



سيرا
SEERA

Seera

November 2019

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We have transformed our
identity ...



- Government travel agency
- Unstructured brand portfolio
- Family-owned business

... to signal the dawn of a
new era



- Holistic travel & tourism company
- Clear holding co. brand with portfolio of business driven brands
- Publicly listed company ~84% free float

Born 40 years ago. Our first branch in Riyadh.

1979

Opened 1st office in Riyadh

Bold acquisitions. Our rapid expansion begins.

2005

Became a Closed joint-stock company

Greater foundations. Set for even greater growth.

2012

Went public on Saudi Stock Exchange

Investment in Technology and new markets.

2014

Invested in Careem, Almosafer, and the UK

Our transformation begins.

2017

Announced transformation program

We started the transformation by defining our focus and long term vision...

“ A leading **travel and tourism company** with a balanced portfolio of **trusted brands** that consistently **exceed customers' expectations.** ”



Seera's strategy is driven by **3 value- creation** engines



Travel market, in-and-out of KSA, is massive, underserved, and is growing

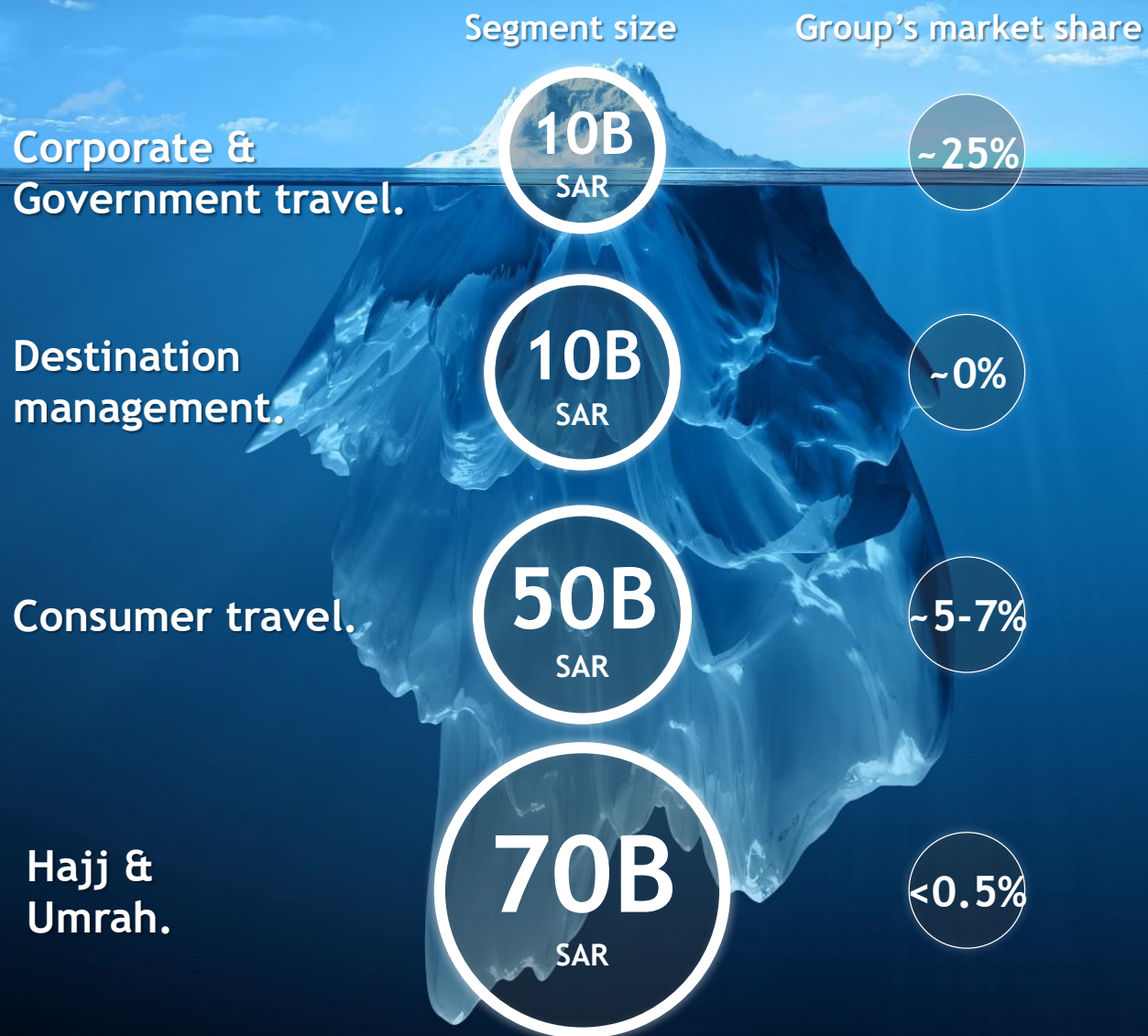


Scale in travel is essential and is a powerful barrier to entry



Brand trust and local touch matters

KSA market presents a massive and untapped opportunity



Historically, the Group focused primary on acquiring & servicing Corp.& Gov't customers

KSA is executing an ambitious plan to activate tourism in the Kingdom with more than one trillion SAR CAPEX allocated for tourism development until 2030 to achieve 30M-40M inbound visitors by 2030 with projected spend of SAR150B-200B

Large segment with fragmented competitions, good offline growth (2-4% CAGR) and significant online growth (11-15%)

Massive segment, in which the group can build significant competitive advantage, with enormous growth potential (Market size to reach SAR 200Bn-350Bn by the year 2030)

