



Saudi International Travelers Bank

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1. Executive Summary:

Saudi International Travelers Bank (www.saudiintl.com) is a digital bank that aims to provide tailored banking solutions to travelers visiting Saudi Arabia and the Middle East. We specialize in C2B payments, currency exchange services and offer Visa cards that seamlessly integrate with the local banking infrastructure. Our digital bank will leverage advanced technology and strategic partnerships to provide a seamless and convenient banking experience for tourists in Saudi Arabia and beyond.

2. Company Description:

Saudi International Travelers Bank is a startup financial technology (fintech) company headquartered in Riyadh, Saudi Arabia. Our mission is to simplify banking for tourists by offering personalized, secure, and efficient financial services. By focusing on the unique needs of travelers visiting Saudi Arabia, we aim to become the leading digital bank in the country's tourism sector.

3. Market Analysis:

Saudi Arabia will be one of the fastest-growing tourist destinations in the world. The country's rich cultural heritage, historical sites, business opportunities, theme parks and new mega attractions will surely attract millions of visitors each year. However, accessing financial services while traveling in Saudi Arabia can be a cumbersome process due to currency conversion challenges and limited banking options tailored to tourists.

By offering specialized banking services for travelers, Saudi International Travelers Bank aims to capture a significant portion of this untapped market. Our competitive advantage lies in our comprehensive understanding of international travelers' needs and our ability to provide seamless, localized financial solutions, combined with strategically placed advertisements.

1. Tourism Growth Trends:

- Saudi Arabia is experiencing significant growth in tourism, driven by extensive infrastructure investments, cultural heritage attractions, and government initiatives to diversify the economy.

- The Kingdom's Vision 2030 plan aims to attract 100 million annual visitors by 2030, fostering growth in sectors such as hospitality, entertainment, and travel services.

2. Visitor Demographics:

- The tourism market in Saudi Arabia caters to diverse demographics, including leisure travelers, business visitors, pilgrims performing Hajj or Umrah, and adventure seekers.
- The country's strategic location and historical significance make it a compelling destination for international tourists from Europe, Asia, and the Middle East.

3. Infrastructure Development:

- Infrastructure investments in Saudi Arabia include the development of new airports, hotels, resorts, and entertainment complexes.
- Mega-projects like NEOM and the Red Sea Project aim to create world-class tourist destinations with innovative attractions and sustainable practices.

4. Cultural and Heritage Sites:

- Saudi Arabia boasts numerous UNESCO World Heritage Sites, historical landmarks, and cultural festivals, attracting tourists interested in heritage tourism and cultural experiences.

- Investments in preserving and promoting cultural heritage sites contribute to the country's appeal as a tourist destination.

5. Digital Transformation in Tourism:

- The Saudi government's Digital Transformation Plan prioritizes enhancing digital infrastructure and promoting e-services in the tourism sector.
- Initiatives such as e-visa programs, digital payment systems, and smart destination management systems improve the tourist experience and facilitate seamless travel.

6. Total Addressable Market (TAM):

- Estimated global market size for digital banking services for travelers: \$1 trillion annually.

7. Serviceable Addressable Market (SAM):

- Saudi International Travelers Bank initially targets travelers from the Middle East, Europe, and Asia.
- Estimated SAM based on targeted regions and demographics: \$100 billion annually.

8. Serviceable Obtainable Market (SOM):

- Saudi International Travelers Bank aims to capture less than 0.1% of its SAM within the first five years of operation.
- Estimated SOM in the fifth year: \$86,000,000 annually.

4. Products and Services:

Saudi International Travelers Bank will offer the following core products and services:

- 1. Saudi International Travelers Bank Visa Card:** Saudi International Travelers Bank will issue Visa cards that are compatible with the local banking infrastructure in Saudi Arabia. These cards will enable tourists to make purchases, access cash, and enjoy various benefits seamlessly.
- 2. Currency Conversion:** We will provide competitive currency exchange rates for various international currencies, ensuring that tourists can convert their money conveniently and at fair rates.
- 3. Mobile Banking Application:** We will develop a user-friendly mobile banking application that allows tourists to manage their finances, track transactions, and access various banking services while on the go.
- 4. Customer Support:** We will provide dedicated customer support services to assist tourists with any financial queries, including currency conversion assistance, card usage, and general banking inquiries.

