



EARNINGS PRESENTATION

Q2 & H1 2025

5/8/2025

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KEY MESSAGES

01. LEGACY OF GROWTH AND EXPANSION

02. SUSTAINABLE AND SOCIAL RESPONSIBILITY

03. COMPANY ORGANIZATIONAL STRUCTURE

04. KEY OPERATIONAL INDICATORS

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

جمعية رعاية متعافي السرطان



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

المستشفى السعودي الألماني
الجامعة الإسلامية
المستشفى السعودي الألماني
المستشفى السعودي الألماني



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.

SPREADING HOPE AND SUPPORT: Q2 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS

From Health Awareness to Humanitarian Aid — Making a Meaningful Impact

Rouh Educational Complex



Al-Majed for Oud sponsored the year-end ceremony at Rouh Educational Complex, honoring Quran memorizers and distributing commemorative fragrance gifts.

Mutqin Association



Al-Majed for Oud honored winners of the Quran memorization contest with perfume gifts to support and inspire them.

Medad Al-Khair Endowment



Al-Majed for Oud honored female Quran memorizers at their graduation ceremony with commemorative perfume gifts.

Friends with Disabilities Association



Was represented in providing financial sponsorship to the Al-Saqiyah team to participate in the Riyadh Marathon. This initiative reflects our commitment to promoting a healthy lifestyle and enhancing community engagement.

SPREADING HOPE AND SUPPORT: Q2 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS

From Health Awareness to Humanitarian Aid — Making a Meaningful Impact

Group Wedding



Al Majid For Oud’s mobile booth was present at the mass wedding ceremony to perfume the grooms with fragrances and incense, and to present them with gifts.

The company was also honored by His Highness Prince Saud bin Jalawi, Governor of Jeddah, in appreciation of their generous support and distinguished participation.

Ministry of Education



Perfumes from "Al Majid for Oud" were distributed in honor of the female students who won the Qur’an memorization competition, as part of our commitment to supporting and encouraging those who preserve the Book of Allah.

Visiting Hospitals and Distributing Gifts to Patients



Gifts were presented to inpatients at several hospitals (Al-Shumaisi Hospital, King Khalid University Hospital, Ali Al-Naimi Dialysis Center) as part of an initiative aimed at bringing joy to their hearts and uplifting their spirits.

Sponsorship of the Charitable Society for Qur’an Memorization - City of Taif



Al Majid for Oud provided special support to the Qur’an memorizers in appreciation of their efforts and to encourage them to continue, in addition to distributing gifts to the memorizers.

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

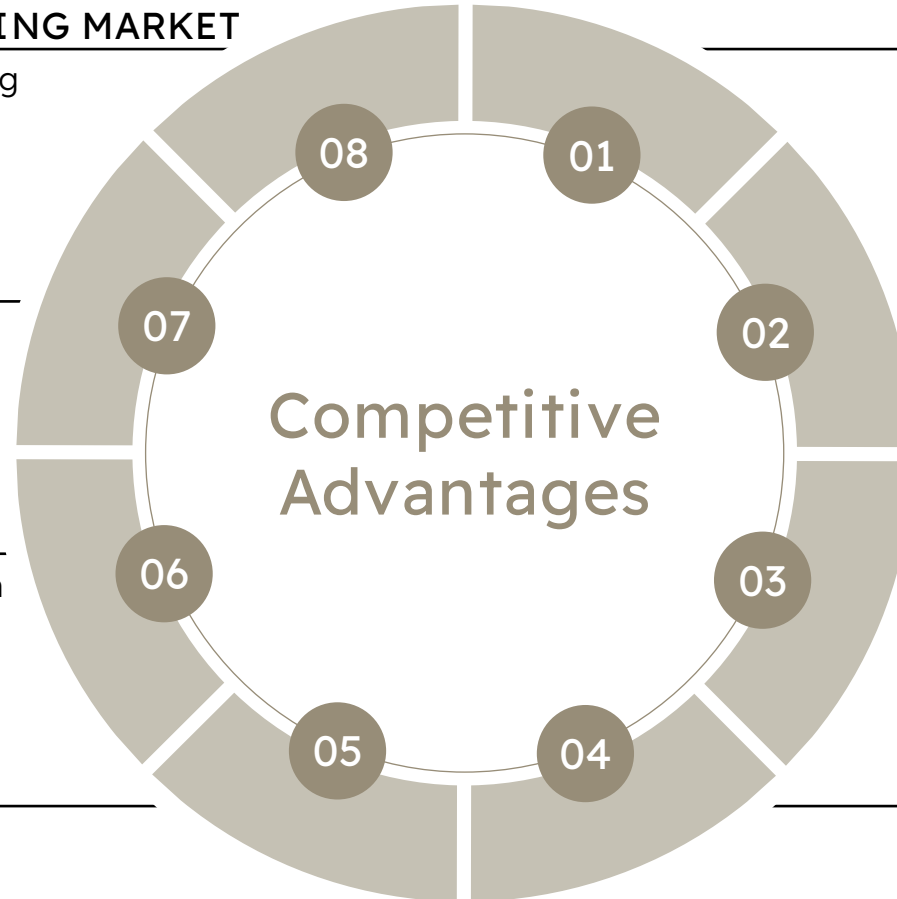
Integrated growth strategy resulting in financial stability and investor confidence

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



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).

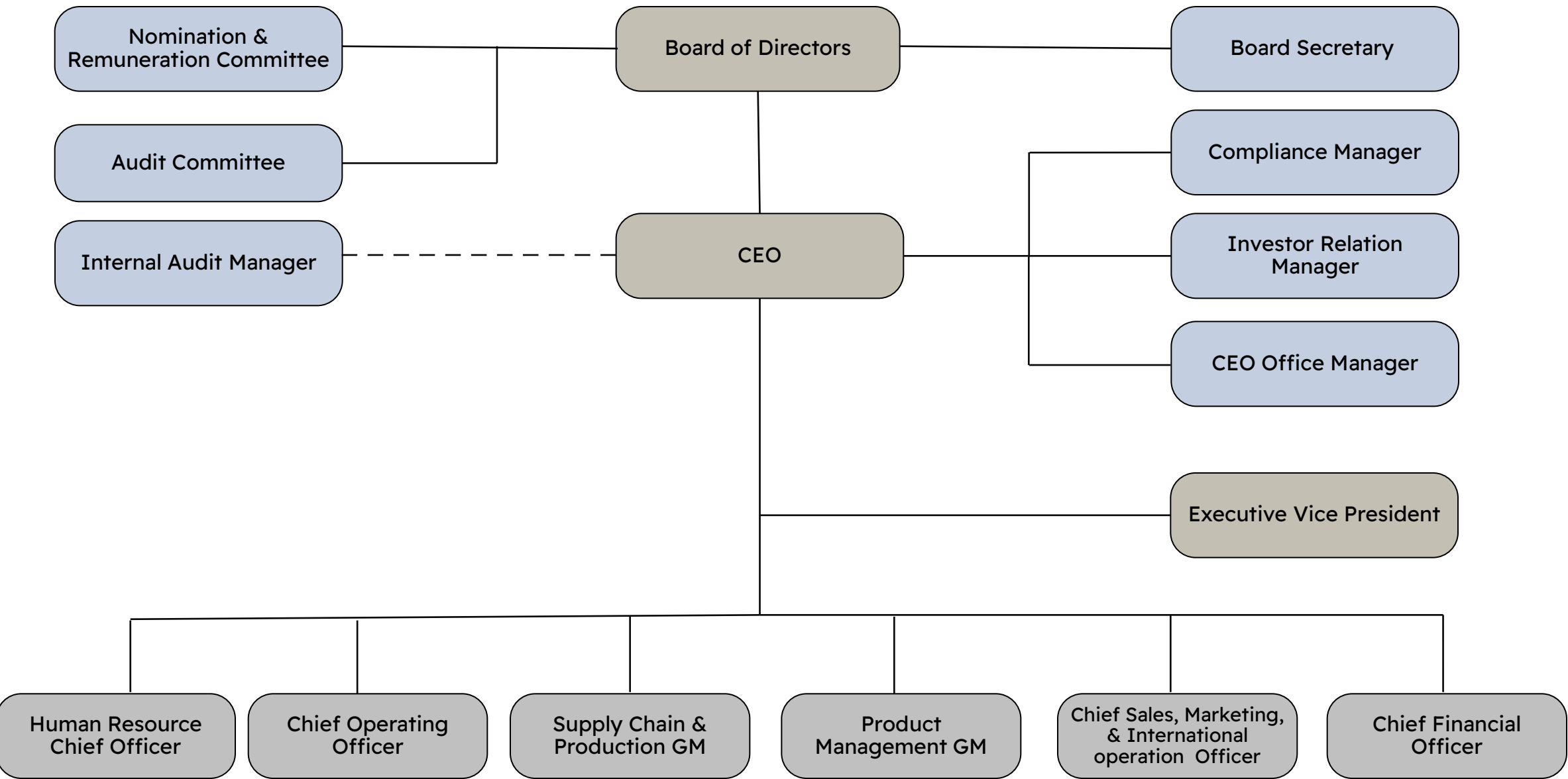


The factory adheres to strict regulatory standards, including those of the National Center for Environmental Compliance (NCEC).

