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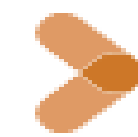
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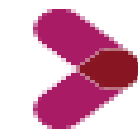
Leejam's Profile & Overview



Financial Performance



Strategic Report



Outlook FY 2022



Q&A

Leejam's Profile & Overview





Our Vision

To be the people's favourite and most accessible wellness club.

Our Mission

To steer society towards a healthy lifestyle and encourage people to exercise daily.

“More than just a gym”

From its humble beginnings, Leejam has continued in its path of evolution, fast becoming the region's largest operator of sports and fitness centers. Under the tutelage of the Company's vibrant, dynamic, and energetic core of key management personnel, with extensive experience in the industry, Leejam has been able to further diversify its offerings to create a so-called “One Stop Fitness Shop”, offering state-of-the-art facilities for all users, leading apparel lines and locations that people want to spend time in, in all corners of the Country.

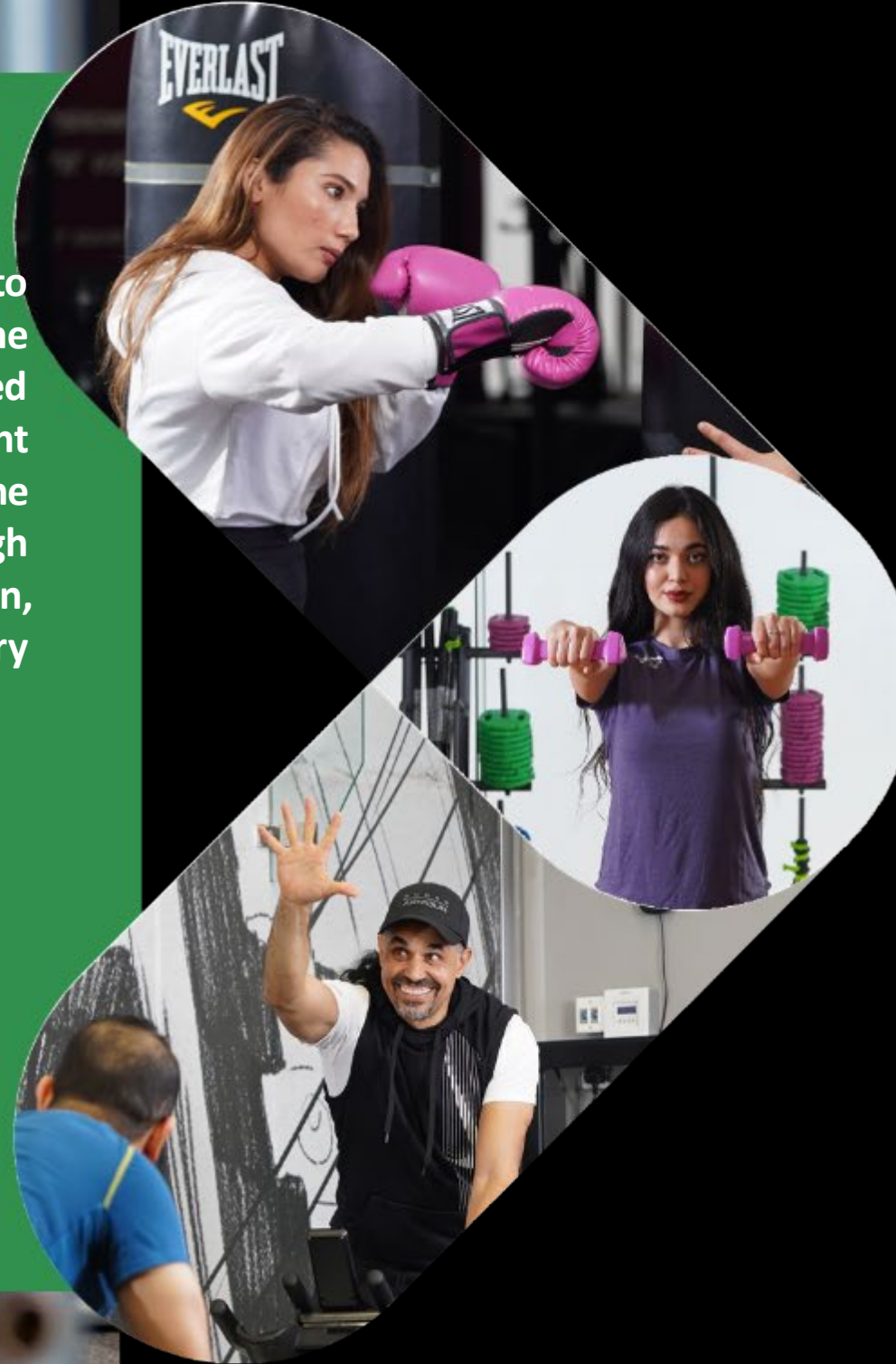
In addition, the leadership team pride themselves in knowing that the evolution of the brand under their guidance aligns directly with Saudi Arabia's Vision 2030; to get people exercising daily and to lead a healthier life.

Our Values

- **Customer service excellence**
- **Integrity**
- **Responsibility**
- **Collaboration**
- **Innovation**

Leejam Brands

Situated in strategically selected locations to provide an accessible fitness centre to the fitness communities, all centres are equipped with the latest in state-of-the-art equipment and facilities and are complimented by the Company's diverse range of offerings, through its tactically astute brand differentiation, incorporating choice offerings to suit every budget.



Leejam prides itself on its international and professional Fitness Team, designed to make Fitness Time the gym of choice. Leejam currently operates the following fitness brands:

وقت اللياقة
FITNESSTIME
PLUS

وقت اللياقة
FITNESSTIME
LADIES PLUS

وقت اللياقة
FITNESSTIME

وقت اللياقة
FITNESSTIME
LADIES

وقت اللياقة
FITNESSTIME
PRO

وقت اللياقة
FITNESSTIME
LADIES PRO

وقت اللياقة
FITNESSTIME
XPRESS

وقت اللياقة
FITNESSTIME
LADIES XPRESS

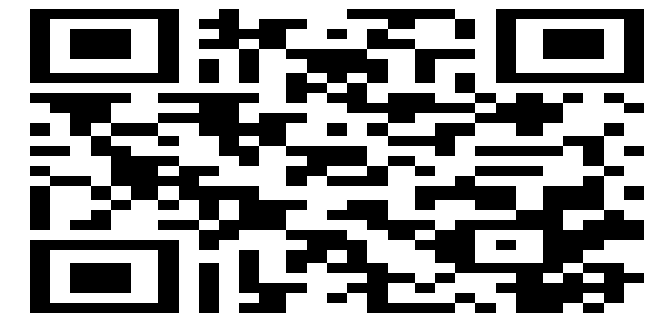
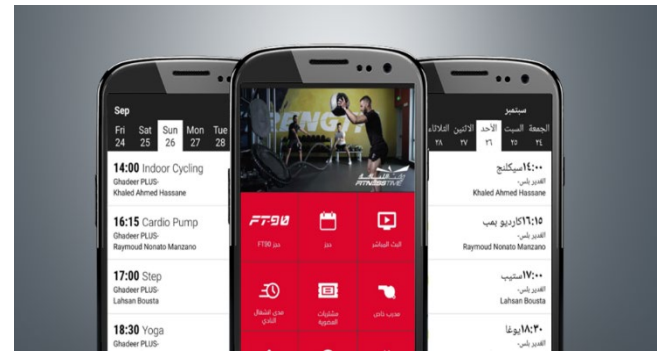
Key Highlights

Item (SAR M)	Q4 2021	Q4 2020	Change %	Q4 2019	Change %
Revenue	261.0	229.1	13.9%	269.0	(2.9%)
Gross profit	124.7	81.8	52.3%	117.4	6.2%
Operating Profit	99.9	11.9	737.1%	79.9	25.1%
EBITDA	154.1	64.2	139.9%	130.3	18.2%
Net Profit (Loss)	85.9	(0.5)	-	67.9	26.5%

Item (SAR M)	FY 2021	FY 2020	Change %	FY 2019	Change %
Revenue	885.3	662.6	33.6%	951.8	(6.9%)
Gross profit	372.0	140.0	166.2%	367.1	1.43%
Operating Profit	258.0	(6.0)	-	264.0	(2.2%)
EBITDA	465.9	199.7	133.3%	464.3	0.35%
Net Profit (Loss)	206.0	(59.0)	-	205.9	0.1%
Cash and cash equivalents	179.9	258.1	(30.3%)	68.1	164.2%



Staff and members from **37** different nationalities



New Fitness Time website
& App
"FT Connect"

FY 2020

FY 2021

Total Members

265K



292K

Female centres

36



43

Corporate Customers

160+



215+

Corporate Members

50K



41K

FY 2020

FY 2021

Female members

47K



60K

Male members

168K



191K

Total centres

133



145

Highlights



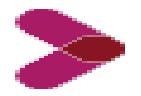
Financial Highlights

- Fitness Time recorded its highest quarterly amounted to SR 85.9M and annually net profit ever as well, which amounted to SR 206.0M
- Gross Profit Margin in this quarter higher than Q4 2020 by 52.3%.



New Centers – Q4 2021

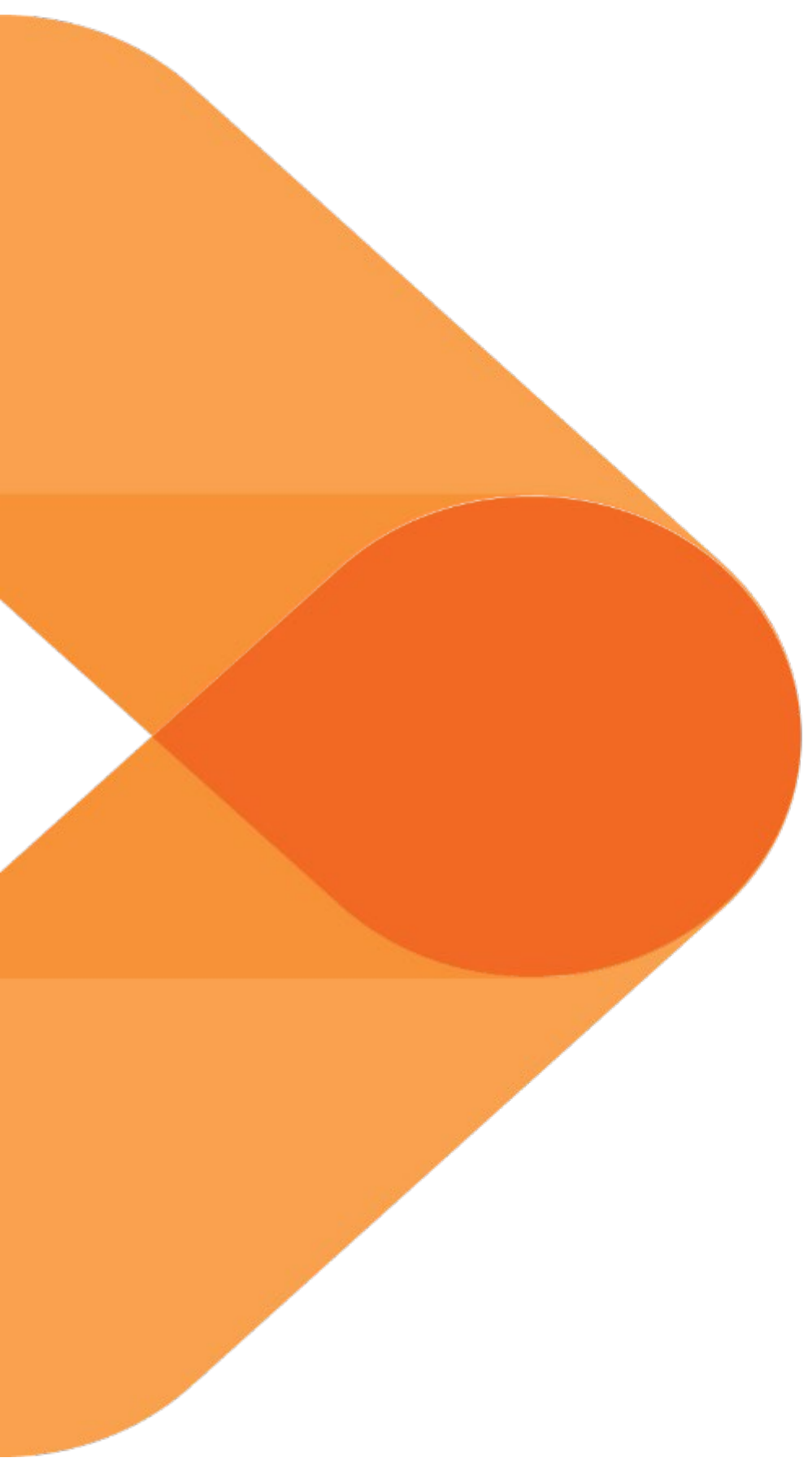
- 4 Centers of “Fitness Time Men Xpress”.
- 2 Centers of “Fitness Time Ladies” in Sharjah and Madinah.
- 1 Center of “Fitness Time” in Sharjah.



