



EARNINGS PRESENTATION

Q1 2025

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KEY MESSAGES

01. LEGACY OF GROWTH AND EXPANSION

02. SUSTAINABLE AND SOCIAL RESPONSIBILITY

03. COMPANY ORGANIZATIONAL STRUCTURE

04. OPERATIONAL INDICATION & REVENUE HIGHLIGHTS

05. FINANCIAL HIGHLIGHTS & PERFORMANCE

06. MARKETING CAMPAIGNS

SEVEN DECADES OF TRUST, TRANSFORMATION, AND INNOVATION

RETAIL MARKET ENTRY

- **1990:** First store in Riyadh
- **2007:** Focusing on retail & Suspension of wholesale trade

REGIONAL & DIGITAL EXPANSION

- **2018:** First store in Kuwait
- **2018:** Launching the online sales platform
- **2019:** Expanding the factory's production capacity to 50,000 units/day
- **2021:** First store in UAE
- **2022:** First store in Bahrain

1956 - 1982

1990 - 2007

2010 - 2012

2018 - 2022

2022 - 2024

FOUNDATION & EARLY GROWTH

- **1956:** launching wholesale of oud and saffron
- **1982:** Al Majed Oud sole proprietorship establishment

CORPORATE AND MANUFACTURING EVOLUTION

- **2010:** Transition into a limited liability company
- **2012:** Riyadh Factory capacity of 5,000 units per day

PUBLIC OFFERING & MARKET LEADERSHIP

- **2022:** Khaltah perfumes company CAPEX Buyout for 41 stores
- **2023:** Transformation into a closed joint-stock company
- **2023:** First store in Oman
- **2024:** Public Listing on Tadawul
- **2024:** Qatar Market Entry

SPREADING HOPE AND SUPPORT: Q1 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS

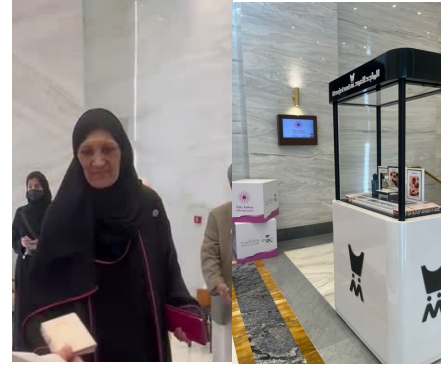
From Health Awareness to Humanitarian Aid — Making a Meaningful Impact

Sponsorship of Kiswah Charity Association



Distribution of perfumes from Al-Majed for Oud to underprivileged families during their visit to the charity bazaar organized by the association — a thoughtful initiative aimed at bringing joy and helping families prepare for Eid.

Sponsorship of Zahra Association



Support was provided through the distribution of gifts to guests after the conclusion of the support session. Al-Majed for Oud's cart was present at the closing ceremony, attended by Princess Hifa, to perfume the venue with incense, showcase new products, and distribute samples to attendees.

Sponsorship of Maknoon Association



This included sponsoring the closing ceremony of the 12th Annual Ramadan Quran Program (1446 AH) to honor Quran memorizers from the Aba Al-Khail Mosque memorization circles.

Sponsorship of the Thaqafiya Team



Support was provided through the distribution of gifts to guests after the conclusion of the support session. Al-Majed for Oud's cart was present at the closing ceremony, attended by Princess Hifa, to perfume the venue with incense, showcase new products, and distribute samples to attendees.

SPREADING HOPE AND SUPPORT: Q1 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS

From Health Awareness to Humanitarian Aid — Making a Meaningful Impact

Cancer Survivors Care Association



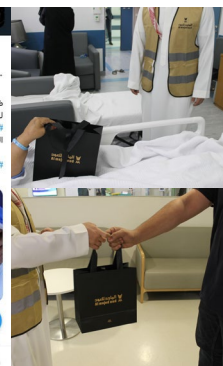
The association distributed perfumes from "Al Majid Al Oud" to cancer survivors during their visit to Mecca for Umrah, in a beautiful gesture aimed at uplifting their spirits after their healing journey.

Iftar Initiative



The Iftar Initiative embodies the spirit of solidarity and compassion during the blessed month of Ramadan. Over 1,000 Iftar meals were distributed in various regions of the Kingdom (Riyadh, Mecca, Jeddah, and Abha), as an effort to share rewards and reinforce the values of giving and cooperation in the community.

Hospital Visits and Gift Distribution to Inpatients



Gifts were presented to inpatients in various hospitals (Prince Mohammed bin Abdulaziz Hospital, King Khalid University Hospital, King Abdulaziz University Hospital, Saudi German Hospital, and King Fahd Hospital in Jeddah), as part of an initiative to bring joy and uplift their spirits.

THE COMPETITIVE ADVANTAGES DRIVING AL MAJID OUD'S GROWTH

GROWTH POTENTIAL IN A PROMISING MARKET

Ability to capitalize on market growth, offering investment and expansion prospects

SOLID FINANCIAL POSITION

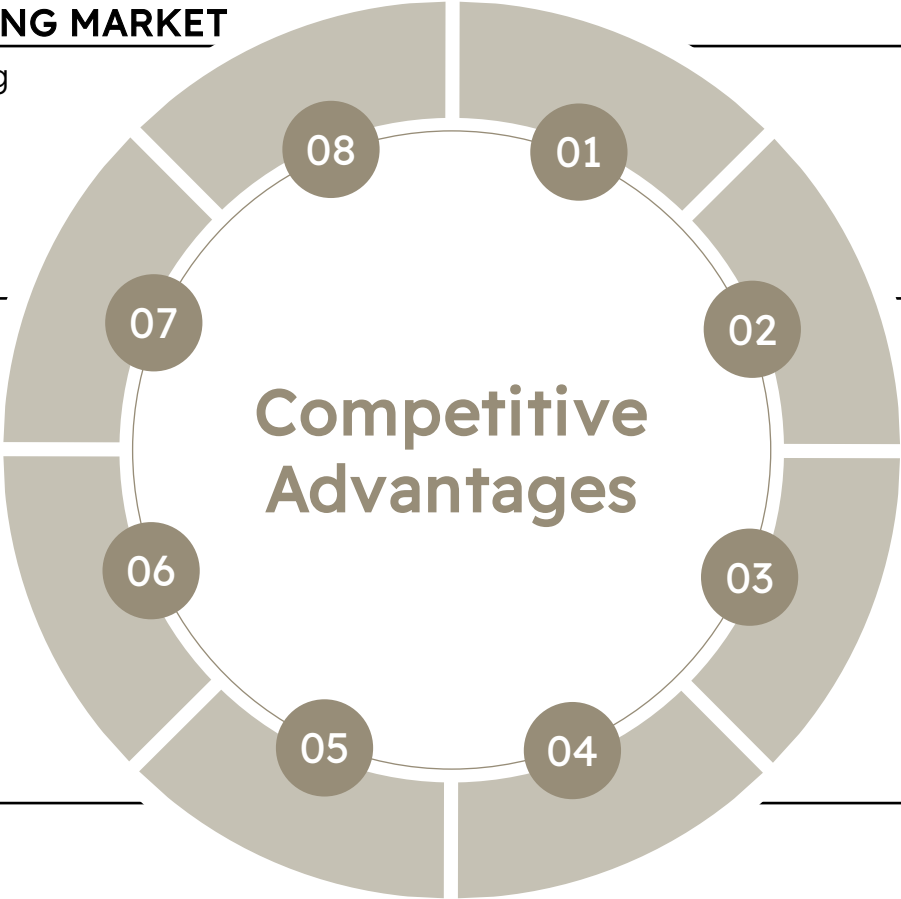
Integrated growth strategy resulting in financial stability and investor confidence

INSPIRING LEADERSHIP & MANAGEMENT

Experienced team driving strategic execution and achieving goals

STRATEGIC PARTNERSHIPS & QUALITY ASSURANCE

Strong supplier relationships ensuring consistent product excellence and market competitiveness



INNOVATIVE & EXPERTISE

Proven track record in creating premium aromatic formulations, establishing a strong industry presence

TRUSTED BRAND

High customer trust and loyalty driven by quality and reputation

UNIQUE PRODUCT VARIETY

Wide range of products catering to varied tastes, fostering high customer retention

INTEGRATED SALES MODEL

Extensive physical and digital sales network for convenient customer access

AL MAJID OUD'S MARK OF QUALITY EXCELLENCE



Good Manufacturing Practices Certification: To ensure continuous production in accordance with international quality standards



ISO 9001 Certification: To ensure quality management and improve production processes, helping meet customer expectations for high-quality products



The factory adheres to strict regulatory standards, including those of the Saudi Food and Drug Authority (SFDA).

