

From: [REDACTED]
To: [REDACTED]
Subject: Preview: Saudi Arabia's Visionary Golf Courses & Future of Global Golf Tourism

Hi [REDACTED]

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#), hope all's well.

Having read your periodic coverage of course architecture/scenery, such as [Seven Canyons Golf Club](#) and [Royal Porthcawl](#), might you be interested in doing a preview piece on three ambitious new golf developments underway in Saudi Arabia: **Shura Links, Laheq Golf Course, and Trojena Northern Golf Course?**

Each course offers a distinct design identity — from Red Sea coastal links to alpine terrain in NEOM. They are integrated into PIF's various 'destination giga-projects' and part of the country's broader push to become a global golf tourism hub.

This launch also coincides with the debut of "PIF Future Fairways", a traveling tech-driven showcase using 3D mapping and golf simulators to preview the courses. This kicks off at this weekend's PIF London Championship and will also appear at the Aramco Houston Championship (Golfcrest Country Club, September 5-7) and Aramco Shenzhen Championship (Mission Hills, November 6-8).

You can find:

- Factsheets for each course [here](#)
- Imagery / renderings for each course [here](#)
- A 60-second video asset covering all three courses [here](#)

If helpful, I can also relay any questions you may have to the course designers, PIF, and/or Golf Saudi.

It would be great to know what else you might need to pique your interest here. All feedback welcome, if you're able/willing to share.

Many thanks,

[REDACTED]

[REDACTED]
Senior Vice President

[REDACTED]

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED]
To: [REDACTED]
Subject: RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Hi [REDACTED],

Just following up to see if you would be interested in previewing three new golf course developments underway in Saudi Arabia: **Shura Links, Laheq Golf Course, and Trojena Northern Golf Course.**

Given your focus on travel and course design, I thought these projects and their connection to Saudi Arabia's broader tourism/leisure strategy could be a fit — whether as a preview, design spotlight, or a broader look at how Saudi Arabia is positioning itself as a global golf destination.

Each course offers a distinct design identity and landscape — from coastal links-style layouts to alpine terrain — and all are part of destination resorts set to open in the next few years. Factsheets for each course are available [here](#), while imagery / renderings can be found [here](#).

In addition, there is also a 60-second video asset ([available here](#)), if you would like to use it.

If helpful, I can also relay any questions you may have to the course designers, PIF, and/or Golf Saudi. Happy to tailor to what you'd find most useful.

Let me know what you think — any feedback or a steer re. what you would need to pique your interest would be greatly appreciated.

Best,

[REDACTED]

[REDACTED]
Senior Vice President

[REDACTED]

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED]
Sent: Wednesday, August 6, 2025 9:32 AM
To: [REDACTED]
Subject: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Good morning [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding today's launch of "PIF Future Fairways" (more details below).

- "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)
 - Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

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](#)

There is also a video preview of the course architectures that we would like to offer to one publication as an exclusive multimedia asset. Please let me know if you would like to review this for consideration.

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


Senior Vice President



+++

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED]
To: [REDACTED]
Subject: RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Hi [REDACTED],

I wanted to follow up on the below to see if you would be interested in previewing three high-profile golf course developments currently underway in Saudi Arabia: **Shura Links, Laheq Golf Course, and Trojena Northern Golf Course.**

Given your background covering the business of golf and course development (as recently as [yesterday](#)), these projects may be of interest — both in terms of design pedigree and their strategic role in expanding the global golf map.

Each course reflects a different architectural and environmental vision — from coastal links-style layouts to high-elevation alpine terrain — and all are part of broader resort destinations backed by sovereign capital, with aspirations to attract global play and host future championship events.

Factsheets for each course are available [here](#), while imagery / renderings can be found [here](#). In addition, here is also a 60-second video asset ([available here](#)), if you would like to use it.

If helpful, I can also relay any questions you may have to the course designers, PIF, and/or Golf Saudi. Happy to tailor to what you'd find most useful.

Let me know what you think — any feedback or a steer re. what you would need to pique your interest would be greatly appreciated.

Best,

[REDACTED]

[REDACTED]
Senior Vice President

[REDACTED]

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED]
Sent: Wednesday, August 6, 2025 9:30 AM
To: [REDACTED]
Subject: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Good morning, [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding today's launch of "PIF Future Fairways" (more details below).

- "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)
 - Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

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](#)

There is also a video preview of the course architectures that we would like to offer to one publication as an exclusive multimedia asset. Please let me know if you would like to review this for consideration.

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


Senior Vice President



+++

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED]
To: [REDACTED]
Subject: Re: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Hi [REDACTED], thank you for the feedback here. I am sourcing the answers to those questions and will revert as soon as I have them for you.

Best,
[REDACTED]

Sent from iPhone

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED] >
Sent: Thursday, August 7, 2025 12:32
To: [REDACTED]
Subject: Re: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Hi [REDACTED],

I don't know that I have the runway for this right now with other stories/projects I have backed up.

When is the targeted opening date of Shura Links? Something more specific yet than next month?

Also, is there a estimated or hopeful opening date for Trojena or an architect connected with that one?

Thanks,
[REDACTED]

[REDACTED]

[REDACTED]

On Thursday, August 7, 2025 at 11:38:15 AM EDT, [REDACTED] wrote:

Hi [REDACTED]

I wanted to follow up on the below to see if you would be interested in previewing three high-profile golf course developments currently underway in Saudi Arabia: **Shura Links**, **Laheq Golf Course**, and **Trojena Northern Golf Course**.

Given your background covering the business of golf and course development (as recently as [yesterday](#)), these projects may be of interest — both in terms of design pedigree and their strategic role in expanding the global golf map.

Each course reflects a different architectural and environmental vision — from coastal links-style layouts to high-elevation alpine terrain — and all are part of broader resort destinations backed by sovereign capital, with aspirations to attract global play and host future championship events.

Factsheets for each course are available [here](#), while imagery / renderings can be found [here](#). In addition, here is also a 60-second video asset ([available here](#)), if you would like to use it.

If helpful, I can also relay any questions you may have to the course designers, PIF, and/or Golf Saudi. Happy to tailor to what you'd find most useful.

Let me know what you think — any feedback or a steer re. what you would need to pique your interest would be greatly appreciated.

Best,

[REDACTED]

[REDACTED]

Senior Vice President

[REDACTED]

[REDACTED]

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC

From: [REDACTED]
Sent: Wednesday, August 6, 2025 9:30 AM
To: [REDACTED]
Subject: Introducing “PIF Future Fairways” - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Good morning [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding today's launch of “PIF Future Fairways” (more details below).

- “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)
 - Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

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](#)

There is also a video preview of the course architectures that we would like to offer to one publication as an exclusive multimedia asset. Please let me know if you would like to review this for consideration.

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

[REDACTED]

Senior Vice President

[REDACTED]

[REDACTED]

+++

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC