



Discover Qiddiya

July 2019



An aerial, bird's-eye view of the Qiddiya City Center in Saudi Arabia. The city is built on a rugged, desert landscape with a mix of modern architecture, green spaces, and water features. Three circular callouts are overlaid on the image, each containing text. The background shows a vast desert landscape with mountains in the distance under a clear sky.

Qiddiya is a new city, born from Vision 2030, **set to become the Kingdom's capital of** Entertainment, Sports and the Arts

Qiddiya is an integrated destination, built on an epic natural landscape on the doorstep of Riyadh

Qiddiya is for Saudis, and will bring together new opportunities and exposure at a scale and format never before seen in the Kingdom

Qiddiya is a central component of the economic and social transformation of Saudi Arabia and will deliver the core tenets of Vision 2030

Qiddiya presents a powerful business opportunity arising from a large market demand being unfulfilled

What is the opportunity?

- Large and growing demand from Saudis for leisure and entertainment
- Low supply and high barriers to entry in the industry resulting in a supply and demand imbalance

Why is Qiddiya special?

- **With the Kingdom's** sponsorship, Qiddiya can overcome barriers to entry and become the premier entertainment destination for the vast and untapped Saudi market

Why partner with Qiddiya?

- By pursuing this business **opportunity, Qiddiya's partners** will generate high returns while Qiddiya can achieve its dual economic and social objectives





Marketplace

Qiddiya aims to repatriate the billions of dollars spent outside the Kingdom on leisure and entertainment

KSA residents spent \$10 billion on leisure trips abroad ...



... **with** KSA being one of the highest spenders on outbound tourism

	Spend as a % of GDP
Saudi Arabia	3.7%
High Income Countries	1.9%
Emerging Economies	1.3%

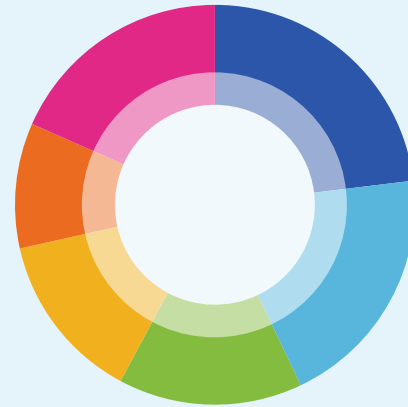
In the absence of high quality leisure and entertainment offerings in KSA, Saudis are mainly accessing entertainment abroad

Top Visited Countries
(2016, %)



- Bahrain 19%
- UAE 16%
- Egypt 12%
- Kuwait 10%
- Jordan 7%
- Other 36%

Outbound Trip Expenditure
(2018, %)

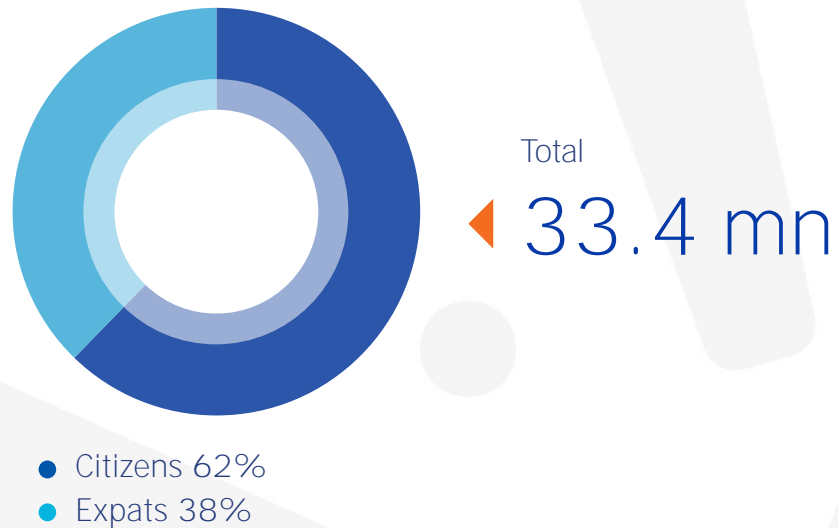


- Entertainment, Sports, Other Attractions 23%
- Lodging 20%
- Shopping 15%
- F&B 14%
- Travel in Destination 10%
- Other 18%

While on leisure trips abroad, KSA residents spend >50% of their total expenditure on entertainment, sports, other attractions, shopping and food & beverage

Qiddiya has a powerful yet untapped primary market, the domestic Saudi consumer, which is ~21 million strong and fast growing

Saudi Arabia is the most populous country in the GCC ...
Total Population (2018, Millions)



... **and is** forecasted to grow at a faster rate than high-income countries

	Forecasted Growth (2019-30, YoY, %)
Saudi Arabia	1.5%
EU average	0.1%
USA	0.6%

Qiddiya naturally appeals to its primary market with two-thirds of the Saudi population under the age of 35

Saudi **Arabia's** population is predominantly young ...



