

Investor Presentation

Alkhaleej Training and Education Company empowers individuals and organizations Nationwide and Globally through blended learning, schools, BPO services, and university partnerships.



Table of Contents



COMPANY OVERVIEW



MARKET OPPORTUNITY



BUSINESS SEGMENTS







Legal Disclaimer

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All financial figures are presented in Saudi Riyals unless stated otherwise and are based on management accounts or publicly available information believed to be reliable; however, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information or opinions contained herein.

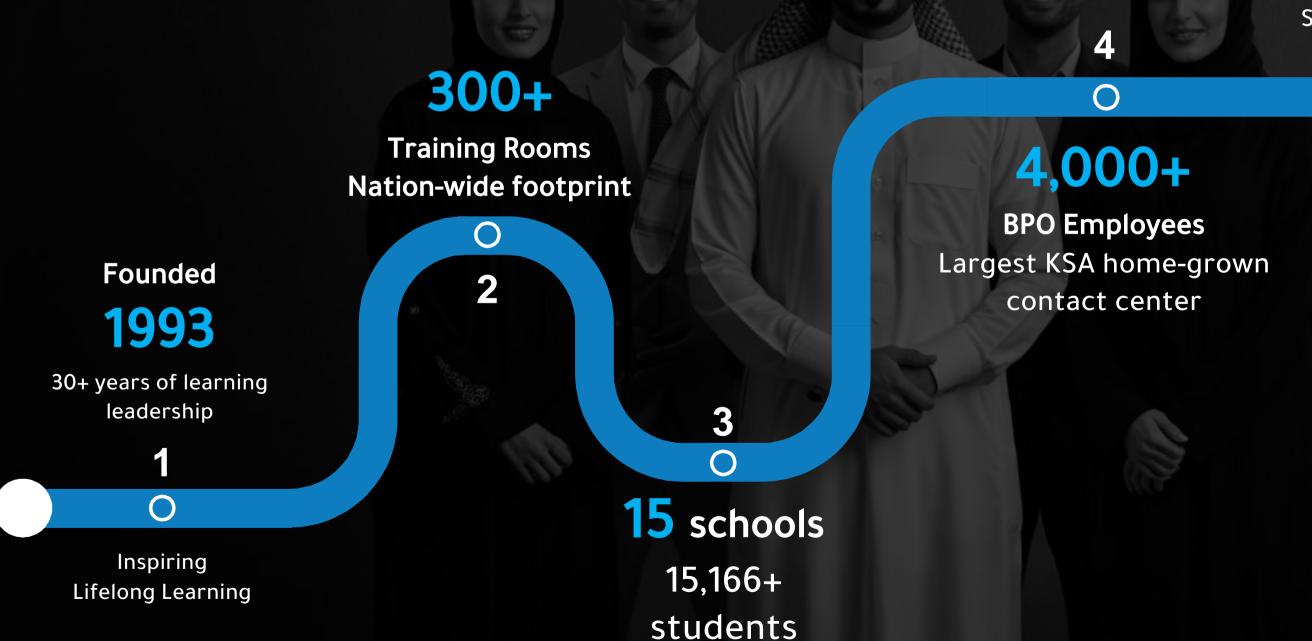
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Empowering people in their search for knowledge

Al Khaleej is Saudi Arabia's integrated education and business-services leader, unlocking human potential and delivering sustainable value for a rapidly advancing economy





SR 1.14 BN revenue







Core Values



Respect

Treating all stakeholders with dignity, fairness, and empathy in every interaction.



Inclusion

Creating an environment where everyone feels valued and empowered.



Commitment

Dedication to achieving excellence in education, training, and service delivery.



Innovation

Adopting new ideas, methods, and technologies to improve learning and operations.



Teamwork

Collaborating effectively to achieve shared goals and mutual success.



Responsibility

Owning our commitments and delivering on promises with integrity.



Diversity

Embracing different perspectives, cultures, and experiences to drive innovation.



Excellence

Consistently exceeding expectations through quality and innovation.



Safety

Ensuring the well-being of students, employees, and partners at all times.



Transparency

Maintaining open, honest, and clear communication with all stakeholders.







OUR GROUP OF COMPANIES









Group Structure

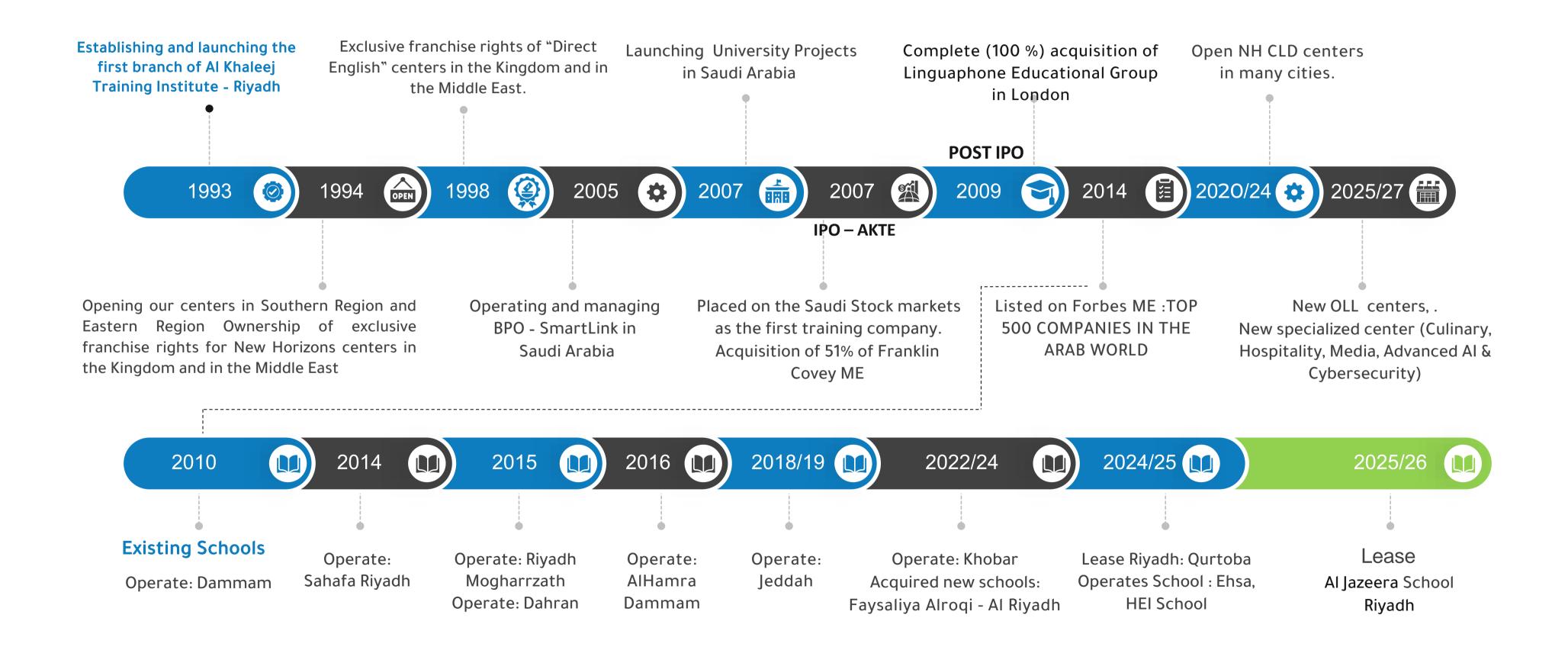
Al Khaleej has set the benchmark for lifelong learning and customer-experience services in Saudi Arabia through its three business segments.

A united model equips individuals, organizations and the nation with the skills and services required to achieve Vision 2030.

EMPOWERING AMBITION THROUGH EDUCATION



Achievements & Milestones



Academic & Operational Excellence



11 ISO Certifications

A comprehensive set of ISO certifications across various fields demonstrating our operational excellence.



COPC Accreditation

Prestigious Designation for Customer Experience operations



Certified STEM & sustainability programme implemented



Bronze · two 4th-place STEM awards, RIT scholarships



Gordon Ramsay Culinary Academy

Exclusive partnership with GRCA to operate culinary training in Saudi Arabia



Cognia® Accreditation

International quality seal for academic excellence



ETEC School Accreditation

Saudi Education & Training Evaluation Commission approval



BEBRAS Mawhiba Medals

10 gold · 4 silver · 4 bronze Bebras Mawhiba Informatics Competition 2024



Dusit Thani Academy

Presents the leading Thai model in tourism and hospitality

Board of Directors





Mr.Naif Saleh Al-Rajhi Vice Chairman



Mr.Abdulaziz Rashid Al-Rashed
Chairman of the Board



Eng. AlWaleed Abdelrazak Aldryaan
Board Member



Dr. Abdullah Saghir Al-Husseini Board Member



Mohammed Hamad Al-Quraisha Board Member



Dr. AbdulKareem Hamad Alnajaidi
Board Member



Abdulmalik Abdulrahman Al-Sheikh Board Member

Executive Team





Dr. Hatem Abdul Razzaq Aldryaan
Chief Executive Officer (CEO)



Sherif Esmat Hussein Chief Financial Officer (CFO)



Ismail Ahmed Al-HusseinSenior Vice President - Training



Mohammed Abdullah Al-Murshid Senior Vice President - Education



Wael Al-Haj Ali Senior Vice President - BPO

Long Term Goals



Increase Revenue by CAGR 15%



Build Strategic Partnerships in high potential fields



Offer New Accreditations & Diplomas







Saudi Market Tailwinds





Macroeconomic Fundamentals



8.7% oil-based GDP growth



4.3% non-oil GDP growth



Sustained GDP expansion



63% population under 30 yrs 29 median age



Young Population needing upskilling



USD 3 trillion Vision 2030 spend



Education Demand



41 new school licenses in Private & international enrolment rising



Youth cohort drives need for schooling and vocational tracks



Government e-learning and Al initiatives accelerating digital uptake



Outsourcing & CX



19% CAGR 2024-2030 Al-Driven CX Market



USD 750m est. by 2030 Projected Market Size



Government efficiency programme shifting non-core activities to BPO specialists



Saudization rules reserve customer-support roles for locals, lifting domestic seat demand