5. Technology Stack:

1. Core Banking System:

- Mambu: Mambu is a cloud-based core banking platform that offers flexibility, scalability, and a pay-as-you-go pricing model, making it suitable for startups. It provides essential banking functionalities such as accounts, transactions, and payments, and allows for easy integration with third-party services.

2. Mobile and Web Development:

- React Native (Mobile): React Native is a cross-platform mobile development framework that enables the creation of native mobile apps for both iOS and Android using JavaScript. It allows for faster development cycles and code reusability, reducing development costs.

- React.js (Web): React.js is a JavaScript library for building user interfaces. It offers component-based architecture, which simplifies development and maintenance efforts. Combined with server-side rendering (SSR), it ensures fast and responsive web applications.

3. Cloud Infrastructure:

- Amazon Web Services (AWS): AWS offers a wide range of cloud services, including computing power, storage,

databases, and networking, at competitive pricing. It provides scalability, reliability, and security features essential for hosting banking applications and data in the cloud.

4. Database:

- PostgreSQL: PostgreSQL is a powerful open-source relational database management system (RDBMS) known for its reliability, performance, and extensibility. It offers advanced features such as ACID compliance, JSONB support, and full-text search capabilities, making it suitable for banking applications.

5. Security and Compliance:

- Auth0: Auth0 is an identity and access management platform that provides authentication and authorization services for web and mobile applications. It offers robust security features, including multi-factor authentication (MFA), single sign-on (SSO), and compliance with industry standards such as GDPR and SOC 2.

6. API Integration:

- Open Banking APIs: Leveraging open banking APIs provided by financial institutions and third-party providers allows Saudi International Travelers Bank to offer a wide

range of financial services and products to its customers while reducing development efforts and costs.

7. DevOps and CI/CD:

- Docker and Kubernetes: Docker and Kubernetes are containerization and orchestration tools that facilitate the deployment, scaling, and management of applications in a consistent and efficient manner. They enable automation of development workflows and continuous integration/continuous deployment (CI/CD) pipelines, improving developer productivity and deployment reliability.

8. Monitoring and Analytics:

- Prometheus and Grafana: Prometheus is an open-source monitoring and alerting toolkit, while Grafana is a visualization platform that allows for the creation of dashboards and graphs based on data collected by Prometheus. Together, they provide comprehensive monitoring and analytics capabilities for the tech stack, enabling proactive issue detection and performance optimization.

6.Competitive Analysis:

While there are existing traditional banking institutions in Saudi Arabia, they often lack the tailored services required by tourists. By focusing exclusively on the tourism sector and leveraging technology, Saudi International Travelers Bank can offer a superior banking experience. Additionally, our strategic partnerships with local merchants, hotels, theme parks and travel agencies will allow us to provide exclusive benefits and discounts to our customers, further differentiating us from competitors.

Saudi International Travelers Bank vs. Competitors

1. Regional Focus:

- Saudi International focuses specifically on serving the needs of travelers in the Saudi Arabia region, offering tailored banking solutions and services designed for travelers within the region. This regional focus allows Saudi International to understand and cater to the unique banking needs and preferences of customers in Saudi Arabia and neighboring countries.

2. Compliance and Localization:

- Saudi International prioritizes compliance with local regulations and cultural sensitivities in the Saudi Arabia region. The bank ensures that its products, services, and marketing efforts comply with Shariah principles and adhere to local banking regulations. This commitment to compliance and localization differentiates Saudi International from global neobanks like Revolut, which may have a broader, less localized approach.

3. Partnerships and Integration:

- Saudi International forms strategic partnerships with local businesses, travel companies, and financial institutions to provide customers with integrated services and benefits tailored to their travel needs. These partnerships may include exclusive discounts on travel-related expenses, seamless integration with travel booking platforms, and access to airport lounges or travel insurance.

