



# EFG HERMES 11TH ANNUAL LONDON CONFERENCE September - 2025

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# KEY MESSAGES

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**01.** LEGACY OF GROWTH AND EXPANSION

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**02.** SUSTAINABLE AND SOCIAL RESPONSIBILITY

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**03.** COMPANY ORGANIZATIONAL STRUCTURE

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**04.** KEY OPERATIONAL INDICATORS

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**05.** FINANCIAL HIGHLIGHTS & PERFORMANCE

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**06.** MARKETING CAMPAIGNS

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# Team Introduction

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Waleed Khaled Al Majed  
Chief Executive Officer



Thamer Saad Al Majed  
Deputy CEO



Firas Dirar Musmar  
Chief Financial Officer

# 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: H1 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



Was represented in providing financial sponsorship to the Al-Saqfiyah 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: H1 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.

# SPREADING HOPE AND SUPPORT: H1 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



Al Majed for Oud supported the Friends of People with Special Needs Association in Riyadh by sponsoring the Association's end-of-year celebration.



# SPREADING HOPE AND SUPPORT: H1 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



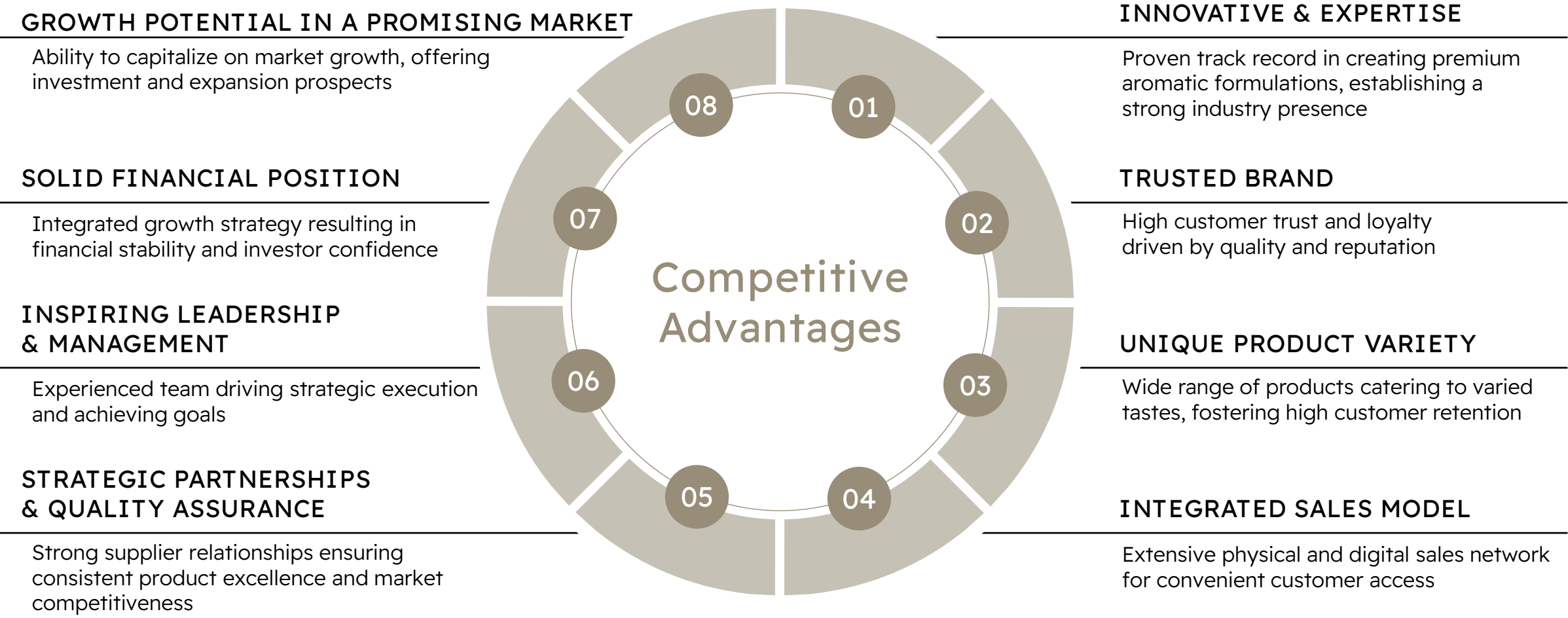
Gifts were presented to inpatients at several hospitals (Al-Shumaisi Hospital, King Khalid University Hospital, Ali Al-Naimi Dialysis Center) as part of an initiative aimed at bringing joy to their hearts and uplifting their spirits.

### 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





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).

