Mayadeen

One-of-a-kind next-generation experience center in the heart of Medina

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Place where sacred legacy immersed in a modern time

Investor Presentation

Executive summary

The opportunity	Unparalleled experience centre with the next-generation Immersive Islamic History Center in the heart of Medina
The project	A real estate destination with an immersive experience centre complemented with retail and hotel, to demonstrate the Prophet Ghazawat (Mayadeens) ◆ **Experience Centre (Anchor)** : VR & 5D Experience, empowered journey of Islamic ghazawat ◆ **F&B and Retail:** 54,000 sqm of functional space for F&B and retail ◆ **Hotel:** 300 keys, four start hotel, with an international operator (IHG).
The market	Al-Madinah is a central destination for Muslims worldwide and boasts a projected 30 million pilgrims by 2030. The significance of, the second holiest place in Islam is coupled with an average spending per pilgrim estimated at SAR 17,000
The financials	Strong financial strategy with 100m+ SAR projected revenue and 15% Project IRR
The team	A seasoned team of professionals with 50+ years of experience and 4.5k+ successful projects. Our expertise spans development, architecture, history, and entertainment catering for both local & international markets

Medina is a place where centuries of history have converged, and the spirit of Islam thrives

- **2nd**
  Holiest place in Islam
- **2nd**
  Most popular destination for Muslims

- **13m**
  Visitors in 2023
- **25m**
  Visitors by 2030

Source: Global Muslim Travel Index, Accor

We are building #1 landmark for the new age of Islamic culture

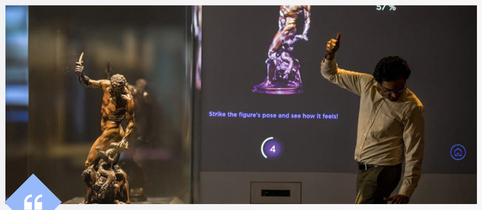
a one-of-a-kind experience that enrich your experience in the cradle of Islam

Embraced worldwide, immersive experiences became crucial for attracting visitors

‘Mona Lisa: Beyond the Glass’ – the Louvre’s first VR project

1.1 million visitors for “Leonardo da Vinci”
A new record for an exhibition at the Louvre

ARTLENS Gallery - Three-room experience



3/4 of visitors thought that the gallery enhanced their overall museum experience

Van Gogh Exhibit in London: The Immersive Experience

World's most visited immersive experience: Over 8.5 million dazzled across 80 cities Since 2017
(Avg: 1.5M visitors/year)

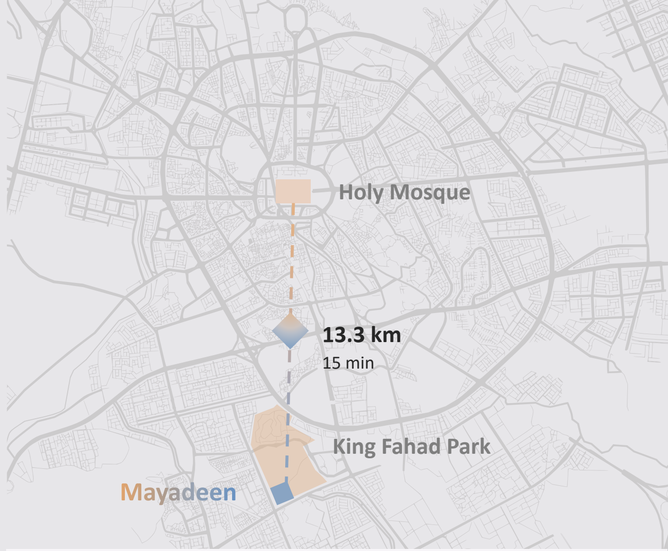
Mayadeen

We stand ready to unlock a new realm of experiences, both in KSA & globally

Project Location

245K sqm Land, in a prime location set to be the next destination for Madinah visitors

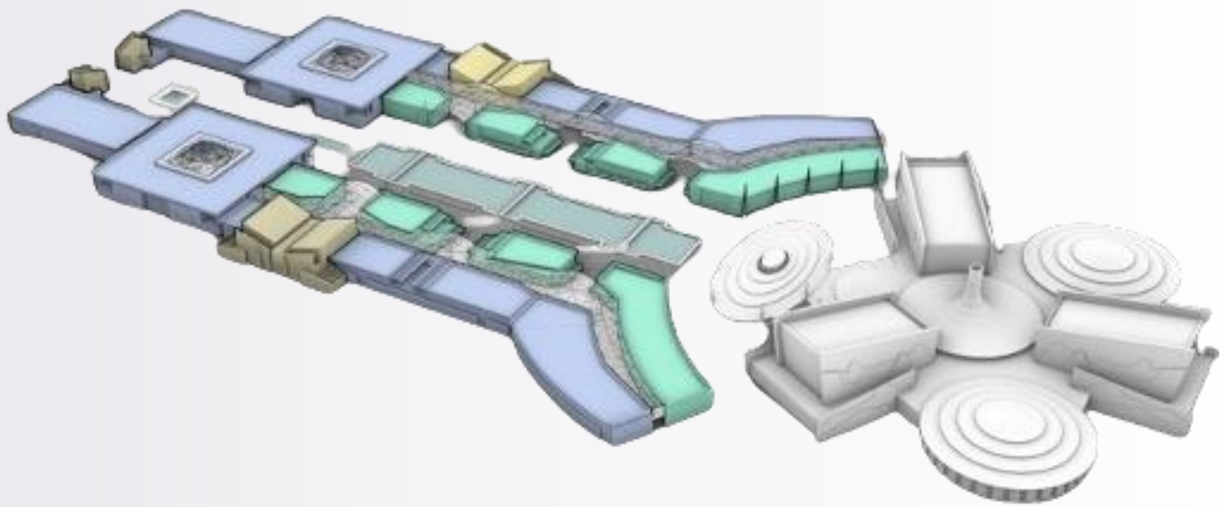
Mayadeen



50 Years Lease

A unique destination in Madinah

- **Experience Centre: 18,000 m²**
  VR & 5D Experience that are emotionally immersive and informative
- **The walk: 35,000 m²**
  Welcoming Plaza, The Boulevard, Dancing Fountain, Mayadeen Main Plaza
- **Mall: 54,000 m²**
  F&B and Retails
- **Hotel: 400 keys**
  Four start hotel with IHG group
- **Parking: 67,000 m2**
  Two levels (1400 Car lots)



◇ Experience Centre ◆ F&B ◆ Merchandising ◆ Administration, Supporting Facilities

We are proud to have gathered a premier network of partners

onboard ensuring the project excels in every aspect

Supported by government authorities:

Tourism Development Fund صندوق التنمية السياحي

برنامج جودة الحياة QUALITY OF LIFE PROGRAM

برنامج خدمة ضيوف الرحمن

Koushan

Real estate developer

A catalyst for developing vibrant destinations with a unique experience in property management for private and institutional investors

ZFP Consultants

Architecture and engineering

47+ years of providing exceptional construction consulting services, from design, planning, and engineering to construction management and supervision in KSA and globally ensuring excellence every step of the way

PROFUN

Midwam

Experience and Entertainment Operator

10+ years delivering award-winning holistic immersive experiences elevating people's engagement

