

Ataa Educational Company

Investor Presentation
Q3 2020



Introduction to Ataa Educational Company (“Ataa”)

Ataa snapshot

250M SAR Revenues (9M 2020) 5% growth	238M SAR Revenues (9M 2019)	46M SAR Net Income (9M 2020)	45M SAR Net Income (9M 2019)
97M SAR EBITDA (9M 2020) 39% Growth on reported basis	66M SAR EBITDA (9M 2019)	83M SAR Net Income (FY2019)	82M SAR Net Income (FY2018)
27,468 Number Of Student (9M 2020) 4% growth	26,393 Number Of Student (9M 2019)	12.5 Student to teacher ratio (9M 2020)	12.3 Student to teacher ratio (9M 2019)

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

Note:

1. As of 9M 2020 (ending April 2020), unless mentioned otherwise

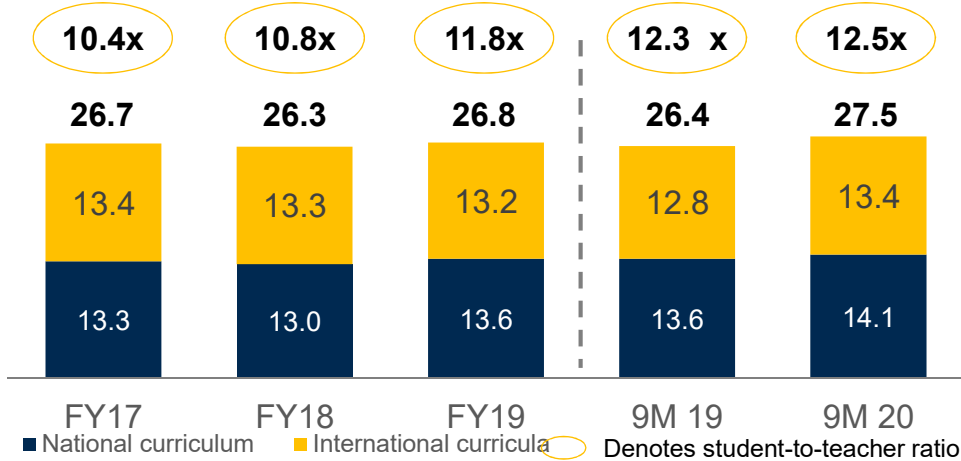


Key Financial Summary

Robust financial performance despite economic headwinds

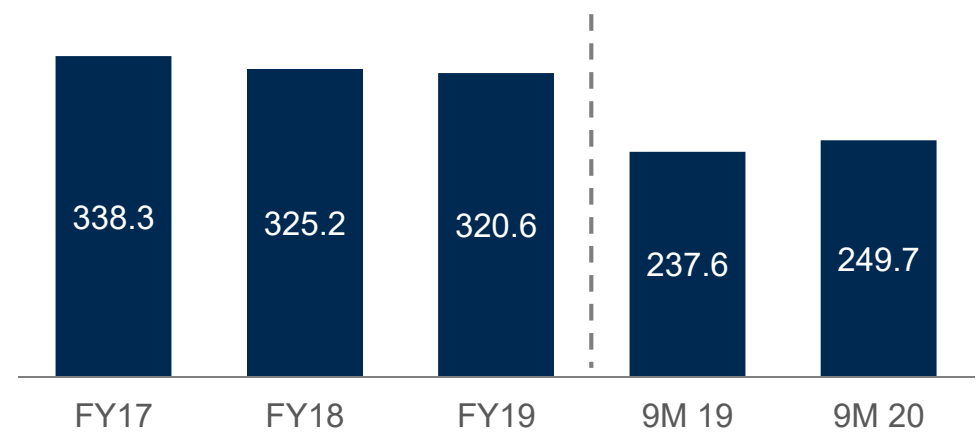
Number of students

Thousands



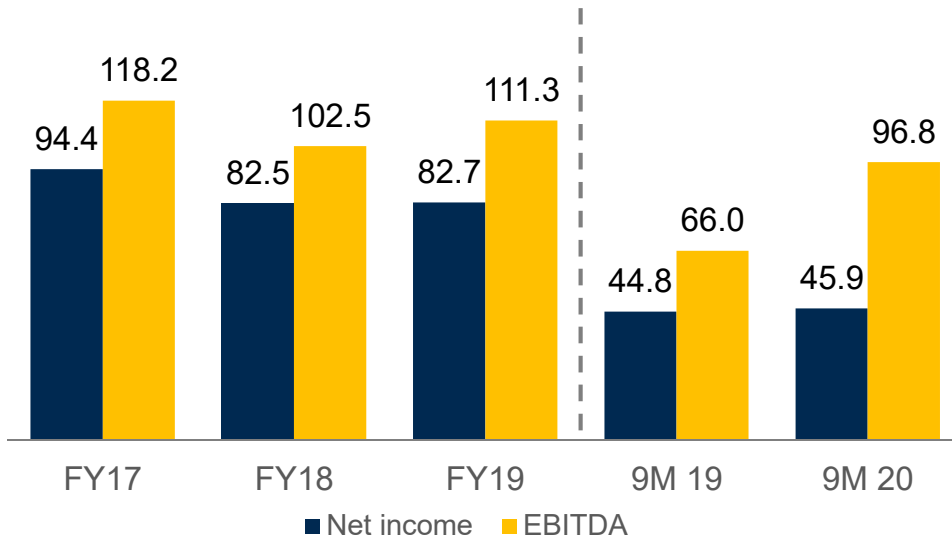
Revenues

SARm



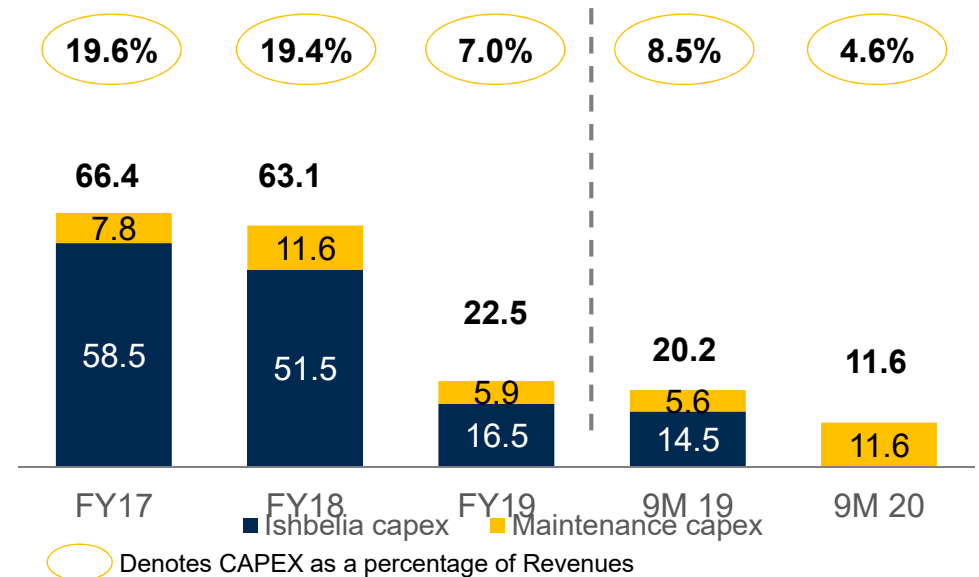
Net Income and EBITDA

SARm



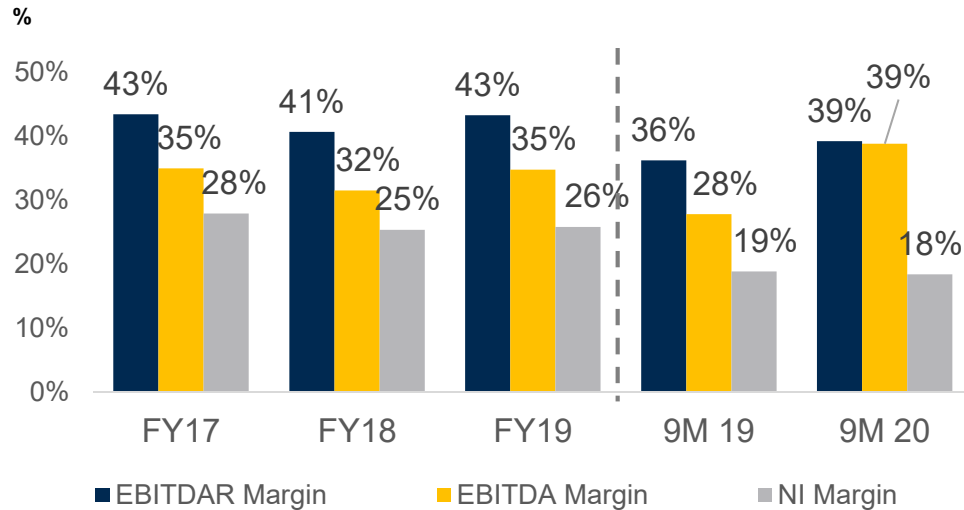
CAPEX

SARm

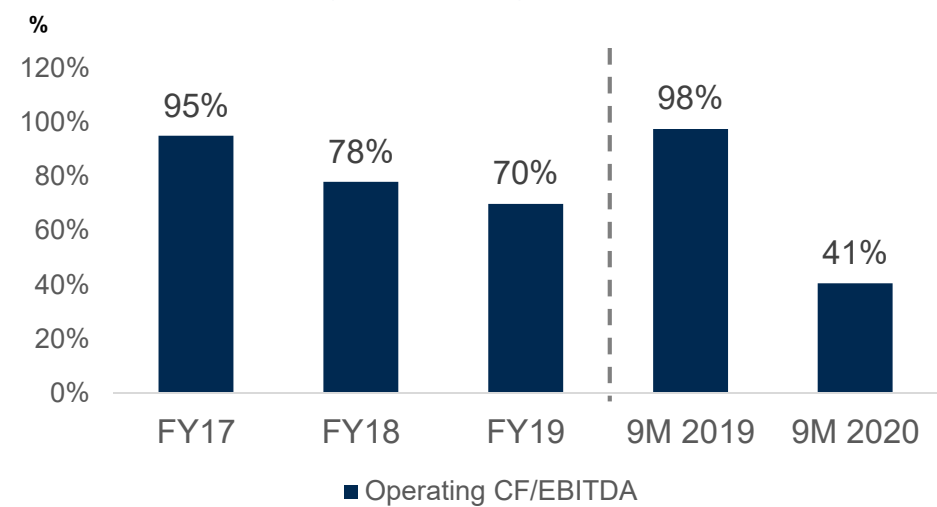


Strong margins to drive cash generation with significant headroom to grow

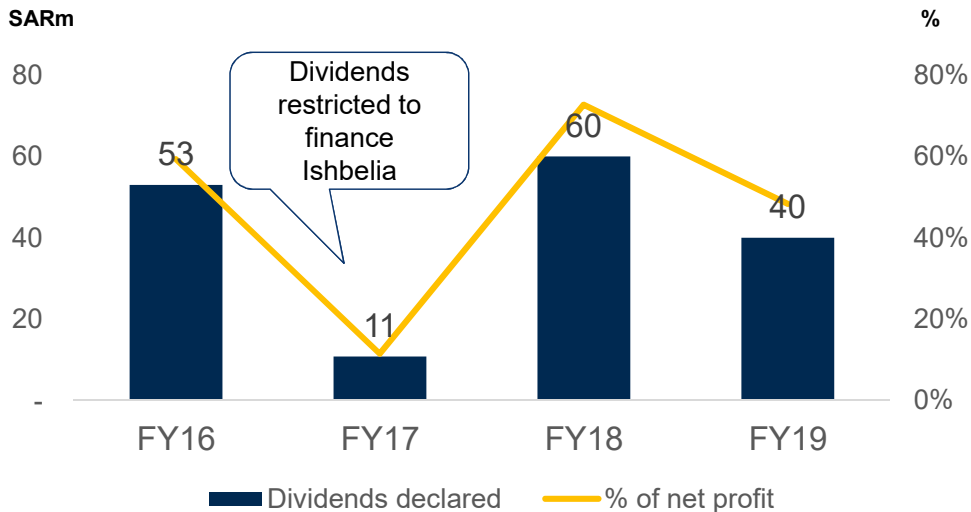
Strong sustainable margins...



