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Integrating FinTech into Saudi Arabia's Financial Landscape: A Study of Vision 2030 Objectives and Regulatory Developments

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ABSTRACT: This study investigates the transformative role of financial technology (FinTech) in Saudi Arabia's financial sector, emphasizing its alignment with Vision 2030 objectives. Employing a document analysis methodology, the research systematically reviews the "Annual Fintech Report 2023" alongside pertinent literature and industry publications. Findings reveal that FinTech has significantly influenced Saudi Arabia's financial landscape, with over 226 active companies by 2023, surpassing initial targets. Initiatives like the Financial Sector Development Program (FSDP) and the establishment of regulatory sandboxes have fostered innovation while ensuring compliance. Stakeholders, including regulatory bodies and financial institutions, exhibit a collaborative approach, recognizing FinTech's potential to enhance financial inclusion and economic diversification. The study recommends continued support for FinTech initiatives through adaptive regulatory frameworks, investment in digital infrastructure, and targeted education programs to cultivate local talent. Emphasizing stakeholder collaboration and aligning FinTech strategies with national objectives will be pivotal in sustaining growth and positioning Saudi Arabia as a leading FinTech hub in the region.

KEYWORDS: Financial Technology (FinTech), Economic Diversification, Financial Inclusion, Vision 2030 Integration, Digital Payment Systems, Alternative Finance.

1. INTRODUCTION

Saudi Arabia's financial landscape has undergone significant transformation due to technological advancements and economic diversification. Financial Technology (FinTech) has become a key enabler of innovation, efficiency, and sustainability within the financial sector. As Saudi Arabia aims to reduce its dependence on oil and build a more sustainable economy, FinTech's role in advancing sustainable banking practices is increasingly crucial.

The Kingdom's Vision 2030 aims to create a thriving, sustainable, and modern financial sector that supports environmental sustainability, innovation, and long-term prosperity. FinTech, through its cutting-edge solutions, is facilitating this transition by enhancing financial inclusion, providing access to green finance options, improving transparency, and enabling tracking of environmental, social, and governance criteria. The adoption of blockchain technology, artificial intelligence, and Regulatory Technology (RegTech) tools is driving the development of smart cities and digital payment systems that align with sustainability goals.

2. LITERATURE REVIEW

Financial technology (FinTech) is revolutionizing the global banking sector, enhancing efficiency, accessibility, and sustainability. In Saudi Arabia, FinTech is crucial for modernizing the sector and aligning with Vision 2030 objectives. Sustainable banking practices, integrating environmental, social, and governance principles, are gaining momentum globally. FinTech innovations like digital banking, blockchain, artificial intelligence, and green finance platforms can facilitate responsible lending, enhance transparency, and support green investments, fostering a more sustainable financial ecosystem. Through an analysis of current research on digital financial services, regulatory frameworks, and their alignment with Vision 2030, this literature review investigates how FinTech is boosting sustainable banking in Saudi Arabia. This research highlights important trends, obstacles, and opportunities in utilizing FinTech for sustainable banking practices in the Kingdom by examining academic publications, policy reports, and case studies.

In a study Salma S. and Rotana S.Alkadi explores factors influencing Saudi Arabian customers' satisfaction with fintech payment apps and their intention to continue using them. Results from 401 users showed that effort expectancy, social influence, price value, and habit positively impact performance expectancy. The IS Success Model correlated user satisfaction with system quality, service, and information, and pleasure with the apps positively impacted intention to continue.(Abed & Alkadi, 2024)

In their study Ebrahim Mohammed Al-Matari, Mahfoudh Hussein Mgammal, Nabil Ahmed Mareai Senan, Hasnah Kamardin and Talal Fawzi Alruwaili evaluates the impact of Fintech on Saudi Arabia's financial business performance, focusing on the financial services sector, including banks and insurance providers. They used data from 2014-2021 to analyze relationships between dependent and in-dependent variables. Results show that Fintech improves business performance, adding to the knowledge and related hypotheses. The findings can help researchers understand Fintech in Saudi Arabia, representing the Arab world and Gulf region.(Al-Matari et al., 2023)

