Earnings Presentation

Q4 & FY 2023

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Executive Summary

Led by its Core, Leejam ended 2023 with a record revenue & YE membership numbers resulting in double digits growth in GP, EBITDA & Net Profit.

	Q4	FY	YE
Revenue	398	1,325	
Gross profit	192	585	
Operating Profit	154	450	
EBITDA	222	703	
Net Profit	128	356	
ROCE			18%
Deferred Revenue			444
FCF		307	

All Amounts in million (SAR)

During 2023, Leejam grew its FT centers and ventured into new segments, with a focus on members engagement

33 Additional Centers & Studios	**+20** Renovated centers	**27%** Ave. Monthly Member Growth	**34M** Total Visits
+186K YOY Increase in PT Session	**+56k** YOY Increase in GX Classes	**+1.2M** YOY Increase in GX Participations	**87%** Member Satisfaction*

* As per Ipsos Report 2023

Leejam operates in the Sports and wellness industry providing comprehensive fitness and wellness services to its customers through multiple entities.

Leejam Sports Company

- Leejam's Investment Arm
  - Padel X
    51% Ownership
  - T Sport
    100% Ownership
    - BOX 12
    - 3Days
    - 3Day Kids
  - Physiotherabia
    50% Ownership
- Fitness Time

Leejam unique ecosystem allows it to build on available synergies to ensure competitive advantage, future growth and margins protection

+174
Gyms

+13
Concept Studios & Academes

+34
Football Pitches

+36
Volleyball Courts

+138
Excises Studios Within Gyms Group

+138
Swimming Pools

+96
Indoor Running Tracks

+51
Basketball Courts

+17
Squash Courts

+16
Padel Courts

+138
Cycling Studios Within Gyms

+65
24hr Clubs

+386K
Average Monthly Members Count

+30
Cities

+396 K
2023YE Active Members

MSCI
ESG RATINGS

BBB

CCC	B	BB	BBB	A	AA	AAA

*"In 2023, Leejam Sports Company received a rating of BBB (on a scale of AAA-CCC) in the MSCI ESG Ratings assessment." **

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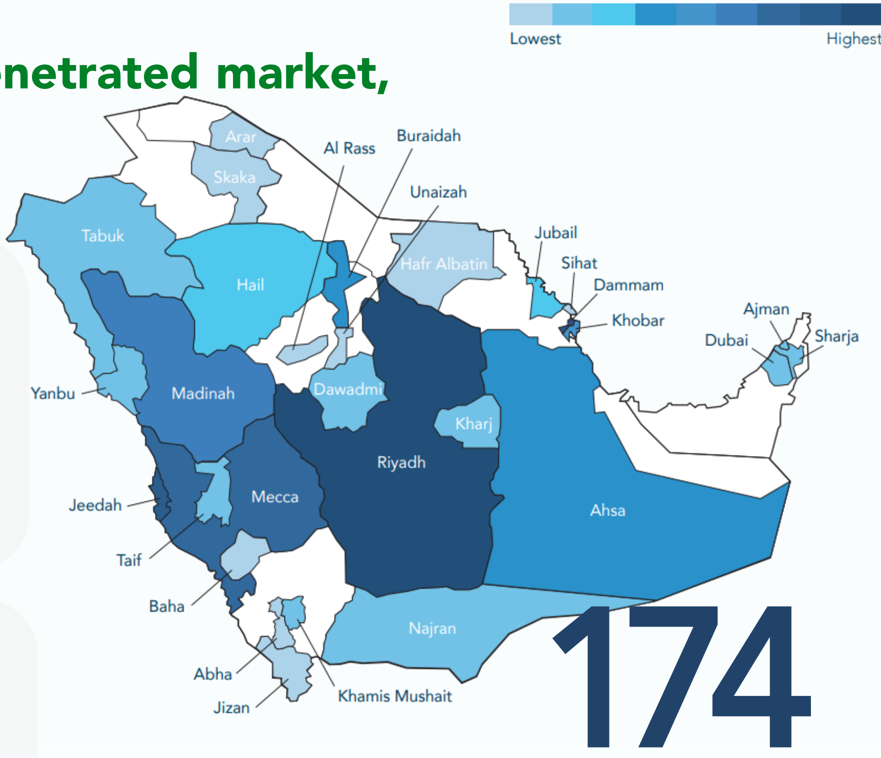
Fitness Time offerings is Leejam's core, which operates in an underpenetrated market, with great growth potential



KSA
166 Centres

UAE
8 Centres

396 K	Members
306 K	Male
90 K	Female
+ 314K	Scheduled Classes
+716 K	PT sessions
+3 M	GX Attendance
138	Big box Centers
36	Xpress Centers

Leejam currently operates the following fitness brands:

Target audience	Males 25+	Males 16+	Males 16+	Males 16+	Females 16+	Females 16+	Females 16+	Total
No. of Centers As of Dec 2023	4	55	36	30	40	3	6	174

Leejam investment arm, allows it to diversify its offering and add to its competitive advantage

BOX12

- In-Club Solutions/ Stand Alone studios
- Distribution Franchise rights Agreement for 10+ countries
- Company
- The prjecet still under piolate phase and testign

Padelx A FITNESS TIME PARTNER

- 51% incorporation-subsidiary
- 16 Courts operational by end 2023
- The prjecet still under piolate phase and testign

SPORT

- 100% Acquisition
- 12 studios
- Offerings for Male, Female and Children
- The prjecet still under piolate phase and testign

PHYSIOTHERABIA Advanced Rehab & Wellness

- 50% ownership in a partnership with Burjeel Holdings.
- 4 centers by YE

BLU swimming academy

- Internal Project
- Successful launch of kids dedcated academies
- The prjecet still under piolate phase and testign

	3days	Kids academy	BOX12	PHYSIOTHERABIA	Padelx	BLU
Facility Type	Concept Studio	Academy	Concept Studio	Clinic	Court	Academy
No. of Facility As of DEC 2023	8	2	2	3	16	1

Network Expansion & Members Trend

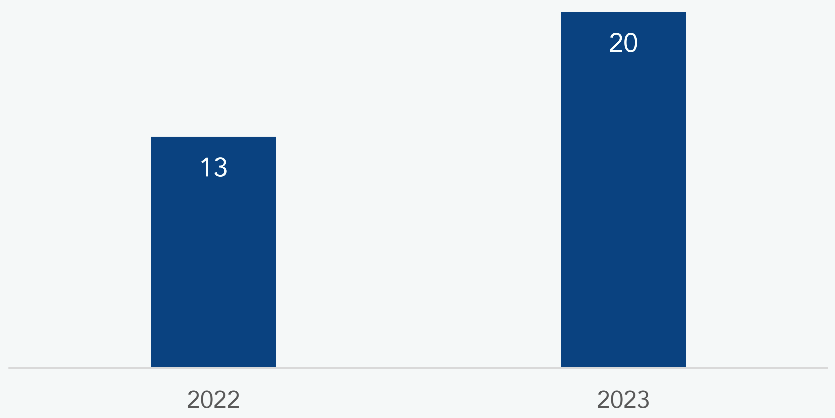
Center Opened & Closed during 2023 and Project Pipeline

Centers Movement
33 total additional centers, concept studios and academies, the highest additions in company's history. This was delivered though organic roll out and acquisitions.

