



Intangible Assets 2025

in the Kingdom of Saudi Arabia



CONTENTS

Executive Summary	02
1. Introduction	04
2. Importance of Intangible Assets	05
a. Economic Perspective	05
b. Industry Perspective	08
c. Employment Perspective	10
3. Global Landscape of Intangible Assets	11
a. Global Value of Intangible Assets	11
b. Investment Trends in Intangible Assets Globally	12
c. Challenges and Opportunities for Investing in Intangible Assets Globally	13
4. Current Status of Intangible Assets in the Kingdom	15
a. Methodology of Measuring Intangible Assets	15
b. Panoramic View	17
c. Zoomed-in Focus on Sectors and Companies	20
5. Strategic Development of Intangible Assets	26
a. For Companies	26
b. For Public Policies	29
6. Conclusion	31
Appendices	32
a. Glossary	32
b. Bibliography	33
Endnotes	35

Disclaimer

This report has been prepared by the Saudi Authority for Intellectual Property (SAIP) for informational and analytical purposes only. It does not constitute legal, accounting, tax, or investment advice, nor an offer, solicitation, or recommendation to buy, sell, or hold any security listed on the Saudi Exchange or any other market.

Intangible asset values presented in this report are analytical estimates derived from the Intangible Asset Market Value (IAMV) methodology, calculated as the difference between market capitalization and book value. These estimates are market-based proxies and do not represent official valuations, audited figures, or amounts recognized under applicable accounting standards, including IAS 38. Results are sensitive to market conditions as of the measurement date and may differ materially under alternative methodologies or valuation dates.

This report draws on data and publications from third-party sources, including the World Intellectual Property Organization (WIPO), the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO), and the Saudi Exchange (Tadawul). While reasonable care has been taken to ensure accuracy, SAIP does not guarantee the completeness, accuracy, or timeliness of third-party information and accepts no liability for any loss arising from reliance on the contents of this report.

References to specific companies or sectors are made solely for analytical illustration and imply no assessment of their financial condition, performance, or prospects. The findings and analysis herein do not necessarily represent the official policy or regulatory position of SAIP or the Government of the Kingdom of Saudi Arabia.

© Saudi Authority for Intellectual Property, 2026. All rights reserved. Reproduction is permitted provided the source is acknowledged.

Executive Summary

Intangible assets have become a defining feature of the modern economy, shaping how value is created, captured, and converted into economic growth. Recent evidence underscores the scale of this shift. The World Intellectual Property Organization (WIPO) reports that the value of corporate intangible assets worldwide approached USD 100 trillion (approximately SAR 375 trillion) in 2025, the highest level recorded since 1996. The joint EPO-EUIPO study published in January 2026 similarly finds that intellectual property rights-intensive industries generated 47.9% of EU GDP, or EUR 7.7 trillion (SAR 33.8 trillion) annually, during 2021–2023. Together, these figures confirm that intangible assets are now a structural feature of advanced and emerging economies alike.

Saudi Capital Market — Intangible Assets at a Glance

End of Fiscal Year 2025 — All figures from this report's Executive Summary

Tadawul Main Market — End-2025

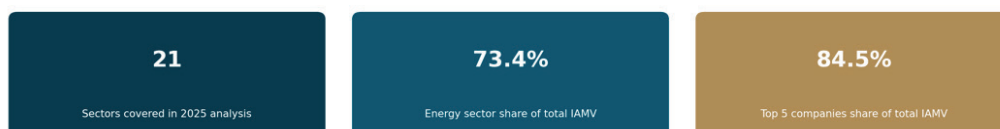


Aggregate book value: SAR 3,635.42 Bn • Disclosed IAs +16.8% YoY • Market cap –13.6% YoY

Excluding Saudi Aramco



Sector & Company Concentration



Global Context (from Executive Summary)



Figure ES-1. Headline figures of the Executive Summary at a glance.
All values shown are drawn from the Executive Summary text. Source: This report.

Executive Summary

With the significance and strategic development of intangible assets, this report provides a comprehensive assessment of their magnitude, status, and trajectory in the Kingdom. It examines their importance from economic, industrial, and employment perspectives, situates the Saudi case within the global landscape, and addresses valuation, strategic management, and the broader enabling environment. The report also analyses growth trends, investment patterns, opportunities, and challenges in the global intangible economy, and identifies strategic pathways for advancing the Kingdom's position in the intangible economy.

Total market capitalization on the Saudi Exchange Main Market reached SAR 8,817.60 billion at the end of 2025. The total intangible asset market value (IAMV) of Tadawul-listed companies amounted to SAR 5,775.20 billion, equivalent to 65.6% of market capitalization. Aggregate book value stood at SAR 3,635.42 billion, while disclosed intangible assets in financial statements totaled SAR 311.52 billion, or only 5.4% of IAMV. Undisclosed intangible assets reached SAR 5,463.68 billion, 17.54 times larger than disclosed intangible assets. Although disclosed intangible assets increased by 16.8% compared with 2024, the increase was driven primarily by acquisition-related accounting in the banking sector rather than by broader recognition of internally generated assets.

Excluding Saudi Aramco, intangible asset market value totaled SAR 1,565 billion in 2025, equal to 52% of non-Aramco market capitalization of SAR 3,033 billion. Despite the year-on-year contraction, the long-term trajectory remains upward: the non-Aramco intangible-asset share rose from 44% in 2017 to 52% in 2025. The 2025 decline from 57% in 2024 reflects weaker market valuations and a broader compression of intangible premiums following the 13.6% drop in total market capitalization. Over the longer term, Saudi Vision 2030 has played a central role in advancing economic diversification beyond oil dependency.

The report further examines the role of intangible assets across sectors and listed companies, demonstrating how these assets drive competitive advantage, market differentiation, and strategic growth. The 2025 sector analysis covers 21 sectors and shows that intangible value remains highly concentrated. Energy alone holds 73.4% of total IAMV, while Software & Services, Household & Personal Products, and Consumer Discretionary Distribution & Retail record the highest IAMV-to-market-capitalization ratios, signaling asset-light, brand-intensive, and technology-enabled business models. At the company level, the top five firms account for 84.5% of total intangible value, underscoring the need to broaden intangible-asset creation across additional sectors and firms. The report concludes that effective management and disclosure of intangible assets, supported by clear policies and standards, are essential to align corporate strategy with the realities of a knowledge economy and to place intangible assets at the center of the Kingdom's long-term growth agenda.

Key Insight — The Kingdom's 2025 intangible base is deep, under-disclosed, and concentrated: SAR 5,775.20 billion of intangible asset market value (65.6% of market capitalization), of which only 5.4% is reported in financial statements (undisclosed value is 17.54 times larger), with Energy holding 73.4% of IAMV and the top five firms 84.5%. The policy agenda is to close the disclosure gap, broaden the base of intangible-asset creation beyond Energy and a small group of dominant firms, and embed intangible assets at the center of the Kingdom's Vision 2030 growth strategy.

1. Introduction

The Kingdom of Saudi Arabia has witnessed a substantial transformation towards a knowledge-based economy, marked by a notable increase in the significance of intangible assets.¹ In today's global economy, intangible assets are a fundamental driver of value creation, competitive advantage, and sustained growth for both firms and national economies. They now account for the majority of corporate market value worldwide and underpin the most dynamic sectors in trade, employment, and investment. This report provides a comprehensive examination of intangible assets in the Kingdom in 2025, addressing their strategic importance, current status, and potential to drive future economic development.

The report covers the full range of intangible assets, including intellectual property (patents, trademarks, copyrights, and industrial designs), brand value, software and data, customer relationships, organizational capital, licenses, spectrum and operating rights, and goodwill arising from mergers and acquisitions. From economic, industrial, and employment perspectives, it sets out the role of intangible assets in powering the modern economy, supporting innovation, and sustaining long-term economic dynamism.

The report draws on data from the Saudi Exchange Main Market and the financial statements of its listed companies at the end of 2025, applying the Intangible Asset Market Value (IAMV) methodology to derive sectoral and company-level insights. It then situates these findings within the broader global landscape, namely record corporate intangible value, accelerating intangible investment, and ongoing reforms in accounting and IP governance, to inform the strategic development of intangible assets in the Kingdom. This international frame of reference allows local findings to be benchmarked against global developments and translated into actionable policy and corporate insights.

As the Kingdom advances Saudi Vision 2030, the ability to understand, value, and strategically leverage intangible assets will be central to strengthening economic competitiveness, attracting investment, and building an innovation-driven business environment. This report identifies strategic pathways, at both the corporate and public-policy levels, to unlock the latent intangible assets and support the sustainable growth and diversification of the Saudi economy.

Key Insight — The report applies the Intangible Asset Market Value (IAMV) methodology to Tadawul-listed companies at end-2025, situates the Saudi findings within the global landscape (record intangible value, accelerating intangible investment, and ongoing accounting and IP-governance reforms), and identifies strategic pathways at both the corporate and public-policy levels in alignment with Saudi Vision 2030.

2. Importance of Intangible Assets

Intangible assets are now central to how value is created, protected, and translated into sustainable economic performance. In a knowledge-based economy, they are no longer peripheral to productive activity. They constitute the assets through which firms scale, industries upgrade, and economies generate higher value added. Their importance is visible across capital markets, business investment, industrial competitiveness, and labor-market outcomes. What was once treated as residual value is now widely recognized as a primary source of growth, resilience, and competitive differentiation.

a. Economic Perspective

Contribution of Intangible Assets to GDP and Economic Growth

One of the clearest indicators of the rising economic significance of intangible assets is the changing composition of corporate value. Ocean Tomo's long-running market value study shows that intangible assets accounted for approximately 92% of the market value of S&P 500 companies by 2025, up from only 17% in 1975.² This inversion is neither confined to technology companies, nor a temporary market cycle. It reflects a structural shift in which future earnings are increasingly tied to intellectual property, software, data, brand strength, organizational capability, and other non-physical assets.

The same trend is evident globally. Brand Finance reports that the value of intangible assets owned by the world's largest companies reached USD 97.6 trillion in 2025, up 23% from 2024 and the highest level recorded since the series began in 1996.³ A joint WIPO–Brand Finance analysis further notes that global corporate intangible value has averaged roughly two-thirds of global GDP over the past decade.⁴ Therefore, Intangible value is no longer a niche feature of a small group of firms; it is a defining characteristic of the contemporary corporate economy.

The capital-formation evidence reinforces this shift. According to WIPO's World Intangible Investment Highlights 2025,⁵ intangible investment across 27 economies grew 3.7 times faster than tangible investment between 2008 and 2024, registering a compound annual growth rate of approximately 4.1% compared with 1.1% for tangible investment. Between 2020 and 2024, total investment expanded by more than 12% in real terms, driven almost entirely by a 23% rise in intangible investment, while tangible investment was essentially flat. Intangible assets are therefore not only a source of valuation premium; they are a measurable driver of investment-led growth.

The contribution of intangible assets to GDP is also rising.

WIPO reports that annual investment in intangible assets, measured as a share of GDP across its sample economies, increased from approximately 10% in 1995 to 13.6% in 2023.

2. Importance of Intangible Assets

While this contribution varies with a country's investment intensity, intangibles now exceed 16% of GDP in the most intensive economies, including Sweden (17.15%), the United States (16.81%), and France (16.41%). In economies with historically lower intangible intensity, the gap is narrowing rapidly: India, for example, recorded intangible investment exceeding 10% of GDP in 2019.⁶ Intangibles are therefore no longer marginal to national income formation; they are a structural feature of advanced economies and, increasingly, of middle-income economies.

The contribution of IP-intensive industries reinforces this picture. The USPTO reports that industries using IP intensively generated 41% of U.S. GDP in 2019, equivalent to USD 7.8 trillion (approximately SAR 29.3 trillion), and supported 63 million jobs, or 44% of total U.S. employment.⁷ In Europe, the joint EPO-EUIPO study published in January 2026 found that IPR-intensive industries generated 47.9% of EU GDP, equivalent to EUR 7.7 trillion (approximately SAR 33.8 trillion) annually.^{8,9} The relationship between intangible-asset intensity and macroeconomic output is therefore strong and well documented.

