

Jada is a Fund of Funds Company established by the Public Investment Fund (PIF) to lead the development of a thriving private equity and venture capital ecosystem in order to ensure the long-term success of SMEs in Saudi Arabia. In this way, Jada will increase the sector's contribution to GDP while diversifying the Kingdom's economic base and creating substantial new employment.

About Jada

Jada was created to spark the rapid expansion of private equity and venture capital investment funds, and through them to finance the growth of small-and-medium enterprise (SME) sector in Saudi Arabia. It was launched by a resolution issued by the Council of Ministers in 2017. Jada has been founded with an investment capital of 4 billion SAR, corresponding to approximately 1.07 billion USD. The creation of Jada is part of Saudi Arabia's Vision 2030, the government's comprehensive plan to spur economic growth.

Jada partners with private equity and venture capital funds, Jada adheres to strict standards of governance and transparency, and with clear principles attached to achieving returns on investment in line with international practice. Jada drives its decision-making process with patience and discipline, in order to achieve returns on investment and the growth of the SMEs it supports.

Vision

To be the financial catalyst of growth for the Saudi PE and VC investment management industry and develop a thriving regional GP community

Objectives

- To foster local innovation and entrepreneurship
- To attract cutting-edge start-ups to Saudi Arabia
- To promote the growth of Vision 2030 priority sectors

Economic Principles

To support the realizations of the Kingdom's economic priorities related to SME growth

Mission

To provide investment capital to Saudi SMEs through Private Equity /Venture Capital managers on commercial basis

Commercial Principles

To ensure activities pursued by the Fund of Funds are financially viable and sustainable

Investment Criteria

1

Jada works in accordance with strict transparency and governance rules

2

Jada has adopted international best practice when it comes to funds structures and documentations

3

Jada seeks partnership with established managers – local, regional and international with strong track records and commitment to the Saudi market

4

As well as with first-time managers with relevant experience pertinent to the local market

5

Jada conducts business in a disciplined manner to ensure the financial sustainability of the investment program

6

It is geared to generate a return on investments for the capital committed

7

In parallel, Jada has adopted the developmental objective of boosting SMEs and for them to create jobs and diversify GDP

8

Qualified fund managers will have to undergo commercial and legal Due Diligence process

9

The program will support three main asset classes:

- Private Equity
- Venture Capital
- Seed

Partnership Criteria

Priority is given to funds nurturing the Private Equity and Venture Capital investment management industry in the kingdom, which research indicates that it require early support to grow to the point where they can play a significant role in the development of SMEs in the Kingdom. Studies show that government intervention has been integral to the success of SMEs in Europe, South Korea and Singapore, markets similar to Saudi Arabia.

Operating Model

Jada's governance model provides great deal of autonomy and flexibility to ensure dynamic decision making, allowing the Jada management team to react swiftly to changing market conditions.

