



EARNINGS CALL

9 MONTHS 2025 RESULTS

10/11/2025

DISCLAIMER

This presentation has been prepared solely for use at this meeting. By attending the meeting where this presentation is made or accessing this presentation, you agree to be bound by the following limitations. This material is given in conjunction with an oral presentation and should not be taken out of context.

This presentation has been prepared for information and background purposes only. It does not constitute or form part of, and should not be construed as, an offer of, a solicitation of an offer to buy, or an invitation to subscribe for, underwrite or otherwise acquire, any stocks of Almajed for Oud (the Company) or any other existing or future member of the Almajed for Oud group or with any other contract or commitment whatsoever. This presentation does not constitute a prospectus, in whole or in part, and any decision to invest in securities should be made solely on the basis of the information to be contained in a prospectus and on an independent analysis of the information contained therein.

Any assumptions, views or opinions (including statements, projections, forecasts or other forward-looking statements) contained in this presentation represent the assumptions, views or opinions of the Company as of the date indicated and are subject to change without notice. All information not separately sourced is from Company data and estimates. Information contained in this presentation related to past performance is not an indication of future performance. The information in this presentation is not intended to predict actual results, and no assurances are given with respect thereto.

The information contained in this presentation has not been independently verified, and no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information contained herein, and no reliance should be placed on it. Neither the Company nor its affiliates, advisers, connected persons or any other person accepts any liability for any loss howsoever arising (in negligence or otherwise), directly or indirectly, from this presentation or its contents or otherwise arising in connection with this presentation. This shall not, however, restrict or exclude or limit any duty or liability to a person under any applicable law or regulation of any jurisdiction which may not lawfully be disclaimed (including in relation to fraudulent misrepresentation).

This presentation includes “forward-looking statements.” These statements contain the words “anticipate,” “believe,” “intend,” “estimate,” “expect” and words of similar meaning. All statements other than statements of historical facts included in this presentation, including, without limitation, those regarding the Company’s financial position, business strategy, plans and objectives of management for future operations (including cost savings and productivity improvement plans) are forward-looking statements. By their nature, such forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of the Company to be materially different from results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company’s present and future business strategies and the market environment in which the Company will operate.

These forward-looking statements speak only as of the date of this presentation. Each of the Company, the relevant Group entities and their respective shareholders, agents, employees and advisers, expressly disclaims any obligation or undertaking to update any forward-looking statements contained herein. You are urged to consider these factors carefully in evaluating the forward-looking statements in this presentation and not to place undue reliance on such statements.

This presentation is not directed to, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation of such jurisdiction or which would require any registration or licensing within such jurisdiction. Any failure to comply with these restrictions may constitute a violation of the laws of other jurisdictions. The information contained in this presentation is provided as of the date of this presentation and is subject to change without notice.

KEY MESSAGE

01. LEGACY OF GROWTH AND EXPANSION

02. SUSTAINABLE AND SOCIAL RESPONSIBILITY

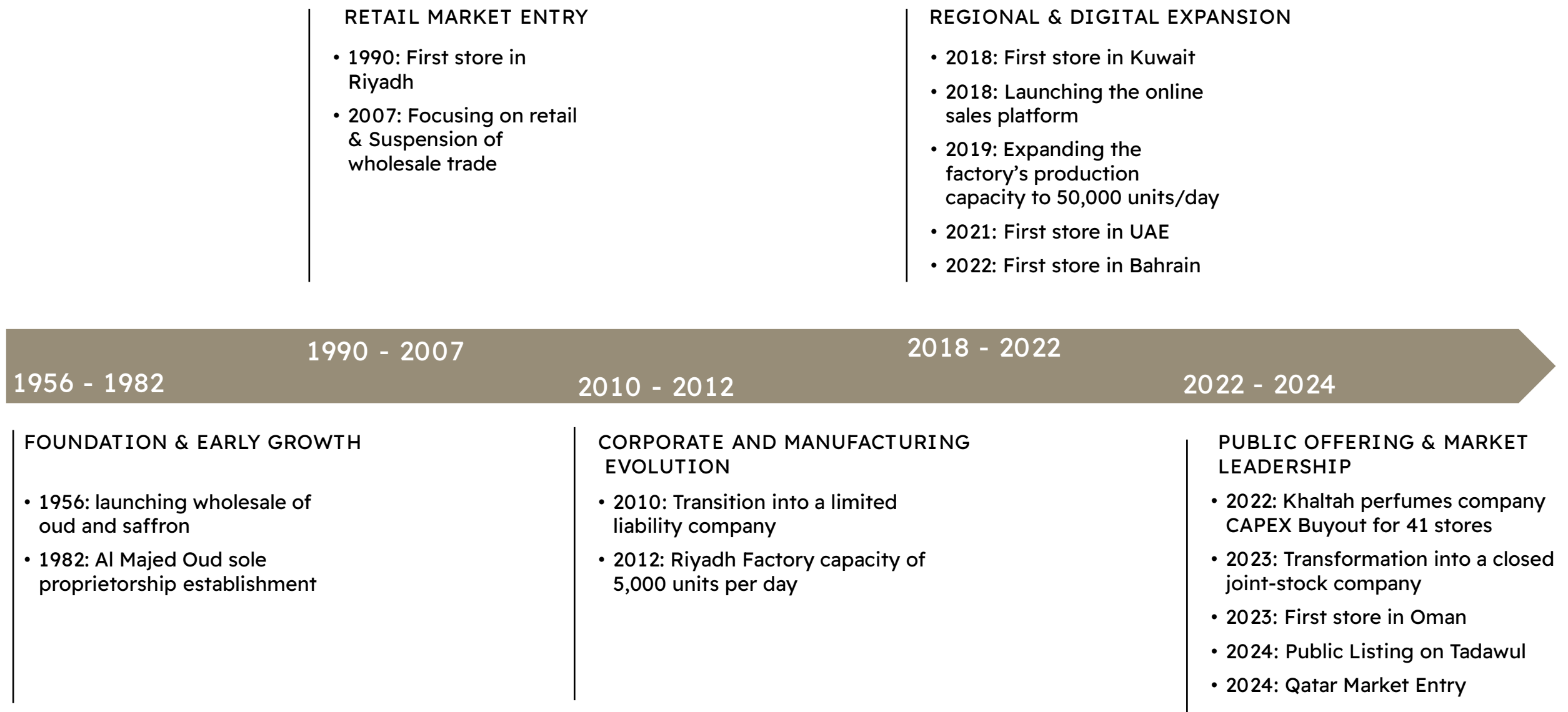
03. COMPANY ORGANIZATIONAL STRUCTURE

04. KEY OPERATIONAL INDICATORS

05. FINANCIAL HIGHLIGHTS & PERFORMANCE

06. MARKETING CAMPAIGNS

SEVEN DECADES OF TRUST, TRANSFORMATION, AND INNOVATION



SPREADING HOPE AND SUPPORT: Q3 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS

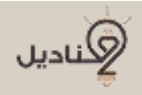
FROM HEALTH AWARENESS TO HUMANITARIAN AID – MAKING A MEANINGFUL IMPACT

Ronoq Women’s Association for Humanitarian Services - Located in the Al-Jouf Region



Al Majed for Oud sponsored the opening ceremony of the association and the National Day celebration, presenting perfume gifts to attendees as a gesture of appreciation for their efforts and encouragement to continue their contributions.

Charitable Association for Orphans Care in Najran



Al Majed for Oud sponsored the end-of-year ceremony for the students of Ruh Educational Complex, providing special support to Qur’an memorizers in appreciation of their efforts and encouragement to continue their dedication. The company also distributed perfume gifts as honorary presents.

Association for Children with Disabilities



Perfumes from Al Majed for Oud were distributed, and we joined in their celebration of Saudi National Day, presenting gifts to bring smiles to their faces — because, like them, we are proud Saudis who celebrate with joy and leave a positive impact.

DISCA Initiative for Down Syndrome



We shared the children’s joy on Saudi National Day, presenting gifts to bring smiles to their faces — because, like them, we are proud Saudis who celebrate with happiness and leave a lasting impact.

SPREADING HOPE AND SUPPORT: Q3 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS FROM HEALTH AWARENESS TO HUMANITARIAN AID – MAKING A MEANINGFUL IMPACT

Youth Care Association



Participation in the “Fawwāh” initiative with the association to distribute the “Tayyibni” fragrance product across more than 50 mosques in Khamis Mushait, as part of a community initiative aimed at perfuming and scenting the houses of Allah and spreading a fragrant spiritual atmosphere among worshippers.

