



شركة مهارة  
للموارد البشرية  
Maharah Human  
Resources Company

## Maharah Human Resources Company

Investors Presentation – Year Ending 2020

March 2021

*Resilience and excellence to grow*



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## Maharah at Glance

**+70,000**

Number of resources deployed since inception



**+200**

Number of professions sourced



**+800**

Number of corporate clients served since inception



**+65,000**

Number of household clients served since inception



**2% (1)**

HRCs market share



**18-20%(1)**

Our market share



**1,416 Mn SAR**

2020 Revenue



**177 Mn**

2020 Net Profit



**2.25 SAR/Share**

84.375 Mn SAR paid dividends for Q1,Q2 FY2020

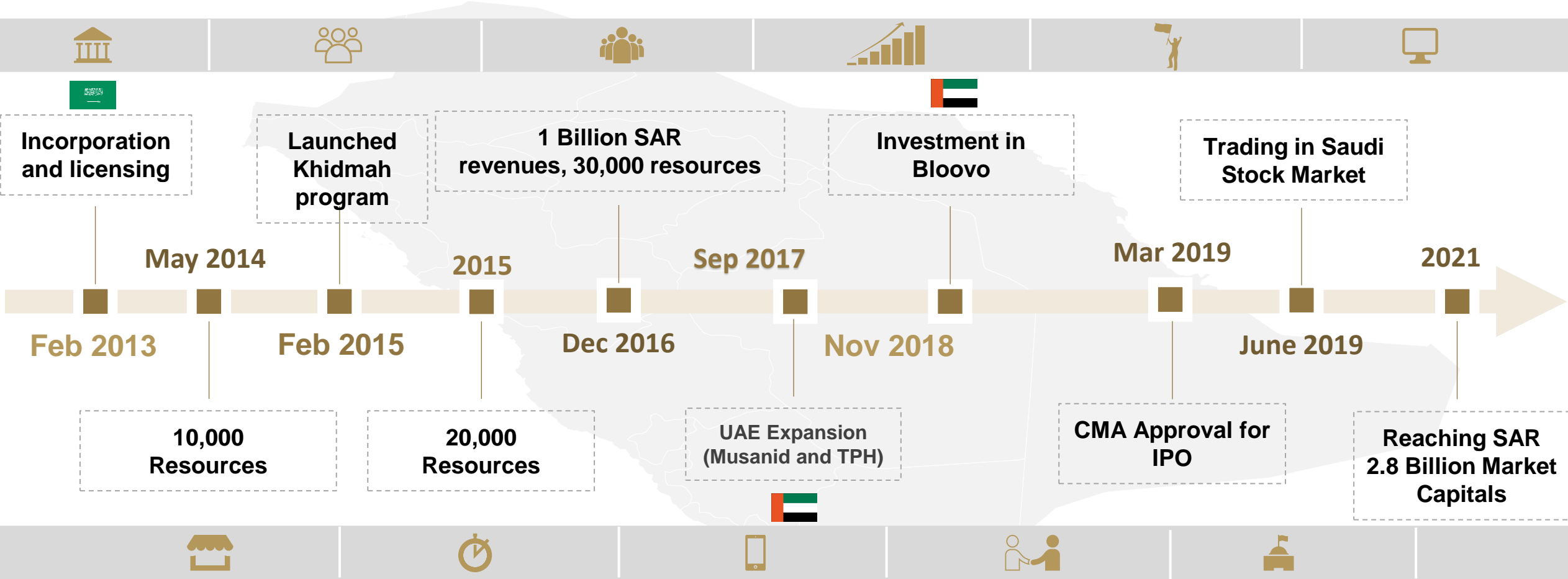


**2,883 Mn SAR**

Market Cap (March 2021)



# Maharah Success Story



# Robust Business Infrastructure

## Global Reach



- +60 Strategic partnership with global recruitment agencies
- Comprehensive qualification processes
- Regular Visits for Quality Assurance
- Company's representatives stationed in key locations

