

High Potential Investment Opportunity

Early Detection Centers

Harnessing opportunities in growth of the medical detection sector



A compelling opportunity to invest in a growing sector in a strong regional market



The investment proposition involves a 7.5M OMR opportunity to establish an Early Detection Center in Muscat, Oman



Oman: A Strategic Location

Positioned at the crossroads of the Middle East, Asia, and Africa, Oman provides a central location that links investment with quality opportunities. Investors can leverage Oman's latent geographical, legal and sector strengths to establish a medical early detection center, serving as a crucial healthcare hub for preventive screenings, diagnostics, and health monitoring services.



[Link to section](#)



Healthcare: A Growing Sector

The global shift towards preventive healthcare has created significant opportunities for early detection services; outpatient revenues are forecast to grow at 5% CAGR. The GCC also benefits from this trend; seeing an increase in health expenditure and driving health investment, along with addressing key underlying health conditions in the region.



[Link to section](#)



Omani Detection: A Promising Sector

Oman has demonstrated a strong commitment to developing its healthcare infrastructure. The government has consistently invested in modernizing healthcare facilities, promoting research and development, and adopting innovative technologies. Combining the healthcare needs of key customer segments in Oman with forward-looking centers like this opportunity are promising investments.



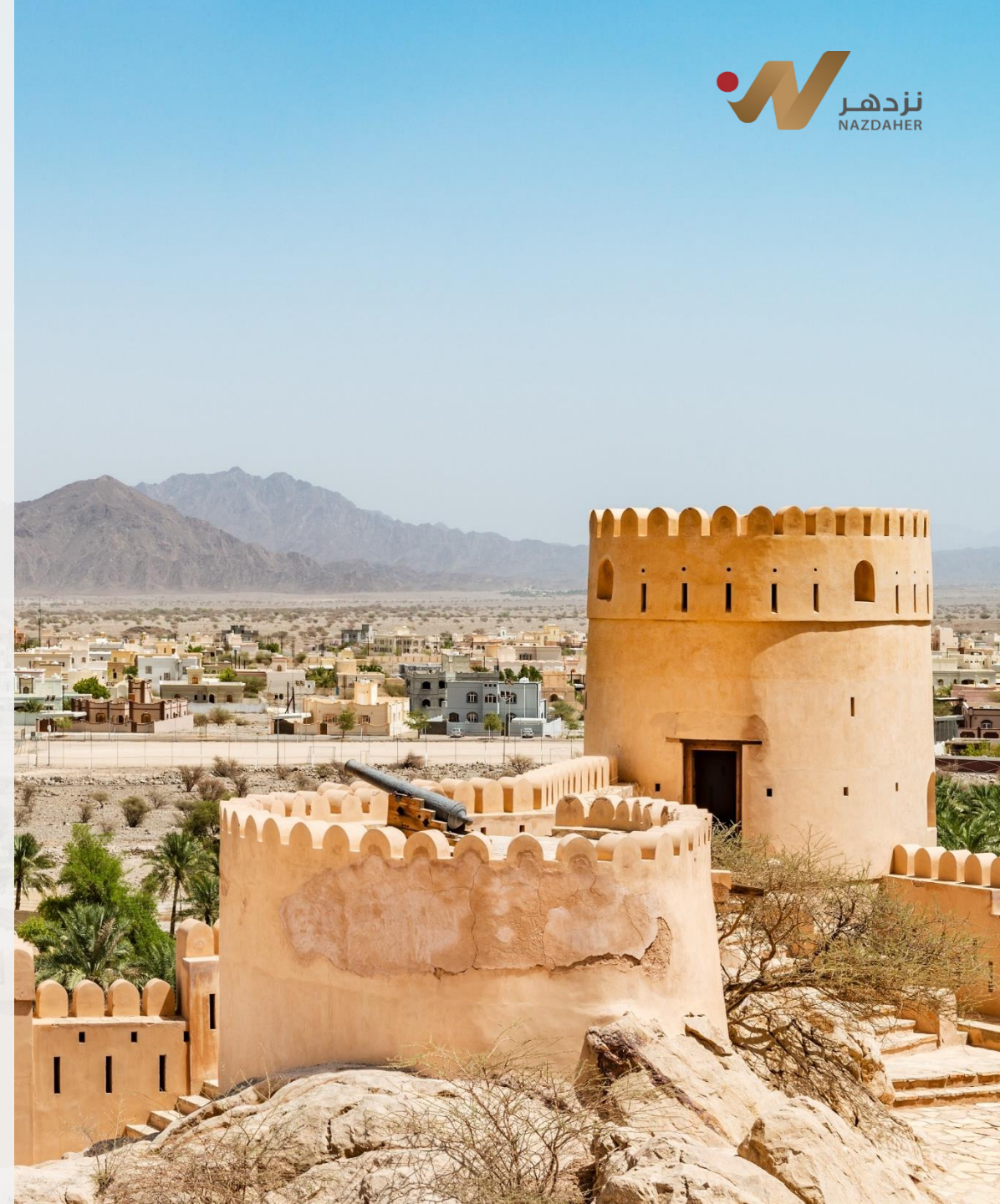
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1. Oman – A Strategic Location

2. Early Detection – A Growing Sector

3. Omani Detection – A Promising Sector

4. The Opportunity



The center's strategic location and government support are distinct advantage



Geographical Accessibility

- Oman's central location in the Middle East makes it easily accessible to investors and stakeholders from neighboring regions
- The location of the early detection center in Muscat provides easy accessibility for key customer segments
- The strategic positioning facilitates customer access and a broad reach for the early detection center