For the Kingdom, this global shift is directly relevant. GASTAT reports that the digital economy accounted for 16.0% of the Kingdom's GDP in 2024, up from 15.6% in 2023. Within that total, the core digital economy contributed 2.7% of GDP, the narrow digital economy 2.4%, and the broad digital economy 10.9%. In 2024, the ICT sector reported operating revenues of SAR 249.8 billion, operating expenditures of SAR 122.2 billion, and employee compensation of SAR 29.2 billion.¹⁰ Although digital-economy output is not identical to intangible investment, these figures indicate that a growing share of economic value in the Kingdom is being generated through software, digital services, data-intensive activities, and technology-enabled business models.

The Kingdom's R&D indicators reinforce this trend. GASTAT reports that total expenditure on research and development rose by 30.4% in 2024 to approximately SAR 29.48 billion, with the business sector accounting for 40.3% of total spending, the government sector 40.2%, and higher education 19.5%.¹¹ Because R&D is one of the most important forms of intangible capital formation, this growth indicates that intangible-asset creation is becoming more embedded in the Kingdom's growth model.

Comparison with Tangible Asset-driven Economies

The growing weight of intangible assets sharpens the distinction between economies that rely primarily on physical capital and those that increasingly derive value from knowledge, innovation, and organizational capability. In tangible-asset-driven models, growth depends heavily on investment in plant, machinery, extraction, and physical infrastructure. In intangible-intensive models, by contrast, firms can scale output and value creation through data, code, design, brands, proprietary technologies, and specialized know-how without a proportional rise in physical-capital intensity. WIPO's 2025 evidence, which shows intangibles outpacing tangibles in both growth and GDP share, indicates that the balance of investment is steadily shifting toward this second model.¹²

2. Importance of Intangible Assets

This distinction is significant for policymakers because intangible-intensive growth is more closely associated with productivity gains, higher margins, and greater scalability. It also depends more heavily on legal protection, human capital, digital infrastructure, and credible valuation and reporting systems. The enabling environment required for intangible-led growth is therefore broader and more institutional than that associated with traditional physical-capital accumulation. This conclusion is strongly supported by the observed divergence between intangible and tangible investment, by the cross-country GDP-share evidence, and by the large role of IP-intensive sectors in output and trade.

Impact on Investment and Financial Markets

Intangible assets increasingly influence investment decisions and financial markets by affecting corporate valuation, investor perception, the cost of capital, and acquisition pricing. A strong portfolio of intangible assets can lift market capitalization by signaling innovation capacity, future earnings potential, market power, and defensible competitive advantage. Patents can protect returns for a defined period; brands can support premium pricing and customer loyalty; software and data can improve scalability; and organizational capital can enhance operating efficiency. These attributes help explain why intangible-rich firms typically command larger valuation premiums in public markets and strategic transactions.

This importance is magnified by the limitations of current accounting rules. IAS 38 defines an intangible asset as an identifiable non-monetary asset without physical substance, but it does not permit recognition of internally generated goodwill and excludes many internally generated intangibles from balance-sheet recognition. As a result, a substantial share of economically significant value, including internally developed brands, data resources, customer relationships, and organizational capital, remains undisclosed in financial statements. The persistent gap between book value and market value in many firms is therefore partly attributable to the under-recognition of internally generated intangible assets.

The fact that standard-setting bodies are now revisiting this issue further underscores its importance. In April 2024, the IASB launched a comprehensive review of accounting for intangibles to assess whether IAS 38 remains fit for purpose and whether it adequately reflects current business models.¹³ In parallel, IFRS 18, issued in April 2024 and effective for annual reporting periods beginning on or after 1 January 2027, introduces new presentation and disclosure requirements that, while not directly altering intangible-recognition rules, should improve the visibility of performance drivers in intangible-rich businesses.¹⁴ Together, these developments signal that international accounting policy is beginning to respond more directly to the economic weight of intangible assets.

Key Insight — Intangible assets account for approximately 92% of the market value of S&P 500 companies by 2025 up from 17% in 1975, and global corporate intangible value reached USD 97.6 trillion in 2025, the highest level since 1996. Intangible investment grew 3.7 times faster than tangible investment between 2008 and 2024, and rose 23% in real terms during 2020–2024 while tangible investment was essentially flat. In the Kingdom, the digital economy reached 16.0% of GDP in 2024 and R&D expenditure rose 30.4% to SAR 29.48 billion, indicating that intangible-asset creation is becoming increasingly embedded in the Kingdom's growth model.

2. Importance of Intangible Assets

b. Industry Perspective

Role of Intangible Assets in Creating Competitive Advantage

At the industry level, intangible assets matter because they determine where value is captured within modern value chains. Firms that control intellectual property, proprietary technology, software, data, brands, designs, customer relationships, and organizational know-how are typically able to secure stronger margins, lower replication costs, and more durable barriers to entry than firms competing on physical scale alone. Intangible assets therefore do not merely complement industrial activity; they increasingly determine where competitive advantage is located within and across sectors.

Recent European evidence illustrates the scale of this effect. The European Union Intellectual Property Office (EUIPO) study published in January 2026 found that, during 2021–2023, IPR-intensive industries generated 47.9% of EU GDP (EUR 7.7 trillion), 30.6% of EU employment (65.5 million Europeans), and 78.3% of EU exports.¹⁵ The same study found that these sectors attracted 88.6% of all private equity and venture-capital funding raised by European start-ups over the same period. Sectors rich in intangible assets therefore contribute disproportionately not only to output, but also to trade performance and capital formation.

At the firm level, the EUIPO study reports that companies owning registered IP rights generate 41% higher turnover per employee than comparable firms without such rights, with an even stronger premium of 44% among SMEs.¹⁶ The cautious interpretation is not that IP rights alone determine success. Rather, firms able to develop, protect, and commercialize intangible assets tend to convert knowledge into commercial performance more effectively than firms that do not.

Industries Driven by Intangible Assets in the Kingdom

The same industrial logic is increasingly relevant to the Kingdom. As the Kingdom advances economic diversification under Vision 2030, sectors such as digital services, telecommunications, healthcare, life sciences, creative industries, and advanced manufacturing are becoming more dependent on software, design, proprietary systems, data governance, trusted brands, and intellectual property. These sectors rely less on physical scale and more on the quality of their knowledge assets and on the ability to commercialize them. This pattern is consistent with the Kingdom's digital-economy and R&D trends and with the broader international evidence on intangible-intensive sectors.

2. Importance of Intangible Assets

Emerging Industrial Trends Shaped by Intangible Assets

The rise of intangible assets is also reshaping industrial strategy. WIPO's 2025 analysis shows that software and data are the fastest-growing category of intangible assets, while organizational capital remains the largest, accounting for nearly one-third of total intangible investment in 2022.¹⁷ The industries best positioned for long-term growth are therefore not necessarily those with the largest physical footprint, but those that combine technology, data, organizational capability, and protected innovation in scalable commercial models.

This shift also changes the requirements of industrial policy. It increases the importance of IP protection, digital infrastructure, research capacity, talent formation, and financial and accounting systems capable of recognizing and supporting intangible-rich enterprises. For countries pursuing structural transformation, the challenge is not only to produce more, but to move into activities where intangible assets capture a larger share of value. This conclusion is grounded in the observed concentration of corporate intangible value in internet and software, semiconductors, pharmaceuticals, and design-intensive activities, as well as in cross-country evidence on investment and GDP shares.

Key Insight — Intangible assets increasingly determine where competitive advantage is located within and across sectors. IPR-intensive industries generated 47.9% of EU GDP and attracted 88.6% of all European startup PE/VC funding during 2021–2023, and companies owning registered IP rights generate 41% higher turnover per employee (44% among SMEs). The same industrial logic applies to the Kingdom's Vision 2030 diversification priorities in digital services, telecommunications, healthcare, life sciences, creative industries, and advanced manufacturing.

2. Importance of Intangible Assets

c. Employment Perspective

Employment Opportunities Created by Intangible Asset Industries

The employment significance of intangible assets is substantial. As economies shift toward knowledge-intensive production, growth increasingly occurs in sectors where value creation depends on software, data, design, scientific research, brands, and managerial capability. These sectors generate jobs that are more knowledge-intensive, more specialized, and on average better paid than jobs in sectors with lower intangible intensity.

Recent European evidence is particularly clear. The EUIPO study found that IPR-intensive industries accounted for 30.6% of all jobs in the EU during 2021–2023, representing 65.5 million people, and paid a wage premium of 40.9% over other industries.¹⁸ In the United States, the USPTO reports that IP-intensive industries supported 63 million jobs in 2019, equivalent to 44% of total employment.¹⁹ Intangible-intensive sectors are therefore not marginal contributors to labor markets; they are major employers and significant generators of higher-value work.

Demand for Skilled Labor Driven by Intellectual Property and Innovation

The rise of intangible assets also changes the composition of labor demand. Knowledge-intensive sectors require a higher concentration of scientists, engineers, developers, data specialists, designers, IP professionals, and managers capable of running complex innovation systems. They also require workers who can operate in environments where value depends on continuous learning, digital adaptation, and the protection and commercialization of knowledge assets. The growth of intangible-rich sectors therefore places increasing pressure on education, training, and talent-development systems to supply skills aligned with a knowledge-based economy.

For the Kingdom, these dynamics are already visible. GASTAT's digital-economy statistics show ICT-sector employee compensation of SAR 29.2 billion in 2024, alongside continued growth in the digital economy's contribution to GDP. The same period saw strong growth in R&D expenditure and R&D employment.²⁰ These indicators suggest that the Kingdom's labor market is being shaped not only by digital adoption but by the broader accumulation of intangible capabilities, including software development, cybersecurity, data management, analytics, organizational know-how, and innovation management.

In sum, the strategic importance of intangible assets extends well beyond accounting treatment and corporate valuation. They are increasingly the mechanism through which diversification becomes measurable, industrial competitiveness becomes scalable, and employment becomes more knowledge-intensive. For the Kingdom, strengthening the policy and market environment for intangible assets will be central to sustaining long-term growth and transformation.

Key Insight — IIPR-intensive industries are major employers and significant generators of higher-value work: they accounted for 30.6% of all EU jobs (65.5 million people) with a wage premium of 40.9% over other industries during 2021–2023, and in the United States supported 63 million jobs in 2019 (44% of total employment). In the Kingdom, ICT-sector employee compensation reached SAR 29.2 billion in 2024 alongside strong growth in R&D expenditure and employment, indicating that the Saudi labor market is being shaped by the broader accumulation of intangible capabilities.

3. Global Landscape of Intangible Assets

The global landscape of intangible assets continues to evolve. These assets are becoming more economically dominant and more visible as a subject of policy, reporting reform, industrial strategy, and international standard-setting. The contemporary intangible economy is defined by record-high corporate intangible value, the sustained expansion of intangible investment, rising policy attention to disclosure and valuation, stronger governance of digital and data-based assets, and the continued modernization of the legal frameworks through which intangible value is protected and commercialized.

a. Global Value of Intangible Assets

Recent data confirm that the global stock of intangible value continues to rise. Brand Finance reports that the value of intangible assets owned by the world's largest companies reached USD 97.6 trillion in 2025, up 23% year-on-year and the highest level recorded since the series began in 1996. The same source estimates that 83% of global intangible asset value remains undisclosed on balance sheets. A joint WIPO-Brand Finance analysis adds that corporate intangible value has averaged approximately 67% of global GDP over the past decade. These figures are significant not only because of their scale, but because they show that measured accounting value continues to understate the economic role of intangibles by a substantial margin.²¹

The distribution of this value remains uneven across markets and sectors. Brand Finance reports that the United States became the world's most intangible market in 2025, with intangible value equivalent to 78% of total market value. China, by contrast, remained among the more tangible major markets with low intangible value (31%), although its intangible share rose materially.²² These differences indicate that intangibility is not uniform across countries. It is shaped by industrial structure, market composition, disclosure practices, and the relative weight of knowledge-intensive firms.

