

Investor Relations Presentation

4Q/FY 2024

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MBC Group is forging a global media group that enriches people's lives through information, interaction and entertainment.

The Group commits to being the leading multi-platform provider of innovative information and entertainment, produced by professionals performing in a culture of excellence.



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LEADERSHIP



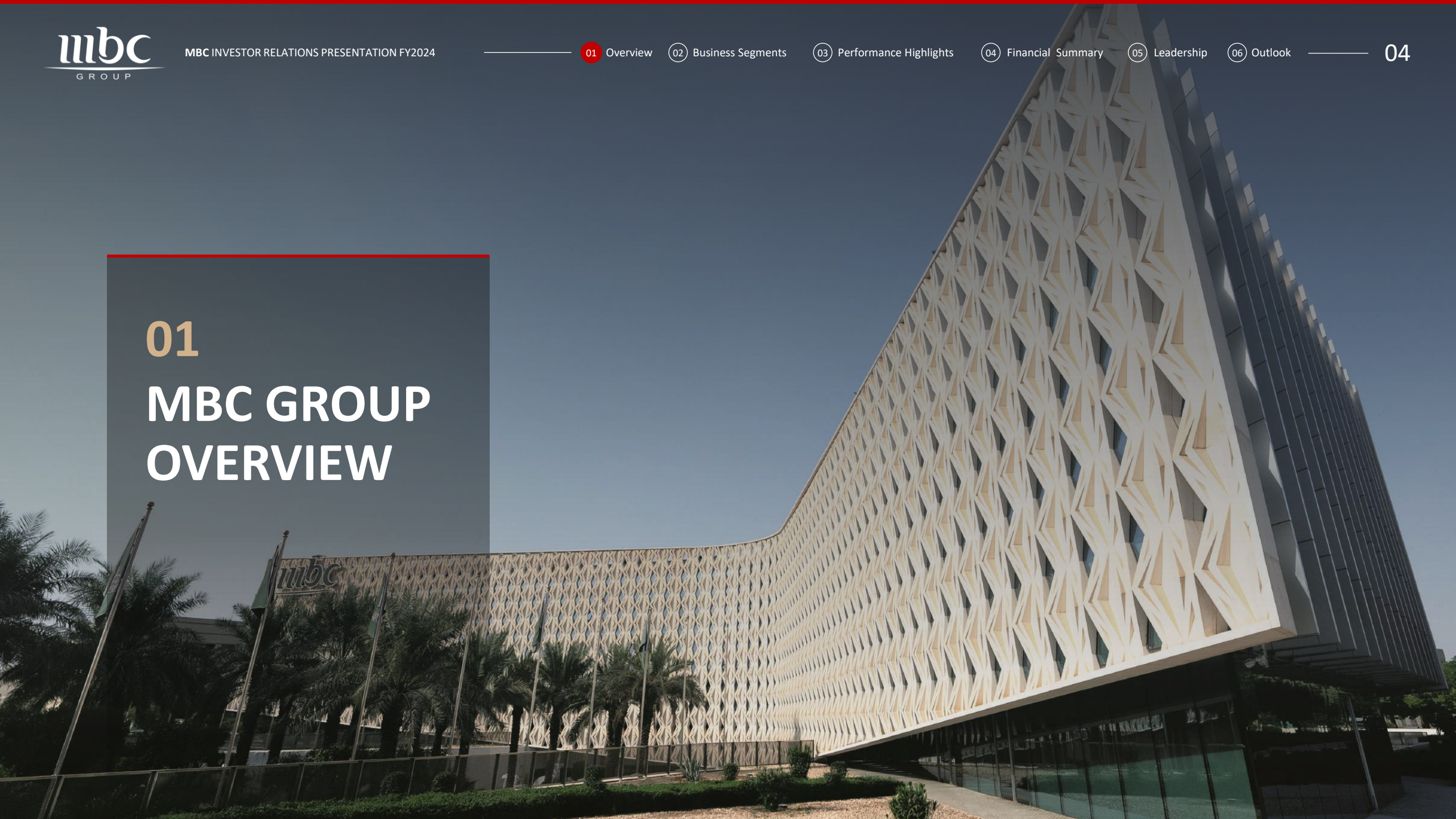
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OUTLOOK



01

MBC GROUP OVERVIEW



OUR GROUP AT A GLANCE

MBC is the leading provider of entertainment to the Arabic speaking world and a leading producer of premium Arabic content



A TRACK RECORD OF GROWTH & INNOVATION

Since inception, the Group has established itself as the leading media company for free-to-air (“FTA”) TV in the MENA region, especially in KSA, UAE, Egypt, and Iraq in terms of audience share, and owns SHAHID, the leading over-the-top (“OTT”) video streaming platform in the MENA region in terms of subscribers and active users.



UNPARALLELED SCALE & REACH

150M+

Viewers per week

c.90%

Potential household reach in the MENA region

#1

SVOD and AVOD platform in MENA and KSA



UNIQUE CAPABILITIES

30+

Years experience in creating premium content

780+

MMS advertisers across MENA with **43%** market share in TV Advertising

9,000+

Titles in content library including acquired content



STRONG FINANCIAL PERFORMANCE

c. SAR 4.2B

Revenues in FY 2024, up 13.1% YoY

10.2%

Net Profit Margin in FY 2024, +8.3pp YoY

c. SAR 8.6B

Total Assets as of 31 December 2024

MBC'S EVOLUTION

With a history of over 30 years, MBC has built a strong and trusted relationship with its pan-Arab audience, transitioning together as the sector evolved



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

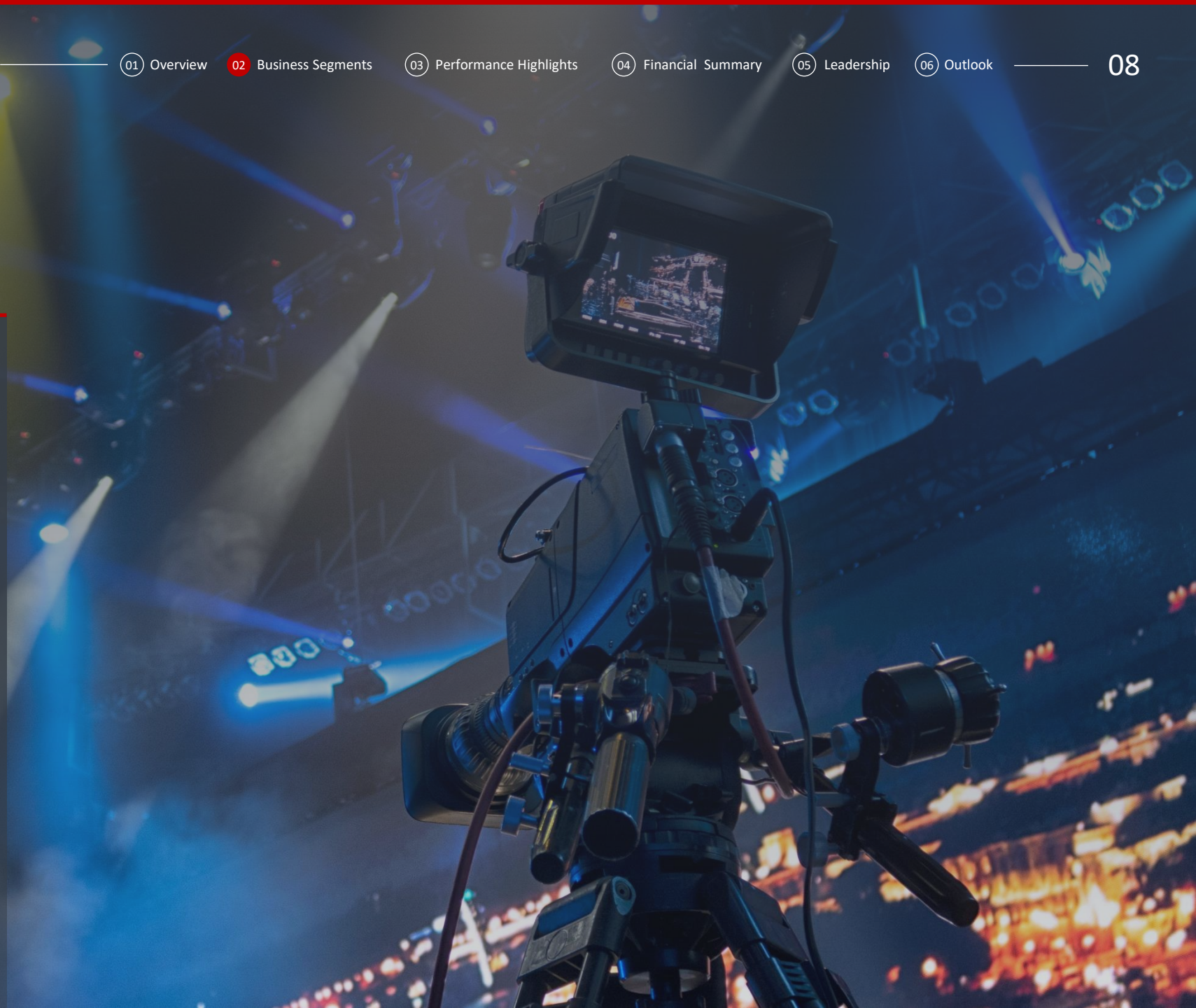
The governments' media partner of choice, entrusted with the development of the media ecosystem in KSA driving large scale entertainment projects

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

OUR PARTNERSHIP

02

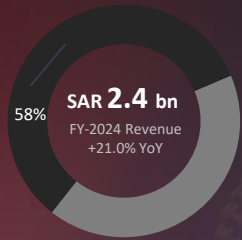
BUSINESS SEGMENTS



BROADCASTING & OTHER COMMERCIAL ACTIVITIES: OVERVIEW

Pan-Arab broadcasting leader for over 30 years reaching over 150M viewers every week

BROADCASTING & OTHER COMMERCIAL ACTIVITIES: OUR FOUNDATION



Our commercial activities serve as the foundational pillar of our operations, representing the core services upon which our business was established over 30 years ago. This encompasses a spectrum of offerings, including Free-To-Air channels, advertising, other entertainment verticals and broadcasting and technical services.

