



Earnings Presentation

3Q/9M 2024

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.

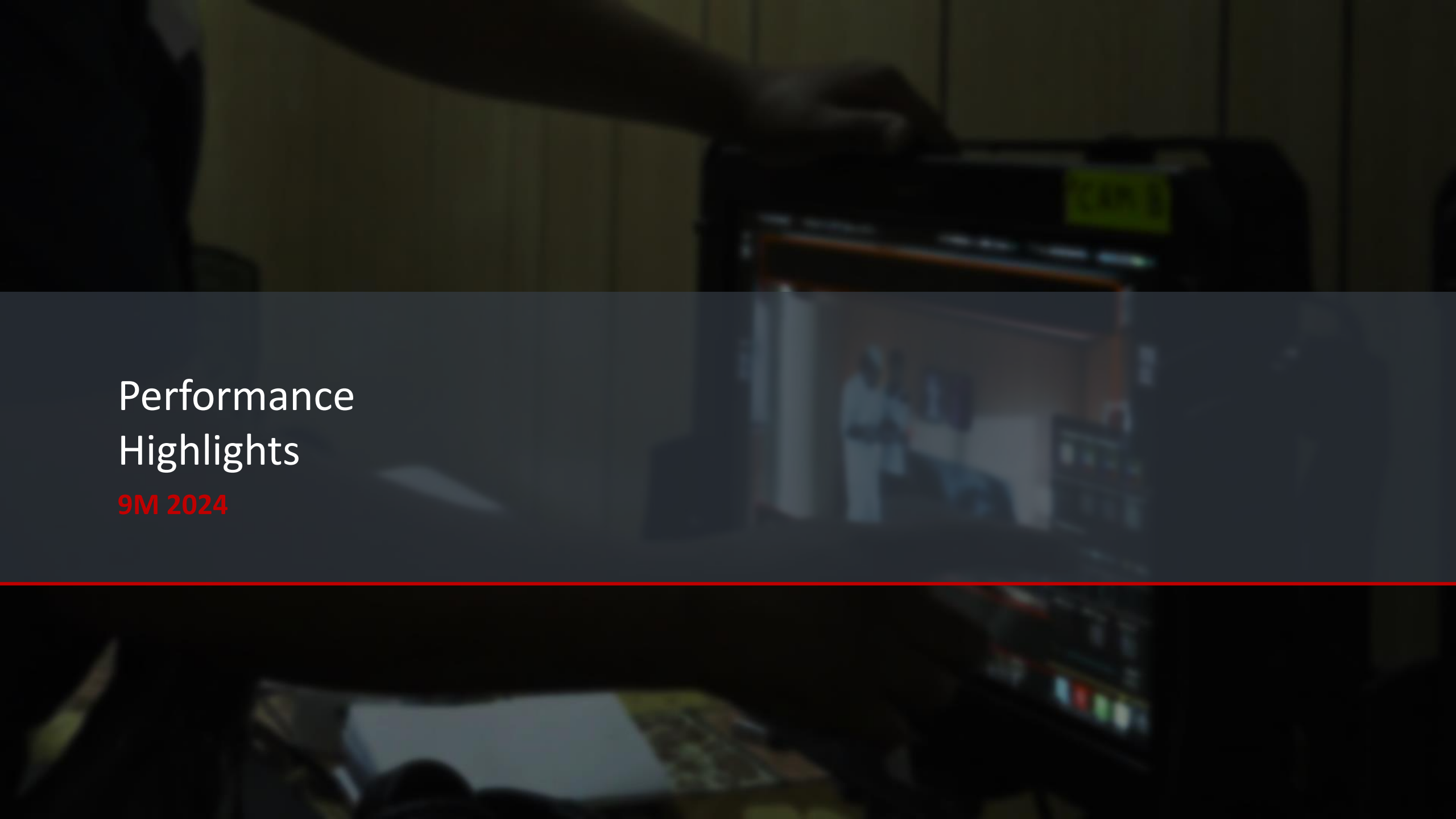
Contents

1 Performance Highlights

2 Financial Summary

3 Outlook

4 Q&A



Performance Highlights

9M 2024

9M 2024 Financial Highlights

Following a strong close to FY 2023, MBC continued to deliver robust growth heading into the new year, driven by a strong performance across its core segments.

¹ Broadcasting & other commercial activities include primarily advertising and other broadcasting-related ancillary activities and excludes Shahid and revenues linked to Media & Entertainment initiatives.