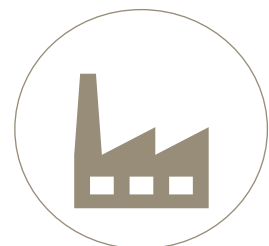


Emirates Quality Management System (EQM) Certification: A conformity mark for products that adhere to regional and international standards, confirming the implementation of an effective quality management system at the factory

COMPANY ORGANIZATIONAL STRUCTURE



KEY OPERATIONAL INDICATORS



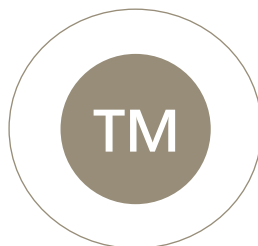
50,000 UNITS DAILY
PRODUCTION CAPACITY
AT OUR FACTORY



86% FACTORY UTILIZATION
RATE (OF TOTAL PRODUCTION
CAPACITY)



364 STORES AND
PLATFORMS ACROSS KSA
AND THE GULF REGION

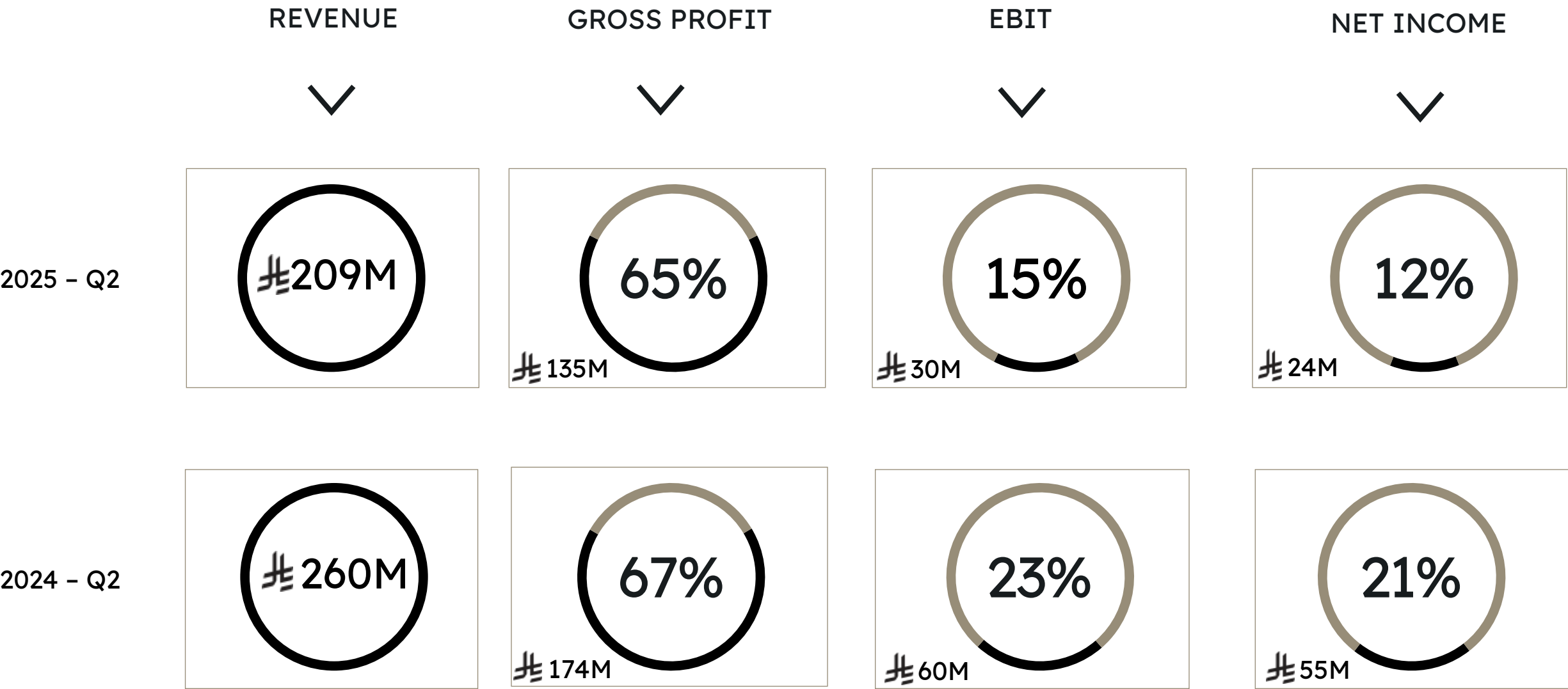


135 BRANDS WITHIN
