



شركة العرض المتقن  
Perfect Presentation

## Perfect Presentation for Commercial Services Company

*A Leading ICT Company, Fast-growing, Dynamic, and Innovative*

# 2P

# Disclaimer

THE PRESENTATION AND ITS CONTENTS ARE CONFIDENTIAL AND ARE NOT FOR RELEASE, REPRODUCTION, PUBLICATION OR DISTRIBUTION, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY TO ANY OTHER PERSON OR IN OR INTO OR FROM THE UNITED STATES OF AMERICA, AUSTRALIA, CANADA, JAPAN, SOUTH AFRICA OR THE KINGDOM OF SAUDI ARABIA, OR ANY OTHER JURISDICTION IN WHICH SUCH DISTRIBUTION WOULD BE UNLAWFUL. ACCORDINGLY, THE INFORMATION INCLUDED HEREIN MAY NOT BE REFERRED TO, QUOTED OR OTHERWISE DISCLOSED BY YOU. PERSONS INTO WHOSE POSSESSION THIS DOCUMENT COMES SHOULD INFORM THEMSELVES ABOUT, AND OBSERVE, ANY SUCH RESTRICTIONS. IN REVIEWING THIS INFORMATION, YOU ACKNOWLEDGE THE CONFIDENTIAL NATURE OF THIS INFORMATION AND AGREE TO ABIDE BY THE TERMS OF THIS DISCLAIMER AND THE OBLIGATIONS AND LIMITATIONS STATED HEREIN. THIS CONFIDENTIAL INFORMATION IS BEING MADE AVAILABLE TO EACH RECIPIENT SOLELY FOR ITS INFORMATION AND IS SUBJECT TO AMENDMENT. THIS DOCUMENT IS NOT AN OFFER OR AN INVITATION TO BUY, SELL OR SUBSCRIBE FOR SECURITIES.

IMPORTANT: please read the following before continuing. The following applies to this document and the information contained therein, the oral presentation by Perfect Presentation for Commercial Services Company (the “Company”) or any person on behalf of the Company, and any question-and-answer session that follows the oral presentation (collectively, the “Information”). The Information has been prepared by the Company for background purposes only and does not purport to be full, accurate or complete. No reliance may be placed for any purpose on the Information or its accuracy, fairness or completeness. The Information and opinions contained herein are provided as at the date of the presentation and are subject to change without notice. The presentation is the sole responsibility of the Company and has not been reviewed or approved by any regulatory or supervisory authority.

This presentation is for information purposes only and is incomplete without reference to, and should be viewed solely in conjunction with, the oral briefing provided by the Company. The information and opinions in this presentation are provided as at the date hereof and subject to change without notice. It is not the intention to provide, and you may not rely on these materials as providing, a complete or comprehensive analysis of the Company’s financial or trading position or prospects.

The Information is an advertisement but is not, and should not be construed as a prospectus, and investors should not subscribe for or purchase any securities referred to in the Information except solely on the basis of information contained in a prospectus which may be published by the Company in connection with any proposed offering of securities of the Company. The Company has not decided whether formally to proceed with an offering. Neither Saudi Fransi Capital Company (the “Bank”), nor any of its directors, officers, employees, agents, affiliates, advisors or agents have independently verified the data contained herein.

This presentation is being shared in accordance with Article 32(g) of the Rules on the Offer of Securities and Continuing Obligations (“OSCOs”) issued by the Capital Market Authority in the Kingdom of Saudi Arabia (the “CMA”) for the purposes of ascertaining the extent to which potential investors are willing to participate in the potential initial public offering of the Company, and should not result in any binding undertakings to subscribe in the Company’s initial public offering. Investors may only subscribe in the securities referred to in this presentation on the basis of the CMA approved prospectus to be issued and published in due course. In the Kingdom of Saudi Arabia, the Information is a “securities advertisement” for the purposes of the Securities Business Regulations (“SBRs”) as issued by the Board of the CMA and is directed only at capital market institutions, exempt persons or institutions within the meaning of Article 20 of the SBRs. This presentation is not an offer document for the purposes of the OSCOs and should not be construed as such. The CMA and the Saudi Stock Exchange (Tadawul) do not take any responsibility for the contents of this presentation, do not make any representations as to its accuracy or completeness, and expressly disclaim any liability whatsoever for any loss arising from, or incurred in reliance upon, any part of this presentation.

This presentation contains financial information regarding the businesses and assets of the Company. Such financial information may not have been audited, reviewed or verified by any independent accounting firm. The inclusion of such financial information in this presentation or any related presentation should not be regarded as a representation or warranty by the Company, the Bank or its affiliates, advisors or representatives or any other person as to the accuracy or completeness of such information’s portrayal of the financial condition or results of operations of the Company and its consolidated subsidiaries and should not be relied upon when making an investment decision. Certain information contained in this presentation is based on management accounts, current financial statements and estimates of the Company and has not been audited or reviewed by the Company’s auditors. Recipients should not place undue reliance on this information. Certain financial and statistical information in this presentation has been subject to rounding off adjustments. Accordingly, the sum of certain data may not conform to the expressed total.

To the extent available, the industry, market and competitive position data contained in the Information come from official or third party sources. Third party industry publications, studies and surveys generally state that the data contained therein has been obtained from sources believed to be reliable, but that there is no guarantee of the accuracy or completeness of such data. While the Company reasonably believes that each of these publications, studies and surveys has been prepared by a reputable party, neither the Company nor the Bank, nor any of their respective directors, officers, employees, affiliates, advisors or agents have independently verified the data contained therein. In addition, certain industry, market and competitive position data contained in the Information come from the Company’s own internal research and estimates based on the knowledge and experience of the Company’s management in the markets in which the Company operates. While the Company reasonably believes that such research and estimates are reasonable, they, and their underlying methodology and assumptions, have not been verified by any independent source for accuracy or completeness and are subject to change. Accordingly, reliance should not be placed on any of the industry, market or competitive position data contained in the Information.

The Information does not purport to be comprehensive, complete or without error or omission. To the fullest extent permitted by law, neither the Company, nor the Bank, nor any of their respective directors, officers, employees, agents, affiliates or advisors, accepts any responsibility or liability whatsoever for (whether in contract, tort or otherwise) or makes any representation, warranty or undertaking, express or implied, as to the truth, fullness, fairness, accuracy or completeness of the information (or whether any information has been omitted from it) or any other information or opinion relating to the Company, its subsidiaries, affiliates or associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any loss or liability (including in respect of direct, indirect or consequential loss or damage) howsoever arising from any use of the Information or otherwise arising in connection therewith. In giving this presentation, neither the Company nor the Bank, nor any of their respective directors, officers, employees, agents, affiliates or advisors undertake any obligation to provide the recipient(s) with access to any additional information or to update the Information, or to correct any inaccuracies in the Information, including any data or forward-looking statements. Any decision to purchase or subscribe for securities of the Company in any offering should be solely based on information contained in any approved prospectus (together with any supplementary prospectus, if relevant) or offering circular that may be published by the Company in final form in relation to any proposed offering and which would supersede the Information in its entirety.

The Information has been prepared by the Company solely for information purposes and does not constitute or form part of, and should not be construed as, an offer or the solicitation of an offer to subscribe for or purchase securities of the Company nor does it purport to give legal, tax or investment advice. The information contained herein is not for release, publication or distribution, in whole or in part, directly or indirectly, or into Australia, Canada, Japan, South Africa, the Kingdom of Saudi Arabia or the United States or any jurisdiction in which it would be unlawful to do so. Any failure to comply with this restriction may constitute a violation of applicable securities law and regulations. Persons into whose possession this document comes should observe all relevant restrictions. Any securities referred to herein have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “Securities Act”), and may not be offered or sold in the United States absent registration under the Securities Act except pursuant to an exemption from, or in transactions not subject to, the registration requirements of the Securities Act. No public offering of the securities is being made in the United States and the information contained herein does not constitute an offering of securities for sale in the United States, Australia, Canada, Japan, South Africa or the Kingdom of Saudi Arabia.

