

الدرعية

DIRIYAH COMPANY

*Media Kit*

*April, 2024*





## OVERVIEW OF DIRIYAH COMPANY

Located just outside the Saudi capital city of Riyadh, **Diriyah, “The City Of Earth”, is the ancestral home of the House of Al Saud and the founding place of the First Saudi State in 1727.** Situated at the heart of Diriyah, the **UNESCO World Heritage Site of At-Turaif** holds a special place in the history of the Kingdom of Saudi Arabia as the birthplace of the Kingdom and cradle of Saudi culture.

As part of Saudi Arabia’s Vision 2030 strategy, the Diriyah Company has a unique and exciting mission to **transform the historical site of Diriyah into a global hub for culture, heritage, and tourism.** Built in the Najdi-inspired architectural style typified by the UNESCO World Heritage Site, the 14-square-kilometre development is part of a **USD 63.2 billion giga-project.**

Diriyah, “The City Of Earth”, will be a thriving community and the Kingdom’s historical, cultural, and lifestyle destination, proudly showcasing Saudi Arabia’s three centuries of history through heritage, culture, education, retail, and dining experiences for residents and visitors.

Diriyah Company is one of Saudi Arabia’s 5 giga-projects, owned by the Public Investment Fund (PIF). The Chairman of the Diriyah Company is His Royal Highness The Crown Prince Mohammed bin Salman Al Saud.

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## DIRIYAH COMPANY KEY FACTS AND FIGURES



On completion, the development is projected to **accommodate more than 100,000 people** including professional, hospitality, and retail workers, residents, students, and visitors.



A **USD 63.2 billion investment pipeline will contribute US\$7.2 billion** to the Kingdom’s GDP. It will **create more than 178,000 jobs and aims to attract more than 50 million visits a year.** Diriyah is critical to the Vision’s successful pledge to raise tourism’s contribution to the Kingdom’s GDP from 3% to 10% by the end of the decade.



Diriyah offers many real estate options, including modern urban living and vast plots in the ultra-luxury area of **Wadi Safar**, which will also be home to a **27-hole Greg Norman golf course.**



**+41 hotel brands** will join Diriyah’s world-class hospitality offering, including the Ritz-Carlton, Rosewood, Aman, and others.



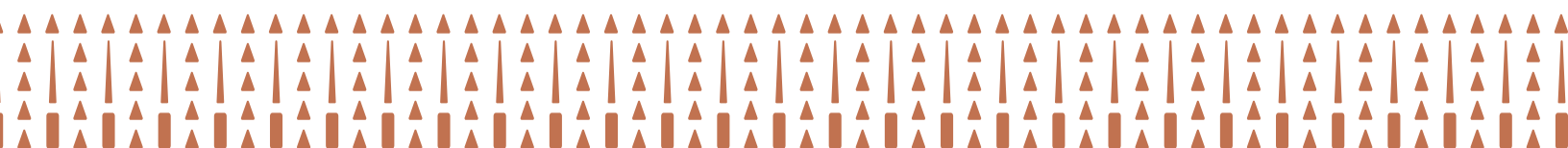
The Diriyah Company is focused on sustainability and has been **awarded the internationally renowned USGBC LEED precertification at the platinum level.**



About **2,000 people** comprise the Diriyah Company, **with over 86% being Saudis.** In September 2022, **Diriyah was named the best place to work in Asia for four consecutive years.**



Among other key cultural assets planned for the city is Diriyah Art Futures, **The first dedicated center in the region for new media and digital arts.** It will provide a space for interaction between local and international scientists, creatives, intellectuals, and entrepreneurs across multiple industries through a dynamic center for creative exchange and production.





## AT-TURAIIF



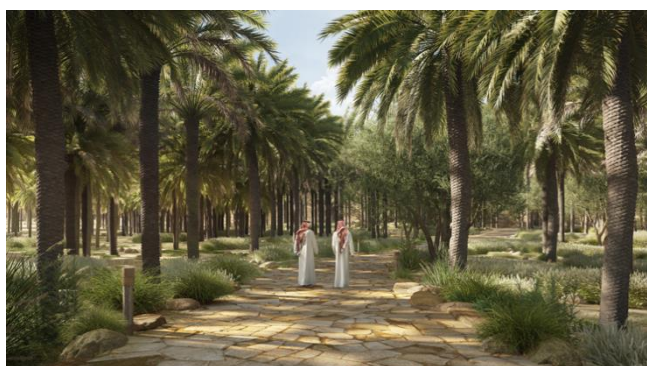
At-Turaif is in Diriyah in the north-west of Riyadh. A collection of well-preserved mudbrick palaces, the UNESCO World Heritage Site was inscribed in 2010, and is the ancestral home of the House of Al Saud. It served as the center of government and the beating heart of the First Saudi State which was founded in 1727. At-Turaif is the Kingdom's most important heritage site. Organic since its inception and hand-built from the mud surrounding Diriyah, At-Turaif is the living embodiment of a three centuries-long story of humanity. It is a symbol of Saudi identity and was a cradle of civilisation for cultures across the Arabian Peninsula. The heritage site sits at the heart of Diriyah. Built from the earth and born between an ancient crossroads of culture and trade, Diriyah will welcome artists, travellers, merchants and scientists to what will once again be a globally connected gathering place.

