



TASHYID
HOTELS

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HOLIDAY INN EXPRESS HOTELS

INVESTMENT TEASER - JAN'24

TABLE OF CONTENT

1.0 Who We Are	02
2.0 Previous Hospitality Portfolio	03
3.0 Project Overview	04
4.0 Investment Structure.....	06
5.0 Operating Structure	07
6.0 Partners' Roles	08
7.0 Financial Summary	09





1.0 WHO WE ARE



HAJAJ & ASSOCIATES (H&A)

In 1994 HAJAJ & ASSOCIATES was created as a professional real estate company specializing in land, project and property development offering real estate consultancy and operational services to owners, clients and developers. Combining practical knowledge and operational experience in a continuously changing and challenging market.

At this stage of the life of H&A, the leadership has implemented a new governance structure and decided to spin-off the Real Estate arm of H&A as a stand-alone company for all its development activities.

30
YEARS IN OPERATION

58+
DEVELOPMENT PROJECTS

18+
INVESTMENT PROJECTS



TASHYID URBAN DEVELOPMENT (TUD)

A real estate development company focused on curating lifestyle experiences that are true to our culture and heritage, modern and elegant with a customer-centric approach. Our projects are best-in-class on multiple sectors that meets people's diverse needs.

TASHYID
SECTORS



2.0 PREVIOUS HOSPITALITY PORTFOLIO

**Crown Plaza Hotel
Al Manhal**

Riyadh
Saudi Arabia

**Holiday Inn
Dar Al Salam**

Jeddah
Saudi Arabia

**Red Sea Palace
Hotel**

Jeddah
Saudi Arabia

**Sunset
Beach Resort**

Khobar
Saudi Arabia

**Makkah
Construction &
Development
(Hilton)**

Makkah
Saudi Arabia

Bayt Al Bahar

Jeddah
Saudi Arabia

**Scribe
Hotel**

Paris
France

**Roosevelt
Hotel**

New York
United States

3.0 PROJECT OVERVIEW

Project Idea | To Develop 12 hotels classified as a three-star across the kingdom of Saudi Arabia. These hotels are often located near major express-ways, airports, business areas, offering a unique & essential amenities.

Hotel Brand |  Holiday Inn Express

Milestone 1 - Year 1 | **2 SIGNED HMA – 600 ROOMS.**

Milestone 2 - Year 3 | **8 SIGNED HMA – 1,600 ROOMS – 2 Open Hotels.**

Milestone 3 - Year 5 | **12 SIGNED HMA – 2,500 ROOMS – 5 Open Hotels.**

Target Audience | New-age smart travelers visiting Saudi Arabia for business, leisure and meetings segments including the millennials and generation Z Travelers.



