



Investor Presentation

H1 2022 Financial Results



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SR **526.9** million
Revenue

UP
 +**31.2%**

*Compared to the results of the same period last year
*All numbers are as on 1H 2022



+ **31.2%**
Growth in sales

Sales growth driven by 22%
growth in same-store sales
(organic)

in addition to the opening of new stores.

*All numbers are as on 1H 2022



SR **66.8** million
Net Income

UP
 +**9.8%**

*Compared to the results of the same period last year
*All numbers are as on 1H 2022



600
Group Stores

33 New Stores
During H1 2022

*All numbers are as on 1H 2022



450
Corporate Stores

23 New Stores
During H1 2022

*All numbers are as on 1H 2022



SR **43** million
Dividend Distribution
on the first half of 2022
SAR (1.69 per share)

*All numbers are as on 1H 2022

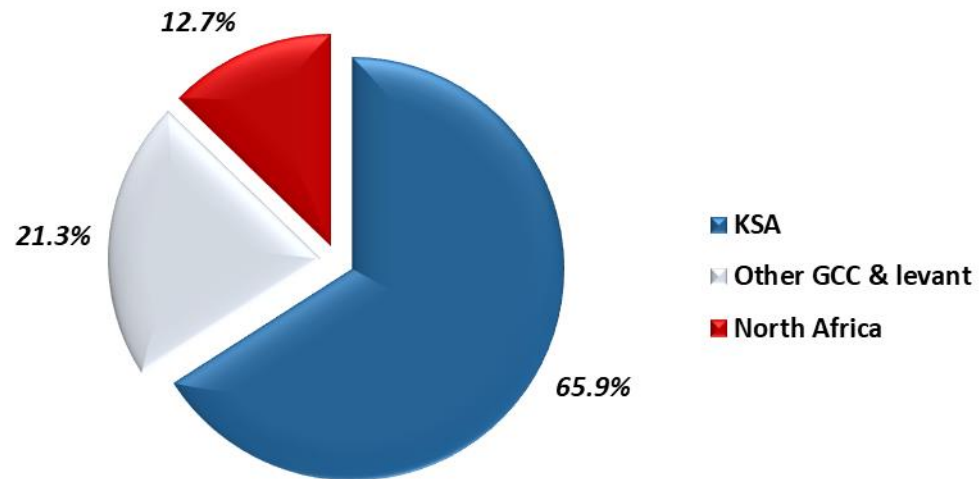
SAR millions	H1 2021	H1 2022	Change %
Revenue	401.7	526.9	31.2%
Cost of sales	(259.3)	(342.7)	32.2%
<i>% of Sales</i>	-64.6%	-65.0%	0.5
Gross profit	142.4	184.2	29.4%
<i>% of Sales</i>	35.4%	35.0%	0.5
Selling and distribution expenses	(37.4)	(53.1)	41.7%
<i>% of Sales</i>	-9.3%	-10.1%	0.7
Administrative expenses	(41.5)	(58.9)	42.1%
<i>% of Sales</i>	-10.3%	-11.2%	0.9
Other income	11.9	9.7	-18.9%
<i>% of Sales</i>	3.0%	1.8%	1.1
Impairment loss on trade and other receivables	(1.5)	0.0	-100.0%
<i>% of Sales</i>	-0.4%	0.0%	-0.4
Operating profit	73.9	81.9	10.9%
<i>% of Sales</i>	18.4%	15.5%	2.8
Finance costs and bank charges	(7.7)	(9.0)	18.1%
<i>% of Sales</i>	-1.9%	-1.7%	-0.2
Share of losses of equity-accounted investee	(0.4)	0.0	-102.8%
<i>% of Sales</i>	-0.1%	0.0%	-0.1
Profit before zakat and tax	65.8	72.9	10.8%
<i>% of Sales</i>	16.4%	13.8%	2.5
Zakat and income tax	(4.9)	(6.1)	22.8%
<i>% of Sales</i>	-1.2%	-1.1%	-0.1
Profit for the period	60.9	66.8	9.8%
	15.2%	12.7%	2.5

