



ECONOMIC AND INVESTMENT MONITOR, SAUDI ARABIA

Q1 2025

King Salman Bin Abdulaziz Al-Saud

Custodian of the Two Holy Mosques,

My primary goal is to be an
exemplary and leading
nation in all aspects, and I
will work with you in
achieving this endeavor.



Prince Mohammed bin Salman bin Abdulaziz Al Saud

HRH Crown Prince and Prime Minister

Our nation holds strong investment capabilities, which we will harness to stimulate our economy and diversify our revenues.



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Abbreviation List

Bn	Billion
Capex	Capital Expenditures
CPI	Consumer Price Index
FDI	Foreign Direct Investment
GASTAT	General Authority for Statistics
GDP	Gross Domestic Product
GFCF	Gross Fixed Capital Formation
ICT	Information Communications Technology
IMF	International Monetary Fund
IPI	Industrial Production Index
LLC	Limited Liability Companies
MISA	Ministry of Investment of Saudi Arabia
Mn	Million
MoF	Ministry of Finance
NIS	National Investment Strategy
NOMU	Parallel Market Index
OECD	The Organization for Economic Cooperation and Development
OPEC	The Organization of Petroleum Exporting Countries
OPEC+	A group of OPEC and non-OPEC oil-producing states
PMI	Purchasing Managers' Index
PoS	Points of Sale
REPI	Real Estate Price Index
SADAD	National Electronic Bill Presentment and Payment
SAIBOR	Saudi Arabian Interbank Offered Rate
SAMA	Saudi Central Bank
SAR	Saudi Riyals
SMLLC	Single-member Limited Liability Company
SMEs	Small and Medium Enterprises
Tadawul	The Saudi Stock Exchange
TASI	Tadawul All Share Index
WEO	World Economic Outlook
WB	World Bank
WPI	Wholesale Price Index

Executive Summary (1/2)

- **The International Monetary Fund (IMF)**, in the World Economic Outlook (WEO) April 2025, projects **global growth** at 2.8% in 2025 and 3.0% in 2026.
- The OECD's latest data issued in April 2025 indicate that the **global FDI inflows** to increase by 234.2% in Q4 2024 compared to the same period of previous year,
- **The Global Industrial Production (PMI)** recorded a slight increase of 0.1% YoY, at an average of 50.3 points in Q1 2025, thus remaining stable at the same level recorded in the same quarter of 2024.
- **Natural gas prices** in the **US gas markets** increased during Q1 2025 by 93% compared to Q1 of the previous year. As for **European gas markets**, natural gas prices increased by 64% in the same period.
- The IMF projects **the Saudi economy's GDP** to grow at 3.0% and 3.7% in 2025 and 2026 respectively.
- According to the GASTAT flash estimates, **Real GDP** increased by 2.7% in Q1 2025. This is driven by a 4.2% growth in non-oil activities and a 3.2% increase in government activities.
- In Q4 2024, the **Saudi Unemployment Rate** reached 7.0%, a decrease of 0.8 percentage points compared to Q3 2024.
- **Points of Sale (PoS)** transactions and **SADAD payments** grew by 8.7% YoY and 17.9% YoY, respectively in Q1 2025. Cash withdrawals also grew by 3.4% YoY.
- **Money Supply** grew by 8.2% YoY in Q1 2025, driven by an increase in time and savings deposits by 27.5% for the same period.
- **Reserve assets** recorded a decrease of 0.2% YoY in Q1 2025, due to a 3.7% decline in the investment in foreign securities.
- **Consumer Price Index (CPI)** average recorded 2.1% in Q1 2025, compared to 1.7% in the same quarter of the previous year.

Executive Summary (2/2)

- **Tadawul All Share Index (TASI)** declined by 3.0% by the end of Q1 2025. In contrast, the Parallel Market Index (NOMU) rose by 19.4% in the same period.
- **Non-oil exports** increased by 17.5% in Q4 2024, reaching SAR 82.2 billion, compared to SAR 70.0 billion during the same period in 2023. In February 2025, Non-oil exports* increased by 14.3% YoY.
- **The nominal gross fixed capital formation (GFCF)** recorded SAR 1,331 billion in 2024; a growth by 4.5% YoY.
- In 2023, **FDI inflows** amounted to SAR 96 billion, exceeding the NIS target of SAR 83 billion by 16% (actual performance vs. NIS target)
- **The FDI stock** recorded SAR 897 billion in 2023; a growth of 13.4% compared to 2022, reflecting the outcomes of recent reforms aimed at improving the investment ecosystem in the Kingdom.
- Saudi Arabia has achieved advanced positions in several **global indicators**, raking 1st **among the G20** in both the National Context Index for 2024 and Population Growth for 2023, as well as maintaining the first place globally in the ease of starting a business for 2024.
- MISA seeks to promote local investment and attract foreign investment. It also organizes and participates in a variety of events. In Q1 2025, MISA took part and organized in **14 local and international events** in different fields
- Chapter Four highlights **humanizing of cities and its role in enhancing quality of life across Saudi Arabia**. It also sheds light on key national initiatives that have supported the achievement of livability objectives in cities, and underscores the private sector's role as a key partner in advancing urban quality of life in the Kingdom.



01 GLOBAL ECONOMY

I: Economic Growth
i. Global Economy Outlook

The International Monetary Fund (IMF), in the World Economic Outlook (WEO) April 2025, projects **global growth** at 2.8% in 2025 and 3.0% in 2026, with a decrease of 0.5 percentage points and 0.3 percentage points than the WEO January 2025. The Fund lowered the projection for **advanced economies** for 2025 by 0.5 percentage points to reach 1.4%, the IMF also revised down its projections for **emerging markets and developing economies** by 0.5 percentage points to reach 3.7% in 2025. This slowdown is due to the swift escalation of trade tensions and extremely high levels of policy uncertainty are expected to have a significant impact on global economic activity.

Regarding Saudi Arabia, the IMF projected that **the Kingdom's** GDP will grow by 3.0% in 2025, revised down by 0.3 points compared to the projections of WEO January 2025. As for 2026, the IMF also revised down its projections to reach 3.7% with a decrease of 0.5 percentage points than the WEO January 2025.

Growth Rate (Real GDP, Annual Percent Change, %)	2023	2024	2025*	2026*
Global Economy	3.3	3.3	2.8	3.0
Advanced Economies	1.7	1.8	1.4	1.5
Emerging Markets and Developed Economies	4.4	4.3	3.7	3.9
Saudi Arabia	0.5**	1.8**	3.0	3.7
United States	2.9	2.8	1.8	1.7
China	5.2	5.0	4.0	4.0
Japan	1.5	0.1	0.6	0.6
India	8.2	6.5	6.2	6.3
Euro Area	0.4	0.9	0.8	1.2

Source: IMF (WEO April 2025)
*Projections
** Source: GASTAT

ii. Inflation

The IMF, in the WEO April 2025, projects a decline in **global inflation** from 4.3% in 2025 to 3.6% in 2026. The IMF projects inflation for **advanced economies** to decline from 2.5% in 2025 to 2.2% in 2026. Although inflation is still on a downward trend, it remains above pre-November 2024 levels, due to geopolitical tensions, the imposition of tariffs, and slowing global growth.

Inflation rate (%)	2023	2024	2025*	2026*
Global Economies	6.7	5.7	4.3	3.6
Advanced Economies	4.6	2.6	2.5	2.2
Emerging Market and Developing Economies	8.1	7.8	5.5	4.6

Source: IMF (WEO , April 2025)

*Projections

iii. Global Investment

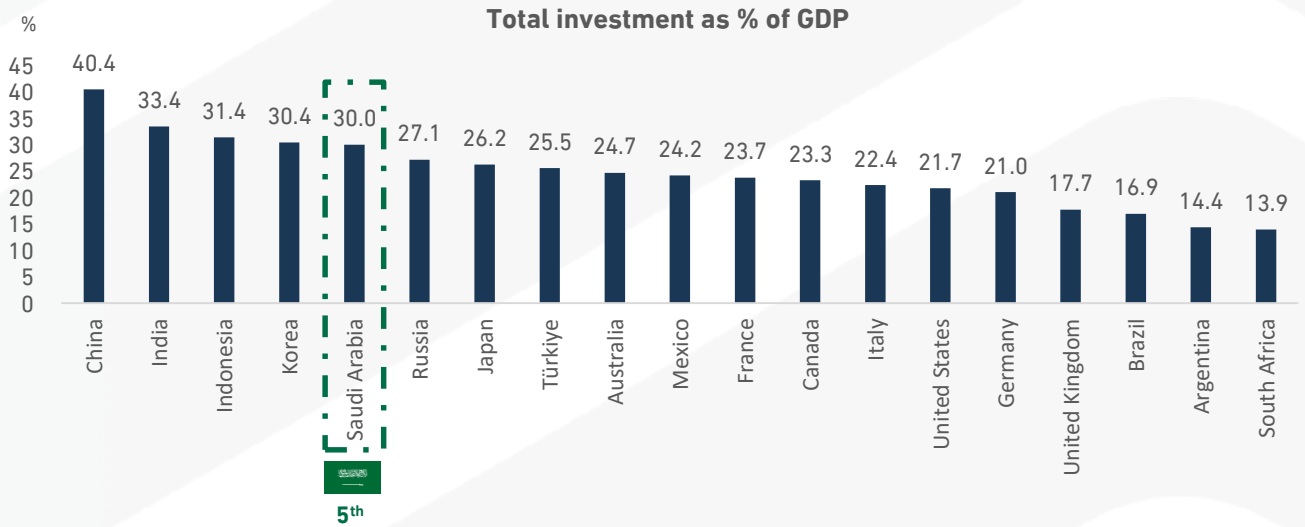
According to the **IMF's investment data** in WEO April 2025, the global investments expected to reach 25.9% (**as % of GDP**) in 2025, lower than its 26.1% in 2024, due to a decline in global investments contribution to the GDP in advanced economies, the G7, and the Euro Zone. The fund expects the global investment share to GDP to recover in 2026, reaching 26.2%.

Investment (% of GDP)	2022	2023	2024	2025*	2026*
Global Economy	27.4	26.4	26.1	25.9	26.2
Advanced Economies	23.4	22.5	22.3	22.0	22.2
The Group of Seven (G7)	22.7	22.0	22.0	21.6	21.7
Emerging market and developing economies	33.1	32.1	31.5	31.6	31.9
Euro Zone	23.8	22.3	21.1	20.8	21.0

Source: IMF (WEO, April 2025)

*Projections

According to the IMF, Saudi Arabia ranked **5th** among the G20 countries in terms of total investment as % of GDP in 2024.



Source: IMF (WEO, April 2025)

* Includes total investments as a % of nominal GDP (total value of GFCF and changes in inventories)

3.1 Foreign Direct Investment (FDI) Inflows

The **OECD's** latest data issued in April 2025 indicate that the **global FDI inflows** to increase by 234.2% in Q4 2024 compared to the same period of previous year, and the FDI inflows into the OECD countries have increased by 60.1% for the same period, While the G20 countries, the FDI inflows decreased by 19.2% in Q4 2024

According to the **UNCTAD World Investment Trends Monitor report** issued in January 2025, global FDI is expected to decline by 8% in 2024. While FDI may grow moderately in 2025, this is due to improved financing conditions and a rise in mergers and acquisitions, despite ongoing risks an persistent investor uncertainty.

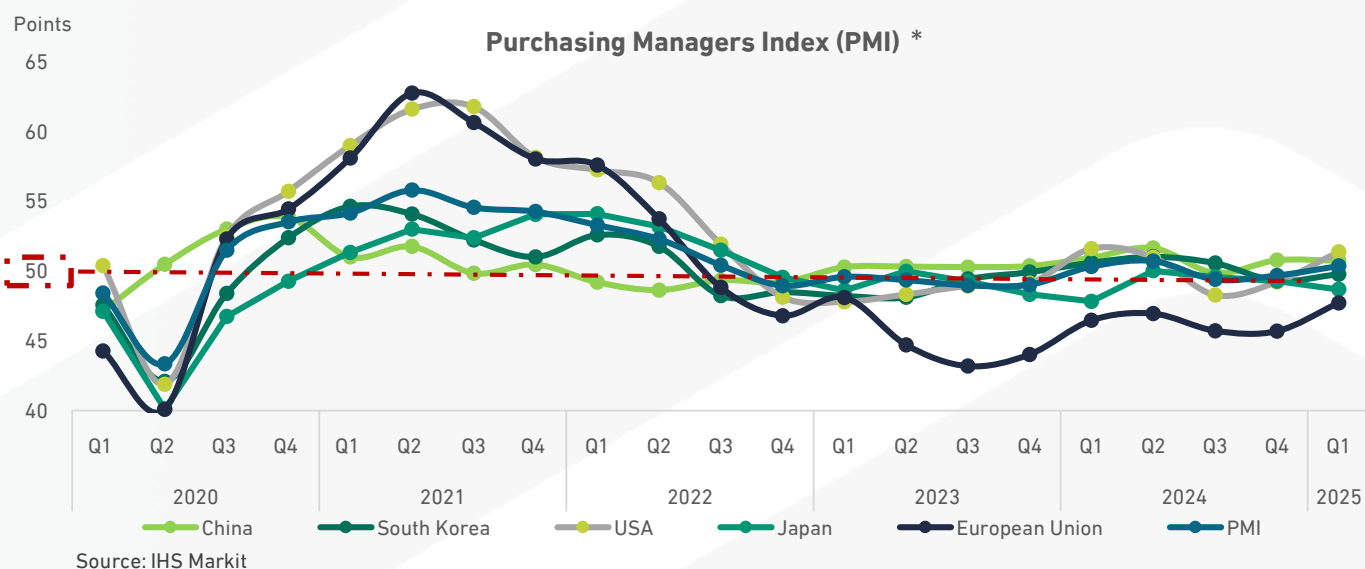
FDI Inflows (%) - on an annual basis	2021 Q4	2022 Q4	2023 Q4	2024 Q4
Global FDI	108.8	164.6-	143.2-	234.2
OECD countries	54.2	92.3-	575.3	60.1
G20	30.3	36.7-	11.9	19.2-

Source: OECD, April 2025

iv. Global Purchasing Managers Index (PMI)

The Global Industrial Production PMI recorded a slight increase of 0.1% in Q1 2025 on an annual basis, with an average of 50.3 points, thus maintaining stability at the same level recorded in the same quarter of 2024. The European Union and Japan also witnessed an increase of 2.7% and 1.8% respectively in Q1 2025 compared to the same period of the previous year, while the index showed a slowdown in growth for China, South Korea and the United States by 0.4%, 1.6% and 0.4% respectively during the same period.

It should be noted that South Korea, Japan and the European Union recorded values of less than 50 points by the end of Q1 2025. The slight increase in the values of the index during Q1 2025 compared to the previous quarter of the global index, indicates an improvement in business activity at the level of the global economy. The EU PMI is the lowest in terms of value compared to selected countries, reaching 47.7 points in Q1 2025, as a result of the decline in industrial activities in the region and weak production in response to the weak demand environment that has witnessed a contraction since late 2022.



