



## **Rating Summary Report**

**Perfect Presentation for Commercial Services Company**

**(A Saudi-listed Joint Stock Company)**

**December 2025**

## 1.1 TASSNIEF Opinion

<i>Perfect Presentation for Commercial Services Company (2P) – Entity Rating</i>	
<b>Domicile</b>	<i>Saudi Arabia</i>
<b>Long-Term Rating</b>	<i>BBB+</i>
<b>Outlook</b>	<i>Stable</i>
<b>Short-Term Rating</b>	<i>T-3</i>
<b>Rating Watch</b>	<i>No</i>
<b>Action Type</b>	<i>Maintained</i>
<b>Rating Type</b>	<i>Solicited</i>
<b>Initial Rating</b>	<i>December 2020</i>
<b>Methodology Deviations</b>	<i>None</i>

Tassnief has maintained long-term entity rating of **“BBB+” (Triple B Plus)** and short-term entity rating to **“T-3”** to **Perfect Presentation for Commercial Services Company**. Outlook on the rating is **“Stable”**.

**About the company:** Perfect Presentation for Commercial Services Company (2P) was established in Riyadh, KSA in December 2004 as a limited liability company (with CR no. 1010203693); a Saudi-listed Joint Stock Company. 2P has a branch in Riyadh (CR # 1010290349), which was established in 2010, additionally, there are 2 PMO offices in Makkah and Al-Jazan. The Company primarily serves government-affiliated organizations, with core service lines encompassing Software Development, Contact/Call Center Outsourcing, Operations & Maintenance services, Managed Services, Network Infrastructure unit, and Cyber Security Services.

## 1.2 Rating Rationale

Perfect presentation (2P or ‘the Company’) benefits from strong governance and certified operational excellence, underpinning a robust business profile with substantial backlog and improved net profitability, despite a high concentration in the government sector. However, the financial profile is strained by a stretched working capital cycle driven by public sector receivables, leading to persistent negative cash flow from operations (CFO) and increasing reliance on debt-funded liquidity.

The Board of Directors (BoD) exhibits independence and effective oversight, BoD composition aligns with leading corporate governance practices. Governance is further strengthened by three specialized Board committees operating under clear mandates with strong independent participation. The Audit Committee, comprising three independent directors, reports directly to the BoD. Operational controls are supported by two management committees, regular management meetings, a clear authority matrix, and comprehensive project management systems. Furthermore, the Company maintains an extensive suite of international ISO and industry-specific certifications, including ISO 9001, ISO 27001, Uptime Institute Tier III, COPC, and CMMI, reinforcing its commitment to quality, security, service management, and operational efficiency.

2P maintains a robust business risk profile anchored by an established track record in the Saudi ICT market. Future earnings are secured by a substantial backlog, providing clear revenue visibility into the medium term. While total revenue showed a moderate decline in the most recent full year, this was a technical consequence of revenue recognition changes for agent-based contracts; critically, net profitability continues to demonstrate underlying strength. The business benefits from diversification across key segments, with Operation & Maintenance and Customer Experience providing stable income, while Managed Services and Cyber Security are emerging as high-growth areas critical for future expansion. A key structural factor is the high concentration of government clients which results in some dependency on government spending, though this is mitigated by the Company's established public sector relationships and low concentration of revenue derived from any single client or project. 2P's competitive positioning is founded on its integrated solutions platform, providing all-encompassing end-to-end technology solutions. This model is strategically underpinned by seasoned executive leadership, adherence to certified operational excellence (ISO standards), and a network of strategic technology alliances, all of which are aligned with key local content and digitalization imperatives.

2P demonstrates resilient profitability, marked by a substantial improvement in both gross and net margins. This improved performance is driven by project profitability and favorable contract terms. However, the Company faces a structural challenge from a stretched working capital cycle, with the majority of its assets concentrated in unbilled revenues and trade receivables, particularly from the public sector. This concentration has led to persistent negative Cash Flow from Operations (CFO), hindering the conversion of accrual-based profits into positive operational cash flow and requiring the Company to increase its reliance on short-term borrowings for liquidity management. Consequently, while the equity base is expanding through retained profits and capital increases, the debt levels are rising in absolute terms. Given the nature of borrowings, overall debt coverage remains satisfactory.

### **1.3 Rating Trigger**

The current rating is contingent upon 2P's ability to consistently maintain its robust order book, profitability margins, and overall financial performance, while effectively managing its protracted working capital cycle. Furthermore, the Company must ensure that leverage indicators remain within prudent and defined levels. Positive rating action would primarily be driven by increasing the scale of operations and the resolution of the core financial strain, specifically demonstrating a sustained shift to meaningful positive Cash Flow from Operations and achieving a structural compression of the working capital cycle.

## **RELATED CRITERIA AND METHODOLOGY**

Rating Methodology for Corporate (v.2. 2024) can be found on the website: [www.tassnief.com](http://www.tassnief.com)

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- This rating has not been amended following disclosure to the rated entity or its related party(ies). All analyses related to the rating report are merely opinions of TASSNIEF on the rating date.
- This credit rating herein was determined using the above-mentioned methodology which is available on our website at [www.tassnief.com](http://www.tassnief.com). This methodology, including any significant adjustments or deviations from standard procedures, was applied to arrive at the rating.
- The rating scale, meaning of each rating category, default or recovery definitions, and relevant risk warnings – including a sensitivity analysis of key assumptions – are also available on our website.
- TASSNIEF confirms that all rating activities related to this credit rating were not outsourced to any third party.

