

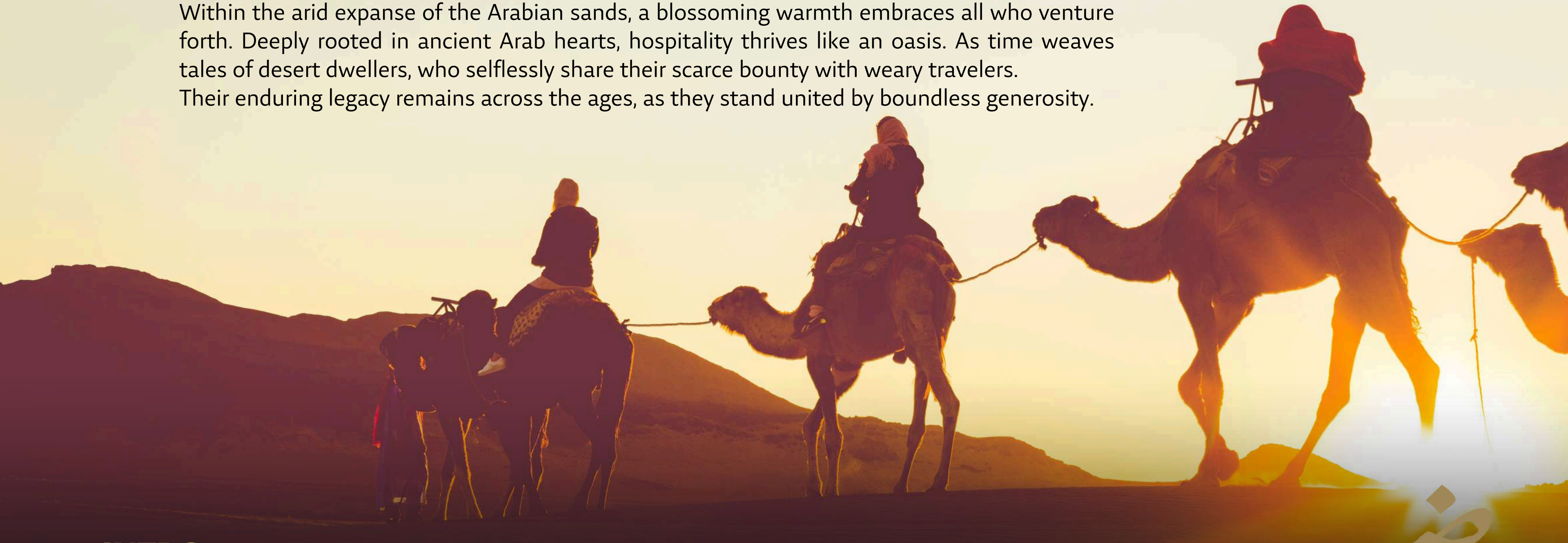


HALLMARK OF ARABIAN HOSPITALITY



INTRODUCING THE HALLMARK OF ARABIAN HOSPITALITY THE ARABIAN WAY

Within the arid expanse of the Arabian sands, a blossoming warmth embraces all who venture forth. Deeply rooted in ancient Arab hearts, hospitality thrives like an oasis. As time weaves tales of desert dwellers, who selflessly share their scarce bounty with weary travelers. Their enduring legacy remains across the ages, as they stand united by boundless generosity.



AMSA HOSPITALITY A WELCOMING SPIRIT FOR THE 21st CENTURY

Amidst the golden dunes, Amsa Hospitality blossoms as a tribute to Arabian grace. Guided by its warm spirit, we seamlessly blend ancient and modern elements, crafting a symphony of generosity. Here, in our oasis, hospitality dances through time, offering you the essence of Arabian tradition — an embrace that transcends, as only Amsa Hospitality can.



UNVEILING OUR STORY A TIMELESS TRADITION RE-IMAGINED

Amsa Hospitality, envisioned by Chief Executive Officer **Mohammad Alathel**, rose from a longing for authentic Arabian generosity. In a sea of generic hotels, a distinctive concept took shape, seamlessly blending ancient hospitality with a contemporary lifestyle.

With its wings spread wide, Amsa Hospitality soared, ready to revolutionize not only the Arabian hospitality scene but also make a lasting impact on the global hospitality landscape.



WHO WE ARE

GROUNDING IN OUR PAST, FOCUSED ON THE FUTURE

Amsa Hospitality is a Saudi Arabian venture that combines expertise with bold visions. As a citizen company driven by corporate social responsibility, we redefine the hotel industry by embracing challenges, fostering innovation, and staying true to our heritage.

Our state-of-the-art facilities reshaping hospitality by blending traditional Arabian design with modern amenities, providing exceptional experiences for discerning business travelers. We exceed expectations by offering high-quality, lifestyle midscale properties in strategically selected locations.



OUR VISION

A HALLMARK OF ARABIAN HOSPITALITY

To establish ourselves as a premier hospitality brand, renowned for our unique fusion of authentic Arabian values and modern innovations, thereby reshaping the midscale lifestyle business hotels segment on a broad scale.

OUR MISSION

ELEVATING THE INDUSTRY

We create extraordinary experiences by seamlessly blending authentic Arabian tradition with the highest global standards.

OUR STORY



OUR VALUES

STRONG BELIEFS, STRONG FOUNDATION



Embracing Hospitality

We prioritize genuine Arabian hospitality, creating a warm and welcoming atmosphere for our guests.



Sustainable Impact

We are committed to responsible practices that contribute to a sustainable future.



Growth Mindset

We value open communication and embrace opportunities for improvement.



Teamwork & Unity

We foster an inclusive and enjoyable work environment, driving success through collaboration.

VISION 2030 BUILDING A PROSPEROUS TOMORROW

We take pride in our Saudi Arabian heritage, which fuels our passion for unleashing the nation's potential. We understand that genuine success goes beyond financial accomplishments; it encompasses the prosperity of future generations.

Aligned with Saudi Vision 2030, our aim is to strengthen and diversify the nation's economy.

We envision a vibrant hospitality sector that will:



Drive tourism growth



Enhance employment opportunities and expertise within Saudi Arabia



Foster the development of secondary cities



Promote a greener and more sustainable economy

JOURNEY TO SUCCESS GROWING A STRONG AND FLOURISHING TOURISM AND HOSPITALITY SECTOR

Despite challenges such as the impact of Covid-19, the global hospitality revenue continues to demonstrate steady growth. This positive trend is a promising sign for our industry's long-term prospects, supporting our ongoing development at local and regional levels, and beyond; due to an effective and unique business model.

