



Almajeedoud
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EARNINGS CALL

FY 2025 RESULTS

17/02/2026

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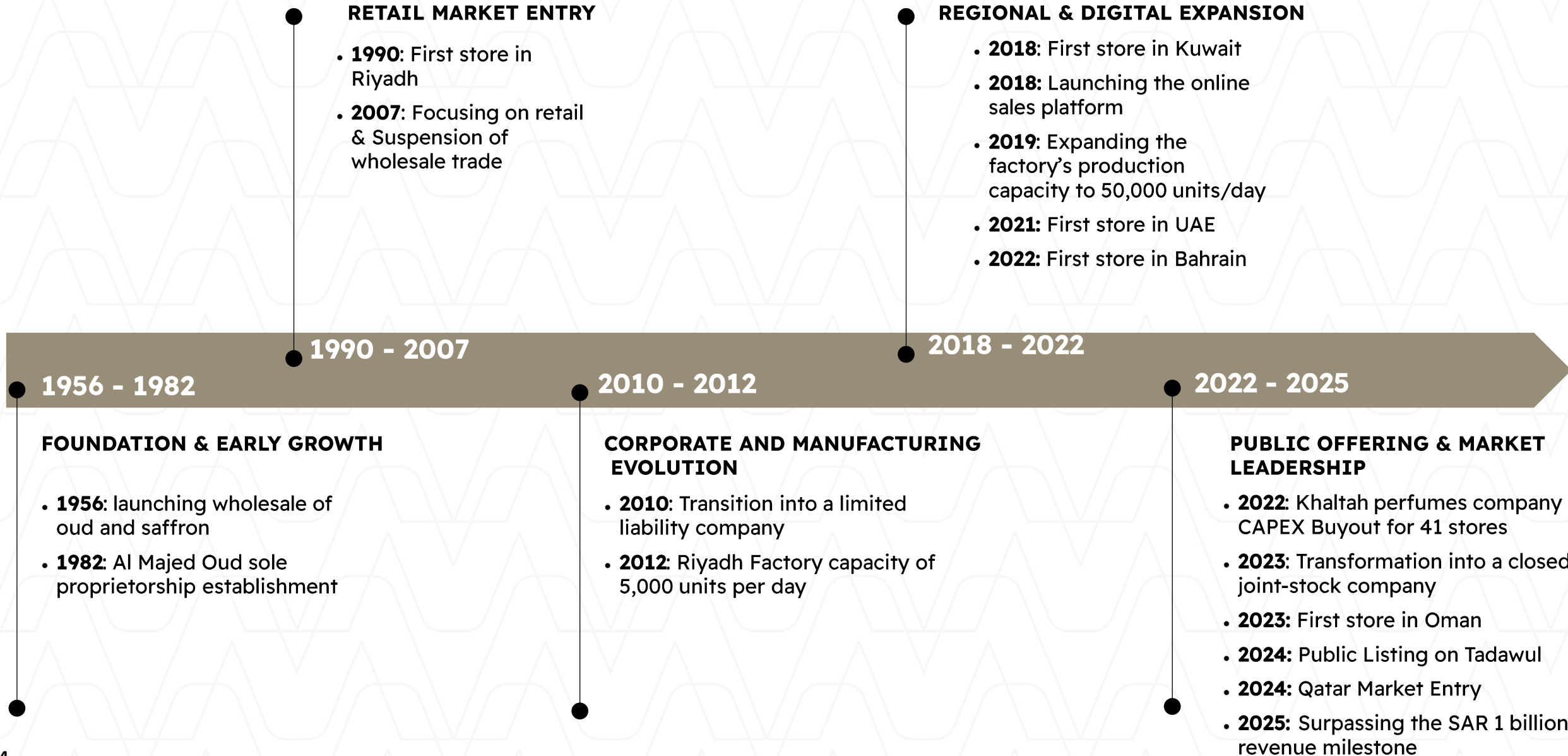
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KEY MESSAGES

- 01.** LEGACY OF GROWTH AND EXPANSION
- 02.** SUSTAINABLE AND SOCIAL RESPONSIBILITY
- 03.** COMPANY ORGANIZATIONAL STRUCTURE
- 04.** KEY OPERATIONAL INDICATORS
- 05.** FINANCIAL HIGHLIGHTS & PERFORMANCE
- 06.** NEW PRODUCTS & MARKETING CAMPAIGNS



SEVEN DECADES OF TRUST, TRANSFORMATION, AND INNOVATION



SPREADING HOPE AND SUPPORT: Q4 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS FROM HEALTH AWARENESS TO HUMANITARIAN AID – MAKING A MEANINGFUL IMPACT

HARAKIYA Association



Sponsoring the mass wedding ceremony for people with disabilities in cooperation with the Harakiya Association, and honoring CEO Mr. Waleed Al-Majed by the deputy governor of Riyadh region in recognition of the company's role in supporting the community and charitable initiatives.

RAWNAQ Association



Al Majed for Oud Company participated in sponsoring the opening ceremony of the Rawnaq Women's Association in Al-Qurayyat, contributing to enhancing community activities and services provided in the region.

ALWEDAD Charitable Society



Al Majed for Oud Company was pleased to sign a memorandum of cooperation with Alwedad Charitable Society, represented by CEO Mr. Waleed Al-Majed, with the aim of supporting social responsibility, empowering children for a better life and future, and promoting a sustainable social impact.

SPREADING HOPE AND SUPPORT: Q4 2025 SOCIAL RESPONSIBILITY ACHIEVEMENTS FROM HEALTH AWARENESS TO HUMANITARIAN AID – MAKING A MEANINGFUL IMPACT

National Center for Mental Health Promotion



The company participated as an official sponsor in the initiative of the National Center for Mental Health Promotion in Jeddah, to support awareness campaigns on mental health, and to spread the concept of wellness and quality of life among members of society, with a focus on the importance of psychological support for different groups.

Elderly Care Home



The company organized a visit to the Elderly Care Home, where gifts were distributed to the residents as part of an initiative aimed at spreading humanitarian values and strengthening the spirit of social solidarity with senior citizens from different segments of society.

The Friends of Patients Association



In appreciation of the company's continuous efforts in supporting patients, Al-Majed for Oud Company was honored by the Friends of Patients Association. This recognition comes because of the company's role in providing moral support to patients in hospitals and contributing to improving their experience during treatment.

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

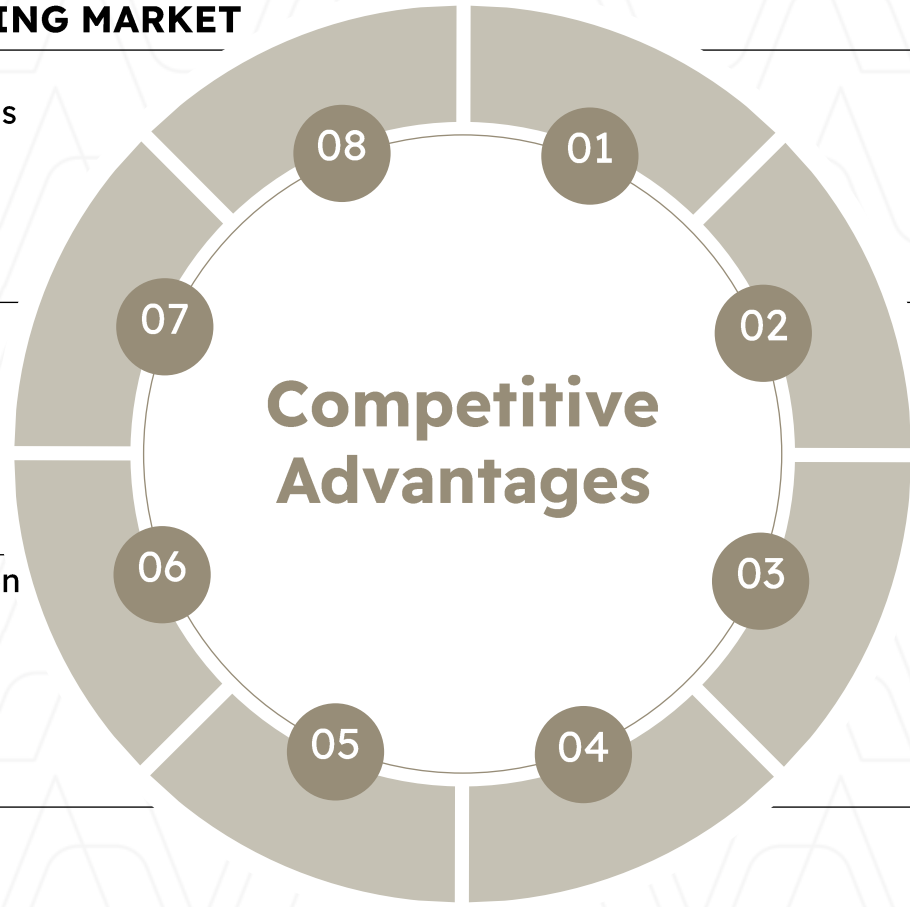
Integrated growth strategy resulting in financial stability and investor confidence

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).



