

1810



Governance: B

# SEERA

Seera Group Holding

## 22.00 SAR / Share

As of: Mar 05, 2026

 <p><b>P/E RATIO</b></p> <p>Trailing 12 Months</p>	<p><b>1.1x</b></p> <p><b>P/B RATIO</b></p> <p>Price to Book Value</p>	 <p><b>DIVIDEND YIELD</b></p> <p>Annual Dividend / Share</p>	<p><b>6.60B SAR</b></p> <p><b>MARKET CAP</b></p> <p>Total Valuation</p>	<p><b>1.00</b></p> <p><b>BETA</b></p> <p>Systematic Risk Index</p>	<p><b>-5.3%</b></p> <p><b>NET MARGIN</b></p> <p>Net Profit / Revenue</p>
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## Company Profile

The Company and its subsidiaries are involved in selling tickets for scheduled air travel services, tourism, cargo, transportation, Hajj, and Umrah, arranging conference and events, education, chartered flights, furnished suites and hotels, shipping and other travel-related products and services through its 167 branches inside and outside the Kingdom of Saudi Arabia. The Group operates as an agent (earning commission income) for airline ticketing and hotel bookings, and as a principal for package holidays, vehicle sales, and rentals.

## The Story

"SEERA is navigating a high-growth recovery phase in the Saudi travel sector while undergoing significant structural and governance transitions."

Financial Metric	Value
Return on Capital (ROIC)	-1.7%
Debt-to-Equity Ratio	29.6%
Sustainable Growth Rate	+5.5%

## Growth Story

Revenue has shown a robust trajectory, climbing from 2.11 billion SAR in FY 2022 to a TTM figure of 4.72 billion SAR, reflecting the post-pandemic resurgence in regional travel. Despite this top-line expansion, the company's sustainable growth rate is calculated at 5.48%, constrained by a negative five-year average... [\[Read full story\]](#)

## Corporate Governance Profile

**Rating: B**

We track 5 key governance disclosures in our database.

## Profitability Dynamics

Profitability remains the primary challenge, as evidenced by a TTM net loss of 250.7 million SAR and a negative operating margin of 1.48%. While the transportation segment remains a core contributor to EBITDA, the overall group is struggling to translate high gross booking values—exceeding 12.6 billion SAR in the... [\[Read full story\]](#)

## Risk & Capital Structure Factors

SEERA faces a complex risk profile characterized by both financial and governance shifts. The company carries 1.95 billion SAR in total debt, primarily secured Islamic financing, against a cash position of 859 million SAR. Governance risks surfaced in the third quarter of 2025 with the resignations of the Chairman and... [\[Read full story\]](#)