



AL SAIF



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About Al Saif Gallery



Al-Saif Stores for Development and Investment Company ("Al Saif Gallery") was founded in Riyadh, Kingdom of Saudi Arabia, in June 1993 by Sheikh Suleiman bin Mohammed Al-Saif.

The Company operates in the specialized retail sector for home appliances, kitchen tools, and household accessories, offering products through its showroom network across the Kingdom and its digital channels.

The Company was listed on the Saudi Exchange (Tadawul) on 27 December 2022 under ticker symbol 4192 on the Main Market.





Company Vision

The Company's vision is to be the leading and first-choice provider of home appliances and kitchen tools for customers in the Kingdom of Saudi Arabia and across the GCC markets, through the delivery of high-quality products and services.

Company Values

The Company's business conduct, and its relationships with customers, suppliers, and stakeholders, are guided by a set of corporate values that direct its operational practices and support the achievement of its strategic objectives:



Quality

A commitment to offering reliable products that meet customer needs and deliver consistent performance standards.



Customer Satisfaction

A focus on understanding customer requirements and delivering an integrated pre- and post-sales purchasing experience.



Development

A continuous effort to develop products, talent, and operational platforms in support of performance improvement.



Integrity

A commitment to transparency and professional practice in all dealings with customers, suppliers, investors, and stakeholders.



Teamwork

Fostering collaboration across the Company's various departments to support operational efficiency and the achievement of shared objectives.





Business Model

Al-Saif Stores for Development and Investment Company (Al Saif Gallery) operates in the retail sector for home appliances, kitchen tools, and household accessories, pursuant to a multi-channel business model anchored on four principal pillars:



Integrated Distribution Network



Diversified Product Portfolio



Supportive Operational Infrastructure



After-Sales Service

The distribution network encompasses physical showrooms across the Kingdom of Saudi Arabia and a number of GCC markets, as well as an e-commerce platform and smart device applications enabling ordering, payment, and delivery. The product portfolio comprises proprietary brands, supported by selected international partnerships. The operational and logistics infrastructure enhances product availability and responsiveness to market requirements. The Company complements this through after-sales services, including extended warranties on electrical appliances and maintenance services across its showroom network and digital channels.





Geographic Footprint

Al Saif Gallery's retail presence extends across the Kingdom of Saudi Arabia and a number of GCC markets. As at 31 December 2025, the Company's total showroom network comprised 73 showrooms, of which 66 showrooms are located within the Kingdom of Saudi Arabia and 7 showrooms are located in GCC markets. The tables below set out the geographic distribution of the Company's showrooms.

Showroom Distribution GCC Markets

Country	Number of Showrooms
United Arab Emirates	3
State of Kuwait	2
Sultanate of Oman	1
State of Qatar	1
Total	7

Showroom Distribution by Region

Region	Number of Showrooms
Central Region	27
Western Region	17
Eastern Region	9
Southern Region	7
Northern Region	6
Total	66