Group Revenue	Gross Profit	Net Profit
SAR 2,956.7 M +11.6% YoY	SAR 891.4 M +43.1% YoY 30.1% GP margin	SAR 250.5 M +378.0% YoY 8.5% NI margin
Broadcasting & Other Commercial Activities ¹	Shahid OTT Platform	Media & Entertainment Initiatives
(ex Shahid) Revenue SAR 1,770.9 M +20.7% YoY	Revenue SAR 805.7 M +35.9% YoY	Revenue SAR 380.1 M -35.5% YoY
Net Profit SAR 298.3 M +6.6% YoY 16.8% NI margin	Net Loss SAR (61.2) M -73.9% YoY -7.6% NI margin	Net Profit SAR 13.4 M 89.0% YoY 3.5% NI margin

9M 2024: Key Performance Highlights

Group total revenues up 11.6% to SAR 2,956.7 M in 9M 2024, driven by a healthy recovery in TV Revenue and sustained Shahid subscriber growth, coupled with increased revenues from Broadcasting and technical services.

GROUP

In 9M2024 Group revenues and net profit up 11.6% and 378.0% YoY respectively driven by solid revenue growth and expanded profit margins across all segments.

SVOD / AVOD

SHAHID reached 4.8 million SVOD subscribers in 3Q 2024, up 22.2% increase YoY similarly AVOD’s active monthly users saw a 13.7% increase YoY to 17.8 million.

BOCA

BOCA revenues up 20.7% and net profit up 6.6% YoY in 9M2024 to reach SAR 298.3 million, supported by growth in TV revenue overall, which has increased by 5.8% YoY, and Broadcasting and Technical Services revenue doubling.

M&E

Despite the revenue drop 9M 2024 due to variations in project cycles, net profit reached SAR 13.4 million, up 89.0% YoY and resulting in a 3.5% net profit margin.

ADVERTISING

TV advertising under BOCA grew 2.8% compared to 9M 2023 and the number of advertisers grew 27% to reach 711.

CONTENT

In 3Q 2024, content highlights included "Al Ameel", "Bait al Ankaboot," Season 4 of "RSL" and the Diriyah Saudi Super Cup, attracting sports audiences.

SHAHID

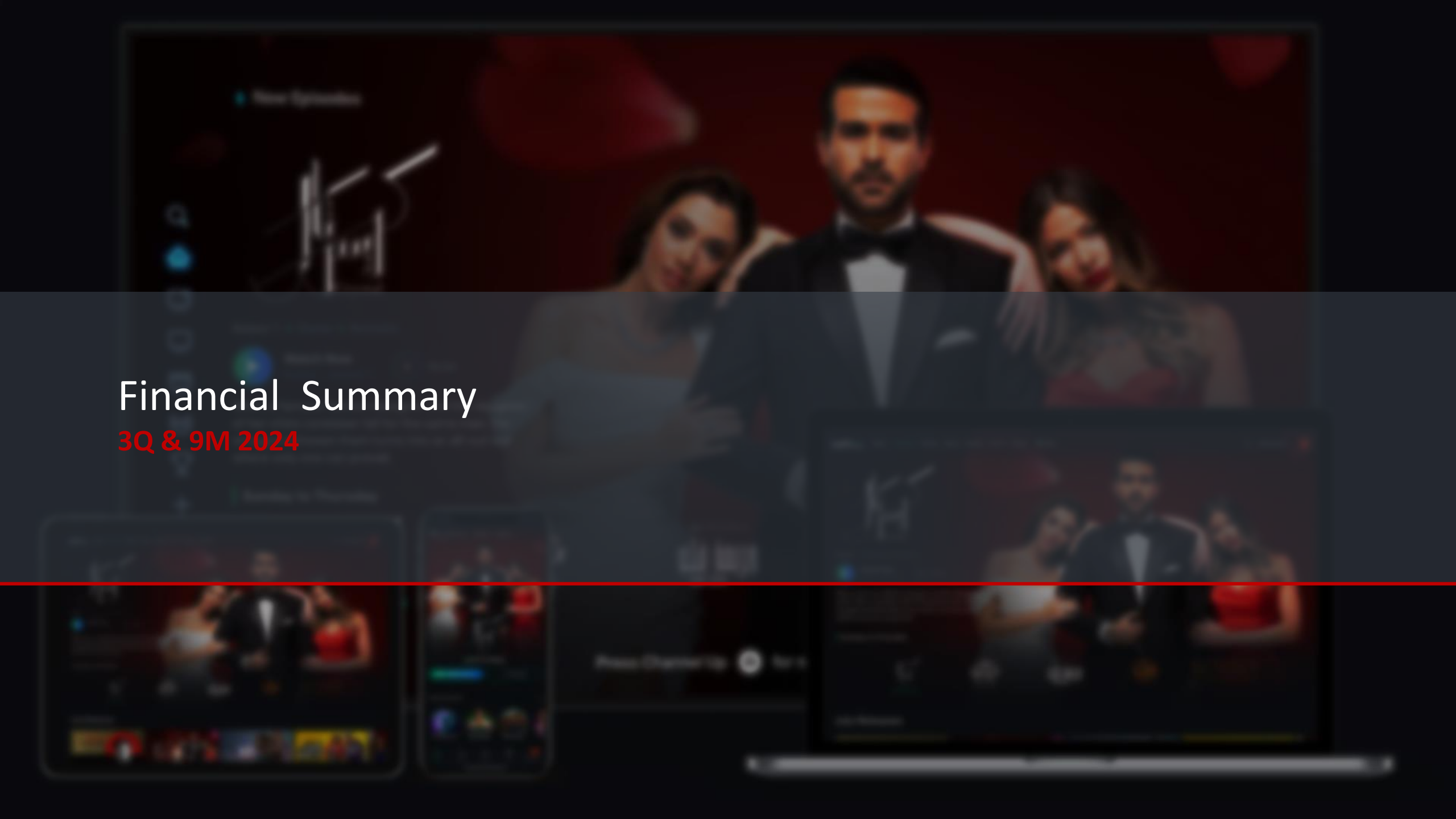
SHAHID, recorded a 35.9% YoY increase in total revenue to SAR 805.7 million in 9M 2024, supported by both strong subscriber and advertising revenue growth.

