

# Q2 2025

# Financial results

18 August 2025

Riyadh Alromizan,  
CEO  
Tarek Fouad, CFO

الموارد  
للقوى البشرية  
Al Mawarid  
manpower



## Al Mawarid



# Disclaimer

This presentation has been prepared as an informative guide that might assist interested parties in gaining an insight into the history and background of manpower services within Saudi Arabia. There may also be certain forward-looking statements regarding the Company's future performance, financial results, business strategies, and market outlook. These statements are based on our current expectations, assumptions, and projections. They are subject to risks and uncertainties, and actual results may differ materially from those expressed or implied in these statements.





# CONTENTS

1. **AI Mawarid Overview**
2. Operating Environment
3. Business Overview
4. Business Highlights Q2
5. Financial Highlights Q2
6. Appendix
  - Corporate Governance



# AI Mawarid – a leading manpower company in KSA

**Strong 2Q performance, in line with strategy to increase sales, improve workforce utilization and operational efficiency**

- **Revenue increased by 30%**, driven by workforce expansion and broader sales coverage.
- Workforce utilization improved in the individual segment, **driving margin expansion to 9.4%**.
- **General Costs<sup>1</sup> rose by 7%** — four times slower than revenue growth.
- **14% market share** on temporary labour market

## Unique mix of growth and returns

- **Revenue CAGR of 50%<sup>5</sup>** over last three years
- Providing **best in class shareholder return** with TSR<sup>2</sup> 73% since 2023 IPO

<sup>1</sup> General Costs – Sales, general and administrative costs, impairment, finance costs / other income and zakat expense

<sup>2</sup> TSR – Total shareholder return from IPO until 30.06.25

<sup>3</sup> Dividend yield for FY2024

<sup>4</sup> ADTV – Average daily trading volume, in SAR

<sup>5</sup> Compounded annual growth rate 2021-2024

Source: Refinitiv, Company financials

**2Q Revenue**  
**624m**  
+30% YoY

**2Q Gross profit**  
**54m**  
+24% YoY

**2Q Net profit**  
**32m**  
+39% YoY

**TSR<sup>2</sup>**  
**73%** since IPO  
Top-1 among peers

**Dividends**  
Dividend yield<sup>3</sup>  
**2.1%**

**ROIC**  
**24%+**  
Through the cycle<sup>5</sup>



## Listed on Tadawul

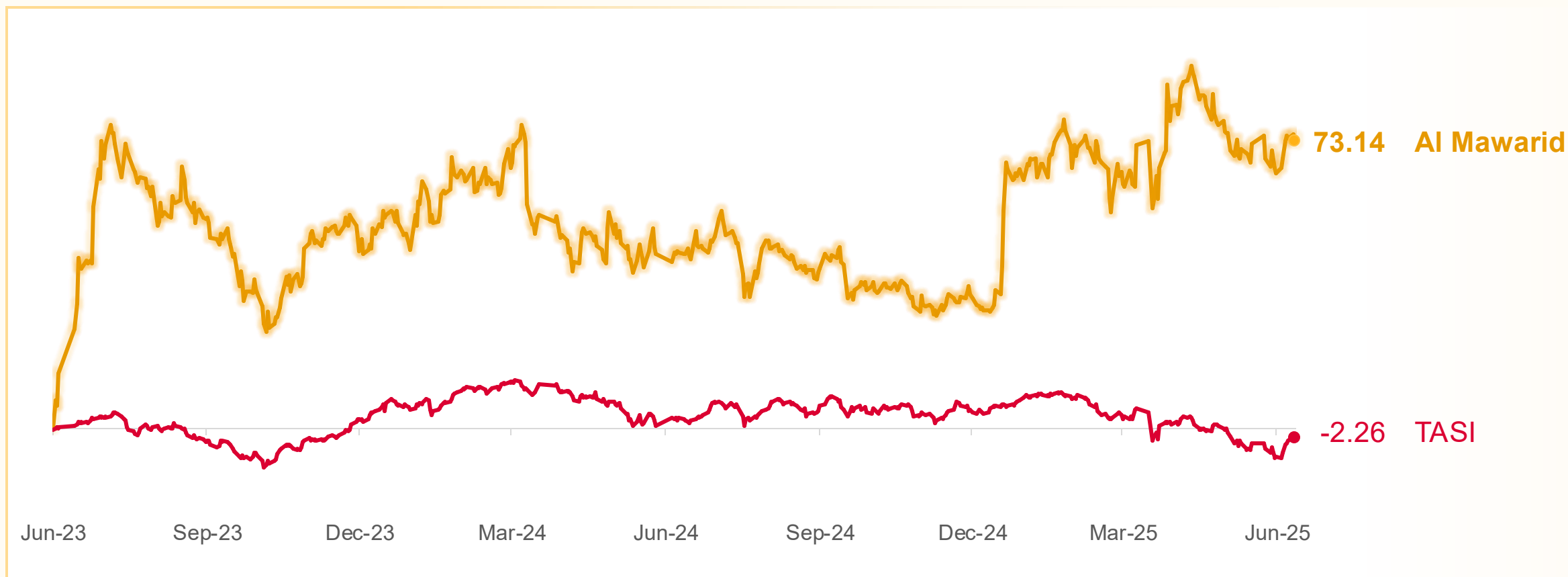
- ADTV<sup>4</sup>: SAR 3.6M
- Free float: 46%



# Best in class shareholder return



AI Mawarid provided **the best TSR**, significantly exceeding TASI



\* TSR – Total shareholder return from IPO until 30.06.25

Source: Refinitiv



# CONTENTS

1. AI Mawarid Overview
2. Operating Environment
3. Business Overview
4. Business Highlights Q2
5. Financial Highlights Q2
6. Appendix
  - Corporate Governance



# Vision 2030 program - basis for a sustainable growth

## Ambition

New horizons of Vision 2030 social and economic development are set to fundamentally transform the country in major spheres

**Key projects:** NEOM, Red Sea Project, Qiddiya, Trojena, King Salman park, Almurabba, Expo related projects, and Worldcup 2034

