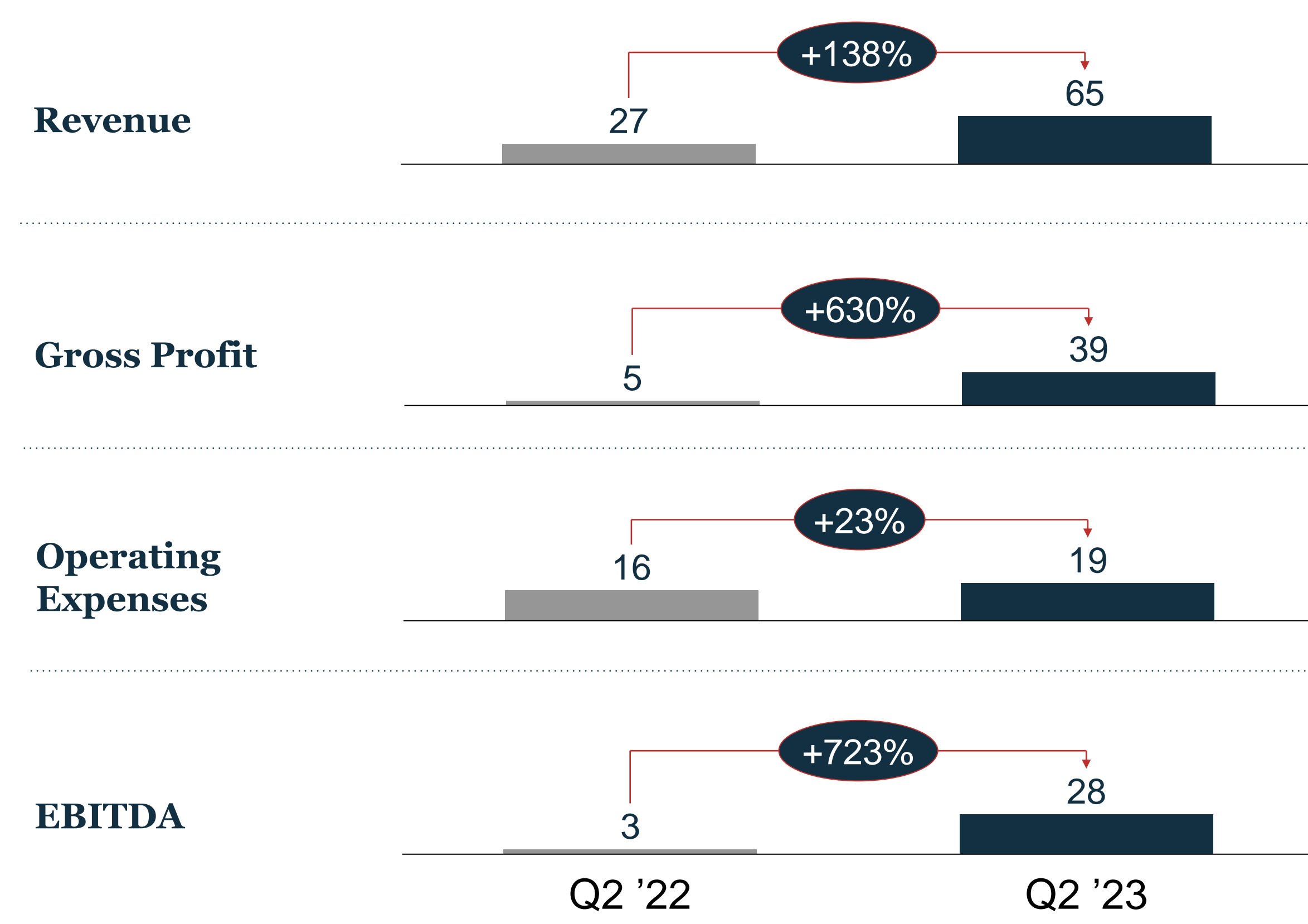
Car Rental recorded a 36% growth in revenue reaching SAR 233 million in Q2 2023 relative to SAR 171 million in Q2 2022

Revenue – By Business Line (SAR Mn)



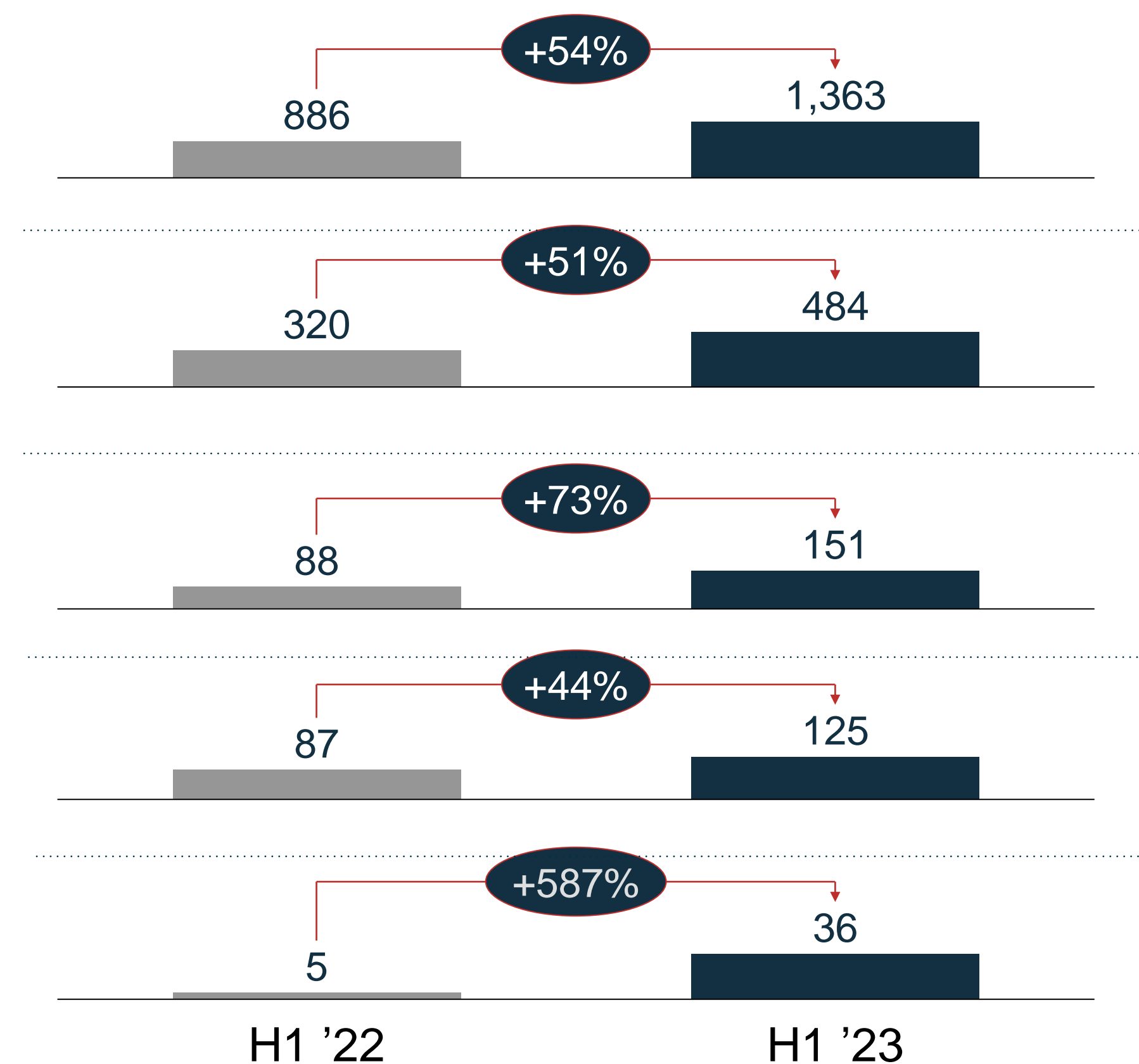
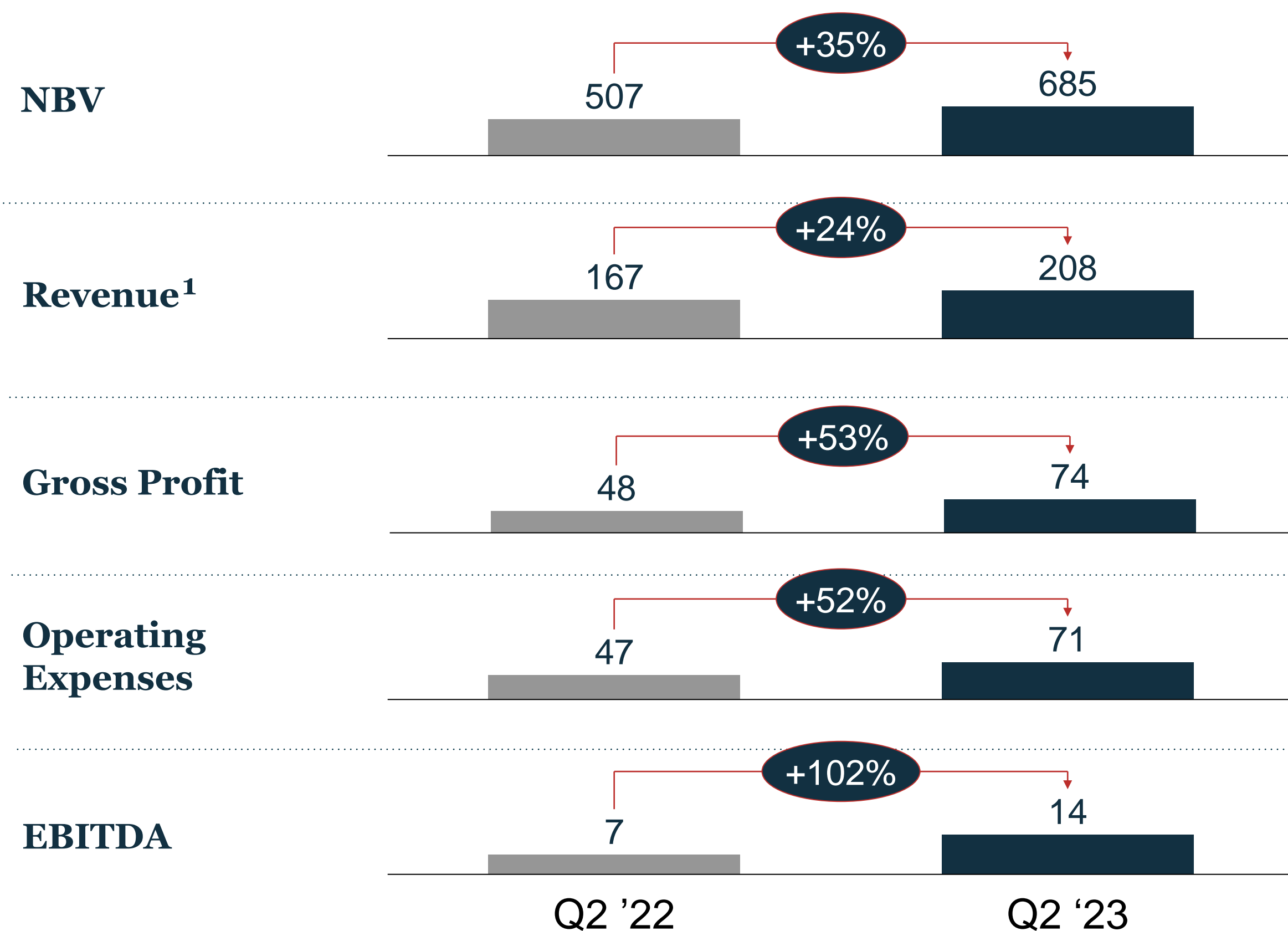
Led by healthy occupancy levels across hotels, Hospitality achieved EBITDA of SAR 28 million in Q2 2023