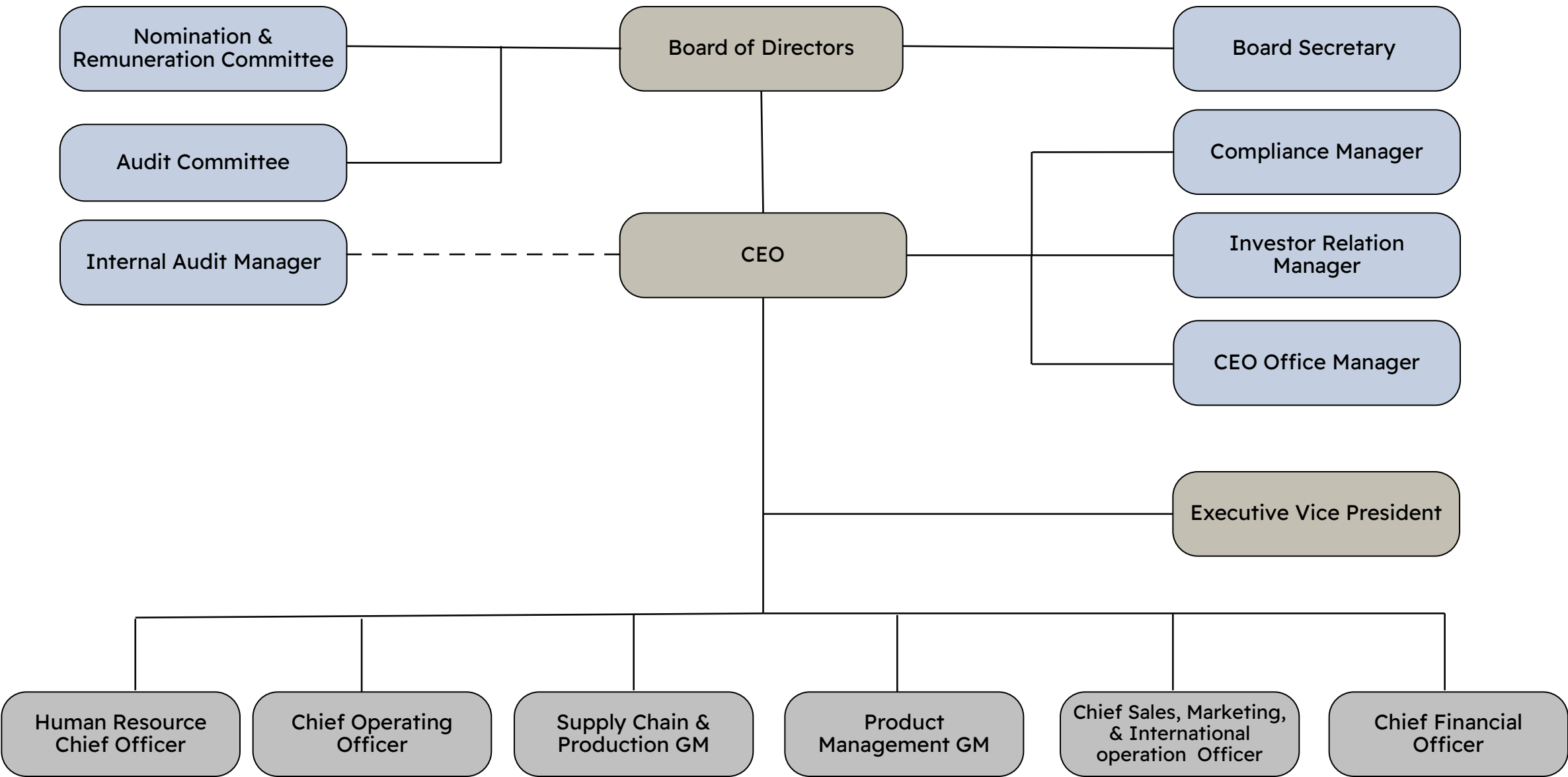


The factory adheres to strict regulatory standards, including those of the National Center for Environmental Compliance (NCEC).



Emirates Quality Management System (EQM) Certification: A conformity mark for products that adhere to regional and international standards, confirming the implementation of an effective quality management system at the factory

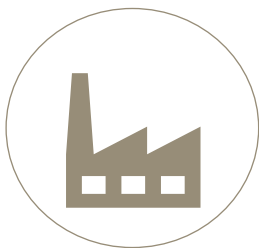
COMPANY ORGANIZATIONAL STRUCTURE



KEY OPERATIONAL INDICATORS



687 HIGH-QUALITY
PRODUCTS



50,000 UNITS DAILY
PRODUCTION CAPACITY
AT OUR FACTORY



70% FACTORY UTILIZATION
RATE (OF TOTAL PRODUCTION
CAPACITY)

