

MAGNiTT | SVC

FY 2024

Saudi Arabia

Venture Capital Report

MAGNiTT Report, Sponsored by SVC

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01

Key Stakeholders Takeaways

Key Stakeholders Takeaways



Nora Alsayari

Investment Director and Head of Portfolio Management, SVC

The Saudi venture capital ecosystem reached new heights in 2024, strengthening its position as a leading hub for innovation and entrepreneurship in the MENA region. Building on the impressive achievements of past years, the Kingdom has shown remarkable resilience and adaptability during global economic shifts. Guided by Vision 2030 and the support of a dynamic private sector, Saudi Arabia has created a thriving startup environment that attracts global attention. This year, innovative entrepreneurs and groundbreaking startups have emerged, transforming industries and drawing international investors to the Kingdom. At SVC, we remain committed to driving this growth and helping shape a future where Saudi Arabia leads not only regionally but also globally in venture capital. Together with our partners, we are proud to contribute to this exciting journey.



Fares Bardeesi

General Partner, Sukna Ventures

The steady evolution of Saudi's venture capital ecosystem over the past few years demonstrates how the Kingdom is leading the transformation of MENA's investment landscape. Through ambitious government initiatives and strategic partnerships, particularly with entities like SVC, the Kingdom has established itself as a pioneering platform for both innovation and investment. The kingdom is emerging not just as fertile ground for disruptive technologies, but as the region's preferred destination for both ambitious entrepreneurs and investors. It is particularly encouraging to witness the increasing appetite among local family offices and financial institutions to invest in technology startups, particularly in deep tech sectors such as FinTech, AI/ML, and Cyber Security.



Abdullah Almunif

Partner, SEEDRA Ventures

The Saudi venture capital ecosystem is maturing rapidly, evidenced by a surge in international investments, the rise of corporate venture arms, and increased M&A activities. This maturity is further reflected in the successful IPOs of VC-backed companies, driven by Vision 2030's progressive regulatory environment. SEEDRA Ventures is proud to contribute to this growth by focusing on empowering entrepreneurs and innovative startups. The synergy between government initiatives, private investments, and entrepreneurial talent is transforming Saudi Arabia into a leading innovation hub.



Turki Aljoaib

Managing Partner, Rua Growth Fund

Hallmarks of a thriving tech ecosystem are visionary entrepreneurs building transformative startups, significant market and funding to scale, and robust capital markets. In 2024, Saudi Arabia demonstrated these qualities, with groundbreaking advances from AI leaders Lucidya, Intelmatix, alongside innovators like ZenHR harnessing generative AI - showcasing the region's vast talent and innovation potential. Venture funding remained resilient, with new entrants TPG and General Atlantic, underscoring Saudi's rising international appeal despite global headwinds. Meanwhile, IPOs from Rasan, NiceOne and Jahez listing on Tadawul's main market highlight the Kingdom's capacity for successful exits. Collectively, these achievements signal a vibrant tech ecosystem fueled by collaboration between government, private investors, and entrepreneurs - elevating the Kingdom as a regional tech powerhouse with global ambitions.

Key Stakeholders Takeaways



Walid Faza
Partner,
Novo Capital

Saudi Arabia's venture capital ecosystem is undergoing a transformative evolution, positioning the Kingdom as a beacon of innovation and growth in the MENA region. Leading the region with \$750M in funding during 2024, Saudi Arabia demonstrates resilience and strategic vision, fueled by Vision 2030 and a robust entrepreneurial culture. Novo Capital has played a vital role in this transformation, with over \$45M invested across 11 companies and unmatched contributions to bridging global expertise with local opportunities. By fostering key partnerships, supporting market entry, and driving innovation in fintech, e-commerce, and technology, Novo Capital is not only shaping the VC landscape but also empowering Saudi Arabia to emerge as a global innovation hub. This synergy between local ambition and global collaboration ensures a promising horizon for the Kingdom's startups and investors.



Dany Farha
Co-Founder & Managing Partner,
BECO Capital

Saudi Arabia is headlining a new chapter for venture in the region. Those elsewhere in the world who are now watching may only have just turned their attention here, but it is the product of years of foresight and foundation building from leadership that has brought us to this point, when it all comes together. Saudi's ambition and progress is meaningfully expanding TAM in MENA VC, with heavy investment into growing already massive industries such as real estate and construction, whilst also leveraging the fruits of the country's digitization initiatives, which began in 2016 when Vision 2030 was launched. With 97% of government services digitized and 250+ government datasets available via API, tech plays a fundamental role in this growth. Looking forward, we at BECO are excited to see the next wave of startups. The prior cohort have proven that the Kingdom has formidable founders to offer – Tabby, Salla, Jahez – and, as with all venture ecosystems, this breeds greater talent. We are witnessing this firsthand as we build our local team in Riyadh, with our Managing Partner, Yousef Hammad, based there.



Issa Aghabi
Founder & Managing Director,
Access Bridge Ventures

In 2024, Saudi Arabia's entrepreneurial ecosystem reached unprecedented levels of growth and maturity, powered by hyper-local innovation addressing real market needs and spearheaded by visionary and increasingly capable entrepreneurs. Government reforms have streamlined regulations, while the private sector's increasing involvement has driven stronger investment activity. These advancements have strengthened the ecosystem, with both investors and founders adopting more realistic expectations, a true sign of maturity. Over the past two years, Access Bridge has prioritized the GCC, with Saudi Arabia at the heart of our efforts. Our hands-on approach, strong network, and strategic partnerships have allowed us to back high-impact local ventures and facilitate the relocation of leading businesses to the Kingdom.

02

Executive Summary

Executive Summary



In 2024, Saudi Arabia maintained its position as the most funded country across MENA in Venture Capital, for the second year in a row, Saudi Startups raised \$750M in Venture Capital in 2024. Interesting to note, that there was a 34% increase in non-MEGA Deal funding YoY. The headline figure drop of 44% YoY was largely driven by a notable decline in the number and value of MEGA deals, investments greater than \$100M, which dropped by 85%.



With 178 deals, Saudi Arabia reported a record number of transactions in 2024.

Venture Capital deals in the Kingdom rose by 16% YoY, accounting for 31% of the MENA region's total deals in 2024, up from 29% in 2023. This was largely driven by an annual 57% improvement in the number of SEED deals and 30% YoY increase in Series "A" deals in 2024.



The Kingdom saw the biggest YoY increase in deal activity among MENA's top three geographies in 2024.

