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Governance: D

# BAAN

BAAN Holding Group Co.

**1.89** SAR / Share

As of: May 28, 2026

 <p><b>P/E RATIO</b></p> <p>Trailing 12 Months</p>	<p><b>11.8x</b></p> <p>P/B RATIO</p> <p>Price to Book Value</p>	 <p><b>DIVIDEND YIELD</b></p> <p>Annual Dividend / Share</p>	<p><b>595.35M</b></p> <p><b>SAR</b></p> <p><b>MARKET CAP</b></p> <p>Total Valuation</p>	<p><b>2.23</b></p> <p>BETA</p> <p>Systematic Risk Index</p>	<p><b>-21.2%</b></p> <p><b>NET MARGIN</b></p> <p>Net Profit / Revenue</p>
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## Company Profile

BAAN Holding Group Company (formerly Abdul Mohsen Al Hokair Tourism and Development Company) is a Saudi Joint Stock Company engaged in the establishment, management, and operations of hotels, furnished apartments, entertainment centers, recreation centers, tourist resorts, commercial malls, restaurants, parks, and similar facilities. The Group operates branches and divisions in Riyadh, Jeddah, Khobar, and other cities within the Kingdom of Saudi Arabia, and has subsidiaries in the United Arab Emirates and Egypt.

## The Story

"BAAN Holding Group Company is undergoing a profound operational and capital restructuring to reverse a multi-year trend of declining revenues, operating losses, and severe working capital deficits."

Financial Metric	Value
Return on Capital (ROIC)	-0.7%
Debt-to-Equity Ratio	200.9%
Sustainable Growth Rate	-0.0%

## Growth Story

BAAN's revenue has experienced a steady downward trajectory, contracting from 742.14 million SAR in FY 2023 to 678.70 million SAR in FY 2024, and further to 649.04 million SAR in FY 2025, with TTM revenue standing at 641.71 million SAR. This top-line contraction reflects a deliberate rationalization of underperforming... [\[Read full story\]](#)

## Corporate Governance Profile

### Rating: D

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## Profitability Dynamics

The company's profitability profile highlights significant value destruction, with a TTM operating margin of -21.18% and a net profit margin of -21.20%, culminating in a TTM net loss of 136.02 million SAR. Although the company reported a net profit of 49.09 million SAR in Q1 2026, this was heavily supported by a... [\[Read full story\]](#)

## Risk & Capital Structure Factors

BAAN faces acute liquidity and leverage risks, characterized by a massive working capital deficit of -121.69 million SAR and a high beta of 2.23, reflecting extreme market volatility. The company's latest total debt stands at 1.20 billion SAR against a cash balance of just 43.98 million SAR, creating a highly... [\[Read full story\]](#)