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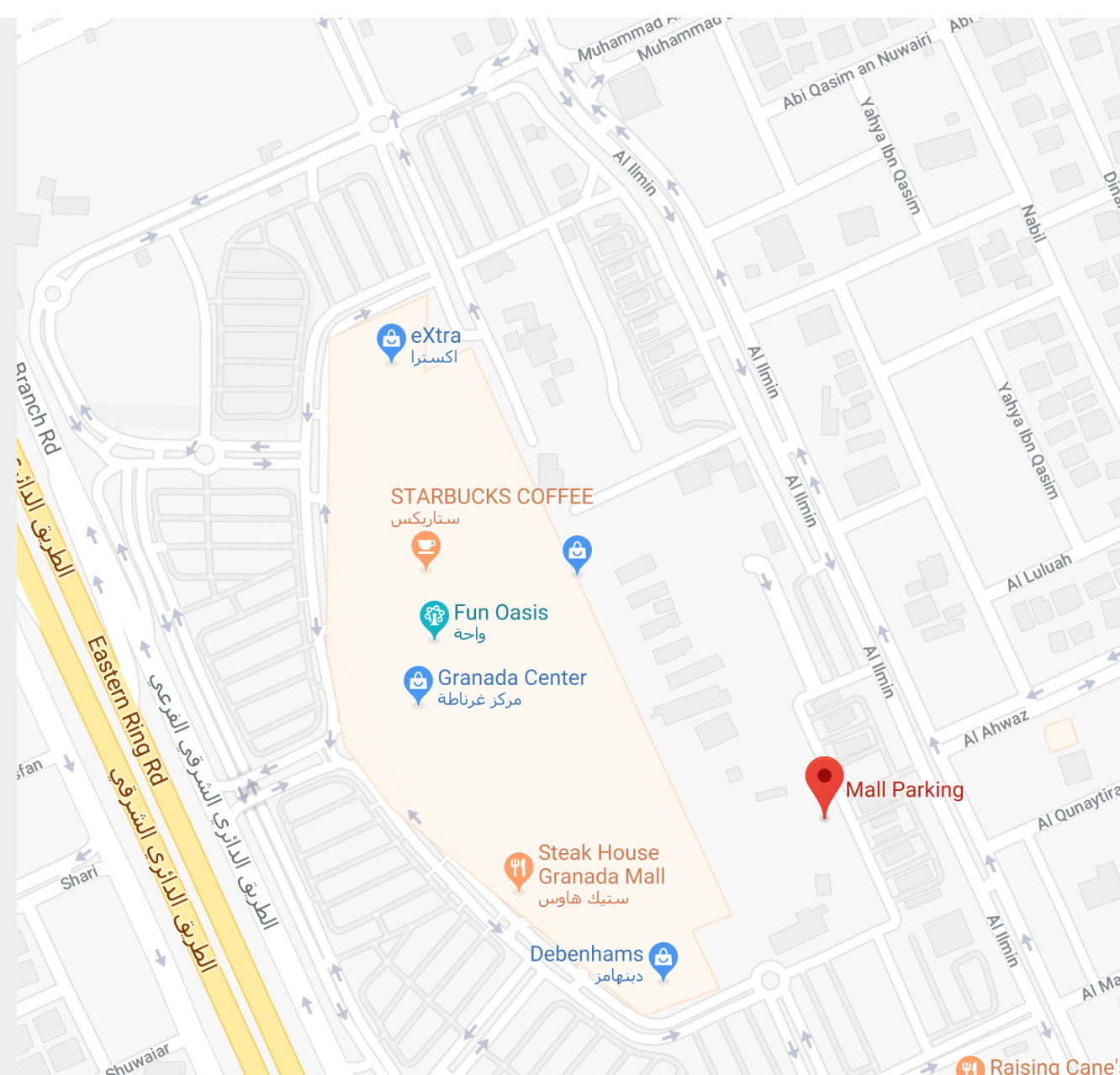
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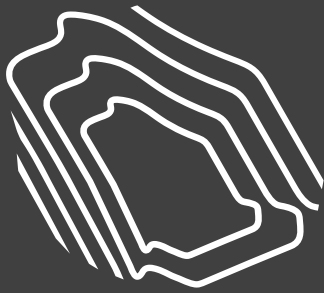
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Board Members and Executives

The Board of Directors of Jada reflects the company's visionary and forward-looking focus. Each member of the Board is a successful investor and manager in his own right, and all bring a breadth of experience of the financial markets. Above all, each Board member represents the energy and outlook of a new generation in Saudi Arabia.

Mazen Ahmed Al Jubeir

Chairman of the Board

Tariq Linjawi

Board Member

Abdulaziz Al Naim

Board Member

Mohammed Al Malki

Board Member

Amr Al Jallal

Board Member

Sebastián Miralles

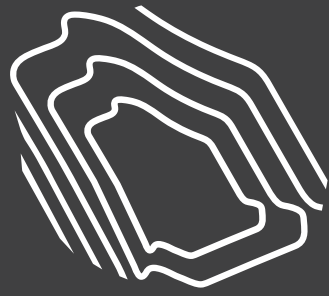
Board Member

Mohammed Al Balaihed

Board Member

Adel Al Ateeq

Chief Executive Officer



Jada جدا
شركة صندوق الصناديق
Fund of Funds Company

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