MBC'S COMMERCIAL ACTIVITIES INCLUDE:

HOUSEHOLD NAMES OF FTA CHANNELS



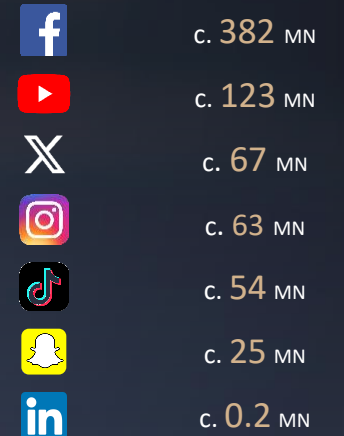
GROWING PRESENCE IN RADIO



MUSIC, GAMING & EVENTS



C. 714 MN FOLLOWERS



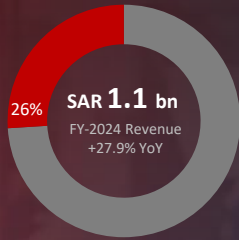
Market Opportunity % CAGR (2024-2028)

Radio Advertising	TV Advertising	Music, Radio & Podcasts	Video Games	Events
4.9%	5.7%	8.2%	10.4%	9.8% (867MN)
MENA	MENA	MENA	MENA	In 2027 - KSA

SHAHID OTT: OVERVIEW

SHAHID is the leading OTT platform in MENA

OTT – SHAHID: OUR GROWTH ENGINE



MBC’s OTT platform and growth engine, Shahid, is a key pillar of our strategy. Shahid encompasses both subscription video-on-demand (SVOD) and advertising video-on-demand (AVOD) revenue streams, reflecting our commitment to deliver engaging content through advanced digital platforms.

Market Opportunity % CAGR (2024-2028)

OTT Subscribers	OTT AVOD	Growing digitalization, smartphone adoption & curbing Piracy
5.1%	9.4%	
MENA	MENA	MENA

MBC’S SHAHID OTT PLATFORMS INCLUDE:



AVOD (advertising video-on-demand)
Free digital platform for wide reach



SVOD (subscription video-on-demand)
Paid platform to access premium content

#1 SVOD in MENA with 27% market share

As of September 2024

#1 AVOD in MENA with 46% market share

(catalogue/licensed content) – Monthly Active Users
As of September 2024

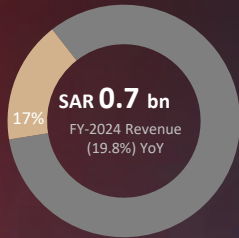
9.8% OTT penetration in MENA (vs. 81% in USA)

Households with at least one paid streaming service

MEDIA & ENTERTAINMENT INITIATIVES: OVERVIEW

MBC is developing the broader media ecosystem in the region and in KSA in line with Vision 2030

MEDIA & ENTERTAINMENT INITIATIVES: OUR PARTNERSHIPS



We prioritize our partnership with the Saudi government through our media and entertainment initiatives, aligning with Vision 2030 objectives. While distinct from our core commercial operations, these initiatives underscore our commitment to societal advancement and align with our overarching mission.

Market Opportunity

Drives new market entry & penetration

Boosts AVOD & SVOD marketing channels

Expands reach

Household entertainment spend to rise to 6% by 2030

MENA

MENA

Global

KSA

MBC'S MEDIA & ENTERTAINMENT INITIATIVES INCLUDE:



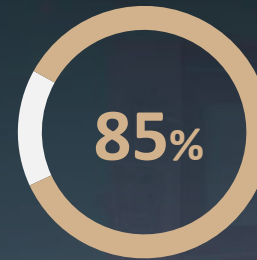
WHY MBC?

- Over 30 years of successful innovation
- High brand affinity
- Trusted relationship with consumer
- Deep insights into consumer behavior
- Strong capabilities and know-how

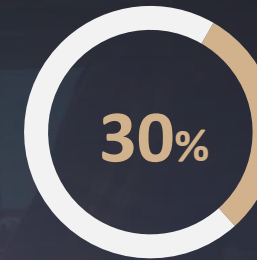
CONTENT: AT THE CORE OF OUR BUSINESS SEGMENTS

The key customer value proposition is to consistently deliver new, engaging, and compelling content.

86 MBC titles ranked among the **top 100** programs in KSA



ARABIC CONTENT



COMMISSIONED CONTENT

THE GROUP OFFERS A DIVERSE ARRAY OF CONTENT CATEGORIES ON ITS TV CHANNELS AND OTT STREAMING PLATFORM



DRAMA



ENTERTAINMENT



COMEDY



ACTION



DOCUMENTARIES



SPORTS

03

PERFORMANCE HIGHLIGHTS

FY 2024

FY 2024 FINANCIAL HIGHLIGHTS

MBC delivered robust growth in 2024, driven by continued growth in SHAHID, sustained advertising growth across Broadcasting and Other Commercial Activities, and strategic investments in local content production.

GROUP REVENUE

SAR 4,196.4 MN

+13.1% YoY

GROSS PROFIT

SAR 1,204.2 MN

+30.7% YoY
28.7% GP margin

NET PROFIT

SAR 426.1 MN

+515.2% YoY
10.2% NP margin

BROADCASTING & OTHER COMMERCIAL ACTIVITIES¹

REVENUE

SAR 2,424.1 MN

+21.0% YoY

NET PROFIT

SAR 533.2 MN

+54.6% YoY
22.0% NP margin

SHAHID OTT PLATFORM

REVENUE

SAR 1,078.9 MN

+27.9% YoY

NET LOSS

SAR (129.1) MN

53.8% YoY
improvement in net losses
(12.0%) NL margin

MEDIA & ENTERTAINMENT INITIATIVES

REVENUE

SAR 693.3 MN

-19.8% YoY

NET PROFIT

SAR 22.0 MN

+526.3% YoY
3.2% NP margin

FY 2024: KEY PERFORMANCE HIGHLIGHTS

Group total revenue increased by 13.1% to SAR 4,196.4 million in FY 2024, driven by sustained SHAHID subscriber growth and higher revenues from Broadcasting & Other Commercial Activities, particularly from Broadcasting & Technical Services contracts.

GROUP

In FY 2024 Group revenue and net profit up 13.1% and 515.2% YoY respectively driven by solid revenue growth and expanded profit margins across all segments.

BOCA

BOCA revenues up 21.0% and net profit up 54.6% YoY in FY2024, reaching SAR 533.2 million, supported by sustainable growth in TV revenue, which increased by 6.9% YoY, and a strong 104.8% YoY increase in Broadcasting and Technical Services revenue.

ADVERTISING

Total advertising grew by 6.9% compared to FY2023, with 1.3% from TV advertising under BOCA and 65.4% from digital advertising under SHAHID, while M&E advertising saw a slight decline of 4.2%. The number of advertisers increased by 22.7%, reaching 789.

SHAHID

SHAHID recorded a 27.9% YoY increase in total revenue, reaching SAR 1,078.9 million in FY2024, supported by strong advertising revenue and subscriber growth.

SVOD / AVOD

SHAHID reached 5 million SVOD subscribers in FY2024, reflecting a 25.6% YoY increase. Similarly, AVOD's active monthly users grew by 22.1% YoY, reaching 18.6 million.

M&E

Despite the revenue drop in FY2024 due to variations in project cycles, net profit saw strong growth, reaching SAR 22.0 million, up 526.3% YoY, resulting in a 3.2% net profit margin.

CONTENT

2024 saw standout achievements, including the success of SHAHID Originals like Thanawiyat Al Naseem and Khareef Al Qalb, record-breaking viewership for Arabs Got Talent, and expanded sports coverage with the Roshn Saudi League and AFC Champions League.

NARIJIS

Studio 1 is fully operational. The post-production building is complete and serves both internal and external clients. Studios 2 and 3, along with the Office Building, are nearing completion, with the remaining facilities set to open in 2026.