The Information is only addressed to and directed at (a) persons in member states of the European Economic Area who are “qualified investors” within the meaning of Article 2(e) of Regulation (EU) 2017/1129 (the “Prospectus Regulation EU”); (b) persons in the United Kingdom who are “qualified investors” within the meaning of Article 2 of Regulation (EU) 2017/1129 as it forms part of the domestic law of the United Kingdom by virtue of the European Union Withdrawal Act 2018 (“UK Prospectus Regulation”) who are: (i) “investment professionals” as defined in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended, the “Order”); or (ii) entities falling within Article 49(2)(a) to (d) (“high net worth companies, unincorporated associations etc.”) of the Order; and (c) persons to whom it can otherwise lawfully be distributed (all such persons together being referred to as “Relevant Persons”). This Presentation must not be acted upon by persons who are not Relevant Persons. Nothing in the Information constitutes legal, accounting, tax or investment advice and any recommendations that may be contained therein have not been based upon a consideration of the investment objectives, financial situation or particular needs of any specific recipient. You are strongly advised to consult your own independent advisors on any legal, tax or accounting issues relating to these materials. If you have received this document and you are not a Relevant Person you must return it immediately to the Company and not copy, reproduce or otherwise disclose it (in whole or in part).

This document is being used in connection with proposed meetings of the Company and no copy of this document will be left behind after such meetings. This presentation, if handed out at a physical meeting, should be promptly returned at the end of such meeting. This Presentation and the information contained herein or discussed during or after the presentation must not be disclosed, taken away, downloaded, reproduced, redistributed, copied or passed on, directly or indirectly, to any other person or published or used in whole or in part, for any purpose. By attending such meetings, you will be deemed to have represented, warranted and undertaken that you: (i) agree to be bound by the foregoing limitations and to maintain absolute confidentiality regarding the Information; (ii) are a person to whom the Information may lawfully be communicated; and (iii) you have read, understood and agree to comply with the contents of this disclaimer. If this document has been received in error it must be returned immediately to the Company. Failure to comply with these restrictions may constitute a violation of applicable securities laws.

The Information may include forward-looking statements, which are based on current expectations and projections about future events. These statements may include, without limitation, any statements preceded by, followed by or including words such as “target”, “believe”, “expect”, “aim”, “intend”, “may”, “anticipate”, “estimate”, “plan”, “project”, “will”, “can have”, “likely”, “should”, “would”, “could” and other words and terms of similar meaning or the negative thereof. These forward-looking statements are subject to risks, uncertainties and assumptions about the Company and its subsidiaries and its investments, including, among other things, the development of its business, financial condition, prospects, growth, strategies, as well as the trends in the industry and macroeconomic developments in Kingdom of Saudi Arabia. Many of these risks and uncertainties relate to factors that are beyond the Company’s ability to control or estimate precisely, such as future market conditions, currency fluctuations, the behaviour of other market participants, the actions of regulators and any changes in applicable laws or government policies. In light of these risks, uncertainties and assumptions, the events in the forward-looking statements may not occur and past performance should not be taken as a guarantee of future results. No representation or warranty is made that any forward-looking statement will come to pass. No one undertakes to update, supplement, amend or revise any such forward-looking statement. Except where otherwise indicated, the Information and the opinions contained herein are provided as at the date of the presentation and are subject to change without notice. Past performance of the Company cannot be relied on as a guide to future performance. Nothing in this presentation is to be construed as a profit forecast.

The Bank and its respective directors, officers, employees, agents, affiliates, advisors and agents, are acting exclusively for the Company and no one else in connection with this presentation or any future transaction in connection with it and will not regard any other person (whether or not a recipient of this presentation) as a client and will not be responsible to anyone other than the Company for providing the protections afforded to their respective clients or for providing advice in relation to any transaction or arrangement referred to in the Information.

The CMA does not make any representation as to the accuracy or completeness of this presentation, and expressly disclaims any liability whatsoever for any loss arising from, or incurred in reliance upon, any part of this presentation.

THIS PRESENTATION DOES NOT CONSTITUTE OR FORM PART OF ANY OFFER FOR SALE OR SOLICITATION OF ANY OFFER TO BUY ANY SECURITIES NOR SHALL IT OR ANY PART OF IT FORM THE BASIS OF OR BE RELIED ON IN CONNECTION WITH ANY CONTRACT OR COMMITMENT TO PURCHASE SHARES OR ANY CERTIFICATES REPRESENTING SHARES.



- ***Company Overview***
- ***Investment Highlights***
- ***Q3 Results & Outlook***
- ***Benchmarking***

# Company Overview

# Company Overview

2P, a leading Company in a lucrative and growing ICT market

## Company Description

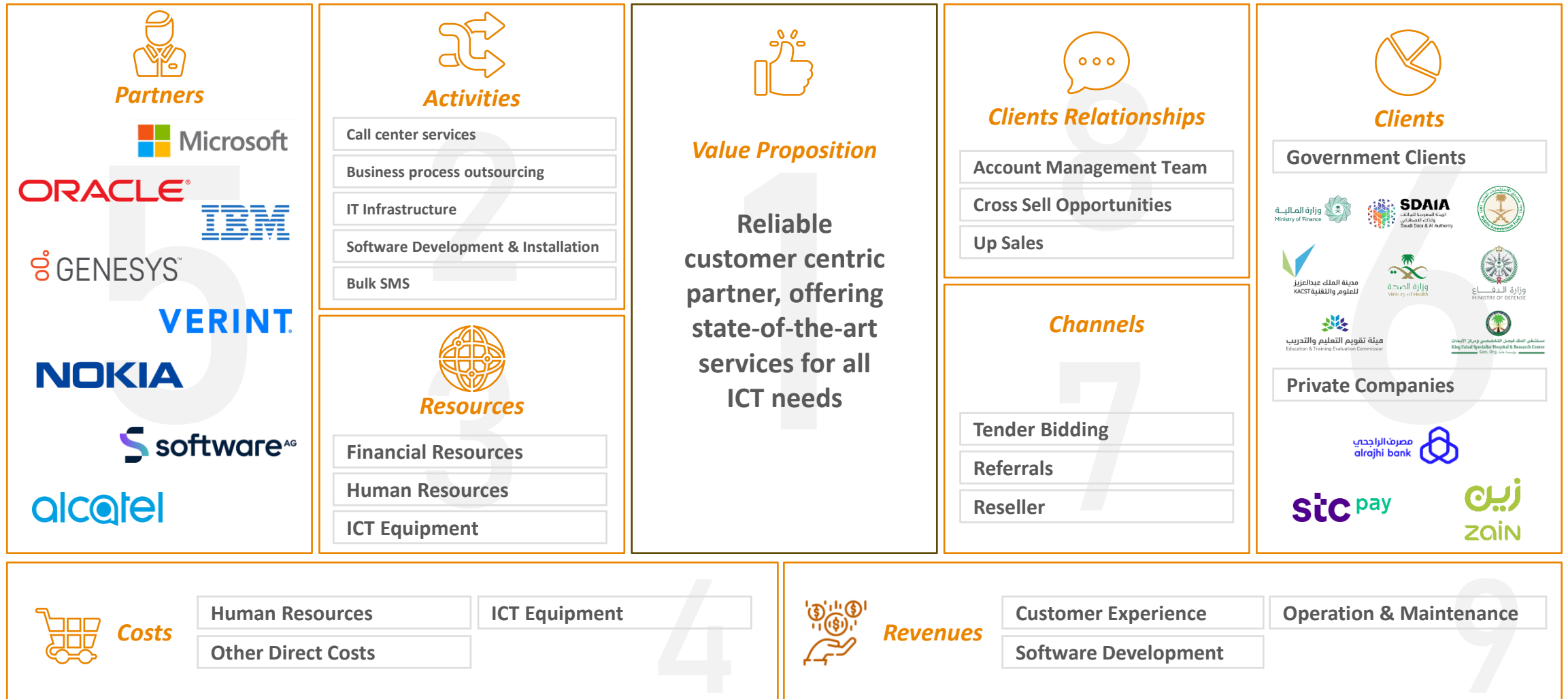
- ✓ Perfect Presentation for Commercial Services Company (“2P”), is a **leading ICT provider** with focus on **innovating** customer experience solutions and **streamlining** business operations through unlocking efficiencies
- ✓ Established in 2004, having over **18** years of experience
- ✓ well **recognized** by government and commercial enterprises
- ✓ Operates **3** main Lines of Business & Intellectual Properties
- ✓ **+3,960** employees
- ✓ In-depth **understanding** and **expertise** of regulations and requirements of **CITC**

## 2P at a glance

<p>Backlog Size <b>SAR 1,680 B</b> As of Q3 2022</p>	<p># of Contracts Expansion <b>2.0x</b> 2019 - 2021</p>	<p>Average Return on Equity <b>56.3%</b> 2019 - 2021</p>
<p>LTM Revenue <b>SAR 867 MN</b> As of Q3 2022</p>	<p>Revenue CAGR of <b>48.3%</b> 2019 - 2021</p>	<p>Average RoIC <b>29.8%</b> 2019 - 2021</p>
<p>LTM Net Income <b>SAR 127 MN</b> As of Q3 2022</p>	<p>Active Contracts <b>+ 178</b> As of 3Q 2022</p>	<p>Average Gross Margin <b>18.3%</b> 2019 - 2021</p>




















## 2P Business Model Canvas

2P operates a robust business model, with customer centric value proposition that provides solutions to clients, and exceed their expectations.



