الماجد للعود
Al majed oud

EFG HERMES 19TH ANNUAL ONE-ON-ONE CONFERENCE - 2025

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KEY MESSAGES

LEGACY OF GROWTH AND EXPANSION

1956 - 1982

FOUNDATION & EARLY GROWTH

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

1990 - 2007

RETAIL MARKET ENTRY

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

2010 - 2012

CORPORATE AND MANUFACTURING EVOLUTION

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

2018 - 2022

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

2022 - 2024

PUBLIC OFFERING & MARKET LEADERSHIP

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

KEY OPERATIONAL INDICATORS

675 HIGH-QUALITY PRODUCTS

50,000 UNITS DAILY PRODUCTION CAPACITY AT OUR FACTORY

70% FACTORY UTILIZATION RATE (OF TOTAL PRODUCTION CAPACITY)

132 BRANDS WITHIN AL MAJED PERFUMES PORTFOLIO

348 STORES AND PLATFORMS ACROSS KSA AND THE GULF REGION

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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

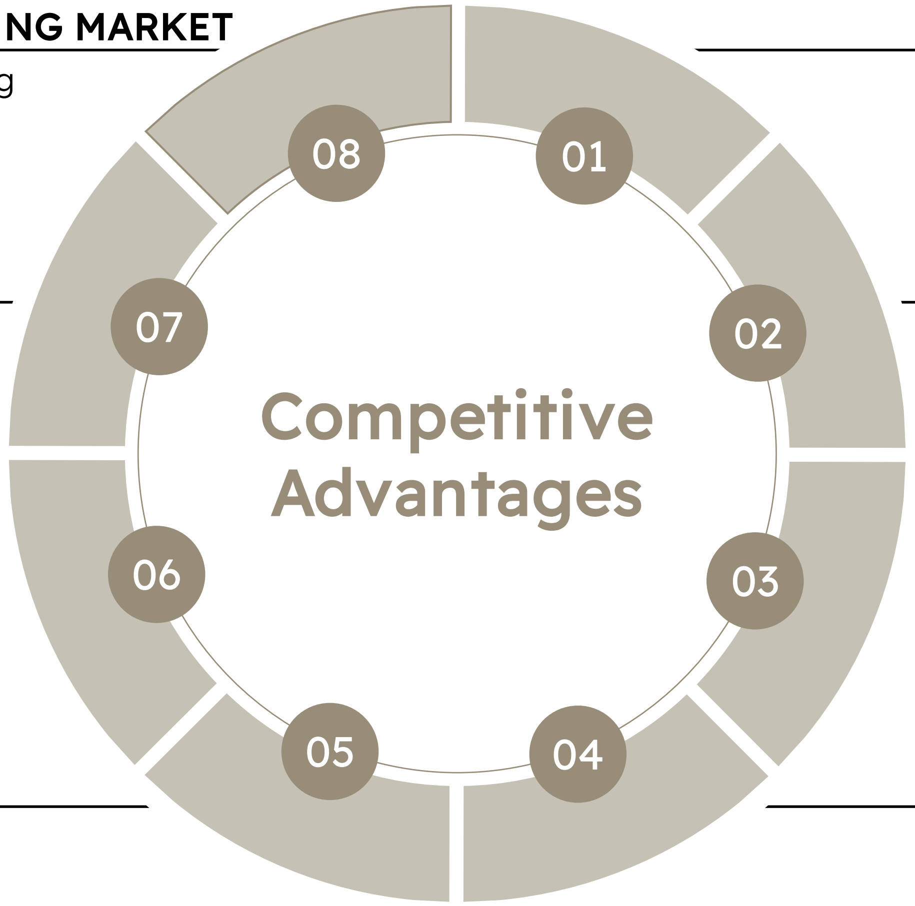
Integrated growth strategy resulting in financial stability and investor confidence

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

2024: A YEAR OF GROWTH, EFFICIENCY, AND SUSTAINABILITY

06 Mar

Al Majid Perfumes has entered into a major strategic partnership with Microsoft to drive the company's digital transformation, enhancing its technological capabilities and delivering a more innovative and interactive customer experience across all segments.

07 Oct

In a strategic move to bolster its growth, Al Majed Perfumes has successfully listed its shares on the Saudi Stock Exchange (Tadawul), marking a significant milestone for the company.

27 Oct

The Board of Directors of Al Majed Oud Company has approved the establishment of a fully-owned subsidiary in Qatar. This move strengthens our regional expansion strategy and demonstrates confidence in the growth prospects of the Gulf markets.

AL MAJID OUD'S MARK OF QUALITY EXCELLENCE

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

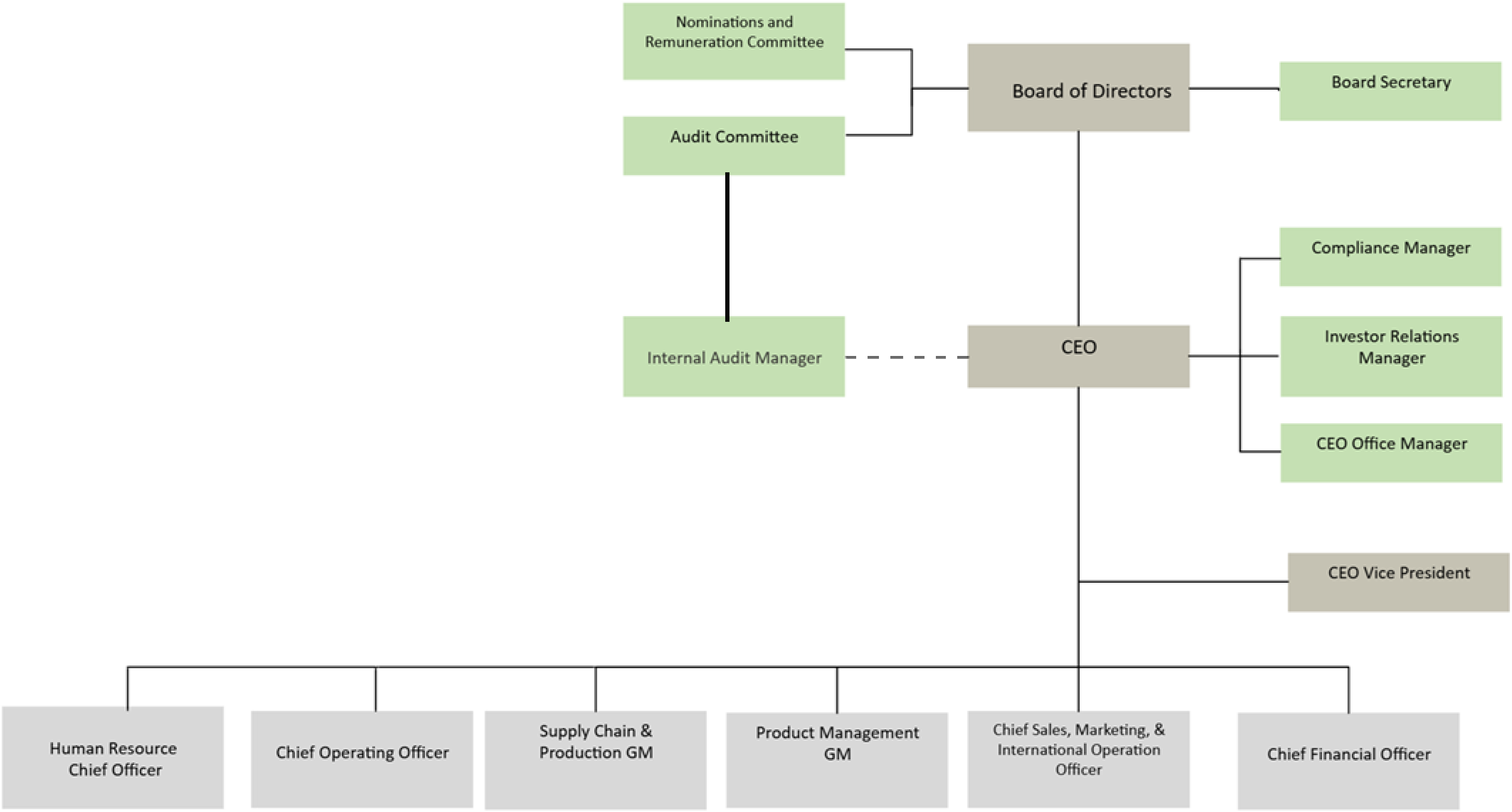
ISO 9001 Certification: To ensure quality management and improve production processes, helping meet customer expectations for high-quality products

