INNOVATING FOR CUSTOMERS

Growing with Purpose

2025 Annual Report

King Salman
Bin Abdulaziz Al Saud

Custodian of the Two Holy Mosques

His Royal Highness Prince Mohammed Bin Salman Bin Abdulaziz Al Saud

Crown Prince and Prime Minister

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01

Introduction

23

Years of Operation

+15MN

Annual Shoppers

At a Glance

Standing at the forefront of the GCC consumer electronics sector for over two decades, eXtra excels by merging an innovative omnichannel retail experience with the tailored consumer finance solutions of its fintech subsidiary, Tas'heel Finance.

The United Electronics Company (eXtra) boasts an expansive retail footprint of over 140,000 sqm across strategic locations in Saudi Arabia (KSA), Bahrain, and Oman. By leveraging a one-stop-shop solution and a state-of-the-art consumer financing platform, eXtra spearheads innovation and strong value generation, positioning itself at the forefront of the dynamic GCC consumer electronics market with truly unique customer journeys.

eXtra has continued to showcase its commitment to excellence throughout the past year by offering a diverse selection of products, including smartphones, white goods, and computers, continuously raising the bar in the consumer electronics market by ensuring that all the latest customer demand requirements are readily available. Additionally, by utilizing its expansive network of physical stores, online presence, after-sales services, and fintech platform, eXtra sets itself apart from the competition by enhancing the main aspects of the retail value chain, ensuring the delivery of an exceptional customer experience. A key feature of eXtra's emphasis on customer satisfaction and ability to position itself across major elements of the retail value chain is the Company's unmatched warranty programs and after-sales services, delivered through Extra Services, eXtra's consolidated after-sales platform. Extra Services is an authorized service center for over 20 international brands, and it utilizes seven main technical centers, five major workshops, and 16 remote workshops, manned by a team of around 500 highly skilled professionals, ensuring that customers receive comprehensive maintenance services, technical support, and customizable extended warranty programs tailored to individual preferences.

eXtra delivered a solid financial performance in FY2025, with revenues expanding by 9.8% y-o-y to SAR 7,446.1 million and net profit climbing by 7.8% y-o-y to SAR 576.0 million. On the back of those results, the Company continued to uphold its leading market position in the consumer electronics segment, continuing to showcase the success of eXtra's customer-centric approach, as well as its exceptional product and service offerings across all business lines.

In parallel, eXtra's ability to cater to a wide range of customer needs across the consumer electronics market is supported by its innovative consumer financing subsidiary, Tas'heel Finance (United Company for Financial Services), which has rapidly positioned itself as one of KSA's most successful fintech platforms. In 2025, Tas'heel Finance continued to pioneer integrated, digital, and customized financial solutions catering to an ever-expanding customer base, reaffirming its commitment to delivering a seamless, end-to-end digital journey by utilizing fintech tools to implement innovative loan processing solutions that empower customers. Through its robust digital infrastructure, Tas'heel Finance is able to process the majority of customer financing requests online and deliver swift approvals. Tas'heel Finance's portfolio stood at SAR 3.15 billion as at the close of 2025, with a large and growing active customer base.

Our Vision

To be the leading retailer of consumer electronics, appliances, and communication solutions in the region.

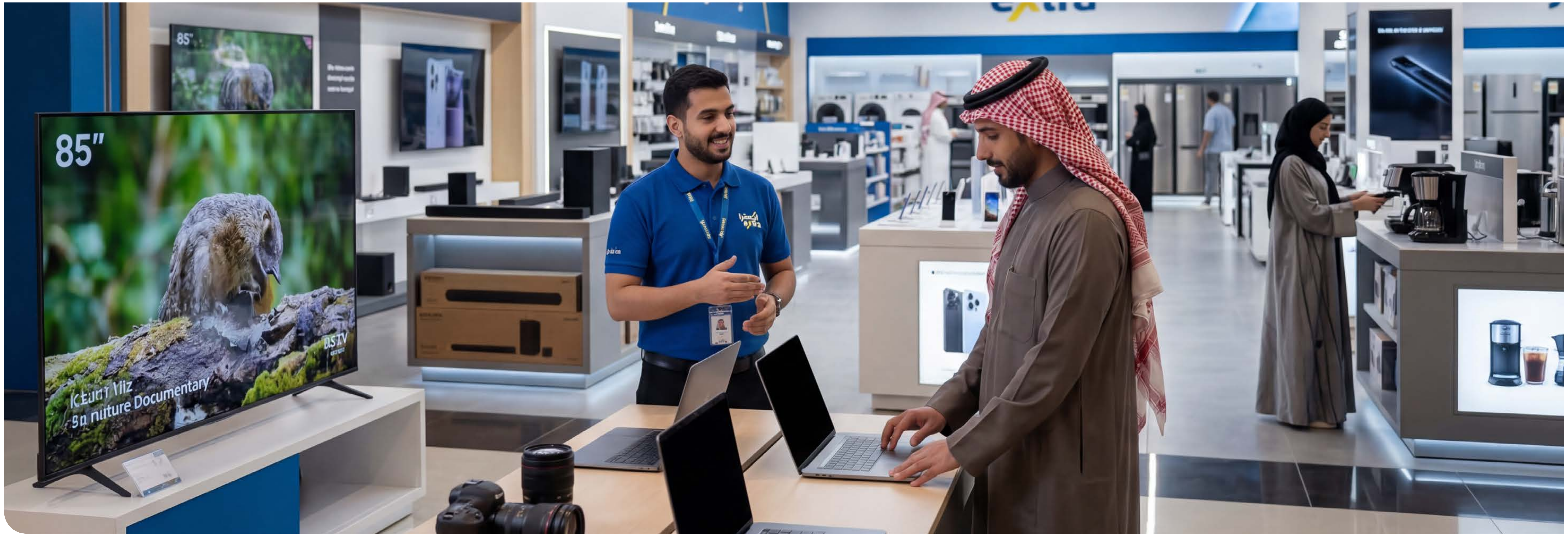
Our Mission

We enhance consumers L.I.F.E. by providing innovative quality products, services and solutions which meet or exceed our customers' expectations. Through collaborative relationships and driving operational excellence we will be mutually rewarded.

Introduction
Business Overview
Sustainability in Action
Corporate Governance

Product Categories

- White Goods
- Computing
- Electronics
- Audio-Visual
- Mobiles
- Small Appliances
- Gaming



Product Categories

23
Years of Operation

57
Stores in 32 Cities

3.15 BN SAR
Consumer Finance Portfolio

576.0 MN SAR
Net Income (up 7.8% y-o-y)

3
Countries, Including KSA, Bahrain, and Oman

7,446.1 MN SAR
Revenue (up 9.8% y-o-y)

15 MN
Annual Shoppers

+3,300
Highly Trained and Dedicated Employees

Awards

Electronics and Appliances Retailer of the Year: Retail Asia Awards 2025

No. 36: Brand Finance Top 100 Brands in Saudi Arabia 2025

No. 57: Forbes Top 100 Companies in the KSA 2025

2025 Highlights

eXtra delivered exceptional results in FY2025, as the Company's top line reached at SAR 7,446.1 million, and its net profit stood at SAR 576.0 million. eXtra's strong results were fueled by the Company's continued focus on customer centricity, coupled with its unwavering dedication to operational excellence. Meanwhile, Tas'heel Finance, eXtra's consumer financing subsidiary, continued to deliver solid results that further support eXtra's growth and profitability.

Rapid and Consistent Growth in Profitability

7,446.1 SAR million
Revenues
▲9.8% y-o-y

1,790.6 SAR million
Gross Profit
▲14.9% y-o-y

576.0 SAR million
Net Profit
▲7.8% y-o-y

Strong and Liquid Balance Sheet

5,924.1 SAR million
Total Assets
▲9.7% y-o-y

2,078.1 SAR million
Equity
▲1.7% y-o-y

0.8 SAR million
Debt to Equity

KSA's Most Profitable Fintech Company

3,15 SAR Billion
UIHC Loan Portfolio
▲27.0% y-o-y

272.2 SAR million
UIHC Net Profit
▲22.4% y-o-y

A Pioneering Digital Retailer

+22.1%
E-Commerce Contribution

Chairman's Note

As we close out 2025, I would like to offer my **sincerest gratitude** to our **dedicated team**, **loyal shareholders**, and **valued customers**, whose commitment, loyalty, and trust have enabled us to achieve and uphold our standing at the **forefront of the market**. Moving forward, we are poised for continued success with strategic initiatives that promise to **further enhance our market presence and customer engagement**, and we remain committed to **driving value** and **advancing our mission**.

2025 was another highly successful year for eXtra, with impressive financial and operational results. Our performance over the past demonstrates our ability to generate consistent, sustainable growth. Our impressive performance is a result of our successful initiatives and growth strategies, validating our unique customer-centric approach, expansive omnichannel presence, and innovative service offerings.

eXtra achieved record revenue, gross profit, and net profit figures in 2025, with the Company's top line rising by 9.8% y-o-y to SAR 7,446.1 million and net income growing by 7.8% y-o-y to SAR 576 million. Our results were driven by strong growth across both our physical stores and e-commerce platforms, with eXtra's retail strategy, which leverages our omnichannel platform and maximizes value from eXtra's services, proving instrumental in supporting the Company's performance and enhancing its market share. Regarding store sales, an enhanced shopping experience through our new store concept, coupled with the strong ramp up of cliX, were main performance drivers. Meanwhile, the continued success of Jood drove both a higher basket value and an increase in sales volumes during the year. Our successful promotions and initiatives, including our annual Mega Sale, as well as our "National Day" and "School Day" campaigns, further supported sales growth, and our unparalleled after-sales services, delivered by Extra Services, bolstered performance and strengthened customer loyalty.

Our exceptional results were further supported by Saudi Arabia's solid economic fundamentals and favorable demographic dynamics. As part of Saudi Vision 2030, and under the leadership of the Custodian of the Two Holy Mosques and the Crown Prince, Saudi Arabia has been implementing a highly ambitious development strategy. The Kingdom's ongoing urban expansion across various regions has generated new job opportunities, leading to rising disposable income, greater urbanization, and a wider potential customer base. Additionally, we continued to benefit from Saudi Arabia's sustainable development strategies, underpinned by continuous infrastructure investments and megaprojects, aimed at positioning the Kingdom as a global economic and business hub.

cliX, our strategic alliance with Panda — the largest food retailer in Saudi Arabia — is ramping up nicely, with Panda's extensive 180-store network allowing us to tap into their sizable customer base and introduce our electronics and appliances to a wider audience. This alliance marks a new era of collaboration and innovation in retail, representing a successful demonstration of our innovative efforts in boosting customer engagement and broadening our market presence. By setting up partnerships with leading brands such as Panda, we reinforce our commitment to finding innovative ways to reach new customers and drive mutual growth in the retail sector, and cliX not only enhances convenience for customers but also aligns with our mission to offer a seamless shopping experience.

Our geographical expansion strategy continues to progress well. Over the past year, we opened two new stores, one in Riyadh in Saudi Arabia and one in Nizwa, Oman, bringing our total store count to 57. Each new store, part of our industry-first concept, is equipped with next-generation technologies to engage customers, simplify product discovery, and enhance personalization, enabling a digitally enriched shopping journey. Our innovative approach to retail is fully aligned with our omnichannel strategy, allowing us to elevate the shopping experience and deliver a seamless journey in-store or online.

In parallel, our consumer finance segment, Tas'heel Finance, continued to solidify its position as one of the Kingdom's fastest-growing and most innovative fintech companies. In 2025, the finance portfolio of Tas'heel Finance expanded by 27% y-o-y to SAR 3.15 billion, fueled by its flexible finance solutions. Tas'heel Finance's rapid growth is underpinned by the company's ability to create and refine financing solutions powered by modern technologies, allowing it to continually develop flexible finance solutions for diverse customer needs. On that front, Tas'heel Finance's new Shariah-compliant consumer finance solution, "Baseeta", played a significant role in fueling the company's growth through its globally usable credit limits and flexible repayment terms. Tas'heel Finance's continued growth and strong compatibility with eXtra's retail offering have successfully broadened our customer base and boost product sales by penetrating new customer segments.

As we look to further build on its growth, Tas'heel Finance announced earlier this year the launch of Now Access, its joint venture (JV) with NowPay Corp, which focuses on providing payroll administration and processing services in Saudi Arabia using fintech solutions. This venture represents a significant cross-border collaboration between two key players in the MENA region's fintech scene and is directly aligned with Saudi Vision 2030's financial sector development program, as it supports the national push to expand digital payments, foster the growth of the local fintech sector, and attract innovative international partnerships to the Kingdom.

Following its successful IPO in December 2024, which garnered an oversubscription rate of 132 times from institutional investors, Tas'heel Finance has maintained its strong growth momentum, with Tas'heel Finance's share price remaining above its IPO share price since the company's listing.

Sustainability has long been embedded in eXtra's decision-making, reflecting our commitment to smart, ethical, and responsible operations. We apply a comprehensive environmental, social, and governance (ESG) framework aimed at strengthening sustainable practices and enhancing our positive impact on the communities we serve. In this context, I am pleased to note that in 2025, eXtra published its first Sustainability Report, marking an important milestone that underscores our commitment to transparency, responsible business practices, and long-term value creation.

As I look back on our impressive performance across the board, I am confident that our highly experienced management team will be able to support and maintain the Company's strong growth trajectory over both the medium and longer term. Furthermore, I remain positive that Saudi Arabia's fundamentally strong economy and attractive demographic profile will continue to provide additional support for achieving solid results and generating increased value. Heading into the new year, our primary focus remains serving our customers. We are dedicated to exploring innovative means to enhance their shopping experiences and consolidate our market standing as the retailer of choice.

As we close out 2025, I would like to offer my sincerest gratitude to our dedicated team, loyal shareholders, and valued customers, whose commitment, loyalty, and trust have enabled us to achieve and uphold our standing at the forefront of the market. Moving forward, we are poised for continued success with strategic initiatives that promise to further enhance our market presence and customer engagement, and we remain committed to driving value and advancing our mission. As we look ahead, we remain mindful of the evolving geopolitical environment and the challenges that accompany it. While global developments may present challenges, our focus remains firmly on executing our strategy, maintaining financial discipline, and continuing to serve our customers and stakeholders with resilience and responsibility. We believe that our business model, strong fundamentals, and experienced leadership position us well to navigate changing circumstances and continue delivering sustainable value over the long term.

Yousef Ali Zaid Al Quraishi
Chairman of the Board

02

Business Overview

7,446 MN SAR

Revenue
(up 9.8% y-o-y)

576 MN SAR

Net Income
(up 7.8% y-o-y)

Our Markets

Saudi Arabia

With an estimated GDP of USD 1.27 trillion as of 2025[1], Saudi Arabia is one of the world's 20 largest economies and a key member of the G20, as well as a major economic powerhouse in the Middle East and North Africa (MENA) and the Gulf Cooperation Council (GCC). The Kingdom's economy expanded by 4.5% in 2025, fueled by growth across all main economic activities, with oil activities representing the primary growth driver[2]. Additionally, the growth rate is expected to stabilize at just over 3.0% over the subsequent years[3]. Alongside the strong economic growth, Saudi Arabia also possesses one of the world's lowest inflation rates, standing at just 2.0% in 2025[4], reflecting the Kingdom's healthy economic position.

In terms of demographics, Saudi Arabia boasts a young and growing population, with over two thirds of the population falling within the Kingdom's working age limits[5]. In parallel, urbanization continues to be a dominant trend in the kingdom, with around 84% of the population living in urban areas[6], supported by an impressive literacy rate of around 98%[7]. This, combined with the Kingdom's strong macroeconomic fundamentals, positions Saudi Arabia as one of the world's most attractive business destinations with a promising investment environment underpinned by high levels of consumer spending and digital engagement.

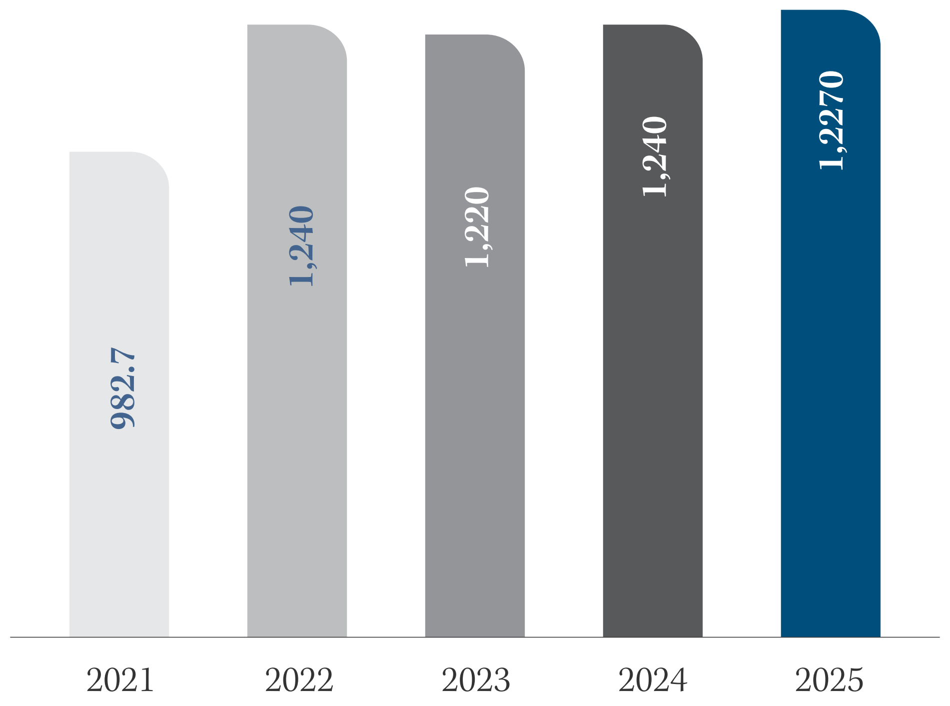
To ensure more sustainable economic growth and continued prosperity, the Kingdom is working to diversify its economy and reduce reliance on oil revenue. To that end, Saudi Arabia launched Saudi Vision 2030 in 2016. This ambitious vision focuses on boosting non-oil revenues and generating additional value from key sectors, such as health, education, infrastructure, entertainment, and tourism, by leveraging the nation's unique strengths, such as its pivotal role in the Arab and Islamic worlds, its strong investment capabilities, and its strategic geographical position. The Kingdom's efforts across numerous high-potential sectors have enabled the development of alternative sources of government revenue, including taxes, fees, and income from the Public Investment Fund (PIF), the world's largest sovereign wealth fund. Following the Kingdom's extensive efforts toward diversifying its economy, Saudi Arabia's non-oil economy has continued to grow, accounting for 54.8% of the Kingdom's GDP in 2024[8], validating the vision's success, and affirming Saudi Arabia's pledge to creating a diversified and resilient economic framework. The growing strength of Saudi Arabia's non-oil sector positions the Kingdom favorably, strengthening its ability to traverse economic challenges effectively, and establishes a future landscape that is less exposed to the uncertainties of oil prices.

Saudi Arabia's extensive efforts in diversifying its economy and expanding the private sector decreased the reliance on the public sector for employment and drastically boosted female labor participation while simultaneously expanding the portion of the economy accounted for by the private sector. On that front, the number of Saudi workers employed by the private sector rose to 2.4 million in 2024[9], as the Kingdom's diversification efforts continue to bear fruit. Meanwhile, the Kingdom continued to display a healthy labor market. As at September 2025, the labor force participation rate within the Kingdom was 67.3%, with the participation rate of Saudi nationals dropping slightly year-on-year to 49.2%. In parallel, the unemployment rates among Saudi females and Saudi nationals as a whole declined year-on-year during the reporting period. More specifically, the unemployment rate among Saudi women shrank to 11.3%, while the overall unemployment rate among Saudi nationals dropped to 6.8%[10].

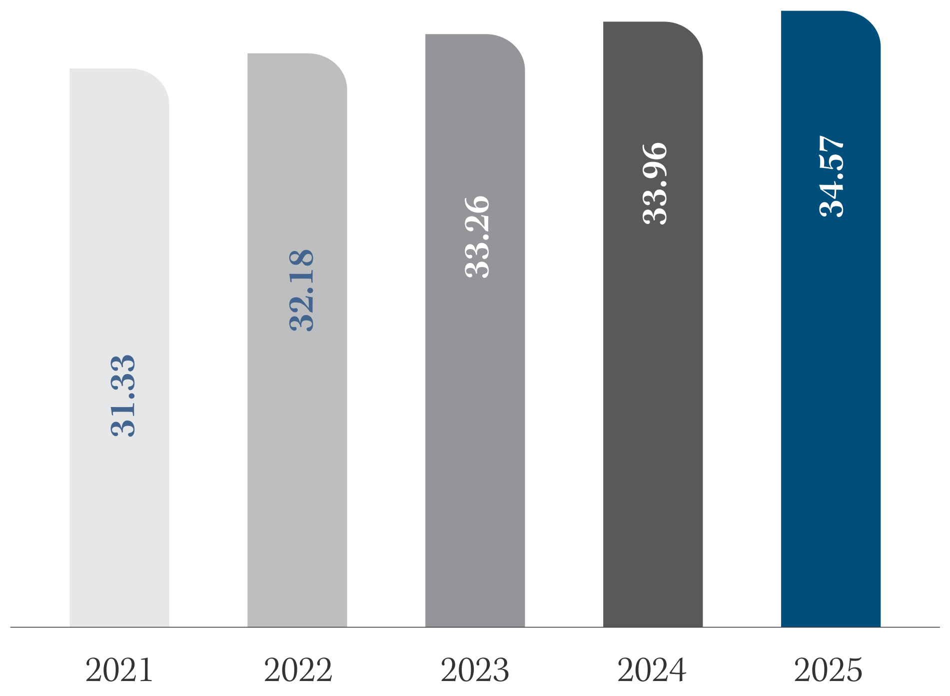
On the digital landscape front, Saudi Arabia's e-commerce sector continued to expand strongly in 2025, with an estimated revenue of USD 15.2 billion[11]. The Kingdom's growing e-commerce sector is strongly supported by the increased prevalence of digital payments. This is underpinned by a remarkable Internet penetration rate of 99%, greatly surpassing global averages.[12]. This positive market outlook underscores the significant growth potential of the Kingdom's e-commerce sector.

During 2025, consumer spending in Saudi Arabia continued to grow strongly, rising to an aggregate figure of SAR 1.57 trillion during the year, versus an aggregate figure of SAR 1.42 trillion during the previous year[13]. With consumer spending projected to continue its strong growth for the foreseeable future, Saudi Arabia is positioned as a uniquely attractive and favorable market for the consumer electronics sector.

