

MBC GROUP REPORTS 29% REVENUE GROWTH TO SAR 5.4 BILLION IN FY 2025

Riyadh, KSA – 15 March 2026: MBC GROUP (“MBC” or the “Company” or the “Group” | Tadawul: 4072), the leading media and entertainment conglomerate in the Middle East and North Africa (“MENA”) region, today announced its financial results for the full year ended 31 December 2025 (“FY 2025”). The Group delivered strong growth in FY 2025, with revenues increasing 28.5% year-on-year (“YoY”) to SAR 5.4 billion, reflecting continued momentum across the Group’s core businesses. Net profit for the year reached SAR 437.5 million, compared to SAR 426.1 million in FY 2024, with net profit margin of 8.1%. On a quarterly basis, revenues in 4Q 2025 reached SAR 1.5 billion, up 25.0% YoY, while net profit for the quarter amounted to SAR 9.7 million. These results reflect the timing of project deliveries and increased investment in content ahead of the Ramadan season, together with related accounting recognition during the period.

FY 2025 HIGHLIGHTS

<p>GROUP REVENUES SAR 5,390.9 MN ▲ 28.5% YoY</p>	<p>GROUP GROSS PROFIT SAR 1,265.9 MN ▲ 5.0% YoY 23.5% margin</p>	<p>GROUP NET PROFIT SAR 437.5 MN ▲ 2.7% YoY 8.1% margin</p>
<p>BOCA NET PROFIT SAR 492.9MN ▼ 7.6% YoY</p>	<p>MBC SHAHID NET LOSS SAR 78.7 MN ▲ vs. SAR 129.1 MN in FY 2024</p>	<p>M&E NET PROFIT SAR 23.3 MN ▲ 5.8% YoY</p>

KEY FINANCIAL & OPERATIONAL HIGHLIGHTS IN FY 2025

- MBC delivered strong top-line growth in FY 2025, supported by streaming expansion and the accelerated delivery of major projects, while net profit reflected investment in content and project timing effects during the year.
- BOCA remained the Group’s largest revenue contributor, with profitability impacted by non-core content write-downs and the absence of non-recurring income recorded in 2024.
- MBC SHAHID continued to scale across SVOD and AVOD, improving subscription economics and narrowing losses, while MBC SHAHID Sports expanded its rights portfolio with the addition of Bundesliga, Coppa Italia and Copa del Rey.
- The Media & Entertainment segment recorded significant revenue growth, driven by major project deliveries and the continued expansion of Saudi production capabilities.
- MBC strengthened its strategic positioning during the year, with PIF becoming the Group’s majority shareholder and the expansion of industry, government and academic partnerships supporting the Kingdom’s evolving media ecosystem.
- MBC continued evolving its content strategy and distribution across platforms to anticipate and meet changing audience behaviours, supported by data-driven decision-making and operational optimisation initiatives.
- MBC launched MBC MASR DRAMA to capture growth opportunities and support regional revenue diversification.
- Management implemented a structured cost reset across the Group to enhance efficiency and support future growth.

KEY FINANCIAL FIGURES

SAR MN	4Q 2025	4Q 2024	Change	FY 2025	FY 2024	Change
Revenues	1,549.1	1,239.7	25.0%	5,390.9	4,196.4	28.5%
<i>Broadcasting & Other Commercial Activities</i>	<i>693.5</i>	<i>653.2</i>	<i>6.2%</i>	<i>2,831.2</i>	<i>2,424.1</i>	<i>16.8%</i>
<i>MBC SHAHID (OTT Platform)</i>	<i>366.4</i>	<i>273.2</i>	<i>34.1%</i>	<i>1,383.5</i>	<i>1,078.9</i>	<i>28.2%</i>
<i>Media & Entertainment Initiatives ("M&E")</i>	<i>489.2</i>	<i>313.2</i>	<i>56.2%</i>	<i>1,176.1</i>	<i>693.3</i>	<i>69.6%</i>
Gross Profit	154.0	300.3	-48.7%	1,265.9	1,206.0	5.0%
<i>Gross Profit Margin</i>	<i>9.9%</i>	<i>24.2%</i>	<i>-14.3pp</i>	<i>23.5%</i>	<i>28.7%</i>	<i>-5.3pp</i>
Net Profit	9.7	175.6	-94.5%	437.5	426.1	2.7%
<i>Net Profit Margin</i>	<i>0.6%</i>	<i>14.2%</i>	<i>-13.5pp</i>	<i>8.1%</i>	<i>10.2%</i>	<i>-2.0pp</i>
Normalised Net Profit <i>(Excl. ACSC & Anghami gain/loss)</i>	-115.3	12.5	N/M	230.8	226.4	1.9%
<i>Normalised Net Profit Margin (%)</i>	<i>-7.4%</i>	<i>-1.0%</i>	<i>-8.4pp</i>	<i>4.3%</i>	<i>5.4%</i>	<i>-1.1pp</i>