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



675 HIGH-QUALITY PRODUCTS AND 132 BRANDS

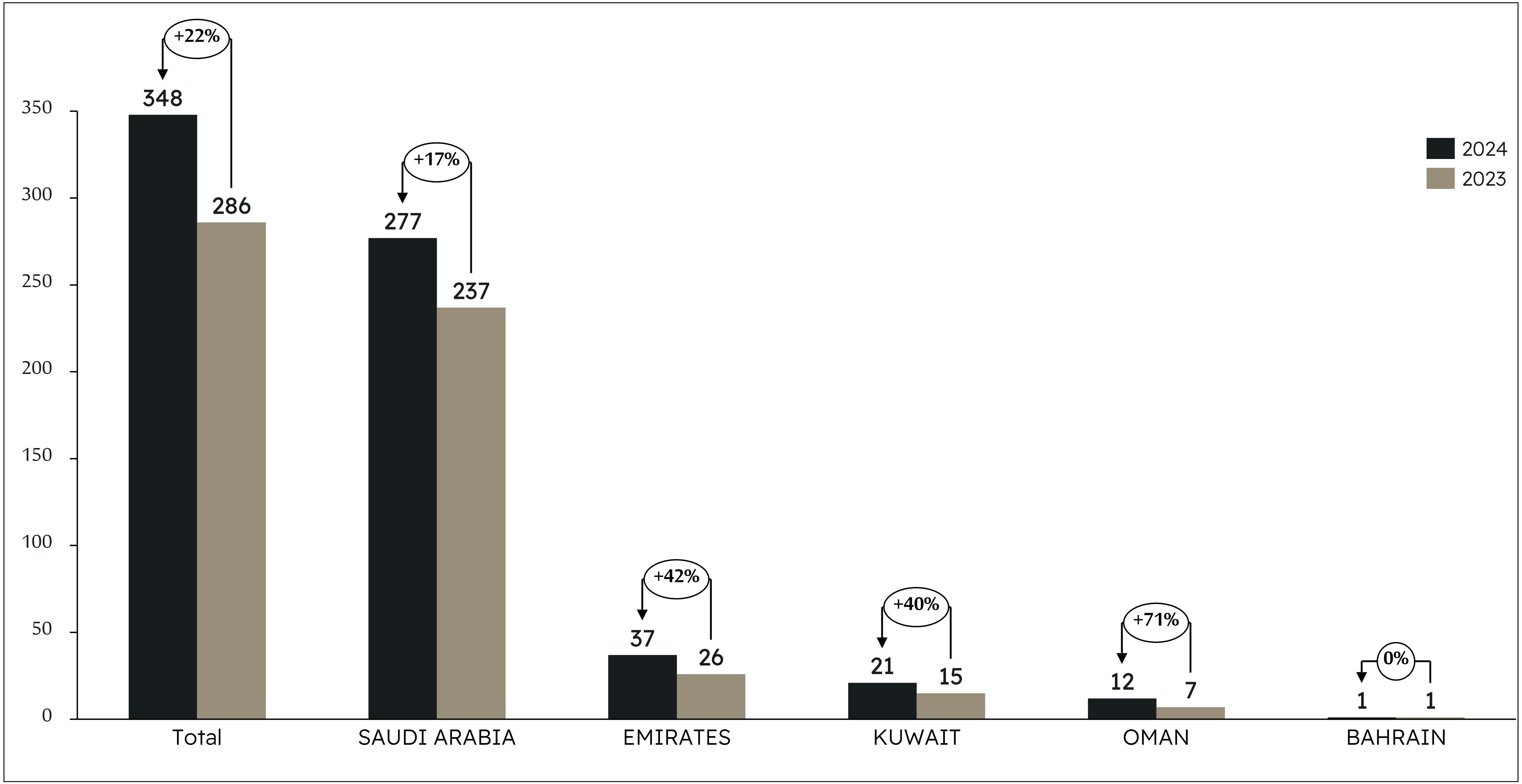
PRODUCT CATEGORY	BRAND	SKUs
Perfumes	85	199
Oud	11	90
Incense	3	20
Aromatic oils	31	76
Plant-based Products	2	5
Accessories and Gifts	0	285
Total	**132**	**675**

- The company has registered its "Al Majed Oud" trademark in the KSA and 17 other countries.
- The company offers 675 high-quality products in categories including perfumes, oud, incense, aromatic oils, plant-based products, accessories, and gifts.
- Launching 64 new products in 2024.
- The company currently owns 89 registered trademarks covering 173 products, in addition to 3 registered trademarks designated for marketing activities and advertising campaigns. The company also owns 9 registered industrial models related to product and packaging designs.

