

MALL FOR Makkah Manufactured PRODUCTS

- The project entails establishing a dedicated mall to promote "Makkah Manufactured" products, focusing mainly on products like souvenirs, crafts, local food and perfumes.
- Shopping is considered a key aspect of the Hajj and Umrah visitor's journey, whereby malls are the main shopping channel.
- The mall will target two segments of domestic and international visitors:
 - Pilgrims/visitors with mid to high spending behavior.
 - Umrah visitors with more frequent visits.
- This investment is expected to improve the quality of the visitor's journey as well as benefiting Makkah residents.

Reasons to invest

New era for the private sector

- The project is expected to target Hajj and Umrah visitors capitalizing on the expected number of over 30 million annual visitors by 2030.
- The land size for the project is 12,570m² and only 3.9km from the holly mosque.
- Average individual spending in Hajj is 600 SAR/night.
- Average Individual spending in Umrah is 522 SAR/night.



60M

Investment Value

Project location

Makkah

Key stakeholders

- Makkah Region Development Authority
- Ministry of Hajj and Umrah

Project contacts

Supporting entity: Saudi Arabian general investment authority

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Full Privatization

Business model



Building Online Reservation Platform for Pilgrims

Build a platform for the external agents and pilgrims from foreign countries. This platform shall take full information of hotels and valuations from existing platform and offer them to the Umrah pilgrims as to choose the hotel he/she desires and then choose the desired means of transportation

The opportunity requires the integration in the Ministry's platform and demonstrate of the supply of Jeddah, Mecca and Medina accommodations to be booked through the platform of the ministry with competitive offers and pricing packages so that the person determines the place of departure exit while performing the Umrah Journey and the platform should offer additional offerings and services that can be booked during his/her trip such as:-

- Types of Hajj and Umrah service company packages
- Train Route Options (Jeddah-Makkah-King Abdullah Economic City (KAEC)-Madinah)
- Bus Route Options (Jeddah-Makkah-Madinah)
- This investment is expected to improve the quality of the visitor's journey as well as benefiting potential visitors .

Reasons to invest:

- The government is committed to increase the number of visitors from 8M to 30M visitors by 2030, this will significantly be reflected on the number of visitors requiring the dedicated support of on line bookings.
- Infrastructure projects being executed to unlock the sector & Saudi Arabia's strategic Location, which would require the support of Online Booking Platforms:
 - Under 7 hours flight time away from European markets and Asian markets are generally just a 4 hour plane journey from KSA, connecting to more than 3.5 billion potential customers over three continents
 - Expansion of King Abdulaziz international airport in Jeddah is already underway with an aim to host 43 million passengers by 2025 and 80 million passengers by 2035
 - High speed Rail system Between Makkah-Madinah-Jeddah & KAEC able to transport 60 million passengers a year.
- Revenue in the Hotels segment forecast amounts to US\$894m in 2019.
- Revenue is expected to show an annual growth rate (CAGR 2019-2023) of 3.0%, resulting in a market volume of US\$1,005m by 2023.
- Makkah & Madinah are the most popular destinations to book an accommodation
- 50% reservations made in the Kingdom are in Makkah & Madinah by Muslim travelers.



5M

Investment Value

Project location

Across Makkah & Madinah region

Key stakeholders

- Ministry of Hajj and Umrah
- Saudi Commission for Tourism & National Heritage Makkah Municipality

Project contacts

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Full Privatization
Business model



Food Factory In Makkah

Hajj Season:

- The project entails constructing and operating a food factory in Makkah to produce a different cuisine types of packaged food to improve the dining experience of the entire Hajj pilgrims.

Umrah Season:

- Producing meals according to customer requirements in terms of size, quality and quantity and cuisine type then frozen in preparation for shipment.
- Meals will be distributed to the low scale hotels, licensed Hajj housing, Hajj/Umrah trip organizers and supermarkets/ grocery shops .