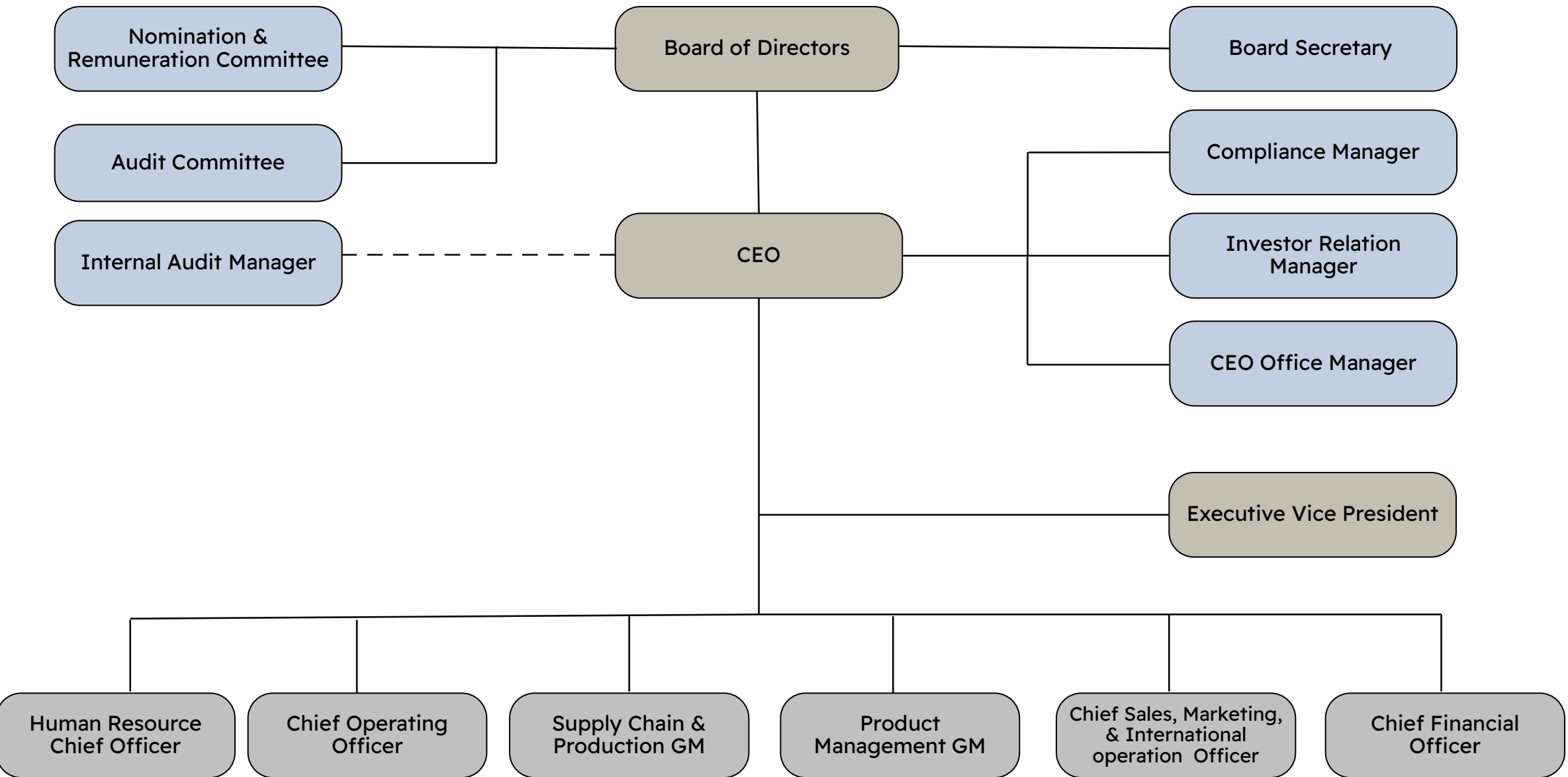


The factory adheres to strict regulatory standards, including those of the National Center for Environmental Compliance (NCEC).



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

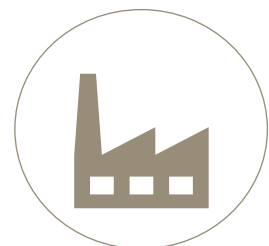
# COMPANY ORGANIZATIONAL STRUCTURE





# KEY OPERATIONAL INDICATORS

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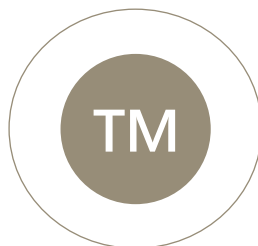
50,000 UNITS DAILY  
PRODUCTION CAPACITY  
AT OUR FACTORY



86% FACTORY UTILIZATION  
RATE (OF TOTAL PRODUCTION  
CAPACITY)