NARJIS

Narjis’s first studio is ready to host ‘Arabs Got Talent’ in November. The remaining studios, post-production facilities and office space, are set to open at the end of 1Q25.

Financial Summary

3Q & 9M 2024

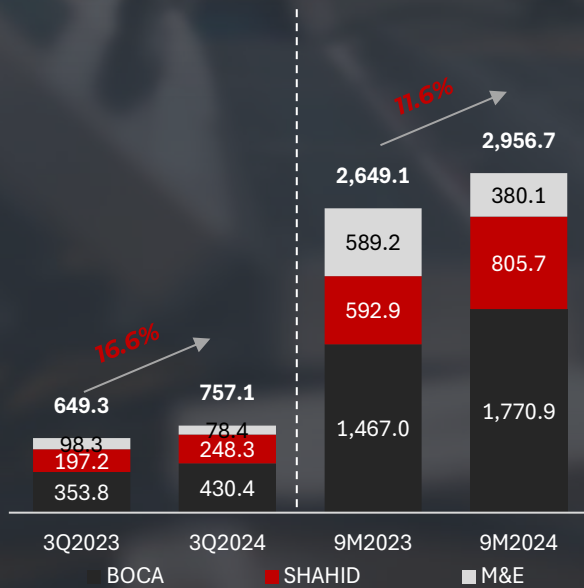


Group Financial Performance

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

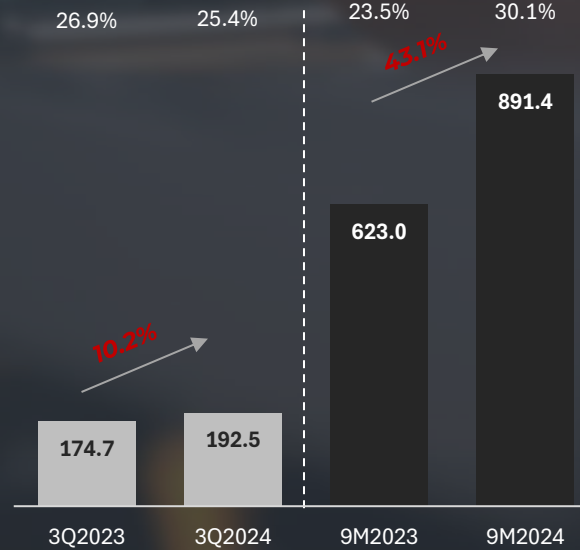
REVENUE BREAKDOWN

(SAR Millions)



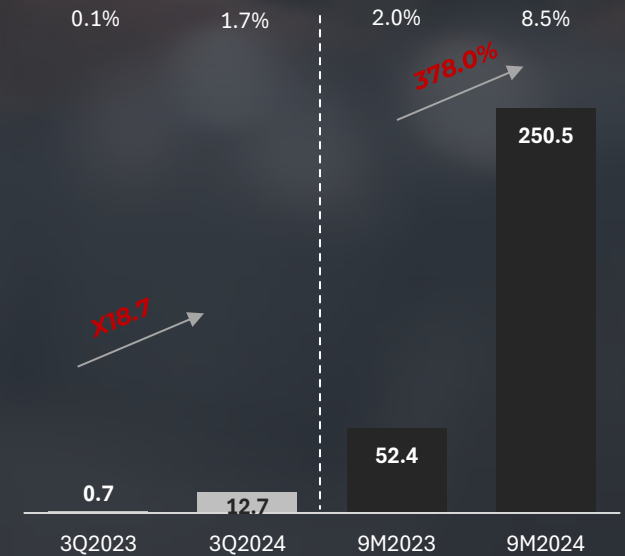
GROSS PROFIT

(SAR Millions / GPM %)



Net Profit

(SAR Millions / NPM %)

