

## Overview

Fawaz Abdulaziz Alhokair & Co (known as Alhokair) was formed in 1990 by Fawaz, Salman and Abdulmajeed Alhokair. The company has since become the leading franchise retailer in the KSA and the only listed business of its type in the Middle East.

Since the opening of its first store in 1991, Alhokair has grown considerably and now trades in over 1,700 stores in 11 countries, with a retail platform operating on a total GLA of more than 450,000m<sup>2</sup>. Alhokair currently represents over 90 brands across retail and F&B with a team of more than 11,000 employees.

## Vision & Strategy

Our **vision** is to be the **leading 'lifestyle' retailer** of choice in Saudi Arabia and our selected strategic markets.

Our vision and growth ambitions are enabled by our **operational upgrade strategy** with **4 key pillars**:

Portfolio Optimization

Operational Excellence

Building a Lifestyle Brand

Commitment to Digital

## Share Information

<b>Tadawul</b>	4240
<b>Bloomberg</b>	ALHOKAIR:AB
<b>Sector</b>	Consumer Discretionary
<b>Industry</b>	Retail
<b>Number of Shares</b>	210,000,000
<b>Free Float</b>	30.81%
<b>Financial Year End</b>	31/03

## Financial Performance Highlights

<b>Revenue</b>	SAR 1,701 mn
<b>Gross Profit</b>	SAR 333 mn
<b>EBITDA Margin</b>	11.4%
<b>Net Profit</b>	SAR 46 mn
<b>Inventory</b>	SAR 1.02 bn
<b>LFL Growth</b>	+190%

