

A large, stylized graphic of a leaf or flower, composed of several overlapping circular and semi-circular shapes in various shades of teal and lime green. The graphic is positioned on the right side of the page, partially overlapping the text.

الهدى بارك AL HUDA PARK

About Hamat

Hamat Holding is a leading visionary in Saudi Arabia's retail landscape. With malls across major cities like Riyadh, Jeddah, and Dammam, we develop, own, and manage premier shopping and commercial destinations.

Vision:

To redefine retail by creating vibrant, family-centric destinations that foster community, celebrate culture, and align with Saudi Vision 2030, transforming shopping into unforgettable experiences.



Ambition:

To be the leading commercial real estate developer in KSA, driving GLA leadership, revenue growth, and investment benchmarks, and becoming the most loved destination.

15+

Properties

400+

Events (Annually)

1M+

GLA (sqm)

80M+

Footfall

98%

Occupancy

2+

Malls in pipeline



MAKKAH

Makkah – a market on the rise



Strategic Location

Administrative capital of Makkah Province – just 70km from Jeddah



Strong Economic Outlook

Forecasted GDP growth of 7.3% annually by 2030, surpassing the national average of 6.2%.



Retail-Driven Growth

One of the highest contributors to retail tourism spending in the Kingdom, in line with a Pillar 2 of Saudi Vision 2030 focused on non-oil sectors.



Unmatched Footfall Potential

Infrastructure development and urban expansion initiatives enhance the city's appeal while creating more job opportunities.


By 2030, retail spending is projected to grow from **SAR 96 billion** to **SAR 145 billion**. Yet the city remains underserved by modern retail and lifestyle destinations. This is the moment, and Al Huda Park is at its center.

Makkah City – Makkah in numbers


YEAR 2025

Makkah's expected population:

 **2.4M**

 No. of households

616,000

 Size of household

4 members



Residential Supply in Makkah is expected to grow by 24% by 2030

EST. 2030

Makkah's expected population:

 **2.85M**

 No. of households

771,000

 Size of household

3.7 members

The supply of residential units in Makkah is expected to grow by 24% adding nearly 170,000 units to the total supply by 2030.

Tourists 38M

Inbound 15.4M

Domestic 22.6M

Reason for travel

Inbound
55% Religious
34% Leisure
09% Business
02% Other

Domestic
11% Religious
69% Leisure
14% Business
06% Other

45% Saudis
55% Non-Saudi

Tourists 50M

Inbound 25M

Domestic 35M

The opportunity ahead

Despite its scale, Makkah's retail landscape is fragmented and limited. With only a few small malls and limited entertainment or dining options, demand continues to outpace supply.

Located on the 4th Ring Road with access to the entire city within 30 minutes, Al Huda Park steps in as one of the first truly integrated retail, dining, and leisure destinations.

First mover advantage

- No major malls within a 10km radius
- Limited variety and quality in retail offerings
- Limited premium dining and entertainment options.



الهدى بارك AL HUDA PARK

A gateway to opportunity in a city that welcomes millions of visitors from around the world and is home to a rapidly growing population.



Al Huda Park at a glance

GLA (sqm)

50K

Annual Visitors

12M+

Parking Space

1,350+

Outlets

300+

Vision

To be the region's most vibrant lifestyle and retail destination.

Mission

To create an engaging mix of quality entertainment, dining and retail that caters to all of our community.

Site Analysis – The places distance from Al Huda Park

-  Outstanding Location
On the 4th Ring Road
-  Densely Populated
-  Close to the main religious sites
-  Well connected
20 minutes drive



Primary Catchment
5–10-minute radius
(Southwest Makkah districts)

Visit Frequency
Multiple times/month

Primary Need
Daily essentials, Ent, Retail, Dining

Customer Type
Families

Stable weekday patronage and repeat business

600K+ Current	200K+ Upcoming
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Secondary Catchment
15–30-minute radius + Pilgrims

Visit Frequency
Weekend/Special occasions

Primary Need
Lifestyle, Dining & Entertainment

High-value transactions, especially during peak seasons

1.8M+ City residents	19M+ Annual pilgrims
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Additional expected footfall from the Umm Al Qura university with over 30,000 students (~15 min drive).