KSA, Nominal GDP (USD bn)[14]



KSA, Population (mn)[15]



[1] IMF: Saudi Arabia and the IMF
[2] General Authority for Statistics: https://www.stats.gov.sa/documents/20117/2435267/GDP+Q4.2025+EN.pdf/7f36e714-ead7-e257-3024-4474e9920bf7?t=1769924765800
[3] IMF: https://www.imf.org/en/Countries/SAU
[4] General Authority for Statistics: https://www.stats.gov.sa/documents/20117/2435267/Annual+Average+Consumer+Price+Index+2024+EN.pdf/5b3acea8-2f3b-6ddb-c6a7-399a38ea114b?t=1768822737559
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[12] Digital 2025: https://datareportal.com/reports/digital-2025-saudi-arabia
[13] Argaam: https://www.argaam.com/en/article/articledetail/id/1751913
[14] IMF: https://www.imf.org/en/Countries/SAU
[15] United Nations: https://population.un.org/dataportal/data/indicators/49/locations/682/start/2021/end/2024/table/pivotbylocation?df=cf35cc4c-ef7c-4c67-8ae5-ab6ee1b09f96

Oman

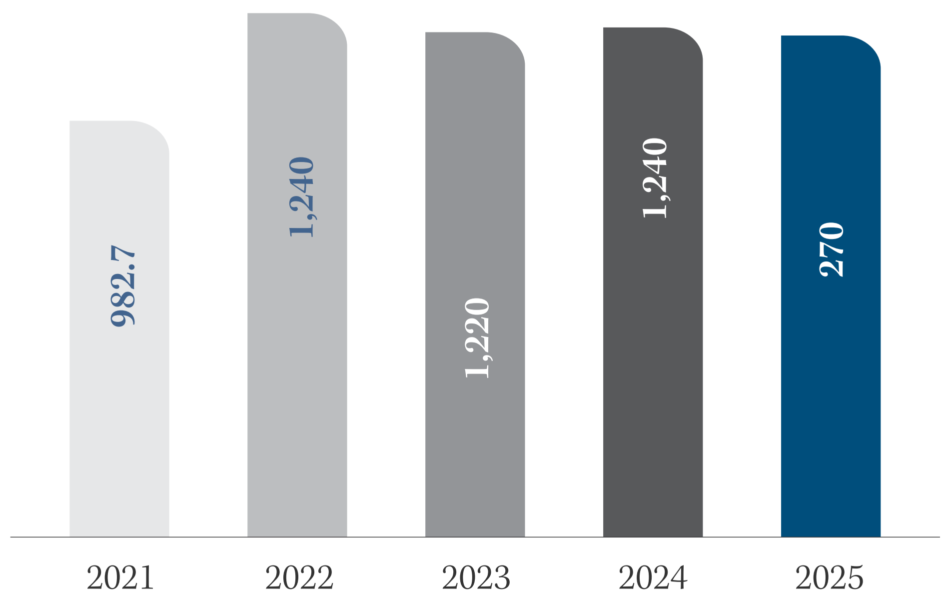
Following a period of relative economic stagnation on the back of the normalization of oil prices, following the price spike that occurred in the wake of the Russia-Ukraine conflict, Oman's economy has started picking up again. On that front, the country's economy has expanded by 2.9% in 2025, compared to just 1.7% in 2024. Oman's economy is also projected to stabilize at around 3.6% to 4.0% from 2026 onwards [16], , as per the International Monetary Fund (IMF), propelled by the phase-out of OPEC+ curbs and strong non-hydrocarbon growth, underpinned by ongoing investments in logistics, manufacturing, renewable energy, and tourism[17]. In parallel, the country's inflation remains low, edging up from 0.6 percent in 2024 to 0.9 percent in 2025.

Meanwhile, Oman's banking sector remains sound, supported by strong asset quality, ample capital and liquidity ratios, and sustained profitability. The country continues to push ahead with the implementation of its structural reforms, with the financial development agenda proceeding with several initiatives to expand access to finance. Furthermore, efforts to develop the renewable energy sector are underway, including work to foster green hydrogen investment and production, and the country's 11th Five-Year Development Plan for 2026–2030 is being finalized under the overarching goal of accelerating economic diversification[18].

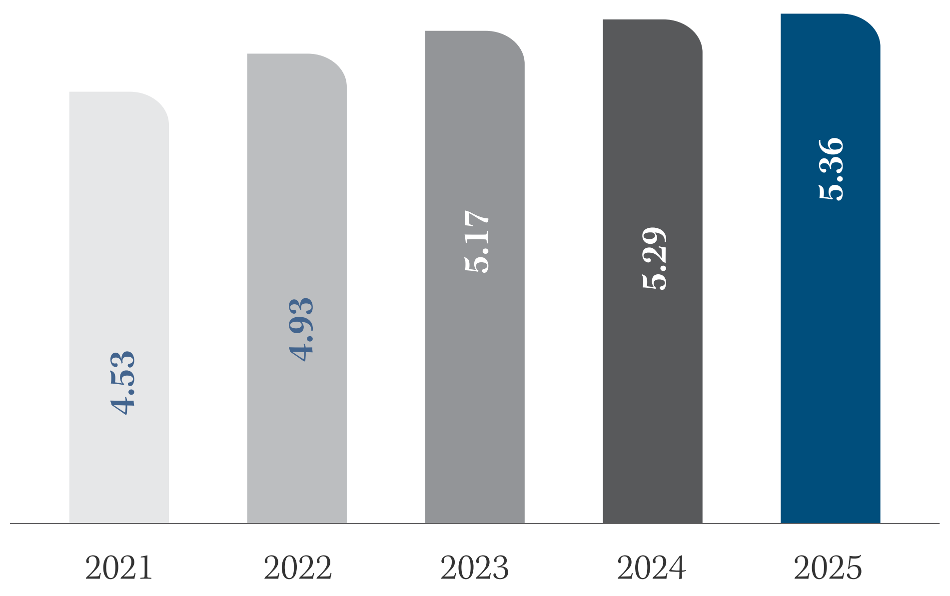
Moving forward, the continued implementation of Oman Vision 2040 should accelerate diversification toward a greener, more inclusive, and knowledge-based economy, creating a positive outlook for the country's overall business environment.

This combination of anticipated solid economic growth and low inflation creates a favorable macroeconomic environment with significant upside potential. On that front, the continued implementation of the Oman Vision 2040 agenda bodes well for eXtra's operations within the country. Under the agenda, Oman is looking to create a more diverse and inclusive economy, which will unlock new potential growth avenues for the Omani economy. This will eventually lead to a stronger economy with greater disposable income and higher purchasing power, translating to greater demand and increased consumer spending. As such, eXtra is continuously working on establishing a solid presence within the Omani market, positioning the Company advantageously to capitalize on the country's strong upside trajectory. Since commencing its Omani operations in 2013, eXtra has launched four stores in the Sultanate, with a combined retail space of 10,900 thousand sqm, and with the latest store launch coming in November 2025, reflecting eXtra's confidence in the Omani economy.

Oman, Nominal GDP (USD bn)[19]



Oman, Population (mn)[20]



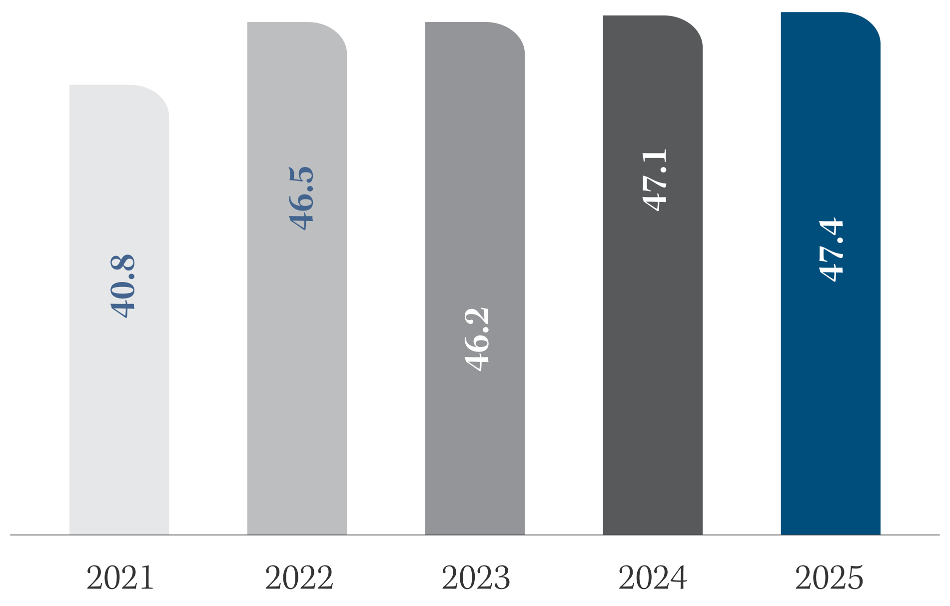
[16] IMF: https://www.imf.org/en/Countries/OMN
[17] IMF: https://www.imf.org/en/news/articles/2025/06/02/pr-25172-oman-imf-staff-concludes-staff-visit
[18] IMF: https://www.imf.org/en/news/articles/2025/06/02/pr-25172-oman-imf-staff-concludes-staff-visit
[19] IMF: https://www.imf.org/en/Countries/OMN
[20] National Center for Statistics and Information: https://www.ncsi.gov.om/

Bahrain

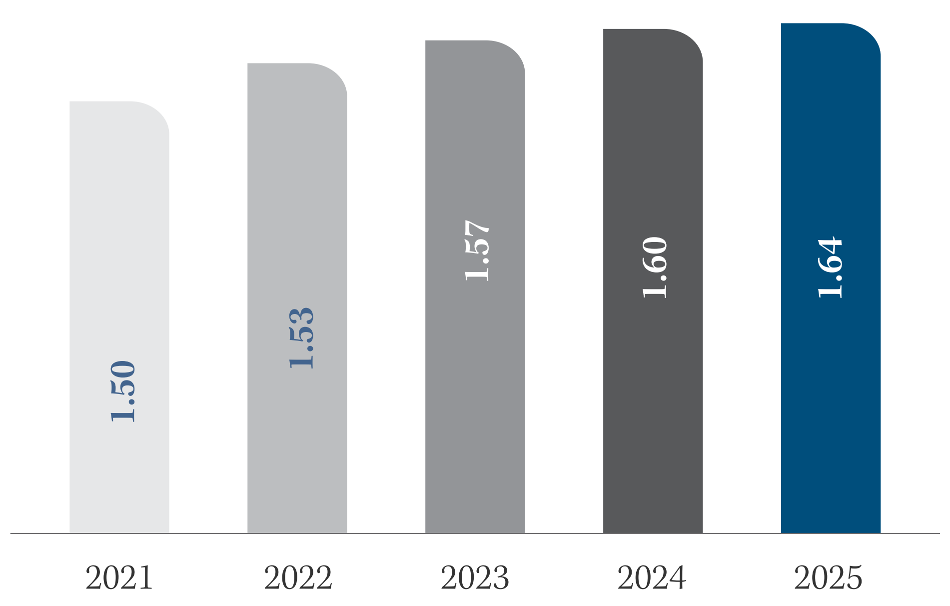
Bahrain's structural reform agenda had transformed the Kingdom into the region's most diversified economy[21]. In 2025, Bahrain's economy expanded by 2.9%[22], supported by the Kingdom's economic diversification efforts. Medium-term real GDP growth is projected at around 3%, driven by nonhydrocarbon GDP, which is expected to account for close to 90% of the economy by 2029[23]. Meanwhile, the Kingdom maintained a low and healthy inflation rate of 0.3% in 2025, and the inflation rate is expecting to gradually converge to around 2% over the coming years[24].

eXtra's initial foray into the Bahraini market came in 2013, marking the Company's initial expansion beyond its native Saudi market. Today, the Company operates two stores in Manama, collectively spanning over 4,500 sqm. With a strong GDP per capital, low and stable inflation, and a high level of disposable income, Bahrain represents an attractive market for businesses that are able to position themselves as household names within the Kingdom.

Bahrain, Nominal GDP (USD bn)[25]



Bahrain, Population (mn)[26]



[21] IMF: IMF Executive Board Concludes 2024 Article IV Consultation with The Kingdom of Bahrain
[22] IMF: https://www.imf.org/en/Countries/OMN
[23] IMF: IMF Executive Board Concludes 2024 Article IV Consultation with The Kingdom of Bahrain
[24] IMF: Kingdom of Bahrain and the IMF
[25] IMF: https://www.imf.org/en/Countries/BHR
[26] United Nations: By Location | Pivot Table | Data Portal

Our Network

With physical stores continuing to form a substantial share of eXtra's top-line results, expanding and growing its physical presence through the introduction of new stores is a key aspect of the Company's strategy. On that front, eXtra has recently opened two new stores, one in Riyadh and another in Nizwa, Oman, bringing the total number of stores to 57 across the GCC, including 51 in Saudi Arabia and four in Oman.

eXtra's new stores are based on an innovative concept that emphasizes eXtra's omnichannel approach and seamless shopping experience, and are the first-of-their-kind in the region. They are a demonstration of eXtra's commitment to customer centricity and its efforts toward continuously augmenting and enhancing its service offering to deliver an incomparable customer experience.

51

Branches in 28 Saudi Cities (Plus cliX stores)

4

Branches in Oman

2

Branches in Bahrain

City	Number of Branches
Riyadh	12
Jeddah	6
Mecca	3
Madinah	2
Dammam	2
Al Ahsa	2
Al Khobar	2
Taif	2
Abha	1
Khamis Mushait	1
Kharj	1
Qanfaza	1
Al Bahah	1
Bisha	1
Al Qassim	1
Hafar Al Batin	1

City	Number of Branches
Hail	1
Jubail	1
Jazan	1
Najran	1
Sakaka	1
Tabuk	1
Unaizah	1
Yanbu	1
Al Majma'ah	1
Dawadmi	1
Arar	1
Mahayel Aseer	1
Muscat – Oman	2
Sohar – Oman	1
Nizwa – Oman	1
Manama – Bahrain	2

57

Total Branches

Introduction

Business Overview

Sustainability in Action

Corporate Governance

Our Lines of Business

Through a comprehensive product offering and unique customer-centric approach, eXtra is able to deliver a seamless customer experience, strategically position itself as a one-stop shop in the consumer retail landscape.

Retail

With a track record spanning over two decades, eXtra has established itself as one of the market's most innovative electronics retailers, continually solidifying its position as the region's flagship consumer electronics retailer for customers looking for world-class products and services. By utilizing its expansive on-the-ground presence, eXtra successfully served over 15 million shoppers in 2025 through its expansive-on-the-ground presence, with various megastores located across Saudi Arabia, Bahrain, and Oman. On that front, eXtra has set up a wide national and regional network of megastores over the years, with a footprint spanning 57 physical stores across 32 cities, following the introduction of two new stores in 2025, all complemented by state-of-the-art e-commerce capabilities, enabling eXtra to provide its shoppers with unrivaled access to a diverse selection of products. Furthermore, eXtra's latest business collaboration, cliX, with Saudi Arabia's largest grocery retailer has enabled the Company to reach a wider customer base through providing Panda's customers with immediate access to eXtra's products.

Customer centricity lies at the core of eXtra's operations, with the Company constantly exploring new ways to enhance the shopper experience. On that front, eXtra launched its customer loyalty program "Jood", the first-of-its-kind in the Saudi electronics goods market, in the fourth quarter of 2023. Jood has been a proven success since its launch, with Jood members delivering increased basket sizes and more frequent repeat shopping instances. eXtra has also been incorporating its new store concept, which focuses on the Company's omnichannel approach and seamless shopping experience, over the past couple of years across its newly opened stores, in line with the Company's customer-centric approach.

To complement its wide and expansive geographical footprint, eXtra regularly works on developing and enhancing its fully integrated digital platform, which has rapidly evolved into an essential component of the business, allowing the Company to engage with customers anywhere, anytime. As a result, eXtra's digital offering has become an important revenue growth driver, increasingly contributing to the Company's total sales, with a 22.1% contribution in 2025. As omnichannel retail continues to gain prominence, eXtra is committed to finding new and innovative ways to improve its digital capabilities and continue providing a seamless shopping experience. Meanwhile, eXtra continues to provide exceptional and comprehensive after-sales support, with services including maintenance and technical assistance, as well as numerous warranty and value-added service options, cultivating further loyalty and trust.

eXtra also recognizes the importance of setting up strategic partnerships to further fuel growth. To that end, eXtra continues to be the exclusive fulfillment partner for Noon's electronics category while maintaining direct supplier relationships with leading electronics players, such as Apple, Samsung, LG, Dell, HP, and more. eXtra also has exclusive distribution rights in the region for Prime.

In parallel, cliX continues to ramp up strongly. By making eXtra's products available to shoppers across all of Panda's 180 locations, cliX allows eXtra to increase its reach and access a wider customer base. Ultimately, these strategic collaborations fortify eXtra's standing as the partner of choice for consumer electronics and ensures that a comprehensive catalogue of leading products in their respective categories is readily available to shoppers throughout the year.

By offering expansive, carefully curated ranges spanning six primary categories, eXtra provides unrivaled access to the latest products and technologies transforming modern life:

- White Goods
- Audio-Video Systems
- Computers
- Mobile Phones and IT Communications
- Electronics
- Gaming Accessories

Today, eXtra's retail portfolio comprises over 6,500 distinct SKUs encompassing the most desired electronics from some of the most prominent and reputable brands. Through eXtra's established partnerships with innovators such as Apple, Samsung, LG, HP, and Philips, eXtra provides customers with instant access to the world's newest technologies. In parallel, eXtra's direct relationships with major suppliers enable the Company to effectively overcome global dynamics, such as supply chain disruptions, and with strong links across the entire value chain, eXtra can proactively mitigate inventory and logistics bottlenecks.

eXtra's market-leading standing is achieved on the back of the Company's unrelenting focus on optimizing operations to deliver exceptional shopping experiences. It utilizes a holistic approach to enhance and optimize its product portfolio, explore lucrative market opportunities, improve its current product offerings, strengthen supply chains to ensure product availability, and efficiently handle consumer product demand. The Company continuously works toward creating a differentiated value proposition and improving the customer shopping experience, with an eye to growing and retaining a loyal and engaged customer base. Through the constant refinement of its category management, pricing strategies, and supply chain efficiencies to meet growing consumer expectations, eXtra is able to progressively increase its sales and maintain a dominant market share irrespective of any economic challenges.

The Region's Leading Integrated Consumer Electronics Retailer

22.1%

Online Sales Contribution to Consolidated Revenues (FY2025)

A Lucrative E-Commerce Platform

Complementing eXtra's wide physical retail footprint, in 2011, eXtra became Saudi Arabia's first retailer to introduce digital shopping, and it has been extensively expanding its e-commerce presence ever since, providing shoppers with unparalleled online access to an extensive catalogue of products. The Company's user-friendly website and mobile app, released in 2023 as part of its continuous improvement cycle, offer customers an omnichannel electronics shopping experience beyond compare. By implementing a clear digital-first strategy that places the customer journey front and center, eXtra has transformed into a major player in Saudi Arabia's online retail landscape in recent years. eXtra utilizes rich media, including videos and 360-degree product imagery combined with detailed peer reviews to inform purchasing decisions, creating a unique digital shopping experience. Furthermore, eXtra offers click-and-collect fulfilment, another unique service that demonstrates how eXtra places customer convenience at the center of its business operations, with the service consistently forming a significant portion of online sales.

In 2025, e-commerce formed 22.1% of eXtra's total revenues, as the segment continues developing into a progressively important growth driver, fueled by consumers continuing to increasingly embrace the convenience of online shopping. To accommodate rising demand, eXtra makes use of hybrid last-mile delivery models, which provide increased efficiency while upholding the Company's commitment to delivering an unmatched shopping experience. eXtra's vast digital catalogue is supplemented by practical tools that include online shopping guides, product comparisons, and instructional YouTube content, as well as providing white glove delivery and installation for large appliances and same-day shipping of small items. Furthermore, flexible fulfillment and payment methods further encourage shoppers seeking electronics online. eXtra's digital platforms exemplify the Company's dedication to innovation and customer centricity, offering a comprehensive selection of products, intuitive navigation, and personalized features, creating a unique and seamless shopping experience.

CLASS PRO

Having cemented its status as a market leader renowned for quality and exceptional service, eXtra introduced Class Pro, its private electronics label, in 2006. Class Pro provides an expansive range of high-quality products, including air conditioners, LED TVs, freezers, refrigerators, small appliances, water dispensers, ovens, and microwaves at competitive price levels. As with all of eXtra's other exclusive brands, Class Pro comes with the same robust guarantees and after-sales services that the Company is renowned for, providing consumers with exceptional value and assurance.

