PA

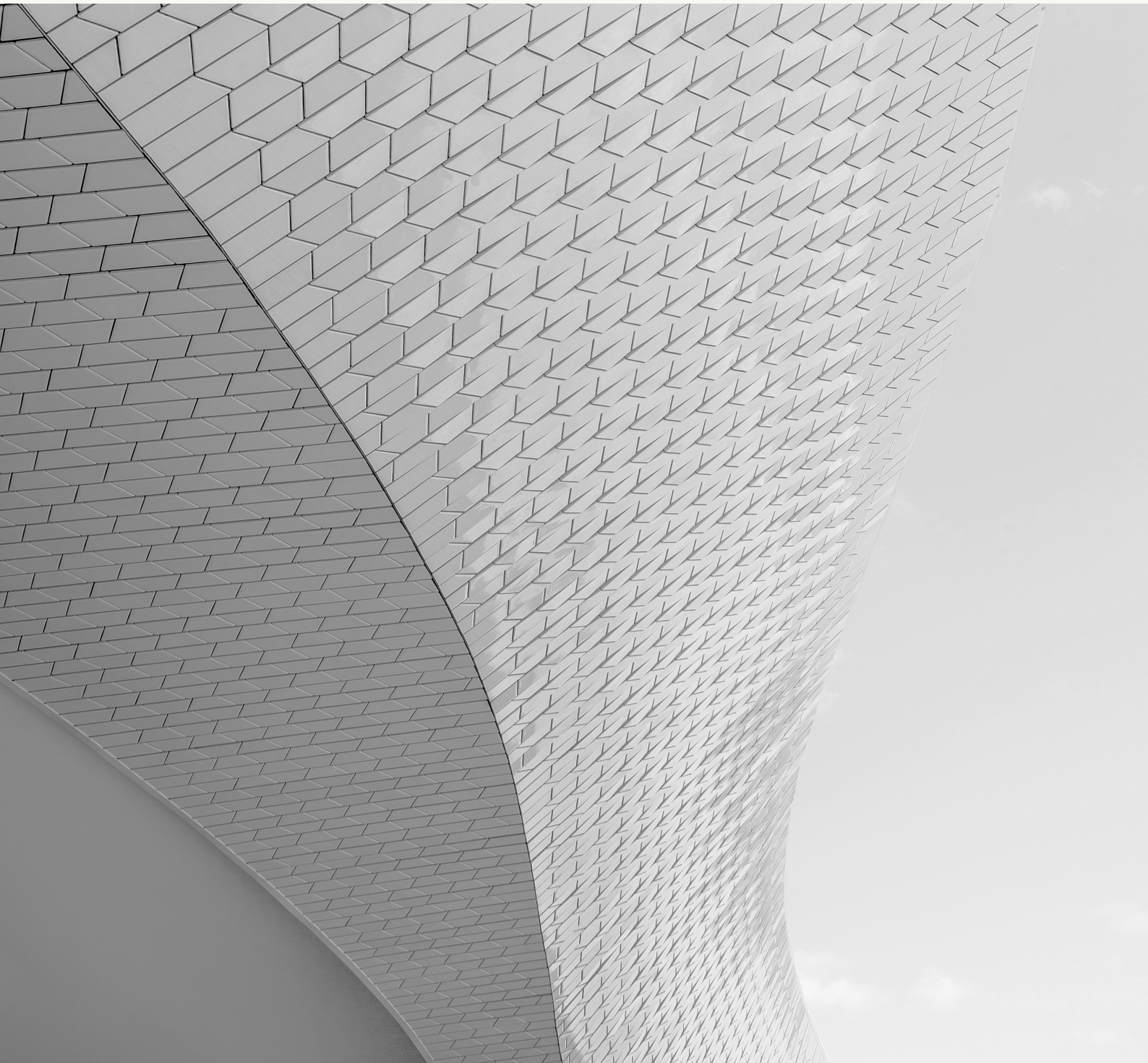
# Prime Accord

## Business Advisory & Project Development

Clear perspective. Informed decisions. Disciplined execution.

