



we're
all about
entertainment.

retail.

dining.

entertainment.

movies.

all in one place.

The aim is to develop a centralised entertainment hub that offers retail, F&B, entertainment venues, outdoor and indoor elements, shopping boulevards and pedestrian-friendly park areas.

The development will be positioned as the "downtown" area of Madinah, given its objective of serving as the city's central focus for social and economic activities.

The well-considered tenant mix, alongside entertainment and hospitality offerings and sufficient, well-coordinated parking facilities, should drive significant traffic flow to the project, improving development options for KEC's masterplan.

The key strengths of the project are:

- Its status as the largest shopping destination in Madinah
- It offers the most diverse entertainment offering in one location
- Its integrated hospitality offering, with large banquet and event facilities
- Its large, pedestrian-friendly, event-orientated park, including a cultural village
- Its use of glass roofs to give an outdoor feel along boulevards and other retail districts



KEC Hub

Saudi Arabia overview.



رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

The Saudi economy is the largest in the Middle East and the 18th largest in the world, with the country's rich and growing tourism sector a key economic driver.

The Kingdom of Saudi Arabia is the largest sovereign state in the Middle East, with a land area of approximately 2,150,000km². From ancient times, the region has played a pivotal role in the world, acting as a bridge between East and West, at the strategic crossroads of Europe, Africa and Asia.

The area has been home to several civilizations which have all contributed to the distinctive cultural heritage of the region. The Saudi economy is the largest in the Middle East and the 18th largest in the world, with the country's rich and growing tourism sector a key economic driver.

a population of
1.5 million.



The city of Madinah has a population of almost **1.5 million inhabitants** living in 236,000 households.

Around **66%** of the city's resident population are **Saudi nationals**. Among Saudi households, monthly household income stands at around SAR13,000. Around **77%** of inhabitants are **below the age of 40**, which bodes well for the

retail spending outlook.

Household spending on **retail, dining and entertainment** reached approx. **SAR15 billion in 2019**.

The city's **airport** welcomes nearly **9 million passengers** per year including 6 million international passengers.

KEC Hub main attraction lies in its status as home to **Al Masjid Al Nabawi** (the Prophet's Mosque), which is the burial place of the Prophet Mohammed.

As one of the holiest cities in Islam, Madinah is a destination for pilgrims performing the Hajj and Umrah where over **7 million tourists** visited Madinah in **2019**.

According to the **Vision 2030** this number is projected to reach approximately **18.7 million** by **2030**.

