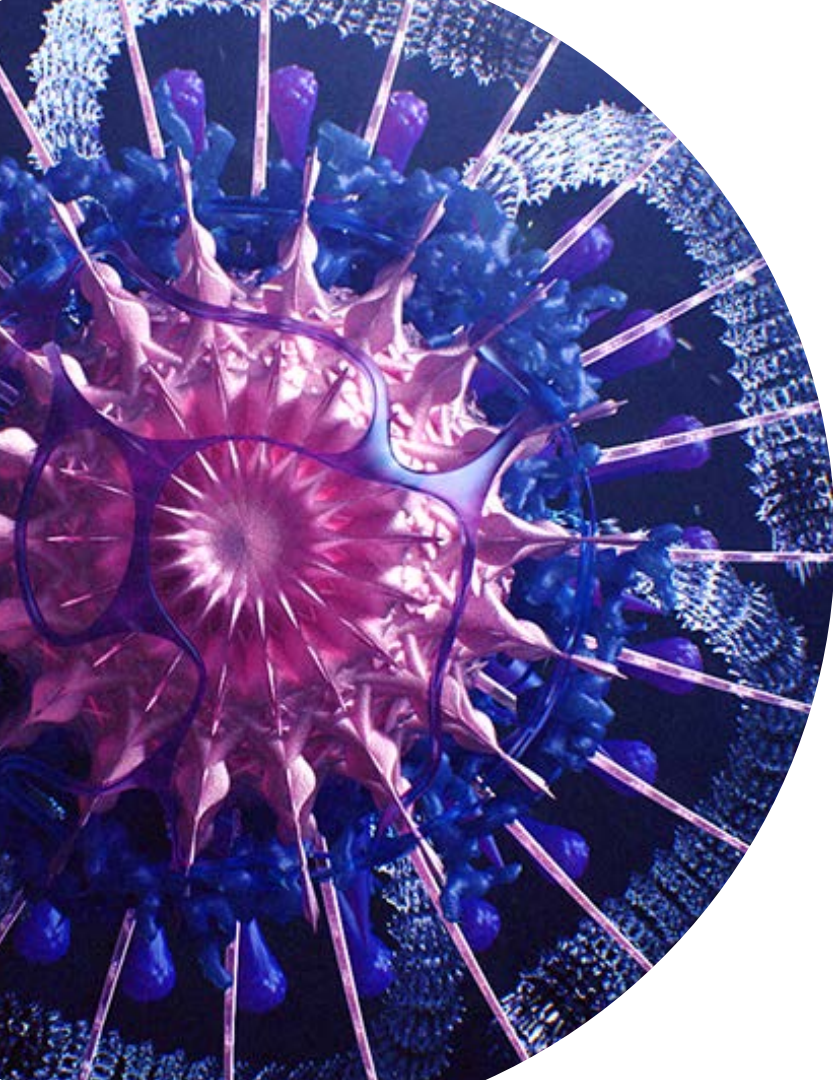




PITCH DECK

2018



//

If you have somebody who's brilliant and highly creative with a different point of view than you have, and a very different intellectual background, great things can happen.

Kip Thorne

ABOUT US

Master Events is one of the growing companies in Saudi Arabia. Started in 2016 and laid the groundwork for building a fertile ground for entertainment events.

Master Events aspires to add value in this field, achieve the desired goals, and contribute to the growth of the entertainment sector in the Kingdom.

We have come a little way within the framework of our plan, and we are now looking for excellent partners to accelerate work and raise productivity in record time.

We believe in our excellence, and we will also work with every effort to be among the pioneers in this field.



MASTER EVENTS

VISION

We aim to be a leading company in the field of entertainment, being recognized by our values, The quality of our services, and to make a huge contribution to the Kingdom's 2030 Vision.

THE PROBLEM

Entertainment sector is considered new to the Kingdom of Saudi Arabia, after being recently unlocked by the General Entertainment Authority GEA. Where this field is still in the process of incorporation, and is permeated by many obstacles:



85% of event organizers do not have sufficient experience to manage and organize such events.



This field rely on strong relationships with corporates and government sector, and this is one of the weaknesses of some organizer.



