

A NEW WORLD CITY FOR SAUDI ARABIA
A NEW SAUDI ARABIAN CITY FOR THE WORLD



Moving forward

Every city has a story, and ours is just beginning...



Welcome to King Abdullah Economic City



King Abdullah Economic City (KAEC) is the embodiment of King Abdullah Bin Abdulaziz Al Saud's vision for advancing the social and economic development of the Kingdom of Saudi Arabia far beyond our oil-based economy.

What you hold is a glimpse into how KAEC's strategic location on the Red Sea combined with its business-friendly regulations will fuel its economic growth.

Our new city is already an achievement thanks to the ingenuity and innovation of our people and our partners. As the commercial and industrial districts continue to grow and families arrive to take up residence and discover our unmatched coastal lifestyle, KAEC will become a new world city for Saudi Arabia and a new Saudi Arabian city for the world.

We are creating tomorrow - together.

A handwritten signature in blue ink, which appears to be 'Fahd Al-Rasheed'. The signature is written in a cursive style and is positioned above the printed name.

Fahd Al-Rasheed
Managing Director and CEO of KAEC

A new world city for Saudi Arabia. A new Saudi Arabian city for the world

A leading economy

Saudi Arabia is currently one of the world's fastest growing countries, with economic growth at 6.8% (2012).

As a country we have a vision to be a diversified and prosperous economy that guarantees the existence of rewarding job opportunities and higher levels of economic welfare for the Saudi citizens. We are proud to be ranked 5th in the world for fiscal freedom.

King Abdullah Economic City (KAEC), founded by King Abdullah in 2006, is a highly valuable asset in a stable, growing and pro-business economy.

45% total GDP from GCC countries

63% of buying power in the GCC market

3rd most rewarding tax system globally

22nd out of 185 countries for the overall ease of doing business

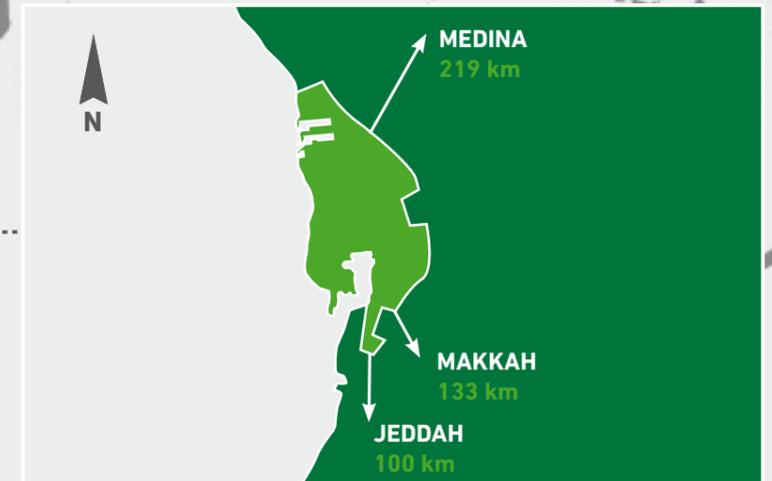
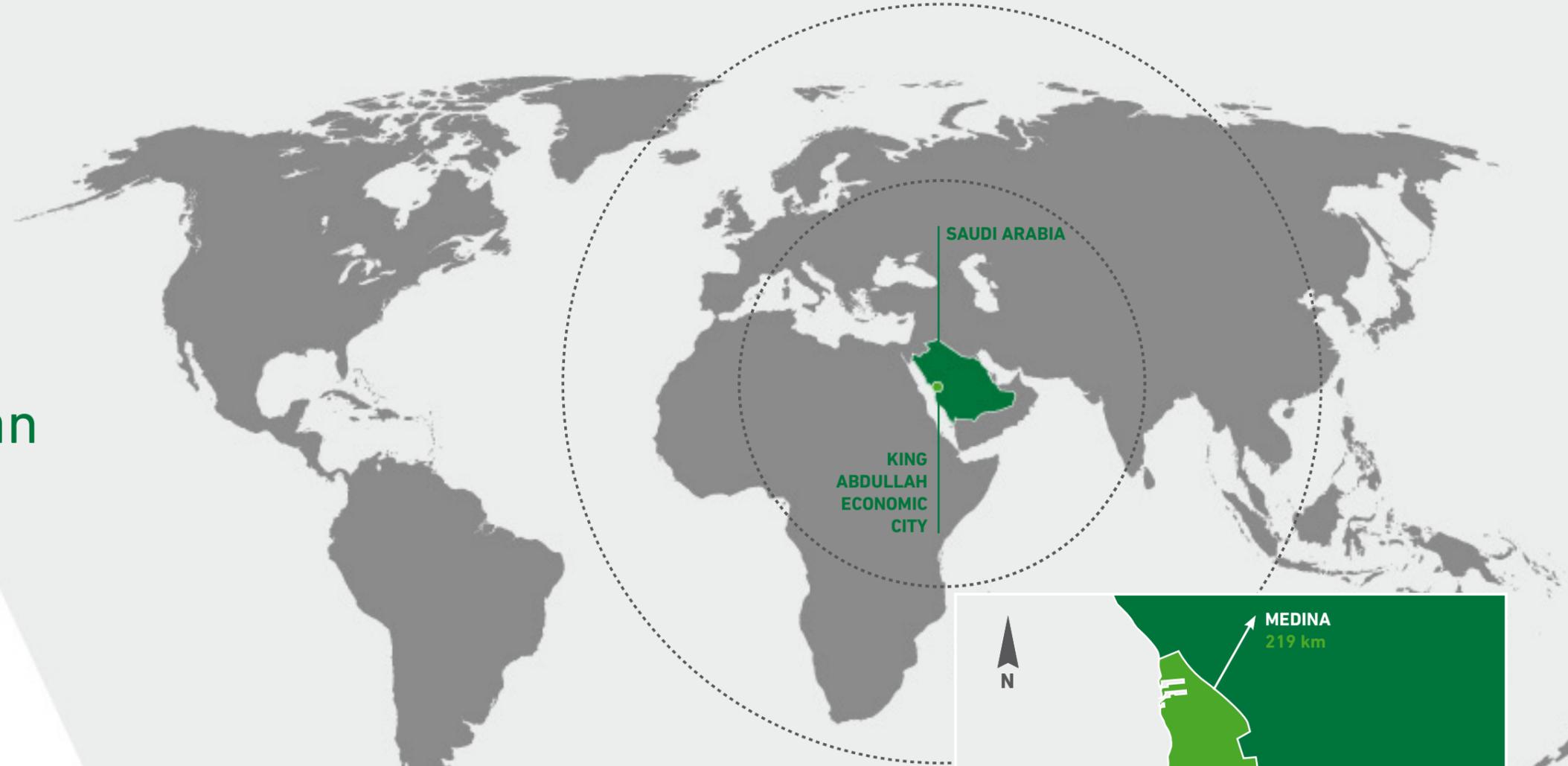
Largest recipient of Foreign Direct Investment in the Arab world