Corporate Profile

www.primeaccord.sa



# Who We Are



## We connect strategic decisions with project readiness, business transformation and disciplined execution.

Founded in 2023 and headquartered in Riyadh, Prime Accord is a Saudi institutional platform focused on value creation, business transformation and project development, guided by a long-term investment perspective.

We work with business owners, executive teams, asset owners and developers to identify growth opportunities, strengthen business models, advance project readiness and improve performance. We combine strategic insight, commercial and operational analysis, and implementation monitoring to translate opportunities into practical plans and measurable outcomes.

## Our Future Direction

Our future direction includes expansion into regulated financial activities, subject to obtaining the required authorisations from the Saudi Capital Market Authority (CMA) and within their scope. Prime Accord does not currently provide securities business services requiring such authorisation.

# Founder & Managing Director's Message

At Prime Accord, we believe that sustainable value begins with clarity of vision, grows through informed decisions and is realised through disciplined execution.

We established Prime Accord to work alongside family offices, business and asset owners, management teams and developers in understanding growth opportunities, developing businesses and projects, and improving performance. Our approach connects strategic thinking with commercial and operational realities, translating direction into priorities, responsibilities and practical, measurable actions.

We see the transformation underway in Saudi Arabia as an opportunity to build more efficient and competitive businesses. Our role is to help clients assess these opportunities carefully, test their assumptions and prepare the requirements for implementation, with clear deliverables and responsibilities for each engagement.

We are developing Prime Accord with a long-term institutional perspective, combining our current capabilities with the ambition to expand into regulated financial activities in the future, subject to obtaining the necessary authorisations and within their scope.

Trust, clear accountability, respect for confidentiality and commitment to what we undertake to deliver are central to how we work.

**Mohammed AlEnani**

Founder & Managing Director

Prime Accord

# How We Create Value

We connect growth opportunities with project readiness, operational efficiency and disciplined execution, translating vision into practical steps that can be monitored and measured.

The purpose and intended impact

## Growth

Identify growth opportunities and develop strategy and business models, informed by market understanding and company priorities.

## Readiness

Assess feasibility, develop the project concept, and organise information and implementation requirements to support informed decisions.

## Efficiency

Analyse costs and improve processes, organisational structures and delegation of authority to strengthen performance and operational efficiency.

## Execution

Translate priorities into clear plans, responsibilities and milestones, while monitoring progress, risks and performance indicators.

# Why Prime Accord

### Connected Capabilities

We connect analysis and strategy with project readiness, performance improvement and implementation monitoring, according to each engagement's needs.

### Investment Perspective and Execution Discipline

Our approach combines a long-term perspective with an understanding of commercial and operational requirements and the practical steps needed for execution.

### Clear Responsibilities and Deliverables

We define scope, deliverables and responsibilities, with attention to confidentiality, conflicts of interest and specialist support appropriate to the engagement.

## In the Context of Saudi Vision 2030

Saudi Vision 2030 is opening new opportunities for business growth and economic diversification. Against this backdrop, Prime Accord helps companies, asset owners and developers assess opportunities, strengthen project readiness, improve performance and translate plans into practical implementation steps that support sustainable value.

# How Our Services Connect

Our services connect across three pillars: Decide, Prepare and Deliver.

## DECIDE

We support informed decisions through market understanding, feasibility assessment, strategy and business model development.

1. Market Studies and Commercial & Operational Feasibility

2. Executive Advisory and Business Strategy

## PREPARE

We develop the commercial and operational foundations of projects and organise the information and requirements needed for assessment and implementation readiness.

3. Project Development and Readiness

4. Asset and Project Readiness Support for Investment Funds

## DELIVER

We support performance improvement and operational transformation, and monitor implementation plans, risks and progress within the engagement scope.

