

# 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

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.

## 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.



## 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.

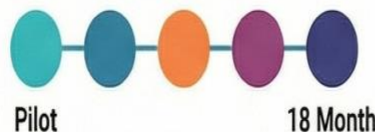


## STRATEGIC FRAMEWORK



### 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.



# 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

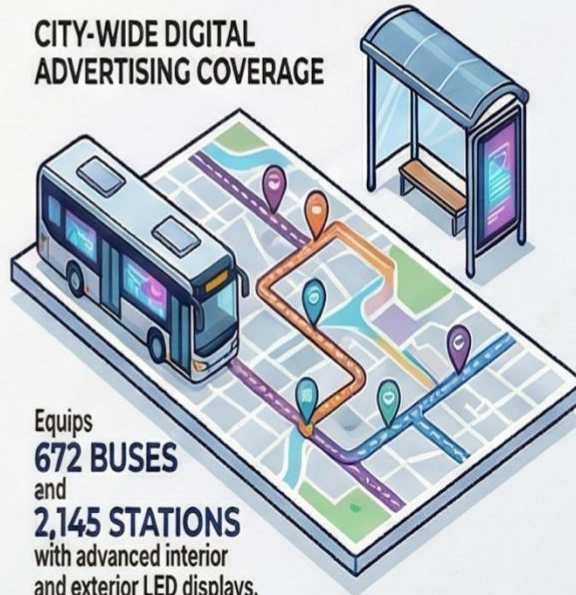
OPTIMISED THREE-ENTITY CORPORATE STRUCTURE



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.

