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Alandalus Property is a pioneering Tadawul-listed real estate company involved in the investment, development and operation of incomegenerating properties across the Kingdom of Saudi Arabia



#### Mission

To develop and operate unique and compelling destinations differentiated by engaging guests, customers and communities through experiences that foster loyalty, frequency of visits and lifetime value which ultimately drive and sustain unparalleled growth

#### Vision

To become the most admired and awarded developer of preferred destination spaces by leading the transformation from transactional to engagement-focused destinations in the Kingdom of Saudi Arabia

#### 2021Achievements

- Increase of the Company's capital from SAR (700,000,000) to SAR (933,333,330) divided to 93,333,333 shares.
- Massat property company where Alandalus property owns 25% of its stakes has purchased the land located in Umm Jurfan district.
- Chosen among Top 30 companies applying principles of corporate governance, by the
   Corporate Governance Center of Al-Faisal University.

#### Year End 2021 Performance at a Glance

16.7m

**Total Mall Footfall** 

214m

Revenue (SAR)

68%

**Gross Profit Margin** 

96%

Avg Occupancy Rate of Regional Malls Portfolio

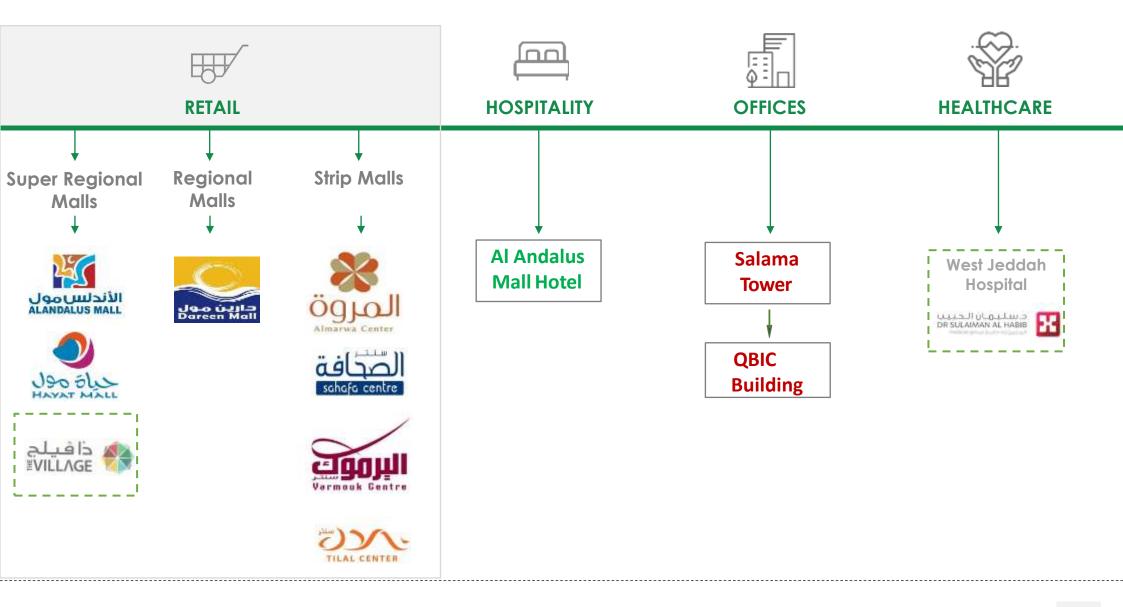
58%

**Operating Profit Margin** 

74%

**EBITDA Margin** 

### **Commercial Sectors**



### Strategic Objectives

Each business unit has a common set of strategic objectives that drive operations and functional focus

#### Stakeholder Engagement



Collaborate with all stakeholders to develop and provide

exceptional
consumer
engagement
through all services
and offerings within,
across, and outside
Alandalus Property
developments

## Operational Performance



Drive footfall by enhancing the consumer experience through continuously incorporating best practices and identifying new ideas, while optimizing organizational efficiency, productivity and costs

