



Investor Relations Presentation

3Q/9M 2024

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MBC Group is forging a global media group that enriches people's lives through information, interaction and entertainment.

The Group commits to being the leading multi-platform provider of innovative information and entertainment, produced by professionals performing in a culture of excellence.

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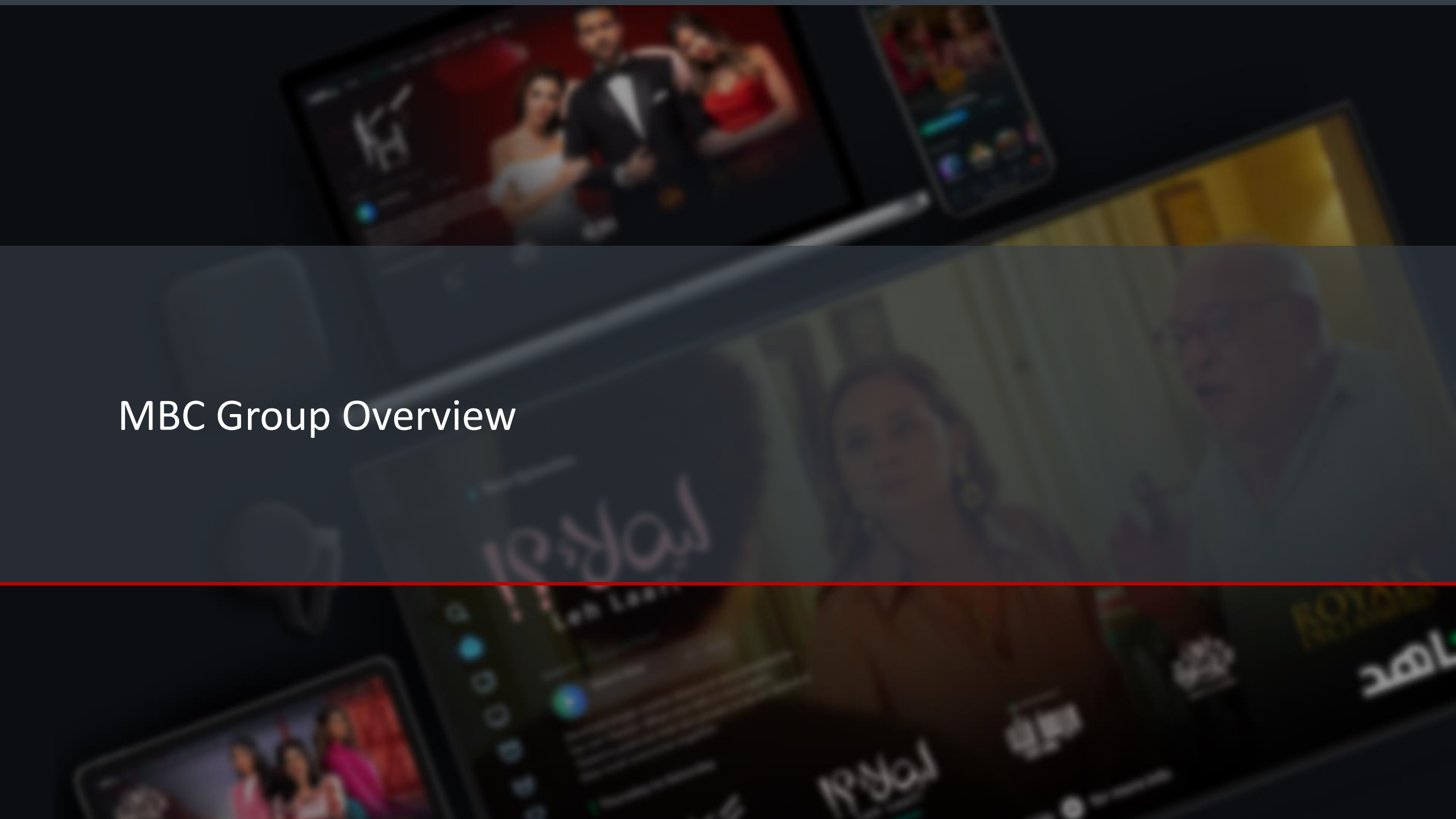
Leadership



6

Outlook



The background of the slide is a dark, blurred collage of various mobile devices. At the top, a tablet and a smartphone are visible, both displaying what appears to be a red carpet event with people in formal wear. Below them, a larger tablet is the central focus, showing a news or entertainment program. The program features a woman in a light-colored dress on the left and a man in a suit on the right. The Arabic word 'اخبار' (News) is written in a large, stylized font across the middle of the screen. To the right of the man, the word 'ROYALS' is visible in a gold, serif font. At the bottom left, another smartphone is partially visible, showing a group of people. The overall aesthetic is modern and media-oriented, representing the digital presence of the MBC Group.

MBC Group Overview

Our Group at a Glance

MBC is the leading provider of entertainment to the Arabic speaking world and a leading producer of premium Arabic content

A Track Record of Growth & Innovation

Since inception, the Group has established itself as the leading media company for free-to-air (“FTA”) TV in the MENA region, especially in KSA, UAE, Egypt, and Iraq in terms of audience share, and owns Shahid, the leading over-the-top (“OTT”) video streaming platform in the MENA region in terms of subscribers and active users.



**UNPARALLELED SCALE
& REACH**

150M

Viewers per week

c.90%

Potential household reach in the MENA region

#1

SVOD and AVOD platform in MENA and KSA



UNIQUE CAPABILITIES

30+

Years experience in creating premium content

500+

MMS advertisers across MENA

9,000+

Titles in content library including acquired content



**STRONG FINANCIAL
PERFORMANCE**

c. SAR 3.0B

Revenues in 9M 2024, up 11.6% YoY

8.5%

Net Profit Margin in 9M 2024, +6.5pp YoY

SAR 8.8B

Total Assets as of 30 September 2024

MBC's Evolution

With a history of over 30 years, MBC has built a strong and trusted relationship with its pan-Arab audience, transitioning together as the sector evolved



Our Group Segments

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



Broadcasting & Other Commercial Activities

The commercial activities of MBC Group derive solid and sustainable revenues from broadcasting and its adjacencies including a diversified portfolio of entertainment verticals and broadcasting and technical services

- 13 FTA Channels
- MMS
- Radio
- Social Media
- Gaming
- Music
- Events
- Others

Our Foundation



Shahid - OTT

A dual revenue approach, capitalizing on subscription and advertising revenue, bolstered by favorable market dynamics, and increasing OTT penetration in the region.

Subscription Video On Demand (SVOD)
&
Advertising Video On Demand (AVOD)

Our Growth

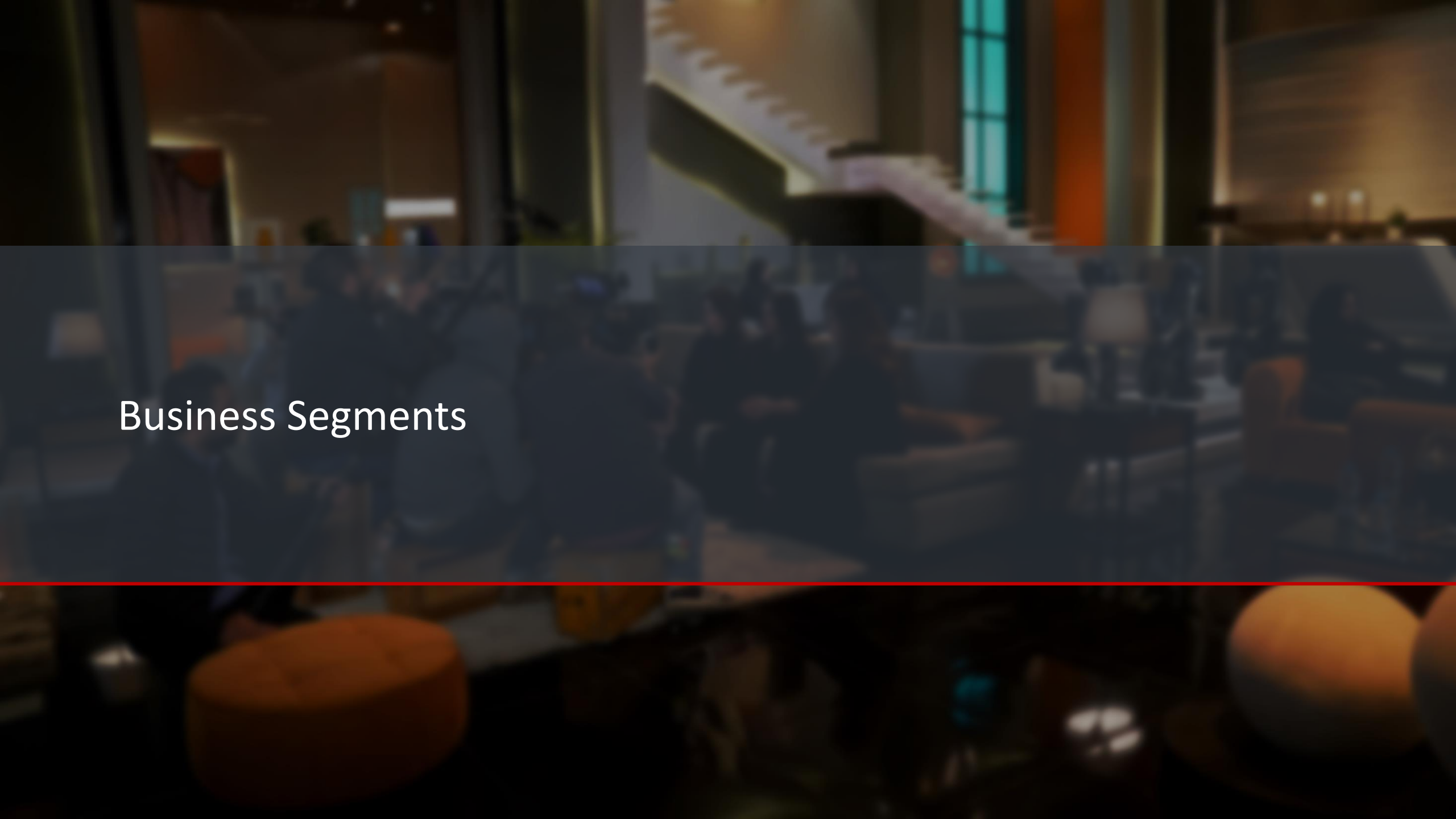


Media & Entertainment Initiatives

The governments' media partner of choice, entrusted with the development of the media ecosystem in KSA driving large scale entertainment projects

