



Earnings Presentation

Q1 2024

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Executive Summary

Led by its Core, Leejam continued to achieve record revenue, profit & membership numbers at double digits

SAR **344** M
Revenue

SAR **139** M
Gross profit

SAR **99** M
Operating Profit

SAR **168** M
EBITDA

SAR **94** M
Net Profit

3.6%
ROCE

SAR **400** M
Deferred Revenue

SAR **189** M
CapEx

During Q1 2024, Leejam grew its network, with a focus on members engagement

8

**Additional Centers &
Studios**

7

**Refurbished centers
During Q1 2024**

22%

**YOY Ave. Monthly
Member Growth**

26%

**YOY Increase on Total
Visits**

57%

**YOY Increase
in PT Session**

19%

**YOY Increase
in GX Classes**

30%

**YOY Increase
in GX Participations**

8%

**YOY Member Per Center
Growth**



Leejam operates in an underpenetrated market, with great growth potential

399 K
Members

296 K
Male

103 K
Female

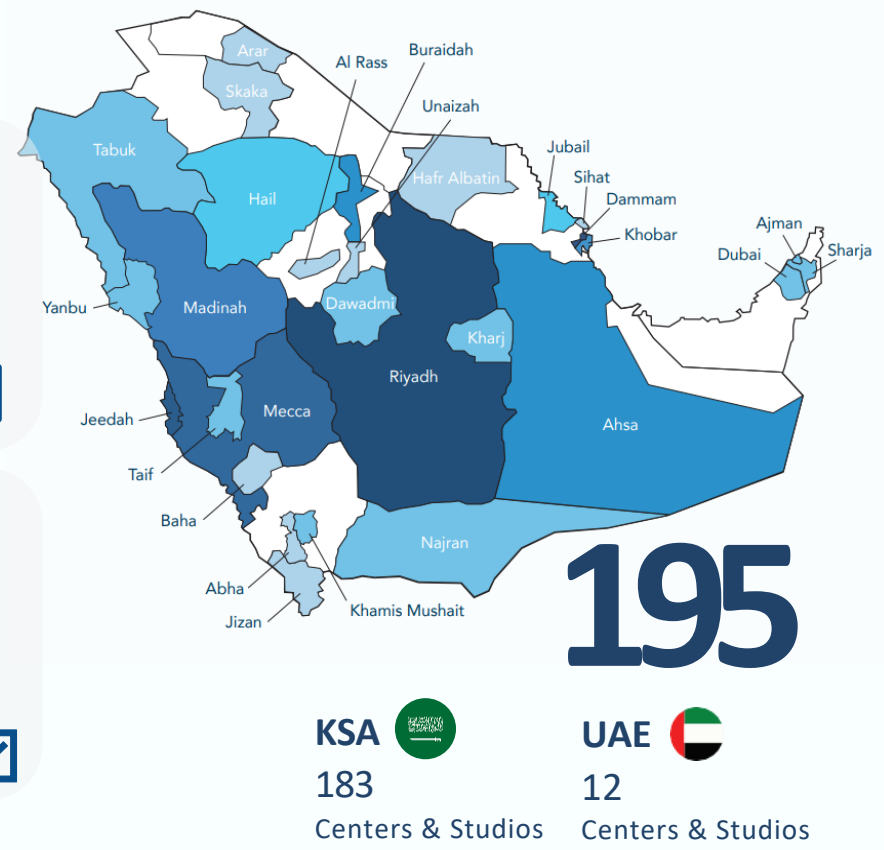
+ 81K
Scheduled Classes

+15K
PT sessions

+617K
GX Attendance

56
Total Refurbished Center

8.6M
Total Visits



Leejam currently operates the following fitness brands:

Fitness Time	Males 25+	Males 16+	Males 16+	Males 16+	Females 16+	Females 16+	Females 16+	Total
No. of Centers As of Mar 2024	4	56	36	32	41	3	6	178

New Segments	3days	Kids	BOX12	PHYSIOTHERABIA	Padelx	CHAMPS SPORTS CLUB	BLU	
Facility Type	Concept Studio	Academy	Concept Studio	Clinic	Court	Concept Studio	Academy	
No. of Facility As of Mar 2024	8	2	2	11	16	4	1	