Refurbished Centers
In 2023, Leejam accelerated its refurbishment program to further strengthen its members experience within the FT segment.

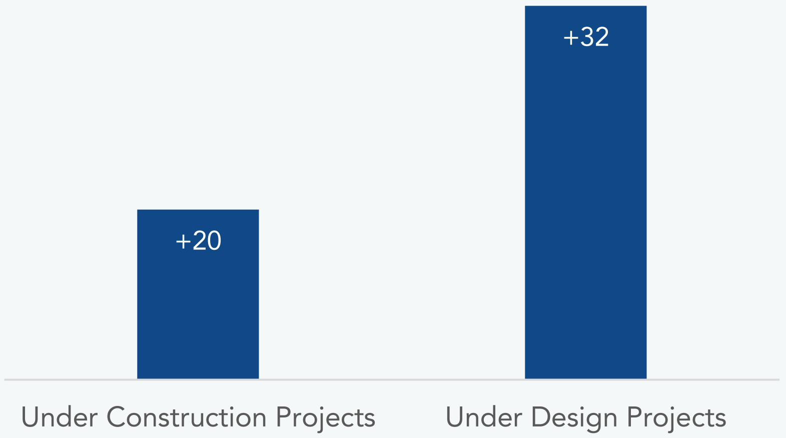
Project Pipeline
By the end of 2023, the company had over 50+ centers in the pipeline.

Refurbished Centers



Centers Movement

Project Pipeline as of 2023 YE

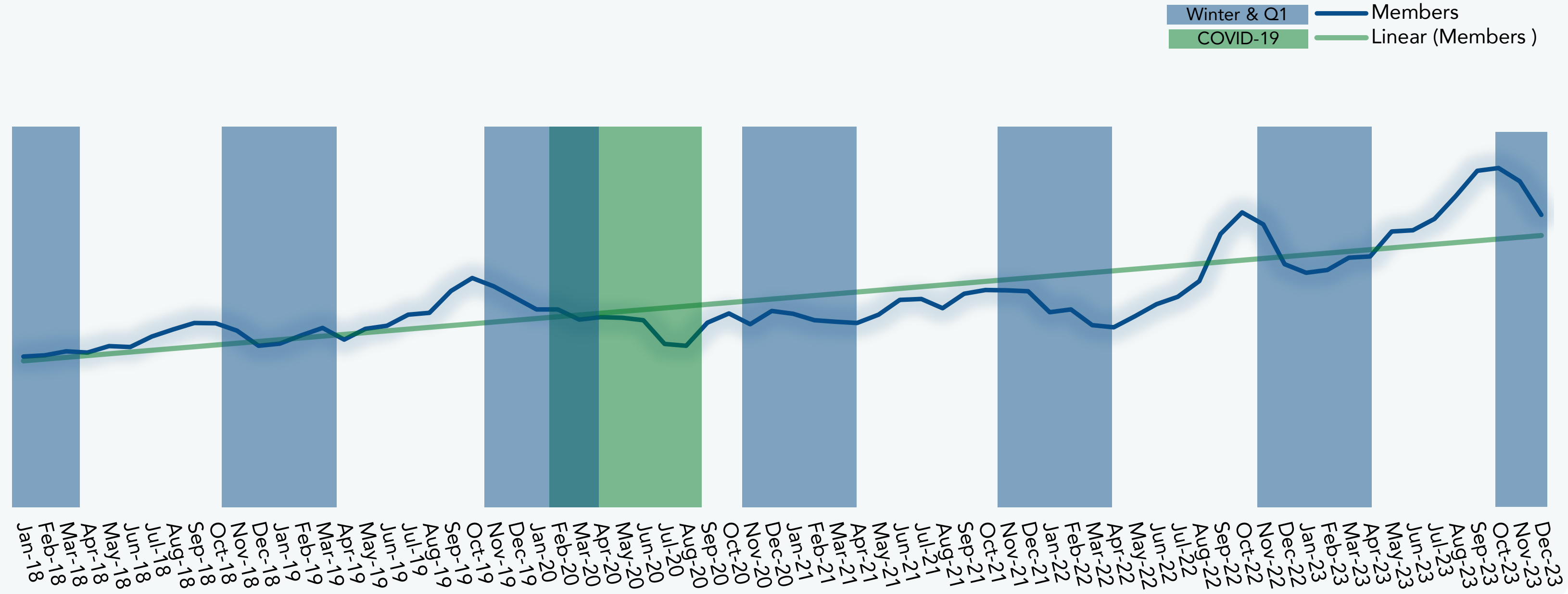


Memberships numbers continue its growth with record sales in 2023, while QoQ seasonality still seen

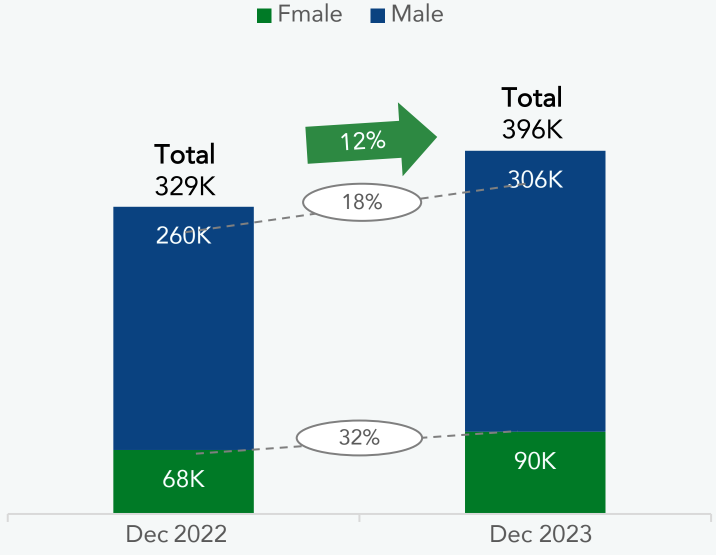
Subscription Sales
- 3 Months Sub. duration still make up more than 50% of subscriptions value.
- During 2023, Leejam introduced 2 new subscriptions product (4 months & 9 months).

Member Count
- Membership numbers grew significantly in 2023 driven by record sales and higher retention rate.
- Monthly average number of members grew 27% in 2023 vs 2022.
- Seasonality affects on membership numbers continues, as shown in 23Q4 vs. 23Q3.

