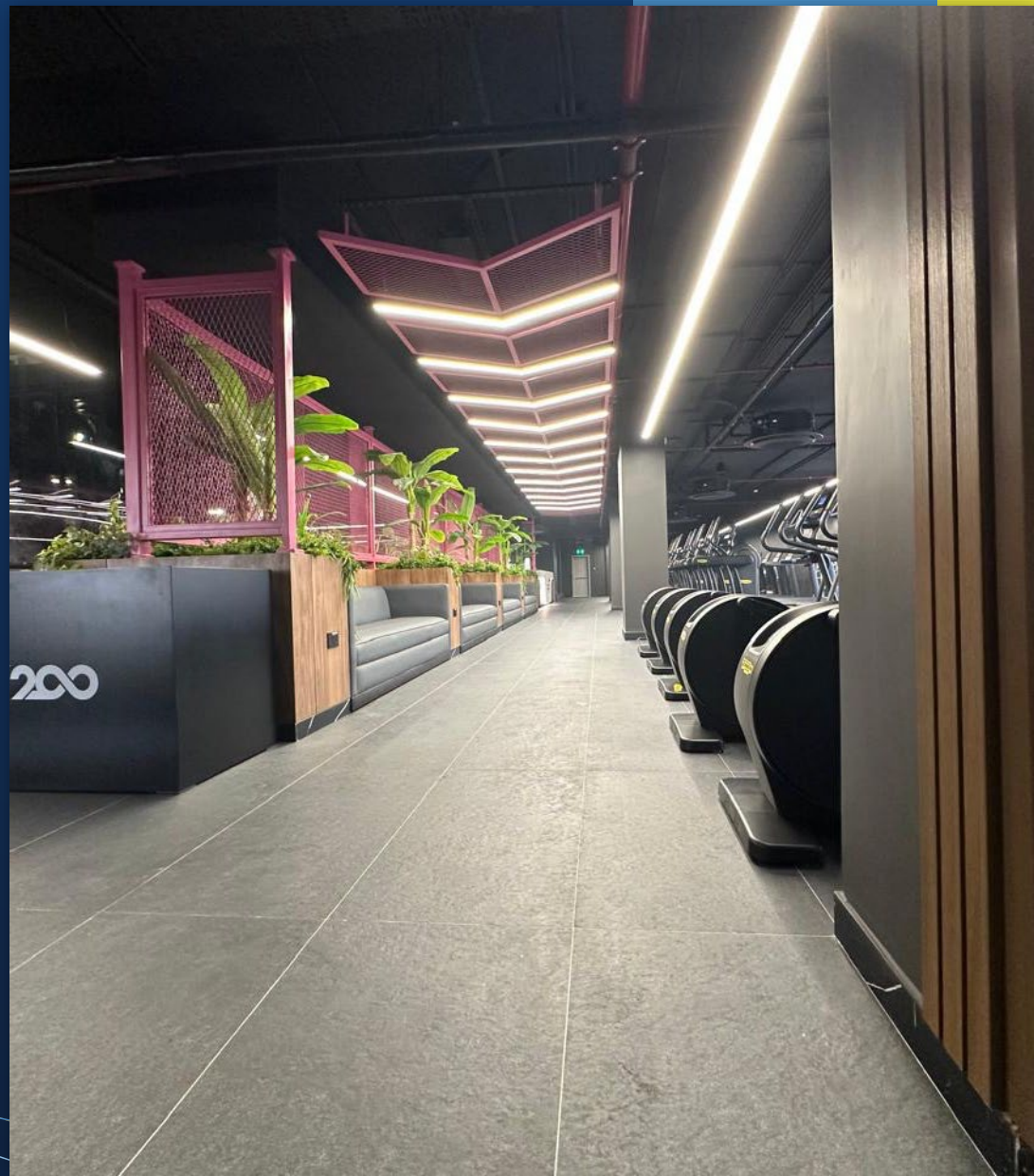


Earnings Presentation

Q2 2025- 29 July 2025



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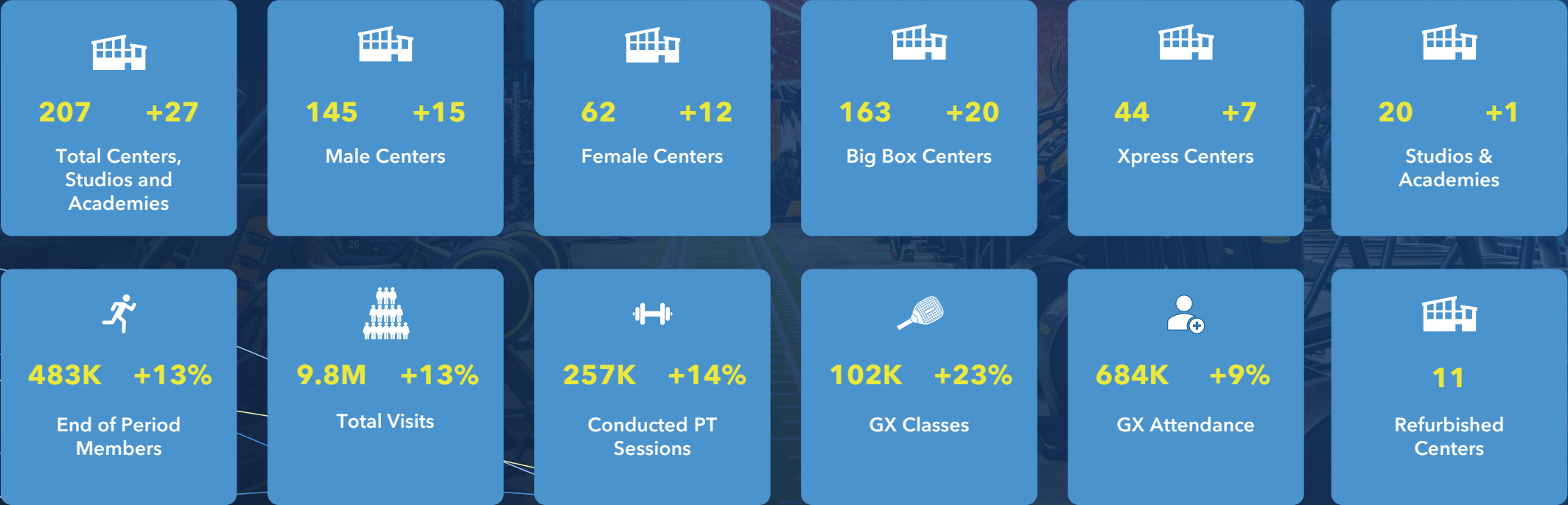
Executive Summary






Strong revenue growth in Q2 2025 with 28 new center added vs 2024.



Members count and activities remain strong despite H1 being slow



Comprehensive Coverage Across the Fitness Market, with Dedicated Solutions for Every Market Segment

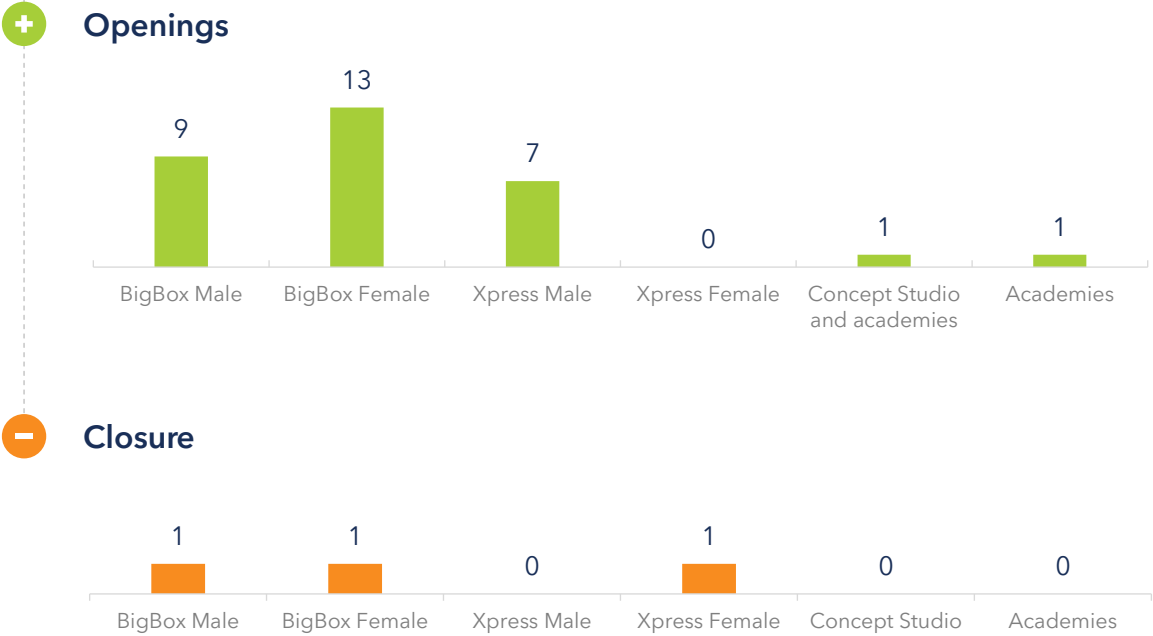
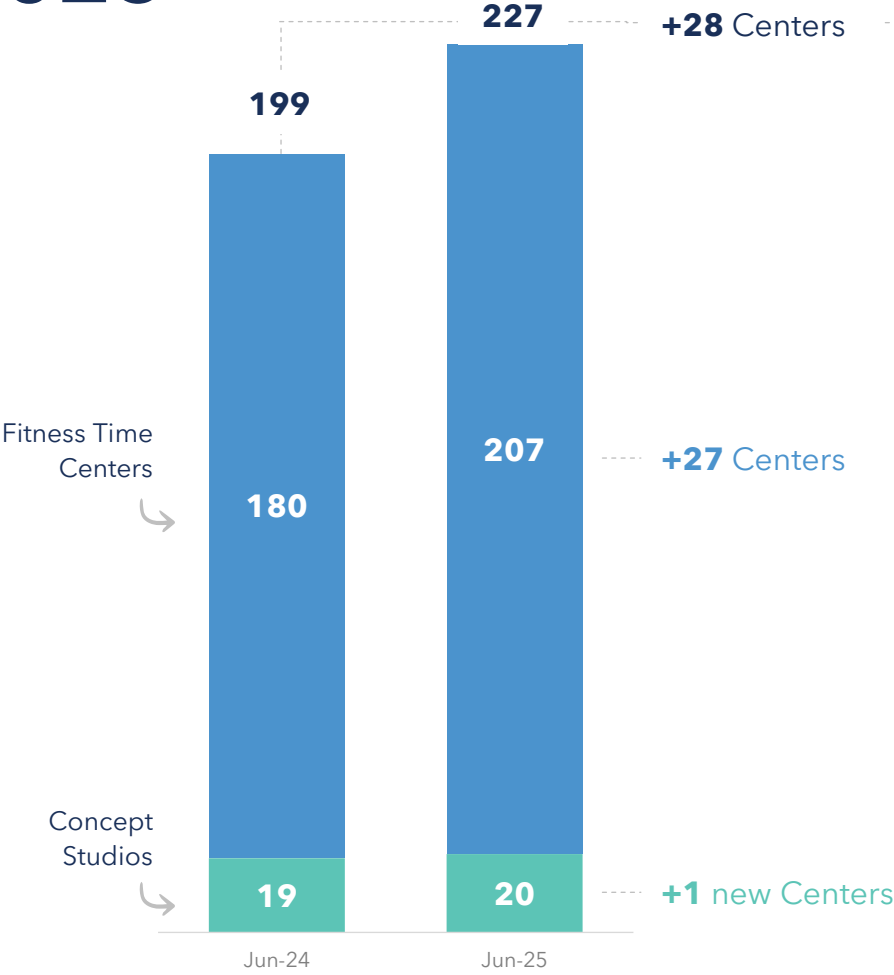
Premium Tier	Middle Tier	Low Cost, High Value	Concept Studios & Academies
			
