

# Umm Al Qura's Intention to Float on the Saudi Exchange's Main Market

## Factsheet



"Umm Al Qura was established to enhance the urban and investment landscape of Makkah through MASAR. As we prepare to list on the Saudi Exchange, we are ready to begin a new era of accelerated growth, delivering against the ambitions of Vision 2030 to transform the residents and visitor experience in Makkah. Our IPO is a vote of confidence in our track record of growth to date, as well as our commitment to building state of the art urban destinations that create unparalleled experiences."

**Yasser AbuAteek**  
CEO of Umm Al Qura

## Umm Al Qura at a Glance

Umm Al Qura was established in 2012 to undertake the development of King Abdulaziz Road in Makkah which originally contained 6 unplanned settlements neighborhoods; the project site area is known as MASAR Destination.

Umm Al Qura is the owner, developer and operator of MASAR Destination – one of the largest redevelopment projects in Makkah.

The Company's current majority shareholders comprise state-owned entities and Saudi private sector entities including the Public Investment Fund of Saudi Arabia, the General Organization for Social Insurance and Dallah Al-Baraka Holding.

- MASAR aims to create a global multi-use destination to serve the residents and visitors of Makkah.
- It is located directly on Makkah's western border, stretching for more than 3.5km from the 3rd Ring Road intersection with Prince Mohammed bin Salman Road (formerly known as Umm Alqura Road) to 550 meters away from Al Haram's King Fahad Gate.

## Umm Al Qura in Numbers

**99.77%**  
key infrastructure works completed, as of November 2024G

**13.1bn**  
SAR share capital, as of 30 June 2024G

**205**  
investment plots

**~641,000**  
square meters  
Total area of investment plots

**100+**  
employees

## IPO Timeline

Intention to float:	Price range announcement and institutional bookbuilding starts:	Final offer price announcement:	Retail subscription period starts:	Retail subscription period ends:	Final allocation of the offer shares:	Refund of excess subscription amounts (if any):
February 2, 2025	February 16, 2025	February 27, 2025	March 5, 2025	March 9, 2025	March 13, 2025	March 16, 2025

## The Offering

Umm Al Qura is listing 10% (before the capital increase) of its total issued share capital by way of the issuance of 130,786,142 new shares through a capital increase.

<b>130,786,142</b> ordinary shares	<b>9.09%</b> of the Company's issued share capital (post the capital increase).	<b>100%*</b> or 130,786,142 Offer Shares will be offered to Participating Parties.	<b>10%</b> shares to be clawed back and offered to Individual Investors.
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\*In the event that Individual Investors subscribe to all of the Offer Shares allocated to the tranche, the number of Offer Shares allocated to Participating Parties may be reduced to 90% of the total Offer Shares.  
The final offer price will be determined following the completion of the book-building process, and prior to commencement of the subscription period for retail investors.

## Key Investment Highlights

- Umm Al Qura benefits from its prominent shareholder base comprised of 60.8% government institutions pre-IPO and the remaining 39.2% of other private institutions and individuals.
- The Company holds a strong financial position with low leverage enabling a resilient and flexible business model, well-planned to cover debt and financial obligations with a built-in operational cushion to minimize execution risk.
- It is located in one of the most attractive destinations with perpetual demand as the permanent capital of the Muslim world, with the total number of visitors to Makkah expected to reach more than 42 million by 2030G - a 2.6-fold increase compared to 2019.
- The Company is led by a distinguished management team with experience across multiple functions carrying around 100 years of collective experience and comprise prominent figures in the real estate sector in the region, with special connections and experience in Makkah.
- Through MASAR, Umm Al Qura is poised to be Makkah's gateway location, addressing the city's mobility and infrastructure challenges, providing unique experiences and an unparalleled breadth of offerings.

## Joint Financial Advisors

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## Receiving Agents