Member Count Movement



Active Members By Gender



2023 Financial results

With record revenue in Q4, the company achieved the highest net margin high after 3 consecutive quarters of growth

Revenue

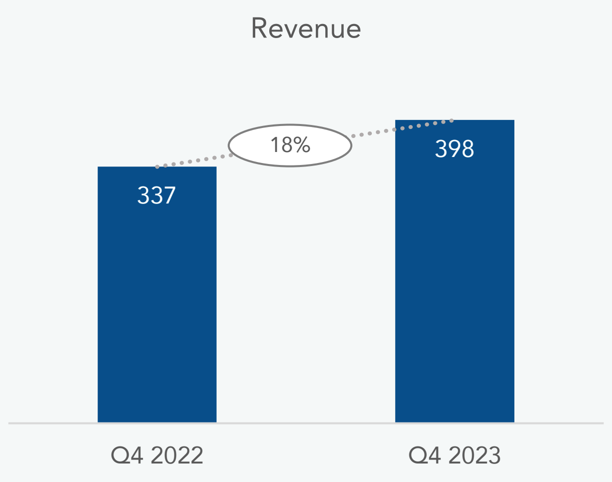
- Revenue grew by double-digits, driven by growth from the membership and subscription revenue, led by the increase in members of members and centers.

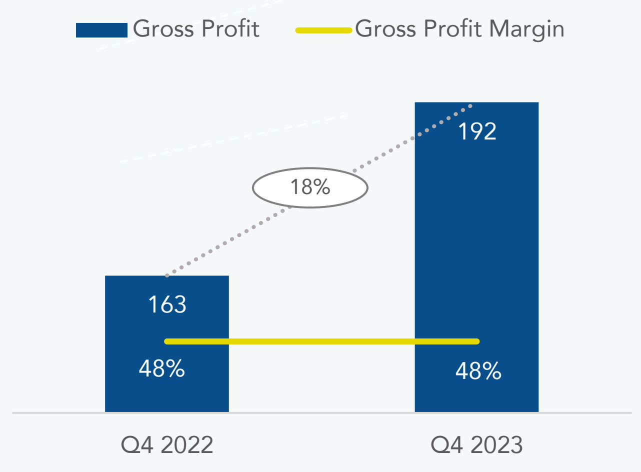
Margins

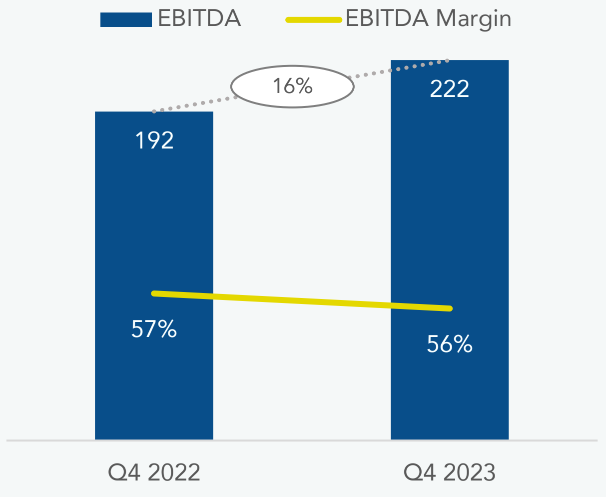
- Gross profit increase by 18% driven by the increase in revenue. This growth in margins was made possible – despite the increase in cost of revenue which was caused by the additional number of centers, increase in number of members.

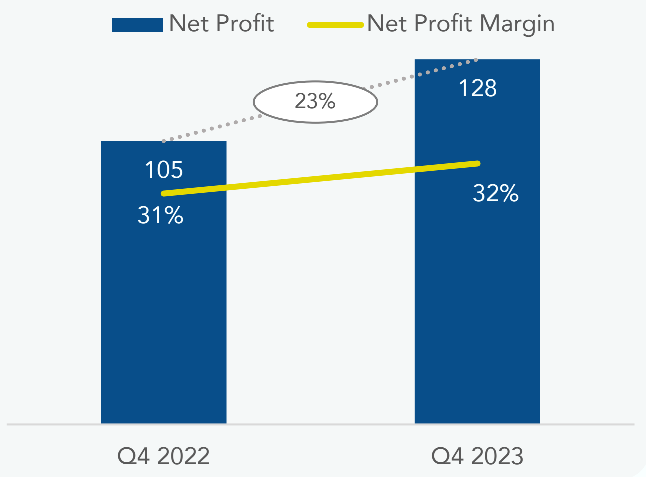
- EBITDA grew by 16% despite the increase in operating expenses.
- EBITDA margin decreased by 121 bps.

- Net profit increased by 23% despite the increase in finance cost and zakat expenses and one.
- Net profit margin grow by 117 bps despite the increase in finance cost and zakat expenses.









With the highest revenue ever in Q4, FY 2023 Margins achieved a record high following 3 consecutive quarters of growth

Revenue

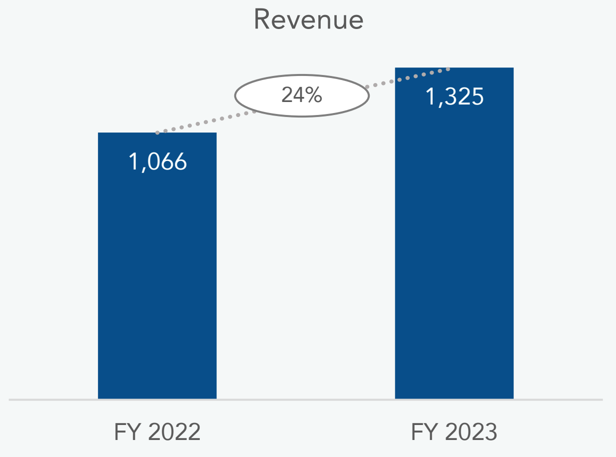
- Revenue grew by double-digits, driven by growth from the membership and subscription revenue, led by the increase in members of members and centers.