4 <u>Centers</u>	159 <u>Centers</u>	44 <u>Centers</u>	20 <u>Centers</u>
4 Male Centers	104 Male Centers	39 Male Centers	12 Male Centers
0 Ladies' Centers	55 Ladies' Centers	5 Ladies' Centers	5 Ladies' Centers
			3 Kids Centers



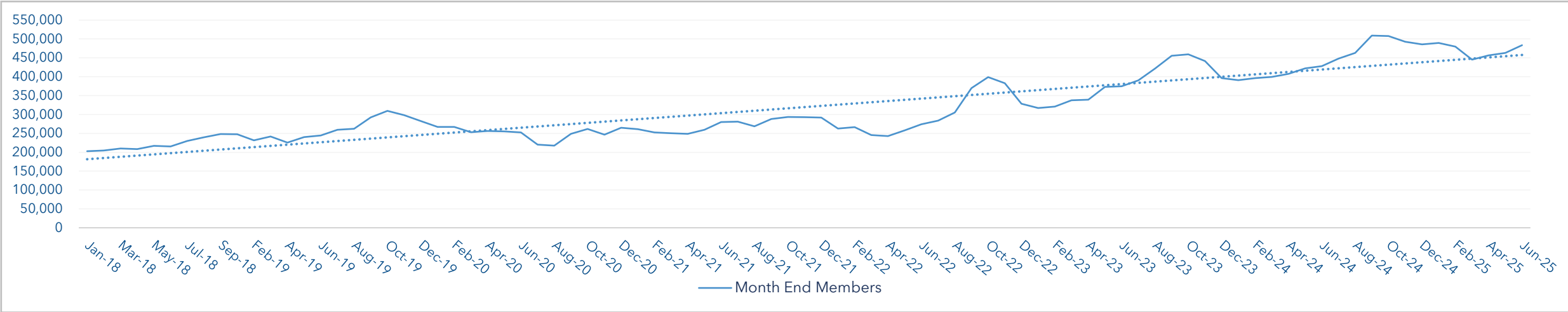
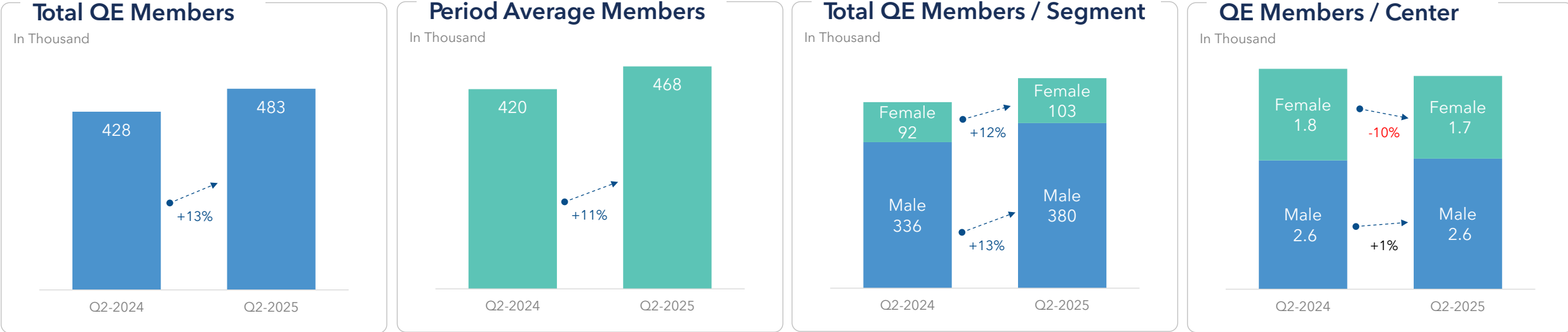
Network Expansion & Members Trend



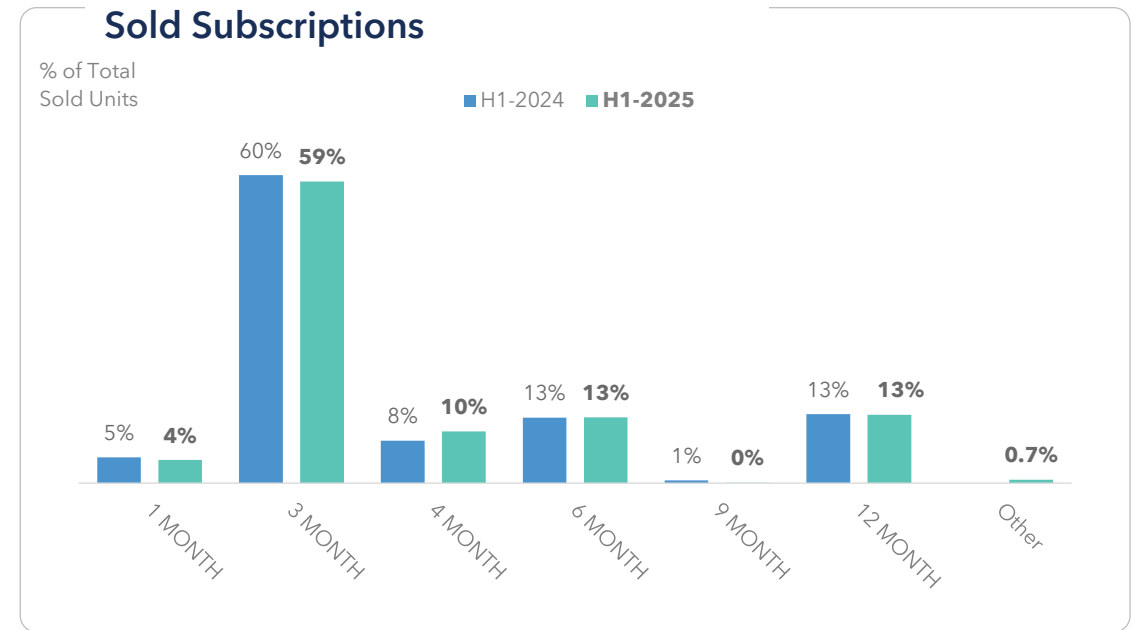
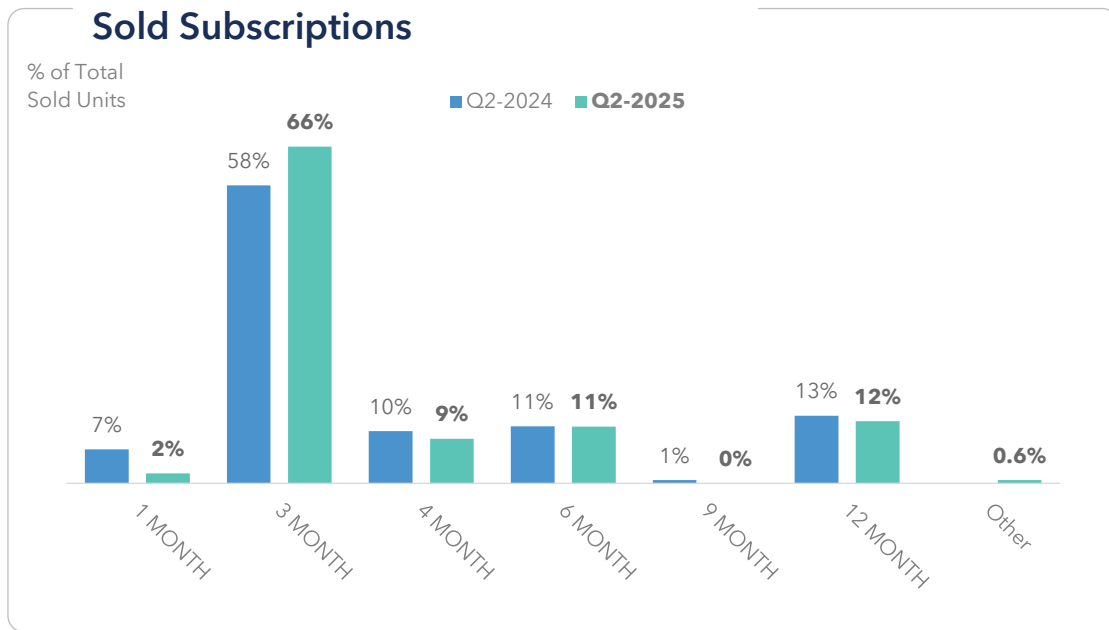
Center Movement During between Q2 2024 and Q2 2025



Memberships continue its growth fueled by center opening...



Subscription mix gradually returning to historical level of shorter durations



Key notes

- Leejam was successful in gradually changing the mix towards short-term subscriptions starting from the fourth quarter of 2024, which stands in Q2 2025 at an average duration of 4.36 months compared to 5.43 months in Q3 2024.
- A similar trend to membership count, an 8% increase in total unit sold during Q2 2025 vs Q2 2024 and in H1 2025 vs H1 2024.

Financial Review



Financial Performance - Q2 2025 (Consolidated)

REVENUE

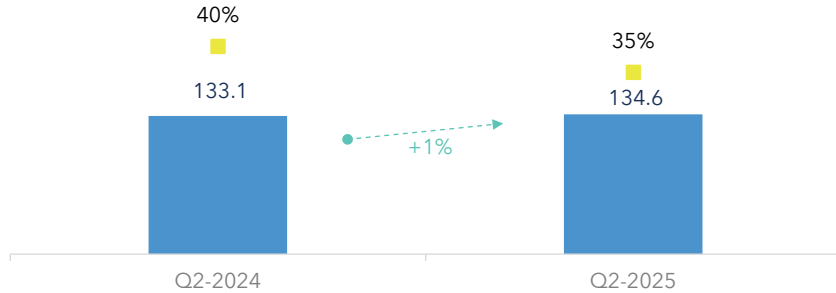
In Millions SAR



GROSS PROFIT

In Millions SAR

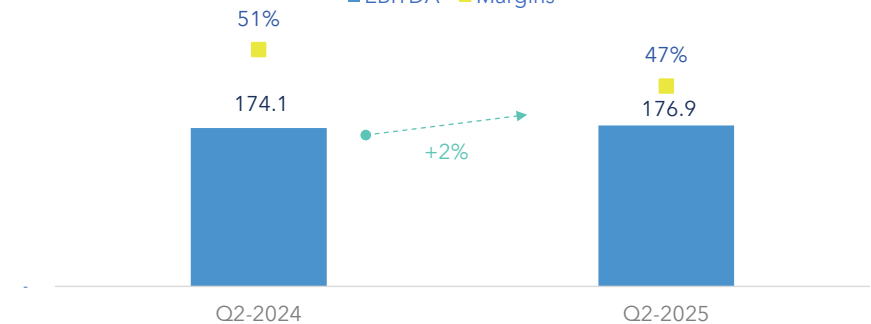
■ Gross Profit ■ Margins



EBITDA

In Millions SAR

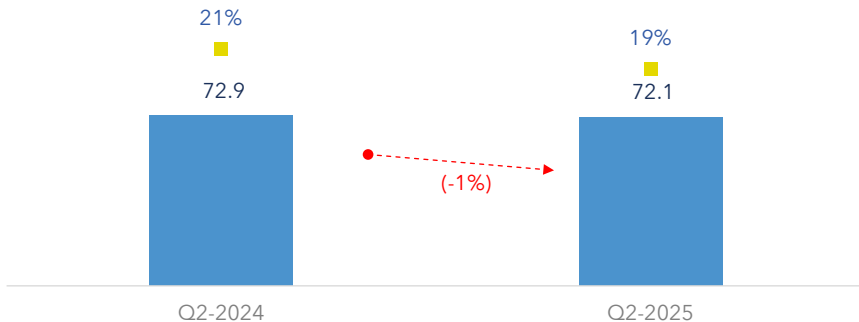
■ EBITDA ■ Margins



NET PROFIT

In Millions SAR

■ Net profits ■ Margins



Financial Performance - H1 2025 (Consolidated)