Other

- During Q4, Fitness Time paid cash dividends for the period of Q3, which was approved by board of directors on 4th November 2021.
- Leejam Board Members approved on 10th February 2022 to distribute cash dividends to the company’s shareholders for the fourth quarter of 2021.
- On Sunday 17th October 2021 Fitness Time announce the Ordinary General Assembly Meeting elected the Board members for the new term starting from 10 December 2021 for a term of three years.





Strategic Report

Business Model

Leejam's business model looks at the ways in which the Company is able to generate value for its stakeholders, along with the resources used to achieve all strategic objectives.

These are built taking consideration towards the Company's vision to be the people's favourite and most accessible wellness club, and the Company's mission to steer society towards a healthy lifestyle and encourage people to exercise daily.



The Approach

- Diligent and risk-based decision making
- Customer centricity
- Innovative and diverse range of products and services tailored to meet customer needs
- Focus on quality and efficiency



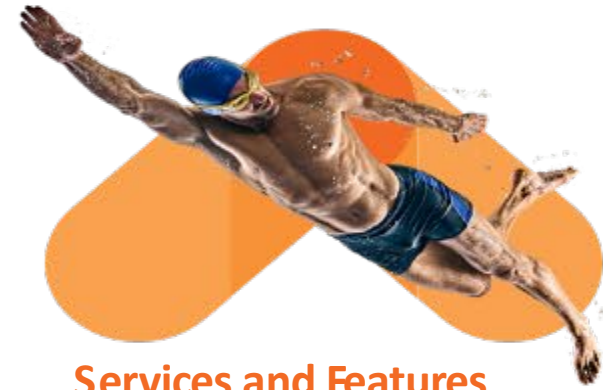
Value Proposition

- Long term lease of land and construction of state-of-the-art and technologically superior facilities
- High value membership
- Strategic locations
- Certified trainers and experts
- Brands catering to various KSA demographics
- Internationally certified training programs
- Provision of opportunities for women.



Inputs

- Finance
- Customer Service
- People
- Operational Efficiencies
- Represented Brands



Services and Features

- Cardio
- Strength
- Personal Training
- CrossFit Style
- High Intensity Interval Training (HIIT)
- Extreme Boxing
- Swimming



The Facilities

- Half Olympic Sized Pools
- Jacuzzi
- Sauna
- Steam
- Soccer, Basketball and Volleyball Courts
- Squash
- Lounges
- Business centres
- Showers
- Lockers
- Towels
- Slippers



Leejam's Value Creation

- Membership growth, retention and loyalty
- Sustainable returns for shareholders
- Steering society towards a healthy lifestyle
- Consistency in increasing market share.



Strategy

Leejam has carefully crafted its 3-year strategy to enable the Company to continue its upwards trajectory built on rapid growth, expansion, diversification and evolution. Every step of the Company's strategic pillars will support the Company in achieving its vision of becoming the people's favourite and most accessible wellness club. By aligning its daily activities with its strategy, the Company is determined to further create significant and sustainable value for its members, employees, shareholders and the Nation.

Strategy Pillars

➔ Unrivalled Customer Experience

To be recognized for unrivalled customer experience by exceeding expectations and providing industry leading communication channels, with a special focus on being easy-to-use and providing extensive access to Fitness Time Support. To provide an outstanding new member onboarding process (FT90), to maximize enjoyment and results in the club. To be proactive in listening to members through frequent customer satisfaction surveys. To instil in staff members a culture of customer focus through thorough and extensive recruitment practices, training, e-learning and regular testing and assessment.

➔ Class leading technology

To be a digital leader; The Neom of the Fitness sector. To deliver a "Best in Class" consumer App that enhances the Company's relationship with members and prospects and is enabled for all wearable integrations. To adopt "Smart Gym" through a connected experience for members providing a cashless and convenient environment. To complete the integration of automated business processes through Oracle and all other connected systems. To move to a cloud based office system, creating efficiency and collaboration. To create a unique Employee app that improves communication, supports training and provides a hub for all useful information. To be a leader in ESG through adoption of sustainable and renewable energy sources.

➔ Focusing on people

To become the Employer of choice through reputation and inspirational leadership. To provide clear, effective structures, rewarding hard work through shared success and creating a dynamic, positive, motivational working culture. To attract the best, retain the best and to grow from within through career development, succession planning and caring staff facilities. To develop a Leejam Academy to provide the best training and development for employees. To create a strong communication led culture with team building and goal achievement at its core by harnessing staff sentiment to the brand through organized and measured listening exercises. To become the 'Employer of Choice' that offers a positive and motivated working culture.



➔ Growth

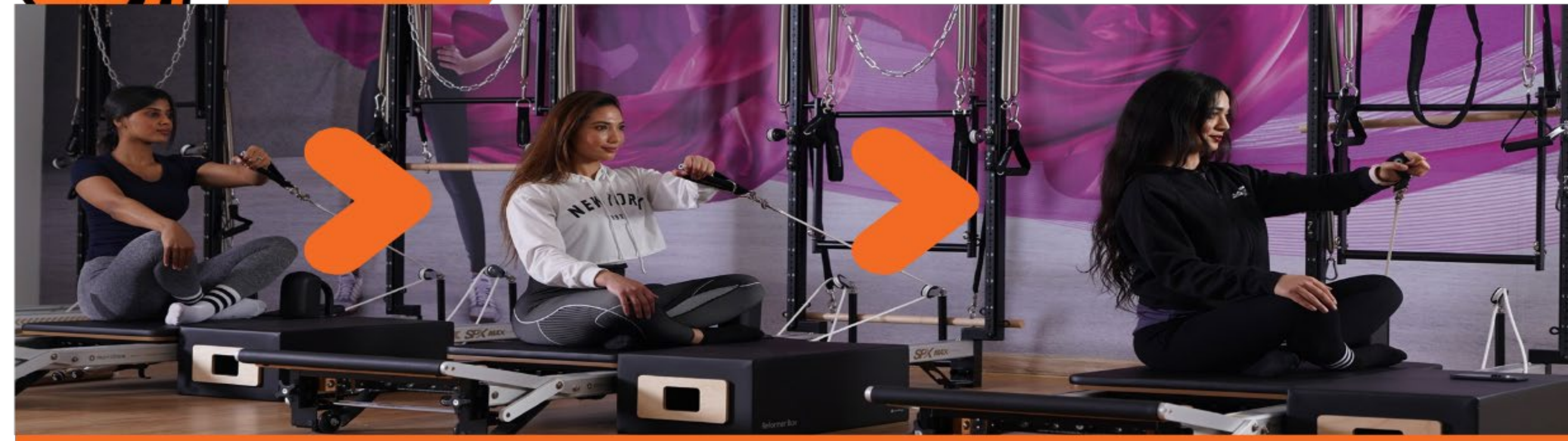
To increase the rate of expansion of fitness centres through:

- Traditional new clubs
- Corporate Wellness partnerships
- Small Gym concepts for males and females.

To balance expansion with maintaining brand quality/investment/operational excellence. To diversify and develop additional, secondary income lines e.g. Spa, Coffee, Retail, Protein, online such as Online Nutrition and Squat Wolf. To analyse pricing policies to ensure no loss-making clubs and to maximize on income opportunities. To increase membership to achieve 500k members by 2025. To use research and logic to ensure land acquisition targets have the highest prospects of success. To blend the Company's business focus on sales and adding considerable focus on retention.

➔ Quality

To build systems that guarantee a high degree of quality standards throughout the business (Total Quality Management). To introduce quality control measures audited by third parties, including mystery shop, NPS; which are linked to Company management development and rewards. To continually innovate with the latest Sports Equipment, trend setting group exercise, indoor cycling and HIIT Studios to strengthen Leejam's position as the market leader. To partner with winning brands that add kudos and value to all members. To preserve Leejam's exemplary reputation for having the highest hygiene standards. To provide the Company's operation with cutting edge data analytics in order to make sophisticated decisions that benefit both members and the business.



Strategy Framework

For Leejam to achieve on its strategic objectives, a clear and concise framework is required outlining the way in which the Company plans to execute its strategy and achieve its goals.



To lead by example

- Portray the core values of Leejam in all company activities starting with leadership and cascaded down to the entire organization.
- Coaching theme must be embraced for direct reports and mentoring the great talents in all teams to create a pool of outperformer.
- Conduct a well-planned meetings internally, scheduled one-on-one and team meetings regularly.
- Project the right image for the Company throughout the company and centres. Leadership image will reflect on Company's image.



To manage business performance

- Ensure all Financial KPIs are cascaded and distributed to departmental teams. Monitor approved KPIs on a monthly basis and immediate action plan for any deviation is required.
- Ensure all other KPIs (customers, regulatory, processes) are also cascaded down to all teams.
- As for Strategic projects and expansions, stakeholders must be accountable and responsible for execution within their allocated timeframes.



To ensure structure and process

- Driving improvement and enhancements across the organization. Without limitations, to set the strategy but continually scan the market locally and internationally, to adopt what is beneficial for future growth.
- Focus on evolution, diversification, innovation and digitalisation.

Risk Management

Leejam strives to ensure that its stakeholders, its reputation and the value of its assets are protected through effective risk assessment, identification and mitigation. The Company is committed to continually developing a risk management culture through its Risk Management Policy, framework and continual team development.



