



# Disclaimer

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## Main activities of the company



To act as intermediary in recruiting manpower and providing the public and private sectors with household services and manpower that meet the needs of Saudi human resources market in the Corporate and Household sectors.



Leading the human resources sector via providing comprehensive and integrated solutions that guarantee success of our customers and the rights of the employees as well as supporting the national development.



our customers, via an institutional work system, first-class technical systems, and strategic partnerships to serve our employees, customers, and society.



- Innovation and creativity Quality and Excellence Focus on the client
- Integrity and transparency Teamwork spirit



## **Success Highlights**



#### March 2019G



The Capital Market Authority

approved the initial public offering

of (30%) of Maharah shares.

June 2019G



#### December 2019G

Maharah won the best

human resources

company award

**Growth Path Investment** Company, owned by Maharah at 100% signed a sell and buy agreement to acquire (85%) of Shifa Arabia Medical Company.

January 2022G

Finalizing and completing all the acquisitions that were signed by Maharah during the year.



individuals.

2016

May 2014G

individuals.

2014

The number of the company manpower reached (10,000) The number of the company manpower reached (30,000)

#### December 2016G

Trading of Maharah shares started in the Saudi Stock Exchange

#### December 2019G



resources company award





Maharah won the best human







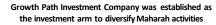


2022

June 2023G

New capital 475 Mn

#### June 2021G



#### August 2021G

We acquired (90%) of Spectra Company Support Services

#### September 2021G

We inaugurated of the first phase of Maharah new services application

#### November 2021G

Growth Path Investment Company 100% owned by acquire (40%) of SLS Company for Trade and Marketing, owner of (Soror) application.



Maharah was established as a closed joint stock company with a capital of SAR

(100,000,000).



Khidmah (service) program was launched."



#### May 2017G

Maharah obtained the ISO certificate 9001-2015

#### September 2017G

Maharah acquired (85%) of Musanid Company in the United **Arab Emirates** 



#### December 2019G

Maharah won the best human resources

company award





Maharah, signed a memorandum of understanding to







## Maharah at glance



#### Revenue

SR 927MM revenue increased by 17% compared with the same period last year.



#### Net profit

SR 76MM Increased by 46% compared to 1H 2022.



# Return from Investment 29 MM

Maharah share in profit (SMS and Kingdom hospital)



#### Dividend Payout (2022)

84.375 MM 2.25 SR / Share The Company SAR 37.5 M Dividends in the 2nd half 2022.



#### Share dividends 2023

- Share dividends 20231:5 subject to authority approval
- Payout ratio will be 103%.



#### **EPS**

EPS for H1 2023 SR 1.68



#### Market CAP

SAR 2,793 Bn As of end H1 2023.



#### Maharah Market Share

Reached to the highest number of corporate resources among PRCs.



#### HRcs Market Share

HRCs market 2.5%.



### New Capital

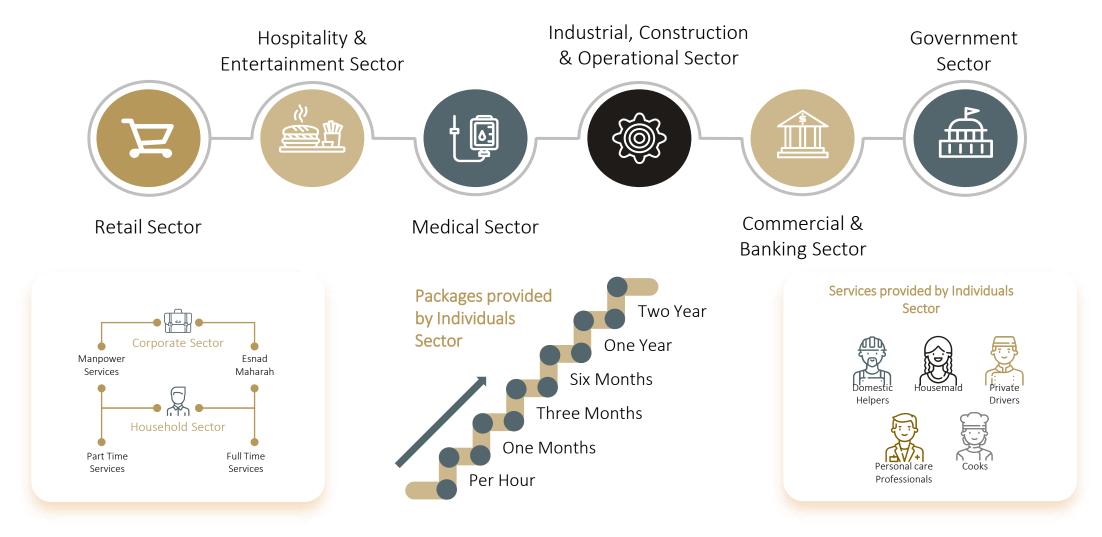
Capital after increase 475 Mn Number of shares after increase 47.5M Which contain of 45 M shareholders &