In a Paper Mansour Saleh Albarrak and Sara Ali Alokley explores the FinTech ecosystem in Saudi Arabia, highlighting innovative companies like blockchain, crowdfunding, and online banking. It is being observed that Over the past five years, the ecosystem has evolved, with banks becoming more cautious and initiatives focusing on improving existing processes. The government focuses on rules and regulations, while consumers seek user-friendly, convenient products.(Albarrak & Alokley, 2021)

The study by Abdulaziz Adel Aldaarmi investigates the impact of fintech adoption and service quality on sustainable bank performance in Saudi Arabia. It found that customer satisfaction is significantly influenced by tangibles, dependability, and empathy of fintech services. Assurance and responsiveness have little effect on satisfaction. Customer happiness with fintech services strongly influences the intention to re-use services. Digital transformation and digital awareness significantly impact sustainable performance. The study highlights the importance of preserving customer satisfaction for retention.(Aldaarmi, 2024)

A research paper by Fadye Saud Alfayad investigates affinity marketing in the Saudi banking sector, focusing on customers' attitudes towards technology use. They collected data from credit card holders through surveys and analyzed using Smart PLS 3. The findings suggest that effective marketing strategies and bank performance positively influence omni-channel adoption among Saudi Bank credit card consumers. These findings can help banks identify relevant aspects of their omni-channel and create better experiences and customer loyalty.(Alfayad, 2021)

In a study Samer Hussein Alhamad, Sylvia Ismail Bani Hani, Abdesselem Chedli Dakhli and Abdulah Salamah Almahayreh examine the impact of Saudi Arabia's Vision 2030 on the energy sector, particularly in the Hail region, and how economic and technological approaches can support sustainable development. It aims to evaluate Saudi Arabia's energy situation and identify critical elements for achieving Vision 2030. The research uses a descriptive-analytical approach to poll 60 Hail University faculty members to reveal how technology improvements and economic activity work together to create a competitive and sustainable energy industry. The results emphasize the importance of technology advancements in human resource management, administrative procedures, regulatory frameworks, and technical infrastructure for renewable energy and energy efficiency technologies. The study underscores the need for coordinated efforts to harness economic and technological breakthroughs for sustainable energy development.(Alhamad et al., 2024)

Almulla and Abdullah A. Aljughaiman in a study examine the impact of fintech services on banks' performance and the impact of fintech companies on their bottom lines. It focuses on 40 listed banks in the Gulf Cooperation Countries, revealing a negative correlation between fintech services and bank performance. The study suggests that fintech expansion negatively impacts CBs' financial performance but not IBs'. The findings could have implications for academic research, banks, and policymakers. (Almulla & Aljughaiman, 2021)

A study by Hashem Abdullah Alnemer uses the Technology Acceptance Model (TAM) to analyze factors influencing Saudi Arabia's adoption of digital banking. Data from the 2017 Global Financial Inclusion Survey showed 51.5% of respondents adopted digital banking. Trust in digital banking was added to forecast adoption. Perceived ease of use and usefulness positively impacted adoption, while trust negatively affected it.(Alnemer, 2022)

An article by Abdulaziz Mohammed Alsahlawi explores the impact of Fintech adoption and hedging and derivatives strategies on financial risk management in Saudi Arabian banks. They used smart-PLS software to analyze data. Results show a positive correlation between financial risk management and Fintech and hedging strategies, and sound financial choices significantly influence these strategies. They suggested that this information can help create effective financial risk management legislation.(Alsahlawi, 2021)

A study done by Majed Salem Alsuhaimi examines the impact of open banking on e-service quality in Saudi Arabian banks. A survey with 513 customers revealed that open banking initiatives significantly enhance efficiency, system availability, and creativity. However, security and privacy concerns remain. This research provides insights for banks and regulators in Saudi Arabia and advances our understanding of technology-driven banking innovations in emerging nations.(Alsuhaimi, 2025)

