



شركة العرض المتقن
Perfect Presentation



Annual Report 2025

Global Accreditations
Strengthening Leadership

**In the Name of Allah,
the Most Gracious,
the Most Merciful**



Custodian of the Two Holy Mosques

King Salman bin Abdulaziz Al Saud

May Allah Preserve Him



Royal Highness the Crown Prince

Mohammed bin Salman

May Allah Preserve Him

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01 Overview





Chairman of the Board Message



Nasser Abdullah Albassam

Chairman of the Board



“We continuously strive to enhance operational efficiency through improving quality and reducing costs”

**Dear Esteemed Shareholders,
Peace be upon you, and the mercy
and blessings of Allah,**

I am pleased to share with you the Annual Report of Perfect Presentation (2P) "2P", which highlights the Company's performance and achievements for the fiscal year ended 31 December 2025. During this year, our Company demonstrated exceptional resilience and the ability to efficiently address challenges in a vital sector undergoing continuous transformation amid the rise of the digital economy, digital transformation, and the adoption of Artificial Intelligence technologies. The technology sector continues to stand out as a key driver of economic growth through development and innovation processes aimed at building a growth-enabling digital infrastructure that supports both digital and traditional sectors with highly efficient models.

At "2P", we have adopted an approach centered on innovation and development to meet customer needs by leading the delivery of the latest technological innovations and solutions, and by advancing services through automation, data, and Artificial Intelligence to achieve digital transformation. This significantly contributes to realizing the objectives of Saudi Vision 2030 aimed at enhancing economic growth, improving quality of life, and shaping a sustainable, technology-driven future.

Despite numerous challenges, including the entry of global companies into the Saudi market and intensified competition, "2P" strengthened its position and increased its market share through further partnerships, which were reflected in sales growth and improved profit margins. This reaffirms its leadership in the telecommunications and information technology sector by delivering specialized and innovative solutions that serve all business sectors.

Here, the effectiveness of the strategy adopted

by "2P" becomes evident, along with its ongoing commitment to adopting the highest quality standards and focusing on operational efficiency across its operations, enabling it to achieve tangible results and demonstrate its ability to realize its strategic objectives.

In this context, we reaffirm to investors and stakeholders our continued focus on increasing profit margins, expanding in local and regional markets, strengthening our technical capabilities, preserving our financial and human resources, and adopting best practices to enhance quality and reduce costs, thereby elevating the Company's operational efficiency and reinforcing its ability to adapt to changes and capitalize on opportunities.

Over the past years, the Kingdom has become the focus of global attention and the most significant economic force in the region, which requires us to intensify our efforts, develop our services, strengthen our presence, and adopt an innovation-driven approach to serve as a vital contributor supporting our nation's journey of growth and prosperity.

I assure every one of our full commitment to the highest standards of governance and compliance to ensure transparent and effective decision-making, while maintaining the significant progress we have achieved in our sustainability journey by embedding environmental and social principles to create a positive impact on the environment and society.

In closing, I extend my sincere thanks and appreciation to "2P" employees and shareholders for their trust and support, which form the foundation of our success, and I pray to Almighty Allah that the coming year will be filled with prosperity and well-being for our beloved nation and its noble people.

“2P”.. A Trusted Provider of Integrated Information and Communications Technology Services

Company Overview..

Perfect Presentation (2P) was established as a sole proprietorship in 2004 in Riyadh under the name Perfect Presentation Office for Commercial Services Establishment. Within a few years, it solidified its position in the Saudi market as a trusted provider of comprehensive and integrated Information and Communications Technology (ICT) services, delivering system integration services and digital transformation solutions through specialized and interconnected business units that address ICT sector needs with competitive advantages built on the accumulated expertise gained throughout its long journey in the field of Information Technology.

The Company provides a wide range of integrated IT services and solutions to its clients through several integrated business units, most notably the Software Development Unit, the Operations and Maintenance Unit, and the Customer Experience Unit.

The headquarters of Perfect Presentation is located in Riyadh, Al Qirawan District, with branches covering various regions of the Kingdom. Its strategy has also successfully expanded beyond the Kingdom to include the Arab Republic of Egypt, where it secured several contracts and projects, supported by its reputation and leadership in the digital ICT market at both the local and regional levels.

In 2021, “2P” underwent a significant transformation in its investment journey by converting into a Saudi Closed Joint Stock Company, adopting a well-established institutional approach to achieve excellence and enhance trust with shareholders and stakeholders through its commitment to transparency and integrity in all its dealings, and by applying the highest international governance standards in accordance with the rules and regulations issued by the Capital Market Authority.

In 2025, “2P” officially joined the United Nations Global Compact (UNGC) network in the Kingdom, a voluntary initiative aimed at developing programs and disclosing responsible business practices. This step was taken to strengthen trust and credibility with stakeholders, manage risks effectively, and improve the Company’s organizational performance by enhancing operational efficiency and preserving resources to achieve sustainable growth.

In the same year, the Company obtained approval from the Capital Market Authority to increase its capital from SAR 300 million to SAR 330 million, representing a 10% increase to be covered through the capitalization of a portion of retained earnings, for the purpose of allocating shares to the Employee Share Program. This step reflected its commitment to strengthening its competitive capabilities and increasing its resources to enable growth and expansion into new programs and initiatives.





Operational Activities in (the Year) Indicators and Figures

“2P” bases its operational vision on a detailed strategy for its main business units, through which it aims to grow revenues, increase profit margins, and maintain the market position it has gained by building competitive advantages, while focusing on operational efficiency without compromising quality.





Key Financial Performance Indicators

(Financial Sustainability and Ability to Achieve Balance)

The financial results of Perfect Presentation (2P) during 2025 recorded notable growth in revenues, strengthening its financial position and its ability to maintain targeted profit margin levels through sustainable cash flows and the achievement of financial balance.



Core Business Activity

The Company's core business activity is centered on delivering innovative digital solutions and services that enhance the performance of the Information Technology ecosystem in the Kingdom, through the integrated design of cybersecurity solutions, integrated managed services solutions, network infrastructure solutions, operations and maintenance solutions, and custom application development, in addition to enhancing customer experience through the development of calls, email, chat, and social media channels.



To maintain the Company's position and strengthen our leadership in technology solutions and digital transformation targeting the business sector.



To provide technology solutions and digital transformation services centered on meeting evolving market needs.



We harness digital capabilities to deliver the best solutions to our clients



Saudization

We contribute to building a strong and sustainable economy by attracting and empowering national talents and providing a motivating and talent-attracting environment.

Innovation

We strive to deliver innovative products and services that meet our clients' aspirations, granting us a sustainable competitive advantage.

Integrity

We build trust-based relationships with clients, employees, and investors, reinforcing our reputation as a trusted Information Technology provider.

Excellence

We work to increase operational efficiency, improve processes, and deliver an exceptional experience that achieves customer satisfaction and strengthens loyalty.



Our Journey

Keeping Pace
with and
Adapting to
Transformations

For nearly a quarter of a century, “2P” has remained at the forefront of Information and Communications Technology initiatives and the establishment of the Kingdom’s digital infrastructure through the solutions and products it provides to clients across both the private and public sectors, meeting their needs and accelerating business operations. Throughout these years, it has maintained close engagement with a wide range of global technology providers to acquire the latest technological innovations, enabling it to deliver the best digital solutions and services. Over its extended journey of success, the Company has passed through numerous milestones and transformations that marked significant turning points in its growth and development.



A Clear Vision and Flexible Approach Bolster <2P's> Leadership in Digital Transformation



Key Milestones in the Journey of Achievement

2007 - 2003

Launch of the electronic payment service (Smart Cash).

Development of an integrated Contact Center Management System.

Establishment of the Software Solutions Unit to develop the Company's products

Launch of "Perfect Presentation – 2P" and commencement of operations through the delivery, establishment, and development of the (Tarasol) system.

Establishment of an SMS platform (SMS966.com).

Development of an integrated SMS system for the individual sector under (Yamamah.com).

2011 - 2008

Signing strategic partnerships with leading global providers of contact center software technologies and solutions.

Establishment of a specialized business unit for the sale, establishment, management, and operation of contact centers and their development for government entities.

Expansion of the Company through the provision of (Tarasol System) services to include the government sector.

The Company was ranked as the second fastest-growing company in the Kingdom of Saudi Arabia by Harvard Business School (Harvard Business School).

Signing franchise rights with Dynatrace, one of the world's leading software performance monitoring and user experience solutions companies, appointing 2P as its representative in the Kingdom of Saudi Arabia.

2018 - 2013

Launch of software development services for Company clients through the Software Development Unit.

Obtaining the global software development classification (CMMI-Dev L3) as the first Saudi company to achieve this classification.

Signing of the first government Operations and Maintenance contract.

Establishment of the Operations and Maintenance Unit.

Reaching (1,000) engineers working on Operations and Maintenance projects.

2022 - 2019

Signing a strategic partnership agreement as the official representative of Contrax to deliver global best practices and methodologies in software development.

Receiving the Best Strategic Partner and Gold Partner Award from Genesys.

Advancement to Platinum Level in the (Nitaqat) Program.

The Company received the Best Government Sector Partner Award from Genesys.

Receiving the Best Large-Scale Contact Center Operations Service Provider Award (more than 600 contact agents) from Insights at the Middle East level.

2025 - 2023

Increase of the Company's capital from **SR** 150 million to **SR** 300 million, representing a 100% increase.

Launch of two new products: (Perfect Signage digital displays) and (Perfect Home).

Addition of three main business units to the Company's activities: (IT Managed Services Business Unit, Networks and Infrastructure Business Unit, and Cybersecurity Business Unit).

Par value split of the Company's shares from (SAR 10) to (SAR 1), with the number of shares after adjustment reaching (150) million shares, with no change in capital.

The Company joined the United Nations Global Compact (UNGC) by aligning its strategies and operations with the Ten Principles of the United Nations Global Compact.



Key Strategic Events of the Company for 2025

The year 2025 was exceptional, driven by the strategic contracts concluded by “2P” with prominent government entities and the major projects it executed with the same professionalism that has distinguished it. The Company’s attainment of international certifications also marked a significant milestone in its efforts to elevate the standards of the services it provides and demonstrated its commitment to global quality standards, enabling it to deliver reliable services characterized by efficiency, consistency, and dependability.

During this year, “2P” intensified its efforts to embed a culture of operational excellence, accelerate innovation in the business sector, and develop innovative and sustainable digital services that support the Kingdom’s ambitions to build a globally competitive digital economy.



Embedding a Culture of Operational Excellence and Developing Innovative Digital Services.. An Ambition Renewed Every Year



**Strong Government
Partnerships and
World-Class Digital
Services**

First Quarter

Signing of the Ministry of Health project contract for the implementation, activation, and maintenance of the Electronic Medical Record for hospitals under Hafr Al Batin Health Cluster, with a total value of (ﷲ 63,342,000.00), inclusive of Value Added Tax.

Signing of the Unified Contact Center Operation and Operations Support project contract with the Ministry of Investment, valued at ﷲ 62,646,897.46.

Perfect Presentation for Commercial Services Co. (2P) Announces Its Annual Financial Results for the Period Ending December 31, 2024

Second Quarter

Signing of the Operations and Maintenance contract for the technical systems of Zones One and Five of the Sports Boulevard Project under a framework agreement model, with a financial ceiling of ﷲ 19,998,500.00.

Signing of the project contract for the operation and maintenance of digital infrastructure for (48) hospitals in the Central Region for the Ministry of Health, valued at ﷲ 85,963,716.87, inclusive of Value Added Tax.

Recommendation of the Board of Directors to the Extraordinary General Assembly to increase the Company's capital for allocation to the Employee Share Program from ﷲ 300,000,000 to ﷲ 330,000,000.

Perfect Presentation for Commercial Services Co. (2P) Announces Its Preliminary Financial Results for the Period Ending March 31, 2025 (Three Months)

Signing of the Unified Contact Center Operation project contract for National Water Company – Voice Channels, with a total value of ﷲ 66,629,723.50, inclusive of Value Added Tax.

Signing of the Unified Contact Center Operation contract for the Ministry of Commerce, with a total value of ﷲ 87,156,414.96, inclusive of Value Added Tax.

Third Quarter

Perfect Presentation for Commercial Services Co. (2P) Announces Its Preliminary Financial Results for the Period Ending June 30, 2025 (Six Months)

Signing of a contract with Eastern Health Cluster for the maintenance and operation of computer systems, networks, and related digital health components, with a total value of (ﷲ 122,189,455.00), inclusive of Value Added Tax.

Fourth Quarter

Approval by the Extraordinary General Assembly to increase the Company's capital.

Perfect Presentation for Commercial Services Co. (2P) Announces Its Preliminary Financial Results for the Period Ending September 30, 2025 (Nine Months)

Signing of the Unified Technical Licenses Project contract at the Ministry of Commerce, with a total value of (ﷲ 67,024,393.40), inclusive of Value Added Tax.

Perfect Presentation for Commercial Services Co. (2P) Announces Its Preliminary Financial Results for the Period Ending September 30, 2025 (Nine Months)

Purchase of a property in Riyadh with an area of 3,005.14 square meters, valued at (ﷲ 83 million).

Geographical Presence

“2P” continued its pursuit of strategic expansion to strengthen its local and regional presence through strategic investments in high-opportunity markets, aiming to diversify its portfolio, achieve a balanced revenue mix, and create sustainable value by leveraging high-growth regional markets and reinforcing its investments in advanced sectors.



Contracts by Region (In Million SAR)

Region	Number of Contracts	Total Contract Value	Total
Central Region	274	3,924	ﷲ 4,410
Western Region	16	371	
Eastern Region	3	25	
Northern Region	4	57	
Southern Region	5	33	



Quality Certifications and Accreditations

During 2025, “2P” obtained a number of prestigious certifications at both the local and international levels in recognition of the progress it achieved and its exceptional performance in service delivery, reaffirming its leadership in technology, sustainability, and operational excellence, and strengthening its position as a trusted brand shaping the digital future locally and regionally.

The Company’s diligent efforts and constructive collaboration across all sectors and business units played the greatest role in obtaining these certifications, which represent the culmination of its ongoing journey in enhancing performance and delivering distinguished solutions that meet client needs and exceed expectations.

COPC Certification

The COPC Certification is a global standard awarded to companies and institutions that adhere to the highest international quality standards in contact center management and customer experience. “2P” obtained this certification as a clear affirmation of its commitment to enhancing the quality of contact center operations management and improving operational efficiency, underscoring its distinction in contact center management and customer experience optimization.



CMMI Level 3 Certification

“2P’s” achievement of the CMMI Level 3 Certification reflects the maturity of its institutional processes, the quality of its project management, and its adherence to global compliance standards after documenting and standardizing its processes across all projects. It also demonstrates its operational excellence, continuous improvement, and leadership within the digital landscape.



Uptime Institute Tier III Certification

The Uptime Institute Tier III Certification is a global accreditation model that measures the readiness and reliability of technical infrastructure in data centers. “2P’s” attainment of this certification represents international recognition confirming the reliability of its infrastructure, fault tolerance, and maintainability, as well as its adoption of global best practices across all its data centers and compliance with international standards.



**International
Recognition of “2P”
Leadership in Shaping
the Digital Future**

ISO 30414 Certification

"2P" obtained the ISO 30414 Certification for Human Capital Reporting metrics, aimed at governing human capital and measuring the true contribution of the workforce toward achieving the Company's strategic objectives, while reinforcing transparency, retention, recruitment, and strengthening institutional reputation.



ISO 22301 Certification

This standard is considered one of the fundamental quality requirements. Obtaining it represents international accreditation confirming compliance and business continuity capability, reducing operational risks, and ensuring the continuity of operations and services during times of crises and fluctuations, thereby strengthening the confidence of clients and investors.



ISO 37001 Certification

The ISO 37001 Anti-Bribery Management System Certification is one of the key international standards that assists organizations and companies in preventing and combating bribery. Its importance lies in promoting integrity and transparency, protecting reputation, and ensuring compliance with local and international laws. "2P's" attainment of this certification constitutes global recognition of its commitment to the highest standards of transparency and financial and ethical integrity in its operations.



ISO 18295-1 Certification

This standard aims to ensure the delivery of sustainable and high-quality services. "2P" obtained this certification, affirming its excellence in contact center management and its ability to meet service provider requirements with the required efficiency and quality.



ISO 18295-2 Certification

The ISO 18295-2 Certification is a key standard for organizations that operate internal or outsourced contact centers, reducing risks associated with complaints by defining clear and measurable Service Level (SL) performance indicators. "2P" obtained this certification, affirming its excellence in delivering services aligned with customer needs and strengthening their confidence in the Company.



ISO 45001 Certification

The ISO 45001 Certification aims to provide a healthy and safe work environment and to enhance the overall sustainability of the organization. "2P's" attainment of this certification reflects its commitment to local and international health and safety laws and regulations, as well as its dedication to protecting its human capital by implementing effective occupational risk prevention programs.





02

Strategic Overview of the Company



Chief Executive Officer's Message



Ehsan Adnan Doughman

Chief Executive Officer and Board Member



“During 2025, ‘2P’ demonstrated exceptional capability in overcoming challenges through its deep understanding of its clients’ needs and the trust they place in it.”

Dear Esteemed Shareholders, Peace be upon you, and the mercy and blessings of Allah,

In 2025, “2P” continued its strategic growth trajectory based on expansion and increasing profit margins, while maintaining and enhancing operational efficiency—an approach that proved successful, as reflected in the positive financial indicators achieved during the year. Despite numerous challenges, including the reduction of budgets allocated to government projects and the entry of global competitors into the Saudi market, “2P” confronted these challenges with strength and resilience, leveraging its many strengths—most notably its accumulated expertise in the local market, developed over years of deep understanding of its clients’ needs, as well as the trust and credibility it has consistently demonstrated across all its operations. This is further supported by the strength of its team and its innovative strategies that have enabled it to overcome market and competitive challenges.

The year 2025 was marked by significant achievements across multiple fronts, as “2P” reaped the benefits of the plans it had established in previous years, particularly through the creation and development of new business lines such as cybersecurity and managed services. These initiatives had a substantial impact on expanding the Company’s market base and increasing profit margins, while maintaining operational efficiency. The Company achieved encouraging growth alongside the launch of promising partnerships, reinforcing the need to continue developing its services and products through rapid responsiveness, continuous adaptation, and the effective utilization of talent to enhance customer experiences and build long-term relationships.

Among the most notable achievements in product development was the launch of Perfect Revenue, a licensed and approved product by NPHIES and the Insurance Authority, opening new horizons for entering a new sector to increase the Company’s sales and achieve enhanced profit margins. This aligns with the Company’s strategy aimed at diversifying its revenue streams and increasing local content, while further strengthening “2P’s” reputation and position as a trusted provider in the Information and Communications Technology (ICT) market.