2.5M shares as LTI

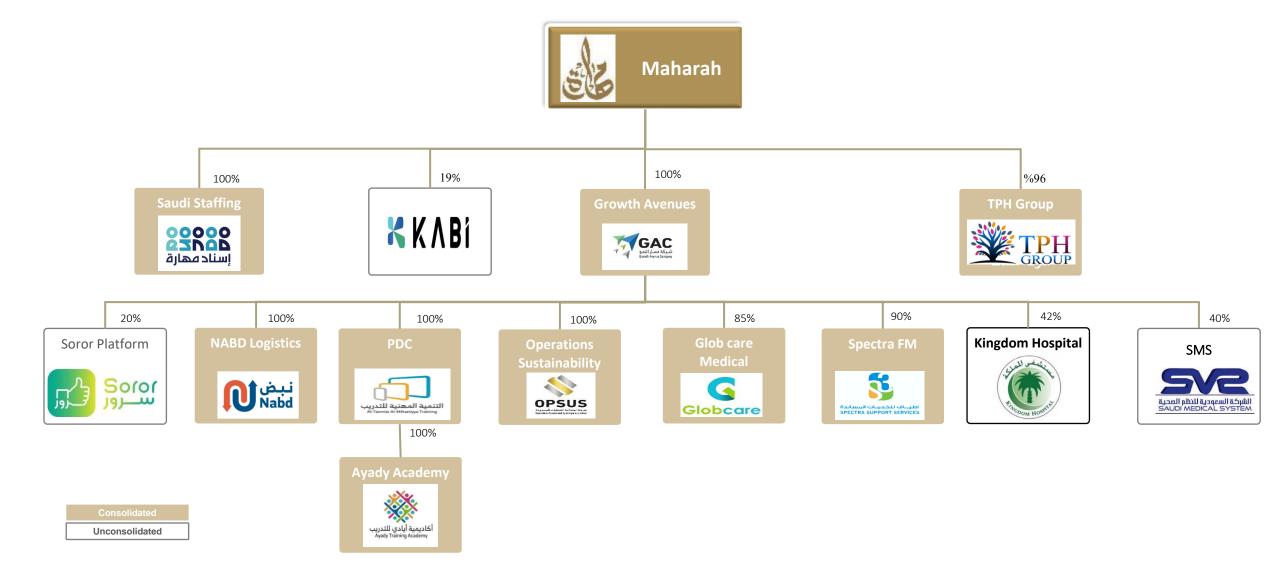
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#### Services and Solutions

