

Mayadeen Tenant Mix

draft #1 Rev. 1.2

PREPARED FOR:



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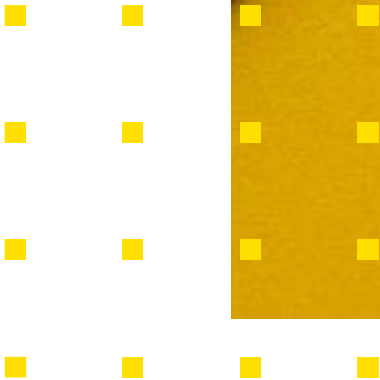
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TENANT MIX

Executive summary

Executive Summary



The exercise undertaken hereinto points out the tenant mix highlighting project clusters, consumer journey, the split between categories and potential brands which would sustain the premium, lifestyle center direction of Mayadeen Park.

The assumption of this exercise is that the project will be operating at the same time as the Experience Center to bring the required footfall and sustain the experiential direction of the project.

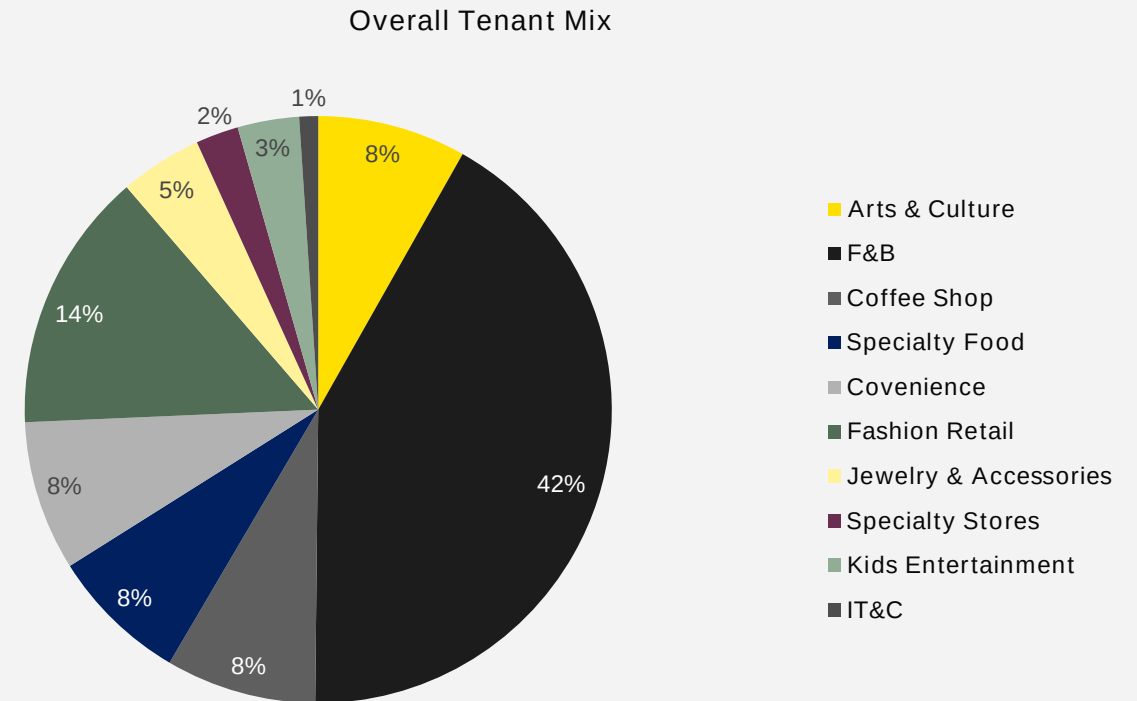
Expected leasing occupancy: 0% Y1 M1, Y2 M1 70%, Y3 M1 92%

The mix has an assumed target audience of 60% - 70% tourists and a 30%-40% local population.

Segmenting the experience:

- Premium+ offering which would cater to the tourists looking for a different local flavor, more uplifted and locals wanting an upscale dinning experience
- Premium- offering which would cater to the mass tourists and locals

The segmentation will not affect any of the circulation or consumer flow but rather cater to a diverse range of tastes ensuring a more experiential approach for those who would require it.



Executive Summary

Key project facts:

- Assumed GLA: 48,467 sqm comprised of units, outdoor areas, first floor terraces, storages or 53,987 sqm with mezzanine levels.
- Additional, potential GLA: 5,300 sqm which is assumed to be as per the decision of the retailers and leasing negotiations.
- First floor rent rates are assumed to be 30% less than ground floor.
- Outdoor and terraces rent rates are assumed to be 50% of indoor units' rates.
- Mezzanine (Optional) rent rates is assumed to be the same as ground floor rates.
- Service charge rates are assumed to be 15% of the rent rate.

Function	Indoor estimated rent SAR/sqm/Year
Accessories	1,200
All day dining	1,200
Anchor	500
Bookshop	900
Children Entertainment	600
Children Retail	900
Chocolates & Gifting	1,600
Coffee Shop	1,400
Coffee Shop & Breakfast	1,400
Coffee Shop & Co-Working	1,200
Convenience	1,200
Cosmetics	900
Farmer's Market	150,000
Fashion Retail	900
Fine Dining	1,100
Food Hall	1,800
Footwear	1,000
Gift Shop	1,900
Gift Shop & Book Shop	1,700
IT&C	1,200
Jewelry	1,400
Main Entrance	-
Nuts & Convenience	1,600
Optics	1,000
Pastry Shop	1,400
Retail Concept Store	600
Specialty Food	1,400
Supermarket	800
Storage	300

Function	GLA sqm	%
Accessories	1,186	2.20%
All day dining	12,854	23.81%
Arts & Culture	3,390	6.28%
BookShop	130	0.24%
Children Retail	500	0.93%
Chocolates & Gifting	67	0.12%
Coffee Shop	2,316	4.29%
Coffee Shop & Breakfast	835	1.55%
Coffee Shop & Co-Working	1,741	3.23%
Convenience	449	0.83%
Cosmetics	715	1.32%
Farmer's Market	1,048	1.94%
Fashion Retail	3,056	5.66%
Fine Dining	3,950	7.32%
Food Hall	5,502	10.19%
Footwear	796	1.48%
Gift Shop	911	1.69%
Gift Shop & Book Shop	188	0.35%
IT&C	624	1.16%
Jewelry	868	1.61%
Kids Entertainment	1,307	2.42%
Nuts & Convenience	125	0.23%
Optics	65	0.12%
Pastry Shop	201	0.37%
Retail Concept Store	1,502	2.78%
Specialty Food	4,498	8.33%
Storage	4,087	7.57%
Supermarket	1,074	1.99%
Grand Total	53,987	100.00%

Executive Summary

Income summary (Excluding Mezzanine)

Item	Total Y1	Total Y2	Total Y3
Rental Income (Units)	28,997,116	37,160,013	45,358,989
Rental Income (specialty leasing)	4,950,000	5,445,000	5,989,500
Service Charge Income (units)	4,564,801	6,005,661	7,295,029
Marketing Income (units)	1,521,600	2,001,887	2,431,676
Parking income	0	0	0
Sponsorship	3,000,000	6,000,000	9,000,000
Media sales Income	7,200,000	7,920,000	8,712,000
Total revenues	50,233,517	64,532,561	78,787,194

Key Assumptions:

- Terrace and outdoor areas: assumed to be 50% of the base rent
- Service Charge assumed at the level of 15% of the base rate
- Occupancy: 50% Y1 M1, Y2 M1 70%, Y3 M1 92%
- Assumed escalation: 10% from the 3rd year
- Marketing income is assumed to be 5% of the annual rent.
- Parking is assumed to be free of charge
- Specialty leasing: 25 locations

Executive Summary

Income summary (including Mezzanine)

Item	Total Y1	Total Y2	Total Y3
Rental Income (Units)	30,432,008	40,037,738	48,633,526
Rental Income (specialty leasing)	4,950,000	5,445,000	5,989,500
Service Charge Income (units)	4,564,801	6,005,661	7,295,029
Marketing Income (units)	1,521,600	2,001,887	2,431,676
Parking income	0	0	0
Sponsorship	3,000,000	6,000,000	9,000,000
Media sales Income	7,200,000	7,920,000	8,712,000
Total revenues	51,668,410	67,410,285	82,061,731

Key Assumptions:

- Terrace and outdoor areas: assumed to be 50% of the base rent
- Service Charge assumed at the level of 15% of the base rate
- Occupancy: 50% Y1 M1, Y2 M1 70%, Y3 M1 92%
- Assumed escalation: 10% from the 3rd year
- Marketing income is assumed to be 5% of the annual rent.
- Parking is assumed to be free of charge
- Specialty leasing: 25 locations

02

TENANT MIX

Positioning



MULTIPURPOSE LEISURE - TIME DESTINATION

Positioning Overview

“

Edutainment

Culture & Art

Interactive, engaging, unique

“

Leisure

F&B & Common Space
Inviting, relaxing, authentic

“

Shopping

Retail & Convenience

Experiential, authentic

“

**Multipurpose
Leisure-Time
Destination**



Mayadeen Park represents a destination type of asset focussed on 3 main pillars, all directing into a multipurpose leisure experience for both locals and tourists.

Positioning Overview



“

Edutainment
Eatainment
Retainment

”

ENTERTAINMENT

Present in all 3 main categories of the mix, entertainment remains the core of the project, making a clear difference between Mayadeen Park and all other retail projects in the city.

Targeting being split as follows:

- 60-70% tourism
- 30-40% locals

With peak traffic sourcing from tourism, the project is assumed to function both during early daytime and evening, but with an edge during evening time.

PROJECT POSITIONING



Savills envisions Mayadeen Park as a multipurpose leisure-time destination where education, commerce, social interaction, and leisure activities mix easily in an enjoyable sense, adding comfort, and convenience to consumers' busy and contemporary lifestyles. The development will be positioned as a comprehensive lifestyle hub catering to both tourists and locals. This is reflected in the design of the project that aims to combine convenience with luxury by seamlessly blending retail with F&B and educational activities and redefining the way people perceive the concept of shopping centers/ retail venues.

The project will not only cater to the locals within the city, but to a broader audience, the tourists searching for a balanced blend of commerce, leisurely activities, entertainment options, dining experiences, and essential retail services besides their regular religious activities. The development will also incorporate art segments between standalone buildings to promote a sense of vibrancy in the promenade and attract customers who are willing to linger and enjoy the outdoor lifestyle feel of the scheme and engage in casual browsing too.



Positioning Overview



What we would consider the project to be standing/ relying on:



Edutainment



Leisure



Shopping



Experience Center



Art & Exhibition Center



All day Dining



Fine Dinning



Experiential Food Hall



Convenience



Services



Coffee Shops



Specialty Food



Retail

03

TENANT MIX

Mayadeen Park Tenant Mix



Consumer Journey



- The consumer journey of the lifestyle hub is designed to seamlessly blend arts, culture, leisure, and commercial spaces into a captivating and immersive experience. Visitors are enticed by the unique and vibrant offerings of the tenant mix, creating a dynamic and engaging journey through the development.
- **Arrival and Engagement**
 - Visitors are initially drawn in by the façade and inviting entrance plaza of the Experience Center. The immersive exhibits within the Center captivate visitors from diverse backgrounds, setting the stage for a memorable experience. As visitors explore the exhibitions, they engage with diverse artworks and interactive displays, fostering a sense of curiosity and discovery.
- **Integration with the Development Spine**
 - The development spine serves as a connector, seamlessly linking different zones of the project. Lined with water features, greenery and equipped with pedestrian-friendly pathways and seating areas, the spine invites visitors to explore the entire hub on foot. This integration enhances the flow of the consumer journey, encouraging exploration and interaction.
- **Arts and Culture Zone**
 - Dedicated to fostering creativity and cultural experiences, this zone hosts art galleries, exhibition spaces, theatres, and studios. Regular events such as art shows, performances, and workshops enrich the visitor experience, attracting art enthusiasts and cultural explorers.
- **Exclusive District**
 - The exclusive district features upscale boutiques, appealing to visitors seeking premium lifestyle offerings.
- **Food Hall and Culinary Experiences**
 - The vibrant food hall serves as a culinary destination, offering diverse dining options in a communal setting. Visitors can indulge in international cuisines, artisanal food stalls, and specialty dessert shops, creating a dynamic and flavourful aspect of the consumer journey.
- **Retail Shopping & F&B Zones**
 - The retail shopping and F&B zones combine traditional retail outlets with popular fashion retailers, electronic stores, and casual dining establishments. This synergy between retail and dining encourages leisurely experiences and exploration of the diverse offerings. The specialty stores zone offers unique retail experiences, including boutique shops, artisanal craft stores, and specialty gift shops.
- **Convenient Services**
 - Additionally, quick and convenient services such as grab-and-go eateries, convenience stores, and quick-service cafes cater to the needs of visitors, ensuring a seamless and enjoyable consumer journey.