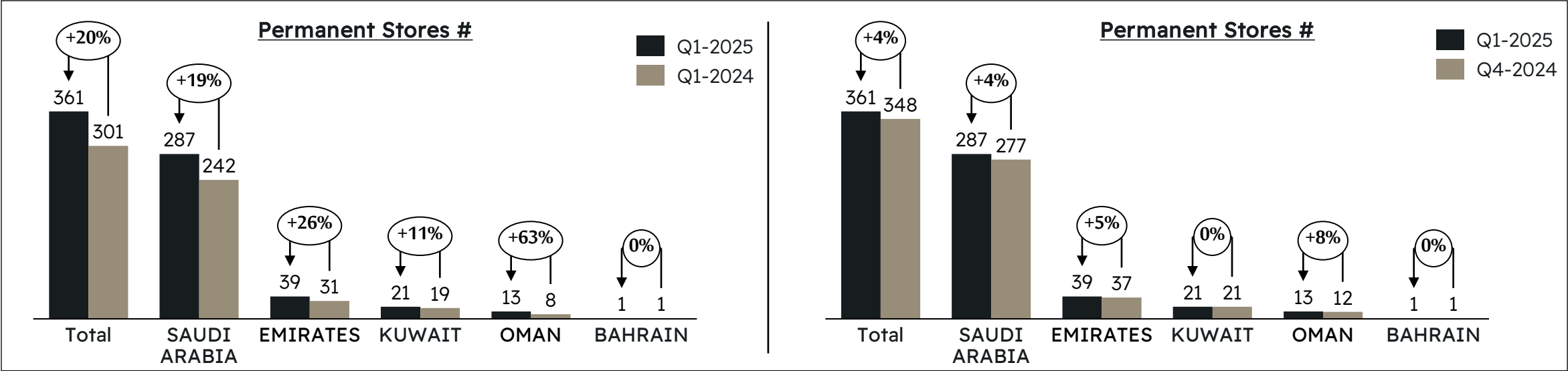


134 BRANDS WITHIN
AL MAJED PERFUMES
PORTFOLIO



361 STORES AND
PLATFORMS ACROSS KSA
AND THE GULF REGION

THE EXPANSION OF OUR BRANCHES AND SALES CHANNELS SAW A 20% GROWTH QOQ

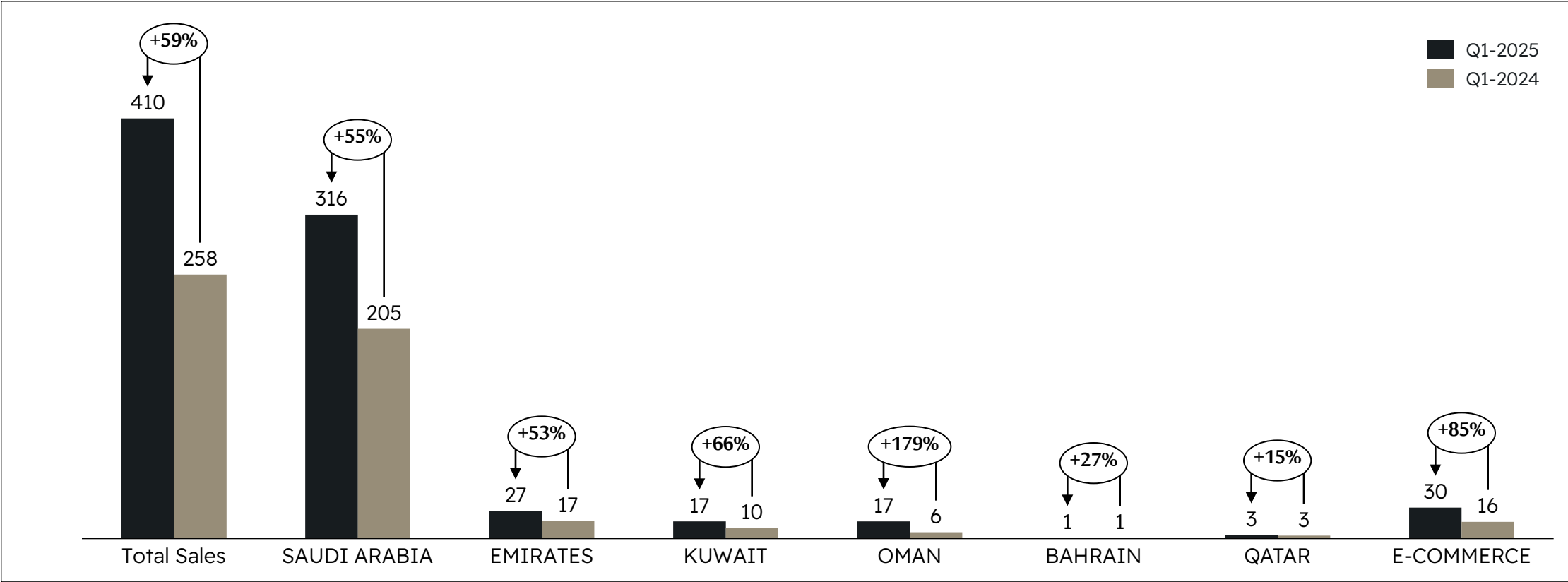


Sales LFL Q1 (2025 vs 2024)				
Country	Stores#	Q1 2024	Q1 2025	Growth
Saudi Arab	242	195	279	43%
UAE	31	13	19	46%
Bahrain	1	1	1	27%
Kuwait	19	8	13	60%
Oman	8	6	12	98%
Total	301	223	323	45%

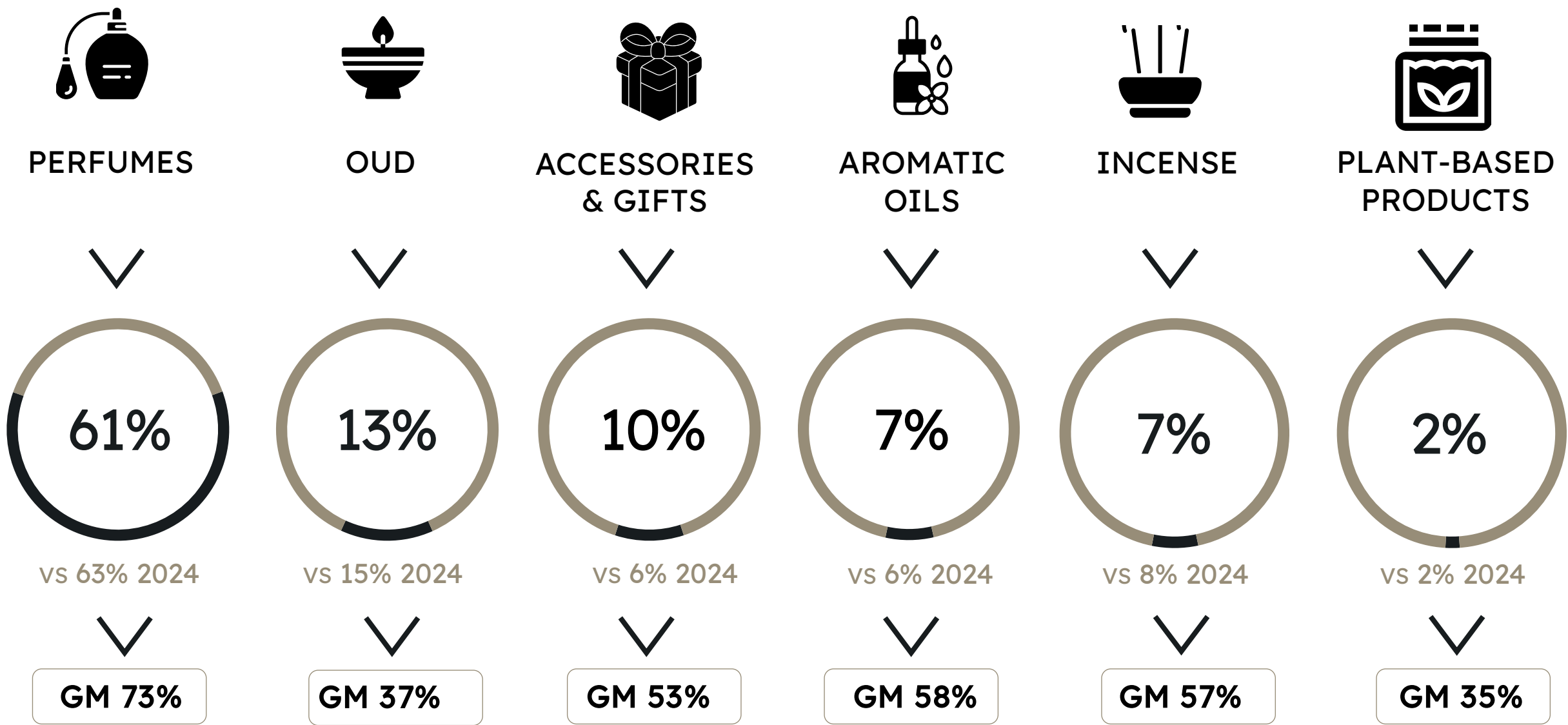
- In **2025**, the Ramadan season spanned from **6 February to 30 March 2025**, falling entirely within the first quarter (Q1) of the year.
- In **2024**, it extended from **22 February to 9 April 2024**, with the last **9** days falling in **Q2** which represented **118M** of sales.