An Overview of the Showroom Network

73

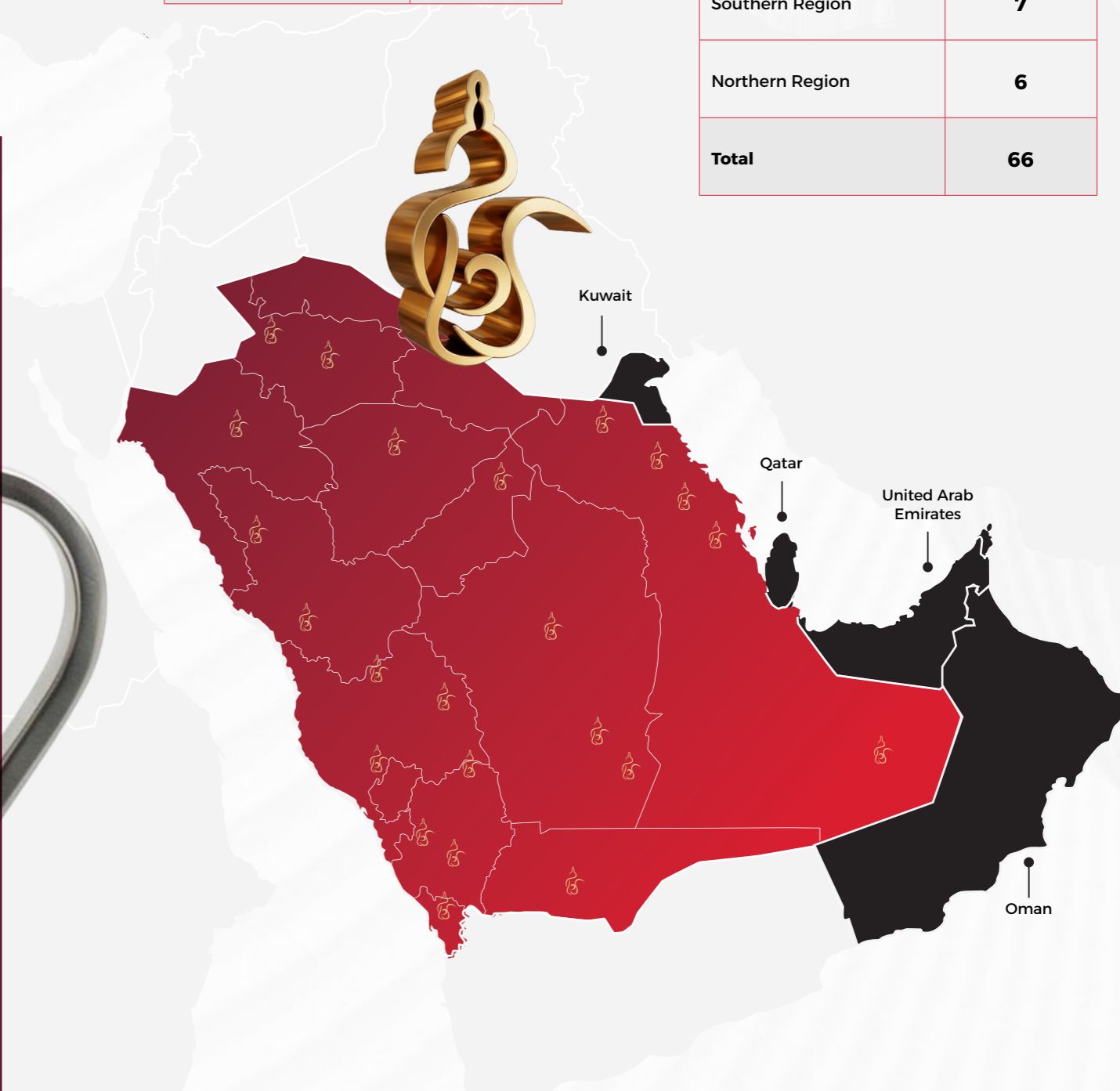
Total showrooms

66

Showrooms located within the Kingdom of Saudi Arabia

7

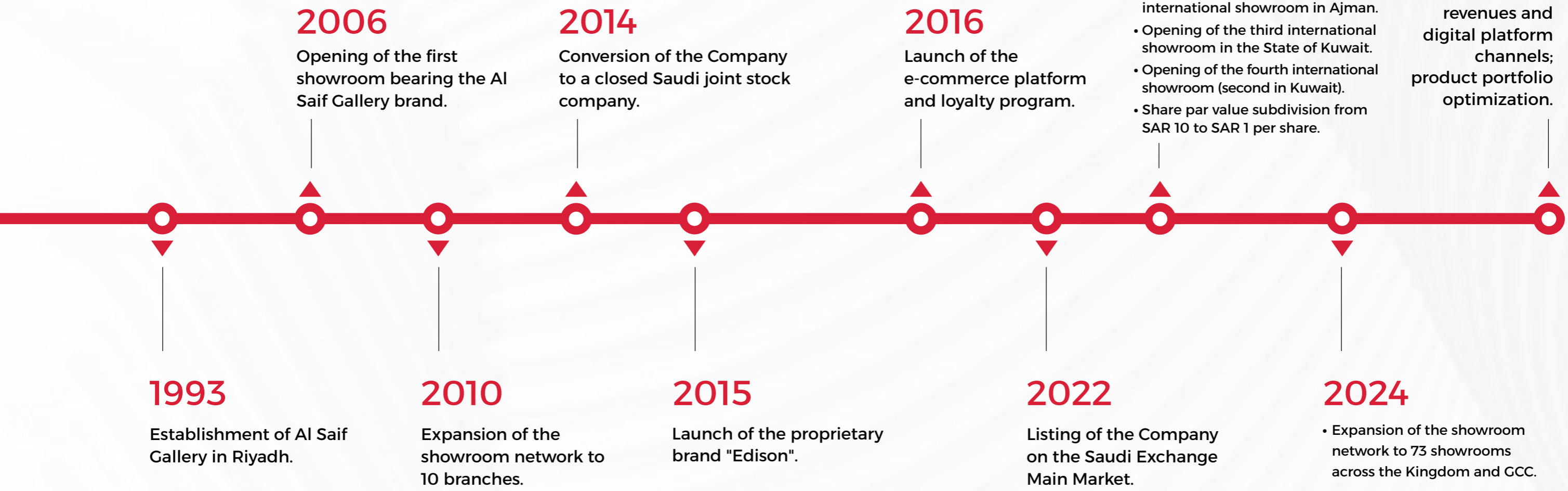
Showrooms located in GCC





History and Development

Since its establishment, Al-Saif Stores for Development and Investment Company ("Al Saif Gallery") has progressed through a number of key milestones that have contributed to the development of its business and the expansion of its presence in the home appliances and kitchen tools retail sector across the Kingdom of Saudi Arabia and the GCC. The following timeline presents the principal stages of the Company's development.





Brand Portfolio

The Company holds a diversified portfolio of brands comprising both proprietary and international brands distributed through its showroom network. This portfolio covers multiple categories, including home appliances, kitchen tools, and hospitality accessories. During 2025, the Company added major kitchen appliances to its product range, supported by delivery, installation, warranty, and spare parts availability services.

Proprietary Brands

Home Appliances and Kitchen Tools



Small and large home appliances designed to meet everyday household usage requirements, including products dedicated to traditional cuisine preparation.



Cookware and preparation tools engineered for daily use, distinguished by their durability.



Serving and kitchen tools designed for home use, with an emphasis on durability and practical functionality.

TORNADO

A diverse range of kitchen tools designed for daily food preparation and cooking.



Storage, Serving, and Hospitality Accessory Brands

The Company's portfolio includes a number of brands specializing in vacuum flasks, serving ware, and beverage accessories for domestic hospitality use. These brands include:

- Everest
- Elegance
- Lima
- Rain