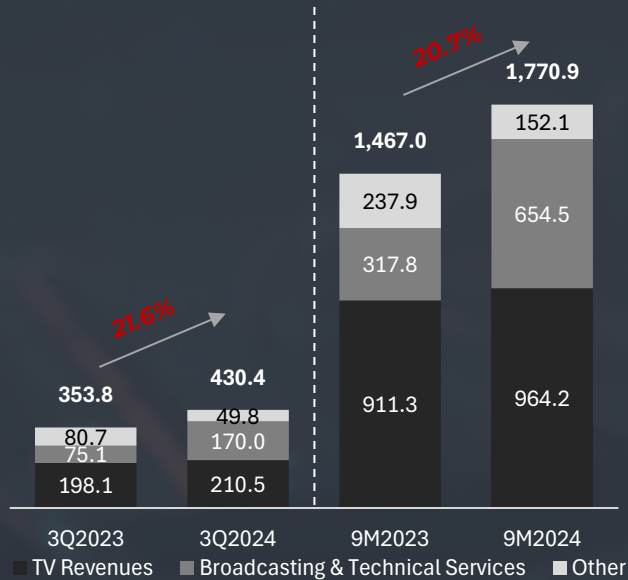


Broadcasting & Other Commercial Activities Performance

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

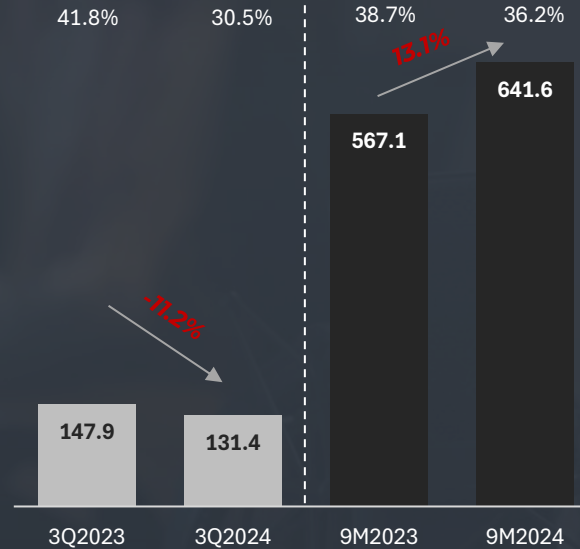
REVENUE BREAKDOWN

(SAR Millions)



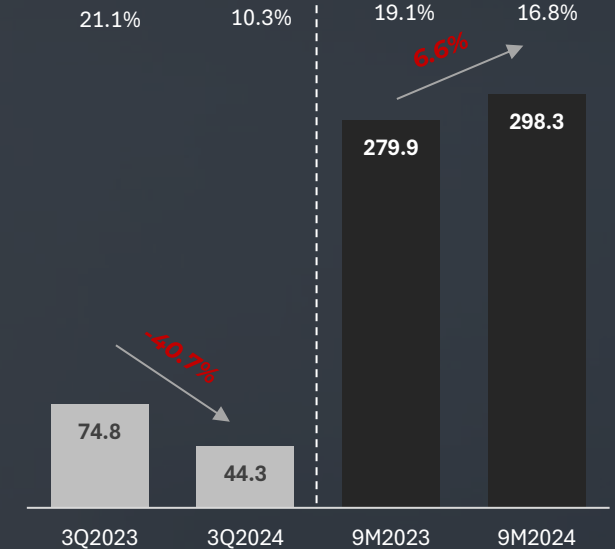
GROSS PROFIT

(SAR Millions / GPM %)



Net Profit

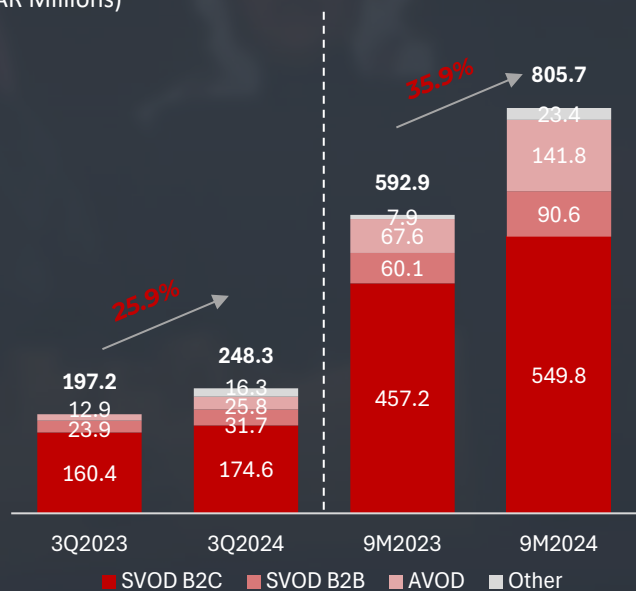
(SAR Millions / NPM %)