# Lines of Business

Offering a wide array of services and products through fully integrated three lines of business

 <b>Customer Experience ("CX")</b>	<b>Key KPIs</b>	<b>Sample Clients</b>
<ul style="list-style-type: none"> <li>Customer Experience includes <b>implementation of call center services</b> through <b>business process outsourcing and technology</b></li> </ul>	<p><b>42 Contracts</b></p> <ul style="list-style-type: none"> <li> <b>+125 MN Calls answered<sup>(2)</sup></b></li> <li> <b>3 Minutes Average call duration</b></li> <li> <b>92% Customers satisfaction</b></li> </ul>	  
<ul style="list-style-type: none"> <li>O&amp;M services involve long term arrangements which <b>offers management of full IT infrastructure and operations</b></li> </ul>	<p><b>79 Contracts</b></p> <ul style="list-style-type: none"> <li> <b>24/7 Support</b></li> <li> <b>SAR 12.6 MN Revenue per contract <sup>(1)</sup></b></li> <li> <b>+1400 On-ground engineers</b></li> </ul>	   
<ul style="list-style-type: none"> <li>Software Development services include providing customers with proper <b>development &amp; installations of packaged software</b>. Also, 2P offers 2-way <b>bulk SMS services</b></li> </ul>	<p><b>65 Contracts</b></p> <ul style="list-style-type: none"> <li> <b>SAR 6.1 MN Revenue per contract<sup>(1)</sup></b></li> <li> <b>+13 SWD Solutions</b></li> <li> <b>80% customer retention</b></li> </ul>	   

(1): as of YE2021  
 (2) Since inception



## 2P's Strategy for Future Growth

Building a concrete foundations for long term growth, and value creation for the shareholders

### 2P strategy pillars - Going Deeper, Casting wider

I

#### Accelerate Growth

- Penetrate B2C subscription market
- Grow vertically and horizontally through strategic acquisitions



II

#### Build a Flourishing Talent & Work Environment

- Invest in talents, train, and retain deep tech expertise
- Reinforce a high performance culture



III

#### Lead With Business Solutions

- Continue to develop in-house solutions
- Focused investments to drive growth in evolving technologies (AI, Cyber Security, and IoT) that meet global standards



IV

#### Strengthen Relationship with Clients and Partners

- Retain existing clients and partners, while increasing outreach to attract new customer base and build strategic partnerships







شركة العرض المتقن  
Perfect Presentation

# Investment Highlights

## Investment Highlights

*A lucrative investment opportunity in an ever-growing Saudi ICT sector, supported by extraordinary historical growth and visibility on performance*



1

*A growing player in an expanding ICT market*

2

*Proven capabilities to deliver diverse range of tailored solutions to its customers*

3

*Expanding backlog, providing high visibility on 2P's performance over the next 3 years*

4

*Strong financial performance with topline exceeding market trends*

5

*Well-rounded executives, supported by a strong board of directors with diverse backgrounds*

## A growing player in an expanding ICT market

At the back of the growing investments in giga projects, clarity on critical technologies, and increased spending on emerging technologies, the ICT sector has been growing over the recent years and is expected to continue growing in the future...