- Timeless
- Royal
- Falcon
- Glory

International Partnerships and Brands

The product portfolio additionally includes international brands distributed through the Company's showrooms:

Brand	Country of Origin
Markutec	Germany
Helios	Germany
Hascevher	Turkey
Falez	Turkey





Key Performance Indicators 2025

During the financial year 2025, the Company recorded a 54.6% year-on-year increase in net income, rising to SAR 58.0 million, driven by an improvement in gross profit margin to 23.5% and operating profit margin to 9.3%. It is noted that FY 2024 net income of SAR 37.5 million included non-recurring capital gains of SAR 43 million arising from the disposal of real estate assets, as formally disclosed via the Tadawul platform; excluding this item, the FY 2025 performance reflects a more substantive underlying operational improvement than the headline comparison may suggest. The Company also completed the full repayment of all outstanding short-term credit facilities during the year.

Key Financial and Operational Indicators – 2025 (SAR millions unless otherwise stated)

E-Commerce Revenue

94.3

E-Commerce Share of Revenue

12.4%

Number of Showrooms

73

Number of Employees

1280



Selected Financial Items

(SAR millions unless otherwise stated)

Item	2025	2024
Revenue	758.8	731.6
Gross Profit	178.0	113.0
Gross Profit Margin	23.5%	15.4%
Operating Profit	70.4	13.5
Operating Profit Margin	9.3%	1.8%
Net Income	58.0	37.5
Net Income Margin	7.6%	5.1%
Earnings Per Share (SAR)	0.17	0.11
Operating Cash Flows	78.7	201.8
Capital Expenditure	8.7	32.9
Total Assets	790.8	741.0
Shareholders' Equity	496.4	439.2

Geographic Revenue Distribution – 2025

Market	SAR millions	Share
Kingdom of Saudi Arabia	697	91.9%
GCC Markets	61.8	8.1%
Total	758.8	100%



Operational Highlights

73 showrooms

Comprising 66 showrooms within the Kingdom of Saudi Arabia and 7 showrooms in GCC markets.