In a study Hafez Baker, Thair A. Kaddumi , Mahmoud Daoud Nassar and Riham Suleiman Muqattash examines the impact of financial technologies on commercial banks' financial performance from 2012 to 2020. They collected data from 115 questionnaires distributed in Jordan and the UAE. The results showed that FinTech positively impacts net earnings and total deposits. The study suggests that banks should encourage inclusive methods for sustainable development and encourage banks to adopt these technologies.(Baker et al., 2023)

In a study Swaricha Johri and Nidhi Bhatt Pant explores the impact of FinTech on India's financial system, focusing on disruptive innovation, digital Darwinism, agency, and competition theories. It provides guidance for informed decision-making with new technology, using a qualitative method for validity and data depth.(Johri & Pant, 2024)

Muhammad Shahbaz Khan, Subeika Rizvi, Azam Anwar Khan, Muhammad Naeem Shahid examine the use of Islamic Fintech to improve behavioral intention. It compares UTAUT and UTAUT 2, incorporating eight theories of technology acceptance models and academic degrees. The study found that age significantly reduced the link between Effort Expectancy and Behavioural Intention, and language moderated the link between behavioural intention and hedonic motivation. To meet Saudi Banks' technology forecasting target, Islamic Fintech needs to raise R-squared by 57.1%. Academic degrees offer a facilitating condition between BI and Use Behaviour.(Khan et al., 2023)

Ashwag Madkhali and Seedwell T. M. Sithole in a study explore the role of information technology in Saudi Arabia's sustainability initiatives, focusing on four case studies. Their study highlights the significant impact of blockchain, AI, and IoT on waste reduction and energy efficiency. The study emphasizes the importance of public-private partnerships and policy actions for economic growth and environmental sustainability. It calls for government focus on enhancing businesses' digital capabilities and removing technological obstacles.(Madkhali & Sithole, 2023)

Under the Vision 2030 framework, the Kingdom of Saudi Arabia (KSA) has set lofty objectives centered on sustainability, economic diversification, and the modernization of a number of industries, including the financial sector. The contribution of financial technology (FinTech) to the advancement of sustainable banking practices is a vital aspect of this shift. FinTech is essential to the financial sector's commitment to sustainability and the accomplishment of the Kingdom's Vision 2030 objectives because of its innovations and digital solutions.

3. OBJECTIVES

While literature acknowledges the role of FinTech in advancing economic diversification, there is limited analysis on how these technological solutions align with the strategic objectives of Saudi Arabia's Vision 2030. This research seeks to assess the extent and effectiveness of FinTech integration within this national framework. Specific objectives designed to address the existing research gap concerning the integration of FinTech into sustainable banking practices in Saudi Arabia are;

3.1. To examine the Impact of FinTech on Financial sector in KSA.

3.2. To assess the Integration of FinTech Solutions with Saudi Arabia’s Vision 2030.

3.3. To investigate Regulatory Frameworks Supporting Financial Technology.

3.4. To explore Stakeholder Perspectives.

4. METHODOLOGY

This study employed a document analysis methodology, focusing on the Annual Fintech Report 2023 as our data source. We systematically reviewed and interpreted the report's content to extract information pertinent to the impact of fintech on Saudi Arabia's financial sector, the alignment of fintech initiatives with Vision 2030. We analyzed data to Inspect Frameworks Supporting Financial Technology. Additionally, we examined qualitative insights to understand Stakeholder Perspectives. Beyond the report, we analyzed existing literature and industry publications to gain comprehensive understanding of the challenges hindering fintech integration in sustainable banking.

5. ANALYSIS AND DISCUSSION

5.1. Examine the Impact of FinTech on Financial sector in KSA

The emergence of FinTech is causing a major shift in the Saudi Arabian (KSA) financial industry. FinTech presents cutting-edge technologies and solutions that improve financial services, accessibility, and efficiency as part of the larger global trend towards digitalization. FinTech is essential to advancing financial inclusion and stimulating economic growth in the Kingdom of Saudi Arabia. The Kingdom's distinct demographics, which include a youthful populace that is becoming more tech-savvy, provide an ideal environment for FinTech advancements.

