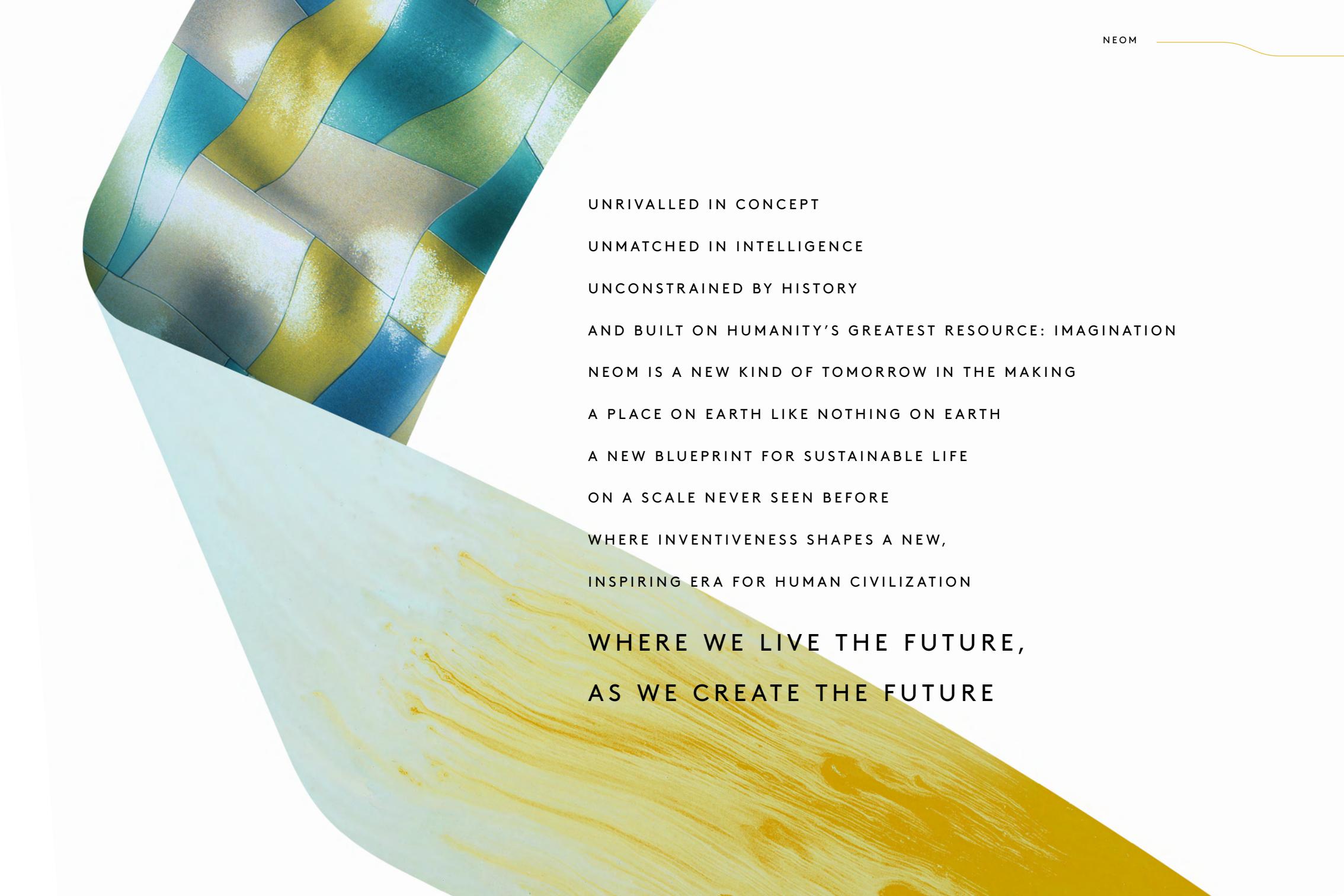




نيوم NEOM

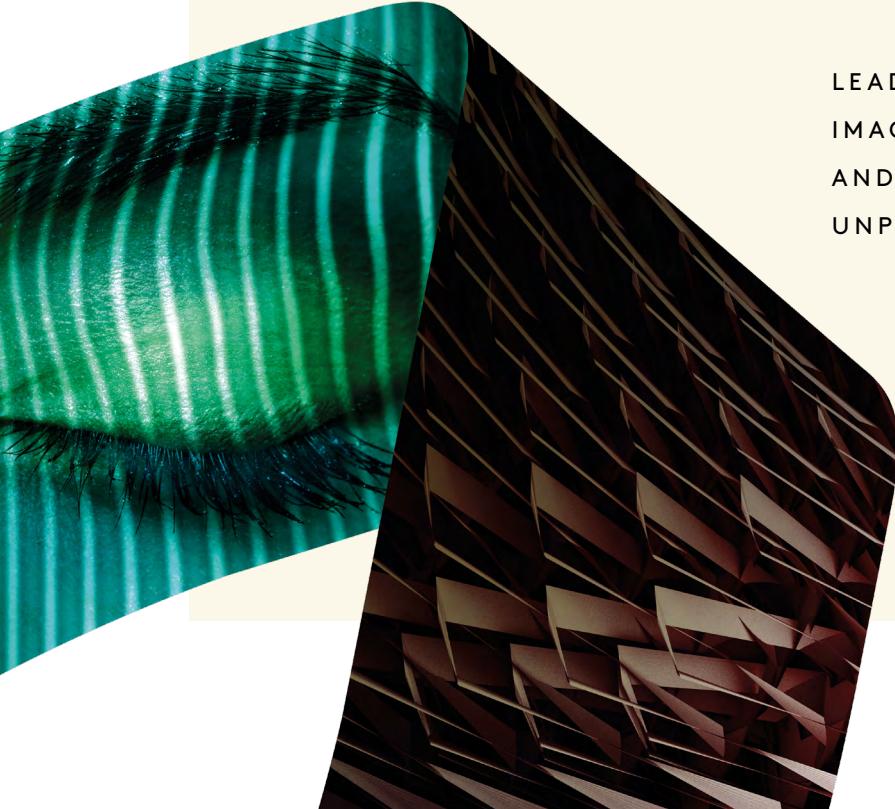
NEW WAY. NEW ERA



UNRIVALLED IN CONCEPT
UNMATCHED IN INTELLIGENCE
UNCONSTRAINED BY HISTORY
AND BUILT ON HUMANITY'S GREATEST RESOURCE: IMAGINATION
NEOM IS A NEW KIND OF TOMORROW IN THE MAKING
A PLACE ON EARTH LIKE NOTHING ON EARTH
A NEW BLUEPRINT FOR SUSTAINABLE LIFE
ON A SCALE NEVER SEEN BEFORE
WHERE INVENTIVENESS SHAPES A NEW,
INSPIRING ERA FOR HUMAN CIVILIZATION