### Individual FYE 2019 Revenue

Khidmah

SAR  
99.2 MM

Full-Time

SAR  
320.5 MM

Industrial

### Corporate FYE 2019 Revenue

SAR 391  
MM

Retail

SAR 256  
MM

Hospitality

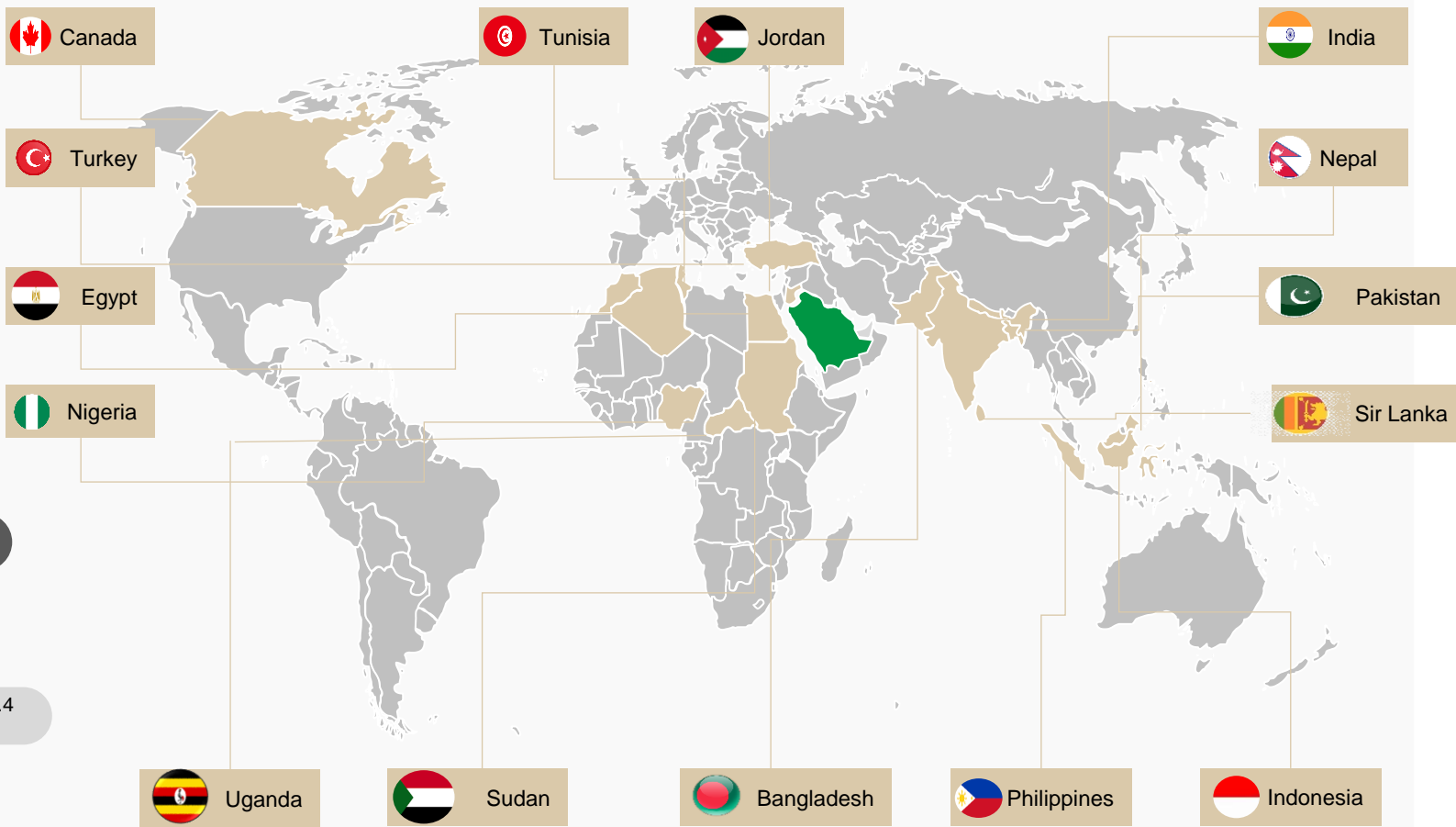
SAR 194  
MM

Commercial

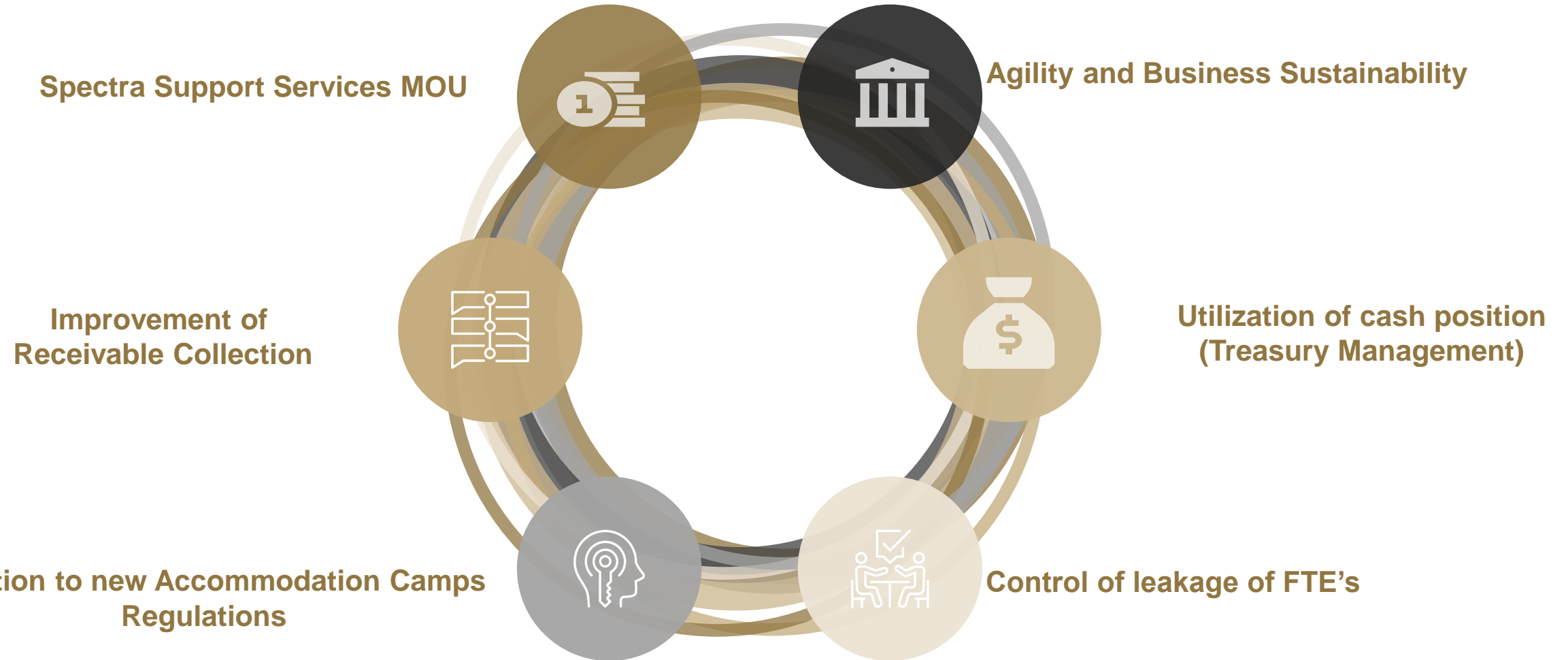
SAR 86.4  
MM

HealthCare

SAR 163  
MM

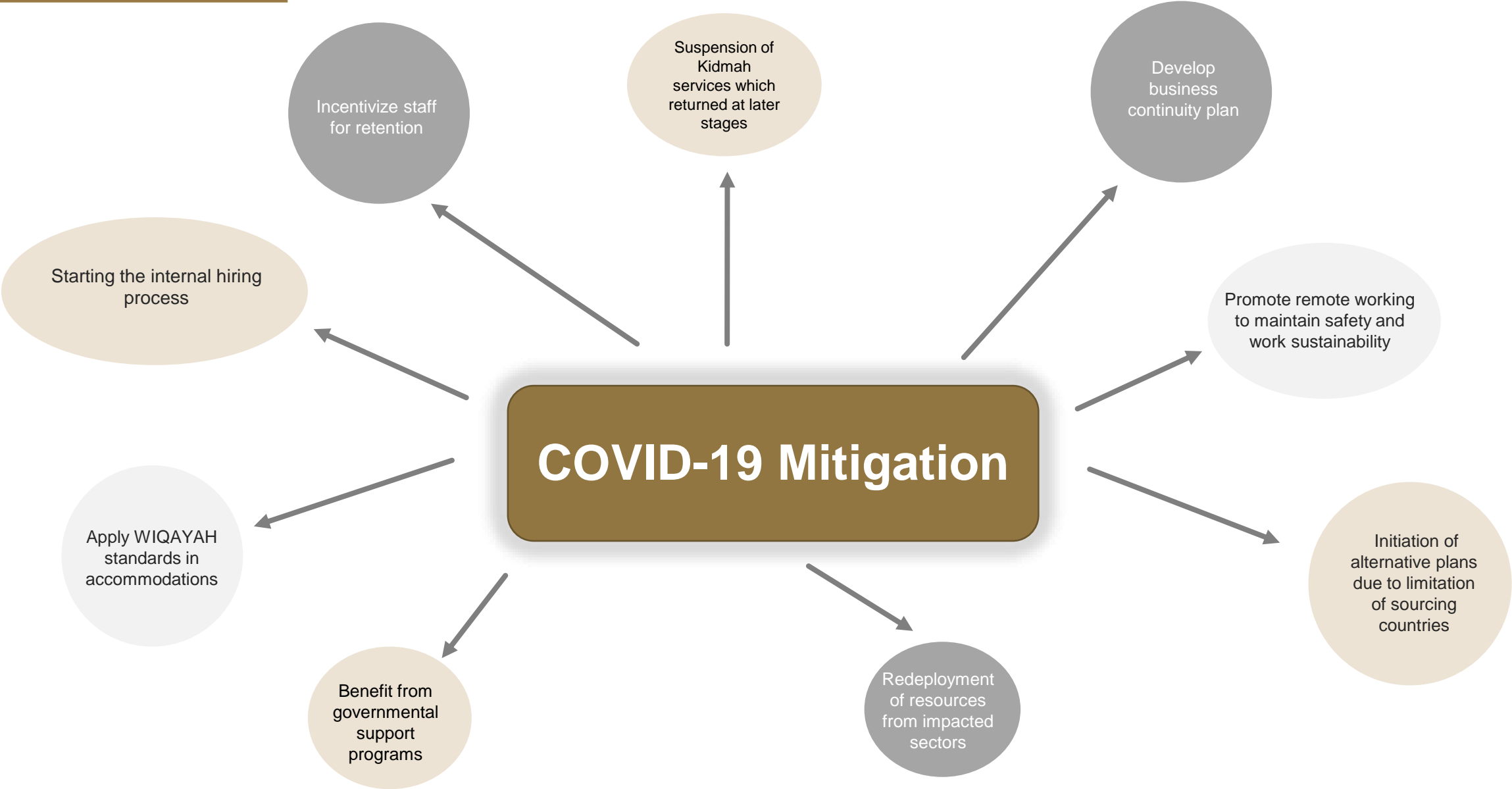