Risk Management Policy

The Company's risk management policy is to identify, assess, analyse and respond appropriately to all risks based on priority level defined by likelihood and impact. The risk management process is continuous and aligns with the Company's strategy, business objectives and operational goals. The Company has a system of policies, procedures and integrated operations through which risks are continuously identified, reported and managed in an organised, proactive and coordinated manner.



Risk Management Process

The Company's risk management policy is to identify, assess, analyse and respond appropriately to all risks based on priority level defined by likelihood and impact. The risk management process is continuous and aligns with the Company's strategy, business objectives and operational goals.

The Company has a system of policies, procedures and integrated operations through which risks are continuously identified, reported and managed in an organised, proactive and coordinated manner.



Risk Management and Controls

The Company, therefore, streamlines the actions of all staff, individually and collectively, towards achieving its business objectives. This entails the alignment of the objectives, risks and controls throughout the enterprise. It encompasses the respective business processes and operational activities undertaken by all levels of staff.



Risk Management Framework



Risk Management

Strategic Risk

Strategic Risks are those that failed business decisions pose to a company.

By continuing to diversify its customer base, the Company has negated this risk by continually adding new customers, both locally and internationally in different segments, thus eliminating concentration and spreading the Company's revenue income across a larger pool.

New competitors in the market and a change in the partnerships of existing competitors may affect The Company's market share. Failure to provide members with high quality products and services. To mitigate such risks, the Company maintains price discipline and leadership and maintains focus on choosing the best sites in a given geographical area. Leejam continues to invest in the member proposition and monitor utilisation and member satisfaction scores. Ongoing review of equipment usage is carried out to ensure timely replacements and the Company continuously explores further innovations to improve the member experience.

Financial Risk

1

Credit Risk

Failure of one party to fulfil its financial obligations as they fall due, causing financial losses to the other party.

To minimise the impact of credit risk, the Company sets a credit limit for individual customers and continuously monitors existing receivables.

2

Liquidity Risk

The inability to provide the funds necessary to fulfil its obligations with respect to financial instruments, which arises when it is not possible to sell a financial asset quickly at an amount close to its fair value.

The Company mitigates liquidity risk by engaging multiple banking institutions to ensure the best possible rates when sourcing the various, available financing options, and fully utilizes all available sources.

3

Currency Risk

The fluctuation of the financial value of the assets and financial liabilities due to the change in the foreign exchange rates.

Currency risk is mitigated by ensuring all the material transactions of the company are made in either Saudi Arabian Riyals or in US Dollars.

The Company also always agrees in advance on a fixed exchange rate with suppliers for all goods, equipment or material which are purchased from abroad, prior to import, mainly carried out in US Dollars, owing to the Saudi Arabian Riyal being pegged to the US Dollar, which negates this risk.

Operational Risk

The failure to maintain adequate security and safety environment as well as regulatory non-compliance causing interruptions in business.

Leejam mitigates operational risk through maintaining appropriate security equipment and tracking systems at club level, as well as through training and development of staff and carrying out regular audit checks.

To minimise the risk of non-compliance with regulatory bodies, the Company ensures oversight of management on regulatory compliances and seeks appropriate legal and expert advice for complex matters. This is complemented by the recruitment of suitably qualified staff and the provision of their continuous professional development through training.

To ensure minimal interruption to service, the Company has prepared a fully qualified maintenance department that employ highly skilled and specialized technicians in addition to stocking of critical spare parts for the production lines to ensure minimal disruption and downtime in the event of a breakdown.

Information Technology Risk

The threat to a Company's business data, critical systems and business processes, and the lack of a Company's IT performance/

The ability to enrol members, carry out online marketing activity, process payments and control gym access is dependent on the performance of our IT systems. The IT risks are mitigated by ensuring primary IT infrastructure is fully managed by specialist IT companies with best practice architecture and support. Backing up all membership and business information, ensuring all sensitive information is encrypted and ensuring a robust disaster recovery and business continuity plans is also essential in minimising the risk to Leejam.

People Risk

The risk that staff either leave or that they do not follow company procedure or practices.

The Company mitigates this risk through various initiatives to be the employer of choice in its sector, by implementing individual personal development programs and by ensuring the highest level of ongoing training, as well as utilising a full and clear succession planning process.

Insurance Risk

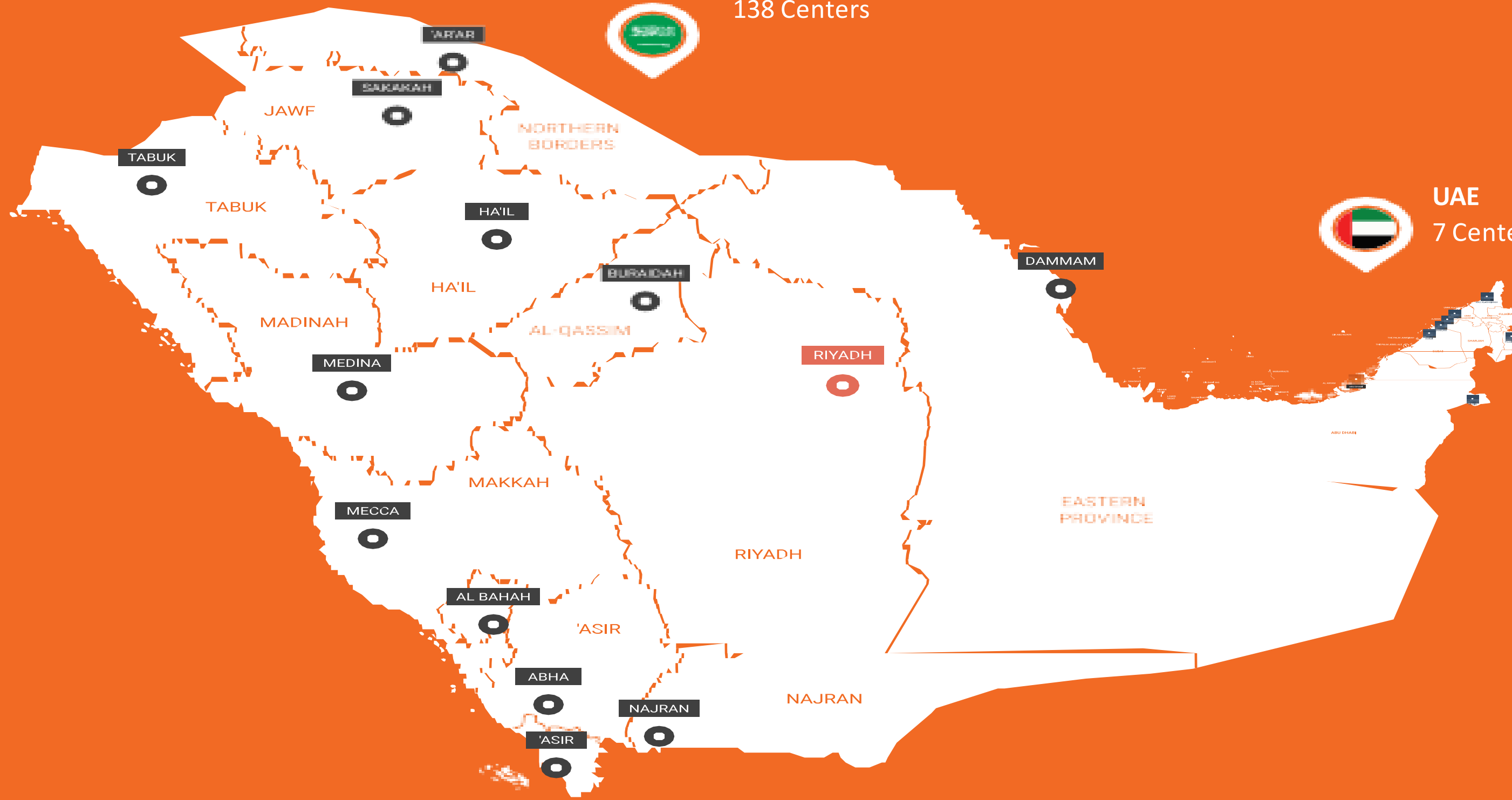
The risk of an outcome that an insurance company has agreed to insure against in the policy wordings, which has the potential to cause financial loss, property damage or bodily harm were it to occur.

To ensure there is no risk to the Company, its property or any of its stakeholders, the Company continuously reviews and updates its insurance policies and ensures the adequacy of these policies for their requirements.