### 374 KPIs

- Increase GDP and non-oil GDP
- Increase Saudi employment
- Increase women's labor participation
- Attract relevant foreign talents

### 10 Vision Realization Programs

- Human Capability Development Program
- Quality of Life Program
- National Transformation Program

### 3 pillars

- A Vibrant Society
- A Thriving economy
- An Ambitious Nation

### Vision 2030

- Comprehensive program to leverage the Kingdom's unique strengths



## Aspiring targets...

	Current	2030 target
GDP	936.83 USD bn	1,733 USD bn
Non-oil GDP	680.9USD bn	1,325 USD bn



## ...create a LT demand for additional workforce...

Unemployment rate among Saudis	6.3%	7%	✓
Women's labor participation rate	33.5%	40%	✓



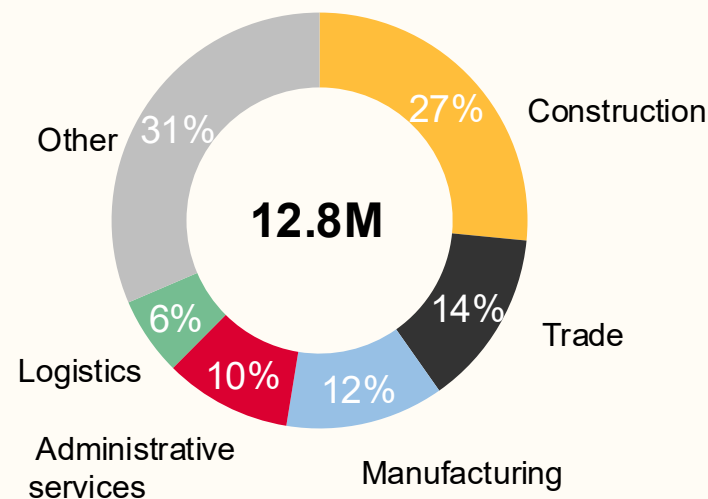
## ...including for a foreign talents

Ranking in the Global Talent Index	32nd	20th
------------------------------------	------	------

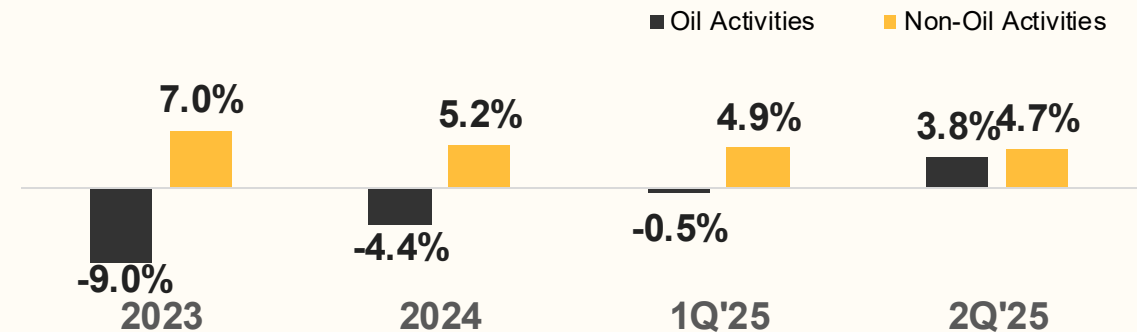
# Non-oil segments driving Saudi economy

- Saudi GDP growth is led by non-oil segments, strong 3.6% GDP growth expected for 2025
- Construction is the quickest growing segment of the economy growing on average 12.5% per annum over the last years
  - Large growth runway ahead due to mega projects (EXPO, 2029 Asian Winter Games, 2034 FIFA World Cup, NEOM, Red Sea Project, Qiddiya, Diriyah Gate, SPARK)