5. Performance Improvement and Operational Transformation

6. Project Management Office and Implementation Monitoring

Services may be provided independently or in combination, according to each client's needs.

1.

# Market Studies

## and Commercial & Operational Feasibility

We assess the commercial and operational foundations of a project and test the assumptions that shape its viability and implementation requirements.

### Deliverables:

Market study, feasibility assessment, financial and operating projections, and comparative assessment of alternatives.

### Our work includes:

Demand, competition and target segment analysis.

Revenue model and pricing assessment.

Start-up and operating cost estimates.

Project financial and operating forecasts and cash flow projections.

Scenario, sensitivity and key risk analysis.

Assessment of development and operating alternatives, with specialist input where required.



2.

# Executive Advisory and Business Strategy

We support management in setting business direction, prioritising growth initiatives and translating strategy into measurable implementation plans.

## Deliverables:

Business diagnostic, strategic plan, implementation roadmap and performance measurement framework.

## Our work includes:

Business strategy, growth planning and market entry.

Business model reviews and profitability analysis by business line.

Definition of initiatives, priorities and implementation plans.

Performance indicators and monitoring frameworks.

Assessment of commercial and operating partnerships.

# 3. Project Development and Readiness

We help owners, developers and operators establish the commercial, operational and organisational foundations needed to move a project towards implementation.



## Deliverables:

Business plan, operating model, organised data room, and a project readiness checklist with completion tracking.

## Our work includes:

Development of the commercial concept and operating model.

Business plans, budgets and implementation schedules.

Organisation of project information and preparation of the data room.

Coordination of inputs from owners, operators and specialist advisers.

Identification of gaps and follow-up of project readiness requirements.

4.

# Asset and Project Readiness

## Support for Investment Funds

We prepare the commercial and operational inputs required to assess an asset or project that its owner is considering for inclusion in an investment fund, within a defined engagement scope and in coordination with the licensed financial institution.

**In collaboration with licensed financial institutions.**

### Our role includes:

1 Preparing commercial and operational studies.

2 Organising asset information and documents and preparing the data room.

3 Comparing development and operating alternatives from the owner's and operator's perspective.

4 Documenting assumptions, costs and implementation commitments.

5 Coordinating inputs from the relevant parties and advisers for delivery to the licensed institution.

6 Tracking completion of project readiness requirements.

### Our Role and Specialist Responsibilities:

Prime Accord's role is limited to the commercial and operational services defined in its contract. Licensed institutions and qualified providers undertake financial and legal structuring, investment advice, fund establishment, offering, management, operation and distribution, each within its authorisations and professional remit. Project monitoring is provided under a separate engagement.

5.

# Performance Improvement

## and Operational Transformation

We help companies identify opportunities to improve efficiency, strengthen business processes and implement operational improvements.

### Our work includes:

Cost analysis and identification of waste and operational inefficiencies.

Reviews of operations, procurement and business processes.

Organisational structures and delegation of authority matrices.

Improvement programmes and implementation follow-up.

Post-acquisition operational integration, including 100-day plans and the integration of functions and systems.

### Deliverables:

Operational diagnostic, improvement programme, updated processes and delegation of authority matrices, and an operational integration plan.

# 6. Project Management Office and Implementation Monitoring

**Deliverables:**

Monitoring plan, performance dashboard, risk and decision registers, and periodic progress reports.

We provide structured monitoring that helps project owners and management track progress, maintain priorities and address risks and variances.

## Our work includes:

- Implementation plans and milestone tracking.
- Monitoring of budgets, commitments and change orders.
- Risk, decision and corrective action registers.
- Periodic reporting to project owners and management.
- Meeting coordination and follow-up of decisions and deliverables.

# Who We Serve

## Family Offices, Family-Owned Businesses, and Mid-Sized and Growing Companies

Assess growth options, develop business models and projects, and improve performance in line with owners' objectives and business requirements.

## Asset Owners and Developers

Assess alternatives and feasibility, develop projects and prepare implementation requirements.

