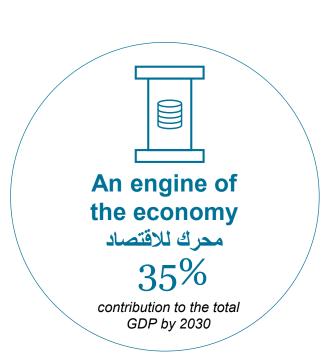


Monsha'at corporate Strategy

Our North star is to become "An engine of the economy"

Our North Star

Who we're Supporting





SMEs

- Expanded scale and profitable growth
- Increased competitiveness

Citizens



- Shift from employee to entrepreneur
- More and varied employment opportunities
- Good quality of life due to new services provided by SMEs

Government



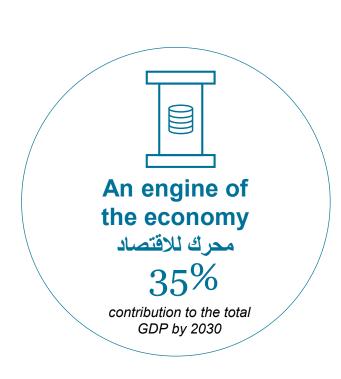
- GDP growth
- Diversified, attractive and resilient economy
- Increased government fees revenue
- Reduced expenditure on welfare support (i.e Hafiz)



This ambition will deliver 3 major outcomes for the SME ecosystem

Our vision

The outcomes we will deliver







SUPPORTIVE ECOSYSTEM بيئة محفزة



PROMISING SMEs منشآت واعدة



ENTREPENEURIAL SOCIETY مجتمع ریادي

To address identified pain points and deliver our journeys, we defined initiatives across 6 intervention types

Ecosystem Foundation

SME sector modernization



Entrepreneurship drive



Driving demand



Ease of doing business



Access to financing



Business support



Innovation and technology adoption



Culture, education and skill development

Creating business opportunities for SMEs...

through public and private sector procurement, internationalization, new business model, and sector level packages

Eliminating roadblocks

... through removal of governmental hurdles and protection from unfavorable market conditions (e.g., consolidation)

Ensuring availability of financing to SMEs...

... through conventional and alternative financing products offered at the right price

Upskilling SMEs...

... through infrastructure support, advisory and capability building

Modernizing SMEs...

... through productivity and technology adoption support

Fostering entrepreneurs hip culture...

... through promotion campaigns and competitions



SME journeys will be further supported by our must do initiatives



Thank you