“2P” also achieved a remarkable milestone during the year by obtaining several international certifications, including the COPC Certification, which confirms

its excellence in contact center management and customer experience enhancement, and the CMMI Level 3 Certification, reflecting the maturity of its institutional processes and the quality of its project management. In addition, the Company obtained the Uptime Institute Tier III Certification, demonstrating the readiness and high reliability of its technical infrastructure in data centers. These achievements reflect the Company’s commitment to the highest standards of quality and institutional excellence. The attainment of these certifications has contributed to improving internal performance across various business units and departments, increasing productivity, and enhancing operational efficiency through the adoption of global standards and methodologies integrated into the Company’s strategy. We anticipate further improvements in institutional performance and continued compliance in the coming years.

During 2025, the Company’s management focused on advancing its human capital, driven by its firm belief that its true asset lies in its workforce. Numerous training programs were implemented both within and outside the Kingdom, most notably the Waed Program—an employment-linked scholarship program—in collaboration with the Ministry of Communications and the Custodian of the Two Holy Mosques Scholarship Program. The Company designed these programs in alignment with its technical and functional needs to empower and develop the skills of Perfect Presentation employees, in addition to collaborating and coordinating with leading training institutions. The human resources strategy adopted by the Company has contributed to strengthening “2P’s” reputation as a preferred destination for experienced and highly qualified talent.

In this context, “2P” is diligently working to increase Saudization rates across all its departments through clear targets supported by its ambitious initiatives aimed at empowering women. Saudization at “2P” has reached 75%, including the full localization of all engineering and project management roles. Corporate governance remains one of the fundamental pillars of the Company’s strategy to achieve institutional excellence and enhance the confidence of shareholders and stakeholders. The Company continues to regularly review its policies and operational and financial procedures to ensure alignment with applicable standards and regulations.

Strategy and Business Model

An Ambitious Future Vision to Enable and Accelerate Digital Transformation

In its continuous pursuit to strengthen its position as a key enabler of the Information and Communications Technology (ICT) sector, “2P” aspires to become a leader in digital innovation, leveraging its unique strengths, as well as its distinguished services and solutions, to achieve further growth and resilience through the implementation of an innovative business model aligned with its strategy to create sustainable value for all stakeholders.

In this context, the Company has placed strong emphasis on obtaining international accreditations, reflecting its commitment to quality and credibility, as well as its continuous efforts to develop its products and services and enhance operational efficiency to achieve customer satisfaction and ensure compliance with international standards.

“2P’s” strategic approach is built upon three core pillars: enhancing reach by expanding its partnership network, increasing awareness of its products, and developing its customer base; strengthening reliability by advancing quality procedures, improving maintenance and technical support services, enhancing training programs, and attracting talent; and diversifying revenue streams by entering and targeting new markets and developing innovative products and services that meet customer expectations and enrich their experiences.

Strategic Pillars

“2P” recognizes the evolving expectations of its clients across both the public and private sectors for secure, reliable, and exceptional digital experiences. Accordingly, the Company has developed an integrated operating ecosystem that responds to these expectations and delivers solutions tailored to their needs, through more diverse and dynamic models aligned with its ambition to lead the Information Technology and technology solutions market both within and beyond the Kingdom.

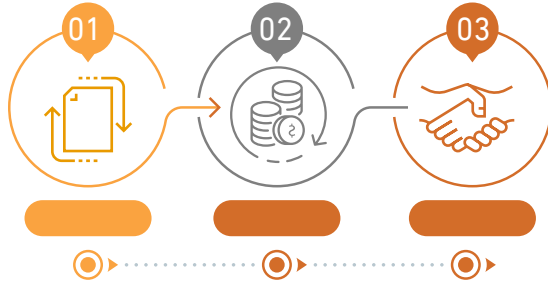


Keeping Pace with Evolving Customer Expectations... Committed to Creating Long-Term Value for All Stakeholders

Core Pillars

Execution Enablers

Enhancing Reach



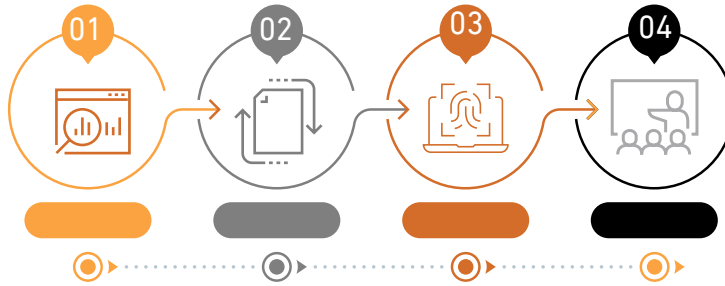
Expanding the partnership network and unlocking new execution opportunities

Strengthening marketing efforts and increasing awareness of the Company's products

Developing the existing customer base and delivering services



Strengthening Reliability



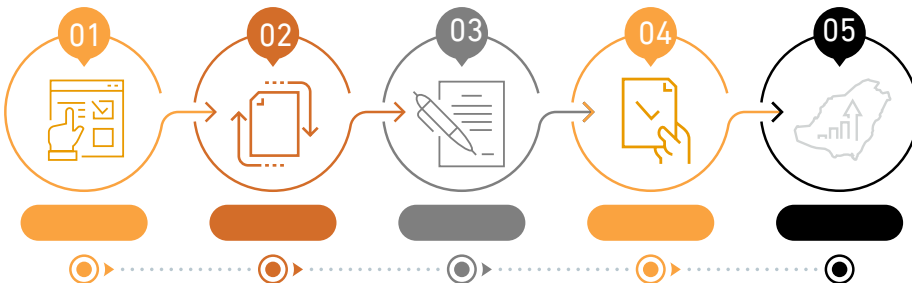
Advancing quality procedures

Testing and reviewing products and services

Enhancing maintenance and technical support

Providing training and education and attracting talent

Revenue Diversification



Diversifying Revenue Streams

Developing new products and services

Targeting new markets

Delivering advisory and training services

Licensing intellectual property

Operating Model

An Innovative Model for Value Creation and Building a Resilient Corporate Culture to Address Challenges

“2P’s” business model is centered on creating sustainable value for all stakeholders through innovation, operational excellence, and the adoption of the highest standards of quality and accreditation. The Company places customer satisfaction and the enhancement of customer experience at the forefront of its priorities by delivering high-quality products and services.

In addition, “2P” works to strengthen its relationship with its employees by fostering a culture of collaboration, teamwork, continuous development, and capability building. It also reaffirms its ongoing commitment to shareholders through the adoption of governance and transparency.

The Company’s Proprietary Business Model

“2P” has designed an advanced business model within a comprehensive institutional governance framework, through which it unifies resources and efforts, clearly defines responsibilities, and links them to precise and professional performance metrics. This model is based on evaluating the customer experience in all its aspects, with the aim of achieving the highest levels of efficiency, quality, and excellence, in a manner that ensures the achievement of desired outcomes and their continuous improvement. The Company’s proprietary business model is summarized as follows:



“2P” has developed an advanced business model that enables it to meet market needs and capitalize on promising opportunities

Inputs

Key Resources

1. Workforce
2. Data Centers
3. Infrastructure
4. Intellectual Property Products
5. Customer Base

Operations

Value Proposition

1. Integrated Information Technology management and Business Process Outsourcing services centered on customer experience and digital transformation
2. Meeting and exceeding customer expectations
3. Delivering value to our clients

Customer Segments

1. Government Sector
2. Private Sector

Channels

Account Management

Key Activities

1. Business Application Development
2. Software Solutions Implementation
3. Procurement of Hardware and Software
4. Maintenance and Support
5. Staff Augmentation
6. Contact Center Operations
7. Project Management
8. Research and Development
9. Product Management

Outputs

Customer Relationships

1. Business Process Outsourcing
2. Advisory Services
3. Contracting
4. Service Provider

Revenue Streams

1. Software Development
2. Customer Experience
3. Managed Services
4. Operations and Maintenance
5. Networks and Infrastructure
6. Cybersecurity



”Competitive Advantages of “2P”

Strong Competitive Advantages Driving Value Creation

In light of the rapid technological advancements and the growing demand for Information and Communications Technology (ICT) services driven by the imperative of digital transformation, investing in “2P” remains a promising opportunity to achieve attractive returns and sustainable growth for shareholders. This is supported by the Company’s numerous competitive advantages, its pivotal role in driving digital transformation, and the high-quality solutions and services it provides to its clients across both the public and private sectors.



The Imperative of Digital Transformation and High-Quality Services Enhances the Investment Attractiveness of “2P”







Competitive Advantages

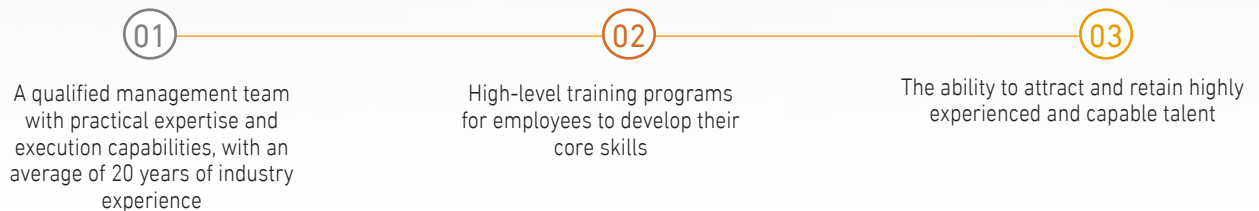
1

Innovation and Delivery of Comprehensive and Integrated Solutions and Services (One Stop Shop)



2

Experienced Workforce and Qualified Team



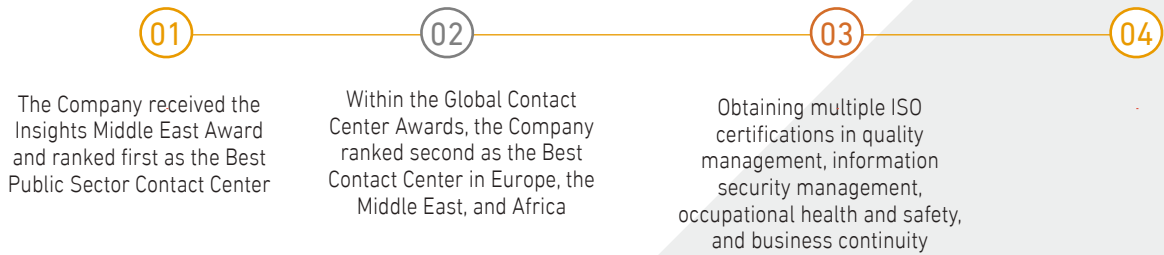
3

Agility and Strong Capability to Adapt to Market Dynamics

Understanding clients' culture and business environment across both the public and private sectors enables the delivery of tailored solutions, based on the following:



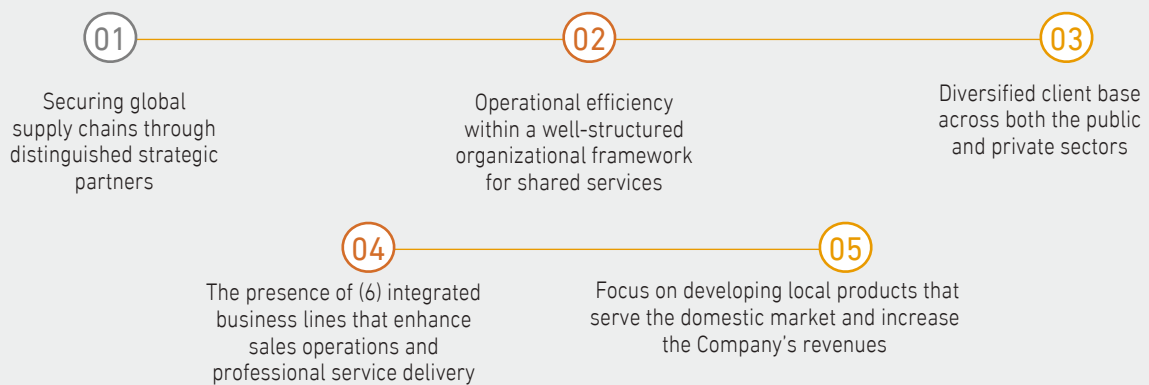
4 Recognized Local and International Achievements



5 Unique Value Proposition in the Market



6 Flexible Operating Model



7 Distinct Growth and Development Capabilities



Building Strong International Relationships

Strategic Alliances Driving Shared Growth

“2P” is committed to building strong relationships with its business partners through constructive collaboration and effective communication to explore integration opportunities and discuss joint initiatives. The Company has established a number of strategic partnerships that support its ability to expand the scope of its services and strengthen its position locally and internationally, contributing to the creation of added value for all parties.

Strategic Partner



Certified Partner





The Company's Financial Performance for the Fiscal Year 2025

Profitability and Growth Indicators

During this year, “2P” achieved strong financial performance, reflected in revenue growth and disciplined cost management, while delivering sustainable value to investors. The Company’s business units delivered solid performance, demonstrating the success of its strategy in diversifying services, enhancing operational excellence, and reinforcing its position as a trusted provider of Information and Communications Technology (ICT). The following pages present the key highlights of the Company’s financial performance for the fiscal year ended 31 December 2025, providing a comprehensive analytical overview of the financial results, including revenues, profit margins, liquidity, financial position, assets and liabilities, and other key indicators.



Chief Financial Officer's Message



Mr. Maher Tawfiq Bawadi

Chief Financial Officer



Diversification of projects and the sustainability of cash flows have contributed to achieving the desired financial balance



Revenue increased during 2025 to **ﷲ1,237 Billion**, representing a growth of **16%**

“2P” continued its strong performance this year, building on the achievements of previous years while maintaining targeted profit margin levels through the diversification of projects and the sustainability of cash flows, which contributed to achieving the desired financial balance. This was directly reflected in the Company’s financial results, strengthening its financial position and enhancing its market standing.

During 2025, “2P” further strengthened its revenues across its various business units, recording total revenues exceeding **ﷲ1,2** billion, representing a growth of 16% compared to the previous year. The compound annual growth rate (CAGR) over the past five years reached 10.37%. At the same time, both current and non-current assets recorded growth of 35%, with current assets amounting to **ﷲ1,6** Billion, compared to **ﷲ1,2** Billion in the previous year, while non-current assets reached **ﷲ249** million, compared to **ﷲ164**

million in the previous year.

Net profit continued to grow this year on an annual basis, excluding non-recurring items, reaching **ﷲ134,195** million, representing a 5% increase compared to 2024, while maintaining the gross profit level at **ﷲ281,216** million for this year.

In this context, “2P” reaffirms its firm commitment to delivering sustainable value to shareholders, supporting national economic transformation, and driving innovation, while focusing on increasing profit margins, expanding in local and regional markets, strengthening its technical capabilities, and preserving its financial and human resources.

This enables the Company to further strengthen its brand as a trusted provider of technology solutions, serving as a strong driver for investment and a catalyst for achieving sustainable growth.



ﷲ281 Million net profit of “2P” at the end of 2025

Summary of Financial Performance

Financial Resilience in Addressing Challenges...

Statement of Income for the Last Five Fiscal Years (In Thousands)

Revenues	
2025	2024
1,237,358	1,071,028

Cost of Revenues	
2025	2024
(956,142)	(820,087)

Gross Profit	
2025	2024
281,216	250,942

Net Profit After Excluding Non-recurring Items	
2025	2024
134,195	127,581

Statement of Income for the Last Five Fiscal Years (In Thousands)

Item	2021	2022	2023	2024	2025	Change Between 2024-2025
Revenues	655,478	927,171	1,129,673	1,071,028	1,237,358	16%
Cost of Revenues	(539,472)	(746,745)	(919,268)	(820,087)	(956,142)	17%
Gross Profit	116,006	180,426	210,406	250,942	281,216	12%
Net Profit After Excluding Non-recurring Items	80,616	131,455	129,293	163,336	134,195	5%

Comparison of Assets and Liabilities (In Thousands)

Item	2021	2022	2023	2024	2025
Current Assets	383,175	672,819	1,003,322	1,269,775	1,685,525
Non-Current Assets	118,176	134,378	175,055	164,809	249,734
Total Assets	501,352	807,197	1,178,377	1,434,583	1,935,259
Current Liabilities	313,463	521,811	759,719	848,486	1,119,798
Non-Current Liabilities	28,172	31,786	36,634	41,654	141,776
Total Liabilities	341,635	553,597	796,353	890,140	1,261,575

The Company's Key Activities and Revenues (In Thousands)

Unit / Activity	Operating Revenue	Percentage
Operations and Maintenance	433,352	35%
Customer Experience	375,534	30%
Software Development	270,936	22%
Managed Services	139,885	11%
Cybersecurity	17,651	1%
Networks and Infrastructure	-	-
Total	1,237,358	100%

Types of Contracts

Contract Type	Percentage
Government	87%
Private	13%

Compound Annual Growth Rate (In Thousands)

Item	2022	2023	2024	2025	Compound Annual Growth Rate 2023- 2025
Customer Experience	344,021	304,459	298,023	375,534	2.22%
Operations and Maintenance	353,911	381,403	344,216	433,352	5.19%
Software Development	229,239	416,569	294,296	270,936	4.27%
Information Security and Cybersecurity	-	-	29,482	17,651	(22.62%)
Managed Services	-	37,242	105,011	139,885	55.45%
Networks and Infrastructure	-	-	-	-	-

Material Variances in Operating Results Compared to the Previous Year (In Thousands)

Item	2024	2025	Variances	% Change
Revenues	1,071,028	1,237,358	166,330	16%
Cost of Revenue	(820,087)	(956,142)	(136,055)	17%
Gross Profit	250,942	281,216	30,275	12%
Selling and Marketing Expenses	(7,442)	(13,013)	(5,571)	75%
General and Administrative Expenses	(43,564)	(47,031)	(3,467)	8%
Impairment Losses on Accounts Receivable	(30,758)	(33,529)	(2,771)	9%
Other Income	11,970	3,631	(8,339)	(70%)
Operating Profit	181,147	191,274	10,127	6%
Finance Costs, Net	(41,859)	(49,366)	(7,507)	18%
Zakat	(7,500)	(7,713)	(213)	3%
Net Profit After Excluding Non-recurring Items	127,581	134,195	6,613	5%



Market Overview

The Market is Expected to Continue Growing in the Coming Years

The Kingdom is considered one of the largest Information Technology and Communications markets in the Middle East and North Africa (MENA) region, witnessing rapid growth in areas such as Artificial Intelligence, cybersecurity, cloud computing, and data analytics. This growth is driven by significant investments in these sectors, supported by digital transformation and the rise of emerging technologies. Demand for data is expected to increase, with continued market expansion over the coming years amid the broader shift toward digitization and automation enablement, which will positively impact the financial performance of companies operating in these sectors.

The Saudi Economy

The Saudi economy witnessed notable growth in 2025 despite global economic challenges, driven by strategic directions and structural reforms adopted by the Kingdom aimed at economic diversification by increasing the contribution of non-oil activities to the Gross Domestic Product (GDP), which reached SAR 502.5 billion in 2024.

These activities have become a key pillar of economic and social development, supported by substantial investments in sectors such as tourism, infrastructure, manufacturing, and transportation. These sectors are characterized by increasing demand for digital solutions and advanced technologies, particularly in light of the various digital transformation initiatives adopted by the government.