10.3%

The hospitality sector
percentage of global
GDP

G20's

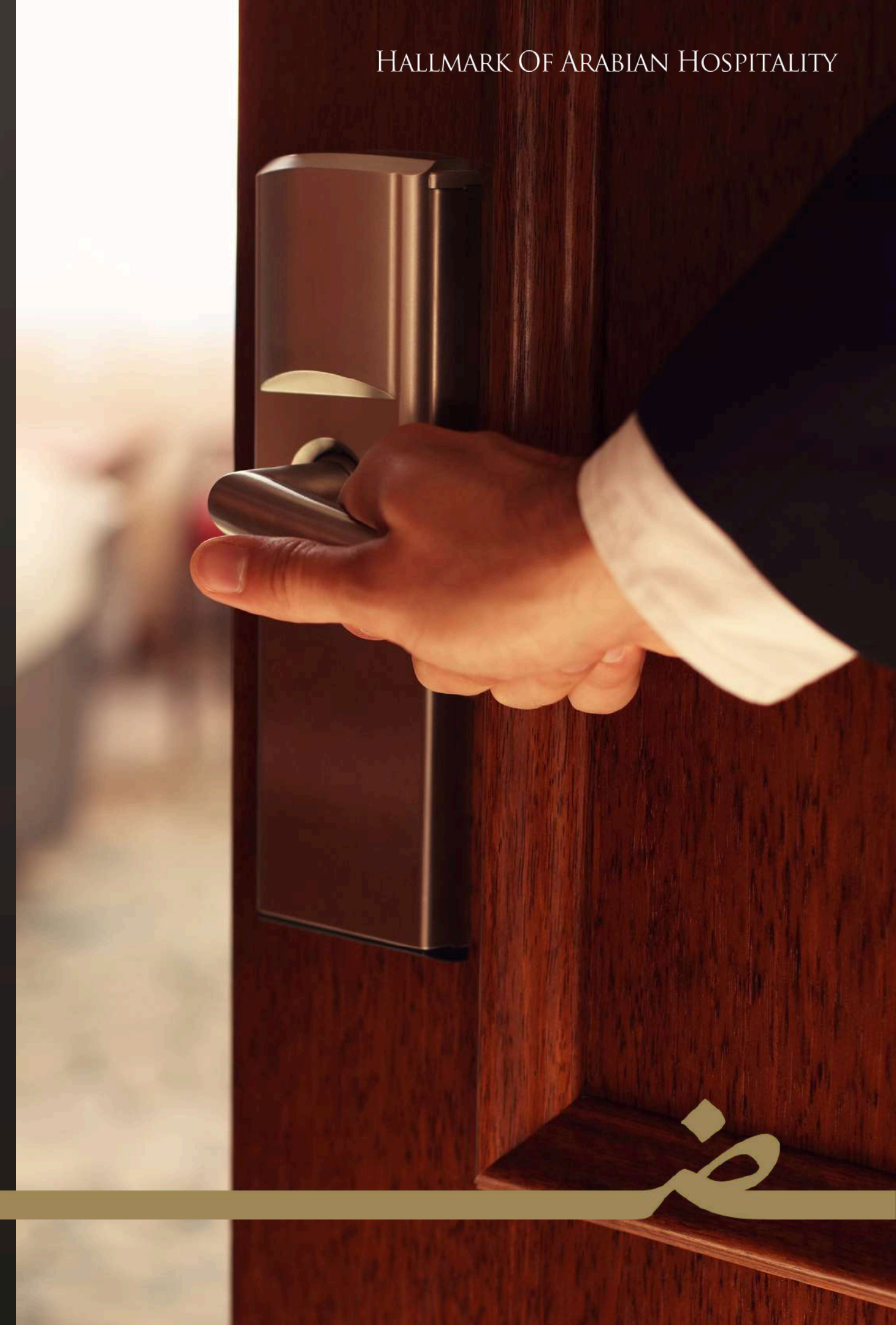
Saudi Arabia is the G20's
fastest growing tourism
destination