Reasons to invest

New era for the private sector:

- The project land offered by Gov for the investment for 25 years The Hajj pilgrims in 2018 reached (2,352,122) person.
- The Umrah visitors in 2018 reached to (19,079,279) person with 24% are low-mid income visitors.
- Total staying nights in 2017 for hajj and Umrah is 129.1 M night
- Currently there is 3846 licensed Hajj housing & 798 low scale Hotels.
- The project is expected to target Hajj and Umrah visitors capitalizing on the expected number of over 30 million annual visitors by 2030.



90 M

Investment Value

Project location

Makkah,
Plot 1 (54,017)m2
OR
Plot 2 (54,707)m2

Key stakeholders

Makkah Region Development Authority
Saudi Food & Drug Authority.
Ministry of Hajj & Umrah
Makkah municipality
Saudi Industrial Development Fund
Imarat Makkah

Project contacts

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BOT

Business model



Sacrifices waste management factory in Makkah

- The opportunity is to establish a factory to manage the large volume of waste from Sacrifices and sell the products produced.
- Purpose and beneficiaries:
- Processing and cleaning collected waste (e.g.: bowels, bones, blood, meat) to extract fat and protein.
- Factory will dispose waste coming out from processed products (e.g.: water, chemicals)
- Recycle various waste types coming from sacrifices' leftover to produce proteins and fat.
- Produce fat and protein from offerings and sacrifices' leftovers to produce other products.
- Ensure clean air nearby the pilgrimage sites
- The project is expected to capitalize on the growing number of Haj & Umrah visitors which is projected to translate into larger number animals sacrificed over the next years to reach 2.8 million by 2030

Reasons to invest:

- The government is committed to increase the number of visitors from 8M to 30M visitors by 2030, this will significantly be reflected on the number of visitors requiring sheep sacrifices
- Number of animals sacrificed expected to increase significantly over the next years to reach 2.8M by 2030
- Volume of waste from offerings and sacrifices to increase by ~60% by 2030 - reaching ~20K tons
- Value of the products produced from relevant waste types to reach ~23M SAR by 2030
- Currently, only ~55% of the visitor offering used to serve the poor people. However, processing the waste is expected to increase the use of the offering.
- Placing open containers for the collection of abattoir waste allows for the release of harmful gases as well as an unpleasant odor. Since the factory will require the waste to be stored properly, it is expected to improve the air quality.



88 M

Investment Value

Project location

Makkah City

Key stakeholders

- Islamic Development Bank
- Makkah municipality
- Ministry of Environment, Water and Agriculture
- Saudi Food & Drug Authority.
- Ministry of Haj j& Umrah

Project contacts

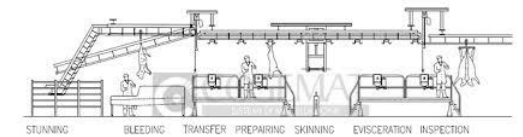
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Concession

Business model



Building a digital transformation platform

Enhancing Digital Experience through out the Journey of Hajj & Umrah through the provision of practical intelligent solutions for ministry This includes; crowd management solutions, video surveillance security solutions & Big Data analytics, mobile phone integrated solutions & an End-to-end Internet of Things (IoT) Solution through an open unified connection management intelligent platforms. The project entails developing solutions to monitor, steer, and manage the crowd during Hajj and Umrah including Tracking and monitoring tools & Sensor and biometric identification.

Reasons to invest:

Infrastructure projects being executed to unlock the sector, which would require the support of crowd management:

- King Abdul-Aziz airport:
 - Capacity for 35 millions by 2030
 - Three-phase project.
 - Expected to operate in Q2 2019
- Haramain High Speed Rail Project:
 - 450-km-long, designed to serve 60 million passengers annually
 - Links Jeddah, Makkah, Madinah and KAEC
- Makkah Metro project:
 - Launched; first is 11 km and includes 7 stations
- The Grand Mosque Expansion:
 - The third phase of the expansion to accommodate more than 2M worshippers at the same time. Expansion includes:
 - Key roads linking to the mosque
 - Infrastructure (e.g.: electricity, water management)