The sectoral composition of intangible value is also evolving. Brand Finance's 2025 data show that two sectors alone account for more than one-fifth of all global corporate intangible value: Internet and Software, at USD 10.1 trillion (SAR 37.9 trillion), and Semiconductors, at USD 9.6 trillion (SAR 36 trillion). Engineering and Construction ranks third at USD 8.3 trillion (SAR 31.1 trillion), followed by Media at USD 7.2 trillion (SAR 27 trillion) and Pharma at USD 6.5 trillion (SAR 24.4 trillion). Traditionally capital-intensive sectors such as Oil and Gas, Healthcare, Telecoms, and Utilities also carry very large stocks of intangible value. Brand Finance further reports that Pharma recorded the largest sectoral decline in 2025, falling 8% to USD 6.5 trillion, illustrating that high intangible intensity can generate both strong gains and strong valuation sensitivity.²³

Key Insight — Global intangible value reached USD 97.6 trillion in 2025, up 23% year-on-year and the highest since the series began in 1996, while 83% remains undisclosed on balance sheets. Intangibility is uneven across markets: 78% of total market value in the United States vs. 31% in China, and concentrated in some sectors led by Internet and Software, Semiconductors, Engineering and Construction, Media, and Pharma.

3. Global Landscape of Intangible Assets

b. Global Investment Trends in Intangible Assets

The growth of intangible value has been accompanied by sustained expansion in intangible investment. WIPO's World Intangible Investment Highlights 2025 finds that intangible investment across 27 economies reached USD 7.6 trillion (SAR 28.5 trillion) in 2024. The report shows that intangible investment has consistently outpaced tangible investment, more than doubling in real terms since 1995 while tangible investment grew far more slowly. Intangible investment has also proven more resilient than tangible investment under macroeconomic stress: between 2020 and 2024, despite inflationary pressures, rising interest rates, and weak business confidence, intangible investment rose by 23% in real terms while tangible investment recorded negligible growth.²⁴ Firms increasingly treat investment in software, data, R&D, brands, and organizational capability as essential even during periods of uncertainty.

The composition of intangible investment is equally important. WIPO finds that software and data are the fastest-growing intangible asset category, while organizational capital is the largest, accounting for nearly one-third of total intangible investment in 2022. R&D, design, and brands also continue to record strong growth. The intangible economy is therefore broader than conventional IP categories. A substantial share consists of capabilities embedded in management systems, data architecture, digital tools, and organizational processes that enhance productivity and scalability.

At the country level, leadership in intangible investment is multidimensional, with some economies leading in absolute annual investment levels and others leading in intangible investment intensity as a share of GDP.

. WIPO reports that the United States leads in the absolute level of intangible investment, reaching USD 4.7 trillion (SAR 17.6 trillion) in 2024. France rose to more than USD 631 billion (SAR 2,366.3 billion) and overtook both Germany and Japan on that measure. Sweden remained the most intangible-intensive economy at 17.15% of GDP, while India recorded the fastest growth rate among the larger economies in the dataset, at nearly 7% per year over 2011–2022. The shift toward intangibles is therefore neither confined to one region nor restricted to a particular stage of development; it represents a broader reconfiguration of the global growth pattern.

Capital markets continue to favor intangible-intensive sectors. WIPO's Global Innovation Index 2025 tracker shows that global VC deal values rose 7.7% in 2024 to USD 384 billion (SAR 1,440 billion), even as deal counts fell 4.4% to around 43,000. The same source shows a reconcentration of venture funding into software and AI, with software accounting for half of all VC funding in 2025 and AI-related megadeals emerging as a major driver of aggregate deal value. In Europe, the EPO-EUIPO study found that IPR-intensive sectors attracted 88.6% of startup private-equity and venture-capital funding in 2021–2023. Investors continue to allocate heavily to intangible-rich sectors, but increasingly through concentrated, large-ticket rounds rather than broad-based deal expansion.²⁵

Key Insight — — Intangible investment reached USD 7.6 trillion across 27 economies in 2024 and proved more resilient than tangible investment under macroeconomic stress (+23% real growth for intangibles in 2020–2024 vs. negligible growth for tangibles). Leadership is multidimensional: the United States leads in absolute value (USD 4.7 trillion), Sweden in intangible intensity (17.15% of GDP), and India in growth rate (~7% per year over 2011–2022). Capital markets continue to favor intangible-intensive sectors, with software accounting for half of all VC funding in 2025.

3. Global Landscape of Intangible Assets

c. Challenges and Opportunities for Global Investment in Intangible Assets

Although the global intangible economy is expanding, important structural challenges constrain its full realization. Measurement is the most persistent challenge. Intangible assets do not lend themselves to standardized valuation in the way that tangible assets do, and methodological differences across firms, sectors, and jurisdictions reduce comparability. Even widely used indicators such as IAMV depend on market-based assumptions and therefore reflect short-term valuation dynamics as well as underlying asset quality.

A second challenge concerns disclosure and financial reporting. IAS 38 continues to exclude internally generated goodwill from recognition and does not permit recognition of many other internally generated intangibles. As a result, economically important assets such as internally built brands, customer relationships, datasets, and organizational capital are typically absent from balance sheets. The resulting gap between accounting statements and economic reality reduces transparency, complicates financing decisions, and makes it more difficult for investors and policymakers to assess the underlying strength of intangible-rich enterprises.

A third challenge concerns the governance of newer categories of intangible assets, particularly those linked to data and artificial intelligence. As data, algorithms, and AI systems increasingly shape enterprise value, their regulatory treatment becomes more consequential. While no settled global framework yet exists, the direction of policy is clear: digital and data-based intangibles are moving closer to the center of economic governance.

At the same time, the opportunities associated with intangible assets remain substantial. They enable scalable growth, improve productivity, support premium pricing, strengthen export competitiveness, and improve the efficiency with which firms convert knowledge into commercial returns. Evidence from WIPO, USPTO, and EUIPO consistently shows that firms and sectors with greater intangible intensity contribute disproportionately to GDP, trade, investment attraction, and employment.

Recent reporting and transactional evidence further illustrates both the promise and the complexity of the intangible economy. Microsoft's 2024 annual report shows that, in the purchase-price allocation for the Activision Blizzard acquisition, the fair value of acquired intangible assets was USD 22 billion (SAR 82.5 billion) and associated goodwill was approximately USD 51.0 billion (SAR 191.3 billion), demonstrating how much of the transaction value in a major acquisition can reside in non-physical assets and expected synergies rather than in tangible holdings.²⁶ In April 2024, the International Accounting Standards Board (IASB) launched a comprehensive review of accounting for intangibles.²⁷ IFRS 18, effective for annual reporting periods beginning on or after 1 January 2027, introduces new presentation and disclosure requirements intended to improve financial reporting.²⁸

3. Global Landscape of Intangible Assets

In the Kingdom, the Saudi Organization for Chartered and Professional Accountants (SOCPA) has adopted IFRS 18, which is effective for annual reporting periods beginning on or after 1 January 2027, with early adoption permitted.

Although IFRS 18 is not an intangible-asset recognition standard, it is relevant because clearer presentation, disaggregation, and performance disclosure can improve the visibility of intangible-rich business models.²⁹

From a policy perspective, one of the most notable global developments since the last report has been the adoption of the Riyadh Design Law Treaty on 22 November 2024. According to WIPO, the Treaty is intended to make design protection easier, faster, and more affordable by streamlining registration procedures. It reflects a continuing international effort to modernize the legal infrastructure through which intangible value is protected and commercialized. Albania became the first member state to accede to the Treaty on 13 March 2026, marking the start of the accession phase.³⁰ The Treaty is significant because design is an increasingly important commercial intangible, and procedural simplification at the international level reduces protection frictions for design-intensive firms and creators.

Overall, the global landscape of intangible assets is now defined by five interrelated features: record-high intangible value; sustained growth in intangible investment; the disproportionate economic weight of IP-intensive sectors; continuing pressure for stronger accounting and disclosure; and a broader international effort to modernize the legal and policy infrastructure that supports intangible value creation. For the Kingdom, these trends are particularly relevant because they reinforce the case for treating intangible assets not as a narrow accounting or IP topic, but as a cross-cutting domain that links innovation, industrial policy, digital transformation, human capital, and long-term competitiveness.

Key Insight — Three structural challenges constrain the full realization of the global intangible economy: measurement (no standardized valuation; even IAMV reflects short-term valuation dynamics); disclosure (IAS 38 excludes internally generated intangibles, leaving important assets off balance sheets); and governance of data and AI-based intangibles. The international response is taking shape. The IASB launched a comprehensive review of IAS 38 in April 2024, IFRS 18 takes effect in January 2027 and has already been adopted by SOCPA for the Kingdom, and the Riyadh Design Law Treaty (adopted 22 November 2024; Albania acceded 13 March 2026) reflects the modernization of legal infrastructure for intangible value.

4. Current Status of Intangible Assets in the Kingdom

a. Methodology for Measuring Intangible Assets

Intangible Asset Market Value (IAMV)

This chapter applies the Intangible Asset Market Value (IAMV) methodology used in the 2025 assessment. IAMV is a market-based proxy for total unrecognized intangible value, useful for macroeconomic, sectoral, and comparative analysis. It is not, however, a substitute for asset-level valuation. Company-level valuation, disclosure review, and sector benchmarking remain necessary to assess the nature, legal protection, commercial maturity, and financing potential of specific intangible assets.

Under this approach, intangible assets are estimated as market capitalization minus tangible assets as stated in the company's financial statements. In practical terms, IAMV captures the market premium attributable to innovation capacity, brand strength, technology, data, customer relationships, operating rights, organizational know-how, and expected future earnings that are not fully reflected on the balance sheet.

$$\text{Intangible Assets (IAMV)} = \text{Market Capitalization} - \text{Tangible Assets (book value of tangible assets)}$$

The credibility of IAMV is supported by both financial practice and academic evidence. Financially, IAMV follows a recognized market-residual logic: where market capitalization exceeds the book value of tangible assets, the difference provides a disciplined proxy for the value investors attribute to non-physical drivers such as IP, brands, data, software, customer relationships, organizational capabilities, and expected future earnings. This approach is reinforced by international accounting standards, which exclude many internally generated intangible assets from balance sheets, and by established global valuation practice, including that of WIPO, Brand Finance, and Ocean Tomo, all of which apply market-implied methods to assess the scale of corporate intangible value. Academically, the market-to-book and Tobin's q literature establishes that book value alone does not fully explain firm value and that incorporating intangible capital improves the explanatory power of market-based valuation models. IAMV should therefore be treated as a credible market-level proxy for intangible value, while remaining clearly distinct from asset-level valuation used for transactions, licensing, financing, impairment, litigation, and enforcement.

4. Current Status of Intangible Assets in the Kingdom

Disclosed and Undisclosed Intangible Assets

The 2025 assessment distinguishes between disclosed and undisclosed intangible assets. Disclosed intangible assets are those reported in financial statements, typically arising from acquisitions or from separately identifiable rights such as goodwill, brands, licenses, software, customer relationships, contracts, spectrum rights, and other IP-related assets. Undisclosed intangible assets represent the residual market value not formally recognized on the balance sheet, including internally generated brands, proprietary technology, data assets, organizational capability, and other forward-looking value drivers.

The disclosure gap is material. In 2025, only SAR 311.5 billion of the Kingdom's estimated SAR 5,775.2 billion in total intangible asset market value was formally reported in financial statements. This means that disclosed intangible assets represented only 5.4% of total intangible assets, while SAR 5,463.7 billion remained undisclosed. The undisclosed amount was therefore 17.54 times larger than the disclosed amount. Although disclosed intangible assets increased by SAR 44.8 billion, or 16.8%, compared with 2024, the 2025 improvement was mainly acquisition-related: approximately 73% of the increase originated in the banking sector.

This gap is directly relevant to policy. It creates a visibility problem for investors, lenders, policymakers, and companies themselves; it may limit firms' ability to use IP and other intangible assets as collateral or as inputs to credit assessment; and it underscores the need for stronger valuation, disclosure, commercialization, and financing practices.

Data Analyzed

The 2025 analysis covers companies listed on the Saudi Exchange Main Market and the Tadawul All Share Index (TASI). The market capitalization reference point is the Saudi Exchange annual statistical data for the end of 2025,³¹ when total market capitalization stood at SAR 8,817.60 billion, equivalent to USD 2,351.36 billion. This represented a 13.55% decline from SAR 10,200.24 billion at the end of 2024.

The financial database covers the 266 companies listed at the end of 2025.³² After excluding real estate investment trusts (REITs), whose business model and asset structure are dominated by tangible real estate assets, and applying data cleansing, the final analysis sample comprised 246 companies. The total market capitalization of the excluded REITs was SAR 14.74 billion in 2025, and the sector analysis covers 21 sectors.