Table 1 describes the effects of FinTech on the financial industry in the Kingdom of Saudi Arabia (KSA) and is based on the "Annual Fintech Report 2023"

Table 1: Impact of FinTech on the financial sector in the Kingdom of Saudi Arabia (KSA)

Area of Impact	Description and Key Observations
Growth of FinTech Ecosystem	In 2023, there were 216 active FinTech businesses in Saudi Arabia, surpassing the original goal of 150 Compared to 2022, this indicates a 47% YoY rise. The expansion of financial services is reflected in this growth.

Diversification of Financial Services	FinTech companies are bringing new business models to a number of industries, including payments, finance, open banking, savings tools, investment management & advisory, alternative investments, insurance, and non-regulated sectors. BNPL, Insurance Aggregation, Robo-Advisory, and EMI Digital Wallets are a few examples.
Increased Investment	In 2023, the KSA FinTech sector raised SAR 2.7 billion in equity fundraising through 28 rounds, a 77.9% increase over 2022. Additionally, venture debt capital totalling SAR 5.4 billion was raised. By the end of 2023, cumulative investments had surpassed 2025 targets to reach SAR 6.9 billion.
Contribution to GDP	In 2023, the FinTech sector contributed SAR 3,075 million to the KSA's GDP, which was 39% more than the original target.
Growth in Non-Cash Transactions	In 2023, non-cash transactions accounted up 70% of the GDP, surpassing the 63% target.
Job Creation	By the end of 2023, there were 6,726 direct jobs in FinTechs, exceeding the Fintech Strategy goals for 2024 and 2025. Payments (139%), BNPL (almost doubled), debt crowdfunding (more than 2.5x), and consumer microfinance (4x) all had notable year-over-year increases in employment.
Regulatory Advancements	Through programs like the Regulatory Sandbox and FinTech Lab, important financial regulators like SAMA, CMA, and IA are actively working to support the FinTech ecosystem. New rules have been created for industries such as BNPL (2023) and Debt Crowdfunding (2021). The expansion of InsurTech is anticipated to be further stimulated by the founding of the IA in 2023.
Innovation in Payments	With the emergence of EMI Digital Wallets, the growing use of POS and e-commerce payment systems, and the activation of SADAD Bill Aggregation through FinTechs, the payments landscape is changing. Seventy percent of all retail payments were made electronically.
Expansion of Financing Options	In order to meet the various demands of both consumers and businesses, fintech companies are increasing access to financing through models such as debt crowdfunding, consumer microfinance, and buy now pay later (BNPL). The number of users and transaction value increased significantly, especially for BNPL. Funding for SMEs is being facilitated via debt crowdfunding.
Development of Open Banking	Customers can securely exchange their financial information with authorised Third-Party Providers (TPPs) under the Open Banking framework, which is spearheaded by SAMA. This encourages innovation in services such as Personal Financial Management (PFM) and Enterprise Financial Management (EFM). A testing environment for these services is offered by the Open Banking Lab.
Modernization of Savings	Through the use of digital platforms, Digital Savings Associations (DSAs) are modernising conventional savings methods while enhancing accessibility and transparency. In 2023, there was a notable increase in both the total amount of deposits and the number of DSA clients that were registered.
Evolution of Investment Services	With the advent of Robo-Advisory, Social Trading, and AI in Advisory, which are all governed by the CMA, the Investment Management and Advisory industry is changing. In particular, Robo-Advisory's user base and assets under management (AUM) have grown significantly. Through platforms for debt instruments, equity crowdfunding, and the distribution of real estate money, fintechs are also making alternative investments possible.
Growth of InsurTech	With the growth of insurance aggregation services, which enable consumers to compare and buy different insurance plans online, the InsurTech industry is growing. In 2023 there were notable increases in both the value of policies provided through aggregators and the number of registered consumers.
Source: Author's Compilation (*Annual Fintech Report 2023_-_English.Pdf*, n.d.)	