Logistics Infrastructure

Two central warehouses in Riyadh, in addition to the Ifa'a fulfillment center in Jeddah, with a total area in excess of 50,000 square meters, supporting supply and distribution operations across the Kingdom and GCC markets.

Digital channels

A website and smart device applications enabling customers to access the Company's products and services through digital channels.



Key Operational Developments – 2025

During 2025, the Company concentrated its efforts on four principal areas: developing the retail network with priority given to the Saudi market, diversifying the brand-led product portfolio, strengthening omni-channel integration, and enhancing operational efficiency.

Q1 2025

Operational and Digital Foundations

- Completed a comprehensive upgrade of the e-commerce platform and smart device applications, covering the browsing, purchase, and delivery stages.
- Developed inventory management and supply chain operations to enhance product availability.
- Continued to enhance the in-showroom shopping experience to support integration between physical and digital channels.

Q2 2025

Portfolio and Seasonal Campaigns

- Executed seasonal campaigns during Ramadan and Eid Al-Fitr across digital channels and showrooms.
- Launched selective portfolio updates comprising seasonal collections and limited-availability products.
- Discontinued low-performing SKUs and introduced new products (product assortment rationalization) in alignment with customer preferences.

Q3 2025

Operational Efficiency and E-Commerce

- Implemented initiatives to improve promotional discipline, pricing management, and category profitability analysis.
- The e-commerce channel recorded an improvement in its revenue contribution, supported by platform development and digital marketing capabilities.

Q4 2025

Financial Consolidation

- The Company repaid all outstanding short-term credit facilities in full.
- Focused on higher-turnover and higher-margin categories, with disciplined management of promotional offers and seasonal products.
- The Company closed FY 2025 with a gross profit margin of 23.5% (FY 2024: 15.4%) and an operating profit margin of 9.3% (FY 2024: 1.8%).



Investment Proposition

The Company possesses a number of attributes that underpin its business model in the specialized home appliances and kitchen tools retail sector.

These attributes are presented as factors that support the Company's business model and do not constitute a guarantee of future performance.



Wide Geographic Presence

The Company operates a network of 73 showrooms across the Kingdom of Saudi Arabia and GCC markets, complemented by an e-commerce platform.



Proprietary-Brand-Led Business Model

Proprietary and exclusive brands accounted for approximately 88% of the Company's revenues in 2025, comprising two categories: wholly-owned brands (Edison, Tornado, Rocky, Robust) and exclusive brands for which the Company holds distribution rights in its markets (Markutec, Helios).



Improving Profitability

Net income increased by 54.6% to SAR 58 million in 2025, in the absence of non-recurring capital items compared to 2024, which included capital gains of SAR 43 million as formally disclosed.



E-Commerce Growth

E-commerce revenues reached SAR 94 million in 2025, representing 12.4% of total revenues, compared to 9.4% in 2024.



After-Sales Service

The Company provides extended warranties for electrical products under its proprietary brands, together with maintenance services through its showrooms and digital channels.



Solid Financial Position

The Company completed the full repayment of all outstanding short-term credit facilities during 2025, strengthening the Company's financial flexibility.



Structural Support from Vision 2030

The Company benefits from demand-growth drivers in the domestic market, including urban expansion, growth in new residential units, and the growth of the hospitality sector. The Company employs 1,280 staff, contributing to Saudization targets.