Most of event organizers lack innovation and entertainment content, relying on primitive ideas as well as replicating them.



Most of event organizers lack the talent to market events as well as selecting the right season.

WHY MASTER EVENTS UNIQUELY POSITIONED TO WIN THE EVENT MARKET

01

Our team is a blend of creative intent with ability to ground ideas and projects, making a difference by offering excellence based work and high quality events

02

Our system of research utilizes the highest value techniques and resource to ensure that we always get the job done. We study the industry, competitors and customer needs

03

We always make sure that our events execution is smooth running, successful and contributing to our key aims and objectives

04

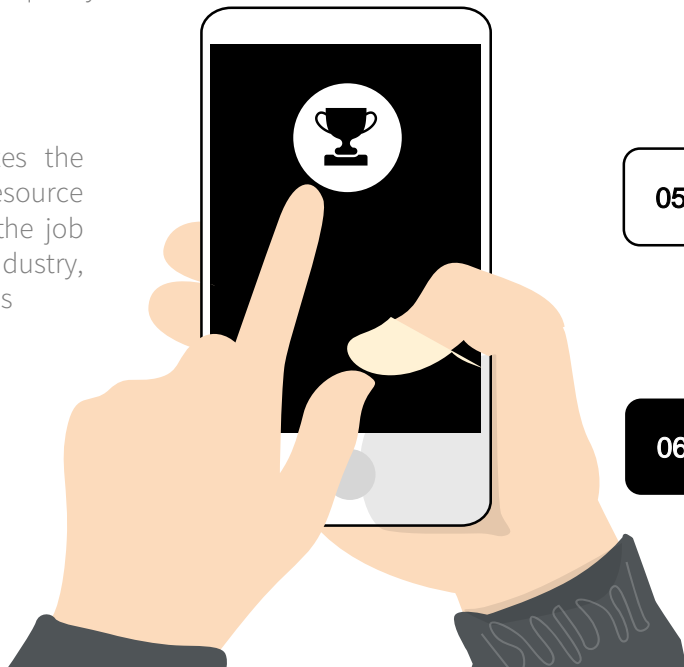
Master Events has a strong relationships with a wide range of trusted industry suppliers. we have invested a lot of time into building relationships with key industry personnel as well of the large number of clientele and events managed

05

We work carefully on choosing events, locations and cities, targeted audience, and the right season.

06

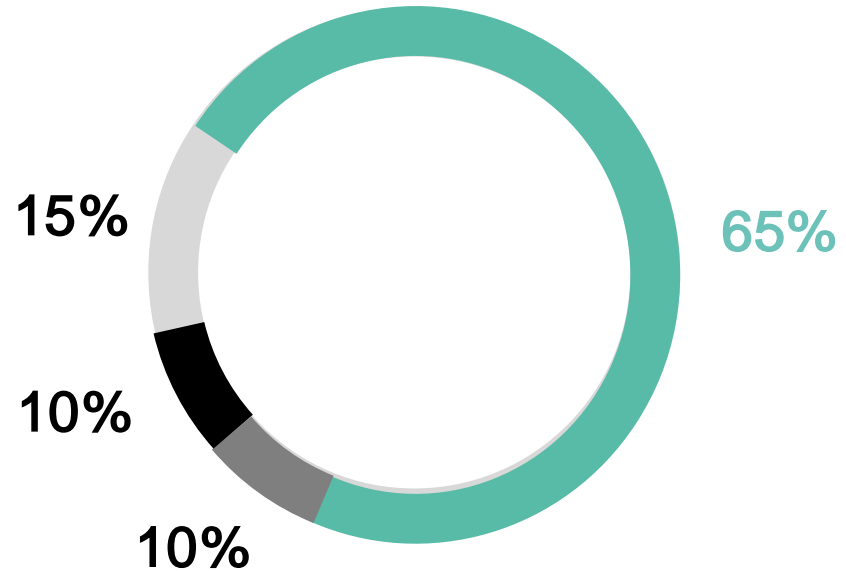
We have a full range of services, Includes (Set-up, Locations, Marketing, Designing, PR , Volunteers & Security, Printings, Sponsors).



