



TOURISM & QUALITY OF LIFE

GROUP TRANSPORTATION PLATFORM

Restricted / مقيد

High Potential

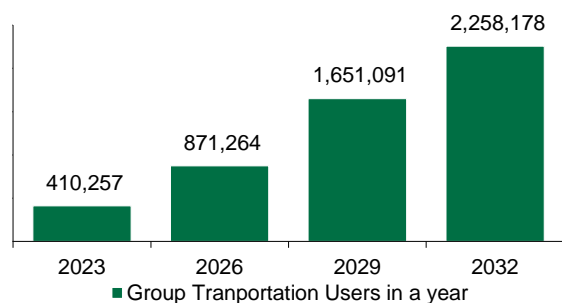
Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: A Transportation Platform targeting all Pilgrims looking for an Elevated Experience with focus on families and small groups.

DEMAND

MARKET SIZE - DEMAND FOR GROUP TRANSPORTATION USERS IN A YEAR



INVESTMENT HIGHLIGHTS

- Investment Ticket: SAR 16,297,916
- IRR: 21.4%
- NPV: SAR 20,688,954
- Payback Period: 8.3 years
- ROI: 11.3%

INVESTMENT OVERVIEW

VALUE PROPOSITION

- Investor:
 - Reasonable Cash Flows: Investors will be able to generate cash flows within few years after investment
 - A Considerable Market to Target: Pilgrims' commutability is far from optimal in Makkah. There is a significant market to target.
- Customers:
 - One Touch point: Convenient & Easy to Use, Cost Efficient, Links the Main Attractions, and Transportation to any location in Makkah as per group's needs
- Government owner:
 - Several Dimensions: Increasing commutability options for Pilgrims, enhancing Pilgrims' experience, Decrease Traffic especially in central area and during high seasons (Hajj & Ramadan), and enhance Makkah's Public Image

KEY DEMAND DRIVERS

- Enriching the experience is one of the goals of the Vision 2030. Initiatives have already started and are expected to increase demand and willingness to come.
- Vision 2030's Target is to reach 30.0 million International Umrah Pilgrims by the year 2030

MARKET OVERVIEW

MARKET READINESS

- Around 21.5 million Domestic and International Hajj and Umrah Pilgrims visited Makkah in 1440/2019 (2.3 Mn Hajj + 19.2 Mn Umrah).
- Vision 2030's Target of reaching 30.0 million International Umrah Pilgrims International by 2030
- Enriching the experience is one of the goals of the Vision 2030. Initiatives have already started and are expected to increase demand and willingness to come.
- 59% of all Global Segments are either Strongly with (23%) or are with (36%) associating Umrah with tourism

GLOBAL TRENDS

- Primary market research shows that satisfying transportation is one of the top 10 triggering factors affecting Pilgrims' decision to perform Umrah and willingness to come again.