04

FINANCIAL SUMMARY

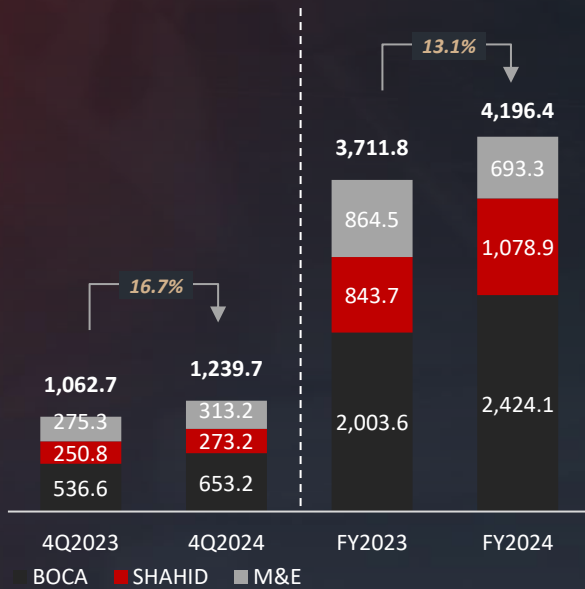
FY 2024

GROUP FINANCIAL PERFORMANCE

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

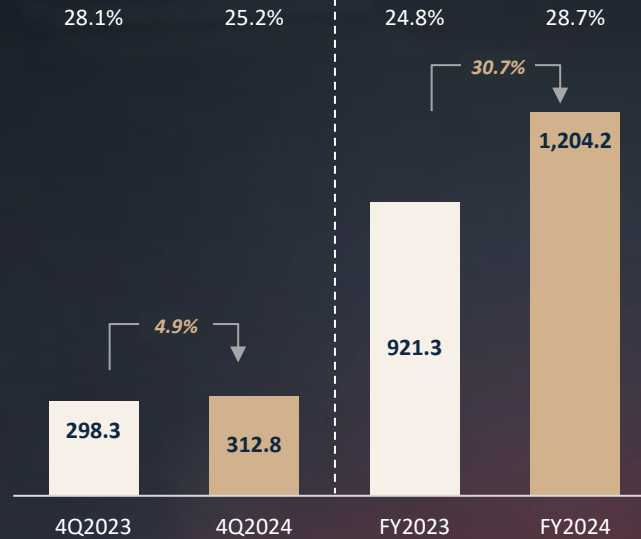
REVENUE BREAKDOWN

(SAR Millions)



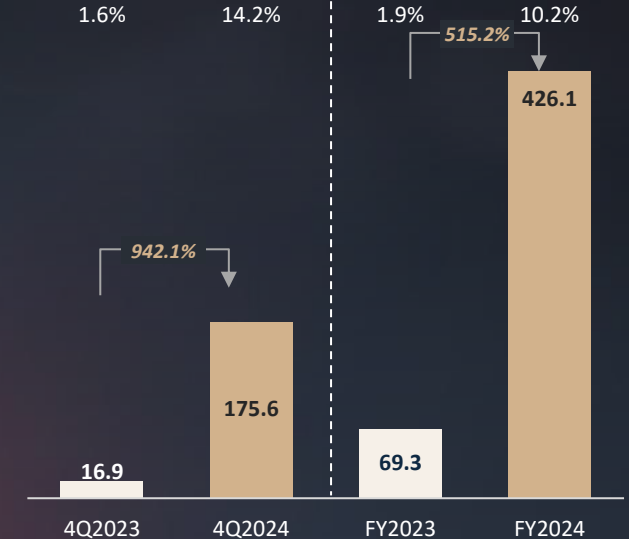
GROSS PROFIT

(SAR Millions / GPM %)



NET PROFIT

(SAR Millions / NPM %)

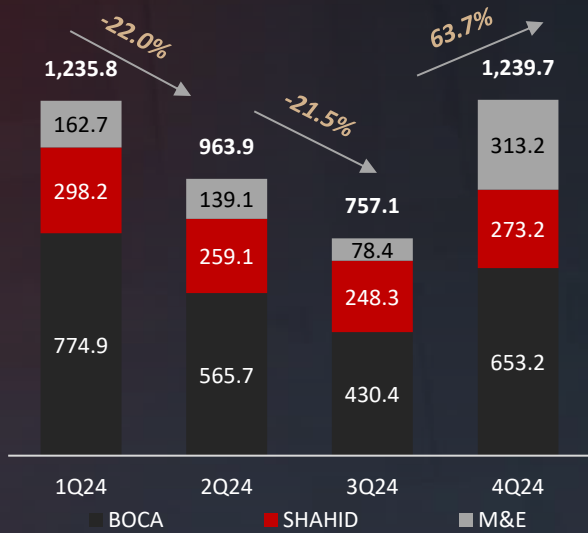


GROUP QUARTERLY FINANCIAL PERFORMANCE

MBC's quarterly results reflect the typical seasonality of our business, showing how performance varies throughout the year

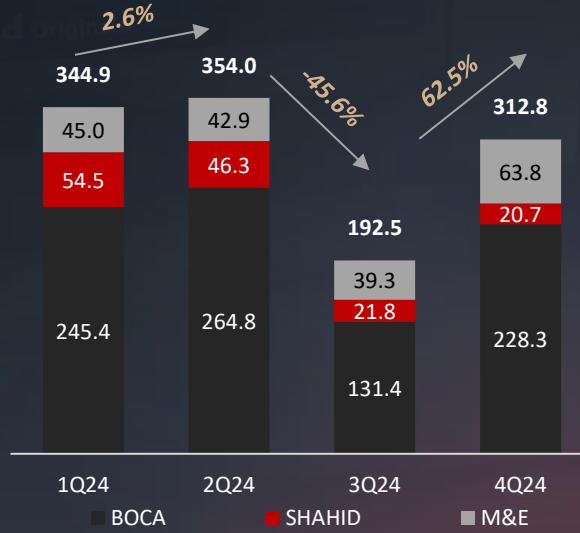
REVENUE BREAKDOWN

(SAR Millions)



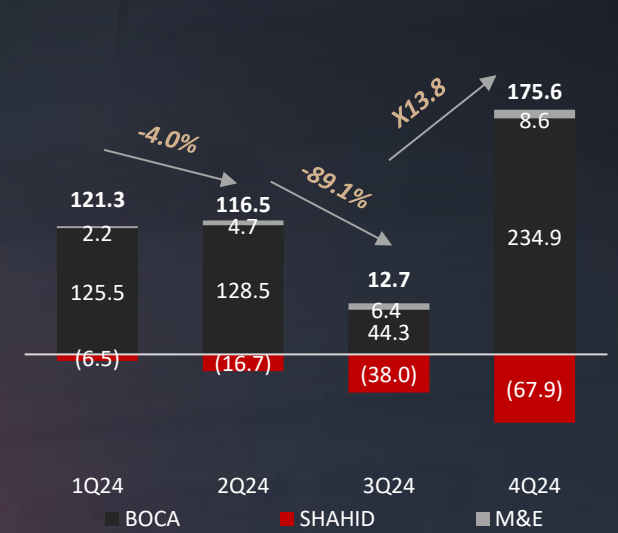
GROUP GROSS PROFIT

(SAR Millions)



GROUP NET PROFIT

(SAR Millions)

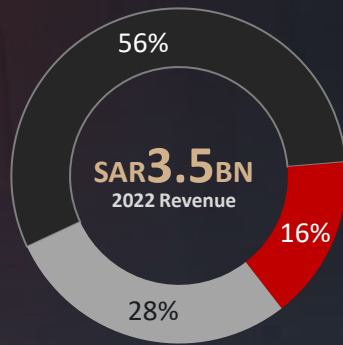


GROUP FINANCIAL PERFORMANCE | REVENUE

MBC's revenue breakdown for 2022, 2023, and 2024 highlights the contribution of each segment over these years.

REVENUE SEGMENT CONTRIBUTION

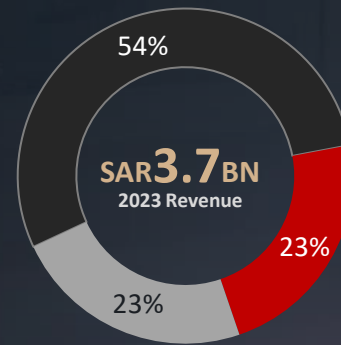
(SAR Billions | 2022)



□ BOCA ■ SHAHID ■ M&E

REVENUE SEGMENT CONTRIBUTION

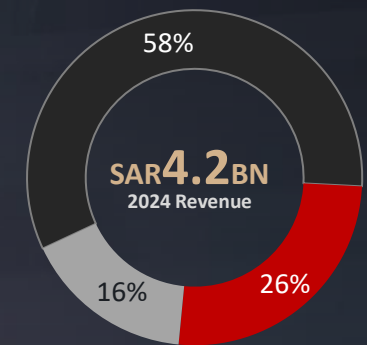
(SAR Billions | 2023)



□ BOCA ■ SHAHID ■ M&E

REVENUE SEGMENT CONTRIBUTION

(SAR Billions | 2024)



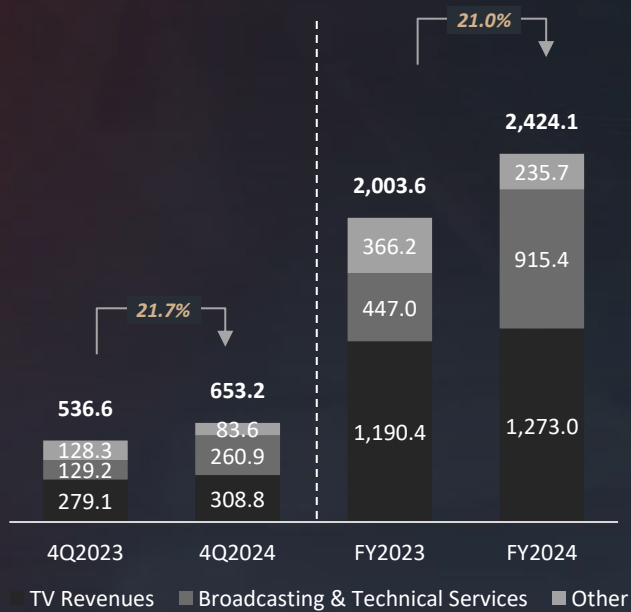
□ BOCA ■ SHAHID ■ M&E

BROADCASTING & OTHER COMMERCIAL ACTIVITIES PERFORMANCE

MBC's Broadcasting & Other Commercial Activities experienced consistent topline growth with a stable cost structure