The Saudi digital economy has also experienced significant growth, reaching approximately SAR 495 billion, contributing 15% to the Gross Domestic Product (GDP). The Information and Communications Technology market continued its growth, surpassing SAR 180 billion by 2024, driven by expanding private sector investments and increased innovation, further strengthening its position as the largest technology market in the region.



15% Contribution of the Digital Economy to Gross Domestic Product



SAR 495 Billion Size of the Digital Economy in the Kingdom in 2024

The Digital Sector in the Kingdom... Global Leadership and Promising Growth Opportunities

The Information Technology and Communications sector represents a key pillar of the Kingdom's economic transformation strategy and is one of the fundamental enablers of Saudi Vision 2030. The Kingdom aspires to become a regional hub for digital innovation through significant advancements in digital infrastructure development and the enablement of emerging technologies such as Artificial Intelligence and robotics. These efforts aim to attract foreign investments, diversify the economy, and strengthen the Kingdom's position as a leader in the digital economy, supported by a number of government initiatives in this field.

The Kingdom has demonstrated notable leadership in digital government and digital governance indicators. According to the Government Technology Maturity Index (GTMI) 2025 report issued by the World Bank Group, the Kingdom ranked second globally, just behind South Korea, with a very narrow margin.



Serious Government Initiatives to Develop Digital Infrastructure Reinforce the Kingdom's Leadership in the Digital Economy

The Kingdom also achieved first place globally in the ICT Development Index 2025 issued by the International Telecommunication Union, which assesses the economies of 164 countries to measure digital development and progress in telecommunications and technology services through a set of sub-indicators categorized under two main pillars: universal connectivity and meaningful connectivity.

In addition, the Kingdom ranked first in the Middle East and North Africa region in the Government AI Readiness Index 2025 issued by Oxford Insights. This achievement reflects its progress in Artificial Intelligence infrastructure, computing capabilities enablement, development of AI models, AI governance, and the adoption of smart technologies within the public sector.



The Advanced Rankings Achieved by the Kingdom in Digital Transformation Indicators Reflect the Strength of the ICT Infrastructure

These achievements reflect the significant development witnessed in the telecommunications and technology sector in the Kingdom, as well as the continued national efforts to build and enhance its competitiveness both locally and globally. The sector serves as a key enabler for the growth and advancement of the digital economy, contributing to attracting investments to the local market and increasing its contribution to the Gross Domestic Product. These accomplishments also demonstrate the maturity of the sector, enhancing companies' operational efficiency, accelerating processes, and opening new business models.

Growing Demand for Communications Services and Digital Technology Solutions

Demand for communications services and digital solutions continues to gain strong momentum across various sectors in the Kingdom, supported by the significant backing and strategic investments in the technology sector. With the emergence of new government-driven technologies related to the Internet of Things, Artificial Intelligence, cloud computing, and others, the sector is expected to witness accelerated growth. This is further supported by the Kingdom's strategic direction toward developing digital infrastructure, enabling emerging technologies, attracting investments, diversifying the economy, and strengthening its position as a leader in the digital economy and a regional hub for multinational companies in the Middle East and North Africa.

Targeted investments in the Information and Communications Technology (ICT) sector, along with regulatory and institutional efforts led by the Digital Government Authority in partnership with both the public and private sectors, have yielded tangible results. The Kingdom now offers more than (4,500) digital government services, representing over (97%) of total government services, with cumulative spending exceeding SAR (113) billion over three years. In addition, the local ICT market has grown to exceed SAR (180) billion, making it the fastest-growing market in the Middle East in 2024.

A report by the Digital Government Authority highlighted an increase in the value of government contracts across several vital sectors during 2024, most notably health and social development, the military sector, infrastructure and transportation, public administration, and education. These sectors recorded increased government spending, reflecting the government's focus on developing infrastructure and essential services.

According to the report, government spending on the Information and Communications Technology sector reached SAR 37 billion in 2024. The value of new government contracts increased from SAR 32 billion in 2023 to SAR 38 billion in 2024, representing a growth of 18.75%, underscoring the government's commitment to investing in this sector.



Communications services and innovative technologies in the Kingdom benefit from strong government support and strategic investments

Expansion and Growth Opportunities

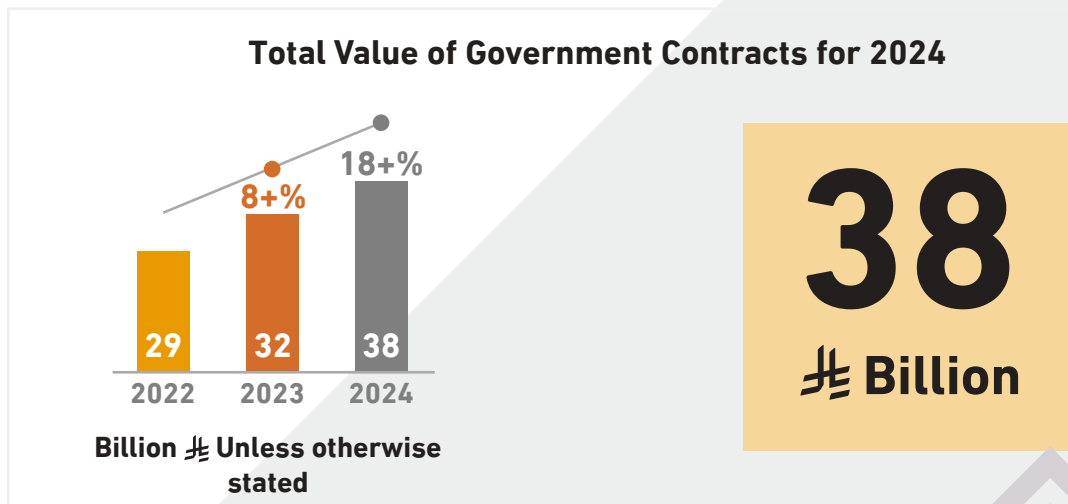
“2P” possesses unique capabilities and extensive expertise in the sector, enabling it to capitalize on this momentum and actively engage in promising ventures with relevant stakeholders through the development and delivery of products aligned with market needs. The Company has strong growth and expansion opportunities to broaden its customer base and bridge existing market gaps.

“2P” also maintains a strong financial position that enables it to meet its obligations, ensure sustainability, and effectively manage risks. This provides a competitive advantage that supports strengthening its market position, meeting client needs, reinforcing its brand, and maximizing profitability.



“2P’s” extensive experience in the Information and Communications Technology (ICT) sector enables it to meet the growing demand for digital transformation solutions

Over the past years, “2P” has demonstrated its ability to adapt and keep pace with market developments, supported by a diversified customer base across different geographical regions and business sectors. This is further reinforced by its presence in an attractive and stable business environment driven by the strongest economy in the Middle East and North Africa, alongside Saudi Vision 2030 with its diverse programs and objectives that have made digital transformation a top priority. The Company has expanded into emerging markets such as Egypt, while continuing its expansion within the Saudi market.



Business Units and Products

Quality and Efficiency Under One Roof

The business units of “2P” form an integrated ecosystem that contributes to enhancing operational performance and delivering innovative services and products to create sustainable value and provide exceptional customer experiences.

The Company comprises six business units whose roles are integrated to achieve shared objectives, strengthen its competitive advantage, and adapt to market changes. These include: Software Development Unit, Operations and Maintenance Unit, Customer Experience Unit, IT Managed Services Business Unit, Networks and Infrastructure Business Unit, and Information Security and Cybersecurity Business Unit.



- Customer Support Services
- Preventive Maintenance
- Corrective Maintenance

Operations and Maintenance Unit

Software Development Unit

- Specialized Software Development
- Decision Support Systems

IT Managed Services Unit

- Systems and Network Management
- Data Center Management
- End-User Technical Support
- Backup Management
- Information Security Services Management
- Updates and Upgrades

- Contact Center Setup
- Provision and Development of Technology Solutions
- Contact Center Management
- Customer Experience Consulting

Customer Experience Unit

Networks and Infrastructure Unit

- Network Design
- Installation of Devices and Equipment
- Configuration and Setup
- Maintenance and Support

Information Security and Cybersecurity Unit

- Supply and Installation of Systems
- Analysis and Monitoring
- Proactive Monitoring

Software Development Unit

In this domain, the Company offers a wide range of innovative services and solutions in accordance with the highest standards of efficiency, quality, and security, enabling its clients to transition into data-driven organizations. This is achieved through the development of customized web and mobile applications, as well as through establishing strategic partnerships with leading global software providers such as Microsoft, Oracle, Software AG, and IBM. This enables the Company to support its clients with professional services and solutions, including advisory services on the implementation of best practices in software development, which are developed and executed in collaboration with the international software development company Construx. In addition, the Company implements systems such as data storage, data collection and analysis, application performance management, end-user experience analytics, and technical performance monitoring and analysis. These services can be summarized as follows:

1

Specialized Software Development

The Company develops software using the latest global technologies and advanced methodologies, in accordance with the highest standards of efficiency, quality, and excellence. The Company is a gold partner to leading global software providers, including Microsoft, IBM, Oracle, and Software AG.

2

Decision Support Systems

The Company provides data collection, analysis, and evaluation services in line with global best professional practices, through the configuration and deployment of specialized software packages that deliver comprehensive insights into infrastructure and end-user experience (internal and external), enabling clients to make informed decisions to enhance their business operations.



Operations and Maintenance Unit

"2P" provides integrated operations and maintenance services covering various technical domains, supported by highly skilled technical capabilities and specialized expertise in Information Technology and technical asset maintenance. The Company adopts a comprehensive strategy that ensures integration across operations, maintenance, engineering, training, and management functions, resulting in high operational efficiency and continuity of service delivery. This includes a dedicated team responsible for operating and managing systems to ensure stability, implementing preventive and corrective maintenance to maintain equipment readiness, enhancing and optimizing system performance, and delivering advanced training programs to develop team capabilities, while applying best administrative practices to achieve objectives effectively. These services can be summarized as follows:

1

Customer Support Services

A team of experienced Information Technology specialists manages and operates the client's IT unit. The technical team is continuously trained to meet growing market demand and respond to evolving business and client requirements.

2

Preventive Maintenance

The Company ensures the preservation of Information Technology assets, including infrastructure, networks, applications, and off-the-shelf software, to guarantee their continuity and efficiency and to proactively prevent unplanned disruptions, including scheduled maintenance.

3

Corrective Maintenance

The Company adopts a dynamic and innovative approach to maintaining IT assets by utilizing methodologies based on real-time and historical data to analyze and assess the condition of equipment, infrastructure, and software components, enabling the prediction and prevention of potential issues before they occur.

Customer Experience Unit

"2P" is a leading provider of integrated customer experience solutions, offering a comprehensive range of services that include the establishment and operation of contact centers, the provision of advanced technology solutions, the management of operational processes, and the delivery of specialized customer experience consulting services.

"2P" leverages the latest technologies in managing contact center operations across multiple communication channels, both voice and digital, including voice calls, video calls, live chat, email, and social media platform management. The Company has also successfully implemented projects based on Artificial Intelligence technologies, including intelligent virtual assistants, AI-powered customer service agents, and the enablement of self-service solutions to enhance customer experience.

"2P" is committed to the highest international standards in contact center operations and has obtained the COPC Certification, one of the most recognized quality standards in this field, reflecting its commitment to achieving the highest levels of efficiency and operational excellence.

1

Contact Center Setup

"2P" provides integrated services for establishing contact centers, whether at client premises or within the Company's own facilities, in accordance with the highest standards to ensure an optimal working environment aligned with clients' brand identity for customer service teams. The Company also provides fully integrated infrastructure, including hardware, network connectivity, and data centers, ensuring smooth and efficient operations.

2

Provision and Development of Technology Solutions

"2P" delivers advanced technology solutions for contact centers, including Customer Relationship Management (CRM) systems, Voice of the Customer (VoC) solutions, and omnichannel communication platforms, contributing to enhancing customer experience and supporting digital transformation.

3

Contact Center Operations Management

"2P" manages contact center operations through qualified teams, including customer service teams, training and development, quality management, and workforce management. The Company also applies the latest operational methodologies in accordance with COPC standards to ensure outstanding and sustainable performance.

4

Customer Experience Consulting

"2P" provides specialized consulting services in customer experience, including customer journey design and analysis, customer satisfaction measurement, and Voice of the Customer studies, leveraging the latest technological solutions to enhance beneficiary experiences. Through its expertise and innovation-driven approach, "2P" continues to support organizations in delivering exceptional customer experiences that enhance satisfaction and achieve business objectives efficiently and professionally.

IT Managed Services Unit

"2P" is among the pioneering companies in delivering an integrated methodology for managing Information Technology services for its clients, through a team of experts and specialists committed to adopting global best practices in data center management and IT service delivery. This includes development, operation, and technical support through defined Service Level Agreements (SLAs). The Company introduced this methodology at the beginning of 2022, in line with the evolving market dynamics, to enhance cost efficiency while delivering the highest level of service to its clients through a dedicated business unit. These services can be summarized as follows:

1 Systems and Network Management

The unit continuously monitors and manages systems and networks to ensure business continuity and seamless operations.

2 Database and Backup Management

The unit manages and maintains databases and backup systems to ensure data availability and integrity.

3 Data Center Management

The unit focuses on the comprehensive management of clients' data centers, including all associated systems and applications.

4 Network and Information

Security Services Management
This service provides the necessary protection for clients' information and network security, ensuring a secure IT environment.

5 End-User Technical Support

The unit provides technical support to end users and addresses technical issues efficiently and promptly.

6 Updates and Upgrades

The unit manages system and software updates and upgrades to ensure the adoption of modern technologies and continuous performance improvement.

Networks and Infrastructure Unit

"2P" established the Networks and Infrastructure Business Unit to play a critical role in providing a robust and reliable infrastructure for both private and government organizations, supporting their operations, security, and ability to adapt to future technological developments. The presence of this business unit enhances the stability and security of internal networks and facilitates seamless and efficient communication among stakeholders. It also contributes to delivering advanced infrastructure aligned with modern technologies, supporting the Company's growth and future expansion.

Through this unit, "2P" is committed to delivering a comprehensive range of high-quality services in the supply, installation, and configuration of network-related devices, equipment, and systems, including:

1

Network Design

A specialized team analyzes client requirements and designs customized networks, whether internal or external, in line with technical and business needs, adopting best practices to ensure high performance and network security.

2

Installation of Devices and Equipment

"2P" undertakes the supply and installation of all required network devices and equipment, including routers, switches, wireless devices, fiber optics, and all components necessary to ensure system integration and connectivity.

3

Configuration and Setup

The unit is responsible for preparing and configuring devices and equipment to operate efficiently within the network environment, including setting configurations and software to ensure compatibility and optimal performance.

4

Maintenance and Support

To ensure quality and sustainability, "2P" provides periodic maintenance and technical support services for networks and infrastructure. The network is continuously monitored, managed, and controlled to detect and address any issues promptly and effectively.

Information Security and Cybersecurity Unit

Through its Information Security and Cybersecurity Business Unit, "2P" provides comprehensive services to protect information and technical systems. The technology and business landscape is witnessing a significant rise in cyber threats and electronic breaches, with organizations continuously exposed to risks from hackers and cyber attackers seeking to steal sensitive information, compromise business data, and disrupt systems. In response, "2P" contributes—through this unit—to building a secure and reliable environment for organizations, safeguarding their reputation, ensuring business continuity, and strengthening trust among clients and business partners. The Information Security and Cybersecurity Unit delivers comprehensive services for the protection of information and technical systems, including:

1

Supply and Installation of Systems

"2P" provides the supply and installation of security and protection systems, such as Firewalls, Intrusion Detection Systems (IDS), and Identity and Access Management (IAM) systems. These solutions are implemented to provide additional layers of protection for networks and systems.

2

Analysis and Monitoring

A team of specialists delivers continuous analysis and monitoring services for information systems and networks, utilizing advanced technologies and tools to detect unauthorized activities, security threats, and breaches. Data is analyzed to enable early detection of attacks and the implementation of appropriate mitigation measures.

3

Proactive Monitoring

The unit adopts proactive monitoring approaches for potential cyber threats by leveraging machine learning and Artificial Intelligence technologies to analyze abnormal behaviors and patterns, providing early warnings of potential threats before they occur, thereby enabling preventive actions to ensure protection.



Products and Solutions

Since its inception, the Company has achieved significant success, driven by its integrated expertise, in-depth market understanding, and ability to identify client needs, as well as its capability to develop innovative products and solutions that facilitate clients' business operations across all segments of their audiences and customers—particularly within the government sector, which leads the digital technology market through its advanced applications and software.

"2P" continued to enhance and develop its products during 2023 to keep pace with market dynamics and provide additional features to its clients, in line with its continuous product development strategy. The Company has also been working on two new products planned for launch at the beginning of 2024, targeting new markets to support expansion and deliver services to a broader client base.

The following outlines the key solutions and products offered by "2P", which have achieved remarkable success since their launch:



Perfect Engage



Perfect Home

Yamamah Platform

A strategic digital solution that provides secure Short Message Service (SMS) solutions, with a particular focus on One-Time Passwords (OTP) and notifications, serving government entities and private sector organizations across various industries within the Kingdom of Saudi Arabia.

The platform enhances the reliability of digital operations and strengthens security levels and user protection by providing an instant and trusted communication channel for delivering verification codes and sensitive notifications, in compliance with governance and regulatory requirements.

Yamamah has enabled beneficiary entities to enhance institutional communication efficiency, improve user experience, and ensure business continuity, while achieving high levels of reliability and performance, supporting digital transformation objectives and Saudi Vision 2030.



Business One

An integrated Enterprise Resource Planning (ERP) system that includes Human Resources systems, sales management, procurement management, financial systems, and warehouse management. These systems operate in harmony and integration to deliver a seamless and efficient experience and have been developed in accordance with the regulations and policies adopted in the Kingdom of Saudi Arabia.



Effective Communication Application

Perfect Engage

A secure enterprise communication and collaboration application developed specifically for internal use within organizations and entities, based on an On-Premises hosting model to ensure the highest levels of privacy and data protection. The application provides individual and group messaging, voice and video calls, and meeting functionalities.

Perfect Engage is distinguished by its focus on security and enterprise-level control, with scalability and the ability to incorporate advanced intelligent capabilities in the future, enhancing internal communication efficiency and improving operational productivity. It supports the requirements of government entities and organizations that require strict compliance with governance and information security standards.



Perfect Signage

An integrated Saudi platform for managing and distributing digital content across screens, developed to meet the needs of both government and commercial sectors. The platform offers advanced capabilities for content management, scheduling, and real-time updates across multiple screens and locations.

It supports both deployment models: On-Premises and Cloud, providing high flexibility in selection based on organizational requirements in terms of governance, data sovereignty, and scalability.



