Premium and Super-Premium International Schools in Jeddah

Investment Opportunity – K-12

EDUCATION – April 2022

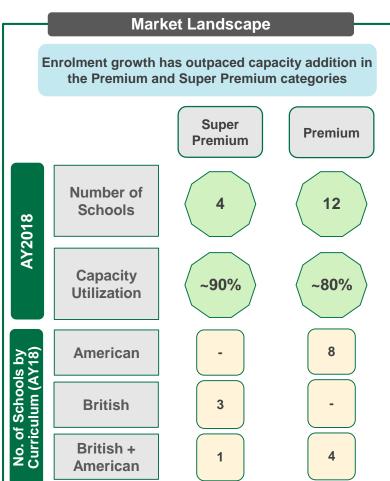


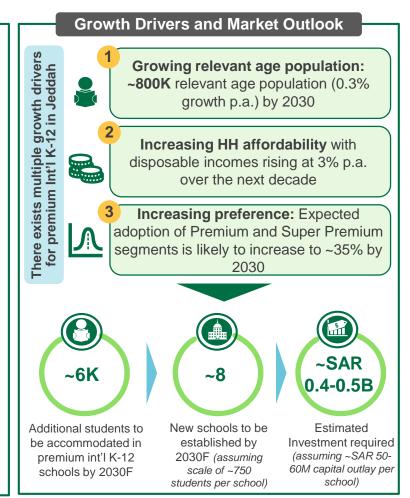


OPPORTUNITY DESCRIPTION: Invest in KSA's education sector by establishing high-quality, premium and super-premium Int'l K-12 schools in Jeddah

OPPORTUNITY OVERVIEW

Jeddah Int'l K-12 Market Overview Super Premium and Premium schools are the fastest growing segments within the private international school market in Jeddah, enrolling ~12-15K students in AY18 Super **Enrolment (AY18)** SEED. **Premium** (> SAR 45K) **Premium AY2018** 10K (SAR 32-45K) Super Enrol. CAGR (AY15-18) ~3-4% **Premium** ~4-5% **Premium** 5 W. \$ ~2% Mid-priced 3 0-1% **Budget**



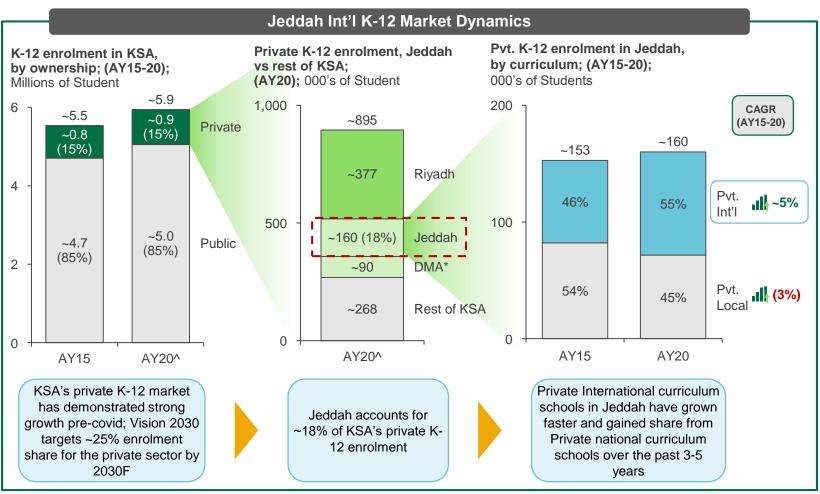


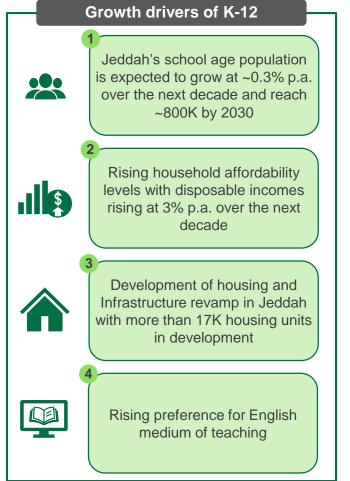




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PRIVATE K-12 DEMAND OVERVIEW



