

KEC Hub & Madinah Gate

Development Overview, 2021

Private & Confidential



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1 | KSA Overview

The Kingdom of Saudi Arabia has long occupied an important role at the center of the Islamic and Arab worlds; a land with a rich and proud history





SAUDI ARABIA
IS THE
20TH LARGEST
ECONOMY IN
THE WORLD
AND THE
LARGEST
IN THE MENA
REGION

MASSIVE OPPORTUNITIES ACROSS VARIOUS SECTORS

\$1.3TRN

mining potential with healthy and untapped reserves

\$453BN

industry, energy, mining, and logistics sectors investments unlocked by NIDLP by 2030

\$224BN

healthcare spending over the next 5 years from public and private sectors

\$100BN

petrochemical investment planned by Aramco over the next decade

\$64BN

arts, tourism, and entertainment investments over the next 10 years

\$50BN

education sector budget allocated in 2021

A STRONG AND RESILIENT G20 ECONOMY

1ST

population growth rate over
the next 5 years among G20

7TH

largest foreign assets
reserves globally

5TH

largest GDP per capita
(PPP) among the G20

2ND

lowest debt/GDP ratio among
G20 countries

2.4%

expected GDP growth in 2021

4.8%

expected GDP growth in 2022

35%

FDI stock as percentage of
GDP



UNIQUE DEMOGRAPHICS



SIZEABLE

59%

of GCC
population

14%

of Middle
East
population



Total Population
34.81 million



YOUNG

6%

Saudi
workforce
annual
growth

58%

of population
under 35 years
old

14 million (>40% Saudi)
Labor Force



AFFLUENT

\$23,173 **5TH**

GDP
per capita
in 2019

largest GDP
per capita
(PPP) among
G20
countries



RISING WOMEN WORKFORCE

29%

**INCREASE IN THE
NUMBER OF SAUDI
WOMEN WORKING IN
THE PRIVATE SECTOR
SINCE 2018**

33%

**WOMEN'S
PARTICIPATION IN
THE SAUDI
WORKFORCE**

54%

**OF WOMEN IN THE
WORKFORCE
HAVE A
UNIVERSITY
DEGREE**



Tourism is expected to be the second most important sector in Saudi Arabia reflecting an untapped potential within the economy.



KSA Vision 2030

Hajj and Umrah is one of the key pillars of Vision 2030



— QUOTES FROM VISION 2030 —

Saudi Arabia has assumed a prominent place in the world and has become synonymous with hospitality and a warm **welcome to all Muslims**. As such, it has carved a **special place** in the hearts of pilgrims and the faithful everywhere

”

We will establish **more museums**, prepare **new tourist and historical sites** and cultural venues, and improve the pilgrimage experience within the Kingdom

”

To **increase our capacity** to welcome Umrah visitors from 8 million to 30 million every year

”

Source: Quotes from Vision 2030



To increase our capacity to welcome Umrah visitors from 8 million to 30 million every year

- **30 million visitors is an achievable target which will enhance tourist expenditure associated with inbound and domestic tourism**
- **To improve visitor experience and accommodate the spike in visitation will require the following:**
 - Expand accommodation offering (current room inventory is outdated and the number of rooms is insufficient to handle influx of visitors)
 - Improve L&E (Leisure & Entertainment) offering (which includes F&B) in order to extend visitations and improve quality of stay
 - Improve mobility around the city and to historical sites especially during peak season
 - Improve quality of services through training of staff in hotels, restaurants, retail outlets, etc.

2 | Why Al-Madinah


Madinah – Saudi Arabia's 4th largest city and 2nd most visited city by international travelers.
Expanding Madinah's leisure, hospitality, and entertainment offerings for both residents, visitors and international guests




A SIZABLE CONSUMER MARKET

The City of Madinah is the fourth largest urban center in the Kingdom, after Riyadh, Jeddah and Makkah. Of importance, the HHR connects Madinah (#4) with Jeddah (#2) and Makkah (#3) – forming a strong economic and tourist connectivity which will continue to develop over time. Based on regional connectivity with the largest cities in the Kingdom, and further development of the Northern Heritage Corridor, Madinah is anticipated to grow significantly and is expected to reach a projected permanent residential population of 2.06 million by 2030; the Vision 2030 target of achieving 30 million umrah visitors by 2030 is expected to significantly increase Madinah’s floating population – creating a very broad consumer base.

Currently, with a resident population of almost 1.4 million and a floating population (tourists) of about nine million per year, Madinah is significantly important within the national urban landscape, compared to many other cities in the Kingdom.




POPULATION
1,500,000 + Floating Population




FLOATING POPULATION PER YEAR
3,249,000 Hajj
5,757,000 Umrah
9,006,000 Total

Expected to grow considerably



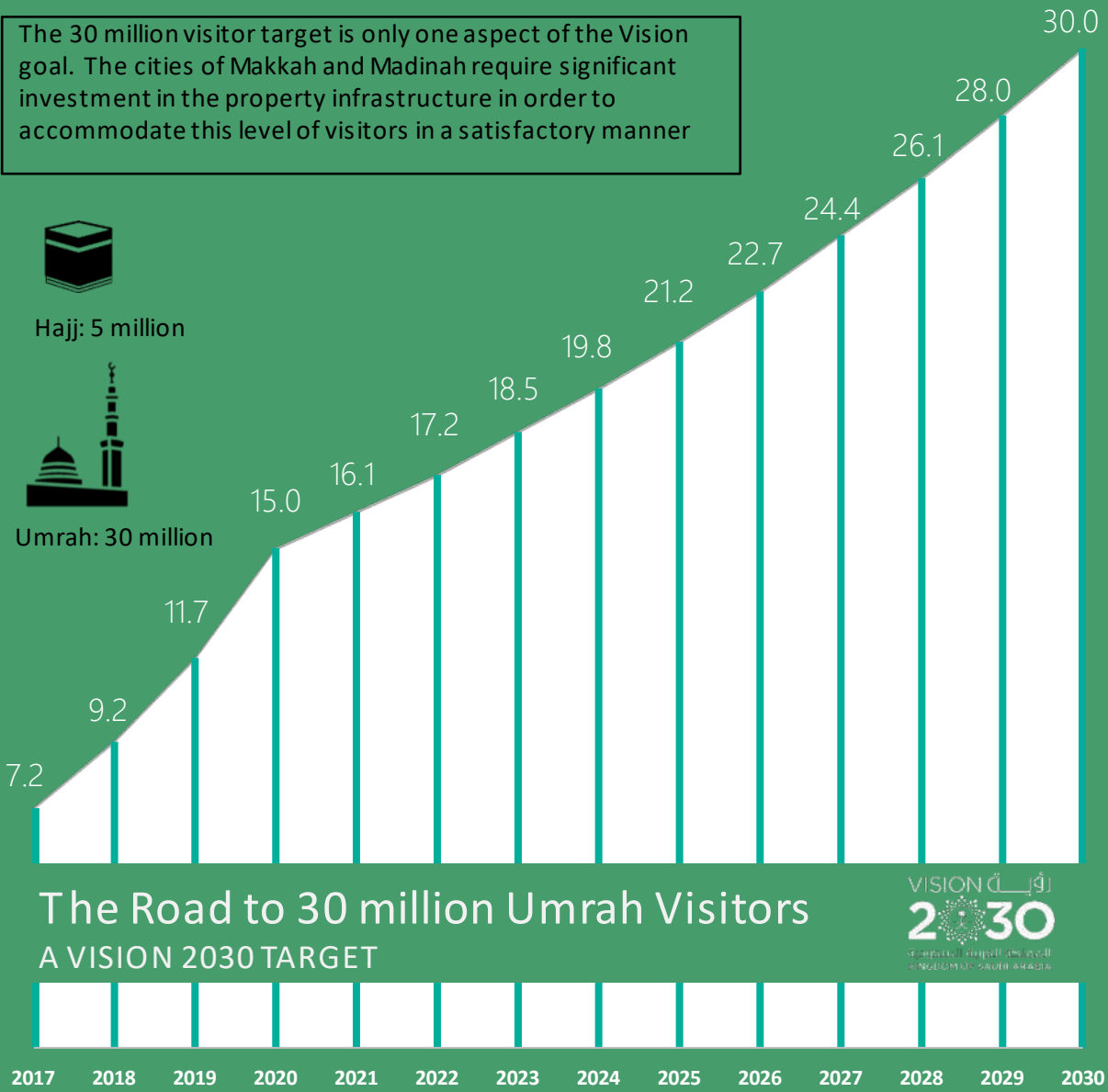
AGE PROFILE
77% < 40



POPULATION GROWTH RATE
2.52%
2,064,000 expected population by 2030

Number of Umrah Visitors in millions (to Makkah & Madinah)

