



Co-creating the Future: Proposal for Urban Development Project in Cooperation with RETAL

Empowering Saudi Vision 2030 · Building a World-Class City

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PART 01

**The Opportunity: The New Blue
Ocean of Urban Development
under Saudi Vision 2030**

Why build a world-class city in Saudi Arabia?

Project Background and Objectives

01 Saudi Vision 2030: The Core Engine of National Transformation



Core Objectives

To reduce the Kingdom's dependence on oil, diversify the economy, and accelerate social and modernization reforms for sustainable national development.



Remarkable Progress

Non-oil GDP has hit 52% and female labor force participation risen to 36.3%, with both key indicators exceeding initial goals well ahead of schedule.



Strategic Adjustment

Focus shifts from mega "Giga-Projects" to a balanced strategy prioritizing cost-effectiveness, long-term sustainability and practical delivery capabilities.

02 Saudi Real Estate Market: Steady Growth & Policy Dividends



Market Size Forecast

By 2026, Saudi Arabia's residential real estate market is projected to reach **\$164.85 billion**. Rapid urbanization fuels this expansion, signaling immense potential for investors.



Sustained Growth Momentum

Driven by urbanization and consumption upgrades, the sector will maintain a **6.2% CAGR** from 2026 to 2031, ensuring a robust trajectory for future development.



Key Policy Dividends

The 2026 Foreign Ownership Law breaks long-standing barriers. Combined with the optimized White Land Tax, it injects powerful domestic and foreign capital into the market.

Strategic Opportunity: The Transformation from "Landmark" to "Livelihood"

Foreign Ownership Law

Formally effective in January 2026, allowing non Saudi citizens to purchase real estate in designated areas will greatly attract international capital and unleash enormous demand for home purchases and rentals.

Adjustment of 'White Land Tax'

Significantly increasing the holding cost of idle land, forcing landowners to develop, effectively increasing the supply of land and housing in the Saudi housing market, and alleviating the supply-demand imbalance.

Riyadh rent freeze

The implementation of a five-year rent freeze policy aims to stabilize market prices, improve housing affordability for residents, and indirectly promote demand for new housing through stable expectations.

Strategic shift: pragmatic livelihood and sustainable development

The investment focus of the Saudi government is shifting from pursuing grand visual "landmark level" Giga Projects to large-scale community development, smart city infrastructure upgrades, and green energy projects that address people's livelihood needs, in order to solidify the foundation of the country's long-term development.

The perfect match between the advantages of Chinese enterprises and their transformation needs

The cost control ability, efficient execution efficiency, and full industry chain technology integration ability of Chinese construction and technology enterprises in large-scale projects are highly matched with Saudi Arabia's current transformation needs of "emphasizing effectiveness, seeking scale, and quick landing", making them ideal partners for achieving their goals.

PART 02

The Partner: Real Estate Tadawul Company (RETAL)

Who is the ideal partner for cooperation?



RETAL: Saudi Arabia's Next Generation Urban Development Leader

| 01 Company Profile



Development History and Headquarters

- Established in 2012, during the acceleration of urbanization in Saudi Arabia
- Headquarters location: Dammam, Eastern Province, Saudi Arabia, radiating to the Gulf Cooperation Council (GCC) market



Capital market position

- Listing location: Saudi Stock Exchange (Tadawul)
- Market performance: Blue chip real estate stocks trusted by local and international investors



Core business of the entire industry chain

- Coverage: Real estate development, comprehensive urban development, and property management
- Positioning: A "one-stop" provider of urban living solutions

| 02 Project scale (as of 2025-2026)



Strong asset scale

- Total project value: Accumulated over 32 billion Saudi Riyals (SAR)
- Continuously stable cash flow and project reserves, strong risk resistance capability



Massive residential development volume

- Delivered and under construction residential units: total exceeding 13000 units
- Products cover essential housing, improved communities, and high-end apartments



Rich development experience

- Cumulative number of developed projects: A total of 52 high-quality projects
- Region: Spread across multiple core provinces of Saudi Arabia, deeply cultivating the local market

Strategic Positioning and Strength Analysis



Integrated Operation

Our business covers the entire chain of residential, commercial, infrastructure, smart communities, and property management.