King Fahd International Airport – Dammam



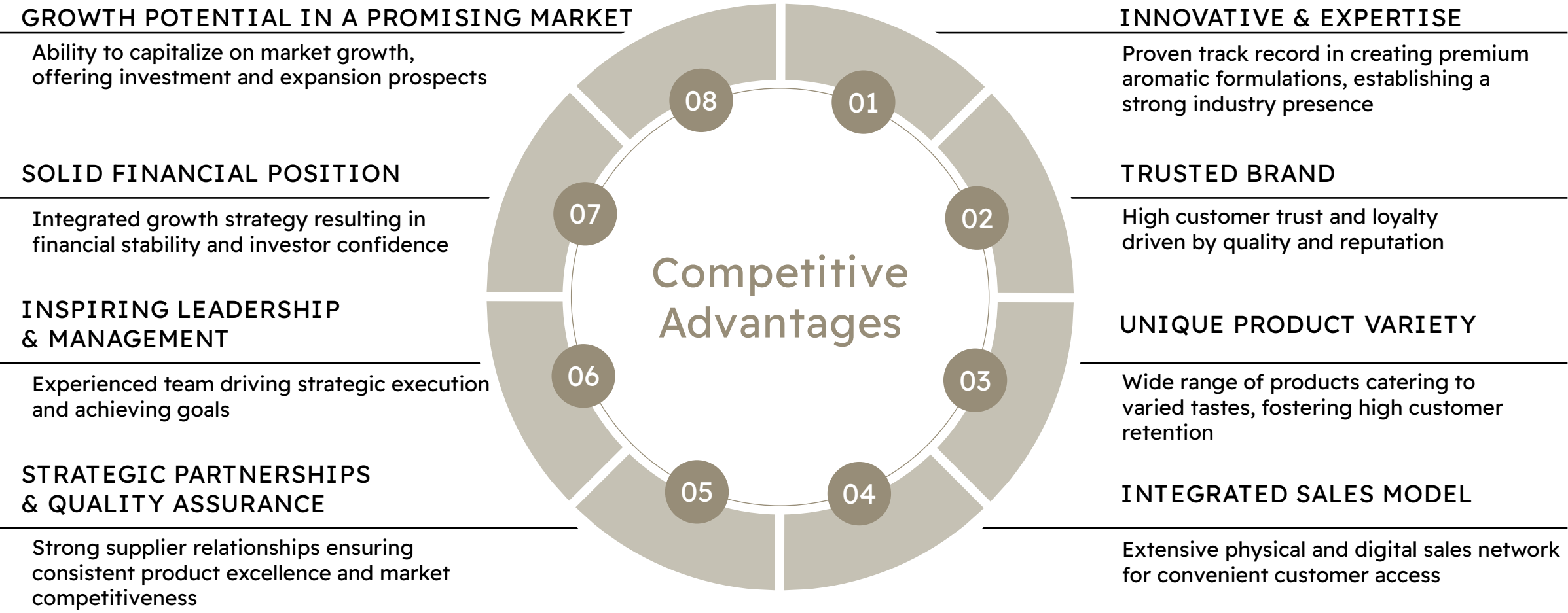
From the land of generosity and giving, and from King Fahd International Airport in Dammam, the fragrance of Oud spreads joy on the 95th Saudi National day. We celebrate this cherished occasion the Al Majed for Oud way.

Hospital Visits and Gift Distribution to Inpatients



Gifts were presented to inpatients in several hospitals — including King Abdulaziz Hospital, Al Shumaisi Hospital, King Salman Kidney Hospital, Imam Abdulrahman Al Faisal Hospital, and the Saudi German Hospital — to share with them the joy of Saudi National Day and bring smiles to their faces, because, like them, we are proud Saudis who celebrate with happiness and leave a lasting impact.

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).



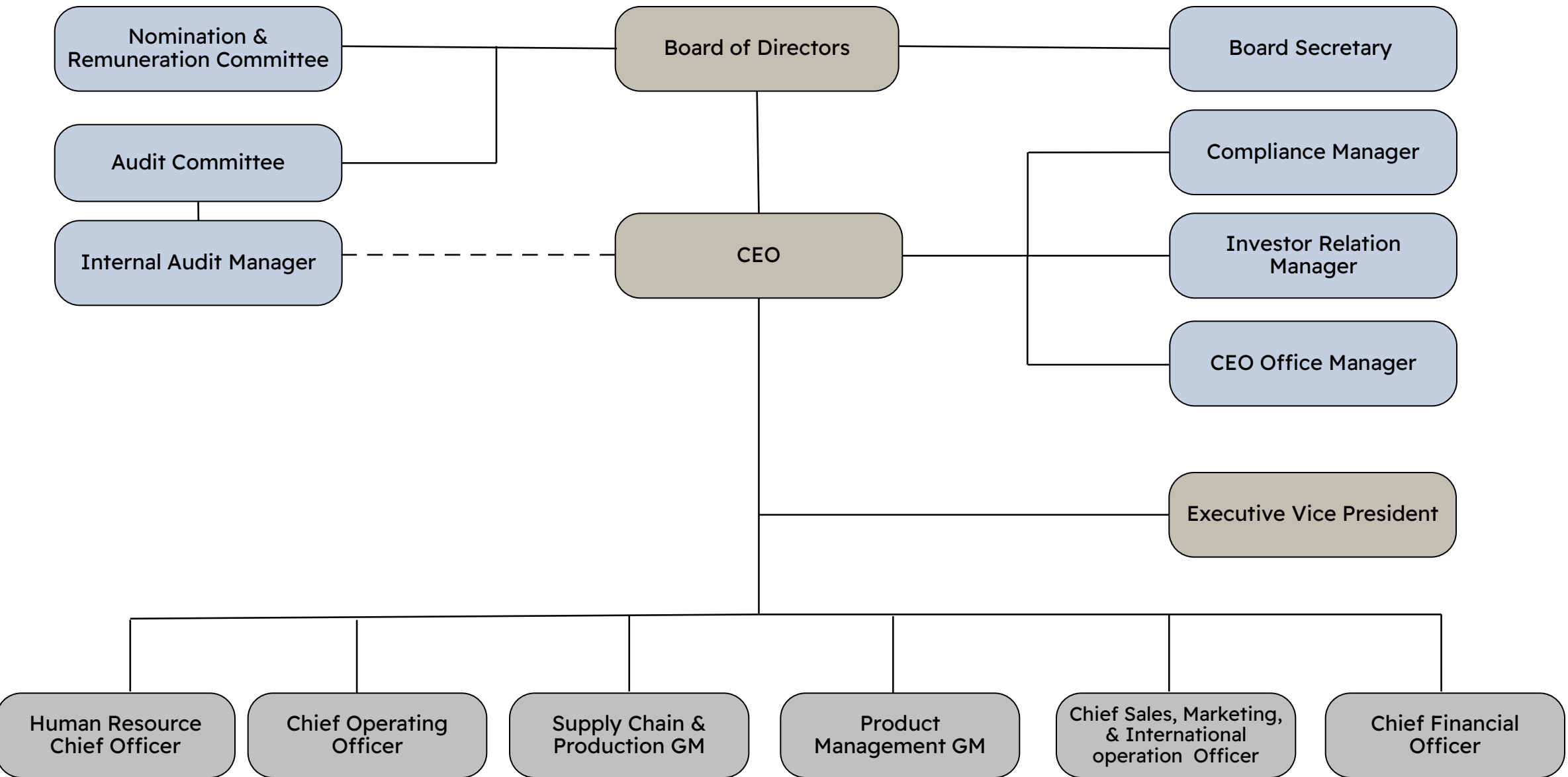
The factory adheres to strict regulatory standards, including those of the National Center for Environmental Compliance (NCEC).