Income Statement – Hospitality (SAR Mn)



Portman Travel has seen booking volumes increase across its travel verticals and achieved EBITDA of SAR 14 million in Q2 2023

Income Statement – Portman (SAR Mn)



1. Q2 2022 revenue results reported above differ from previously published Q2 2022 results due to the reclassification of revenue components in Q2 2023.



Financial updates

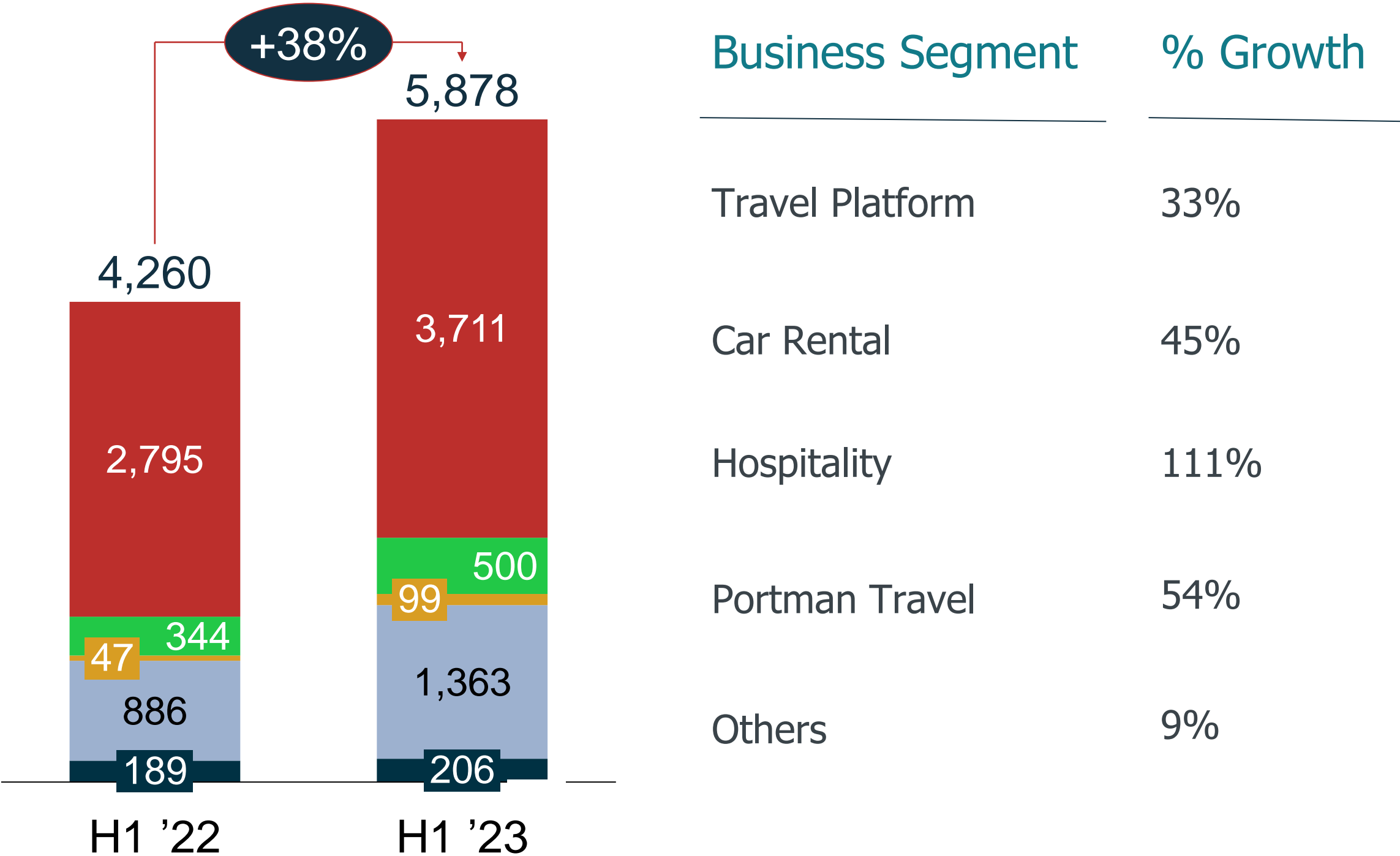
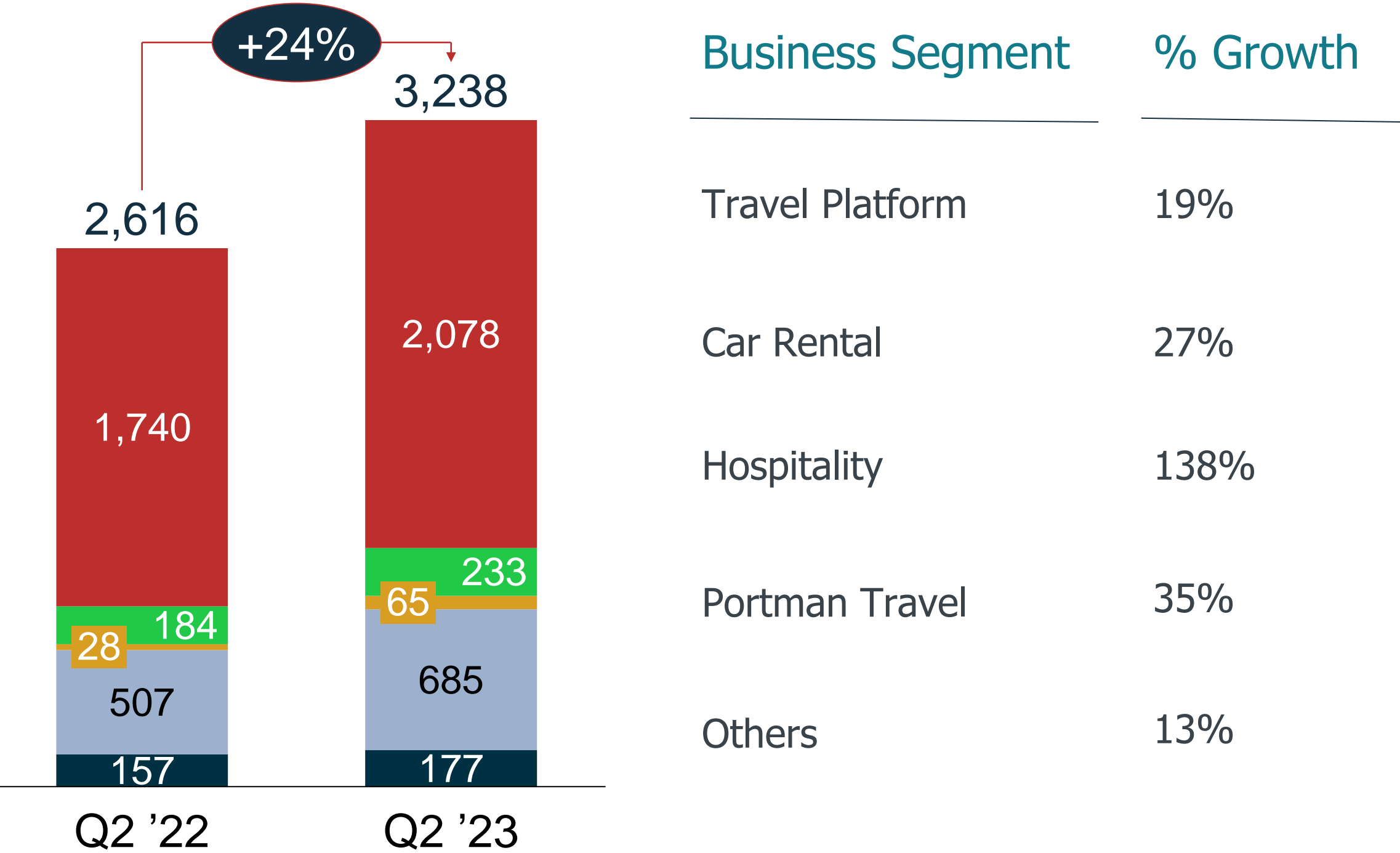
Contribution by Segment

Q2 2023



Net booking value has grown significantly, primarily driven by the Travel Platform and Portman Travel Group