- MBC Studios
- MBC Academy
- MBC Talent
- MBC IRAQ, MBC PERSIA, MBC CINQ

Our Partnership



Business Segments

Broadcasting & Other Commercial Activities: Overview

Pan-Arab broadcasting leader for over 30 years reaching over 150M viewers every week

Broadcasting & Other Commercial Activities: Our Foundation

Our commercial activities serve as the foundational pillar of our operations, representing the core services upon which our business was established over 30 years ago. This encompasses a spectrum of offerings, including Free-To-Air channels, advertising, other entertainment verticals and broadcasting and technical services.

Financial Highlights (SAR million)

9M 2024	9M 2024	3Q 2024	3Q 2024
1,770.9	298.3	430.4	44.3
Total Revenue (+20.7% YoY)	Net Profit (+6.6% YoY)	Total Revenue (+21.6% YoY)	Net Profit (-40.7% YoY)

MBC's commercial activities include:

Household Names of FTA Channels



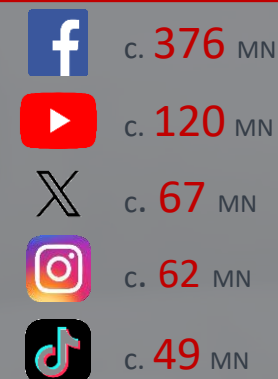
Growing Presence in Radio



Music, Gaming & Events



c. 700 MN Followers



Broadcasting & Other Commercial Activities: Growth

MBC stands to benefit from strong MENA market growth across advertising, music, gaming and events



Market Opportunity

- The radio advertising market in the region is projected to grow at a **6.5%** CAGR to 2025
- Advertising spend in MENA is growing at a **7%** CAGR from **\$841M** in 2022 to 1B in 2025
- MENA's digital and recorded music market is growing at a CAGR of **9%** to reach **\$231M** in 2025
- The personal spend in gaming is growing at **5%** to reach **\$2B** in 2025
- The KSA events market is poised to grow at a CAGR of **10%** to reach **\$729M**



Advertising (MMS)

- Provides the **best ad inventory** across all MBC platforms
- **Best tools and personnel** to create the most impactful ad campaigns
- **Pan-MENA** reach
- Leverage **data and analytics** for ad and audience measurement
- Drive **volume and pricing** for MBC inventory



Market Share

- **#1 in KSA** with a **40%** audience market share
- **#1** in MENA by followers across social media platforms with **c. 700 MN followers** across platforms
- **80%+** reach in key MENA markets

Shahid OTT: Overview

Shahid is the leading OTT platform in MENA

OTT – Shahid : Our Growth Engine

MBC's OTT platform and growth engine, Shahid, is a key pillar of our strategy. Shahid encompasses both subscription video-on-demand (SVOD) and advertising video-on-demand (AVOD) revenue streams, reflecting our commitment to deliver engaging content through advanced digital platforms.

MBC's Shahid OTT platforms include:



AVOD (advertising video-on-demand)

Free digital platform for wide reach



SVOD (subscription video-on-demand)

Paid platform to access premium content



+1bn

Data Points
Collected Daily



+641M

Plays per
Month



+740M

Ad Inventory Created
Monthly



+40

Billing
Integrations

Financial Highlights (SAR million)

9M 2024	9M 2024	3Q 2024	3Q 2024
805.7	(61.2)	248.3	(38.0)
Total Revenue (+35.9% YoY)	Net Loss (-73.9% YoY)	Total Revenue (+25.9% YoY)	Net Loss (-53.1% YoY)

Shahid OTT: Growth

Shahid is well positioned to capture the significant growth expected in the regional OTT market



Market Opportunity

- **OTT subscribers set to more than double by 2025** to reach \$23.5B in subscriber revenue in MENA
- **OTT personal spend in MENA is growing at 7%** to reach \$2.1B in 2025
- **MENA AVOD OTT market is expected to grow at a 25% CAGR** to reach \$362M in 2025
- Growing **digitalization, smartphone adoption** and **curbing Piracy**



Shahid Growth Drivers

- **Market growth** with additional tailwinds
- **Expanding AVOD** audience base
- **Targeting Arab** diaspora
- **Improving efficiency** in marketing & user acquisition
- Improvements in **user experience**
- Maintaining **competitive pricing**
- **Reducing churn**



Market Share

- **#1 Premium SVOD** service with **25.8% market share** in MENA
- **#1 AVOD** with 17.8M average monthly active users
- **#1 Subscriber market share in MENA** with 4.8M subscribers, **+ 22.2% YoY**
- **4.4% OTT penetration in MENA** (vs. 81% in USA)

Media & Entertainment Initiatives: Overview

MBC is developing the broader media ecosystem in the region and in KSA in line with Vision 2030

Media & Entertainment Initiatives: Our Partnerships

We prioritize our partnership with the Saudi government through our media and entertainment initiatives, aligning with Vision 2030 objectives. While distinct from our core commercial operations, these initiatives underscore our commitment to societal advancement and align with our overarching mission.

MBC's Media & Entertainment Initiatives include:



Financial Highlights (SAR million)

9M 2024	9M 2024	3Q 2024	3Q 2024
380.1	13.4	78.4	6.4
Total Revenue (-35.5% YoY)	Net Profit (89.0% YoY)	Total Revenue (-20.3% YoY)	Net Profit (-6.9% YoY)

Why MBC?

- **30 years** of successful innovation
- High **brand affinity**
- **Trusted relationship** with consumer
- **Deep insights** into consumer behavior
- **Strong capabilities** and know-how

Media & Entertainment Initiatives: Benefits & Growth

Best positioned to capture further growth from investments in high-growth entertainment verticals



Vision 2030 Initiatives

- **Support national champions** consolidate their leadership globally
- Increase localization of **non-oil sectors**
- Develop the **digital economy**
- **Develop economic ties** with global partners
- Uphold the Arabic language
- **Expand vocational training** to provide for labor market needs



Indirect Benefits

- Local TV channels play a key role in establishing a **foothold in and penetrating new markets**
- **Continued growth of Shahid user base** on the back of marketing through the local channels driving AVOD and SVOD business
- By establishing leading positions in new markets, MBC **expands its global reach and brand recognition**
- Local knowledge and insights gained in new markets can be used to **optimize mature operations**



Market Opportunity

- **Household spend** on entertainment activities to increase **from 1.7% in 2017 to 6% by 2030**
- **\$64B to be invested in the entertainment sector** for show creation, start-up accelerators and venue development funding

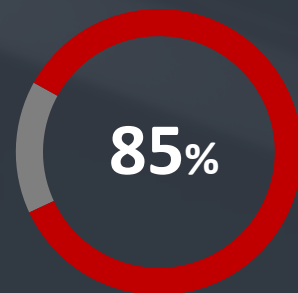


Business Opportunity

- Produce **high-quality differentiated content** that speaks to audiences
- Identify, **develop and promote local talent** to drive growth in studios and broader entertainment sector
- Fuel growth in MBC with potential to **commercialize externally**
- **Leverage MBC's extensive capabilities** and powerful brand to pursue exciting initiatives

Content: At the Core of our Business Segments

The key customer value proposition is to consistently deliver new, engaging, and compelling content.



