

# Premium and Super-Premium International Schools in Jeddah

Investment Opportunity – K-12

EDUCATION – April 2022

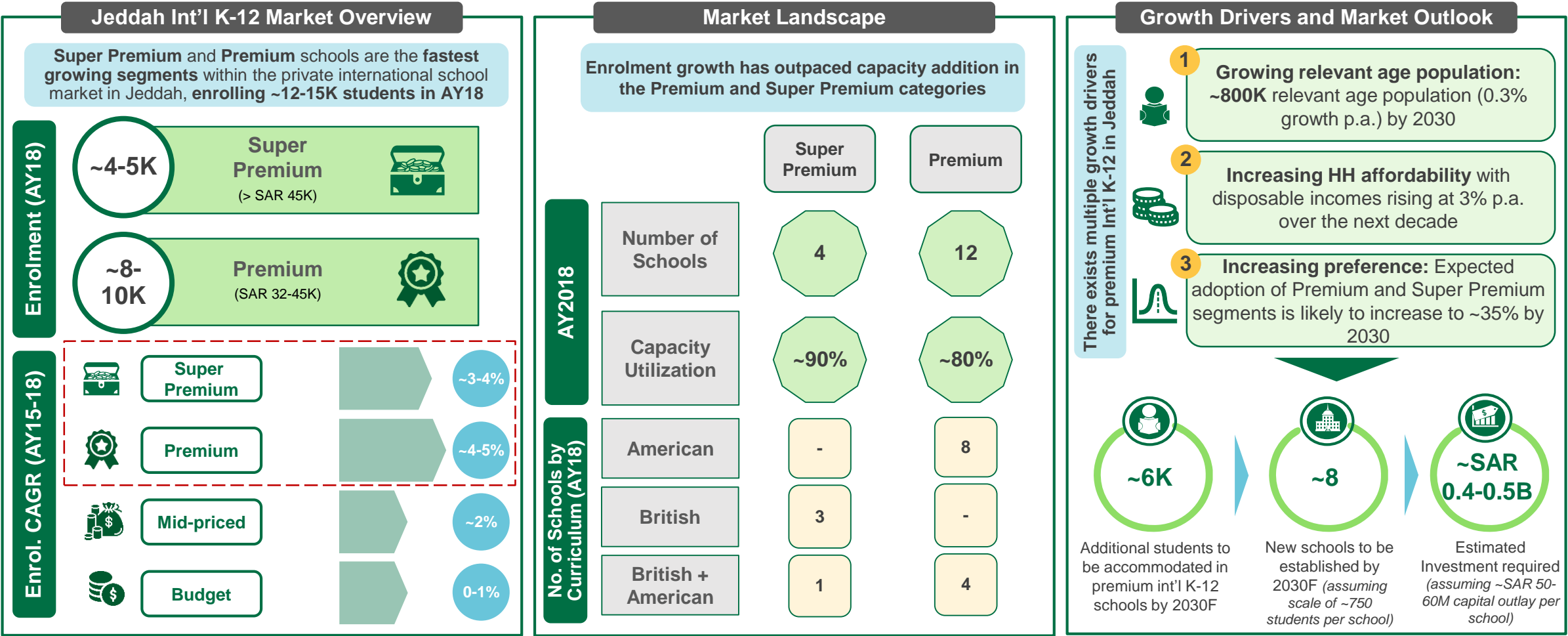




# Jeddah Int'l K-12 Premium and Super-Premium Opportunity

**OPPORTUNITY DESCRIPTION:** Invest in KSA's education sector by establishing high-quality, premium and super-premium Int'l K-12 schools in Jeddah