Tenant Mix Strategy



Tenant Mix Overview

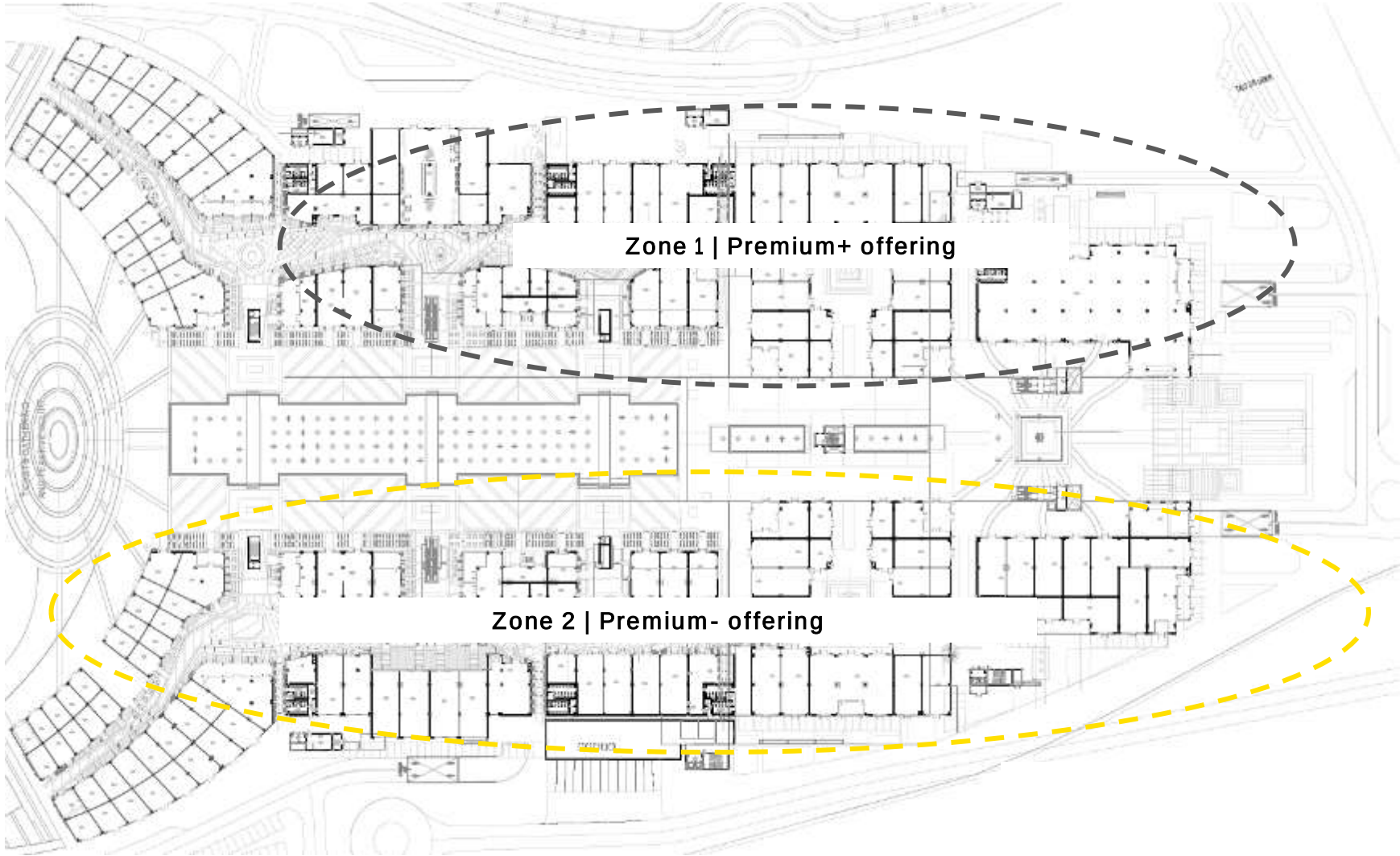
- **F&B Outlets:**
 - Traditional Cuisine Restaurants: Offer authentic local cuisine to cater to both tourists and locals looking to experience the flavours of the region.
 - Cafés and Bakeries: Provide a cozy atmosphere for visitors to relax and enjoy coffee, tea, and freshly baked pastries, offering a blend of traditional and modern flavours.
 - Juice Bars and Refreshment Shops: Offer refreshing beverages such as fresh fruit juices, smoothies, and traditional drinks, providing a respite for visitors during their exploration of the center.
- **Food Hall:**
 - Including a Food Hall in the tenant mix can differentiate the project from competitors and draw attention from both tenants and consumers. A well-curated selection of food vendors offering high-quality, diverse cuisines can become a unique selling point that sets the development apart.
 - A well-designed and curated Food Hall can position a commercial property as a destination in its own right, drawing visitors from both locals and tourists.
- **Arts and Cultural Center and VR:**
 - Incorporating an Islamic cultural center, upscale art gallery/ auction space, and VR experience zone into the tenant mix offers a multifaceted approach to visitor engagement, catering to diverse interests and fostering cultural exchange. This unique blend of offerings creates a dynamic environment where visitors can explore spirituality, appreciate artistry, and immerse themselves in cutting-edge technology, enriching the overall experience of the project.
- **Exclusive District:**
 - This district features high-end luxury brands and upscale boutiques.
 - Tenants may include renowned fashion designers, luxury accessory stores, and premium lifestyle brands.
 - The ambiance and offerings in this district cater to affluent clientele seeking exclusivity and luxury shopping experiences.
- **Retail Shops:**
 - Islamic Art and Calligraphy: Retail outlets specializing in Islamic art, calligraphy, and artifacts, offering a range of items including paintings, ceramics, and decorative pieces inspired by Islamic motifs and scriptures.
 - Traditional Crafts and Souvenirs: Shops selling handcrafted items such as pottery, carpets, textiles, and perfumes, providing visitors with unique souvenirs and gifts to commemorate their visit to Al Madinah.
 - Islamic Books and Literature: Bookstores offering a selection of Islamic literature and scholarly works on Islamic history and theology, catering to visitors seeking to deepen their understanding of Islam.
- **Local Brands:**
 - Fashion Boutiques: Featuring local designers and brands offering traditional Islamic clothing such as abayas, thobes, and hijabs, as well as modern interpretations of Islamic fashion trends.
 - Perfume and Oud Shops: Showcasing locally produced fragrances, incense, and oud oils, allowing visitors to explore the rich olfactory traditions of the region and purchase unique scents to take home.
 - Handicraft Markets: Outdoor or indoor kiosks where local artisans and craftsmen display their handmade products, including pottery, jewelry, leather goods, and woodwork, providing a platform for cultural exchange and supporting the local artisan community.
- By curating a diverse tenant mix that combines educational experiences, authentic cuisine, cultural retail offerings, and local brands, the project can appeal to both tourists and locals, offering a memorable and enriching destination in Al Madinah.

Project Zones I/II

To cater to the project's positioning as a lifestyle hub destination and given the layout with the main water feature in the middle of the project, 2 zones can be created in order to be able to cater to a wider catchment and provide diverse range of brands and activities:

Zone 1 would be a Premium+ offering since it will be the consumer's first touch point with the project, encompasses the fine dining area and the art and culture setting.

Zone 2 assumed at a Premium level as well yet given the food hall which we believe will be an attraction for the tourists and the Experience Center visitors, will be considered with a commercial touch than Zone 1.



Project Zones II/II

Arts and Culture Zone:

- This zone is dedicated to fostering creativity and cultural experiences within the development.
- Tenants may include art galleries, exhibition spaces, theatres, and studios.
- Events such as art shows, performances, and workshops could be hosted in that space.

Specialty Stores:

- Catering to locals and tourists, this zone offers unique and specialized retail experiences.
- Tenants may include boutique shops, artisanal craft stores, and specialty gift shops.

Exclusive District:

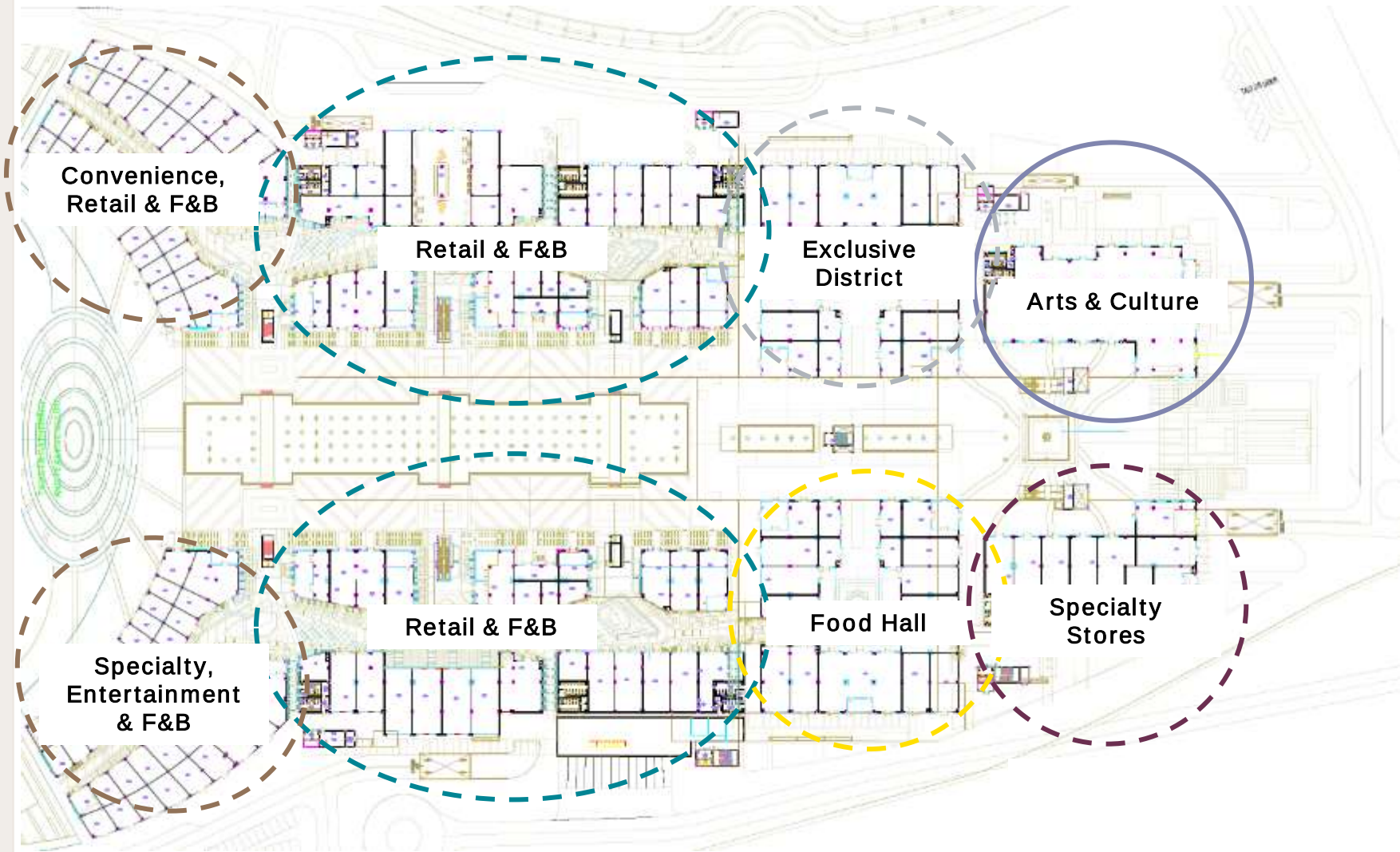
- This district features high-end luxury brands and upscale boutiques.
- Tenants may include renowned fashion designers, luxury accessory stores, and premium lifestyle brands.

Food Hall:

- A vibrant culinary destination offering diverse dining options in a communal setting.
- Tenants may include various food vendors offering international cuisines, artisanal food stalls, and specialty dessert shops.

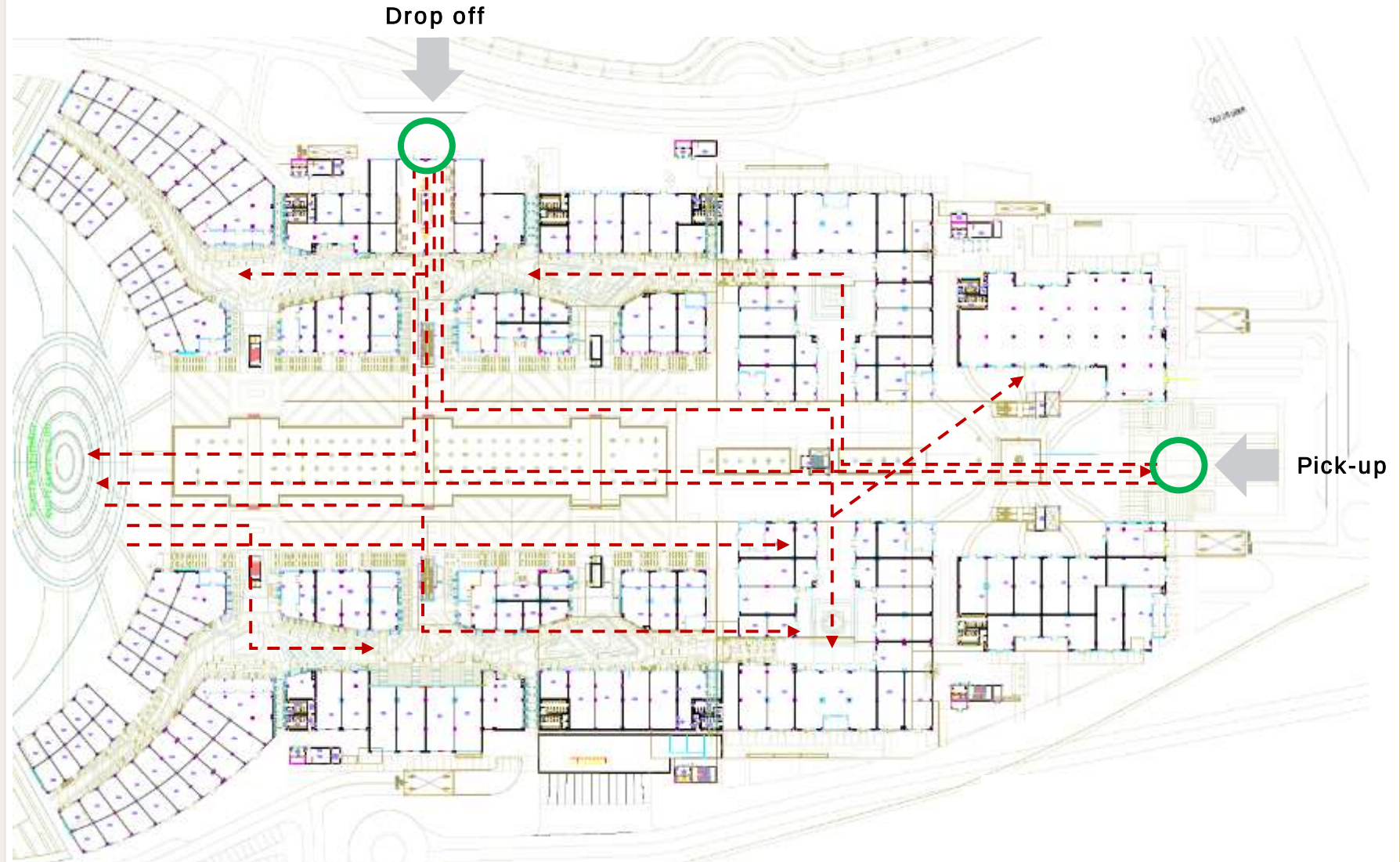
Retail Shopping & F&B:

- This zone combines traditional retail outlets with food and beverage options.
- Tenants may include popular fashion retailers, electronic stores, and casual dining establishments.
- The synergy between retail and dining encourages shoppers to indulge in leisurely experiences while exploring the diverse offerings.
- Focused on providing quick and convenient services for visitors.
- Tenants may include grab-and-go eateries, convenience stores, and quick-service cafes.



Project Circulation

- Visitor circulation within the project is strategically planned to optimize the experience for all guests.
- Beginning at the Experience Center, visitors engage with the rich history and teachings of Islam. The Food Hall, placed on the opposite side of the Experience Center, mainly serves as a focal point for tourists, encouraging them to walk through the project.
- Supplementary Arts and Culture Center and VR rooms strategically placed at a key point would provide additional immersion and insight into Islamic culture and heritage.
- The circulation to the Exclusive District, conveniently situated on the same side as the main entrance, is meticulously planned to ensure seamless accessibility and flow of visitors. Upon entering the project, guests are greeted with easy access to the Exclusive District, offering a sophisticated array of dining, fashion, and leisure experiences.
- At the exit of the project, specialty stores are positioned to provide guests with a final opportunity to shop for souvenirs, a memento of Islamic heritage, locally crafted goods, and items exclusive to the destination.



Ground Floor Tenant Mix Overview high level



Row Labels	Sum of GLA sqm	%
Arts & culture	2,260	7.51%
Coffee Shop	2,847	9.46%
Convenience	299	0.99%
F&B	11,214	37.25%
Fashion Retail	2,620	8.71%
IT&C	497	1.65%
Jewellery & Accessories	1,766	5.87%
Kids Entertainment	1,307	4.34%
Specialty Food	2,608	8.66%
Specialty stores	3,610	11.99%
Supermarket	1,074	3.57%
Grand Total	30,102	100.00%

- A balance between F&B and retail is kept in order to ensure a proper experience inside the scheme with the main differentiator in the experiential food hall.
- Anchors are scattered across the project in order to always keep consumers on the move.