*Global Manufacturing PMI shows the economic trends in the industry, taking into account recent demands, employment, production output, suppliers to delivery time and inventory of purchases, If the index is above 50.0 signal an improvement since previous month

V. Global Uncertainty Index

The Global Uncertainty Index witnessed unprecedented levels in Q1 2025 to reach 48.1 points, this rise reflects growing concerns about the future of the global economy, among the main factors that led to the rise in the index are the tariffs imposed recently by the United States on several countries, which have caused the reshaping of global supply chains, increasing market uncertainty.



* A quarterly index that measures global economic and policy uncertainty and covers 143 countries.
Source: World Uncertainty Index

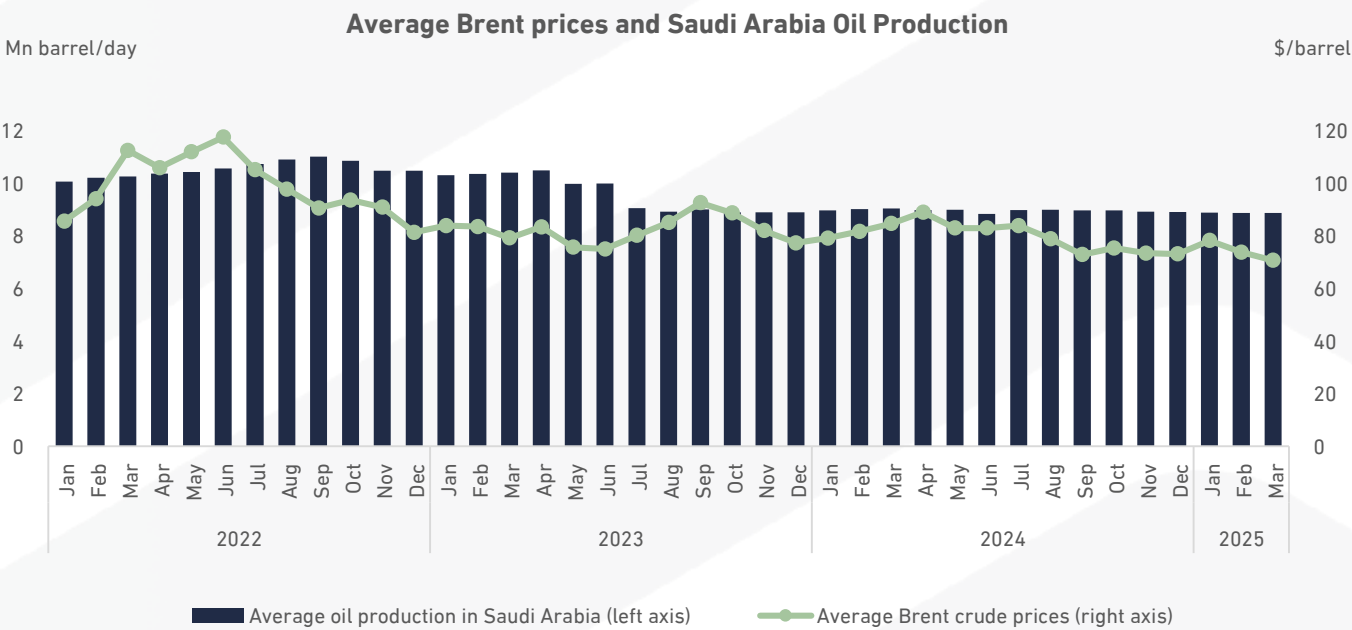
II: Energy Markets

i. Oil

The Organization of Petroleum Exporting Countries (OPEC) report indicates **a decline in global oil prices** in Q1 2025, as the average price of Brent crude shrink by 9.3% YoY to reach an average of \$74.2/barrel, compared to an average of \$81.8/barrel in the same quarter of the previous year. **A sharp decline in oil prices is witnessed in March 2025 compared to the same period of the previous year**, a decrease of 16% YoY.

The average oil production in Saudi Arabia remained stable during Q1 2025, averaging 8.9 million barrels/day, compared to the same quarter last year. This was a result of the OPEC+ decision in mid-2024 to extend oil production cuts until the end of 2025 to support price stability and oil market balance.

The **OPEC**, in March 2025 report, kept its projection for global oil demand unchanged for 2025 at 1.4 million barrels/day. Global oil demand is projected to continue growing in 2026 at 1.4 million barrels /day YoY.

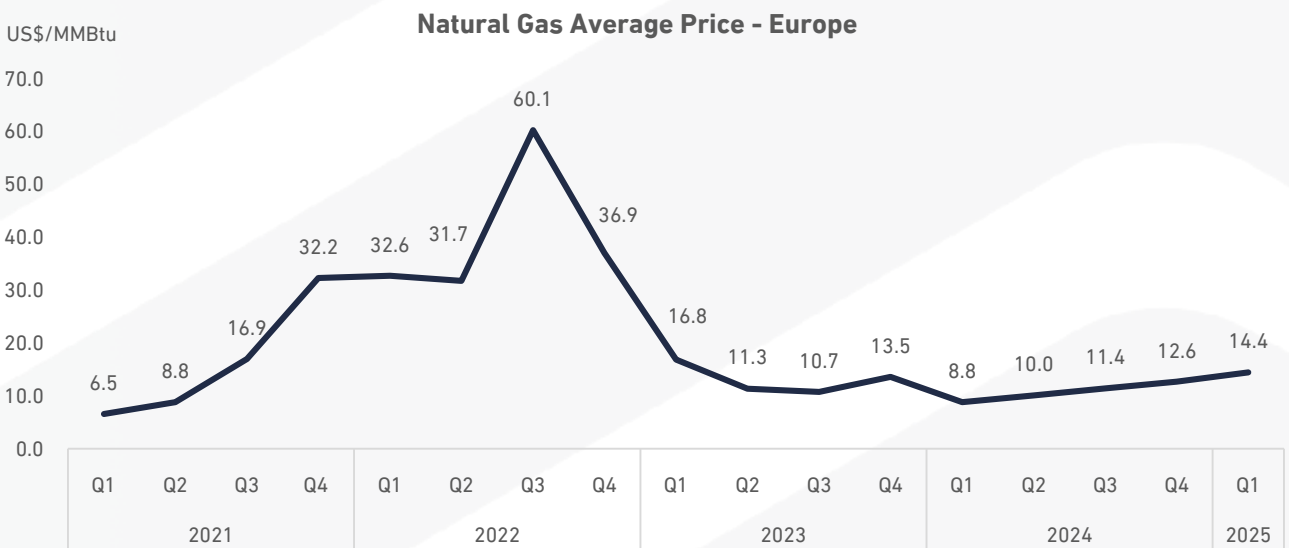
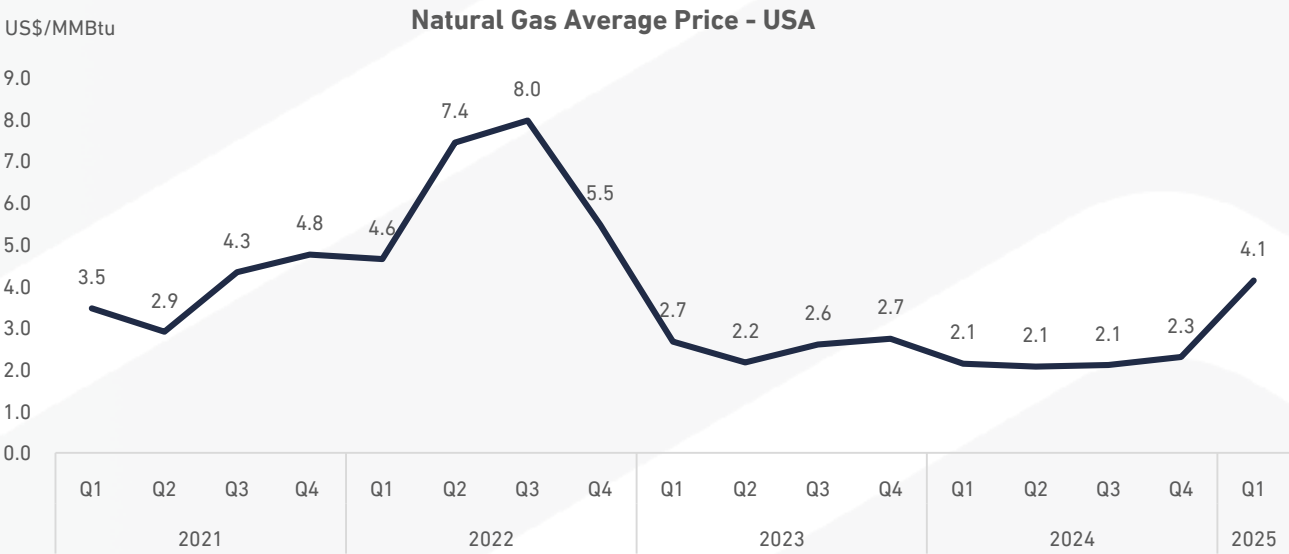


Source: OPEC

ii.Natural Gas Market

The OPEC data shows an **increase in the average spot price of natural gas in the United States market** by 93% YoY in Q1 2025, reaching an average of \$4.1/MBtu, compared to an average of \$2.1/MBtu, in the same quarter of the previous year.

In Europe, gas prices also increased in Q1 2025, as the average price of natural gas in the European market reached an average of \$14.4/MBtu, increasing by 64% compared to an average of \$8.8/MBtu in the same quarter of the previous year.



Source: OPEC



02 SAUDI ECONOMY

I: Saudi economy robustness, and local and international outlook

Saudi Arabia's economy has witnessed a profound positive transformation over the past years, due to the economic reforms that began since the launch of **Saudi Vision 2030** that has helped to improve the performance of many economic, financial and investment indicators, which underpinning the Kingdom's goal to be among the top 15 economies worldwide by 2030.

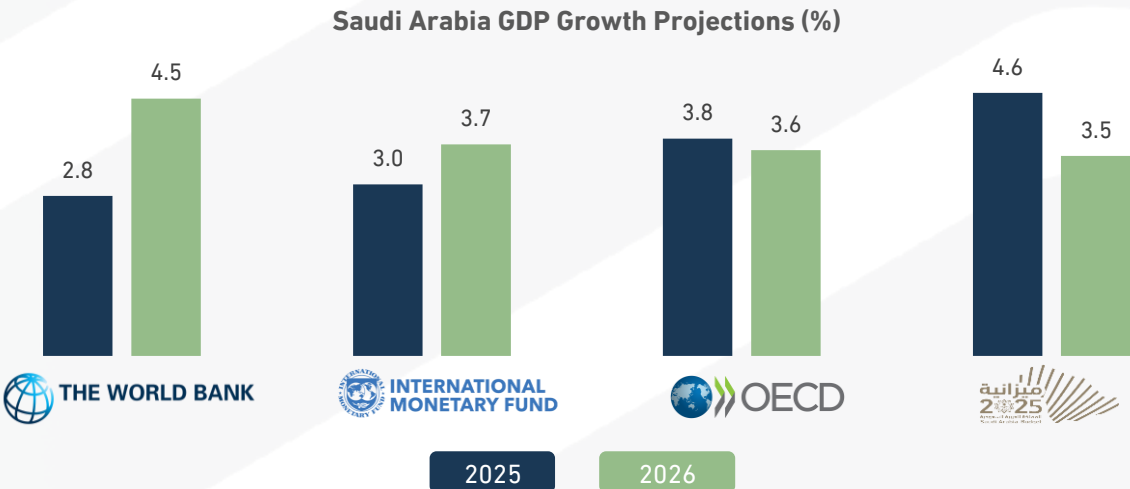
The IMF projections, in the WEO April 2025, indicate a 3.0% growth in Saudi Arabia's GDP for 2025, 0.3 percentage points lower than the WEO Jan 2025, and It also lowered its projection for GDP growth in 2026 from 4.1% to 3.7%. This is due to the fact that effective tariff rates have reached unprecedented levels and that it is extremely difficult to predict the current economic environment.

The Organization for Economic Cooperation and Development (OECD), March 2025, projects Saudi real GDP to grow by 3.8% in 2025 and 3.6% in 2026.

The World Bank, in April 2025 report, projects Saudi real GDP to grow by 2.8% in 2025 and 4.5% in 2026.

The 2025 Budget Statement issued by the Ministry of Finance (MoF) projects growth in Saudi real GDP by 4.6% in 2025 and 3.5% in 2026 driven by non-oil activities growth. These positive projections reflect Saudi Arabia's commitment to its ambitious strategies and sustainable development, boosting investor confidence and reinforcing the Kingdom's regional and global economic standing.

Standard & Poor's (S&P) confirms Saudi Arabia's rating at "A+" with a Stable outlook, in its March 2025 report. The agency indicates that this rating is a result of the continuation of the Kingdom's reform agenda in recent years that will improve the Kingdom's economic efforts in comprehensive reforms, which will contribute to supporting the development of the non-oil sector and the sustainability of public finances. **Fitch** affirms Saudi Arabia's rating at "A+" with a stable outlook, in its February 2025 report. The agency also highlighted that the fiscal reforms, which increase the budget's resilience to oil price volatility.



Source: IMF Report (WEO, April 2025), World Bank Report (Mena economic update report, April 2025), OECD (The OECD Economic Outlook March 2025), MOF (Budget Statement 2025), Based on the preliminary data of Ministry of Economy and Planning.