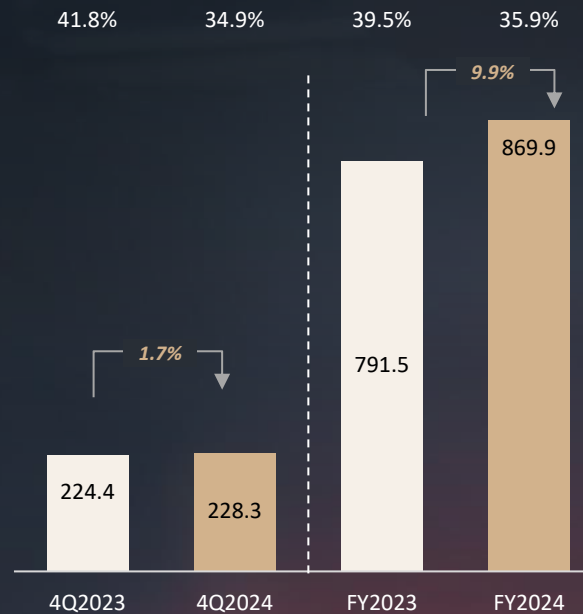
REVENUE BREAKDOWN

(SAR Millions)



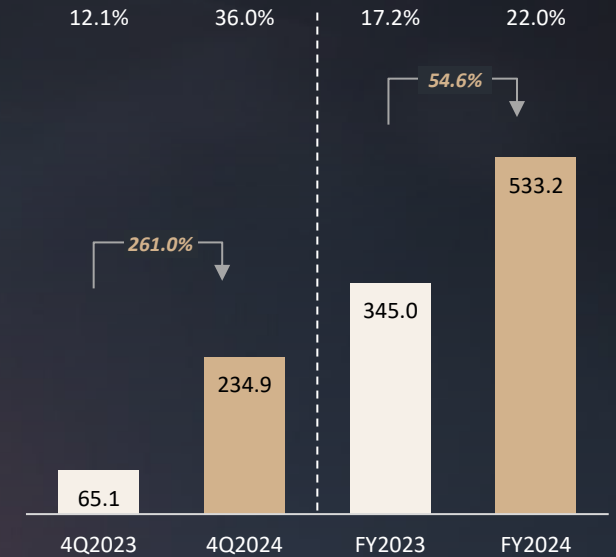
GROSS PROFIT

(SAR Millions / GPM %)



NET PROFIT

(SAR Millions / NPM %)

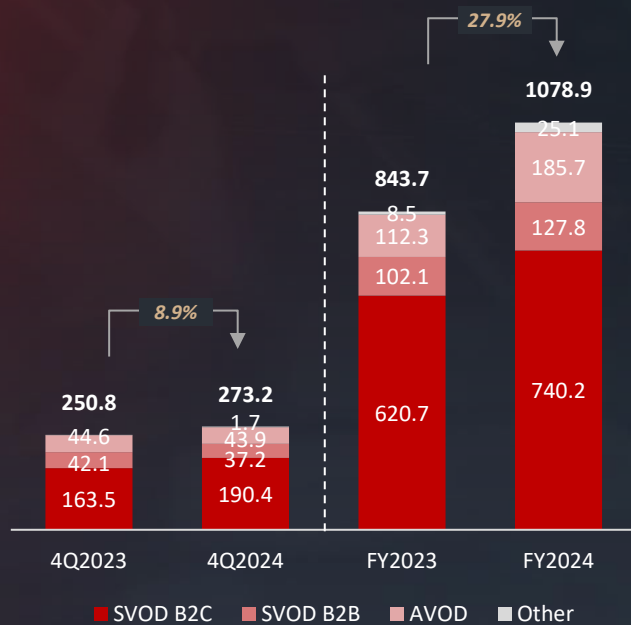


SHAHID (OTT) PERFORMANCE

SHAHID has experienced exceptional revenue growth across all its operations with a stable cost structure

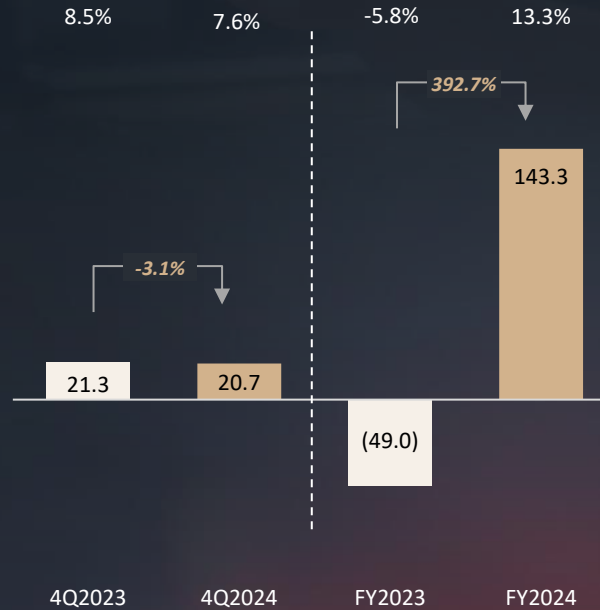
REVENUE BREAKDOWN

(SAR Millions)



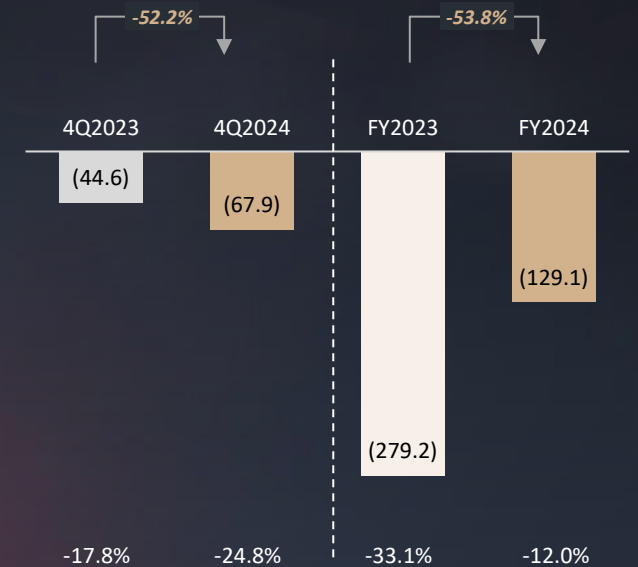
GROSS PROFIT

(SAR Millions / GPM %)



NET LOSS

(SAR Millions / NPM %)

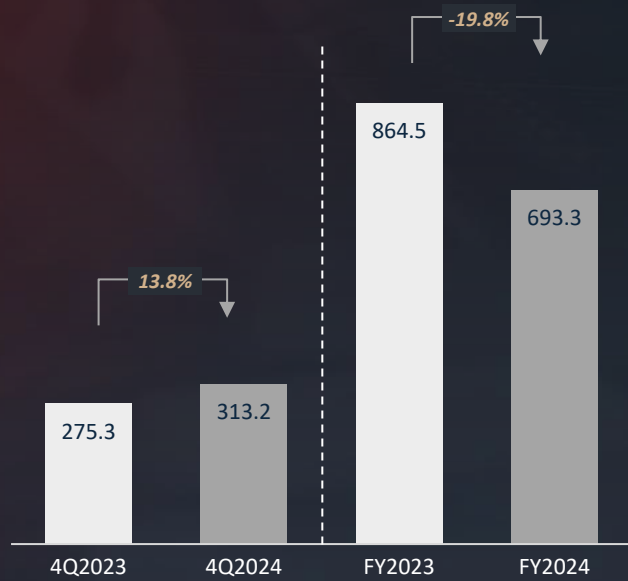


MEDIA & ENTERTAINMENT INITIATIVES PERFORMANCE

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

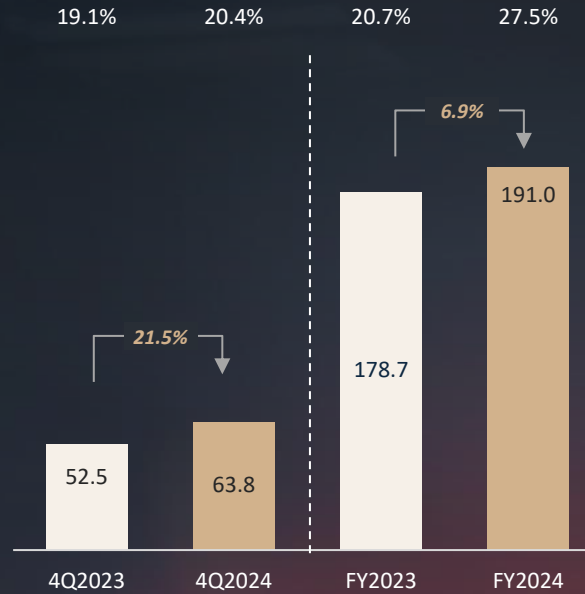
REVENUE BREAKDOWN

(SAR Millions)



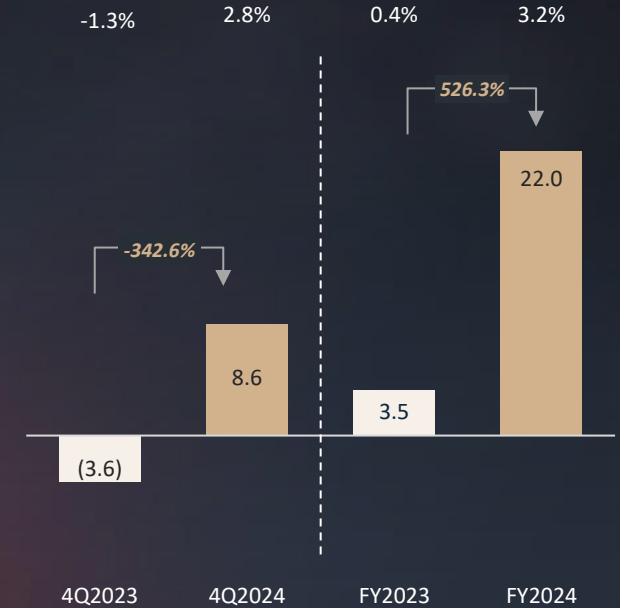
GROSS PROFIT

(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%

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%)

Medium Term

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

Breakeven by 2027



MEDIA & ENTERTAINMENT INITIATIVES

FY 2025E

Net Profit Margin

2%-4%

Medium Term

Net Profit Margin

c.5%

05

LEADERSHIP



EXECUTIVE MANAGEMENT TEAM & IR

A team with decades of media sector experience and a deep understanding of local and regional market dynamics that has guided the Group to its current **market leadership** position in the MENA region.