REVENUE

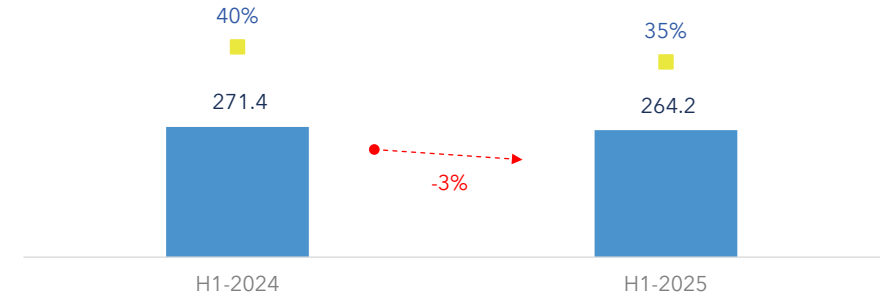
In Millions SAR



GROSS PROFIT

In Millions SAR

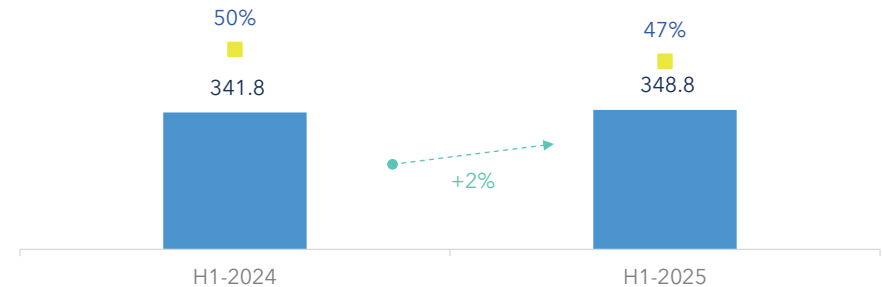
■ Gross Profit ■ Margins



EBITDA

In Millions SAR

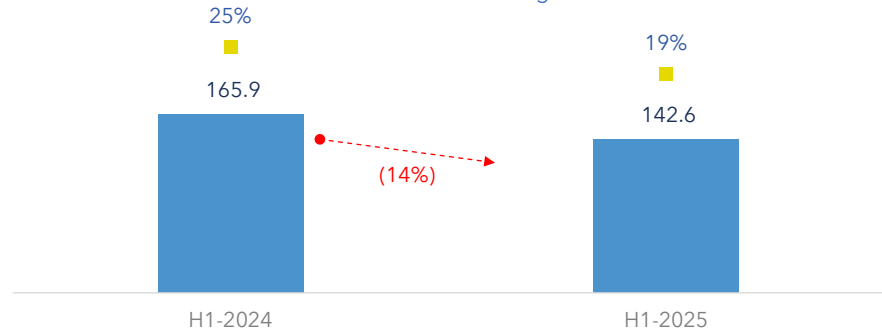
■ EBITDA ■ Margins



NET PROFIT

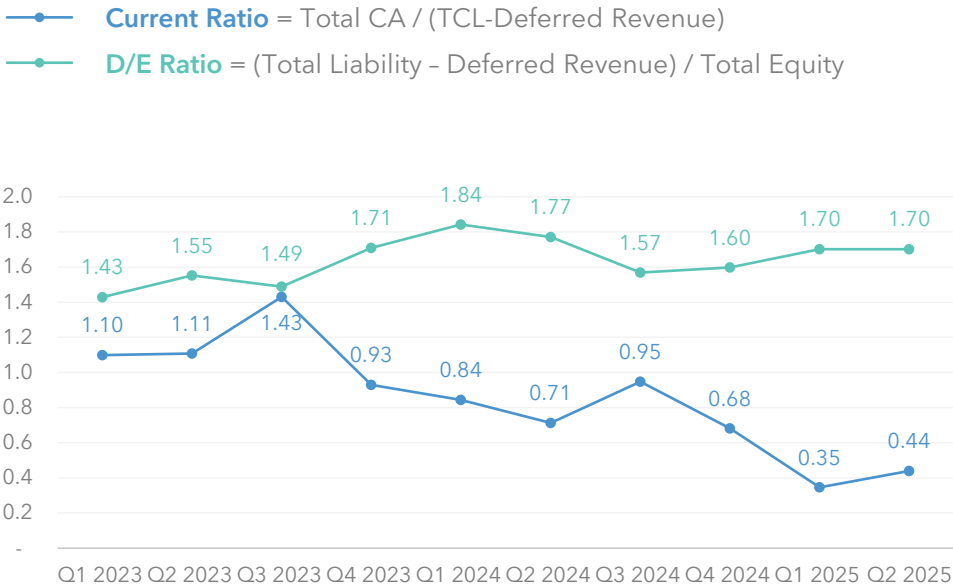
In Millions SAR

■ Normalized ■ Margins



Strong financial position, solid returns, and low leverage level

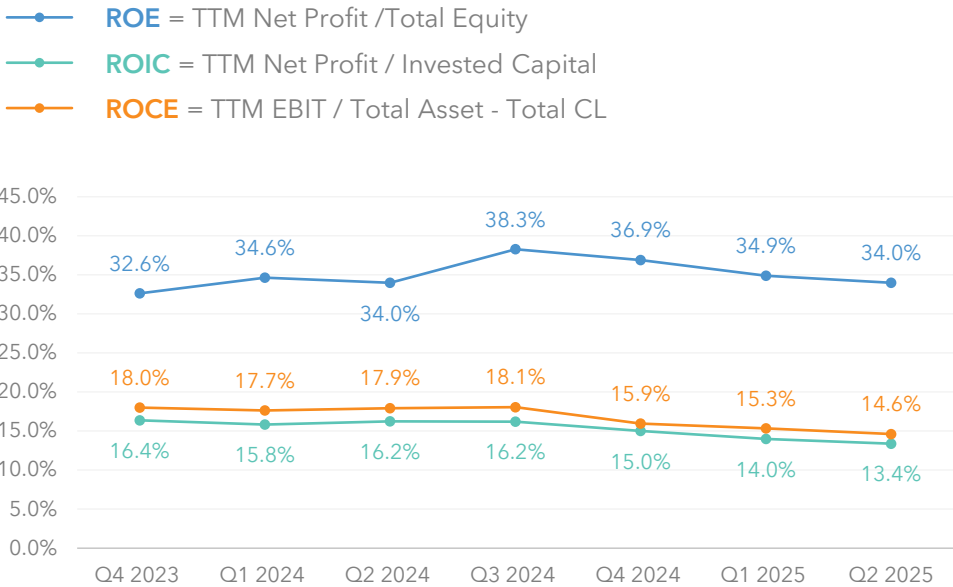
CR & DEBT RATIOS



Key notes

- The group maintains relatively low leverage with enough room for more debt to fund its future expansion.
- The drop in the current ratio is due to lower than historical cash balances, which is mainly due to utilizing own cash in capex spend and maintaining the current debt levels.

ROE, ROIC, ROCE



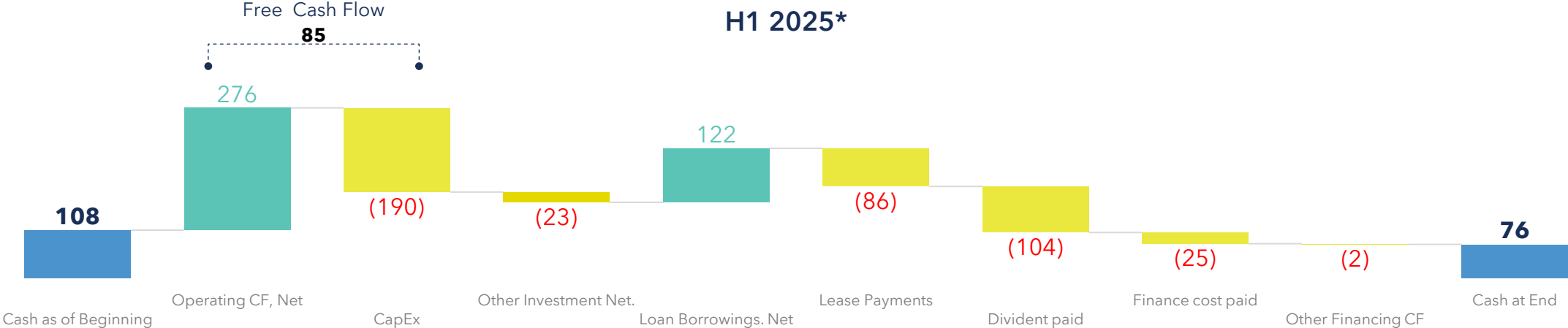
Key notes

- Group's returns maintain healthy levels amid pressure from expansion.
- TTM ROE, ROIC and ROCE is still relatively high with moderate leverage levels.

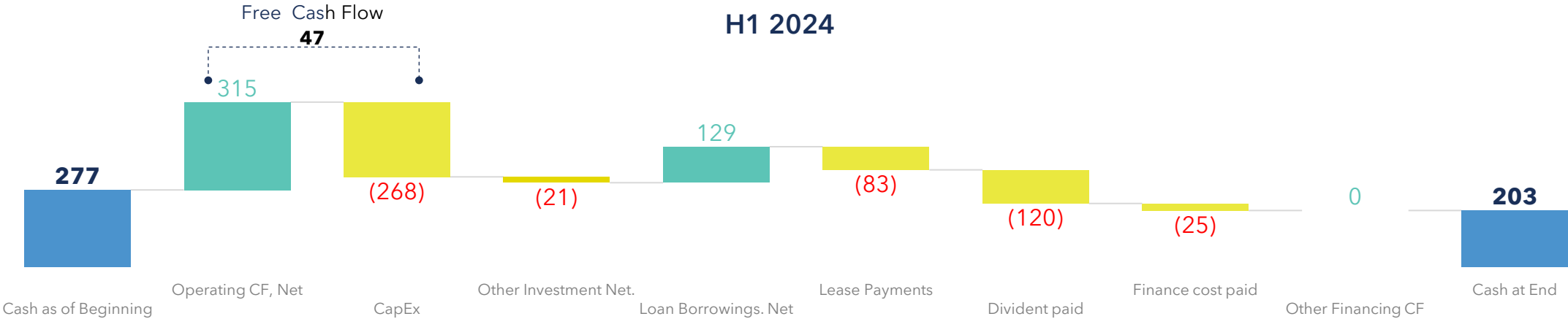
Healthy cash flows, despite high capex and dividends

All Amounts in million (SAR)

H1 2025*



H1 2024



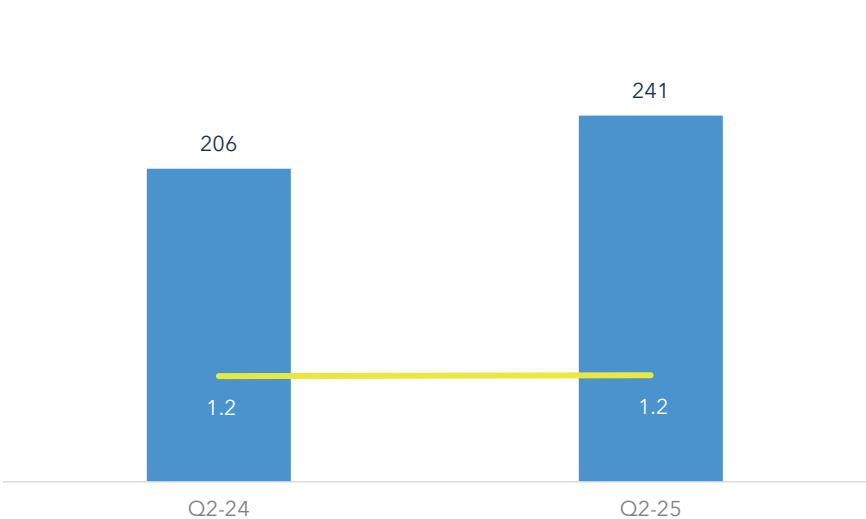
* This doesn't include the cash flows from one of new investments, which is currently classified as held for sale.