II: Saudi Economy Actual Performance

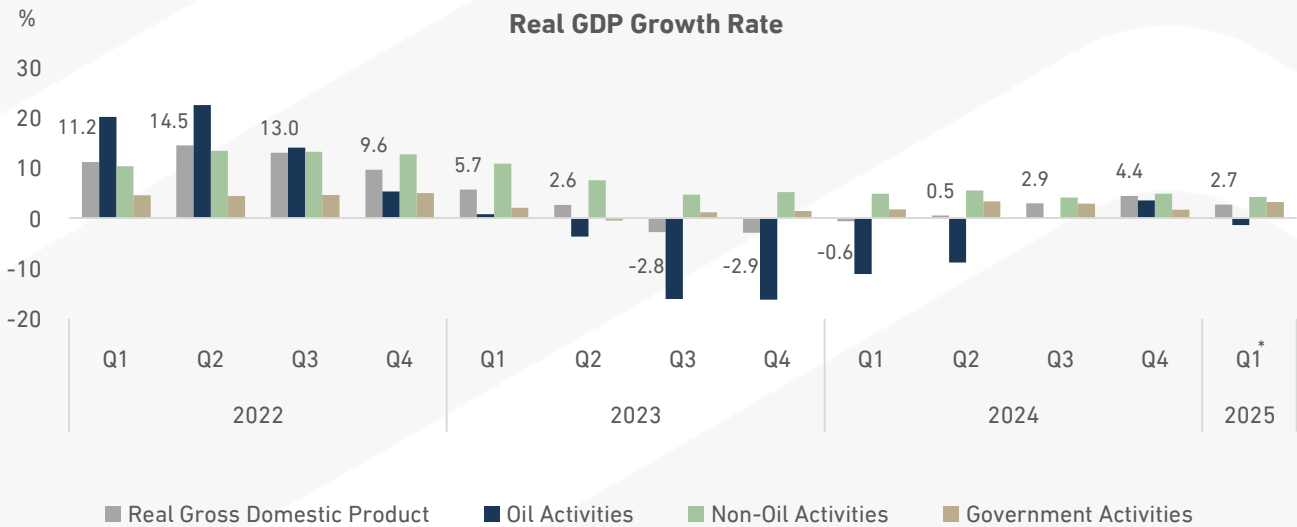
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i. Real Sector

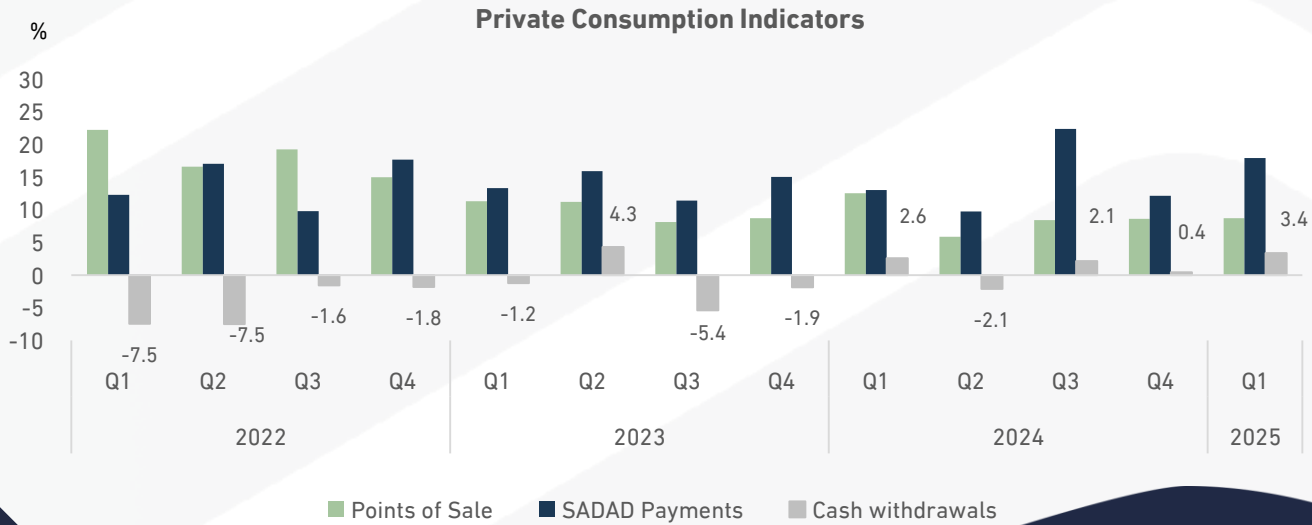
According to the GASTAT flash estimates, **Real GDP increased** by 2.7% in Q1 2025 compared to the same quarter in the previous year. This is driven by a 4.2% growth in non-oil activities and a 3.2% increase in government activities, while oil activities declined by 1.4%.

According to the Saudi Central Bank's (SAMA) latest data for March 2025, the main **consumption indicators** grew remarkably in Q1 2025 as the **PoS transactions** and **SADAD payments** increased by 8.7% YoY, and 17.9% YoY respectively.

The increase in PoS transactions is attributed to higher sales in the jewelry, clothing and footwear sectors and other services sector, which grew by 40.9%, 25.0% and 18.9% respectively in Q1 2025. The number of PoS transactions in these sectors also rose by 19.1%, 24.3% and 25.9%, respectively for the same period. Additionally, **Cash withdrawals** increased by 3.4% YoY.



Source: GASTAT
*Flash estimates



Source: SAMA

i.i. Labor Market

Looking at the private investment indicators, the **Purchasing Managers' Index (PMI)** increased by 4.4% in Q1 2025, reaching 59.0 points compared to 56.5 points in Q1 2024.

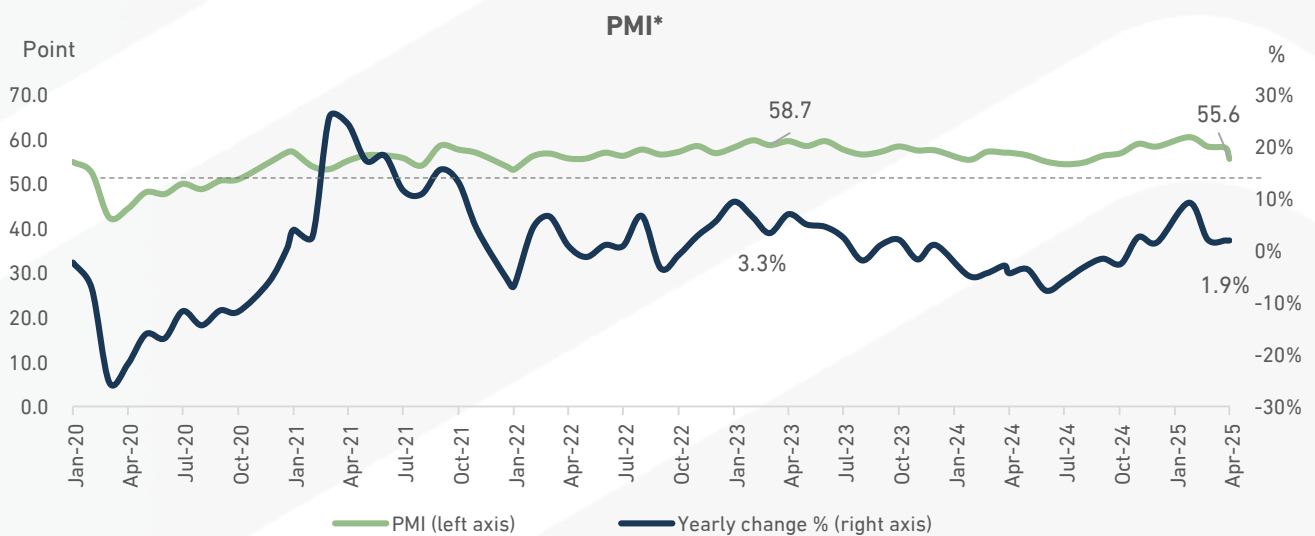
Cement sales increased by 6.4% YoY in Q1 2025, to reach 13.4 million tons.

The Real Estate Price Index (REPI) in Q1 2025 grew by 4.3% YoY; driven by a 5.1% rise in residential property prices and a 2.5% increase in commercial property prices, while agricultural property prices declined by 1.1%.

According to GASTAT Labor Force Survey the **unemployment rate** for Saudis reached 7.0% in Q4, recording a decrease of 0.8 percentage points compared to Q3 2024 achieving 2030 Vision target.

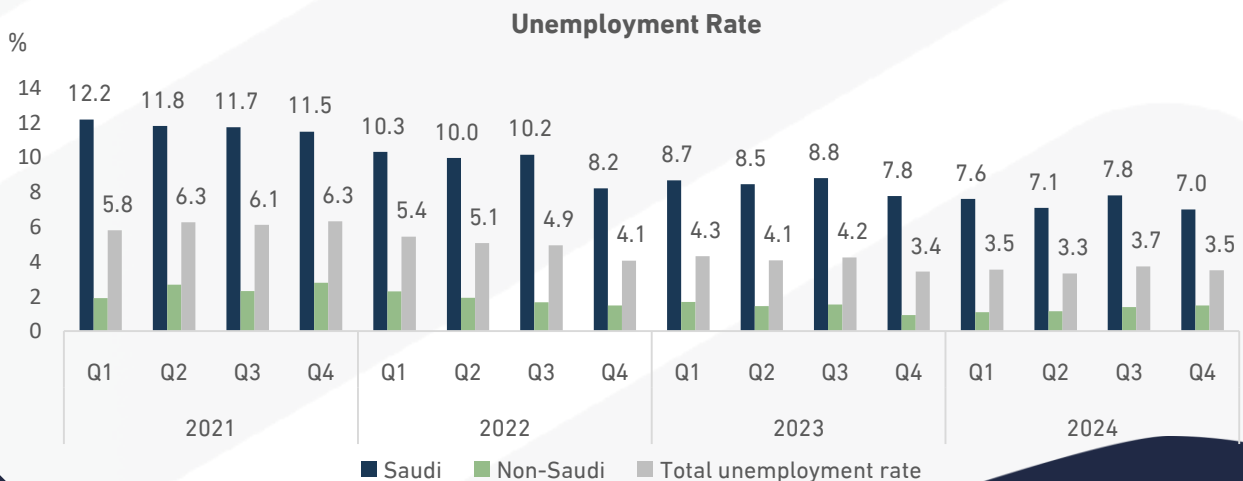
The total unemployment rate reached 3.5% in Q4 2024, recording a decrease of 0.2 percentage points compared to Q3 2024.

Regarding **unemployment rate for non-Saudis**, it reached 1.5% in Q4 2024, recording an increase of 0.1 percentage points compared to Q3 2024.



Source: Riyadh bank, (S&P).

*When the PMI index is above 50 signal an improvement since previous month.



Source: GASTAT

ii. Monetary Sector

2.1 Money Supply and Reserve Assets

According to SAMA data, the **money supply** increased by 8.2% YoY in Q1 2025, driven by a rise in time and savings deposits of 27.5% (rise in companies and individuals time and savings deposits by 35.6% and a rise in government time and savings deposits by 18.4%).

Reserve assets decreased by 0.2% YoY in Q1 2025, due to a 3.7% decline in the investment in foreign securities.

2.2 Interest Rates

The **average Interbank Offered Rate (SAIBOR)** recorded 5.4% in Q1 2025, declined by 0.8 basis points compared to Q1 2024. The rate of Repurchase Agreement (Repo) also decreased to reach 5.0% and the rate of Reverse Repurchase Agreement (Reverse Repo) decreased to reach 4.5%.

Meanwhile, **lending activity** remains strong in the Kingdom. Bank credit to the public sector grew by 17.2% in Q1 2025 compared to Q1 2024, while credit to the private sector increased by 14.9% YoY. Additionally, real estate loans financed by commercial banks recorded a 15.1% annual growth in Q4 2024.

2.3 Inflation

According to GASTAT data, the **inflation average, Consumer Price Index (CPI)**, recorded 2.1% in Q1 2025 compared to 1.7% in the same quarter of the previous year, due to higher prices of housing, water, electricity, gas and other fuels by 7.4% and miscellaneous personal goods and services by 3.7%.

The **Wholesale Price Index (WPI)** increased by 1.3% YoY in Q1 2025, due to higher prices of other transportable goods — except metal products, machinery and equipment by 2.7% (33.7% of the index weight).

Average Interest Rate Three Months (SAIBOR) Rate



Source: SAMA

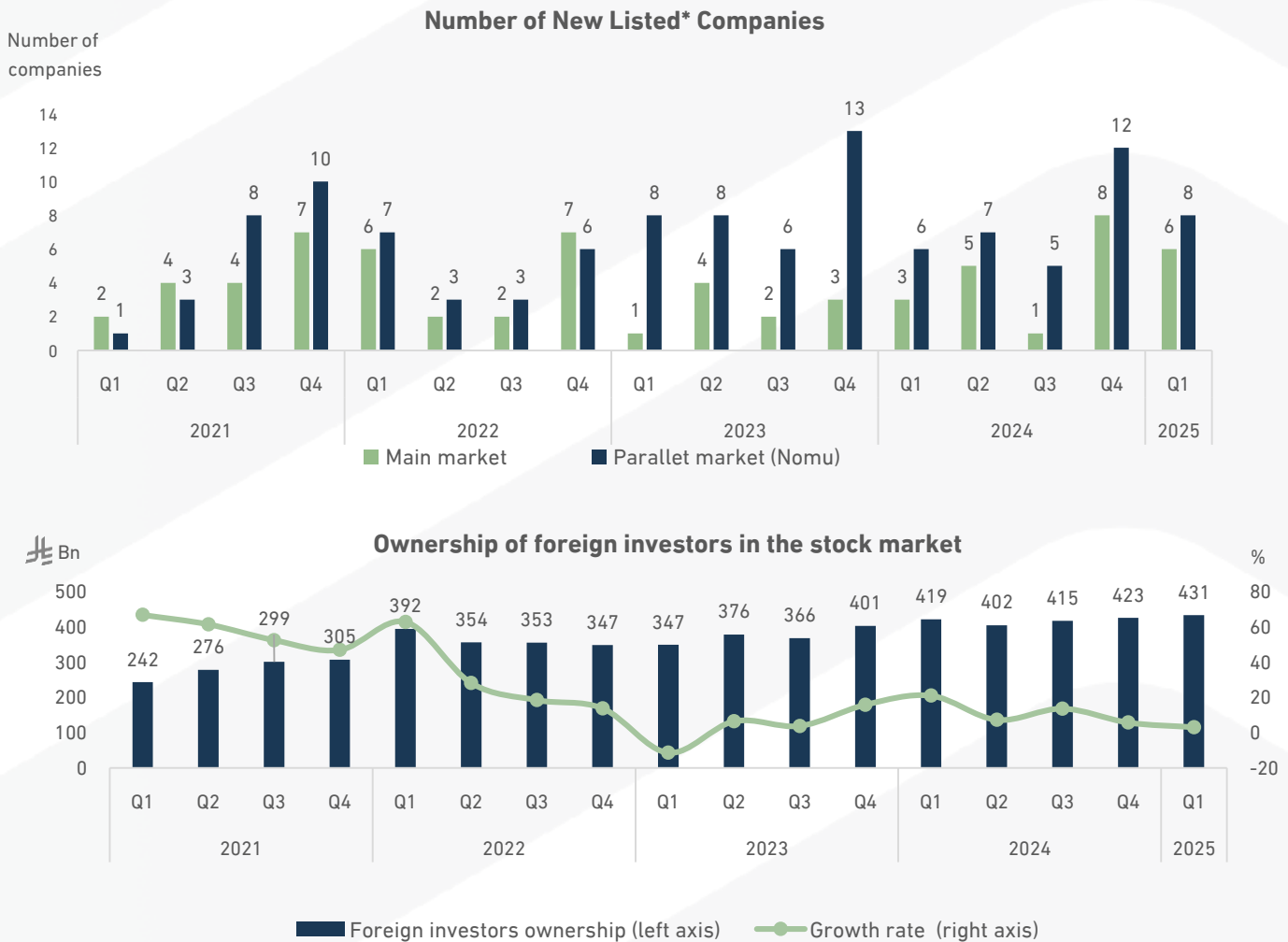
iii. Capital Market

Tadawul All Share Index (TASI) closed at 12,025 points by the end of Q1 2025, down by 3.0% compared to the previous year. **The total market capitalization of listed shares** recorded SAR 9.9 trillion by the end of Q1 2025, reflecting a 9.3% decline YoY.

In contrast, the **Parallel Market Index (NOMU)** rose by 19.4% at the end of Q1 2025 compared to the same period last year, closing at 31,087 points. **The market capitalization of listed shares on NOMU** reached SAR 59.1 billion, marking a 16.2% increase compared to Q1 2024.

The total number of new listed companies in Q1 2025 reached (14) companies, with 6 company listed in TASI and 8 companies listed in NOMU**.

The value of the GCC and foreign investors' ownership increased by 3.9% YoY and 2.9% YoY, respectively in Q1 2025.



