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Alandalus Property is a pioneering Tadawul-listed real estate company involved in the investment, development and operation of incomegenerating properties across the Kingdom of Saudi Arabia



#### Mission

To develop and operate unique and compelling destinations differentiated by engaging guests, customers and communities through experiences that foster loyalty, frequency of visits and lifetime value which ultimately drive and sustain unparalleled growth



To become the most admired and awarded developer of preferred destination spaces by leading the transformation from transactional to engagement-focused destinations in the Kingdom of Saudi Arabia

#### 2019 Achievements

- Launch of Al Marwa Centre in Jeddah
- Expansion of Offices segment
- Awarded Best Retail Developer for the Year 2019 Award by Forbes Middle East
- Hayat Mall awarded Excellence Award for Performance Improvement through the
   Digital Transformation Initiative
- Chosen among Top 20 companies applying principles of corporate governance, by
   the Corporate Governance Center of Al-Faisal University

#### FY 2019 Performance at a Glance

>30m

**Total Mall Footfall** 

176m

Revenue (SAR)

58%

**Gross Profit Margin** 

98%

Avg Occupancy Rate of Regional Malls Portfolio

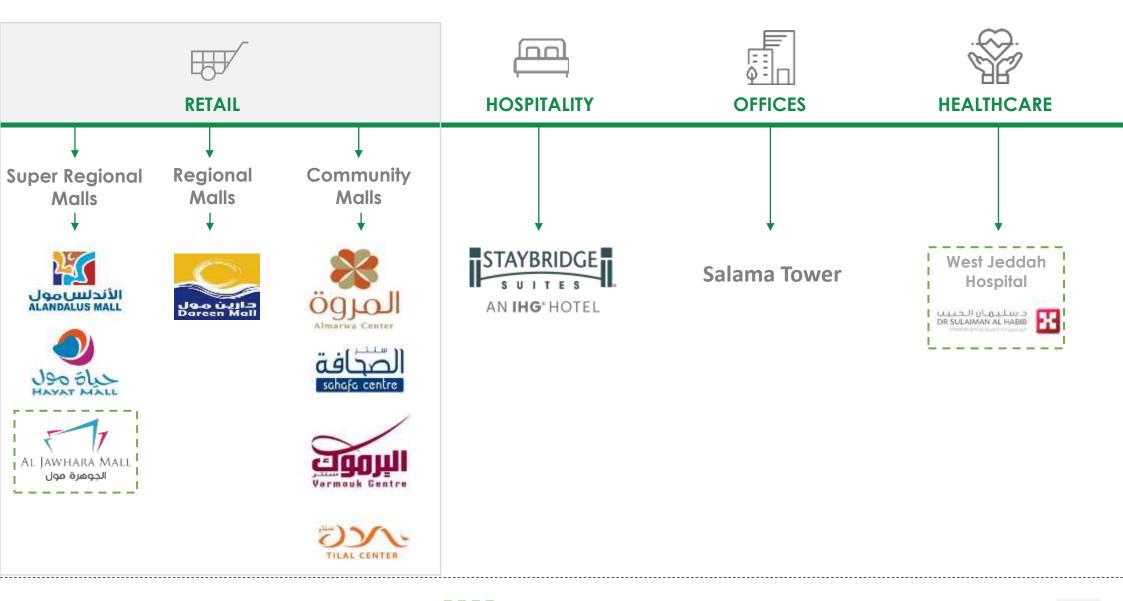
59%

**Operating Profit Margin** 

72%

**EBITDA Margin** 

### **Commercial Sectors**



### **Strategic Objectives**

Each business unit has a common set of strategic objectives that drive operations and functional focus

#### Stakeholder Engagement



Collaborate with all stakeholders to develop and provide

exceptional
consumer
engagement
through all services
and offerings within,
across, and outside
Alandalus Property
developments

# Operational Performance



Drive footfall by enhancing the consumer experience through continuously incorporating best practices and identifying new ideas, while optimizing organizational efficiency, productivity and

costs

# Project Acquisition



Identify and selectively invest in developing new or existing projects and services that position the Company's properties as the preferred destination for consumers

#### Strategic Investments & Partnerships



investments and partnerships at regional and global levels in order to expand the portfolio across offerings, services and developments that cater to consumer needs

