
From: [REDACTED]
Sent: Wednesday, August 6, 2025 10:02 AM
To: [REDACTED]
Subject: RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Not a problem [REDACTED], appreciate confirmation of receipt.

There is also a video preview of the course architectures that we would like to offer to one publication. Is that something you would be interested in reviewing for consideration – perhaps as an inclusion in an [REDACTED] newsletter? Happy to share for your thoughts if you like.

[REDACTED]
Senior Vice President

[REDACTED]

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From: [REDACTED] >
Sent: Wednesday, August 6, 2025 8:57 AM
To: [REDACTED]
Subject: Re: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Thanks for sending over, [REDACTED]

[REDACTED]



From: [REDACTED]

Sent: Wednesday, August 6, 2025 8:50 AM

To: [REDACTED]

[REDACTED]

Subject: RE: Introducing “PIF Future Fairways” - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Good morning [REDACTED],

Reaching out to share today’s golf-themed announcement from the [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of “PIF Future Fairways”.

- “PIF Future Fairways” is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
- The showcase kicks off at this weekend’s [PIF London Championship](#), which features the best women’s golfers and an elevated prize fund of \$2 million for competitors, sponsored by PIF.
- The three visionary courses are **Shura Links** (Shura Island), **Laheq Golf Course** (Red Sea Coast), and **Trojena Northern Golf Course** (NEOM Highlands). They are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination. Saudi Arabia aims to triple its current number of golf courses by 2030.
- “PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season, including:
 - PIF Championship: Centurion Club, London (August 8-10, 2025)
 - Aramco Houston Championship: Golfcrest Country Club, Houston (September 5-7, 2025)
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Course Factsheets & Imagery:

- Factsheets for Shura Links, Laheq Golf Course, and Trojena Northern Golf Course (information [here](#))

- Imagery / renderings for each of the courses (library [here](#))
- Golf Saudi ambassador bios: [Carlota Ciganda](#) and [Marianne Skarpnord](#)

Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]
Senior Vice President

[REDACTED]

+++

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From: [REDACTED]
Sent: Tuesday, August 5, 2025 4:28 PM
To: [REDACTED]
Subject: Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

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From: [REDACTED]
Sent: Wednesday, August 6, 2025 10:22 AM
To: [REDACTED]
Subject: RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Terrific, you can find the video in [this Google Drive folder](#). It's 146MB so a bit too large to share as an attachment.

I'm conscious you're likely working on several other things right now, but if you can let me know whether SBJ will use it (or not) as soon as you feasibly can I would massively appreciate it.

Thanks again, [REDACTED]

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Senior Vice President

[REDACTED]

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From: [REDACTED]
Sent: Wednesday, August 6, 2025 10:14 AM
To: [REDACTED]
Subject: Re: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Sure, that'd be great. Thanks!

[REDACTED]

[REDACTED]

From: [REDACTED] >

Sent: Wednesday, August 6, 2025 10:01 AM

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Attachments: [image001.png](#)
[image002.png](#)

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Please let me know if you have any questions or if I can help further, with details on the courses and ambassadors linked below to provide further details.

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PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

WHAT: A pioneering platform blending immersive technology with visionary urban development, "PIF Future Fairways" brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia.

WHEN: 6 August 2025

WHERE: London, United Kingdom

WHO: PIF and Golf Saudi

BACKGROUND CONTEXT: PIF and Golf Saudi today announced the launch of "PIF Future Fairways", a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.

The visionary courses will be located in the Red Sea (Shura Links – Shura Island and Laheq Golf Course – Red Sea Coast) and NEOM (Trojena Northern Golf Course – NEOM Highlands), and are part of PIF's giga-projects, designed to position Saudi Arabia as a world-class golf destination.

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ASSETS:

- Course factsheets (information [here](#))
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- Golf Saudi ambassador bios:
 - [Carlota Ciganda](#)
 - [Marianne Skarpnord](#)

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[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA
Attachments: [image001.png](#)
[image002.png](#)

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[REDACTED]

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Associate Vice President

[REDACTED]



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Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA
Attachments: [image001.png](#)
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Appreciate you may be attending this weekend as well?

[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:14
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

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Associate Vice President





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[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:07
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

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[REDACTED]

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Associate Vice President

[REDACTED]



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[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:01
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

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Associate Vice President

[REDACTED]



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[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:12
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

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[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
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Attachments: [image001.png](#)
[image002.png](#)

Hi [REDACTED],

Hope you're well! Just checking if you may be interested in the below advisory? Really happy to try and get a few more answers from the team at PIF / Golf Saudi if you might have anything specific in mind Q wise?

[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:12
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

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[REDACTED]
Associate Vice President

[REDACTED]



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To: [REDACTED]
Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA
Attachments: [image001.png](#)
[image002.png](#)

Hi [REDACTED],

Hope you're well! Just checking if you might be interested in covering the below or had any questions at all, we'd be really happy to help!

[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:19
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Hi [REDACTED],

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[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA
Attachments: [image004.png](#)
[image005.png](#)

Thanks so much for coming back [REDACTED]. Please do let us know and we can try and sort some written answers for you!

