

# Al Jouf Private National Early Years Schools

Investment Opportunity – Early Years

EDUCATION – August 2022





# Al Jouf Private National Early Years Opportunity

**OPPORTUNITY DESCRIPTION:** Invest in KSA's education sector by establishing high-quality, Private National Early Years centers in Al Jouf

## OPPORTUNITY OVERVIEW

### Adoption of Early Years in Al Jouf



The Early Years GER\* in Al-Baha is low (~34%); KSA government has set targets to **increase the GER\* to ~90% across the Kingdom by 2030**, outlining headroom for growth

Early Years Adoption in KSA



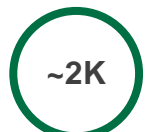
Early Years GER\* (AY20), Al Jouf



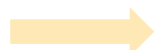
Kingdom wide Target Early Years GER\*



Total Pvt. national EY Enrolment, Al Jouf



AY20

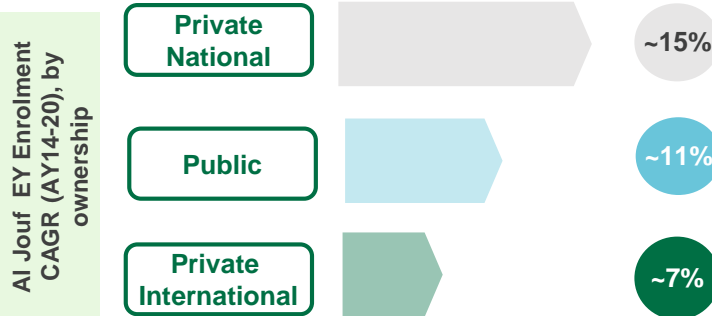


AY30F

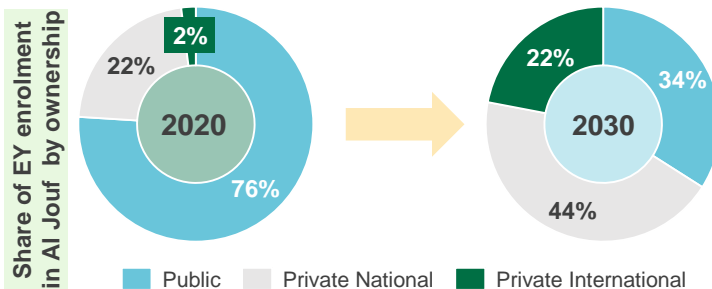
### Al Jouf Early Years Market Overview



Private National is the **fastest growing** segment in Al Jouf Early Years market



Private National segment's enrolment share is expected to **double by 2030** and reach ~44% based on **historical growth rates**



### Growth Drivers and Market Outlook

There're multiple growth drivers for EY centers in Al Jouf

- 1 Growing relevant age population** (~2.1% growth p.a.) from 2009 till 2019
- 2 Investment Development projects** "Al-Jouf Boulevard" project, which is distinguished by its vital location, it includes a range of services, facilities and restaurants, in addition to cinemas, a health club and a hotel, on an area of more than 22,000 square meters. investment project for an integrated entertainment city, and a model educational complex designed according to Latest Models



Additional students to be accommodated in new private national Early Years centers in Al Jouf by 2030F: ~12K

New private National EY centers to be set-up in Al Jouf by 2030F (assuming a scale of 200 students per center): ~118

Estimated Investment required (assuming ~SAR 7-10M capital outlay per center): ~SAR 0.8-1.2B

Source: General Authority of Statistics; Ministry of Education; Survey of early years centers in Al Jouf

