

Own A Share in Real Estate with **MDAK**

MDAK is a revolutionary app that allows anyone to invest in real estate with just 500 SR. Through collective investment, **MDAK** makes property ownership accessible to everyone.

The Challenge

Limited Access to Real Estate Investment

High Entry Costs

Traditional investments require significant upfront capital, making them **inaccessible** to many.

- 40% of households don't own homes, and 15% of homeowners live in low-quality housing.
- 20% of the population young adults are rising demand.

Complexity and Risk

Navigating real estate transactions can be both **daunting** and **risky** for individuals without prior experience.

The home-buying process is averaging six months to a year from initial exploration to purchase.

Slower Liquidation

Selling or liquidating real estate can be time-consuming, **limiting the ability** to access funds quickly.

Selling property in Riyadh takes at least one month for established companies, for individual three to four months

The Solution: **MDAK**



Accelerated Cash Flow

A well-designed app helps sellers liquidate their assets faster.



Fractional Ownership

Invest with just 500 SR and own a proportional share of the property.



Ease of Investment

Property investment is simplified with a user-friendly app that provides all the crucial details in just a click.



Diversified Portfolio

Build a diverse real estate portfolio through multiple fractional investments.

What's **MDAK** Offering to The User?



Well-chosen property

MDAK will handle the hassle and provide investors with the right property for the best returns.



Life time Investment

The user owns the property for life, with no time limitations, ensuring continuous rental income and property value appreciation.



Rental Return

7% approx. annual rental return on the property owned by the investor.



Property Value

9% to 35% annual growth on the investor's property.

Why Now? The Market

Consumer Behavior

There has been a shift in investor preferences, with more people embracing group investing and the concept of owning shares in multi-unit buildings instead of traditional single properties.

Rising Prices

The market has experienced significant inflation, with prices doubling in recent years, making it increasingly difficult for many individuals to gain access. However, with **MDAK** solution, the process becomes easier and sales will accelerate

Regulation

The regulator has supported the market by introducing new laws, which has revitalized the sector.

Shifting Investor Preferences

Investors are increasingly seeking alternative investment opportunities, particularly in real estate, to diversify their portfolios.

Why Now? MDAK

MDAK Team

Over the past year, **MDAK** has focused on building a strong team, conducting numerous interviews, and navigating various hiring and firing decisions. Today, **MDAK** has assembled the right talent to move forward.

MDAK Technology

MDAK has navigated the challenges of app development, moving through several non-functional versions. After multiple iterations, **MDAK** now confidently offers a smooth, feature-rich experience.

Market Research

MDAK has thoroughly studied the market, identifying gaps and understanding its behavior. **MDAK** has also specified target audience and their needs.