## 2020 Accomplishments





# Maharah responses to COVID-19 pandemic



# Outlook Beyond the Pandemic

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## The New Normal Theme



Labor Reform initiative (LRI)



New Safety and Wellbeing Standards



New Regulations for the Labours Compounds



Onboarding Challenges Due to International Flights Suspension



Economy Recovery and Demands Fulfilment





# Company Strategy

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## Company forward plans

Maximize the Onboarding Processes

Upgraded services for the household segment

Entering into untapped segments in the corporate segment (Government and Petrochemicals)

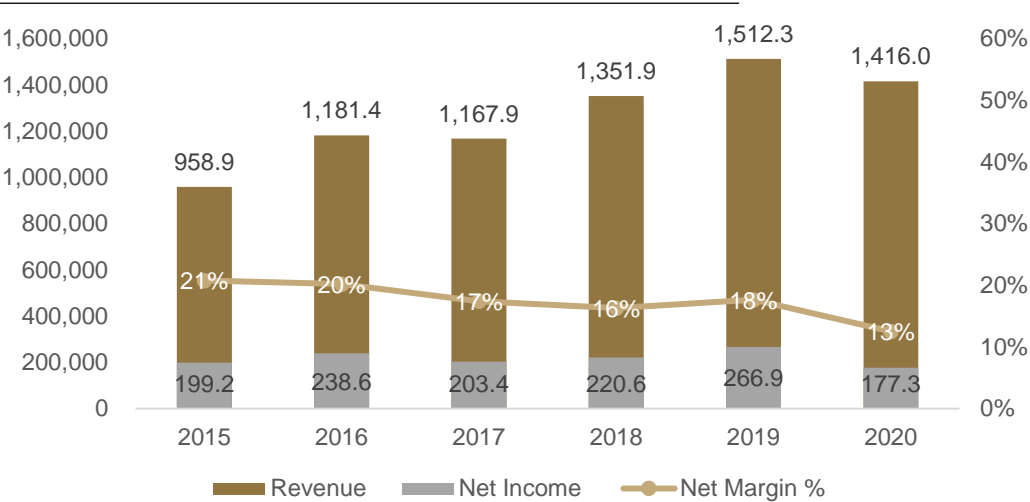
Nationalization Initiative Implementation

