

3Q/9M 2025

AGENDA

Welcome and thank you for joining us.

Today's call will cover our financial and operational performance for the third quarter and nine months of 2025, provide key business updates, and outline our strategic priorities for the remainder of the year.

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PERFORMANCE OVERVIEW



02

BUSINESS SEGMENTS



03

CONTENT HIGHLIGHTS



04

OPERATIONAL UPDATES



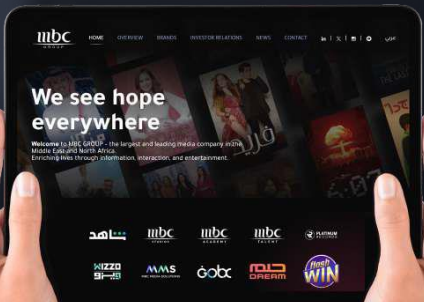
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FINANCIAL SUMMARY



06

OUTLOOK



GROUP FINANCIAL HIGHLIGHTS

MBC GROUP sustained strong momentum in the first nine months of 2025, with double-digit revenue and profit growth across all segments.

9M 2025 FINANCIAL HIGHLIGHTS

GROUP REVENUE

SAR 3,841.8 MN

+29.9% YoY

GROSS PROFIT

SAR 1,111.9 MN

+22.8% YoY
28.9% GP margin

NET PROFIT

SAR 427.8 MN

+70.8% YoY
11.1% NP margin

3Q 2025 FINANCIAL HIGHLIGHTS

GROUP REVENUE

SAR 810.0 MN

+7.0% YoY

GROSS PROFIT

SAR 268.7 MN

32.1% YoY
33.2% GP margin

NET PROFIT

SAR 13.8 MN

8.4% YoY
1.7% NP margin

SEGMENTS OVERVIEW

MBC has continued to grow its presence and reach in the MENA region through three primary verticals



BROADCASTING & OTHER COMMERCIAL ACTIVITIES

- ✓ Remained the largest contributor to Group revenue and earnings YTD 2025
- ✓ Sustained strong advertising momentum with a diversified client base
- ✓ Delivered steady broadcast, technical services, and distribution revenues
- ✓ Grew TV ad inventory and campaign volumes
- ✓ Scaled digital advertising operations and reach

OUR FOUNDATION



SHAHID - OTT

- ✓ Expanded reach and monetization in 9M 2025
- ✓ Enhanced unit economics and cost efficiency
- ✓ Sustained strong subscriber growth across MENA
- ✓ Continued positive impact from password-sharing measures
- ✓ Maintained robust AVOD growth with innovative ad formats & new digital clients
- ✓ Added new B2B partners, strengthening regional collaborations

OUR GROWTH



MEDIA & ENTERTAINMENT INITIATIVES

- ✓ Delivered key initiatives driving growth and premium content revenues
- ✓ Executed high-profile productions, reinforcing regional leadership in content creation
- ✓ Sustained a robust slate of scripted and unscripted projects, 90% produced in Saudi Arabia
- ✓ Advanced local talent development through MBC Academy

OUR PARTNERSHIP

OPERATIONAL UPDATES CONTENT MIX

Content remained a key performance driver across the Group during the first nine months of 2025

- Global recognition:** “The Voice of Hind Rajab” a docudrama executive produced by MBC Studios won the Silver Lion Grand Jury Prize at the Venice Film Festival reinforcing MBC’s global storytelling capabilities. Desert Warrior, MBC Studios’ flagship international co-production, premiered at the Zurich Film Festival, a milestone for Saudi Arabia’s growing global film presence.
- Scripted content:** Hit series like Ommi and Salma sustained strong viewership and cross-platform appeal, highlighting MBC’s strength in culturally resonant storytelling.
- Non-scripted formats:** The Voice talent show launched a successful new season, alongside Nadina, Saudi Arabia’s top football talk program, driving broad audience reach.
- Sports portfolio expanded:** The addition of the Copa del Rey and SAFF Women’s Cup, complemented by exclusive MENA rights to the Bundesliga and Coppa Italia, reinforcing its diversified sports strategy alongside a strong lineup of local leagues and events.
- Diversified content mix:** Balancing engagement, monetization, and brand leadership across scripted, entertainment, and sports verticals.
- Growing global footprint:** SVOD revenues generated from international markets outside the MENA region, recording a 3-year CAGR of 28% (9M 2025 vs 9M 2022) underscoring the Group’s expanding global footprint and cross-market relevance.