Sales

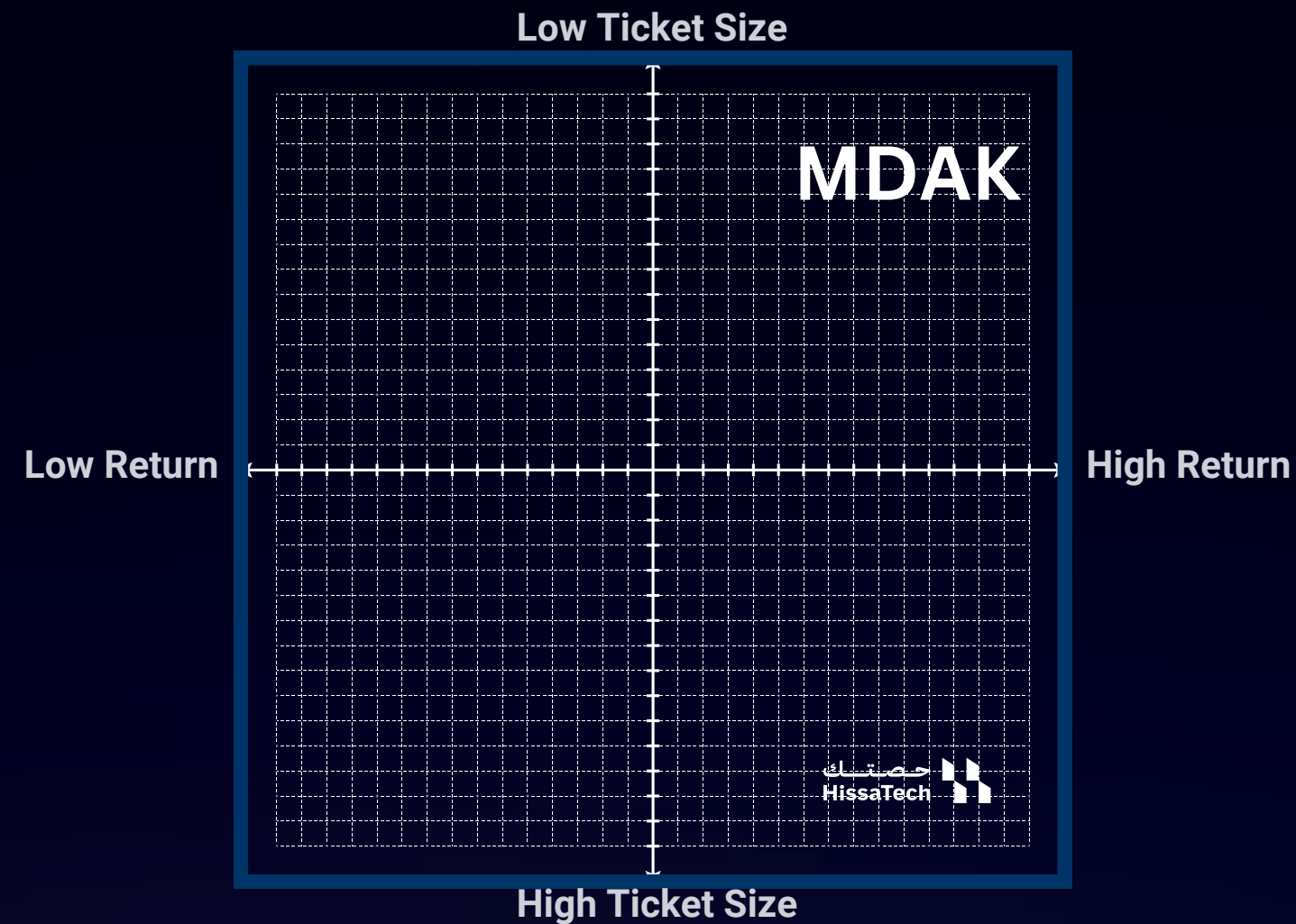
MDAK is working on establishing agreements with property owners to ensure their acceptance of completing the sale through the app, which relies on a contract of commitment not to sell to others. Today, Madak confirmed that a group of owners has agreed to this arrangement.

Our primary focus will be on properties in Riyadh, with a special emphasis on the real estate market in this dynamic and vibrant city.