Largest economy in the MENA region and 19th worldwide



King Abdullah Bin Abdul Aziz Al Saud

"We count on this city. Its recent and future projects add remarkable value to our national economy."



Strategically located

Strategically located for maximum impact, KAEC is destined to become one of the most important cities in the Middle East region serving global trade. Our core city strengths and our unique business environment represent the future ambition of the whole of Saudi Arabia. King Abdullah Economic City is a prime example of the country's commitment to private-public partnership development.



22° 32.0' N **039° 05.0' E**
 LATITUDE LONGITUDE

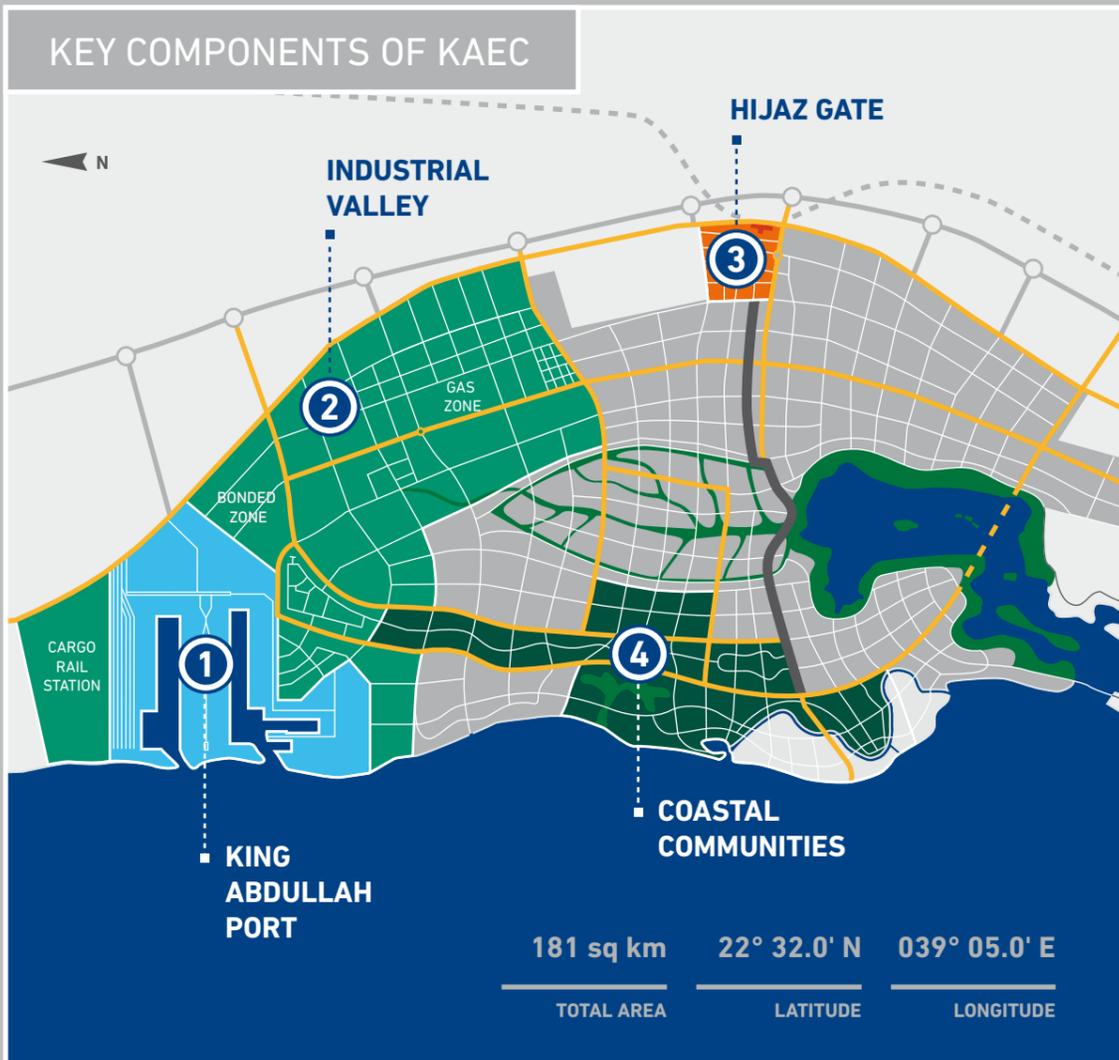


A city in the making

KAEC is realizing its vision to become a great enabler of socio-economic development in the Kingdom of Saudi Arabia. It provides investors from all over the world with unique business opportunities while working towards securing the future of Saudi Arabia's youth by creating new skilled job opportunities.

