



نيوم NEOM

## FACT SHEET

### NEOM PROJECT

- NEOM is a bold and audacious dream. It's a vision of what a New Future might look like (in fact, NEOM means, "new future"). It's an attempt to do something that's never been done before and it's coming at a time when the world needs fresh thinking and new solutions. Simply put, NEOM will be a destination, a home for people who dream big and want to be part of building a new model for sustainable living, working and prospering.

### OPPORTUNITY-RICH DEVELOPMENTAL AREA

- NEOM is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory — a place where entrepreneurship will chart the course for this New Future. A hub for innovation, entrepreneurs, business leaders and companies will come to NEOM to research, incubate and commercialize new technologies and enterprises in ground-breaking ways.

### PROXIMITY TO INTERNATIONAL MARKETS AND TRADE ROUTES

- NEOM is located at the crossroads of the world: 40 percent of the world's population will be able to reach NEOM in less than four hours; approximately 10% of the world's trade already flows through the Red Sea.

### TEMPERATE CLIMATE AND DIVERSE TERRAIN

- The unique geographical location of NEOM ensures a temperate climate, roughly about 10°C cooler — on average — than the rest of the GCC. Cradled in a mountainous region that is home to breathtakingly diverse terrain in northwest Saudi Arabia, the area also enjoys cooler winds coming in from the Red Sea for the best possible climate.

### INCREDIBLE TERRAIN THAT OFFERS

- More than 450 km of coastline and spectacular islands.
- Scenic snowcapped mountains reaching up to 2,500m, with views across the Gulf of Aqaba and the Red Sea.
- Idyllic and peaceful desert expanses that astound visitors.

### DEVELOPMENT FROM THE GROUND UP

- NEOM is being conceived on a blank slate that will introduce a new model for urbanization and sustainability. It is being designed, constructed and independently administered in a way that is unencumbered by the outdated and inefficient economic and environmental infrastructure that constrains other countries. In doing so, NEOM will build an economy that is oriented to the future, not the present, serving as a model for the Kingdom and the world.

## RICHNESS IN NATURAL RESOURCES

- Situated in an area rich in wind and solar energy resources, NEOM provides an ideal environment in which to develop renewable energy projects.
- Perennial solar resources (20 MJ/m<sup>2</sup>).
- Ideal wind speed (an average of 10.3 m/s).

## ADVANTAGES OF THE PROJECT

NEOM offers unique opportunities and advantages to leading investors and business owners worldwide:

- Direct access to both Saudi and global markets, given its unique geographic location linking three continents.
- Comprehensive supply and innovation systems.
- Favorable industry specific regulatory environment paired with international trade laws.
- An infrastructural environment which puts the human first and technology in its hands to experience the future first.
- Redirecting Saudi spend abroad into NEOM. Saudis spend \$15 billion per year on tourism, \$12.5 billion on healthcare, \$5 billion on education and another \$5 billion on general investment abroad.

## IT ALSO OFFERS INHABITANTS

- An idyllic living environment and rich quality of life.
- Technologybased services in health, education, transport, entertainment and other fields.
- Advanced urban planning.
- Many opportunities for employment and personal growth.
- An international community where the world is welcome.

## HUGE EARNINGS FOR SAUDI ARABIA

- The NEOM project is set to transform the Kingdom into a leading global innovation and trade hub through the introduction of value chains of traditional and future industries and technologies to stimulate local industry, private sector job creation and GDP growth in the Kingdom.

## CONTRIBUTING TO THE REALIZATION OF VISION 2030

- NEOM is the brainchild and vision of HRH Crown Prince Mohammed Bin Salman and is a centerpiece of Saudi Arabia's Vision 2030 plan to grow and diversify the Saudi economy and position the country to play a leading role in global development. The NEOM project targets the achievement of the three following pillars of Vision 2030:

### A VIBRANT SOCIETY

Citizens of NEOM will embody an international ethos and embrace a culture of exploration, risk-taking and diversity — all supported by a progressive law compatible with international norms and conducive to economic growth. Imagine a community of doers from all over the world — from a mix of homelands, religions and backgrounds — all living and collaborating together toward a common goal.

### A THRIVING ECONOMY

NEOM will be the home and workplace for more than a million citizens from around the world. It will include towns and cities, ports and enterprise zones, research centers, sports and entertainment venues and tourist destinations.