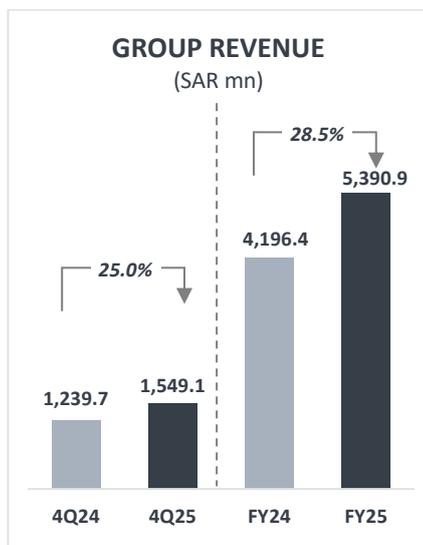
Waleed bin Ibrahim Al Ibrahim, Chairman of MBC GROUP, commented: "In 2025 MBC Group's progress reaffirms the strength and resilience of our operating model and in the relevance of our assets across broadcasting, digital platforms, and production. That confidence is further reinforced by our long-standing contribution to the development of the media and entertainment sector in Saudi Arabia and beyond. During the year, the completion of the Public Investment Fund's majority shareholding was a defining milestone in the Group's evolution, reinforcing alignment with national priorities and establishing a stable, long-term ownership framework anchored in the Kingdom's long-term economic vision. This milestone enhances our ability to plan, invest, and grow with a long-term perspective."

Mike Sneesby, Chief Executive Officer of MBC GROUP, added: "FY 2025 was a year of disciplined execution as we strengthened our operations, optimised our cost base, and continued investing in the content and platforms that strategically drive our growth. MBC GROUP delivered 28.5% revenue growth to SAR 5.4 billion, supported by continued expansion in MBC SHAHID and significant progress across our production platform. While net profit reflected content portfolio reviews, and one-off write-downs recorded in 2024, the underlying fundamentals of our business remain solid, anchored by diversified regional revenue streams."

BOCA continued to deliver scale and maintain its market leadership, supported by broadcast and technical service contracts alongside resilient performance in TV advertising. MBC SHAHID delivered strong double-digit growth across both SVOD and AVOD, with improving unit economics and a continued narrowing of losses, demonstrating solid progress toward sustainable profitability. At the same time, MBC SHAHID's international subscriber base continues to grow, reflecting the increasing global resonance of Arabic storytelling. Within M&E, milestone recognition on major productions and growing management-fee income highlighted the increasing role of our production ecosystem in supporting both the Group and the wider media and entertainment sector. Our ongoing partnerships with government and institutional stakeholders continue to advance the Kingdom's cultural and media ambitions, while expanding the foundations for future growth.