Suppliers

Data

Technology



Unified scalable sourcing,
data, and technology platform
that powers a portfolio of
businesses



**Business Travel
Management**



Consumer Travel



Hajj & Umrah



Destination Management



Hospitality



Car Rental



Corporate Ventures



Business Travel
Management



Consumer
Travel



Hajj & Umrah



Destination
Management



Hospitality



Car Rental



Corporate Ventures



Elaa is a trusted travel partner of public & private sector entities

Providing higher margin, more complex services while introducing digital products to maintain competitive advantage and optimize cost structure



Built a one-of-its-kind travel order system, since July-2019, 100% of travel requests are processed online



Booked travel itineraries and ground transportation for 50+ international high profile speakers and CEO's



Provided meet & greet services to 200+ international arrivals across airports in KSA



... servicing the largest and the most prestigious corporate & government customer base

Non-exhaustive

Flagship Companies



Major Hospitals



Key Universities



Elaa is the leading provider of chartered flights services in KSA



Manage charters for several corporate & government events and royal family members



Provide consultation to clients on selecting private jets / charters as per their requirements through an experienced team



An experienced team managing group fares for commercial flights



Elaa handling
~SAR 250 million
net booking value of chartered flights



Business Travel
Management



Consumer
Travel



Hajj & Umrah



Destination
Management



Hospitality



Car Rental

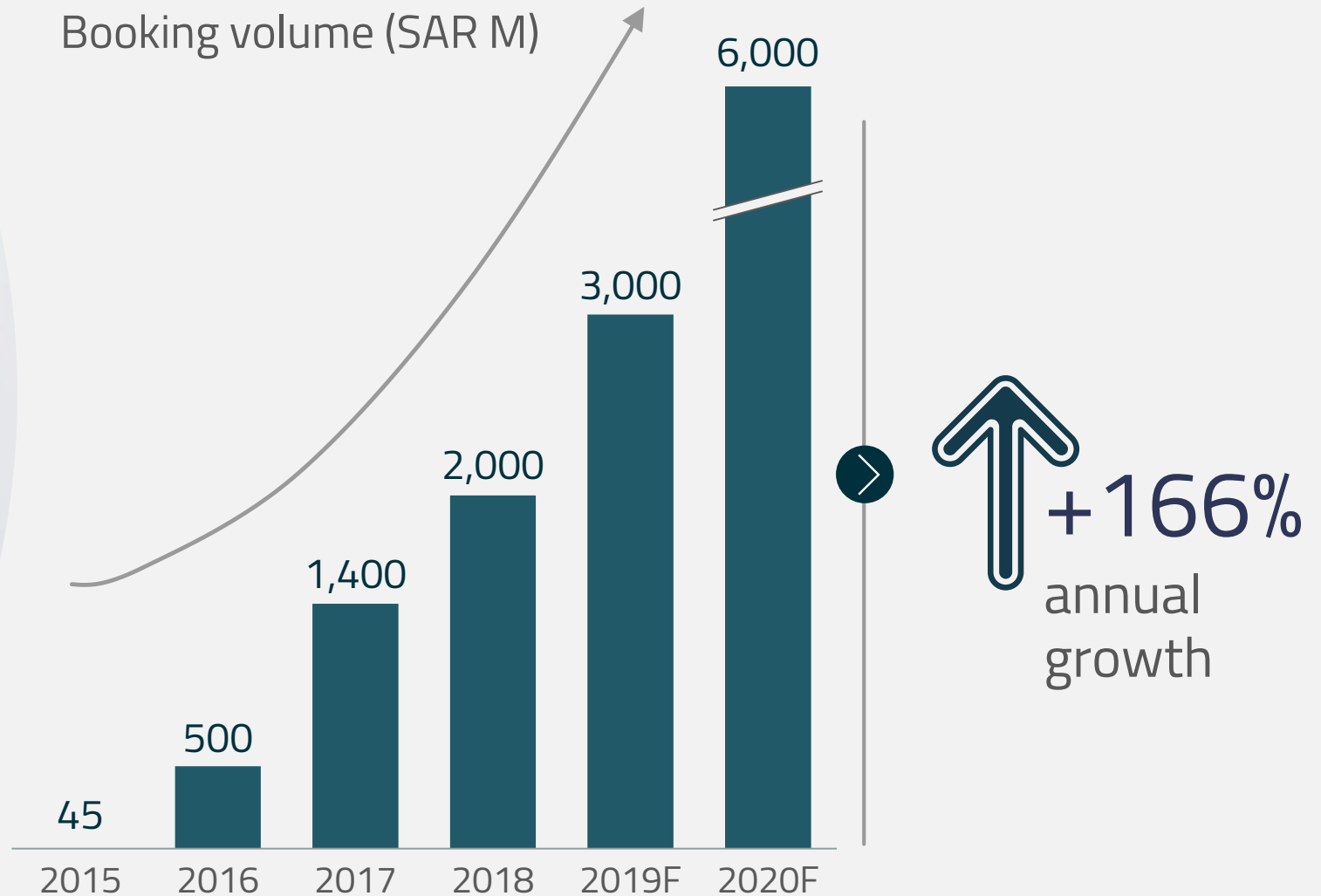


Corporate Ventures

المسافر
Almosafer

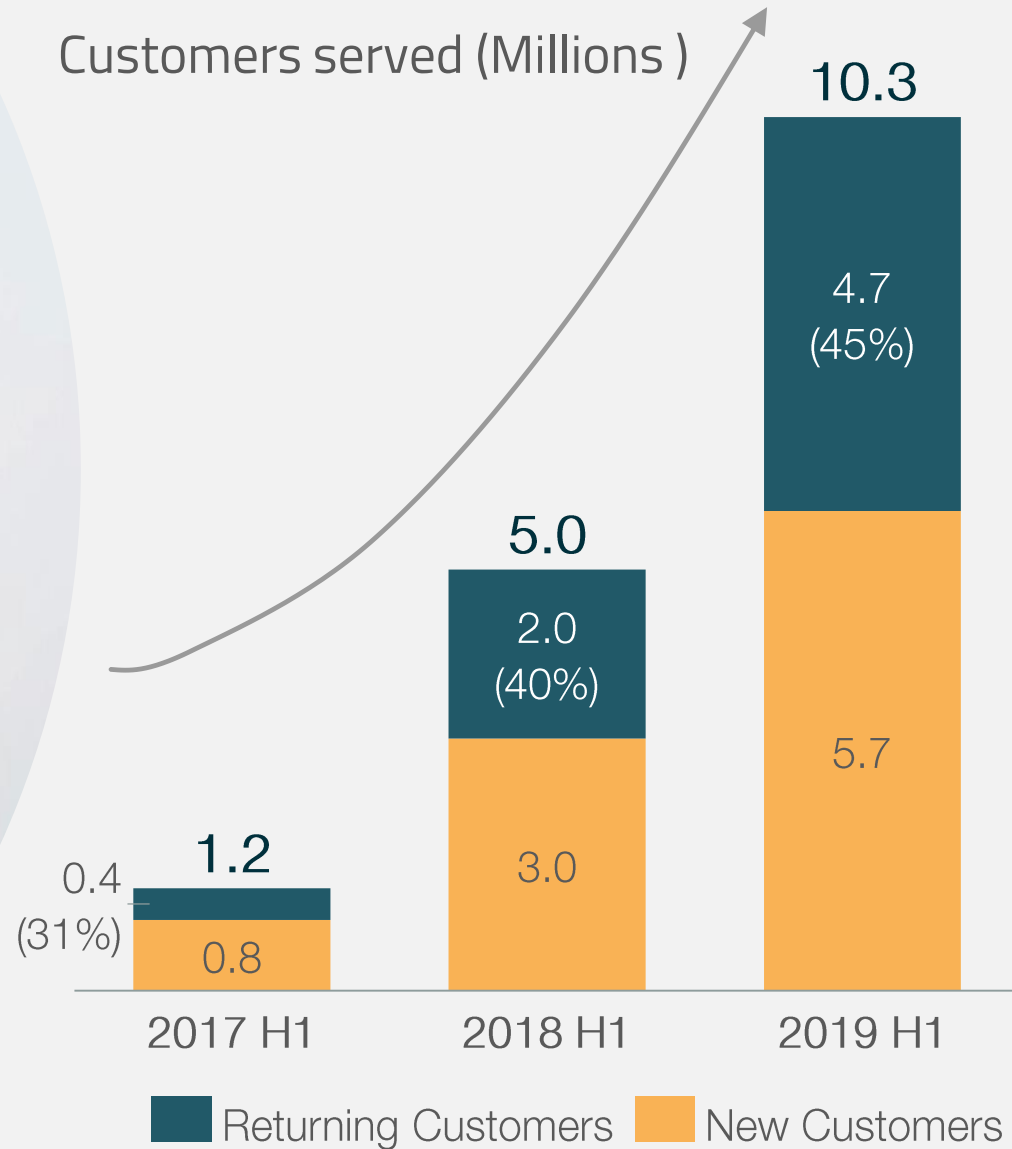


Our Consumer Travel business has achieved 3-digit annual growth for the past 5 years





