



Co-building the Future: Cooperation Proposal for Joint Development of Saudi Housing Market with Saudi National Housing Company (NHC)

Responding to Saudi Vision 2030 • Building the Dream of National Housing

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PART 01

**Era Opportunities: The Grand Housing
Demand under Saudi Arabia's "Vision
2030"**

Why build high-quality housing in Saudi Arabia?

Project Background and Objectives

01 Saudi Arabia's "Vision 2030": The Core Engine of National Transformation



Core Objectives: Dual Upgrading of Economy and People's Livelihood

Reduce dependence on the traditional oil economy, promote the diversified transformation of the economic structure, and fundamentally improve the overall quality of life of Saudi citizens.



Housing Strategy: Cornerstone of Social Stability

Explicitly propose to raise the homeownership rate to 70%. The housing issue is not only about improving people's livelihood but also a key cornerstone for ensuring long-term social stability.



National Action: Construction is Imperative

To realize the "Vision 2030", a large-scale nationwide housing construction campaign has become an inevitable choice for national development.

02 Quantified Market Demand: A Huge Shortfall of Millions of Housing Units



Current Situation: An Urgent Shortfall of 1.2 Million Units

The current national housing shortfall in Saudi Arabia has reached as high as 1.2 million units, with a serious imbalance between supply and demand, highlighting the urgency and necessity of accelerating housing construction.



Future Outlook: Over 1.5 Million New Units of Demand

By 2030, the five major cities including Riyadh and Jeddah will need more than 1.5 million new housing units just to meet the needs of the growing population and improvement-oriented demand.



Sustained Potential: A Stable Demand of About 300,000 Units Annually

Comprehensive estimates show that the Saudi housing market will maintain a stable new demand of about 300,000 units per year for a long time to come.

Market Size and Growth Potential: A Hundred-Billion-Dollar Blue Ocean Market



Residential Real Estate Market Size

It is projected to reach \$164.85 billion by 2026 and further grow to \$227.12 billion by 2031.



Real Estate Market Growth Rate

From 2026 to 2031, the market will expand continuously at a strong compound annual growth rate (CAGR) of 6.62%.



Residential Construction Market Size

Expected to be about \$53.41 billion in 2026 and keep growing, exceeding \$71.75 billion by 2031.



Construction Market Growth Rate

From 2026 to 2031, Saudi Arabia's residential construction market is expected to expand steadily at a compound annual growth rate (CAGR) of 6.09%.



Strategic Opportunity Summary

Overall, Saudi Arabia's housing market is a hundred-billion-dollar blue ocean market with both "huge scale" and "steady growth". For international construction enterprises with mature technologies and strong capabilities, this is a rare historic development opportunity.



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PART 02

**Partner: Saudi National
Housing Company (NHC)**

Partner: Saudi National Housing Company (NHC)

Who is the ideal partner for cooperation?

NHC: The Core Implementation Platform of Saudi Arabia's National Housing Strategy

01 Strategic positioning and business scope



Strategic positioning: National strategic executor

As the core implementation platform of Saudi Arabia's national housing strategy, NHC shoulders the responsibility of "Vision 2030" housing reform, with the core mission of effectively improving the housing ownership rate of Saudi residents.



Business scope: Complete urban ecological construction

Our business scope covers large residential communities, integrated cities, commercial complexes, and infrastructure development, committed to creating smart communities and building a "complete urban ecology" that is livable and suitable for business.



Enterprise attribute: Non typical commercial real estate company

Combining national strategic attributes with market-oriented operational capabilities, deeply integrating social responsibility and commercial value, and solving Saudi Arabia's housing needs with professional capabilities.

02 Development process and role evolution



Established in 2016: Investment Execution Platform

At the beginning of its official establishment, it mainly undertook the investment and project execution functions of the Saudi Ministry of Housing, focusing on implementing national level housing construction indicators.



2020 • Transformation: State controlled Enterprise

Upgrade the organizational structure and operational model, transform into a state-owned enterprise, and enhance market-oriented operational efficiency while maintaining strategic focus.



2024 • Renewal: Integrated City Operator

Release a new brand image, officially establish the strategic positioning of "comprehensive city operator", and continue to expand its influence in the development of Saudi cities.

