



SEERA Group

Quarterly Financial Results | September 2022



Overview



We are SEERA, the leading listed regional travel & tourism Saudi champion.

Our dedication to serve families, businesses, holiday-makers, pilgrims and government officials move around the region and the world, has created the largest travel and tourism company in the MENA region over four decades since the start of our journey as Al Tayyar Travel Group.

Seera accelerates its investments in people, digital & technology to enable its competitive edge and growth.



Suppliers

Data

Technology



سيرا
SEERA

**Unified scalable
sourcing, data, and
technology platform that
powers a portfolio of
businesses**

المسافر
Almosafer

Travel
(Consumer & Business)



Destination Management



Hajj & Umrah



Car Rental



Hospitality



Corporate Ventures

As released in Q3 2021, we are on the path to strong recovery post-COIVD, to achieve booking value of ~SAR16 to 18Bn at 4-5% EBITDA within the next 3-4 years

Unit	2019	2021	Mid-term Target		Our Strategy	Other Opportunities (not considered in mid-term target)
 Consumer	3.9Bn Booking Value (SAR)	1.8Bn Booking Value (SAR)	7.5-8.0Bn Booking Value (SAR)	1.5-2.5% EBITDA Margin	Realize omnichannel vision and become the full travel journey companion through personalized experiences, superior products and proactive service	Expand to GCC & middle east, and capture value along travel journey, e.g. financing solutions
	2.5Bn Booking Value (SAR)	1.6Bn Booking Value (SAR)	2.5-2.8Bn Booking Value (SAR)	2-3% EBITDA Margin	Optimize cost base & operations through digitalization and scale partners; and increase high-margin, tailored and value-add services	Expand to GCC through global partnerships or acquisitions
 Business	80Mn Booking Value (SAR)	71Mn Booking Value (SAR)	1.2-1.5Bn Booking Value (SAR)	4-5% EBITDA Margin	Promote KSA as a destination, enable digital connectivity to regional and global distributors, deliver large scale tourism events & promote tourism assets	Develop asset portfolio including, desert camps or light assets such as scuba diving equipment
 	170Mn Booking Value (SAR)	4Mn Booking Value (SAR)	0.3-0.6Bn Booking Value (SAR)	2-3% EBITDA Margin	Partner with distributors in source markets, commit to inventory for supply capture and deliver comprehensive offerings with on-ground support	Invest in on-ground assets including large scale inter-city transport (e.g. mega busses)
 	343Mn Booking Value (SAR)	507Mn Booking Value (SAR)	0.8-1.0Bn Booking Value (SAR)	18-20% EBIT Margin	Achieve scale, profitability and growth along traditional lease & rental business and leverage digital expertise to disrupt the market	Pursue new digital opportunities e.g. mobile workshop services or C2C used car sales platform
Hospitality	150Mn Booking Value (SAR)	41Mn Booking Value (SAR)	250-350Mn Booking Value (SAR)	30-32% EBIT Margin	Develop hospitality infrastructure in line with KSA's leisure & religious tourism agenda through franchise agreements with global hotel brands	Expansion of Hospitality offerings in the Middle East
 	2.4Bn Booking Value (SAR)	776Mn Booking Value (SAR)	3.0-3.5Bn Booking Value (SAR)	5-6% EBITDA Margin	Scale via acquisitive growth across three verticals: luxury leisure, sports and business travel; leverage inbound synergies & benefit of future profitable exit	Partner with or acquire travel technology players and specialists
 	10.8Bn Booking Value (SAR)	4.8Bn Booking Value (SAR)	16.0-18.0Bn Booking Value (SAR)	4-5% EBITDA Margin	Leverage shared data, technology & sourcing infrastructure to create economies of scale and value	-