# Our Six Pillar Strategy to Enhance Value & Generate Growth

Pillars



### Retail offerings

- Partner with key retail houses
- Incentivize interactive engagement
- Curated for primary & secondary targets



### Food & Beverage

- Distinctive with mix of Dine-in, Food courts, Café's and Snacking options
- Focus on visualization, personalization, education and interaction



#### **Entertainment**

- Unique, differentiated multipurpose
- Strive for geographic exclusivity for select offerings
- Curate safe, friendly, social, playful and active spaces



#### **Services**

- Leverage service-oriented tenants as means of engagement
- Continuous identification of new services
- Prioritize services that engage target demographic



#### Interactive Engagement

- Physical and digital platform
- Identify and improve consumer journeys
- Create fun, exciting and rewarding experience for consumers



### Neighboring Developments

- Locate new developments in trafficgenerating areas
- Reflect attributes of surrounding attractions in developments
- Global and local partnerships

Engagement driven through the right mix and selection of tenants

Activation across journey

Ecosystem multiplier effect

Enablers

**Principles** 

**Leasing & Contracting** 

**Project Management Office** 

Technology & Digital

**Architecture & Design** 

**Business Development** 

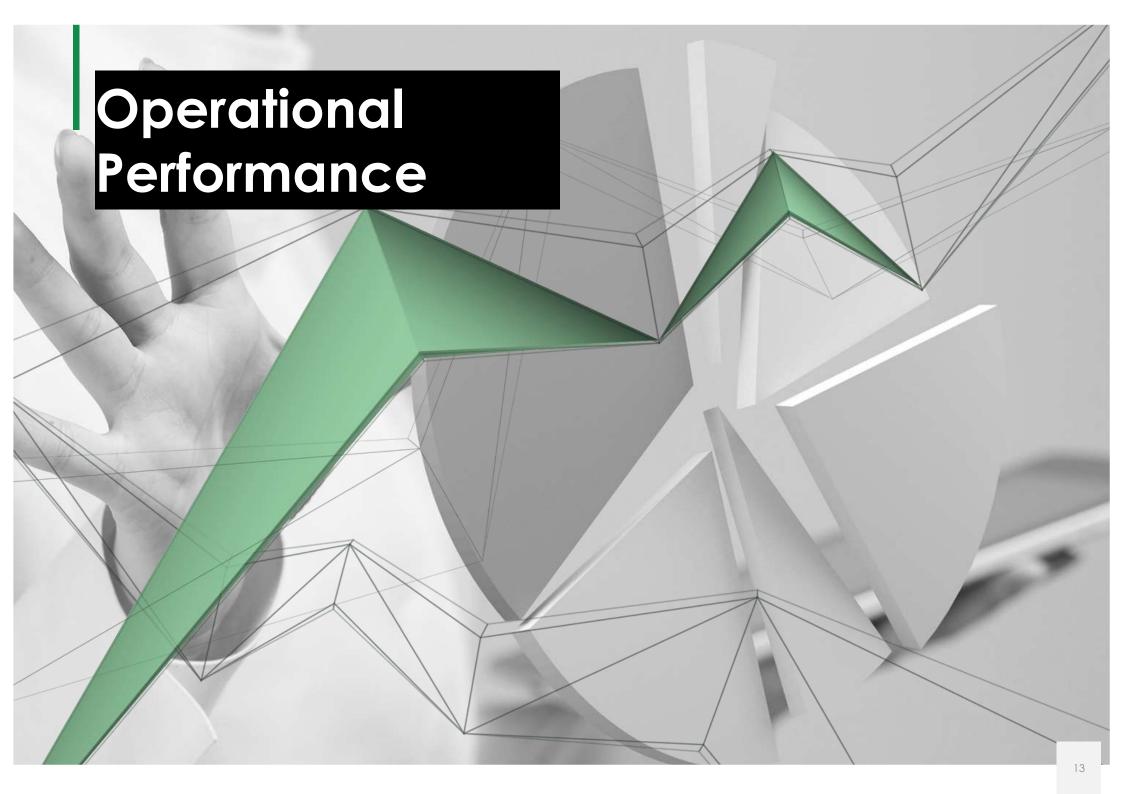
**Marketing & Events** 

Training & Capability development

Retail relations

### **Commercial Principles**





# Retail

TYPE		# OF MALLS	GLA	TOTAL FOOTFALL
	Super Regional Malls	2	184k	25 <sub>million</sub>
	Regional Malls	1	47k	5.5 million
	Community Malls	4	27k	N/A