OPERATIONAL UPDATES AL NARJIS

Progress reinforces MBC's strategic transition to Saudi Arabia

3 Studios Fully Operational



100% Civil Works Completed



250+ Office Building Capacity



1 New TV Building to Kick-off



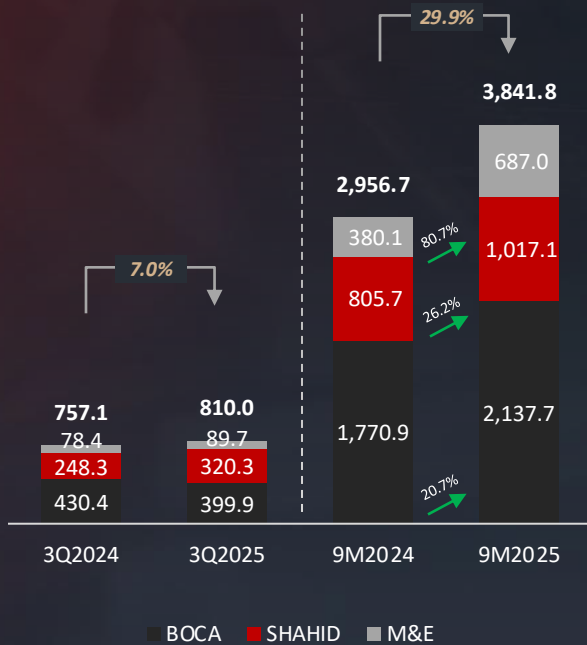
- ✓ **Studios 1, 2 & 3:** Fully operational, supporting a mix of live and pre-recorded productions.
- ✓ **Industry Partners:** Several partners establishing a presence on-site, strengthening the local production ecosystem.
- ✓ **Office Building:** Now operational and housing staff from Dubai and Riyadh;
- ✓ **Playout & Uplink Facilities:** Construction completed for the Master Control and Transmission Control Rooms;
- ✓ **New TV Building:** To include, 5 TV production studios with dedicated live galleries, backstage areas, audience holding zones and additional office space.

GROUP FINANCIAL PERFORMANCE

MBC has experienced strong revenue growth across its core business segments, with positive bottom-line performance

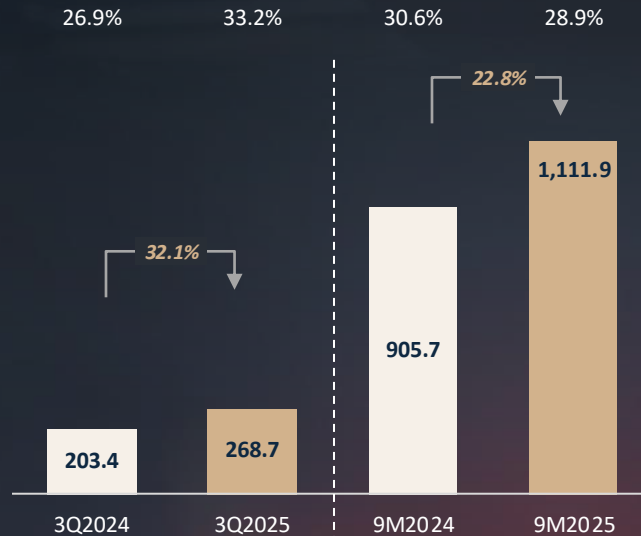
REVENUE BREAKDOWN

(SAR Millions)



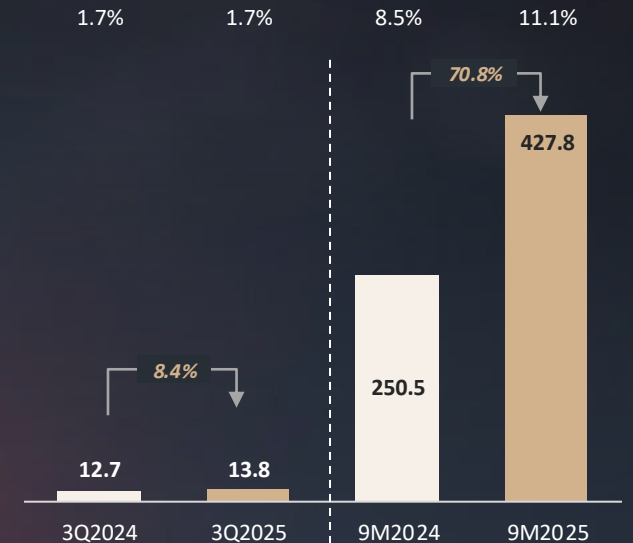
GROSS PROFIT

(SAR Millions / GPM %)



NET PROFIT

(SAR Millions / NPM %)