SALES % BY CATEGORY - 2024

PERFUMES	OUD	ACCESSORIES & GIFTS	AROMATIC OILS	INCENSE	PLANT-BASED PRODUCTS
66%	13%	7%	6%	6%	2%

THE EXPANSION OF OUR BRANCHES AND SALES CHANNELS SAW A 22% GROWTH YOY



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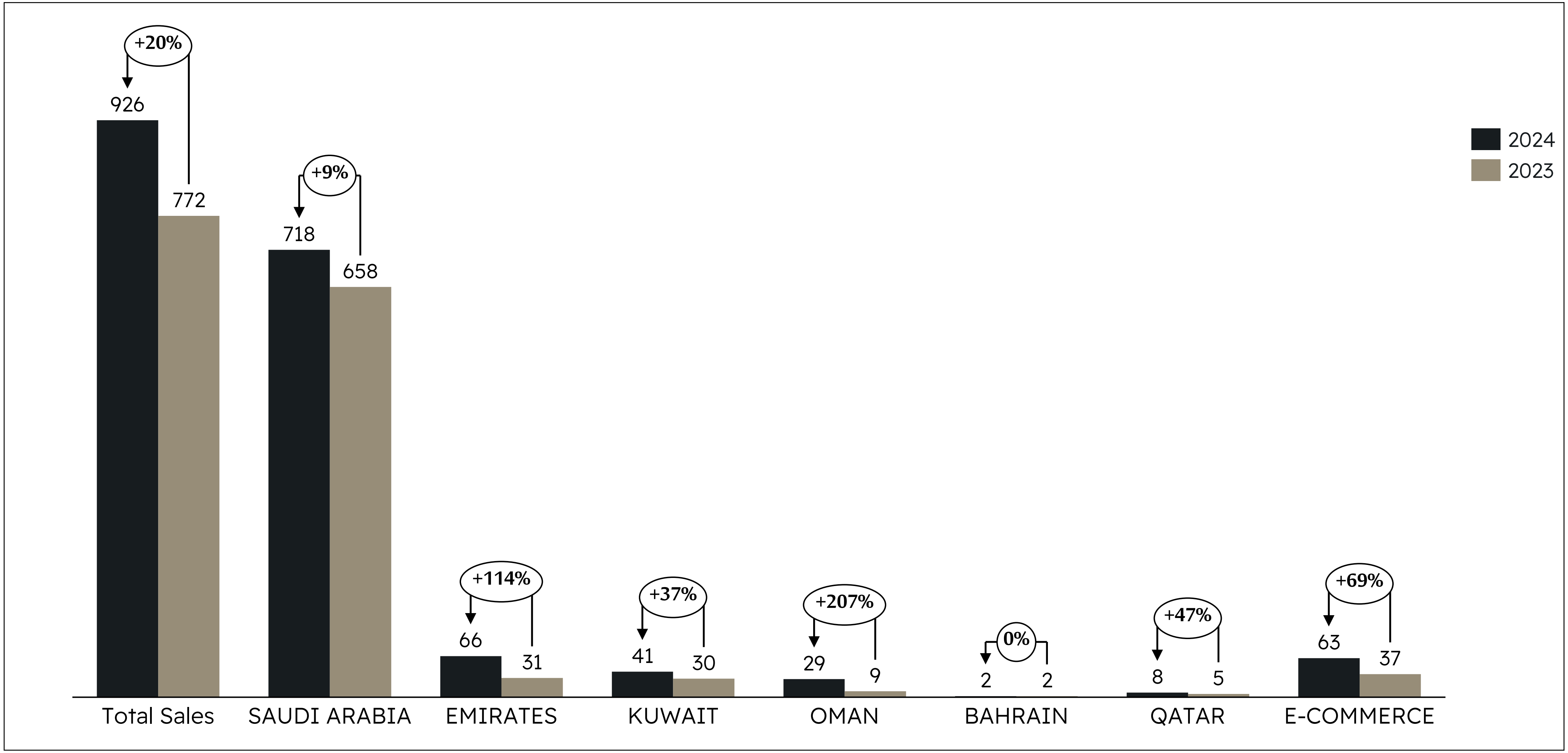
TOTAL SALES WITNESSED REMARKABLE GROWTH, RISING BY 20% YOY



AMOUNTS IN SAR MILLIONS

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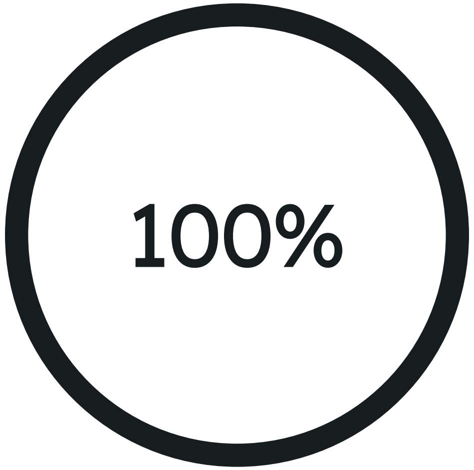
FINANCIAL HIGHLIGHTS - 2024

