

<b>INVESTMENT OPPORTUNITY</b>		
<b>PORJECT NAME</b>		<b>OPPORTUNITY SECTOR</b>
Charter Carrier		T&L
<p><b>Opportunity Background:</b></p> <p>The LCC investment opportunity creates a new market in Saudi Arabia and promises a 22% profit margin by year 5</p> <ul style="list-style-type: none"> <li>○ Charter carrier to serve international outbound destinations, inbound Umrah and Hajj markets (up to 2,500 miles)</li> <li>○ Serve 13 most dense routes</li> <li>○ Market share ramp-up form 2% in year 1 to 10% in year 5</li> </ul>		
<p><b>Value Proposition:</b></p> <p>New attractive value proposition with high natural demand</p>		
<p><b>Project/Investment Characteristics:</b></p> <ul style="list-style-type: none"> <li>○ 13.8 million passenger traffic in 2004 <ul style="list-style-type: none"> <li>- 2.1 Million Hajjis arrive by air</li> <li>- 93% of traffic is to/from regional an Asian destinations</li> </ul> </li> </ul>		
<p><b>Investment location:</b></p> <p>Selective Locations</p>	<p><b>Project Timeline:</b></p> <p>2-3 years</p>	<p><b>Potential Job Creation:</b></p> <p>N/A</p>
<p><b>Investment Size:</b></p> <p>US 4.1 Million</p>	<p><b>Estimated Turnover:</b></p> <ul style="list-style-type: none"> <li>○ Expected Return: NPV of USD 15.4 Million/Payback Period 2 years/ IRR&gt;20%</li> <li>○ Target Profit Margin: EBIT 22%</li> </ul>	
<b>Target Investors criteria</b>		

## INVESTMENT OPPORTUNITY

- Create a market that:
  - Attract Umrah demand from low/mid income earners from international markets
  - Offer Low/Mid income KSA residents with cheap means of travel internationally
- Develop strategic partnerships with:
  - Travel Agents
  - Tour Operators
- Achieve high aircraft utilization
- Maintain above 85% load factors

**Project Leader:**

Dr. Osama Abdouh

**Status:**

Vacant