Forward-Looking Healthcare Hub

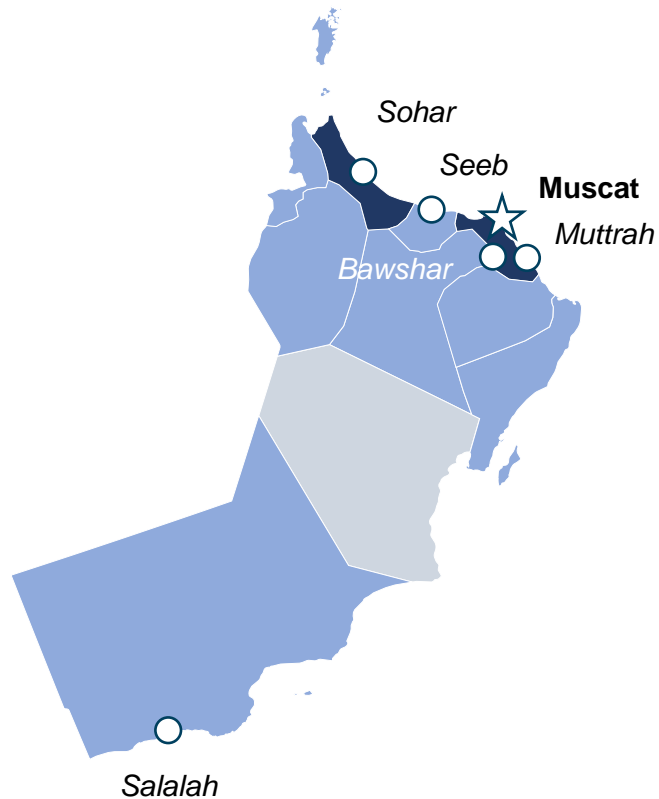
- Oman has been emerging as a regional healthcare hub, attracting medical investment and collaboration
- Investors in the early detection center can benefit from the country's growing reputation as a healthcare destination, drawing patients from nearby countries seeking advanced diagnostic services, and an early-mover advantage for medical services in the market



Government Initiative and Support

- Oman has been investing in its healthcare infrastructure, including facilities and services. The growing emphasis on healthcare provides opportunities for investors in early detection, particularly in diagnostics and preventive healthcare
- As the demand for advanced technologies increases, investors can tap into a burgeoning market that aligns with global trends with proactive health management and early disease detection

Its location in muscat will help to reach key customer segments...



- >500k population
- Between 200k and 500k population
- Less than 200k population

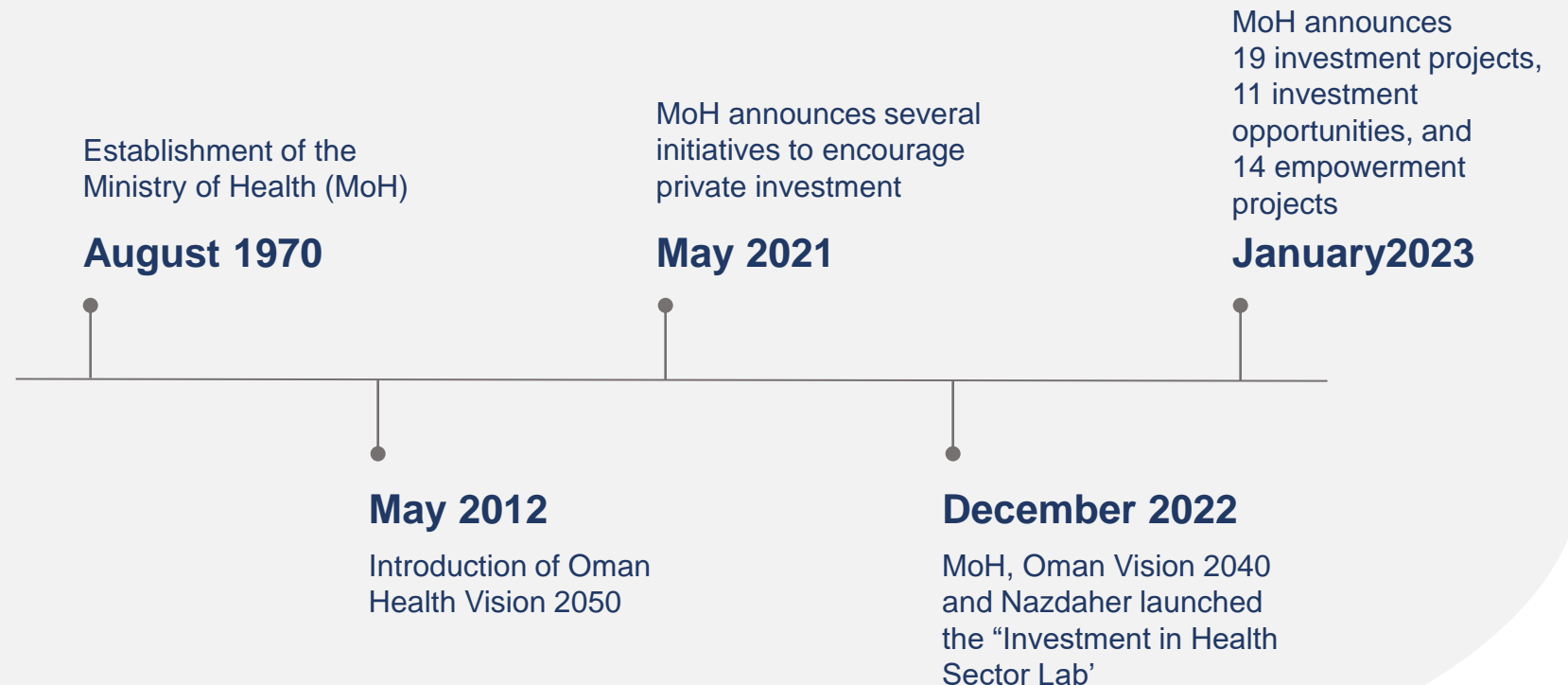


Location Benefits

- 01** Muscat, Oman's capital city governorate is home to more than **1.3 million people spread across 6 districts**, with a widespread across customer segments
- 02** Muscat is also a hub for qualified talent, and Oman ranks first on the regional innovation index of science and engineering graduates
- 03** The city's infrastructure is also synergistic to a detection center; it is home to 40 hospitals and an additional 22 are spread across the Sultanate
- 04** In addition, **the opportunity provides a substantial expansion potential to other governorates**, e.g. by leveraging clinics and health centers, outside the key catchment area, as sample collection points for transfer to the early detection center

... and its success is underpinned by a strong government commitment to the sector

- 01 The Government of Oman has an ongoing commitment to **growth in healthcare excellence**
- 02 Its Health Vision 2050 has been complemented by its Oman Vision 2040 and a commitment to **growing private investment** in healthcare
- 03 Reforms are also **growing customer segments** for the Center, e.g. an incoming law will require mandatory early detection screening for engaged couples.