REVENUE

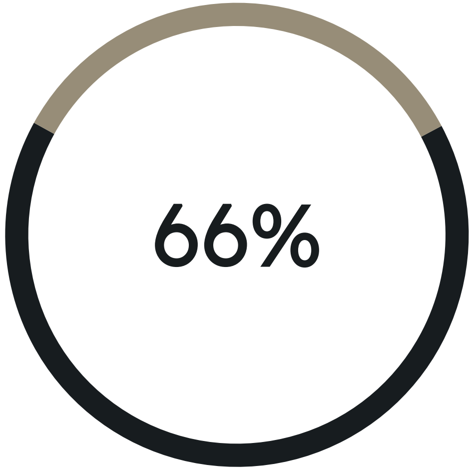
INCREASED BY 20%
COMPARED TO 2023



SAR 926M

GROSS PROFIT

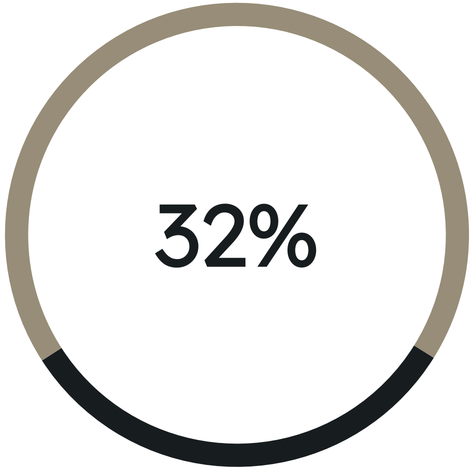
INCREASED BY 19%
COMPARED TO 2023



SAR 610M

EBITDA

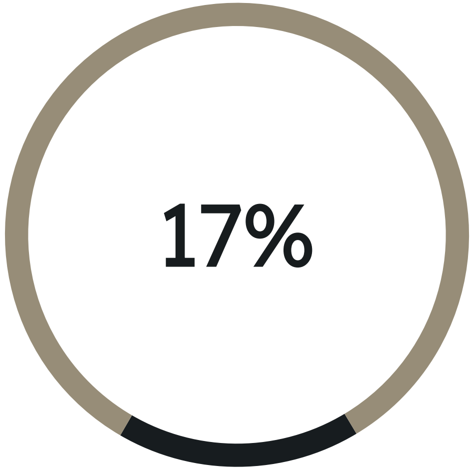
INCREASED BY 9%
COMPARED TO 2023



SAR 300M

NET PROFIT

INCREASED BY 6%
COMPARED TO 2023



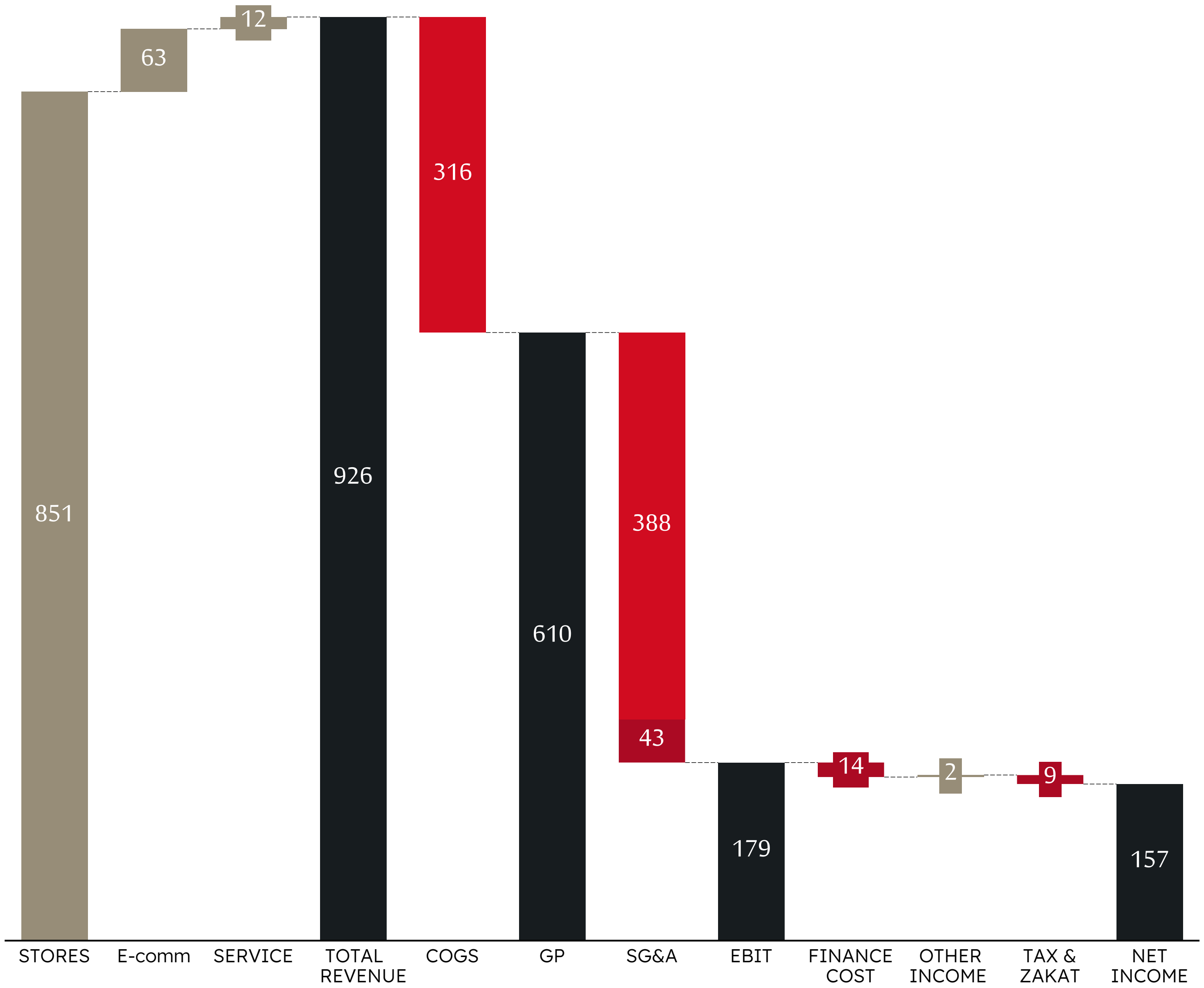
SAR 157M

AMOUNTS IN SAR MILLIONS

FINANCIAL RATIOS – 2024 vs 2023

RETURN ON EQUITY	34%	vs 39% 2023
CURRENT RATIO	2.5	vs 1.7 2023
FREE CASH FLOW TO REVENUE	19%	vs 14% 2023
FREE CASH FLOW TO NET INCOME	1.13	vs 0.75 2023
DEBT TO EQUITY	51%	vs 73% 2023
EARNINGS PER SHARE (EPS)	⃁6.28	vs ⃁5.95 2023

