

4265

Governance: C

CHERRY

Cherry Trading Co.

24.72 SAR / Share

As of: May 28, 2026

10.0x

P/E RATIO

Trailing 12 Months

1.2x

P/B RATIO

Price to Book Value

—

DIVIDEND YIELD

Annual Dividend / Share

741.60M SAR

MARKET CAP

Total Valuation

2.10

BETA

Systematic Risk Index

13.1%

NET MARGIN

Net Profit / Revenue

Company Profile

Cherry Trading Company is a Saudi Joint Stock Company registered in Riyadh, Kingdom of Saudi Arabia. The principal activities of the Company include the wholesale and retail sale of new and used private vehicles, the activities of car service and maintenance centers, public fares, school transportation, real estate management activities for a commission, and car rental with a driver. The Company is a subsidiary of Saudi Edarah Holding Company (LLC), which is majority-owned by Mr. Nasser Al-Omair.

The Story

"Cherry Trading Company is a highly leveraged, capital-intensive vehicle leasing and sales business in Saudi Arabia that generates strong operating margins but requires massive capital reinvestment to sustain its expanding fleet."

Financial Metric	Value
Return on Capital (ROIC)	11.7%
Debt-to-Equity Ratio	134.6%
Sustainable Growth Rate	+13.1%

Growth Story

Cherry's growth trajectory is characterized by steady top-line expansion, with revenue rising from 454,655,643 SAR in FY 2024 to 517,889,778 SAR in FY 2025, and reaching 564,398,246 SAR over the trailing twelve months (TTM). This expansion is driven by a massive reinvestment strategy, as evidenced by a five-year... [\[Read full story\]](#)

Corporate Governance Profile

Rating: C

We track 8 key governance disclosures in our database.

Profitability Dynamics

Cherry demonstrates solid profitability, boasting a TTM operating margin of 30.47% and a net profit margin of 13.10%, translating to a NOPAT of 168,419,367 SAR. However, this profitability is highly capital-intensive. The company's TTM capital expenditures of 471,132,068 SAR outpace its operating cash generation,... [\[Read full story\]](#)

Risk & Capital Structure Factors

The primary risk facing Cherry lies in its aggressive capital structure and high leverage. The company's net debt-to-equity ratio stood at a substantial 1.98 as of March 31, 2026, with total debt reaching 998,474,430 SAR against cash reserves of only 36,647,817 SAR. This heavy reliance on debt is reflected in a high... [\[Read full story\]](#)