The 30 million visitor target is only one aspect of the Vision goal. The cities of Makkah and Madinah require significant investment in the property infrastructure in order to accommodate this level of visitors in a satisfactory manner

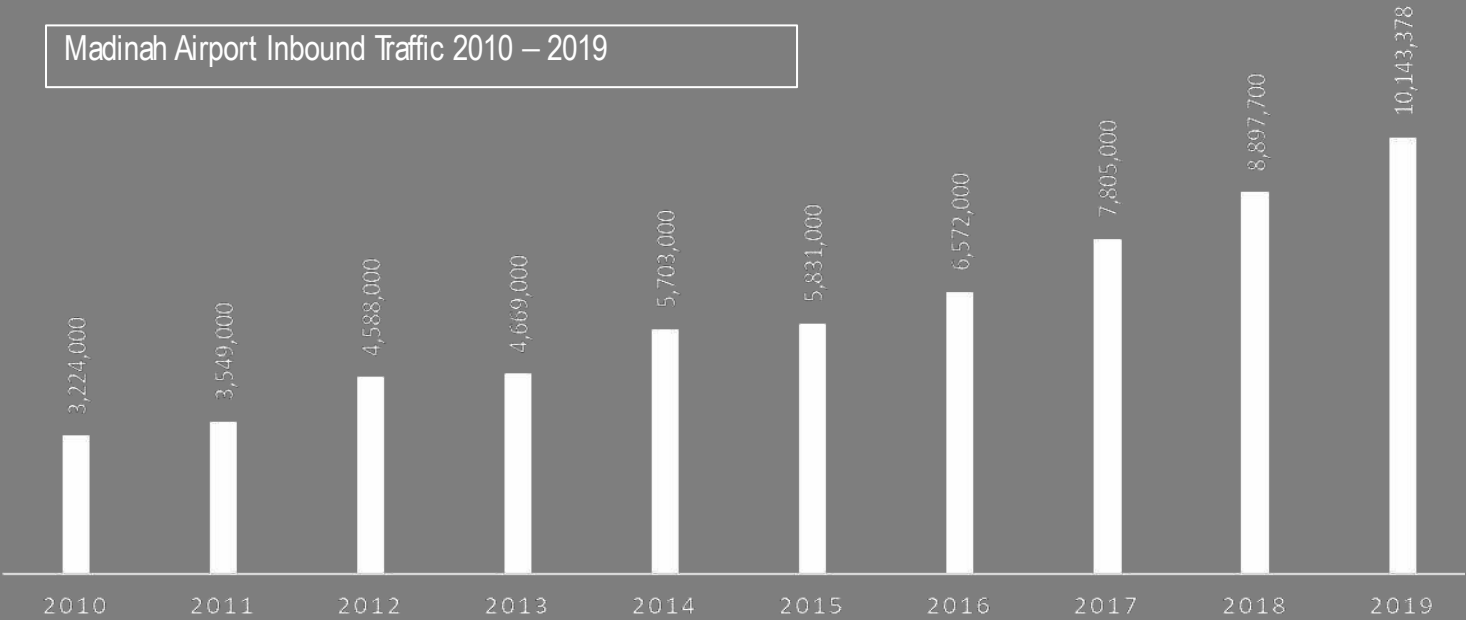


Madinah Airport



- In light of the growing number of Hajj and Umrah visitors to the country, the government converted Prince Mohammed Bin Abdulaziz Airport to an international airport in 2008 becoming the fourth functioning international airport in the Kingdom – and is currently the fourth busiest airport in Saudi Arabia.
- The expansion of Prince Mohamed Bin Abdulaziz International Airport in 2015 was a plan to develop and renovate the airport to enable an increased **capacity of 8 to 14 million passengers annually**, while the third phase is expected to increase **capacity up to 27 million**.
- Given the government’s plans to increase the airport capacity to 14 million in the short term and 27 million in the long term, it is clear that this airport is expected to become a major hub in the coming years and promote Madinah as an entry/exit hub for pilgrim passengers to complement the role played by the international airport in Jeddah.

Madinah Airport Inbound Traffic 2010 – 2019



Source: General Authority of Civil Aviation (GACA), 2017; TAV Airports, 2018; WTTC 2018



Haramain High Speed train Makkah-Madinah

Saudi Arabia

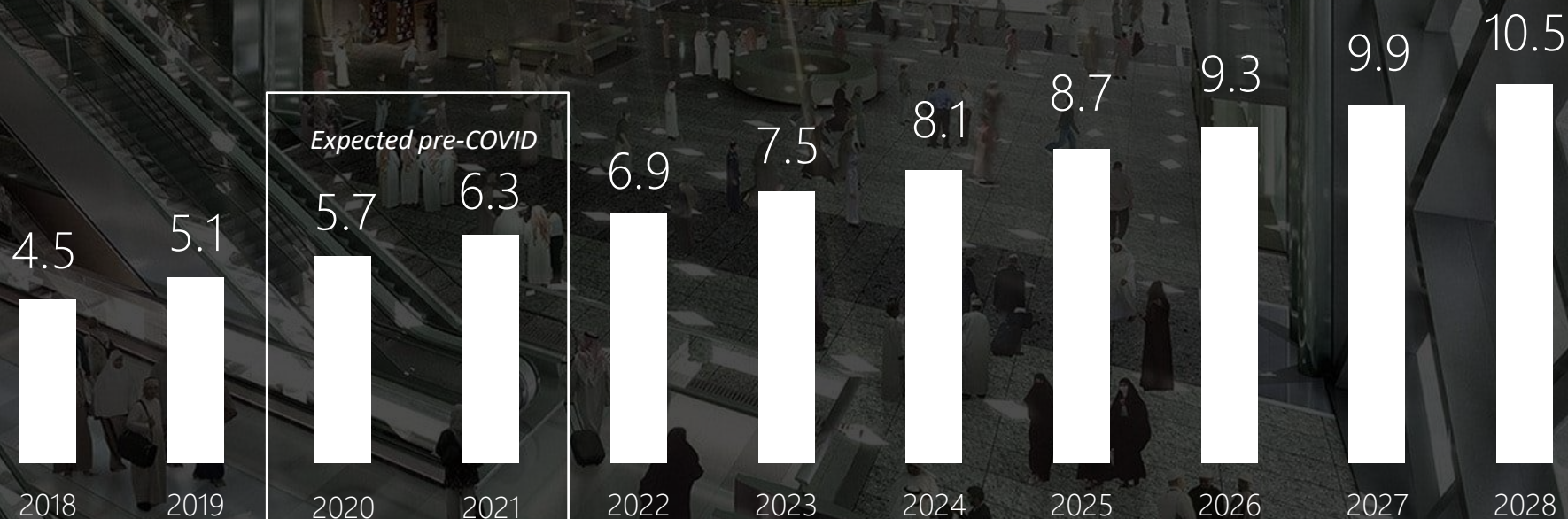
166,000 *passenger per day*

444 *Route length (kms)*

35 *trains*

Expected Number of Travelers at Haramain Train Station *in millions*

The expected Number of rail passenger to reach 10.5 million travelers by 2028 as part of the government's initiative to increase the number of pilgrim visitations by 2030.