## BUJAIRI TERRACE



Bujairi Terrace contributes to the vision for Diriyah by bringing together restaurants from across a variety of global culinary traditions, including four Michelin-star restaurants, and welcomes them alongside the best examples of Saudi cuisine to create a city that regains its status as a center for cultural exchange. Saudi brands ground the offering in the local culture. These include MAIZ, which offers authentic Saudi food from each of the Kingdom's 13 provinces and TAKYA, the first Saudi-owned fine dining restaurant serving contemporary Saudi cuisine.

## WADI HANIFAH



Wadi Hanifah fringes the western edge of historic Diriyah. Historically, these fertile farmlands surrounding the banks of the oasis valley of Wadi Hanifah provided a source of water, food, and shade for its inhabitants, protecting them from harsh desert conditions. The wadi is situated near the UNESCO World Heritage site At-Turaif and has easy access to the escarpment walkway which provides unparalleled views of At-Turaif and the collection of earthen structures of Najdi architecture that stood as the Kingdom's first capital and center of government.

## DIRIYAH SQUARE



Located within Diriyah's vibrant heart, Diriyah Square will be one of the Kingdom's largest shopping destinations, at 186,000 square meters, with more than 450 iconic lifestyle retail, luxury brand, and dining offerings, all designed in the traditional Najdi style. It will be a brand-new lifestyle experience for the Kingdom and the wider region.





## KEY RECENT ANNOUNCEMENTS

On December 2023 and Early 2024 Under the Diriyah Masterplan, the Diriyah Company has revealed an array of world-class amenities. The assets, which span sectors including culture, entertainment, hospitality, and sports, demonstrate Diriyah's dedication to creating spaces that offer future-facing, world-class experiences while also reflecting Diriyah's deep cultural history.

### RETAIL

#### ZALLAL



of Zallal, its first major mixed-use commercial office and retail project that is set to open in the first half of 2025 in the Bujairi District. Construction is now well underway and when completed will include two low-rise office buildings with a combined leasable area of approximately 6000 square meters and 12 mixed retail and F&B outlets over an area of approximately 8000 square meters. The project has already received very positive reactions from prospective tenants, and advanced leasing negotiations are well underway with several companies and organisations.

Zallal is strategically located next to the popular Bujairi Terrace – and will benefit from proximity to a venue that

already attracts thousands of visitors daily. The offering is also near the recently completed Diriyah Art Futures, and soon to open Bab Samhan Hote

### CULTURE

#### THE ARENA



The Arena in Diriyah is set to become one of the most iconic features of Diriyah, forming an essential part of the ground-breaking Diriyah masterplan. This ambitious project aligns with Saudi Vision 2030, aiming to elevate Saudi Arabia's entertainment landscape. The venue embodies an authentic Saudi lifestyle, seamlessly integrating heritage and innovation while promoting community engagement through top-tier events that drive tourism and economic development. Nestled in the heart of The City of Earth, the 76,000 square meter Arena aspires to take center stage as the premier venue in the Middle East, leaving a lasting mark on the global events scene. With a capacity of 20,000 seats,

this multipurpose facility is poised to play a pivotal role in Diriyah's evolution, contributing significantly to Saudi Arabia's cultural and economic advancement. Crafted by the renowned London-based HKS Architects, the design of the Arena articulates a vision of a technologically advanced, globally renowned arena that harmonizes with the region's geology and culture. Drawing inspiration from Diriyah's natural landscape and traditional Najdi architecture, the venue will possess the remarkable ability to adapt to different configurations swiftly, enabling it to host diverse events seamlessly. Its cutting-edge design ensures exceptional acoustics and optimal viewing angles from every.



## THE ROYAL DIRIYAH OPERA HOUSE



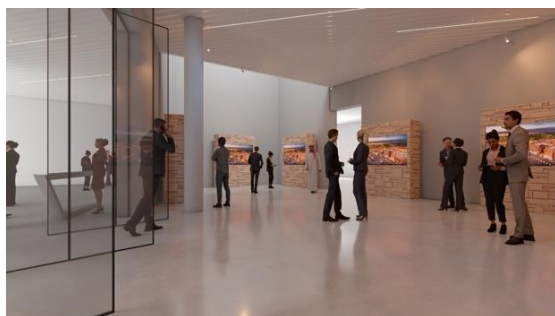
The Royal Diriyah Opera House, the first of its kind in the Kingdom, will be situated near the UNESCO World Heritage Site of At Turaif in Diriyah. Built by Diriyah Company and will be operated by the Royal Commission for Riyadh City (RCRC), the entity leading the growth and development efforts in the Saudi capital city. The opera house is a collaborative project with the world-renowned architectural firm Snøhetta, known for its innovative designs, and Riyadh-based Syn Architects, bringing local expertise and a deep understanding of the region's architectural heritage to the project. This grand opera house, spanning 45,000 square meters, is a testament to the

Kingdom's commitment to celebrating its rich culture and heritage. It will play a vital role in the second phase of the Diriyah master plan, and will be a shining symbol of Saudi Arabia's Vision 2030, positioning Diriyah as a global hub of culture and creativity.