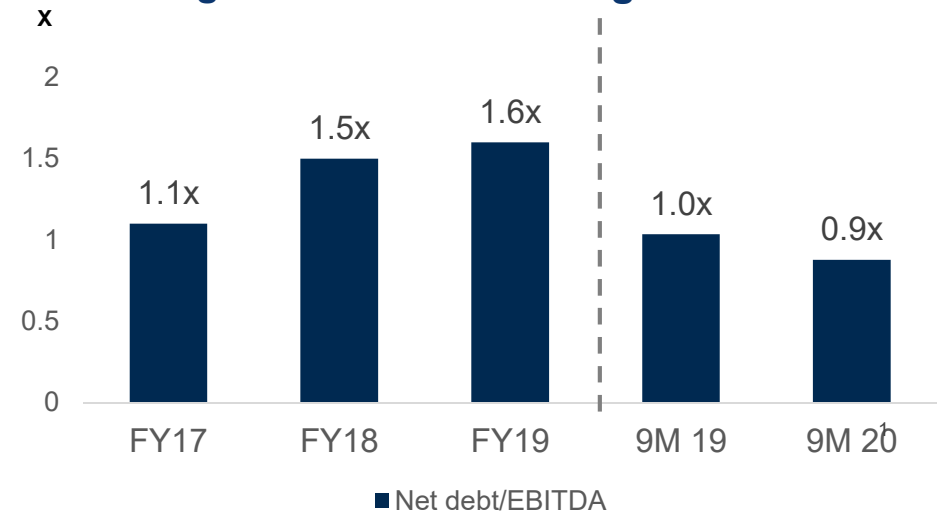
...driving cash generating profile...



...and dividends distributions...

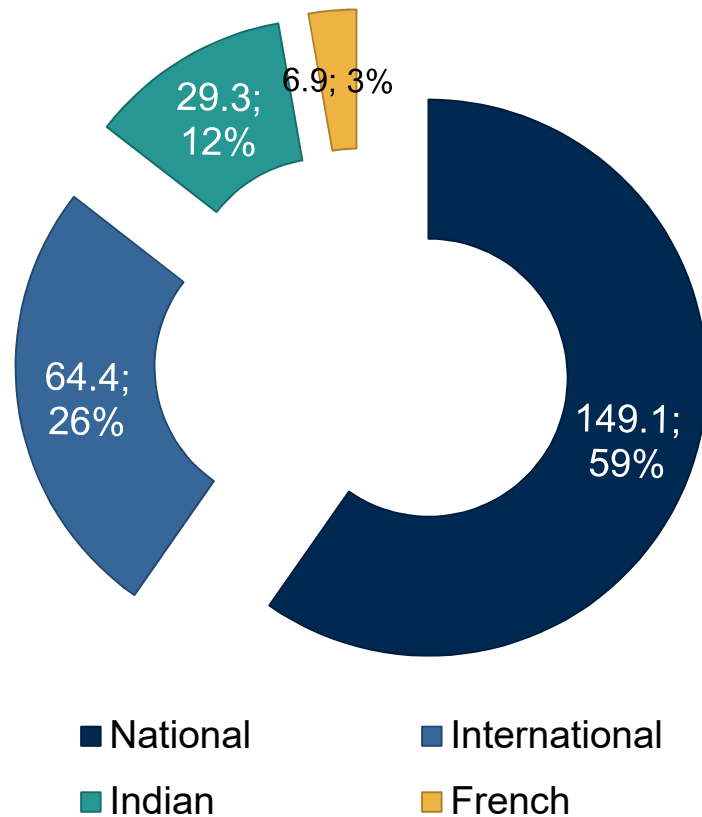


...with significant headroom to grow



Revenue Break-Down

Segment Reporting (% , 9M 2020)

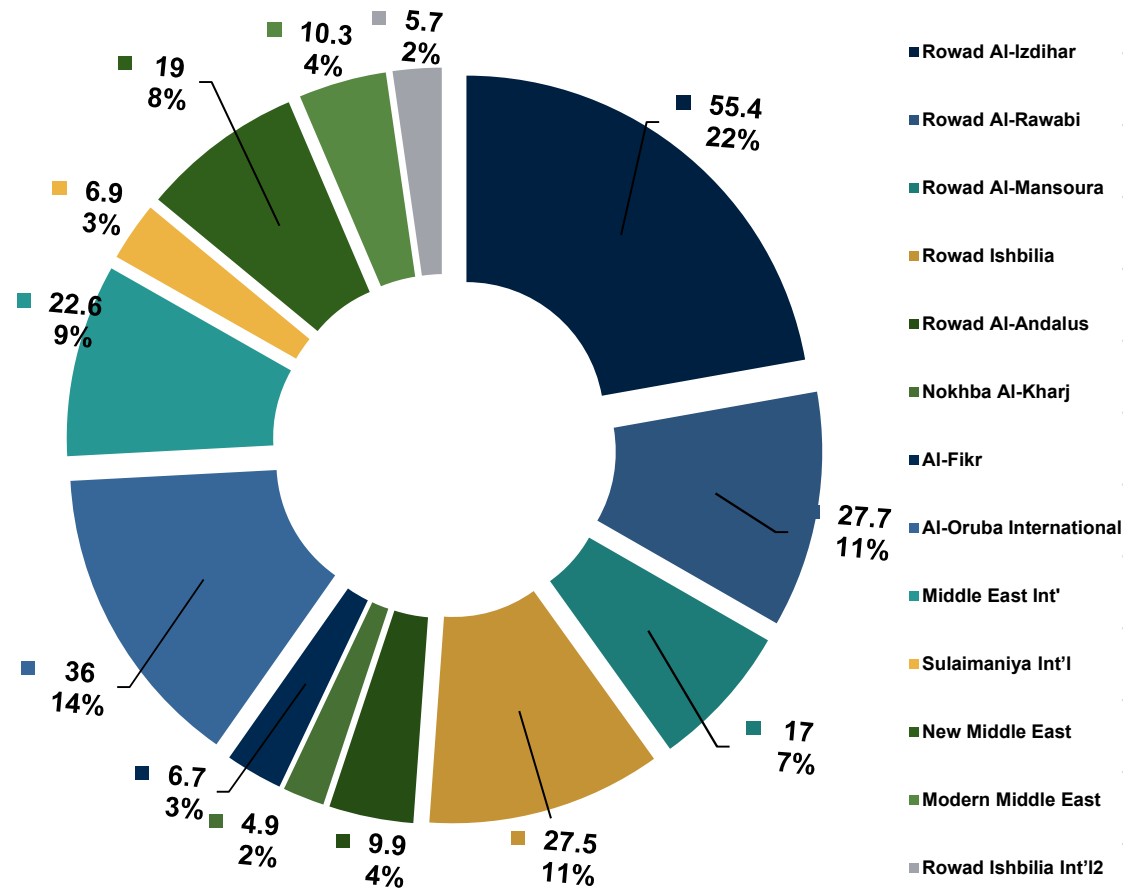


Segment Reporting

SR in 000s	9M 2019	%	9M 2020	%	Var (YTD 19-20)
National	143,821	61%	149,107	59%	3.7%
International	58,037	24%	64,398	26%	11.0%
Indian	29,028	12%	29,283	12%	0.9%
French	6,759	3%	6,890	3%	1.9%
Total net revenue	237,645		249,678		5.1%