علامة الجودة الإماراتية
Emirates Quality Mark

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



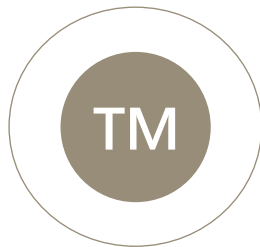
**50,000 UNITS DAILY
PRODUCTION CAPACITY
AT OUR FACTORY**



**87% FACTORY UTILIZATION
RATE (OF TOTAL PRODUCTION
CAPACITY)**



**367 STORES AND
PLATFORMS ACROSS KSA
AND THE GULF REGION**

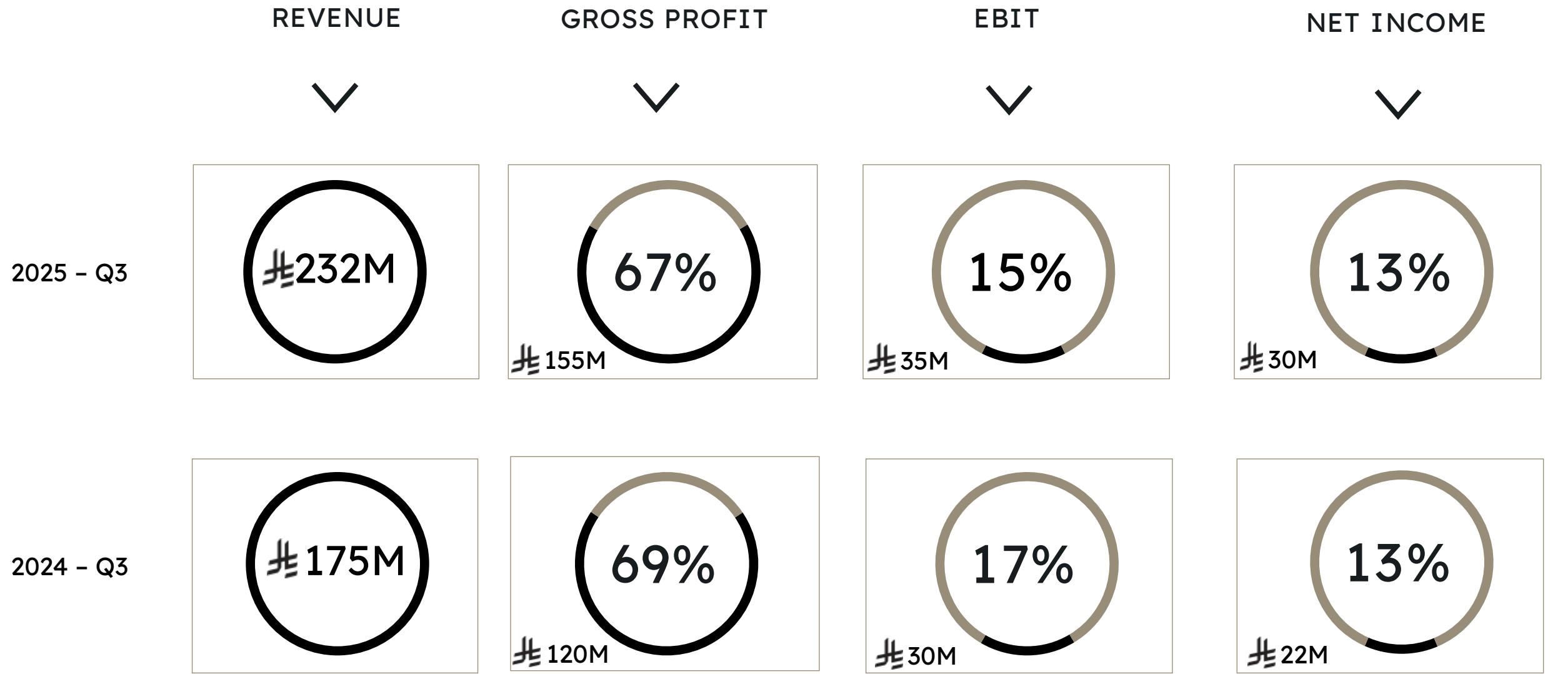


**135 BRANDS WITHIN
AL MAJED PERFUMES
PORTFOLIO**



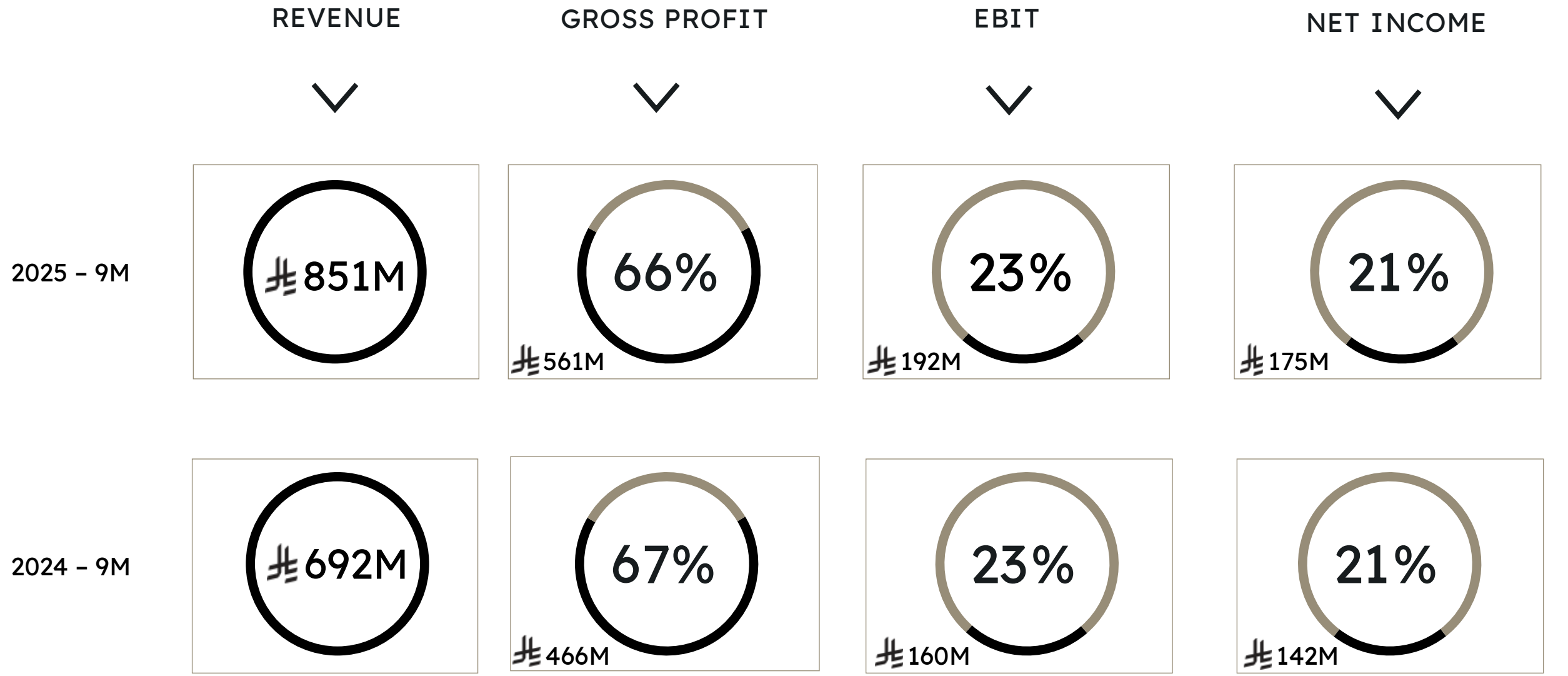
**700 HIGH-QUALITY
PRODUCTS**

Q3 2025 - FINANCIAL HIGHLIGHTS



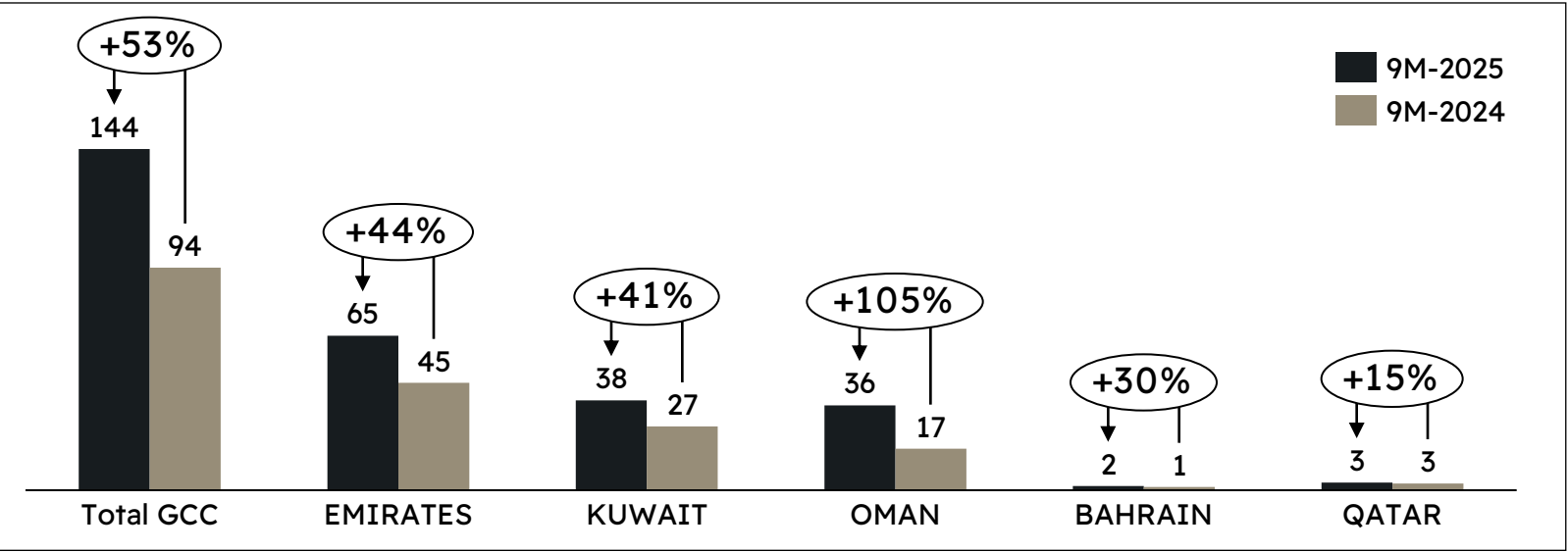
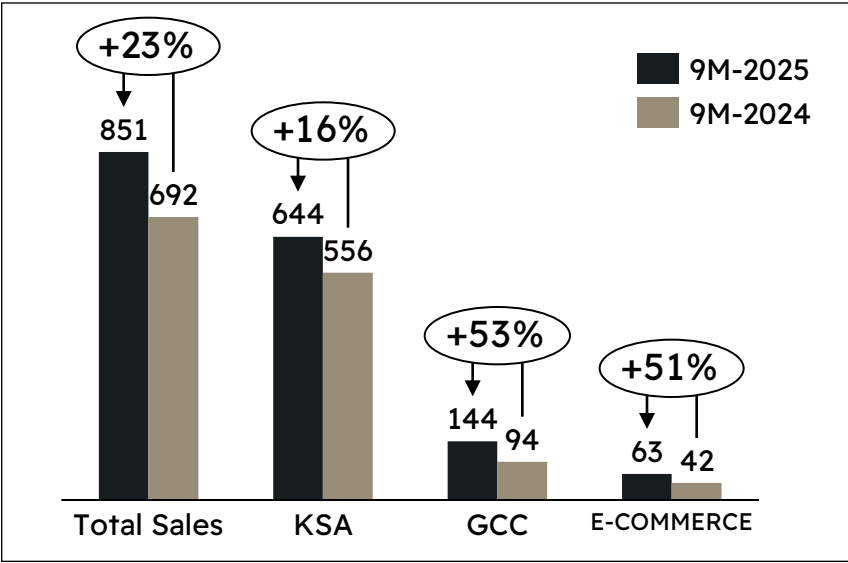
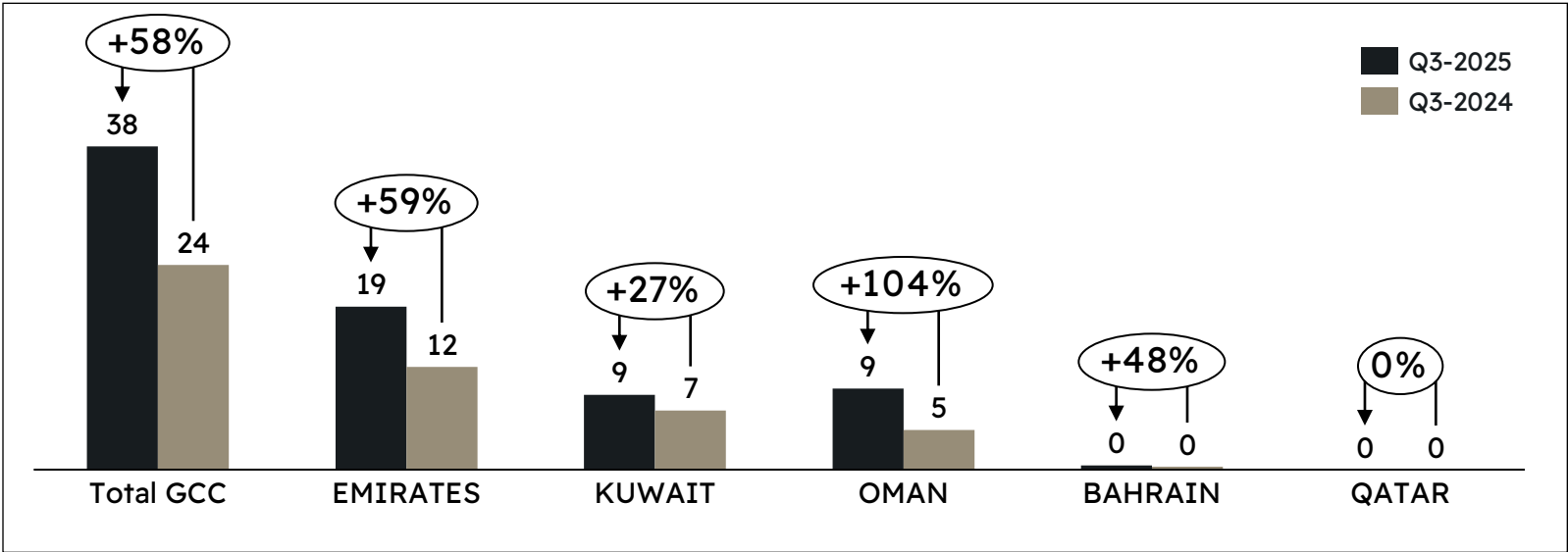
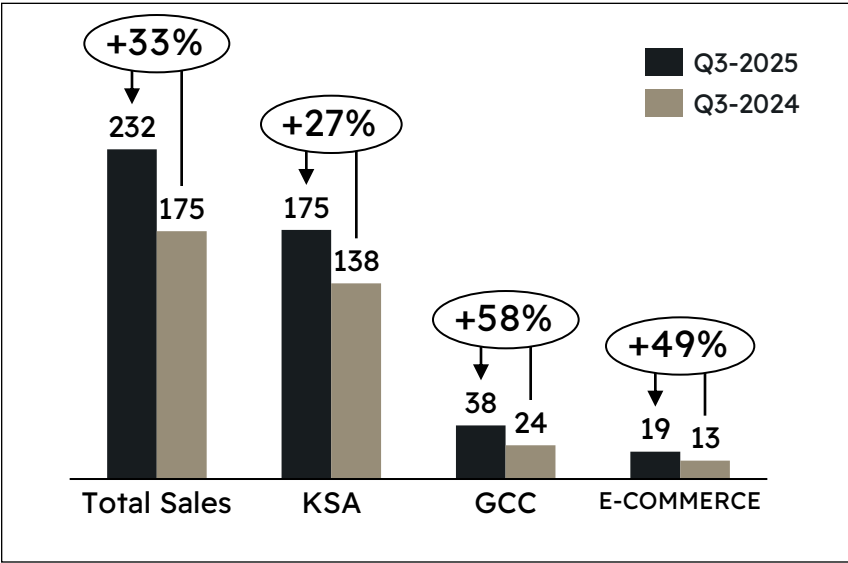
Amounts in SAR millions

