

Riyadh Expo 2030

The Era of Change: Together for a Foresighted Tomorrow

- Saudi Arabia won the bid to host the World Expo in 2030 in Riyadh, claiming victory with 119 votes, surpassing Busan (South Korea) with 29 votes and Rome (Italy) with 17 votes.
- The Expo is set to spur robust economic growth in KSA, attracting significant investments from both the government and the private sector, while creating many job opportunities.
- Sectors spotlight: Building and construction, Banks, and Insurance would be the biggest beneficiaries during the pre-expo phase, while Hospitality & Tourism, Aviation & Ancillary, Car rentals, Advertisement, and Insurance would be key beneficiaries during the Expo.

Riyadh Expo 2030: Riyadh Expo 2030, another global mega-event aligned with Vision 2030, is set to take place in Riyadh between 1 Oct 2030 to 31 Mar 2031 under the theme "The Era of Change: Together for a Foresighted Tomorrow". KSA has committed an impressive US\$7.8bn capex for hosting the event, aiming to construct the most expansive venue in Expo history (Figure 41), spanning across 6mn square meters (sqm). Furthermore, it is also expected to host the highest number of participants (246; tied with Shanghai 2010). Moreover, it anticipates attracting ~40mn visitors, ranking second only behind Shanghai 2010 (73mn visitors), marking it as the second-largest attendance since the year 2000. Finally, Riyadh has proposed an advanced virtual extension that would facilitate around 1bn metaverse visits during the Expo.

Economic impact: Hosting Expo 2030 is likely to have a significant positive economic impact on KSA. The government's commitment to boost the non-oil economy, as reflected in the 2024 budget, will continue to drive higher spending and investment in infrastructure, local industry, and services. This will drive non-oil growth (+6% annual growth until 2030) and job creation. According to the E&Y study, the Dubai 2020 Expo is likely to generate a cumulative Gross Value Added (GVA) of US\$42.2bn over 2013-42 (Figure 39), implying a multiplier of ~6x on spending. Assuming a similar multiplier, on a conservative basis, we may see SAR175-190bn cumulative GVA impact on the Saudi economy from the government spending with the pre-Expo stage likely witnessing a GVA impact of SAR44-47bn and during the Expo impact of SAR23-24bn.

Sectors to benefit: Non-oil sectors are expected to experience varying growth patterns with the Building & Construction, Banks, and Insurance sectors likely witnessing expansion leading up to the Expo as preparations for the Expo gather pace. During the Expo, sectors such as Hospitality & Tourism, Aviation & Ancillary, Car Rentals, Advertisement, and Insurance are expected to be major beneficiaries, driven by increased visitor influx. Companies prominently engaged in these sectors, particularly in Riyadh, are expected to observe substantial growth in the coming years.

Figure 1: KSA medium-term fiscal projections

| SARbn | 2022a | 2023e | 2024e | 2025e | 2026e |
|------------------------|-------|-------|-------|-------|-------|
| Total Revenue | 1,268 | 1,193 | 1,172 | 1,227 | 1,259 |
| Total Expenditure | 1,164 | 1,275 | 1,251 | 1,300 | 1,368 |
| Budget Surplus\Deficit | 104 | -82 | -79 | -73 | -109 |
| % of GDP | 2.5% | -2.0% | -1.9% | -1.6% | -2.3% |
| Public debt | 990 | 1,024 | 1,103 | 1,176 | 1,285 |
| % of GDP | 23.8% | 24.8% | 25.9% | 26.2% | 26.9% |
| Real GDP growth | 8.7% | 0.03% | 4.4% | 5.7% | 5.1% |
| Nominal GDP | 4,157 | 4,136 | 4,261 | 4,494 | 4,774 |
| Inflation | 2.5% | 2.6% | 2.2% | 2.1% | 1.9% |

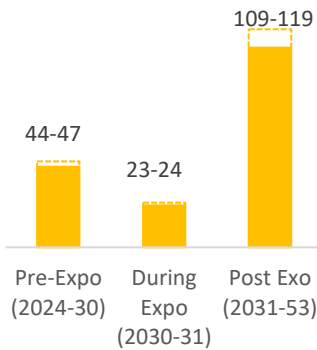
Source: Budget statement

Riyadh 2030 Expo highlights

| | |
|-------------------|-----------------|
| Awarded | Nov-23 |
| Period | Oct-30 – Mar-31 |
| Expected visitors | 40mn |
| Metaverse visits | 1bn |
| Site size | 6mn sq. mtr. |
| Capex | US\$7.8bn |

Source: Riyadh Expo 2030

GVA impact from the government spending is estimated to be around SAR190bn due to Riyadh Expo* (SARbn)



Source: GIB Capital. Note: Our calculation is based on the E&Y study on the Dubai Expo, and we have considered only the government's spending.

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1. Riyadh Expo 2030

Riyadh Expo 2030 (Expo 2030 or Expo), which is closely aligned with Vision 2030, is a global mega-event that will be hosted in Riyadh in 2030 under the theme "**The Era of Change: Together for a Foresighted Tomorrow**". The Expo has three sub-themes through which it aims to guide the global community toward a better future with the help of science and technology:

- **A Different Tomorrow:** The advancement in science and technology should transform the world, create resilience, and serve humanity, however, responsibly, and ethically.
- **Climate Action:** Mobilize the international community to encourage the development of sustainable solutions to protect the natural ecosystem.
- **Prosperity for All:** An inclusive prosperous world with contributions from every nation to tackle inequalities and imbalances.

Expo period

- 1 October 2030 - 31st March 2031

Location

The Expo site is strategically located in the North of Riyadh, offering convenient access from the King Khalid International Airport (KKIA; just a 5-10 minute drive). The Expo venue is just a single metro station away from the airport, providing exceptional connectivity for visitors.

Venue size

Saudi Arabia will build an extensive venue (the largest in the world Expo history), spanning an impressive 6mn square meters, offering ample space to accommodate the grand scale and significance of this major event.

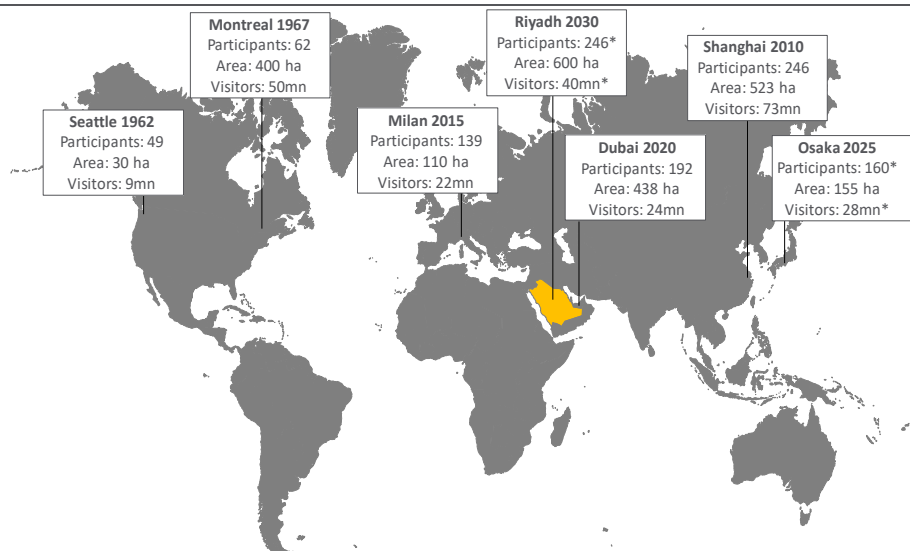
Expected footfall

The venue is designed to host 246 official participants including nations and international organizations, with an estimated 40mn in-person visitors. In addition, a pioneering virtual extension is proposed, projected to attract 1bn metaverse visits.

Expected investment

The government has committed to spend US\$7.8bn to host the mega event in 2030.