Source: Saudi Exchange (Tadawul)

*Number of new companies listed on the capital market includes companies listed on the main market and the parallel market (NOMU). Also, including direct listing companies

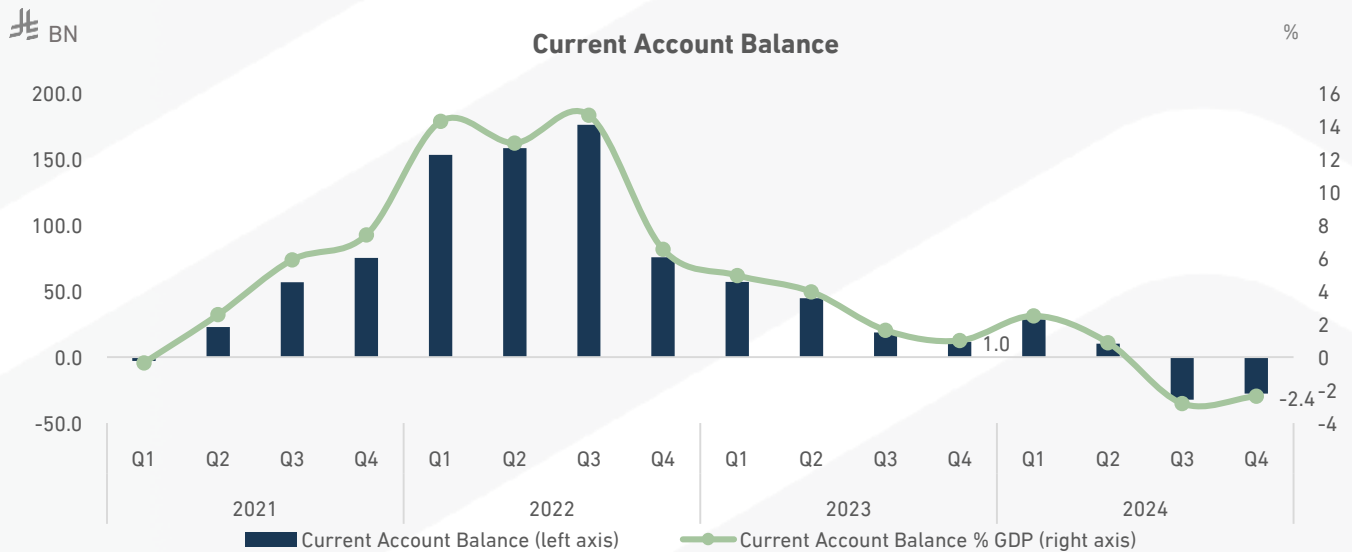
iv. External Sector (Balance of Payments)

According to SAMA data for the balance of payments in Q4 2024, **the current account** recorded a deficit of SAR 27.8 billion, compared to a surplus of SAR 11.5 billion for the same quarter in the previous year.

According to data from GASTAT, Saudi Arabia's foreign **trade performance** in Q4 2024 recorded a trade surplus of SAR 41.5 billion, compared to a surplus of SAR 94.2 billion in the same period of the previous year—a decrease of 55.9%. **Merchandise exports** declined by 6.0% YoY, totaling SAR 278.1 billion, down from SAR 295.9 billion in Q4 2023, mainly due to a 13.3% drop in oil exports, which reached SAR 195.9 billion compared to SAR 226.0 billion in the same quarter of the previous year.

Non-oil exports*, however, rose by 17.5%, reaching SAR 82.2 billion compared to SAR 70.0 billion during the same period in 2023. **Imports** also increased by 17.3% in Q4 2024, amounting to SAR 236.6 billion, up from SAR 201.7 billion in Q4 2023. Non-oil exports accounted for approximately 34.8% of total imports during the same period.

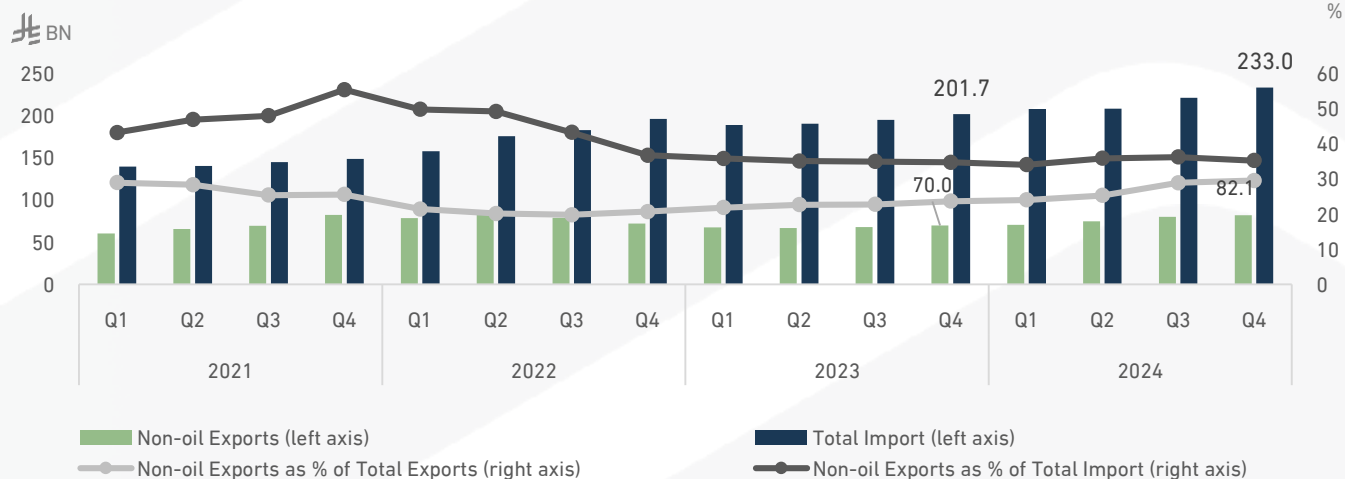
In February 2025, Saudi Arabia's trade balance recorded a surplus of SAR 30.6 billion, up by 4.0% compared to a surplus of SAR 29.4 billion in the same month of the previous year. Merchandise exports declined by 2.6% YoY, primarily due to a 7.9% decrease in oil exports. In contrast, non-oil exports increased by 14.3% during the same period. **Imports** also fell by 5.6% YoY, amounting to SAR 63.2 billion in February 2025.



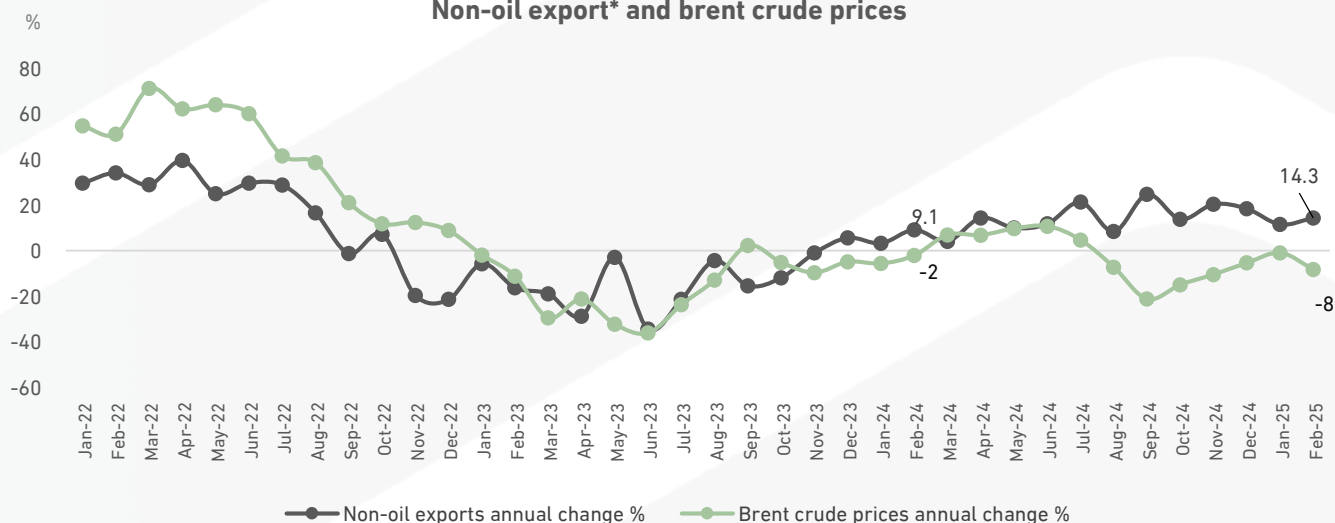
Source: SAMA, GASTAT

*Non-oil exports include re-exports

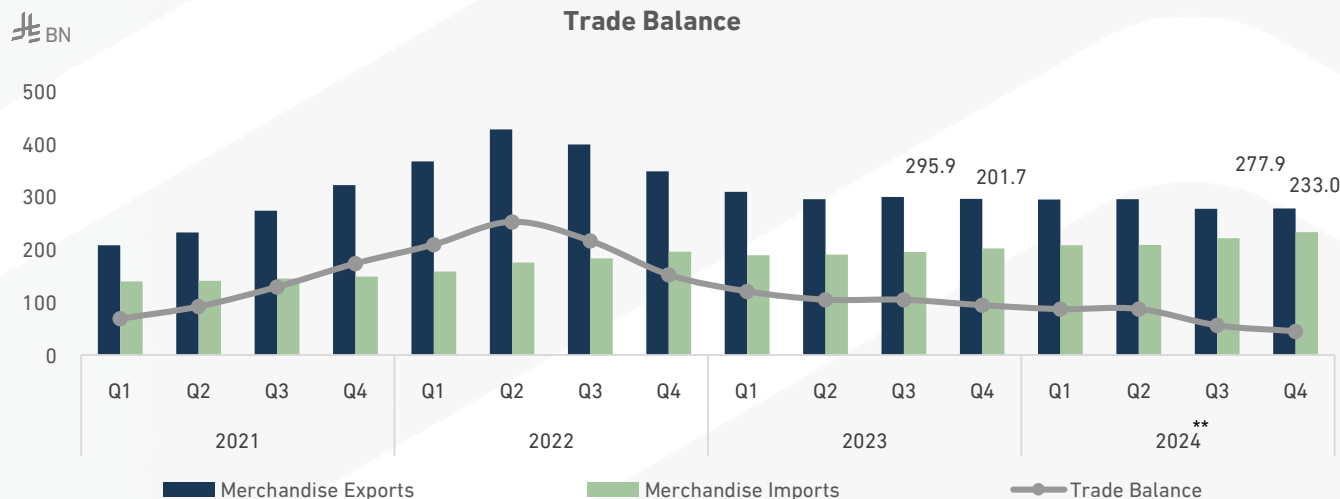
Saudi Arabia Non-oil Exports* vs Imports



Non-oil export* and Brent crude prices



Trade Balance

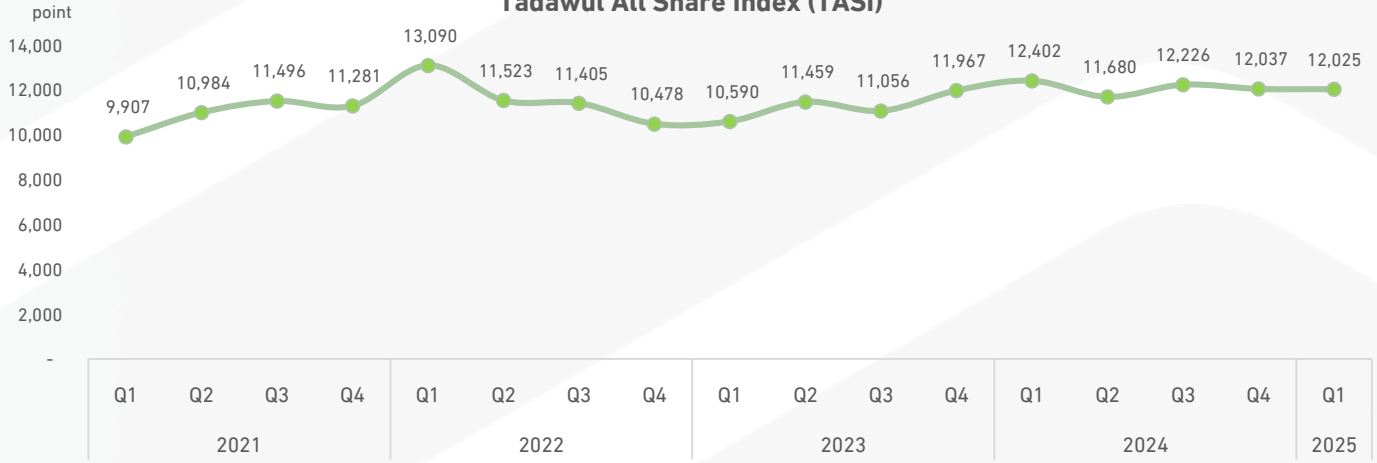


Source: GASTAT

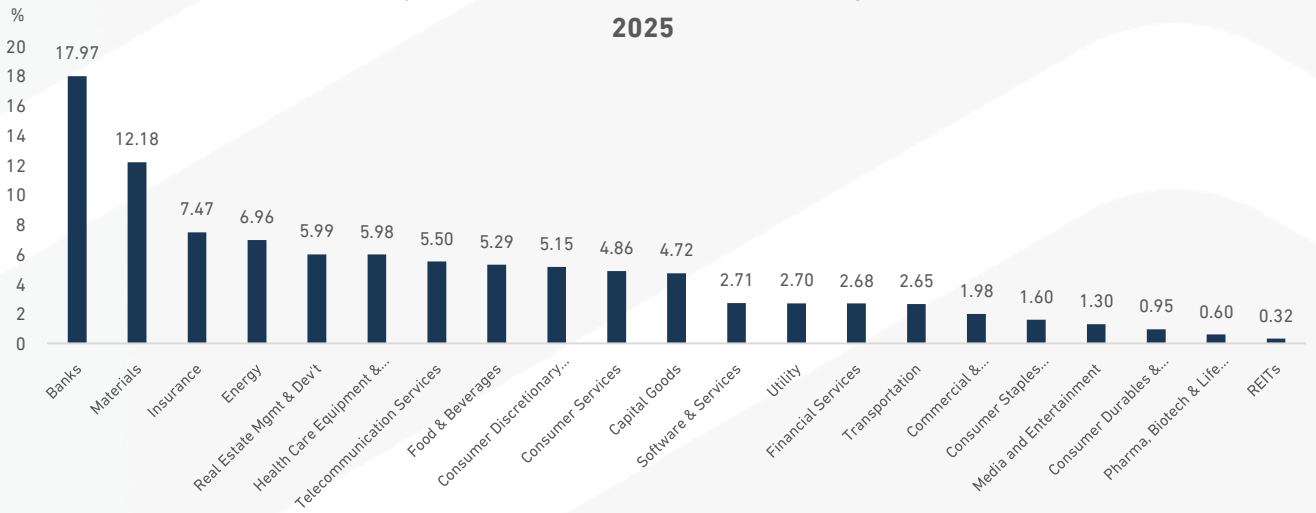
*Non-oil exports include re-exports.

