



شركة الأندية للرياضة
SPORT CLUBS COMPANY

INVESTOR PRESENTATION

Sep 2025

CONFIDENTIAL

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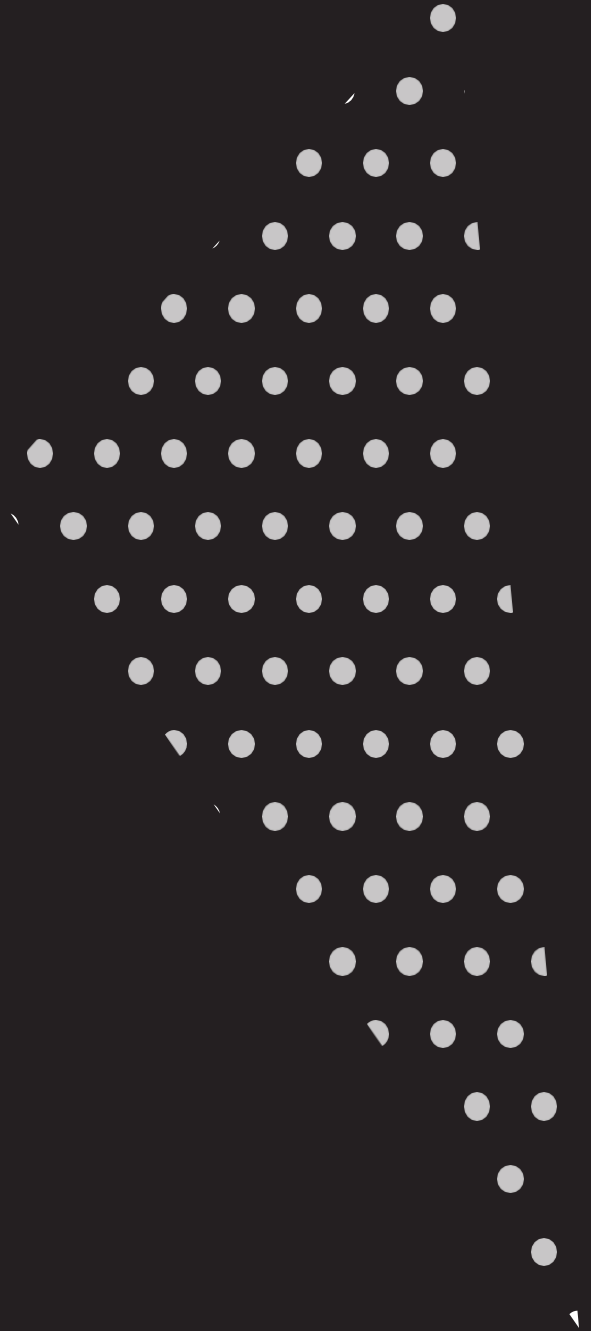
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COMPANY PROFILE

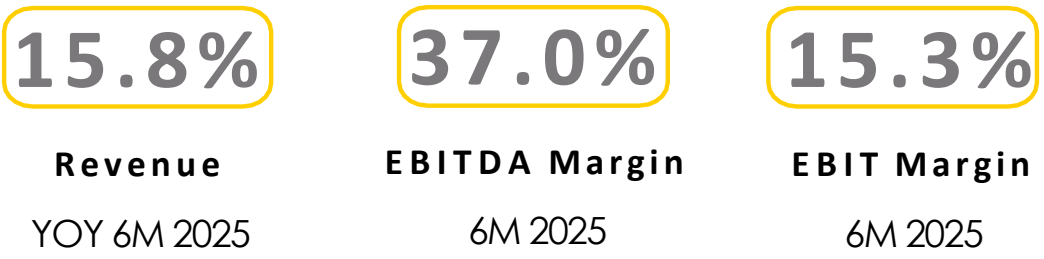
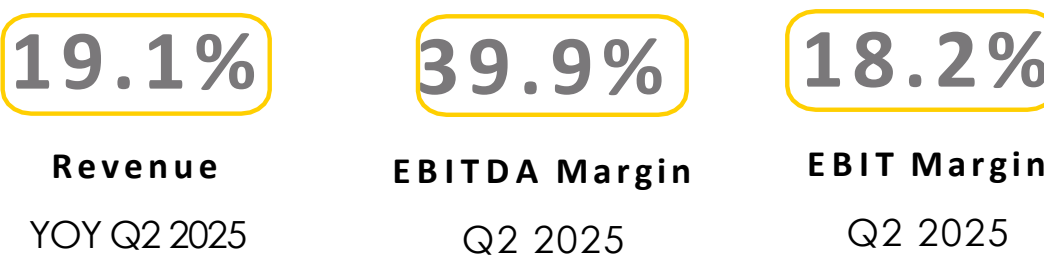


SPORT CLUBS COMPANY AT A GLANCE

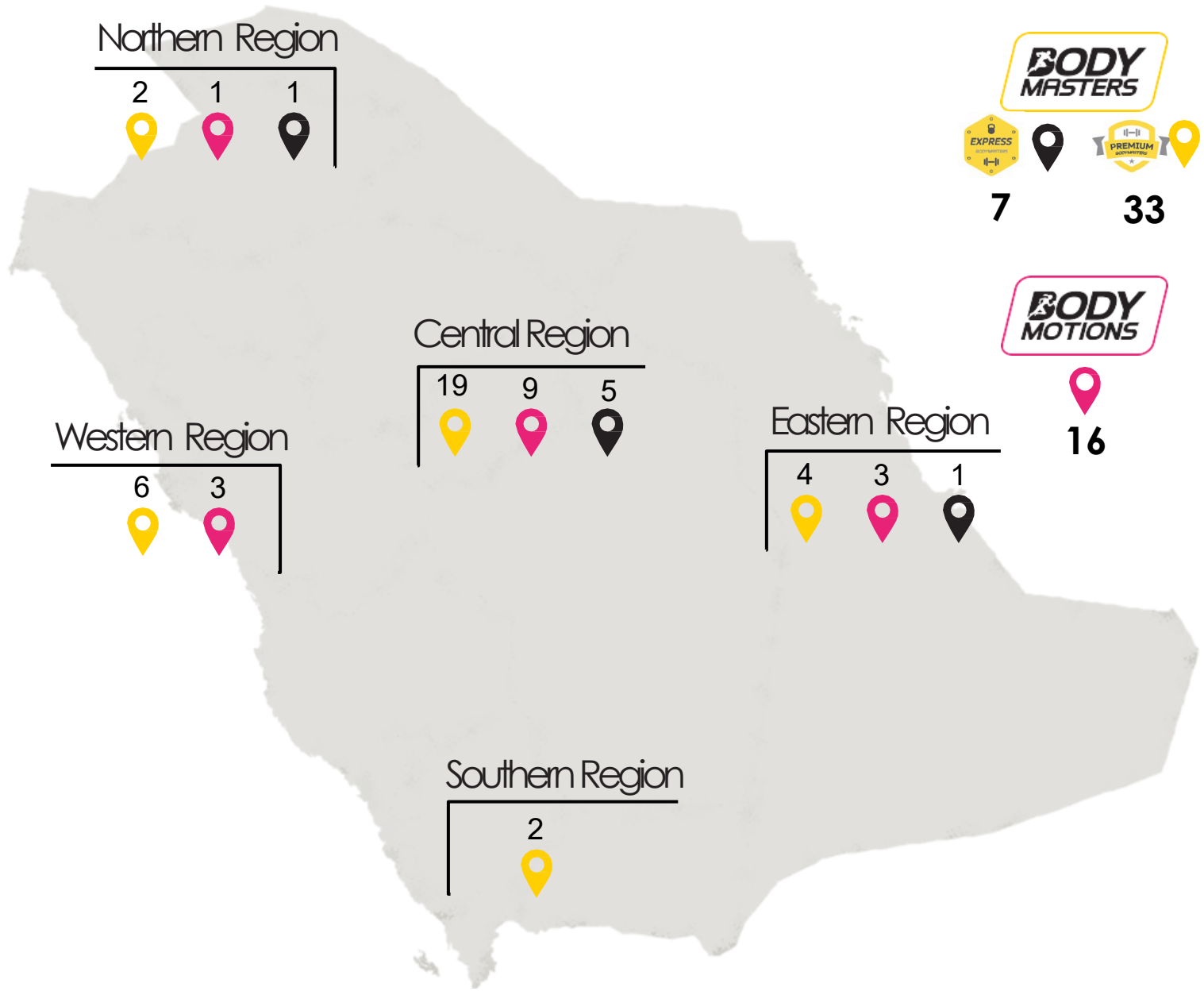
ROBUST BUSINESS WITH SOLID TRACK RECORD



STRONG FINANCIAL PROFILE



EXTENSIVE NETWORK OF 56 CLUBS ACROSS 17 CITIES



VISION

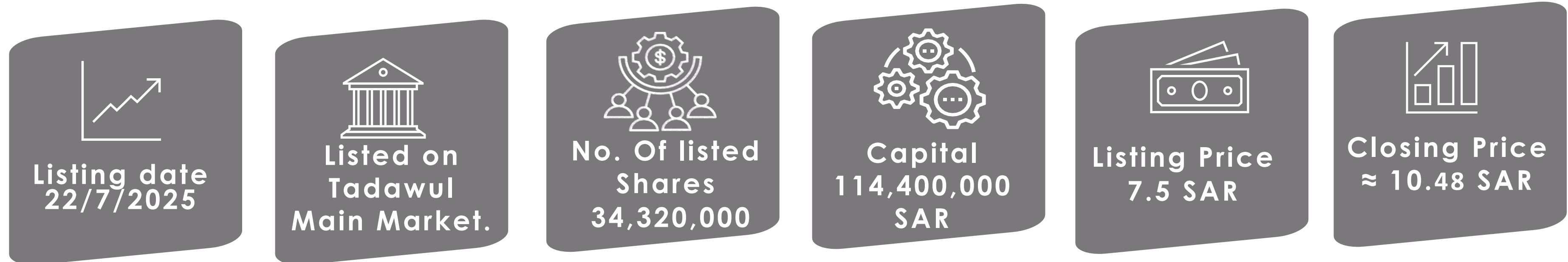
Providing a spacious and inviting environment for training and physical activity, enabling our community members to improve their quality of life, maintain their overall health and enhance their physical fitness in the most convenient ways. Our widespread centers embody a meeting place for those seeking to maintain a healthy and sustainable lifestyle, and a destination for companies supporting their employees in achieving this goal.

MISSION

Encouraging our community members to adopt a healthy lifestyle and promoting regular physical activity while providing a distinctive and unique experience to our customers—both beginners and experts alike—in the fields of sports and fitness through a passionate, skilled and experienced team.

* We are Operating 58 Clubs Currently.

SUCCESSFUL INITIAL PUBLIC OFFERING



Summary use of proceeds – boosting the expansion and refurbishing plans

Item	Expected UoP(1) (%)	Expected Timeframe
Establishing and equipping new fitness clubs	60%	12 – 18 months
Purchasing high-efficiency Fitness Equipment	20%	
Developing certain existing fitness clubs	16%	6 – 12 months
Repayment of high-interest outstanding debt	4%	3 – 6 months

SCC intends to allocate 96% of the net IPO proceeds (after expenses) for the purpose of financing its growth plans by establishing, refurbishing, and equipping its new fitness clubs, in addition to transforming a number of existing clubs to the new model

SCC TODAY



Operating 3 Brands

Serving the various needs of the members with tailored offerings



Maintained Market Presence



Expanded the Network of Gyms

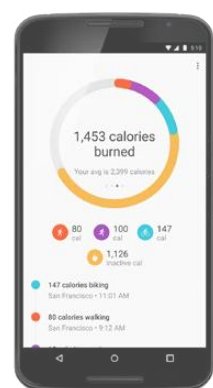
Allowing easy access to wider audience and convenient reach

17
Cities

56
Clubs

+137K
Active Members
(as of end of Q2 2025)

A Solid Digital Infrastructure Supported by Advanced Technologies



A scalable fully-integrated ERP system that paved the way to our new mobile app, dynamic websites, and online payment

tamara

tabby

A Strong Digital & Social Media Presence

+230K Fans
+200K Followers
+130K Followers

+2MN Views
3 new Websites
+810K App Downloads

BUSINESS SEGMENTS

SECOND LARGEST PLAYER IN THE SAUDI FITNESS MARKET, OPERATING UNDER TWO BUSINESS SEGMENTS

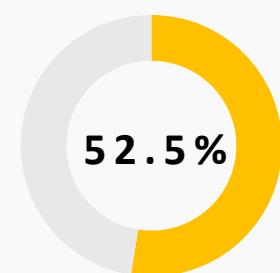
Establishing, Managing, and Operating Fitness Clubs

Turnkey Fitness Solutions & Services



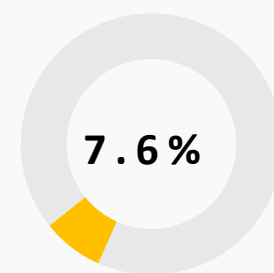
Highest Category of male gyms
Vast array of offerings
Recreational facilities
Pool & Wellness area

33 locations



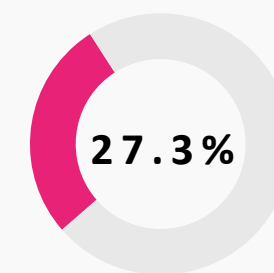
High quality male gyms at lower price positioning
Basic fitness offerings only

7 locations



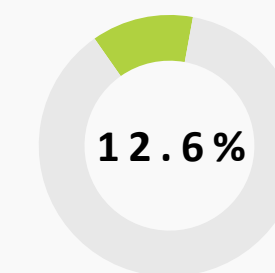
Female-only gym (similar to Body Masters premium concept)
Vast array of offerings
Recreational facilities
Pool & Wellness area

16 locations



Launched in 2020, Body Experts provides comprehensive fitness solutions and a suite of integrated fitness services:

- Fitness consultancy and design and construction of gyms, centers and other fitness facilities;
- Planning and layout of fitness equipment, supply and furnishing of fitness equipment;
- Operation and maintenance of fitness facilities



As % of Revenue
(TTM - Till Q2 2025)

As the first fitness chain in Saudi Arabia, the brand has top-of-mind recall among gym goers, leading to unmatched brand equity and a sustainable customer base

BODY MASTERS

2 Categories of Clubs



33

Clubs



7

Clubs

MALE TAILORED GYMS

Advanced Equipment

Fully equipped clubs with outstanding features and advanced technology

PRECOR

FREEMOTION



LifeFitness

PANATTA

HAMMER
STRENGTH

Top-up Services

Ensuring fulfilment of the members' needs at competitive prices

Personal Training

Merchandise

Body Composition Measurements

Martial Arts Academy

Club-in-club business model for self-defense and martial arts in selected clubs:

Providing:

Brazilian Jiu-Jitsu

Boxing

Muay Thai

Mixed Martial Arts

Seamless Digital Membership Experience

- Online Subscription through app / websites
- Fully integrated membership management
- Virtual club tours
- A future-ready member experience

Key Statistics



Revenue

SAR 185.6MN

TTM Till Q2 2025

Revenue CAGR

6.9%

2022 – TTM Till Q2 2025

Gross Margin

29.6%

TTM Till Q2 2025

Active Members

82K

TTM Avg.