Figure 2: Comparison of World Expos



Source: B.I.E *Estimated

2. Key Non-oil Sectors Poised for Growth and Benefits

The series of upcoming global events, such as the 2029 Asian Winter Games, Riyadh Expo 2030, and likely 2034 FIFA World Cup (almost certain in the absence of any unopposed bid), coupled with already announced other GIGA projects (Figure 3 and 42), is likely to play a vital role in transforming KSA away from oil and will help the government in achieving its ambitious Vision 2030 targets. These will present robust investment opportunities across major non-oil sectors and create additional job opportunities, resulting in sustainable economic growth over the medium term. We present below the likely impact of Riyadh Expo 2030 on several non-oil sectors, which are likely to benefit notably in the coming years.

Infrastructure sector (mainly building and construction) – Pre-Expo beneficiary

Under the Vision 2030 Plan, Saudi Arabia is undergoing a significant national transformation, particularly reshaping its urban landscape. The government has launched several mega projects which are valued at over US\$1tn, aiming to position KSA, specifically Riyadh, into a major global investment hub. These projects include a mix of commercial, residential, leisure, and entertainment spaces, strategically designed to meet the demands of projected population growth and attract over 150mn tourists by 2030e.

According to Knight Frank, Riyadh is at the forefront of real estate development in Saudi Arabia, accounting for 18% or US\$229bn of the total value of real estate projects announced in the Kingdom. This includes plans for the construction of 241,000 homes and 3.6mn square meters of office space by 2030e. The Riyadh Expo 2030, with an approximate spending of US\$7.8bn, is another addition to KSA's mega projects. The Expo 2030 would require the construction of a 6mn square meter venue and substantial infrastructure upgrades, including real estate and transportation systems to seamlessly accommodate the inflow of businesses, participants, workers, and visitors during the Expo. The Building and Construction sector is poised to emerge as a key beneficiary, playing a pivotal role in achieving the transformation goals. While we expect several contractors to benefit heavily during the pre-expo phase, the residential leasing companies may witness a rise in demand during the Expo.

Figure 3: Riyadh giga projects

| Projects | Total project value (US\$bn) | Office Space (sqm/units) | Residential Units | Retail Space (sqm/units) | Hotel Keys | Completion Date |
|------------------------------------|------------------------------|--------------------------|-------------------|--------------------------|-------------------|-----------------|
| King Salman Park | 9.8 | 600k+ sqm | 12k+ | 500k+ sqm | 2,300+ | 2027 |
| King Abdullah Financial District | 10.5 | 900k+ sqm | 1k+ | 100k+ sqm | 500+ | 2027 |
| Diriyah Gate | 63 | 1mn+ sqm | 20k+ | 250k+ sqm | 2k-4k+ | 2027 |
| Dahiyat Al Fursan | 20 | 50k+ units | NA | Mega mall | 3 Hotel Buildings | 2027 |
| ROSHN-Riyadh | 30.3 | 300k+ sqm | 32k+ | NA | NA | 2027 |
| Seven | 1.5 | 275k+ sqm | NA | 275k+ sqm | NA | 2027 |
| New Murabba | 50 | 1.4mn+ sqm | 104k+ | 980k+ sqm | 9,000+ | 2030 |
| Qiddiya | 9.8 | 80k-100k+ sqm | 11k+ | 150k+ units | 3,000+ | 2030 |
| Sports Boulevard | 6.5 | 40k+ sqm | 8k+ | 120k+ sqm | 1,000+ | 2030 |
| Riyadh Expo | 7.8 | 6mn sqm | NA | 430k+ sqm | NA | 2030 |
| North Pole (World's Tallest Tower) | 20 | NA | Residential areas | Retail malls | Hotel Buildings | 2030 |

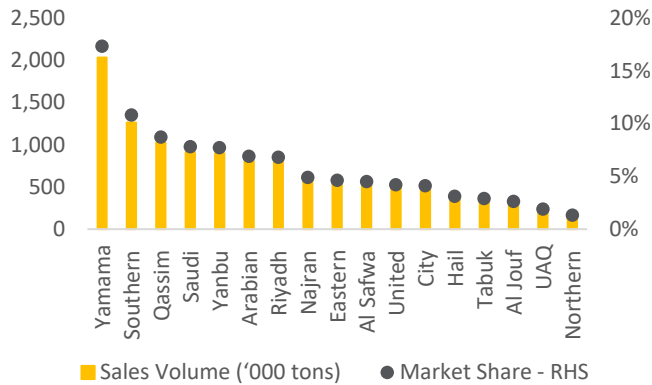
Source: Knight Frank, GIB Capital

Materials sector - Pre-Expo beneficiary

The increase in construction activities will lead to higher demand for a diverse range of construction materials, including cement, steel, glass, tiles and ceramics, electrical wires and cables, plumbing pipes and fixtures, and paints and coatings. This surge in demand is expected to particularly benefit companies with a strong presence in Riyadh.

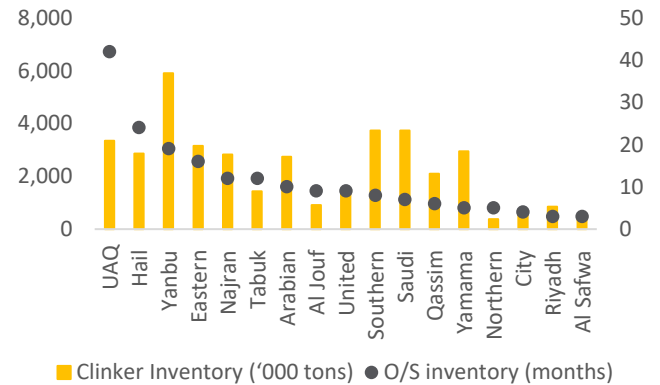
Cement companies: Yammama (~17% market share as of 3Q23; Figure 4), City (4%), and Riyadh (~7%) are cement companies with major operations in Riyadh and are well-placed to benefit from the rising demand due to the Expo event.

Figure 4: 3Q23 sales volume market share of cement companies



Source: Argaam, GIB Capital

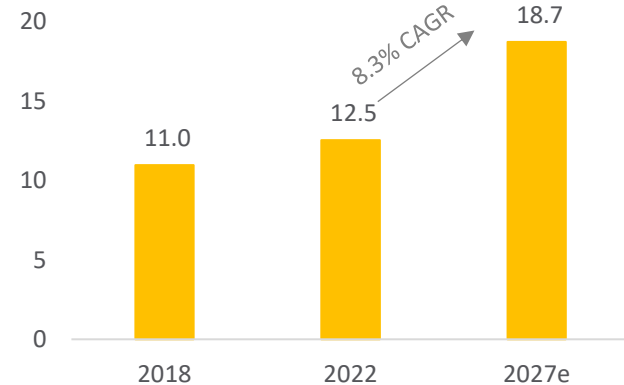
Figure 5: 3Q23 clinker inventory by companies



Source: Argaam, GIB Capital

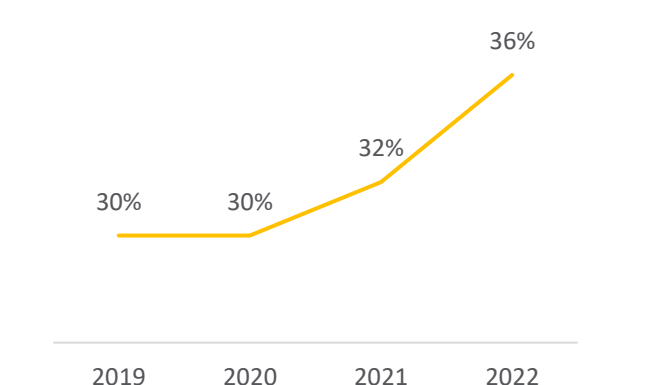
Riyadh Cable (RCG): In addition, Riyadh Cables (RCG) is another company to be the direct beneficiary of the Expo due to the likely jump in demand (+8.3% CAGR over 2022-27e) for wires and cables in the coming years. According to MEED (Aug 2023), the total value of GIGA project awards may rise by 25% y/y to US\$31.7bn in 2023e. Moreover, almost US\$520bn worth of contracts are likely to be awarded over July 2023-25e, implying a robust demand for cables, mainly for high-margin high voltage cables (accounting for ~25% of total revenues). Accordingly, we expect its utilization rates to remain firm (98% in 9M23 vs. 90% in 2022) going forward. In addition, to capitalize on the growth potential, RCG aims to add 6-10% additional capacity with a capex of SAR200mn by 2023e. Another 10% incremental capacity is likely to come online by 1Q24e, which will enable it to strengthen its market share further (Figure 7).