Market Incentives



100% Foreign Investment
Allowed in Education sector



16.2% gov. budget
Dedicated to Education
projects and public-private
partnerships



Saudization of workforce Firms must employ and upskill Saudis

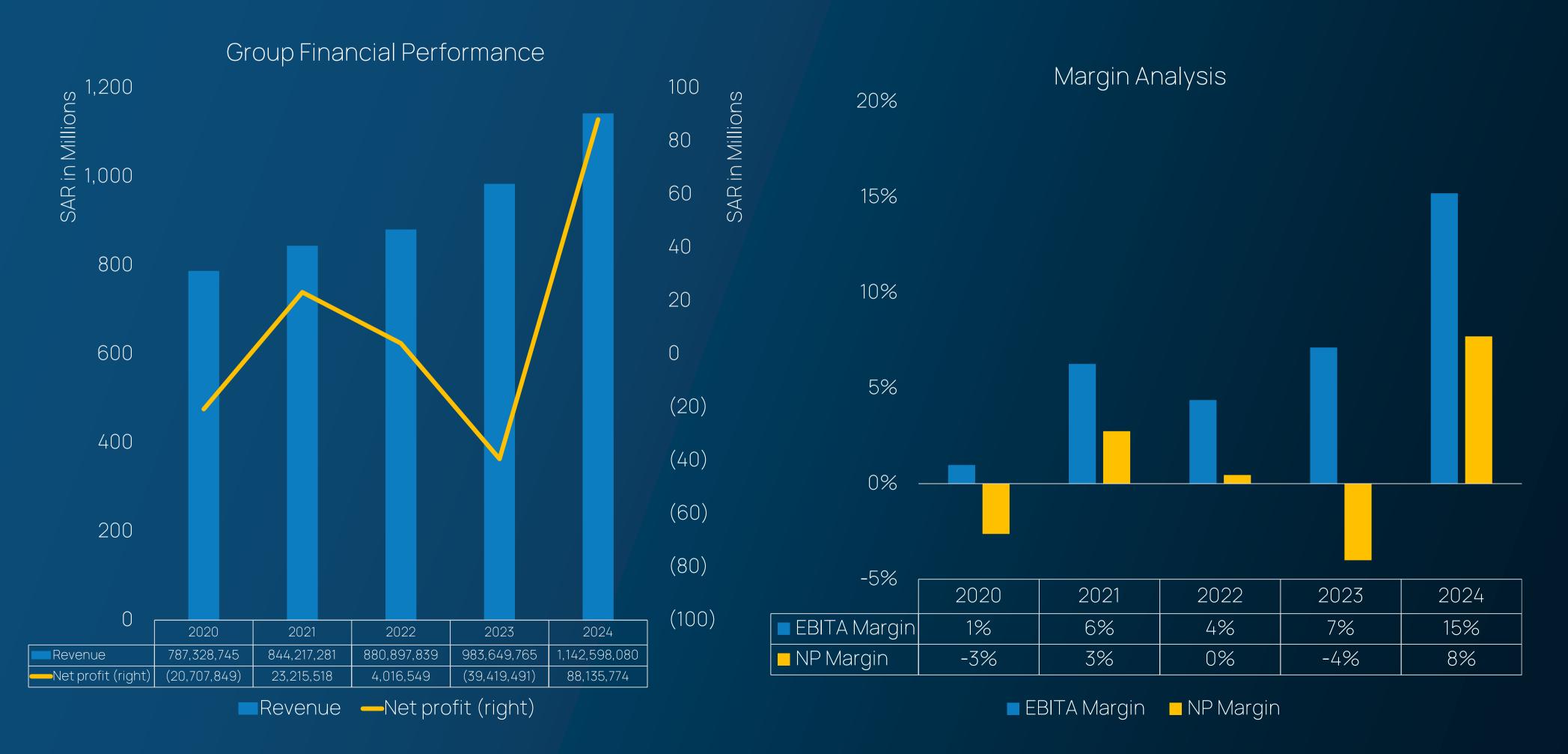


Key Group Financial Metrics

YEAR	REVENUE (SAR in millions)	OPERATING PROFIT (SAR in millions)	NET PROFIT (SAR in millions)	NET PROFIT MARGIN	
2022	880.9 ~ 4%	38.6 \) 27%	4.0	0.5%	
2023	983.7 ••12%	70.2 ▶82%	(39.4)	-4.0%	
2024	1,142.6 ••16%	173.7 ••148%	88.1	7.7%	
2025 (forecast)	1,235.2 7 8% Q3 actual: 893.0	102.5 \(\) 41% Q3 actual: 92.67	70 Q3 actual: 41.0	5.6% Q3 actual: 4.6%	

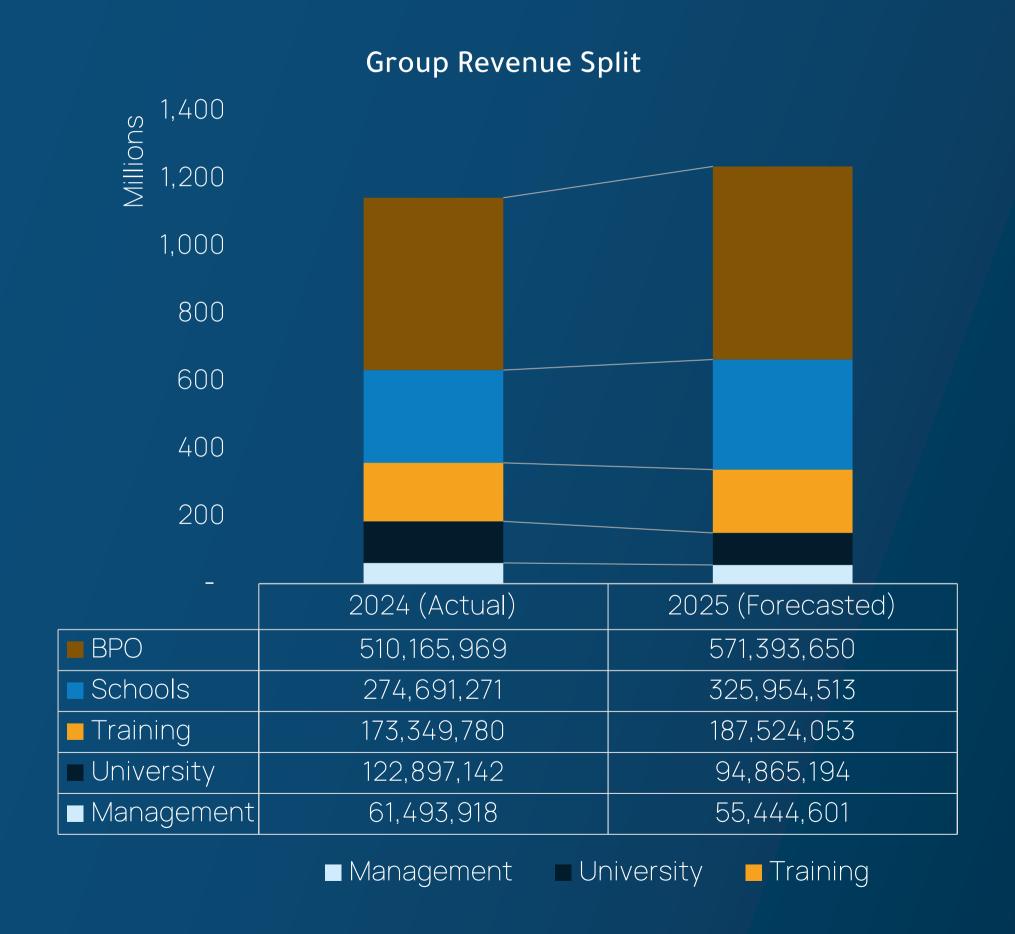
Group Snapshot

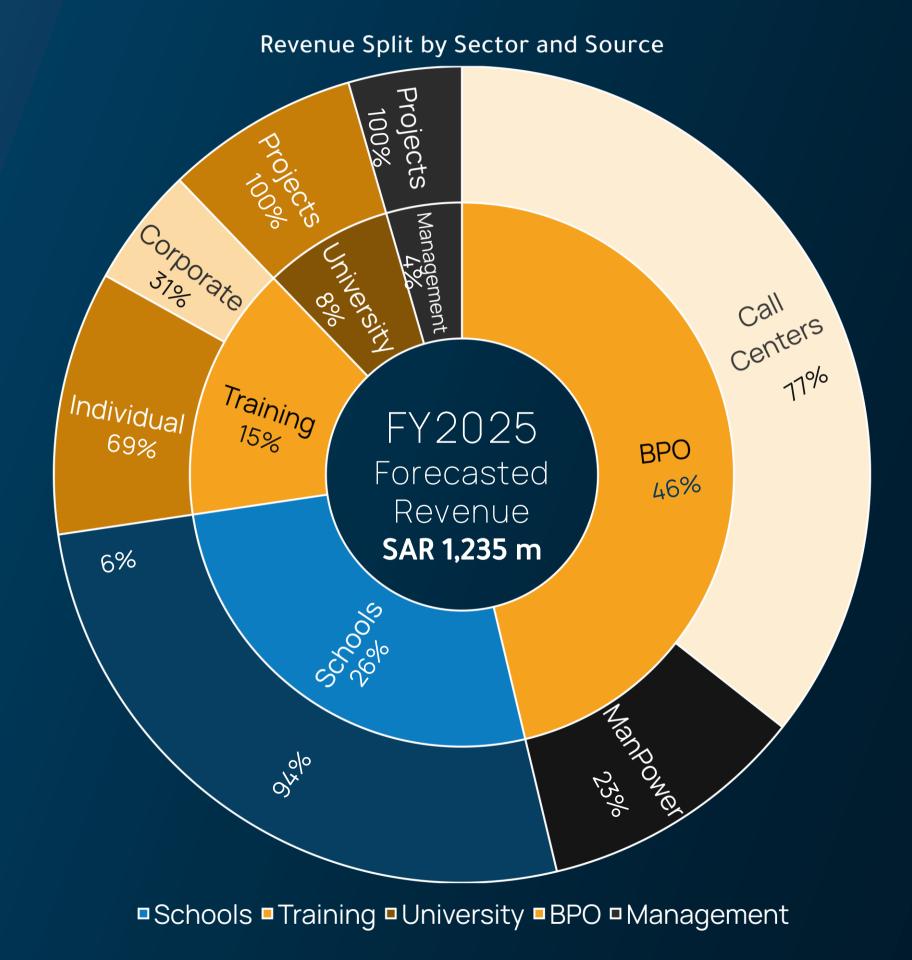




Group Snapshot









Business Segments

Diversified platform comprises three integrated business lines that serve complementary needs across the Saudi knowledge economy, leveraging shared expertise and infrastructure to create a balanced, resilient engine of growth.