Revenue

SAR 27MN

TTM Till Q2 2025

Revenue CAGR

(13.1%)

2022 – TTM Till Q2 2025

Gross Margin

13.6%

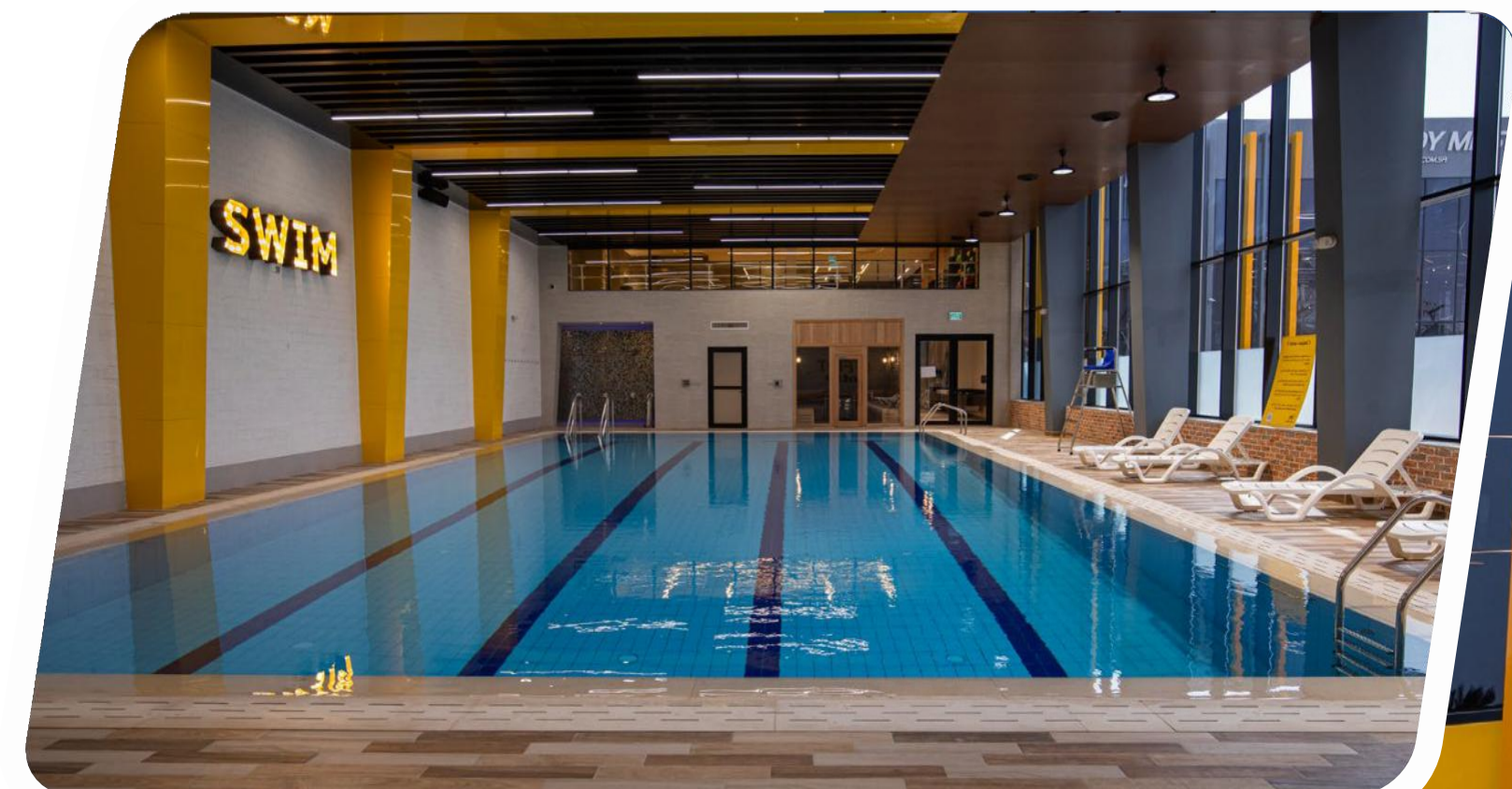
TTM Till Q2 2025

Active Members

15.2K

TTM Avg.

BODY
MASTERS

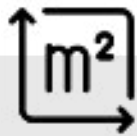


BODY MOTIONS

SINCE LAUNCHING IN 2020, BODY MOTIONS HAS BEEN THE GO-TO CHOICE FOR FEMALE GYM-GOERS IN KSA

A similar offering compared to Body Masters Premium, with additional features tailored specifically to females

- Tailored nutrition services to support the members' goals, available for an additional fee
- Reformer Pilates, yoga and boxing studios in most of the branches
- Wide range of group exercise classes tailored for women

				
Launched 2020	Cities 07	Clubs 16	# of GX Classes +20	Avg. Club Size 2,200 sqm

Key Statistics

Revenue SAR 97MN TTM Till Q2 2025	Revenue CAGR 14% 2022 - TTM Till Q2 2025	Gross Profit 27.5% TTM Till Q2 2025	Members 29K TTM – Avg.
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BODY EXPERTS

A One-Stop Turnkey professional fitness solutions provider



Launched in 2020



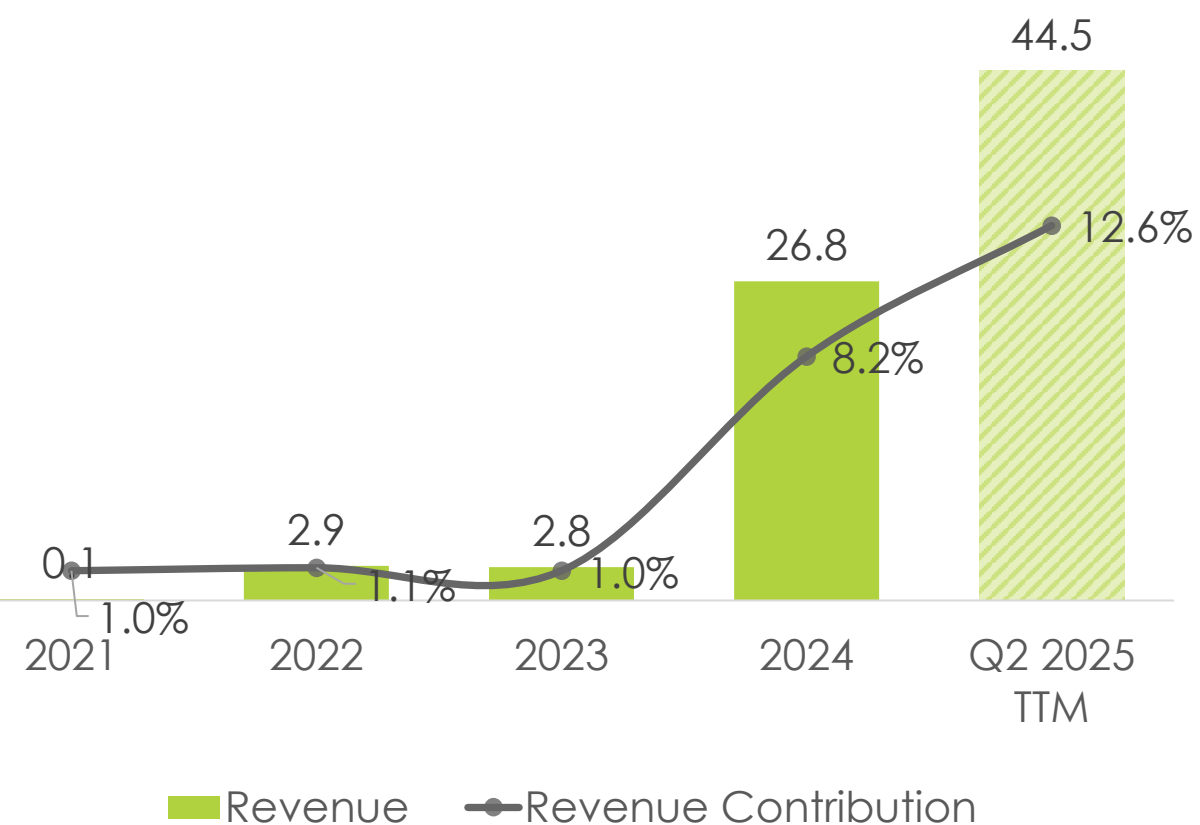
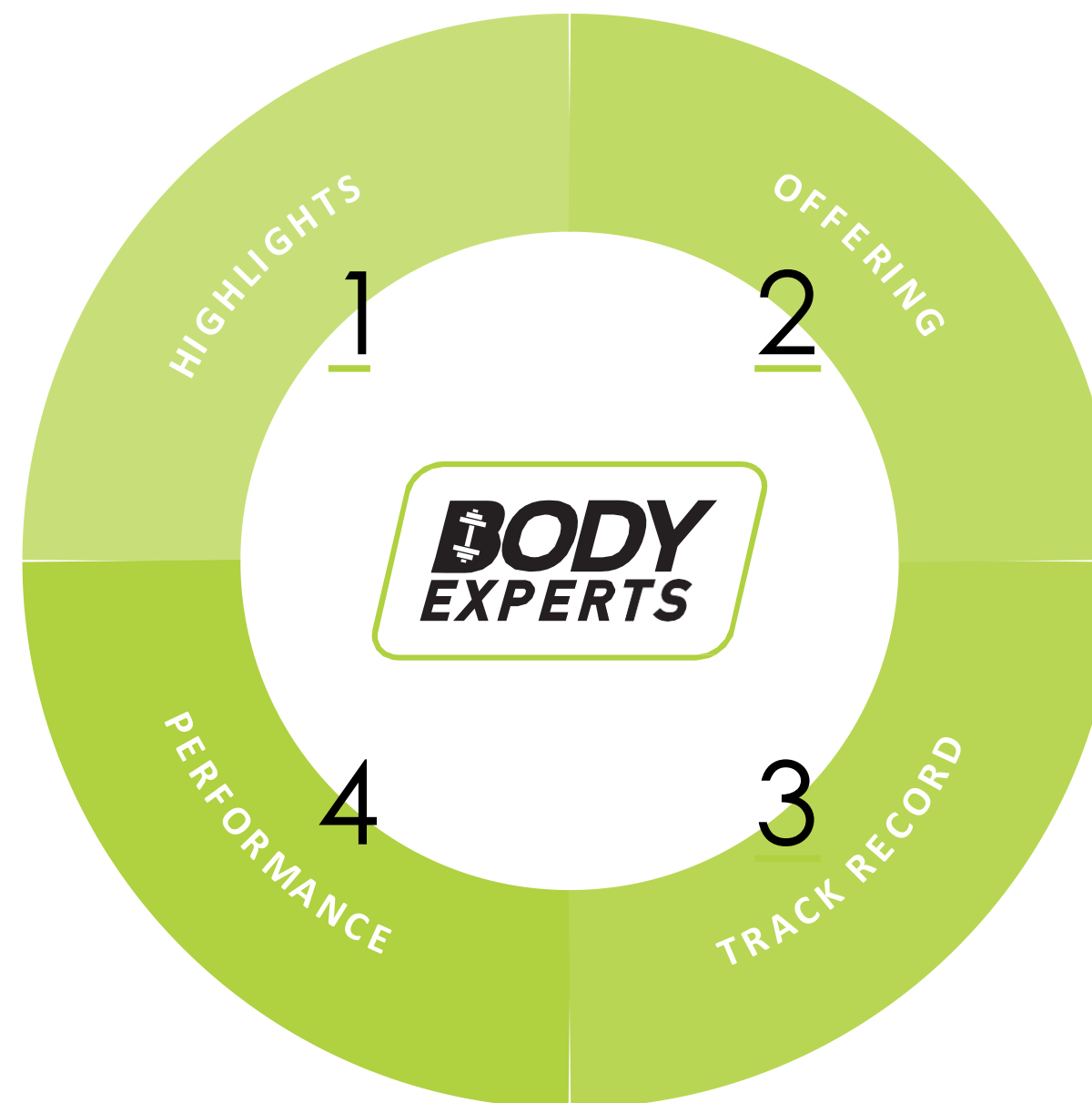
In-house Engineering Department



Optimized Operational Costs



Positive Impact on Profitability



Conceptual Development

Planning and Design

Construction and Finishing*

Equipping

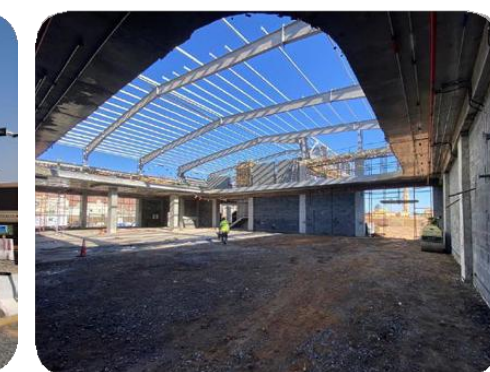
Human Capital Planning

Operations

Major Contracts Won

الهيئة الملكية لمحافظة العلا
ROYAL COMMISSION FOR ALULA

KAFD
مركز الملك عبدالله المالي



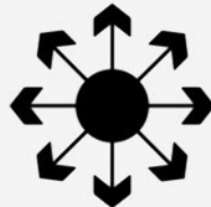
+1 Government Entity

SCC FUTURE AND STRATEGY

A robust strategy anchored on 2 core pillars and driven by cutting-edge technologies, fortifying the Company's position further as a leading force in the Saudi fitness market.

TRANSFORMATIONAL MULTI-SEGMENT EXPANSION

New Clubs Expansion



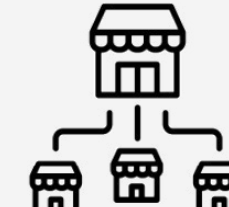
Opening 50 new clubs over next 5 years using AI-based technology to select locations.

Refurbishment of Old Clubs



Transform some of the old clubs into the new identity format.

Cross-Border Expansion



Expand internationally through a franchise model.

Incremental Growth In Body Experts



Capitalize on Vision 2030 projects in government, corporate, and real estate sectors.

MEMBERSHIP BASE GROWTH

Increase New Member Acquisition



- Growing brand equity with focus on digital channels
- Continue successful marketing campaign launching strategy
- Optimizing leads process through automation
- Capitalizing on existing referral program
- Widening corporate sales targeting

Increase Member Retention



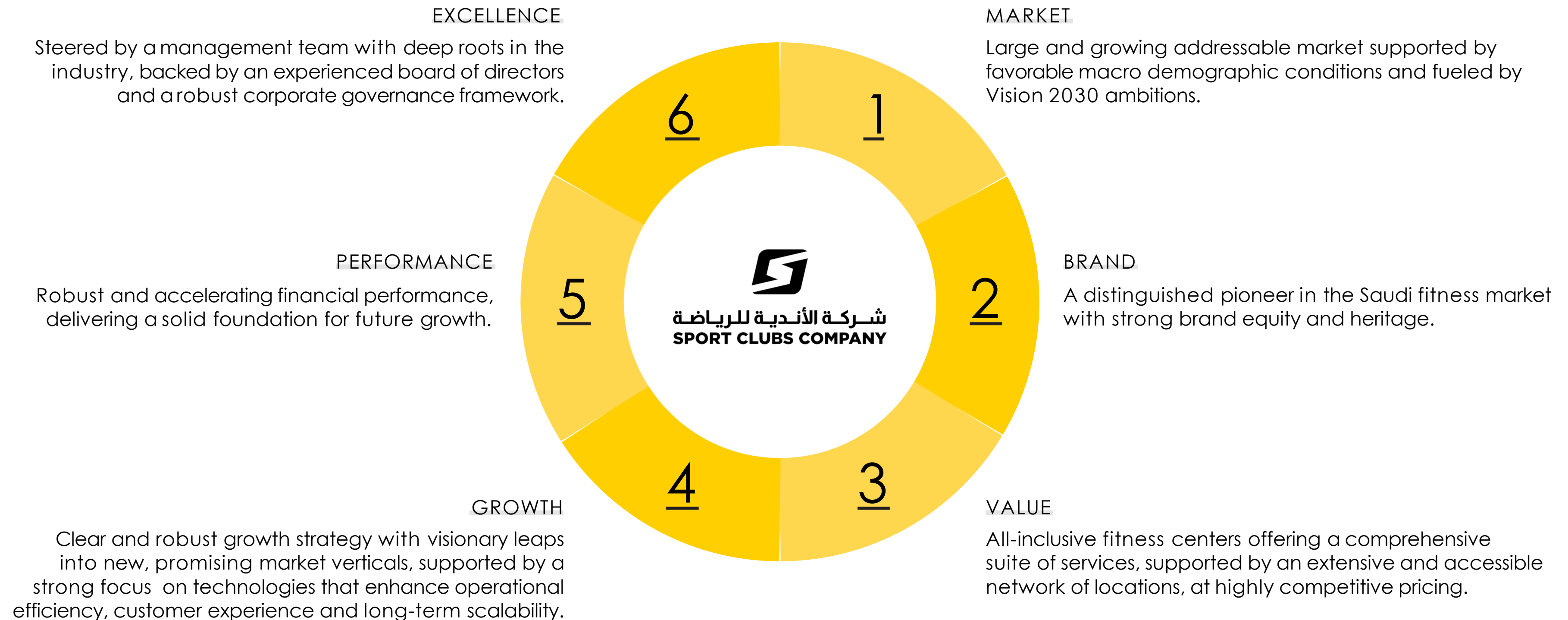
- Utilizing digital infrastructure to perfect customer journey
- Enhancing member engagement and goal achievement
- Enhancing our early renewal programs