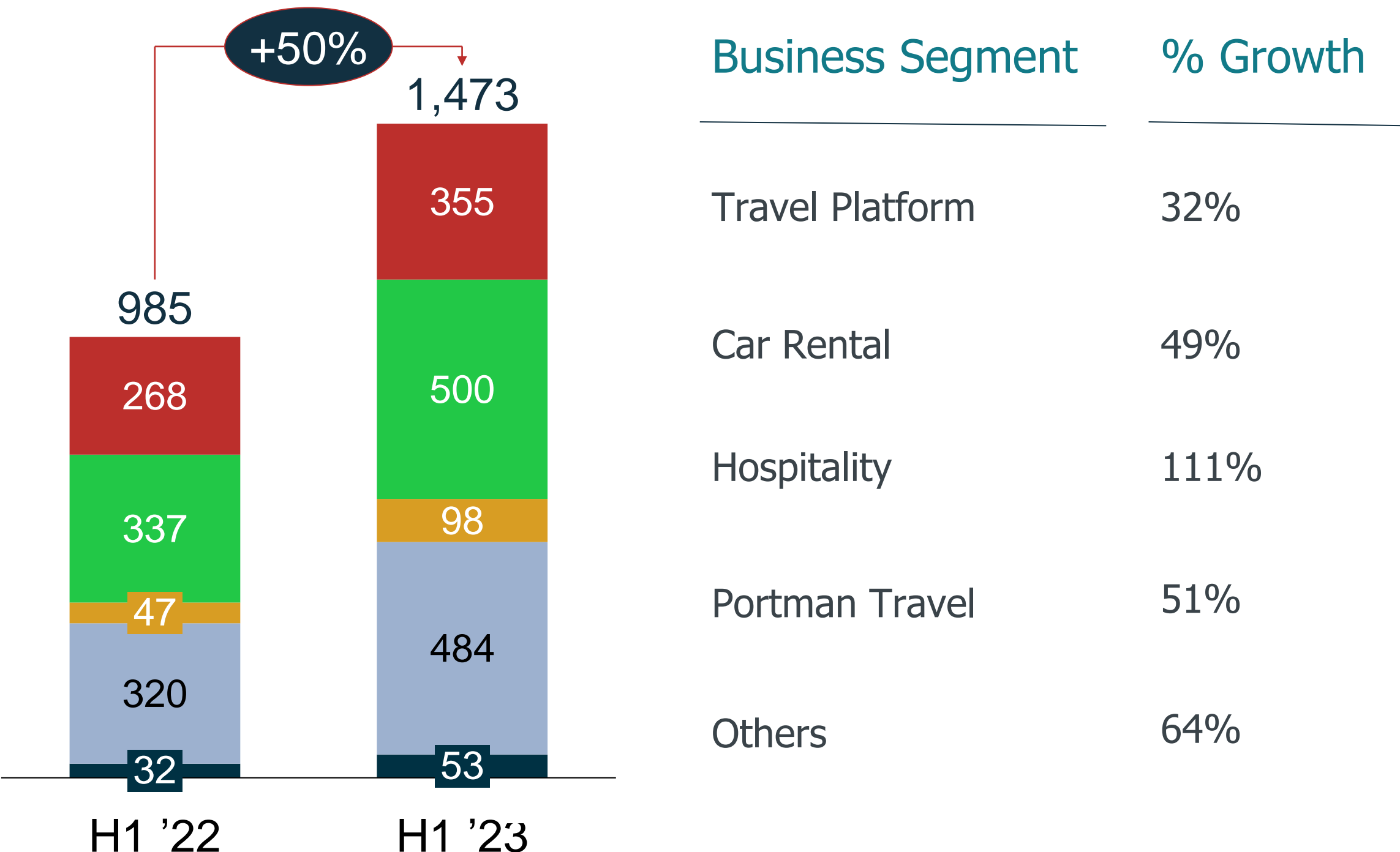
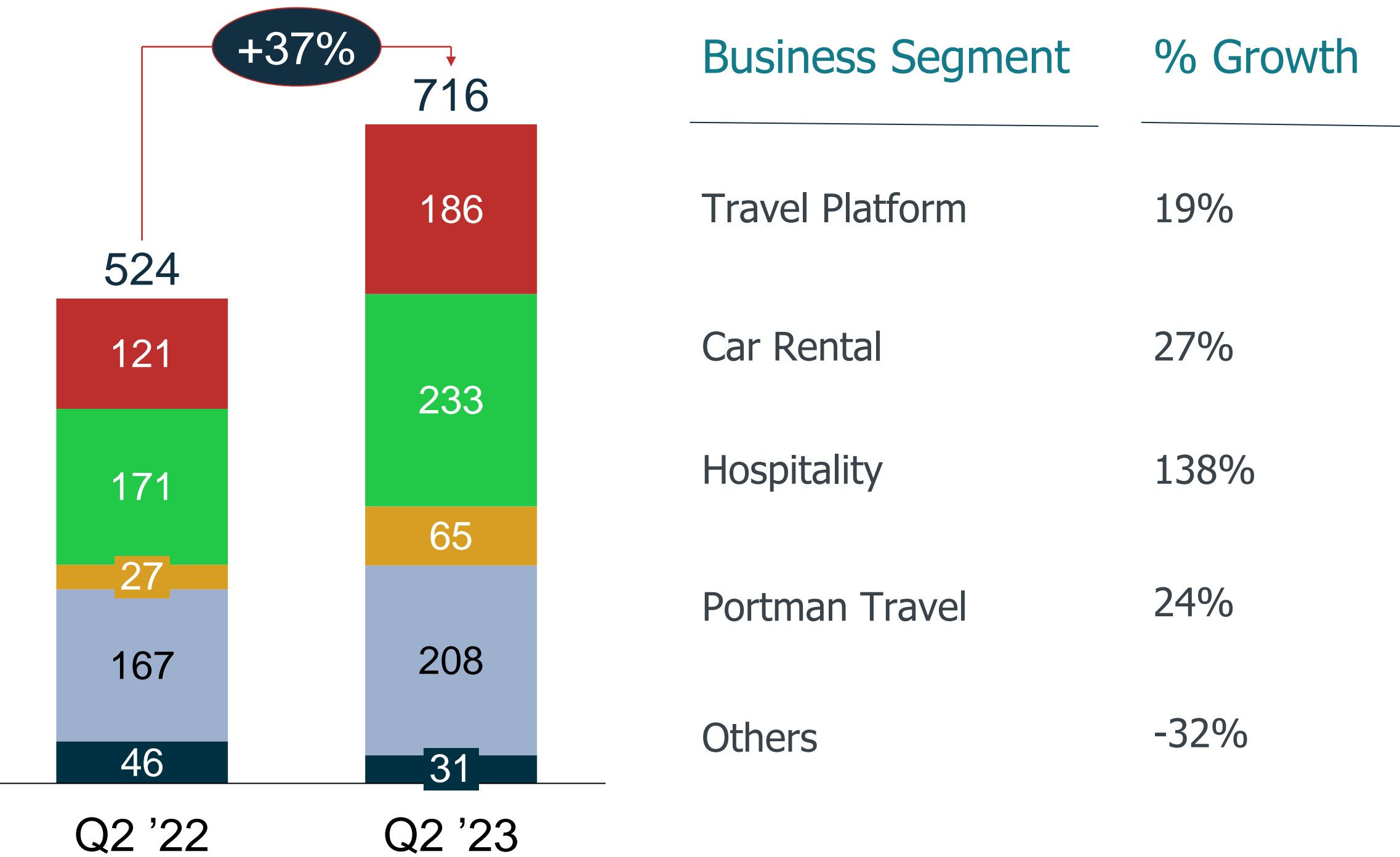
Net Booking Value – By Business Segment (SAR Mn)



Travel Platform Car Rental Hospitality Portman Travel Others

Revenue reflecting growth of Travel Platform and Car Rental, followed by Hospitality and Portman

Revenue¹ – By Business Segment (SAR Mn)