ROBUST RAMADAN SEASON DROVE REVENUE GROWTH, RISING 59% QoQ

Strong first-quarter growth driven by successful launch of new products, new store openings, e-commerce sales growth, and full Ramadan season overlap



SALES % BY CATEGORY – Q1 2025



FINANCIAL HIGHLIGHTS - Q1 2025

REVENUE



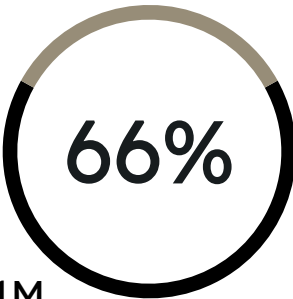
2025A - Q1



GROSS PROFIT



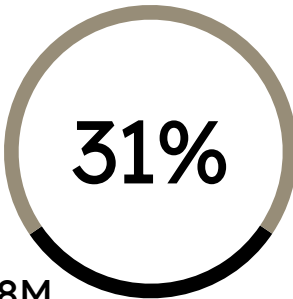
EGP 271M



EBIT



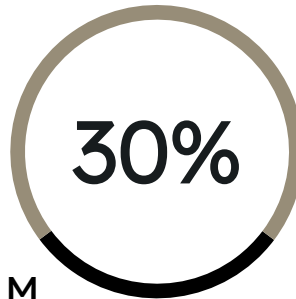
EGP 128M



NET INCOME



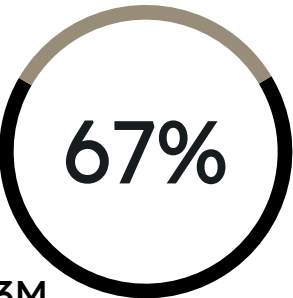
EGP 121M



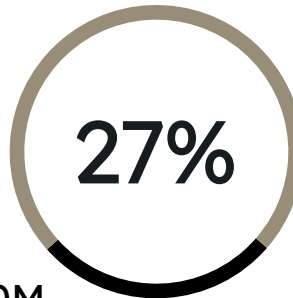
2024A - Q1



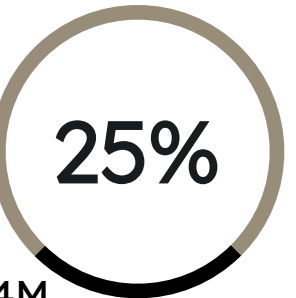
EGP 173M



EGP 70M



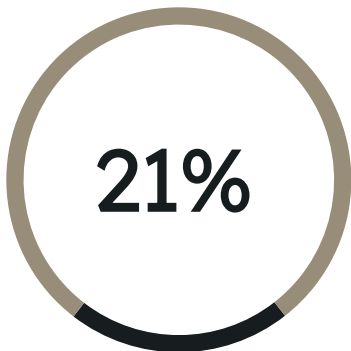
EGP 64M



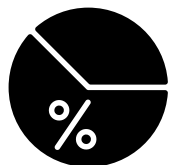
FINANCIAL RATIOS – Q1 2025 vs Q1 2024



RETURN ON
EQUITY



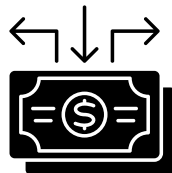
vs 13% Q1 2024



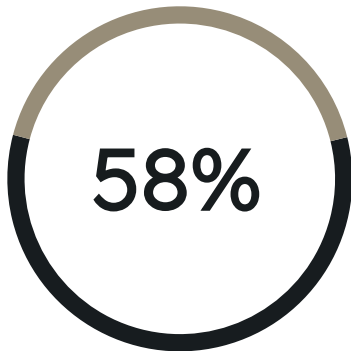
CURRENT RATIO



vs 2.5 FY 2024



FREE CASH FLOW
TO REVENUE



vs 47% Q1 2024



DAYS IN
INVENTORY



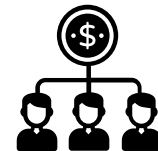
vs 348 FY 2024



DAYS IN
RECEIVABLE



vs 3 FY 2024



EARNINGS PER
SHARE (EPS)



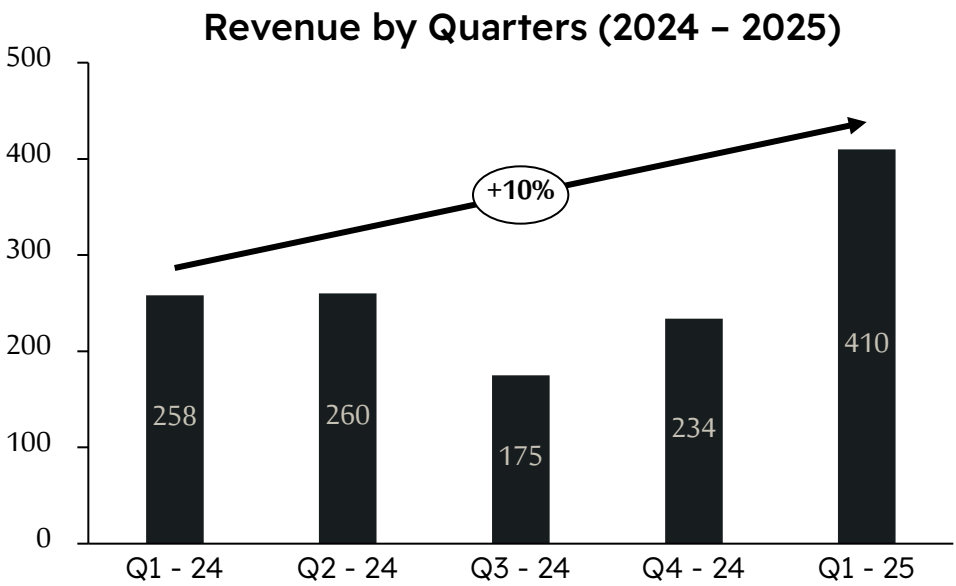
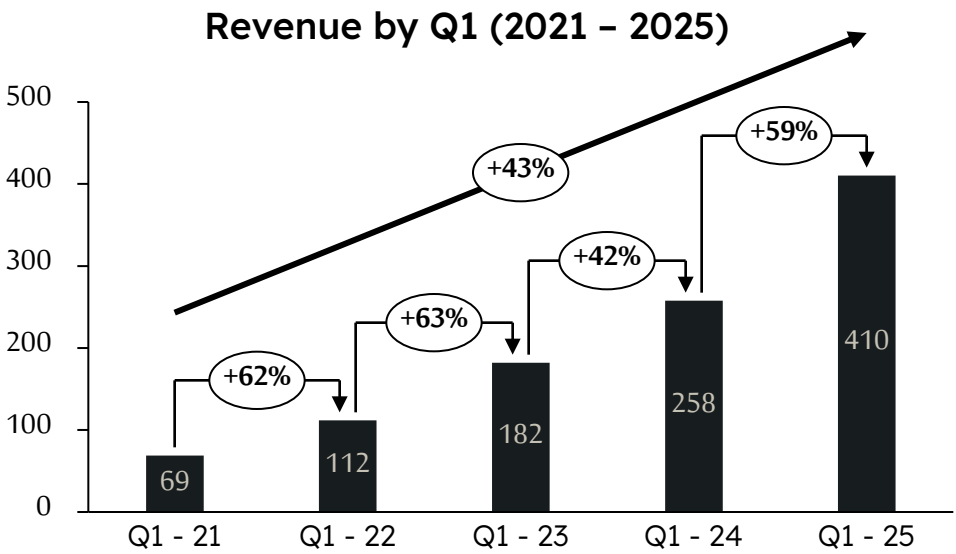
vs 2.56 Q1 2024

Q1 2025 NET INCOME SURGES 89% AS STRONG REVENUE GROWTH, OPERATIONAL EFFICIENCY, AND ROBUST RAMADAN SEASON DRIVE RECORD PROFITABILITY

