



# THE POINT

ABHA



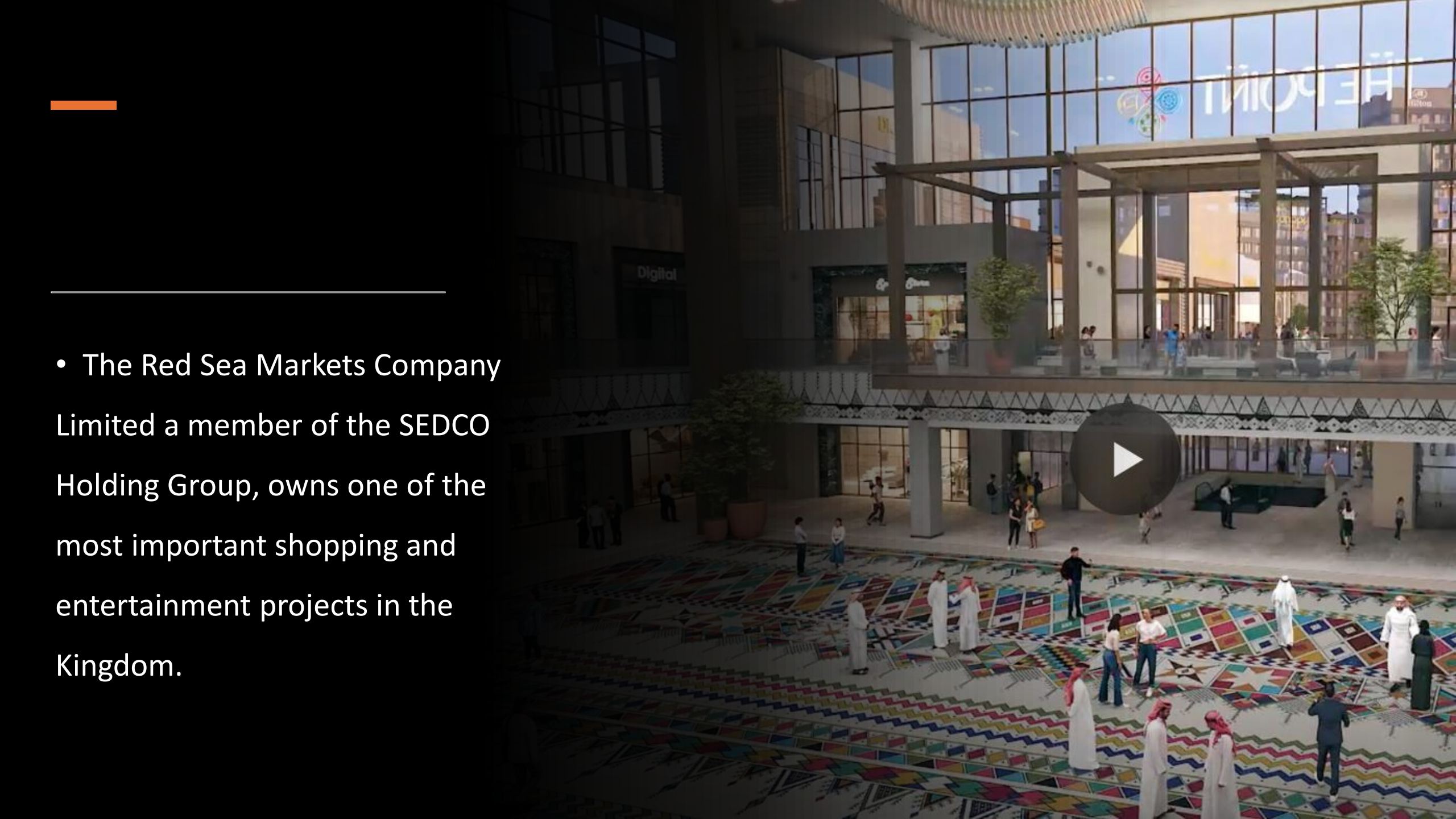






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- The Point represents a strategic partnership between the Red Sea Markets For Real Estate Investment Company / Asir and the Tourism Development Fund.
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- The background image shows a multi-story building with large glass windows. The ground floor has a colorful, geometric pattern. People are walking around. A large play button is in the center. The text on the left describes the company and its projects.
- The Red Sea Markets Company Limited a member of the SEDCO Holding Group, owns one of the most important shopping and entertainment projects in the Kingdom.





ABARANDA

Digital

DE BEES

Chesebake Factory

PADNORA

PADNORA

PADNORA

Chesebake Factory

PADNORA

PADNORA

150

Shops

Retail Shops

THE POINT







- Red Sea Mall in Jeddah and it is working to replicate this success in Abha and position The Point as Asir Region's leading tourist destination for shopping, entertainment and recreation.

150 Shops  
Retail Shops

THE POINT







- The Red Sea Markets Company Ltd is committed to investing in our Kingdom's future.





The Heartbeat of Experience



- With a track record of successfully developing and managing retail and commercial properties in the Kingdom's most recognized destination, and in line with the company's commitment to being an active private sector participant in helping the Kingdom achieve Vision 2030







- The Red Sea Markets Company Ltd is now developing a distinguished multi-use destination in the Asir Region specifically within the city of Abha on a 75,000 sqm.





- The Point Project is located west of Abha, 3.75 km from Abha city center on King Fahd Expressway, and 14 minutes away from Abha International Airport.





JUMBO

The Youth Hub  
مركز الشباب

1,000 sqm  
Youth Center

3,000 sqm  
Medical Clinics

Abha Terraces

The Heartbeat of Shopping

BHA

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- For registration and suppliers:  
<https://www.thepointabha.com/>