### ICT Market Growth Drivers



**Forced innovation due to COVID-19**



**Growing investments in Smart Cities and Giga Projects**

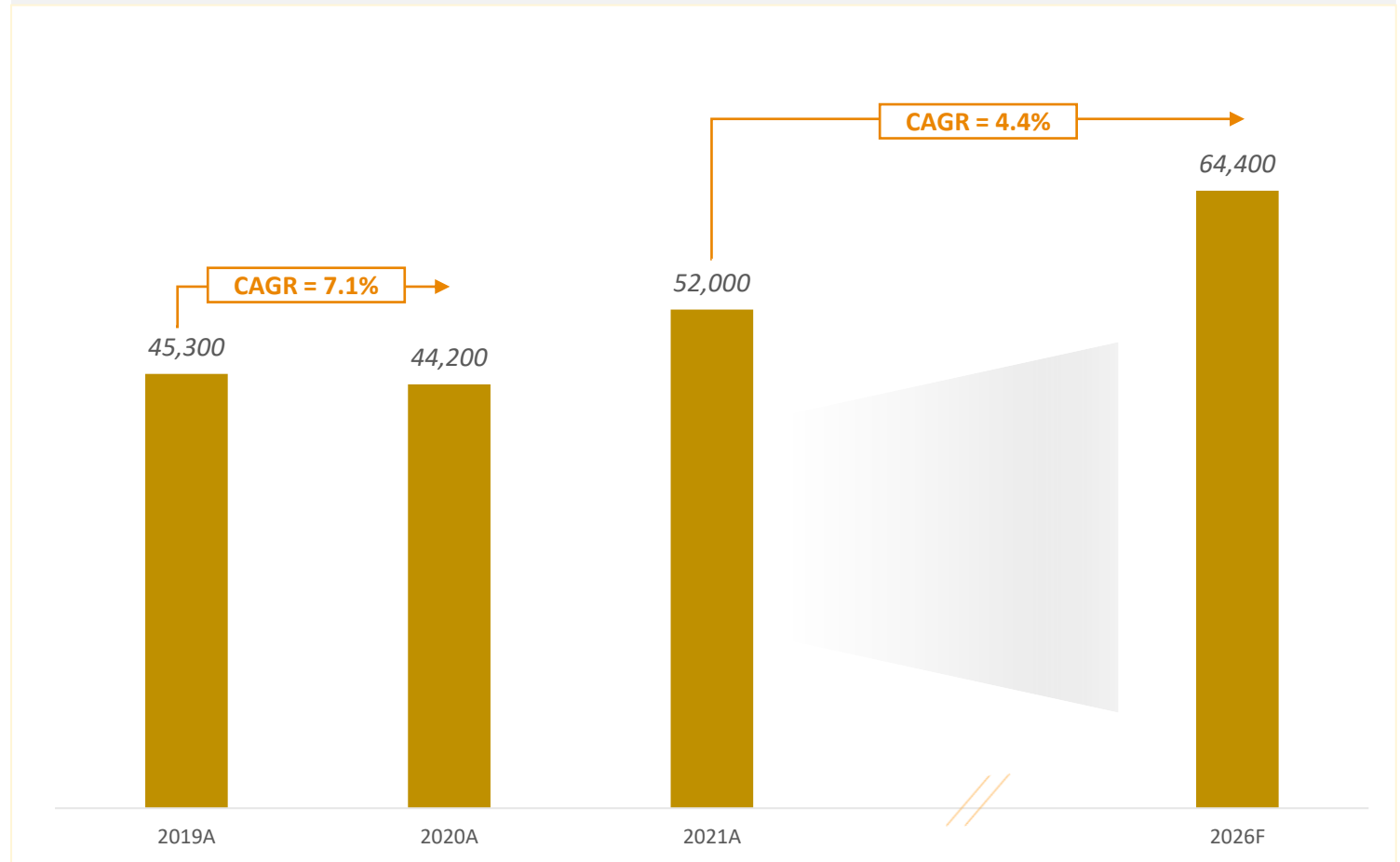


**Regulatory clarity for critical technology segments**



**Increased spending on emerging technologies**

### Overall ICT market size (SAR Mn)

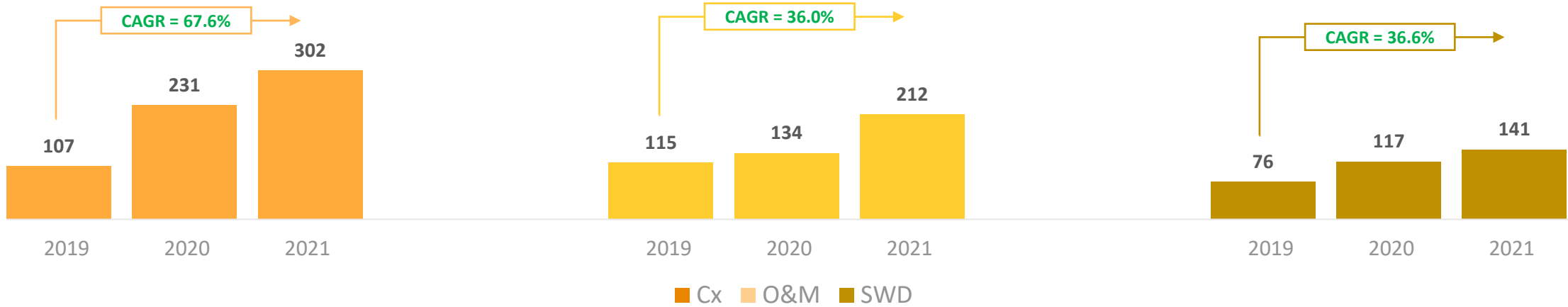
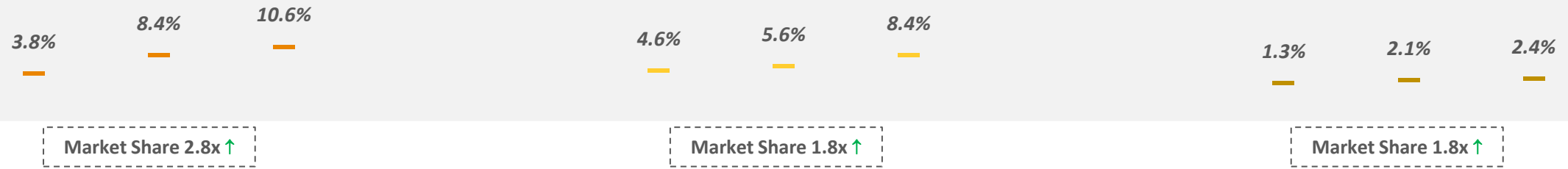


# A growing player in an expanding ICT market

... 2P has proven its capability to capture the market growth and increase its market share

2P Revenue & Market share evolution by LoB (SAR Mn)

Market Share



## Proven capabilities to deliver diverse range of tailored solutions to its customers

2P has strong digital capabilities and the scale to offer clients comprehensive and tailored one-stop shop solutions for its customers...

### Tailored solutions for clients making 2P a One-Stop-Shop for its customers



**CX**

customer experience systems

Technical solutions

AI Chat Bot



**O&M**

Curative maintenance

Preventive maintenance

Operate IT systems

Managed IT services



**SWD**

Yamamah

Wesal

Tarasul

SW Exclusive Selling Rights

Internet service provider

- 2P's comprehensive digital capabilities enable it to offer clients **comprehensive and tailored solutions**, making it a one-stop shop for customers.
- 2P provides tailored products and services across **three main integrated business units: CX, O&M, and SWD**.
- These competencies allow the Company to identify gaps in the market and quickly **develop solutions to address such gaps**.
- The all-inclusive solutions enable the Company to create **synergies and ample opportunities to cross-sell** between products and services.

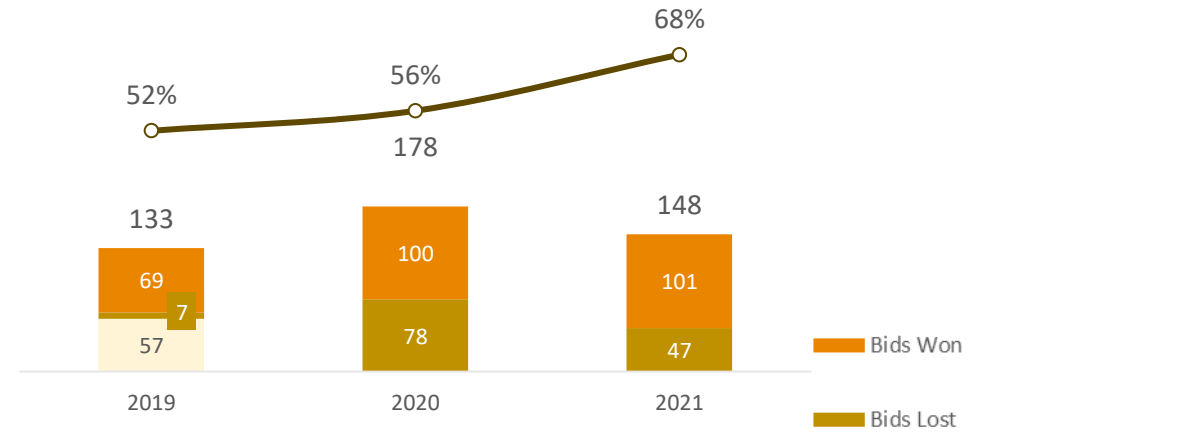
## Proven capabilities to deliver diverse range of tailored solutions to its customers

...such capabilities enable the Company to identify market gaps and quickly develop solutions to address such gaps, which result in improving the win rate of newly floated projects

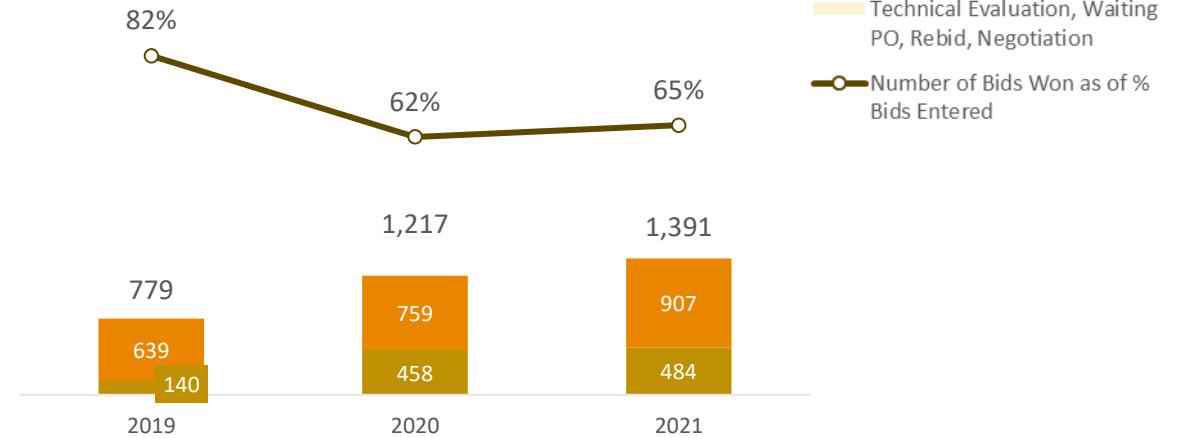
### Growth Drivers



By Number of contracts (#)



By Value of contracts (SAR MN)