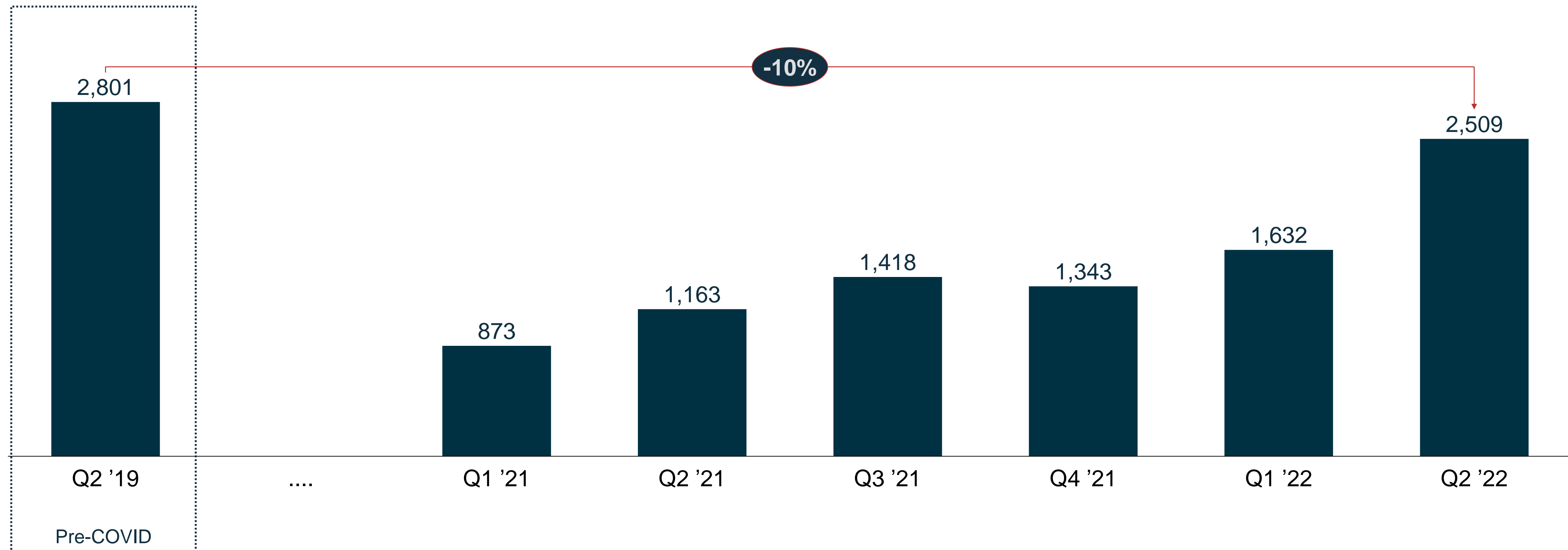


Financials



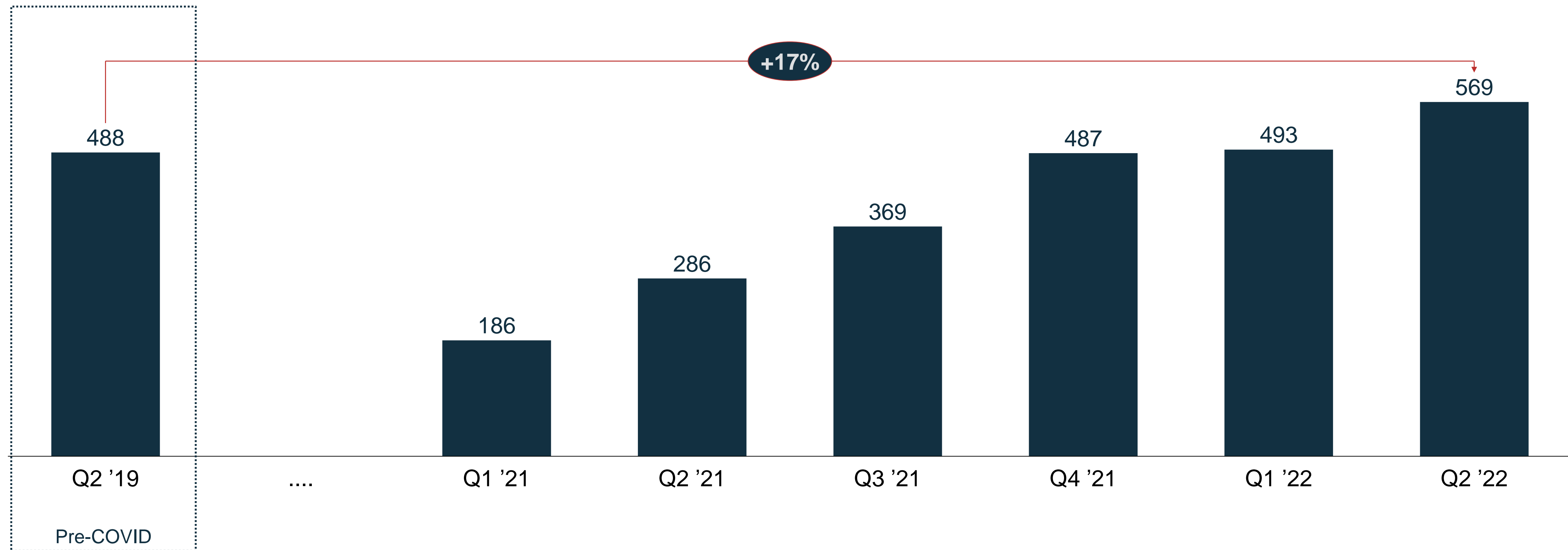
Strong Q2 2022 gross booking value, Seera's recovery almost at pre-COVID levels

Gross Booking Value – Group-wide (SAR Mn)



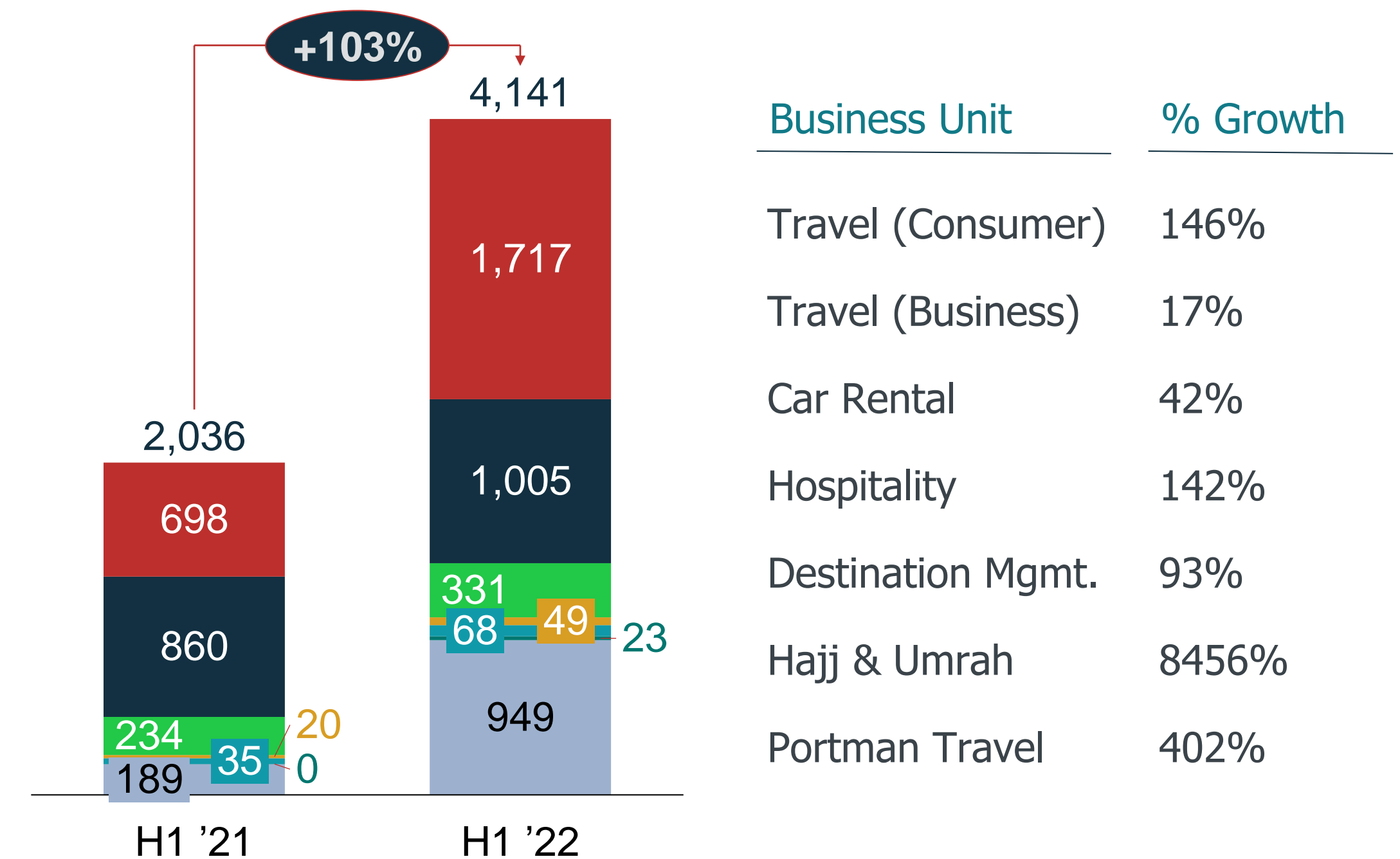
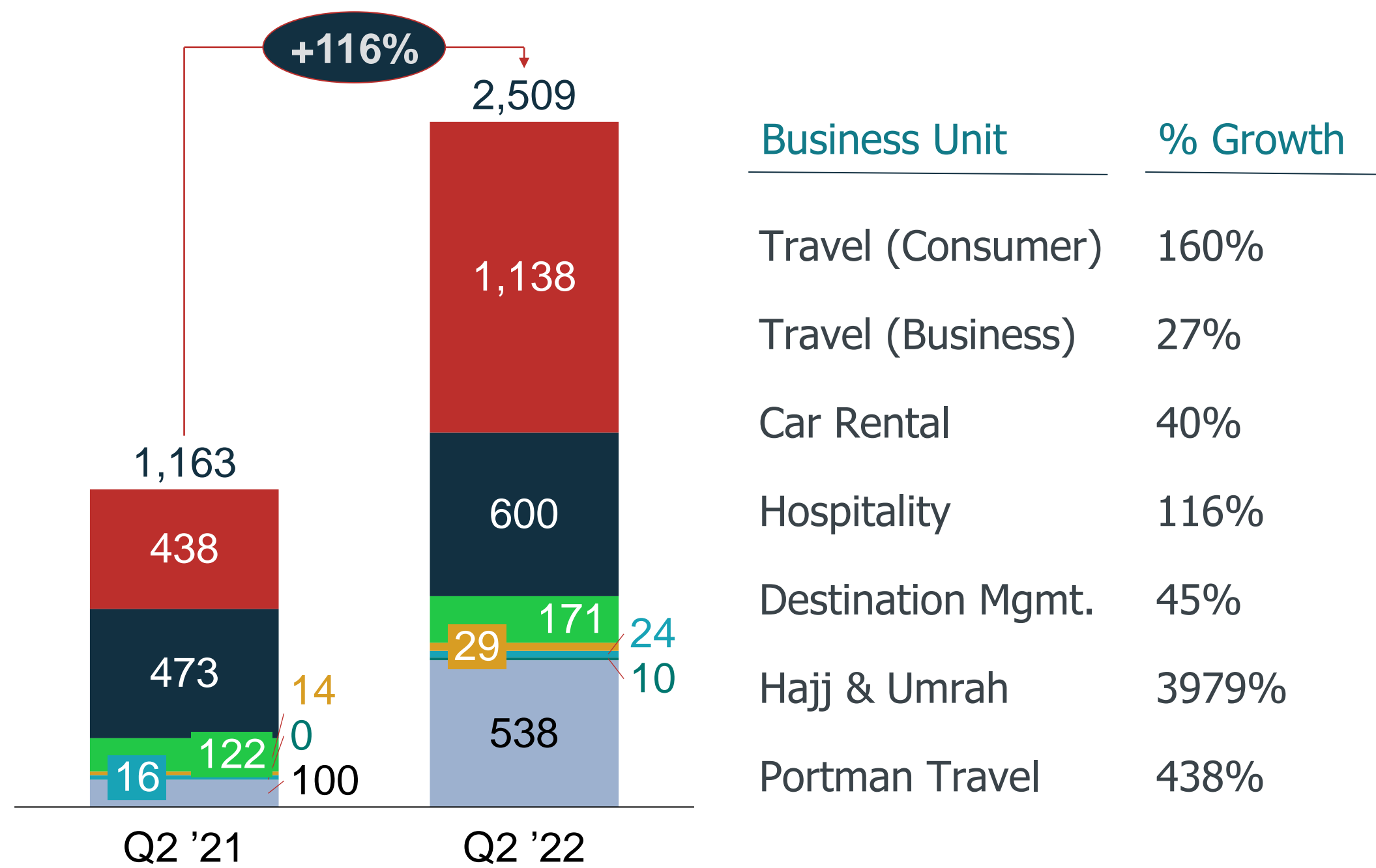
However, revenue level exceeded pre-COVID by 17%, reflecting continuous growth in Car Rental

