

## Earnings Presentation

1Q 2025

# GROUP FINANCIAL PERFORMANCE

MBC has experienced strong revenue growth across its core business segments, with positive bottom-line performance

## GROUP REVENUE

SAR **2,043.8** MN

**+65.4%** YoY

## GROSS PROFIT

SAR **536.7** MN

**+54.8%** YoY / **26.3%** GP margin

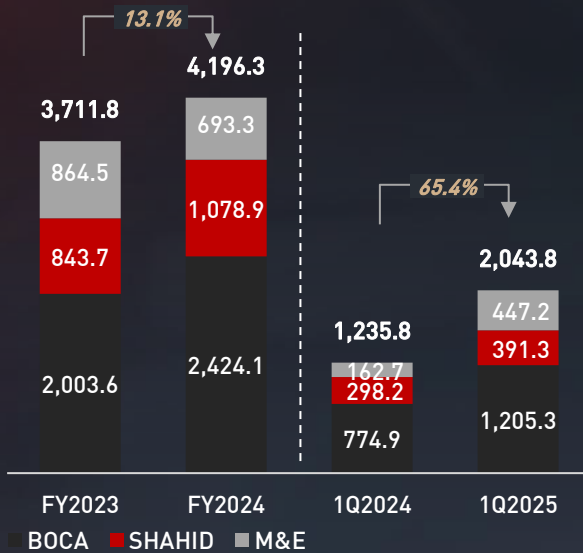
## NET PROFIT

SAR **263.5** MN

**+117.3%** YoY / **12.9%** NP margin

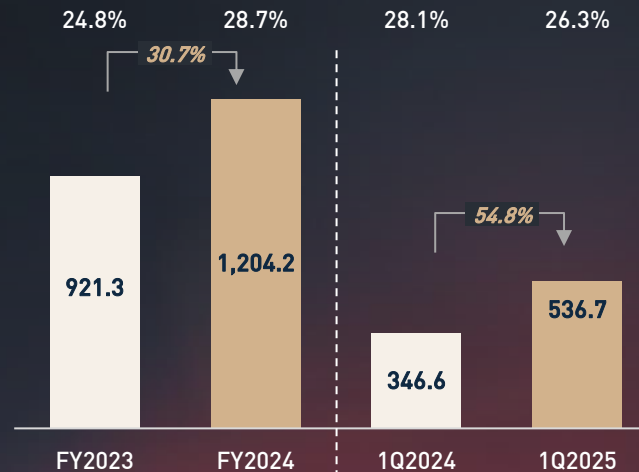
### REVENUE BREAKDOWN

[SAR Millions]



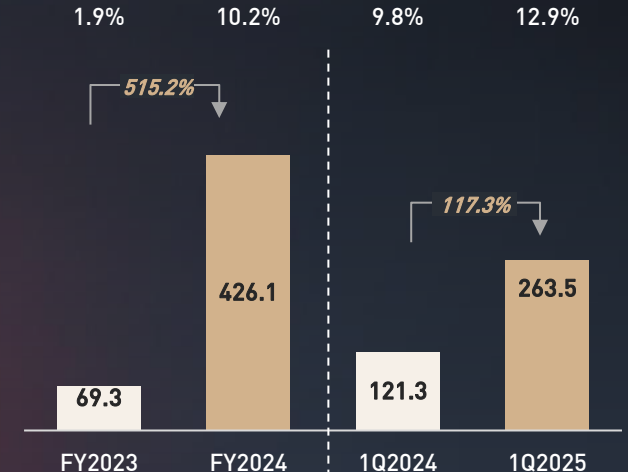
### GROSS PROFIT

[SAR Millions / GPM %]



### NET PROFIT

[SAR Millions / NPM %]



# CONTENT HIGHLIGHTS

Beyond the numbers, MBC GROUP continued to deliver on its strong and diverse content strategy



# OUR GROUP SEGMENTS

MBC has continued to grow its presence and reach in the MENA region through three primary verticals



## BROADCASTING & OTHER COMMERCIAL ACTIVITIES

The commercial activities of MBC Group derive solid and sustainable revenues from broadcasting and its adjacencies including a diversified portfolio of entertainment verticals and broadcasting and technical services contracts

- 13 FTA Channels
- MMS
- Radio
- Social Media
- Gaming
- Music
- Events
- Others

**OUR FOUNDATION**



## SHAHID - OTT

A dual revenue approach, capitalizing on subscription and advertising revenue, bolstered by favorable market dynamics, and increasing OTT penetration in the region.