Competition

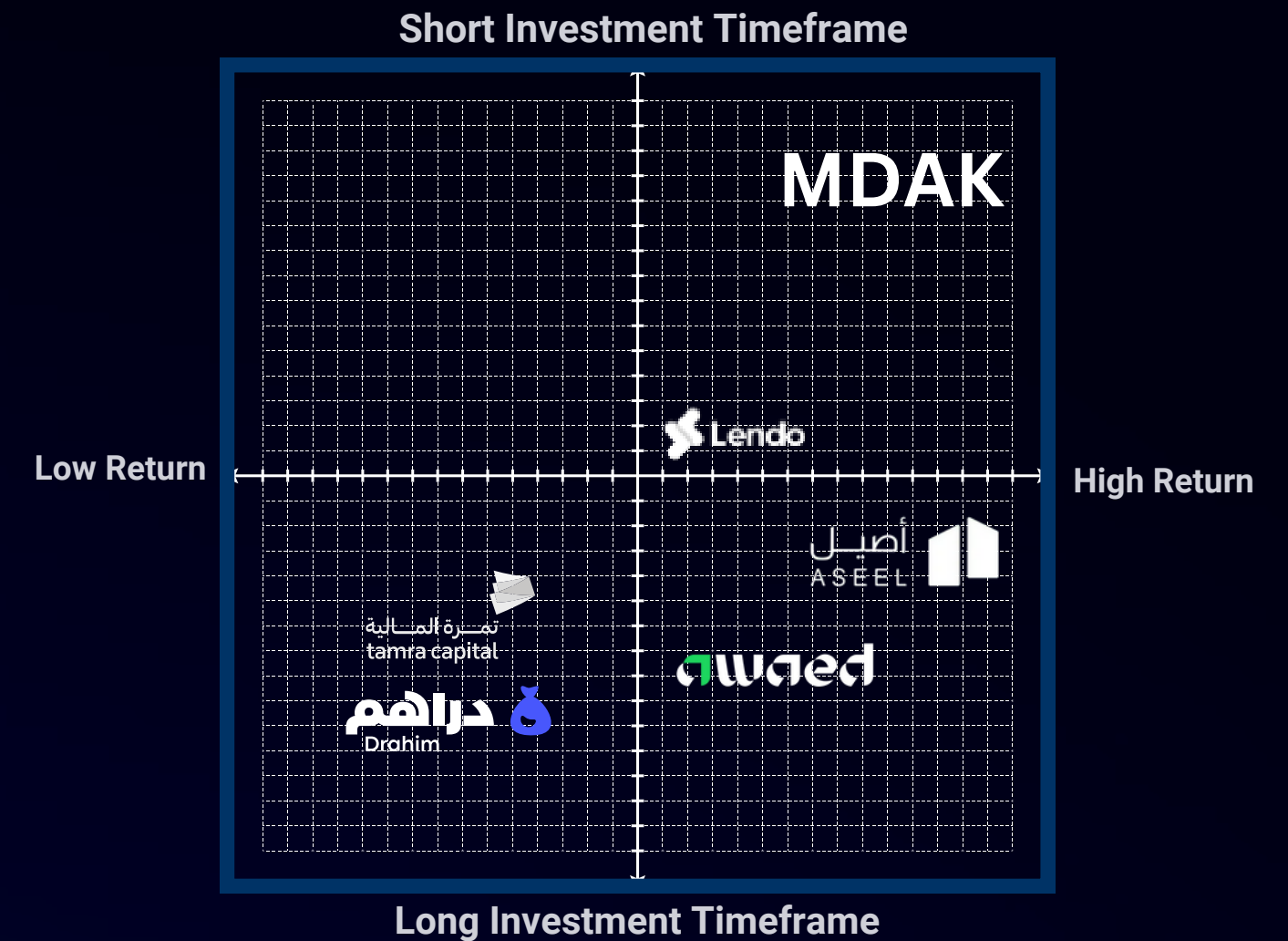
Direct Competitor

The closest competitor is Hisstech, which operates with a ticket size of approximately 250,000 SAR. This represents a completely different track and model compared to **MDAK**, which offers an entry point of 500 SR.