# Project Acquisition



Identify and selectively invest in developing new or existing projects and services that position the Company's properties as the preferred destination for consumers

# Strategic Investments & Partnerships



investments and partnerships at regional and global levels in order to expand the portfolio across offerings, services and developments that cater to consumer needs

# Our Six Pillar Strategy to Enhance Value & Generate Growth

Pillars



### Retail offerings

- Partner with key retail houses
- Incentivize interactive engagement
- Curated for primary & secondary targets



### Food & Beverage

- Distinctive with mix of Dine-in, Food courts, Café's and Snacking options
- Focus on visualization, personalization, education and interaction



#### **Entertainment**

- Unique, differentiated multipurpose
- Strive for geographic exclusivity for select offerings
- Curate safe, friendly, social, playful and active spaces



#### **Services**

- Leverage service-oriented tenants as means of engagement
- Continuous identification of new services
- Prioritize services that engage target demographic



#### Interactive Engagement

- Physical and digital platform
- Identify and improve consumer journeys
- Create fun, exciting and rewarding experience for consumers



### Neighboring Developments

- Locate new developments in trafficgenerating areas
- Reflect attributes of surrounding attractions in developments
- Global and local partnerships

Engagement driven through the right mix and selection of tenants

Activation across journey

Ecosystem multiplier effect

Enablers

**Principles** 

**Leasing & Contracting** 

**Project Management Office** 

Technology & Digital

**Architecture & Design** 

**Business Development** 

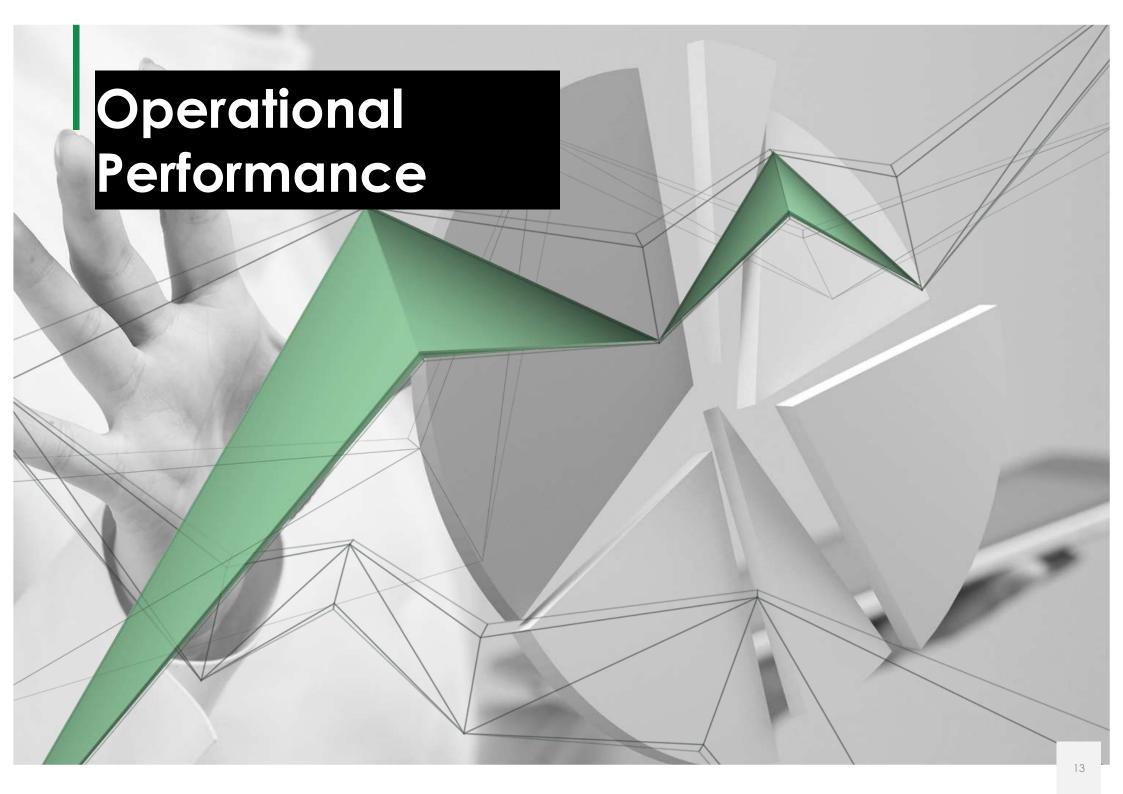
**Marketing & Events** 

Training & Capability development