"Despite ongoing geopolitical uncertainty, our business continues to demonstrate the resilience of our operating model as we manage with discipline while investing selectively in content and platforms. We remain focused on managing the business with discipline, prioritising operational resilience and prudent cost management while continuing to invest selectively in content and platforms that support our long-term positioning. As we enter 2026, our focus remains on scaling MBC SHAHID through disciplined monetisation, strengthening our content pipeline and deepening strategic partnerships that extend our reach beyond the region. With strong audience momentum entering Ramadan and a more integrated operating model now in place, we remain well positioned to navigate near-term uncertainty while delivering sustainable long-term value." **he concluded.**

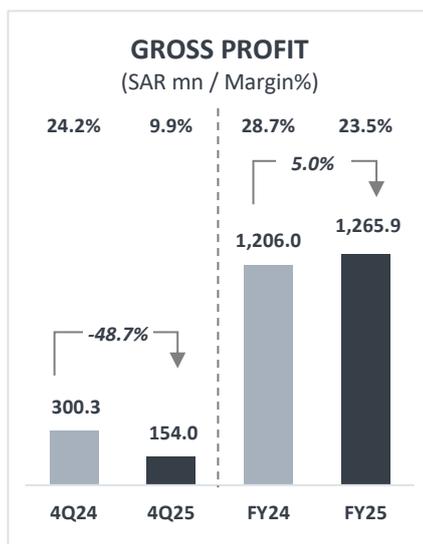
CONSOLIDATED FINANCIAL & OPERATIONAL HIGHLIGHTS



MBC GROUP delivered strong revenue growth during FY 2025, with consolidated revenues increasing 28.5% YoY to SAR 5,390.9 million, compared to SAR 4,196.4 million in FY 2024. Growth was primarily driven by continued expansion in MBC SHAHID and significant acceleration in the M&E segment, partially offset by the revenue impact resulting from the conclusion of the SSC contract.

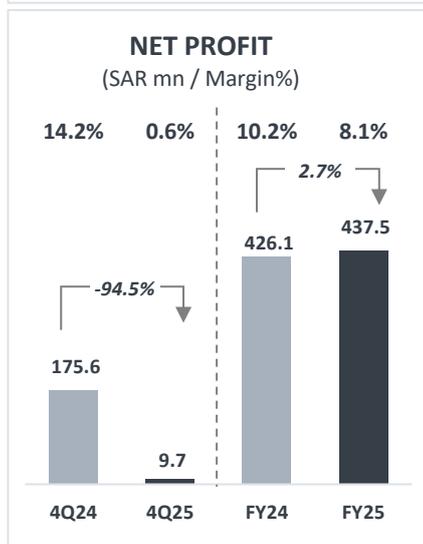
The **Broadcasting & Other Commercial Activities (BOCA)** segment recorded FY 2025 revenues of SAR 2,831.2 million, up 16.8% YoY. Growth was mainly driven by higher rebate revenues, alongside continued execution of broadcast and technical service contracts. Gross profit declined to SAR 806.3 million compared to SAR 871.5 million in FY 2024, as direct costs rose disproportionately, including non-recurring content write-downs and higher amortisation of content. In addition, FY 2024 included non-recurring compensation income related to loss of business which did not recur in FY 2025, contributing to the variance at the net profit level. Accordingly, BOCA net profit declined to SAR 492.9 million from SAR 533.2 million in the prior year.

In 4Q 2025, BOCA revenues amounted to SAR 693.5 million versus SAR 653.2 million in 4Q 2024, with the year-on-year variance reflecting lower advertising revenues following the conclusion of the SSC contract. The segment recorded a gross profit of SAR 54.4 million and a net profit of SAR 61.6 million in the quarter.



MBC SHAHID delivered strong full-year performance, with revenues increasing 28.2% YoY to SAR 1,383.5 million. Subscription revenues (SVOD) rose 25.4% to SAR 1,088.2 million, supported by solid subscriber growth across MENA and international markets, improved retention, and traction earlier in the year from the password-sharing policy. Advertising revenues (AVOD) grew 27.1% to SAR 236.1 million, driven by new ad formats, expanded digital inventory, and a growing client base. Gross profit increased to SAR 243.2 million, with margin expanding to 17.6% from 13.3% in FY 2024, reflecting improving unit economics and operating leverage. Net loss narrowed to SAR 78.7 million from SAR 129.1 million in the prior year.

In 4Q 2025, MBC SHAHID revenues grew 34.1% YoY to SAR 366.4 million, with continued improvement in gross profit and a further narrowing of net losses to SAR 55.4 million, underscoring sustained momentum toward net profit breakeven in FY 2027.



