

# FRIENDS OF NEOM



EDITION 6

OCTOBER 2024

**Dear Friends of NEOM,**

Thank you for your continued support of NEOM and your positive feedback on the previous edition of Friends of NEOM. We are delighted to present this sixth edition of the newsletter, in which we continue to share the latest updates on the advances we are making.

As NEOM progresses, we remain committed to keeping you informed about four key topics:



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# 01 NEOM REGIONS AND CONSTRUCTION UPDATES

Remarkable progress has been made in the development of NEOM's five regions: THE LINE, Sindalah, Oxagon, Trojena and Magna. Our tireless construction teams have been busy shaping the physical landscape and we are witnessing incredible transformations on the ground.

## THE LINE



THE LINE, a cognitive city that redefines the concept of urban development, continues to accomplish impressive milestones every day. In recent months, the excavation of the **Hidden Marina** – the first phase of the project – has moved toward completion, with more than **90 million cubic meters** of earth removed. This has been achieved thanks to constant productivity, with approximately **400,000 cubic meters** of earth moved each day – enough to fill **160 Olympic-size swimming pools**. The casting of foundation piles is also underway, with more than **1,000 completed** to date at an average daily production of **26 piles**. Each pile is up to **2.5 meters wide** and **70 meters** deep.

Another essential component for the early works of the first phase of THE LINE is the **world's largest dewatering system**, which has a maximum discharge capacity of **90,000 cubic meters** per hour via **326 dewatering wells**. Current dewatering

discharge is around **430,000 cubic meters** per day, which is enough to fill more than **170 Olympic-size swimming pools**.

Next to the construction site, a significant area of land has been leveled, compacted and fenced to host what will become the most advanced industrialized construction operation in the world, complete with concrete batching plants, a robotics steel yard, pre-cast yard and other facilities. This logistics zone, which will have a built-up area of up to **96 million square meters**, is set to play a crucial role in delivering THE LINE in terms of quality, efficiency and – above all – safety.

These achievements reflect the tremendous progress we are making in bringing the first phase of THE LINE to life. We commend our dedicated team for their efforts and expertise. Together, we are building a remarkable concept that will be a blueprint for cities of the future.

# SINDALAH



A luxury island destination in the Red Sea and the first of NEOM Islands that will be powered by **100% renewable energy**, Sindalah continues to achieve significant milestones in construction and development. With the Grand Opening on track for later this year, Sindalah's key achievements include the completion of the **Marina Promenade Underpass Bridge**, which connects the **Marina Village** to the **Yacht Club** and **Promenade** restaurants. Twenty-three buildings in the **Marina Village** also show significant progress, with concrete casting and steel framing advancing rapidly.

**The Luxury Collection Resort** and **The Autograph Collection Resort** are progressing and are almost at completion, including advanced stages in structural and mechanical, electrical and plumbing (MEP) works for both the hotel buildings and villas.

Various facilities across the island, including the **Beach Club**, **Water Sports Center** and **Golf Club**, are collectively complete, with significant progress in foundational and superstructure works. **The Marina**, essential for the island's connectivity, has also been completed.

Substantial progress has also been made in connecting Sindalah to utilities from the mainland, with both power and water supply lines now installed. The Utility Compound is nearing completion, significantly enhancing Sindalah's capacity to support its growing infrastructure.

The combined efforts in construction, infrastructure and utilities underscore a dedicated push toward completion and realizing the grand vision of the island.

Sindalah has entered a strategic partnership with Robb Report to enhance awareness and establish the island as NEOM's premier showcase. Our brand presence is amplified through collaborations with premium culinary and retail operators, alongside participation in key events such as the Arabian Travel Market and F1 activations. We are also thrilled to partner with MDLBEAST, Saudi Arabia's top music entertainment company, to manage the **Sindalah Beach Club**. This venue will offer year-round premium experiences with renowned artists, aligning with our vision of a vibrant and luxurious destination.