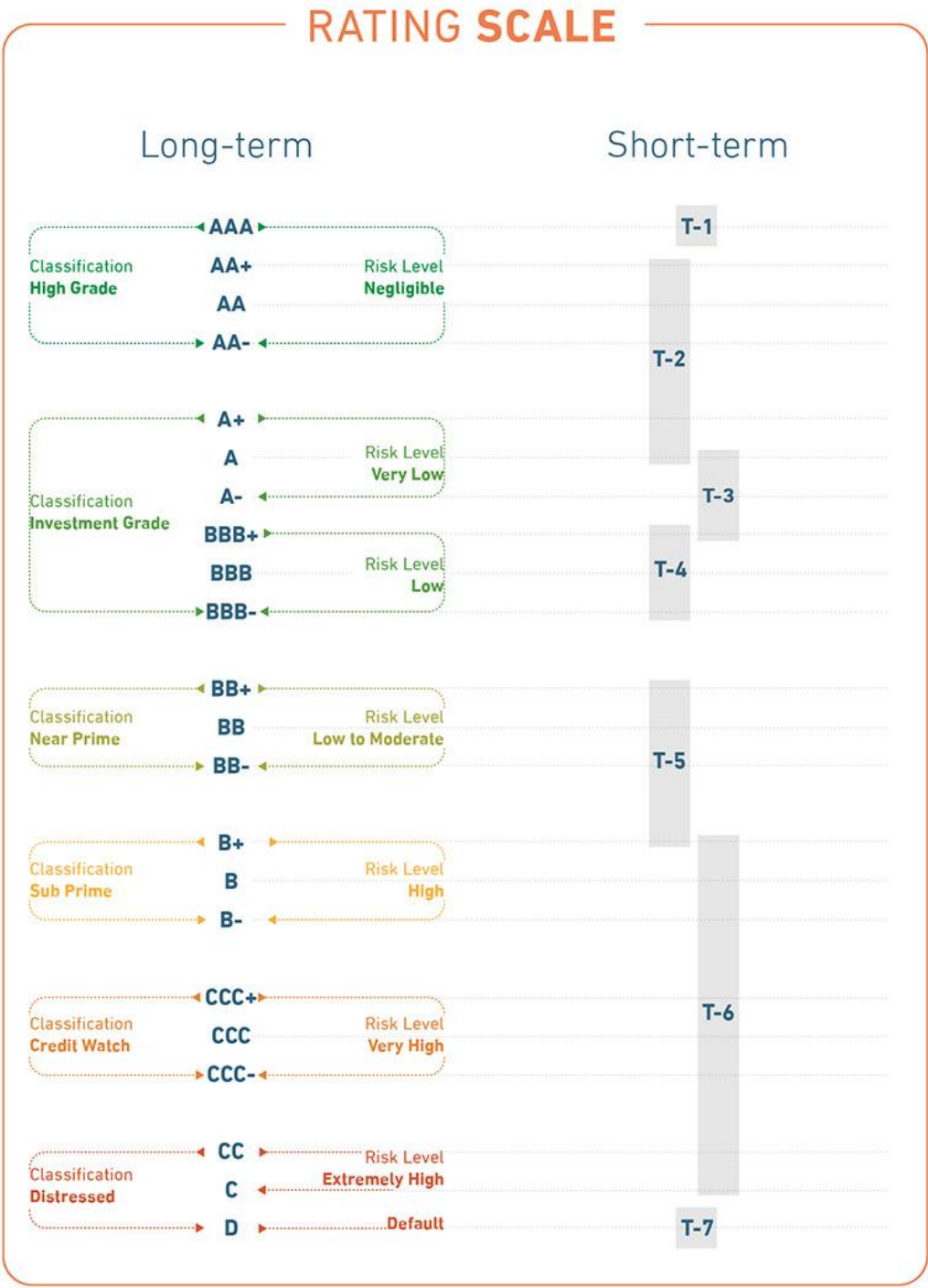
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TASSNIEF’s Long-term & Short-term Rating Scale





Long-Term Rating Scale	Definitions
AAA	<b>Extremely Robust</b> ; Tassnief considers the rated issuer or issuance hold the <b>highest creditworthiness</b> , thus <b>negligible credit risk</b>
AA+ AA AA-	<b>Very Robust</b> ; Tassnief considers the rated issuer or issuance hold <b>very high creditworthiness</b> , thus <b>minimal credit risk</b> . Risk profile may vary slightly with changes in economic / sector conditions
A+ A A-	<b>Robust</b> ; Tassnief considers the rated issuer or issuance hold <b>high creditworthiness</b> , thus <b>very low credit risk</b> . Risk profile may vary with changes in economic / sector conditions
BBB+ BBB BBB-	<b>Moderate</b> ; Tassnief considers the rated issuer or issuance hold <b>adequate creditworthiness</b> , thus <b>low credit risk</b> . Risk profile may exhibit moderately high variation with changes in economic / sector conditions
BB+ BB BB-	Tassnief considers the rated issuer or issuance hold <b>low to moderate credit risk</b> . Risk profile may exhibit wide variation with changes in economic / sector conditions.
B+ B B-	Tassnief considers the rated issuer or issuance hold <b>very low creditworthiness</b> , thus <b>high credit risk</b>
CCC+ CCC CCC-	Tassnief considers the rated issuer or issuance hold <b>extremely low creditworthiness</b> , thus <b>very high credit risk</b>
CC C	<b>Highly speculative credit profile</b> , and the default is imminent
D	Tassnief considers the rated issuer or issuance have <b>defaulted or may default soon</b> .

\*\*\*\*End of Report\*\*\*\*