FINANCIAL PERFORMANCE - 2024

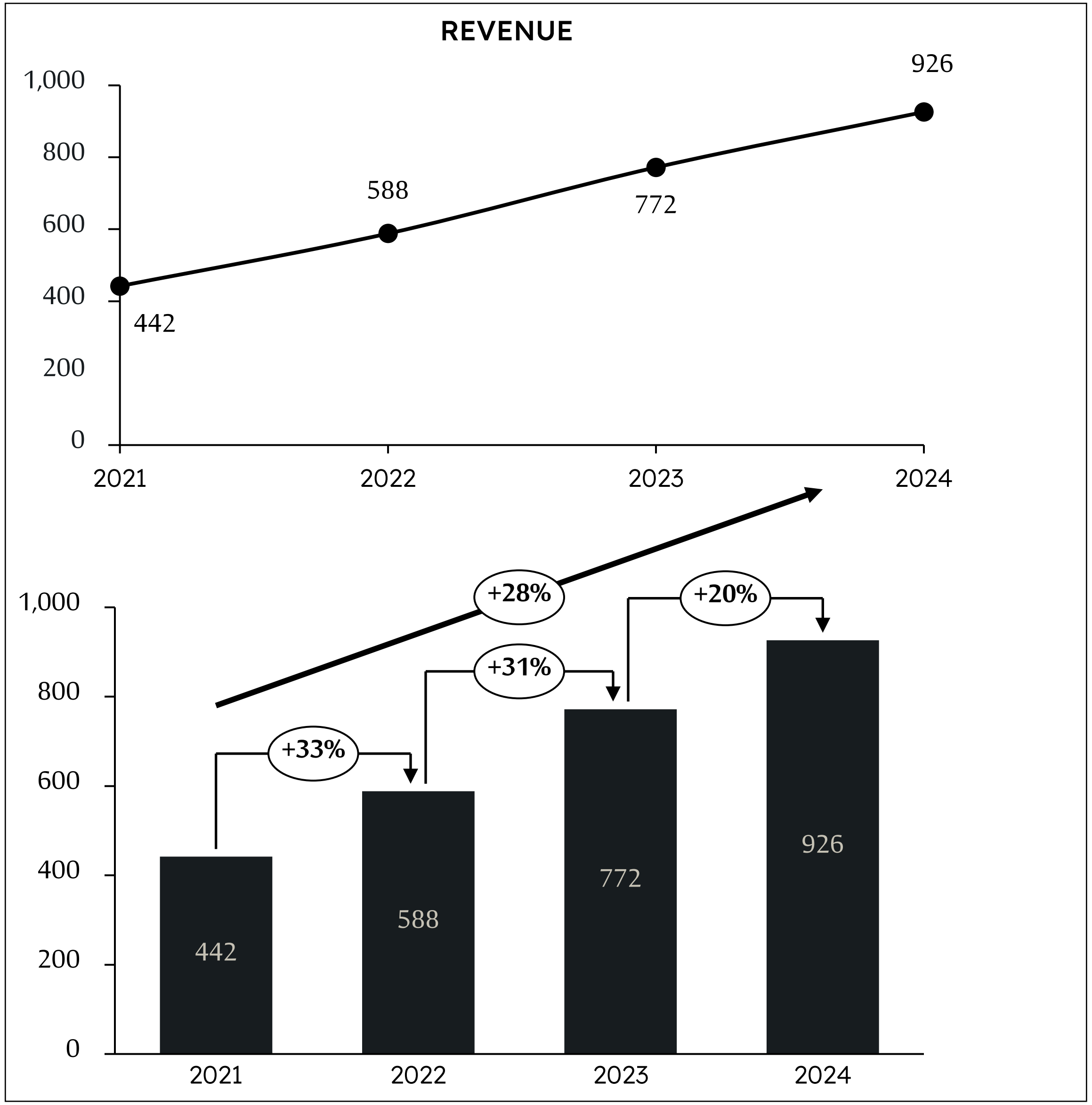


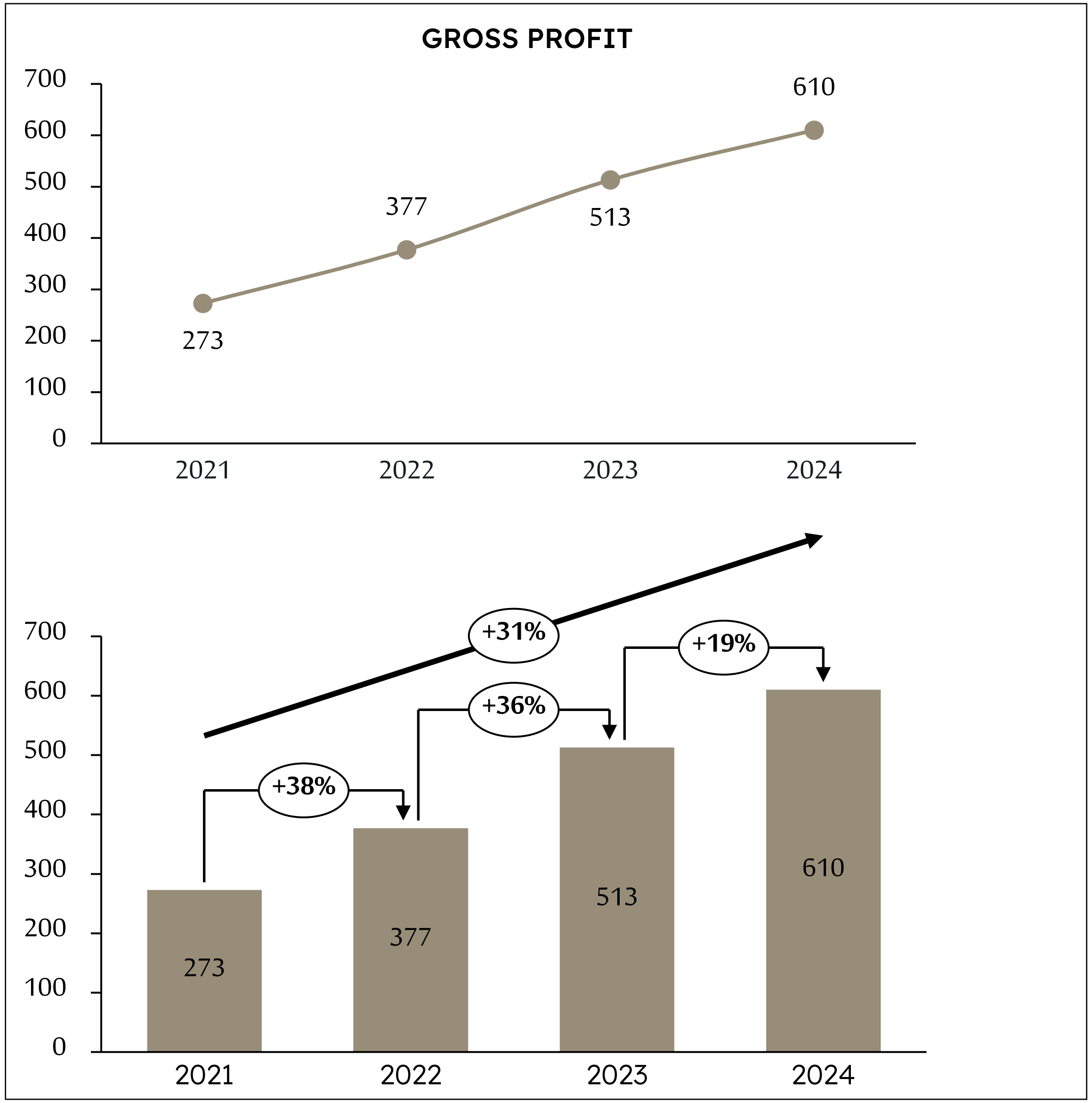
DISCRIPTION	2023	2024	CHANGE 2024
NET REVENUE	772.5	926.0	20%
COGS	259.6	316.3	22%
GROSS PROFIT	**512.9**	**609.7**	**19%**
SELLING & MARKETING EXPENSE	309.2	387.8	25%
GENERAL & ADMIN EXPENSE	40.0	43.4	9%
TOTAL OPEX	349.2	431.2	23%
OPERATIONAL PROFIT	**163.7**	**178.5**	**9%**
FINANCE COST	2.0	1.7	-16%
FINANCE COST - OTHER	10.2	12.7	24%