Saudi Arabia continued to rank second by number of deals in 2024. However, the gap between the UAE, MENA's most transacted country, and the Kingdom narrowed down from 19 deals in 2023 to 10 deals in 2024.



Driven by SallaApp's \$130M deal, E-Commerce/Retail became Saudi Arabia's top industry by funding in 2024, amassing \$247M across 17 deals. FinTech retained its position as the most transacted industry in the country in 2024, with 32 deals capturing 18% of Saudi Arabia's total deals.



Saudi Arabia continued to see strong investor participation in 2024, with 135 investors backing Saudi startups, up by 6% from 2023.

The share of international investors to total investors participating in Saudi startups rose from 20% in 2023 to 29% in 2024, emphasizing the position of the Kingdom as a driver of global investor interest into the MENA region.



M&A transactions in Saudi Arabia stood at 7 in 2024, at par with M&As recorded in 2023 and 2022.

M&A activity was concentrated in Q1 and Q4 of the year. Six out of seven transactions were local acquisitions by Saudi-based acquirers.

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Funding Evolution

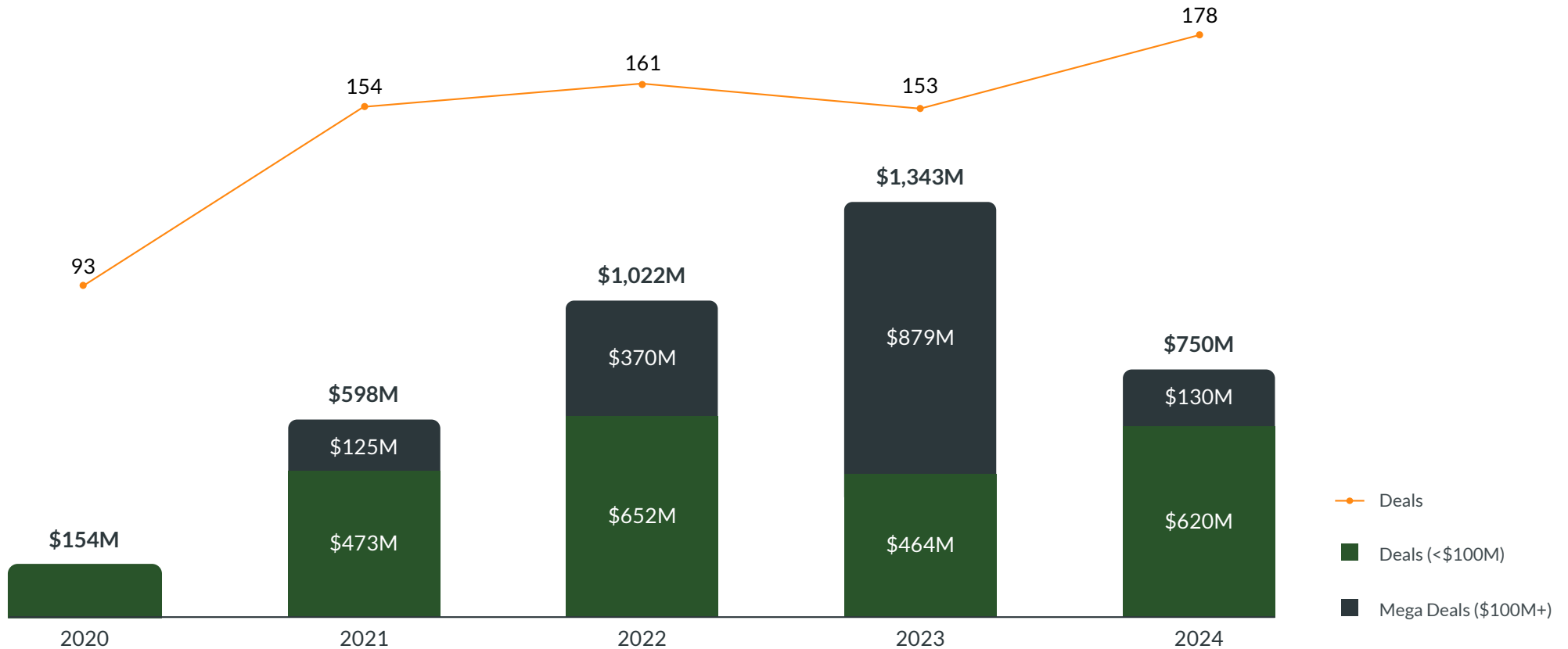
Yearly Funding Evolution | 2024 - 2020

Venture Capital funding in Saudi Arabia totalled \$750M across 178 deals in 2024, which accounted for 31% of the MENA region's total deals, up from 29% in 2023.

In line with the MENA region's Venture Capital trend, Saudi Arabia saw a decline largely driven by a decline in later stage investment activity. The capital deployed drop was 44% YoY, driven by an 85% decline in MEGA funding activity. In a positive note for the Kingdom, non-MEGA funding saw a 34% YoY increase, with deals at early stage paving the way for future deal flow.

The growth in non-MEGA Deal funding was mostly supported by growth in SEED and Series "A" funding amount which increased by 64% YoY and 30% YoY, respectively in 2024.