Revenue – Group-wide (SAR Mn)



Travel units (Consumer and Portman) contributed most to overall growth in Seera's gross booking value

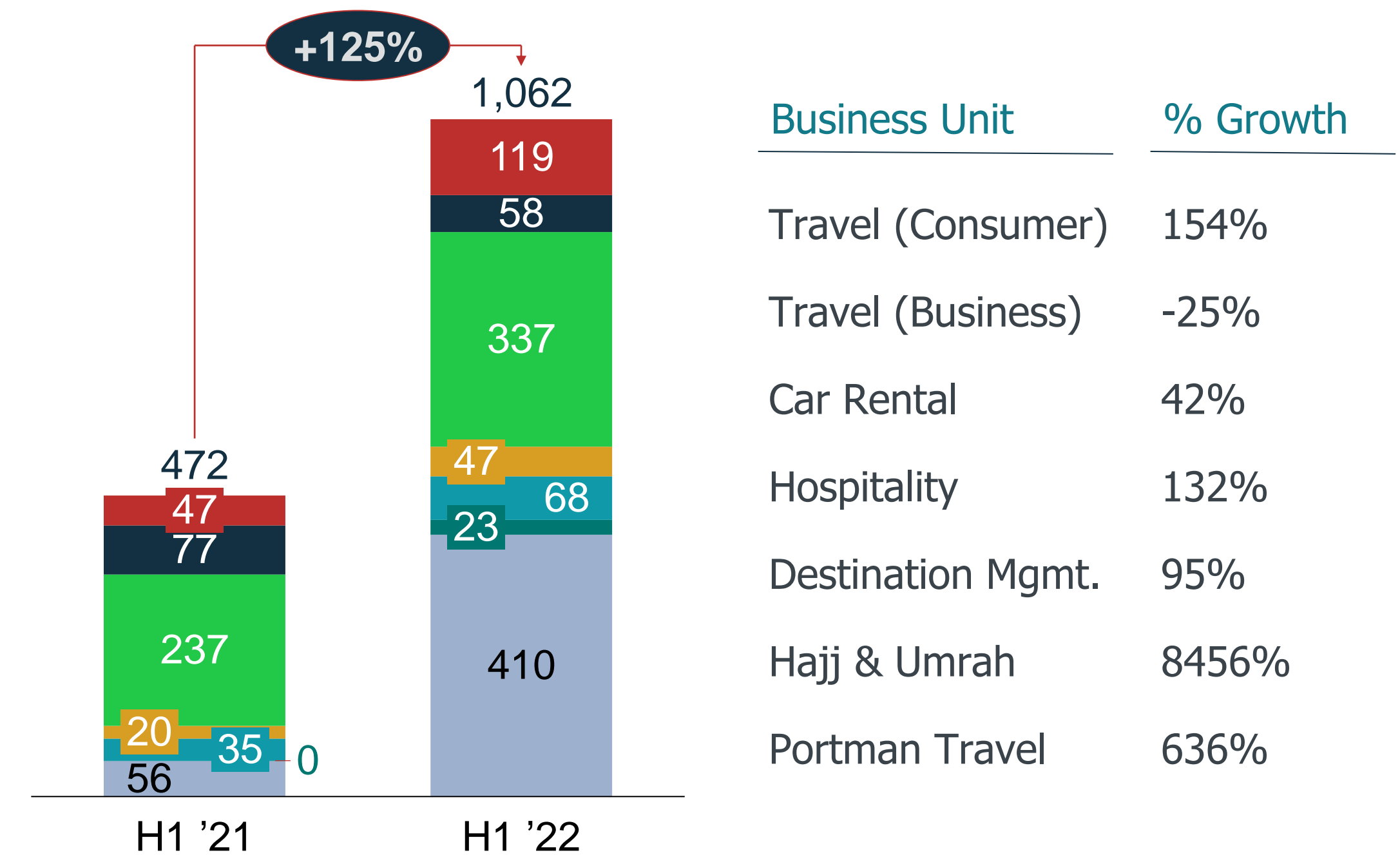
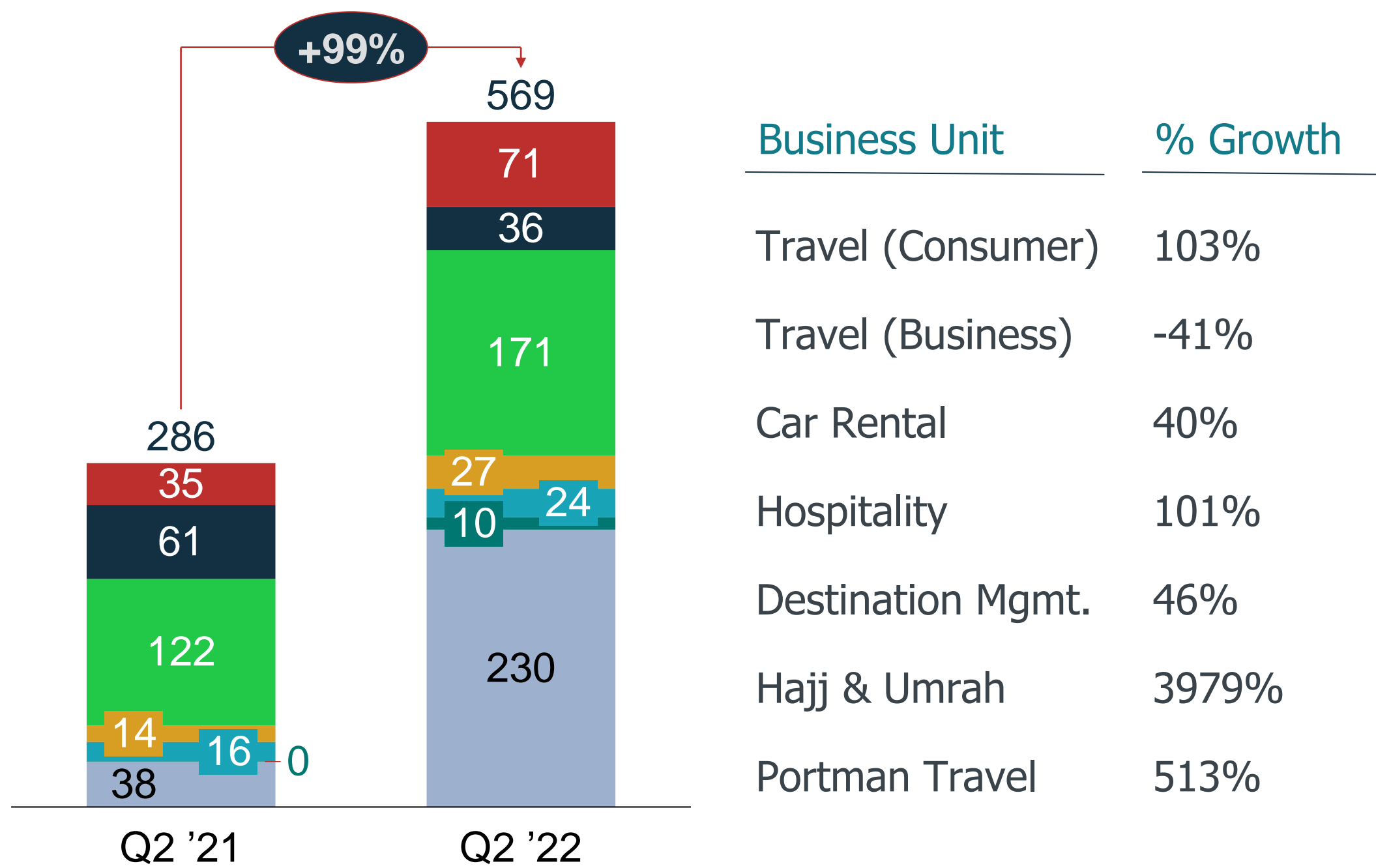
Gross Booking Value – Business Unit (SAR Mn)