Network Expansion & Members Trend

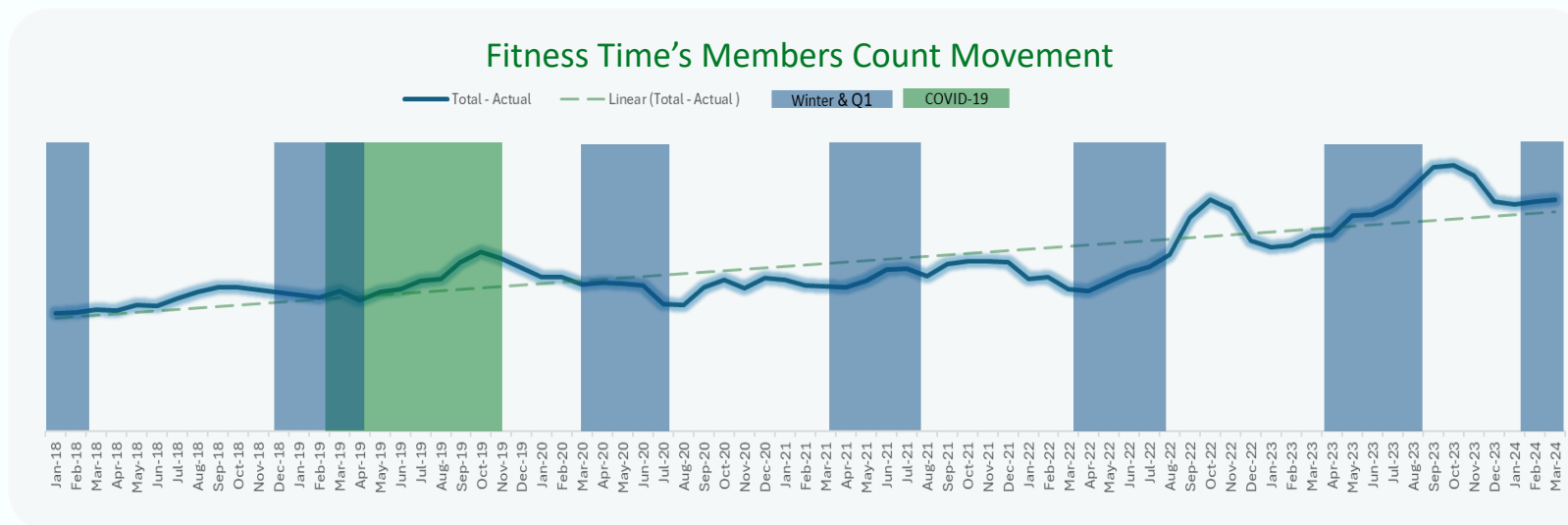
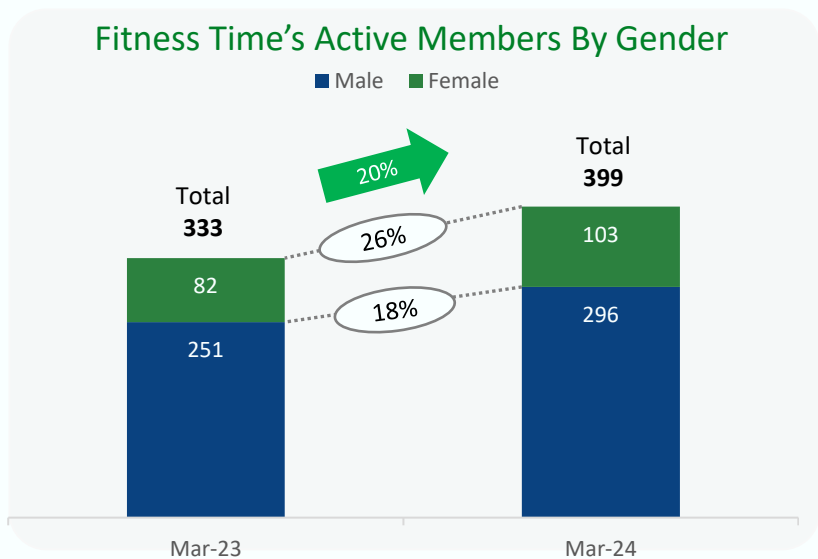
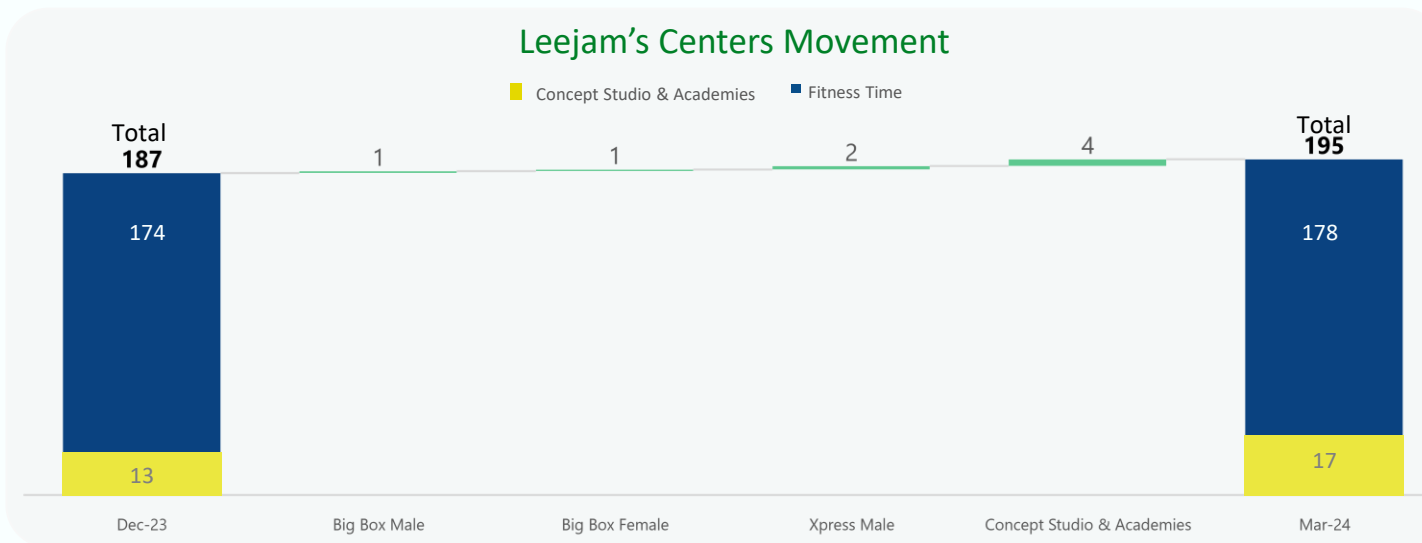
Memberships continue its growth with record Q1 numbers ... QoQ seasonality successfully narrowed.