The **Media & Entertainment (M&E)** segment recorded FY 2025 revenues of SAR 1,176.1 million, up 69.6% YoY, reflecting milestone recognition on major initiatives and growing management-fee income. Direct costs increased significantly due to large-scale productions, which accounted for a substantial portion of the increase in consolidated direct costs during the year. Net profit increased modestly to SAR 23.3 million compared to SAR 22.0 million in FY 2024, consistent with the segment's project-based accounting model.

In 4Q 2025, M&E revenues rose 56.2% YoY to SAR 489.2 million, while profitability remained aligned with project cost recognition cycles.

At the consolidated level, gross profit for FY 2025 stood at SAR 1,265.9 million compared to SAR 1,206.0 million in FY 2024, with gross margin at 23.5%. General and administrative expenses declined 1.9% YoY, reflecting the Group's cost reset and efficiency programme implemented during the year.

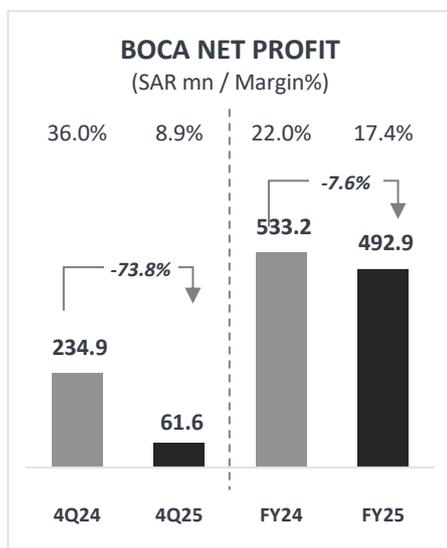
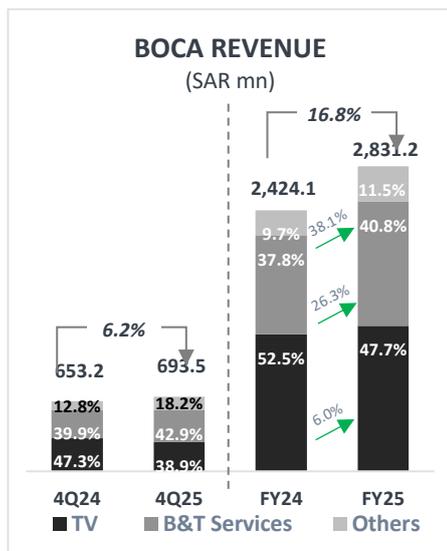
The Group's net profit amounted to SAR 437.5 million in FY 2025 compared to SAR 426.1 million in FY 2024. Bottom-line profitability was weighed down by content write-downs and higher content amortisation, the timing impact of project-based direct costs, and the non-recurrence of compensation income recorded in FY 2024. Excluding these factors, underlying operational performance remains supported by diversified revenues and strengthening digital monetisation.

In 4Q 2025, the Group recorded a net profit of SAR 9.7 million compared to a net profit of SAR 175.6 million in 4Q 2024. Normalised net profit for FY 2025 is 231 million, up 1.9% YoY which excludes the gain/loss on investments and realised gain on sale in FY 2024.

BUSINESS SEGMENT PERFORMANCE

BROADCASTING & OTHER COMMERCIAL ACTIVITIES

The Group's Broadcasting & Other Commercial Activities includes revenue generated from advertising on free-to-air (FTA) channels and other media-related activities, including technical service contracts. Commercial activities also encompass content revenue generated by third-party sales and other business ventures, such as gaming, events and music.



KEY PERFORMANCE INDICATORS

SAR MN (unless otherwise stated)	FY 2025	FY 2024	Change
BOCA Revenues	2,831.2	2,424.1	16.8%
TV Revenues	1,349.8	1,272.9	6.0%
Broadcasting & Technical Services	1,155.9	915.4	26.3%
Other revenues	325.6	235.8	38.1%

The BOCA segment remained the Group's largest revenue contributor in FY 2025, with revenues increasing 16.8% YoY to SAR 2,831.2 million compared to SAR 2,424.1 million in FY 2024.