... compared to other high-income regions in the world

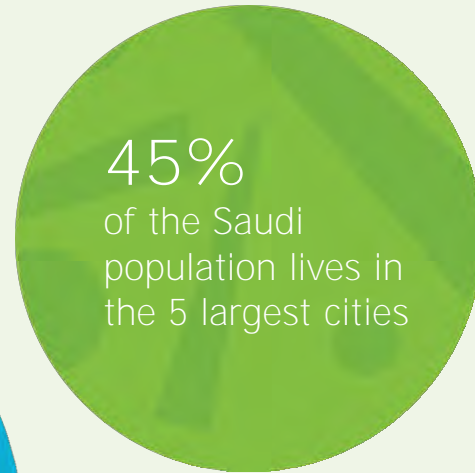


Young population is the largest consumer of entertainment

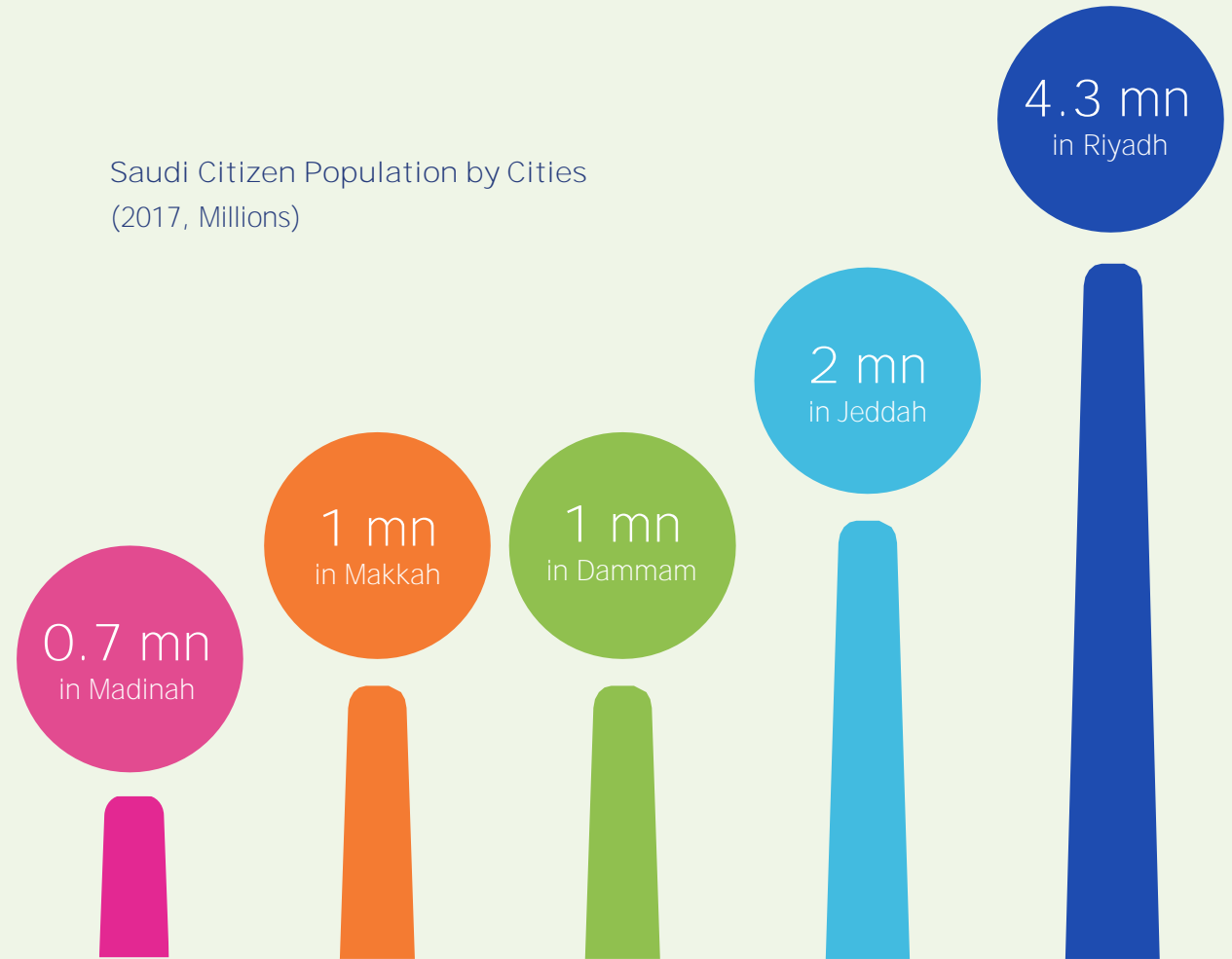


The population is concentrated in 5 major regions, and 5 cities within those regions contain ~45% of Qiddiya's primary market

Saudi Citizen Population by Administrative Area (2017, Millions)



Saudi Citizen Population by Cities (2017, Millions)



Furthermore, the Saudi population boasts a high purchasing power

KSA has a higher GDP per capita compared to high-income countries

	GDP Per Capita as per PPP (2017, USD)
Saudi Arabia	53,893
USA	59,928
EU	42,517
High Income Countries	47,893

SAR15K

Average monthly income of Saudi households which has grown by ~10% since 2013

Saudis engage in domestic travel mainly for leisure & shopping, with Riyadh being one of the top destinations for leisure tourism

Domestic Trips by Purpose

19.1 mn
Leisure & Shopping

11.8 mn
Visit Friends & Relatives (VFR)

Domestic Trips by Destination

10%
Riyadh

▶ 90%

of the domestic trips to Riyadh are for Leisure or VFR purposes, and among business trips, Riyadh is the most visited city

Beyond our primary market, **Qiddiya's** secondary market is the GCC, due to proximity and cultural familiarity

Qiddiya's secondary market, the GCC, is ~25% of the size of its primary market

5.6 mn
GCC citizens

4.8 mn
GCC visitors to KSA

1.2 mn
visited Riyadh

Most visitors to KSA

- Kuwait 50%
- UAE 20%

Kuwait and the UAE are more affluent than, and as young as the Saudi population

Qiddiya's tertiary market will be international visitors from outside the region, a significant portion of which visit Riyadh