Q2 2025 COR, G&A and S&M

COR

In Millions SAR

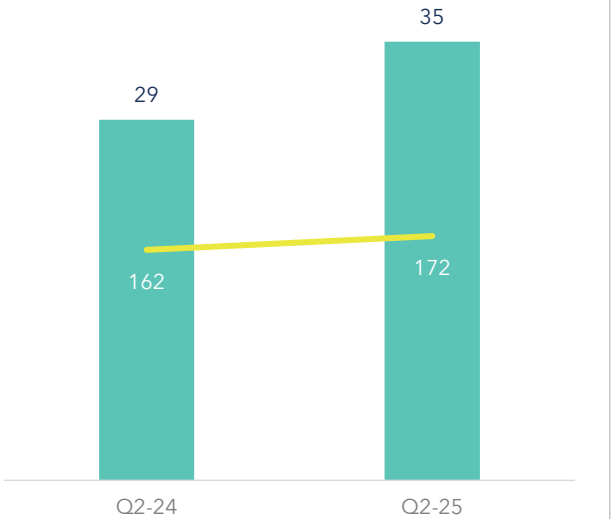
COR COR / Center



G&A

In Millions SAR

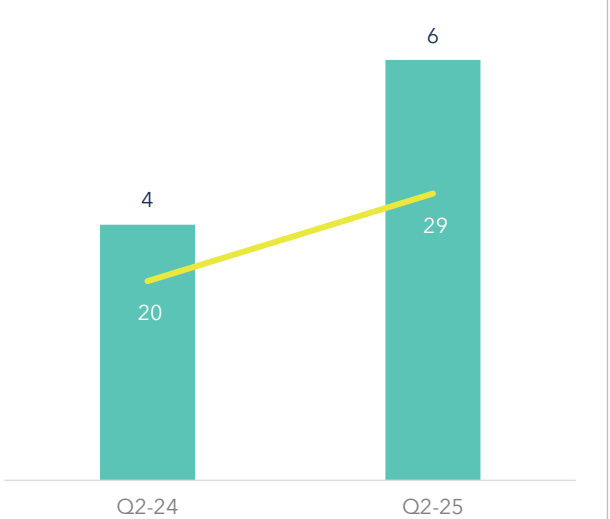
G&A G&A / Center (000)



S&M

In Millions SAR

S&M S&M / Center (000)



Key notes

- An increase of 17% in overall cost of revenue compared to Q2 2024 due to the net addition of 28 centers during the last 12 months.
- COR per center remained stable, showing cost control and synergies efforts.

Key notes

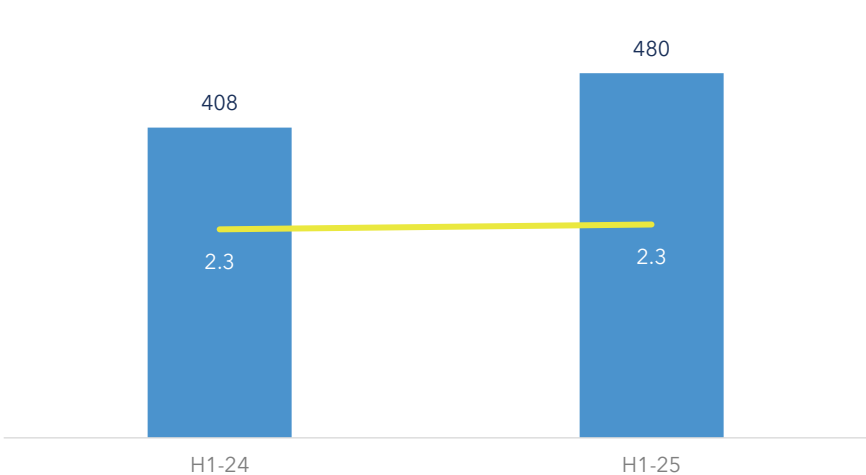
- An increase in G&A and S&M expenses due to:
- Investments in high-caliber talent
 - Digital transformation projects
 - Organizational development initiatives

H1 2025 COR, G&A and S&M

COR

In Millions SAR

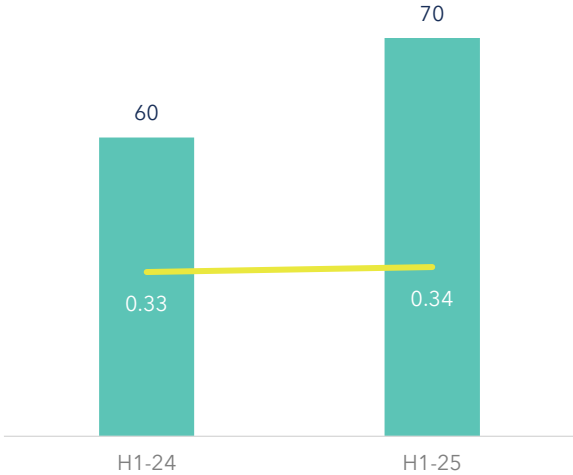
COR COR / Center



G&A

In Millions SAR

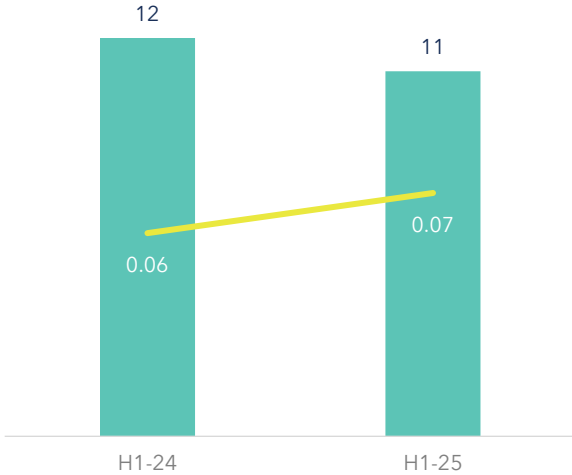
G&A G&A / Center



S&M

In Millions SAR

S&M S&M / Center (000)



Key notes

- An increase of 18% in overall cost of revenue compared to Q2 2024 due to the net addition of 28 centers during the last 12 months.
- COR per center remained stable, showing cost control and synergies efforts.

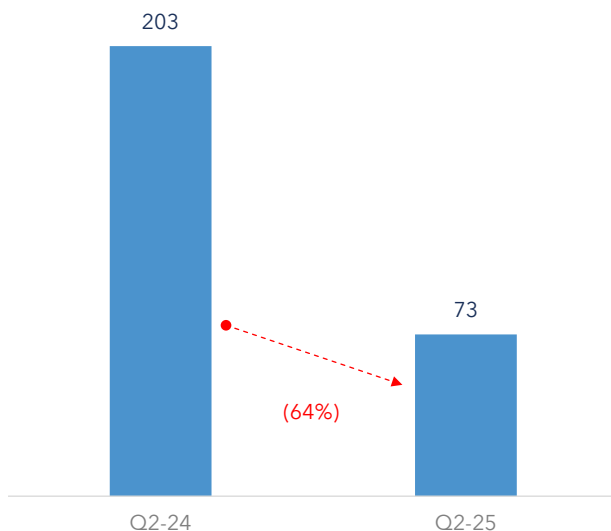
Key notes

- An increase in G&A and S&M expenses by 14% due to:
- Investments in high-caliber talent
 - Digital transformation projects
 - Organizational development initiatives

Strong financial position to fund future expansion

Cash & CE*

In Millions SAR

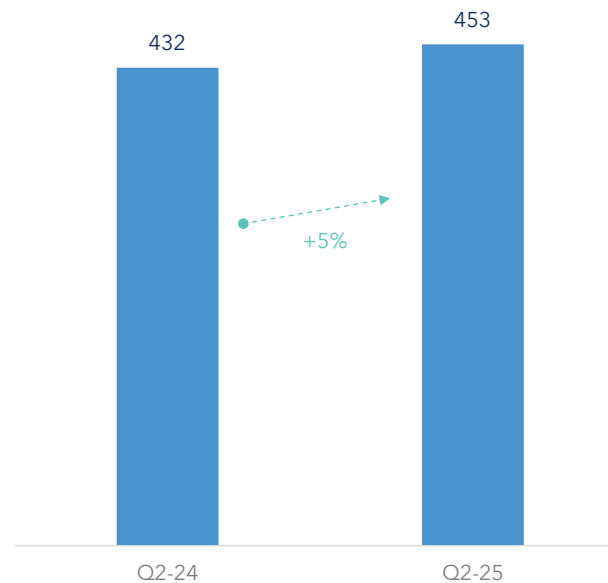


Key notes

- Short-term mix subscription sales, CapEx, and dividend payments drove cash & CE down 64% compared to Jun-24.

Loans

In Millions SAR

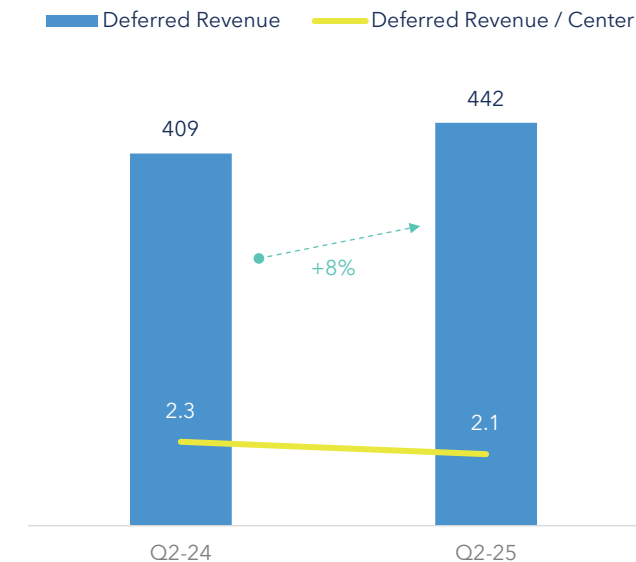


Key notes

- Loans increased by 5%, to fund expansions.

Deferred Revenue

In Millions SAR



Key notes

- Deferred revenue increased by 8% driven by the increase in number of members despite returning to shorter term subscription mix.
- Yet, deferred revenue per center decreased by 6%, as new centers are still in the ramp-up phase.