Saudi Arabia (KSA) Funding Evolution | 2020 - 2024



04

Country Breakdown

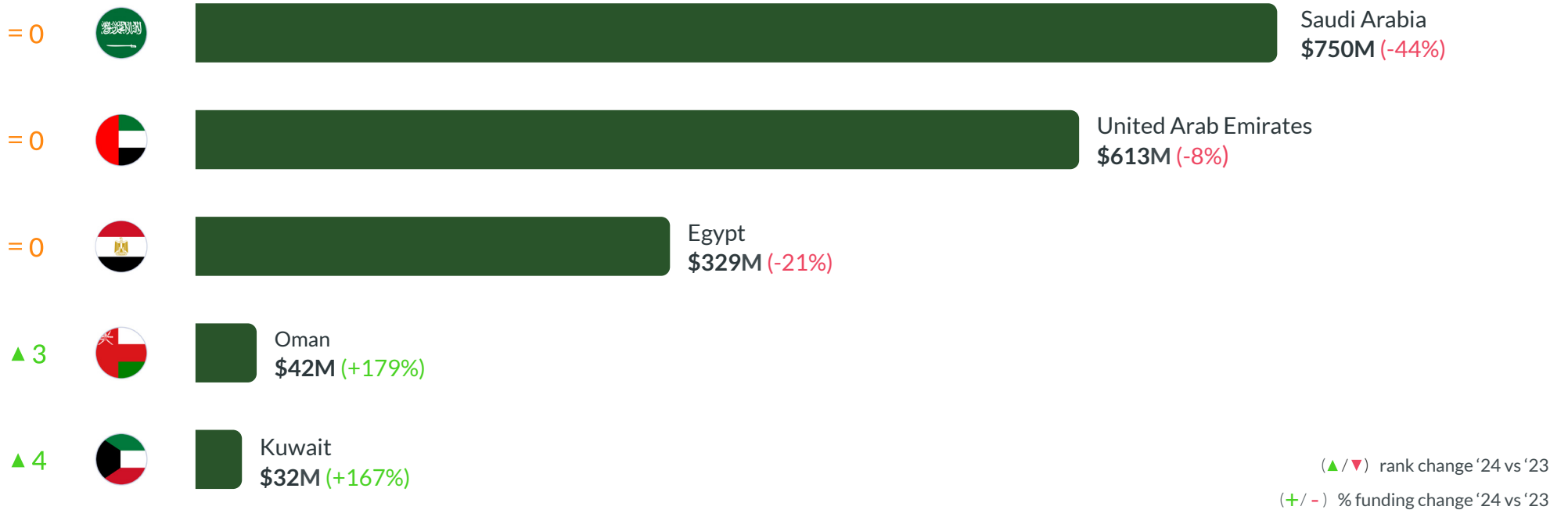
2024 MENA Country Comparison | By Funding

For the second year in a row, Saudi Arabia continued to lead MENA countries in funding, capturing 40% of the region's total capital deployed in 2024.

As the ecosystem in Saudi Arabia continued to develop, government backed programs have played an important role in supporting this growth. The different funding mechanisms from SVC and Jada as well as initiatives from MCIT and NTDP have strengthened the ecosystem infrastructure positioning startups and VC investors as key drivers of transformation.

While Saudi Arabia, the UAE and Egypt all saw a YoY decline in funding, they still captured 91% of the MENA region's total funding, compared to 92% in 2023. It is worth noting that across the top three most funded countries, Saudi Arabia saw the biggest rise in non-MEGA funding.

MENA Country Funding Comparison | 2024



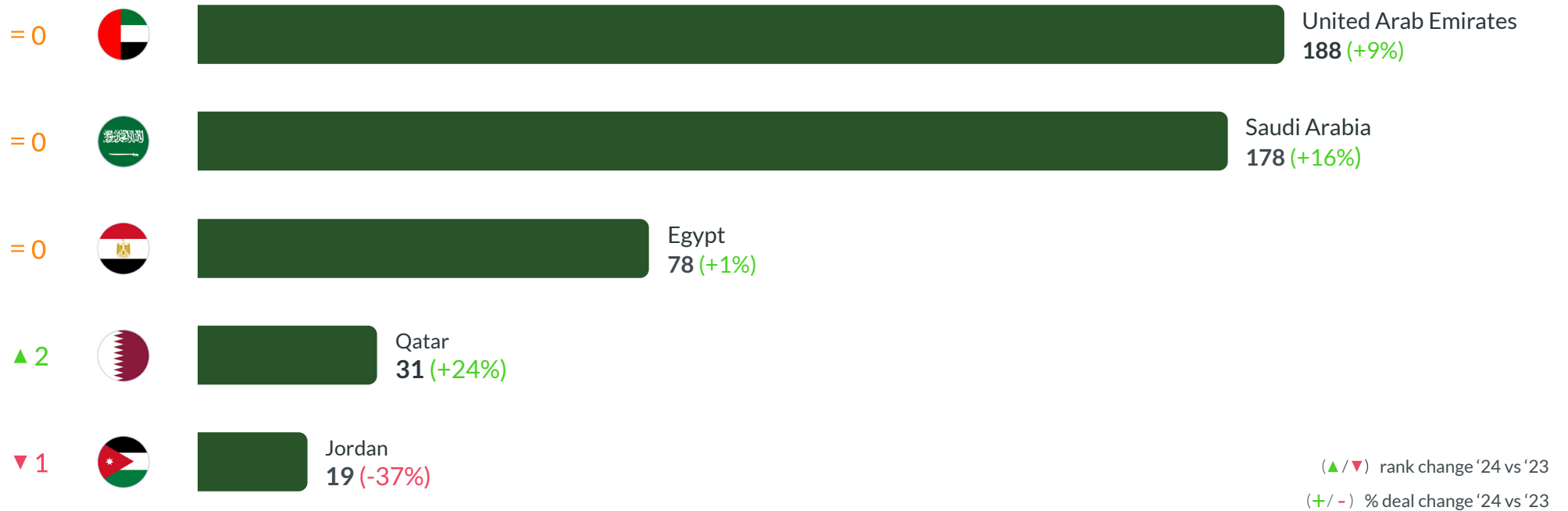
2024 MENA Country Comparison | By Deals

With an all-time high of 178 deals, Saudi Arabia continued to rank second in the MENA region by number of transactions. The Kingdom contributed to 31% of the MENA region's total deals in 2024, up from 29% in 2023.

The Kingdom saw its number of deals rise by 16% YoY in 2024, the highest across the top three geographies with UAE and Egypt seeing 9% YoY and 1% YoY, respectively. It was also ahead of the rise in the overall MENA region's deals of 7% YoY in 2024.

The gap in number of deals between the UAE and Saudi Arabia narrowed down from 19 deals in 2023 to 10 deals in 2024, while the gap between Egypt and Saudi Arabia widened as Saudi Arabia surpassed Egypt by 100 deals in 2024, up from 76 deals in 2023.