Arabic Content



Commissioned Content

The Group offers a diverse array of content categories on its TV channels and OTT streaming platform



Drama



Entertainment



Comedy



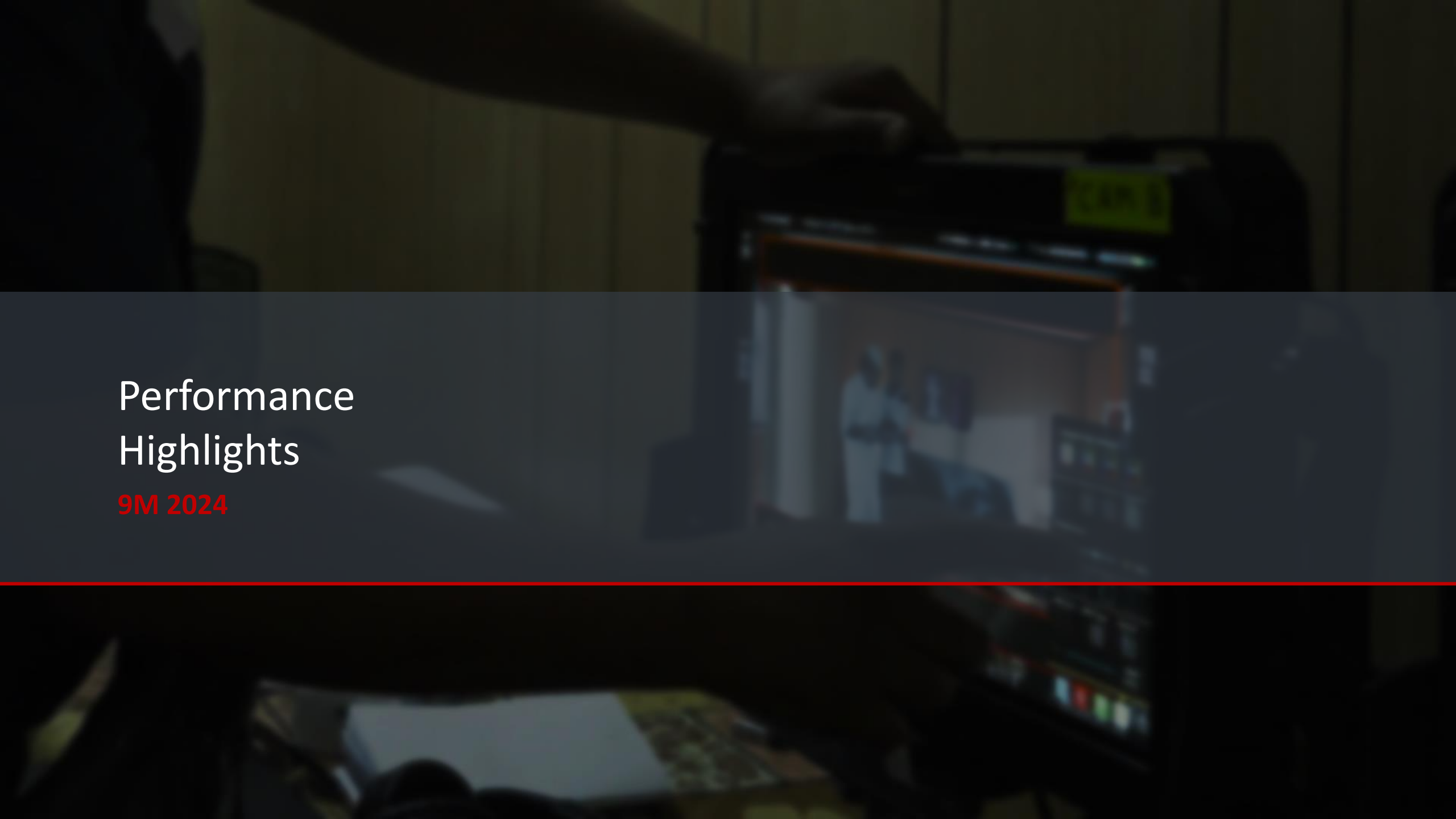
Action



Documentaries



Sports



Performance Highlights

9M 2024

9M 2024 Financial Highlights

Following a strong close to FY 2023, MBC continued to deliver robust growth heading into the new year, driven by a strong performance across its core segments.

¹ Broadcasting & other commercial activities include primarily advertising and other broadcasting-related ancillary activities and excludes Shahid and revenues linked to Media & Entertainment initiatives.

Group Revenue	Gross Profit	Net Profit
SAR 2,956.7 M	SAR 891.4 M	SAR 250.5 M
+11.6% YoY	+43.1% YoY 30.1% GP margin	+378.0% YoY 8.5% NI margin
Broadcasting & Other Commercial Activities ¹	Shahid OTT Platform	Media & Entertainment Initiatives
(ex Shahid)		
Revenue	Revenue	Revenue
SAR 1,770.9 M	SAR 805.7 M	SAR 380.1 M
+20.7% YoY	+35.9% YoY	-35.5% YoY
Net Profit	Net Loss	Net Profit
SAR 298.3 M	SAR (61.2) M	SAR 13.4 M
+6.6% YoY 16.8% NI margin	-73.9% YoY -7.6% NI margin	89.0% YoY 3.5% NI margin

9M 2024: Key Performance Highlights

Group total revenues up 11.6% to SAR 2,956.7 M in 9M 2024, driven by a healthy recovery in TV Revenue and sustained Shahid subscriber growth, coupled with increased revenues from Broadcasting and technical services.

GROUP

In 9M2024 Group revenues and net profit up 11.6% and 378.0% YoY respectively driven by solid revenue growth and expanded profit margins across all segments.

SVOD / AVOD

SHAHID reached 4.8 million SVOD subscribers in 3Q 2024, up 22.2% increase YoY similarly AVOD's active monthly users saw a 13.7% increase YoY to 17.8 million.

BOCA

BOCA revenues up 20.7% and net profit up 6.6% YoY in 9M2024 to reach SAR 298.3 million, supported by growth in TV revenue overall, which has increased by 5.8% YoY, and Broadcasting and Technical Services revenue doubling.

M&E

Despite the revenue drop 9M 2024 due to variations in project cycles, net profit reached SAR 13.4 million, up 89.0% YoY and resulting in a 3.5% net profit margin.

ADVERTISING

TV advertising under BOCA grew 2.8% compared to 9M 2023 and the number of advertisers grew 27% to reach 711.

CONTENT

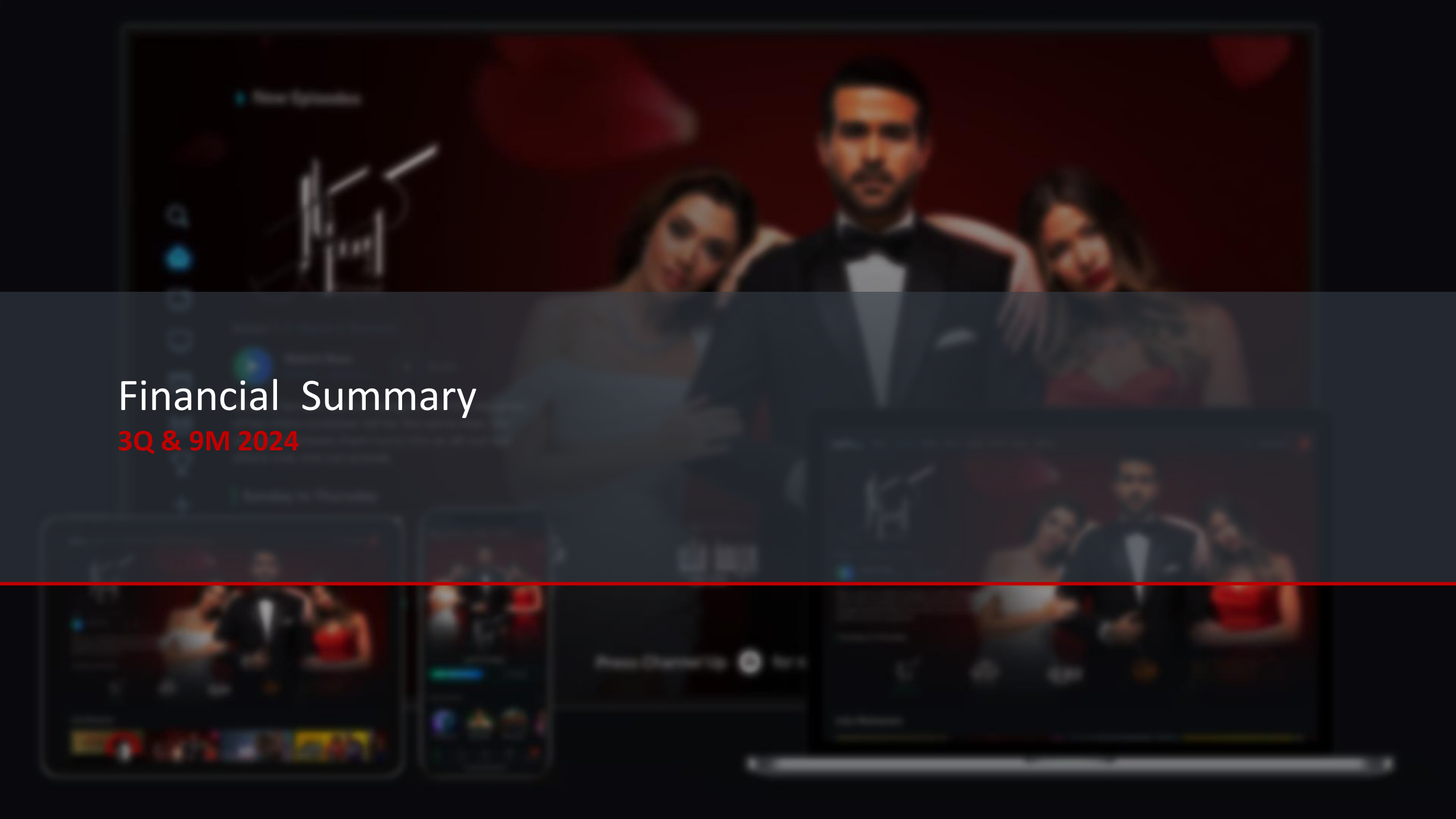
In 3Q 2024, content highlights included "Al Ameen", "Bait al Ankaboot," Season 4 of "RSL" and the Diriyah Saudi Super Cup, attracting sports audiences.

SHAHID

SHAHID, recorded a 35.9% YoY increase in total revenue to SAR 805.7 million in 9M 2024, supported by both strong subscriber and advertising revenue growth.