A national leading provider of training solutions in IT, language skills, management, finance, and occupational safety



Premium K-12 schools across Saudi Arabia



Largest Saudi call center and BPO provider



Al Khaleej's Training Division

Al Khaleej's Training Division



One of the largest private training networks in Saudi Arabia, offering accredited courses in information technology, languages, and professional skills. With a presence across all major cities, it serves both individual learners and corporate clients.



IT TRAINING

Vendor-certified programs in networking, cybersecurity, cloud computing, and software development.



LANGUAGE TRAINING

English language courses aligned with IELTS, TOEFL, and customized business communication programs.



FINANCIAL & ADMINISTRATIVE TRAINING

Leadership, management, finance, and customer service programs designed to upskill the Saudi workforce.



CORPORATE SOLUTIONS

Tailored in-company training programs for government entities, large corporations, and SMEs.



CULINARY & HOSPITALITY

Specialized courses in culinary arts and hospitality management, covering skills in preparing international dishes and professional food presentation.







We are one of the largest independent training companies in the Kingdom of Saudi Arabia, supported by a highly qualified team of over 800 professionals. With more than 80 branches for both men and women across KSA, our Training Division serves over 2,500 corporate clients and more than 50,000 individual learners each year.

CORE OFFERINGS:



Provider of specialized marine safety and security training for individuals, local organizations, and international clients.



Exclusive New Horizons franchisee in the Middle East, offering advanced IT and computer training for corporates and individuals.



Project

Running preparation year programs in English, IT, and soft skills at Saudi universities, plus government project management.



Direct English franchisee delivering English training for corporates, individuals, and children aged 4-10+, covering all key skills.



Culinary & Hospitality

Offering certified culinary arts in 3 major cities of the Kingdom, licensed under Gordon Ramsay Academy (UK).



Administrative and financial

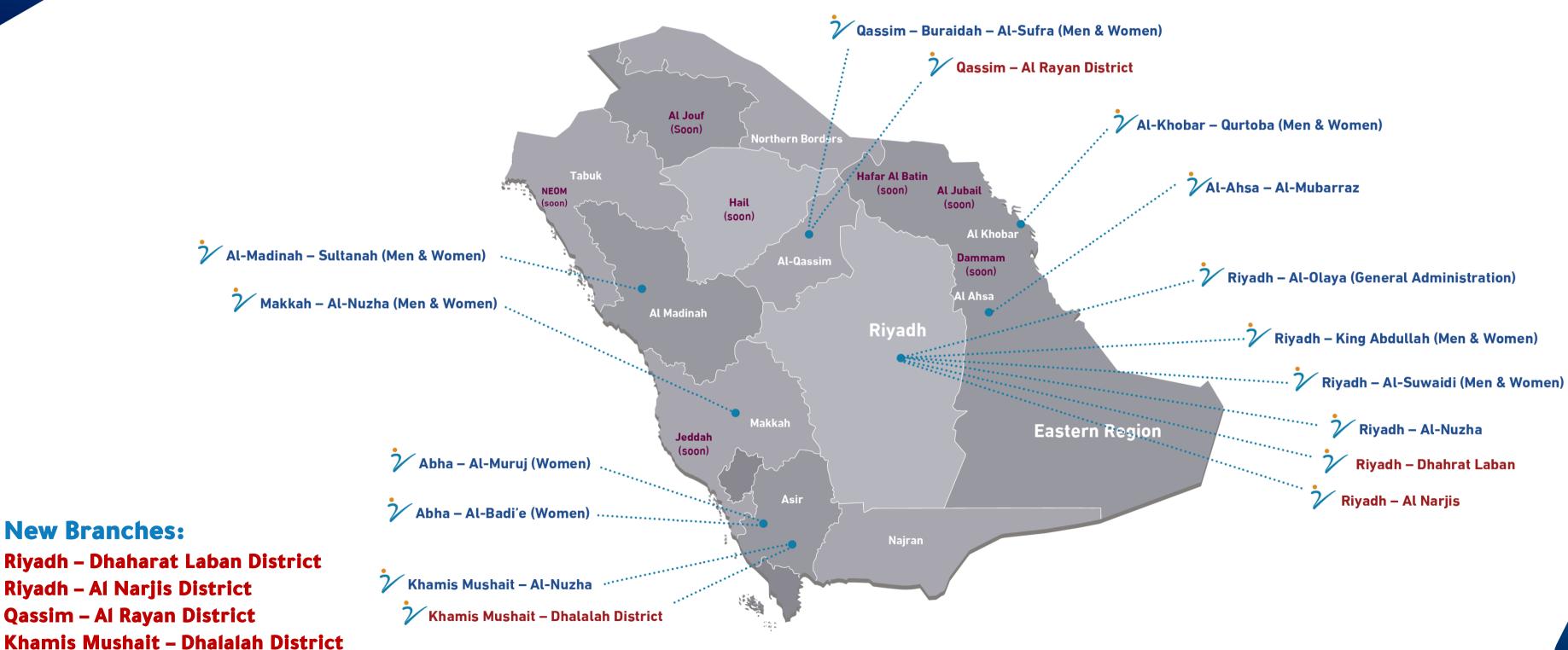
Specialized in management, leadership, forex, and trading, operating as New Dimension and Online Training Academy franchisee.





Training Branches 2025-26

Our presence across the nation



New Branches:

Riyadh - Dhaharat Laban District Riyadh - Al Narjis District **Qassim – Al Rayan District**

Business Segments

Training Division



Leading Training Solutions Across the Kingdom

New Horizons stands as the largest training center in the Kingdom, recognized globally by top software manufacturing companies. It delivers innovative learning solutions tailored for both corporate and individual development.

Beyond core offerings, New Horizons provides industry-specific programs in marine safety, insurance, and corporate projects. These specialized trainings cater to the unique requirements of entities such as ARAMCO and leading universities.



Dusit Thani Academy

Introducing the leading Thai model in tourism and hospitality, in partnership with Dusit Thani College. Through professional programs in guest services and food & beverage operations management, this partnership represents a significant step toward enhancing the readiness of national talents and strengthening the Kingdom's role in achieving excellence in tourism services.





Simplified English Learning for All Ages

Direct English offers a human-centered approach to language learning, covering listening, speaking, reading, and writing skills. With flexible classes, creative learning methods, and native English instructors, it creates an engaging environment for learners from 4 years and above.



Empowering Management Excellence

Specialized in management training, this center designs programs to equip administrative leaders at all organizational levels. In collaboration with regional and international partners, it promotes leadership skills that drive strategic impact.