364 STORES AND  
PLATFORMS ACROSS KSA  
AND THE GULF REGION

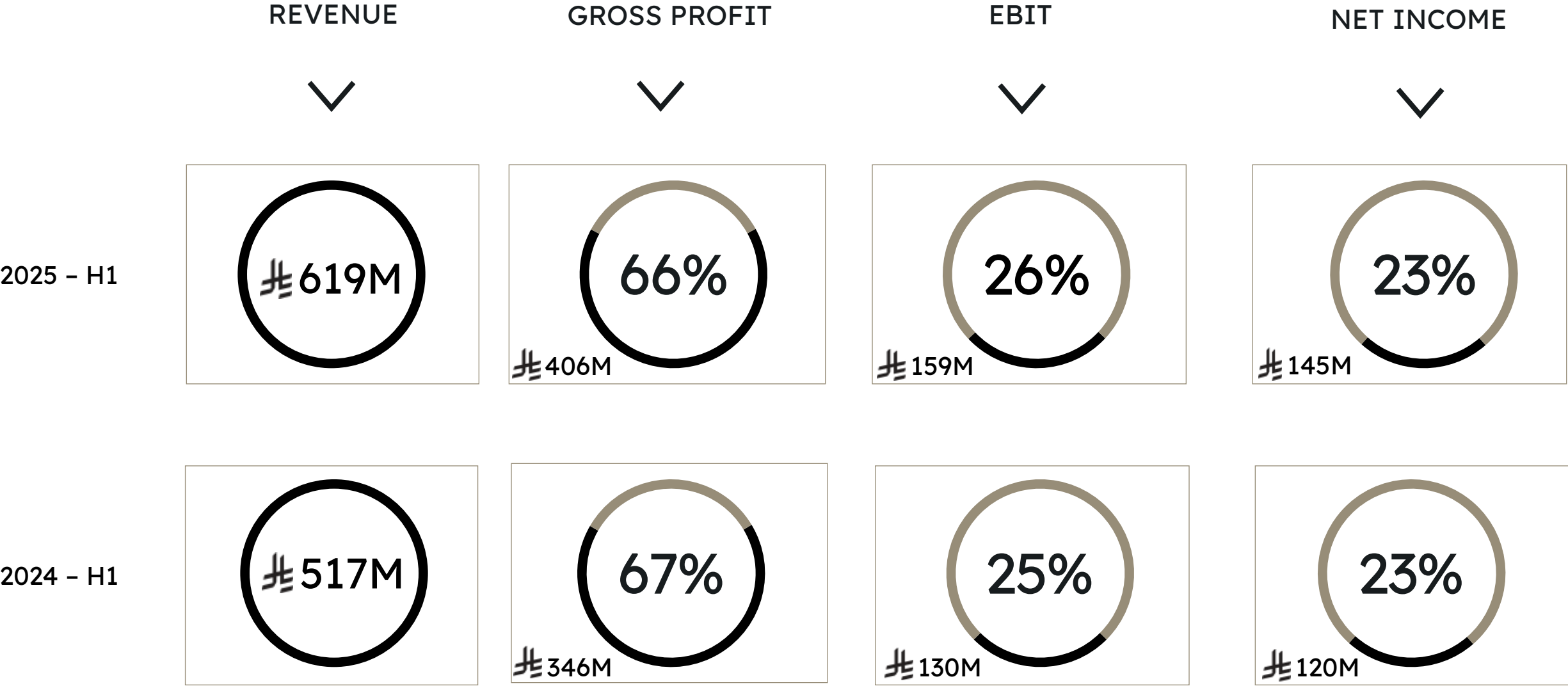


135 BRANDS WITHIN  
AL MAJED PERFUMES  
PORTFOLIO



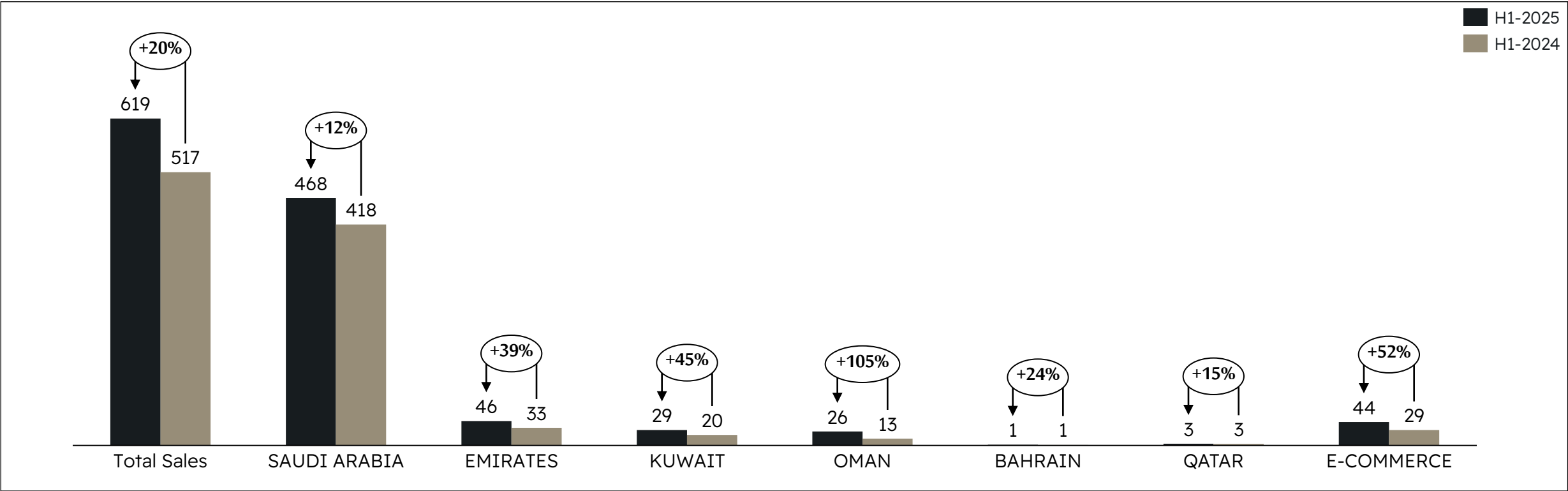
689 HIGH-QUALITY  
PRODUCTS

# FINANCIAL HIGHLIGHTS - H1 2025

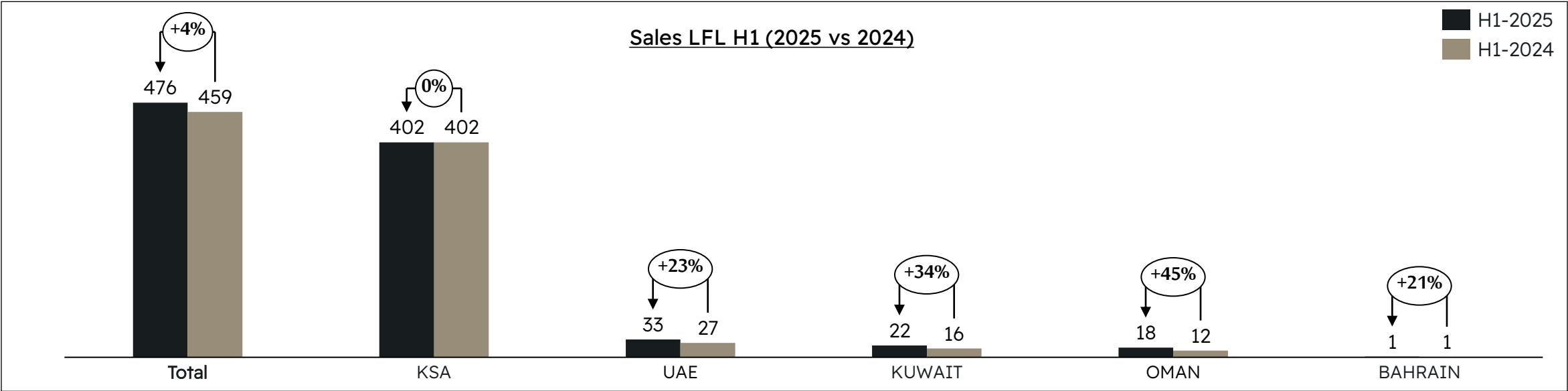
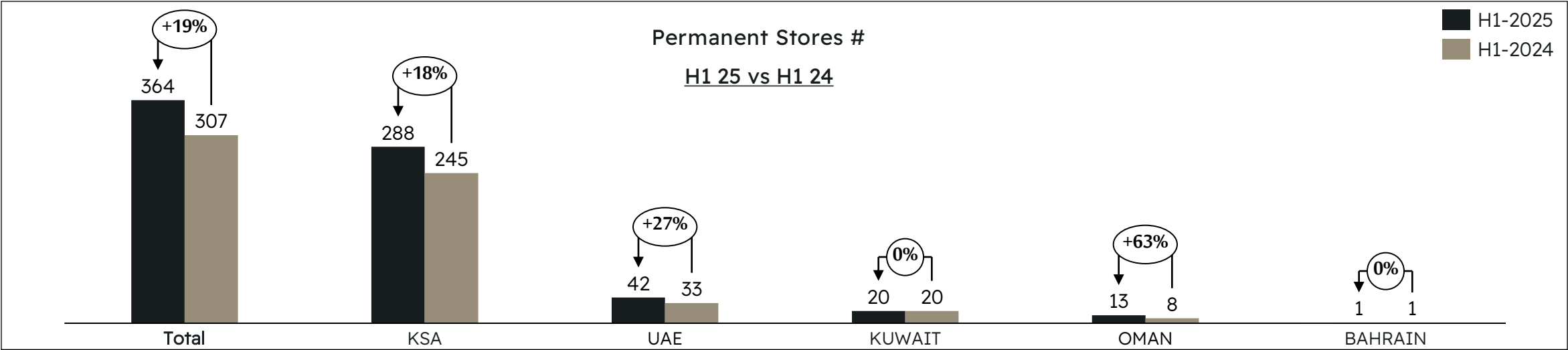