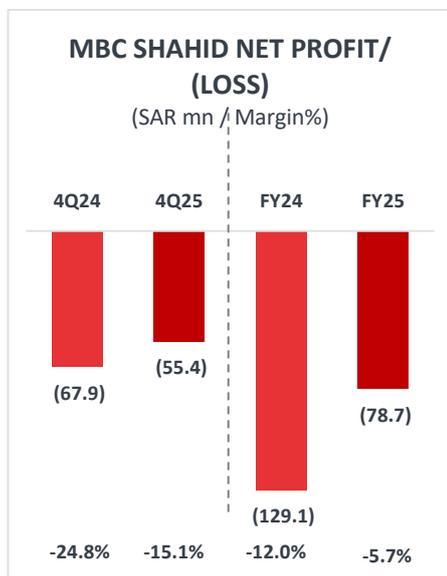
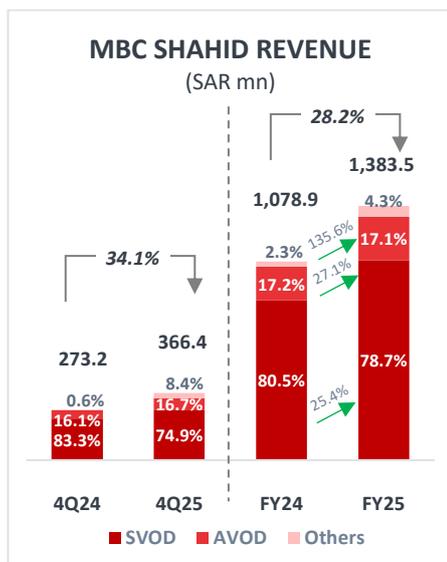
Growth was primarily driven by continued expansion in Broadcast & Technical Services revenues, which rose to SAR 1,155.9 million from SAR 915.4 million in the prior year, reflecting large-scale national projects and long-term government contracts. TV revenues reached SAR 1,349.8 million in FY 2025 compared to SAR 1,272.9 million in FY 2024. Within this, advertising revenues remained broadly stable at SAR 1,135.4 million versus SAR 1,124.2 million in the prior year, reflecting resilience in core markets despite the revenue impact resulting from the conclusion of the SSC contract. Growth in Egypt, the launch of MBC MASR DRAMA, and improved advertiser diversification helped offset part of the SSC contract-related impact. Meanwhile, programme revenues increased significantly to SAR 113.9 million from SAR 60.0 million, supported by higher monetisation of content sold to third parties. Distribution revenues grew to SAR 100.5 million, while other revenues increased 38.1% to SAR 325.6 million.

In 4Q 2025, BOCA revenues amounted to SAR 693.5 million compared to SAR 653.2 million in 4Q 2024. TV revenues declined to SAR 269.5 million from SAR 308.7 million, primarily reflecting the absence of SSC-related revenues. Broadcast & Technical Services revenues increased to SAR 297.8 million from SAR 260.9 million, partially offsetting the advertising decline, while distribution revenues remained stable and programme revenues reflected normalised quarterly timing. Other revenues also increased from SAR 83.7 million to SAR 126.2 million.

While top-line performance remained solid, profitability was impacted by content write-downs recognized as part of the Group's regular annual portfolio review and increased amortization in line with disciplined content accounting policies. These measures ensure that capitalised assets remain appropriately valued and aligned with evolving audience demand, while reinforcing the Group's focus on maintaining a high-quality, commercially viable content slate. As a result, BOCA recorded net profit of SAR 492.9 million compared to SAR 533.2 million in FY 2024. Overall, BOCA continues to benefit from diversified revenue streams across advertising, technical services, programme monetisation, and distribution. Despite the short-term volatility resulting from the conclusion of the SSC contract, the segment's structural positioning, long-term government partnerships, and expanding commercial initiatives provide a resilient foundation for medium-term growth. In parallel, digital optimisation initiatives are being embedded across broadcast operations, enhancing ad inventory management, workflow automation, and audience measurement capabilities to improve yield and operational efficiency.

MBC SHAHID (OTT PLATFORM)

The Group operates a high-growth online video streaming service across SVOD (Subscription Video-on-Demand) and AVOD (Advertising Video-on-Demand) platforms. Revenue from this business segment is mainly driven by subscription payments paid by subscribers and digital advertising on AVOD.



