



Monsha'at corporate Strategy

Our North star is to become “An engine of the economy”

Our North Star

Who we're Supporting



An engine of
the economy

محرك للاقتصاد

35%

contribution to the total
GDP by 2030



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



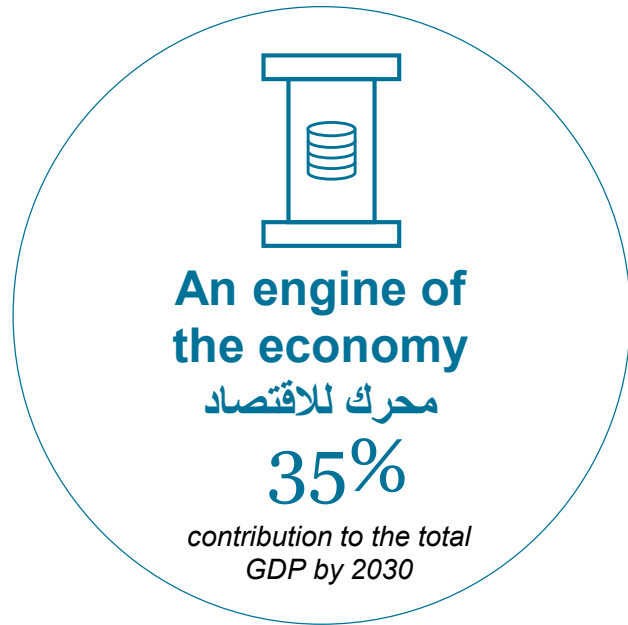
Government

