



مجموعة شاکر  
SHAKER GROUP

# Shaker Group

**H1 2025**

## Earnings Results Presentation

August 7, 2025

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# Presenters



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# H1 2025

## Strategic Highlights

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# H1 2025 Highlights

## Delivered strong results and preparing for the next phase of growth



**Launched EZ Pay with BSF** to offer 0% installment plans across all platforms, expanding affordability and conversion potential



**Opened new stores** in Riyadh and Jeddah, progressing toward the 15-store target under Elevate 2027



**Recognized by LG MEA** as the **Best Service Provider** in the Middle East, reflecting enhanced after-sales excellence



**Discussed collaboration with LG, KSU & Pusan** on HVAC R&D to support local capability and sustainability



**Shaker distributed its first dividend since 2016** during the first half, with ₪ 27.75 million paid out to shareholders

### Revenue

₪ **769**mn  
**+1.4%**  
YoY<sup>2</sup>

### Gross Profit

₪ **193**mn  
**+6.8%**  
YoY<sup>2</sup>

### EBITDA

₪ **69**mn  
**-8.0%**  
YoY<sup>2</sup>

### Net Profit<sup>1</sup>

₪ **47**mn  
**-3.3%**  
YoY<sup>2</sup>

### EPS<sup>1</sup>

₪ **0.85**  
**-3.3%**  
YoY<sup>2</sup>

### Op. Cash Flow

₪ **13**mn  
**-78.2%**  
YoY<sup>2</sup>

# Financial Performance

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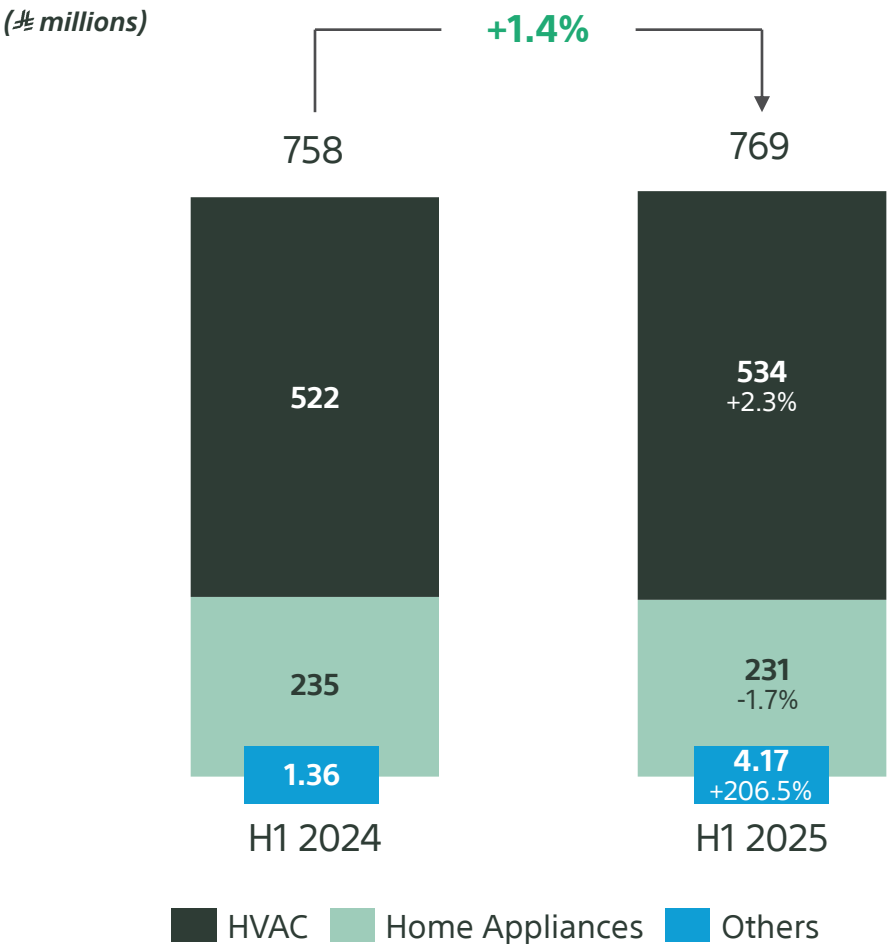