**Primary data

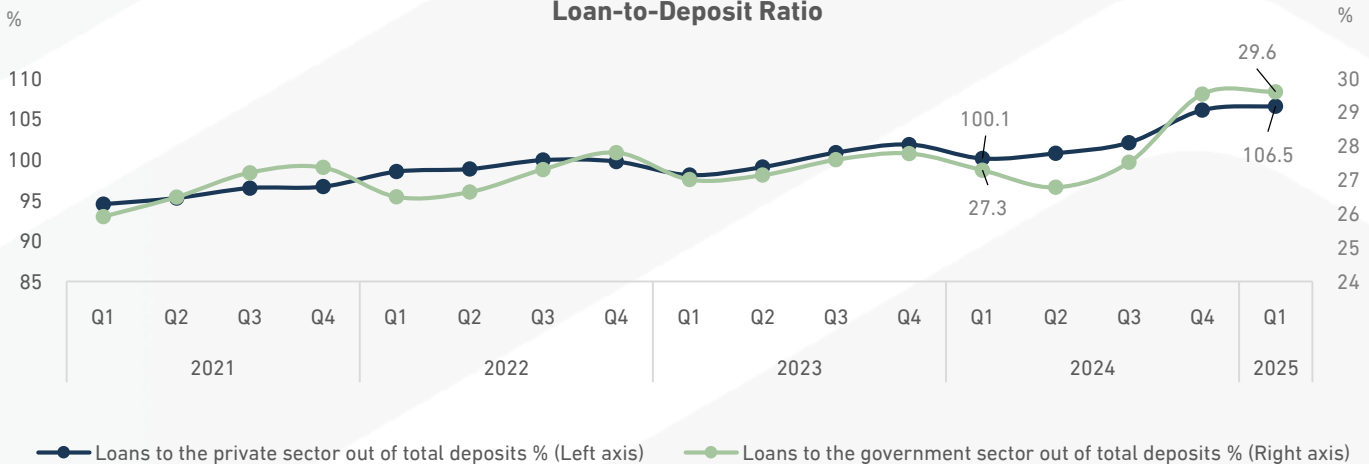
Tadawul All Share Index (TASI)



Share of Traded Value by Sector as % of Total Market Trading Value (TASI) — End of Q1 2025

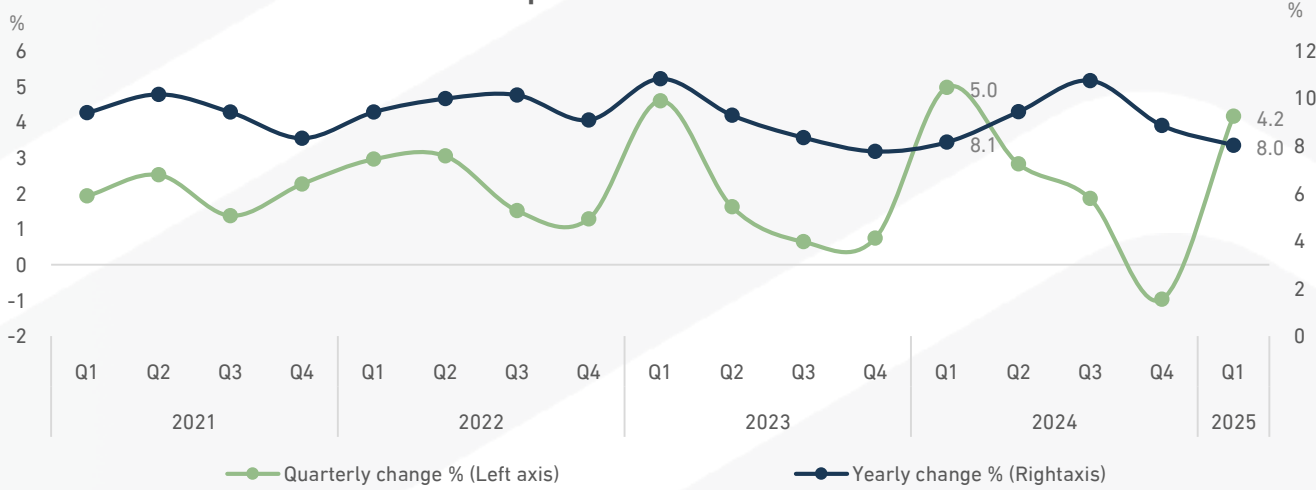


Loan-to-Deposit Ratio

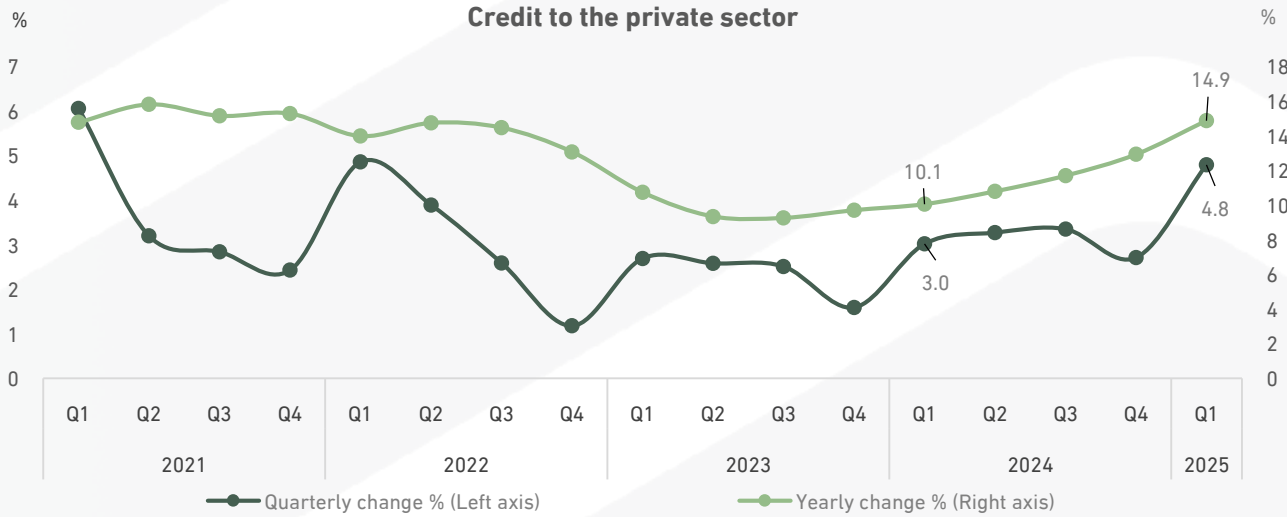


Source: Saudi Exchange (Tadawul), SAMA

Total deposits with commercial banks



Credit to the private sector

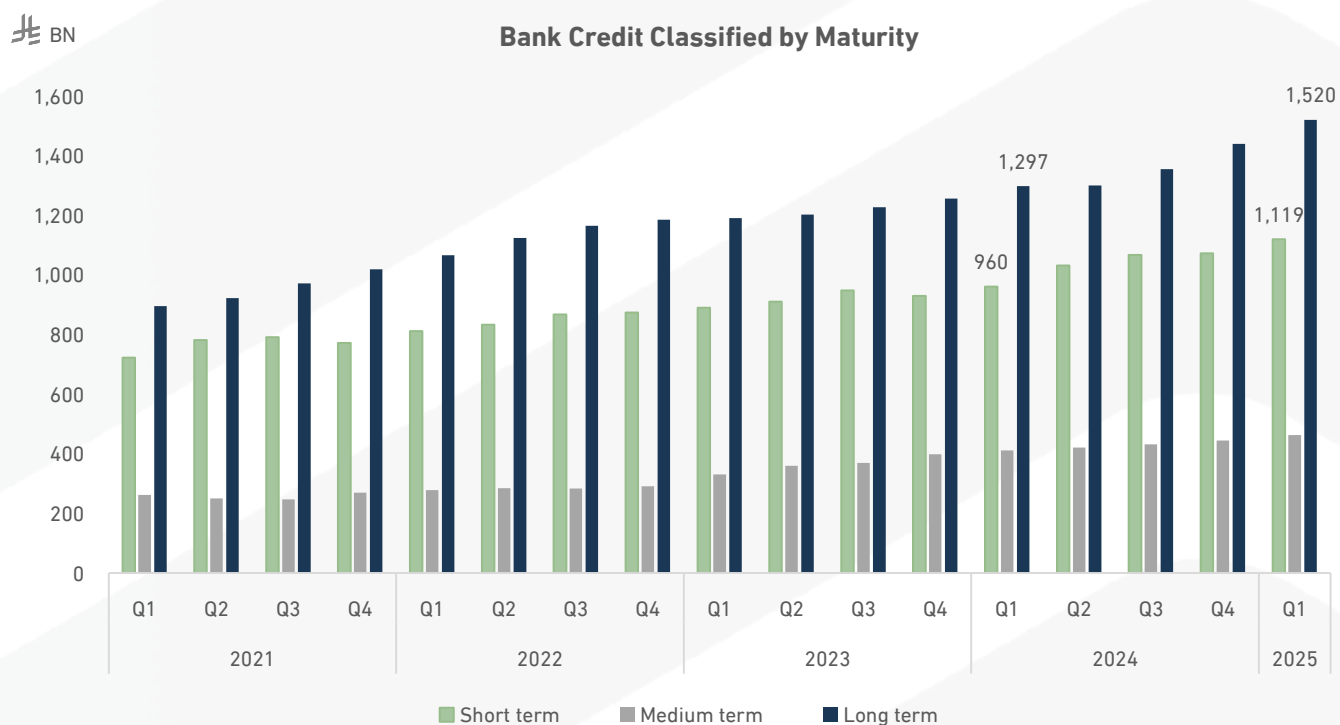
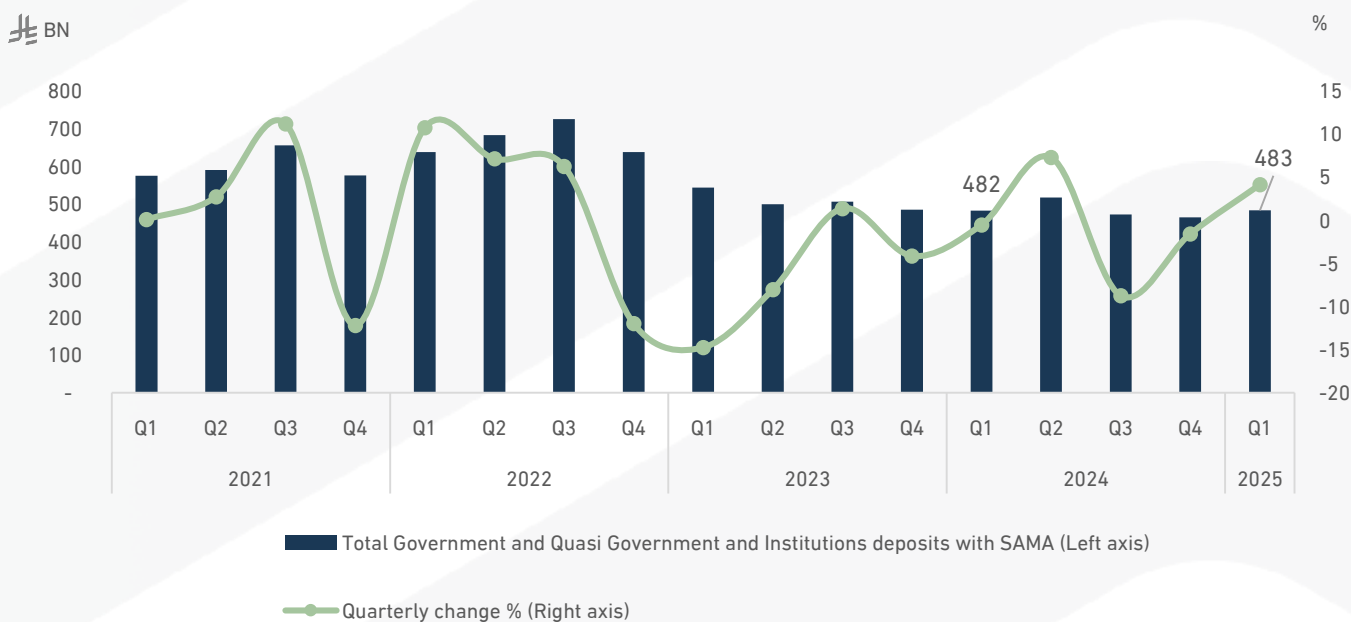


Credit to the private sector & Average Interest Rate



Source: SAMA

Total Government and Semi-Government Deposits with SAMA



Source: SAMA

V. Household Culture and Entertainment Statistics Publication 2024

- According to the 2024 Household Culture and Entertainment Survey conducted by GASTAT, **81.6%** of the population attended at least one cultural event or activity, while **85.3%** participated in at least one recreational event or activity during the year.



65.8%

of population visited parks and gardens



39.0%

of population participated in cultural activities



61.9%

of population visited shopping malls



86.1%

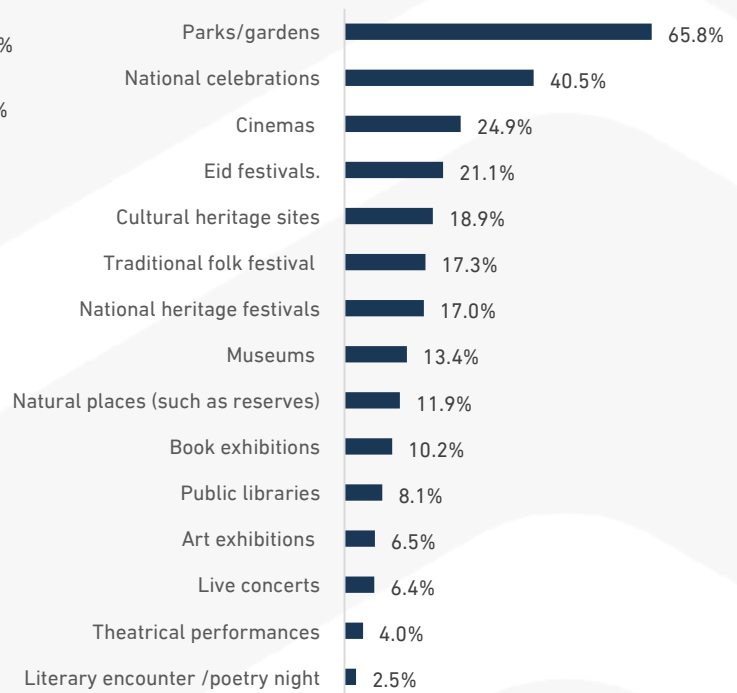
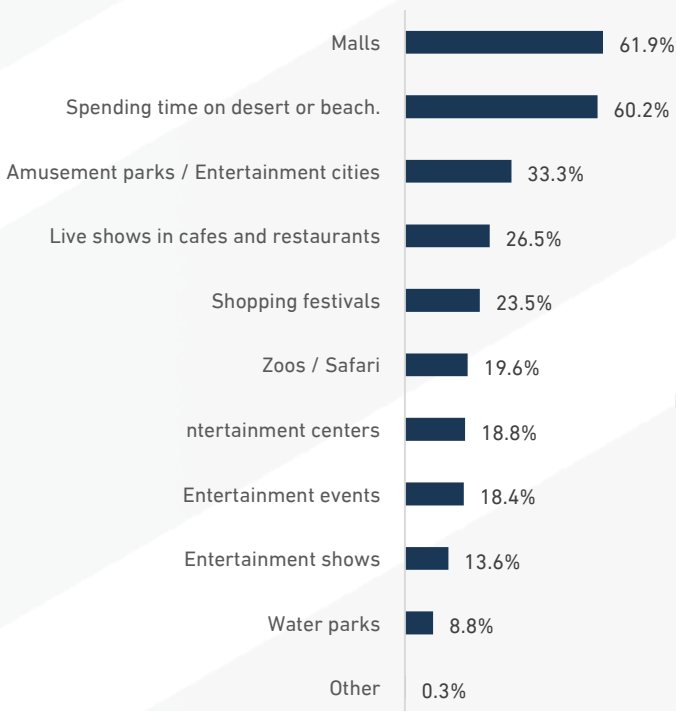
of population participated in entertainment and sports activities in their free time



Percentage of Individuals by Visits to Entertainment Events and Activity Venues



Percentage of Individuals by Visits to Cultural Events and Activity Venues



- 65.8% of individuals visited parks and public gardens**, while 40.5% attended national celebrations. The least attended cultural activity was literary gatherings and poetry evenings, with a participation rate of just 2.5%.
- 61.9% of individuals visited shopping malls**, and 60.2% spent time in the desert or at the beach. Waterparks recorded the lowest visitation rate among recreational activities, at 8.8%.