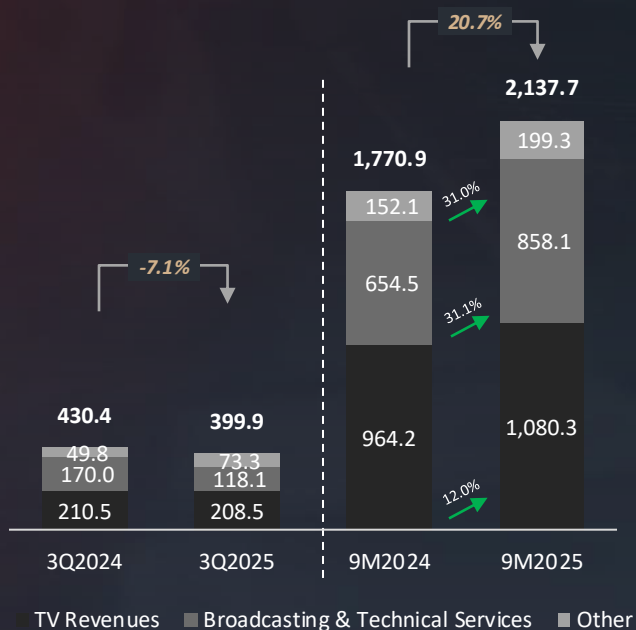


BROADCASTING & OTHER COMMERCIAL ACTIVITIES PERFORMANCE

BOCA's growth during the period was driven by broadcasting and technical service contracts and steady advertising demand

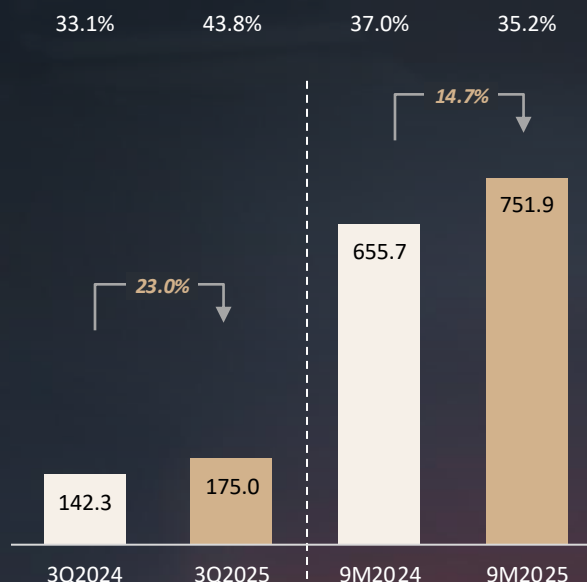
REVENUE BREAKDOWN

(SAR Millions)



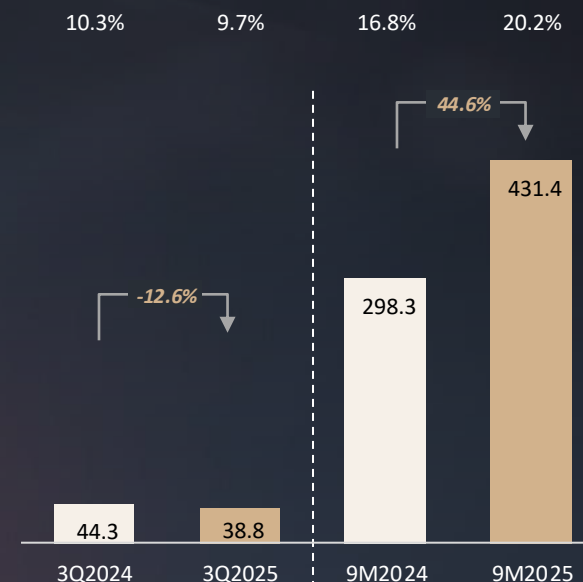
GROSS PROFIT

(SAR Millions / GPM %)



NET PROFIT

(SAR Millions / NPM %)