AL MAJED PERFUMES
PORTFOLIO



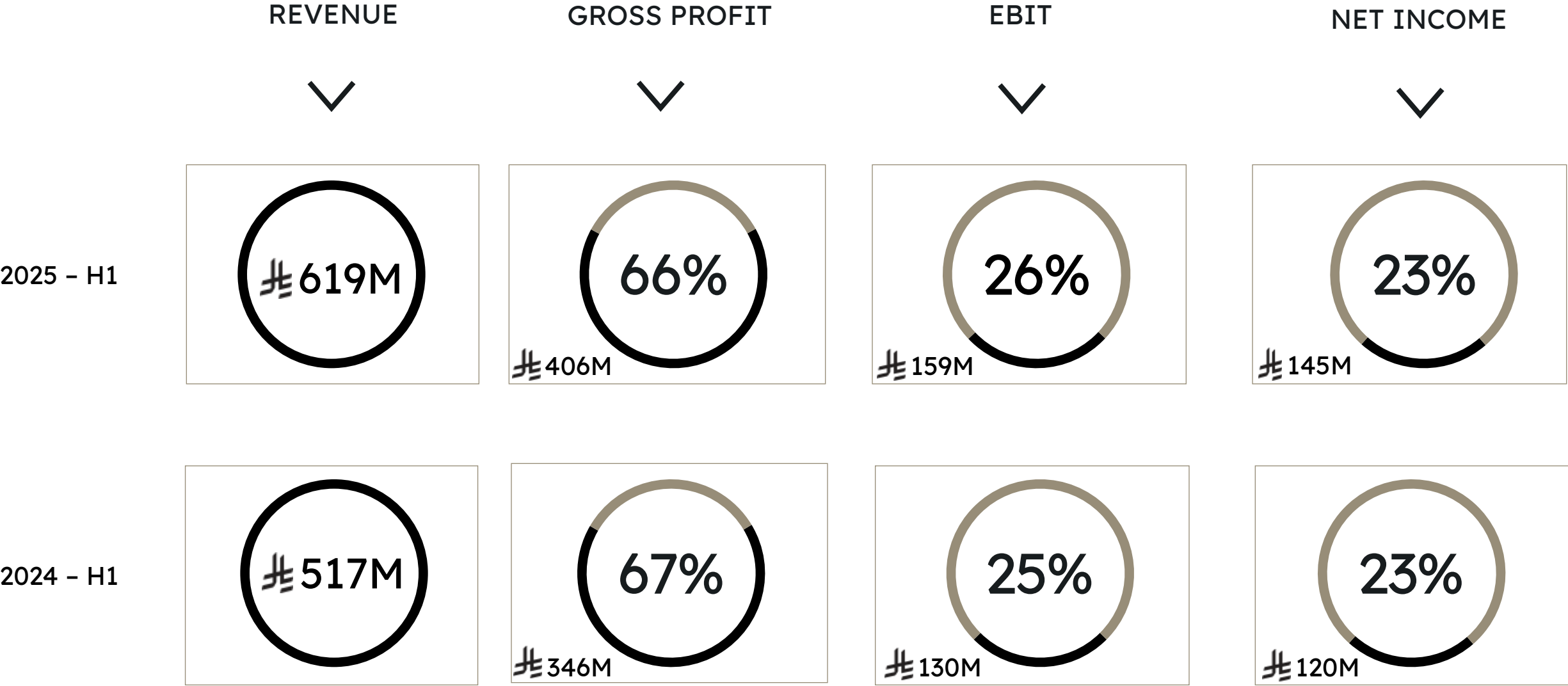
689 HIGH-QUALITY
PRODUCTS

FINANCIAL HIGHLIGHTS - Q2 2025



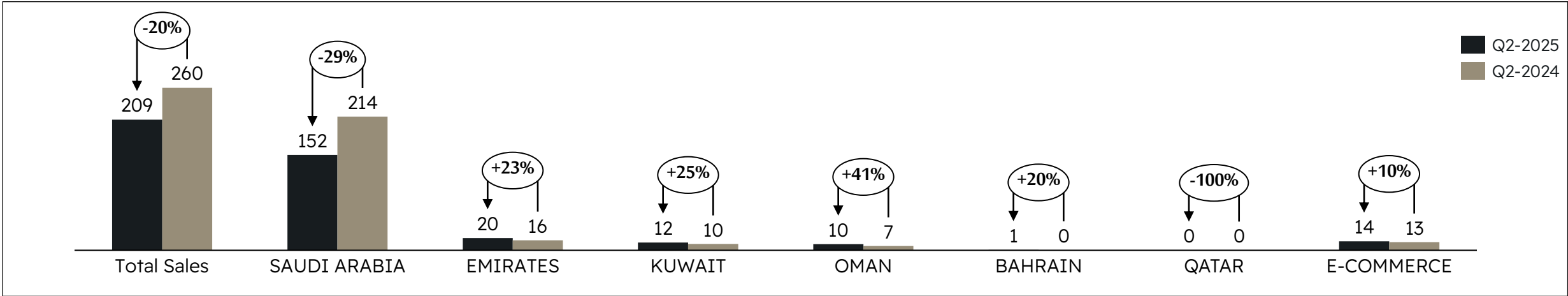
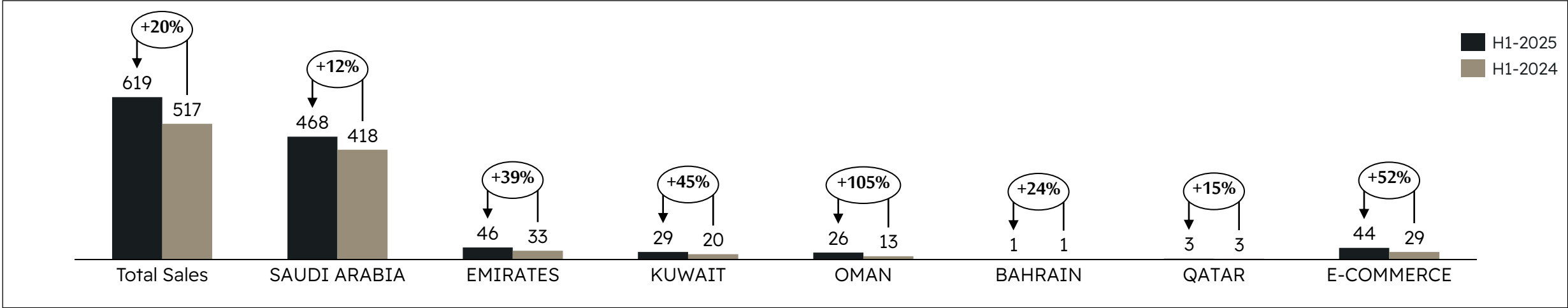
Amounts in SAR millions

FINANCIAL HIGHLIGHTS - H1 2025

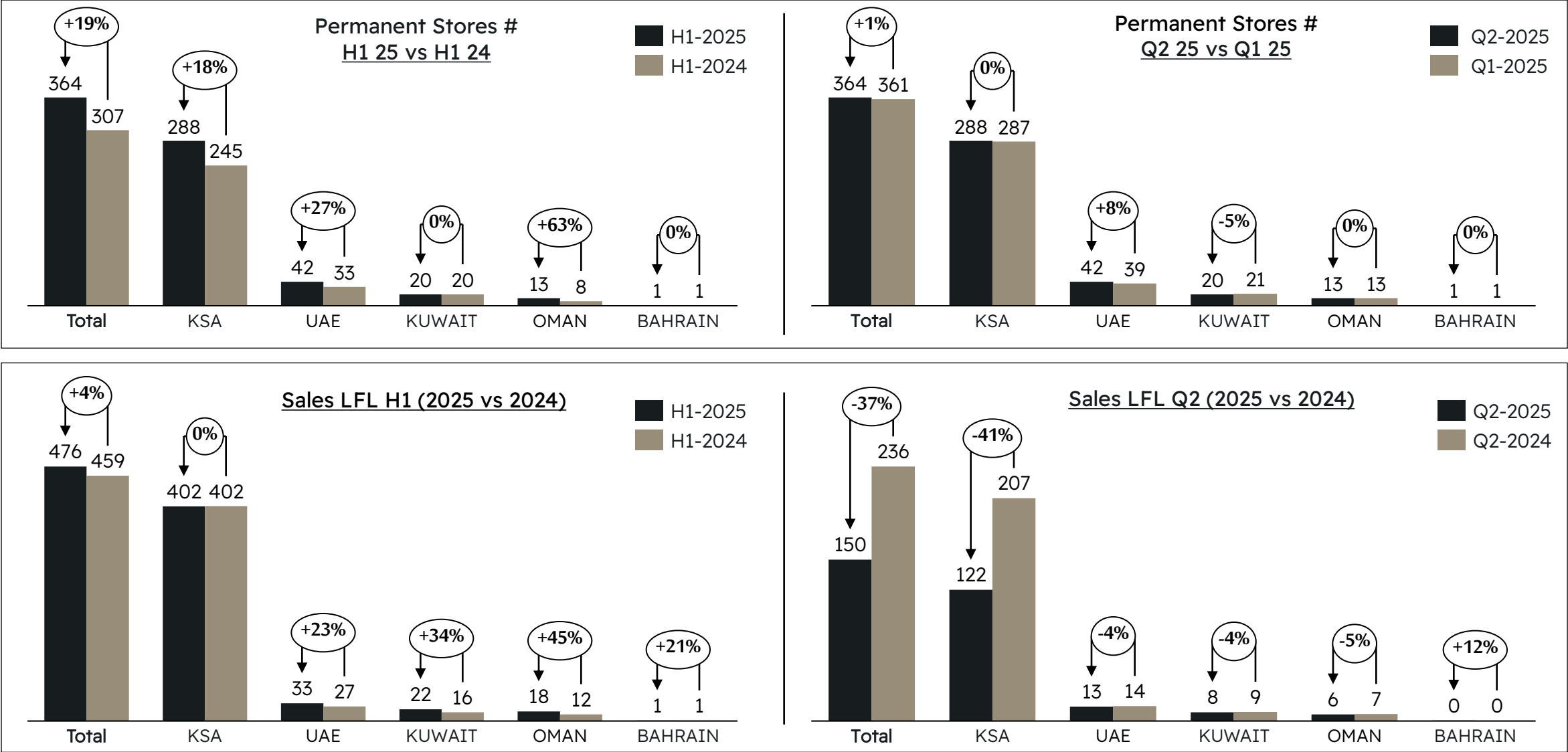


Amounts in SAR millions

Strong Regional Momentum: H1 2025 Sales Up 20% Led by E-Commerce And Gulf Expansion Continues (comparing to same period 2024)

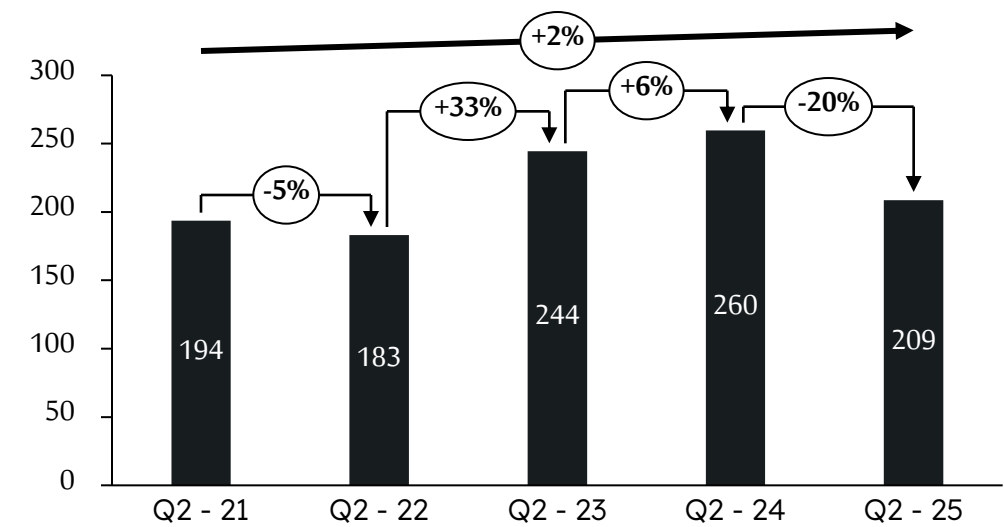


Al Majed Oud Continues Strategic Expansion of Permanent Stores, Driving Strong H1 Growth