Sam Barnett
Chief Executive Officer
+20 years at MBC
+30 years of total experience



Hussam Alnouri
Chief Financial Officer
+20 years at MBC
+30 years of total experience



Joseph Igoe
Chief Operating Officer
8 years at MBC
+30 years of total experience



Omar El - Barrage
General Counsel
+10 years at MBC
+15 years of total experience



Natasha Matos-Hemingway
Chief Commercial &
Marketing Officer - Shahid
4 years at MBC
+15 years of total experience



Ali Jaber
Chief Content Officer
+10 years at MBC
+35 years of total experience



Samar Akrouk
Group Director
of Production & MBC Studios
+25 years at MBC
+25 years of total experience



Maryam Babgi
Investor Relations Manager
3 years at MBC
10 years of total experience

BOARD OF DIRECTORS

MBC's Board of Directors is dedicated to upholding the principles of corporate governance, driving sustainable growth, and maintaining the highest levels of corporate responsibility.



Waleed bin Ibrahim Allbrahim
Chairman
Non-executive/non-independent



H.E. Hindi bin Abdullah ALSohimi
Vice Chairman
Non-executive/non-independent



H.E. Khaled bin Abdullah AlMolhem
Non-executive/
Independent member



Abdulrahman bin Ibrahim AlRowaita
Non-executive/non-independent



Abdullah bin Nasser AlDawood
Non-Independent Board Member



Nasser bin Minahi Albiqami
Non-executive/non-independent



Mansoor bin Abdulaziz Almansoor
Non-executive/
Independent member



Mosa bin Omran Alomran
Non-executive/non-independent



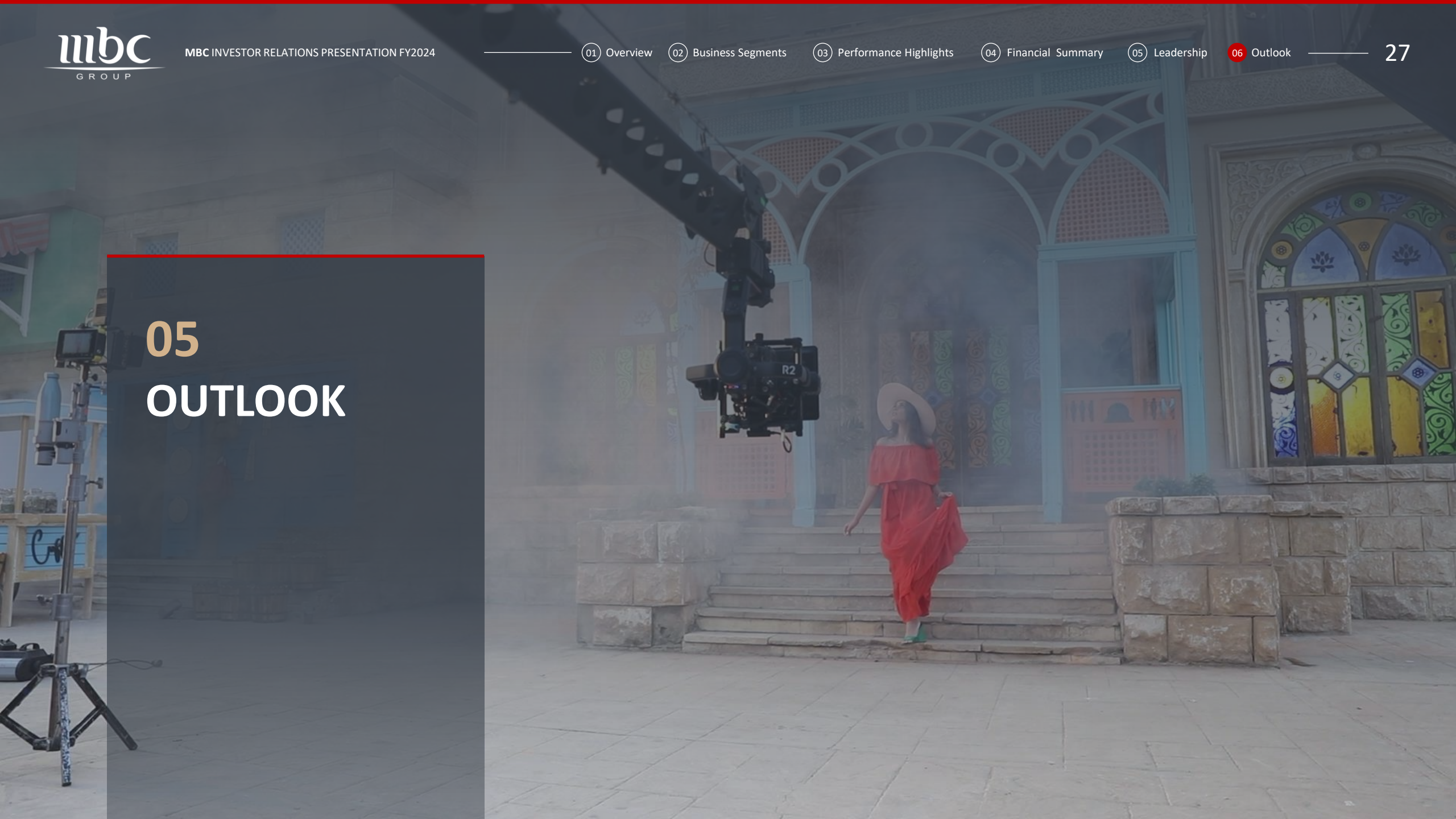
Majed bin Abdulaziz Allbrahim
Non-executive/
Independent member



Ali bin Ibrahim Alhedeithy
Board Secretary

05

OUTLOOK



GROWTH OPPORTUNITIES

Significant opportunities for growth acceleration



CONTENT

Build broad multi-platform superior content that caters to a diverse audience tailored across geographies, while focusing on original content creation and unique categories like sports to drive subscriber and bottom-line growth



ADVERTISING

Refocus on the AVOD model with optimized and transparent pricing, and increase inventory sell rate to drive growth and bridge the market share gap between FTA and AVOD



SVOD

Focused retention strategy to reduce subscriber churn, while capitalizing on growing MENA OTT penetration and generate subscribers in Egypt and the rest of Africa



GEOGRAPHIC EXPANSION

Leverage leadership position and brand to penetrate new markets and provide quality content on local channels; monetize existing content in Morocco and Iraq with relevant shows to generate ad and subscriber growth, while also exploring B2B deals



NEW VERTICALS

Diversify revenue streams with the launch of new verticals such as gaming, music and events

UNDERPINNED BY A TRUSTED BRAND THAT CAN GROW ACROSS PLATFORMS AND REGIONS

MARKET OVERVIEW

Thriving in the Global Epicenter of Entertainment

MACRO DRIVERS

1 Young and growing population

2 Growing regional affluence

MARKET DRIVERS

3 Increasing connectivity

4 Digitally-savvy consumer base

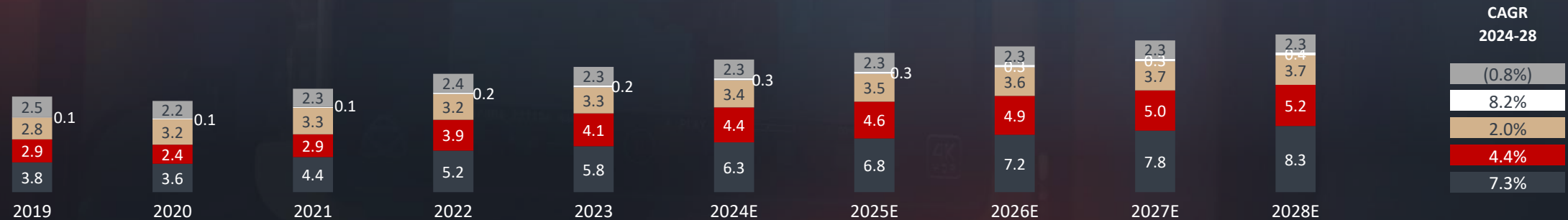
5 Large and diverse content libraries

6 Support from government initiatives

MENA MEDIA & ENTERTAINMENT MARKET¹

MARKET DRIVERS

■ Advertising ■ Paid Video ■ Video Games & E-Sports ■ Music, Radio & Podcasts ■ Other