Upper Floor Tenant Mix Overview high level



Row Labels	Sum of GLA sqm	%
Coffee Shop	825	8.25%
F&B	6,655	66.51%
Farmer's Market	733	7.32%
Specialty Food	1,090	10.89%
Specialty stores	703	7.03%
Grand Total	10,006	100.00%

- Offering a Farmer's Market above the supermarket shall enhance the experience of the project, with access from an exterior and interior staircase.
- The all-day dining space above the kid's entertainment zone will be the place for families to host kids' birthdays parties and offer a place for the parents to sit and enjoy their time while their children are enjoying the kids' activities.

Ground Floor Tenant Mix Overview in detail

savills



Function	GLA sqm	%
Accessories	897	2.98%
All day dining	6,200	20.60%
Arts & Culture	2,260	7.51%
BookShop	130	0.43%
Children Retail	500	1.66%
Chocolates & Gifting	67	0.22%
Coffee Shop	1,118	3.71%
Coffee Shop & Breakfast	476	1.58%
Coffee Shop & Co-Working	1,253	4.16%
Convenience	299	0.99%
Cosmetics	521	1.73%
Fashion Retail	2,620	8.71%
Fine Dining	1,772	5.89%
Food Hall	2,916	9.69%
Footwear	670	2.22%
Gift Shop	669	2.22%
Gift Shop & Book Shop	188	0.62%
IT&C	497	1.65%
Jewelry	868	2.88%
Kids Entertainment	1,307	4.34%
Nuts & Convenience	125	0.41%
Optics	65	0.22%
Pastry Shop	201	0.67%
Retail Concept Store	799	2.65%
Specialty Food	2,608	8.66%
Supermarket	1,074	3.57%
Grand Total	30,102	100.00%

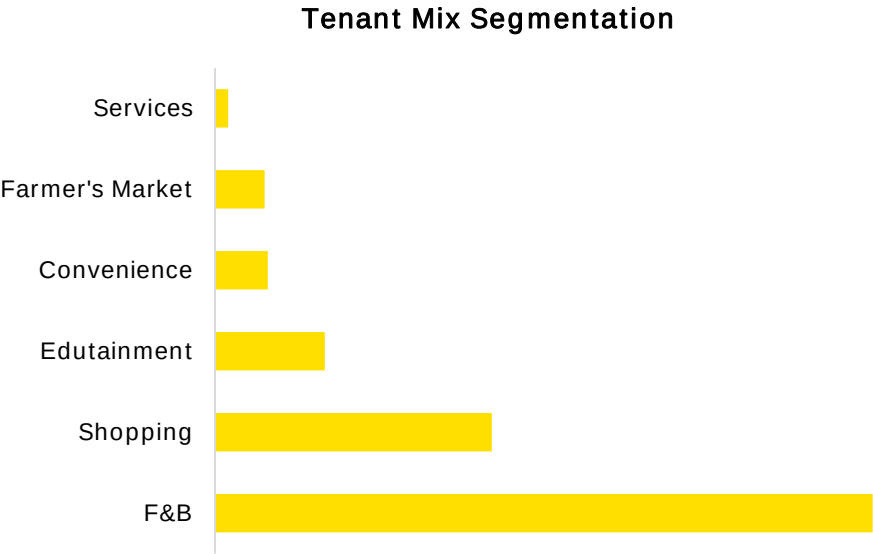
Upper Floor Tenant Mix Overview in detail



Function	GLA sqm	%
All day dining	3,757	37.55%
Coffee Shop	646	6.46%
Coffee Shop & Breakfast	179	1.79%
Farmer's Market	733	7.32%
Fine Dining	1,029	10.28%
Food Hall	1,869	18.68%
Retail Concept Store	703	7.03%
Specialty Food	1,090	10.89%
Grand Total	10,006	100.00%

- Offering a Farmer's Market above the supermarket shall enhance the experience of the project, with access from an exterior and interior staircase.
- The all-day dining space above the kid's entertainment zone will be the place for families to host kids' birthdays parties and offer a place for the parents to sit and enjoy their time while their children are enjoying the kids' activities.

GLA Breakdown Overview



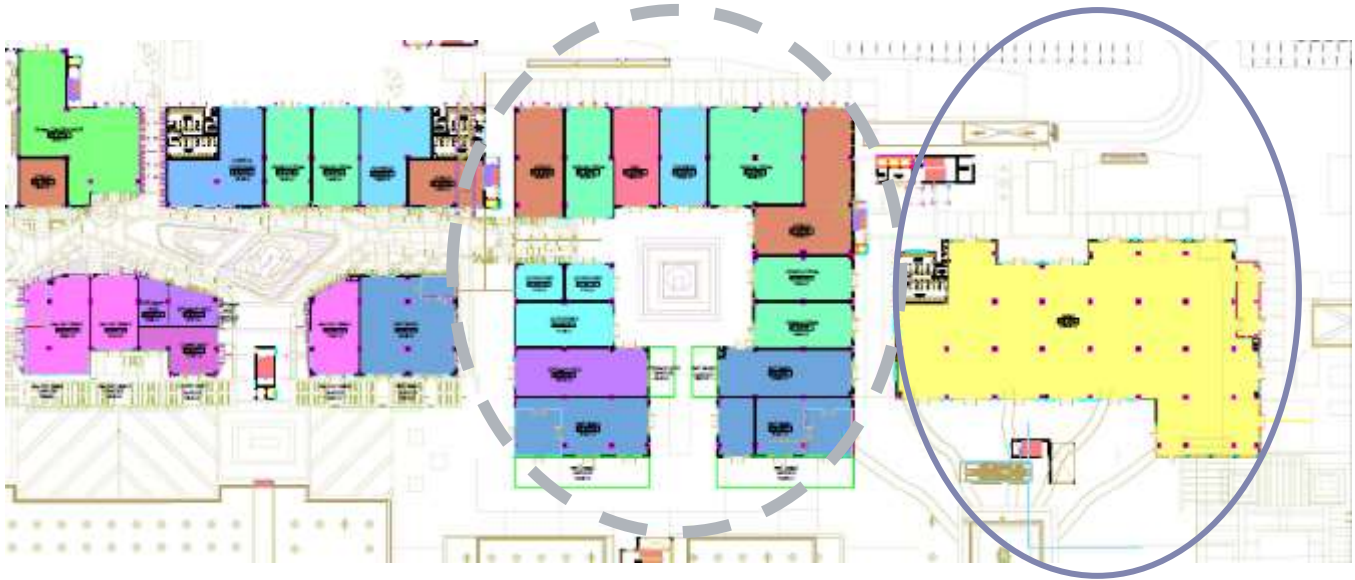
Row Labels	Sum of Indoor Area sqm	Sum of Outdoor Area sqm	Sum of Terrace area sqm
Basement	4086.77		
First	10005.79	0	
Ground	26344.37	3758.1	
Mezzanine		0	
Terrace			6409.37
Grand Total	40436.93	3758.1	6409.37

**Mezzanine floor is subject to the tenants' requirements; if included, units that could have a mezzanine floor would amount to 5,308 sqm.*

Ground Floor Tenant Mix I/V



Shop No.	GLA (sqm)	Function
GR-009	2,257	Anchor
GR-018	249	Fine Dining
GR-019	313	Fine Dining
GR-021	184	Fashion Retail
GR-022	171	Fashion Retail
GR-023	379	Jewelry & Accessories
GR-025	364	Fashion Retail
GR-579	184	Fashion Retail
GR-580	181	IT&C
GR-489	144	Jewelry & Accessories
GR-027	208	Fashion Retail
GR-028	209	Jewelry & Accessories
GR-029	71	Jewelry & Accessories
GR-030	71	Jewelry & Accessories
GR-031	177	Jewelry & Accessories
GR-032	257	Specialty Food
GR-033	313	Fine Dining
GR-041	234	Fashion Retail
GR-042	184	Fashion Retail
GR-044	270	Coffee Shop
GR-053	456	Retail Concept Store
GR-054	91	Jewelry & Accessories
GR-114	248	All day dining
GR-115	138	All day dining
GR-116	68	Specialty Food
GR-120	170	All day dining
GR-122	375	Fine Dining



Exclusive District

Arts & Culture

Ground Floor Tenant Mix I/V

As a consumer enters the scheme from any of the 2 entrances he will face 2 main anchors: retail concept store with local and regional designers or the art & culture center. As it dwells inside the project he will be facing both premium+ and classical premium offerings.

Exclusive district

The area will be home to luxury offering from retail to jewellery, services etc. It will be the only area hosting fine dining.



Retail Concept Store

Both sides of the entrance the main attraction which will help position the scheme would be a concept store encompassing: fashion, home&deco, F&B.



Art & Culture Center

From art galleries, exhibition spaces, theatres, and studios, the place will include a mezzanine in order to provide spaces for art shows, performances, and workshops.



Ground Floor Tenant Mix II/V

Shop No.	GLA (sqm)	Function
GR-057	641	Retail Concept Store
GR-059	152	Fashion Retail
GR-060	75	Fashion Retail
GR-061	86	Fashion Retail
GR-067	388	All day dining
GR-068	246	Specialty Food
GR-070	1,074	Supermarket
GR-084	131	Coffee Shop
GR-086	65	Beauty & Cosmetics
GR-087	60	Specialty Stores
GR-088	125	Specialty Stores
GR-090	65	IT&C
GR-091	60	Specialty Food
GR-092	132	All day dining
GR-098	131	All day dining
GR-100	65	Beauty & Cosmetics
GR-101	60	Specialty Stores
GR-102	125	Convenience
GR-104	77	Specialty Food
GR-105	60	Convenience
GR-106	259	All day dining
GR-107	103	Coffee Shop
GR-108	186	Specialty Food
GR-109	347	All day dining
GR-510	187	All day dining



Ground Floor Tenant Mix II/V



The area near the Experience Center will encompass a variety of offering in order to satisfy the tourists' requirements. From gift shops, book shops, coffee shops, specialty food, small niche units would cater to the needs.

Supermarket

In order to attract and give a reason to locals to explore the scheme, the supermarket is strategically positioned in a corner yet having visibility.



Gifting

From a range of book shops, souvenirs, nuts, chocolates, dates, gifting will have enough space to satisfy a variety of tastes.

Grab & Go

Small coffee shops, pastries, breakfast places accompanied by all day restaurants would create a transition towards the F&B area of the scheme



Ground Floor Tenant Mix III/V

Shop No.	GLA (sqm)	Function
GR-438	415	Jewelry & Accessories
GR-439	860	Coffee Shop
GR-129	242	Specialty Stores
GR-131	242	Specialty Stores
GR-132	298	Convenience
GR-134	183	Coffee Shop
GR-145	2,752	Food Hall



Ground Floor Tenant Mix III/V



In front of the arts & culture center, since is by the exit of the project, a range of diverse activities were curated to cater to both tourists and locals.

The Co-working space can be easily replaced by one of the simulation & VR centers with a branded coffee shop included.

Food Hall

With a variety of offering, cuisines in an experiential setting, the food hall will attract more than a regular food court.

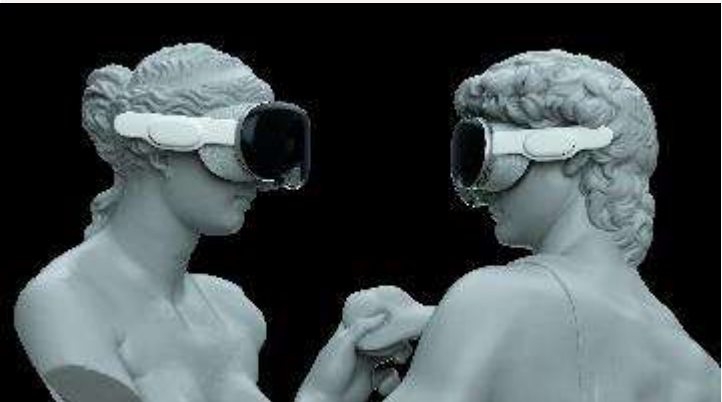


Gifting

By the exit of the project convenience and gifting are a must for a last minute shopping.

Co-working/ simulation hub

In front of the culture & art center, 2 options would function: unconventional coffee shop with a co-working space or a simulation hub having associated a brand caffe.



Ground Floor Tenant Mix IV/V

Shop No.	GLA (sqm)	Function
GR-262	191	All day dining
GR-410	184	Specialty Food
GR-258	170	All day dining
GR-502	162	Coffee Shop
GR-254	81	Specialty Food
GR-253	138	All day dining
GR-252	249	All day dining
GR-251	187	All day dining
GR-249	187	Coffee Shop
GR-246	347	All day dining
GR-159	196	Fashion Retail
GR-328	184	Fashion Retail
GR-166	184	IT&C
GR-433	183	Fashion Retail
GR-170	179	Specialty Food
GR-169	91	Fashion Retail
GR-191	251	Jewelry & Accessories
GR-192	205	Beauty & Cosmetics
GR-456	218	Coffee Shop
GR-457	218	Fashion Retail
GR-195	205	Fashion Retail
GR-345	183	Beauty & Cosmetics
GR-197	178	Specialty Food
GR-198	80	Specialty Food



Ground Floor Tenant Mix V/V

Shop No.	GLA (sqm)	Function
GR-205	389	All day dining
GR-206	245	Retail Fashion
GR-208	1,401	Children Entertainment
GR-223	131	Specialty Food
GR-227	190	Retail Fashion
GR-230	132	All day dining
GR-236	63	Coffee Shop
GR-238	65	Jewelry & Accessories
GR-239	185	Specialty Stores
GR-242	76	Fashion Retail
GR-244	103	Coffee Shop
GR-245	259	All day dining
GR-392	60	Fashion Retail
GR-690	183	Specialty Food
GR-377	125	Fashion Retail
GR-374	91	Specialty Stores



Ground Floor Tenant Mix **V/V**



As a corner unit without visibility, an anchor activity should be placed in order to attract targeted audience yet to complement the mix.

Children entertainment

Catering to a variety of age groups, in including toddlers, the children entertainment area complements both the Experiential Center and the F&B offering.



Gifting

From a range of book shops, souvenirs, nuts, chocolates, dates, gifting will have enough space to satisfy a variety of tastes.