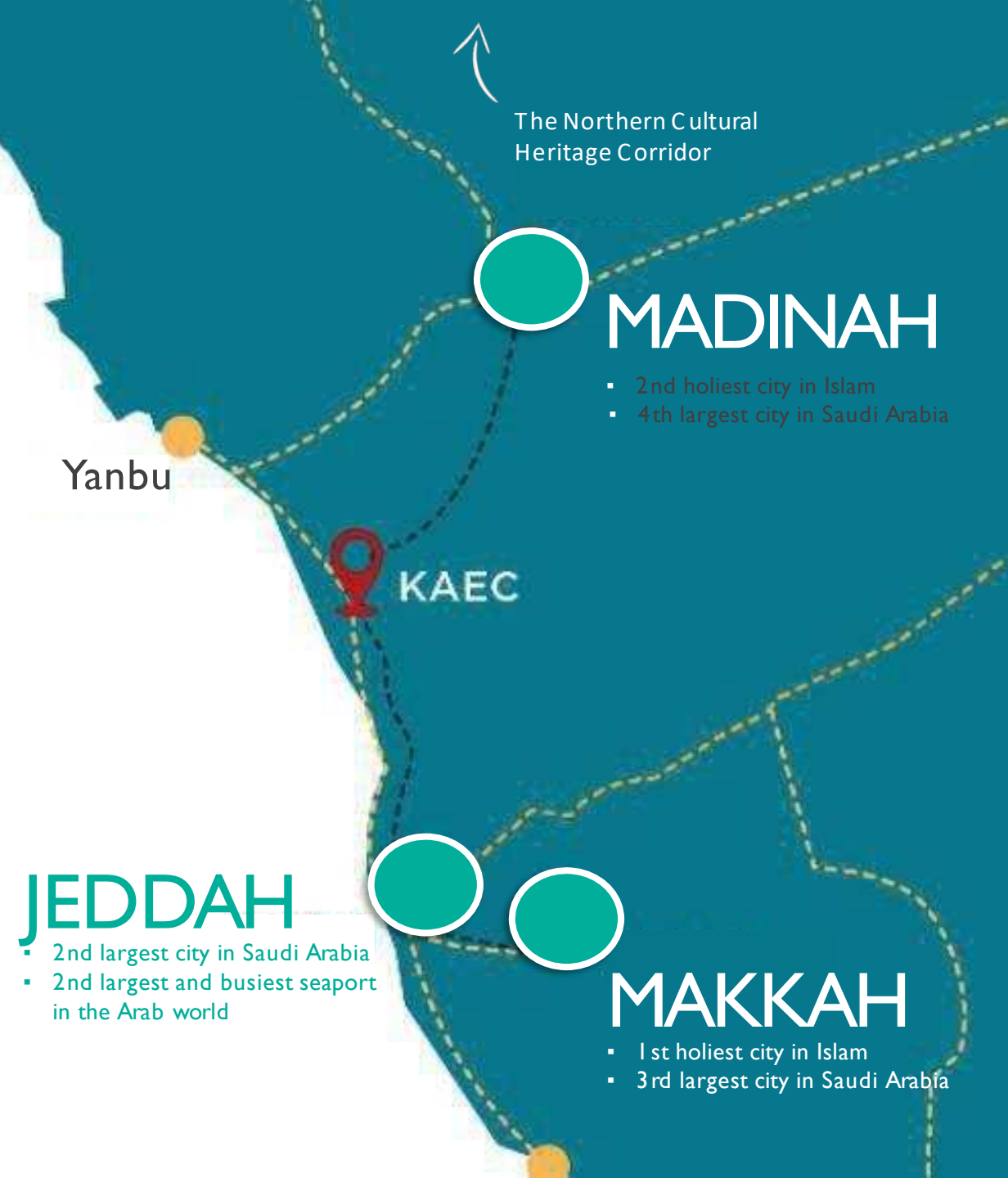


connectivity

5 STATIONS

- MAKKAH
- JEDDAH CENTRAL
- KING ABDULAZIZ AIRPORT
- KAEC
- MADINAH

- The best-connected region in Saudi Arabia
- Connecting the 2nd (Jeddah), 3rd (Makkah), and 4th (Madinah) largest cities in KSA
- Connecting a population of approximately 11 million people
- Will accommodate significant inflow of Umrah visitors – a Vision 2030 target of 30 million
- Will boost business, tourism, and logistics

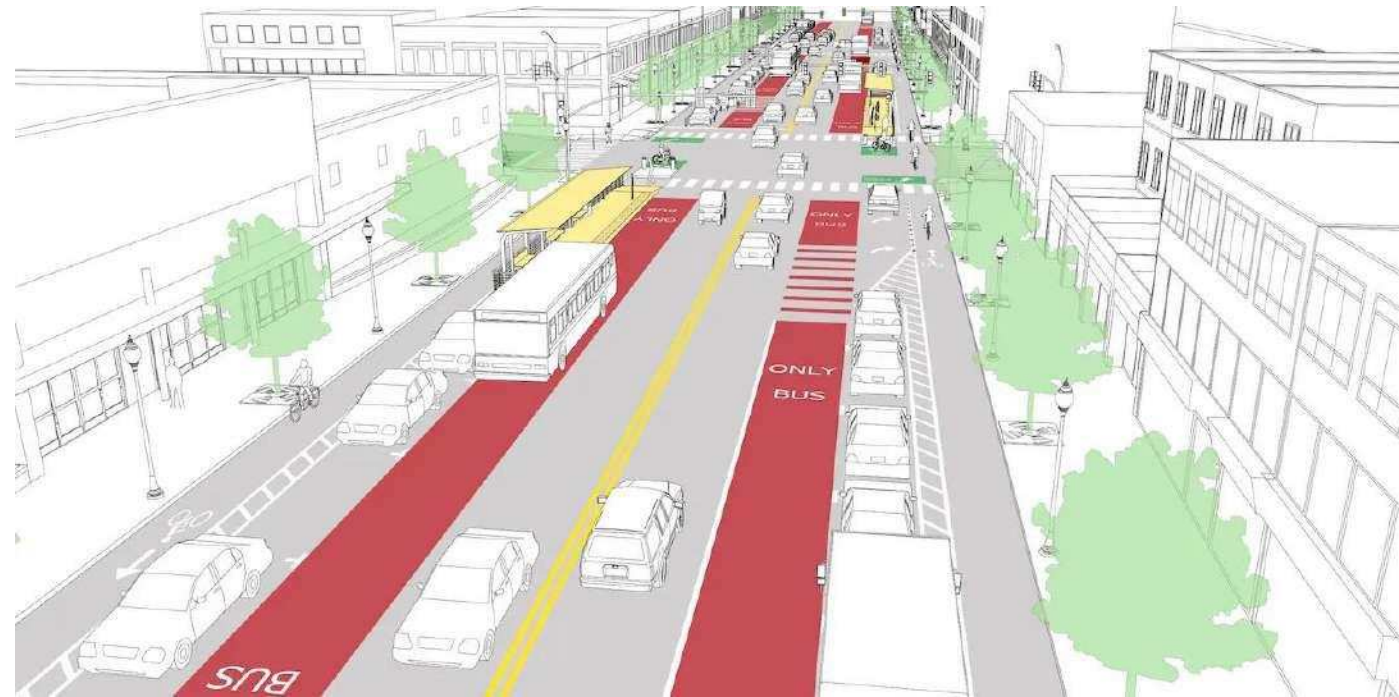




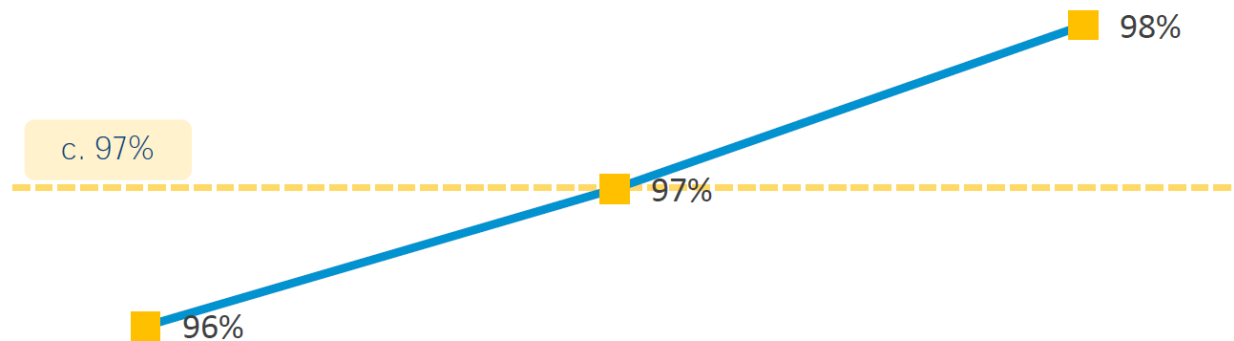
The new Bus Rapid Transit (BRT) network, which is expected to be launched by Q4 2021 will greatly improve mobility around the city – especially to and from the Prophet's Mosque. It will also complement the existing Al Madinah Buses network

- The Madinah BRT – which is an ongoing project by the Madinah Region Development Authority – is expected to be operational by the end of 2021.
- The BRT will serve Madinah Gate directly, with a major bus station connected with the Property. The “BRT” express bus project will consist of two main lanes with a total length of 52 km, including 33 stops, and a capacity of 1800 passengers per hour. The first lane includes 22 stops on a track of 36 km long, to start from Prince Muhammad bin Abdulaziz International Airport station, to the west of Madinah Al Munawwarah station, passing through a group of stations, most notably the Prophet's Mosque station, the Haramain High-Speed Railway Station, and the Knowledge Economic City station.
- The bus station at Madinah Gate will link the Property directly with the central area and the HHSR station, which will create opportunities from attracting inbound and domestic visitors to the site area.
- The current bus network is the Al Madinah Buses – a transportation project operated by SAPTCO. The project features eight bus lanes, and it provides connection from different parts of the city to Al Masjid Al Nabawi. Currently, the operating buses provide connection to and from the Prophet's Mosque station as a prime hub for commuters. The bus network has 7 stops that are located in different parts of Madinah including Prince Mohammed Bin Abdulaziz International Airport, Aliat Mall, and Shathah stop (next to Al Rashed Mall). The number of buses are increased during high seasons (Ramadan and Hajj) to service a larger number of visitors and additional stops are offered.