NARJIS

Narjis's first studio is ready to host 'Arabs Got Talent' in November. The remaining studios, post-production facilities and office space, are set to open at the end of 1Q25.



Financial Summary

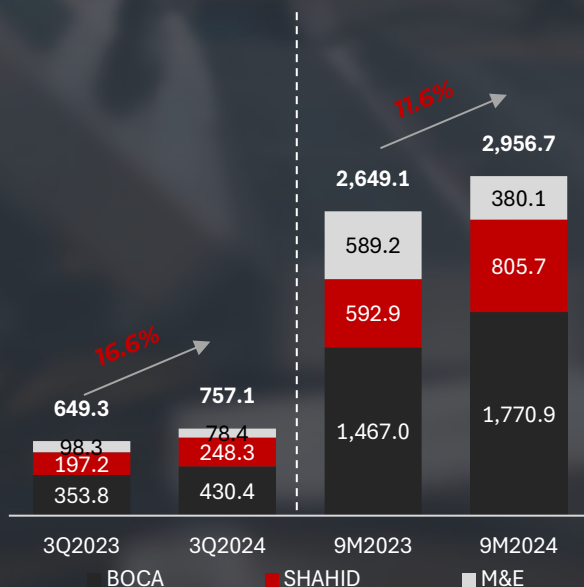
3Q & 9M 2024

Group Financial Performance

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

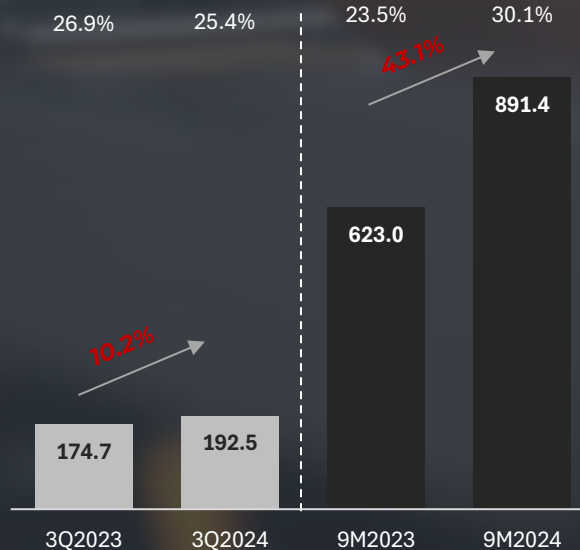
REVENUE BREAKDOWN

(SAR Millions)



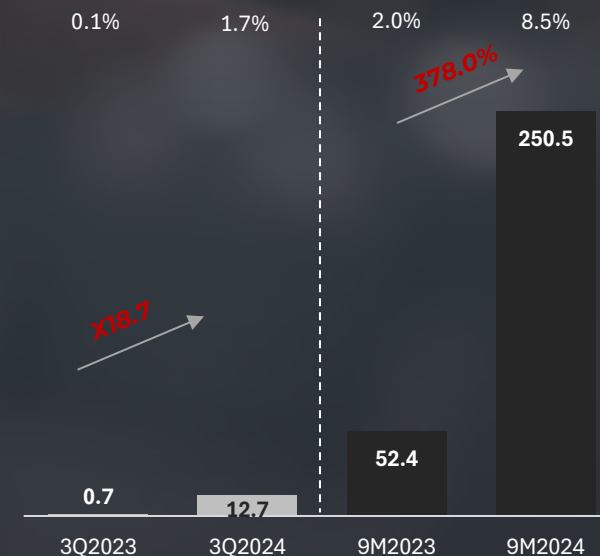
GROSS PROFIT

(SAR Millions / GPM %)



Net Profit

(SAR Millions / NPM %)

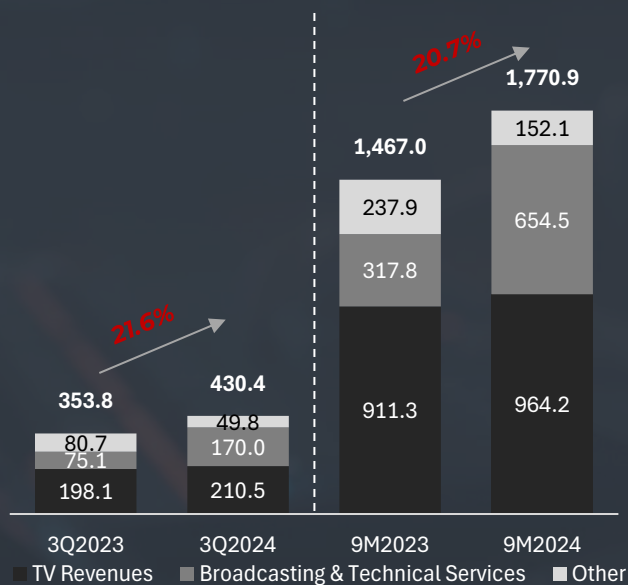


Broadcasting & Other Commercial Activities Performance

MBC's Broadcasting & Other Commercial Activities experienced consistent topline growth with a stable cost structure

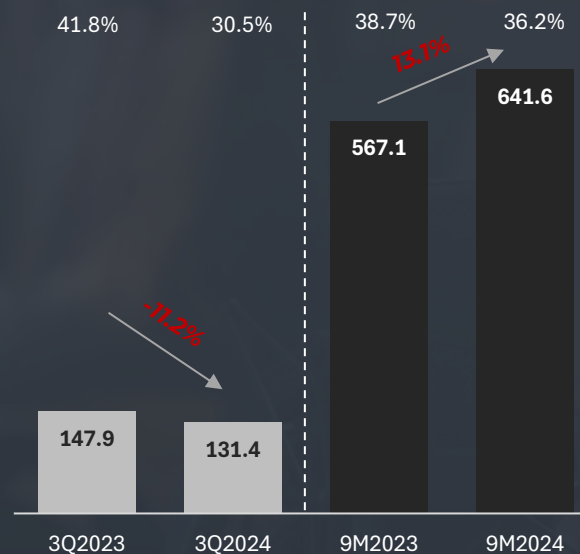
REVENUE BREAKDOWN

(SAR Millions)



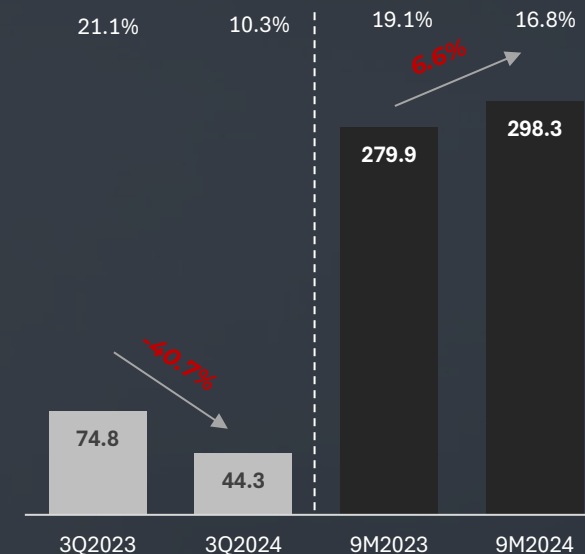
GROSS PROFIT

(SAR Millions / GPM %)



Net Profit

(SAR Millions / NPM %)

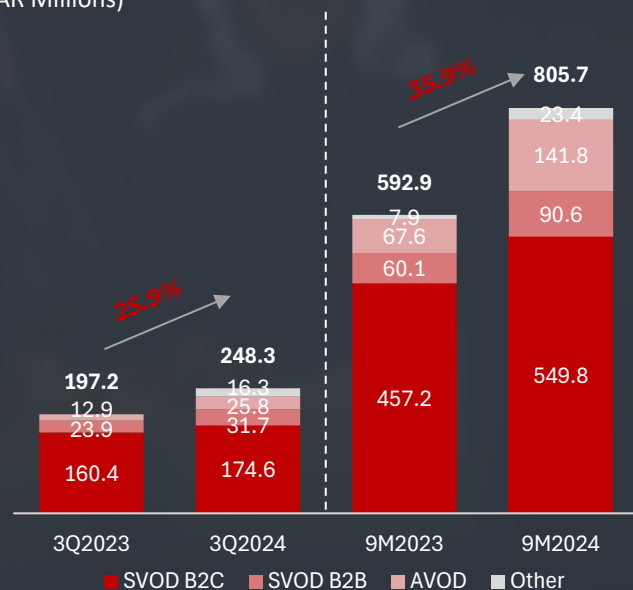


Shahid (OTT) Performance

Shahid has experienced exceptional revenue growth across all its operations with a stable cost structure

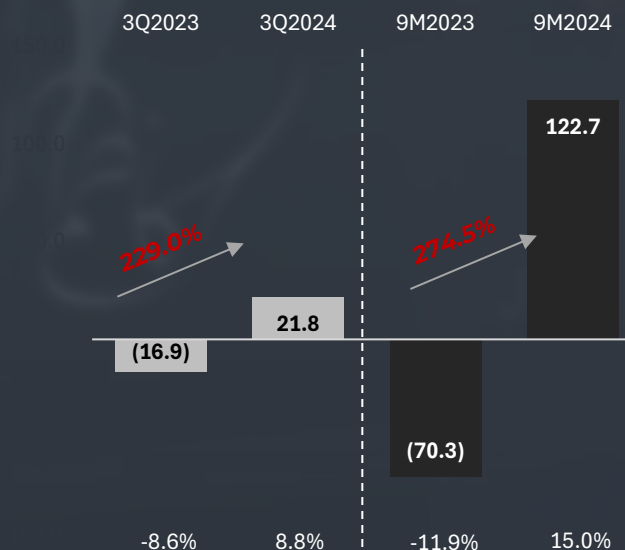
REVENUE BREAKDOWN

(SAR Millions)