KEY PERFORMANCE INDICATORS

SAR MN	FY 2025	FY 2024	Change
MBC SHAHID Revenues	1,383.5	1,078.9	28.2%
SVOD	1,088.2	868.1	25.4%
AVOD (advertising revenue)	236.1	185.7	27.1%
Others	59.2	25.1	135.6%

MBC SHAHID, MBC GROUP’s high-growth OTT platform, delivered another year of strong expansion in FY 2025, with total revenues increasing 28.2% YoY to SAR 1,383.5 million compared to SAR 1,078.9 million in FY 2024. Subscription revenues (SVOD) rose 25.4% to SAR 1,088.2 million, supported by solid subscriber growth across MENA and international markets, improved retention levels, and continued traction from the password-sharing policy introduced earlier in the year. Advertising revenues (AVOD) grew 27.1% to SAR 236.1 million, reflecting strong digital demand, the rollout of new ad formats, enhanced inventory monetisation, and a growing base of digital clients. Other revenues increased to SAR 59.2 million, supported by expanded partnership-driven offerings and distribution agreements.

At the profitability level, improving unit economics and disciplined cost management contributed to gross profit increasing to SAR 243.2 million, with gross margin expanding to 17.6% compared to 13.3% in FY 2024. Net loss narrowed significantly to SAR 78.7 million from SAR 129.1 million in the prior year, reflecting operating leverage and continued progress toward net profit breakeven in FY 2027.

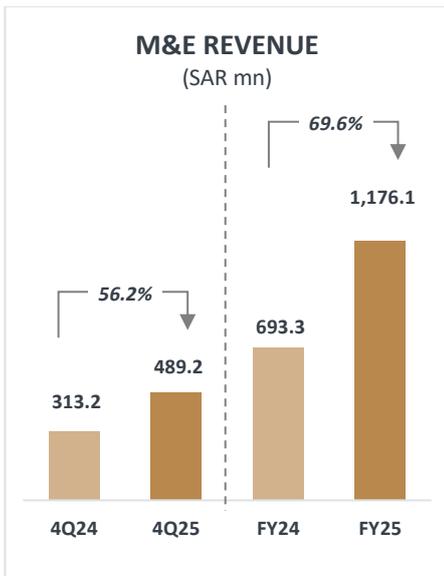
In 4Q 2025, MBC SHAHID generated SAR 366.4 million in revenues, up 34.1% YoY, while net loss narrowed further to SAR 55.4 million.

MBC SHAHID Sports maintained strong audience engagement following the conclusion of the Saudi Pro League rights. This was a result of MBC’s management prudent sports and entertainment strategy, and its diversified sports offering which encompasses premium European competitions including the Bundesliga, Coppa Italia, and Copa del Rey, alongside high-engagement sports programming. While the SPL exit created an anticipated revenue reset, subscriber retention and overall engagement performed better than expected.

Beyond sports, MBC SHAHID continued expanding its commercial and distribution footprint through new B2B partnerships and telecom collaborations, including agreements in key regional markets. International audiences, particularly Arabic-speaking diaspora, continued to represent an increasing contribution to subscription revenues, reinforcing the platform’s growing cross-market relevance. Overall, MBC SHAHID remains the region’s leading streaming platform, anchored by premium Arabic storytelling, advanced user experience, and in-house production synergies through MBC STUDIOS.

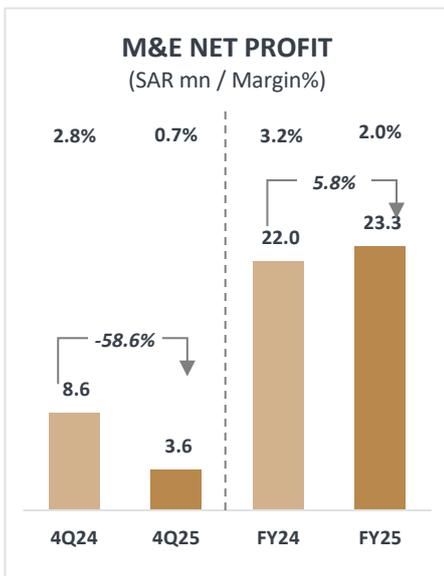
MEDIA & ENTERTAINMENT INITIATIVES (M&E)

The Group prioritises its partnership with the Saudi government through media and entertainment initiatives, aligning with Vision 2030’s objectives. These efforts aim to enhance the media landscape in Saudi Arabia and contribute to the broader national goals of development and progress. While distinct from core commercial operations, these initiatives underscore the Group’s commitment to societal advancement and align with its overarching mission.



