

# Al-Madina International K-12 Schools

Investment Opportunity - K-12

**EDUCATION** – September 2022





# Al-Madina region Private Int'l K-12

**OPPORTUNITY DESCRIPTION:** Invest in KSA's education sector by establishing high-quality, Private Int'l K-12 schools in Al-Madina region

## OPPORTUNITY OVERVIEW

### Enrollement of Private K-12 in Al-Madina



Private student enrollment in Al-Madina region have increased since 2014 till 2020 on a CAGR of 3%

Al-Madina region Private Participation

~11%

K-12 private participation (AY20), Al-Madina region



Kingdom wide Target K-12 Private Participation

Total Pvt. Int'l K-12 Enrolment, Al-Madina region

~6K

AY20

~35K

AY30F

### Al-Madina K-12 Market Overview



Private International is the **fastest growing** segment in Al-Madina K-12 market

Al-Madina region K-12 Enrolment CAGR (AY14-20), by ownership

Private International

~24%

Public

~2%

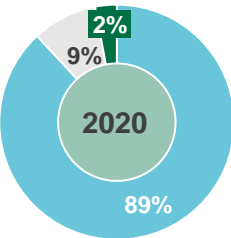
Private National

~1%



Private International segment's enrolment share is expected to **grow fourfold by 2030** and reach ~8% based on **historical growth rates**

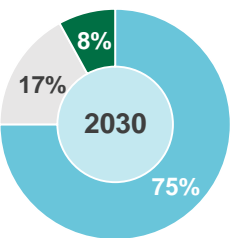
Share of K-12 enrolment by ownership in Al-Madina region



Public

Private National

Private International



### Growth Drivers and Market Outlook



1

**Growing relevant age population<sup>1</sup>**  
(~3% growth p.a.) from 2016-2020



2

**Increasing Household affordability;**  
Average monthly income of ~9.6K SAR<sup>2</sup>  
Spending on education: ~1.5B SAR<sup>3</sup>



3

**Tourism, mining and petrochemical sectors are the most prominent in Al-Madina region.** With the presence of Knowledge Economic City, Pilgrim Experience Program, Smart Cities Project and Al-Ula Project will create tremendous need for educational services

There exists multiple growth drivers for K-12 centers in Al-Madina



~29K

Additional students to be accommodated in new private int'l K-12 centers in Al-Madina region by 2030F



~96

New private int'l K-12 schools to be set-up in Al-Madina region by 2030F (assuming a scale of 300 students per school)



~SAR 2.4-2.8B

Estimated Investment required (assuming ~SAR 25-30M capital outlay per School)

Source: General Authority of Statistics; Ministry of Education; Survey of early years centers in Al-Madina region

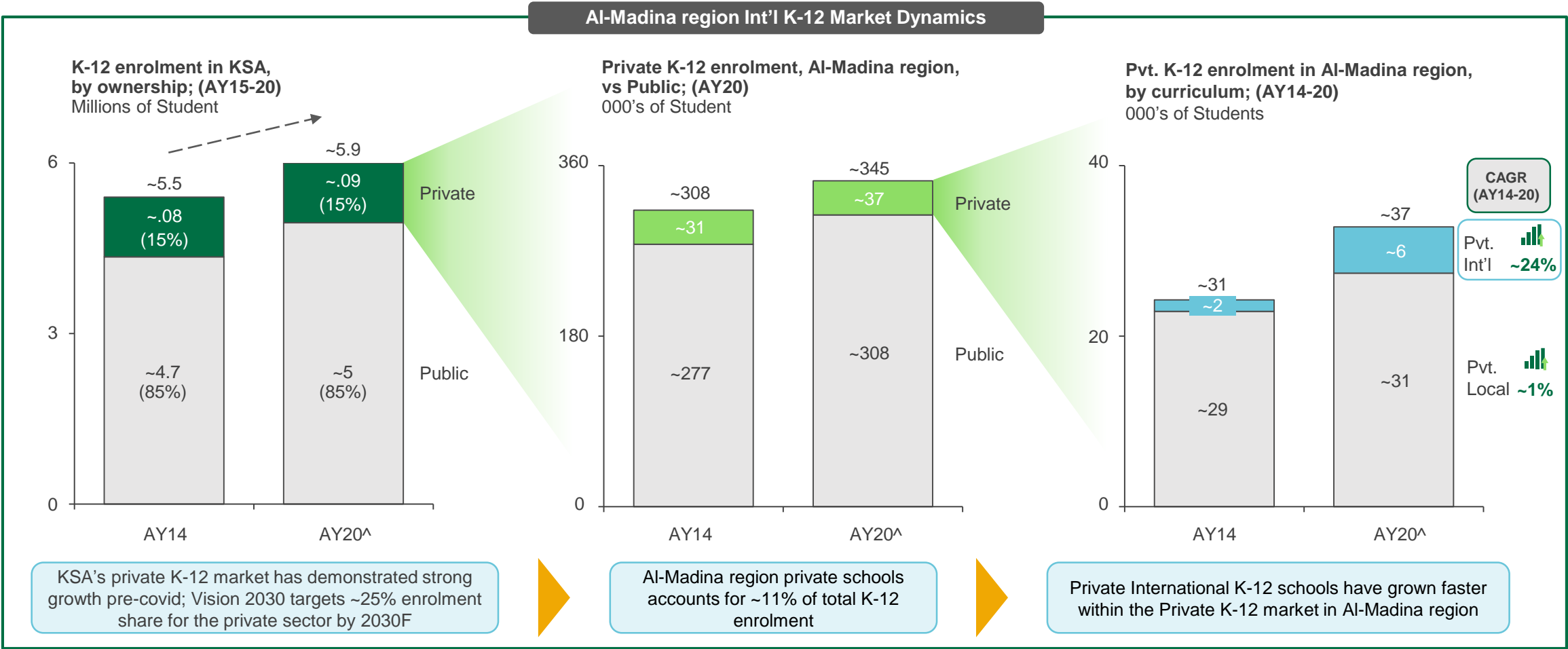
Note 1: year 2020 population is ~2.3 Million, Note 2: average household monthly income in year 2018, Note 3: household spending in year 2017