Value Chain Integration

Unified integration from land acquisition to facility operation has been achieved, ensuring efficient management throughout the entire lifecycle.



Vision 2030 Alignment

The development direction is highly aligned with the core goals of Saudi Arabia's "2030 Vision" and has received strong policy support.



Capital & Gov Relations

The chairman comes from an important business family in Saudi Arabia, with strong capital strength and a deep government background.



Expert Leadership

The CEO has over 15 years of experience in urban development, focusing on smart city and sustainable community construction.



Proven Execution

We have successfully developed multiple large-scale integrated communities and accumulated rich experience in project management and market operation.



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PART 03

**Our Strength:
The Full Industrial Chain Advantages of
Chinese Enterprises**

What can we offer?

World-Class Construction and Sustainable Energy Capabilities

01 World-Class Construction Capability

"China Speed" & "China Quality"

Renowned for efficient project management and superior engineering quality, ensuring projects are delivered on time, within budget, and to the highest standards, establishing a global reputation for excellence.

Full Industrial Chain Integration

Seamlessly connects planning, design, construction, material supply, and equipment manufacturing. This vertical integration enables effective cost control and mitigates supply chain risks.

02 Leading Sustainable Energy and Operation Capability

Setting a New Benchmark for Saudi Green Energy

China has successfully built multiple world-class new energy projects in Saudi Arabia, including the world's largest single photovoltaic power station (2.6GW). Leveraging extensive experience in clean energy project construction, EPC full-cycle management, and long-term operation and maintenance, we not only provide high-quality green infrastructure for Saudi Arabia but also offer strong technical and management support for its energy structure transformation.

Cutting edge intelligence and comprehensive supporting capabilities

01 Cutting edge intelligent city upgrading solutions



Smart City Practice

Huawei provided a comprehensive solution in the Yanbu Industrial Smart City project in Saudi Arabia, including eight smart applications such as intelligent transportation and intelligent waste management, significantly improving the efficiency of municipal management and possessing rich local implementation experience.



Technical ecological support

Relying on the global leading technological advantages in fields such as 5G, artificial intelligence, and the Internet of Things, it can provide a solid and comprehensive core technology foundation for the construction of "smart communities" and build an interconnected digital living space.

02 Complete supply of supporting facilities



Advantages of full industry chain synergy

China has the world's most complete and largest manufacturing system, with numerous well-known brands and strong production and manufacturing capabilities in supporting fields such as elevators, smart homes, and high-end building materials. We can provide large-scale, high-quality, and cost-effective supporting products for large-scale community development, ensuring project quality while achieving optimal cost and delivery efficiency.



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PART 04

The Proposal: Co-building Saudi Arabia's Future Smart City

Which projects should we co-develop?

Project Proposals: Focusing on Three Key Directions

01 Large-Scale Smart Community Development

In the core city peripheries and key development zones, develop large-scale smart communities integrating residential, commercial, office, and medical functions. This creates a safe, convenient, and efficient modern living environment for residents.

02 Green Energy Residential Projects

Develop zero-carbon or low-carbon residential communities powered by solar energy and smart microgrids. This reduces operating costs, enhances sustainability, and answers Saudi Arabia's call for green transformation with eco-friendly living solutions.

03 Industry-City Integration Zone

Surround key industrial parks with high-quality residential and commercial facilities. Break the work-residence separation, fostering positive interaction and coordinated growth between industrial progress and urban daily life.



Strategic Alignment and Value Proposition

These three directions align with Saudi Vision 2030's goals for urban upgrading, green energy transition and economic diversification. Leveraging China's expertise in smart cities, new energy and urban management meets residents' high-quality life needs, upgrades local industries, and achieves a win-win of commercial returns and social value.