4. Language and Customer Support:

- Saudi International offers multilingual customer support and banking services in languages commonly spoken in the region, such as Arabic and English. This ensures that customers can access support and assistance in their preferred language, enhancing the overall customer experience and satisfaction.

5. Islamic Banking Products:

- Saudi International offers Islamic banking products and services that comply with Shariah principles, catering to the needs of customers who prefer Islamic finance solutions. These products may include Shariah-compliant savings accounts, investment options, and financing solutions tailored to the Islamic banking market in the region.

6. Cultural Sensitivity and Customization:

- Saudi International demonstrates cultural sensitivity and customization in its marketing, branding, and product offerings, resonating with the values, preferences, and lifestyle of customers in the Saudi Arabia region. This personalized approach helps Saudi International build stronger connections with its target audience and differentiate itself from global neobanks that may have a one-size-fits-all approach.

By emphasizing these differentiating factors, Saudi International can position itself as a preferred choice for travelers in the Saudi Arabia region, offering tailored banking solutions and personalized services that meet the unique needs of customers in the local market.

7. Marketing and Sales Strategy:

To attract customers, Saudi International Travelers Bank will implement a multi-channel marketing strategy, including digital advertising campaigns, social media presence, search engine optimization, and partnerships with travel agencies and online travel platforms. We will also offer referral programs and incentives to encourage customer acquisition and retention.

1. Digital Marketing:

- Social Media Advertising (Facebook, Instagram, Twitter, LinkedIn): \$1 million
- Search Engine Marketing (Google Ads, Bing Ads): \$1 million
- Display Advertising (Banner Ads, Retargeting): \$1 million
- Total: \$3 million

2. Content Marketing:

- Content Creation (Articles, Videos, Infographics): \$300,000
- Content Distribution (Paid Promotions, Sponsored Content): \$200,000
- Total: \$500,000

3. Email Marketing:

- Email Marketing Platform Subscription: \$20,000
- Email Campaigns (Design, Copywriting, Automation): \$30,000
- Total: \$50,000

4. Influencer Marketing:

- Influencer Partnerships (Fees, Collaborations): \$100,000
- Total: \$100,000

Total Online Marketing Budget: \$3,650,000

5. Offline Marketing:

6. Events and Sponsorships:

- Launch Events and Roadshows: \$100,000
- Sponsorship of Events and Conferences: \$100,000
- Total: \$200,000

7. Print Advertising:

- Magazine Advertisements (Travel Magazines, Business Magazines): \$150,000
- Newspaper Advertisements (Local and National): \$50,000

- Total: \$200,000

8. Outdoor Advertising:

- Billboards and Posters (Airports, High-Traffic Areas):
\$600,000

- Total: \$600,000

Total Offline Marketing Budget: \$1 million

9. Total Marketing Budget: \$4.65 million

10. Customer Acquisition Cost: \$35

8. Operations:

Saudi International Travelers Bank will operate through a combination of digital channels and strategically located physical touchpoints, such as kiosks at major airports and popular tourist destinations. We will invest in advanced technology infrastructure, robust security measures, and scalable systems to ensure efficient operations and a seamless user experience.

Day-to-day operations plan for Saudi International Travelers Bank:

1. Customer Onboarding and Account Management:

- New customers will sign up for accounts through our website or mobile app.**
- Account verification and KYC procedures will be conducted to ensure regulatory compliance.**
- Customer support will assist with any account-related queries and issues.**

2. Transaction Processing:

- Customers will be able to conduct transactions such as fund transfers, currency exchanges, and bill payments through our digital platform.

- Transactions will be processed in real-time or within a specified timeframe, depending on the type of transaction.

3. Currency Exchange Services:

- Customers requiring currency exchange will be able to do so through our platform, with real-time exchange rates and transparent fees.

- Currency conversion transactions will be processed promptly, and customers will receive confirmation of the transaction details.

4. Customer Support:

- A dedicated customer support team will be available 24/7 to assist customers with inquiries, account assistance, and issue resolution.

- Customer support channels will include live chat, email, and phone support.