As the government is committed to increase the number of visitors from 8M to 30M visitors by 2030, this will significantly be reflected on the number of visitors requiring the dedicated support of crowd management



2 BN

Investment Value



PPP

Business model

Project location

Across Makkah region

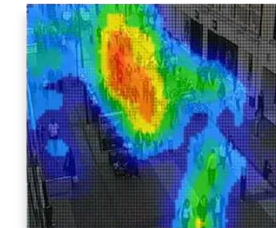
Key stakeholders

- Ministry of Hajj and Umrah
- Ministry of Interior
- Makkah Municipality

Project contacts

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إخلاء مسؤولية

تخضع الخدمات والمواد التي تقدمها الهيئة العامة للاستثمار للشروط والأحكام القياسية المتبعة فيها (والتي يمكن الحصول على نسخة منها عند الطلب) أو لأي اتفاق آخر تكون الهيئة العامة للاستثمار قد أبرمته في وقت سابق. ولا تقدم الهيئة العامة للاستثمار أي استشارة قانونية أو محاسبية أو ضريبية. إذ يتعين على العميل الحصول على مشورة مستقلة فيما يتعلق بهذه المسائل، حيث قد تؤثر هذه المشورة على التوجهات المقدمة من قبل الهيئة العامة للاستثمار. ولن تتعهد الهيئة العامة للاستثمار بتحديث هذه المواد بعد تاريخ صدورها، حتى وإن تقادمت المعلومات الواردة فيها وفقدت دقتها مع مرور الوقت.

يتمثل الهدف من المعلومات الواردة في هذا العرض التقديمي في الاستخدام الحصري من قبل مجلس الإدارة أو الإدارة العليا لدى العميل، ولأغراض الموضحة في العرض دون غيرها. ولا يجوز نسخ هذه المعلومات أو الإفصاح عنها لأي شخص أو هيئة خلاف العميل ("الأطراف الثالثة") إلا بموافقة كتابية مسبقة من الهيئة العامة للاستثمار. ولا تعدو هذه المعلومات إلا أن تكون محور تركيز للمناقشة، وتُعد غير كاملة ما لم تقترن بشرح شفهي، ولا يمكن الاعتماد بها كوثيقة مستقلة بذاتها. كما لا يجوز للأطراف الثالثة، وليس من المستساع لهم، الاعتماد على هذه المعلومات لأي غرض كان. وفي نطاق ما يجيزه القانون (وما لم تتفق الهيئة العامة للاستثمار على خلافه بموجب محرر كتابي موقع عليه)، لا تتحمل الهيئة العامة للاستثمار أي مسؤولية تجاه أي طرف ثالث؛ ويتنازل كل طرف ثالث بموجبه عن أي حقوق أو مطالب تجاه الهيئة العامة للاستثمار فيما يتعلق بالخدمات أو هذا العرض أو أي مواد أخرى، أو دقتها أو مدى اكتمالها. ويُعتبر استلام هذه الوثيقة والاطلاع عليها بمثابة الموافقة على ما سبق والعلم به.

لا تقدم الهيئة العامة للاستثمار أي رأي يتعلق بالنزاهة أو أي تقييم لمعاملات في السوق، وليس في هذه المعلومات ما يُعتمد عليه أو يُفسر على هذا النحو. وذلك مع العلم بأن ما ورد في هذه المعلومات من تقييمات مالية، ومعلومات حول توقعات السوق والتوقعات المالية، وما تم التوصل إليه من استنتاجات كلها يعتمد على منهجيات تقييم معيارية، وليست توقعات مؤكدة ولا تضمن الهيئة العامة للاستثمار صحتها. ولقد استعانت الهيئة العامة للاستثمار بما قدمه إليها العميل من بيانات وافتراضات عامة وسرية، أو أيهما، دون أن تتحقق بصفة مستقلة من صحة هذه البيانات والافتراضات المستخدمة في هذه التحليلات، مع العلم بأن أي تغيير في البيانات الأساسية والافتراضات التشغيلية سوف يؤثر على التحليلات والاستنتاجات.