Perfect Home

A smart home management and operation solution based on Internet of Things (IoT) technologies, designed to enable users to centrally control various home components through a unified digital platform. The system allows the management of the smart home ecosystem, including:

- Smart lighting
- Garage door
- Energy consumption monitoring
- Smart curtains
- CCTV cameras

This enhances operational efficiency while improving comfort and security.

Perfect Home focuses on strengthening the platform's core features and improving its reliability and operational stability, ensuring readiness for future scalability. The solution also offers high integration capabilities with various smart systems and supports sustainability and energy efficiency trends, in alignment with local market requirements and digital transformation objectives.



Perfect Revenue

An integrated Revenue Cycle Management (RCM) system featuring advanced technological capabilities, including billing automation, insurance claims management, eligibility verification, and financial settlements. The system provides accurate real-time financial and analytical reports, supported by robust governance controls and high-level information security standards. It also offers high flexibility for integration with other healthcare and financial systems, as well as scalability to support the growth of healthcare organizations and enhance their operational efficiency.



Ufree

An application for managing appointments and activities, enabling efficient scheduling through an intelligent interactive calendar. The system offers advanced features, including privacy management, group creation, and easy publishing of services or events. It also supports personal pages and digital business cards, with the ability to search for available time slots. Ufree contributes to improving time management, enhancing operational efficiency, and facilitating access to customers.



Risk Management and Business Continuity

Protecting Sustainable Value: Our Approach to Risk Management

The Company's operations, financial condition, future outlook, results of operations, and cash flows may be materially and adversely affected if any of the risks currently considered by management to be material were to occur or materialize. In addition, other risks that have not been identified by the Board of Directors or are currently not classified as material may arise and become material. Should any of the risk factors that the Company's management currently considers material occur, or should any other risks arise that the Company has not been able to identify or currently considers immaterial, this may lead to a decline in the Company's share price in the market and weaken its ability to distribute dividends to shareholders. Investors may lose all or part of their investment in the Company's shares. The members of the Board of Directors acknowledge that, to the best of their knowledge and belief, there are no other material risks as of the end of the fiscal year 2025 that could affect investors' decisions to invest in the Company.

The Company considers effective risk management to be essential for executing its strategy, achieving sustainable value for shareholders, protecting its brand, and ensuring sound governance. Perfect Presentation "2P", by virtue of its operations in the Information Technology sector, is exposed to various risks associated with its business activities. Accordingly, the Company adopts best practices in managing and monitoring these risks through the Board of Directors and relies on a specialized risk management team responsible for developing proactive strategies, preparedness plans, and readiness measures to address risks and mitigate their impact.



The Board of Directors acknowledges that there were no material risks at the end of the fiscal year 2025.

The Board of Directors is committed to adopting well-considered procedures to address the various risks that may affect the Company's operational performance, while fostering a culture of awareness regarding the responsibilities of all relevant stakeholders within the Company, ensuring that they are fully informed and aware of their roles in managing such risks. The Company also works to enhance the effectiveness of internal controls and implement corporate governance frameworks in accordance with the highest standards of transparency, with the aim of safeguarding all business units and activities from potential risks.

The Company's risk management policy is based on the following key pillars:

- Effective self-monitoring
- Sense of responsibility
- Accuracy and transparency
- Proactiveness
- Implementation of corporate governance controls in line with the highest standards of transparency

A centralized risk management framework has been established to support the identification and analysis of all risks that may be faced by Perfect Presentation, enabling informed decision-making to support the Company's performance and manage its business risks effectively. The following diagram illustrates the methodology adopted by Perfect Presentation for risk management.



The following summarizes the key potential and anticipated risk factors that may affect the Company's operations in general:

1.

Risks Related to the Company's Concentration on Government Clients

Given the Company's significant reliance on government entities as clients, it may be affected by changes related to budgets, regulatory constraints, government policy shifts, and public spending limitations. Such factors may have a substantial impact on contracts and procurement in terms of volume, scope, timing, and duration. Consequently, this may affect the volume of business the Company secures from these clients. These factors may also lead to the suspension, cancellation, termination, or non-renewal of existing contracts. In addition, the collection period for receivables from government entities is relatively longer compared to private sector clients.

2.

Risks Related to Changes in Revenue Levels Due to Contract Termination or Scope Reduction

Contracts entered into between the Company and its public sector clients include terms and conditions that allow the latter to terminate projects by withdrawing the scope of work from the Company and obligating it to execute such work at its own expense, or to unilaterally terminate the contract, or reduce the scope of work (by up to 20% of the contract value). Accordingly, the contract value may be reduced based on the requirements of the government entity, which may adversely affect project revenues and cash flows, or lead to a decrease in the revenues and profits the Company expects to generate from the contracted work. This risk becomes more significant in cases where major Company projects are subject to such termination or scope reduction provisions.

3.

Risks Related to the Collection of Accounts Receivable

The Company is exposed to the risk of its clients failing to settle amounts due to the Company. The Company's performance, revenues, and profitability depend on the financial strength and credit stability of its clients, as well as its ability to collect receivables in a timely manner for services rendered.

The Company applies International Financial Reporting Standard (IFRS) 9 – Expected Credit Loss (ECL) to all its clients. Provisions for expected credit losses are recognized on trade receivables based on a provision matrix for calculating credit loss allowances. In addition, the nature of the Company's contracts may require the allocation of project resources prior to receiving advance payments or other payments from clients to cover project-related expenses as they arise.

4.

Risks Related to the Ability to Attract and Retain Skilled Information Technology Professionals

The Company's current and future success depends on its ability to attract and retain highly qualified employees. In particular, the Company must recruit and train an adequate number of talented individuals with diverse skill sets, including project managers, Information Technology engineers, and other senior technical professionals, to meet client requirements and support business development. Accordingly, the Company's inability to attract and retain qualified Information Technology professionals may adversely affect its ability to develop new business opportunities and effectively manage its existing projects.

5.

Risks Related to Rapid Technological Developments and the Company's Ability to Expand and Diversify Its Products

The Information Technology services market is characterized by rapid technological changes, the emergence of new products, continuous technical advancements, evolving customer expectations, and changing industry standards. Accordingly, the Company's future success depends on its ability to continuously develop, market, and deliver attractive services and solutions to its current and prospective clients in a timely, effective, and cost-competitive manner. This requires the Company to anticipate ongoing technological changes, respond proactively, and keep pace with developments in the sector, including advancements in IT services and solutions offered by new market entrants, to effectively meet the evolving needs of its clients.

6.

Risks Related to Failure of the Company's Information Technology Systems and Data Centers

The Company's performance and operations rely significantly on its Information Technology systems. Any disruption to these systems may hinder normal business operations, leading to a substantial decline in administrative and operational efficiency during the period of disruption. Prolonged system outages may adversely affect the Company's reputation and its ability to deliver services to clients.

To ensure continuity of service delivery, the Company must maintain uninterrupted data center operations, including network, storage, and server components. Any major operational disruption, critical system failure, or inability to transfer data centers to alternative sites for any reason—such as the absence of a suitable backup location—may impair the Company's ability to deliver services in accordance with contractual obligations or to complete client projects on time, potentially resulting in penalties and/or compensation claims. This, in turn, may lead to loss of clients or a reduction in operational scale.

7.

Risks Related to Cyberattacks

Due to the nature of its business, the Company is exposed to cyberattacks, including computer viruses, malicious or destructive code, fraudulent attacks, and denial-of-service attacks. Such threats may compromise the confidentiality, integrity, and availability of the Company's information systems and business data.

The financial and strategic importance of the Company's clients may increase its exposure to criminal cyberattacks and cyber espionage. The Company's efforts to monitor and evaluate its security systems may not be sufficient to effectively address emerging threats and cyberattacks. Furthermore, the increasing prevalence of social engineering attacks poses additional risks, while human error by employees remains an ongoing risk. Despite the Company's efforts in awareness training and process improvement, it is unlikely that all risks associated with human error can be entirely eliminated.

8.

Risks Related to Licenses, Certifications, Permits, and Approvals

The Company is subject to a number of laws and regulations that require it to obtain the necessary licenses and permits from the relevant regulatory authorities in the Kingdom to conduct its business activities. The Company currently holds several licenses, certifications, permits, and approvals related to its operations. The Company may be required to suspend certain of its activities if it fails to obtain or renew any required license, or if any license is suspended, revoked, withdrawn, or renewed under unfavorable conditions, or if the Company is unable to obtain additional licenses that may be required in the future.

9.

Risks Related to Data Protection Regulations and Cybersecurity

As a provider of Information Technology services, the Company collects and processes personal data and other information from its current and prospective clients in order to deliver solutions and applications, verify user identities, provide support, and expand and improve its business. The Company may also share customer personal data with certain third parties. Accordingly, the Company must comply with applicable local laws and regulations, including those related to data protection, local data storage requirements, and cybersecurity regulations in the Kingdom.

10.

Risks Related to Competition

The Company operates in a competitive environment and faces strong competition, and there is no assurance that it will continue to maintain its competitive position in the market. Competitors' pricing strategies may adversely affect the Company's financial position. In addition, an increase in the supply of the Company's products relative to demand may exert downward pressure on pricing, which could negatively impact its business, results of operations, financial position, and future prospects.

The Company's future performance depends on its ability to gain, maintain, and expand market share through the growth of its operational and marketing activities. Any decline in demand for the Company's products, regardless of the underlying reasons, may adversely affect its financial results. The Company's competitiveness depends on the differentiation of its products from those offered in the market by delivering high-quality solutions at competitive prices.



**Committed to continuously enhancing
our risk management practices in
alignment with global best practices**

Summary of Risk Categories...



Termination or Reduction of Scope of Work

Sudden changes in contract requirements or early termination before the contract term ends may lead to fluctuations in expected cash flows, posing challenges in managing resources allocated to such projects.



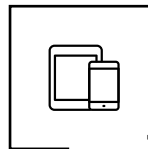
Risks Related to the Collection of Accounts Receivable

Extended collection cycles may place pressure on the Company's cash liquidity, requiring effective credit management to ensure the availability of cash for operational needs without incurring additional financing costs.



Risks Related to Rapid Technological Developments and the Company's Ability to Expand and Diversify Its Products

The technology sector is characterized by rapid change; failure to keep pace with emerging technologies (such as Artificial Intelligence) may result in the obsolescence of the Company's solutions and the loss of market share to more agile competitors.



Risks Related to Failure of the Company's Information Technology Systems and Data Centers

Any disruption in technical services or failure in infrastructure may lead to business interruption and negatively impact customer trust, necessitating continuous investment in backup systems and business continuity frameworks.



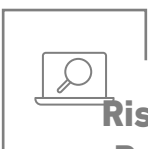
Risks Related to Cyberattacks

The Company faces ongoing threats from cyberattacks that may target its data or that of its clients, potentially resulting in significant reputational damage, as well as legal and financial consequences.



Risks Related to Licenses, Certifications, Permits, and Approvals

Business continuity depends on strict compliance with regulatory requirements; any delay in renewing licenses or obtaining necessary approvals may hinder the Company's ability to participate in new tenders or execute existing contracts.



Risks Related to Data Protection Regulations and Cybersecurity

Stricter data protection regulations (such as personal data protection laws) impose significant responsibilities on the Company to ensure full compliance, as any regulatory gaps may expose the Company to substantial penalties.



Risks Related to Competition

Competition is intensifying with the entry of new local and international players into the Saudi market, which may exert pressure on profit margins and require continuous differentiation in quality and pricing to maintain market share.

Human Capital...

Human capital is one of the key enablers of “2P” in its journey toward operational excellence and sustainability

“2P” places human capital at the forefront of its priorities, recognizing it as the most important strategic investment in the Company’s expansion and growth plans, as well as in fostering innovation and creating a competitive, talent-attracting environment. The Human Resources function plays a pivotal role in attracting, retaining, and developing talent through the planning and implementation of HR policies and procedures in line with best practices and approved standards. This includes recruitment and hiring processes, the development and updating of organizational structures and job descriptions, performance management and periodic evaluations, and the oversight of training and development programs, while ensuring compliance with relevant regulations and policies.

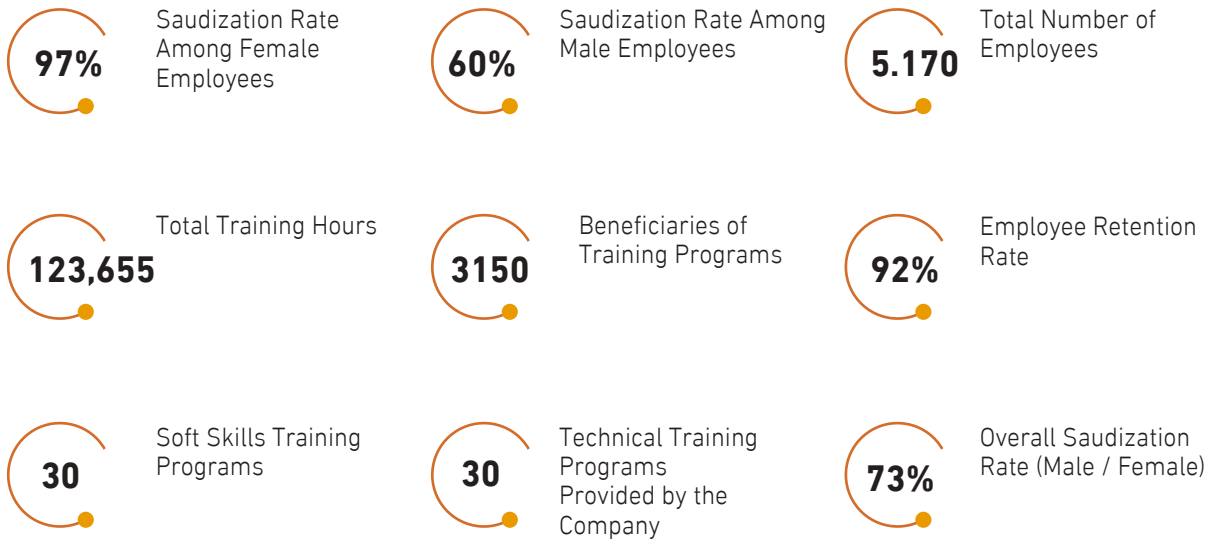
The Company’s well-structured human capital management policies have resulted in tangible progress in Saudization and localization rates. The Saudization rate among male employees reached 60% in 2025, while it reached 97% among female employees, with an overall rate of 73.58% for both genders.

The Company aims to further increase these rates in the coming years through well-planned programs and initiatives. Meanwhile, the employee retention rate (job stability) reached 92% during the year.

As part of its strategy to enhance workforce efficiency and productivity, the Company invested SAR 4,780,852 in training and development programs during the year, benefiting 3,150 employees, with a total of 123,655 training hours.



Strong performance indicators reflecting the efficiency of the Human Resources management strategy



Women Empowerment as a Key Pillar of Diversity and Inclusion at “2P”

Women empowerment represents a fundamental pillar in “2P’s” human capital management strategy, through fostering a supportive work environment that enhances female representation across various organizational levels and promotes gender equality. The Company has adopted a phased approach to empowering women, ensuring sustainability and increasing effective participation in the workplace, through four stages starting from recruitment and hiring to leadership empowerment.

Phase One



Recruitment and Hiring

Enhancing opportunities to attract female talent across various roles, while ensuring equal opportunities and fairness in recruitment and selection processes.

Phase Two



Development and Capability Building

Focusing on developing technical and behavioral skills of female employees through training programs, Mentorship, and individual development plans.

Functional Empowerment and Participation



Phase Three

Engaging women in work teams and strategic projects, while providing greater opportunities to participate in decision-making and assume responsibilities.

Leadership Empowerment



Phase Four

Preparing qualified female talent to assume supervisory and leadership roles through Succession Planning and leadership development programs.



Future Targets

The Company aims, in the coming phase, to achieve a set of targets that support women empowerment, most notably:



Capability Building: Toward Institutional Performance with Global Standards...

Empowering Our Workforce and Equipping Them with Future Skills

As part of its commitment to enhancing professional efficiency and developing human capital, "2P" implemented a comprehensive training program during 2025, aimed at elevating institutional performance, increasing productivity, improving work quality, and achieving employee satisfaction as a core priority within the Company's strategic plan.

Key Development Programs 2025

“2P” believes in the importance of developing human capital and the vital role it plays in enhancing employee efficiency and productivity, as well as building future skills, while ensuring alignment between its training programs and strategic objectives by creating sustainable investment in human capital. During 2025, the Company implemented the following training programs:

Mentorship Plan

During 2025, the Company adopted the Mentorship Plan as one of its key development initiatives aimed at transferring knowledge and expertise between leadership and high-potential employees. The program aims to enhance professional readiness, improve job performance, and support sustainable career development.

The program contributed to improving individual performance levels, accelerating learning and adaptation to work requirements, and fostering a culture of collaboration and guidance within the workplace. It also had a positive impact on increasing employee engagement and reducing reliance on external hiring for specialized expertise.

Succession Plan

During 2025, the Company implemented the Succession Plan to ensure business continuity and institutional stability by identifying critical roles and developing a pool of qualified talent capable of assuming leadership and technical positions in the future.

The program focused on capability assessment and the development of individual development plans for targeted employees, ensuring their readiness to assume key roles when needed. This contributed to reducing operational risks, enhancing organizational stability, and increasing confidence in national and internal talent.

Work Environment and Talent Attraction Mechanisms

Pillars of Job Stability at “2P”

“2P” places significant emphasis on developing the work environment and enhancing talent attraction mechanisms, based on its belief that human capital is the primary driver of success and sustainability. During 2025, the implemented initiatives contributed to strengthening employee stability, increasing job satisfaction, and improving the efficiency of recruitment and hiring processes, supporting project expansion and the achievement of strategic objectives.