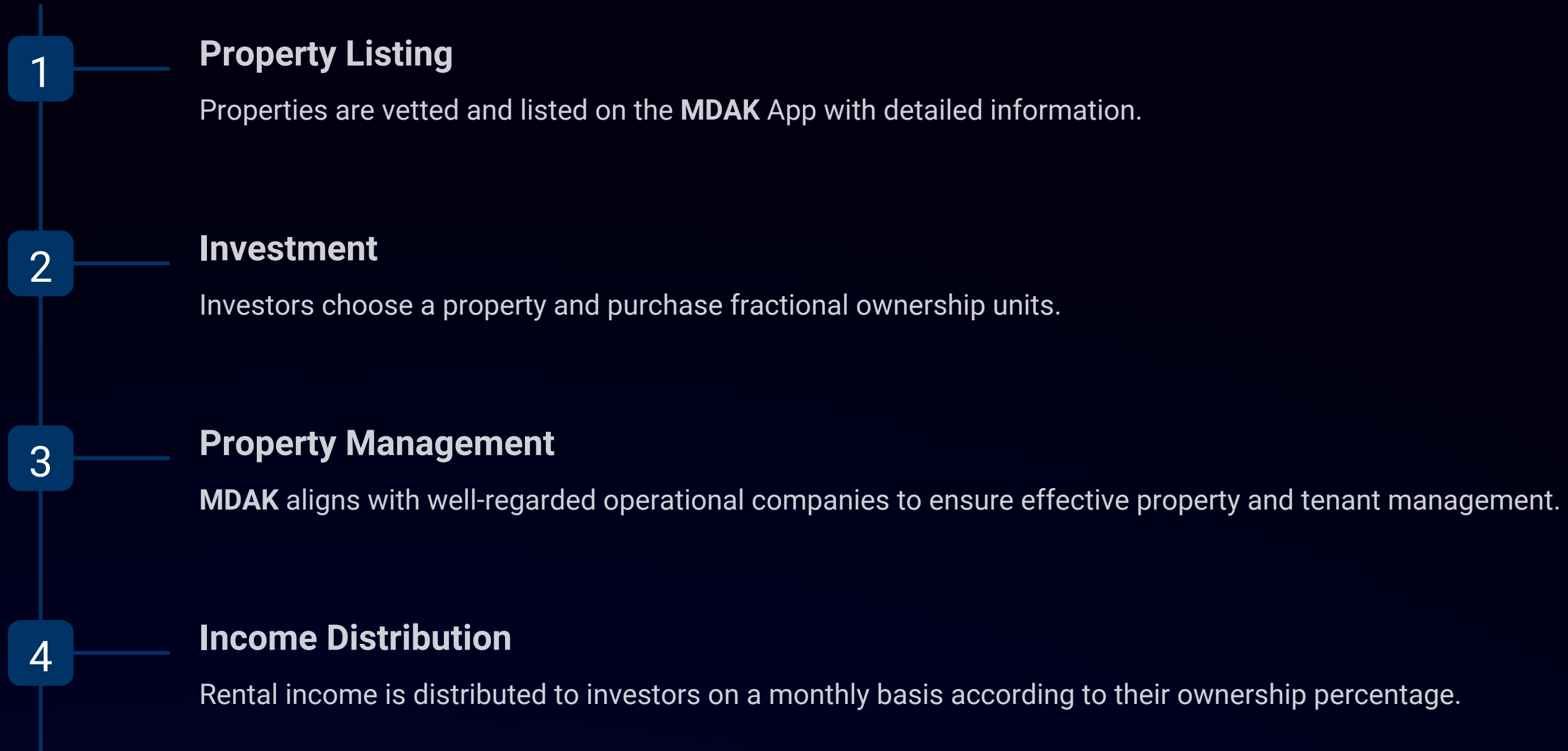


Indirect Competitors

The market has many indirect competitors across different sectors. The main differences are in the returns and investment durations.



How MDAK Works



The exit is facilitated through the Ebana app, featuring a simple process that takes just a few clicks.

Business Model

Sales Commission

A 10% fee charged to buyers for securing the best-priced property with optimal returns.

Investor Management Fee

A fee of 1% based on the property rental return, covering the management of the company and its investors, as well as oversight and contracts with the operating company.

Exit Fee

A 2.5% fee for managing the exit and transferring share ownership.

First Year Projections

22,000

Investors

Number of verified investors

22

Deals

Number of Deals (First year)

110M SR

Revenue

Total revenue generated

11M SR

Margin

MDAK Margin

Team



Hussain Hameed Aldeen

Co-Founder & CEO
Ex-IHG, Ex-Lucidya
Ex-MetaEvent



Abdulaziz Ghazi

Co-Founder & CCO
Ex-Elm, Ex-Foodics
Ex-Sary, Ex-MetaEvent



Baddah Albaddah

Co-Founder & COO



Heba Almagadmi

CFO



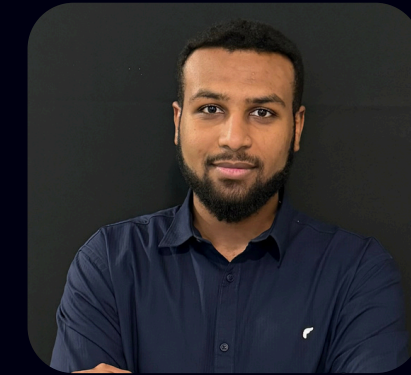
Raseel almurhoom

Investors Relation Executive



Renad Alrashedi

Marketing Executive



Abdulrahman Yahya

CTO



Ruqaiah Saif

Full Stack Developer



Rasha Mohammed

UI/UX Designer

Advisor



DR. Abdulrahman Alardi
Chief Legal Officer @ GAMR
Ex-Alaqtar, Ex-Taibah Holding



Eng. Abdullah Alrufydah
Founder @ CARMA RNPL
Ex- Foodics, Ex-Hungersation

THANK YOU ALL

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