Lost Members Re-Activation



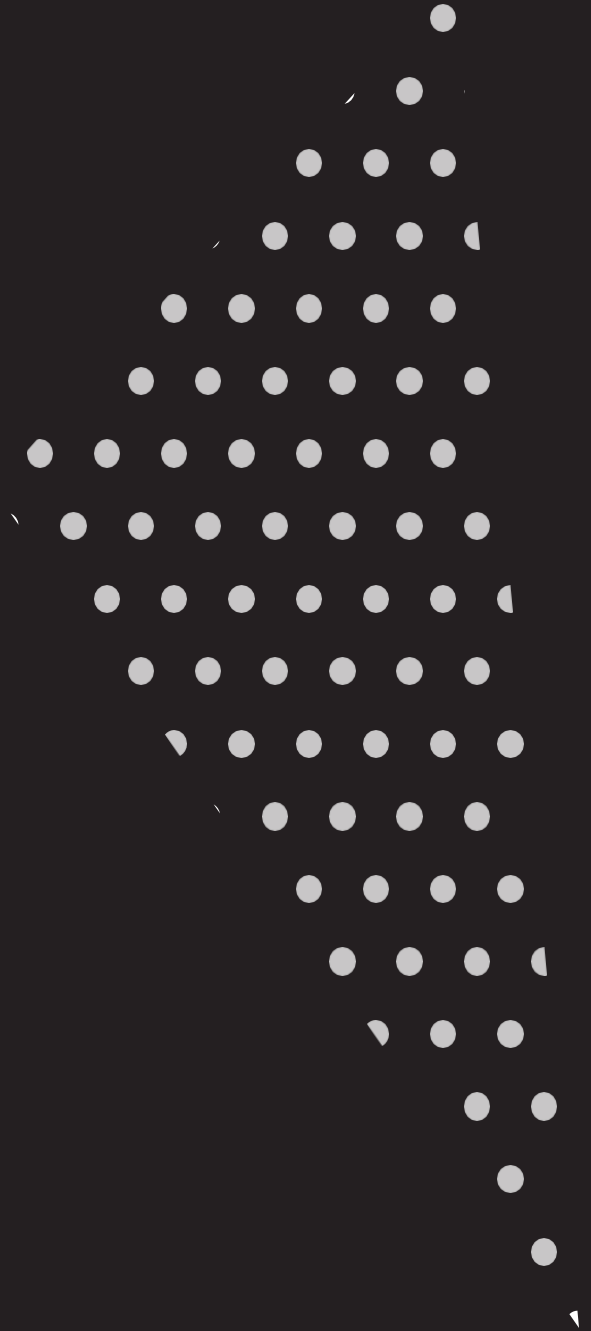
- Personalizing communications with lost members
- Re-engaging with tailored offers and benefits

Value Propositions





Market Overview & Opportunity



LARGE AND GROWING ADDRESSABLE MARKET SUPPORTED BY STRONG MACRO & DEMOGRAPHIC TAILWINDS AND FUELED BY VISION 2030 AMBITIONS

VISION 2030 MAIN PILLARS



PROGRAM ASPIRATIONS / TARGETS



A thriving economy - moving away from oil dependency

Increase the sports sector's contribution of GDP

Increase household spending on culture & entertainment from 2.9% in 2016 to 6% in 2030



A vibrant society - focusing on improved quality of life

Activate 4,991 sports venues, 405 cultural and 260 entertainment places

40% participation rate in Sports and Physical Activity



An ambitious nation - enhancing KSA's global presence

3 cities among the top 100 cities worldwide

Host large-scale, internationally recognized sports events

Recent Achievements towards Vision realization

Transformation programs

Develop sports ecosystem on a sector strategy



Engage local and global audiences through sport



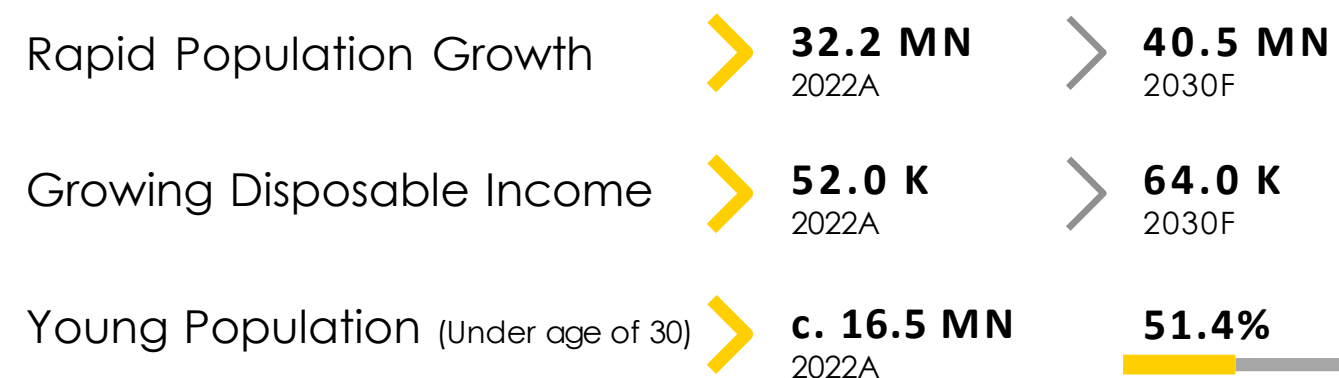
Heavily feature sports in the urban landscape of Saudi



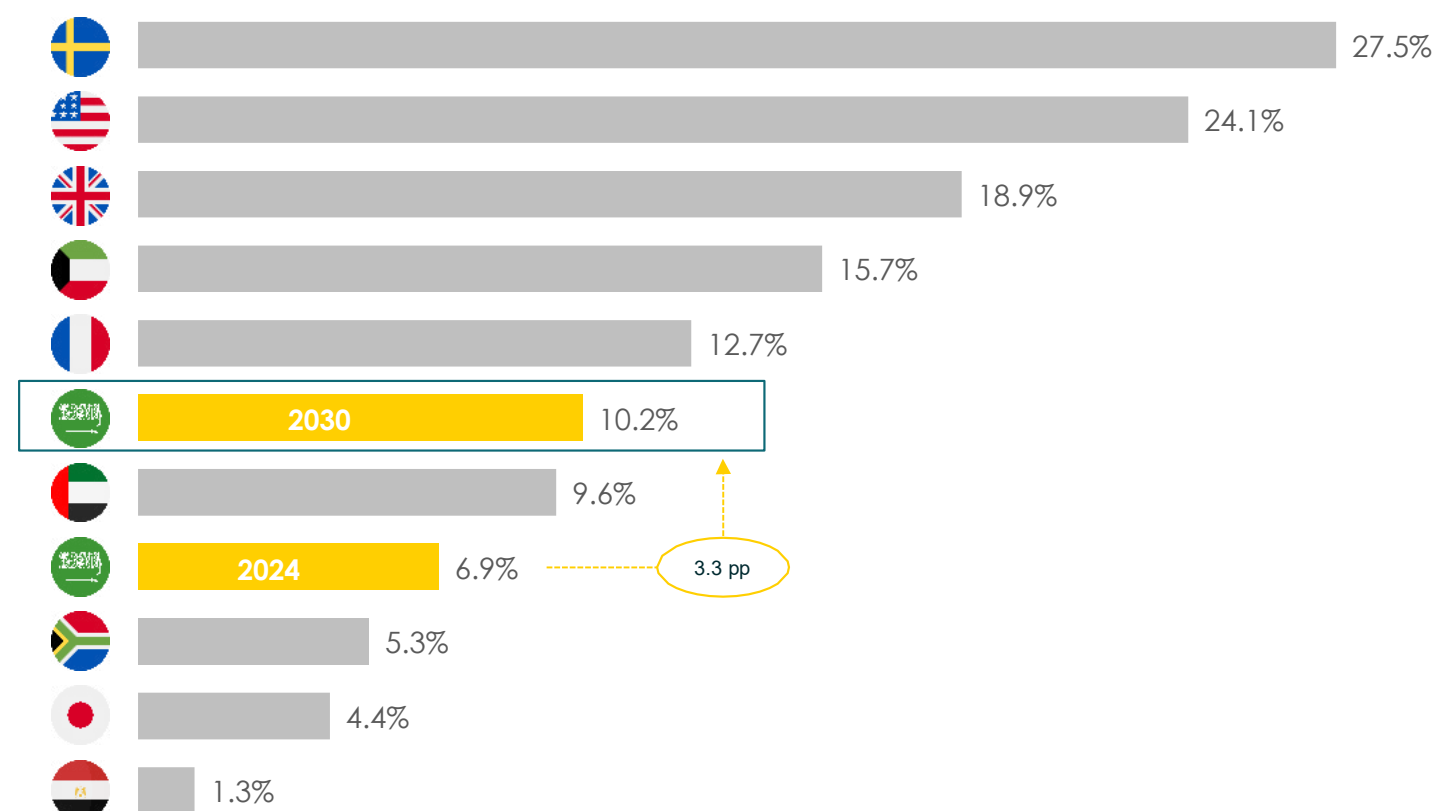
LARGE AND GROWING ADDRESSABLE MARKET SUPPORTED BY STRONG MACRO & DEMOGRAPHIC TAILWINDS AND FUELED BY VISION 2030 AMBITIONS

KSA MACRO AND DEMOGRAPHIC TAILWINDS

Primary Growth Drivers



Low Gym Market Penetration Rate with Room for Further Growth vs. International Benchmarks



Source: Portas Consulting, Vision 2030, GASTAT

+

VISION 2030 AMBITIONS

KSA Primary Gym Market is Primed for Growth Driven by Transformation Initiatives



64% of +18 population physically active for more than 150 min a week by 2030

40% of Saudi citizens engaging in sports and fitness activities by 2030

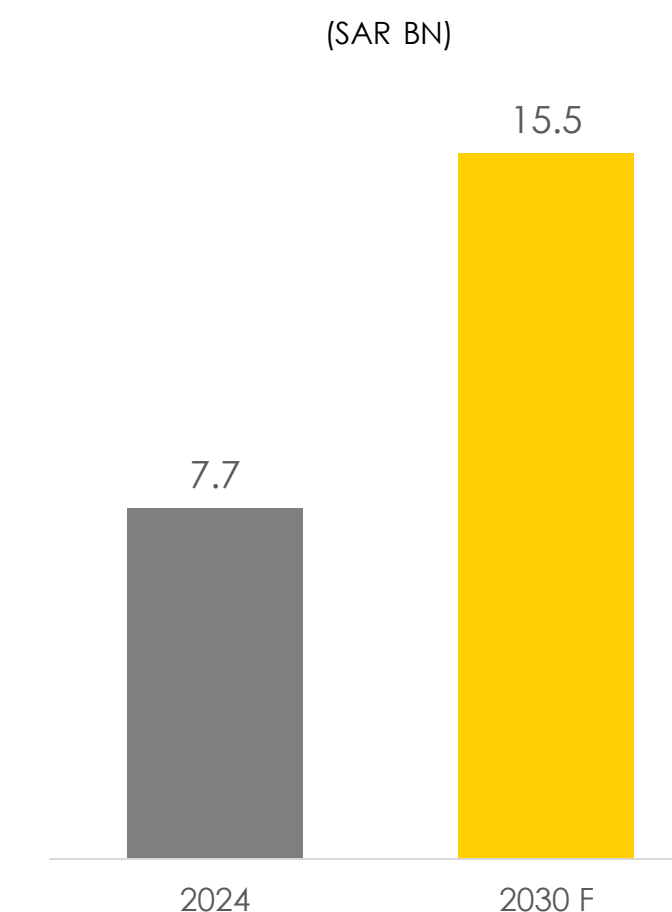
Increase sports sector contribution to the GDP