■ Travel (Consumer)
 ■ Travel (Business)
 ■ Car Rental
 ■ Hospitality
 ■ Destination Management
 ■ Hajj & Umrah
 ■ Portman Travel Group

Revenue growth significantly driven by Portman Travel, followed by Car Rental and Consumer travel

Revenue – Business Unit (SAR Mn)

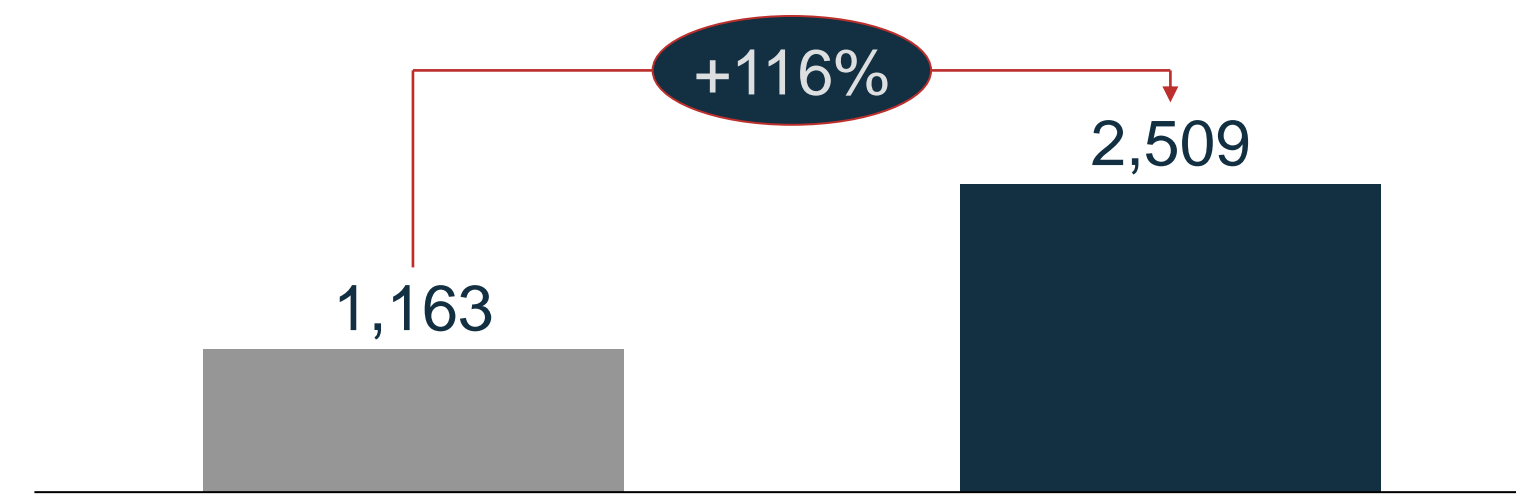


■ Travel (Consumer)
 ■ Travel (Business)
 ■ Car Rental
 ■ Hospitality
 ■ Destination Management
 ■ Hajj & Umrah
 ■ Portman Travel Group

Gross profit growth invariably impacted by large revenue contribution from units acting as principal, i.e. Portman Travel and Car Rental

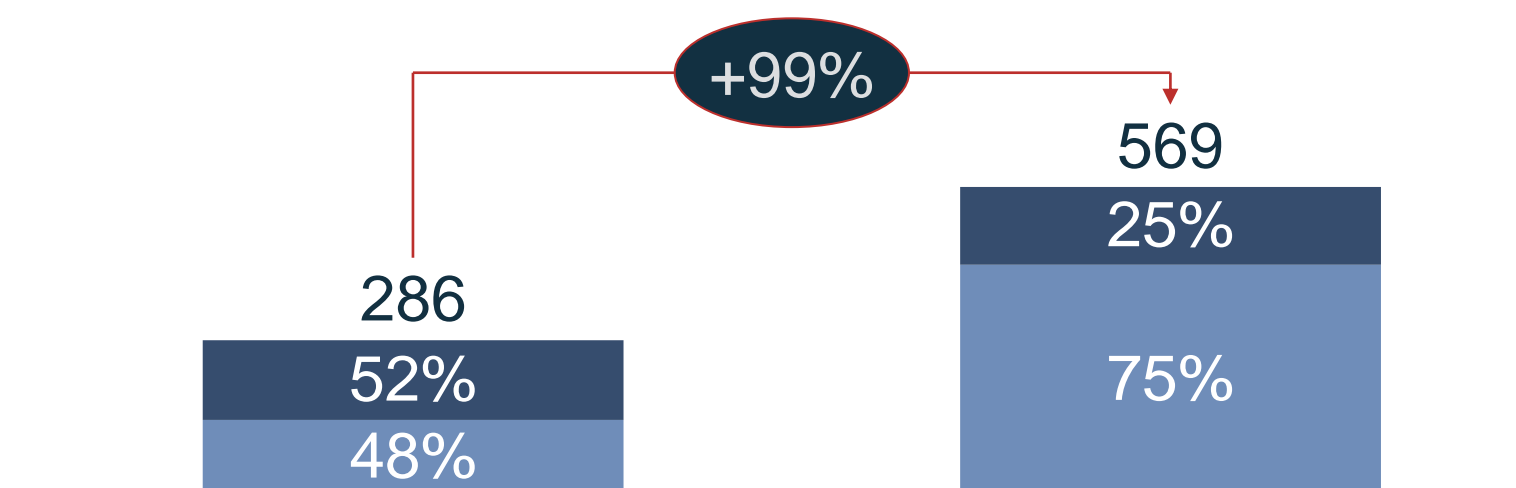
Gross Booking Value, Revenue and Gross Profit – Group-wide (SAR Mn)