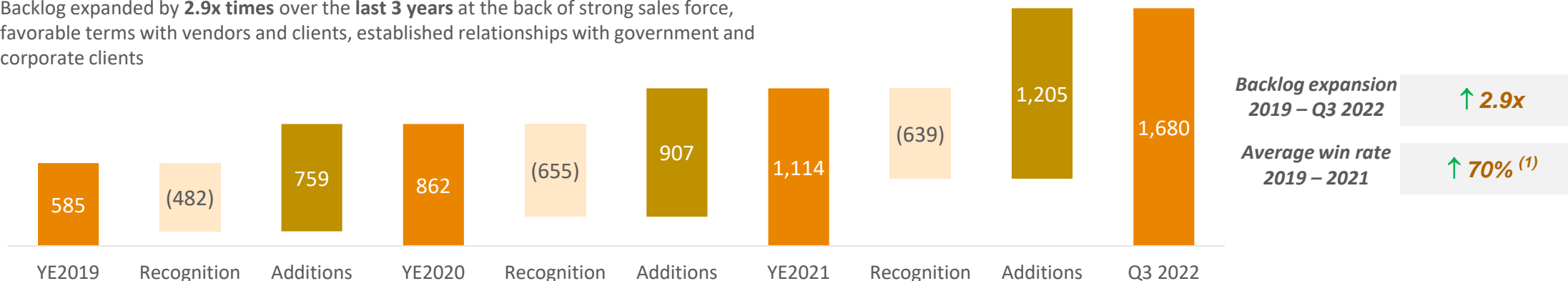


## Expanding backlog, providing high visibility on 2P's performance over the next 3 years

Healthy diversified backlog, growing steadily, with total backlog reaching SAR 1,680 MN at the end of Q3 2022

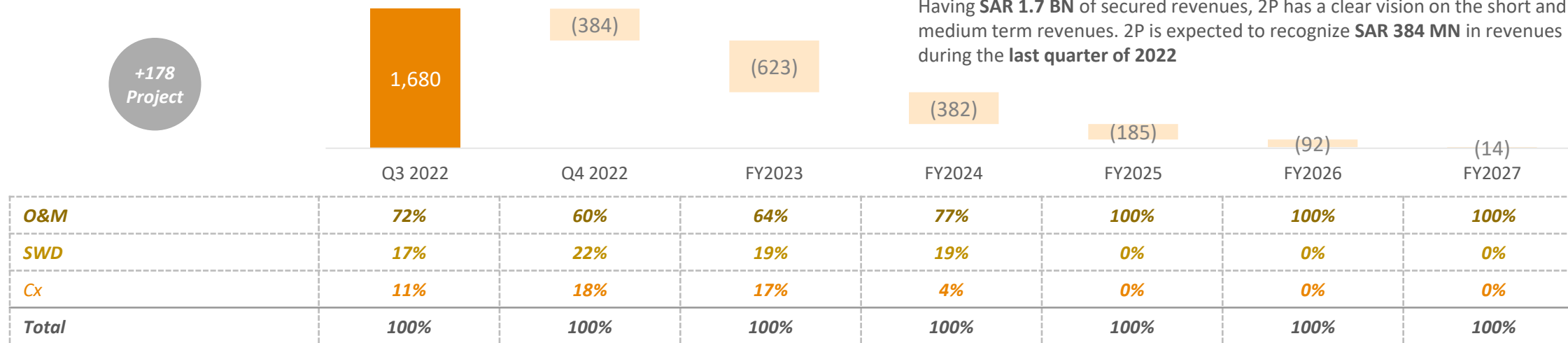
### Backlog Evolution (SAR Mn)

Backlog expanded by **2.9x times** over the **last 3 years** at the back of strong sales force, favorable terms with vendors and clients, established relationships with government and corporate clients



### Backlog Recognition as of 3Q 2022 (SAR Mn)

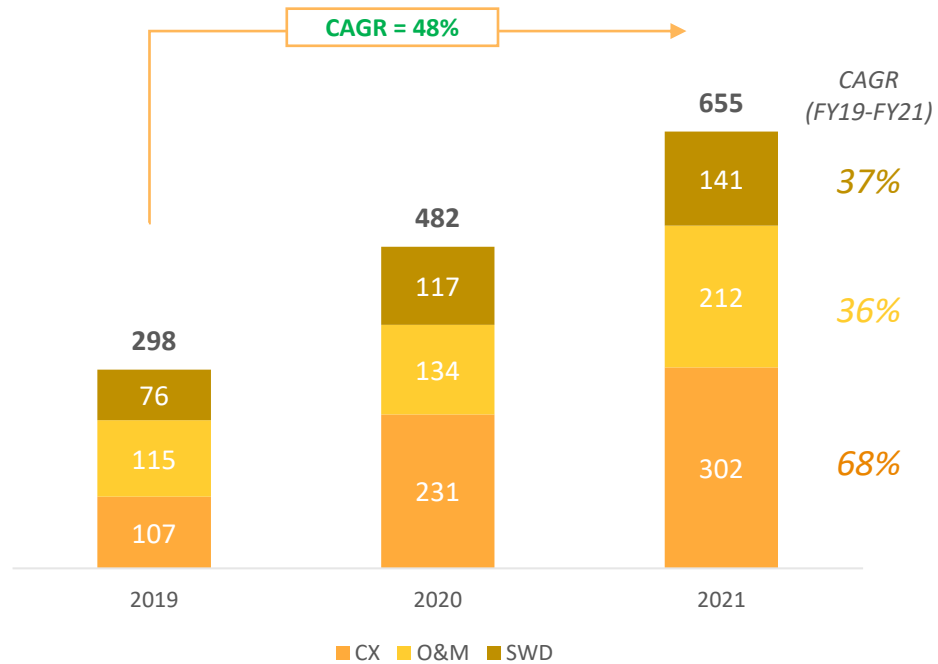
Having **SAR 1.7 BN** of secured revenues, 2P has a clear vision on the short and medium term revenues. 2P is expected to recognize **SAR 384 MN** in revenues during the **last quarter of 2022**



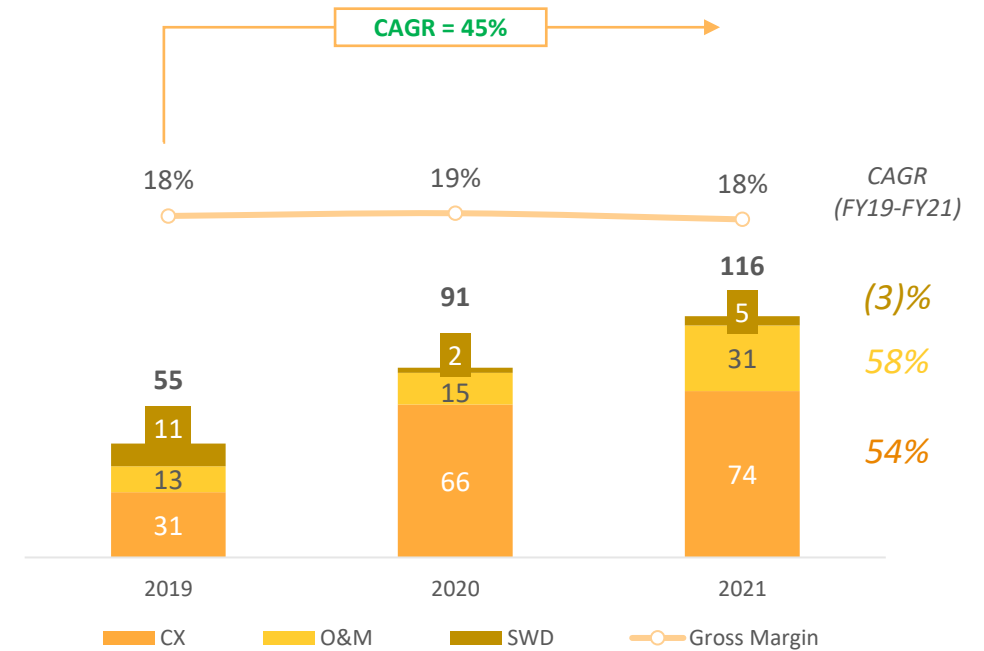
## Strong financial performance with topline exceeding market trends

From 2019 to 2021, 2P's revenues witnessed an impressive 48% CAGR, with Gross Profit growing by 45% during the same period

Revenue by LoB (SAR Mn)



Gross Profit by LoB (SAR Mn)



Revenue Mix

LoB	2019	2020	2021
CX	36%	48%	46%
O&M	38%	28%	32%
SWD	26%	24%	22%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Gross Margin