X12
HOTELS

2,500
ROOM KEYS

208
Ave. Hotel Keys

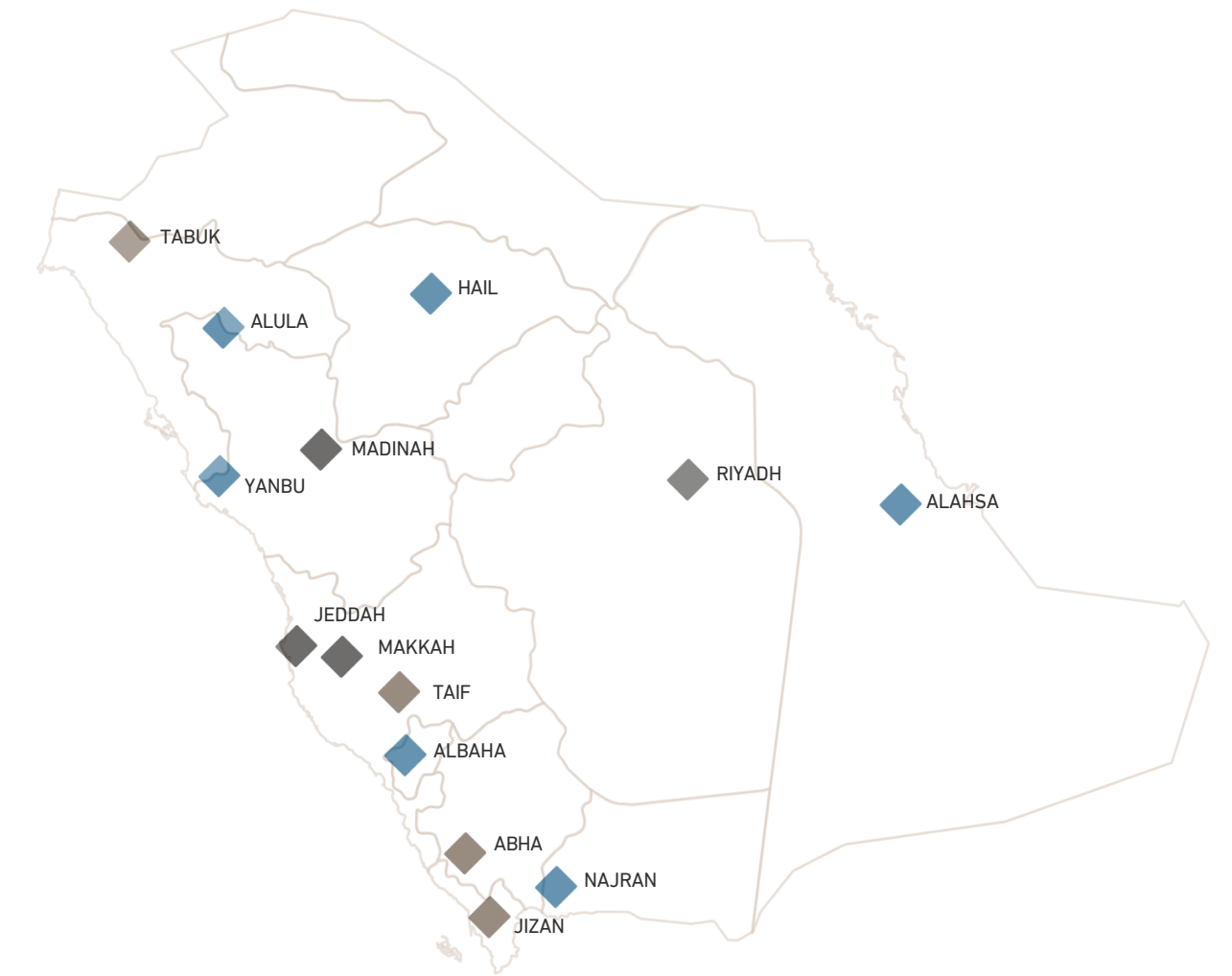
438 SAR
Ave. Room ADR

13%
OVERALL IRR

83%
EBITDA MARGIN
(OF THE TOTAL REVENUE)