## Project Operators

Improve operational efficiency, develop processes, and support operational integration and monitoring.

## Licensed Financial Institutions

Prepare commercial and operational inputs and organise asset and project information within a defined engagement scope.

# Sector Focus

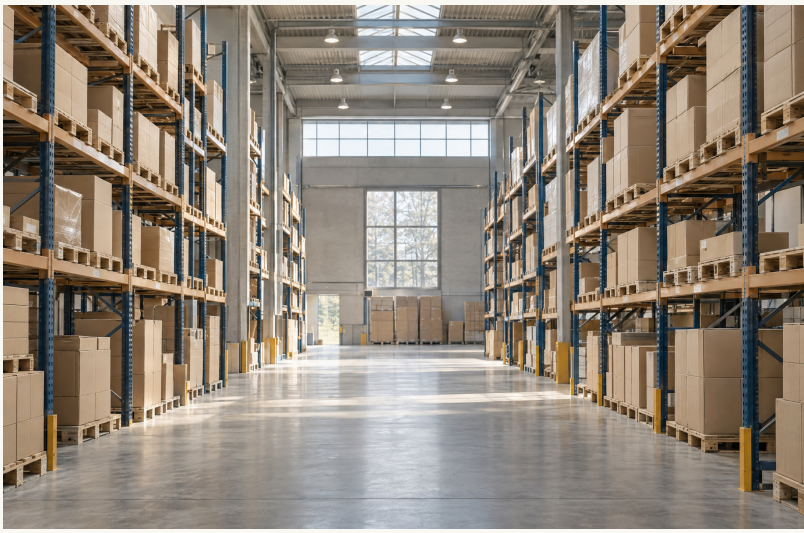


## Real Estate and Mixed-Use Developments.

## Education and Related Services.



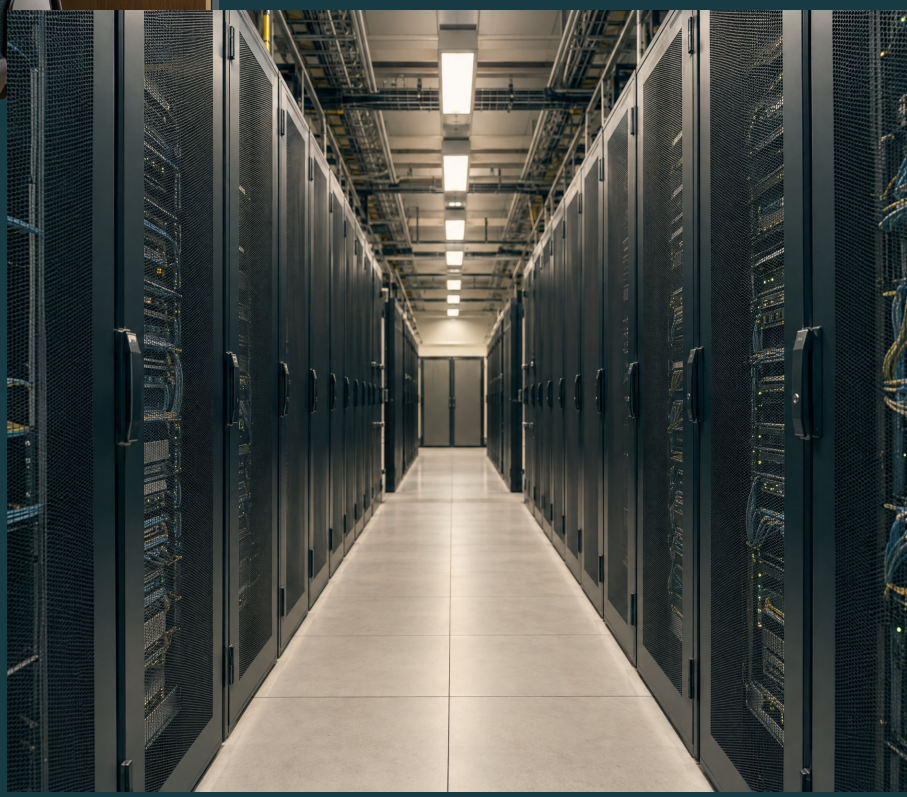
## Logistics and Operating Assets.