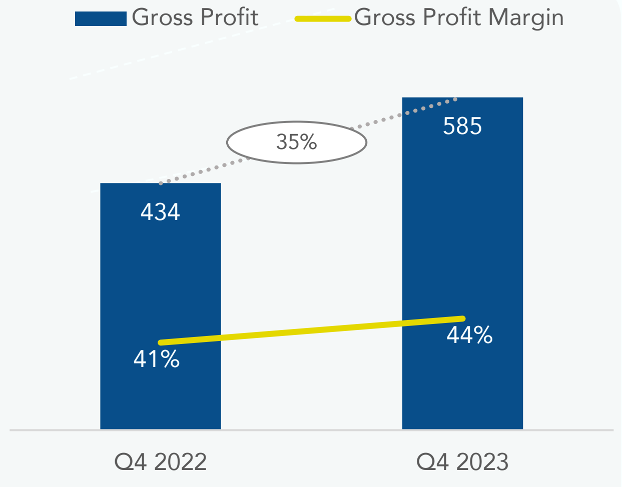
Margins

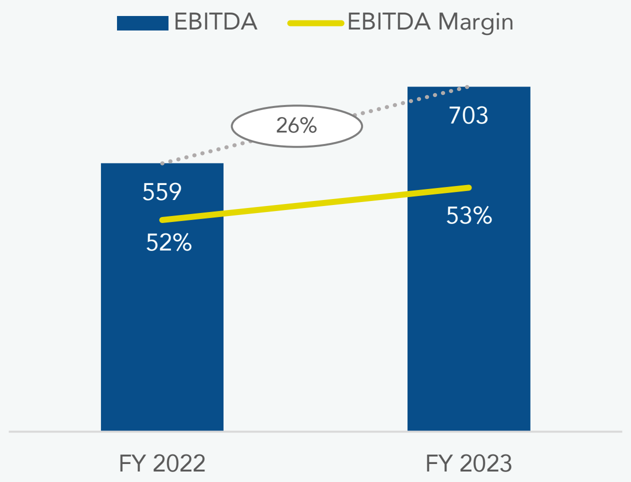
- Gross profit increase by 35% driven by the increase in revenue. This growth in margins was made possible – despite the increase in cost of revenue which was caused by the additional number of centers, increase in number of members.
- Gross Margin has grown by 342 bps.

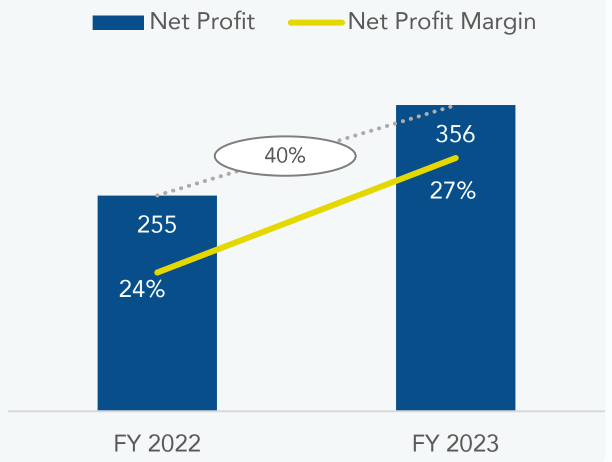
- EBITDA grew by 26% despite the increase in operating expenses and the SR 11 million one off related to two center closure expropriated by government in favor of the Diriyah Gate project.
- EBITDA margin increase by 53 bps.

- Net profit increased by 40% despite the increase in finance cost and zakat expenses.
- Net profit margin grow by 294 bps despite the increase in finance cost and zakat expenses.





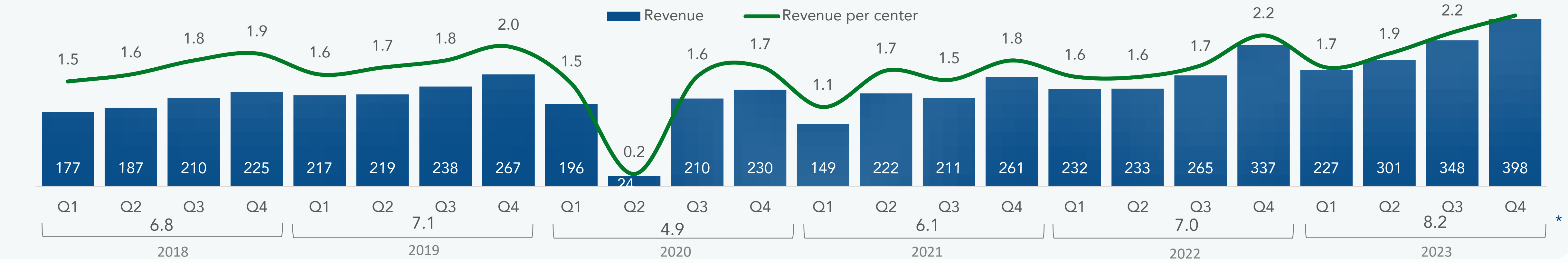




Expanding growth of members significantly boosting our revenue and net income

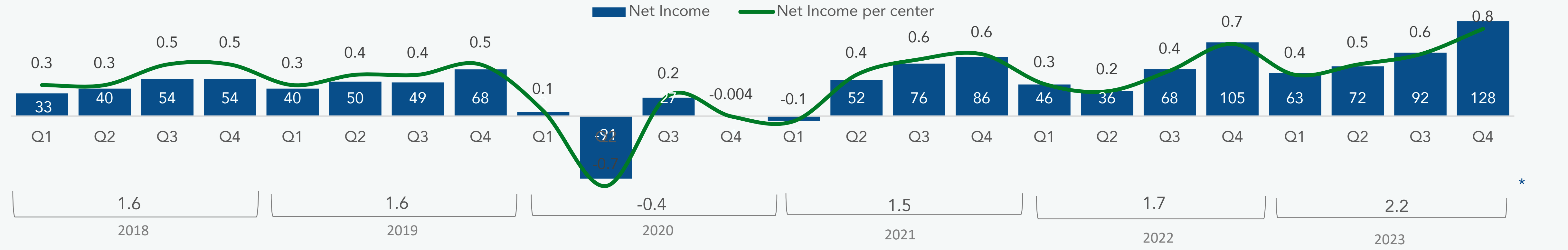
Revenue per center

Higher results comes mainly due to higher number of members, We expect revenue per center to decrease as Xpress Centers get more weight since it generate lower revenue compared to Big Box



Net Income per center

14% higher results compared to same quarter of last year mainly due to higher revenue and cost efficiency.



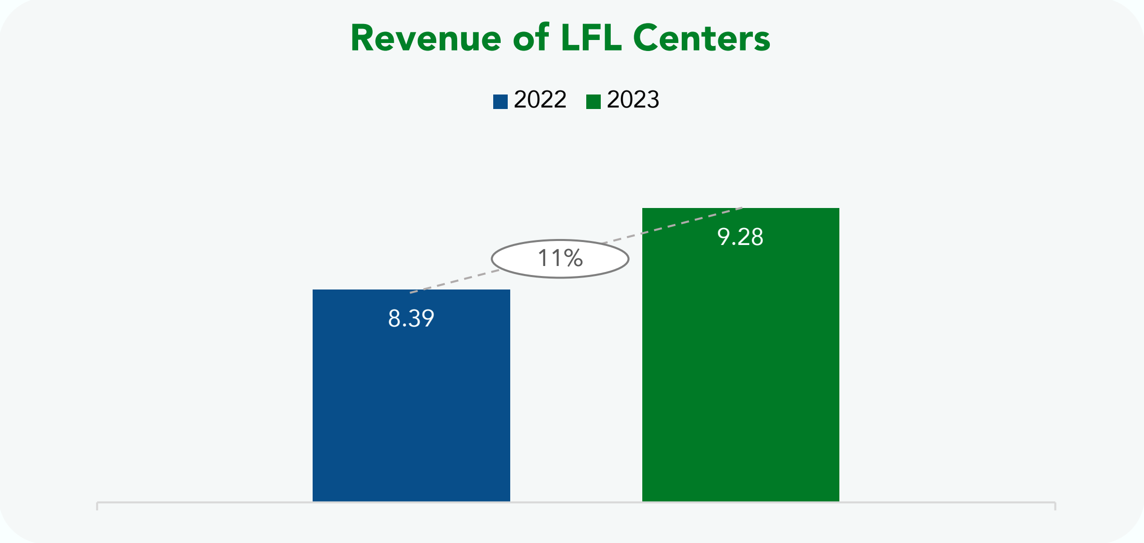
*The Annual Per Center Revenue & Net Income are calculated by dividing the FY numbers by annual average Number of center.

