

ALAMAR FOODS AT A GLANCE



ALAMAR FOODS ANNOUNCES ITS INTENTION TO LIST ON SAUDI EXCHANGE

OUR HISTORY

Alamar Foods (Alamar) is a Saudi-based leading Quick Service Restaurant (QSR) operator in the Middle East, North Africa, and Pakistan (MENAP Region). Over the last 30 years, Alamar has developed a reputation as the foremost trusted QSR operator in the MENAP region powered by the latest technological and digital infrastructure to deliver an unmatched customer experience.

MESSAGE FROM LEADERSHIP

Alamar Foods began more than 30 years ago as a Saudi-based family business with ambitions to bring global brands into the Middle Eastern ecosystem. Alamar’s journey began with the opening of the first Domino’s store in Riyadh, Saudi Arabia, and has since evolved to become the trusted developer and operator of two global household brands, Domino’s and Dunkin’. Since inception, Alamar has leveraged its superior capacity for delivery and dedication to innovation to emerge as a leading QSR operator in the region with an impressive international footprint. This IPO is just the beginning of our next phase of growth which I am excited to oversee for the long-term.

Ibrahim Abdulaziz AlJammaz, Chairman of Alamar Foods

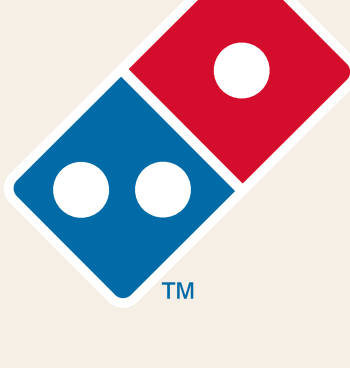


Today’s announcement marks an important milestone in Alamar Foods’ journey. We have a strong track record of profitability while consistently growing our store and geographical footprint, as well as strengthening our operational expertise, which supports our ambition to become the leading player in Saudi Arabia and the wider region. Our vision for the future extends beyond the business, where we seek to make a meaningful impact in the markets where we operate by creating opportunities for local talent and support local communities.

Filippo Sgattoni, CEO of Alamar Foods



AN OPERATOR AND DEVELOPER OF LEADING GLOBAL BRANDS



Alamar has the exclusive right to develop and operate Domino’s stores across 16 countries in the MENAP region. Currently operating over 520 Domino’s stores across MENAP



Alamar has the exclusive right to develop and operate Dunkin’ stores in Egypt and Morocco. 40 stores in Egypt and 4 in Morocco as of FY2021