Shareholder Information

Item	Details
Listing Date	27 December 2022
Exchange	Saudi Exchange (Tadawul) – Main Market
Ticker Symbol	4192
ISIN	SA15M1P11G19
Number of Issued Shares	350,000,000 ordinary shares
Par Value per Share	SAR 1.00 (one Saudi Riyal)
Share Capital	SAR 350,000,000
Closing Price (31 December 2025)	SAR 6.28
Market Capitalization (31 December 2025)	SAR 2,198,000,000

Principal Shareholders

Shareholder	Percentage of Share Capital
Suleiman bin Mohammed bin Saleh Al-Saif (Founder)	62.5%
Other Individual Shareholders	7.5%
Public Shareholders (Free Float)	30.0%

* The founder's stake and individual shareholder percentages are subject to verification against Tadawul / Edaa registry records as at 31 December 2025 prior to publication.

Ownership Structure by Nationality

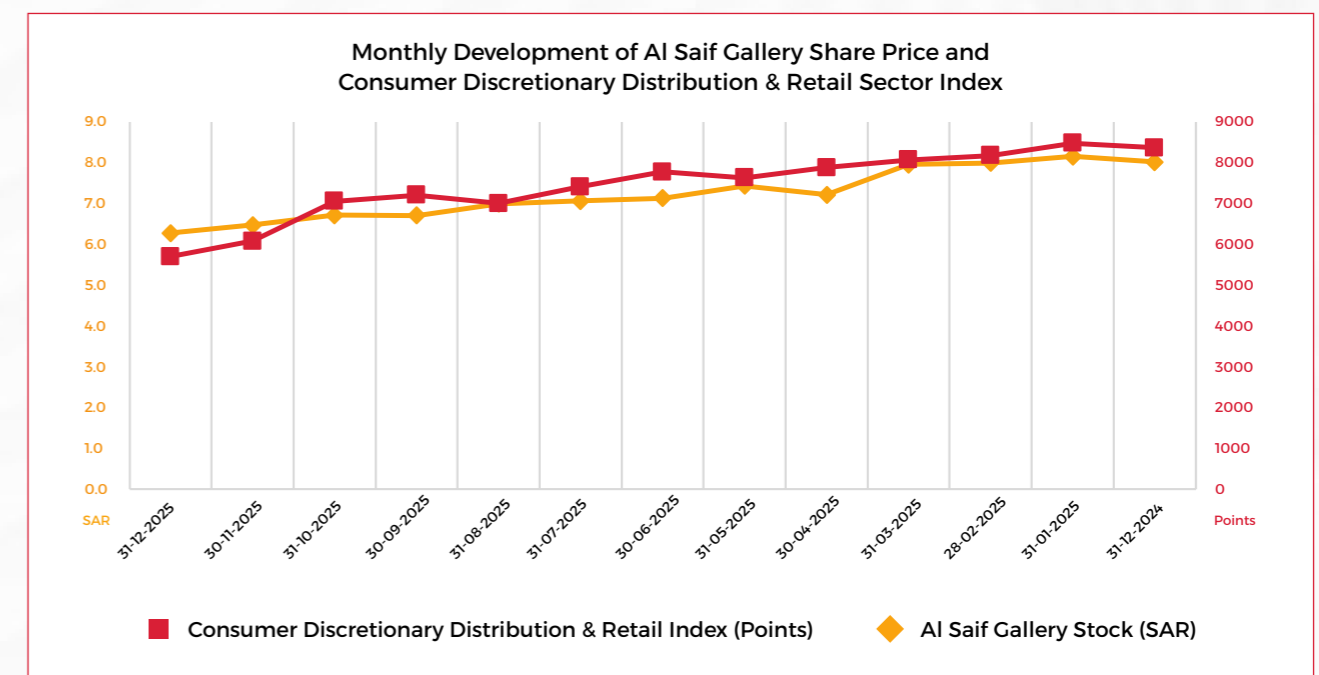
Nationality	Percentage of Share Capital
Saudi Investors	94.31%
Foreign Investors	5.69%

Ownership Structure by Investor Type

Investor Type	Percentage of Share Capital
Qualified Foreign Investors (QFIs)	1.14%
Corporates / Institutions	10.42%
Individual Investors	88.44%

* Ownership distribution data sourced from Tadawul / Edaa (Securities Depository Center) registry records as at 31 December 2025.

Share Price Performance vs. Benchmark Indices



Notes on the chart:

General Assembly, Dividend Announcements, Material Disclosures (Opening of Showrooms/Sale of Assets), Board Changes

السيف خاليري
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