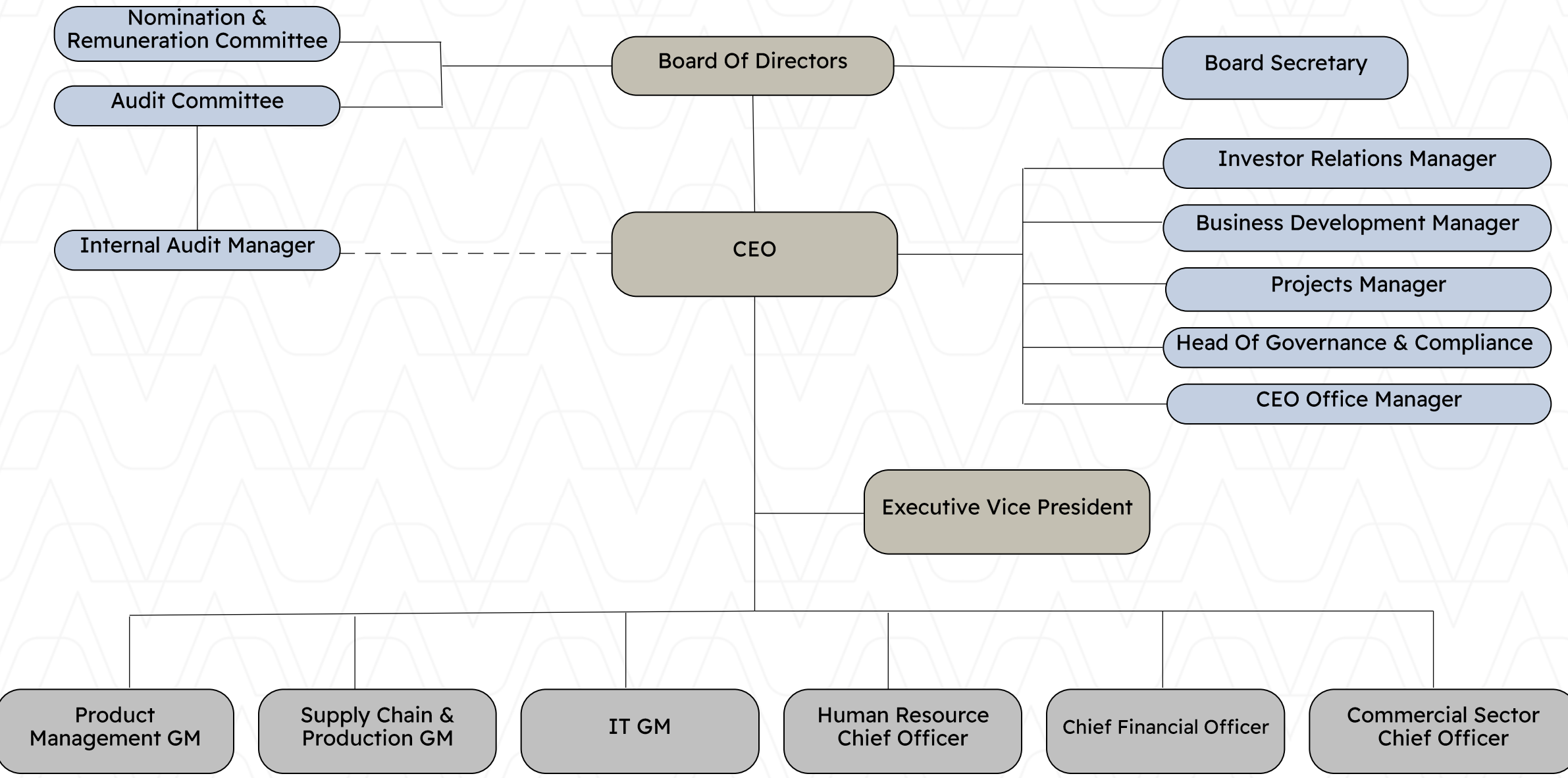
In 2025, the company won first place in the “Let’s chain it” competition at the Saudi level, and qualified for the global competition, which is held through the Fresh Connection model and under the auspices of the American Society for Supply Chain Science and the British Institute of Logistics and Transport.



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**

**89% FACTORY UTILIZATION
RATE (OF TOTAL PRODUCTION
CAPACITY)**

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

**157 BRANDS WITHIN
AL MAJED PERFUMES
PORTFOLIO (*)**

**638 HIGH-QUALITY
PRODUCTS (*)**

(*) This includes active products after excluding low-performing products, resulting in improved inventory turnover and cash conversion cycle.

Q4 2025 - FINANCIAL HIGHLIGHTS

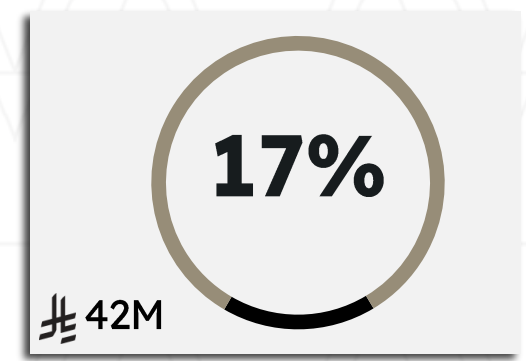
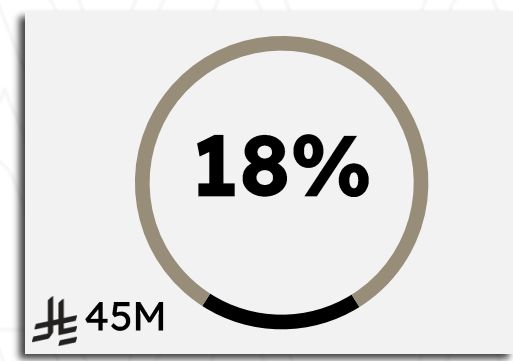
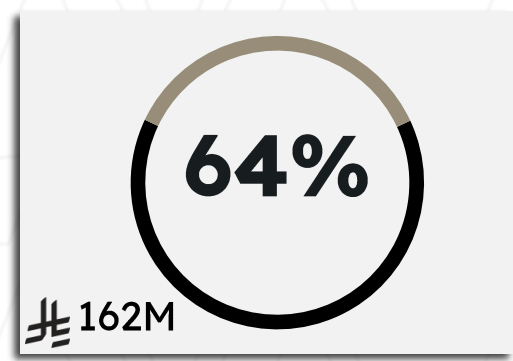
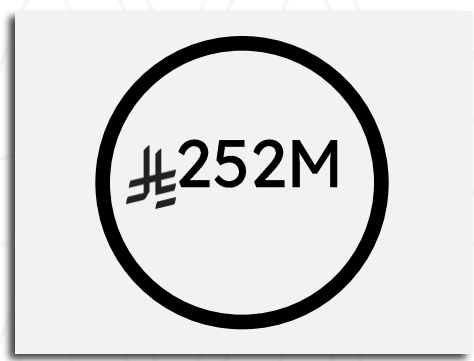
REVENUE

GROSS PROFIT

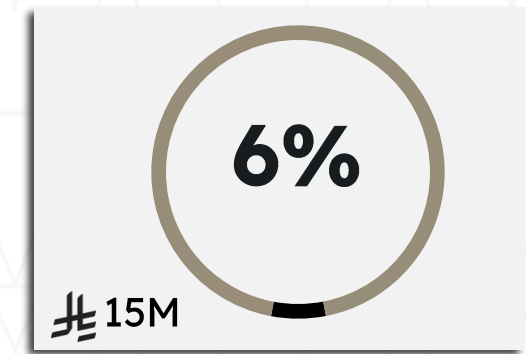
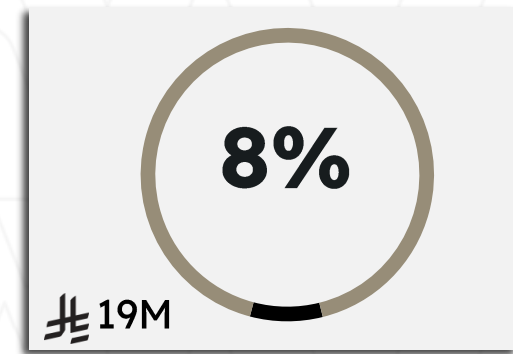
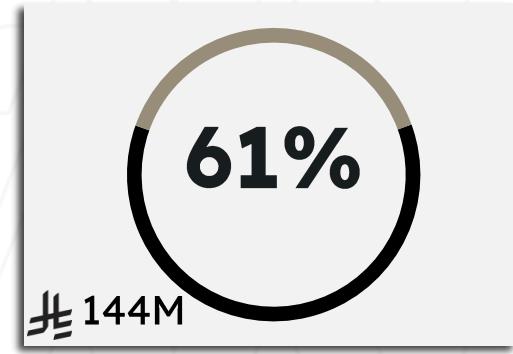
EBIT

NET INCOME

Q4 - 2025



Q4 - 2024



FY 2025 - FINANCIAL HIGHLIGHTS

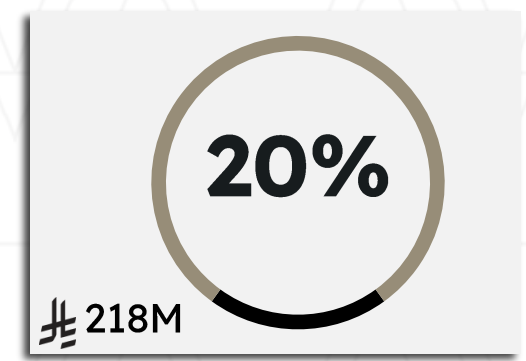
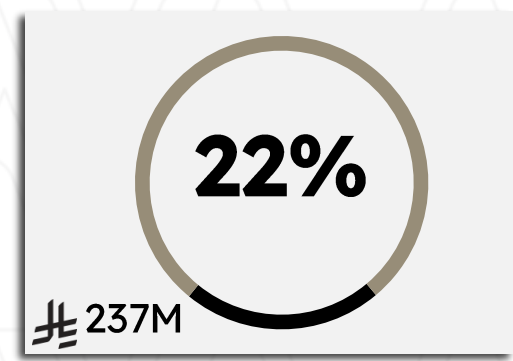
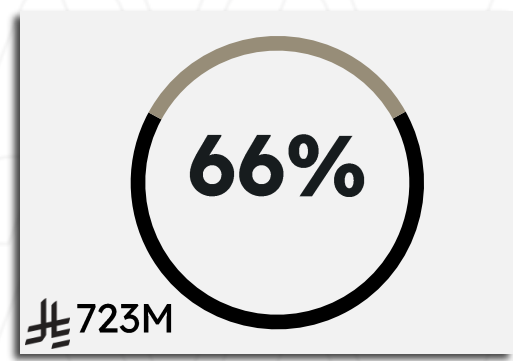
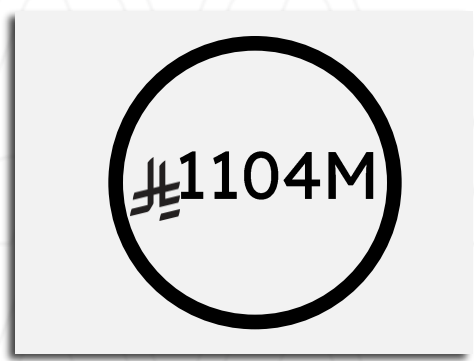
REVENUE