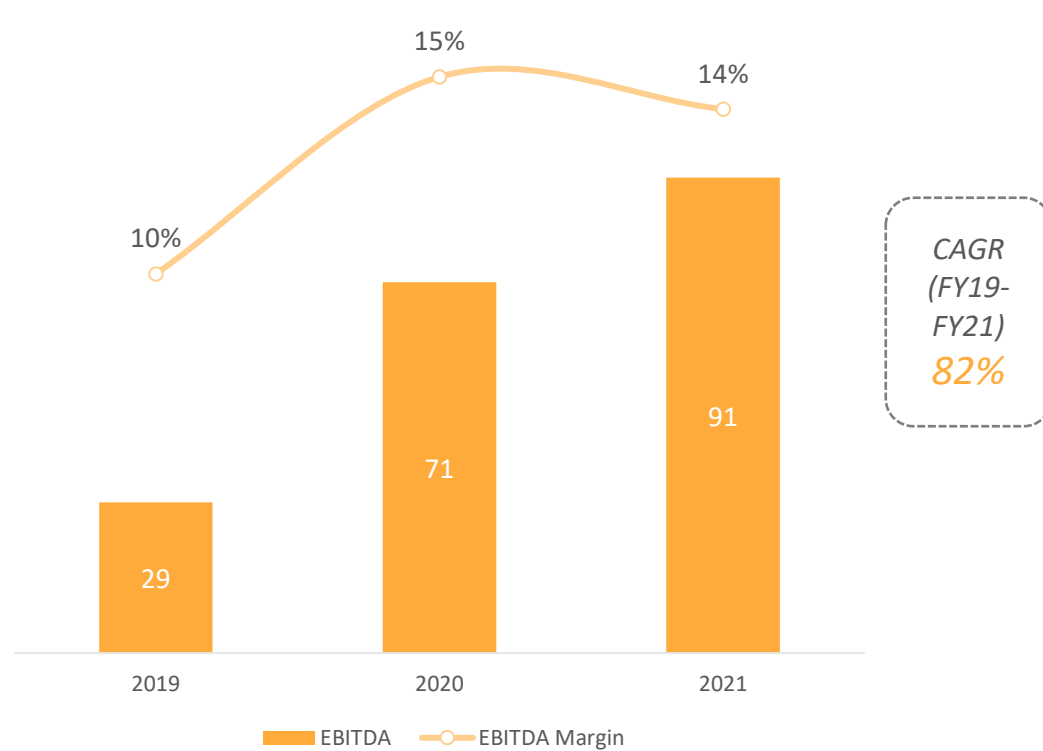
LoB	2019	2020	2021
CX	29%	29%	25%
O&M	11%	11%	15%
SWD	14%	8%	7%
<b>Overall</b>	<b>18%</b>	<b>19%</b>	<b>18%</b>



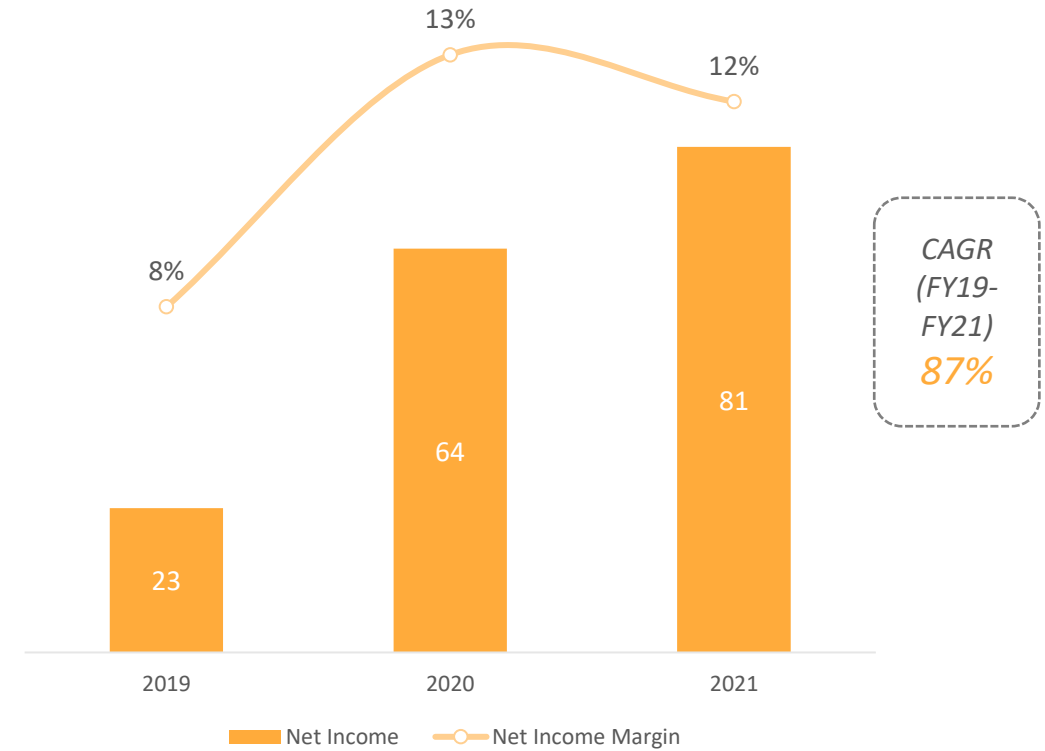
## Strong financial performance with topline exceeding market trends

From 2019 to 2021, 2P's profitability witnessed north of 80% average growth, with EBITDA and net income margins improving by 4 percentage points each

EBITDA (SAR Mn)



Net Income (SAR Mn)

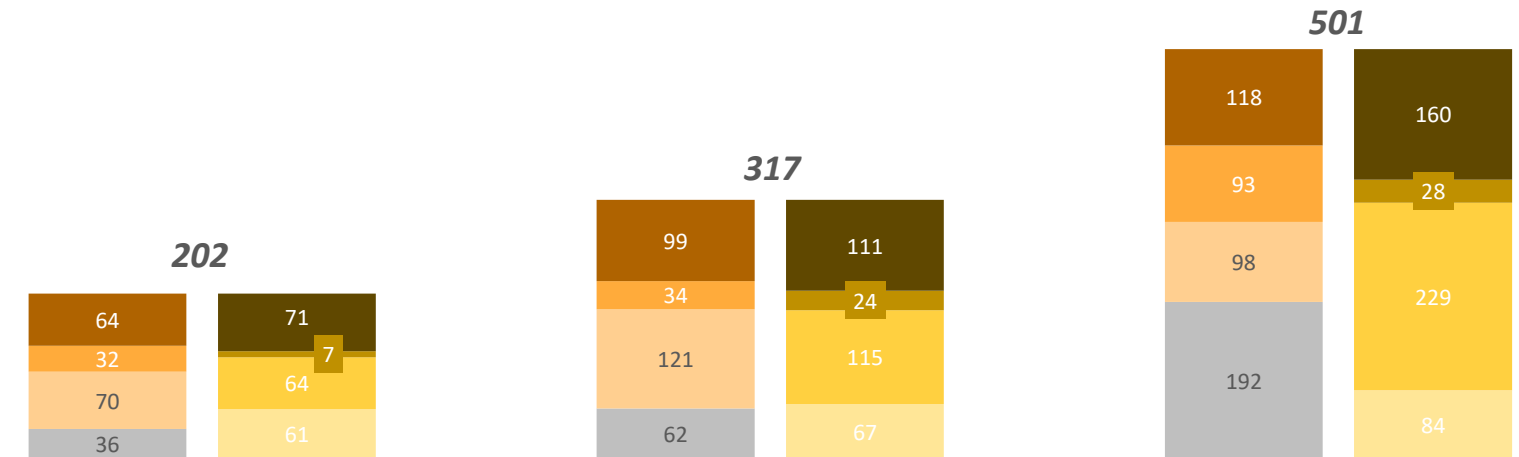


## Strong financial performance with topline exceeding market trends

2P enjoys a strong returns with average RoE of 56.3% from 2019 – 2021, coupled with low debt balance

### Balance Sheet Snapshot (SAR Mn)

- Shareholders' Equity
- Non-Current Liabilities
- Other Current Liabilities
- Short Term Loans
- Non-Current Asset
- Other Current Asset
- Account Receivables
- Contract Assets