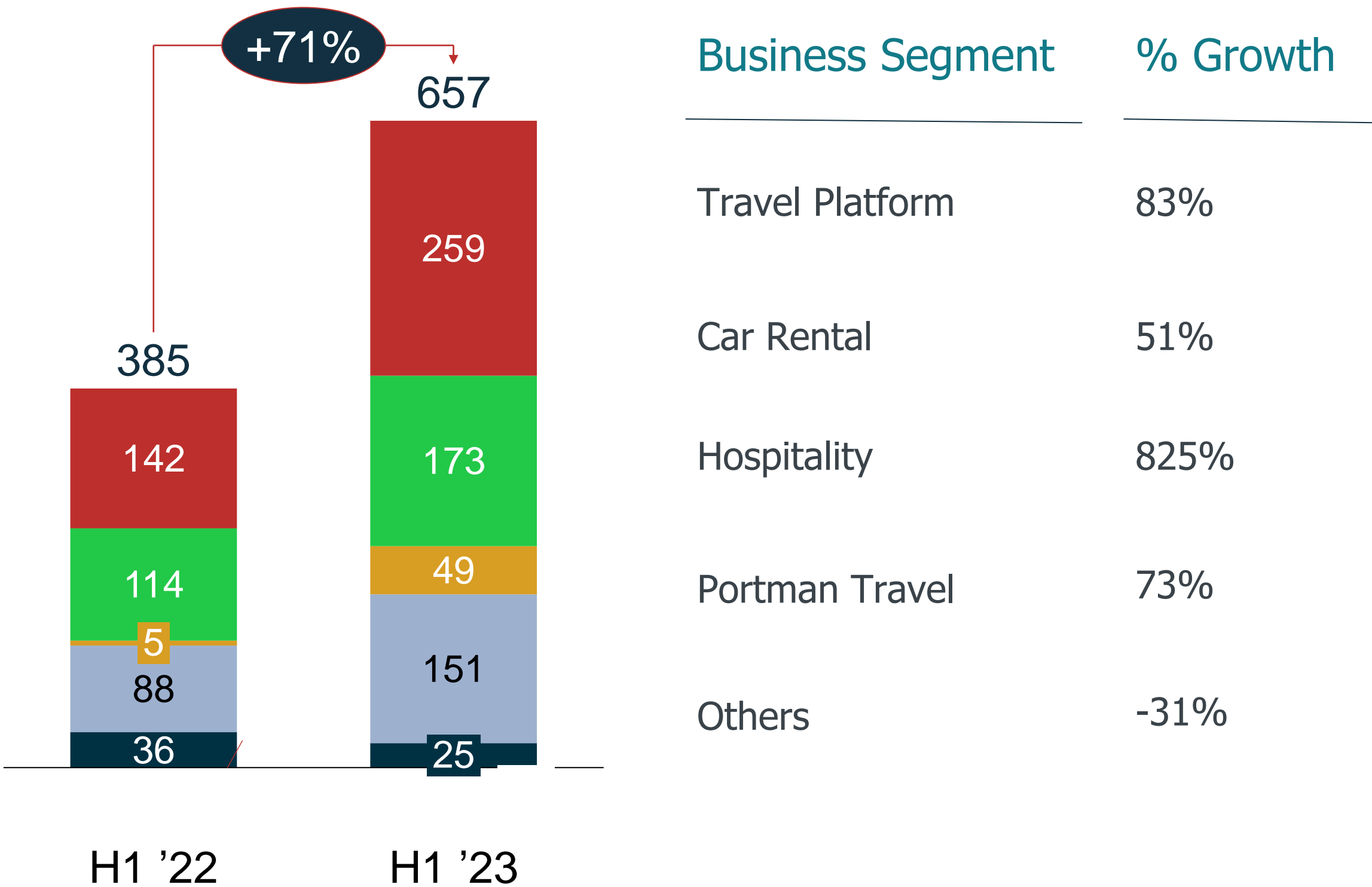
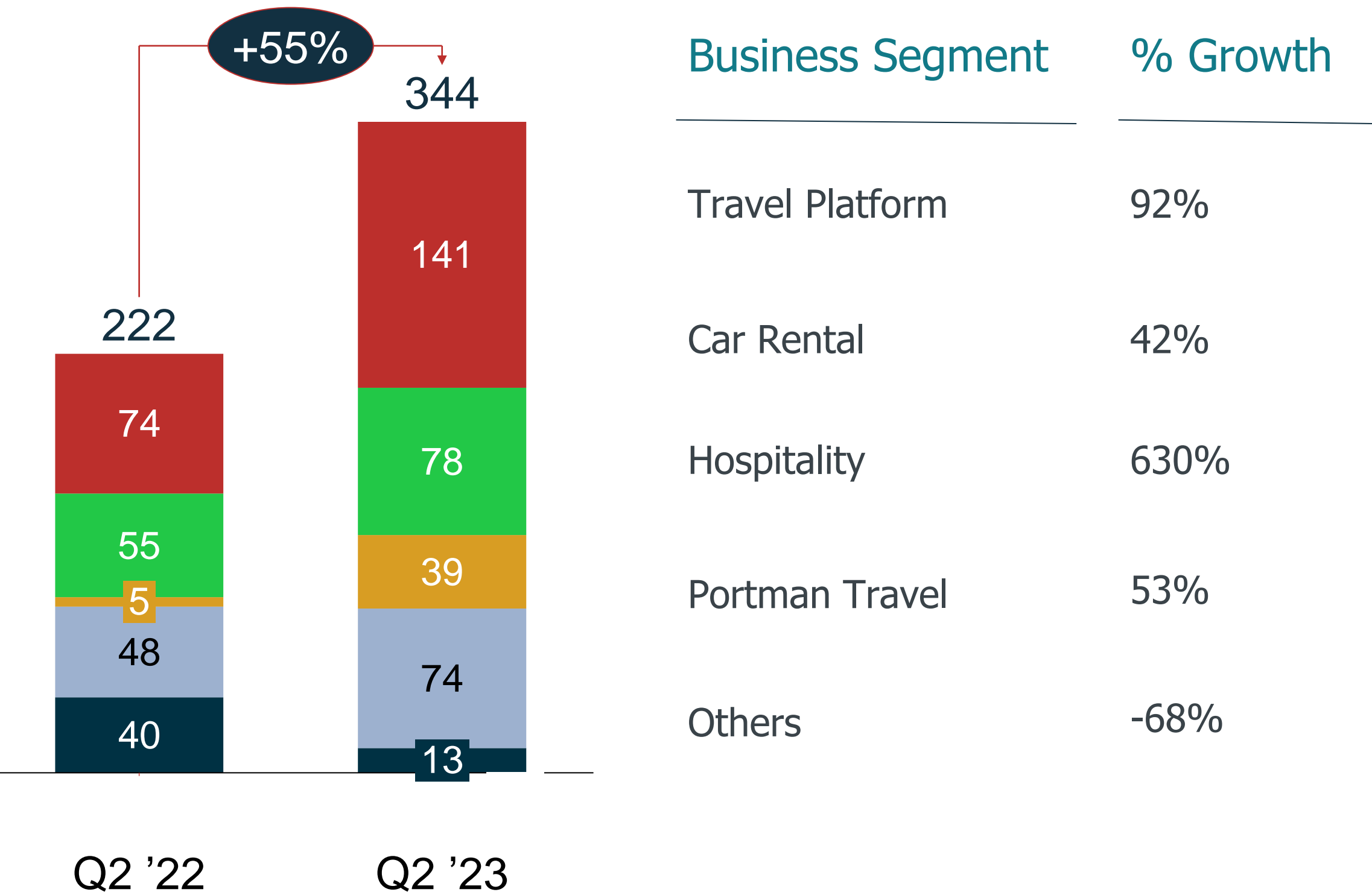


Travel Platform Car Rental Hospitality Portman Travel Others

1. Q2 2022 revenue results reported above differ from previously published Q2 2022 results due to the reclassification of revenue components in Q2 2023.

Gross profit levels reflect revenue growth by each segment, primary contribution by Travel Platform