Traditional banking practices are changing and digital alternatives are adopted. FinTech has promoted financial inclusion among marginalized groups in society in addition to enhancing access to financial services.

5.2. Assess the Integration of FinTech Solutions with Saudi Arabia's Vision 2030

Based on the "Annual Fintech Report 2023", the integration of FinTech solutions with Saudi Arabia's Vision 2030 is significant and multifaceted. According to the report, the Financial Sector Development Program (FSDP), a major project under Vision 2030, has the Fintech Strategy as its fourth strategic pillar. Its main objective is to make Saudi Arabia a global center for FinTech. Table 2 summarizes Fintech integration with Saudi Arabia's Vision 2030

Table 2: Fintech integration with Saudi Arabia’s Vision 2030.

Vision 2030 Goal/Theme	**FinTech Integration (Evidence from "Annual Fintech Report 2023")**
Economic Diversification	One significant facilitator of this strategic vision which fosters economic growth is the fintech sector. By 2030, the Fintech Strategy hopes to contribute SAR 13.3 billion to the GDP of the nation. The industry's contribution surpassed the original goal in 2023, reaching SAR 3,075Mn. governing framework.
Financial Sector Development	By laying the groundwork for innovation in technology-based financial services, the Fintech Strategy seeks to economically empower both individuals and society. The development of a varied and efficient financial sector is supported by the expansion of several FinTech industries, including Payments, Finance, and Investment Management.
Innovation & Technology Adoption	Growing innovation is evidenced by the fact that there will be 216 active FinTech companies in 2023. According to the report, buy now pay later (BNPL), open banking, and digital banking would all be used more widely. Innovative solution creation and experimentation are encouraged by the presence of the FinTech Lab and Regulatory Sandbox.
Job Creation	By 2030, the Fintech Strategy aims to create 18,000 direct jobs in the FinTech industry in the Kingdom of Saudi Arabia. Direct employment reached 6,726 by the end of 2023, exceeding 2024 and 2025 goals.
Attracting Investment	By 2030, the initiative hopes to draw in a total of SAR 12.2 billion in venture capital (VC) investments. The total amount of money raised by FinTechs in 2023 was SAR 6.9 billion, exceeding the 2025 goals. With a 77.9% growth in FinTech funding in 2023, KSA stood out internationally.
Financial Inclusion & Access	The goal of fintech solutions such as Digital Savings Associations (DSAs) is to increase the accessibility of financial goods for underbanked or unbanked individuals. The increase in non-cash transactions reaching 70% in 2023 suggests that digital financial services are becoming more widely available and used. More accessible financing options may be made available by the expansion of different financing options like debt crowdfunding and BNPL.
Supportive Regulatory Environment	The FinTech industry is guaranteed to flourish within a framework of security and trust thanks to a proactive and encouraging regulatory environment created by SAMA, CMA, and IA. initiatives such as the FinTech Lab (by CMA) and the Regulatory Sandbox (by SAMA and IA). assist in the creation and testing of FinTech solutions while adhering to legal requirements. SAMA's establishment of the Open Banking Lab encourages financial services innovation even more. Additionally, new rules for industries like BNPL promote responsible growth and offer certainty.

Source: Author’s Compilation (*Annual Fintech Report 2023_-_English.Pdf*, n.d.)

It is observed that Table 2 demonstrates a strong alignment between the development of FinTech solutions in KSA and the strategic objectives of Vision 2030, as evidenced by the goals and achievements highlighted in the "Annual Fintech Report 2023".

FinTech integration fits in well with Saudi Arabia's Vision 2030, which places a strong emphasis on diversifying the economy and creating a thriving digital economy. In order to support the Kingdom's overall objectives, this integration is essential for promoting entrepreneurship, drawing in investment, and accelerating growth.