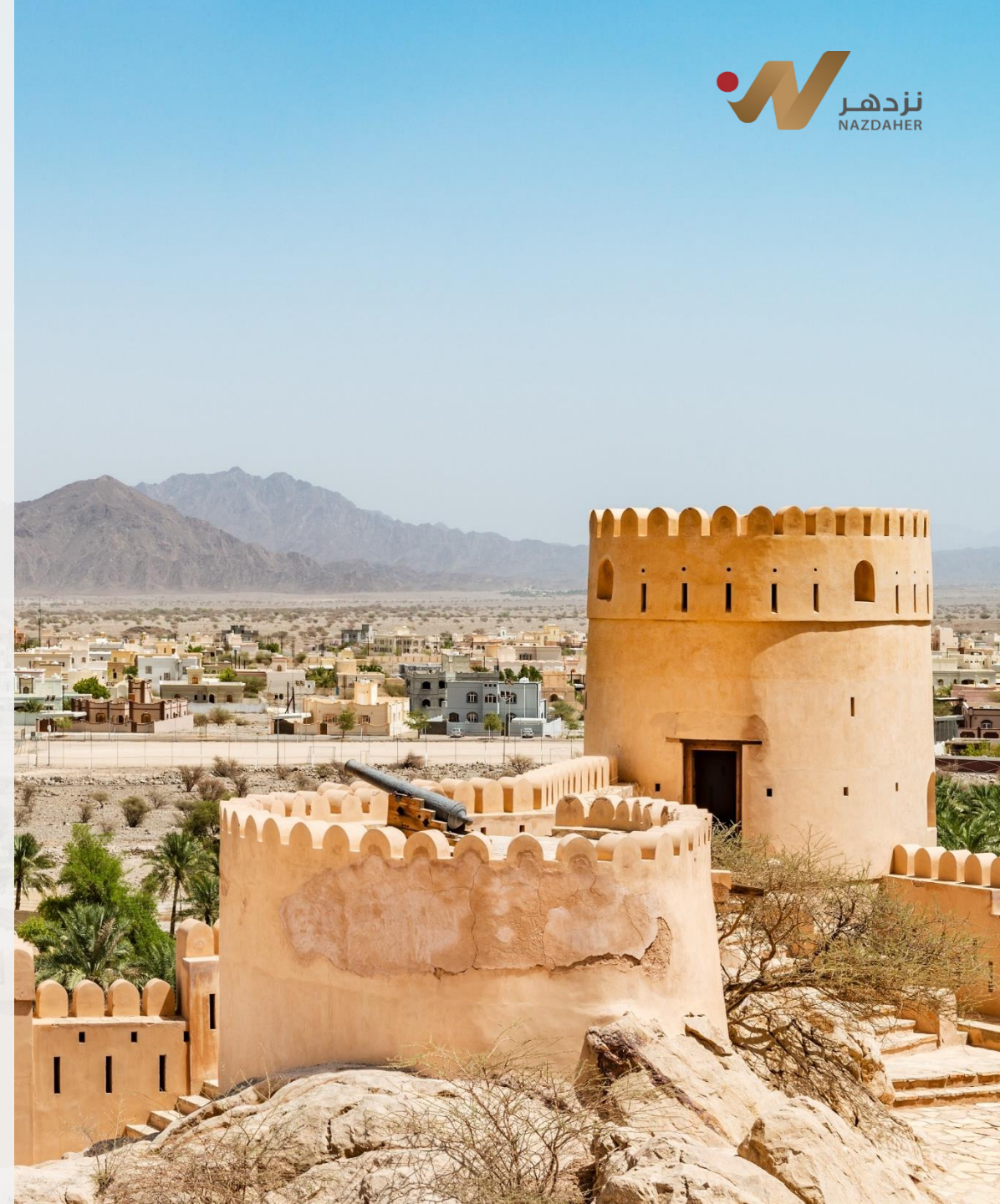


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2. Early Detection – A Growing Sector