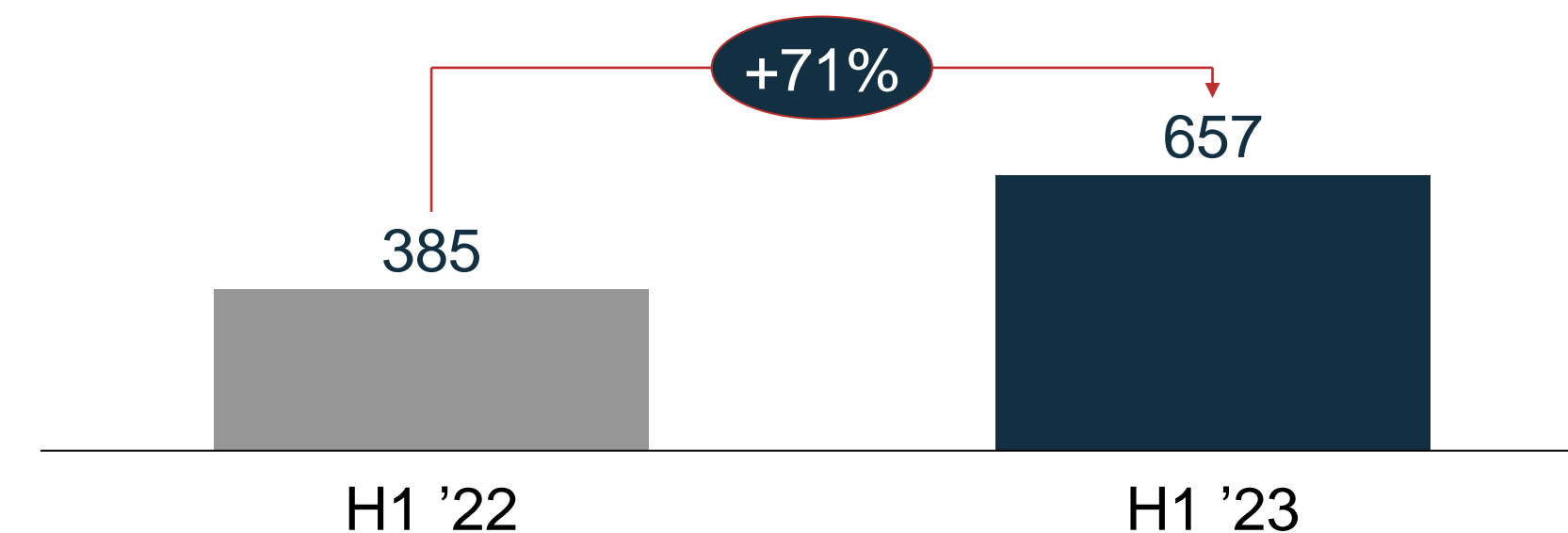
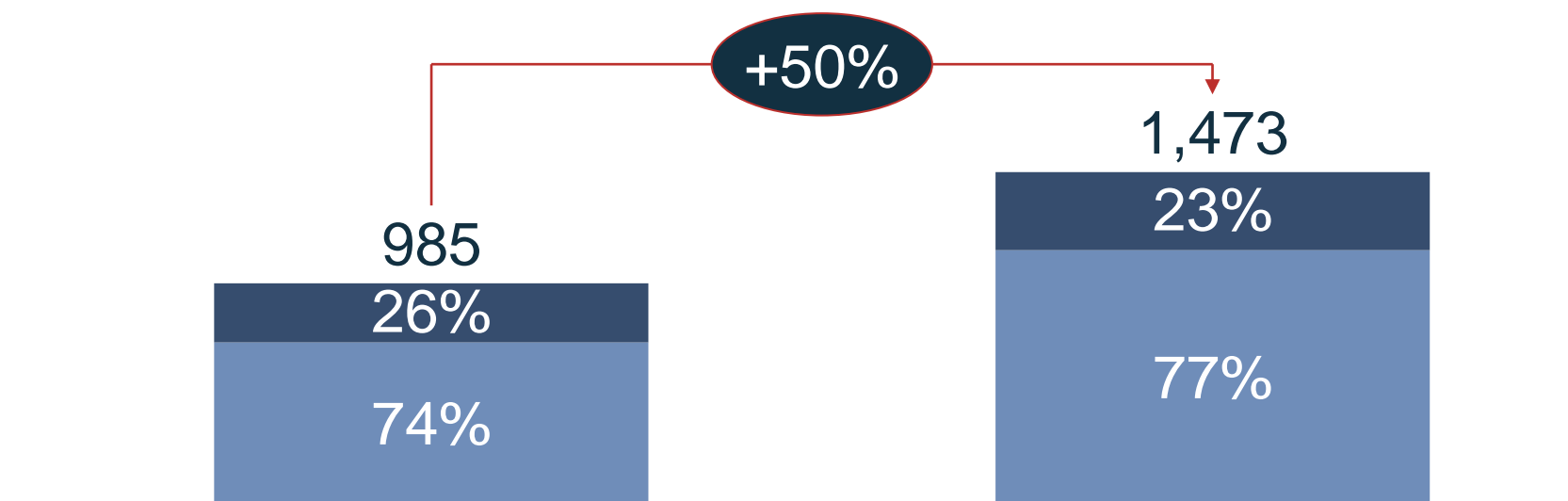
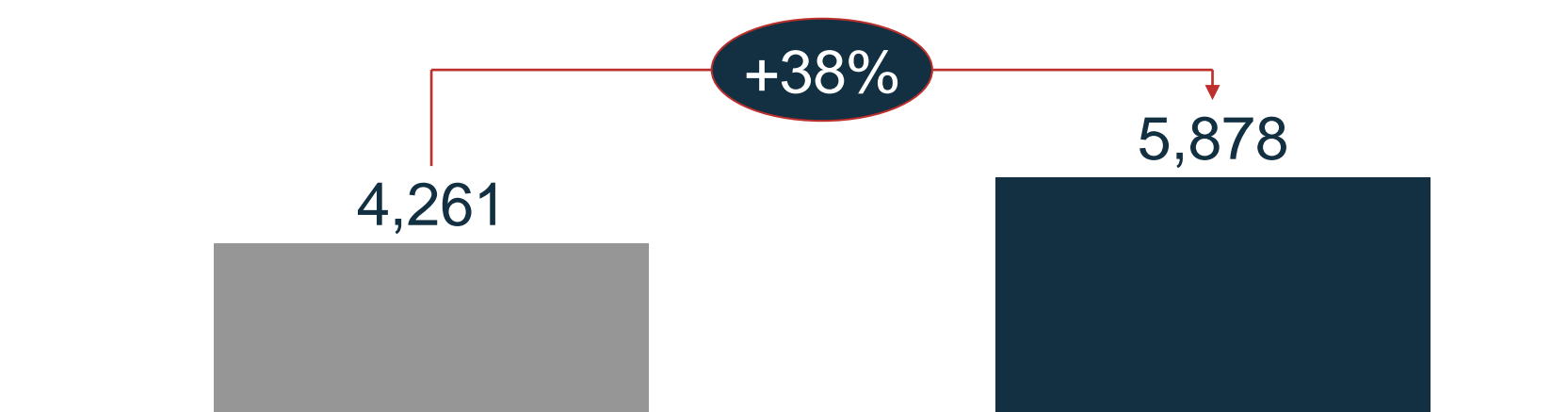
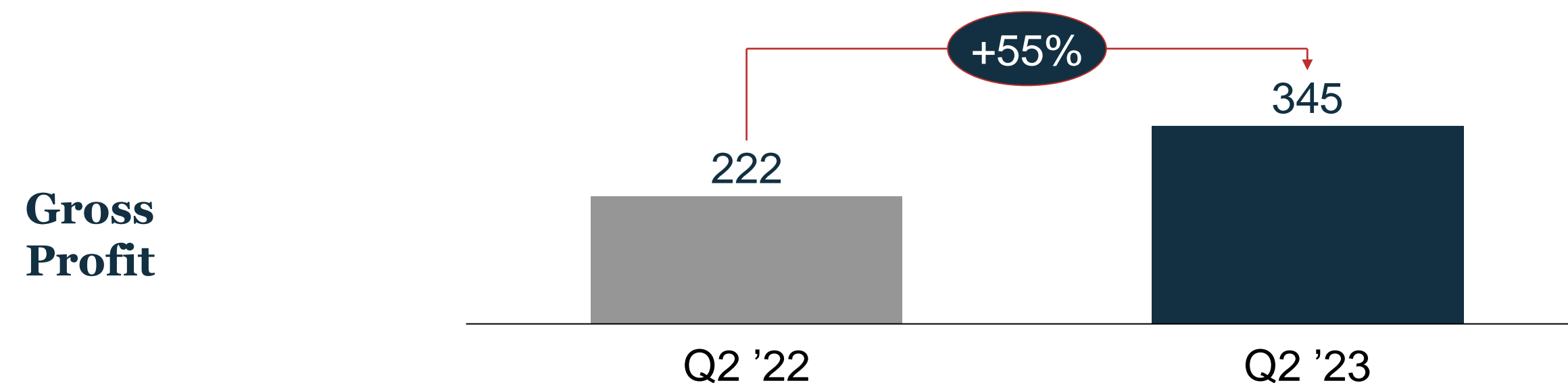
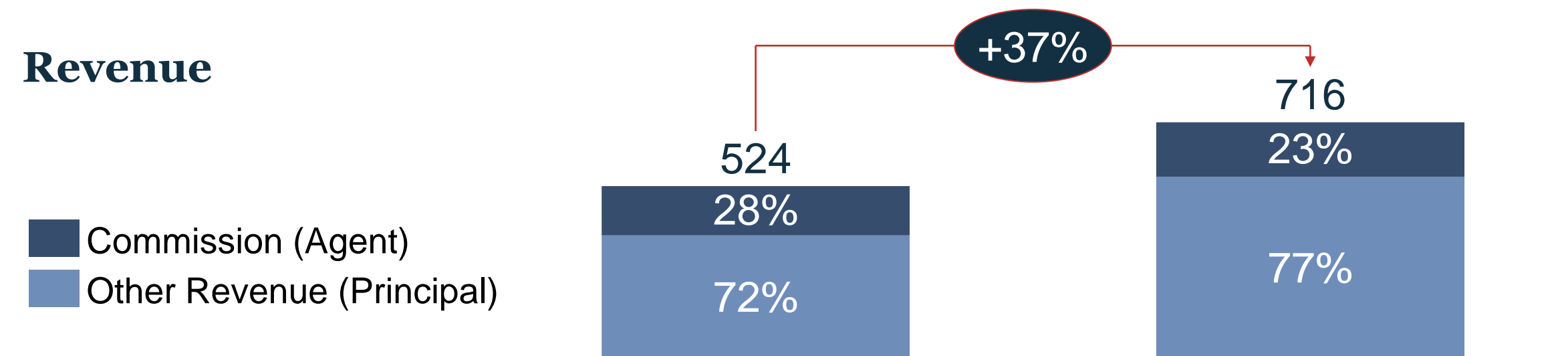
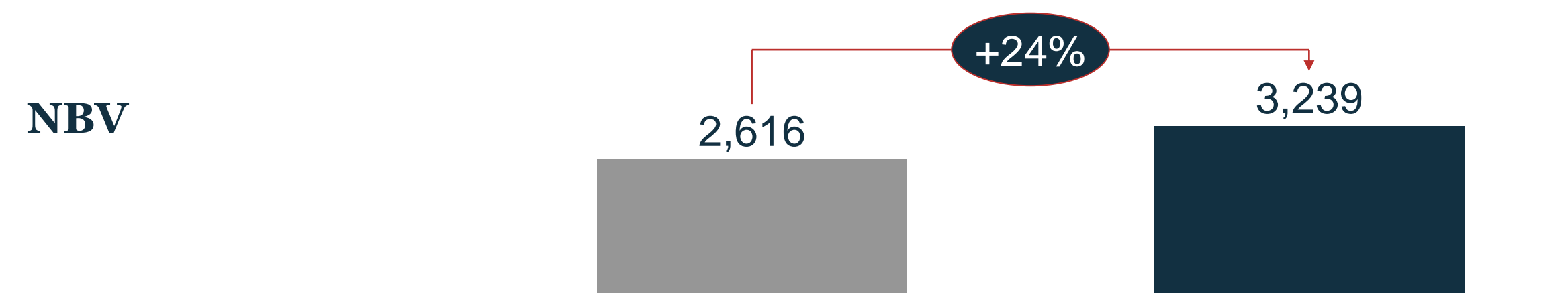
Gross Profit – By Business Segment (SAR Mn)



Travel Platform Car Rental Hospitality Portman Travel Others

Gross profit reflect large revenue contribution from units acting as principal

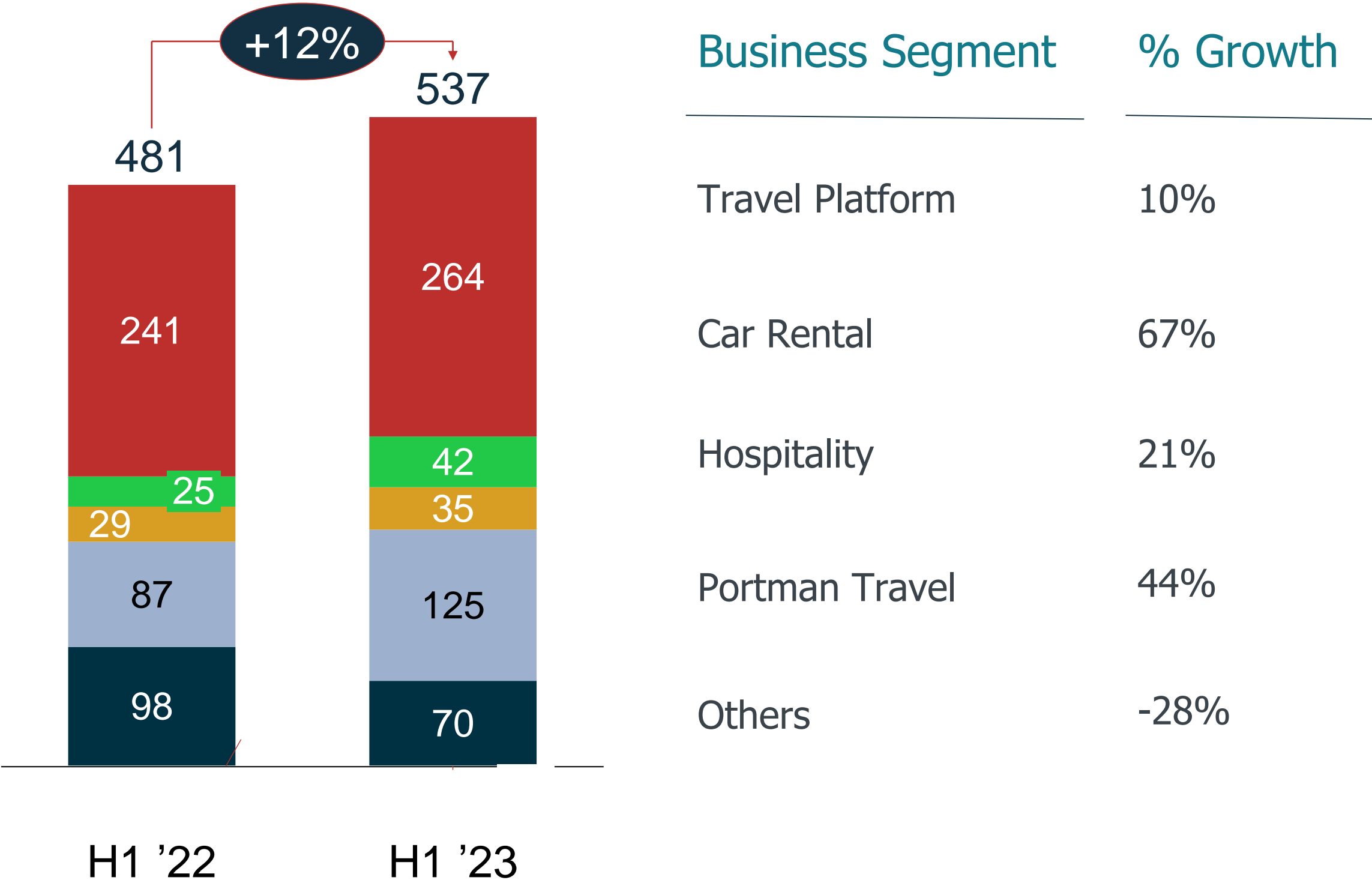
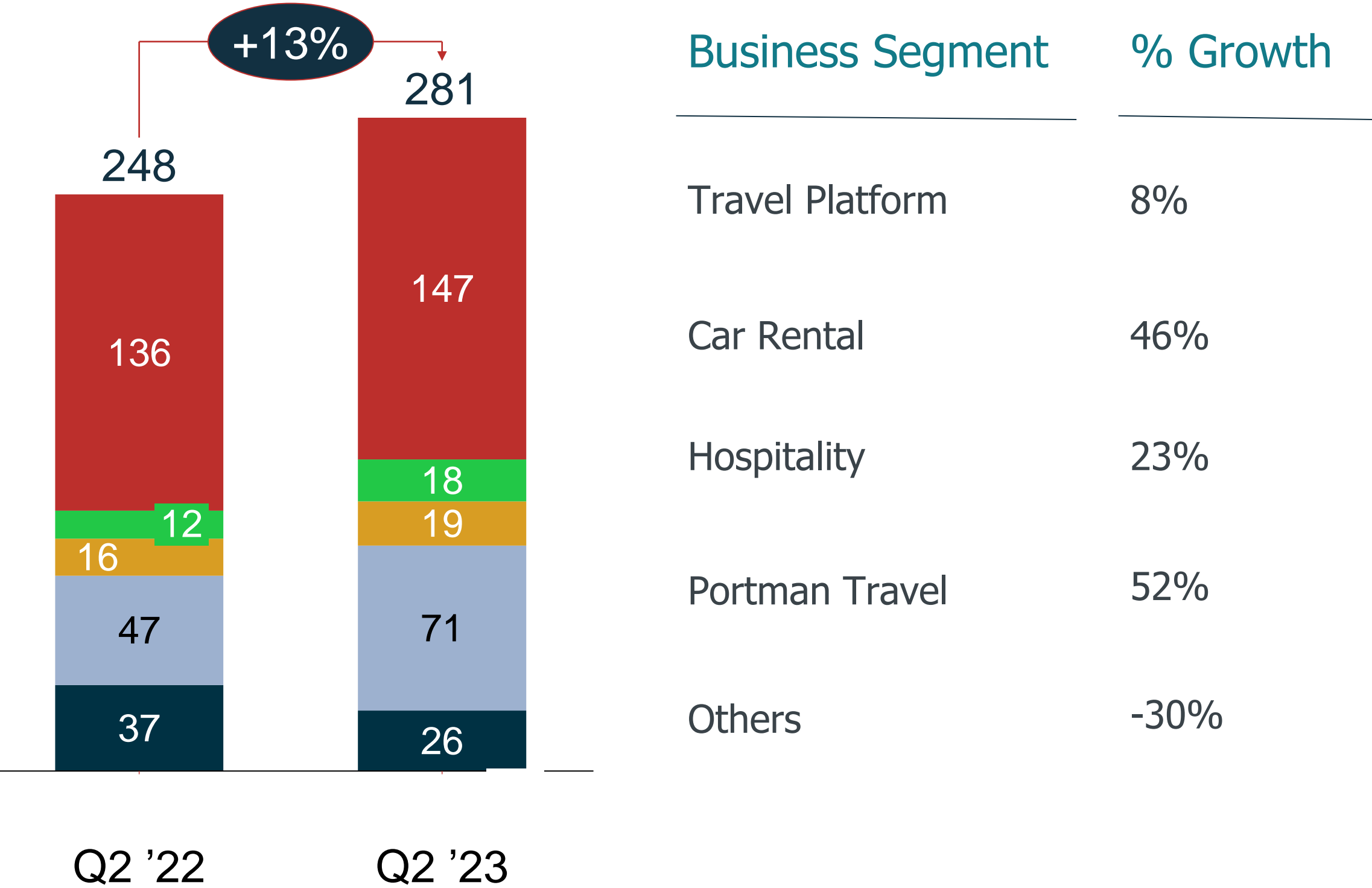
Net Booking Value, Revenue and Gross Profit – Group-wide (SAR Mn)