Activate 4,991 sports venues by 2030

=

KSA PRIMARY GYM MARKET

KSA Primary Gym Market is Primed for Growth Driven by Transformation Initiatives



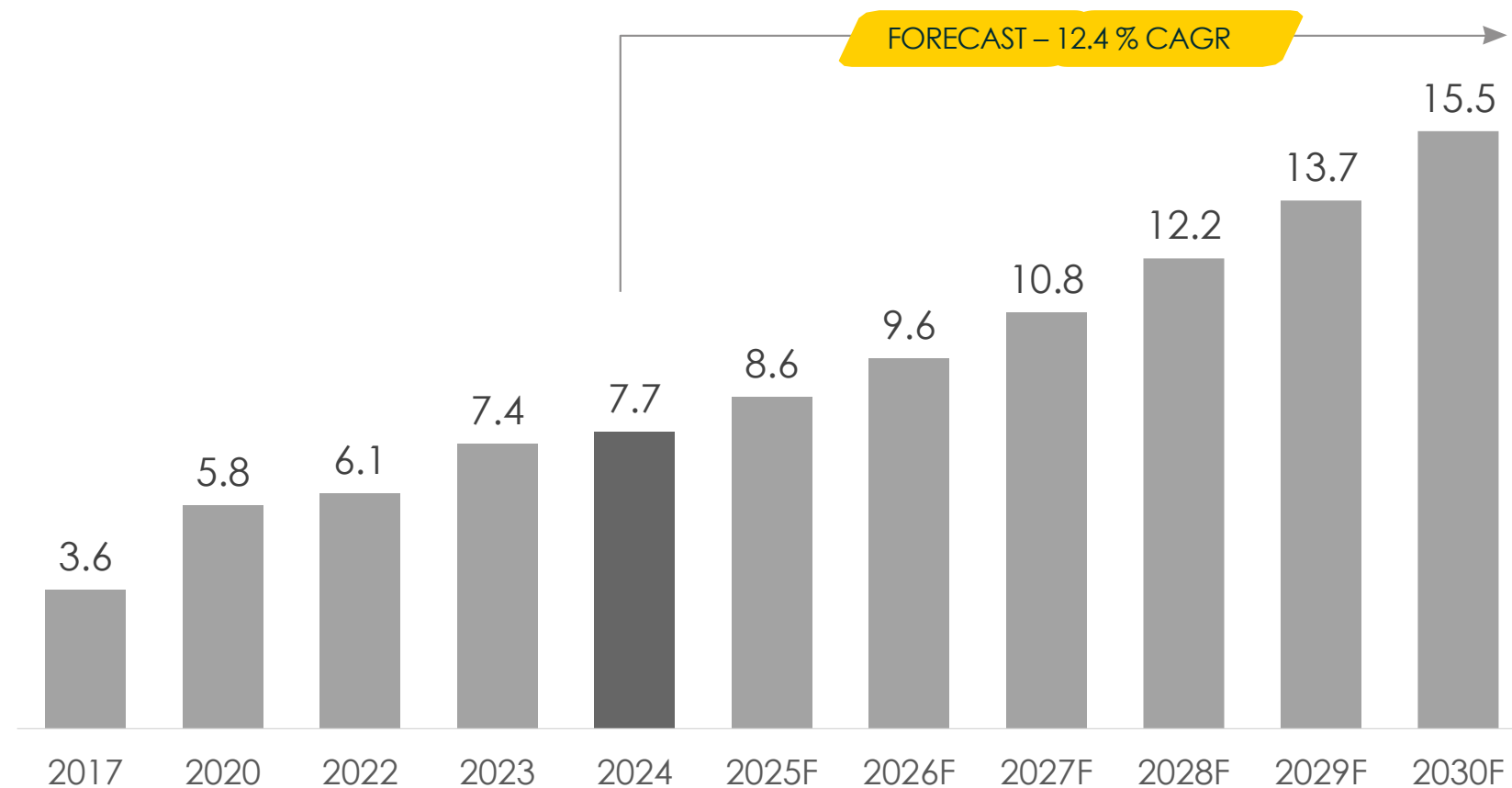
c. 12.4%

CAGR 2024 - 2030

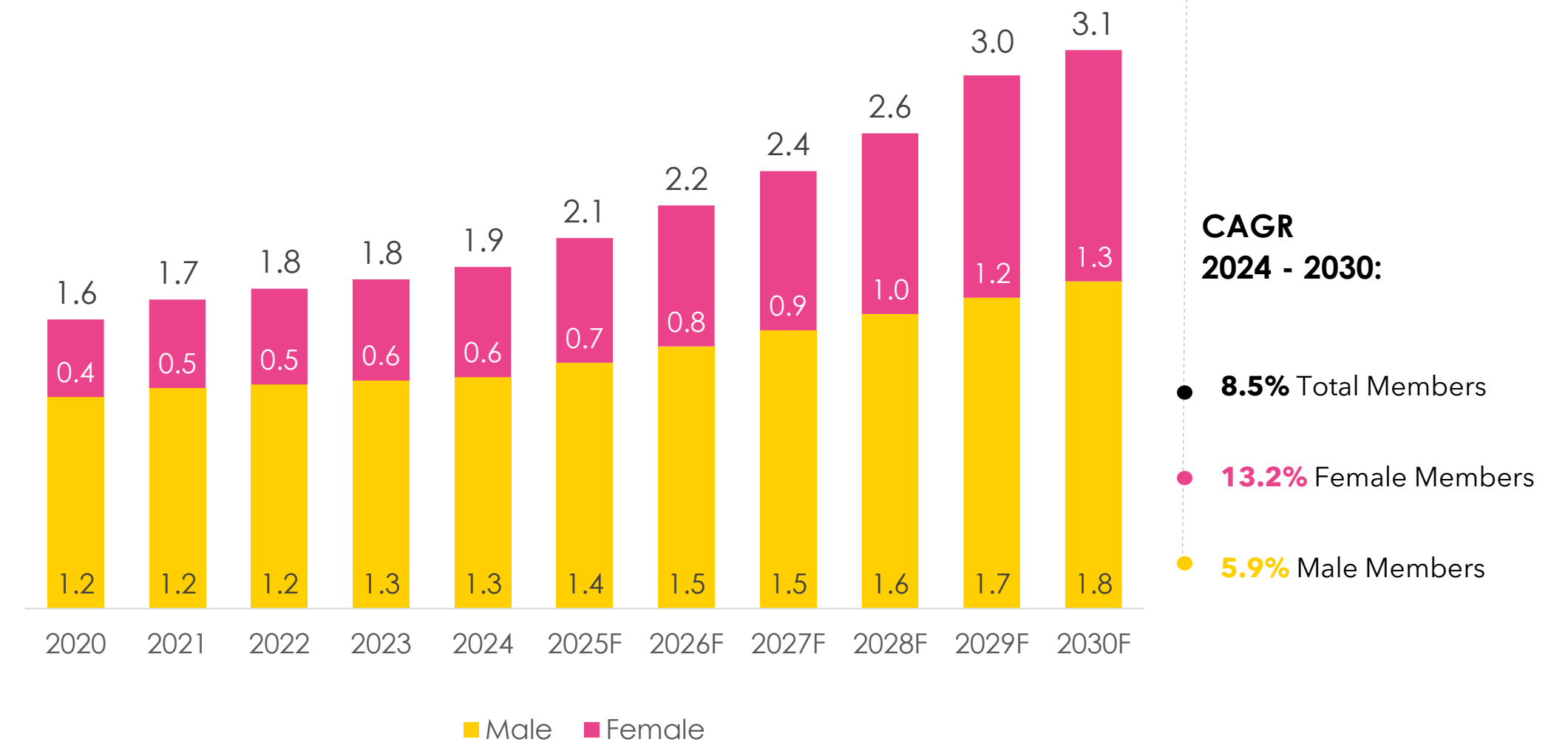
LARGE AND GROWING ADDRESSABLE MARKET SUPPORTED BY STRONG MACRO & DEMOGRAPHIC TAILWINDS AND FUELED BY VISION 2030 AMBITIONS

ACCELERATED GYM MARKET GROWTH DRIVEN BY GOVERNMENT INITIATIVES & DEMOGRAPHICAL CHANGES

KSA Gym market in SAR Billions



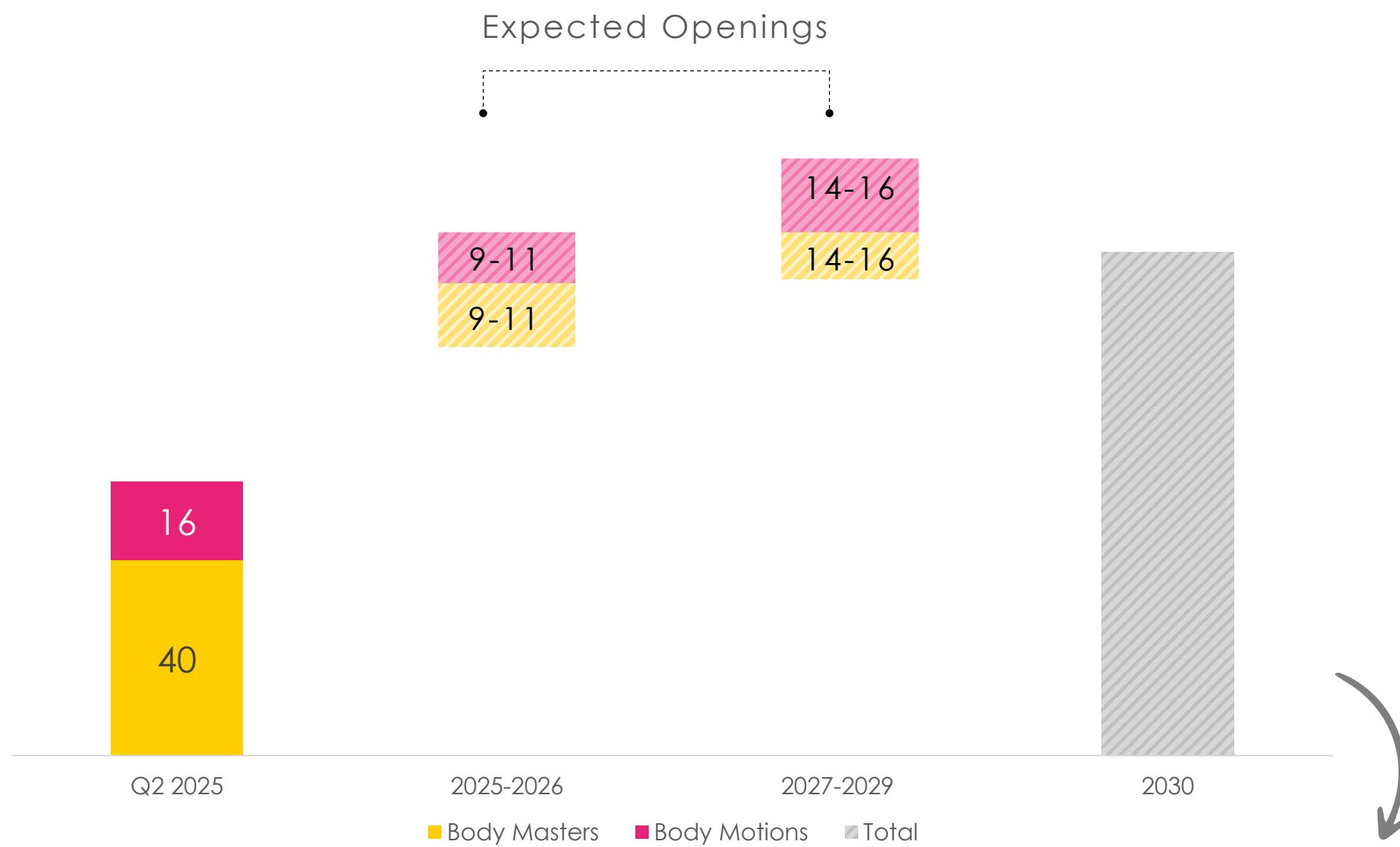
Number of KSA gym members in Millions



Source: Portas Consulting.

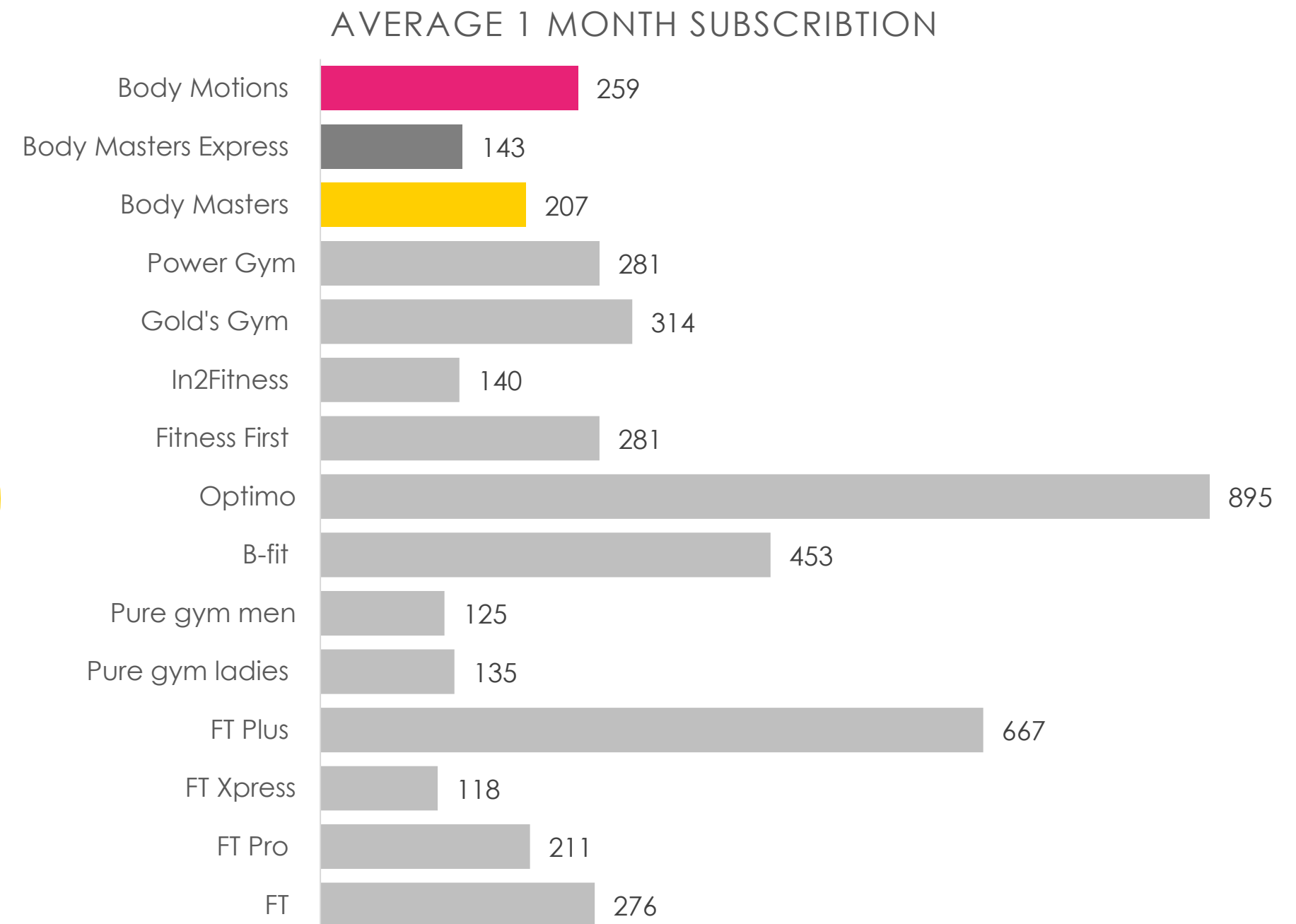
...SUPPORTED BY AN EXTENSIVE AND ACCESSIBLE NETWORK OF LOCATIONS, AT HIGHLY COMPETITIVE PRICING

PATH TO SCALE



Our extensive network of 56 clubs across 17 cities will continue to grow, ensuring even greater accessibility across the Kingdom.

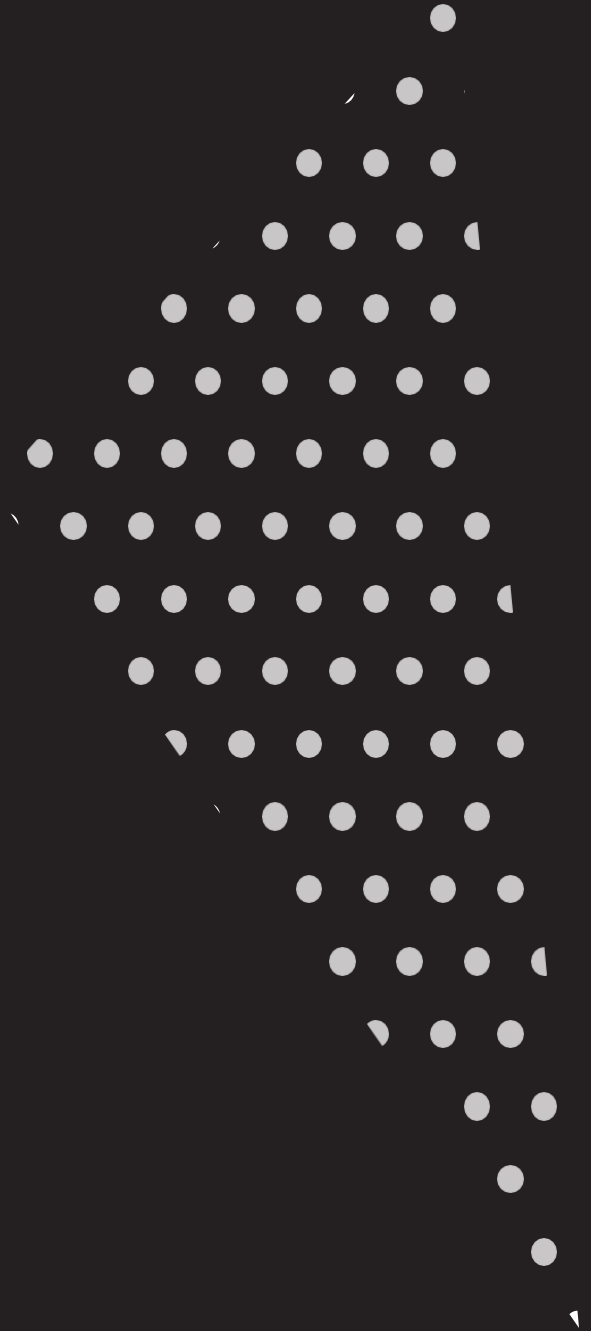
AVAILABLE AT HIGHLY COMPETITIVE PRICES



Source: Portas Consulting.



Board & Management



STEERED BY AN EXPERIENCED MANAGEMENT WITH DEEP ROOTS IN THE INDUSTRY...