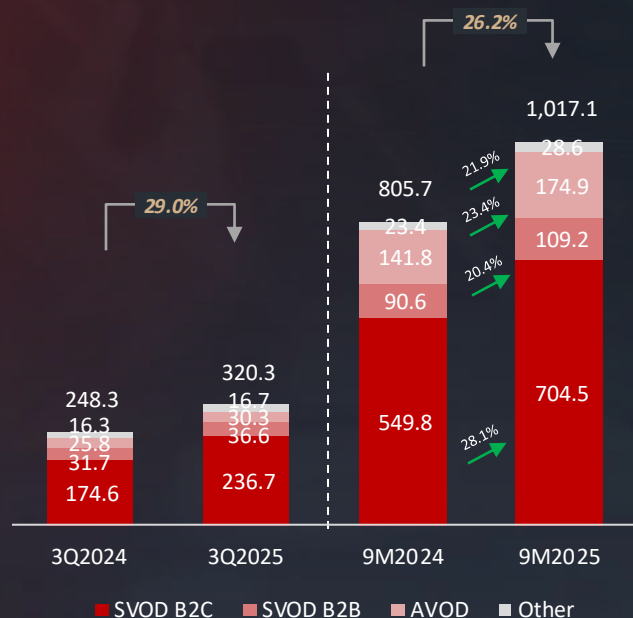


SHAHID (OTT) PERFORMANCE

SHAHID continued to expand its reach and monetization with narrowing losses and full year breakeven expected by 2027

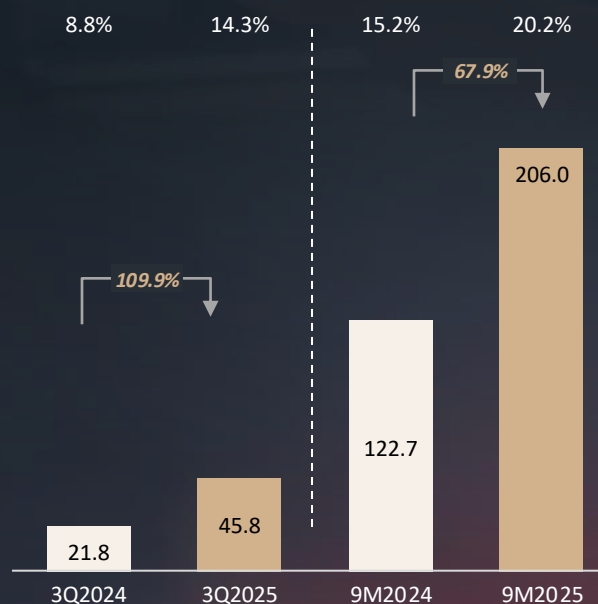
REVENUE BREAKDOWN

(SAR Millions)



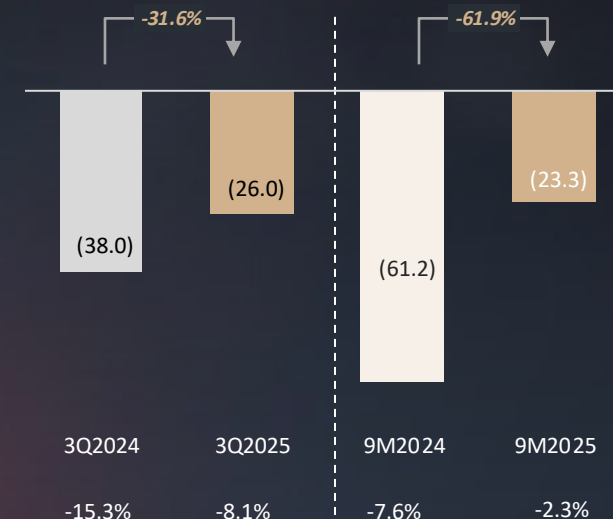
GROSS PROFIT

(SAR Millions / GPM %)



NET LOSS / PROFIT

(SAR Millions / NPM %)

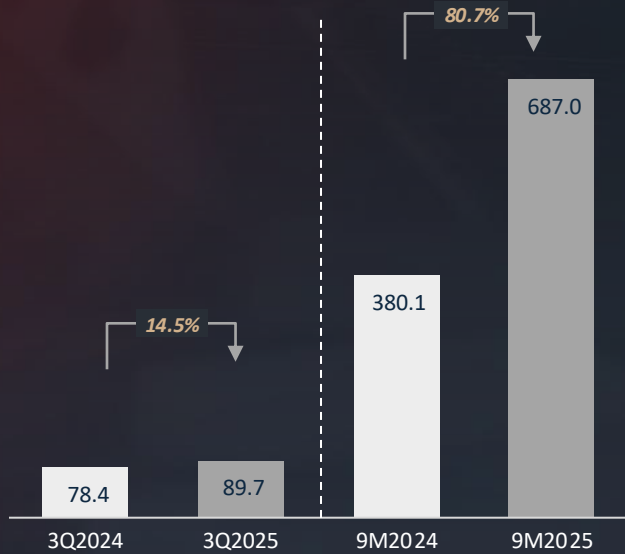


MEDIA & ENTERTAINMENT INITIATIVES PERFORMANCE

Media & Entertainment Initiatives continue to be a strong value-add for MBC, with year-on-year variance in third quarter profitability reflecting the phasing of project completions, consistent with the segment's milestone-based revenue recognition