MENA Country Deal Comparison | 2024



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Industry Breakdown

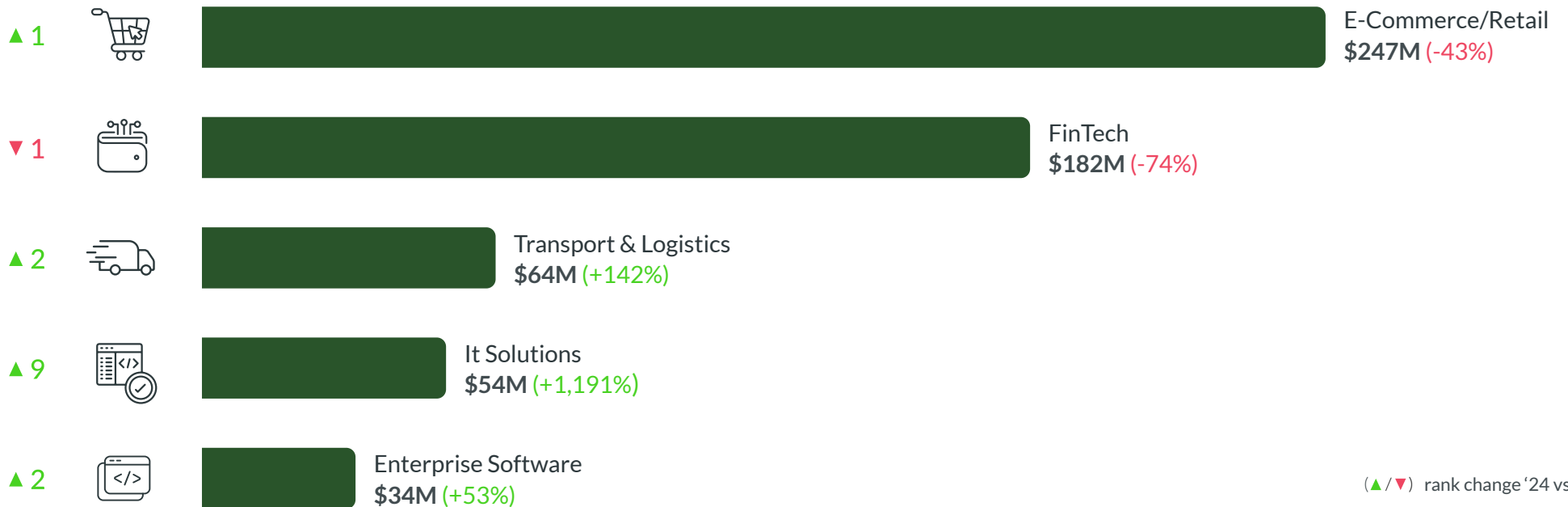
2024 Saudi Arabia Industry Comparison | By Funding

E-Commerce/Retail ranked first among industries in Saudi Arabia, accounting for 33% of the country's capital deployed in 2024, driven by SallaApp's \$130M deal.

Removing the impact of the MEGA deal, FinTech led in non-MEGA funding, accounting for the total of E-Commerce/Retail and Transport & Logistics combined.

VC funding in Saudi Arabia was mostly concentrated in the top five industries which captured 78% of the total funding in 2024. This was more pronounced than the MENA region and the UAE which saw 72% and 74% of their total funding respectively coming from the top five industries in 2024.

Saudi Arabia Industry Funding Comparison | 2024



(▲ / ▼) rank change '24 vs '23
(+ / -) % funding change '24 vs '23

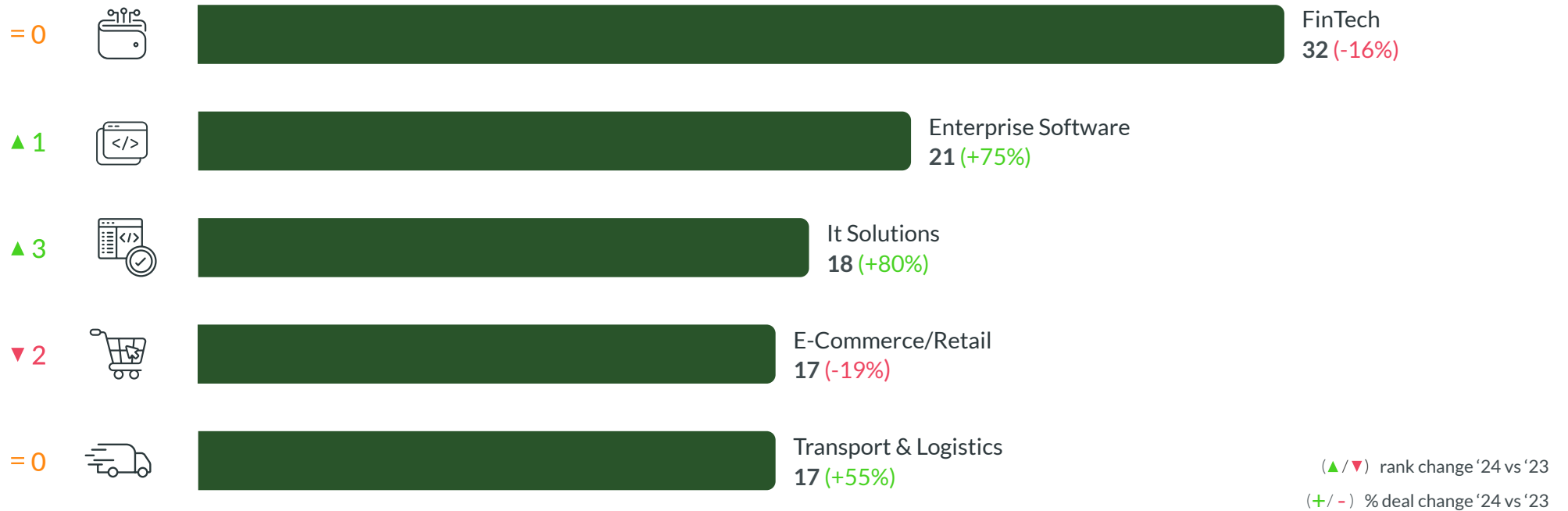
2024 Saudi Arabia Industry Comparison | By Deals

Mirroring the interest across the overall MENA region, FinTech continued to retain investor preference in Saudi Arabia in 2024. The industry captured 18% of Saudi Arabia’s deals in 2024, down from 25% in 2023. This was lower than what was seen in the MENA region (20%) and the UAE (22%).

Interestingly, Enterprise Software, IT Solutions and Transport & Logistics all saw double-digit increases in their number of deals, while reporting at least double-digit growth in funding in 2024.

The top five industries in Saudi Arabia accounted for 59% of the country’s total deals, close to its 60% share in 2023, and in line with the MENA region which saw 58% of its deals concentrated in the top five industries in 2024.

Saudi Arabia Industry Deal Comparison | 2024



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Investment Analysis

2024 Top 5 Disclosed Funding Rounds

The top five deals in Saudi Arabia represented 39% of total funding in 2024, down from 69% in 2023, against the backdrop of lower MEGA deal investment.

In MENA, the picture was similar, with 26% of total funding only coming from the top five deals in 2024, down from 43% in 2023, highlighting smaller sized deals at late stage versus years gone past.