Revenue

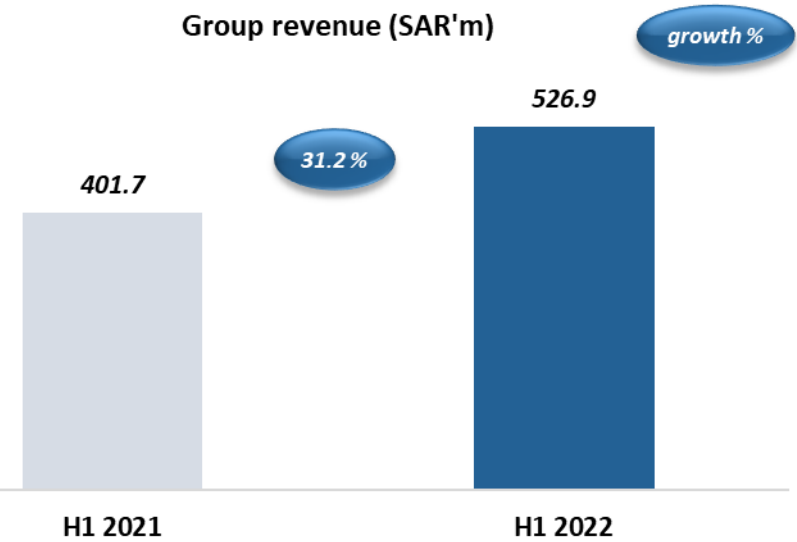
SAR millions	H1 2021	H1 2022	Change %
KSA	281.0	347.5	23.6%
Other GCC & levant	79.5	112.4	41.4%
North Africa	41.1	67.1	63.0%
Group	401.7	526.9	31.2%

Same-store growth H1 2022 = 22%

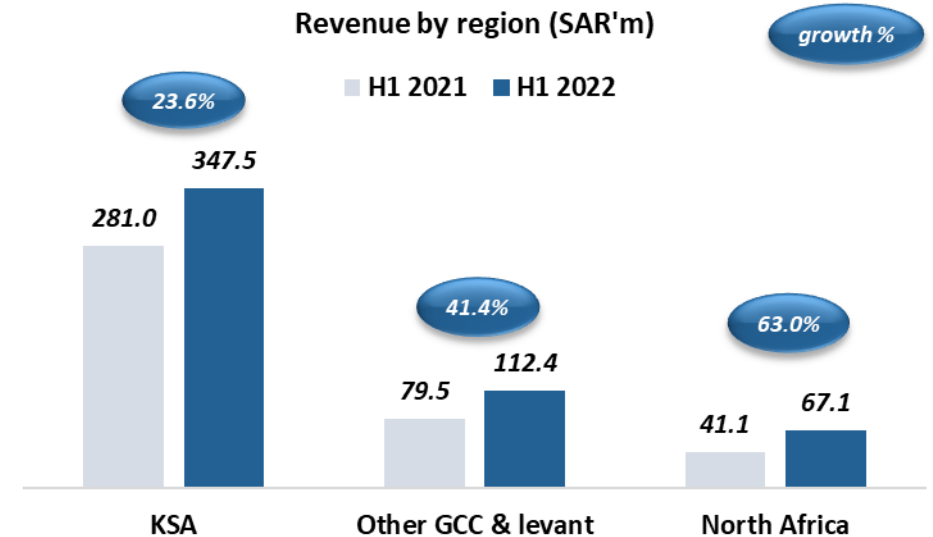
H1 2022, group sales by region (SAR'm)



Group revenue (SAR'm)



Revenue by region (SAR'm)