Figure 6: KSA's wires and power cables market size (SARtrn)



Source: Arthur D. Little analysis, GIB Capital

Figure 7: RCG KSA market share



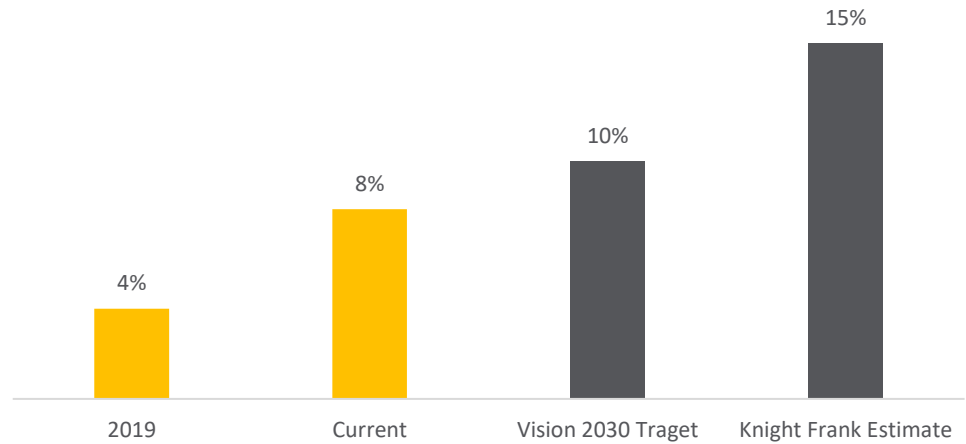
Source: Company data, GIB Capital

Tourism and Hospitality sector – Beneficiary during the Expo

The Saudi tourism industry is also anticipated to be the key beneficiary of the upcoming Riyadh Expo 2030. The event is expected to draw millions of tourists and visitors, putting Riyadh in the global spotlight. The government announced the National Tourism Strategy in 2019 to increase the tourism sector's contribution to GDP, and this has achieved a significant feat since its launch, as the contribution rose from 3.8% to ~8% over 2019-2023 (current level). The government is likely to meet the tourism GDP target of 10% early, driven by mega events. KSA is near the

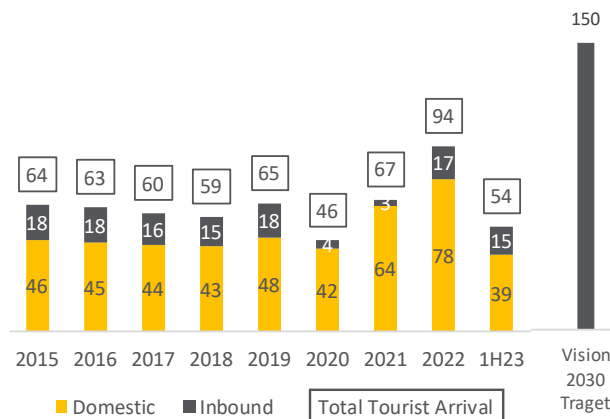
earlier target of attracting 100mn tourists, with around 93.5mn tourists in 2022 (Figure 9). It has revised its target to 150mn tourist arrivals (both local and international) by 2030e. We believe that Seera (via its travel platform, Almosafer) is at the forefront of benefiting from the increasing tourism activities during the Expo 2030.

Figure 8: Trend in the contribution of the tourism sector to KSA's GDP



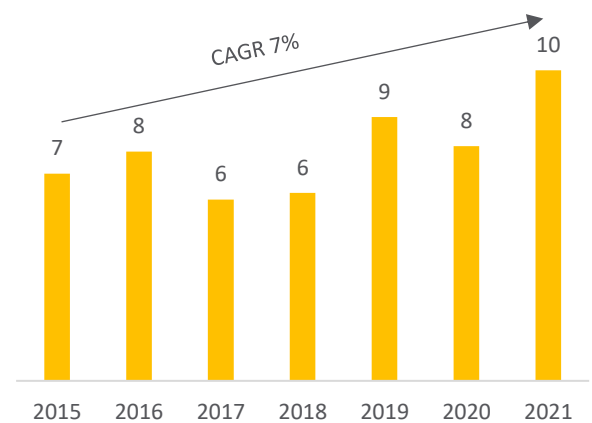
Source: GASTAT, Argaam, Knight Frank, GIB Capital

Figure 9: Total tourist arrivals growth forecast (mn)



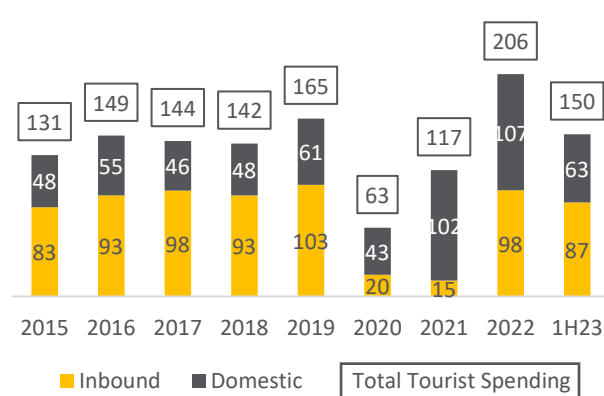
Source: Ministry of Tourism, GIB Capital

Figure 10: Tourist arrivals (Riyadh) (mn)



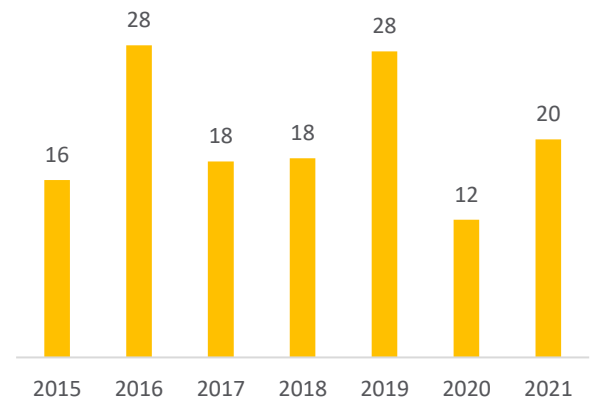
Source: Ministry of Tourism, GIB Capital

Figure 11: Total tourist spending (SAR bn)



Source: Ministry of Tourism, GIB Capital

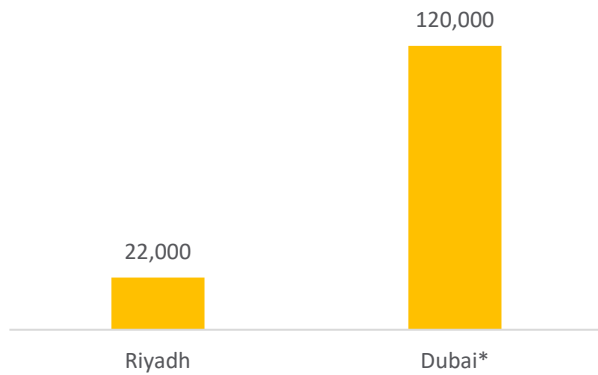
Figure 12: Tourist spending (Riyadh) (SAR bn)