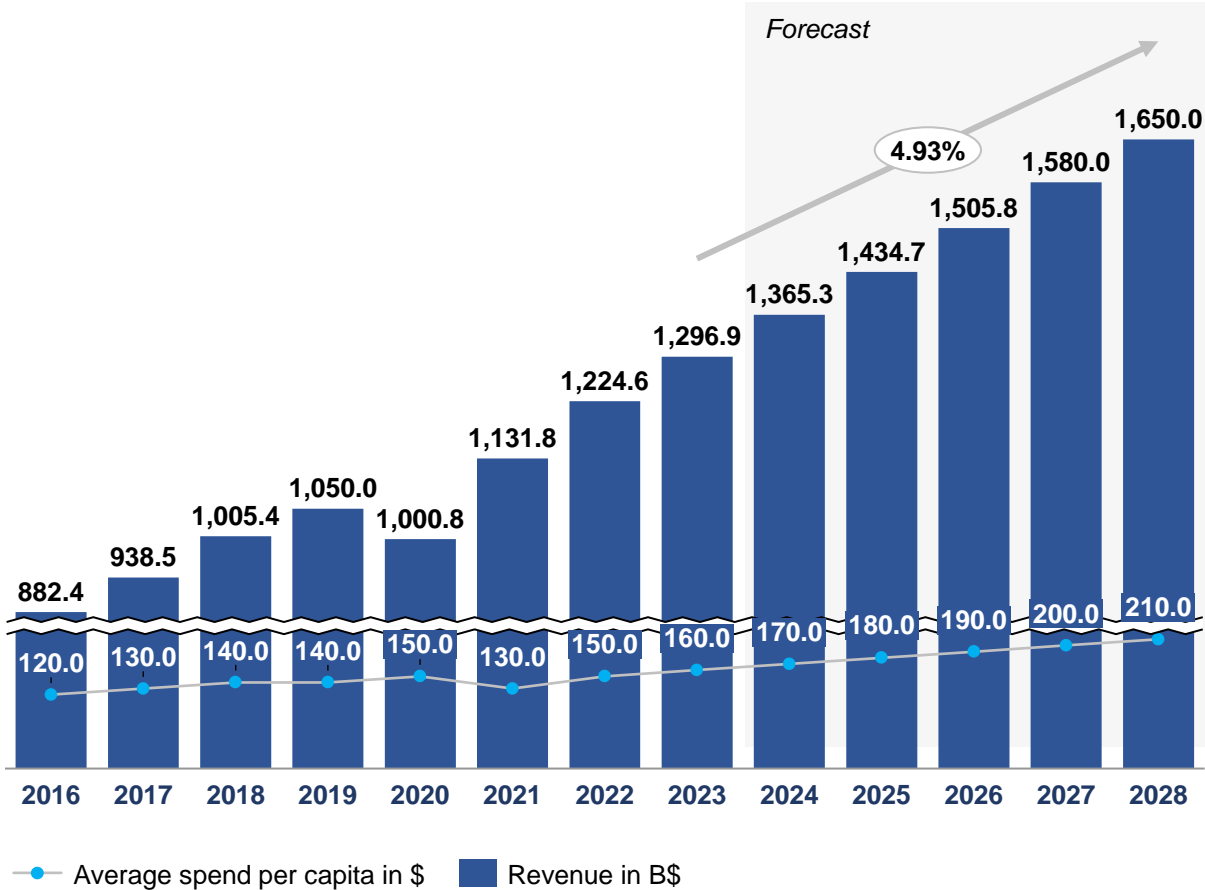
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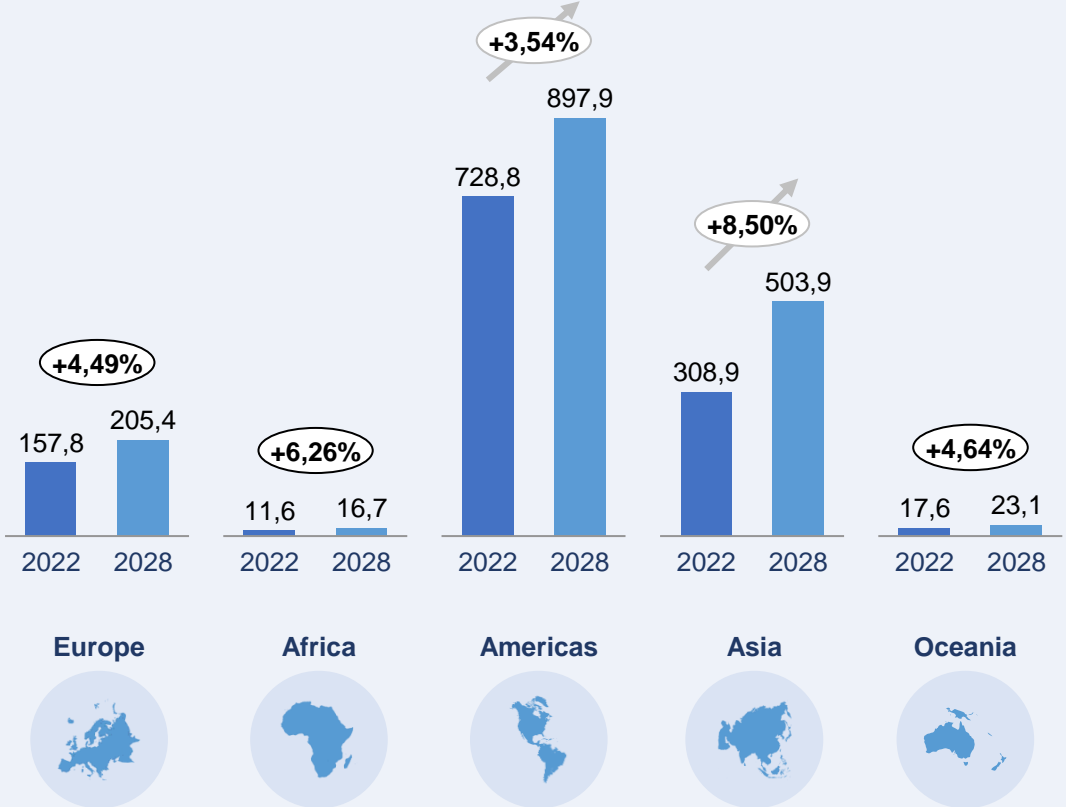


The medical sector shows strong global and regional growth trends

Outpatient revenue and spend forecast per capita
forecast demonstrates a strong global growth trend...