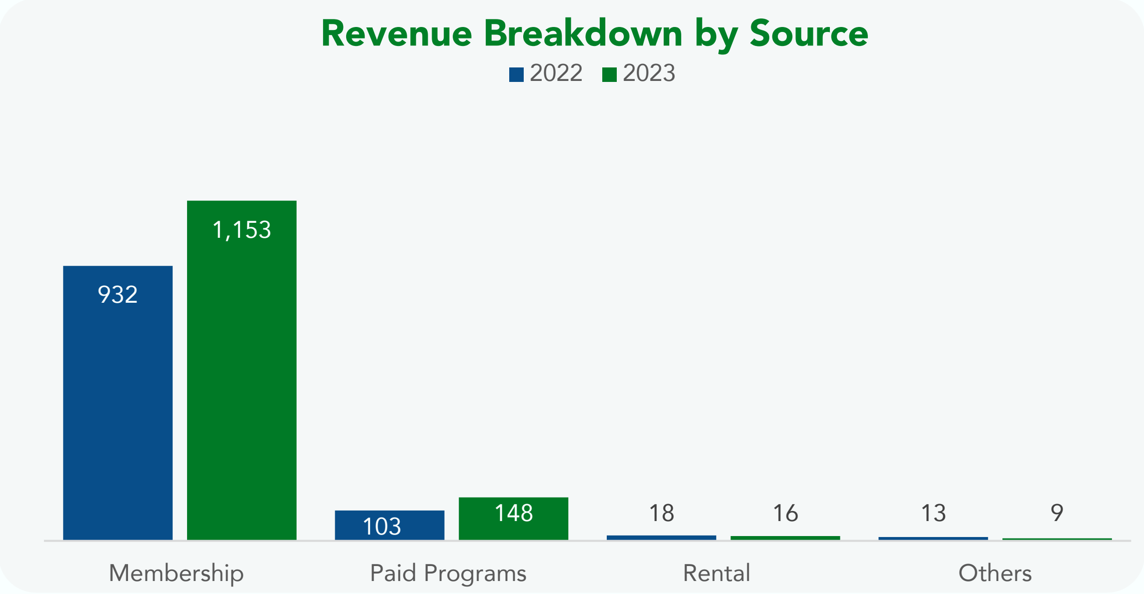
All Amounts in million (SAR)

LFL centers growing at a double digit's rate, with new centers ramping up faster than last year

LFL Revenue per Center
- 'LFL' centers are performing well with steady growth.

Revenue Breakdown by Source
- Membership revenue increase by 24% driven by growth in number of members.
- Paid Programs revenue grew by 44% led by the increase in number of active members.





All Amounts in million (SAR)

COR increased as investment in quality of services and refurbishment program continues

2023 CAPEX

The company doubled its CapEx in 2023 compared to 2022 as it continue rolling out new centers and refurbishing its old estate.

COR & COR/Center

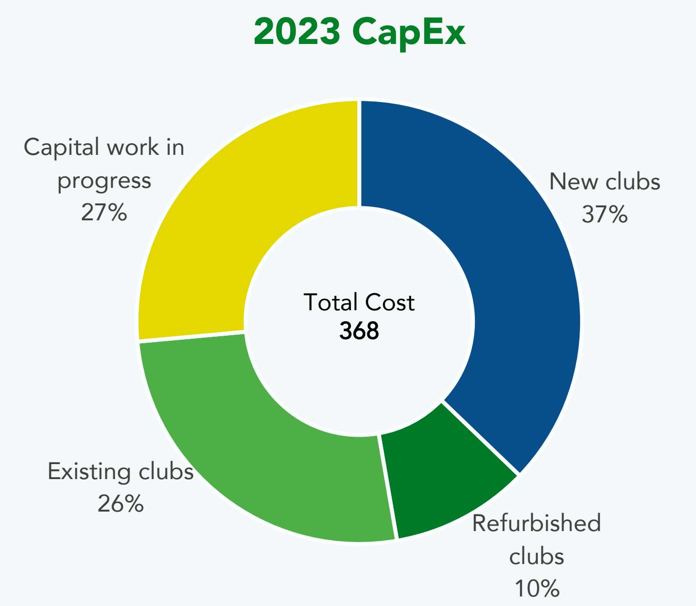
- An increase of 17% in overall cost of revenue compared to 2022 due to an additional centers.
- An increase of 7% in CoR/Center is due to an increase in maintenance, repair, and cleaning costs as a result of a growing membership and a focus on maintaining the high quality of services, facilities, and technologies that we provide for our members.