TOTAL FINANCE COST	12.3	14.4	17%
OTHER INCOME	5.5	1.8	-68%
NET INCOME BEFORE TAX & ZAKAT	**156.9**	**165.9**	**6%**
TAX & ZAKAT	8.2	9.0	9%
NET INCOME BEFORE TAX & ZAKAT	**148.7**	**157.0**	**6%**

EBITDA	275.7	300.3	9%
EBIT	169.2	180.3	7%
EBT	156.9	165.9	6%

AMOUNTS IN SAR MILLIONS

PERFORMANCE IMPROVED CONSISTENTLY OVER FOUR YEARS, REFLECTING GROWTH DESPITE VARYING IN SEASONALITY





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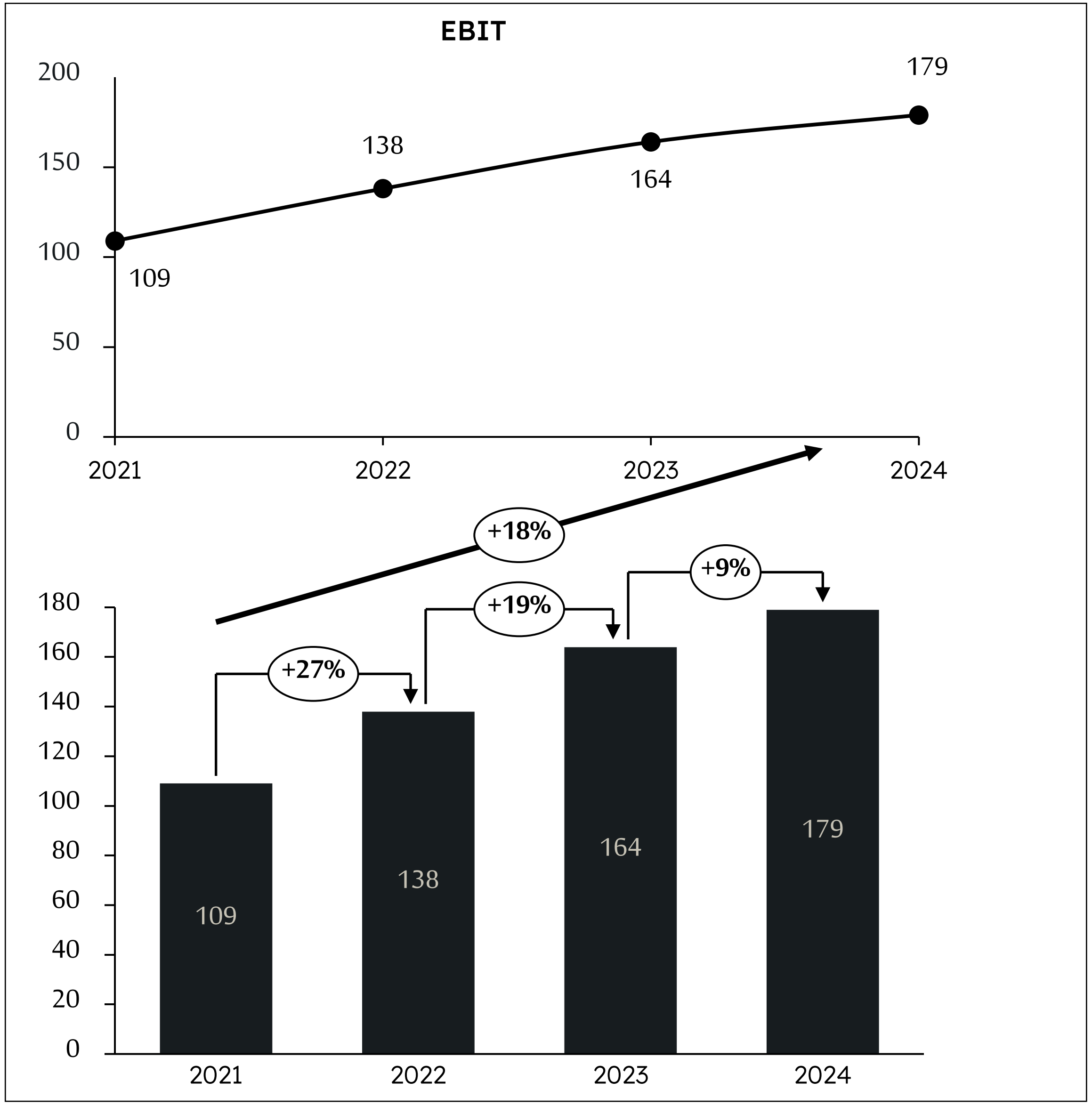