Site Analysis – Makkah’s evolving urban landscape

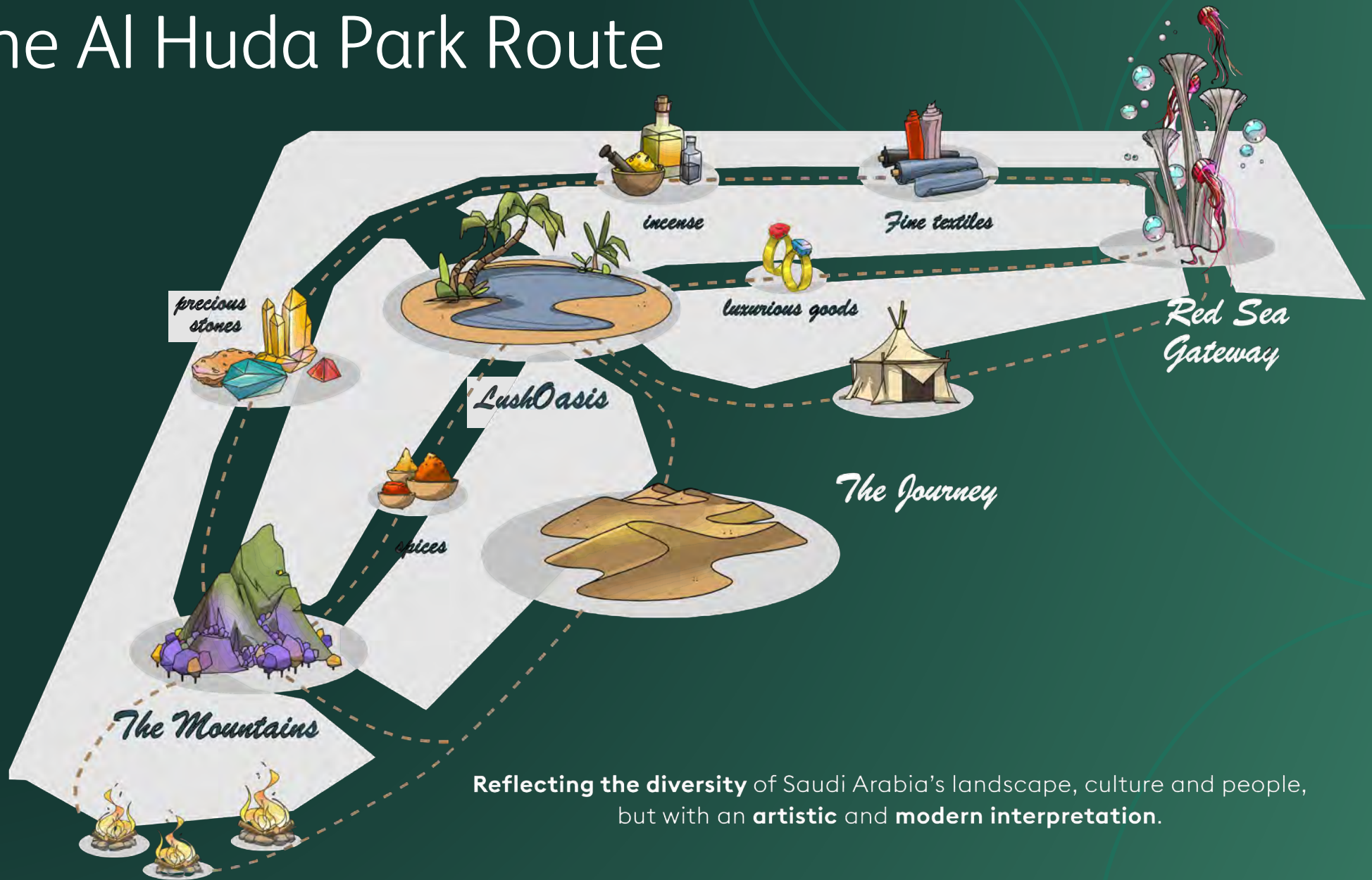
LEGEND	EXISTING MALL	
A		22
B	MYAN YARD	21
C	AL DIYAFAH MALL	9
D	SOUK AL HEJAZ	6
E	MAKKAH MALL	13
F	ABRAJ AL BAYT	8
G		8
H		7



District	Distance (km)	Estimated Population
Al Muhammadiyah	2	19,000
Al Shawqiah	3	25,000
Al Iskan	4	24,000
Al Kakiah	5	36,000
Batha Quraysh	5	42,000
Al Rusayfah	5	25,000
Al Zaidy	7	26,000
Waly AlAhd	9	55,000
An Nuzhah	10	31,000
Al Aziziah	11	52,000
As Zarah	11.7	42,000
Al Naseem	12	10,000
Al Shisha	14	50,000
Ad Difayah	14	24,000
At Taysir	15	27,000
Al Awaly	19	49,000
Al Sharai	22	63,000

Al Huda will be the primary destination for the residents of over 42K housing units of *Al Manar by Roshn*, *Dahiya Sumo* & *Makkah Gate*

The Al Huda Park Route



Reflecting the diversity of Saudi Arabia's landscape, culture and people, but with an **artistic** and **modern interpretation**.

Design with a purpose

Al Huda Park's design is rooted in both modern ambition and Makkah's traditions. Waterfalls, greenery, Rawashin-inspired details, and curved glass domes create an identity that feels both iconic and authentic. It is a space that is immersive, welcoming, and guided by sustainability at its core.



Nature inspired aesthetics



Iconic and contemporary design



Engaging public spaces



Sustainable and smart systems



Cultural expression





Facade



Boulevard



Sarat Atrium



Oasis Atrium



Red Sea Atrium



An environment built around people

Here, everyday errands feel refined and even quick stops come with thoughtful details:



Retail mix

Essentials and aspirational brands side by side.