#### Our Integrated Solutions ... Sustainability and Innovation



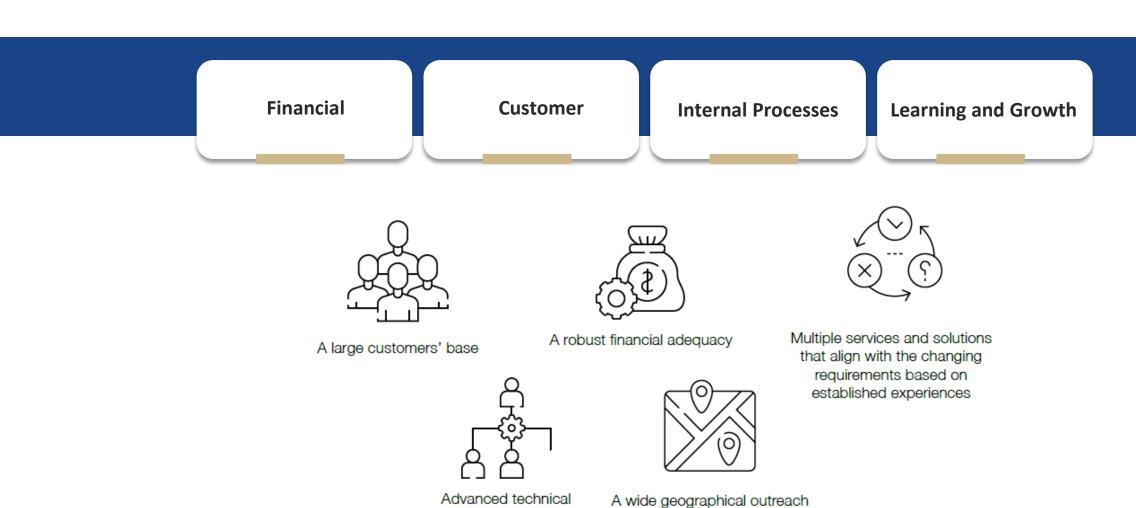
## Organization



## Strategic Priorities in 2023G



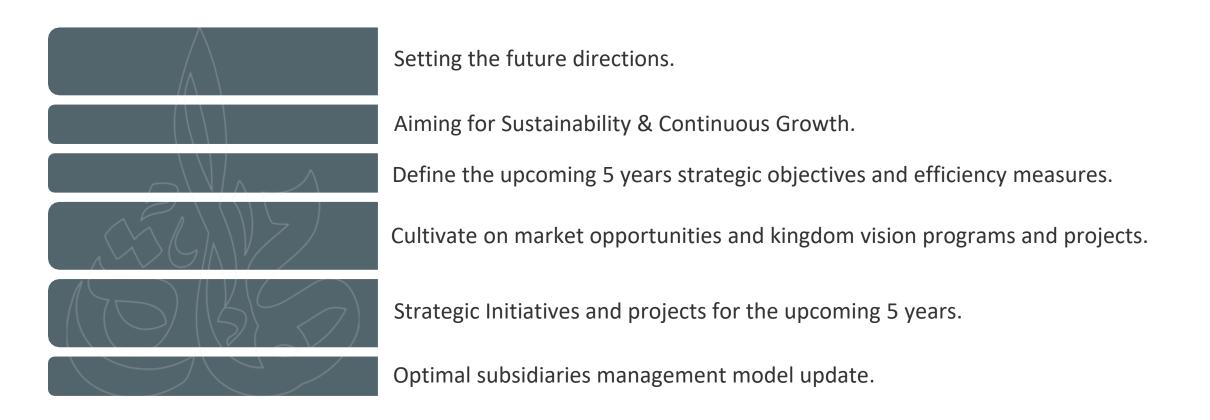
Drivers of achieving the strategic priorities for 2023G



systems

## Strategy Revamp

• The company is currently working with a Global Strategy Advisory firm to revamp / update its corporate strategy aiming for :



# There is an overall positive sentiment in the market with major changes taking place across new sectors

Overview of key opportunities

# **Opportunities**



## **Unlocking of new Vision 2030 sectors**

Hospitality, leisure, tourism, entertainment, sports, advanced manufacturing, renewable energy, etc.



## Cities of the future / Giga projects / Regional Development

NEOM, Red Sea, Qiddiya, Diriyah, AlUla, etc.