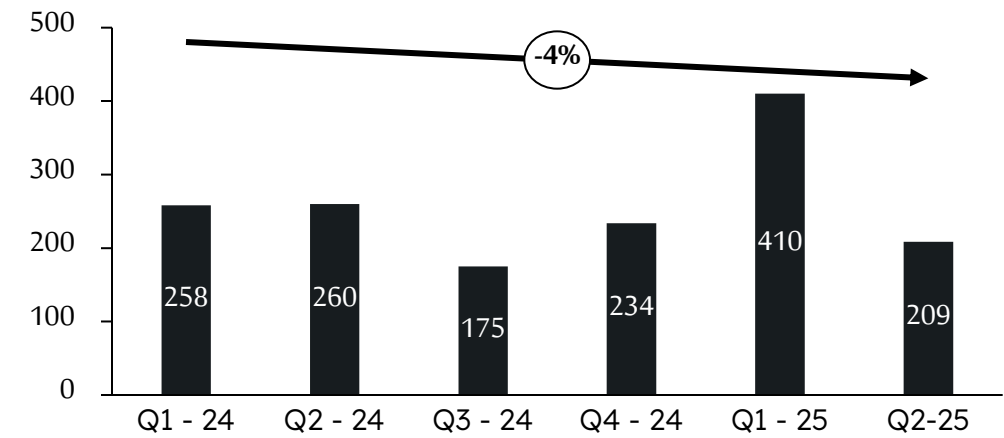


Understanding Q2 Revenue Fluctuations: The Impact of Seasonal and Calendar Shifts

Q2 Revenue (2021 – 2025)

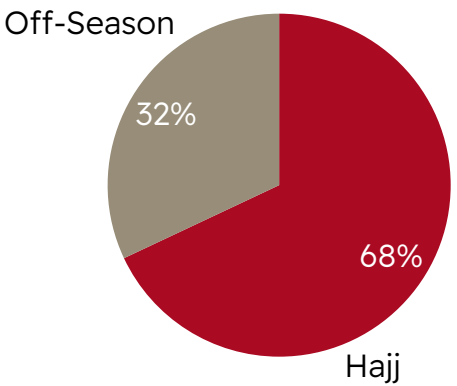


Revenue by Quarters (2024 – 2025)

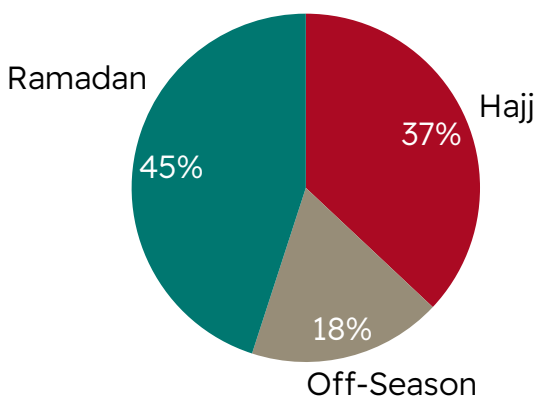


1. Second-quarter revenues have historically fluctuated, with significant growth observed in 2023 and 2024 (+33% and +6%, respectively).
2. These variations are largely driven by seasonal factors, particularly Ramadan, which consistently delivers peak sales performance.
3. In **2024**, for example, **Ramadan contributed 45% of Q2 revenues**, whereas in **2025**, its **impact was absent** in Q2 as the entire season occurred during Q1.
4. This shift underscores the influence of the **Hijri calendar**, where the timing of Islamic events like Ramadan and Hajj changes annually—leading to noticeable shifts in revenue patterns across financial quarters.

Q2 2025 - Sales

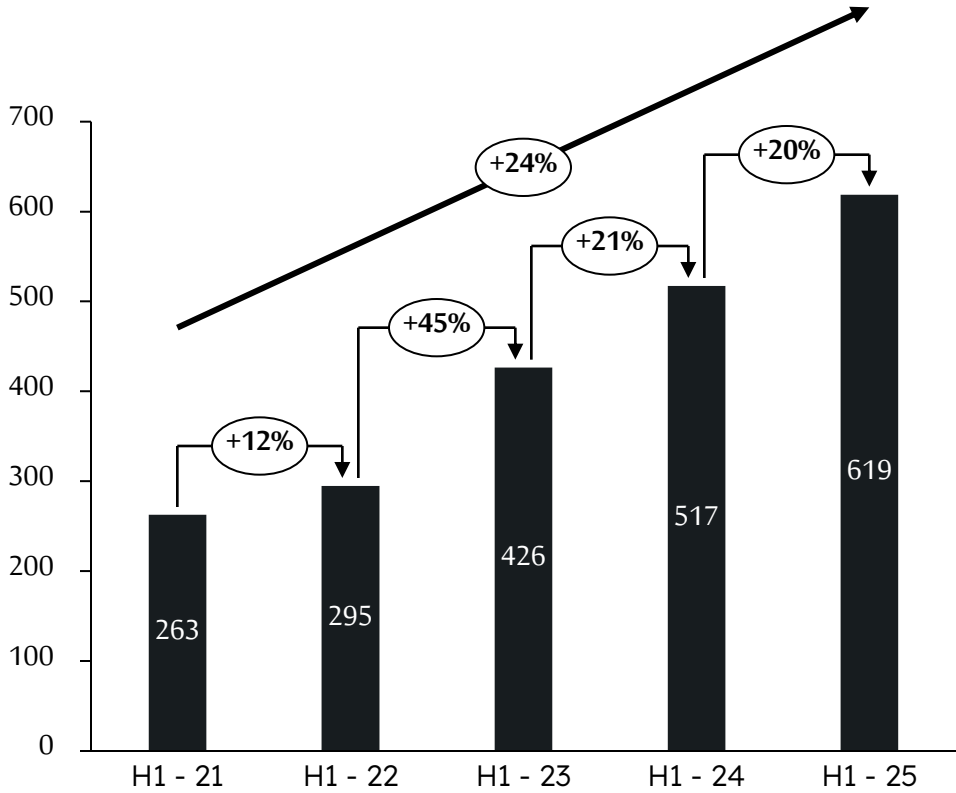


Q2 2024 - Sales



Impressive H1 Revenue Growth Supported by Dominant Ramadan Sales and Consistent Campaign Performance

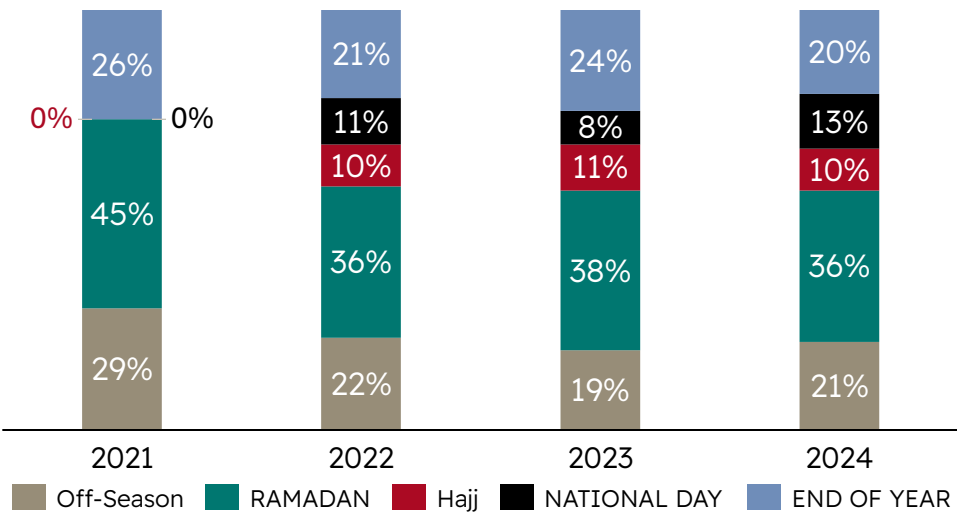
H1 Revenue (2021 – 2025)



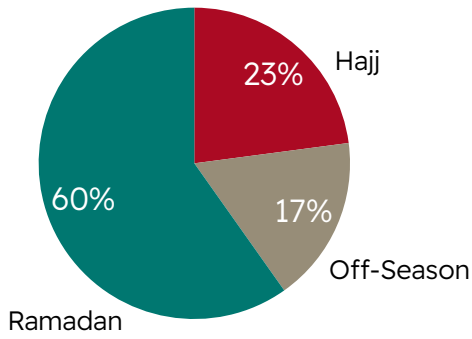
Amounts in SAR millions

- 1. Notable Revenue Growth:** Revenue in the first half of the year grew from SAR 263 million in 2021 to SAR 619 million in 2025, reflecting a robust cumulative growth rate of 24%.
- 2. Consistent Annual Improvement:** Strong year-over-year growth continued, with revenues increasing +45% in 2023 and +20% in 2025, highlighting the effectiveness of seasonal campaigns and enhanced commercial execution.
- 3. Stable Contribution from Ramadan and Hajj:** Ramadan and Hajj seasons have consistently supported annual sales from 2022 to 2024. Hajj's contribution to half-year revenues rose to 23% in 2025, up from 18% in 2024, reflecting growing performance during this key period.
- 4. National Day and Year-End Campaigns:** The National Day and year-end campaigns maintained a steady contribution to annual sales between 2022 and 2024.