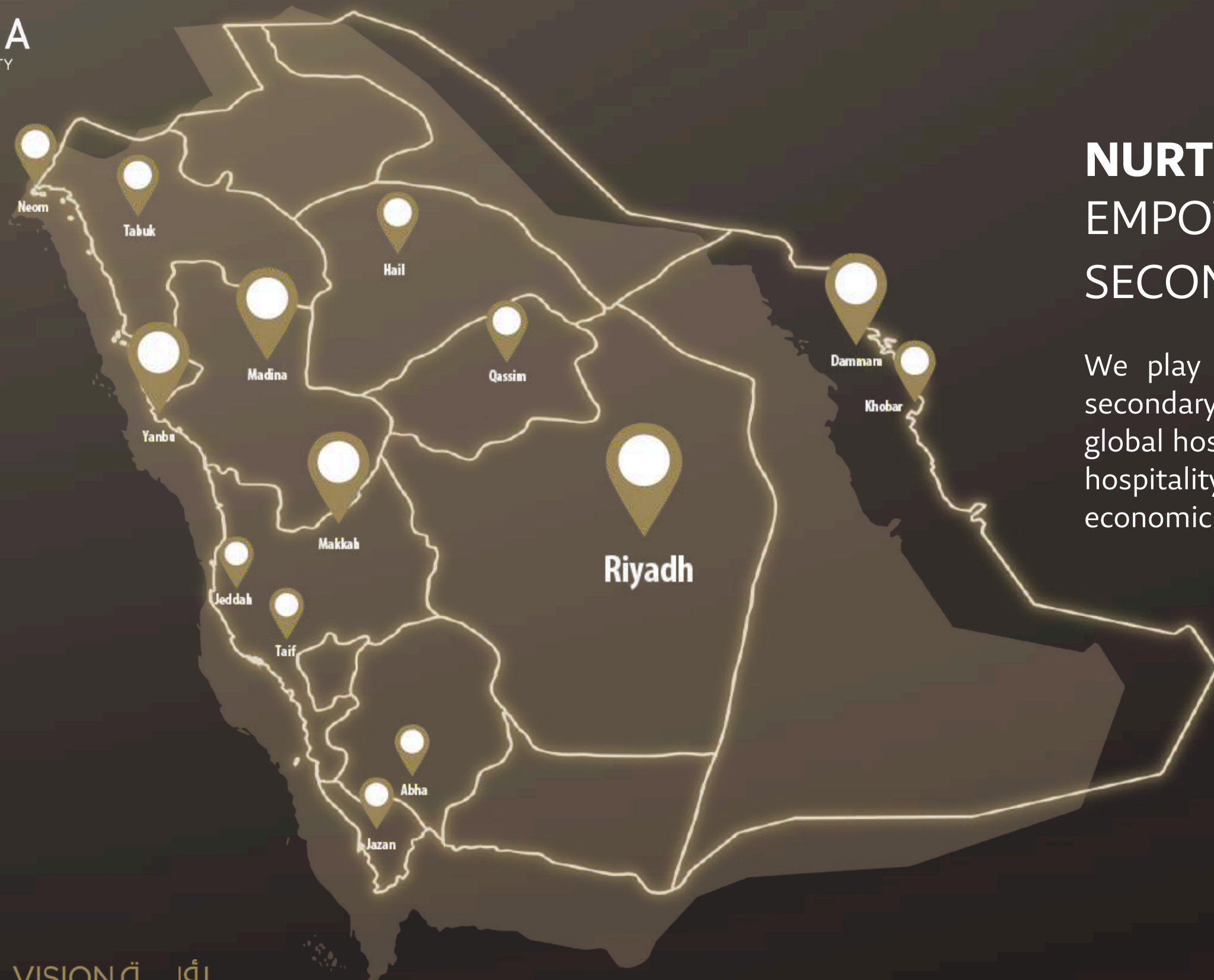
18.5%

Global industry
growth

\$4 bil

Hotels generate in USD
annually around the world





NURTURING GROWTH EMPOWERING SAUDI ARABIA'S SECONDARY CITIES

We play an active role in the development of Saudi Arabia's secondary cities, working hand in hand with our strategic partner, global hospitality leader Accor. Together, we are revolutionizing the hospitality landscape throughout the kingdom, ensuring that economic opportunities are extended to all provinces.

EMPOWERING SAUDI WORKERS

The success of hotels relies on the individuals who manage them. That's why we are committed to equipping Saudis with the necessary tools and fostering an environment where they can flourish. This includes:

- 1. Industry education & skills training programs**
- 2. Localization initiatives aimed at maintaining an 80% Saudi workforce**
- 3. Job opportunities at the management level**
- 4. A matrix work structure model that encourages team participation in all activities, fostering skill & productivity.**
- 5. A transparent team-based work culture that recognizes and rewards talent and leadership**



STRIVING FOR SUSTAINABLE SOLUTIONS MAKING SUSTAINABILITY OUR GUIDING PRINCIPLE

Our unwavering commitment to environmental responsibility is deeply rooted in the essence of Arabian hospitality, and our hotels epitomize the harmonious blend of exceptional guest experiences with sustainable practices.

Our initiatives include:



Certifications such as Green Key, Green Seal, Alliance, and Sustainable Hospitality, showcasing our dedication to sustainable practices



Energy-efficient lighting & temperature control systems



Energy-conscious design, including self-powering capabilities



An ambitious goal of achieving a minimum 50% fair-trade product purchasing within 5 years



On-site vegetable gardens utilized by our chefs to enhance recipes & minimize our carbon footprint



Team awareness training and incentives to encourage the adoption of best practices



Efficient water and waste management, including grey water recycling

THE ICONIC ARABIAN HOTEL BRAND WITH MORE TO COME...

Amsa Hospitality proudly introduces its groundbreaking global hotel brand, set to revolutionize the industry. Scheduled for launch in late 2024, our signature lifestyle midscale hotel brand will embody centuries-old Arabian hospitality, while seamlessly blending it with contemporary living. Emphasizing user-friendly smart technology and sustainable practices, our brand aims to create an unparalleled guest experience.



Spirit of Arabian hospitality



Contemporary living



**Smart technology and
sustainable practices**

OUR HOTELS



DISCOVERING EXCELLENCE OUR ARABIAN HOTEL FEATURES



Exclusive Arabian-centric concept, from décor to service standards



Open-concept dining options



Guest-centric experience



Seamless app and tech innovations



150 - 250 rooms



Exceptional, highly trained & motivated team



World-class facilities & services



Cutting-edge Arabian design features



State-of-the-art meeting & event spaces



Eco-friendly practices

OUR HOTELS

Radisson®


RIYADH AIRPORT
الرياض، المطار



OUR HOTELS

ف

NUMBER OF KEYS


 **471 Keys**

FACILITIES

 **Restaurant**

 **Coffeeshop**

 **60 Car parking spaces**

 **Rooms for special needs people**

 **Reception**

 **Pool**

 **Gym**

 **Laundry room**





AMSA HOSPITALITY BEST MIDSCALE HOTEL AWARD WINNER 2024 CELEBRATING A LEGACY OF EXCELLENCE

The Amsa Hotel, recognized as the Best Midscale Hotel of 2024, has swiftly gained popularity since its launch in 2022. With exceptional service and unparalleled guest experiences, it has established a well-deserved legacy of excellence in the hospitality industry.



CELEBRATING A LEGACY OF EXCELLENCE Awards 2023

Booking.com Award

Traveler Review 2023

Business Traveler Awards

Best Business Hotel in Riyadh
(Highly Commended)

Hotelier Saudi Arabia Awards 2023

Procurement Person of the Year
(Highly Commended)

Hotelier Saudi GM Powerlist 2023 – Hotelier

Traveler's Choice

(CNBC) Travel Award

Best Hotel for Business in
the Middle East

Leaders in Hospitality ME 2023 Awards (HCNME)

Midscale-Market Hotel of the
Year

Leaders in Hospitality KSA 2023 Awards (HCNME)

Midscale-Market Hotel of the Year

TripAdvisor

4.6 stars rating and 11 out of
700+ properties on TripAdvisor

RHG EMM Awards

(Global EMM Maker)

Hospitality's Best 30 F&B Leaders in ME - Hospitality)

Best F&B Leader



Location and Accessibility

King Khalid International Airport, Riyadh 13442 Saudi Arabia.



2 KM

from King Khalid International Airport



9 KM

From ROSHN Front, shopping area, and cinemas



12 KM

From Business Gate



3 KM

From Riyadh Expo 2030



22 KM

From Deriyah Al-Bujairi



10 KM

From Shopping destinations



17 KM

Easy access to Boulevard Riyadh City and Boulevard World.