### Local content agenda/drive (championed by LCGPA)

Increased focus on in-country value capture / adding value locally to the KSA economy



### Robust socio-economic and demographic developments

Positive macro-economic and robust sentiment on the overall direction of the Kingdom's development

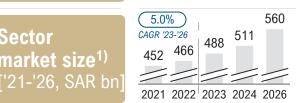


# Market outlook present a positive growth as well as a sizeable potential in workforce demand in the coming years

Key features of prioritized sectors

#### Construction

**Building of** infrastructure and transportation (e.g., rail)



Mega & Giga projects Vision 2030 across the Kingdom to generate massive demand



Overview of

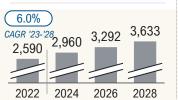
market size<sup>1)</sup>

activities

Sector

for the

sector

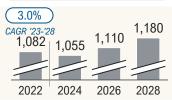


## Manufacturing

Development of industrial activity (non-oil industry)



Creation of industrial clusters, development of export capabilities, investment in R&D



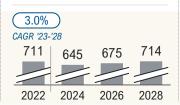
### Hospitality

Creation of new hotel/ restaurant services

Prioritized sectors based on GDP growth & adressable workforce



High-standing to luxurious hotels and resorts to cater for 100 m annual visits by 2030



#### **Healthcare**

Hospital development and subsequent need in medical staff



Privatization of hospitals and education/ training of physicians and nurses



### Entertainment

Growth within the art and entertainment sector

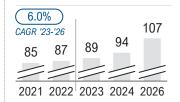


**NEOM** as one of the world leading entertainment destination



## **Facility Mgmt**

Technical, infrastructural, planning and commercial tasks relating to building

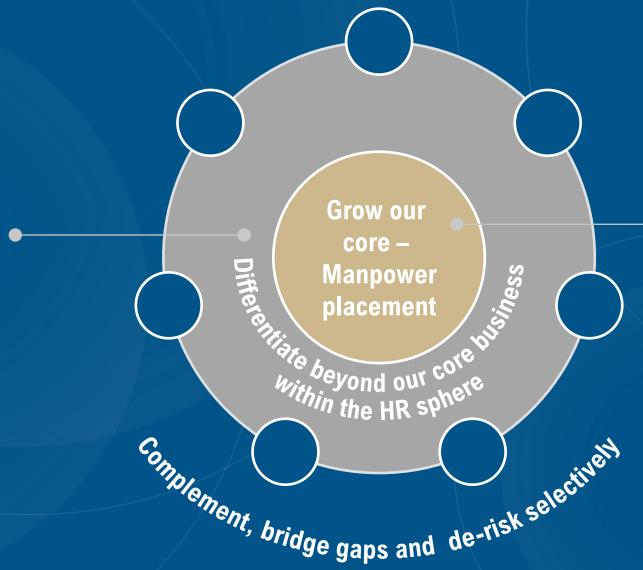


Growth supported by new generation of smart building and mega & giga projects



# Philosophy of the strategy

Maharah to offer complementary products and services to support its core



Maharah is a listed manpower placement company – 'This is what we are known for, this is what we do well'

## Strategy Revamp and Direction

# The company is currently working with a Global Strategy Advisory firm to revamp / update its corporate strategy aiming for :





#### **Build on manpower provision**

"Do more of what you are good at"

**Sectors:** Focus on sectors of the future

(e.g., transportation, hospitality, circular economy)

**Clients:** Focus on key accounts per sector

**Profiles:** Offer range of profiles to meet individual future sector needs

(e.g., Saudi vs. expats, white vs. blue collar, non-/semi- or high-

skilled profiles)

**Geographies:** Focus on KSA



#### **Differentiate our offering**

"Expand to new products & markets"

Value-added offerings: Focus on premium service, packages, plus on-demand and flexible contracts

**Adjacent offerings:** Offer lodging for workers, training service for market

Leverage portfolio: Actively manage subsidiary performance by targeting cross-selling potentials and acting on non-performing subsidiaries



#### **Enable Maharah**

"Stabilize & enable day-today business"

- Optimal management model
- Subsidiary synergies
- Integrated systems

- Relationship with regulatory body
- Relevant capabilities (e.g., data analytics)

## **Key Operational Achievements**



#### **Diversify the Service Offerings:**

- New services (Brokrage , Maharah Elite)
- Targeting to attract a wider customer base.