Every city has a story, and ours is just beginning. There is still a lot of work to do, but with the continuing support of the government and a uniquely business-friendly regulatory system, we are moving forward with more communities, more business developments, more transport connections and more lifestyle benefits.

Companies like Mars, Total and Pfizer are already here. With growth profitability, the value of land increasing at an impressive rate and investment opportunities offered at highly competitive rates, global businesses, national brands and a high number of private investors are now moving forwards with us.



The building blocks of our city

To build our mega city of the future we started with hard infrastructure, we developed pro-business regulations through a single regulator and then ensured connectivity to the city by sea, road and rail. With all this in place we have secured a solid foundation for growth.

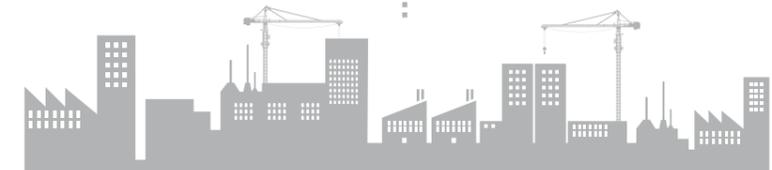
6 LIVING SOLUTIONS AND VISITOR ATTRACTIONS
 To accommodate this growing population, a wide range of living solutions is provided, all surrounded by leisure facilities and maintained by state-of-the-art public services.



5 TALENT
 World-leading businesses bring their best and brightest talent.



4 GLOBAL AND LOCAL BUSINESSES
 Solid infrastructure attracts both global and local companies with strong business benefits.



3 CONNECTIVITY
 The city will be connected by King Abdullah Port, Haramain High Speed Railway and the Saudi Land Bridge.



2 PRO-BUSINESS REGULATOR
 ECA acts as the sole regulator offering KAEC pro-business regulations.



1 HARD INFRASTRUCTURE
 Hard infrastructure is completed in developed and planned zones.



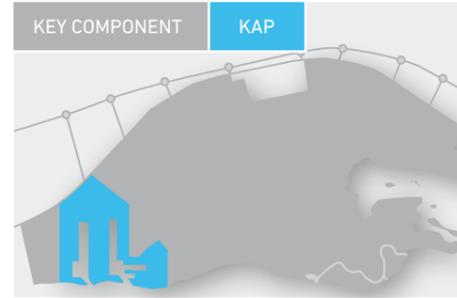
Pro-business regulations

KAEC is governed by a single regulator - the Economic Cities Authority (ECA). With a wide and comprehensive spectrum of incentives for investors and residents alike, ECA offers pro-business regulations including: 100% foreign ownership for organizations, seaport and bonded zone regulations, and ease of access for permits and licenses related to residing, working, operating businesses and owning and managing properties. ECA provides government services under one roof, within 60 minutes, 24 hours a day, 7 days a week.