MERCURE
HOTEL
KHAMIS MUSHAIT



NUMBER OF KEYS

 **93 Keys**

FACILITIES

 **Restaurant**


 **Coffeeshop**

 **60 Car parking spaces**

 **Rooms for special needs people**

 **Reception**

 **Pool**

 **Gym**

 **Laundry room**





Location and Accessibility

The hotel is located in Al Mossa District,
Khamis Mushait, Saudi Arabia.



2 KM

From Shopping Distance



15 KM

From Abha International Airport



16 KM

From Seven project



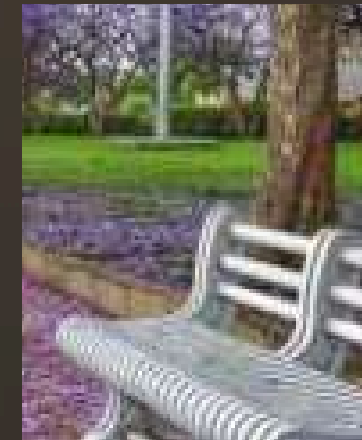
30 KM

From Abha Downtown (Al Wadi)



30 KM

From The Art Street



31 KM

From Abu Kheyal Park



41 KM

From Al Soudah park

Radisson

AL-MADINAH
المدينة



OUR HOTELS

ف

NUMBER OF KEYS



165 Keys

FACILITIES



Restaurants



Meeting rooms



Coffeeshop



Pool



108 Car parking spaces



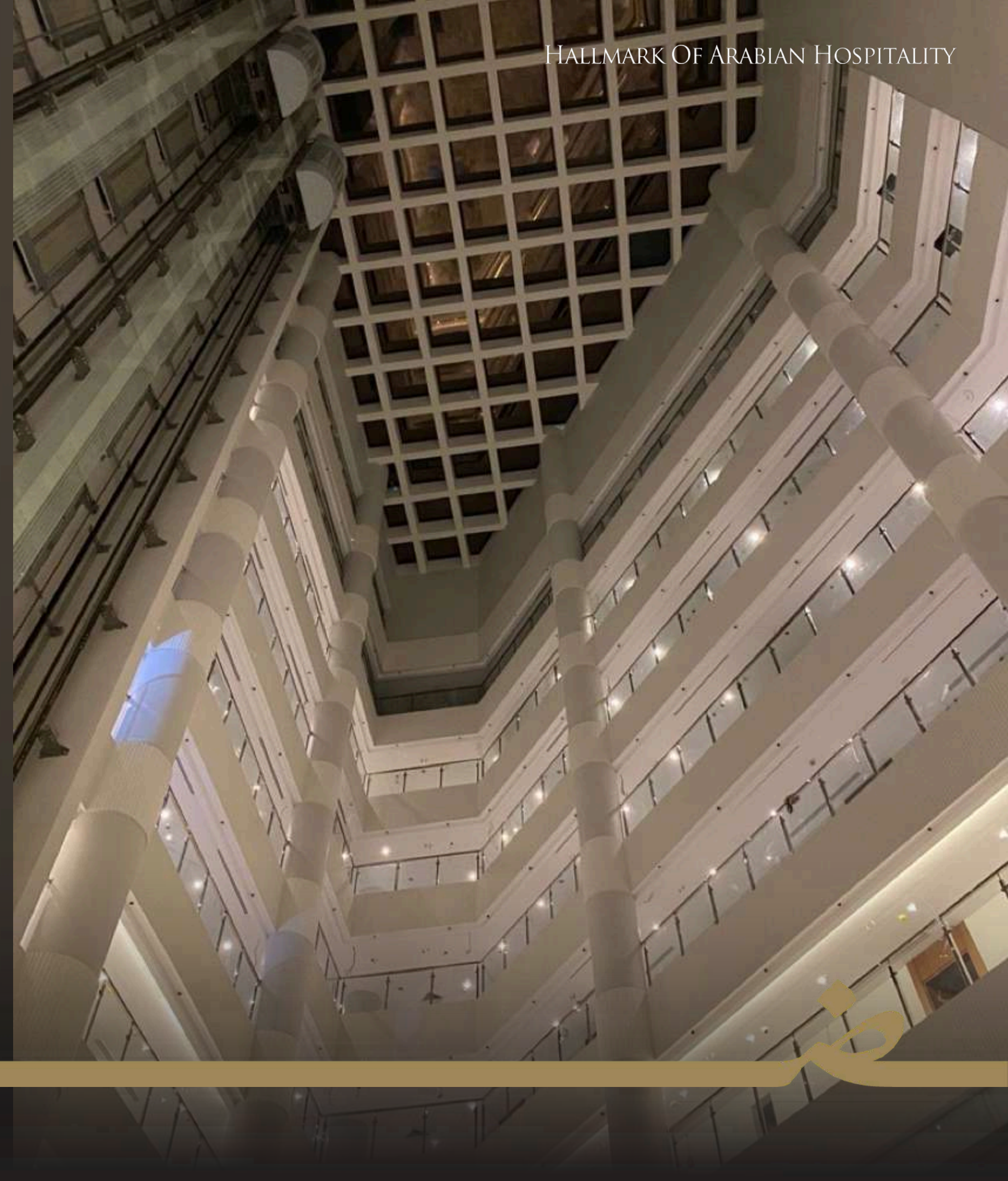
Gym



Retail shops



Panoramic elevators





Location and Accessibility

The hotel is located in Ad Duwaimah,
Al-Madinah 42315 Saudi Arabia.