**Retail relations** 

### **Commercial Principles**





### Retail

TYPE		# OF MALLS	GLA	TOTAL FOOTFALL
	Super Regional Malls	2	184k	14.2 million
	Regional Malls	1	47k	2.5 million
	Strip Malls	4	27k	N/A

### Hospitality

#### Profile

Location: Jeddah

Area: 28,255 sqm

Ownership: Al Ahli REIT Fund I

(68.73% APC)

Operated by: Alandalus Property.

Occupancy Rate: 50% - 55%

RevPAR: SAR 109

#### Alandalus Mall hotel



### Offices

#### Profile

Location: Jeddah

Net Leasable

Area:

31,420 sqm

Ownership:

Al Ahli REIT Fund I

(68.73% APC)

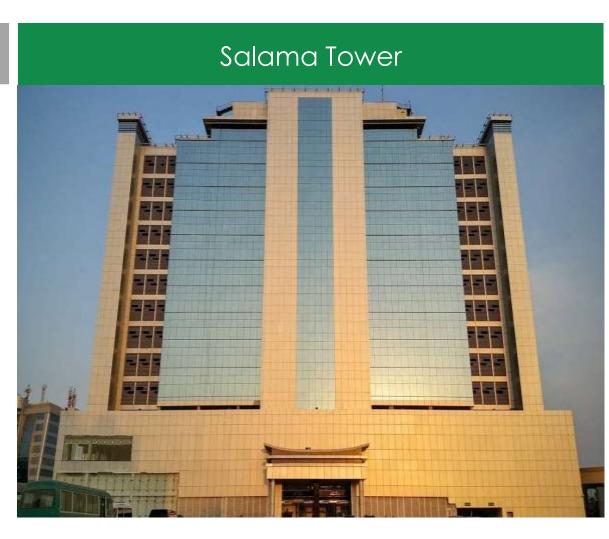
Annual Rental

Value:

SAR 23 million

Rental Period:

5 years



### Offices

#### Profile

Location: Riyadh

Net Leasable Area: 21,253 sqm

Ownership:

Al Ahli REIT Fund I (68.73% APC)

Annual Rental Value:

SAR 21.6 million

Rental Period:

3 years

### Qbic Plaza



### **Ongoing Investments**

#### The Vallage Mall

Location: Jeddah

Type: • Super Regional Mall

Area: ■ 124,880 sqm

Ownership:

• Al-Jawhara Al-Kubra (25% APC)

Total expected project cost: • SAR 873 million

Expected Opening: • Q2 2022



#### West Jeddah Hospital

Location: • Jeddah

Type • Healthcare

Area: ■ 30,251 sqm

Ownership: • West Jeddah Hospital Company (50% APC)

Total expected project cost: • SAR 1.6 billion (incl. land value)

Progress: 29% of total project

Expected Opening: • Q4 2023



Type:

### **Ongoing Investments**

#### Al-Sawari District Land Project

Location: • Jeddah

BOD still studying the best investment for the

land

Area: ■ 130,477 sqm

Ownership: Sorouh Al-Marakez (25% APC)



#### Umm Jurfan Land Project

Location: • Makkah

Type: 

BOD still studying the best investment for the

land

Area: ■ 127,434.10 Sqm

Ownership: • Massat property company (25% APC)

Land Cost: 174,188,738 SR



Ownership:

### **Ongoing Investments**

#### **Alandalus Mall Parking Lots Expansion**

Location: Jeddah

Type:

• Adding an external space for food and

beverage in addition to a parking building

Area: 15000 m2

Owned by AlAhli REIT Fund (1) where APC

owns 68.73% of its stakes

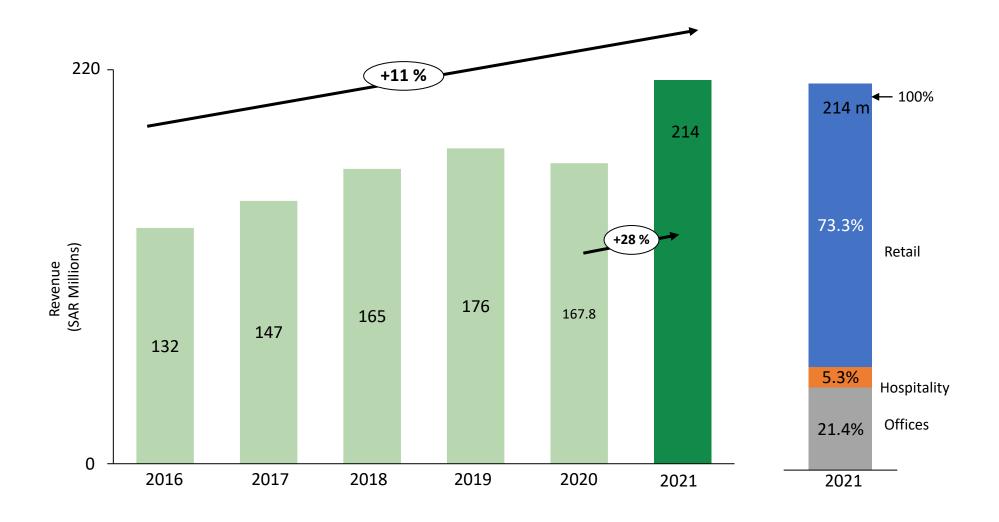
Total expected project cost: • SAR 131 Million

