

**[ALBUHAIRAT LAND DEVELOPMENT PROJECT]**  
INVESTMENT OPPORTUNITY  
**[REAL ESTATE]**

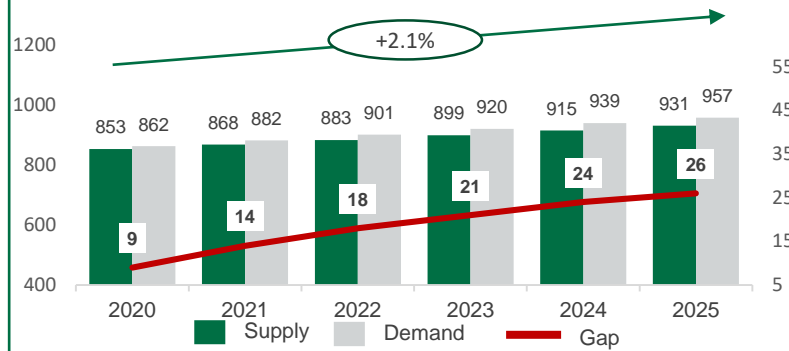


# ALBUHAIRAT LAND DEVELOPMENT PROJECT

**OPPORTUNITY'S DESCRIPTION:** Opportunity for residential (8,200 units) and commercial development in North of Jeddah.

## DEMAND

### MARKET SIZE, '000 units



The demand and supply shown above are residential units for Jeddah city

## INVESTMENT OVERVIEW

### INVESTMENT HIGHLIGHTS

- Expected Investment size of USD 1.9 Bn
- Investment model: Sub-Development Agreement with NHC, the Master Developer
- Location: Northwest of Jeddah city

### VALUE PROPOSITION

- There is unmet demand for housing in KSA illustrated by low home ownership among Saudi families ~ 53% in 2019. Government is supporting to increase it to 70% by 2030 through the Housing Program and Sakany initiative
- Real estate is a high priority sector for Saudi Arabia and is supported by the government through Ministry of Housing initiatives, including Sharakat (partnership to codevelop properties), Wafi (marketing support for selling off plan units), Etmam (developer services centre providing certificates and licenses for removing obstacles and fast-track development)

### KEY DEMAND DRIVERS

- Increasing demand for housing units in KSA due to growing population (2% CAGR over next five years) and reducing household size
- Saudi Arabia is a young country with ~45% of the population comprising of citizens in the age group of first time home owners and soon to enter the working class
- Low home ownership in KSA is spurring demand for housing among Saudi families
- Government support for developing the nascent mortgage financing market will lead to higher demand for residential units
- The need for "Quality of Life" Projects that offer a modern and environment friendly communities

## MARKET OVERVIEW

- Availability of various housing units in the neighborhood including attached and detached villas
- The Red Sea project is one of the most prominent under development projects directly adjacent to the project location from the southern side
- The project is located near Lakes City which has access to a yacht marina and luxury hotels and also Thahban Park, which provides recreation activities and sports

### AVERAGE PRICES

Average unit size (sqm)	Average price (USD)/ sqm	Average price per unit (USD)
300	830	250,000

## PROJECT OVERVIEW

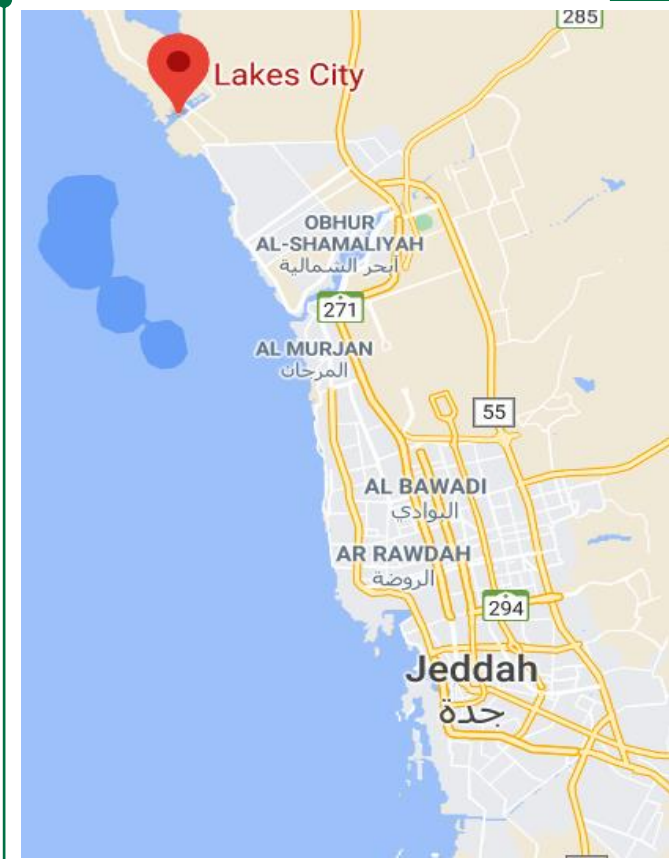
Land use	Area (sqm)	Number of units	%
Residential <sup>1</sup>	2,092,585	8,200	54.8%
Public services	433,269	--	11.3%
Green areas	172,290	--	4.5%
Water bodies	130,500	--	3.4%
Roads and parking	994,538	--	26.0%
<b>Total</b>	<b>3,823,182</b>	<b>--</b>	<b>100.0%</b>