Source: GASTAT



03

ENABLING INVESTMENT AND ENHANCING THE ATTRACTIVENESS OF ITS ENVIRONMENT IN SAUDI ARABIA

Three: Enabling Investment and Enhancing the Attractiveness of Its Environment in Saudi Arabia

I: Saudi Arabia's Targets Related to Investment Indicators

The National Investment Strategy (NIS) is one of the enablers to achieve the targets of Saudi Vision 2030, through:

among the top **15** largest economies in the world by 2030

by

ﷲ +12 trillion
Increase in the cumulative volume of investments by 2030

7.0%



Target of Saudi unemployment rate

by 2030

50%



Increase in non-oil exports contribution to non-oil GDP

by 2030, compared to 16% in 2016

65%



Increase in the private sector contribution to GDP

by 2030, compared to 40% in 2016

The NIS Investment Targets by 2030



ﷲ 1.7 trillion

Overall domestic investment component of gross fixed capital formation



ﷲ 388 billion

FDI inflows (or **5.7%** contribution to GDP)

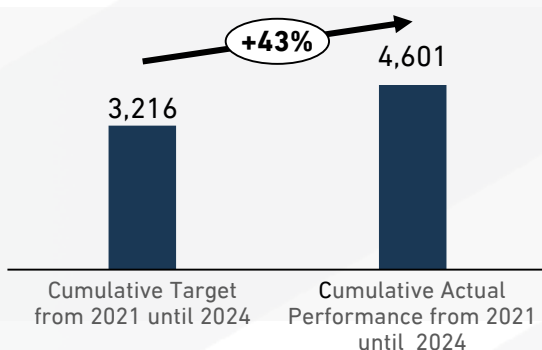


ﷲ 2 trillion

Overall GFCF with a contribution of **30%** to GDP

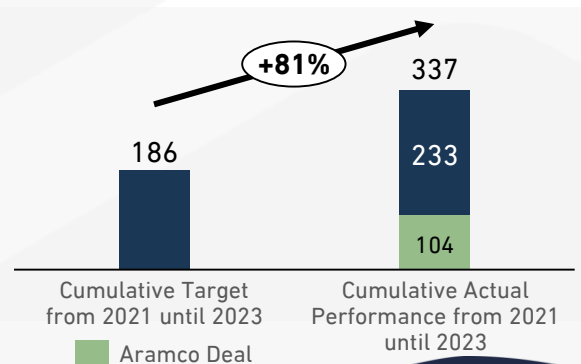
GFCF Performance vs. Targets

(ﷲ Bn)



FDI Performance vs. Targets

(ﷲ Bn)



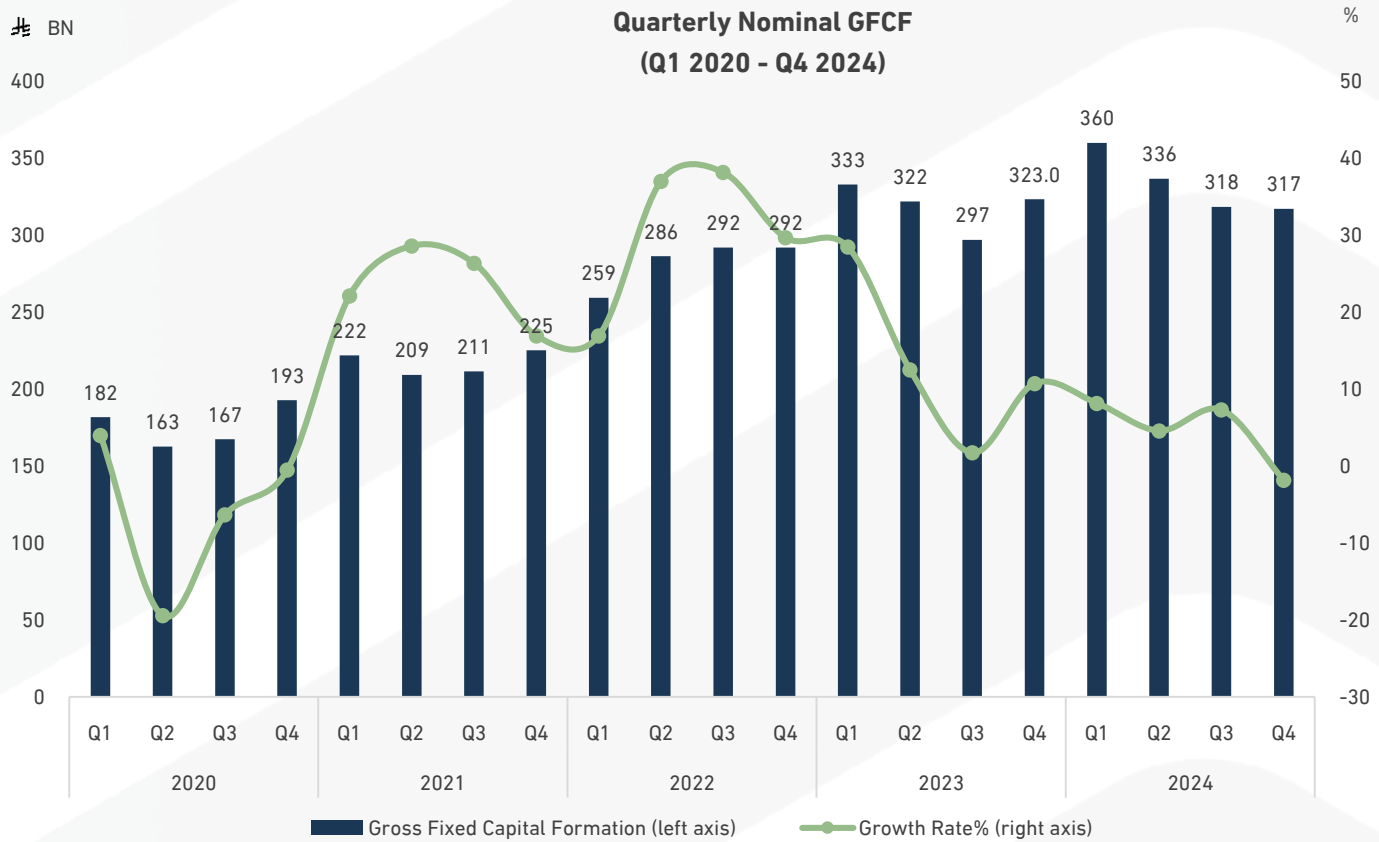
*Including the comprehensive update of GDP issued by GASTAT.
Source: National Investment Strategy (NIS), GASTAT

II: Investment in Saudi Arabia

i. Gross Fixed Capital Formation (GFCF)

In 2024, the **nominal GFCF** increased by 4.5% YoY, or SAR 1,331 billion. This increase was mainly due to a growth in the fixed capital formation of the non-government sector by 10.9%. In addition, **the GFCF rose to 29% YoY of nominal GDP** in 2024, compared to 28% in 2023.

Looking at the quarterly performance, the nominal **GFCF in Q4 2024** has reached SAR 317 billion, recording an decrease of 2.0% compared to the same period of the previous year.

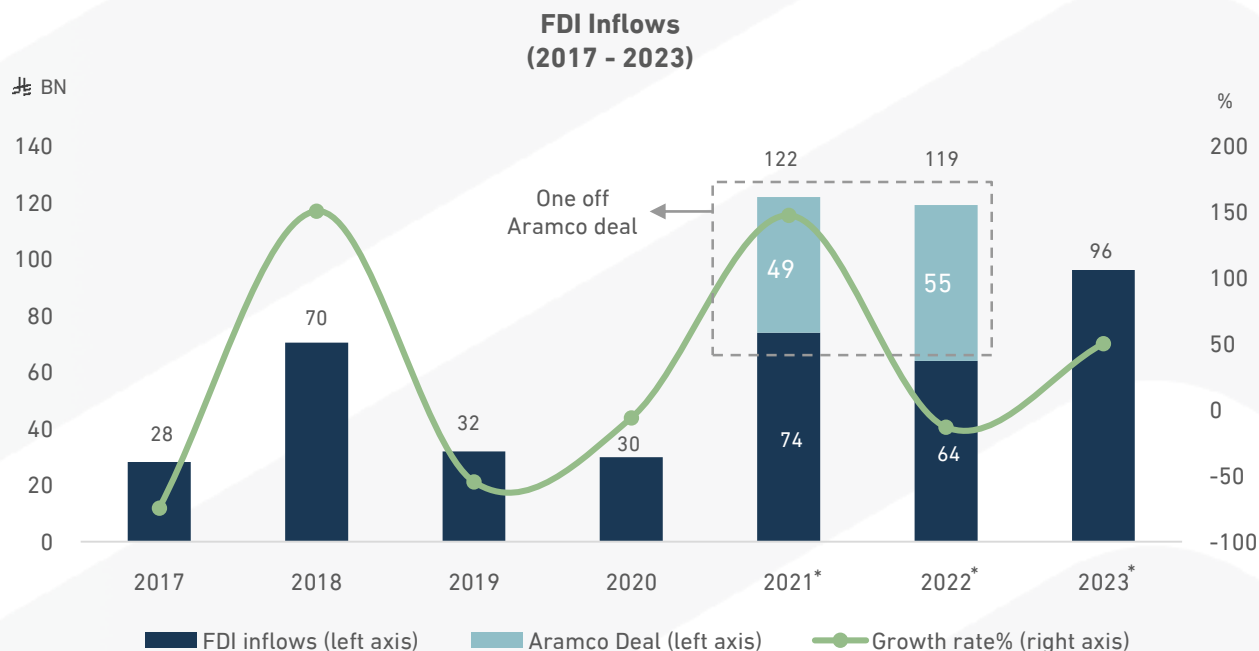


Source: GASTAT

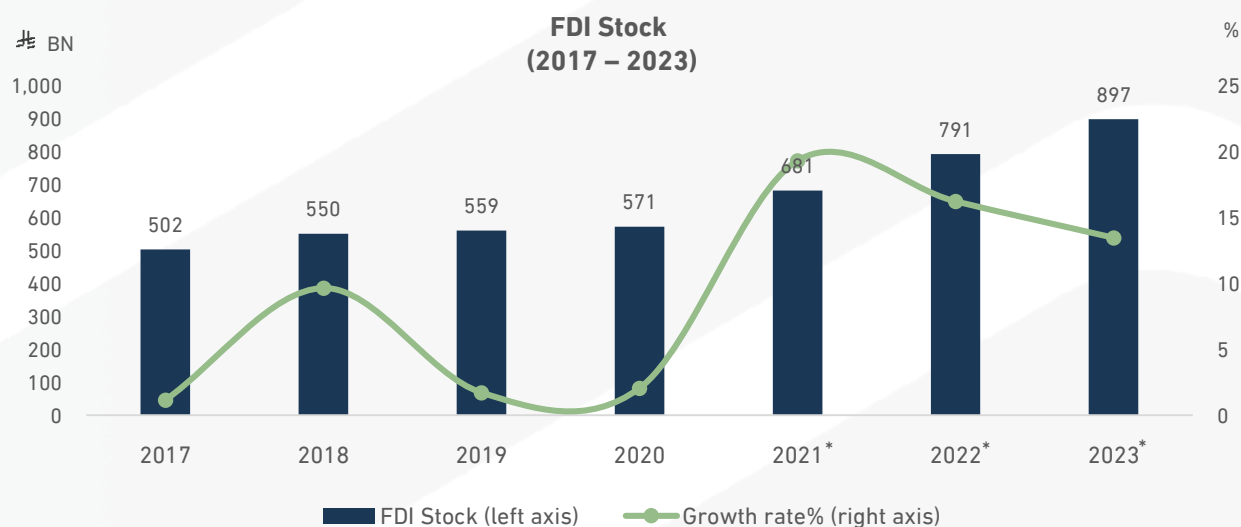
II: Investment in Saudi Arabia

ii. FDI Stock

In 2023, **FDI inflow** amounted to SAR 96 billion, exceeding the NIS target of SAR 83 billion by 16% (actual performance vs. NIS target). The FDI inflows as a percentage of nominal GDP reached 2.4% in 2023, thereby achieving also this NIS target.



FDI stock increased by 13.4% in 2023 compared to 2022, reaching SAR 897 billion (by the end of 2023). Moreover, FDI stock as % of GDP reached 22.5% in 2023.