# OXAGON

Oxagon will redefine industrial cities. As we build on the momentum and success of 2023, Oxagon is in delivery mode with an aggressive construction program and continued activation of critical assets. **By the end of 2024**, Oxagon's cumulative construction delivery will be at **20% completion**. Port of NEOM's new terminal opening and Phase 1 of Oxagon Village, our first residential community, are on track for planned opening in 2025 and 2026 respectively.

In 2024, Port of NEOM's warehouse came on stream. The **46,000 square meter** warehouse is already playing an enabling role for Sindalah and other port customers by offering temperature-controlled storage and dispatching. Expanding the list of local and international vessel calls, KSA's independent feeder and short shipping operator Folk Maritime, commenced weekly calls from Jeddah at Port of NEOM in April this year.

We are in advanced stages with global manufacturers across Asia to locate facilities in Oxagon, primarily around the industries

of renewable energy, modular construction and in the field of robotics. Additionally, our first pilots of the NEOM Advanced and Clean Manufacturing framework have been completed, with results showcased at a roundtable hosted with the National Industrial Development and Logistics Program in May. Our Manufacturing sector has entered a strategic partnership with the World Economic Forum, building on our advanced and clean manufacturing framework, to develop a new industrial operating system that drives end-to-end excellence at each step of the value chain.

Following on from the success of the first Oxagon x McLaren Accelerator in 2023, with three next-gen pilots underway across Oxagon and NEOM, we commenced our second cohort this year, focusing on identifying new technologies within the maritime industry that will be utilized at Port of NEOM. Throughout the second half of the year, our efforts continue at pace to ensure operations and infrastructure are ready to enable our world-leading industrial partners to start production as soon as possible.



# TROJENA



The development plan for Trojena, the mountains of NEOM, features six clusters that combine real and virtual architectural and engineering innovations.

The Fun Cluster has seen tremendous activity and delivered some significant key milestones over the past few months. This began with Trojena securing the first structural steel contract for the cluster's Ski Village, which involved delivering **130,000 tonnes of steel**, approximately the **weight of 18 Eiffel Towers**.

Waiting to receive the material was Trojena's first construction crane, a colossal **400-tonne machine** which was transported to the Ski Village in phases and constructed on-site. With the crane in place and steel ready for fabrication, Trojena was able to start construction of the Ski Village's Q-Block, the first major asset in Trojena to reach this milestone.

The Vault, Trojena's vertical city located in the Gateway Cluster, has continued to see significant progress being made with the excavation of more than **four million cubic meters of material** to date. As the excavation works bring shape to The Vault, the installation of rock stabilization anchors has also begun.

In the area of hospitality, Trojena was happy to announce in March the signing of the world-renowned five-star hotel group, Ritz-Carlton Reserve, as operator for the Boutique Hiking Hotel, an asset in the Explore Cluster which recently received 100% design concept approval.



# MAGNA

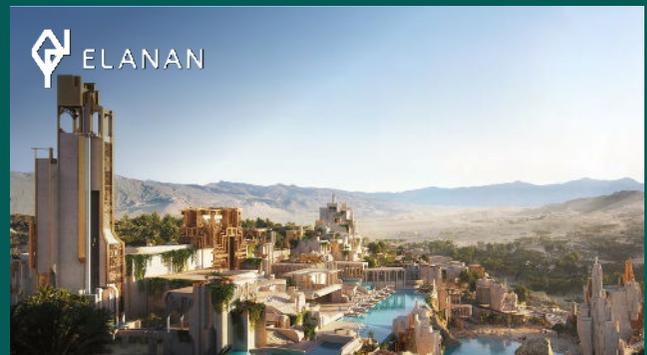
NEOM's most recently announced region, Magna, blends luxury, sustainable coastal living and tourism amid an awe-inspiring landscape. Each of its 12 exceptional destinations – **Epicon, Norlana, Siranna, Utamo, Aquellum, Leyja, Zardun, Xaynor, Jaumur, Elanan, Gidori** and **Treyam** – aim to deliver incomparable experiences and an uncompromising lifestyle.