Work Environment

The Company is committed to providing a motivating and safe work environment built on the principles of respect, fairness, and equal opportunities, with a focus on:



Talent Attraction Opportunities

The Company has enhanced its talent attraction capabilities through the following:

- 01

1- Providing clear career paths and professional development opportunities
- 02

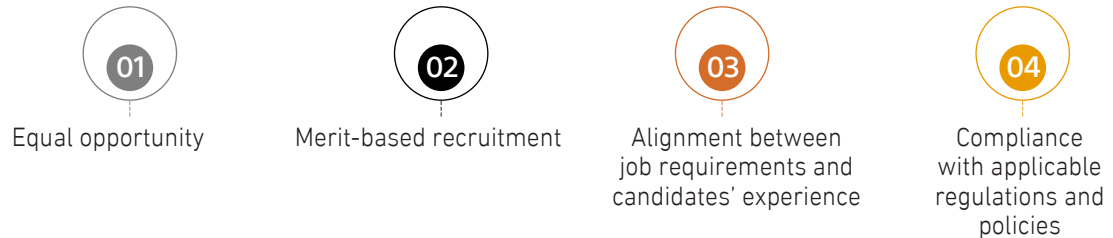
Attracting specialized talent to support new projects
- 03

Implementing effective training and development programs
- 04

Strengthening the Company's employer branding

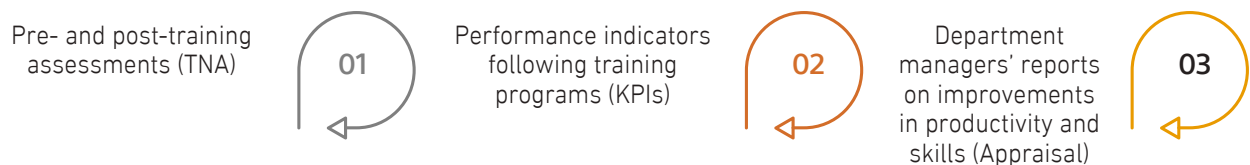
Recruitment Policy

The Company adopts a fair and transparent recruitment policy aimed at attracting the best talent based on actual business needs, while ensuring integrity and clarity of criteria. The approved recruitment policy includes the following principles:



Measuring the Impact of Training Programs on Employee Performance

The impact of employee training is measured through structured methodologies and the monitoring of key performance indicators, ensuring improvements in work quality and increased employee retention rates through:



Future Plans for Developing National Talent Capabilities

Future plans for developing national talent focus on keeping pace with technological advancements and bridging the skills gap, ensuring higher localization rates and enhancing technical and leadership capabilities to support the development of a knowledge-based economy through:



Initiatives to Enhance Employee Engagement and Job Satisfaction

We Strive to Foster a Culture of Recognition, Empowerment, and Growth

“2P” adopts a range of strategies aimed at creating a positive work environment, recognizing employees’ efforts both morally and financially, and providing opportunities for professional development and career growth. The Company also promotes transparent communication, supports employees and their families, and acknowledges their achievements and contributions.

Key Initiatives

Employee Satisfaction Measurement and Analysis

Employee satisfaction is measured and analyzed using various tools and structured methodologies, including personal interviews, productivity and turnover indicators, and employee satisfaction surveys covering key aspects such as compensation, management, training, and work environment, among others.

Internal Events and National Celebrations

The Company celebrates personal milestones with its employees, such as marriages and the arrival of newborns, through the provision of gifts as an expression of a strong sense of community. It also organizes collective celebrations for national, religious, and festive occasions, contributing to strengthening relationships among employees, enhancing the work environment, and increasing its attractiveness.

Open Communication Channels

“2P” promotes open dialogue by enabling employees to share ideas, provide feedback, and communicate directly with management through Open Communication Channels, aimed at addressing challenges and fostering a work environment built on trust and transparency.

Implementation of Short-Term and Long-Term Policies

“2P” adopts Short-Term policies to enhance immediate employee satisfaction, and Long-Term policies to ensure stability and talent retention, thereby achieving optimal job satisfaction and strengthening employee loyalty.

Mentorship Program

Through the implementation of the Mentorship Program, the Company aims to enhance performance by connecting experienced employees with trainees, promoting professional growth, knowledge exchange, reducing employee turnover, building a positive work culture, and developing professional networks.

Knowledge Transfer Program

This program aims to enhance skills and transfer expertise by providing employees with opportunities to develop their capabilities and acquire advanced knowledge, contributing to improved performance and increased job satisfaction through a motivating and stable work environment that fosters loyalty and engagement.

Training & Development Programs

The program aims to enhance employee efficiency and align their skills with the Company’s strategic objectives, leading to increased job satisfaction, reduced turnover rates, and strengthened institutional loyalty.

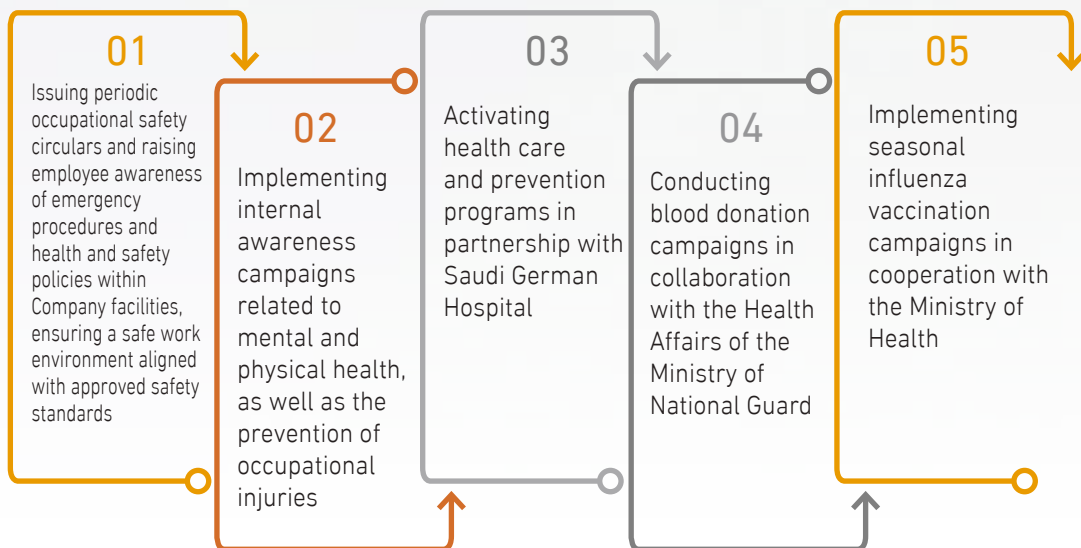
Onboarding Program

“2P” places significant importance on onboarding programs for new employees to increase productivity, accelerate adaptation, and ensure early readiness. These programs also help introduce employees to the Company’s culture and enable them to quickly understand their roles.



Occupational Health and Safety Programs for Employees Toward a Risk-Free Work Environment...

A safe and healthy work environment is one of the key pillars of “2P”, through which the Company aims to enhance operational efficiency, reduce administrative and financial costs, and strengthen its corporate reputation. Accordingly, the Company has implemented a range of occupational health and safety measures to ensure a safe working environment, including:



Sustainability and Social Responsibility

“2P” ... Where Integrity Meets Responsibility...

At “2P”, we believe that integrity and responsibility are the foundation of sustainable success. Therefore, we place great importance on our surrounding environment and the communities in which we operate. Sustainability is considered one of the key strategic drivers for “2P” in creating long-term value, and it is deeply embedded in its corporate vision and growth journey.

Throughout its journey, the Company has recognized that managing environmental and social impact, along with corporate governance practices, goes beyond risk mitigation—it represents an opportunity to sustain growth and deliver long-term value to stakeholders. Our collective ambition at “2P” continuously drives us to build a more sustainable future for our world, by engaging our people in community initiatives that create real and tangible impact.

2P Sustainability Strategy

Building a More Inclusive and Resilient Future

“2P” continuously works on updating and activating its sustainability strategy, recognizing that effective governance of Environmental, Social, and Governance (ESG) standards is essential to achieving sustainable value that meets the expectations of all stakeholders—towards a healthier planet, thriving ecosystems, vibrant communities, and equal opportunities for all. In this context, “2P” is committed to a policy that supports sustainable growth through strong adherence to social and environmental responsibility, the implementation of effective governance, and the nurturing and development of talent. The Company strives to integrate sustainability across all aspects of its operations to create a lasting positive impact. Believing that investing in human capital is the key to sustainable success, effective governance forms a fundamental part of its policy by enhancing transparency and accountability across all activities—aiming to build a bright and sustainable future.

“2P” contributes to enhancing social and economic growth by supporting and enriching the value chain

and providing a supportive and inspiring work environment that fosters creativity and innovation, thereby contributing to achieving the Kingdom’s development goals. It also seeks to deliver innovative solutions and services aligned with market needs, positioning itself as a key partner in achieving Saudi Vision 2030.

“2P” believes in the importance of community partnerships and their role in support, contribution, and achieving sustainable development. It actively participates in various community initiatives and programs, striving to deliver valuable contributions that improve the quality of life and ensure community well-being. Additionally, it promotes continuous engagement and constructive interaction that strengthens relationships with community members.



We are committed to the United Nations Sustainable Development Goals (SDGs) and integrating them into our business operations.

Social Impact Pillars

Our Commitment to Society: Beyond Business

A- Environmental Aspect

At “2P”, we recognize that environmental preservation is a fundamental principle for achieving a sustainable future. We are committed to adopting environmentally friendly technologies, optimizing energy consumption in our operations, reducing pollution, and engaging employees and partners in fostering a culture of sustainability within our scope of work. We firmly believe that sustainability is the key to building a future that enhances quality of life and protects the environment for future generations.

Key Environmental Efforts of the Company

Activating policies to reduce paper consumption and drive digital transformation

01

Encouraging eco-friendly practices, raising awareness through campaigns, and promoting volunteer work

02

03

Commitment to the United Nations Global Compact initiatives to achieve sustainable development and social responsibility

04

05

Publishing awareness materials to promote sustainable environmental behavior among employees

Enhancing transparency and accountability across all activities to build a bright and sustainable future

B- Community Empowerment

“2P” works to empower the community through its sustainability strategy, adopting a comprehensive approach aimed at enhancing quality of life, supporting economic and social development, and protecting the environment to ensure a better future.

The Company focuses on building strategic relationships with educational and training institutions, which positively impacts talent employment and supports the growth of current and future projects. It has also adopted several initiatives, including supporting employee volunteer activities, strengthening the Company’s presence in the community, empowering individuals, supporting talents, promoting fairness and equal opportunities, and advancing professional development.



Key Corporate Social Responsibility Initiatives for the Year A Partnership for Sustainable Development...

1. Participation in community events, universities, and career fairs

The Company's recruitment team participated in a number of career fairs and community engagements aimed at enhancing the Company's image as an attractive workplace, building communication bridges with universities, government entities, and the private sector, and attracting national talent to support expansion and growth plans. These efforts also raised awareness of the Company's programs and professional development opportunities across various disciplines, in addition to supporting CSR initiatives by opening employment opportunities for fresh graduates. This year's participation included King Saud University, the Arab Open University, the Islamic University, Jazan University, and the Saudi Digital Academy.



2. Launch of the "Waed" Program in collaboration with the Ministry of Education and the Ministry of Communications and Information Technology

The launch of this program comes as part of the Company's initiatives to empower national talent and develop human capital, aiming to prepare specialized Saudi professionals to meet the needs of current and future technology projects. The program focuses on selecting outstanding fresh graduates and high-performing candidates and sponsoring them to globally accredited universities and institutes in technical and administrative fields, while providing academic follow-up during the study period to ensure the required performance is achieved. Participants are then formally employed upon graduation according to a clear professional development plan, thereby supporting localization strategies in specialized roles through building sustainable career paths.



3. Participation in the children's event at Ensan Association

"2P" participated in activities organized for children benefiting from Ensan Association, which included a variety of educational and developmental activities aimed at strengthening social cohesion and nurturing talent. The participation also supports employee volunteer initiatives and enhances the Company's presence within the community.



4. Participation in Customer Experience Week in partnership with (Hadaf)

"2P" participated in Customer Experience Week in collaboration with the Human Resources Development Fund (Hadaf). This initiative aims to develop national workforce skills in customer service, enhance operational efficiency, and improve the ability to utilize modern technologies. The Company showcased the programs provided by the Fund that have been implemented internally to enhance employment opportunities and leverage national support, including the Tamheer Program and the Employment Support Program. This participation reflects the Company's commitment to its social role in supporting comprehensive and sustainable development.



5. Participation in the Islamic University Exhibition – Al Madinah Al Munawwarah

“2P” participated in the annual Innovative Projects Exhibition organized by the Islamic University in Al Madinah Al Munawwarah, which aims to promote a culture of innovation and link education with practical application. Its participation came within the framework of corporate social responsibility programs and as part of its efforts to attract candidates in technical fields, through introductory sessions about the Company and its career development opportunities.



6. Joining the United Nations Global Compact (UNGC)

This is a voluntary initiative aimed at developing and implementing sustainable policies and practices aligned with corporate social responsibility and governance standards. “2P” has joined thousands of companies worldwide committed to taking responsible actions that contribute to building a better world for all, reflecting its commitment to sustainability practices across its operations and technology services.



7. Participation in the Artificial Intelligence Hackathon

During the year, the Company was keen to strengthen its community presence through active participation in national initiatives and events aimed at empowering young talent and supporting the labor market. This included participating in the hackathon and representing the Company as one of the employment partners supporting the initiative, as well as collaborating with entities involved in digital transformation, innovation, and entrepreneurship to empower youth in technical fields.



8. Signing a Cooperation Agreement with Qassim University for Graduate Training and Employment

“2P” signed a partnership agreement with Qassim University to enhance cooperation in training and qualifying national talents. The agreement aims to provide employment opportunities for graduates based on available vacancies within the Company. It also focuses on organizing seminars and workshops to develop graduates’ professional skills, thereby enhancing their readiness to enter the labor market.



9. Signing an Employment Agreement for 100 Beneficiaries with Ensan Association

As part of its social responsibility programs, “2P” participated in the “Job Seekers” event, where it signed a cooperation agreement with the Charitable Society for Orphans Care (Ensan) to employ 100 beneficiaries from Ensan within the Company. The agreement also includes introducing beneficiaries to the training and development opportunities provided by the Company, nominating qualified candidates for suitable roles, and preparing them through specialized training programs.



C- Effective and Sustainable Governance with Stakeholder Engagement

Sustainable governance represents a fundamental pillar in protecting stakeholders' rights by involving them in decision-making processes, while ensuring that such decisions serve their interests and those of society. In this context, "2P" reaffirms its commitment to enhancing accountability and transparency and to implementing corporate governance principles that ensure a fair balance between the distribution of benefits and risks, in a manner that meets shareholders' expectations, supports long-term sustainable development, and safeguards the interests of all parties. The key pillars of effective governance include:

Transparency

We are committed to ensuring clarity in data and decisions, and to timely disclosure of financial and administrative performance

Compliance

Full adherence to internal regulations and international standards, ensuring integrity and strengthening trust with shareholders and stakeholders

Accountability

The Board of Directors assumes responsibility for decisions, operational processes, risk management, and compliance with regulations

Excellence

We adopt global governance standards as a tool to achieve sustainability and maximize positive impact on the economy and society





03

Corporate Governance Integrated Institutional Maturity



Corporate Governance

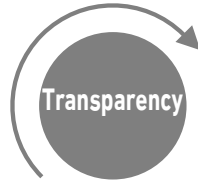
Integrated Institutional Maturity

“2P” is committed to sustaining the implementation of the highest standards and best professional practices in governance, and to adopting and promoting a culture of compliance with the highest levels of integrity and honesty across all its professional practices. The Company also works to integrate the concepts of disclosure and transparency across all its activities and operations through its main business channels. It further affirms its full compliance with all laws, regulations, and instructions issued by the relevant official authorities governing its activities, thereby preserving its reputation and credibility, and enhancing the confidence of shareholders and partners in its successful approach in accordance with the highest standards of efficiency, quality, and excellence.



Governance Implementation Pillars

The Board of Directors must clearly explain to shareholders the reasons behind key decisions



Each Board member is responsible for performing their duties with a high level of professionalism and competence



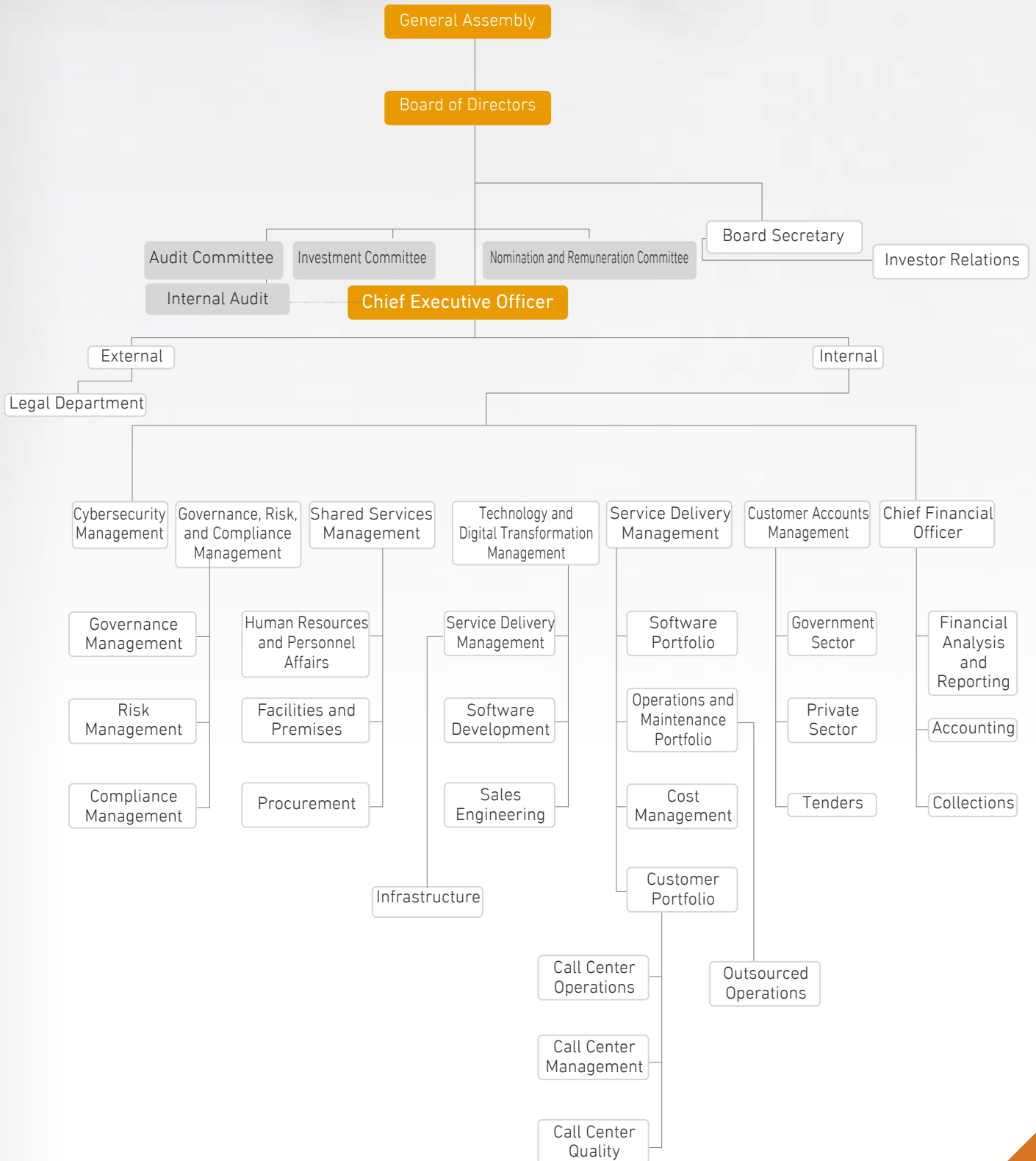
Board members must be held accountable to shareholders for any errors committed (if any)



All shareholders are treated equally before the Board of Directors and senior management



Organizational Structure





1. Board of Directors

The Board of Directors is appointed by the shareholders and is vested with the broadest powers to manage the Company and direct its operations in a manner that achieves its objectives. It is responsible for setting the Company's plans, policies, strategies, and key objectives, while taking into consideration the long-term interests of shareholders. The Board consists of six members and a Board Secretary, elected by the General Assembly of Perfect Presentation Company "2P". The names, positions, and membership classifications are as follows:



**Nasser Abdullah
Albassam**

Chairman of the Board / Non-Executive



Tariq Abdullah Alnaim

Vice Chairman of the Board / Independent



**Yousif Mohammed
Alkhilywi**

Board Member / Independent



Fahad Ibrahim Al Hussain

Board Member / Independent



**Sulaiman Abdulrahman
Fatani**

Board Member / Independent



Ehsan Adnan Doughman

Board Member / Chief Executive Officer / Executive

1.1 Board of Directors › Biographies

Nasser Abdullah Albassam Chairman of the Board



Position

Chairman of the Board

Educational Qualifications

Bachelor's Degree in Computer Science and Information Systems, King Saud University – Kingdom of Saudi Arabia, 1996.

