

4070

Governance: D

# TAPRCO

Tihama Advertising, Public Relations and Marketing Co.

**15.08 SAR / Share**

As of: May 28, 2026

<p><b>P/E RATIO</b></p> <p>Trailing 12 Months</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>345.66M SAR</b></p> <p><b>MARKET CAP</b></p> <p>Total Valuation</p>	<p><b>0.83</b></p> <p><b>BETA</b></p> <p>Systematic Risk Index</p>	<p><b>-109.6%</b></p> <p><b>NET MARGIN</b></p> <p>Net Profit / Revenue</p>
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## Company Profile

Tihama for Advertising, Public Relations and Marketing Company is a Saudi joint stock company. Its main activities include commercial advertising, public relations, marketing, publishing, and distribution. The Group operates through several segments including Advertising (outdoor billboards), Media Production (documentary and commercial content), Distribution (educational materials), Retail/Bookstores, and Events and Entertainment management. The Group makes money through service fees, sales of educational materials, and billboard leasing. It has significant exposure to the education sector through exclusive distribution agreements for textbooks.

## The Story

*"Tihama is undergoing a radical structural contraction, liquidating loss-making subsidiaries and reducing capital to offset deep-seated operational deficits."*

Financial Metric	Value
Return on Capital (ROIC)	-124.6%
Debt-to-Equity Ratio	9.2%
Sustainable Growth Rate	0.0%

## Growth Story

The company's revenue trajectory shows a consistent downward trend, contracting from 81.8 million SAR in fiscal 2023 to 66.4 million SAR in fiscal 2025, with TTM revenue further sliding to 56.8 million SAR. This decline is largely driven by the strategic decision to initiate liquidation and bankruptcy proceedings for... [\[Read full story\]](#)

## Corporate Governance Profile

**Rating: D**

We track **10** key governance disclosures in our database.

## Profitability Dynamics

TTM operating margins are deeply negative at -72.6%, and net profit margins have deteriorated to -109.6%. While the group saw a temporary narrowing of losses in fiscal 2025 to -11.7 million SAR, the TTM net loss has widened significantly to -62.2 million SAR. Cash flow generation is hampered by negative operating... [\[Read full story\]](#)

## Risk & Capital Structure Factors

Tihama's risk profile is dominated by 'going concern' uncertainties and legal complexities. Despite a capital reduction from 400 million SAR to 229.2 million SAR to absorb losses, accumulated losses still represent 28.66% of the new share capital. The group is currently embroiled in a lawsuit to recover the remaining... [\[Read full story\]](#)