Revenue Break-Down















Revenue by School (%, 9M 2020)



SR in 000s	9M 2019	%	9M 2020	%	Var (YTD 19-20)
Rowad Al-Izdihar	57,417	24%	55,361	22%	(3.6%)
Rowad Al-Rawabi	28,282	12%	27,730	11%	(2.0%)
Rowad Al-Mansoura	16,432	7%	17,049	7%	3.8%
Rowad Ishbilila	21,228	9%	27,528	11%	29.7%
Rowad Al-Andalus	9,819	4%	9,905	4%	0.9%
Nokhba Al-Kharj	4,147	2%	4,860	2%	17.2%
Al-Fikr	6,497	3%	6,675	3%	2.7%
Al-Oruba International	34,079	13%	36,019	14%	5.7%
Middle East Int'	21,451	9%	22,648	9%	5.6%
Sulaimaniya Int'l	6,759	3%	6,890	3%	1.9%
New Middle East	18,031	8%	19,010	8%	5.4%
Modern Middle East	10,997	5%	10,272	4%	(6.6%)
Rowad Ishbilila Int'l2	2,507	1%	5,731	2%	128.6%
Total net revenue	237,645		249,678		5.1%

Ataa school portfolio

Overview of national curriculum portfolio













	 مجدار من الرواد الأهلية Al-Rowad Private Schools الرياحين الأهلية Rowad Al-Izdihar	 مجدار من الرواد الأهلية Al-Rowad Private Schools الرياحين الأهلية Rowad Al-Rawabi	 مجدار من الرواد الأهلية Al-Rowad Private Schools الرياحين الأهلية Rowad Al-Mansoura	 مجدار من الرواد الأهلية Al-Rowad Private Schools الرياحين الأهلية Rowad Ishbilila	 مجدار من الرواد الأهلية Al-Rowad Private Schools الرياحين الأهلية Rowad Al-Andalus	 Nokhba Al-Kharj	 Al-Fikr
Curriculum							
Area (sqm)	60,600	15,000	14,225	18,562	12,100	11,046	9,600
Ownership	Owned / leased	Owned	Owned	Owned	Owned	Leased	Leased
Classrooms	245	174	115	175	64	46	49
Capacity	6,125	4,350	2,875	4,375	1,600	920	980
Utilization	62%	58,9%	72.4%	71.7%	67.3%	83.5%	65.4%
Avg. net tuition (SAR)	19,405	14,076	10,589	10,078	12,293	8,100	13,434
EBITDA contribution ¹	24.8%	10.4%	6%	10.4%	3.4%	0.7%	2.4%

Note:

1. As of 9M 2020 (ending April 2020), unless mentioned otherwise

Ataa school portfolio

Overview of international curriculum portfolio

	 Rowad Ishbilia Int'l²	 Al-Oruba International	 Middle East Int'	 Sulaimaniya Int'l	 New Middle East	 Modern Middle East
Curriculum						
Area (sqm)	9,240	19,485	4,558	2,641	7,981	14,000
Ownership	Owned	Leased	Leased	Leased	Leased	Leased
Classrooms	108	142	148	44	233	142
Capacity	2,700	3,550	3,600	880	4,660	3,550
Utilization	18%	81.7%	58.3%	78%	97%	77.3%
Avg. net tuition (SAR)	13,824	15,348	14,558	13,553	4,188	3,560
EBITDA contribution ¹	1.7%	17.9%	8.6%	1.5%	6.6%	6%

Note:

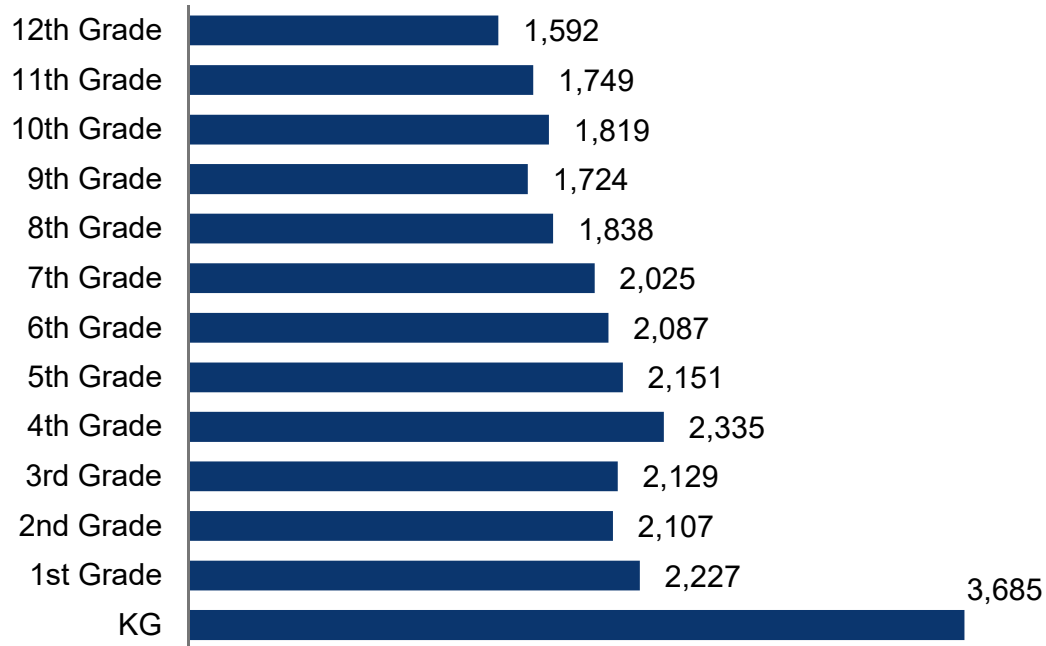
1. As of 9M 2020 (ending April 2020), unless mentioned otherwise