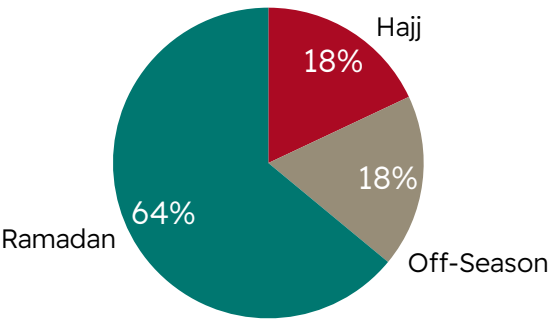
Sales % per Seasonality (2021-2024)



H1 2025 - Sales

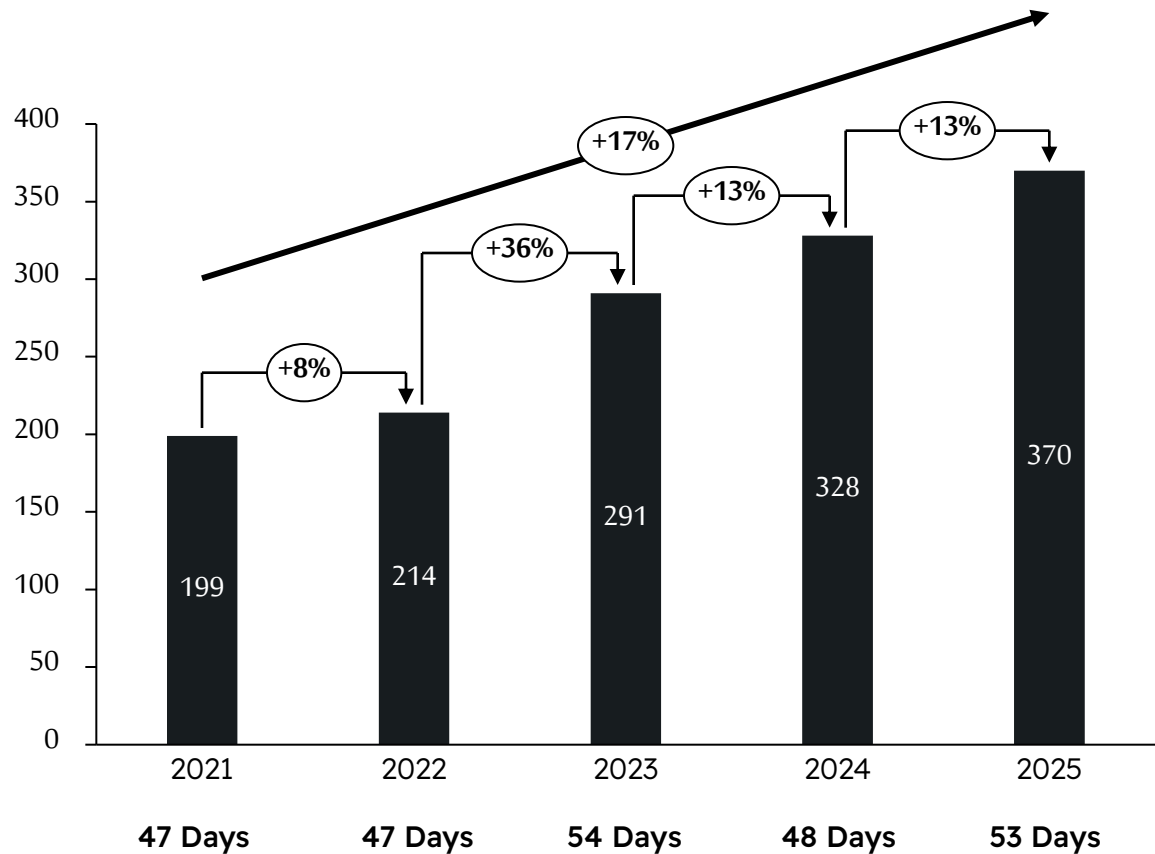


H1 2024 - Sales

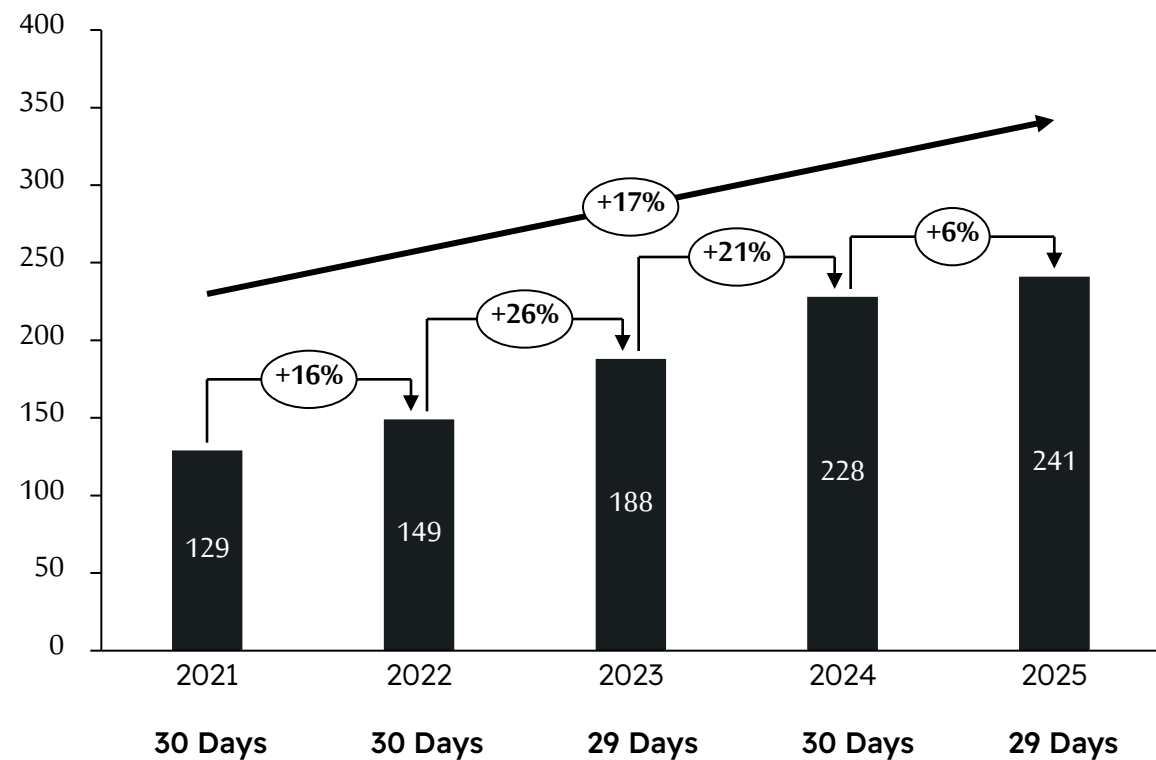


Ramadan Season Sales Reached A Record 370 Million In 2025, Marking Five Years In A Row Of Steady Growth

Ramadan Season Sales Over Years (2021-2025)