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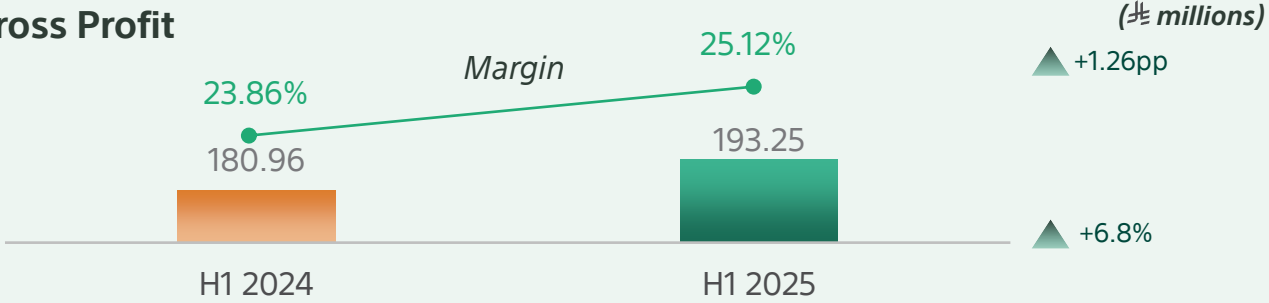


# Key Highlights: H1 2025