BRT: A bus-based public transport system designed to improve capacity and reliability relative to a conventional bus system. Includes roadways that are dedicated to buses and gives priority to buses at intersections where buses may interact with other traffic.



Strong occupancy rates among Madinah's largest malls...



Currently, Al-Madinah has an undersupply of retail space for residents compared with other major cities in the Kingdom, with just over 220,000m² of GLA in modern resident-oriented shopping center developments. On a per capita basis, there is 0.2m² of retail space per resident in the city, lower than to 0.4m² average for key KSA metro areas.

Al Rashid



Al Noor



Aliat



3 | Knowledge Economic City

A Public listed company that is the largest masterplan developer in the city with an area of 6.8 million sqm within the urban development of the city.



Introduction

KNOWLEDGE ECONOMIC CITY (KEC)



As directed by the late custodian of the two holy mosques king Abdullah bin AbdulAziz, Knowledge economic city will become a contemporary icon of Islamic culture for residents and visitors to Holy City of Al Madinah Al Munawarah

Location



KEC Snapshot:

- Mixed use residential , commercial and hospitality development.
- Located on one of the few remaining sizeable flat plots of land within the Haram area.
- Excellent access through Haramain high-speed rail link (located within KEC masterplan).
- Bordering Madinah's 2nd and 3rd ring roads and an ~8km drive to Madinah airport.

Knowledge Economic City Masterplan

The Project sits within the larger Knowledge Economic City (KEC) masterplan (680 ha), located east of Central Madinah in the Kingdom of Saudi Arabia (KSA). The KEC location within Al-Madinah Al Munawwarah City is located approximately 5km east of the Haram via King Abdul-Aziz road. The site stretches on the distance between the second and third ring road. The KEC Masterplan Area comprises of two main sections separated by King Abdul-Aziz Road (KAAR), the north part is about 2,580,000m² and the south part with an area approximately 4,250,000m².

KEC presents a new master-planned development which will become the connective point between the holy Haram, the international airport, and the Haramain High speed Train Station. Due to its strategic location, KEC represents the potential for a high density, mixed use urban center. The masterplan will draw the blueprint for a new place that allows people to live, work and stay, which will result in a vibrant, interconnected and prosperous community.



Masterplan Capacity

150,000

Inhabitants



42,000



Hotel Keys

1,450

BEDs

5

Hospitals



6

Education
Complex

45,000

Villas and Apartments





KEC Projects

Current & forthcoming for the next 5 Years

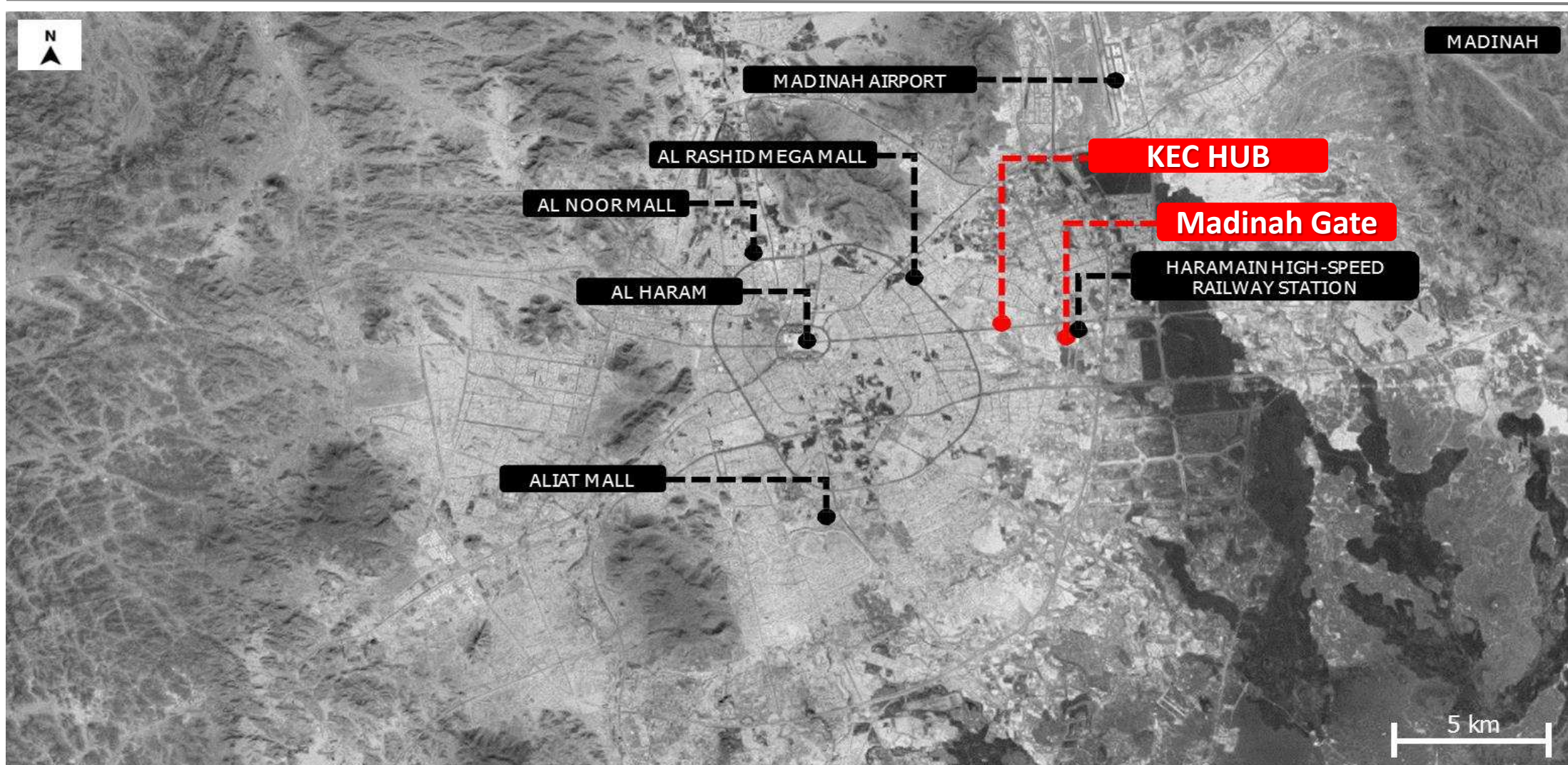
+8,000
Residential Units
+41,000
Inhabitants