With an increasing share of loyal customers

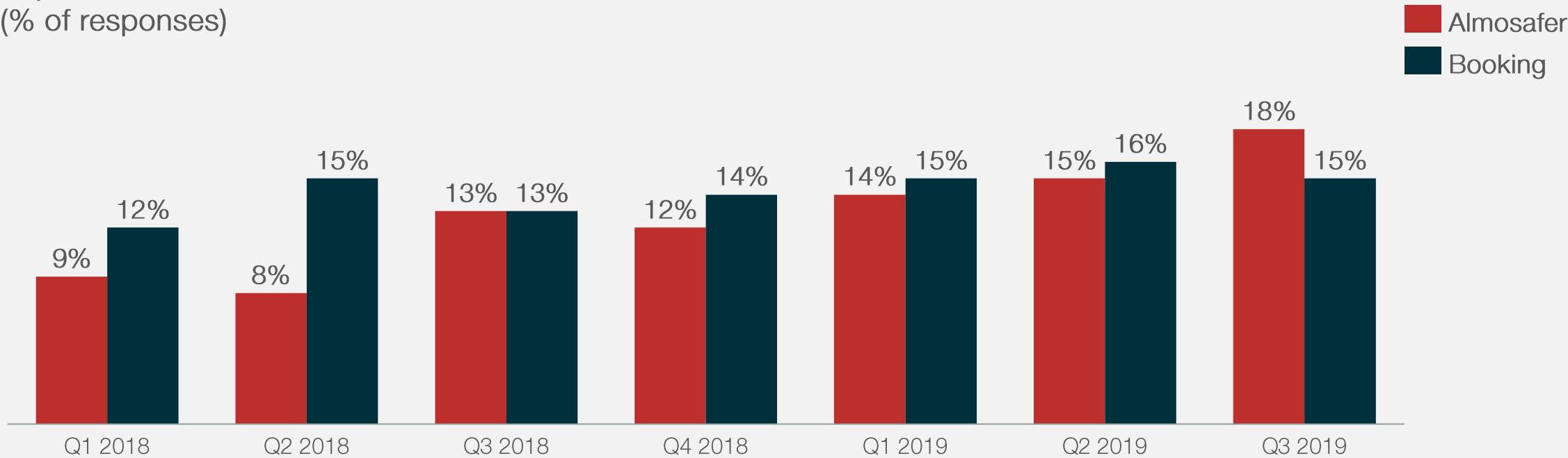


+192%
YoY growth,

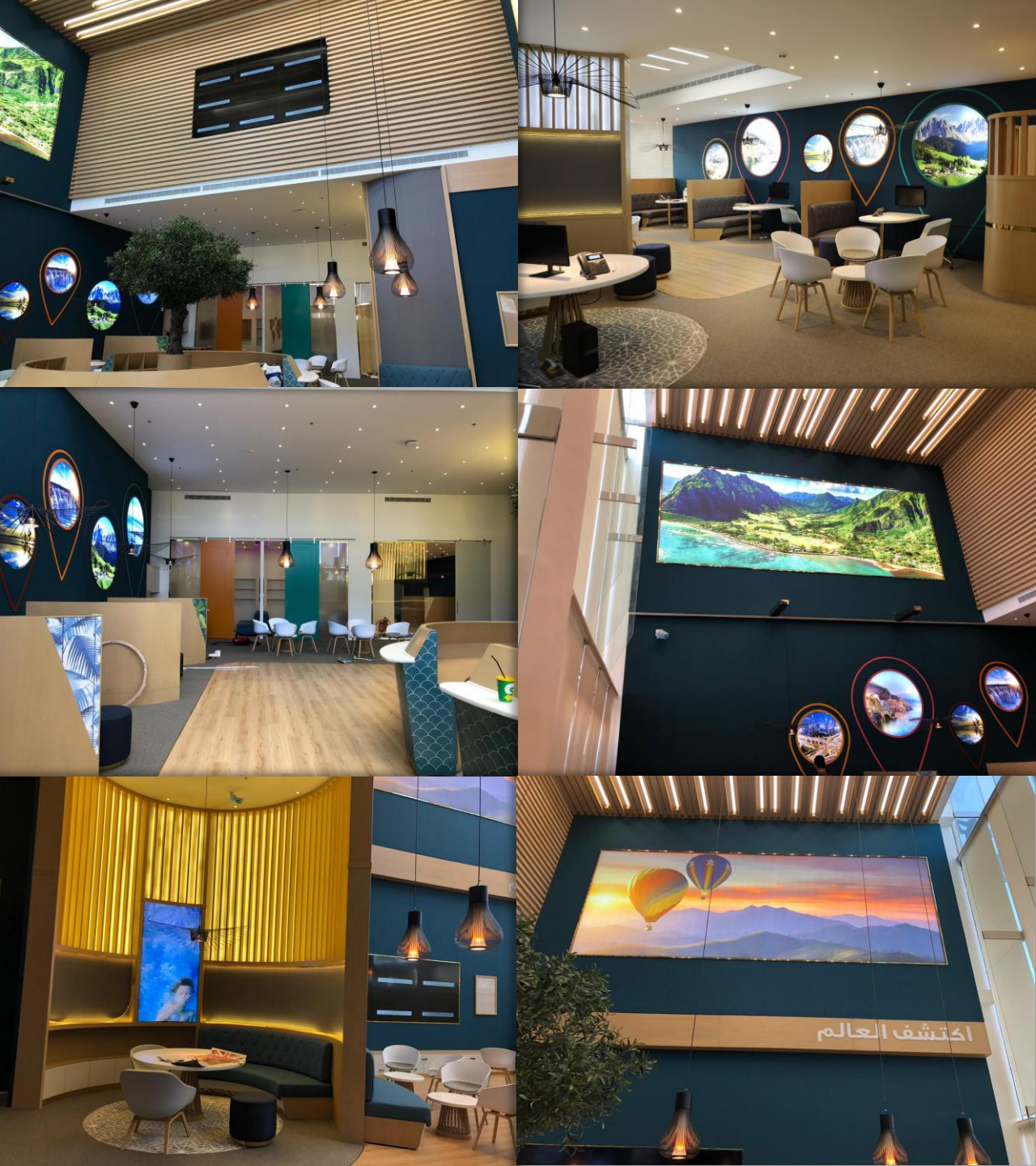
+254%
YoY growth in returning customers

Almosafer brand has become the leading travel brand in KSA surpassing Booking.com

Top of mind awareness
(% of responses)



Ipsos
Market research



Leveraging the tech,
data, and brand
Almosafer will rollout
50 "new concept"
stores By Q1 2020
offering a seamless
Omnichannel
experience



Business Travel
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Consumer
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Hospitality