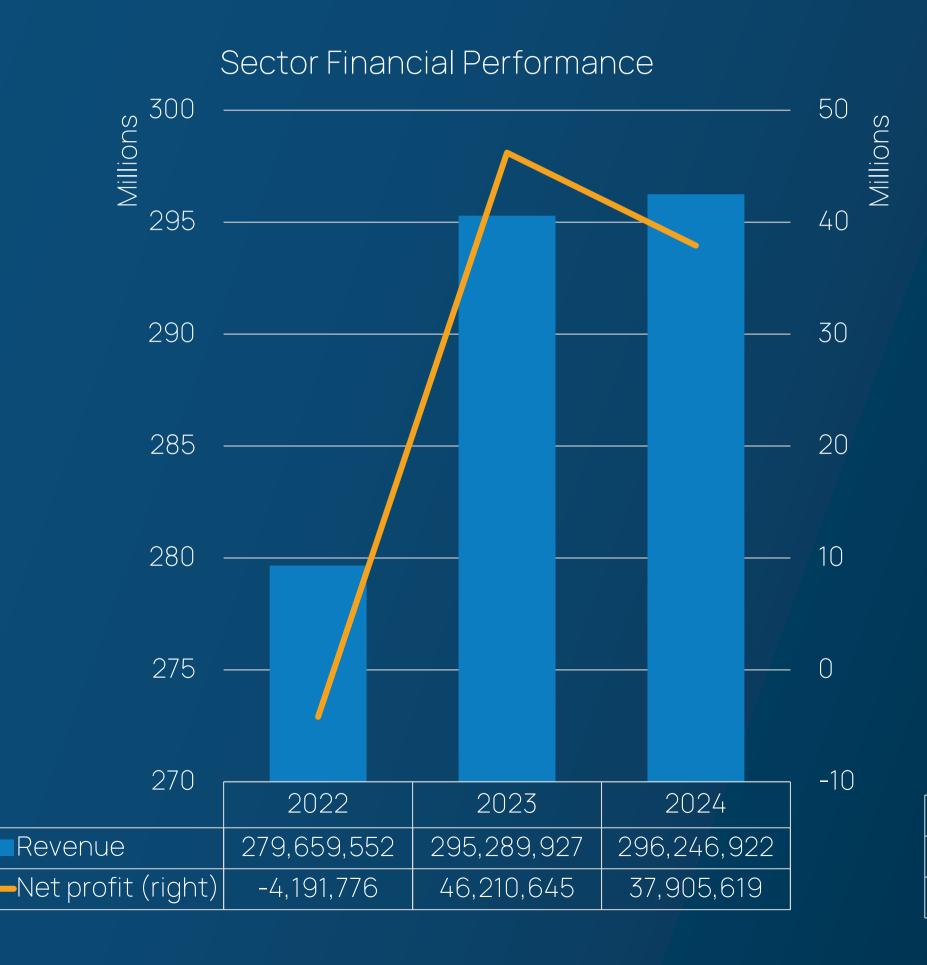


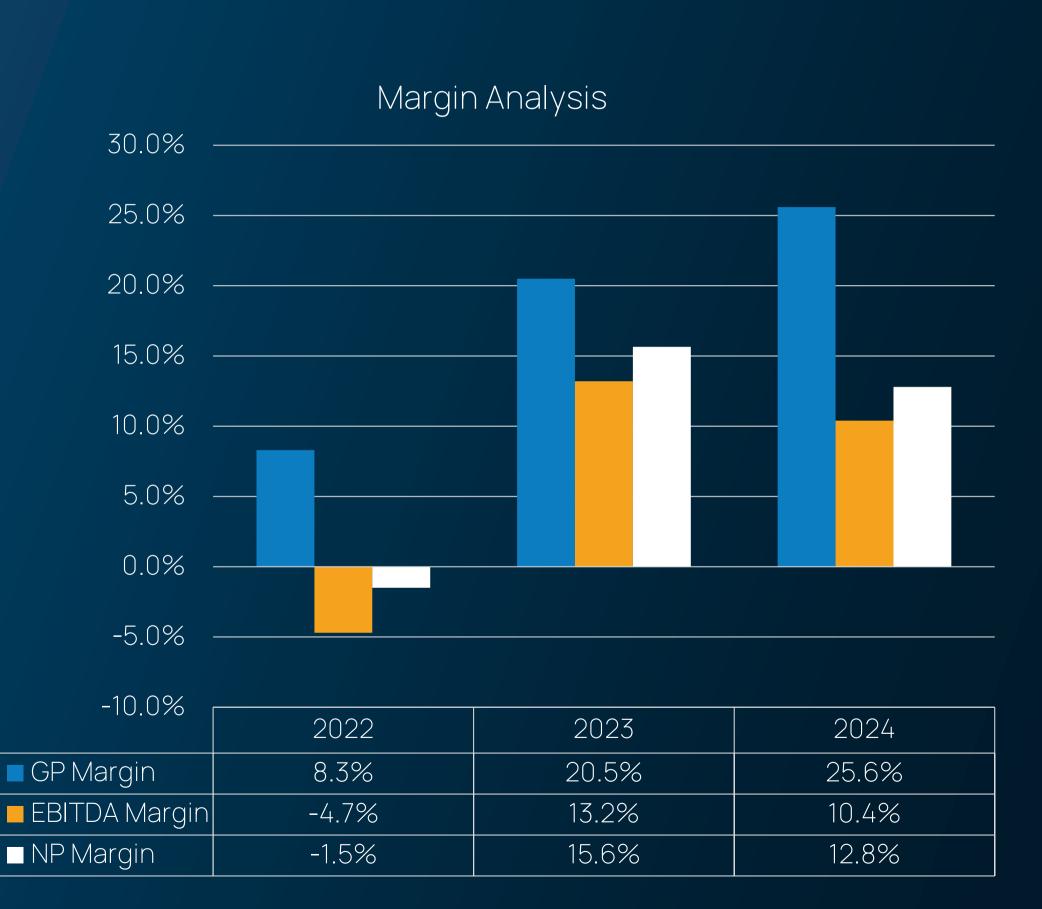
Gordon Ramsay Academy in KSA

Offering culinary courses in partnership with Gordon Ramsay Academy for the first time in the country.

Training and Universities Sector | Sector Financials

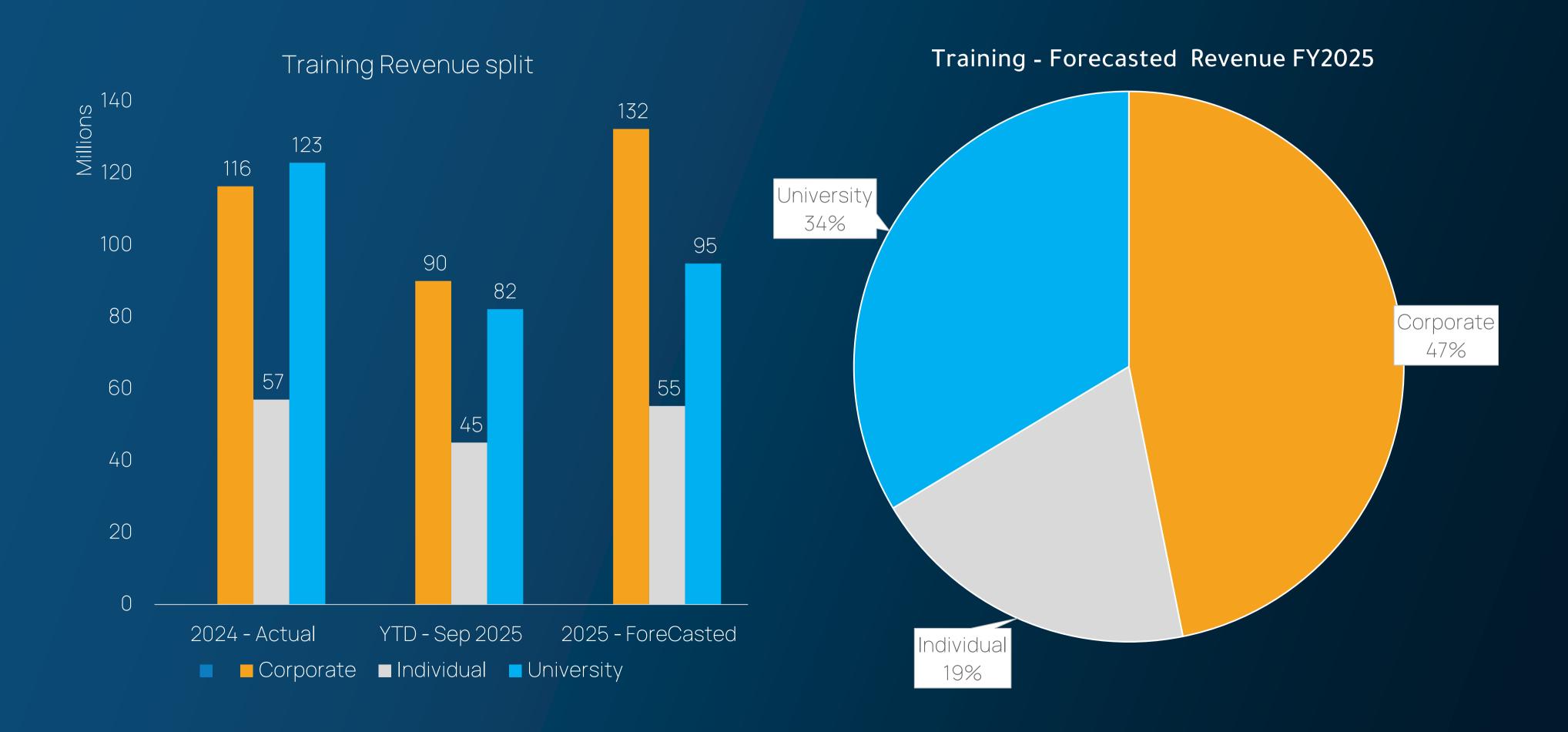






Training and Universities Sector | Sector Financials







Al Khaleej's Education Division

Al Khaleej's Education Division



A leading network of premium K-12 schools in Saudi Arabia, delivering bilingual curricula that combine international academic standards with local cultural values. With a commitment to academic excellence, the division consistently achieves high graduation rates, strong university placements, and national and international awards. Serving over 13,800 students across multiple campuses, it provides a well-rounded education that prepares learners for success in higher education and beyond.



ACCREDITATION & QUALITY

Recognized by international and local accreditation bodies, ensuring consistently high teaching and learning standards.



ACADEMIC EXCELLENCE

Proven track record of high graduation rates, strong university placements, and multiple national and international awards.



DIVERSE PROGRAMS

STEM, arts, sports, and extracurricular activities designed to nurture well-rounded student development.



EDUCATION

Premium K-12 schools delivering bilingual curricula, integrating international academic standards with strong local cultural values.







Education Division



We are one of the largest private school networks in Saudi Arabia, offering K-12 education for Saudi and international students. Our schools follow diverse curricula including American, Saudi, and specialized international programs, with modern facilities for boys and girls. With a presence in major cities, we provide quality learning environments that prepare students for future success.

CORE OFFERINGS



Modern Infrastructure

Well-equipped classrooms, science and computer labs, sports facilities, and cultural activity spaces.



Special needs education, advanced STEM initiatives, and extracurricular activities.



Global Exposure

International programs and exchange opportunities to prepare students for higher education worldwide.



American & Saudi Curricula

Flexible program options catering to diverse student needs, from kindergarten to Grade 12.