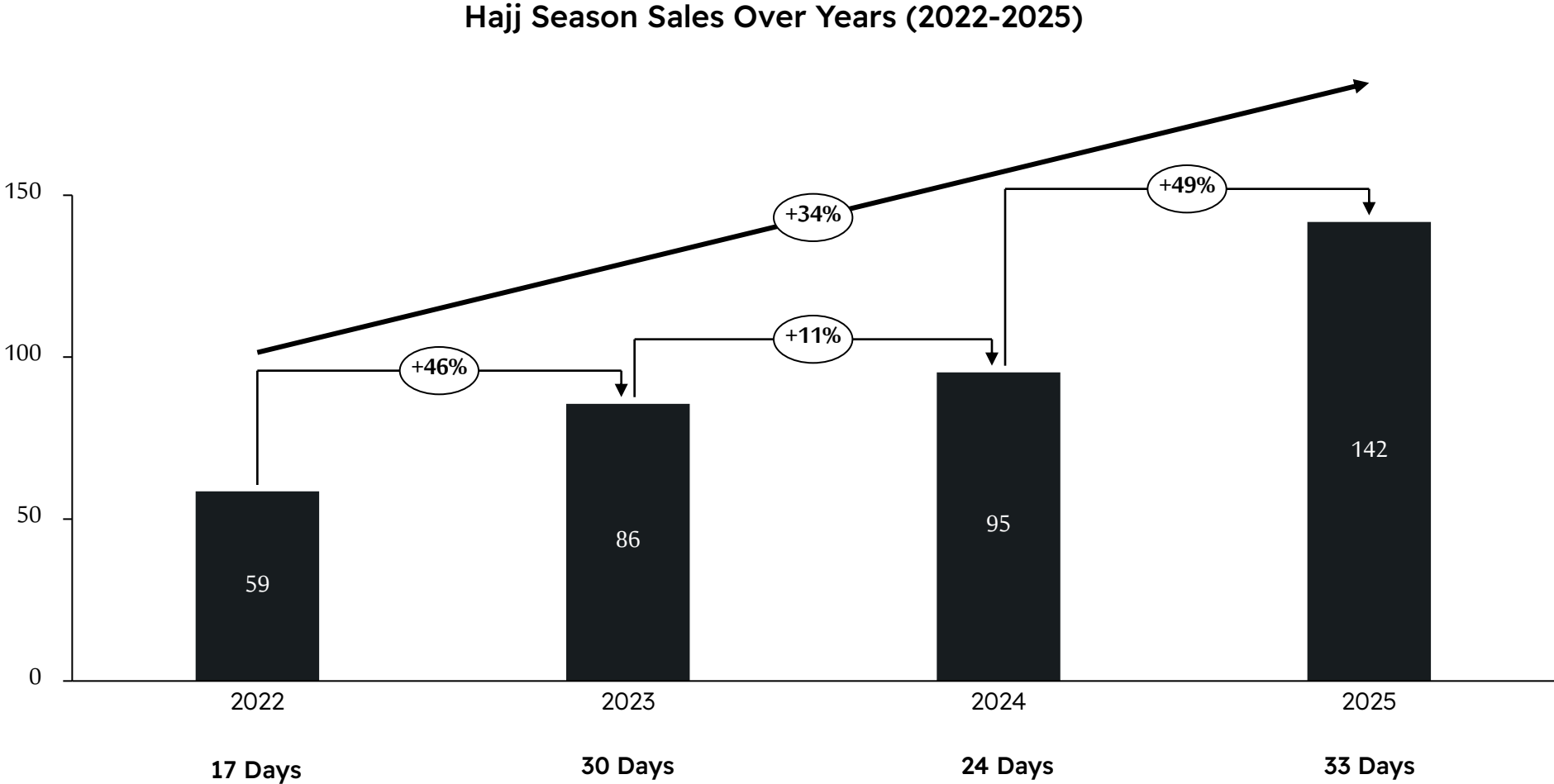


Ramadan Month Sales Over Years (2021-2025)

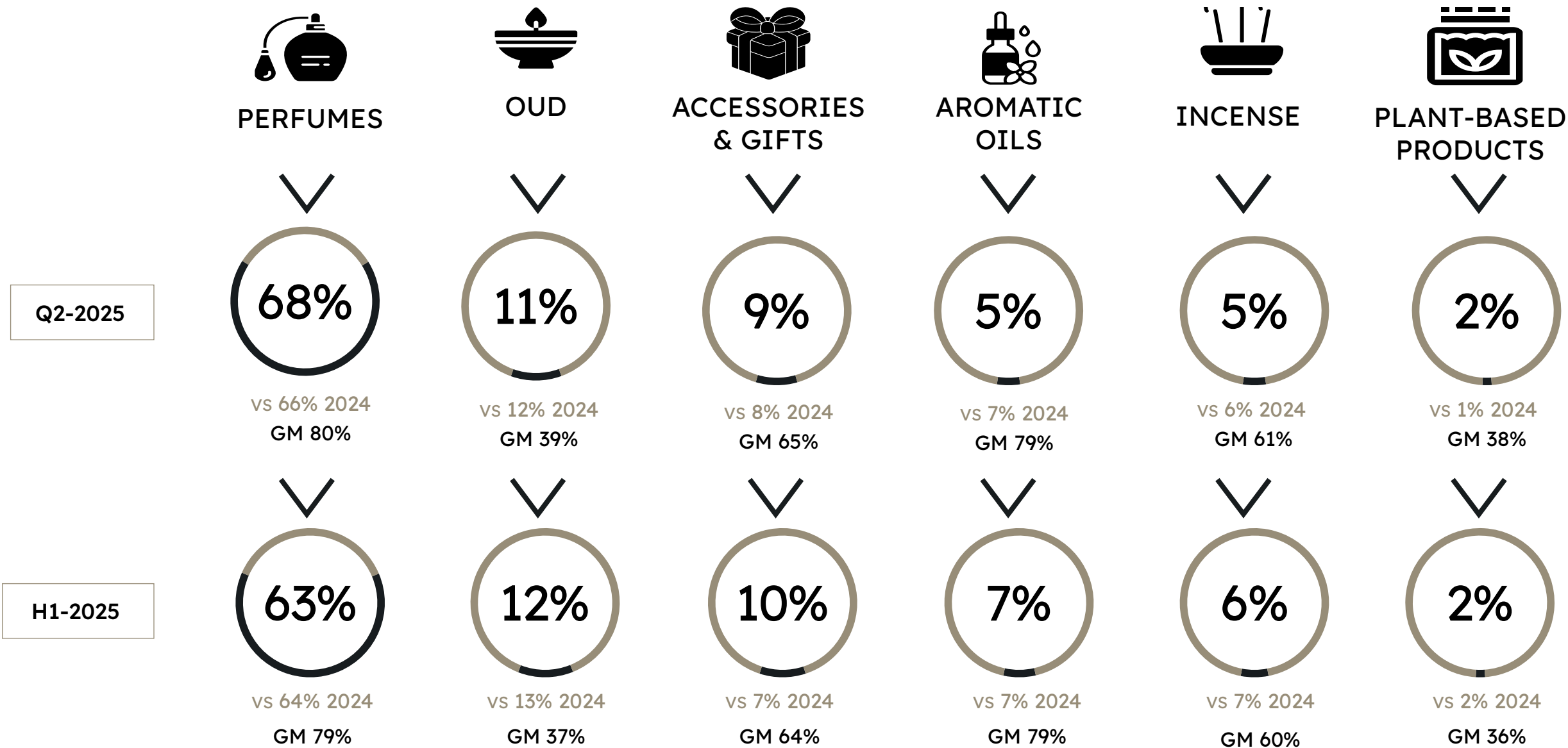


Amounts in SAR millions

Hajj Season Sales Hit Record High in 2025 with 142M – A 4-Year Growth Streak

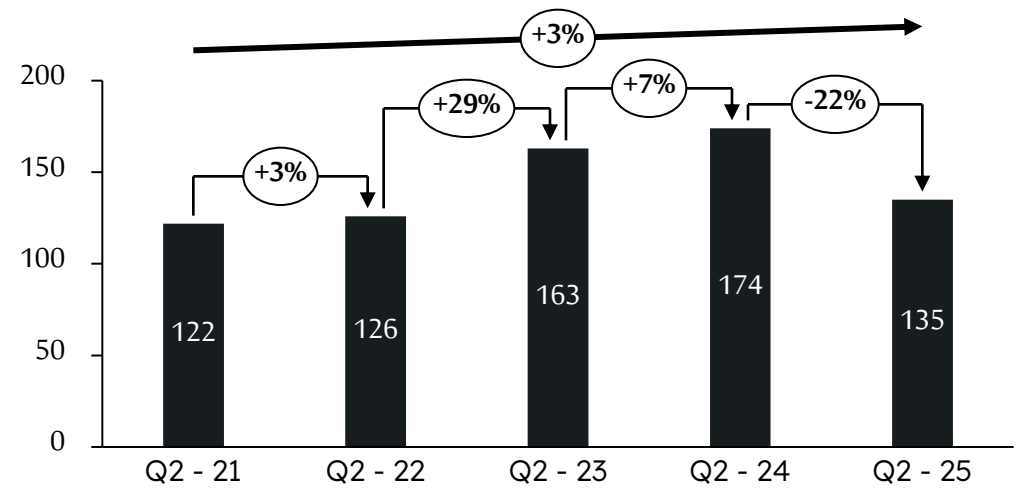


Sales By Category H1 & Q2 Comparison (2025 vs. 2024)

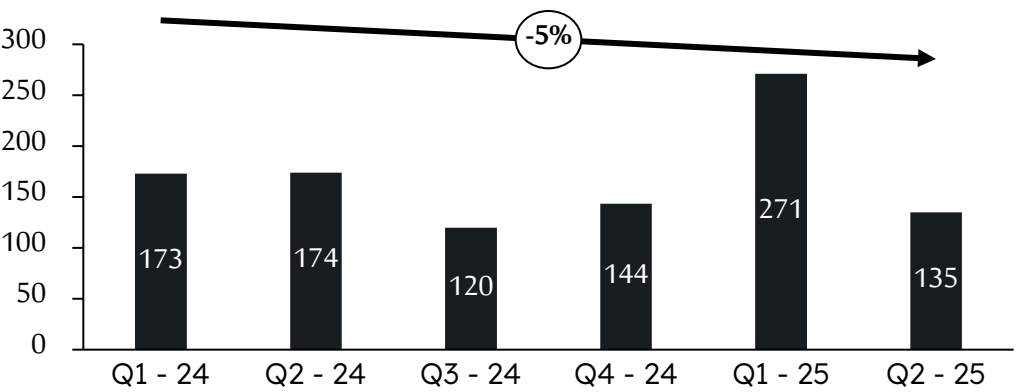


Gross Profit Growth Across Seasons & Years

Q2 Gross Profit Over Years

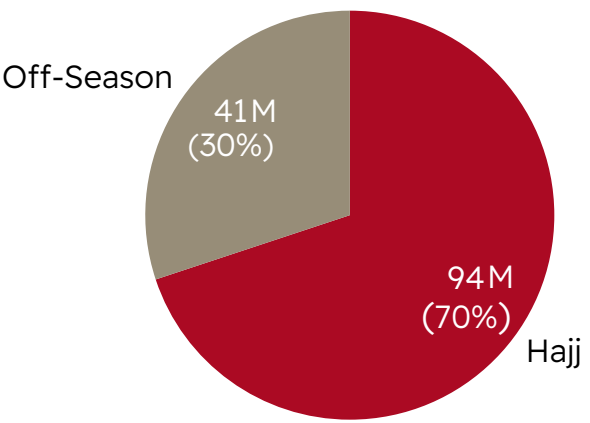


Gross Profit by Quarters (2024 - 2025)