WHERE WE LIVE THE FUTURE,
AS WE CREATE THE FUTURE

INNOVATORS + INVESTORS + IMAGINATION

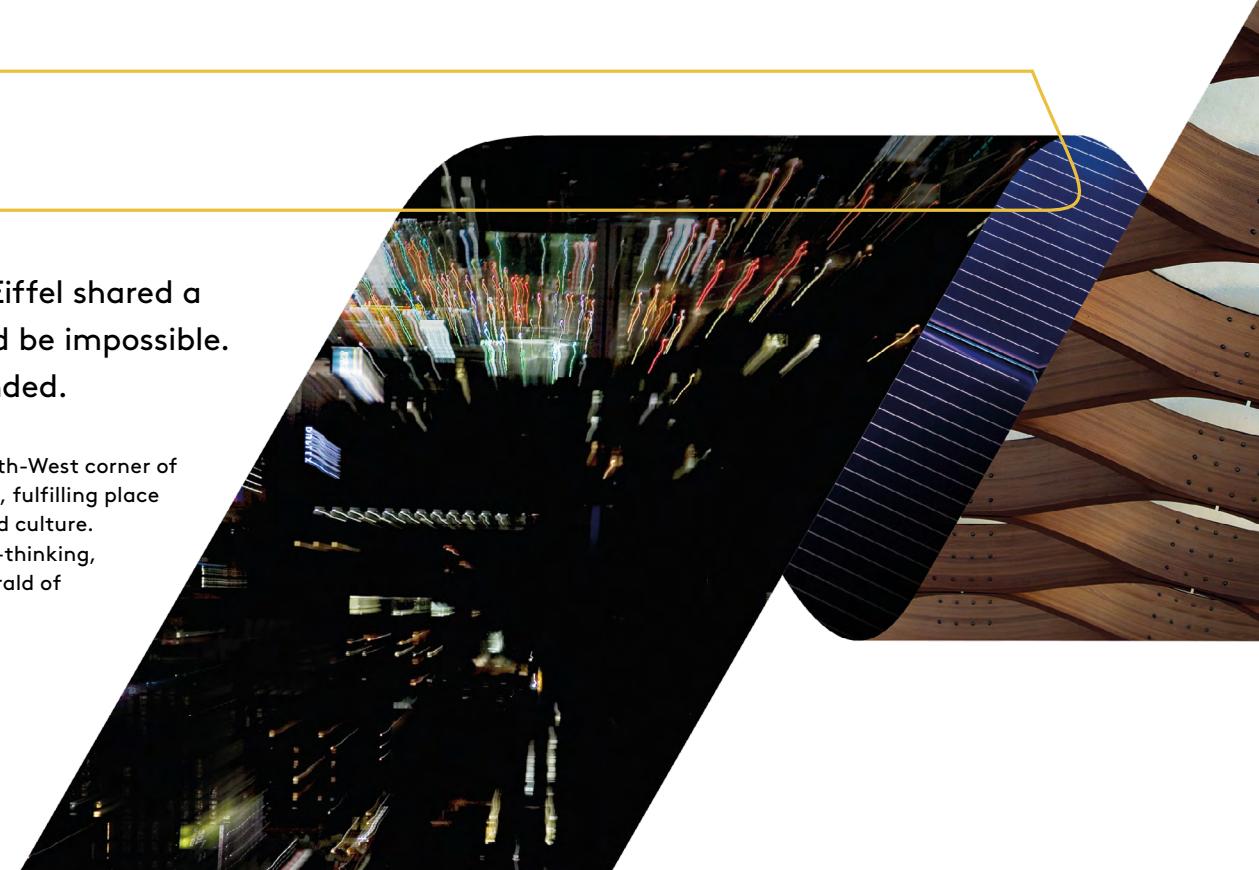


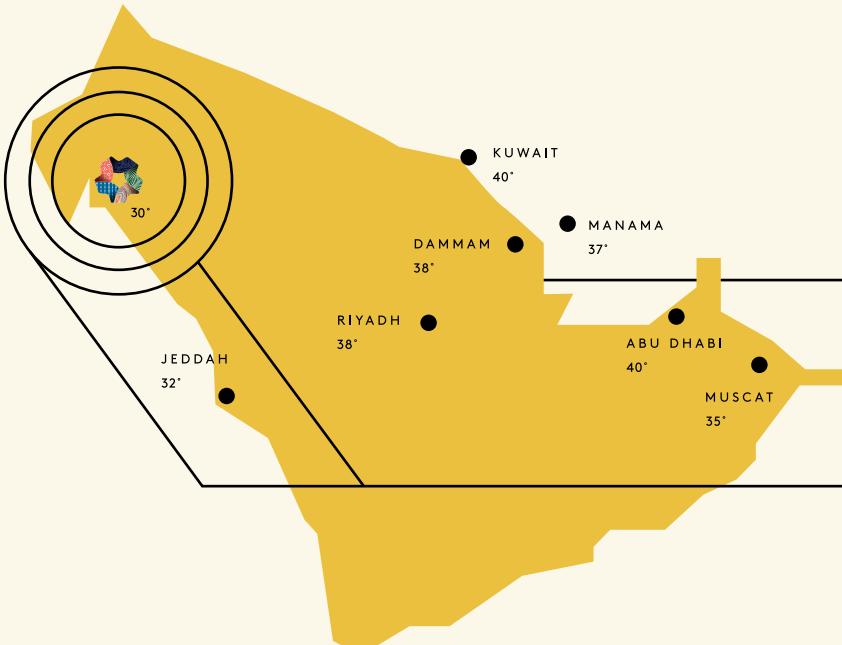
LEADING BUSINESS LIGHTS WILL BRING THEIR WILDEST IMAGINATIONS TO THE TABLE. INNOVATORS, INVESTORS AND THE BUSINESSES THEY CREATE WILL FORGE AN UNPRECEDENTED BLUEPRINT.