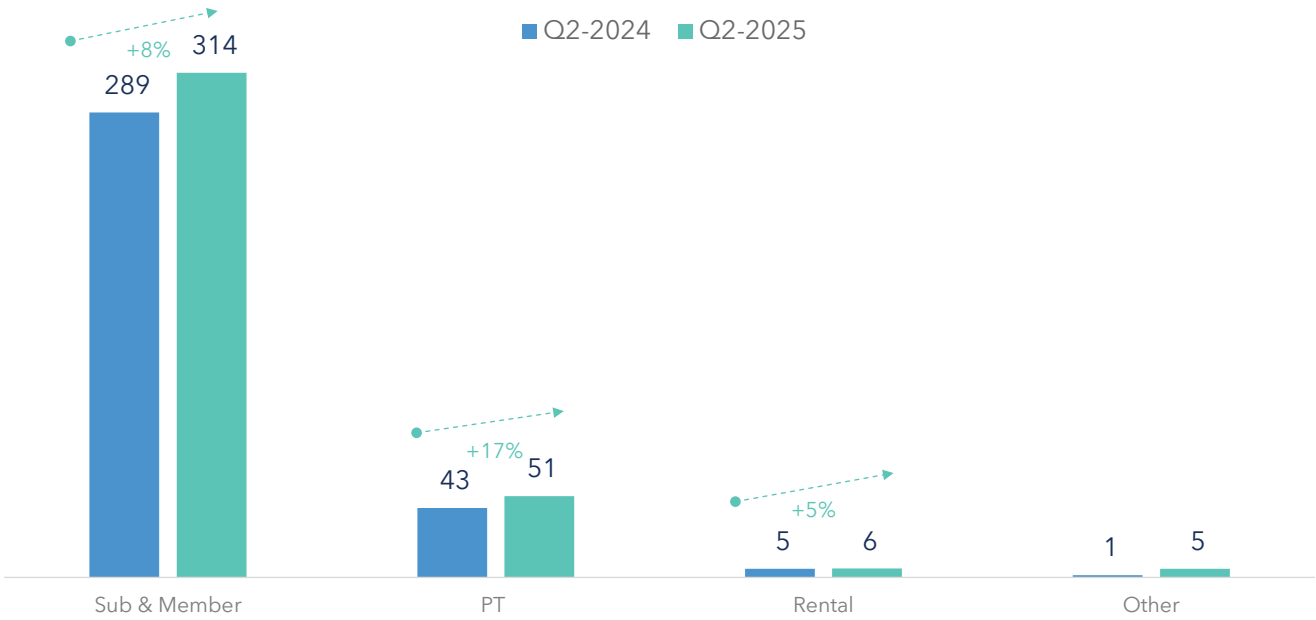


Segmental Performance

Segment Performance - Q2 2025

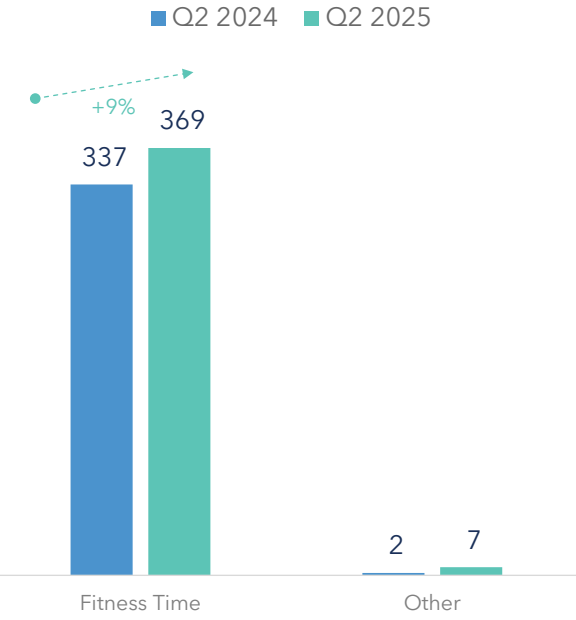
By Source

In Millions SAR



By Sector

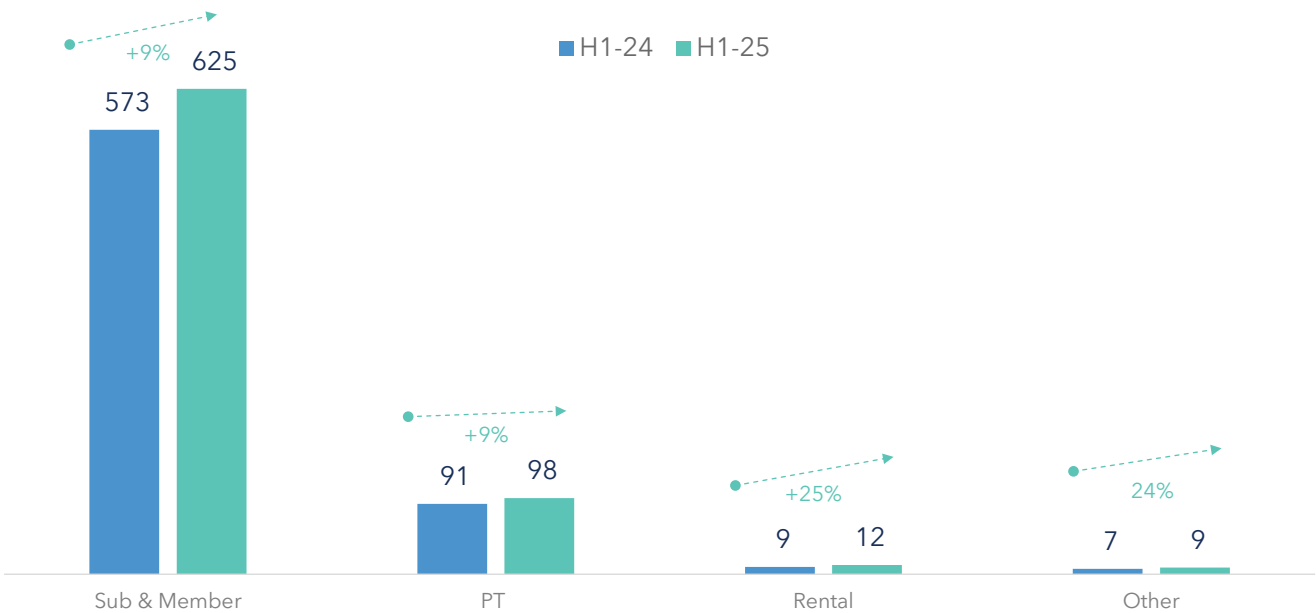
In Millions SAR



Segment Performance - H1 2025

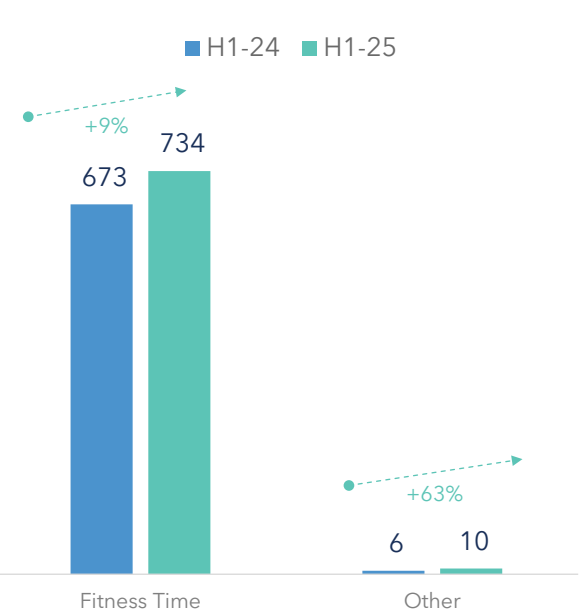
By Source

In Millions SAR

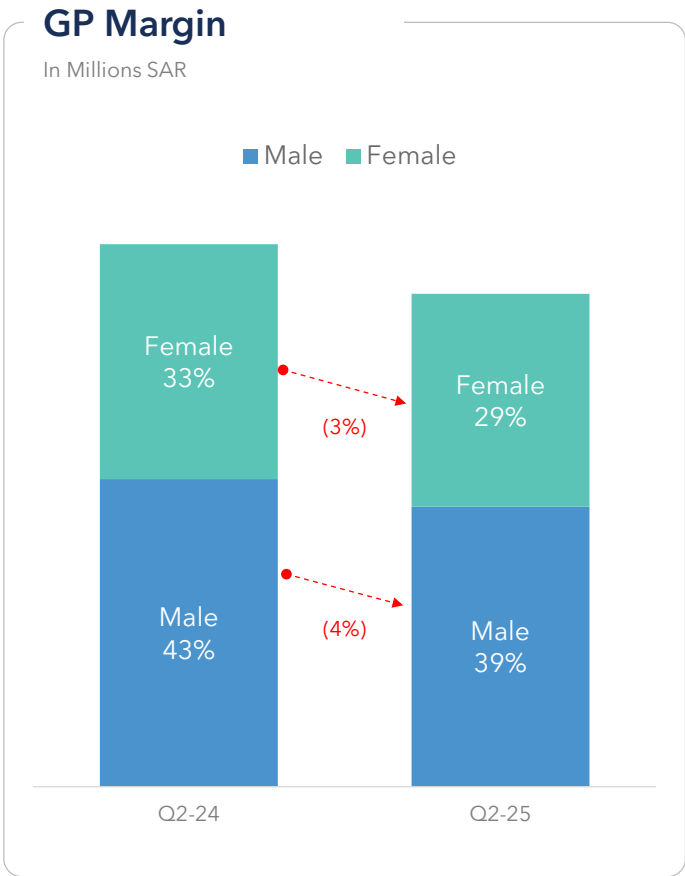
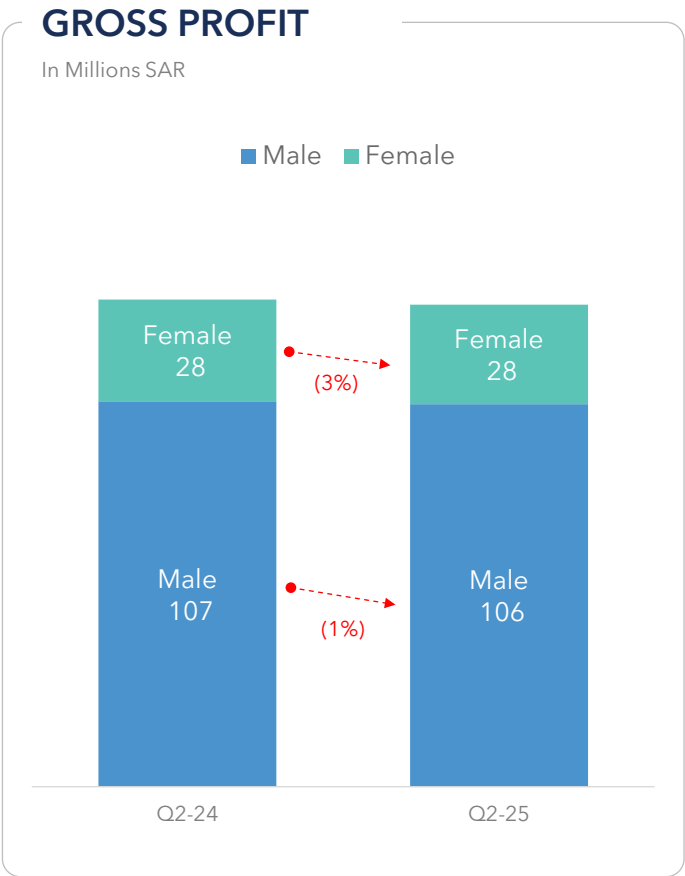
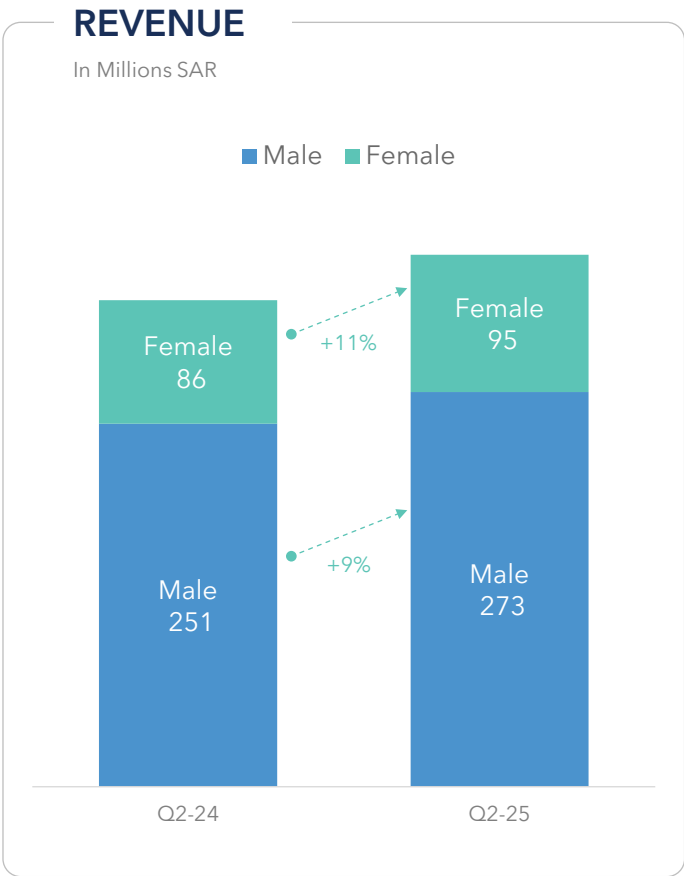