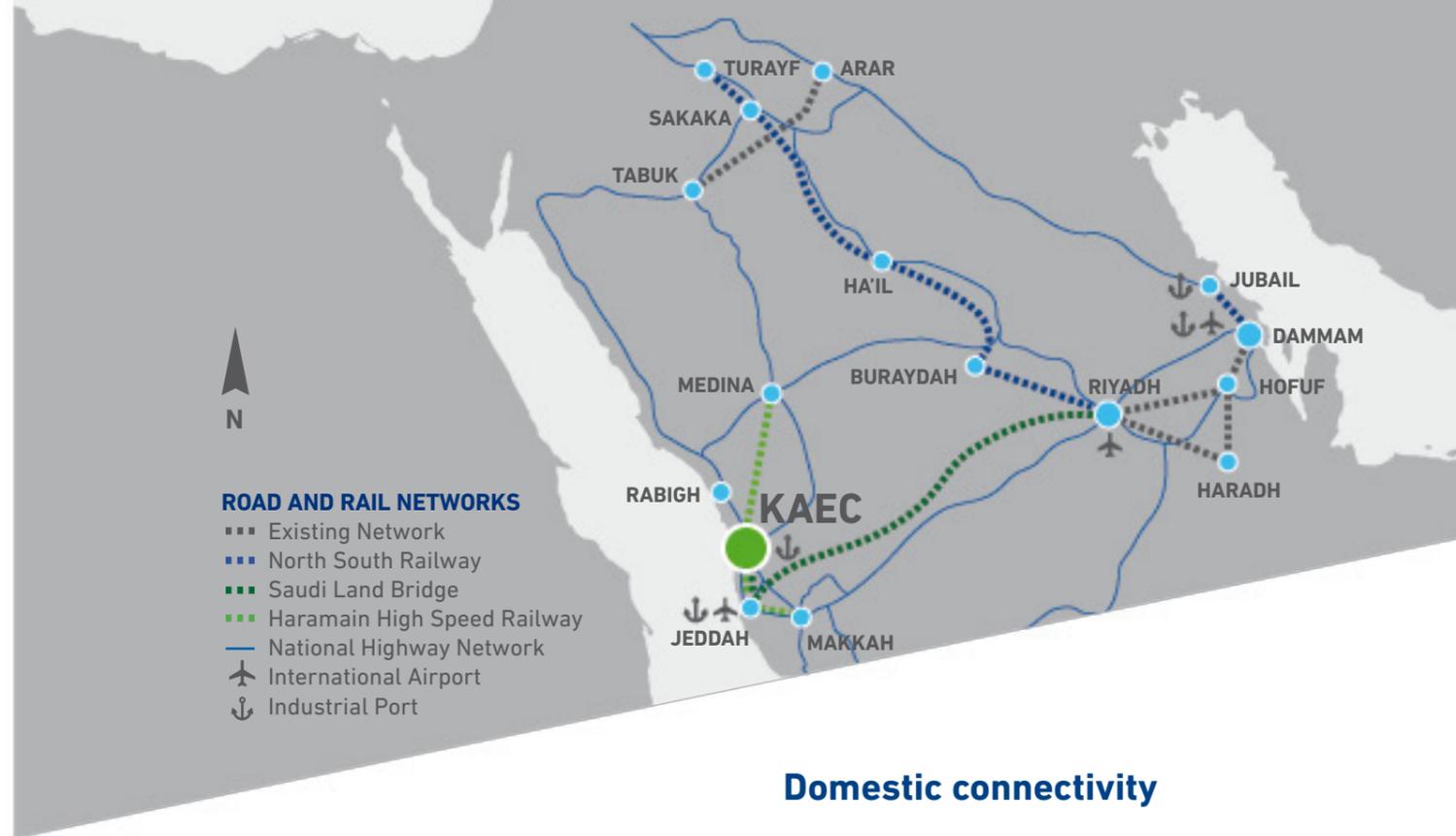
Economic Cities Authority



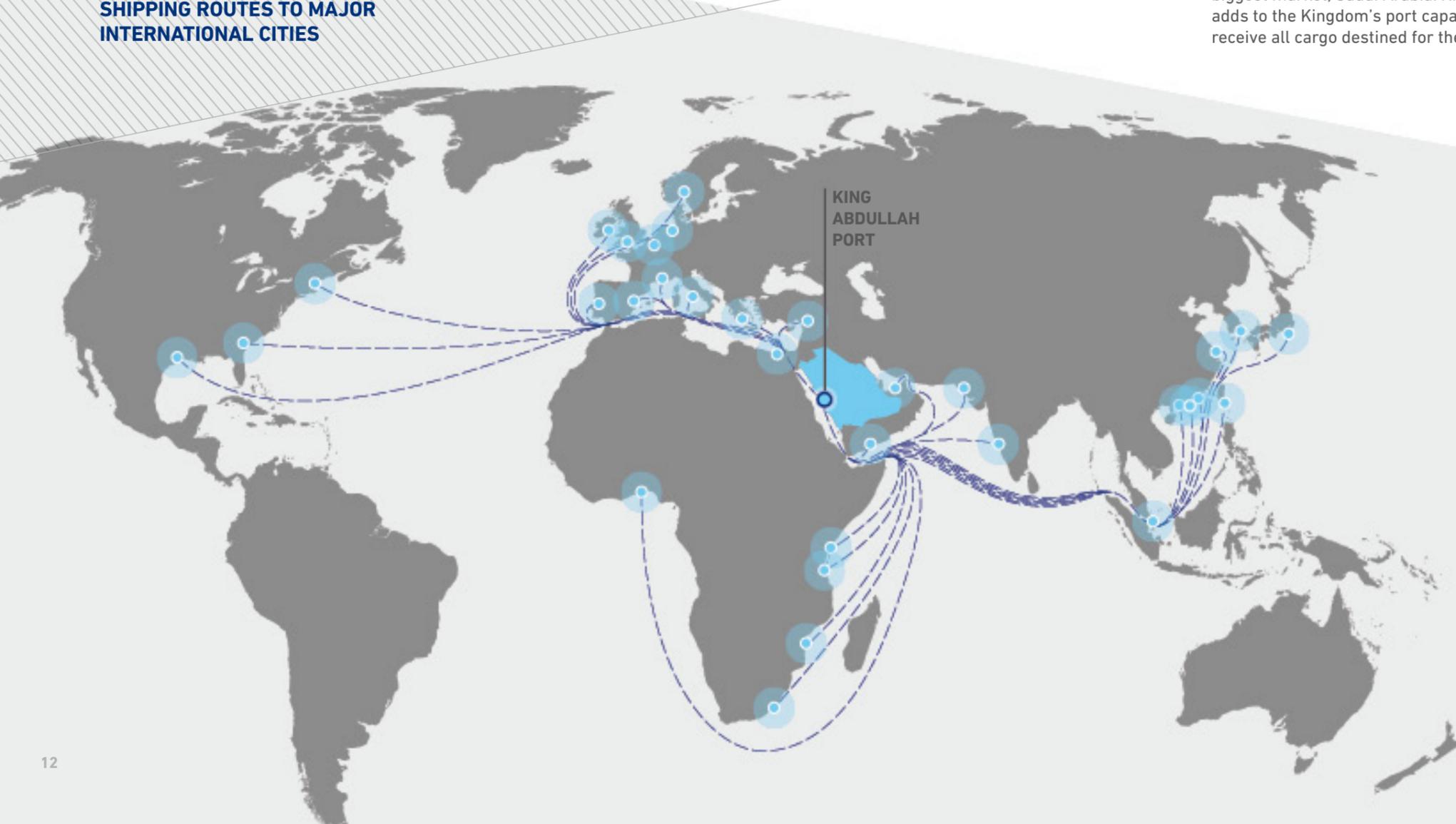


New efficient trade dynamics

At the heart of King Abdullah Economic City is King Abdullah Port. This Port occupies the optimal location to link East and West on all European and Asian trade routes.



SHIPPING ROUTES TO MAJOR INTERNATIONAL CITIES



Domestic connectivity

King Abdullah Port is the gateway to Middle Eastern markets and a point of entry to the regions biggest market, Saudi Arabia. King Abdullah Port adds to the Kingdom's port capacity allowing us to receive all cargo destined for the KSA.