KSA
138 Centers

UAE
7 Centers



Key Features



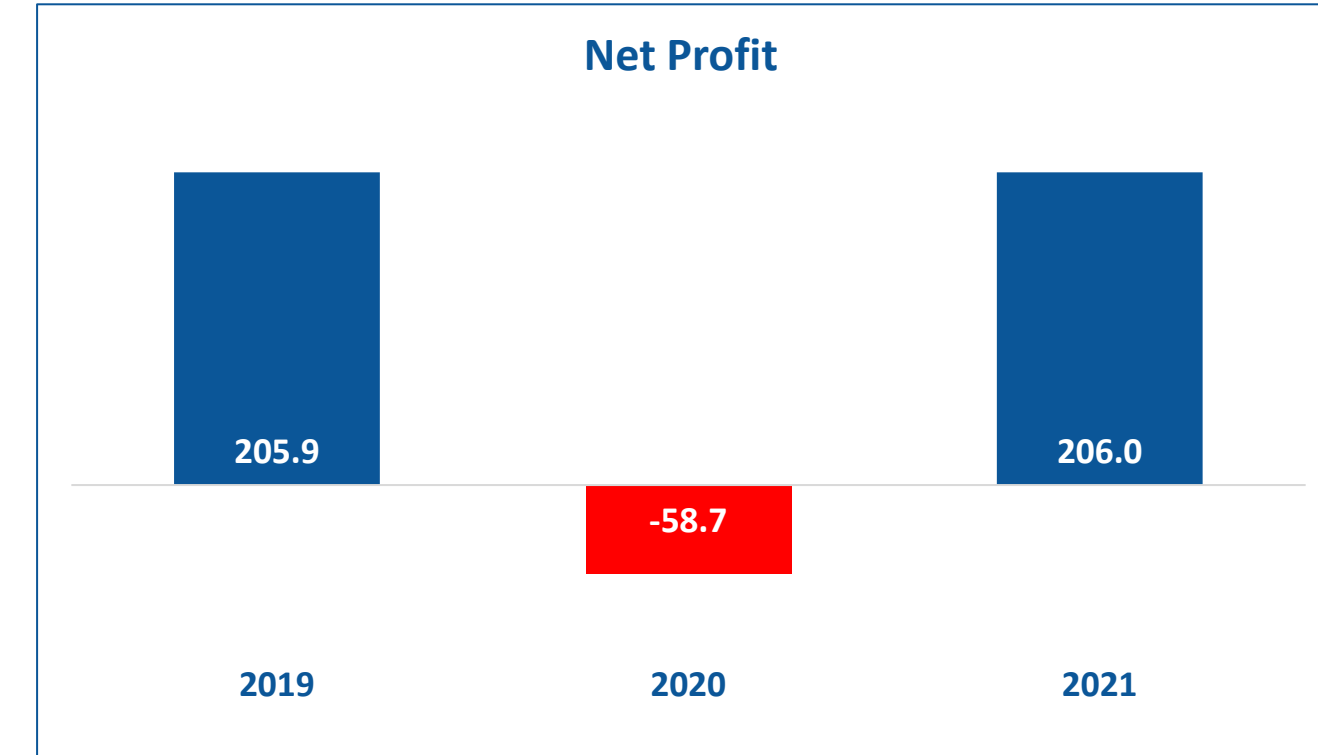
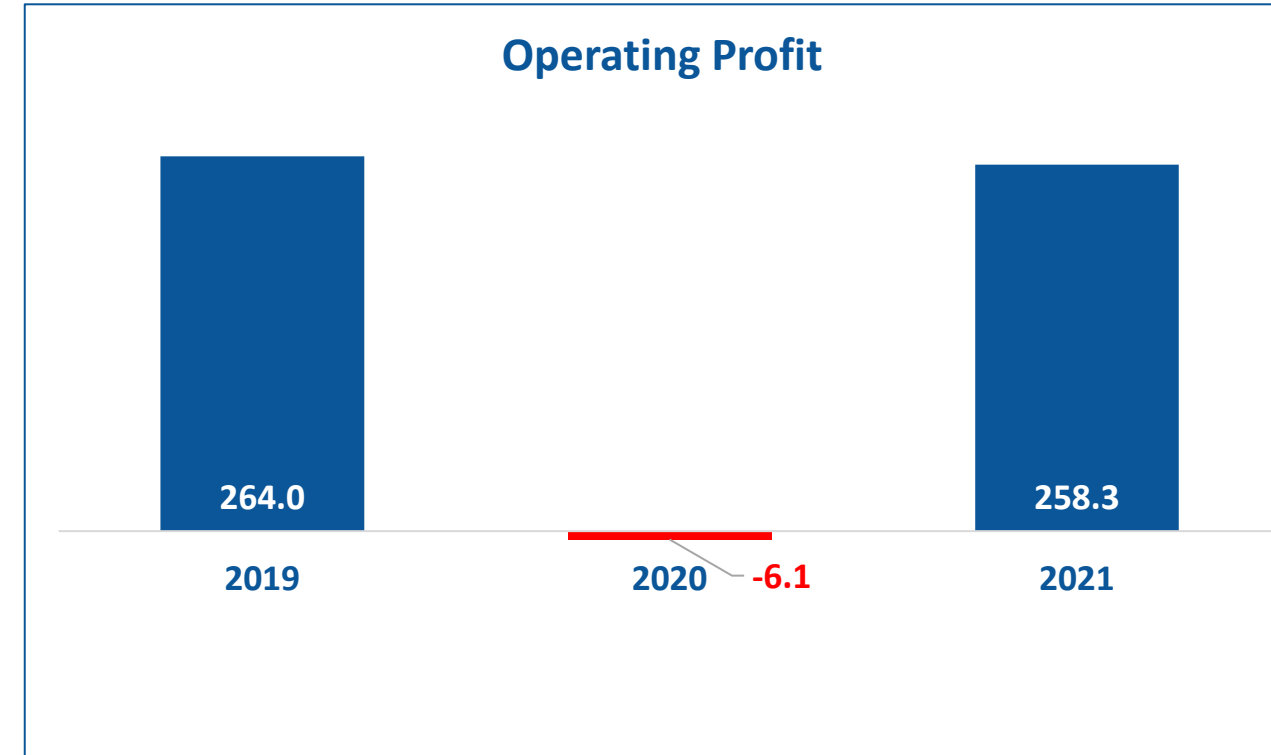
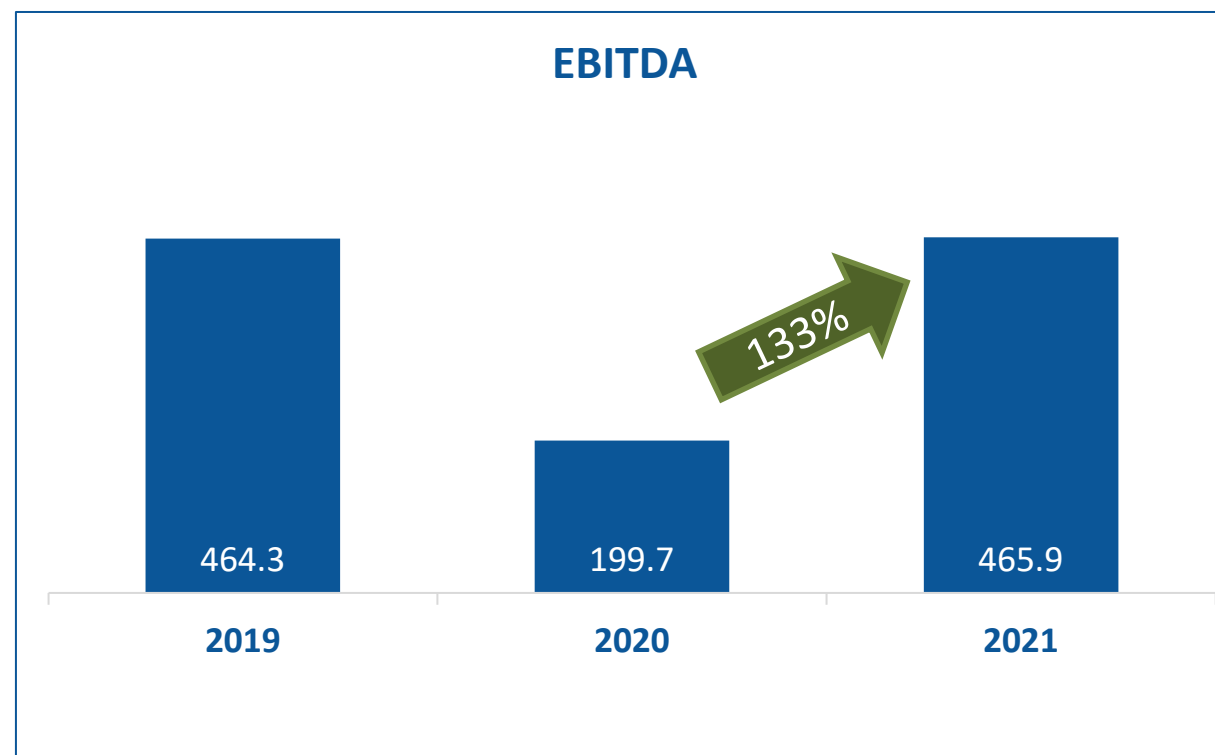
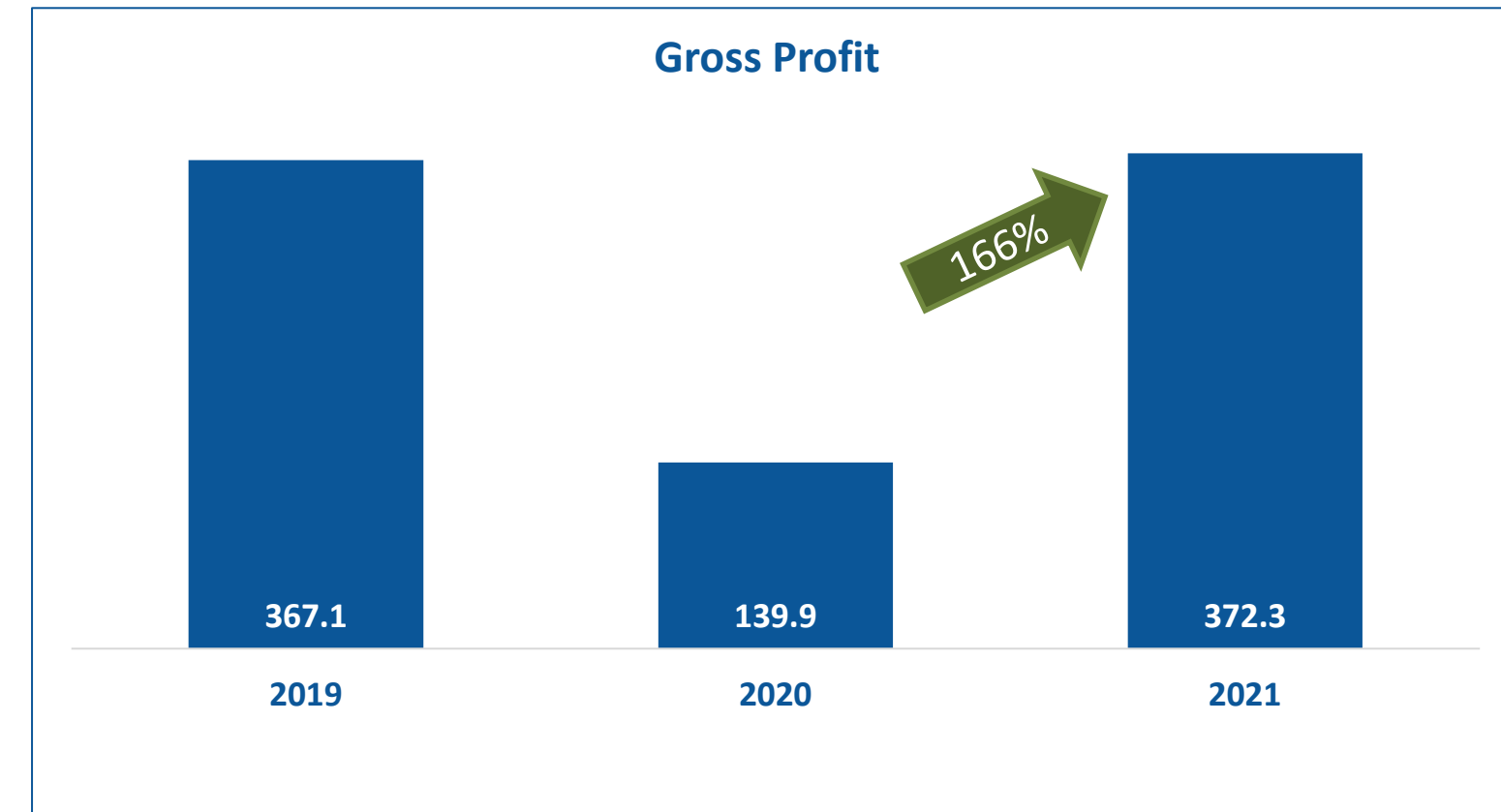
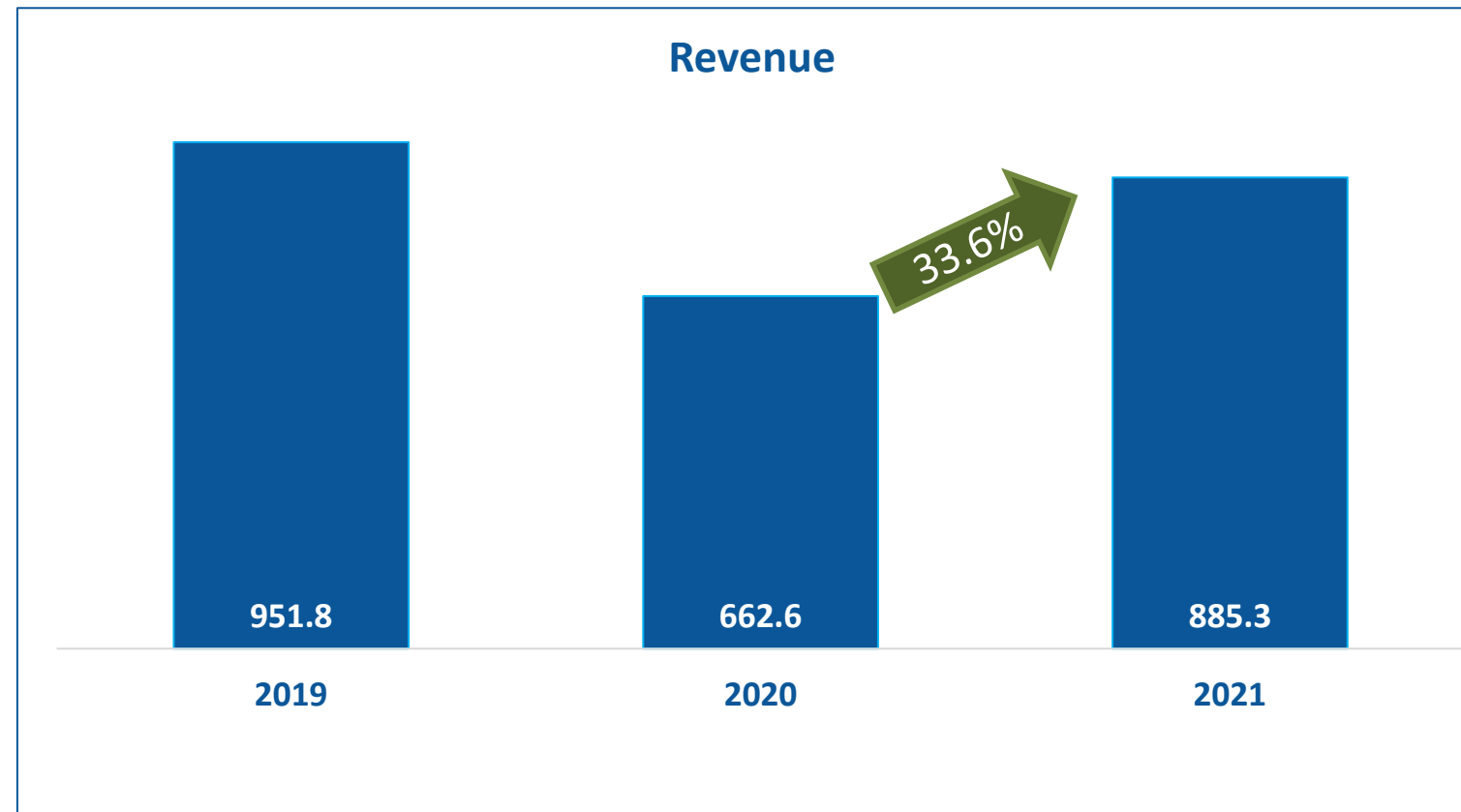
Target audience	Males 25+	Males 16+	Males 16+	Males 16+	Females 25+	Females 16+	Females 16+	Females 16+	Total
No. of Centers – EOP 2021	3	51	36	12	1	33	5	4	145