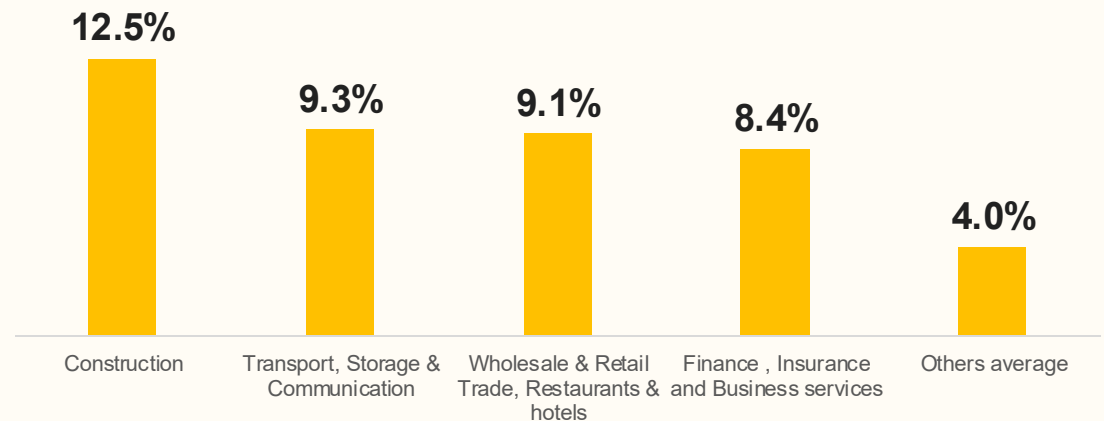
## Workforce split by sector, people



## Real GDP growth rates by sector, %



## Real GDP CAGR by economic activity since 2021, %



Source: General Authority for Statistics, IMF forecast, Company data



# Growing demand for workforce fueling manpower sector

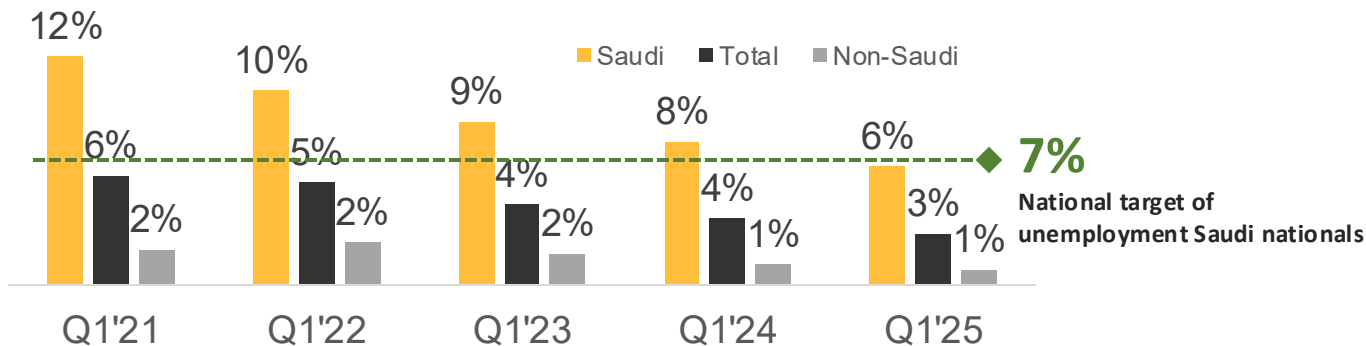
**Strong economic growth has - despite of strong workforce growth - driven unemployment rate to historic lows**

- Requiring more foreign workers to meet with Vision 2030 goals

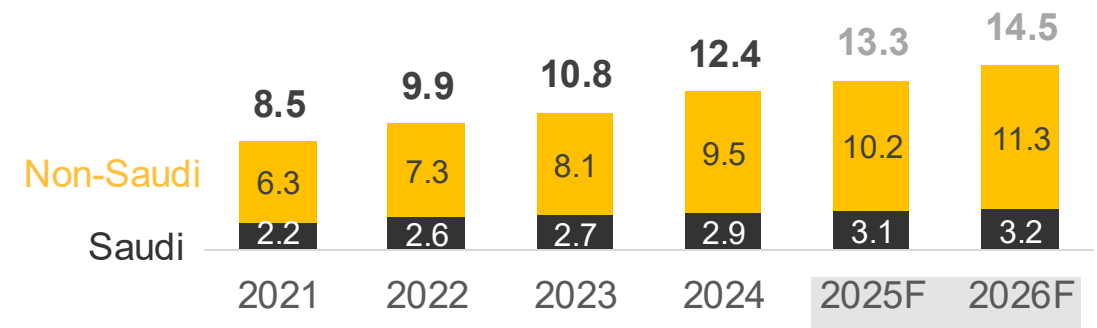
**Professional labor market growth is expected to continue at CAGR of 8% in 2024 to 2026, while domestic labor market is likely to grow at 12% CAGR**

- Growth in domestic labor segment supported by recent legislation favoring compliant hiring through licensed manpower agencies

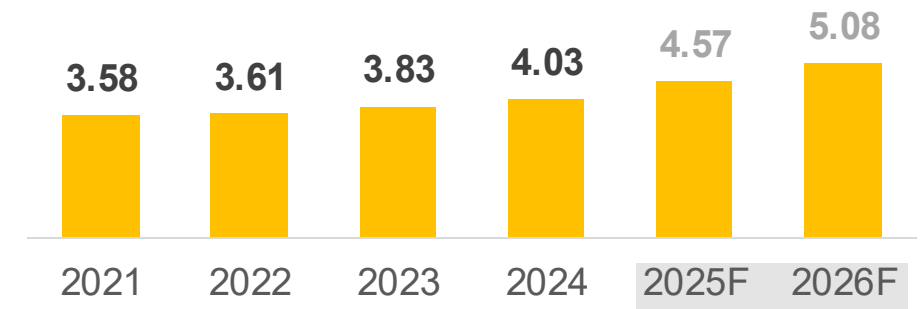
## Unemployment rate, %



## Professional labor market, mln people



## Domestic labor market, mln people



# CONTENTS

1. AI Mawarid Overview
2. Operating Environment
3. **Business Overview**
4. Business Highlights Q2
5. Financial Highlights Q2
6. Appendix
  - Corporate Governance



# AI Mawarid universe

AI Mawarid Manpower Company offers a range of HR services, primarily serving the B2B segment, while also catering to B2C clients.

Business line



B2B, temporary & permanent staffing, Kafala transfer and Estiqdam labour



B2C services, hourly cleaning, domestic workers, maintenance services



Providing PEO services, Esnad, headhunting, seasonal hiring for Saudis only



Providing services utilizing core competencies of AI Mawarid (logistics, communication etc.)