GBV

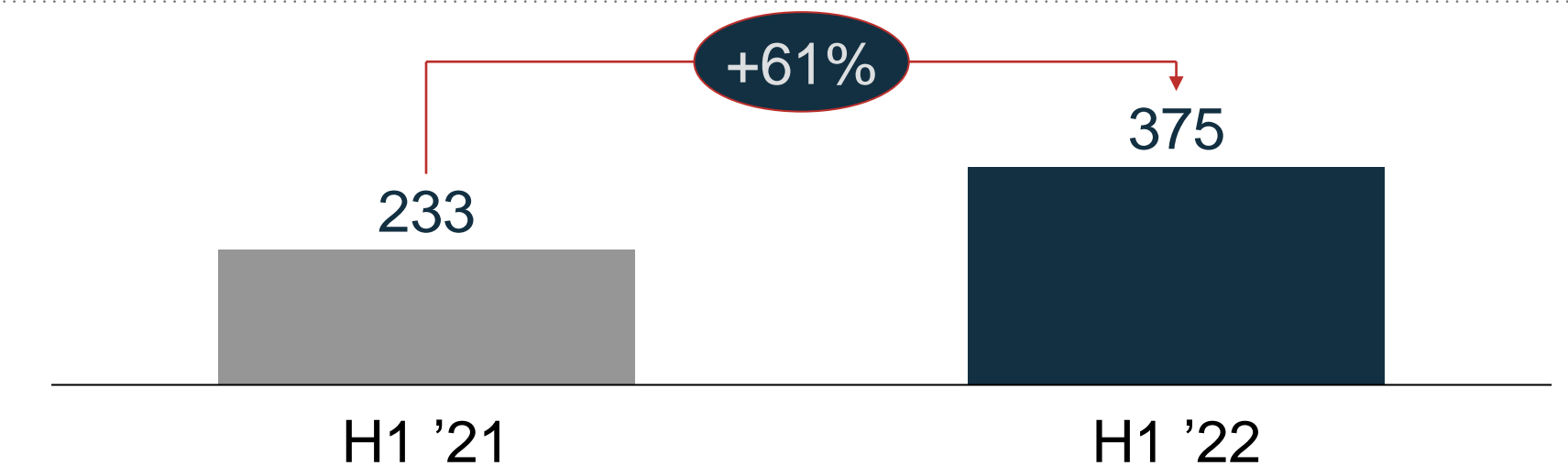
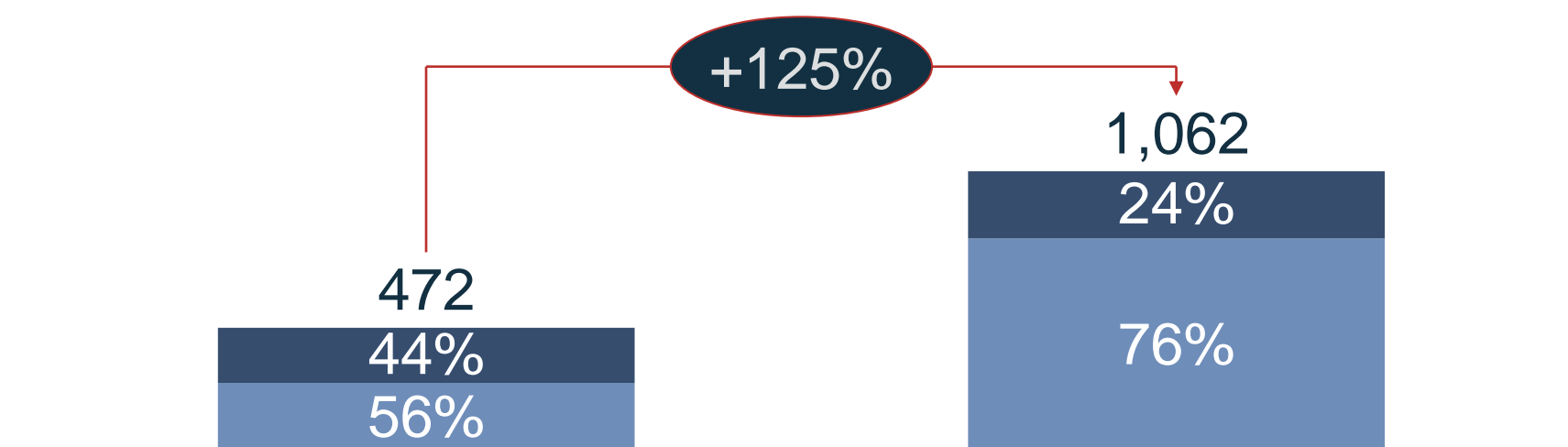
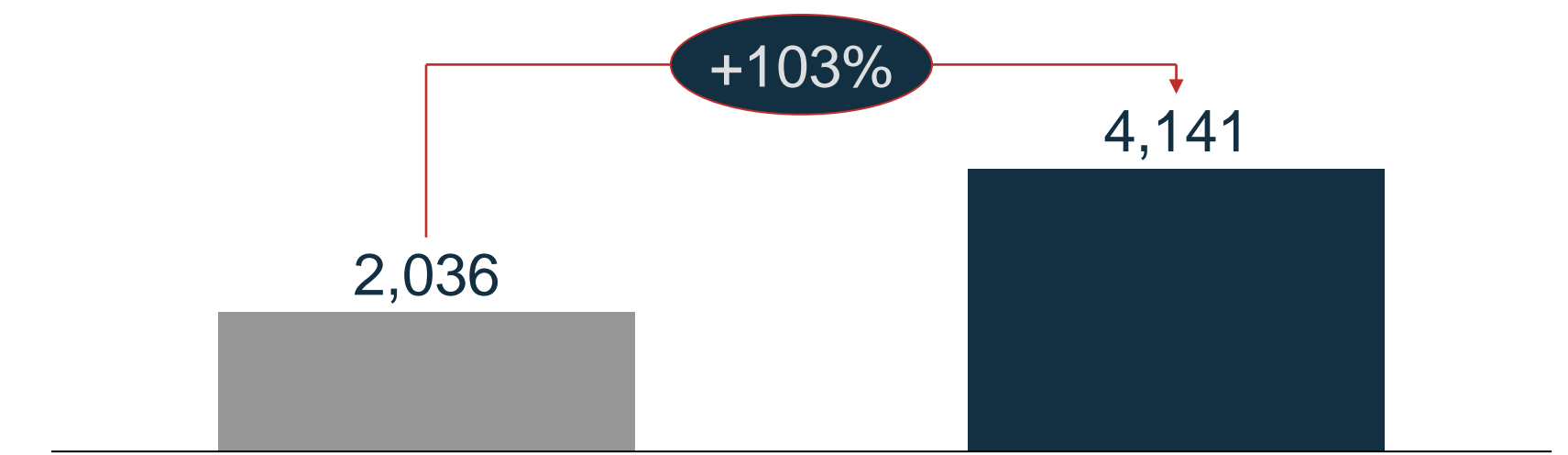
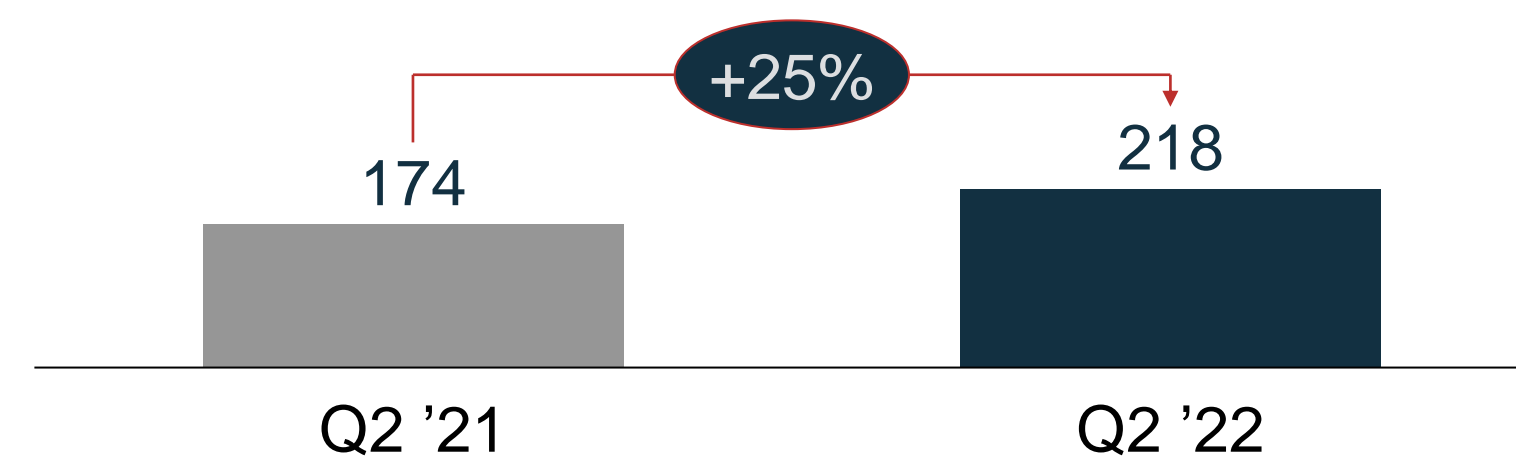