PRINCESS

prime

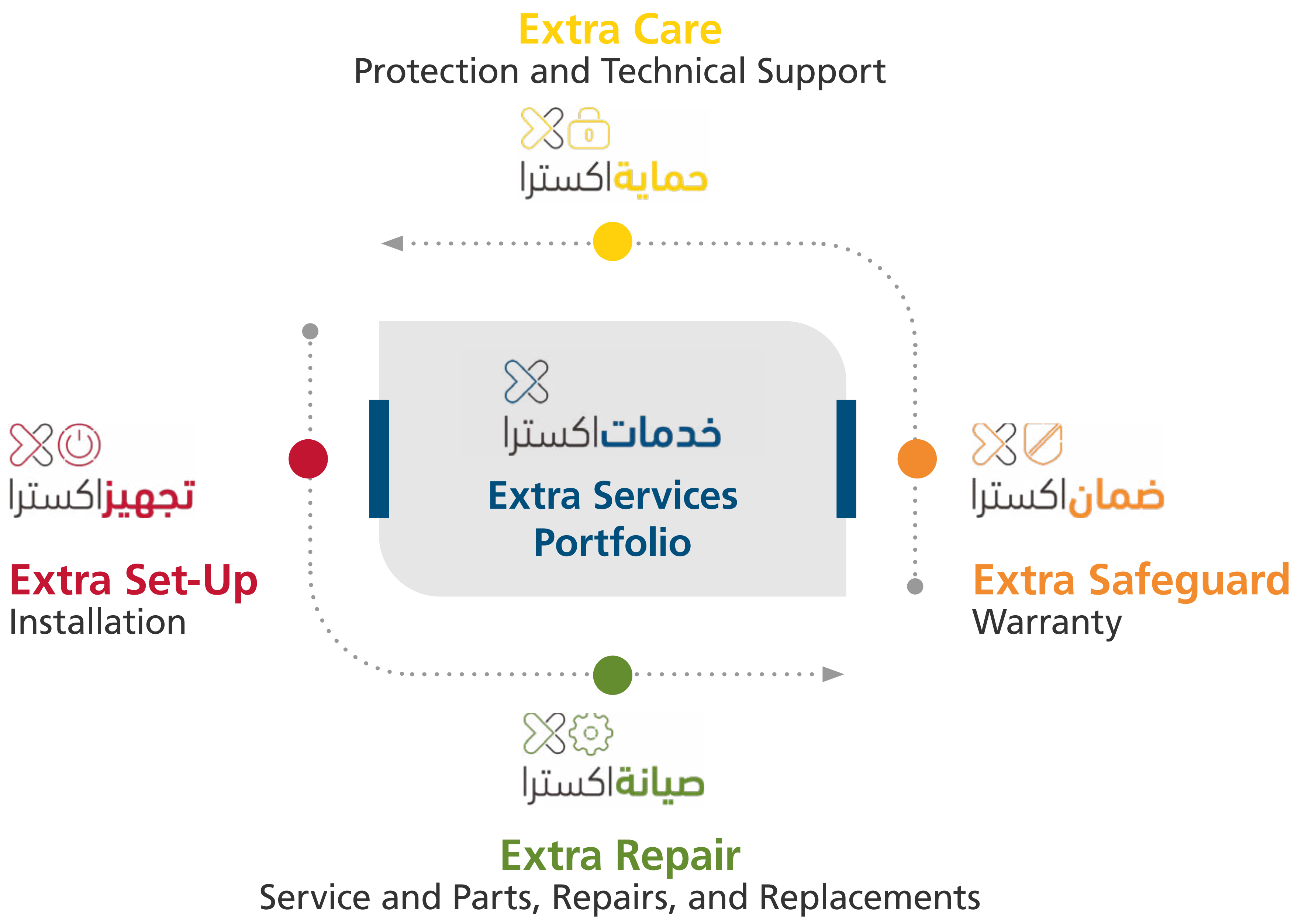
LA GERMANIA

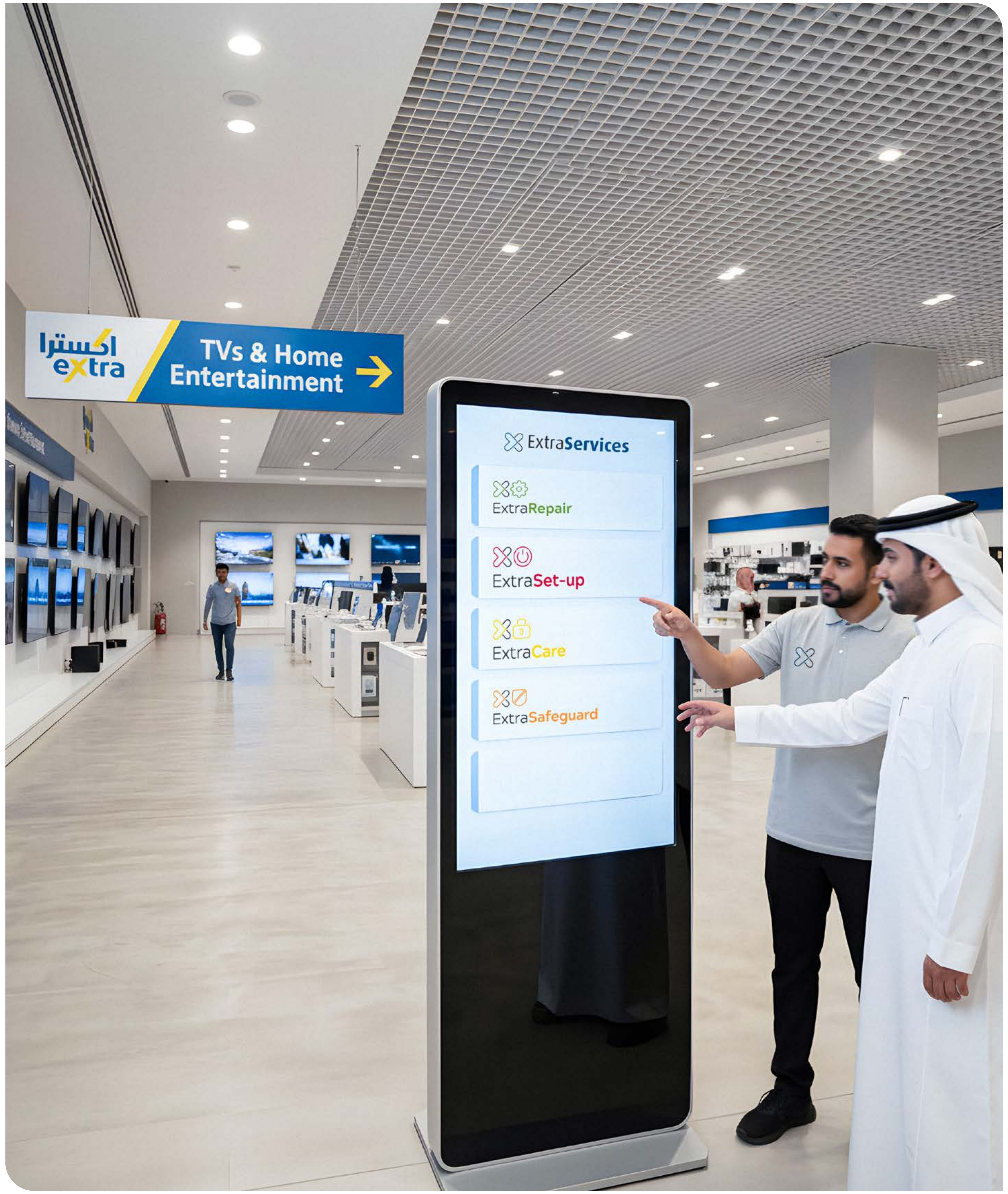
eXtra is the exclusive dealer for Prime, which offers products across numerous categories, including small and big appliances. The Company also maintains partnerships with internationally recognized electronics brands such as HP, Dell, LG, Apple, Samsung, and Philips.

Extra Services

Since 2005, Extra Services has been empowering customers to get the most from their electronics purchases through its comprehensive suite of value-added after-sales support covering four key categories: installation, warranties, repairs, and technical support, enabling them to maximize value from their electronics purchases. As an authorized service center of over 24 international brands, Extra Services leverages its unrivaled infrastructure of seven main technical centers, five major service workshops, and 16 remote workshops, staffed by a c.500 skilled professionals, to support customers. As a result, Extra Services has since become an important pillar of the business and a powerful customer loyalty driver by enabling smooth, stress-free shopping journeys.

eXtra's exceptional after-sales services allow the Company to fulfill customer needs and provide an unmatched after-sales experience, strengthening eXtra's position as the Kingdom's leading consumer tech services hub. Additionally, eXtra continues to invest heavily in expanding and enhancing its after-sales service offering as the Company recognizes the untapped potential of Saudi Arabia's under-resourced and fragmented after-sales services market. Looking ahead, eXtra will continue to differentiate itself from the rest of the market through its comprehensive after-sales service offering, ensuring that the needs and demands of its customers are consistently addressed and fulfilled.





Consumer Finance

In 2015, eXtra introduced its in-house consumer finance program to further enrich the customer experience, and in 2019, this capability was significantly expanded via the United International Holding Company's (UIHC) Tas'heel Finance, eXtra's financial services subsidiary focused on providing exceptional installment plans tailored to each shopper's unique requirements.

TAS'HEEL finance

Saudi Arabia's Most Successful Fintech Platform

3.15 SAR BN
Total Loan Portfolio

11.5 SAR MN
Outstanding Product Loans

2.4 SAR BN
Outstanding Personal Loan Portfolio

733 SAR MN
Credit Card and Baseeta Portfolio

Since its launch, Tas'heel Finance has served a large and increasing number of individuals and families across Saudi Arabia, including both nationals and expatriates, allowing shoppers to break down high-value purchases into more affordable payments. By leveraging its integration with 10 external platforms and the utilization of a 100% digital application processing system, Tas'heel Finance provides customers with Shariah-compliant cash and retail installment loans with an instantaneous approval process requiring minimal documentation. Furthermore, Tas'heel Finance is able to offer non-collateralized financing while maintaining attractive delinquency and non-performing asset ratios by utilizing its advanced risk infrastructure, further differentiating itself from the market.

As Tas'heel Finance continues to advance and develop its consumer finance offering while maintaining its alignment with eXtra's overarching strategy of customer centricity, Tas'heel Finance unveiled its new Shariah-compliant consumer financing solution, Baseeta, in 2023. Baseeta provides shoppers with zero-percent credit limit offers at select merchants, as well as a 36-month payment period for purchases between SAR 100 and SAR 60,000 made anywhere in the world.

Following Tas'heel Finance's successful IPO in December 2024, which garnered an oversubscription rate of 132 times from institutional investors, the company has maintained its strong growth momentum, with Tas'heel Finance's share price remaining above its IPO share price since the company's listing.

Solutions

- Personal Finance
- Installment Programs
- Credit Cards
- Baseeta

Tas'heel Finance leverages an innovative digital fintech platform to offer one of Saudi Arabia's fastest lending approvals and funds disbursement processes, and the company is able to safeguard the sustainability of its operations by implementing strict risk management measures and performing continuous portfolio assessments regardless of any shifts in broader economic cycles.

Vision

Enable our clients to enrich their lives and achieve their ambitions by providing effortless financial services through innovative digital solutions.

Mission

To be a dynamic organization that provides a unique digital experience to enable our clients to meet their financial needs by integrating quality of service, investing in digital transformation, and focusing on consumer needs and goals in a rapid and efficient manner.

Personal Finance

Tas'heel Finance offers Shariah-compliant personal finance services ranging from SAR 10,000 to SAR 250,000, with flexible repayment options of up to five years, and adhere to Tawarruq principles. With personal loans requiring no guarantor, Tas'heel Finance is able to provide instantaneous approval for financing requests. As at year-end 2025, Tas'heel Finance's outstanding personal loan portfolio stood at SAR 2.4 billion.

Installment Programs

Tas'heel Finance provides customers with a wide selection of installment programs that range from SAR 4,000 and SAR 60,000, with repayment durations of 12–36 months through easily accessible Shariah-compliant installment finance (Murabaha), in addition to a range of installment services in partnership with a solid and growing network of retail partners. Additionally, Tas'heel Finance's installment plans are guarantor-free, allowing for instant approval for point-of-sale financing with eXtra or Tas'heel Finance's external retail partners. Tas'heel Finance's outstanding product loans portfolio stood at SAR 11.5 million as at the close of 2025.

Credit Cards

Tas'heel Finance issues two types of Shariah-compliant credit cards that can be used by customers for their payments and purchases, Titanium Credit Cards and World Credit Cards. Tas'heel Finance's credit cards offer numerous benefits, such as the waiver of annual fees for the first year, credit limits of up to SAR 100,000, up to 2.25% cashback, tap and pay features with Apple Pay, and flexible repayment options with a minimum monthly payment of only 5%. Additionally, each type of credit card comes with its own set of perks. The Titanium Credit Card provides a unique shopping experience through benefits like unlimited monthly cashback on daily spending, and fee-free cash withdrawal, in addition to regular exclusive offers and discounts. The World Credit Card provides a range of benefits for travelers, such as access to worldwide lounges and flyer points, increased cashback on e-commerce and international spending, and a plethora of exclusive travel benefits and offers.

Baseeta

In 2023, Tas'heel Finance's latest Shariah-compliant consumer finance solution, Baseeta, was rolled out in 2023. Baseeta provides shoppers with revolving credit limits, ranging from SAR 100 to SAR 60,000, that they can use to split their purchases with flexible repayment options and no downpayments. Baseeta's credit limits, which can be used anywhere in the world, provide shoppers with the option to split their bills over the desired number of monthly payments, starting from one payment and up to 36 payments. As part of Baseeta's unique service offering, users can also obtain credit limits with zero-percent offers available for use at select merchants. Tas'heel Finance's total credit cards portfolio, including Baseeta, reached SAR 733 million as at 31 December 2025.

Our Strategy

Through its omnichannel platform, customer-centric approach, and extensive accessibility, eXtra is ideally positioned to continue its growth trajectory, enhance its market share, and shape unique customer journeys.

Overarching Goals:

- Driving Growth
- Supporting Profitability

Strategy:

- Developing and Enhancing the Customer Experience

Strategy Pillars:

- Omnichannel Platform: Delivering a seamless customer experience
- Customer Centricity: Placing the customer at the heart of eXtra's operations
- Accessibility: Expanding eXtra's customer reach

Driving Growth

Wider Customer Reach and New Store Concepts

With a large and growing national and regional retail store network, eXtra provides shoppers with unmatched direct consumer access to the latest appliances and devices. As at 31 December 2025, eXtra's network consisted of 57 stores spread across prime retail destinations in Saudi Arabia, Bahrain, and Oman, and the Company continues to target high-potential neighborhoods lacking a retail presence to widen its geographic footprint and capture additional market share. Furthermore, eXtra's stores offer shoppers the option to select and order items in-store and then have them delivered to the customer's desired address, in line with the Company's promise of unrivaled convenience and accessibility.

Retail

eXtra consistently works toward solidifying its standing as the region's pre-eminent electronics retailer by creating a unique identity that sets it apart, with a medium-term goal of achieving strong market penetration through the synchronized growth of its physical and digital operations.

Through a balanced digital growth strategy, eXtra can consistently enhance its competitive positioning while more deeply engaging consumers and stakeholders across its different platforms. Meanwhile, holistic retail development allows the Company to sustainably grow its customer base while simultaneously maximizing the lifetime value generated from each shopper. By executing this strategy, eXtra is able to consolidate its position as the leading choice for customers looking for world-class consumer electronics through the channel that best suits their needs.

During the past year, eXtra opened two new stores, one in Riyadh, Saudi Arabia, and one in Nizwa, Oman, both based on the Company's new store concept with a pioneering retail environment that utilizes next-generation technologies to engage customers, streamlines product discovery and purchase, increases personalization, and obtains valuable shopper insights. Under this new concept, the first-of-its-kind in the region, stores integrate electronic shelf labels, in-store ordering tablets, and expansive digital catalogs viewable on state-of-the-art displays, providing shoppers with personalized, digitally enriched journeys. This innovative and futuristic design sets a new benchmark for electronics retailing while simultaneously allowing eXtra to uphold its promise of offering customers an exceptional, unique, and seamless shopping experience.

E-Commerce (Website and Mobile App)

With online shopping gaining more and more prominence across the world, eXtra continues to regularly update and enhance its e-commerce capabilities to keep pace with this inevitable shift in consumer shopping behavior. Today, extra.com seamlessly complements the Company's retail footprint to provide comprehensive support across all channels, offering eXtra's complete inventory and rapid fulfillment options, such as two-hour click-and-collect and same-day delivery. This comes as a result of eXtra placing omnichannel development at the top of its priorities since launching extra.com, Saudi Arabia's first dedicated retail website, in 2011.

Moving ahead, eXtra will continue investing in developing extra.com's features and functionality to deliver an unrivaled digital retail experience. Through its competitive pricing, high convenience, and rapid shipping, combined with the platform's diverse selection of products, eXtra is able to drive online sales growth and increase its market share. eXtra will also continue allocating resources toward its digital strategy as the Company looks to sustain its industry-leading e-commerce growth rates and meet growing online demand. Finally, eXtra's customer-centric approach will continue setting extra.com apart from the competition, positioning it as the Kingdom's premier specialist electronics webstore.

Loyalty Programs

In 2023, eXtra unveiled its consumer loyalty program Jood, which provides enrolled shoppers with exclusive benefits to further enrich customer engagement.

The first-of-its-kind in the Saudi electronics retail sector, Jood is a paid membership program that provides immediate value to eXtra's customers while negating the complexities of traditional point collection systems. Upon purchasing either of Jood's tiers, Blue or Gold, customers gain immediate access to a plethora of benefits, including product discounts (with varying percentages based on categories), discounted services, complimentary vouchers for a number of services, savings at partner restaurants, and hotel stay benefits, such as one free night for every three nights. Furthermore, Jood's member discount services remain valid during eXtra's Mega Sale festival, as well as the Company's various other promotions, providing members with more favorable prices during promotion periods. Moving ahead, Jood is poised to further elevate eXtra's consumer-centric approach by making use of data-driven incentives and offers designed to enhance the shopping experience. By encouraging more frequent shopping and increased spending, the program continues to generate larger basket sizes and higher customer retention rates. Moreover, Jood's seamless integration across eXtra's in-store, online, and mobile touchpoints creates a unified platform that allows eXtra to obtain more accurate insights into consumer purchasing trends, as well as customize real-time offers based on individual preferences.

Strategic Alliances

eXtra continues to work on setting up strategic alliances and mutually beneficial partnerships alongside other leading marketplaces. On that front, eXtra continues to maintain its successful collaboration with "noon.com", one of the Middle East's leading online shopping platforms, which was set up in 2018. Under this alliance, eXtra is noon's exclusive supplier of consumer electronics and home appliances, providing the Company with a strategic edge over the competition. This alliance is a prominent example of a successful and mutually beneficial partnership that sets eXtra apart.

Additionally, eXtra announced the finalization of a new strategic alliance with Saudi Arabia's largest grocery retailer, Panda, operating under the brand name "cliX", in December 2023. This partnership represents a main building block of eXtra's growth strategy, reflecting a new era of collaboration and innovation in the retail sector. As part of this alliance, eXtra's products are offered throughout Panda's 180 stores network, comprising 60 hypermarkets and 120 supermarkets, spread across the Kingdom, enabling eXtra to capitalize on Panda's wide retail network to expand its market reach and intensify customer engagement, driving further growth.

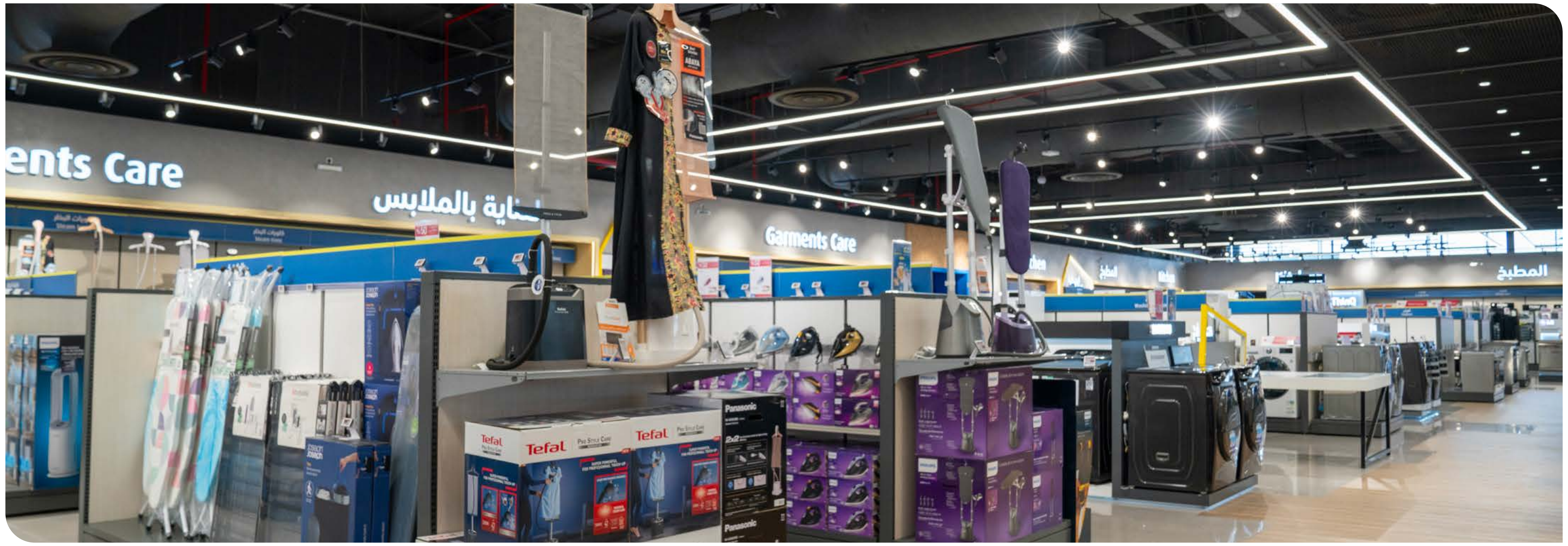
Supporting Profitability

Extra Services

Extra Services, eXtra's after-sales division, is an embodiment of the Company's dedication to delivering dependable customer care, drawing on more than 20 years of industry experience. Extra Services is the authorized after-sales division for 24 major global brands, representing the largest portfolio of authorized brands within the Kingdom. Operating in a dynamic market with diverse customer needs, Extra Services differentiates itself through its flexible and wide-ranging after-sales service solutions, allowing the division to win the trust of Saudi consumers, and solidify its reputation as their premier choice for post-purchase support. With a wide network consisting of seven technical centers, five major workshops, and 16 remote workshops, manned by a team of over 500 skilled professionals, Extra Services is able to effectively respond to its customers' after-sales needs across the Kingdom. eXtra's focus on customer satisfaction and commitment to superior customer support aligns with the Company's overarching goal of prioritizing customer centricity and helps strengthen its standing within the market. eXtra's strategic focus on its after-sales services not only adds value to the Company's service offerings but also positively impacts its overall profitability.

Direct Supply

eXtra is able to maintain strong levels of profitability through direct and exclusive supply agreements with leading brands, such as Apple, Samsung, HP, LG, and others. The Company also acts as the sole distributor for a range of high-quality appliances and electronics at entry-level price points under its private label, ClassPro. eXtra's direct supply agreements bypass intermediaries to the majority of the Company's vendors, speeding up time-to-market and supporting inventory management. Furthermore, eXtra has a diverse network of suppliers that provides the Company with unmatched ability to efficiently deliver the latest innovative devices to Saudi consumers, setting it apart from the competition.



Through four key pillars, Tas'heel Finance is strategically poised to capture market share and balance eXtra's core revenue cyclicality:

Expanding geographically across the Kingdom:	Leveraging data and insights:	Enhancing the portfolio:	Investing in tech and digitalization:
Tas'heel Finance continuously works on expanding its presence across the Kingdom's fast-growing consumer finance market.	Tas'heel Finance's 100% digital lending infrastructure offers valuable insights on borrower behavior and credit patterns, supporting in informing product development and risk calibration.	Continuous development of personal loans, cards, and installment plans modified to utilize market gaps, enabling the company to address distinct consumer and commercial credit needs. Meanwhile, a diverse product offering further boosts customer loyalty.	Tas'heel Finance continuously works on expanding its presence across the Kingdom's fast-growing consumer finance market.

الشركة المتحدة الدولية القابضة
UNITED INTERNATIONAL HOLDING

Consumer Finance

eXtra's commitment to elevating customer experience is underscored by the launch of its consumer finance arm, UIHC's Tas'heel Finance, in 2019. Tas'heel Finance builds on eXtra's in-house consumer financing program, which was launched in 2015 to address the rising need for non-banking financial services. Tas'heel Finance provides customers with a wide array of services, including Shariah-compliant personal finance, credit cards, and product loans, all with diverse tenors and repayment structures aimed at capturing opportunities and maximizing value generation from this fast-growing space.

Data-Driven Growth

As one of the few NBFIs in the Saudi market operating through a fully digital lending platform, Tas'heel Finance collects valuable data, strengthening analytics that inform decision-making across eXtra. Similarly, advanced modeling supports strategy and transformations, empowering both Tas'heel Finance and eXtra to spearhead market innovation. Furthermore, Tas'heel Finance's introduction of a credit card product in 2022 has greatly improved the accuracy of the company's credit scoring and rating capabilities, boding well for future operations.

Accessibility

By minimizing guarantor requirements and utilizing advanced financial technology to accelerate approvals, Tas'heel Finance is able to maximize convenience and achieve best-in-class turnaround times. The company is also able to consistently increase its penetration of underserved populations through strategic branch expansions and the launch of digital apps that offer embedded financing, supporting eXtra's efforts to further enhance and elevate customer journeys.

baseeta by TAS'HEEL finance

Innovative Products

Tas'heel Finance launched Baseeta, its latest Shariah-complaint consumer finance solution, in late 2023. Through Baseeta, shoppers are granted access to credit limits, ranging from SAR 100 to SAR 60,000, which can be used for purchases anywhere in the world, with flexible repayment options of up to 36 months. Additionally, shoppers can obtain credit limits with zero-percent offers at select partner merchants, further incentivizing subscription.

