

# ABOUT ASEER INVESTMENT COMPANY



ANNOUNCED  
IN 2022

Aseer Investment Company is a closed joint stock company fully owned by the Public Investment Fund.



## TRANSFORMING ASEER

The company's aim is to attract domestic and foreign direct investment to develop destinations and attractions in Aseer and transform the region into a year-round global tourism destination.



## INVESTMENT OPPORTUNITIES

AIC will unlock a wide array of investment opportunities with the goal of creating mutually beneficial partnerships within the public and private sector and generate sustainable returns for Aseer by positioning the region as well as the country as an attractive business ecosystem.



## THE ARABIAN HIGHLAND

The company's strategy is in line with the Crown Prince's development strategy for the region, under the theme 'The Arabian Highland' which aims to achieve unprecedented and sustainable growth in Aseer.





# ABOUT ASEER REGION



**+4000**  
ARCHAEOLOGICAL  
SITES



**250**  
CULTURE AND  
HERITAGE SITES



**20**  
OF THE TALLEST  
MOUNTAINS IN KSA



**80%**  
OF THE COUNTRY'S  
FORESTS



**180** KM  
OF COASTLINE



**10-36°C**  
AVERAGE  
TEMPERATURE



## 01

Aseer is located along the Red Sea coast within the Sarawat Mountains – Saudi Arabia's longest mountain range.

## 02

The region's history dates back to more than 2000 years and is home to 4,000+ archaeological sites, 250 culture and heritage sites, 20 of the tallest mountain peaks in Saudi Arabia, 80% of the country's forests, 180km of coastline and relief of cooler temperatures compared to the rest of the region.

## 03

Connectivity and accessibility for travelers: two airports and travel by road.

## 04

It has the potential to become a global tourism destination. Located in the southwest of the country, Aseer is known for its rich cultural heritage, diverse topography, picturesque natural landscapes and unique tourism destinations – as well as its history, architecture, art scene and specialty products.

## 05

The region receives more rainfall than any other place in the country and therefore the vegetation and agricultural landscape is exceptional, and the climate is also highly suitable for farming and ranges between 10-36° Celsius year-round.



# ECONOMY / LOCAL COMMUNITY



As a closed joint-stock company fully owned by PIF, AIC will contribute to its strategy which is in line with the Saudi leadership's Vision 2030 and establish Aseer as a thriving destination.



## CONTRIBUTE TO THE REGION'S NON-OIL GDP

AIC will contribute to the economic diversification in Aseer and Saudi Arabia by supporting projects to establish Aseer as a year-round tourism destination. It will drive new sectors – and in turn, stimulate foreign direct investment, accelerate the region's infrastructural development, and contribute to the region's non-oil GDP by 4-6%.



## JOB OPPORTUNITIES

AIC aims to create job opportunities between 14,000 to 18,000 and enhance the quality of life for the local community.



AIC is an additional pillar to the economic ecosystem in Saudi comprising numerous destination projects designed to stimulate and benefit the country as well as promote investment across various sectors in line with the region's strategy.



AIC will contribute to a strong, stable and cyclical economy that ensures unprecedented opportunities for local businesses, entrepreneurs and the wider Aseer community.



# PARTNERSHIPS



Aseer Investment Company will establish long-term, strategic and mutually beneficial partnerships with private sector entities as well as international stakeholders to ensure sustainable growth and prosperity in the Aseer region.



AIC's partners will reap the benefits associated with the vast potential and opportunity in the untapped region of Aseer and enable them to contribute to the transformation of Saudi Arabia in line with the leadership's overarching Vision 2030.



# UNIQUE IDENTITY OF CULTURAL HERITAGE



Aligned with key stakeholders and government entities in Aseer, AIC will work with experienced and specialized companies that possess the required know-how of unlocking the potential of an untouched region whilst preserving and respecting its natural surroundings, cultural heritage and unique identity.



Owned and backed fully by the Public Investment Fund, AIC will increase Aseer and Saudi Arabia's competitiveness worldwide as an attractive proposition for investors and partners.





# INVESTMENT

AIC aims to be recognized as a regional investment leader that offers a wide range of opportunities to local and international investors, across 12 sectors and industries including. This includes 12 priority sectors and more:



**HOSPITALITY AND HERITAGE**



**FOOD AND BEVERAGE**



**EDUCATION AND TRAINING**



**LEISURE AND ENTERTAINMENT**



**SPORTS**



**HEALTHCARE AND WELLBEING**



**RENEWABLE ENERGY**



**TRANSPORTATION AND LOGISTICS**



**RETAIL**



**ENVIRONMENT AND CLIMATE SOLUTION**



**REAL ESTATE**



**AGRICULTURE AND FORESTRY**

AIC will catalyze investment opportunities across new and existing sectors and for businesses of all sizes across the Aseer region which will be driven by attractive financial fundamentals and good governance.



AIC will act as a gateway to opportunity and growth in Aseer, offering strong value propositions, and a stable business ecosystem and engaging with the private sector.



AIC will create a conducive and attractive business environment for investors, and also contribute to the region's goal of welcoming 10 million visitors to Aseer by 2030.



The investments include the financing of various projects such as tourist attractions and sites whilst leveraging Aseer's untapped natural beauty, cultural heritage and diverse topography. The areas include:

- |                 |                      |
|-----------------|----------------------|
| 01 Tathleeth    | 10 Khamis Mushait    |
| 02 Bisha        | 11 Uhud Rafaida      |
| 03 Balqarn      | 12 Sarat Ubaida      |
| 04 Al-Namas     | 13 Al-Harjah         |
| 05 Al-Majardah  | 14 Dhahran Al janoub |
| 06 Bariq        | 15 Umwah             |
| 07 Mahayel Asir | 16 Tarib             |
| 08 Al-Barak     | 17 Tanoumah          |
| 09 Rijal Almaa  |                      |