Revenue

■ Commission (Agent)
■ Other Revenue (Principal)

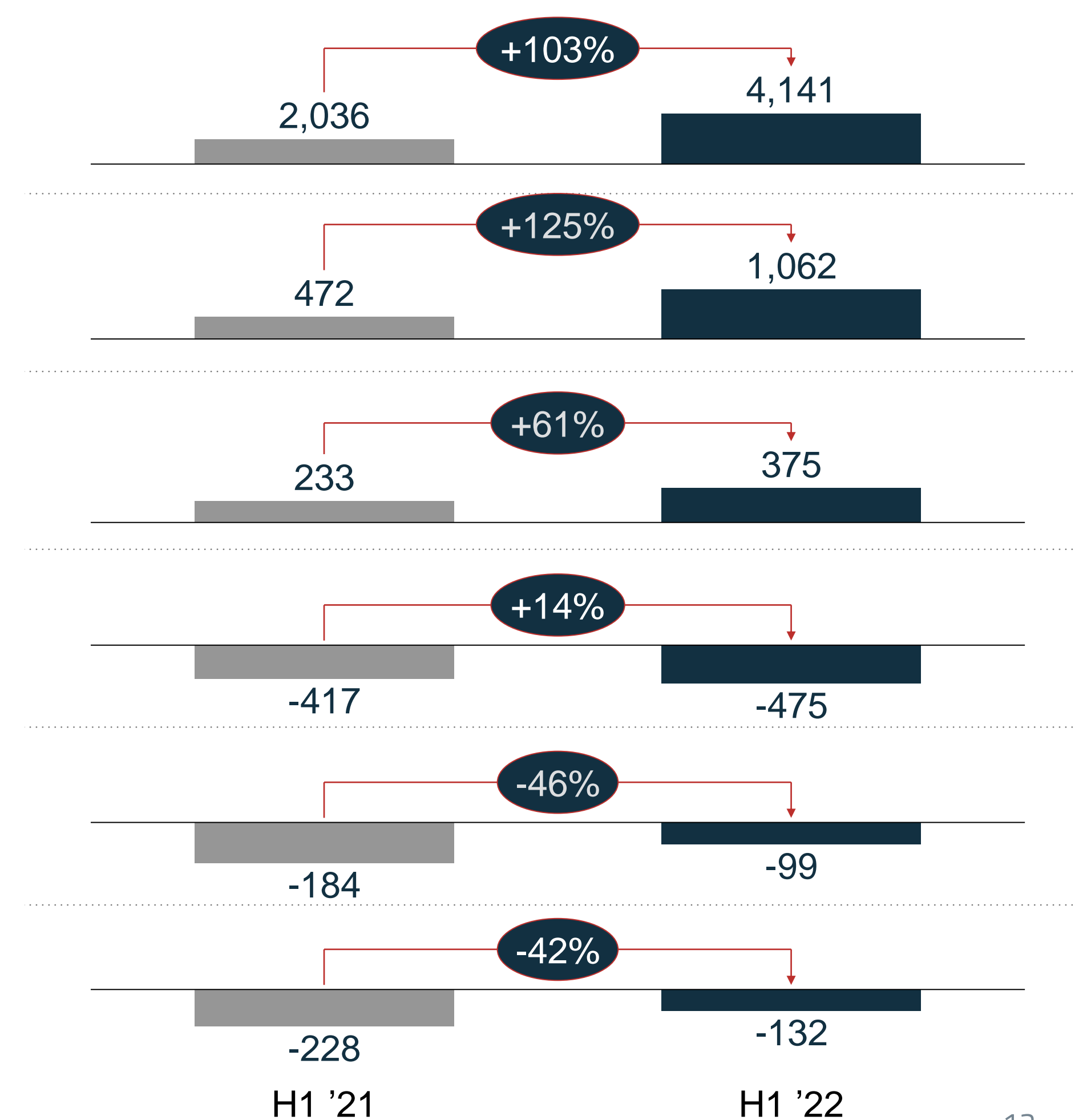
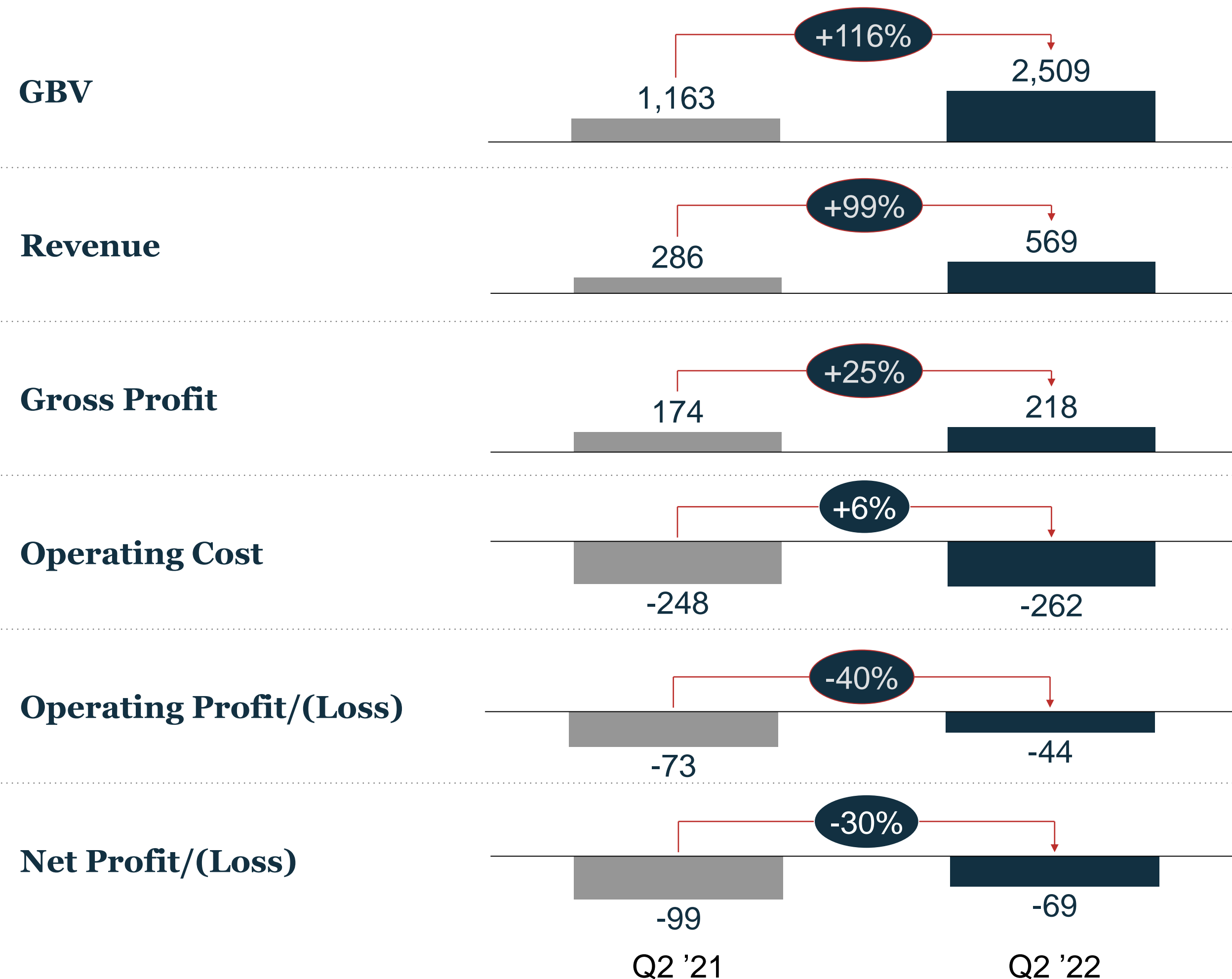


