



COMPANY PROFILE 2026

Integrated Sports Development &
Execution Platform





Agenda

1. Executive Summary
2. Strategic Positioning
3. Four Integrated Pillars
4. Operating Model
5. Alignment with Vision 2030
6. Target Stakeholders
7. Growth





MAJED AL-RAQAS

CEO

Chief Executive Officer . Entrepreneur . Shaping the Future of Sports and Investment in Saudi Arabia

Majed Al-Raqas is considered one of the prominent figures in the sports and health investment ecosystem in the Kingdom of Saudi Arabia. With more than two decades of experience, he has built ventures from the ground up and led them toward sustainable growth, culminating in successful exits.





Executive Summary

Sport X is a Saudi sports development and execution company. We operate across four areas: Football Academy Development, Sports Partnerships, Sports Consulting, and Sports Technology.

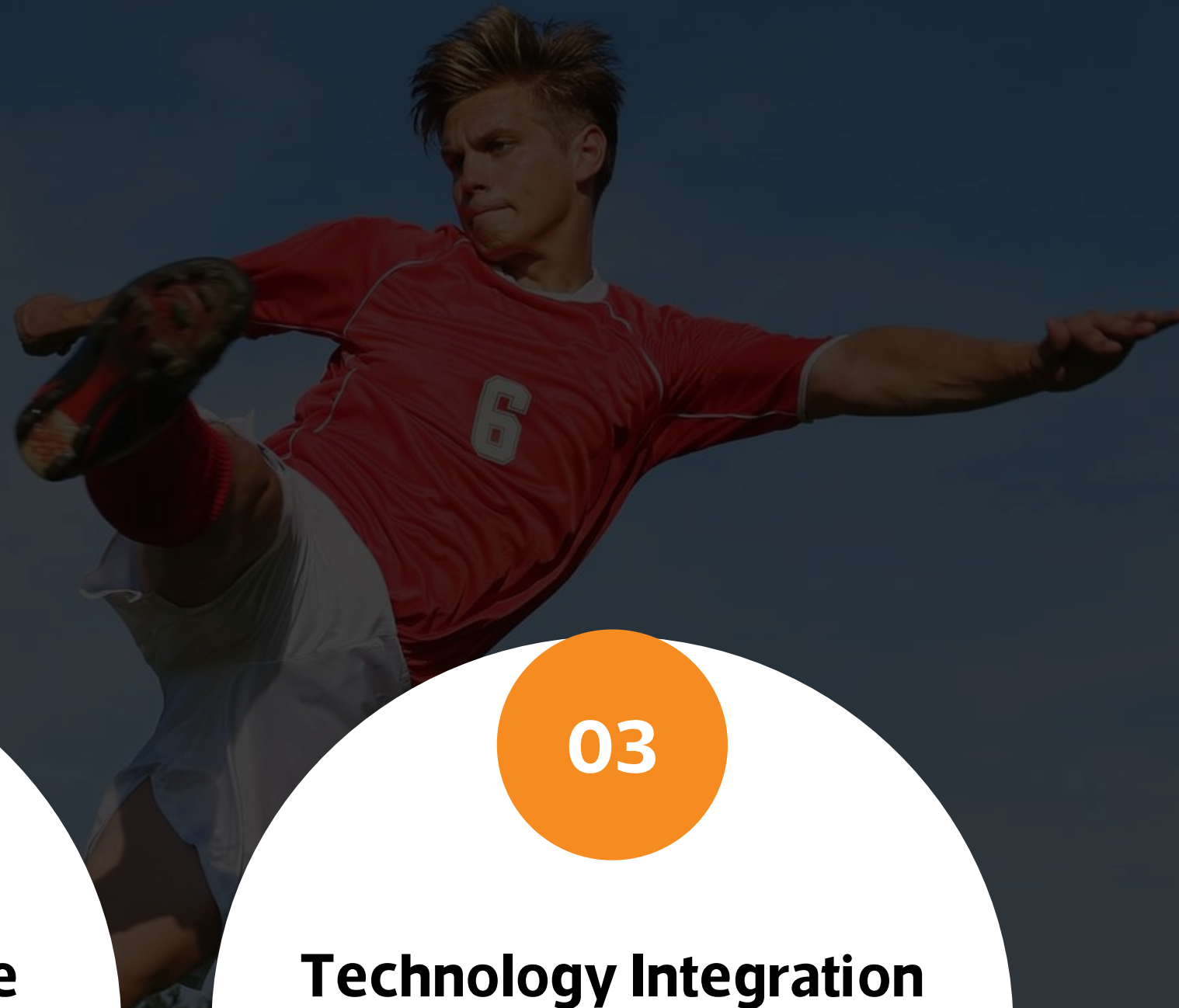
Our focus is to build structured and financially sustainable sports models. We combine execution, governance, and performance technology under one platform. Our academy model is participation-led and based on clear financial discipline.