13.3 mn

international visitors to KSA

10 nights

average stay in KSA

SAR 5,000

average spend per visitor per trip

2.2 mn

visited Riyadh

5 nights

average stay in Riyadh

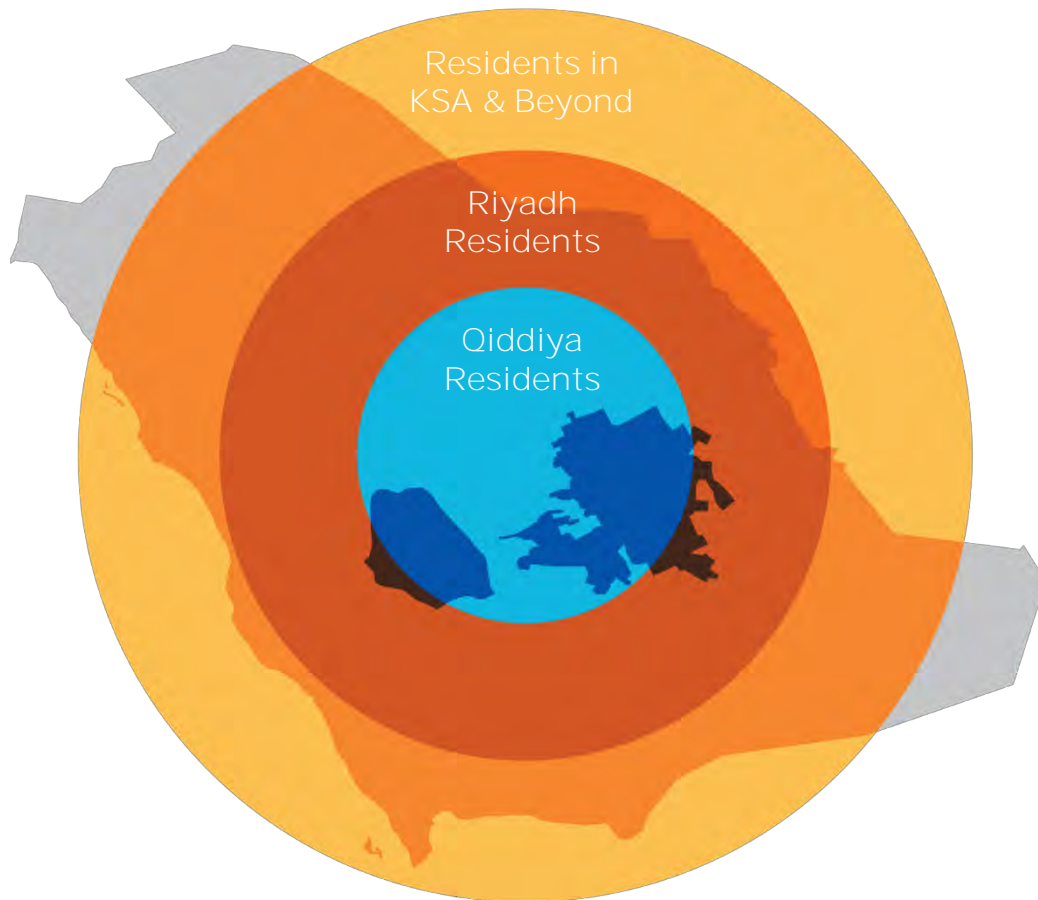


90% of the international visitors to Riyadh arrived for Business purposes



International visitors expected to be a fast growing segment as the establishment of a dedicated tourism visa and large-scale tourism projects in Riyadh and rest of KSA, will attract additional new visitors to Riyadh

Qiddiya's customer strategy is underpinned by three distinct customer behaviors



Casual Customer

Customers living within a one-hour drive of Qiddiya represent by far the biggest single source market



Destination Customer

Stems from outside the immediate regional boundary of Qiddiya and is characterized by visits that are less frequent, but longer in duration



Resident Customer

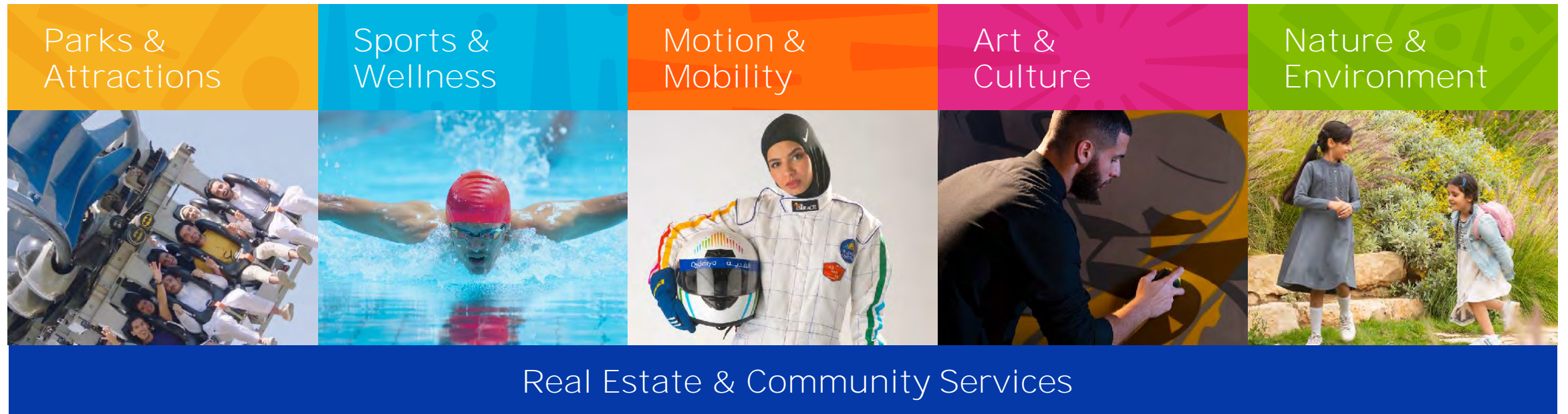
Lives full time within the Qiddiya boundaries and might also be professionally linked to the project as an employee of a business

A large white circle containing the text "Our offering", with a smaller orange circle partially overlapping its bottom-left edge.

Our offering

Qiddiya will offer a broad portfolio of experiences expressed in five cornerstones, in direct response to identified customers

The overall portfolio of Qiddiya is organized by ideas expressed as our cornerstones, which guide the design of products and services targeted to **Qiddiya's** customers and development of experiences we believe to be most attractive to them



Parks & Attractions

Parks and Attractions **are the “tentpoles”** dedicated to Entertainment as its central purpose. These components most visibly create market perception for Qiddiya and satisfy the desire to capture indelible lifelong memories and build emotional connections with loved ones



Why

Parks and Attractions are the **“tentpoles”** dedicated to Entertainment as its central purpose. These components most visibly create market perception for Qiddiya and satisfy the desire to capture indelible lifelong memories and build emotional connections with loved ones

Who

- Families with children
- Males and females aged 16 – 30

What

Key Facilities:

- The **world’s** largest Six Flags thematically geared around thrills and excitement
- The **world’s** best Waterpark featuring culturally tuned programs and components in an immersive environment
- A **“speed-park”** which establishes Qiddiya as the motorsports capital of the world
- The **“Edge of the World”** (cultural and educational content)
- The Atrium – A unique collection of gravity-defying experiences
- A Retail, Dining and Entertainment district serving as the hub of the resort, offering specialty experiences not readily found in the market

Sports & Wellness

The gateway to accessing health and character-building attributes through participation in sports



Why

With a portfolio of best-in-class venues, Qiddiya will present sports as entertainment, promote the education, training and advancement of athletes, host competitions and events, and establish the infrastructure to allow sports activities to become a key ingredient in an active lifestyle

Who

- Children aged 6 - 12
- Teenagers
- Males and females aged 18 - 35

What

World-class Venues and Specialized Facilities:

- Stadium (20,000 Seats)
- Arena (18,000 Seats)
- Multi-sports Hall (5,000 Seats)
- Sports Hub (Velodrome) (5,000 Seats)
- Aquatic Center (3,000 Seats)
- Ice Rink (3,000 Seats)
- Female Sports Center

- Racket Center
- Sports Park (Outdoor Pitches)
- Kids Sports Center
- Sports Academy
- Golf

Programs that inspire:
Programs aimed at developing professional athletes, educating future sports industry professionals, providing youth sports training, encouraging women in sports, etc.