THE OFFERING

10,633,392

Existing shares

100%

Of the shares will be offered to institutional investors

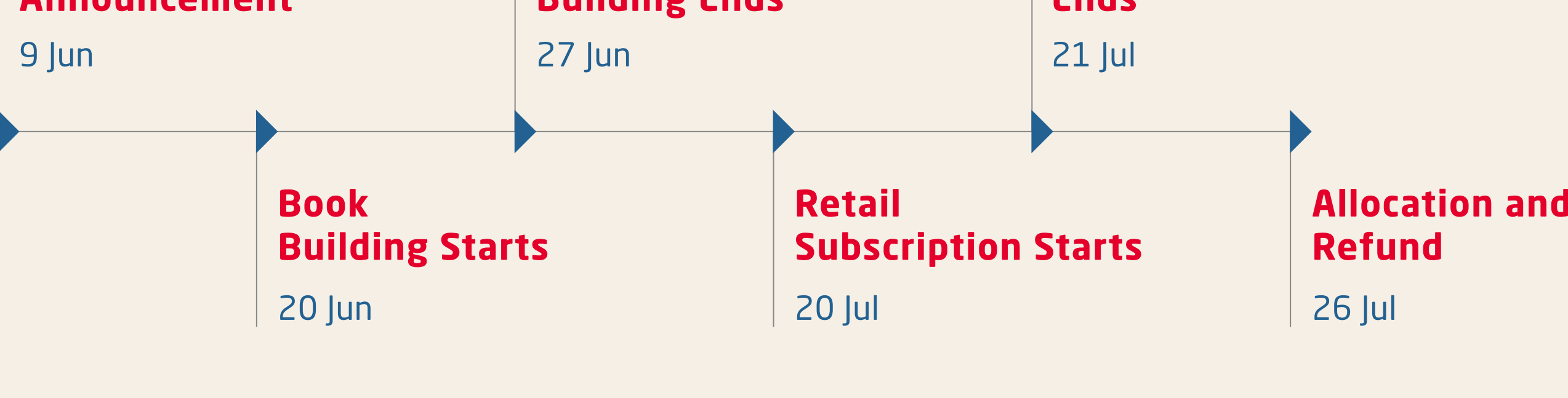
10%

Of the shares to be clawed back and offered to retail investors

41.7%

Of the Company’s share capital to be sold by the selling shareholders

IPO TIMELINE



INVESTMENT HIGHLIGHTS



Leading player in the sector with globally recognized complementary brands



Operating in an attractive macro and demographic environment with strong potential for future growth



An integrated business model supported by well-invested technology platforms, focused on improving customer experience