Amounts in SAR millions

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

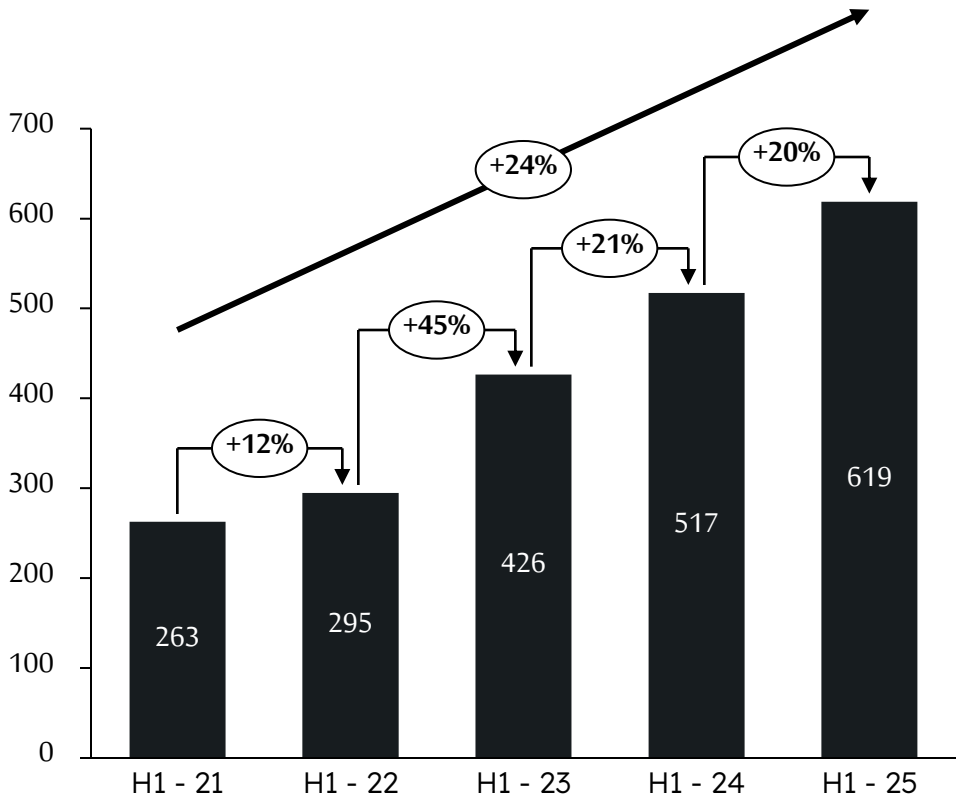


# Al Majed Oud Continues Strategic Expansion of Permanent Stores, Driving Strong H1 Growth



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

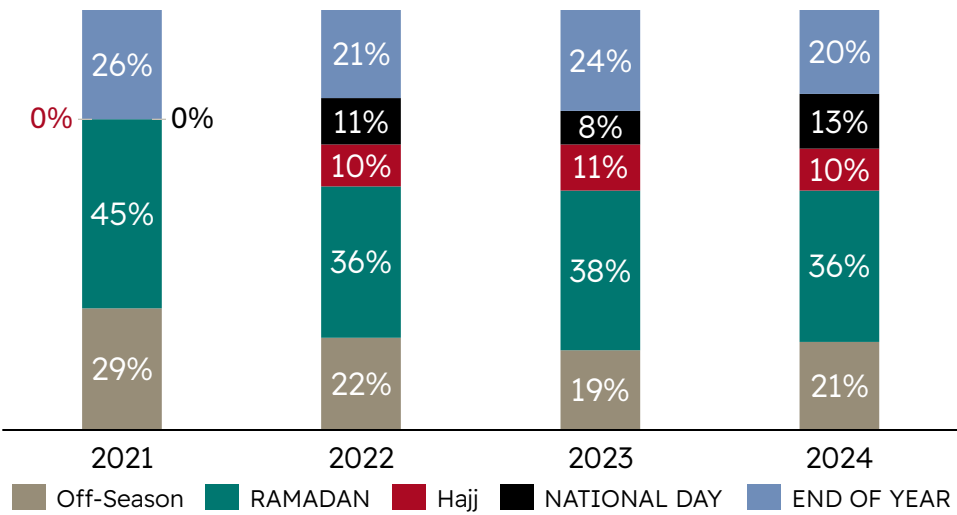
H1 Revenue (2021 – 2025)



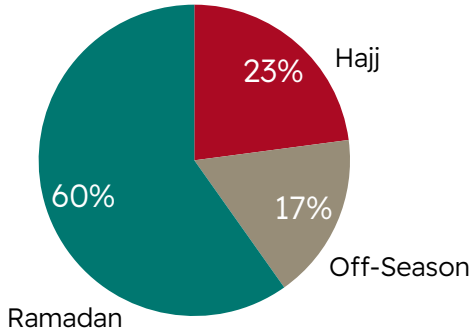
Amounts in SAR millions

- 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.

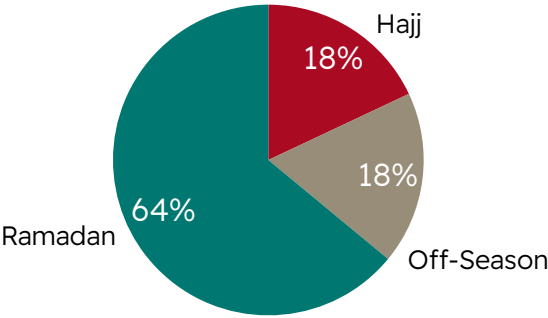
Sales % per Seasonality (2021-2024)