4 | Projects Overview

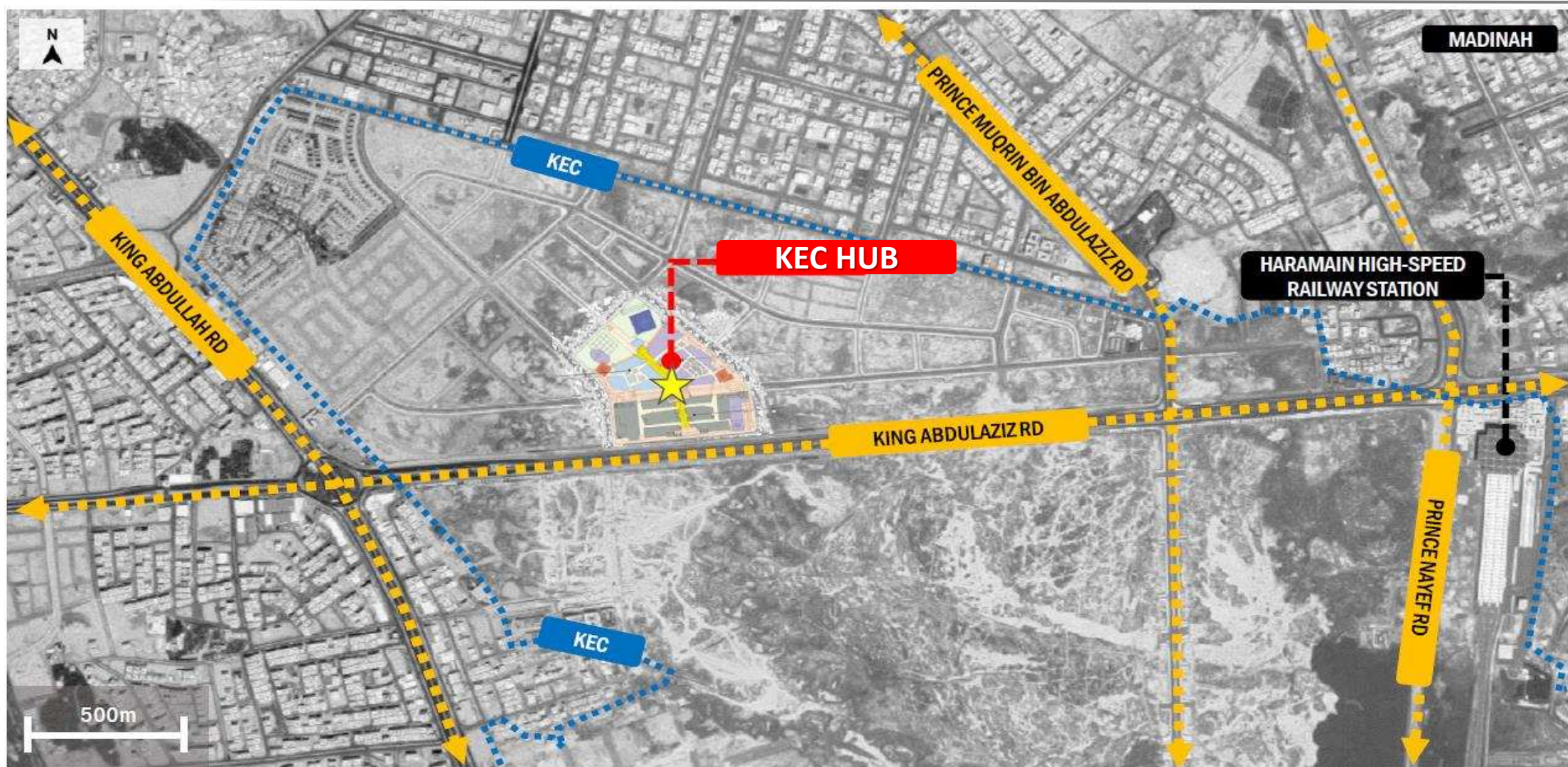
KEC Hub Project & Madinah Gate Project



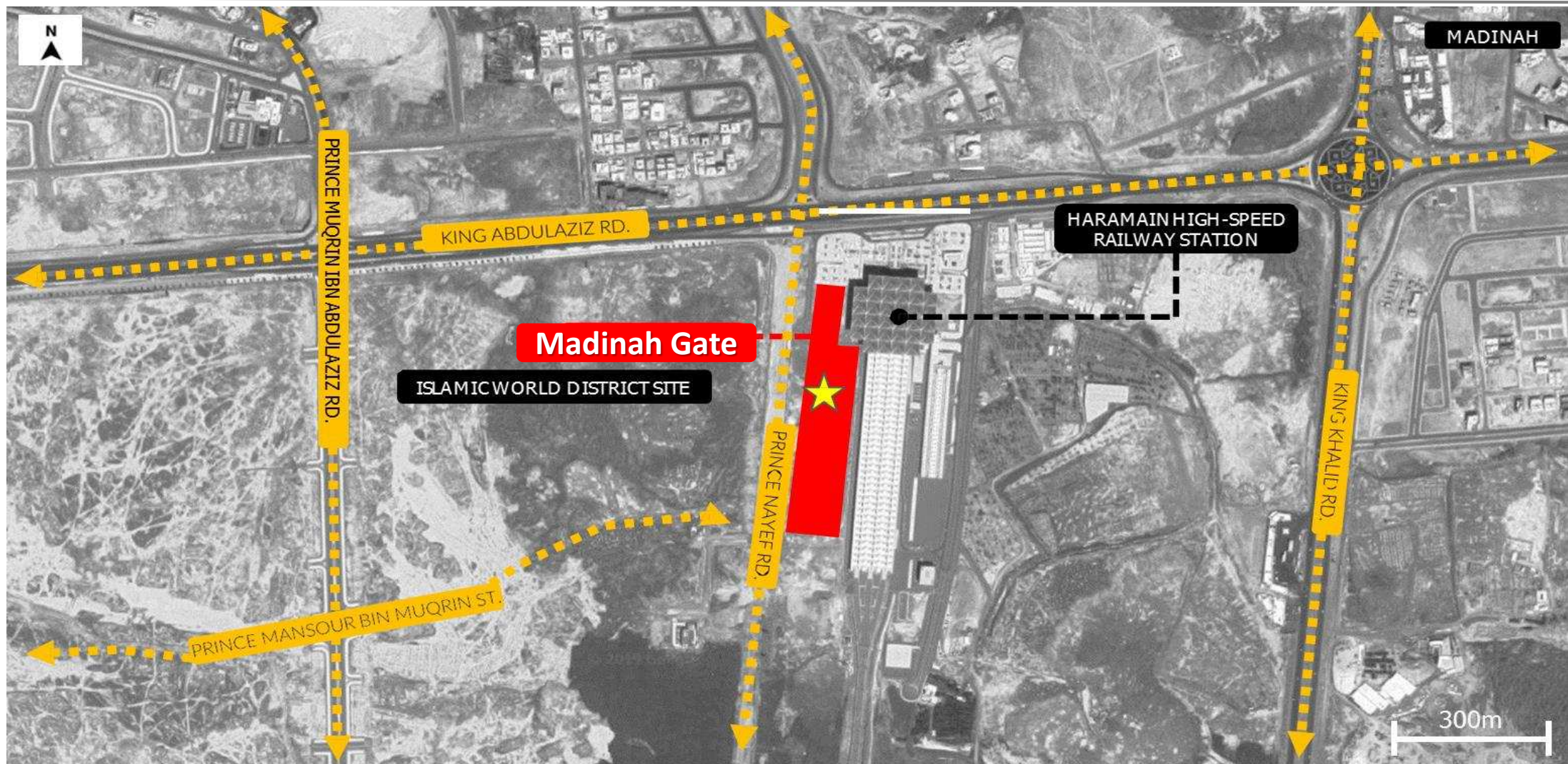
The Location of the Projects



The Location of KEC Hub



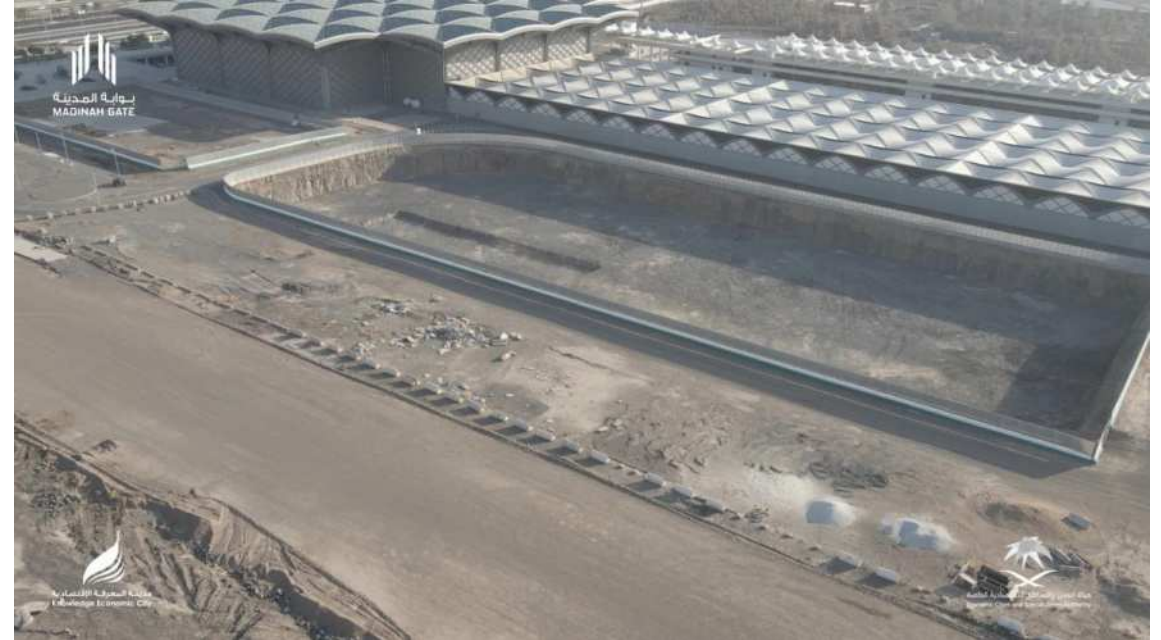
The Location of Madinah Gate



Construction Work in Progress for **KEC Hub**



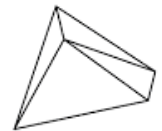
Construction Work in Progress for Madinah Gate