Seamlessly integrating cutting-edge technology, world-class architecture and sustainable design techniques, Magna's dozen developments align with our core pillars and our commitment to preserving precious nature.

Adhering to our commitment to conservation and sustainability, Magna is dedicated to preserving native flora and fauna, as well as protecting marine species with the support of Jaumur's state-of-the-art Deep Sea Research Center.

We have established strategic partnerships with aspirational brands that reinforce Magna's promise. Partners we have recently announced collaborations with include Equinox, which will bring an exclusive luxury lifestyle resort to **Treyam**; Capella Hotels and Resorts, which will create a wellness haven at **Elanan**; and Habitas, which will deliver **Leyja's** three hotels.



Magna's leisure and tourism experiences offer an exceptional collection of attractions for residents and guests. These will include **fifteen luxurious hotels, three state-of-the-art marinas** and **an array of world-class dining venues**. Additional signature sporting facilities include **two world-class golf courses, a premium equestrian center, cutting-edge water sports hubs** and **spectacular performing arts venues** across the region.



# JAUMUR

A masterpiece of maritime magnificence intricately woven into the fabric of coastal luxury living.



SIGNIFICANT ECONOMIC DIVERSIFICATION  
AND IMPACT ALIGNED WITH NEOM'S VISION



GENERATE MORE THAN 15,000 JOBS



CONTRIBUTE AN ESTIMATED SAR 2.6 BILLION  
TO THE SAUDI ECONOMY BY 2030



PLAY A CENTRAL ROLE IN ACHIEVING THE ECONOMIC  
DIVERSIFICATION GOALS OF SAUDI VISION 2030

## NATURE RESERVE

The NEOM Nature Reserve is the foundation to delivering on our commitment to protect 95% of NEOM for nature. It plays a leading role in the protection and restoration of land and sea ecosystems through effective planning and management, as well as rewilding and greening. These efforts are enhancing the NEOM landscape, allowing visitors to experience NEOM's beauty and contributing to broader conservation efforts, both within the Kingdom and globally.

NEOM has committed to restoring the landscape with **100 million plants** by 2030.



The team has restored over **750 hectares** of land with almost **three million native trees, shrubs, and grasses**, all irrigated with recycled water.



The Nature Reserve's greening initiative is consistently achieving results.



This progress is supported by the Reserve's solar-powered nursery, which has produced more than **one million native plants** and plans to expand production to over **two million** by the end of 2025.



NEOM's marine environment supports more than **1,100 fish species**, the world's third-largest dugong population, and some of the most heat-resistant corals. The entire marine area over more than **1,500 square kilometers** will be within the Nature Reserve and has now been zoned for conservation. This zoning action is crucial as we prepare to welcome visitors from Sindalah in the coming months.

1



Rewilding efforts at NEOM are advancing significantly. We have successfully established native breeding populations of ibex, oryx, sand gazelle, mountain gazelle, red-necked ostriches and Barbary falcons.

Recent milestones include the first release of Barbary falcons and the second breeding season of NEOM baby oryx, ibex and gazelles in the reserve.



2

3



Combined, the two rewilding areas in Mneifa and Bajdah now have over **500 animals**.



Our marine research programs are essential for effective management. They provide baseline data on marine species and habitats, which helps us evaluate the effectiveness of conservation efforts and adapt our management strategies. Management plans are in place for dolphins and sooty falcons, with plans for dugongs and sea turtles currently in development. We have also launched greening pilot initiatives along the coast and in the water, focusing on transplanting seagrass and planting mangroves to improve habitats and prevent erosion.

This quarter, the Nature Reserve opened the Bajdah rewilding site, covering over 70 square kilometers, to visitors. We have welcomed nearly **40,000 visitors** to Bajdah so far. More than **95% of these visitors** have booked their visitor pass through the Discover NEOM app. To protect wildlife and ensure a high-quality visitor experience, we have capped visitation at **200 cars** per day. In the coming years, we will continue to enhance the visitor experience within the Nature Reserve, offering more opportunities to showcase NEOM's innovative conservation initiatives and allowing guests to enjoy NEOM's unique land and sea environments.