Digital HR SAAS



Digital sales operating system



Brands



# Well balanced between corporate and individual segment

~20%\*

Individual sector



Non-Saudi only  
Contractual & hourly

## Key services

- Housemaids
- Private drivers
- Cooks
- Caregivers

~80%\*

Corporate sector



Saudi and Non-Saudi  
22 sectors covered

## Focus industries

- Construction
- Maintenance
- Hospitality
- Finance
- Healthcare

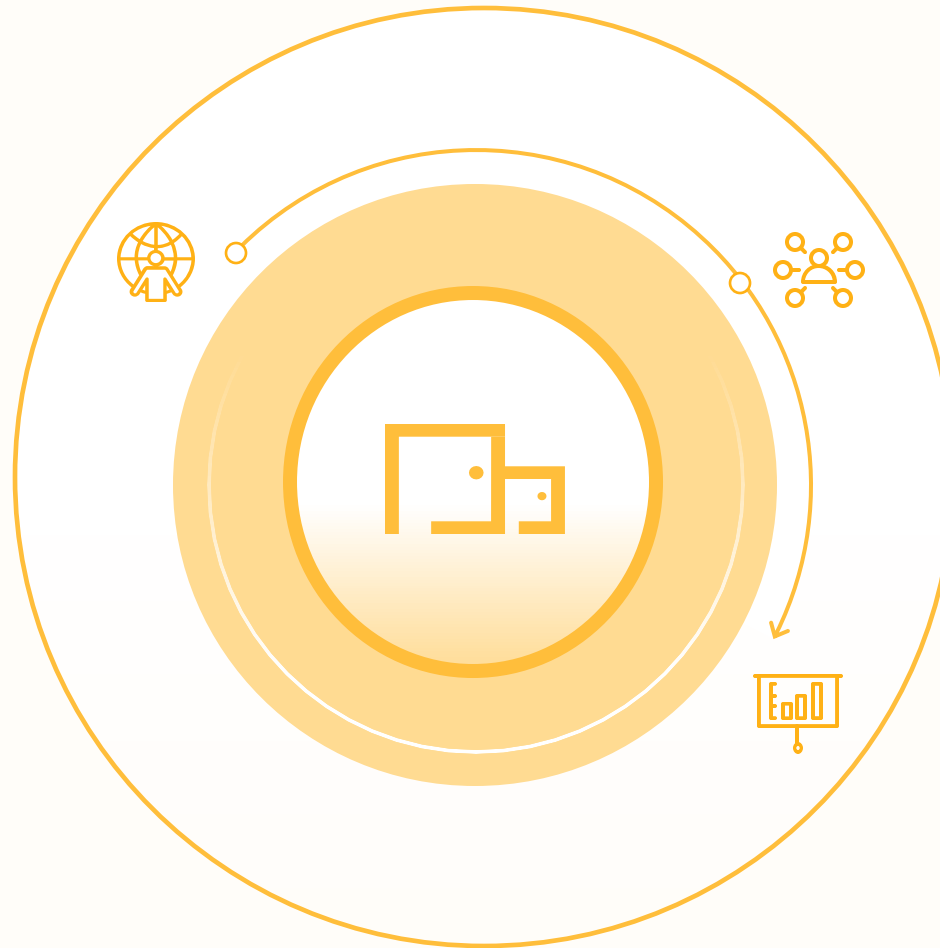


\* Share of revenue



# Robust **self-reinforcing business** of AI Mawarid

**Extensive global recruitment**  
providing for a vast talent pool along with sophisticated candidate selection

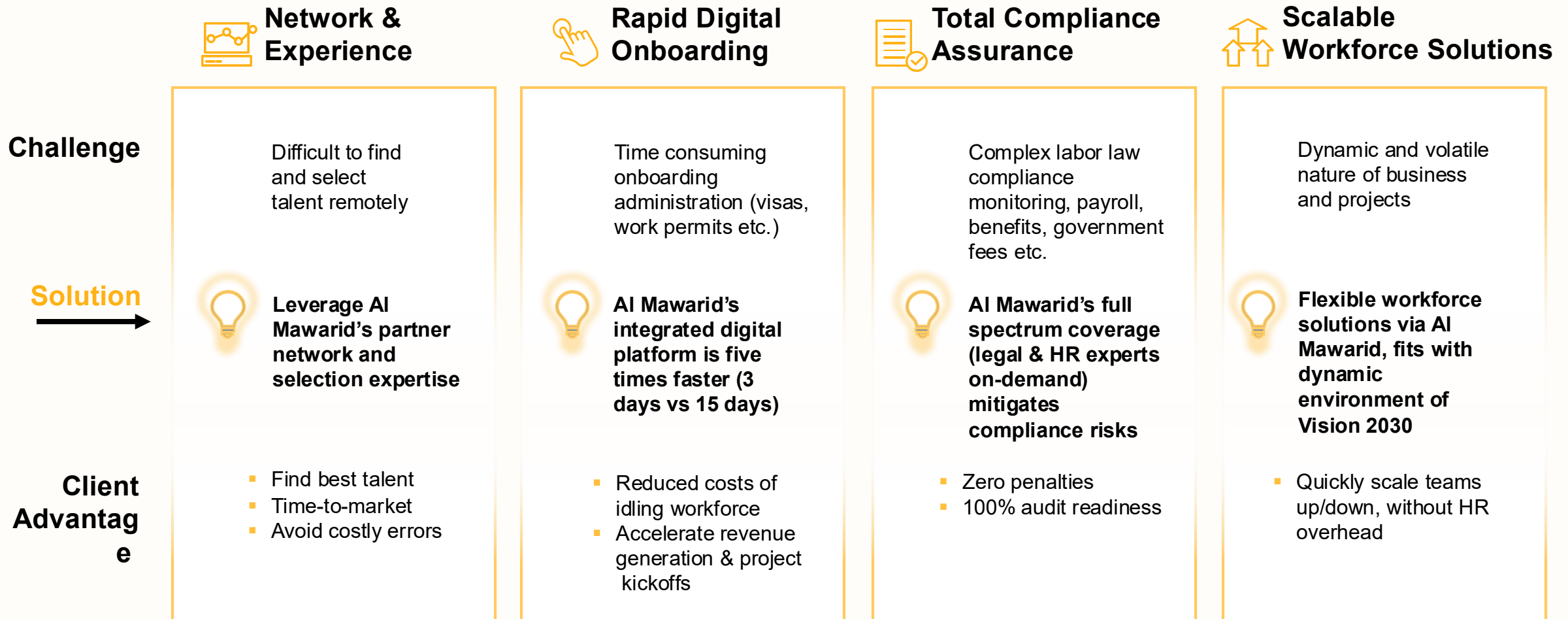


**High quality diversified client base**  
covering all major industries

**Efficient, digitized operations**  
**seamlessly integrated with public IT infrastructure**  
providing for speed and cost efficiencies



# Driving Client Success in a Dynamic Market





1. AI Mawarid Overview
2. Operating Environment
3. Business Overview
4. **Business Highlights Q2**
5. Financial Highlights Q2
6. Appendix
  - Corporate Governance



# Business highlights 2Q 2025

## 01

### Corporate Segment

- Broad sales coverage with **200+ client visits**.
- **Enhanced tech utilization** through AI Mawarid's integrated portal, handling 800+ admin requests and 2,766 labor formalities.
- **Onboarding & client support program** launched, serving 30+ key clients

## 02

### Individual Segment



- **521 thousand** visits (+6% QoQ)
- **Expanded service offering** with furniture deep cleaning, babysitter and express (under 60min) services
- Workforce increased to **over 4,000**
- **Hemah Tech**
- **7300+ visits**
- **Extended to new services** of assembly technician, carpentry, and appliance maintenance

## 03

### Mediation contracts (individual segment)

- Increased “mediation” contracts by over **130%**
- New high profile target job profiles (personal assistant, butler etc.)