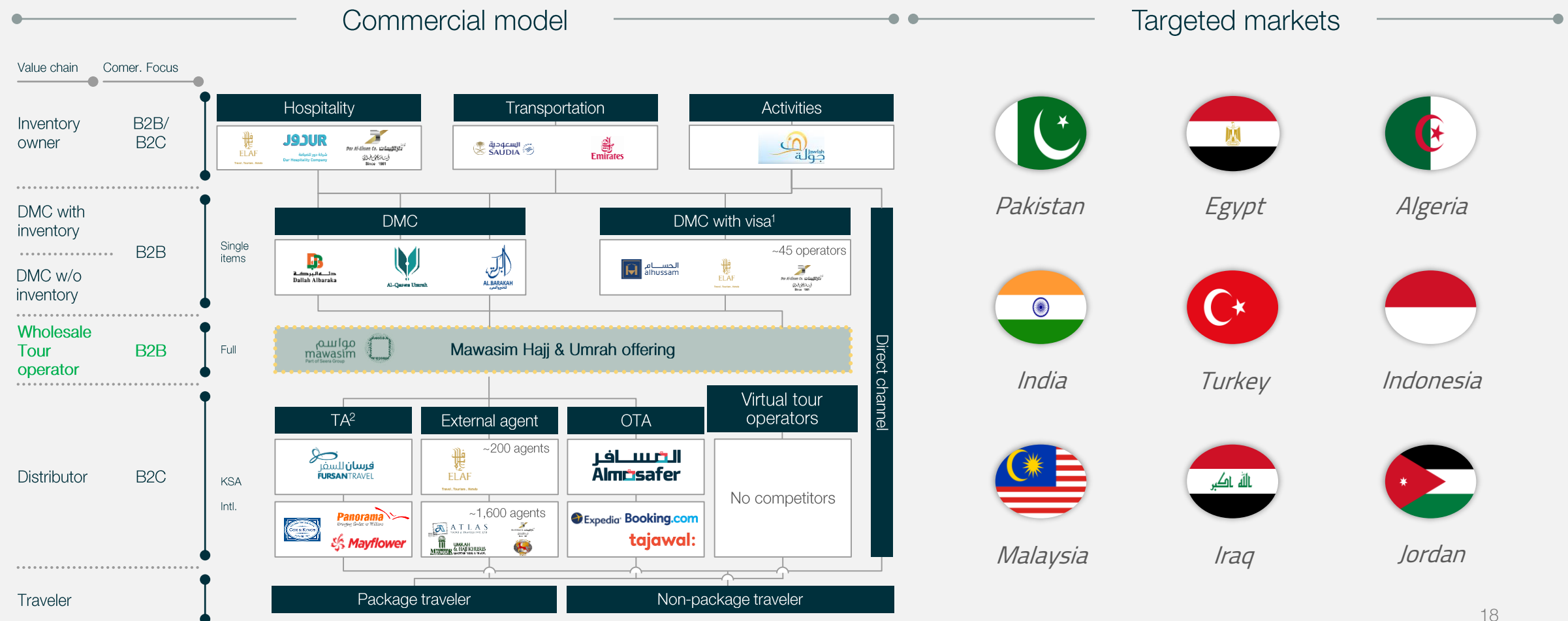
Car Rental



Corporate Ventures



Hajj &Umrah SBU will go to market with Mawasim brand as a Wholesale Tour Operator with focus on 9 source markets





Business Travel
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Destination
Management



Hospitality



Car Rental

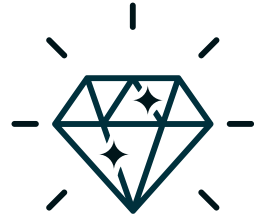


Corporate Ventures



DISCOVER
SAUDI

Saudi Arabia is the upcoming tourism destination in the region



KSA offers unique and diverse
tourism destinations



Government has ambitious plans
to develop new tourism and
entertainment destinations



Launch of KSA tourist visa
is set to drive inbound
tourism

KSA offers a wide diversity of tourism destinations



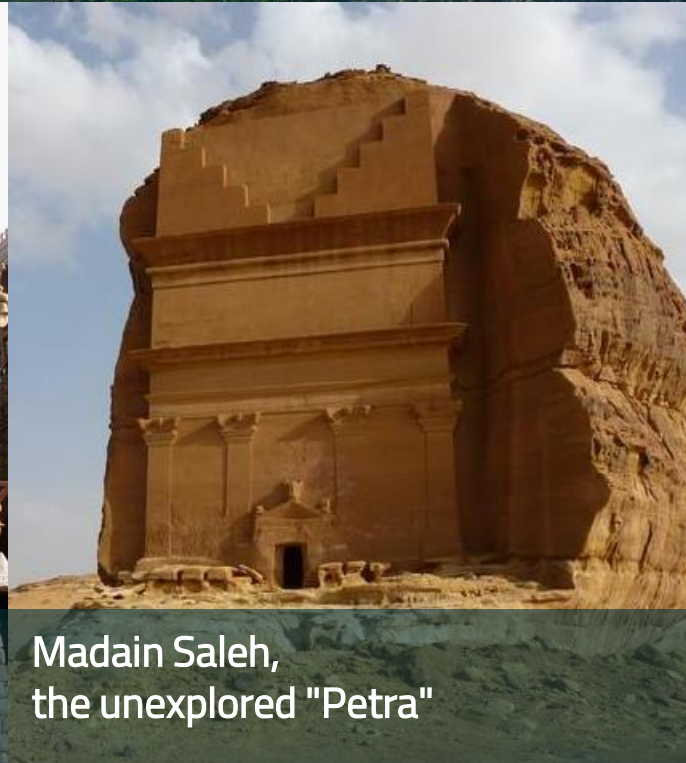
Aseer,
breathtaking mountain scenery



Red Sea,
untouched coral reefs



Jeddah,
World Heritage architecture



Madain Saleh,
the unexplored "Petra"



The Empty Quarter,
the largest sand dunes

We are establishing a DMC in KSA to capture this market



DMC's offer deep local knowledge as well as ground support throughout the trip

- ✓ Create customized itineraries with unique activities
- ✓ Know which supplier will provide the best service within the available budget
- ✓ Acknowledge latest trends and events in the destination
- ✓ Understand local laws, cultural norms and expectations
- ✓ Provide support when dealing with local authorities
- ✓ Help overcoming any language barriers
- ✓ Adapt the plan when required (local events, traffic situation ...)