Feasibility and Necessity Analysis



Market Demand

Saudi Arabia's accelerating urbanization process has created a strong demand for high-quality, modern residential and community spaces, providing a broad market space and a solid consumer foundation for this project.



Policy Support

The project is highly aligned with Saudi Vision 2030's core goals for housing, urbanization, and sustainable development, and can receive strong policy support from the government in terms of land, approval, and taxation.



Complementary Advantages

Chinese enterprises possess mature technology, robust capital, and efficient construction capabilities. When combined with RETAL's rich local resources, deep government relations, and familiar market experience, it forms a perfect complementarity.



Controllable Risks

Through a joint venture established by both parties, a reasonable allocation of responsibilities, and a sound risk-sharing and countermeasure mechanism, various potential risks can be minimized, ensuring the stable operation of the project.

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PART 05

**Detailed explanation of
cooperation mode and process**

How do we cooperate?

Comparison of commonly used international urban construction cooperation models



01 EPC mode (design procurement construction)



Pattern Definition

The owner provides project funds, and the contractor is responsible for the design, equipment procurement, and construction of the entire project process, implementing engineering general contracting management.



SWOT analysis

✓ **Advantages:** Clear responsibility, relatively controllable schedule and cost, reducing the cost of owner management coordination.

✗ **Disadvantage:** The owner needs to bear all the financing risks of the project.



Applicable scenarios

The owner has sufficient self owned funds, clear project requirements, and hopes to quickly complete the construction and delivery of the project.



02 Advanced and diversified cooperation models



EPC+F mode (including financing)

On the basis of EPC, contractors provide financing support for the project.

✓ **Advantages:** Reduce the initial financial pressure on property owners and stimulate the enthusiasm of contractors.

📍 **Applicable:** Large scale projects that owners wish to introduce external funding for quick initiation.



PPP model (cooperation between government and social capital)

Government enterprise cooperation to jointly build and operate infrastructure.

✓ **Advantages:** Shared risks and benefits, introducing management efficiency from the private sector.

📍 **Applicable:** Large scale infrastructure and public service projects with long cycles and large investments.

Recommended cooperation mode

| 01 EPC+F mode



Applicable projects

Large scale smart community projects typically have a large scale, long construction period, and involve significant capital investment.



Cooperation Mode

A consortium of Chinese companies and financial institutions acts as the general contractor for the project, responsible for the overall construction and providing partial financial support. RETAL acts as the landowner, responsible for land resource acquisition, approval processes from relevant Saudi government departments, and long-term operation and management after project completion.

| 02 PPP mode



Applicable projects

Smart park projects involving public service areas, or infrastructure projects of significant regional development importance, such as smart transportation and central business districts.



Cooperation Mode

Chinese companies and RETAL jointly invest to form a Special Purpose Vehicle (SPV). This company will act as the main body to conduct in-depth cooperation with the Saudi government, and through complementary advantages, be responsible for the entire life cycle management of the project, including early-stage investment and planning, mid-term engineering construction, and later-stage long-term operation and maintenance.

Overview of Saudi Project Cooperation Process

01

**1-3
Months**

Project Screening & Initial Contact

Both parties conduct initial communication on cooperation intentions and project scope, establish mutual trust, and confirm the initial direction of cooperation.

02

**3-6
Months**

Feasibility Study & Due Diligence

Jointly conduct comprehensive due diligence on market potential, technical paths, local laws and regulations, and financial risks, providing a solid basis for cooperation decision-making.

03

**6-9
Months**

Commercial Negotiation & Contract Signing

In-depth negotiations to determine the specific cooperation model, equity structure, and profit-risk sharing mechanism, and formally sign a legally binding cooperation agreement.

04

**Continu
ous**

Project Implementation & Operation

Efficiently complete permit applications and project establishment, advance the entire process of design, procurement, and construction in an orderly manner, and ultimately achieve the project's successful completion and long-term stable operation.

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

Jointly Building Saudi Arabia's Future Cities