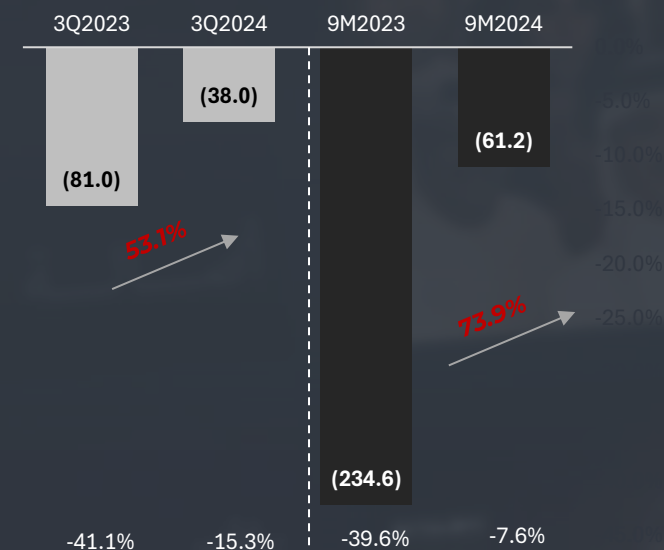
GROSS PROFIT

(SAR Millions / GPM %)



Net Loss

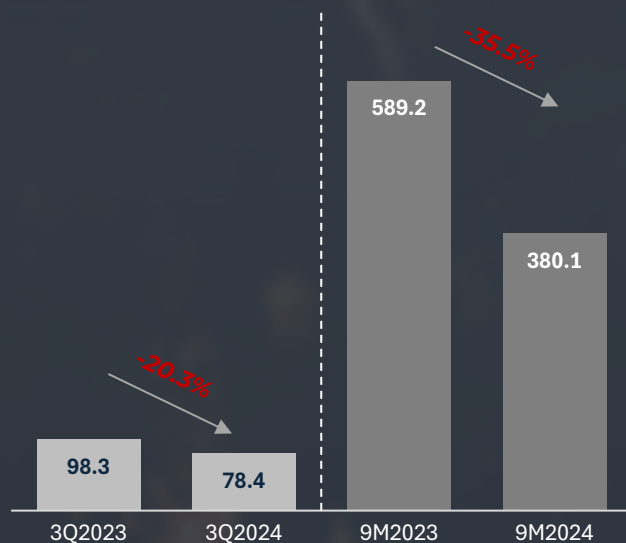
(SAR Millions / NPM %)



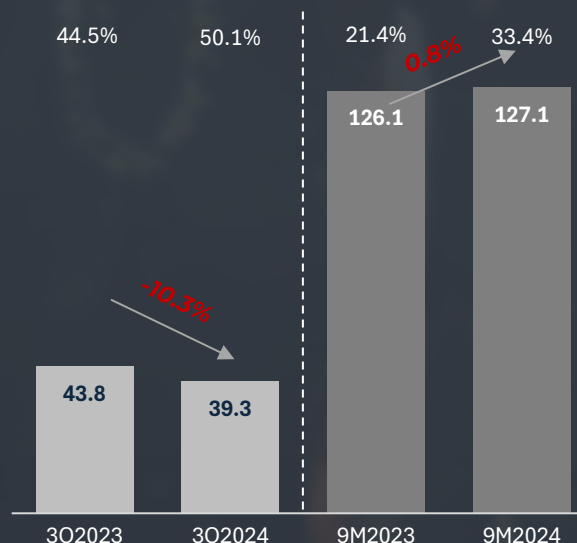
Media & Entertainment Initiatives Performance

Media & Entertainment Initiatives continue to be a strong value-add for MBC and the media ecosystem in KSA, with strong partnerships fostering growth and development

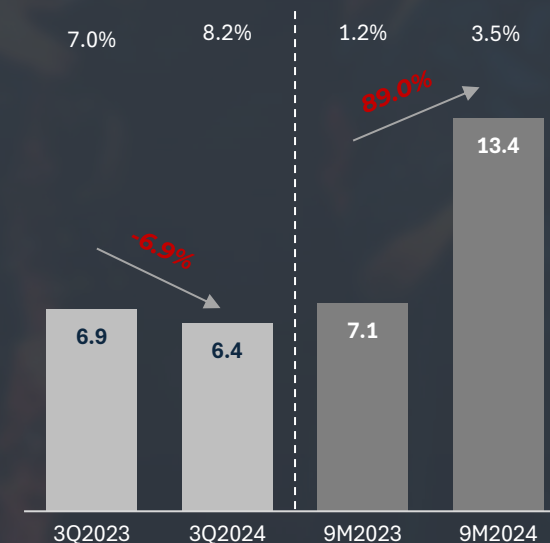
REVENUE BREAKDOWN
(SAR Millions)



GROSS PROFIT
(SAR Millions / GPM %)



Net Profit
(SAR Millions / NPM %)



Guidance



Broadcasting & Other Commercial Activities

FY 2024E

Revenue (% Growth)

Mid-single digit growth

Net Profit Margin

16%-18%

FY 2025E

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

18-20%

Medium Term

Revenue (% Growth)

Mid-single digit growth

Net Profit Margin

18-20%



Shahid - OTT

FY 2024E

Revenue (% Growth)

25%-35%

Net Profit Margin

(25%)-(30%)

Subscribers

Low-double digit growth

Medium Term

Revenue (% Growth)

Low-double digit growth

Net Profit Margin

Breakeven within 3 years

Subscribers

High-single digit growth



Media & Entertainment Initiatives

FY 2024E

Revenue

SAR 750-940 MN

Net Profit Margin

2%-4%

Medium Term

Revenue (% Growth)

c. SAR 1,125 MN

Net Profit Margin

c.5%



Leadership

Executive Management Team & IR

A team with decades of media sector experience and a deep understanding of local and regional market dynamics that has guided the Group to its current **market leadership** position in the MENA region.



Sam Barnett
Chief Executive Officer
+20 years at MBC
+30 years of total experience



Hussam Alnouri
Chief Financial Officer
+20 years at MBC
+30 years of total experience



Joseph Igoe
Chief Operating Officer
8 years at MBC
+30 years of total experience



Omar El - Barrage
General Counsel
+10 years at MBC
+15 years of total experience



Stephanie Holden
Corporate Director for Strategy & Business Development
+15 years at MBC
+25 years of total experience



Natasha Matos-Hemingway
Chief Commercial & Marketing Officer - Shahid
3 years at MBC
+15 years of total experience



Ali Jaber
Group Director of TV
+10 years at MBC
+35 years of total experience



Samar Akrouk
Group Director of Production & MBC Studios
+25 years at MBC
+25 years of total experience



Maryam Babgi
Investor Relations Manager
2 years at MBC
10 years of total experience

Board of Directors

MBC's **Board of Directors** is dedicated to upholding the principles of corporate governance, driving sustainable growth, and maintaining the highest levels of corporate responsibility.