Key Tasks and Resource Endowments of NHC



Core objective

- By 2025: Deliver 300000 residential units
- By 2030: Deliver 600000 residential units

Key task

- Build large-scale and well-equipped residential communities
- Develop new cities and promote urban expansion and renewal
- Actively attract international partners

Huge land reserves

By 2025, we have over 284 million square meters of high-quality land reserves, providing a solid foundation for large-scale development.

Strong capital strength

We have received strong support from the Saudi government and have achieved an international cooperation investment scale of approximately 48 billion Saudi riyals, demonstrating strong financial strength.

PART 03

**Strength matching:
Why are Chinese enterprises the
best partners**

What can we offer?



Official recognition and large-scale construction capability



Official recognition: High praise from the Saudi government

The minister publicly spoke highly of:

The Saudi Housing Minister explicitly stated, "We highly recognize the outstanding performance of Chinese construction enterprises in terms of innovation capability, large-scale construction capacity, delivery speed, and contract fulfillment spirit."

A solid foundation of trust:

This official endorsement from the top echelons of the Saudi government not only affirms the strength of Chinese enterprises, but also lays a solid foundation of trust for long-term in-depth cooperation between the two sides.

Align with Saudi Arabia's development needs:

Currently, Saudi Arabia is in a critical period of large-scale infrastructure construction, and the comprehensive capabilities of Chinese enterprises are highly aligned with Saudi Arabia's national strategy.



Core advantage one: World-leading large-scale construction capability

Experience in managing ultra-large-scale projects:

Possessing the coordination ability to manage the simultaneous construction of tens of thousands of people, and having mature experience in large-scale construction projects such as large communities and industrial parks, ensuring the orderly progress of the project.

Highly competitive cost control advantage:

Relying on a mature supply chain management system and significant economies of scale, we can effectively reduce overall construction costs and enhance project benefits while ensuring high-quality construction standards.

"China Speed" with efficient response:

Renowned for its "China speed", it can significantly shorten the construction period, quickly respond to the housing market demand in Saudi Arabia, and help achieve the housing goals of the "2030 Vision".

Core advantage 2: Mature prefabricated construction technology



Technical definition

The efficient construction method involves standardizing and prefabricating building components in factories, transporting them to the construction site, and assembling them mechanically, achieving the goal of "building houses like cars".

Shortened construction period

By significantly reducing on-site construction procedures, the overall construction period can be shortened by **30%-40%** compared to traditional cast-in-place methods, enabling rapid response to large-scale construction needs.

Cost reduction

Industrialized production has reduced the reliance on skilled on-site workers, leading to a decrease in labor costs by approximately **20%**. Simultaneously, material wastage has been reduced by about **15%**, significantly controlling construction costs.

green and environmentally friendly

The construction site has effectively reduced construction waste by approximately **60%**, minimized dust and noise pollution, and fully complies with Saudi Arabia's high standards for sustainable development as outlined in its "2030 Vision".

Core Advantages 3 and 4: Innovative Materials and International Experience

Core advantage 3: **Research and development, as well as application, of innovative new materials**

High-efficiency thermal insulation material:

Developing high-performance building insulation systems suitable for the high-temperature climate of the Middle East can significantly reduce air conditioning loads and effectively lower energy consumption costs throughout the entire lifecycle of the building.

Weather-resistant and sand-resistant materials:

We will specifically develop specialized exterior wall coatings and high-performance door and window systems that are resistant to strong ultraviolet aging and sand and dust erosion, ensuring the long-term stability of the building's appearance and functionality.

Supporting water-saving and energy-saving equipment:

Provide a full range of equipment, including high-efficiency sanitary ware and high-energy efficiency air conditioning, that meets Saudi Arabia's water conservation standards, actively responding to Saudi Arabia's policies on green development and resource protection.

Core advantage 4: **Rich experience in international cooperation and localization**

Endorsement from successful international cooperation cases:

Relying on partners such as China Construction Seventh Engineering Division and CITIC Group, we have established in-depth cooperation with the Saudi National Housing Company (NHC). The cumulative contracted housing projects involve more than 24,000 housing units, fully verifying our delivery capabilities.

Commitment to the establishment of a localized industry:

Not just a "builder", but also a "co-builder". We plan to invest in establishing a production base for building materials in Saudi Arabia, prioritizing the procurement of local building materials, and deeply integrating the advanced construction industry chain into the local economy of Saudi Arabia.