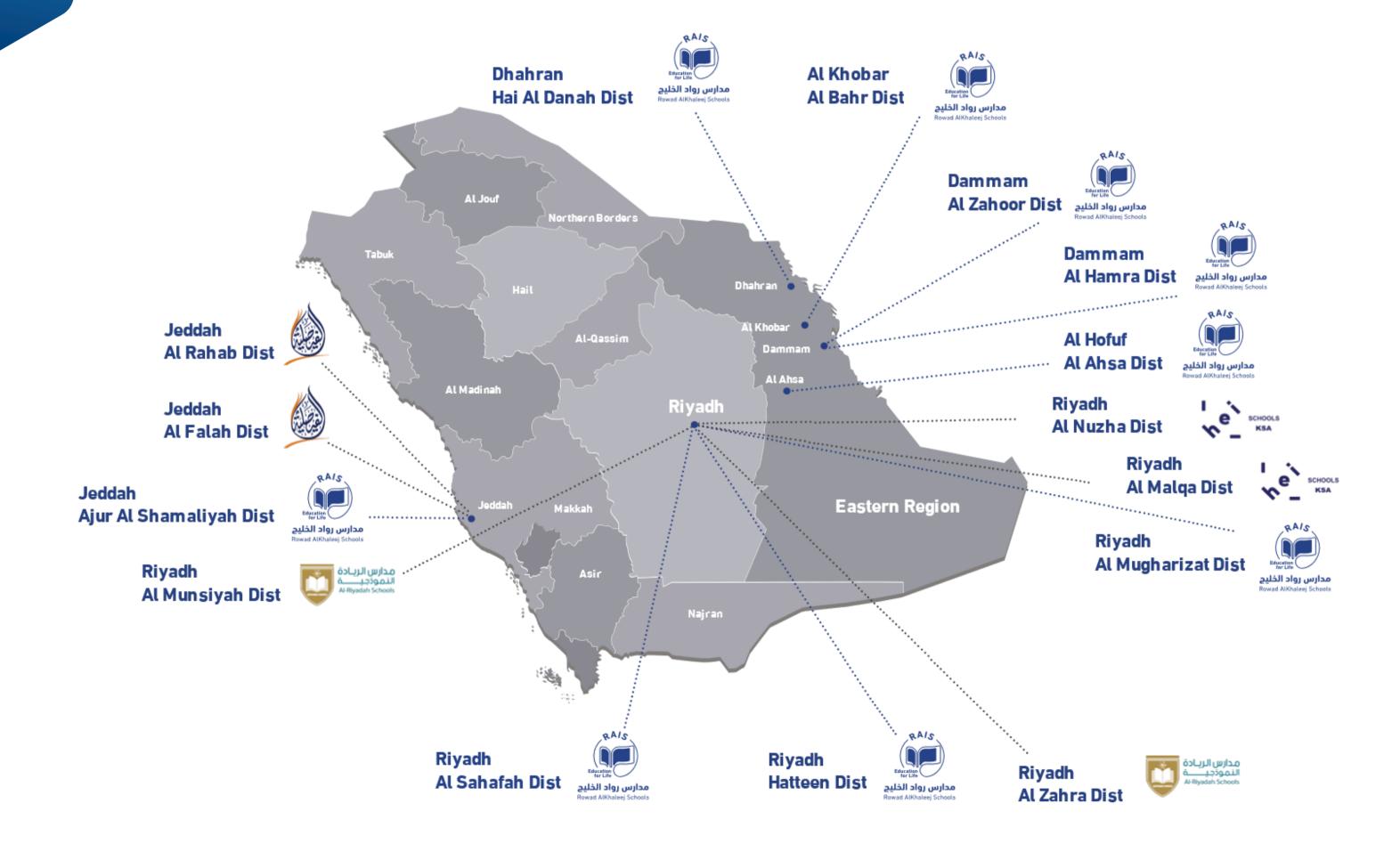
Gender Specific Campuses

Separate facilities for boys and girls, ensuring a focused learning environment.