WITH OUR DIVERSE OFFERINGS, MBC IS SET TO CAPITALIZE ON THE HEALTHY PROJECTED GROWTH ACROSS VARIOUS SEGMENTS

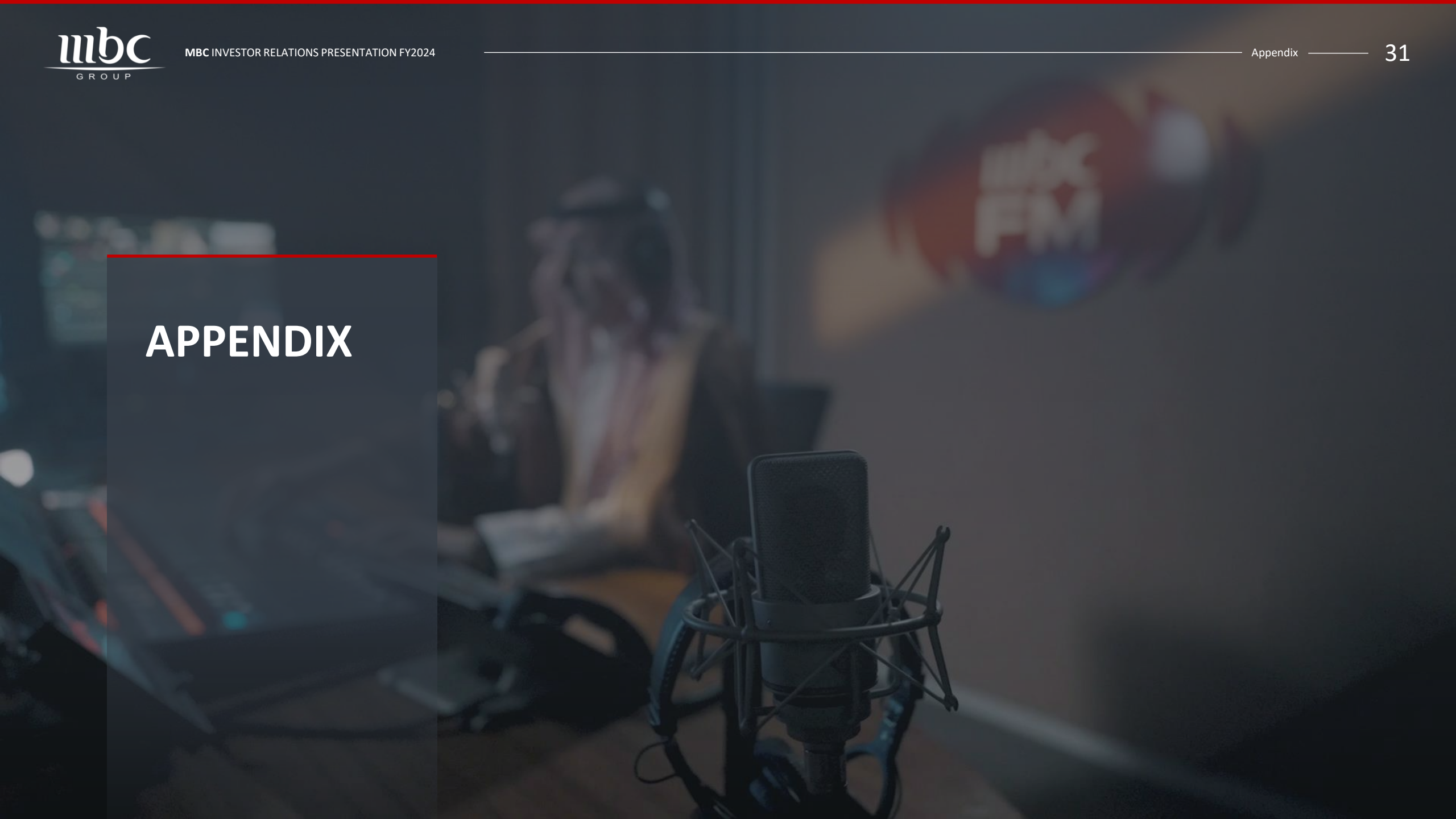
Source: Databix Research, PwC Global Entertainment & Media Outlook 2022-2026, Omdia, Company information, Mordor intelligence 2022, STATEX, Experts inputs, Arab Media Outlook, Statista, Euromonitor as of April 2023, Fitch & World Bank,

MARKET OVERVIEW (CONTD.)

Large Arabic speaking population beyond the MENA region constitutes an extended addressable market



APPENDIX



INVESTMENT HIGHLIGHTS

Leveraging our unique value proposition to capitalize on attractive market opportunities and deliver sustainable growth.

- 1 **Highly attractive macro fundamentals** supporting long-term, sustainable growth across Media and Entertainment verticals
- 2 **Leading broadcasting company in the MENA region with unparalleled reach**
- 3 **Leading video streaming platform in the region** delivering strong growth
- 4 Home to the **highest quality** and most **engaging content**, featuring **distinctive in-house production capabilities**
- 5 **Multiple organic growth levers** in the core business and best positioned to continue to **invest in high growth entertainment verticals**
- 6 **Robust financial profile** combining **profitable broadcasting** and **high growth digital businesses**
- 7 **Highly respected** and **experienced management team**, backed by **strong and supportive Board of Directors**

INCOME STATEMENT (SAR MILLIONS)

DESCRIPTION	4Q 2024	4Q 2023	CHANGE YOY
Total Revenue	1,239.7	1,062.7	16.7%
<i>Broadcasting & Other Commercial Activities</i>	653.2	536.6	21.7%
<i>Shahid (OTT)</i>	273.2	250.8	8.9%
<i>Media & Entertainment Initiatives</i>	313.2	275.3	13.8%
Total Direct Costs	(926.9)	(764.5)	21.3%
Gross Profit	312.8	298.3	4.9%
<i>Gross Profit Margin</i>	25.2%	28.1%	(2.8%)
General and Administrative	(319.4)	(340.1)	(6.1%)
Operating (Loss)	(6.6)	(41.8)	(84.3%)
Other Income	19.5	39.7	(50.7%)
Net Finance Income (Expense)	18.3	(0.7)	(2636.0%)
Investment & Financial Instruments Performance	150.2	16.9	787.1%
Profit Before Tax	181.5	14.0	1,192.8%
Income Tax and Zakat	(5.9)	2.8	(310.4%)
Net Profit After Tax	175.6	16.9	942.1%
<i>Net Profit Margin</i>	14.2%	1.6%	12.6%

COMMENTARY

Broadcasting growth in line with broader market's trends

- Revenue growth primarily driven by a continued uptick in TV revenues by 6.9% YoY. Additionally, broadcasting and technical services revenues more than doubled driven by major media projects in Saudi Arabia.
- Advertising demand remained strong, with a 22.7% rise in the number of advertiser compared to 4Q 2023 reaching 789.

Growth in Shahid supported by the expansion in subscriber base and higher advertising revenues.

- Subscriber numbers reached 5 million in the fourth quarter, up a solid 25.6% YoY
- AVOD increased by 22.1% YoY in active monthly users, reaching 18.6 million in 4Q 2024

The Media and Entertainment Initiatives (M&E) segment delivered commercial returns in 2024,

- driven by key project ramp-ups in 4Q, resulting in a 13.8% YoY revenue growth for the quarter.

Group net profit grew by more than sixfold to SAR 426.1 million YoY in 2024 driven by exceptional full-year financial and operational results.

BALANCE SHEET (SAR MILLIONS)

DESCRIPTION	31 December 2024	31 DECEMBER 2023	% CHANGE
Assets			
Non-current assets			
Property and equipment	271	116	134%
Intangible Assets	74	67	10%
Right of Use Assets	50	59	(15%)
Investments in JVs, associates and AFS	1,096	1,217	(10%)
Employees' fund assets	115	109	6%
Deferred tax asset and other assets	2	1	83%
Total non-current assets	1,608	1,569	3%
Current assets			
Inventories	2,716	2,590	5%
Trade and other receivables	2,011	2,733	(26%)
Due from related parties	728	434	68%
Cash And Cash Equivalents	1,494	827	81%
Derivative Financial Instruments	0	6	(97%)
Total current assets	6,949	6,590	5%
Total Assets	8,558	8,159	5%
Non-current liabilities			
Lease liabilities	29	33	(12%)
Provision for employees' gratuity	145	158	(8%)
Loan from a related party	64	64	0%
Total non-current liabilities	238	255	(7%)
Current liabilities			
Lease liabilities	22	30	(28%)
Trade and other payables	1,991	1,441	38%
Deferred Revenue - Istedamah	2,008	1,909	5%
Due to related parties	111	48	132%
Loan from a shareholder	-	497	(100%)
Borrowings	-	188	(100%)
Total current liabilities	4,132	4,113	0%
Total Liabilities	4,370	4,368	0%
Equity			
Equity attributable to equity holders of the parent	4,173	3,779	10%
Non-controlling interests	15	12	26%
Total Equity	4,188	3,791	10%
Total Liabilities and Equity	8,558	8,159	5%

COMMENTARY

ASSETS

Non-current Assets:

- The increase was mainly due to additions in property and equipment and intangible assets inline with expansion in Saudi offices and enhancements on the OTT platform development. Major rise is due to the construction of Al Narjis Site.
- Investments decreased mainly due to the sale of 4.9% share in ACSC netted with additions in investment in Game Studio of SAR 95.8M.

Current Assets:

- Increase in cash and cash equivalents is mainly due to the receipt of the net IPO proceeds in January 2024, less SAR 187.5M repayment of Citi Bank facility plus the cash surplus from operating activities
- Decrease in trade and other receivables is due to collection of outstanding balances coupled with clearance of advances to suppliers.
- The increase in due from related parties is mainly due to increase in commercial transactions with related parties outside of the legal group structure.

