

# Our Experience



## Client:

King Salman Park  
Foundation

## Background

King Salman Park is a major urban development project in Riyadh, Saudi Arabia, aimed at transforming the city into a green, vibrant, and sustainable hub. Spanning over 13.4 square kilometres, the park is set to be one of the largest urban parks in the world.

It features a mix of recreational, cultural, and entertainment facilities, including botanical gardens, an arts complex, a massive sports arena, and an expansive water body. The park also includes residential areas, hotels, and commercial spaces, making it a comprehensive destination for residents and tourists alike.

King Salman Park is designed to enhance the quality of life by providing green spaces, promoting healthy lifestyles, and fostering community engagement.

## Scope of Work:

Deal Advisory  
Research Consultancy  
Transactional Services

## Fund Value:

SAR 4.2 billion  
The fund was a result  
of JV between Saudi  
Fransi and Naif Al  
Rajhi.

## Project Details

Insights has been appointed by the King Salman Park Foundation (KSPF) for King Salman Park, Riyadh as the Transaction Structuring Advisor. In this role, Insights has provided guidance on various transaction structures and business and operating models, such as Public-Private Partnership models (BOO, BOOT, DBFO), Joint Ventures, and Turnkey Contracts. Additionally, Insights has engaged in the following activities:

- Validating due diligence and feasibility studies, including Highest and Best Use Studies
- Developing business case studies and plans
- Creating financial models for potential JVs and fund creation
- Managing procurement activities, including market sounding, investor selection, RFI and RFP stages, tender and procurement processes, and bid evaluation and negotiations

نايف الراجحي الاستثمارية  
NAIF ALRAJHI INVESTMENT



# Our Experience



## Client:

---

Alistithmar Capital

## Background

---

Alistithmar for Financial Securities and Brokerage Company (Alistithmar Capital) is a leading financial services firm based in Saudi Arabia, operating as a closed joint stock company with a fully paid-up capital of SAR 250 million. It is a wholly owned subsidiary of The Saudi Investment Bank, reflecting the strength and stability of its parent institution.

Alistithmar Capital is known for its disciplined investment approach, professional integrity, and commitment to international best practices. Its team of experienced professionals combines local market expertise with global standards to deliver comprehensive wealth management, asset allocation, and capital market solutions. As part of its mission to support the Kingdom's financial sector development, Alistithmar Capital aligns its services with Saudi Arabia's Vision 2030.

## Scope of Work:

---

Deal Advisory  
Research Consultancy  
Investment Advisory

## Fund Size:

---

SAR 2.0 billion

## Project Details

---

Insights was engaged by Alistithmar Capital to conduct a comprehensive feasibility study for two major real estate developments in Riyadh. These projects were envisioned to include retail, hotel, and ancillary components aligned with market demand and strategic urban positioning.

Our scope of work included in-depth sites evaluation and assessment of development potential across the targeted locations. Detailed socio-economic and market analysis, with a focus on retail, hospitality, and mixed-use segments in Riyadh. Financial modelling covering development costs, revenue projections, and key return indicators.

In addition to the feasibility work, Insights played a key role in deal advisory by structuring a development strategy tailored for investor and financier engagement. This included preparation of an investment memorandum and capital structuring framework. Advising on optimal funding mix, including debt, equity, and in-kind contributions and supporting early-stage discussions with developers to assess off-take and partnership opportunities.

# Our Experience



## Client:

University of Business  
& Technology

## Background

UBT Saudi is a leading higher education institution in Saudi Arabia, dedicated to shaping future business and technology leaders. Located in Jeddah, UBT offers a dynamic academic environment that combines rigorous education with innovation and entrepreneurship.

The university provides a wide range of undergraduate and graduate programs across disciplines like business, engineering, law, and advertising. UBT's campuses feature modern facilities, research centres, student support services, and partnerships with global universities, creating a holistic learning experience.