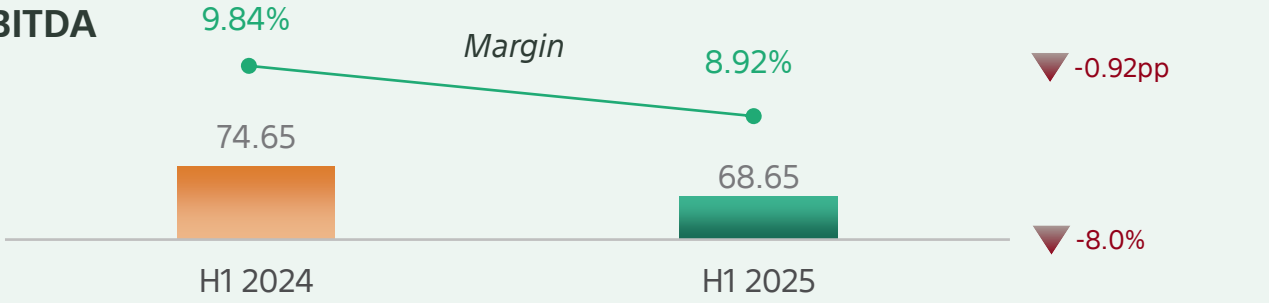
## Revenue by Segment



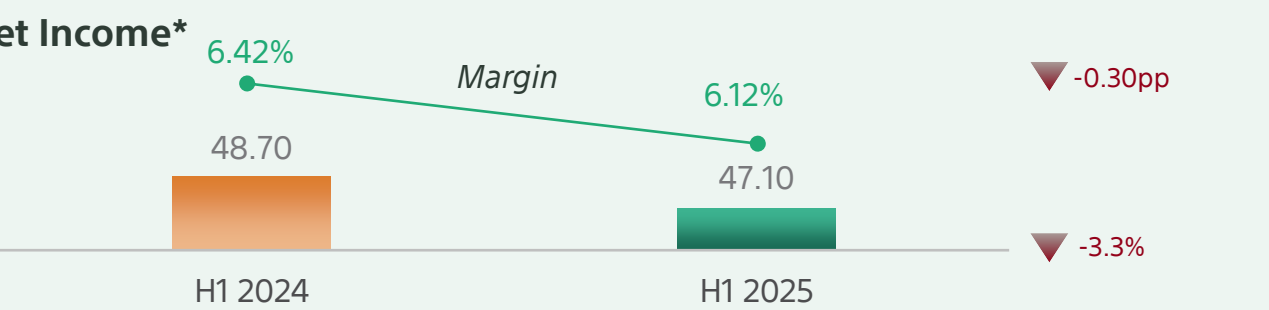