Frictionless Finance

A primary element of Tas'heel Finance's seamless customer journey is a key component of the company's competitive edge, providing one of the market's most frictionless personal finance experiences, serving Saudi and non-Saudi citizens alike. Tas'heel Finance's comprehensive and unique service offering is underpinned by instant approvals and flexible cash loan products, ranging from SAR 15,000 to SAR 250,000, with numerous tenor options and no guarantor requirements, allowing Tas'heel Finance to truly stand out.

Strategic Alliances

Tas'heel Finance was able to diversify its portfolio beyond eXtra, while also capturing distinct retail sectors by leveraging strategic collaborations with major brands in diverse sectors, including retail, electronics, home furnishings, and healthcare. Through alliance with the likes of Saudi German Hospitals, IKEA, Virgin Megastores, Nice, Saudi Ceramics, and Saco, Tas'heel Finance has gained access to varied target demographics. Moving ahead, Tas'heel Finance will continue expanding relationships and establishing new partnerships, allowing for sustained growth and penetration of untapped market segments.

Tas'heel Finance will continue working on further solidifying its standing as a key player in Saudi Arabia's consumer finance landscape.

2025 Financial Highlights

eXtra recorded record-high figures across its revenue, gross profit, and net profit in FY2025. eXtra's top line grew by 9.8% y-o-y to SAR 7,446.1 million in FY2025, mainly driven by an increase in like-for-like performance compared to the previous year, following strong revenue growth across both physical stores and e-commerce platforms. An enhanced shopping experience delivered by the Company's new store concept, coupled with the strong ramp up of cliX, supported in-store sales. Meanwhile, the continued success of Jood drove both a higher basket value and an increase in sales volumes during the year. eXtra's successful promotions and initiatives, such as its annual Mega Sale, as well as its "National Day" and "School Day" campaigns, further supported sales growth in FY2025. In parallel, both Extra Services and Tas'heel Finance significantly boosted eXtra's top-line growth in FY2025. On that front, Tas'heel Finance achieved strong revenue expansion through Baseeta, its latest Shariah-compliant consumer finance solution.

With regards to profitability, eXtra's gross profit grew by 14.9% y-o-y to SAR 1,790.6 million and delivered an associated gross profit margin of 24.0% in FY2025, compared to 23.0% in FY2024, largely driven by an enhanced sales mix, coupled with growth in the consumer finance sector.

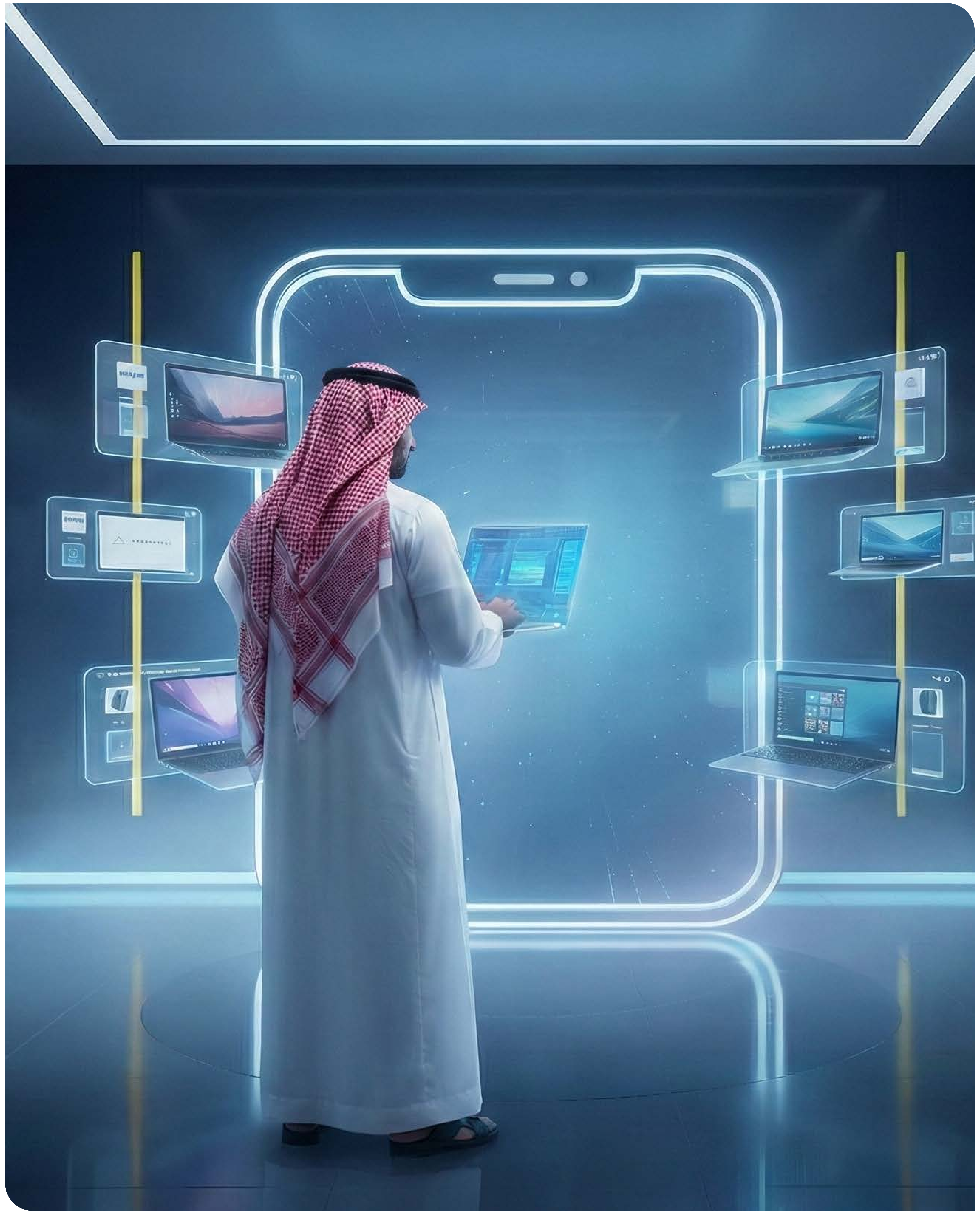
Following the Company's strong operating results, eXtra's net income rose by 7.8% y-o-y to SAR 576.0 million, with the Company's impressive operational performance offsetting the rise in SG&A costs booked during the period.

Summary Income Statement

	FY2025		FY2024		Growth (%)
	SAR (000)	% of Sales	SAR (000)	% of Sales	
Sales	7,446,115	-	6,781,200	-	9.8%
Gross Profit	1,790,582	24.05%	1,558,973	22.99%	14.9%
Operating Profit	669,705	8.99%	609,240	8.98%	9.9%
Net Profit Before Zakat	624,859	8.39%	579,232	8.54%	7.9%
Net Profit	575,989	7.74%	534,440	7.88%	7.8%

Geographic Breakdown of Sales

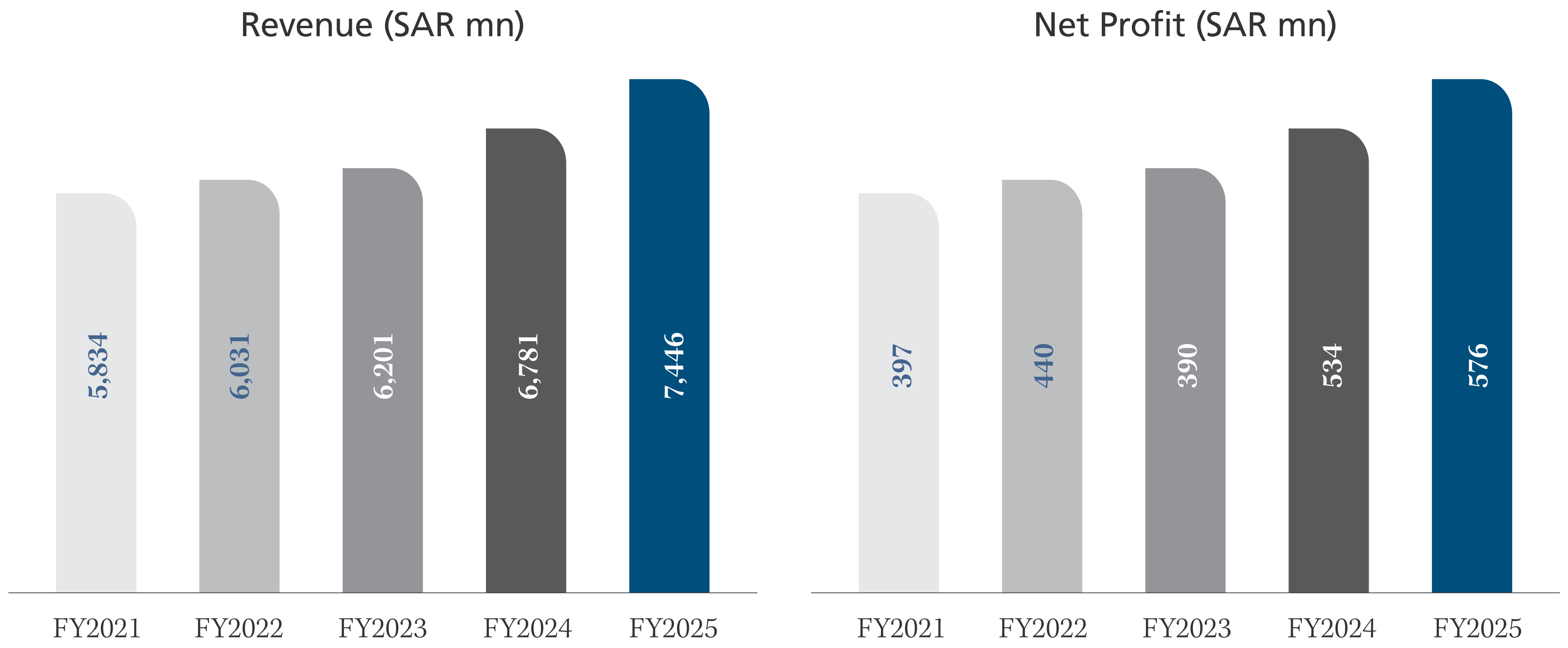
SAR (mn)	FY2025	FY2024	Growth (%)
Kingdom of Saudi Arabia	6,995,034	6,330,811	10.5%
GCC States	485,137	477,757	1.5%
Adjustments Due to Consolidation	(34,056)	(27,368)	24.4%
Total	7,446,115	6,781,200	9.8%



Income Statement Analysis

On the back of the Company's sustainable growth strategy and successful business model, eXtra achieved a 5-year revenue CAGR (2021–2025) of 6.29%. Moreover, eXtra continues to deliver on its profitability enhancement strategy, with the Company delivering a five-year net profit CAGR of 9.75% owing to its efficient operational structure.

Five-Year Revenue and Net Profit Progression

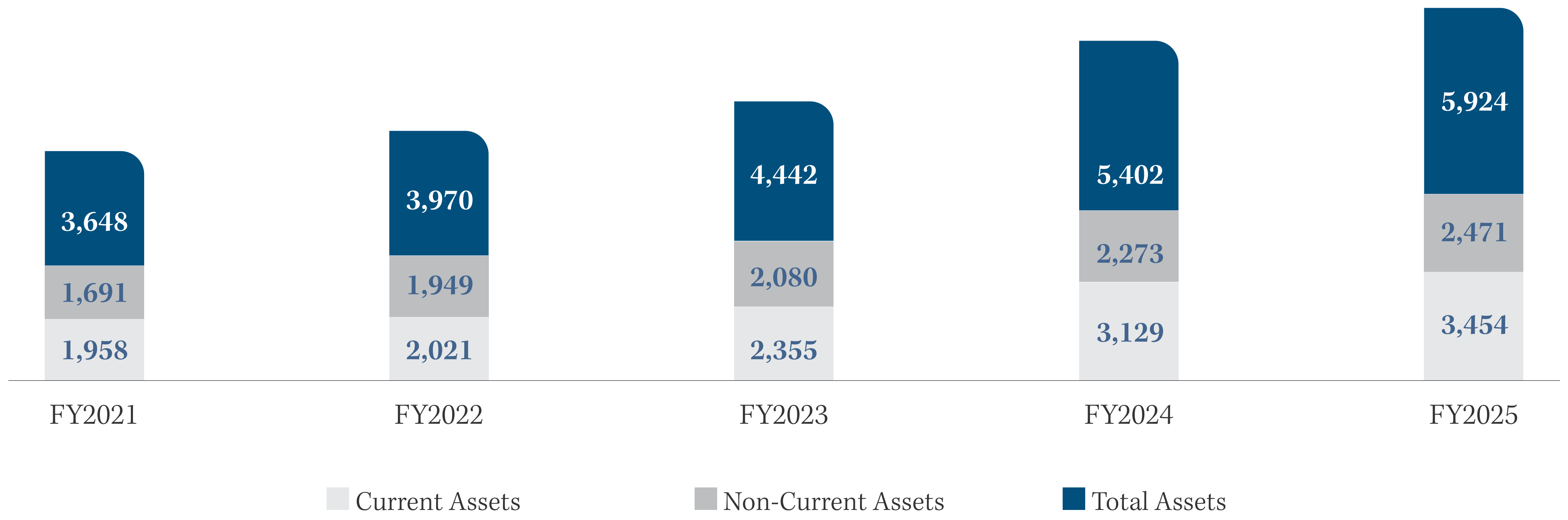


Balance Sheet Highlights

Asset Progression

The total value of eXtra's assets booked on its balance sheet reached SAR 5.9 billion in FY2025, up from SAR 3.6 billion in FY2021, reflecting a five-year CAGR of 12.89%.

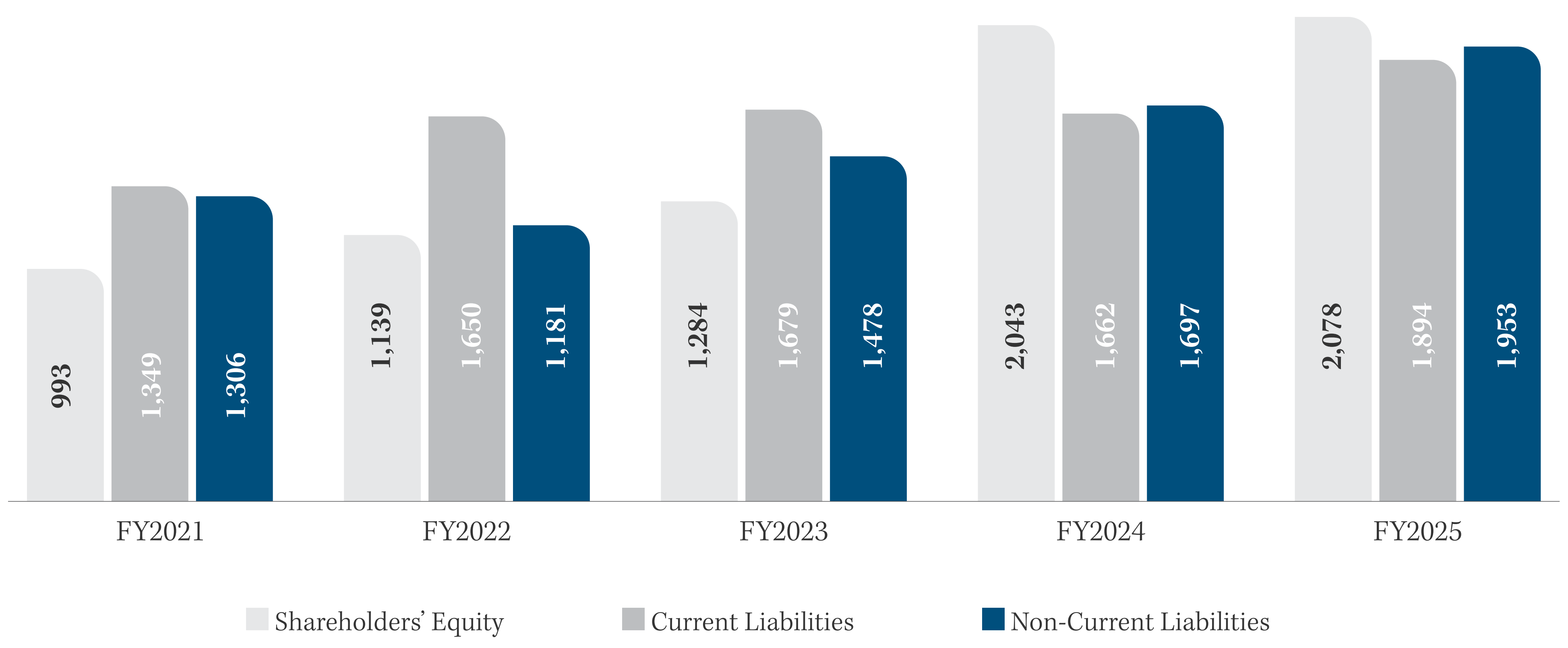
Five-Year Progression of Asset Position (SAR mn)



Liabilities and Shareholders' Equity Progression

eXtra's shareholders' equity stood at SAR 2.1 billion in FY2025, compared to SAR 993 million in FY2021, representing a five-year CAGR of 20.27%. In parallel, the Company's current liabilities booked SAR 1.9 billion for FY2025, up from SAR 1.7 billion in FY2024.

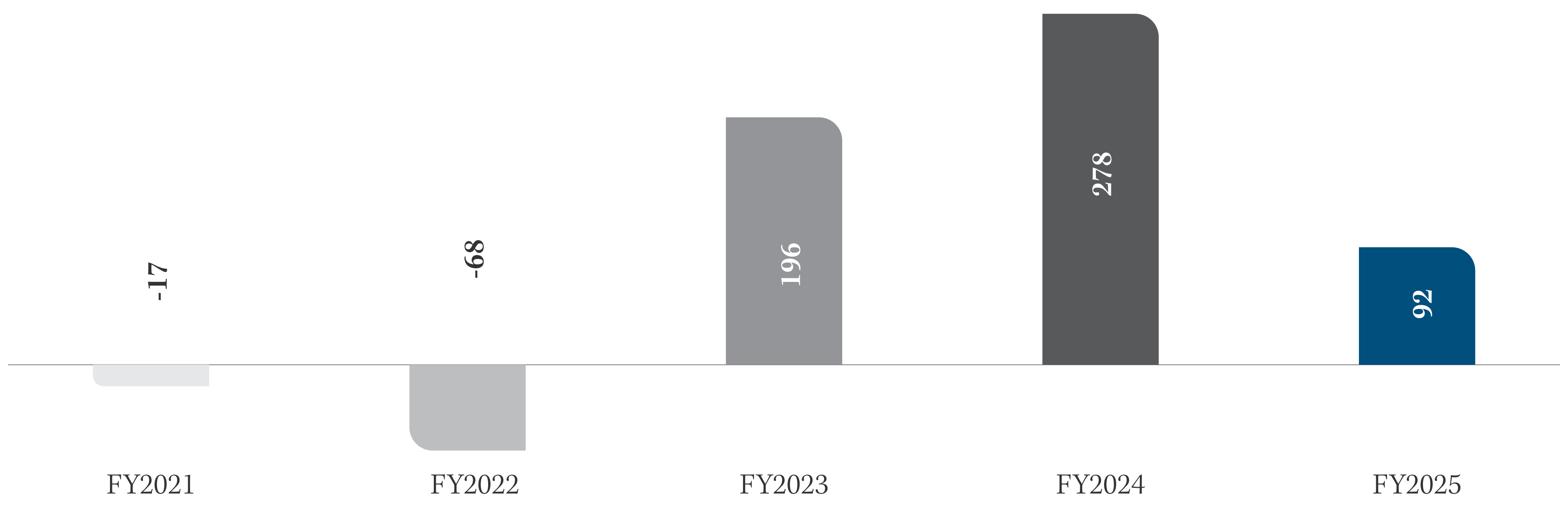
Five-Year Progression of Liabilities and Shareholders' Equity (SAR mn)



Cash Flow from Operating Activities

In FY2025, eXtra recorded a net cash inflow from operations of SAR 92 million, compared to a net inflow of SAR 278 million recorded in FY2024. This consistency in positive cash flow came on the back of eXtra's continued successful and efficient management of its working capital over the past year, which enabled the Company to continue upholding its strong net cash flow position from operating activities.

Five-Year Progression of Cash Flow from Operating Activities (SAR mn)



Loans and Borrowings

At the beginning of FY2025, eXtra's outstanding loan balance stood at SAR 1.27 billion, and the Company repaid the due amounts from this opening balance during the year. eXtra enjoyed access to several short- and medium-term Murabaha facilities extended by its financial partners in FY2025, including Alinma Bank, AUB, ENBD, NBB, Al Rajhi Bank, and SAB. The total value of the short-term Murabaha facilities available to the Company during FY2025 stood at SAR 672 million, extended to support the Company's working capital requirements. Meanwhile, the total value of long-term facilities available to eXtra during the year was SAR 1.2 billion. Of this amount, in addition to the loan ending balance of SAR 1.3 billion for FY2024, SAR 1.5 billion was settled by the Group during FY2025, with the remaining SAR 1.6 billion yet to come due during the year as at 31 December 2025. Worth noting that the outstanding loan balance does not contain any short-term facilities.

Bank Facilities

Opening Balance as at 1/1/2025

Bank Name	Number of Murabaha Contracts	Loan Amount (000s)	Loan Period	Amount Paid (000s)	Loan Ending Balance (000s)
ABC Bank	7	-	90 Days	93,788	-
Alinma	34	975,000	25–30 Days	1,120,000	-
	29	269,000	5 Years	114,938	487,250
AUB	16	150,000	25–30 Days	150,000	-
ENBD	21	210,000	25–30 Days	225,000	-
	7	200,000	5 Years	4,375	195,625
NBB	10	150,000	25–30 Days	150,000	-
Al Rajhi	4	71,219	25-30 Days	79,219	-
	5	254,100	5 Years	375,875	234,575
SAB	9	220,000	25–30 Days	365,000	-
	9	200,001	5 Years	100,000	350,001
Total	**151**	**2,699,320**		**2,778,194**	**1,267,451**

Closing Balance as at 31/12/2025

Bank Name	Number of Murabaha Contracts	Loan Amount (000s)	Loan Period	Amount Paid (000s)	Loan Ending Balance (000s)
Alinma	7	312,000	25-30 Days	312,000	0
	28	125,000	4-5 Years	193,563	418,688
ENBD	10	140,000	4-5 Years	67,356	268,269
SAB	2	85,000	25-30 Days	85,000	0
	19	700,000	4-5 Years	350,000	700,001
Al Rajhi	11	215,000	4-5 Years	209,575	240,000
Riyad Bank	1	40,000	4-5 Years	30,000	10,000
KFH (AUB)	5	235,000	25-30 Days	235,000	0
NBB	1	40,000	25-30 Days	40,000	0
Total	**84**	**1,892,000**		**1,522,493**	**1,636,958**

Zakat and Governmental Payments

SAR (000)	Paid in FY2025	Ending Balance as at 31 December 2025	Description	Reasoning
Zakat	20,876	12,275	Zakat on income	Annual Zakat Declaration
GOSI	24,424	2,046	Social insurance	Social insurance payments due on Saudi and expatriate employees
Tax Authority	10,846	101	Withholding tax	For dividends distributed to non-resident shareholders and for foreign/ non-resident service providers
VAT	228,641	34,694	Value-Added tax	Total VAT payable
Total	**284,787**	**49,116**		

Risks and Mitigants

As with every other **company operating within the Saudi market, eXtra is faced with a number of risks.** These risks can be split into two main categories: Operational Risks and Market Risks.