## OPPORTUNITY OVERVIEW

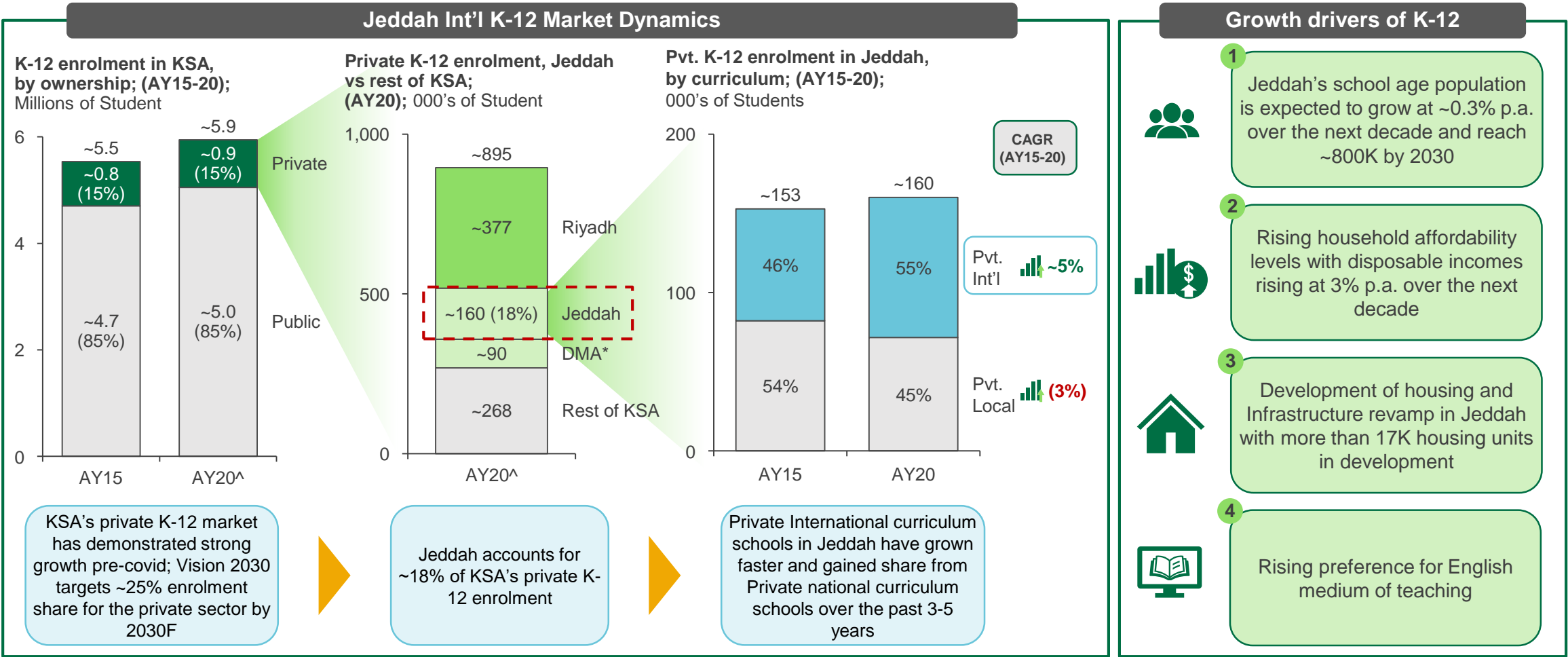




# Jeddah Int'l K-12 Premium and Super-Premium Opportunity

**OPPORTUNITY DESCRIPTION:** Invest in KSA's education sector by establishing high-quality, premium and super-premium Int'l K-12 schools in Jeddah

## PRIVATE K-12 DEMAND 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  
\* DMA stands for Dammam Metropolitan Area which includes Eastern province cities of Dammam, Al Khobar, and Dhahran