### Gross Profit



### EBITDA



### Net Income\*

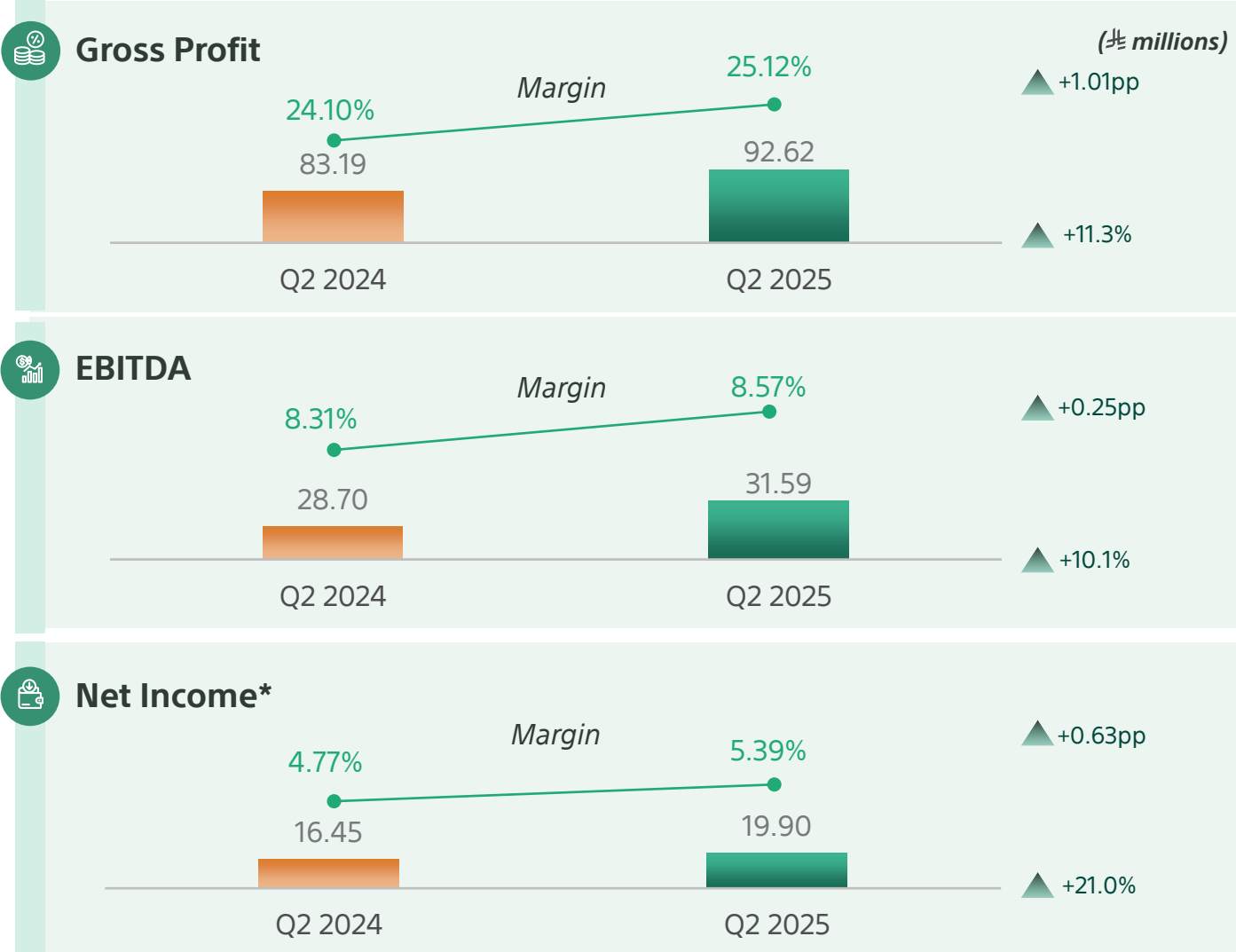
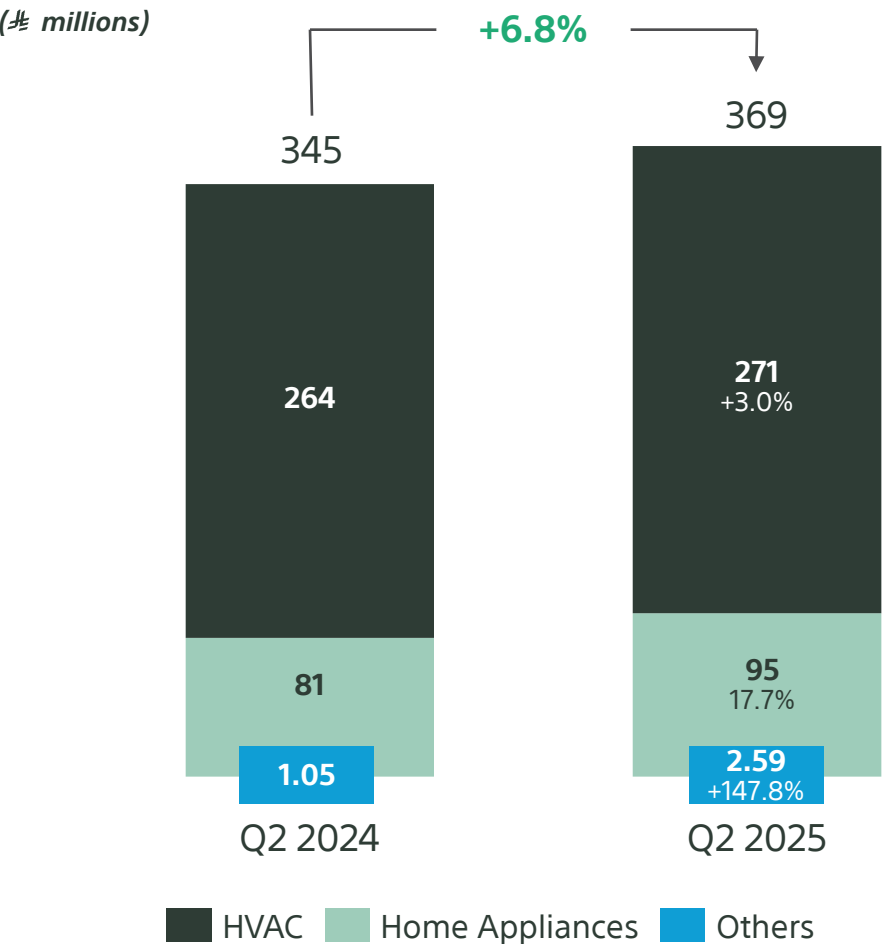