Committed to Vision 2030, UBT focuses on enhancing graduate employability, promoting academic excellence, and fostering a culture of innovation and leadership in the Kingdom and beyond.

## Scope of Work:

Deal Advisory  
Research Consultancy  
Transactional Services

## Project Cost:

SAR 300 million  
The JV was created where UBT came in as developer of expansion of campus and was financed by Ministry of Education.



وزارة التعليم  
Ministry of Education

## Project Details

Insights was appointed by UBT to conduct a comprehensive feasibility study for the establishment of a new university campus in Riyadh.

The Client aimed to expand their existing educational footprint:

- Comprehensive market analysis of the higher education sector in Riyadh.
- Site assessment and detailed market research to evaluate optimal campus locations.
- Development of a dynamic financial model, including multi-scenario sensitivity analysis.
- Demand and supply analysis focused on academic programs related to media and advertising.
- Definition of critical success factors for the project, along with a risk identification and mitigation framework.

In addition to the feasibility study, Insights was also engaged to support the deal advisory process, working closely with the Client to structure a Joint Venture (JV) model with prospective strategic investors and prepare investor marketing materials and the investment business case. Facilitate investor outreach, engagement, and negotiations to successfully establish a collaborative investment structure for the new campus.

# Our Experience



## Client:

Adel Real Estate

## Background

Adel Real Estate is a prominent real estate development company in Saudi Arabia, committed to shaping vibrant, sustainable communities across the Kingdom. With a focus on quality, innovation, and customer-centric design, Adel Real Estate has built a strong reputation for delivering exceptional residential, commercial, and mixed-use projects.

The company's portfolio features a diverse range of developments, including modern housing complexes, retail centres, office parks, and hospitality ventures. Adel Real Estate emphasizes master planning, green spaces, and smart infrastructure to meet the evolving needs of residents and investors. Driven by Saudi Arabia's Vision 2030, Adel Real Estate aims to contribute to urban transformation, enhance quality of life, and foster thriving, connected communities throughout the Kingdom.

## Project Details

Insights was engaged by Adel Real Estate to conduct a comprehensive feasibility study for an off-plan residential development in Dammam, as well as a mixed-use project structured around an off-take agreement.

Our scope of work included:

- Detailed market research and demand analysis for residential and commercial sectors.
- Development of a robust financial model covering sales forecasts, pricing strategies, and return metrics.
- Structuring of a bankable investment case to secure project financing through a leading financial institution.
- Preparation and delivery of an investor pitch to a major Saudi bank to secure funding support.
- Finalization of a fund structure with debt and in-kind and cash investors.

This integrated structure ensured alignment among all stakeholders, optimizing risk-sharing, and enhancing project bankability, supporting the successful launch and execution of Adel Real Estate's upcoming development.

## Scope of Work:

Deal Advisory  
Research Consultancy  
Investment Advisory

## Fund Size:

SAR 2.0 billion  
The fund was a result  
of JV between SNB  
Capital and Tameer as  
developer.

SNB Capital



# Our Experience



## Client:

---

Roaya

## Background

---

Roaya is a leading real estate development and investment company in Saudi Arabia, dedicated to creating innovative, sustainable urban environments across the Kingdom. With a strong emphasis on excellence, creativity, and long-term value, Roaya has established a reputation for delivering high-quality residential, commercial, and mixed-use developments.

The company's diverse portfolio includes contemporary housing communities, vibrant retail hubs, modern office spaces, and lifestyle-oriented hospitality projects. Roaya prioritizes smart urban planning, environmental stewardship, and community-centric design to meet the evolving aspirations of residents and investors.

Aligned with Saudi Arabia's Vision 2030, Roaya is committed to driving urban growth.

## Scope of Work:

---

Deal Advisory  
Research Consultancy  
Transactional Services  
Investment Advisory

## Fund Size:

---

SAR 1.7 billion

## Project Details

---

Insights was engaged by Roaya to conduct a comprehensive feasibility study for a flagship mixed-use development project.