Key Insight — The IAMV methodology (Market Capitalization minus tangible assets in the Book Value) is a credible market-level proxy supported by financial practice and academic evidence, but remains distinct from asset-level valuation. The 2025 disclosure gap is material: only SAR 311.5 billion of an estimated SAR 5,775.2 billion in total intangible asset market value was formally reported, with the undisclosed amount 17.54 times larger than disclosed; the 16.8% year-on-year increase in disclosed intangibles was mainly acquisition-related, with approximately 73% from the banking sector.

4. Current Status of Intangible Assets in the Kingdom

b. Panoramic View

Overview of Intangible Assets in the Kingdom

The 2025 results confirm that the Kingdom retains a large but under-disclosed intangible asset base. Tadawul-listed companies held an estimated SAR 5,775.2 billion in intangible asset market value, equivalent to 65.6% of their market capitalization. Although lower than the 71.0% share recorded in 2024, this still indicates that the majority of listed-company value derives from assets that are not primarily physical in nature.

The decline in the 2025 intangible-asset share reflected weaker market capitalization combined with a contraction in market-based valuation premiums. Total market capitalization fell by 13.6%, from SAR 10,200.24 billion in 2024 to SAR 8,817.60 billion in 2025, while book value rose by 6.3%, from SAR 3,420.23 billion to SAR 3,635.42 billion. Total intangible asset market value fell by 20.2%, from SAR 7,241.48 billion to SAR 5,775.20 billion.

Indicator	2024	2025	Change
Companies analyzed	228	246	+18
Market capitalization (SAR billion)	10,200.24	8,817.60	-13.6%
Book value (SAR billion)	3,420.23	3,635.42	+6.3%
Intangible assets / IAMV (SAR billion)	7,241.48	5,775.20	-20.2%
IAMV / market capitalization	71.0%	65.6%	-5.4 percentage points
Disclosed intangible assets (SAR billion)	266.73	311.52	+16.8%
Undisclosed intangible assets (SAR billion)	6,974.75	5,463.68	-21.7%
Undisclosed / disclosed IA ratio	26.15	17.54	Improved, but still large

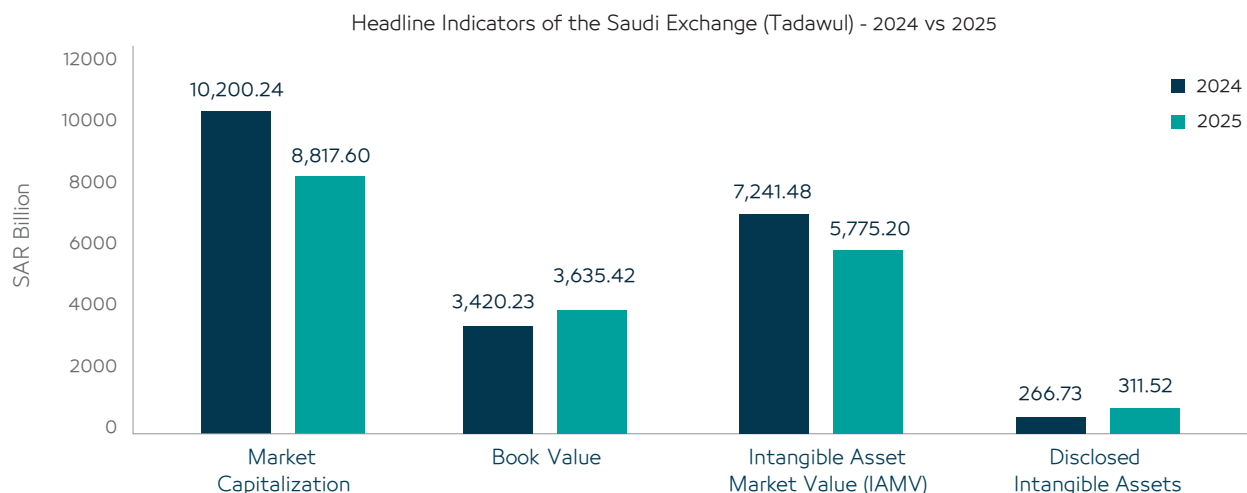


Figure 1. Headline indicators of the Saudi Exchange (Tadawul) — 2024 vs 2025. Source: Authors' computation based on Saudi Exchange Annual Statistical Report 2025.

4. Current Status of Intangible Assets in the Kingdom

Trend from 2024 to 2025

The 2025 contraction should be interpreted on two levels. First, the overall market premium attached to listed-company intangible assets declined, as shown by the 20.2% reduction in IAMV and the 5.4 percentage-point fall in the IAMV-to-market-capitalization ratio. Second, formal balance-sheet visibility improved, with disclosed intangible assets rising by 16.8%. This improvement, however, did not reflect broad-based recognition of internally generated assets; it was driven primarily by M&A accounting, particularly in the banking sector.

The resulting picture is mixed: listed companies continue to carry substantial market-based intangible value, but a large share of that value remains outside formal financial statements. This limits transparency and constrains the linkage between intangible value, financing decisions, corporate strategy, and public-policy support.

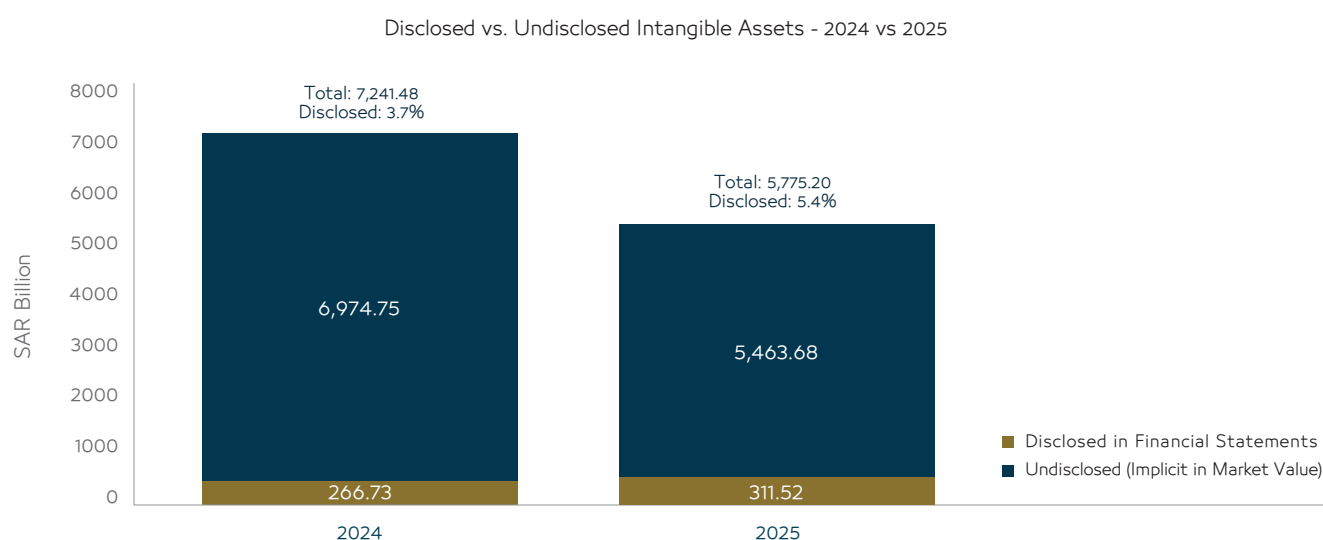


Figure 2. Disclosed vs. undisclosed intangible assets — 2024 vs 2025 (SAR Billion). Source: Authors' computation.

Kingdom's Intangible Assets Excluding Saudi Aramco

Excluding Saudi Aramco, intangible asset market value totaled SAR 1,565 billion in 2025, equal to 52% of non-Aramco market capitalization of SAR 3,033 billion. Non-Aramco IAMV fell by SAR 375 billion (19.3%) compared with 2024, while non-Aramco market capitalization fell by SAR 363 billion (10.7%). The contraction therefore extends well beyond Saudi Aramco and points to broader valuation sensitivity across the non-oil corporate base.

Year	2017	2019	2021	2023	2024	2025
Market cap (SAR billion)	1,689	1,975	2,849	3,273	3,396	3,033
IAMV / MC	44%	51%	54%	59%	57%	52%

3. Global Landscape of Intangible Assets

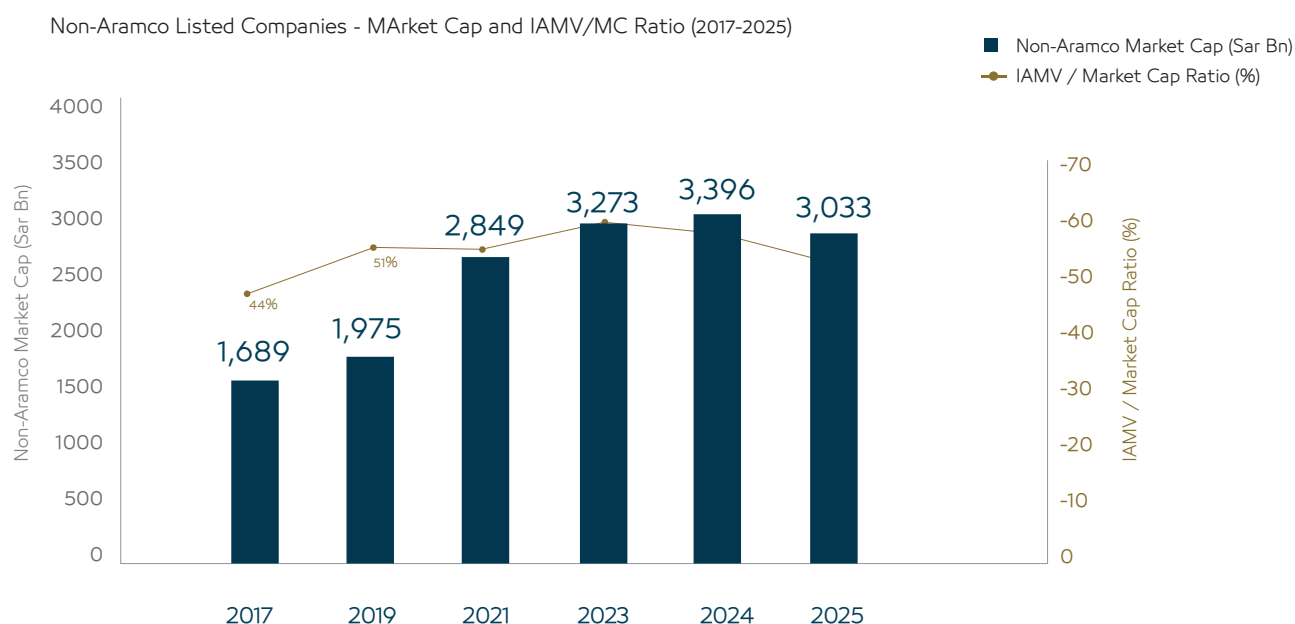


Figure 3. Non-Aramco listed companies — Market capitalization and IAMV/MC ratio (2017–2025). Source: Authors' computation.

Policy Significance of the 2025 Status

The 2025 results have four key policy implications. First, capital allocation remains significantly influenced by intangible factors such as innovation capacity, brand strength, technology, data, customer relationships, and expected future earnings. Second, undisclosed intangible assets constrain the use of IP and other intangible assets in lending, collateral, and credit assessment. Third, a large intangible-asset base requires sustained investment in R&D, IP protection, commercialization, and skilled talent. Fourth, economic diversification will require the creation of intangible value across a wider range of sectors and firms beyond Energy and a small number of dominant companies.

Key Insight — Tadawul-listed companies held an estimated SAR 5,775.2 billion in IAMV in 2025, equivalent to 65.6% of market capitalization, lower than the 71.0% of 2024 but still indicating that the majority of listed-company value derives from non-physical assets. The 2025 contraction reflects a 13.6% drop in market capitalization combined with compression of valuation premiums, rather than a structural decline. The long-term trajectory remains upward: the non-Aramco intangible-asset share rose from 44% in 2017 to 52% in 2025. The 16.8% year-on-year rise in disclosed intangibles was acquisition-related.