- **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

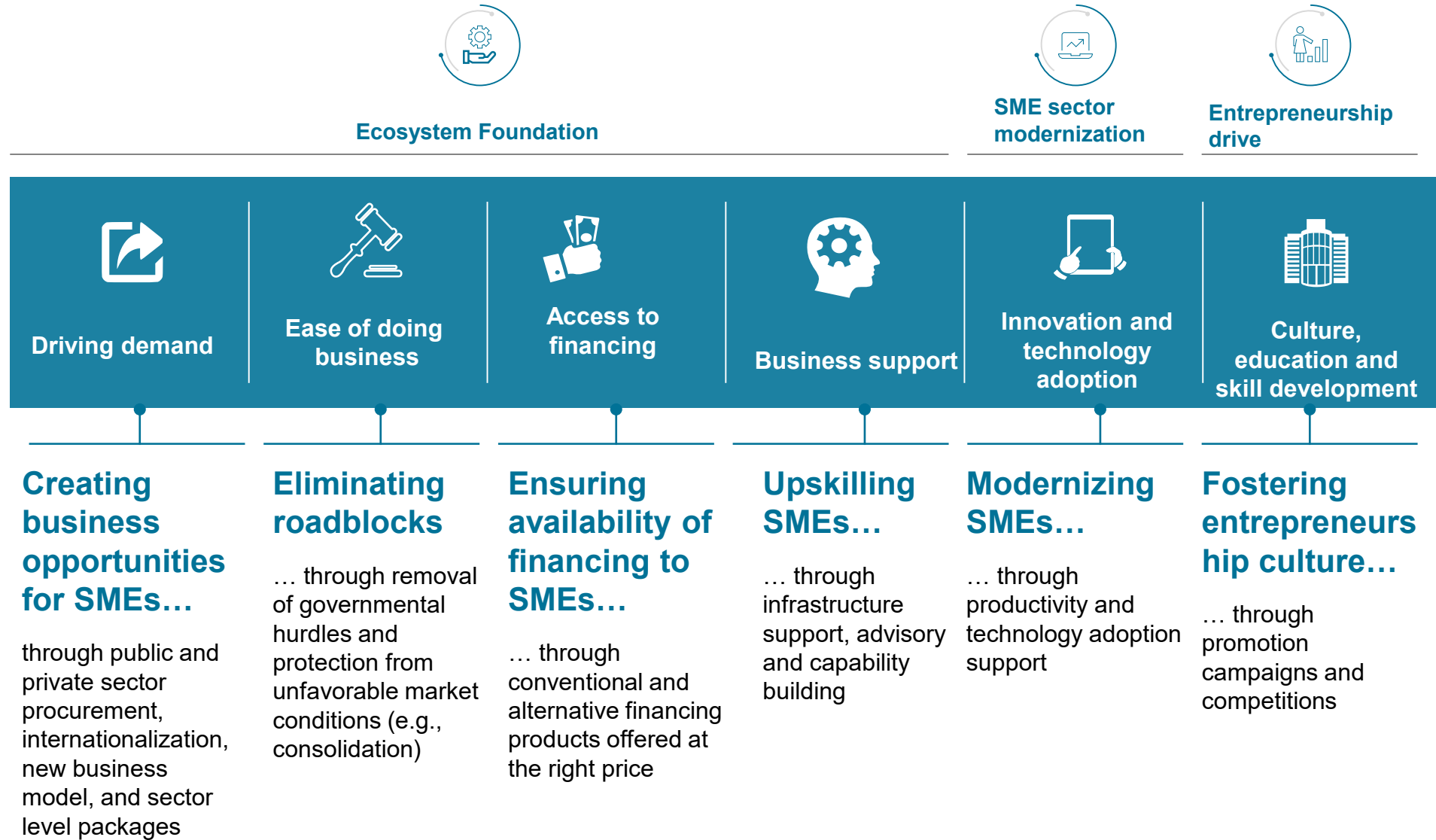
منشآت واعدة



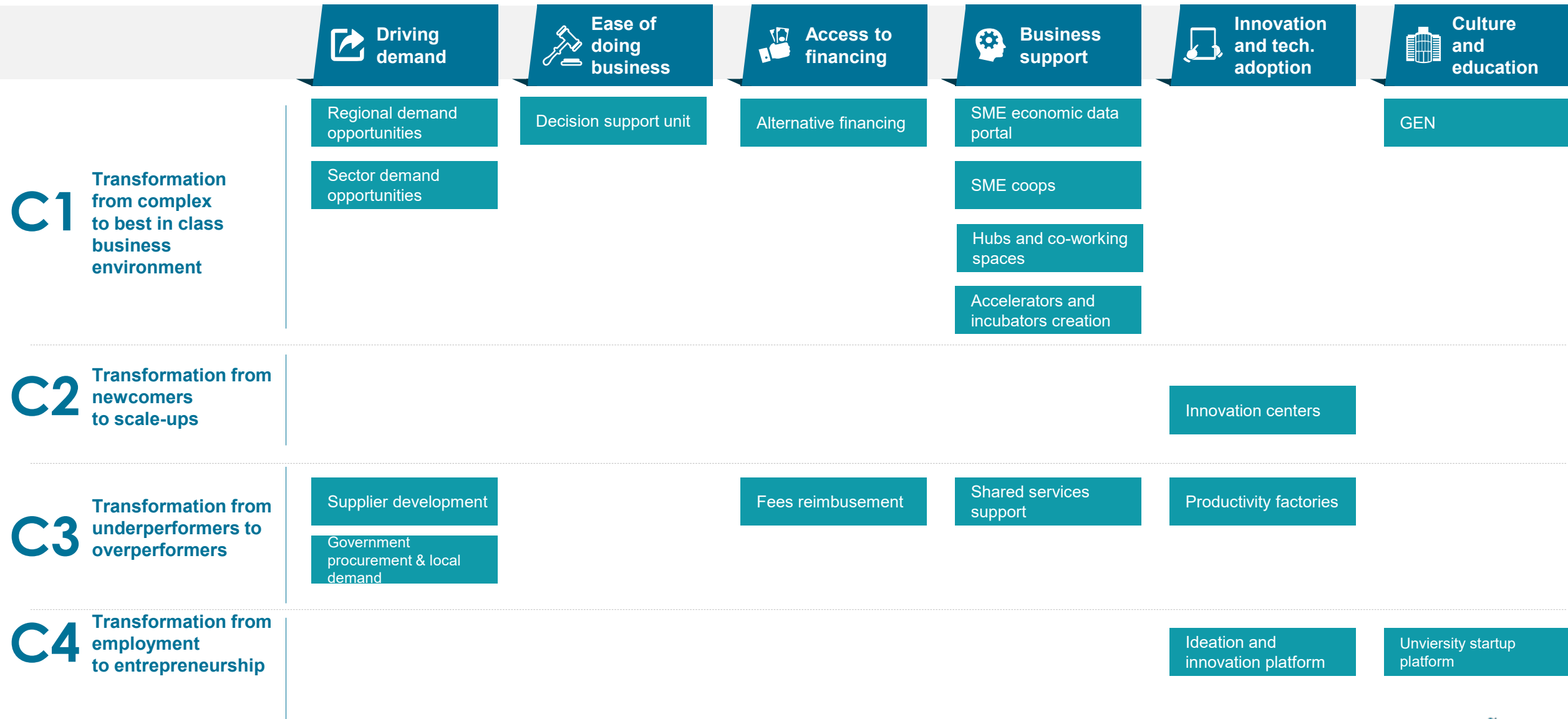
ENTREPRENEURIAL SOCIETY

مجتمع ريادي

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



SME journeys will be further supported by our must do initiatives



Thank you