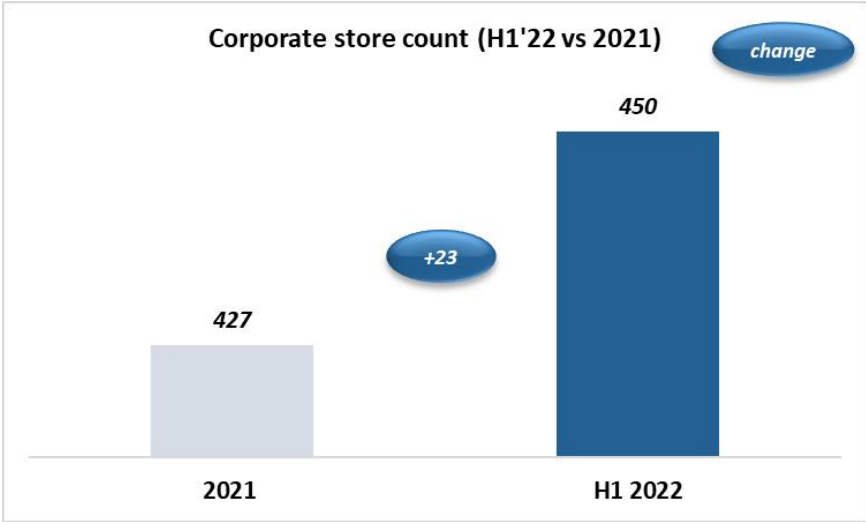
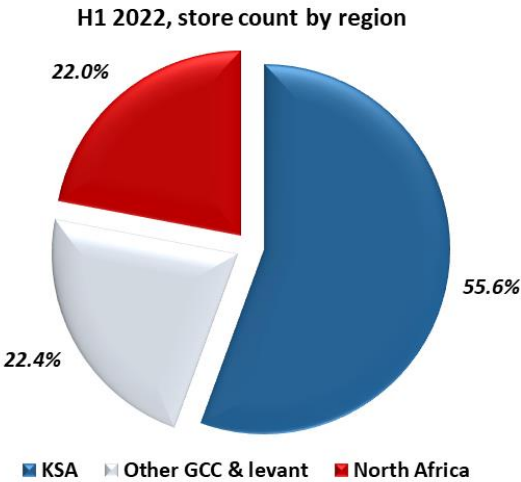
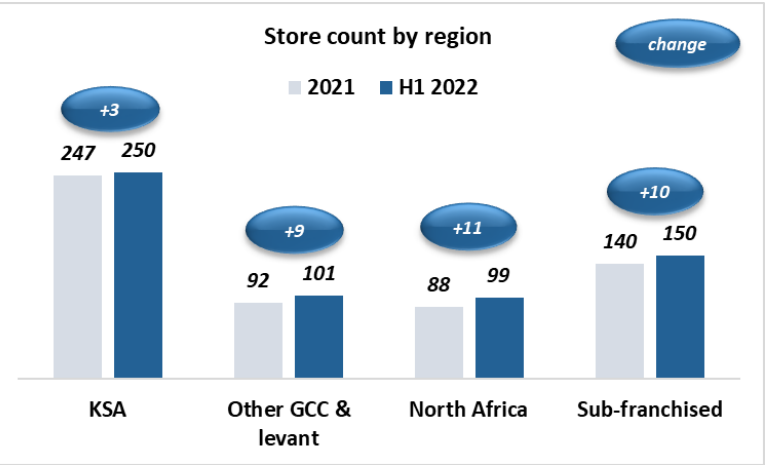


Store Count

	H1 2021	H1 2022	Change
KSA	244	250	6
Other GCC & levant	84	101	17
North Africa	75	99	24
Subtotal corporate store count	403	450	47
Sub-franchised	124	150	26
Grand total group store count	527	600	73

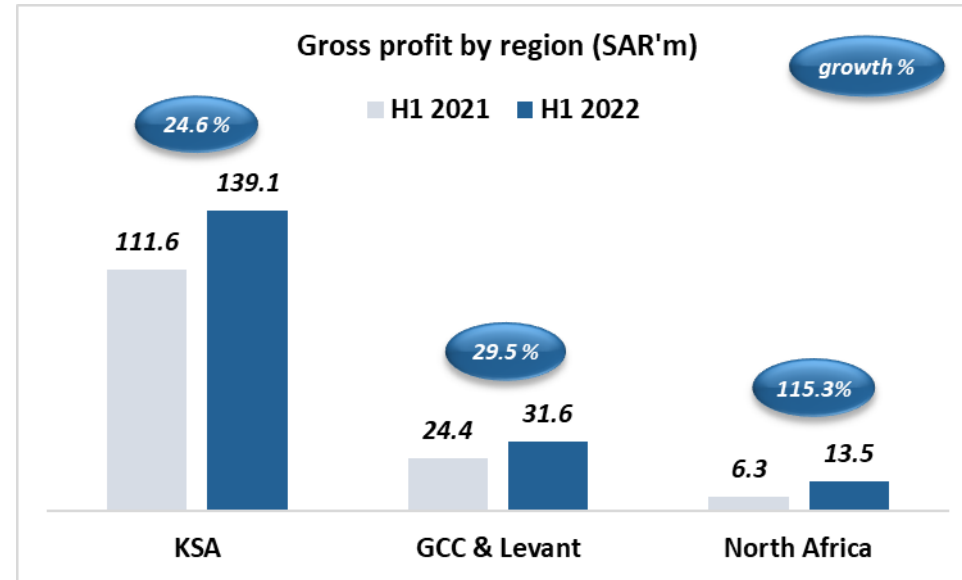
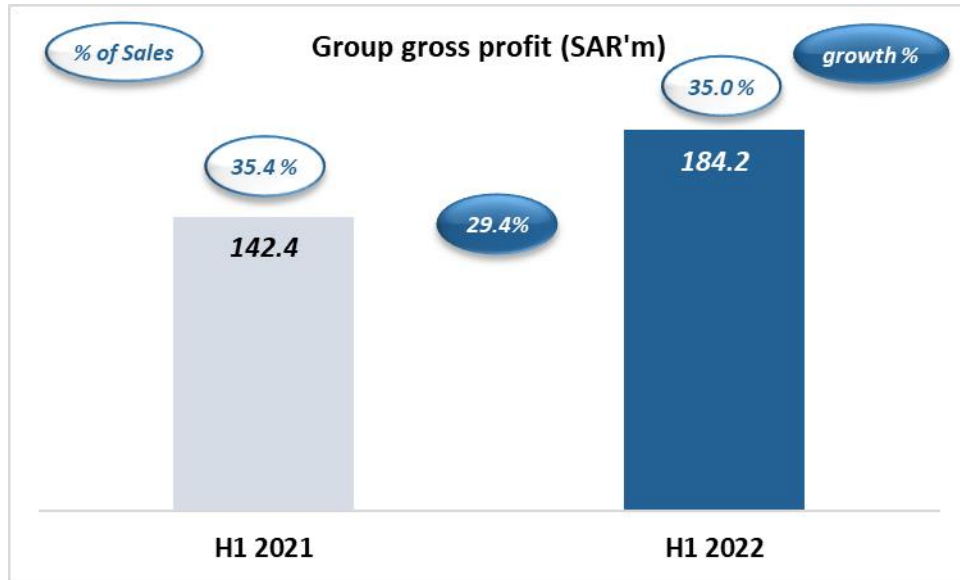
Store Count