Subscription Video On Demand (SVOD)  
&  
Advertising Video On Demand (AVOD)

**OUR GROWTH**



## MEDIA & ENTERTAINMENT INITIATIVES

The governments' media partner of choice, entrusted with the development of the media ecosystem in KSA driving large scale entertainment projects

- MBC STUDIOS
- MBC ACADEMY
- MBC TALENT
- MBC IRAQ, MBC PERSIA, MBC CINQ

**OUR PARTNERSHIP**

# BROADCASTING & OTHER COMMERCIAL ACTIVITIES PERFORMANCE

BOCA's growth was underpinned by strong advertising momentum, content distribution and large-scale media services

## BOCA REVENUE

SAR **1,205.3 MN**

**+55.5%** YoY

## TV REVENUES

SAR **629.1 MN**

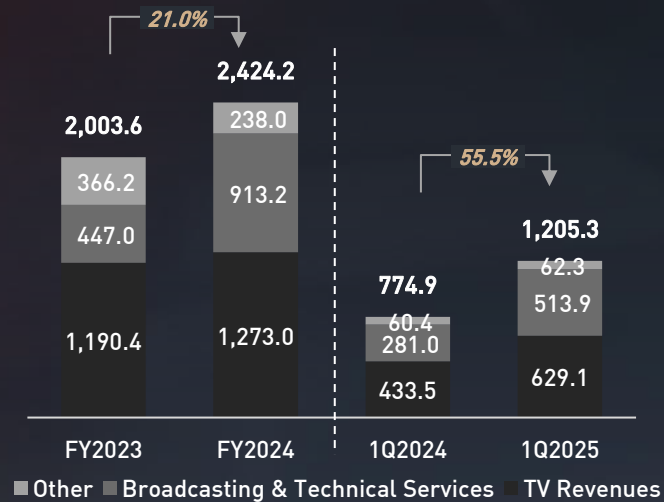
**+45.1%** YoY

## BROADCASTING & TECHNICAL

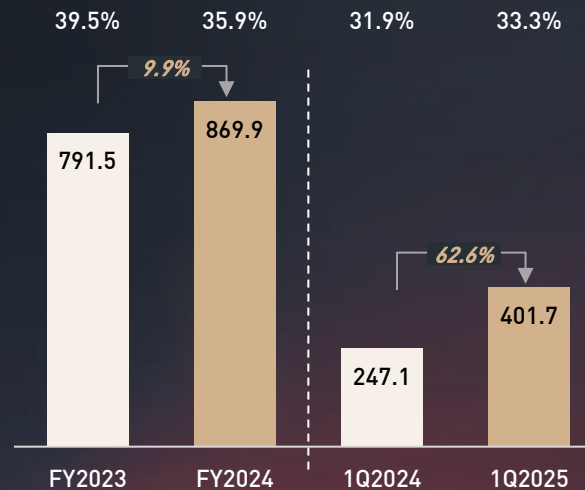
SAR **513.9 MN**

**+82.9%** YoY

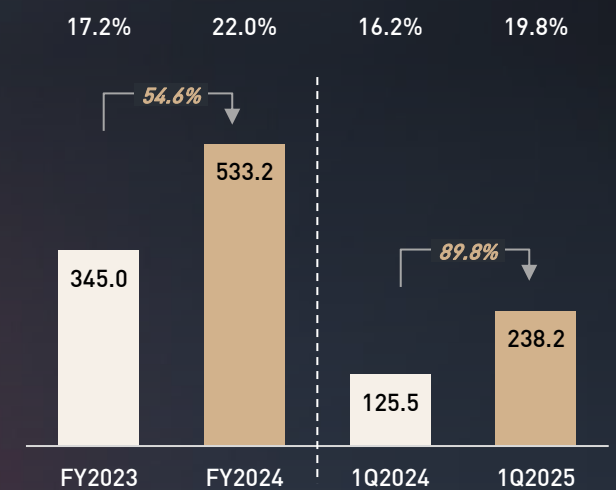
### REVENUE BREAKDOWN (SAR Millions)