Business Travel
Management



Consumer
Travel



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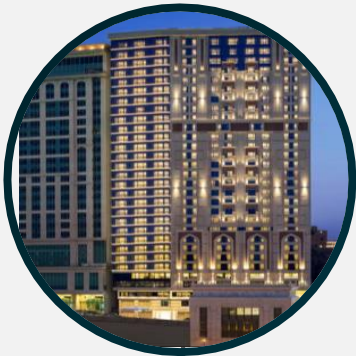


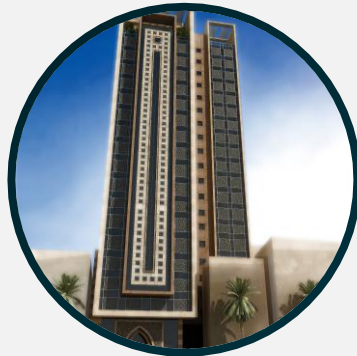
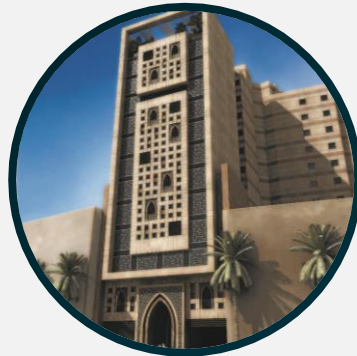




















Car Rental



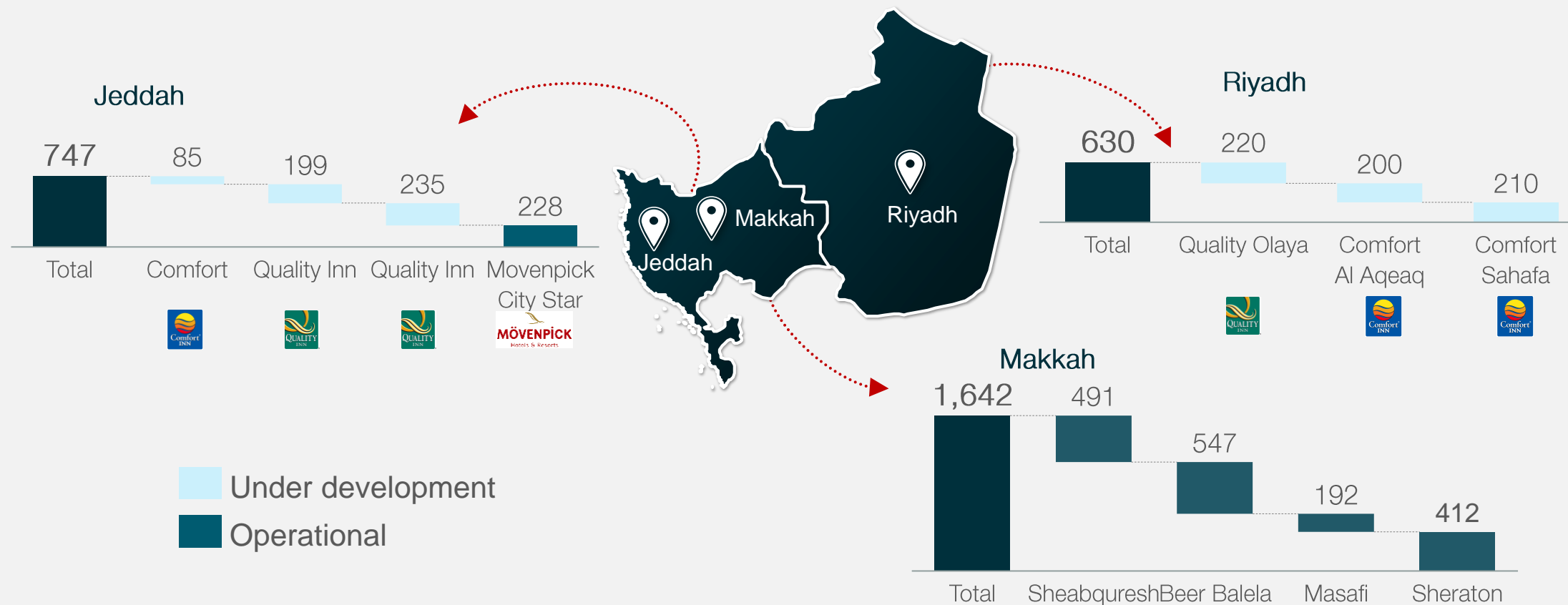
Corporate Ventures


MÖVENPICK
 **CHOICE**
HOTELS®
Sheraton

We have successfully developed 5 hotels with 1,870 rooms generating SAR 155M in revenues in 2018...