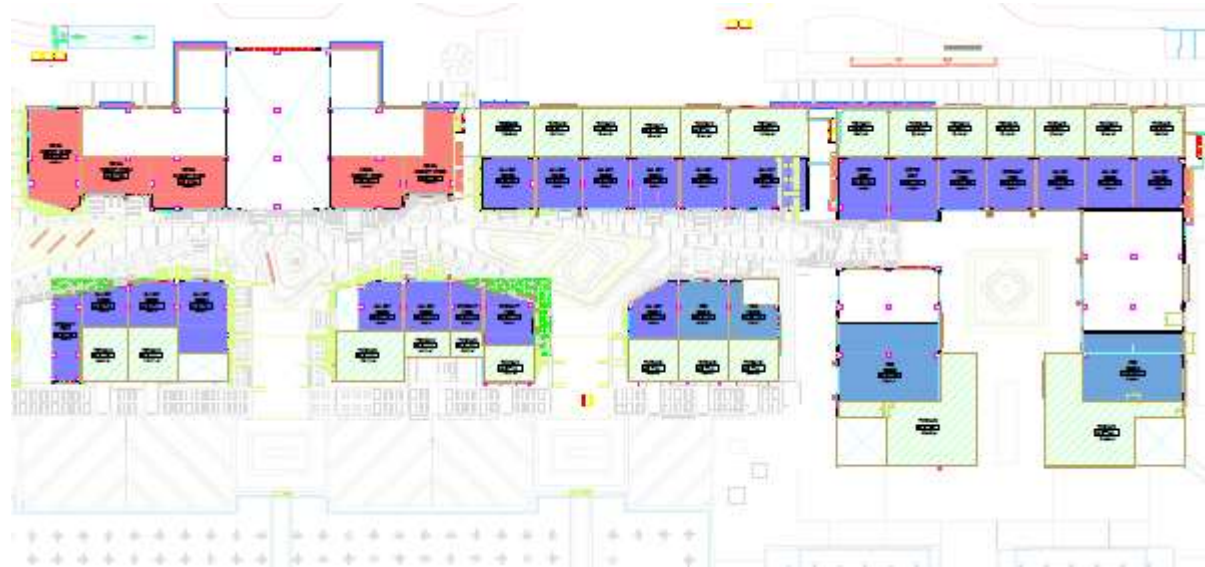
Grab & Go

Small coffee shops, pastries, breakfast places accompanied by all day restaurants would create a transition towards the F&B area of the scheme



Upper Floor Tenant Mix I/IV

Shop No.	Function
FF-024	All day dining
FF-025	All day dining
FF-026	All day dining
FF-027	Coffee Shop
FF-028	Coffee Shop
FF-032	Specialty Food
FF-033	Fine Dining
FF-034	Fine Dining
FF-108	Specialty Food
FF-109	All day dining
FF-111	All day dining
FF-114	All day dining
FF-116	Specialty Food
FF-117	Coffee Shop
FF-118	Specialty Food
FF-119	All day dining
FF-120	All day dining
FF-122	Fine Dining
FF-124	Fine Dining
FF-041	All day dining
FF-042	All day dining
FF-044	All day dining
FF-053	Retail Concept Store
FF-054	Retail Concept Store
FF-057	Retail Concept Store
FF-058	Retail Concept Store
FF-059	Retail Concept Store
FF-060	Retail Concept Store



Upper Floor Tenant Mix II/IV

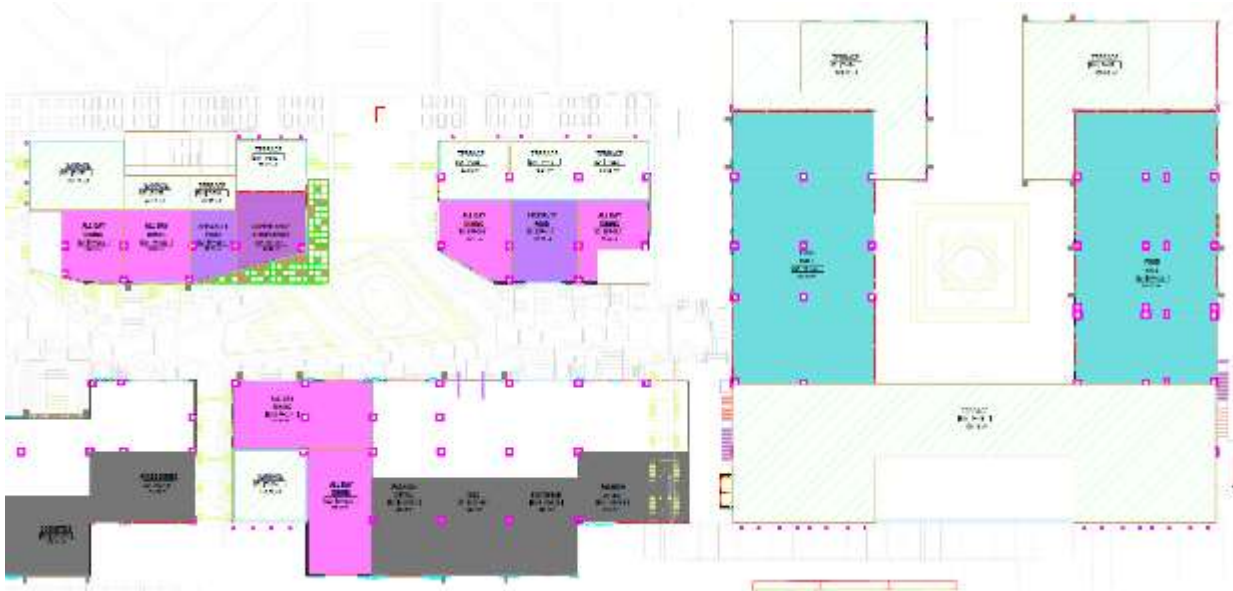
Shop No.	Function
FF-067	Farmer's Market
FF-068	Farmer's Market
FF-084	All day dining
FF-086	All day dining
FF-088	All day dining
FF-089	All day dining
FF-090	All day dining
FF-091	All day dining
FF-092	All day dining
FF-093	All day dining
FF-098	Coffee Shop
FF-099	Coffee Shop
FF-100	Coffee Shop
FF-101	Coffee Shop
FF-102	Specialty Food
FF-104	Specialty Food



Upper Floor Tenant Mix III/IV

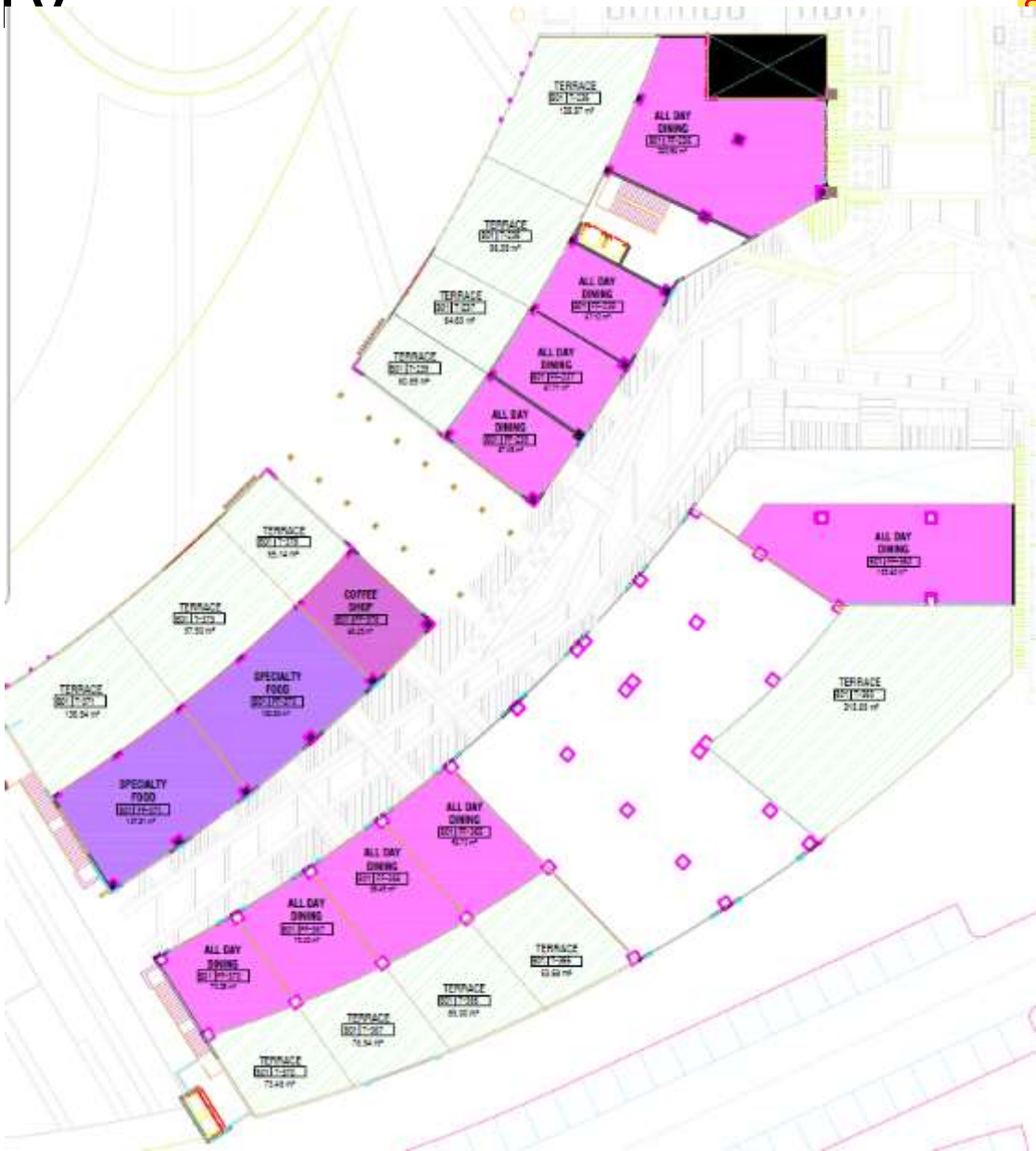


Shop No.	Function
FF-151	Food Hall
FF-156	Food Hall
FF-312	Food Hall
FF-321	Food Hall
FF-434	Food Hall
FF-435	Food Hall
FF-437	Food Hall
FF-442	Food Hall
FF-445	Food Hall
FF-581	Food Hall
FF-582	Food Hall
FF-262	All day dining
FF-410	Specialty Food
FF-258	All day dining
FF-502	Coffee Shop
FF-254	Specialty Food
FF-253	All day dining
FF-252	All day dining
FF-251	All day dining
FF-249	Coffee Shop
FF-397	All day dining
FF-246	All day dining



Upper Floor Tenant Mix IV/IV

Shop No.	Function
FF-205	All day dining
FF-206	All day dining
FF-208	All day dining
FF-212	All day dining
FF-214	All day dining
FF-215	All day dining
FF-218	All day dining
FF-220	All day dining
FF-355	All day dining
FF-358	All day dining
FF-359	All day dining
FF-360	All day dining
FF-362	All day dining
FF-365	All day dining
FF-366	All day dining
FF-367	All day dining
FF-370	All day dining
FF-236	All day dining
FF-238	All day dining
FF-239	All day dining
FF-242	All day dining
FF-389	All day dining
FF-690	All day dining
FF-227	Coffee Shop
FF-230	Coffee Shop
FF-371	Specialty Food
FF-373	Specialty Food
FF-375	Specialty Food
FF-377	Specialty Food
FF-378	Coffee Shop
FF-380	Coffee Shop



First Floor Tenant Mix

The first floor will be mainly accessible via exterior staircases or interior staircase where the case with having the same tenant GF & FF.

Farmer's Market

Complementing the experience for both visitors and locals, a Farmer's Market on top of the supermarket, offers a unique local shopping setting.



F&B

With a view either to the park or to the main spine water feature, the 1st floor will mainly cater to a variety of cuisines.

Retail Concept Store

The retail concept store besides a mezzanine it is assumed to have a boutique roof F&B.





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AL MADINA

MOOD BOARDS

Anchors

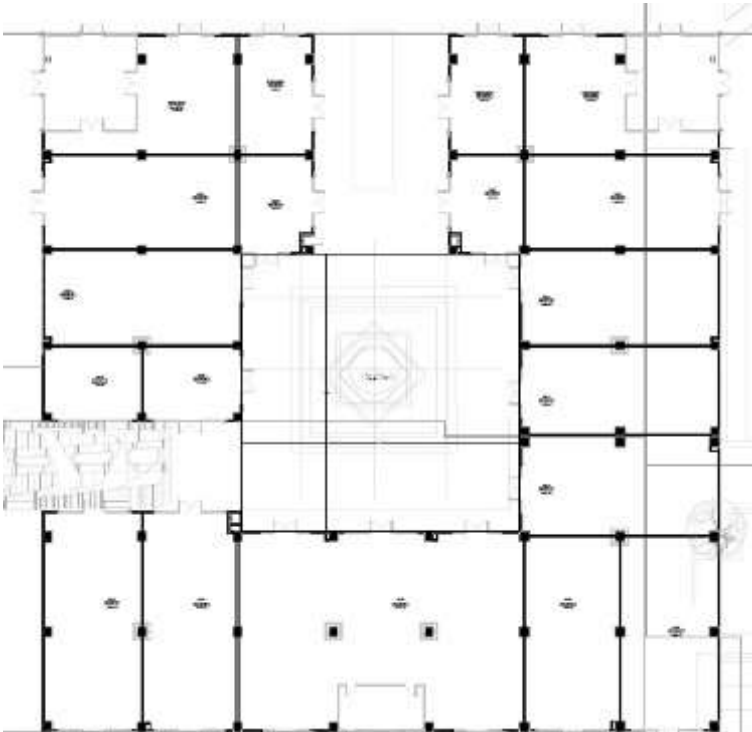
Food Hall

Food halls have rapidly become a cornerstone of modern urban dining culture, offering an eclectic array of culinary delights under one roof. These vibrant spaces blend the charm of a traditional marketplace with the convenience and diversity of contemporary food offerings. Integrating a food hall into the tenant mix of the project can enhance its appeal and viability. Food Halls are also considered social hubs as they provide communal spaces for people with different tastes and preferences.



Units will include both indoor sitting and the kitchen area of the operator, yet there will not a partitioning between them, in order to give the feeling of an open experiential space.

The outdoor area in between the blocs will be a shaded sitting area as well sustaining the vibe and atmosphere of the location.



Food Hall



Barangaroo Food Hall, Sydney

A multi-level high-end sustainable food hall for adults overlooking the water. Each floor has its own curated experience.

Revival Food Hall, Chicago

Revival Food Hall is a 2,300 sqm marketplace spotlighting the best of Chicago's acclaimed culinary scene under one roof.

Revival features many of Chicago's favourite neighbourhood restaurants in a grab-and-go setting, plus curated new concepts debuting from several acclaimed Chicago chefs.



Food Hall



Al Mamlaka Social Dining, Riyadh

Al Mamlaka Social Dining stands as a testament to Saudi Arabia's innovative spirit and the considerable change taking place across the nation's transforming F&B scene. Al Mamlaka is positioned as a destination to attract tourists and visitors from all over KSA.

Time Out Market, Dubai

Spanning 3,995 sqm, the Time Out Market Dubai food market features 17 renowned homegrown eateries, including MASTI, BB Social Dining, Cafe Isan, Pickl, Pitfire, Reif, Slab Cocina, Scoopi and Long Teng. Time Out is the world's first editorially curated food and cultural market.