GROSS PROFIT

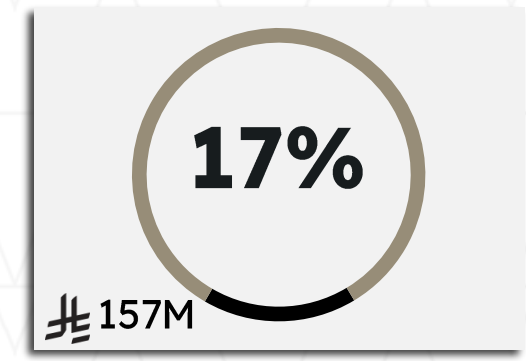
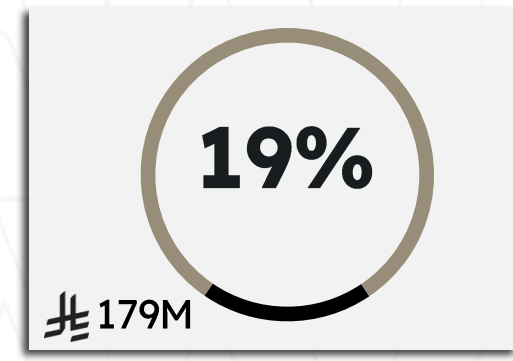
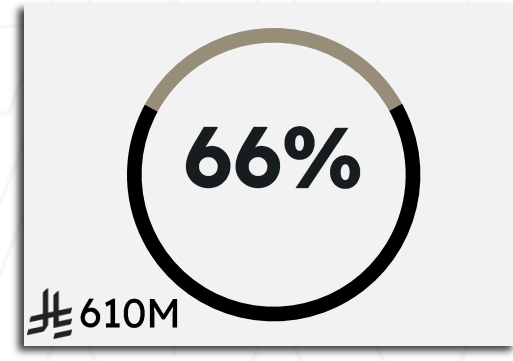
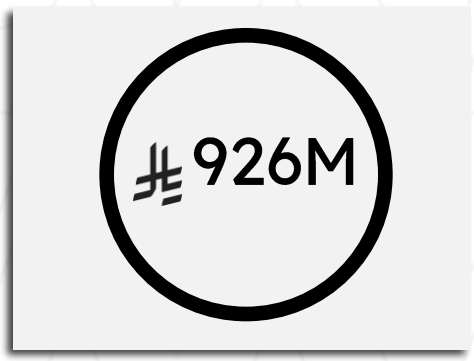
EBIT

NET INCOME

FY - 2025



FY - 2024



FINANCIAL RATIOS HIGHLIGHTS



LIQUIDITY & LEVERAGE



3.10x

CURRENT RATIO
Vs 2.47x 2024

1.35x

QUICK RATIO
Vs 0.21x 2024

0.55x

TOTAL LIABILITIES/EQUITY
Vs 0.70x 2024



PROFITABILITY



41%

Return On AVG Equity
Vs 37% 2024

26%

Return On AVG Total Assets
Vs 20% 2024

35%

Return On AVG Capital Employed
Vs 31% 2024



EFFICIENCY



1.33x

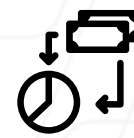
INVENTORY TURNOVER
Vs 1.05x 2024

1.30x

TOTAL ASSETS TURNOVER
Vs 1.18x 2024

12%

NET WC/SALES
Vs 23% 2024



CASH FLOW



0.40x

OPERATING CF/SALES
Vs 0.24x 2024

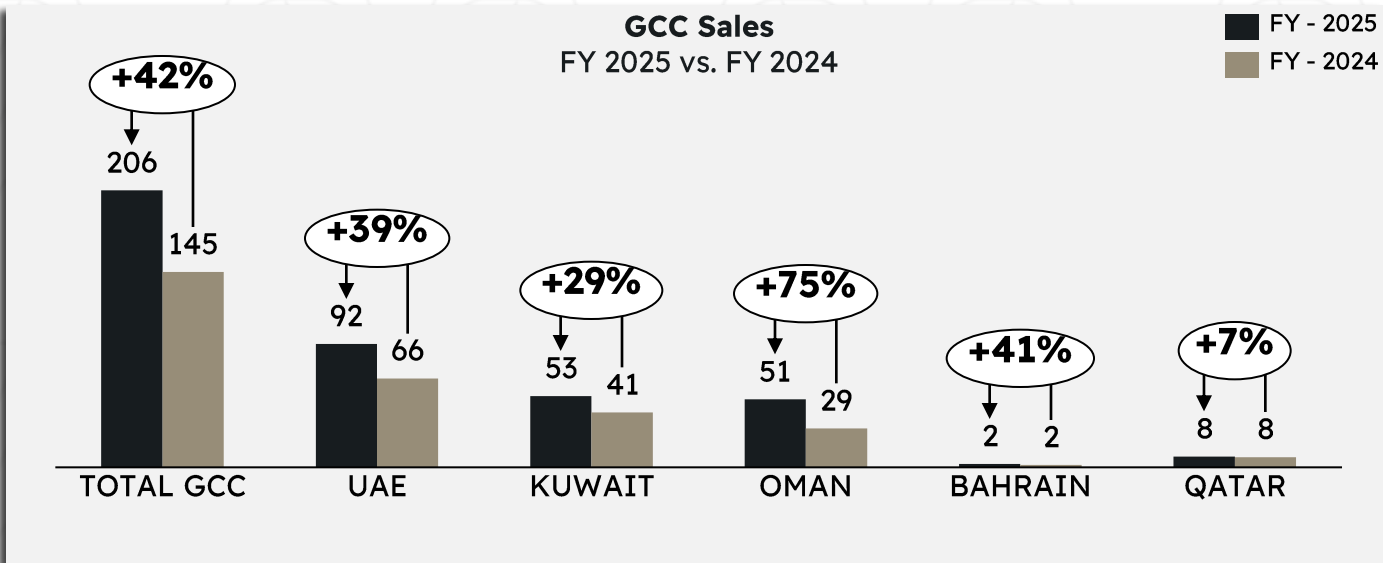
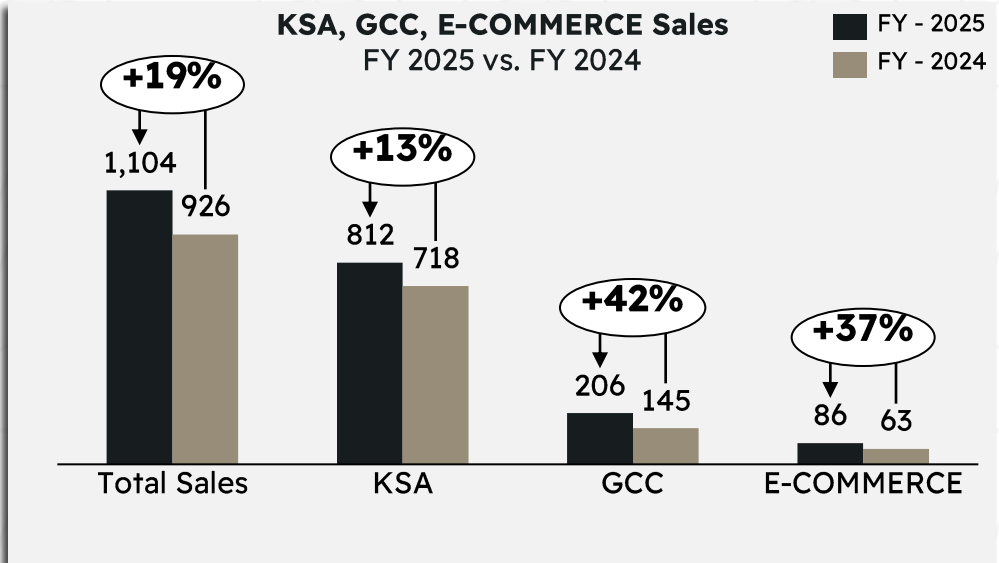
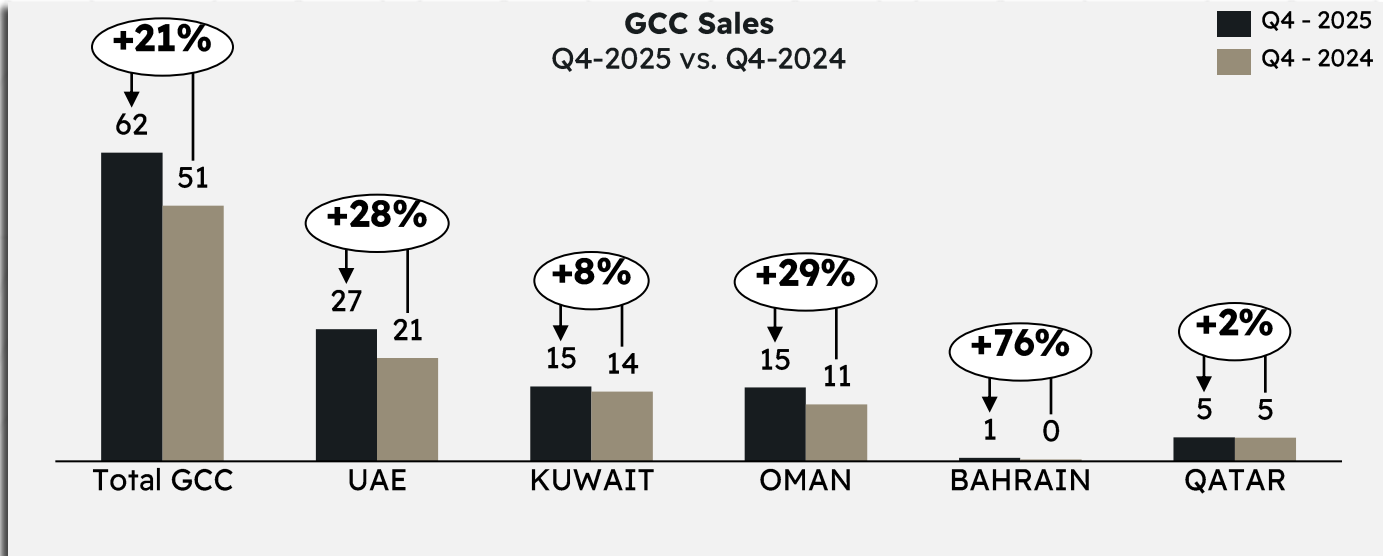
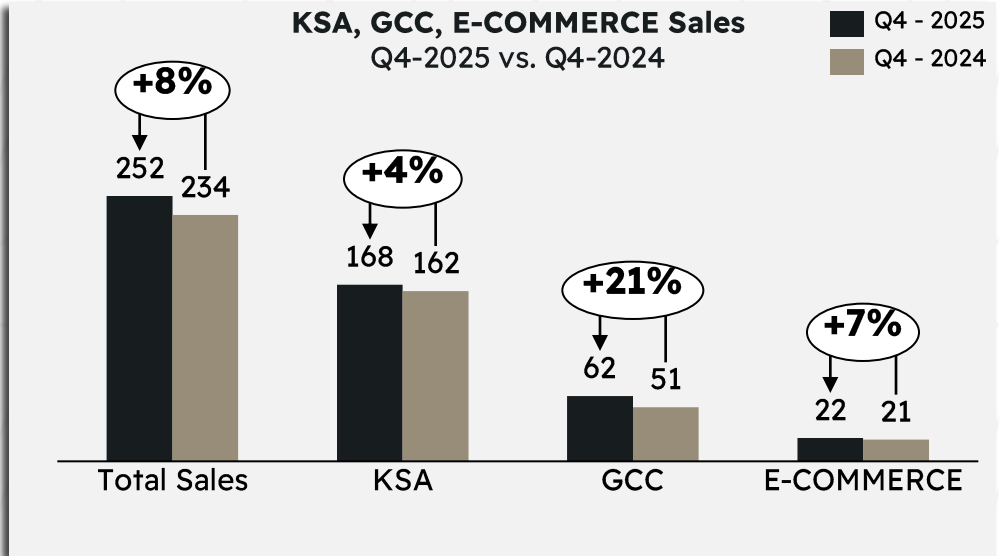
1.85x