Financial Performance



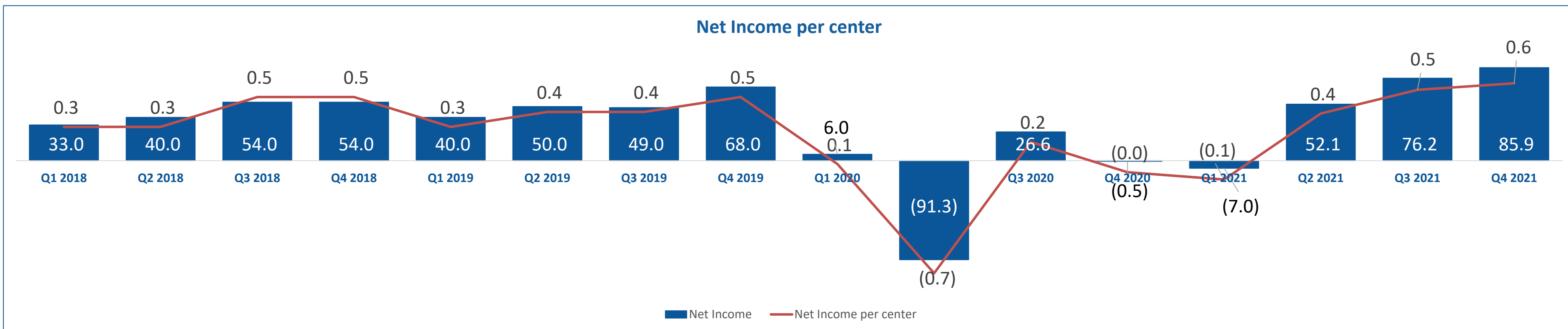
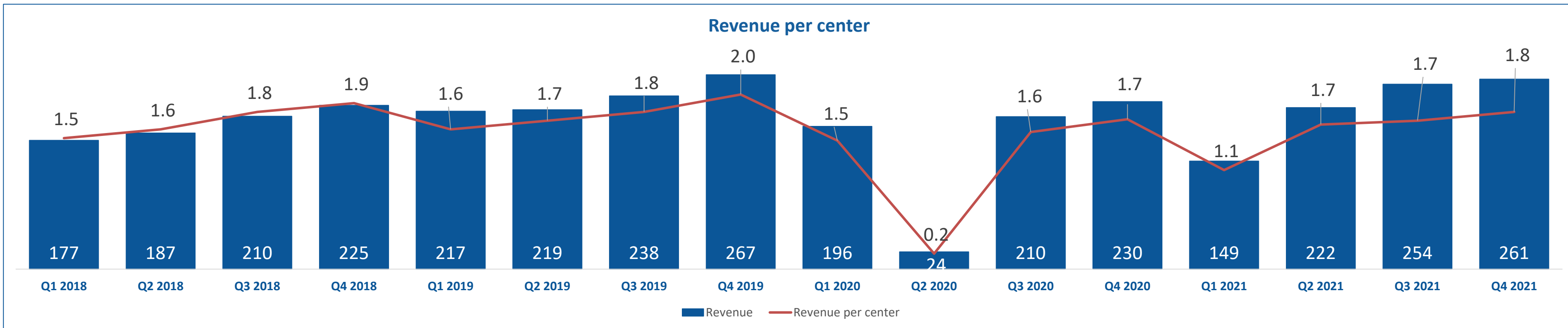
Profitability – FY 2021

Amounts in million (SAR)



QoQ Growth

Amounts in million (SAR)

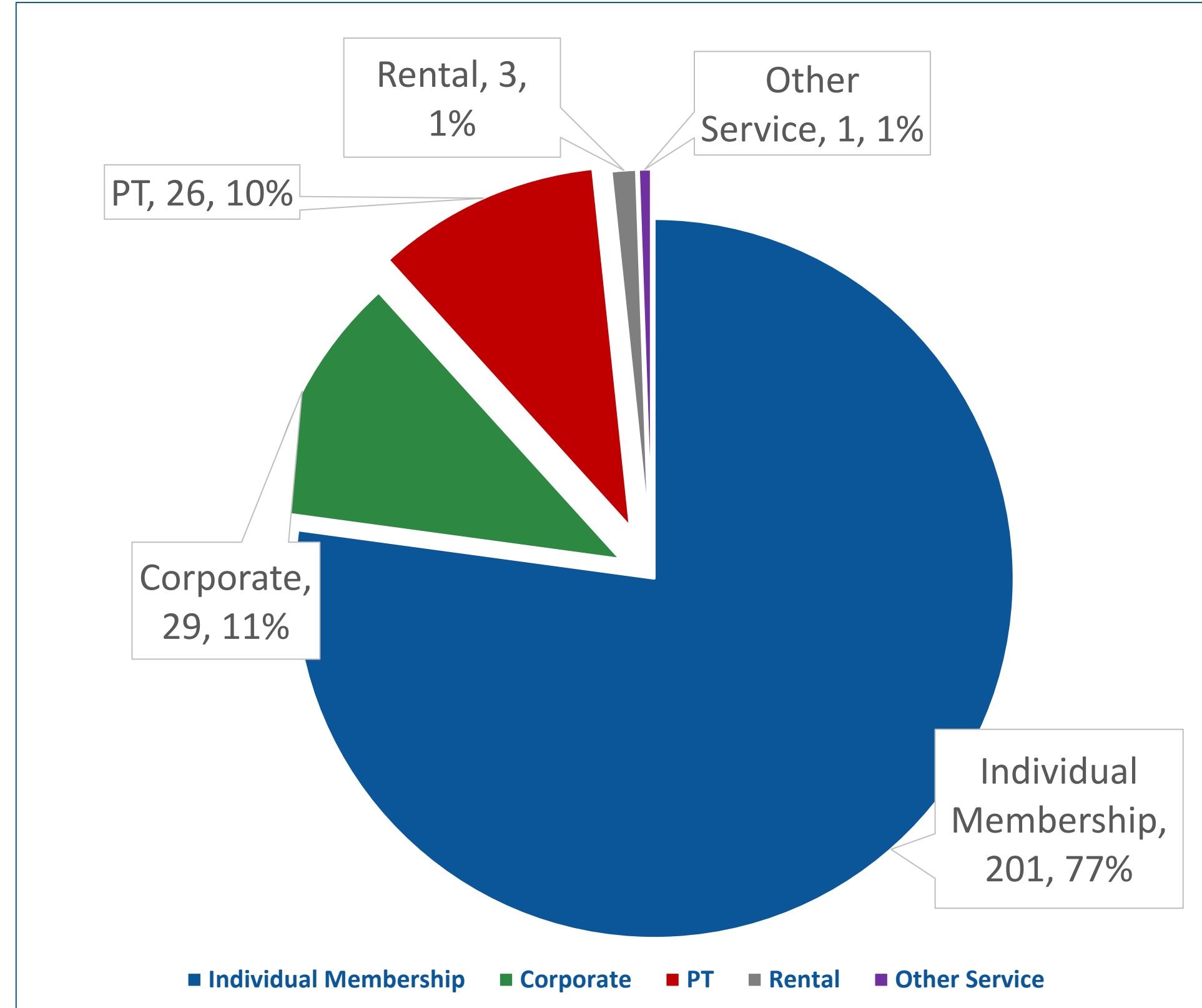
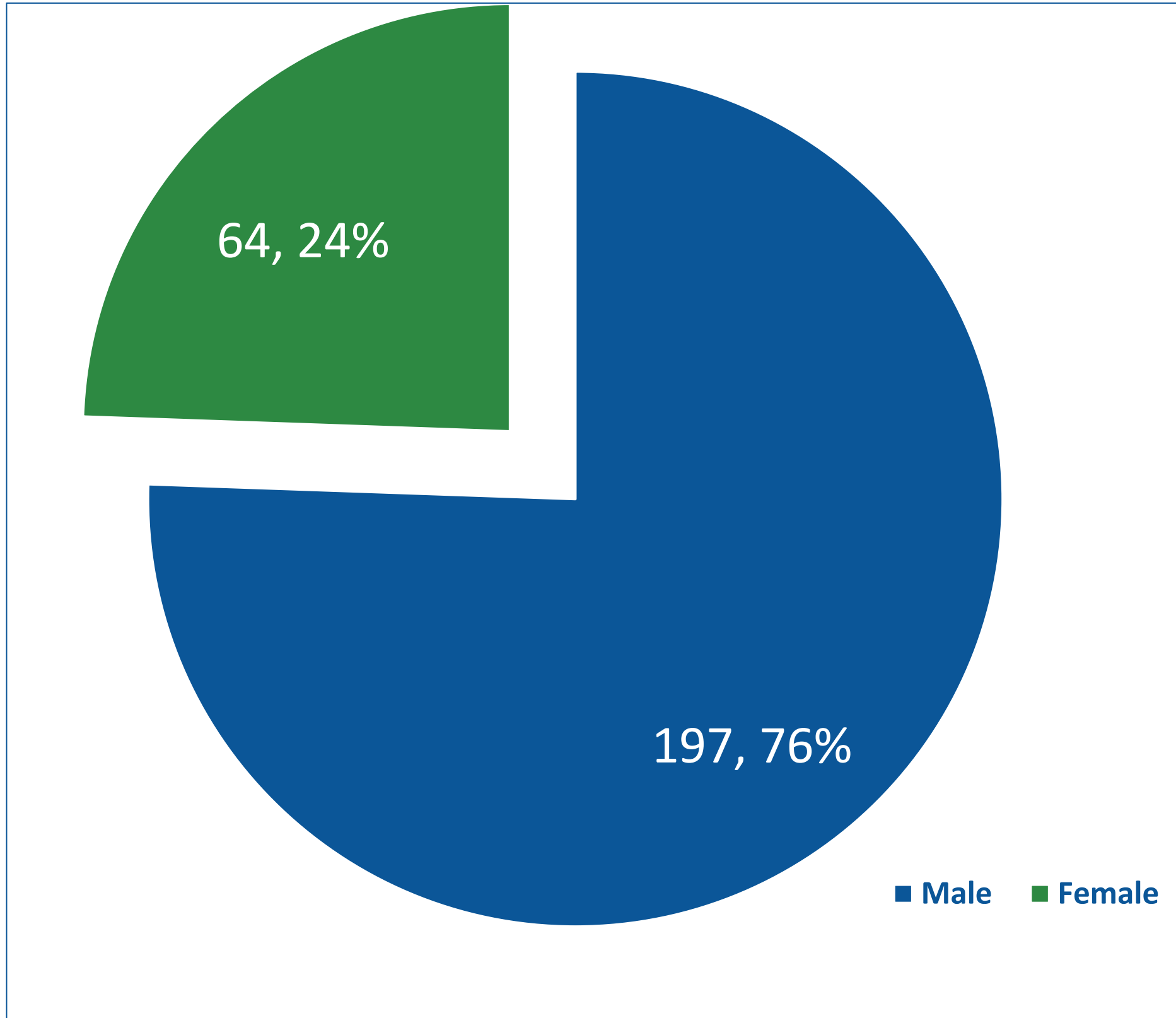