Localized talent cultivation plan:

Adhering to the principle of "teaching people how to fish", we have established a specialized training center to systematically train local management and technical staff, enhance the professional proficiency of local construction talents, and contribute to achieving Saudi Arabia's "2030 Vision" talent goals.



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PART 04

**Act according to local conditions:
Suggestions on housing types
tailored to the national conditions of
Saudi Arabia**

What kind of house should we build?

Diversified Housing Product Proposals

01 Economical Housing (Focus of Sakani Program)

Targeting middle and low-income families and first-time homebuyers, with design focuses on compactness, practicality, and cost control.

02 Mid-range and Improvement- oriented Housing

Targeting middle-class families and residents with larger households, with design focuses on comfort, spaciousness, and quality enhancement.

03 Smart and Sustainable Communities

Core concept is integrating modern technology with sustainable development concepts, with design focuses on intelligent security, smart management, and green building technologies.



Building a Complete Product Matrix to Meet Diverse Needs

By offering a three-tier product system, we cover different income levels and family structures, fully responding to Saudi Arabia's "Vision 2030".



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PART 05

Cooperation Paths: Flexible and Diverse International Cooperation Models

How do we cooperate?

Flexible and diversified international cooperation models



EPC (Engineering, Procurement, and Construction)

Definition: The owner entrusts the design, procurement, and construction to the general contractor, with the final "turnkey" Delivery.

Characteristics: Single responsibility, controllable construction period, and lump sum pricing.

Application: Residential projects with large scale, mature technology, and a desire for rapid delivery.



PPP (Public-Private Partnership)

Definition: Long-term cooperation between the government and social capital, involving joint investment, construction, and operation.

Characteristics: Shared risk, full lifecycle management, and efficiency improvement.

Application: Large-scale integrated community development with a long cooperation period.



BOT (Build-Operate-Transfer)

Definition: Social capital is used for financing construction, and the project operates for profit during the franchise period, after which it is handed over to the government.

Characteristics: The financing responsibility is primarily borne by social capital, with earnings derived from the operational period.

Application: Projects with operational supporting facilities.



Value and Advantage

By introducing various mature international cooperation models, it is possible to effectively integrate resources from multiple parties such as the government, social capital, and construction entities. This approach not only reduces project risks and optimizes capital allocation but also enhances both construction efficiency and operational benefits, meeting the specific needs of different types of development projects.



Flexible adaptation to scenarios

Flexible selection is made based on the attributes, scale, cycle, and return mechanism of the project. For purely residential projects, the EPC model is preferred. For large-scale integrated communities, the PPP model can be adopted. For projects with commercial, energy, and other operational supporting facilities, the BOT model is recommended, achieving tailored and precise development according to local conditions.

Comparative analysis of cooperation models

EPC model (Engineering, Procurement, and Construction)



Responsibility and subject

Core: Turnkey services including design, procurement, and construction

Financing: borne by the owner (NHC)



Risk and Cycle

Risk: Primarily borne by the contractor

Period: Only covering the construction phase, which is relatively short



Benefits and applicable scenarios

Earnings: Earning a fixed engineering fee

Applicable to: Pure residential construction projects

Comparison between PPP and BOT models



PPP mode

- **Core:** full cycle of investment, construction, and operation
- **Financing:** joint funding by government and enterprises
- **Risk:** shared by both parties
- **Applicability:** comprehensive community development



BOT mode

- **Core:** Construction-Operation-Transfer
- **Financing:** Social capital-led
- **Risk:** Assumed by social capital
- **Applicability:** With operational supporting projects



Summary of key differences

EPC focuses on "short-term construction", with low risk for the owner; PPP/BOT focuses on "long-term operation", suitable for complex projects, with higher participation of social capital, aiming to achieve a win-win situation for all parties.