Excavation work - 100% complete

KEC Hub

Project Designer



CHAPMAN TAYLOR
ARCHITECTURE

Project Developer

مدينة المعرفة الاقتصادية
Knowledge Economic City

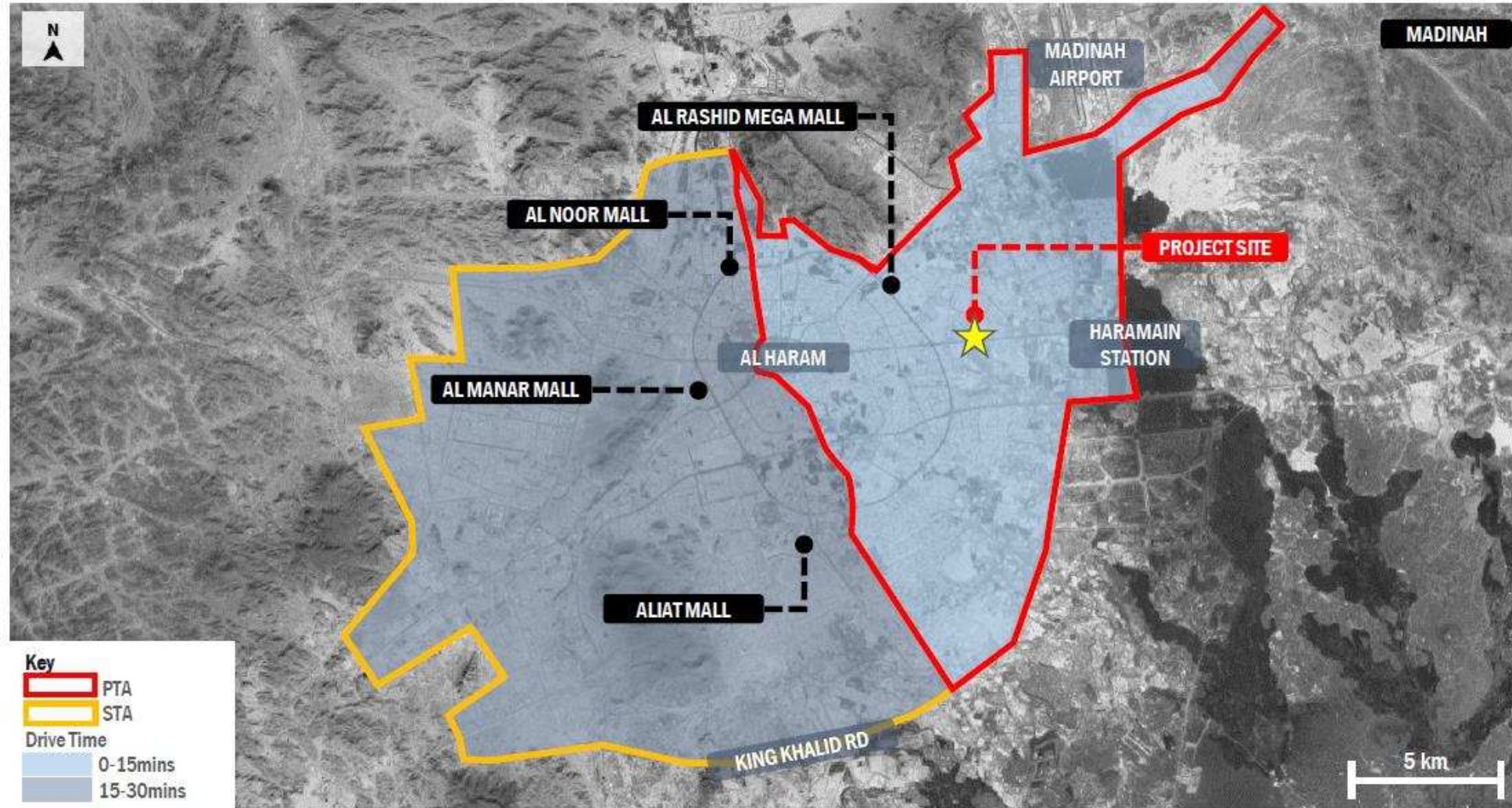


KEC Hub

- Develop a centralized “**entertainment hub**” that offers retail shops, 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 Al-Madinah** given its objective of serving as the city’s central point of activities.
- The **optimal tenant mix, entertainment options, hospitality offerings, and sufficient and well coordinated parking** facilities should drive significant traffic flow to the project, improving development options for KEC’s master-planned project.
- **The key strengths of the Project are:**
 - Largest shopping destination in the Madinah
 - Most diversified entertainment offering in one location
 - Integrated hospitality offering with large banquet and event facilities.
 - Large pedestrian friendly, event-oriented park which includes cultural village.
 - Utilization of glass roofs to give “outdoor feel” along boulevards and other retail districts.

Project Details	
Developer	Knowledge Economic City (KEC)
Project Name	KEC Hub (part of Knowledge Economic City Masterplan)
Project Location	Al-Madinah, KSA
Coordinates	24°28'26.7"N 39°40'22.9"E
GLA (m²)	73,000 (Phase 1)
Supermarket (m²)	5,500
Retail Levels	GF+3
Units	236
Parking	2,800
Est. Opening Date	Q3 2024 (Skeleton underway)

Trade Area & Demand



KEC Hub



TOTAL SHOPPING AREAS
122,000 SQUARE METERS

THE PARK
65,000 SQUARE METERS



430 RETAIL OUTLETS



100

FOOD & BEVERAGE OUTLET

ENTERTAINMENT AREAS
34,530 SQUARE METERS



KECHUB

TOTAL BUILT-UP AREA

181,838 SQUARE METERS

making it the largest retail-oriented property in the city of Madinah

GROSS FLOOR AREA

103,275 SQUARE METERS

of retail, hospitality, entertainment, and leisure space

TOTAL SHOPPING AREAS

73,000 SQUARE METERS

making it the largest retail area in the city offering both indoor and outdoor areas

Hilton Hotel

350 KEYS/ UNITS

Hospitality is well-integrated with retail and entertainment areas allowing guests to “live” within the district

Branded Residences

66+ Units

Residences unit is well-integrated with retail and entertainment areas allowing resident to “live” within the district



 **2750+**

SPACES FOR CARS IN BASEMENT PARKING

THE BOULEVARD

400 METER STRETCH
of shopping, F&B, and entertainment
In an outdoor & indoor boulevard setting



ENTERTAINMENT AREAS

16,000 SQUARE METERS

15-screen cinema, virtual reality gaming, and large family entertainment center



235+ RETAIL OUTLETS



 **72**

FOOD & BEVERAGE OUTLETS

THE PARK

65,000 SQUARE METERS

of outdoor, pedestrian-friendly, park space used for events, leisure, and dining



15+

MILLION VISITORS
expected per annum inclusive of international guests



PROJECT SCHEDULE



Construction Period

May 2021 to August 2024



Opening Date

August 2024

Branded Residence

Hilton 5-star Hotel

Banquet Hall

KEC Hub Mall

Boulevard

Park

Culture Village

Uhad Boulevard

Hotel 4 star

Phase I Components:

164

RETAIL OUTLETS

72

F&B OUTLETS

13

CINEMA
SCREENS

2

FEC

350

HOTEL KEYS

66

BRANDED
APARTMENTS

2,750

PARKING SPACE

Offering a superior product to Al-Madinah.
Main Entrance



The Main Park



Outdoor seating restaurants



Night Boulevard view



F&B Boulevard Area :
F&B Terraces



Wellness Plaza



Central Square Cafe Terrace & Sunken Plaza



Light Landscape
Flexible Space for
Leisure Events

Basement (B2)
Service Access

Complete
Landscaped
Boulevard

Pop-up Shops / F&B

Open Screen

F&B Boulevard

Residential Tower 2

Landmark
Hotel Tower 1

Phasing Strategy:

Phase I

Central Plaza

Wasat
Al-Madinah

KEC North /South

	Phase 1 (m²)
RETAIL	Mall, Boulevard & Cultural Village
	Medical Clinics
	Sub-Total
HOSPITALITY	Hotel 4*
	Serviced apartments & Residences
	Hotel 4* & Serviced apartments
	Sub-Total

King Abdul Aziz Road

Parking Phase 1	Achieved Spaces
Surface parking	1,650
Basement level -1	1,712
Basement level -2	177
TOTAL	3,539

Phasing Strategy: Phase II

Light Landscape
Flexible Space for
Leisure Events

Landscaped
Boulevard (1)

Central Plaza (1)

Wasat
Al-Madinah (1)

KEC North /South

Surface Parking
and Bus Parking

Part Completion of Park (2)

Wasat
Al-Madinah (2)

F&B Boulevard (1)

Residential Tower 2 (1)

Landmark
Hotel Tower 1 (1)

King Abdul Aziz Road

		Phase 1 (m²)	Phase 2 (m²)	Sub-total Phase 1 (m²)
RETAIL	Mail, Boulevard & Cultural Village	65,242	54,517	117,759
	Medical Clinics	4,744		4,744
	Sub-Total	69,986	52,517	122,503
HOSPITALITY	Hotel 4*	31,909		31,909
	Serviced apartments & Residences	24,149		24,149
	Hotel 4* & Serviced apartments			
	Sub-Total	56,058		56,058

Parking Phase 2	Achieved Spaces
Surface parking	550
Basement level -1	2,524
Basement level -2	881
TOTAL	3,955



بوابة المدينة
MADINAH GATE

Haramain High-Speed Railway's Gateway into Madinah

Madinah Gate



Project Designer



Project Developer



Madinah Gate

A mixed-use retail & hospitality development located adjacent to the Haramain High-Speed Railway station in Madinah. The project is part of the larger-scale Knowledge Economic City (KEC) masterplan.