We support government entities, schools, investors, and sports organizations. All projects follow a phase-based approach to reduce risk and protect sustainability.

Technology is integrated to improve performance monitoring and decision-making.

Our work aligns with Vision 2030 and supports long-term sports development in the Kingdom.





STRATEGIC POSITIONING

SPORT X FOCUSES ON THREE CORE PRIORITIES:

01

Participation Growth

Expanding structured grassroots access through scalable academy and school programs

02

Operational Discipline

Embedding financial controls, governance frameworks, and phase-based growth

03

Technology Integration

Introducing performance monitoring systems to support development and risk control



INTEGRATED 4-PILLAR ECOSYSTEM

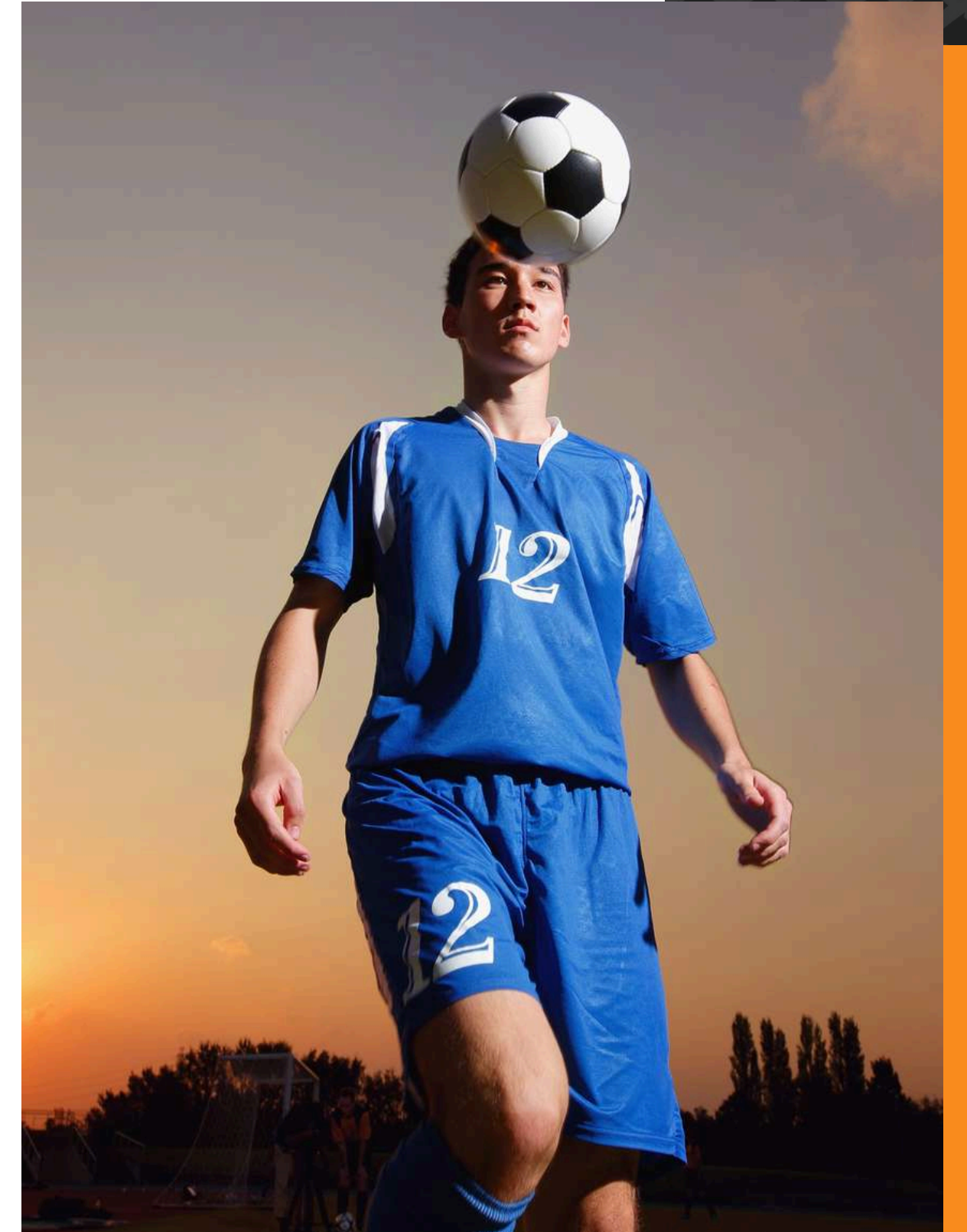
SPORT X OPERATES THROUGH FOUR CONNECTED VERTICALS:

PILLAR 1 Football Academy Development

PILLAR 2 Sports Partnerships & Activation

PILLAR 3 Sports Consulting & Advisory

PILLAR 4 Sports Technology & Performance Analytics





INTEGRATED 4-PILLAR ECOSYSTEM

Participation-Led Academy Model Designed for Financial Sustainability

The Sport X academy model prioritizes structured growth and financial control.

Core model characteristics:

- Large participation base
- Stable monthly membership revenue
- Controlled coach and facility cost ratios.
- Standardized LTAD-aligned curriculum
- Phase-based development pathway

Target model indicators (directional):

- 300–600 active players per academy
- High pitch utilization
- Controlled operational scaling

Club activation occurs only after sustained financial validation.

SPORTX

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INTEGRATED 4-PILLAR ECOSYSTEM

Phase-Based Development Framework Reduces Operational Risk

Academy and club development follows a controlled five-phase structure:

- 0 Feasibility & Financial Validation Market demand, pricing tolerance, break-even modeling.
- 1 Revenue Engine Stable membership base and controlled cost structure.
- 2 Stabilization & Structured Growth Retention systems, partnerships, margin monitoring.
- 3 Advanced Development Pathway Limited, self-funded performance group.
- 4 Club Activation

Legal formation and competition entry only if financially justified. Progression requires measurable validation at each stage.



INTEGRATED 4-PILLAR ECOSYSTEM

Partnership Model Expands Participation Without Increasing Structural Risk

Sport X builds structured partnerships across three sectors:

Public Sector

Municipal collaboration and community sports activation.

Education Sector

Education Sector After-school and in-school football programs using standardized curriculum.

Private Sector

Sponsors, investors, and facility partners under controlled governance agreements.

Partnership growth remains aligned with financial discipline and operational capacity.





INTEGRATED 4-PILLAR ECOSYSTEM

Sport X provides execution-oriented advisory services for:

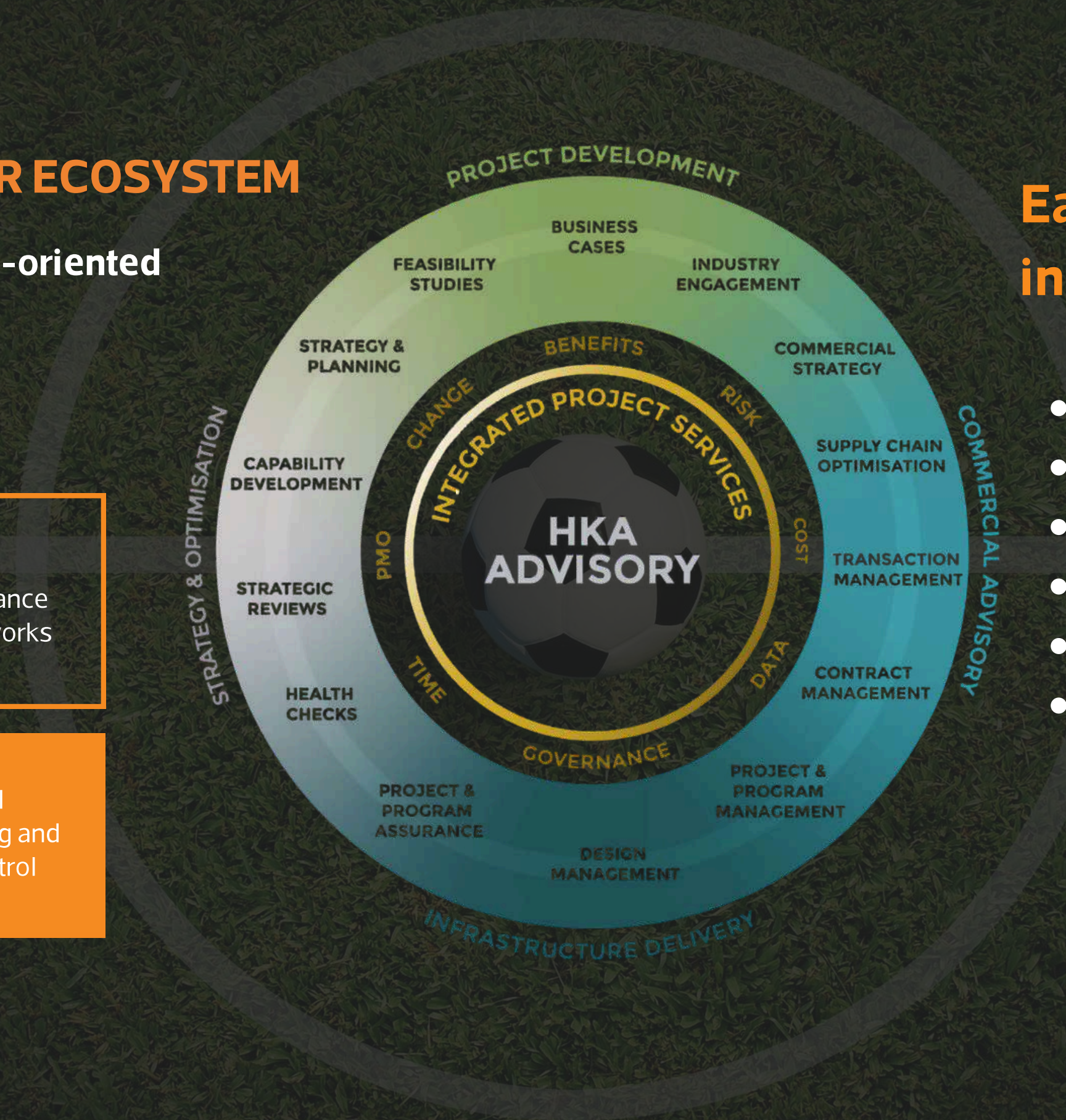
Academy setup and restructuring

Operating model design

Risk management and compliance readiness

Club governance frameworks

Financial modeling and cost control



Each advisory mandate includes:

- Diagnosis
- Financial logic
- Implementation roadmap
- Defined KPIs
- Monitoring framework
- Consulting outputs are operationally deployable



INTEGRATED 4-PILLAR ECOSYSTEM

Sport X integrates structured performance technology into academy and club environments.

Core focus areas:

Athlete Monitoring Systems

GPS workload tracking and physical performance benchmarking

Growth & Maturation Tracking

Age-appropriate load management and injury prevention

Performance Dashboards

Data visibility for academy directors, coaches, and stakeholders.
Technology supports disciplined decision-making and long-term player welfare



OPERATING MODEL

Sport X operates through:

Athlete Monitoring Systems

Strategy, governance, financial control

Technical Standards Unit

Curriculum, coaching standards, development framework

Project Deployment Teams

On-ground implementation and operational management

Financial Monitoring Systems

Monthly dashboards and cost ratio control

Every expansion decision is validated through financial and operational review.





ALIGNMENT WITH VISION 2030

Sport X supports Vision 2030 by:

Increasing sports participation

Developing youth talent

Improving governance standards

Encouraging private sector involvement

Introducing sports technology

Supporting financially sustainable sports entities

TARGET STAKEHOLDERS

Government entities

Private investors

Schools

Ministry of Sport

Saudi Football
Federation

Municipalities

Corporate sponsors



GROWTH STRATEGY

Medium Term (3–5 Years)

- . Replicate model in selected Saudi cities
- . Build centralized performance data network
- . Expand advisory portfolio

Short Term (1–2 Years)

Expand pilot academies

- . Strengthen school partnerships
- . Integrate performance technology systems

Long Term

Activate validated club structures

- . Establish national benchmarking standards
- . Explore regional replication opportunities





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