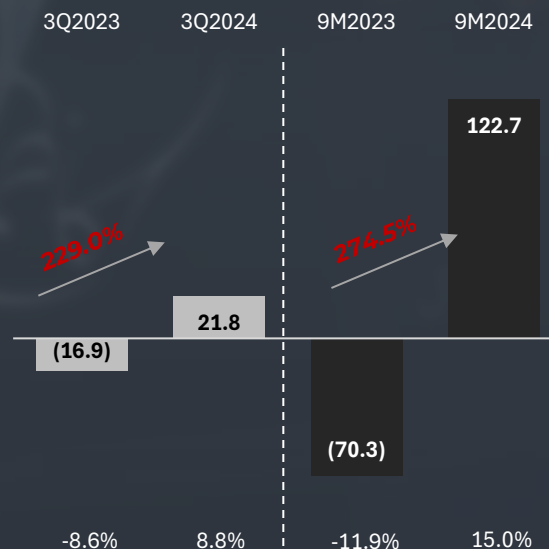
Shahid (OTT) Performance

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

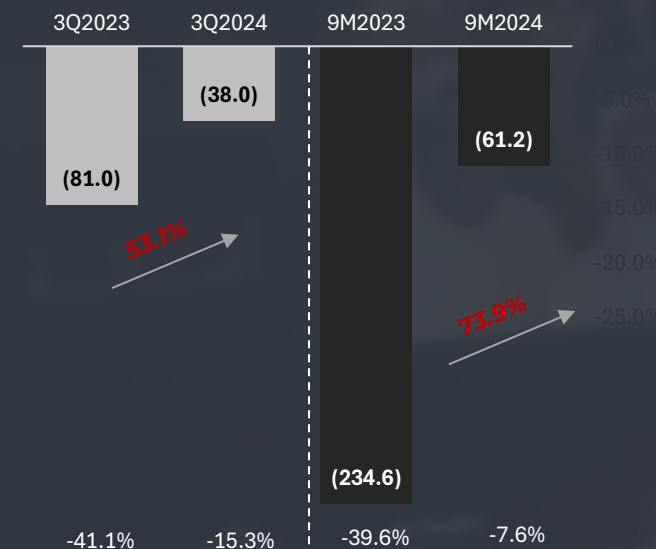
REVENUE BREAKDOWN
(SAR Millions)



GROSS PROFIT
(SAR Millions / GPM %)



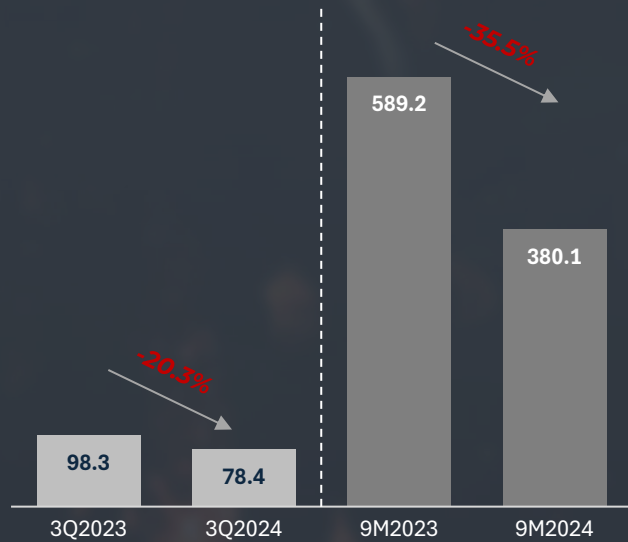
Net Loss
(SAR Millions / NPM %)



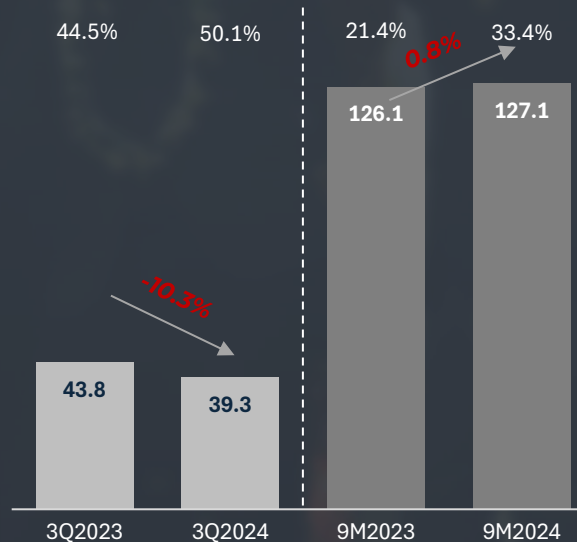
Media & Entertainment Initiatives Performance