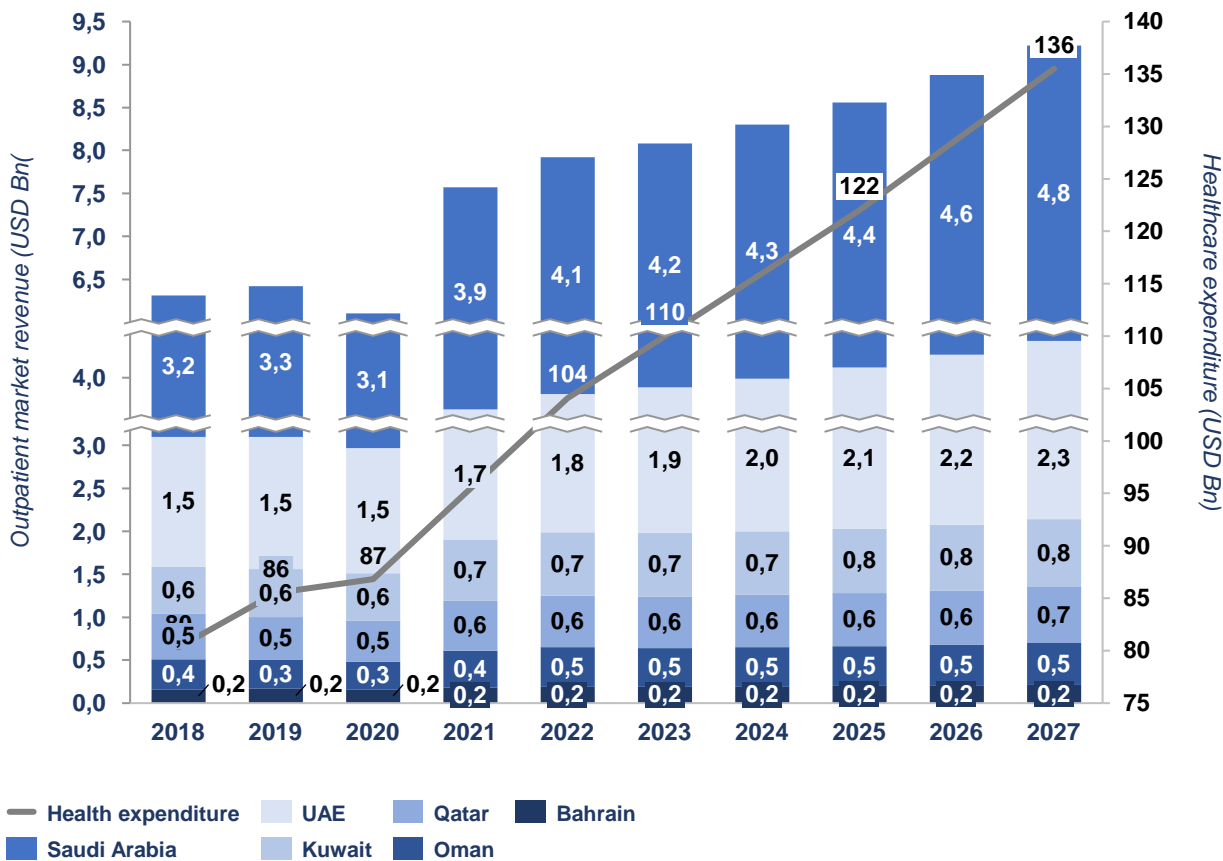


...which is particularly pronounced in key markets like the Asian segment (which includes Oman)