Member Count

- Membership numbers grew significantly in Q1 2024 driven by record sales and higher retention rate.
- Monthly average number of members grew 22% in Q1 2024 vs Q1 2023.
- Membership seasonality successfully narrowed as shown in Q1 2024 vs Q1 2023.

Additional Centers

8 total additional centers overall, with counting of our new owned company "Champs" that acquired during Q1 2024 .





Q1 2024 Financial results

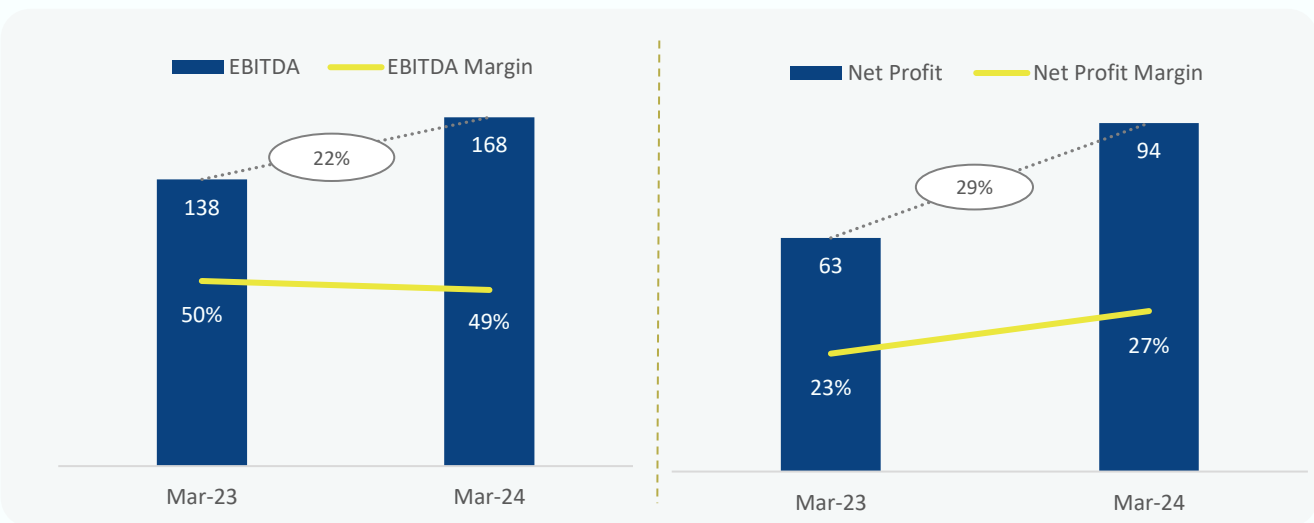
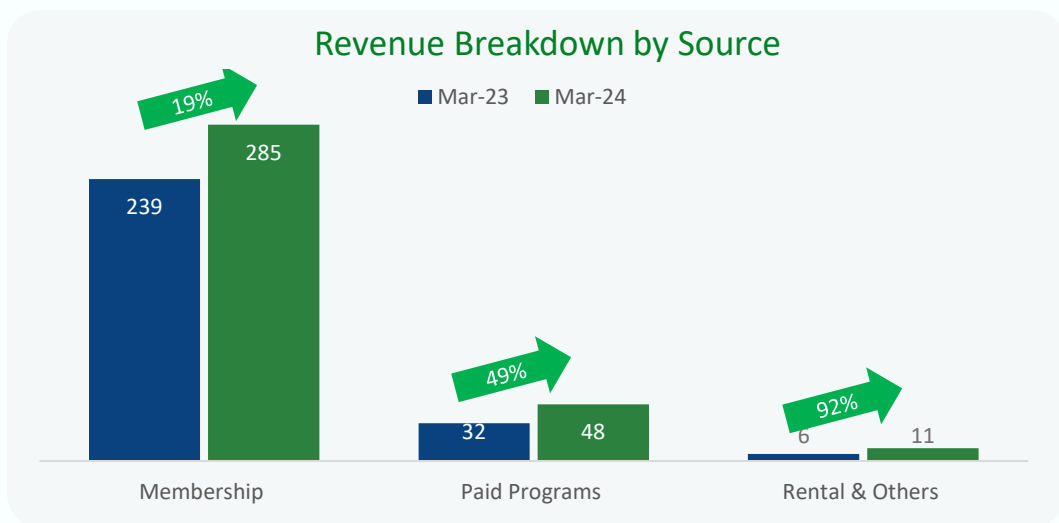
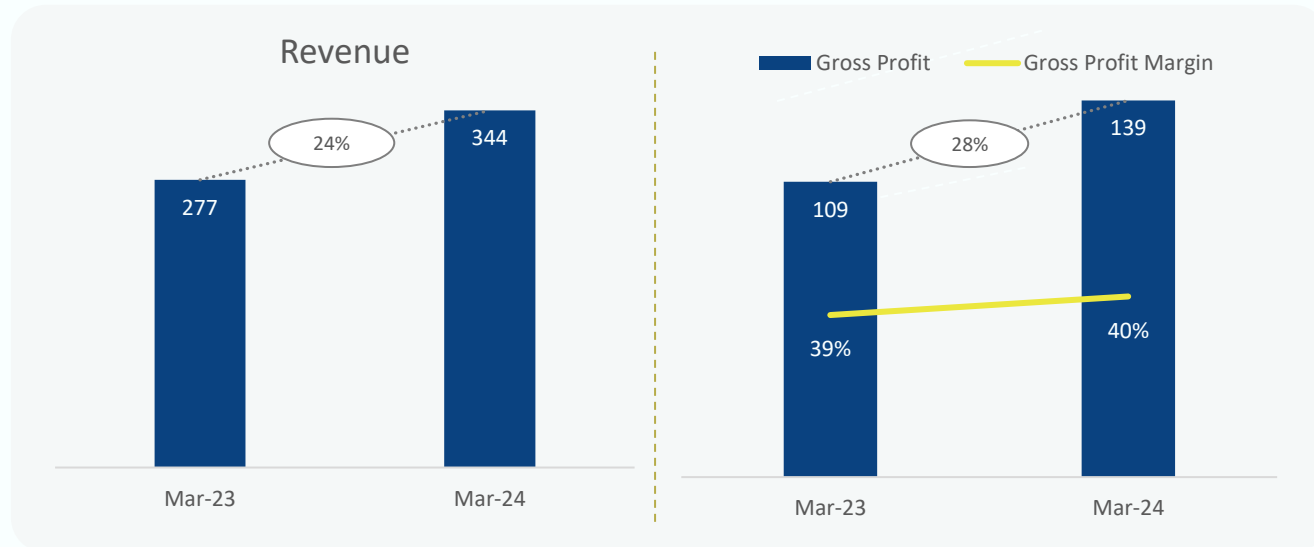
With record revenue in Q1, Leejam continued to sustain its lucrative margins, and 5 consecutive quarters of growth