Our scope of work included:

- In-depth market research and demand analysis across residential, retail, office, and hospitality sectors.
- Development of a detailed financial model incorporating pricing strategies, absorption forecasts, and return optimization.
- Structuring of a compelling investment case to attract and secure project financing.
- Successful execution of the financing deal with a leading Saudi bank to fund the development.
- Leadership in structuring a dedicated real estate fund, incorporating debt, cash investors, and in-kind contributions.
- Formulation of a clear exit strategy, targeting full investor exit within a five-year investment horizon.

This holistic approach enabled Roaya to align key stakeholders, secure competitive funding terms, and position the project for timely exit.

# Our Experience



## Client:

---

Tareq Mohammed  
Telmesani Limited

## Background

---

Tareq Mohammed Telmesani Limited is recognized as a distinguished business group in Saudi Arabia, committed to fostering strategic partnerships with leading global organizations that share its values of excellence, innovation, and sustainable progress.

The company's mission is to deliver high-quality products and services across multiple sectors, including construction, real estate, investment, and facility management. With decades of entrepreneurial expertise and a solid operational foundation, Tareq Mohammed Telmesani Limited plays a pivotal role in driving infrastructure growth, enhancing urban development, and supporting the Kingdom's Vision 2030 initiatives for economic diversification and modernization.

## Scope of Work:

---

Deal Advisory  
Research Consultancy  
Investment Advisory

## Project Cost:

---

SAR 400 million

## Project Details

---

Insights Advisory was engaged to support Tareq Mohammed Telmesani Limited in evaluating the opportunity to introduce advanced laundry automation services targeted at hospitality operators in the Jeddah and Makkah markets.

The mandate included conducting an in-depth market analysis and developing a financial feasibility study to assess the commercial viability of an industrial laundry operation. Following the completion of the feasibility study and fund structuring, Insights led the capital raise process for Roaya's mixed-use development. Our scope of work included:

- Preparation of a comprehensive Investment Memorandum and tailored investor pitch deck. Targeted outreach and engagement with a curated cohort of qualified institutional and private investors.
- Management of multiple negotiation rounds to align on valuation, fund terms, and governance structures. Successful capital raise of SAR 400 million, securing commitments from a consortium of strategic investors.
- Finalization of shareholder agreements and investment structuring to ensure a smooth fund launch and alignment of interests.

# Our Experience



## Client:

MAS Holding

## Background

### **MAS Holding Company**

MAS Holding Company is positioned as a premier strategic partner in the region, dedicated to collaborating with leading international firms that share its core values of excellence, integrity, and innovation. The company's mission is to drive the successful translation of strategic promises into thriving business ventures across key sectors, including agriculture, industrial manufacturing, mechanical systems, power generation, and real estate development.

### **Windmason**

Windmason is a pioneering manufacturer of eco-friendly evaporative air-cooling solutions, headquartered in Riyadh, Kingdom of Saudi Arabia. Committed to environmental sustainability and technological innovation

## Scope of Work:

Research Consultancy  
Investment Advisory  
Transactional Services

## Project Cost:

SAR 130 million

## Project Details

Insights Advisory was appointed to develop a comprehensive business plan for Windmason, supporting the strategic acquisition process. The engagement scope included active participation in the Merger and Acquisition lifecycle, specifically contributing to negotiation strategies and the finalization of the Sale and Purchase Agreement between the transaction parties.

The business plan incorporated a detailed market study of the air conditioning sector in Saudi Arabia, validation of the commercial concept, and a macroeconomic and sector-wide appraisal. A structured market research and analysis exercise was undertaken to evaluate demand patterns, competitive landscape, regulatory environment, and sector growth drivers. Leveraging input data and key assumptions provided, Insights Advisory prepared detailed financial projections and conducted a thorough financial analysis. This included the identification of critical operational and financial variables, sensitivity testing, and risk assessment, providing a sound analytical foundation for informed decision-making and investment execution.