IN 1889, FOUR OF THE WORLD'S GREATEST PIONEERS MET IN PARIS.

Nikola Tesla, Jules Verne, Thomas Edison and Gustave Eiffel shared a vision – to create a place on earth where nothing would be impossible. If they saw our plans for NEOM today, they'd be astounded.

NEOM will be an independent, vibrant, diverse new society of millions in the North-West corner of Saudi Arabia at the intersection of Egypt and Jordan. It will be the most exciting, fulfilling place to live and work on the planet. It will offer world-class education, healthcare and culture. Underpinned by advanced, automated, zero-carbon infrastructure and forward-thinking, business-friendly governance. A tribute to humanity's timeless ambition, the herald of a new era and a new standard for centuries to come.





GOOD CLIMATE

10° COOLER THAN THE REST OF THE GCC

Long beaches, valleys and deserts cradled by mountains all located in North-Western Saudi Arabia with breathtakingly diverse terrain, this unique geographical location enjoys a temperate climate. Cool winds from the Red Sea create the most desirable temperatures for future residents – on average around 10°C cooler than surrounding areas and the rest of the GCC.

AT THE CROSSROADS OF THE WORLD

IDEAL GEOGRAPHY

There's nowhere like this vast site. Untouched, diverse terrain, sheltered by mountains and cooled by Red Sea breezes. A temperate Mediterranean climate. More than 450 km of coastline with beaches and coral reefs, as well as mountains up to 2,500m high.

26,500 KM²

OF LAND IN SAUDI ARABIA,
EGYPT AND JORDAN

100%

GREENFIELD SITE

AT THE CENTER OF WORLD TRADE

A strategic location on one of the world's most prominent economic arteries will make NEOM a global hub for trade, innovation and knowledge.

UP TO 10% OF WORLD TRADE

FLOWS THROUGH THE RED SEA

IN THE WORLD'S FIRST INDEPENDENT ECONOMIC ZONE

NEOM will operate as an independent economic zone – with its own laws, taxes and regulations specially created to boost healthy growth and wealth for the region, investors and residents.

\$100 BILLION BY 2030

PROJECTED TOTAL GDP (P.A.)

70% OF THE GLOBE

LIVE <8 HOURS' FLIGHT AWAY



OUR CENTRAL AMBITION IS BOLD, BUT SIMPLE:

WORLD-BEATING QUALITY OF LIFE

NEOM'S UNMATCHED LIVABILITY AND ECONOMIC PROSPECTS WILL BE POWERED BY A PROFITABLE ECONOMY THAT WILL PIONEER THE FUTURE OF SIXTEEN SECTORS:

1 ENERGY	2 WATER	3 MOBILITY	4 BIOTECH	5 FOOD	6 MANUFACTURING	7 MEDIA	8 ENTERTAINMENT, CULTURE AND FASHION
							
							
9 TECHNOLOGY AND DIGITAL	10 TOURISM	11 SPORT	12 DESIGN AND CONSTRUCTION	13 SERVICES	14 HEALTH AND WELL-BEING	15 EDUCATION	16 LIVABILITY

1.

FUTURE OF ENERGY

As the sun rises over NEOM, it will glint against vast fields of solar panels paired with wind turbines and light up enormous stretches of energy grids storing power for generations.

All this being sufficient to supply all of NEOM and beyond with low-cost regenerative energy. The beams, bridges and archways of this grand destination will be immaculate, untainted by pollution. Buildings will remain pristine and the air fresh and clear. And NEOM scientists will pioneer the future of energy production, use and storage – for water, gas, oil, solar, wind, algae... and whole new kinds of energy the world has yet to hear of.