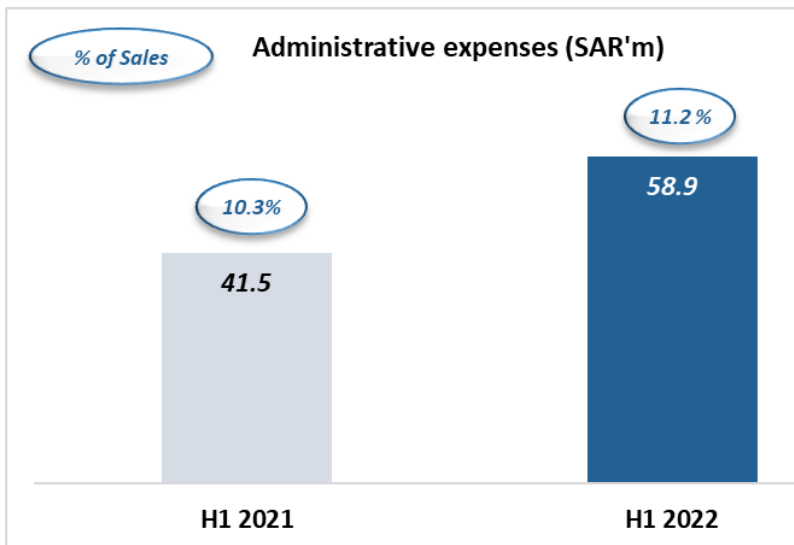
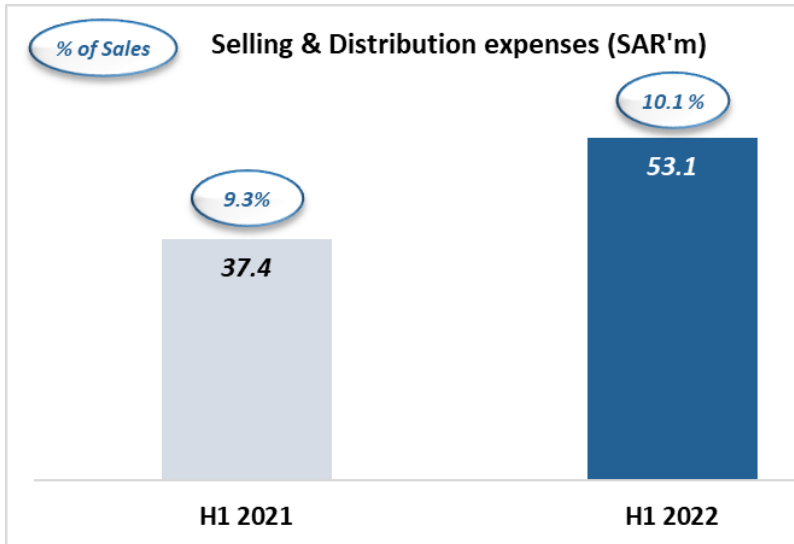
	2021	H1 2022	Change
KSA	247	250	3
Other GCC & levant	92	101	9
North Africa	88	99	11
Subtotal corporate store count	427	450	23
Sub-franchised	140	150	10
Grand total group store count	567	600	33