16 KM

From Prince
Mohammad Bin
Abdulaziz
International
Airport



3 KM

From Al
Masjid an
Nabawi



2 KM

From The
Hejaz Railway
Museum



7 KM

From Uhud
Mountain



750 M

From
Quba Mosque



3 KM

From
Shopping
Destination



9 KM

From
Haramin high
speed railway

ENCHANTING THE GLOBE

5-YEAR STRATEGIC PLAN TO AMAZE THE WORLD

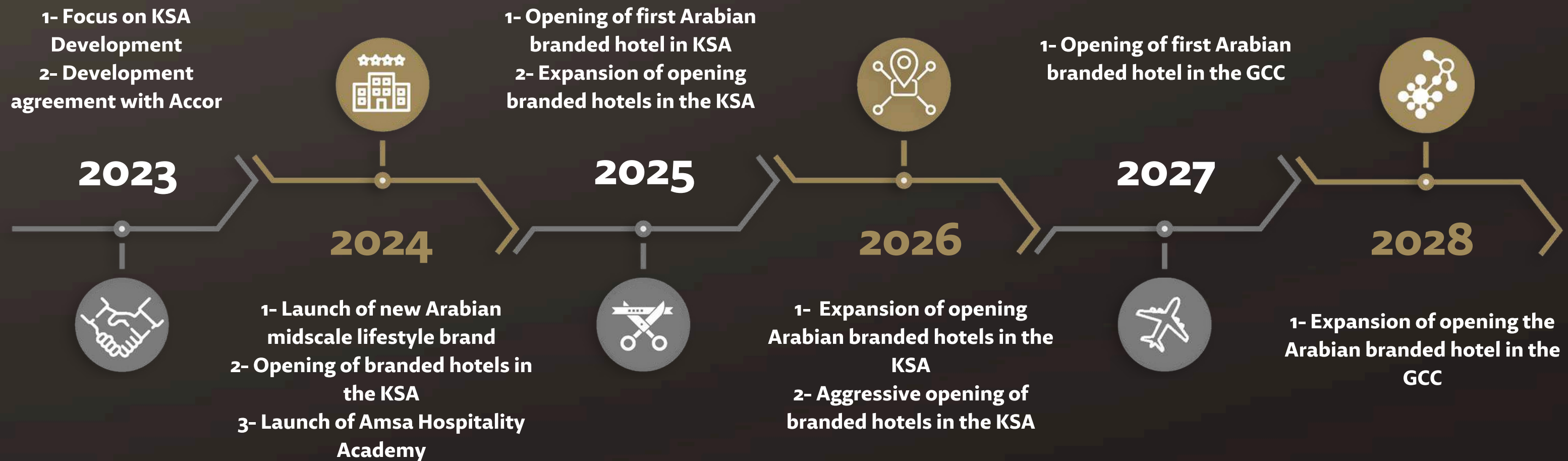
Building upon our success in Riyadh, we are embarking on an ambitious 5-year plan to expand our operations across the Kingdom of Saudi Arabia and beyond. Our goal is to launch 3 to 5 new hotels annually, with a specific focus on the midscale segment.

These hotels will be strategically located in prime business areas such as airports, travel hubs, convention centers, and prominent malls.

5-YEAR STRATEGIC PLAN

A HOLISTIC 5-YEAR STRATEGY

Our visionary plan serves as a catalyst, propelling us towards future launches throughout the Middle East and across the globe. Inspired by the boundless expanse of the Arabian desert, we set no limits on our aspirations, reaching for the skies and beyond!



5- YEAR STRATEGIC PLAN



HARNESSING A WORLD-CLASS PARTNERSHIP A DECADE-LONG STRATEGIC PLAN

In May 2023, Amsa Hospitality proudly announced an exciting new 10-year development and franchising agreement with Accor, a renowned global leader in the hospitality sector. With a remarkable 21-year presence in the Kingdom of Saudi Arabia and extensive hotel expertise spanning across our region and the globe, Accor brings invaluable experience to our partnership.