Rowad Al Khaleej Schools

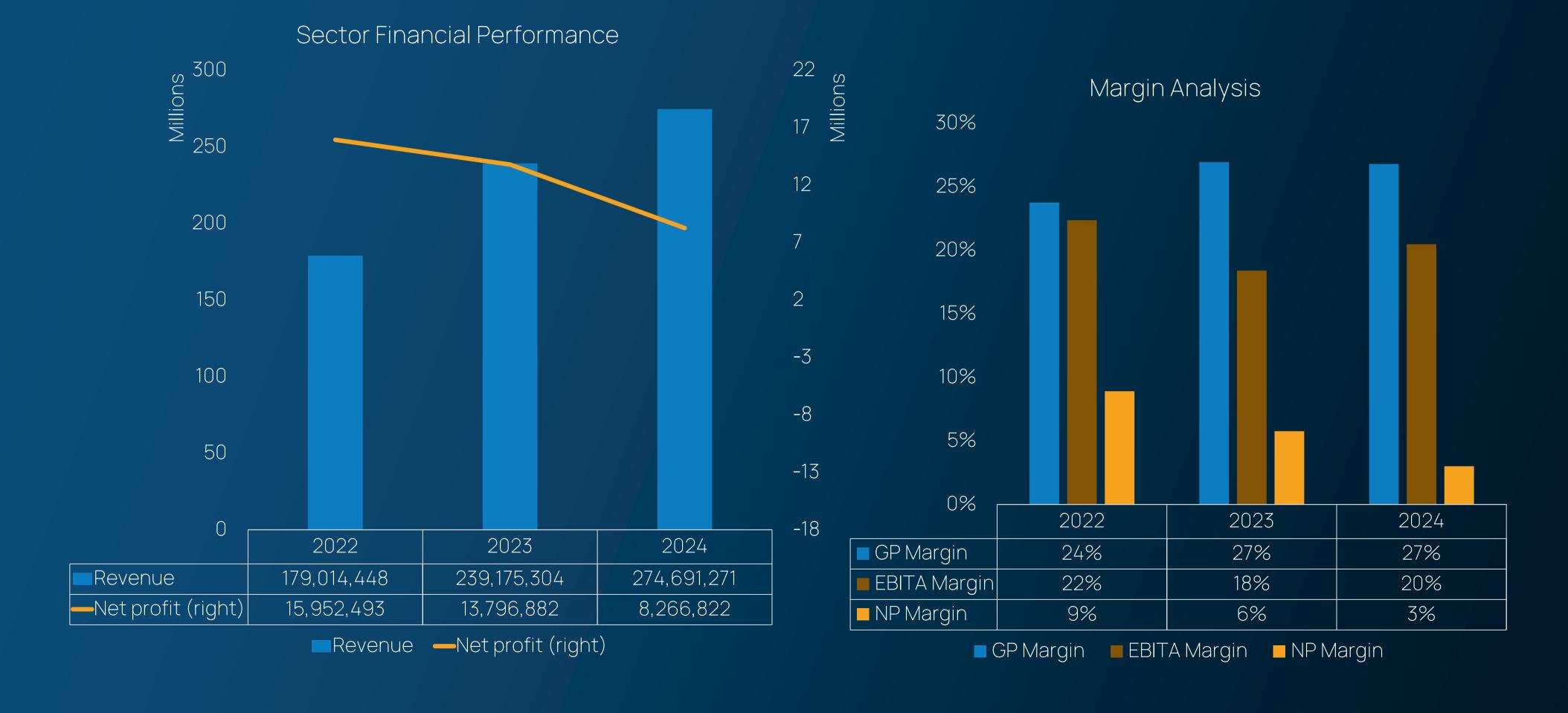


Our presence across the nation



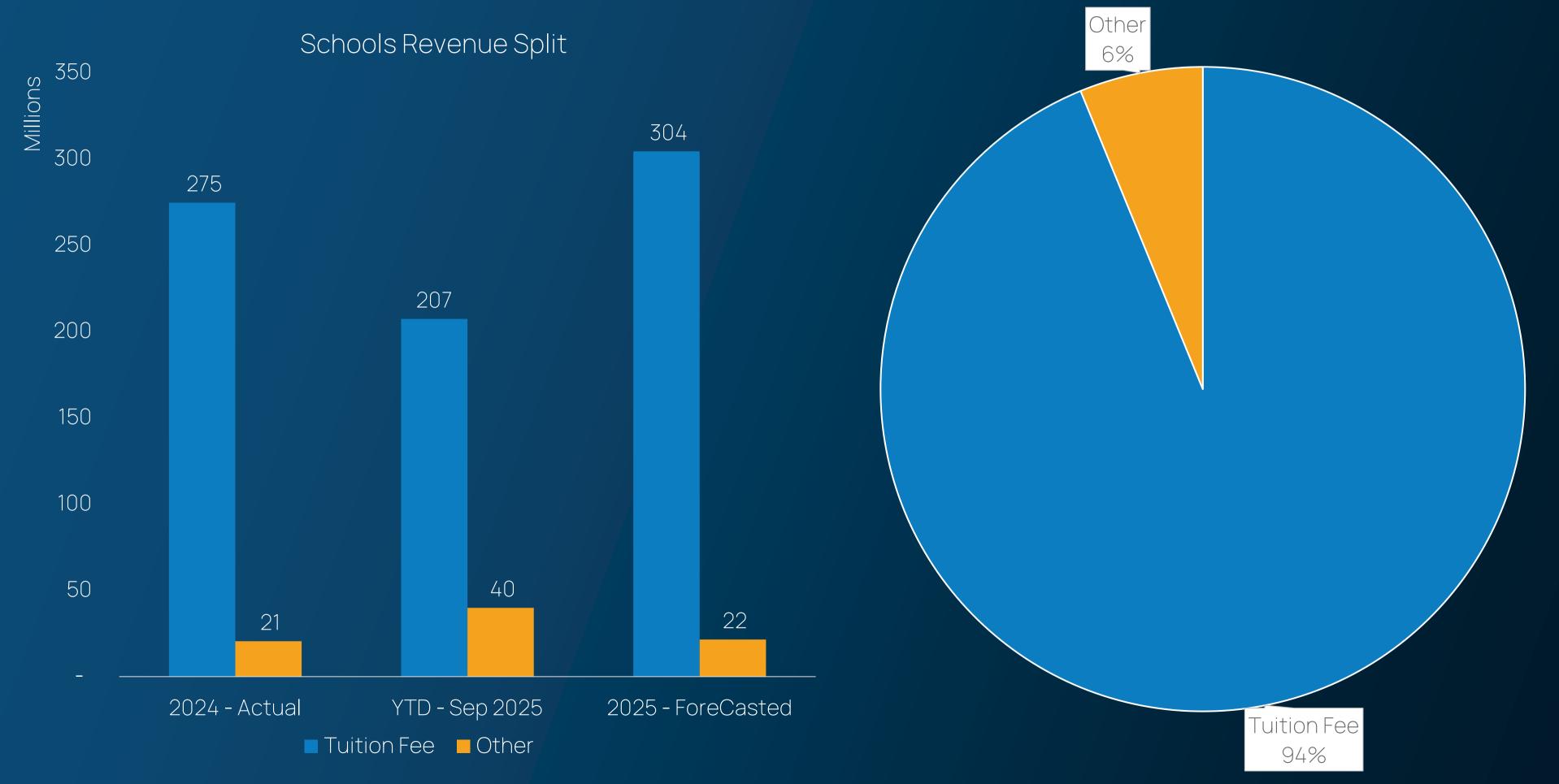
Education Division | Sector Financials





Education Division | Sector Financials





Education Division | Schools Network



Branch	Zuhor Dammam	AlHamra Dammam	Mogharaz at Riyadh	Baraem Sahafa AlRiyadh	Baraem Hitten AlRiyadh	Obhur Jeddah	Baraem Dhahran	AlKhobar
Curriculum								
Total Area (sqm)	17,841	16,996	16,000	1,800	4,700	9,625	1,500	17,000
Built up Area	26,814	28,224	38,600	2,600	8,100	21,882	2,200	20,366
Land ownership	Leased	Leased	Leased	Leased	Leased	Leased	Leased	Owned
Capacity	2,200	800	2,500	300	800	2,000	300	2,000
Number of Students	1,953	794	1,096	152	290	1,131	157	462
Utilization	89%	99%	44%	51%	36%	56%	52%	23%
Year Started	2011	2012	2014	2015	2018	2021	2018	2023

Education Division | Schools Network



Branch	Hufuf Dist Al- Ahsa	HEI School Malqa Dist	HEI School Yasmin Dist	Faisaliya Rehab Jeddah	Faisaliya Falah Jeddah	Al Roqi Riyadh	Al-Riyadah Schools
Curriculum				The state of the s			
Total Area (sqm)	14,033	2,900	3,700	18,000	25,300	15,000	16,000
Built Up Area	21,380	5,500	4,800	30,000	38,200	33,000	20,000
Land Ownership	Operating	Leased	Leased	Leased	Leased	Owned	Leased
Capacity	2,000	500	500	1,000	4,000	2,700	2,400
Number of students	1,268	234	262	979	2,949	1,630	1,809
Utilization	63%	47%	52%	98%	74%	60%	75%
Year Started	2024	2024	2024	2009	2006	2015	2023



Al khaleej's BPO Division



The largest Saudi-owned business process outsourcing (BPO) and contact center network, providing end-to-end customer experience solutions for leading public and private sector clients. With over 4,000 employees across state-of-the-art facilities, the division delivers high-quality, multilingual support services in customer care, technical assistance, sales, and back-office processing. Leveraging advanced technologies and a skilled Saudi workforce, it supports national Saudization goals while ensuring operational excellence and measurable client satisfaction.



CUSTOMER CARE

Inbound and outbound call handling, complaint resolution, and customer relationship management across multiple industries.



SALES & LEAD GENERATION

Outbound sales campaigns, upselling, cross-selling, and customer reactivation programs.



TECHNICAL SUPPORT

Multilingual helpdesk and technical assistance for IT products, telecom, and service-based sectors.



BACK OFFICE SOLUTIONS

Data processing, order management, billing support, and other administrative services to improve client efficiency.



+20

years of experience

in the market serving over 100+ clients across multiple industries



4,000+

Smart Link Employees
making it the largest Saudi-owned
contact center network



BPO Division

We are one of the leading BPO and contact center service providers in Saudi Arabia, delivering end-to-end outsourced solutions for government entities, large corporations, and private sector clients. With a strong presence across the Kingdom and Egypt, Smart Link offers scalable, technology-driven customer experience solutions.

CORE OFFERINGS



IT & Infrastructure

Implementation and support of IT systems to enable efficient, large-scale operations.



Technology Hardware

Through Genesys, offering end-to-end Customer Experience solutions.



Tailored service models for government, utilities, banking, insurance, and aviation.



Contact Center Operations

Outsourced and in-house contact center setup, management, and operation to ensure consistent service quality.



BPO & Staffing Solutions

Provision and management of skilled staff to handle outsourced processes with operational excellence.



Systems & Applications

Design and integration of customer service systems, CRM tools, and enterprise platforms.



Business Segments BPO Division



BPO Excellence Across the Kingdom

SmartLink (the legal entity representing Al Khaleej's BPO segment) is a national leader in business process outsourcing, offering tailored solutions to enhance operational efficiency, customer engagement, and service quality. Our operations cater to a diverse portfolio of government ministries, financial institutions, utility companies, and private enterprises.



Technology Driven Contact Center Solutions

We design, implement, and manage state-of-the-art contact centers, integrating enterprise IT systems with customer service platforms to ensure seamless client interaction and operational efficiency.



Customer Engagement Skills Development

Through specialized training programs, SmartLinkequips frontline teams with the skills needed to deliver exceptional customer experiences, from call handling and complaint resolution to technical support.

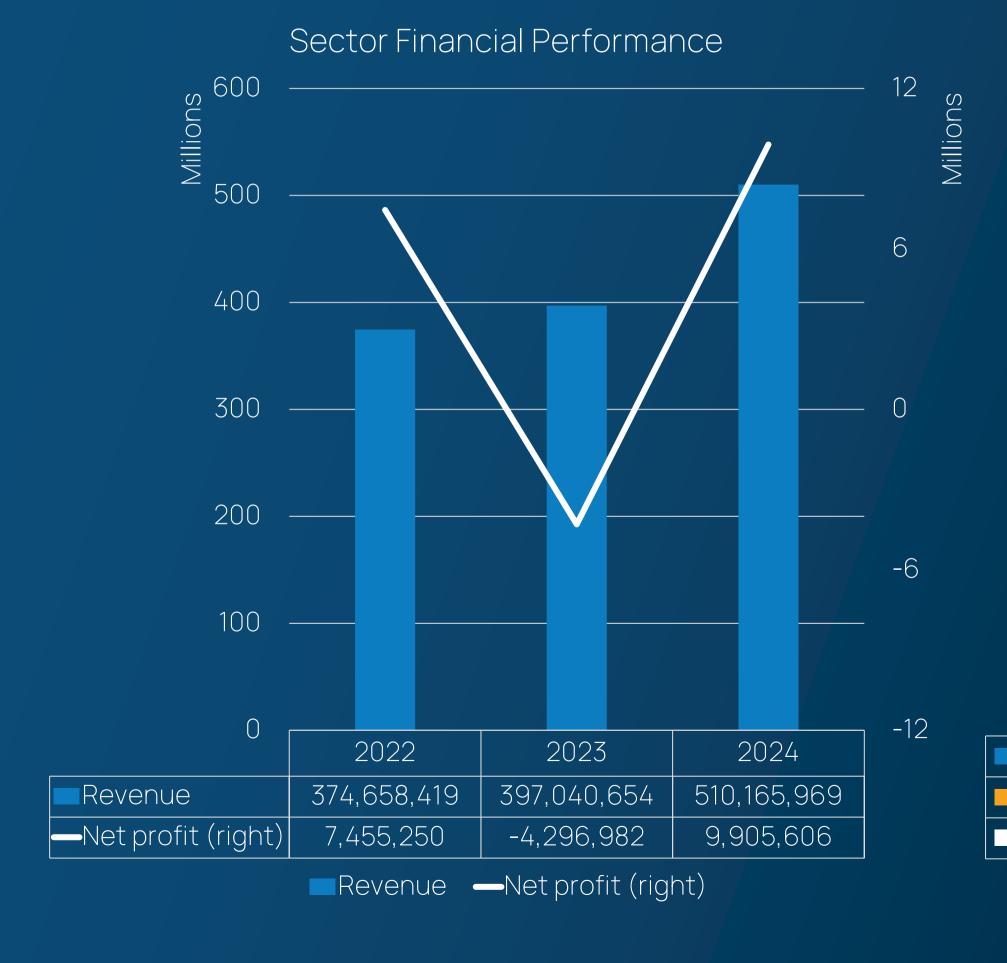


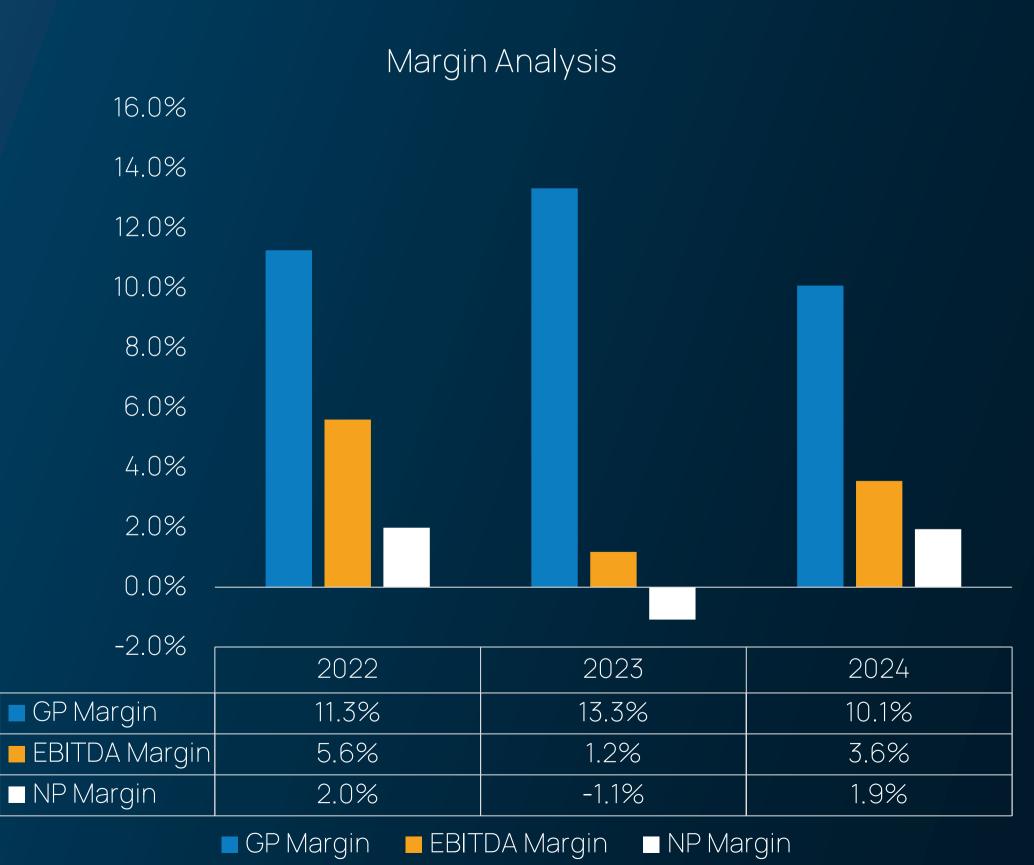
Consulting and Strategy

Our consultancy services support organizations in optimizing customer service operations, designing effective strategies, and implementing best practices for sustainable growth.