2.

FUTURE OF WATER

Located on the Red Sea with more than 450 km of coastline, NEOM has access to a vast supply of seawater. Combined with its extensive access to low cost, renewable energy and the Kingdom's vast domestic desalination expertise, this gives NEOM a unique competitive advantage.

It has an unprecedented opportunity to become a regional powerhouse in water production and storage, ensuring innovation is applied to find better ways to use this resource. NEOM aspires to build a center of excellence for global water technology, fully integrated along the value chain and anchored on water desalination. This will attract water related research companies and start-ups, developing the latest in water technology and effectively championing all elements of the water industry.





3.

FUTURE OF MOBILITY

Across land, air and sea, NEOM will become a global hub of connectivity.

Within its boundaries, it will harness progressive, automated, 100% green transport systems that will glide smoothly and safely in three dimensions along both superbly efficient and scenic routes.

Beyond its borders, it will create brand new connections; like an awe-inspiring new bridge that will link Asia with Africa, a bridge whose unifying symbolism will be as strong as its iconic design.



4.

FUTURE OF BIOTECH

Tomorrow's healthcare will start life here.
The world will look to NEOM for next-generation
gene therapy, genomics, stem cell research,
nanobiology and bioengineering.

Biotech research means no less than a quest for the world's future well-being and fulfilment. Attracting the talent to research, develop and apply our new knowledge, NEOM will be a new nexus for this vital activity.





5 .

FUTURE OF FOOD

How will humanity produce fresh food in a desert with no water? Or create fresh drinking water at sea?

World prosperity is locked behind these questions – NEOM will find the key. It will lead the way in state-of-the-art technologies like arid and seawater farming and solar-powered greenhouses. Its vertical urban farms will soar skywards – delivering crisp, fresh produce to its citizens with unprecedented speed and space efficiency.



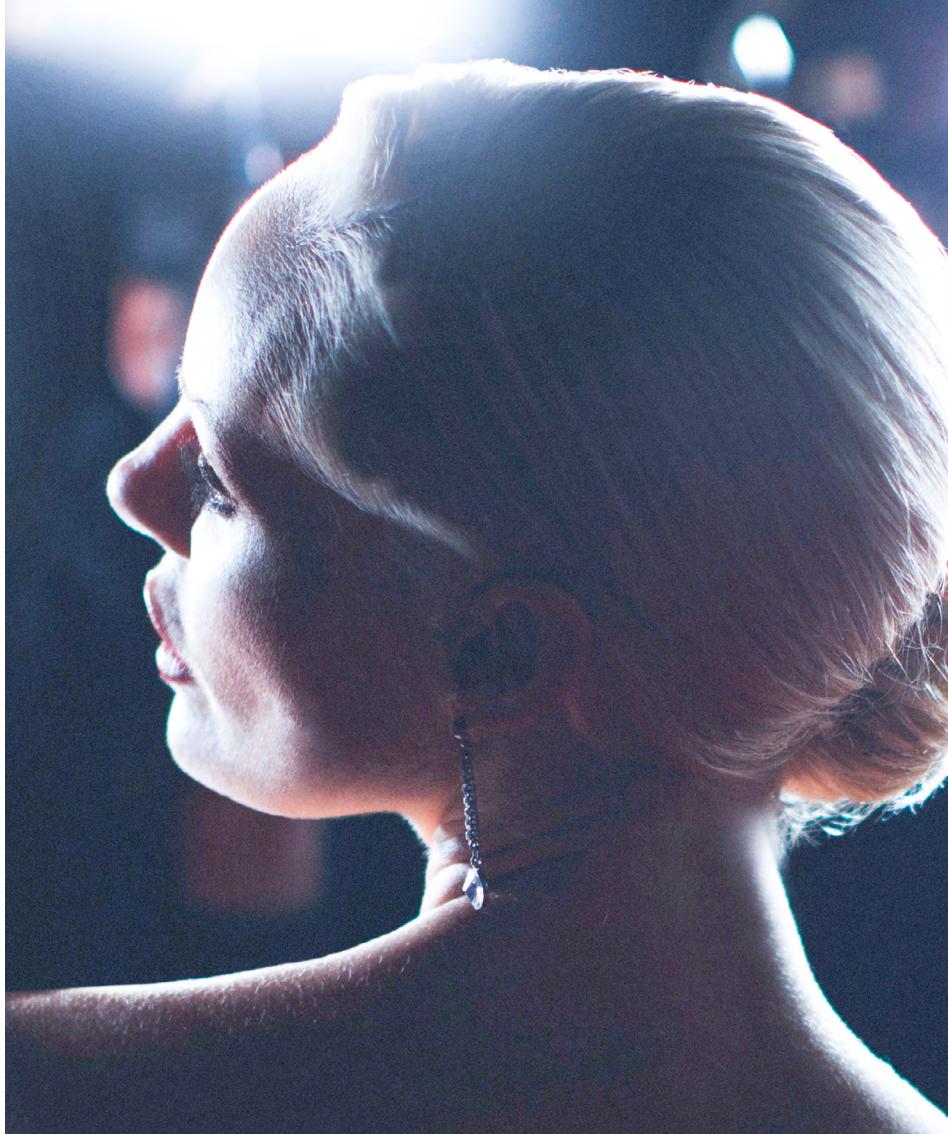
6.