Operational Risks

Laws and Regulations:

eXtra's operations are fully compliant with Saudi laws and regulations. However, the regulatory environment in which eXtra operates is liable to change. Regulatory changes arising from political, economic, technical, and other factors may have material impact on the Company's business. To the Company's knowledge, there are no existing indications that the regulatory environment will change in a manner that materially affects the Company's business and the expectations of Management moving forward.

Reliance on Key Suppliers:

In the event that its suppliers are unable to provide requested orders, eXtra's operations and financial performance may be affected materially. In light of this, eXtra maintains strong relationships with a large number of diverse suppliers while maintaining close working relationships with key suppliers. In this manner, Management is kept well-informed and effectively plans its sourcing of products and services.

The Growth Strategy and Its Execution:

The incomplete implementation of eXtra's strategy for expansion or the postponement of new retail unit launches may impact the Company's performance. eXtra thus works to fully implement all aspects of its business plan and growth strategy, which include the introduction of new showrooms and innovative sales channels. The Company carries out intensive feasibility studies and selects the sites for its prospective showrooms preemptively.

Saudization Requirements:

In accordance with regulatory changes recently promulgated by the Saudi Ministry of Labor and Social Development, eXtra has been classified as a large employer in the wholesale and retail sector. Companies receiving this classification from the Ministry receive a low Saudization score if 31% or less of employees are Saudi, a high score if 42% of employees or more are Saudi nationals, and a Silver Certification if 51% of employees or more are Saudi nationals. eXtra is committed to meeting the national objective of Saudization. As of December 2025, 52% of the Company's employees were Saudi nationals. Recruiting, training, and developing the capabilities of Saudi cadres is one of eXtra's priorities, stemming from its firm commitment to the Ministry of Labor's special directives regarding the full Saudization of the electronics retail sector from November 2018. The Company is currently taking measures to fully comply with the Ministry's requirements.

Market Risks

Competitive Landscape:

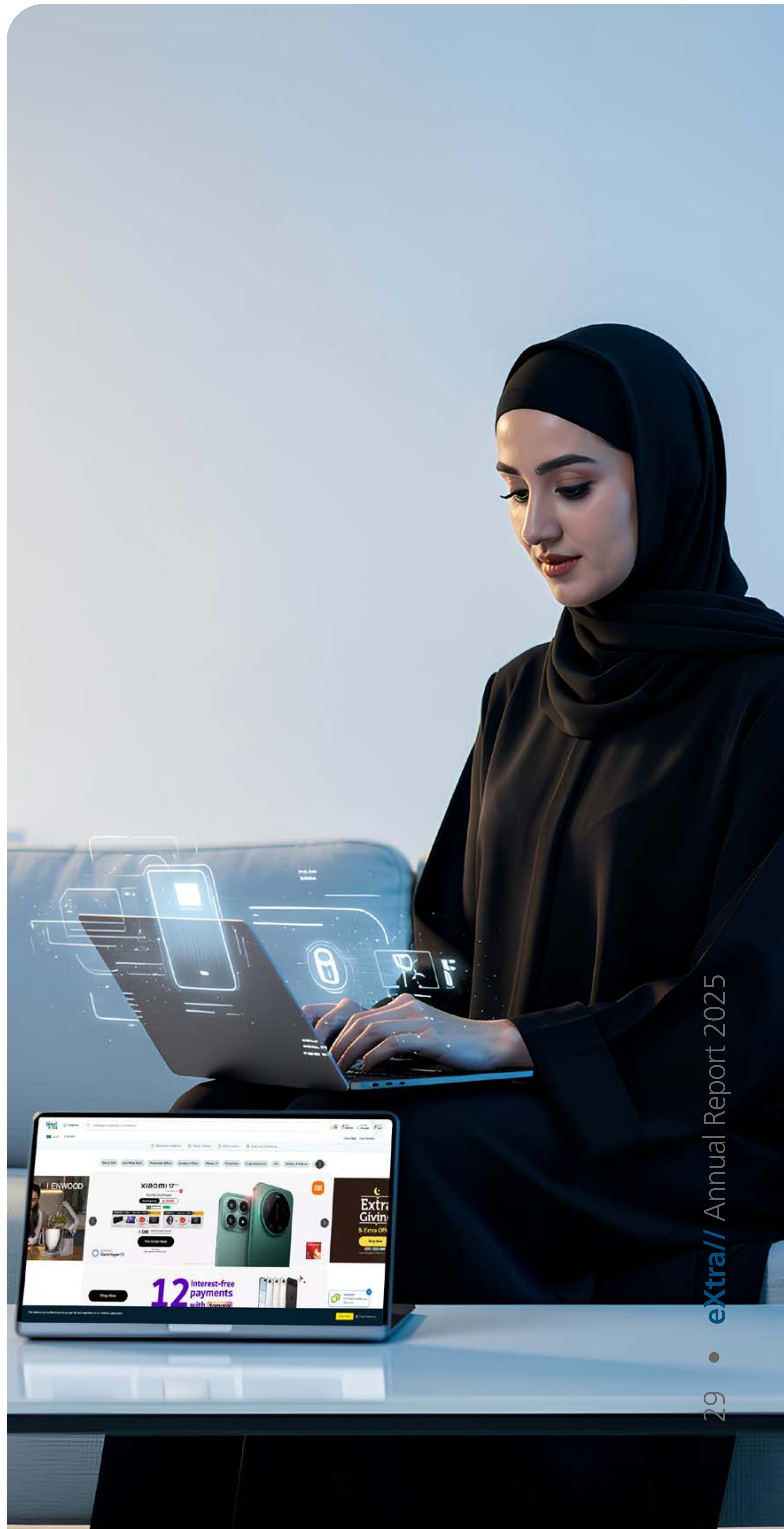
Despite eXtra's dominant position in KSA's electronics retail market, the Company does face competition from several companies across each of its product categories. eXtra constantly works to meet and exceed the expectations of its customers with quality products and services. To maintain its strong relationship with its customers and retain the business, the Company keeps tightly abreast of changing demand conditions in the market and rigorously analyzes changing preferences and requirements.

Price Competition:

The Company's profit levels may be negatively affected in the event of a price war involving it and its competitors. This risk applies to both products and services. Given the Company's substantial bargaining power with its suppliers, eXtra enjoys a significant buffer against the effects of a price war on its profit margin. eXtra is further protected by the diversity of the sources and drivers of the Company's profitability.

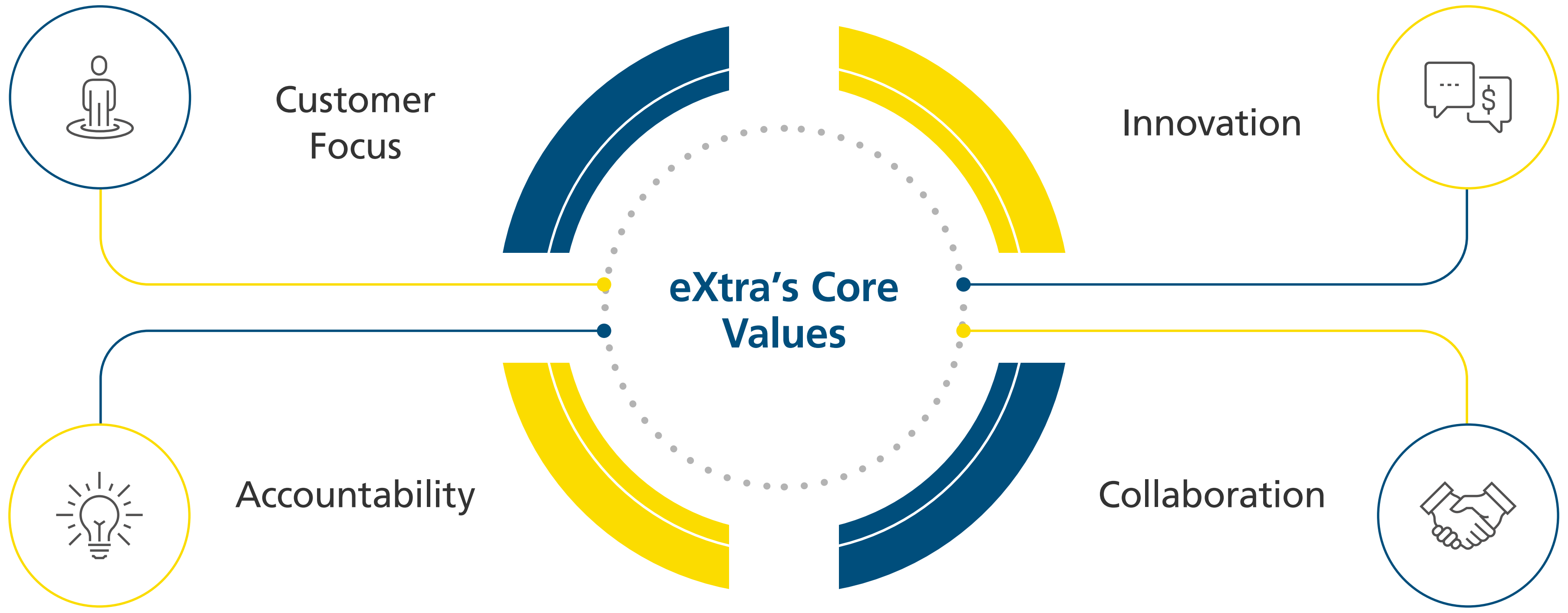
Market Credibility:

Given the continuous and rapid growth of eXtra's customer base, the Company's credibility may be affected in a negative manner in case eXtra is unable to fully serve each customer with the same degree of care and dedication. Some customers may choose to submit formal complaints to the Ministry of Commerce and Investment. Accordingly, eXtra has set up two systems for ensuring that customer requirements are fulfilled comprehensively and satisfactorily. The Guest Program and the Customer First Program train and qualify employees to serve customers with the highest professional standards. eXtra also makes use of a special contact center for responding to the inquiries and complaints of customers, whether lodged directly or through the Ministry of Commerce's online tool for lodging and monitoring complaints.



Our People

eXtra's people lie at the core of the Company's success and growth story. eXtra is constantly investing in human capital and continuously enhancing human resource policies to ensure the cultivation of an environment where employees can thrive and deliver on the Company's mission and vision.



eXtra's people are its greatest asset, lying at the heart of the Company's operations and playing a key role in its success. Throughout the past 20 years, eXtra has grown from a small team of entrepreneurs to a large family of over 3,300 employees. Recognizing the importance of diversity in strengthening the Company, eXtra's team is enriched by the presence of people representing over 33 different nationalities, with women making up more than 14% of the Company's total workforce. This diversity highlights eXtra's strong commitment toward cultivating an inclusive and empowering workplace.

eXtra's Human Resources Strategy: eXtra utilizes a four-pillar human resources (HR) strategy to develop its human capital

- Integrating HR solutions to support business objectives
- Developing and advancing employee experience
- Investing in talent development
- Introducing best-in-class HR practices

eXtra's HR strategy is based on four primary pillars. Firstly, the Company continuously works toward fully aligning its HR practices with its long-term business goals, aiming to integrate strategic decision-making with efforts to secure human capital. Secondly, eXtra develops and enhances its employee experience through a mixture of physical and digital channels. Thirdly, the Company aims to execute effective investments related to enhancing employee talents and supporting the development of new skills. Finally, eXtra regularly introduces best-in-class HR standards to uphold the Company's competitive market position and its status as an employer of choice.

Through its cutting-edge Career Portal, eXtra is able to attract the best available talent while simultaneously enhancing the new employee experience, from the instant a job is posted to the moment a new hire begins their eXtra journey. eXtra's Career Portal has allowed the Company to significantly speed up its new talent acquisition process, enhancing its position when it relates to acquiring high-caliber professionals from various backgrounds. eXtra continues to invest in the enhancement of its Career Portal and the databases that power the platform, ensuring that the Company can regularly attract new talent.

eXtra maintains an employee incentive program that distributes monthly and yearly bonuses based on key performance indicators (KPIs), and the Company utilizes a system that combines business objectives with division-specific KPIs to reward divisional employees appropriately. The Company has also set up an employee stock compensation program aimed at aligning the interests of eXtra's employees with those of its shareholders.

eXtra

Digitalization

During the year, eXtra has implemented, and gone live with, the first phase of the SAP SuccessFactors system, one of the key projects of eXtra's infrastructure development plan. Phase one was centered around core HR and payroll areas and encompassed SAP SuccessFactors Employee Central, Time Tracking, Payroll, Service Center, Recruiting, and Onboarding, greatly enhancing the efficiency of the Company's HR operations. Following the successful completion of phase one, eXtra is now preparing to move onto the second phase of the system, which will focus on more strategic HR areas, such as performance management, learning management, compensation and benefits, and succession and development. The SAP SuccessFactors system forms an integral part of eXtra's digitalization strategy, which utilizes HR solutions by fully integrating them into the Company's operational process to support business objectives.

eXtra's KPIs

+3,300
Total Number of Employees

52%
Saudization Rate

14%
Percentage of Female Employees

+90,000
Total Number of Hours Spent on Training

Employee Experience

eXtra is fully committed to helping employees consistently grow and develop, providing regular enriching training and learning opportunities. On that front, the Company has invested over 90,000 hours in 2025 on training that covered a number of areas. Meanwhile, eXtra Academy continues to introduce new programs focused on enhancing technical, soft, and leadership skills. eXtra also recognizes the importance of fostering a positive work environment, characterized by a healthy work-life balance and safeguarding employees' physical and mental well-being. As such, eXtra consistently works toward creating a healthy work environment that empowers its people and helps them develop into the best versions of themselves by setting up regular activities and events geared toward raising morale and enhancing productivity. Throughout the past year, this included the implementation of regular health checks, wellness days, and fun activities, such as a company-wide sports days and Saudi National Day.

Diversity and Inclusion

eXtra recognizes the importance of a diverse and inclusive workplace when it comes to supporting company growth and performance. As such, the Company continues to focus on inclusive hiring and cultivating a diverse workplace. eXtra is actively involved in youth and female empowerment initiatives, as well as programs dedicated to the recruitment and integration of people with special needs, regularly collaborating with government ministries on such events and activities. eXtra's hiring strategy also falls in line with Saudi Arabia's Nationalization Scheme, which aims to create job opportunities for Saudi youth. To that end, the Company is committed to providing employment opportunities to young Saudi nationals and supporting their development into the business leaders of tomorrow. eXtra's efforts, which the Company takes great pride in, are reflected in its Platinum score on the "Nitaqat" Saudization program, as well as the achievement of a 52% Saudization rate for 2025.

Motivation and Rewarding

A company's success is directly related to the contributions of its people. Recognizing this, eXtra's HR Strategy is carefully crafted to align the interests of the Company's employees with those of its shareholders. This is reflected in eXtra's employee stock compensation program and performance-based bonuses. eXtra also utilizes attractive reward programs, such as the Great Job Card and ADAA, to motivate its sales team, incentivizing employees to go the extra mile and fulfill the Company's sales targets. By cultivating a culture where the contribution of each member is valued and continuous learning and development are encouraged, eXtra has established itself as an employer of choice, committed to the sustainable success of the Company and the holistic well-being of its workforce.

TAS'HEEL finance

Tas'heel Finance

As with eXtra, Tas'heel Finance also places its people at the core of its operations and activities, driven by an experienced and diverse team of highly valued employees.

In line with eXtra's HR objectives, Saudization is at the top of Tas'heel Finance's priorities, with the company completely committed to actively supporting the Kingdom's economy by providing job opportunities for Saudi youth. As a result of those efforts, a substantial portion of Tas'heel Finance's employees are Saudi nationals.

Diversity and inclusivity are also key pillars in Tas'heel Finance's hiring strategy. As such, Tas'heel Finance's workforce comprises a high percentage of women, and the company continues to play an important role in supporting and empowering women across the Kingdom.

Tas'heel Finance recognizes the importance of training and developing its workforce, empowering them to develop into the best versions of themselves. Accordingly, it offers a variety of training and learning opportunities to its employees, and throughout the past year, the company delivered numerous hours of training covering a variety of focus areas, including technical, soft, and leadership skills.

03

Sustainability in Action

52%

Saudization Rate

14%

Female Workforce

Our Approach to Sustainability

As a proud participant of the Ministry of Economy and Planning's Sustainability Champions Program, eXtra took a significant step forward in its sustainability journey in 2025 by conducting its revised comprehensive materiality assessment. This exercise represents a key milestone of the program, enabling eXtra to identify and prioritize the sustainability topics most relevant to its stakeholders and business operations

Stakeholder Engagement and Mapping

eXtra engages with a diverse group of stakeholders, including employees, customers, investors, suppliers, regulators, and the wider community, to ensure their interests and concerns are reflected in the Company's sustainability approach. Through structured engagement activities and mapping stakeholder interests, eXtra aims to address their expectations and create shared value.

Stakeholder	Focus Areas	Stakeholder Priorities	Engagement Methods
Customers	To focus on understanding and meeting customer needs and exceeding their expectations	• Product and service excellence • Transparency and accountability • Data privacy	• Customer satisfaction surveys • Customer experience department • Website and social media platforms
Investors	Deliver sustainable, profitable growth and superior returns	• Sustainable profits and returns • Transparency and accountability • Corporate governance and business ethics	• Public reports and periodic disclosures • IR website • Investor relations meetings • Annual General Meetings
Community	To engage with community members, non-profit organizations (NGOs), charities, employees, suppliers, and other stakeholders using new initiatives and long-standing programs that garner a positive impact and enhance community well-being	• Investment in local communities • Corporate social responsibility (CSR) activities and initiatives • Sponsorships and donations	• Local procurement • Community interventions and partnerships • In-kind contributions, sponsorships, and donations
Regulators	To operate according to applicable laws and regulations, and to work in a responsible manner that contributes to the country's advancement	• Compliance with applicable laws and regulations • Support Saudi Vision 2030	• Compliance and governance implementation • Periodic reports and disclosures • Regular meetings
Suppliers	To invest in long-term relationships with suppliers and establish strategic supplier partnerships that ensure value creation across all stages of the value chain	• Clear description of work scope • Competitive bidding • Smooth invoicing and payment processes • Fair and ethical practices	• Strengthening relationships with business partners • Adherence to eXtra's code of conduct and ethical values • Supporting local suppliers • Supplier grievance mechanism
Employees	Cultivate a high-performance culture defined by inclusivity, continuous development, and open communication	• Job security • Training and development programs • Reward and recognition programs	• In-house training • Performance management and evaluation • Employee satisfaction surveys • Medical services and check-ups • Health insurance, annual leave, and social security • Open dialogue with employees over numerous channels • Competitive remuneration and benefits

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Material Topics

eXtra conducted a materiality assessment to update and prioritize the sustainability topics most relevant to its business and stakeholders. The material topics identified serve as the foundation for the Company's sustainability strategy and reporting.

Below is the list of material topics identified, highlighting their importance to stakeholders, as well as eXtra's business strategy:

Environmental

- Environmental Management
- Electronic Waste Management and Recycling
- Supply Chain Management

Social

- Human Capital Management
- Responsible Relationships with Customers
- Community Impact and Engagement

Governance

- Digitalization and Innovation
- Corporate Governance and Business Ethics
- Data Privacy and Security

Sustainability Framework

Vision:
We are committed to integrating responsible practices that positively impact our customers, communities, and the environment.

Our framework is built on five core pillars aligned with our corporate values and strategic goals to ensure a holistic and focused approach to sustainability:

Environmental Stewardship:
eXtra is dedicated to minimizing its environmental footprint by advancing circular economy principles through extensive e-waste reduction and resource conservation while simultaneously optimizing logistics to lower carbon emissions.

Customer Experience and Product Responsibility:
Ensuring an exceptional customer experience is a key priority for eXtra. The Company upholds transparency in marketing and labeling, prioritizes customer trust, and leverages digital tools to enhance service efficiency. Additionally, eXtra promotes sustainable products and services to encourage responsible consumer choices.

Empowering Our People:
eXtra is committed to fostering a supportive, inclusive, and safe work environment that encourages professional and personal growth. This includes workplace safety programs, diversity and inclusion initiatives, continuous learning opportunities, and work-life balance support.

Community Impact and Engagement:
eXtra actively contributes to local communities through partnerships, social responsibility projects, and educational support programs. The Company refurbishes and donates computers, collaborates with educational institutions, and encourages employee volunteering to address critical social issues.

Governance, Ethics, and Responsible Sourcing:
Upholding the highest standards of governance, ethics, and transparency is central to eXtra's operations. The Company enforces strict anti-corruption policies, ensures data privacy and cybersecurity compliance, and promotes responsible sourcing through a Supplier Code of Conduct covering environmental, labor, and ethical standards.

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Sustainability Governance

To ensure effective oversight and accountability, eXtra has established a robust sustainability governance structure. The Board of Directors serves as the highest governing body, providing strategic direction on sustainability matters. Executive management oversees the implementation of sustainability initiatives, ensuring alignment with the Company's objectives. This structure reinforces eXtra's commitment to responsible business practices and long-term value creation.

Sustainability Strategy

eXtra's sustainability strategy is built around five core pillars, each aligned with the Company's sustainability framework and commitment to responsible growth, stakeholder value creation, and long-term sustainability.

Environmental Stewardship

- Minimize environmental impact by reducing emissions and promoting sustainable resource use.
- Enhance e-waste management and recycling initiatives.
- Work toward establishing measurable targets for carbon footprint reduction and energy efficiency improvements as part of our ongoing environmental commitment.

Empowering Our People

- Foster a safe, inclusive, and diverse workplace that supports professional and personal growth.
- Promote employee well-being through comprehensive health, safety, and work-life balance initiatives.
- Invest in continuous learning and leadership development to empower employees.

Customer Experience and Product Responsibility

- Deliver exceptional customer service and ensure transparency in marketing and product information.
- Utilize digital innovation to enhance customer interactions and streamline service efficiency.
- Offer sustainable products and services to encourage environmentally conscious consumer choices.

Community Impact and Engagement

- Support local communities through meaningful partnerships, social responsibility initiatives, and education programs.
- Collaborate with educational institutions to provide skills training and career development opportunities.
- Encourage employee volunteering and community engagement in addressing social challenges.

Governance, Ethics, and Responsible Sourcing

- Maintain the highest standards of corporate governance, ethics, and accountability.
- Implement strict anti-corruption policies and enforce transparency in business operations.
- Promote responsible sourcing by adhering to a Supplier Code of Conduct that upholds environmental, labor, and ethical standards.

Through these pillars, eXtra embeds sustainability into its operations, reinforcing a long-term commitment to the environment, people, customers, communities, and ethical governance. As we continue refining our strategy, we remain committed to strengthening our data, setting clear performance indicators, and reporting transparently on progress.

Key Highlights for 2025

SOCIAL:

14%
Percentage of Female Workforce

52%
Saudization Rate

54%
Net Promoter Score (NPS)

46
initiatives implemented related to employee's wellbeing

Invested SAR 2.3 million in community programs, benefiting over 500 individuals and institutions, particularly through the donation of refurbished devices and digital inclusion efforts.