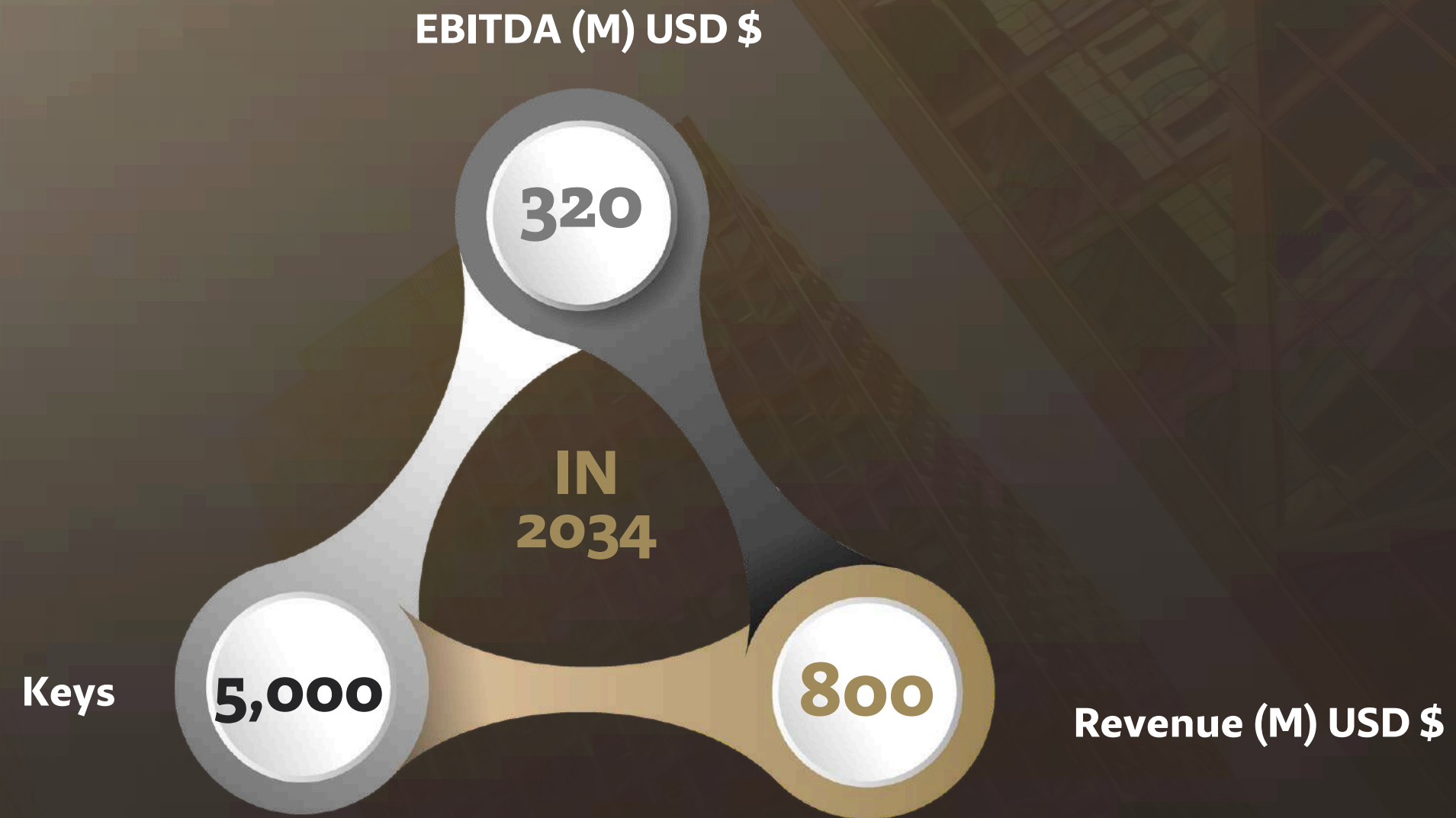


10- YEAR STRATEGIC PLAN



AMSA HOSPITALITY'S 10-YEAR DEVELOPMENT FORECAST

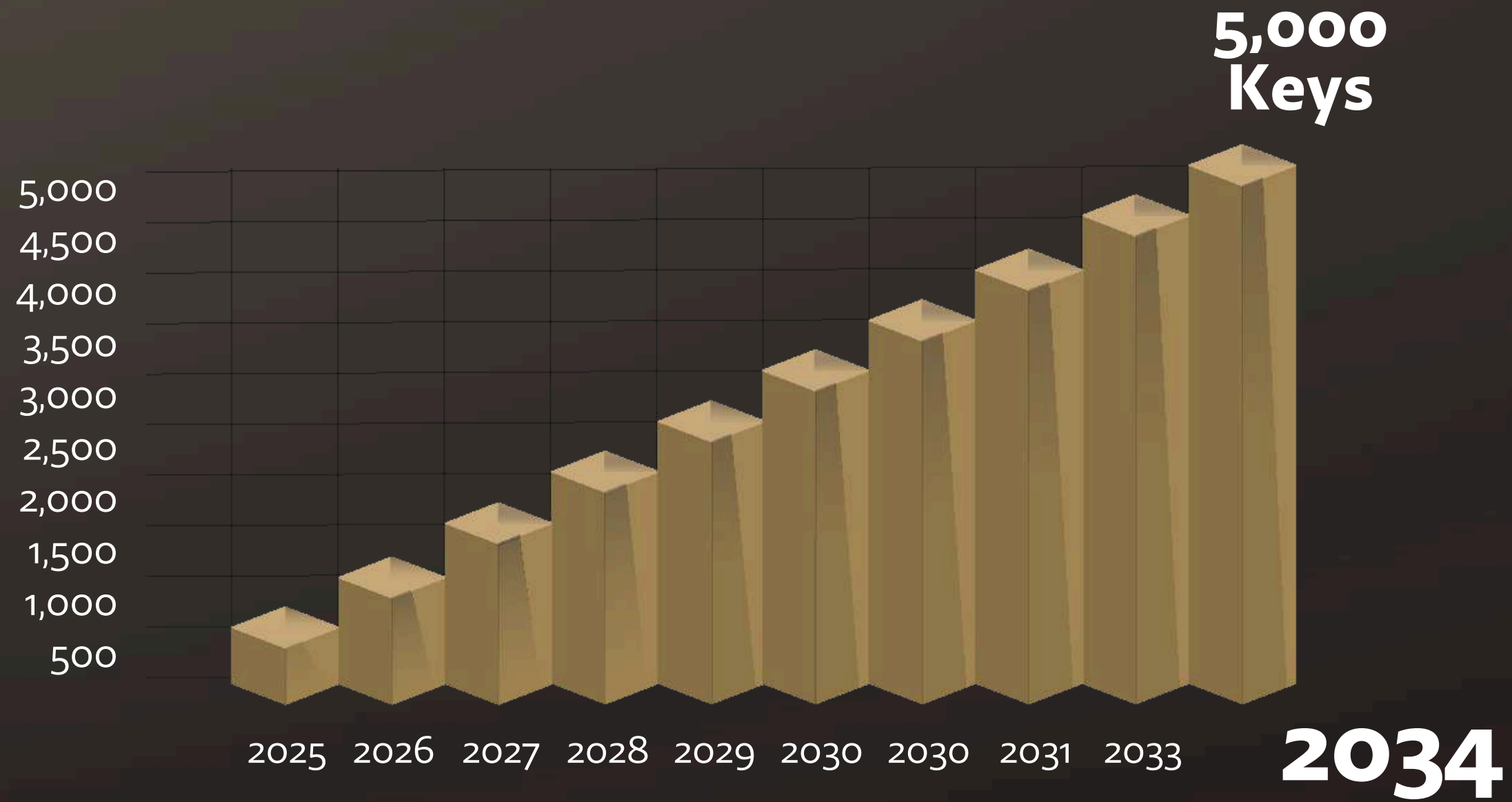
2024-2034



10- YEAR STRATEGIC PLAN



AMSA HOSPITALITY 10 -YEAR FORECASTED DEVELOPMENT HOTEL OPENING

