

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Meet the CEO building NEOM's tech backbone
Date: Friday, March 31, 2023 9:15:56 AM

Hi [REDACTED],

Sharing an example of a pitch we distributed to around 5 reporters for TONOMUS. [REDACTED]
[REDACTED]

Best,
[REDACTED]
[REDACTED]

Program Manager, International Affairs

mobile: [REDACTED]

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From: [REDACTED]
Sent: Tuesday, March 28, 2023 9:42 AM
To: [REDACTED]
Subject: Meet the CEO building NEOM's tech backbone

Hi [REDACTED],

Hope you don't mind me reaching out. I've read a number of your recent articles on new tech and tech policy, and wanted to get in touch to offer a meeting with Joseph Bradley, the CEO of [TONOMUS](#) – the company responsible for developing the technology to power the world's first cognitive community at NEOM, the \$500bn project being built in Saudi Arabia near the Red Sea.

Joseph is working with leading international technology partners to establish full-scale tech and digital infrastructure that can be applied to NEOM, including a mixed-reality digital-twin metaverse platform. The technology being developed at TONOMUS promises to change the way people communicate, conduct business, and live their lives.

Joseph and the team at TONOMUS are also investing \$1.5bn over five years in ventures and entrepreneurship initiatives around the world to drive this vision forwards.

Joseph will be in Boston on April 13th as part of the Discover NEOM U.S. Tour, which serves to highlight the rapid progress NEOM has been making across its various sectors and NEOM regions. While in town, Joseph would love to sit down with you to discuss the project with you in more detail and TONOMUS' goals moving forward.

Please let me know if speaking with Joseph off the record is of interest to you, and I'd be glad to set up a conversation.

Thanks for your consideration, and I hope to hear from you soon.

Best,

[REDACTED]

[REDACTED]

Program Manager, International Affairs

mobile: [REDACTED]

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