H1 2025 - Sales



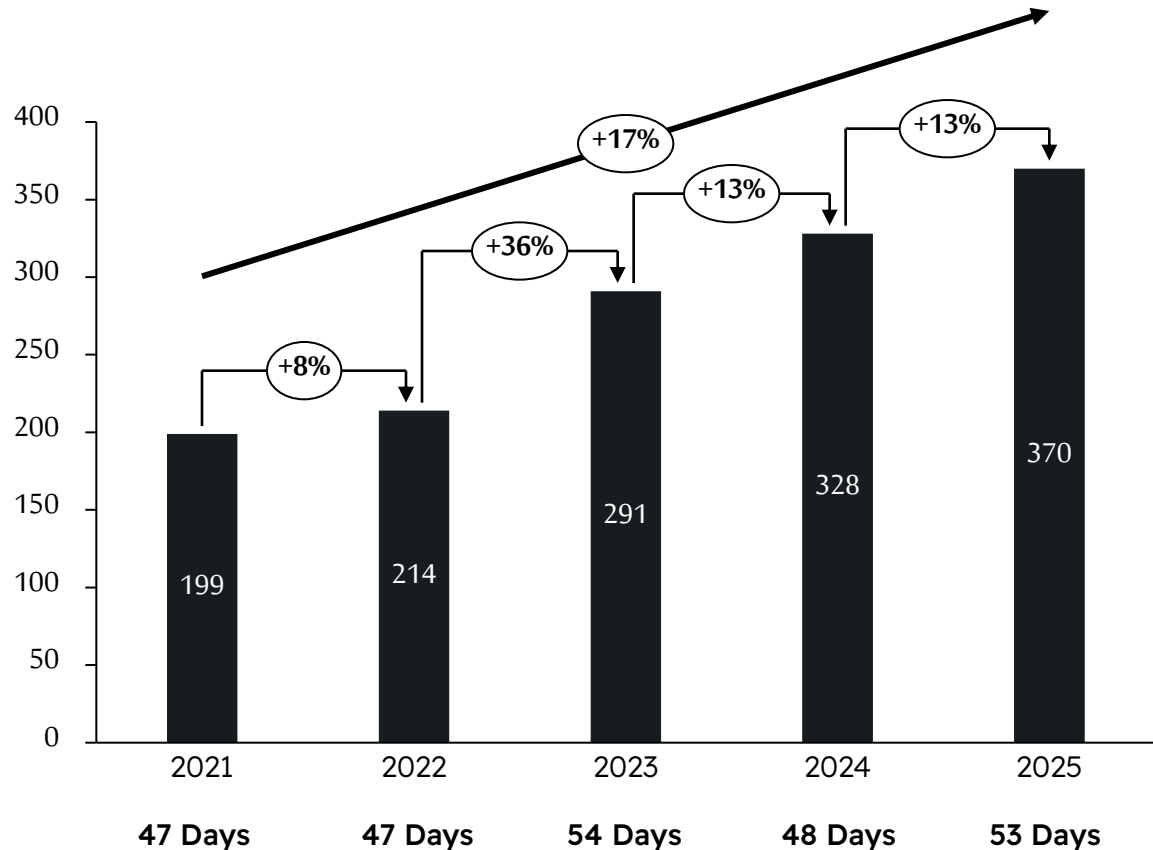
H1 2024 - Sales



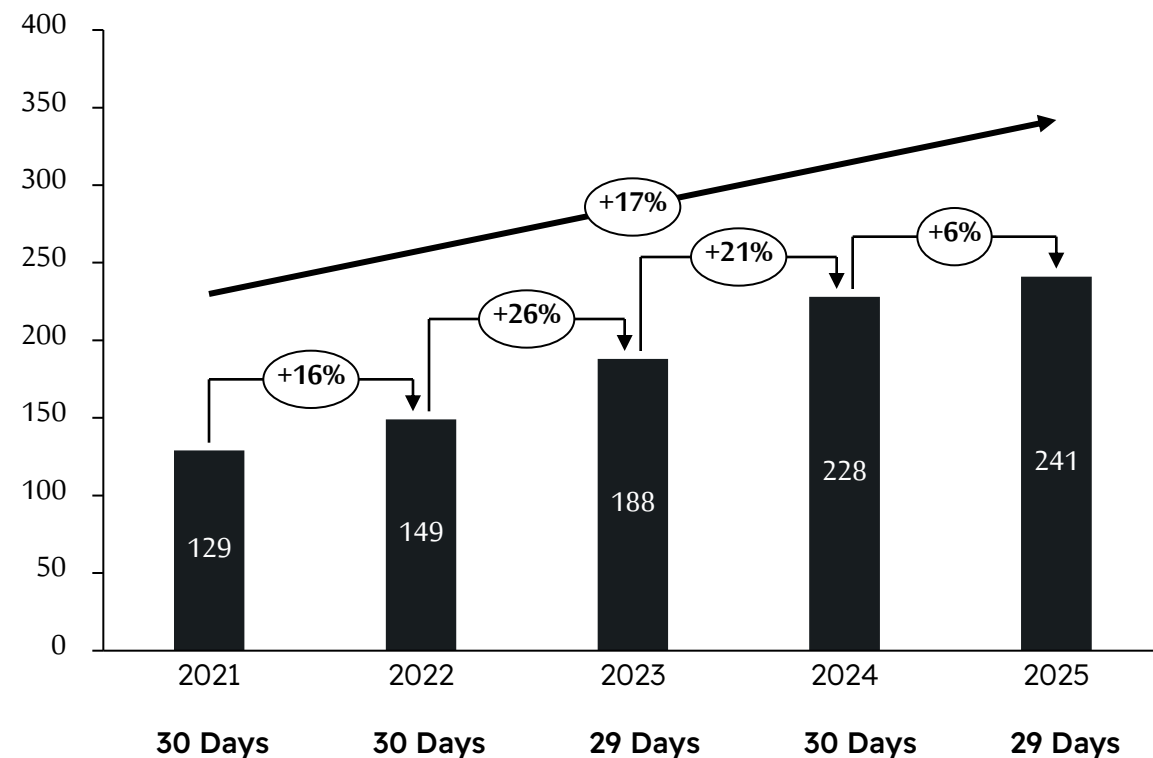


# Ramadan Season Sales Reached A Record 370 Million In 2025, Marking Five Years In A Row Of Steady Growth

Ramadan Season Sales Over Years (2021-2025)