5.3. Investigate Regulatory Frameworks Supporting Financial Technology

Saudi Arabia has set up a proactive and encouraging regulatory framework to assist the expansion and advancement of its financial technology (FinTech), according to the "Annual Fintech Report 2023". The Saudi Central Bank (SAMA), the Capital Market Authority (CMA), and the Insurance Authority (IA) are the three main financial regulators that are in charge of this framework. As the fourth strategic pillar of the Financial Sector Development Program (FSDP) under Vision 2030, the Fintech Strategy highlights the goal of making Saudi Arabia a global center for FinTech. The Ministry of Communication & Information Technology (MCIT), the Small and Medium Enterprises General Authority (Monsha'at), Fintech Saudi, SAMA, CMA, and IA are among the organizations leading strategic efforts that support this goal.

Table 3: Breakdown of the regulatory frameworks and key initiatives

Regulator	Key Initiatives and Frameworks	FinTech Sectors Under Purview
Saudi Central Bank (SAMA)	**The Regulatory Sandbox**, which was created in 2018, enables FinTech companies to test out novel business strategies. Payments Deputyship: Offers **FinTechs** operating in the payments industry without a licence technical certification. 14 new technical certificates were awarded in 2023. Finance-related regulations, such as those pertaining to debt crowdfunding (2021) and buy now pay later (BNPL) (2023). Open Banking Lab (debuting in January 2023) and Open Banking Framework (debuting in November 2022): Offer a technical testing environment.	**Finance** (Debt Crowdfunding, BNPL, Consumer Microfinance), Digital Banking, Digital Savings Associations, Open Banking (TPPs, Sponsor TPPs, Sponsored TPPs, PASPs), **Payments** (EMI Digital Wallets, POS Payment Acceptance, E-commerce Payment Acceptance, SADAD Bill Aggregation), and Digital Banking
Capital Market Authority (CMA)	**The CMA FinTech Lab**, which was founded in 2018, serves as a catalyst for the FinTech industry in the capital markets. In 2023, FinTechs joined the lab, and 14 of them were granted an experimental permit (ExPermit). requires FinTechs working in investment management and advisory to have a Fintech ExPermit or CMA authorisation. stringent guidelines for company conduct, disclosure, licensing, and client safety.	Alternative Investments (Equity Crowdfunding, Investment & Real Estate Funds Distribution Platforms, Offering & Investing in Debt Instruments, Using DLT for Securities, Custody Services), Investment Management and Advisory (Robo-Advisory, Social Trading, AI in Advisory),
Insurance Authority (IA)	IA became the regulatory authority for the insurance sector in **November 2023**. New rules for **insurance FinTech (InsurTechs)** approved in 2023 to bring flexibility and regulatory clarity.	**Insurance** (Insurance Brokerage Aggregation)
Fintech Saudi	In April 2018, SAMA and CMA announced an initiative under the FSDP with the goal of fostering the growth of the FinTech sector and transforming Saudi Arabia into a cutting-edge FinTech hub that fosters the development of infrastructure, develops talent and capabilities, and assists FinTech entrepreneurs.	Serves as a vital facilitator for all FinTech sectors.

Source: Author's Compilation (*Annual Fintech Report 2023_-_English.Pdf*, n.d.)

In Table 3 it is noted that this regulatory environment, supported by initiatives like regulatory sandboxes and the FinTech Lab, aims to foster innovation while upholding security, trust, and compliance within the FinTech ecosystem. The anticipated growth of business models like Digital Banking, Open Banking, and BNPL is also supported by these robust frameworks.

Saudi Arabia's financial technology regulatory regimes have been proactive, with the Capital Market Authority (CMA) and the Saudi Arabian Monetary Authority (SAMA) putting policies in place that encourage innovation while maintaining financial stability and consumer safety. These frameworks offer a favorable atmosphere for the growth of both new and established businesses.