And many more notable partners by our side

Research

Content Development

KPMG

Financial consultant

savills

Leasing & Property Management

LDP

Experience Centre Feasibility Study

We have already accomplished the fundamental milestones

Land acquisition and approval

- Land Choice
- Involving Madinah Municipality in Land Allocation
- Signing Land Deal

Concept development

- Developed Feasibility Study by KPMG, LDP, and Savill
- Detailed Design with ZFP
- Tenant Mix Strategy Development With Savill
- Experience Centre Feasibility Study with LDP
- Experience Centre Operator Selection & Tenant Lease
- Site Analysis Studies

Design & Technical services

- Experience Centre Design
- Mall Design
- Proposed Design Principles & Benchmarking Studies
- Design Approach and Masterplan

Thorough execution blueprint for the next phases

Breaking Ground

Start of Construction in the site

Q1 2025

Mall completion

Completion of Core and Shell and Fit out of the mall and the supporting facilities, including Parking and accessibility

Q4 2026

Experience center

Grand opening of the experience Center

Q2 2027

10 m visitors

Marking 10M visitors for the experience Center accumulated

Q4 2028

Compelling attraction strategy through a trinity of captivating pillars

Partnerships

Collaborating with DARP (Dhoyof Ar-Rahman Program or 'Guests of God') to include our site among the distinguished 15 culturally significant locations for pilgrims

Marketing

Organize events and media campaigns both in KSA and internationally, promoting Mayadeen as a distinctive destination showcasing our uniqueness and progress

Activities

Establishing shuttle bus services that connect historic and religious centers with Mayadeen using a 'hub on / hub off' approach. These services will run between Al Madinah Mosque and Mayadeen

We are launching in a unique momentum

Tourism

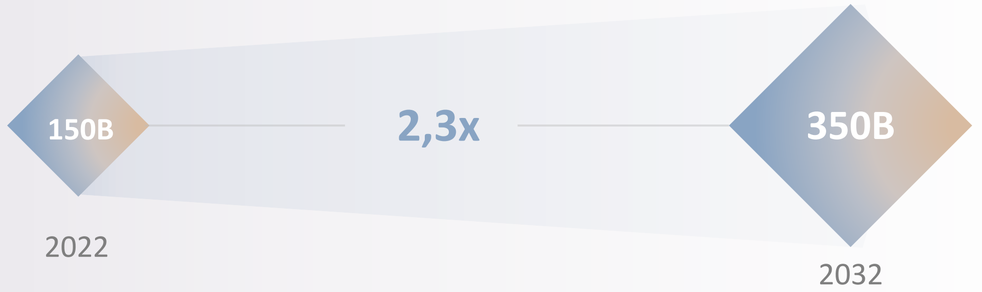
The country's global second-ranking in tourist arrivals and this trend is set to endure

Share of tourism contribution to GDP

Pilgrimage

“Largest hajj pilgrimage in history begins in Saudi Arabia”
Aljazeera

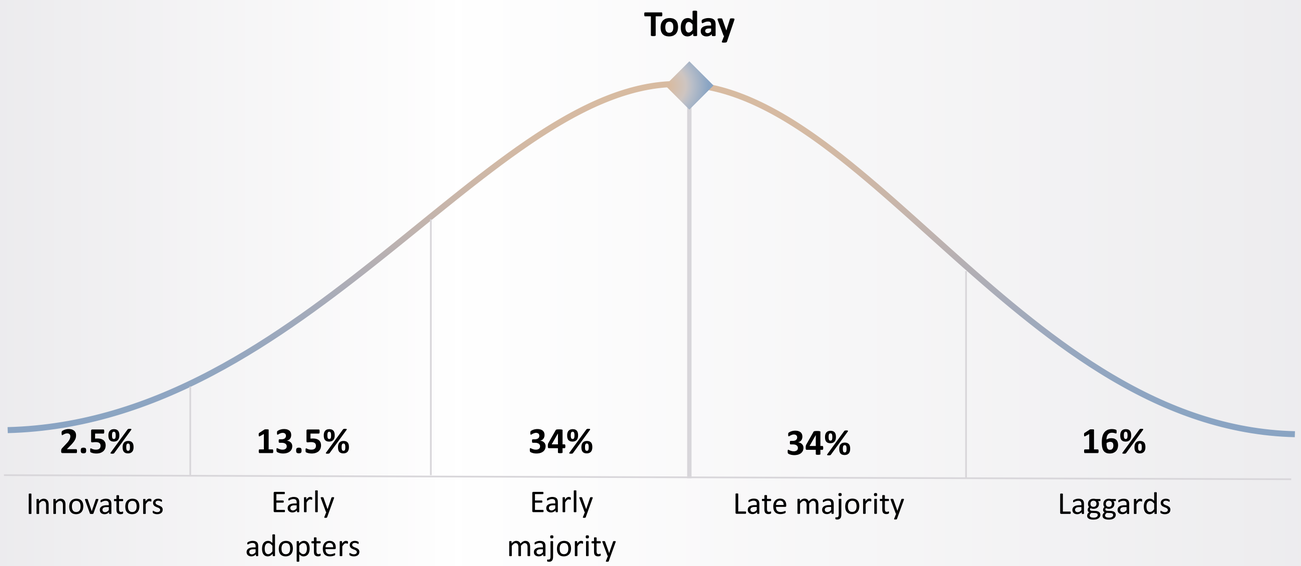
Hajj and Umrah tourism market revenue



Source: Ministry of Tourism, Statista

The future of entertainment is immersive, interactive and engaging

… that is rapidly expanding beyond early adopters to a wider audience



- **63%** of Young Saudis are tech-savvy and have high expectations of modern leisure experience
- Customers are **52%** more inclined to recommend organizations offering immersive experiences
- People are willing to pay **2x** as much for immersive experiences than for traditional ones
- **50%** of consumers believe immersive technology will be valuable to them

Source: Capgemini Research Institute

Diversified business model that paves a way to swift profitability

Core revenue streams

Retail & F&B

Revenue/m2 **SAR 1,200**

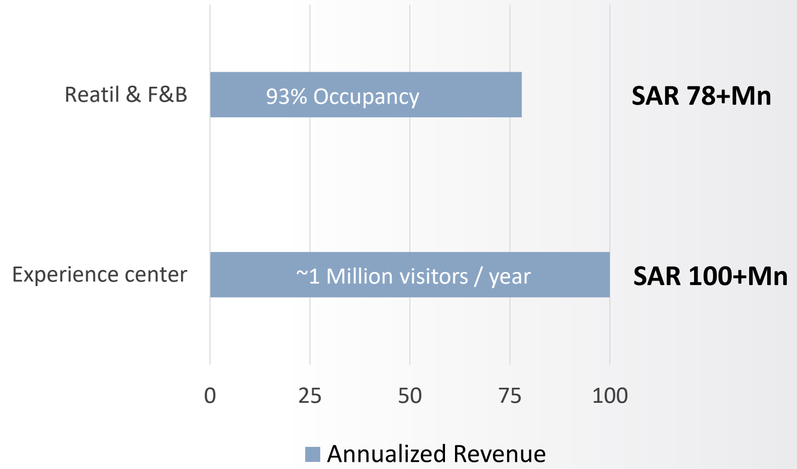
Experience center

Average revenue / customer **SAR 96**

Additional streams

- Sponsorships and Partnerships
- Special Events Revenue
- Naming rights and Ads

Strong revenue profile



Our financial strategy: building a solid foundation for success

Fund details

Fund terms	**SAR 600m**	
Duration	12 Years	
Exit cap rate	11%	
Total equity	**SAR 215m**	**39%**
Developer contribution	SAR 60m	
Investor contribution	SAR 155m	
Equity discount rate	13%	
Total debt	**SAR 385m**	**61%**
Interest rate	8.5%	
Grace period	3 years	
Total Fund	**SAR 600m**	