King Abdullah Port has direct access to the National Highway Network, creating a seamless link from land to sea.

The Port also plans to have the largest multi-modal terminal, connecting the Saudi Land Bridge.



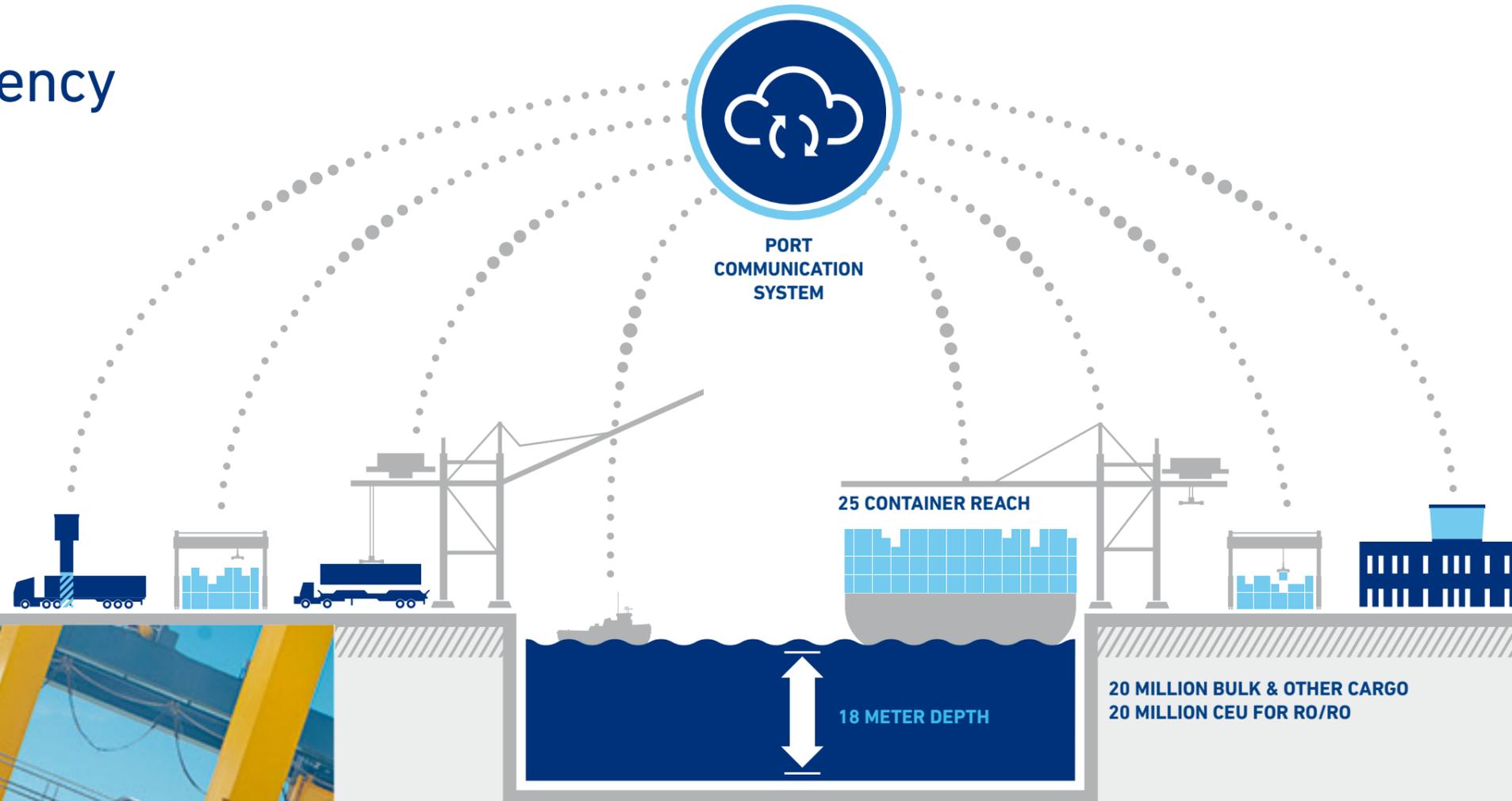
Greater operational efficiency

King Abdullah Port's uniquely developed master plan will incorporate over 30 deep-water berths, some over 18 meters deep, that can accommodate 'mega' vessels, with a capacity of 20 million TEU at completion. It also boasts the world's largest and most advanced cranes with an out reach of 25 containers and multi-purpose terminals for RO/RO, bulk and general cargo.

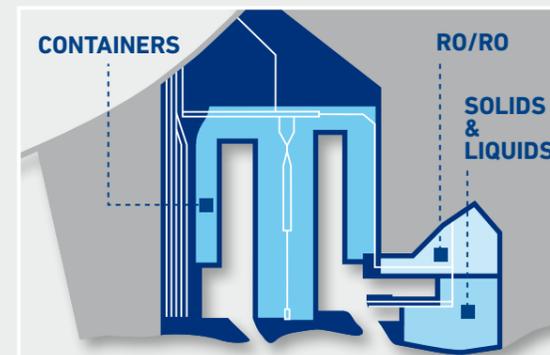
To deliver maximum efficiency, King Abdullah Port has created

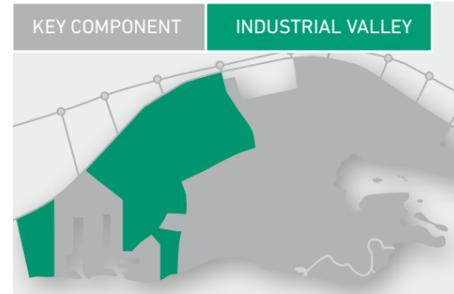
the Port Community System which cuts down on paperwork, saves time and provides real time information throughout the entire process guaranteeing transparent, fast clearance times.