A scalable platform with multiple avenues for future growth

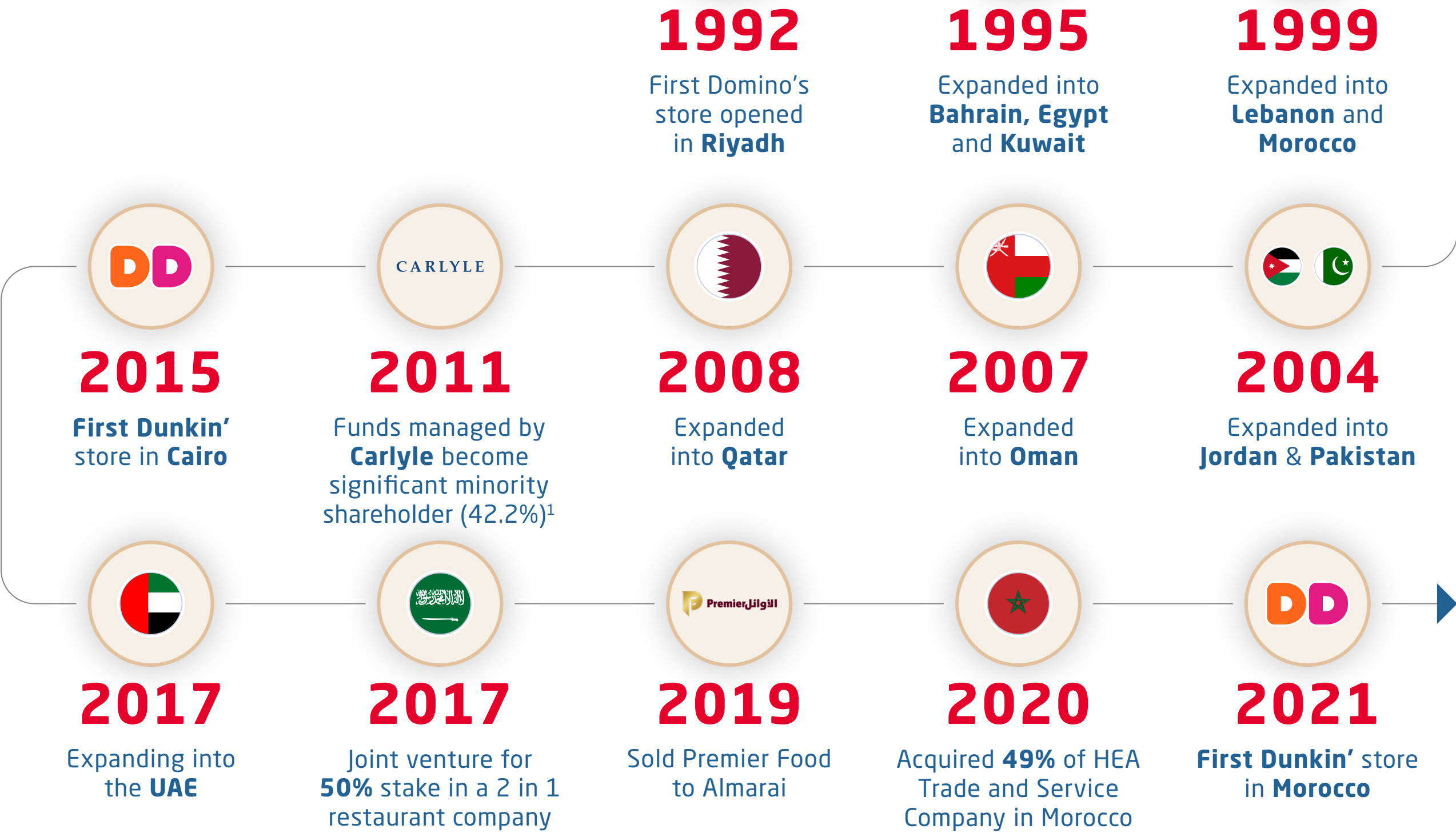


A track record of consistent topline growth and profitability



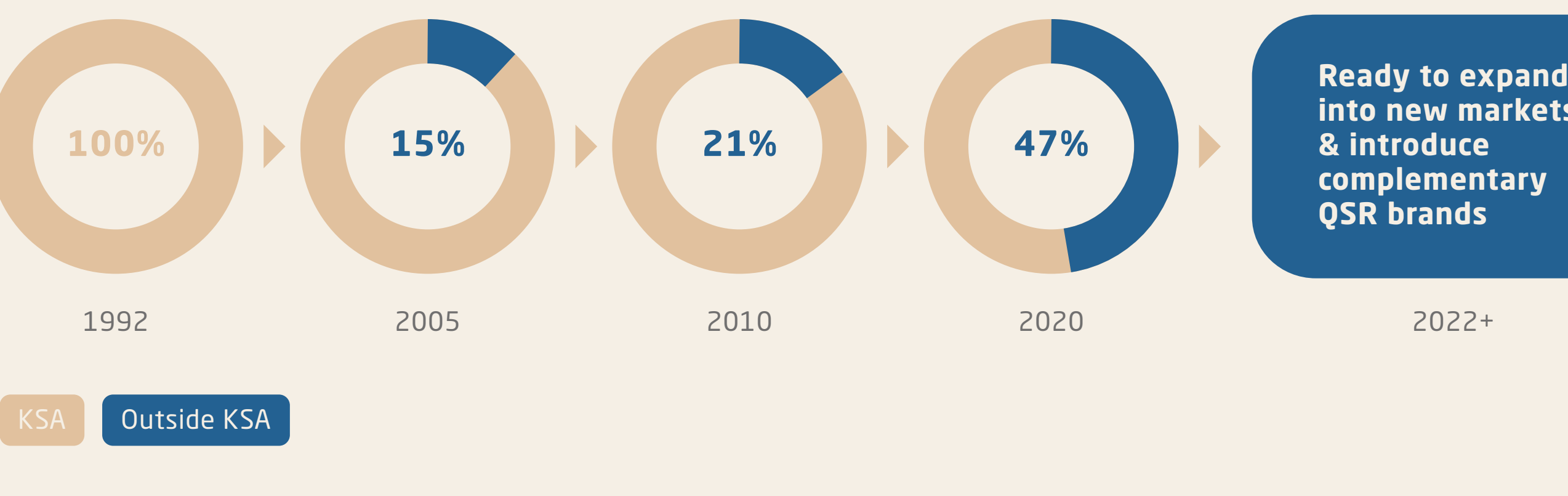
Alamar Foods has a proven management team with a successful track-record