\*Attributable to shareholders of the Company



# Key Highlights:Q2 2025

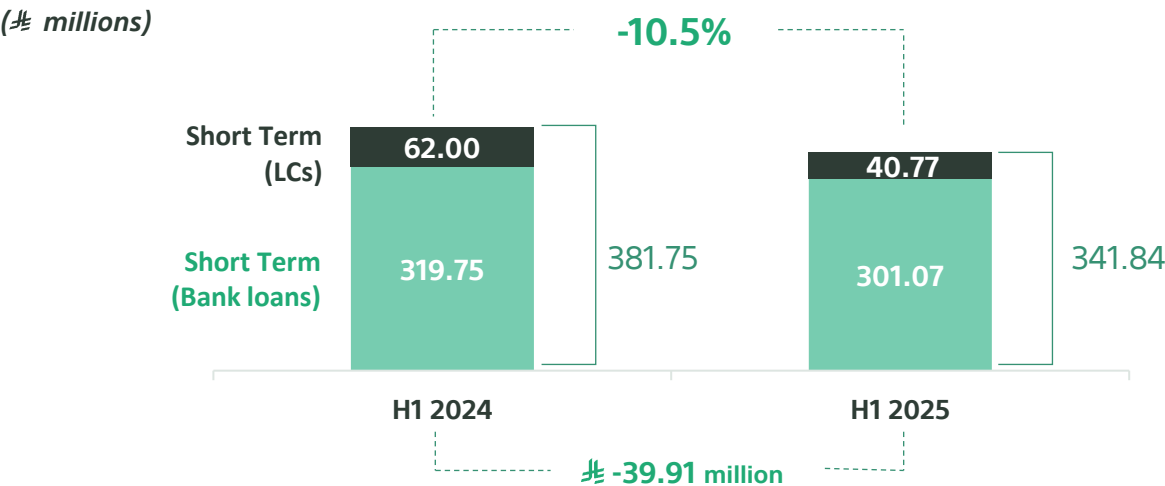
## Revenue by Segment



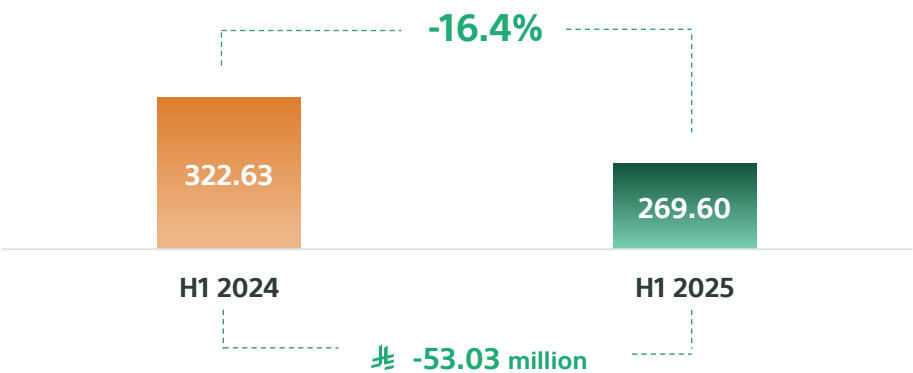
\*Attributable to shareholders of the Company

# Leverage Levels: H1 2025

## Short-term Borrowings

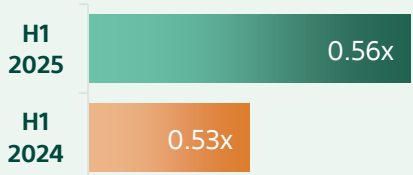


## Net Debt<sup>3</sup>

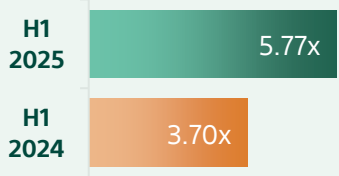


## Highlights

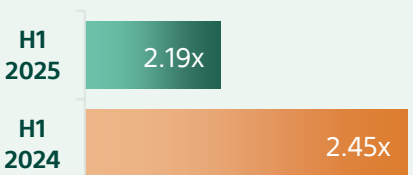
Total Liabilities/Total Assets ▲ +5.56%



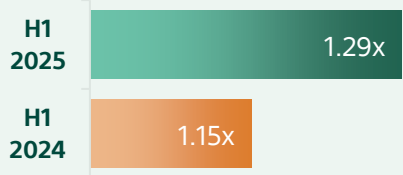
Interest Coverage Ratio<sup>2</sup> ▲ +56.01%



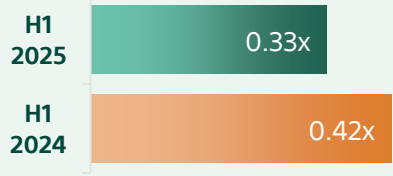
Net Debt/EBITDA<sup>3,5</sup> ▼ -10.61%



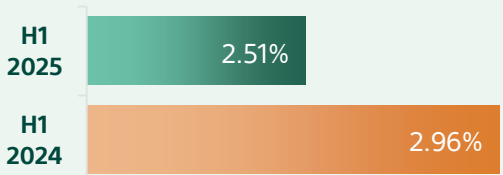
Total Liabilities/Equity<sup>1</sup> ▲ +12.72%



Net Debt/Equity<sup>1,3</sup> ▼ -21.72%



ROA<sup>4</sup> ▼ -0.45pp



1: Equity attributable to shareholders of company  
2: EBIT / Interest Expense  
3: Net Debt calculated as short & long-term borrowings (ex-lease liabilities) less cash & cash equiv.  
4: Return attributable to Shaker shareholders  
5: LTM EBITDA