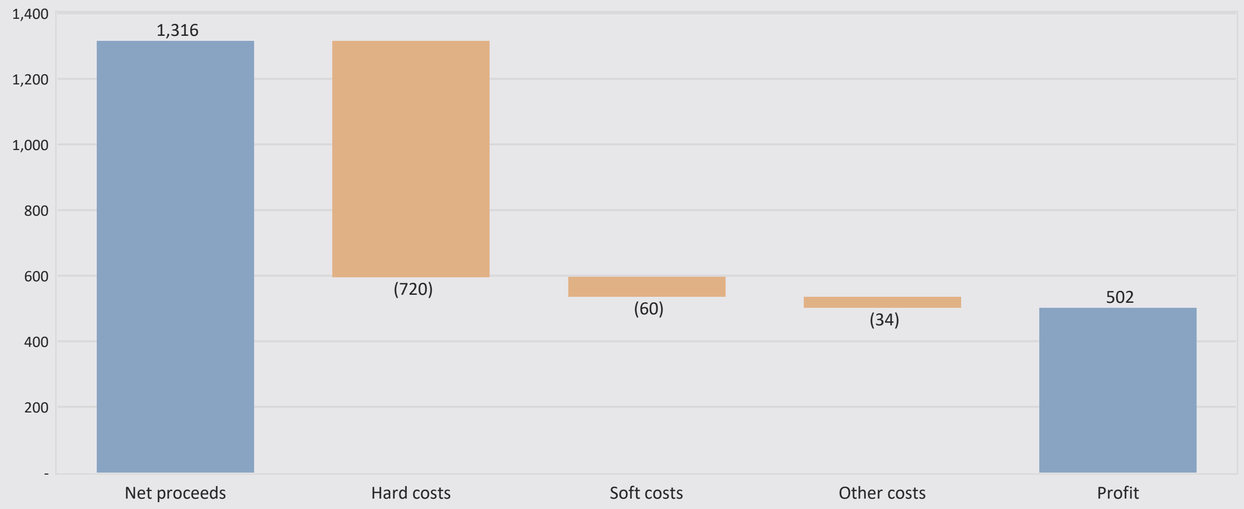
Key highlights

15%
CAP rate

3.00x
Return on Equity

SAR 100+ Mn
Annual EBITDA

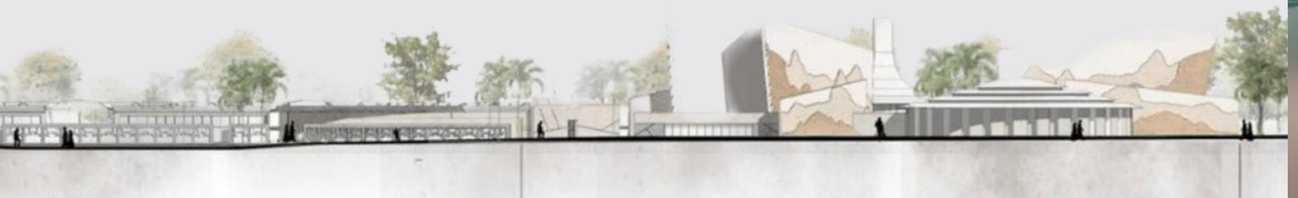
SAR 178 m
Annual Revenue



EBITDA: 102Mn +

Thank You

Koushan



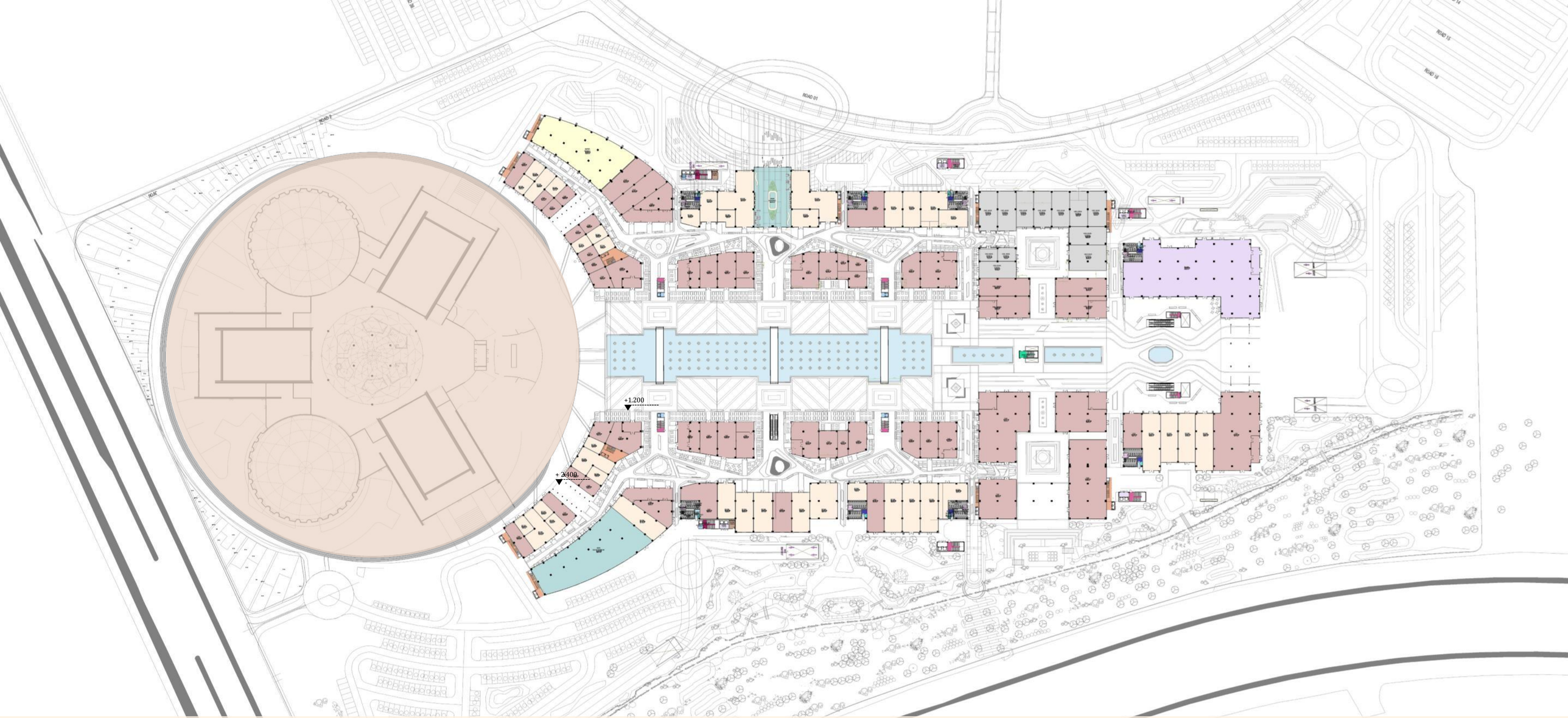

SHOP NAME


Property Boundaries
246,828 sqm
3D


King Abdallah Road
Asma Bent Omar Road
Quba Road
Basher bn Zaid Road
Property Boundaries
246,828 sqm
3D