Motion & Mobility

The gateway to the science & technology associated with people in motion expressed through unparalleled collection of facilities that position Qiddiya as the motorsports capital of the world



Why

Present adrenaline-fueled experiences in areas that are highly appealing to the Saudi population and induce a range of small and medium enterprises necessary to support and contribute to a system that relies on innovation and experimentation to continually advance the achievement of peak performance

Who

- Males aged 22 – 35
- Corporate customers

What

World-class Facilities:

- Multi-use track for racing, training and driving experiences
- Off-road Facilities
- Spectator Facilities
- Karting Facilities
- Light Industrial Real Estate
- Brand Centers
- Technology Incubator

Programs that inspire:

Programs that provide unique and exciting driving and passenger experiences, calendar filling motorsports events such as professional racing championships, car shows, etc. and practical and performance driver education

Arts & Culture

Provide access to facilities and audiences in order to catalyze the development of artists and art in its many forms. Provide programmatic offerings that will ultimately activate the City Center and contribute to the personality of the City



Why

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Who

- Males and females aged 30+

What

World-class Facilities:

- Indoor venues:
 - The Arts Complex
 - The Performing Arts Center
- Outdoor venues:
 - The Festival Grounds
 - Other smaller scale or more ad-hoc venues such as courtyards and plazas

Programs that inspire:

- Programs that provide world-class trainings and career-support for young artists, develop arts education for creative industry professionals, encourage entrepreneurship in the fields of fashion and product design and develop arts festivals to enrich the national arts scene

Nature & Environment

Create captivating natural encounters within our unique desert environment and highlight and enhance the appreciation of these natural assets and strengthen our commitment to the stewardship and sustainability of this ecosystem



Why

Through experiential encounters with nature, Qiddiya will enhance the recognition of our connection to the natural systems we depend on, and amplify our responsibility to protect and preserve what has always been integral to Saudis

Who

- Families with children
- Males and females aged 16 – 35

What

Key Facilities:

- Ultra-luxury safari lodge
- Amenitized camping resort
- Animal/ nature encounters facility
- Open spaces to encourage active engagement like hiking and biking
- Facilities designed for more adventurous sports such as ziplining, mountaineering, abseiling and rock climbing that take advantage of unique characteristics of the site

Real Estate

The gateway to creating a 24/7 fully integrated entertainment destination for the enjoyment of all

Hospitality Portfolio

Key products:

- Speed Park Hotel (250 keys, 5-star)
- Golf Resort & Spa (225 keys, 5-star)
- Water Park Resort (400 keys, 4-star)
- Resort Core Hotel (300 keys, 4-star)
- City Center Hotel (250 keys, 4-star)

Retail Portfolio

Key products:

- Specialty retail as core to the resort
- Outlet/ value retail as an outdoor destination that is unique to the local market
- Service and convenience retail (mainly catered to Qiddiya residents)

Residential Portfolio

Key Products:

- **"For-sale"** residential such as Villas, Multi-family apartments and Istirahas
- **"For-rent"** residential such as Mixed-use multi-family residential, Multi-family complex and Istirahas

Commercial/ Industrial

Key Products:

- The **"Creative Village"** (work and office environment in a campus-like format meant to respond to the desires of people who work in the creative industries that are aligned with the central purpose of Qiddiya)
- Industrial real-estate (warehousing and logistics)

Qiddiya's epic site sits on the doorstep of Riyadh



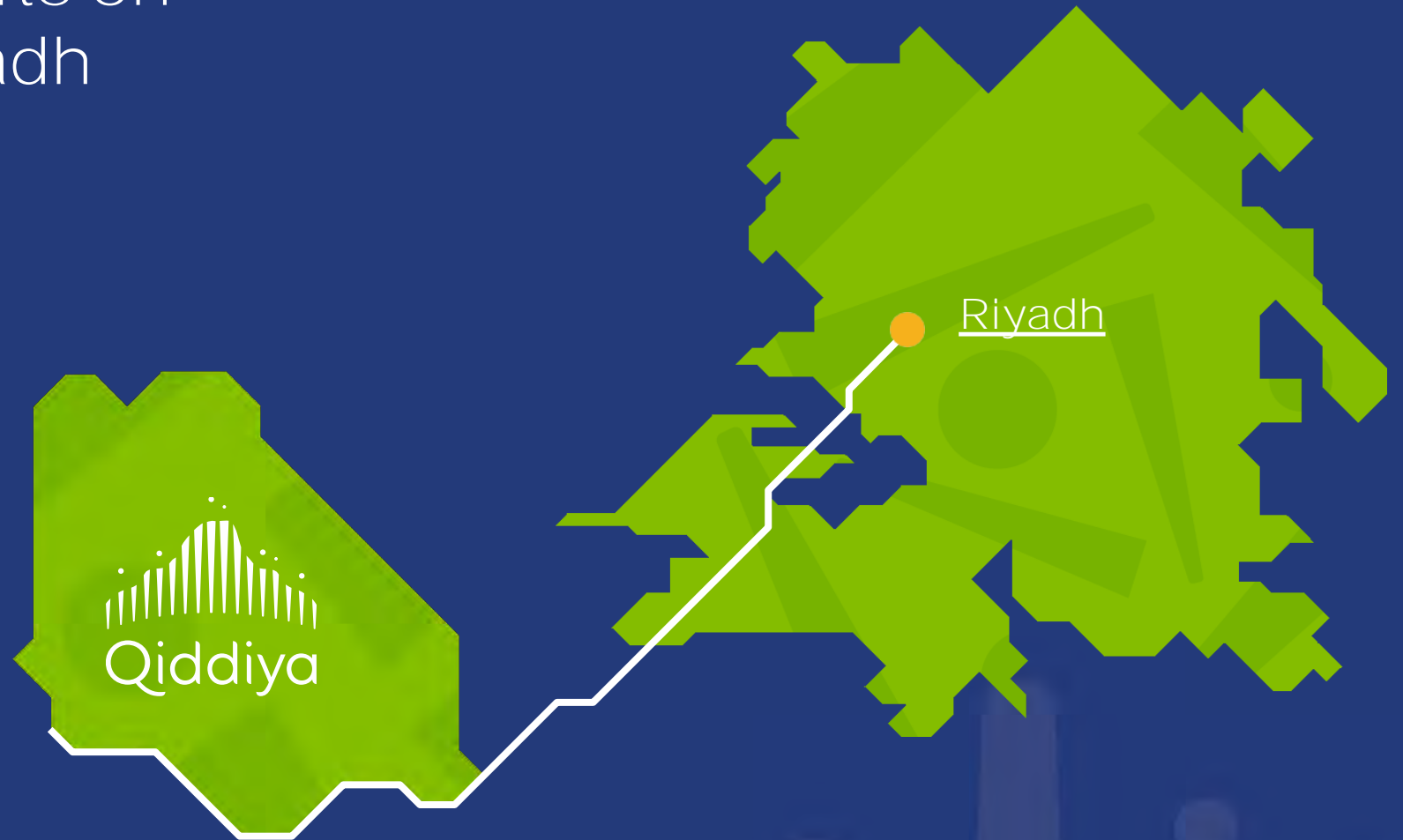
30 mins
from the heart of
Riyadh (45 kms)