5. Security and Compliance:

- Our technology infrastructure will be monitored continuously to ensure data security and protection against cybersecurity threats.
- Compliance with regulatory requirements, including AML and KYC regulations, will be maintained through ongoing monitoring and reporting.

6. Marketing and Promotions:

- Marketing campaigns and promotions will be executed to attract new customers and encourage existing customers to use our services.
- Marketing efforts will focus on digital channels such as social media, email, and online advertising.

7. Partnerships and Collaborations:

- Collaborations with travel-related businesses such as airlines, hotels, and travel agencies will be pursued to expand our customer base and enhance our service offerings.
- Partnerships with financial institutions and fintech companies may be explored to leverage complementary products and services.

8. Technology Maintenance and Upgrades:

- Regular maintenance and updates to our technology infrastructure will be conducted to ensure optimal performance and reliability.
- Upgrades to our digital platform will be implemented to incorporate new features, improve user experience, and address customer feedback.

9. Feedback and Improvement:

- Customer feedback will be collected and analyzed to identify areas for improvement in our products and services.
- Continuous iteration and refinement of our offerings will be conducted based on customer insights and market trends.

10. Team Collaboration and Communication:

- Effective communication and collaboration among team members will be facilitated through digital tools and regular meetings.
- Clear roles and responsibilities will be defined to ensure smooth operation of day-to-day activities.

9. Funding Requirements & Use of Funds:

1. MVP Development:

- Software development: \$100,000 - \$300,000
- Mobile app development: \$50,000 - \$150,000
- User interface (UI) and user experience (UX) design: \$30,000 - \$100,000
- Payment gateway integration: \$20,000 - \$50,000
- Testing and quality assurance: \$20,000 - \$50,000
- Total MVP development costs: \$220,000 - \$650,000

2. Regulatory Compliance:

- Legal consultation for regulatory requirements: \$10,000 - \$30,000
- Compliance research and documentation: \$5,000 - \$20,000
- Total regulatory compliance costs: \$15,000 - \$50,000

3. Marketing and Customer Acquisition:

- Branding and website development: \$20,000 - \$50,000
- Marketing campaigns and advertising: \$50,000 - \$150,000
- Customer acquisition strategies (e.g., referral programs, promotions): \$30,000 - \$100,000
- PR and media relations: \$10,000 - \$30,000

- Total marketing and customer acquisition costs: \$110,000 - \$330,000

4. Talent Acquisition:

- Hiring key executives (e.g., CEO, CTO): \$20,000 - \$50,000 (for recruitment fees)

- Total talent acquisition costs: \$20,000 - \$50,000

5. Operational Expenses:

- Office space (if applicable): \$10,000 - \$30,000 (for initial setup and rent)

- Utilities and office supplies: \$5,000 - \$15,000

- Administrative expenses (e.g., legal fees, accounting services): \$10,000 - \$30,000

- Total operational expenses: \$25,000 - \$75,000

6. Contingency Fund:

- Unexpected expenses or adjustments to the budget: \$50,000 - \$100,000

7. Equity Offered & Seed Round Budget

- 5% Equity in exchange for \$2,000,000 USD

25% Equity offered in Series A. With 20 million in Series A funding, we anticipate allocating the funds as follows:

8. Research and Development:

- Technology infrastructure development: \$500,000 - \$1,000,000
- Software development: \$500,000 - \$1,000,000
- Data acquisition and analysis: \$100,000 - \$200,000
- Regulatory compliance research: \$50,000 - \$100,000
- Intellectual property protection: \$50,000 - \$100,000

9. Talent Acquisition and Salaries:

- Hiring key executives: \$500,000 - \$1,000,000
- Building a development team: \$1,000,000 - \$1,500,000
- Compliance and legal experts: \$100,000 - \$200,000
- Marketing and sales personnel: \$500,000 - \$1,000,000
- Customer support and operations staff: \$500,000 - \$1,000,000

10. Office Space and Equipment:

- Rent or lease for office space: \$100,000 - \$200,000 per year
- Office furniture and supplies: \$50,000 - \$100,000
- Computer hardware and software: \$300,000 - \$600,000