Note: Refer to end of this section for IFRS revenue recognition approaches adopted by Seera Group and distinction between Commission (Agent) and Other Revenue (Principal) sales with their reflection on cost of revenue.

Maintained minimal increase in operating expense levels group-wide, despite significant growth in topline

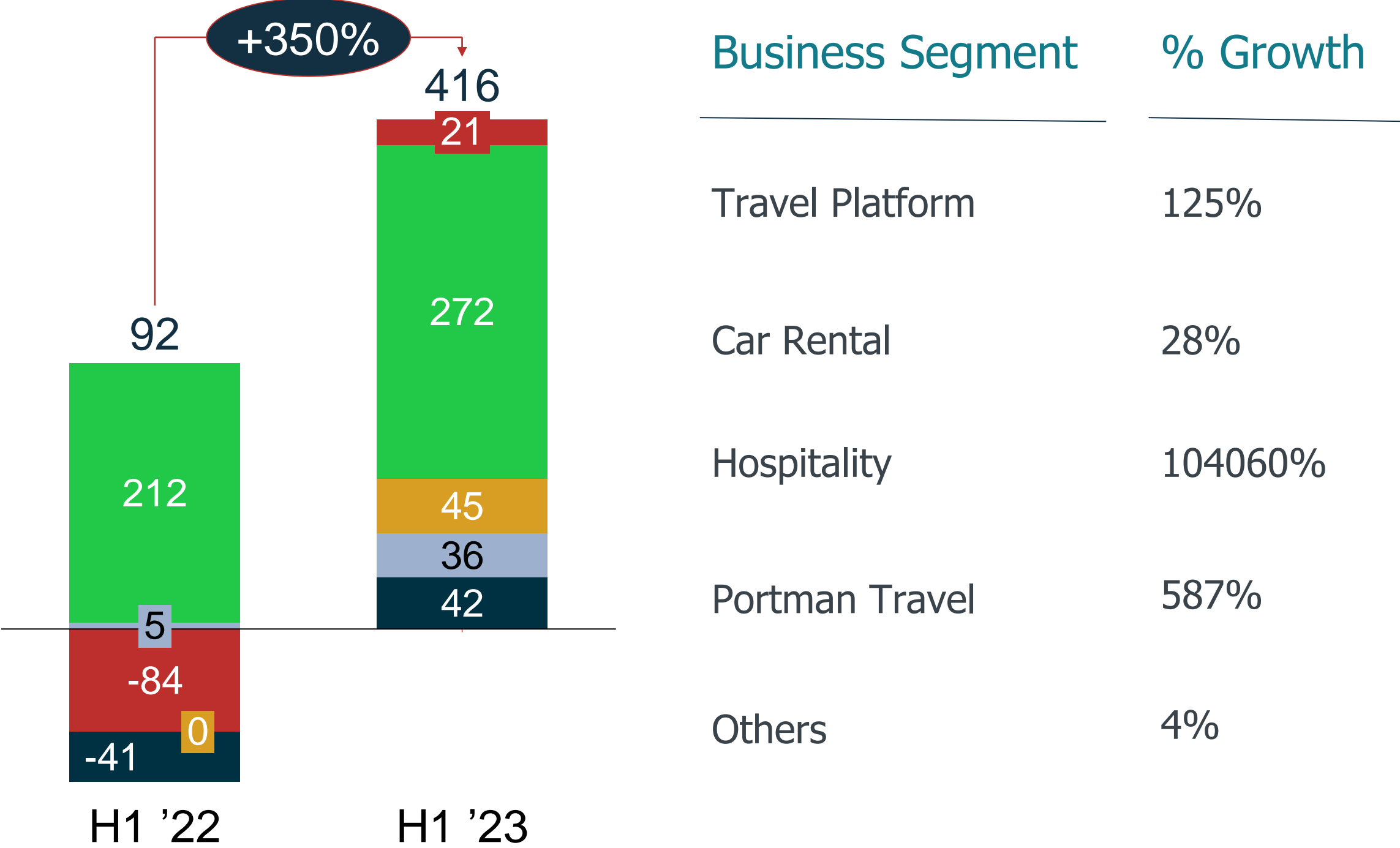
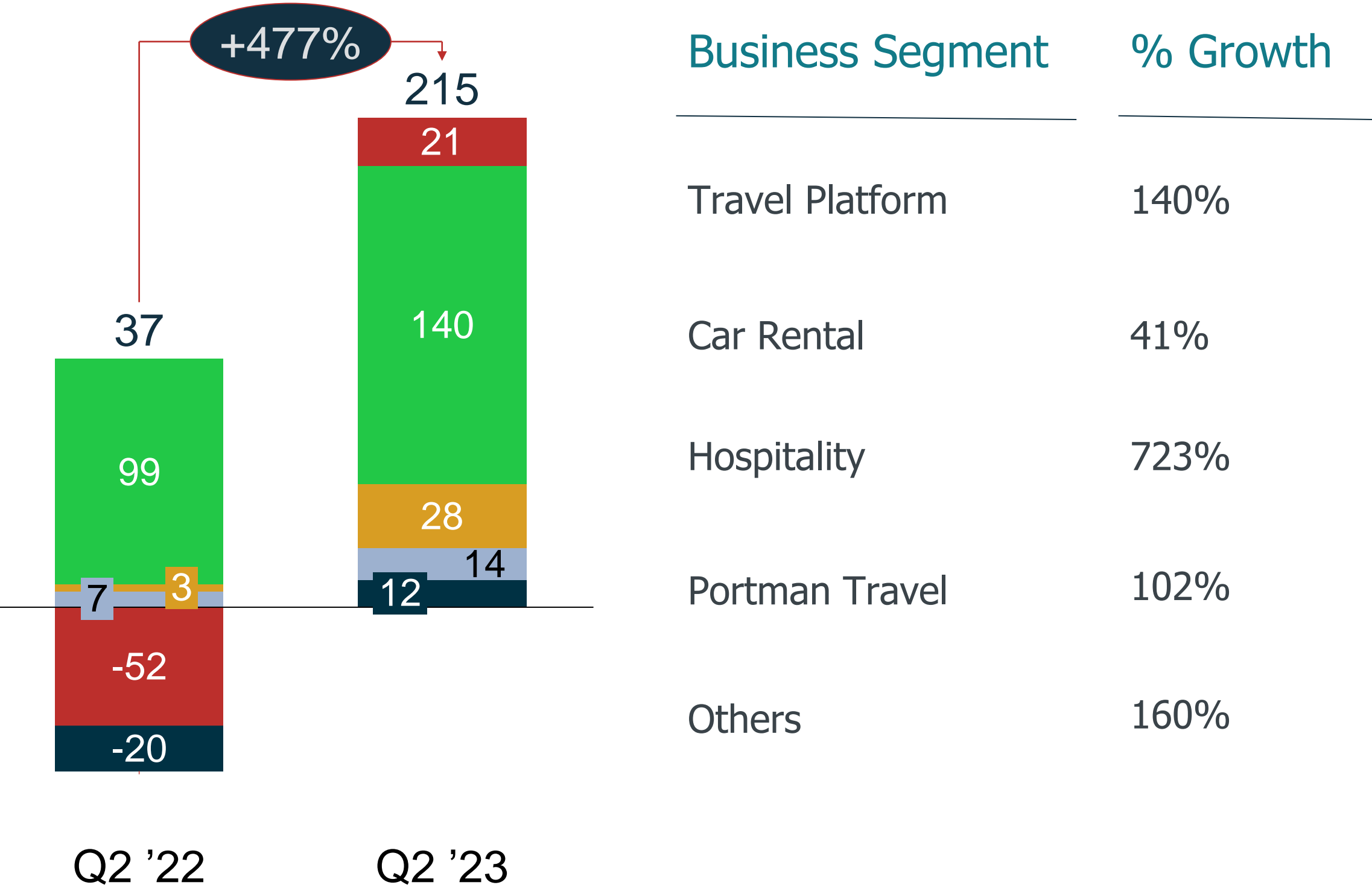
Operating Expenses – By Business Segment (SAR Mn)