## WADI SAFAR



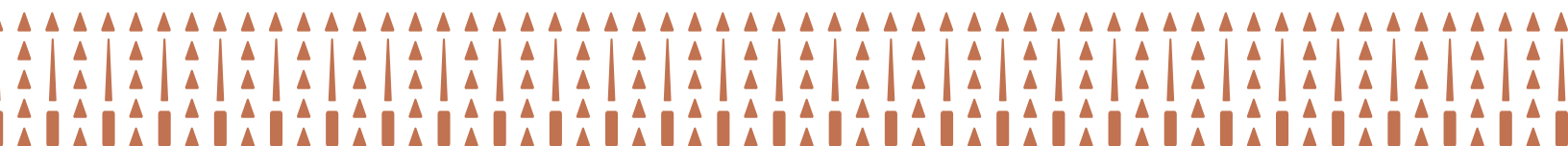
Wadi Safar is a sanctuary of refinement and well-being built from a rich cultural heritage. It is a destination steeped in history and tradition, close to one of Saudi Arabia's five UNESCO World Heritage sites and immersed in unspoilt natural landscape. As much as this special location once was the gathering place for traders and travellers from Asia, Africa and Europe, Wadi Safar is today's modern embodiment: a cultural hub where the world's finest experiences and visionary minds combine.



## DIRIYAH ART FUTURES

Diriyah Art Futures (DAF) is an arts, research and educational centre driven by a belief in the power of interdisciplinary creative practice at the intersection of art, science, and technology. Initiated by the Ministry of Culture of Saudi Arabia, in partnership with the Diriyah Company, the centre is a home for New Media Art and a location for collaboration, speculation and production by creative communities from across the globe for research, documentation, and new work. Within the landscape of the Arabian Peninsula, Middle East and North Africa, Diriyah Art Futures invites participation in upcoming public activities, educational programming, artistic and research residencies, and

grant opportunities. Diriyah Art Futures will bridge the gap between the MENA regional and the globe, amplifying the voice of the region in its engagement with art, science, and technology. Set in the UNESCO World Heritage site of Al-Diriyah, Diriyah Art Futures reflects the Ministry of Culture's commitment to preserving the country's unique heritage while playing a pioneering role in developing and leading new art practices that will shape the future of art and humanity.





## HOTELS AND HOSPITALITY



Seasons Hotel Diriyah. Reimagining some of the world's most illustrious luxury brands at the heart of the Kingdom, the ceremonies will demonstrate the capacity for development at Diriyah to create unique and differentiated visitor experiences.

On 2023, Bab Samhan, the first of the city's more than 41 hotels will be inaugurated forming a leading hospitality practice. Designed as natural extensions of Diriyah's unique topography, the hotels are inspired by Najdi architecture, with their evolved design reflecting centuries of life in the valley regarded as the Birthplace of the Kingdom of Saudi Arabia. Tours of Bab Samhan Hotel Diriyah, Diriyah's first hospitality offering, will also be organised to provide visitors with a glimpse of how traditional Najdi architecture integrates seamlessly with modern design.

December 2023 Diriyah witnessed the ceremonial ground breakings of six hotels – The Oberoi, Six Senses, The Ritz-Carlton Diriyah, Address Diriyah, Capella Diriyah, and the Four

## ENTERTAINMENT AND SPORTS



### ROYAL DIRIYAH GOLF CLUB

The Royal Diriyah Golf Club, designed by golf legend Greg Norman, will be a premier golfing destination and exemplifies Diriyah's commitment to providing unparalleled entertainment and sporting experiences. On Day 1 of the Bashayer event, VIP guests will witness the grassing of the driving range and the completion of the first nine holes.



### ROYAL DIRIYAH EQUESTRIAN AND POLO CLUB

In another momentous effort to provide world-class sports and entertainment facilities, Diriyah is breaking ground on the Royal Diriyah Equestrian and Polo Club. The Club will be a world-class facility to host global equestrian competitive and non-competitive events. The club will hold 180 horses in the stables and will be home to 2 polo fields. A VIP lounge, pro shop, restaurant, and polo lessons will be available to members to enjoy,



## DIRIYAH COMPANY SOCIAL HANDLES

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