DISCRIPTION	Q1 2025	% Revenue	Q1 2024	% Revenue	CHANGE
NET REVENUE	410		258		59%
COGS	139.2	34%	84.9	33%	64%
GROSS PROFIT	271	66.1%	173	67%	57%
SELLING & MARKETING EXPENSE	130.0	32%	94.0	36%	38%
GENERAL & ADMIN EXPENSE	12.6	3%	9.0	4%	39%
TOTAL OPEX	142.6	35%	103.0	40%	38%
OPERATIONAL PROFIT	128	31%	70	27%	84%
FINANCE COST	3.9	1%	3.3	1%	16%
OTHER INCOME	0.5	0%	0.0	0%	2156%
NET INCOME BEFORE TAX & ZAKAT	125	30%	66	26%	88%
TAX & ZAKAT	4.1	1%	2.3	1%	78%
NET INCOME AFTER TAX & ZAKAT	121	29%	64	25%	89%

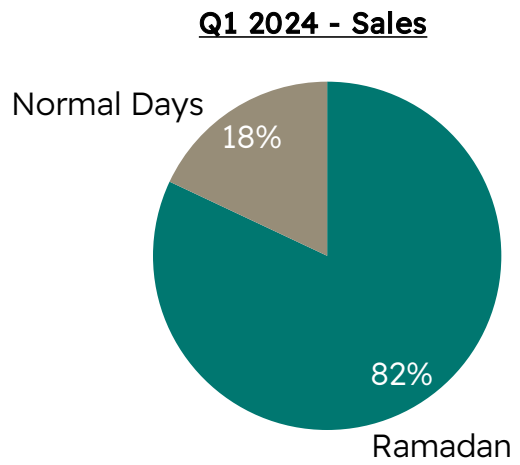
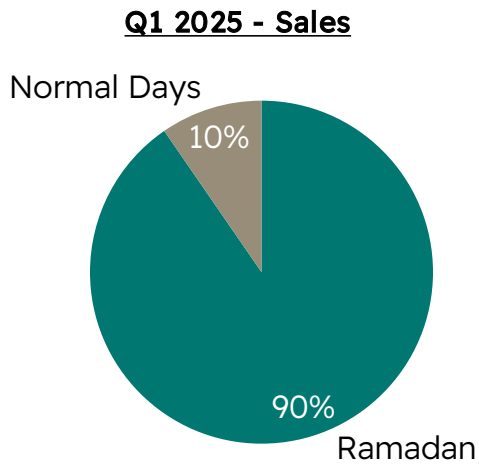
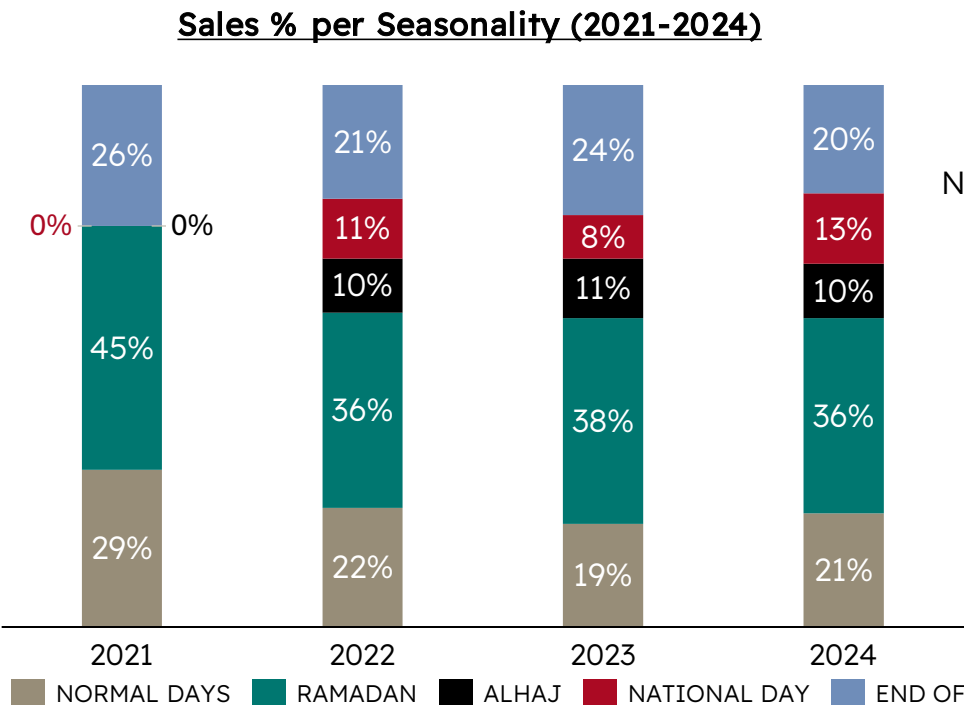
EBITDA	162	39%	98	38%	65%
EBIT	129	31%	70	27%	85%
EBT	125	30%	66	26%	88%

Ramadan leads Annual Sales, While Other Campaigns Show Consistent Contribution (2022-2024)



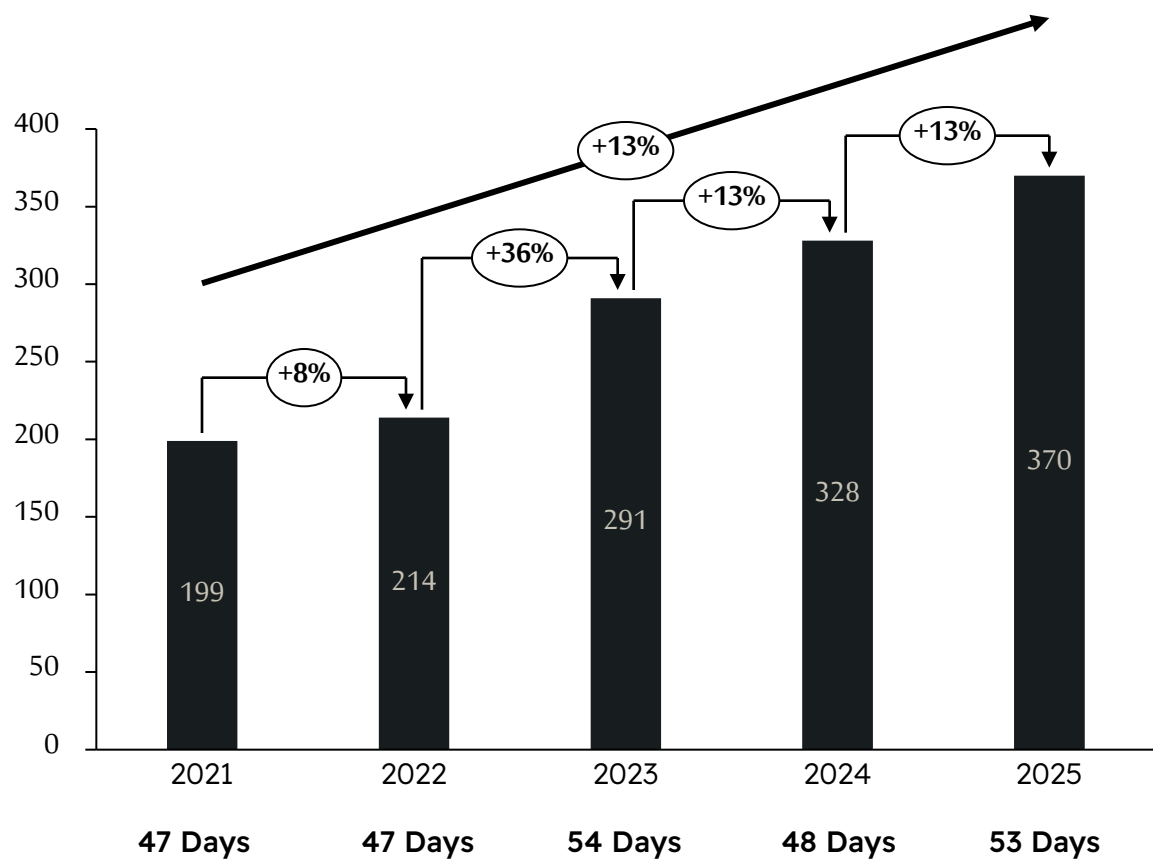
Amounts in SAR millions

- Both **Ramadan and Alhaj** campaigns have shown a **stable and consistent contribution** to overall sales from **2022 through 2024**.
- National Day and End-of-Year** campaigns **combined** contributed a **similar percentage** from **2022 to 2024**.