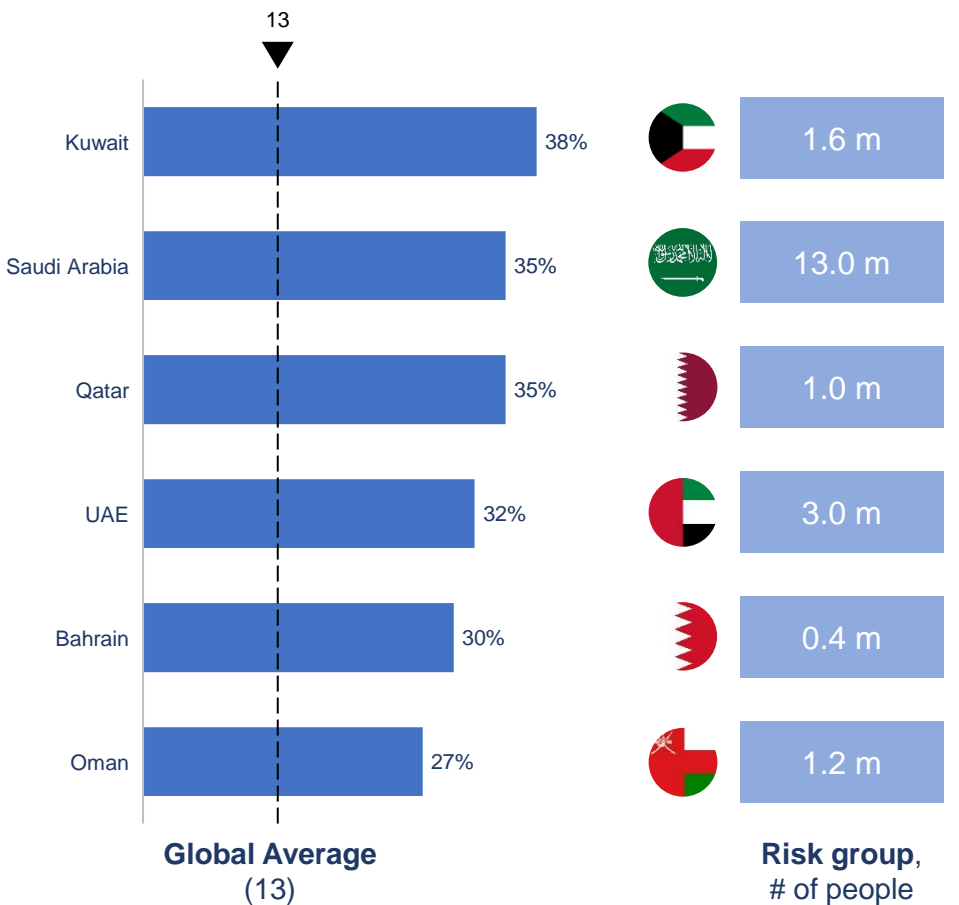


And the GCC boasts latent medical outpatient and detection demand

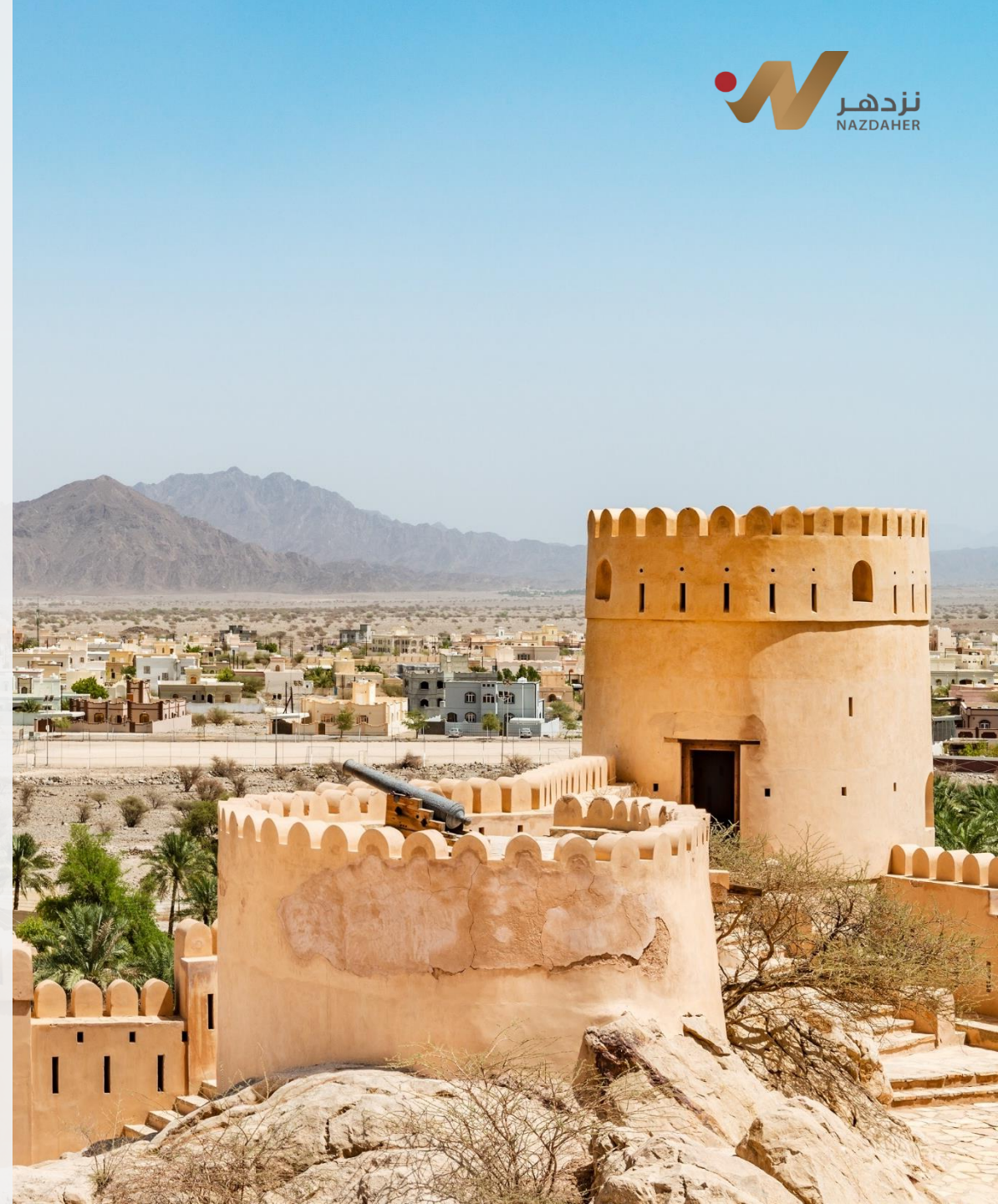
In the GCC, the outpatient treatment market size is projected to grow by 4.3%, while wider healthcare expenditures will increase by 6%...



...driven by unique healthcare needs, including high rates of obesity



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The Healthcare Sector in Oman is Growing, and Shows Promising Trends



Healthcare In Oman

+4.7%	Sultanate's Healthcare spending (CAGR 2022-2027)
+5.9%	Healthcare Market Value Growth Rate (CAGR 2022-2025)
\$4.3bn	Healthcare Market Value (forecasted for 2025)

Key Drivers

	+17.8%	Population Growth (2023-2028)
	+11	New Hospitals (2023-2025)
	+3.2%	Demand For Hospital Beds (CAGR 2022-2027)

Four key detection and screening areas underpin growth across the whole citizen lifespan ...

Four key detection areas



Oncology

Colon, gastrointestinal, thyroid, skin, breast and other forms of cancer



Communicable Diseases

Including HIV, syphilis, hepatitis, tuberculosis, malaria and similar diseases



Non-Communicable Diseases (NCDs)

NCDs and their risk factors, e.g. metabolic diseases, hypertension, dyslipidemia, obesity, cholesterol



Genetic diseases

Including diabetes, cancer, heart disease, down syndrome, etc

Life events



Neo natal screening

These tests are performed after birth, usually within the first 24-48 hours, to identify congenital disorders that can affect a newborn's long-term health.



Pre-employment screening

These tests are used by employers to assess the health and physical fitness of potential employees.



Prenatal genetic testing

These tests are conducted during pregnancy to detect genetic, chromosomal, and structural abnormalities in the foetus.



Pre-marital screening

As a potential change in the law, it may become mandatory to undergo a health check before getting married in Oman.