King Abdallah Road
King Fahd Park
Asma Bent Omar Road
Amanit El Madinah
Quba Road
Al Madinah Theater
Al Madinah Art Center
King Fahd Park
Property Boundaries
246,828 sqm
3D


King Fahd Park
Amanit El Madinah
Date Market
Al Madinah Theater
Al Madinah Art Center
Shopping Mall
King Fahd Park
Property Boundaries
246,828 sqm
3D


+1.200
+ 2.400
F&B
RETAIL
MAIN ENTRANCE
SUPER MARKET
Anchor
KIDS ENTERTAMENT
EXCLUSIV E STORES

Executive Summary

Key project facts:

- Assumed GLA: 48,467 sqm comprised of units, outdoor areas, first floor terraces, storages or 53,987 sqm with mezzanine levels.
- Additional, potential GLA: 5,300 sqm which is assumed to be as per the decision of the retailers and leasing negotiations.
- First floor rent rates are assumed to be 30% less than ground floor.
- Outdoor and terraces rent rates are assumed to be 50% of indoor units' rates.
- Mezzanine (Optional) rent rates is assumed to be the same as ground floor rates.
- Service charge rates are assumed to be 15% of the rent rate.

Function	Indoor estimated rent SAR/sqm/Year
Accessories	1,200
All day dining	1,200
Anchor	500
Bookshop	900
Children Entertainment	600
Children Retail	900
Chocolates & Gifting	1,600
Coffee Shop	1,400
Coffee Shop & Breakfast	1,400
Coffee Shop & Co-Working	1,200
Convenience	1,200
Cosmetics	900
Farmer's Market	150,000
Fashion Retail	900
Fine Dinning	1,100
Food Hall	1,800
Footwear	1,000
Gift Shop	1,900
Gift Shop & Book Shop	1,700
IT&C	1,200
Jewelry	1,400
Main Entrance	-
Nuts & Convenience	1,600
Optics	1,000
Pastry Shop	1,400
Retail Concept Store	600
Specialty Food	1,400
Supermarket	800
Storage	300

Function	GLA sqm	%
Accessories	1,186	2.20%
All day dining	12,854	23.81%
Arts & Culture	3,390	6.28%
BookShop	130	0.24%
Children Retail	500	0.93%
Chocolates & Gifting	67	0.12%
Coffee Shop	2,316	4.29%
Coffee Shop & Breakfast	835	1.55%
Coffee Shop & Co-Working	1,741	3.23%
Convenience	449	0.83%
Cosmetics	715	1.32%
Farmer's Market	1,048	1.94%
Fashion Retail	3,056	5.66%
Fine Dinning	3,950	7.32%
Food Hall	5,502	10.19%
Footwear	796	1.48%
Gift Shop	911	1.69%
Gift Shop & Book Shop	188	0.35%
IT&C	624	1.16%
Jewelry	868	1.61%
Kids Entertainment	1,307	2.42%
Nuts & Convenience	125	0.23%
Optics	65	0.12%
Pastry Shop	201	0.37%
Retail Concept Store	1,502	2.78%
Specialty Food	4,498	8.33%
Storage	4,087	7.57%
Supermarket	1,074	1.99%
Grand Total	**53,987**	**100.00%**

Rental incomes and financial figures are estimates as blended rates and are initial figures not final suggested ERVs.

Executive Summary

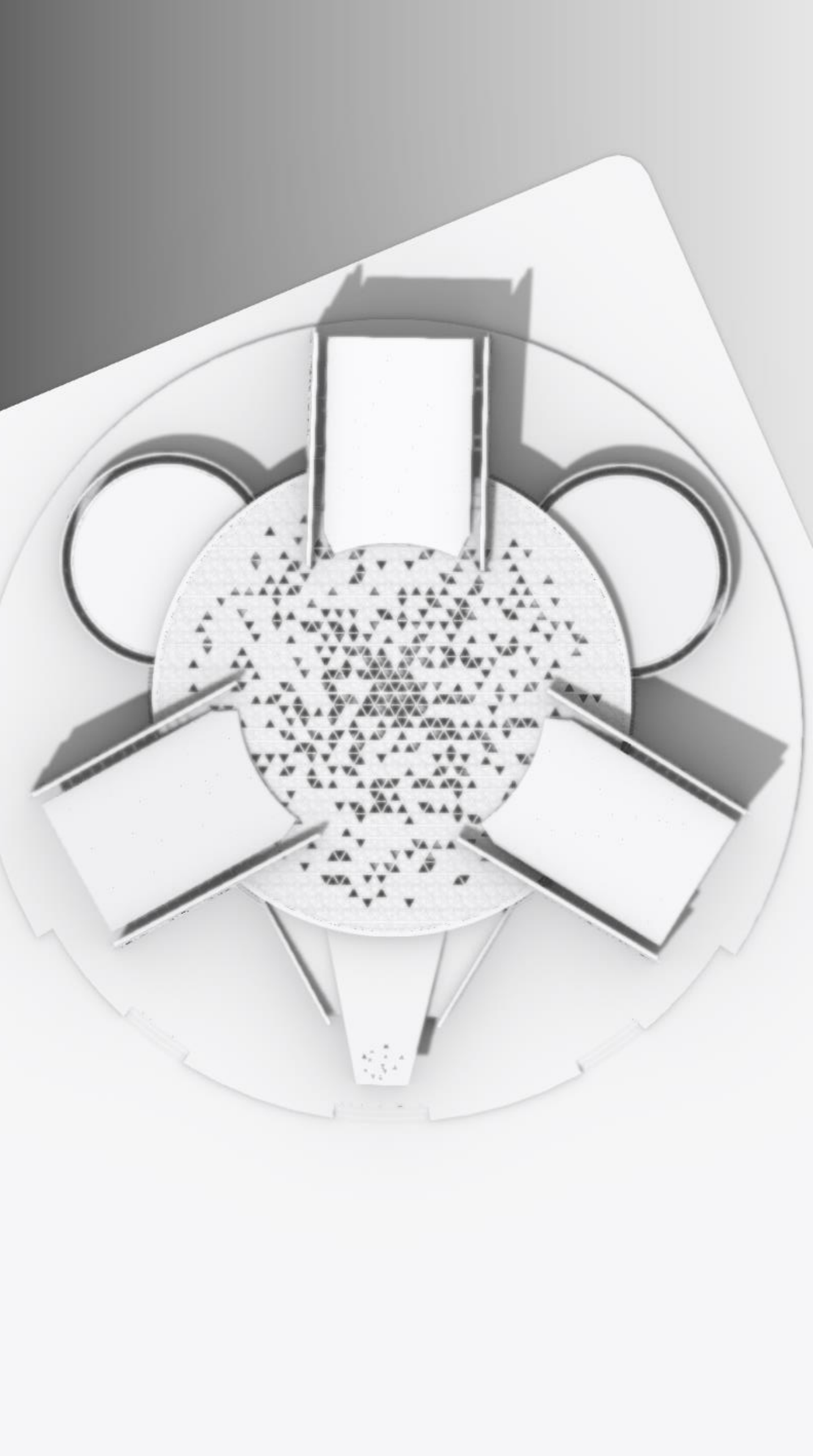
Income summary (including Mezzanine)