BUSINESS MODEL

We have four main revenue sources

- 01 Tickets
- 02 Vendors
- 03 PR &Marketing
- 04 Equipment rental



MARKET SIZE

01

Capital investment in the Saudi tourism amounted to (\$26.3 billion) in 2015 and is forecast to reach (\$40 billion) by 2025.

02

Entertainment sector in the kingdom is expected to generate 114,000 direct and 110,000 indirect job opportunities by 2030.

03

Saudi Arabia's General Entertainment Authority GEA is planning to invest (\$64 billion) in the entertainment sector over the next ten years, through raising funds from the public and private sectors.

04

GEA expects to record (\$133 billion) in revenue by 2030.

05

More than 2,200 events was held in 2017 in 46 cities around the Kingdom.

06

More than 8 million event visitors in 2017

07

Events revenue was (\$470m) in 2017, and expected to reach approximately (\$850m) by 2018

08

More than 5,000 events were planned for 2018

09

More than 15 million expected visitors in 2018

GROWTH OPPORTUNITIES



Saudi government bidding for top global spot in entertainment in 2018 and beyond



According to the World Economic Forum, Saudi Arabia is globally ranked 11th in terms of competitive prices, 55th in terms of cultural heritage, 31st in terms of tourist spending



The entertainment demand is massive, and most of the events are sold out



Tourism has become the country's second largest sector after oil and gas, comprising 5.4% of national non-oil GDP in 2016



One of the primary goals of Saudi Vision 2030 is to grow the tourism and entertainment industry



Cities such as Riyadh and Jeddah are high on the list for tourists seeking more urban and diverse experiences, with both offering a blend of modernity and history



Saudi nationals currently spend (\$20 billion) overseas on entertainment. One of the GEA goals is to keep them spending their disposable income into the local economy



There is a significant need to diversify sources of revenue within the country. The entertainment industry is being established to be a large source of revenue for the country. This expectation has forced the creation of the Saudi entertainment industry to be at the most professional level possible



It is expected to have 50 million visitors to the country by 2030 will take advantage of the country's entertainment industry in some way

COMPETITORS

There are more than 150 event organizers in Saudi covering 46 cities

85% of organizers are classified as non-professional and lack experience and training

Only 6% have their own equipment

Our top competitors:

- Luxury Events
- Time Entertainment
- MBC Group
- Rotana Music
- Expo Horizon



TIMELINE

FEBRUARY 2016



Master Events is born

The idea took years to see the light.

MARCH 2016



First day company

It was all a dream, Now it's reality.

MARCH 2016



Our powerful team blossoms

A powerful team is the first key to success.

MAY 2016



International deals

The world will be ours

MAY 2016



GEA is born

The government created the General Entertainment Authority

JUNE 2016



UEFA EURO CUP 2016 Event

Our first event, Streaming the final game on big screen at Holiday Inn hotel, Riyadh

DECEMBER 2016



Riyadh Comedy Festival 2016

First event supported by GEA

November 2017



House of Neon 2017

Second event supported by GEA

October 2018



Riyadh Fashion District 2018

Approved by GEA, Coming Soon

November 2018



House of Neon 2018

Approved by GEA, Coming Soon

PROJECT STATUS



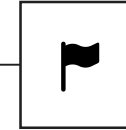
April 2016

Master Events founded in 2016 and financed with \$200,000 savings by founder Majed Alshehri. This amount is not enough to rise in this business, but we took the challenge anyway.



Jan 2018

After we have completed 3 successful events, We are struggling now, because we lack the necessary equipment , as well as expanding more events. We need to raise funds to move forward