4. Current Status of Intangible Assets in the Kingdom

c. Sector and Company-Level Analysis

Overview of Intangible Assets Across Industrial Sectors

The 2025 sector analysis covers 21 sectors and confirms that IAMV is highly concentrated. Across the sector dataset, companies generated SAR 5,775.2 billion of IAMV on SAR 8,800.3 billion of market capitalization (excluding REITs sector). Energy remained the anchor sector, with SAR 4,237.3 billion of IAMV, 73.4% of total sector IAMV and 72.6% of Energy market capitalization. The next-largest sectors by IAMV were Banks (SAR 356.0 billion; 6.2% of total; 36.4% IAMV/MC), Materials (SAR 266.7 billion; 4.6%; 45.8%), Telecommunication Services (SAR 200.4 billion; 3.5%; 72.0%), Utilities (SAR 127.1 billion; 2.2%; 57.3%), Health Care Equipment & Services (SAR 121.1 billion; 2.1%; 76.5%), and Software & Services (SAR 88.2 billion; 1.5%; 91.5%).

The results highlight two distinct dimensions of intangible assets: absolute value and intangible intensity. Energy, Banks, Materials, and Telecommunications dominate in absolute IAMV because they are large listed sectors. By contrast, Software & Services, Household & Personal Products, Consumer Discretionary Distribution & Retail, Transportation, Media and Entertainment, Capital Goods, Health Care Equipment & Services, and Pharma, Biotech & Life Science exhibit high IAMV-to-market-capitalization ratios. These ratios signal asset-light, brand-intensive, technology-enabled, or market-premium business models even where absolute IAMV is smaller.

Comparison with physical-asset scale remains important. Banks held SAR 4,640.3 billion of total assets, compared with SAR 2,683.3 billion in Energy. Yet Banks generated SAR 979.4 billion of market capitalization and SAR 356.0 billion of IAMV, while Energy generated SAR 5,834.3 billion of market capitalization and SAR 4,237.3 billion of IAMV. Physical-asset scale alone therefore does not determine market value. The intangible premium is driven by market expectations, scarcity, brand strength, technology, licenses, customer relationships, operational capability, and expected future cash flows.

Sector	IAMV 2025 (SAR bn)	Share / ratio	Key value drivers
Energy	4,237.3	73.4% total; 72.6% IAMV/MC	Aramco; energy expectations; operating rights; resources
Banks	356.0	6.2% total; 36.4% IAMV/MC	Financial franchises; customers; goodwill and acquisition intangibles
Materials	266.7	4.6% total; 45.8% IAMV/MC	Mining; industrial know-how; resources; market cycle
Telecom Services	200.4	3.5% total; 72.0% IAMV/MC	Spectrum; licenses; networks; brands; data services
Utilities	127.1	2.2% total; 57.3% IAMV/MC	Regulated infrastructure; energy transition; projects
Health Care Equipment & Services	121.1	2.1% total; 76.5% IAMV/MC	Healthcare brands; clinical systems; patient relationships
Software & Services	88.2	1.5% total; 91.5% IAMV/MC	Platforms; proprietary code; data; algorithms; digital relationships

4. Current Status of Intangible Assets in the Kingdom

Sectoral Distribution of Intangible Asset Market Value (IAMV) - 2025

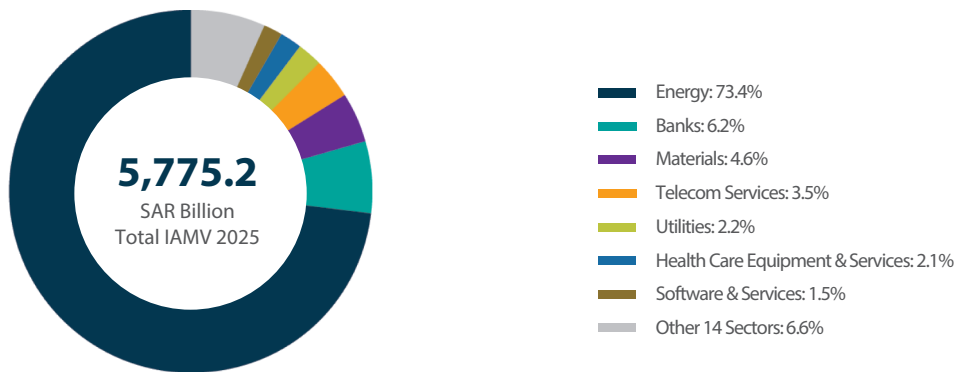


Figure 4. Sectoral distribution of Intangible Asset Market Value (IAMV) – 2025. Source: Authors' computation.

Sector Trends and Intangible-Asset Intensity

Comparison with 2024 shows that only two sectors increased IAMV in 2025. Telecommunication Services rose from SAR 164.3 billion to SAR 200.4 billion, an increase of SAR 36.1 billion or 22.0%. Consumer Discretionary Distribution & Retail rose from SAR 28.3 billion to SAR 39.0 billion, an increase of SAR 10.7 billion or 38.0%. The largest absolute contractions occurred in Energy (-SAR 1,101.7 billion, -20.6%); Utilities (-SAR 168.0 billion, -56.9%); and Food & Beverages (-SAR 34.0 billion, -44.2%).

The intensity ranking should be interpreted with care because it measures IAMV as a percentage of sector market capitalization rather than total sector size. The highest IAMV ratios in 2025 were recorded by Software & Services (91.5%), Household & Personal Products (82.4%), Consumer Discretionary Distribution & Retail (80.2%), Transportation (78.4%), Media and Entertainment (78.1%), Capital Goods (77.4%), Health Care Equipment & Services (76.5%), Pharma, Biotech & Life Science (75.8%), Consumer Staples Distribution & Retail (73.8%), Commercial & Professional Services (72.7%), Energy (72.6%), and Telecommunication Services (72.0%). Software remains the clearest example of an asset-light, intangible-intensive sector: it generated SAR 96.4 billion of market capitalization on just SAR 8.2 billion of tangible assets and SAR 88.2 billion of IAMV.

The movement in intensity from 2024 to 2025 reveals a broad compression of market premiums. Telecommunication Services was the strongest positive outlier, rising from 64.7% to 72.0%, while Materials improved modestly from 44.5% to 45.8% despite a slight decline in absolute IAMV. Most other sectors recorded lower IAMV ratios. The sharpest declines were in Real Estate Management & Development (from 44.9% to 27.3%), Utilities (74.6% to 57.3%), Food & Beverages (69.0% to 52.6%), Consumer Durables & Apparel (63.4% to 49.1%), Insurance (75.2% to 65.2%), and Commercial & Professional Services (82.6% to 72.7%).

4. Current Status of Intangible Assets in the Kingdom

For methodological consistency, Household & Personal Products is treated separately in the year-on-year comparison. The 2025 sector dataset includes this sector with SAR 2.7 billion of IAMV and an 82.4% IAMV ratio, while the 2024 sector dataset does not include a comparable row. The SAIP sector-trend slide reports an approximate SAR 3.2 billion comparator for 2024, indicating a decline of around SAR 0.5 billion (-14.4%). The year-on-year comparison above is therefore based on the 20 sectors common to both datasets, with Household & Personal Products reported separately.

Rank	Sector	2025 IAMV / market cap
1	Software & Services	91.5%
2	Household & Personal Products	82.4%
3	Consumer Discretionary Distribution & Retail	80.2%
4	Transportation	78.4%
5	Media and Entertainment	78.1%
6	Capital Goods	77.4%
7	Health Care Equipment & Services	76.5%
8	Pharma, Biotech & Life Science	75.8%
9	Consumer Staples Distribution & Retail	73.8%
10	Commercial & Professional Services	72.7%

Intangible-Asset Intensity by Sector - Top 12 Sectors (2025)

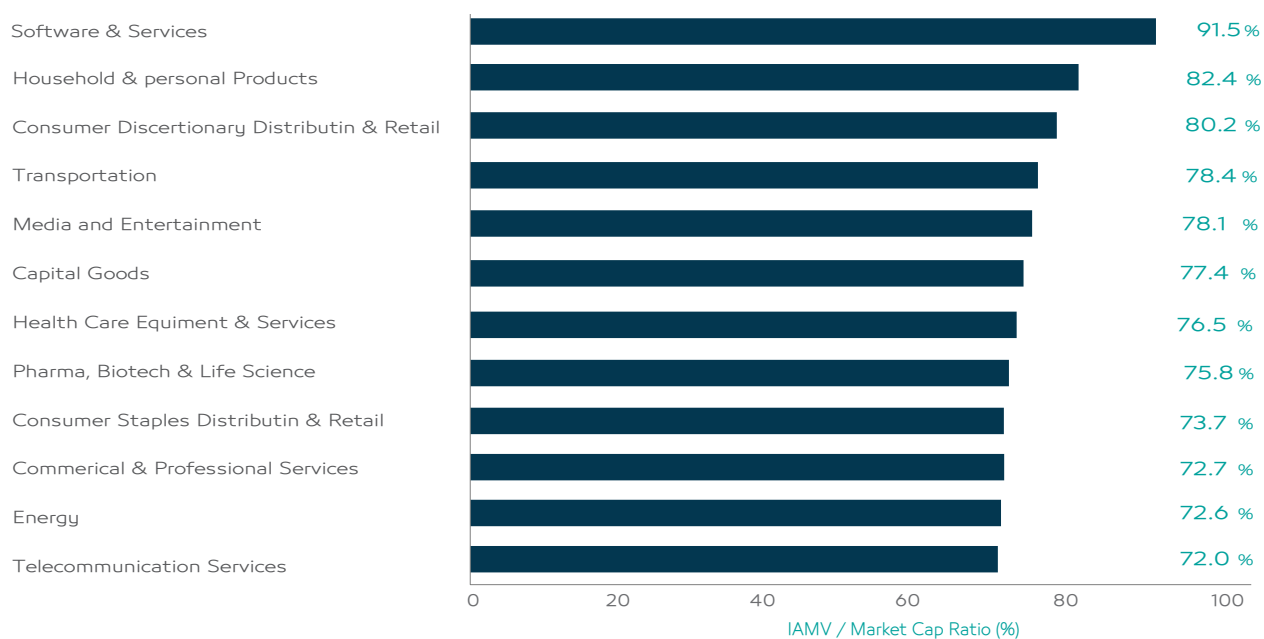


Figure 5. Intangible-asset intensity by sector – top 12 sectors (2025). Source: Authors' computation.

4. Current Status of Intangible Assets in the Kingdom

The Tale of Two Sectors: Bits vs. Bricks

The contrast between Software & Services and Real Estate illustrates how market value is increasingly decoupling from physical-asset intensity. Real Estate recorded the larger market capitalization, at SAR 132.2 billion, compared with SAR 96.4 billion for Software & Services. Yet Real Estate required SAR 109.8 billion of book value to generate that figure, whereas Software & Services generated near-comparable market value with only SAR 9.2 billion, less than one-tenth of the physical-capital base. The same divergence is visible in the intangible-asset ratio: Software & Services recorded an IAMV ratio of 0.91, compared with 0.27 for Real Estate. This "bits vs. bricks" comparison demonstrates that software, platforms, data, proprietary code, customer relationships, human capital, and scalable digital business models can generate market value with substantially lower tangible-capital requirements than asset-heavy real estate models.

Sector	Market cap (SAR bn)	Book value / physical capital (SAR bn)	IAMV ratio
Software & Services	96.4	9.2	91%
Real Estate	132.2	109.8	27%

"Bits vs. Bricks" - Software & Services vs. Real Estate Sector (2025)

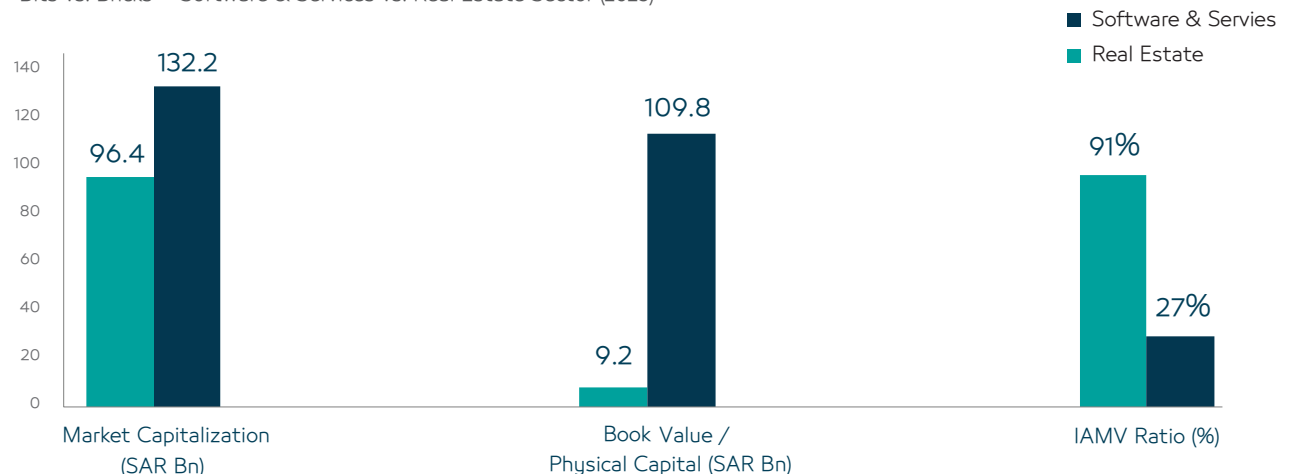


Figure 6. "Bits vs. Bricks" — Software & Services vs. Real Estate (2025). Source: Authors' computation.