While traditional industries like E-Commerce/Retail, FinTech, and Transport & Logistics dominated the top five list, Sports & Fitness made it to the list of top five deals with Calo's \$25M deal.

Saudi Arabia Top Five Disclosed Deals | 2024

| Startup | Industry | Month | Stage | Investor | Amount (\$) |
|---|-----------------------|-----------|-------------|---|-------------|
|  | E-Commerce/Retail | March | Undisclosed | SVC INVESTCORP سانابيل للاستثمار SANABIL INVESTMENTS STV | \$130M |
|  | FinTech | November | Series B | SVC GENERAL CATALYST BainCapital VENTURES DUQUESNE FAMILY OFFICE LLC ARBOR VENTURES | \$68M |
|  | E-Commerce/Retail | September | Series C | SVC علم impact46 ARTAL دراهم derayah التعاونية tawuniya | \$40M |
|  | Transport & Logistics | May | Series A | Undisclosed | \$27M |
|  | Sports & Fitness | December | Series B | nuwa CAPITAL زرم للاستثمار ZRM INVESTMENT STV | \$25M |

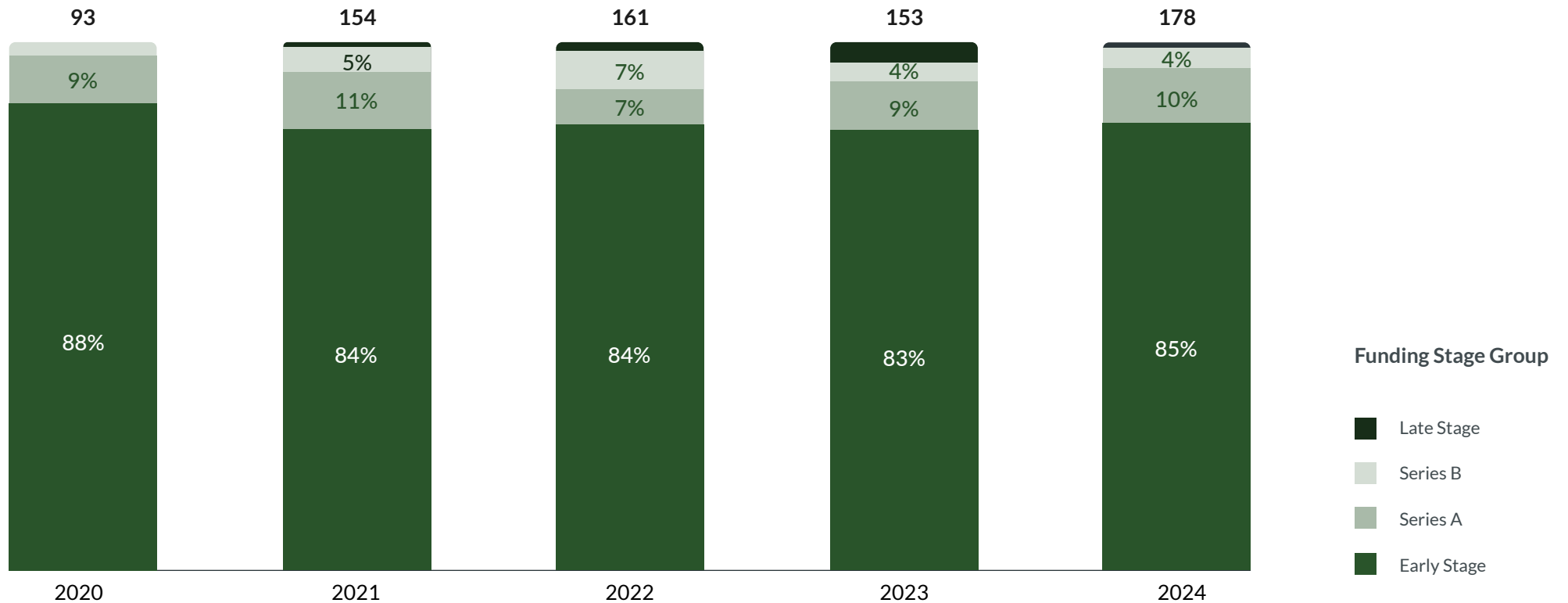
2024 Saudi Arabia VC Funding | By Stage

Investor preference in the Kingdom was towards early stage investment over later stage transactions. Early stage deals accounted for 85% of the total 178 deals in the Kingdom.

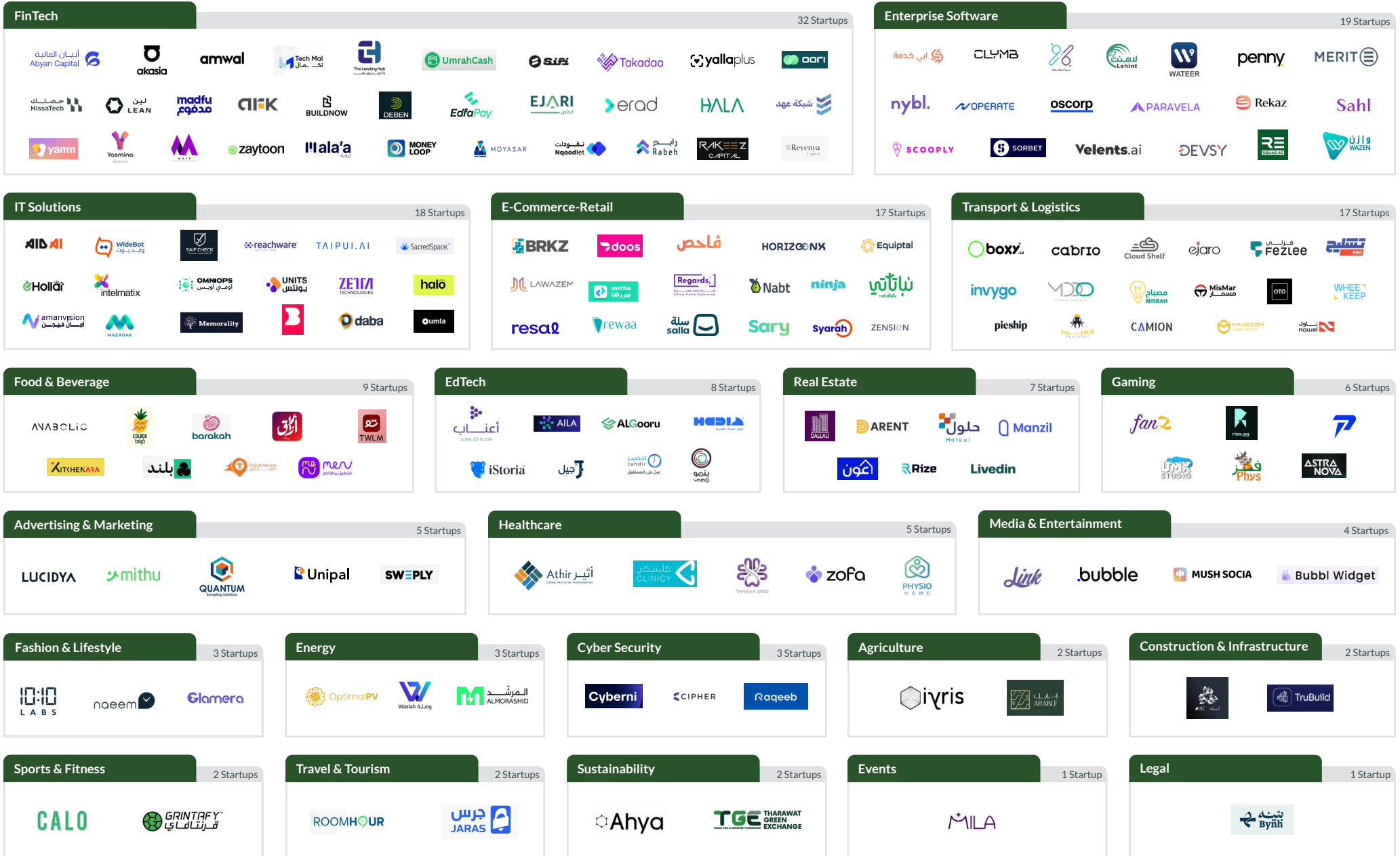
Similarly, across MENA, early stage transactions also accounted for the lion's share of 87% in 2024. This was also the case in the UAE and Egypt where early stage captured 87% and 83% of total deals respectively.