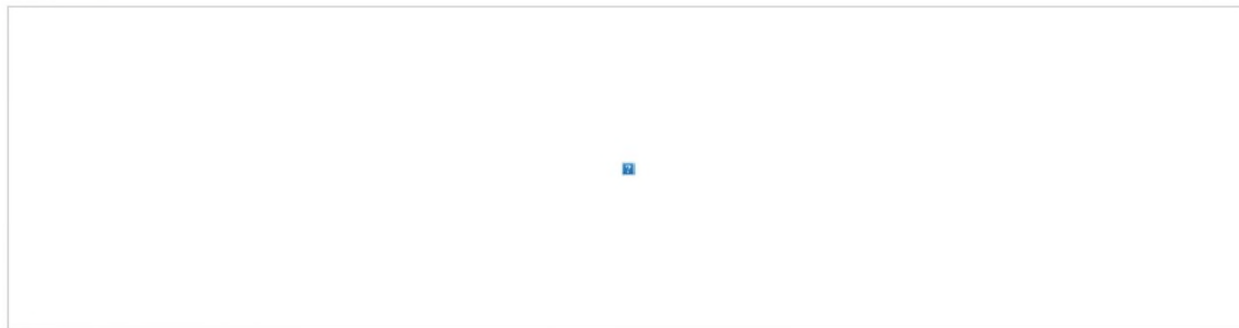
From: [REDACTED] >
Sent: 07 August 2025 12:14
To: [REDACTED]
Subject: Re: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Hey [REDACTED],

Hope you're well mate. Sorry for the late response on this. I'll have a read of this and get back to you with any questions.

Many thanks,

[REDACTED]



From: [REDACTED]
Sent: 07 August 2025 12:03
To: [REDACTED]
Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

You don't often get email from [REDACTED]. [Learn why this is important](#)

EXTERNAL SENDER: Do not click any links or open any attachments unless you trust the sender and know the content is safe.

Hi [REDACTED],

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[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:01
To: [REDACTED] >
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

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[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA
Attachments: [image001.png](#)
[image002.png](#)

Thanks very much, [REDACTED]. Very much understand, perhaps if you had any questions on the future of golf in Saudi we could be helpful there to make it a grander piece?

[REDACTED]

From: [REDACTED]
Sent: 07 August 2025 12:24
To: [REDACTED]
Subject: Re: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Thank you, but this is not quite for us. We are interested in bigger announcements and games, though.

On Thu, 7 Aug 2025 at 12:15, [REDACTED] > wrote:

Hi [REDACTED],

Hope you're well! Just checking if you might be interested in covering the below or had any questions at all, we'd be really happy to help!

[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 13:19
To: [REDACTED]
Subject: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Hi [REDACTED],

Hope you're well. On behalf of PIF, please see below a media advisory detailing the announcement of "PIF Future Fairways", a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.

Please let me know if you have any questions or if I can help further, with details on the courses and ambassadors linked below to provide further details.

[REDACTED]

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Public Investment Fund - Wikipedia



MEDIA ADVISORY

PIF AND GOLF SAUDI LAUNCH “PIF FUTURE FAIRWAYS”, BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

WHAT: A pioneering platform blending immersive technology with visionary urban development, “PIF Future Fairways” brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia.

WHEN: 6 August 2025

WHERE: London, United Kingdom

WHO: PIF and Golf Saudi

BACKGROUND CONTEXT: PIF and Golf Saudi today announced the launch of “PIF Future Fairways”, a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.

The visionary courses will be located in the Red Sea (Shura Links – Shura Island and Laheq Golf Course – Red Sea Coast) and NEOM (Trojena Northern Golf Course – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.

Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.

“PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season:

- PIF Championship: Centurion Club, London (August 8-10, 2025)
- Aramco Houston Championship: Golfcrest Country Club, Houston (September 5-7, 2025)
- Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

ASSETS:

- Course factsheets (information [here](#))
- Course renders (library [here](#))
- Golf Saudi ambassador bios:
 - [Carlota Ciganda](#)
 - [Marianne Skarpnord](#)

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[REDACTED]

Associate Vice President

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA
Attachments: [image001.png](#)
[image002.png](#)

Hi [REDACTED],

Apologies that I've been in such frequent contact recently, but checking if you needed anything further from me on the advisory below? If you had any specific questions, I can of course look to try and get back to you with some answers if helpful, particularly with the PIF Champs starting tomorrow?

[REDACTED]

From: [REDACTED]
Sent: 06 August 2025 15:14
To: [REDACTED]
Subject: RE: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Thanks, [REDACTED]. On hand if you need anything

From: [REDACTED] >
Sent: 06 August 2025 14:23
To: [REDACTED] >
Subject: Re: PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Thanks [REDACTED]

On Wed, 6 Aug 2025 at 13:03, [REDACTED] > wrote:

Hi [REDACTED],

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[REDACTED]

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Public Investment Fund - Wikipedia

MEDIA ADVISORY

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[REDACTED]
Associate Vice President

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]