Daily Bulletin

November 19, 2026

MASAR completes SAR 91.8 mn Zone 3 plot sale at ~54% margin

Last Price: SAR 16.3 | YTD Performance: -5.4% | Consensus Target Price: SAR 21.1

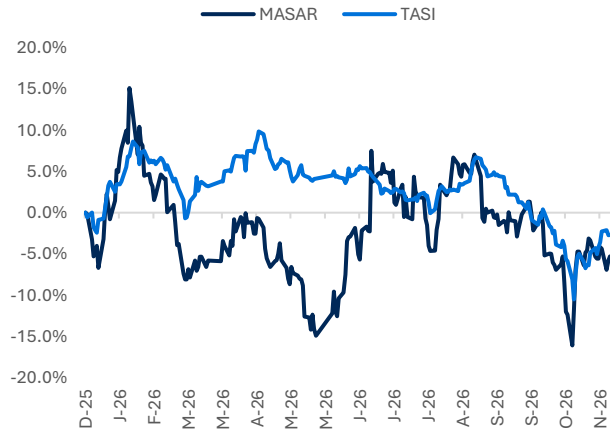
Umm Al Qura for Development and Construction Co. (MASAR) signed a sale agreement, worth SAR 91.8 mn, on 18th November 2026 for a 3,062 sqm plot in Zone 3 of Masar Destination, facing King Abdulaziz North Road. This completes the reservation agreement it signed with Arabian Dyar Real Estate Development Company on 19th November 2025, where the plot will be used to develop a residential tower.

Against a book value of SAR 42.4 mn, the SAR 91.8 mn contract value implies a gross profit of SAR 49.4 mn (margin of 53.8%). Proceeds from the sale will be utilized for working capital needs and ongoing projects. Liquidity position has weakened on YoY basis. Development properties rose to SAR 2,297.3 mn as of 3Q26, up 88.6% YoY, while revenue rose 29.4% YoY to SAR 1,638.3 mn in the same period. Notably, current receivables increased to SAR 1,803.8 mn in the same period (up 19.1% YoY), while accounts payable (including land compensation) dropped by 27.8% YoY, as of 3Q26, from SAR 584.9 mn in 3Q25.

Masar also signed a sale agreement on 17th November 2026, for 2 land plots in Masar Destination's Zone 3 with Buyut Al-Khomasiah Co., an SPV of a real estate fund managed by BLME Capital, for SAR 216.9 mn to develop 2 residential towers. The plots' total book value is SAR 96.2 mn and the transaction is intended to boost liquidity and financial results further. To date, the company has announced sale of 7 plots during 4Q26, taking the total plots sold during 2026 to 24.

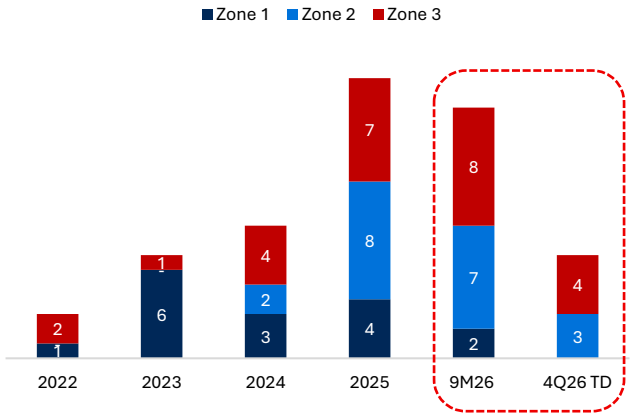
Masar's stock has declined 5.4% YTD, underperforming TASI, which declined 2.8% during the same period. The stock has a consensus target price of SAR 21.1/share, implying a potential upside of 29.4% from the last close of SAR 16.3/share.

Relative price chart



Source: Bloomberg, anbc research

Masar's Plot Sales



Source: Earnings presentation, anbc research

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