

## Overview

Fawaz Abdulaziz Alhokair & Co (known as Alhokair) was formed in 1990 by Fawaz, Salman and Abdulmajeed Alhokair. The company has since become the leading franchise retailer in the KSA and the only listed business of its type in the Middle East.

Since the opening of its first store in 1991, Alhokair has grown considerably and now trades in circa 1,676 stores across 100 shopping malls in 11 countries, with a retail platform operating on a total GLA of nearly 480,000m2. Alhokair currently represents 82 brands across retail and F&B with a team of more than 10,500 employees.

## Vision & Strategy

Our **vision** is to be the **leading 'lifestyle' retailer** of choice in Saudi Arabia and our selected strategic markets.

Our vision and growth ambitions are enabled by our **operational upgrade strategy** with **4 key pillars**:

**Portfolio Optimization**

**Operational Excellence**

**Building a Lifestyle Brand**

**Commitment to Digital**

## Share Information

<b>Tadawul</b>	4240
<b>Bloomberg</b>	ALHOKAIR:AB
<b>Sector</b>	Consumer Discretionary
<b>Industry</b>	Retail
<b>Number of Shares*</b>	114,766,448
<b>Free Float**</b>	30.81%
<b>Financial Year End</b>	31/03

\* Number of shares dropped to 114,766,448 effective 04/07/2022 following EGM approval of capital reduction  
\*\* as at 30/06/2022

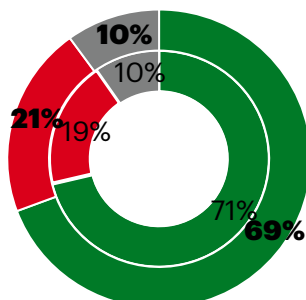
## Financial Performance Highlights

<b>Revenue</b>	SAR 3,079 mn
<b>Gross Profit</b>	SAR 471 mn
<b>EBITDA Margin*</b>	7.4%
<b>Net Profit</b>	SAR 81 mn
<b>Inventory</b>	1.4 bn
<b>LFL % Change</b>	(3.1%)

\*pre-IFRS 16 EBITDA Margin

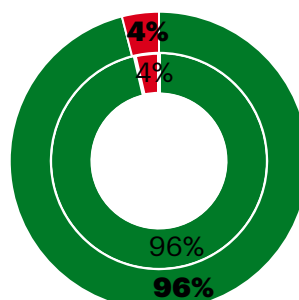
## Top-line overview

### Revenue by division



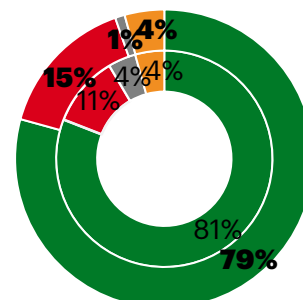
Q2-FY23 - Outer circle  
Q2-FY22 - Inner circle  
■ KSA Retail ■ Int'l Retail ■ F&B