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

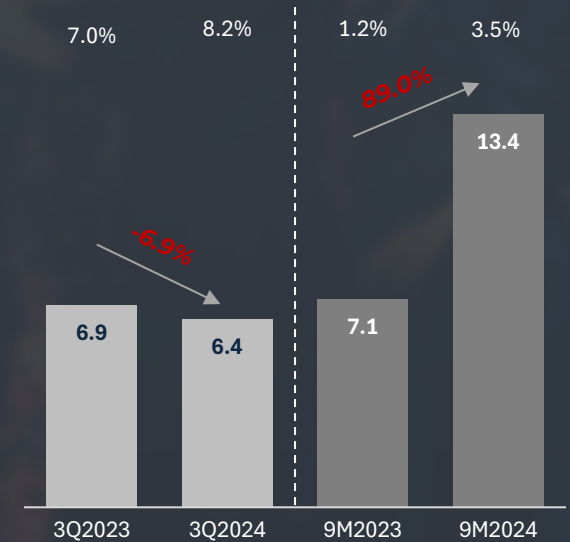
REVENUE BREAKDOWN
(SAR Millions)



GROSS PROFIT
(SAR Millions / GPM %)



Net Profit
(SAR Millions / NPM %)



Guidance



Broadcasting & Other Commercial Activities

FY 2024E

Revenue (% Growth)

Mid-single digit growth

Net Profit Margin

16%-18%

FY 2025E

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

18-20%

Medium Term

Revenue (% Growth)

Mid-single digit growth

Net Profit Margin

18-20%



Shahid - OTT

FY 2024E

Revenue (% Growth)

25%-35%

Net Profit Margin

(25%)-(30%)

Subscribers

Low-double digit growth

Medium Term

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

Breakeven within 3 years

Subscribers

High-single digit growth



Media & Entertainment Initiatives

FY 2024E

Revenue

SAR 750-940 MN

Net Profit Margin

2%-4%

Medium Term

Revenue (% Growth)

c. SAR 1,125 MN

Net Profit Margin

c.5%

A woman with long dark hair, wearing a dark suit, is looking towards the camera with a slight smile. In the background, a person is holding a small, dark, rectangular object, possibly a camera or a small device, in a dimly lit room. The scene is overlaid with a semi-transparent dark blue rectangle.

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



Q&A

mbc
GROUP



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**



Financial Summary

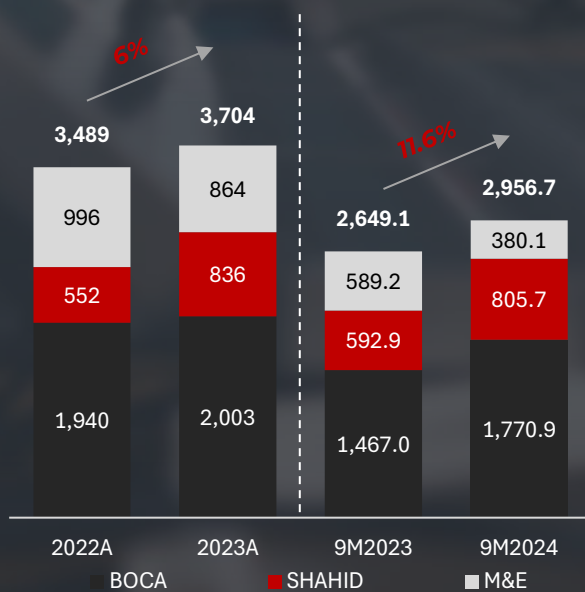
Historical & 9M 2024

Group Financial Performance

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

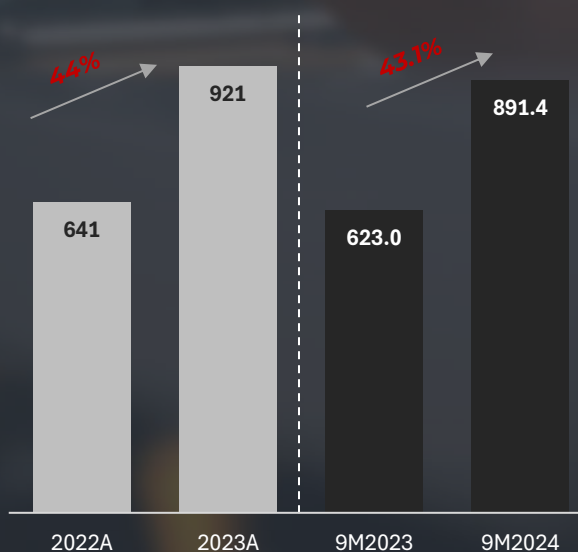
REVENUE BREAKDOWN

(SAR Millions)