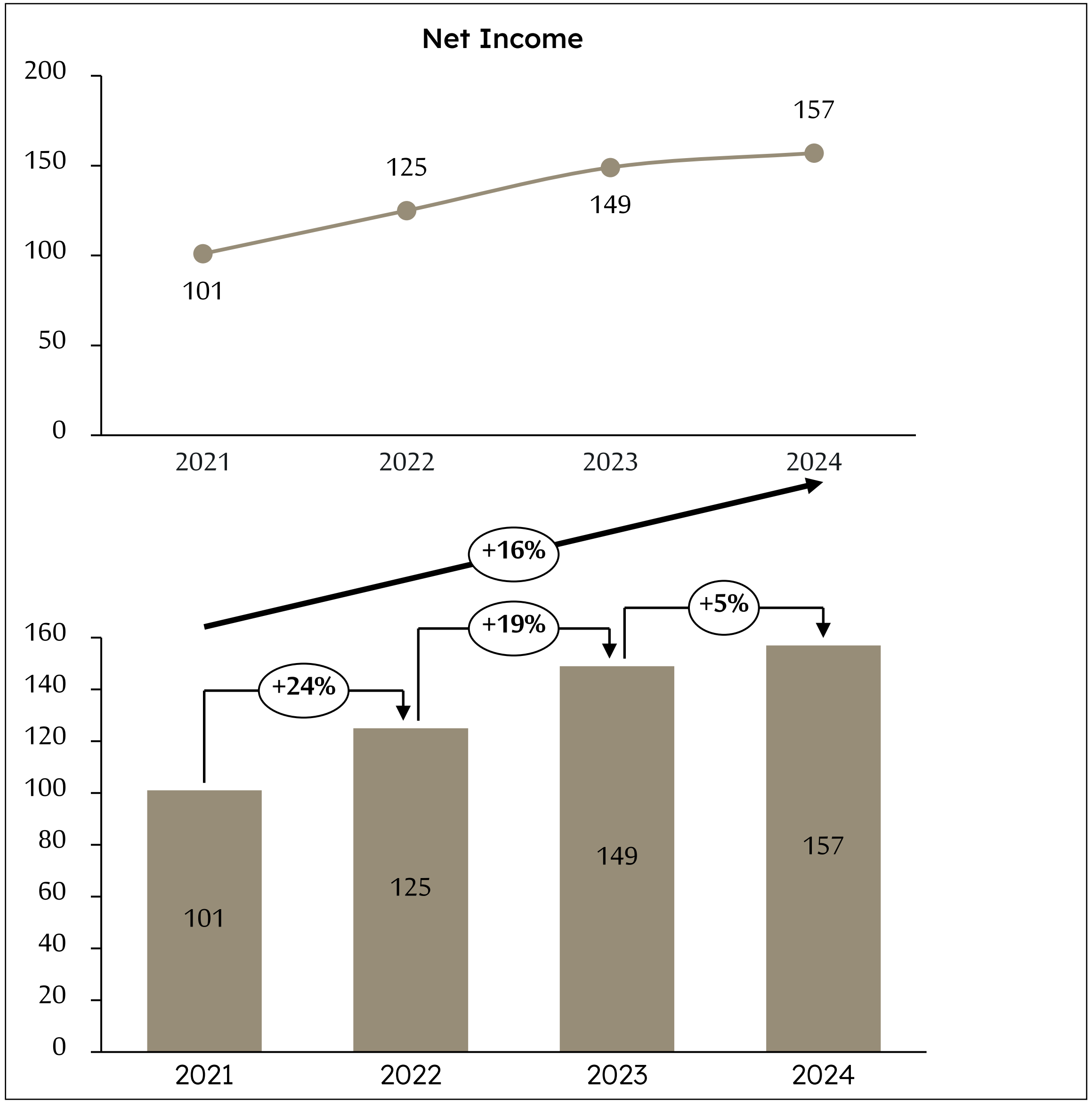

AMOUNTS IN SAR MILLIONS

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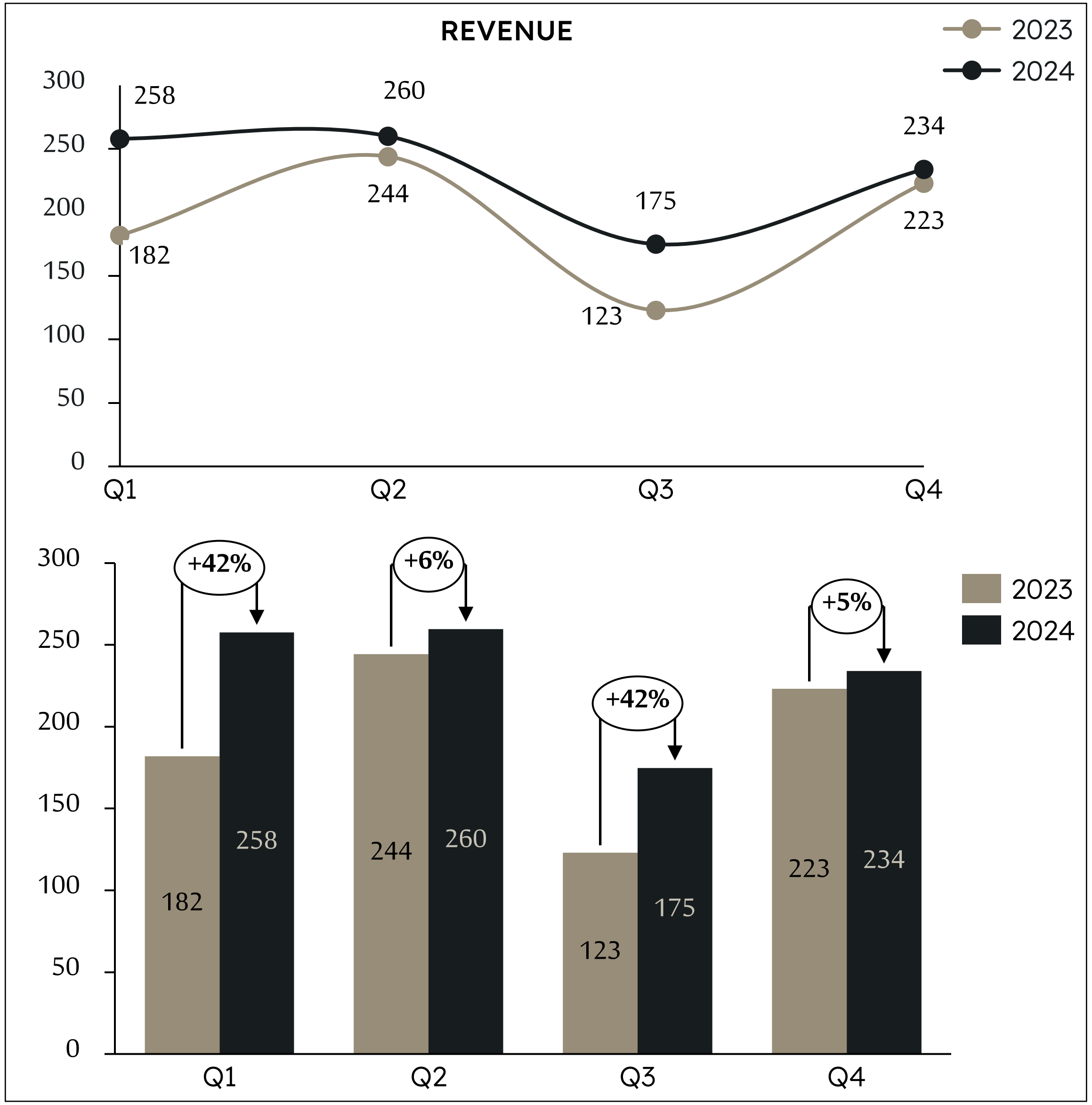
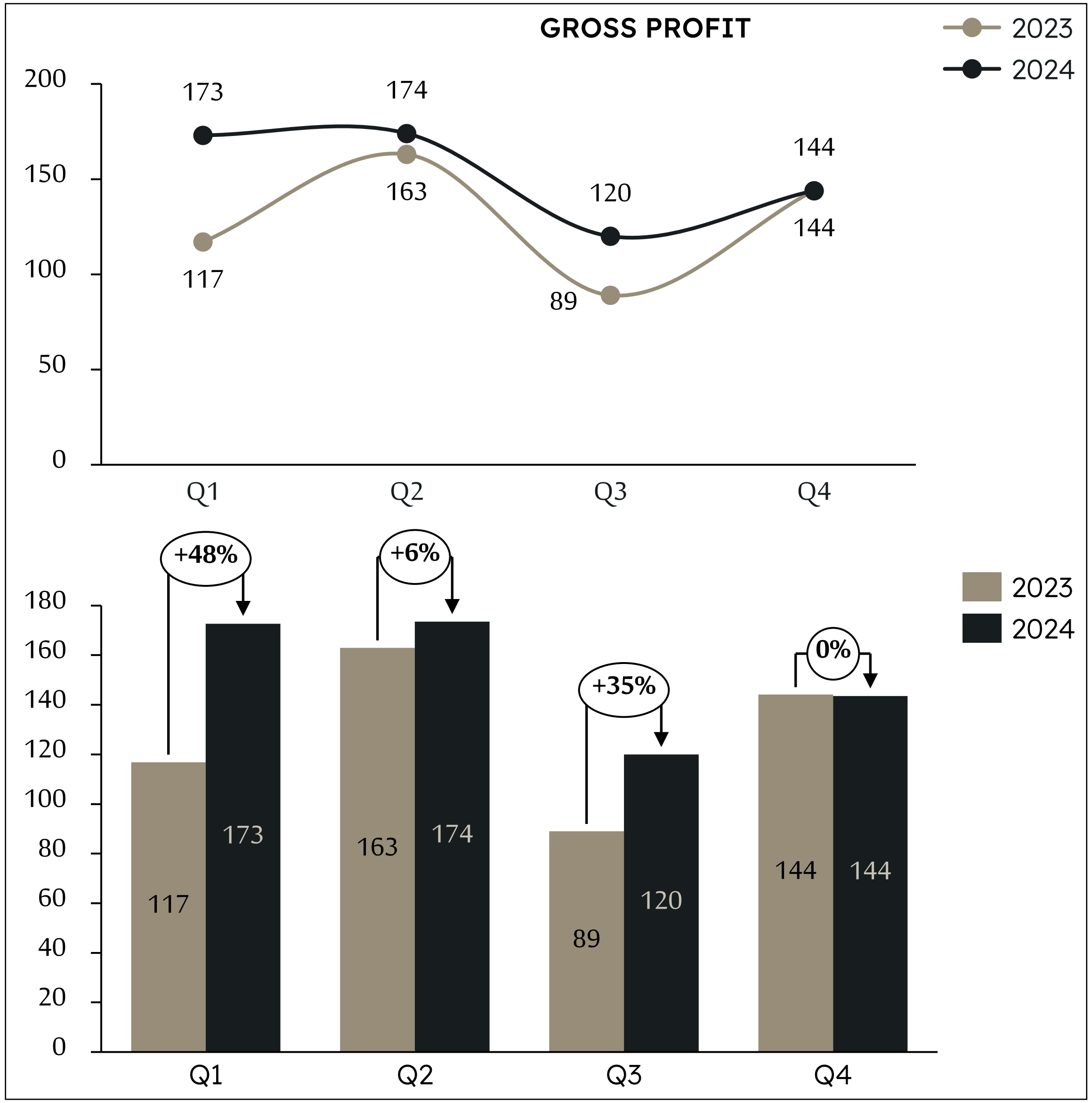
PERFORMANCE IMPROVED CONSISTENTLY ON A QUARTERLY BASIS, REFLECTING GROWTH DESPITE VARYING SEASONAL FACTORS