Company-Level Concentration

At the company level, intangible assets remain highly concentrated. Saudi Aramco alone accounts for SAR 4,209.9 billion, equal to 72.9% of the Kingdom's total intangible assets. The top five companies (Saudi Aramco, Al Rajhi Bank, Maaden, STC, and ACWA Power) by intangible asset value collectively account for SAR 4,882.5 billion, or 84.54% of the total, and the top ten account for 89.1%. This concentration creates significant sensitivity to valuation changes in a small number of firms and underscores the importance of broadening intangible-asset creation across more sectors and companies.

4. Current Status of Intangible Assets in the Kingdom

Rank	Sector	2025 IAMV (SAR billion)	YoY change (SAR billion)
1	Saudi Aramco	4,209.9	-1,091.4
2	Al Rajhi Bank	247.1	-9.6
3	Maaden	169.4	+38.1
4	STC	145.8	+23.3
5	ACWA Power	110.2	-161.6
6	Sulaiman Al Habib	75.2	-15.3
7	SNB	62.4	+49.5
8	ELM	56.5	-27.5
9	Etihad Etisalat	38.8	+9.6
10	SABIC Agri-Nutrients	30.4	-3.0

Top 10 Tadawul Listed Companies by IAMV - 2025

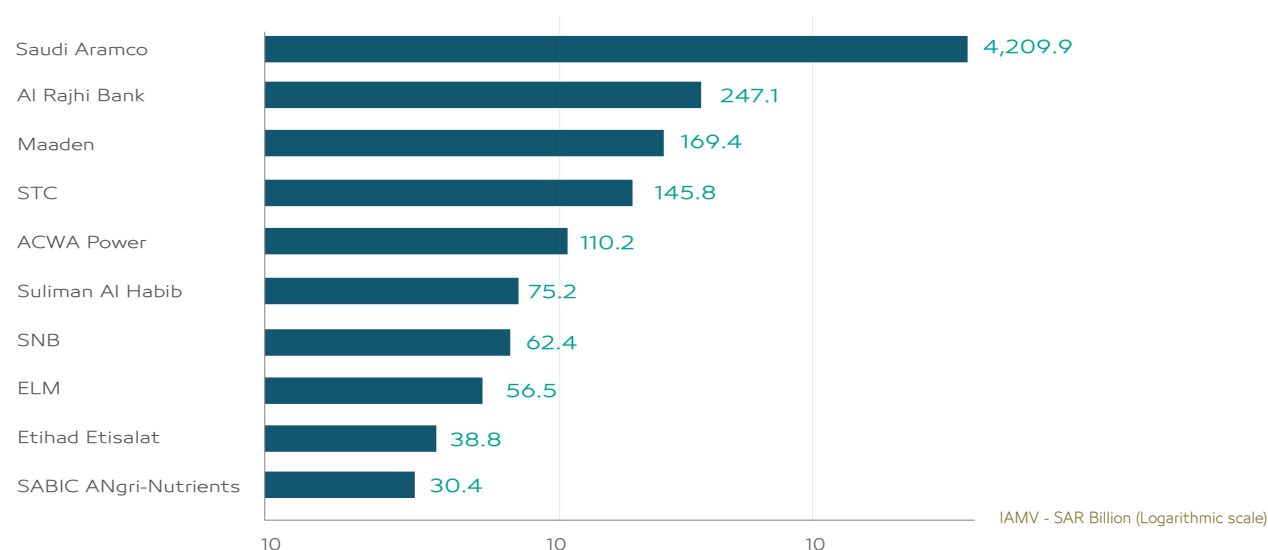


Figure 7. Top 10 Tadawul-listed companies by IAMV — 2025 (logarithmic scale). Source: Authors' computation.

Saudi Aramco remains the single most important company-level driver of the Kingdom's intangible-asset profile. Its market capitalization fell to SAR 5,766.9 billion in 2025, down by SAR 1,021.2 billion or 15% from 2024. Its intangible asset market value declined to SAR 4,209.9 billion, down by SAR 1,091.4 billion or 20.6%, and its IAMV-to-market-capitalization ratio fell from 78% in 2024 to 73% in 2025. Aramco nonetheless reported SAR 164.8 billion of disclosed intangible assets, anchored largely by goodwill and brand values associated with the 2020 SABIC acquisition, alongside customer relationships, exploration and evaluation assets, other IP, and software.

4. Current Status of Intangible Assets in the Kingdom

Disclosed intangible assets

The largest disclosed intangible assets reported in financial statements were those of Saudi Aramco (SAR 164.8 billion), SNB (SAR 38.9 billion), SABIC (SAR 18.3 billion), STC (SAR 17.3 billion), and Zain KSA (SAR 13.3 billion). The composition of these disclosed assets differs by sector. Aramco's portfolio is dominated by goodwill, brands, customer relationships, and other assets linked to the SABIC acquisition. Banks such as SNB and SAB are dominated by acquisition-related goodwill and customer or core-deposit intangibles. Telecom companies such as STC, Zain KSA, and Mobily are dominated by licenses, spectrum, and indefeasible right of use (IRU) rights, which are long-term, irrevocable contractual rights to network capacity.

Company	Disclosed IAs (SAR billion)	Main disclosed components
Saudi Aramco	164.8	Goodwill 101.2; licenses/exploration/evaluation 21.5; brands/customer/contracts 36.8; software 2.1; other IP 3.2
SNB	38.9	Goodwill 34.0; brands/customer/contracts 0.5; other IP 4.5
SABIC	18.3	Goodwill 16.5; software 0.6; licenses/operating rights 0.8; other IP 0.3
STC	17.3	Goodwill 1.1; software 5.6; licenses/operating rights 5.9; brands/customer/contracts 1.9; other IP 2.8
Zain KSA	13.3	Licenses/operating rights 13.2; goodwill and software below 0.1 each
SAB	11.2	Goodwill 8.8; other IP 2.4
Etihad Etisalat (Mobily)	8.3	Goodwill 1.5; licenses/operating rights 6.8

Strategic Takeaways from the Current Status

Three strategic takeaways emerge from the 2025 status. First, Energy provides the anchor for the Kingdom's aggregate intangible-asset value, but intangible factors account for much of the variance in valuation across the rest of the market. Second, value is structurally detaching from physical assets, particularly in software, digital services, health-care, media, logistics, advanced manufacturing, and clean technologies. Third, the IAMV ratio is a useful indicator of market expectations and future growth potential, but it should be interpreted with caution because it also reflects prevailing market conditions in addition to company-specific intangible assets.

The policy priority is therefore not simply to measure intangible assets, but to convert latent intangible value into tangible innovation, investment, financing, commercialization, and diversification outcomes. Practical measures include voluntary intangible-asset disclosure guidelines for listed companies; standardized IP valuation practices; lender awareness initiatives and guarantee mechanisms for IP-backed finance pilots; sector targeting in high-intangible-growth industries; and stronger linkages across IP registration, technology transfer, licensing, valuation, financing, and enforcement.

Key Insight — Intangible value in the Kingdom is highly concentrated by both sector and firm: Energy holds 73.4% of total IAMV, and the top five companies account for 84.5% (Saudi Aramco alone for 72.9%), creating valuation sensitivity to a small number of firms. Intensity, however, is broader-based: the highest IAMV-to-market-capitalization ratios are recorded in Software & Services (91.5%), Household & Personal Products (82.4%), Consumer Discretionary Distribution & Retail (80.2%), Transportation (78.4%), and Media & Entertainment (78.1%), signaling asset-light, brand-intensive, and technology-enabled business models. The "bits vs. bricks" contrast (Software & Services generated 91% IAMV on only SAR 9.2 billion of book value, vs. Real Estate at 27% on SAR 109.8 billion) confirms that value is structurally detaching from physical assets. The policy priority is therefore to broaden intangible-asset creation across more sectors and firms and to convert latent intangible value into innovation, investment, financing, commercialization, and diversification outcomes.

5. Strategic Development of Intangible Assets

a. For Companies

Awareness of the Strategic Value of Intangible Assets

The 2025 findings presented in Chapter 4 show that intangible assets account for 65.6% of total market capitalization on the Saudi Exchange, while only 5.4% of that value is formally disclosed in financial statements. For Saudi companies, this gap means that strategic value is being created but not consistently recognized, communicated, or financed. Closing the gap depends primarily on company-level action, specifically on how firms identify, measure, protect, manage, and commercialize their intangible assets.

Intangible assets contribute to sustained corporate growth by differentiating firms from their competitors and creating durable competitive advantages. By leveraging intellectual property, organizational knowledge, software and data, and human capital, companies can establish a distinctive market position. The empirical evidence is consistent: firms that invest more heavily in intangible assets tend to outperform their peers, reflecting a strong correlation between intangible investment and productivity.³³ This relationship is central to strategic growth planning and resource allocation. A well-designed intangible-asset strategy can therefore serve as a foundation for the company's broader business plan, setting out a clear approach to creating, protecting, and leveraging these assets in alignment with strategic objectives and long-term competitive positioning.

Intangible assets also play a critical role in raising finance, offering distinct channels for securing capital and reinforcing competitive advantage. Intellectual property can be monetized through sale or licensing, generating both immediate proceeds and recurring revenue streams. It can also serve as collateral in asset-based lending in jurisdictions such as the United States, Korea, Japan, the United Kingdom, China, and Singapore, where lenders extend credit based on the realizable value of the asset in the event of default. International policy attention to IP-backed financing continues to grow, with WIPO and national IP offices increasingly issuing practical guidance on IP valuation, due diligence, and lender awareness. The Kingdom's improved score on the Intellectual Property Index reflects steady alignment with these international practices.³⁴

Investment in intangible assets is also strongly correlated with higher market valuation. Companies that effectively harness their intangible assets can substantially outperform their peers, contributing to sustained and inclusive growth. Intellectual property and brands provide strategic advantages in the marketplace, raising perceived strength and competitive standing and, in turn, market value. A study of 90 fast-moving consumer goods (FMCG) companies worldwide, using a dynamic panel approach, found a clear positive correlation between intangible assets and market value.³⁵ Other studies³⁶ confirm a positive impact of intangible assets, including patents and R&D expenditure, on company market value.

5. Strategic Development of Intangible Assets

Best Practices for Managing Intangible Assets

The management of intangible assets is a critical element of corporate financial management and strategic planning. By applying proven methodologies and frameworks, organizations can leverage their intangible assets more effectively and unlock their full value.

Valuing intangible assets is a multifaceted process that requires a comprehensive and systematic approach. The Employment of Multiple Methods (EMM) combines valuation approaches, typically the market, income, and cost methods, to provide a thorough assessment of an intangible asset's value. The Relief from Royalty Method (RRM) estimates value on the basis of the hypothetical royalty payments that ownership of the asset allows the firm to avoid. The With and Without Method (WWM) measures value by comparing discounted cash flow models that include and exclude the asset. Periodic review and updating of valuations is also essential to ensure relevance and accuracy in a dynamic business environment.³⁷ Beyond valuation, effective management of intangible assets requires structured strategic planning and transparent communication. Intangible assets should be systematically identified and categorized according to their contribution and value to the business. Their performance and market value should then be monitored on a regular basis, with results reported transparently to stakeholders. Effective management of intangible assets is therefore essential to informed decision-making, the optimal use of resources, and stronger market positioning.