# Hospitality

#### Profile

Location: Jeddah

Area: 28,255 sqm

Ownership: Al Ahli REIT Fund I

(68.73% APC)

Operated by: Intercontinental

Hotels Group (IHG)

#### Staybridge Suites



#### FY 2019 Performance

Occupancy Rate: 43%

RevPAR: SAR 239

### Offices

#### Profile

Location: Jeddah

Net Leasable 28,255 sqm

Area:

Ownership: Al Ahli REIT

Fund I (68.73%

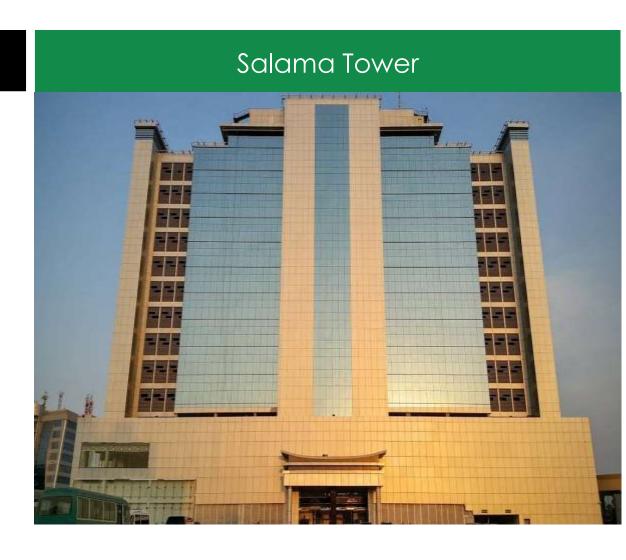
APC)

Annual Rental

Value:

SAR 23 million

Rental Period: 5 years



### **Ongoing Developments**

#### Al Jawhara Mall

Location: • Jeddah

Type: • Super Regional Mall

Area: ■ 124,880 sqm

Ownership: Al-Jawhara Al-Kubra (25% APC)

Total expected project cost: • SAR 873 million

Expected Opening: • Q1 2022



#### West Jeddah Hospital

Location: • Jeddah

Type • Healthcare

Area: ■ 30,251 sqm

Ownership: • West Jeddah Hospital Company (50% APC)

Total expected project cost: • SAR 1.56 billion (incl. land value)