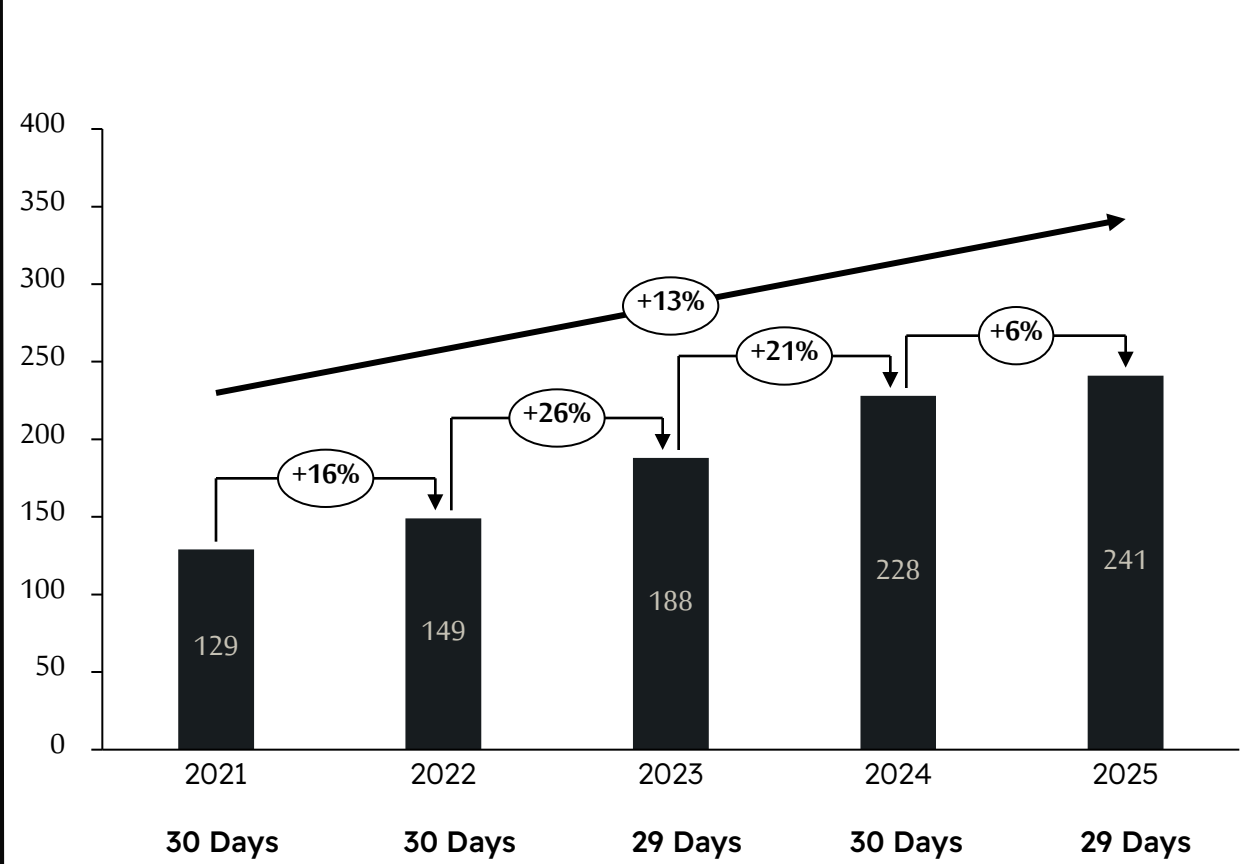


RAMADAN SEASON SALES HIT RECORD HIGH IN 2025 WITH 370M – A 5-YEAR GROWTH STREAK

Ramadan Season Sales Over Years (2021-2025)

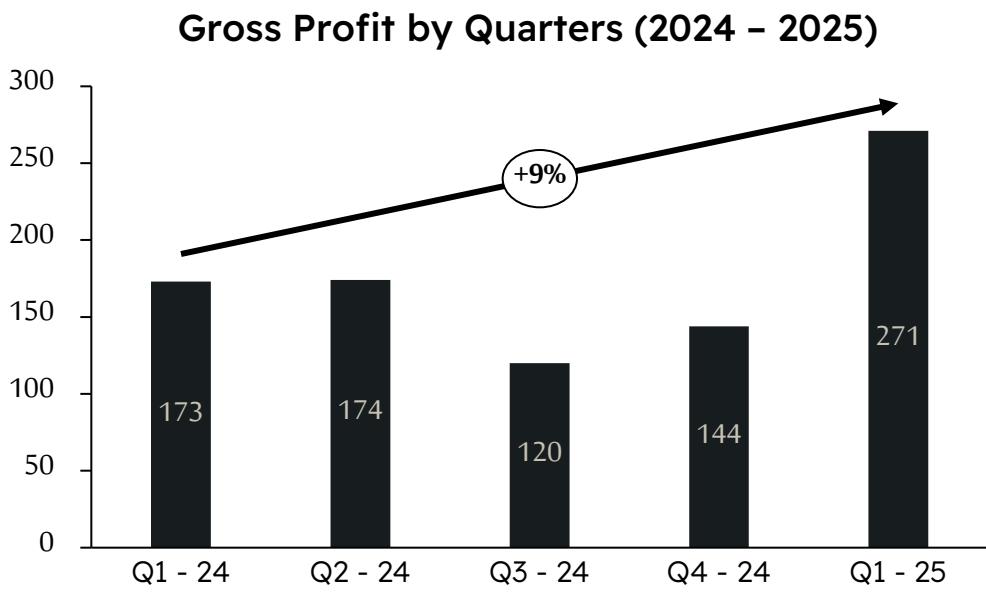
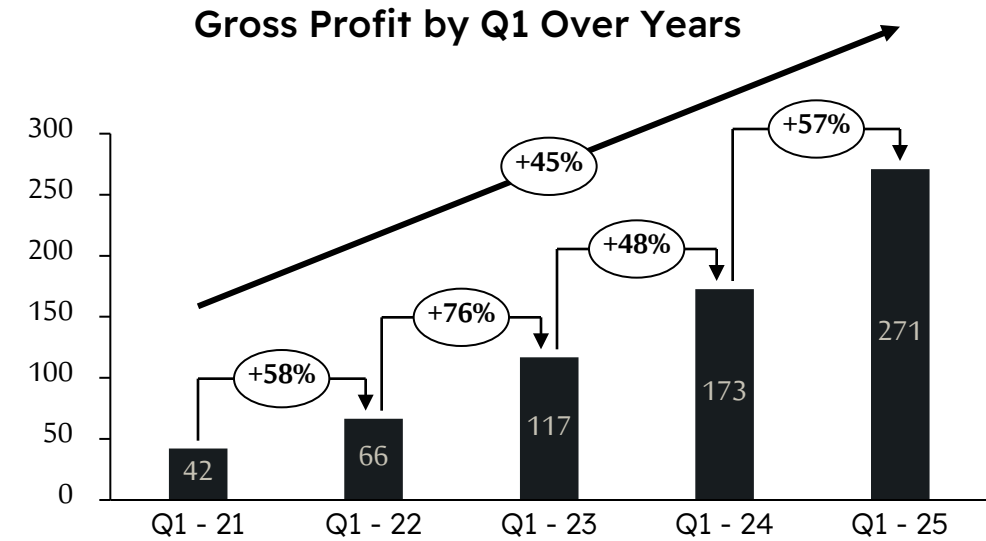