Source: Ministry of Tourism, GIB Capital

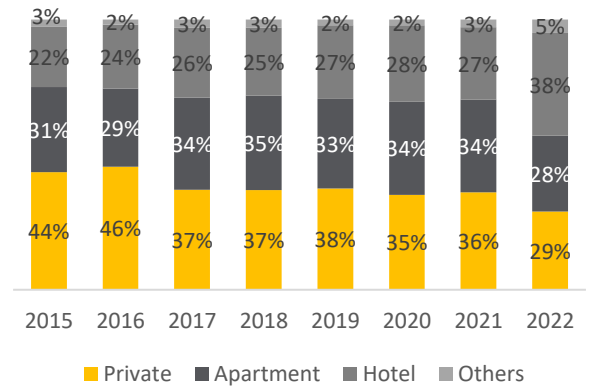
The hospitality industry will also boom because of the rise in tourist arrivals during the Riyadh Expo 2030 event. As witnessed in the previous Expos, occupancy and average revenue per room are expected to shoot up during the event, directly benefiting the hotel chains that are mainly concentrated in Riyadh. We note that Riyadh currently has around 22,000 rooms, while Dubai had more than 120,000 rooms at the time of Expo 2020, signifying the need for spending on infrastructure over the next few years. KSA plans to develop 315,000 rooms over the next decade. Notably, Riyadh alone will need 60-70 thousand of these rooms to successfully host Expo 2030. We believe that **DUR Hospitality Co. (now a part of Taiba Investments Co.)**, having a chain of premium hotels across Riyadh, would likely benefit notably during the Expo.

Figure 13: Rooms statistics



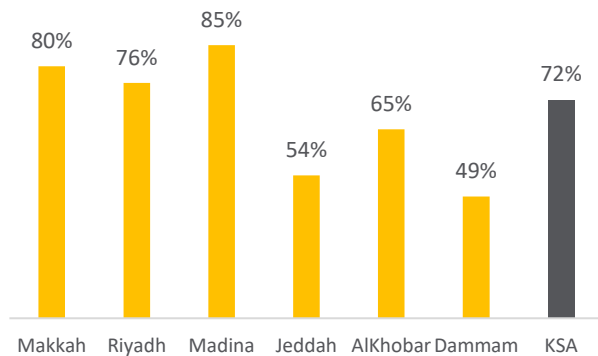
Source: Knight Frank, GIB Capital. *at the time of Expo 2020

Figure 14: Type of accommodation by tourists



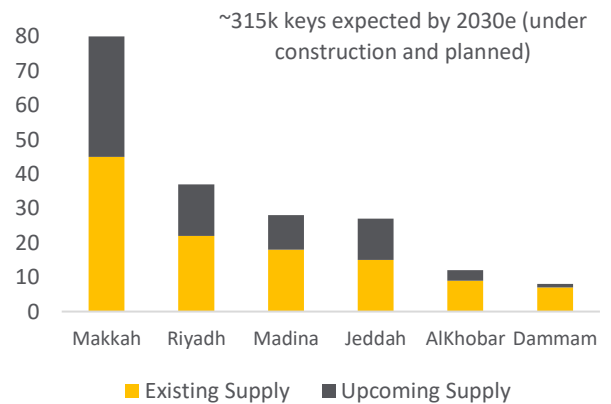
Source: Ministry of Tourism, GIB Capital

Figure 15: KSA hotel occupancy rates



Source: Knight Frank, GIB Capital

Figure 16: Hotel keys distribution ('000)



Source: Knight Frank, GIB Capital

Aviation and Ancillary sector – Beneficiary during the Expo

In recent times, KSA has revealed several ambitious plans under Saudi Aviation strategy. This comprehensive strategy outlines key objectives, including the expansion of airports, augmentation of cargo handling capacity, and the transformation of Riyadh into a prominent aviation hub. Notable initiatives to stimulate growth in the Aviation sector are detailed below:

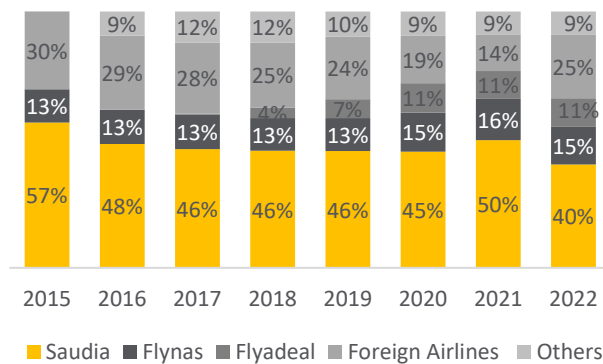
- Launch of e-visa and GCC unified tourist visa
- Free 4-day stopover visa if traveling by Saudia Airlines
- Easing social codes
- Launch of Riyadh Air
- Building a new Airport in Riyadh with 6 parallel runways and to handle 120mn passengers.

KSA Targets for the Aviation sector

- Increase KSA’s connectivity from 100 to 250+ destinations.
- Upgrading airport infrastructure for higher capacity and better customer experience.
- Enhancing the regulation aligned with global best practices.

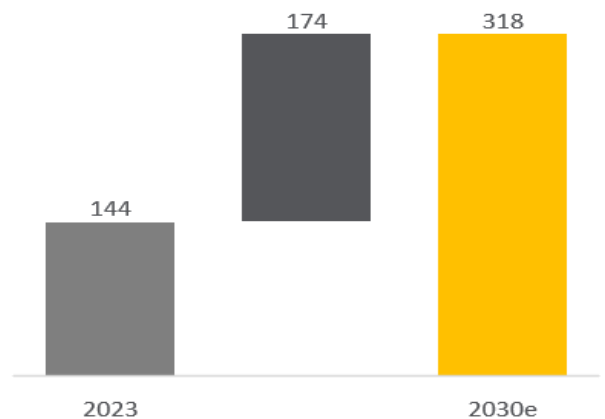
Saudia Airlines has announced an expansion plan to increase its fleet size from 144 to 318 by 2030e and serve 175 destinations. Moreover, Flynas and Flyadeal also plan to increase their fleet size by 250 and 82, respectively over 2022-27e. On the other hand, Riyadh Air was launched to compete with global full-service carriers and has already placed an order for 39 aircraft to serve more than 100 destinations by 2030. We believe that the Riyadh Expo would further complement the growth of the Aviation sector and help meet the targets. As a result, the contribution of the aviation industry to KSA’s GDP is expected to grow more than three-fold by 2030. The key beneficiaries of the increased flight movement during the event will include all airlines and ancillary players that provide services to them. We believe that **Catrion Catering Holding Co. is poised to benefit from this surge notably.**

Figure 17: Number of flights of KSA by operator ('000)