## 04

### Strong growth in Saudization



- Sawaid revenue increased **283% y-o-y**
- Esnad volumes increased by **365% y-o-y**

## 05

### Positive Customer Reviews

- Hemah with **4.55/5**
- Hemah Tech with **4.6/5**





# CONTENTS

1. AI Mawarid Overview
2. Operating Environment
3. Business Overview
4. Business Highlights Q2
5. **Financial Highlights Q2**
6. Appendix
  - Corporate Governance



# Financial highlights

## 01

### Strong growth

Revenue	624.36m + 30%
Gross profit	54.45m + 24%
Net profit	32.38m + 39%

- Q2'25 revenue grew 30% YoY, driven by a 20% increase in the average available workforce during the quarter.
- Gross profit 24% increased YoY, largely driven by gross profit growth in corporate segment.
- Accelerated net profit growth of 39%, as General Costs\* grew 4x less than revenues.

## 02

### Financial strength

Current ratio	2.01
Total assets	971 m
Cash & CE	80 m

- Current ratio of over 2x provides for financial strength and liquidity
- Solid cash position and comfortable debt profile provides liquidity and the ability to seek for future growth opportunities.
- A strong asset base also positions us well scale efficiently as demand continues to rise in line with Saudi Vision 2030 initiatives.

## 03

### Shareholder returns

Dividend	1.35 p/s
Div. Yield LTM***	2%
TSR since IPO	73%

- Stable dividend distribution, with 1.35 per share for H1 2025, (payout ratio of 32%)
- Focus on providing solid shareholder return TSR\*\* 73% since 2023 IPO

\* General Costs – Sales, general and administrative costs, impairment, finance costs / other income and zakat expense

\*\* TSR – Total shareholder return since IPO until 30.06.2025

\*\*\* Dividend yield for last twelve months (LTM)

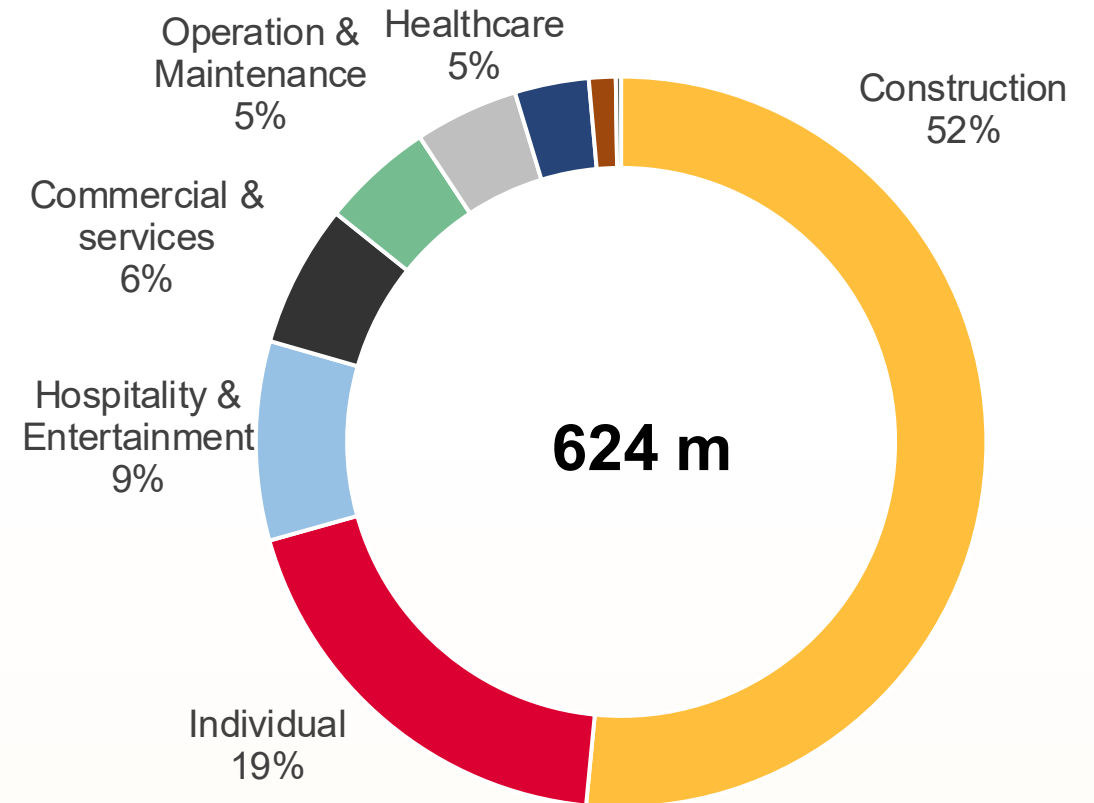
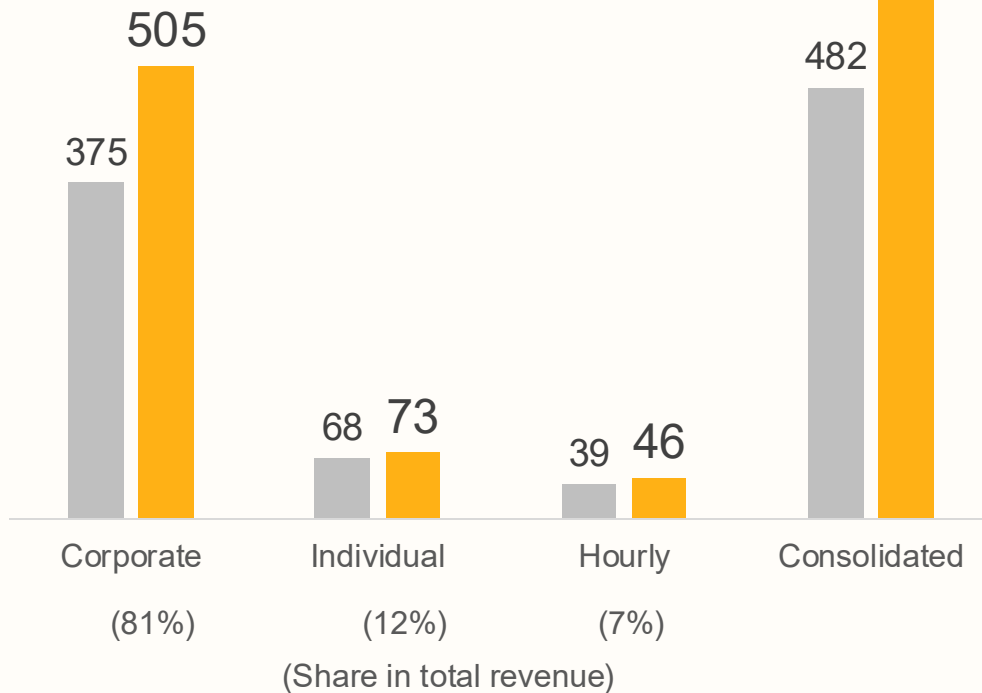