Gross profit

SAR millions	H1 2021	H1 2022	Change %
KSA	111.6	139.1	24.6%
GCC & Levant	24.4	31.6	29.5%
North Africa	6.3	13.5	115.3%
Group	142.4	184.2	29.4%





Selling and distribution expenses increased by SAR15.7 (+41.7%), 0.8 pts increase as a % of sales.

Main components of the increase are:

- Aggregators commission increased by around SAR10m (+1.5 pts as % of sales), mainly driven by the growth in aggregator sales, expected to normalize through enhancing customer experience on our own online app.
- Marketing expenses increased by around SAR2.5m, efficiently supporting the sales growth.
- Storage costs increased by around SAR0.7m along with the increase in the required stock levels to accommodate business growth.
- Depreciation incremental costs amounting to SAR1m related to delivery vehicles.

Administrative expenses increased by SAR17.4m (+42%), 0.9 pts increase as % of sales.

The increase includes both incremental costs and non-recurring items.

Main non-recurring costs:

- Travel expenses incremental costs amounting to SAR1.8m, mainly related to DPI events (world-wide rally, around SAR0.8m) and other non-recurring business travel within the group markets.
- Donation to Ehsan national charity platform amounting to SAR1m.
- Training and corporate events incremental cost amounting to SAR0.8m.
- Recruitment and corporate governance requirements incremental costs amounting to SAR0.7m
- EXPO-related cost amounting to SAR0.6m.

Other main incremental costs:

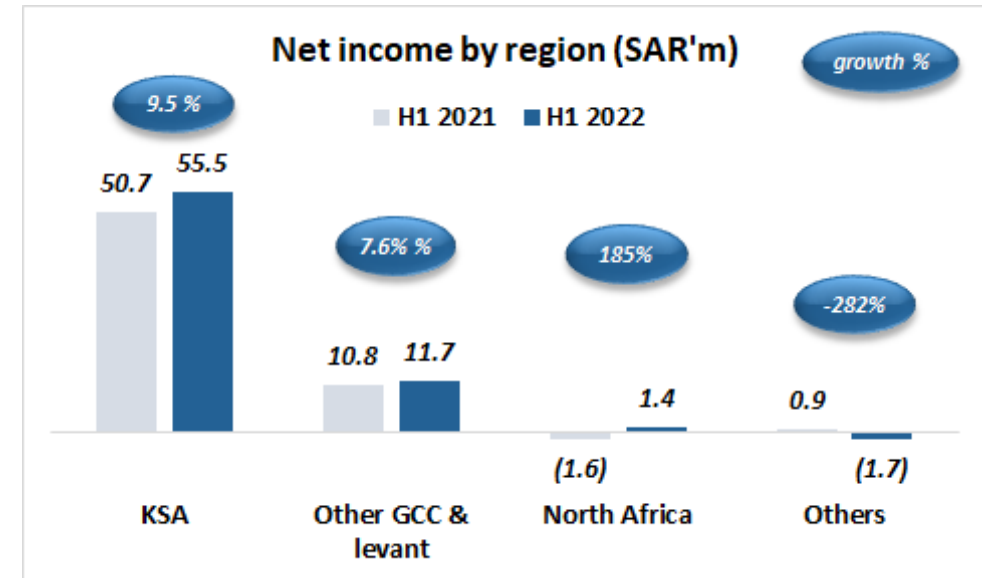
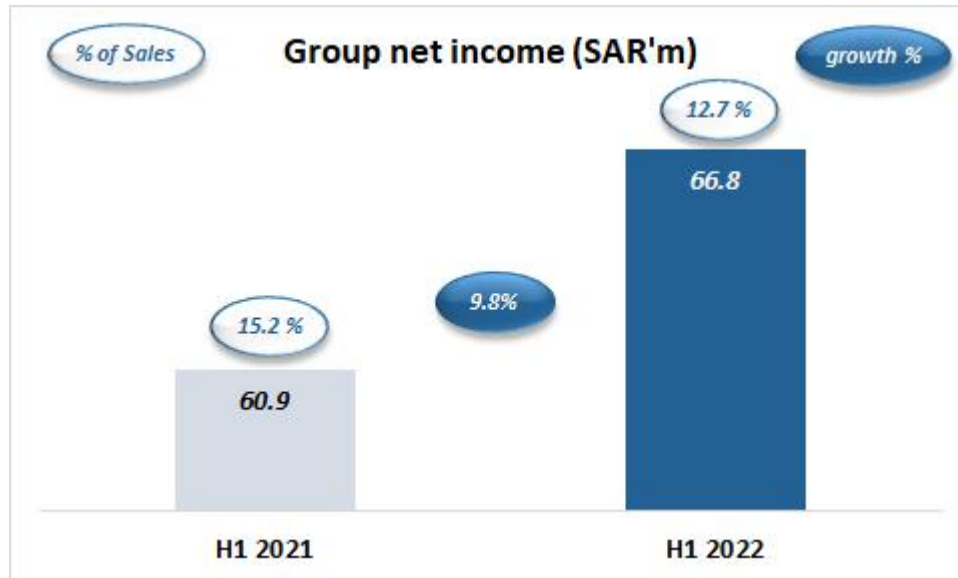
- Labor incremental cost amounting to around SAR8m, due to new hirings, annual salary increment, and other benefits/retention programs provided to management employees including the long-term incentive plan (SAR0.5m).
- Depreciation incremental costs amounting to SAR0.6m related to head office leasehold improvements and other assets.