Travel Platform Car Rental Hospitality Portman Travel Others

Seera posted positive group-wide EBITDA, contributed by all business segments

EBITDA – By Business Segment (SAR Mn)



Travel Platform Car Rental Hospitality Portman Travel Others

Appendix: Definitions

Item	Details
Gross Booking Value (GBV) <i>(non-IFRS measure)</i>	Represents the total value of transactions booked, recorded at the time of booking reflecting the total price due for travel by travelers, including taxes, fees and other charges, adjusted for amendments and refunds.
Revenue	<p>With respect to the recognition of revenue, IFRS requires an assessment of whether the business acts as an agent or principal for each good and service provided to a customer. The following factors indicate that a business acts as an agent rather than principal:</p> <ul style="list-style-type: none">• Another service supplier is primarily responsible for fulfilling the contract;• The business does not have inventory risk;• The business does not have discretion in establishing prices for the other supplier's services and, therefore, the benefit that the Group can receive from those services is limited; and• The business's consideration is in the form of commission.
Gross Profit	Represents the total revenue after direct cost of sales incl. sales agents, promotions, depreciation, etc.
Operating Profit/(Loss)	Represents the gross profit after operating costs i.e. overheads or other expenses and after other indirect revenue.
Net Profit/(Loss)	Represents the operating profit/(loss) after finance charges and tax, other income/ losses.

Illustrative Income Statement

Agent	Principal
Gross Booking Value (GBV) + Amendments – Refunds (cancellations) = Net Booking Value (NBV)	Gross Booking Value (GBV) + Amendments – Refunds (cancellations) = Net Booking Value (NBV)
 – Supplier Payments e.g. Hotels, Airlines, etc. = Commission Revenue <i>Revenue is a fixed service charge or percentage of GBV</i>	 = Other Revenue <i>Revenue is directly equivalent to GBV</i>
 – Cost of Sales e.g. credit card purchase fees, commissions, etc. = Gross Profit	 – Cost of Sales e.g. depreciation, supplier payments, commissions, etc. = Gross Profit
 – Operating Costs + Indirect Revenue – Indirect Costs = Operating Profit/(Loss)	 – Operating Costs + Indirect Revenue – Indirect Costs = Operating Profit /(Loss)
 – Finance Costs – Zakat and Tax ± Other income/loss = Net Profit/(Loss)	 – Finance Costs – Zakat and Tax ± Other income/loss = Net Profit /(Loss)



Business Updates

Q2 2023





Travel Platform

المسافر
Almosafer

Consumer Travel

Achieved its highest-ever NBV of over SAR 600 million in June 2023 as the business capitalized on travel demand amongst Saudi customers

Key Performance Measures



Flight Segments

1.3M
For Q2 2023

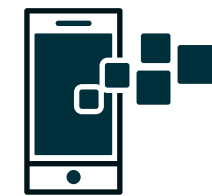
+10% vs. Q2 '22



Room Nights

800K
For Q2 2023

+38% vs. Q2 '22



Sessions on Platform¹

29M
For Q2 2023

+10% vs. Q2 '22

Top Destinations

Domestic



Makkah



Riyadh



Jeddah



Al Khobar



Madinah

International



London



Dubai



Manama



Cairo



Istanbul

المسافر
Almosafer

1. Sessions have been determined based on revised methodology relative to the Q2 2022 release

Business Travel

Business Travel continued to renew existing contracts and onboarded corporate and government sector clients to the digital travel management portal

Key Performance Measures



Business Trips Managed

156k

For Q2 2023

+8% vs. Q2 '22

Key Accounts (non-exhaustive)

Gov't Entities...



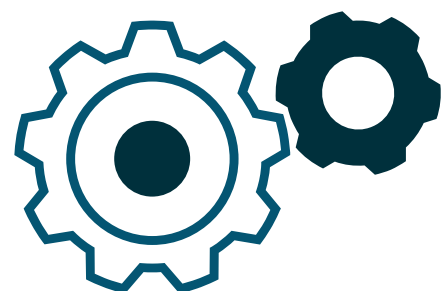
Universities...



Flagship Companies....



Digital Portal Usage



Bookings through self-service portal

41%

For Q2 2023



Clients using the portal

45%

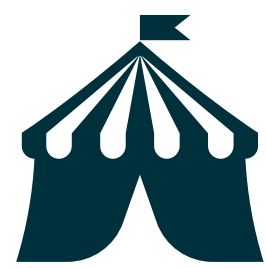
For Q2 2023

Almosafer
BUSINESS

Destination Management

Destination management growth driven by inbound visits from GCC and international markets with high length of stay across popular destinations in the Kingdom

Key Performance Measures



Key Events Supported

- Future Minerals Forum
- Dakar Rally
- Tadawul
- Saudi Cup
- Amex GPT



Average Length of Stay

5.5 nights
For H1 2023

Top Destinations in KSA



Primary Source Markets



GCC



France



South Korea



UK



Japan

اكتشف السعودية
DISCOVER SAUDI



Hajj & Umrah

Hajj & Umrah experiencing significant recovery post closure of Umrah and eased visa regulations alongside interest emerging from source markets

Key Performance Measures



Number of Pilgrims

13.5k pilgrims
For Q2 2023

+140% vs. Q2 '22



Average Length of Stay

4.6 nights
For Q2 2023



Room Nights

21.6k nights
For Q2 2023

+88% vs. Q2 '22

Primary Source Markets



Indonesia



Jordan



France



Egypt



Kazakhstan

مواسم
mawasim





Car Rental





Car Rental

Continued its rapid growth pace and scaling both lease & rental fleet while maintaining a competitive purchase price recovery

Key Performance Measures



Total Fleet

26k

For H1 2023

+43% vs. H1 '22



Lease Fleet

16.1k

For H1 2023

+33% vs. H1 '22

Rental Fleet

9.9k

For H1 2023

+63% vs. H1 '22







Lease

Building a pipeline of future revenue and fleet growth through lease agreements with corporate & government clients

Key Performance Measures

	Residual Contract Value¹	H1 '23 SAR 655Mn	H1'22 SAR 472Mn	<i>+39% vs. H1 '22</i>
	Number of Active Agreements	H1 '23 13.4K	H1 '22 11.5K	<i>+16% vs. H1 '22</i>

Source: Management accounts
 1. Contracts are secured and delivered



Rental

Leveraged extensive branch network across the Kingdom and immense growth in digital rental to maintain moderate utilization levels of the rental fleet despite low summer season

Key Performance Measures



**Rental
Branches
across KSA**

35

(14 airport and
21 city branches)

As at 30th June, 2023



**Utilization
Rate**

H1 '23

62%



**B2C Digital
Rental
Revenue**

H1 '23

SAR 30.5Mn

H1 '22

SAR 9Mn

241% vs. H1 '22

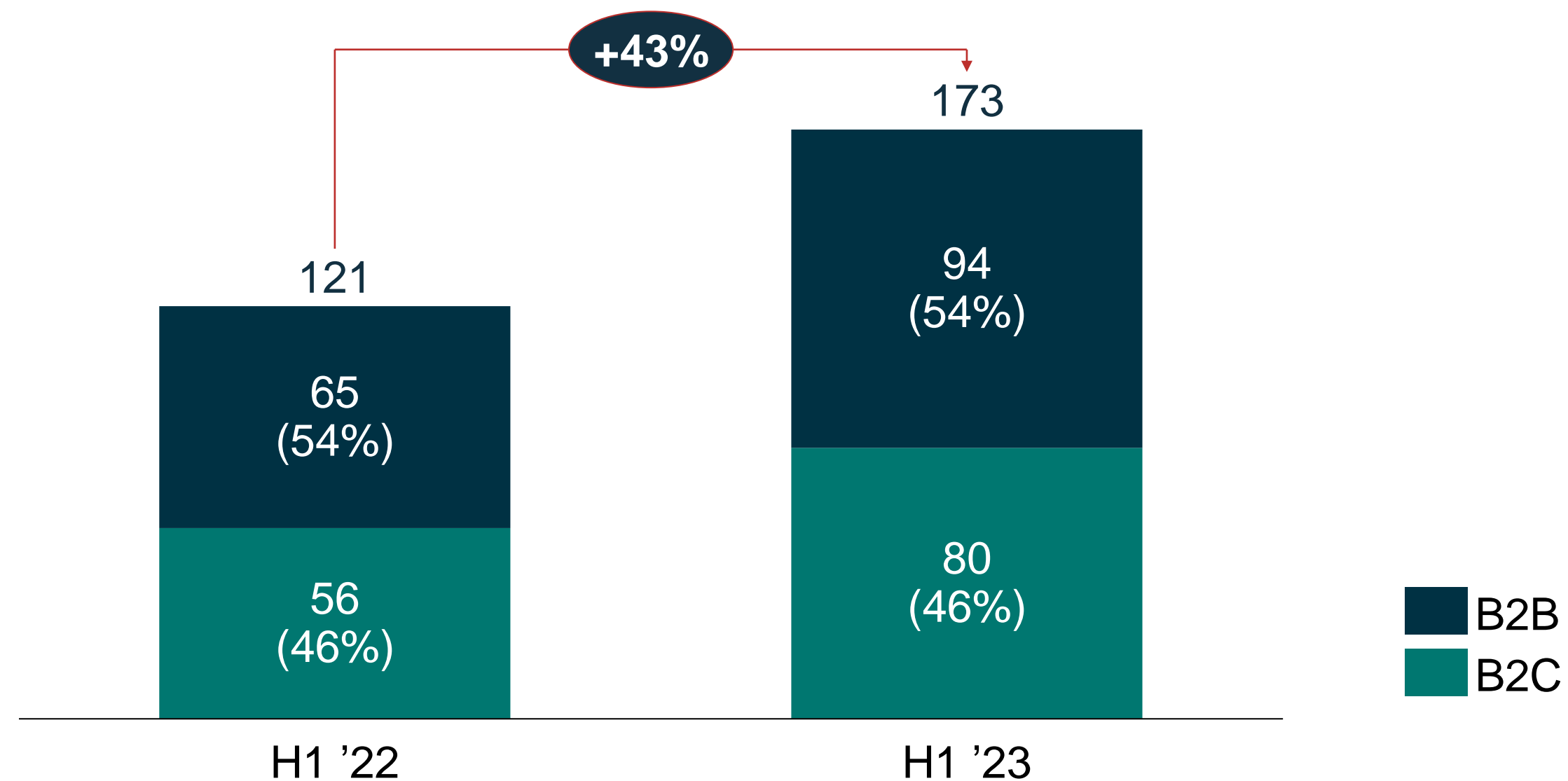
لومي
lumi

Rental (contd.)