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

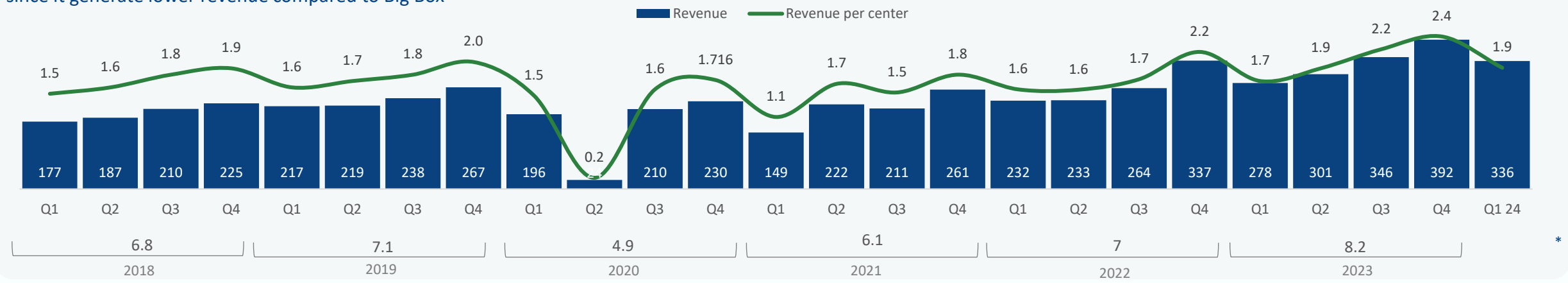
- Gross profit increase by 28% driven by the increase in revenue. This growth in margins was made possible – despite the increase in cost of revenue which was caused by the additional number of centers, increase in number of members.
- EBITDA grew by 22% despite the increase in operating expenses.
- EBITDA margin decreased by 98 bps.
- Net profit increased by 29% despite the increase in finance cost and zakat expenses and one.
- Net profit margin grow by 458 bps despite the increase in finance cost and zakat expenses.