Ataa school portfolio

Highly diversified student base with further room to consolidate

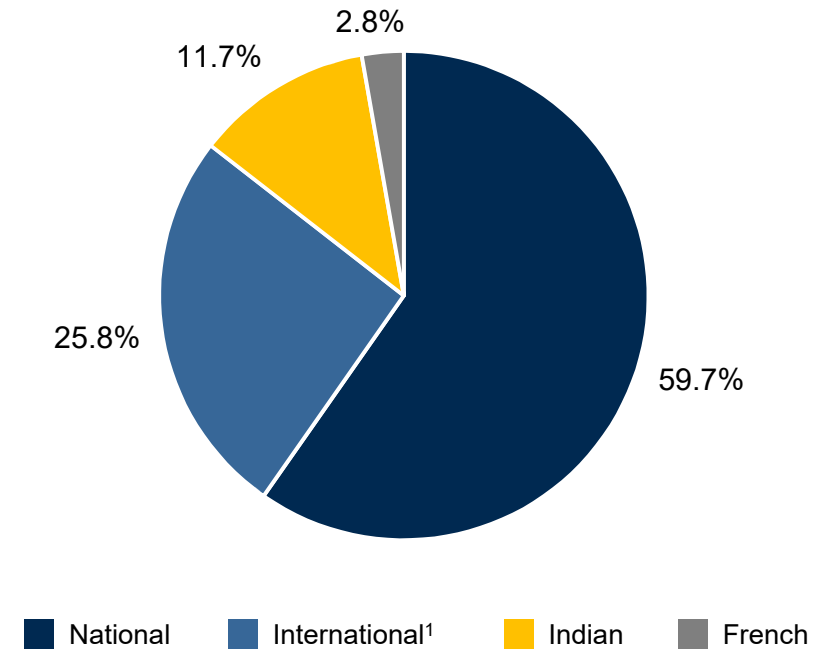
Stable student base across different grades...

Number of students in each grade as of 2020(# students)



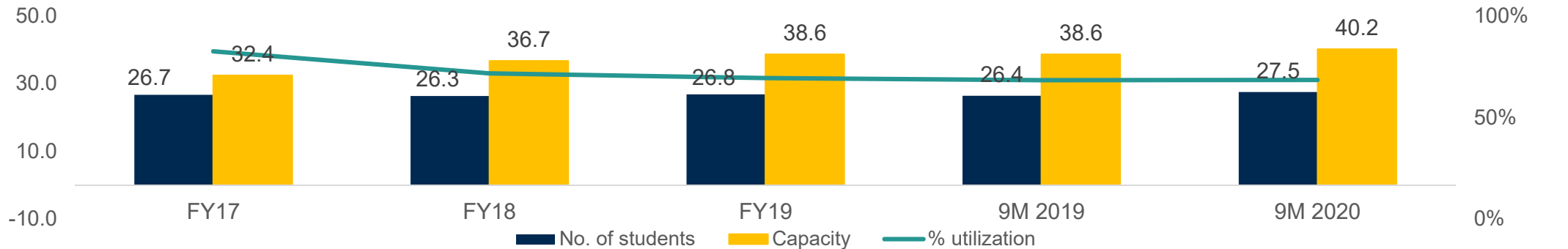
...with a diversified revenue base...

Net tuition revenue per curriculum (%) as of 9M 2020



...and further room to consolidated...

No. of students (000)



Notes:

1. International refers to the American and British Curriculums

. DEBT SUMMARY

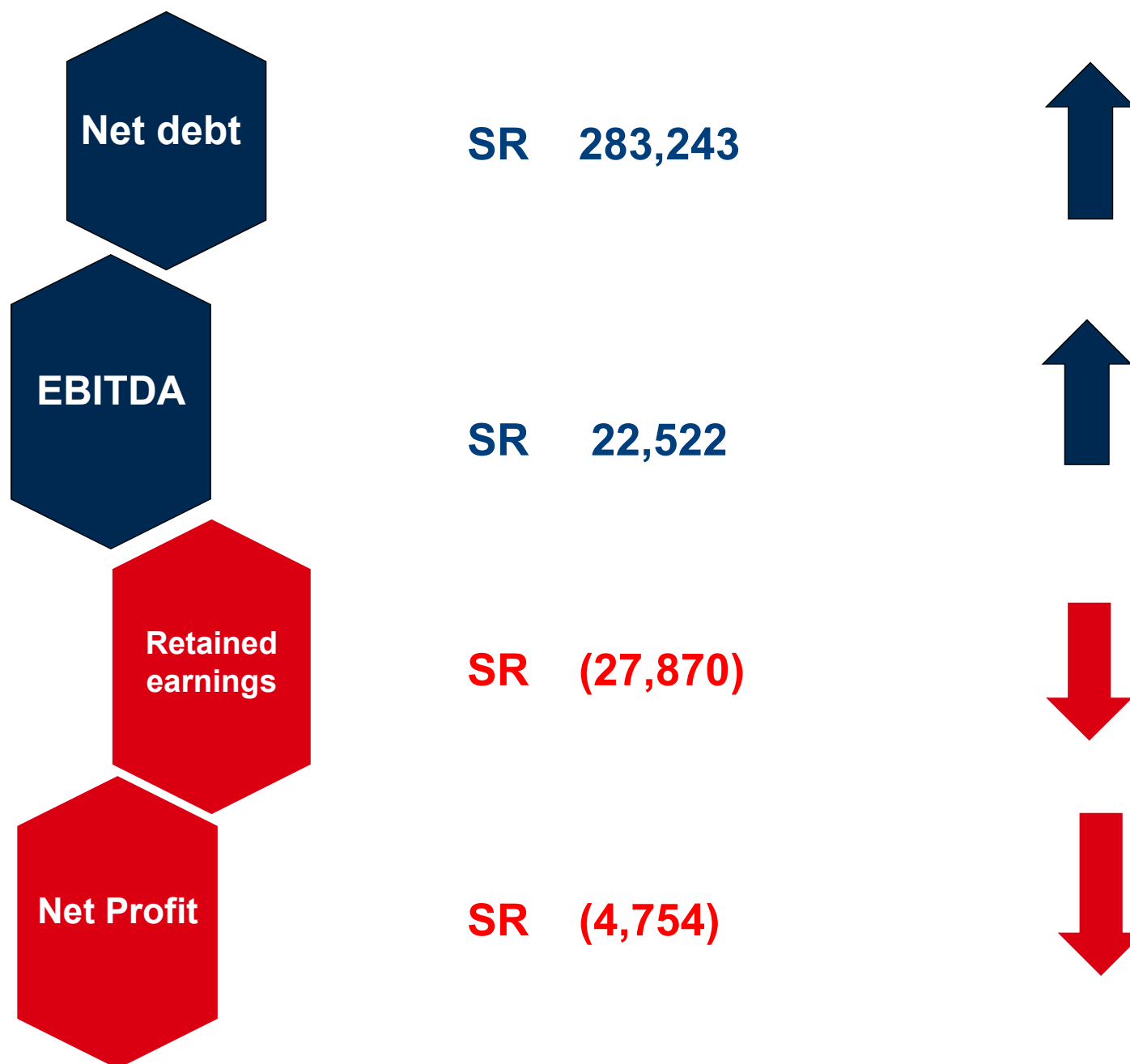
...DEBT MATURITY PROFILE ...