# Jeddah Int’l K-12 Premium and Super-Premium Opportunity

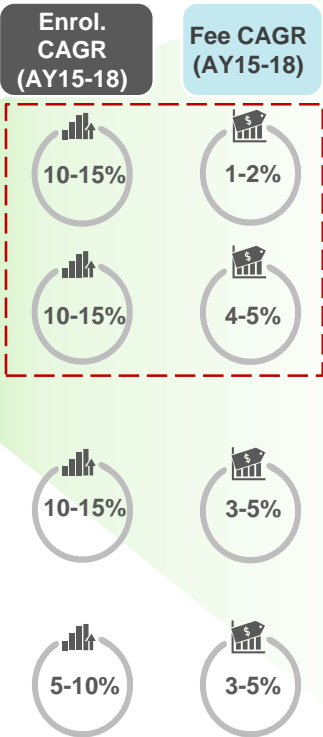
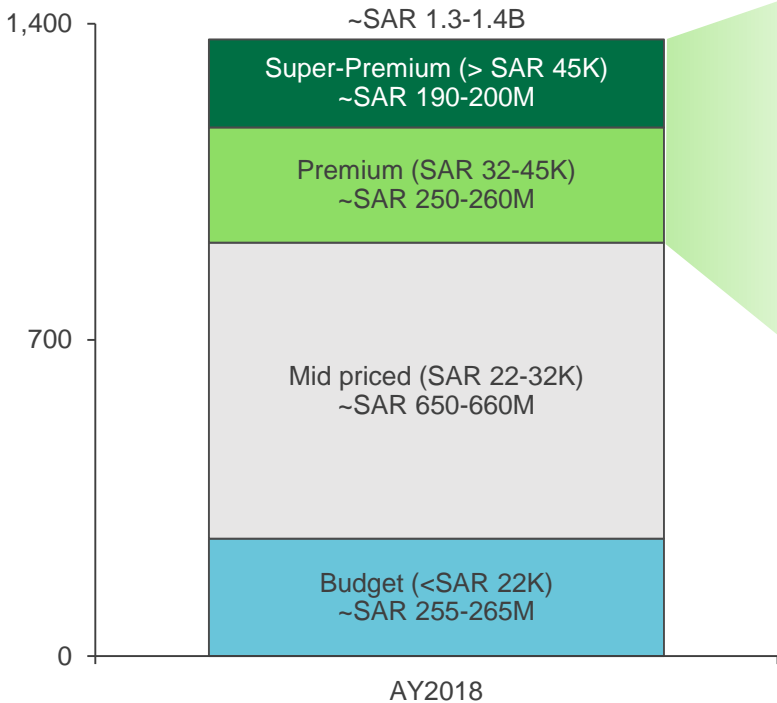
**OPPORTUNITY DESCRIPTION:** Invest in KSA’s education sector by establishing high-quality, premium and super-premium Int’l K-12 schools in Jeddah

JEDDAH INT’L K-12 MARKET ASSESSMENT AND COMPETITIVE LANDSCAPE

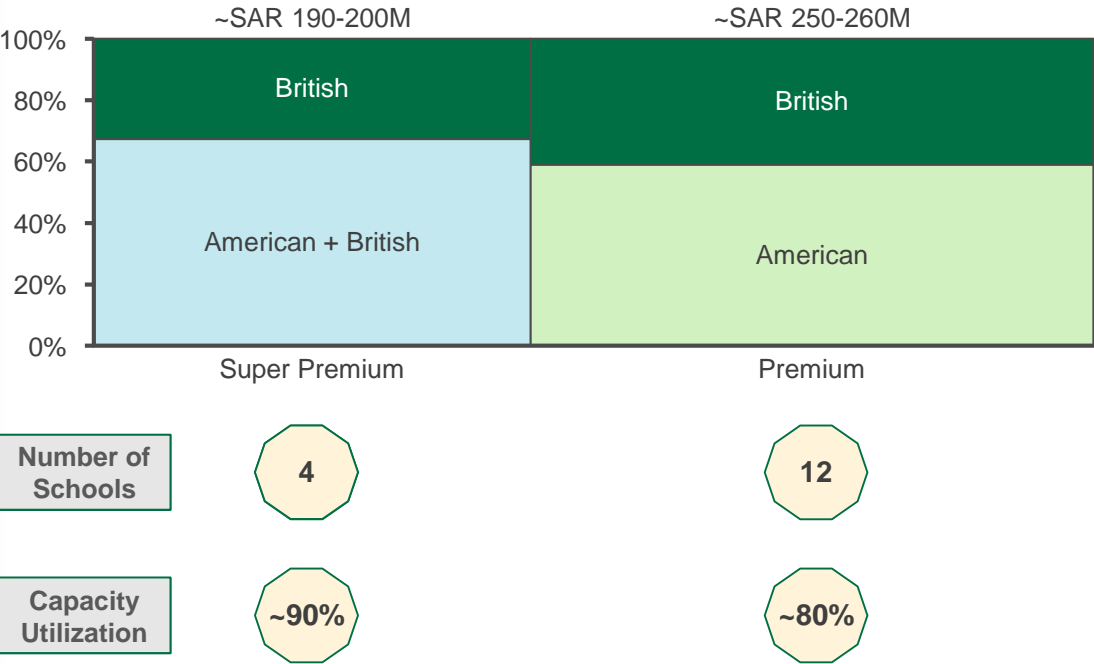
*INDICATIVE*

Super-Premium and Premium market assessment

Revenue, by price segment, international schools, Jeddah (AY2018)  
Percentage; SAR Millions