LIABILITIES

- The increase in trade and other payables is inline with overall growth across business segments during 2024, mainly from content acquisition and Al Narjis Site construction.
- Increase in due to related parties is mainly due to increase in commercial transactions with related parties outside of the legal group structure.
- Decrease in the borrowing is due to the repayment of the bank facility which was outstanding as of Dec-23.
- The loan from shareholder of SAR 497M as of Dec-23 was repaid in full in Q3-24.

CASH FLOW SUMMARY (SAR MILLIONS)

DESCRIPTION	FY 2024	FY 2023	CHANGE YOY
Operating Activities			
Profit before tax	436	60.3	623.0%
Non-cash adjustments	(65.2)	64.0	(202.0%)
Working capital changes	196.1	(191.1)	(202.6%)
Net cash flow from / (used in) investing activities	72.4	(209.6)	(134.5%)
Net cash flows generated from financing activities	40.5	122.1	(66.8%)
Net increase/(decrease) in cash and cash equivalents	679.7	(154.3)	(540.4%)
Net foreign exchange difference	(12.9)	(6.2)	106.3%
Bank balances and cash at the beginning of the period	827.7	693.0	19.4%
Cash and cash equivalents at the end of the period	1,494.5	532.4	180.7%

COMMENTARY

NON-CASH ADJUSTMENTS

Non-cash adjustments represents items such as depreciation, provision for doubtful debts, share of results in JVs and associates. Contents amortization is not part of this category, rather this is included/netted-off from inventories movements and offsets with capitalizations during the year.

WORKING CAPITAL CHANGES

Increase in working capital changes mainly is from surplus of surplus from operating activities as well coupled with cash retained from payables management.

INVESTING ACTIVITIES

Net cash from investing activities represents the sales of 4.9% shares in ACSC minus capex and additional investment on MBC Gaming Studios.

FINANCING ACTIVITIES

Cash inflow for financing activities represents mainly the receipt of the net IPO proceeds of SAR 763M, reduced by the SAR 187.5M repayment of Citibank facility and the SAR 497M shareholder loan.

FINANCIAL SUMMARY

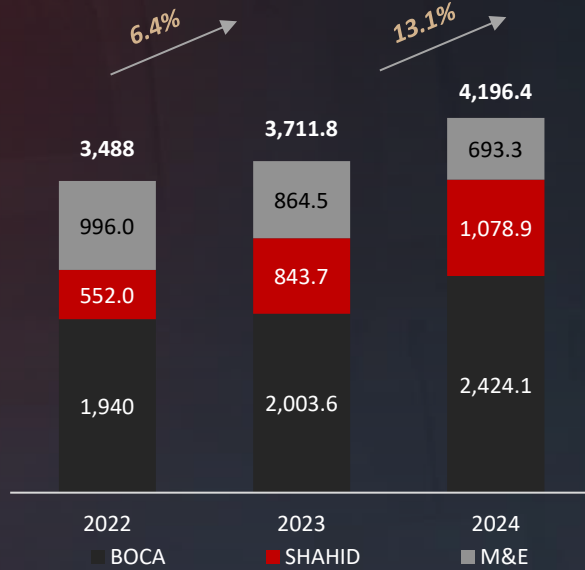
Historical & FY 2024

GROUP FINANCIAL PERFORMANCE

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

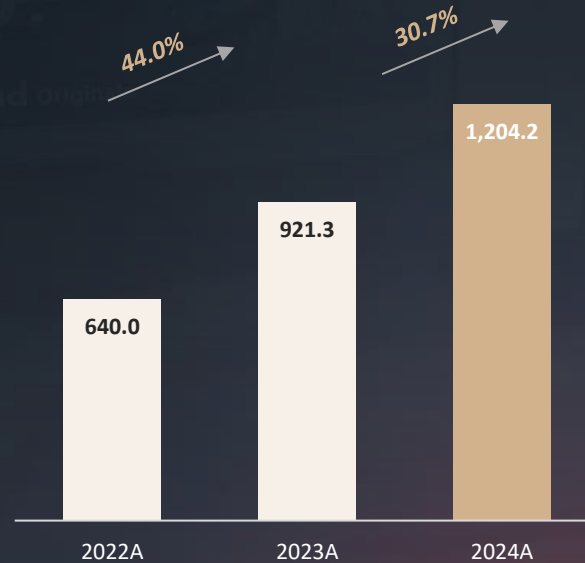
REVENUE BREAKDOWN

(SAR Millions)



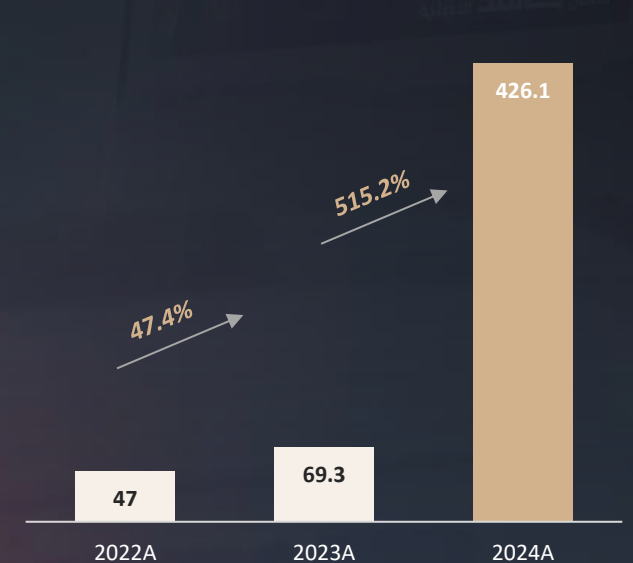
GROUP GROSS PROFIT

(SAR Millions)



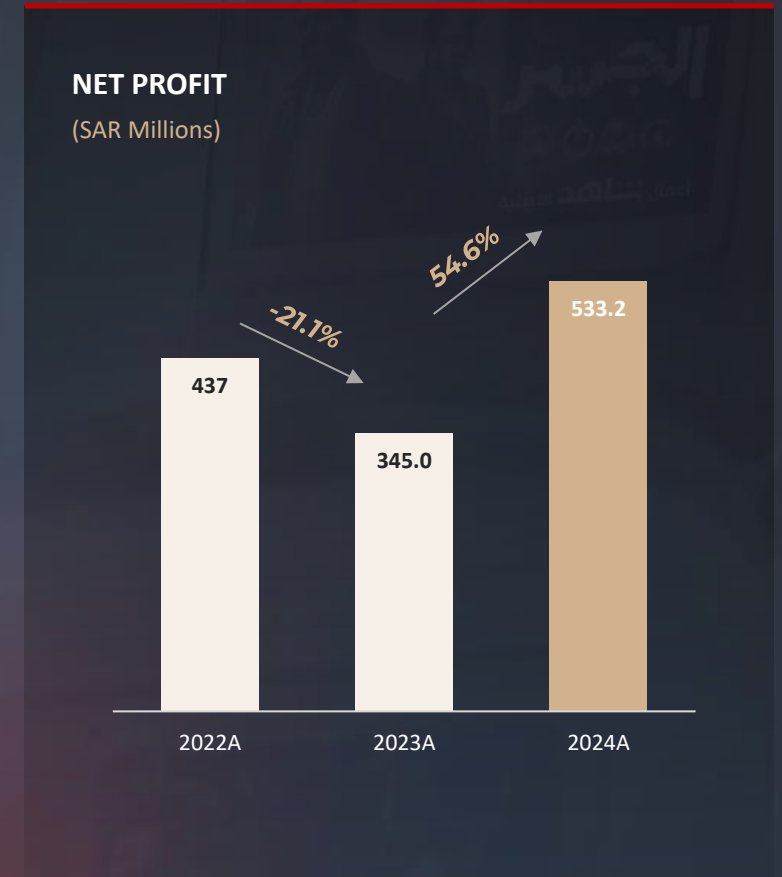
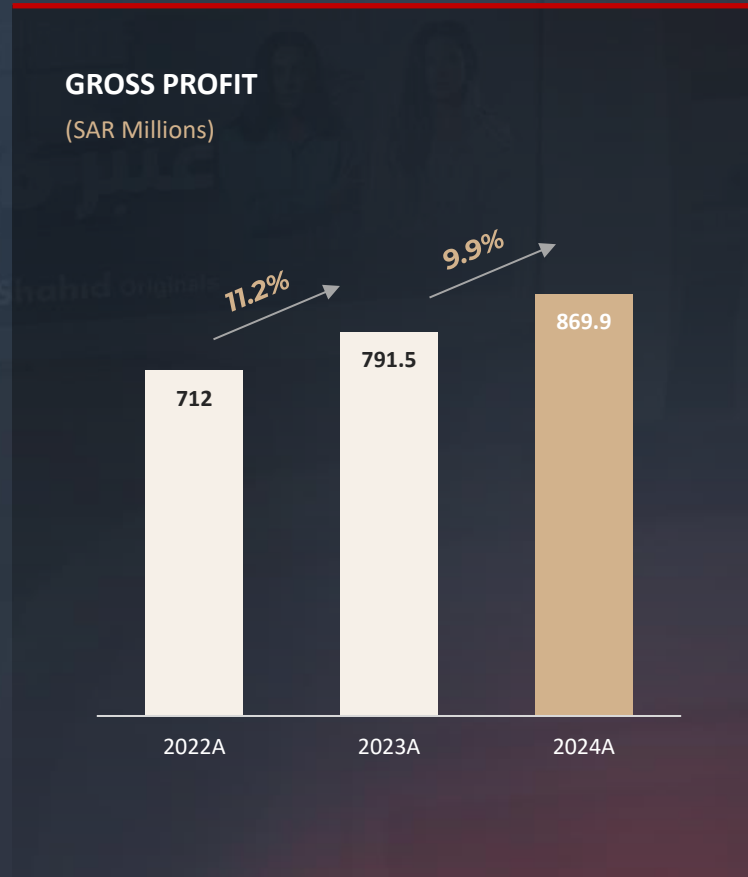
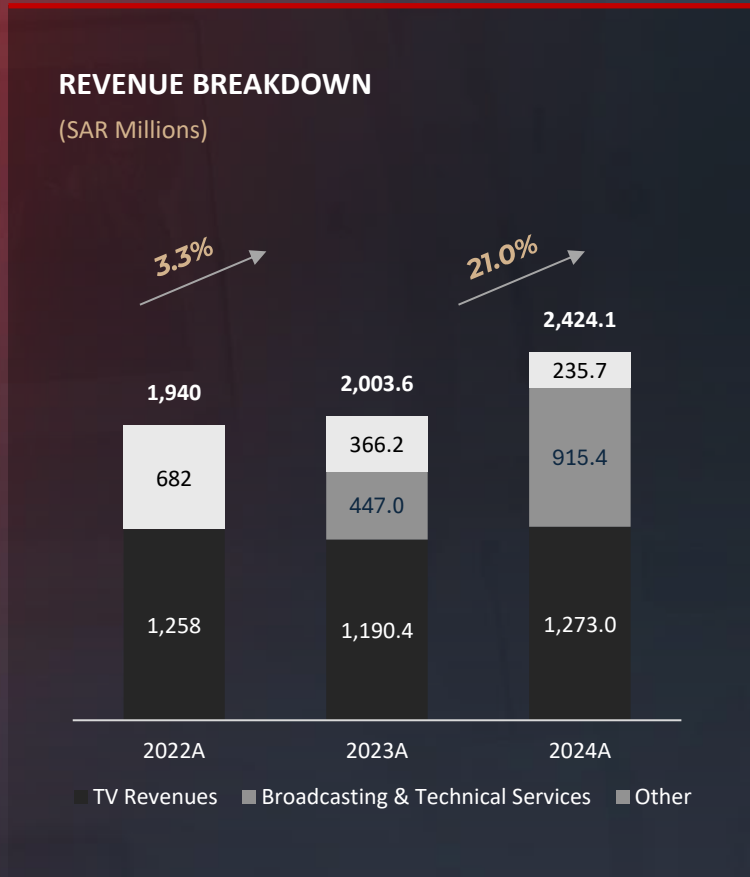
GROUP NET PROFIT

