

4190

Governance: A

JARIR

Jarir Marketing Co.

15.77 SAR / Share

As of: May 28, 2026

18.0x

P/E RATIO

Trailing 12 Months

10.7x

P/B RATIO

Price to Book Value

5.5%

DIVIDEND YIELD

Annual Dividend / Share

18.92B SAR

MARKET CAP

Total Valuation

0.63

BETA

Systematic Risk Index

9.2%

NET MARGIN

Net Profit / Revenue

Company Profile

Jarir Marketing Company is a Saudi joint stock company that operates retail showrooms in Saudi Arabia and other Gulf countries, and has real estate investments in Egypt. The Group's activities include retail and wholesale trading in office and school supplies, smartphones and accessories, books, educational aids, office furniture, engineering equipment, computers and computer systems, electronic and electrical devices, video games and accessories, and maintenance services. It also purchases residential and commercial buildings and acquires land to construct buildings for sale or lease.

The Story

"Jarir Marketing Company combines a dominant retail footprint with an exceptionally high return on capital and a low-reinvestment, high-payout model."

Financial Metric	Value
Return on Capital (ROIC)	55.9%
Debt-to-Equity Ratio	3.9%
Sustainable Growth Rate	+0.9%

Growth Story

Jarir's revenue grew from 10.59 billion SAR in FY2023 to 10.62 billion SAR in FY2024, and accelerated to 11.37 billion SAR in FY2025. This growth is increasingly driven by its e-commerce segment, which surged from 2.49 billion SAR in FY2024 to 3.67 billion SAR in FY2025, offsetting a slight decline in physical retail... [\[Read full story\]](#)

Corporate Governance Profile

Rating: A

We track 7 key governance disclosures in our database.

Profitability Dynamics

Operating margins have remained stable, with an operating margin of 9.90% and a net profit margin of 9.23% in FY2025, yielding an operating income of 1.12 billion SAR and net income of 1.05 billion SAR. This profitability is backed by robust cash generation. Because the business model requires minimal capital... [\[Read full story\]](#)

Risk & Capital Structure Factors

Jarir's risk profile is exceptionally lean, characterized by a low re-levered beta of 0.63, reflecting its defensive retail characteristics. The company has virtually eliminated its bank debt, reporting zero outstanding bank borrowings or overdrafts at the end of FY2025, down from 39.70 million SAR in FY2024. Its... [\[Read full story\]](#)