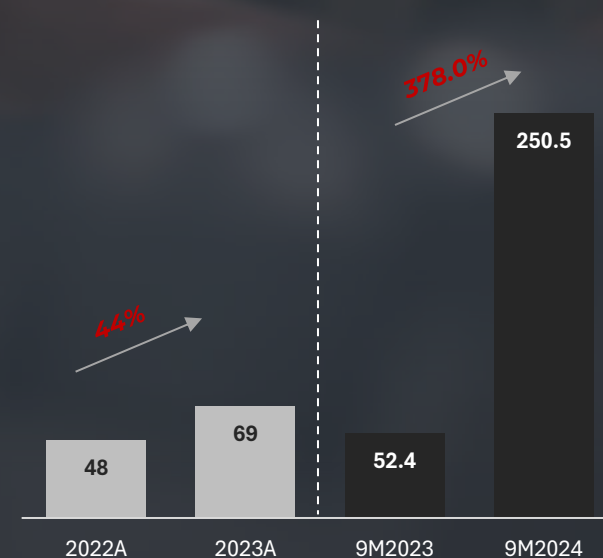
GROUP GROSS PROFIT

(SAR Millions)



GROUP Net Profit

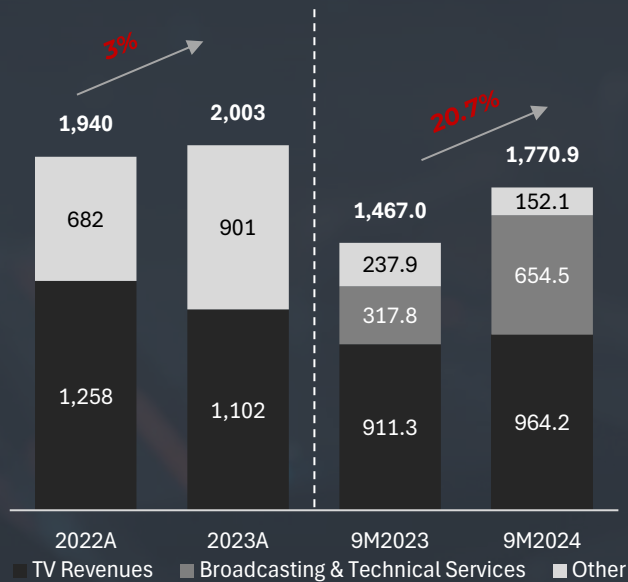
(SAR Millions)



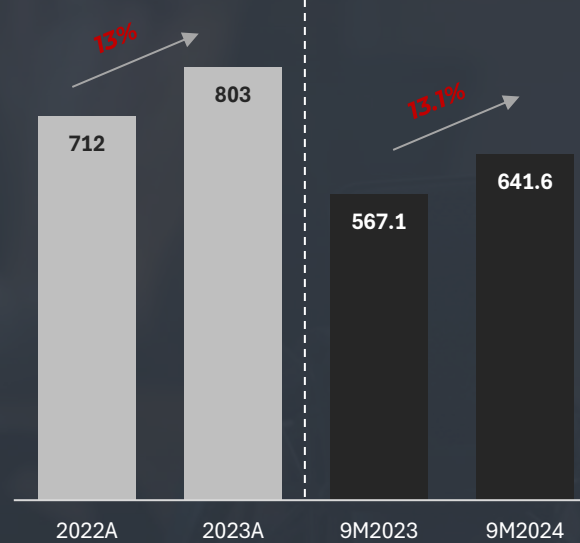
Broadcasting & Other Commercial Activities Performance

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

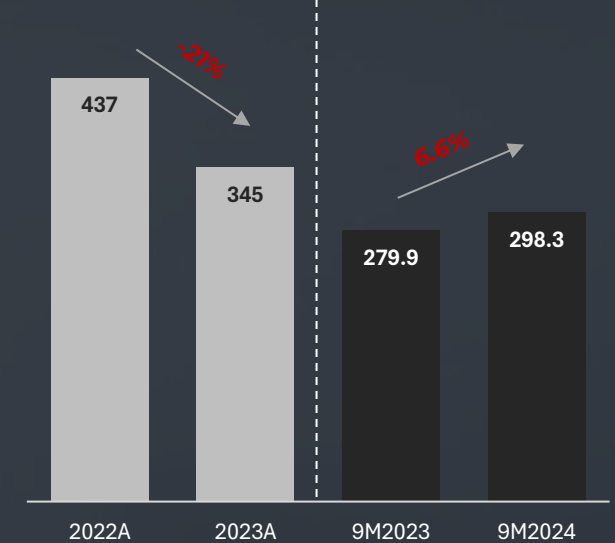
REVENUE BREAKDOWN
(SAR Millions)



GROSS PROFIT
(SAR Millions)