Ramadan Month Sales Over Years (2021-2025)

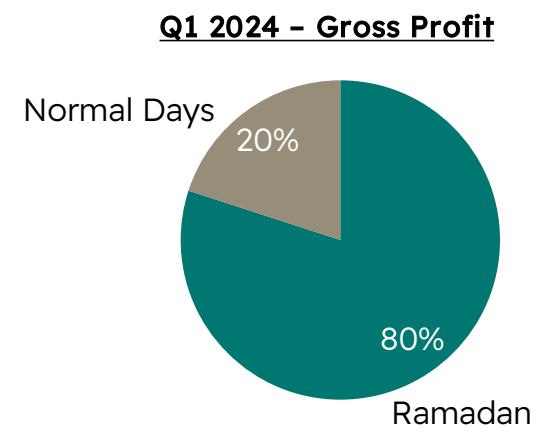
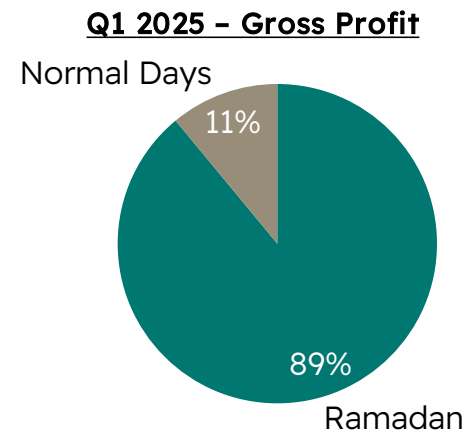
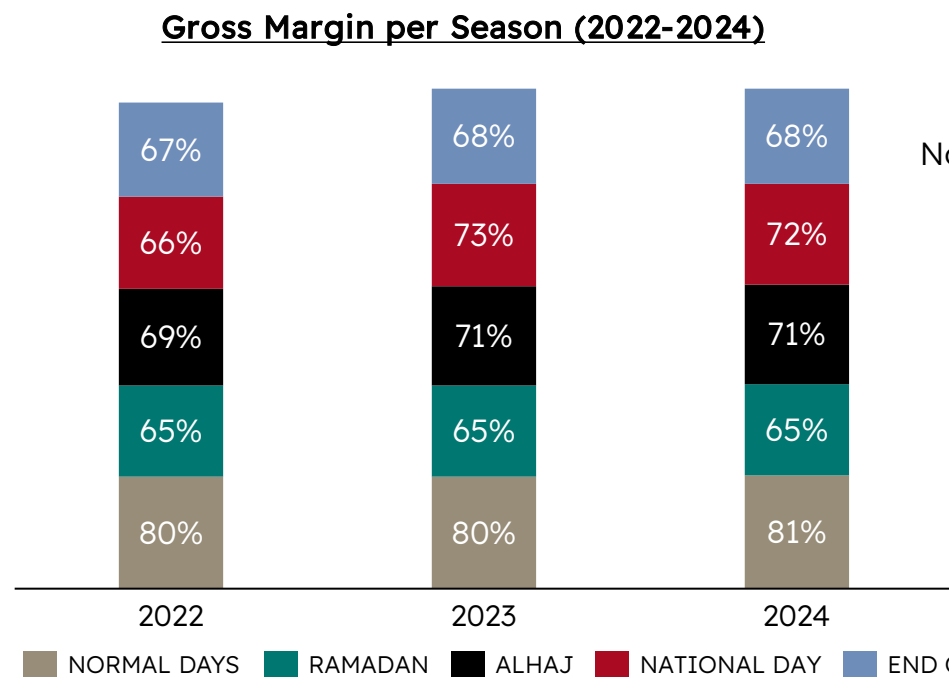


Amounts in SAR millions

GP Q1-2025 Sees 57% growth vs Q1 2024, Reinforcing Operational Strength and Seasonal Margin Stability



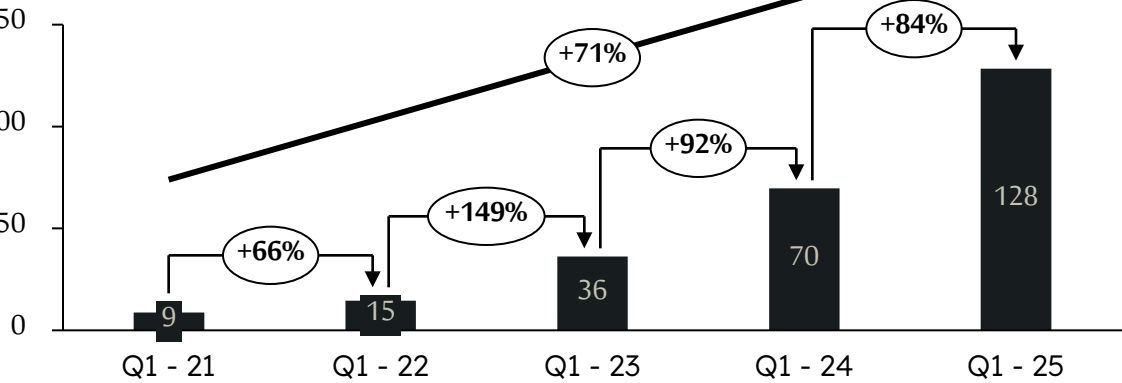
- **Normal Days margins** remained consistently strong, within the range of **80% to 81%** from 2022-2024.
- **Ramadan margins** showed steady margins at **65%** from 2022 to 2025.