Revenue, by price segment, Super-premium and Premium int’l schools, Jeddah; (AY2018);  
Percentage; SAR Millions



There are 16 schools in the Premium and Super Premium segments with an average capacity utilization of ~85%



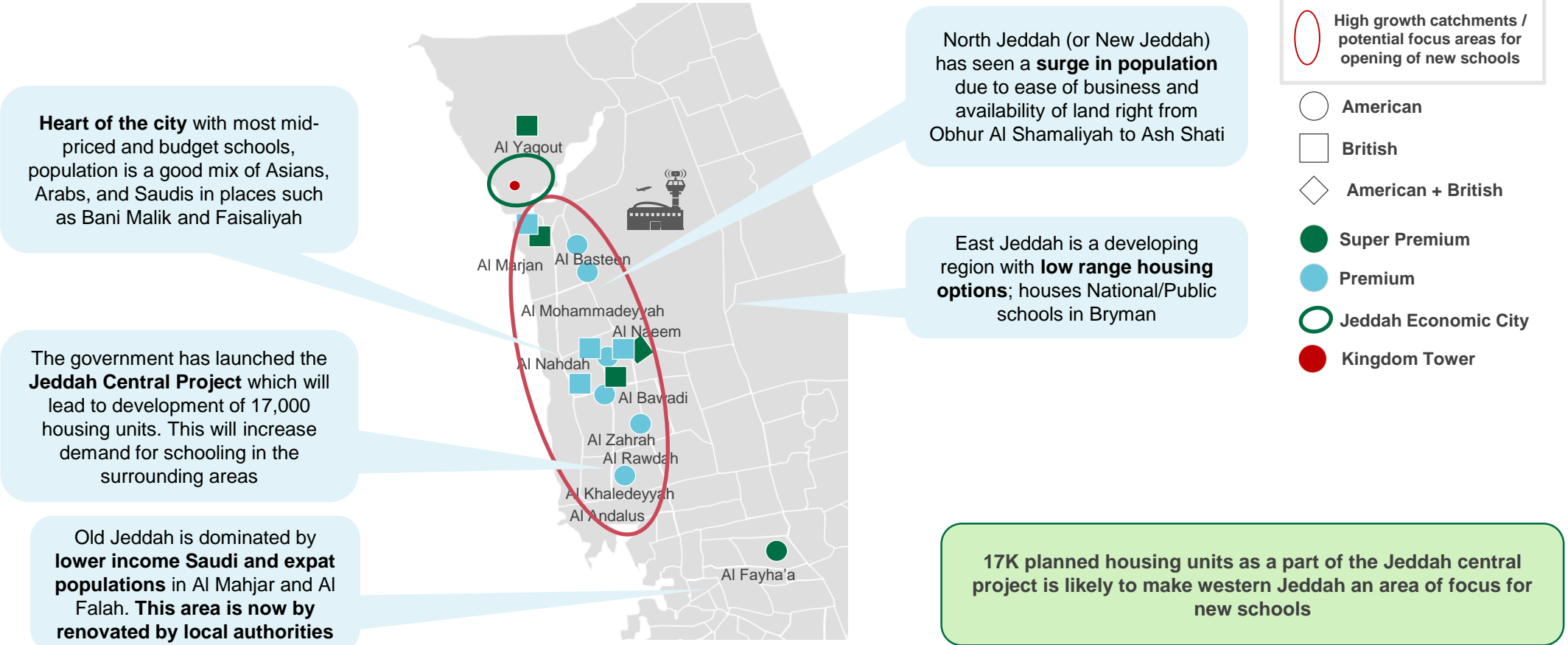
# Jeddah Int’l K-12 Premium and Super-Premium Opportunity

**OPPORTUNITY DESCRIPTION:** Invest in KSA’s education sector by establishing high-quality, premium and super-premium Int’l K-12 schools in Jeddah