We employ the very best industry talent and equip them with cutting-edge technology to ensure the most professionally dedicated and efficient workforce, enabling us to deliver a swift and smooth service to every business partner in our Port.



State-of-the-art, multi-purpose terminals





A new logistics and manufacturing hub

At the forefront of the KAEC's master planned development is the Industrial Valley, a new pro-business partner in one of the fastest growing regions and economies in the world.

Minutes away from King Abdullah Port, is Industrial Valley.

The Industrial Valley's vision is to become the preferred regional hub for manufacturing industries and value-added global logistics, contributing to job creation and economic development for Saudi Arabia.



Industrial Valley head office



Greif factory

Unparalleled access to the regions biggest market



Focusing on six key clusters

Industrial Valley's focus on six key clusters of light industry builds synergy, reduces raw material cost and shortens lead times.



FMCG

PHARMACEUTICALS

LOGISTICS

PLASTICS

BUILDING MATERIALS

AUTOMOTIVE



Top 5 reasons...

These are the top five reasons our tenants have chosen to relocate to the Industrial Valley.



1
A STRATEGIC LOCATION



2
A SINGLE REGULATOR



3
BROAD CONNECTIVITY



4
DIVERSE LAND SOLUTIONS



5
ACCESS TO A FULLY INTEGRATED CITY



Our operations are customer-centric, we work closely with Industrial Valley tenants and local partners to provide all the support businesses need to successfully grow.

"Our partnership with KAEC embodies our trust to the excellent services provided by the city to investors." **Samir Hamed, General Manager, PETRA ENGINEERING INDUSTRIES**

"Through establishment of this plant, (blending plant at the IV) the company aims to enhance its opportunities for growth in Saudi Arabia." **Momar Nguer, Senior Vice President - Africa/Middle East, TOTAL MARKETING AND SERVICES**



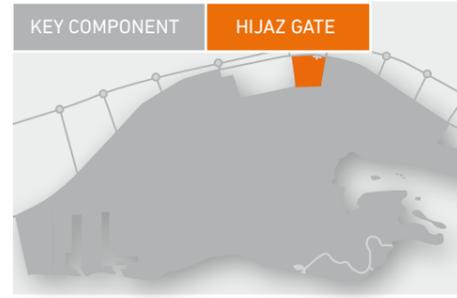
Petra factory



Total factory



The new downtown



At the gates of the city we are creating the new downtown. Hijaz Gate is an executive business, retail and residential area built around the Haramain Rail Station.



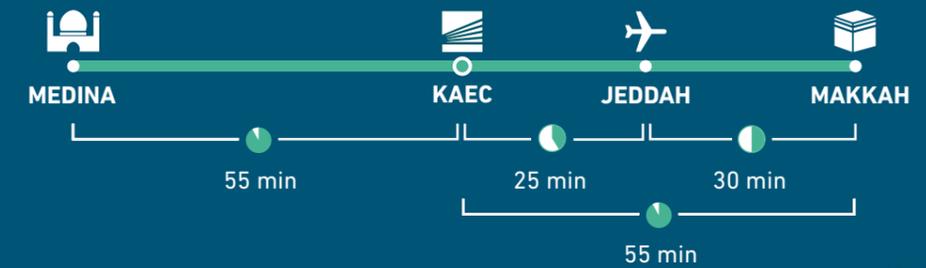
A dynamic hub

Hijaz Gate will become a stopping point for millions of pilgrims annually, a natural destination for conferences and exhibitions and home to malls and outlets. Corporate headquarters, colleges, vocational places of learning and specialized medical centers will occupy this uniquely accessible area.

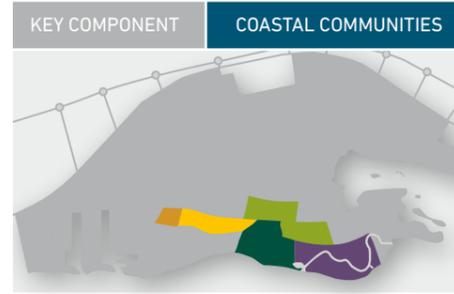
High-speed intercity connectivity

The state-of-the-art, high-speed rail network will link the city to Jeddah, Makkah and Medina.

KAEC will be one of four stops on the 450 km Haramain High Speed Railway network and will dramatically reduce the travel time between cities to service the regions' 8.5 million people.



Coastal Communities



The Coastal Communities are a brand new collection of premium developments within the city that have been precision-crafted by world-class planners and developers. We have a wide variety of housing and living solutions to meet the price point and lifestyle needs of a diverse residential population.



Bay La Sun beach front



Oceana villas



Al Murooj beach villas



Bay La Sun Beach Towers

The Coastal Communities have been designed to take full advantage of their natural setting, all within reach of the Red Sea. Between the clear blue waters and white sands, exceptional standard of services and amenities and a luxurious range of housing and accommodation solutions, everyone here can enjoy the unique experience of a truly coastal lifestyle.



Total housing solutions

Each of the districts within the coastal communities have been master planned to ensure KAEC provides a housing solution for everyone.



Al Murooj

An elite, green retreat by the sea

Al Murooj is an elite, new gated community on the shores of the Red Sea. Nestled alongside a world-class golf course, this exclusive beach community represents an opportunity to live in a beautiful, fully-serviced environment with unique access to the spectacular beaches along the shoreline of the Red Sea.



Bay La Sun

Living, working and playing all in one place

The Bay La Sun district is a dynamic environment that mixes the very best of the work, live and play ideal. It is host to an international business district as well as upmarket living spaces, surrounded by a range of retail and restaurant choices with spectacular views overlooking the marina. Bay La Sun is truly a landmark community within KAEC.



