

VISION 2030 / KINGDOM OF SAUDI ARABIA (KSA)

Saudi Arabia's Vision 2030 is a strategic plan aimed at diversifying the economy, reducing dependence on oil, and transforming the country into a global investment powerhouse by 2030. Saudi Arabia's giga projects, such as NEOM, The Red Sea Project, and Qiddiya, are transformative developments with projected budgets collectively exceeding (US) \$4.0 Trillion, aimed at driving tourism, economic diversification, and sustainable growth under Vision 2030.

Giga Projects / Hospitality: RED SEA GLOBAL, QIDDIYA, DIRIYAH, TORJENA SKI RESORT, ROSHN, ROYAL COMMISSION FOR RIYADH CITY, SAUDI ENTERTAINMENT / SEVEN, SPORTS BOULAVARD, JEDDAH CENTRAL DEVELOPMENT, ROYAL COMMISSION FOR ALULA, RUA AL MADINAH HOLDING, SAUDI DOWNTOWN COMPANY, BOUTIQUE GROUP, NEW MURABBA.

VISION 2030 / HOTEL CONSTRUCTION / KINGDOM OF SAUDI ARABIA

New Hospitality Developments

- ✓ Hotel Rooms: 320,000
- ✓ Residences: 555,000
- ✓ Retail Space: 4.3 million sq meters
- ✓ Office Space: 6.1 million sq meters

NuAGE International™ Sustainability, Focus and Services: DECKS, CLADDING, PANELS, FLOORS, & DOORS

- ✓ Export sales / Kingdom of Saudi Arabia
- ✓ Project identification
- ✓ Prequalification with owner, designer, and contractors
- ✓ Localization: identification and negotiation of commercial and installation partner
- ✓ Tender and bid development and support
- ✓ Settlement support
- ✓ Customer relationship management

RED SEA GLOBAL (RSG) OVERVIEW

Introduction

RSG is playing a crucial role in Saudi Arabia's Vision 2030 by spearheading sustainable tourism projects in support of diversifying the economy. It has awarded contracts worth over (US) \$7.2 billion for the Red Sea project and (US) \$3.5 billion for the Amaala project, with plans to award more than (US) \$8.0 billion in contracts in 2024/25.

Company Overview

- ✓ Ownership: Wholly owned by the Public Investment Fund (PIF) of Saudi Arabia
- ✓ Business Scope: Tourism, residential, infrastructure, transport, healthcare, and services
- ✓ Other Projects: Thuwal Private Retreat and Al Wajh Airport refurbishment



AL@NUAGEINTL.COM



[LINKEDIN.COM/IN/ALHUBER](https://www.linkedin.com/in/alhuber)



+1.672.33NUAGE (+1.672.336.8243)

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RED SEA GLOBAL (RSG) OVERVIEW (CONT.)

Major Projects

- The Red Sea Project:**
 - Phase 1 (2024-2025): Construction of 16 luxury hotels, including inland and island hotels, and the development of the Red Sea International Airport.
 - By 2030: A total of 50 resorts, offering 8,000 rooms, up to 1,000 residential properties, luxury marinas, golf courses, entertainment, F&B, and leisure facilities across 22 islands and six inland sites.
- AMAALA:**
 - Focus: Wellness and luxury with a 30% net conservation benefit by 2040.
 - Phase 1 (2025): Eight resorts with over 1,200 hotel keys.
 - Upon full completion: 29 hotels, 1,200 luxury residences, high-end retail, and wellness facilities, powered entirely by renewable energy.
- Sustainability and Innovation:**
 - Goals: Net-zero operations by 2030, enhancement of local ecosystems, and use of innovative technology and smart solutions for sustainability.
- Economic and Social Impact:**
 - Contribution to GDP: Significant, with AMAALA alone expected to generate SAR 11.0 billion and create up to 50,000 jobs

Project Highlights

The Red Sea is home to the world's fourth-largest barrier reef system, pristine beaches, dormant volcanoes, desert dunes, mountain canyons, and historical cultural sites.

Recent Milestones

- ✓ The Red Sea welcomed its first guests earlier this month with two hotels open for bookings and the Red Sea International Airport operational.
- ✓ Full completion by 2030 includes 50 resorts, 8,000 hotel rooms, over 1,000 residential properties, and various luxury amenities.

Visions and Goals

Red Sea Global aims to set a global benchmark for sustainable and responsible development, leveraging innovative concepts and technologies to enhance customer, community, and environmental well-being.

RED SEA GLOBAL



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AL HUBER



JOE HOGGAN



JAMES SWEET



TOM JOLIE



MIKE THOMPSON



FRANK KUPFERLE



NUAGE INTERNATIONAL AFFILIATE CORPORATION

Al led 4 successful ground zero start-ups in UK, US, Australia & Canada. The mainstays of each success were the extensive sales, brand building, training and new product development for each of these core markets. Training ranged from 2-day offsite introductory training to 3-day advanced technical courses. Dozens of regional and International trade shows and market development activities compliment his experience at Trus Joist MacMillan, Weyerhaeuser & LP.

INTERNATIONAL TRADE DEVELOPMENT

Joe is a results-driven senior executive with over 25 years' international experience in project management, export sales/market development. Extensive experience securing contracts & developing markets on behalf of SME's & Global 1000 companies in a broad range of sectors in 40 countries. Joe's designed & implemented workshops & seminars in export sales, hospitality, building materials, healthcare development, international standards & quality assurance, oil/gas pipeline instrumentation, IT in NA, Asia Pacific & G.C.C. for Combustion Engineering (CE), Trus Joist MacMillan, MacMillan Bloedel and Weyerhaeuser.

JS CONSULTING

James has a proven 30-year track record opening new markets with new products and services, operating in Europe, Asia and North America. James worked closely with large Corporations like LP, Trus Joist MacMillan, Weyerhaeuser, Consolidated Timber Holdings and as an adviser to the UK Canadian High Commission has guided and assisted smaller enterprises and start-ups connect to the right audience to explore export opportunities. James is a believer in two-key principles for market entry; understand your target market with local intelligence and networking at the right level to get to a yes, or no decision fast.

NEXT GENERATION LBM, INC.

Tom is an accomplished senior level sales and marketing executive with over 20 years of results oriented, professional building materials experience in Canada, US and Europe. Tom possesses a unique ability to work across diverse cultures and functions with excellent interpersonal and communication skills, which are complimented by his strong work ethics and genuine desire to succeed. Tom is extremely fluent in German and has worked with Trus Joist MacMillan and Huber Corporation.

WOODTEC GLOBAL

Mike has decades of sales and marketing experience across PacRim and North America with Trus Joist MacMillan & Weyerhaeuser. Mike has senior level management experience in sales and technical management, manufacturing and lead team positions. Mike speaks Spanish and some Japanese and is extremely well connected and influential in the Japanese market.

CONSULTANTS FOR CONSTRUCTION INNOVATION

Frank is a commercially minded Senior Engineer, fluent in French, English and German, with extensive multidisciplinary experience in the building industry and pan-European approval & certification. Technical support with software development of innovative building products and systems as a recognized expert (member of Wood Expert Society, Vice President of French Technical Approval commission, contributor to European standardization) for over 20 years.



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