45 mins
from the airport



Metro extension
from Riyadh



Qiddiya's Master Plan is carefully crafted to respect and enhance the site's natural patterns

334 km²

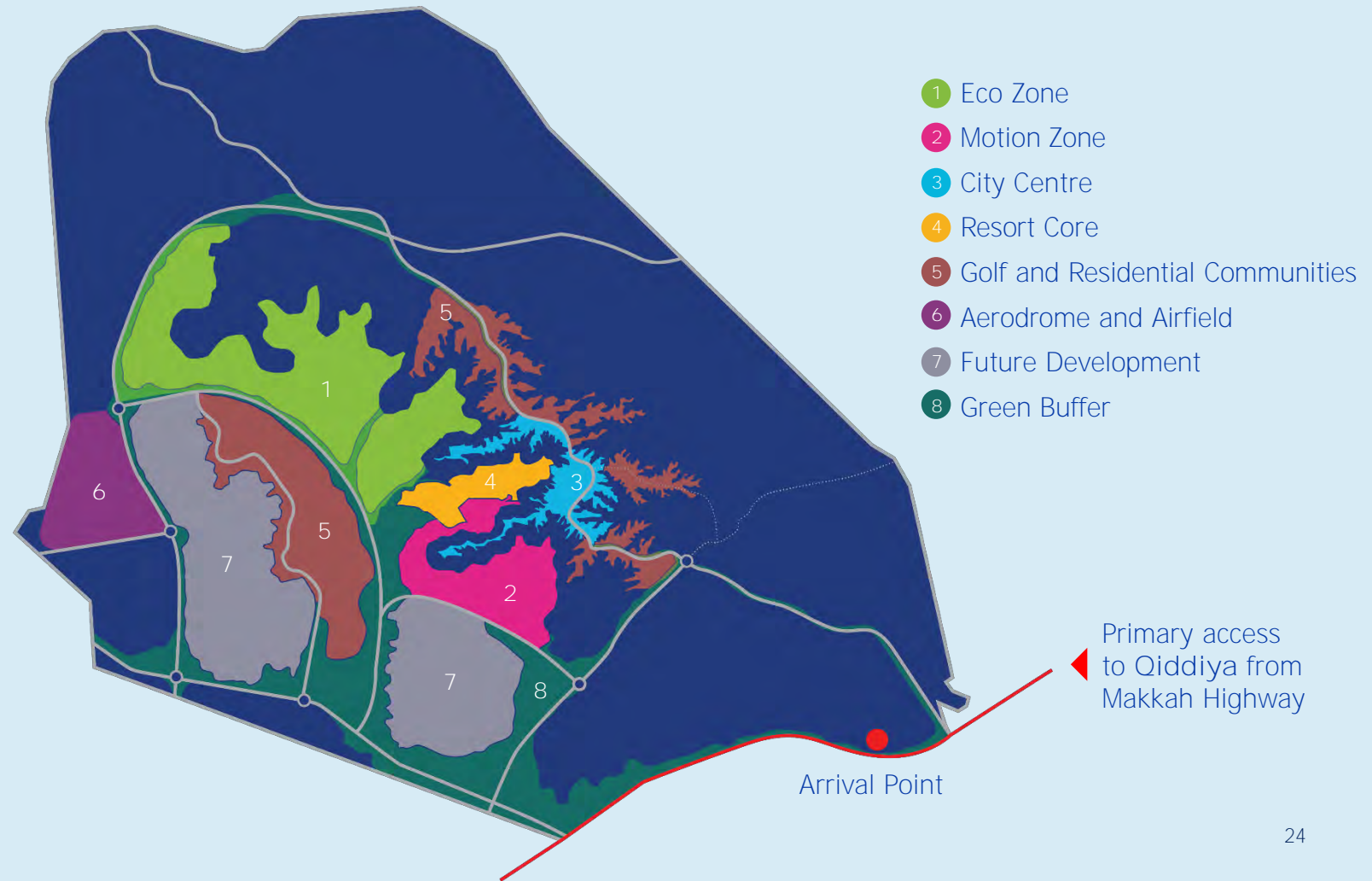
total area

103 km²

planned developed area

Highlights of Qiddiya's Master Plan:

- Built on an open space network that is informed by the natural flow of the water in order to create an unique environment unlike the surrounding areas
- Dispersed into **several "development nodes"** that are attached to the open space network, within which exist **Qiddiya's** facilities that offer unique experiences
- Supported by transportation and a utility network which activates these major nodes



Resort Core

The Resort Core is the home of key entertainment offerings which are part of Qiddiya's Parks and Attractions Cornerstone that mainly targets families and friends. These breathtaking experiences will capture lifelong memories with loved ones.





View of Festival Grounds and Resort Core from the Atrium

City Centre

A vibrant mixed-use village dedicated to Sports, Entertainment and the Arts

- A** Sports Precinct
 - A.1 Stadium (20,000 Seats)
 - A.2 Arena (18,000 Seats)
 - A.3 Multi-sports Hall (5,000 Seats)
 - A.4 Sports Hub (Velodrome) (5,000 Seats)
 - A.5 Aquatic Center (3,000 Seats)
 - A.6 Female Sports Center
 - A.7 Kids Sports Center
- B** Green Spine
- C** Sports and Schools
- D** Transport Hub
- E** High Street
- F** Mixed-use
- G** Performing Art Centre
- H** Atrium
- I** Creative Village Workplace
- J** Outlet Mall
- K** Grand Mosque