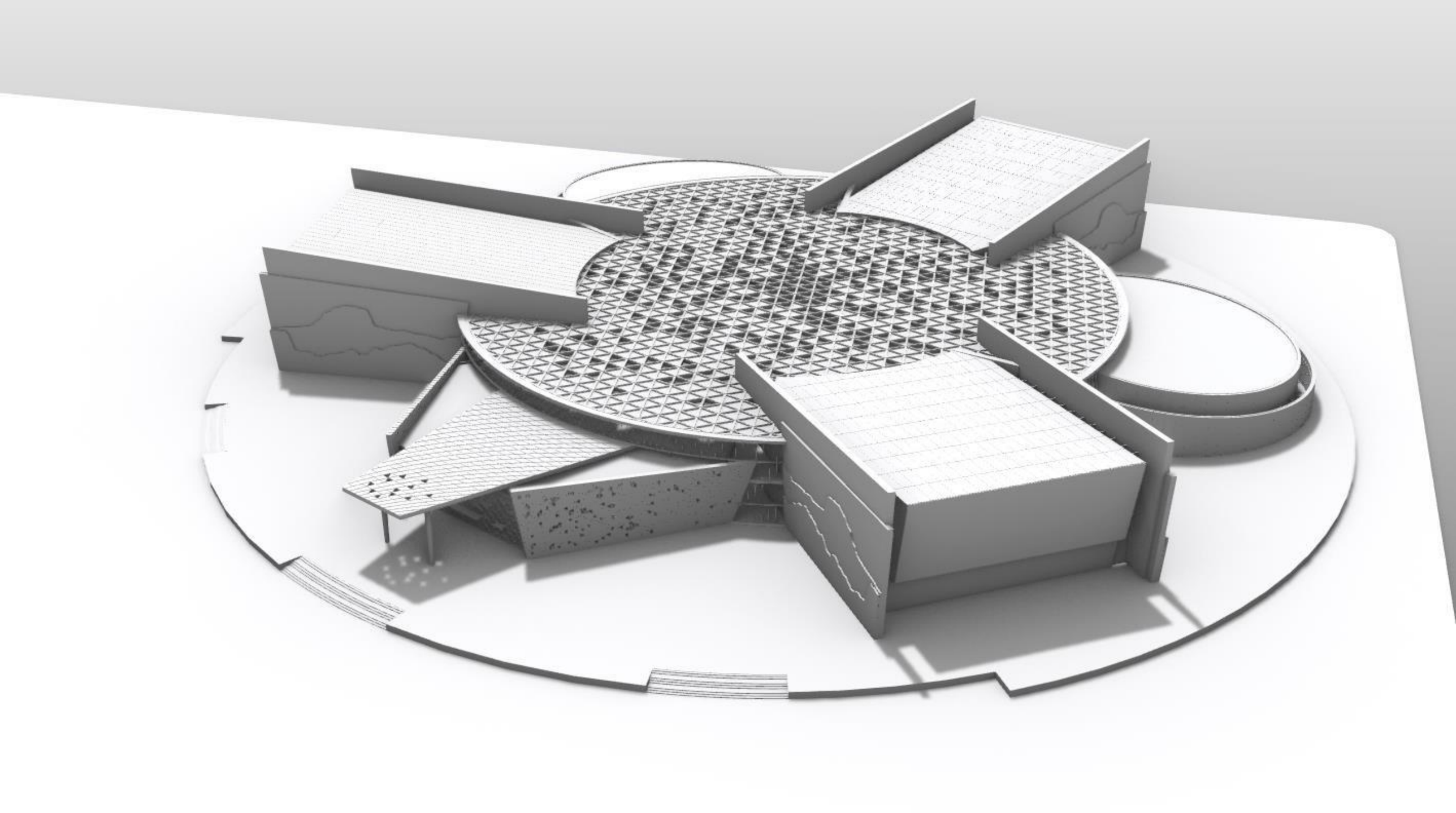
Item	Total Y1	Total Y2	Total Y3
Rental Income (Units)	30,432,008	40,037,738	48,633,526
Rental Income (specialty leasing)	4,950,000	5,445,000	5,989,500
Service Charge Income (units)	4,564,801	6,005,661	7,295,029
Marketing Income (units)	1,521,600	2,001,887	2,431,676
Parking income	0	0	0
Sponsorship	3,000,000	6,000,000	9,000,000
Media sales Income	7,200,000	7,920,000	8,712,000
Total revenues	51,668,410	67,410,285	82,061,731

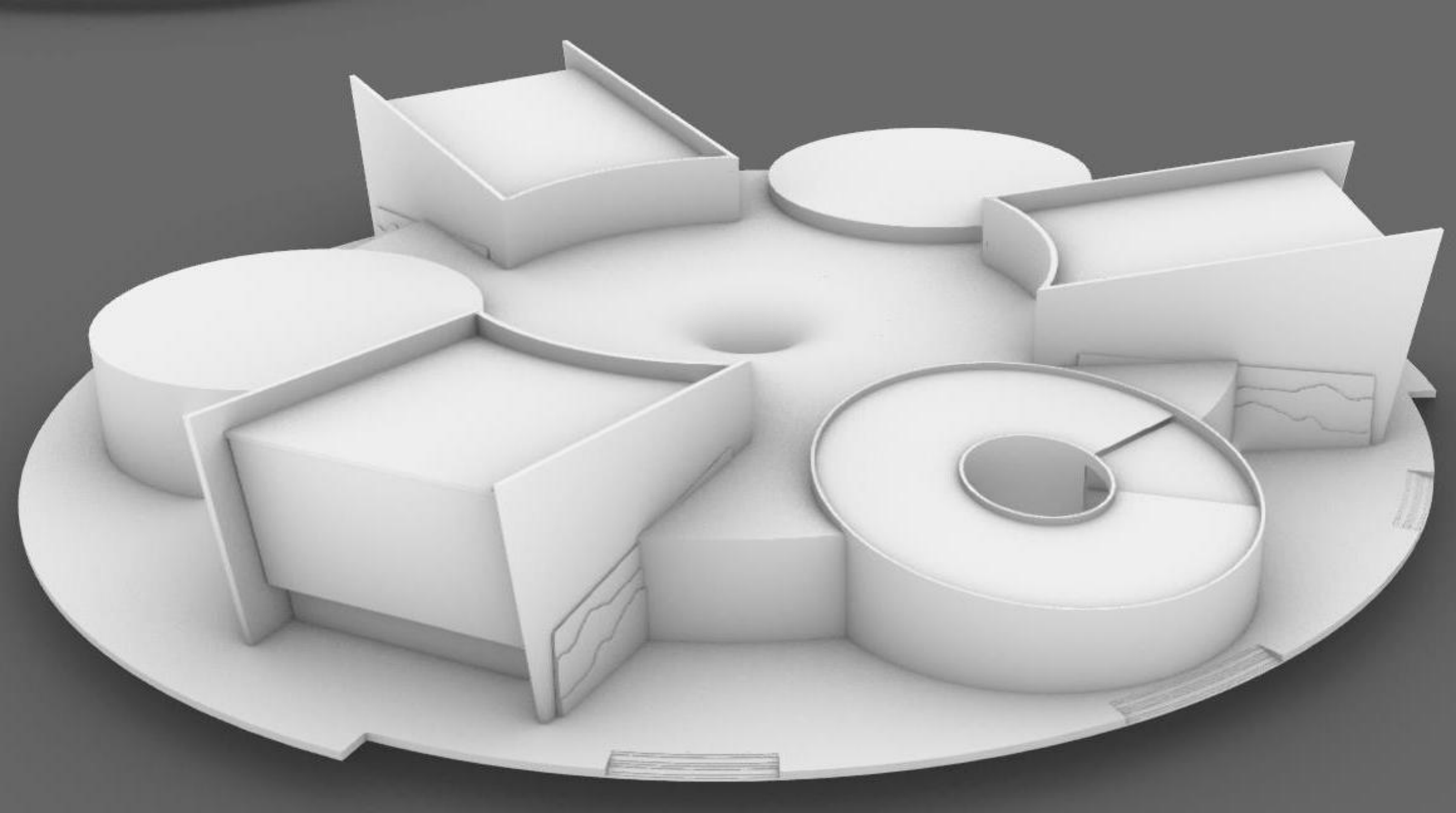
Key Assumptions:

- Terrace and outdoor areas: assumed to be 50% of the base rent
- Service Charge assumed at the level of 15% of the base rate
- Occupancy: 50% Y1 M1, Y2 M1 70%, Y3 M1 92%
- Assumed escalation: 10% from the 3rd year
- Marketing income is assumed to be 5% of the annual rent.
- Parking is assumed to be free of charge
- Specialty leasing: 25 locations

Rental incomes and financial figures are estimates as blended rates and are initial figures not final suggested ERVs.



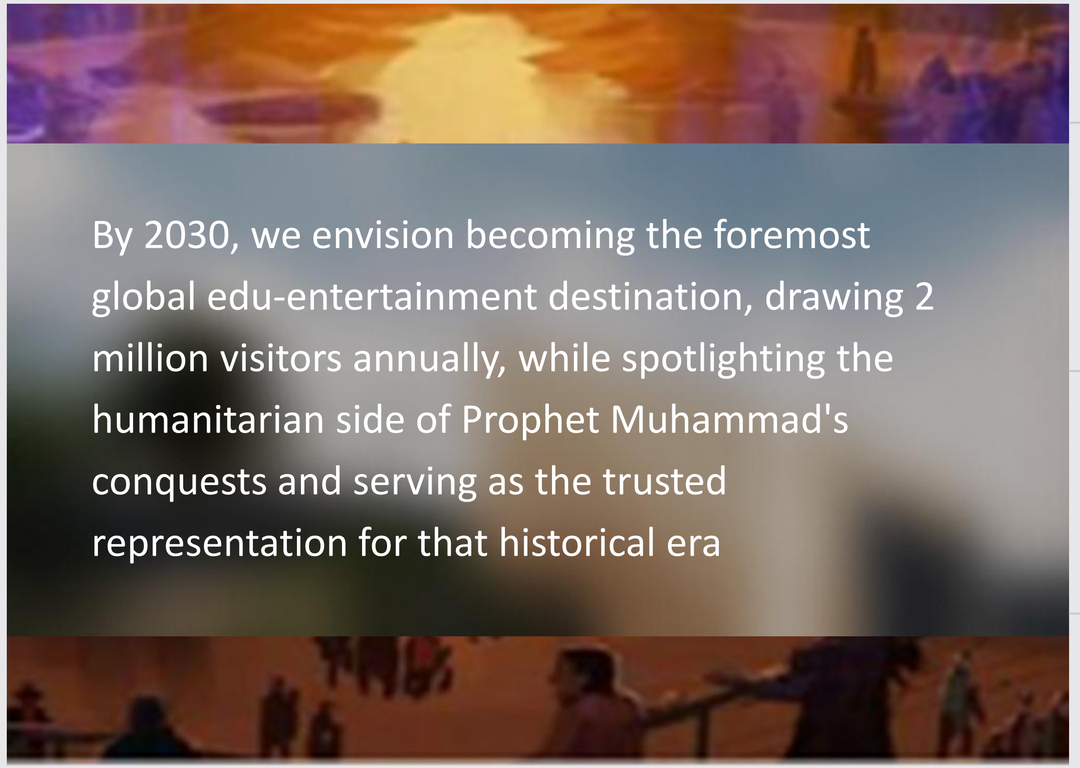




We are building #1 landmark for the new age of Islamic culture

a one-of-a-kind experience that enrich your experience in the cradle of Islam

Our vision is clear, and our mission is purpose-driven



Mission:

Revive

Re-live the inception of Islam and the transformative events that unfolded in its magnificent spread

Immerse

Transporting visitors to evoke a psychological sense of being present within the era of the Prophet

Inspire

Illuminating Islamic values and traits to inspire visitors and broaden their perspectives

A realm where original story of Islam and modern technology collide

Location:

King Fahd Park
Medina, Saudi Arabia

Building type:

Entertainment park (Retails, F&B, Experience Center)

Experience type:

Culture, edutainment, entertainment

Target audience:

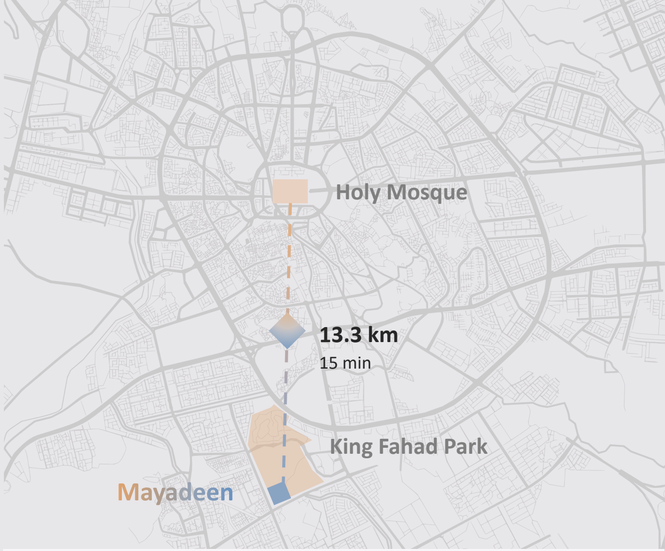
- International visitors
- Religious tourists & Pilgrims
- Children, Families, and Youth

- Experience Center: 18,000 m^2
- F&B Merchandising: 51,000 m^2
- The Walk: 35,000 m^2
- Greenery & Landscape: 35,000 m^2
- Parking area: 67,000 m^2 (1400 parking lots)

F&B Retails Administration, Supporting Facilities

Project concept

Mayadeen: Redefining Medina's Cultural & Retail Experience



Medina, Saudi Arabia

A holistic experience centre to be located in the heart of the Medina

6 experience zones blending food & beverage, entertainment, immersive theater, and experience

Experience Islamic history with advanced AR/VR & immersive theater: Badr, Uhud, Al-Khandaq