Expanding growth of members significantly boosting Fitness Time revenue & net income per center

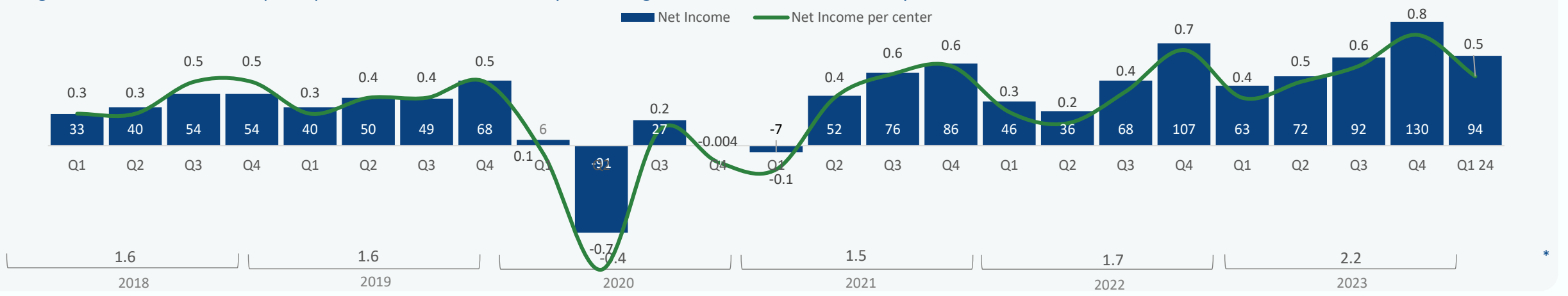
Revenue per center

12% growth in Fitness Time Revenue per center vs. Q1 2023 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

25% growth in Fitness Time net profit per center vs. Q1 2023 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.

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

COR & COR/Center

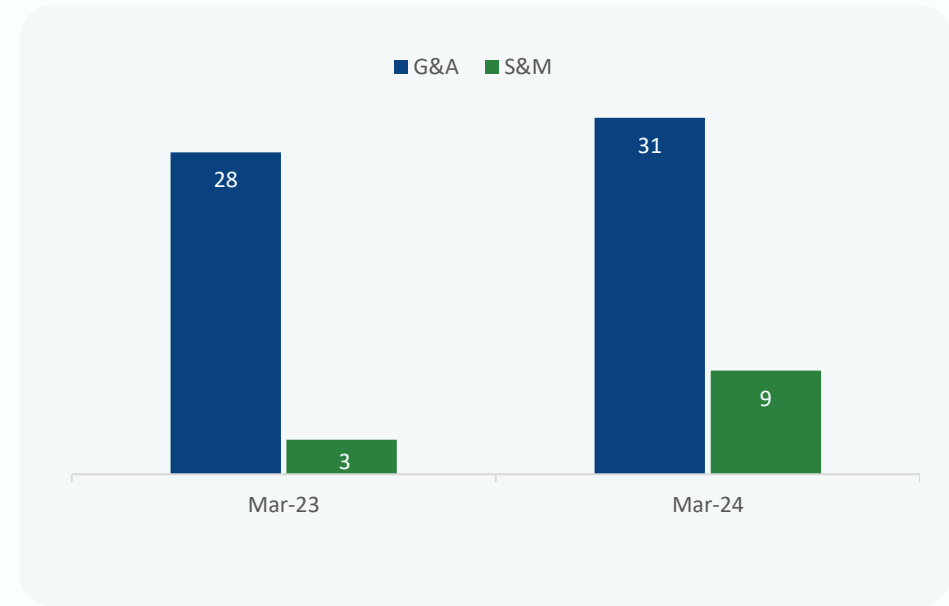
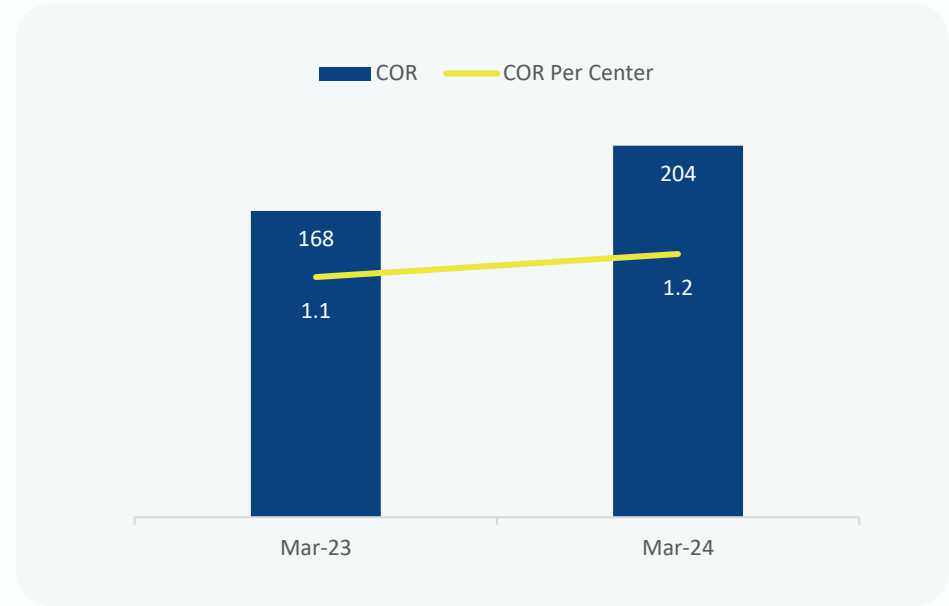
- An increase of 21% in overall cost of revenue compared to Q1 2023 due to an additional centers.
- An increase of 10% in CoR/Center is due to an increase in maintenance, repair, and cleaning costs as a result of a growing membership and a focus on maintaining high quality of services, facilities, and technologies that we provide for our members.