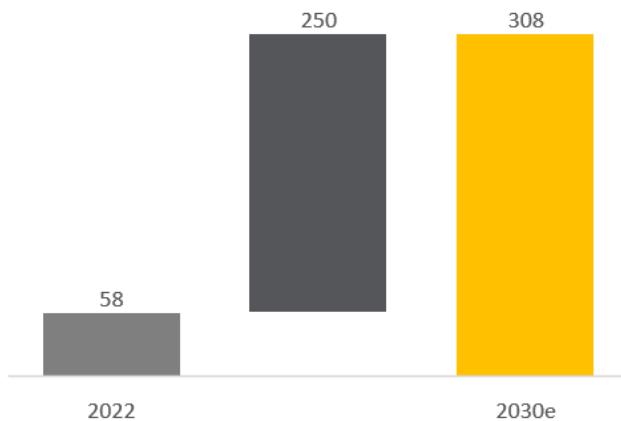
Source: GASTAT, GIB Capital

Figure 18: Saudia airlines fleet expansion



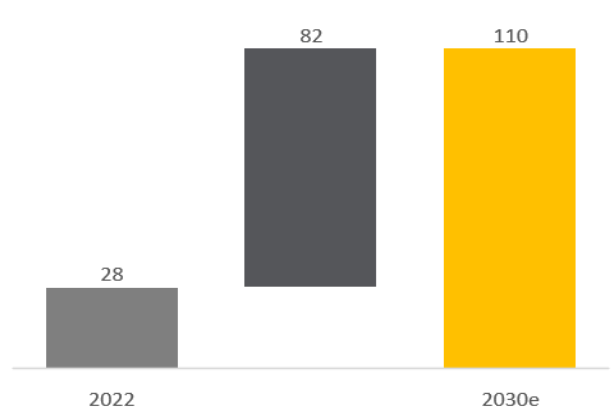
Source: Saudia, GIB Capital

Figure 19: Flynas fleet target



Source: Flynas, GIB Capital

Figure 20: Flyadeal fleet target



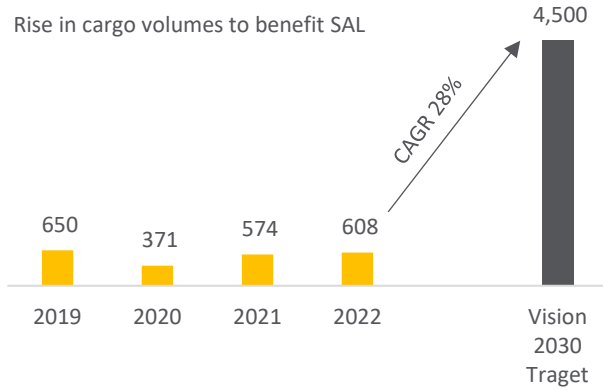
Source: Al Arabiya news, GIB Capital

Logistics and passenger handling sector

The surge in visitors and participants during the Expo would support the logistics industry as it will drive the demand for logistics solutions and transportation services, including freight, shipping, and warehousing. Under Vision 2030, KSA targets to grow cargo volumes passing

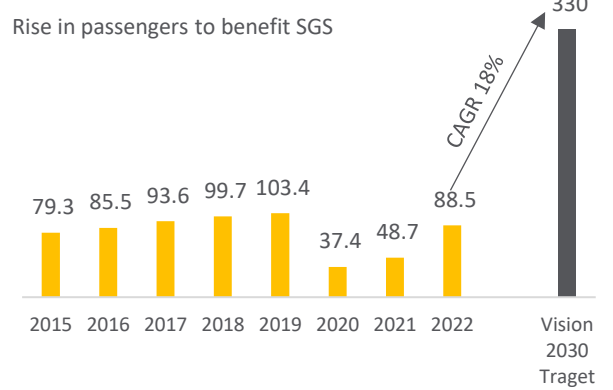
through KSA airports to 4.5mn tons, implying a CAGR of 28%. It also aims for a passenger CAGR of 18%, reaching a substantial figure of 330mn. The Riyadh Expo would be a key enabler to achieve these targets. Accordingly, we expect **SAL Logistics (SAL; a market-leading cargo handling player with 95% market share) and SGS**, operating within these critical logistical domains, to benefit from their involvement in the Riyadh Expo.

Figure 21: KSA air cargo quantities forecast ('000 tons)



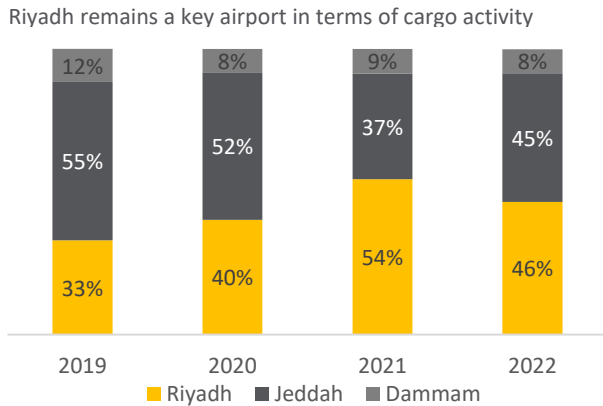
Source: GASTAT, GIB Capital

Figure 22: KSA passenger growth forecast (mn)



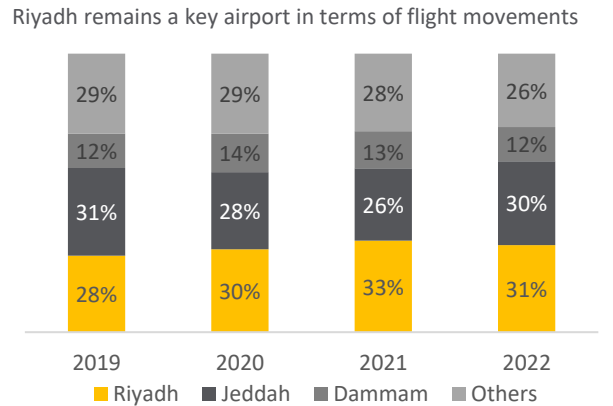
Source: GASTAT, GIB Capital

Figure 23: KSA air cargo quantities by airport (tons)



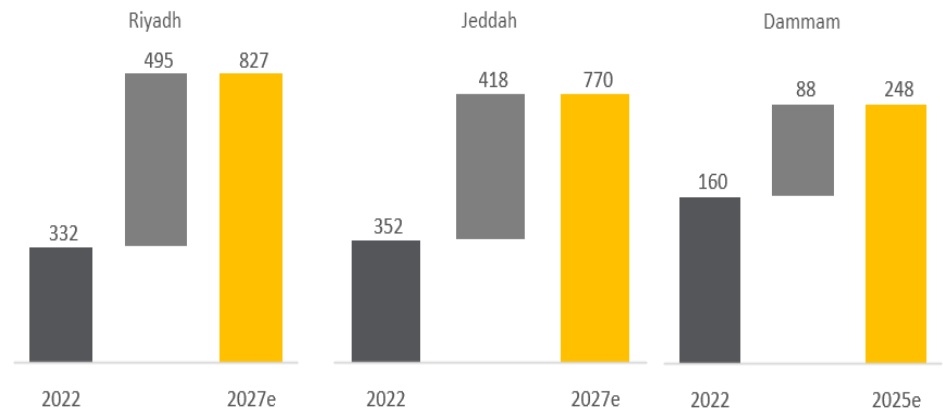
Source: GASTAT, GIB Capital

Figure 24: KSA flights by airports



Source: GASTAT, GIB Capital

Figure 25: SAL Logistics cargo handling capacity expansion plan to support growth in volumes ('000 tons)



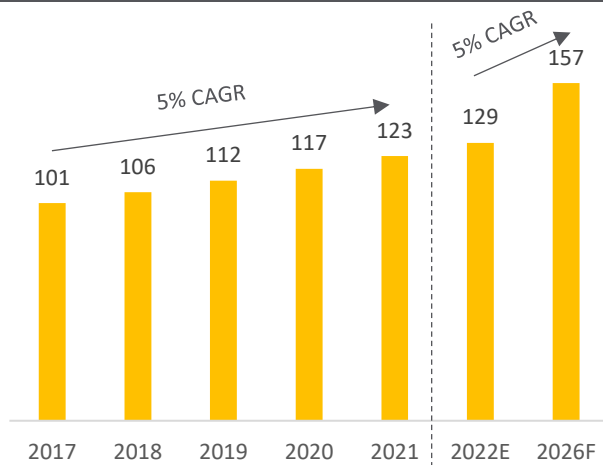
Source: SAL IPO prospectus, GIB Capital

Car Rental sector – Beneficiary during the Expo

Hosting major events such as Expos and the World Cup will lead to a surge in the demand for rental cars during such events. Visitors, participants, and spectators, attending these events, often require transportation to navigate the host city and its surrounding areas, thereby creating an opportunity for the car rental companies to cater to the heightened demand for such ST rental vehicles.