### AN AMBITIOUS NATION

NEOM will be a vibrant destination that adopts technology in service of humanity. It will utilize digital technologies to increase government efficiency and leverage the latest advancements in sustainability, connectivity and mobility.

## ECONOMIC SECTORS

The NEOM project aims to develop key economic sectors for the future, in addition to the establishment of industries that curb economic leakage in the Kingdom and the region in general. This will be achieved through the establishment of development funds that will support these sectors, identified as:

### THE FUTURE OF ENERGY

Includes being fully powered by renewable energy, forward looking energy storage and transport solutions as well as R&D and manufacturing.

### THE FUTURE OF WATER

Includes utilizing green technology in building water capabilities and maximizing usage efficiency.

### THE FUTURE OF MOBILITY

Includes seaports, airports, autonomous transport solutions such as autonomous vehicles/drones, and others.

- THE FUTURE OF FOOD

Includes an international innovation center for food technologies, including seawater and desert farming, aeroponics and hydroponics.
- THE FUTURE OF MANUFACTURING

Includes new materials in composites and metals, 3D printing, robotics and vehicle manufacturing and much more.
- THE FUTURE OF MEDIA

Includes the development of the television and film industry, the video gaming industry and digital content.
- THE FUTURE OF ENTERTAINMENT AND CULTURE

Includes being a place 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.
- THE FUTURE OF TECHNOLOGY AND DIGITAL

Includes artificial intelligence, virtual reality and augmented reality technologies, data centers, the Internet of Things and e-commerce.
- THE FUTURE OF TOURISM

Includes natural destination featuring cooler climate, high mountains and spacious desert, as well as facilities, events, activities and more.
- THE FUTURE OF SPORT

Includes smart sporting facilities, international competitions, sporting experiences, lifestyle programs and more.
- THE FUTURE OF DESIGN AND CONSTRUCTION

Includes benefiting from the latest technology developed by a new generation of innovative design and construction companies.
- THE FUTURE OF FINANCIAL SERVICES


Includes offering NEOM's residents and visitors the best possible services, be it in the fields of business, banking, or public and governmental institutions.
- THE FUTURE OF HEALTH, WELL-BEING AND BIOTECH

Includes being at the forefront of adopting latest technological advancements in healthcare, bio-technology and preventive healthcare.

 THE FUTURE OF EDUCATION

Includes offering the latest innovations in learning pedagogy and technology that will deliver personalized learning journeys for students across kindergarten to universities and beyond.

## CLASS QUALITY OF LIFE

 NEOM is positioned to become an aspirational society that promotes the future of human civilization by offering its inhabitants a lifestyle that surpasses that of any other, through the development of a unique societal experience that encompasses: IDYLIC LIVING ENVIRONMENT

Offering a comfortable and enjoyable community with the highest quality of life that includes a combination of beautiful beaches, mountains and land, along with best-in-class education, arts and culture facilities.

 FAVORABLE BUSINESS ENVIRONMENT

Offering progressive laws compatible with international norms and conducive to economic growth.

 CONTINENTAL DEMOGRAPHICS

Offering a multicultural environment that nurtures a proactive and diverse community.

 WORLD-CLASS EDUCATION

Offering high-quality education that caters to everyone at all stages of development.

 TRANSPORT

Offering fast and efficient mobility across NEOM.

 COMFORTABLE HOUSING

Offering ample housing and facilities for everyone.

 STABILITY

Offering a safe, secure and stable society.

## HEALTHCARE

Offering world-class healthcare facilities, using advanced capabilities to provide an all-round service.

## ECONOMIC EARNINGS

One of the project's advantages is the redirection of the Kingdom's economic leakage back into the country:

### NET IMPORTS TO THE KINGDOM

The key economic sectors outlined for development will return billions of dollars in revenue back into the Kingdom, by way of commodities currently imported from abroad, through the potential of local production of vehicles, machinery and communication equipment.

### INVESTMENTS ABROAD

The project will provide new opportunities in previously non-existent sectors for Saudi investors, within an environment that adopts favorable business laws and a system conducive to growth.

### SAUDI CONSUMERS OVERSEAS SPENDING

NEOM will offer a new local tourist destination for Saudi citizens to visit, while ensuring that their capital is injected back into the local economy.

NEOM will be backed by more than \$500 billion over the coming years by the Public Investment Fund of Saudi Arabia, as well as local and international investors. NEOM's contribution to the Kingdom's GDP is projected to reach at least \$48 billion by 2030.

For further information and to follow the development of NEOM, please visit **NEOM.com**