Professional Experience

(29) years of experience across multiple sectors, including:

- Telecommunications and Information Technology Sector
- Financial Services Sector
- Project Management Sector

Current Executive Positions

From 2022 to present: Chairman of the Board of Perfect Presentation Company (2P), a publicly listed joint stock company operating in the field of information technology and services.

Previous Executive Positions

From 2014 – 2025: Managing Director of Cloud Distribution Company, a limited liability company operating in the field of information technology and services.

From 2004 – 2020: General Manager at Perfect Presentation Company, a joint stock company operating in the field of IT solutions and services.

From 2001 – 2004: Applications Development Manager at Al Rajhi Bank, a joint stock company operating in the banking sector.

From 1997 – 2001: Applications Development Supervisor at Saline Water Conversion Corporation, a government entity operating in seawater desalination and water supply.

From 1996 – 1997: Billing Applications Support Engineer at Lucent Technologies, a joint stock company operating in telecommunications equipment.

Tariq Abdullah Alnaim

Vice Chairman of the Board



Position

Vice Chairman of the Board

Educational Qualifications

PhD in Information Systems, University of New South Wales, Australia, 2006.

Master's Degree in Computer Science, King Saud University, Kingdom of Saudi Arabia, 2002.

Bachelor's Degree in Computer Science, King Saud University, Kingdom of Saudi Arabia, 1996.

Professional Experience

More than 26 years of experience across multiple fields in the financial sector.

Current Executive Positions

From 2021 to present: Chief Executive Officer of Water Transmission and Technologies Company, a government-owned company operating in the development, financing, and operation of water infrastructure projects.

Previous Executive Positions

2018 – 2020: Chief Executive Officer of Medgulf, a publicly listed joint stock company operating in the insurance sector

2016 – 2017: Board Member at the Capital Market Authority, a government entity

2014 – 2016: Deputy Minister for Internal Trade at the Ministry of Commerce

2012 – 2014: General Manager of Strategy Group at Al Rajhi Bank, a publicly listed joint stock company operating in banking

2007 – 2012: General Manager of Investment Asset Services at Tadawul, a publicly listed joint stock company operating in securities listing and trading

2006 – 2007: Assistant Professor at Prince Sultan University, an academic institution in the field of education

1996 – 2002: Payment Systems Officer at the Saudi Central Bank, a government institution



**Yousif Mohammed
Alkhilywi**
Board Member



Position

Board Member

Educational Qualifications

Bachelor's Degree in Law, King Saud University, Kingdom of Saudi Arabia, 1986.

Professional Experience

32 years of experience across multiple areas in the banking sector:

- Legal
- Governance
- Debt Management and Administrative Affairs

Current Executive Positions

From 2015 to present: Chief Governance Officer and Secretary General at Bank Albilad, a publicly listed joint stock company operating in the banking sector.

Previous Executive Positions

2010 – 2015: General Manager of Legal Affairs at Bank Albilad

2007 – 2008: Owner of Yousef Al-Khulaifi Law Office, a sole proprietorship operating in legal services

2003 – 2008: Assistant General Manager at Al Rajhi Bank, a publicly listed joint stock company operating in banking

1999 – 2003: Director of Debt Processing Department at Al Rajhi Bank

1997 – 1999: Legal Advisor at Saudi United Bank, a joint stock company operating in banking

1994 – 1997: Director of Debt Processing Department at Riyad Bank, a publicly listed joint stock company operating in banking

1992 – 1994: Director of Debt Collection Follow-up Department at Riyad Bank

1986 – 1992: Legal Advisor at Riyad Bank, a publicly listed joint stock company operating in banking

Fahad Ibrahim Al Hussain
Board Member



Position

Board Member

Educational Qualifications

Master's Degree in Electrical Engineering, California State University, United States of America, 1998.

Bachelor's Degree in Physics, King Fahd University of Petroleum and Minerals, Kingdom of Saudi Arabia, 1988.

Professional Experience

26 years of experience across multiple sectors:

- Telecommunications and Information Technology
- Venture Capital Sector
- Investment in Technology Startups

Current Executive Positions

From 2018 to present: General Partner at Sidford Partners, an investment management company.

Previous Executive Positions

2012 – 2022: Chief Executive Officer of Saudi Technology Development and Investment Company "TAQNIA", a joint stock company operating in investment solutions and research commercialization

2008 – 2012: Chief Executive Officer of International Systems Engineering (ISE), a joint stock company operating in telecommunications and information technology

2003 – 2008: Chief Executive Officer of AwalNet, a joint stock company operating in telecommunications and information technology

Sulaiman Abdulrahman Fatani

Board Member



Position

Board Member

Educational Qualifications

Master's Degree in Business Administration, Aston University – United Kingdom, 2014.

Bachelor's Degree in Finance, Prince Sultan University – Kingdom of Saudi Arabia, 2007.

Professional Experience

More than 19 years of experience across multiple sectors, including:

- Management and Financial Consulting Sector
- Investment Banking Sector
- Private Equity Investment Sector

Current Executive Positions

From 2023 to present: Senior Vice President of Mergers and Acquisitions at Saudi Agricultural and Livestock Investment Company (SALIC), a joint stock company owned by the Public Investment Fund, operating in food security investments.

Previous Executive Positions

2020 – 2023: Investment Director at SABIC Investment and Local Content Development Company, a joint stock company operating in private equity investments for developing Saudi industrial projects

2017 – 2020: Assistant Vice President – Investment Banking at GIB Capital, a limited liability company operating in investment banking and licensed by the Capital Market Authority

2014 – 2017: Manager – Investment Banking at GIB Capital

2012 – 2014: Senior Associate at Deloitte Financial Advisory Limited, a limited liability company operating in financial advisory services (non-securities)

2007 – 2012: Senior Associate at Deloitte Corporate Finance Advisory, a joint venture based in Dubai operating in corporate finance advisory

2006 – 2007: Business Analyst at Deloitte Consulting

2006 – 2007: Business Analyst at Deloitte Management Consulting, a subsidiary of Deloitte & Touche, operating in management consulting

Ehsan Adnan Doughman

Board Member / Chief
Executive Officer



Position

Board Member / Chief Executive Officer

Educational Qualifications

Bachelor's Degree in Technology and Applied Sciences, Al-Quds Open University, Palestine, 2007.

Professional Experience

20 years of experience across multiple areas in the telecommunications and information technology sector.

Current Executive Positions

From 2020 to present: Chief Executive Officer at Perfect Presentation Company (2P), a joint stock company operating in IT solutions and services.

Previous Executive Positions

2019 – 2019: Chief Operations Officer at Perfect Presentation Company (2P), a joint stock company operating in IT solutions and services

2013 – 2019: Deputy Chief Executive Officer – Accounts Management at Perfect Presentation Company (2P), a joint stock company operating in IT solutions and services

2011 – 2013: Project Manager at Saudi Arabian Computer Systems (SAC), a limited liability company operating in IT solutions and services

2008 – 2011: Project Manager and Marketing Specialist at IBS Company, a limited liability company operating in marketing

2005 – 2007: Project Manager and Sales Coordinator at Gulf Computer and Electronic Equipment Company, a limited liability company operating in technical services

2.1 12- Names of companies, inside or outside the Kingdom, in which the Board member currently serves or has previously served as a Board member or as part of executive management

Member Name: Nasser Abdullah Albassam

Company Name	Inside / Outside the Kingdom	Membership Capacity	Legal Entity
Sustainable Technology Company	Inside the Kingdom	Board Member	Limited Liability Company
Cloud Distribution for Telecommunications and Information Technology Company	Inside the Kingdom	Board Member	Limited Liability Company
Perfect Presentation Trading Company – Arab Republic of Egypt	Outside the Kingdom	Board Member	Limited Liability Company
Smart Health for Telecommunications and Information Technology Company	Inside the Kingdom	Board Member	Limited Liability Company
Smart Payments – Branch of Perfect Presentation Commercial Services Company	Inside the Kingdom	Board Member	Limited Liability Company
Perfect Presentation Education Company ((Single Person Company	Inside the Kingdom	Board Member	Single Person Company
Yamamah Telecommunications and Information Technology Company	Inside the Kingdom	Board Member	Limited Liability Company
Maal International Media Company	Inside the Kingdom	Board Member	Limited Liability Company
Ideal Company for Business and Commercial Investment	Inside the Kingdom	Board Member	Limited Liability Company

Member Name: Dr. Tariq Abdullah Alnaim

Company Name	Inside / Outside the Kingdom	Membership Capacity	Legal Entity
Edaa Company	Inside the Kingdom	Board Member	Limited Liability Company
Edaa Company	Inside the Kingdom	Board Member	Limited Liability Company

Member Name: Yousif Mohammed Alkhilywi

Company Name	Inside / Outside the Kingdom	Membership Capacity	Legal Entity
Bayan Credit Bureau Company	Inside the Kingdom	Board Member	Joint Stock Company
Bayan Credit Bureau Company	Inside the Kingdom	Member of Governance, Compliance, and Risk Committee	Joint Stock Company
Bayan Credit Bureau Company	Inside the Kingdom	Chairman of the Nomination and Remuneration Committee	Joint Stock Company

Member Name: Fahad Ibrahim Al Hussain

Company Name	Inside / Outside the Kingdom	Membership Capacity	Legal Entity
General Authority for the Guardianship of Minors' Funds and Their Equivalents	Inside the Kingdom	Board Member / Chairman of the Investment Committee	Government Entity
Sehati Company	Inside the Kingdom	Board Member	Joint Stock Company
AlMaarefa University	Inside the Kingdom	Board Member	Closed Joint Stock Company
Al-Maqdrah Medical Company	Inside the Kingdom	Chairman of the Board	Closed Joint Stock Company

Member Name: Sulaiman Abdulrahman Fatani

Legal Entity	Membership Capacity	Inside / Outside the Kingdom	Company Name
Closed Joint Stock Company	Board Member	Inside the Kingdom	Enjaz Payment Services Company
Closed Joint Stock Company	Chairman of the Audit Committee	Inside the Kingdom	Enjaz Payment Services Company

3.1 Board of Directors Meetings Held During the Last Fiscal Year

Member Name	Dates of Board Meetings During 2025				Total Attendance Percentage
	First Meeting January 25	Second Meeting April 16	Third Meeting 10 September	Fourth Meeting 30 December	
Nasser Abdullah Albassam	√	√	√	√	100%
Tariq Abdullah Alnaim	√	√	√	√	100%
Yousif Mohammed Alkhilywi	√	√	√	√	100%
Fahad Ibrahim Al Hussain	√	√	√	√	100%
Sulaiman Abdulrahman Fatani	√	√	√	√	100%
Ehsan Adnan Doughman	√	√	√	√	100%

2. Board Committees

In accordance with the requirements of the Corporate Governance Regulations issued by the Capital Market Authority and the Companies Law, the Company has prepared regulations and rules governing the selection of committee members, their terms of membership, the mechanisms of committee operations, as well as their duties and responsibilities. These have been approved by the Board of Directors and the General Assembly of shareholders in accordance with the Company's Articles of Association. The Company has established several committees emanating from the Board of Directors to enhance and support the Company's management functions, as follows:

2.1 Audit Committee

The General Assembly of the Company approved the formation of the Audit Committee consisting of three members, all of whom are independent, pursuant to the General Assembly resolution dated 24 Sha'ban 1443H, corresponding to 27 March 2022. The Board has...

2.1.1 Audit Committee Members

.No	Member Name	Position and Membership Classification (Executive / Non-Executive / Independent)	Biography
1	Sulaiman Abdulrahman Fatani	Chairman of the Committee / Independent	Please refer to the Board of Directors Members' biographies section above
2	Dr. Tariq Abdullah Alnaim	Member / Independent	
3	Fahad Ibrahim Al Hussain	Member / Independent	
4	Abdullah Mohammed Abdullah Al Arifi	Member / Independent	

Abdullah Mohammed Abdullah Al Arifi

Audit Committee
Member



Position

Audit Committee Member

Educational Qualifications

Bachelor's Degree in Accounting, King Saud University, Kingdom of Saudi Arabia, 1996.

Professional Experience

More than 29 years of experience across multiple areas in the banking sector:

- Credit Risk
- Risk Management

Current Executive Positions

From 2025 to present: Deputy Chief Executive Officer – Risk Management at Bank Albilad, a publicly listed joint stock company operating in the banking sector.

Previous Executive Positions

1996 - 2005, served as Commercial Accounts Evaluation Manager at Riyad Bank.

2005 - 2019, served as General Manager of Credit Risk at Bank Albilad.

2019 - 2026, served as Executive Vice President of Risk Management Group at Bank Albilad.

2.1.2 Names of companies, inside or outside the Kingdom, in which the Committee member currently serves or has previously served as a Board member or as part of executive management

Member Name: Abdullah Mohammed Abdullah Al Arifi

Company Name	Inside / Outside the Kingdom	Membership Capacity	Legal Entity
Albilad Capital Company	Inside the Kingdom	Board Member / Member of the Risk, Governance and Compliance Committee – Representative of Bank Albilad	Closed Joint Stock Company
Kenan Company	Inside the Kingdom	Board Member / Member of the Nomination and Remuneration Committee – Representative of Bank Albilad	Closed Joint Stock Company

2.1.3 Roles and Responsibilities of the Audit Committee

The Audit Committee aims to ensure transparency, verify the integrity and reliability of reports and financial statements, strengthen internal controls, and improve the Company's financial and operational performance. It also plays a key role in evaluating and reviewing the internal control system, providing recommendations for its improvement, and ensuring compliance with applicable standards and regulations. The Committee's responsibilities include, in particular, the following:

- 1. Financial Reports:** The Audit Committee is responsible for reviewing the Company's financial reports and ensuring their compliance with accounting standards by evaluating and analyzing the accounting policies applied, expressing its opinion thereon, and recommending them to the Board of Directors. This includes verifying the accuracy of financial information and ensuring full disclosure to guarantee integrity, fairness, and transparency.
- 2. External Audit:** Reviewing the scope of the external auditors' work, proposing their annual fees, following up on their work, and examining their observations on the financial statements. The Committee also cooperates with the external auditor in reviewing the Company's accounts and financial operations, and reviews their reports while addressing any inquiries or significant observations raised therein.

- 3. Internal Audit:** The Audit Committee oversees the internal audit function, reviews its reports, and follows up on the implementation of corrective actions related to the observations contained therein. The Committee also collaborates with the internal audit team to evaluate the effectiveness of the internal control system and guide internal audit activities across the Company's operations. This includes reviewing control procedures, analyzing results, and recommending improvements to enhance efficiency and effectiveness.
- 4. Compliance Assurance:** The Committee ensures that the Company complies with applicable legal and regulatory requirements. It reviews policies and procedures related to compliance and recommends necessary improvements to ensure full compliance, and submits its recommendations to the Board of Directors on matters requiring action.
- 5. Risk Management:** The Committee is responsible for establishing and approving the risk management framework and strategy, ensuring their implementation and periodic update, and determining the acceptable level of risk while monitoring adherence thereto. This includes reviewing risk appetite and tolerance limits and recommending their approval. The Committee also oversees the alignment of risk management with the Company's strategic direction, monitors instances of limit breaches and corrective action plans, and assesses risks that may affect the Company's continuity. In addition, it monitors the performance of executive management responsible for risk management and reviews relevant audit reports, while following up on the resolution of observations to ensure the effectiveness of the risk management framework.

During the year, the Audit Committee reviewed the quarterly and annual financial statements and recommended their approval to the Board of Directors. It also met with the external auditor and confirmed that the financial statements were prepared in accordance with applicable accounting standards and that there were no significant or material observations on them. Furthermore, the Committee reviewed and discussed the internal auditor's report, which did not contain any material observations, and submitted its report to the Board of Directors accordingly.

4.1.2 Audit Committee Recommendations

The Audit Committee did not issue any recommendations that conflict with the decisions of the Board of Directors. The Board did not reject any recommendations submitted by the Committee regarding the appointment or dismissal of the Company's external auditor, the determination of their fees, the evaluation of their performance, or the appointment of the internal auditor.

5.1.2 Internal Audit

Perfect Presentation Company (2P) affirms that internal control plays a vital role in ensuring the integrity of operations and transactions, achieving organizational objectives, and safeguarding assets. It also ensures the preparation of accurate internal and external reports, mitigation of risks, and compliance with regulatory requirements.

The Audit Committee plays an important role in internal control, as it periodically reviews the adequacy and effectiveness of the internal control system, providing continuous evaluation of its performance. The Committee also reviews the reports of the external auditor, which may include any deficiencies in internal control identified as part of their assessment of internal controls.

Key Control Activities:

- 1- Reviewing internal operations
- 2- Evaluating the internal control system
- 3- Following up on internal and external reports

6.1.2 Audit Committee Opinion

Based on the Audit Committee's evaluation during 2025, it considers that the internal control system at "2P" is currently operating at an acceptable level of effectiveness, with the need to enhance certain aspects of its effectiveness. Periodic reports and reviews indicate that the system is well-designed and complies with regulatory standards and requirements. The Company follows strong practices in the segregation of duties and documentation of processes, which contribute to ensuring transparency. It also responds effectively to the Committee's recommendations and works to improve processes and strengthen the internal control system.

However, it should be noted that any internal control system, regardless of how well it is designed and effectively implemented, cannot provide absolute assurance.

7.1.2 Audit Committee Meetings

Member Name	Number and Dates of Audit Committee Meetings During 2025				Total Attendance Percentage
	First Meeting March 23	Second Meeting May 07	Third Meeting August 06	Fourth Meeting 09 November	
Sulaiman Abdulrahman Fatani	√	√	√	√	100%
Fahad Ibrahim Al Hussain	√	x	√	√	75%
Tariq Abdullah Alnaim	√	√	√	√	100%
Abdullah bin Mohammed bin Abdullah Al-Arif	√	√	√	√	100%

2.2 Nomination and Remuneration Committee

The Company's Board of Directors formed the Nomination and Remuneration Committee comprising three members pursuant to the Board resolution dated 20 Rajab 1443H, corresponding to 21 February 2022.