The share of late stage deals dropped by 3 Percentage Points from 4% in 2023 to 1% in 2024.

Yearly VC deals in Saudi Arabia by stage (%)



2024 Funded Startups in Saudi Arabia



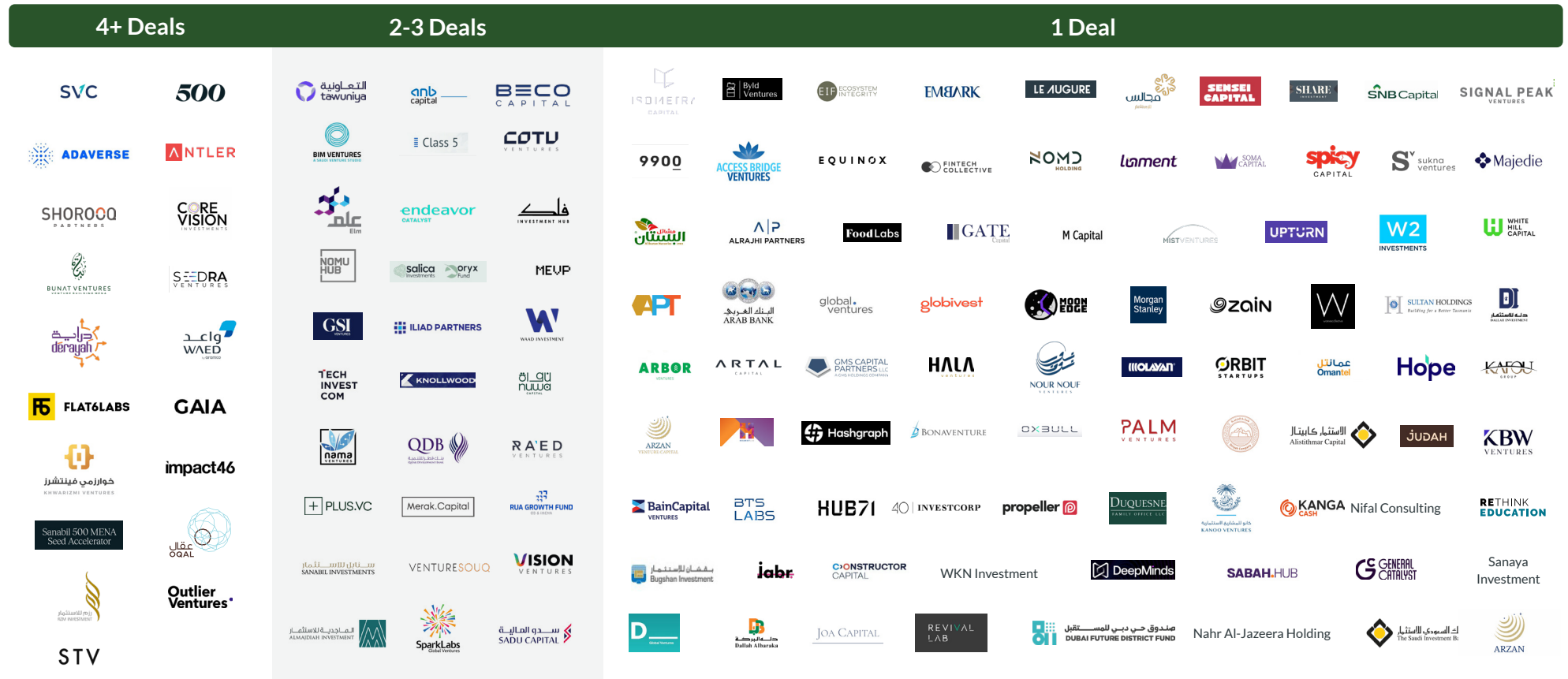
2024 Active Investors | By # of Investments

Saudi Arabia's investor landscape continued its healthy growth in 2024, with unique investors at a record high of 135, up by 6% from 128 in 2023.

Growing interest in the region was also visible across MENA which reported a 20% YoY increase in investor participation with international investors rising by 29% YoY in 2024.

Saudi-based investors continued to dominate the investor base in the Kingdom accounting for 47% of all investors. International participation grew from 20% of total investors in 2023 to 29% in 2024. US-based investors alone saw their share rise by 7% from 9% in 2023 to 16% in 2024.