### GROSS PROFIT (SAR Millions / GPM %)



### NET PROFIT (SAR Millions / NPM %)



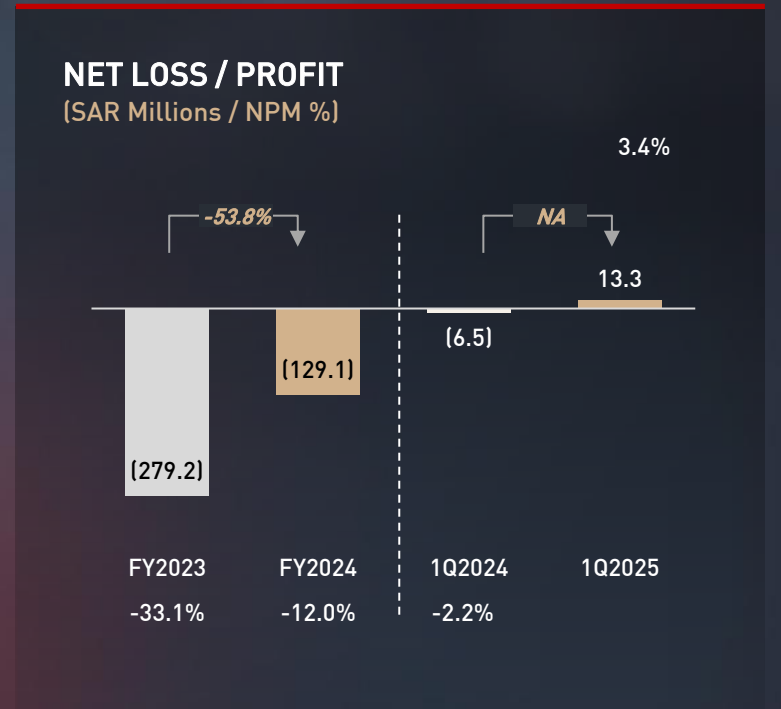
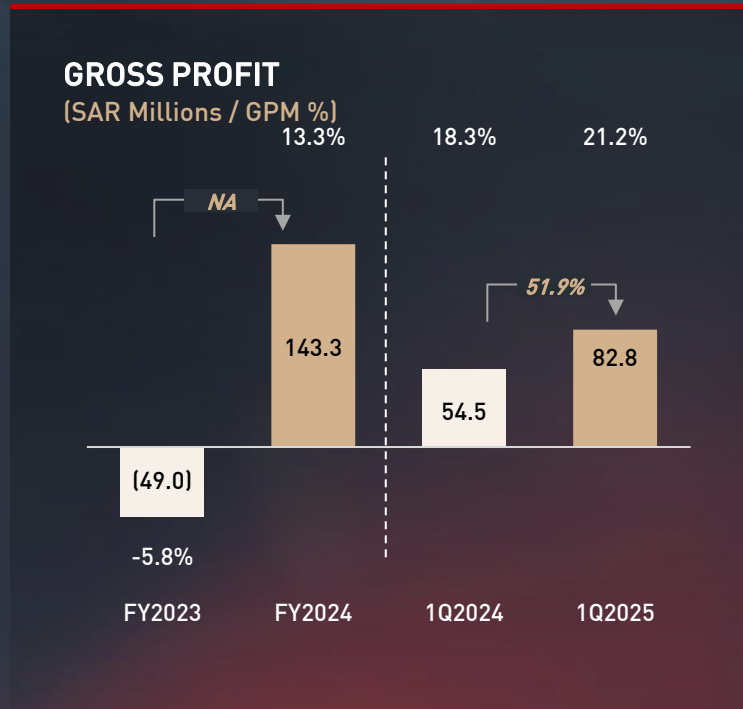
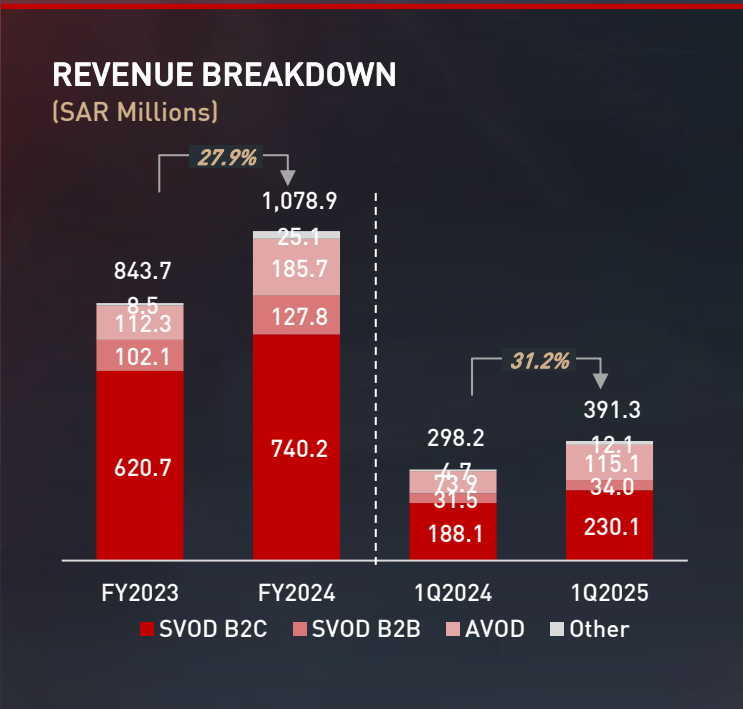
# SHAHID (OTT) PERFORMANCE

SHAHID turned a net profit in 1Q 2025, marking an important milestone toward the Group's target of full-year breakeven by 2027