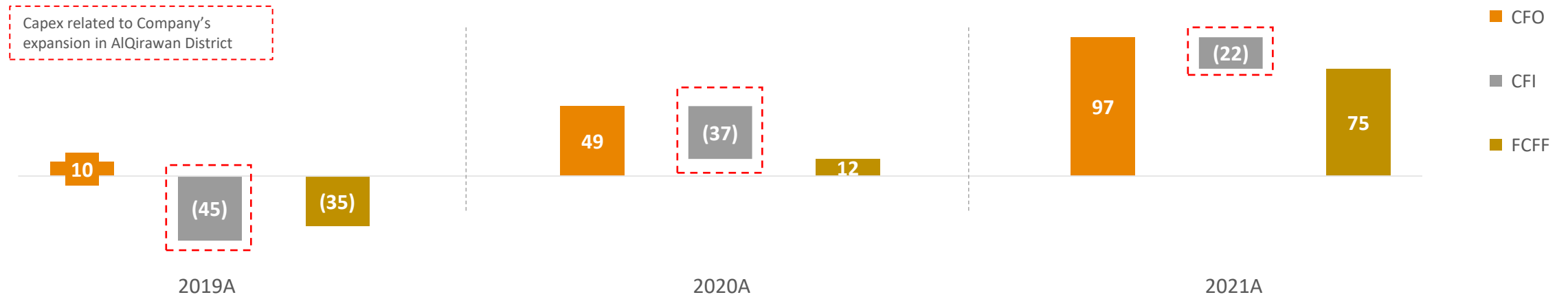
Key Ratios	2019	2020	2021
NWC/Sales	24.4%	19.7%	13.8%
RoIC	17.2%	31.9%	40.3%
RoE <sup>(1)</sup>	38.4%	70.9%	59.5%
Net Debt / EBITDA	2.12	1.03	0.28
D/(D+E)	46%	41%	37%

1. Calculated as (net income / Average equity balance)

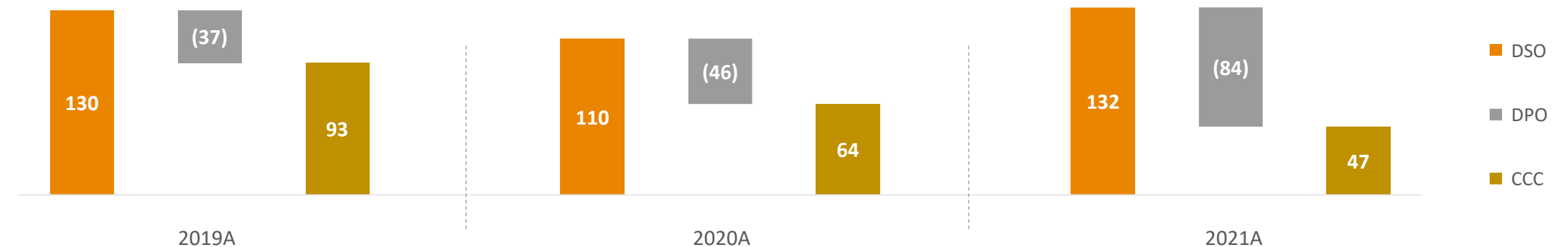
## Strong financial performance with topline exceeding market trends

2P has recorded a strong growing CFO supported by efficient working capital management during the last 3 years

### Cash Flow (SAR Mn)



### Cash Conversion Cycle (Days)

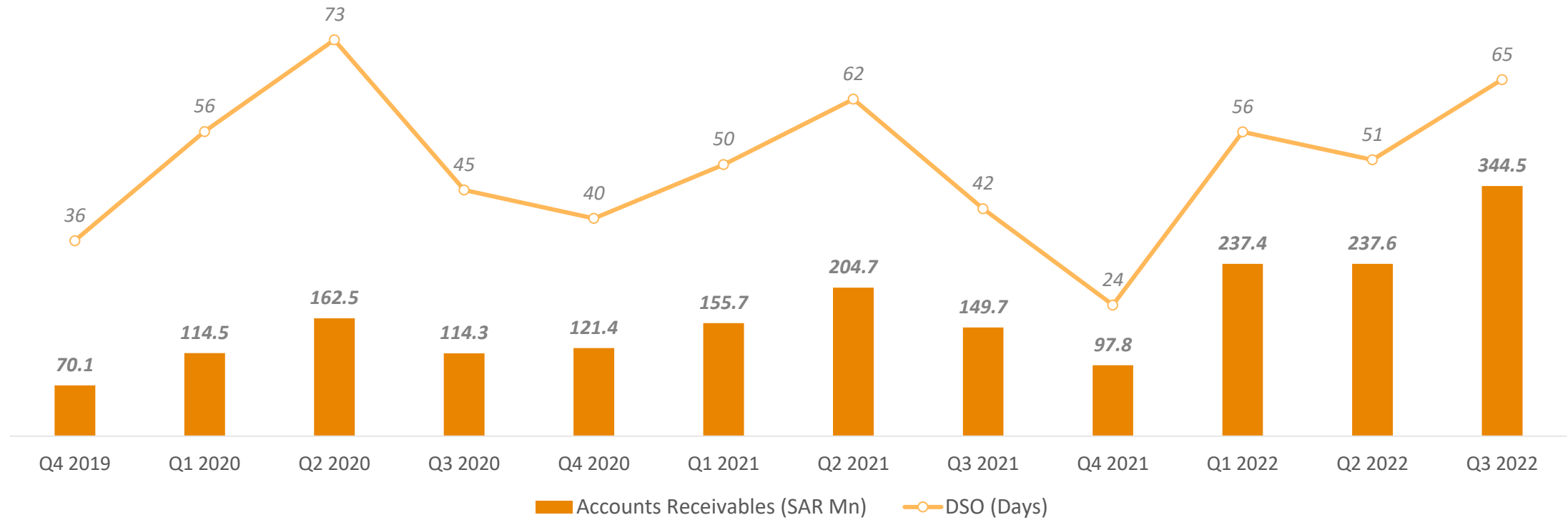


1.  $DSO = (\text{Average total trade debtors} + \text{contract assets}) / \text{revenue} \times 365 \text{ days}$ .
2.  $DPO = (\text{Average total payables} / \text{cost of revenue minus salaries, wages and other benefits}) \times 365 \text{ days}$
3.  $CCC = \text{Days of receivables and contract assets} - \text{Days of payables}$ .

## Strong financial performance with topline exceeding market trends

Given the nature of 2P contracting business, receivables is being collected during the second half of the year as illustrated in the chart below