Pursuing different M&As that has a strategic rational

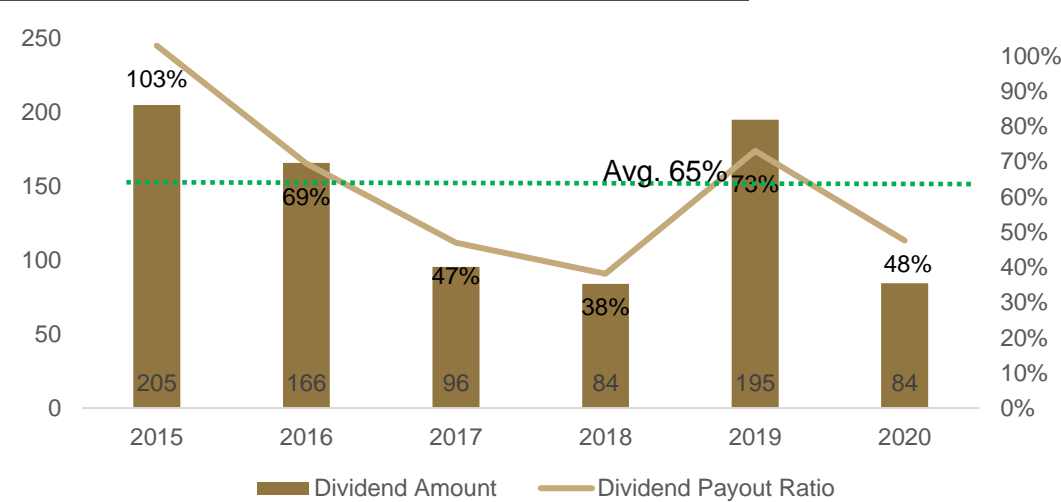


# Historical Financial Performance, 2015-2019

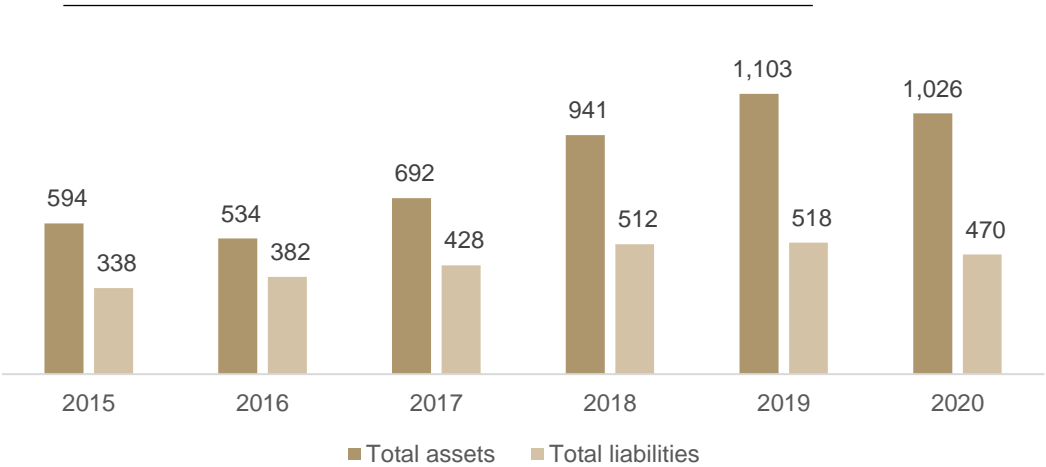
### Revenue vs. Net Income



### Dividend Distribution



### Balance Sheet Items

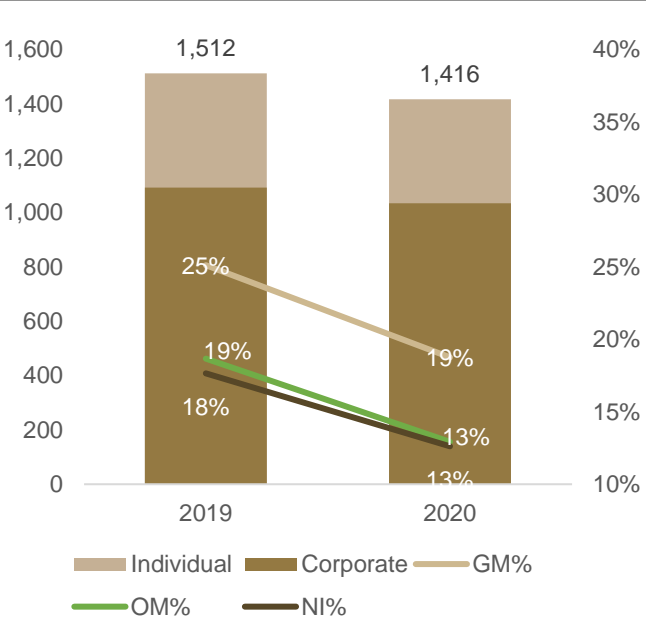


# Financial Performance – FY 2020

REVENUE
SAR 1,416.4M
OPERATION INCOME
SAR 183 M    12.9 %
Total Assets
SAR 1.03 B

GROSS PROFIT
SAR 265.8 M    18.8 %
NET INCOME **
SAR 177 M    12.6%
Account Receivable
SAR 185 M

## Profitability Margins



Working Capital
379,588
ROA
17%
ROE
32%
Market Value *
SAR 2.8 B
EPS
SAR 4.73

## Statement of Income For year end 31 December 2020

For the year end 31 Dec 2020	2020	2019	%
Revenue	1,416,355	1,512,299	(6%)
Cost of Revenue	(1,150,527)	(1,132,492)	2%
Gross Profit	265,828	379,807	(30%)
G&A Expenses	(60,806)	(67,144)	(9%)
Marketing Expenses	(11,975)	(8,735)	37%
Provision for Doubtful debt	(10,018)	(21,389)	(53%)