By Sector

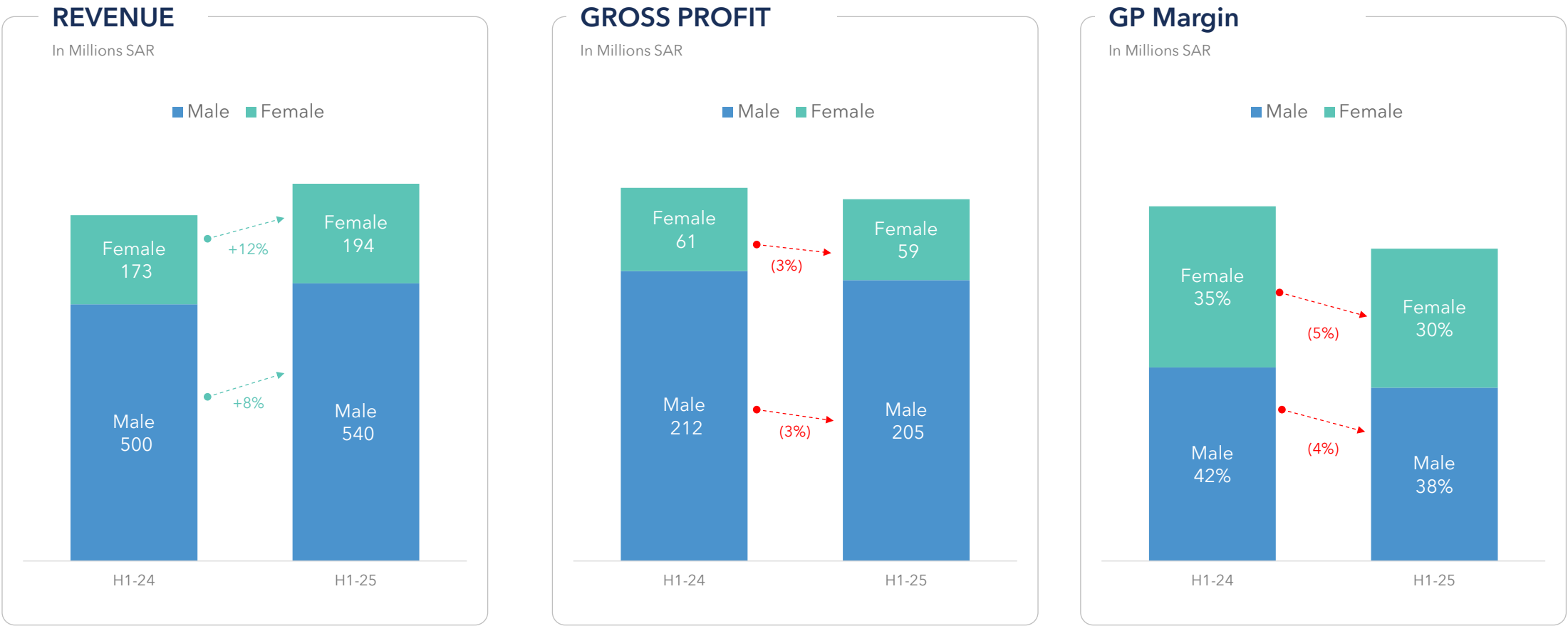
In Millions SAR



For Fitness Time, Female segment showed strong growth while male segment dominates, margins affected by record openings in 2024



For Fitness Time, Female segment showed strong growth while male segment dominates, margins affected by record openings in 2024



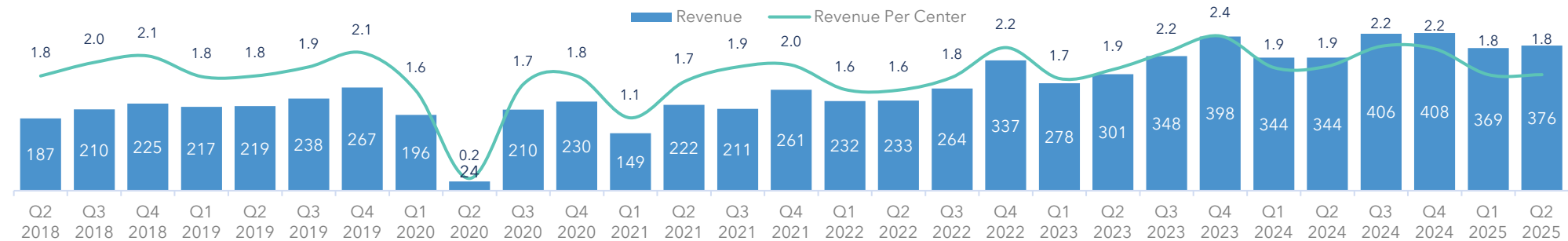


Performance per Center

Performance per Center by Quarters

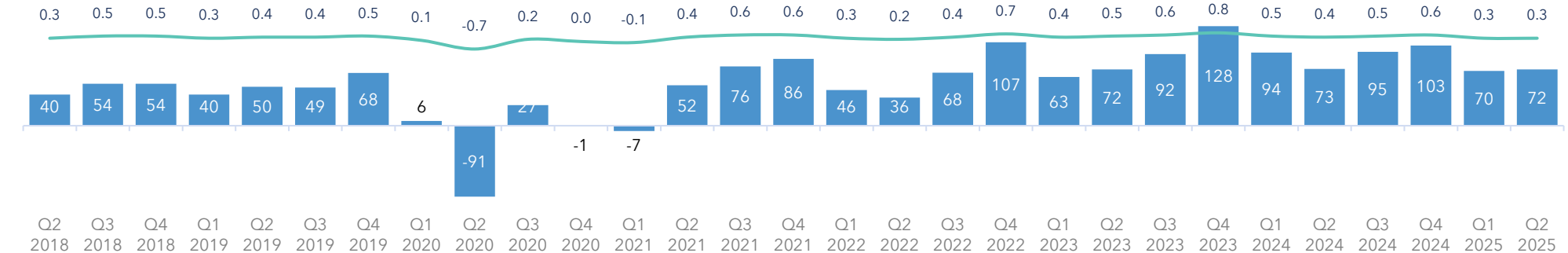
REVENUE vs REVENUE PER CENTER

In Millions SAR



NET INCOME vs NET INCOME PER CENTER

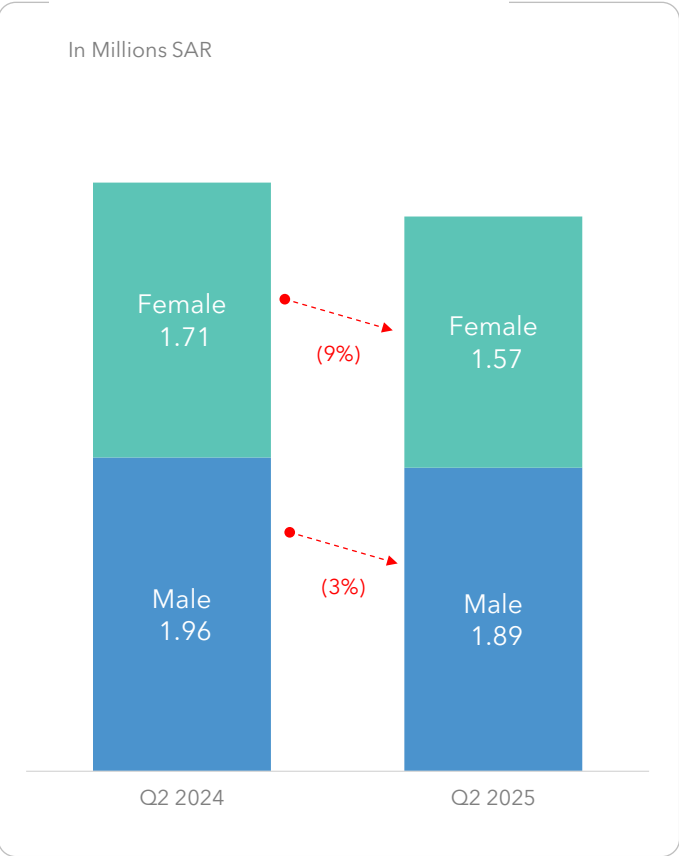
In Millions SAR



Decline in per center KPIs as new centers still in the ramp-up phase.