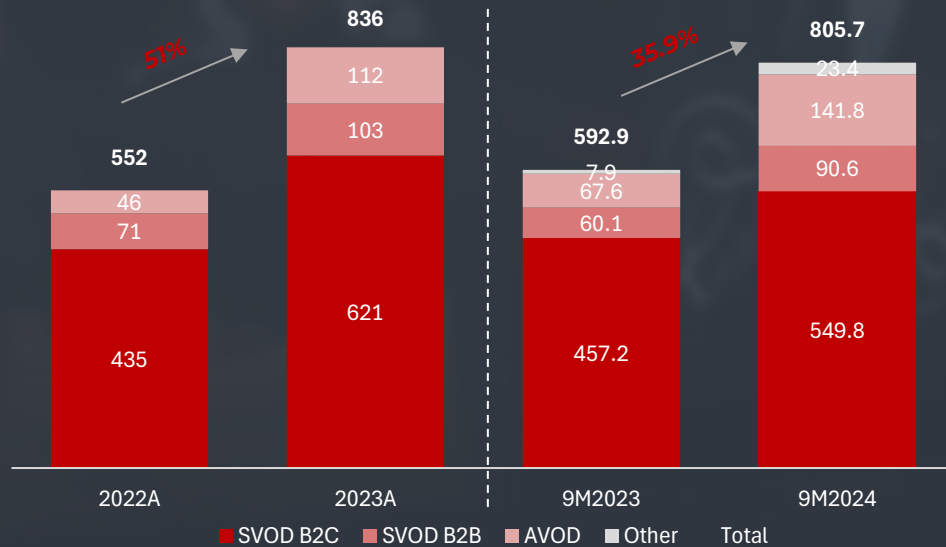
Net Profit
(SAR Millions)



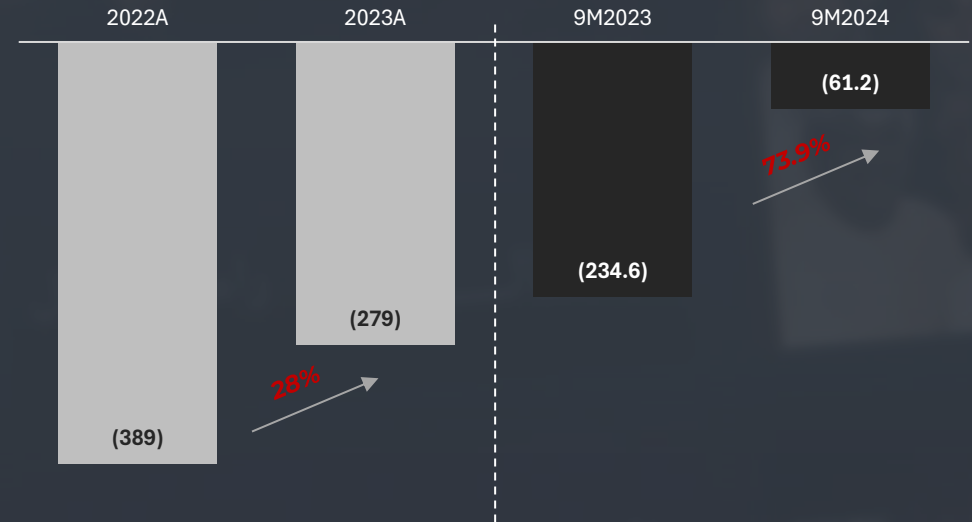
Shahid (OTT) Performance

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

REVENUE BREAKDOWN
(SAR Millions)



Net Loss
(SAR Millions)



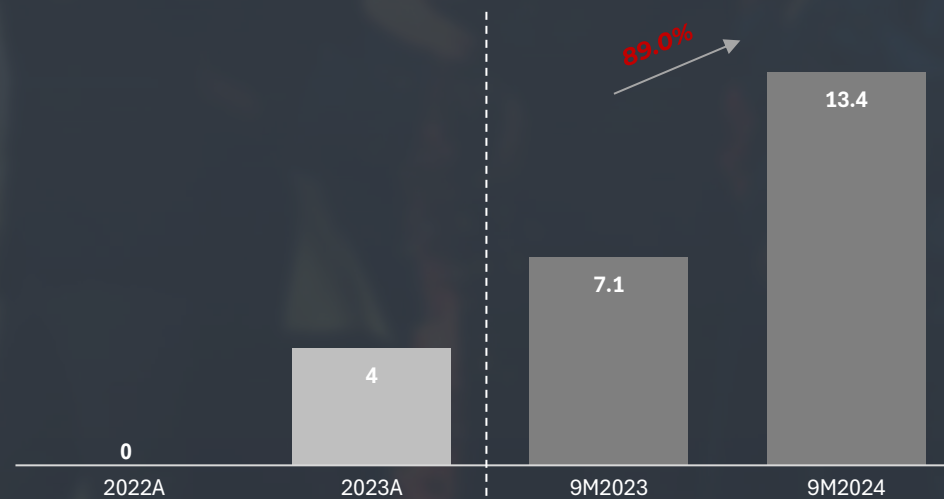
Media & Entertainment Initiatives Performance

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
(SAR Millions)



Net Profit
(SAR Millions)



Thank You

mbc
GROUP