G&A

G&A increased by 11% mainly driven by the investment in digitalization initiatives and personnel, as well as increase in professional fees.

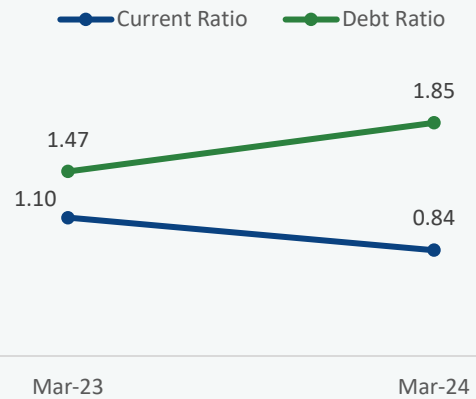
S&M

S&M increased as budgeted to improve online sales, pre-opening activities ,and sports communities engagements event

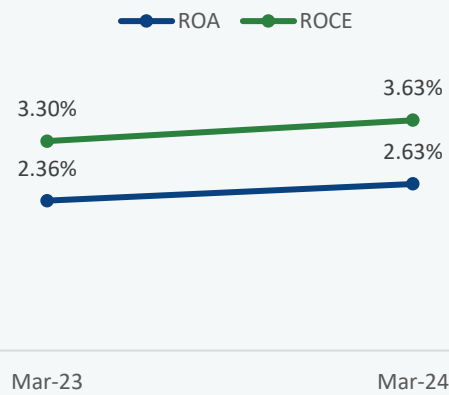


Strong financial position, solid returns, and acceptable leverage level

- The increase in deferred revenue of 4% came as result of the company focus efforts and the consistent growth in membership numbers observed across all segments.
- The increase in loans was a result fund capex of higher number of under constructions centers and planned expansion.
- With a healthy 1.85 total debt to equity ratio, the company enjoying a strong balance sheet.

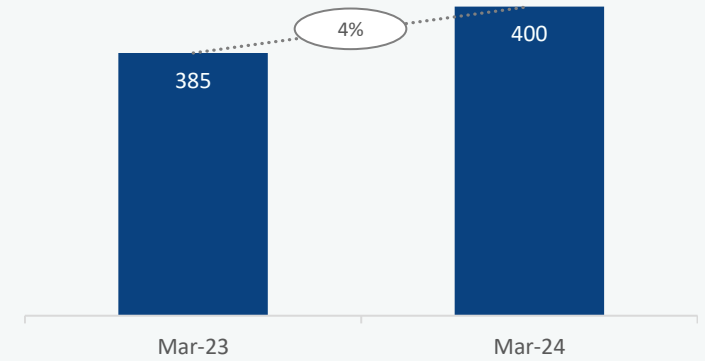


- $\text{Current Ratio} = \frac{\text{Total CA}}{\text{TCL} - \text{Deferred Revenue}}$
- $\text{Debt Ratio} = \frac{\text{Total Liability} - \text{Deferred Revenue}}{\text{Total Equity}}$

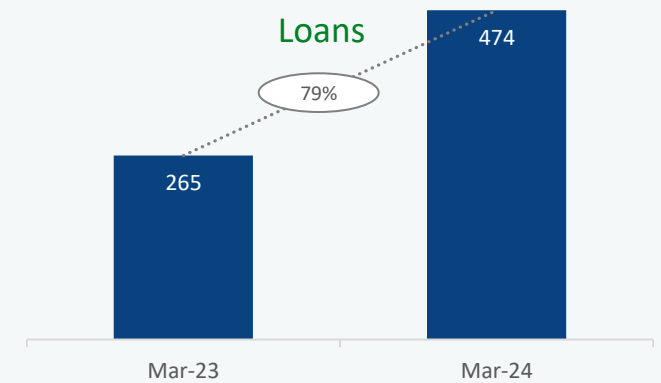


- $\text{ROA} = \frac{\text{Net Income}}{\text{Total Asset}}$
- $\text{ROCE} = \frac{\text{EBIT}}{\text{Total Asset} - \text{Current Liability}}$