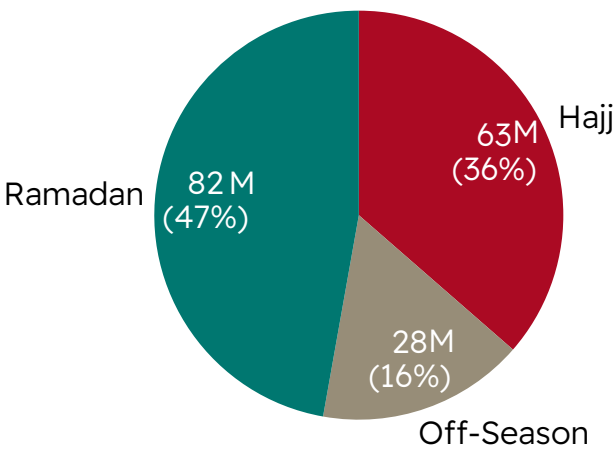


1. Q2 Gross profit has experienced fluctuations over the years, with growth recorded in 2022 (+3%), 2023 (+29%), and 2024 (+7%), followed by a decline in 2025 (-22%).
2. These variations are largely driven by seasonal factors, particularly Ramadan, which consistently delivers peak sales performance.
3. For example, In Q1 2025, gross profit rose to SAR 271 million, supported by the full impact of Ramadan occurring in that quarter.
4. In contrast, Q2 2025 saw the Hajj season contribute 70% of the quarter's gross profit, compared to just 37% in Q2 2024.
5. This difference is explained by the presence of nine Ramadan days in Q2 2024, which accounted for 47% of that quarter's gross profit.

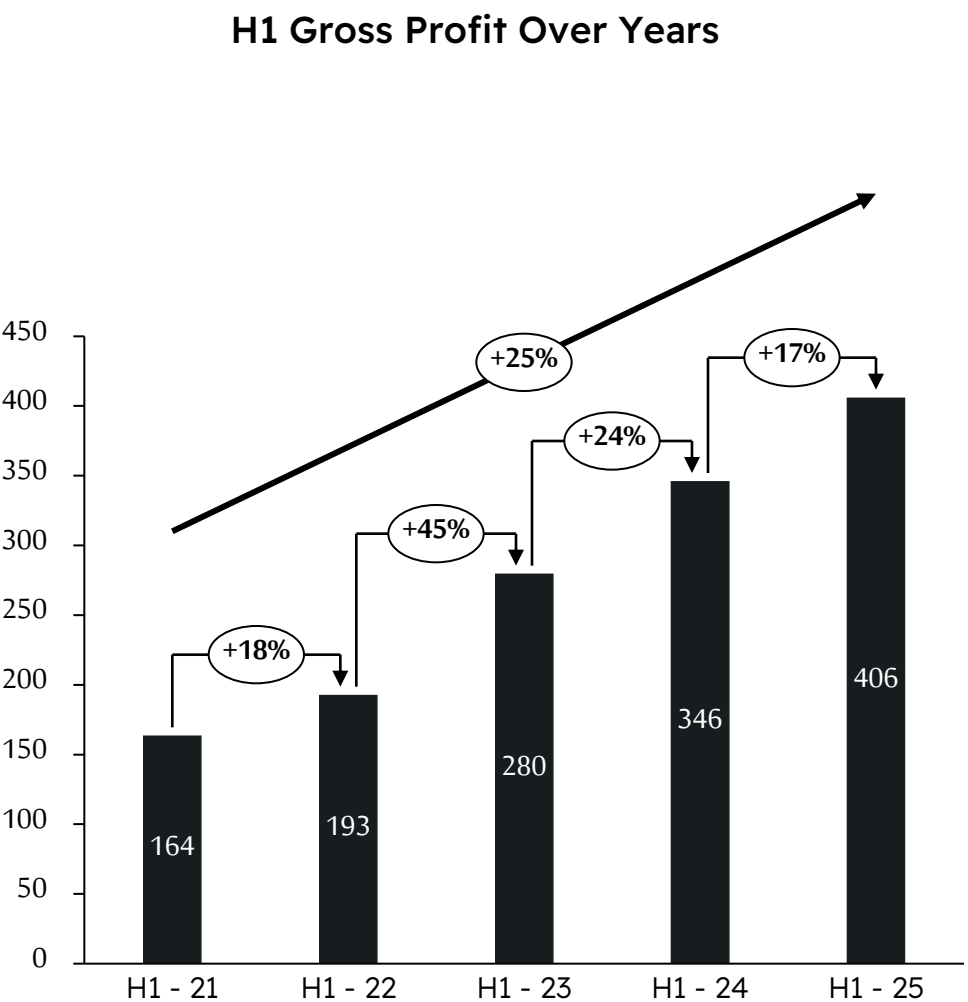
Q2 2025 - Gross Profit Contribution %



Q2 2024 - Gross Profit Contribution %

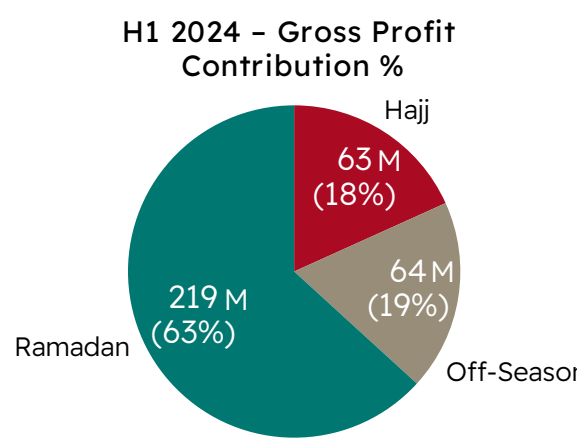
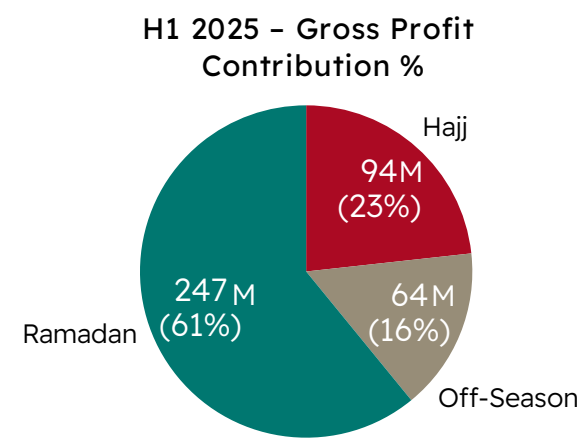
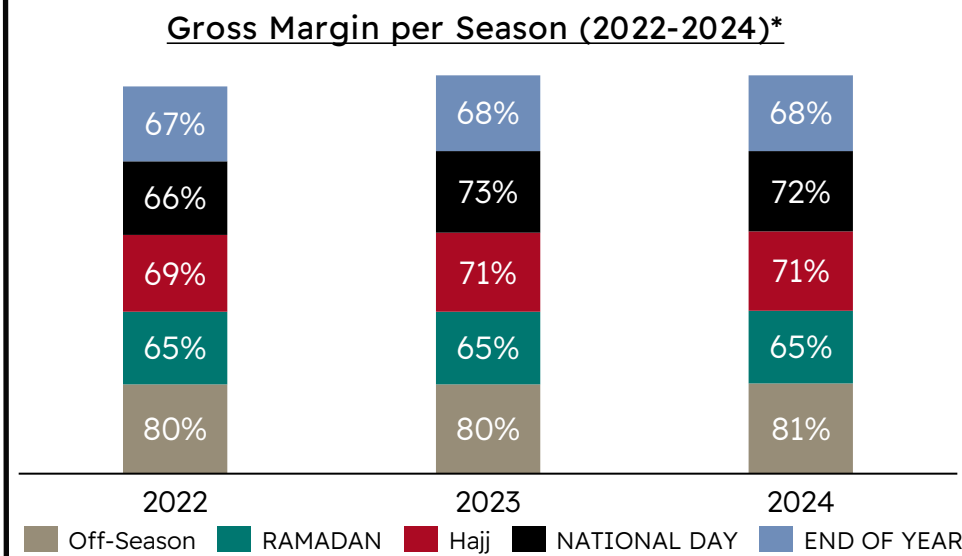


H1 2025: A Landmark Half-Year of Robust Profit Growth and Unwavering Operational Strength