5.4. Explore Stakeholder Perspectives:

The "Annual Fintech Report 2023" states that a number of stakeholders have significantly influenced and shaped the legislative frameworks governing financial technology in Saudi Arabia. Their viewpoints can be deduced from the information from the report specified in Table 4:

Table 4: Stakeholder perspectives on the regulatory frameworks supporting financial technology in Saudi Arabia

Stakeholder	Perspective on Regulatory Frameworks	Supporting Evidence from Source(s)
Saudi Arabian Government	Has a strategic viewpoint and believes that turning into a worldwide FinTech hub by 2030 requires a favorable regulatory framework. This dedication is emphasized by the FSDP's Fintech Strategy.	The government's emphasis on FinTech development is demonstrated by the introduction of the Fintech Strategy as part of the FSDP. The strategy's lofty objectives (number of Fintech, GDP contribution, job creation, and venture capital investment) demonstrate

		a conviction that regulation can promote growth. FinTech is cited in the study as a "key enabler" of Vision 2030.
Key Financial Regulators (SAMA, CMA, IA)	Continue to take an active and encouraging approach to promote FinTech expansion while guaranteeing security, reliability, and adherence to regulations. Their efforts show a dedication to establishing a setting that fosters innovation within a predetermined framework.	A proactive approach is demonstrated by SAMA's creation of the Regulatory Sandbox, a technical certification framework for payments FinTechs, and particular rules for BNPL and debt crowdfunding. This is further supported by the Open Banking Framework and Lab's introduction. Strict regulations, the CMA FinTech Lab, and the ExPermits offered to capital market FinTechs demonstrate a focus on controlled innovation. Following its creation in November 2023, the IA approved new regulations for InsurTechs, demonstrating its goal to give this industry clarity and flexibility.
FinTech Companies	Generally have a positive outlook, actively engage in regulatory efforts, and exhibit notable expansion in terms of investment, adoption, and numbers. Their involvement indicates that they believe that market access and innovation are made possible by regulatory frameworks. inventiveness. Following its creation in November 2023, the IA approved new regulations for InsurTechs, demonstrating its goal to give this industry clarity and flexibility.	A favourable reaction to the regulatory environment is demonstrated by the rise in equity capital (SAR 2.7 billion in 2023), the number of active FinTechs (216 in 2023, surpassing goals), and the expanding use of creative business models in a variety of industries. Their involvement is further demonstrated by their participation in the CMA FinTech Lab and regulatory sandboxes.
Investors	Show a great deal of faith in the Saudi FinTech sector and the legislative framework that supports it, as shown by the notable rise in venture capital investments. They think the market has room to grow.	Strong investor confidence is demonstrated by the cumulative value of investments reaching SAR 6.9 billion in 2023, exceeding 2025 targets. This is further demonstrated by the 77.9% rise in FinTech funding in 2023 in spite of a worldwide slowdown. It is made clear that investors are confident in the market's expansion.
Consumers	Demonstrate a high demand for cutting-edge and easily accessible financial services, which will boost the uptake of FinTech products. This implies that they find the services made possible by the regulatory frameworks valuable.	Along with the rise in non-cash transactions (70 percent of retail payments), the growth in users for EMI Digital Wallets (21.6 million), BNPL (13.2 million), Open Banking (318.7K), and Digital Savings Associations (2 million) suggests that consumers are strongly adopting and favouring the FinTech services made possible by the regulatory environment.
Fintech Saudi	It has a viewpoint that is in line with that of the government and regulators, actively promoting the growth of the FinTech sector and transforming Saudi Arabia into a centre for innovation. They believe that regulation is essential to accomplishing this goal.	The fact that Fintech Saudi is an initiative of SAMA and CMA and that it produces studies such as the "Annual Fintech Report 2023" shows that it is dedicated in supporting the FinTech ecosystem, which is greatly impacted by the regulatory environment. A "thriving and responsible fintech ecosystem" is their declared goal, suggesting that they value a supporting regulatory framework.
Source: Author's Compilation (*Annual Fintech Report 2023_-_English.Pdf*, n.d.)		

In Table 4 It is clear that from Stakeholder viewpoints FinTech's ability to transform the industry is strongly acknowledged. The growing cooperation of banks, regulators, and other companies to capitalize on FinTech's advantages shows a shared dedication to improving Saudi Arabia's financial environment.