**SHAHID REVENUE**  
**SAR 391.3 MN**  
**+31.2% YoY**

**AVOD REVENUES**  
**SAR 115.1 MN**  
**+55.8% YoY**

**SVOD REVENUES**  
**SAR 264.1 MN**  
**+20.3% YoY**



# MEDIA & ENTERTAINMENT INITIATIVES PERFORMANCE

Media & Entertainment Initiatives continue to be a strong value-add for MBC and the media ecosystem in KSA, with strong partnerships fostering growth and development

## M&E REVENUE

SAR **447.2 MN**

**+174.9%** YoY

## M&E GROSS PROFIT

SAR **52.2 MN**

**+15.8%** YoY / **11.7%** GP margin

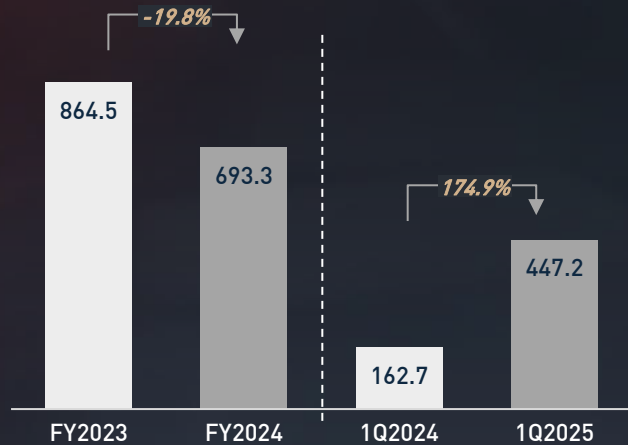
## M&E NET PROFIT

SAR **12.0 MN**

**+443.1%** YoY / **2.7%** NP margin

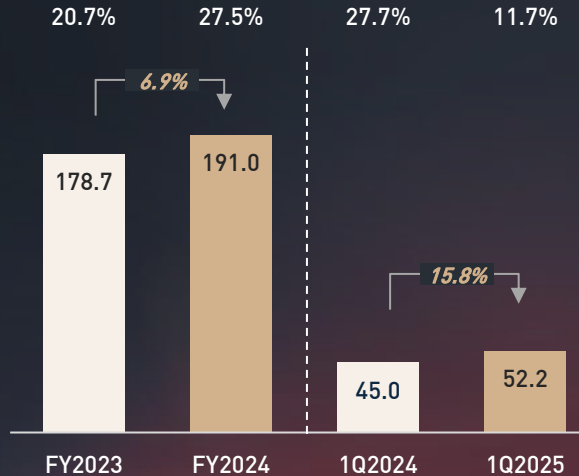
### REVENUE BREAKDOWN

(SAR Millions)



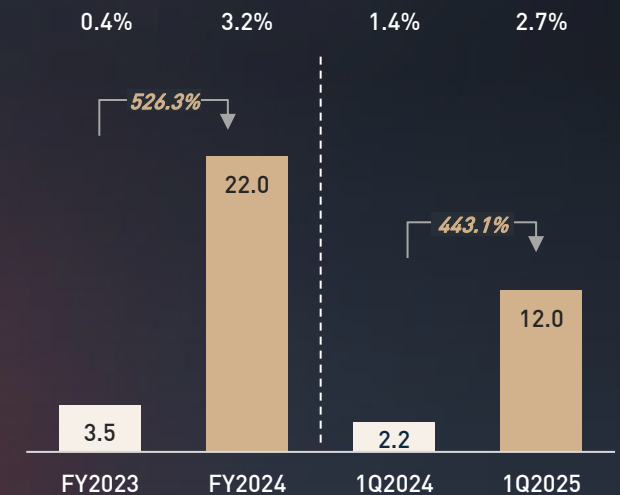
### GROSS PROFIT

(SAR Millions / GPM %)



### NET PROFIT

(SAR Millions / NPM %)



# GUIDANCE



## BROADCASTING & OTHER COMMERCIAL ACTIVITIES

**FY 2025E**  
Revenue (% Growth)  
**Low-double digit growth**

Net Profit Margin  
**16-18%**

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**Medium Term**  
Revenue (% Growth)  
**Mid-single digit growth**

Net Profit Margin  
**16-18%**



## SHAHID - OTT

**FY 2025E**  
Revenue (% Growth)  
**10%-20%**

Net Profit Margin  
**(10%)-(20%)**

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**Medium Term**  
Revenue (% Growth)  
**Low-double digit growth**

Net Profit Margin  
**Breakeven by 2027**



## MEDIA & ENTERTAINMENT INITIATIVES

**FY 2025E**  
Net Profit Margin  
**2%-4%**

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**Medium Term**  
Net Profit Margin  
**c.5%**

Q&A

**mbc**  
GROUP

Thank you