9 MONTHS 2025 - FINANCIAL HIGHLIGHTS

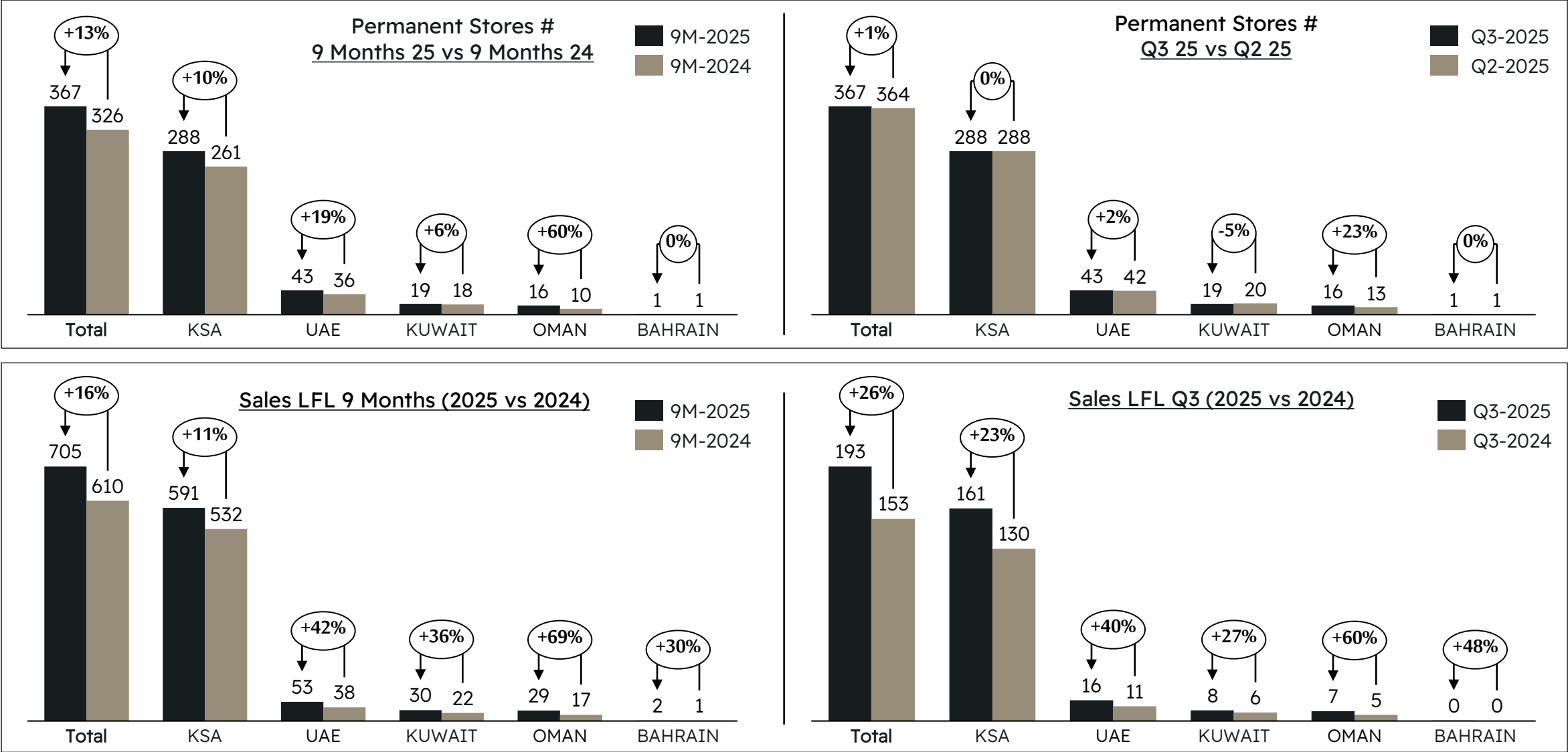


Amounts in SAR millions

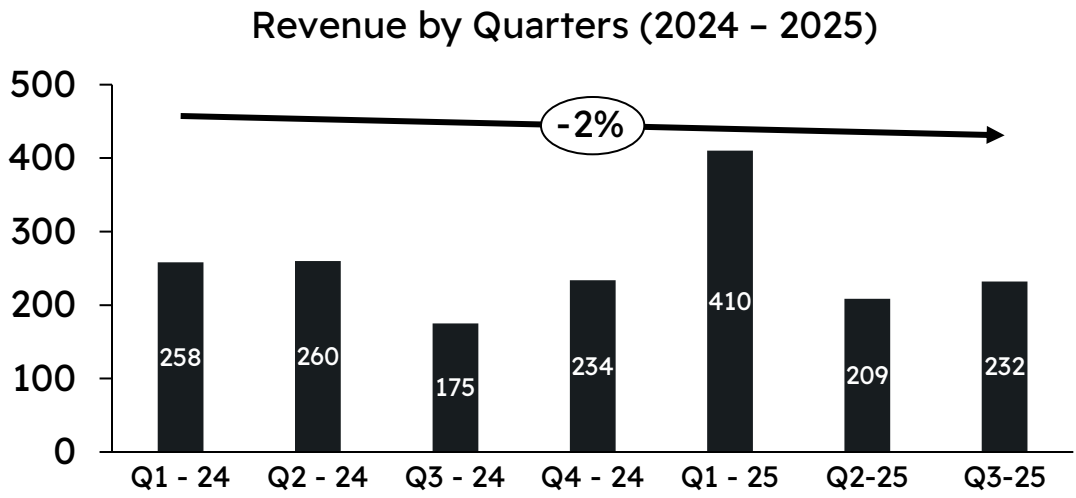
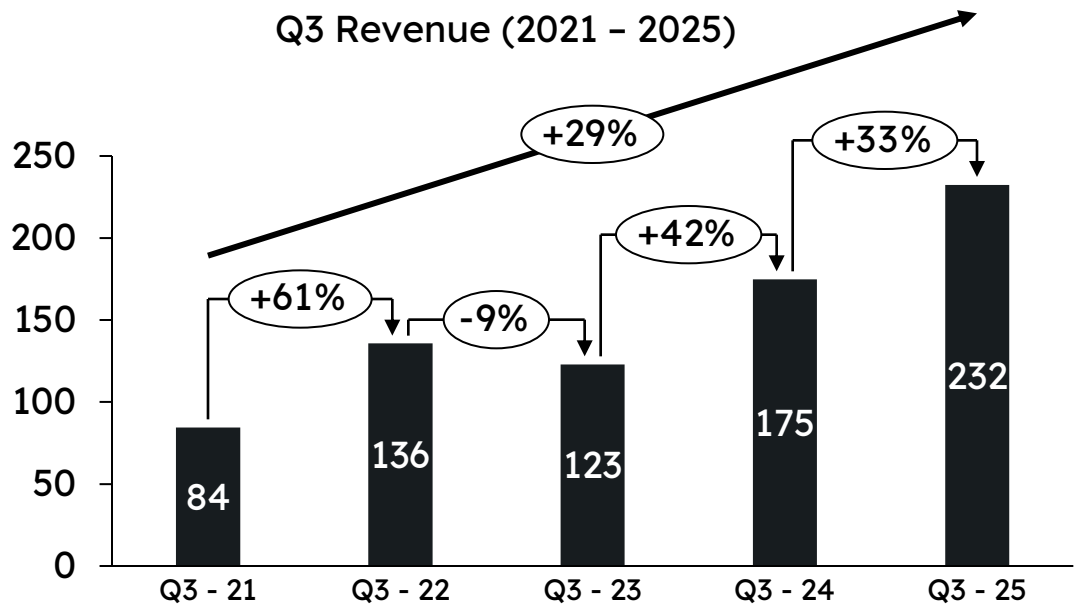
STRONG REGIONAL MOMENTUM: 9M 2025 SALES UP 23% LED BY NEW PRODUCTS, E-COMMERCE AND GULF EXPANSION CONTINUES (COMPARING TO SAME PERIOD 2024)