OPERATING CF/EBIT
Vs 1.24x 2024

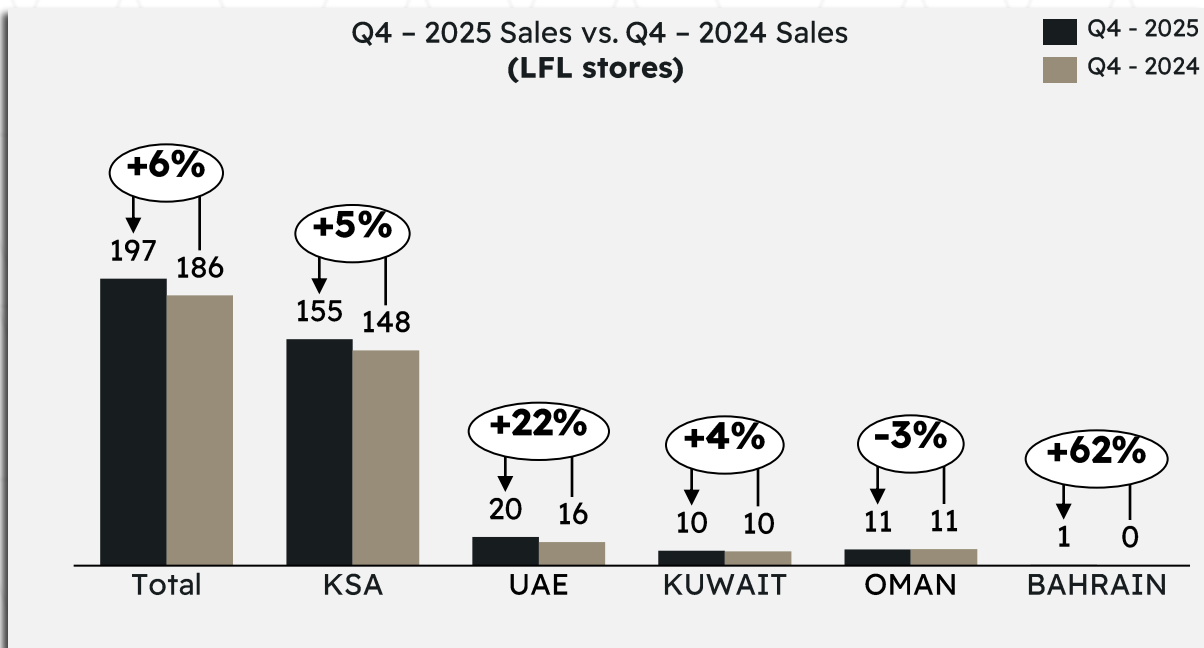
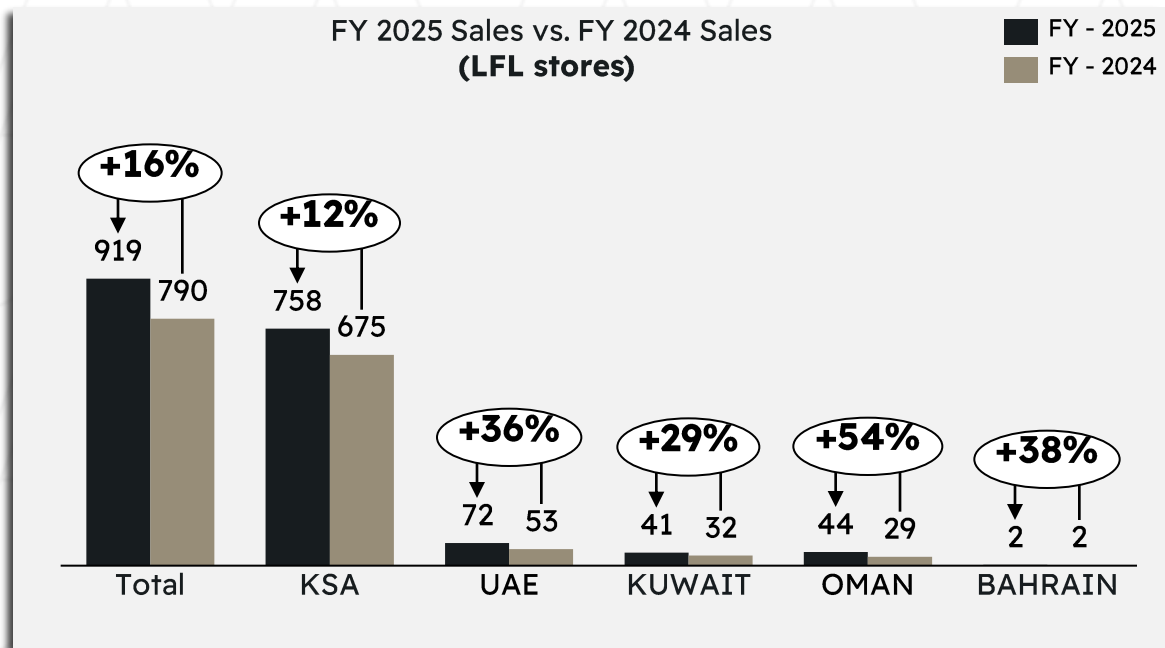
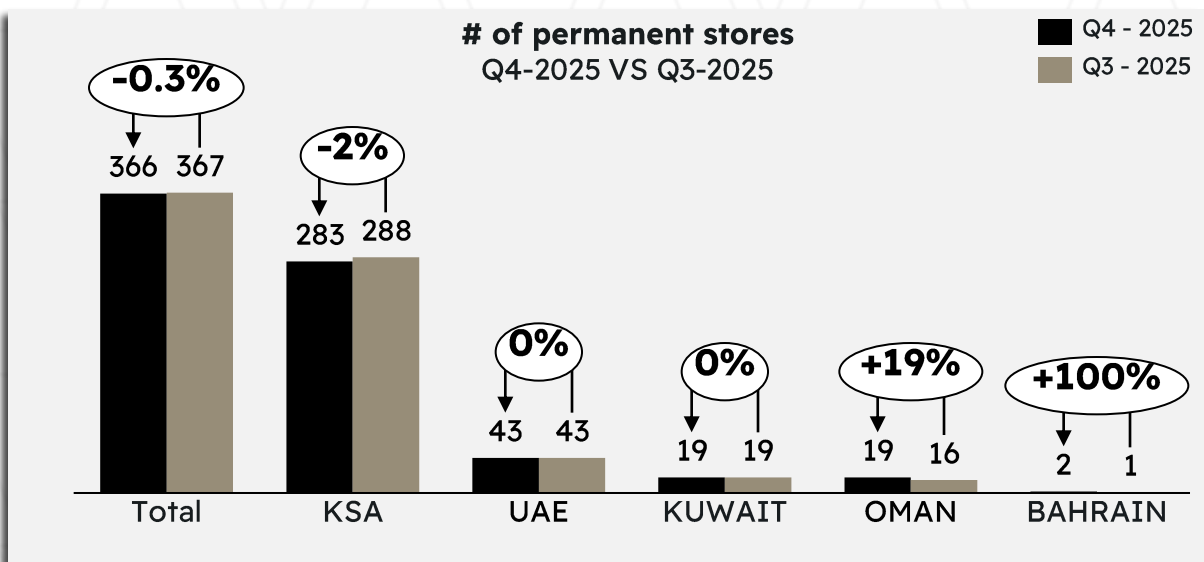
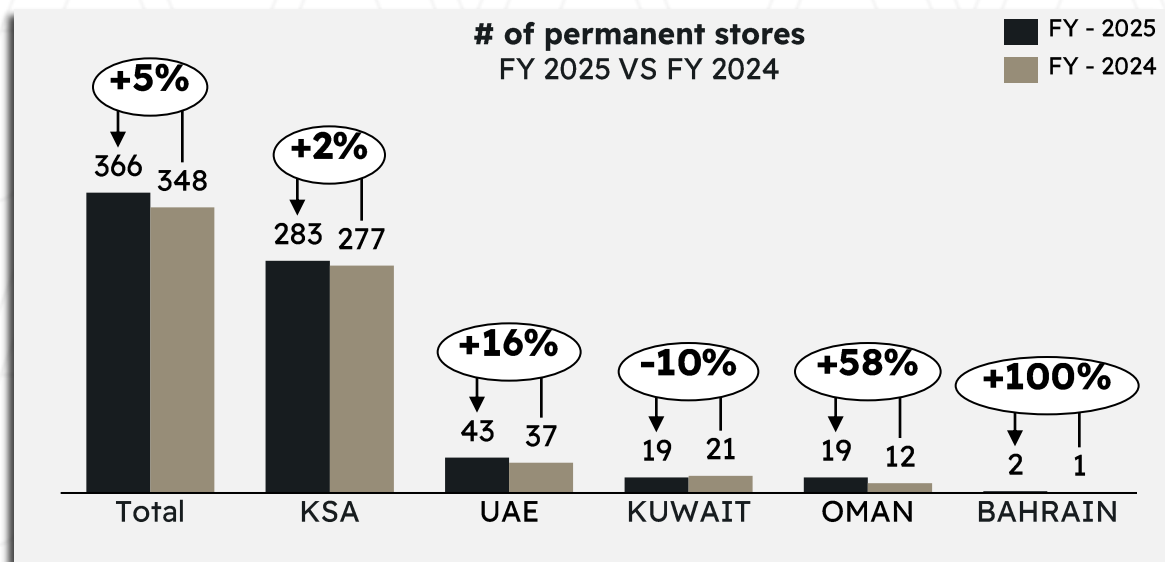
3.05x