Wael El Merhabi
CEO
+24 years of experience
of which
~12 years in SCC



Abdullah Altahan
Director of Finance
+18 years of experience
of which
~16 years in SCC



Jamil Al Zayat
Director of Sales and Marketing
+17 years of experience
of which
~12 years in SCC



Musaed Al-Baytar
Director of Human Resources
~13 years of experience
of which all of it is in SCC



Meshari Al-Wallan
Director of Public Relations
+28 years of experience
of which
~15 years in SCC



Mohammed
Al-Rayes Company



Faisal Al-Huraybin
Director of Procurement & Warehousing
+12 years of experience
of which **~7** years at SCC



Tariq Salem
Director of Projects & Maintenance
+15 years of experience
of which **~14** years in SCC



Abdulrahman Ismael
Director of Operations, Men's Clubs
+12 years of experience
Recently joined



Christine Mallouk
Director of Operations, Women's Clubs
+9 years of experience
of which **~7** years at SCC



Dina Al-Shihabi
Director of Special Projects
+13 years of experience
of which **~7** years at SCC



...BACKED BY AN EXPERIENCED BOARD OF DIRECTORS AND A ROBUST CORPORATE GOVERNANCE FRAMEWORK



Ammar AlKhudairy
Chairman

+30 years of experience



Abdulilah Aldrees
Vice Chairman

+47 years of experience



Yasser Ali
Al Hedaithy
Board Member

+31 years of experience



Fadi Arbid
Board Member

+27 years of experience



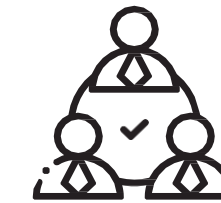
Raed Abdulaziz
Alammari
Board Member

+24 years of experience



Sager Alblawi
Board Member

+13 years of experience



Diverse board composition to
provide robust challenge and
oversight with 2 members
being independent



Responsibility for strategy and
control with a commitment to
the highest standards of ethics
and integrity



1,346

Employees



Committee structure and
membership in line with
CMA requirements and best
practices



Ambition to achieve best-in-
class governance practices

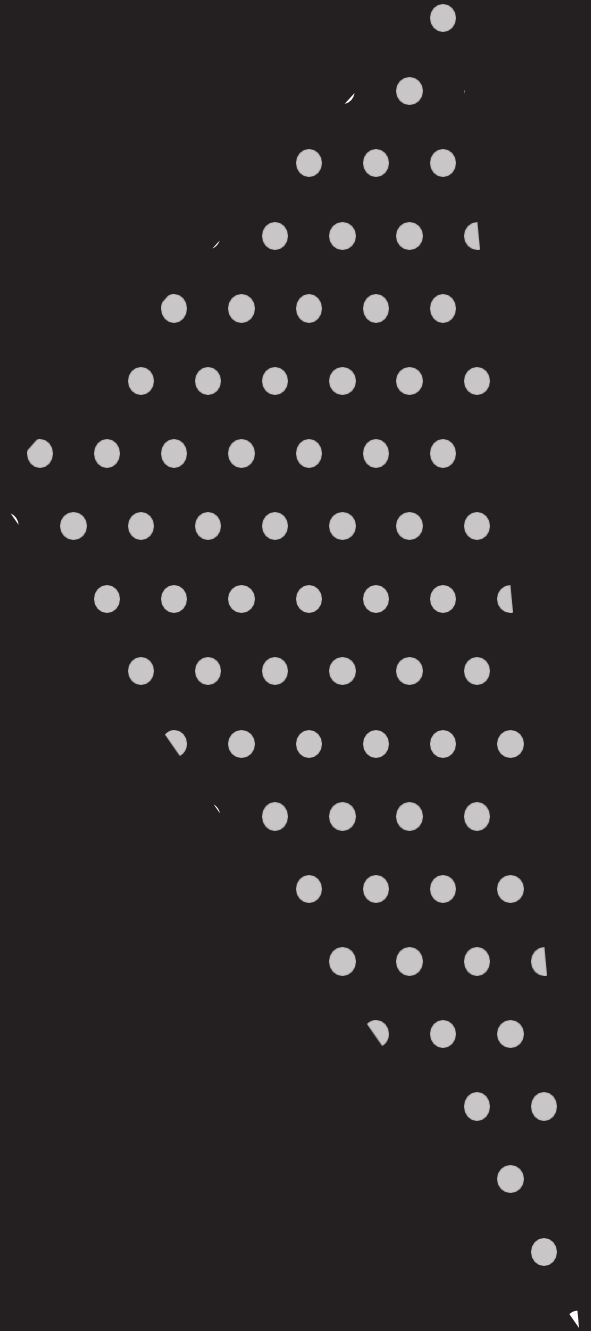


38.8%

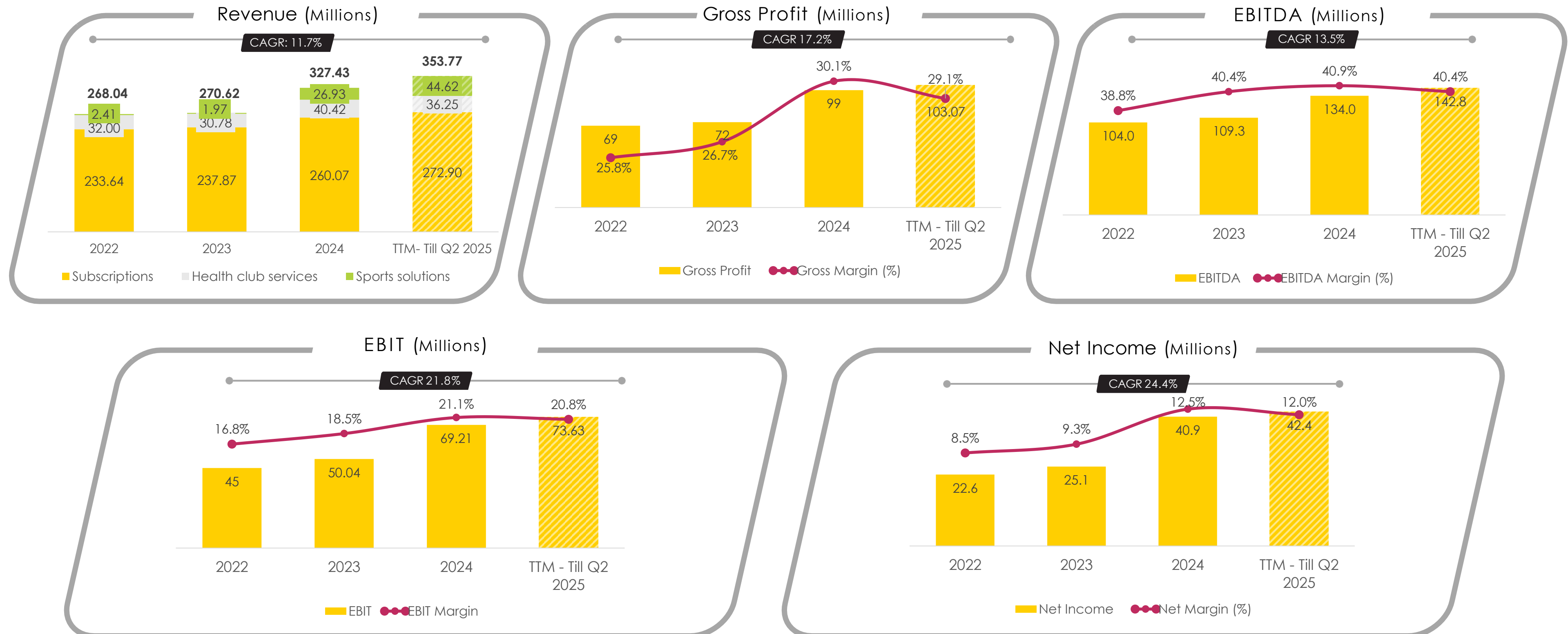
Saudi Nationals



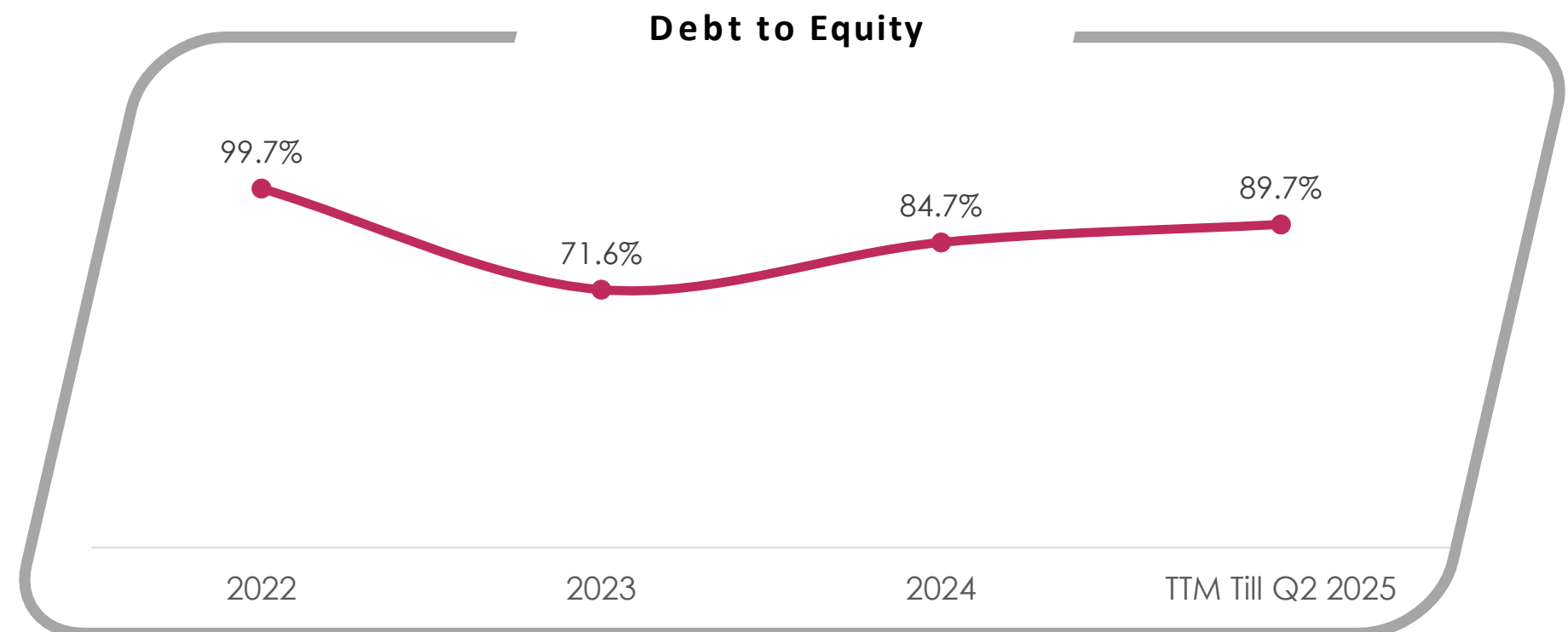
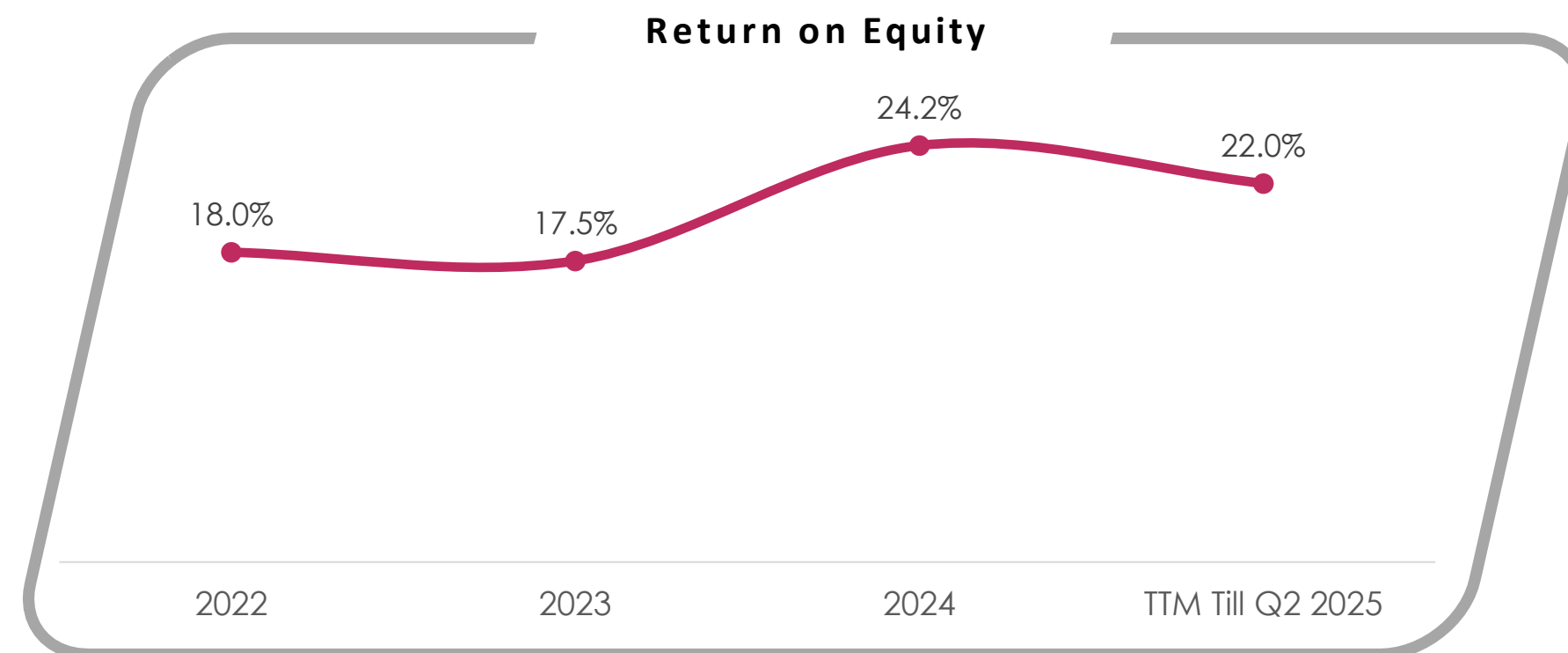
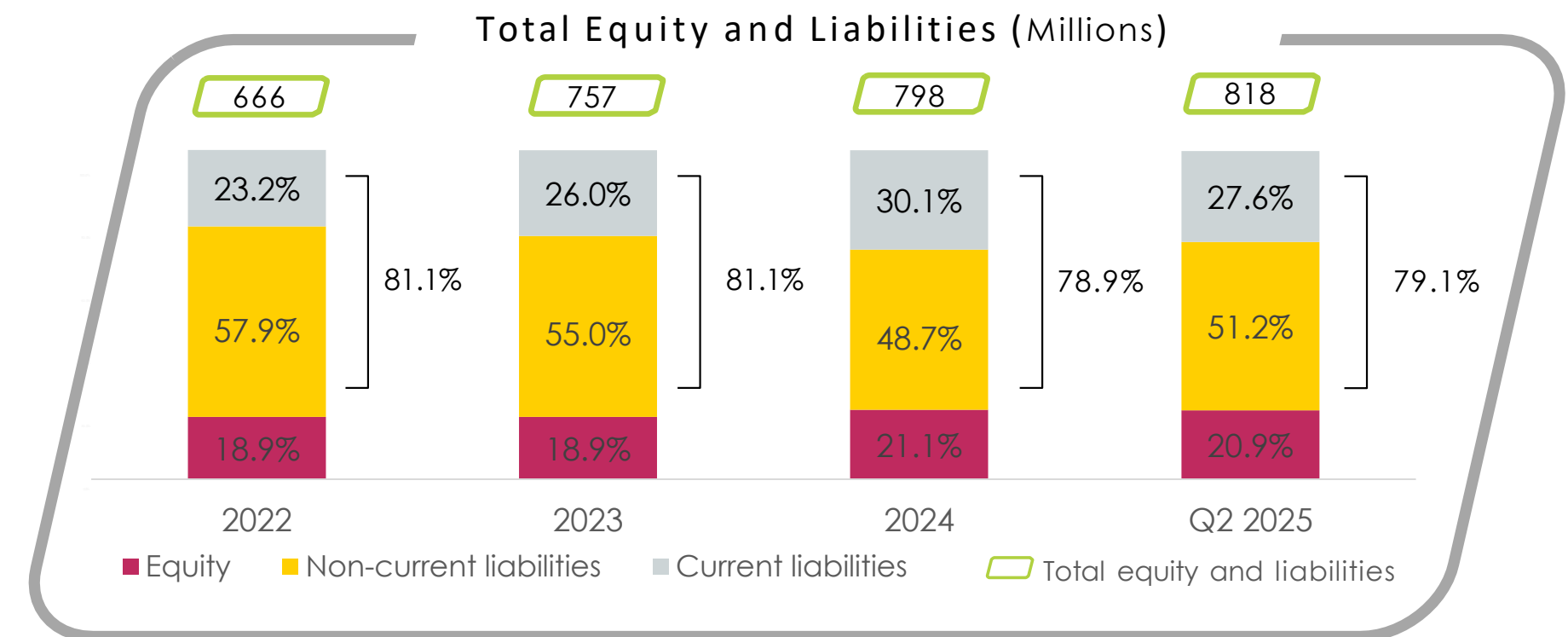
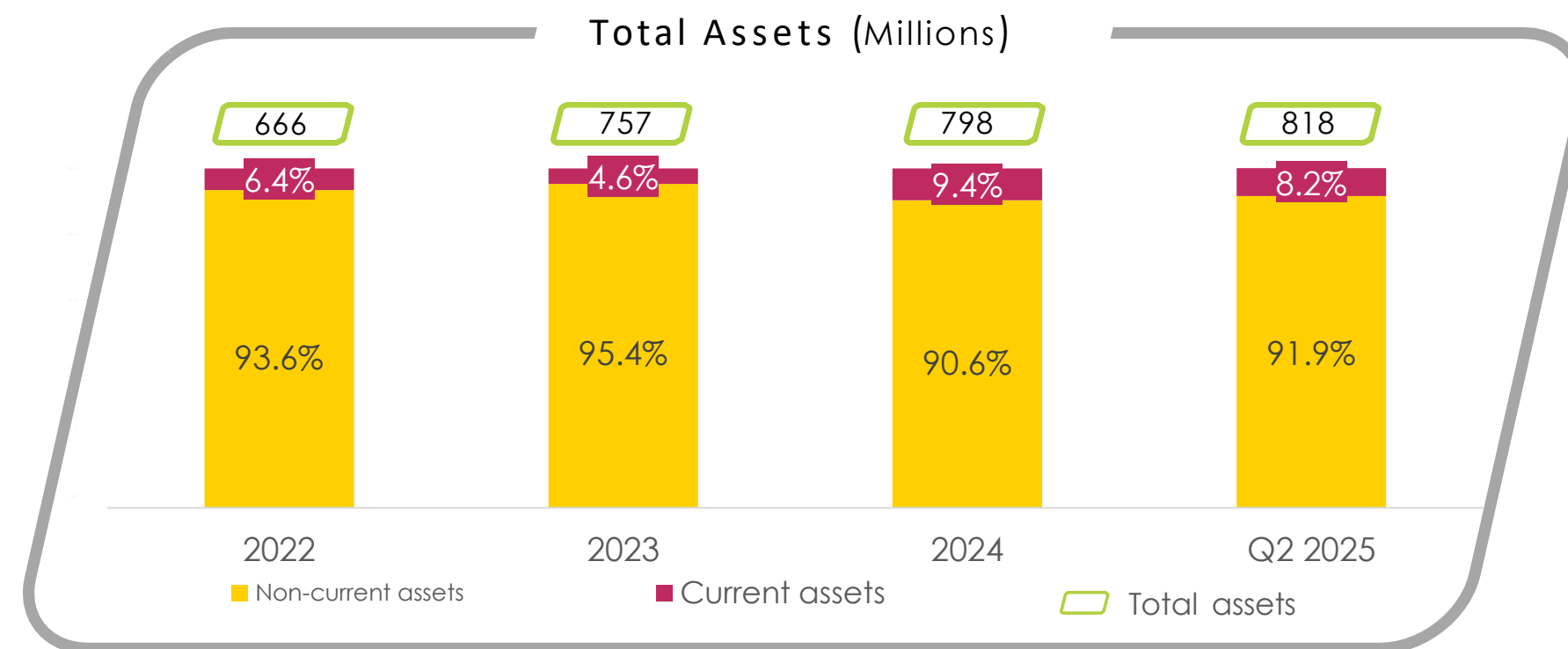
FINANCIAL SECTION