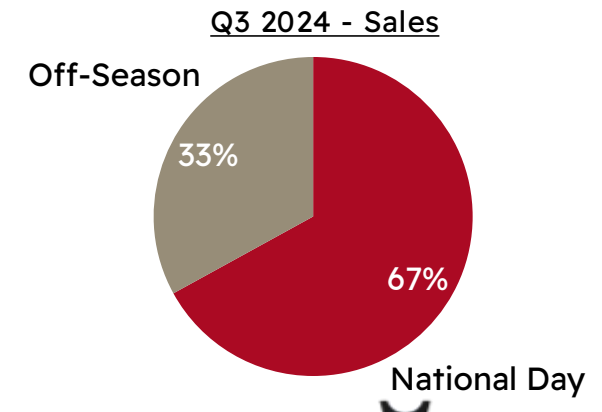
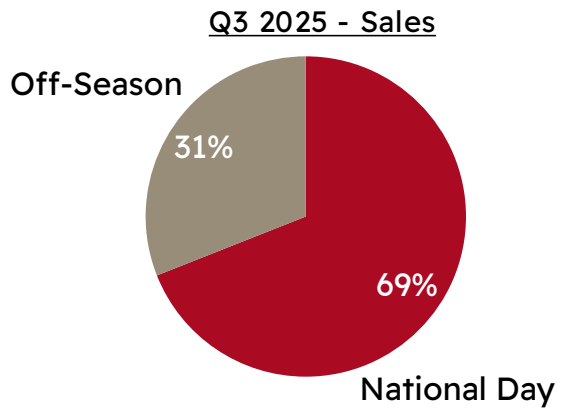
AL MAJED OUD CONTINUES STRATEGIC EXPANSION OF PERMANENT STORES, DRIVING STRONG 9 MONTHS GROWTH



UNDERSTANDING Q3 REVENUE FLUCTUATIONS: THE IMPACT OF SEASONAL AND CALENDAR SHIFTS- Q3 2025

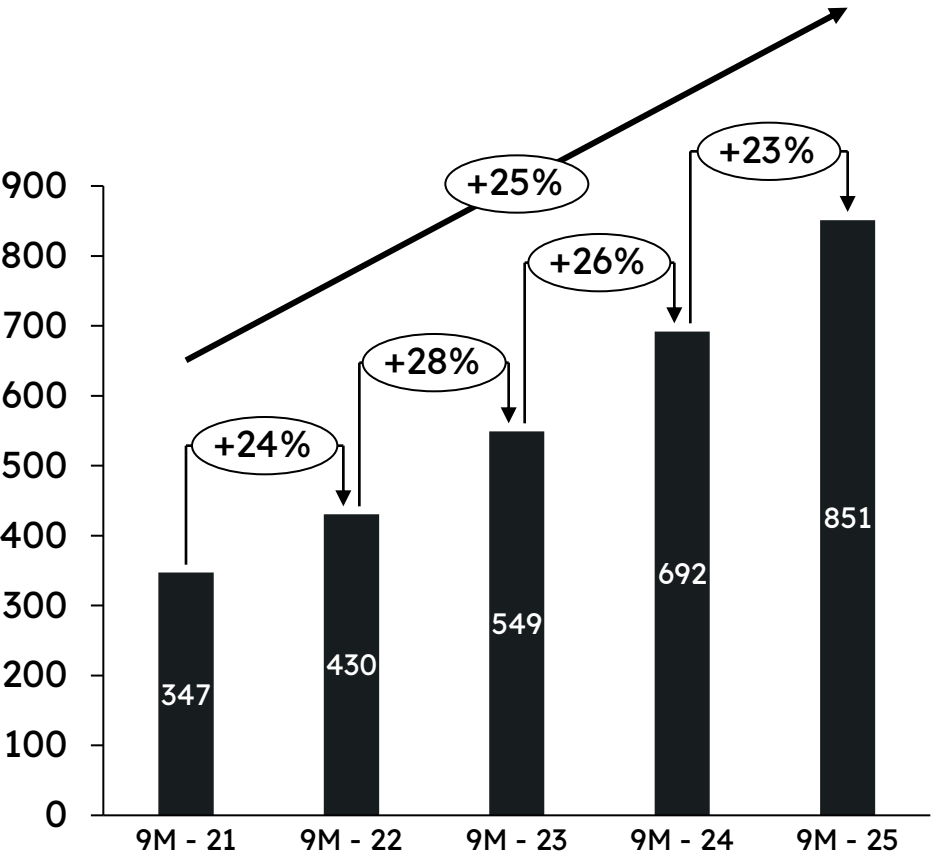


- Third-quarter revenues in 2025 recorded impressive growth of 33%, driven by several key factors.
- The primary contributor was the successful launch of new products, including Rose de Mai, Candy Musk, and Mistral, which achieved strong market acceptance and boosted overall sales performance.
- In addition, the continued expansion of the stores network and the significant growth in e-commerce, played a vital role in sustaining this upward momentum.
- Furthermore, extending the National Day campaign by an additional two days compared to the previous year contributed to higher promotional sales.
- Exceptional discount was offered during off-season periods also supported revenue growth and enhanced overall results of Q3.



IMPRESSIVE 9 MONTHS REVENUE GROWTH, & CONSISTENT CAMPAIGN PERFORMANCE

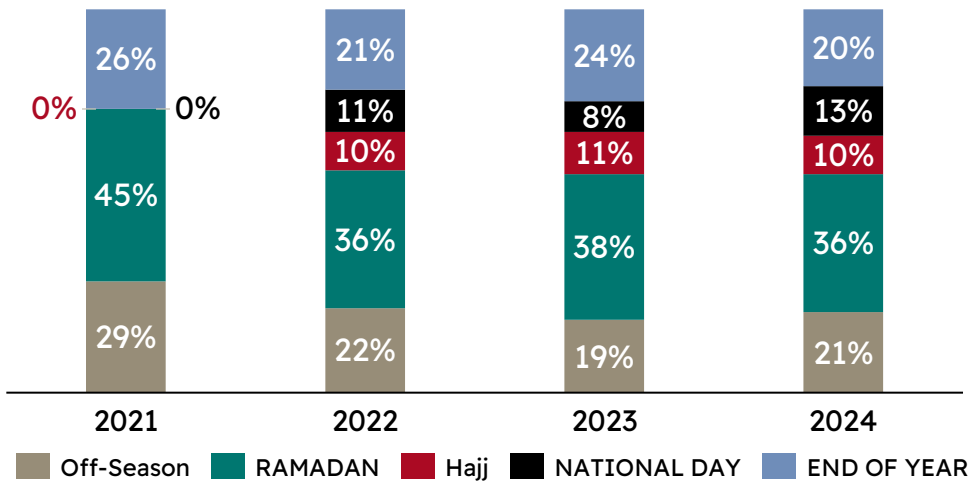
9 Months Revenue (2021 - 2025)



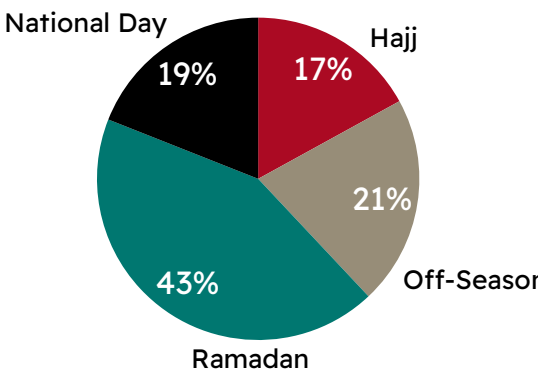
Amounts in SAR millions

- 1. Notable Revenue Growth: Revenues for the nine-month period rose from SAR 347 million in 2021 to SAR 851 million in 2025, reflecting a strong CAGR of +25%.
- 2. Consistent Annual Improvement: Sustained year-on-year growth demonstrates the effectiveness of seasonal campaigns and the positive impact of expansion efforts.
- 3. Stable Contribution from Key Campaigns: The Ramadan, Hajj, and National Day campaigns maintained a stable share of total annual sales from 2022 to 2024. However, the National Day campaign's contribution to total nine-month sales increased to 19% in 2025, compared to 17% in 2024.
- 4. Year-End Campaigns: Maintained a nearly consistent share between 2022 and 2024, with no major impact on overall growth..