	Sheraton Makkah ☆☆☆☆☆	Movenpick City Star ☆☆☆☆☆	Beer Balelah ☆☆☆	Shuba't Quraish ☆☆☆	Ajyad Masafi ☆☆☆
					
City:	 Makkah	 Jeddah	 Makkah	 Makkah	 Makkah
Keys	 412	 228	 547	 491	 192
Occupancy:	 73%	 68%	 100%	 100%	 100%
Book Value:	 SAR 1,934 M	 SAR 243 M	 SAR 282 M	 SAR 320 M	 SAR 120 M

... and we are currently developing 6 properties adding ~1,150 additional rooms by 2021



By 2021 ~3,000 rooms will be operational across 3 cities





Business Travel
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Hospitality



Car Rental

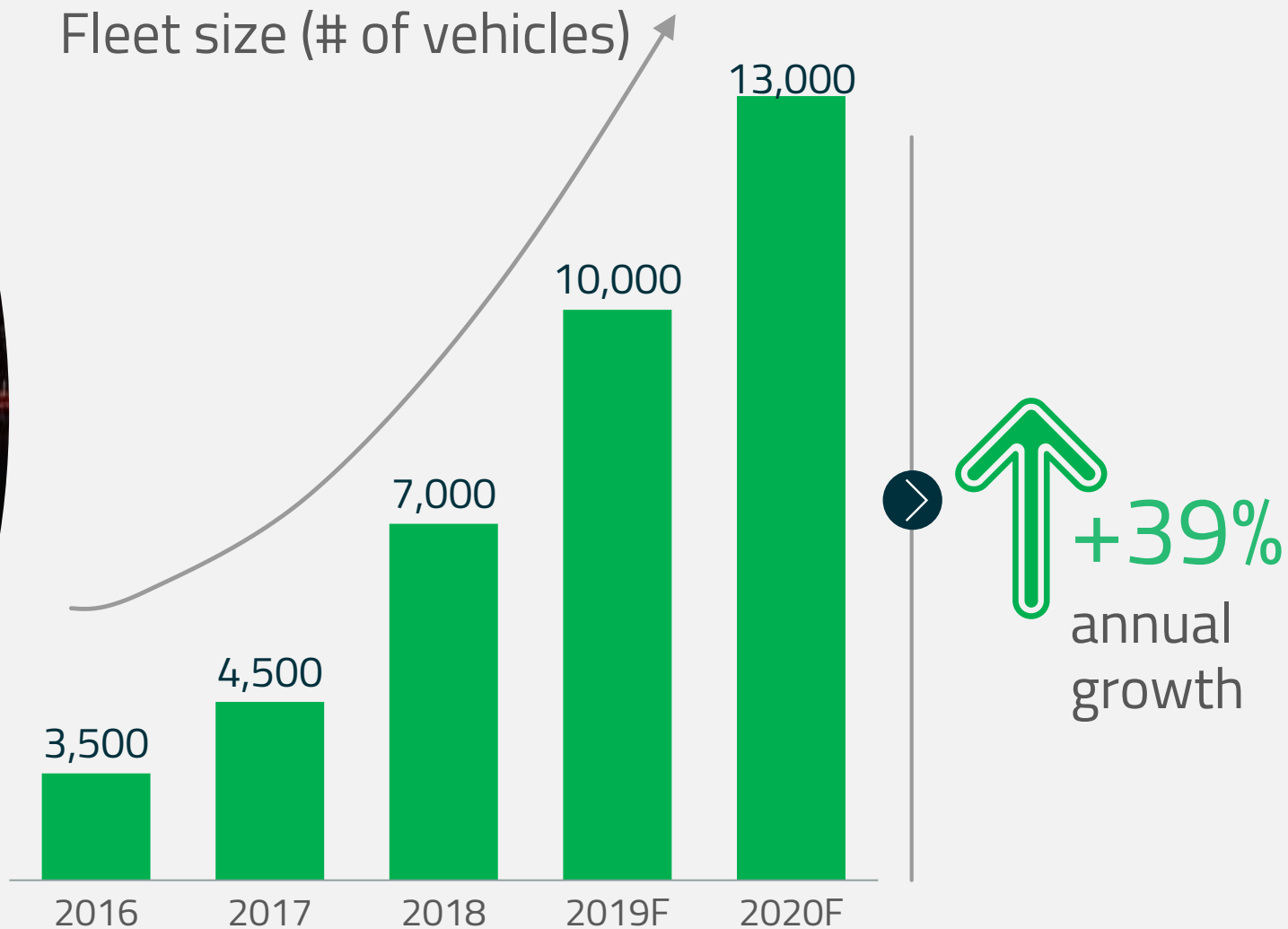


Corporate Ventures



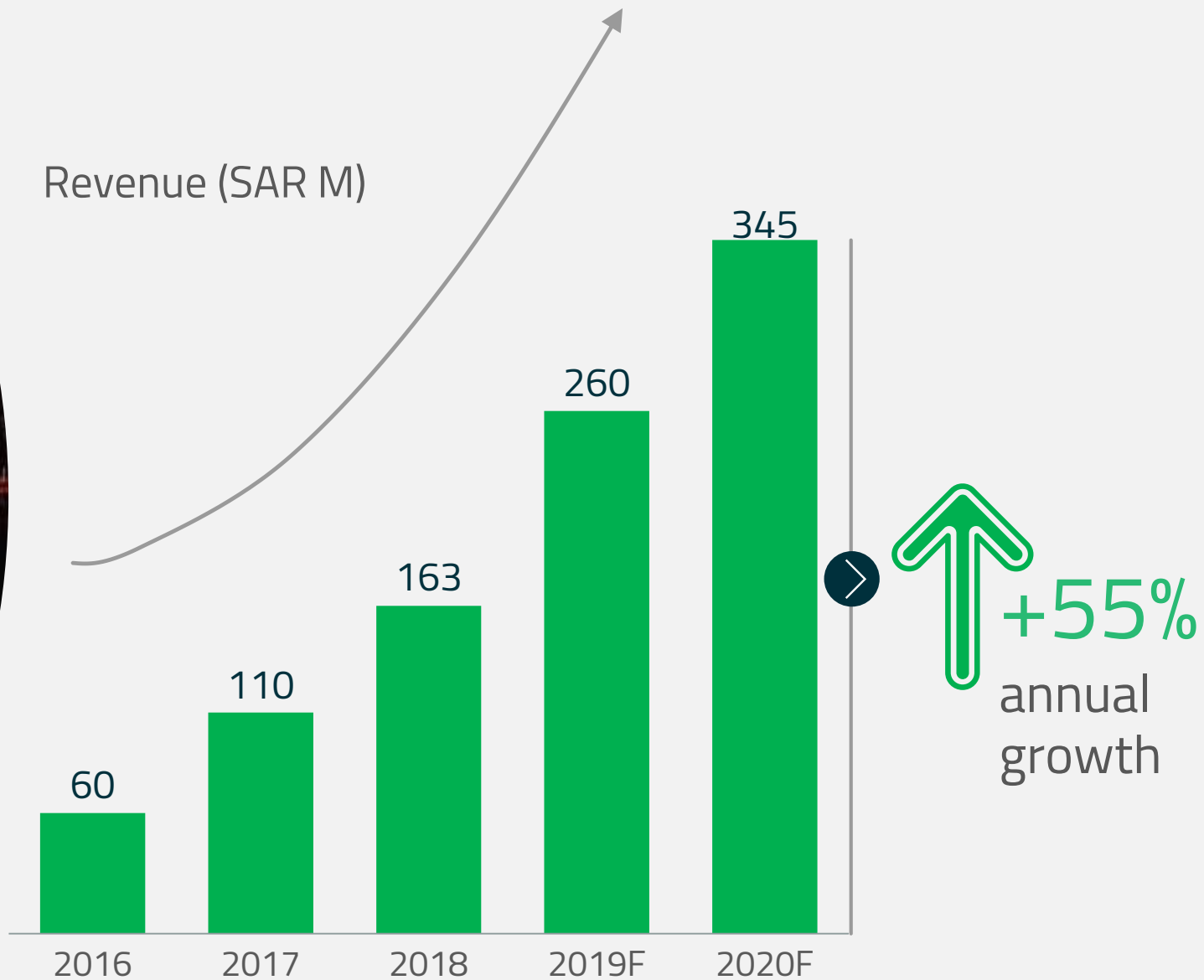


Is the fastest growing car rental brand in the region





Is the fastest growing car rental brand in the region



Seera's ownership advantage boosted Lumi's customer acquisition



Ministry of Interior

600 Lease vehicles



وزارة الصحة
Ministry of Health

500 Lease vehicles



نيوم NEOM

SIEMENS



SONY



FUTURE
INVESTMENT
INITIATIVE
By the Public Investment Fund



The Red Sea
Development
Company



SAUDI AIRLINES
CATERING



الخطوط السعودية
للتموين



وزارة الإعلام
Ministry of Media





Business Travel
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Corporate Ventures



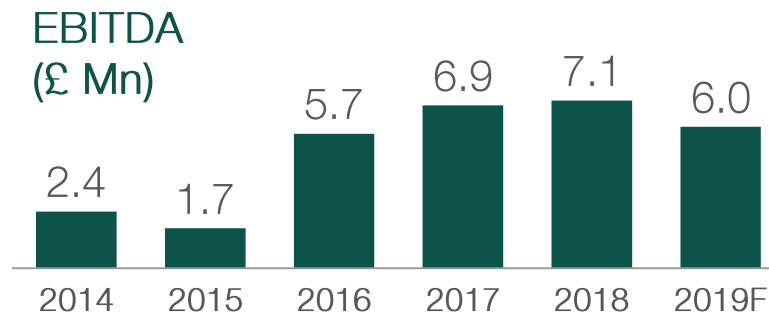
