

AL Asalah

INVESTMENT OPPORTUNITY SCORECARD

REAL ESTATE

21 February 2023



REAL ESTATE AL Asalah

Riyadh – Location

OPPORTUNITY'S DESCRIPTION: Al-Asalah is characterized by a strategic location and a natural environment within the urban range of the southern side of the city of Riyadh at the junction of a network of main roads.

Public / متاح

High Potential

Moderate Potential

Low Potential

DEMAND

MARKET DEMAND

Increasing demand for housing units in KSA due to growing population (2% over the next three years) to reach 38.6 million by 2024 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 homeowners and soon to enter the working class

Riyadh region currently shows a high demand in housing units with total number of beneficiaries reaching 147,000

The type of units available for sale in Riyadh varies between villas and apartments with higher majority to apartment complexes (covers approx. 72%)

INVESTMENT HIGHLIGHTS

- Expected Investment size: USD 357 Million
- Investment model: Sub-Development Agreement with NHC, the Master Developer

VALUE PROPOSITION

- The Vision 2030 aims to encourage Saudi families and foreigners to invest in housing opportunities. The kingdom intends on increasing the number of residential developments in the kingdom and maintaining proper channels to ensure citizens' satisfaction such as the housing program. And diversify the kingdom's revenue source from oil by investing in its commercial and industrial potential.
- While the Vision 2030 objectives span across political, legal, social, economic, environmental and technological factors, a range of specific targets will have a direct positive impact on the real estate sector
 - Increase the Kingdom's capacity to welcome Umrah visitors from 8 million to 30 million every year
 - To more than double the number of Saudi heritage sites registered with UNESCO
 - Improve ranking of educational institutions, such as Saudi universities

PROJECT OVERVIEW

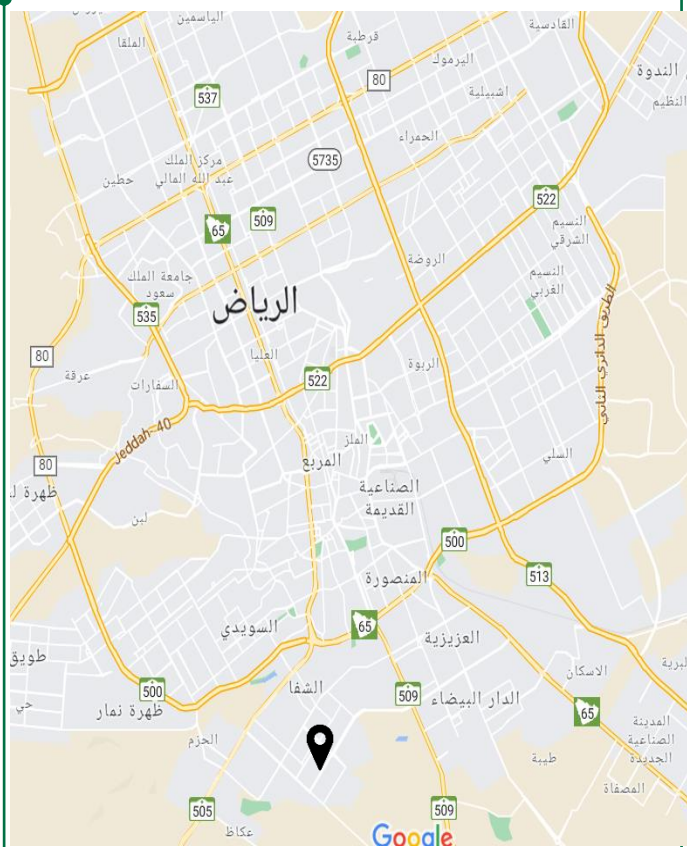
• AL Asalah

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The project consists of an integrated residential environment of vital facilities and service facilities such as commercial centers, health centers, high-level schools, mosques, community centers, and security services. In addition to its distinction in meeting all tastes and desires and its uniqueness in responding to the aspirations of those looking for a modern lifestyle.

Area (sqm)	Unit type	Number of units
3,858,862	Villas - Town house	1,676

PROJECT LOCATION



COORDINATES:

INVESTOR/ DEVELOPER ROLE



Studies, design and permits

The developer will be responsible for conducting all the necessary studies to secure commercial aspects of the project, develop all the designs of the project, and obtain the necessary government permits



Financing

The developer will bear the burden of securing funding of the project, whether through private sources, financing entities, or mix of various financing instruments



Operations and maintenance

The developer will be responsible for the operations and maintenance either by himself or through another professional entity



Marketing and leasing

The developer will be responsible for marketing and leasing out the commercial units in the project



Execution

The developer will be responsible for the execution of all aspects of the project

ENABLING FACTORS

ENABLERS

- Developed lands or raw lands based on the tendered project
- Expedite attainment of permits and approvals
- Competitive land price for developers
- NHC support in form of cash investment, and investment agreement which can enhance the project's potential

KEY STAKEHOLDERS



وزارة الاستثمار
Ministry of Investment



Jeddah
Municipality



الهيئة الملكية لمدينة مكة
المكرمة والمشاعر المقدسة
ROYAL COMMISSION FOR
MAKKAH CITY AND HOLY SITES



وزارة الشؤون البلدية
والقرية والإسكان
Ministry of Municipal Rural Affairs & Housing



بنك الإسكان
National Housing Bank



بنوك الاستثمار البلدي
FURAS | Gate to Municipal Investments



مركز خدمات المطورين
DEVELOPERS SERVICES CENTER



إتعام

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DEFINITIONS

#	SCORECARD SECTION	DEFINITION
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	Demand 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	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
7	Enablers	Factors that enable investment in the underlying opportunity
8	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region

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