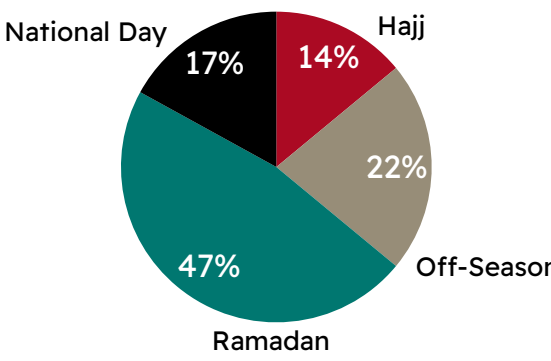
Sales % per Seasonality (2021-2024)



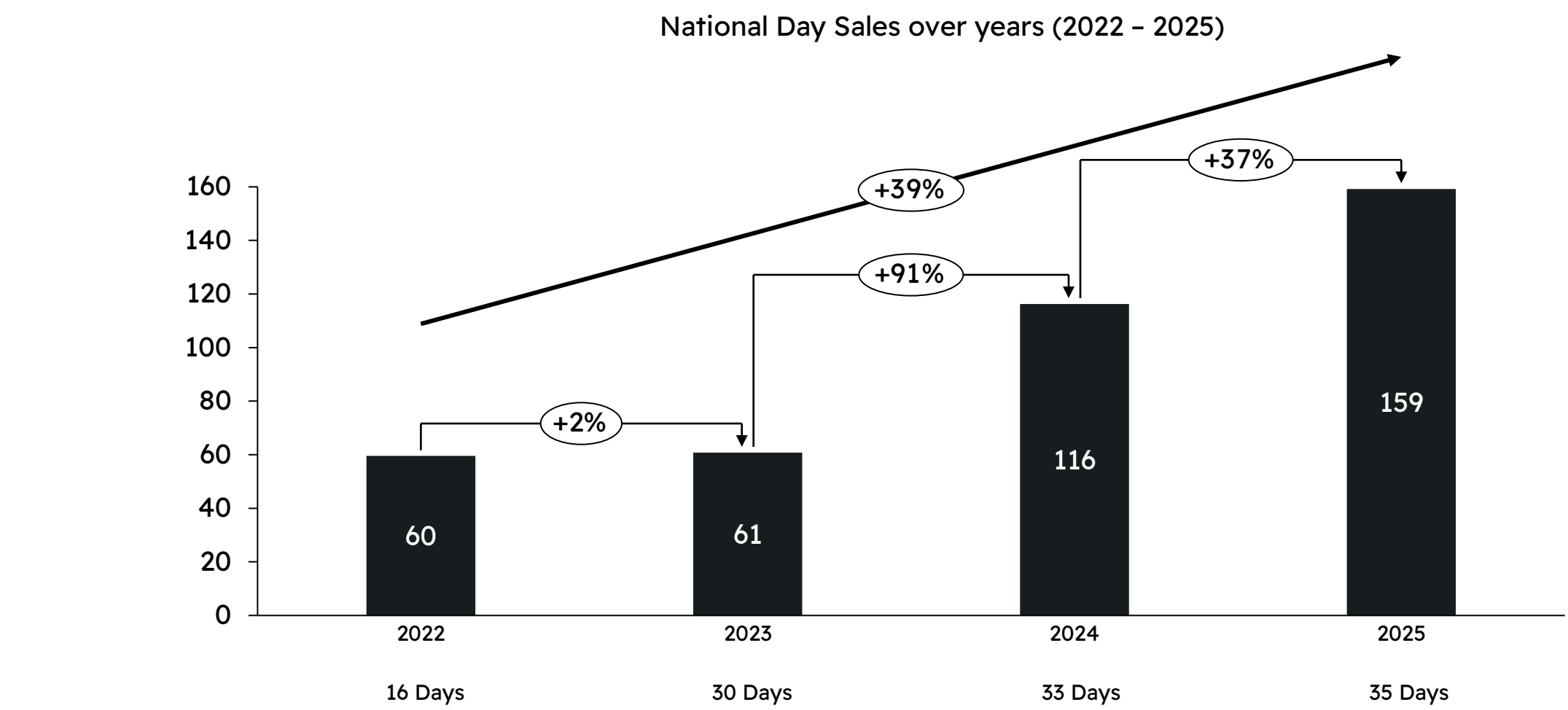
9 Months 2025 - Sales



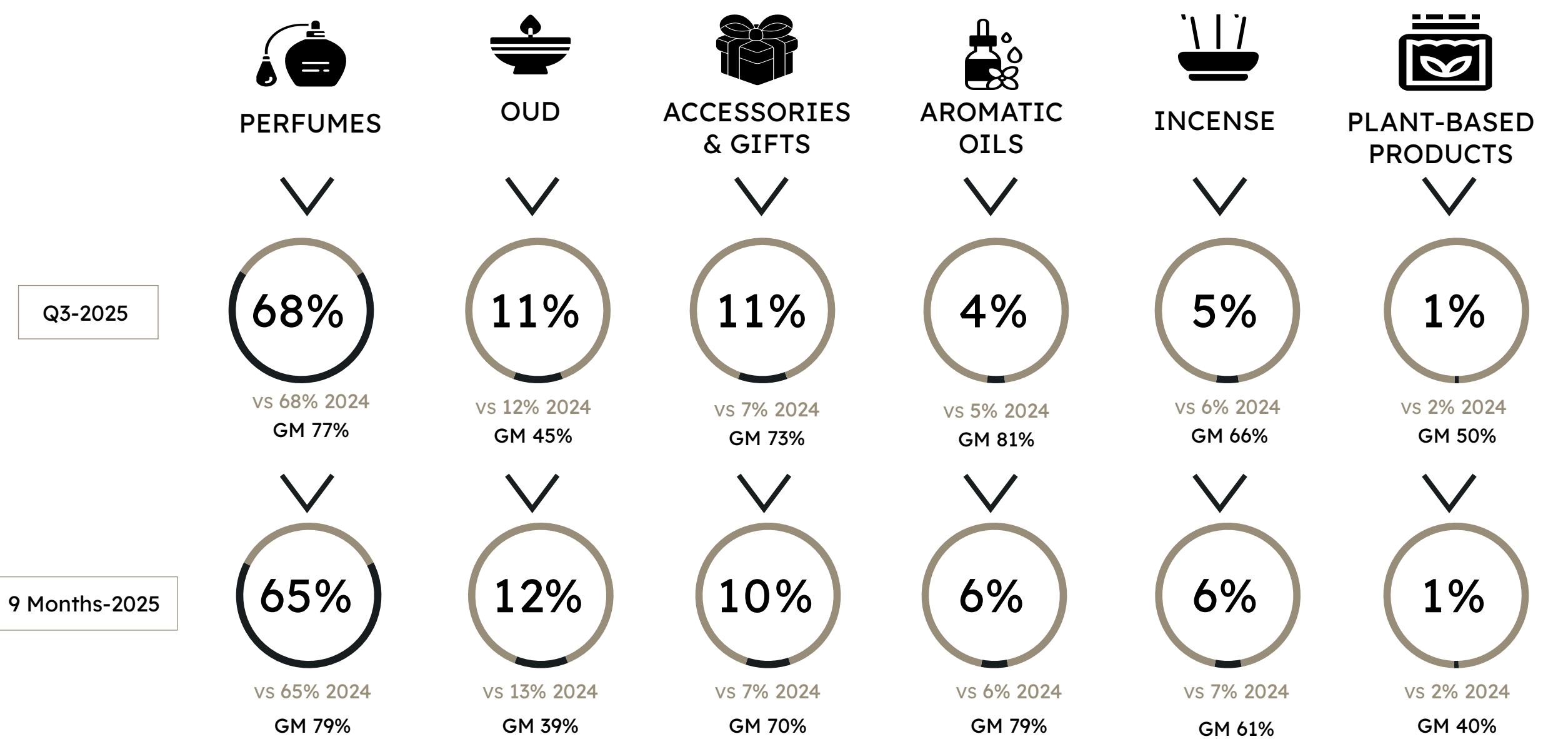
9 Months 2024 - Sales



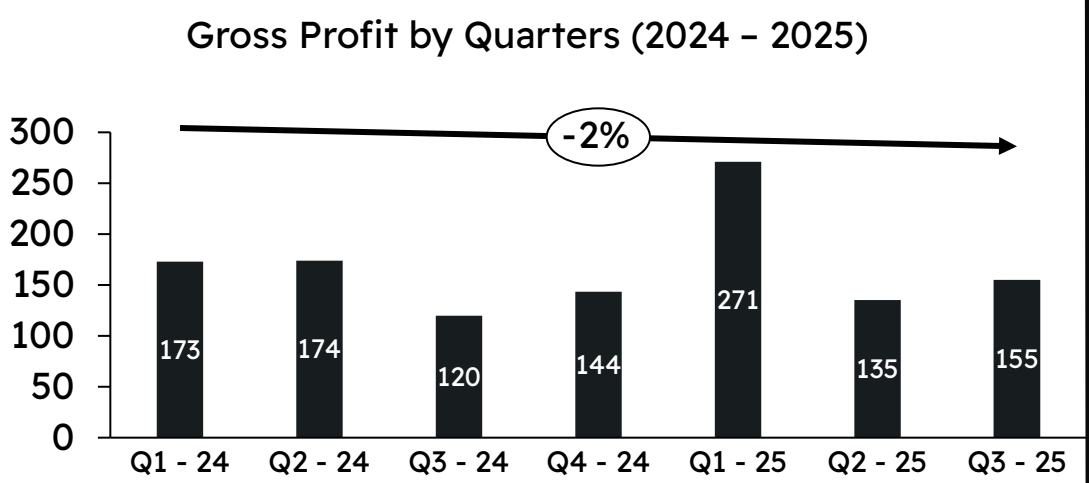
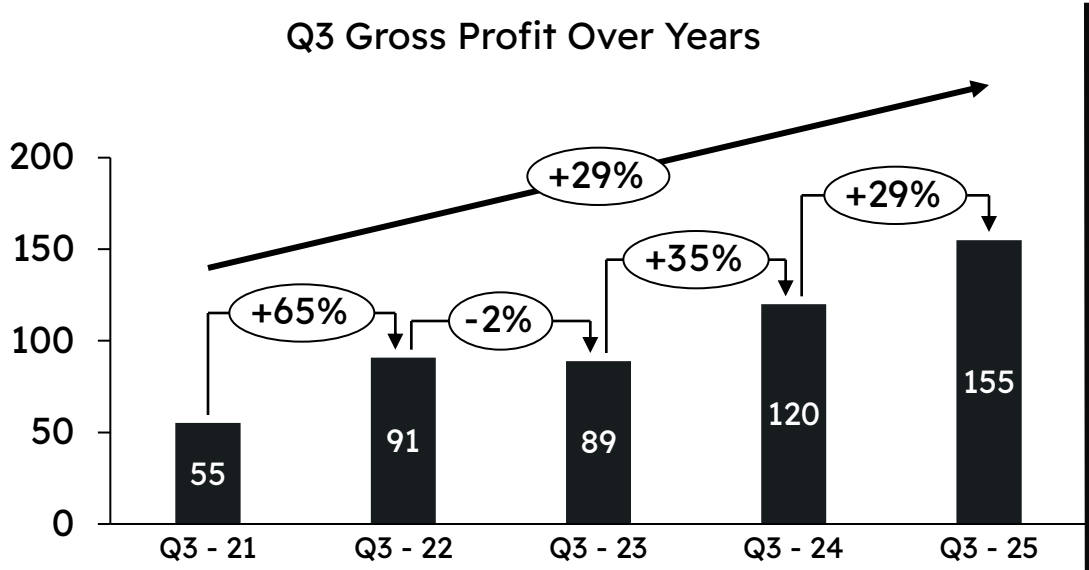
THE 2025 NATIONAL DAY CAMPAIGN RECORDED HIGH SALES OF SAR 159 MILLION, ACHIEVING CONTINUOUS GROWTH FOR THE THIRD CONSECUTIVE YEAR



