

The below email was distributed to various journalists via email.

From: Kevin Nolan
Sent: Monday, January 1, 2024 9:58 PM
Subject: Press Release - NEOM Launches Norlana

Hello –

Below, please find a press release for the announcement of NEOM's Norlana – an ultra-modern active lifestyle community as the latest addition to the evolving regional development in northwest Saudi Arabia. If you would like to receive any video or photo assets, these can be provided upon request.

Thank you,

Kevin



NEOM announces Norlana, its coastal wellness-focused community

NEOM, Kingdom of Saudi Arabia – The Board of Directors of NEOM has announced Norlana, an ultra-modern active lifestyle community, as the latest addition to the evolving regional development in northwest Saudi Arabia.

Situated on the Gulf of Aqaba's coastline, Norlana creates a unique environment where an exclusive community of 3,000 residents will enjoy contemporary luxury fused with advanced technology, setting a pioneering standard for sustainable modern living.

Within this contemporary community portfolio of 711 residential properties, Norlana offers deluxe mansions, spacious apartments and beach villas integrated with the surrounding dunes, bringing residents closer to serene nature.

Norlana boasts a state-of-the-art 120-berth marina that will serve as an international hub for superyachts, with water taxi services available for residents and guests. The superyacht members club will be a place where like-minded yachting enthusiasts can unwind and enjoy exceptional dining experiences and service while taking in stunning waterfront views.

A spectacular 18-hole golf course is nestled among rugged mountains, with an equestrian and polo center with world-class facilities nearby. Norlana's amenities also cater to a diverse range of water sports including sailing and diving, for residents and guests to immerse themselves in the breathtaking natural environment.

Norlana has been designed to redefine contemporary and active living. With sport, health and well-being at the core of this cutting-edge community, residents and guests will have every opportunity to experience their passions in this magnificent and environmentally sustainable setting.

Aligned with NEOM's commitment to conservation, Norlana will complement its coastal location and be delivered innovatively and sustainably. With a focus on preserving the surrounding land and marine environments, Norlana will offer the pinnacle of ultra-luxury modern living through a harmonious blend of nature and technology.

News of the development follows the recent announcements of Leyja, Epicon, Siranna, and Utamo which are also sustainable tourism destinations located in the Gulf of Aqaba.

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About NEOM

NEOM is an accelerator of human progress and a vision of what a New Future might look like. It is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory – a place where entrepreneurship will chart the course for this New Future. It will be a destination and a home for people who dream big and want to be part of building a new model for exceptional livability, creating thriving businesses and reinventing environmental conservation.

NEOM will include hyperconnected, cognitive cities, ports and enterprise zones, research centers, sports and entertainment venues and tourist destinations. As a hub for innovation, entrepreneurs, business leaders and companies will come to research, incubate and commercialize new technologies and enterprises in groundbreaking ways. Residents of NEOM will embody an international ethos and embrace a culture of exploration, risk-taking and diversity.

For further information email media@neom.com or visit www.neom.com and www.neom.com/en-us/newsroom.



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