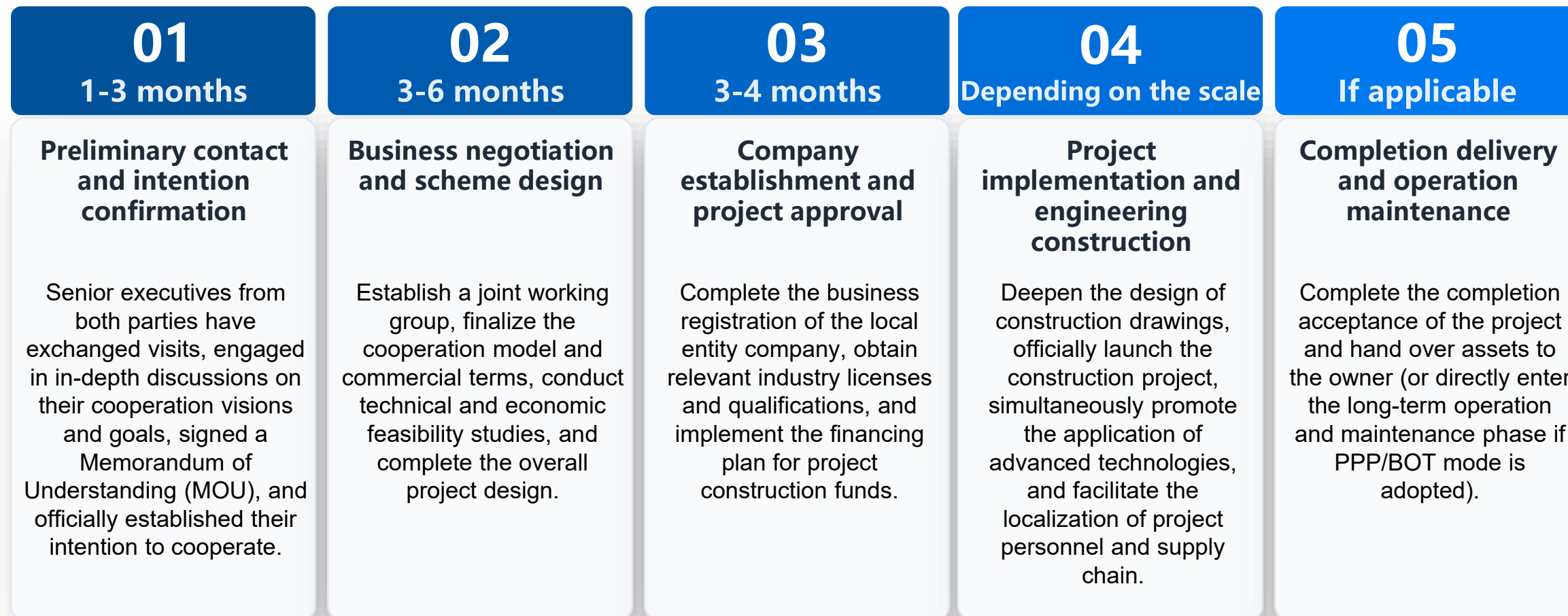
PART 06

Blueprint for Action: The entire process of cooperation in Saudi housing projects

How to achieve cooperation step by step?



The entire cooperation process: five key stages



Strategic value - Analysis of project feasibility and necessity



Respond to national strategies

Directly responding to the core goals of Saudi Arabia's "2030 Vision" and deeply meeting the strategic docking needs of the two countries in infrastructure construction and housing security, it has become a vivid practice of the comprehensive strategic partnership between China and Saudi Arabia.



Addressing social rigid demand

Effectively alleviate the housing supply gap of millions of units in Saudi Arabia, improve the living conditions of local residents, enhance people's well-being, and maintain long-term social stability and sustainable development.



Promote industrial upgrading

By introducing advanced building industrialization, green energy conservation, and digital construction technologies from China, and through technology transfer and localized cooperation, we aim to comprehensively enhance the overall technical level and modern management capabilities of Saudi Arabia's local construction industry.



Comprehensive support for project feasibility

- ✓ **High level consensus:** China and Saudi Arabia have reached a consensus on cooperation, and the policy environment is highly friendly.
- ✓ **Market cornerstone:** Strong demand and continuous market growth, solid business logic.
- ✓ **Ability matching:** The technology and production capacity of Chinese enterprises perfectly match the high standard construction needs of Saudi Arabia.
- ✓ **Successful evidence:** Several Chinese companies have achieved positive results in cooperation with NHC.

Potential partners



Poly Development

Poly Development Holding Group Co., Ltd.

Headquarters: Zhuhai, China



China Overseas

CNOOC Enterprise Development Group Co., Ltd

Headquarters: Shenzhen, China



Resources Land

China Resources Land Limited

Headquarters: Hong Kong, China



China Jinmao

China Jinmao Holdings Group Limited

Headquarters: Shanghai, China

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Thank You

LET'S BUILD A BETTER FUTURE FOR SAUDI ARABIA TOGETHER