High risk of hereditary diseases testing

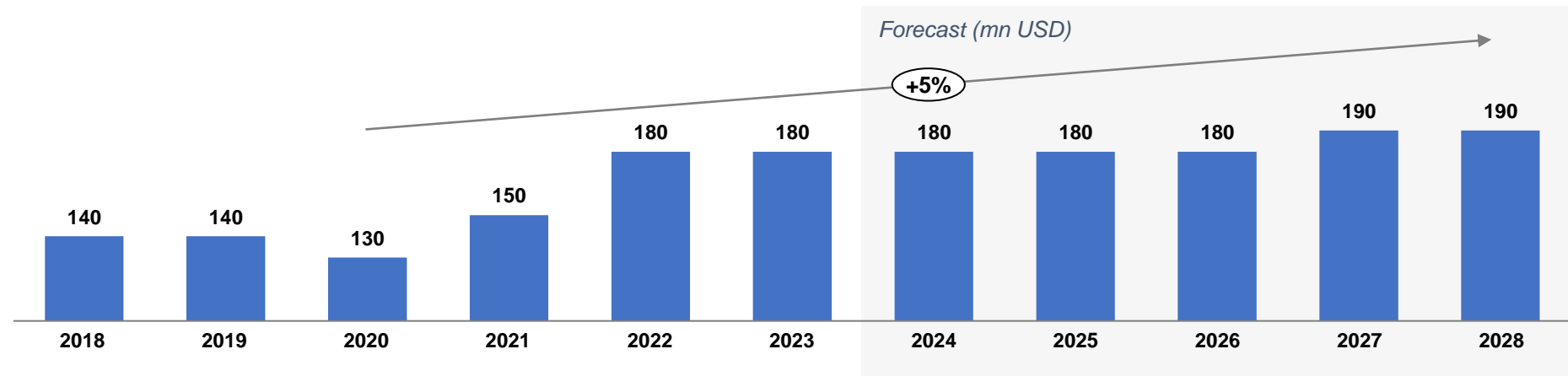
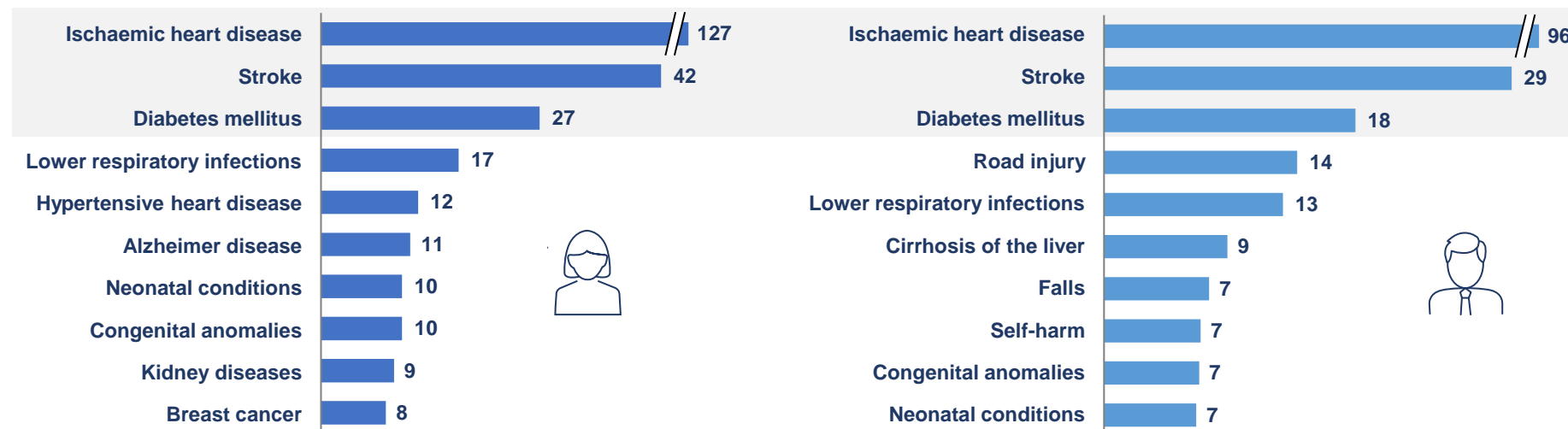
Individuals with a high risk of contracting a hereditary disease might undergo these tests.

... and demographic analysis shows need for early detection

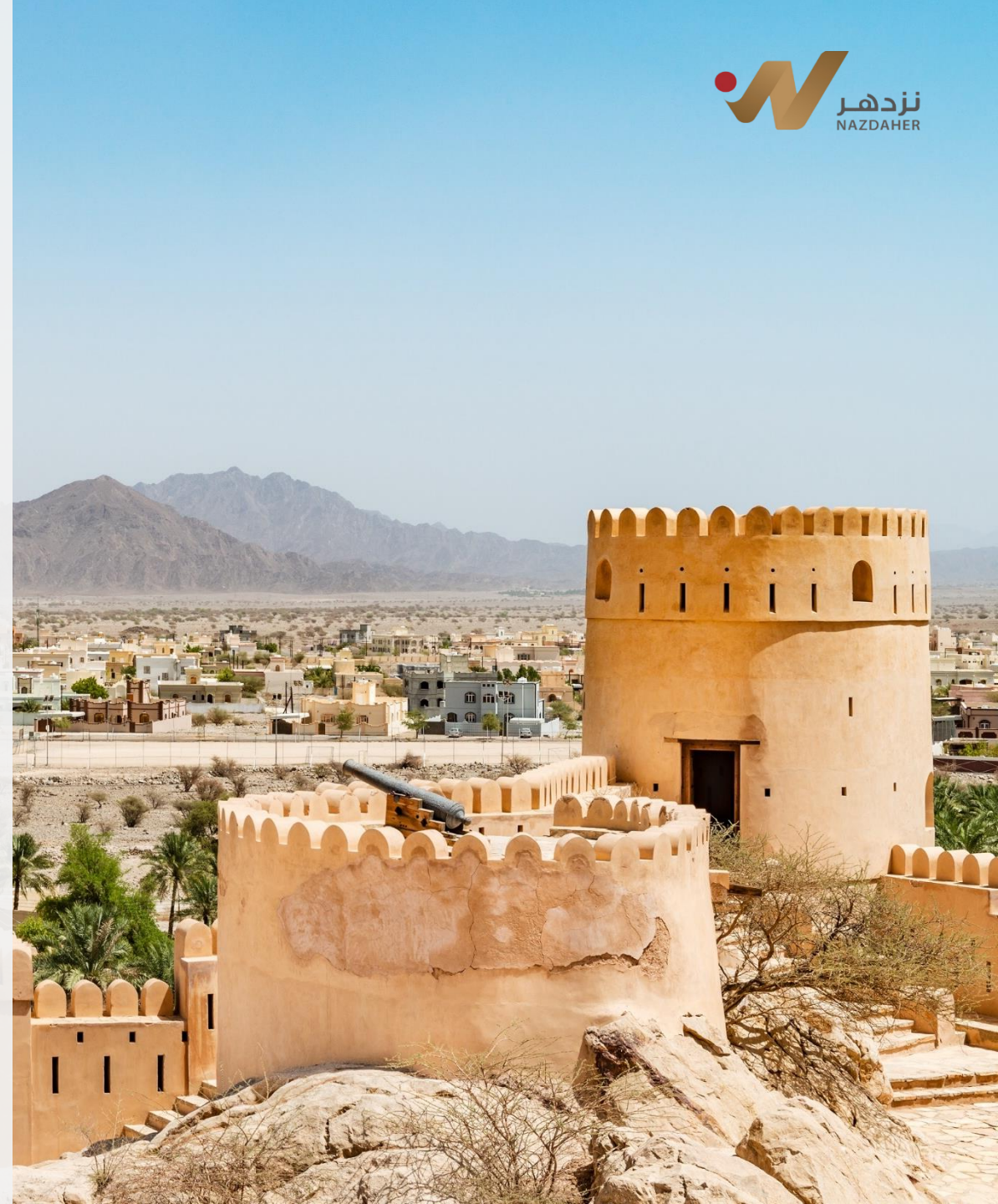
The top three causes of death for men and women in Oman include NCDs detectable at an early stage