# Strong revenue growth driven by 20% workforce increase

## Revenue by segments SAR m, key industries served

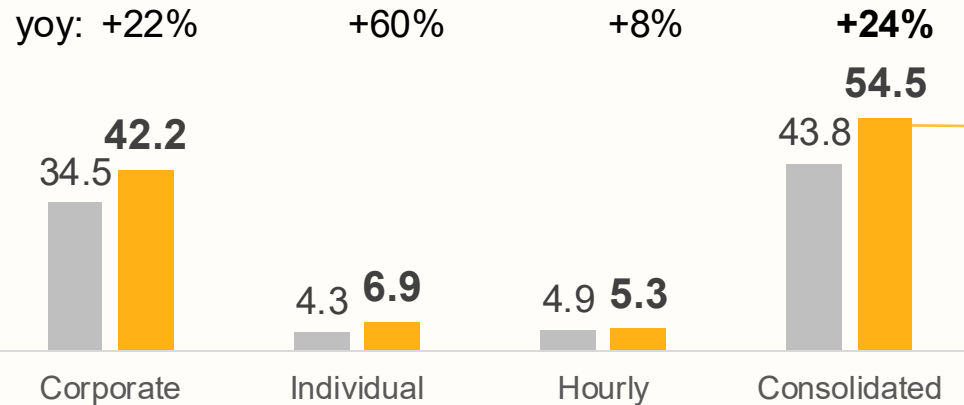
Y-o-Y: +35%      +9%      +18%      +30%

■ Q2 2024 ■ Q2 2025



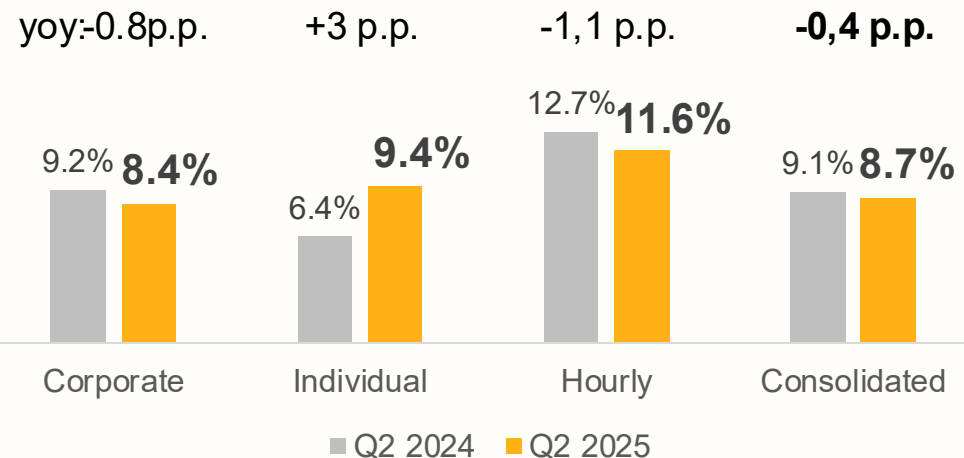
# Robust gross profit grew **driven by corporate segment**

## Gross profit, SAR m

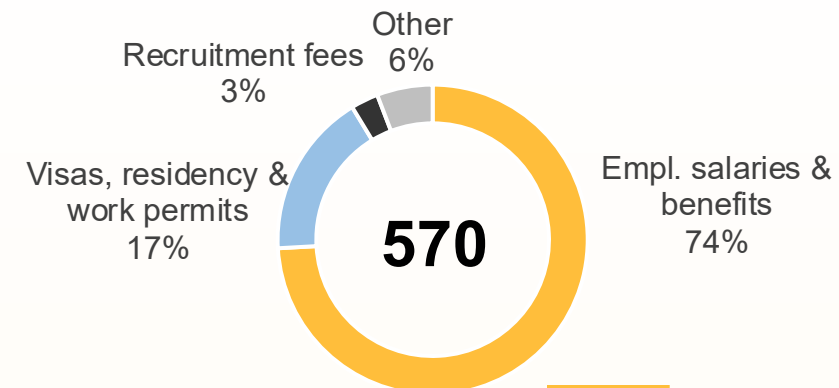


- Corporate segment gross profit increased by 22% yoy to 42,2 SAR m due to increase of average workforce in corporate segment by 27%
- Individual segment gross profit grew by 60% yoy to 6.9 SAR m, with strong margin expansion to 9.4% (+3 p.p.) driven by revenue growth and improved workforce utilization
- Hourly segment gross profit amounted to 5.3 SAR m (+8% yoy)