Waleed Ibrahim Al Ibrahim
Chairman



H.E. Hindi Al Sohimi
Vice Chairman



H.E. Khaled Abdullah Almolhem
Independent Board Member



Abdullah Al Dawood
Non-Independent Board Member



Abdulrahman Ibrahim Al Rowaila
Non-Independent Board Member



Majed Al Ibrahim
Independent Board Member



Mosa Al Omran
Non-Independent Board Member



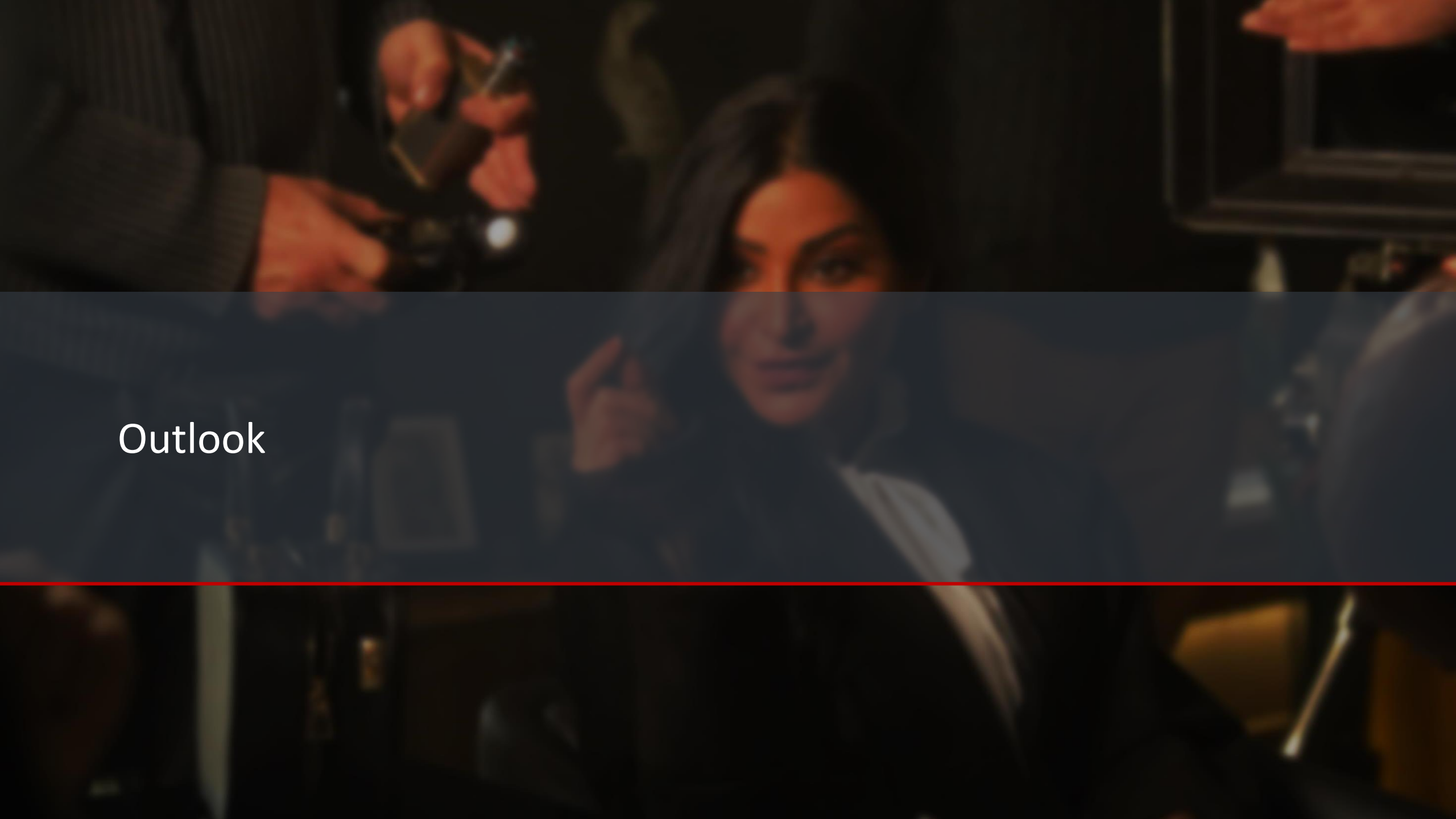
Nasser Albiqami
Non-Independent Board Member



Mansoor Abdulaziz Almansoor
Independent Board Member



Ali Al Hedelthy
Board Secretary

A woman with dark hair, wearing a dark coat, is looking up towards a person whose hands are visible holding a flashlight. The scene is dimly lit, with the flashlight providing a focused beam of light. The background is dark and indistinct.

Outlook

Growth Opportunities

Significant opportunities for growth acceleration



Content

Build broad multi-platform superior content that caters to a diverse audience tailored across geographies, while focusing on original content creation and unique categories like sports to drive subscriber and bottom-line growth



Advertising

Refocus on the AVOD model with optimized and transparent pricing, and increase inventory sell rate to drive growth and bridge the market share gap between FTA and AVOD



SVOD

Focused retention strategy to reduce subscriber churn, while capitalizing on growing MENA OTT penetration and generate subscribers in Egypt and the rest of Africa



Geographic Expansion

Leverage leadership position and brand to penetrate new markets and provide quality content on local channels; monetize existing content in Morocco and Iraq with relevant shows to generate ad and subscriber growth, while also exploring B2B deals



New Verticals

Diversify revenue streams with the launch of new verticals such as gaming, music and events



Underpinned by a trusted brand that can grow across platforms and regions



Market Overview

Thriving in the Global Epicenter of Entertainment

Macro Drivers

- 1 Young and growing population
- 2 Growing regional affluence

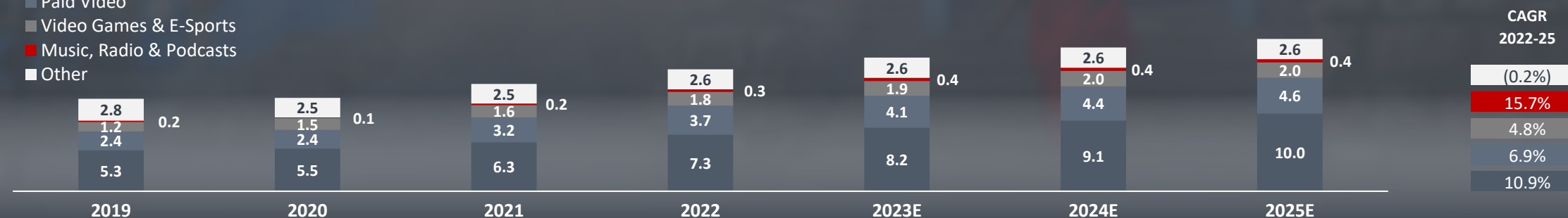
MENA Media & Entertainment Market¹

- Advertising
- Paid Video
- Video Games & E-Sports
- Music, Radio & Podcasts
- Other

Market Drivers

- 3 Increasing connectivity
- 4 Digitally-savvy consumer base
- 5 Large and diverse content libraries
- 6 Support from government initiatives

Market Drivers



With our diverse offerings, MBC is set to capitalize on the healthy projected growth across various segments

Market Overview (contd.)

Large Arabic speaking population beyond the MENA region constitutes an extended addressable market

40M+

Arab speaking
diaspora outside MENA

300M+

Total Arab-speaking
population

Selected
countries with
the largest
Arab diaspora



The background image is a blurred photograph of a film set. On the left, a large professional video camera is visible. In the center and right, several people are seated, appearing to be in a discussion or interview. The setting includes a wall with a map and a window with blinds in the background.

Appendix

Investment Highlights

Leveraging our unique value proposition to capitalize on attractive market opportunities and deliver sustainable growth.

- 1 **Highly attractive macro fundamentals** supporting long-term, sustainable growth across Media and Entertainment verticals
- 2 **Leading broadcasting company in the MENA region** with unparalleled reach
- 3 **Leading video streaming platform in the region** delivering strong growth
- 4 Home to the **highest quality** and most **engaging content**, featuring **distinctive in-house production capabilities**
- 5 **Multiple organic growth levers** in the core business and best positioned to continue to **invest in high growth entertainment verticals**
- 6 **Robust financial profile** combining **profitable broadcasting** and **high growth digital businesses**
- 7 **Highly respected** and **experienced management** team, backed by **strong and supportive Board of Directors**

Income Statement (SAR Millions)

Description	3Q 2024	3Q 2023	Change YoY
Total Revenue	757.1	649.3	16.6%
Broadcasting & Other Commercial Activities	430.4	353.8	21.6%
Shahid (OTT)	248.3	197.2	25.9%
Media & Entertainment Initiatives	78.4	98.3	(20.3%)
Total Direct Costs	(564.6)	(474.6)	19.0%
Gross Profit	192.5	174.7	10.2%
Gross Profit Margin	25.4%	26.9%	(1.5%)
General and Administrative	(225.9)	(216.9)	4.1%
Operating Income (Loss)	(33.4)	(42.2)	(20.8%)
Other Income	31.1	31.8	(2.2%)
Net Finance Income (Expense)	17.2	(2.4)	(x7.2)
Investment & Financial Instruments Performance	(0.3)	14.0	(102.2%)
Profit (Loss) Before Tax	14.5	1.3	X11.1
Income Tax and Zakat	(1.8)	(0.6)	187.0%
Net Profit (Loss) After Tax	12.7	0.7	X18.7
Net Profit (Loss) Margin	1.7%	0.1%	1.6%

Commentary

Broadcasting growth in line with broader market's trends

- Revenue growth primarily driven by a continued uptick in TV revenues by 5.8% 9M YoY, coupled with an increase in revenues from broadcast and technical services
- Despite seasonality, advertising still grew 2.8% compared to 9M 2023 and the number of advertisers grew 27% to reach 711

Growth in Shahid supported by the expansion in subscriber base and higher advertising revenues.

- Subscriber numbers reached 4.8 million in the third quarter, up a solid 22.2% YoY
- AVOD increased by 13.7% YoY in active monthly users, reaching 17.8 million in 9M 2024
- Advertising revenue more than doubled as the Company continues to focus on expanding and enhancing its content line-up

Group Net Profit grew nearly fivefold to SAR 250.5 million YoY in 9M 2024

Balance Sheet (SAR Millions)

Description	30 September 2024	31 December 2023	% Change
Assets			
Non-current assets			
Property and equipment	184.2	116	58.8%
Intangible Assets	75.3	67	12.3%
Right of Use Assets	35.6	59	(39.7%)
Investments in JVs, associates and AFS	1,327.9	1,217	9.1%
Employees' fund assets	113.6	109	4.2%
Deferred tax asset and other assets	2.0	1	97.9%
Total non-current assets	1,738.6	1,569	10.8%
Current assets			
Inventories	2,579.1	2,590	(0.4%)
Trade and other receivables	2,131.6	2,733	(22.0%)
Due from related parties	584.5	434	34.7%
Cash And Cash Equivalents	1,779.1	827	115.1%
Derivative Financial Instruments	6.0	6	0.5%
Total current assets	7,080.3	6,590	7.4%
Total Assets	8,818.9	8,159	8.1%
Non - current liabilities			
Lease liabilities	14.5	33	(55.9%)
Provision for employees' gratuity	163.0	158	3.2%
Loan from a related party	63.8	64	(0.3%)
Total non-current liabilities	241.3	255	(5.4%)
Current liabilities			
Lease liabilities	24.9	30	(17.0%)
Trade and other payables	4,014.8	3,350	19.8%
Due to related parties	28.6	48	(40.4%)
Loan from a shareholder	497.3	497	0.1%
Borrowings	-	188	(100.0%)
Total current liabilities	4,565.6	4,113	11.0%
Total Liabilities	4,806.9	4,368	10.0%
Equity			
Equity attributable to equity holders of the parent	3,993.7	3,779	5.7%
Non-controlling interests	18.3	12	52.2%
Total Equity	4,011.9	3,791	5.8%
Total Liabilities and Equity	8,818.9	8,159	8.1%

Commentary

ASSETS

Non-current Assets:

- The increase was mainly due to additions in property and equipment and intangible assets inline with expansion in Saudi offices and enhancements on the OTT platform development.
- Investments also increased due to additional investment in MBC Gaming JV as of Sep-24 coupled with the Group's share of results in ACSC for 9M-2024.