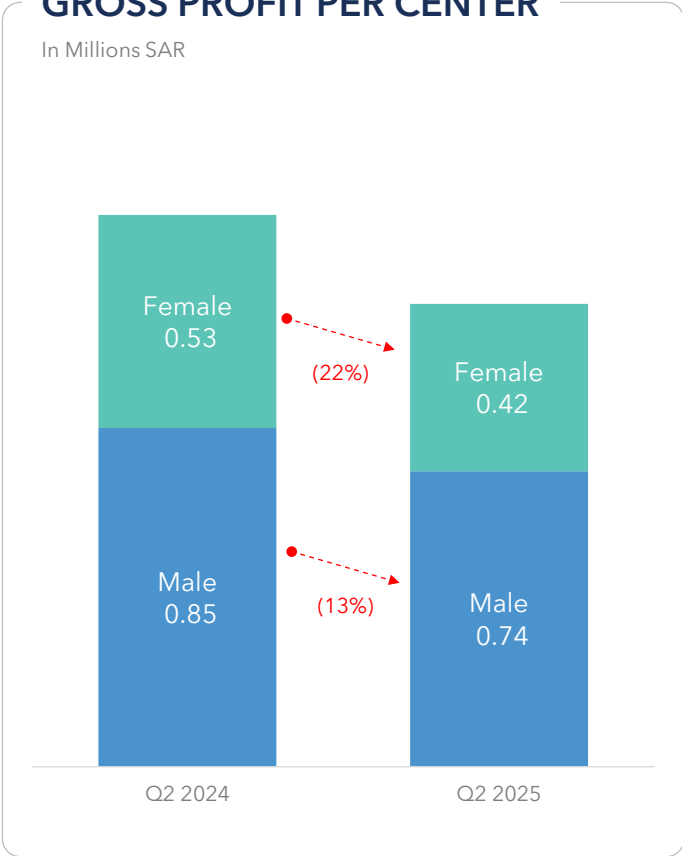
REVENUE PER CENTER

In Millions SAR

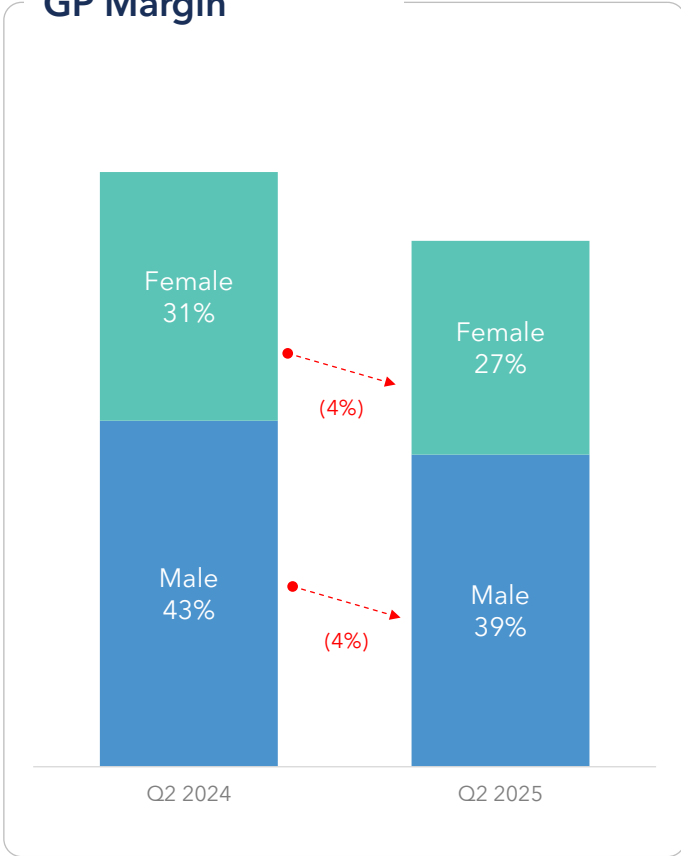


GROSS PROFIT PER CENTER

In Millions SAR



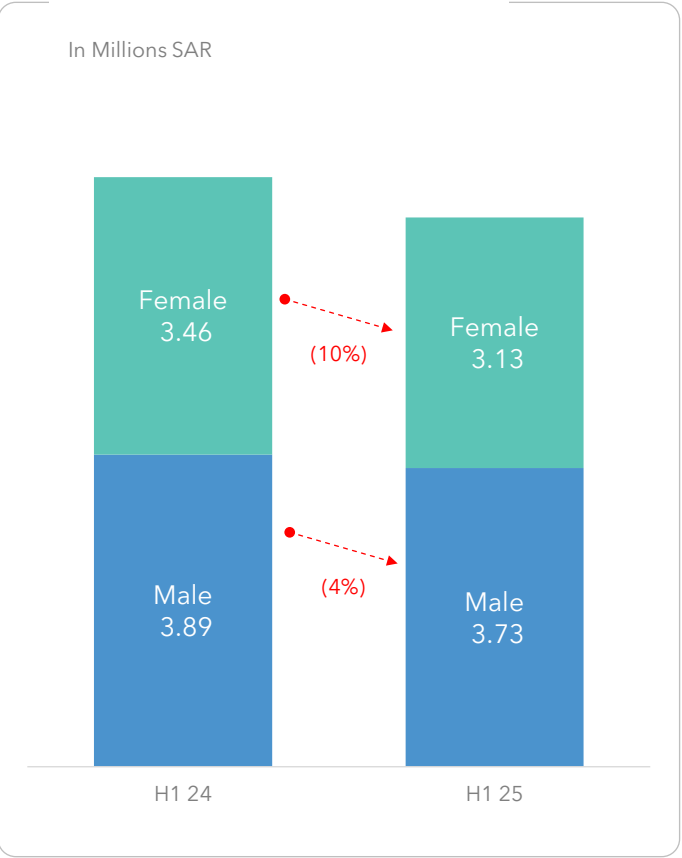
GP Margin



Decline in per center KPIs as new centers still in the ramp-up phase.

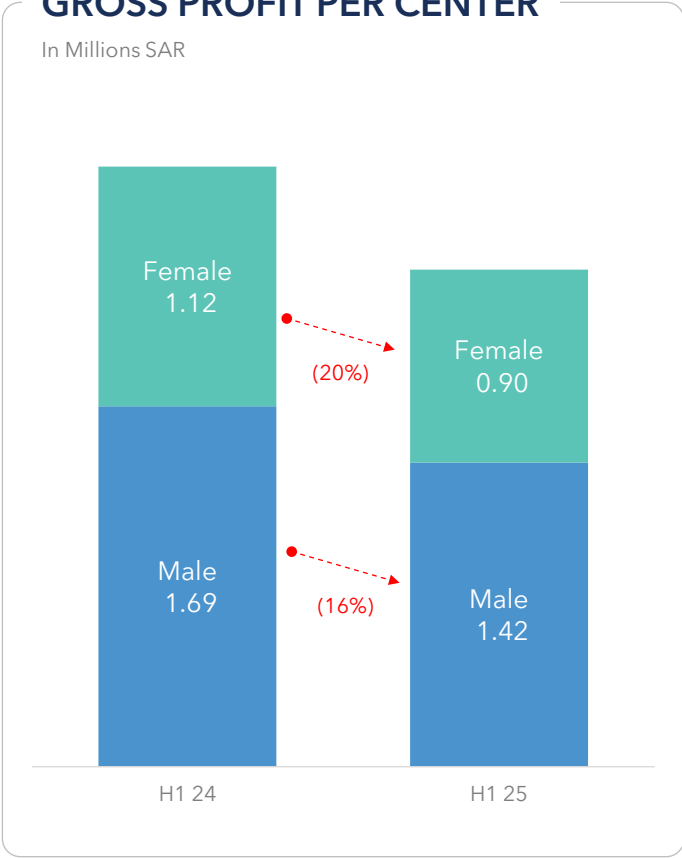
REVENUE PER CENTER

In Millions SAR

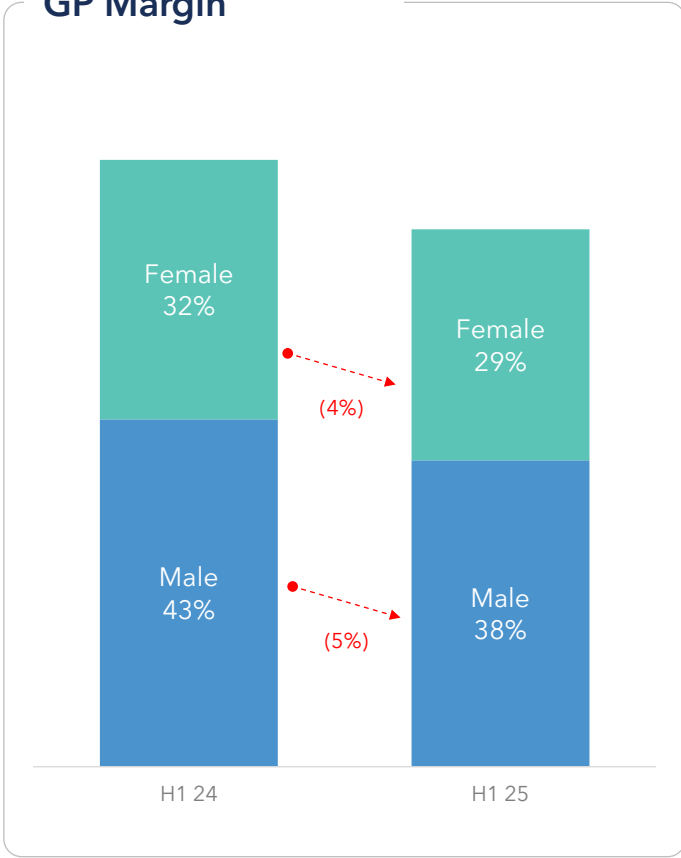


GROSS PROFIT PER CENTER

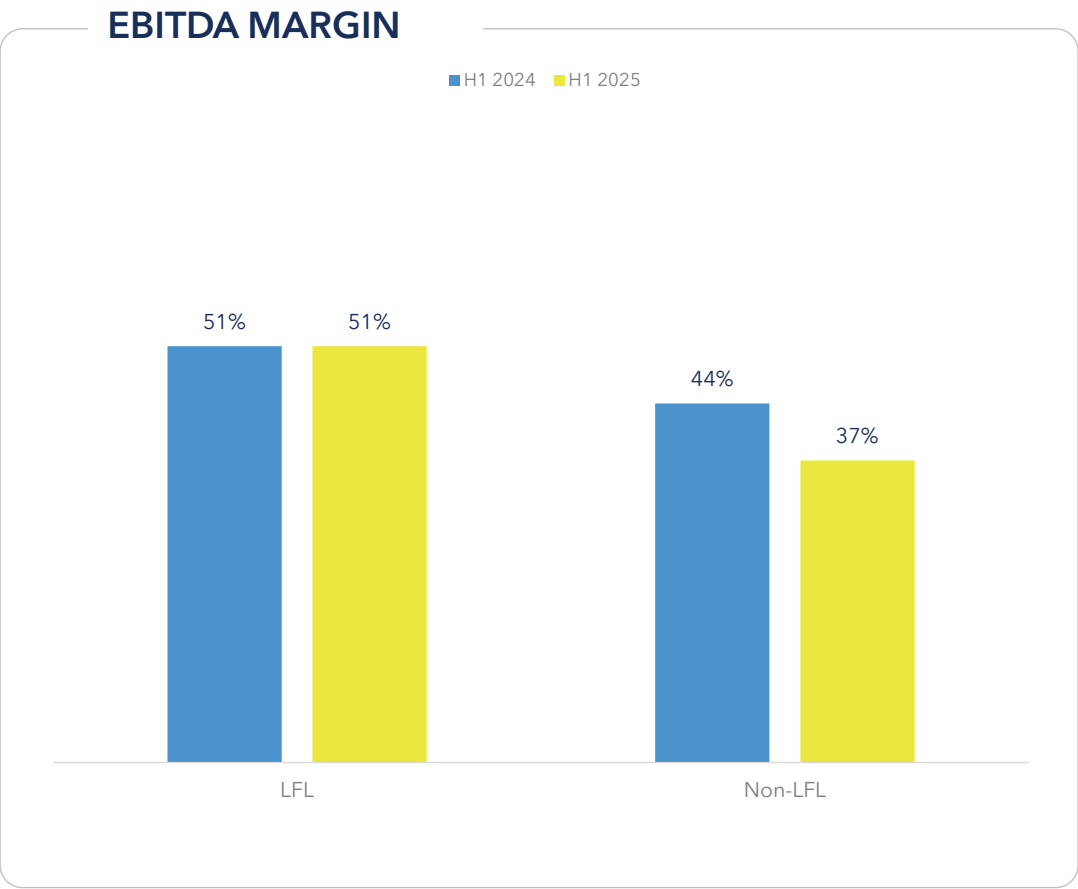
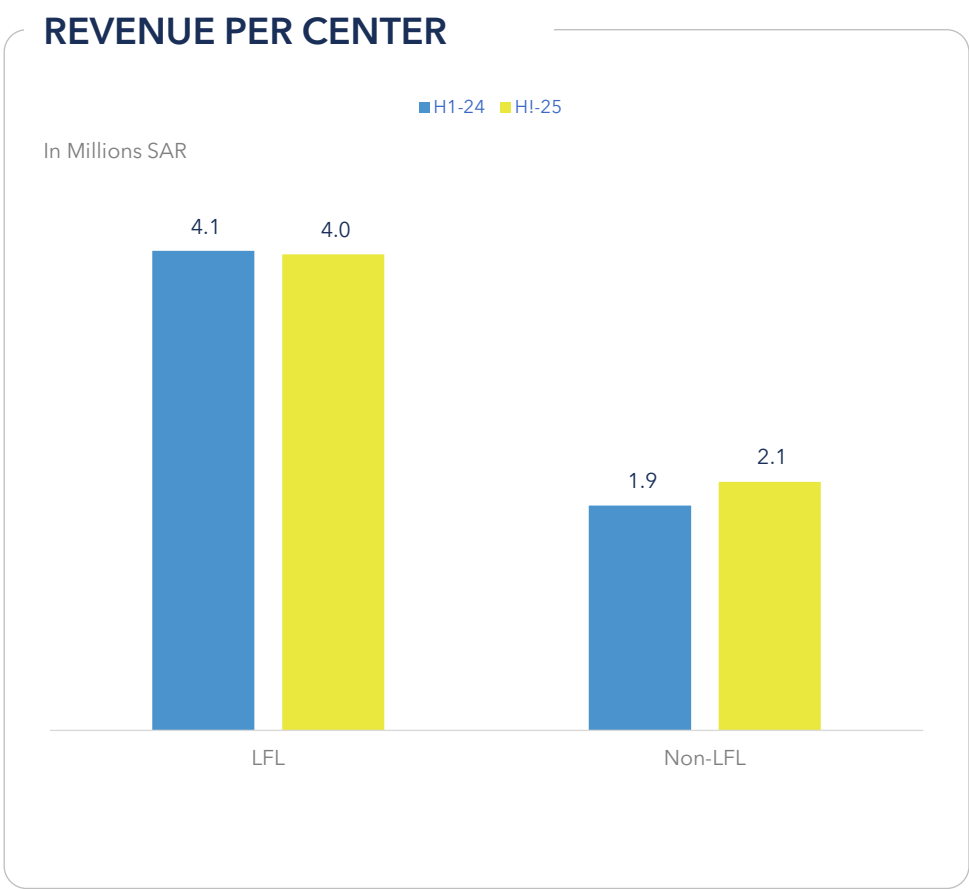
In Millions SAR