ROBUST AND ACCELERATING FINANCIAL PERFORMANCE, DELIVERING A SOLID FOUNDATION FOR FUTURE GROWTH.



ROBUST AND ACCELERATING FINANCIAL PERFORMANCE, DELIVERING A SOLID FOUNDATION FOR FUTURE GROWTH.

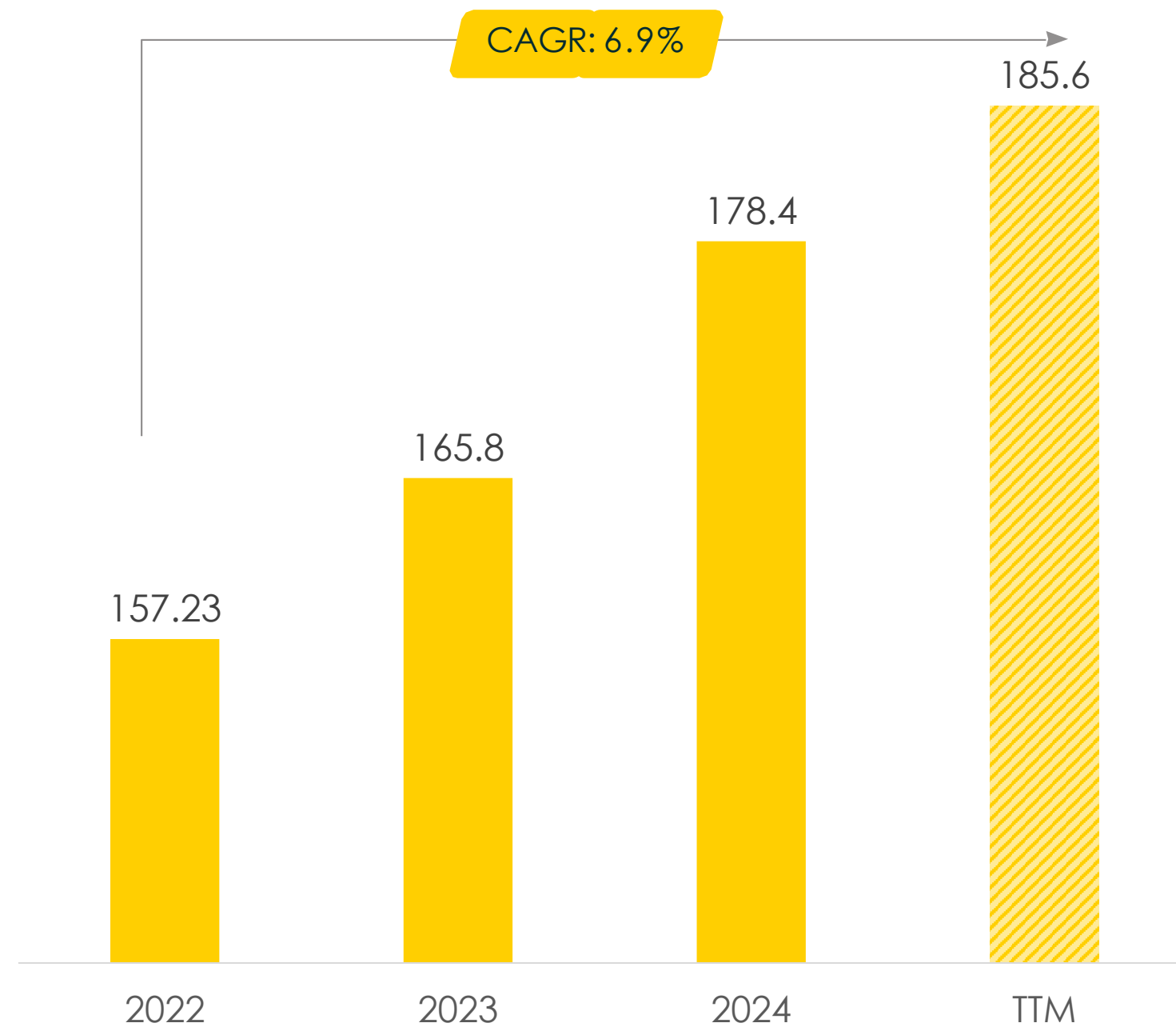


A DEEP DIVE INTO BODY MASTERS PREMIUM



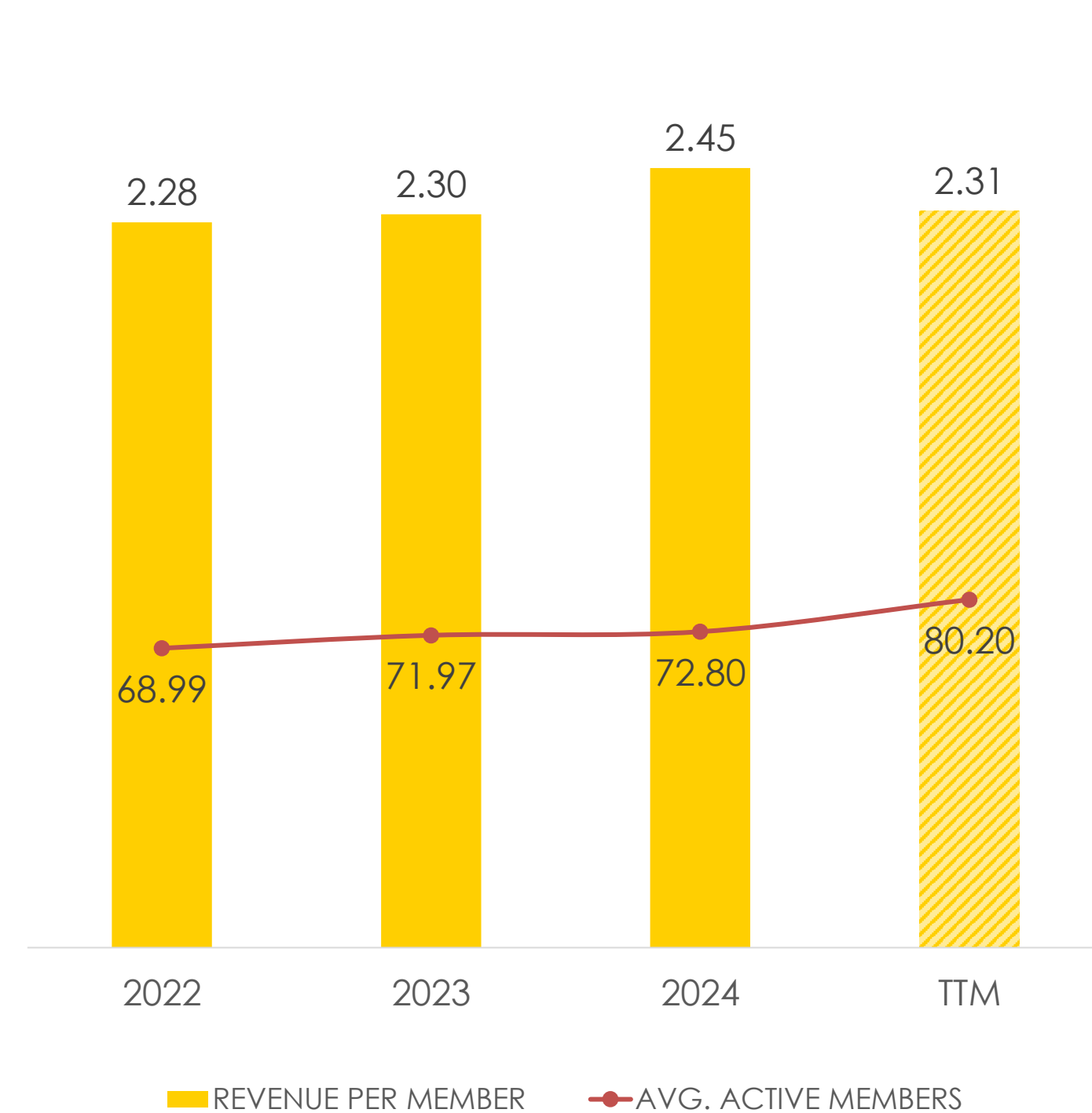
BODY MASTERS PREMIUM REVENUE

In Millions



REVENUE PER AVERAGE MEMBER

In thousands



revenue includes from subscription sales and health club services

www.sportclubs.com.sa

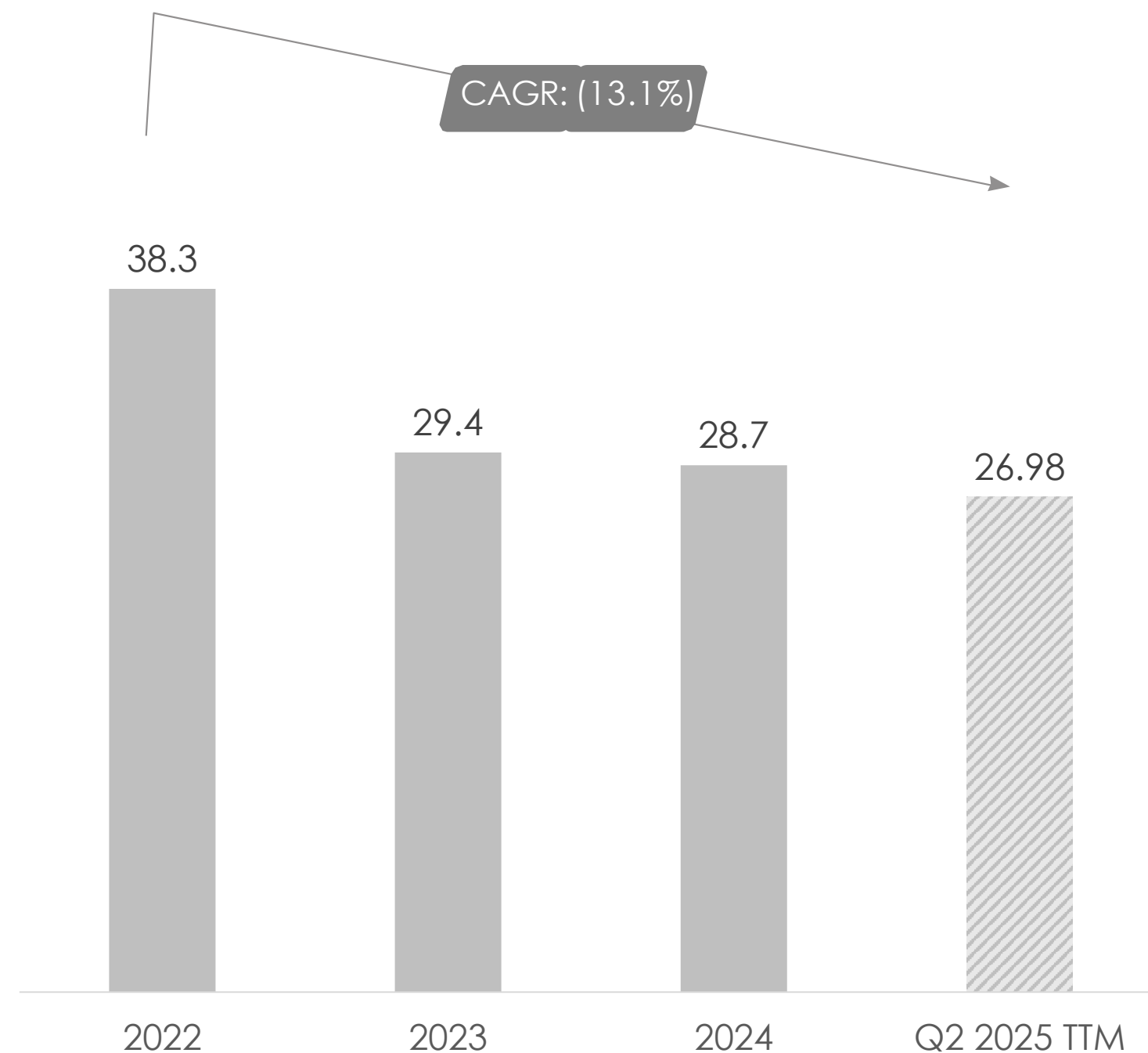
All amounts are expressed in (ﷲ) Saudi Riyals.