Investors by number of investments in Saudi-based startups in 2024



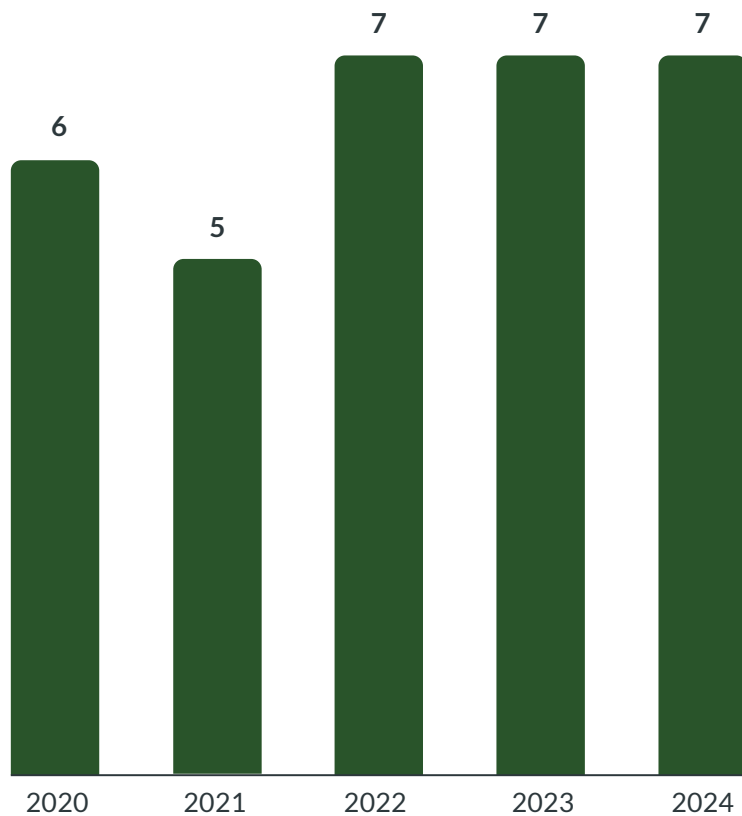
07

Exit Evolution

Saudi Arabia Exit Evolution | 2020 - 2024

Despite global and regional declines in M&A activity, Saudi Arabia reported a flat number of M&A transactions of 7 between 2022 and 2024.















Saudi Arabia Exit Evolution | 2020 - 2024



Saudi Arabia ranked second after the UAE in the MENA region in M&A activity, capturing 26% of the region's total transactions in 2024, up from a share of 18% in the previous year.

Six out of seven M&A transactions were done by local acquirers. FinTech and Enterprise Software startups were among the most acquired in 2024.

M&A Activity in Saudi Arabia in 2024

| Acquired | Date | Industry | Founding Years to Exit | Acquirer |
|--|-----------|---------------------|------------------------|---|
|  amanvision أمان فيجن | October | IT Solutions | 0 |  طوارف TAWAREF |
|  عاين AYEN | October | Real Estate | 5 |  الموقع EL-MAWWAR |
|  Expert Solutions التحلول الذكية | March | Enterprise Software | 13 |  Classera® True Joy of Smart Learning |
|  Rasseed | October | E-Commerce-Retail | 8 |  نانا NANA |
|  Taskedin | October | Enterprise Software | 2 |  EDAFA VENTURE CAPITAL |
|  tweeq | September | FinTech | 4 |  tabby |
|  VeFund | February | FinTech | 2 |  CORE VISION INVESTMENTS |

08

Key Highlights

2024 Highlights



Ministry of Communications and Information Technology (MCIT)

MCIT hosted the Multiverse Summit 2024 in Silicon Valley, under the theme “Building New AI Frontiers”. This event brought together technology and investment leaders to explore the latest developments in artificial intelligence. The summit included panel discussions with global experts to discuss the future of AI and provided a platform to showcase Saudi innovations to international investors. This event comes as part of the Kingdom’s efforts to promote digital innovation and support startups within Vision 2030.



Financial Sector Development Program, the Saudi Central Bank (SAMA), the Capital Market Authority (CMA), Fintech Saudi

The first edition of the International Conference on Fintech, “24 Fintech,” was launched in Riyadh as part of Saudi Arabia’s efforts to become a major fintech hub. The event is hosted by the Financial Sector Development Program, the Saudi Central Bank (SAMA), the Capital Market Authority (CMA), and the Insurance Authority (IA). The conference is jointly organized by “Fintech Saudi” and “Tahaluf”. The event hosted 500 investors as part of the Venturescape initiative to empower local startups in Saudi Arabia.



SVC, Jada Fund of Funds, Venture Capital & Private Equity Association

SVC, Jada Fund of Funds, and the Saudi Venture Capital & Private Equity Association launched four programs to develop the VC and PE ecosystem in Saudi Arabia. The programs targeted fund managers (GPs) and investors (LPs) and were launched in partnership with experts from Stanford Graduate School of Business, Harvard Business School, and Insead Business School. 51 GPs and 40 LPs participated in the educational programs.



The Saudi Data and Artificial Intelligence Authority (SDAIA)

The Saudi Data and Artificial Intelligence Authority (SDAIA) organized the third edition of the Global AI Summit in Riyadh. Aligned with Vision 2030, the summit aims to establish the Kingdom as a global leader in AI innovation. The event brought together influential figures from across the globe, such as government officials, AI researchers, technology executives, investors and entrepreneurs.



Monsha'a

Monsha'at organized the “Biban 24” forum, which attracted more than 182,000 visitors. “Biban 24” brought together various enabling and supporting entities worldwide, motivating them to provide their specialized services in promoting the growth of SMEs and startups. It also brought together investors and financing institutions under one roof to facilitate access to appropriate funding for SMEs and startups.



Research Development and Innovation Authority, National Technology Development Program

RDIA launched the Saudi Innovation Grant Program (SIGP) in partnership with NTDP. The program aims to support Startups, SMEs, and entrepreneurs in transforming ideas and research into solutions that contribute to solving challenges faced by the public and private sectors. The program provides grants of up to SAR 4M to support research and development projects and transform innovative ideas into commercially viable products.



Ministry of Communications and Information Technology (MCIT), Ministry of Transport and Logistic Services, The Center of Digital Entrepreneurship “Code”

The Center of Digital Entrepreneurship “Code” of MCIT launched the LogisTech Challenge in partnership with the Ministry of Transport and Logistic Services, Transport General Authority, ∞ PL, and Logistix. The challenge aims to stimulate innovation in the logistics sector. Participants will benefit from more than 20 training programs and mentoring sessions, enabling the development of more than 25 prototypes. The challenge will support more than 250 beneficiaries.



