

## BinDawood Holding Q1 2024 Results

- Revenue grew by a robust 6.6% compared to the same quarter of the prior year.
- The Company's profits reached SAR 60.5 million in Q1 2024, marking a healthy year-on-year ("YoY") increase of 15.9%.
- The Company has declared an interim dividend of SAR 0.1/Share.

**Jeddah, Saudi Arabia; 16<sup>th</sup> May 2024** – BinDawood Holding Co. (Tadawul: 4161 and the "Company"), one of the leading grocery retail operators of hypermarkets and supermarkets in the Kingdom of Saudi Arabia ('KSA'), today reported its Q1 2024 financial results.

### Financial Highlights (SAR Million)

	Q1 2024	Q1 2023	% Up / (Down)	Q4 2023
Revenue	1,472.9	1,381.2	6.6%	1,451.4
Gross Profit	451.0	416.6	8.3%	520.3
Operating Profit	83.4	76.2	9.5%	132.3
Net Profit	60.5	52.2	15.9%	123.0

### Comments from Mr. Ahmad AR. BinDawood, CEO of BinDawood Holding:

*"The first quarter of 2024 recorded a revenue of SAR 1,472.9 million, reflecting an upswing of 6.6%, on a YoY basis. This increase was achieved by a 7.5% increase in footfall on a YoY basis, confirming our success in elevating the customer experience.*

*Our Artificial Intelligence ("AI") driven loyalty program boasts an extensive reach of more than 5 million customers, enabling us to collect and analyze data, understand and respond to customer needs more effectively and make informed decisions to enhance profitability. We are exploring the use of AI and fintech solutions to further improve our operations and customer interaction, including customer financing options like "buy now, pay later" schemes. These innovations will not only boost our operational efficiency but also deepen customer engagement with our brand. Our investment in technology has yielded sizable returns, and we are optimistic that digital technology and AI will accelerate our growth momentum in the years ahead.*

*Ykone, our subsidiary in France, continues to expand its operations and is now recognized as one of the top three influencer marketing agencies worldwide. International Applications Company ("IAC") showed YoY growth in revenue and has been instrumental in driving customer analytics.*

*We continue to focus on expanding our store footprint and online presence. We are investing heavily in the rollout of different store formats in Riyadh and the Western Region. Our first mega dark store will be*

completed and ready for operations in H2 2024. This store will facilitate an uptick in the numbers and frequencies of local deliveries, which in turn will augment sales and boost business growth and is completely on point with our omni-channel strategy.

### Financials: Q1 2024

In the first quarter of 2024, reported revenue was SAR 1,472.9 million, reflecting a 6.6% increase from SAR 1,381.2 million in the corresponding quarter of the previous year and a sequential revenue uptick of 1.5% from SAR 1,451.4 million in Q4 2023. Both our brands contributed to this growth. Sales for BinDawood stores for the current quarter were SAR 484.0 million, an increase of 8.5% compared to Q1 2023 and 18.2% compared to Q4 2023. Danube stores recorded sales of SAR 934.9 million for Q1 2024 which reflected an increase of 7.1% compared to Q1 2023 and 2.5% compared to Q4 2023. The upturn in performance was driven by enhanced preparations for the Pre-Ramadan season and the continuing success of the loyalty program.

In Q1 2024, Gross Profit amounted to SAR 451.0 million, marking a healthy increase of 8.3% compared to SAR 416.6 million in Q1 2023 but 13% lower than the Gross Profit of SAR 520.3 million in Q4 2023. The Gross Profit Margin for Q1 2024 stood at 30.6%, showing an enhancement from the same quarter of the previous year, which was at 30.2%. However, there was a sequential decrease from 35.8% in the previous quarter. This reduction in margin can be attributed to the Company's conservative strategy in recognizing certain supplier rebates only when there is greater believe on the outturn for the full year.

Operating expenses in Q1 2024 amounted to SAR 369.5 million, reflecting an increase from SAR 342.1 million in Q1 2023. The ratio of operating expenses to revenue was 25.1% of sales in Q1 2024, compared to 24.8% in Q1 2023. The increase in expenses as a percentage of sales from the same quarter last year is attributable to investments in human capital, new store launches, and the amortization of intangible assets, which began in the second quarter of 2023.

The net profit, at SAR 60.5 million, rose by 15.9% compared to SAR 52.2 million in the same quarter of the previous fiscal year. The net profit for Q4 2023 stood at SAR 123.0 million.

### About BinDawood Holding Co:

BinDawood Holding (Tadawul: 4161 and the Company), a retail conglomerate, that focuses on information technology and retail solutions, it capitalizes on investment opportunities, driving long-term growth. Driven by a vision for sustained growth, BinDawood Holding continues to solidify its position as a frontrunner in the retail industry, poised to capitalize on emerging opportunities and deliver exceptional value to stakeholders. BinDawood Holding continues to shape the retail landscape through constant innovation and a steadfast commitment to excellence by operating its business under the following brands:

**BinDawood:** Renowned as one of Saudi Arabia's premier grocery superstore retail brands. It prioritizes exceptional value for money and superior customer service, making it an iconic choice for shoppers.

**Danube:** Positioned as a high-end grocery retail brand, Danube is synonymous with quality and freshness. Offering a wide array of organic and specialty products, it caters to discerning customers seeking premium offerings.

**BinDawood Dash and Danube Dash:** Under its purview, BinDawood and Danube pioneered the express store concept, featuring exclusive outlets at the Haramain High-Speed Railway Station. These outlets showcase premium quality and carefully curated imported goods, offering added convenience for busy shoppers.

**Ykone:** Headquartered in Paris, Ykone is a global leader in influencer marketing services. Offering comprehensive solutions in strategy, talent management, content production, and monitoring, it serves leading brands worldwide, including those in Europe, Asia, the US and MENA region.

**International Applications Company (IACo):** the developer and operator of BinDawood Holding's Danube and BinDawood e-commerce channels. Furthermore, it is expanding its network of dark stores throughout the Kingdom, aiming not only to ensure prompt delivery and an unwavering 100% fulfillment rate but also to elevate customer satisfaction. In addition, it provides digital support services and implements a loyalty program, equipping BinDawood and Danube with the tools necessary for data-driven decision-making and customer engagement.

#### [INVESTOR ENQUIRIES:](#)

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