FCF/DIVIDENDS
Vs 1.18x 2024

STRONG REGIONAL MOMENTUM: FY 2025 SALES UP 19% LED BY NEW PRODUCTS, E-COMMERCE AND GULF EXPANSION CONTINUES (COMPARING TO 2024)

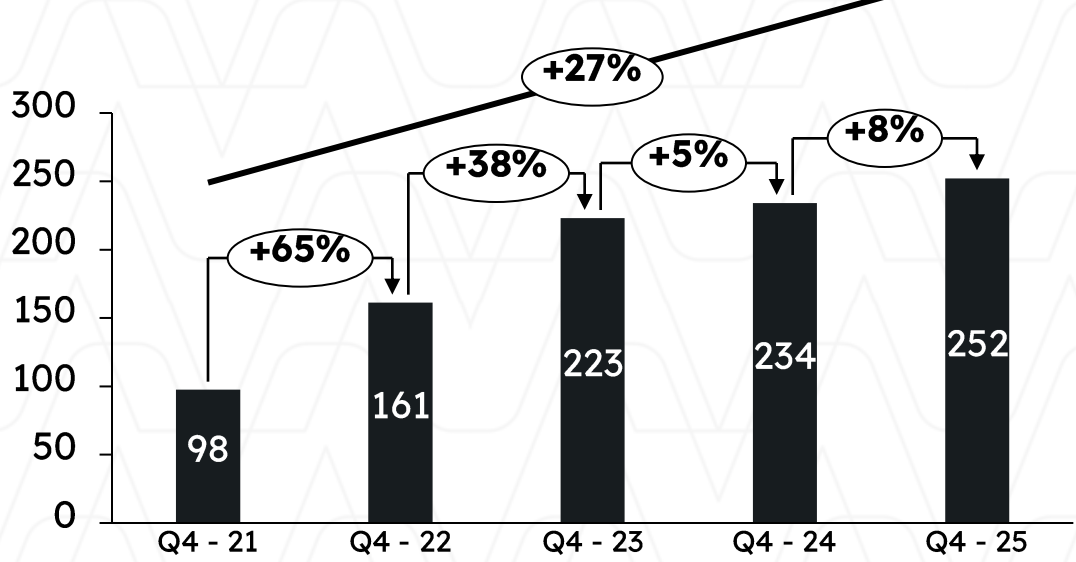


AL MAJED OUD CONTINUES STRATEGIC EXPANSION OF PERMANENT STORES, DRIVING STRONG GROWTH FOR 2025

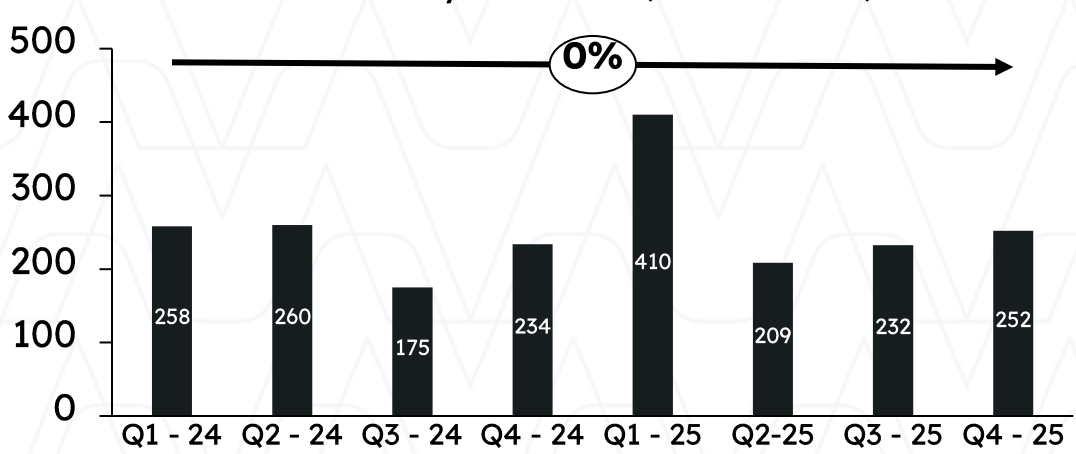


Q4 REVENUE: AN ANALYTICAL OVERVIEW BETWEEN 2021 AND 2025

Q4 Revenue (2021 - 2025)

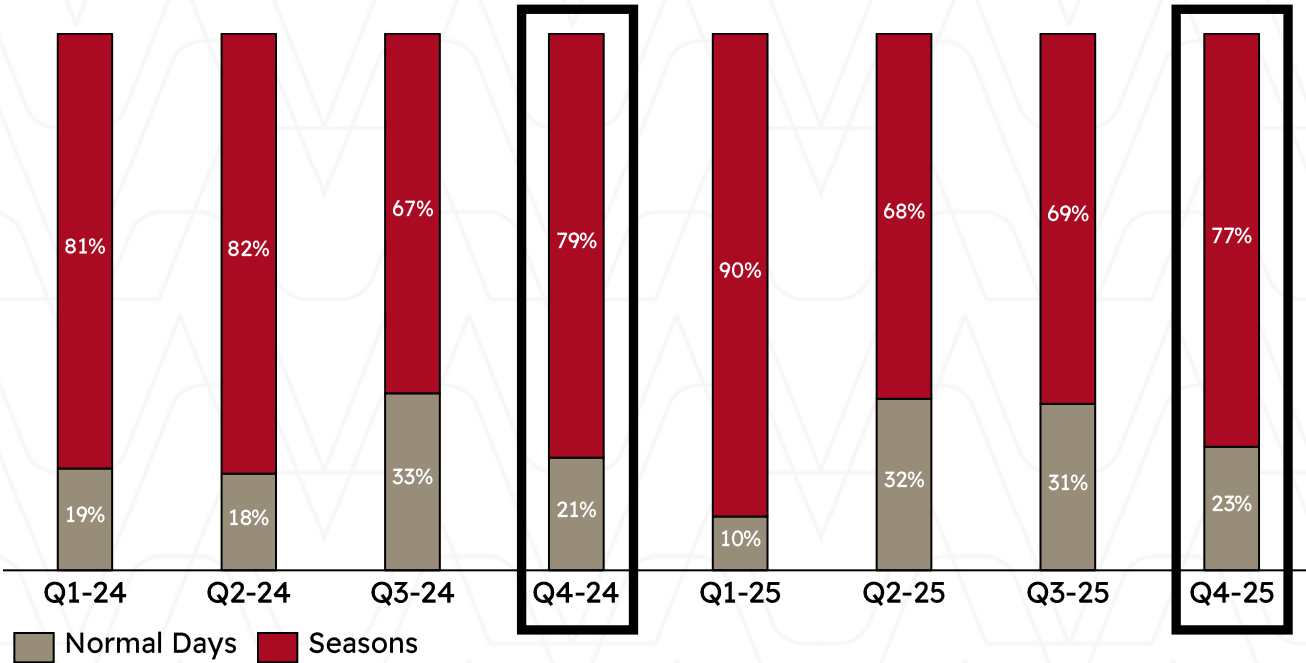


Revenue by Quarters (2024 - 2025)



- revenues of Q4 2025 recorded a growth of 8%, driven by several key factors.
- The primary driver was the successful launch of new products, including Boise, 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 End of year season by an additional 3 days compared to the previous year contributed to higher promotional sales.