KEC Hub

Vehicular Access Diagram

KEY

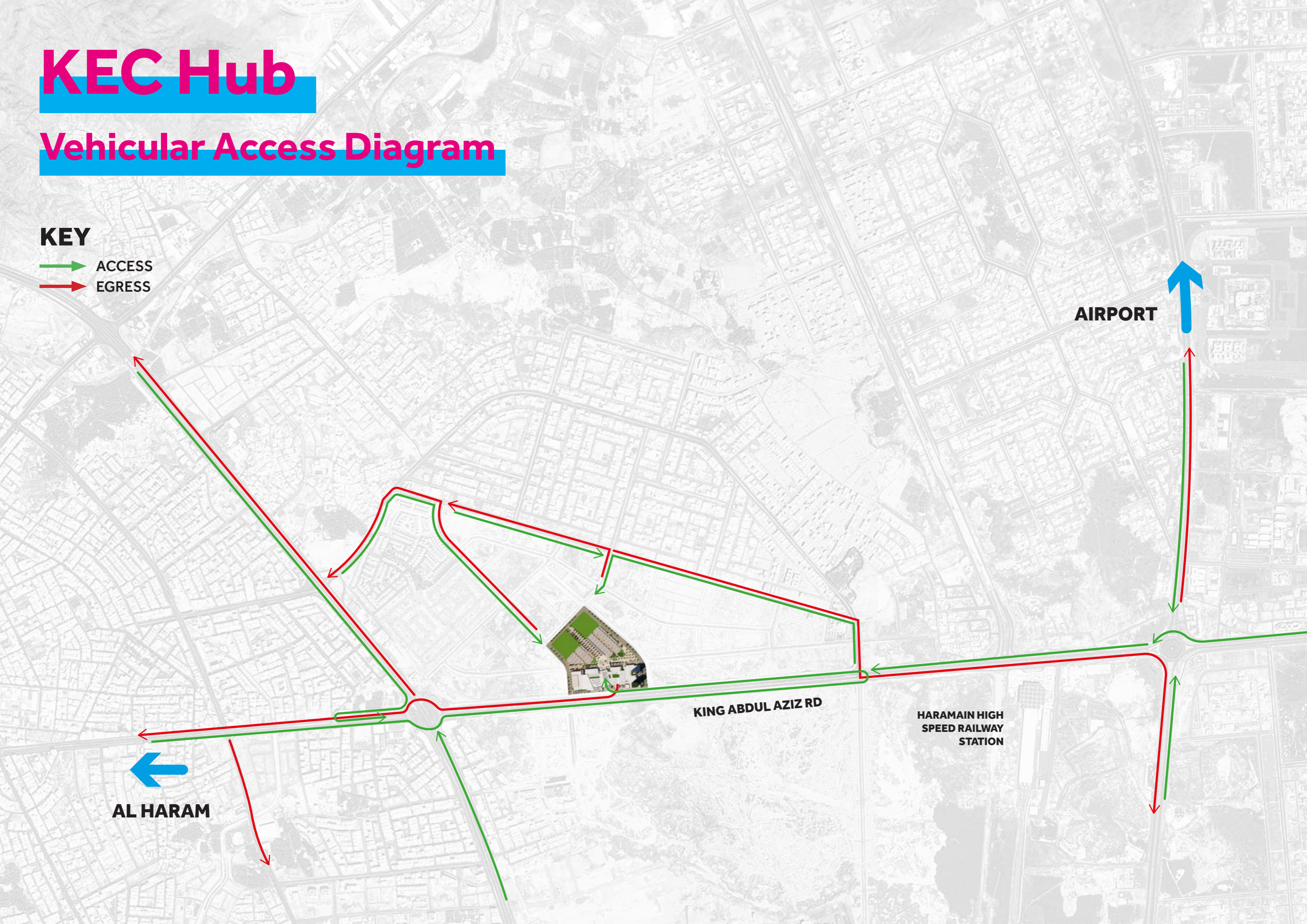
- ACCESS
- EGRESS

AL HARAM

KING ABDUL AZIZ RD

HARAMAIN HIGH
SPEED RAILWAY
STATION

AIRPORT





the masterplan.

A masterplan has been created for the 6.8km² KEC site (by HOK as a concept and detailed by Dar Al Handasah). The masterplan responds to the aim of the Economic Cities and Madinah Region and provides new services and facilities for 150,000 residents – including Knowledge Village, a theme park, a wellness centre and the Grand Mosque. The masterplan provides retail and commercial opportunities,

residential, community, health and educational facilities and a variety of green spaces for leisure and recreation.

The KEC Masterplan Planning Regulations and Design Guidelines provide a high level vision for development of the city, with regulation and guidelines setting a high standard for development at the city level. However, KEC also

identified local areas of strategic importance for which a specific vision needs to be defined and area-specific regulations and guidelines developed.

KEC is planning to provide a human-scale urban environment through a mid-density residential development offering integrated community amenities, maintenance, security and facility

management as a global services solution. The masterplan offers a distinguished community lifestyle to affluent Madinah residents and to medium-to high income in-Kingdom residents.

designed for the future with our heritage in mind.

'An evocation of traditional city spaces for modern times.'

The architecture of the project is simple and easy to construct with furniture and fixtures, which embody to the charm and character of Madinah and Saudi Arabia. It will include stepped malls, articulated shop fronts, beautiful skylights, frames & colonnades, lounge sets, planting and featured lighting.

