



THE RED-SEA HIGHWAY
COMPANY

LINKING THE MISSION

A Global Proof Point for Vision 2030



THE RED-SEA HIGHWAY COMPANY LINKING THE MISSION

Our Vision is Making **RED SEA HIGHWAY** the **No.1 Coastal-Road-Trip** Landmark of the World By 2030

Our Missions

1 Design Next Generation Highway-frame work

2 Develop & Build the world wonder of Coastal Highway

3 Connect all Mega Coastal Projects & New-Comunities.

4 Operate and Generate Sustainable-Income.

RSH Dream started with the WHY!

Linking \$1 Trillion Dream Mega Coastal Projects



RSH Checklist

- ✓ Sustainability
- ✓ Tourism & Connectivity
- ✓ Usage & Profitability
- ✓ Socio-Economic Impact
Direct & Indirect Job Creation (25K+)
Non-Oil GDP (\$ 2B+ Avg annual income)
Global Investments (Finance / Education / Tech / HealthCare)
Residential, Industrial & Commercial Zones
Future Proof Smart-Tech
- ✓ 10B + Direct PR Reach (5Y)
- ✓ 10 + Development Consortia
- ✓ 5 + World-Class PR Activations
- ✓ 3 Movie Name / Title
- ✓ 10 + Movie / Documentary
- ✓ 25 + Gaming Product Placement
- ✓ 18 World Famous Advisory Board

Creating 25,000+ New Saudi-Jobs Direct & InDirect



Benchmarks & KPIs

Benchmarking Top7 Coastal Road-Trips in the world

Benchmarking Criteria:

50%

Touristic Attractions

- Historic Landmarks
- Scenic Attractions
- Gourmet Local Experiences
- Timeless Memories

20%


Connectivity


- Urban and Sub-Urban Growth
- Reaching New Destinations
- Commercials and Industrial Developments
- Mobility of Communities

30%

Usage

- Average Daily Number of motorists.
- Commercial Transportation Growth
- Enabling Local-Municipalities

 7. Lisbon to Sintra Through Cascais
83 km 1994


 5. Great Ocean Road, Australia
243 km 1932

 3. The Wild Atlantic Way, Ireland
2574.95 km 2014

 1. Pacific Coast
2558 km 1940s

 6. Garden Route, South Africa
200 km 2009

 4. Amalfi Coast Road, Italy
50 km 1854

 2. Florida Keys, U.S. Route 1
200 km 1912

Avg Touristic Attractions:

- 50+ discovery points
- 100 - 2,000 attractions
- 200 - 25,000 activities

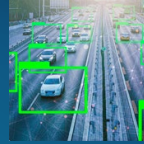
Avg Users:

Approx. 50,000 – 130,000,000 yearly

Avg Connections:

10 - 500+ Towns and Cities

KPI'S By 2025



27M

Motorists on RSH

Assumptions:

- Expected Inbound Tourists by 2025: 22M
80% of the expected Tourists = **17.6M**
- Hajj and Umrah by 2025: 17M
20% of the expected visitors = **3.4M**
- Local Tourists by 2025:
20% of the KSA Population = **6M**
- Additional expected 20% of the Commercial & Business Users

\$2B

Avg Yearly Income

Assumptions:

- User:**
27M users
500KM (avg.) per user
\$ 0.13 / km (US Rate Based)
\$ 1.8B
- Rental:**
100 Rest-Stops (200km Apart)
10000 SQM / Unit
\$ 266.66 / SQM
\$ 0.26B

60 to 80

Touristic/ Commercial Attractions

Such As:

- Neom
- Al-Ula
- White Head Beach
- Red-Sea Project
- Amaala
- AISouda
- Dhiba
- Madina
- Umluj
- ALLith
- Jizan

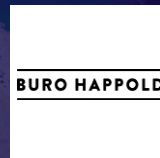
Our Partners



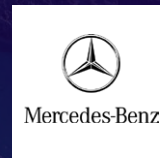
Hospitality / F&B



Strategy & Business Case



Eng. & civil works



Mercedes-Benz

Automotive experience



Smart Road Tech



Architecture & Design



Sustainability / cultural placemaking



Film & App



Entertainment & Visitor Experience



Motorsport Experience

Our Consortia of World-Wide-Experiences spanning a wide spectrum of specialties to create the ultimate Ecosystem for **THE WONDER HIGHWAY.**