Al Talah Gardens

A perfect place to grow

Al Talah Gardens is a new community, designed for family-friendly living. Within this beautifully landscaped environment are recreational spaces for jogging, cycling and other sporting activities, as well as access to first-class education for your children. Al Talah Gardens is an opportunity to live an outdoor, healthy lifestyle.



Al Waha

Contemporary choices for your family's home

Al Waha, our award-winning district, offers a range of contemporary, living solutions for the family that values healthy living. With access to schools, parks and a range of conveniences, all within easy reach, Al Waha is a modern, community-focused environment.



Al Shurooq

A new beginning in a new city

Al Shurooq is the ideal place to start the next chapter in your story, here at the start of ours. With a selection of residential offers that are catered specifically to your needs, Al Shurooq offers the opportunity to experience a life in the newest, most exciting city in the world and the chance to enjoy brighter living.

Living in KAEC

We're constantly working to create the right living and working environment in our city. KAEC is built upon the strengths and skills of our people and our unique business-friendly environment. We're a confident, innovative and ambitious city – a great place to live and work.



A place of...

Well-being

People living and working in KAEC have access to 24-hour healthcare facilities with a full range of medical amenities and pharmaceutical requirements, supported by medical taxis and an ambulance service.



Learning

Education is the cornerstone of KAEC's future, starting with The World Academy. Each district will have its own school designed to engage students in education for life, and built upon the highest standards of an international curriculum.



Peace of mind

KAEC security provides protection and safety for residents and workers around the clock. With fully-trained teams in place, we ensure that KAEC is a peaceful and safe city.



Good service

Select provides property and facility services at KAEC, offering a complete management service to ensure your business and residential needs are met.



Leisure

KAEC offers something for everyone from the stunning, naturally preserved coastline, lush green parks and communal walkways to the urban buzz of restaurants, a hotel and leisure facilities.



Fitness and well-being

Recreation and wellness centers

Throughout the Coastal Communities you'll find plans for many state-of-the-art recreation and wellness centers designed to promote the health and well-being for KAEC residents and visitors alike.



With a wide range of activities for the whole community, every center will be fitted with the most advanced recreational equipment to facilitate physical activity for all levels of fitness. A full range of exercise and relaxation options will be made available.

The centers will provide a social hub too, with relaxation areas, cafes and restaurants for the whole family to enjoy.

- Male and female swimming pools**
- Tennis courts**
- Football pitches**
- Climbing wall**
- Gymnasium**
- Bowling alleys**
- Spa**
- Restaurant**
- Conferencing space**

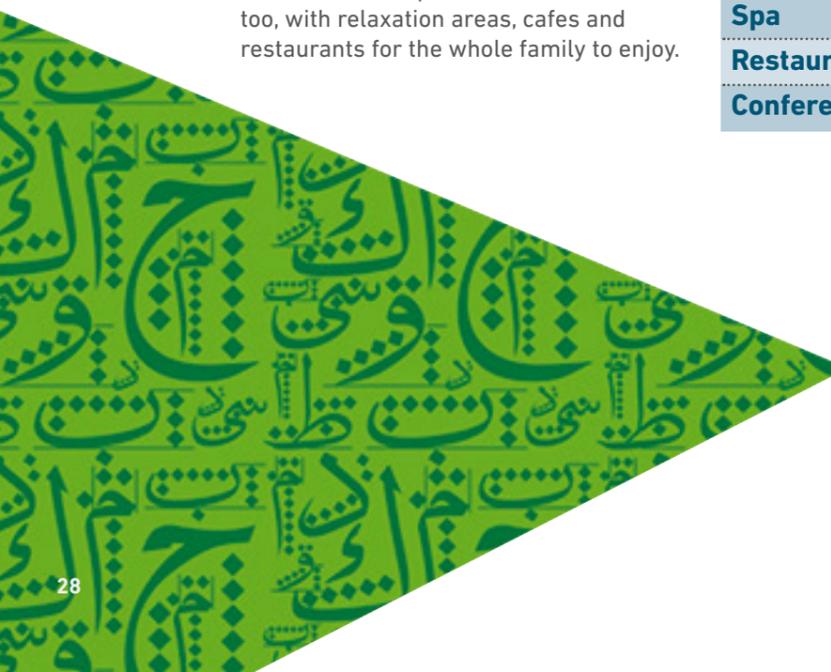
Golf courses

A glorious beachside 18-hole golf course will attract a new generation of Saudi golfers. Designed by European Golf Design (EGD) – a division of leading sports management group IMG.

King Abdullah Golf Course will embrace strategic elements of the world's greatest golf courses and bring them together in a layout brimming with risk-and-reward choices and opportunities for creative and varied shot making.

The expertise of the course's design will allow golfers to find their own way from tee to green at the level that best matches their skill.

The course has been set in the natural desert landscape of the region, mixing the aridity of the sands with luscious oasis of green to deliver one of the most aesthetically appealing golfing experiences in the world.





Inspiring a new generation of students

As a forward-thinking city, King Abdullah Economic City places a high value on providing a world-class education environment for the next generation of citizens.



The World Academy
KING ABDULLAH ECONOMIC CITY

The World Academy is a GEMS-affiliated center for academic excellence and will provide a learning environment where children can develop their abilities in the spirit of leadership, citizenship and future thinking, with classmates from a variety of backgrounds and nationalities.

Higher education starts with The College of Entrepreneurship and Business, providing young KAEC residents with a range of opportunities in business,



**BABSON
GLOBAL**
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entrepreneurship, engineering, medical and legal studies.

As part of a wider collaboration program we are partnering with Babson Global to support and enhance the growth of these colleges. Babson Global works with corporate, university, government and foundation partners to advance entrepreneurship education and Entrepreneurial Thought and Action worldwide.