1.2.2 Nomination and Remuneration Committee Members

.No	Member Name	Position	Biography
1	Yousif Mohammed Alkhilywi	Chairman of the Committee	Please refer to the Board of Directors Members' biographies section above
2	Nasser Abdullah Albassam	Member	
3	Tariq Abdullah Alnaim	Member	

2.2.2 Roles and Responsibilities of the Nomination and Remuneration Committee

The Nomination and Remuneration Committee is responsible for recommending candidates for membership of the Board of Directors and its committees in accordance with the approved criteria. This Committee forms part of the Company's governance structure and is responsible for evaluating the performance of Board members and determining their appropriate remuneration. The key roles and responsibilities of the Nomination and Remuneration Committee at the Board level include:

- .1** **Nomination of Board and Committee Members:** The Committee is responsible for nominating and selecting suitable individuals to serve on the Board of Directors and its committees, whether for executive or non-executive positions. The nomination process is based on qualifications, experience, and competencies to ensure the formation of a Board capable of achieving the Company's objectives.
- .2** **Determination of Remuneration and Compensation:** The Committee determines appropriate remuneration and compensation for Board members and establishes clear policies for the remuneration and compensation of Board members and senior executives, taking into account applicable regulatory requirements.
- .3** **Evaluation of Board and Committee Members' Performance:** The Committee evaluates the performance of Board members based on defined criteria such as contributions to strategic decision-making, adherence to corporate governance principles, attendance and active participation in meetings, and achievement of set objectives.
- .4** **Annual Review of the Board and Committees:** The Committee conducts an annual review of the skills required for Board membership, reviews the Board structure, and submits recommendations regarding any proposed changes. It also monitors the performance of Board members and committee members, and annually verifies the independence of independent members. This process contributes to improving the performance of the Board and its committees and achieving the Company's objectives.

The Committee also prepares periodic and annual reports on its activities and disclosures in accordance with the Company's Articles of Association, and submits these reports to the Board of Directors.

3.2.2 Board of Directors Performance Evaluation

Perfect Presentation Company (2P) conducts performance evaluations of the Board of Directors, its committees, and its members with the aim of identifying strengths and areas for improvement and proposing appropriate actions in line with the Company's best interests. In continuation of this approach, the evaluation process was carried out under the supervision of the Nomination and Remuneration Committee through engagement with an external entity, ProCapita Management Consulting. After defining the evaluation mechanisms, methodology, and key areas, Board and Committee members completed a comprehensive questionnaire covering all aspects related to the roles and responsibilities of the Board and its committees, as well as the effectiveness of their meetings. This included assessing the effectiveness of participation and discussions during meetings, ultimately leading to well-informed decisions that enhance the Company's performance and support the achievement of its objectives.

The Board of Directors demonstrated outstanding performance during the year 2025 across all aspects. The Board and its committees adhered to the Corporate Governance Regulations and operated in accordance with approved policies and procedures. They also demonstrated the ability to effectively carry out their roles and responsibilities as required, with full attendance by all Board and Committee members at meetings.

4.2.2 Nomination and Remuneration Committee Meetings

Member Name	Number and Dates of Nomination and Remuneration Committee Meetings During 2025			Total Attendance Percentage
	First Meeting March 12	Second Meeting September 29	Third Meeting August 06	
Yousif Mohammed Alkhilywi	√	√	√	100%
Nasser Abdullah Albassam	√	√	√	100%
Tariq Abdullah Alnaim	√	√	√	100%

3.2 Investment Committee

The Company's Board of Directors formed the Investment Committee comprising four members pursuant to the Board resolution dated 08 Rabi' Al-Thani 1443H, corresponding to 02 November 2022.

1.3.2 Investment Committee Members

No.	Member Name	Position	Biography
1	Nasser Abdullah Albassam	Chairman of the Committee	Please refer to the Board of Directors Members' biographies section above
2	Fahad Ibrahim Al Hussain	Member	
3	Sulaiman Abdulrahman Fatani	Member	
4	Ehsan Adnan Doughman	Member	

2.3.2 Roles and Responsibilities of the Investment Committee

The Investment Committee provides guidance and support in planning and managing the Company's strategic investments in an optimal manner. It evaluates potential investments, monitors investment performance, and oversees risk management. The Committee's key responsibilities include:

- 1** Strategic Planning: The Committee assists the Board of Directors in developing both long-term and short-term investment strategies. It analyzes relevant market data and information, assesses potential risks and opportunities, and provides strategic guidance to management regarding investment decisions.
- 2** Investment Evaluation: The Committee is responsible for evaluating potential investments for the Company. It reviews and analyzes proposed investment opportunities, assesses their alignment with the Company's strategy, expected return criteria, and associated risks. Based on its evaluation, the Committee recommends whether to approve or reject the proposed investments.

3

Monitoring Investment Performance: The Committee monitors the performance of the Company's current investments. It tracks financial returns and the overall performance of investment portfolios and projects, and evaluates the extent to which they achieve the set objectives and plans. In the case of underperforming investments, the Committee may recommend necessary adjustments or re-evaluation to achieve the desired returns.

4

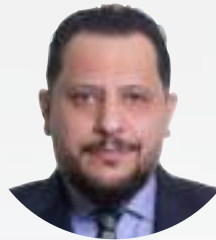
Monitoring Investment Performance: The Committee monitors the performance of the Company's current investments. It tracks financial returns and the overall performance of investment portfolios and projects, and evaluates the extent to which they achieve the set objectives and plans. In the case of underperforming investments, the Committee may recommend necessary adjustments or re-evaluation to achieve the desired returns.

3.3.2 Investment Committee Meetings

Member Name	Number and Dates of Investment Committee Meetings During 2025	Total Attendance Percentage
	First Meeting September 02	
Nasser Abdullah Albassam	√	100%
Fahad Ibrahim Al Hussain	√	100%
Sulaiman Abdulrahman Fatani	√	100%
Ehsan Adnan Doughman	√	100%

3. Executive Management

The Company's senior management consists of a team with the expertise and skills required to manage the Company under the supervision of the Board of Directors. The Chief Executive Officer is responsible for managing the Company's day-to-day operations in accordance with the directives and policies set by the Board to ensure the achievement of the Company's objectives. The senior management team currently consists of eight members.



Ehsan Adnan Doughman

Board Member / Chief Executive Officer



Maher Tawfiq Bawadi

Chief Financial Officer



Hussam Ahmad Dweiri

Chief Technology Officer



Khalaf Hauzaifah Alahmadi

Chief Cybersecurity Officer



**Ayman Najm Abdullah
Al-Tuwaijri**

Executive Vice President – Client
Account Mangement



**Zainab Mohammed
Negrash**

Executive Vice President –
Shared Services



**Mohammed Qasem
Alhussain**

Executive Vice President
– Governance, Risk, and
Compliance

* Please refer to the Board of Directors Members' biographies section above.

1.3 Executive Management Members and Their Biographies

Maher Tawfiq Bawadi

Chief Financial Officer



Date of Appointment

Since 2019 (5 years)

Educational Qualification

Bachelor's Degree in Business Administration and Accounting, Birzeit University, Palestine, 2001.

Previous Executive Positions

2019 – 2021: Chief Financial Officer at Perfect Presentation Company (2P)

2008 – 2018: Finance and Accounting Manager at Drake & Scull International, a limited liability company operating in electrical contracting

2005 – 2008: Financial Accountant at Al Manahil Company, a limited liability company operating in education, culture, and entertainment

2004 – 2005: ERP Planning Specialist at NetSoft Group, a limited liability company operating in software

2002 – 2004: Accountant at National Finance Company, a limited liability company operating in finance

2001 – 2002: Accountant at Masharef Najd Establishment, an establishment operating in mechanical and electrical engineering

Experience

23 years of experience across multiple areas in the financial sector

Hussam Ahmad Dwe

Chief Technology Officer



Date of Appointment

Since 2007

Educational Qualification

Bachelor's Degree in Information Systems, Yarmouk University, Hashemite Kingdom of Jordan, 2006.

Previous Executive Positions

2018 – 2023: Deputy Chief Executive Officer – Technology and Digital Transformation

2015 – 2018: Business Unit Manager at Perfect Presentation Company (2P)

2014 – 2015: Product Manager at Perfect Presentation Company (2P)

2012 – 2014: Applications Support Department Manager at Perfect Presentation Company (2P)

2010 – 2012: Senior Software Developer at Perfect Presentation Company (2P)

2007 – 2010: Software Developer at Perfect Presentation Company (2P)

2006 – 2007: Software Developer at FreeSoft Company, a limited liability company established in Jordan operating in information technology

**Khalaf Hauzaifah
Alahmadi**
Chief Information
Security Officer



Date of Appointment

Since 2022

Educational Qualification

Bachelor's Degree in Information Technology, University of Toledo, Ohio, United States of America.

Previous Executive Positions

2021 – 2022: SAICO Insurance – Chief Information Security Officer.

Experience

8 years of experience across the information technology and cybersecurity sectors inside and outside the Kingdom, focused on consulting and IT infrastructure.

**Ayman Najm Abdullah
Al-Tuwaijri**

Deputy Chief Executive Officer –
Accounts Management



Date of Appointment

Since 2022

Educational Qualification

Diploma in Computer Programming • International Statistical Programs Center (ISPC), Washington, D.C., United States of America, 1992 – 1993

Previous Executive Positions

Recruitment Manager for IT projects at Baramaj Projects (Salam & SBOCP)

Experience

- Systems programming, analysis, and design for logistics applications – Zakat and Income Authority, Headquarters in Riyadh (1987 – 1997)
- IT Consultant, BAE Systems – King Khalid Air Base
- IT Consultant, BAE Systems – King Abdulaziz Air Base
- IT Projects Consultant, Salam Program – Royal Saudi Air Force (Headquarters)
- IT Projects Consultant, Saudi-British Defence Cooperation Programme (SBDCP) – Royal Saudi Air Force (Headquarters)
- Director of Defense and Security Sales Sector at Perfect Presentation Company (2P) (2022 – 2025)

Zainab Mohammed Negrash

**Executive Vice President –
Shared Services**



Date of Appointment

Since 2014

Educational Qualifications

Master's Degree in Management, MidOcean University, United Arab Emirates, 2024

Master's Degree in Human Resource Management, Cambridge Training College, United Kingdom, 2020

Bachelor's Degree in Economics and Administrative Sciences, Imam Mohammad Ibn Saud Islamic University, Kingdom of Saudi Arabia, 2013

Previous Executive Positions

2016 – 2019: Operations Manager at Perfect Presentation Company (2P)

2014 – 2016: Human Resources Manager at Perfect Presentation Company (2P)

2011 – 2013: Assistant Manager at DAXA Company, a limited liability company operating in software

Experience

More than 12 years of experience in management

Mohammed Qasem Alhussain

**Executive Vice President
– Governance, Risk, and
Compliance**



Date of Appointment

Since 2022

Educational Qualifications

Bachelor's Degree in English Language, King Faisal University, Kingdom of Saudi Arabia, 2020

Diploma in Information Technology, University of Cambridge, United Kingdom, 2011

Previous Executive Positions

2021 – 2022: Head of Compliance and Anti-Money Laundering and Counter-Terrorism Financing at Saudi Home Loans Company, a publicly listed joint stock company operating in housing finance

2020 – 2020: Head of Compliance, Anti-Money Laundering, Counter-Terrorism Financing, and Financial Crime at Bayan Payments Company Limited, a limited liability company operating in payment technology

2017 – 2020: Compliance Officer, Anti-Money Laundering and Counter-Terrorism Financing, and Financial Crime at Al Amthal Finance Company, a joint stock company operating in finance

2011 – 2017: AML/CTF Analytical Investigator at Arab National Bank, a publicly listed joint stock company operating in banking

2010 – 2010: Executive Assistant in the Compliance Department at Deutsche Bank, a publicly listed joint stock company operating in banking

2004 – 2010: Final Auditor at Samba Financial Group, a publicly listed joint stock company operating in banking

Experience

20 years of experience in banking and corporate sectors

4. Dividend Distribution Policy

The Board of Directors establishes a clear policy regarding the distribution of dividends in accordance with Article (50) of the Company's Articles of Association. The annual net profits shall be distributed as follows:

- .1** Ten percent (10%) of the net profits shall be set aside to form a statutory reserve. The Ordinary General Assembly may resolve to discontinue such allocation once the said reserve reaches thirty percent (30%) of the paid-up capital.
- .2** The Ordinary General Assembly, based on the recommendation of the Board of Directors, may set aside a percentage of the net profits to form a contractual reserve to be allocated for specific purpose(s).
- .3** The Ordinary General Assembly may decide to form other reserves to the extent that serves the Company's interest or ensures, as far as possible, the distribution of stable dividends to shareholders. The Assembly may also deduct amounts from net profits to establish social institutions for the Company's employees or to support existing ones.
- .4** The Ordinary General Assembly may distribute the remaining balance thereafter to shareholders, provided that such dividends shall not be less than one percent (1%) of the Company's capital.
- .5** The Company may distribute interim dividends to its shareholders on a semi-annual or quarterly basis by a resolution of the Board of Directors, based on an authorization granted by the General Assembly, provided that the Company's financial position allows and sufficient liquidity is available, in accordance with the controls and procedures set by the competent authority.

5. Disclosure of Remuneration of the Board of Directors, Committees, and Executive Management

The remuneration policy for the Board of Directors, its committees, and the executive management of Perfect Presentation for Commercial Services Company has been prepared in implementation of the provisions of paragraph (1) of Article (58) of the Corporate Governance Regulations issued by the Capital Market Authority Board. The policy was approved by the Company's General Assembly on (04 November 2025). The remuneration granted to Board members and senior executives has been aligned with the approved policy.

1.5 Remuneration of the Board of Directors and Its Committees

Remuneration Policy

In accordance with the remuneration policy of the Board of Directors, its committees, and the executive management, which was approved by a resolution of the Company's General Assembly of shareholders dated 13/5/1447 AH, corresponding to 4/11/2025 AD:

- .1** In accordance with the Company's Articles of Association, the remuneration of the Board of Directors members, if any, shall be determined by the Ordinary General Assembly. Such remuneration may be a fixed amount, attendance allowance per meeting, in-kind benefits, or a certain percentage of net profits. It is permissible to combine two or more of these benefits, in line with the relevant official decisions and regulations and within the limits stipulated in the Companies Law and its implementing regulations.
- .2** The remuneration of the Board of Directors members shall consist of a fixed amount of (150,000) SAR for each member, to be included in the Board of Directors' report.
- .3** Each member of the committees emanating from the Board shall receive a remuneration of (50,000) SAR. The annual remuneration shall be calculated starting from the date of the Board's approval of the member's appointment to the committee.
- .4** Each non-Board member serving on the Board committees shall receive a remuneration of (90,000) SAR. The annual remuneration shall be calculated starting from the date of the Board's approval of the member's appointment to the committee.
- .5** Fees of (3,000) SAR shall be paid as an attendance allowance for each meeting of the Board and its committees.
- .6** It shall be taken into consideration that the remuneration of independent Board members must not be a percentage of the Company's profits nor directly or indirectly linked to the Company's profitability.
- .7** The Board may review these remunerations whenever deemed appropriate, provided that such review does not conflict with the Company's Articles of Association or other relevant regulations, and based on the recommendation of the Nomination and Remuneration Committee. The amounts paid and accrued for Board members shall be disclosed in the Board of Directors' report submitted to the Annual General Assembly for approval.

2.5 Remuneration of the Board of Directors

Statement of the amounts received by Board members in their capacity as employees or executives, or amounts received in consideration of technical, administrative, or consultancy services during the year (2025) (SAR Thousand):

Member Name	Fixed Remuneration							Variable Remuneration					End of Service Benefits	Grand Total	Allowances	
	Fixed Amount	Board Meeting Attendance Allowance	Total Committee Remuneration & Attendance Allowance	In-kind Benefits	Amounts received as employees, executives, or for technical, administrative, or consultancy services	Remuneration of the Chairman, Managing Director, or Board Secretary (if a Board member)	Total	Percentage of Profits	Periodic Bonuses	Short-term Incentive Plans	Long-term Incentive Plans	Value of Granted Shares				Total
First: Independent Members																
Tariq Abdullah Alnaim	150	12	*	-	-	-	-	-	-	-	-	-	-	-	-	162
Yousif Mohammed Alkhilywi	150	12	*	-	-	-	-	-	-	-	-	-	-	-	-	162
Fahad Ibrahim Al Hussain	150	12	*	-	-	-	-	-	-	-	-	-	-	-	-	162
Sulaiman Abdulrahman Fatani	150	12	*	-	-	-	-	-	-	-	-	-	-	-	-	162
Total	600	48														648
Second: Non-Executive Members																
Nasser Abdullah Albassam	150	12	*	-	-	-	-	-	-	-	-	-	-	-	-	162
Total	150	12														162
Third: Executive Members																
Ehsan Adnan Doughman	150	12	*	-	-	-	-	-	-	-	-	-	-	-	-	162
Total	150	12														163

The details of the total committee remuneration and attendance allowances have been disclosed separately.

3.5 Remuneration of Board Committees

Details of Remuneration Paid to Committee Members During the Fiscal Year (2025)
 (SAR'Thousand)

Member Name	Fixed Remuneration (Excluding Attendance Allowance)	Attendance Allowance	Total
Audit Committee Members			
Sulaiman Abdulrahman Fatani	50	12	62
Fahad Ibrahim Al Hussain	50	9	45
Tariq Abdullah Alnaim	50	12	62
Abdullah bin Mohammed Al-Arifi	90	12	102
Nomination and Remuneration Committee Members			
Yousif Mohammed Alkhilywi	50	9	45
Tariq Abdullah Alnaim	50	9	45
Nasser Abdullah Albassam	50	9	45
Investment Committee Members			
Nasser Abdullah Albassam	50	3	53
Fahad Ibrahim Al Hussain	50	3	53
Sulaiman Abdulrahman Fatani	50	3	53
Ehsan Adnan Doughman	50	3	53

4.5 Remuneration of Senior Executives

1.4.5 Executive Management Remuneration Policy

- .1** The policy covers employees at all executive and administrative levels within the Company, whereby the Nomination and Remuneration Committee annually determines the targeted executive and managerial positions.
- .2** The remuneration is a fixed amount paid to executive and senior administrative positions in addition to the basic salary, as a reward for performance and achievements against the achievement of defined annual objectives. In general, it aims to achieve the following:
 - .1** Attracting and retaining top talent.
 - .2** Motivating employees and enhancing their performance to achieve the Company's annual objectives, in a manner that reflects and aligns with their roles and responsibilities.
 - .3** Linking employee performance to the Company's annual objectives.
 - .4** Ensuring fairness and equity, whereby remuneration and its related performance indicators are clear, measurable, and linked to both overall corporate performance and individual employee performance. Remuneration is granted solely based on the results of a rigorous performance evaluation process.

2.4.5 We present below a statement of the remuneration paid to the five highest-paid senior executives, including the Chief Executive Officer and the Chief Financial Officer, during the fiscal year 2025.