Term Loans

	SR in 000s	%
2020	60,225	38%
2021	56,470	35%
2022	23,599	15%
2023	12,112	8%
2024	1,901	1%
2025	1,901	1%
2026	1,901	1%
2027	1,901	1%
Total	160,010	

IFRS 16 Impact



Distance Learning Statistics

Starting From: march , 9 , 2020



General Statistics

Number of Lessons

318,269

Content

868,723

Virtual Classes

28,400

Discussions

236,564

Published on
the Courses Page

86,946



Students Statistics

Number of
Students
27,283

Login Rate
92 %



Assignments and Tests

Published
Tests
41,526

Published
Assignments
159,316



مدارس الرواد الأهلية
Al-Rowad Private Schools



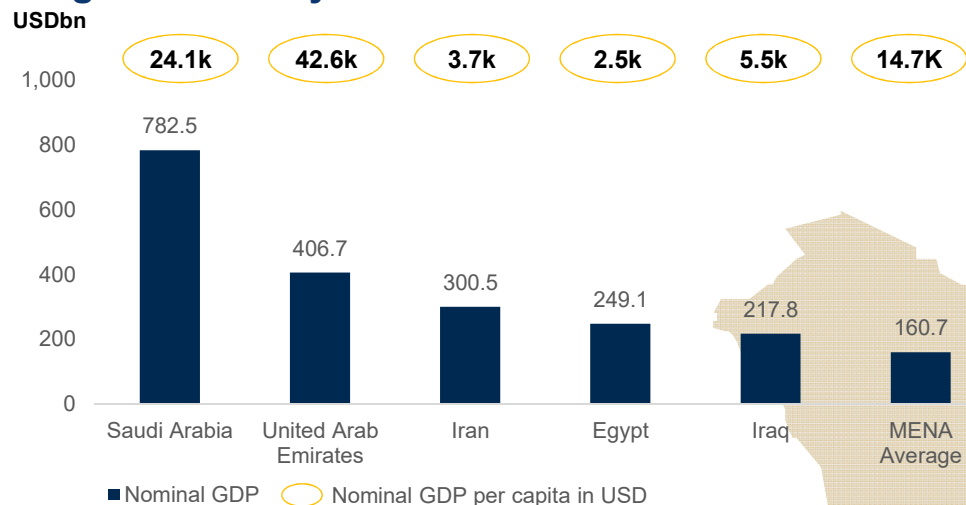


Investment Highlights

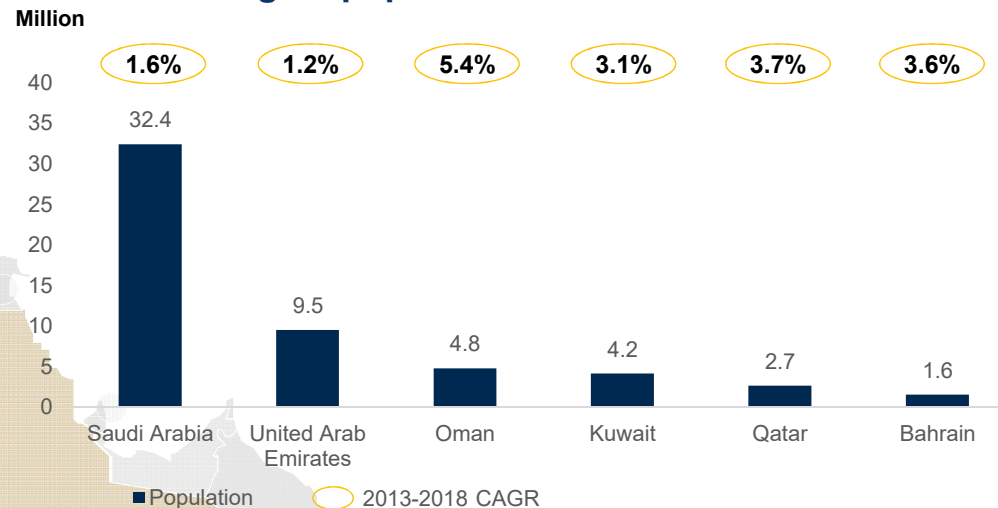
Leading K-12 operator with one of the most diversified offering in KSA

Saudi macroeconomic indicators are highly attractive

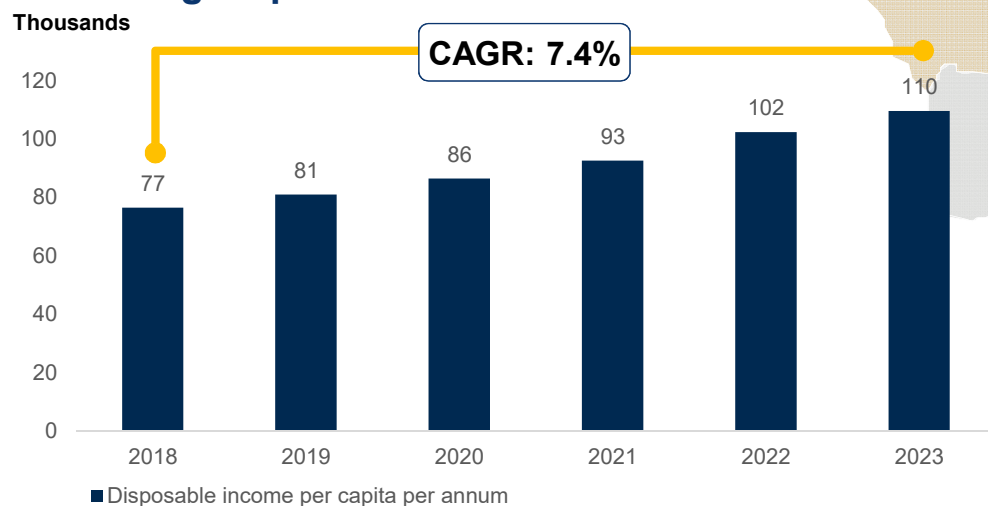
Largest economy in MENA...