### Revenue by channel



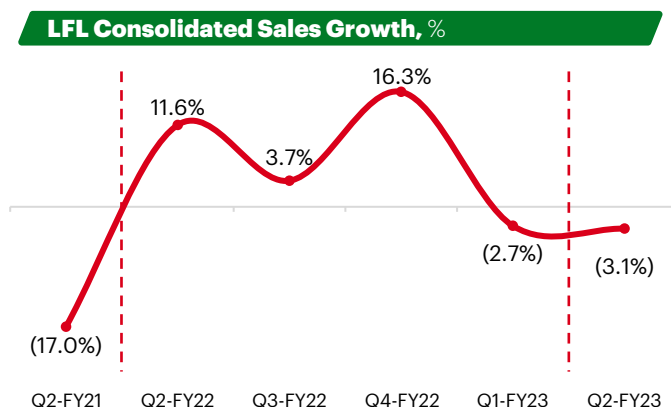
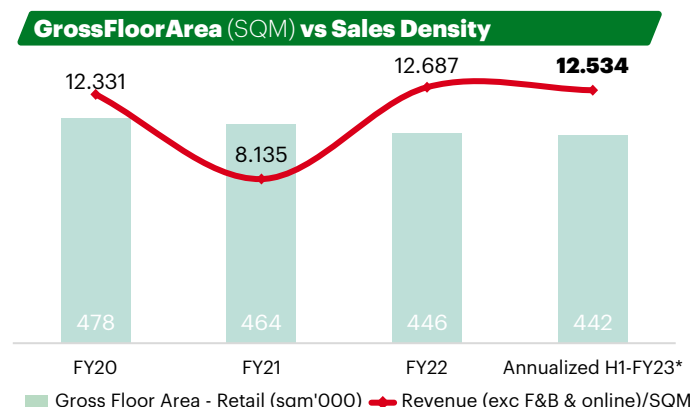
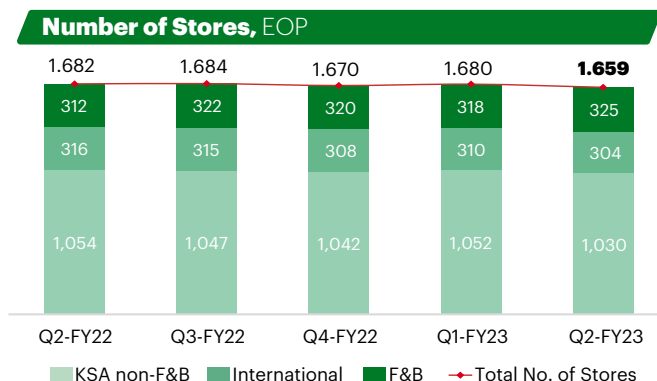
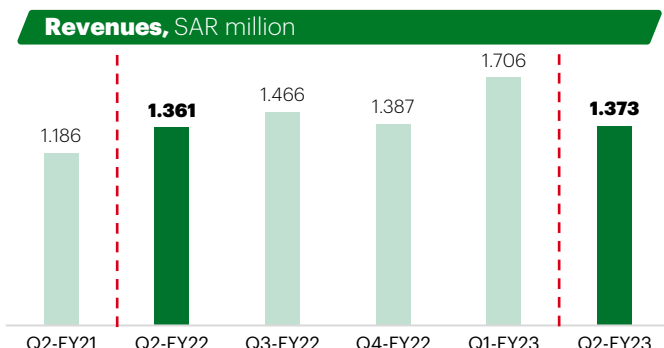
Q2-FY23 - Outer circle  
Q2-FY22 - Inner circle  
■ Stores ■ Online

### Revenue by geography



Q2-FY23 - Outer circle  
Q2-FY22 - Inner circle  
■ KSA ■ CIS ■ Egypt ■ Others

## Operating Highlights



## Key Strategic Pillars

Portfolio Optimization	Operational Excellence	Building a Lifestyle Brand	Commitment to digital
Optimize store network	● IT, finance and other optimization initiatives	● New and differentiated brand identity	● Launch "buy now pay later" for new brands
Exit weak/non-performing markets	● Revamp inventory & supply chain management	● Stores roll-out for new brands	● Enhance Vogacloset portfolio
Expand portfolio – unique brand experience	● 1st phase of shared center live	● Grow F&B network	● Launch customer service center
Increase revenue per SQM	● Dispose of non-core assets	● Launch loyalty & CRM program	● FAS Finance

● Achieved ● WIP

## Disclaimer

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as "according to estimates", "anticipates", "assumes", "believes", "could", "estimates", "expects", "intends", "is of the opinion", "may", "plans", "potential", "predicts", "projects", "should", "to the knowledge of", "will", "would" or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding our business and management, our future growth or profitability and general economic and regulatory conditions and other matters affecting us.

Forward-looking statements reflect our management's ("Management") current views of future events, are based on Management's assumptions and involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause our actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements. Our business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to become inaccurate. These risks include fluctuations prices, costs, ability to retain the services of certain key employees, ability to compete successfully, changes in political, social, legal or economic conditions in Saudi Arabia, worldwide economic trends, the impact of war and terrorist activity, inflation, interest rate and exchange rate fluctuations and Management's ability to timely and accurately identify future risks to our business and manage the risks mentioned above.