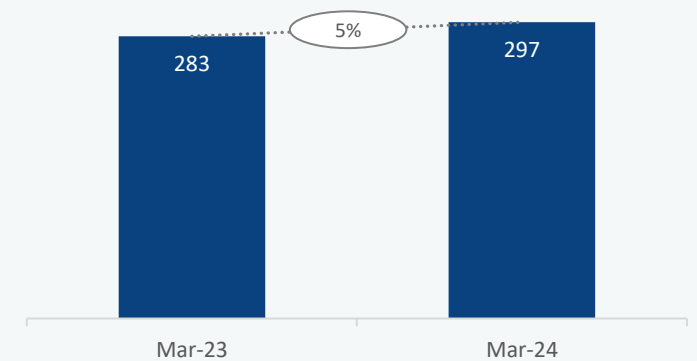
Deferred revenue



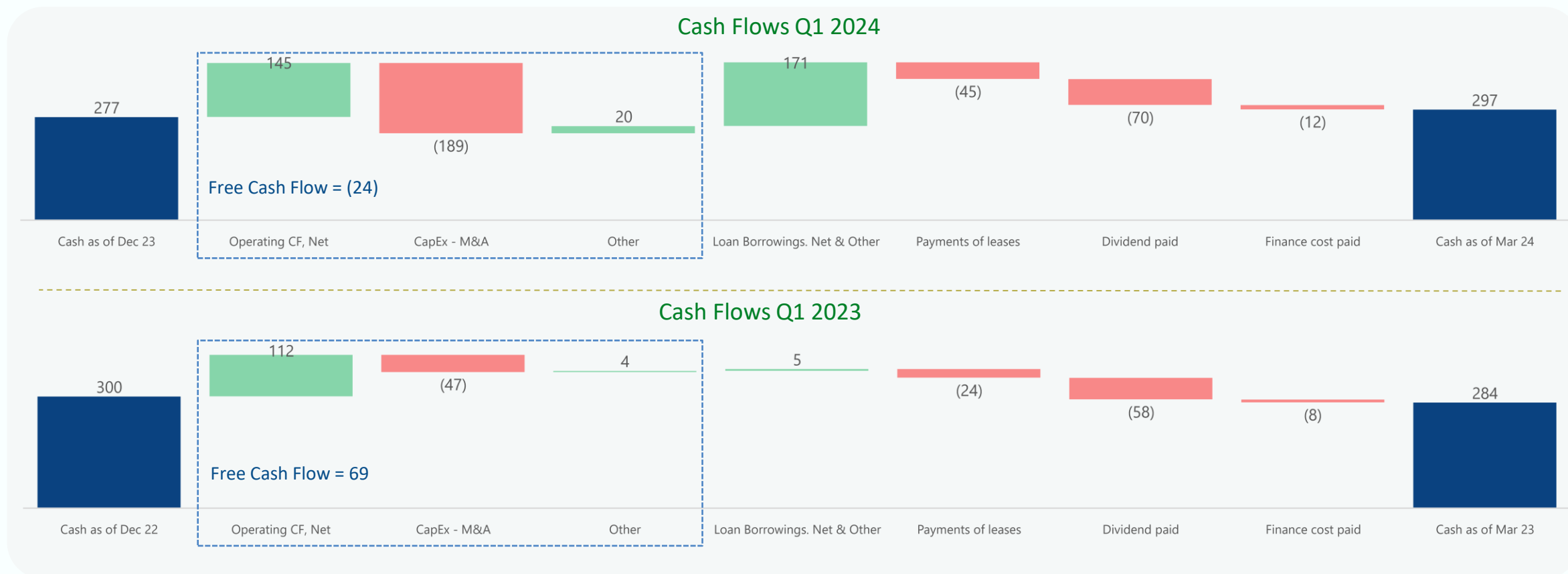
Loans



Cash and Cash Equivalents



Strong cash generation with accelerated investment on expansion



Solid Operating Cash Flows:

Demonstrating a strong operational performance with a cash inflow of 145 million, generated by core business.

Increasing Investments:

CapEx increase mainly due to the growth in number of clubs under construction in Q1 2024 compared to Q1 2023.

Free Cash Flows:

Despite the operating cash flows growing by 29% during the quarter, the company has a negative FCF which was a result of the planned increased CapEx to achieve our expansion plan.

Shareholder Returns:

Continuing to pay 60% of its distributable income (after statutory reserve) to shareholders with dividends payments totaling 70 million.

Segment performance

For Fitness Time, Female segment showed strong growth both in revenue and member/center while male segment still the dominate segment

Male Segment

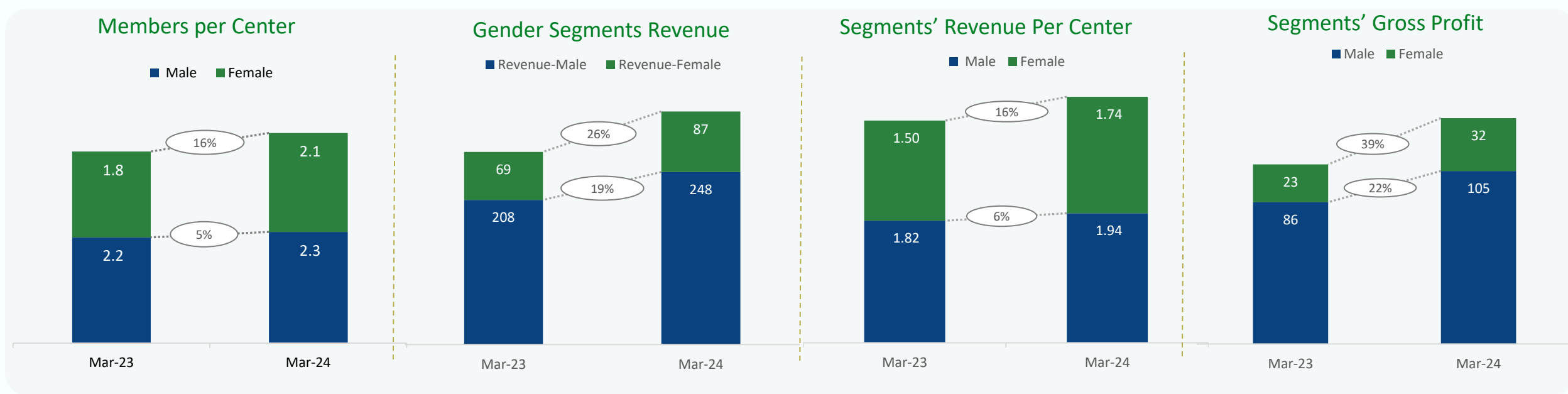
- Male segments continue to be the dominant segment and ending of Q1 2024 with 19% revenue growth and 6% growth of Revenue per Center.
- The segment GP increased by 22% to SR 105 million in Q1 2024.
- Member/center continue to grow driven by expansion.