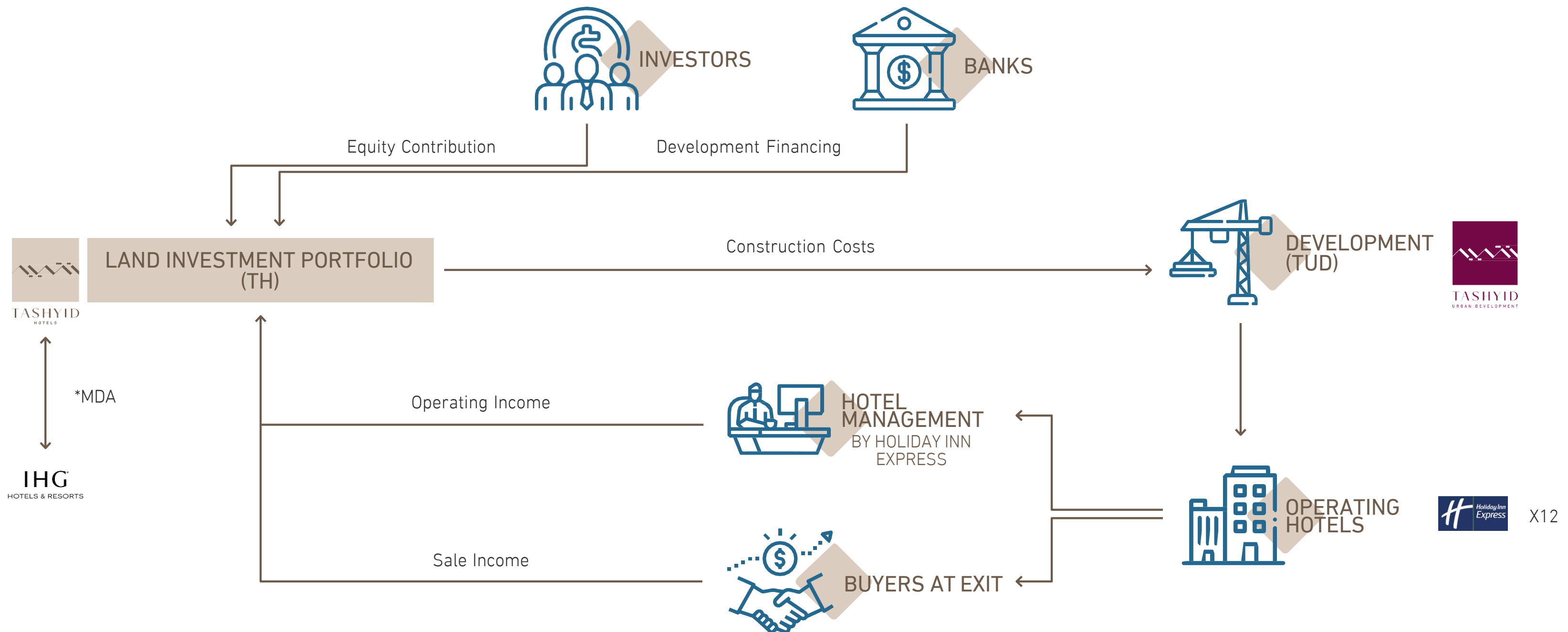
8 YEARS
PAY BACK PERIOD

3.1 DEVELOPMENT PLAN



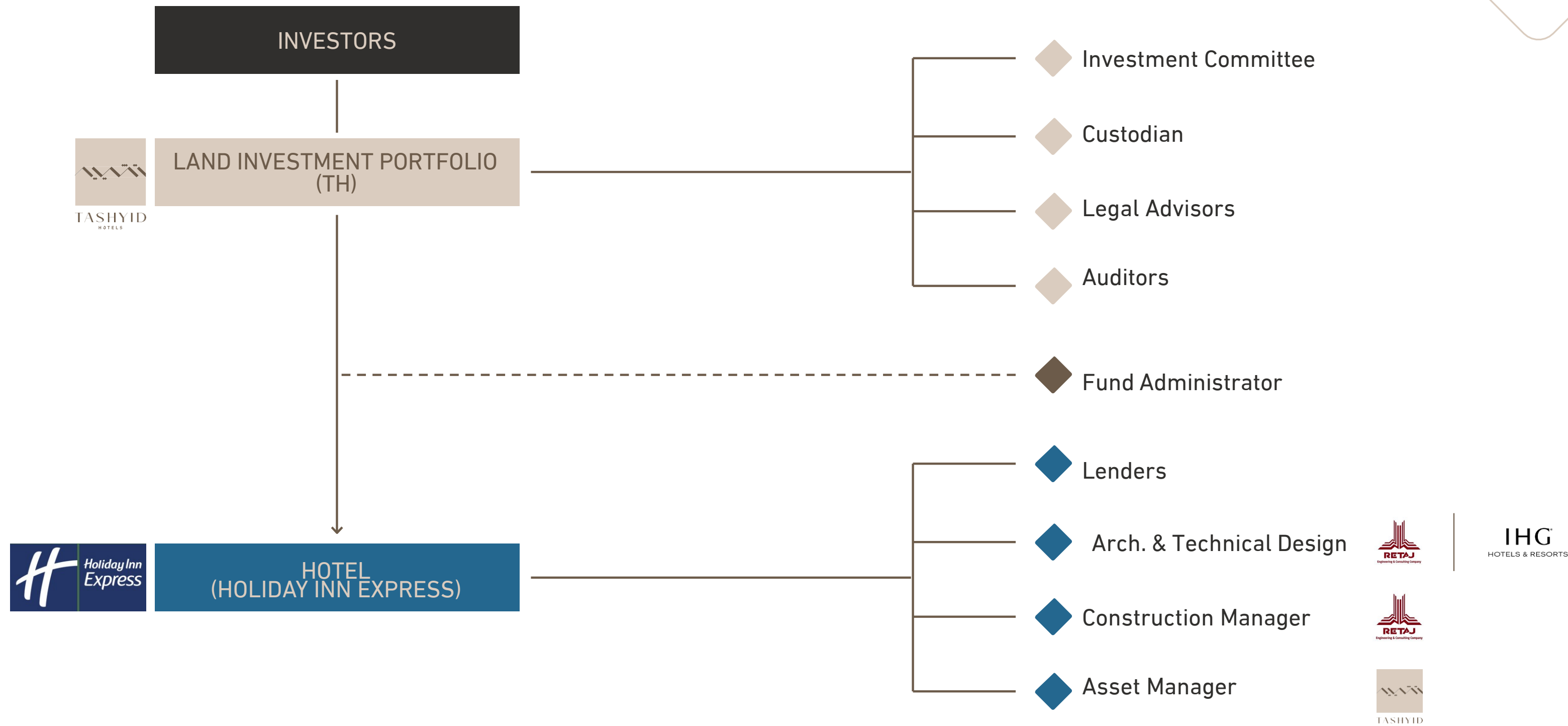
• SIGNED HMA HOTELS : SIGNED HOTEL MANAGEMENT AGREEMENT.

4.0 INVESTMENT STRUCTURE



*MDA: Master development Agreement between Tashyid hotels and Intercontinental hotel group

5.0 OPERATING STRUCTURE



6.0 PARTNERS' ROLES

Project Owner



Hospitality Operator



Main Developer



Hospitality Consultant



Design Consultant



Project Management Office



Investors



Financing

Tourism Development Fund

Banks

Investment Banks

General Counsel



Legal Advisor



License Provider



7.0 FINANCIAL SUMMARY

1.3BSAR
DEVELOPMENT COST

390MSAR
EQUITY

910MSAR
DEBT

100MSAR
COMMITTED EQUITY

13%
OVERALL IRR

83%
EBITDA MARGIN
(OF THE TOTAL REVENUE)

8 YEARS
PAY BACK PERIOD

390MSAR
AVERAGE ANNUAL REVENUE

FOR MORE INFORMATION

- **Falih M. Hajaj**
Fmh@tashyid.sa

- **Luluah Joukhdar**
l.joukhdar@rootsinv.com

+966 12 612 6277

info@tashyid.sa

Soul's Commercial Center,
6483 King Abdulaziz Road, AlZahra District.
Jeddah, 23424 Saudi Arabia.



A photograph of a modern, multi-story building with balconies and a swimming pool. The building has a mix of grey and purple accents. In the foreground, there is a swimming pool with blue lounge chairs and umbrellas. The sky is blue with some clouds. The image is framed by a white geometric shape.

THANK YOU