KEY MILESTONES



PROVEN TRACK RECORD OF INTERNATIONAL EXPANSION ACROSS MENAP

Stores breakdown by region²

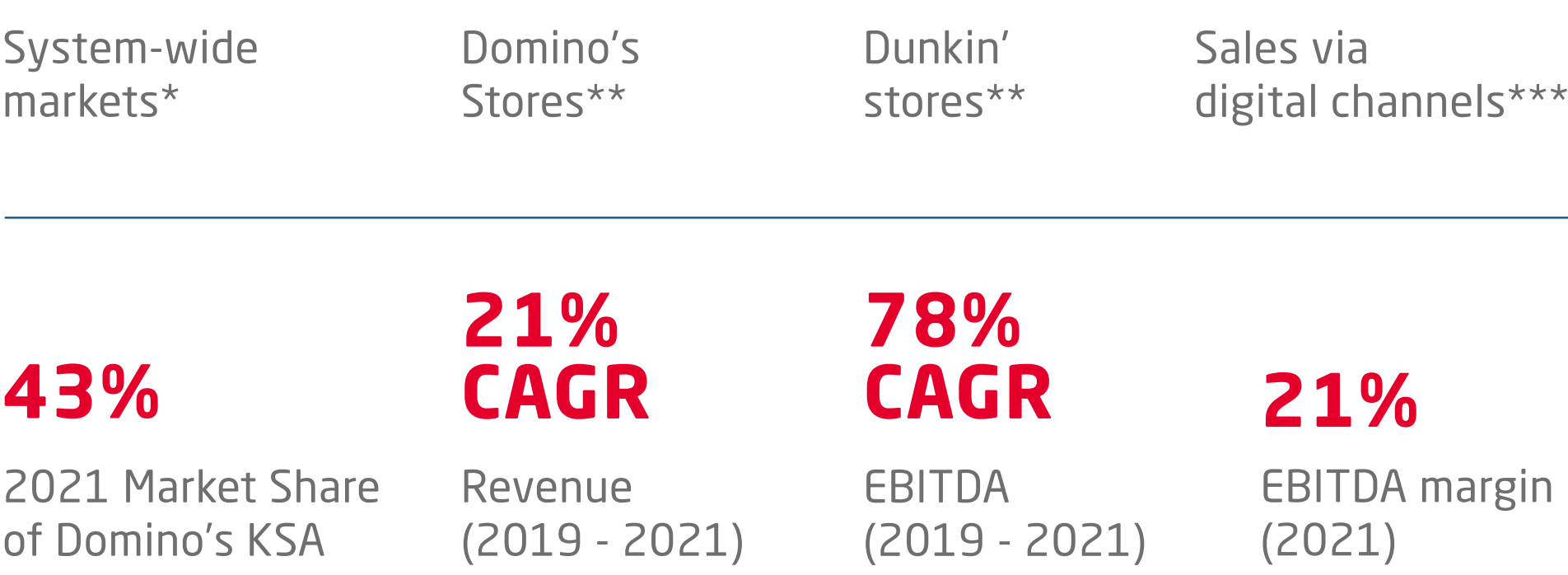


Notes: ¹ Remaining 57.1% stake owned by Abdulaziz Al Jammaz and others ² Total Domino’s and Dunkin’ stores combined including Corporate, JV and Sub-Franchisees



A LEADING PLAYER IN THE SECTOR WITH GLOBALLY RECOGNIZED BRANDS, AN INTEGRATED BUSINESS MODEL SUPPORTED BY WELL-INVESTED TECHNOLOGY PLATFORMS, AND A SCALABLE PLATFORM WITH MULTIPLE AVENUES FOR GROWTH

FINANCIALS



OUTPERFORMING COMPETITORS WITH QUALITY AS THE LEADER IN SAUDI ARABIA’S CHAIN PIZZA MARKET