The Media & Entertainment (M&E) segment delivered strong growth in FY 2025, with revenues increasing 69.6% year-on-year to SAR 1,176.1 million compared to SAR 693.3 million in FY 2024. The increase reflects the accelerated revenues that were recognized upon achievement of key production and delivery milestones. As a result, margins fluctuate depending on the scale and timing of production costs, particularly for large-format and non-commercial initiatives, which also impacted direct costs. Net profit increased modestly to SAR 23.3 million compared to SAR 22.0 million in FY 2024.

In 4Q 2025, M&E revenues rose 56.2% YoY to SAR 489.2 million, reflecting milestone recognition on major projects delivered during the quarter. Profitability remained aligned with project cost recognition cycles, with net profit of SAR 3.6 million compared to SAR 8.6 million in 4Q 2024.



Operationally, MBC STUDIOS maintained an active slate of high-profile scripted and unscripted productions throughout the year, reinforcing its position as the region’s leading content producer. A significant portion of the 2025 slate was produced in Saudi Arabia, underscoring the Group’s alignment with Vision 2030 and its commitment to developing local creative capabilities. Key productions included The Voice Season 6, Top Chef Season 9, and Nadina Season 1, among other large-scale titles.

The continued development of Al Narjis production hub marked a significant milestone during the year. Studios 1, 2 and 3 are now fully operational, supporting a broad mix of live and pre-recorded formats. The integrated office complex is operational, and houses consolidated teams from Riyadh and Dubai, while several industry partners have established a presence on-site, strengthening the production ecosystem. Construction for the new TV building is underway and is expected to be completed in mid-2027. This will further enhance the Group’s ability to deliver premium content at scale, reinforcing its role in advancing Saudi Arabia’s growing creative economy.

CONTENT

Content remained a key performance driver across the Group during FY 2025, reinforcing MBC's position as the leading producer and distributor of Arabic entertainment. During the year, the Group continued building a more diverse and responsive portfolio across genres and formats, addressing evolving viewer habits while balancing reach, monetisation, and long-term brand value. Established flagship brands such as *The Voice* and *Top Chef* continued to anchor mass-market scheduling and deliver dependable scale.

The Group also accelerated its investment in originals and adaptations, launching a strong slate of new scripted titles including *Aser*, *Al Dariya*, *Trad*, *Aysheen Ma'Ana*, *Share' Al A'sha*, *Salma*, and *Ommi*. These productions reflect a deliberate focus on culturally resonant Pan-Arab storytelling capable of travelling across markets and deepening engagement among regional and international Arabic-speaking audiences.

MBC applied a flexible and complementary distribution model across its free-to-air ("FTA") channels and MBC SHAHID, optimising content placement based on format, audience behaviour, and monetisation strategy. Flagship entertainment formats remained centred on primary FTA channels to anchor peak viewing periods, while originals and premium adaptations were primarily positioned on MBC SHAHID to strengthen subscription value and support AVOD monetisation. This cross-platform deployment maximised content lifecycle and enhanced balanced revenue generation across advertising and subscription models.

In sports, MBC sustained strong audience engagement through a diversified portfolio of premium rights and original formats. MBC SHAHID Sports maintained momentum following the conclusion of the Saudi Pro League rights, supported by major European competitions including Germany's Bundesliga, Italy's Coppa Italia, and Spain's Copa del Rey, alongside high-engagement sports programming. *Nadina* returned in a refreshed format and maintained its position as one of the Kingdom's leading sports talk shows, reinforcing MBC's leadership in high-interest categories.