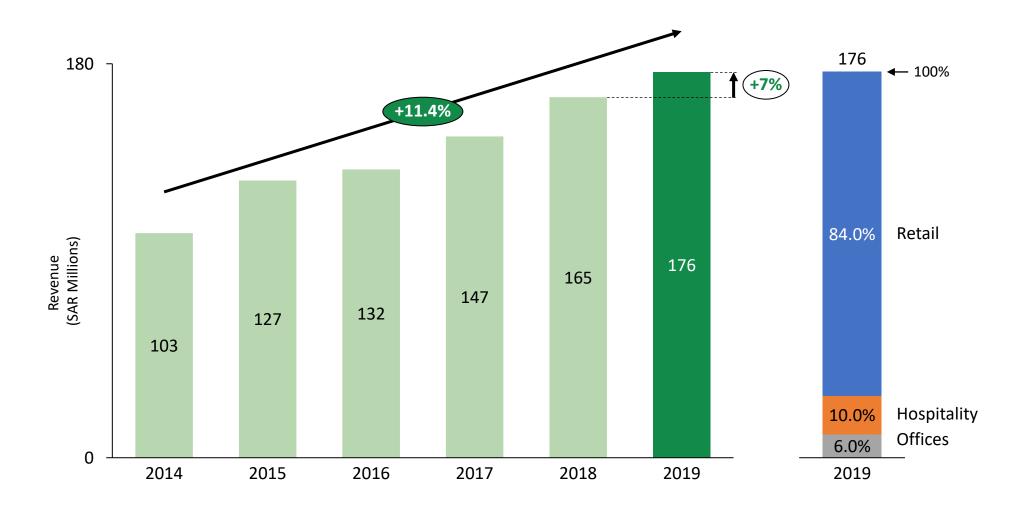
Progress: 2.5% of total project

Expected Opening: • Q3 2023

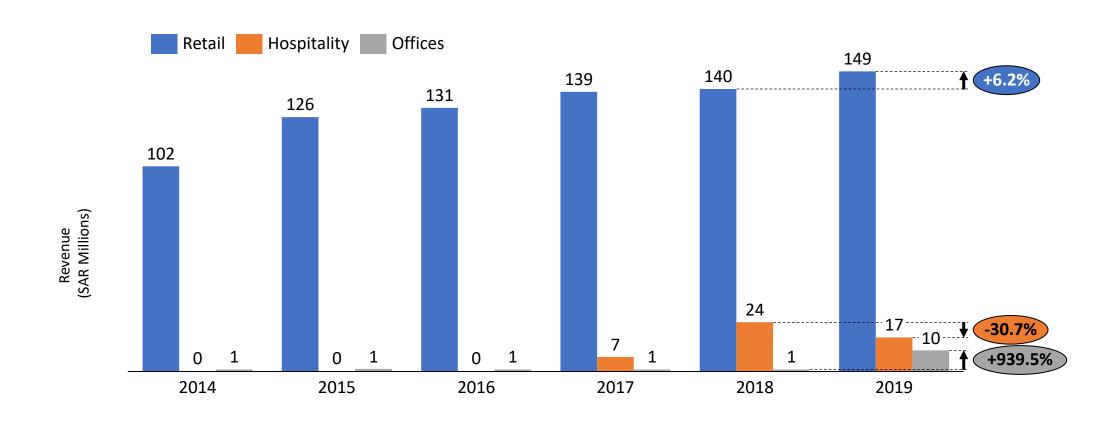




### Revenue

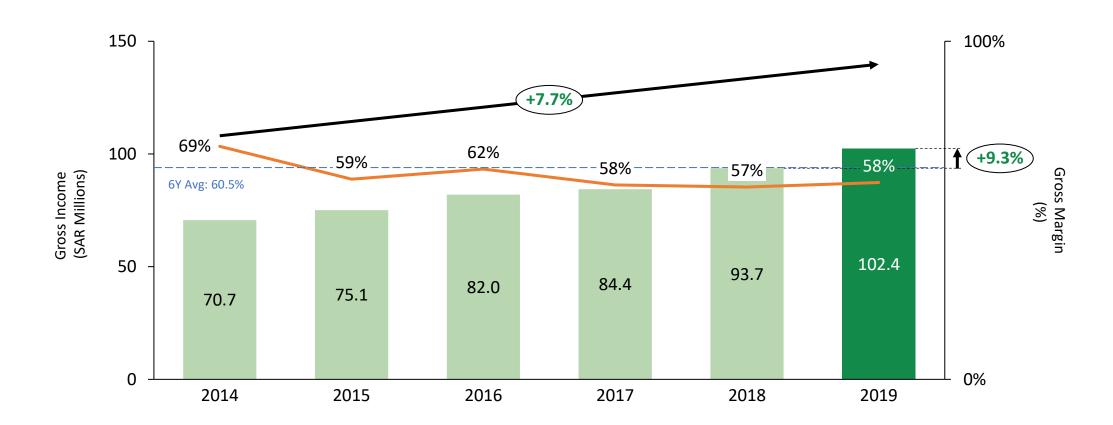


# Revenue by Business Segment



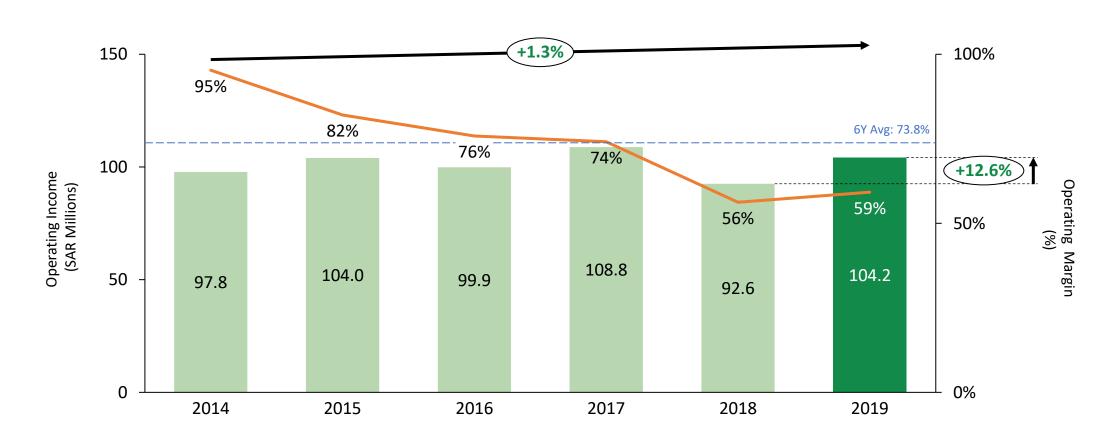