Revenue Break-Down Q4 2021

Amounts in million (SAR)

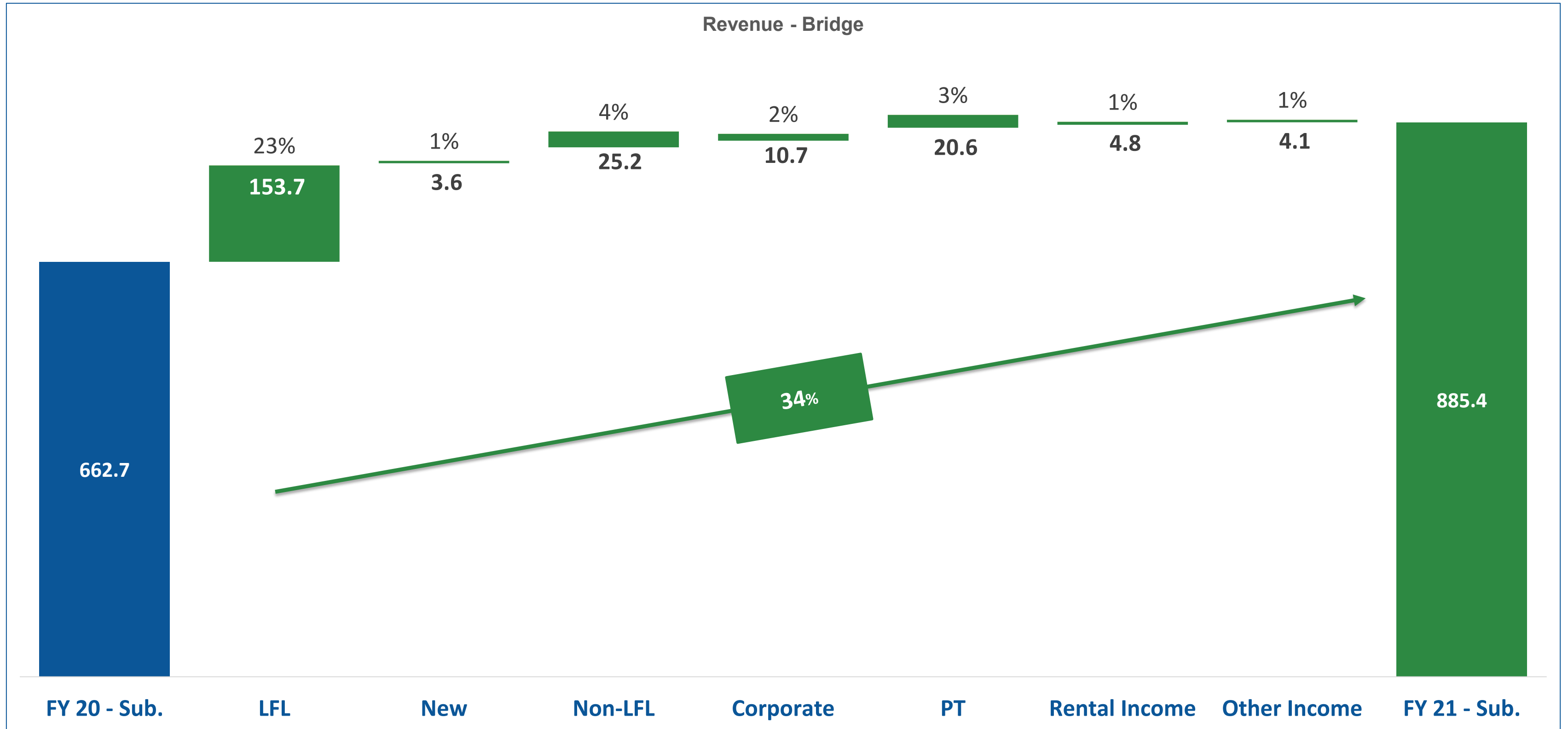
Revenue, % of Total Revenue





Revenue FY 2021

Amounts in million (SAR)



Key Messages:

- ❖ Revenue increased by SR 31.9 M representing 13.9% due to:
 - Membership revenue Increased by SR 28.9M due to high subscription Income
 - Personal Training (PT) revenue Increased by SR 1.4M due to more session conducted
 - Rental income and other income increased by SR 1.6M due to new real estate contracts and high sales of other services.
- ❖ Cost of revenue decreased by SR 10.9M mainly due to applying cost cutting initiatives and rent concession recognized during the quarter.
- ❖ General & administrative costs decreased mainly due to lower administrative costs recognized during the current quarter.
- ❖ Advertising & marketing costs increased mainly due to external costs for promotions and selling expenses recognized during the current quarter.
- ❖ Finance costs decreased by SR 1.2M mainly due to less loans and lower interest rates compared to similar quarter of the previous year.

Amounts in million (SAR)

SR M (except EPS)	Q4 2021	Q4 2020	Δ	Δ%	Q4 2019	Δ	Δ%
Revenue	261.0	229.1	31.9	13.94%	269.0	(8.0)	(2.97%)
Cost of revenue	(136.4)	(147.2)	10.9	(7.39%)	(151.7)	15.3	(10.08%)
Gross profit	124.7	81.8	42.8	52.32%	117.4	7.3	6.22%
Gross profit Margin	47.76%	35.73%	12.03%	33.68%	43.63%	4.13%	9.47%
General and administrative expenses	(21.6)	(22.6)	1.0	(4.43%)	(20.5)	(1.0)	4.93%
Advertising and marketing expenses	(3.8)	(3.1)	(0.7)	21.95%	(9.1)	5.3	(58.16%)
Impairment reversal/(loss) on financial assets	0.6	(0.7)	1.3	(197.60%)	0.8	(0.1)	(15.49%)
Impairment loss on property and equipment	(0.0)	(43.6)	43.6	(99.98%)	(9.2)	9.2	(99.92%)
Other (expenses) / income, net	0.0	0.0	0.0		0.6	(0.6)	(100.00%)
Operating income	99.9	11.9	88.0	737.06%	79.9	20.1	25.10%
Operating income Margin	38.29%	5.21%	33.08%	634.64%	29.70%	8.59%	28.92%
Finance charges	(11.2)	(12.5)	1.2	(9.79%)	(9.8)	(1.4)	14.25%
Net income before Zakat	88.7	(0.5)	89.2	17072.48%	70.1	18.6	26.62%
Zakat	(2.8)	0.0	(2.8)	0.00%	(2.1)	(0.6)	30.19%
Net income	85.9	(0.5)	86.4	16532.39%	67.9	18.0	26.51%
Net income Margin	32.92%	(0.23%)	33.14%	14497.23%	25.25%	7.67%	30.37%
Basic earnings per shares	1.64	(0.01)	1.6	16530.80%	1.30	0.3	26.49%
EBITDA	154.1	64.2	89.8	139.91%	130.3	23.7	18.20%
EBITDA Margin	59.02%	28.03%	30.99%	110.55%	48.45%	10.57%	21.82%

Key Messages:

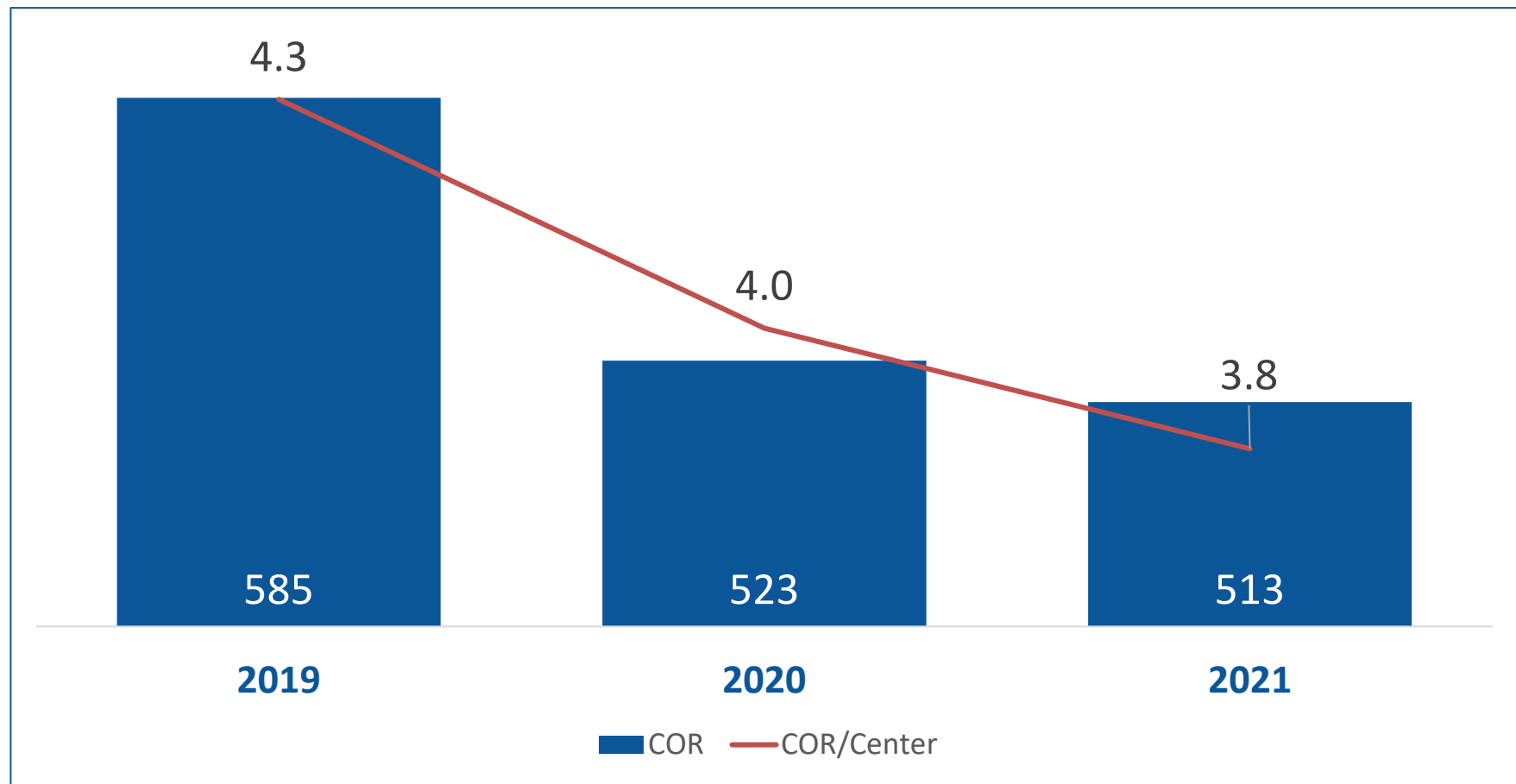
- ❖ Increase in revenues during the year by SR 222.68 million is mainly due to:
 - Increase in revenue from Subscriptions and membership income by SR 193.29 million due to increased number of new subscriptions and renewals during the year compared to last year.
 - Increase in Personal training income by SR 20.55 million due to more personal training sessions conducted in the clubs in current year.
 - Increase of Rental income and other income by SR 8.84 million due to new rental contracts during the year.
- ❖ Change in cost of revenue and other expenses during the year compared to last year, mainly due to the following:
- ❖ Cost of revenue decreased by SR 9.75 million representing (-1.86%) mainly due to increase in rent concession by SR10.82 million and less consumable expense due to cost initiatives taken during current year partly offset by increase in salaries and related benefits and government related cost.
- ❖ General & administrative expenses increased by SR 11.41 million (14.83%), mainly due to increase in staff cost, increase in IT cost and Professional fee charges in the current year.
- ❖ Impairment loss and write off on non-financial assets has decreased by SR 41.29 million during the year.
- ❖ Finance cost decrease due to low SIBOR, less interest payment.

Amounts in million (SAR)

SR M (except EPS)	FY 2021	FY 2020	Δ	Δ%	FY 2019	Δ	Δ%
Revenue	885.3	662.6	222.7	33.61%	951.8	(66.5)	(6.99%)
Cost of revenue	(513.0)	(522.7)	9.7	(1.86%)	(584.7)	71.8	(12.28%)
Gross profit	372	140	232.4	166.15%	367.1	5.3	1.43%
Gross profit Margin	42.06%	15.80%	26.26%	166.15%	38.57%	3.49%	9.05%
General and administrative expenses	(88.3)	(76.9)	(11.4)	14.83%	(74.1)	(14.2)	19.13%
Advertising and marketing expenses	(14.4)	(16.5)	2.1	(12.55%)	(19.3)	4.9	(25.53%)
Impairment reversal/(loss) on financial assets	1.7	(2.3)	4.0	(171.88%)	(0.9)	2.6	(281.63%)
Impairment loss on property and equipment	(12.9)	(50.2)	37.3	(74.22%)	(9.2)	(3.8)	41.05%
Other (expenses) / income, net	0.0	0.0	0.0	0.00%	0.6	(0.6)	(100.00%)
Operating income	258	(6)	264.4	(4367.47%)	264.0	(5.7)	(2.16%)
Operating income Margin	29.18%	(0.91%)	30.09%	(3294.03%)	27.74%	1.44%	5.19%
Finance charges	(46.4)	(52.7)	6.3	(11.94%)	(52.4)	6.0	(11.49%)
Net income before Zakat	212	(59)	270.7	(460.93%)	211.6	0.3	0.15%
Zakat	(5.9)	0.0	(5.9)	0.00%	(5.7)	(0.2)	3.66%
Net income	206	(59)	264.7	(450.83%)	205.9	0.1	0.05%
Net income Margin	23.27%	(8.86%)	32.13%	(362.58%)	21.63%	1.64%	7.57%
Basic earnings per shares	3.93	-1.12	5.1	(450.83%)	3.93	0.0	0.05%
EBITDA	465.9	199.7	266.2	133.28%	464.3	1.6	0.35%
EBITDA Margin	52.63%	30.14%	22.49%	74.60%	48.78%	3.85%	7.89%

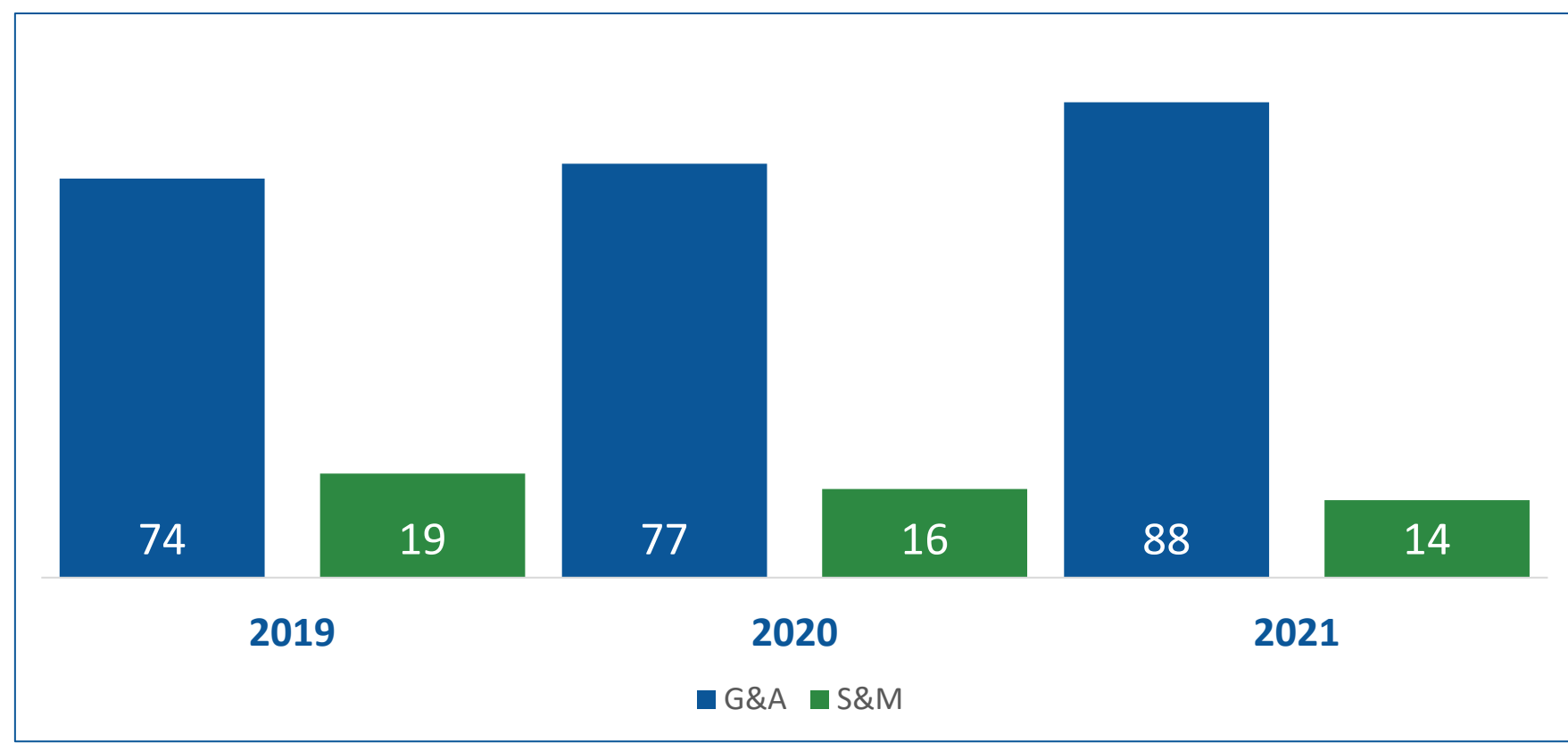
FY COR & SG&A

Amounts in million (SAR)



Key Messages:

- ❖ 5% decrease in average COR / center is mainly driven by:
 - The applying of cost cutting initiatives and rent concession recognized during the year.