(SAR Millions)



BROADCASTING & OTHER COMMERCIAL ACTIVITIES PERFORMANCE

MBC's Broadcasting & Other Commercial Activities experienced consistent topline growth with a stable cost structure

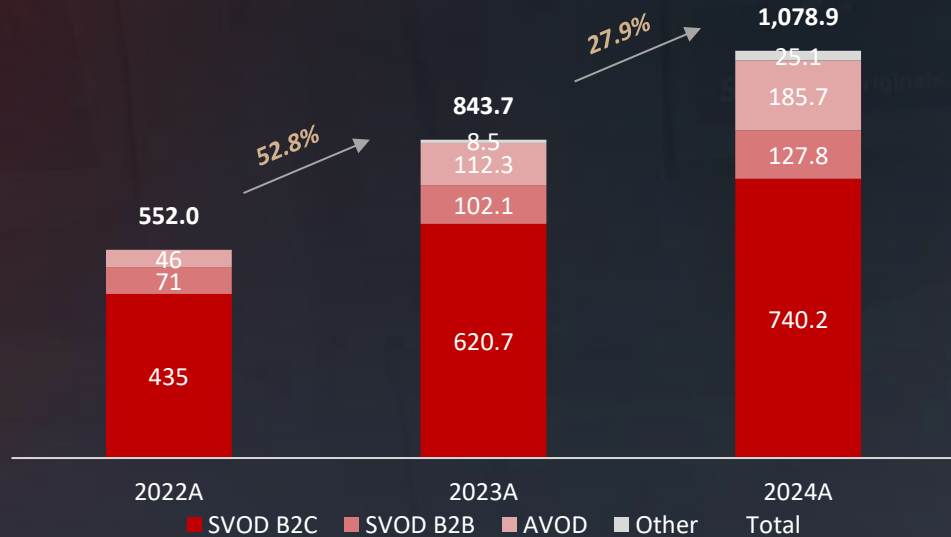


SHAHID (OTT) PERFORMANCE

Shahid has experienced exceptional revenue growth across all its operations with a stable cost structure

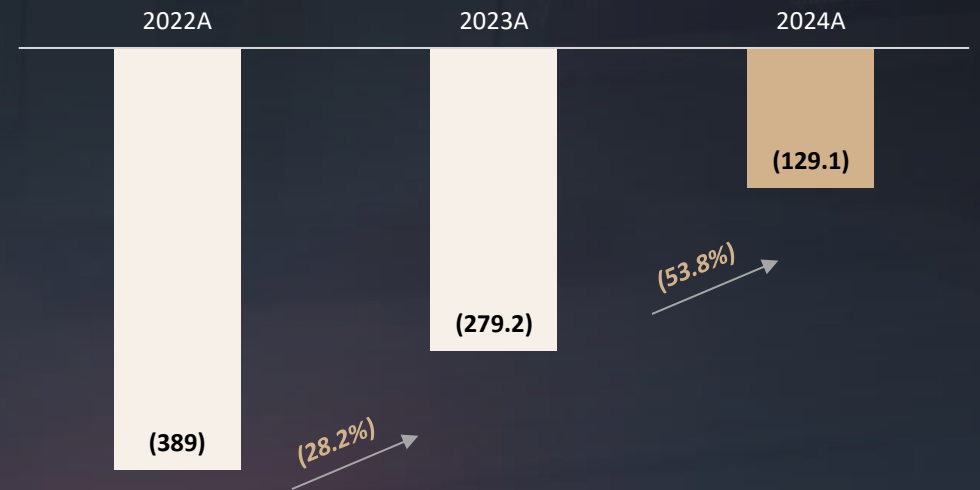
REVENUE BREAKDOWN

(SAR Millions)



NET LOSS

(SAR Millions)

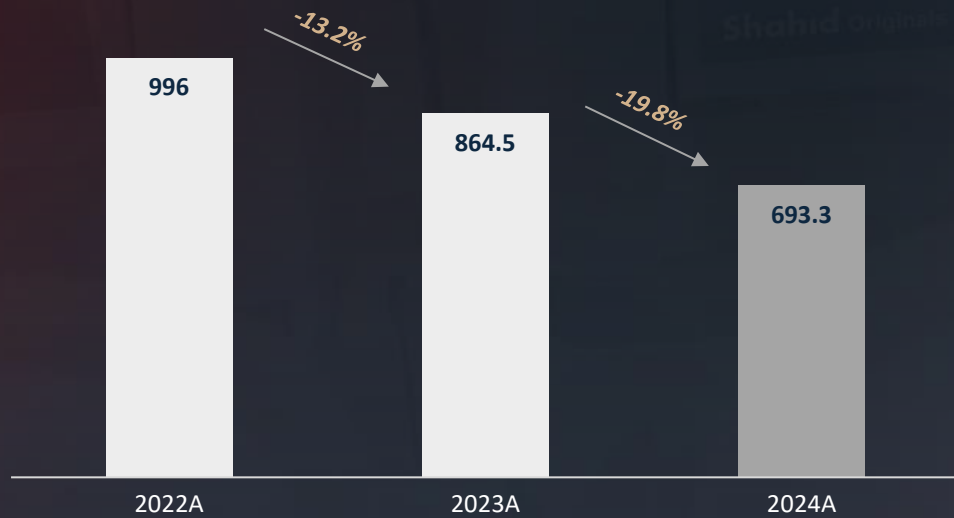


MEDIA & ENTERTAINMENT INITIATIVES PERFORMANCE

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

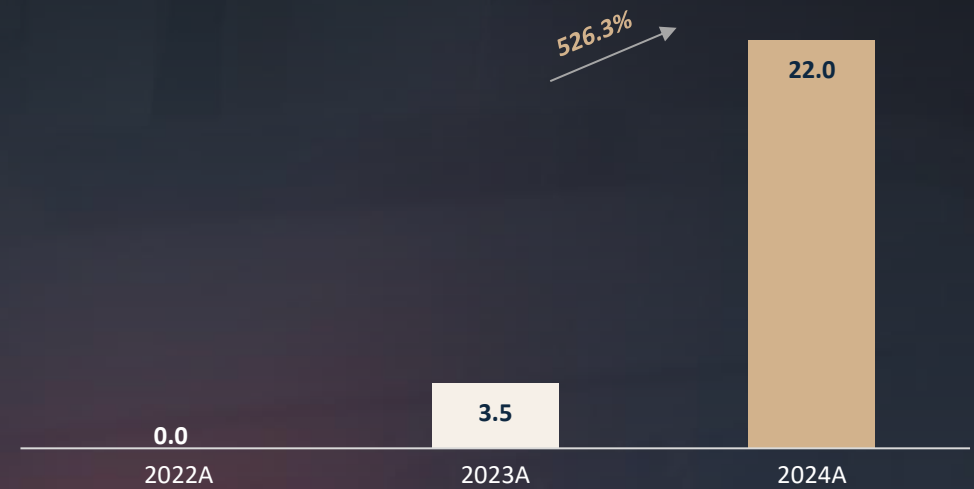
REVENUE BREAKDOWN

(SAR Millions)



NET PROFIT

(SAR Millions)



THANK YOU