Gross Profit



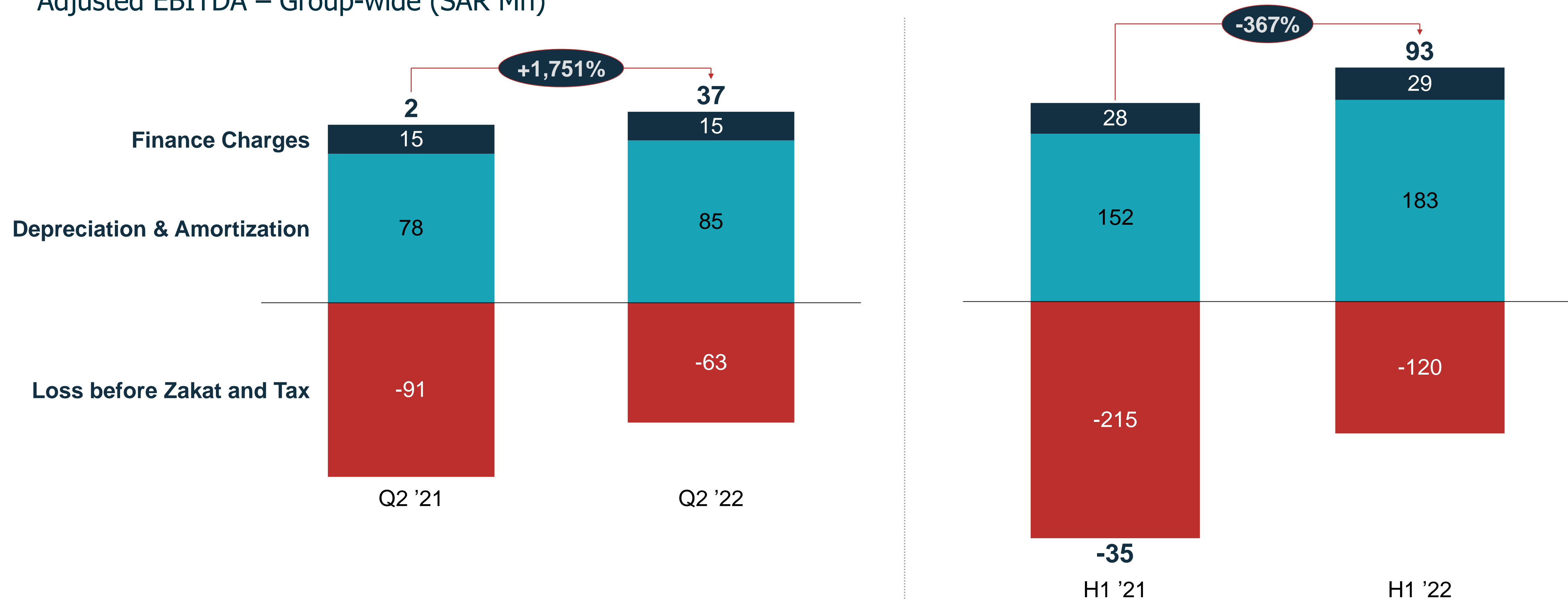
Operating costs increased minimally as sales scaled up resulting in substantial improvements on bottom line

Income Statement – Group-wide (SAR Mn)



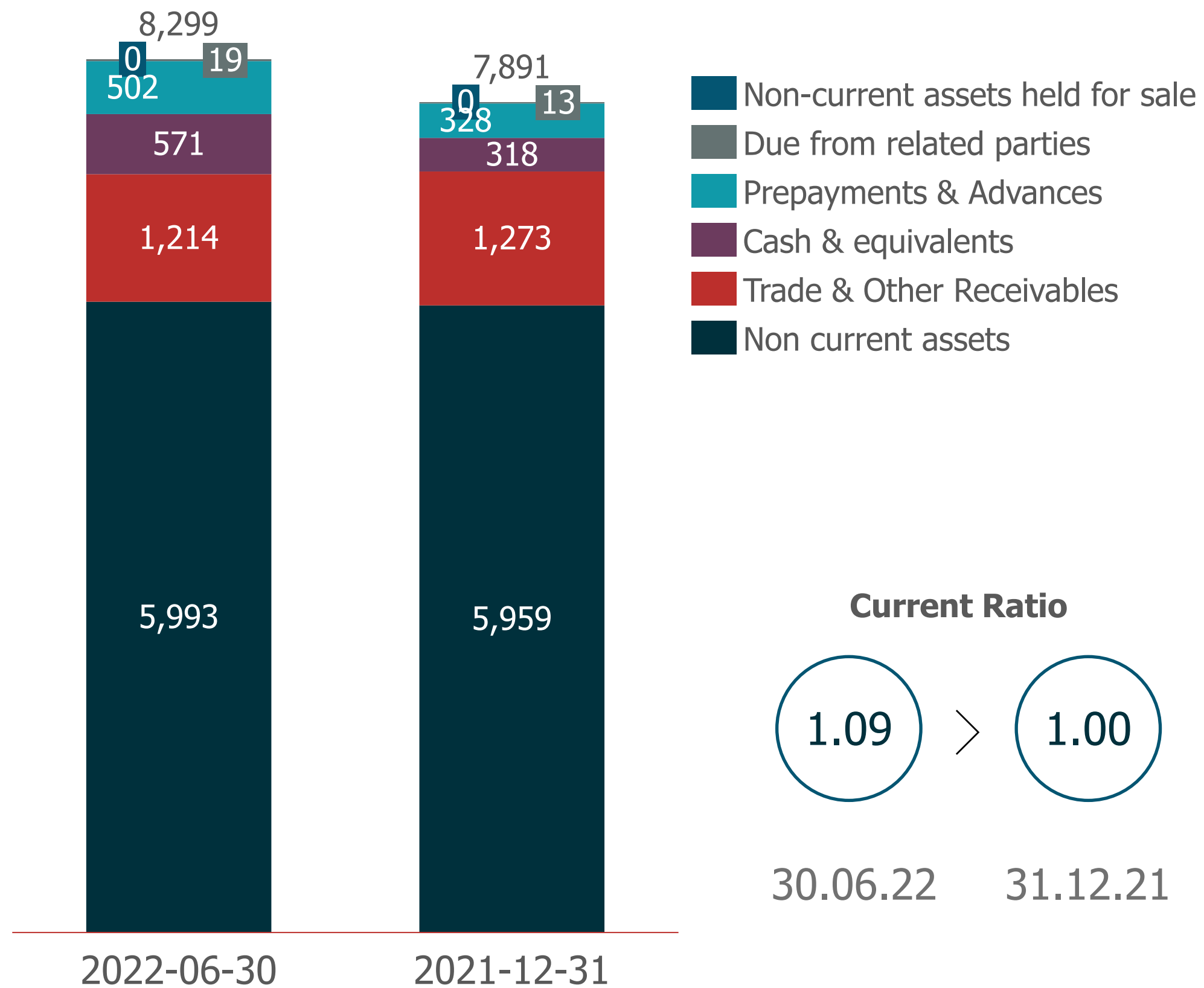
With the exclusion of non-cash and financing expenses, Seera has generated positive earnings