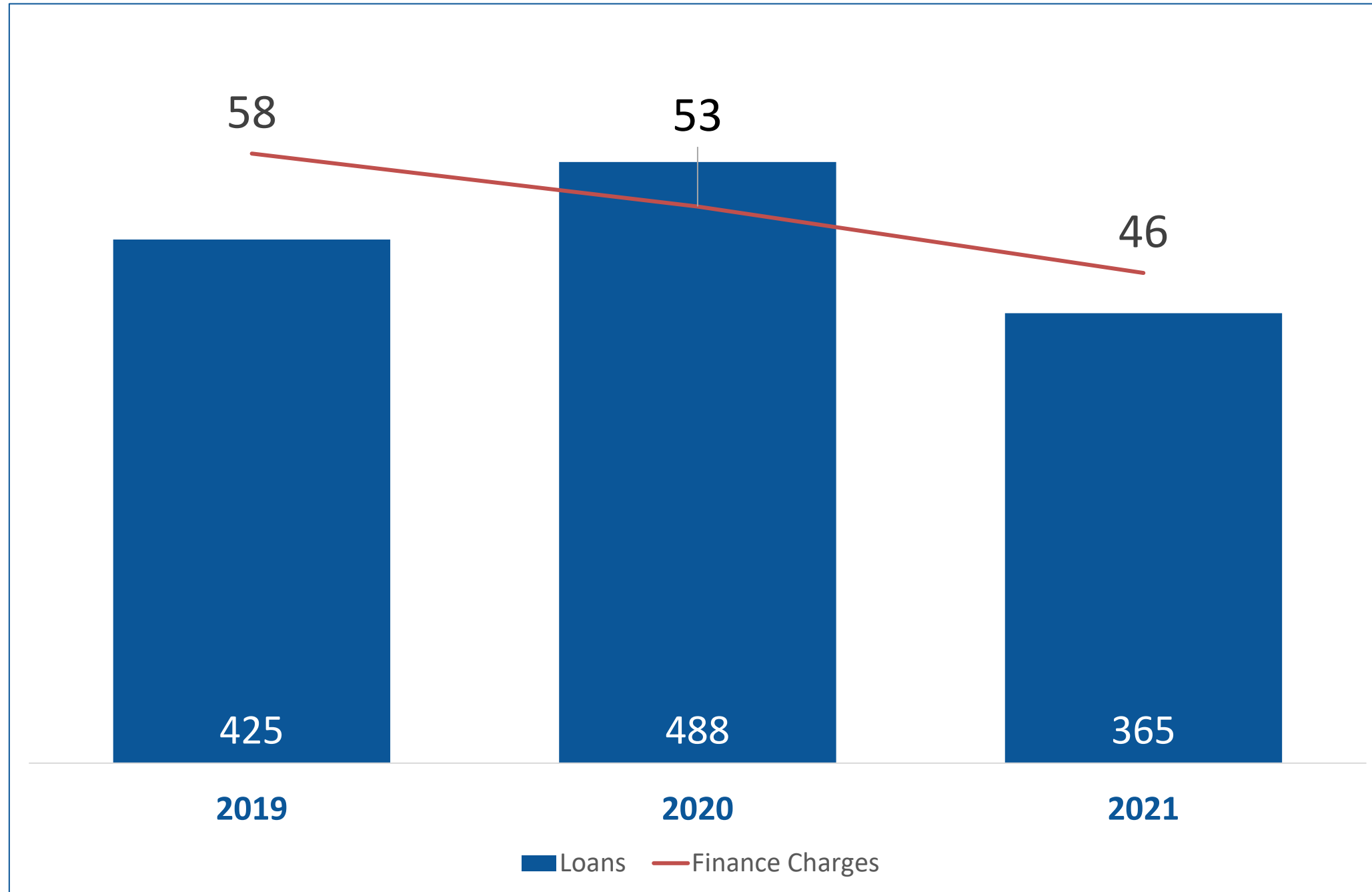
Key Messages:

- ❖ 14% increase in G&A & 13% decrease in S&M is mainly driven by:
 - Higher administrative costs and Information technology costs recognized during the current year.
 - Advertising & marketing costs decreased mainly due to lower external costs for promotions and selling expenses recognized during the current year.



Loans & Finance Charges

Amounts in million (SAR)



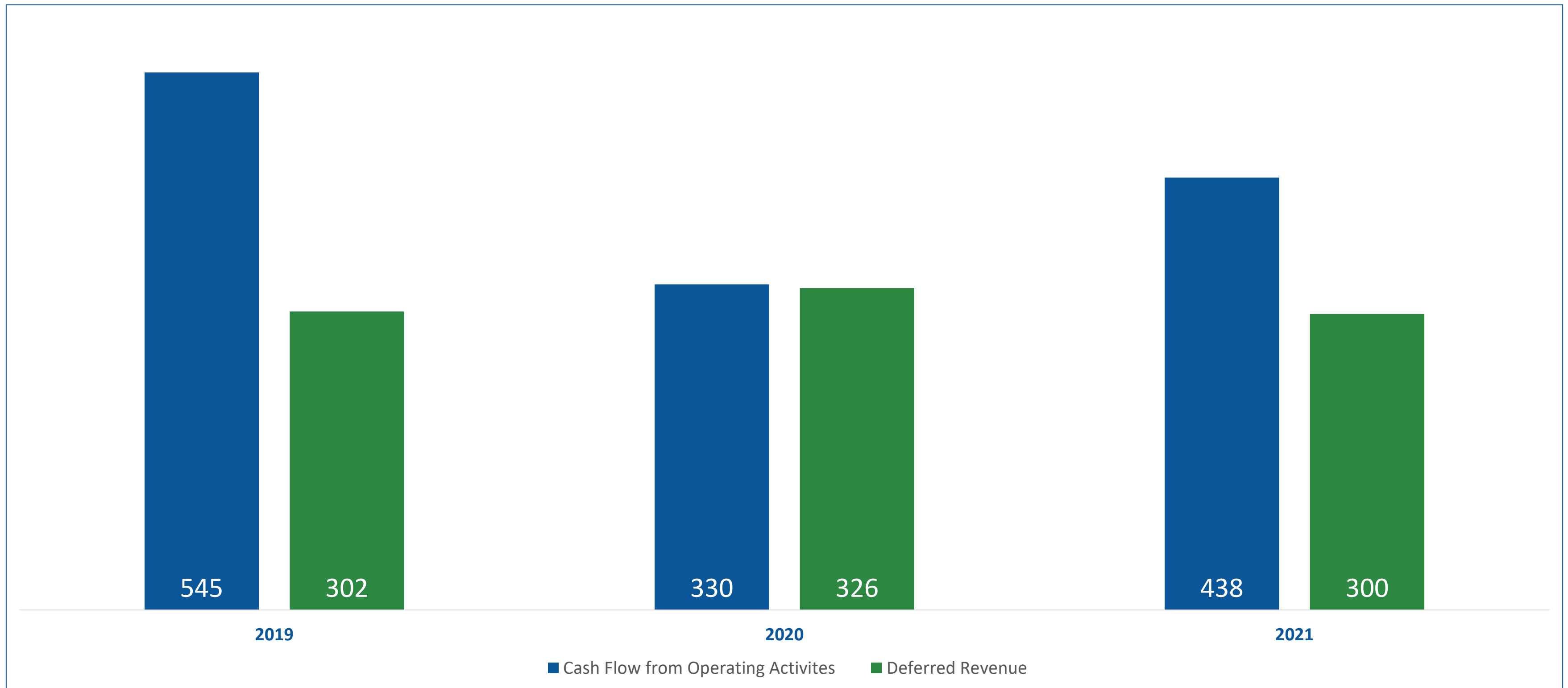
Key Messages:

- ❖ Overall bank loan decreased by SR 123M, however Cash decreased by SR 19.6M.
- ❖ Weighted average cost of borrowings approximate 2.2% during Q3 2021 comparing last year of 2.8% due to decrease in SIBOR and better negotiation of interest rates.



Cash Generation

Amounts in million (SAR)

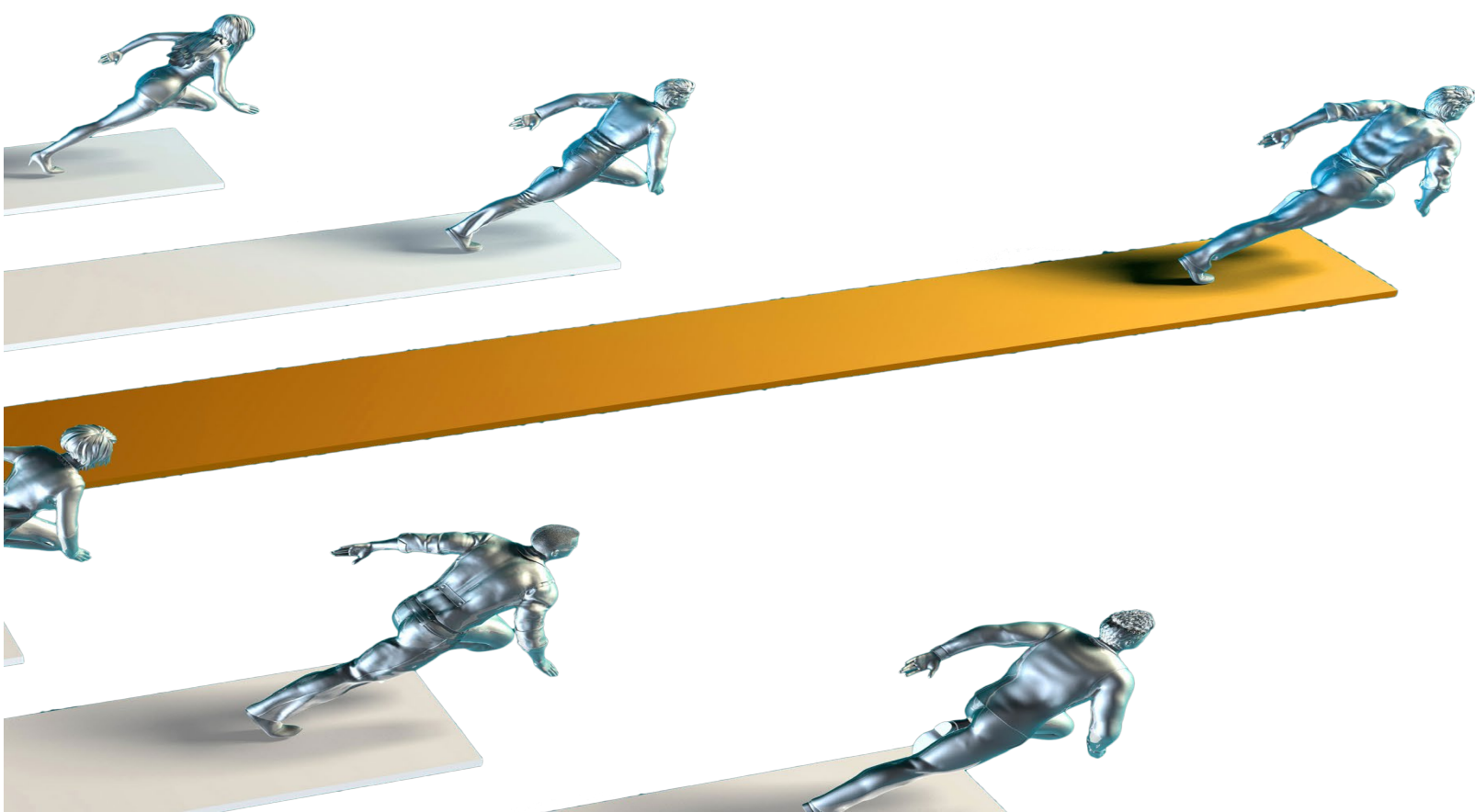


2022 Outlook

Tentative Guidance:

2022 growth will be driven by:

- Further openings of 7 – 9 Xpress Clubs
- Further openings of 8 – 10 Big Box centers
- Expanding corporate & PT business
- Gradual improvement of realized prices
- Cost control, and improving customer experience, member retention & services.



Category	Current	Expected
	31-Dec-21	31-Dec-22
Female – Xpress	4	5 – 6
Female - Big Box	39	42 – 44
Male - Big Box	90	93 – 95
Male – Xpress	12	17 – 19
Total	145	157 – 164

Category	Expected CAPEX (Range) SAR
	Per Center
Xpress Format	2.5M to 5M
Big Box Format	15M to 20M



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Q&A

Thank You

For enquires, please contact the Investor Relations Department at:
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