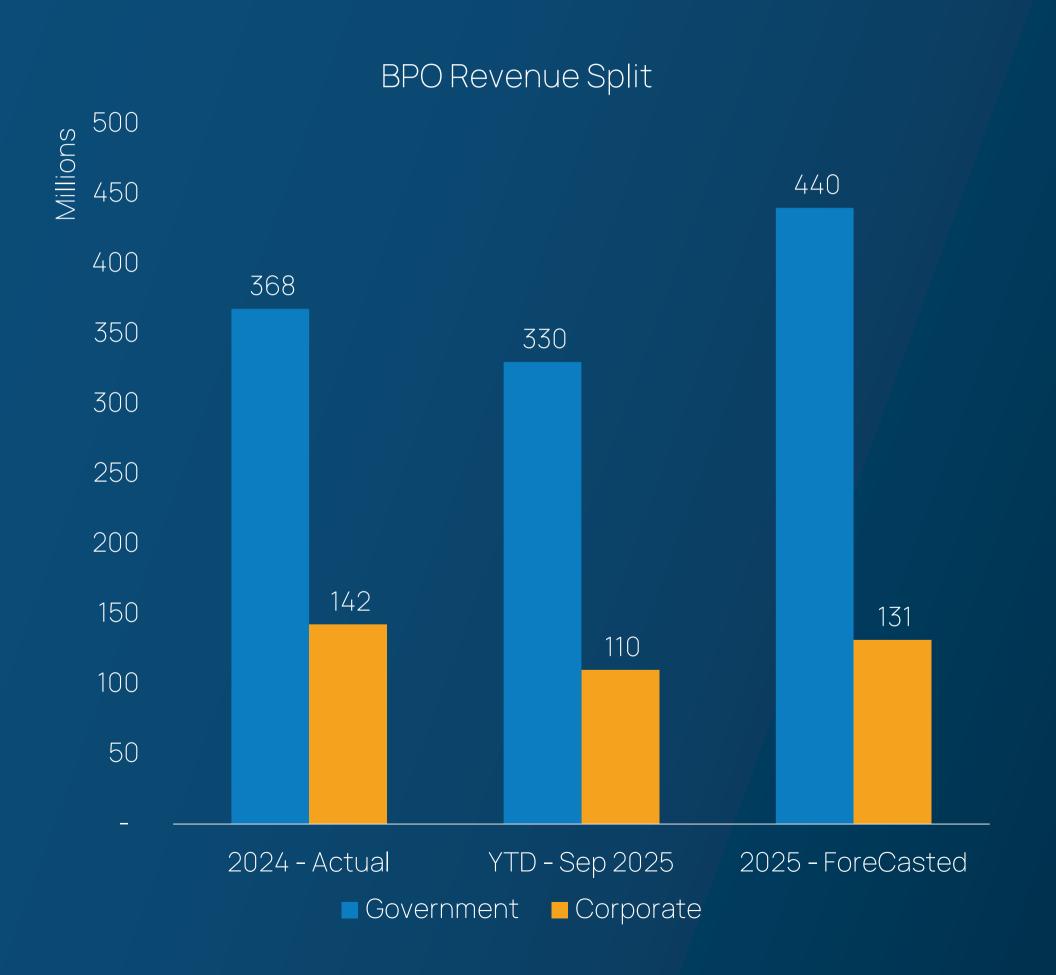


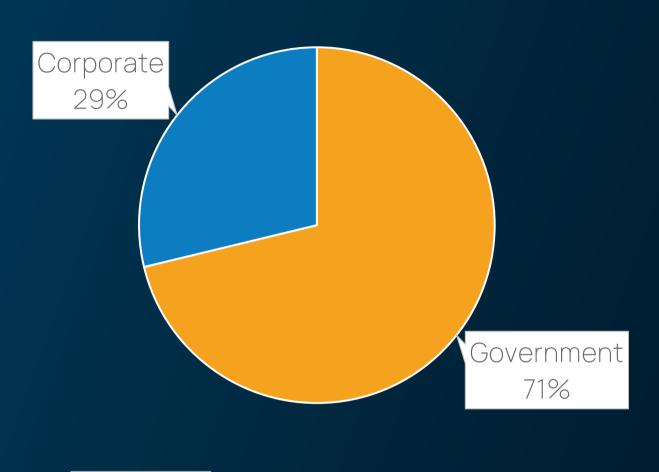


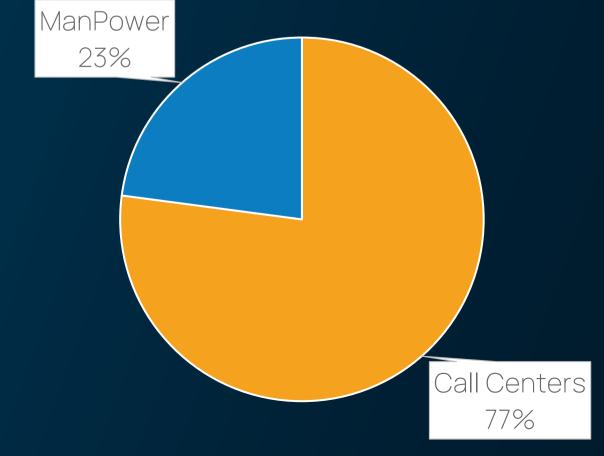


BPO Division | Sector Financials











BPO Division | Major Clients









































































9 Months 2025 Investor Update



Total revenue until 30th September 2025 amounts to SAR 893 million, compared to 30th September 2024 amounts to SAR 848 million, with increase of SAR 45 million (5% Increase)

Net profit for the period ending 30 September 2025 amounts to SAR 41 million, compared to SAR 99.8 million for the same period in 2024.

The variance is mainly driven by two non-recurring transactions in the prior year:

- One-off sublease income from an educational property (SAR 76 million in Q1 2024).
- PPA adjustment (SAR 12 million in Q3 2024).

Excluding these non-recurring items, the adjusted net profit for the current period stands at SAR 25 million, compared to SAR 11 million last year, representing a 127% increase

The forecasted Net Profit for FY2025 is 70 Million SAR

5% increase in revenue for 9Months of the year

41M Sep-YTD net profit of

New operational activities in 2025

- Successfully entered exclusive partnership with Gordon Ramsay Academy for Culinary Arts in Saudi Arabia.
- Acquired an IT Company (MAZAYA) to expand the company's business & market share.
- Successfully entered partnership with Genesys Company.
- -The Company improved the Local Content Score by getting the certificate with 66.14%, and Smart Link Systems and Solutions Company achieved a score of 81.24%.
- The Company signed the sub lease deal for Al Jazeera Schools.
- -The company signed exclusive partnership agreement with Dusit Thani College in tourism and hospitality.

Opening of 3 new online-life training centers (Laban, Al-Qassim, Khamis Mushait).