FUTURE OF MANUFACTURING

There's never been a more exciting time for manufacturing. New materials and methods are breaking open whole worlds of possibility for our future living. Nowhere is better placed to take advantage of these possibilities than NEOM.

NEOM won't just innovate in nanotechnology, 3D printing, sensors, IoT devices, electrical vehicles, robotics and renewables. Starting from scratch means a chance to innovate the very systems underpinning those innovations of R&D, supply, transport, infrastructure. And a chance to test out inventions like personalized, fully automated, point-to-point transfers, passenger drones, self-learning traffic systems in a live destination setting and refine them to perfection.





7.

FUTURE OF MEDIA

The world's most distinguished directors will look to NEOM's creatives for inspiration.

Talent – both established and new – will flood in, wanting to be part of the action. They'll be welcomed with all the support and infrastructure they need, from production houses to studios so they can produce, deliver and distribute film, TV, music, video games and social media. NEOM will seize the world's attention, becoming a media hub not just for the Middle East but the world.



SCENE NO

8.

FUTURE OF ENTERTAINMENT, CULTURE AND FASHION

NEOM will be the place to be. Packed with excitement: performance and visual arts venues, world-renowned restaurants by glittering marina watersides and elite shopping experiences that outpace the world's capitals.

And NEOM will redefine what urban entertainment means, by turning up the dial and raising the scale. With futuristic, record-breaking theme parks. Endless natural parkland.

- The world's largest garden in the heart of the metropolis will attract tourists and bring something epic to the everyday for residents.

NEOM's diverse and open culture will attract innovative fashion houses and brands who want to be part of the evolution of the industry, from AR/VR dressing rooms to temperature changing fabrics and beyond.

NEOM will offer its residents and visitors a rich and diverse cultural experience, from galleries and public events to archaeological sites and museums. These will be experiences supported by future technology that will engage visitors in a way never seen before.





9.

FUTURE OF TECHNOLOGY AND DIGITAL

Think of the future and a few key things spring to mind. Artificial intelligence. Virtual reality. Smart, connected devices that make life effortless. The Internet of Things.

NEOM will innovate on an open source platform, inviting the world's top data scientists to analyze data and innovate. Inventors will enjoy a world-first opportunity – to use the destination itself as a test ground for urban innovations.



A collage of three images: two skydivers in freefall against a clear blue sky, a close-up of a scuba diver's mask with bubbles, and a person's face in profile looking towards the right.

10.

FUTURE OF TOURISM

The world's insatiable appetite for a breathtaking experience will soon realise NEOM's unique culture and exceed all expectations.

A destination where smart technology makes new discoveries effortlessly accessible. NEOM's sensitive development of the area with its pristine reefs and abundant marine life is enchanting. The region's rich and welcoming cultural history combined with a cooler climate, spectacular desert and beautiful mountain ranges will draw tourists from all corners of the globe. Passionate sports enthusiasts looking for a healthy lifestyle can train with state-of-the-art smart facilities and sports fans will experience a new generation of world leading sporting events, set in arenas beyond imagination.