A DEEP DIVE INTO BODY MASTERS EXPRESS



BODY MASTERS EXPRESS REVENUE

In Millions



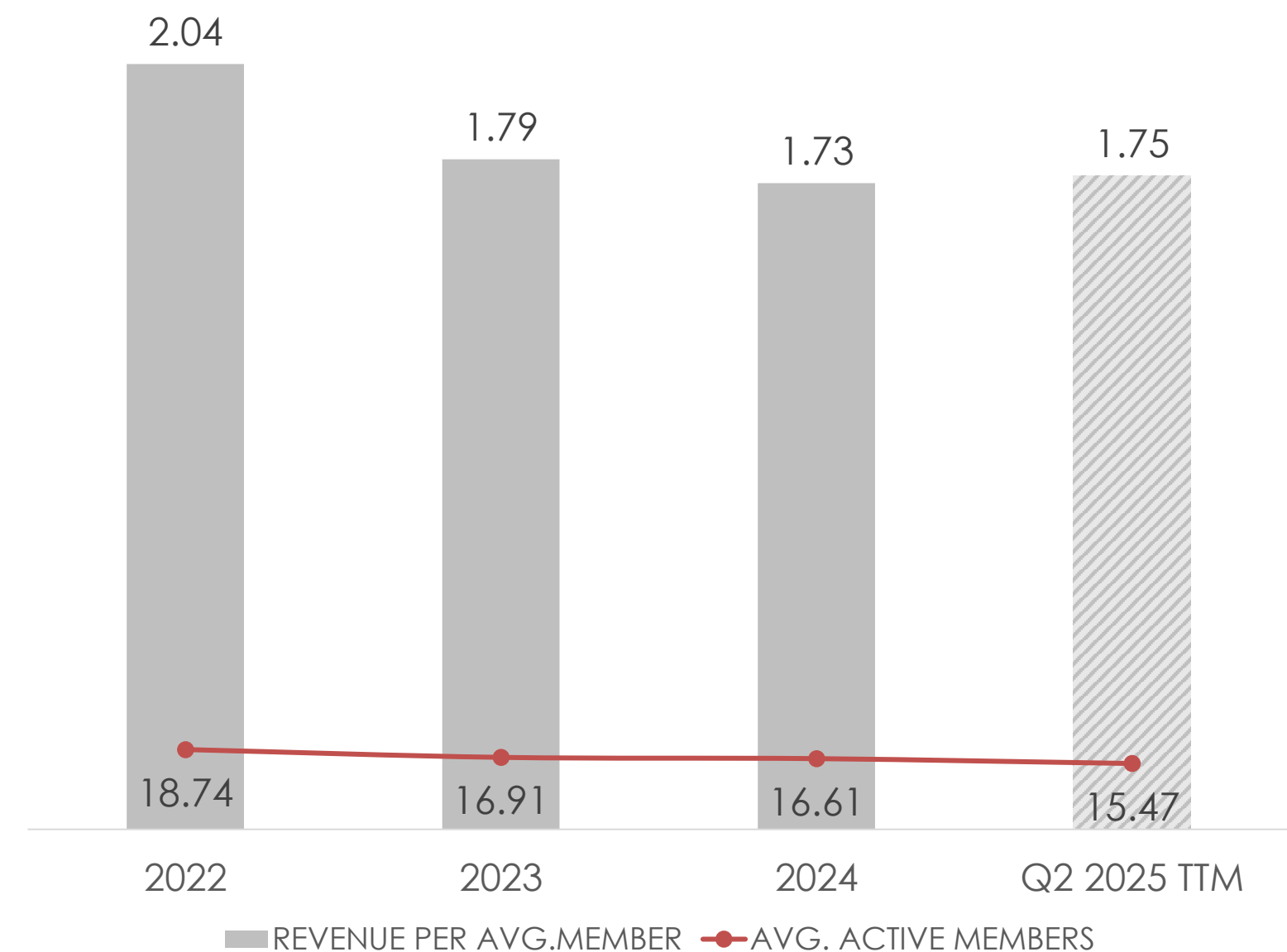
revenue includes from subscription sales and health club services

www.sportclubs.com.sa

All amounts are expressed in (ﷲ) Saudi Riyals.

REVENUE PER AVERAGE MEMBER

In thousands

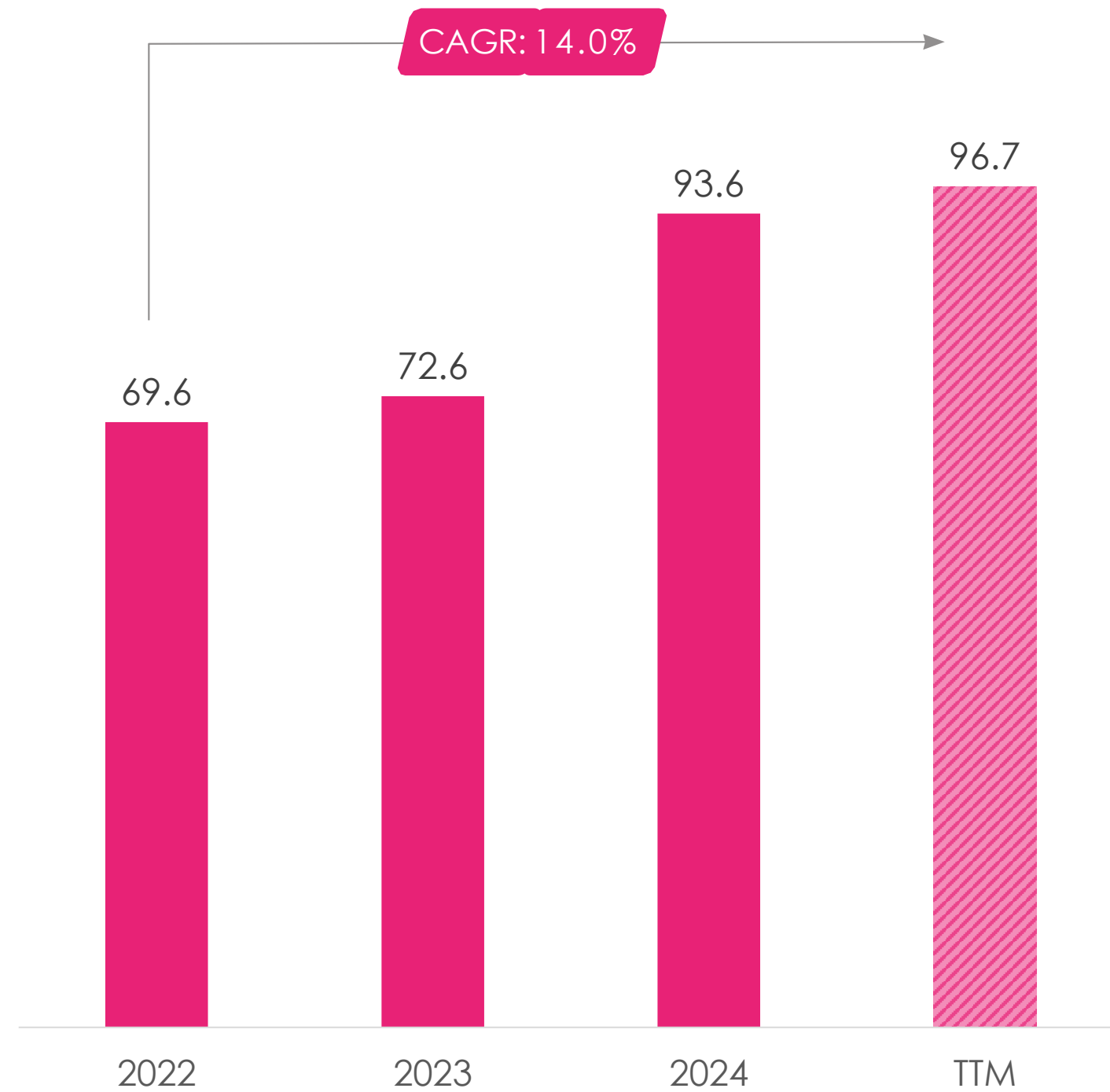


A DEEP DIVE INTO BODY MOTIONS



Body Motions Revenue

In Millions



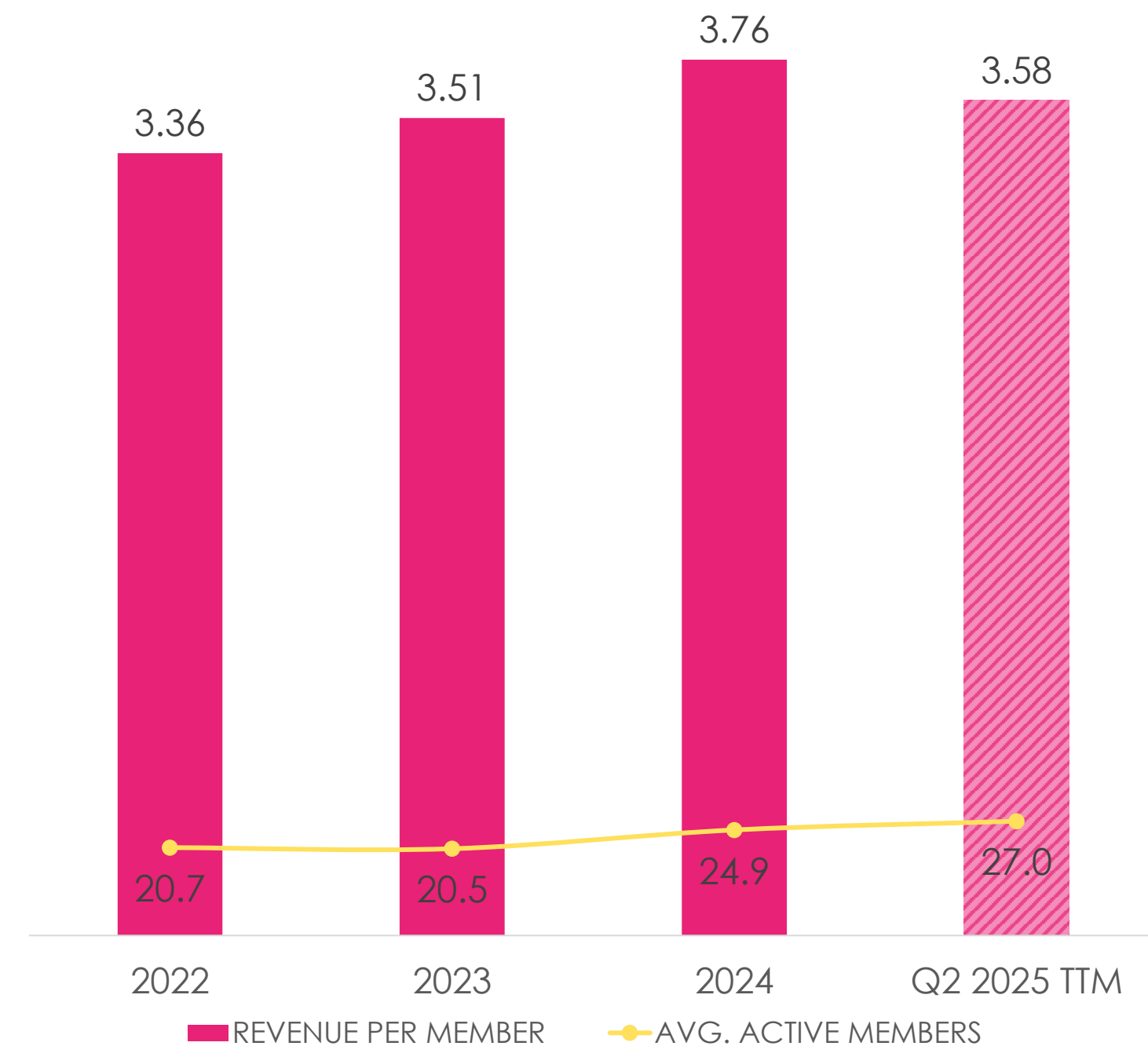
revenue includes from subscription sales and health club services

www.sportclubs.com.sa

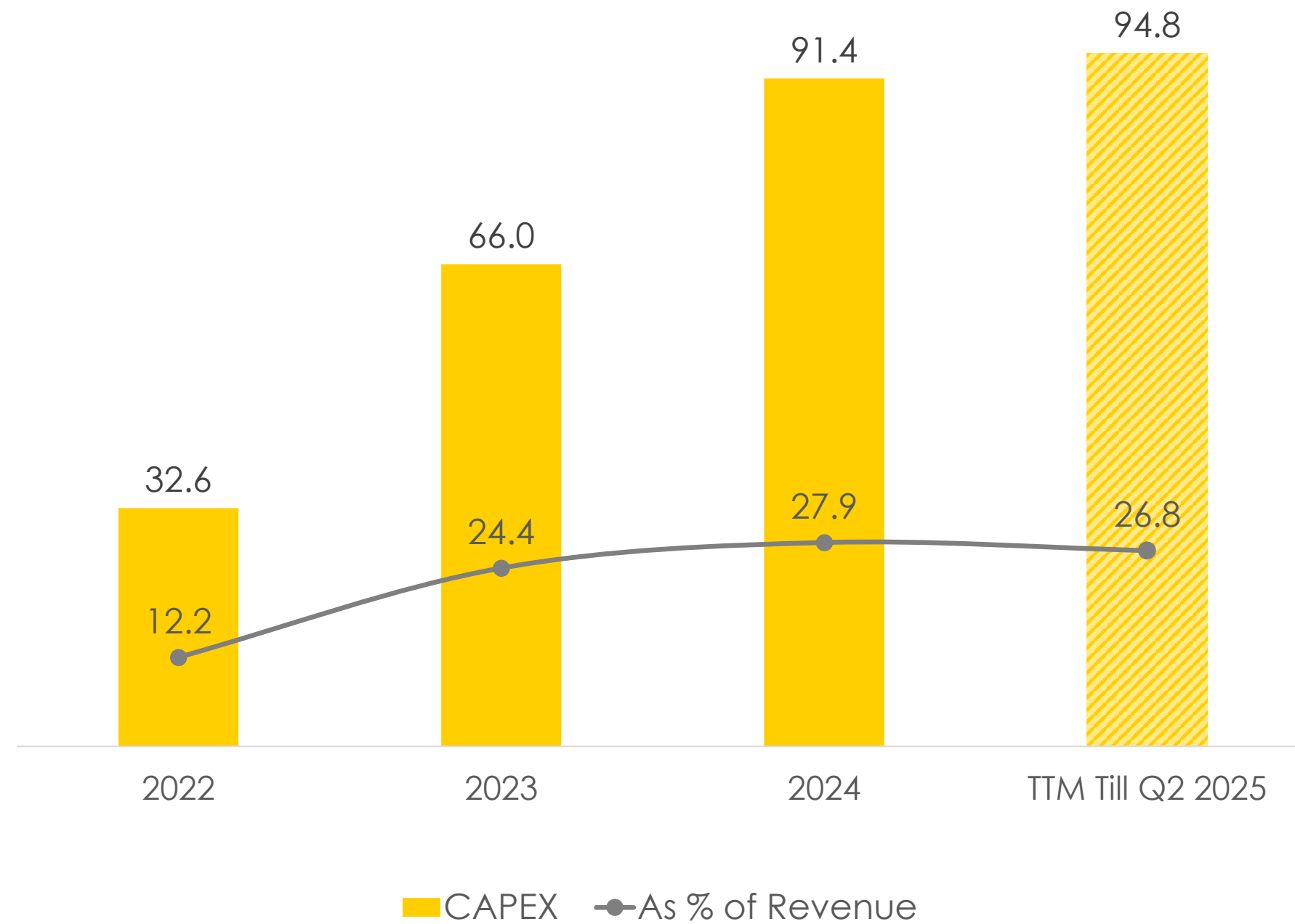
All amounts are expressed in (ﷲ) Saudi Riyals.