On the international stage, MBC STUDIOS continued expanding the Group's global footprint. *The Voice of Hind Rajab*, executive produced by MBC STUDIOS, won the Silver Lion Grand Jury Prize at the Venice Film Festival, reinforcing the Group's growing reputation for culturally resonant storytelling.

Across the year, several productions received major regional recognition, including multiple awards for *Share' Al A'sha*, as well as industry accolades for unscripted and OTT productions. These achievements strengthened MBC's creative reputation and reinforced its competitive positioning within the regional media landscape.

Operationally, Al Narjis production hub further enhanced production capabilities, supporting large-scale scripted and unscripted formats including *Top Chef* Season 9 and *Nadina* Season 1. The transition of key production activities to Al Narjis is expected to improve production quality and operational efficiency across live programming, current affairs, and entertainment formats, reinforcing the Group's long-term commitment to developing world-class production infrastructure in alignment with Vision 2030.

OUTLOOK

MBC GROUP enters 2026 focused on disciplined execution, operational efficiency, and sustainable value creation across its diversified media platform, while continuing to navigate a dynamic regional environment. Geopolitical developments have introduced some uncertainty for audiences, advertisers, and businesses across the region. However, MBC GROUP has operated through similar periods over the past three decades and has consistently demonstrated resilience through its market leadership, strong viewership, diversified revenue streams, and disciplined execution.

That resilience is being further strengthened by the operational foundations established across the Group. These include a Group-wide cost reset to embed structural efficiencies, continued optimisation of processes and monetisation capabilities, and a disciplined focus on capital allocation toward the most attractive growth opportunities.

These foundations support four strategic growth pillars: broadcasting transformation to modernise and future-proof the linear TV business; continued OTT leadership and growth through improved monetisation and deeper user engagement on MBC SHAHID; sustained content and audience leadership through investment in audience-centric programming; and strategic expansion combined with operational excellence to drive efficiency and scalable growth.

In light of the current operating environment, the Group has updated its FY 2026 guidance while maintaining confidence in its long-term strategy. For BOCA, net profit margins are now expected to be in the range of 7% to 9% in 2026, reflecting near-term pressure on advertising revenues, the full-year impact of the loss of the Saudi Pro League rights, potential moderation in government-related projects, and softer market conditions.

Over the medium term, BOCA margins are expected to recover to 10% to 15% as market conditions normalise and new commercial initiatives begin to contribute more meaningfully. MBC SHAHID remains on track to reach net profit breakeven in by FY 2027, supported by improving unit economics, expanding digital monetisation, and growing international demand for Arabic content. M&E profitability is projected to improve, with net profit margins reaching around 5% in the mid-term as key projects are executed.

Across the Group, digital optimisation and data-driven decision-making will remain central to improving monetisation precision, audience engagement, and cost discipline. Supported by a resilient balance sheet and strategic partnerships, MBC GROUP remains well positioned to navigate a competitive environment and deliver sustainable long-term growth.

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FY 2025 Earnings Conference Call Information

MBC GROUP will host a conference call, please find the details below:

MBC Group Earnings Call Information	
Date: Sunday 15, March 2026 Time: 3:00PM KSA 4:00PM UAE 12:00PM UK 8:00AM NY	Speakers: Mike Sneesby CEO Hussam Alnouri CFO Sara Shadid Head of IR (Advisor) Host: Ankur Agarwal, Senior Research Analyst, HSBC
Click here to register	

About MBC GROUP

Founded 35 years ago, MBC GROUP is the leading media and entertainment conglomerate in the Middle East and North Africa region. The Group has firmly established itself as a household name, boasting an extensive presence that attracts over 150 million viewers every week. Its global accessibility extends from the Middle East to South America through MBC SHAHID, the number one Over-the-Top (“OTT”) online streaming platform in MENA.

In addition to MBC SHAHID, MBC operates 14 free-to-air (FTA) TV channels and three radio stations. The Group continues to expand its regional presence across multiple entertainment verticals including gaming, events, and music. MBC GROUP’s platforms connect families across generations through a rich and engaging content library tailored to Arab audiences worldwide.

For further information:

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