## REGREENING



**1 MILLION**  
trees produced  
annually in  
the nursery



**3 MILLION**  
trees planted  
across 750  
hectares



**35**  
rangers to uphold  
ecological integrity

## BAJDDAH REWILDING SITE (HISMA REGION)



**7,300**  
hectare  
management area



**246**  
animals  
introduced to  
wildlife reserves



**27**  
animals to be  
introduced by the  
end of this year

## MARINE CONSERVATION



**1,100**  
fish species



**3<sup>RD</sup>**  
largest  
population  
of dugongs  
worldwide



**40%**  
of Saudi Arabia's  
sooty falcons and  
12% of the global  
population

## 02 EXECUTION OF NEOM SECTORS

Our unwavering commitment to fostering a diverse and thriving economy remains steadfast. Over the past year, we have witnessed the activation of several sectors within NEOM, each contributing to the realization of our ambitious vision. From renewable energy to tourism, entertainment to technology, NEOM is emerging as a hub for industry pioneers and forward-thinking entrepreneurs. The establishment of strategic partnerships and the attraction of global investments have been instrumental in propelling these sectors forward.

### SPORT

The Sport sector marked the end of a competitive 2024 Indian Cricket Premier League Season for the Rajasthan Royals, with NEOM as their principal partner. The 2024 season had the highest-ever viewership records, with **448 million viewers** watching the first **26 matches**. The cumulative reach for live broadcasts increased by **8%** and match ratings (TVR) increased by **15%**. The Royals played competitively throughout and secured third place in the IPL table.

Closer to home and as part of the NEOM and Rajasthan Royals partnership, this year's Cricket Leadership Development Program was able to expand and welcome double the participants compared to last year's pilot program. One of the partnership's aims is to support the development of sports leaders by leveraging knowledge transfer opportunities. Hosted in NEOM, the Leadership Development Program welcomed Dougie Brown, Director at the Rajasthan Royals Academy and previous international cricket player, to lead the coaching sessions.

Later this year, the second NEOM Rajasthan Royals Cricket Tournament will begin, following last year's hugely successful pilot.

This partnership not only aims to amplify NEOM's brand globally, but it also signifies a shared commitment toward creating a positive societal impact.



In Japan and the UAE, the AFC (Asian Football Confederation) Champions League 2023/2024, presented by NEOM, also had competitive finals with Al-Ain FC crowned as the champions.

The successful four-year partnership between NEOM and AFC will be renewed in the coming quarter to expand the relationship between the two. The extension will run from 2024 to 2029 and will reinforce NEOM's presence in a new era for Asian football. This will include NEOM becoming the presenting partner of the first pan-Asian AFC Women's Champions League, which will promote the top **12 women's clubs** from across Asia. The agreement signifies NEOM and the AFC's drive to promote inclusivity in sport and the positive steps both organizations are making to support and amplify women's football across Asia.

NEOM Sport's first revenue-generating asset, the Adventure Sports Hub (ASH) has welcomed 1,175 unique visitors made up of 80 nationalities. ASH, a launch pad for the latest adventure sports, offers water and land activities. As of this quarter, **3,479 sessions** had been completed, with **255 course graduates** achieving either PADI open water diving certification or IKO kitesurfing certification. ASH also facilitates hosting corporate events and has held 31 as of this quarter. The hub represents a unique opportunity to capitalize on NEOM's natural assets to offer a lifestyle embedded in physical activity for NEOM's residents and visitors.



These initiatives highlight NEOM's aspiration to become a global hub for sport by partnering with renowned sporting organizations to amplify NEOM's brand in targeted territories and using events as a platform to broaden commercial opportunities, alongside championing livability for its residents, promoting active lifestyles and contributing to NEOM's dynamic economy.





## HEALTH AND WELLBEING

As part of NEOM's commitment to pioneering personalized, proactive and preventative healthcare, we launched an innovative pilot program in 2023. Now expanded to encompass executives and employees and with a dedicated program for children, this initiative offers comprehensive health assessments, including biometrics, genomics, lifestyle and mental health evaluations. Each participant receives a tailored health plan supported by health coaches who guide them in achieving their wellness goals.