# Gross Income & Margin

— Gross Margin (%) Gross Income (SAR Million)



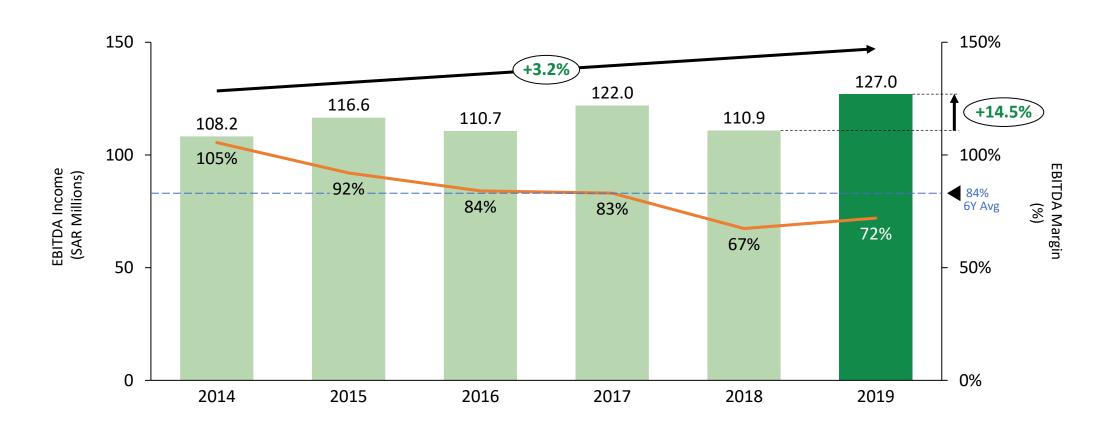
# **Operating Income & Margin**





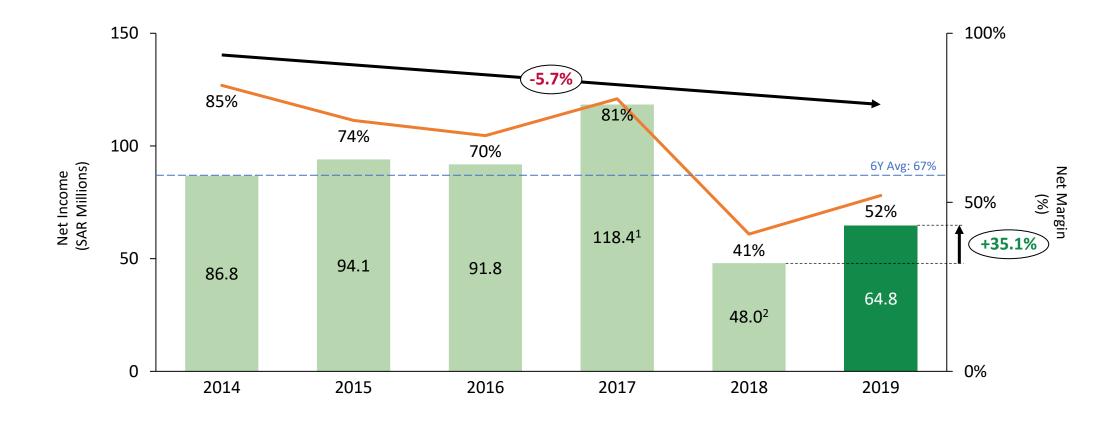
# **EBITDA & Margin**

— EBITDA Margin (%) EBITDA (SAR Million)