Aerial view of the Performing Arts Center and the cliff side plaza



Cliff side stadium overlooking Resort Core

Motion Core

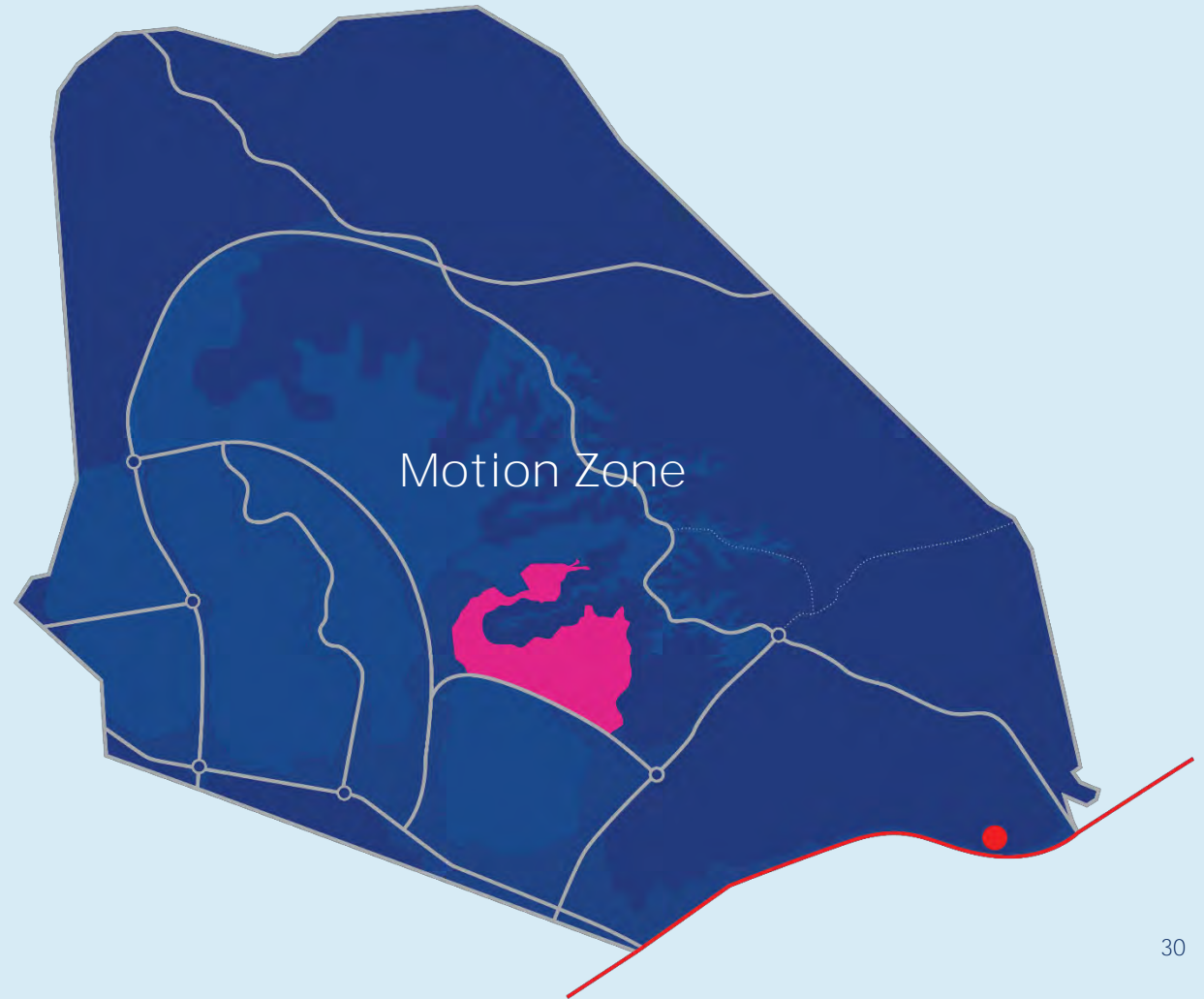
The Motion Core contains a wide range of adrenaline-fueled experiences that are highly appealing to the Saudi population. It will be the ultimate playground for high-performance driving

Key facts

- Situated to the south of the Resort Core
- Located within the view shed of the City Centre's southern cliff side villas
- Includes a private club with exclusive track access, a club house and luxury villas
- Connected by a tunnel through the mountain to the Resort Core's Speed Park

Attractions

- Motorsports Experiences
- Motorsport Business Park
- Private Race Resort





Dramatic view from Royal Overlook into Speed Park

Eco Zone

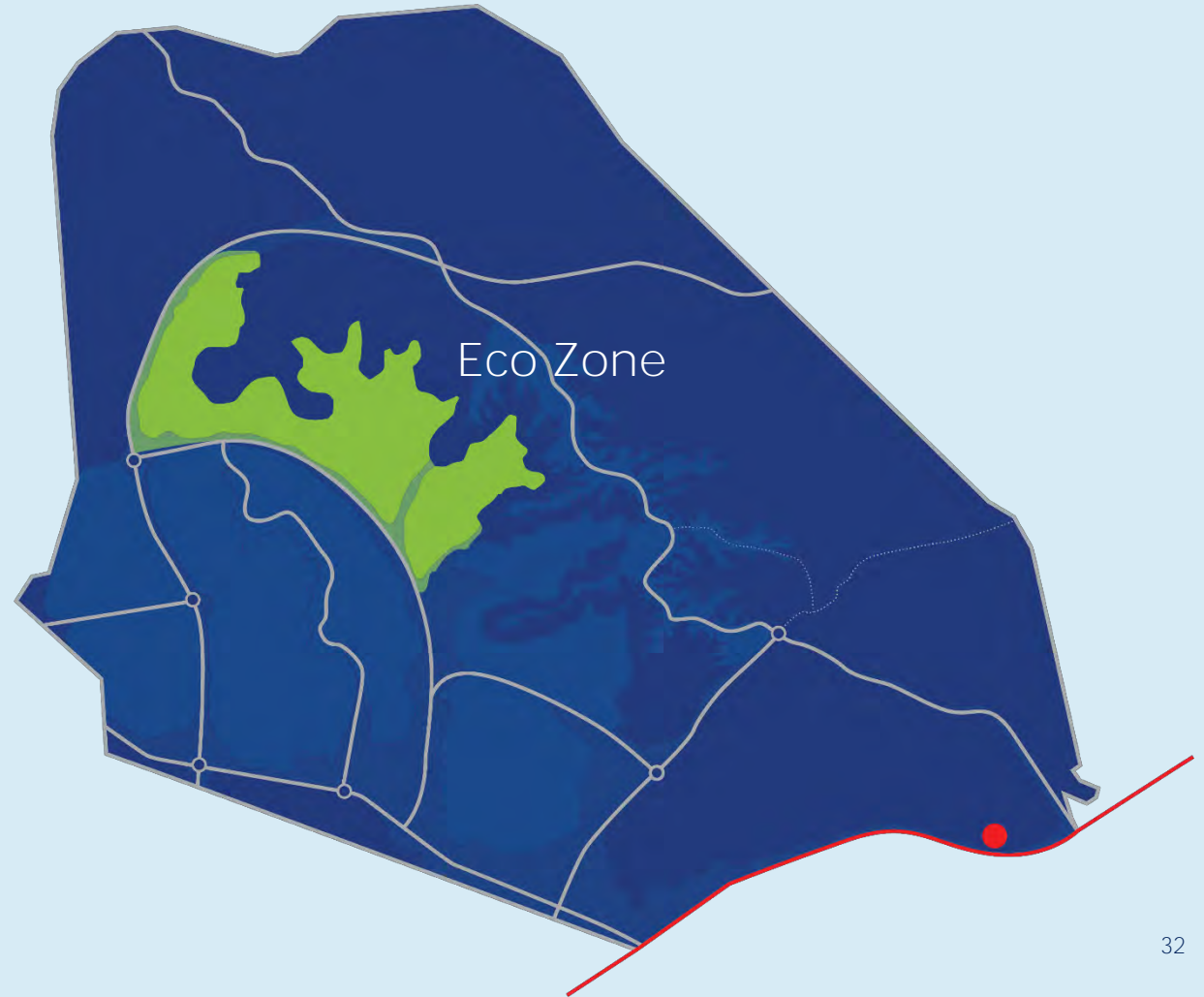
This area of the site focuses on active and passive encounters with the natural environment. The Eco Zone provides recreational and educational activities, fostering a greater appreciation **and stewardship of Qiddiya's unique desert ecosystem**