In the past months, NEOM has made significant strides in developing flagship health digital infrastructure with the commencement of the Electronic Health Record (EHR) implementation. This 'one patient, one record' system aims to unify data and service provision across all facilities, integrating standard clinical data with advanced health metrics such as genomics, lifestyle and environmental factors. By leveraging advanced artificial intelligence (AI), including Large Language Model (LLM) and GenAI services, the EHR system will offer predictive, precise and adaptable real-time clinical insights. With technical design and prototyping complete, we are now entering the next phase of development.

The Health and Wellbeing sector's strategy of innovation and co-creation remains at the core of NEOM's reimagined health system. We have expanded our global network of innovation hubs, establishing a presence in San Francisco through a partnership with Plug and Play's Startup Creosphere. As we continue to collaborate with global leaders in

health financing, digital health, AI and health tourism, we have initiated detailed partner screening to ensure we work with the best in the field. Additionally, our Venture Capital investment framework, set to be finalized in 2024, will deepen our integration with emerging health companies, positioning NEOM at the forefront of healthcare innovation.

Over the past couple of months, Health and Wellbeing marked a milestone in our investment and development efforts, with the sector raising financing for the first advanced health center in Oxagon and advancing the development of our health center on Sindalah Island. We also finalized our Health Sector Sustainability Strategy, including carbon baselining for the NEOM hospital, alongside a comprehensive CO<sub>2</sub> reduction roadmap.

Further expanding our services, we have commissioned the largest hyperbaric chamber on the Red Sea, catering to both recreational and commercial divers. We have also developed a NEOM-wide rapid response emergency medical care framework, which includes a region-first digital integration of first response and clinical services across our facilities, ensuring rapid, high-quality emergency care.

As we continue to evolve, our Health and Wellbeing sector remains committed to delivering innovative, sustainable and personalized healthcare solutions that set a new global standard. We look forward to sharing more groundbreaking developments as we progress.

## 03 ACTIVATION OF NEOM SUBSIDIARIES

The growth and expansion of NEOM's subsidiaries has been integral to building a robust business and operations ecosystem for our sectors and regions, as well as generating new and exciting partnerships and opportunities.

### TONOMUS. NEOM

Tonomus, NEOM's first incorporated company from the Tech and Digital Sector, is committed to its strategy and growth and is driven to lead technological and economic transformation in the region.

One of the key milestones for Tonomus is establishing a high-speed 10G fiber optic connection to Sindalah and delivering fiber connectivity to THE LINE hub office, supported by a total of **1,071km fiber network** and both **4G/5G coverage**.

In addition, a strategic collaboration with Monstarlab Holdings Inc., a global leader in digital consulting and technological innovation, saw Tonomus sign a Memorandum of Understanding (MoU) to elevate the delivery of professional services across NEOM and Saudi Arabia.

An exciting new venture competition called Project PropTech has been introduced by the Tonomus Venture Studio in conjunction with the Kingdom's Public Investment Fund (PIF).

Designed to accelerate groundbreaking ideas in the property technology sector, participants are given the opportunity to present their ideas to Tonomus and PIF. Project PropTech is the fourth Tonomus venture competition and follows Project71 for ocean regeneration in collaboration with WAVE, a collective action platform led by HRH Princess Reema Bint Bandar Al-Saud and the Future Investment Initiative (FII) Institute. Furthermore, the Venture Studio hosted events in Riyadh and NEOM to showcase their cohort of startups and host entrepreneurship masterclasses, highlighting strategic initiatives aimed at supporting Saudi Vision 2030.

Tonomus launches Global Center for Digital and AI Transformation, a partnership with the International Institute for Management Development (IMD) in Lausanne, Switzerland was established to analyze digital and AI trends impacting business and society. Powered by a grant from Tonomus, the center builds upon IMD's extensive independent research and innovation in this domain.