Procurement from local suppliers reached 87%, supporting national economic development and reinforcing our long-standing commitment to local sourcing.

ENVIRONMENTAL:

Eliminated diesel usage in all Material Handling Equipment (MHE) across eXtra's stores and warehouses, reinforcing the transition to low-emission logistics and improved energy efficiency.

Achieved an 88.2% recycling rate and 95% recovery rate, with only 5% waste, reflecting an efficient system that maximizes resource recovery and minimizes losses.

GOVERNANCE:

- Maintained full compliance with the Saudi PDPL, supported by robust policies and governance.
- Achieved a brand protection security score of 90/100.
- 100% of all new third-party vendors signed Data Processing Agreements (DPAs) (covered since December 2024, with existing suppliers prior to that date still a work in progress).
- Over 500 fake brand instances removed from online platforms to protect brand integrity.
- All whistle-blowing cases were fully resolved, reinforcing our accountability framework.

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04 Corporate Governance

Board of Directors

The Board of Directors (BOD) of the United Electronics Company, “eXtra”, consists of nine (9) members, as stipulated in the provisions of its bylaws, and it comprises the following members as at 31 December 2025:

Yousef Ali Zeid Al Quraishi
Non-Executive Chairman

Current position
Managing Director of Ali Zaid Al Quraishi and Brothers

Previous positions
Vice-Chairman of the Board of Directors at Ali Zeid Al Quraishi and Brothers

Qualifications and experience
- High School Diploma
- Advanced Management Program obtained from INSEAD – France

Companies where the BOD member is currently on the board
- Ali Zaid Al Quraishi and Brothers
- Electrical Industries – Listed Company
- Liva Insurance Group – Outside KSA
- The Saudi Transformers Company
- Arabian Oasis Ltd Co
- TECO Middle East
- Assayel Arabia Real Estate Company
- Kalaam Telecom – Outside KSA
- Safar Holding
- Himmah Capital – Outside KSA
- Telad Investment – Outside KSA
- Automotive Distribution and Marketing Company Limited
- Starlinks
- Remal Developments
- Vision Bank

Companies where the BOD member was on the board
- Saudi Power Transformers Company
- United Motor Group

Committee membership
Nomination and Remuneration Committee

Fozan Mohamed Ahmed Al-Fozan
Non-Executive Vice Chairman

Current position
- Vice Chairman of the Board of Directors at Al-Fozan Holding
- Managing Director of Bawan

Previous positions
General Manager of Al-Fozan for Construction Equipment

Qualifications and experience
- Bachelor of Management Science with a specialization in Accounting from King Saud University, 1993
- More than 25 years of experience in economics and management

Companies where the BOD member is currently on the board
- Abdullatif and Mohamed Al-Fozan Co.
- Al-Fozan Holding
- Madar Building Material Co.
- Bawan – Listed Company
- Retal Urban Developments Co. – Listed Company
- Ajwad Group
- Yamama Steel
- United International Holding Company - Listed Company
- United company for Financial Services
- BLOMINVEST
- Al Mada Holding Company
- Amjal for Real Estate
- United Iron Industries Company
- United Glass Idustries Company
- Rawabi Riyadh Co.

Companies where the BOD member was on the board
- Madar Hardware
- Madar Electronic Materials
- Al Oula Developments
- United Company for Home Appliances
- Nawaat Holding
- Almaaly Golf Trading Company
- Enjaz for Development and Multi Projects

Mohamed Galal Ali Fahmy
Executive Board Member

Current position*
- Managing Director and CEO of United Electronics Company (eXtra)
- Acting as CEO of United International Holding Company

Previous positions
General Manager of Nawat Holding

Qualifications and experience
- Bachelor of Accounting from Ain Shams University, 1985
- Over 30 years of experience in retail, sales, marketing, strategic management, finanncing, and accounting

Companies where the BOD member is currently on the board
- United company for Financial Services
- Procco Financial Services – Outside KSA
- United International Holding Company – Listed Company
- Halwani Bros. – Listed Company

Companies where the BOD member was on the board
- United Company for Home Appliances
- AMS Baeshen & Co.

** Mr. Mohamed Galal resigned from his position as MD and CEO, while remaining as a Board Member and Chairman of the Strategy and Future Projects Committee, and the Board appointed Mr. Ali Mansour as the new CEO effective 01 March 2026.*

Ali Mohamed Ali Faramawy
Independent Member

Current position
Strategic Advisor

Previous positions
Corporate Vice President Microsoft Corporation–Digital Transformation Partnerships

Qualifications and experience
- Bachelor of Engineering (Computer Science and Automatic Control) from Alexandria University, Egypt 1986
- MBA (Strategic Marketing) from University of Hull – England, 1995
- More than 30 years of experience in Marketing, Management, and IT

Companies where the BOD member is currently on the board
- Central Bank of Egypt – Outside KSA
- American University in Cairo – Outside KSA
- Masr Dot Bokra Foundation – Outside KSA
- Balmain – France
- Valentino SpA – Italy
- Beymen – Turkey

Companies where the BOD member was on the board
The National Bank of Egypt – Outside KSA

Hazem Abdullah Abdulaziz Al Sheikh Mubarak
Independent Member

Current position
Executive Partner at Horton International

Previous positions
CEO of GIB Capital – Gulf Internation Bank Real Estate Development Fund

Qualifications and experience
- Bachelor of Mechanical Engineering King Fahd University, 1996
- Over 20 years of experience in consulting and investments

Companies where the BOD member is currently on the board
- BLOMINVEST
- Al Qaryan Group
- Silah Gulf – KSA

Companies where the BOD member was on the board
- Aljabr Financing
- Dammam Airports
- Gezira Travel – Outside KSA

Committee membership
Chairman of the Nomination and Remuneration Committee

Jasir Abdullah Saleh Al-Jasir
Independent Member

Current position
General Manager of Strategy and Transformation at the General Organization for Social Insurance

Previous positions
General Manager of Business Excellence at the Retirement Fund

Qualifications and experience
- Bachelor of Operations Research from King Saud University, 2004
- Master of Actuarial Science from University of Nebraska – Lincoln in the USA, 2009
- Over 20 years of experience in planning and strategy.

Companies where the BOD member was on the board
- Southern Province Cement Company – Listed Company
- United Insurance Company
- Tawuniya Insurance – Listed Company
- Tatweer

Adel Omar Al Farouq Merheb
Non-Executive Member

Current position
Chief Investment Officer at Al-Fozan Holding Group

Previous positions
Head of Investment Advisory at Shuaa Capital

Qualifications and experience
- Bachelor of Financial Accounting from the Faculty of Business Administration, The American University in Beirut, 2003
- More than 15 years of experience in investment, consultancy, and finance

Companies where the BOD member is currently on the board
- Al Badia Cement – Outside KSA
- United Cables – Outside KSA

Companies where the BOD member was on the board
- Saudi Bloom Investment Company
- United Homeware Co. (NICE)

Fahd Adnan Abdul Rahman Al-Mansour
Independent Member

Current position
Freelance Work

Previous positions
CEO of Zajil Holding

Qualifications and experience
- Bachelor's degree in Accounting from California State University – USA, 2009
- MBA from London Business School – UK, 2017
- More than 17 years of experience in management, economics, and finance

Companies where the BOD member is currently on the board
- Zajil Holding Company
- Arabian Internet and Communications Services Co. – Listed Company
- Aracapita
- Napco National
- Saudi Marafiq
- AREIC RED
- Third West Shoura Company
- Alistithmar AREIC Diversified REIT Fund

Committee membership
Audit Committee Chairman

Abdullatif Ali Abdullatif Al-Fozan
Non-Executive Member

Current position
Chief Operations Officer at Al-Fozan Holding Group

Previous positions
Business Development Manager and Corporate Investment Manager for Al-Fozan Holding Company

Qualifications and experience
- Bachelors degree in Economics from the University of Toronto
- Served as A Corporate Banking Manager at the Saudi French Bank, an M&A Advisor at Ernst & Young, a Business Development and Corporate Investment Manager at Al-Fozan Holding Company, and is the founder and MD of Ascend for Healthcare Services

Companies where the BOD member is currently on the board
- Al-Fozan Holding Company
- First Real Estate Development Holding Company
- Ajdan Real Estate Development Company
- Ascend Advanced Healthcare Solutions Company
- Athman Medical Care Holding Company
- Saudi Industrial Machinery Company
- Vision Nutrition Company
- Namaya Investment Company
- United Home Appliances Company
- Rufah Gulf Company
- Alpha Financial Corporation
- United International Holding Company – Listed Company
- United company for financial services
- Tadbeer Environmental Services Company
- Rushd Financial Company
- Saudi Reinsurance Company – Listed Company
- Arcapita Group Holdings
- Midad Limited Company
- Madar AL-Aseel Co
- Al Mahaba Investment Co
- Tadbeir Company
- Nephro Care Saudi Medical Company
- Ejadah Solutions for Professional Management Consulting Co
- Aabrat AlQarrat for Technical Support Service
- Digital Information Company
- Health Partners

Committee membership
Nomination and Remuneration Committee

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Non-BOD Committee Members

Current position

Executive Partner at the United Accountants Company

Previous positions

CFO of Sulaiman Al Rajhi's Endowment Holding Company

Qualifications and experience

- Bachelor of Accounting, King Saud University
- MBA in Finance from Heriot-Watt University – UK
- More than 15 years of experience in accountancy, auditing, and financial advisory

Committee membership

Member of the Audit Committee

Current position

Consultant

Previous positions

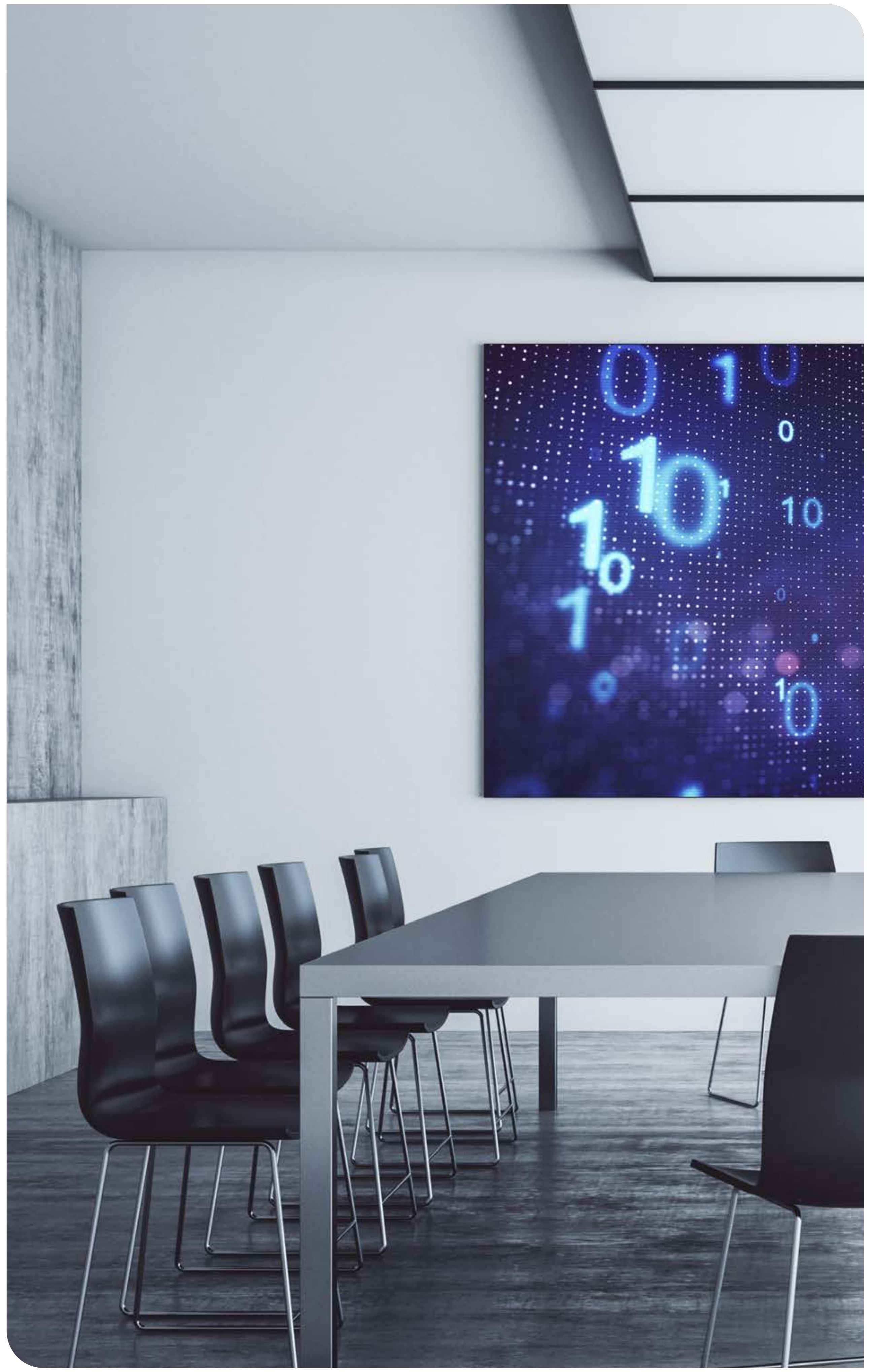
Vice President of Governance and Compliance, and Board Secretary at AlJazira Bank

Qualifications and experience

- Bachelor of Management Science from King Saud University, 1990
- Held various managerial roles at Saudi British Bank (SABB) and AlJazira Bank
- 30 years of experience in governance and compliance

Committee membership

Member of the Audit Committee



Executive Management

Ali Ahmed Mansour*
CEO

Current position

CEO at United Electronics Company (eXtra), effective 1 March 2026.
Previously served as CEO – Retail at United Electronics Company (eXtra).

Previous positions

Chief Commercial Officer at United Electronics Company (eXtra)

Qualifications and experience

- Bachelor's degree in marketing from Lebanese American University
- Over 20 years of extensive experience in the retail and consumer electronics sector. Throughout his career, he has contributed directly to achieving sustainable sales growth, enhancing operational and commercial efficiency, and supporting the implementation of the company's strategic plans, in addition to his expertise in business development

Wael Mohammed Mohammed Khalil
CFO

Current position

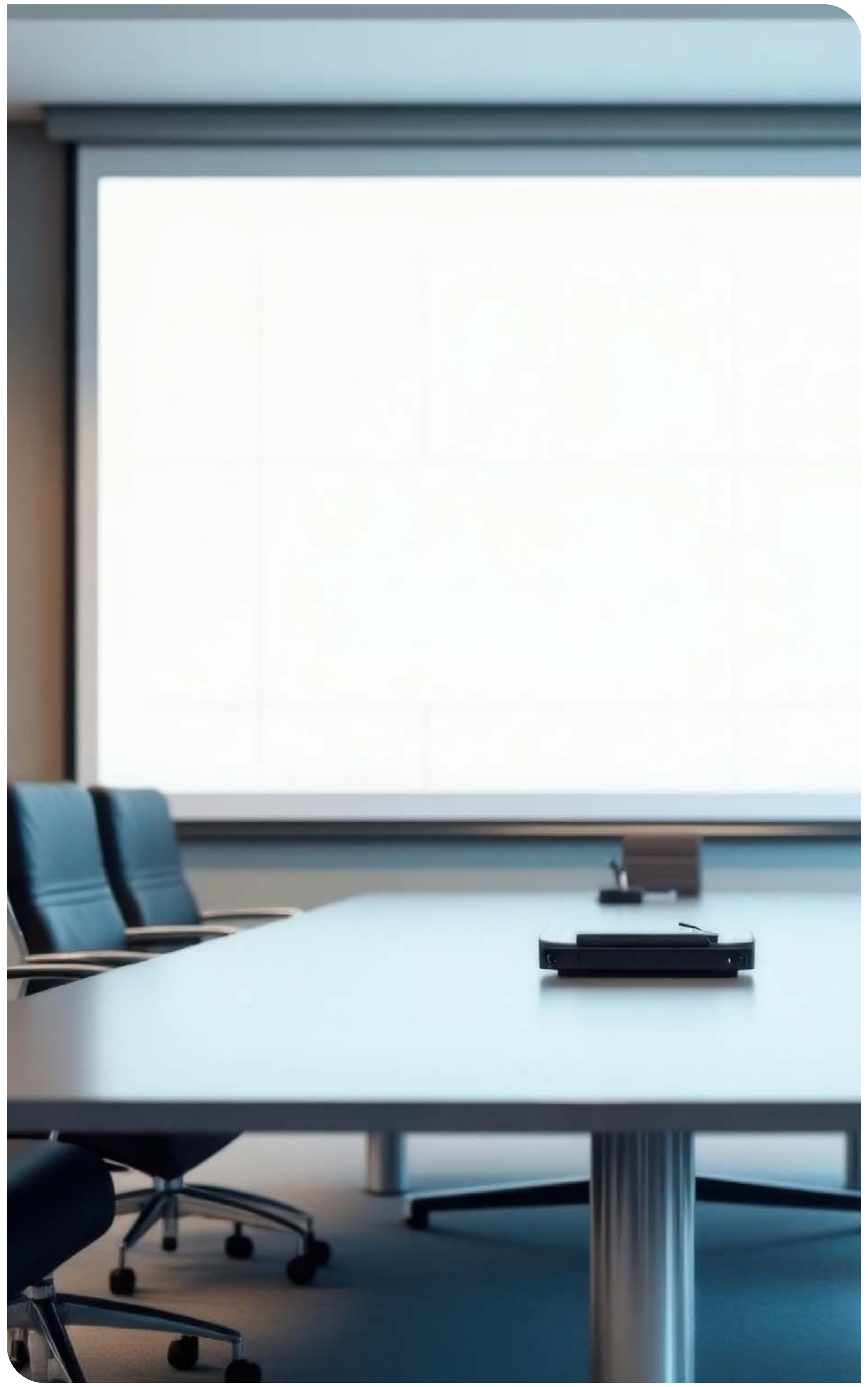
CFO of United Electronics Company (eXtra)

Previous positions

CFO of The Saudi Readymix Concrete Company

Qualifications and experience

- Bachelor of Accounting
- Over 20 years of experience in accountancy, auditing, and financial advisory



**eXtra's Board of Directors appointed Mr. Ali Mansour as CEO effective 01 March 2026*

Board of Directors’ Meetings in 2025

There were four Board of Directors meetings held during 2025 with members’ attendance as shown below:

Board of Directors Meetings in FY2025

	Name	4 Mar 2025	22 May 2025	28 Sep 2025	26 Nov 2025
1	Yousef Ali Zaid Al Quraishi	√	×	√	√
2	Fozan Mohamed Ahmed Al-Fozan	√	√	√	×
3	Mohamed Galal Ali Fahmy	√	√	√	√
4	Ali Mohamed Ali Faramawy	√	√	√	√
5	Hazem Abdullah Abdulaziz Al Sheikh Mubarak	√	√	√	√
6	Jasir Abdullah Saleh Al-Jasir	√	√	√	√
7	Adel Omar Al Farouq Merheb	√	√	√	√
8	Fahd Adnan Abdul Rahman Al-Mansour	√	√	√	√
9	Abdullatif Ali Abdullatif Al-Fozan	√	√	√	√

√ Attended × Did not attend

The date of the last General Assembly meeting was Monday, 26 May 2025.

Board Members’ Attendance of General Assemblies Held during 2025

	BOD Member’s Name	General Assembly Meeting on Monday, 26 May 2025
1	Yousef Ali Zaid Al Quraishi	√
2	Fozan Mohamed Ahmed Al-Fozan	√
3	Mohamed Galal Ali Fahmy	√
4	Ali Mohamed Ali Faramawy	×
5	Hazem Abdullah Abdulaziz Al Sheikh Mubarak	√
6	Jasir Abdullah Saleh Al-Jasir	√
7	Adel Omar Al Farouq Merheb	√
8	Fahd Adnan Abdul Rahman Al-Mansour	√
9	Abdullatif Ali Abdullatif Al-Fozan	√

√ Present in person × Absent

Board of Directors’ Performance and Evaluation

eXtra’s Nomination and Remuneration Committee identifies the strengths and weaknesses of the BOD and makes annual recommendations in line with the Company’s interests. Additionally, the NRC evaluates the performance of the Board’s various committees in accordance with the tasks assigned to them by the Board.

The NRC utilizes an electronic mechanism to evaluate the performance of the BOD members during the Board’s periodic meetings. The results are reviewed at the end of the year by the NRC, which recommends the required improvements, if any.

The Audit Committee

eXtra's Audit Committee was formed by the Board of Directors on 13 May 2024 for a period of three calendar years ending on 12 May 2027. The committee's charter was approved by the General Assembly, and its composition is as follows:

- Mr. Fahd Adnan Abdul Rahman Al-Mansour (independent member) as the Chairman of the committee.
- Mr. Mohamed Ibrahim AbdelAziz AlObaid (member from outside of the Board) as a committee member.
- Mr. Mohammed Farhan ben Nader (member from outside of the Board) as a committee member.

Summary of the Committee's Responsibilities:

Financial Reports:

The Audit Committee analyzes the Company's interim and annual financial statements before presenting them to the Board and providing its opinion and recommendations thereon to ensure their integrity, fairness, and transparency. The committee provides its technical opinion, at the request of the Board, with regards to whether the Board's reports and the Company's financial statements are fair, balanced, understandable, and contain information that allows shareholders and investors to assess the Company's financial position, performance, business model, and strategy.

The Audit Committee also analyzes any important or non-familiar issues included in the financial reports. It investigates any issues, examines the accounting estimates regarding significant matters within the financial reports, examines the accounting policies followed by the Company, and provides its opinion and recommendations to the Board thereafter.