Income From Main Operations	183,028	282,539	(35%)
Other Income	7,109	12,285	(42%)
Profit(Loss) from (Bloovo, TPH)	(324)	(2,309)	(86%)
Income before Zakat	189,813	292,515	(35%)
Zakat	(10,910)	(25,585)	(57%)
Net Income (for the period)	178,904	266,931	(33%)
Non-Controlling Interests	1,586	(5,156)	(131%)
Net Income to Parent Company	177,318	272,086	(35%)
Gross Margin %	19%	25%	
Operating Margin %	13%	19%	
Net Margin %	13%	18%	



\* Share Price 75.5 SAR as of 31, Dec  
 \*\* Attributable to shareholders of the parent company

Numbers in Millions format

# Statement of Financial Position as of 31 Dec, 20

	Dec-20	Dec-19
Current Assets	769,020	809,745
Non-Current Assets	256,990	293,365
<b>Total Assets</b>	<b>1,026,009</b>	<b>1,103,110</b>
Current Liabilities	389,432	438,603
Non-Current Liabilities	81,048	79,054
<b>Total liabilities</b>	<b>470,480</b>	<b>517,657</b>
Equity	555,529	585,453
<b>Total liabilities &amp; Equity</b>	<b>1,026,009</b>	<b>1,103,110</b>

