

## MBC GROUP IS ONE OF THE LEADING MEDIA & ENTERTAINMENT COMPANIES IN MENA REGION

**MBC GROUP** is the #1 broadcaster in the MENA region with content reaching **150 million viewers per week**

**SHAHID**, owned by MBC GROUP, is **MENA region's #1 streaming platform**, offering high-quality diverse content, including originals

## MBC GROUP ANNOUNCES ITS INTENTION TO LIST ON THE MAIN MARKET OF THE SAUDI EXCHANGE, TADAWUL

Primary offering with **33,250,000 shares** to be sold to individual and institutional investors

At least **90%** of the shares on offer will be made available to institutional investors and up to **10%** to individual investors

## MBC GROUP in numbers

All figures are as of FY 2022, unless otherwise stated

Founded in **1991**

**#1**

broadcaster in KSA, 40% audience share<sup>1</sup>

**#1**

audience share in Egypt, Iraq, Morocco<sup>2</sup>

**#1**

AVOD and SVOD streaming platform SHAHID<sup>3</sup>

**3.8m**

SHAHID monthly SVOD subscriber<sup>4</sup>

**13**

free-to-air TV channels

**9,200**

movies, clips and show titles

**86**

MBC programs ranked in top 100 shows in KSA

**380hrs**

produced by MBC STUDIOS

**\$930m**  
(SAR 3.49bn)  
total group revenue

**20%**  
Adj. EBITDA margin (exc. SHAHID)

**1,600+**  
employees

## STRENGTHS & OPPORTUNITIES

MENA's market leading broadcaster

Market leading, fast growing video streaming platform

Highly attractive macro fundamentals in key markets: long-term sustainable growth

Highest quality, diverse, and most engaging content

Robust financial profile: SHAHID super-charging revenue

Seasoned leadership with deep expertise in media and entertainment sector

## MBC GROUP PLATFORMS<sup>5</sup>

FTA, AVOD & SVOD

VIP Packages

**23%**  
SVOD market share

**3.8m**  
monthly SVOD subscribers<sup>3</sup>

**22m**  
ad-supported monthly active users<sup>3</sup>

**224k**  
episodes, clips & movies



All figures are as of FY 2022, unless otherwise stated

## SOCIAL MEDIA CHAMPION

Number of followers are as of H1 2023

**373m**



**109m**



**66m**



**57m**



**37m**



## RECEIVING BANKS



## CONTACT

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For further details, visit: [mbc.net/IPO](http://mbc.net/IPO)

## FOOTNOTE

1. Source: IPSOS  
2. Egypt: based on MBC MASR & MBC MASR 2 audience share as of Ramadan 2023;  
Iraq: Based on MBC GROUP as of 2022; Morocco: Based on MBC GROUP as of 2022 and excludes local channels  
3. AVOD (advertising-based video on demand); SVOD (subscription-based video on demand)  
4. As of Ramadan 2023  
5. FTA (free-to-air)