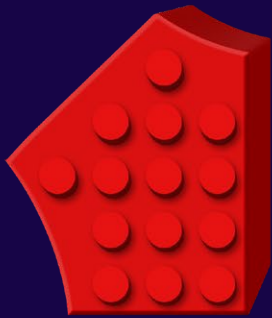


Creating The 2030km Highway-Wonder of the world.



Proposed Timeline

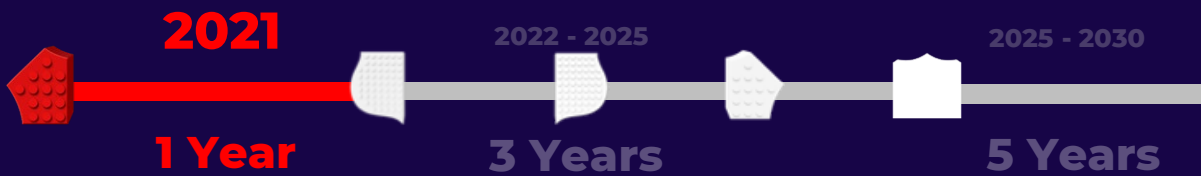
Phase 1



2021-2022
Announcements & Master Plan

Deliverables

- Scope of Work (Masterplan Dev)
- Partners (Execution Consortia)
- Operational Model
- Advisory Board (Our Experts)
- Fast-Forward to Future (Marketing Activations)



Why wait till the development is complete?

Fast Forwarding with a series of **World-Class Activations & Campaigns** making RSH the **GLOBAL-ADDRESS** from Day 1



10B+ Direct PR Reach

\$2B+ Worth of Media/PR Value.

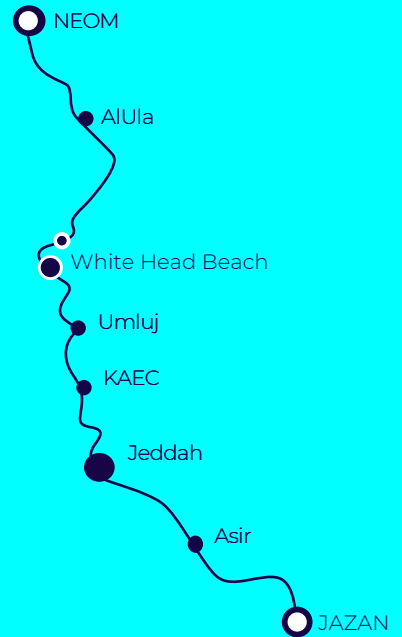


RED-SEA HIGHWAY

Experiences

2021 - 2025

SEASONAL ACTIVATIONS
TO PROMOTE RSH



500K+ Saudi & GCC Participants

100K+ Global Participants



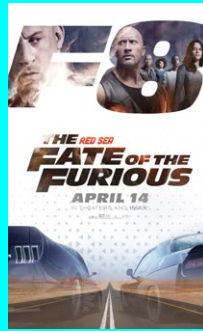
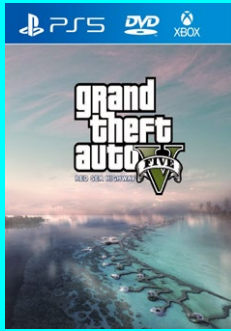
OFFICIAL ATTEMPT



RED-SEA HIGHWAY

PRODUCT PLACEMENTS

Movies & Games
2021 - 2025



25+ Virtual In-Game Experiences

10+ Film Shooting on RedSea Highway Locations

70+ Touristic-Location Across West-Coast of Saudi Arabia
(Accessible by redsea Highway)

3+ Name Rights on Movie & Gaming Brands

International Advisory Board



Mark Webber
F1 racing driver



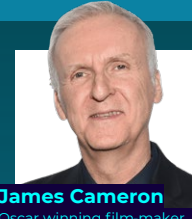
Sir Jony Ive
Former Chief Creative Officer of Apple