October 2018

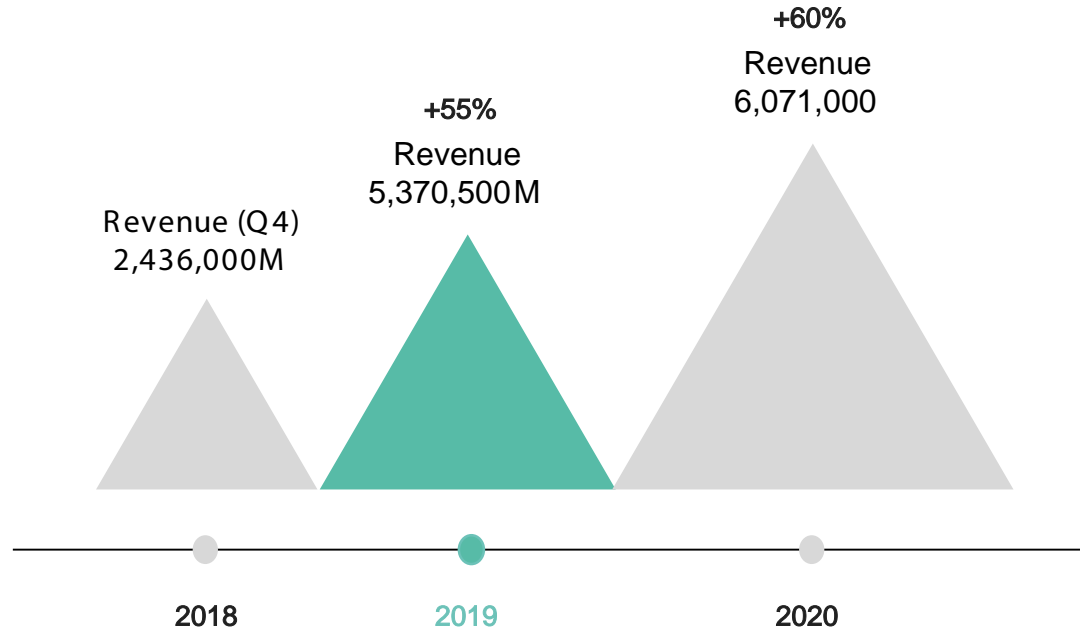
We plan to launch our 4th event in 2018

FINANCIAL

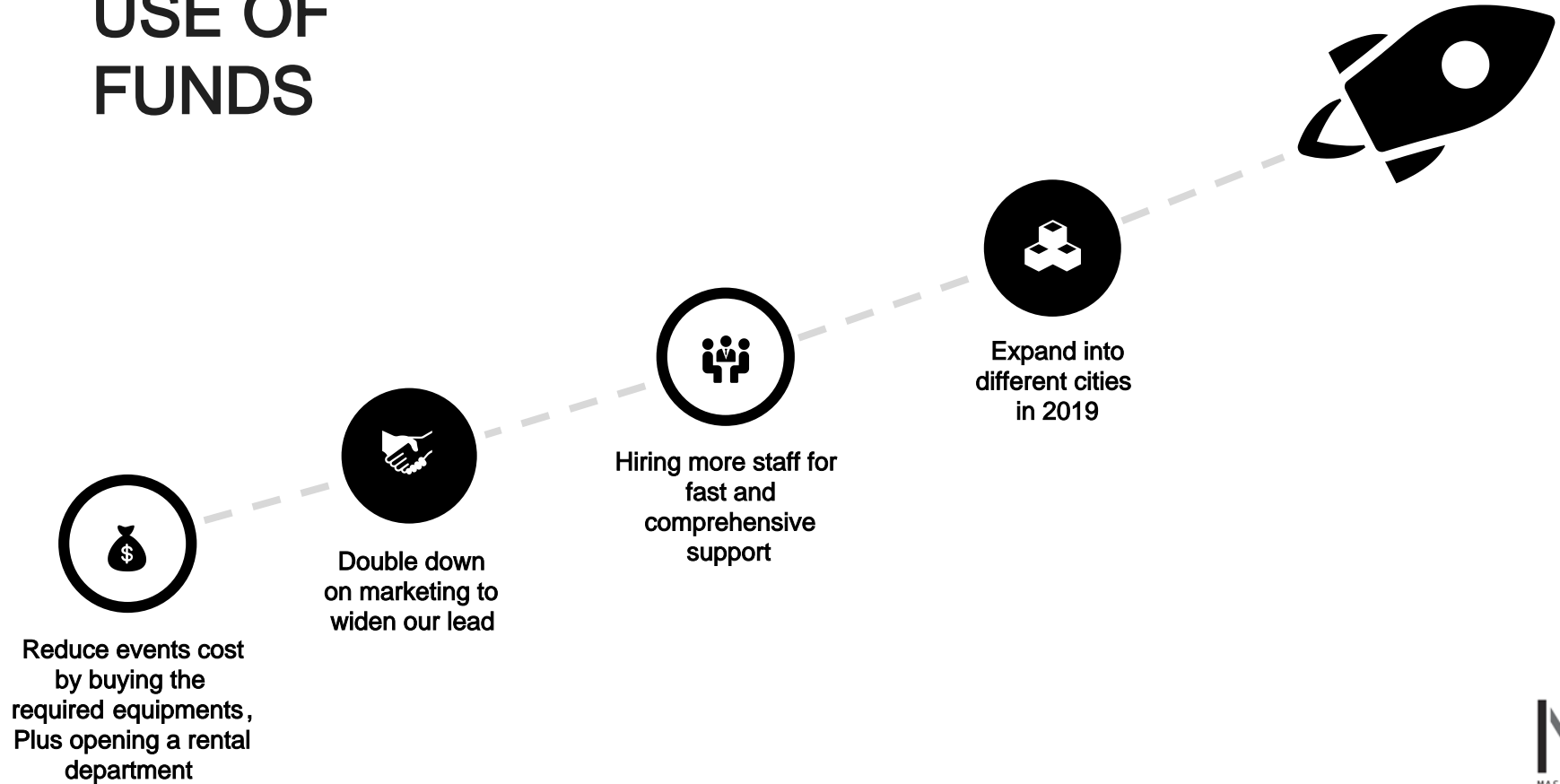


We are looking for
\$3M in funds to
continue our business
plan, and to bring our
events into the field.

Potential Revenue



USE OF FUNDS



MEET OUR MANAGEMENT TEAM



MAJED ALSHEHRI

CEO / FOUNDER, OWNER



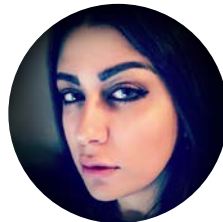
HAMZAH ALSHANKITI

EXECUTIVE ASSISTANT



NAIF ALHAIF

BUSINESS DEVELOPMENT
MANAGER



SAMAR ALTUWAIJRI

PR & MEDIA MANAGER



FATIMA ALSUWAYAN

ART & CREATIVE MANAGER

MAJED ALSHEHRI

CEO / FOUNDER, OWNER



PERSONAL INFO

NATIONALITY: SAUDI

AGE: 36

WORK EXPERIENCE

- FOUNDER

CREATORS CORNER CO. (MARKETING, INTERNET, REAL ESTATE)

- CO-FOUNDER

SUPER FRESH (LOCAL CLOTHING BOUTIQUE)

- EXECUTIVE MANAGER

MUST ENTERTAINMENT

- EXECUTIVE SECRETARY TO ASSISTANT SECRETARY-GENERAL

KING ABDULAZIZ CENTER FOR NATIONAL DIALOGUE

- FOUNDER

DAILY AVATARS (DIGITAL DESIGNING)

EDUCATION

