

PUMPS

**MAADEN LOCALIZATION
OPPORTUNITY CARD**



PUMPS

OPPORTUNITY SUMMARY

Case Summary

Attractive Economics at Moderate Scale

High unit values and limited competition at the assembly layer allow attractive margins without the capital intensity of full pump manufacturing

Defensible Position Through Qualification

Once approved by OEMs and operators, assembly and service providers become embedded in replacement and overhaul cycles, limiting churn

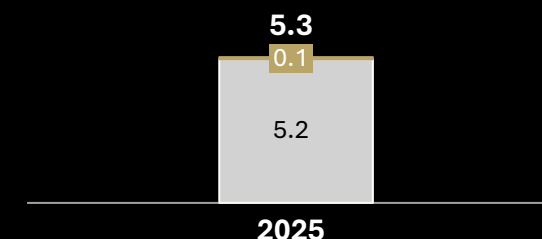
Platform for Aftermarket Expansion

Pump assembly naturally anchors refurbishment, wet-end replacement, and spares, enabling recurring revenues beyond initial unit assembly

Maaden & Market Demand

GCC demand, Bn SAR (2025)

■ Maaden Demand ■ Rest of GCC Demand



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INVESTMENT CASE

Localization Opportunity Overview

1

Stable, Growing Replacement Demand

Industrial pump demand is anchored in continuous operations and maintenance, with replacement and overhaul cycles that create stable base demand and grow over time as installed capacity expands

2

High-Value Equipment with Repeat Cycles

Pump assemblies are high-ticket items, often priced in the hundreds of thousands to several million SAR per unit, with repeat replacement and wet-end rebuilds across the asset lifecycle

3

Execution-Led Value Creation

Assembly focuses on integrating pumps to OEM designs and duty points using approved components, where ~55–65% of cost sits in castings and bought-in parts and final assembly, testing, and integration represent <10% of unit cost but control lead time and margin

4

Capital-Efficient Entry Model

An OEM-integrated assembly and service facility can be established with ~SAR 120–150m capex, materially lower than full pump manufacturing, potentially supporting attractive project economics with lower technical complexity compared to full pump manufacturing

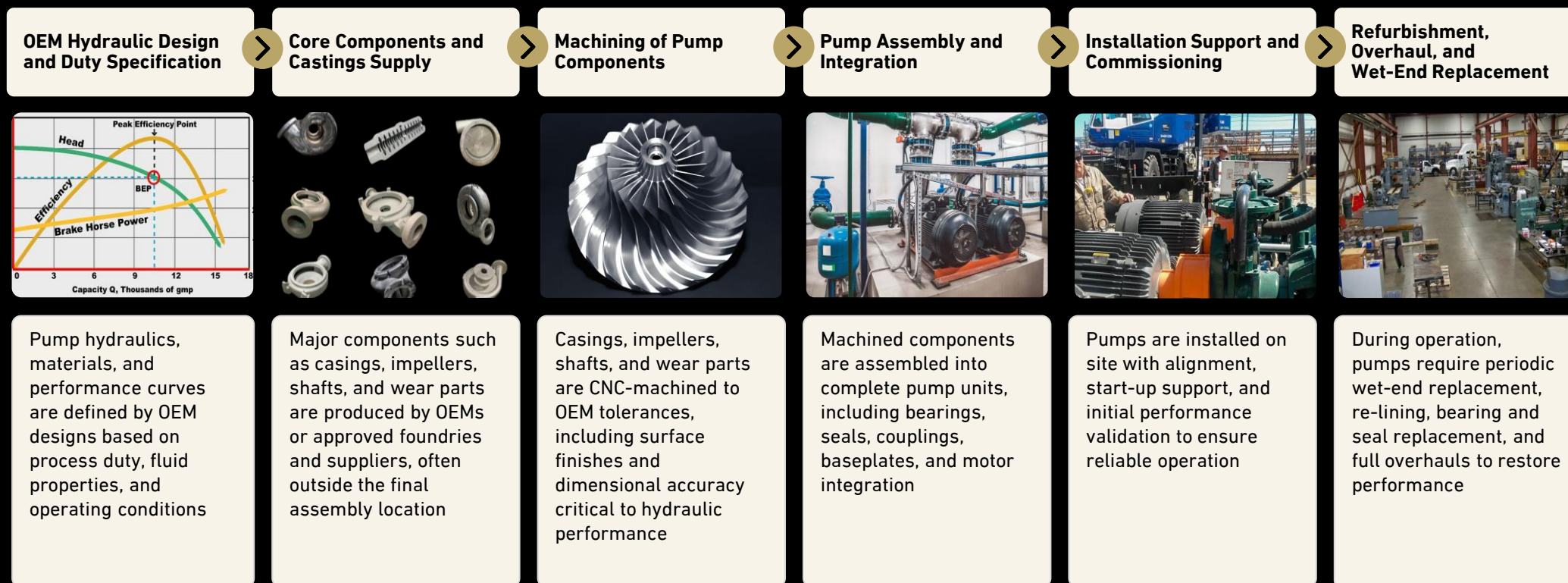
5

OEM-Compatible and Scalable Operating Model

Global pump OEMs already rely on regional assembly and service hubs, making local assembly, integration, and lifecycle services a proven and scalable way to grow alongside the installed base