Anna Wintour
Former editor of American Vogue



Jonny Depp
Actor, musician



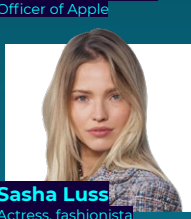
James Cameron
Oscar winning film-maker, ocean environmentalist



Sonu Shivdasani
Founder of Six Senses Resorts



Jeremy Clarkson
TV presenter, Top Gear, Grand Tour



Sasha Luss
Actress, fashionista



Gavin Newsome
Governor of California



Duke of Richmond
Owner of Goodwood House and creator of Goodwood Festival of Speed



Alexandra Cousteau
Ocean activist, storyteller



Francois-Henri Pinault
CEO of Kering Group, retail and luxury group



Antoine Arnault
LVMH board member



Lily Cole
Model and conservationist



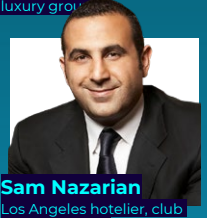
Philippe Starck
Architect, designer



Aitor Arregui
Spanish restaurateur, Elkano



Andre Balazs
Hotelier, owner of LA's iconic Chateau Marmont, Standard hotels



Sam Nazarian
Los Angeles hotelier, club and restaurant owner/operator



Phase 2



100% Delivery by 2025

2025 - 2030 Operations

Deliverables

- Deliver Fully Operational 2030km Highway
- 20 Toll Stations
- 100 Rest Stops
- Fully Operational Company & Subsidiaries
- +1000 White Head Beach permanent Residents
- +100 SMEs established



Phase 3



Financials By 2025

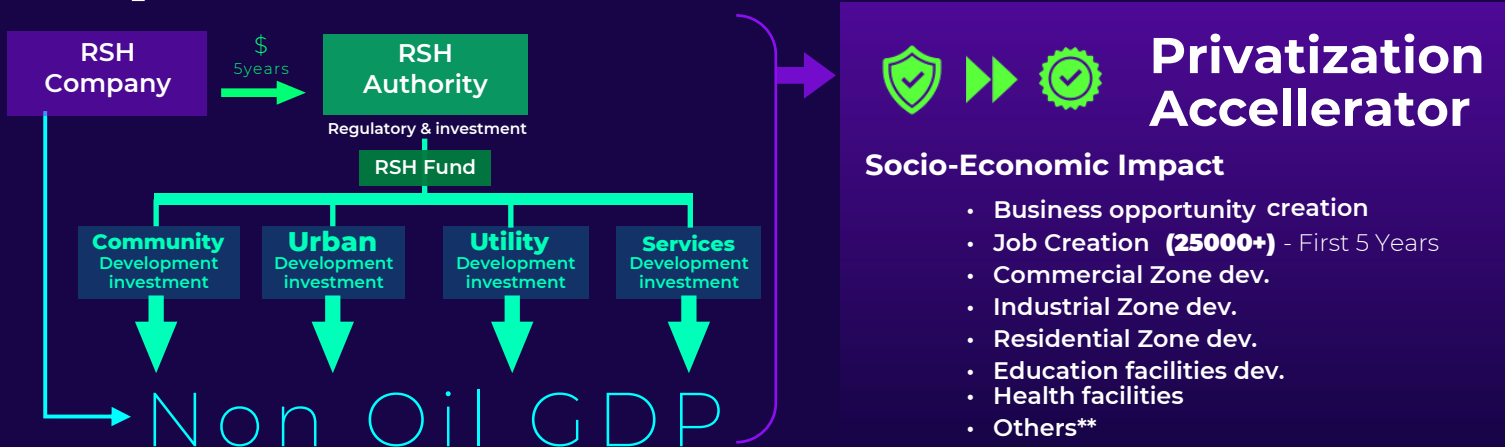
<p>Users</p> <p>Expected Inbound Tourists by 2025: 22M</p> <p>Hajj and Umrah by 2025: 17M</p> <p>Local Tourists by 2025:</p> <p>User x 500KM x \$ 0.13</p>	<p>Rental</p> <p>100 Rest stops</p> <p>10000 sqm/unit \$ 266.6/sqm</p> <p>No of Stops x 10000SQM x \$ 266.6/SQM</p>	<p>Smart Street Ads</p> <p>Screen @ 10km 500 screens</p> <p>No of Faces x \$ 266.6 / Day x 365</p>
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<p>Scenario 1</p> <p>40% of the expected Tourists = 8,8M</p> <p>5% of the expected visitors = 1M</p> <p>10% of the KSA Population = 3M</p> <p>75 Rest stops</p> <p>300 media screens</p>	<p>Scenario 2</p> <p>60% of the expected Tourists = 13.2Km</p> <p>10% of the expected visitors = 1.7M</p> <p>20 % of the KSA Population = 6M</p> <p>100 Rest stops</p> <p>400 media screens</p>	<p>Scenario 3</p> <p>80% of the expected Tourists = 17.6</p> <p>20% of the expected visitors = 3.4</p> <p>30% of the KSA Population = 9.0M</p> <p>150 Rest stops</p> <p>500 media screens</p>
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US\$ Bln	Scenario 1	Scenario 2	Scenario 3
Users	0.85	1.38	2
Rental	0.2	0.26	0.4
Comm. & media	0.029	0.04	0.053
Total	1.33	1.69	2.45