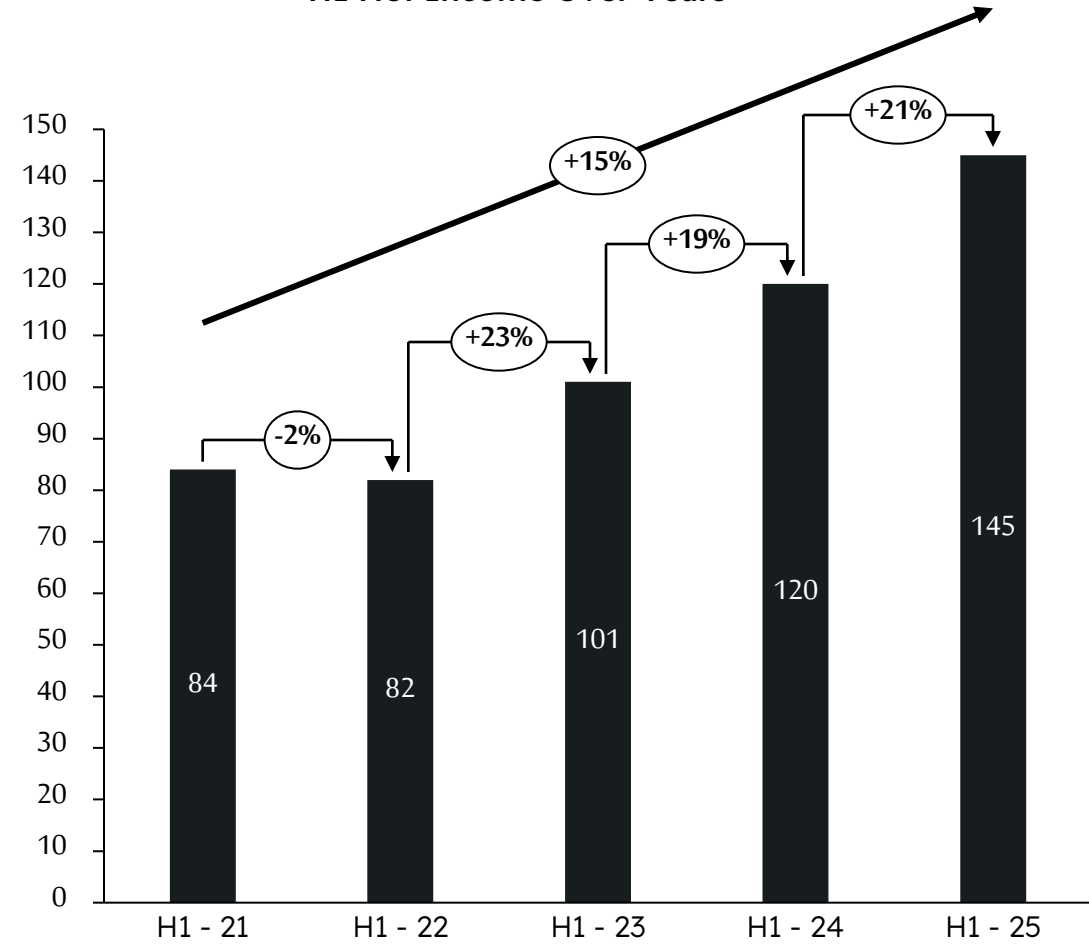
Amounts in SAR millions

- 1. Consistent and Robust Growth:** Gross profit in the first half of the year has steadily increased over the past five years, rising from SAR 164 million in H1 2021 to SAR 406 million in H1 2025.
- 2. Strong Performance in 2025:** H1 2025 posted a 17% year-on-year increase in gross profit, reinforcing the company's sustained growth momentum.
- 3. Seasonal Contribution Shift:** Contribution from Hajj season rose to 23% in 2025 (vs. 18% in 2024). Regular (non-seasonal) days contribution slightly declined to 16% (vs. 19% in 2024).
- 4. Ramadan's Dominant Role :**Ramadan remains the key contributor to gross profit in the first half, underscoring its strategic importance.

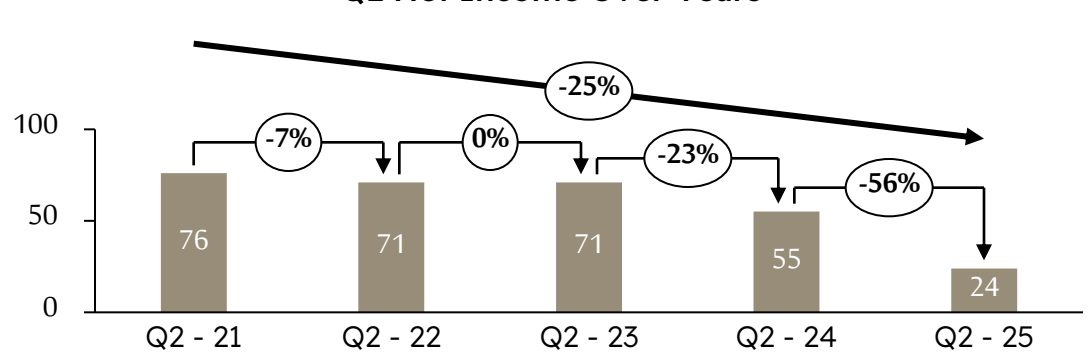


NET INCOME TRENDS

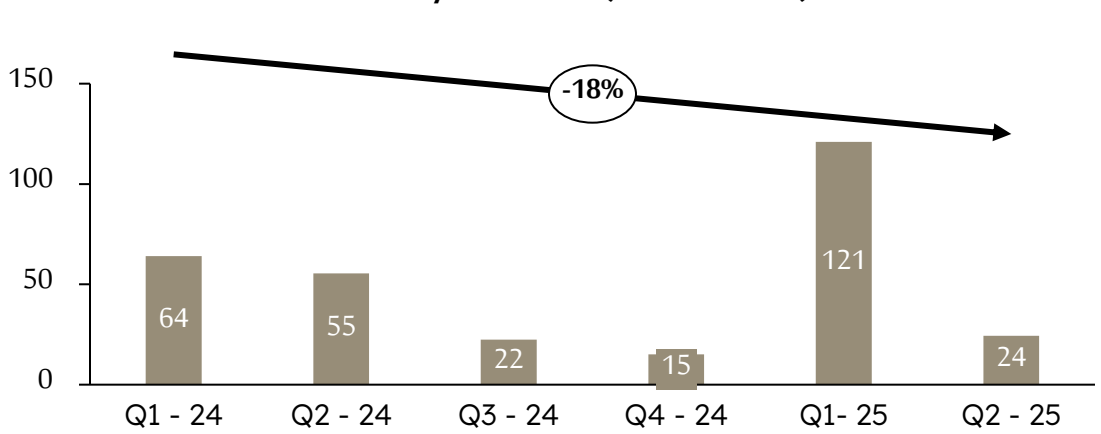
H1 Net Income Over Years



Q2 Net Income Over Years



Net Income by Quarters (2024 - 2025)



STRONG H1 PERFORMANCE AND CONTINUED GROWTH

DISCRIPTION	Q2 - 2025	%	Q2 - 2024	%	CHANGE	H1 - 2025	%	H1 - 2024	%	CHANGE
NET REVENUE	209		260		-20%	619		517		20%
COGS	74	35%	86	33%	-15%	213	34%	171	33%	24%
GROSS PROFIT	135	65%	174	67%	-22%	406	66%	346	67%	17%
SELLING & MARKETING EXPENSE	94	45%	103	40%	-8%	224	36%	197	38%	14%
GENERAL & ADMIN EXPENSE	12	6%	11	4%	11%	25	4%	20	4%	24%
TOTAL OPEX	106	51%	113	44%	-6%	249	40%	216	42%	15%
OPERATIONAL PROFIT	29	14%	60	23%	-52%	157	25%	130	25%	21%
FINANCE COST	4	2%	3	1%	31%	8	1%	6	1%	23%
OTHER INCOME	2	1%	0	0%	-742%	2	0%	0	0%	-1124%
NET INCOME BEFORE TAX & ZAKAT	27	13%	57	22%	-54%	152	25%	124	24%	22%
TAX & ZAKAT	2	1%	2	1%	14%	6	1%	4	1%	48%
NET INCOME AFTER TAX & ZAKAT	24	12%	55	21%	-56%	145	23%	120	23%	22%
EBITDA	63	30%	90	34%	-30%	225	36%	187	36%	20%
EBIT	30	15%	60	23%	-50%	159	26%	130	25%	22%
EBT	27	13%	57	22%	-54%	152	25%	124	24%	22%

H1 SALES SURGE DRIVEN BY IMPACTFUL MARKETING CAMPAIGNS AND ACTIVITIES

Global
Multilingual Reach

Application
Rating

Application
Downloads

Loyalty Points
Customers

Campaign Views

11
LANGUAGES
MARKETING
CONTENT
LAUNCH

4.8 OF 5

+455K H1
REACHING
+1.7M

667K EARNING
Customer H1
Reaching +2.3M

+5
BILLION
VIEWS

الماجد للعود
Al majed oud



Thank you