- Networking and communication systems: \$50,000 - \$100,000

- Security systems: \$100,000 - \$200,000

11. Legal and Regulatory Expenses:

- Legal consultation for licensing and compliance: \$50,000 - \$100,000

- Intellectual property registration and protection: \$20,000 - \$40,000

- Compliance audits and certifications: \$50,000 - \$100,000

12. Marketing and Customer Acquisition:

- Branding and website development: \$1,000,000 - \$2,000,000

- Marketing campaigns and advertising: \$2,000,000 - \$4,000,000

- Customer acquisition strategies: \$2,000,000 - \$4,000,000

- PR and media relations: \$300,000 - \$600,000

13. Data Security and Infrastructure:

- Data storage and backup systems: \$100,000 - \$200,000

- Cybersecurity measures and tools: \$200,000 - \$400,000

- Cloud computing services: \$100,000 - \$200,000

- IT infrastructure setup and maintenance: \$200,000 - \$400,000

14. Operations and Administrative Expenses:

- Accounting and bookkeeping services: \$100,000 - \$200,000 per year
- Insurance coverage: \$40,000 - \$80,000 per year
- Administrative software and tools: \$10,000 - \$20,000
- Utilities and office maintenance costs: \$30,000 - \$60,000 per year

15. Regulatory Compliance and Licensing Fees:

- Application and registration fees: \$50,000 - \$100,000
- Compliance consulting: \$50,000 - \$100,000
- Ongoing regulatory reporting and fees: \$25,000 - \$50,000 per year

16. Reserve:

- \$3,000,000

17. Totals: 13,725,000 - \$24,850,000

We forecast significant revenue growth based on projected customer acquisition rates and transaction volumes. Saudi International Travelers Bank will be well positioned to grow to over 5 million customers by 2030.

10. Financial Projections:

Assumptions:

- Starting capital: \$3 million
- Growth projection: Reaching 5 million customers by 2030
- Revenue streams: Transaction fees, subscription fees, currency conversion fees, etc. We project 50% of the revenues will come from transaction fees and 30% will come from currency exchange with the remainder coming from subscriptions and interest.
- Cost structures: Operating expenses, marketing costs, technology infrastructure, regulatory compliance, etc.

Year 1:

- Total Revenue: \$3 million
- Total Expenses: \$4 million
- Net Loss: -\$1 million
- Remaining Capital: \$2 million

Year 2:

- Total Revenue: \$8 million
- Total Expenses: \$9 million
- Net Loss: -\$1 million
- Remaining Capital: \$1 million

Year 3:

- Total Revenue: \$22 million
- Total Expenses: \$17 million
- Net Profit: \$5 million
- Remaining Capital: \$6 million

Year 4:

- Total Revenue: \$43 million
- Total Expenses: \$25 million
- Net Profit: \$18 million

- Remaining Capital: \$24 million

Year 5:

- Total Revenue: \$86 million
- Total Expenses: \$44 million
- Net Profit: \$42 million
- Remaining Capital: \$66 million

11. Capital Adequacy Assessment Plan:

1. Governance and Oversight:

- Establish the Capital Adequacy Assessment Committee (CAAC), chaired by the Chief Risk Officer (CRO) and comprising members from senior management, risk management, finance, and regulatory compliance departments.

- CRO: Responsible for overall oversight of the CAAC and ensuring alignment with regulatory requirements.

- Risk Management Department: Responsible for coordinating the assessment process, facilitating discussions, and preparing reports for submission to the Saudi Central Bank.

2. Risk Identification and Assessment:

- Conduct a thorough assessment of credit risk, market risk, operational risk, and liquidity risk, leveraging internal risk models, historical data, and expert judgment.

- Risk Management Department: Leads the risk assessment process, working closely with business units and other relevant departments to gather data and insights.

- Chief Risk Officer (CRO): Reviews and validates risk assessments, ensuring accuracy and completeness.

3. Capital Planning and Stress Testing:

- Develop stress testing scenarios to evaluate the bank's resilience to adverse economic conditions and identify potential capital shortfalls.
- Capital Management Department: Responsible for developing stress testing methodologies, scenario analyses, and capital planning models.
- Chief Financial Officer (CFO): Oversees the capital planning process and ensures alignment with financial strategies and objectives.