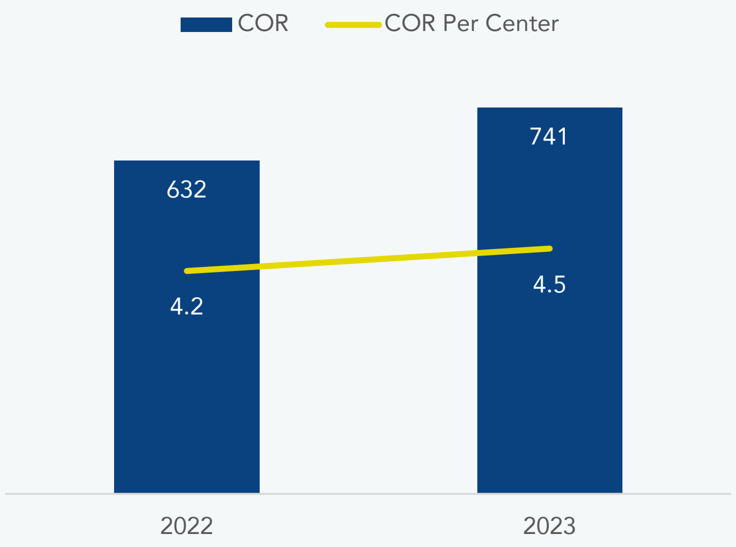
G&A

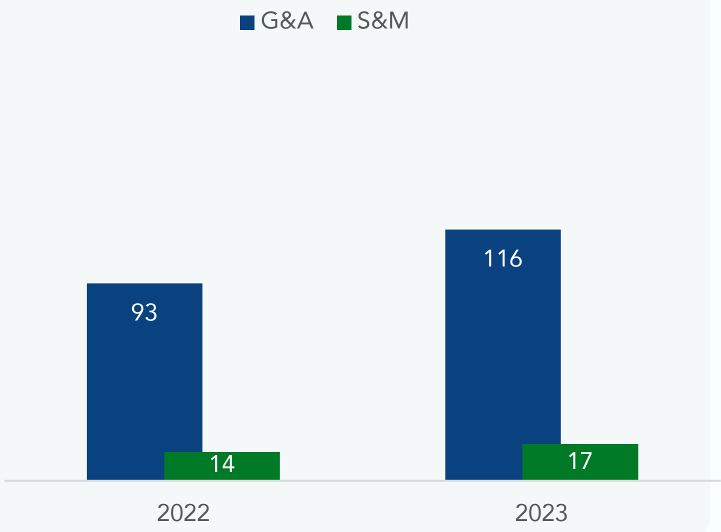
G&A increased by 24% mainly driven by the investment in digitalization initiatives and personal, as well as increase in professional fees.

S&M

S&M increased by 21% mainly driven by more investment in marketing.

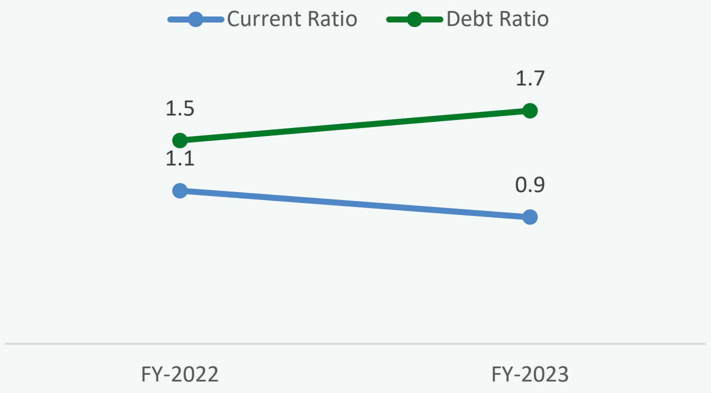




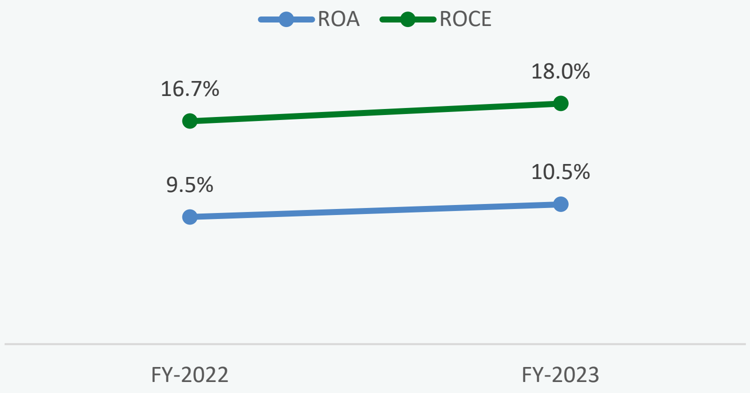


Strong financial position, solid returns, and low leverage

- The increase in deferred revenue of 12% came as result of the company focus efforts and the consistent growth in membership numbers observed across all segments.
- The decrease in cash and equivalents & increase in loans came as a result of the increasing investments in the business and fund the planned expansion.
- With a healthy 1.7 total debt to equity ratio, the company enjoying a strong balance sheet.

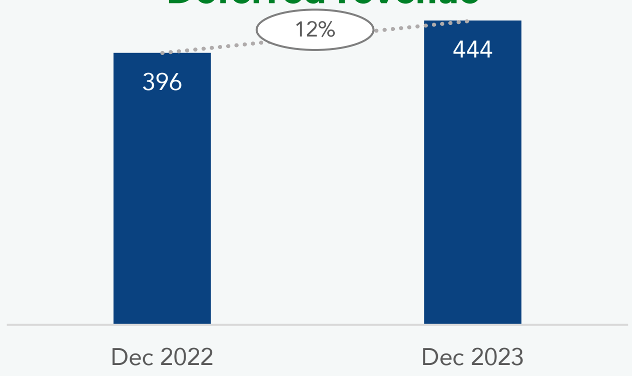


- Current Ratio=Total CA / (TCL-Deferred Revenue)
- Debt Ratio=(Total Liability-Deferred Revenue)/Total Equity