Strategies for Maximizing the Value of Intangible Assets

Maximizing the value of intangible assets is essential for companies seeking to remain competitive, innovative, and resilient. A coherent intangible-asset strategy is the principal mechanism through which firms unlock the growth potential of these assets and translate that potential into financial value.

The first step is to maintain comprehensive documentation of all intangible assets, covering their creation, acquisition, valuation, and ongoing use. Robust documentation ensures that all intangible assets are properly identified, recorded, and managed within the company's asset management system. Accurate documentation is, however, inherently challenging because of the non-physical nature and diversity of these assets. Items ranging from intellectual property to organizational culture take many forms, and companies frequently apply different criteria to the same category of asset, complicating cross-firm comparison and benchmarking in the absence of uniform standards. Investments in the creation of intangible assets should be planned and implemented strategically to ensure that they are integrated into the broader business strategy. The objective is to unlock growth through deliberate intangible-asset development. The corresponding strategy should articulate clear objectives, identify priority areas for investment, and define measurable metrics to track the impact of intangible assets on company performance. Once created, intangible assets should be assessed for legal protection. Securing patents, trademarks, and copyrights where applicable is essential to safeguard the firm's distinctive intangible value.

5. Strategic Development of Intangible Assets

The strategy should also address the utilization of intangible assets, including monetization through licensing of intellectual property, the use of brand value in endorsements, and the formation of strategic partnerships. A company with a portfolio of patents covering, for example, innovative algorithms, can license its IP to other firms in response to identified market demand, generating revenue through licensing fees and royalties.

Across these efforts, maximizing the value of intangible assets depends critically on territorial coverage: the protection and recognition of these assets across multiple jurisdictions directly supports their value growth. Legal frameworks, particularly intellectual property laws and international agreements, are essential enablers, providing a robust foundation for protecting intangible assets within and across jurisdictions. The notion of territorial coverage now also extends into the digital and metaverse environments, underscoring the need for protective measures that operate beyond traditional national boundaries.

Intangible Asset Policy

In the knowledge economy, intangible assets are central to corporate competitive advantage and market valuation. Their growing prevalence represents a fundamental shift in corporate value creation and requires deliberate strategic oversight, supported by innovative monetization approaches, to fuel sustainable growth and resilience.

Realizing the full potential of intangible assets requires an integrated policy approach spanning legal, technological, and organizational dimensions. Regular audits and assessments help ensure that intangible-asset investment remains aligned with business objectives and that adjacent risks, including cybersecurity and data governance, are properly managed. As firms navigate the complexity of the modern economy, the stewardship of intangible assets, supported by coherent policy, rigorous valuation, and proactive monetization, is becoming a cornerstone of enduring corporate success. Boards and management teams are encouraged to adopt an intangibles-led growth model and embed it within strategic decision-making and operational practice to fully realize the impact of these assets.

Key Insight — At the company level, closing the 5.4% disclosure gap depends on how firms identify, measure, protect, manage, and commercialize their intangible assets. The strategic agenda includes: comprehensive documentation of all intangibles; rigorous valuation using established methodologies (EMM, RRM, WWM) with periodic review; legal protection (patents, trademarks, copyrights) and active monetization through sale, licensing, brand value, and strategic partnerships; territorial coverage across jurisdictions and into digital and metaverse environments; and adoption of an intangibles-led growth model embedded in strategic decision-making and operational practice.

5. Strategic Development of Intangible Assets

b. For Public Policy

In a knowledge-based economy, the importance of intangible assets in shaping economic value cannot be overstated. The institutional environment for intangible assets nonetheless lags well behind that available for tangible assets. Financial reporting systems struggle to reflect the true value of intangibles given measurement difficulties and the absence of standardized valuation methods. The broader environment for creating, using, and protecting intangible assets requires deliberate strengthening. Public policy plays a decisive role in this process: it shapes accounting standards, IP protection, valuation infrastructure, access to financing, and institutional capacity, and it determines whether intangible value can be measured, financed, and translated into productivity gains across the economy.

Intangible Asset Accounting

Current trends in accounting for intangible assets reflect their growing importance in a changing economic, industrial, and societal landscape. Traditional accounting practices centered on tangible assets and largely overlooked the rising significance of intangibles. With the emergence of the knowledge-based, technology-driven economy, however, there has been a fundamental shift toward recognizing and measuring intangible value. This shift has, in turn, raised significant challenges around the valuation and recognition of these assets in financial statements.

The International Accounting Standards Committee (IASC) originally issued IAS 38 Intangible Assets in September 1998, marking a significant step forward in the accounting treatment of intangible assets. The standard replaced the earlier IAS 9 on Research and Development Costs, reflecting growing recognition of the importance of intangibles in financial reporting. IAS 38 has since undergone substantial development to refine the recognition, measurement, and disclosure of intangible assets, with amendments in March 2004 and January 2008 as part of the Business Combinations project, and updates in May 2014 clarifying the use of revenue-based amortization methods.³⁸ The most recent initiative is a comprehensive review of IAS 38 launched by the International Accounting Standards Board (IASB) in April 2024, which aims to address stakeholder concerns regarding the scope, recognition, measurement, and disclosure of intangible assets. Under the current standard, internally generated intangibles are not recognized as assets, contributing to persistent gaps between market and book values, particularly around acquisitions. Improved methods of accounting for and valuing intangibles are therefore being sought to provide a more accurate representation of their economic value in financial statements. In parallel, IFRS 18 Presentation and Disclosure in Financial Statements, issued in April 2024 and effective for annual reporting periods beginning on or after 1 January 2027, is expected to improve the visibility of performance drivers in intangible-rich businesses.

The Saudi Organization for Chartered and Professional Accountants (SOCPA) has adopted IFRS 18, which is effective for annual reporting periods beginning on or after 1 January 2027, with early adoption permitted,

signaling that the Kingdom is keeping pace with the global direction of accounting reform.

The growing importance of intangible assets has triggered a collective effort to establish comprehensive and standardized frameworks for evaluating and reporting their value. These efforts highlight the need to move toward transparent and accurate representation of intangible-asset value in financial reporting, in line with the evolving demands of a knowledge-based economy

5. Strategic Development of Intangible Assets

Fostering the Environment for Intangible Assets

Awareness is the foundation for nurturing a strong environment for intangible assets. By prioritizing these assets in business strategy, organizations can manage, protect, and leverage them more effectively for sustainable growth and competitiveness. At the same time, standardized methods for valuing and reporting intangible assets in financial markets and corporate disclosures should be actively encouraged. These methods enhance the visibility and recognition of intangible assets, support better risk management, attract investment, and facilitate more informed decision-making for intangible-rich companies.

Supporting companies, especially SMEs, in implementing intangible-asset strategies requires a coherent enabling ecosystem. A stronger ecosystem provides firms with greater visibility, improved transparency, and clearer guidance in managing their intangible assets. A central building block is an online intangible-assets hub that serves as a repository of resources, tools, and materials to help firms navigate the complexity of these assets and manage them in a structured manner. Such a hub can offer standardized tools and methodologies for the identification, valuation, management, and protection of intangible assets, ensuring that organizations have access to reliable frameworks adapted to their specific needs. It can also provide regular updates on the legal and regulatory frameworks affecting intangible assets, helping organizations stay informed and aligned with evolving standards and requirements.

The Kingdom has continued to strengthen this ecosystem through a series of converging initiatives. The Saudi Authority for Intellectual Property (SAIP) advanced the National Intellectual Property Strategy in alignment with Saudi Vision 2030 and announced the granting of its 20,000th patent on 2 July 2025, a notable milestone in the Kingdom's patent infrastructure.³⁹ The Kingdom hosted and lent its name to the Riyadh Design Law Treaty, adopted on 22 November 2024 to streamline international design-protection procedures, and welcomed the Treaty's first member-state (Albania) accession in March 2026. The Kingdom became the first IP office in the Middle East to join WIPO's Digital Access Service on 18 November 2025,⁴⁰ and the Ministry of Justice signed a memorandum of understanding with WIPO in the same month to publish judicial rulings related to intellectual property, strengthening transparency and predictability for IP-rich businesses.⁴¹ In parallel, the Kingdom rose to 46th place in the 2025 Global Innovation Index and recorded one of the largest score improvements globally in the 2025 Global Intellectual Property Index. Together with sector-specific initiatives such as the joint SAIP–Fashion Commission Intellectual Property and Designers' Rights Protection Guide issued in 2025,⁴² these developments point to a maturing institutional environment that is increasingly equipped to support the creation, protection, financing, and commercialization of intangible assets across the economy.

Key Insight — Public policy shapes accounting standards, IP protection, valuation infrastructure, access to financing, and institutional capacity. The Kingdom's converging initiatives, including SAIP's 20,000th patent (2 July 2025), the Riyadh Design Law Treaty (adopted 22 November 2024; first accession by Albania, March 2026), becoming the first Middle Eastern IP office to join WIPO's Digital Access Service (18 November 2025), the Ministry of Justice–WIPO MoU on publishing IP judicial rulings, the rise to 46th place in the 2025 Global Innovation Index, and SOCPA's adoption of IFRS 18 for the Kingdom (January 2025), collectively point to a maturing institutional environment for the creation, protection, financing, and commercialization of intangible assets.

6. Conclusion

Intangible assets play a pivotal role both in fostering economic growth and in reducing the Kingdom's dependence on oil. The 2025 assessment confirms that intangible assets account for SAR 5,775.20 billion, or 65.6% of the total market capitalization of Tadawul-listed companies. Although total intangible asset market value contracted in 2025 in line with the broader market correction, the structural significance of intangible value remains intact. Sectors beyond Energy, including Telecommunication Services, Software & Services, Health Care Equipment & Services, Consumer Discretionary Distribution & Retail, and Banks, have continued to expand the range and value of their intangible assets and to embed them in their business strategies. The growing recognition and strategic use of intangible assets underline their substantial contribution to the Kingdom's economic progress and competitiveness.

The disclosure gap nonetheless remains a defining feature of the current status: only 5.4% of total intangible asset market value is recognized in financial statements, and undisclosed intangible assets are 17.54 times larger than disclosed ones. The development of standardized methods for valuing and reporting intangible assets, supported by international developments such as the IASB's comprehensive review of IAS 38 and the Saudi adoption of IFRS 18, is therefore essential to create a robust and supportive ecosystem for these assets. Stronger valuation, disclosure, and commercialization practices will enhance their visibility, attract investment, and support more informed decision-making for intangible-rich companies.

The Kingdom's commitment to building an intellectual-property culture and to reinforcing the environment for intangible assets is reflected in the work of the Saudi Authority for Intellectual Property (SAIP), the National Intellectual Property Strategy, the Riyadh Design Law Treaty adopted in 2024, the Kingdom's improving standing in global IP and innovation indices, and continued cooperation with WIPO, all aligned with Saudi Vision 2030. The role of intangible assets in driving innovation, supporting economic growth, and strengthening national competitiveness is central to the Kingdom's strategic development and long-term economic sustainability. Looking ahead, continued progress will depend on broadening the base of intangible-asset creation beyond a small number of dominant firms, deepening IP-backed financing and commercialization channels, and embedding intangible-asset stewardship within both corporate strategy and public policy. The strategic importance of intangible assets ultimately underscores their central role in shaping the future of the Saudi economy and in fostering an ecosystem conducive to their continued development.