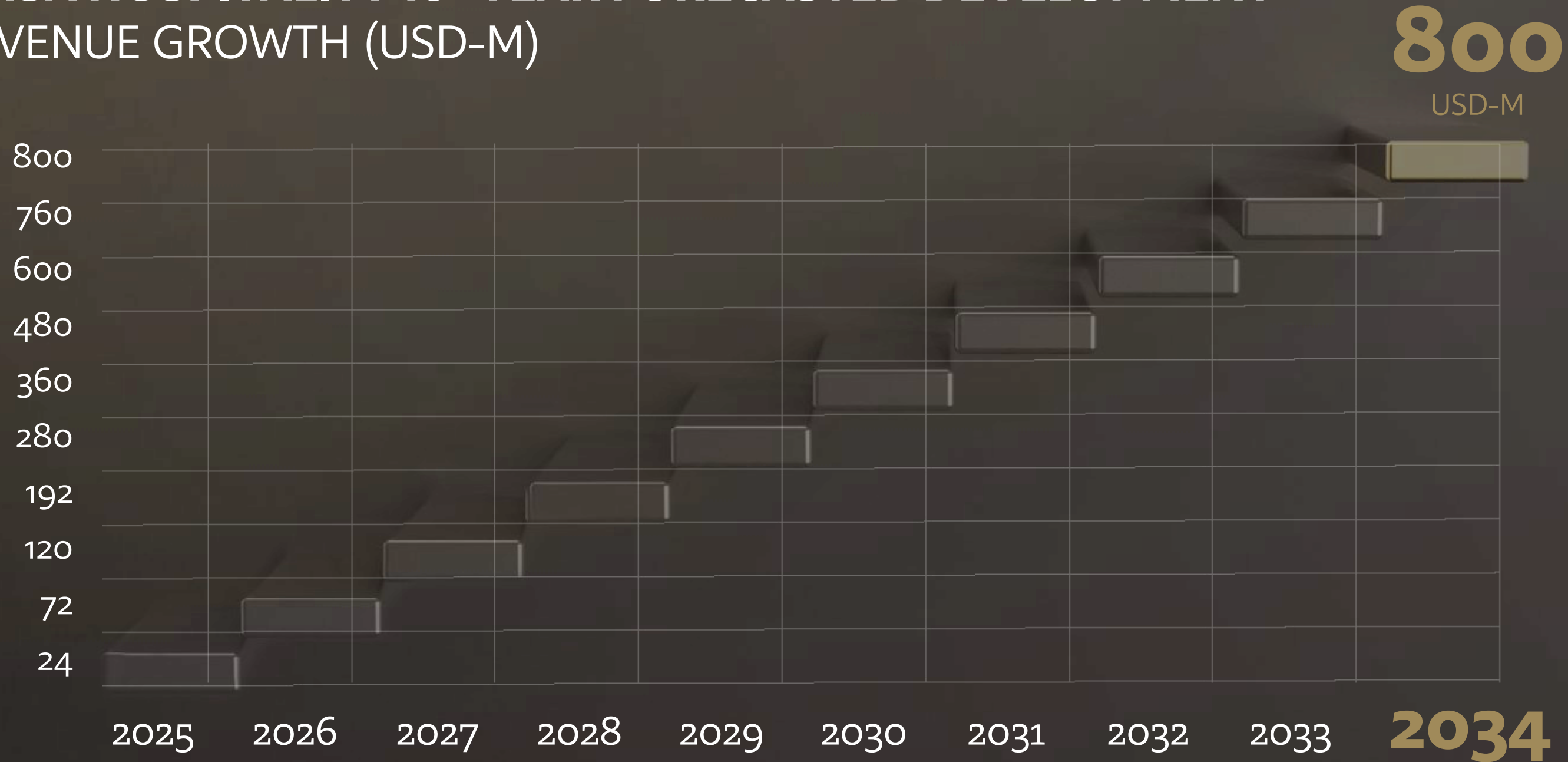


10- YEAR STRATEGIC PLAN



AMSA HOSPITALITY 10 -YEAR FORECASTED DEVELOPMENT

REVENUE GROWTH (USD-M)

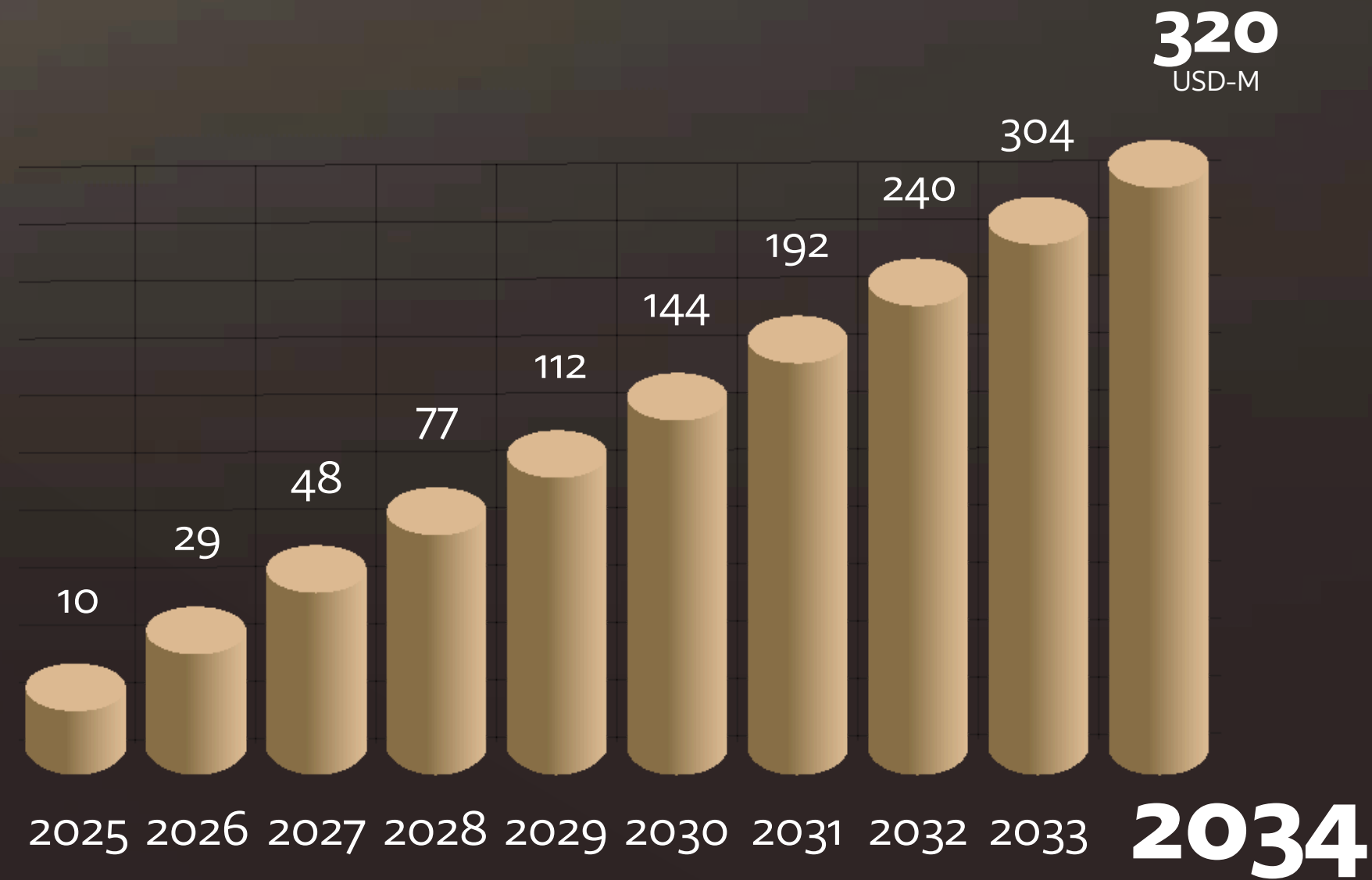


10- YEAR STRATEGIC PLAN



AMSA HOSPITALITY 10 -YEAR FORECASTED DEVELOPMENT

EBITDA GROWTH (USD-M)