# Al-Madina region Private Int’l K-12

**OPPORTUNITY DESCRIPTION:** Invest in KSA’s education sector by establishing high-quality, Private Int’l K-12 centers in Al-Madina region

## Al-Madina K-12 MARKET OVERVIEW



Note: AY refers to the Academic Year, which typically runs from Sept – May in KSA; ^ AY21 has not been showcased due to one-off impact on enrolments due to ongoing pandemic



# Al-Madina region Private Int’l K-12

**OPPORTUNITY DESCRIPTION:** Invest in KSA’s education sector by establishing high-quality, Private Int’l K-12 centers in Al-Madina region

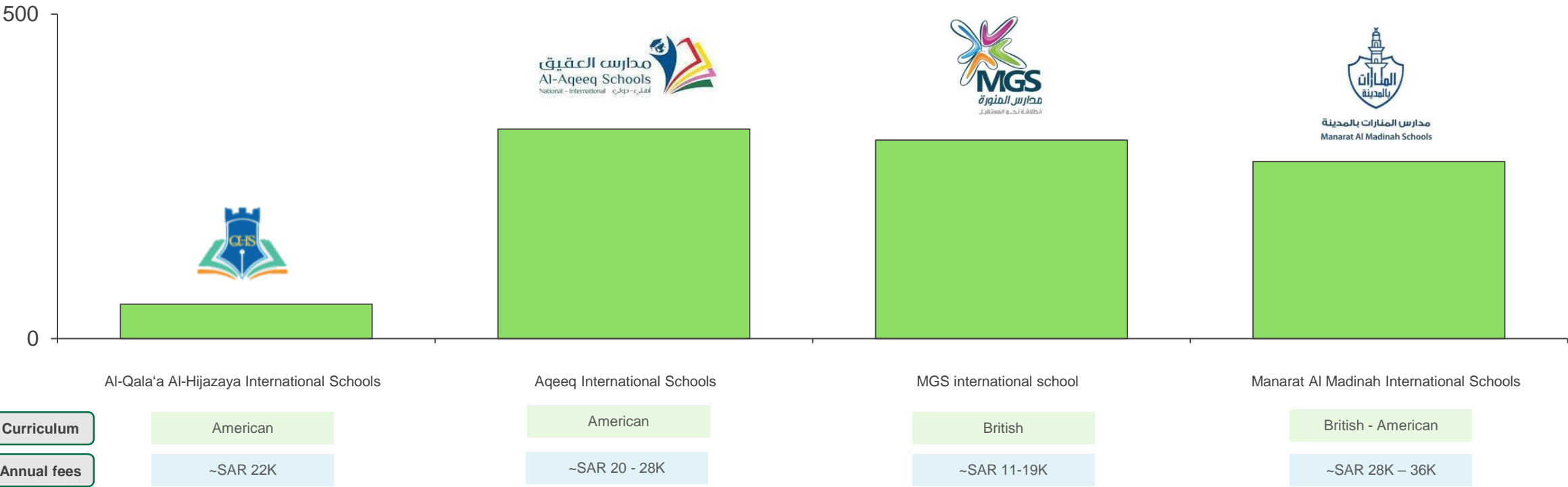
## Al-Madina region K-12 MARKET ASSESSMENT AND COMPETITIVE LANDSCAPE

INDICATIVE

### Al-Madina region Pvt. Int’l K-12 Providers

Enrolment in Private International K-12 Schools, Al-Madina region (AY2021); Number of students