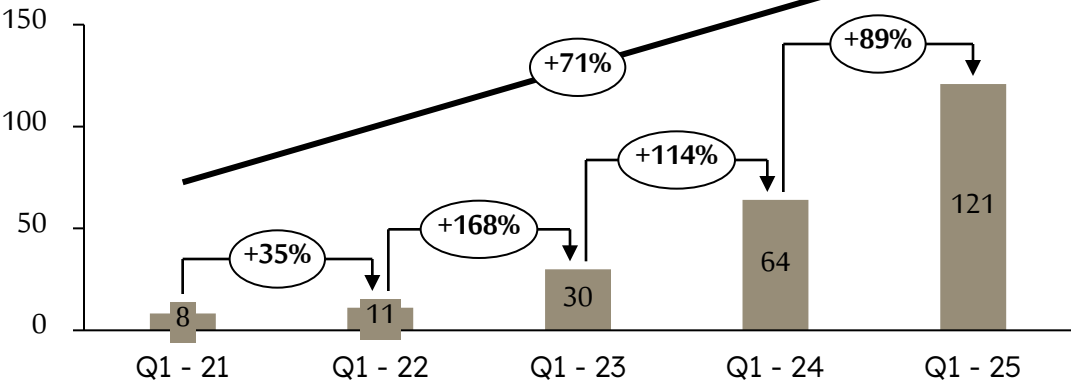
Amounts in SAR millions

PERFORMANCE SHOWED STEADY IMPROVEMENT OVER FIVE YEARS, DEMONSTRATING GROWTH DESPITE SEASONAL FLUCTUATIONS

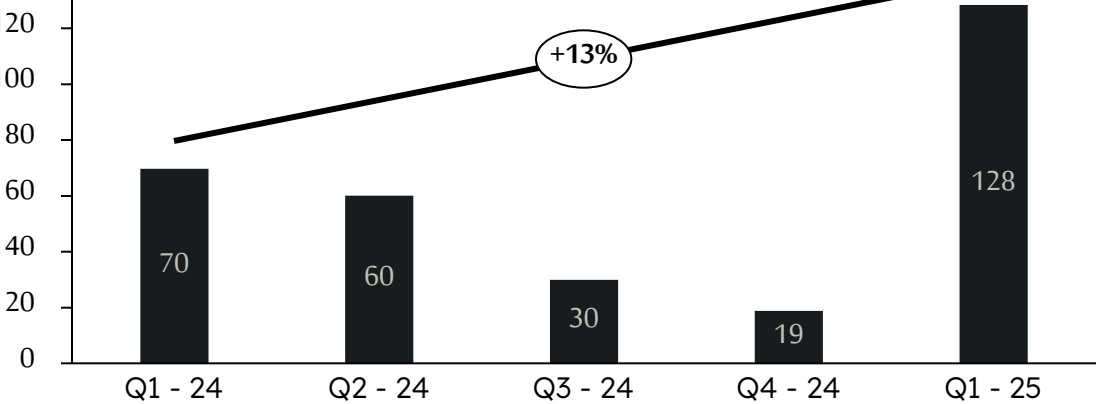
EBIT by Q1 Over Years



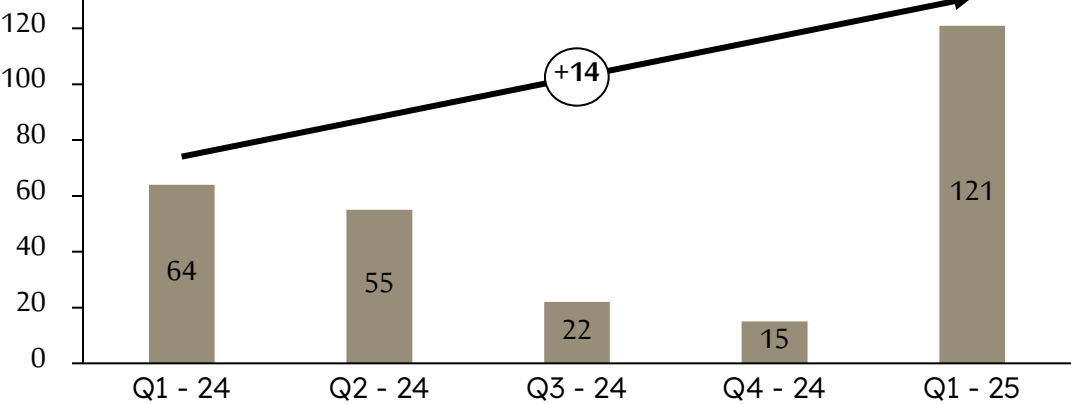
Net Income by Q1 Over Years



EBIT by Quarters (2024 - 2025)



Net Income by Quarters (2024 - 2025)



Amounts in SAR millions

Items Impacted Q4 2024 Net Profit:

- Packaging supplies costs increased by SAR 3.6M.
- Non-recurring IPO expense of 5.7M.

STRONG Q1-2025 PERFORMANCE: TOTAL ASSETS AND EQUITY CLIMB AMID SOLID EARNINGS GROWTH

Description	Q1-2025	Q4-2024	Variance
Non-Current Assets	390.1	379.0	3%
Current Assets	564.6	414.7	36%
Total Assets	954.7	793.7	20%
Reserves	-2.0	-1.9	5%
Retained Earnings	341.0	220.1	55%
Share Capital	250.0	250.0	0%
TOTAL EQUITY	589.0	468.2	26%
Non-Current Liabilities	164.0	157.9	4%
Current Liabilities	201.7	167.6	20%
TOTAL LIABILITIES	365.7	325.5	12%

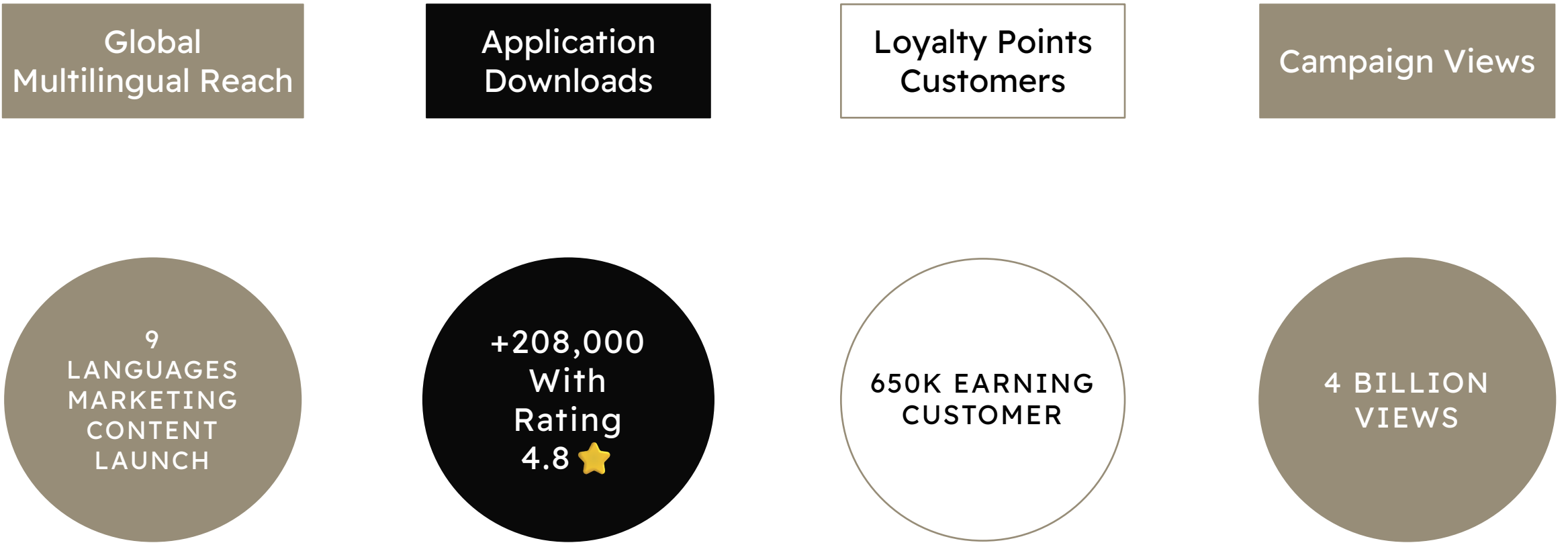
Amounts in SAR millions

Q1-2025 CASH FLOW SURGES: OPERATING PERFORMANCE DRIVES 132% RISE IN CASH BALANCE

Description	Q1-2025	Q1-2024	Variance
Operating avtivities			
Net profit before Zakat and Tax	125.0	66.3	88%
Adjustments	40.3	26.3	53%
Changes in working capital items	81.1	37.3	117%
Empolyee benefits paid	-0.18	-0.25	-26%
Net cash flows generated from operating activities	246.2	129.6	90%
Investing activities			
Additions to Property, Plant, and Equipment	-8.6	-8.1	6%
Dividedns received from financial assets at FVOCI	0.0	0.03	-100%
Proceeds from the disposal of Property, Plant, & Equipment	0.01	0.00	220%
Net cash flows generated from investing activities	-8.6	-8.1	6%
Financing activities			
Lease liabilities & short term loans payments	-32.8	-74.7	-56%
Net cash flows used in financing activities	-32.8	-74.7	-56%
Net increase (decrease) in cash & cash equivalents	204.7	46.8	337%
Net exchange differences on translation of foreign currencies	-0.02	0.02	-193%
Cash & cash equivalents at the beginning of the period	29.6	54.1	-45%
Cash & cash equivalents at the end of the period	234.3	100.9	132%

Amounts in SAR millions

Q1 SALES SURGE DRIVEN BY IMPACTFUL MARKETING CAMPAIGNS AND ACTIVITIES



الماجد للعود
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Thank you