Food Hall - research



Zayed International Airport Abu Dhabi		
Coffee Shops	Dining	Retail
Bottega Prosecco bar & craft Beer	Jones the Grocer	Abu Dhabi Duty Free
Briche Doree	Meat District	Airportay
Costa Coffee	Pana	Bag Wrap
Culto Caffè	Shawa	Bottega Veneta
LULU Roastery	Todd English	Capi
Maatouk	Urban Food Market	Claire's
Puro Gusto		Du
SO! Coffee		Etisalat
Starbucks		Fendi
The Daily		Foot Locker
The Majlis		Habanos
Vit		Hermes Paris
		Kenzo
		Le Club
		Michael Kors
		Muji
		Polo Ralph Lauren
		Pure Gold
		Salvatore Ferragamo
		Scent
		Pink

Marassi Galleria Bahrain	Bahrain Airport	The Food Hall Bahrain
F&B	F&B	F&B
KFC	R12 Sports Bar & Lounge	Pastarito
Crepelele Café	Mcdonald's	Yasmine
Baskin Robins	Albaik	Paradiso
Gulnar	Starbucks	Macron Cafe
Spun Candy	Crepafé	Twist
Katana Torii	Jamie's Deli & Pizzeria	Mezza House
Jamal Showaiter Sweets	Illy Café	
Paul	Lumee on the go	
TGI Fridays	Jaipur Indo Asian	
The Bistrot by Origins	TGI Fridays	
Venchi	Ritazza	
Bosporus	Levito Pizza & Pasta	
Auntie Annes	Upper Crust	
	KFC	
	Camden Food Co	
	The Terrace Café	
	Burger King	

Depachika Food / Nakheel Mall Dubai	Time Out Market Dubai
F&B	F&B
Boon	Little Jun's
Kilikio by Mythos	Masti
SugarMoo	Ala Greque
Koala Picks	Reif
Royce' Chocolate	Mattar
Orient Delight	Pickl
Zois Little Greece	Pitfire Pizza
Sal's Shuchi Bar	Boon Coffee
Casa Della Pasta	Odeon
Madame Choux	Scoop
The Truffleers	Slab Cocina
The Lime Tree	Liban By Allo Beirut
The CheeseRoom	Lana Lusa
1004 Gourmet	Onda By Alici
Simple Chef	BB Social Dining
Tea By M	Café Isan Thai
Prima Gourmet	Long Teng
The Cellar Door	Palace Bar
Casinetto	Atrium Bar
Daikan	Fountain Bar
M'oishi	
Madeleine et Marcel	
Domori & Prestat	
ItalTouch	
Janat Tea Paris	
La Dispensa	
La Fabbrica Italiana	
Lana Lusa	
Leonidas	
Lyre's	
Prostor.AE	
Sal's Burger	
Soul Food Vegan Cheese	
Kdayifzade	
La Barra	
Moishi	
Bodrom By Apricot	



Food Hall - research

Specialty Stores

Specialty stores play a crucial role in enhancing the tenant mix of commercial developments by offering unique, niche products and services that cater to specific consumer interests. Specialty stores contribute to the overall experiential appeal of a commercial development. They offer more than just products; they provide a unique shopping experience characterized by personalized service, expert knowledge, and a passion for their niche.



Specialty stores can encompass an F&B element and with a 300 sqm of coherent merchandising, the units can provide a full 1-1.5h experience for a tourist.

Arts & Culture

Arts and culture centers play a vital role in fostering creativity, promoting cultural exchange, and enriching communities. These centers serve as hubs for artistic expression, education, and community engagement, offering a wide range of programs, exhibitions, performances, and events.



The art & culture hub it is considered to include the following:

- exhibition/ gallery spaces for temporary and interchangeable concept
- Auction hall
- Simulation/ VR catering to a diverse range of activities
- Workshop halls for artists to interact with consumers

Taking into consideration that the Madinah Art Center is closely located in the King Fahd Park, the area should become as a cultural hub and a main destination for tourists after visiting the Holy City.

Exhibition Centers



The Void
Leading location-based VR entertainment destination.

TeamLab Borderless, Japan
This digital art museum by TeamLab features immersive, interactive installations where visitors can walk through stunning, ever-changing digital landscapes. The art seamlessly merges with technology to create a unique sensory experience.



Arts & Culture | The Carr Center, Detroit, USA



Multi-Purpose Spaces: Design the center with versatile spaces that can accommodate various activities, such as art exhibitions, workshops, performances, lectures, and community gatherings. Include flexible areas that can be easily adapted for different purposes.

Art Galleries and Exhibition Spaces: Incorporate gallery spaces to showcase local and international artwork. Consider featuring rotating exhibitions, artist residencies, and curated displays that highlight diverse artistic expressions.

Performance Venues: Include a theatre, black box space, or outdoor amphitheatre for live performances, including theatre productions, dance performances, music concerts, and spoken word events. Ensure the venues are equipped with sound, lighting, and stage facilities.

Creative Workshops and Studios: Provide studio spaces for artists and creatives to work and collaborate. Offer workshops and classes in various artistic disciplines, such as painting, sculpture, ceramics, photography, and digital arts.

Porsche

- Several car brands have ventured into the food and beverage (F&B) and dining concepts space, often through collaborations or brand extensions that leverage their image and design aesthetics. Here are a few notable examples:



RESTAURANT 917 BY PORSCHE



PORSCHE EXPERIENCE CENTER LOS ANGELES

Mercedes Benz | Ferrari

- Coffeeshops and co-working spaces could be a mix of car brands themed places for VR as well as co-working cafés.



MERCEDES – BERTHA'S BAR & RESTAURANT,
GERMANY



FERRARI – IL CAVALLINO – THE RESTAURANT,
ITALY

Fashion Concept Store

- FLTRD is a fashion platform curating and operating niche concept and pop-up stores in the Middle East. It is a multifunctional platform committed to cultivating a creative community, elevating retail experiences, fostering and developing fashion designers, and promoting radical talents. FLTRD opened a new art space located in Gate Avenue at DIFC, with the venue collaborating with artists.



FLTRD Art Space, DIFC



FLTRD Concept Store

Fashion Concept Store

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THAT Concept Store, UAE



Comptoir 102, UAE



Maison69 Concept Store, Egypt

Farmer's Market | Deerfield's Mall, Abu Dhabi

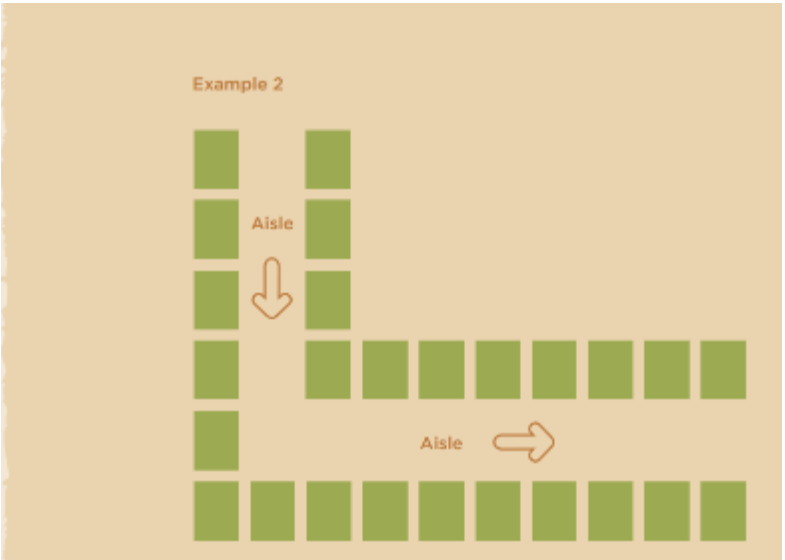
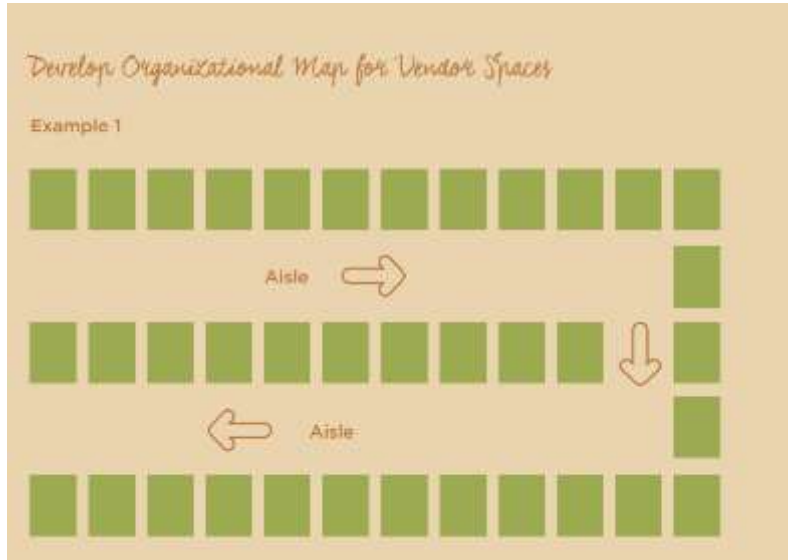


Farmer's Market | Arkan Plaza, Egypt



Farmer's Market Setup

A farmers market's vendor mix, the variety of vendors participating, should be curated to offer a diverse selection that caters to a wide range of customer preferences and creates a vibrant atmosphere.





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SAMPLES

SAMPLES

Brand catalogue

Brand Catalogue

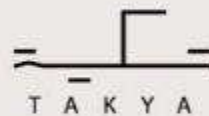


Fine Dining

Premium Dining establishments add a touch of sophistication to the development, attracting discerning individuals seeking ritzy experiences. This category complements the tenant mix by offering an upscale dining option enhancing the development's positioning and creating an aura of exclusivity and opulence.



LA BRASSERIE



HELENIKA

YOKARI



ZUMA
CONTEMPORARY JAPANESE CUISINE



MAMO
MICHILANGILO

Brand Catalogue

Casual Dining



Casual dining outlets are considered vital in generating demand for retail projects. This dining category caters to families, friends and individuals and serve as a social hot spot for gatherings. Casual dining outlets create a welcoming environment that encourages longer dwell time and boosts foot traffic and overall engagement within the development. A variety of brands, both chains and independent restaurants, were chosen to serve different age groups and affordability levels.



Brand Catalogue

savills



Food Hall



JAMIE'S DELI

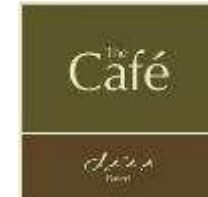
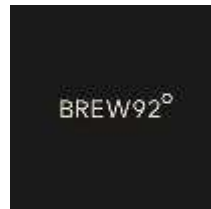


Brand Catalogue



Coffeeshops/ Cafés

Well-known coffee and bakery brands contribute to the identity of the development, often becoming landmarks that customers associate with the location. This F&B category complements the tenant mix by offering an alternative atmosphere for leisure and interaction. Choosing the right cafes and coffee shop for the project will aid in targeting the desired demographic as well define its positioning



Brand Catalogue

Kids Entertainment

The Kids Entertainment and Edutainment segment within the project's tenant mix significantly enhances the overall appeal of the development, catering to families and young visitors. This zone features engaging and educational activities designed to stimulate creativity and learning. Interactive play areas, children's workshops, and edutainment centers offer a diverse range of experiences, from hands-on science exhibits to imaginative play zones.



Specialty

Specialty stores exemplify excellence in their respective categories, offering customers exceptional products, curated selections, and memorable shopping experiences.



WH Smith

Brand Catalogue



Fashion

Fashion brands within the development will play a pivotal role in shaping its identity and appeal. By curating a selection of unique and local fashion retailers, the project can offer a distinct and authentic experience that resonates with the community and attracts discerning customers. These local brands bring a sense of individuality and craftsmanship, contributing to a more diverse and vibrant tenant mix.

LONGCHAMP
PARIS

theCONCEPTSTORE

TIMA ABID

COCCINELLE



RAZAN ALAZZOUNI

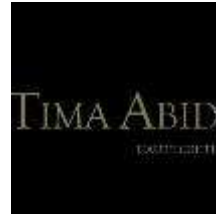


Deema

MAISON BO
PARIS



SOTRA
SINCE 1982



أ. ب. ا. د. ا.
A B A D I A

SARAH FAISAL
COLLECTION



TIMA ABID

HANOSIGN
هنوساين

Brand Catalogue



Jewelry & Accessories

Within this category, renowned jewelry designers, upscale accessory boutiques, and premium watch retailers contribute to the project's upscale ambiance. By curating a selection of exclusive and unique pieces, this zone attracts discerning shoppers seeking high-quality craftsmanship and personalized style. The presence of these luxury brands not only elevates the overall retail offerings but also complements the arts and culture ethos of the development

MAGRABI

MOUAWAD



Beauty & Cosmetics

Visitors can explore innovative skincare solutions, discover new beauty trends, and enjoy personalized consultations with industry professionals. The integration of beauty and wellness services aligns with the project's aim to create a holistic lifestyle hub, where visitors can rejuvenate and pamper themselves.



F&B Brands Allocation Sample



04

PRELIMINARY TENANT MIX

Commercialization

COMMERCIALIZATION PHILOSOPHY



Commercialization of assets refers to the process of introducing commercial activities or leisure elements into the common areas. This can include the integration of businesses, advertising, or the development of commercial amenities within common areas.

The rationale behind commercialization is often driven by the need for additional revenue streams to support marketing activities expenditure of the asset and by the need for constant innovation related to consumer engagement. By allowing commercial activities in the common areas, it is believed that the generated income can help offset costs and contribute to the sustainability of these spaces.

Commercialization can take various forms, such as the establishment of food and beverage vendors, retail outlets, or the leasing of common spaces for events or promotional activities. It can also involve partnerships between different entities in order to develop and manage commercial amenities within common areas.

However, it is important to approach commercialization with careful consideration and balance. While it can provide financial benefits, it should not compromise the primary purpose of common spaces, which is to serve the community's needs for recreation, relaxation, and social interaction. The integration of commercial elements should be done in a way that respects the character and integrity of the asset, ensuring that it remains accessible, inclusive, and enjoyable for all.

In summary, commercialization can be a means to generate revenue and support the expenditure of an asset. However, it should be approached thoughtfully, with a focus on preserving the project's positioning and maintaining the overall quality and accessibility of these shared areas.

The goal is to create vibrant and engaging common spaces that benefits both the community/ the target and the asset from a financial perspective.

OFFERING A FULL
PACKAGE FILLED
WITH THE
EXCITEMENT OF THE
“NEW” COMBINED
WITH THE
CONVENIENCE OF
THE “KNOWN”

Utilizing common spaces for better and higher engagement

Creating spaces for the community and generating regional “word of mouth”

Experiential community events in the shared spaces

Wayfinding and operational excellence

A large, solid yellow arrow pointing downwards, centered at the top of the slide.

WHAT DO WE WANT TO SAY?

ENGAGEMENT

Unique features on each of the main shared common areas throughout the scheme would enhance the dwell time during visits and the positioning of the scheme, offering a very positive sentiment.

Having a variety of activities, amenities make consumers' trial recurrent, translating into frequent visits and integrating the scheme into their habits.