Enowa, NEOM's Energy Sector subsidiary, announced a **USD 20 million investment** in EnerVenue's Series B financing round. This investment will support the localization of cutting-edge long-duration energy storage (LDES) technology, essential for realizing NEOM's 100% renewable energy ambition and driving global clean energy initiatives. EnerVenue is a pioneer in commercializing nickel-hydrogen batteries, a technology historically used by NASA for expensive space missions. EnerVenue's unique IP will now adapt and reduce the cost of the underlying technology for deployment in industrial, commercial and residential energy storage applications, enabling seamless renewable energy integration.



Enowa's Hydrogen and Green Fuels team has introduced the first mobile hydrogen refueling station in NEOM and charged the first hydrogen-powered vehicles. The refueling system provides hydrogen at **a pressure of 700 bar**, significantly extending the range of hydrogen-powered vehicles. This milestone has been pivotal in advancing Enowa's clean energy and sustainable transportation ambitions. Enowa will welcome a permanent hydrogen refueling system and tube trailer filling station after awarding a contract to



Hydrogen Systems. This will be located at the Petromin Station in NEOM. This development represents a crucial advancement in the adoption of hydrogen as an alternative fuel. It contributes to energy diversification, reduces emissions and promotes a more sustainable energy future for Saudi Arabia.

Energy provision has been secured for the Hydrogen Innovation Development Center (HIDC) site, ensuring power for commissioning and start-up. Additionally, Enowa has set up an HIDC commercial branch that will obtain industrial and operational licenses for the Center. Notably, the NEOM Green Hydrogen Plant achieved top safety records in Air Products engineering, procurement, and construction, accumulating two million safe work hours. Furthermore, a non-binding MoU with CMA CGM, a global player in sea, land, air and logistics solutions, has been signed for **650 kilotons per annum** offtake of e-methanol.

Looking ahead, progress continues on two strategic water storage reservoirs in Magna and Al-Bada'a, with Phase 1 of both expected to be completed this year. These will be the first permanent Enowa Water facilities to be completed in the Northern District

of NEOM and will serve Magna, Trojena and surrounding areas. They have storage capacities of **200,000 cubic meters** and **235,000 cubic meters** respectively, equivalent to **94 Olympic-size pools**.

Enowa Water Desalination Project with **150 million liters per day (MLD)** in initial phase capacity and recently released to the market, with an expected contract to be awarded in 2024 and the first water anticipated in 2025. This project is scalable to **900 MLD** and is structured for agile phased delivery to meet

NEOM's evolving water requirements in the coming years. Desalination will integrate seamlessly with brine valorization facilities as these are developed. Enowa is committed to building water infrastructure assets that do not compromise environmental performance. The desalination project will become fully renewable-powered when the permanent grid comes online and will incorporate the most environmentally sustainable technologies in the industry globally, including the use of energy-efficient membrane technologies and minimal chemicals.

## WATER

Enowa's Water sector also signed an MoU with Singapore PUB, a world-leading public water utility, to explore the development of water technologies in sustainable water management, including:



Circular water model, with a focus on waste streams from seawater desalination, water reclamation, and industrial plants.

Development of technologies through research and development, innovative engineering design of individual processes and/or system integration of various processes to recover valuable metals, minerals, and materials from these streams at optimal capital and operational costs.



Additionally, the Water branch has developed a **1,200 cubic meters per day** Zero Liquid Discharge (ZLD) pilot facility in NEOM. The first of its kind in the world, the facility will deploy novel technologies in seawater desalination to reduce energy consumption and extract valuable minerals and metals. The modular system will be scalable and incorporate next-generation technologies

to process minerals and chemicals such as lithium chloride, rubidium chloride, potassium chloride and others that can be used in the industrial, medical, automobile, and cosmetic industries. This project will support the commercially viable processing of minerals from desalination brine with a reduced carbon footprint, in line with NEOM's sustainability and circular economy principles.