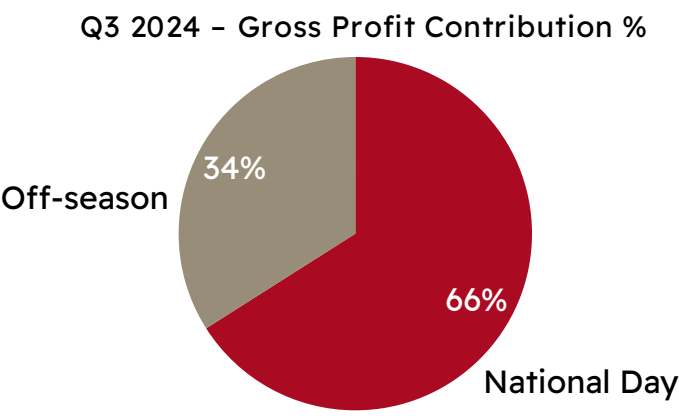
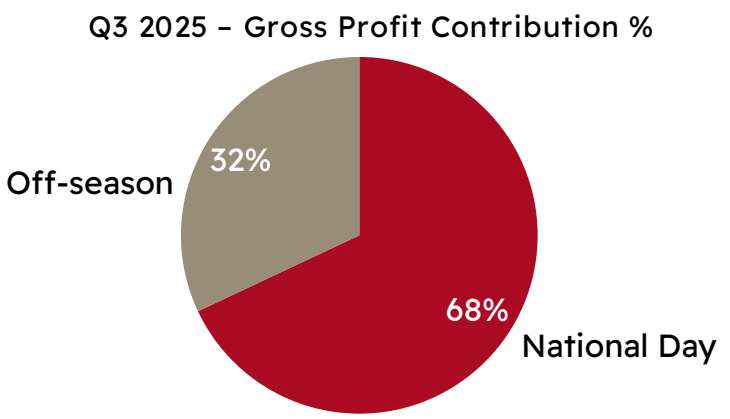
SALES BY CATEGORY FOR 9 MONTHS & Q3 COMPARISON (2025 VS. 2024)



GROSS PROFIT GROWTH ACROSS SEASONS AND YEARS: ANALYSIS OF THE THIRD QUARTER AND RECENT QUARTERS



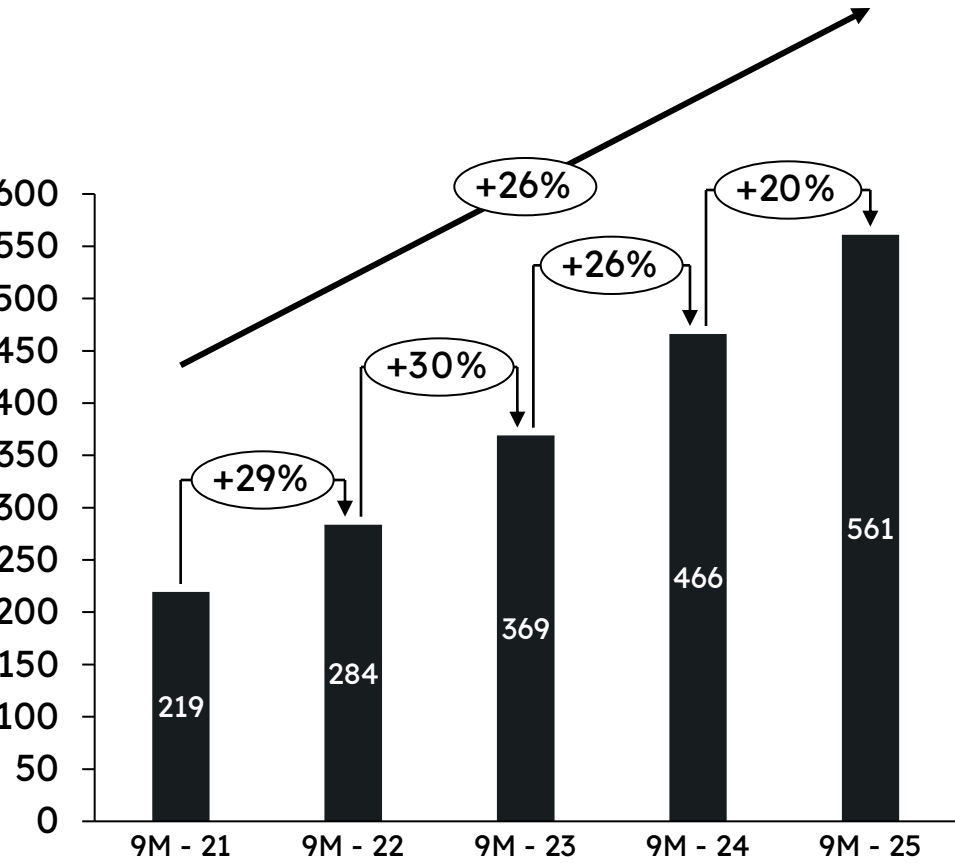
- 1. The third-quarter gross profit has shown fluctuations over the years due to the varying timing of seasons across quarters. It recorded a growth of +65% in 2022, followed by a slight decline of -2% in 2023, then rebounded with a +35% increase in 2024, and continued rising by +29% in 2025.
- 2. These fluctuations are primarily driven by seasonal factors, particularly the Hajj season, as observed in 2023, when a short interval between the Hajj and National Day campaigns impacted Q3 2023 sales and consequently gross profit.
- 3. The strong growth in 2025 is mainly attributed to the launch of new products and promotional offers, the increase in the number of stores, and the extension of campaign days compared to 2024.



A LANDMARK 9 MONTHS OF ROBUST PROFIT GROWTH

UNWAVERING OPERATIONAL STRENGTH & STABLE SEASONAL MARGINS

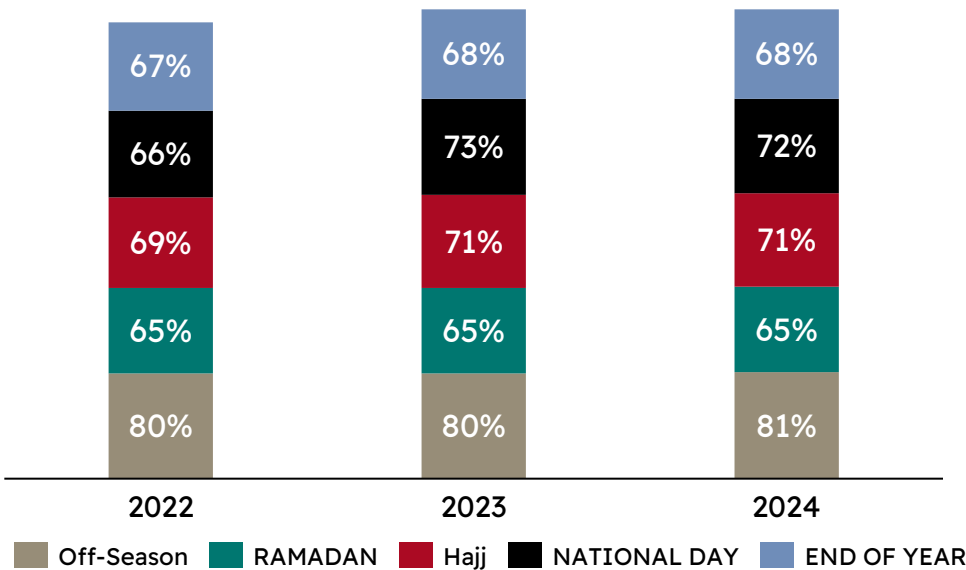
9 Months Gross Profit Over Years



Amounts in SAR millions

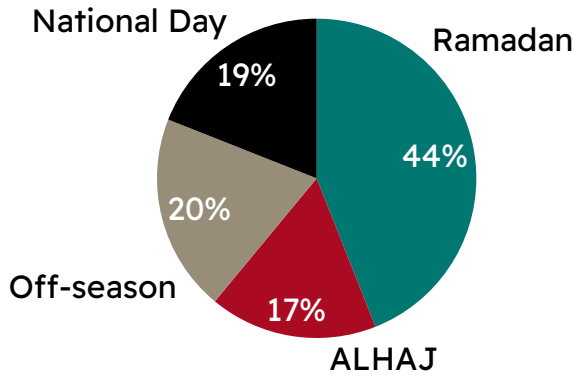
1. Consistent and Robust Growth: Gross profit has shown consistent growth over the past five years for the nine-month period, rising from SAR 219 million in 2021 to SAR 561 million in 2025.
2. Strong Performance in 2025: The nine-month period of 2025 recorded a 20% increase in gross profit compared to the nine-month period of 2024, reaffirming the continuation of positive performance.
3. Ramadan's Dominant Role: The Ramadan season remains the primary driver of gross profit during the nine-month period each year.