Dining

From casual bites to international favorites.



Entertainment

Family zones, play hubs, and cultural programming that bring people together.



Community

Prayer rooms, pharmacies, telecom services, and daily conveniences ensure relevance for all.

The brand promise

Where discovery never ends...

Al Huda Park is built on one guiding essence: discovery. Each visit feels fresh, and every return reveals something new. This spirit shapes everything from the leasing mix to events, from design to digital presence.

It is a place that evolves,
surprises, and inspires loyalty.



Why Al Huda Park?

Six pillars of strength



High Growth

underserved market
unmatched scale and demand.



Prime Location

positioned on 4th Ring Road with
strong residential catchments.



Diverse Mix

across fashion, dining,
leisure, essentials.



Modern Infrastructure

sustainable, premium
layouts.



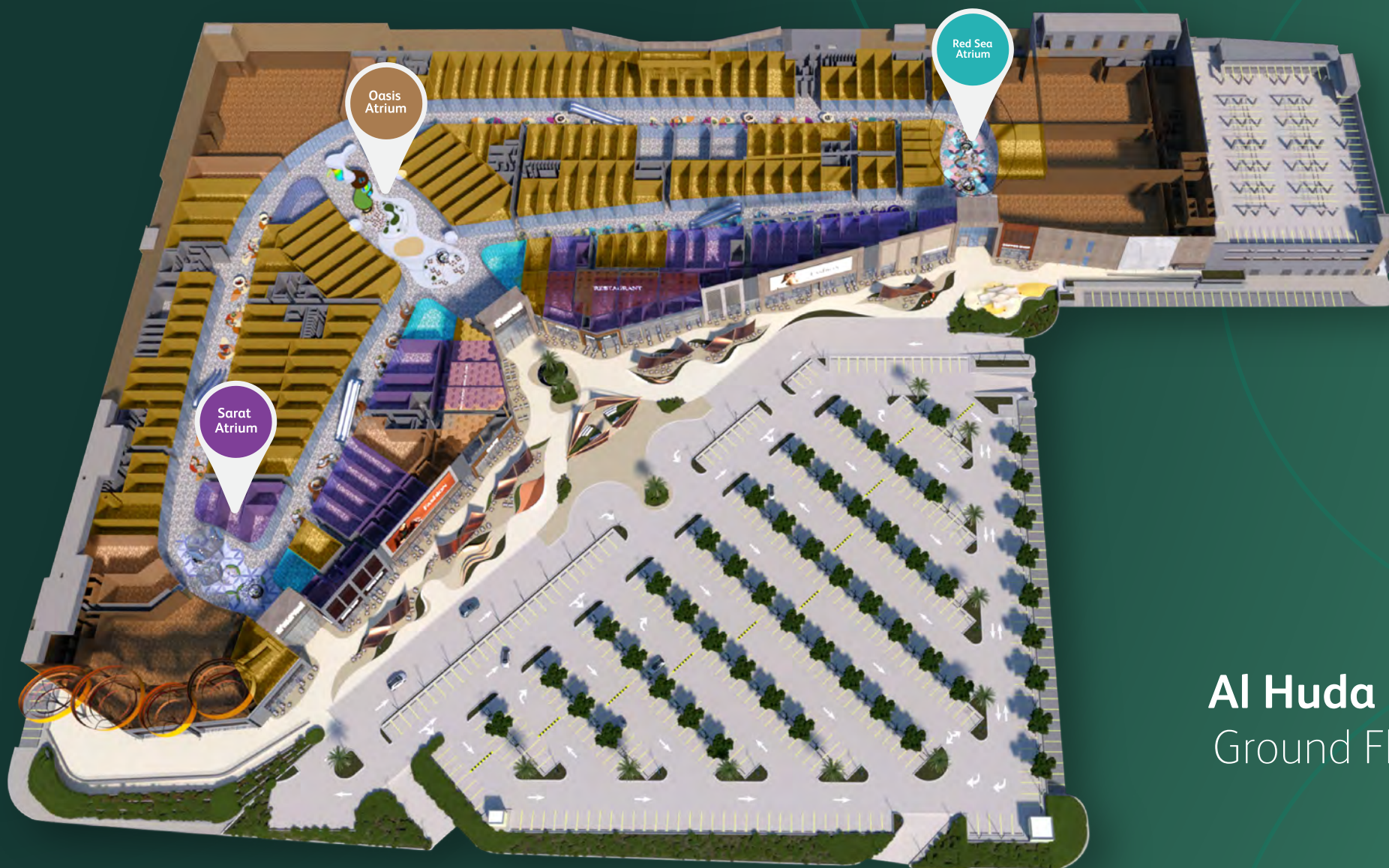
Tenant Support

through flexible leasing
and Hamat's expertise.



Brand Visibility

connect with millions
through 12M annual visits
and strong marketing.



Al Huda Park Ground Floor



Al Huda Park First Floor

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