## Store Openings for FY22

Marie  
France  
PUBLIC DESIRE

bizou  
DECATHLON

## New Brand Acquisitions for FY22

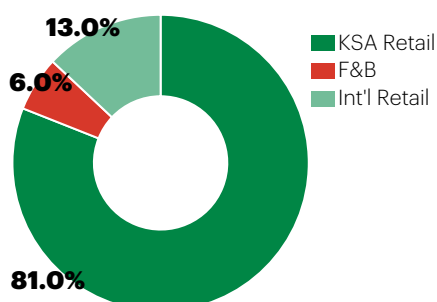
fnac  
DARTY

alo  
yoga

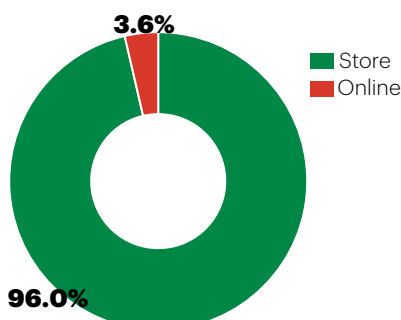
flying tiger  
copenhagen

## Top-line overview

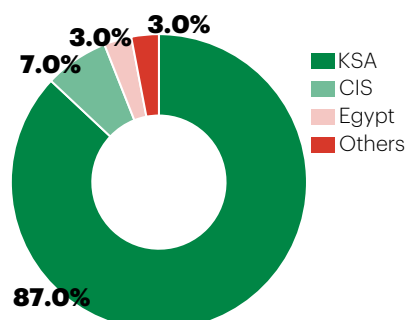
### Revenue by division



### Revenue by channel

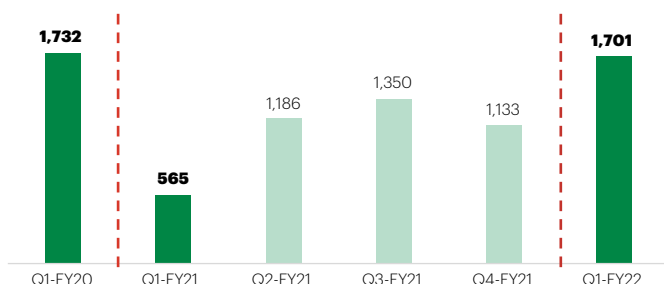


### Revenue by geography

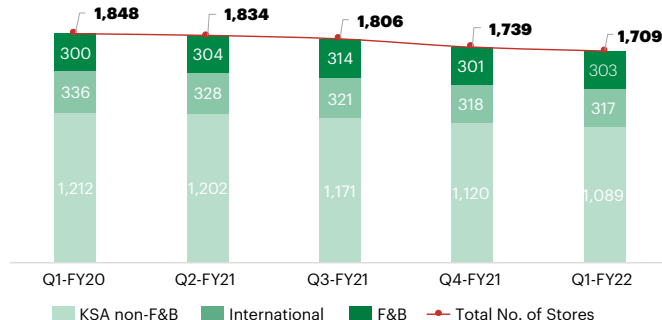


## Operating Highlights

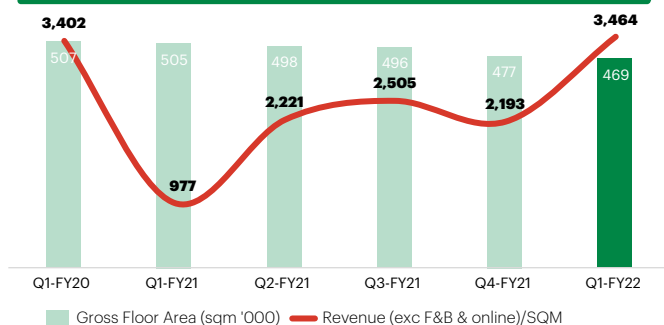
### Revenues, SAR million



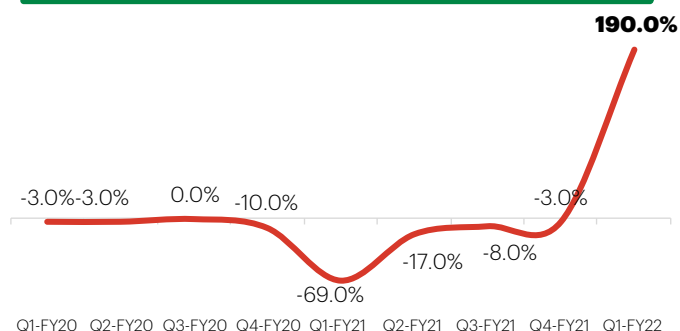
### Number of Stores, EOP



### Gross Floor Area (SQM) vs Sales Density



### LFL Consolidated Sales Growth, %



## Key Strategic Pillars

Portfolio Optimization	Operational Excellence	Building a Lifestyle Brand	Commitment to digital
Optimize store network	Restructure inventory	Add new brands & deliver new retail concepts	Launch mono-brand and multi-brand platforms
Exist weak/non-performing brands	Revamp inventory & supply chain management	Enter sports and lifestyle segments	Roll-out of digital store interfaces
Expand portfolio - unique brand experience	Build shared service center	Grow F&B network	Build third party partnerships
Increase revenue per SQM	Dispose of non-core assets	Launch loyalty & CRM program	Launch click-and-collect

● Achieved ● WIP (Bold elements indicate focus areas during the period)

## Disclaimer

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as "according to estimates", "anticipates", "assumes", "believes", "could", "estimates", "expects", "intends", "is of the opinion", "may", "plans", "potential", "predicts", "projects", "should", "to the knowledge of", "will", "would" or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding our business and management, our future growth or profitability and general economic and regulatory conditions and other matters affecting us.

Forward-looking statements reflect our management's ("Management") current views of future events, are based on Management's assumptions and involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause our actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements. Our business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to become inaccurate. These risks include fluctuations prices, costs, ability to retain the services of certain key employees, ability to compete successfully, changes in political, social, legal or economic conditions in Saudi Arabia, worldwide economic trends, the impact of war and terrorist activity, inflation, interest rate and exchange rate fluctuations and Management's ability to timely and accurately identify future risks to our business and manage the risks mentioned above.