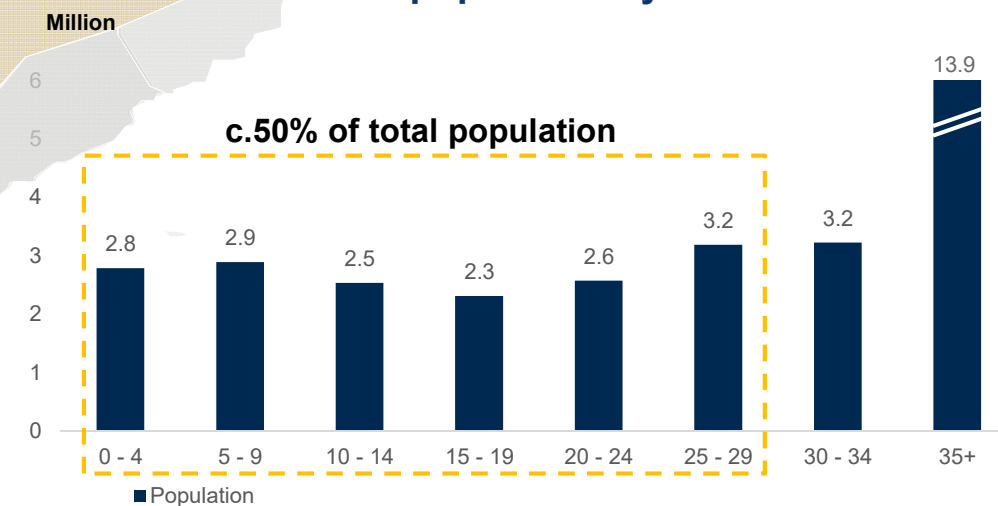
...with the largest population in GCC



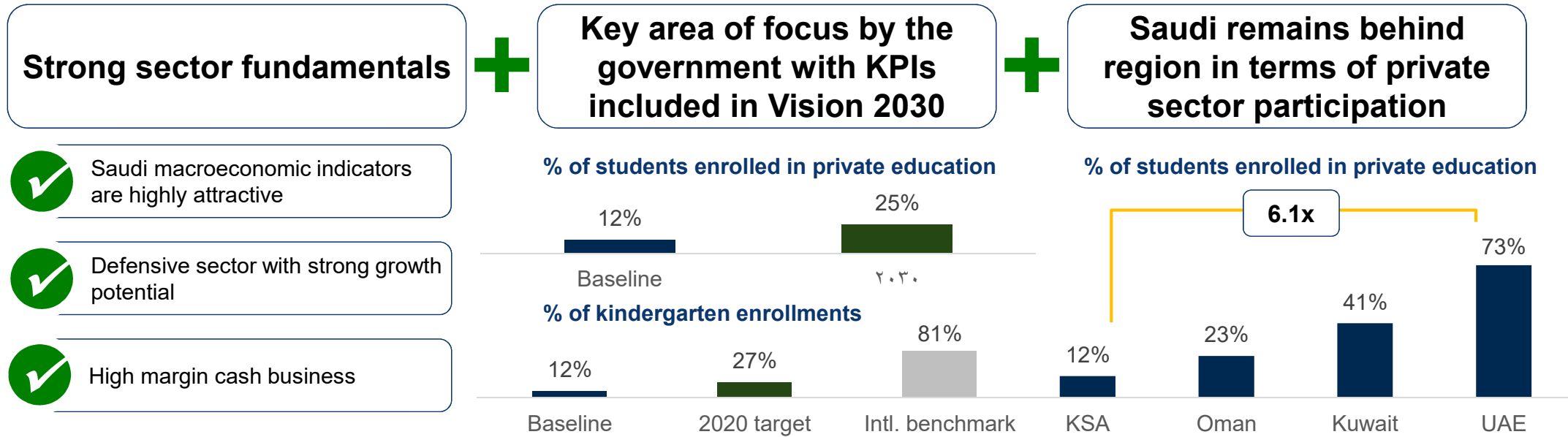
Increasing disposable income...



...with an attractive population dynamics

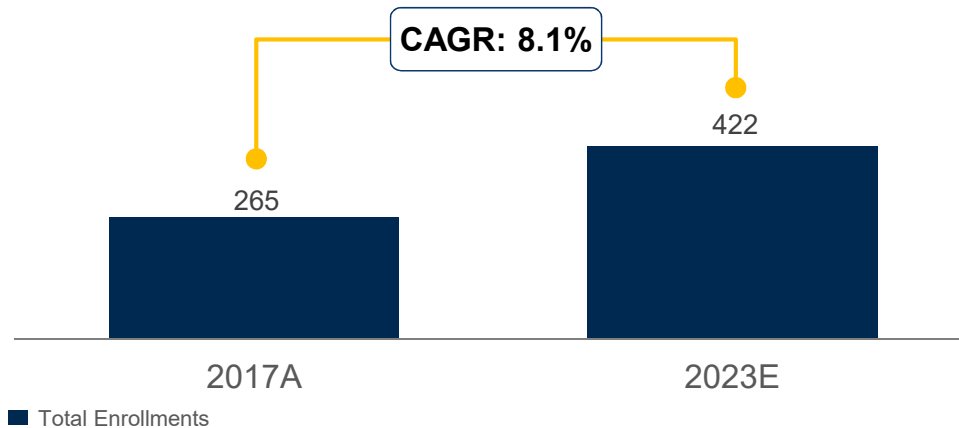


Market fundamentals conducive to support growth



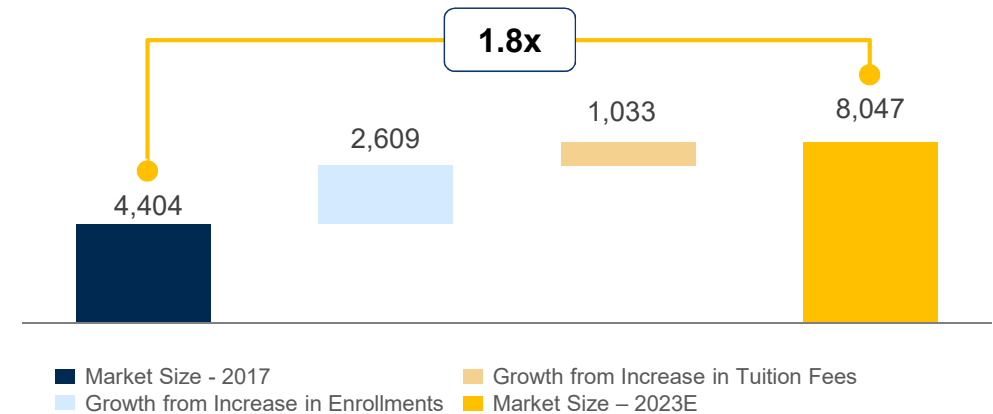
Strong expected growth in enrollments...