# Cash Flow Bridge

## Highlights

Net Cash position reached 72.2mn as of 30<sup>th</sup> June 2025, compared to 22.8mn on 31<sup>st</sup> December 2024, largely driven by:



Strong cash flow from operating activities, supported by higher profitability

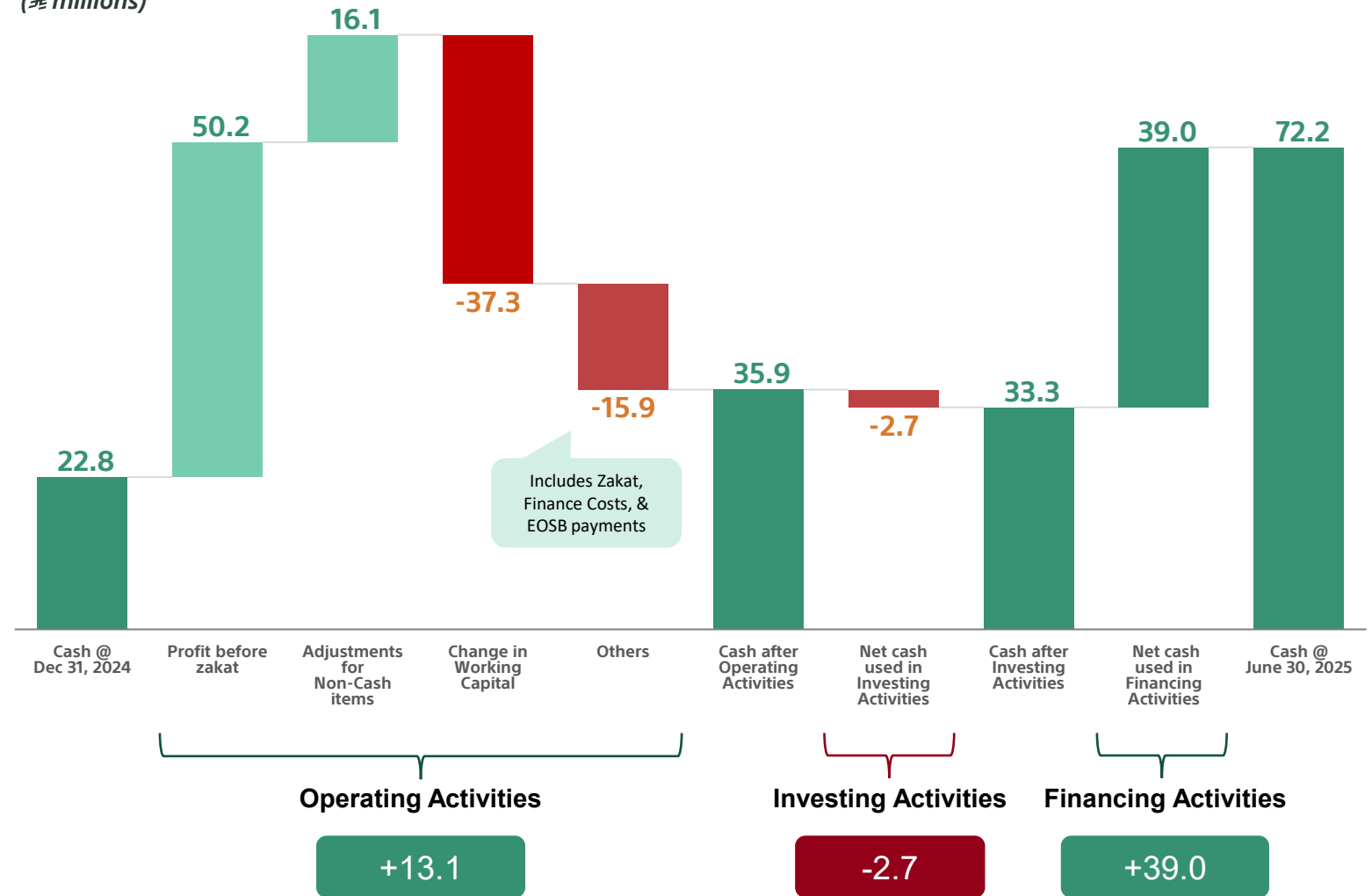


Minimal cash outflow from investing activities, maintaining overall cash strength