Expected Opening: • Q3 2024



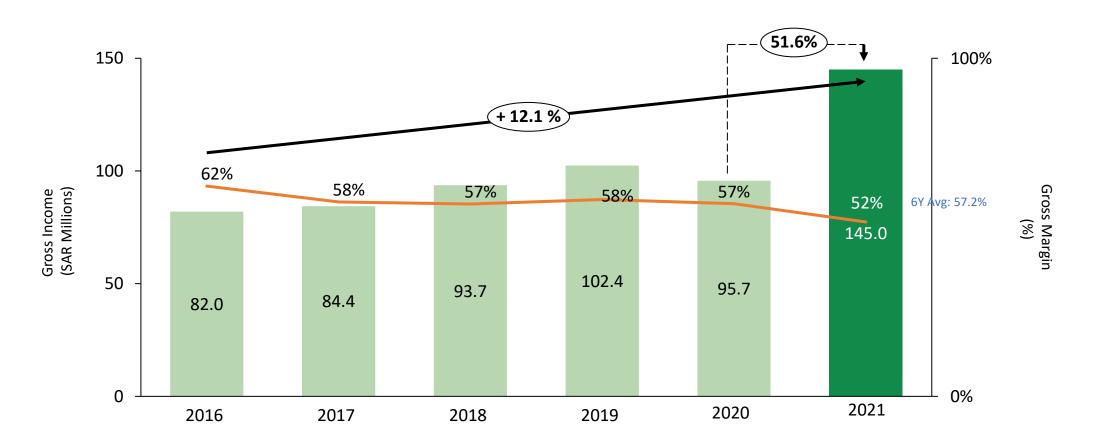


### Revenue



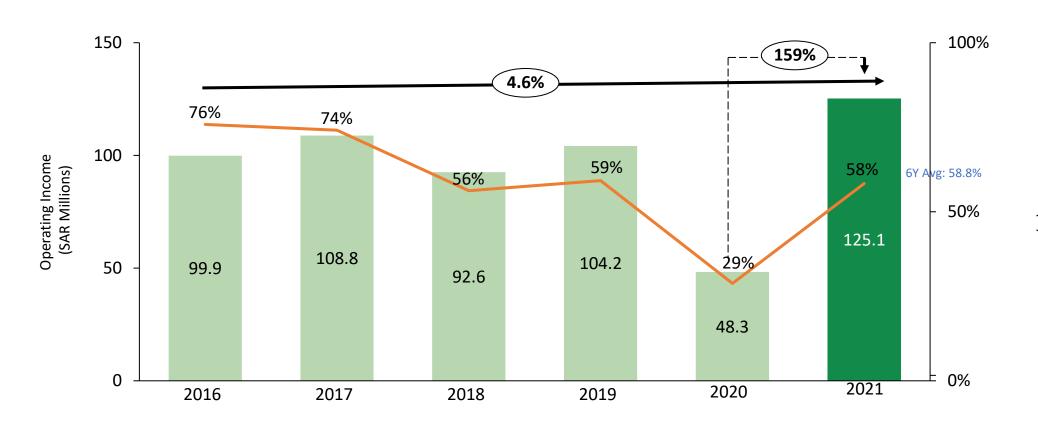
### Gross Income & Margin



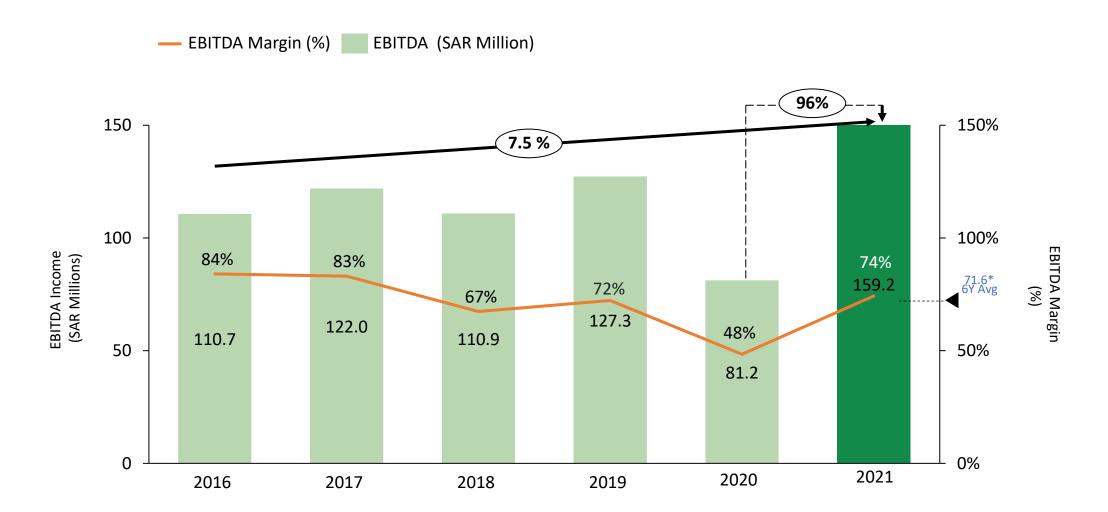


# **Operating Income & Margin**

— Operating Margin (%) Operating Income (SAR Million)