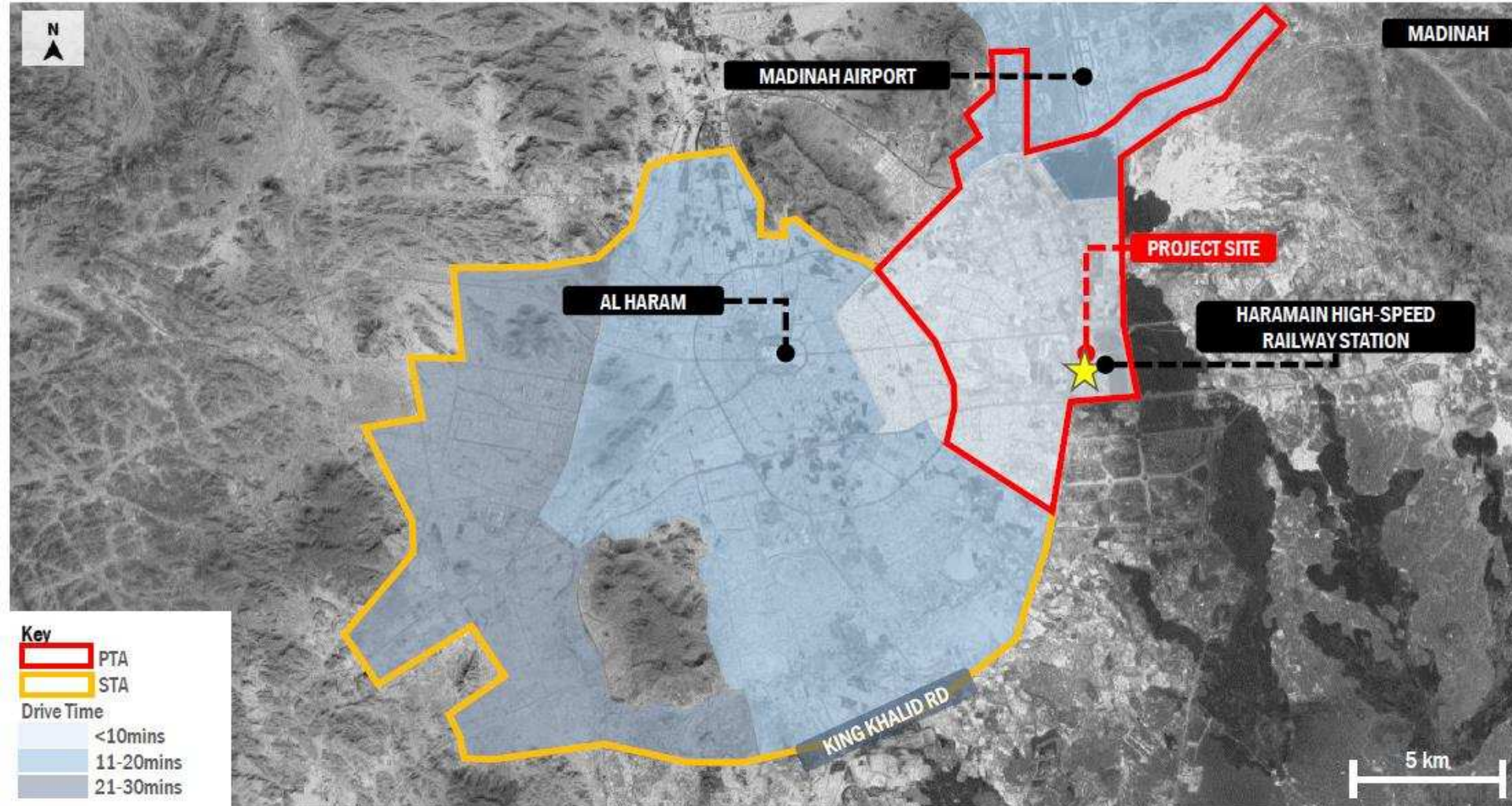
First of its kind, a transit-oriented development, Madinah Gate will feature wide selection of retail, dining and entertainment options serving visitors and local population in the proximity to the site. Mixed use development will include Doubletree by Hilton, and a dedicated bus and taxi terminal transporting passengers arriving by train to the Haram area.

The site is located on a 22,246m² plot directly connected with the Haramain station via air-conditioned pedestrian link. The site benefits from strong frontage facing King Abdulaziz Road, a major highway connecting the city centre with the eastern suburbs. The development will be connected via pedestrian air-conditioned foot bridge to the ‘Islamic World District’, a hospitality-led masterplan offering affordable accommodation that is located directly opposite of the site.

The project will be a hybrid community / transit-oriented development with over 23,000m² of GLA anchored by a 708m² supermarket, cinema, FEC (young kids), FEC (bowling), health club, clinic, bookstore major, homewares major, sporting goods major store, fashion majors, line stores, restaurants, cafés, food court.

Project Details	
Developer	Al-Gharaa Real Estate Development (KEC owned 80%)
Project Name	Madinah Gate (part of Knowledge Economic City Masterplan)
Project Location	Madinah, KSA
Coordinates	24°28'18.2"N 39°41'53.5"E
GLA (m²)	23,000
Supermarket (m²)	708
Retail Levels	G+2
Units	121
Parking	800
Est. Opening Date	Q3 2023 (excavation completed)

Trade Area & Demand



THE THREE LARGEST CITIES IN THE WESTERN REGION ARE NOW CONNECTED

JEDDAH — MECCA — MADINAH

**SAUDI
ARABIA**

Medina

Riyadh

The Haramain High-Speed Rail connects a population of over 11 million residents and will be the primary transport medium for millions of religious tourists

Mecca

Jeddah

In addition to enhanced connectivity, economic improvement, and growth in religious tourism, the Western Region is also witnessing an unprecedented tourism boost as the Kingdom uncovers what is considered to be the Last Frontier of Tourism.





PROJECT SCHEDULE



Construction Period

May 2021 to November 2023



Opening Date

Dec. 2023



بوابة المدينة
MADINAH GATE



Phase-I Components

78

RETAIL
OUTLETS

43

F&B
OUTLETS

8

CINEMA
SCREENS

3

ENTERTAINMENT
AREA

325

HOTEL
KEYS

800

PARKING
SPACE

1

BUS TERMINAL
CAPACITY 700 PERSON/HOUR

CELEBRATED BOULEVARD



CAFFE

Hash Tag

Palu

BAKE



Espresso Labo

Krog

Krog

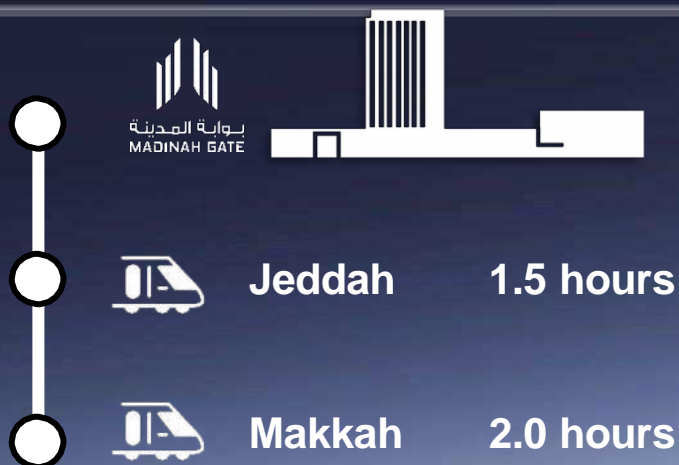
Espresso Labo

Festival Avenue
Madinah Gate

2

The first transit-oriented development (TOD) directly connected to a main train station within the Haramain High-Speed Rail network