Source: MISA

*Updated data, based on the Annual Foreign Direct Investment Bulletin 2023

III: Saudi Arabia's Performance in Global Indicators

Saudi Vision 2030 has indeed led to significant improvements in various international indicators

Saudi Arabia Credit Rating
(Standard & Poor's)

A+ **S&P**
with stable outlook

Source: S&P, March 2025

Saudi Arabia Credit Rating
(Fitch)

A+ **Fitch Ratings**
with stable outlook

Source: Fitch, January 2025

Saudi Arabia Credit Rating
(Moody's)

Aa3 **Moody's**
with stable outlook

Source: Moody's, November 2024



Saudi Arabia's ranking among the G20

Population growth rate

1



Source: World Bank, 2023

National Entrepreneurship
Context Index for 2024

1



Source: GEM, 2025

Online Service Index

2



Source: United Nations, 2024

Telecommunication
Infrastructure Index

2



Source: United Nations, 2024

E-Government
Development Index

2



Source: United Nations, 2024

ICT Development Index

2



Source: ITU, 2024

GovTech Maturity Index

3



Source: World Bank, 2023

World Competitiveness Ranking
(Overall)

4



Source: IMD, 2024

E-Participation Index

5



Source: United Nations, 2024

Total Investment % of GDP for
2024

5



Source: IMF, April 2025

Total reserves

7



Source: World Bank, 2023

Global Happiness Index

8



Source: WHR, 2025

Global Talent Index

8



Source: IMD, 2024

Human Capital Index

8



Source: United Nations, 2024

Economic Freedom Index

9

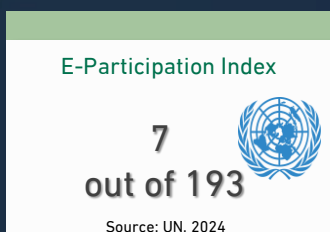
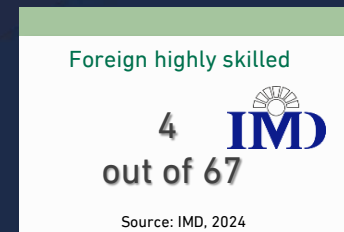
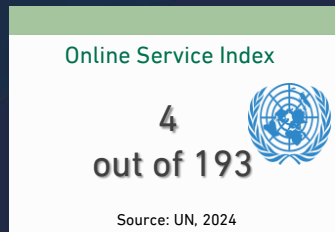
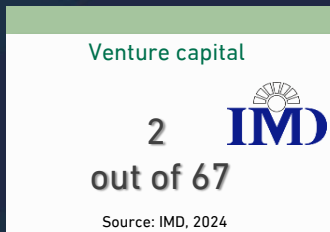
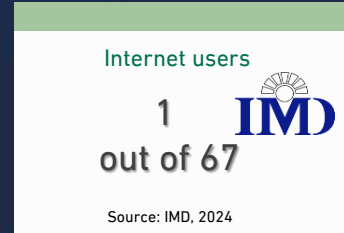


Source: Heritage Foundation, 2025

III: Saudi Arabia's Performance in Global Indicators



Saudi Arabia's ranking globally



IV: Efforts to Support Investment Environment in Saudi Arabia

i. Key operational achievements of MISA

As part of MISA's ongoing efforts to enhance the Saudi investment ecosystem and improve the investor experience, **MISA has achieved several milestones during Q1 2025, including:**

- Issuing **44** licenses for regional headquarters.
- Addressing **38** investors' challenge.
- Providing more than **1000** services for investor visas.
- Providing more than **121,000** services via outreach centers.
- Providing more than **55,000** E-services to investors via the website.



ii. MISA Events in Q1 2025

MISA, seeks to promote local investment and attract foreign investment. It also organizes and participates in variety of events. In Q1 2025, MISA took part and organized in **14 local and international events in different fields.**

Moreover, MISA also participated in investment forums between Saudi Arabia and several countries, aiming at enhancing the investment ecosystem in the Kingdom, develop investment opportunities, promote local investment, and attract foreign investment by highlighting Saudi Arabia's major opportunities.



Saudi-Japanese Business council meeting Focus area: Private Sector



12 January 2025
Riyadh, Saudi Arabia

The ministerial roundtable meeting for the Saudi-Japan Vision 2030 witnessed praise for the cooperation between Saudi and Japanese companies in various sectors. The meeting also emphasized the importance of providing support to the private sector to enhance future partnerships and achieve the Vision goals.



Future Minerals Forum Focus area: Mining

14 January 2025
Riyadh, Saudi Arabia

"Invest Saudi" showcased the promising and diverse investment opportunities in the mining sector, with the presence of H.E. the Minister of Investment during the conference program.



Future Minerals Forum Dinner

Focus area: Mining

15 January 2025
Riyadh, Saudi Arabia

MISA organized a dinner held on the sidelines of the Future Minerals Forum, attended by an elite group of invitees. The event featured a speech by H.E. the Minister of Investment, several cultural performances, as well as side discussions that brought together Saudi and international business people.



Saudi-Thai Coordination Council

Focus area: Investment

15 January 2025
Bangkok, Thailand

The first meeting of the Saudi-Thai Coordination Council (STCC) was held, chaired by H.H. the Saudi Minister of Foreign Affairs and H.E. the Minister of Foreign Affairs of Thailand, with the participation of H.E. the Assistant Minister of Investment and their Excellencies and Honorable Heads of the committees emanating from the Council on both sides.



World Economic Forum

Focus area: Investment

20 January 2025
Davos, Switzerland

The Kingdom demonstrated its leading position on the global economic scene through its participation in the annual meeting of the World Economic Forum, with the participation of H.E. the Minister of Investment, aiming to showcase the Kingdom's distinctive investment environment within the framework of Saudi Vision 2030.



High Level RoundTable Meeting Saudi-Italian Focus area: Investment

27 January 2025
AlUla, Saudi Arabia

The high level Saudi-Italian Roundtable meeting was held in AlUla, embodying a shared vision to enhance economic and investment cooperation between the two countries, emphasizing the growing partnership and promotion of mutual opportunities, which spanned more than 90 years.



Saudi – Bahraini Investment Forum Focus area: Investment

6 February 2025
Eastern Province, Saudi Arabia

The Saudi-Bahraini Investment Forum underscored the strong economic ties between the two countries, with around 700 Bahraini companies in Saudi Arabia, which in turn promotes trade integration and opens new horizons for investment.



LEAP 2025 Focus area: ICT

9 February 2025
Riyadh, Saudi Arabia

Invest Saudi participated as a platinum sponsor of LEAP 2025 through a series of panel discussions and bilateral meetings, bringing together technology experts and investors with the aim of exploring new investment opportunities while strengthening the Kingdom's position as a key hub for innovation and investment in the tech economy.



Strategic Investment Roundtable

Focus area: Investment

9 February 2025
Riyadh, Saudi Arabia

H.E. the Minister of Investment opened a roundtable on the first day of LEAP 2025, featuring the participation of a select group of leading global tech companies. He highlighted the role of Saudi Vision 2030 in building an integrated tech ecosystem, emphasizing the competitive investment advantages in this vital sector.



Private Sector Forum

Focus area: Investment

12 February 2025
Riyadh, Saudi Arabia

With the participation of H.E. the Minister of Investment in the Public Investment Fund and the Private Sector Forum, investment opportunities in the private sector were showcased. Additionally, "Invest Saudi" took part in one of the workshops.



Roundtable Meeting

Saudi – Ukraine

Focus area: Investment

16 February 2025
Riyadh, Saudi Arabia

On the sidelines of the meeting of H.E. the Minister of Investment with H.E. the First Deputy Prime Minister and Minister of Economy of Ukraine, the Ministry of Investment held specialized workshops for several Saudi companies with the Ukrainian delegation, aimed at exploring ways of cooperation in various investment sectors.





Roundtable Meeting Saudi – UK Focus area: Investment

**17 February 2025
Riyadh, Saudi Arabia**

Chaired by H.E. the Minister of Investment and H.E. British Minister of Investment Baroness Poppy Gustafsson, the Saudi-British Investment Roundtable was held with the aim of developing and strengthening economic relations between the two countries.



Al Ahsa Investment Forum Focus area: Investment

**19 February 2025
AlAhsa, Saudi Arabia**

Under the patronage of H.H. the Governor of the Eastern Province and H.H. the Governor of Al-Ahsa Region, "Invest Saudi" participated as the main sponsor of AlAhsa Forum 2025. The forum included the participation of H.E. the Assistant Minister of Investment in a speech during the opening, highlighting the competitive advantages of Al-Ahsa and its promising investment sectors, The Ministry of Investment also participated with a pavilion at the accompanying exhibition.



MIPIIM 2025 Focus area: Real Estate

**11 Mar 2025
Cannes, France**

"Invest Saudi" led the Kingdom's participation in the real estate exhibition "MIPIIM", which included several panel discussions and bilateral meetings. A number of leading local entities in the real estate sector were present, such as: Diriyah Company, General Real Estate Authority, Premium Residency, Sports Boulevard, KAFD, NEOM, Al Murabba, Retal, Architecture and Design Commission, SARCC, and the Events Investment Fund.



V: Key Legislation Related to Investment

MISA aims to provide a safe and competitive investment environment, as well as developing investment laws and procedures with its partners from government entities, to complement the legislative and regulatory structure. Investment legislation plays a crucial role in enhancing the investment environment and attracting capital to Saudi Arabia.

■ Highlights of MISA's journey



Organization of the Saudi Investment Promotion Authority for the year 1446H

The Authority aims to achieve integration and cooperation between the authorities to market the Kingdom as an investment destination, highlight investment opportunities in all sectors, and enhance unify the efforts of the public and private sectors in this regard.

The Executive Regulations of the Trade Names System for the year 1446H

As part of developing the legislative system for doing business, the regulation aims to enhance confidence in the commercial environment by organizing the procedures for reserving trade names and registering them in the commercial register, enhancing its value, ensuring its protection and related rights, and the Ministry of trade has prepared a mechanism for correcting the status of existing trade names.

Implementing Regulation of the Commercial Register Law for the year 1446H

The purpose is to organize the registration procedures in the commercial registry and facilitate business operations. The system now relies on a single commercial registry for each establishment at the national level, covering all of its activities, and eliminates the need for issuing sub-registries for sole proprietorships and companies. This contributes to reducing the financial burdens on commercial establishments.

Event Governance Rules for 1446H

The governance regulations for organizing events consist of six mandatory rules that must be followed when hosting any event, and each event-owning entity is required to implement them. These include: procedures and requirements for event execution, the event's program and content, security aspects, logistical arrangements, traffic management, health and safety measures, and media and promotional aspects.

Organizational Arrangements for the Saudi Building Code Center for the year 1446H

The Center aims to review, update, and develop technical, scientific, and administrative systems related to buildings and structures, based on scientific foundations aligned with engineering principles and material properties. It also works to provide an appropriate investment environment within its areas of specialization, in coordination with the relevant authorities.

VI: Key Saudi Initiatives to Support Investment Environment in Q1 2025

1. Future Investment Initiative (FII)

Priority Summit Miami hosted the third edition of the FII Priority Summit under the theme “Invest with Purpose”, bringing together global leaders, investors, and policymakers to address global challenges, explore proposed solutions, and discuss the outcomes of strategic investments in innovation and sustainability. During the summit, the establishment of the first office of the Ministry of Investment in the United States—in Miami specifically—was announced, reflecting enhanced cross-border cooperation and accelerating investment between Saudi Arabia and the United States.

2. Experts Forum Event

Under the umbrella of “Invest Saudi” and in partnership between MISA and Deutsche Bank, the Experts Forum brought together an elite group of top-tier clients and international investors, with the participation of over 40 global investors. The event aimed to highlight strategic investment opportunities in key sectors of the Saudi economy, foster impactful partnerships that support economic diversification, and enhance sustainable growth. It also emphasized the Kingdom’s commitment to long-term strategic partnerships that drive economic transformation, with a focus on wealth management services and connecting high-profile clients and international investors to the Kingdom’s growing investment opportunities through specialized advisory services that open new horizons for growth.

3. Education Investment Forum

The Ministry of Education organized the inaugural Education Investment Forum 2025 under the theme “Invest for Impact”. The forum served as a platform that brought together investors and supportive government entities to discuss the current state and future of investment in education. It highlighted investment opportunities and strategic directions between the public and private sectors, in support of sustainable development and improved educational outcomes. The forum also aimed to contribute to achieving the goals of Saudi Vision 2030.



04

QUALITY OF LIFE AND THE TRANSFORMATION JOURNEY IN HUMANIZING SAUDI CITIES



IV. Quality of Life and the Transformation Journey in Humanizing Saudi Cities

First: Overview of the Humanization of Cities and Its Role in Enhancing Quality of Life in Saudi Arabia

Aligned with the objectives of Vision 2030, Saudi Arabia is committed to enhancing the quality of life across its cities by fostering environments that support the well-being of both citizens and residents. This effort encompasses the development of urban services, the promotion of healthier lifestyles, and the encouragement of greater participation in cultural, sports, and entertainment activities.

Central to these efforts is the humanization of cities — a strategic initiative aimed at creating more people-centric urban environments. This includes the establishment and enhancement of parks, public squares, pedestrian pathways, playgrounds, and green spaces, as well as the development of recreational and urban areas, all in alignment with the ambitious goals set forth by Vision 2030.

In addition to the strategic objectives pursued by the Quality of Life Program, **several specific objectives related to the humanization of cities have been assigned to the program to further support this national transformation, including:**

Conservation and promotion of the Kingdom's Islamic, Arab, and national heritage

Improve the urban landscape in Saudi cities

Improve quality of services provided in Saudi cities

Increase public participation in sports & athletic activities

To achieve these objectives, the Kingdom has undertaken several large-scale projects that have been launched in this context.

Second: Key national projects aimed at enhancing humanizing cities:

1. Sports Boulevard




A Bridge to an Urban Future for Riyadh



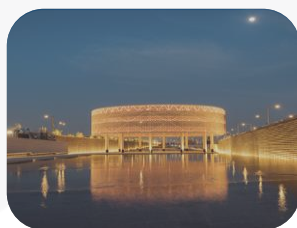
The Sports Boulevard is one of largest an most important projects launched by the Custodian of the Two Holy Mosques King Salman Bin Abdulaziz in 2019. The Sports Boulevard will encourage the citizens of Riyadh to follow a healthy lifestyle through physical exercise and participation in sports activities, like walking, biking, horseback riding, along with dynamic cultural and entertainment events.

The Sports Boulevard extends for 135 km, across the city of Riyadh, connecting Hanifah valley in the West with As Sulay Valley in the East. The Sports Boulevard has safe, green pathways for pedestrians along the entire project. There are special routes for professional and amateur cyclists, horse riding paths, and designated sites for sporting activities, which include a Sport Tower – a high rise building that has courts for different indoor sports.

Project Objectives

-  Promote a healthy lifestyle by encouraging exercising & sports activities.
-  Improve the urban landscape in Saudi cities.
-  Transform Riyadh into one of the most livable cities in the world.

Sports Boulevard in numbers



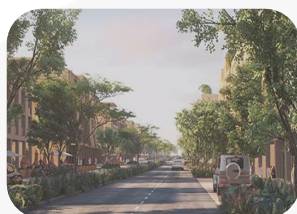
+2.3 million m²
Investment zones



+50
Sports facilities



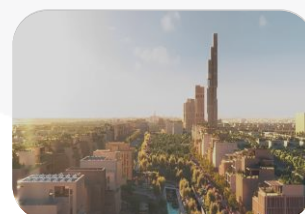
+4 million m²
Green and open spaces



+170 K
Trees



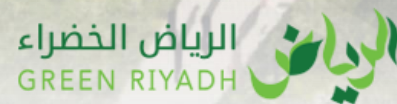
+2.2 million
Presidents can access within 15
minutes by cycling



+135 KM
Project length






2. Green Riyadh, A greener and more sustainable city for all

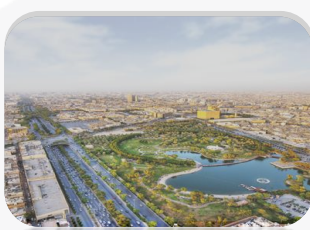


By creating green public spaces, improving air quality, decreasing power consumption, reducing temperatures, and enhancing the urban landscape of Riyadh, **the project is helping residents live happier, healthier, and more sustainable lives.** It is also expected to generate significant return on investment by 2030 through healthcare cost savings, increased real estate value, and the use of treated wastewater for irrigation, and it also helps promote a healthy lifestyle and prevent diseases, which in turn reflects on reducing healthcare costs.