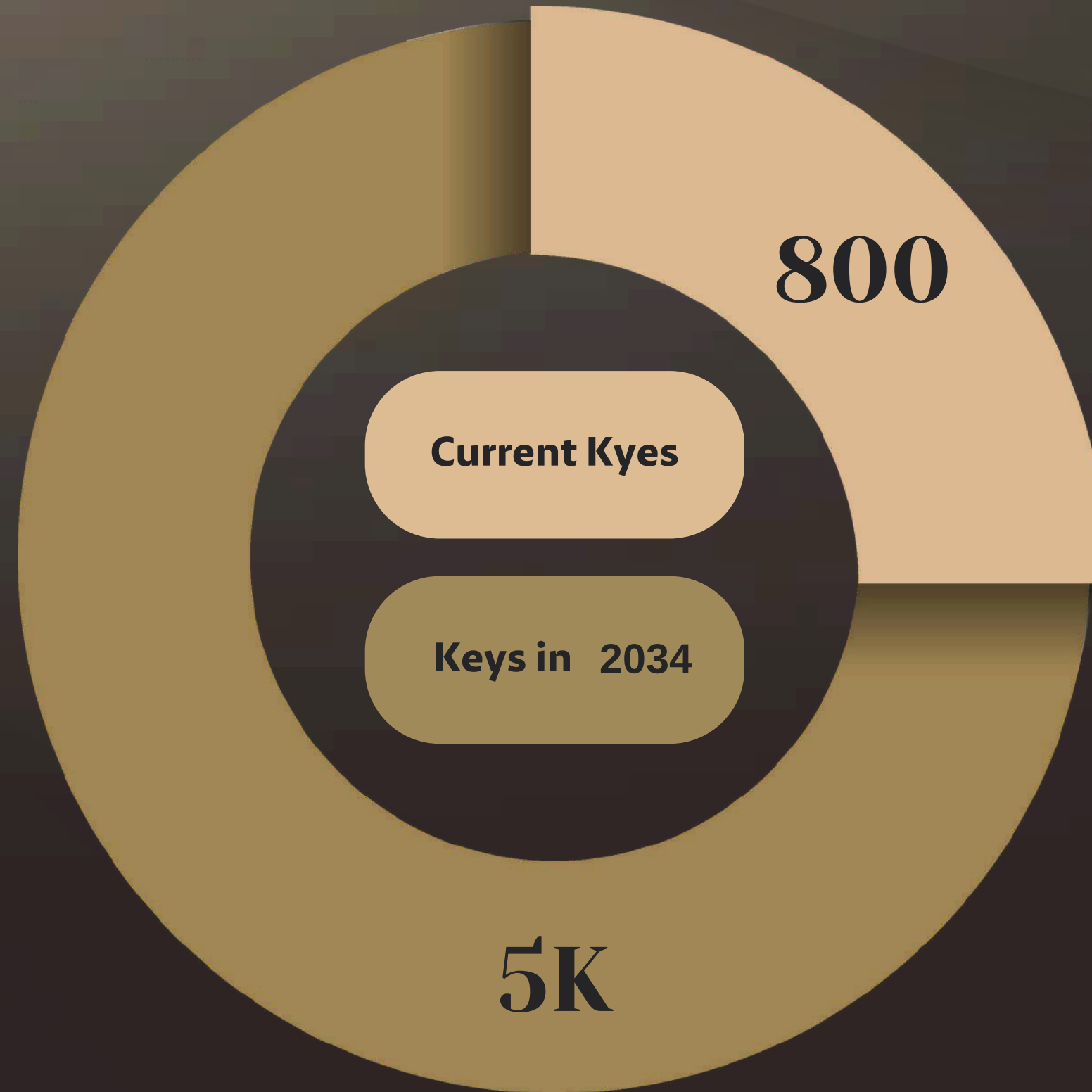


10- YEAR STRATEGIC PLAN



NUMBER OF KEYS

2024 -2034



VISIONARY THINKERS AND DOERS OUR AWARDS & TEAMMATES

At Amsa Hospitality, we recognize the power of cross-departmental synergy. We view our colleagues as invaluable Teammates, each playing a crucial role in our collective success.



MEET THE TEAM



AWARDS & CERTIFICATES WE EARNED

Amsa Hospitality has gained widespread renown since its launch in 2022 as a Saudi company specialized in the field of hotel investment. It has won many important awards in the field of hospitality, thanks to its innovative vision and its relentless pursuit of providing exceptional stay experiences for visitors of its managed hotels. It has thus built a well-deserved legacy of excellence in the hospitality industry.



▼ **Great Place to Work**
Certified 2023 - 2024

▼ **Great Place to Work in KSA #8**
Certified 2023 - 2024



▼ **The Global Economics Awards**
Best Business for Financial &
Strategic Innovation (Hospitality)
in KSA for 2023

▼ **The Global Economics Awards**
Best Hotel Management Startup
in KSA for 2023



▼ **Dun & Bradstreet**
D-U-N-S
Registered Certification



MOHAMMAD ALATHEL
CHIEF EXECUTIVE OFFICER

“Together, we’re bringing Saudi Arabia’s
welcoming spirit to the world.”



LAURENT CARTIER
CHIEF RESEARCH &
DEVELOPMENT OFFICER

“In hospitality, success thrives on exceptional experiences and relentless innovation”



BANDAR ABDULMAJEED
CHIEF BRAND & MARKETING
OFFICER

“Let’s give traditional hospitality a modern makeover for the 21st century.”



AAMIR RIAZ
CHIEF OPERATING OFFICER

“We are building a new hospitality centered around people and sustainability because we care.”



MOHAMAD MANDILI
CHIEF PEOPLE OFFICER

“We’re building a work culture that empowers our team to reach their full potential, & make our culture shine globally.”



MALIK ALI
CHIEF FINANCIAL OFFICER

“We’re investing in a sustainable industry, one sure to benefit generations to come.”



MEET THE TEAM



THANK YOU!



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THE CORPORATE PROFILE