Advanced design, rooted in architectural symbolism, built on the principles of sociability, linkage, activities, and comfort

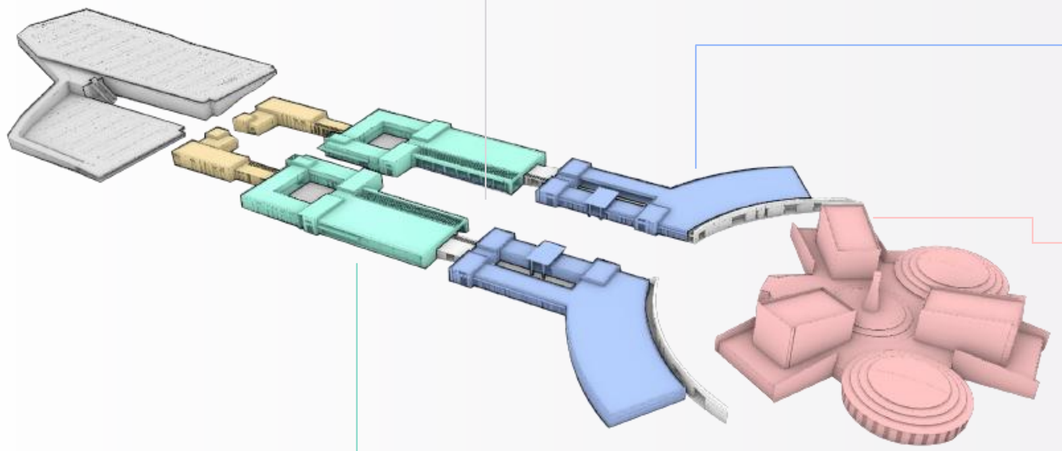
Superior site location and advantageous terms

- Acquired property and a confirmed extensive 50-year lease, ensuring long-term stability and inspiring investment confidence
- Strategically situated in a prime location, ensuring visibility and accessibility for maximum customer or visitor engagement
- Spanning an extensive 240,000 sqm, our site is meticulously equipped with everything needed for unparalleled opportunities
- Advantageous terms that enhance financial stability and operational flexibility

Meticulously meeting evolving customer demands

What people want	How we deliver it
International visitors: Diverse experience, including entertainment, cultural understanding, and unique local offering	Plenty of entertainments in multiple languages, from amphitheater events to captivating light festivals, street cinema, and interactive installations
Religious tourists& pilgrims: Interest in history, culture, and local traditions, making educational and cultural activities appealing	Immersive Theatre experiences include Badr, Uhud, and Alkhandaq, while dedicated zones depict Alhijra From Makkah To Al Madinah and the Prophet's 27 Conquests
Children, Families, and Youth: Mix of entertainment, educational activities for all ages, and experiences that foster togetherness	Spaces that foster community and cultural engagement, including celebration plazas for gatherings, dancing fountains, and festival walkways
All visitors: Local flavors, unique shopping experiences, and culinary delights	Local markets with unique finds, cafes, and restaurants that offer culinary delights, retail strips, and gift shops for shopping for souvenirs and memorable keepsakes.

Meticulously meeting evolving customer demands



Children, Families, and Youth
Spaces that foster community and cultural engagement, including celebration plazas for gatherings, dancing fountains, and festival walkways

International visitors
Plenty of entertainments in multiple languages, from amphitheater events to captivating light festivals, street cinema, and interactive installations

Religious tourists & pilgrims
Immersive Theatre experiences include Badr, Uhud, and Alkhandaq, while dedicated zones depict Alhijra From Makkah To Al Madinah and the Prophet's 27 Conquests

All visitors
Local markets with unique finds, cafes, and restaurants that offer culinary delights, retail strips, and gift shops for shopping for souvenirs and memorable keepsakes.

Bringing Islamic stories to life immersing the audience

Zone 1: Al-Hijra

Prophet’s hijra and main stops

- Introductory information about the 12-day Hijra path
- The night of Al Hijra
- Ghar Thowr
- Quraish chasing the Prophet peace be upon him Arrival simulation
- Life after Al-Hijrah
-

Zone 3, 4, 5: Immersive Theatre

- Badr
- Uhud
- Alkhandaq

Zone 2: The conquests

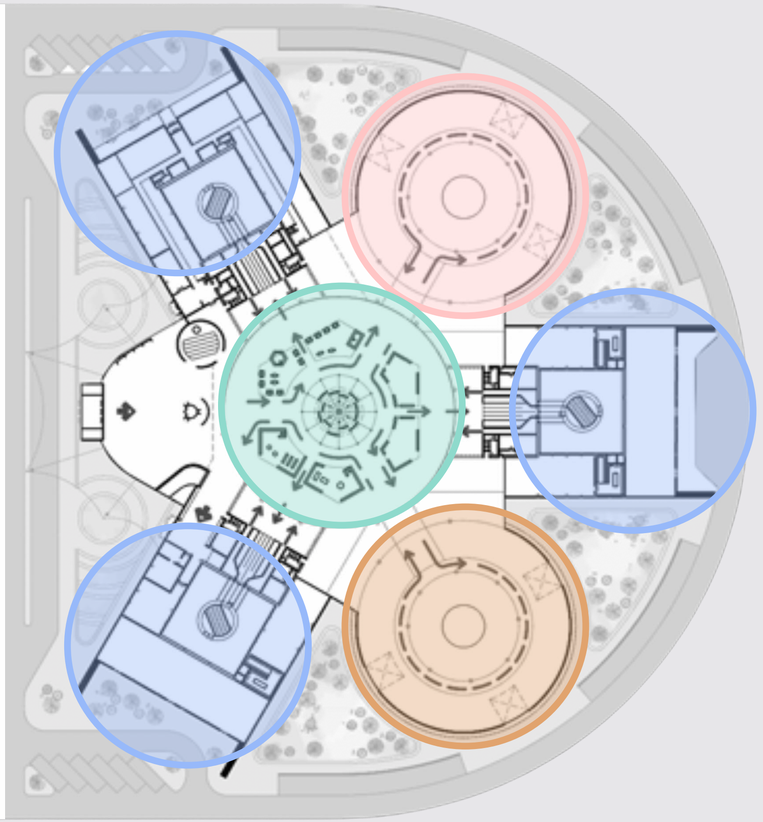
The prophet’s 27 conquests Visitor's touchpoints

- Main Symbols And Historical Items
- Main Locations And Events
- All Events Explained
- Conquests Preview & Intro