Urban destination

Bay La Sun is a vibrant, contemporary district built around a beautiful marina for a waterfront lifestyle. Boutiques and cosmopolitan restaurants line the promenades and a commercial office park, home to headquarters of multinational and local companies, sits on the edge of the district.

The recently launched Bay La Sun Hotel and Marina, Juman Park, the restaurant lined promenade and Bayview business park, all mark the start of a wave of business and leisure developments within KAEC. These together provide a prime Saudi business and corporate hospitality retreat as well as a highly desirable tourist destination on the Red Sea.



Bay La Sun Hotel



Bay La Sun Hotel



Juman Park putt putt golf



Juman Park amphitheatre



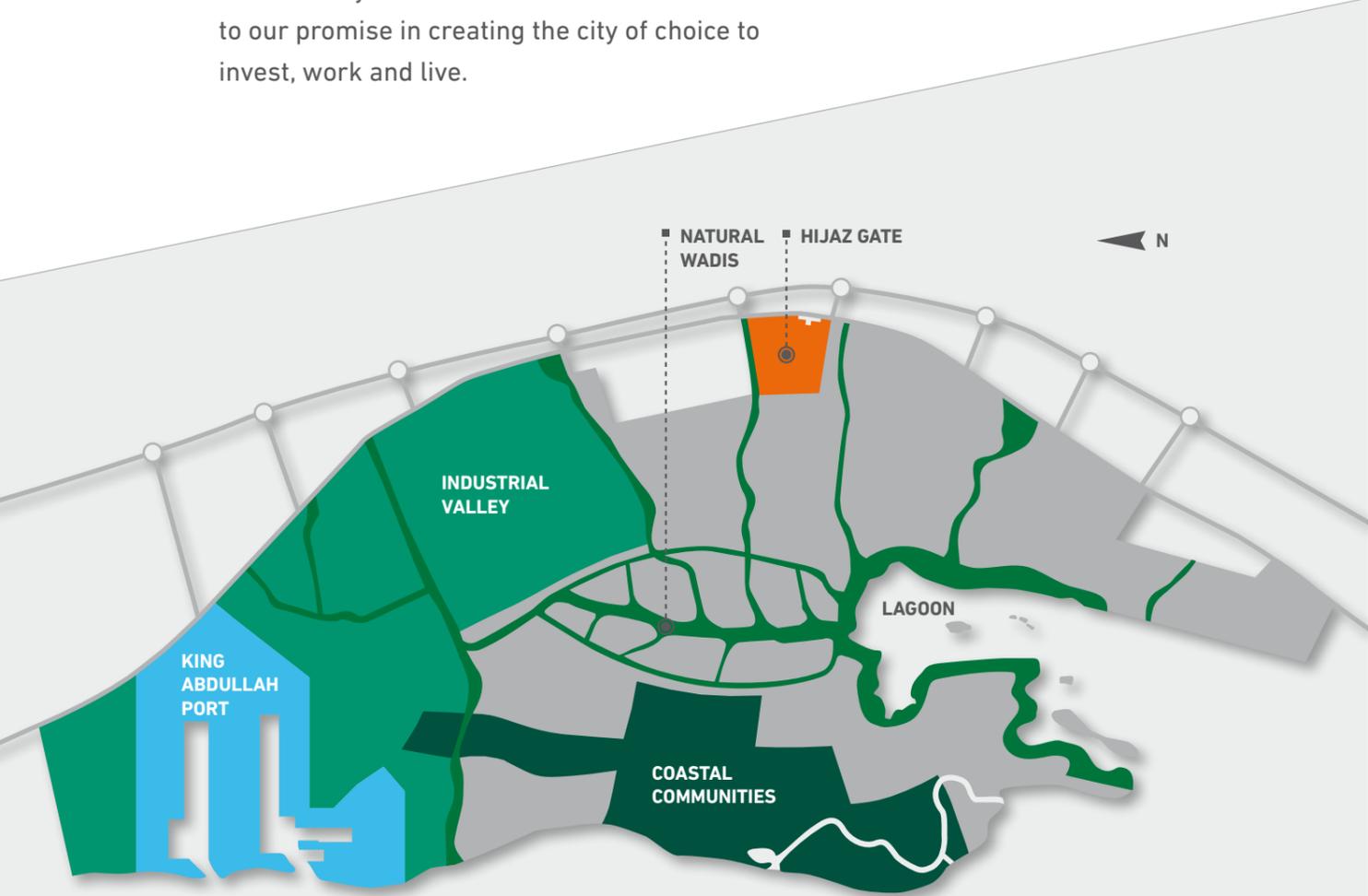
Bayview



Promenade

Working towards a sustainable environment

Preserving the environment and enhancing open space, bio-diversity and environmental amenities contribute to our promise in creating the city of choice to invest, work and live.



An experience with nature

A city that is set to become home to a vast number of people, the master plan offers 140 km of natural wadi and preserves the lagoon to provide its residents with an exceptional experience with nature.

The master plan also provides a sustainable solution for water management and protection, which is vital for maintaining the overall health and well-being of KAEC's citizens.

Designed to provide its residents with a daily experience with nature

Setting new standards for sustainability for urban areas in Saudi Arabia and the Middle East

Purpose designed to be flood tolerant and is protected by a 100-year flood system, which has turned this risk into a valuable public amenity



A city for future generations

We are responsible for creating a city that our children will inherit. For this reason KAEC strives for a sustainable future, with an intention to ensure our city operations and infrastructure are closely and regularly reviewed with environmental efficiencies in mind. We also commit to promoting a fuller appreciation for environmental issues among our stakeholders, partners and community on both local and global levels.



www.KAEC.net