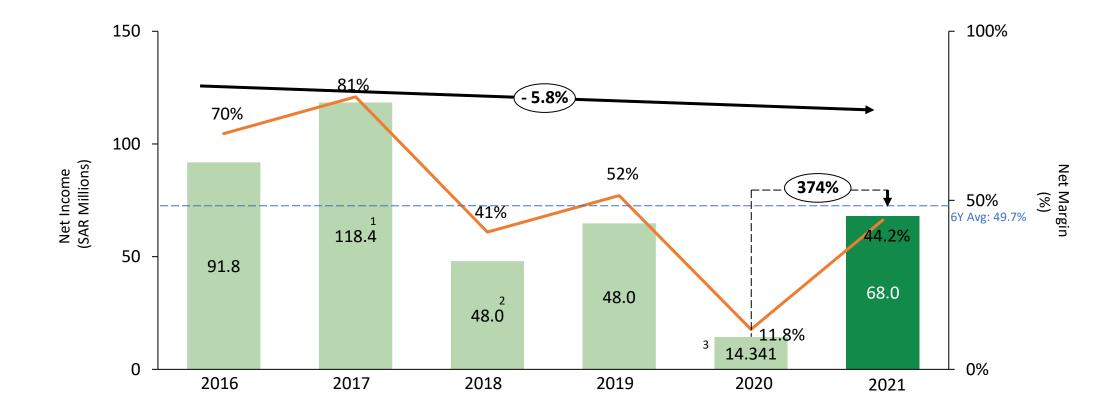


### **EBITDA & Margin**



### Net Income (shareholders) & Margin



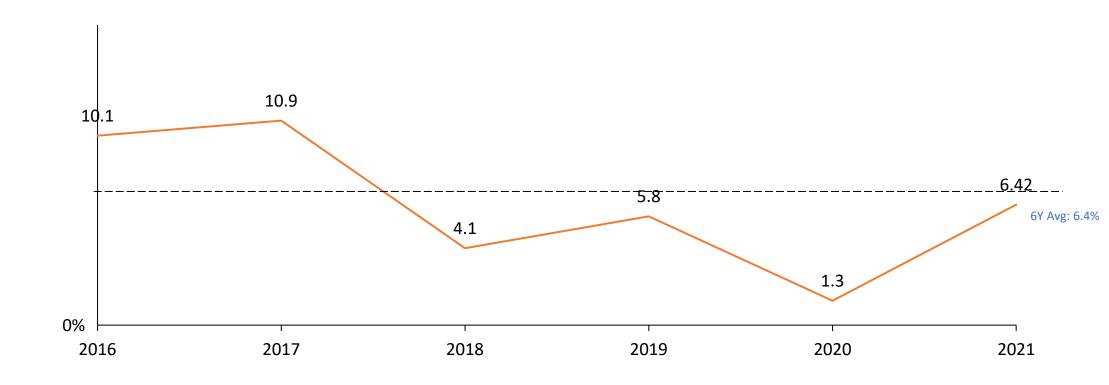


<sup>1 –</sup> Includes Extraordinary Capital Gain of SAR 22m

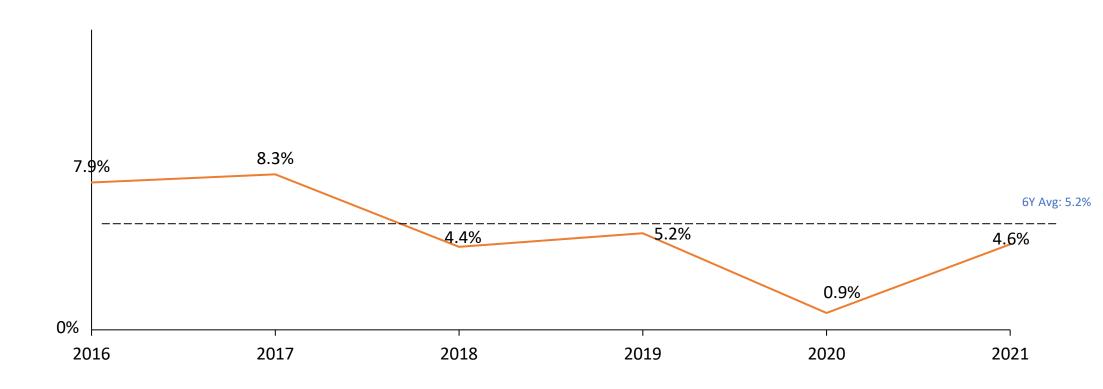
<sup>2 –</sup> Change in ownership of Alandalus Mall and Staybridge Suites from 100% to 68.73%