Other income declined due to currency exchange losses from Egypt and Lebanon amounting to around SAR2m.

Total non-recurring expenses amounts to SAR 5m.

Net Income

SAR millions	H1 2021	H1 2022	Change %
KSA	50.7	55.5	9.5%
Other GCC & levant	10.8	11.7	7.6%
North Africa	(1.6)	1.4	184.9%
Others	0.9	(1.7)	-281.5%
Group	60.9	66.8	9.8%



SAR millions	31-Dec-21	30-Jun-22	Change %
Net working capital			
Inventory	50.8	59.5	17.1%
Accounts receivable & others	71.2	80.0	12.4%
Accounts payable & others	(116.5)	(129.7)	11.3%
Related parties	22.7	(2.0)	-108.9%
Zakat & taxes	(6.9)	(2.0)	-70.8%
Net working capital	21.3	5.8	-73.0%
Net cash			
Cash	190.6	204.5	7.3%
Debt	(4.8)	(4.7)	-3.5%
Net cash	185.7	199.9	7.6%
Non-current assets			
Property and equipment	163.0	172.5	5.8%
Right of use assets	211.7	202.3	-4.5%
Goodwill	24.8	22.3	-9.8%
Others	9.0	11.8	30.7%
Non-current assets	408.5	408.9	0.1%
Non-current liabilities			
Lease liability	(227.0)	(221.7)	-2.3%
Employee benefits	(48.2)	(47.6)	-1.2%
Non-current liabilities	(275.2)	(269.3)	-2.1%
Equity			
Equity	340.4	345.3	1.4%
Share capital	255.0	255.0	0.0%
Treasury shares	(3.0)	(3.0)	0.0%
Statutory reserve	14.2	14.2	0.0%
Retained earnings	80.1	90.7	13.3%
Foreign exchange translation reserve	(5.6)	(11.0)	94.4%
Non-controlling interest	(0.3)	(0.7)	142.5%

- Trade net working capital (Inv, AR, AP) is almost stable, with a manageable increase in inventory levels aimed at securing sufficient stock to accommodate growth in sales, and benefiting from higher volume supplier orders.
- Related party balances hugely declined mainly as a result of the partial settlement of 2021 dividends.
- Cash improved in June 2022 driven by doubling cash inflow from operating activities, which is partially offset by capex related to new stores opening, and the partial payment of 2021 dividends. The cash balance includes the IPO costs paid until Jun 2022, which were all reimbursed from the IPO proceeds in Aug.
- Alamar is debt-free except for the loan taken in Morocco comprising an immaterial portion of the group cash balance.
- Property and equipment increased along with the opening of new stores.
- Goodwill is related to the acquisition of Morocco in 2020, and it is subject to periodic currency revaluation.
- Retained earning increased reflecting H1 2022 net profit and a reduction from 2021 dividends declaration amounting to SAR68m.

THANK YOU