Current Assets:

- Increase in cash and cash Equivalents is mainly due to the receipt of the net IPO proceeds in January 2024, receipts of grants for the period and Masr compensation from Istedamah, and MMS collection of receivables from customers. Thus, this has contributed to the decrease in trade and other receivables as of Sep-24.

LIABILITIES

- The increase in trade and other payables is inline with growth across business segments In 9M 2024.
- Decrease in due to related parties is mainly due to timing of payments to entities outside of the group.
- Decrease in the borrowing is due to the repayment of the bank facility which was outstanding as of Dec-23.

Cash Flow Summary (SAR Millions)

Description	9M 2024	9M 2023	Change YoY
Operating Activities			
Profit (Loss) before tax	254.4	60.3	322.0%
Non-cash adjustments	68.6	64.0	7.2%
Working capital changes	1,062.6	(191.1)	(x6.6)
Net cash flows used in investing activities	(212.9)	(209.6)	1.6%
Net cash flows (used in) generated from financing activities	(212.8)	122.1	(274.3%)
Net increase in bank balances and cash	959.9	(154.3)	(722%)
Net foreign exchange difference	(8.0)	(6.2)	28.0%
Bank balances and cash at the beginning of the period	827.7	693.0	19.4%
Bank balances and cash at the end of the period	1,779.6	532.4	234.2%

Commentary

WORKING CAPITAL CHANGES

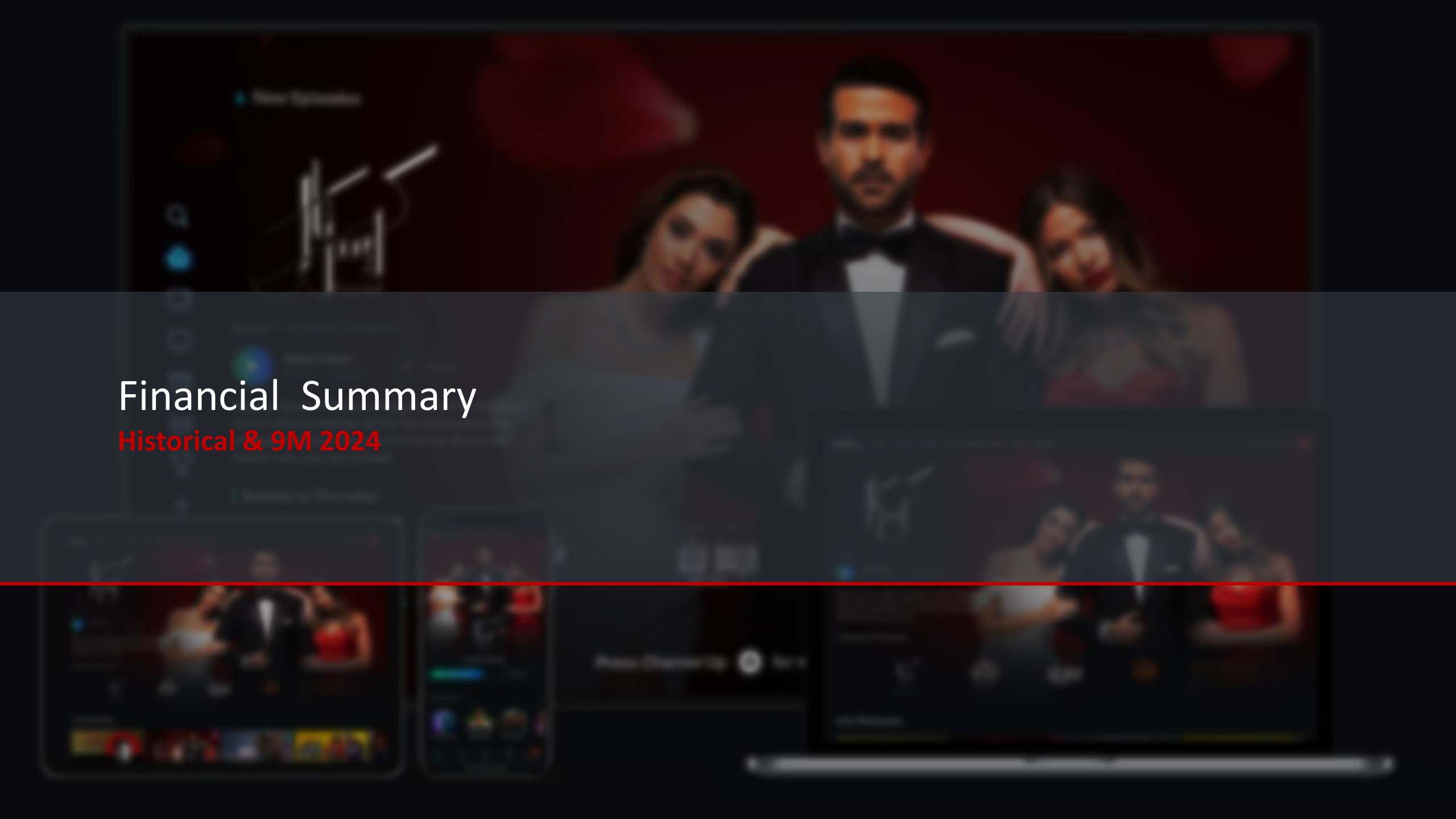
Working capital changes include YoY variance in the Group's current assets and liabilities. Net change of 6.6x in 9M 2024 compared to 9M 2023 is mainly driven by receipt of the net IPO proceeds which was reflected as other receivables as of 31 December 2023

INVESTING ACTIVITIES

Cash flow used in investing activities is higher in 9M 2024 compared to 9M 2023 mainly because of capital expenditures on the Group's studios in KSA. Furthermore, additional investment is made by the Group in its investment in equity accounted joint venture in MBC Game Studio.

FINANCING ACTIVITIES

Cashflow used in financing activities represents repayment of bank facility which was outstanding as of 31 December 2023 as well as repayments of principal elements of lease liabilities.



Financial Summary

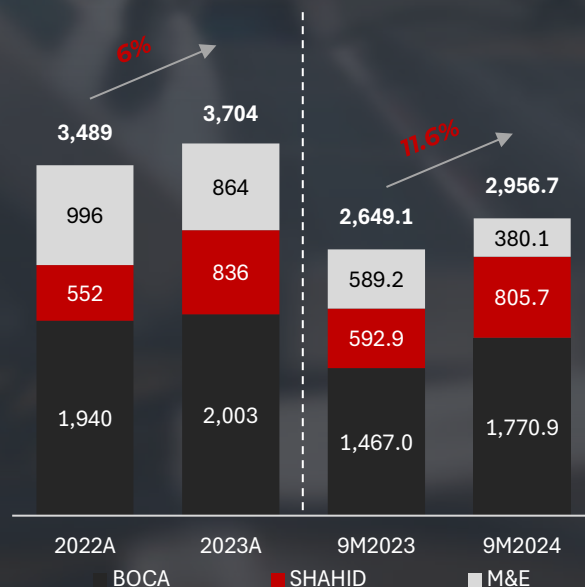
Historical & 9M 2024

Group Financial Performance

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

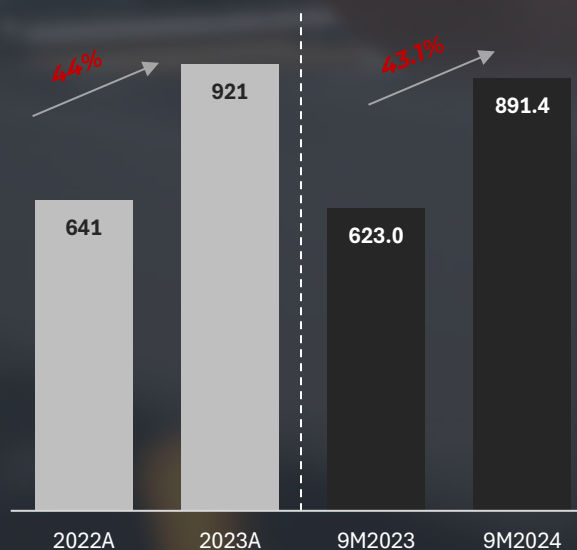
REVENUE BREAKDOWN

(SAR Millions)



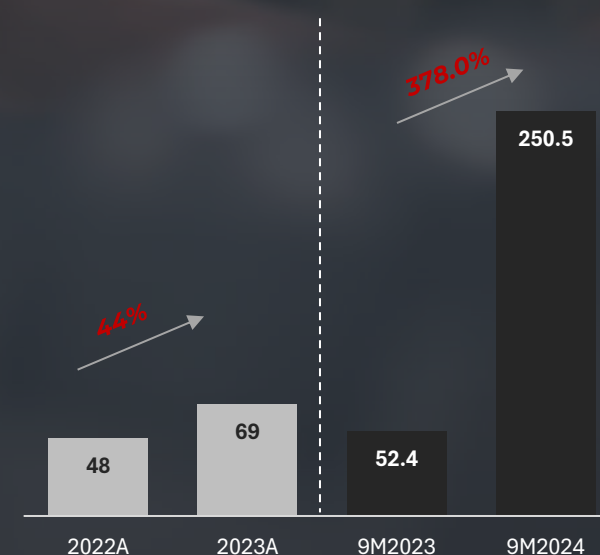
GROUP GROSS PROFIT

(SAR Millions)