### Quarterly Collection Cycle

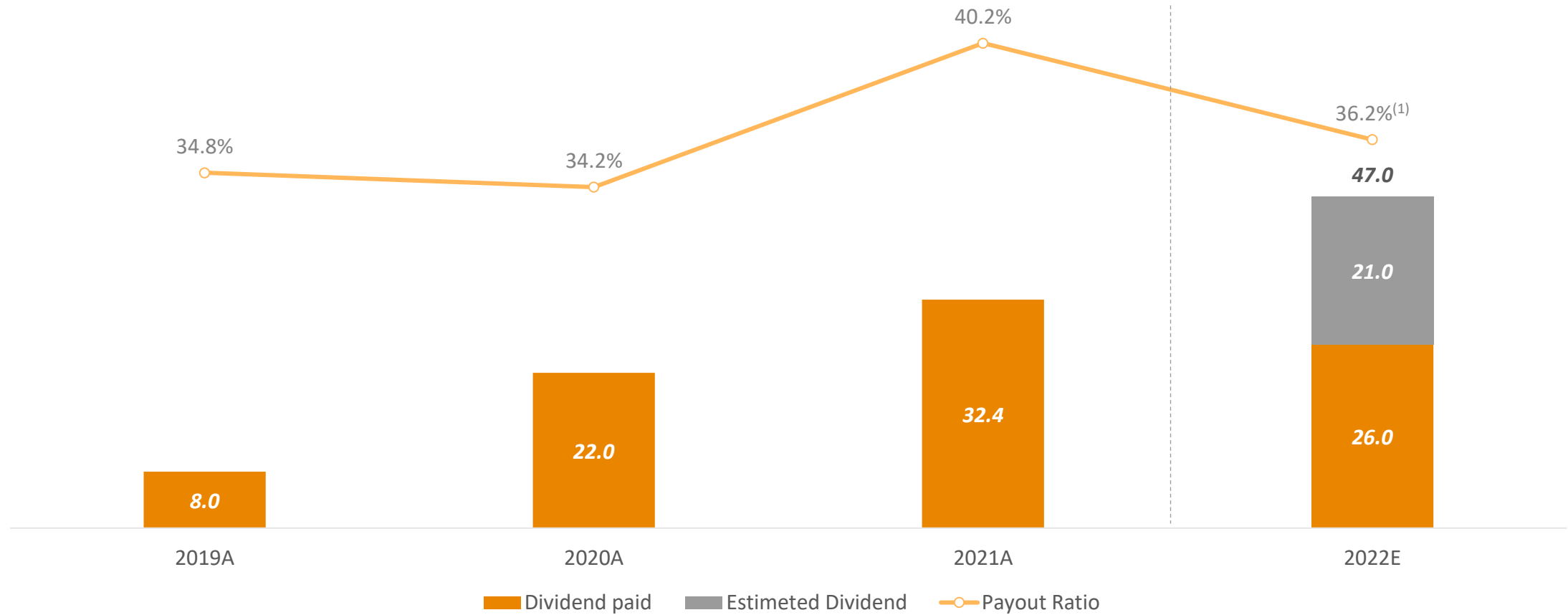


DSO = (total trade debtors/ LTM revenue) x 365 days.  
Source: Management Information, Financial Statements

## Strong financial performance with topline exceeding market trends

While 2P has significantly grown its topline and profitability, it has managed to payout on average 36.4% of its net income during the last 3 years – during the second half of 2022, the Company is expected to pay SAR 21 MN (i.e. SAR 1.40 per share)

Dividend Distribution (SAR Mn)





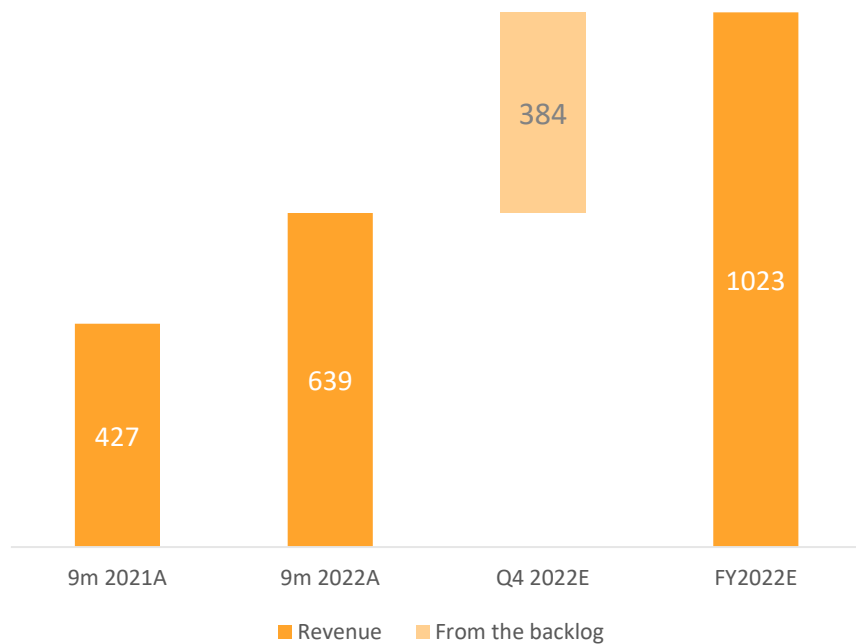
شركة العرض المتقن  
Perfect Presentation

# Q3 Results & Outlook

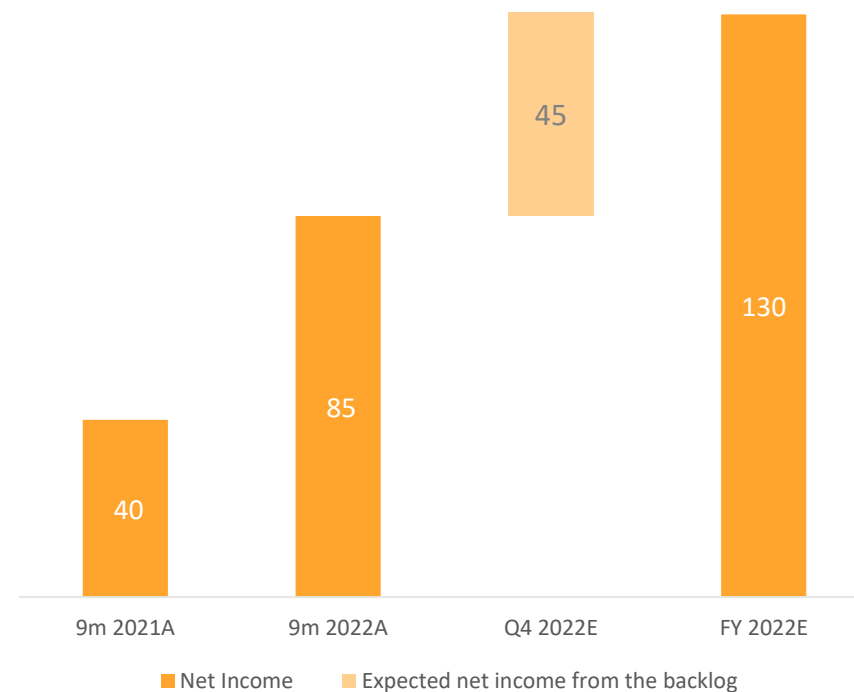
## Q3 and 2022E performance

From Q3 2021 to Q3 2022, 2P's revenues and net income witnessed exponential growth, reaching 50% and 113%, respectively.

Revenue (SAR Mn)



Net Income (SAR Mn)



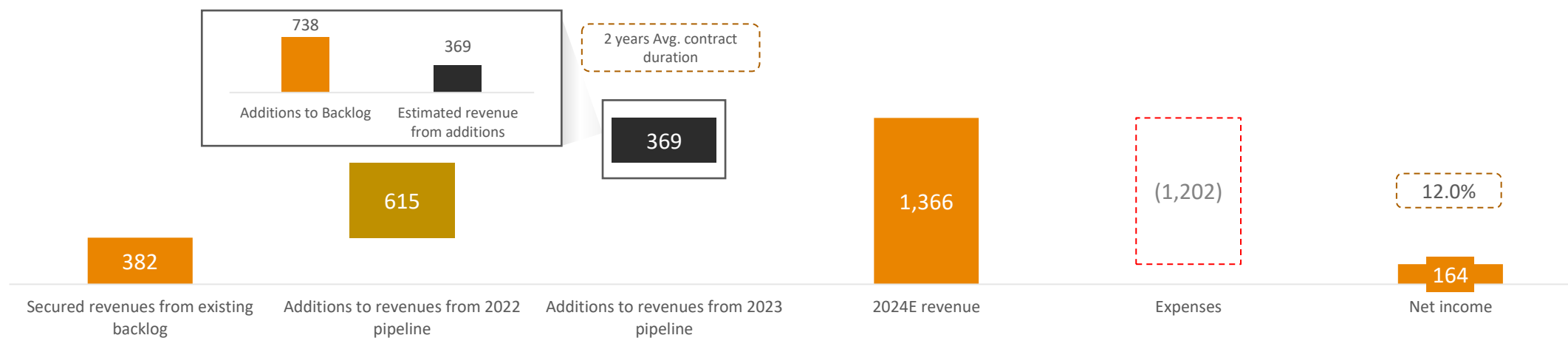
## High Visibility on the Near Future's Financial Performance

At the back of increasing demand on ICT solutions, government spending on business outsourcing, and digital overhaul, 2P is expected to continue growing its topline to reach 1.23 and 1.36 BN in 2023 and 2024 respectively

### 2023E Projected Revenue & Net income Build-up (SAR Mn)



### 2024E Projected Revenue & Net income Build-up (SAR Mn)



Net Income Margin





شركة العرض المتقن  
Perfect Presentation

Thank you

2P