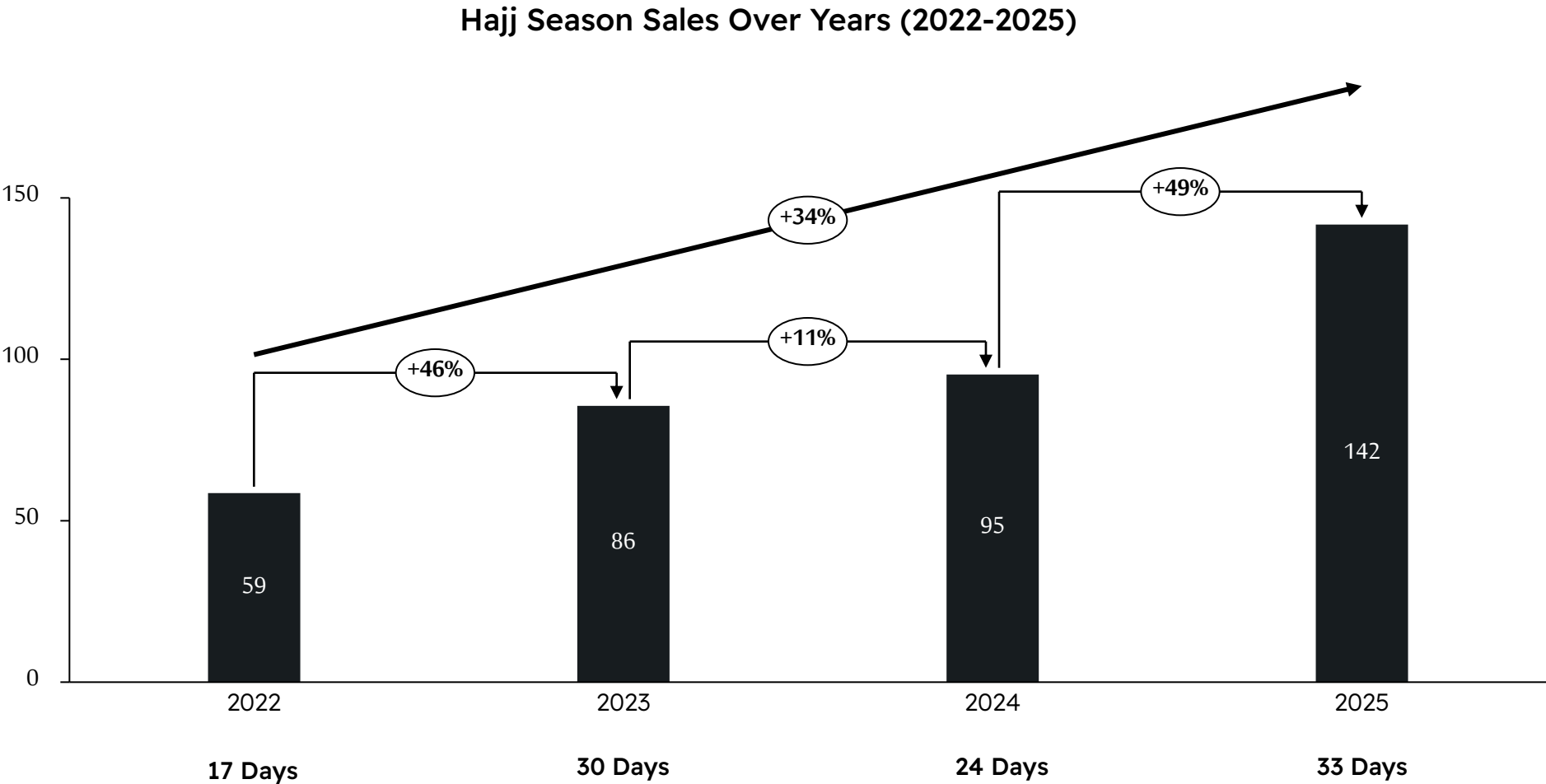


Ramadan Month Sales Over Years (2021-2025)