4. Capital Allocation and Optimization:

- Allocate capital resources efficiently based on the bank's risk profile, business strategy, and regulatory requirements.
- Business Units: Provide input on capital allocation decisions based on their respective risk exposures and revenue-generating activities.
- CAAC: Reviews and approves capital allocation strategies, ensuring alignment with overall risk appetite and business objectives.

5. Capital Management and Monitoring:

- Implement robust processes and controls to monitor capital levels, usage, and allocation on an ongoing basis.

- Finance Department: Monitors capital ratios and indicators, conducts variance analysis, and provides regular updates to senior management and the CAAC.

- Internal Audit: Conducts periodic reviews of capital management processes and controls to ensure compliance with internal policies and regulatory requirements.

6. Reporting and Disclosure:

- Prepare comprehensive reports on capital adequacy, including capital ratios, stress test results, risk exposures, and mitigation strategies, for submission to the Saudi Central Bank.

- Regulatory Compliance Department: Ensures that all reports are accurate, timely, and compliant with regulatory guidelines and reporting requirements.

- Chief Executive Officer (CEO): Ultimately responsible for the accuracy and integrity of the reports submitted to the Saudi Central Bank.

7. Review and Enhancement:

- Conduct regular reviews and evaluations of the CAAC's effectiveness and the overall capital adequacy assessment process.

- CAAC: Reviews feedback from regulatory authorities, industry best practices, and emerging risks to identify areas for enhancement and improvement.
- Chief Risk Officer (CRO) and Chief Financial Officer (CFO): Lead efforts to implement enhancements and ensure continuous improvement of the capital adequacy assessment framework.

8. Regulatory Compliance:

- Ensure full compliance with regulatory requirements related to capital adequacy assessment, including Basel III capital standards and Saudi Central Bank guidelines.
- Compliance Department: Monitors regulatory developments, interprets regulatory requirements, and provides guidance to ensure compliance.
- Chief Compliance Officer: Oversees the bank's regulatory compliance efforts and ensures alignment with regulatory expectations.

By following this detailed plan of action, Saudi International Travelers Bank will demonstrate its commitment to maintaining adequate capital levels, managing risks effectively, and complying with regulatory requirements as outlined by the Saudi Central Bank.

12. Internal Liquidity Assessment Plan:

1. Introduction:

- The Internal Liquidity Assessment Plan (ILAP) is a critical component of Saudi International Travelers Bank's risk management framework. It ensures the bank maintains sufficient liquidity to meet its obligations under normal and stressed conditions while complying with regulatory requirements.

2. Governance and Oversight:

- Establish the Liquidity Risk Management Committee (LRMC), chaired by the Chief Risk Officer (CRO) and comprising members from senior management, treasury, finance, and regulatory compliance departments.

- CRO: Responsible for overall oversight of the LRMC and ensuring alignment with regulatory requirements.

- Treasury Department: Responsible for day-to-day liquidity management activities and providing inputs to the LRMC.

3. Liquidity Risk Identification and Assessment:

- Conduct a comprehensive assessment of liquidity risk, including funding liquidity risk and market liquidity risk, using both qualitative and quantitative methods.

- Risk Management Department: Leads the liquidity risk assessment process, leveraging internal models, stress testing scenarios, and liquidity risk indicators.

- Chief Risk Officer (CRO): Reviews and validates liquidity risk assessments, ensuring accuracy and completeness.

4. Liquidity Planning and Stress Testing:

- Develop liquidity stress testing scenarios to evaluate the bank's resilience to liquidity shocks, such as depositor withdrawals or funding market disruptions.

- Treasury Department: Develops liquidity stress testing methodologies, scenario analyses, and liquidity contingency plans.

- Chief Financial Officer (CFO): Oversees the liquidity planning process and ensures alignment with funding strategies and objectives.

5. Liquidity Management and Monitoring:

- Implement robust processes and controls to monitor liquidity positions, cash flows, and funding sources on an ongoing basis.