Project Objectives

-  Improving the air quality in the city through reducing carbon dioxide by 3-6%
-  Increase the percentage of total green spaces in the city from 1.5% to 9.1%
-  Reducing the air temperature by 1.5 to 2 ° C at the city level.

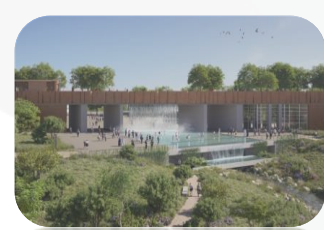
Green Riyadh in numbers



16,400 km²
Roads and streets



7.5 Million
trees



541 km²
Green spaces



3. Al Madinah Humanization Program

A transformative shift and a human-centred approach



هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Through Al Madinah Humanization Program, the Madinah Region Development Authority aims to achieve comprehensive planning and development across multiple sectors, including urban planning, population, economy, development, society, culture, environment, transportation, basic infrastructure, and digital infrastructure. The program also seeks to meet the region's needs for public services and facilities.

Project Objectives



Comprehensive planning and development of the region.



Providing the region's needs for public services and facilities.

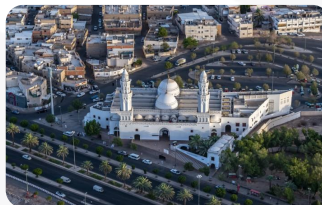


Establishment of urban squares, open areas, and green spaces.

Key Projects under Al Madinah Humanization Program



Restoration of the Qibla Wall in the Al-Masjid an-Nabawi



Expanding Quba Mosque



Madina Bus Project



4. Diriyah Gate

Not a national project, but a national story told to the world



Diriyah Gate stands as one of the Kingdom's most ambitious cultural projects, aiming to revitalize historic Diriyah—the birthplace of the First Saudi State—and transform it into a global tourist destination that embodies authentic Saudi heritage.

The project centers on the development of the At-Turaif district, a UNESCO World Heritage Site, alongside the creation of luxury complexes, museums, shopping areas, and fine dining establishments. This is set to attract significant investment and further strengthen the tourism and entertainment sectors in Saudi Arabia.

Project Objectives



Create iconic lifestyle destination that celebrates Saudi culture & heritage.

Improving employment opportunities and standard of living for the local community.

Enhance awareness of the Kingdom as a tourist, cultural, & leisure destination.

Preserving culture and heritage.

Diriyah Gate in numbers



9

Museums



+20K

**Residential units in the
unique & traditional
Najdi design**



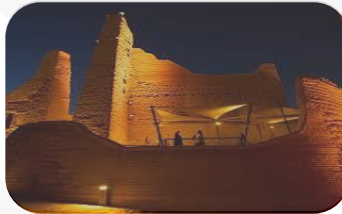
+38

**Hotels and resorts
under construction**



+8

Public parks



2.5 km²

**Resorted at Wadi
Hanifah**



+10

Iconic Landmarks



+100K

**Expected number of
residents**



178K

**T projected number of
jobs**



+50

**Million yearly visits in
2030**

Landmarks and Development Projects at Diriyah Gate



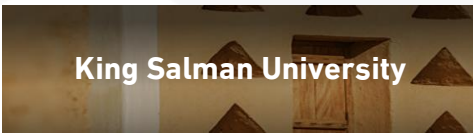
Wadi Hanifah

A natural and recreational trail that promotes sustainability and attracts visitors



At-Turaif District

A historic district in Diriyah featuring historic palaces and reflecting the life of the First Saudi State



King Salman University

An educational institution specialized in heritage and arts, aiming to preserve national identity



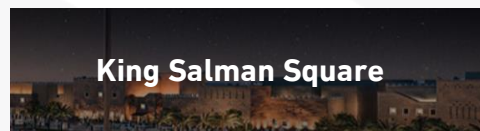
Bujairi Terrace

An area overlooking Wadi Hanifah, combining natural beauty with restaurants and cultural exhibitions



House of Al Saud Museum

An exhibition presenting the history of the Saudi State through interactive information and historical documents



King Salman Square

A central square in the Diriyah Gate project where cultural and artistic events are held



5. Jeddah Historic District The Jewel of Saudi Heritage



Jeddah Historic District, known as “Al-Balad,” is one of the oldest and most important districts in the city of Jeddah. It is known for its distinctive architecture and traditional markets that reflect the depth of Hijazi culture. **Listed as a UNESCO World Heritage Site** for its outstanding architectural heritage, Al-Balad is currently undergoing development projects aimed at reviving the area and turning it into a global tourist and cultural destination. These efforts focus on upgrading infrastructure and attracting investment in hospitality, arts, and dining, helping boost the local economy and achieve Saudi Vision 2030 goals.

Project Objectives



Developing the living environment in the area to become a primary destination for entrepreneurs.



Achieving sustainable development through projects and attractive locations for living and working.



Utilizing heritage sites and their unique cultural and architectural elements to build a vibrant environment.

Source: Jeddah Historic District, Saudi Vision 2030.

Jeddah Historic District Project in numbers



15 Million
visits to AlBalad
annually by 2030



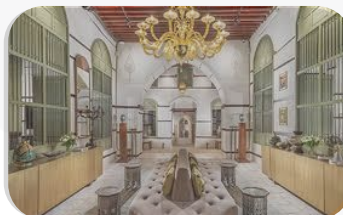
+40K
Jobs by 2030



+43
Billion region's cumulative
contribution to GDP



650
Restoration of historical
building



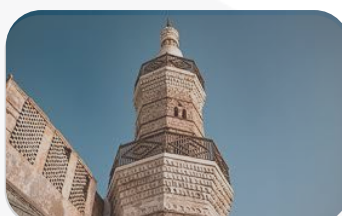
+3K
Hotel rooms



+770K m²
GLA of offices and
retail



16
Ribats



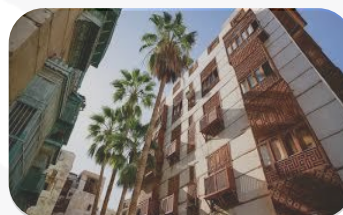
36
Historic mosques



5
Historic markets



1.2 million m²
Public spaces and roads



2.5 Km²
The size of albalad



Landmarks and Development Projects at Jeddah Historic District

Historic Markets project

Traditional markets that revive the shopping experience of the past by showcasing heritage products in an old-world setting

Artistic Sculptures project

Exhibitions of artworks that reflect the historical character and express the local culture

Archaeology and Excavation project

An initiative aimed at preserving heritage through the excavation and documentation of archaeological sites in Jeddah.

Historic Buildings Restoration project

A program aimed at rehabilitating heritage buildings in a manner that preserves their historical character while transforming them into attractive spaces.

Albalad's Hospitality Experience

Modern hotels constructed in a style that harmonizes with the traditional heritage, offering a unique experience.

Culture Square project

A venue for cultural and artistic events designed to enhance community engagement and creative expression.

The Historic Restaurants project

Establishments designed with a traditional heritage ambiance, offering local cuisine as part of an authentic tourist experience

Historic Jeddah Waterfront Development project

A project to rehabilitate the waterfront in a way that aligns with the historic character of the area.



5. Riyadh Metro

A historical project

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



The King Abdulaziz Project for Public Transport in Riyadh is one of the ambitious plans developed by the Royal Commission for Riyadh City to provide integrated public transport solutions in the city. It aims to offer residents and visitors efficient public transport services that meet their current and future needs. On Wednesday, November 27, 2024 (Jumada al-Ula 25, 1446 AH), the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, inaugurated the Riyadh Metro Project, which serves as the backbone of the public transport network in Riyadh and is a key component of the city's transportation system.

The project aims to build and operate a rapid public transport network utilizing the latest global technologies, providing residents with cost-effective mobility options that reduce excessive use of private vehicles. It connects major destinations in the capital, such as ministries, universities, hospitals, commercial complexes, transport hubs, and government facilities, while also contributing to environmental preservation and easing traffic congestion.

The Royal Commission for Riyadh City indicated that the number of Riyadh Metro users has reached approximately **18 million passengers, through more than 162K trips, covering around 4.5 million kilometers** across the metro's six lines, from the start of operations on December 1, 2024, until February 2025.

Riyadh Metro Project in numbers



Number of metro stations: 85
Number of bus stops: 2,860



Number of Metro lines: 6
Number of Bus routes: 80



Metro passengers capacity
3.6 million per day



Bus passengers capacity
500K per day



Total length of metro lines
176 Km²



Total length of bus routes
1,905 Km²



Number of buses
842



Number of trains
190



Third: The Private Sector's Role in Supporting the Objectives of Humanizing cities

The private sector plays a key role as a major partner in driving economic growth in the Kingdom by contributing to the development of strategic national projects that support the growth of cities and regions, enhance the attractiveness of the investment environment, boost development, and achieve national targets. The Ru'a Al Madinah project stands as a distinguished example of the sector's efforts to improve quality of life.

1. Rua Al Madinah Holding



Rua Al Madinah Holding, a subsidiary of the Public Investment Fund (PIF), is focused on modern urban planning and comprehensive development projects that enrich the experience of residents and visitors in Madinah. "**Rua Al Madinah**" project, aims to strengthen the city's position as a leading Islamic and cultural destination.

The project is designed to offer a unique lifestyle by **developing an integrated hospitality and commercial ecosystem**, enhancing services for pilgrims and visitors, and enriching their experience in line with Vision 2030 goals. One of its key objectives is to increase Madinah's capacity to host 30 million visitors annually by 2030.

The master plan emphasizes **creating a distinctive urban environment that reflects the religious significance of Madinah** and ensures easy access to the Prophet's Mosque through comprehensive and diverse transport solutions. It also features architectural designs inspired by the city's rich heritage, capturing its cultural, historical, and religious identity with precision. In addition, the project is expected to generate **thousands of job opportunities**, with priority given to Saudi nationals.

Rua Al Madinah in numbers



47K
Hotel rooms by 2030



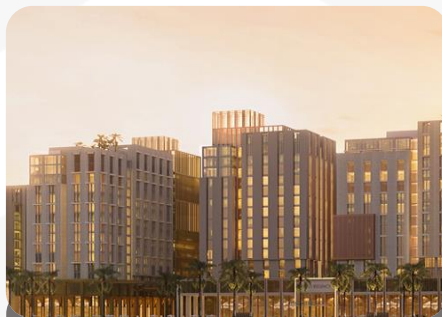
140 Billion
GDP contribution by 2030



149k
Visitors capacity per night



1.5 million m²
Total land area



93K
Jobs by 2030



63%
Open spaces



2. Masar

An inspiring destination



Masar is a major development project in Makkah, developed and operated by Umm Al Qura for Development and Construction. **It is one of the key initiatives in the city, aiming to modernize the western entrance of Makkah and provide a multi-purpose urban space.** The project supports Saudi Vision 2030 by improving infrastructure and public transport, especially through the Pilgrim Experience and Quality of Life programs. It enhances the stay of pilgrims and visitors by offering modern facilities, international hotels, and better access to transport. Located in a central and strategic area, Masar serves as a main route for both vehicles and pedestrians going to and from the Holy Mosque. **The project covers 1.2 million square meters and includes 158K square meters of open spaces, a 3.65 km pedestrian path, 205 developed land plots, and a road network of 367K square meters.**

Project Objectives



- Facilitating access to the grand mosque (masjid al-haram)
- Developing an integrated public transportation system
- Enhancing infrastructure and traffic management
- Creating a modern and sustainable urban environment



Operational Preparations for the Implementation of Masar Makkah Project



Roads network

The road network plan for the Masar Destination includes two main traffic roads with a total width of 80 meters, ensuring smooth access to and from the Grand Mosque without pedestrian paths intersecting with vehicle lanes.



Infrastructure

The infrastructure also features a digital communication network to support smart city applications and the Internet of Things (IoT), as well as essential utilities such as electricity, water, and sewage systems.



Mobility solutions

The transportation network includes a rapid public bus system and an extension of the Makkah Metro, in addition to multiple parking facilities that connect the destination to both the western entrance of Makkah and the Grand Mosque.



Main boulevard and Pedestrian walkways

A pedestrian boulevard stretches 3.56 kilometers, linking pedestrian routes from the western entrance of Makkah to the Grand Mosque without disrupting vehicle movement. The main walkway is oriented toward the Kaaba, serving as a natural extension of the mosque's plazas, and includes 11 underground pedestrian crossings at the project's entrance.

Fourth: Key Achievements of the Humanization of Cities under Saudi Vision 2030

Increased the Physical Activity Participation Indicator

It tracks the percentage of individuals engaging in physical activity for at least 60 minutes daily among children and adolescents aged 5 to 17, as a key commitment under Saudi Vision 2030.

In 2024, the indicator exceeded its annual target of 10%, reflecting a notable improvement in physical activity levels within this age group. This achievement is attributed to initiatives aimed at enhancing the built environment, expanding access to sports facilities and clubs, and promoting active lifestyles through the development of walking paths, public parks, and the Humanization of Cities.

10%

Target percentage of 2024

18.7%

Achieved percentage in 2024

Increased the UNESCO World Heritage Sites Indicator

The indicator for the number of Saudi sites registered on the UNESCO World Heritage List is a key component of Vision 2030, with a target to double the number of listed sites from the original 4 by 2030.

Thanks to integrated efforts by cultural and tourism authorities, city and regional development commissions, and municipal entities, significant progress has been made. In 2024, Saudi Arabia registered its eighth UNESCO World Heritage Site — the Cultural Landscape of Al-Faw Archaeological Area — achieving the 2030 target ahead of schedule and highlighting the Kingdom's commitment to preserving and promoting its cultural heritage.

7 sites

Target number of sites for 2024

8 sites

Achieved sites number in 2024

World Happiness Index

Improving Saudi Arabia's ranking on the World Happiness Index is among the goals of Vision 2030, reflecting the nation's focus on enhancing quality of life and well-being for citizens and residents.

In 2024, the Kingdom ranked 32nd out of 143 countries with a score of 6.6, surpassing both the global average (5.57) and the GCC average (6.4). This advancement is attributed to enhanced healthcare services, greater public awareness of healthy lifestyles, increased life expectancy, and the positive impact of city humanization programs on urban living conditions

6.6 score

Actual value in 2024 (ranking 32nd)

7.5 score

Target value for 2030 (ranking 5th)

Fifth: Expected Economic Impacts of the Humanization of Cities Initiatives in Saudi Arabia

Returns in GDP



The Humanization of Cities initiative aims to enhance quality of life and support key sectors such as transportation, tourism, real estate development, and public services, while also contributing to the creation of an attractive environment for investment. These projects require increased capital expenditure, which in turn supports GDP growth.

Job creation



Projects under the Humanization of Cities Program are considered key drivers of comprehensive development across various regions of the Kingdom. They are expected to create diverse employment opportunities across multiple sectors and locations, thereby contributing to one of the core objectives of Saudi Vision 2030: improving quality of life.

Tourism sector growth



These initiatives will position the Kingdom as an ideal destination both regionally and globally by enhancing infrastructure, improving mobility through integrated and modern transportation systems, and offering high-quality services tailored to the needs of tourists and pilgrims. This aligns with Vision 2030's goals to promote tourism and elevate the standard of services provided to Hajj and Umrah visitors.

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