IT SOFTWARE SPECIALIZING IN DIGITAL TRANSFORMATION & AI







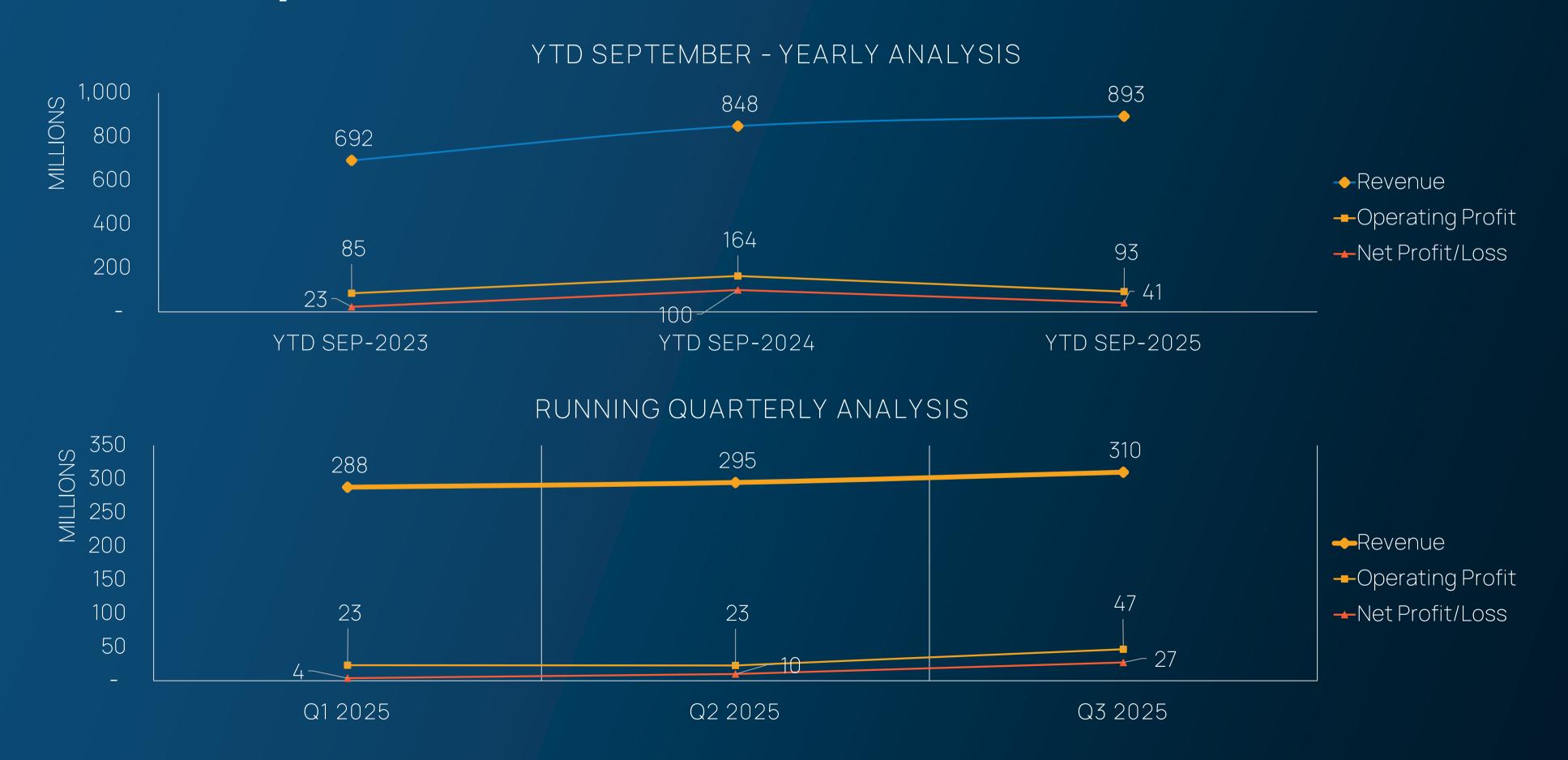
Enabling organizations to deliver seamless customer experiences





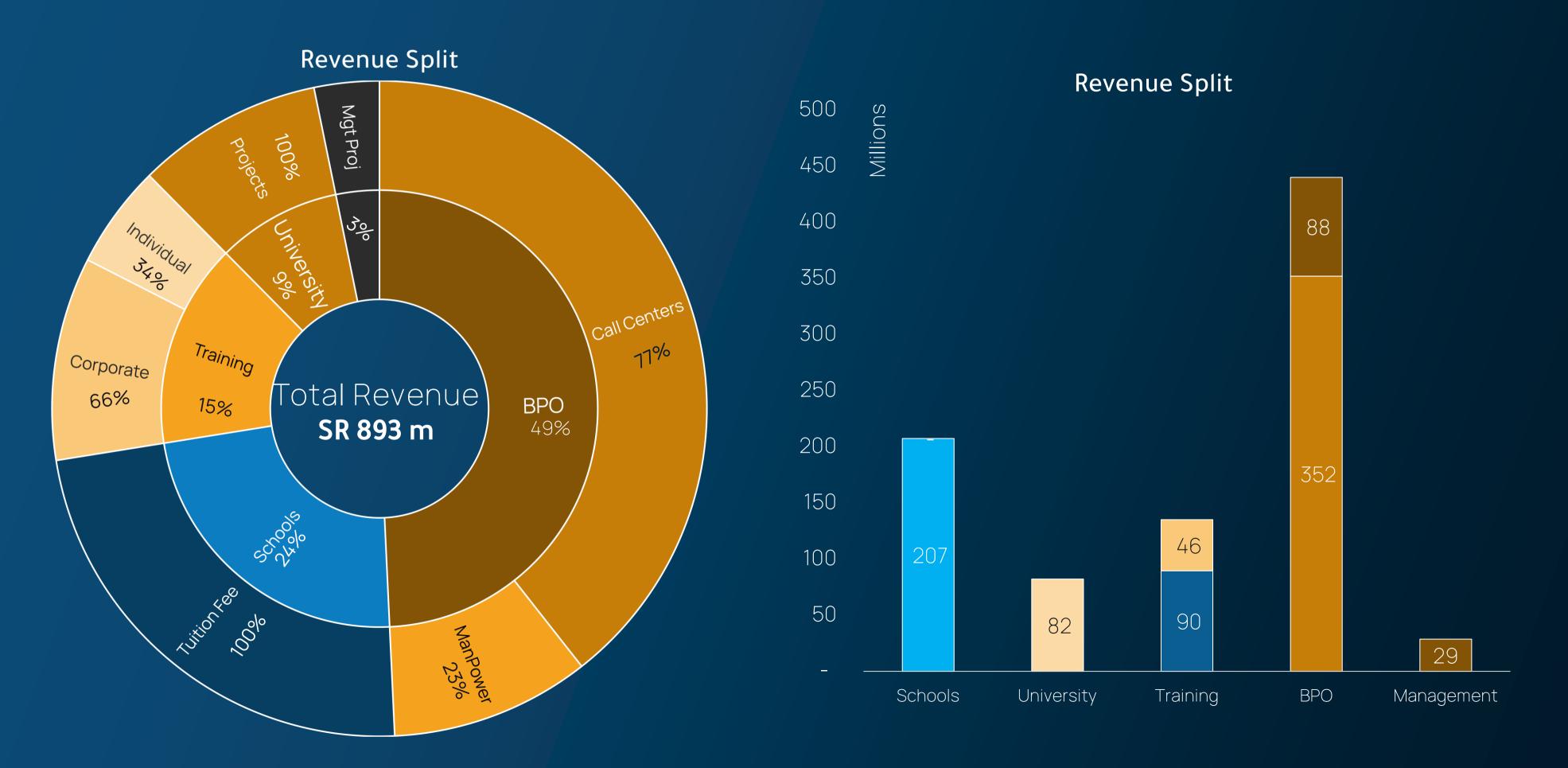


Q3 2025 Income Statement



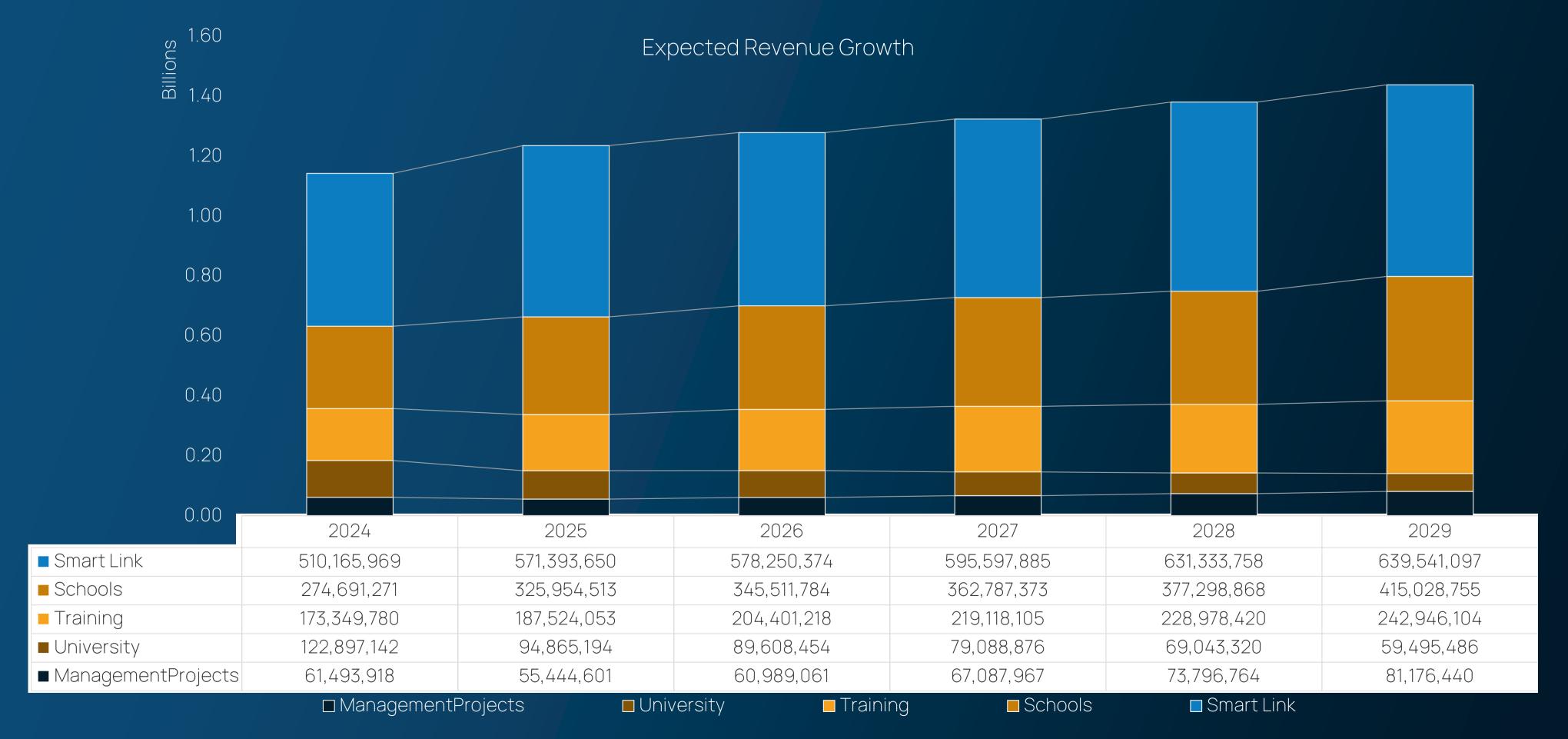
Q3 2025 | Sector Break-up





Financial Forecast -5 Years







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