

4262

Governance: A

# LUMI

Lumi Rental Co.

**34.10** SAR / Share

As of: May 28, 2026

<p><b>10.1x</b></p> <p><b>P/E RATIO</b></p> <p>Trailing 12 Months</p>	<p><b>1.3x</b></p> <p><b>P/B RATIO</b></p> <p>Price to Book Value</p>	<p>—</p> <p><b>DIVIDEND YIELD</b></p> <p>Annual Dividend / Share</p>	<p><b>1.88B</b></p> <p><b>SAR</b></p> <p><b>MARKET CAP</b></p> <p>Total Valuation</p>	<p><b>1.67</b></p> <p><b>BETA</b></p> <p>Systematic Risk Index</p>	<p><b>11.4%</b></p> <p><b>NET MARGIN</b></p> <p>Net Profit / Revenue</p>
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## Company Profile

Lumi Rental Company is a Saudi Joint Stock Company registered in Riyadh, Kingdom of Saudi Arabia. The Company is a 70% owned subsidiary of Seera Group Holding. The objective of the Company is buying, leasing and renting vehicles, through its 50 Branches, Workshops, Showrooms and Parking yards across the Kingdom of Saudi Arabia. The Company's operations are solely conducted within the KSA region.

## The Story

"Lumi Rental Company operates a highly capital-intensive vehicle leasing and rental business in Saudi Arabia, driving growth through massive fleet reinvestment while maintaining a narrow but positive spread over its cost of capital."

Financial Metric	Value
Return on Capital (ROIC)	11.0%
Debt-to-Equity Ratio	87.5%
Sustainable Growth Rate	+37.4%

## Growth Story

Lumi's growth story is characterized by a massive, continuous cycle of capital deployment, resembling a high-speed treadmill. Revenue grew significantly from 1,105.58 million SAR in FY 2023 to 1,549.77 million SAR in FY 2024, and reached 1,668.76 million SAR in FY 2025, though TTM revenue shows a slight moderation to... [\[Read full story\]](#)

## Corporate Governance Profile

**Rating: A**

We track 9 key governance disclosures in our database.

## Profitability Dynamics

Lumi creates positive economic value but operates like a finely tuned engine running on tight tolerances. Profitability is supported by a solid TTM operating margin of 18.64% and a net profit margin of 11.40%, translating to a NOPAT of 294.56 million SAR. However, the asset-heavy nature of the business means that cash... [\[Read full story\]](#)

## Risk & Capital Structure Factors

The primary risk for Lumi lies in its substantial leverage and sensitivity to interest rate fluctuations, much like a heavily loaded trailer navigating a steep incline. The company carries a massive debt load, with latest total debt standing at 1.64 billion SAR, primarily composed of floating-rate Islamic Murabaha and... [\[Read full story\]](#)