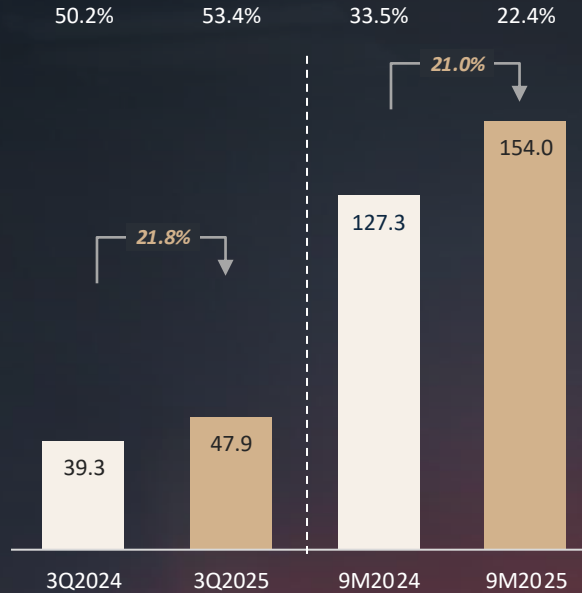
REVENUE BREAKDOWN

(SAR Millions)



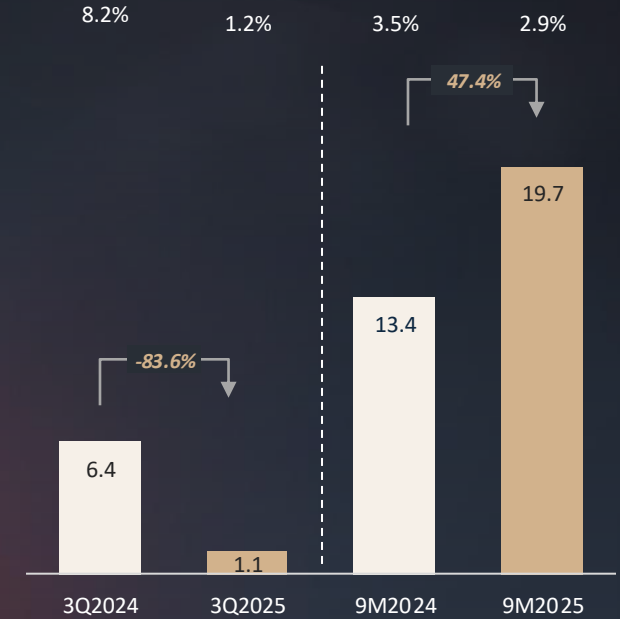
GROSS PROFIT

(SAR Millions / GPM %)



NET PROFIT

(SAR Millions / NPM %)



GUIDANCE



BROADCASTING & OTHER COMMERCIAL ACTIVITIES

FY 2025E

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

16-18%

Medium Term

Revenue (% Growth)

Mid-single digit growth

Net Profit Margin

16-18%



SHAHID - OTT

FY 2025E

Revenue (% Growth)

10%-20%

Net Profit Margin

(10%)-(20%)

Medium Term

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

Breakeven by 2027



MEDIA & ENTERTAINMENT INITIATIVES

FY 2025E

Net Profit Margin

2%-4%

Medium Term

Net Profit Margin

c.5%

STRATEGIC FOUNDATION & GROWTH PILLARS

In 2025, MBC realigned its strategy to navigate headwinds and build a solid foundation for growth, driven by AI, technology, and strategic partnerships.

STRATEGIC FOUNDATION



COST RESET

1

Implement cost saving strategies and efficiencies to enhance resilience



OPTIMIZATION

2

Optimize existing processes, structures and monetization



GROWTH

3

Focusing our investments and expenditure into growth opportunities

GROWTH PILLARS

BROADCASTING TRANSFORMATION

Modernize and future-proof MBC's linear TV business by elevating the advertising value proposition through data and technology platforms, redefining channels' strategies and diversifying revenue streams beyond advertising

OTT LEADERSHIP AND GROWTH

Maintain leadership across both SVOD and AVOD by further expanding across MENA, leveraging continuous content differentiation, advertising advancements and technology innovation

CONTENT AND AUDIENCE LEADERSHIP

Strengthen audience understanding through enhanced data analytics to continue to deliver audience-centric content, expand offerings and maximize commercialization

STRATEGIC EXPANSION AND OPERATIONAL EXCELLENCE

Pursue strategic and international expansion opportunities into high-potential non-core markets and adjacent sectors while driving efficiency and agility across operations

THANK YOU