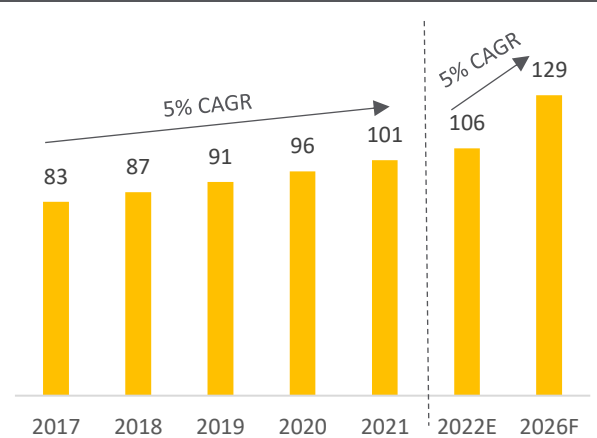
In addition, the other announced Giga projects, such as King Salman Park, the Qiddiya project, and the Diriyah Gate project will directly and indirectly impact the rental/leasing sector positively. Overall, we see LUMI, Theeb, and Budget Saudi are well-placed to benefit from the increasing demand, given their market shares, strong presence in Riyadh, and expanding fleet size.

Figure 26: KSA’s car rental market active fleet size (‘000s)



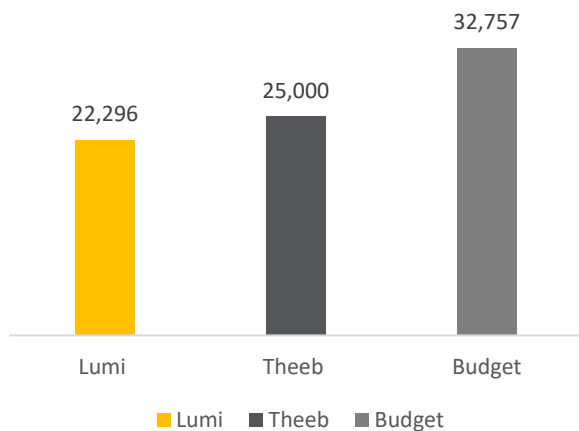
Source: LUMI IPO Prospectus, GIB Capital

Figure 27: KSA’s vehicle lease market active fleet size (‘000s)



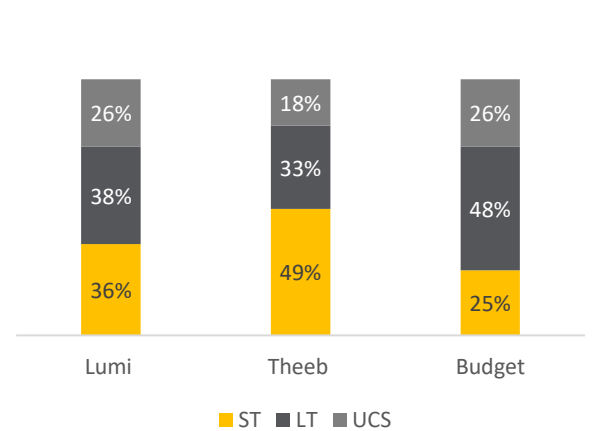
Source: LUMI IPO Prospectus, GIB Capital

Figure 28: Fleet size (# of vehicles as of 2022)



Source: Company data, GIB Capital

Figure 29: Revenue mix (as of 2022)



Source: Company data, GIB Capital

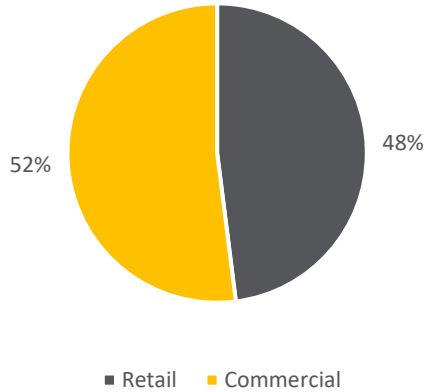
Banking – Pre-Expo beneficiary

The economic growth and expansion due to the Expo and other mega projects is poised to create numerous lending opportunities, resulting in significant loan growth within the banking sector, particularly attributed to substantial infrastructure upgrades and developments leading up to the Expo. Notably, banks specializing in corporate-focused project financing, such as SNB,

Riyad, Banque Saudi Fransi, and Alinma, are anticipated to be key beneficiaries leading up to the Expo. Meanwhile, during the Expo, the inflow of participants, visitors, and businesses would increase the requirement of banking services such as payments, foreign exchange, credit facilities, remittance services, and other services to support and streamline operations throughout the Expo duration, thereby benefiting the entire banking industry.

Figure 30: KSA banks credit by type (Oct 2023)

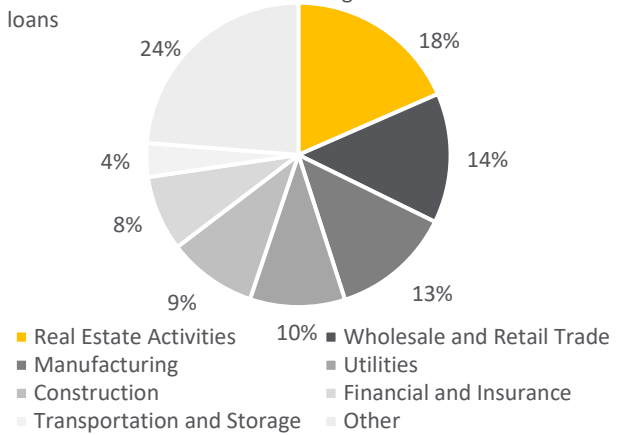
Commercial sector to drive loan growth in KSA over the next decade



Source: SAMA, GIB Capital. Retail includes all types of loans offered to individuals. Corporate loans are derived as total KSA bank credit minus retail

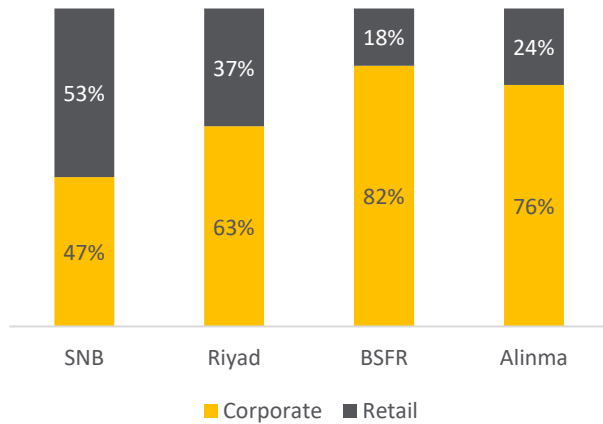
Figure 31: KSA commercial credit by activity (Oct 2023)

Real estate activities account for highest share of commercial loans



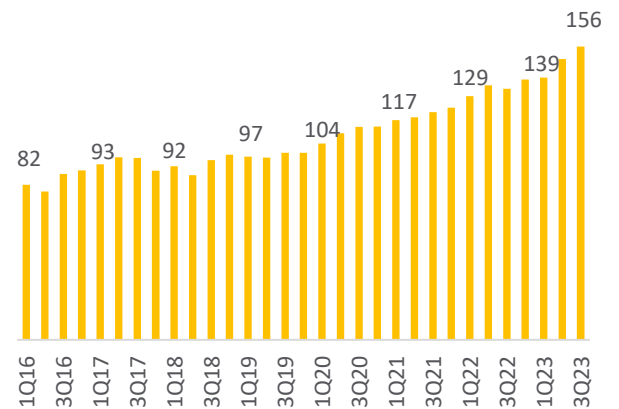
Source: SAMA, GIB Capital

Figure 32: KSA banks loan mix



Source: Company data, GIB Capital

Figure 33: KSA Real estate loans (Corporate) (SARbn)



Source: SAMA, GIB Capital

Food and Beverages – Beneficiary during the Expo

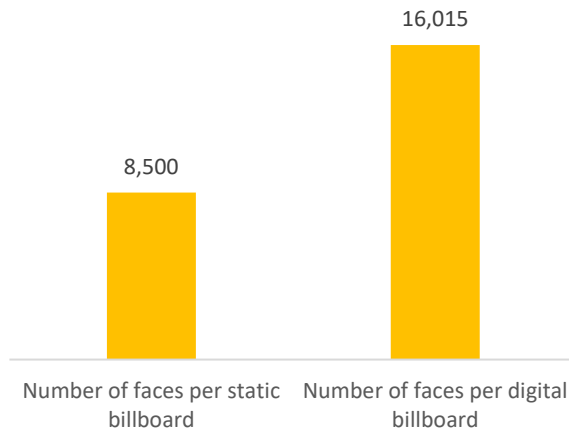
Hosting major events like Expos and the World Cup would lead to a significant increase in footfall as attendees and spectators seek out retail stores for their needs. This surge in foot traffic and tourism activities can directly translate into increased sales for retail businesses, as event attendees often spend on shopping and souvenirs during their visit. In addition, **QSRs (Alamar, Americana, and Herfy)** stand to witness a positive impact during such global events. We note that Alamar witnessed a significant increase in sales (11% q/q and 10% in 4Q21 and 1Q22 respectively), being the only pizza provider in Dubai Expo 2020. Further, **F&B companies including Almarai, SADAFCO and NADEC** are also likely to benefit indirectly from the increased traffic. However, we believe that these sectors would witness most of the impact during Expo 2030.