Appendices

a. Glossary

EPO (the European Patent Office)

EUIPO (the European Union Intellectual Property Office)

FMCG (Fast-Moving Consumer Goods)

GASTAT (the General Authority for Statistics of Saudi Arabia)

GDP (Gross Domestic Product)

IAs (Intangible Assets)

IAMV (Intangible Asset Market Value)

IASB (the International Accounting Standards Board)

ICT (Information and Communications Technology)

IAS (International Accounting Standards)

IFRS (International Financial Reporting Standards)

IP (Intellectual Property)

IT (Information Technology)

IRU (Indefeasible Right of Use)

M&A (Mergers and Acquisitions)

MC (Market Capitalization)

OECD (the Organisation for Economic Co-operation and Development)

PIF (Public Investment Fund)

R&D (Research and Development)

REITs (Real Estate Investment Trusts)

SAIP (the Saudi Authority for Intellectual Property)

SABIC (Saudi Basic Industries Corporation)

SAMA (the Saudi Central Bank)

SAR (Saudi Arabian Riyal)

SMEs (Small and Medium-sized Enterprises)

SNB (the Saudi National Bank)

SOCPA (the Saudi Organization for Chartered and Professional Accountants)

STC (Saudi Telecom Company)

Saudi Aramco (Saudi Arabian Oil Company)

Tadawul (the Saudi Stock Exchange)

TASI (the Tadawul All Share Index)

USD (the United States Dollar)

USPTO (the United States Patent and Trademark Office)

WIPO (the World Intellectual Property Organization)

Appendices

b. Bibliography

- Azamat et al., The impact of intangible assets on the value of FMCG companies worldwide, Available at <https://www.elsevier.es/en-revista-journal-innovation-knowledge-376-pdf-S2444569X23000264>.
- Baruch Lev, Sharpening the Intangibles Edge, Harvard Business Review, June 2004, Available at <https://hbr.org/2004/06/sharpening-the-intangibles-edge>.
- Brand Finance, Global 500 2024 – The annual report on the most valuable and strongest global brands, Available at <https://brandirectory.com/rankings/global/>.
- Brand Finance, Global Intangible Finance Tracker (GIFT) 2025, Available at <https://brandirectory.com/reports/-global-intangible-finance-tracker-gift>.
- Dancakova et al., The Impact of Intangible Assets on the Market Value of Companies: Cross-Sector Evidence, Available at <https://www.mdpi.com/2227-7390/10/20/3819>.
- Elm Company, Annual Report 2023, page 37, Available at <https://www.argaam.com/en/tadawul/tasi/elm/financial-report/2023/year/4bed2084-5a0d-4482-97b9-4231229b36c1.pdf>.
- EPO and the EUIPO, IPR-intensive industries and economic performance in the European Union, pp. 65-71, 2022.
- EPO and the EUIPO, Intellectual property rights and firm performance in the European Union (2021–2023), January 2026, Available at <https://www.euipo.europa.eu/>.
- EUIPO, IP and innovation in European sectors, 29 January 2026, Available at <https://www.euipo.europa.eu/>.
- General Authority for Statistics (GASTAT), Digital Economy Statistics 2024, 31 December 2025, Available at <https://www.stats.gov.sa/>.
- General Authority for Statistics (GASTAT), Expenditure on R&D rises by 30.4% in 2024, Available at <https://www.stats.gov.sa/en/w/news/117>.
- Hazan et al., Getting tangible about intangibles, McKinsey Global Institute, pp. 1, 2021.
- IFRS, IAS 38 Intangible Assets, Available at <https://www.ifrs.org/issued-standards/list-of-standards/ias-38-intangible-assets/>.
- IFRS, IASB launches comprehensive review of accounting for intangibles, April 2024, Available at <https://www.ifrs.org/news-and-events/news/2024/04/iasb-launches-comprehensive-review-accounting-for-intangibles/>.
- IFRS, IFRS 18 Presentation and Disclosure in Financial Statements, Available at <https://www.ifrs.org/issued-standards/list-of-standards/ifrs-18-presentation-and-disclosure-in-financial-statements/>.
- McKinsey, Over the past 25 years, the investment share of intangibles has increased by 29 percent, Available at <https://www.mckinsey.com/capabilities/growth-market-ing-and-sales/our-insights/getting-tangible-about-intangibles-the-future-of-growth-and-productivity>.
- Microsoft, Annual Report 2024, Available at <https://www.microsoft.com/investor/reports/ar24/index.html>.
- Mohammad Riaz Uddin, Mostafa Monzur Hasan, Nour Abadi, Do intangible assets provide corporate resilience? New evidence from infectious disease pandemics, Economic Modelling, Volume 110, May 2022.

Appendices

b. Bibliography

- National Center for Science and Engineering Statistics, Available at <https://nces.nsf.gov/pubs/nsf23320>.
- OECD, Investment by asset type, Available at <https://www.oecd-ilibrary.org/sites/f42002ac-en/index.html?itemId=/content/component/f42002ac-en>.
- PWC, Typical intangible assets' useful lives by major industry, Available at https://viewpoint.pwc.com/dt/us/en/pwc/accounting_guides/business_combination/business_combination__28_US/chapter_4_intangible_US/46_summary_of_intang_US.html.
- Saudi Authority for Accredited Valuers, The Future of Intangible Assets in the Kingdom of Saudi Arabia, Available at https://taqeem.gov.sa/static_files/2021/05/TheFutureOfIntangibleAssetsInSA.pdf?x20882.
- Saudi Exchange, Annual Statistical Report 2025, 25 December 2025, Available at <https://www.saudiexchange.sa/>.
- Saudi Vision 2030, National Industrial Development and Logistics Program, Available at <https://www.vision2030.gov.sa/en/vision-2030/vrp/national-industrial-development-and-logistics-program/>.
- SOCPA, SOCPA Adopts IFRS 18 for Implementation in Saudi Arabia, Available at <https://socpa.org.sa/Socpa/Media-Center/News/2025/3926.aspx?lang=en-us>.
- THALES, Software Intellectual Property: What It Is & How to Protect It, Available at <https://cpl.thales-group.com/software-monetization/protecting-software-intellectual-property>.
- U.S. Chamber of Commerce, International IP Index 2025 (13th Edition), Available at <https://www.uschamber.com/intellectual-property/international-ip-index>.
- USPTO, Intellectual property and the U.S. economy: Third edition, 2022, Available at <https://www.uspto.gov/sites/default/files/documents/uspto-ip-us-economy-third-edition.pdf>.
- WIPO, A Practical Guide for Valuing Intangible Assets in Research and Development Institutions, Available at https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.wipo.int%2Fedocs%2Fmdocs%2Fmdocs%2Fen%2Fcdip_17%2Fcdip_17_inf_2.docx.
- WIPO, Albania is First to Join WIPO's Riyadh Design Law Treaty, 13 March 2026, Available at https://www.wipo.int/pressroom/en/articles/2026/article_0004.html.
- WIPO, Global Innovation Index 2025, Available at https://www.wipo.int/global_innovation_index/en/.
- WIPO and Luiss Business School (LBS), World Intangible Investment Highlights 2025, Available at <https://www.wipo.int/web-publications/world-intangible-investment-highlights-better-data-for-better-policy/en/world-intangible-investment-highlights.html>.

Endnotes

1. Intangible assets are non-physical resources that create value and can generate future economic benefits. They include intellectual property (such as patents, trademarks, and copyrights) as well as brands, goodwill, trade secrets, customer relationships, licenses, and proprietary technology. These assets are increasingly central to assessing a company's value, competitive position, and growth potential.
2. Ocean Tomo, Intangible Asset Market Value Study, Available at <https://oceantomo.com/intangible-asset-market-value-study/>.
3. Brand Finance, Global Intangible Finance Tracker 2025, Available at <https://brandirectory.com/reports/global-intangible-finance-tracker-gift>.
4. WIPO and Brand Finance, The Value of Corporate Intangible Assets Worldwide Approaches USD 100 Trillion in 2025, Available at <https://www.wipo.int/en/web/global-innovation-index-/w/blogs/2026/the-value-of-corporate-intangible-assets-worldwide>.
5. WIPO and Luiss Business School (LBS), World Intangible Investment Highlights 2025, Available at <https://www.wipo.int/web-publications/world-intangible-investment-highlights-better-data-for-better-policy/en/world-intangible-investment-highlights.html>.
6. WIPO and Luiss Business School (LBS), *supra*.
7. USPTO, Intellectual property and the U.S. economy: Third edition, pp. 6-8, 2022.
8. EUIPO, IP and innovation in European sectors, 29 January 2026.
9. All foreign-currency figures in this report are converted to Saudi Arabian Riyals using the following rates: USD 1 = SAR 3.75, the official peg of the Saudi Riyal to the U.S. Dollar maintained by the Saudi Central Bank (SAMA); and EUR 1 ≈ SAR 4.39, derived from the prevailing EUR/USD market rate at the time of writing. SAR equivalents are presented for reference only and are rounded to the nearest applicable decimal.
10. General Authority for Statistics, Digital Economy Statistics 2024, 31 December 2025.
11. General Authority for Statistics, Expenditure on R&D rises by 30.4% in 2024, Available at <https://www.stats.gov.sa/en/w/news/117>.
12. WIPO and Luiss Business School (LBS), *supra*.
13. IFRS, IASB launches comprehensive review of accounting for intangibles, Available at <https://www.ifrs.org/news-and-events/news/2024/04/iasb-launches-comprehensive-review-accounting-for-intangibles/>.
14. IFRS, IFRS 18 Presentation and Disclosure in Financial Statements, Available at <https://www.ifrs.org/issued-standards/list-of-standards/ifrs-18-presentation-and-disclosure-in-financial-statements/>.
15. EUIPO, IP and innovation in European sectors, 29 January 2026.
16. EUIPO, *supra*.

Endnotes

17. WIPO and Luiss Business School (LBS), *supra*.
18. EUIPO, *supra*.
19. USPTO, *supra*.
20. General Authority for Statistics, Digital Economy Statistics 2024, 31 December 2025.
21. Brand Finance, *supra*.
22. Brand Finance, *supra*.
23. Brand Finance, *supra*.
24. WIPO and Luiss Business School (LBS), *supra*.
25. EUIPO, *supra*.
26. Microsoft, Annual Report 2024, Available at <https://www.microsoft.com/investor/reports/ar24/index.html>.
27. IFRS, IASB *Supra*.
28. IFRS, IFRS 18 *Supra*.
29. SOCPA, SOCPA Adopts IFRS 18 for Implementation in Saudi Arabia, Available at <https://socpa.org.sa/Socpa/Media-Center/News/2025/3926.aspx?lang=en-us>.
30. WIPO, Albania is First to Join WIPO's Riyadh Design Law Treaty, Available at https://www.wipo.int/pressroom/en/articles/2026/article_0004.html.
31. Saudi Exchange, Annual Statistical Report 2025, 25 December 2025.
32. Saudi Exchange, *supra*, Available at <https://www.saudiexchange.sa/wps/portal/saudiexchange/our-markets/main-market-watch?locale=en>.
33. McKinsey & Company, Getting tangible about intangibles: The future of growth and productivity?, Available at <https://www.mckinsey.com/capabilities/growth-market-ing-and-sales/our-insights/getting-tangible-about-intangibles-the-future-of-growth-and-productivity>.
34. According to WIPO 2025 Global Innovation Index (GII), the Kingdom demonstrated consistent improvement in its GI rankings from 2024 to 2025, with the overall rank improving from 47th to 46th in 2025; the Kingdom ranks 24th in 2026 International IP Index published by the U.S. Chamber.
35. Azamat et al., The impact of intangible assets on the value of FMCG companies worldwide, Available at <https://www.elsevier.es/en-revista-journal-innovation-knowledge-376-pdf-S2444569X23000264>.
36. Dancakova et al., The Impact of Intangible Assets on the Market Value of Companies: Cross-Sector Evidence, Available at <https://www.mdpi.com/2227-7390/10/20/3819>.

Endnotes

37. WIPO, A Practical Guide for Valuing Intangible Assets in Research and Development Institutions, Available at https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.wipo.int%2Fedocs%2Fmdocs%2Fmdocs%2Fen%2Fcdip_17%2Fcdip_17_inf_2.docx.
38. IFRS, IAS 38 Intangible Assets, Available at <https://www.ifrs.org/issued-standards/list-of-standards/ias-38-intangible-assets/>.
39. Unified National Platform (GOV.SA), Saudi Intellectual Property Hits a Milestone with 20,000th Patent Issued, Available at <https://my.gov.sa/en/news/435490>.
40. Saba IP, Saudi Arabia: A Regional First as SAIP Joins WIPO's DAS, Available at <https://www.sabaip.com/en/saudi-arabia-a-regional-first-as-saip-joins-wipos-digital-access-service-das>.
41. Saudi Press Agency, Justice Minister Meets WIPO Director General and Signs MoU to Strengthen Cooperation, Available at <https://www.spa.gov.sa/N2435553>.
42. Saudi Press Agency, Fashion Commission, SAIP Launch Intellectual Property Protection Guide, Available at <https://www.spa.gov.sa/en/N2354419>.