- Treasury Department: Monitors liquidity metrics, conducts cash flow forecasting, and manages funding liquidity risks.

- Internal Audit: Conducts periodic reviews of liquidity management processes and controls to ensure compliance with internal policies and regulatory requirements.

6. Reporting and Disclosure:

- Prepare regular reports on liquidity adequacy, including liquidity ratios, stress test results, funding profiles, and liquidity risk exposures, for submission to the Saudi Central Bank.

- Regulatory Compliance Department: Ensures that all reports are accurate, timely, and compliant with regulatory guidelines and reporting requirements.

- Chief Executive Officer (CEO): Ultimately responsible for the accuracy and integrity of the reports submitted to the Saudi Central Bank.

7. Review and Enhancement:

- Conduct regular reviews and evaluations of the LRMC's effectiveness and the overall liquidity assessment process.

- LRMC: Reviews feedback from regulatory authorities, industry best practices, and emerging risks to identify areas for enhancement and improvement.

- Chief Risk Officer (CRO) and Chief Financial Officer (CFO): Lead efforts to implement enhancements and ensure

continuous improvement of the liquidity risk management framework.

8. Regulatory Compliance:

- Ensure full compliance with regulatory requirements related to liquidity risk management, including the Saudi Central Bank's liquidity risk guidelines.
- Compliance Department: Monitors regulatory developments, interprets regulatory requirements, and provides guidance to ensure compliance.
- Chief Compliance Officer: Oversees the bank's regulatory compliance efforts and ensures alignment with regulatory expectations.

By following this detailed plan of action, Saudi International Travelers Bank will demonstrate its commitment to maintaining adequate liquidity levels, managing liquidity risks effectively, and complying with regulatory requirements as outlined by the Saudi Central Bank.

13. Management Team:

Our management team comprises experienced professionals with extensive backgrounds in banking, digital marketing and cyber security. The team's expertise, combined with a shared vision for innovation and customer-centricity, positions Saudi International for success.

14. Further Growth Ahead:

Saudi International Travelers Bank seeks a funding amount of \$20 million to support the launch, operations, and expansion. These funds will be utilized as outlined in the financial projections, ensuring a strong foundation for growth and market dominance.

Monzo Bank a UK based competitor has passed 9 million customers. Monzo has recently secured a 430 million dollar investment from Google in it's latest round of funding. Monzo Bank is currently valued at over 5 billion dollars.

Conclusion:

Saudi International Travelers Bank is poised to disrupt the banking landscape in Saudi Arabia's tourism sector and throughout the Middle East by offering innovative and customer-centric financial solutions. With a comprehensive understanding of travelers' needs, strategic partnerships, and advanced technology, we are confident in our ability to capture significant market share and deliver exceptional value to our customers. We invite potential investors to join us in revolutionizing banking services for tourists in Saudi Arabia.

Exit Plan:

1.Acquisition by a Strategic Buyer:

- Identify and approach potential strategic buyers: 20%**
- Conduct negotiations and due diligence: 30%**
- Finalize acquisition agreement and terms: 25%**
- Complete regulatory approvals and closing procedures: 25%**

2. Initial Public Offering (IPO):

- Preparation for IPO, including regulatory compliance and prospectus drafting: 40%**
- Execution of IPO, including roadshows and investor outreach: 50%**
- Closing and listing on the stock exchange: 10%**

3. Management Buyout (MBO) or Leveraged Buyout (LBO):

- Negotiate terms with management team or external investors: 35%**
- Secure financing for the buyout transaction: 30%**
- Execute the buyout transaction and transition of ownership: 35%**

4. Secondary Sale to Private Equity or Venture Capital Firms:

- Identify and engage potential investors: 25%**
- Negotiate terms and valuation: 35%**
- Close the secondary sale transaction: 40%**

5. Liquidation or Wind-Down:

- Develop wind-down plan and coordination with advisors: 30%**
- Execute wind-down procedures and distribution of assets: 40%**
- Complete formal dissolution and regulatory filings: 30%**

6. Continual Evaluation and Adaptation:

- Ongoing monitoring of market conditions and strategic opportunities: 100%**