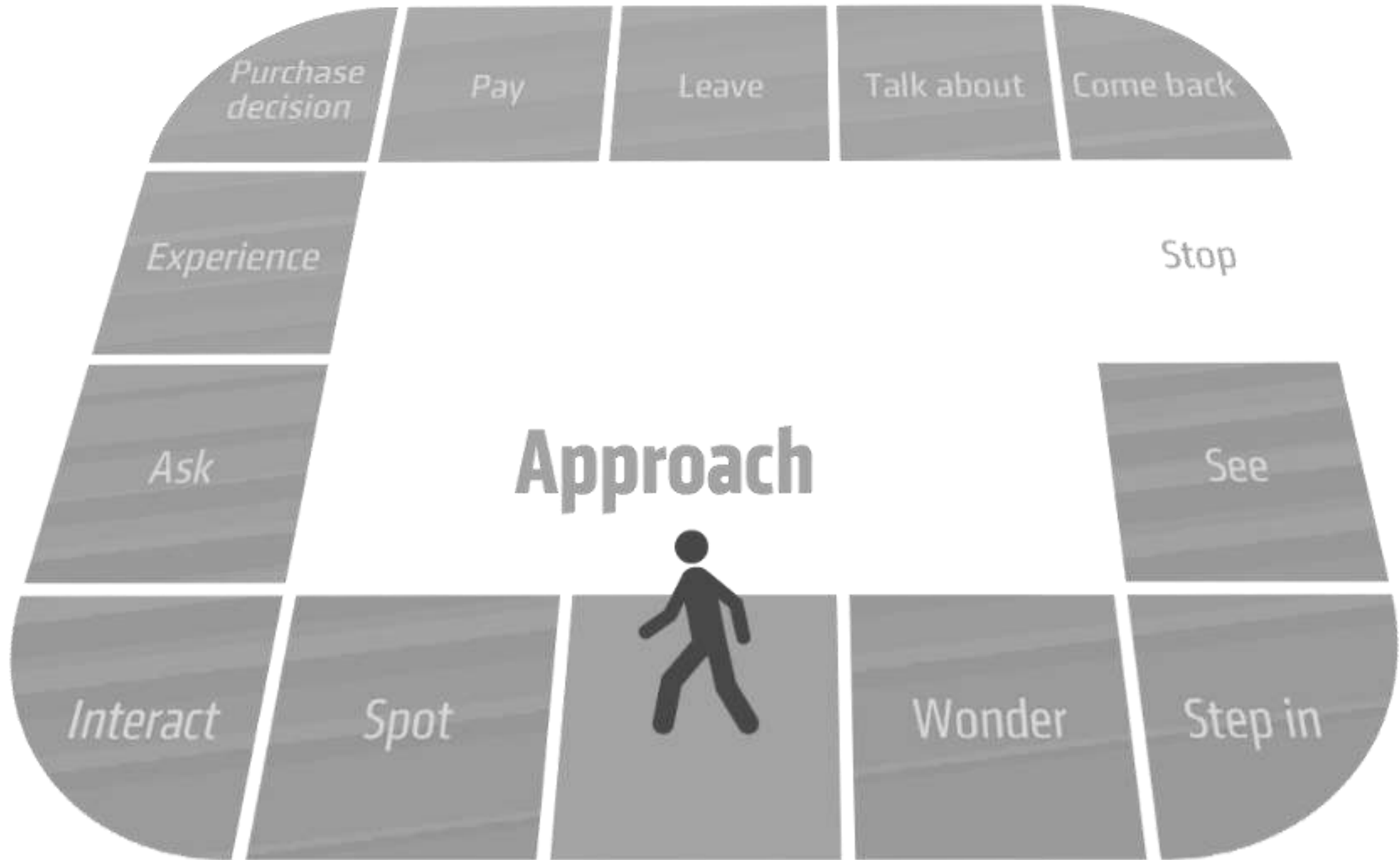
ESG

Aspects related to sustainability can be taken into account related to waste management, to encouraging alternative mobility, utilities monitoring for the assets etc.

Small features can make the community feel more engaged and make out of it a part of the USP.

VARIETY

Given the variety of the offering from amenities & services perspective this increases the comfort feeling of the consumers and a positive attitude towards the scheme.



THE POWER OF 10



ENCORPORATING PLACEMAKING & COMMERCIALIZATION

- In placemaking, the concept of the "power of 10" refers to the idea that successful public spaces and developments are enriched and activated by a variety of elements, attractions, and activities that cater to a diverse range of people and interests.
- The concept is derived from the observation that spaces tend to become more vibrant and appealing when they offer a balance of different features, both large and small, which collectively create a sense of place and draw people in.
- Applying the power of 10 in placemaking involves creating a mix of elements that cater to different scales of engagement, ranging from the personal and intimate, to the communal and active. The concept encourages planners and designers to think about how a place can offer 10 different levels of engagement, ranging from places to sit, eat and drink, listen to music, enjoy playgrounds, shop, all the way up to participate larger group events such as art-related activities, attend performances and exhibitions, study/work etc.
- This approach ensures that a place is not just a static environment, but a dynamic and lively space that can adapt to different needs and preferences.



PERSONAL SPACES

Provide comfortable seating areas, benches, and small nooks in public spaces for people to relax, read, or have quiet conversations.



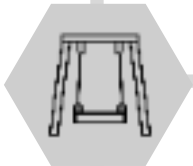
INTERACTIVE ART

Integrate art installations that link the buildings together and invite visitors to interact, such as murals they can paint on, kinetic sculptures they can manipulate, or digital displays they can control.



F&B OUTLETS

The diverse F&B offering which includes eateries, cafes, and casual dining will cater to diverse palates and encourage people to dine together.



ACTIVE PLAY ZONES

Include children entertainment concepts to encouraging families to spend quality time together.



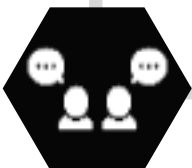
WELLNESS ACTIVITIES

Offer spaces for indoor activities promoting health and well-being for visitors.



POP-UP MARKETS

To keep the experience fresh and dynamic, incorporate pop-up spaces and rotating concepts. These spaces can host emerging brands and limited-time collaborations.



SOCIALIZE

Encourage cafes and restaurants to host events and workshops that can bring people together around shared interests. These activities create a focal point for social interaction.



LEARNING & WORKSHOPS

Allocate space for workshops, seminars, and classes, where community members can gather to learn new skills, share knowledge, and engage in creative activities.



SHOP

Include a diverse array of specialty leasing retail tenants to promote shopping and recurrent visits.



WORK

The inclusion of a co-working spaces inside retail spaces will encourage customers to develop a frequency of going inside the development.

PILLARS OF PLACEMAKING & COMMERCIALIZATION

Placemaking and the commercialization are both a philosophy and a practical process for transforming public and common spaces. It is centered on observing, listening, asking questions of the people who live, work, and play in a particular space in order to understand their needs and aspirations for that space and for their community as a whole.

PILLARS OF PLACEMAKING

- **Accessibility:** Covers connectivity and visibility. It is noteworthy to mention that a successful space is easily accessible, with ample parking, and highly visible from outside. Accessibility also includes being pedestrian-friendly with large sidewalks.
- **Comfort and Image:** A successful place should be perceived as comfortable, clean and safe. It should provide a variety of seating areas for people to choose from. A place should have a character that resonates with visitors and encourage recurring trips.
- **Uses and Activities:** The place should provide entertainment for all family members across different ages, host recurring events, art shows, and encourage community collaboration. Popular places generally have multiple activities in comparison to less successful places.
- **Sociability:** A successful place should invite social interactions and provide a strong sense of community and attachment to the place.

ACCESS & LINKAGES

- Permanence
- Close
- Connected
- Visible
- Walkable
- Convenient
- Accessible



COMFORT & IMAGE

- Safe
- Clean
- Green
- Walkable
- Sittable
- Charming
- Attractive



- Diverse
- Stewardship
- Cooperative
- Neighborly
- Pride
- Friendly
- Interactive
- Welcoming



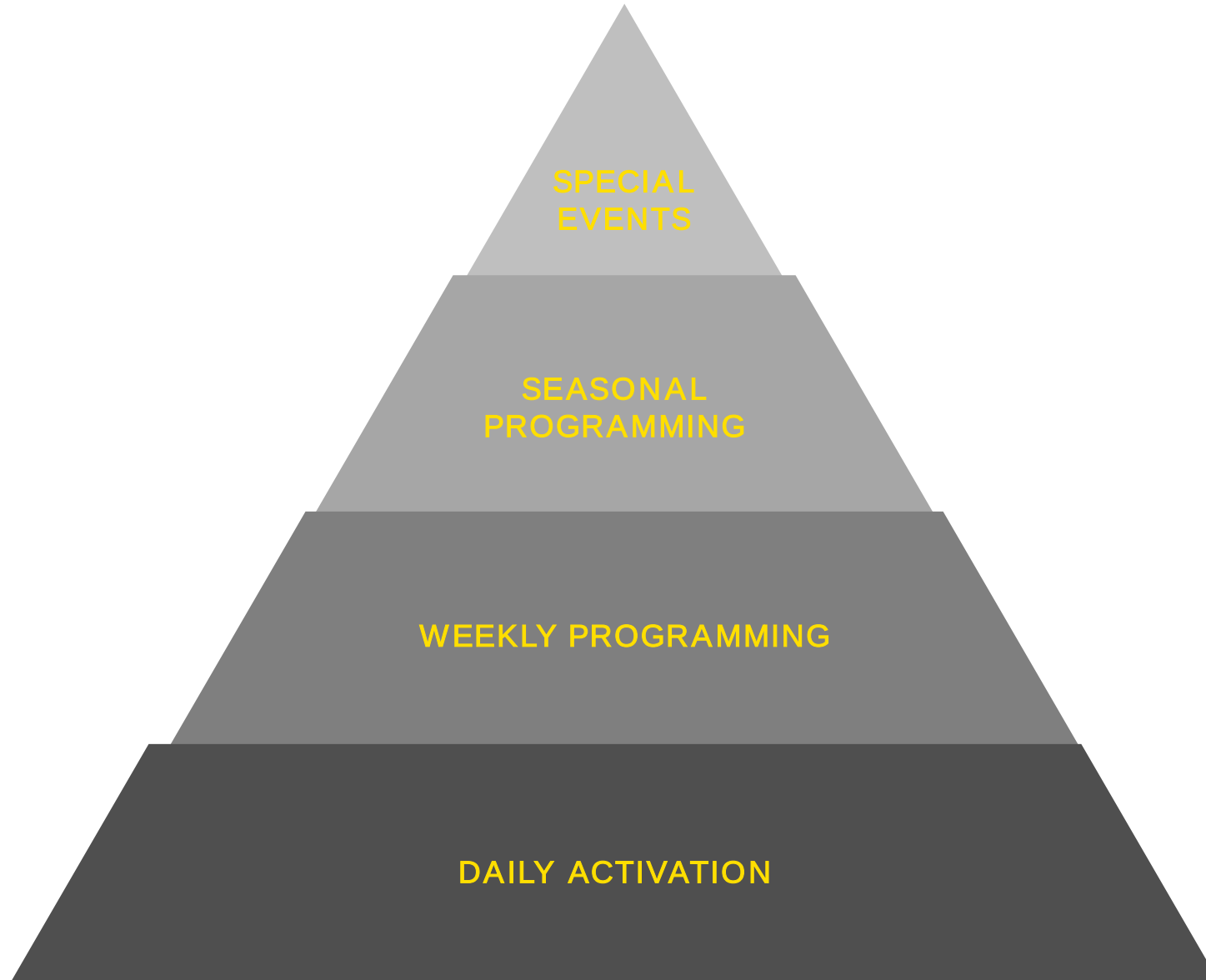
SOCIABILITY



- Fun
- Active
- Vital
- Special
- Real
- Useful
- Indigenous
- Celebratory
- Sustainable

USES & ACTIVITIES

THE CATEGORIES



- Festivals/Holiday events
- Events or shows when launching or announcing openings

- Shopping & F&B festivals
- Ramadan and seasonal festivities

- Ad hoc music events
- Entertainment series
- Art & Cultural events

- Art installations
- Entertainment vs retail cross selling
- Tenant promotions

COMMERCIALIZATION & PLACEMAKING AREAS



1

FARMERS MARKETS

Weekly or by-weekly morning markets offering locally sourced produce, artisanal crafts, and culinary delights foster a sense of community.

3

WORKSHOPS & CLASSES

Offer workshops in art, cooking, or crafts that allow visitors to immerse themselves in the local culture.

2

SEASONAL MUSIC, CULTURE & SPORTS FESTIVALS

Arrange festivals that celebrate diverse art forms, culture, and sports to create platforms for meaningful interactions. These events not only foster community bonds but also attract a spectrum of visitors, enriching the fabric of the project.

4

ARTS & CULTURE

From ad hoc exhibitions to recurrent curated open air art events & social events, this elements stands out and positions the scheme.

On-ground activations emerge as crucial components in mixed-use developments. These interactive experiences infuse vitality into the scheme, adapting them into centers of interaction, recreation, and community. The diversity of activations plays an important role in shaping the character and identity of the development.

- Activation during different parts of the day
- Activation to drive interest from a diverse group of end users and of different age groups
- Activation through different platforms

COMMERCIALIZATION & PLACEMAKING AREAS



■ Retail SL (3x3)
9sqm

■ SL including ATM
(30 sqm)

COMMERCIALIZATION & PLACEMAKING AREAS



CONVENIENCE AREA

- The FF area on top of the supermarket would be utilized for various types of markets: farmers markets, antique etc.



MAIN PROMENADES

- The main promenades areas between the buildings should be utilized for special booths with coherent design for the asset, showcasing various upscale retailers and brands activations.



ENTRANCES

- Besides iconic brand activation and exhibits, a mobility partners would be welcomed in order to facilitate consumers' movement inside the scheme.



PARKING

- The parking area should serve as one of main drivers for media sales and media support rental



CIRCULATION

- In the elevators, escalators and circulation areas, various media support can be incorporated in order to enhance the roll of cross selling.

ENTRANCES

TYPES:

- Mobility Partners
 - Bike/ Electric Bike/ Electric Scooter lanes
 - Bike/ Electric Bike/ Electric Scooter stations
 - Segway station
 - Electrical car charges
- Pick-up & drop of for electric scooters, bikes & segways
- Branded UBER pick-up point
- Valet Parking
- Special brand activations: product placement
- Mobility partner can be either a barter contract or an annual amount which can be paid to Mayadeen for display & advertising.
- UBER pick-up point – barter
- Valet Parking – payable by the supplier
- Brand activation- amounts would be charged per weekend or if it is a constant activation for a month prices reach this amount per month not only per weekend, except car displays

CONVENIENCE AREA

TYPES:

- Recurrent markets with different themes
 - Booths with local, high scale cosmetics or small home & deco souvenirs
 - Refreshment carts
 - Promotional booths from brands targeting tourists
 - Charity booths
- Recurrent markets with various themes are usually organised by dedicated event agencies. Stands/ furniture are provided by the Landlord for the first edition. Minimum amount per edition is paid by the organizer for the venue.
 - The booths should be created in a manner that can accommodate with maximum visibility all kind of businesses and each tenant can personalise the interior and exterior logo/branding.
 - Charity booths – it is recommended for charity booths to have a special dedicated area, not necessarily in the middle of the scheme but more towards the convenience or back area.

MAIN PROMENADES

TYPES:

- Ad hoc art & cultural events, art exhibitions and art installations
- Booths with local, high scale designers, accessories which would bring the fashion variety
- Media Sales on the common areas
- Promotional booths and brand activations
- Experiential booths
- Ad hoc art and social events would be either seasonal, bringing together artists and consumers in a unique interaction on the common areas, transforming them in a full scale art exhibit.
- Mainly created out of glass and modular as opening, the booths should be created in a manner that can accommodate with maximum visibility all kind of businesses and each tenant can personalise the interior and exterior logo/branding.
- Media Sales needs to be subtle yet efficient, without given a feeling of too much yet, making the brands visible.
- Experiential booths are either short or long term focusing more on the consumer's reaction and feeling rather than the financial element. Example: Library with outdoor sitting to enjoy or listen to the books/ live cooking with seating and having various shows per week.

COMMERCIALIZATION & PLACEMAKING AREAS



CIRCULATION

TYPES:

- Media Sales on different supports like lighting poles, flags, floor stickers etc.
- Elevator screen branding
- Escalators branding

PARKING

TYPES:

- Media Sales
- Special family parking spots
- VIP Parking



MEDIA SALES PARKING & CIRCULATION





COMMON AREAS SENSORIAL



Common areas should encompass given their importance a set of sensorial elements.