The only Hotel in Madinah directly connected to Jeddah and Makkah





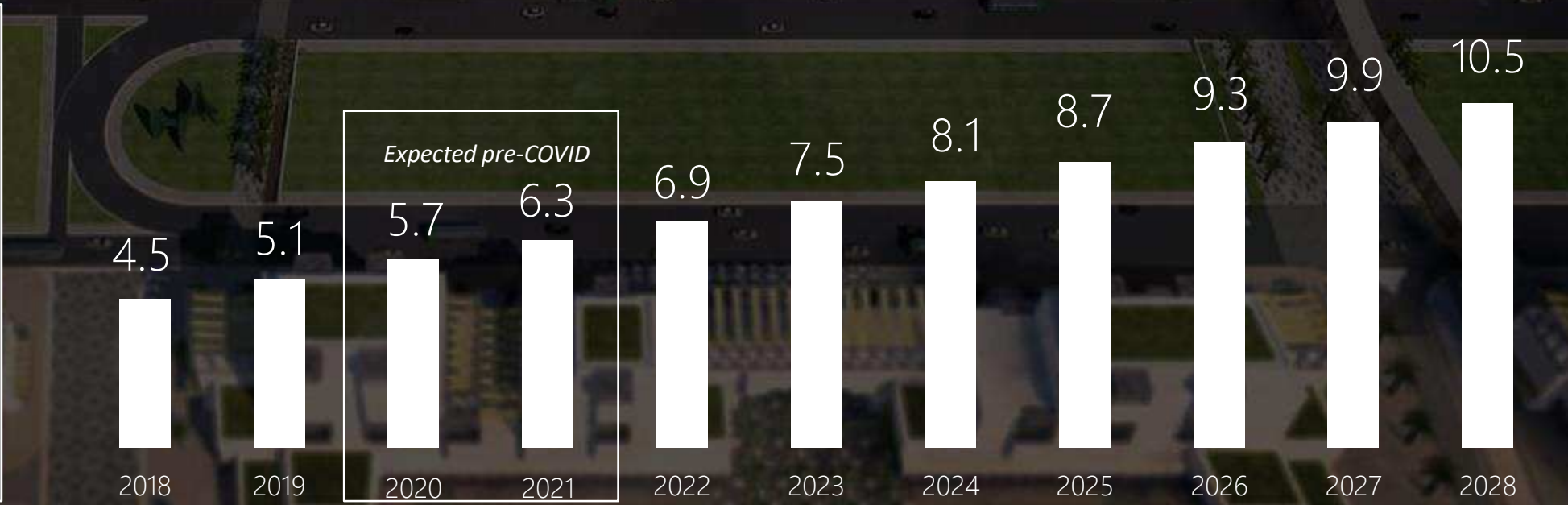
Bus Terminal

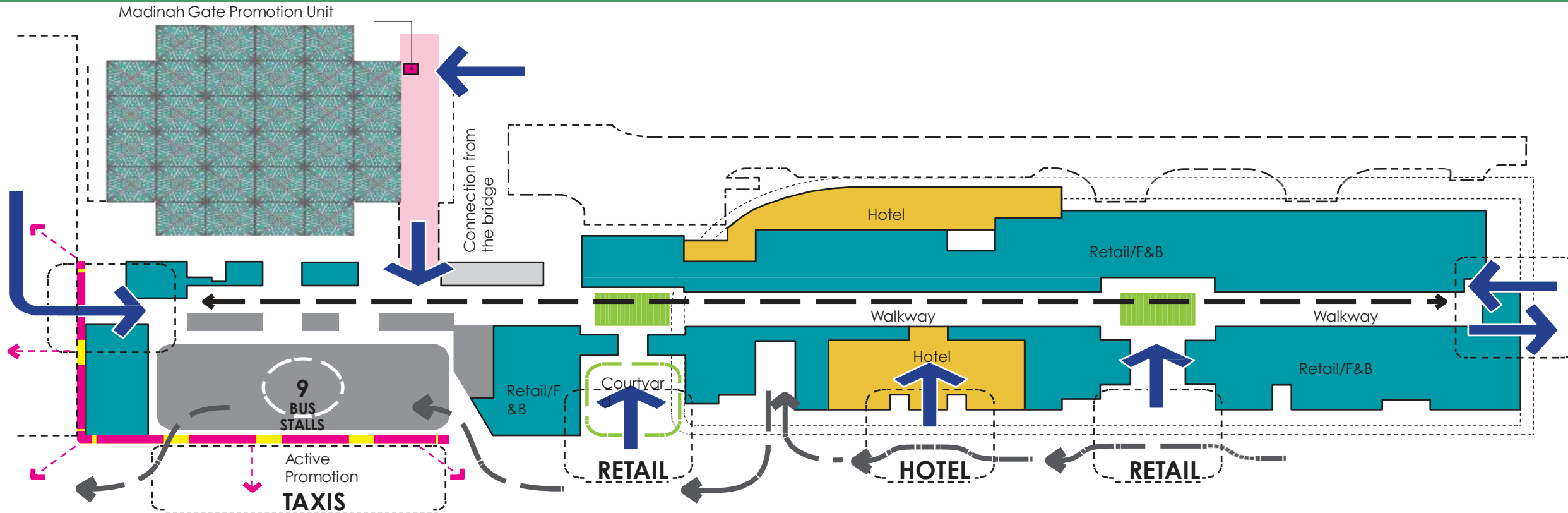
Phase II



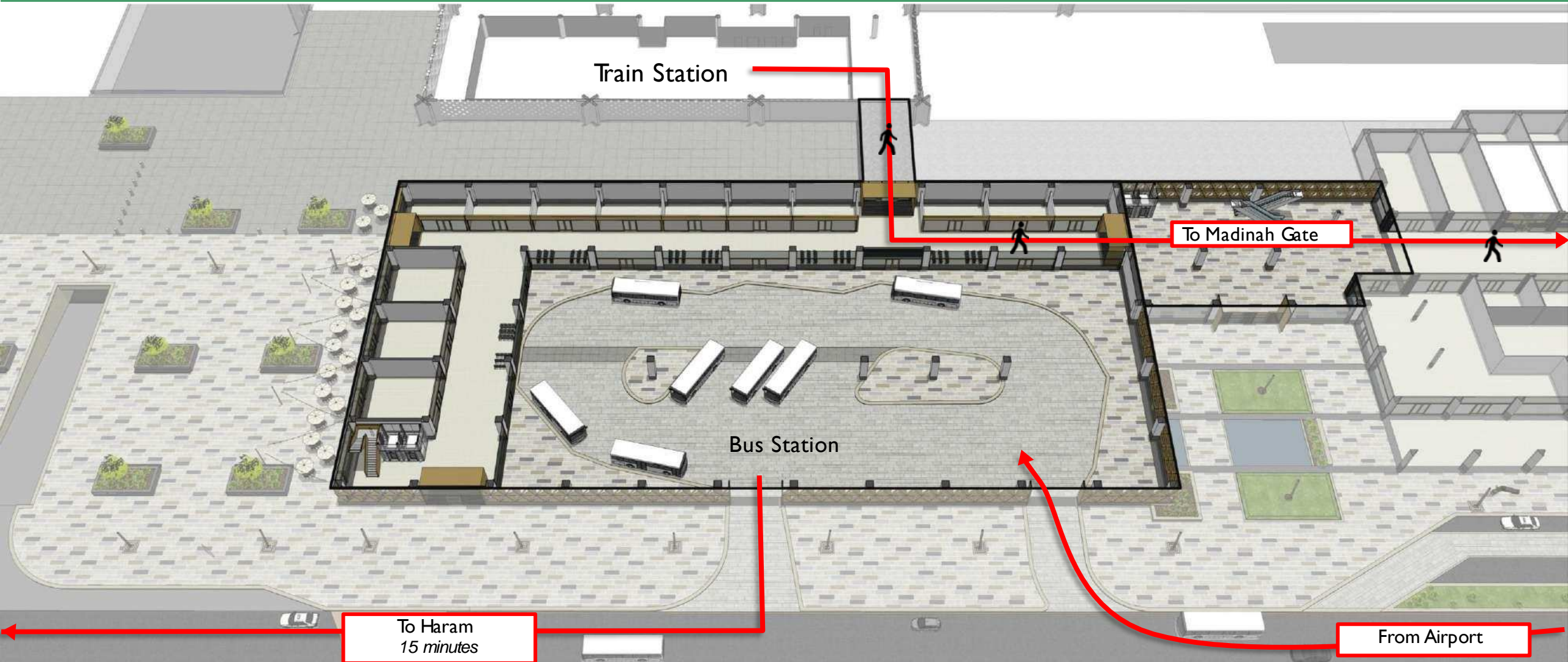
Expected Number of Travelers at Haramain Train Station in millions

The Property will leverage on the increasing number of pilgrim visitations as part of the government's initiative to increase the number of pilgrim visitations by 2030.





Madinah Gate will be directly integrated with the Bus Station and the HHR Madinah Station – positioning a truly strategic TOD Property in the Kingdom



All Stations of the HHR Network need to develop in order to improve the experience of travelling between Saudi Arabia's three largest cities.

Future Development by KEC
The Islamic World District



THANK YOU