SAR ('000)	Fixed Remuneration			Variable Remuneration					End of Service Benefits Paid	Total Remuneration of Executives for Board Membership (if any)	Grand Total
	Salaries	Allowances	In-kind Benefits	Total	Periodic Bonuses	Profits	Long-term Incentive Plans	Granted Shares			
Remuneration and compensation granted to the top five executives, including the CEO and CFO											4,512,220

Clarification of Perfect Presentation Company's compliance with respect to the total remuneration granted to senior executives in accordance with the regulatory requirements set out in sub-paragraph (b) of paragraph (4) of Article (39) of the Corporate Governance Regulations. However, in order to protect the interests of the Company, its shareholders, and its employees, and to avoid any potential harm that may result from disclosure by position, the details have not been presented in the manner set out in Annex (A) relating to senior executives under the Corporate Governance Regulations.

5.5 Relationship between the Remuneration Granted and the Approved Remuneration Policy

Based on the remuneration policy for the Board of Directors, its committees, and the executive management, as previously referred to in this report, and in light of the remuneration paid to the Board, its committees, and the executive management, it is evident that such remuneration is consistent with the Company's approved policy, without any material deviation from the said policy.



6- Business and Contracts

1.6 Related Party Transactions

During 2025, 2P (Perfect Presentation for Commercial Services Co.) carried out a number of transactions with related parties as part of its ordinary course of business. These transactions were conducted under the same terms and conditions applied to dealings with third parties, without granting any preferential advantages to those parties. All such transactions are subject to approval by the General Assembly in accordance with Article (71) of the Companies Law. It is worth noting that these transactions include both recurring and non-recurring activities during the fiscal year 2025. Some of them extend from previous years as part of ongoing contractual relationships established prior to this year, as detailed below:

Contract Party	Nature of Work or Contract	Contract Value	Contract Duration	Terms of the Work or Contract	Names of Board Members, Senior Executives, or Related Persons
Prime Technical Contracting Establishment	Purchase orders under a framework agreement	127,751	Not specified	No preferential terms	Saleh bin Ibrahim bin Hamad Al Mazrou - Major Shareholder
Maaal Media Company	Purchase orders	868,106	Not specified	No preferential terms	Nasser Abdullah Mohammed Al-Bassam – Chairman of the Board
General Commission for the Guardianship of Trust Funds for Minors and Their Counterparts	Sales / technical services	288,881	Not specified	No preferential terms	Fahd Ibrahim Al Hussain – Board Member
Sustainable Technology Energy Company	Sales / technical services	29,901	Not specified	No preferential terms	Nasser Abdullah Mohammed Al-Bassam – Chairman of the Board
Al-Amthal for Business and Commercial Investment Company	Payments made on behalf Zakat for previous years	2,485,728	Not specified	No preferential terms	Nasser Abdullah Mohammed Al-Bassam – Chairman of the Board
Cloud Distribution for Communications and Information Technology Company*	Purchase orders under a framework agreement	32,731,676	Not specified	No preferential terms	Nasser Abdullah Mohammed Al-Bassam – Chairman of the Board

2.6 Participation in Competing Activities

Pursuant to paragraph (42) of Article (87) of the Corporate Governance Regulations, regarding the participation of certain Board members of Perfect Presentation Company (2P) in competing activities during the fiscal year ended on (31 December 2025), as illustrated in the following table:

Company Name	Legal Form	Business Activity	Nature of Relationship	Names of Board Members Participating in Competing Activities
Perfect Presentation Trading Company – Arab Republic of Egypt	Limited Liability Company	Information Technology, Cybersecurity, Operations & Maintenance	Partner	Nasser Abdullah Albassam – Chairman of the Board
IT Belt Company	Closed Joint Stock Company	Information Technology, Cybersecurity, Operations & Maintenance	Major Shareholder	Nasser Abdullah Albassam – Chairman of the Board
Cloud Distribution for Telecommunications and Information Technology Company	Limited Liability Company	Licensing, Supply of IT and Cybersecurity Materials	Partner	Nasser Abdullah Albassam – Chairman of the Board
Sustainable Technology for Energy Company	Limited Liability Company	Renewable Energy Production, Operations & Maintenance	Partner (Indirect Ownership)	Nasser Abdullah Albassam – Chairman of the Board

7. Financial Obligations

1.7 Loans

Lending Entity	Type of Facilities	Loans as at 13-12-2025	Loan Additions during 2025	Loan Repayments during 2025	Loan Balance as at 31-12-2025	Loan Term (Days)	Outstanding Loan Amount	Total Indebtedness of the Company and its Subsidiaries
1	Arab National Bank	Project Financing	47,958	176,198	270	154,341	69,816	
2	Bank Aljazira	Project Financing	2,263	33,128	180	4,183	31,208	
3	Gulf International Bank	Project Financing	27,897	110,602	270	91,951	46,547	
4	Bahrain National Bank	Project Financing	-	2,850	180	-	2,850	
5	Saudi National Bank	Long-Term Financing	2,323	-	1800	2,323	-	
6	Al Rajhi Bank	Project Financing	6,139	84,873	180	32,092	58,920	
7	Riyad Bank	Project Financing	244,833	649,012	360	552,422	341,424	
8	The Saudi National Bank (SNB)	Project Financing	78,378	332,537	180	345,642	65,274	
9	Banque Saudi Fransi	Project Financing	21,693	126,987	180	100,028	48,652	
10	Banque Saudi Fransi	Long-Term Financing	-	83,000	1800	-	83,000	
Total			431,484	1,599,187	-	1,282,983	747,690	

7.2 Statutory Payments

Item	2025		Brief Description
	Amount Paid (SAR)	Amount Due as at Year-End and Unpaid (SAR)	
Zakat	7,816,748	-	
Value Added Tax (VAT)	88,911,783	80,433,942	Accruals represent government invoices for which no payment orders have been issued yet; therefore, they have not been recognized in the tax returns
General Organization for Social Insurance (GOSI)	56,753,605	5,597,683	
Visa and Passport Costs	1,481,765	-	
Labor Office Fees	10,613,144	-	
Total	148,808,297	86,079,889	



8. Company Ownership

On (04 November 2025), the Company's Extraordinary General Assembly approved an increase in the Company's capital by (10%) through the issuance of (30,000,000) new ordinary shares allocated to the Employee Share Program. The disclosed information is based on the records of the Saudi Stock Exchange (Tadawul).

1.8 Shareholders and Changes in Ownership Interests

The following table sets out the names, number of shares, and ownership percentages of major shareholders holding five percent (5%) or more, and the changes therein during the year 2025 (SAR):

Shareholder Name	Beginning of 2025		End of 2025		Changes	
	Number of Shares	Ownership %	Number of Shares	Ownership %	Number of Shares	Ownership %
Ideal Company For Commercial and Business Investment	68,460,000	22.82%	68,460,000	20.75%	0	9.09%
Nasser Abdullah Albassam	27,300,000	9.10%	27,300,000	8.27%	0	9.09%
Saleh Ibrahim Al-Mazrou	27,300,000	9.10%	27,300,000	8.27%	0	9.09%
2P Company	0	0	30,000,000	9.09%	30,000,000	9.09%

Perfect Presentation Company (2P) received, on Wednesday dated 26 November 2025, a written notice from Ideal Company for Business and Commercial Investment, one of the Company's major shareholders, indicating its intention to transfer ownership of its shares amounting to (68,460,000) shares—sixty-eight million four hundred and sixty thousand shares—representing (20.74%) of the shares of Perfect Presentation Company (2P), and to deposit them into the investment portfolios of the Company's owners and certain of their affiliates.

8.2 Share Ownership Percentage and Changes During the Year (2025) for Board Members and Senior Executives

8.2.1 Board of Directors Members

Shareholder Name	Beginning of 2025		End of 2025		Changes	
	Number of Shares	Ownership %	Number of Shares	Ownership %	Number of Shares	Ownership %
Nasser Abdullah Albassam	27,300,000	9.10%	27,300,000	8.27%	0	9.09%
Tariq Abdullah Alnaim	0	0%	0	0%	0	0%
Yousif Mohammed Alkhilywi	0	0%	0	0%	0	0%
Fahad Ibrahim Al Hussain	0	0%	0	0%	0	0%
Sulaiman Abdulrahman Fatani	0	0%	0	0%	0	0%
Ehsan Adnan Doughman	280000	0.09%	280000	0.08%	0	9.09%

8.2.2 Senior Executives

Shareholder Name	Beginning of 2025		End of 2025		Changes	
	Number of Shares	Ownership %	Number of Shares	Ownership %	Number of Shares	Ownership %
Ehsan Adnan Doughman	280000	0.09%	280000	0.08%	0	9.09%
Zainab Mohammed Negrash	8,600	0.0029%	8,600	0.0026%	0	9.09%
Zainab Mohammed Negrash	709	0.00024%	709	0.00021%	0	9.09%
Khalaf Hauzaifah Alahmadi						

9. Shareholders of the Company

1.9 Extraordinary General Assembly of Shareholders

The Extraordinary General Assembly convened (twice) during the year (2025) through modern technology means. The names of the Board of Directors members who attended are as follows:

Member Name	Ordinary General Assembly Meeting dated 23 June 2025	Extraordinary General Assembly Meeting dated 04 November 2025
Nasser Abdullah Albassam	Present	Present
Tariq Abdullah Alnaim	Present	Present
Yousif Mohammed Alkhilywi	Present	Present
Fahad Ibrahim Al Hussain	Present	Present
Sulaiman Abdulrahman Fatani	Present	Present
Ehsan Adnan Doughman	Present	Present

2.9 Shareholders Register Requests Table

The shareholders register was requested from Edaa (Securities Depository Center Company) (4) times during the year 2025. The dates of the requests and the reasons are set out below:

No.	Request Date	Reason for Request
1	08 May 2025	Administrative purposes
2	12 May 2025	General Assembly
3	23 July 2025	Administrative purposes
4	04 November 2025	General Assembly
5	23 يونيو 2025	الجمعية العامة
6	04 نوفمبر 2025	الجمعية العامة

3.9 Key Resolutions of the General Assembly

- .1** The Company's financial statements for the fiscal year ended on (31 December 2024) were reviewed and discussed.
- .2** Approval of the external auditor's report for the fiscal year ended on (31 December 2024).
- .3** The Board of Directors' report for the fiscal year ended on (31 December 2024) was reviewed and discussed.
- .4** Approval of the discharge of liability of the Board members for the activities carried out during the fiscal year ended on (31 December 2024).
- .5** Approval of the appointment of Baker Tilly MKM & Partners, Certified Public Accountants, as the Company's external auditor from among the nominated candidates, based on the recommendation of the Audit Committee, to examine, review, and audit the financial statements for the second and third quarters and the annual financial statements for the fiscal year (2025), and the first quarter of the fiscal year (2026), for a total fee of (SAR 950,000).
- .6** Approval of delegating to the Board of Directors the powers of the Ordinary General Assembly in respect of the authorization set out in paragraph (1) of Article (71) of the Companies Law, for a period of one year from the date of approval by the General Assembly or until the end of the delegated Board's term, whichever is earlier, in accordance with the conditions set out in the Implementing Regulations of the Companies Law for listed joint stock companies.
- .7** Approval of delegating to the Board of Directors the powers of the Ordinary General Assembly in respect of the authorization set out in paragraph (2) of Article (27) of the Companies Law, for a period of one year from the date of approval by the General Assembly or until the end of the delegated Board's term, whichever is earlier, for the following activities (Information and communications; computer consultancy and computer facilities management activities; computer programming activities; data processing, hosting, and related activities; information and communications; repair of computers and peripheral equipment; repair of communication equipment).
- .8** Approval of delegating to the Board of Directors the authority to distribute interim dividends on a semi-annual or quarterly basis for the year (2025).
- .9** Approval of the payment of an amount of (SAR 900,000) as remuneration to the Board members, at (SAR 150,000) per member, for the fiscal year ended on (31 December 2024).
- .10** Approval of the transactions and contracts entered into between the Company and Sahabat Al-Tawzee for Telecommunications and Information Technology Company, in which the Chairman of the Board, Mr. Nasser Abdullah Al-Bassam, has an indirect interest, starting from (221443/7/ AH), corresponding to (232022/02/). The agreement is automatically renewable. The volume of transactions during the year (2024) amounted to (SAR 14,311,236)—fourteen million three hundred and eleven thousand two hundred and thirty-six Saudi Riyals. These transactions represent (a framework agreement covering professional services, procurement, sales, and consultancy) and are ongoing commercial transactions conducted in the ordinary course of business in accordance with prevailing commercial terms and without any preferential conditions.
- .11** Approval of the participation of the Chairman of the Board, Mr. Nasser Abdullah Al-Bassam, in activities competing with the Company's business.
- .12** Approval of the amendment to the Audit Committee Charter.
- .13** Approval of the amendment to the Nomination and Remuneration Committee Charter.
- .14** Approval of the amendment to the Remuneration Policy for the Board of Directors, its committees, and the executive management.

.15 Approval of the amendment to the Policy and Criteria for Board Membership.

.16 Approval of the Board of Directors' recommendation to increase the Company's capital through the issuance of (30,000,000) new ordinary shares allocated to the Employee Share Program, as follows:

- Capital before increase: (SAR 300,000,000) three hundred million Saudi Riyals.
- Capital after increase: (SAR 330,000,000) three hundred and thirty million Saudi Riyals.
- Percentage increase in capital: (10%).
- Number of shares before increase: (300,000,000) shares.
- Number of shares after increase: (330,000,000) shares.
- Reason for the increase: The Company aims to issue (30,000,000) new shares.
- Nature and value of reserves to be used for the capitalization: The increase will be effected through the capitalization of (SAR 30,000,000) from retained earnings.
- The number of shares held by shareholders will not be affected; however, shareholders' ownership percentages will decrease by approximately (9.09%) as a result of issuing new shares.
- Amendment of Article (7) of the Company's Articles of Association relating to capital.
- Amendment of Article (8) of the Company's Articles of Association relating to subscription for shares.

.17 Approval of the establishment of the Company's Employee Share Program, and delegation to the Board of Directors to determine its terms and details.

.18 Approval of the amendment to Article (4) of the Company's Articles of Association relating to the Company's objectives.

.10 Approval of the Competition Policy and Standards.

4.9 Procedures Taken by the Board of Directors to Inform Its Members—Especially Non-Executive Members—of Shareholders' Proposals and Observations Regarding the Company and Its Performance

The Investor Relations Department at Perfect Presentation Company maintains continuous and ongoing communication with all shareholders through various communication channels. Investor Relations is responsible for all communications with investors and shareholders and submits its reports to the Board of Directors by providing periodic updates on shareholders' feedback. The views of stakeholders are of utmost importance to the Company.

10. Compliance with the Corporate Governance Regulations

The Board of Directors establishes corporate governance rules for the Company that do not conflict with the mandatory provisions of the Corporate Governance Regulations, and oversees their implementation, verifies their effectiveness, and amends them when necessary. In implementation of the Corporate Governance Regulations issued by the Capital Market Authority, which require the Company to disclose in its Board of Directors' report the provisions of these Regulations that have been applied and those that have not been applied, along with the reasons for non-compliance, it is noted that Perfect Presentation Company (2P) has prepared its own governance regulations in accordance with the requirements set out in the Corporate Governance Regulations issued by the Capital Market Authority.

The Company has complied with all the provisions set out in these Regulations, except for the following articles:

No.	Article / Paragraph No.	Article Text	Reasons for Non-Compliance
1	Article 27 – Corporate Governance Regulations	The Chief Executive Officer may not be appointed as Chairman of the Board of Directors during the first year following the end of his service.	(Guidance provision) Not included in the Corporate Governance Manual, while the Company remains compliant with it.
2	Article 67 – Corporate Governance Regulations	Formation of a Risk Management Committee	(Guidance provision) A separate Risk Committee has not been established as it is not mandatory under the regulations issued by the Capital Market Authority. However, its key responsibilities have been incorporated into the responsibilities of the Audit Committee.
3	Article 69 – Corporate Governance Regulations	The Risk Management Committee shall meet periodically at least every six (6) months, and whenever necessary. (Risk Committee Meetings)	(Guidance provision) No Risk Committee has been established as it is not mandatory.
4	Article 92 – Corporate Governance Regulations	Formation of a Corporate Governance Committee	(Guidance provision) A Governance Committee has not been established as it is not mandatory under the regulations issued by the Capital Market Authority. However, its key responsibilities have been incorporated into the responsibilities of the Audit Committee.

11. Explanatory Notes for the Year 2025

.1

Perfect Presentation Company (2P) holds treasury shares amounting to (30,000,000) ordinary shares allocated to the Employee Incentive Program, based on the approval of the Extraordinary General Assembly dated 26 November 2025.

.2

The Company has not issued any debt instruments.

.3

The Company has no debt instruments, and there are no interests, contractual instruments, or subscription rights held by members of the Board of Directors, executive management, or their relatives in its shares or in any of its subsidiaries.

.4

The Company has not issued or granted any debt instruments convertible into shares, contractual securities, option rights, subscription rights, or similar rights.

.5

The Company does not hold any conversion or subscription rights under any convertible debt instruments, contractual securities, guarantees, or similar rights, whether issued or granted.

.6

The Company has not issued any bonds; accordingly, it has not redeemed, purchased, or cancelled any redeemable debt instruments.

.7

There are no arrangements or agreements under which any shareholder of the Company has waived any rights to dividends.

.8

There are no arrangements or agreements under which any Board member or senior executive of the Company has waived any rights to dividends.

.9

The Company has not established any investments or other reserves for the benefit of Perfect Presentation employees.

.10

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) and in compliance with the Company's regulations and Articles of Association regarding the preparation and publication of financial statements.

.11

There are no deviations from the accounting standards (IFRS) as endorsed by the Saudi Organization for Chartered and Professional Accountants (SOCPA).

.12

There are no material differences in the operating results compared to previous financial results or any forecasts announced by the Company in the Annual Report of Perfect Presentation Company (2P) for 2025.

.13

The external auditor's report did not include any qualifications on the annual financial statements.

.14

The Company has not received any comments or observations from shareholders regarding the Company or its performance.

.15

The Board did not decide or recommend changing the Company's external auditor during the year.

.16

The Company did not distribute any dividends to shareholders during the year 2025.

.17

There are no penalties, sanctions, or precautionary restrictions imposed on the Company by the Capital Market Authority or any supervisory or regulatory authority.

.18

The Audit Committee recommended the appointment of (EcoVest) to carry out coordination and follow-up activities between Perfect Presentation Company (2P) and the current internal auditor, (EcoVest), in accordance with its authority.

Board of Directors' Acknowledgment

The Board of Directors of Perfect Presentation Company (2P) hereby acknowledges the following:

.1

The accounting records have been properly prepared.

.2

The internal control system has been established on sound bases and has been effectively implemented.

.3

There is no material doubt regarding the Company's ability to continue as a going concern.





2P

شركة العرض المتقن
Perfect Presentation