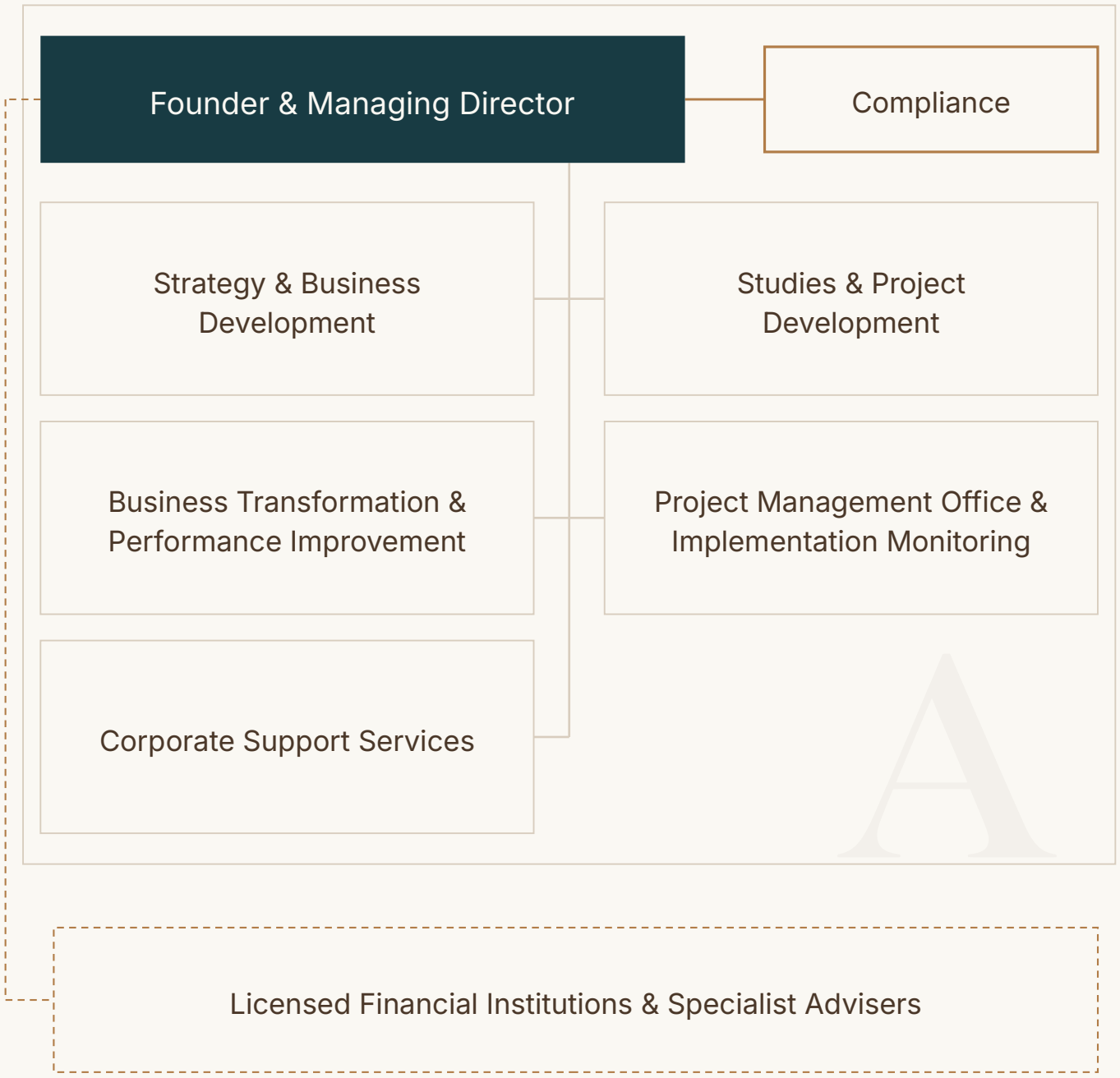
## Information Technology and Artificial Intelligence.