Key facts

- Situated immediately to the northwest of the Resort Core
- Located within the view shed of the **City Centre's northern cliff side villas**
- Extends eastward all the way towards the iconic Dhurma Peak

Attractions

- Mountain biking
- Hiking
- Animal Encounters
- Climbing
- Golf
- Ziplining
- Abseiling
- Camping
- Luxury Tent Safari
- Eco Lodge Resort





Qiddiya will also include critical and value-adding infrastructure elements which will enhance connectivity

Land Infrastructure

- Innovative and sophisticated infrastructure network including:
 - transportation network
 - utility network
 - walkways and bikeways
 - public realm

Social Infrastructure

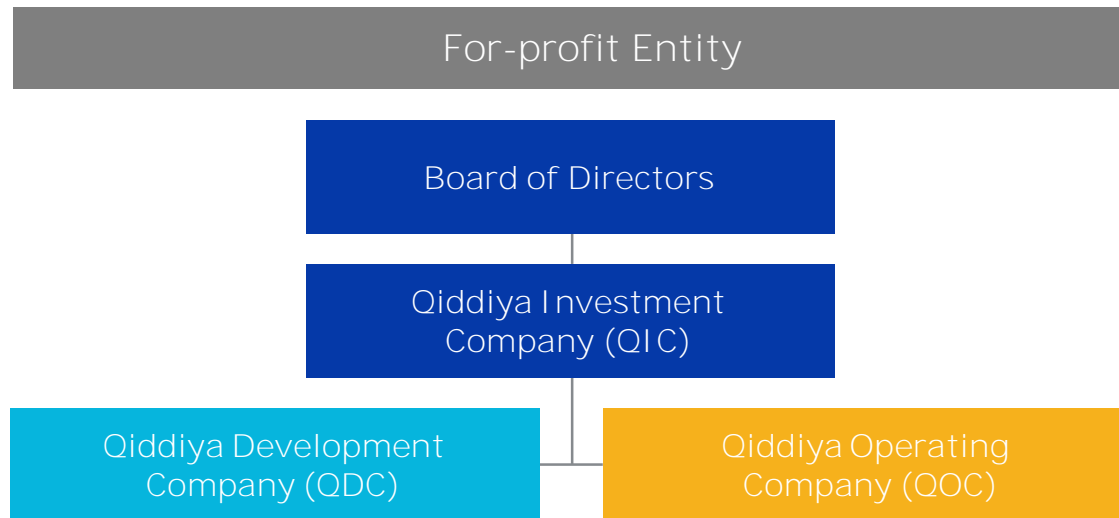
- Community mosques across the city including a Grand Mosque in the city center
- 40-bed general hospital
- Schools for Qiddiya residents
- Civil defense and safety facilities

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Doing business
with Qiddiya



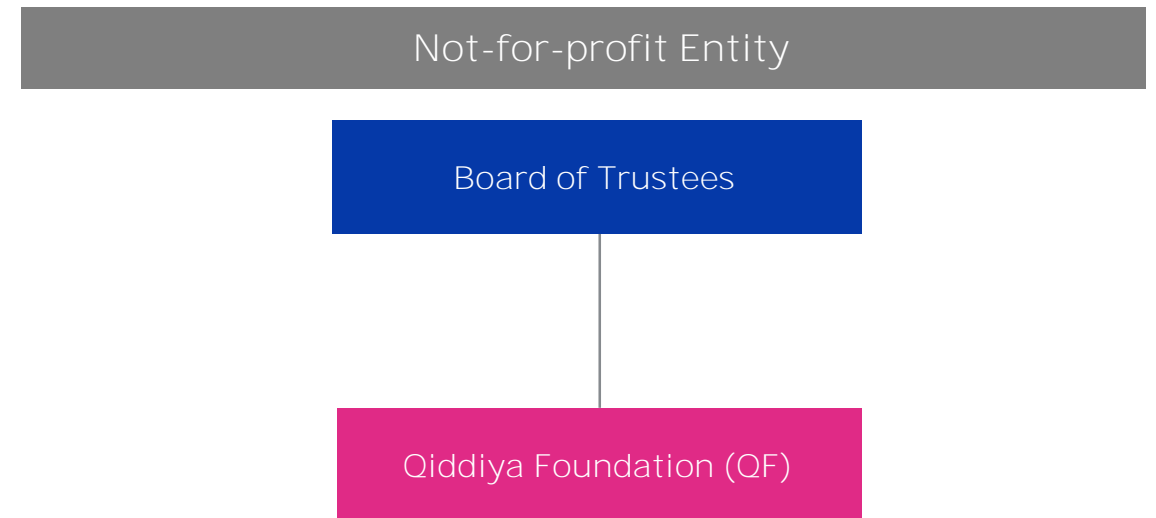
Qiddiya is built with two primary entities, to distinguish and align the motivations of **“for-profit”** and **“social benefit”** components of the project



QIC is a JSC that contains all the **“for-profit” investments** and is independent from any **“not-for-profit”** activities. Presently, PIF is the 100% shareholder of the company.