Depending on the space, customisation for specialty leasing will be implied.

- Landscape specific elements
- Music/Sounds
- Sitting areas
- Amenities areas
- Lighting

FEATURES TO BE TARGETED

Amenities



VIP PARKING

Besides the Valet Parking, upon a loyalty program



FAMILY FRIENDLY

Mother & Baby rooms including Bottle & food warming facility

Family parking places (0.5 m bigger than usual places)

Kiddie rides



ON-GROUNG OPTIONS

Digital Screens

Parking entrance digital screens

Digital interactive screens which would promote the variety of tenants moving forwards and which could be utilized for media sales. Additional utilization as wayfinding.

Main intersections – digital screens placement

Classic Media Support

Utilizing the poles in front of the units or in the parking as rental can be one of the options to promote on a regular basis various tenants & openings.

Banners, billboards on dedicated support which would maintain the look & feel of the place yet enhancing the experience and the variety.





ON-GROUNG OPTIONS

Events & Sponsorships

Brands can sponsor areas inside the project for a period of several months or they can have various corners and activations.

Examples:

- Vodafone chill areas;
- Spotify corners with Wi-Fi.
- Community winter feast sponsored by the supermarket in the development



Mayadeen APP

The Mayadeen APP would include all asset features and would become one of the most used tool by both tourists and locals in order to explore the project.

APP features:

- Experience Center & Arts & Culture – ticket booking & payment
- Directory: Provide a comprehensive directory of all the stores, offices, amenities within the scheme, including their locations, contact information, and operating hours. This helps users easily find what they are looking for.
- Indoor Navigation: Implement an indoor navigation system that helps users navigate through the asset, guiding them to specific stores, facilities, or amenities. This feature can include interactive maps, turn-by-turn directions, and real-time location tracking.
- Deals and Promotions: Showcase ongoing deals, discounts, and promotions from different stores within the development.
- Personalized Recommendations: Utilize user preferences and shopping history to provide personalized recommendations for stores, products, or services within the development. This can enhance the user experience and encourage exploration of new offerings.



Mayadeen APP

APP features:

- Mobile Reservations: Enable users to reserve tables in restaurants or cafes, entertainment etc. within the scheme through the app.
- Loyalty Programs: Integrate loyalty programs into the app, allowing users to earn points, receive exclusive offers, and redeem rewards for their purchases within the scheme.
- Parking payment – if need be in the future

Other digital options

SMS Geo-targeted

Virtual Wallets Partnerships

Commercialization & Placemaking – “REALITY CHECKLISTS”



Uses and Activities

- What would engage tourists to start spending their day in Mayadeen?
- Are local people using this space regularly?
- Is the place used by a range of ages and types of people?
- Are many or most parts of the space used?
- Are there obvious choices of things to do besides shopping?
- Is there information about events and programs?
- Are activities attractive to visitors?

Comfort and Image

- Does the place make a good first impression?
- Is there a variety choice for the seating area?
- Is there appropriate weather protection?
- Is the place clean and well lit?
- Does the place feel safe?
- Does the place meet the needs of the people using it?
- Does the place reflect the entity or history of the community?
- Is the space dominated by one group of users?

Sociability

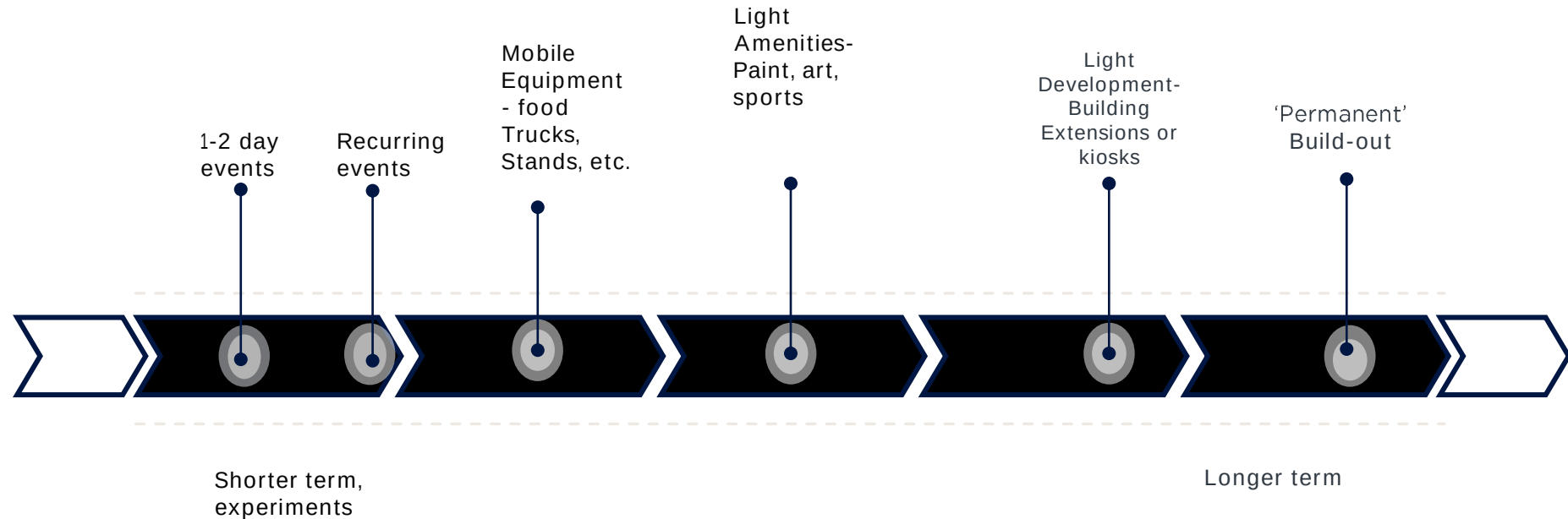
- Would you choose to meet friends in this place?
- Are there people in groups (more than one person) using this place?
- Is there a mix of ages that generally reflects the community at large?
- Would the place facilitate the interaction between various types of tourist groups?

Commercialization & Placemaking – “REALITY CHECKLISTS”



Access & Linkage

- Is the entrance visible from a distance?
- Is it easy to identify what is going on in the place?
- Is there adequate directional signage, maps and location information?
- Can people easily get there (e.g. they don't have to dart through traffic)?
- Does the place function for people with special needs?



WAYFINDING PRINCIPLES





WAYFINDING PRINCIPLES

In the mixed use assets there are several types of wayfinding strategies commonly used to guide customers and enhance their navigation experience. Some of these types include:

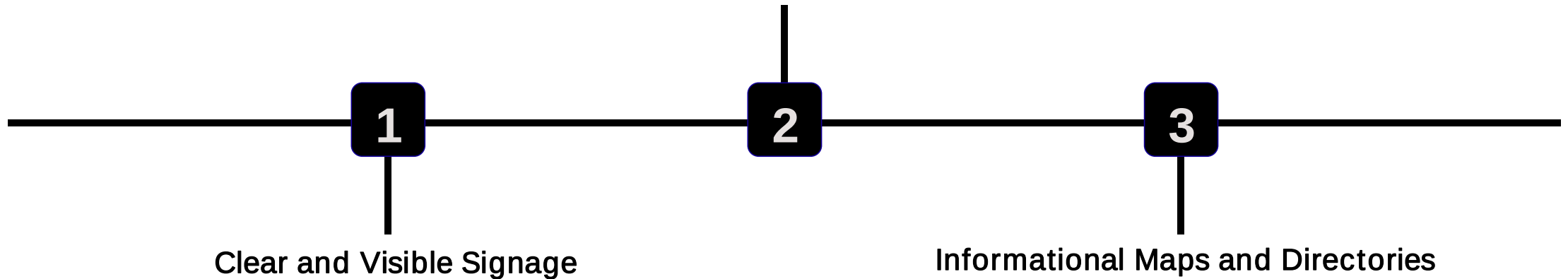
1. **Signage:** Clear and well-placed signs with directional information, symbols, and arrows can help customers easily locate different sections, departments, or specific location within a designated space.
2. **Floor markings:** Visual cues on the floor, such as coloured paths or arrows, can assist customers in finding their way through the project and reaching specific areas or points of interest.
3. **Maps and directories:** Providing maps or directories at key locations within the asset can help customers orient themselves and find the desired sections or areas.
4. **Digital wayfinding:** Utilizing digital technologies, such as interactive kiosks or mobile applications, can offer customers real-time navigation assistance, personalized recommendations, and information about promotions or events.
5. **Lighting and visual cues:** Strategic use of lighting, highlighting certain areas or creating visual focal points, can guide customers towards specific sections or areas.
6. **Staff assistance:** Well-trained staff members who are knowledgeable about the store layout and product locations can provide direct assistance and guidance to customers.



KEY ASPECTS

Logical and consistent placement of signage and visual cues create an intuitive path for customers to follow.

Consistent and Intuitive Navigation



Well-positioned signage with legible fonts and clear directional indicators guide customers to their desired destinations.

Well-designed maps and directories provide customers with an overview of the project and help them locate specific areas or facilities.



BEST PRACTICES

Utilizing Colour and Branding

Using consistent colours and incorporating branding elements in wayfinding element helps reinforce the retail strip's identity and aids in navigation.

Implementing Digital Wayfinding Tools

Utilizing digital screens, interactive maps, and mobile applications can enhance the wayfinding experience and provide real-time updates.

WAYFINDING MANDATORIES

Wayfinding strategy design includes four main sign types that distinguish the categories needed to complete the design package.

The Design package should be including and not limited to the below:

- Identification Signages
 - Directional Signages
 - Informational Signages
 - Regulatory Signages
- General Signage Theme & Colour palette for Interior & Exterior Signages
 - Mood Boards and Initial Palette Scheme
 - Detailed Theme for Interior & Exterior Signages
 - Inspirations for all Signage Types
 - Route Assessment for Signage Locations
 - General arrangement plan for location of specific signages
 - Masterplan Signage locations
 - Space by Space Signage location
 - Door Signages
 - Material Boards for Signage
 - Mock-ups
 - Typical Details for Plans & Elevations for Wall, Floor and Ceiling Signages
 - Typical Font style, size, theme, height for wayfinding strategy
 - Lighting Plans

IDENTIFICATION SIGNAGES

- Project Signage
- Identity for Each zone/plot and Theme
- Door and Wall Signages
- Landmark Signages
- Storefront Signages
- Plot Number / Name Signage/ design
- Icons for functions and activities IE. restaurants, offices, retail, hospitality, mosques, WCs
- Typical Signage Size, material, shape, fixation details
- Retail Signage types i.e.. flag, banners, storefront facade
- Parking Handicapped, Preferred Parking, green parking, electric cars parking, Bikes & Scooters Parking etc.
- Parking Car Charging Stations
- Parking Services i.e.. Facilities, Security etc.

DIRECTIONAL SIGNAGES

- Pathway Signage & Junction Signage (left to cafeteria; right to an exit)
- Coloured Theme Signage Types
- Directory Building according Tenants
- Directory Board according to Retail Tenants and Services Locations
- Circulation Signages
- Transportation Signages i.e.. Vehicular, Pedestrian, Bike, Golf Cars, Scooters
- Nearby Available Transportation modes icons
- Accessibility Signages i.e.. Entrances
- Emergency Exits
- Parking Signage circulation, exits, levels, column design and numbers
- Parking activities and retail signage
- Parking Handicapped, Preferred Parking, green parking, electric cars parking
- Dine, Shopping, Entertain signage characteristics

INFORMATIONAL SIGNAGES

- Amenities i.e. Free Wi-Fi; ATM, Banks etc
- Accommodations, Security, Managers Signages
- Facilities signage i.e. WCs, Exit streets
- Business information i.e. hours of operation, closed or open
- Icons and Symbols for WCs, Transportation Prayer, Changing Rooms, Lockers and Storage signs
- ATM icons and signs

REGULATORY SIGNAGES

- Rules and regulations ie. no smoking, no seating, no trolley or supermarket carts
- Distance or Avoid Physical Touch of Statues, Landmarks etc.
- Litter and Trash Signage
- Compliance standards i.e. ADA accessibility; high voltage sign
- Access control i.e. no entry beyond this point; employees only, staff access only
- Recyclable Trash Signs
- Firefighting and Extinguisher typical Signage Icons
- First Aid Signage icons and types

CRITICAL SUCCESS FACTORS - I/II



ENGAGE TARGET MARKET

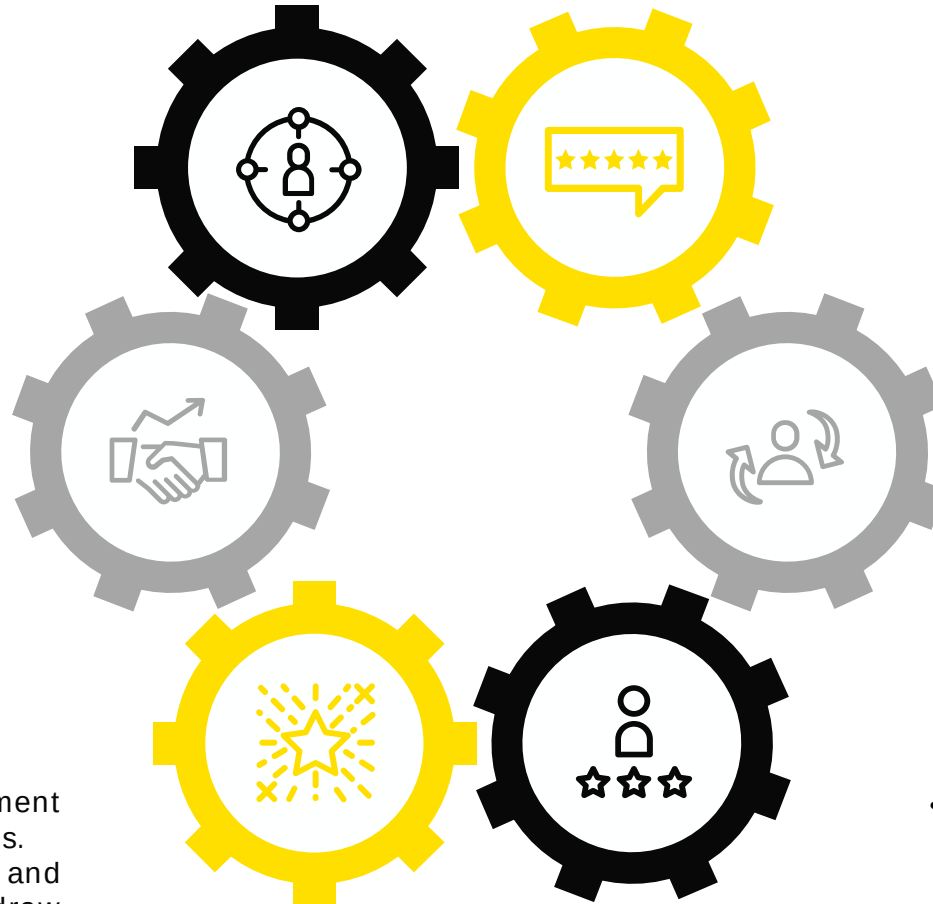
- Visitors must be engaged in the different offerings and activities, as they provide the most valuable perspective into project offering.
- Continuous feedback from visitors and residents, while incorporating their ideas, is essential to creating a successful and vital community place, while ensuring that their needs and aspirations are met.