GROUP Net Profit

(SAR Millions)

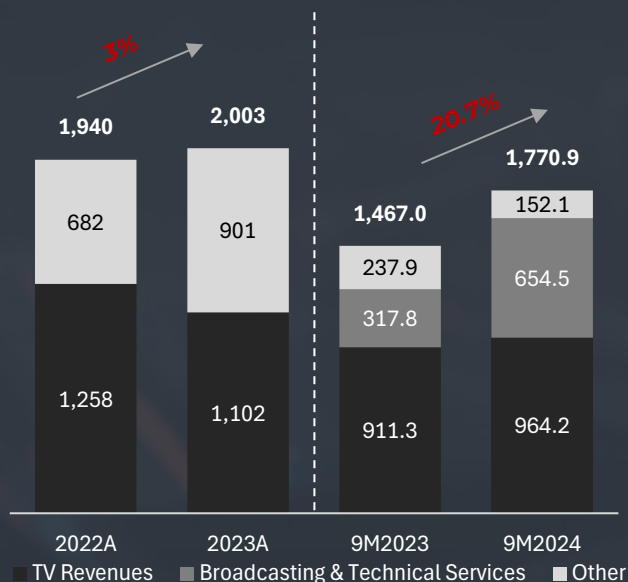


Broadcasting & Other Commercial Activities Performance

MBC's Broadcasting & Other Commercial Activities experienced consistent topline growth with a stable cost structure

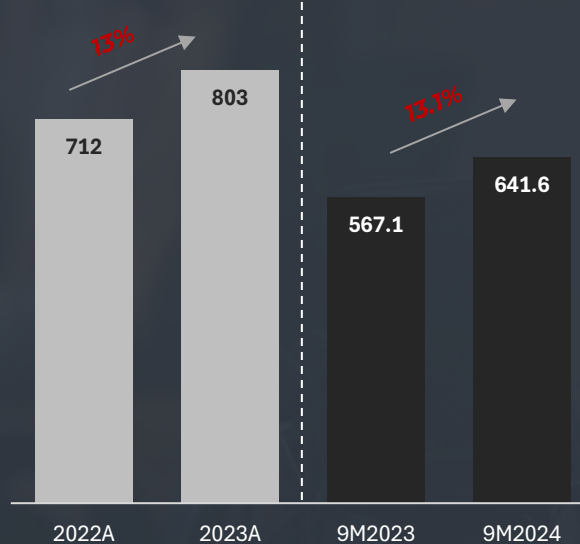
REVENUE BREAKDOWN

(SAR Millions)



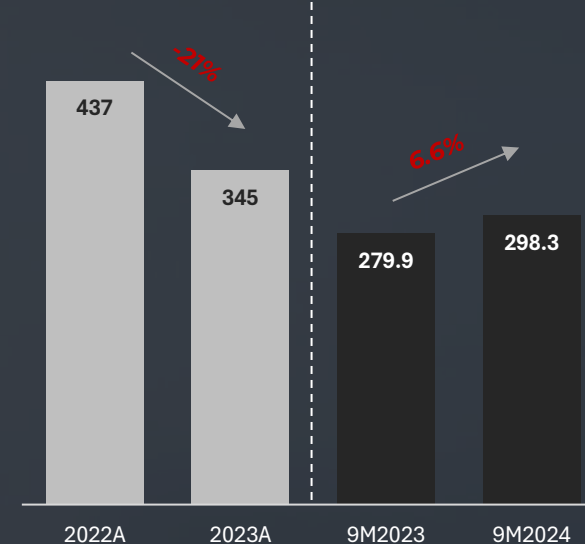
GROSS PROFIT

(SAR Millions)



Net Profit

(SAR Millions)

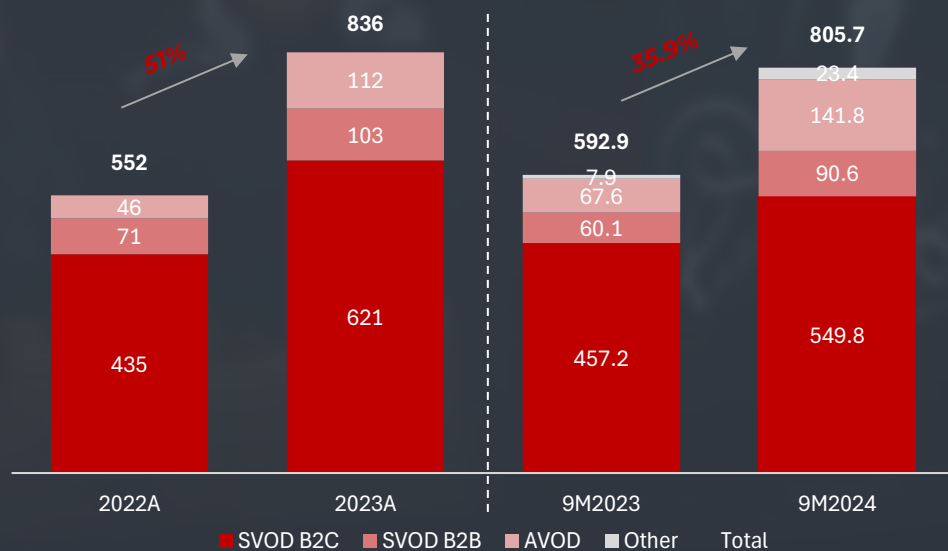


Shahid (OTT) Performance

Shahid has experienced exceptional revenue growth across all its operations with a stable cost structure

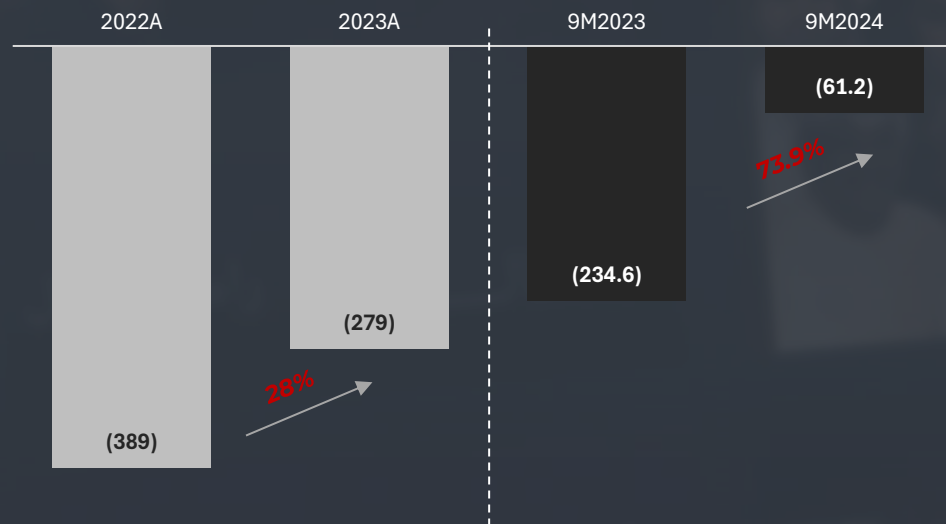
REVENUE BREAKDOWN

(SAR Millions)



Net Loss

(SAR Millions)



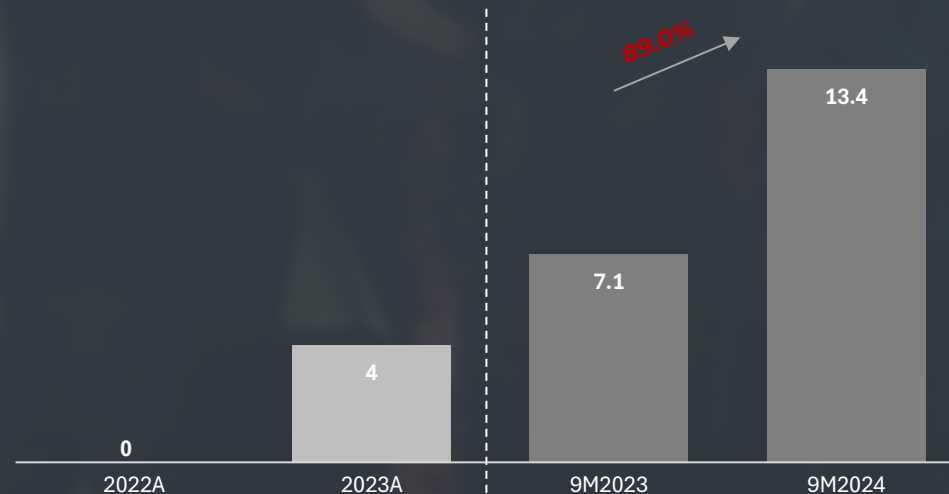
Media & Entertainment Initiatives Performance

Media & Entertainment Initiatives continue to be a strong value-add for MBC and the media ecosystem in KSA, with strong partnerships fostering growth and development

REVENUE
(SAR Millions)



Net Profit
(SAR Millions)



Thank You