Topian, the NEOM Food Company, is focusing on asset development in 2024 to build future-proof agricultural and aquacultural systems in NEOM and other arid regions. Key priorities include constructing new controlled-environment agricultural systems (CEAs) and open-field systems with water-efficient technologies and improved soil. To achieve this, Topian has signed an MoU with the Tabuk Agriculture Development Company (TADCO) to develop CEA systems.

Additionally, **two high-tech greenhouses** are under construction at Oxagon and Tabuk. Powered by AI, these facilities aim to optimize fruit and vegetable production in a water-efficient manner with plans to produce fruit and vegetables for sale in the Kingdom by 2025. Alongside this, Topian is building the **Kingdom's largest vertical farm**, exploring the limits of renewable energy and desalinated water use.

A **desert farm** is also being established with a sustainable and regenerative approach, aiming to improve soil health and minimize inputs like chemicals to protect nature. Soil amendment trials are already underway to enhance soil quality.

In aquaculture, Topian's Regenerative Aquaculture team is collaborating with

the Ministry of Environment, Water and Agriculture (MEWA) to increase fish consumption and move towards self-sufficiency in seafood production. Additionally, a joint venture with Tabuk Fisheries Company (TFC) has been completed, establishing the Topian Aquaculture Company. The TFC hatchery is currently in the advanced stages of retrofit and refurbishment, focusing on civil work before installing state-of-the-art equipment. This project, set for completion in the first quarter of 2025, will enhance the supply of fresh local fish, alleviating pressure on wild fish stocks.

Topian has also signed an MoU with Pure Salmon to develop a **10,000-kiloton salmon facility**, addressing the growing demand for salmon in Saudi Arabia and beyond. In addition, plans for sea-based fish production are underway, with the testing of new sea cage types, such as submersible sea pens, scheduled for 2024.

These initiatives demonstrate how Topian is leading the transformation of agriculture and aquaculture, achieving measurable progress both on land and at sea. By implementing innovative practices and sustainable technologies, Topian is building a robust food system that supports the environment and meets evolving consumer preferences.



# 04 DRIVING AWARENESS, UNDERSTANDING AND ENGAGEMENT

As always, we have continued our efforts in 2024 to raise awareness, enhance understanding, and foster engagement with our stakeholders and the wider community.

## NEOM WELCOMES GLOBAL BANKING LEADERS

During April, NEOM had the pleasure of hosting representatives from **52 global**, regional and local financial institutions, showcasing ongoing progress across key projects and highlighting investment opportunities. The event drew representatives from **24 international banks and financial institutions**, including Germany, Spain, France, the United Kingdom, the United States, China, Japan and South Korea. There were **13 regional banks** from Qatar, Kuwait and the United Arab Emirates and **15 financial institutions** from Saudi Arabia.

While in NEOM, our guests took time to understand and immerse themselves in the milestones being reached across key projects, including **THE LINE, Oxagon, Trojena, Sindalah and Magna**. Delegates gained a first-hand look at the entire NEOM project and participated in focus sessions with the NEOM leadership team to explore strategic partnerships.

A key part of the program included a site visit to **THE LINE**, where our visitors observed the construction of phase one progressing apace and gained an in-depth understanding of the new city's visionary design.

The innovative and well-received event provided a platform to present NEOM's commitment to sustainable growth and development, emphasizing its focus on Environmental, Social and Governance (ESG) principles.



# LOOKING AHEAD TO GREATER SUCCESS

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NEOM is making incredible progress, with the project moving full speed ahead. As we continue to accelerate, it's important to emphasize that we are steadfast in upholding the core values we have embraced since our inception.

As we embark on the next phase of our journey, we remain focused on delivering a region that sets a new standard for urban development, nature conservation and human wellbeing. We are thrilled about the upcoming projects and initiatives that will further establish NEOM as a beacon of progress and opportunity. Together, we will continue to break new ground and create a project that inspires and empowers future generations.

Thank you for your continued support of our vision and for being an integral part of this remarkable journey.

We look forward to sharing more successes and milestones with you in the months and years ahead.

Nadhmi Al-Nasr,



NEOM CEO