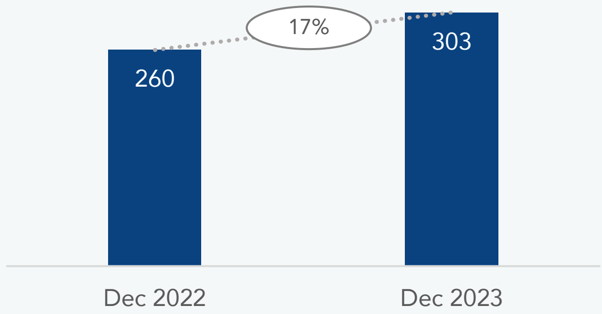


- ROA=Net Income/Total Asset
- ROCE=EBIT/Total Asset-Current Liability

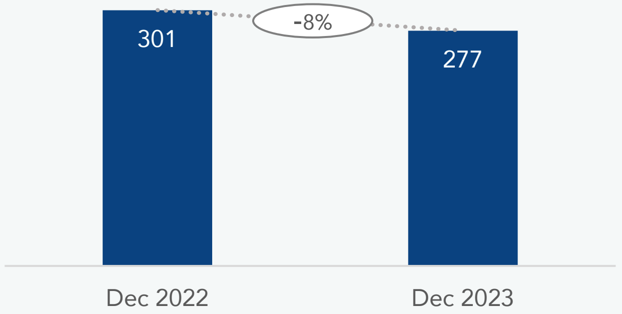
Deferred revenue



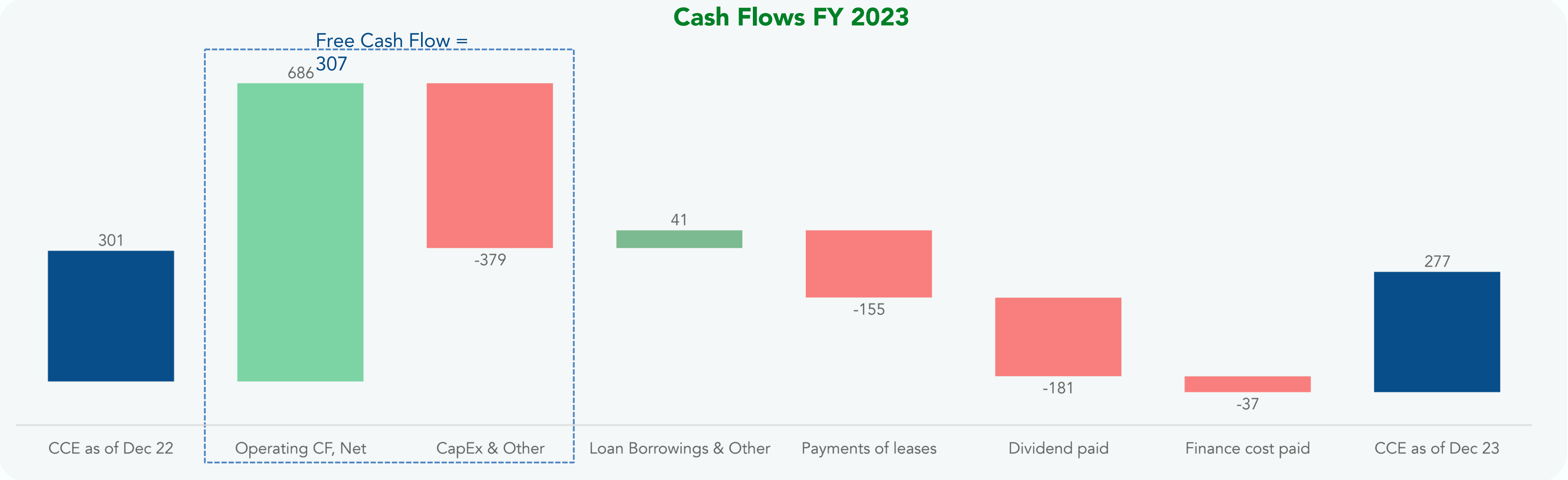
Loans



Cash and Cash Equivalents



Strong cash generation with positive FCF



Solid Operating Cash Flows:
The company demonstrated a strong operational performance with a cash inflow of 686 million, mainly generated by the core.

Increasing Investments:
The increase in CapEx & Other represents our commitment to future growth through expanding business operations into new segments, demographic and incorporating a wider range of sports activities.

Financial Stewardship:
With free cash flows of 307 million, the company was able to partially fund its expansion using its own cash to offset finance cost especially during this high interest rate environment.

Shareholder Returns:
The company continued to pay 60% of its distributable income to shareholders with dividends payments totaling 181 million during 2023.

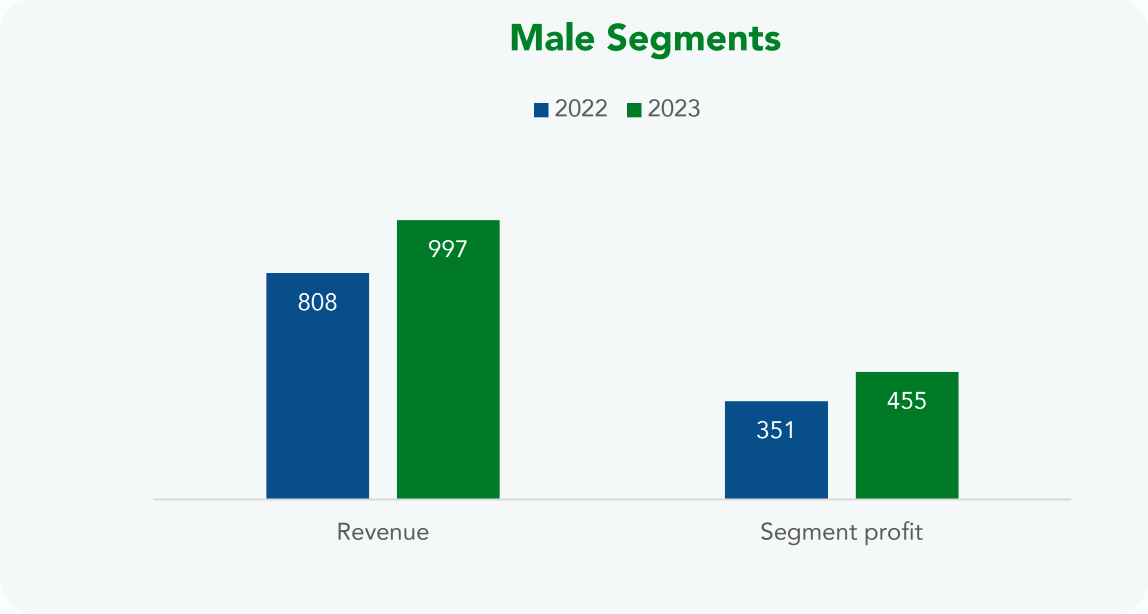
Segment performance

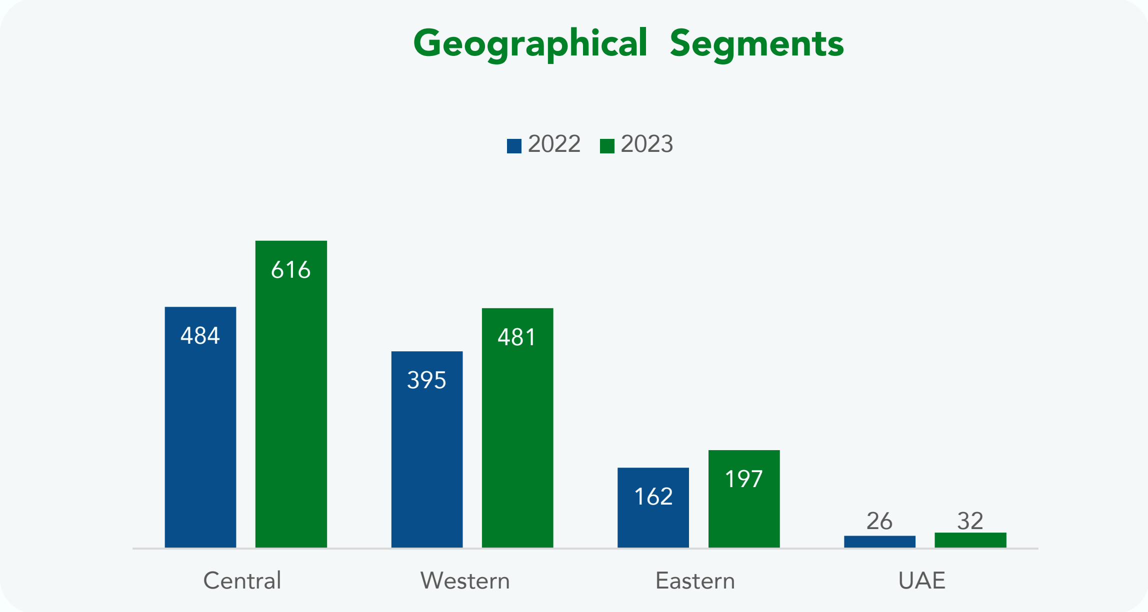
Female segment improving matures and male segment continues its growth