Financing inflows of ₪ 39.0 million, driven primarily by debt refinancing

(₪ millions)



# Strategy Update

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# Unlocking Consumer Financing Through EZPay

Strategic partnership with Banque Saudi Fransi (BSF)

Shaker partnered with Banque Saudi Fransi (BSF) to offer instant installment-based financing that makes appliance purchases easier and more accessible for customers across all channels

Available at all  
Shaker retail  
locations

0%  
Interest

3-24m  
Payment  
Term

﷼ 30k  
Limit

No need for a  
BSF account

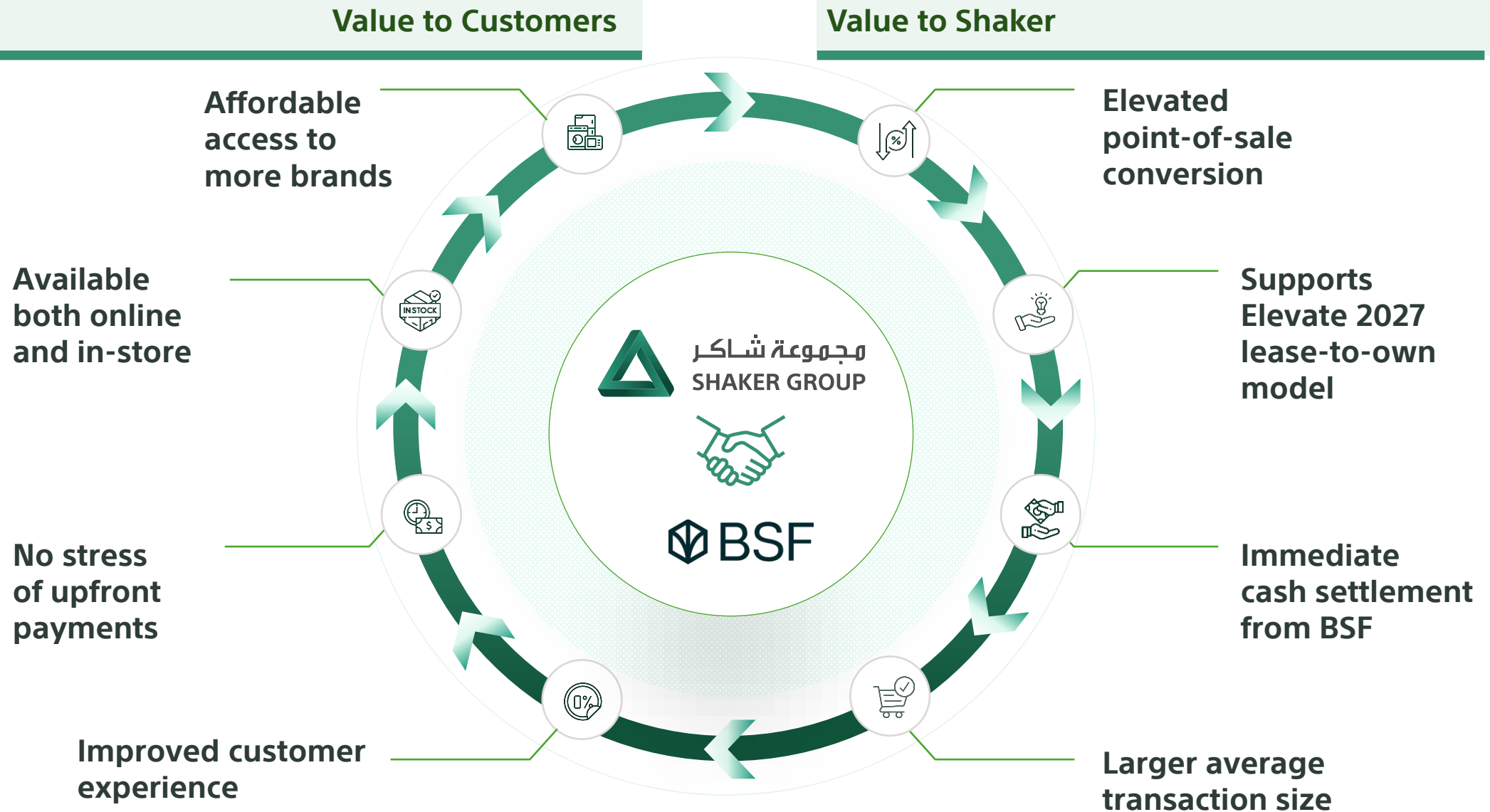
Instant approval  
at point of sale

No paperwork  
required





# Driving Value for Consumers and Shaker



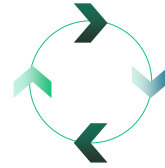
# Elevate 2027 strategy is based on two pillars to grow our core and leverage adjacent strategic opportunities

## Elevate 2027

### Core

1

- ▲ Maintain HA and HVAC leadership
- ▲ Strengthen Shaker's brand recognition
- ▲ Increase large-scale B2B tender participation and services
- ▲ Scale and unlock aftersales service opportunities
- ▲ Expand brand portfolio and product range
- ▲ Expand retail footprint and e-commerce platform

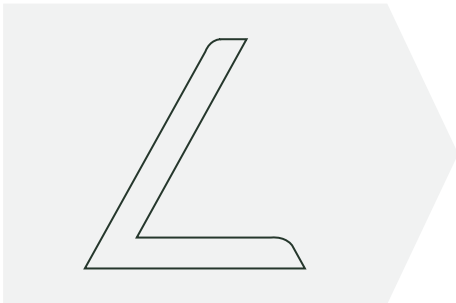


### Strategic Adjacencies

2

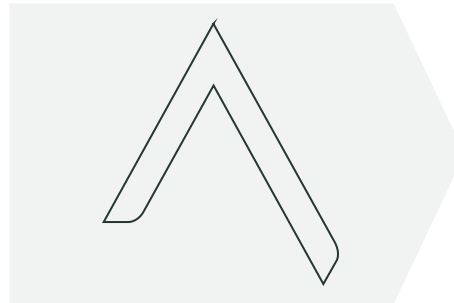