Advertising and Media – Beneficiary during the Expo

The Advertising sector stands to gain significantly during the Expo due to its massive audience size (both local and international), and its global reach. Being a major international exhibition, Expo 2030 presents a myriad of opportunities for advertisers to showcase their creativity, innovation, and services in addition to promoting the Saudi Cultural heritage as well as tourism activities. Moreover, with the focus on innovation and technology at Expos, advertising firms, specializing in digital marketing, augmented reality, and immersive experiences, can showcase their expertise and attract potential clients.

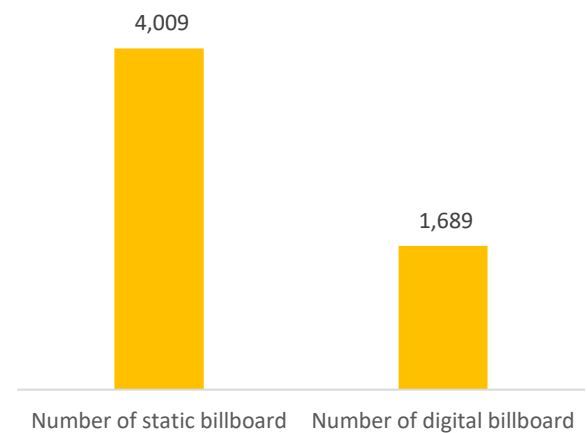
We believe that companies within the advertising industry (**mostly Al Arabia** – having almost a monopoly in the advertising space in Riyadh after winning the 10-year Riyadh and King Khalid International Airport contracts) would benefit significantly from increased demand for promotional campaigns, brand activations, and experiential marketing initiatives. In addition, **MBC** could be one of the top contenders for an official broadcasting partner for the events given its strong footprints in the region.

Figure 34: Number of Al Arabia billboard faces



Source: Company data, GIB Capital

Figure 35: Number of Al Arabia billboards



Source: Company data, GIB Capital

Insurance (IDI, travel, and events) – Pre-Expo and during the Expo beneficiary

The expected rise in building and construction activities will have a positive impact on the inherent defect insurance (IDI; providing insurance coverage for newly constructed properties) market, which is mandatory under Saudi Arabia's Vision 2030. We believe that **Malath, Tawuniya and Saudi Re** would be the biggest beneficiaries during the pre-Expo phase.

Further, with the expected rise in tourism activities and inbound business as well as religious visitors on the back of several global events including the Riyadh Expo, and other social and cultural events, we expect the demand for travel insurance to improve in the coming years. According to S&P, the travel insurance market is expected to grow 5-10% annually over the medium term. In addition to this, with multiple events likely to be conducted during Expo 2030, the demand for event-related insurance is also likely to witness a rise. Among the insurance space, we expect Tawuniya, Al Rajhi Takaful, Medgulf, GIG and Walaa would be the major beneficiaries given their notable presence in the P&C space.

Recruitment – Pre-Expo and during Expo beneficiary

The influx of visitors, participants, and tourists during major events requires related industries (mostly building and construction as well as other related sectors) to scale up their workforce to meet the heightened demand. Recruitment companies can play a crucial role in providing temporary staffing solutions, workforce management, and recruitment services to these related sectors, helping businesses source, onboard, and manage the necessary labor force required before/during the event. Therefore, we believe that **Mawarid and Maharah** are likely to benefit from the anticipated surge in recruitment demand going forward.

3. Capital Market Performance

Historically, mega events such as the World Expo, FIFA World Cup, Olympic Games etc. had a positive impact on the hosting country's economy and thereby its capital market performance, driven by i) increased investment (both from the government as well as the private sector) across the infrastructure cycle, ii) robust growth in inbound visitors, iii) job opportunities and iv) improvement in FDI cross many non-oil sectors including real estate, construction, tourism, hospitality, transportation, among others.

For example, the DFM index witnessed a much-needed uplift (Figure 36) during the pre and post-winning expo 2020 bid as well as during the expo period (Oct 2021-March 2022). Among the sectors, we observed that the Investment and Financials, Real Estate, Transportation, and Banks sectors benefited the most after winning Expo 2020. While the positive return could be due to multiple factors including its MSCI EM inclusions and Expo 2020, we believe that the winning Expo 2020 positively contributed to the UAE economy (+5.5% CAGR over 2013-16; source: IMF) post-winning the Expo bid and helped in delivering the healthy equity market returns (+7% CAGR during the same period). However, we note that the sustainable impact of the Expo and its related impact on the sector's performance would vary depending on the investment cycle and the full impact may be seen only over the medium term as the near-term performance could be mainly due to optimism over the mega events and market sentiments.

Figure 36: DFM performance

| SARmn | 1Y Pre-award | 6M Pre-award | 3M Pre-award | 3M post-award | 6M post-award | 1Y post-award | During Expo |
|----------------------|--------------|--------------|--------------|---------------|---------------|---------------|--------------|
| DFM | 82.2% | 22.5% | 14.9% | 44.8% | 70.9% | 55.0% | 23.9% |
| Consumer Staples | -9.9% | -9.9% | -9.9% | -9.9% | -18.9% | -16.2% | -6.5% |
| Banks | 92.5% | 21.7% | 17.8% | 43.5% | 67.8% | 67.3% | 16.0% |
| Insurance | -16.2% | -4.0% | 8.9% | 16.4% | -2.6% | -14.0% | 3.3% |
| Invnt and Financials | 149.8% | 52.2% | 25.7% | 54.9% | 64.9% | 27.0% | 56.1% |
| Services | 95.7% | 24.5% | 12.3% | 0.4% | -13.5% | -38.9% | 0.3% |
| Materials | 43.1% | 21.3% | 2.2% | 4.9% | 18.6% | 23.3% | -15.6% |
| Real Estate | 73.9% | 19.9% | 17.1% | 63.4% | 116.2% | 90.3% | 39.5% |
| Communication | 65.2% | 7.9% | -2.2% | -1.0% | -6.2% | -15.7% | -1.8% |
| Transportation | 62.1% | 18.4% | 3.9% | 15.2% | 8.3% | 7.7% | 13.0% |

Source: Bloomberg, GIB Capital

Performance charts

Figure 37: DFM index performance (pre, during and post Expo)



