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Governance: C

EXTRA

United Electronics Co.

79.50 SAR / Share

As of: May 28, 2026

10.7x P/E RATIO Trailing 12 Months	4.1x P/B RATIO Price to Book Value	2.5% DIVIDEND YIELD Annual Dividend / Share	6.28B SAR MARKET CAP Total Valuation	0.83 BETA Systematic Risk Index	7.8% NET MARGIN Net Profit / Revenue
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Company Profile

United Electronics Company is a Saudi Joint Stock Company. The principal activities of the Company and its subsidiaries (collectively referred to as the "Group") include the wholesale and retail trade in electric appliances, electronic gadgets, computers and their spare parts and accessories, furniture, office equipment and tools, maintenance and repair services, third-party marketing and consumer financing services.

The Story

"EXTRA combines a dominant consumer electronics retail footprint with a high-margin consumer finance engine to deliver consistent value creation and robust returns on capital."

Financial Metric	Value
Return on Capital (ROIC)	19.6%
Debt-to-Equity Ratio	40.0%
Sustainable Growth Rate	+3.3%

Growth Story

EXTRA's growth trajectory resembles a steady engine climbing a long hill, characterized by consistent and disciplined expansion. Revenue has climbed steadily from SAR 6.20 billion in fiscal 2023 to SAR 6.78 billion in fiscal 2024, and further to SAR 7.45 billion in fiscal 2025, reaching SAR 7.53 billion on a TTM... [\[Read full story\]](#)

Corporate Governance Profile

Rating: C

We track 6 key governance disclosures in our database.

Profitability Dynamics

The company's profitability story is a high-yield harvest, driven by a highly lucrative dual-segment business model. This superior return profile is underpinned by healthy margins, with a TTM operating margin of 9.08% on an EBIT of SAR 683.83 million, and a net profit margin of 7.79% yielding a TTM net income of SAR... [\[Read full story\]](#)

Risk & Capital Structure Factors

Managing these operations requires navigating a credit and leverage tightrope, as the expansion of the consumer finance segment inherently introduces financial leverage and credit risk. EXTRA carries a total debt of SAR 2.51 billion against a market capitalization of SAR 6.28 billion, primarily utilized to fund its... [\[Read full story\]](#)