- ▲ Offer appliance leasing opportunities to capture broader demographic by providing more purchasing options
- ▲ Become a 3PL partner of choice providing logistics services to local market
- ▲ Launch Shaker's own brand - contract manufacture and source "own brand" appliances to capture mid-segment market

### Protect and grow the core



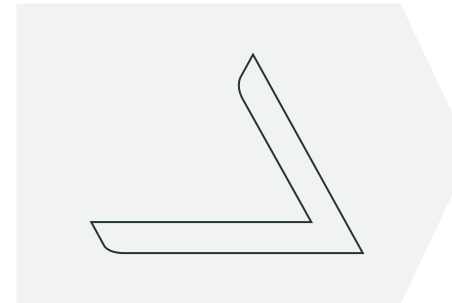
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### Grow strategic adjacencies



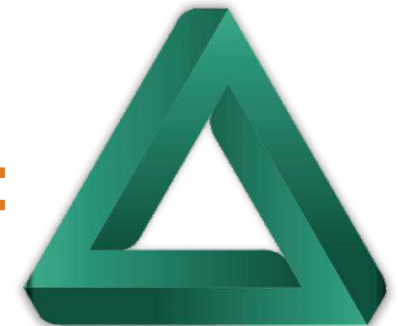
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### Supportive macro environment



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### Elevate 2027



# Looking Ahead

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# Looking at 2025 and beyond to execute Elevate 2027

## Looking at 2025 and Beyond



Increase B2B tender participation in megaprojects and expand current aftersales servicing business



Expand B2C retail presence with 15 store by end of 2025 and improve the e-commerce platform



Launch appliance leasing for consumers to provide more purchasing options



Facilitate the entry of international companies into Saudi Arabia through manufacturing and distribution collaborations



Add a more diverse range of brands and products





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# THANK YOU

## Q&A



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