

Abha, Khamis Mushait, and Ahad Rafidah Bus Stop Stations Project

INVESTMENT OPPORTUNITY

Transport and Logistics

Abha, Khamis Mushait, and Ahad Rafidah Bus Stop Stations Project

OPPORTUNITY'S DESCRIPTION: Opportunity for establishing bus stop stations in three cities (Abha, Khamis Mushait, and Ahad Rafidah) supporting the public transport service in those cities.

INVESTMENT OVERVIEW



INVESTMENT HIGHLIGHTS AND VALUE PROPOSITION

- The National Transport and Logistic Strategy 2030 aims to increase the public transport sector from 10% to 15% by 2030.
- The Saudi Government has developed multiple initiatives to achieve the strategic objectives, many of which is the bus public transport in Abha, Khamis Mushait, and Ahad Rafidah.
- The ultimate purpose of the project is to provide the proper infrastructure for the bus public transport.
- The bus stop stations should have information panel and waiting seats or/and air-conditioned (open or closed) areas, pedestrian crossing places
- 13 Lines +321 Km +196 Bus Stop Station +55 Bus + 165 Drivers

OPPORTUNITY STRUCTURE

- The opportunity allows the international and local entities to participate in Abha, Khamis Mushait, and Ahad Rafidah bus public transport infrastructure.
- One-time contract offered by the government

KEY DEMAND DRIVERS

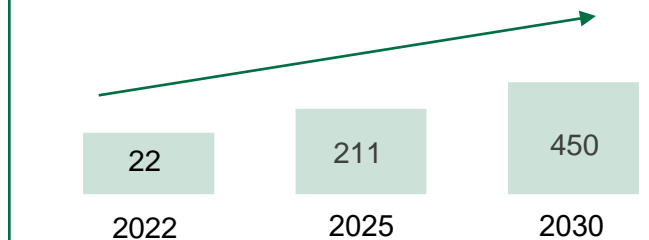
- Driving demand by provision of high quality, safe, reliable, efficient services.
- The National Tourism strategy has various initiatives currently underway on improving connectivity, provision of transport services and increasing number of visitors to KSA.
- Introduction of competition, mitigation and recover from Covid impact, improvement in transport infrastructure and adoption of international best practices.

MARKET OVERVIEW

MARKET READINESS AND COMPETITOR ANALYSIS

- This project is considered to be a greenfield project with no competition as it is governmental contractor project.

INTRACITY MARKET FORECAST In KSA, MN PAX



- expecting market to grow to 450mn Trip by 2030

Transport & Logistic Sector

Abha, Khamis Mushait, and Ahad Rafidah intracity Bus Project

SUPPLY

SCALABILITY AND LOCALIZATION

Grade: Low Medium High

- The opportunity intends to utilize best international practices with/out involvement from international operators
- This project will be exclusive to serve the intracity public transportation.

IMPORT DEPENDENCY

- The project involves building/ procurement of bus stop station, waiting seats, air-conditioned, open or closed areas, pin cans which can be sourced from local manufacturers and building pedestrian crossing places.

ENABLING FACTORS

ENABLERS

- Foreign companies are eligible to participate in this project
- The project is fully funded by the government
- Exclusivity to intracity routes bus stop stations

Bus Stop Stations

The sequence of movement including the components of the bus stop station for passengers



Entry	Information	Tickets	Platform
<ul style="list-style-type: none"> Shelters Seats Bin cans Lighting Cycle parking 	<ul style="list-style-type: none"> Stop identification sign Zone information Real-time passenger information Public address system Etc. 	<ul style="list-style-type: none"> Fare machine or fare could be paid at the bus 	<ul style="list-style-type: none"> Public bus transport

*Non-exhaustive

KEY STAKEHOLDERS



أمانة منطقة عسير
ASIR MUNICIPALITY

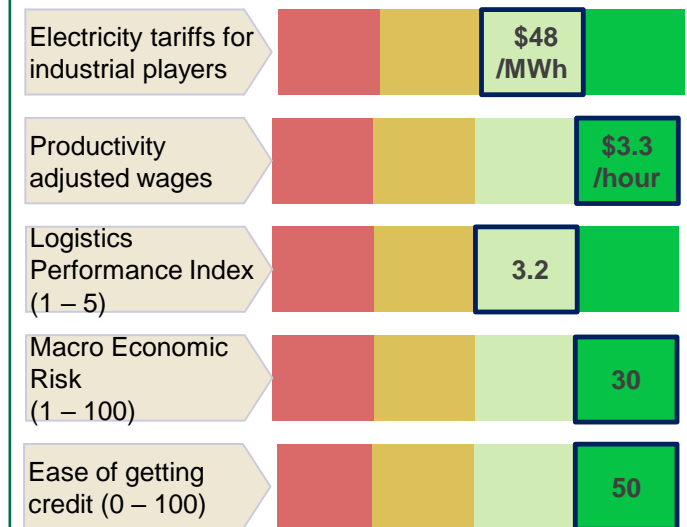


هيئة تطوير
منطقة عسير
Asir Development Authority



Cost of doing business in KSA

Factor Ranking amongst regional peers



Bottom 25% Top 75% Top 50% Top 25%

Definitions

#	Scorecard section	Definitions
1	Market size	<ul style="list-style-type: none"> 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	Demand drivers	<ul style="list-style-type: none"> A selected number of factors that would potentially influence future demand for the related product/service
3	Investment highlights	<ul style="list-style-type: none"> An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	<ul style="list-style-type: none"> Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	<ul style="list-style-type: none"> An overview of KSA market structure, market maturity and level of participation by local and global players
6	Competitor analysis	<ul style="list-style-type: none"> List of the local & international players manufacturing the underlying product in Saudi Arabia and their market share
7	Global trends	<ul style="list-style-type: none"> Latest business developments within the sector/product category
8	Scalability and localization	<ul style="list-style-type: none"> Ease of scaling the business across the value chain or into new adjacent products (adjacent opportunities) or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
9	Import dependency	<ul style="list-style-type: none"> An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
10	Value chain analysis	<ul style="list-style-type: none"> The process or activities that would potentially need to be carried out to deliver the underlying product or service
11	Key stakeholders	<ul style="list-style-type: none"> Government Institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
12	Enablers	<ul style="list-style-type: none"> Factors that enable investment in the underlying opportunity
13	Cost of doing business in KSA	<ul style="list-style-type: none"> Key factors that position KSA as a competitive destination for investment in the region

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