## Gross profit margin, %



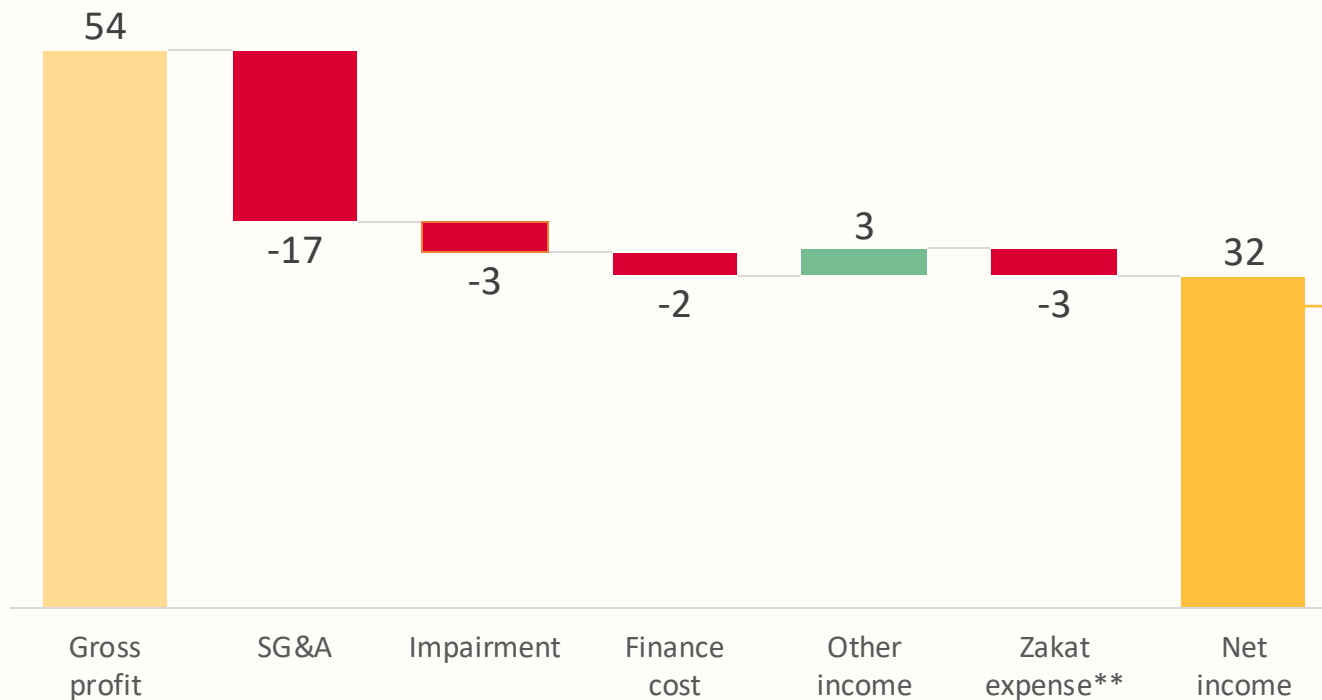
## COGS structure, SAR m



# General Costs\* grew 7%, 4x less than revenues

## Q2 2025 Net income bridge, SAR m

yoy: +24%   +20%   -24%   +49%   +59%   0%   +39%



**Strict control of General Costs supported net income growth of 39% yoy to SAR 32.4 million**

- SG&A costs grew by 20% yoy largely due to workforce increase as well as increase in marketing expenses in line with group's strategy to increase the sales and improve the workforce utilization
- Impairment decreased by 24% due to one-off impairment of trade receivables in Q2 2024
- Finance cost grew by 49% which was more than offset by growth of other income by 59% mainly due to increased earnings from financial investments

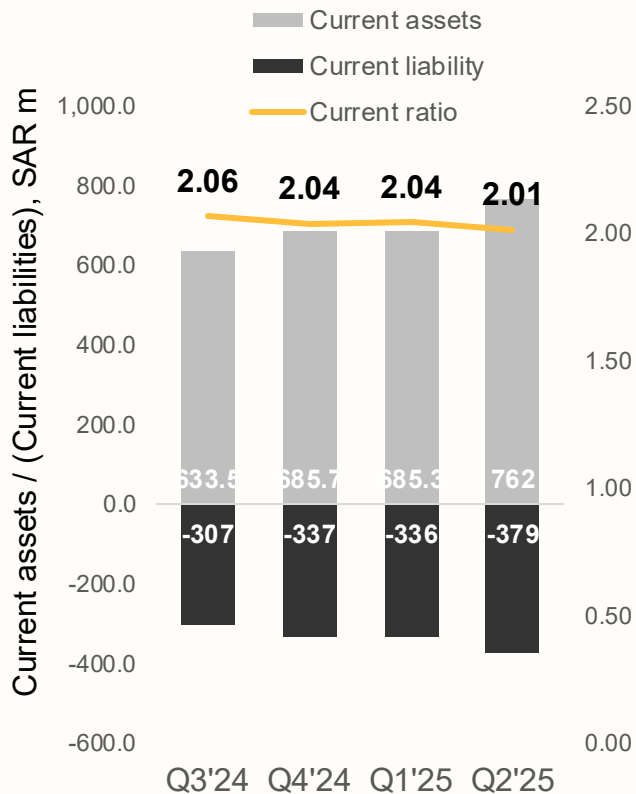
\* General Costs – Sales, general and administrative costs, impairment, finance costs / other income and zakat expense

\*\* Zakat is a mandatory Islamic levy, generally calculated at 2.5% on the zakat base (adjusted net assets), in accordance with Saudi Arabia's regulatory framework, supporting social welfare initiatives.