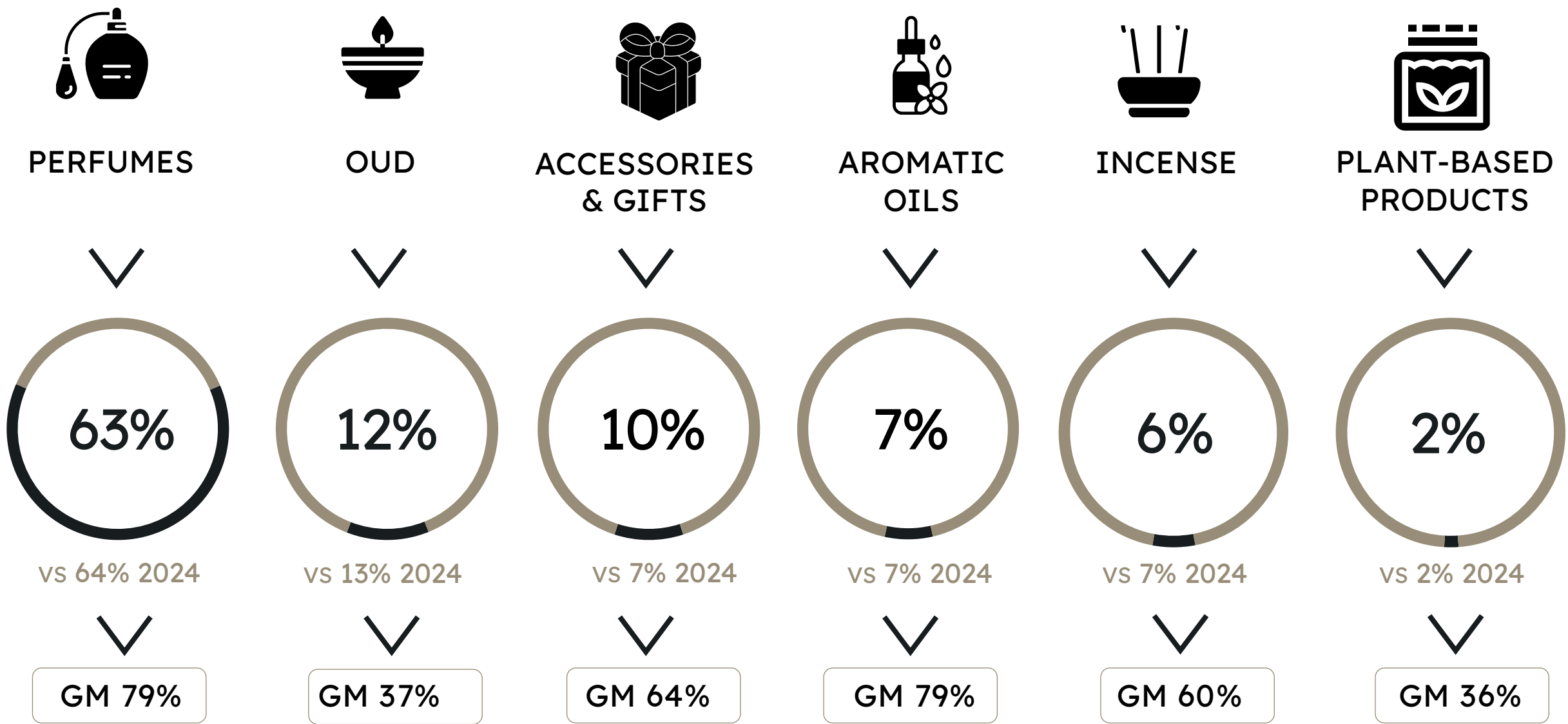


Amounts in SAR millions

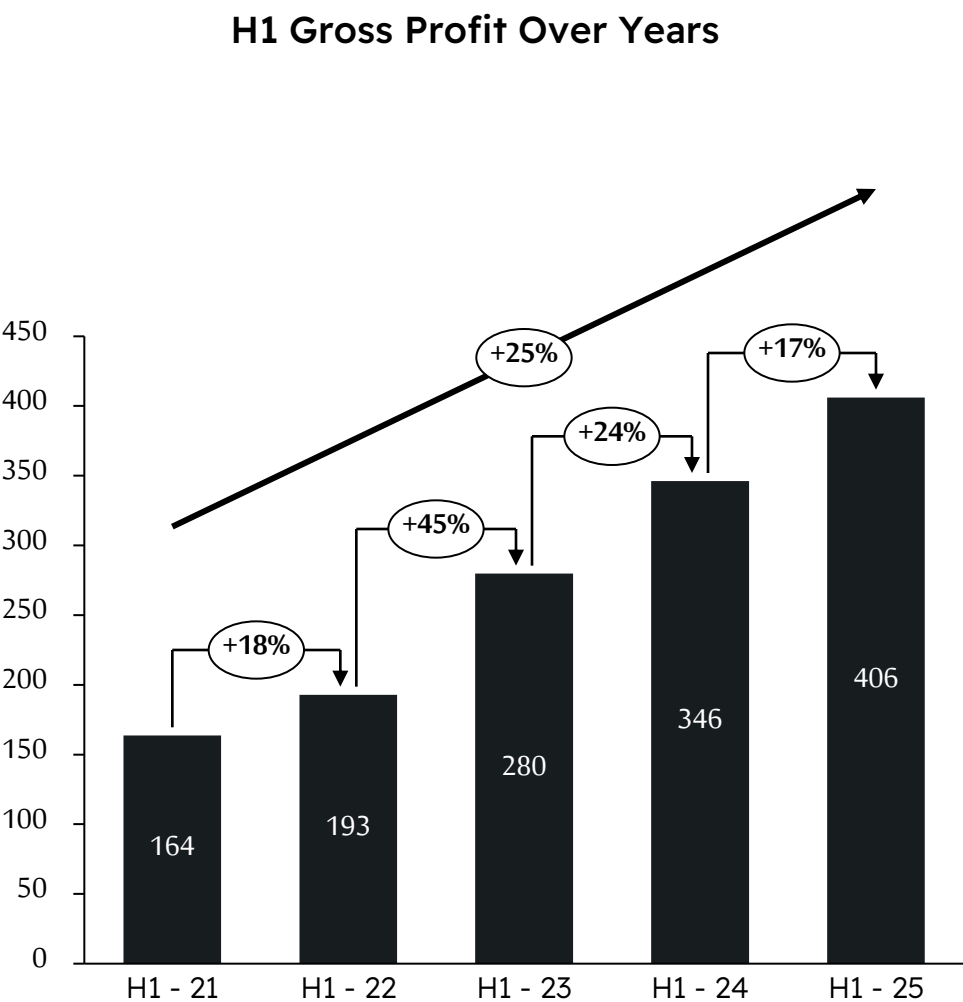
# Hajj Season Sales Hit Record High in 2025 with 142M – A 4-Year Growth Streak



# SALES % BY CATEGORY – H1 2025

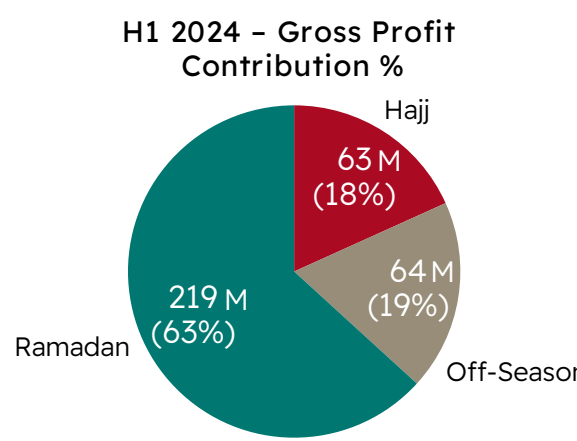
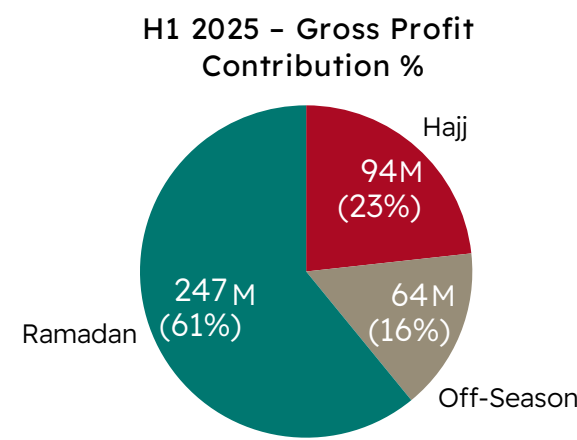
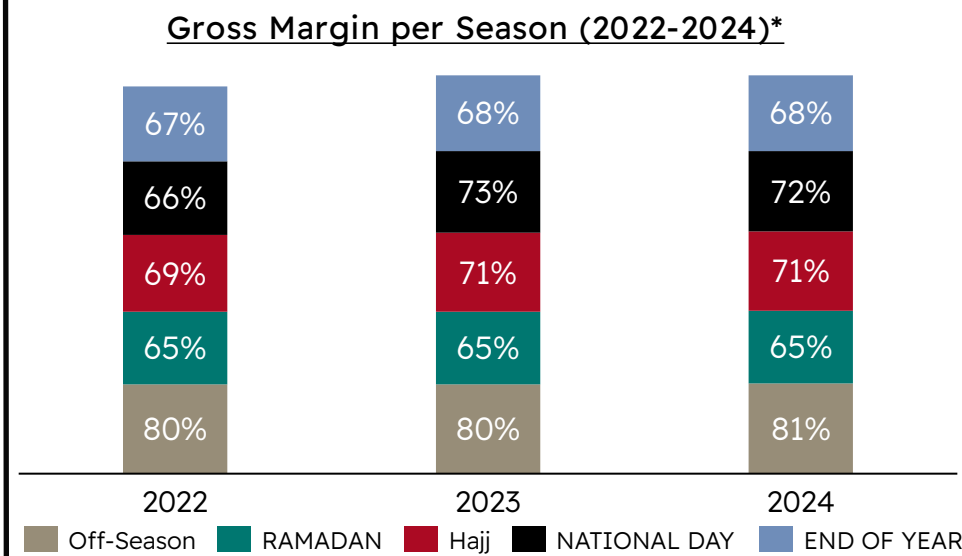