PARTNERSHIPS

- To maximize exposure and ensure public engagement, it is recommended to involve partners who contribute with innovative ideas, help plan, and execute different activities.
- By partnering with distinguished operators, brands, and public figures, the development gains traction through higher publicity and differentiated experiences.

EMERGENCE OF NEW CONCEPTS

- New concepts are crucial within the development to improve outreach to the younger generations.
- Immersive and activity-based features and concepts are highly recommended to draw significant footfall and add vibrancy.
- Concepts including virtual simulations and augmented reality have gained popularity on both local and global levels.



SEAMLESS EXPERIENCE

- To ensure recurring visits and increase dwell time, visitors should perceive the project as convenient and without any bottlenecks that frustrate their experience.
- Simple design, proper wayfinding, and sufficient access and egress points (elevators, escalators, drop-off points, etc.) across the project, are essential to the success of the journey.

DYNAMIC PROCESS

- Placemaking and activation are continuous processes that require constant observation of how the space is being used.
- Project components and activities must be changing/ dynamic to sustain interest and ensure recurring visits.

NEW MARKET ENTRANTS

- Although current trends are geared towards home-grown brands and local purchases, the presence of international brands is considered crucial to the success of the development.
- New market entrants are essential to attract visitors to the development, as well as creating a buzz in the market, allowing for higher exposure.

CRITICAL SUCCESS FACTORS - II/II



CREATE SYNERGIES

- The development should focus on creating synergies across the proposed offering and activities.
- Providing diverse activities usually means the project has different visitors who use it at different times of the day. This shall create a strong social fabric, encourage recurring visits, and increase dwell time.

PROPERTY MANAGEMENT

- Property maintenance plays a vital role in creating great and lasting impressions on visitors.
- With proper facility management, potential dilapidation can be minimized.
- Active and quality-focused asset management will ensure tenants' satisfaction and retain the relevancy of their offerings over time.

SCHEDULED EVENTS & ATTRACTIONS

- It is important that the project hosts regular events that attract visitors.
- Concepts like farmer's markets, bazaars, networking events, live performances, festivals, and art exhibitions are highly recommended to attract different crowds across Jeddah.



INCREASED FOCUS ON F&B

- Considering the market dynamics and Saudi's inclination towards F&B concepts, increasing the focus on F&B across the development is envisaged to generate footfall, promote spending, and enhance the development's appeal.

ENGAGING THE FIVE SENSES

- While the human senses have important and independent functions, they also build-off of one another to influence overall perception.
- The development should focus on creating a pleasant environment for each sense.
- This will help ensure visitor satisfaction.

SYNCHRONIZING WITH TENANTS

- To provide an immersive experience across the development, the choice of tenants should be skewed towards creative and entrepreneurial brands.
- Tenants should be adaptive and in-line with the changing themes and activations implemented. They should provide immersive experiences all-year round, while ensuring consistency across the development.

05

PRELIMINARY TENANT MIX

Financial overview

Income overview

Estimated income per category (Annual)

“	Row Labels	Sum of Total annual rent SAR
	Convenience	358,836
	Food Hall	5,101,785
	Fine Dining	1,674,030
	Fashion Retail	2,249,442
	Jewelry	1,155,412
	Accessories	1,076,952
	Specialty Food	3,292,758
	Footwear	614,565
	Retail Concept Store	479,316
	Supermarket	859,512
	Coffee Shop	1,339,317
	Cosmetics	469,269
	Gift Shop	1,271,024
	BookShop	117,288
	IT&C	532,806
	Nuts & Convenience	199,648
	Chocolates & Gifting	107,296
	Children Retail	450,423
	Pastry Shop	253,280
	Optics	65,020
	Gift Shop & Book Shop	319,481
	Coffee Shop & Breakfast	576,989
	Storage	1,226,031
	Coffee Shop & Co-Working	1,503,240
	All day dining	6,160,368
	Arts & Culture	1,130,115
	Kids Entertainment	784,392
	Grand Total	33,368,594
	Ground & Basement floors	”

Function	Indoor estimated rent SAR/sqm/Year	Outdoor estimated rent SAR/sqm/Year	Terrace estimated rent SAR/sqm/Year	Mezzanine estimated rent SAR/sqm/Year	Revenue share %
Accessories	1,200	-	-	14,400	8-10 %
All day dining	1,200	7,200	7,200	14,400	10 %
Anchor	500	-	-	6,000	N/A
Bookshop	900	-	-	10,800	6-8 %
Children Entertainment	600	-	-	7,200	6 %
Children Retail	900	-	-	10,800	8-10 %
Chocolates & Gifting	1,600	-	-	19,200	10-12%
Coffee Shop	1,400	8,400	8,400	16,800	10%
Coffee Shop & Breakfast	1,400	8,400	8,400	16,800	10%
Coffee Shop & Co-Working	1,200	7,200	7,200	14,400	10%
Convenience	1,200	-	-	14,400	3%
Cosmetics	900	-	-	10,800	8-10%
Farmer's Market	150,000	-	-	1,800,000	3%
Fashion Retail	900	-	-	10,800	8-10%
Fine Dining	1,100	6,600	6,600	13,200	8-10%
Food Hall	1,800	10,800	10,800	21,600	10-12%
Footwear	1,000	-	-	12,000	8-10%
Gift Shop	1,900	-	-	22,800	8-10%
Gift Shop & Book Shop	1,700	-	-	20,400	8-10%
IT&C	1,200	-	-	14,400	6-8%
Jewelry	1,400	-	-	16,800	N/A
Main Entrance	-	-	-	-	
Nuts & Convenience	1,600	9,600	9,600	19,200	10-12%
Optics	1,000	-	-	12,000	8-10%
Pastry Shop	1,400	8,400	8,400	16,800	8-10%
Retail Concept Store	600	-	-	7,200	8-10%
Specialty Food	1,400	8,400	8,400	16,800	10-12%
Supermarket	800	-	-	9,600	3%
Storage	3,600	-	-	3,600	N/A

Approx 48,500 sqm GLA comprised of units, outdoor areas, terraces, storages.

Additional, potential GLA: around 5,000 sqm which is assumed to be Mezzanine as per the decision of the retailers and leasing negotiations.

Total estimated potential GLA: 53,987 sqm

Income overview



“ Estimated income per category (Annual)

Row Labels	Sum of Total annual rent SAR
Food Hall	3,000,609
Fine Dinning	1,218,279
Specialty Food	1,234,411
Retail Concept Store	62,502
Coffee Shop	548,682
Coffee Shop & Breakfast	301,007
Farmer's Market	300,000
All day dining	4,668,866
Grand Total	11,334,356

First floor & terraces



Function	Indoor estimated rent SAR/sqm/Year	Outdoor estimated rent SAR/sqm/Year	Terrace estimated rent SAR/sqm/Year	Mezzanine estimated rent SAR/sqm/Year	Revenue share %
Accessories	1,200	-	-	14,400	8-10 %
All day dining	1,200	7,200	7,200	14,400	10 %
Anchor	500	-	-	6,000	N/A
Bookshop	900	-	-	10,800	6-8 %
Children Entertainment	600	-	-	7,200	6 %
Children Retail	900	-	-	10,800	8-10 %
Chocolates & Gifting	1,600	-	-	19,200	10-12%
Coffee Shop	1,400	8,400	8,400	16,800	10%
Coffee Shop & Breakfast	1,400	8,400	8,400	16,800	10%
Coffee Shop & Co-Working	1,200	7,200	7,200	14,400	10%
Convenience	1,200	-	-	14,400	3%
Cosmetics	900	-	-	10,800	8-10%
Farmer's Market	150,000	-	-	1,800,000	3%
Fashion Retail	900	-	-	10,800	8-10%
Fine Dinning	1,100	6,600	6,600	13,200	8-10%
Food Hall	1,800	10,800	10,800	21,600	10-12%
Footwear	1,000	-	-	12,000	8-10%
Gift Shop	1,900	-	-	22,800	8-10%
Gift Shop & Book Shop	1,700	-	-	20,400	8-10%
IT&C	1,200	-	-	14,400	6-8%
Jewelry	1,400	-	-	16,800	N/A
Main Entrance	-	-	-	-	
Nuts & Convenience	1,600	9,600	9,600	19,200	10-12%
Optics	1,000	-	-	12,000	8-10%
Pastry Shop	1,400	8,400	8,400	16,800	8-10%
Retail Concept Store	600	-	-	7,200	8-10%
Specialty Food	1,400	8,400	8,400	16,800	10-12%
Supermarket	800	-	-	9,600	3%
Storage	3,600	-	-	3,600	N/A

Approx 48,500 sqm GLA comprised of units, outdoor areas, terraces, storages.

Additional, potential GLA: around 5,000 sqm which is assumed to be Mezzanine as per the decision of the retailers and leasing negotiations.

Total estimated potential GLA: 53,987 sqm

Rental incomes and financial figures are estimates as blended rates and are initial figures not final suggested ERVs
Farmer's market is not per sqm but for the spot/ year as income..

Income overview

Income summary (Excluding Mezzanine)

Item	Total Y1	Total Y2	Total Y3
Rental Income (Units)	28,997,116	37,160,013	45,358,989
Rental Income (specialty leasing)	4,950,000	5,445,000	5,989,500
Service Charge Income (units)	4,564,801	6,005,661	7,295,029
Marketing Income (units)	1,521,600	2,001,887	2,431,676
Parking income	0	0	0
Sponsorship	3,000,000	6,000,000	9,000,000
Media sales Income	7,200,000	7,920,000	8,712,000
Total revenues	50,233,517	64,532,561	78,787,194

Key Assumptions:

- Terrace and outdoor areas: assumed to be 50% of the base rent
- Service Charge assumed at the level of 15% of the base rate
- Occupancy: 50% Y1 M1, Y2 M1 70%, Y3 M1 92%
- Assumed escalation: 10% from the 3rd year
- Marketing income is assumed to be 5% of the annual rent.
- Parking is assumed to be free of charge
- Specialty leasing: 25 locations

Income overview



Income summary (including Mezzanine)

Item	Total Y1	Total Y2	Total Y3
Rental Income (Units)	30,432,008	40,037,738	48,633,526
Rental Income (specialty leasing)	4,950,000	5,445,000	5,989,500
Service Charge Income (units)	4,564,801	6,005,661	7,295,029
Marketing Income (units)	1,521,600	2,001,887	2,431,676
Parking income	0	0	0
Sponsorship	3,000,000	6,000,000	9,000,000
Media sales Income	7,200,000	7,920,000	8,712,000
Total revenues	51,668,410	67,410,285	82,061,731

Key Assumptions:

- Terrace and outdoor areas: assumed to be 50% of the base rent
- Service Charge assumed at the level of 15% of the base rate
- Occupancy: 50% Y1 M1, Y2 M1 70%, Y3 M1 92%
- Assumed escalation: 10% from the 3rd year
- Marketing income is assumed to be 5% of the annual rent.
- Parking is assumed to be free of charge
- Specialty leasing: 25 locations

CAPEX assumptions



Incentives in terms of fit out contributions will be necessary in order to attract the needed brands in terms of positioning

Besides the actual fitout contribution, some anchor will require a “white box” finishing.

Fit-out costs/ LL contribution

- Fashion retail between 3,500 – 5,000 SAR/ sqm
- F&B between 4,000 -6,000 SAR/sqm
- Co-working between 5,000 – 7,000 SAR/sqm
- White box finishing with MEPs 2,000 -3,500 SAR/sqm

Anchors expected to require incentives	
Arts & Culture center	White box
Fine dinning x1	Full fit out
All day dinning x 2	Partial fit out
Children Entertainment	Partial fit out
Food Hall	Full fit-out
Retail Concept Store	Partial fit-out

CAPEX assumptions



#	Unit	Floor	Category	Function	Status	Indoor Area sqm	GLA sqm	CAPEX SAR/sqm	Required CAPEX SAR
5	GR-106	Ground	F&B	All day dining	Partial fitout	2,260	2,260	6,000	(13,561,380)
6	GR-114	Ground	F&B	All day dining	Partial fitout	259	309	6,000	(1,554,900)
1	GR-009	Ground	Arts & culture	Arts & Culture	White box	317	480	3,500	(1,107,820)
2	GR-018	Ground	F&B	Fine Dinning	Full fitout	273	273	6,000	(1,637,220)
7	GR-145	Ground	F&B	Food Hall	Full fitout	192	192	6,000	(1,153,440)
8	GR-146	Ground	F&B	Food Hall	Full fitout	187	187	6,000	(1,121,340)
9	GR-147	Ground	F&B	Food Hall	Full fitout	180	180	6,000	(1,082,460)
10	GR-155	Ground	F&B	Food Hall	Full fitout	184	184	6,000	(1,102,500)
17	FF-434	Ground	F&B	Food Hall	Full fitout	211	211	6,000	(1,263,660)
18	FF-435	Ground	F&B	Food Hall	Full fitout	209	209	6,000	(1,255,500)
11	GR-208	Ground	Kids Entertainment	Kids Entertainment	Partial fitout	71	71	3,500	(248,850)
3	GR-053	Ground	Specialty stores	Retail Concept Store	Full fitout	71	71	5,000	(356,000)
4	GR-057	Ground	Specialty stores	Retail Concept Store	Partial fitout	178	178	5,000	(888,800)
12	FF-053	Ground	Specialty stores	Retail Concept Store	Partial fitout	260	310	5,000	(1,299,400)
13	FF-054	Ground	Specialty stores	Retail Concept Store	Partial fitout	317	481	5,000	(1,586,150)
14	FF-057	Ground	Specialty stores	Retail Concept Store	Partial fitout	233	233	5,000	(1,163,000)
15	FF-058	Ground	Specialty stores	Retail Concept Store	Partial fitout	184	184	5,000	(918,750)
16	FF-059	Ground	Specialty stores	Retail Concept Store	Partial fitout	276	276	5,000	(1,378,950)
Total									(32,680,120)

CAPEX Food Court assumptions



#	Unit	Floor	Category	Function	Required CAPEX SAR	Estimated total rent SAR/Month	Estimated total rent SAR/Year	Estimated total SC SAR/Month	Estimated total SC SAR/Year	Net revenue after 1 year SAR
1	GR-145	Ground	F&B	Food Hall	(1,153,440)	138,635	1,663,623	20,795	249,543	759,726
2	GR-146	Ground	F&B	Food Hall	(1,121,340)	86,729	1,040,742	13,009	156,111	75,513
3	GR-147	Ground	F&B	Food Hall	(1,082,460)	63,999	767,988	9,600	115,198	(199,274)
4	GR-155	Ground	F&B	Food Hall	(1,102,500)	135,786	1,629,432	20,368	244,415	771,347
5	FF-434	First	F&B	Food Hall	(1,263,660)	98,646	1,183,757	14,797	177,564	97,661
6	FF-435	First	F&B	Food Hall	(1,255,500)	97,620	1,171,435	14,643	175,715	91,650
Total					(6,978,900)	621,415	7,456,977	93,212	1,118,547	1,596,624

Positive ROI after 1 year with a rental value assumed at 1,800 SAR/ year/sqm.

DISCLAIMER



- This document is not considered a first draft but a preliminary draft report as per the Client's request. Final first draft will be undertaken and delivered within the timeline.
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