EXECUTIVE SECRETARY

INSTITUTE OF PUBLIC ADMINISTRATION, RIYADH

SOCIAL

LINKEDIN:

MAJED-AL-SHEHRI

ADDITIONAL EXPERIENCE

15+ YEARS IN THE FOLLOWING AREAS:

- ART AND FASHION, PROFESSIONAL PAINTER AND WON 7 SCHOOL COMPETITIONS, ALSO PARTICIPATES IN VENICE BIENNALE ART EXHIBITION 2013, ITALY
- MEDIA PRODUCTION COLLABORATION WITH TELFAZ 11 IN YOUTUBE SHOWS
- DEVELOPING VIDEO GAMES, SOUND DUBBING & GRAPHICS FOR PLAYSTATION & XBOX
- REAL ESTATE BUSINESS
- PR, MEDIA, MARKETING AND SOCIAL MEDIA
- EXPERT IN CARS TUNING & CAR SHOWS
- ORGANIZING MEETINGS, CONFERENCES, EXHIBITIONS
- FAMILIAR WITH VARIOUS BUSINESS AREAS SUCH AS MEDICAL SUPPLEMENTS, GOLD INDUSTRY, BANKING, TECHNOLOGY, MUSIC & FILM PRODUCTION, WHOLESALE & RETAIL BUSINESS

MOTTO SKY IS NOT THE LIMIT, IT IS JUST A VIEW “

PERSONAL INFO

NATIONALITY: SAUDI

AGE: 35

WORK EXPERIENCE

- CO-FOUNDER,

LIONZ (INTERNET SOLUTION)

- FOUNDER

33 (COMMUNICATIONS & INFORMATION TECHNOLOGY)

- FOUNDER,

BEYOND BUSINESS EST.

