Multipurpose venues In Madina, Al jouf, Ha’il, Najran and Al Ahsa

INVESTMENT OPPORTUNITY

Entertainment Sector

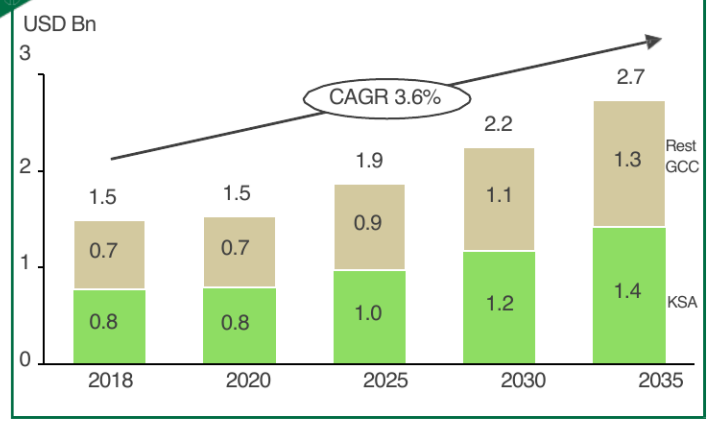
استثمر في السعودية
INVEST SAUDI

Multipurpose venues In Madina, Al jouf, **Ha'il,** Najran and Al Ahsa

OPPORTUNITY DESCRIPTION: Venue can host a variety of events of entertainment, sports, etc.

DEMAND

MARKET SIZE, USD



KEY DEMAND DRIVERS

- 6+MM Residents and inbound visitors in Madinah, Tabuk, Hail, Najran, Al Ahsa.
- 280+ Total distinct events held annually in Madinah, Tabuk, Hail, Najran and Eastern Province.
- 2 MM Average Predicted Number of Event attendees in Madinah, Tabuk, Hai'l, Najran and Eastern Province.
- 850+ Total Distinct Events held by 2030 in Madinah, Tabuk, Najran and Eastern Province.

INVESTMENT OVERVIEW

INVESTMENT HIGHLIGHTS

- Expected Investment size of USD 38.6 Million
- Plant capacity: 8K seats
- Expected IRR: 14%
- Payback period: 7 years
- NPV USD: 107 M
- Location (Region): Madina, Al jouf, **Ha'il,** Najran and Al Ahsa

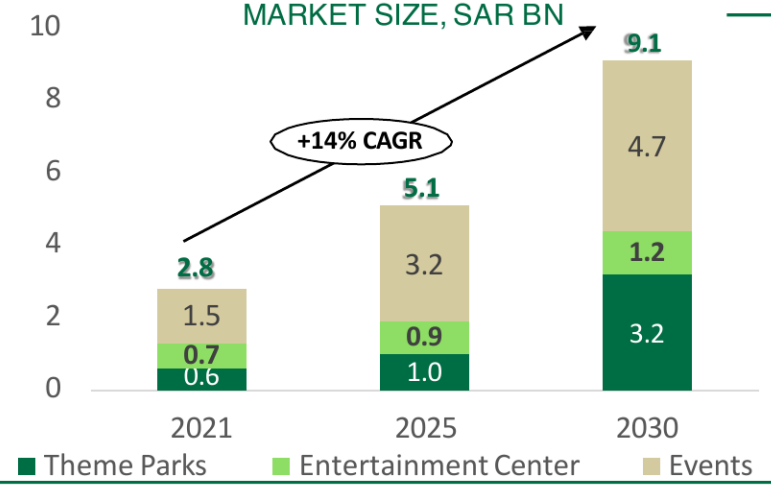
RAW MATERIALS

- Design and master planning
- Construction
- Venue management
- Manpower efficiency
- Security and crowd management

VALUE PROPOSITION

- Multiple adjustable sections / partitions.
- Adjustable stage with top quality lighting and sound instruments.
- Multiple seating configurations possible to suit a variety of events
- Fully air-conditioned halls with the option of an outdoor area

TARGETED KSA DESTINATION & LIVE ENTERTAINMENT MARKET SIZE, SAR BN



Multipurpose venues in Madina, Al jouf, **Ha'il,** Najran and Al Ahsa

Rationale

- Globally a large and growing market, Live events industry market size 2019-2030, USD BN.
- Live events industry is following fast recovery from the consequences of Covid-19.
- Emerging demand from events calendar and large number of attendees (local and global).

Investment models

- 100% private ownership
- Public-private partnership
- Asset utilization (e.g. land provided by government)

Success Factors

- Concerts
- Festivals
- Theatrical shows
- Sport shows

Potential sponsors / IPs

ENABLERS & INCENTIVES

- Access to finance through guarantees, loans, grants, equity.
- Land/ asset facilitation, lease/ rent waivers.
- Subsidies for utilities, wages, and training costs.
- Streamlined registration and other regulatory processes.
- Easier import inspection processes and tax exemption.
- Educational and training programs for workforce.
- Open and consistent data on data on demand, supply, land, IPs etc.

KEY STAKEHOLDERS

وزارة التجارة
Ministry of Commerce

وزارة الاستثمار
Ministry of Investment

GEA
الهيئة العامة للترفيه
General Entertainment Authority

وزارة الشؤون البلدية و القروية

Definitions

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Business drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Global trends	Latest business developments within the sector/product category
7	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
8	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
9	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
10	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
11	Enablers	Factors that enable investment in the underlying opportunity
12	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of $1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

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