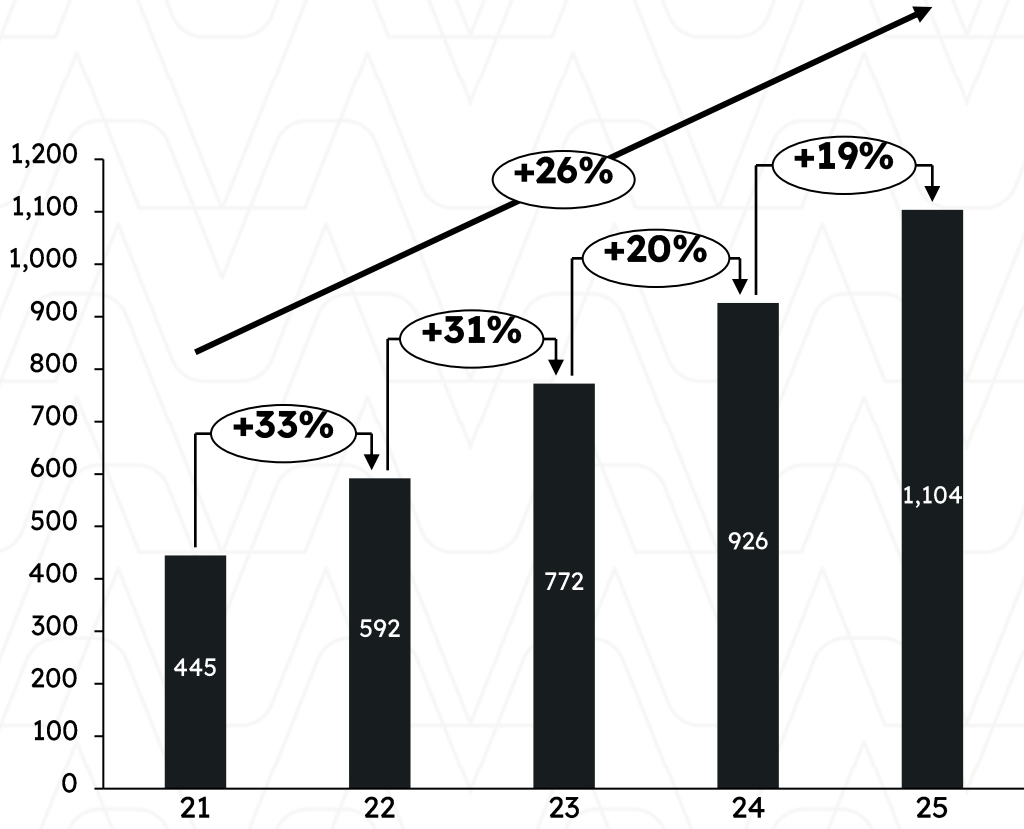
Quarterly Sales (Seasons & Normal Days)



Amounts in SAR millions

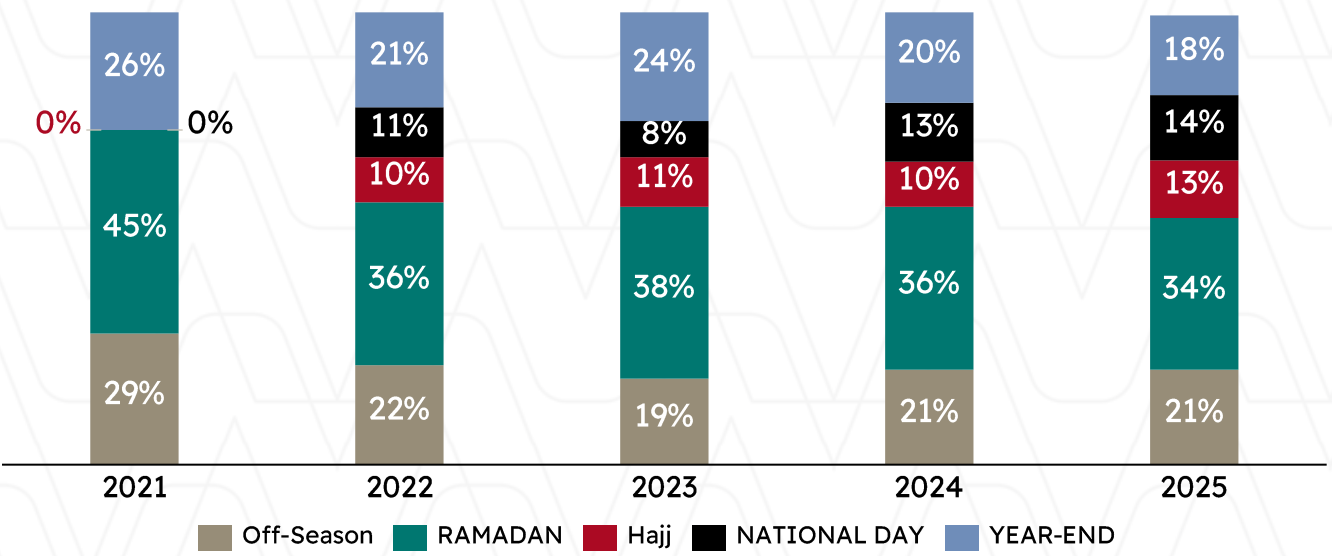
IMPRESSIVE ANNUAL REVENUE GROWTH, & CONSISTENT CAMPAIGN PERFORMANCE

FY Revenue (2021 - 2025)



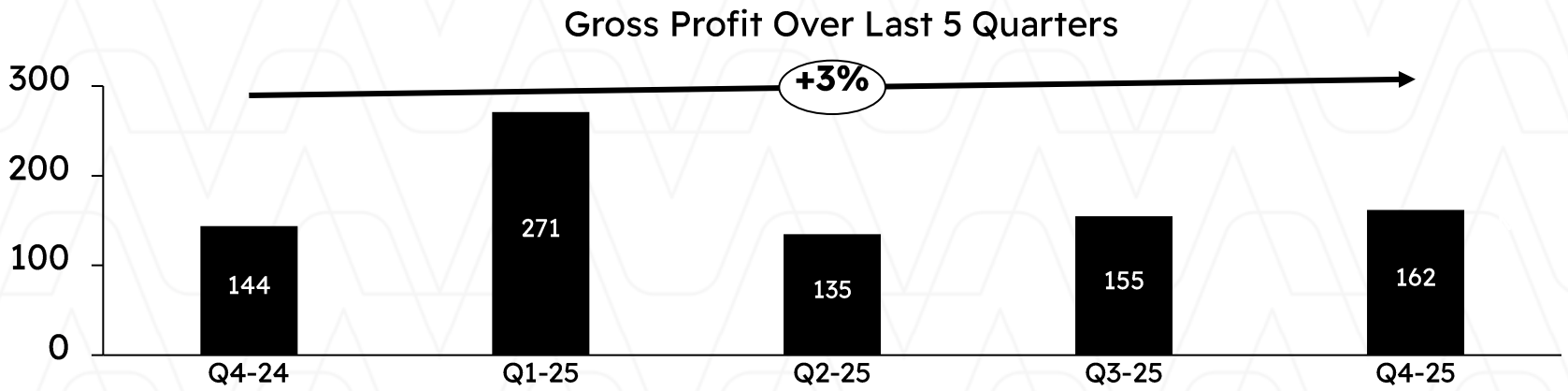
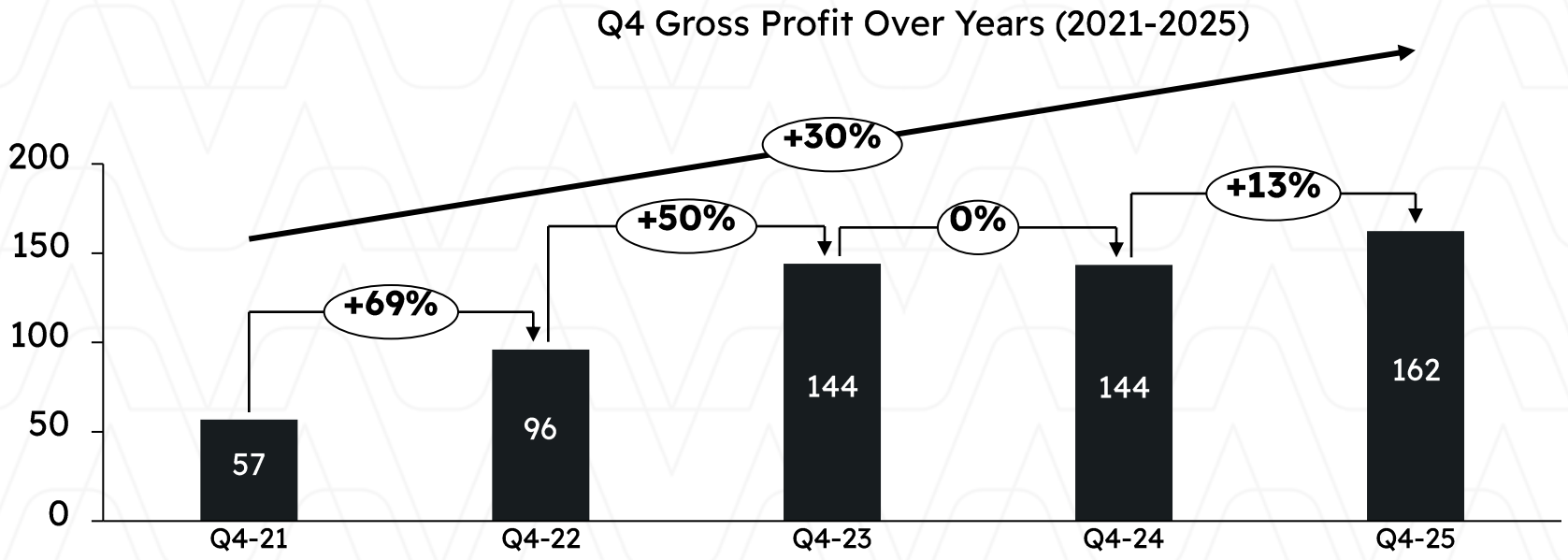
- 1. Notable Revenue Growth:** Revenues for the year 2025 rose from SAR 445 million in 2021 to SAR 1,104 million in 2025, reflecting a strong CAGR of +26%.
- 2. Consistent Annual Improvement:** Sustained year-on-year growth demonstrates the effectiveness of seasonal campaigns and the positive impact of expansion efforts.
- 3. Stable Contribution from Key Campaigns:** The Ramadan, Hajj, National Day, & Year-End campaigns maintained a stable share of total annual sales from 2022 to 2025. However, minor variations in the relative contribution of each campaign occurred due to shifts in the Hijri calendar, which affected the timing and duration of the campaigns, as well as the interval between one campaign and another.