- DIRECTOR OF FINANCE & ADMINISTRATION

THEQAF (ADVERTISING & PR AGENCY)

- IT TECHNICIAN

MINISTRY OF CULTURE AND INFORMATION

EDUCATION

BACHELOR'S DEGREE

COLLEGE OF COMPUTER & INFORMATION

SCIENCES

KING SAUDI UNIVERSITY, RIYADH

SOCIAL

LINKEDIN:

HAMZAH ALSHANKITI

MOTTO IT DOESN'T MATTER HOW HARD YOU TRY,
WHAT MATTER IS JUST HOW “

HAMZAH ALSHANKITI

EXECUTIVE ASSISTANT



PERSONAL INFO

NATIONALITY: SAUDI

AGE: 31

WORK EXPERIENCE

- FOUNDER

NOBLE & FRESH (URBAN CLOTHING)

- CUSTOMER SERVICE REPRESENTATIVE

ARAB NATIONAL BANK

- CUSTOMER SERVICE REPRESENTATIVE

AXIOM TELECOM

- CUSTOMER SERVICE REPRESENTATIVE

ORBIT COMMUNICATIONS CO.

- MODEL

BRIMZ BOUTIQUE

EDUCATION

BUSINESS MANAGEMENT

YORK UNIVERSITY, TORONTO, CANADA

COMPUTER NETWORKING TECHNOLOGY

ALKHALEEL TRAINING & EDUCATION, RIYADH

SOCIAL

INSTA:

@FABOLOUSNAF

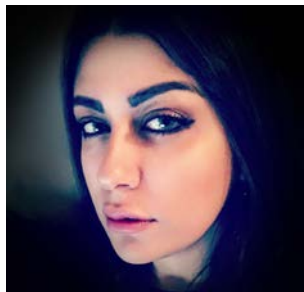
MOTTO ALWAYS DO WHAT YOU ARE AFRAID TO DO

“

NAIF ALHAIF

BUSINESS DEVELOPMENT MANAGER





SAMAR ALTUWAIJRI

PR & MEDIA MANAGER

PERSONAL INFO

NATIONALITY: SAUDI

AGE: 32

WORK EXPERIENCE

- MARKETING & PR EXECUTIVE

MANO GROUP

- CERTIFIED TRAINER & REPRESENTATIVE

UNITED NATIONS

- PROJECT MANAGER

BUSINESS INCUBATOR BY HRH PRINCESS NORA BINT MUHAMMAD ALSAUD

EDUCATION

- BACHELOR OF FINE ARTS (BFA)

QASSIM UNIVERSITY

MOTTO BE A VOICE, NOT AN ECHO



FATIMA ALSUWAYAN

ART & CREATIVE MANAGER

PERSONAL INFO

NATIONALITY: SAUDI

AGE: 25

WORK EXPERIENCE

- MULTIMEDIA DEVELOPER

MBC

- GRAPHIC DESIGNER

ALNAHDI GROUP

- GRAPHIC DESIGNER

SHADOWS INT AGENCY

EDUCATION

- GRAPHIC DESIGN & DIGITAL MEDIA (BACHELOR'S DEGREE)

COLLEGE OF ART & DESIGN, PRINCESS NORA UNIVERSITY

- DIPLOMA DEGREE IN PHOTOGRAPHY

SHAW ACADEMY, UNITED KINGDOM

MOTTO DREAMS DON'T WORK UNLESS YOU DO



OUR CONTACT



www.masterevents.me



info@masterevents.me

MasterEventsKSA



MASTER EVENTS

We love what we do, and we put that passion into
every project we take on