deaths per 100 000 population, 2019

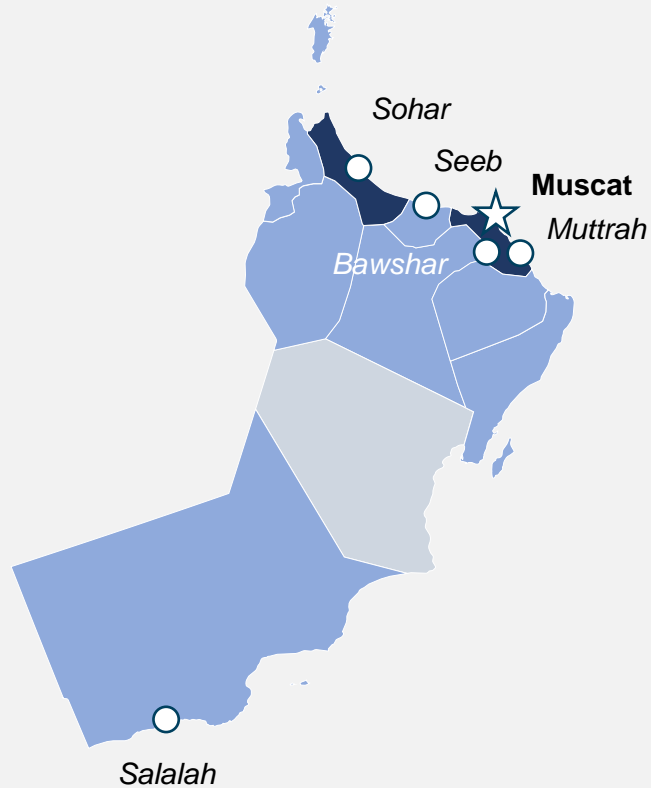
...and revenue segments for inpatient care of cancers show continued demand for oncology screening services



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The sultanate extends a compelling OMR 7.5 million opportunity for investors



01

The first early detection center is expected to be established in the prime location of Muscat within reach of **2.5 million Omanis** across three adjacent governorates

02

The **10,000 square meter land space**, made available for the opportunity, suggests that the first early detection center, in the long term, may act as a **national and regional hub** for testing

03

This project provides a **substantial expansion potential** to other governorates and appealing opportunities for investors



Estimated Investment

OMR 7.5 Million with a payback period of 7 years



Patients

Approximately **16,000 patients** are expected to seek services at the early detection center within the initial year



Location

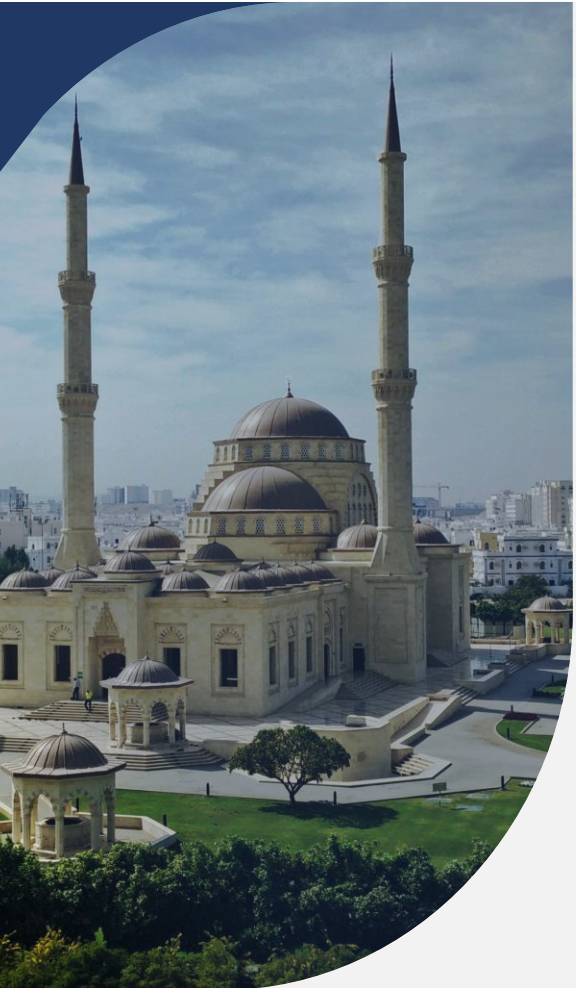
The future detection center will be in Muscat on a **10,000 m² piece of land**



Revenue

OMR 550,000 for the first year of operations

The investment will be complemented by oman's competitive incentives



Stable Regulatory Environment



Tax Exemption for Five Years
(Could Be Longer Under Certain Conditions)



No Income Tax for Individuals



Freedom of Transferring Capitals And Profits



Full Foreign Property Rights



One Stop Shop Service



Ease of Registration



Various Forms of Legal Entities + Benefits

Oman also offers a simple and streamlined investment process

Establishing an Institution



License Journey



International players have already invested in oman