6. CONCLUSION AND SUGGESTIONS

"Annual Fintech Report 2023" highlights the significant impact of fintech on Saudi Arabia's financial industry, aligning with the Financial Sector Development Program and Vision 2030. The fintech ecosystem has grown significantly, with 216 active companies in 2023, indicating a competitive and dynamic environment. The industry has also attracted significant investment, with SAR 2.7 billion in equity funding and SAR 5.4 billion in venture debt secured in 2023.Fintech is revolutionizing traditional financial services, driving growth, fostering innovation, and enhancing financial inclusion. In 2023, 70% of retail payments were electronic, with fintechs introducing EMI Digital Wallets, POS payment acceptance, and e-commerce payment acceptance. The finance sector is expanding credit access through BNPL services, debt crowdfunding, and microfinance. Open Banking, Robo-Advisory platforms, and insurtech are transforming the insurance sector. Regulatory bodies like SAMA, CMA, and IA are playing a crucial role in fostering innovation. The fintech industry's contribution to KSA's GDP exceeded targets in 2023.

It is Evident that FinTech solutions are being successfully integrated into Saudi Arabia's Vision 2030. With the goal of making Saudi Arabia a global center for fintech, the KSA introduced the Fintech Strategy as the fourth strategic pillar of the Financial Sector Development Program. The study demonstrates a solid alignment with the Vision 2030 objectives, which include increasing the fintech sector to 525 businesses, generating 18,000 direct jobs, increasing GDP by SAR 13.3 billion, and drawing in SAR 12.2 billion in total venture capital investments. In keeping with Vision 2030's goal of empowering people and society economically, the report also emphasizes FinTech's contribution to innovation and increasing access to financial services across a range of industries.

We observed that the Kingdom of Saudi Arabia's regulatory structures, which include the Insurance Authority (IA), the Capital Market Authority (CMA), and the Saudi Central Bank (SAMA), support the Saudi Arabian Financial Technology (FinTech) industry. The creation of regulatory sandboxes by SAMA and CMA, which have promoted FinTech innovation, is highlighted in the paper. While the Open Banking Lab offers banks and FinTech a technical testing environment, 38 FinTech have participated in the CMA FinTech Lab in 2023. Additionally, SAMA has put in place particular rules to control the expansion of FinTech while maintaining financial stability and consumer safety. FinTech have also received technical certifications from the Payments Deputyship. Regulatory authority has also been transferred to the Insurance Authority.

It also emphasizes on the optimistic outlook and engaged involvement of Saudi Arabian FinTech industry players. In response to consumer demand for cutting-edge financial solutions, fintech companies are expanding and changing significantly. Market dynamics are changing as a result of consumers' growing adoption of digital payments. Both foreign and domestic investors are optimistic about the industry's future prospects. Through programs like regulatory sandboxes and the CMA FinTech Lab, regulatory organizations such as the Saudi Central Bank, Capital Market Authority, and Insurance Authority are promoting growth. The FinTech sector is seen by the Saudi Arabian government as a major facilitator of improved financial access and economic diversification. Fintech Saudi, which is backed by SAMA, CMA, and IA, is essential to the growth of the sector.

In order to better understand the dynamics, possibilities, and difficulties influencing the development of financial technology in Saudi Arabia, future research can develop on the insights presented in the "Annual Fintech Report 2023" by examining these areas. The long-term effects of platforms like the BNPL business model on consumer credit, debt levels, and its integration within the larger financial system in Saudi Arabia might also be investigated further.

In conclusion, FinTech has had a revolutionary effect on Saudi Arabia's financial industry, encouraging innovation and increasing productivity, a strong and creative financial ecosystem in Saudi Arabia is made possible by the convergence of FinTech with Vision 2030, supportive regulatory frameworks, and constructive stakeholder engagement. Maintaining this momentum and guaranteeing long-term success will need ongoing investments in education and technology.

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