## **Target Specific Nationalities:**

- Onboarding from Sri Lanka
- Other Possible Countries





Esnad is a service provided from Maharah Human Resources Company specialized in recruiting national personnel. Maharah launched this service under the name of "Essnad Maharah" in conjunction with the launch of Ajeer program to support Saudis.



#### Revenues

Esnad has reached more than 40 million year-to-date

#### **Number of hires**

number of hires since the beginning of 2023 reached 3 digits FTEs employed.

#### Expansion

Wide Pipeline in the Process

#### Contracts

Signed with more than 17 governmental, semi-governmental and private sector

# Household Applied New Regulations













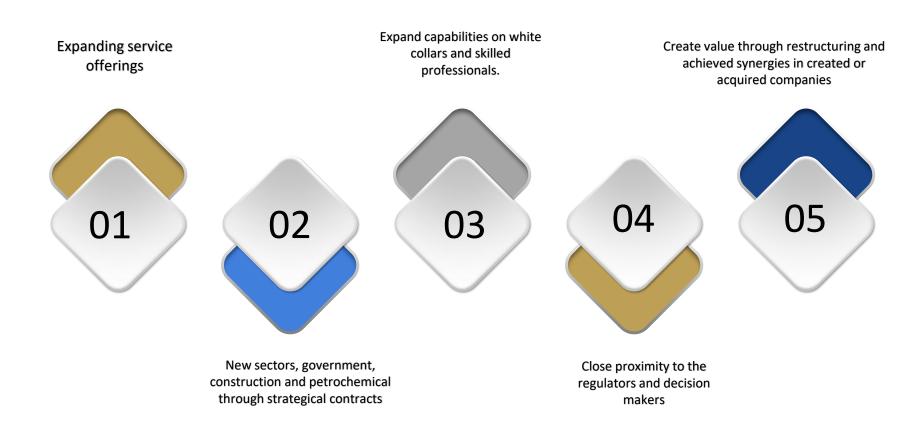
## **Capital Structuring**

**Shares Dividends** Completion of distribution of the stock Distribution dividends in Q2 2023 (1 share for each 5 shares) Recommendation of the Board of Directors to the Extraordinary General Assembly of the company to split the nominal value of the - Distributing 7.5 million shares as a share from (10) riyals per share to (1) riyal **Share Split** bonus to shareholders by granting one per share share for every 5 shares **Capital Increasing** Out of which, Allocating 2.5 million shares of the capital increase for the Company's employee share program (Long-Term Incentive Plan).

## Going Forward / Outlook

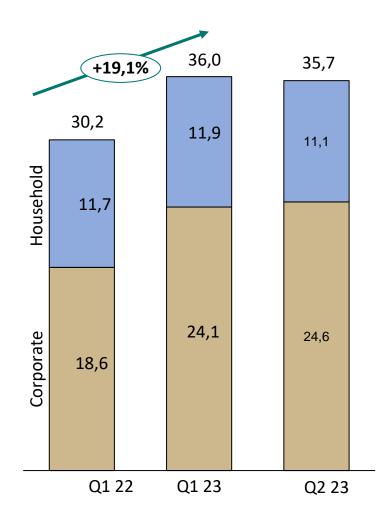


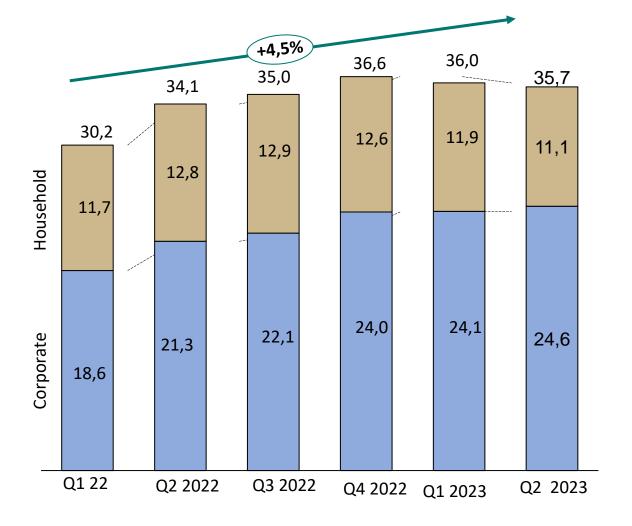
# The company continues its efforts and work to improve profit margins through:



# Workforce Numbers (2022 / 2023)









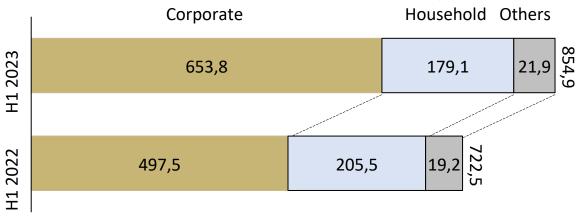
# Financial Performance



# Financial Highlights for H1/2023.



MILIILION SAR	2023 H1	2022 H1	%
Revenue	926,535	790,561	17%
Cost of Revenue	(804,849)	(685,488)	17%
Gross Profit	121,686	105,073	16%
G&A Expenses	(47,879)	(44,728.91)	7%
Marketing Expenses	(7,663)	(6,508)	18%
Provision for Doubtful debt	(3,835)	(709)	441%
Income From Main Operations	62,309	53,127	17%
Other Income	6,983	2,035	242%
Finance cost	(20,655)	(722)	2759%
Share in net loss of an associate	29,396	(80)	(36760%)
Net gain on equity investments at FVTPL	635	2,800	(77%)
Income before Zakat	78,668	57,990	36%
Zakat	(3,500)	(7,468)	(53%)
Net Income (for the period)	75,168	50,522	49%
Non-Controlling Interests	(605)	(1,484)	(59%)
Net Income to Parent Company	75,773	52,006	46%
Gross Margin %	13%	13%	
Operating Margin %	7%	7%	
Net Margin %	8%	6%	

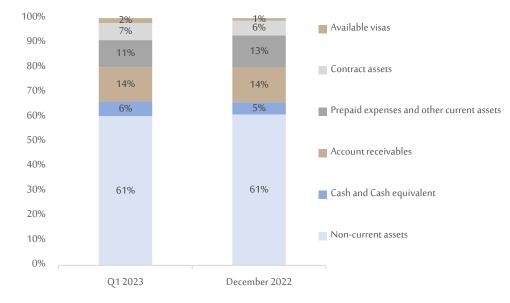


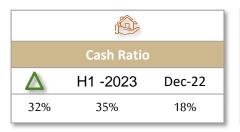
Segment	H 1 2023	H1 2022	Growth H1 22 Vs. H1 23
Industrial Sector	224,310	141,895	58%
Retail Sector	145,733	106,723	37%
Commercial Sector	58,436	43,571	34%
Hospitality Sector	107,233	105,211	2%
Isnad Gov. sector	27,583	10,576	161%
Healthcare Sector	90,505	89,525	1%
Others	21,917	19,532	12%
Individual	179,199	205,462	-13%
Total	854,916	722,495	18%

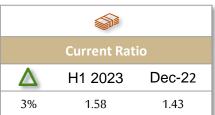
# Financial highlights for H1 2023



	H1 2023	Dec-22
Current Assets	695,496	676,149
Non-Current Assets	1,065,079	1,072,721
Total Assets	1,760,575	1,748,870
Current Liabilities	439,850	472,801
Non-Current Liabilities	683,972	677,704
Total liabilities	1,123,821	1,150,505
Equity	638,105	599,111
Minority interests	-1,351	-746
Total liabilities & Equity	1,760,575	1,748,870









	ROA	
Δ	H1-2023	Dec-22
8%	10%	9%



Retained Earnings	
Beginning Balance – Dec 22	143,619
Dividends Distribution	(37,500)
Capital Increase	(100,000)
Treasury Stock	25000
Net Income H1-23	75,773
Retained Earnings – June-23	106,892



Q/A





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