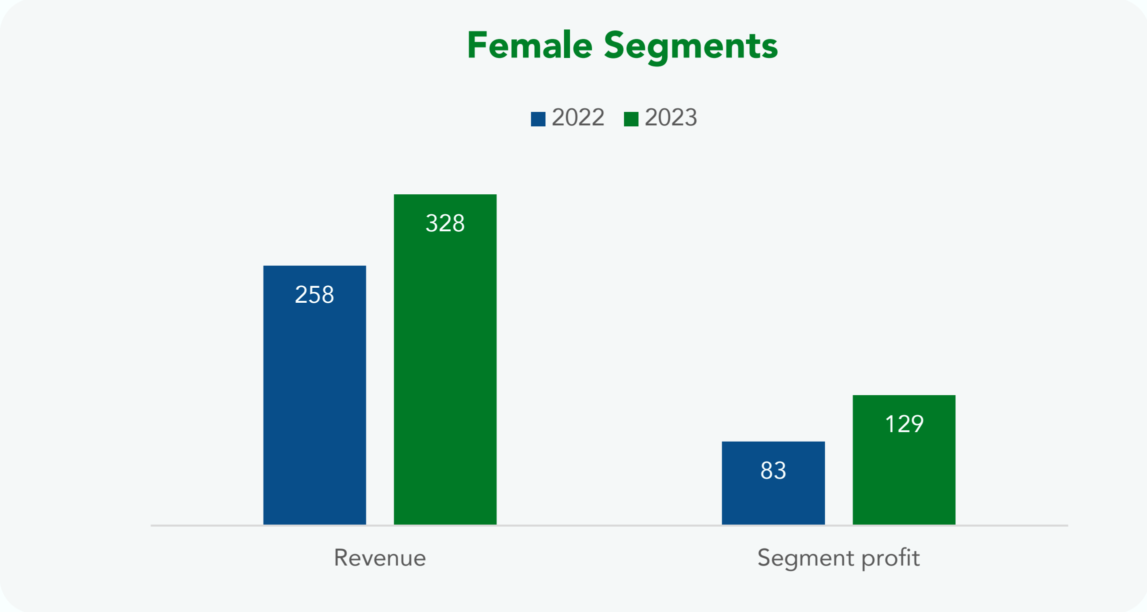
Male Segment
- Male segments continue to be the dominant segment and ending 2023 with 23% revenue growth.
- The segment GP increased by 30% to SR 455 million in 2023.

Female Segment
- Female segments continue its rebound ending 2023 with 27% revenue growth.
- The segment GP increased by 55% to SR 129 million in 2023.

Geographical Segments
- During 2023, all geographical segments delivered double digits growth with central region leading it.







Outlook

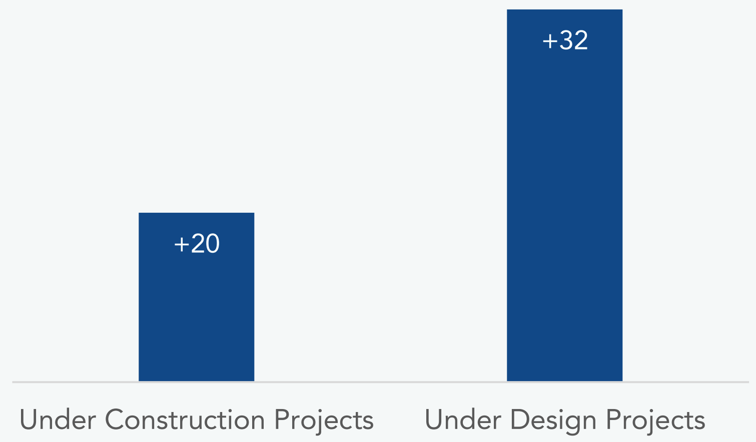
Tentative Guidance

2024 growth will be driven by:

- Further growing LFL and & Non LFL Centers
- Improving customer experience, member retention & services
- Further openings of Xpress & Big Box centers
- Continuing focus/growth on Corporate wellness & PT business

Category		Current (Centers)	Expected Openings	Expected CAPEX (Range)
		31 Dec 2023	31 Dec 2024	SAR M / Center
Xpress	Female	6	0	4 to 7.5
	Male	30	5 - 8	
Big Box	Female	43	15 - 20	15 to 20
	Male	95	15 - 20	
Concept Studios		10	TBD	1 to 2.5
Academies		3	TBD	TBD
Total		187	35 - 48	-

Projects Pipeline as of 2023YE



Q&A

For enquires, please contact the Investor Relations Department at:
investor.relations@leejam.com.sa

Appendix

Q4 2023 P&L

SAR M	Q4 2023	Q4 2022	Change	Change %
Revenue	398	337	62	18%
Cost of revenue	(206)	(174)	(32)	18%
GROSS PROFIT	**192**	**163**	**29**	**18%**
General and administrative expenses	(30)	(29)	(1)	3%
Advertising and marketing expenses	(7)	(4)	(3)	96%
(Allowance for)/ reversal of expected credit losses	0	(0)	0	-103%
OPERATING PROFIT	**155**	**130**	**24**	**19%**
Other income	0	-	-	-
Finance costs	(20)	(17)	(4)	22%
Impairment of non-financial assets	-	-	-	-
Write-off of non-financial assets, net	-	-	-	-
Profit from short term Murabaha	4	(0.0)	-	-
Share in net results of investment in an associate	(3)	-	-	-
PROFIT BEFORE ZAKAT	**133**	**108**	**25**	**23%**
Zakat	(4)	(4)	(1)	15%
PROFIT FOR THE PERIOD	129	105	25	24%
EARNINGS PER SHARE				
Basic and diluted earnings per share	2.5	2	0.9	52%

YE 2023 P&L

SAR M	YE 2023	YE 2022	Change	Change %
Revenue	1,325	1,066	260	24%
Cost of revenue	(740)	(632)	(103)	16%
GROSS PROFIT	**585**	**434**	**157**	**36%**
General and administrative expenses	(115)	(93)	(22)	24%
Advertising and marketing expenses	(17)	(14)	(4)	27%
(Allowance for)/ reversal of expected credit losses	(1)	(0)	(1)	-
OPERATING PROFIT	**451**	**327**	**129**	**39%**
Other income	2	7	(3)	-40%
Finance costs	(83)	(59)	(24)	40%
Impairment of non-financial assets	(2)	(13)	8	-63%
Write-off of non-financial assets, net	(11)		(11)	-
Profit from short term Murabaha	14	0.1	14	-
Share in net results of investment in an associate	(3)	-	-	-
PROFIT BEFORE ZAKAT	**367**	**262**	**110**	**42%**
Zakat	(11)	(7)	(3)	43%
PROFIT FOR THE PERIOD	357	255	107	42%
EARNINGS PER SHARE				
Basic and diluted earnings per share	6.8	5	2.1	43%

All Amounts in million (SAR)

Thank You