Note 1: year 2019 population is ~532K GER\*: Gross Enrollment Ratio

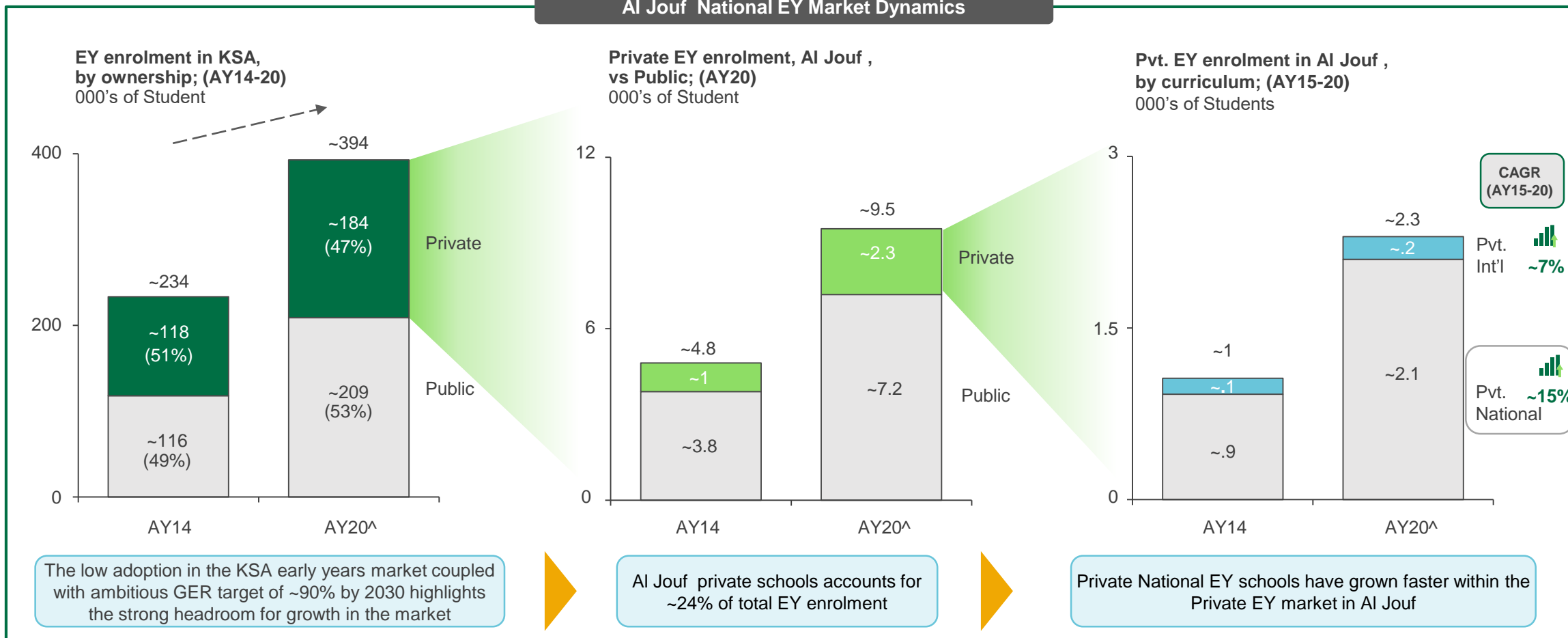


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## Al Jouf EARLY YEARS MARKET OVERVIEW

### Al Jouf National EY Market Dynamics



Note: AY refers to the Academic Year, which typically runs from Sept – May in KSA; ^ AY21 has not been showcased due to one-off impact on enrolments due to ongoing pandemic

Source: General Authority of Statistics; Ministry of Education; KSA Open Data



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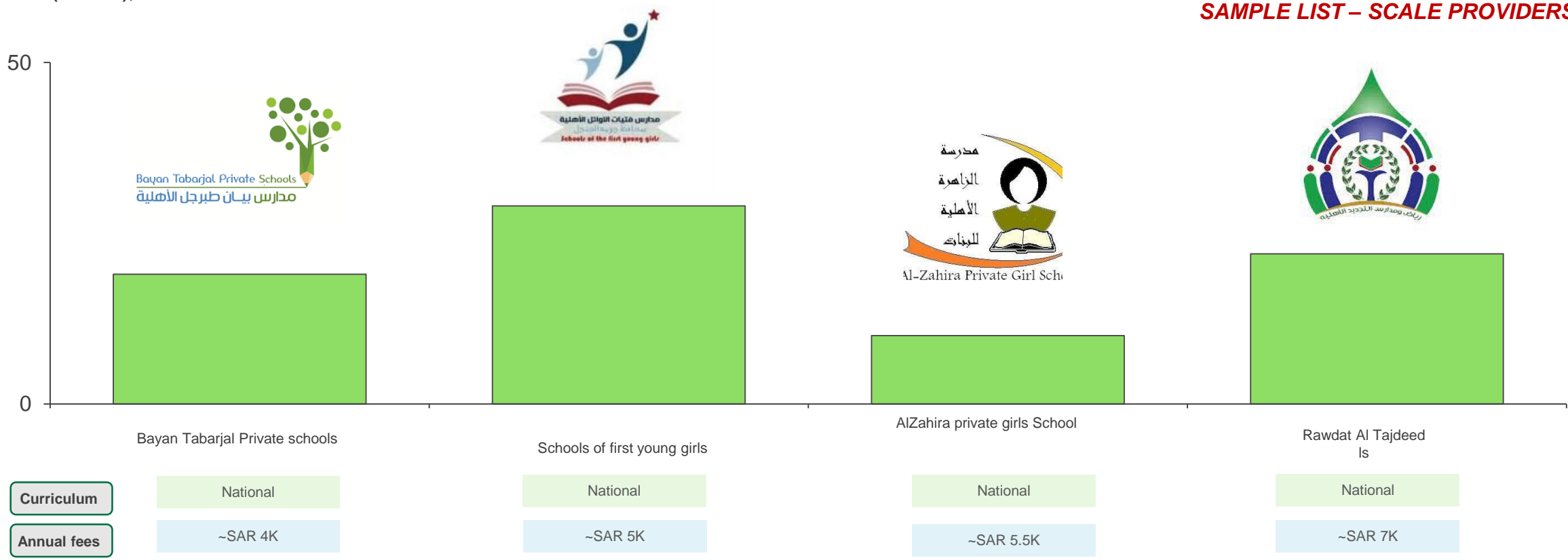
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## AI Jouf EY MARKET ASSESSMENT AND COMPETITIVE LANDSCAPE