Gross Margin per Season (2022-2024)*

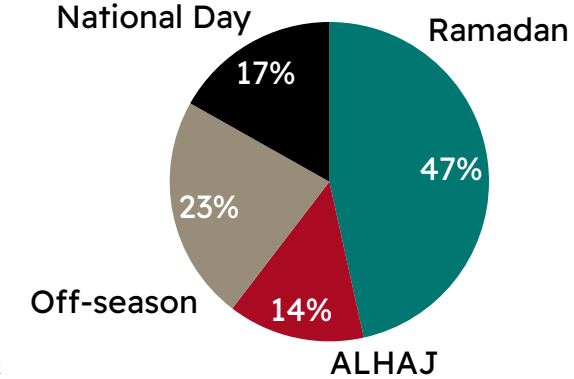


*GM according to the direct Material.

9 Months 2025 - Gross Profit Contribution %

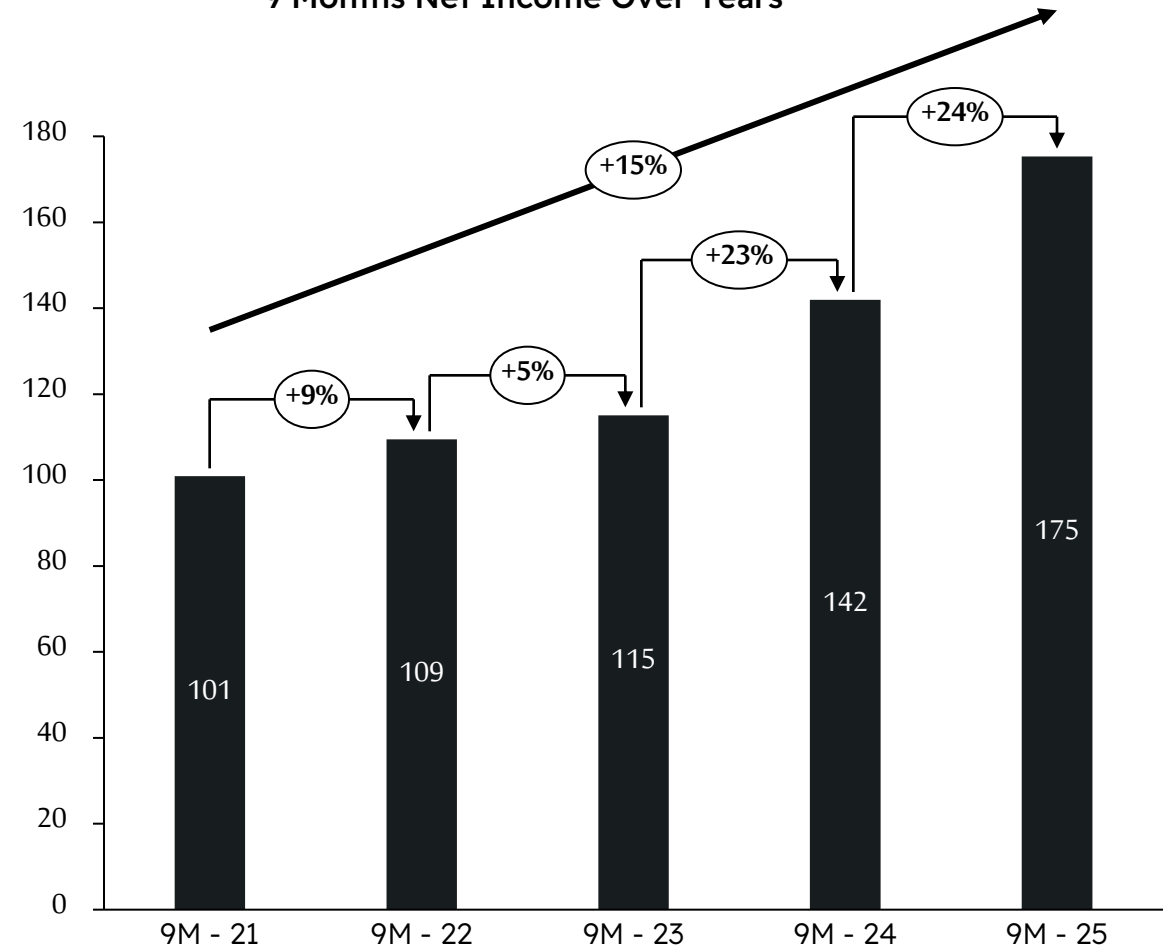


9 Months 2024 - Gross Profit Contribution %

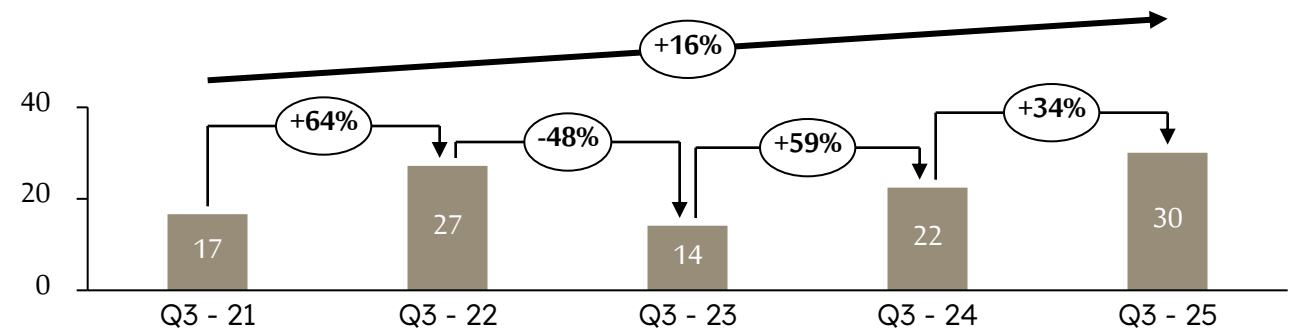


NET INCOME TRENDS

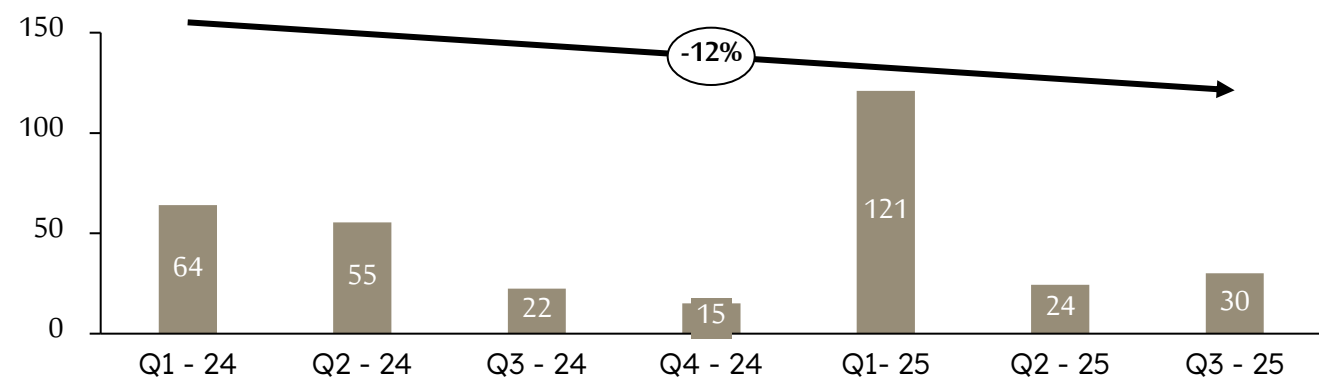
9 Months Net Income Over Years



Q3 Net Income Over Years



Net Income by Quarters (2024 - 2025)



STRONG PERFORMANCE IN Q3 & 9 MONTHS AND CONTINUED GROWTH

DESCRIPTION	Q3-2025	%	Q3-2024	%	Change	9M-2025	%	9M-2024	%	Change
Net Revenue	232		175		33%	851		692		23%
COGS	78	33%	55	31%	41%	290	34%	226	33%	29%
GROSS PROFIT	155	67%	120	69%	29%	561	66%	466	67%	20%
SELLING & MARKETING EXPENSES	105	45%	79	45%	32%	329	39%	276	40%	19%
GENERAL & ADMIN EXPENSES	15	7%	11	6%	42%	40	5%	31	4%	30%
TOTAL OPEX	120	52%	90	51%	33%	369	43%	306	44%	20%
OPERATING PROFIT	35	15%	30	17%	17%	192	23%	160	23%	20%
FINANCE COST	4	2%	5	3%	-31%	11	1%	11	2%	-2%
OTHER INCOME	3	1%	1	0%	373%	5	1%	1	0%	522%
NET INCOME BEFORE TAX & ZAKAT	34	15%	25	15%	35%	186	22%	149	22%	25%
TAX & ZAKAT	4	2%	3	2%	43%	11	1%	7	1%	46%
NET INCOME AFTER TAX & ZAKAT	30	13%	22	13%	34%	175	21%	142	21%	24%
EBITDA	71	31%	62	35%	15%	296	35%	249	36%	19%
EBIT	38	16%	31	18%	24%	197	23%	161	23%	23%
EBT	34	15%	25	15%	35%	186	22%	149	22%	25%

9 MONTHS 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

+686K IN
9 MONTHS
REACHING
+2M

985K EARNING
Customer in
9 Months
Reaching +2.6M

+5
BILLION
VIEWS

Q&A

المهاجد للعود
Al majed oud



Thank you