# Net Income (shareholders) & Margin

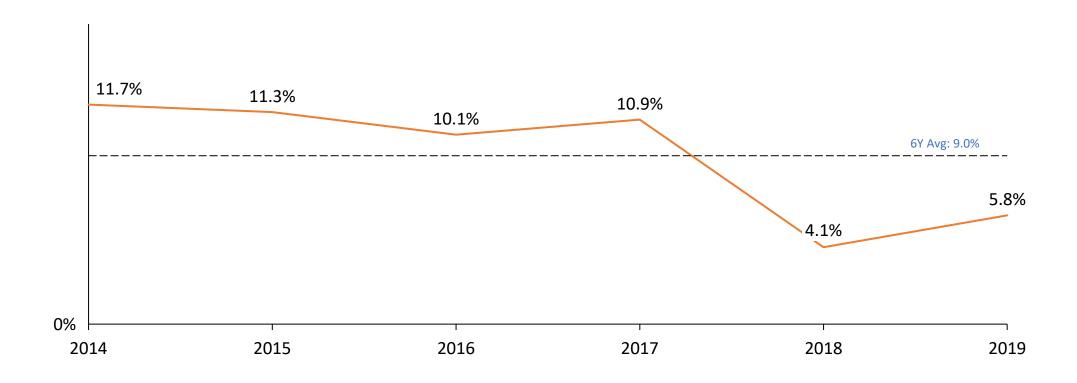




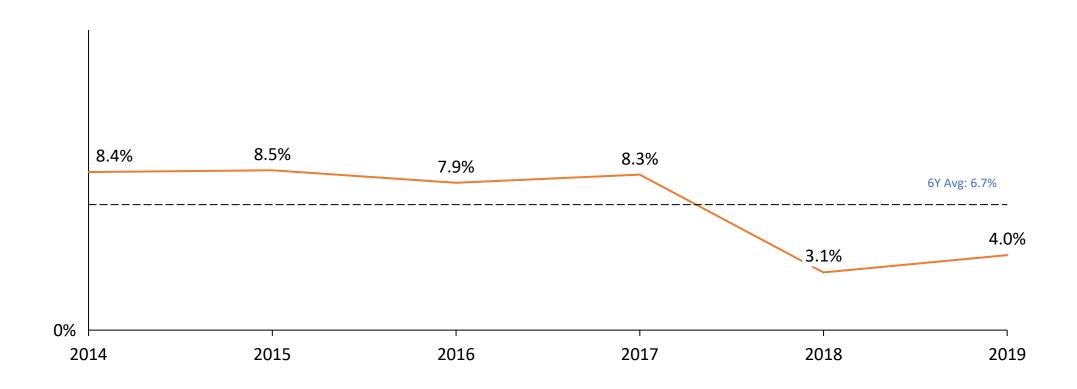
<sup>1 –</sup> Includes Extraordinary Capital Gain of SAR 22m

<sup>2</sup> – Change in ownership of Alandalus Mall and Staybridge Suites from 100% to 68.73%

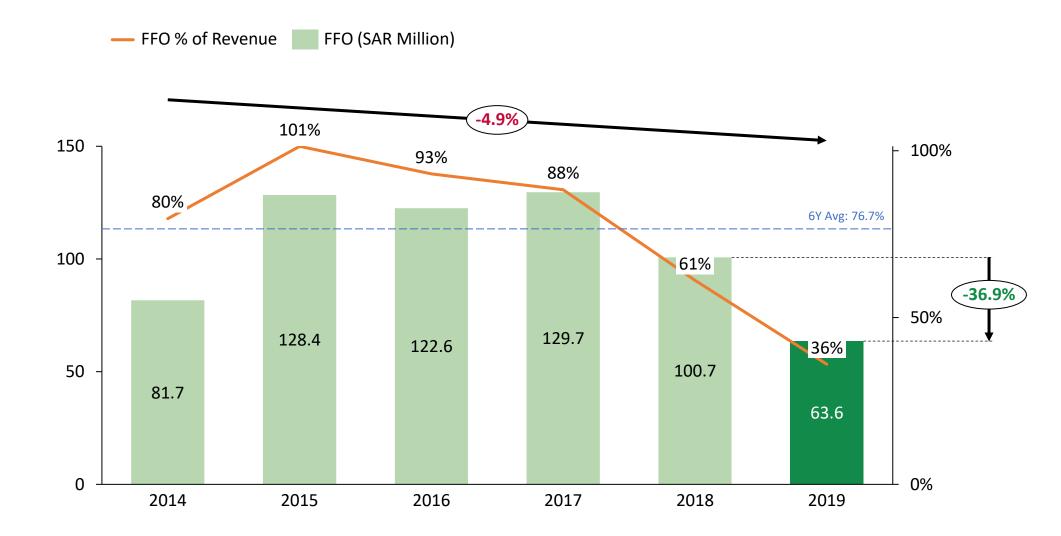
# Return on Equity (ROE)