The landscape is treated as art through its strong shape & identity, patterns, balance of hard and soft materials and contemporary style. In addition to that, the area will embrace roof gardens, roof terraces and roof walks.

The project is designed by the award winning firm Chapman Taylor.





one stop. non stop. entertainment.


The well-considered tenant mix, alongside entertainment and hospitality offerings and sufficient, well-coordinated parking facilities, will drive significant traffic flow to the project, improving development options for KEC's masterplan.

- The largest dining, shopping and entertainment destination in Madinah
- The most diverse entertainment offering in one location
- An integrated hospitality offering, with large banquet and event facilities
- The parking capacity for KEC Hub is 5,700 and for phase 1 is 2,500 parking spots
- A large, pedestrian-friendly, event-orientated park, including a cultural village
- Through the use of glass roofs, boulevards and other retail districts are given an outdoor feel

over 400 retail, dining & entertainment units.

- Over 400 Retail, Dining and Entertainment units
- Over 90 Food and Beverage units
- Multi Screen, state of the art Cinema
- 17,000sqm of Entertainment
- Popular Fashion flagship stores
- Homeware Anchors
- Fitness & Wellness
- Large Bookstore
- Old Souk Area (souvenirs, gold, accessories, etc. – reflecting Madinah traditions)





a place to eat,
meet and move
your feet.

Open Entertainment

- Park areas, shaded and semi-shaded landscaped areas
- Outdoor restaurant/dining areas
- Main boulevard area with mixed treatments and elements (indoor/ outdoor)
- Dedicated outdoor events areas
- Outdoor retail areas integrated with landscape treatments

healthy, naughty or just treat yourself.

- Over 90 F&B outlets of 13,000m² of leasible space
- 25 Casual Dining
- 10 Cafés
- 22 Quick service restaurants
- 15 Impulse outlets



A man in a grey sweater and 3D glasses is shown in profile, looking towards the right. He is sitting in a cinema with other people, some also wearing 3D glasses. A large red and white striped bucket of popcorn is in the foreground. The background is dark, suggesting a movie theater.

entertainment for the eyes, ears & brain.

Entertainment Venues

- Largest family entertainment centre (younger children)
- Game world venue for teenagers (bowling, virtual reality, games)
- Modern museum offering visual history
- Multiplex cinema halls offering regular and platinum seating
- Multi-purpose dedicated areas (events, music and art performances, festivals etc.)

rest, workout & get down to business.

5 Star Hotel Tower and Branded Residences

- Hotel tower integrated within the main podium; functionality to be distributed between 5-Star hotel rooms and Branded Residences
- Male and female health clubs
- Amenities: Health club area, spa services, swimming pools, daycare, etc.
- Large meeting and event areas for banquets, conferences and weddings
- Executives business centre



An architectural rendering of a modern, multi-story building with a large, open atrium. The building features a glass facade and a prominent cinema sign that reads "Noctur CINEMA". The atrium is filled with people, including men in traditional Arab attire and women in hijabs. There are several large palm trees and smaller green plants throughout the space. The ceiling is a complex, geometric structure with recessed lighting. The overall atmosphere is bright and modern.

**care for yourself and
your loved ones.**

Medical Facilities

- Medical clinic
- Pharmacies
- Cosmetology clinic

Fitness and Wellness

- State of art modern Health Club with ladies only section

family.
friends.
everybody.



the mix

ground floor.



GROUND FLOOR

- Hypermarket
- F&B Boulevard
- Popular fashion floor

- Perfumes, Make-up & Cosmetics
- Jewellery & Watches
- Cafés and Impulse Food options

the mix

first floor.