Sales % per Seasonality (2021-2025)



Amounts in SAR millions

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



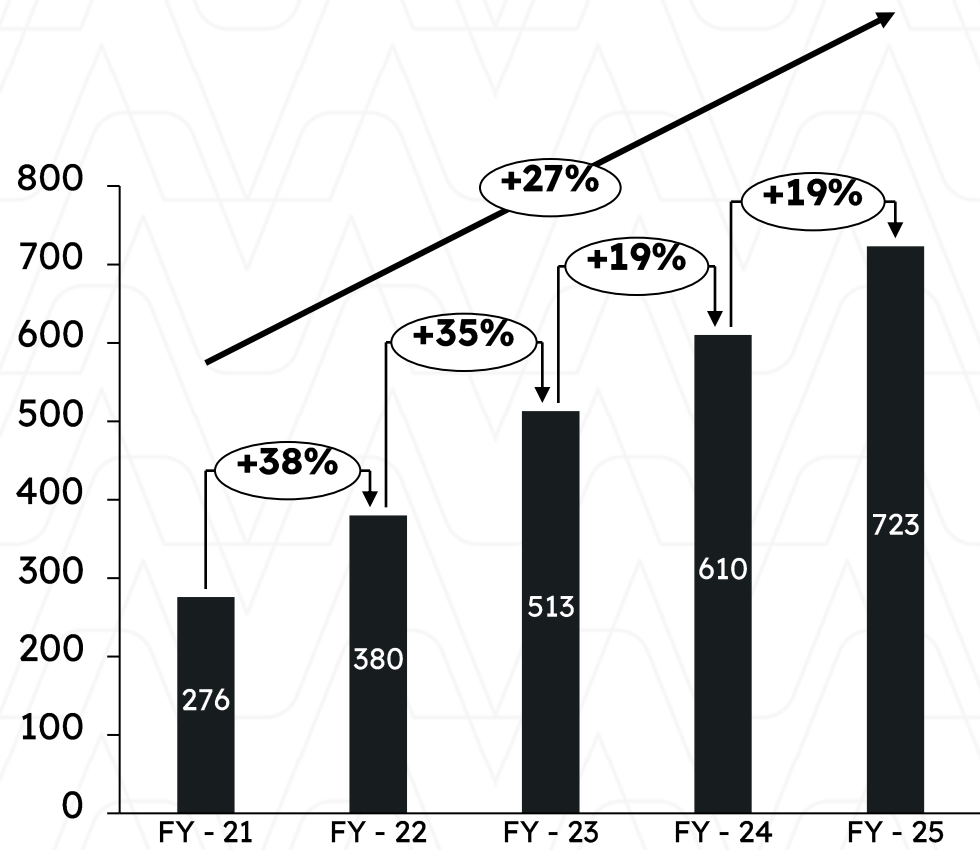
- Gross profit in the fourth quarter showed a steady and strong upward trend over the period from 2021 to 2025. It increased significantly from SR 57 million in 2021 to SR 162 million in 2025, highlighting a substantial improvement in core business profitability and reflecting the company's stronger ability to generate higher value from its operating activities.

- The strong growth achieved in 2025 was primarily driven by the successful launch of new products and the continued expansion of our branch network. In addition, the extension of the selling season by 19 days – reaching 170 days in 2025 compared to 151 days in 2024 – further supported revenue momentum and overall performance.

ROBUST GROSS PROFIT GROWTH FOR 2025

UNWAVERING OPERATIONAL STRENGTH & STABLE SEASONAL MARGINS

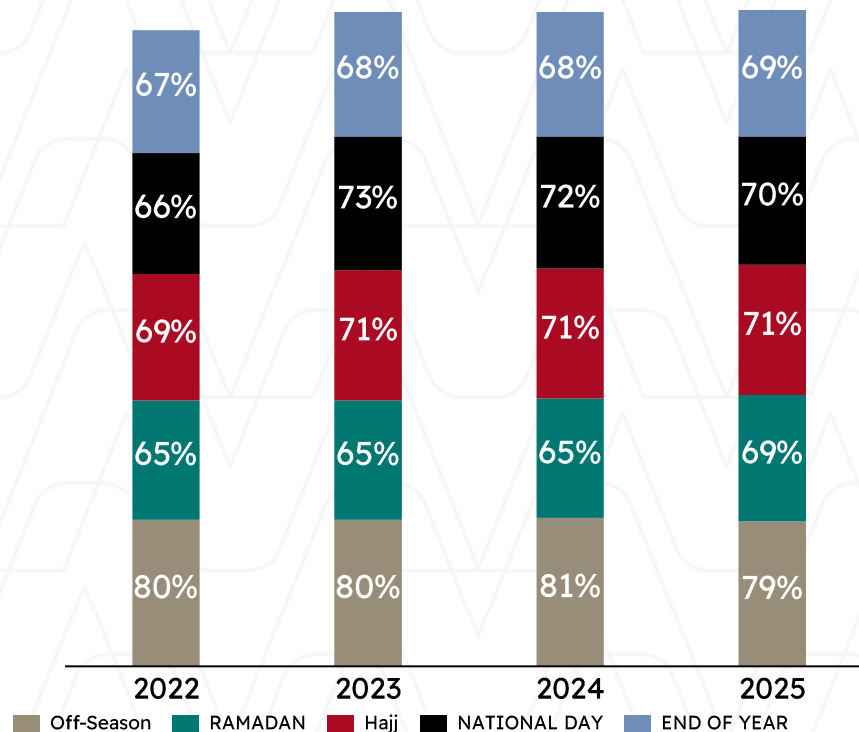
FY Gross Profit Over Years (2021-2025)



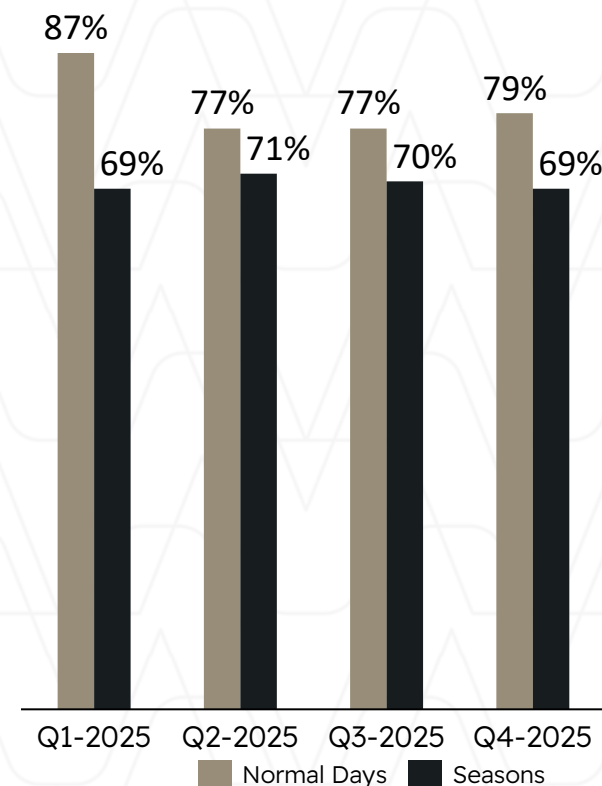
Amounts in SAR millions

- 1. Consistent and Robust Growth:** Gross profit has shown consistent growth over the past five years, rising from SAR 276 million in 2021 to SAR 723 million in 2025.
- 2. Strong Performance in 2025:** FY 2025 recorded a 19% increase in gross profit compared to FY 2024, reaffirming the continuation of positive performance.
- 3. Ramadan's Dominant Role:** The Ramadan season remains the primary driver of gross profit during the year, contributing 32% of 2025 total gross profit, driven by its dominant share of sales relative to other seasonal campaigns.

Gross Margin per Season (2022-2025) (*)



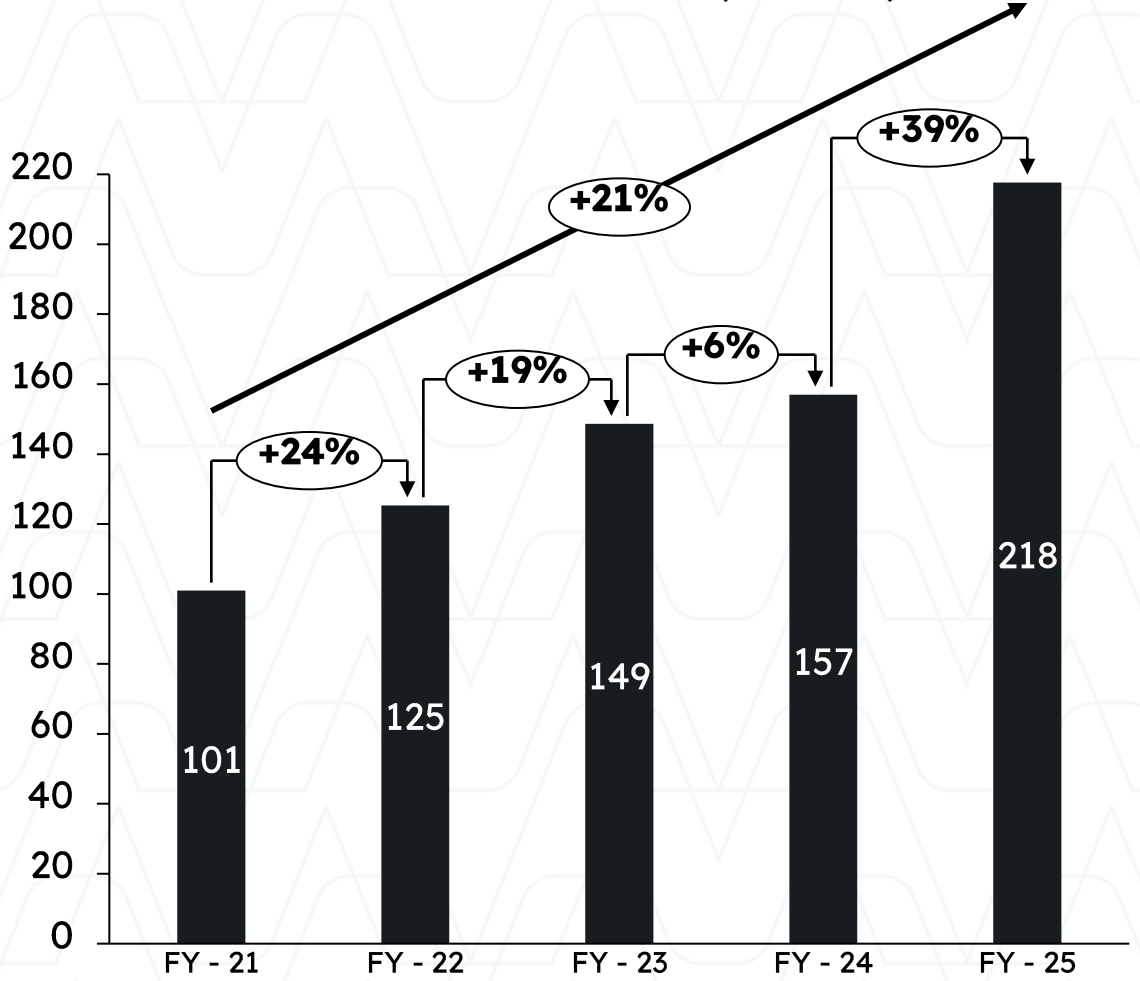
Gross profit per Q – FY 2025 (*)