Leveraged extensive branch network across the Kingdom and immense growth in digital rental to maintain moderate utilization levels of the rental fleet despite low summer season

Key Performance Measures

Rental Revenue Contribution by B2B vs. B2C (SAR Mn)





Used Car Sales

Ensured effective fleet turnover to keep the fleet young & efficient while maintaining a competitive purchase price recovery

Key Performance Measures

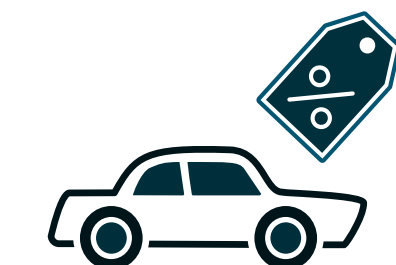


**Total
Vehicles Sold**

H1 '23

2.4k

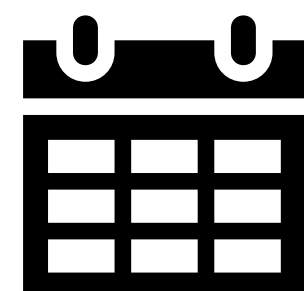
+82% vs. H1 '22



**Purchase
Price
Recovery**

H1 '23

73.2%



**Average
Vehicle Age**

H1 '23

37Months

Source: Management accounts

لومي
lumi



Hospitality









Hospitality

Hospitality growth in line with increased demand from religious pilgrims for properties in Makkah and the ramp up of the new Choice Hotels in Jeddah

Key Performance Measures

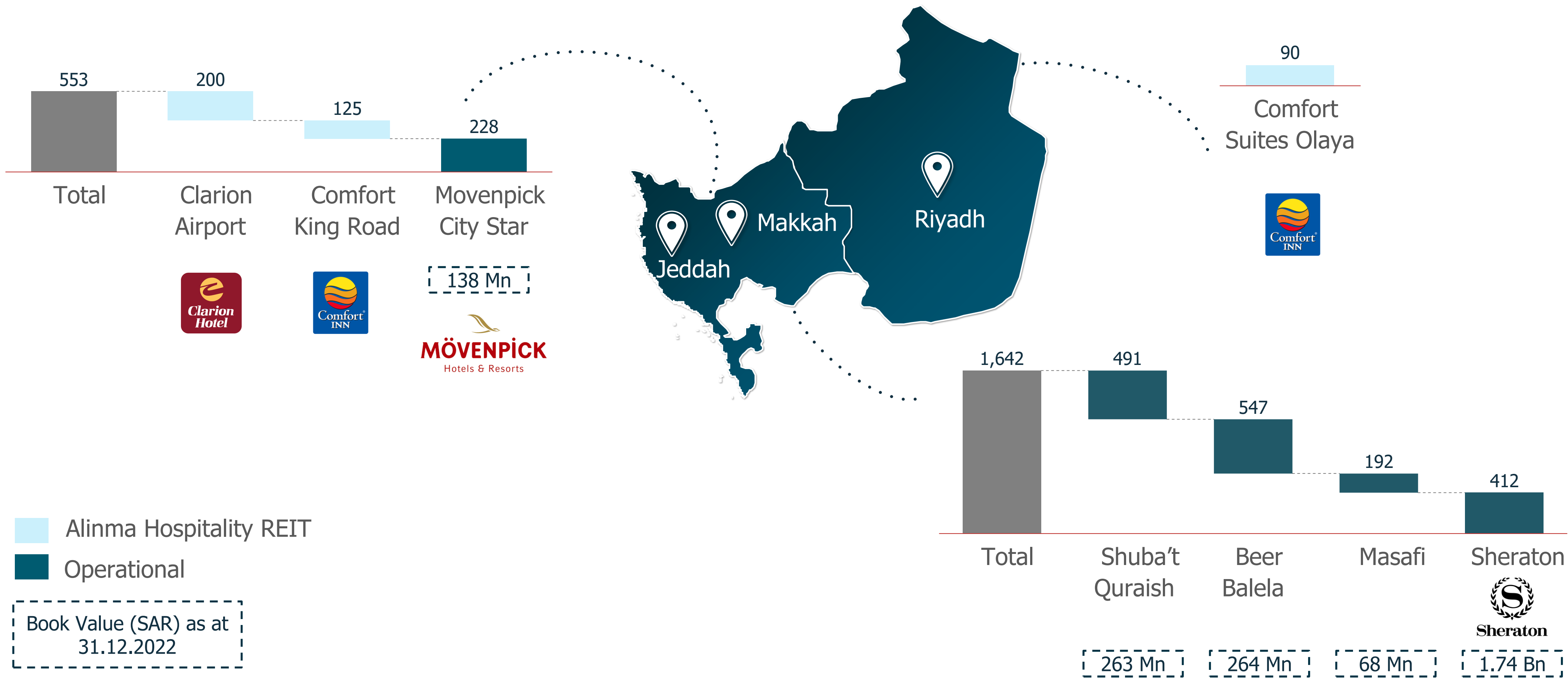
	Room Nights Sold	Q2 '23 64K	Q2 '22 49k	+31% vs. Q2 '22
	Operational Room Keys	Q2 '23 2,195	Q2 '22 2,195	Across 8 properties in Makkah (4) and Jeddah (3) Choice Property in Riyadh (1) opening soon
	Occupancy	Q2 '23 64%		20% vs. Q2 '22
	Average Daily Rate	Q2 '23 SAR 563		

 CHOICE
HOTELS®

 MÖVENPICK

Sheraton

Seera operates 8 hotels with 1,055 branded room keys, of which 40% are new, and 1,230 unbranded pilgrims-focused keys



Note: Other SAR ~875Mn of NBV in lands and properties owned by Seera Group not listed above



Portman Travel Group

PORTMAN

Portman Travel Group

Maintained leadership position in the corporate travel sector while becoming significant force in luxury leisure and sports travel space

Key Performance Measures

	Business Travel Number of business trips managed	Q2 '23 628K	Q2 '22 914k	+46% vs. Q2 '22
	Sports Travel Number of fans traveled	Q2 '23 7.4K	Q2 '22 10.1k	+37% vs. Q2 '22
	Luxury Leisure Travel Loyalty Program	Chairman's Club with 1,952 HNWs		
	Average Order Value	SAR 150k		



Appendix





Our Journey So Far



Since the launch of the transformation, Seera evolved from a corporate travel company to a diversified portfolio of market leaders

A corporate travel company reliant on government travel...



...to a portfolio of leading travel & tourism companies



2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

IPO

Expansion into new businesses and countries

Economic downturn

Launched transformation

Successfully diversified portfolio

Optimize operations and invest for future

Emerging stronger post-COVID



Small hotel booking startup



VC investment



Investment in UK



Scaled Consumer Travel segment at 3-digit growth











Turnaround and scaled Car Rental business



Successful exit at SAR 1.8Bn on Uber acquisition

Today, Seera has emerged stronger and created market leaders in the travel & tourism industry that are ready to create value for shareholders



Travel Platform				Car Rental	Hospitality	Investments
 <i>Consumer Travel</i>				 		
 <i>Business Travel</i>				 		
 <i>Destination Mgmt.</i>				 		
 <i>Hajj & Umrah</i>						
<ul style="list-style-type: none"> Asset-light, scalable, platform-based business model Hyper-growth potential given market size & government investment Scale enabled via sourcing & distribution infrastructure Differentiation/ personalization key for market capture High degree of operating leverage i.e. high incremental bottom-line 				<ul style="list-style-type: none"> Rapid growth Powerful operational capacity High EBITDA margins Scale limited by high capex requirements 		<ul style="list-style-type: none"> Opportunistic investments Passive sources of income Limited operational engagement required Potential for synergies with core portfolio segments



***Announced
29-03-2023***

Seera Group and the Car Rental unit, Lumi's, application to CMA for an IPO of 30% of the Company's share capital has been approved post approval of demerger by Seera shareholders.

The Company's prospectus will be published within sufficient time prior to the start of the subscription period.

Any material developments will be announced in due course.

Seera Group contributed to the establishment of the Alinma Hospitality REIT through three newly developed Choice branded assets

REIT to reduce asset burden while continuing to operate and generate profit from hotel properties

Announced
30-01-2023



Seera hospitality is the master developer for Choice properties in the Middle east



Rolling out hotels that are in the upper-mid market hospitality segment

Operating hotels under the Choice brand to cater to mid-market hospitality segment

	Comfort King Road	Clarion Hotel	Comfort Olaya
	★ ★ ★	★ ★ ★ ★	★ ★ ★
			
City	Jeddah	Jeddah	Riyadh
Year Built	2021	2021	2022
Room Keys	125	200	88

The Public Investment Fund has signed a non-binding term sheet with Seera Group to invest up to SAR 1.554Bn* for a 30% ownership stake in Almosafer

Announced
13-09-2022



70%

Pre-money
Enterprise Value of
SAR 3.75Bn*

30%

Cash injection of up
to **SAR 1.554Bn***
into Almosafer



الموسافر
Almosafer
Travel Platform

الموسافر
Almosafer

Almosafer
BUSINESS



Consumer Travel

Business Travel

Destination Mgmt.

Hajj & Umrah

*Note: A portion of SAR 386Mn of the total investment will be payable on achievement of agreed KPIs



Thank you.

www.seera.sa

