

# Jeddah Southeast

INVESTMENT OPPORTUNITY SCORECARD

REAL ESTATE



# REAL ESTATE Jeddah Southeast

High Potential

Moderate Potential

Low Potential

**OPPORTUNITY'S DESCRIPTION:** Opportunity for residential in southeast of Jeddah - (3,173 villas, 8,785 apartment)

## DEMAND

## INVESTMENT OVERVIEW

### KEY DEMAND DRIVERS

- 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
- An increase in demand for housing units with total number of beneficiaries in Jeddah reaching 145,141 and total number of bankable beneficiaries totals 93,136
- The type of units sold in Jeddah varies from villas 4,962 (47%), townhouses 224 (2%), and apartments 5,431 (51%).

### INVESTMENT HIGHLIGHTS

- Expected Investment size 2 BN USD
- Investment model: Sub-Development Agreement with NHC, the Master Developer
- The subject site is located in Jeddah – Al Taawun District

### 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

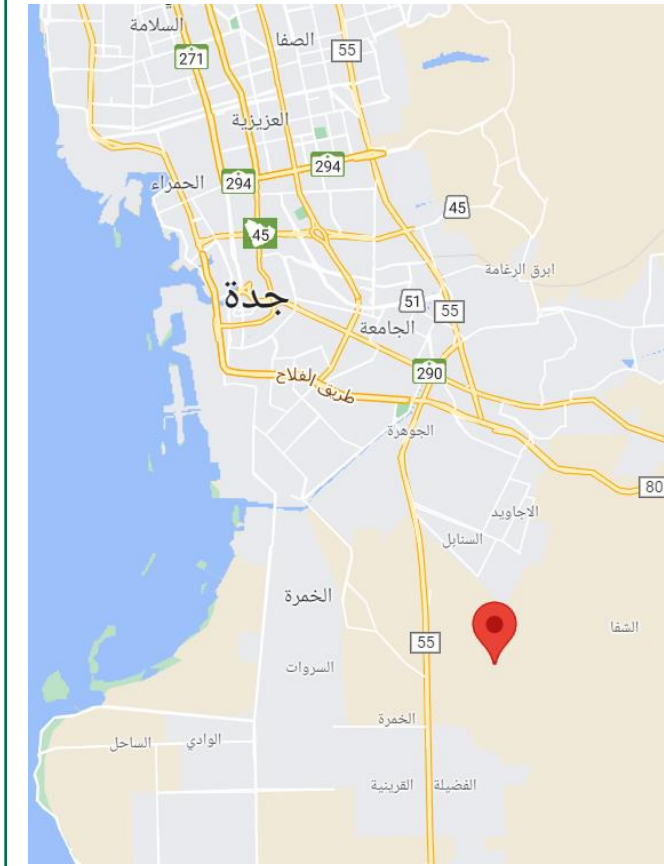
- The project consists of the development of residential components including villas, townhouses, duplexes, and apartment buildings. The most viable potential use is determined to be a good quality residential community given the lack of such product in the submarket, and the existence of a relevant demand for it. A retail component could be developed to compliment the residential offering and cater for the prospective demand from residential tenants of the development and the surrounding sub-market.
- There are several amenities located near the project site including:
  - Prince Abdullah Al Faisal Stadium – 17 km away
  - King Abdulaziz Hospital – 21 km away
  - Effat University – 26 km away
  - King Abdulaziz University – 28 km away
  - Al Salam Mall – 29 km away
  - Saudi Railways Jeddah – 29 km away
  - Military Hospital – 35 km away

<b>Land Area</b>	10401199.00 m2
<b>Suggested Unit Type</b>	Villa/Apartments
<b>Number of Units</b>	11985



# REAL ESTATE Jeddah Southeast

## PROJECT LOCATION



## 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

### COST OF DOING BUSINESS IN KSA

Factor	Ranking Amongst Regional Peers
Macroeconomic risk (100=high)	30
Manpower Costs	\$5.4 /hour
Ease of getting credit (0 – 100)	50
Contract enforcement (0-100)	55
Construction Costs (Indexed to US, % 0 is cheapest)	77

## KEY STAKEHOLDERS



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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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