# H1 2025: A Landmark Half-Year of Robust Profit Growth and Unwavering Operational Strength

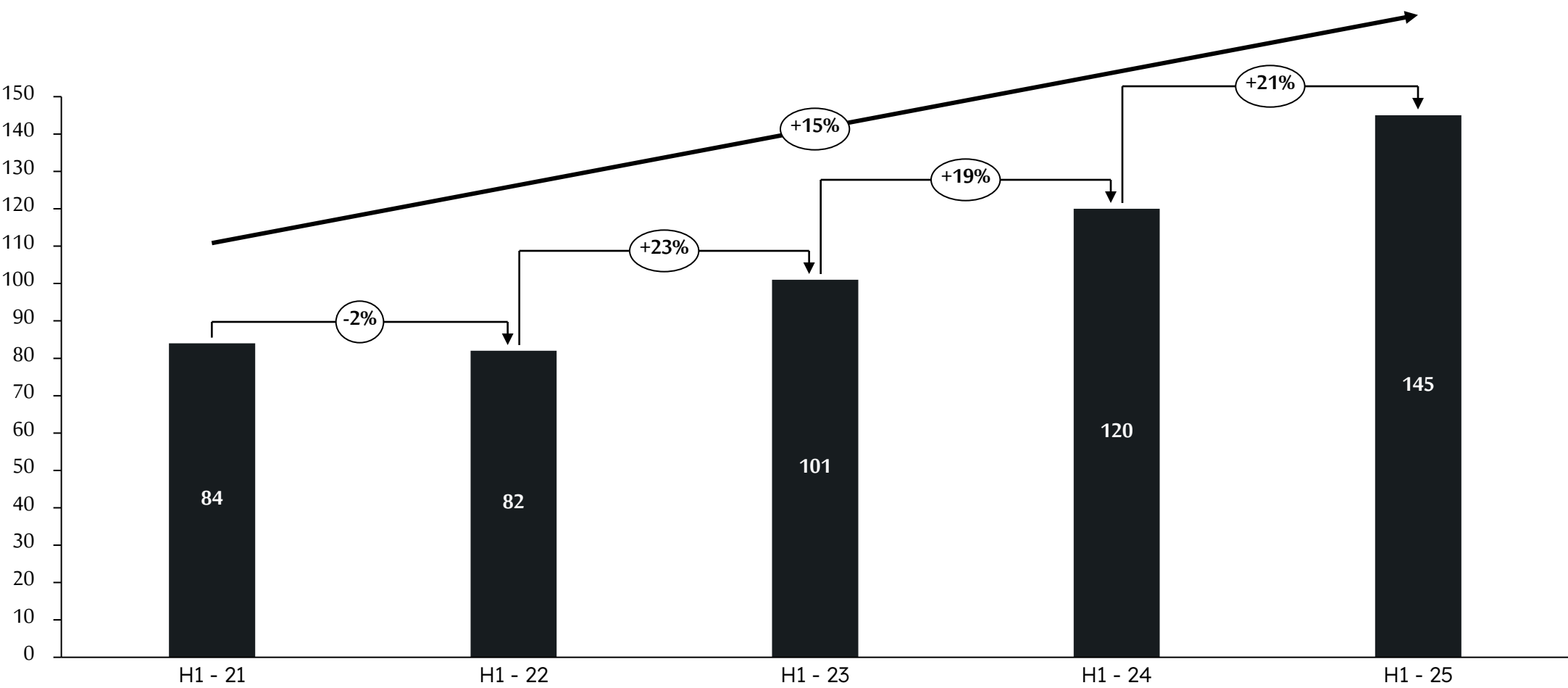


Amounts in SAR millions

- 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.



H1 Net Income Over Years



# STRONG H1 2025 PERFORMANCE AND CONTINUED GROWTH

| DISCRIPTION                   | H1 - 2025 | %   | H1 - 2024 | %   | CHANGE |
|-------------------------------|-----------|-----|-----------|-----|--------|
| NET REVENUE                   | 619       |     | 517       |     | 20%    |
| COGS                          | 213       | 34% | 171       | 33% | 24%    |
| GROSS PROFIT                  | 406       | 66% | 346       | 67% | 17%    |
| SELLING & MARKETING EXPENSE   | 224       | 36% | 197       | 38% | 14%    |
| GENERAL & ADMIN EXPENSE       | 25        | 4%  | 20        | 4%  | 24%    |
| TOTAL OPEX                    | 249       | 40% | 216       | 42% | 15%    |
| OPERATIONAL PROFIT            | 157       | 25% | 130       | 25% | 21%    |
| FINANCE COST                  | 8         | 1%  | 6         | 1%  | 23%    |
| OTHER INCOME                  | 2         | 0%  | 0         | 0%  | 1124%  |
| NET INCOME BEFORE TAX & ZAKAT | 152       | 25% | 124       | 24% | 22%    |
| TAX & ZAKAT                   | 6         | 1%  | 4         | 1%  | 48%    |
| NET INCOME AFTER TAX & ZAKAT  | 145       | 23% | 120       | 23% | 22%    |
| EBITDA                        | 225       | 36% | 187       | 36% | 20%    |
| EBIT                          | 159       | 26% | 130       | 25% | 22%    |
| EBT                           | 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



# Q & A

المأجد للعود  
Al majed oud  
Thank you

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