**INDICATIVE**

### Al Jouf Pvt. National EY Providers

Enrolment in Private National EY Schools, Al Jouf (AY2021); Number of students



**SAMPLE LIST – SCALE PROVIDERS**

Source: Industry Participant Discussions; Provider websites Note: \*Enrolment for AY21



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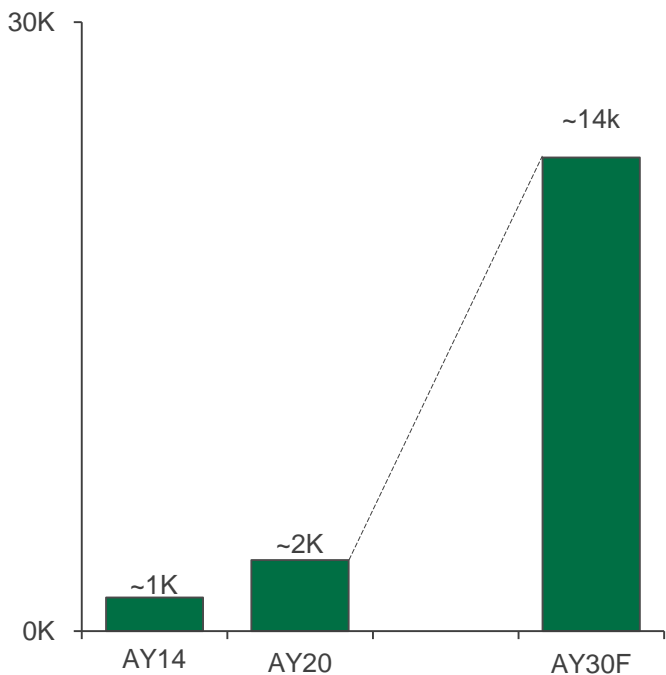
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## FINANCIAL CONSIDERATIONS

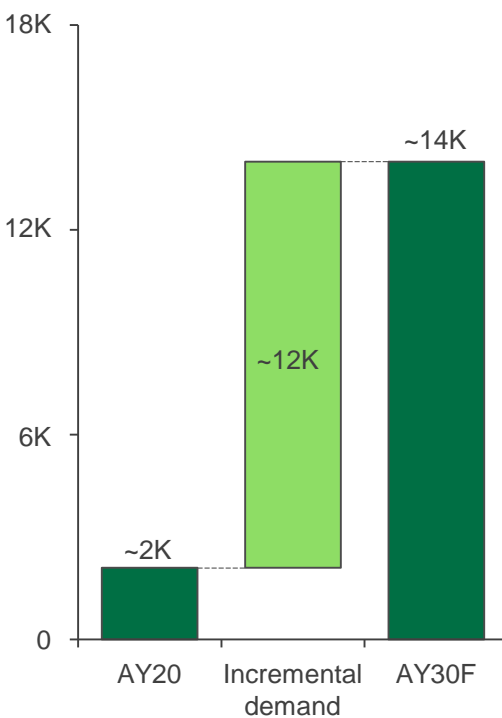
*INDICATIVE*

### Enrolment forecast and unmet demand

**Al Jouf Private National curriculum EY enrolment forecast (AY15-20, AY30F)**  
Number of students



**Required additional capacity estimation, EY National segment, Al Jouf ; (AY2020-30F);**  
000's of seats



**Additional students in new private National EY centres by 2030F**



**Number of new private National EY Schools to be opened**



**Capital outlay expense required per new center**



**Investment required to establish ~106 new private National EY Schools**



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