11.

FUTURE OF SPORT

Global sporting visionaries, athletes and fans coming to NEOM will become part of a sporting revolution.

NEOM will ignite every athlete's passion for sport and healthy living. Smart facilities designed to satisfy each individual athlete's training requirements and lifestyle programs will take them to peak performance. Fans from every nation will come to celebrate the elite of international sports. Together they will experience the very best competitions performed in unprecedented arenas with amenities designed to offer maximum comfort and reward them with outstanding sporting experiences and rich memories.



12.

FUTURE OF DESIGN AND CONSTRUCTION

All NEOM residents will benefit from the latest technology developed by a new generation of innovative design and construction companies.

Technologies such as building information modeling (BIM), prefabrication, wireless sensors, automated and robotic equipment and 3D printing will be the future in the construction industry. NEOM will utilize these in the creation of global design and construction companies that will reduce overall construction costs and time, as well as minimizing labor use throughout the world.





13.

FUTURE OF SERVICES

NEOM will offer its residents, visitors and the world unparalleled services, be it in the fields of business, banking, or public services.

By identifying and adopting a cluster of innovations that will positively impact business operations in the services industry, NEOM will lead the way in the implementation of service innovation around the globe.



14.

FUTURE OF HEALTH AND WELL-BEING

The healthiest place in the world that focuses on both proactive prevention and defining world-class treatment of diseases.

At the forefront of adopting the latest technological advancements in healthcare and biotechnology, NEOM will serve its citizens and medical tourists from all over the world through maximizing healthy life expectancy, attracting those who seek first-class medical treatment in an environment that harnesses the latest thinking and pushing the boundaries of medical innovation. NEOM will also be in the forefront of leading research that will solve some of the world's toughest medical challenges.



15.

FUTURE OF EDUCATION

Lifelong learning will engage NEOM's residents and prepare them for a rapidly changing future. The latest innovations in learning pedagogy and technology will deliver personalized learning journeys for students from kindergarten to universities and beyond.

The education system will offer various disciplines to cater to NEOM's economic objectives and trends in the wider world. Learning will be accessible for all NEOM residents at the world's best schools, colleges and universities. NEOM culture will value learning, promote creativity and leverage all available technologies to create a new benchmark in knowledge.



16.

FUTURE OF LIVABILITY

What will life be like in NEOM?

NEOM is positioned to become an aspirational society that heralds the future of human civilization by offering its inhabitants an idyllic lifestyle set against a backdrop of a community founded on modern architecture, lush green spaces, quality of life, safety and technology in service of humanity paired with excellent economic opportunities.



NEOM WILL BE BACKED BY MORE THAN \$500 BILLION OVER THE COMING YEARS BY THE KINGDOM OF SAUDI ARABIA, THE PUBLIC INVESTMENT FUND (PIF) OF SAUDI ARABIA, AS WELL AS LOCAL AND INTERNATIONAL INVESTORS.

In March 2015, the Council of Ministers issued a decree to transfer oversight of the PIF to the Council of Economic and Development Affairs (CEDA).

As part of this process, a new Board was appointed, chaired by His Royal Highness the Crown Prince Mohammed bin Salman Al Saud. To help achieve Saudi Arabia's vision of a sustainable, diversified economy, the Board of Directors has taken several steps to clearly define the PIF's vision, objectives and strategy in line with Vision 2030.

The PIF is developing a portfolio of high quality domestic and international investments, diversified across sectors, geographies and asset classes. Working alongside global strategic partners and renowned investment managers, PIF acts as the Kingdom's main investment arm to deliver a strategy focused on achieving attractive financial returns and long-term value for the Kingdom of Saudi Arabia.

The PIF aims to be a global investment powerhouse and the world's most impactful investor, enabling the creation of new sectors and opportunities that will shape the future global economy, while driving the economic transformation of Saudi Arabia.





BE PART OF TOMORROW

NEOM.COM