Revenue Per average member

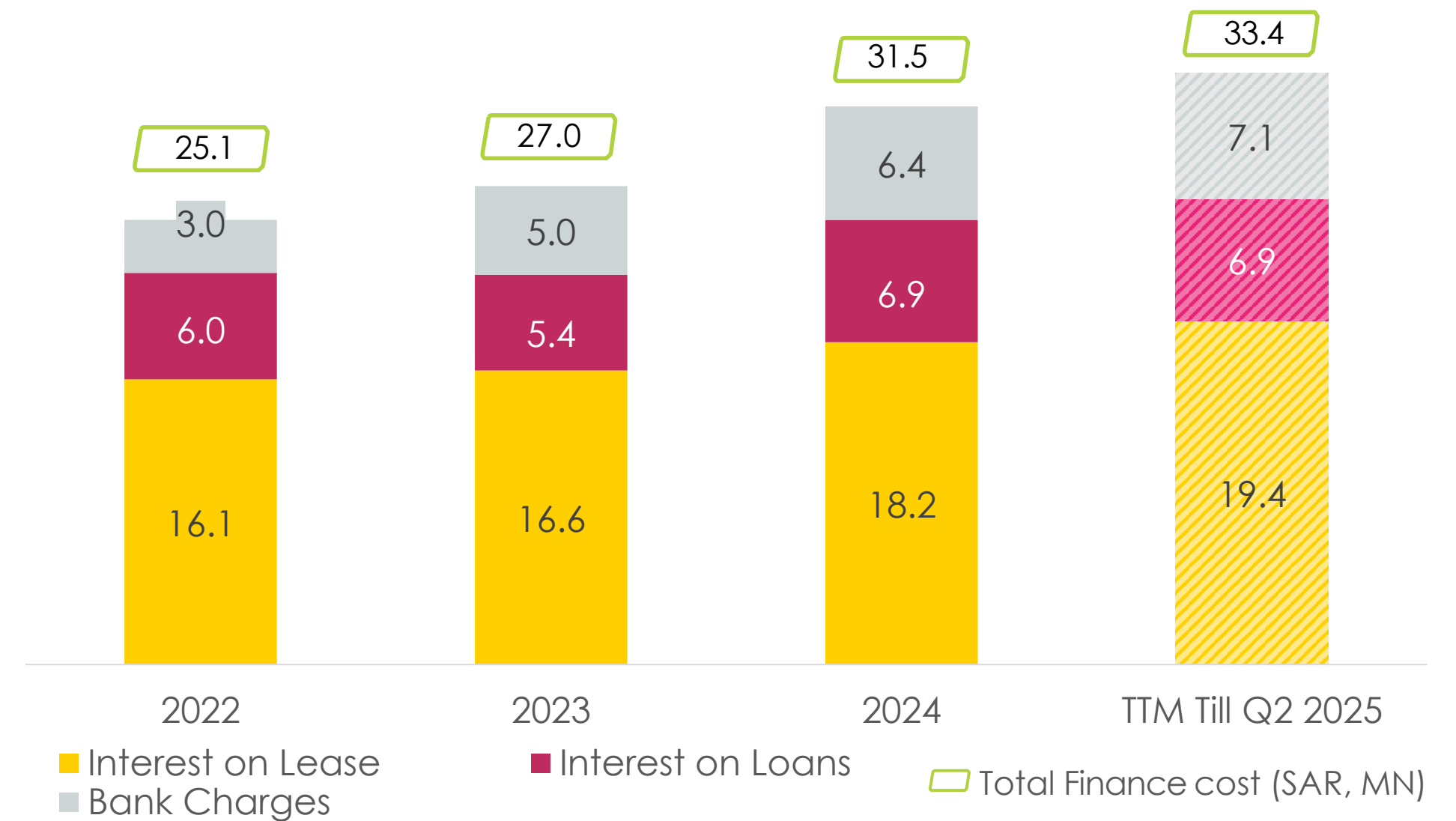
In thousands



CAPEX PROFILE

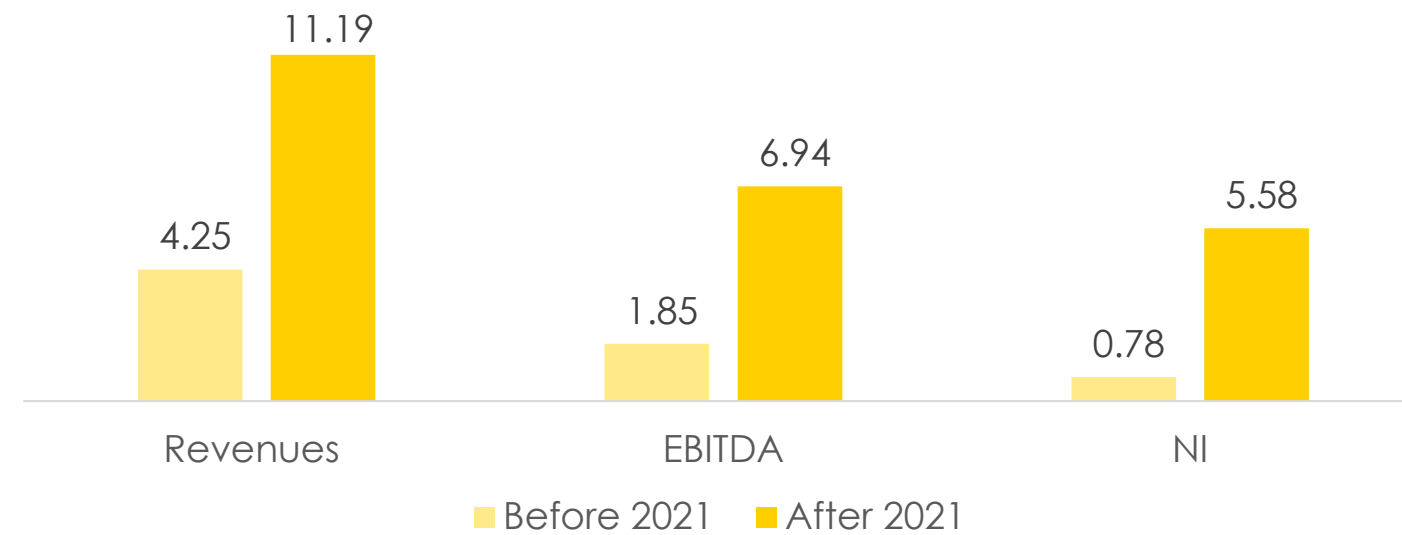


FINANCE COSTS

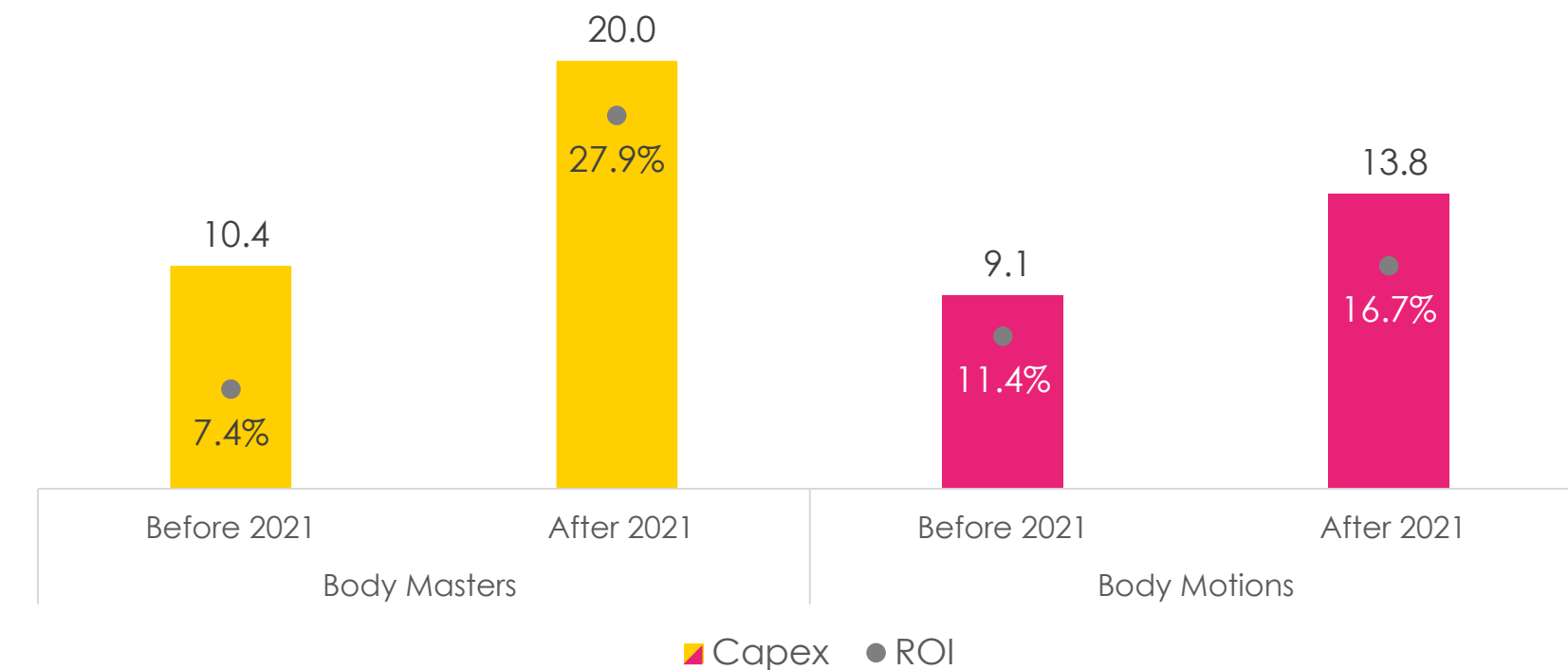


Rebranding Strategy Paying Off!, Strong Performance Across Metrics.

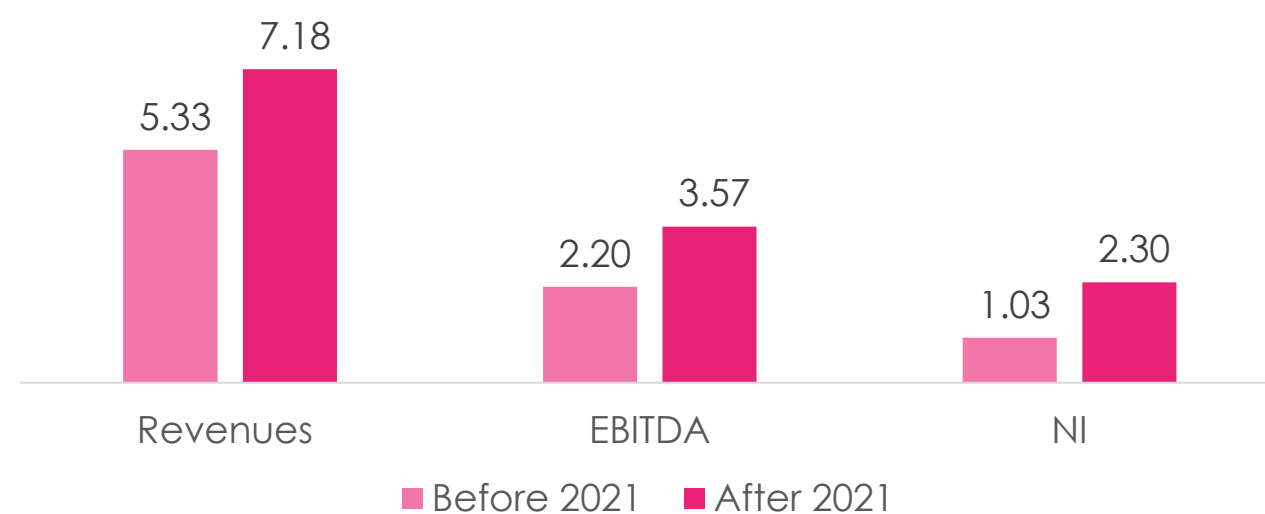
Body Master Per Club Performance (In millions)



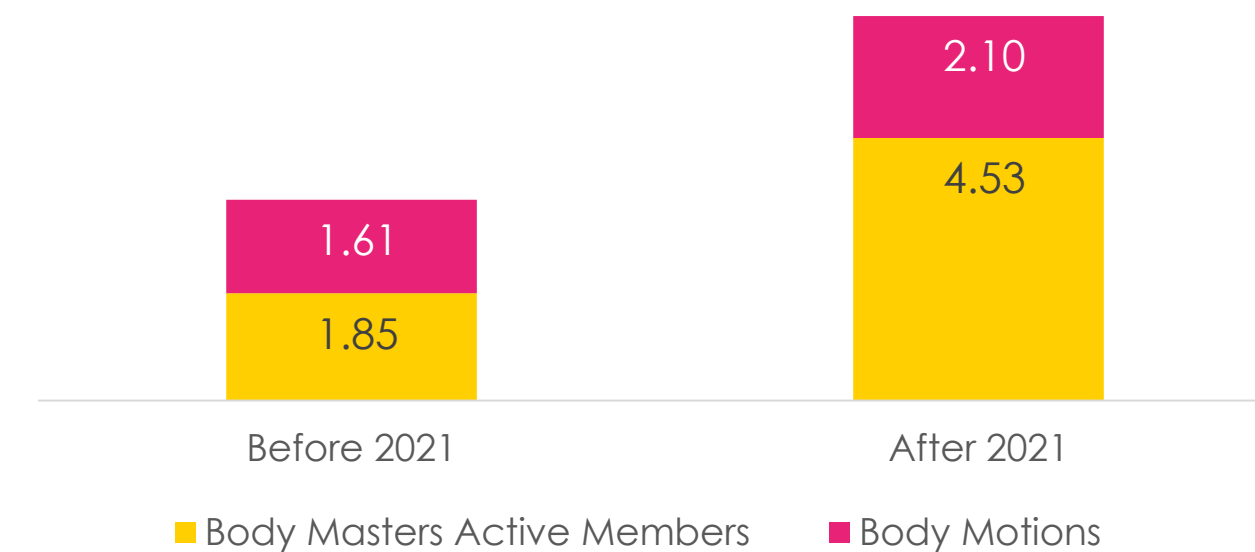
CapEx & ROI Per Club (In millions)



Body Motions Per Club Performance (In millions)



Active member Per Club Performance (In thousands)



All Amounts showing TTM Till Q2 2025

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All amounts are expressed in (ﷲ) Saudi Riyals.

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FUTURE BUSINESS GUIDANCE

Body Masters		Unit	2025 - 2026	2027 - 2029
Existing Clubs Revenue	Revenue growth	%	2.0% - 3.0%	
Clubs Closures	Premium (old model)	# of clubs	2	0-2
	Express	# of clubs	2	1-3
Total New Clubs Openings	Premium (new model)	# of clubs	9-11	14-16
Average Revenue Per New Model Club	Including ancillary revenue*	SAR MN	8-9	9-10
Average Ramp-up Per New Model Club		Months	8-10	8-10
Average Gross Margin	Premium (new model)	%	40% - 45%	42% - 47%
Average CAPEX Per New Model Club	Including equipment	SAR MN	15 - 17	15.5 - 17.5

Body Motions		Unit	2025 - 2026	2027 - 2029
Existing Clubs Revenue	Revenue growth		4.0% - 4.5%	
Clubs Closures		# of clubs	-	0-1
Total New Clubs Openings		# of clubs	9-11	14-16
Average Revenue Per Club	Including ancillary revenue*	SAR MN	7-8	8-9
Average Ramp-up Per Club		Months	10-12	10-12
Average Gross Margin		%	35% - 40%	40% - 45%
Average CAPEX Per Club	Including equipment	SAR MN	13 - 15	13.5 - 15.5

Body Experts		Unit	2025 - 2026	2027 - 2029
Existing Projects' Revenue Per Annum		SAR MN	11.5	0-2
Number of New Projects Per Annum		# of projects	1-3	4-6
Revenue Per New Project		SAR MN	2-4	2-4
Average Gross Margin Per new Project		%	25% - 35%	25% - 35%

EBITDA Margin (Company consolidated)		%	43% - 45%	50% - 54%
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Note*: Ancillary revenue includes, inter alia, personal training, nutrition services, body composition, merchandise sale, etc.



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