<sup>1</sup> Includes 6,600 villas and 1,600 apartments

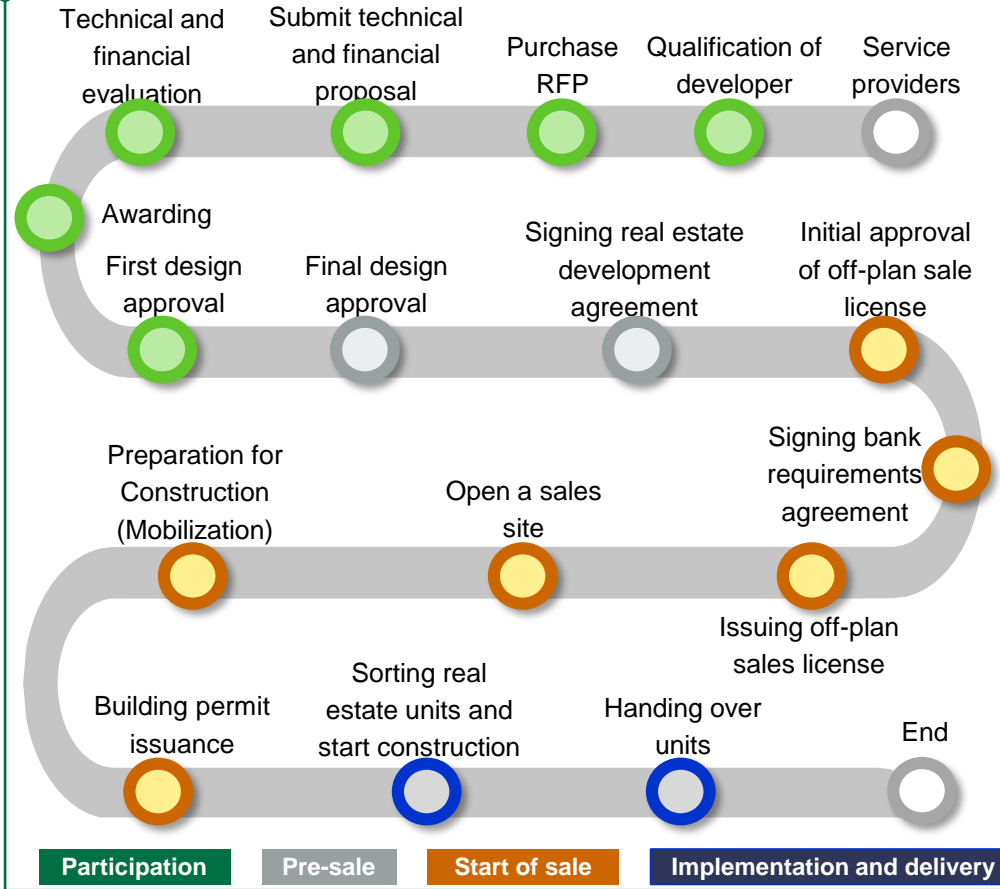


# ALBUHAIRAT LAND DEVELOPMENT PROJECT

## PROJECT LOCATION



## INVESTOR JOURNEY ON MINISTRY LANDS



## ENABLING FACTORS

### ENABLERS

- Developed lands or raw lands based on the tendered project
- Assist to obtain higher floor area ratios (FAR)
- Expedite attainment of permits and approvals
- Engage with NHC in Investment agreement which enhance project power

## COST OF DOING BUSINESS IN KSA

Factor	Ranking Amongst Regional Peers
Macroeconomic risk (100=high)	30
Productivity adjusted wages	\$3.3 /hour
Ease of getting credit (0 – 100)	50
Contract enforcement (0-100)	55
Construction Costs (Indexed to US, % 0 is cheapest)	74

## KEY STAKEHOLDERS



# 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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