Source: Company data, GIB Capital

Figure 38: TASI performance YTD



Source: Company data, GIB Capital

4. Dubai Expo 2020 at a glance

- Dubai Expo 2020, which was awarded in 2013, was initially planned to be held in 2020 but had to be rescheduled to 2021 due to the global impact of the COVID-19 pandemic. This highly anticipated event, the first ever such events in MEASA region, took place in Dubai, UAE, spanning a duration of six months from Oct 1, 2021, to Mar 31, 2022, under the theme of "Connecting Minds, Creating the Future."
- **Visitors:** The city welcomed representatives from 192 nations. The event attracted a significant number of visitors, with ~24.1mn physical visits recorded. Additionally, the expo garnered immense global interest, resulting in over 251.2mn virtual visits.
- **GVA Impact:** According to E&Y study, the cumulative Gross Value Added (GVA), which includes both Expo 2020 Dubai and Expo City Dubai, is projected to reach AED154.9bn (USD 42.2bn) over the period of 2013-42 (Figure 40). In terms of employment, Expo 2020 Dubai is likely to support over 1mn full-time equivalent (FTE) job-years in the UAE from 2013 to 2042.
 - **Pre-expo GVA impact (2013-21):** AED39.1bn (US\$10.7bn) GVA impact or 25.2% of the total Expo GVA impact, mostly driven by the construction, event organization and business services. We note that Dubai awarded AED6.8bn worth of contracts to SMEs in preparation for the Expo with 64% of the contracts are for local SMEs.
 - **During the Expo (2021-22):** 12.7% (AED19.6bn/US\$5.3bn) of the total Expo GVA impact, led by restaurants, hotels, events organizing and other business services.
 - **Post Expo (2022-42):** 62.1% (AED96.2bn/US\$26.2) of the total Expo GVA impact is expected to be realized in 2022-42, mainly aided by the event organizations, business services, and retail sector.
 - **Beneficiary sectors:** i) Events organization and business services - AED75.5bn GVA (US\$20.6bn), ii) Construction - AED31.9bn GVA (US\$8.7bn), iii) restaurants and hotels - AED23.1bn GVA (US\$6.3bn) over 2013-42

Figure 39: Total GVA impact of Expo 2020 on Dubai (E&Y study) over 2013-42



Source: E&Y study

- According to Expo 2020 Dubai report, the mega event also witnessed a notable growth in non-oil trade, tourism, and hospitality during the Expo, as highlighted below.

Figure 40: Economic Impact on key sectors during the Expo 2020

| Sectors | Impact |
|--------------------------|--|
| UAE non-oil trade | <ul style="list-style-type: none"> • 27% y/y rise to USD517.2bn for the UAE in 2021 and 11% over 2019 • Witnessed growth across all areas of trade, including exports, imports and re-exports • Recorded USD96.4bn in UAE non-oil exports in 2021, an increase of 33.3% from 2020 and 47.3% from 2019 |
| Dubai tourism | <ul style="list-style-type: none"> • 32% rise in visitor numbers in 2021 • 979,700 overnight visitors in Jan 2022 vs.452,100 in January 2021 • 29.1mn passengers passed through International Airport in 2021, a 12.7% improvement from 2020 |
| Dubai Hospitality | <ul style="list-style-type: none"> • 759 hotels in Jan 2022 vs. 711 in Jan 2021 • 3.04mn occupied room nights in Jan 2022 vs.2.65m in Jan 2021 • US\$176 average daily rate in Jan 2022 vs. US\$116 in Jan 2021 • US\$125 revenue per available room vs. US\$80 in Jan 2021 |

Source: Expo 2020 Dubai Report

5. Past and upcoming World Expo details

Figure 41: Past and upcoming World Expo

| Start date | End date | Official Designation | Country | City | Theme | Visitors (mn) | Area (ha) | Participants |
|-------------------------|--------------------------|--|---------------------|----------------|---|---------------|------------|--------------|
| 27/04/1935 | 3/11/1935 | Exposition universelle et internationale de Bruxelles 1935 | Belgium | Brussels | Transport | 20.0 | 152 | 25 |
| 25/05/1937 | 25/11/1937 | International Exposition of Arts and Technology in modern life | France | Paris | Arts and technology in modern life | 31.0 | 105 | 45 |
| 30/04/1939 11/5/1940 | 31/10/1939 27/10/1940 | New York World's Fair 1939-1940 | US | New York City | Building the World of Tomorrow | NA | 500 | 54 |
| 8/12/1949 | 8/6/1950 | Bicentennial International Exhibition of Port-au-Prince, 1949-1950 | Haiti | Port-au-Prince | The festival of Peace | 0.3 | NA | 18 |
| 17/04/1958 | 19/10/1958 | Exposition Universelle et Internationale de Bruxelles - Wereldtentoonstelling Brussel 1958 | Belgium | Brussels | A World View: A New Humanism | 41.5 | 200 | 39 |
| 21/04/1962 | 21/10/1962 | Century 21 Exposition | US | Seattle | Man in the Space Age | 9.0 | 30 | 49 |
| 28/04/1967 | 29/10/1967 | Universal and International Exhibition Montreal Expo '67 | Canada | Montreal | Man and his World | 50.3 | 400 | 62 |
| 15/03/1970 | 13/09/1970 | Japan World Exposition Osaka 1970 | Japan | Osaka | Progress and Harmony for Mankind | 64.2 | 330 | 77 |
| 20/04/1992 | 12/10/1992 | Universal Exhibition of Seville | Spain | Seville | The Age of Discovery | 41.8 | 215 | 108 |
| 1/6/2000 | 31/10/2000 | Expo 2000 Hannover | Germany | Hanover | Humankind - Nature - Technology | 18.1 | 160 | 174 |
| 25/03/2005 | 25/09/2005 | Expo 2005, Aichi, Japan | Japan | Aichi | Nature's Wisdom | 22.0 | 173 | 121 |
| 1/5/2010 | 31/10/2010 | Expo Shanghai 2010 | China | Shanghai | Better City, Better Life | 73.1 | 523 | 246 |
| 1/5/2015 | 31/10/2015 | Expo 2015 Milan | Italy | Milan | Feeding the Planet, Energy for Life | 21.5 | 110 | 139 |
| 1/10/2021 | 31/03/2022 | Expo 2020 Dubai | UAE | Dubai | Connecting Minds, Creating the Future | 24.1 | 438 | 192 |
| 13/04/2025 | 13/10/2025 | Expo 2025 Osaka Kansai | Japan | Osaka | Designing Future Society for Our Lives | 28.0* | 155 | 160* |
| 1-Oct-2030 | 31-Mar-31 | Riyadh Expo 2030 | Saudi Arabia | Riyadh | The Era of Change: Together for a Foresighted Tomorrow | 40.0* | 600 | 246* |

Source: B.I.E. * Estimated

6. Appendix

Figure 42: Western Saudi Arabia giga projects

| Projects | Total project value (US\$bn) | Office Space (sqm/units) | Residential Units | Retail Space (sqm/units) | Hotel Keys | Completion Date |
|-----------------------------|------------------------------|--------------------------|-------------------|--------------------------|------------|-----------------|
| NEOM | 500 | 1-2mn sqm | 300k+ | 1-2mn sqm | 40k-80k | 2030 |
| Red Sea Global | 23.6 | 40k+ sqm | 1,900+ | 1-2mn sqm | 19k+ | 2030-35 |
| Jabal Omar | 5.6 | 1,670+ units | NA | 45.6k+ units | 13k+ | 2026 |
| Masar Makkah | 9.8 | 10k+ units | NA | 185k+ sqm | 40k+ | 2030 |
| Thaker | 7 | 750+ units | NA | 60k+ sqm | 39k+ | 2030 |
| Al Ula | 15 | 10k+ units | NA | NA | 5k+ | 2027 |
| Jeddah Economic City | 30 | 800k+ sqm | NA | 470k+ sqm | NA | TBC |
| King Abdullah Economic City | 27 | 95k+ sqm | 10k+ | 11k sqm | 250+ | 2028 |
| Jeddah Central | 20 | 17k+ units | NA | NA | 2,700+ | 2030 |
| Shams Al Rous | 2 | 10k+ units | NA | NA | NA | 2025 |
| Rua Al Madinah | 37 | NA | 85+ | 29k+ sqm | 47k+ | 2030 |
| Knowledge Economic City | 8 | 1,200+ units | NA | 112k+ sqm | 42k+ | 2025 |
| ROSHN | 1.9 | 22k+ units | NA | NA | NA | 2026 |
| SEVEN | 1.4mn | NA | NA | 70k+ sqm | NA | 2026 |
| Marty | 1.4mn | 25k+ units | NA | NA | NA | TBC |

Source: Knight Frank, GIB Capital

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