Zone 6: F&B & Entertainment zone

Visitor's touchpoints

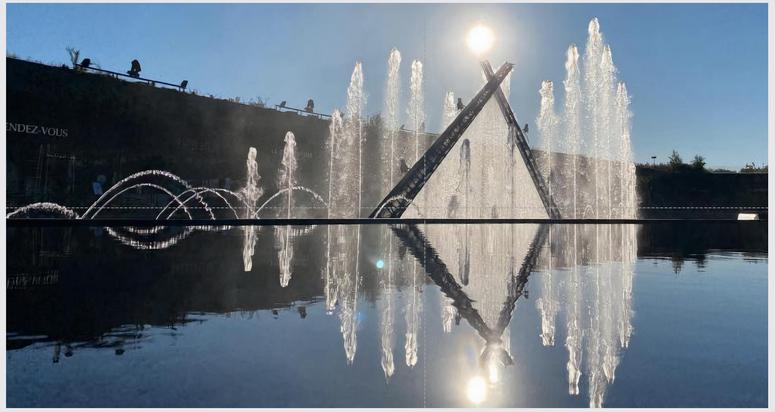
- F&B
- Retail
- Kids Activities



Unique immersive experience

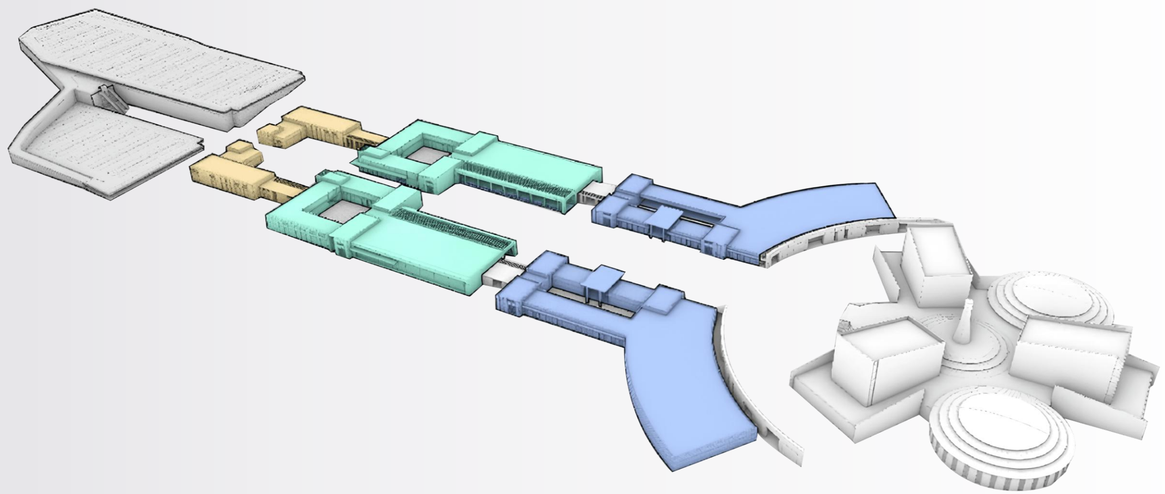




History exploration topped by world-class retail experience

- **F&B: 30,000 m^2**
  Fine Dining, Casual Dining, Food Court & Cafeterias
- **Merchandising: 21,000 m^2**
  Retails (Stories, Mega Store, book shop, etc)
- **The walk: 35,000 m^2**
  Welcoming Plaza, The Boulevard, Dancing Fountain, Mayadeen Main Plaza
- **Parking: 67,000 m2**
  Two levels (1400 Car lots)



F&B Merchandising Administration, Supporting Facilities

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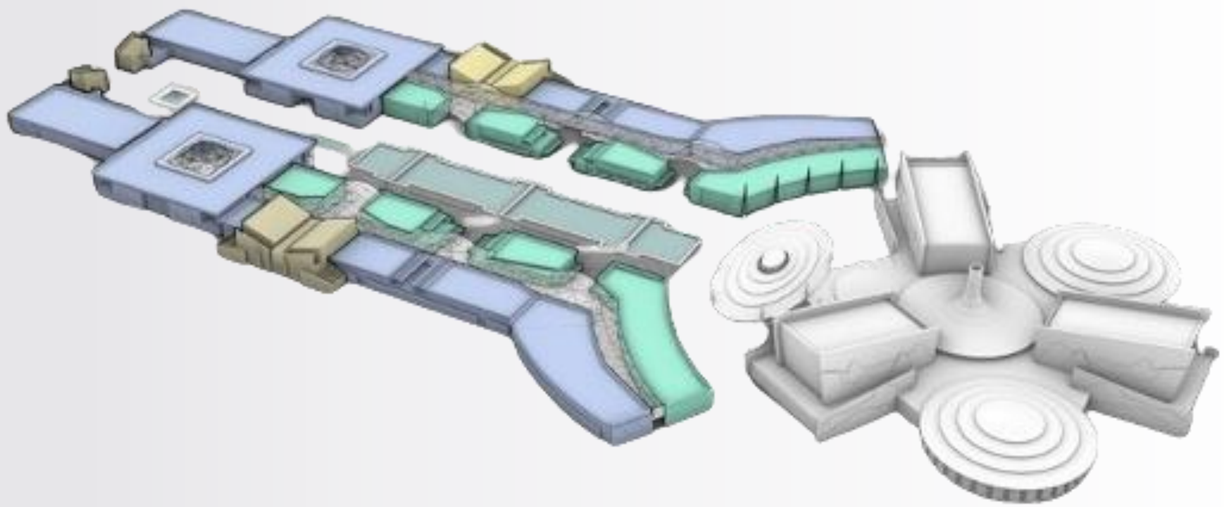

F&B Merchandising Administration, Supporting Facilities

47 Years & Hundreds of prominent projects and awards on our side

◆ 4.5k+

iconic projects across various countries
Designed | Supervised | Built

◆ 50+

prestigious awards and recognition from government organizations through multiple appreciation lists

20+
Mosques and Islamic Centres

240+
Residential, Houses, Villas and Palaces

350+
Gov Buildings and Commercial Buildings

5
Museums

90+
Universities and Schools

ZFP Latest Awards:

- International Project Management Firms Awards-ENR Top 20 Rank # 20
- International Design Firms Award-ENR Top 225 Rank # 169

Partners

World-class real estate development

Zuhair Fayez Partnership consultants
Architecture, Engineering and information systems

General information

- Head office: Riyadh, Saudi Arabia
- 100% Saudi firm
- www.zfp.com
- 47 years on the market (est.1975)
- Geo: local, regional and international markets

Mayadeen

Profile

One of the leading companies and most established Architectural, Engineering, Project Management, Construction Management, Engineering Information System, Manpower supply, Municipality services & studies, and Information Technology Consultants in the KSA

- **> 4,000** completed projects
- **2,500** professionals on the team
- **5 branches** across the Middle East

>30 international awards and multiple recognitions

Latest:

 # 20 International Project Management Firms Awards
#169 International Design Firms Award

Partners

Immersive experiences provided by

MIDWAM

Design and deliver outstanding holistic and immersive experiences that elevate people’s engagement through multi-sensory journeys

We create exceptional memories

- Emotional impact, powerful storytelling and technical innovation
- Services with global standards but with a local understanding

UI DESIGN AWARD CSSDA Midwam
SITE OF THE DAY awwwards Midwam
DEVELOPER AWARD awwwards Midwam
FWA OF THE DAY FWA Midwam
UX DESIGN AWARD CSSDA Midwam
WEBISTE OF THE DAY CSSDA Midwam
INNOVATION DESIGN AWARD CSSDA Midwam
MOBILE EXCELLENCE awwwards Midwam
GUINNESS WORLD RECORDS™

Mayadeen

Option 1

Business traction in numbers

- Exceptional team with X years of experience
- > x happy clients in our portfolio

- Local & global network of renowned partners helping to bring the most creative experiences using latest technology

STUFISH ENTERTAINMENT ARCHITECTS
eon reality
Moataz Makki Engineering Consultancy
ICARIA ATELIER DESIGN + MEDIA
instronic
BARAJOUN Entertainment
8