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VALUE CHAIN



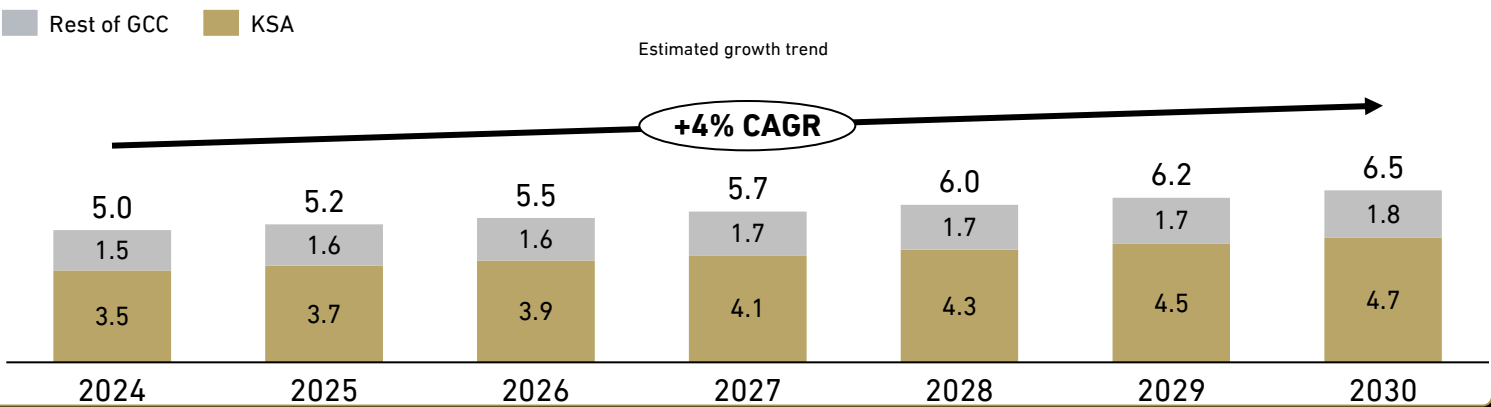
Localization
Potential



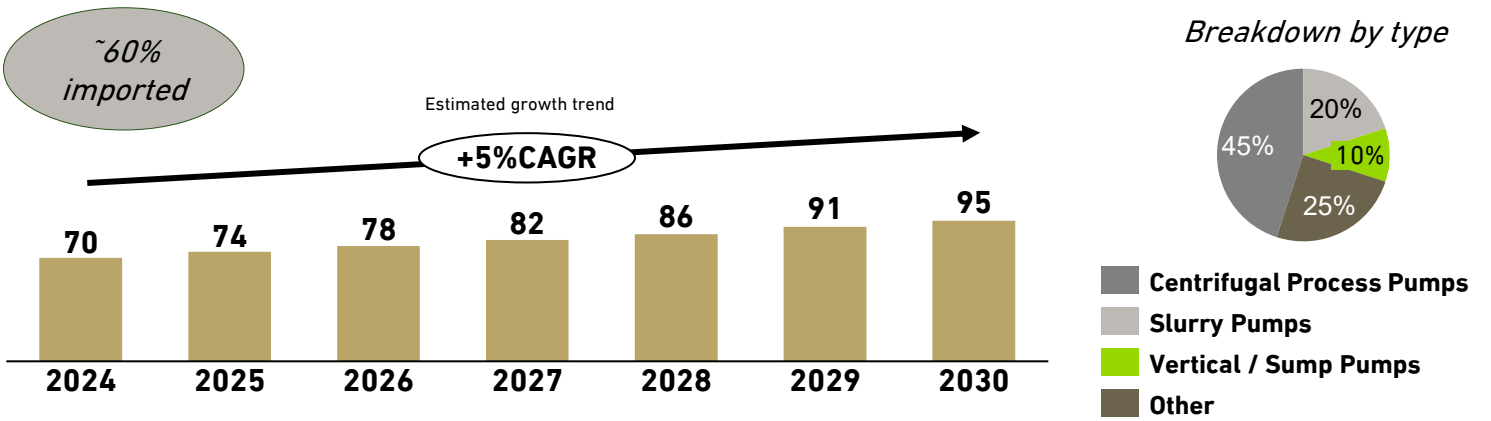
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MARKET DEMAND & SUPPLY

Market Demand, Bn SAR



Maaden Demand, mn SAR



Market Trends & Demand Drivers

- 1 KSA continues to rely heavily on imported pumps, with limited domestic assembly capacity, making supply sensitive to lead times, freight costs, and OEM availability
- 2 Pumps operate in harsh, continuous-duty environments, creating predictable replacement and overhaul demand independent of new project cycles
- 3 Ongoing expansion and debottlenecking across mining, utilities, and process plants sustain long-term demand for medium- and high-duty pump assemblies
- 4 End users increasingly value shorter lead times, local testing, and faster commissioning support, reinforcing demand for regionally assembled pump solutions

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The KSA ecosystem comprises six main categories, supported by key enablers

1. Infra & Supply Chain

 **The Saudi Authority for Industrial Cities and Technology Zones (MODON)**

 **Royal Commission for Jubail and Yanbu (RCJY)**

2. Financing

 **Saudi Industrial Development Fund (SIDF)**

 **Saudi EXIM Bank**

 **SME Bank / Kafalah**

 **Ministry of Industries and Mineral Resources (MIM)**

3. Licensing & Taxation

 **Economic Cities & Special Zones Authority (ECZA)**

 **Zakat, Tax and Customs Authority (ZATCA)**

 **Ministry of Investment (MISA)**

4. Market Access

 **Local Content & Government Procurement Authority (LCGPA)**

 **Saudi Export Development Authority (SEDA)**

 **PIF / Accelerated Manufacturing Program**

5. Workforce

 **Human Resources Development Fund (HRDF)**

6. Technology

 **National Technology Development Program**

7. Enablers

 **المهنة السعودية للمواصفات والمقاييس والجودة
Saudi Standards, Metrology and Quality Org.**

 **المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation**

 **منشآت
monsha'at**

 **المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center**

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Saudi Energy Efficiency Center**

 **بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK**

 **المركز الوطني للتنمية الصناعية
National Center for Industrial Development**

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