Internal Audit:

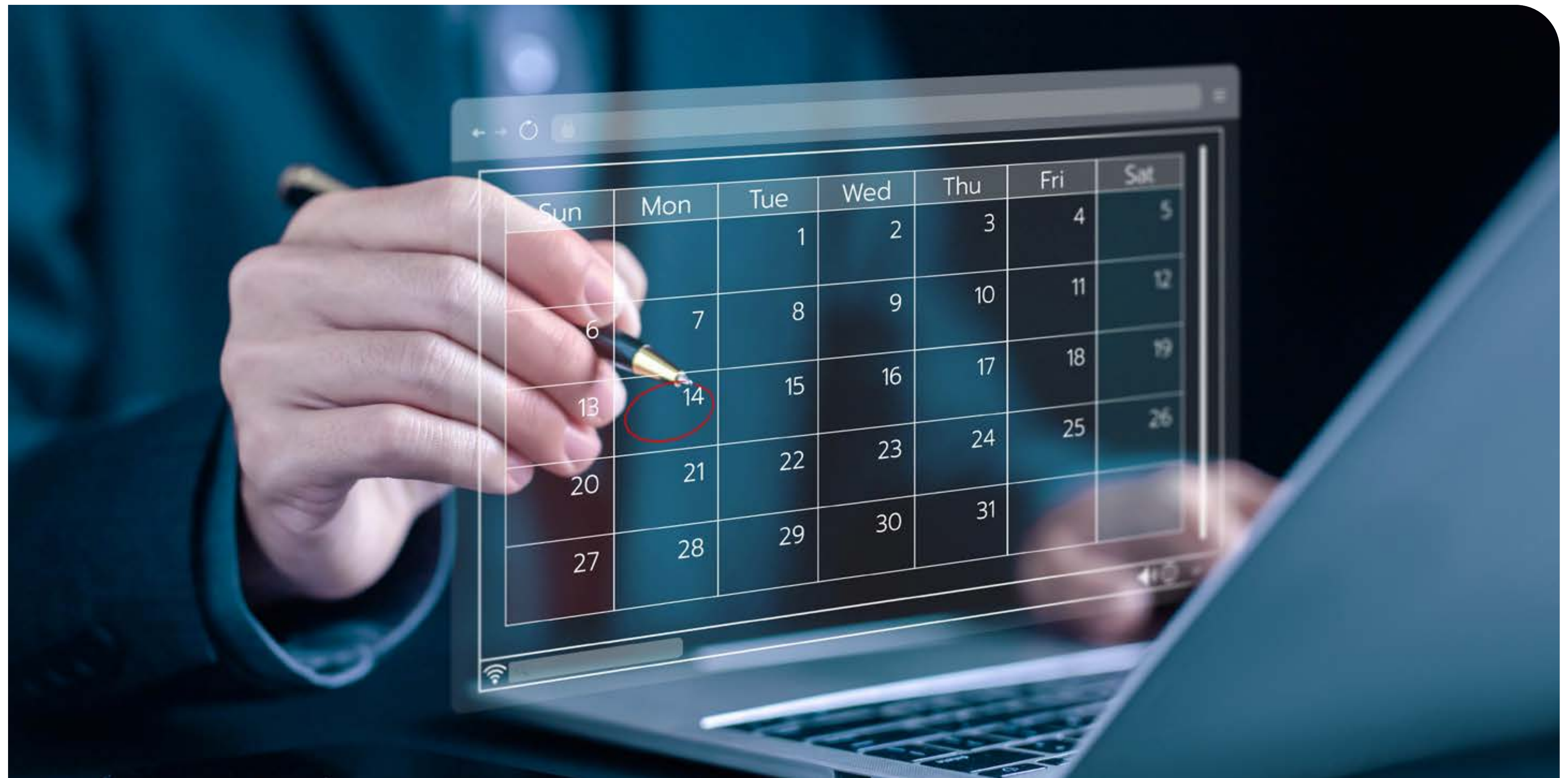
The Audit Committee examines and reviews the Company's internal and financial control and risk management systems, analyzes the internal audit reports, and follows up on the implementation of the corrective measures outlined in the reports. It oversees the performance and activities of the Company's internal auditor and Internal Audit Department, if any, to ensure the availability of the necessary resources and their effectiveness in performing the assigned activities and duties. The committee also provides recommendations to the Board on appointing the manager of the Internal Audit Unit or Department, or the internal auditor, and on their remuneration, and it verifies the internal auditor's degree of independence.

External Auditor:

The committee recommends the nominations and dismissal of external auditors to the Board, determines their remunerations, and assesses their performance after verifying their independence and reviewing the scope of their work and the terms of their contracts. It is tasked with verifying the independence of the external auditor, its objectivity, fairness, and effectiveness, taking into account the relevant rules and standards. The Audit Committee also reviews the external auditor's plans and activities, ensuring that the external auditor does not provide any technical or administrative works that are beyond their scope of work. It provides its opinion on the external auditor's findings and responds to any queries that may arise, in addition to reviewing the external auditor's reports and comments on the financial statements and following up on the procedures taken accordingly.

Compliance:

The Audit Committee is tasked with reviewing the findings of the reports of supervisory authorities and ensuring that the Company has taken the necessary actions. It ensures the Company's compliance with the relevant laws, regulations, policies, and instructions; reviews the contracts and proposed related party transactions; and issues recommendations to the Board in connection therewith. The committee reports any issues in connection with what it deems actionable to the Board, and it provides recommendations as to the steps that should be taken.



Audit Committee Meetings in FY2025:

In accordance with governance guidelines approved during the General Assembly of eXtra's shareholders, the Audit Committee convenes at the request of its chairman. During 2025, the committee convened four times as follows:

		Audit Committee Meetings in FY2025			
Name	Position	11 Feb 2025	05 May 2025	29 July 2025	29 Oct 2025
Fahd Adnan Abdul Rahman Al-Mansour	Chairman – Current Term	√	√	√	√
Mohamed Ibrahim AbdelAziz AlObaid	Member	√	√	√	√
Mohammed Farhan ben Nader	Member	√	√	√	√

√ Present in person × Absent

Internal Audit Department

The Internal Audit Department functionally reports to the Audit Committee. The Department complies with the professional standards and frameworks of the Institute of Internal Auditors (IIA) and adopts best-in-class internal audit practices, following a risk-based approach that focuses on high-risk activities that may adversely affect the Company's strategic objectives. The Internal Audit Department has implemented the following activities to improve eXtra's internal control environment:

- Implementing the Internal Audit's annual plan for 2025 based on identified risks.
- Submitting a periodic report to the Audit Committee on key internal audit activities, a periodic follow-up report on the progress of the implementation of the Internal Audit recommendations that have been agreed upon by the Audit Department Heads to enhance internal controls, and the proposed corrective actions to be in line with the Company's strategic objectives.
- Renewing and ratifying the Internal Audit Charter by the Audit Committee and Executive Management to strengthen the Internal Audit's independence and its ability to perform its duties objectively.
- Focusing on the improvement of the Department's human resources through the development of its personnel and the recruitment of experienced and qualified internal auditors to execute internal audit functions with proficiency and due professional care.

Results of the Annual Review on the Effectiveness of the Company's Internal Control Systems

The Audit Committee's 2025 review found no shortcomings or significant deficiencies in eXtra's internal control, financial, and risk management systems.

It is noteworthy that the Audit Committee prepared a report regarding its observations on the efficiency of the Company's internal control systems and all other activities falling under the committee's purview. This report will be presented during the General Assembly of shareholders within the first half of 2026. Its findings were as follows:

- No inherent deficiencies worthy of disclosure were detected with regards to the safety of the Company's financial and accounting systems and all the information relevant to the preparation of financial reports.
- The control systems are efficient and allow for the identification of any risks the Company may face, with no significant system breaches during 2025.
- Measures for all the observations and recommendations submitted by the Internal Audit Department to the Audit Committee were ratified accordingly.

External Auditor

Audit Proposals were solicited from well-established auditing firms to review the Company's accounts. The Proposals were presented to the Audit Committee, and, upon further review, the committee will present the nominated candidates before the General Assembly of shareholders to pick the Company's auditor for 2026. The Company's General Assembly of Shareholders approved on 26 May 2025 the recommendation of the Board of Directors and the Audit Committee to hire PWC as the Company's external auditor for the year ended 2025, as well as the first quarter of 2026. The auditors' fees for statutory audit and review services for the year ended 31 December 2025 amounted to SAR 1.9 million. Additionally, the auditors' fees for other regulatory services amounted to SAR 0.6 million, primarily covering special-purpose audits, interim reviews, and other services related to the IPO request of United International Holding Company, as well as compliance with Zakat and tax regulations and other related services.

The Nomination and Remuneration Committee

eXtra's Nomination and Remuneration Committee (NRC) was formed by the BOD on 13 May 2024 for a period of three calendar years from the date of establishment, ending on 12 May 2027. The committee's charter was approved by the General Assembly, and its composition is as follows:

- Mr. Hazem Abdullah Abdulaziz Al Sheikh Mubarak (independent member) as the Chairman of the committee.
- Mr. Yousef Ali Zaid Al Quraishi (non-executive member) as a committee member.
- Mr. Abdullatif Ali Abdullatif Al-Fozan (non-executive member) as a committee member.

Summary of the Committee's Responsibilities:

Nominations:

The committee is required to suggest clear policies and standards for the membership of the Board and the Executive Management. The committee must provide recommendations to the Board for the nomination or renomination of its members in accordance with approved policies and standards, preparing a description of the capabilities and qualifications required for the membership of Board and Executive Management positions.

The committee is also tasked with annually reviewing the skills and expertise required for Board members and Executive Management, reviewing the structure of the Board and the Executive Management, and providing recommendations regarding changes that may be made to the structure. This is in addition to ensuring the independence of Independent Directors, determining the strengths and weaknesses of the Board, and recommending remedies that serve the Company's interests.

Remuneration:

The committee must prepare a clear policy for the remuneration of the members of the BOD, committees, and the Executive Management and present this policy to the Board in preparation for approval by the General Assembly. The committee is tasked with periodically reviewing the remuneration policy and assessing its effectiveness in achieving its objectives, as well as providing recommendations to the Board with respect to the remuneration of its members, committee members, and Senior Executives in accordance with the approved policy.

Governance:

The committee is tasked with the general supervision of the Company's corporate governance system, monitoring its effectiveness, and making necessary modifications when the need arises. The committee must verify the Company's compliance with corporate governance regulations and review and update them when needed, in accordance with statutory requirements and best practices. It reviews and develops professional conduct guidelines that represent the Company's values and other internal policies and procedures.

Nomination and Remuneration Committee Meetings in FY2025

In accordance with the governance guidelines approved during the General Assembly, the NRC convenes at the request of its chairman. During 2025, the committee convened three times as follows:

		Nomination and Remuneration Committee Meetings in FY2025		
Name	Position	02 March 2025	21 Sep 2025	25 Dec 2025
Hazem Abdullah Abdulaziz Al Sheikh Mubarak	Chairman – Current Term	√	√	√
Yousef Ali Zaid Al Quraishi	Member– Current Term	√	√	√
Abdullatif Ali Abdullatif Al-Fozan	Member– Current Term	√	√	√

√ Present in person × Absent

Board of Directors and Related Committees' Remuneration

eXtra's remuneration policy was formulated in accordance with Companies Law provisions and the regulations of the Capital Market Authority. The policy rewards Board and committee members and the Executive Management team in a fair and equitable manner that aligns the aspirations of eXtra's officers with the Company's objectives.

The NRC is responsible for preparing a clear policy for the remuneration of Board and committee members and the Executive Management, taking into account the relevant standards related to performance, disclosure, and verification of their implementation, as well as clarifying the relationship between the rewards granted and the remuneration policy in force and indicating any deviation. This is in addition to the periodic review of the remuneration policy to assess its effectiveness in achieving the objectives envisaged thereof, as well as to recommend to the Board the remuneration of Board and committee members and senior executives in accordance with the approved policy.

eXtra's Extraordinary General Assembly ratified the policy on 29 November 2017.

While setting the Remuneration Policy, the Company took into Consideration that the Policy shall:

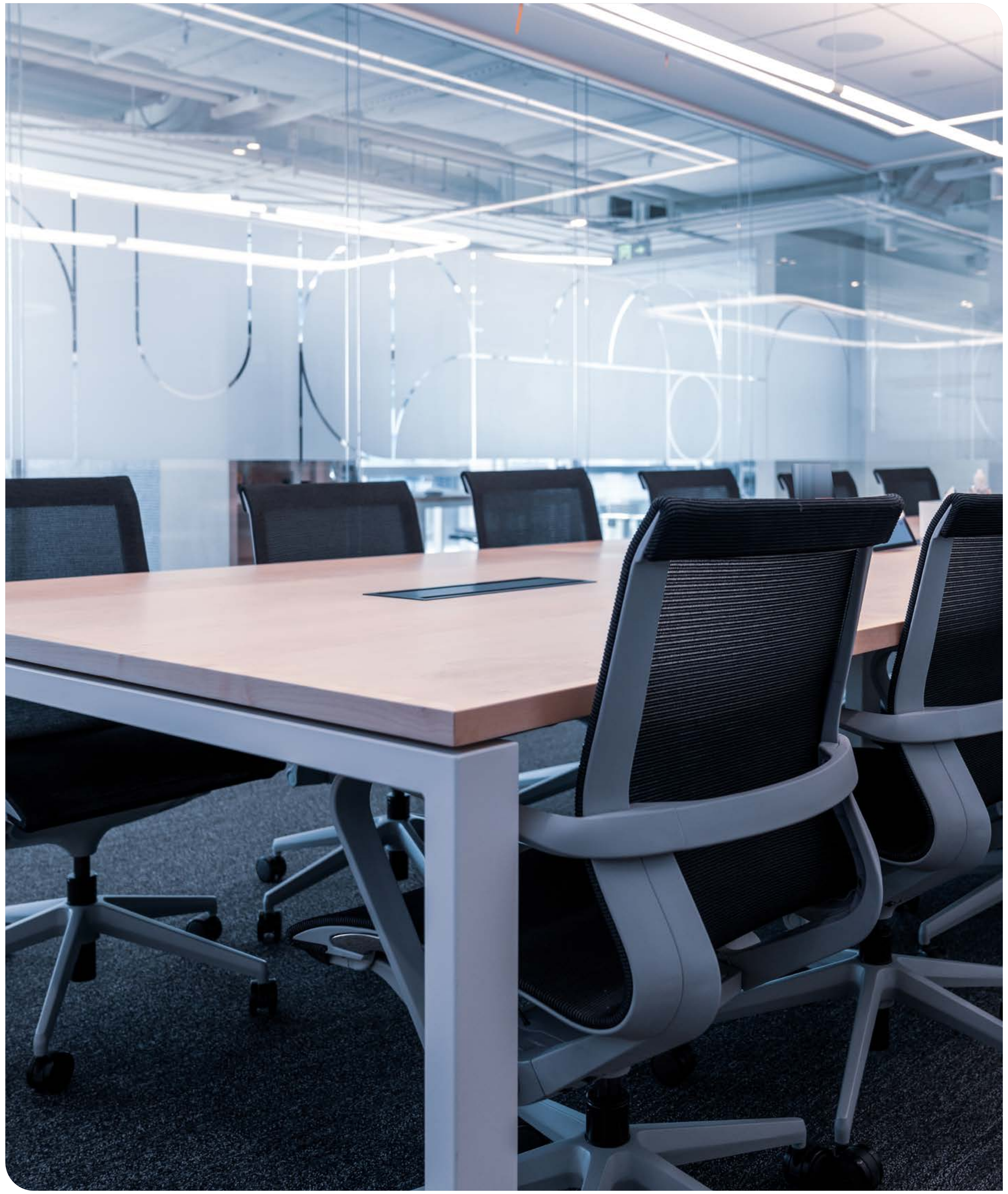
- Be consistent with the Company's strategy and objectives.
- Provide remunerations with the aim of encouraging Board members and the Executive Management to ensure the Company's success and long-term development, linking the variable part of the remuneration to long-term performance and determining remuneration based on each individual's position, duties and responsibilities, educational qualifications, practical experience, skills, and level of performance.
- Be consistent with the size, nature, and degree of the Company's risks.
- Take into consideration the practices of other companies in determining remuneration and avoid the disadvantages of such comparisons in leading to unjustifiable increases in remuneration and compensations.
- Attract talented professionals and retain and motivate them without exaggeration.
- Be prepared, in coordination with the Nomination Committee, with regards to new appointments.
- Take into consideration situations where remuneration should be suspended or reclaimed if it is determined that such remuneration was set based on inaccurate information provided by a member of the Board or the Executive Management in order to prevent abuse of power to obtain unmerited remuneration.
- Regulate the allocation of the Company's shares to the Board members and the Executive Management, whether newly issued or purchased by the Company.

The remuneration of Board and committee members includes the following:

- An annual, performance-based bonus in accordance with the remuneration policy.
- Allowance for attendance of Board or committee meetings for each meeting, in addition to the disbursement of a transportation allowance and overnight allowance if the member's permanent residence is outside the city in which Board meetings are held.

With regards to Executive Management, eXtra's remuneration policy stipulates an annual, performance-based bonus related to business and employee performance. The policy is designed to attract and retain the best talent and to motivate and raise the performance levels of eXtra's employees, allowing the Company to achieve its annual objectives. eXtra's remuneration policy aligns the Company with the best market practices and leaves it with a diversified compensation structure.

There are no material discrepancies between the stipulated compensations and the Company's remuneration policy.



Board of Directors Remuneration (SAR) Paid During 2025

Total remuneration paid to members of the Board, Board committees, and five senior executives during the year ending 31 December 2025.
Remuneration of Board Members (for their membership of the Board of Directors)

	Fixed Remuneration							Variable Remuneration								
Name	Specific Amount	BOD Attendance Allowance	Committee Allowance	In-kind Benefits	Rewards for Technical, Administrative, and Consulting Works	Reward for the Chairman, MD or Secretary (If they are a member)	Total	Percentage from Profits	Periodic Bonuses	Short-Term Incentive Plans	Long-Term Incentive Plans	Shares Granted	Total	End-of-Service Reward	Grand Total	Expenditures Allowance
Independent Members																
Ali Mohamed Ali Faramawy	280,000	12,000	-	-	-	-	292,000		-	-	-	-	-	0	292,000	0
Hazem Abdullah Abdulaziz Al Sheikh Mubarak	177,634	12,000	6,000	-	-	-	195,634		-	-	-	-	-	0	195,634	0
Jasir Abdullah Saleh Al-Jasir	177,634	12,000	-	-	-	-	189,634		-	-	-	-	-	0	189,634	0
Fahd Adnan Abdul Rahman Al-Mansour	177,634	12,000	12,000	-	-	-	201,634		-	-	-	-	-	0	201,634	0
Abdul Jabar Abdul Rahman Mohammed al Abdul Jabar*	146,237	0	-	-	-	-	146,237		-	-	-	-	-	0	146,237	0
Abdullah Ali Ibrahim Almajdouie*	102,366	0	-	-	-	-	102,366		-	-	-	-	-	0	102,366	0
Mansour AbdulAziz Rashid AlBosaily*	102,366	0	-	-	-	-	102,366		-	-	-	-	-	0	102,366	0
Total	**1,163,871**	**48,000**	**18,000**	**0**	**0**	**0**	**1,229,871**		**0**	**0**	**0**	**0**	**0**	**0**	**1,229,871**	**0**
Non-Executive Members																
Yousef Ali Zaid Al Quraishi	253,763	9,000	6,000	-	-	-	268,763		-	-	-	-	-	0	268,763	0
Fozan Mohammed Ahmed Al-Fozan	280,000	9,000	-	-	-	-	289,000		-	-	-	-	-	0	289,000	0
Adel Omar Al Farouq Merheb	280,000	12,000	-	-	-	-	292,000		-	-	-	-	-	0	292,000	0
Abdullatif Ali Abdullatif Al-Fozan	280,000	12,000	6,000	-	-	-	298,000		-	-	-	-	-	0	298,000	0
Total	**1,093,763**	**42,000**	**12,000**	**0**	**0**	**0**	**1,147,763**		**0**	**0**	**0**	**0**	**0**	**0**	**1,147,763**	**0**
Executive Members																
Mohammed Galal Ali Fahmy	280,000	12,000	-	-	-	-	292,000		-	-	-	-	-	0	**292,000**	0

** Membership ended on 12 May 2024*

eXtra shareholders approved, at their meeting held on 26 May 2025, the payment of additional remuneration amounting to SAR 140,000 to Board Member Mr. Ali Mohammed Ali Faramawy (Independent Member). This remuneration was granted in recognition of his supervision of the Executive Management Committee for Data and Artificial Intelligence for the fiscal year ended 31 December 2024.

Committee Members Remuneration (SAR) Paid in 2025

Name	Fixed Remuneration	Attendance Allowance	Total
Members of the Audit Committee			
Fahd Adnan Abdul Rahman Al-Mansour	76,129	12,000	82,129
Mohammed Farhan Mohammed ben Nader	80,000	12,000	92,000
Mohamed Ibrahim AbdelAziz AlObaid	80,000	12,000	92,000
Mansour AbdulAziz Rashid AlBosaily*	43,871	0	43,871
Jasem Mohammed Shaheen Hamad Majed Al Romeihy*	29,247	0	29,247
Total	**309,247**	**36,000**	**345,247**
Members of the Nomination and Remuneration Committee			
Hazem Abdullah Abdulaziz Al Sheikh Mubarak	76,129	6,000	82,129
Yousef Ali Zaid Al Quraishi	50,753	6,000	56,753
Abdullatif Ali Abdullatif Al-Fozan	50,753	6,000	56,753
Abdullah Ali Ibrahim Almajdouie*	43,871	0	43,871
Mansour AbdulAziz Rashid AlBosaily*	29,247	0	29,247
Adel Omar Al Farouq Merheb*	29,247	0	29,247
Total	**280,000**	**18,000**	**298,000**

** Membership ended on 12 May 2024*

Executive Management Remuneration (SAR) Paid in 2025

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(The report contains Executive Board Members)
Details of the remuneration paid to the top five executives, including the Executive Board member, and the CFO during 2025.

Job Title	Fixed Remuneration				Variable Remuneration						End-of-Service Award	Total Remuneration of Board Executives, if any	Grand Total
	Salary	Allowances	In-kind Benefits	Total	Periodic Bonuses	Earnings	Short-Term Incentive Plans	Long-Term Incentive Plans*	Shares Granted (In Value)	Total			
Top 5 Executives (Incl. Executive Board Member and CFO)	6,480,000	5,279,111	-	11,759,111	9,932,000	-	-	368,186	-	22,059,297	-	292,000	22,351,297
Total	6,480,000	5,279,111	-	11,759,111	9,932,000	-	-	368,186	-	22,059,297	-	292,000	22,351,297

No further allowances, in-kind compensation, or financial benefits beyond the amounts stated above were disbursed to the Board Members in exchange for any executive, technical, or advisory roles.

The Company has committed to disclose remuneration details for senior executives in accordance with the statutory requirements outlined in sub-paragraph A of Article 90, paragraph 4, of the Corporate Governance Regulations. To protect the interests of the Company, its shareholders, and employees, and to avoid any harm that may result from the disclosure, the details were not included in the Senior Executives Annex No. 1 of the Corporate Governance Regulations.

** Long-term incentives in the form of stock grants under the Employee Stock Program (Long-Term Incentive Plan)*

Corporate Governance Statement

An efficient corporate governance framework is one that promotes effective decision-making and monitoring of a company's operations to safeguard shareholders' interests and create long-term sustainable value. The framework defines the duties and responsibilities of the various stakeholders, including the Board of Directors and its committees, management, shareholders, and other related parties. Decision-making procedures and regulations are also specified by the corporate governance framework.

eXtra has adopted a corporate governance framework that aims to apply best-in-class governance practices and safeguard shareholders' interests, in accordance with the Capital Market Authority's Corporate Governance Regulations. The Company continuously updates its governance framework based on any amendments to the relevant laws or regulations. This commitment stems from its belief that an efficient governance framework is the cornerstone for the creation of long-term sustainable value. The rules, policies, and procedures stipulated by the Company's governance framework are binding on all the Company's Board and committee members, as well as the Executive Management and related parties.

Among the most prominent shareholders' rights within the Company's corporate governance framework is their right to appoint the Company's BOD and set their remuneration and nomination guidelines. Shareholders also have the right to form the Audit Committee and set its policies, regulations, procedures, and responsibilities, in addition to establishing guidelines for its members' nomination, terms of service, and remuneration. eXtra's shareholders exercise their right to appoint an independent auditor and ratify the NRC's policies, regulations, procedures, and responsibilities. Guidelines for the NRC members, their terms of service, and remuneration are similarly determined by eXtra's shareholders. Among the key responsibilities of the BOD is setting the Company's strategic goals and providing effective leadership that ensures the delivery of these strategies. The Board monitors the Company's management and submits periodic reviews to the shareholders.

eXtra's bylaws and governance frameworks ensure the fair treatment of all shareholders and respect all the rights associated with their holdings. Meanwhile, the BOD guarantees that the relationship between the Company and its shareholders is built on a mutual understanding of the Company's goals and strategic objectives and is maintained without jeopardizing the Company's interests or violating the executive regulations issued by the Capital Market Authority.