## Digital Infrastructure and Data Centres.



Specialist technical studies are undertaken in collaboration with professionals holding the expertise and licences appropriate to the project.

# Management Structure & Delivery Model




The structure outlines functional responsibilities rather than headcount or confirmation that all positions are staffed; resources and expertise are allocated according to each engagement's scope.

# Functional Responsibilities

## Strategy & Business Development

Develop commercial relationships, opportunities and partnerships.

## Studies & Project Development

Market and feasibility studies, business models and project readiness.

## Business Transformation & Performance Improvement

Operational efficiency, process improvement and post-acquisition operational integration.

## Project Management Office & Implementation Monitoring

Monitor engagements, deliverables, schedules, risks and progress indicators.

## Corporate Support Services

Finance and administrative support, with legal and technology coordination.

## Compliance

Monitor requirements applicable to current activities, internal policies, service boundaries, disclosures and conflicts of interest, coordinating with specialists where needed.

## Licensed Financial Institutions & Specialist Advisers

External providers engaged according to the scope of the assignment and their respective areas of expertise.

# How We Work

We begin with the client's objectives and business context, then test assumptions, compare alternatives and define implementation requirements. Clear deliverables, objective analysis, confidentiality and agreed responsibilities guide each engagement.

1. Understand the need:
   Establish objectives, context and success criteria.

2. Define the engagement:
   Agree deliverables, responsibilities and timelines.

3. Analyse and assess options:
   Review data, test assumptions and compare alternatives.

4. Recommend and plan:
   Link recommendations to priorities, resources and implementation requirements.

5. Support delivery and measure progress:
   Monitor implementation and address variances within the agreed scope.

# Engagement Models

The scope, fees and timeline of each engagement are approved before work begins.

## Standalone Engagement

For clients requiring a defined output, such as a market or feasibility study, business diagnostic or assessment of alternatives. Scope, deliverables, timeline and fees are set out in a written proposal.

## Project Readiness

For owners, developers or operators requiring support to organise project information and complete readiness requirements. Depending on the assignment, the engagement covers the business plan, operating model, data room and tracking of outstanding requirements.

## Ongoing Advisory

For senior management requiring continuing support on strategy and performance. Engagements include regular sessions, initiative reviews and management reporting within an agreed scope and set of deliverables.

## Implementation Monitoring

For owners of projects under execution. Services include project management office support, progress reporting, and risk and decision registers under a separate contract defining scope, duration and responsibilities.

# Governance

## Delivery and Specialist Support

Each engagement has a written scope, defined deliverables and clear responsibilities. Resources and expertise are allocated according to the work required. Specialist professional services are assigned to appropriately licensed providers under defined contractual arrangements.

## Confidentiality and Conflicts of Interest

We protect client information, disclose relevant interests and assess conflicts before accepting an engagement. Conflicts prohibited by law are not accepted; manageable conflicts are addressed in accordance with applicable requirements, disclosures and approvals.

# Scope of Services

Services are provided within the Company's registered activities and the scope of each engagement, subject to satisfying applicable professional and sector requirements. Prime Accord does not provide securities business services requiring authorisation from the Saudi Capital Market Authority. Licensed and specialist services are assigned to appropriately authorised and qualified providers.



Prime Accord

# Contact

## Prime Accord Financial Co.

Level 7, Building 4.07
King Abdullah Financial District (KAFD)
Riyadh, Kingdom of Saudi Arabia

www.primeaccord.sa

info@primeaccord.sa

+966 11 525 6809