GP Margin



Financial performance by maturity- Q2 2025



- LFL means centers that are older than 2 years.
- Non-LFL means centers that are between 0-2 years since starting operations.
- The data above excludes closed centers figures to allow for better comparability.

Outlook



Balance Sheet

2025 growth will be driven by:

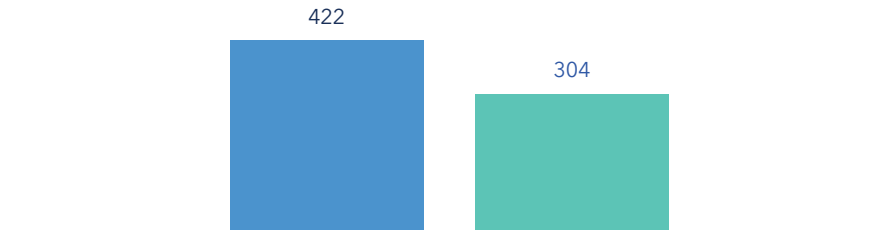
- Price driven growth in LFL centers.
- Volume driven growth in Non-LFL Centers
- Improving customer experience, member retention & services
- Further new centers openings
- Continuing focus/growth on Corporate wellness & PT business

Category		Current (Centers) 31-Mar-25	Expected Openings during 2025	Expected CAPEX (Range) SAR M / Center
Xpress	Male	39	4-6	4 to 7.5
	Female	5	0	
Big Box	Male	107	13-16	15 to 20
	Female	56	15-17	
Total		207	32-39	-

Deferred Revenue Pipeline

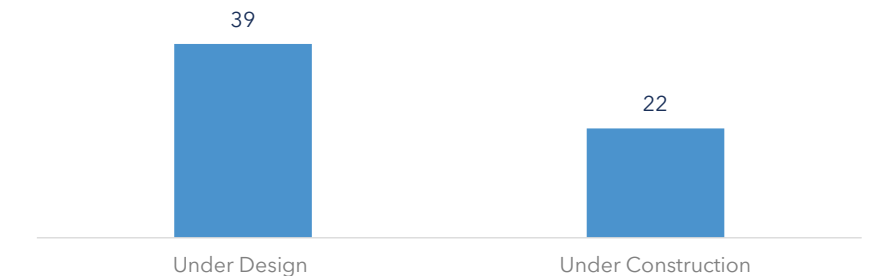
In Millions SAR

■ Deferred revenue balance as 30-June-25 ■ Amount to be recognized in Q3 2025



Project Pipeline (As of Jun 30, 2025)


No. of Centers




Appendix



Audited Financial Statements (Statement of P&L and OCI)

	Q2 2025	Q2 2024
 Revenue	375,575,312	339,350,997
Cost of revenue	-241,011,091	-206,208,715
GROSS PROFIT	134,564,221	133,142,282
General and administrative expenses	-35,237,653	-28,976,778
Advertising and marketing expenses	-5,909,851	-3,592,235
Allowance for expected credit losses	-	-932,054
OPERATING PROFIT	93,416,717	99,641,215
Other (expense) income	-135,914	54,010
Gain on lease modification	-	-
(Loss) / Gain on lease termination	-49,454	5,803,430
Reversal of impairment of non-financial assets	3,063,004	-
Write off of non-financial assets	-	-8,746,066
Finance cost	-23,590,237	-23,255,799
Share in net results of investment in an associate	-2,177,602	-1,926,270
Profit from short term Murabaha	59,488	2,600,352
PROFIT BEFORE ZAKAT AND INCOME TAX	70,586,002	74,170,872
Zakat and income tax	1,666,057	-1,961,088
PROFIT FOR THE PERIOD FROM CONTINUED OPERATION	72,252,059	72,209,784
Profit from the Discontinued Operation	-132,379	705,393
PROFIT FOR THE PERIOD	72,119,680	72,915,177
NET PROFIT ATTRIBUTABLE TO:		
Equity holders of the parent company	73,109,201	73,202,106
Non- Controlling Interests	-989,521	-286,929
	72,119,680	72,915,177
EARNINGS PER SHARE		
Basic and diluted, attributable to shareholders of the parent company	1.40	1.40
Basic and diluted, from continuing operations attributable to shareholders of the parent company	1.40	1.39

	Q2 2025	Q2 2024
 Net profit for the period	72,119,680	72,915,177
Other comprehensive income		
Item that will not be reclassified to statement of profit or loss in subsequent periods:		
Re-measurement loss on employees end of service benefits obligation	-651,851	-530,751
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	71,467,829	72,384,426
TOTAL COMPREHENSIVE INCOME ATTRIBUTABLE TO:		
Equity holders of the parent company	73,109,201	73,202,106
Non- Controlling Interest	-989,521	-286,929
	72,119,680	72,915,177

Audited Financial Statements (Statement of financial position)



ASSETS

NON-CURRENT ASSETS

	30 June 2025	31 December 2024
Property and equipment	2,173,636,095	2,057,689,844
Right-of-use assets	1,335,840,891	1,253,059,878
Intangible assets	11,662,280	8,728,731
Investment in associate	9,259,844	8,382,827
Goodwill	8,289,905	8,289,905
Financial assets at fair value through other comprehensive income (FVTOCI)	4,892,318	4,892,318
Advances to suppliers and contractors	113,459,270	99,334,520

TOTAL NON- CURRENT ASSETS

CURRENT ASSETS

Inventories	23,753,902	24,321,491
Prepayments and other current assets	76,280,614	87,963,593
Trade receivables	34,881,186	26,024,581
Cash and cash equivalents	73,124,285	106,103,887

TOTAL CURRENT ASSETS

Assets classified as held for sale

TOTAL ASSETS

EQUITY AND LIABILITIES

EQUITY

Share capital	523,833,610	523,833,610
Treasury shares	(28,672,156)	(22,626,657)
Retained earnings	771,375,097	732,030,058
Fair value reserve of financial assets at FVOCI	92,318	92,318

EQUITY ATTRIBUTABLE TO THE EQUITY HOLDERS OF THE PARENT COMPANY

Non-controlling interests	7,968,033	4,994,261
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TOTAL EQUITY



NON-CURRENT LIABILITIES

Borrowings	257,458,904	225,957,411
Lease liabilities	1,365,793,803	1,275,789,904
Employees' end of service benefits	72,044,759	65,945,056

TOTAL NON-CURRENT LIABILITIES

Borrowings	195,800,932	105,252,967
Lease liabilities	105,536,446	100,611,256
Accounts payable	73,736,106	67,975,620
Accrued expenses and other current liabilities	95,911,364	113,317,865
Deferred revenue	442,309,266	503,721,286
Provision for zakat and income tax	4,829,984	11,255,841

TOTAL CURRENT LIABILITIES

Liabilities classified as held for sale	12,371,548	12,782,902
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TOTAL LIABILITIES

TOTAL EQUITY AND LIABILITIES

Audited Financial Statements (Statement of cash flows)



OPERATING ACTIVITIES

	H1 2025	H1 2024
Profit before zakat and income tax	142,995,707	170,537,118
Profit from discontinued operations	67,621	1,224,449
Adjustments to reconcile profit before zakat to net cash flows:		
Depreciation of property and equipment	164,706,121	142,408,922
Amortization of intangible assets	1,499,468	1,611,416
Allowance for expected credit losses	-	1,881,815
Finance costs	46,323,256	45,430,473
Profit from short term Murabaha	(109,216)	(6,093,913)
Reversal of impairment of non-financial assets	(11,457,173)	(4,733,842)
Gain on lease modification	-	(8,998,700)
Loss / (gain) on lease termination	49,454	(5,803,430)
Write off of property and equipment	-	8,746,066
Impairment of the Asset Held for Sale	101,432	-
Gain on disposal of property and equipment	161,318	(476,274)
Share in net results of investment in an associate	4,584,397	3,639,837
Provision for employees' end of service benefits	5,490,150	4,312,158
	354,412,535	353,686,095
Working capital changes:		
Inventories	567,589	(7,325,750)
Prepayments and other current assets	11,373,732	12,981,757
Trade receivables	(8,944,711)	1,215,047
Accounts payable	5,883,788	11,391,171
Accrued expenses and other current liabilities	(17,794,680)	(7,154,850)
Deferred revenue	(61,294,335)	(39,078,455)
	284,203,918	325,715,015
Employees' end of service benefits paid	-1,593,933	-1,198,461
Zakat paid	-6,833,512	-9,731,207
Net cash from operating activities	251,567,159	314,785,347
INVESTING ACTIVITIES		
Property and equipment	(190,321,541)	-268,064,092
Advances to suppliers and contractors	(14,124,750)	-11,490,101
Intangible assets	-	-9,340,844
Proceeds from short term Murabaha profit	189,049	5,431,828
Acquisition of a subsidiary	(7,517,946)	-5,835,627
Proceeds from disposal of property and equipment	583,957	2,031,984
Investment in an associate	(2,369,266)	-1,542,453
Net cash used in investing activities	(213,560,497)	(288,809,305)



FINANCING ACTIVITIES

	H1 2025	H1 2024
Proceeds from borrowings	462,978,073	329,313,074
Repayments of borrowings	-340,950,992	-200,170,710
Finance cost paid	-25,312,341	-24,938,971
Dividend paid	-103,999,543	-120,481,730
Transaction with NCI	4,314,531	113,145
Payment of lease liabilities	-86,034,845	-83,207,051
Treasury shares	-6,045,499	-
Net cash (used in) from financing activities	-95,050,616	-99,372,243
NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS	-32,834,640	-73,396,201
Cash and cash equivalents at the beginning of the period	108,404,878	276,810,098
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	75,570,238	203,413,897
SIGNIFICANT NON-CASH TRANSACTIONS		
Additions to right-of-use assets and corresponding lease liability	94,832,423	102,335,901
Interest on lease liabilities capitalized for under construction fitness centers	651,851	530,751

A background image of two men in a gym setting, shaking hands. The man on the left is bald with a beard, wearing a dark t-shirt. The man on the right has short hair and a beard, also in a dark t-shirt. They are both smiling. The gym equipment is visible in the background, and the overall lighting is dim with a blue tint.

Thank You!

Q&A

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