

Lenot Investment: Monetizing Mobility in Saudi Arabia



The Player: Lenot Investment

The entity driving the investment and strategy in the mobility sector.

The Strategy: Monetizing Mobility

A business model focused on generating revenue from transportation and movement solutions.

The Market: Saudi Arabia

The key geographical region targeted for this investment initiative.

LENOT Investments: A Vision 2030 Digital Advertising Venture

THE OPPORTUNITY & SCOPE



Monetising Riyadh's Public Transport Network

Transforming 672 buses across 54 routes into a digital advertising ecosystem.



Advanced Digital Advertising Technology

Featuring high-brightness exterior LEDs and high-resolution interior screens for captive audiences.



Strategic Alignment with National Goals

Supports Vision 2030 and prepares Riyadh for events like the 2034 World Cup.

LENOT Investments creates a state-of-the-art digital advertising network across Riyadh's urban bus fleet, monetising public infrastructure and aligning with Saudi Arabia's Vision 2030.

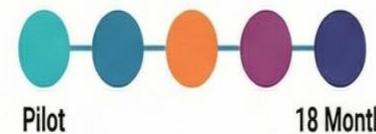


STRATEGIC FRAMEWORK



Robust 3-Entity Corporate Structure

To isolate risk and optimise governance.



Phased 18-Month Implementation Roadmap

Clear four-phase plan from pilot programme to full-scale network operation.



De-Risked Investment Model

Utilising zero-capital financing and a significant pre-agreed lease agreement for revenue certainty.

FINANCIAL PROJECTIONS (BASE CASE)



24% Internal Rate of Return (IRR)

Strong profitability with a 4.1-year payback period.



Rapid Revenue Growth

Projecting revenue to grow from SAR 25M in Year 1 to SAR 125M by Year 5.



Total Capital Investment

SAR 255 Million



10-Year Cumulative Revenue

SAR 1,330 Million



Net Present Value (10%)

SAR 285 Million

MONETISING MOBILITY: The Riyadh Bus Digital Advertising Network

COMPELLING INVESTMENT CASE FOR A STATE-OF-THE-ART DIGITAL ADVERTISING NETWORK ACROSS THE RIYADH BUS FLEET.

THE STRATEGIC OPPORTUNITY



ALIGNED WITH SAUDI VISION 2030

Transforms public transport into a high-margin profit centre, fostering public-private partnership.

TAPPING INTO A SAR 234M MARKET

SAR 234M

The Saudi digital out-of-home advertising market is projected to reach this value by 2030.



BUILT ON A PROVEN OPERATIONAL PLATFORM

Leverages the established network and expertise of the Saudi Public Transport Company (SAPTCO).

THE BUSINESS MODEL

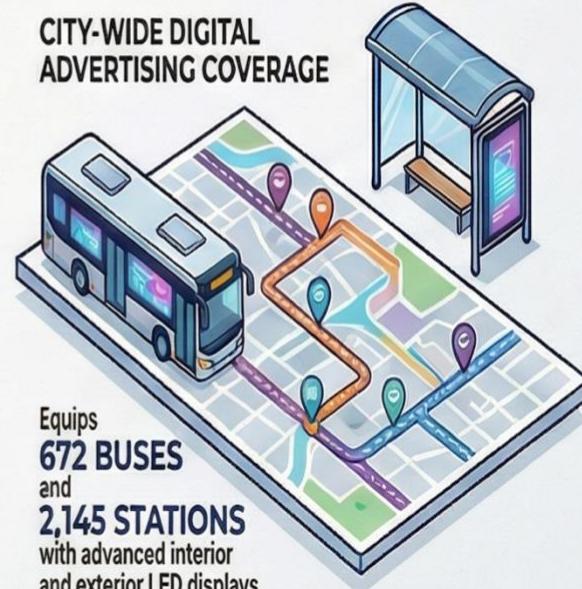
OPTIMISED THREE-ENTITY CORPORATE STRUCTURE



A Holding, Asset, and Media company model segregates risk and streamlines operations.



CITY-WIDE DIGITAL ADVERTISING COVERAGE



Equips **672 BUSES** and **2,145 STATIONS** with advanced interior and exterior LED displays.

INNOVATIVE ZERO-CAPITAL FINANCING



ZERO-CAPITAL FINANCING

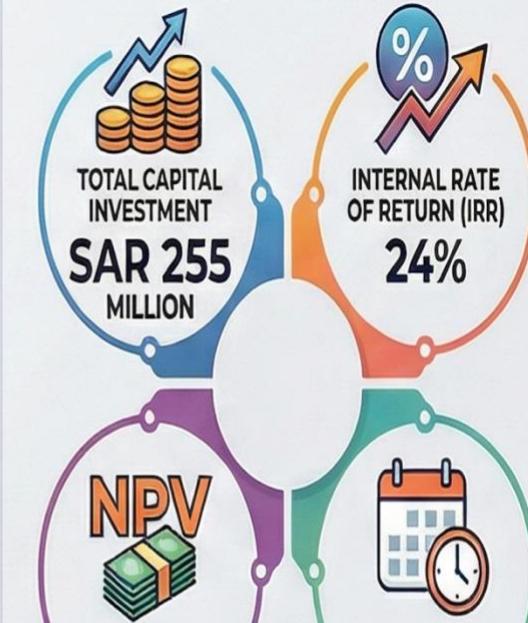
Minimises upfront investment using equipment financing and receivables factoring arrangements.

THE COMPELLING FINANCIAL CASE



>95% PROBABILITY OF POSITIVE NPV

Monte Carlo simulation confirms a high probability of success across various market scenarios.



NET PRESENT VALUE
SAR 285 MILLION

PAYBACK PERIOD
4.1 YEARS