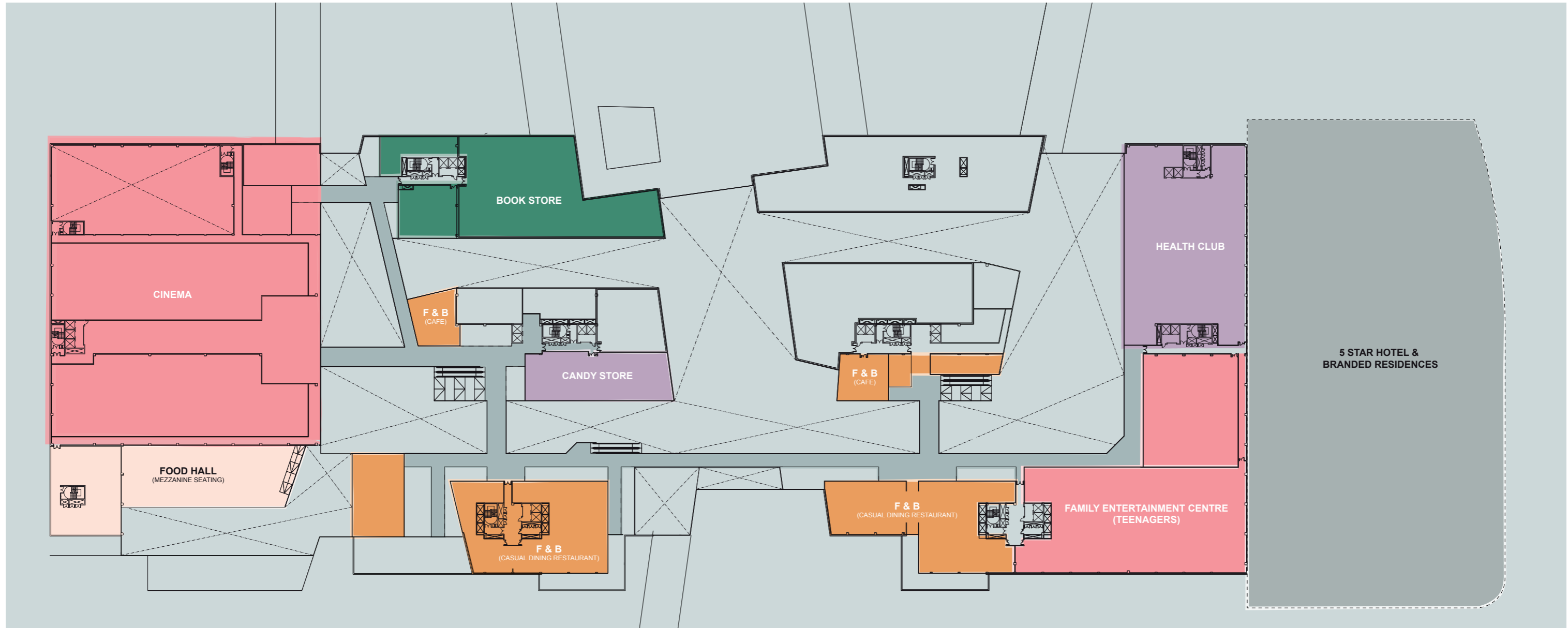
FIRST FLOOR

- Food Hall
- Kids Fashion
- Sports & Outdoors
- Family Entertainment Centre for younger kids

- Cafés and Impulse Food options
- Arabic Fashion
- Electronics
- Homeware & Accessories

the mix

second & third floor.



SECOND FLOOR

- Multiplex Cinemas
- Action & Adventure Centre for older kids and grown-ups
- Casual Restaurants & Cafes

- Bookstore
- Health Club (incl. Ladies only section)

THIRD FLOOR

- Private medical clinic

contact us

For leasing enquiries:

McARTHUR+COMPANY
SHOPPING CENTRE SPECIALISTS

**The Pinnacle Building Suite 401,
Sheikh Zayed Road,
PO Box 283850, Dubai, UAE**

**leasing@mcarthurcompany.com
www.mcarthurcompany.com**

T: +971 4 392 8304 F: +971 4 399 0421

Developer:

**مدينة المعرفة الاقتصادية
Knowledge Economic City**



Anas Shehab

**ashehab@madinahkec.com
www.madinahkec.com**

M: +966 500 188 757 T: +966 92 000 8484

  **@MadinahKEC**