AMOUNTS IN SAR MILLIONS

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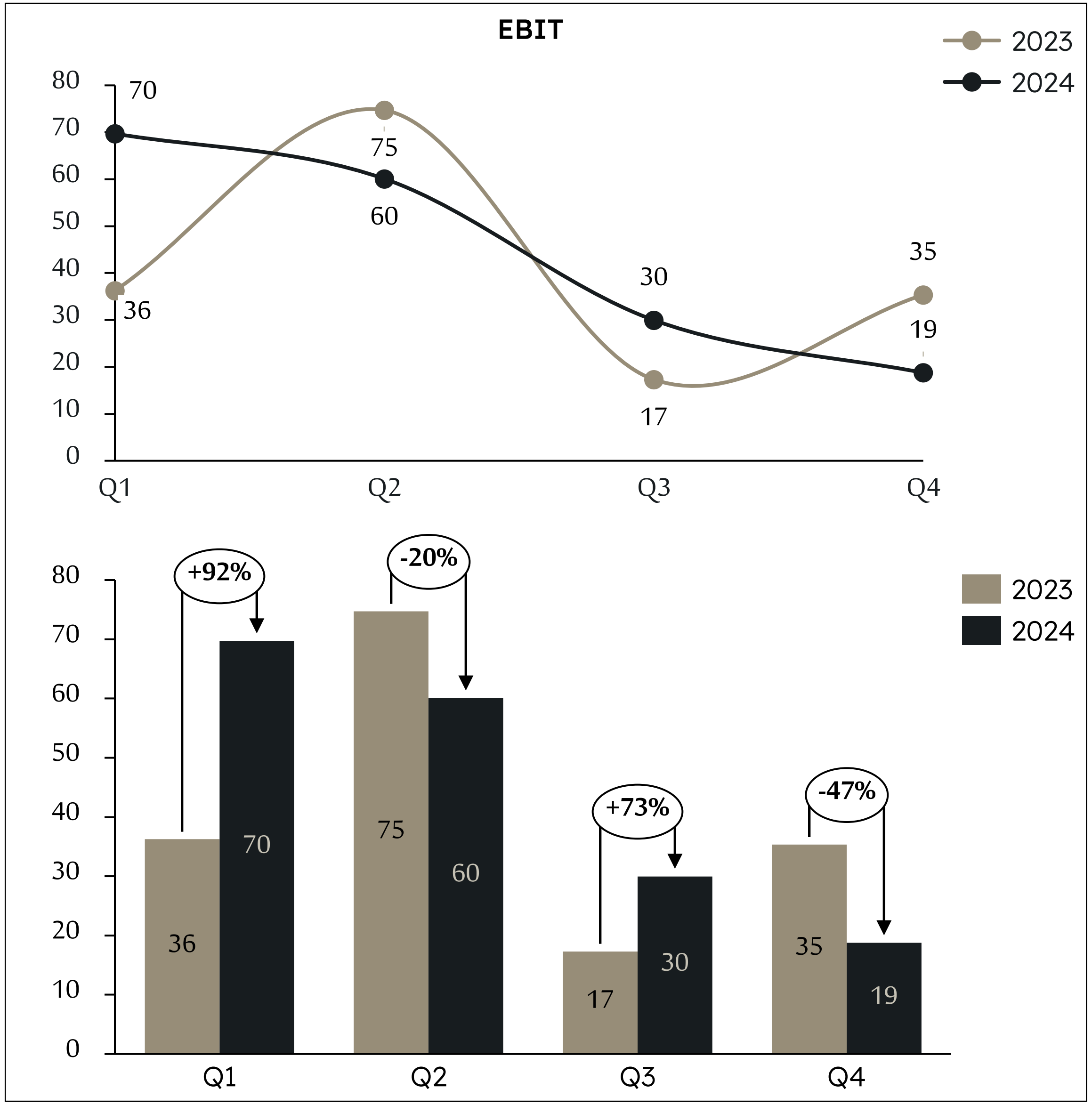
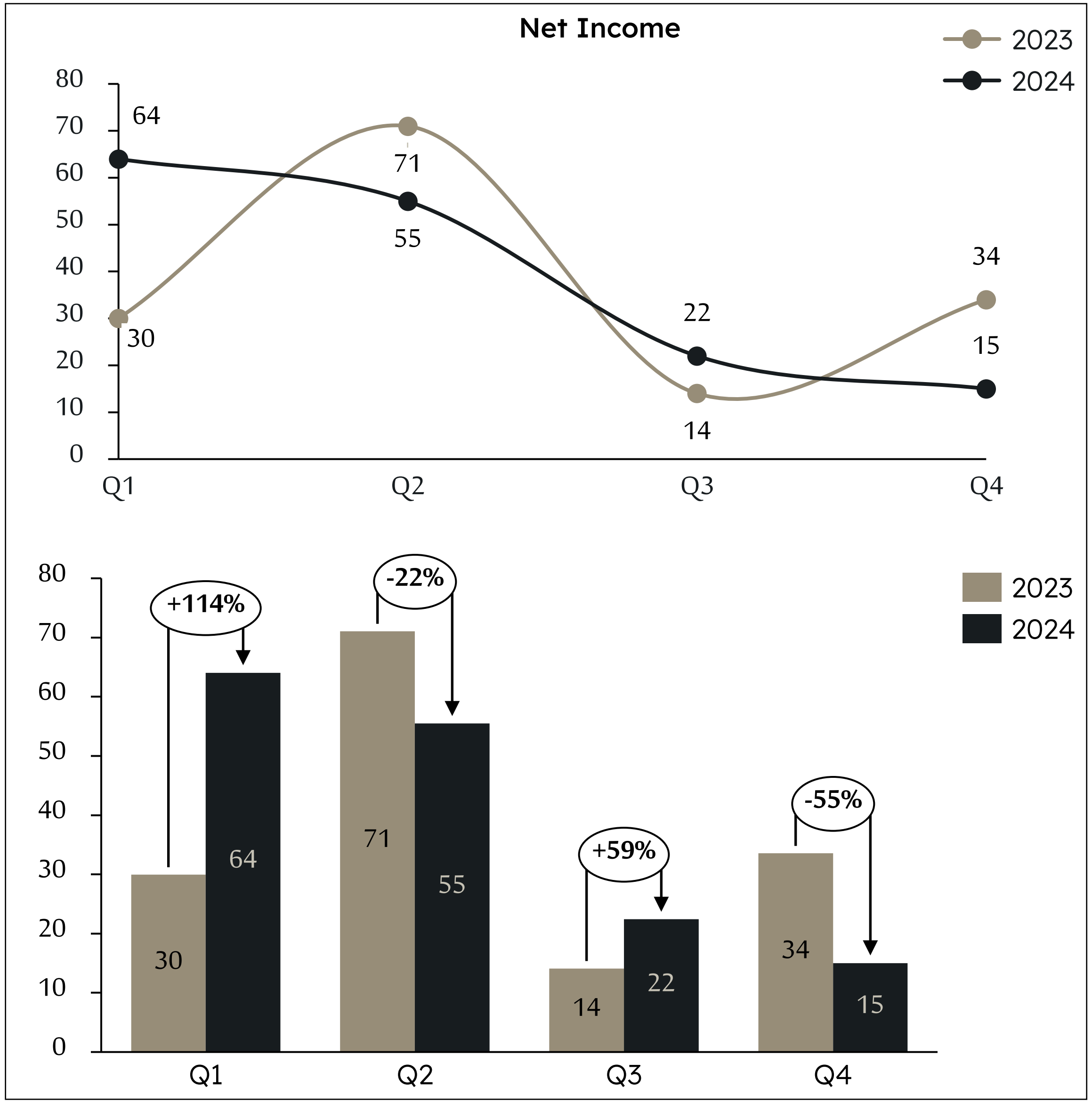
PERFORMANCE IMPROVED CONSISTENTLY ON A QUARTERLY BASIS, REFLECTING GROWTH DESPITE VARYING SEASONAL FACTORS





المبالغ – مليون ريال سعودي

BALANCE SHEET - SIGNIFICANT GROWTH IN RETAINED EARNINGS, OVERALL ASSET GROWTH, AND DECREASE IN CURRENT LIABILITY

Description	2024	2023	CHANGE
NON-CURRENT ASSETS	379.0	372.1	2%
CURRENT ASSETS	414.7	397.7	4%
TOTAL ASSETS	**793.7**	**769.8**	**3%**
RETAINED EARNINGS	218.2	127.3	71%
CAPITAL	250.0	250.0	0%
TOTAL EQUITY	**468.2**	**377.3**	**24%**
NON-CURRENT LIABILITY	157.9	157.0	1%
CURRENT LIABILITY	167.6	235.6	-29%
TOTAL LIABILITY	**325.5**	**392.6**	**-17%**
TOTAL LIABILITY & EQUITY	**793.7**	**769.8**	**3%**

AMOUNTS IN SAR MILLIONS

- Retained Earnings **increased by 71%**, jumping from 127.3 in 2023 to 218.2 in 2024, reflecting strong profitability, effective reinvestment of earnings, along with statutory reserve transfer.
- **Total Equity** increased by **24%**, from 377.3 in 2023 to 468.2 in 2024. This is a positive sign of company's net worth significantly improvement, driven by the increase in retained earnings.
- **Total Assets** increased by **3%**, from 769.8 in 2023 to 793.7 in 2024. Showing the company's overall size and asset base expanding.
- **Current Liabilities** decreased by **29%**, from 235.6 in 2023 to 167.6 in 2024. Reflecting that the company has improved its short-term financial health and reduced its immediate obligation, along with cash flow management improvement.
- These highlights demonstrate a solid growth in assets and equity, while liabilities have been effectively managed, showcasing the company's improving financial health and strong performance.

MARKETING CALENDAR

END OF YEAR OFFERS

END OF YEAR SEASON

NATIONAL DAY CAMPAGIN

ALHAJ SEASON

RAMADAN SEASON

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Thank you