Private School Enrollments Evolution – Riyadh City ('000s)



...and the overall market size

Market size growth – Riyadh (SARm)

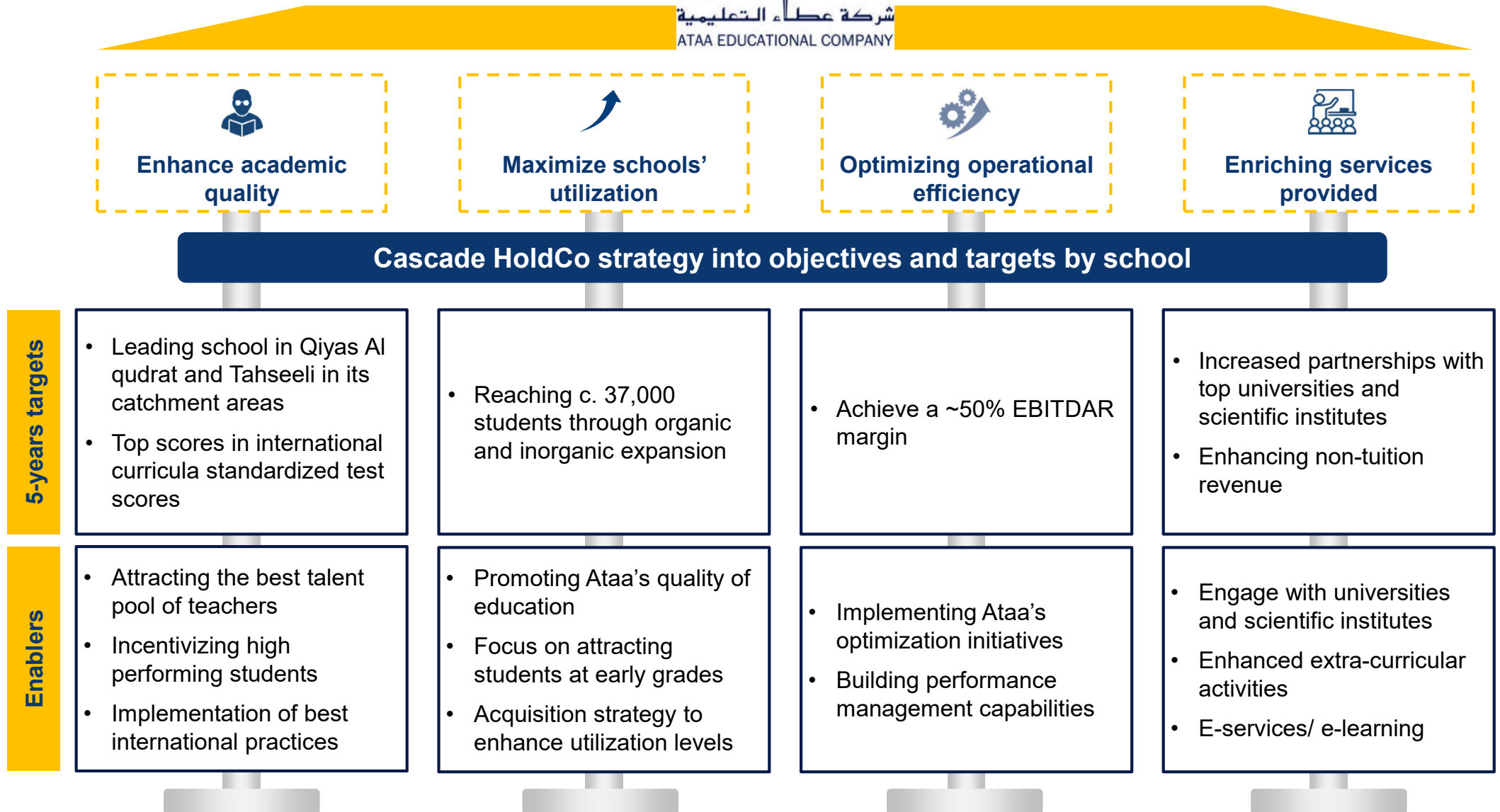




Ataa strategy overview

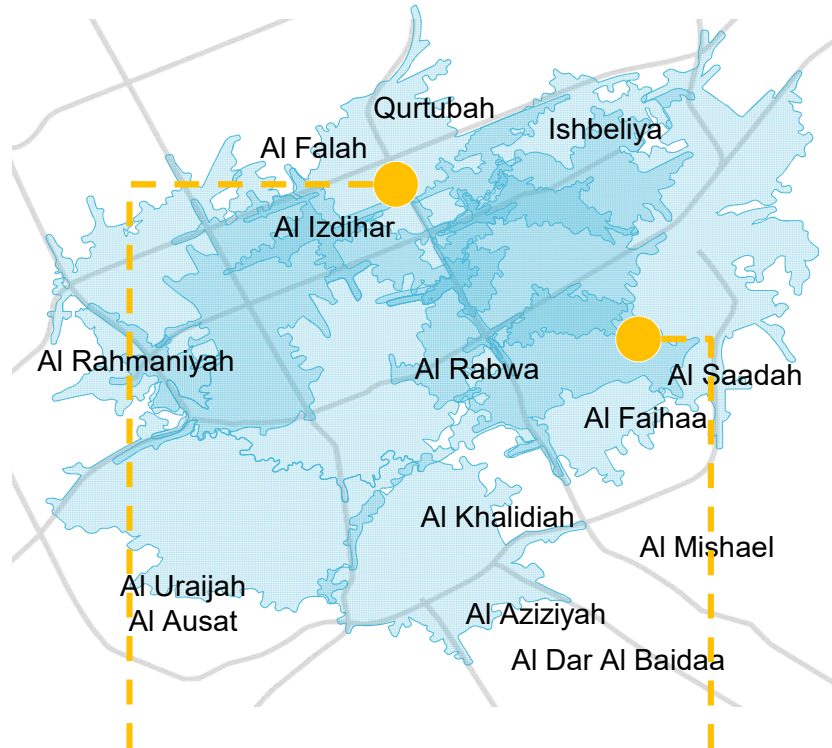
Clear defined strategy to drive growth

Clear defined strategy to drive growth



Growth to be driven by both greenfield and brownfield expansion

A Greenfield Expansion



Al-Izdihar Land

Plot size

17,000 sqm

MoE approval



Al-Salam Land

Plot size

12,562 sqm

MoE approval



B Brownfield Expansion

School utilization bolstering

Acquire schools to transfer students to existing Ataa school and **maximize utilization** of current schools

Coverage Increase

Expand catch area by acquiring schools outside current coverage

Offering Expansion

Expand offering by acquiring schools operating in different tuition segments or curriculums or education level

Competition absorption

Acquire competitors within existing area to increase local market share