<sup>3 -</sup> Includes Impairment of SAR 32m

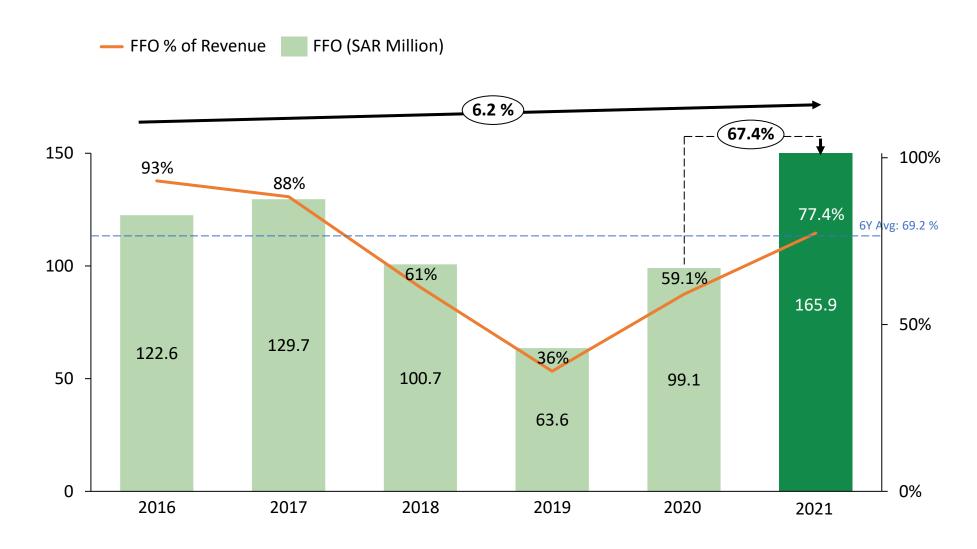
# Return on Equity (ROE)



### Return on Assets (ROA)

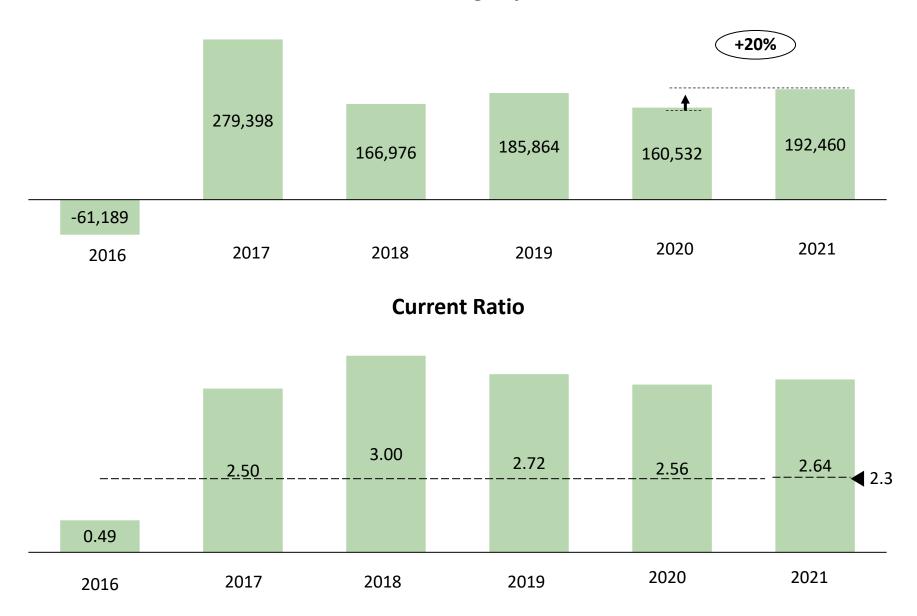


# Funds From Operations (FFO)



### Liquidity

#### **Net Working Capital**



### Leverage

#### **Debt-Equity Ratio**



### Consolidated Balance Sheet as at 31 Dec 2021