The Ministry of Environment Water & Agriculture

The Ministry of Environment, Water and Agriculture launched the “Sahabah” program to empower entrepreneurs to establish innovative startups in the water sector. The program aims to develop innovations and entrepreneurs as well as contribute to helping startups provide sustainable solutions in the water sector based on the latest technologies.



Public Investment Fund, Future Investment Initiative

The FII Institute designated the third day of FII8 as an “INVESTMENT DAY”. It was curated exclusively for the world’s most influential VCs, institutional investors, innovative startups, accelerators, and companies seizing opportunities to disrupt traditional business models, innovate, and ultimately capitalize on the next big breakthrough.

09

About SVC

About SVC

SVC

SVC is an investment company established in 2018 and is a subsidiary of the SME Bank, part of the National Development Fund (NDF).

SVC aims to stimulate and sustain financing for startups and SMEs from pre-Seed to pre-IPO through investment in funds and direct investment in startups and SMEs. Since inception, SVC has backed 54 Private Capital Funds (Venture Capital, Private Equity, Venture Debt, Private Debt) that supported 800+ Startups and SMEs.

1. Investment in Funds

1.1 - Venture Capital Funds



Accelerator and Startup Studio Funds



1.2 - Private Equity Funds



1.3 - Venture Debt and Private Debt Funds



2. Direct Investments

Direct investment in startups and SMEs to catalyze investments for strategic or financially-driven objectives.

Learn more about SVC at svc.com.sa

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About MAGNiTT

Data means trust and trust means data.

With data on over 35,000 startups, 20,000 funding rounds, and 1,200 exits in the Middle East, Africa, and Southeast Asia, MAGNiTT is the trusted source of verified venture capital data in emerging venture markets. Our readily accessible and up-to-date data enables our clientele to make informed decisions about opportunities and risks in EVMs, giving them a competitive edge over peers.

MAGNiTT Data

32,000
Startups

13,000
Investment Firms

21,000
Funding Rounds

1,200
Exits

10,500
Founders

5,900
Investors

The Problem

Despite booming VC activity in the emerging venture markets, there is a critical missing piece: reliable, verifiable data on venture-backed startups. As a result, investors, policy-makers, consultants, and other stakeholders struggle to assess opportunities and risks in these markets. Without accurate data to inform the decision-making, we're all missing out on the next best thing.

Enter MAGNiTT: The Solution

MAGNiTT fills that venture capital data gap.

Our data and analytics platform helps our clientele – whether you are a policymaker, investor, consultant, or ecosystem stakeholder – in making these impactful decisions with verified information about 35k+ venture-backed companies in emerging venture markets. Our database has everything you need to stay ahead of the curve, all in one place, empowering you to conduct market research, due diligence, spot trends, and craft winning presentations and investment pipelines. The cherry on top is our 1-on-1 analyst hours offering live insights into policies, competition, emerging trends, and industry performance.

We are the Reference for



MAGNiTT Methodology | Equity

MAGNiTT's proprietary database and software provides access to data from multiple sources: user- submitted data verified by MAGNiTT, aggregated public information, data engineered by MAGNiTT. All non-engineered data is verified and curated with an extensive process for inclusion in its analytic reports.

Data is the foundation of thriving entrepreneurship ecosystems.

Proprietary

Startups and institutions list their proprietary information on their funding amount, stage, date, and investors directly onto the MAGNiTT platform. All funding data is validated through a rigorous process. To ensure comprehensiveness in the data, on a quarterly basis a follow-up with verified funding institutions on MAGNiTT occurs, requesting details on all their investments, including stage, amount, date, and other co-investors. This includes, and is not limited to, VCs, CVCs, angel groups, accelerators, university funds and family offices for MAGNiTT's focus geographies.

Public

We undertake a continued gathering of public announcements and press releases on the venture funding landscape across MAGNiTT's focus geographies.

Engineering Data

Where information is incomplete or undisclosed, proprietary algorithms that tap into MAGNiTT's databases are used to create estimates for undisclosed data with factors including but not limited to year of funding, location of startup, stage of investment and the company's industry.

MAGNiTT encourages you to review the methodology and definitions employed to better understand the numbers presented in this report. If you have any questions about the definitions or methodological principles used, reach out to MAGNiTT directly. Below is an outline of the approach and criteria used in MAGNiTT's research analysis:

What is included: Equity financing into private companies. Funding rounds included must be to VC-backed companies. VC-backed companies are defined as companies that have received funding at any point from: venture capital firms, corporate venture arms, accelerator programmes, or Angel investors. Where disclosed Angel investments are made at early stages these deals are included once verified.

Excludes: It excludes debt or other non-equity funding, lending capital, grants and ICOs.

Exits: M&A and IPOs are treated as exits: excluded from funding data, but included in exit data. Exit types that are excluded from this report are buyouts and secondary rounds.

Transaction date: Where provided the date of the transaction is based on the closing date of the round. Where this is unavailable, it is recorded as the announced date per public record.

Data lags: The data contained in this report comes directly from MAGNiTT, reported as of **January 3rd 2025**. Data lags are most pronounced at the earliest stages of venture activity. The data aggregated for these rounds during the latest quarter, specifically with seed funding, increases significantly after the end of that quarter.

Verified Rounds: To ensure accuracy and confidence in our data, MAGNiTT undertakes a verification process for each funding round based on the following process:

- Direct confirmation from the funding institution or investor
- Validated if there is a 3rd party source for the investment round from credible media sources or press releases.
- Various regulatory filings where applicable
- A round is not verified if it has none of the above 3rd party reference

Country HQ: In each of our venture reports, the location for which the data is analysed is based on the startup's HQ as chosen and verified by the startup and reflected on the MAGNiTT platform. When analysing a particular geography, our research does not include:

- Investments in startups from diaspora founders
- Funding for startups who have their main HQ outside of our coverage with only a subsidiary or branch in that country

Primary Industry: In each of our venture reports, the industry by which the data is analysed is based on the startup's Primary Industry (main operational focus) as chosen and verified by the startup and reflected on the MAGNiTT platform. When analysing a particular industry, our research does not include:

- Startups whose secondary focus is that industry

Historical changes: We continue to improve historical data as we further verify our data sets and expand by geography while reaching out to new funding Institutions. Continued improvements in our technology and data operations will lead to more accurate and comprehensive data sets on the platform for our research analysis.

▶ All underlying data from the report is available online via magnitt.com/startups. For more info please visit magnitt.com or contact support@magnitt.com

▶ If you feel your firm has been underrepresented, please send an email to data@magnitt.com and we can work together to ensure your firm's investment data is up-to-date

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