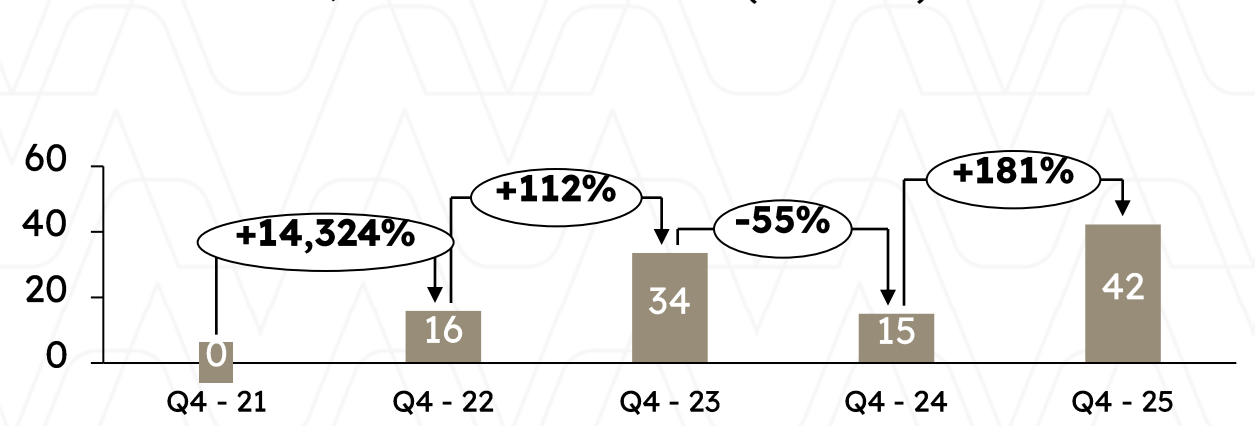
*GM according to the direct Material.

TRENDS IN NET INCOME GROWTH OVER THE YEARS

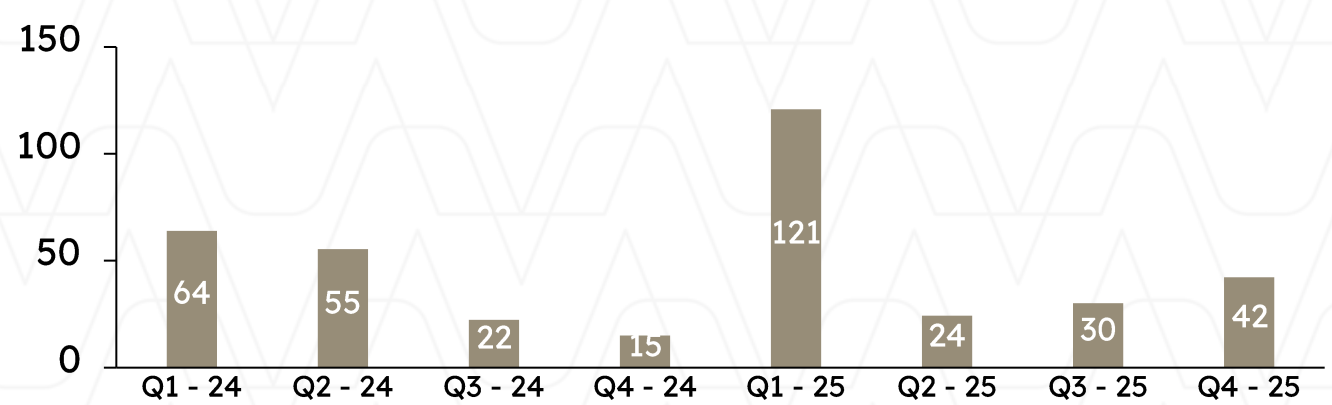
FY Net Income Over Years (2021-2025)



Q4 Net Income Over Years (2021-2025)



Net Income by Quarters (2024 - 2025)



Amounts in SAR millions

GROWTH RATES FROM 2021 - 2025

Sales

Gross Profit

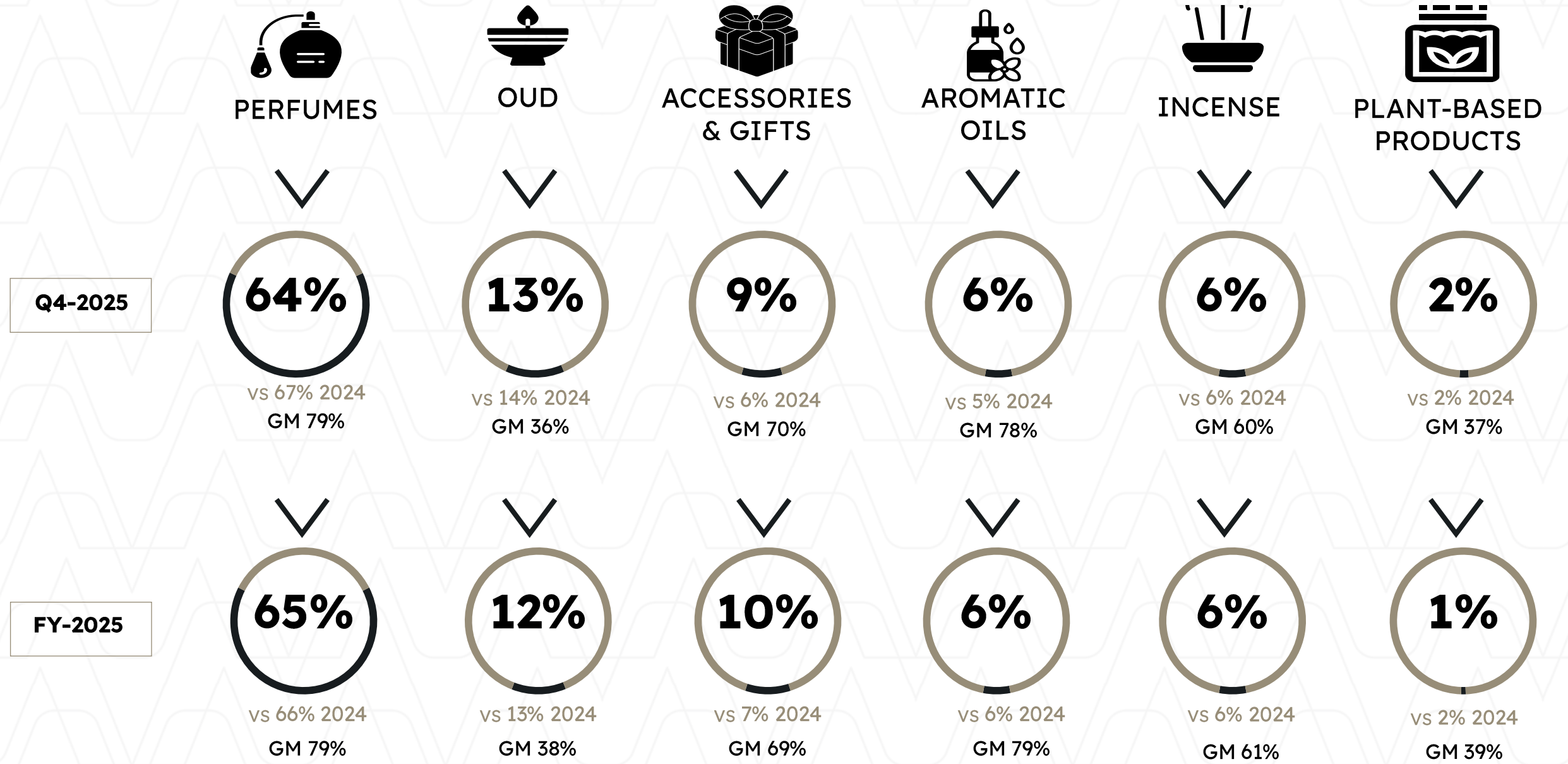
Net Profit

148%

162%

116%

SALES BY CATEGORY FOR FY 2025 & Q4 COMPARISON (2025 vs. 2024)



STRONG PERFORMANCE IN Q4 & FY 2025 AND CONTINUED GROWTH

DESCRIPTION	Q4-2025	%	Q4-2024	%	Change	FY-2025	%	FY-2024	%	Change
Net Revenue	252		234		8%	1,104		926		19%
COGS	90	36%	91	39%	-1%	380	34%	316	34%	20%
GROSS PROFIT	162	64%	144	61%	13%	723	66%	610	66%	19%
SELLING & MARKETING EXPENSES	102	41%	112	48%	-9%	431	39%	388	42%	11%
GENERAL & ADMIN EXPENSES	15	6%	13	5%	14%	55	5%	43	5%	26%
TOTAL OPEX	117	46%	125	53%	-6%	486	44%	431	47%	13%
OPERATING PROFIT	45	18%	19	8%	142%	237	22%	179	19%	33%
FINANCE COST	3	1%	3	1%	16%	15	1%	14	2%	2%
OTHER INCOME	3	1%	1	0%	228%	8	1%	2	0%	364%
NET INCOME BEFORE TAX & ZAKAT	45	18%	17	7%	170%	231	21%	166	18%	39%
TAX & ZAKAT	3	1%	2	1%	66%	13	1%	9	1%	50%
NET INCOME AFTER TAX & ZAKAT	42	17%	15	6%	181%	218	20%	157	17%	39%
EBITDA	82	32%	51	22%	60%	377	34%	300	32%	26%
EBIT	49	19%	20	8%	146%	246	22%	180	19%	36%
EBT	45	18%	17	7%	170%	231	21%	166	18%	39%

**LAUNCH OF MISTRAL, CANDY MUSK,
PRESTIGE PEARL**



LAUNCH OF ROSE DE MAI



LAUNCH OF BOISE





الهاجد للعود 
Al majed'oud 

Q&A

Thank You

17/02/2026