Female Segment

- Female segments continue its rebound ending of Q1 2024 with 26% revenue growth and 16% growth of Revenue per Center.
- The segment GP increased by 39% to SR 32 million in Q1 2024.
- Member/center continue to grow driven by expansion.

Other Business Segments

- During Q1 2024, other business segments delivered double digits growth.



Outlook

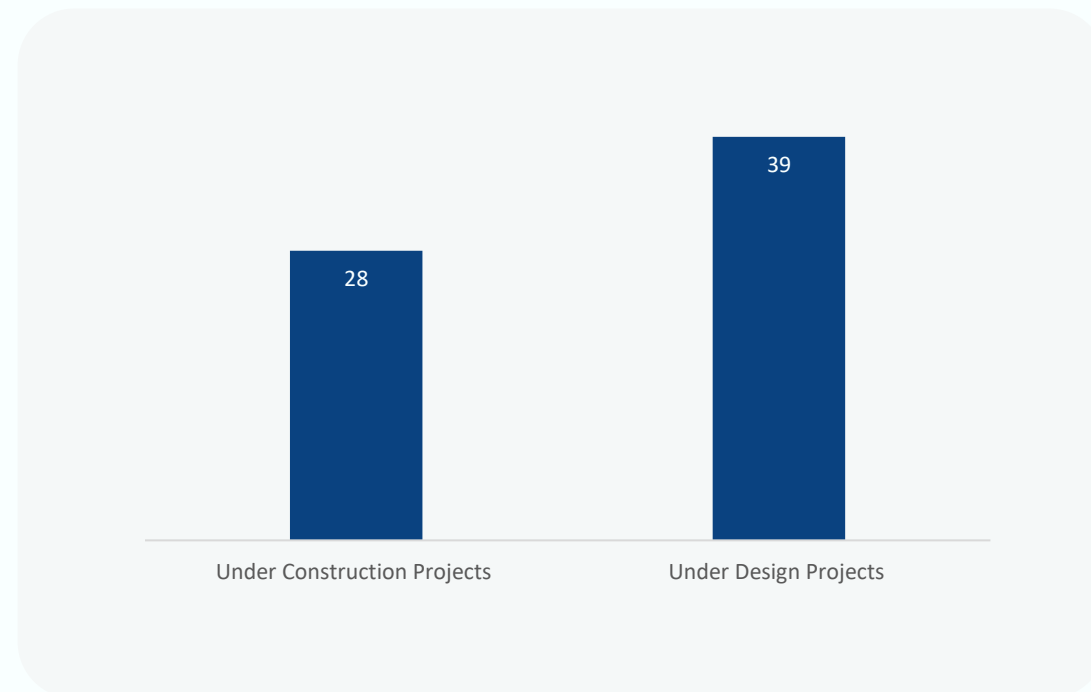
Tentative Guidance

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 by	Expected CAPEX (Range)
		31-Mar-24	31-Dec-24	SAR M / Center
Xpress	Female	6	0	4 to 7.5
	Male	32	3 - 5	
Big Box	Female	44	14 - 19	15 to 20
	Male	96	14 - 19	
Concept Studios		14	TBD	1 to 2.5
Academies		3	TBD	TBD
Total		195	31 - 43	-

Projects Pipeline as of Q1 2024





Q&A

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

Appendix

Q1 2024 P&L

SAR M	Q1 2023	Q1 2024	Change	Change %
Revenue	277	344	67	24%
Cost of revenue	(168)	(204)	(36)	21%
GROSS PROFIT	109	139	31	28%
General and administrative expenses	(28)	(31)	(4)	13%
Advertising and marketing expenses	(3)	(9)	(6)	180%
(Allowance for)/ reversal of expected credit losses	-	(1)	(1)	-
OPERATING PROFIT	78	99	21	26%
Other income	-	5	5	-
Finance costs	(17)	(22)	(5)	27%
Gain on lease modification	-	9	9	-
Reversal of impairment of non-financial assets	-	5	5	-
Profit from short term Murabaha	3.7	3.5	(0.2)	-5%
Share in net results of investment in an associate	-	(2)	(2)	-
PROFIT BEFORE ZAKAT	64	97	33	51%
Zakat	(2)	(3)	(1)	71%
PROFIT FOR THE PERIOD	63	94	32	50%
EARNINGS PER SHARE				
Basic and diluted earnings per share	1.20	1.80	1	50%



Thank You