The Company has previously aligned its bylaws, as well as several corporate governance policies, and the charters of it Audit and its Nominations and Remuneration Committees with the relevant regulatory changes, which were approved by the General Assembly.

Compliance

eXtra applies all provisions stipulated in the Capital Market Authority's Corporate Governance Regulations, except for those listed below:

Article Number	Article Text	Reasons for Not Applying
Article 67	Formation of a Risk Management Committee	Guiding Article The Board of Directors will form a risk management committee whenever it deems it necessary.
Article 68	Responsibilities of the Risk Management Committee	
Article 69	Meetings of the Risk Management Committee	
Article 82/Paragraph 3	The Establishment of Social Institutions for the Company's Employees	Guiding Article
Article 84	Social Responsibility	Guiding Article eXtra's commitment to social responsibility is reflected in its participation in a number of social initiatives, the most prominent of which is the computer recycling project "Ertiqaa", through which the Company aims to promote a culture of environmental preservation. It is worth noting that eXtra has published its first sustainability report in September 2025.
Article 85	Social Work Initiatives	
Article 92	Formation of the Corporate Governance Committee	Guiding Article A separate governance committee has not been formed. However, to ensure oversight on the implementation of the governance mechanisms and rules, the responsibility for monitoring the implementation of the relevant governance rules, verifying their effectiveness, and amending them when required has been added to the scope of the Nomination and Remuneration Committee. This is in addition to following up on the governance requirements by the BOD and Executive Management. The Board is to form the committee whenever deemed necessary.

Dividend Policy

In accordance with Article 47 of the company's bylaws,

The General Assembly, when determining the share allocation of net profit, has the right to set aside reserves with the amount that preserves the Company's interests or guarantees the distribution of fixed dividends, as much as possible, to shareholders. The General Assembly has the right to deduct amounts from the net profit for social purposes in favor of the Company's employees.

The shareholders are entitled to their share of profits in accordance with the General Assembly's decision issued in this regard, and the decision indicates the due date and distribution date. The shareholders entitled to dividends are the shareholders registered in the shareholders' registry at the end of the specified date.

The General Assembly determines the percentage to be distributed to shareholders after deducting any reserves, if present.

eXtra's General Assembly may authorize the Board to distribute dividends on an annual, semi-annual, or quarterly basis.

eXtra achieved a payment rate of 66% of total net income for the period between 2011 and 2025. Although the Company expects to distribute semi-annual cash dividends in accordance with current distribution practices, there are no guarantees that the profits will be distributed continuously. There are no guarantees of the value and percentage of profits for each year.

On 26 May 2025, the General Assembly voted to authorize the Board to distribute interim dividends on a semi-annual or quarterly basis for the fiscal year 2025, as well as to determine the date of maturity and disbursement in accordance with the relevant regulatory controls and procedures, in line with the Company's financial standing, cash flows, and expansionary and investment plans.

eXtra has distributed cash dividends of around SAR 2.9 billion since its listing on Tadawul in 2011.

On 30 July 2025, the Board decided to distribute SAR 160,000,000, or SAR 2 per share, as a cash dividend for the First half of 2025, representing 20% of the Company's share capital. On 3 March 2026, the Board decided to distribute SAR 240,000,000, or SAR 3 per share, as a cash dividend for the second half of 2025, representing 30% of the Company's share capital.

Earnings Paid vs. Net Income

Year	Net Income SAR	Dividends SAR	Payout Ratio	Dividend per Share SAR
2011	132	60	45%	2.5
2012	158.6	60	38%	2.5
2013	167.3	90	54%	3
2014	121	90	74%	3
2015	49.18	33	67%	1
2017	140.1	84	60%	2
2018	161.2	94	58%	2
2019	205.61	112.5	55%	2.25
2020	280.14	180	64%	3
2021	396.83	270	68%	4.5
2022	440.2	310	70%	4.5
2023	390.49	280	72%	3.5
2024	534.44	400	75%	5
2025	576	400	69%	5

Bonus Shares

Year	Ratio	Capital After Increase (SAR mn)	Capital Before Increase (SAR mn)	Comments
2013	25%	300	240	One share for every four outstanding shares
2015	20%	360	300	One share for every five outstanding shares
2017	16.66%	420	360	One share for every six outstanding shares
2018	19.05%	500	420	One share for every seven outstanding shares*
2020	20%	600	500	One share for every five outstanding shares
2022	33.33%	800	600	0.28 shares for every outstanding share**

**In 2018, 2 million shares were allocated to establish the Company's employee stock program (long-term incentive plan), representing 4.76% of the Company's capital, and 6 million shares were distributed as bonus shares to shareholders, one share for every seven outstanding shares, representing an increase of 14.29% of the Company's capital.*

***In 2022, 3.2 million shares were allocated to be added to the employee stock program (long-term incentive plan), representing 5.33% of the Company's capital, and 16.8 million shares were distributed as bonus shares to shareholders, 0.28 shares for every one outstanding share, which equates to seven shares for every 25 outstanding shares, representing an increase of 28% of the Company's capital.*

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Related Party Transactions

Leases from Related Parties

Lessor	Description	Value SAR / Year	Start Date	Duration
Abdul Latif & Mohamed Al-Fozan Co.	Warehouse Lease Contract – Dammam	480,000	01/01/2019	Three years-renewed automatically
	Land Lease Contract – Al Khobar	991,000	30/06/2003	25 Years
Madar Building Materials Co*	Warehouse Lease Contract – Jeddah	3,730,250	01/01/2025	Four years-renewed automatically
Madar Electrical Co.	Warehouse Lease Contract – Jeddah	50,000	01/07/2024	One year – renewed automatically

** Expenses related to the contract amounted to SAR 379,457.*

Leases from Related Parties

Lessor	Description	Value SAR / Year	Start Date	Duration
United Homeware Co. (NICE)*	Renting a sale space at the eXtra Swedy showroom in Riyadh	1,566,080	15/03/2016	10 Years
United Company for Financial Services	Renting an office in Khobar	1,050,803	15/08/2021	One year – renewed automatically

**Expenses related to lease contracts worth SAR 314,408 collected from United Homeware during 2024.*

Other Transactions

1. eXtra entered into an SLA agreement with United Homeware Company on 01/04/2018, under which eXtra provides support services to United Homeware Company amounted to SAR 1,508,506 for the year 2025.
2. eXtra entered into a SLA agreement with United Company for Financial Services (a subsidiary) on 01 January 2023, under which eXtra provides administrative support services to United Company for Financial Services at eXtra branches amounted to SAR 3,050,000 for the year 2025, in addition to brand licensing fees (Tas'heel Finance).
3. eXtra entered into an IT support services agreement with United Company for Financial Services (a subsidiary) on 01 January 2024, under which eXtra provides support services to United Company for Financial Services amounted to SAR 2,200,809 for the year 2025.
4. eXtra entered into a service provision agreement with United International Holding Company to provide support services effective from December 2024, for SAR 1, for a period of one year, automatically renewable.
5. Payments made by United Electronics Company (eXtra) on behalf of United International Holding Company and its subsidiaries, which were settled during the year 2025, amounted to SAR 8,021,181 (cross-charged expenses). These payments include marketing service costs, internal purchase orders from eXtra stores, utilities expenses, and other expenses, in addition to payroll processing services for eXtra's employees with Now Access, a subsidiary of UIHC.

Commercial Transactions

Commercial transactions comprise commercial-based dealings.

- Commercial purchases from Madar Hardware Company amounting to SAR 773,927.
- Commercial sales to Retal Urban Development Company amounting to SAR 17,615.
- Commercial sales to Al-Fozan Holding Company amounting to SAR 311,310.
- Commercial purchases from Marketing and Distribution Limited Company amounting to SAR 89,263.
- Commercial purchases from Reliable Trading Company amounting to SAR 4,735,816.
- Commercial sales to United Company for Financial Services (a subsidiary) amounting to SAR 32,128,896.

The following table includes the Board members with interests in the above-mentioned contracts and transactions:

Company Name	Board Member
Abdullatif & Mohamed Al-Fozan Co Madar Building Materials Co. Madar Electric Company Madar Hardware Company United Homeware Company Retal for Real Estate Development	Fozan Mohammed Al-Fozan Abdullatif Ali Al-Fozan
Al-Fozan Holding Group	Fozan Mohammed Al-Fozan Abdullatif Ali Al-Fozan Adel Omar Al Farouq Merheb
Distributions and Marketing Company Reliable Trading Company	Yousef Ali Zaid Al Quraishi

Competition Transactions

There are no Board of Directors members currently or previously engaged in businesses that compete with the Company or any of its branches with regards to the activity that the Company is engaged in.

** Transactions with related parties were conducted on terms that are not different from transactions with ordinary commercial debtors and creditors and held no special benefits. Some of these contracts have been agreed upon from previous years and are an extension of ongoing relationships that started before FY2025. The External Auditor's report on these transactions will be presented at the first General Assembly meeting of shareholders during the first half of 2025 in accordance with company guidelines.*

Subsidiaries

Company Name	Equity Capital	Equity Share	Main Activity	Country of Operation	Country of Origin
United Company for Maintenance of Computers and Electronics	SAR 300,000 divided into 3,000 shares at par value SAR 100 each	99% eXtra – KSA 1% eXtra – Bahrain	Maintenance of electronics, household appliances, and computing devices. Electronics, digital, and computing retail, in addition to food and beverage and home improvement products.	Kingdom of Saudi Arabia	Kingdom of Saudi Arabia
United Company for Electronics (eXtra) – Bahrain	BHD 500,000 divided into 5,000 shares at par value BHD 100 each	100% eXtra – KSA	Import and export of electronics and spare parts, in addition to gaming and software. Managing and developing assets for overseas expansion.	Bahrain	Bahrain
United Company for Electronics (eXtra) – Oman	OMR 250,000 divided into 25,000 shares at par value OMR 1 each	99% eXtra – KSA 1% eXtra – Bahrain	Wholesale and retail trade of electronics, gaming, computing, and spare parts, as well as educational media.	Oman	Oman
eXtra Electronics	EGP 50,000,000 divided into 5,000,000 shares at par value EGP 10 each	99.8% eXtra – KSA 0.2% eXtra – Bahrain	Wholesale and retail sale of electronics and related repairs, maintenance, and other technical support	Egypt	Egypt
eXtra for Import of Electronics and Equipment	EGP 2,000,000 divided into 200,000 shares at par value EGP 10 each	99% eXtra – Egypt 1% eXtra – KSA	Import, export, and wholesale and retail trade of electronics.	Egypt	Egypt
United International Holding Company (listed company)	SAR 250,000,000 divided into 25,000,000 shares at par value SAR 10 each	67.75% eXtra – KSA 1% eXtra – Bahrain 30% Publicly traded	Managing sister companies and implementing investment partnerships in real estate and other securities.	Kingdom of Saudi Arabia	Kingdom of Saudi Arabia
United Company for Financial Services	SAR 350,000,000 divided into 35,000,000 shares at par value SAR 10 each	100% UIHC	Shariah-compliant consumer financing.	Kingdom of Saudi Arabia	Kingdom of Saudi Arabia
Procco for services	BHD 700,000 divided into 7,000 shares at par value BHD 100 each	100% UIHC	Other activities auxiliary to services activities	Bahrain	Bahrain
Now Access	SAR 10,000,000, divided into 1,000,000 shares with a nominal value of SAR 10 per share	75% United International Holding Company 25% Now Pay Corp	Company specialized in providing payroll processing services through financial technology (fintech) in the Kingdom of Saudi Arabia	Kingdom of Saudi Arabia	Kingdom of Saudi Arabia

Shareholder and Investor Information

Paid-In Capital and Share Information

The total amount of equity capital invested in the Company is SAR 800 million, with a total of 80 million shares at a par value of SAR 10 per share.

Treasury shares maintained by the company and their utilization

Treasury shares maintained by the company as at 31 December 2025	Value	Date of Maintenance	Utilization
3,517,346	35,173,460***	18 September 2018*	Employee Stock Option Plan (long-term incentive)
2,635,208	26,352,080***	26 May 2025**	To be held as treasury shares as part of the Company's share buyback program, as the Board of Directors believes that the Company's share price in the market is below its fair value
6,152,554		**Total**	

** The Employee Stock Option Plan (long-term incentive) was established on 18 September 2018 as per the EGM approval.*
*** Par value of shares.*
**** Pursuant to the approval of the General Assembly held on 26 May 2025, the shareholders approved the Company's purchase of a number of its own shares, up to a maximum of three million shares, to be held as treasury shares, as the Board of Directors believes that the Company's share price in the market is below its fair value. The share repurchase will be funded through the Company's internal resources, as well as the proceeds generated from the completion of the initial public offering of its subsidiary (United International Holding Company) and the listing of its shares on the Saudi Main Market (Tadawul).*

Changes in Equity shareholding during Fiscal Year 2025

Changes in equity shareholding of Board Members and their spouses and minor children

#	Name	Nationality	# of Shares Beginning 2025	# of Shares End of 2025	% Change	1st Degree Relatives Ownership: # of Shares Beginning 2025	1st Degree Relatives Ownership: # of Shares End 2025	Debt Instruments
1	Yousef Ali Zeid Al Quraishi	Saudi	100	100				
2	Hazem Abdullah Abdulaziz Al Sheikh Mubarak	Saudi	2,000	2,000				
3	Jasir Abdullah Saleh Al-Jasir	Saudi	-	-				
4	Fahd Adnan Abdul Rahman Al-Mansour	Saudi	10	10				
5	Ali Mohamed Ali Faramawy	Canadian	-	-				
6	Mohammed Galal Ali Fahmy	Egyptian	2,200,000	2,200,000				
8	Fozan Mohammed Al-Fozan	Saudi	2,457	2,457				
8	Adel Omar Al-Farouq Merheb	Lebanese	-	-				
9	Abdullatif Ali Abdullatif Al-Fozan	Saudi	-	-				

Introduction

Business Overview

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Changes in equity shareholding of Executive Management and their spouses and minor children

#	Name	Position	# of Shares Beginning 2025	# of Shares End of 2025	Percentage Change	1st Degree Relatives Ownership	Debt Instruments
1	Mohammed Galal Ali Fahmy	CEO and MD	2,200,000	2,200,000			
2	Wael Mohamed Mohamed Khalil	CFO	59,359	70,959	19.5%		

Changes in Major Equity Shareholders

The following table shows the change in ownership of major shareholders holding equity stakes in excess of 5% of the Company's paid-in capital.

	01/01/2025		31/12/2025	
Shareholder	Shares	Percentage	Shares	Percentage
Al-Fozan Holding Group	12,005,615	15%	12,005,615	15%
United Electronics Co	Below 5%		6,152,554	7.69%

Shareholder Engagement and Rights

Actions taken by the Board to inform its members about shareholders' proposals and their observations regarding the Company and its performance.

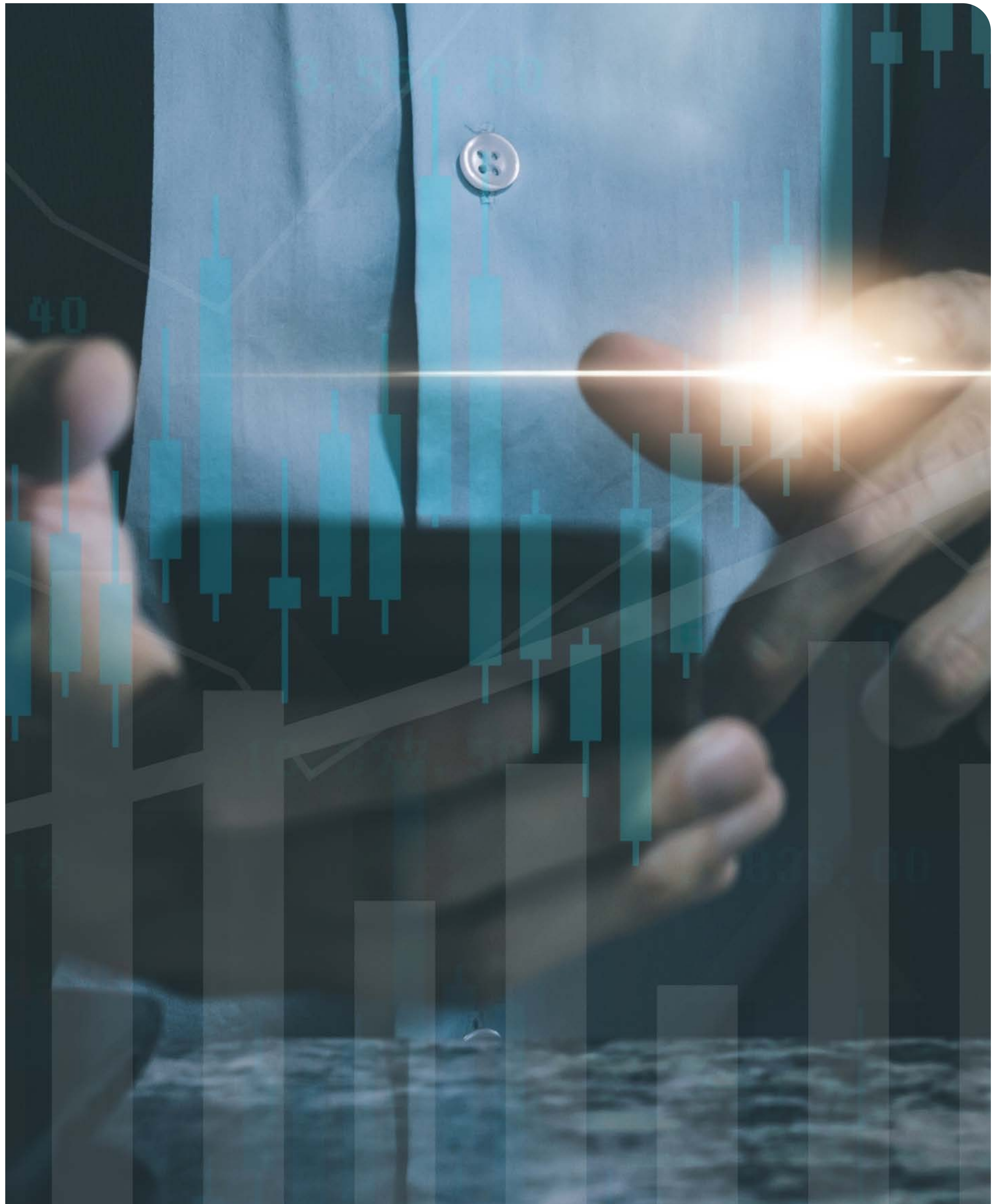
In the event that the BOD receives any proposals from the shareholders or comments about the Company and its performance, those matters are to be discussed during the first subsequent Board meeting where such observations are taken into consideration.

The Board did not receive any suggestions or observations from the shareholders regarding the Company and its performance during the year ended December 2025. It is noteworthy that the Investor Relations Department convenes with the shareholders and investors according to a set schedule throughout the year to review the Company's operational developments. During periodic Board meetings, the Chairman and CEO inform the members of the Board about the recommendations and remarks made by the shareholders and investors. Article 40 of the Company Charter outlines the procedures that ensure the right of each shareholder to enquire with Board Members and the corporate auditor regarding issues outlined in the General Assembly's agenda. The Board and the corporate auditor may respond to any given shareholder in a manner that does not compromise the Company. Should any shareholder determine that their concerns have not been sufficiently addressed, the General Assembly will issue the final ruling on the matter of concern.

Shareholder Register Retrievals

Throughout 2025, the Company retrieved 15 requests for shareholder registers through the TADAWULATY service as presented in the table below:

Date of Request	Reason for Request
02/12/2025 – 03/11/2025 – 02/10/2025 – 02/09/2025 – 02/07/2025 – 02/06/2025 – 04/05/2025 – 04/05/2025 – 06/04/2025 – 03/03/2025 - 03/02/2025 – 02/01/2025	For the purpose of the Company's shareholder relations management
26/05/2025	For the purpose of the Company's General Assembly meetings
05/08/2025 – 20/03/2025	For the purpose of periodic dividend distributions



Company Disclosures on Tadawul

Disclosure No.	Disclosure Date	Headline
1	2025-01-08	United Electronics Company (Extra) announces the Estimated financial results for the period ending on 31 December 2024 (Twelve Months)
2	2025-02-13	United Electronics Company (Extra) announces Its annual financial results for the period ending on 31 December 2024
3	2025-03-05	United Electronics Company (eXtra) announces its Board of Directors decision to distribute cash dividends to the shareholders for the Second half of 2024
4	2025-04-08	United Electronics Company (Extra) announces the estimated financial results for the period ending on 31 March 2025 (Three Months)
5	2025-04-28	The Board of Directors of United Electronics Company (eXtra) invites its shareholders to attend the Extraordinary General Assembly Meeting (First Meeting) by Means of Modern Technology
6	2025-04-30	Addendum Announcement from United Electronics Company (eXtra) Regarding the Board of Directors' Invitation to Shareholders to Attend the Extraordinary General Assembly Meeting (First Meeting) via Modern Technology
7	2025-05-06	United Electronics Company (Extra) announces the interim financial results for the period ending on 31 March 2025 (Three Months)
8	2025-05-27	United Electronics Company (eXtra) Announces the Results of the Extraordinary General Assembly Meeting (Second Meeting)
9	2025-07-08	United Electronics Company (Extra) announces the estimated financial results for the period ending 30 June 2025 (Six Months)
10	2025-07-31	United Electronics Company (Extra) announces the interim financial results for the period ending on 30 June 2025 (Six Months)
11	2025-07-31	United Electronics Company (eXtra) announces its Board of Directors decision to distribute cash dividends to the shareholders for the First half of 2025
12	2025-08-06	United Electronics Company (eXtra) announces the Board of Directors' resolution to approve the sale of 1.25% of eXtra ownership in the capital of United International Holding Company (a subsidiary).
14	2025-10-07	United Electronics Company (Extra) announces the estimated financial results for the period ending on 30 September 2025 (Nine Months)
15	2025-11-02	United Electronics Company (Extra) announces the interim financial results for the period ending on 30 September 2025 (Nine Months)

Directors' Responsibility

The Board of Directors asserts the following:

1. All the accounting records were prepared accurately.

2. The internal control system is well-established and effectively implemented.

3. There are no significant doubts concerning the Company's ability to continue its activity.

4. No penalties or precautionary measures are imposed on the Company by the Capital Markets Authority (CMA) or any supervisory, regulatory, or judicial body.

Closing Statement

eXtra began its journey in 2003 with a single branch in Riyadh. Twenty years of success later, we continue to diligently serve our customers, offering them the most state-of-the-art electronics and household appliances and extending the limits of our success ever further. This could not have been accomplished without the blessing of Allah and the enduring trust of our customers.

We reaffirm our dedication to providing our customers with the highest quality of service. We, at eXtra, appreciate the support customers exhibit by putting their trust in us, enabling us to maintain our position as the retailer of choice for electronics and household appliances.