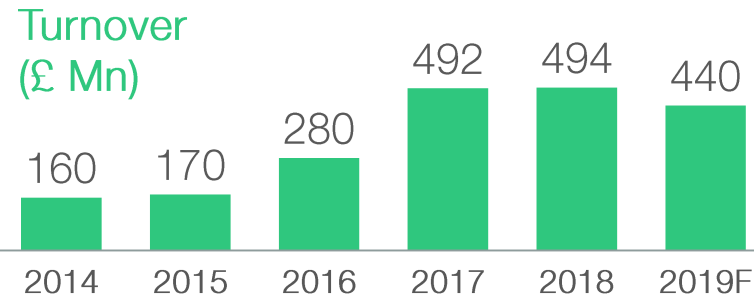
Seera plan's is to maximize its UK travel business value over the mid-term horizon



Elegant Resorts



- **2014:** Seera purchase Elegant Resorts and Co-operative Travel Management
- **2015:** Co-op Travel rebranded to Clarity Travel Management
- **2016:** Clarity Travel Management merges with Portman Travel in November 2016
- **2019:** Clarity acquires U.K. based Ian Allan Travel



Value creation from continued acquisitions:

- Organic EBITDA growth
- Acquired EBITDA
- Synergy value created
- Multiple arbitrage

The group generated significant value to shareholders by being largest and one of the earliest investors in Careem



Careem Founded
2012



Seera invested in
Series B,C,F
2014, 2015, 2018

Uber

Uber acquires Careem
for \$3.1 Billion
2019



Seera's proceeds from the deal

~SAR **1.7 B**

First tranche expected in Q1 2020

Seera originally acquired 30% stake in Thakher in 2016 via share swap...

30% Ownership in Thakher

9.65M Seera shares issued

SAR 83.30 Share issuance price

...In 2018, Seera successfully exited its investment in Thakher in return for cash

SAR 377M Cash Consideration

SAR 27.4 Implied Seera share price

SAR c.17 Seera actual share price



Thank you



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