	Year 1	Year 2 10% YOY	Year 3 10% YOY	Year 4 10% YOY	Year 5 10% YOY	5 Years
Scenario 1	1.33	1.46	1.6	1.76	1.94	\$ 8.10 B
Scenario 2	1.69	1.86	2.05	2.26	2.50	\$ 10.38 B
Scenario 3	2.45	2.69	2.96	3.25	3.6	\$ 14.96 B

Impact



3 Years Income from Activations

\$427M

Year1 ROI (Forecast from Activations US\$)

30% ROI	May-Jun-July 2021		
	Weekly Road Runs	36M	150 Runners x 10\$k x 2/week x 4 weeks x 3 month
	Walk-in& reservation guests	2.4M	200ppl x 5 day a week x 4 week x 3 month X \$ 200
	Concerts	48M	1 per week x 4 week x 3 month x 20k ticket x \$ 200
	TOTAL	86.4M	

44% ROI	Aug-Sep-Oct-Nov-Dec 2021		
	Weekly run's	20M	100 Runners x 10\$K x1/week x 4 weeks x 5 months
	Walk in & Reservation	1.2M	100 guests x 3days x 4 weeks x 5 month x \$ 200
	Concerts	20M	2 per month x 5 months x 10K tickets x 200\$
	TOTAL	41.2M	
	GRAND TOTAL	127.6M	

Year2 ROI (Forecast US\$)

On Season (May June July)		Off Season (Jan Feb Apr March - Aug-Sep-Oct-Nov-Dec 2021)	
Weekly Road Runs	36M	Weekly run's	36M
Walk-in& reservation guests	2.4M	Walk in & Reservation	2.16M
Concerts	48M	Concerts	18M
TOTAL	86.4M	TOTAL	56.16 M
		GRAND TOTAL	142.56 M

Year3 ROI (Forecast US\$)

On Season (May June July)		Off Season (Jan Feb Apr March - Aug-Sep-Oct-Nov-Dec 2021)	
Weekly Road Runs	39.6M	Weekly run's	39.6M
Walk-in& reservation guests	2.6M	Walk in & Reservation	2.37M
Concerts	52.8M	Concerts	19.8M
TOTAL	95M	TOTAL	61.77M
		GRAND TOTAL	156.77M

Total Weekly Road Runs (RSH Summer Drive Experince)

	Year 1	Year 2 10% YOY	Year 3 %10 YOY	Year 4 %10 YOY	Year 5 %10 YOY	In 5 Years
US\$ Mil	34M	38M	41.8M	45.9M	50.6M	US\$ 210.41M



THE RED-SEA HIGHWAY
COMPANY

2030KM OF
ENDLESS
POSSIBILITIES