# Return on Assets (ROA)

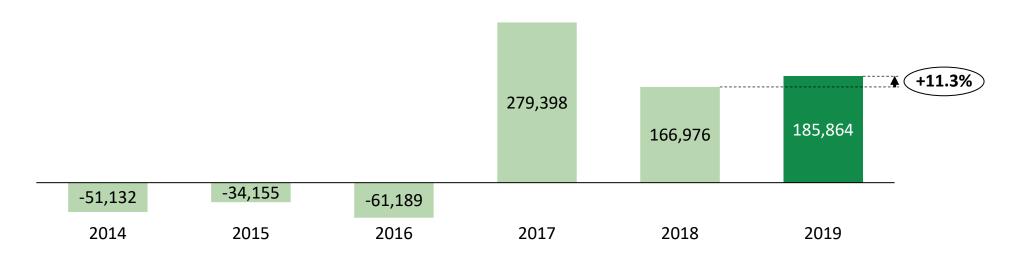


# Funds From Operations (FFO)

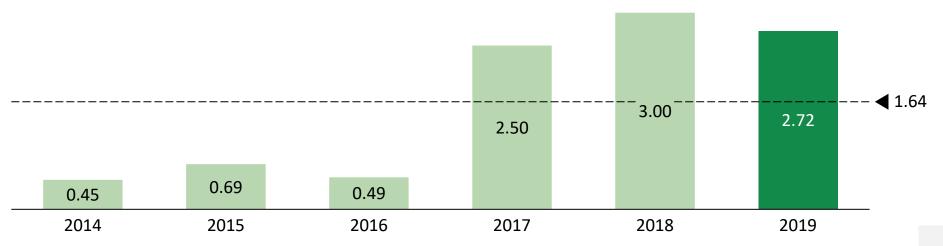


# Liquidity

#### **Net Working Capital**

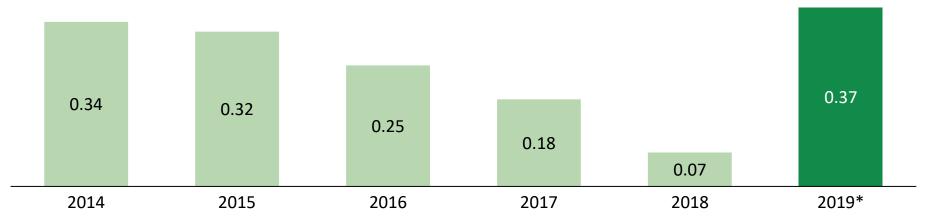


#### **Current Ratio**

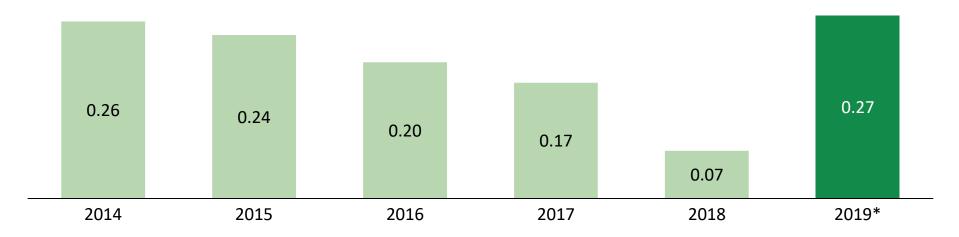


### Leverage





#### **Debt-Assets Ratio**



### Consolidated Balance Sheet as at 31 Dec 2019