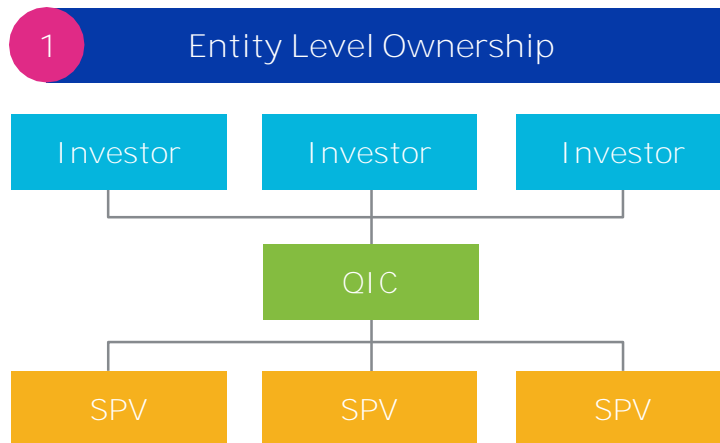
QDC is an LLC that manages the design, development, documentation, construction and delivery of physical assets

QOC is an LLC that provides operating, asset management or other property management services for the owners of various businesses or not-for-profit programs

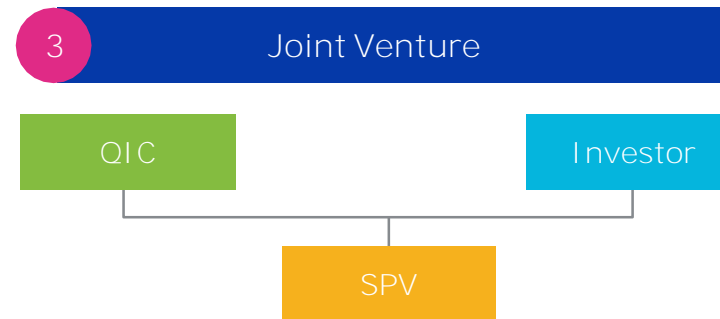


QF is an independent entity, established by Royal Order, to be formed as **“not-for-profit”**, whose purpose is to develop, secure funding for, and provide executive management of, the social programs in Qiddiya

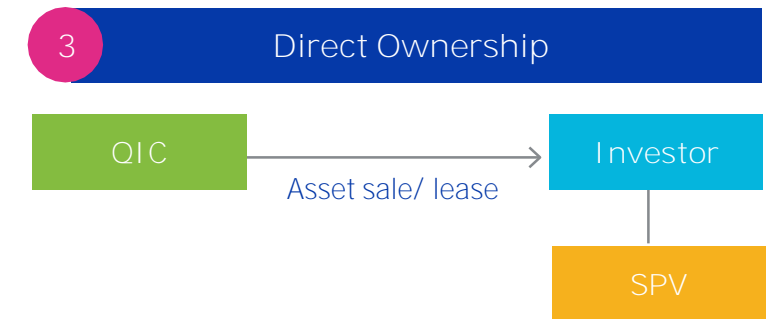
Financial participation with Qiddiya, a powerful and strategic sponsor, will be possible in three ways



Multiple external investors can participate alongside PIF in ownership of the consolidated holding company that owns a portfolio of SPVs

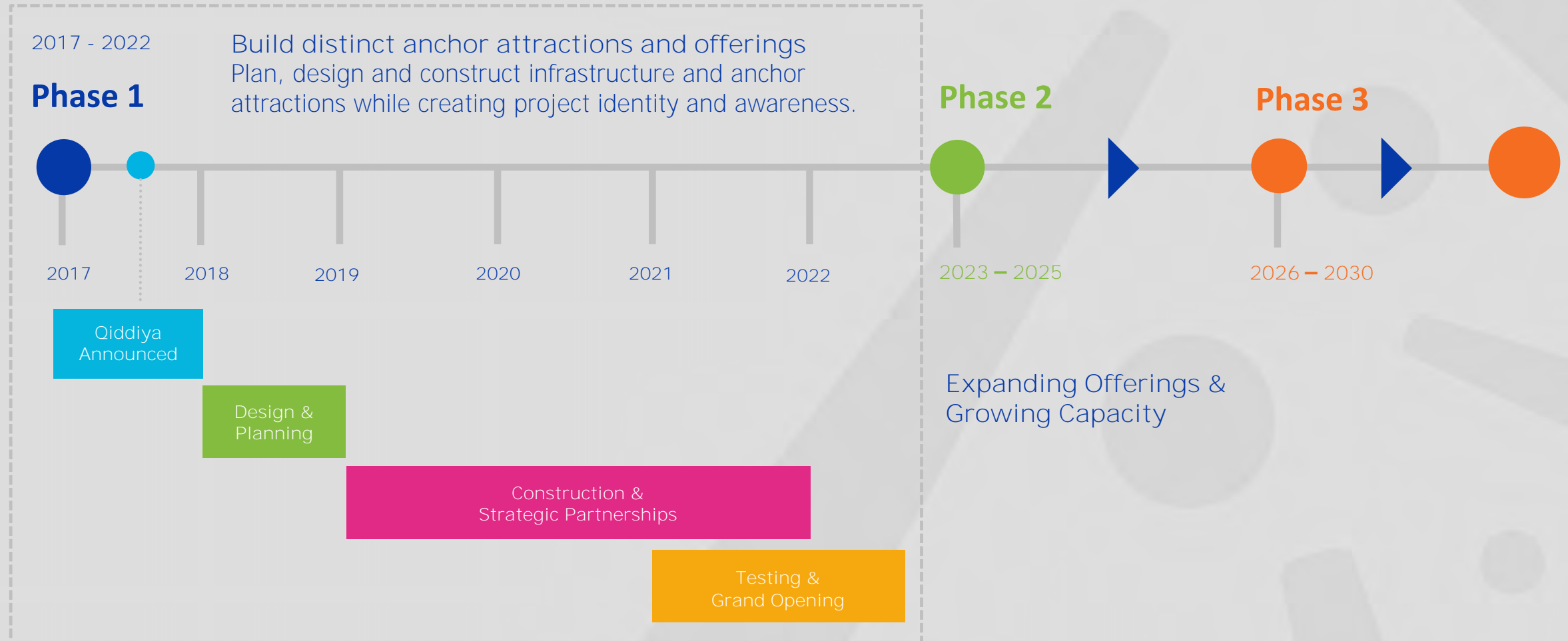


External investors can participate at the SPV level through a joint venture with QIC by purchasing between 1% and 99% equity in the specific asset/SPV



External investors can acquire ownership of an asset/SPV, in adherence to ongoing obligations linked the Master Community Charter, through sale or lease from QIC

Qiddiya's first phase of development is advancing towards a late 2022 Grand Opening



Recap

A unique set of circumstances has given rise to a powerful business opportunity to cater to the demand for leisure and entertainment within the Kingdom and enable its economic and social advancement

Today, Saudis spend several billions of dollars on entertainment abroad given the lack of high quality offerings locally

Born from Vision 2030, with strong sponsorship from the **Kingdom's** leadership, Qiddiya is a premier product response to tap a fast growing and motivated customer base of ~21 million Saudis

Backed by a strategic sponsor, PIF, Qiddiya is a one-of-its-kind integrated city in a location that is ideal, accessible and unique, that will develop and offer a broad portfolio of innovative and inspiring facilities and programs across Entertainment, Sports and the Arts

Given its dual economic and social objectives, Qiddiya has built an appropriate delivery mechanism to capture this opportunity

Qiddiya requires partners and collaborators



Onward