## JEDDAH INT’L K-12 MARKET ASSESSMENT AND COMPETITIVE LANDSCAPE

**INDICATIVE**

**Geographic focus**



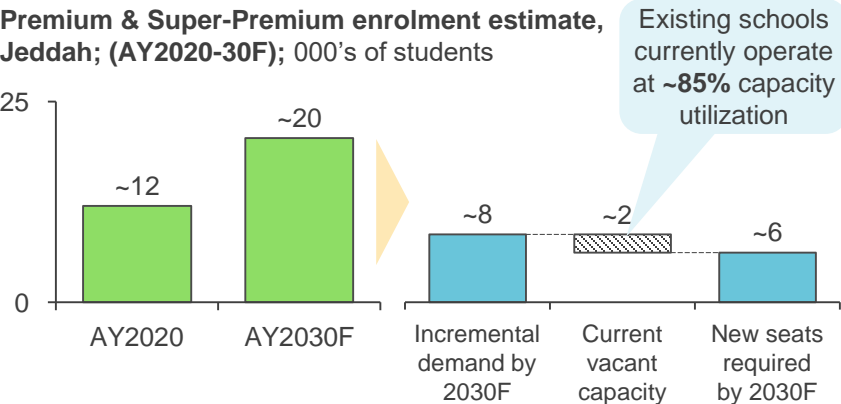


# Jeddah Int’l K-12 Premium and Super-Premium Opportunity

**OPPORTUNITY DESCRIPTION:** Invest in KSA’s education sector by establishing high-quality, premium and super-premium Int’l K-12 schools in Jeddah

## FINANCIAL CONSIDERATIONS

### Enrolment Forecast and Unmet demand



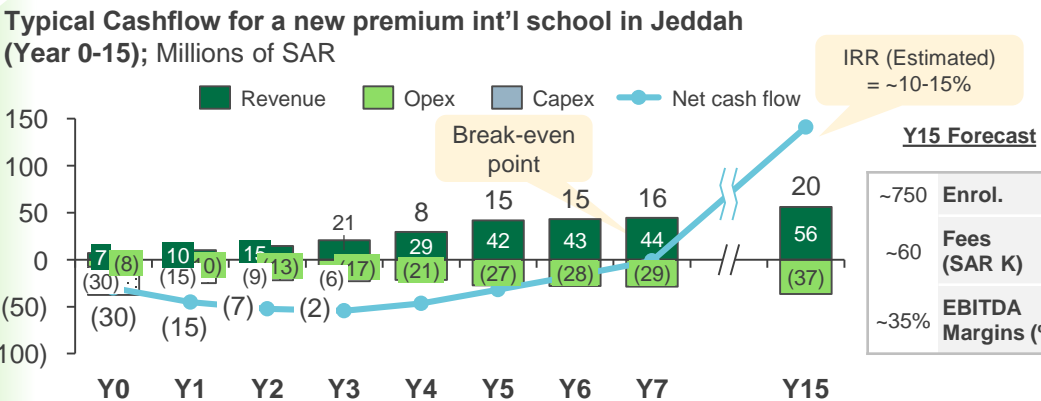
**Additional students in new premium and Super-premium int’l K-12 schools by 2030F** ~6K

**New schools to be opened by 2030F\*** ~8

**Investment required to establish 8 new premium and super-premium K-12 schools\*** ~SAR 0.4-0.5B

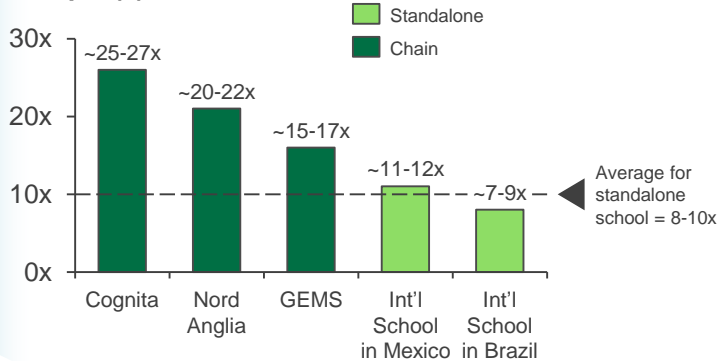
### Investment Routes

**Greenfield investment**



**Acquisitions**

### Sample EBITDA Multiple of K-12 transactions Multiple (x)



**~8-10x EV/EBITDA ratio**

**~20M SAR EBITDA of Prem K-12 school in steady state**

**~SAR 160-200M to acquire established premium K-12 asset**

Note: \* 750 students per school and SAR 50-60M capital outlay expense per school,

Source: Survey of premium and super premium schools in Jeddah; Global benchmarks

# 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