SAMPLE LIST – SCALE PROVIDERS



Note: \*Enrolment for AY21



# Al-Madina region Private Int’l K-12

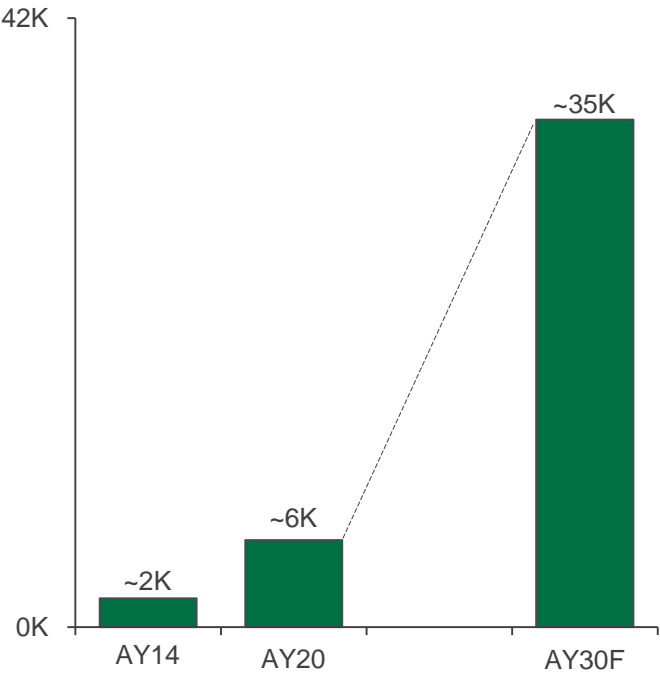
**OPPORTUNITY DESCRIPTION:** Invest in KSA’s education sector by establishing high-quality, Private Int’l K-12 centers in Al-Madina region

## FINANCIAL CONSIDERATIONS

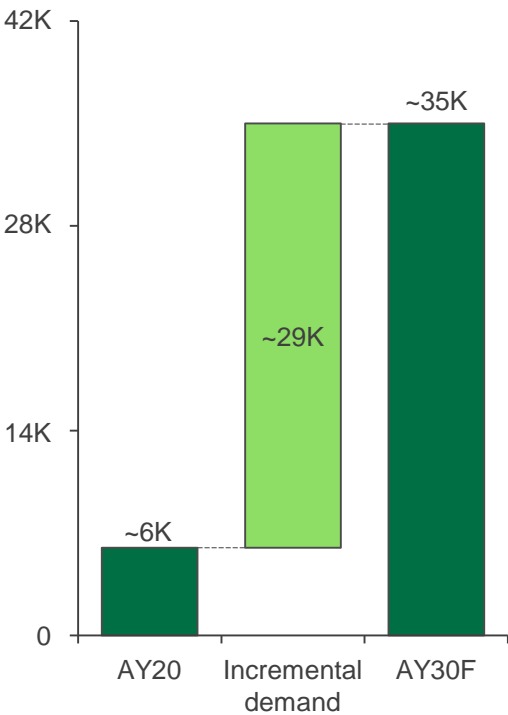
INDICATIVE

### Enrolment forecast and unmet demand

Al-Madina region Private Int’l curriculum K-12 enrolment forecast AY14-20, AY30F)  
Number of students



Required additional capacity estimation, K-12 Int’l segment, Al-Madina region ; (AY2020-30F);  
000's of seats



Additional students in new private Int’l K-12 centres by 2030F



~29K

Number of new private int’l K-12 schools to be opened



~96

Capital outlay expense required per new center



~SAR 25 - 30M

Investment required to establish ~96 new private int’l K-12 Schools



~SAR 2.4-2.8B

# DISCLAIMER

- This report must be used only to access information, and the information must not be construed, under any circumstances, explicitly or implicitly, as an offer to sell or a solicitation to buy or sell or trade in any opportunity herein mentioned.
- Ministry of Investment (MISA) has no undertaking to update these materials after the date, with the understanding that such information may become outdated or inaccurate.
- Mentioned information in this report is obtained from reliable sources but its accuracy and reliability are in no way guaranteed. No guarantee of any kind is tacit or explicit when projections of future conditions are attempted. MISA has used public/or confidential data and assumptions and has not independently verified the data and assumptions used in the analyses. Changes in underlying data or operating assumptions will clearly impact the analyses and conclusions.
- The financial evaluations, projected market and financial information, and conclusions contained in these materials are based upon standard methodologies, are not definitive projections, and are not guaranteed by MISA
- The content of this report must not be construed as an implied promise or guarantee for profit or limited loss express or implied by or from MISA or any of its officers, directors, employees and affiliates. All mentioned investments in this report are subject to risk, which should be considered prior to making any investment decisions
- MISA shall have no liability whatsoever to any third party, and hereby any third party waives any rights and claims it may have at any time against MISA with regard to this report, any services or other materials, including the accuracy or completeness thereof.

CONNECT WITH US FOR MORE DETAILS:

[EducationSector@misa.gov.sa](mailto:EducationSector@misa.gov.sa)

investsaudi.sa



@investsaudi