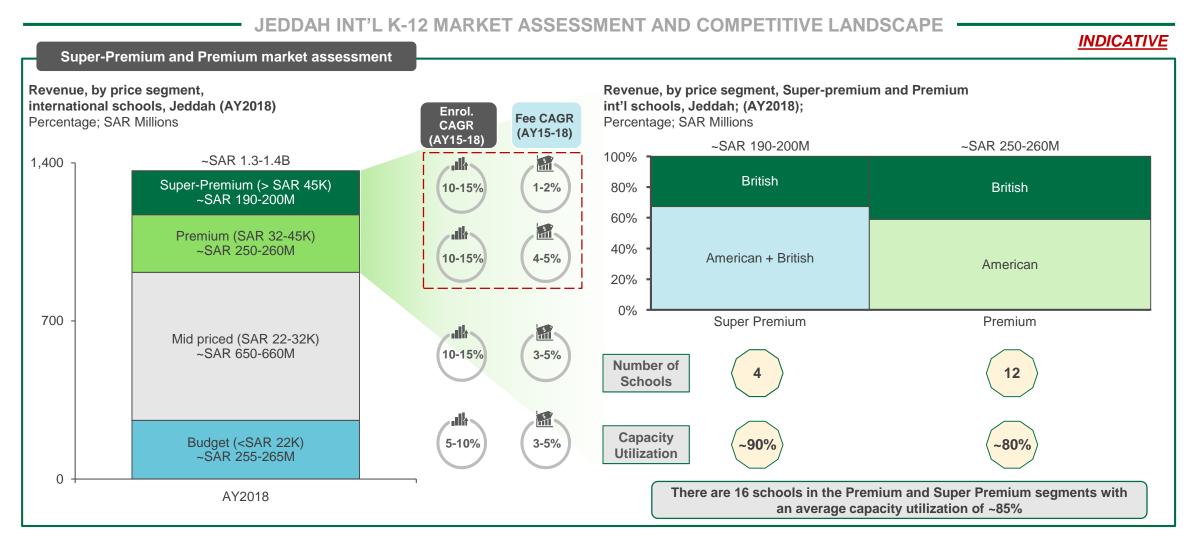


Note: AY refers to the Academic Year, which typically runs from Sept – May in KSA; ^ AY21 has not been showcased due to one-off impact on enrolments due to ongoing pandemic * DMA stands for Dammam Metropolitan Area which includes Eastern province cities of Dammam, Al Khobar, and Dhahran





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JEDDAH INT'L K-12 MARKET ASSESSMENT AND COMPETITIVE LANDSCAPE **INDICATIVE Geographic focus** High growth catchments / North Jeddah (or New Jeddah) potential focus areas for opening of new schools has seen a surge in population due to ease of business and **American** availability of land right from Heart of the city with most mid-Obhur Al Shamaliyah to Ash Shati priced and budget schools, **British** population is a good mix of Asians, American + British Arabs, and Saudis in places such as Bani Malik and Faisaliyah **Super Premium** East Jeddah is a developing Al Basteen Al Marjan region with low range housing **Premium** options; houses National/Public Al Mohammadey ah schools in Bryman **Jeddah Economic City** Al Naeem The government has launched the **Kingdom Tower** l Nahdah Jeddah Central Project which will Al Bavadi lead to development of 17,000 housing units. This will increase Al Zahrah demand for schooling in the Al Rawdah surrounding areas **Khaledeyyah** Old Jeddah is dominated by lower income Saudi and expat 17K planned housing units as a part of the Jeddah central Al Fayha'a populations in Al Mahjar and Al project is likely to make western Jeddah an area of focus for Falah. This area is now by new schools renovated by local authorities

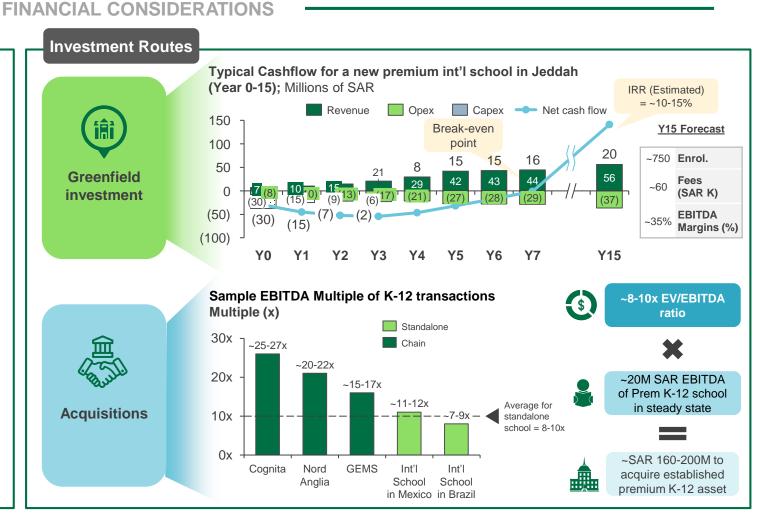






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Enrolment Forecast and Unmet demand Existing schools Premium & Super-Premium enrolment estimate, Jeddah; (AY2020-30F); 000's of students currently operate at ~85% capacity 25 utilization ~20 ~12 ~8 AY2020 AY2030F Incremental Current New seats demand by required vacant 2030F by 2030F capacity Additional students in new premium and ~6K Super-premium int'l K-12 schools by 2030F New schools to be opened by 2030F* Investment required to establish 8 new ~SAR premium and super-premium K-12 schools* 0.4-0.5B





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