Cash Ratio			
	Dec-20	Dec-19	
21%	0.82	0.68	

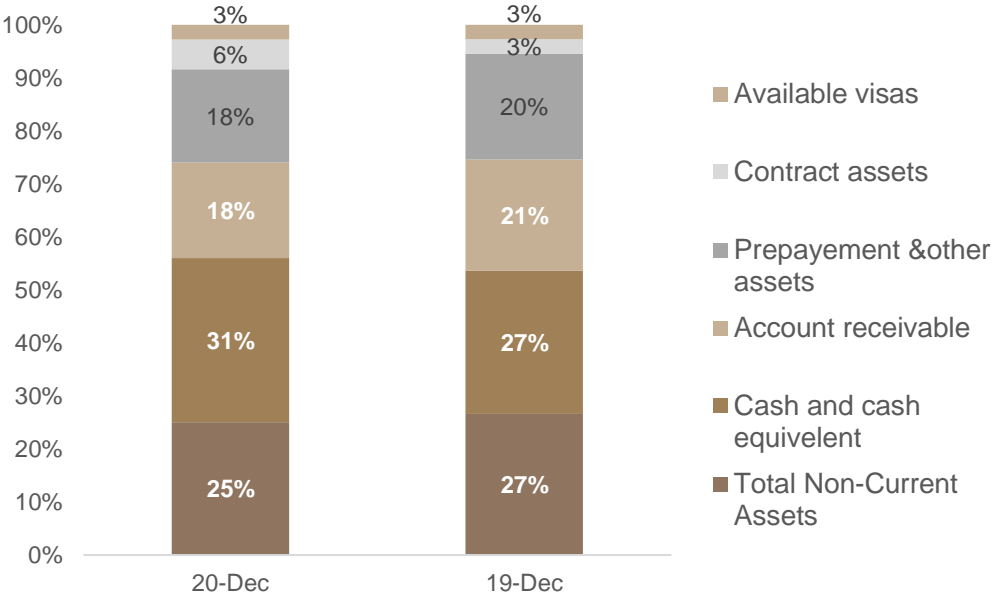
Current Ratio			
	Dec-20	Dec-19	
8%	2.0	1.85	

Working Capital			
	Dec-20	Dec-19	
2%	379,588	371,142	

Days Sales Outstanding			
	Dec-20	Dec-19	
-12	65	77	

Days Payable Outstanding			
	Dec-20	Dec-19	
0	63	63	

Cash Conversion Ratio			
	Dec-20	Dec-19	
419%	1.35	0.26	



Retained Earnings	
Beginning Balance - Dec 19	170,779
Income	177,318
Dividends	(204,375)
Statutory reserves	(17,732)
<b>Retained Earnings - Dec 20</b>	<b>125,990</b>



# Segmental Information FY 2020

## Revenue , Profit by Sales Segments

2020

	Corporate	Individual	Total
Revenue	1,034,649	381,706	<b>1,416,355</b>
Cost of revenue	(859,764)	(290,764)	<b>(1,150,527)</b>
Gross profit	174,885	90,943	<b>265,828</b>
G&A	(40,197)	(20,609)	<b>(60,806)</b>
Marketing expenses	(7,868)	(4,107)	<b>(11,975)</b>
Provision for doubtful debts	(9,959)	(59)	<b>(10,018)</b>
Income from main operations	116,861	66,167	<b>183,028</b>
Gross Margin %	17%	24%	19%
Income from main operations%	11%	17%	13%

2019

	Corporate	Individual	Total
Revenue	1,092,471	419,827	<b>1,512,299</b>
Cost of revenue	(842,962)	(289,530)	<b>(1,132,492)</b>
Gross profit	249,509	130,297	<b>379,807</b>
G&A	(41,222)	(25,922)	<b>(67,144)</b>
Marketing expenses	(5,766)	(2,969)	<b>(8,735)</b>
Provision for doubtful debts	(13,990)	(7,398)	<b>(21,389)</b>
Income from main operations	188,531	94,008	<b>282,539</b>
Gross Margin %	23%	31%	25%
Income from main operations%	17%	22%	19%



## Revenue , Profit by Sales Region

2020

	KSA	UAE	Total
Revenue	1,385,676	30,679	<b>1,416,355</b>
Cost of revenue	(1,130,840)	(19,687)	<b>(1,150,527)</b>
Gross profit	254,836	10,991	<b>265,828</b>
G&A	(53,834)	(6,972)	<b>(60,806)</b>
Marketing expenses	(10,538)	(1,437)	<b>(11,975)</b>
Provision for doubtful debts	(9,959)	(59)	<b>(10,018)</b>
Income from main operations	180,505	2,523	<b>183,028</b>
Gross Margin %	18%	36%	19%
Income from main operations%	13%	8%	13%

2019

	KSA	UAE	Total
Revenue	1,477,906	34,392	<b>1,512,299</b>
Cost of revenue	(1,102,062)	(30,430)	<b>(1,132,492)</b>
Gross profit	375,845	3,962	<b>379,807</b>
G&A	(58,065)	(9,079)	<b>(67,144)</b>
Marketing expenses	(7,898)	(837)	<b>(8,735)</b>
Provision for doubtful debts	(13,990)	(7,398)	<b>(21,389)</b>
Income from main operations	295,891	(13,352)	<b>282,539</b>
Gross Margin %	25%	12%	25%
Income from main operations%	20%	-39%	19%



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Thank You