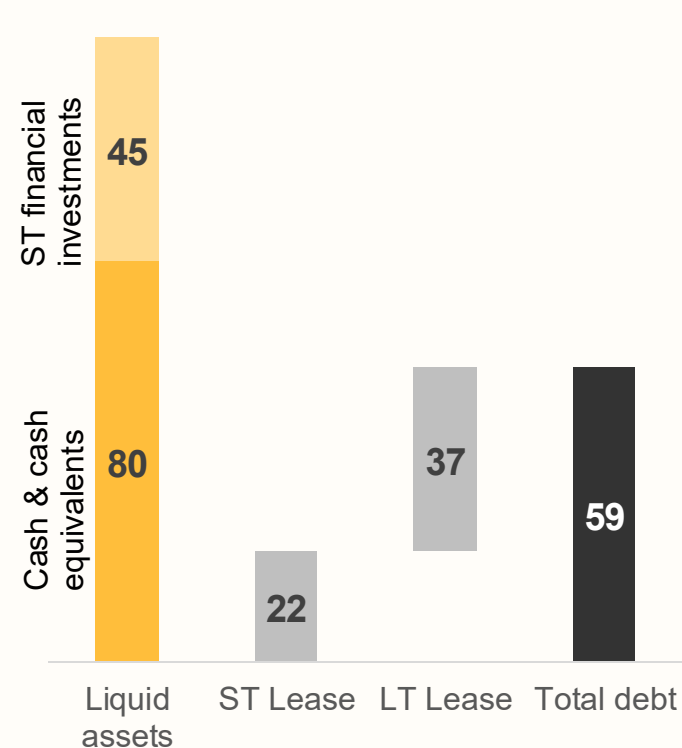


# Strong and sustainable financial position

## Current ratio



## Lease maturity, SAR m



- Current ratio was at a comfortable level of 2.01
- Net debt amounted to -21 SAR m
  - Total debt (including leases) was 59 SAR m of which 22 million was short term
  - Cash & cash equivalents amounted to 80 SAR m (vs 104 SAR m as at 31/12/2024), and additional 45 SAR m was in ST financial investments





1. Al Mawarid in Brief
2. Industry Overview
3. Business Model
4. Business Highlights Q2
5. Financial Highlights Q2
6. Appendix
  - Corporate Governance



# Experienced Leadership Driving Sustainable Growth

## Executive management



**Riyadh Ibrahim  
Romaizan Alromaizan,**  
Executive, CEO

- Bachelor in Mechanical Engineering; over 20 years of leadership in industry, including senior roles at SABIC.
- Board member and industry leader



**Tarek Fouad  
Mahmoud,**  
Chief Financial Officer

- Over 30 years in finance, audit, and tax, including senior roles at BDO and KPMG.
- CFO of AI Mawarid since 2014, overseeing financial strategy, zakat, and compliance.



**Fahd Turki Ahmed Alturki,**  
Chief Operation Officer

- 35+ years of operational and HR leadership across multiple Saudi industries.
- COO since 2016, enhancing service delivery and operational performance.



**Nahar Ali Alshammari,**  
GM of Corporate Sector

- Certified in governance, risk, compliance, and project management.
- Heads corporate sector operations, focusing on key client management.



**Essam Faheed Saad  
Alorabi,**  
GM of Individuals Sales and  
Operation

- Former CHRO of AI Mawarid with strong HR and operations background.
- Leads individual segment sales and service delivery since 2023.



**Thamer Alharthi,**  
Head of Strategy & Market Research

- MSc. of Economics - King Abdulaziz University,
- Bachelor of business administration – IMBSU
- Certified in (C-BSC, OKRs, CME-5, CFA I, and PMP)
- At AI Mawarid since 2024 responsible for Strategy development and Market Studies



**Khaled Hussain Fatani,**  
GM of Recruitment and  
International Relations

- Expertise in overseas recruitment, client relations, and compliance.
- Oversees recruitment operations and international partnerships since 2022.



**Abdullah Ahmed Alzekri,**  
GM of Shared Services

- Background in marketing, sales, and customer service in telecom and services.
- Leads shared services to optimize support functions since 2024.



**Mohammed Sammer Haj,**  
GM of Corporate Sales

- 15+ years in healthcare sector sales leadership with Tamer Group.
- At AI Mawarid since 2018, driving corporate sales strategy and client growth.



# Experienced Board Guiding Long-Term Success

## Board of directors

The Board of directors is appointed by the General Assembly by cumulative vote and the term of office of the members of the Board, including the chairman, shall be a maximum of three years for each session.



**Mr. Ahmed Mohammed Othman Alrakban,**  
**Independent**, Chairman

**Board tenure:** 12 years

- Bachelor's in Business Administration;
- Over 30 years in senior government administrative roles.
- Former Executive Director of Administration at the Ministry of National Guard.



**Abdullah Ibrahim Mohamed Alomier,**  
Non-Executive Vice-chairman

**Board tenure:** 3 years

- Chairman of Alomaier Trading & Contracting; extensive leadership in contracting and logistics.
- 20+ years in senior management roles across trading, car rental, and agriculture sectors.



**Tariq Ali Mohammed Alawaji,**  
Non-Executive

**Board tenure:** 12 years

- Bachelor's in Politics & Economics; Master's in Public Administration.
- Leadership roles across HR, security, contracting, and information management sectors.



**Riyadh Ibrahim Romaizan Alromaizan,**  
Executive, CEO

**Board tenure:** 6 years

- Bachelor in Mechanical Engineering; over 20 years of leadership in industry, including senior roles at SABIC.
- Board member and industry leader



**Yousef Abdullah Ibrahim Alolayan,**  
**Independent**

**Board tenure:** 12 years

- Bachelor's in Civil Engineering; 30+ years in transport and tourism development.
- Board and committee leadership roles in major contracting and investment companies.



**Abdulaziz Othman Mohammed Alnasser,**  
**Independent**

**Board tenure:** 3 years

- Bachelor's in Business Administration; Diploma in Financial Control.
- Senior finance leadership roles in Saudi healthcare sector, including CFO and EVP Finance.



# Q&A

---

Investor Relations E-mail:  
[IR@Mawarid.com.sa](mailto:IR@Mawarid.com.sa)