Adjusted EBITDA – Group-wide (SAR Mn)

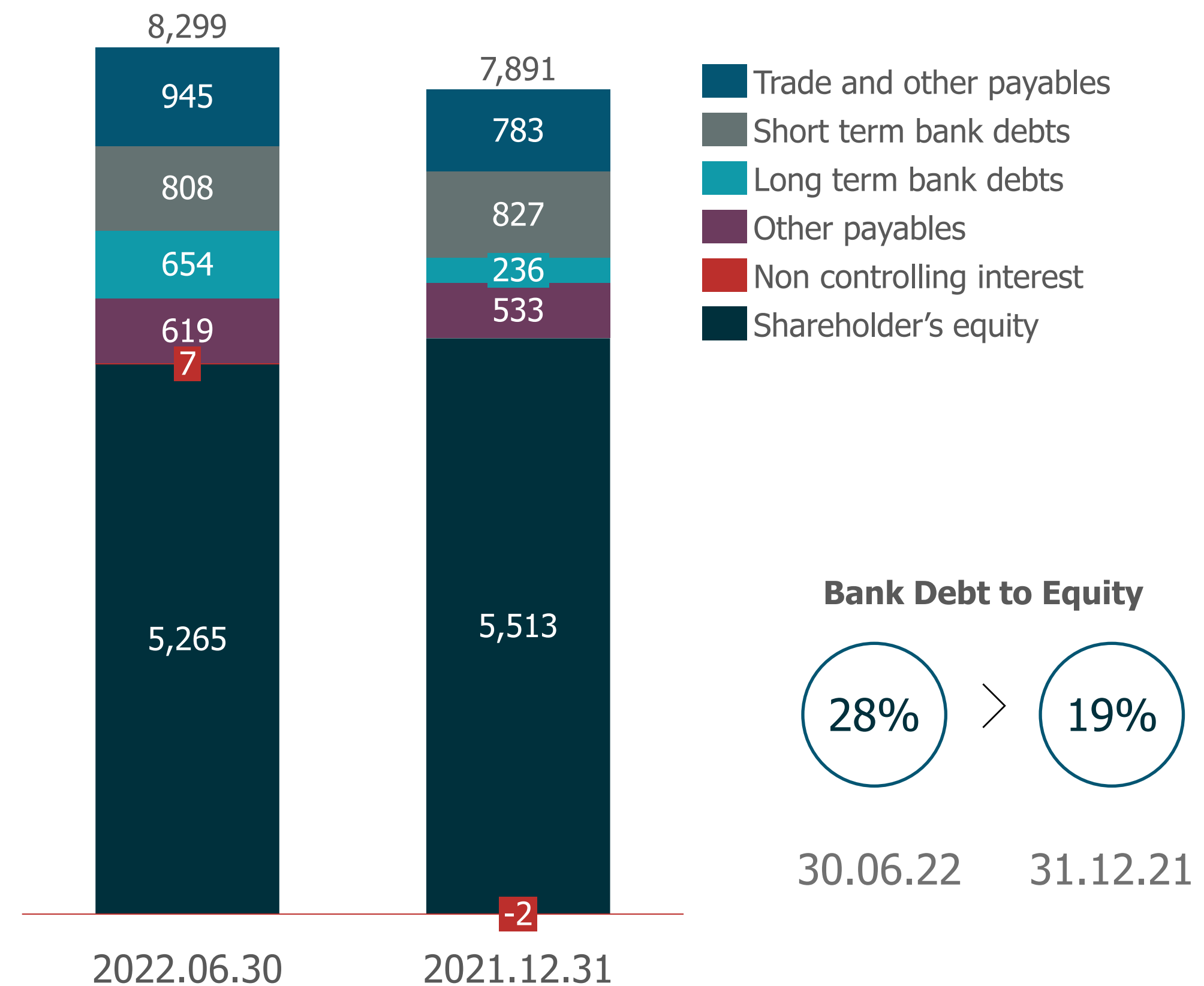


Maintaining a strong financial position through healthy liquidity and leverage levels

Total Assets (SAR Mn)



Total Equity and Liabilities (SAR Mn)



Appendix: Definitions

Item	Details
Gross Booking Value (GBV) <i>(non-IFRS measure)</i>	Represents the total value of transactions booked, recorded at the time of booking reflecting the total price due for travel by travelers, including taxes, fees and other charges, adjusted for amendments and refunds.
Revenue	<p>With respect to the recognition of revenue, IFRS requires an assessment of whether the business acts as an agent or principal for each good and service provided to a customer. The following factors indicate that a business acts as an agent rather than principal:</p> <ul style="list-style-type: none">• Another service supplier is primarily responsible for fulfilling the contract;• The business does not have inventory risk;• The business does not have discretion in establishing prices for the other supplier's services and, therefore, the benefit that the Group can receive from those services is limited; and• The business's consideration is in the form of commission.
Gross Profit	Represents the total revenue after direct cost of sales incl. sales agents, promotions, depreciation, etc.
Operating Profit/(Loss)	Represents the gross profit after operating costs i.e. overheads or other expenses and after other indirect revenue.
Net Profit/(Loss)	Represents the operating profit/(loss) after finance charges and tax, other income/ losses.

Illustrative Income Statement

Agent	Principal
Gross Booking Value (GBV) + Amendments – Refunds (cancellations)	Gross Booking Value (GBV) + Amendments – Refunds (cancellations)
 – Supplier Payments e.g. Hotels, Airlines, etc.	
= Commission Revenue <i>Revenue is a fixed service charge or percentage of GBV</i>	= Other Revenue <i>Revenue is directly equivalent to GBV</i>
 – Cost of Sales e.g. credit card purchase fees, commissions, etc.	– Cost of Sales e.g. depreciation, supplier payments, commissions, etc.
= Gross Profit	= Gross Profit
 – Operating Costs + Indirect Revenue – Indirect Costs	– Operating Costs + Indirect Revenue – Indirect Costs
= Operating Profit/(Loss)	= Operating Profit /(Loss)
 – Finance Costs – Zakat and Tax ± Other income/loss	– Finance Costs – Zakat and Tax ± Other income/loss
= Net Profit/(Loss)	= Net Profit /(Loss)



Thank you.

www.seera.sa

