



HRH Crown Prince Mohammed bin Salman announces designs for THE LINE, the city of the future in NEOM

Jeddah, Kingdom of Saudi Arabia, July 25, 2022 – His Royal Highness Mohammed bin Salman, Crown Prince and Chairman of the NEOM Board of Directors, today announced the designs of THE LINE, a civilizational revolution that puts humans first, providing an unprecedented urban living experience while preserving the surrounding nature. In January last year, His Royal Highness launched the initial idea and vision of the city that redefines the concept of urban development and what cities of the future should look like.

The designs of THE LINE embody how urban communities will be in the future in an environment free from roads, cars and emissions. It will run on 100% renewable energy and prioritize people's health and well-being over transportation and infrastructure as in traditional cities. It puts nature ahead of development and will contribute to preserving 95% of NEOM's land.

The announcement reveals the most important characteristics of THE LINE, which is only 200 meters wide, 170 kilometers long and 500 meters above sea level. THE LINE will eventually accommodate 9 million residents and will be built on a footprint of 34 square kilometers, which is unheard of when compared to other cities of similar capacity. This in turn will reduce the infrastructure footprint and create never-before-seen efficiencies in city functions. Its ideal climate all year round will ensure that residents can enjoy surrounding nature when walking around. Residents will also have access to all facilities in THE LINE within a five-minute walk, in addition to a high-speed rail with an end-to-end transit of 20 minutes.

HRH Crown Prince Mohammed bin Salman said, "At THE LINE's launch last year, we committed to a civilizational revolution that puts humans first based on a radical change in urban planning. The designs revealed today for the city's vertically layered communities will challenge the traditional flat, horizontal cities and create a model for nature preservation and enhanced human livability. THE LINE will tackle the challenges facing humanity in urban life today and will shine a light on alternative ways to live."

HRH added, "We cannot ignore the livability and environmental crises facing our world's cities, and NEOM is at the forefront of delivering new and imaginative solutions to address these issues. NEOM is leading a team of the brightest minds in architecture, engineering and construction to make the idea of building upwards a reality."

HRH continued, "NEOM will be a place for all people from across the globe to make their mark on the world in creative and innovative ways. NEOM remains one of the most important projects of Saudi Vision 2030, and our commitment to delivering THE LINE on behalf of the nation remains resolute."

THE LINE offers a new approach to urban design: The idea of layering city functions vertically while giving people the possibility of moving seamlessly in three dimensions (up, down or across) to

access them is a concept referred to as Zero Gravity Urbanism. Different from just tall buildings, this concept layers public parks and pedestrian areas, schools, homes and places for work, so that one can move effortlessly to reach all daily needs within five minutes.

THE LINE will have an outer mirror facade that will provide its unique character and allow even its small footprint to blend with nature, while the interior will be built to create extraordinary experiences and magical moments. It will be created by a team of world-renowned architects and engineers, led by NEOM, to develop this revolutionary concept for the city of the future.

In order to change business as usual, the city's design will be completely digitized, and the construction industrialized to a large degree by significantly advancing construction technologies and manufacturing processes. The announcement of THE LINE's designs is a continuation of NEOM's progress in the development of its flagship projects such as OXAGON, its reimagined manufacturing and innovation city; and TROJENA, its global mountain tourism destination that will offer the Arabian Gulf's first outdoor skiing; as well as the launch of two of NEOM's subsidiaries: ENOWA, its energy, water and hydrogen company; and the NEOM Tech & Digital Company.

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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 towns and 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.

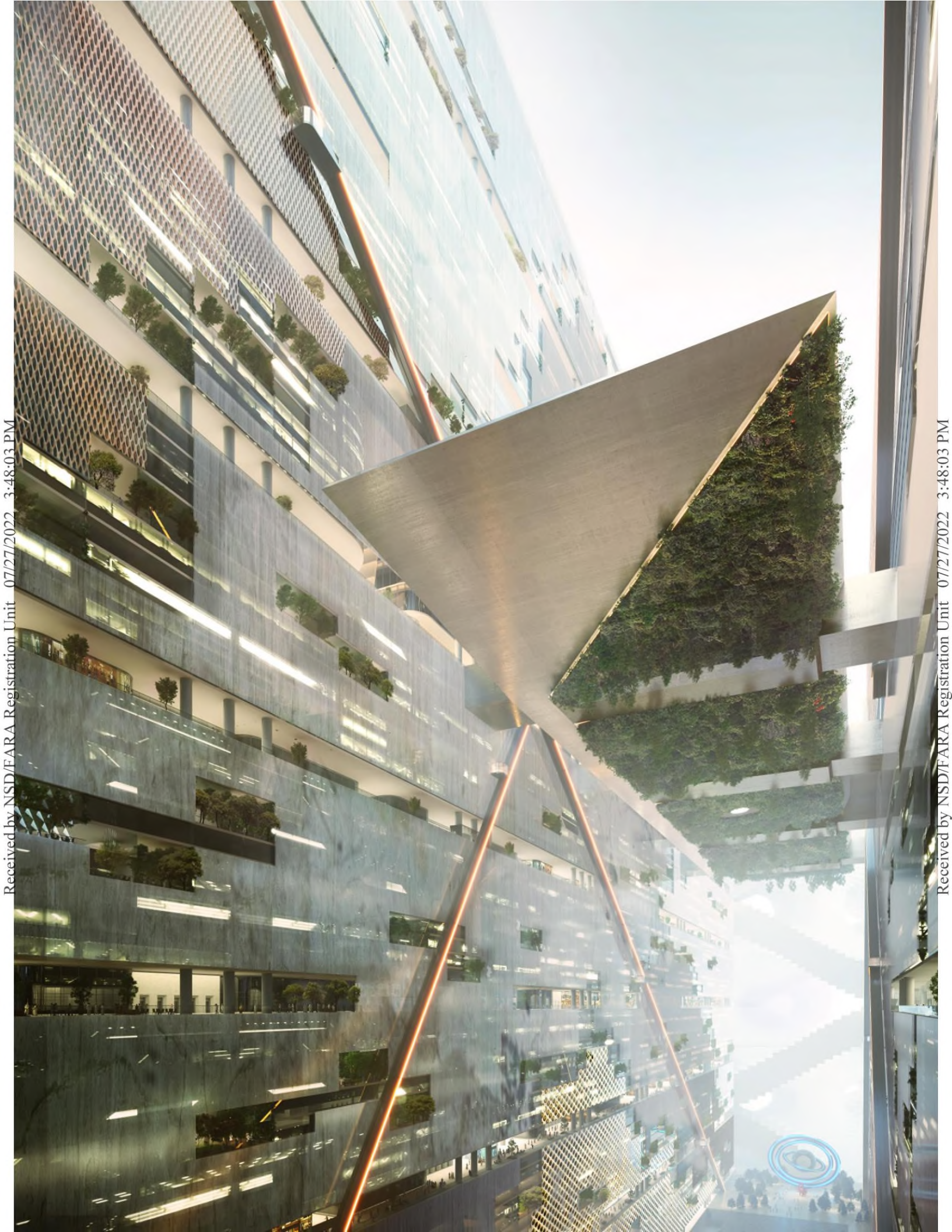
For further information email media@neom.com or visit www.neom.com and www.neom.com/en-us/newsroom.

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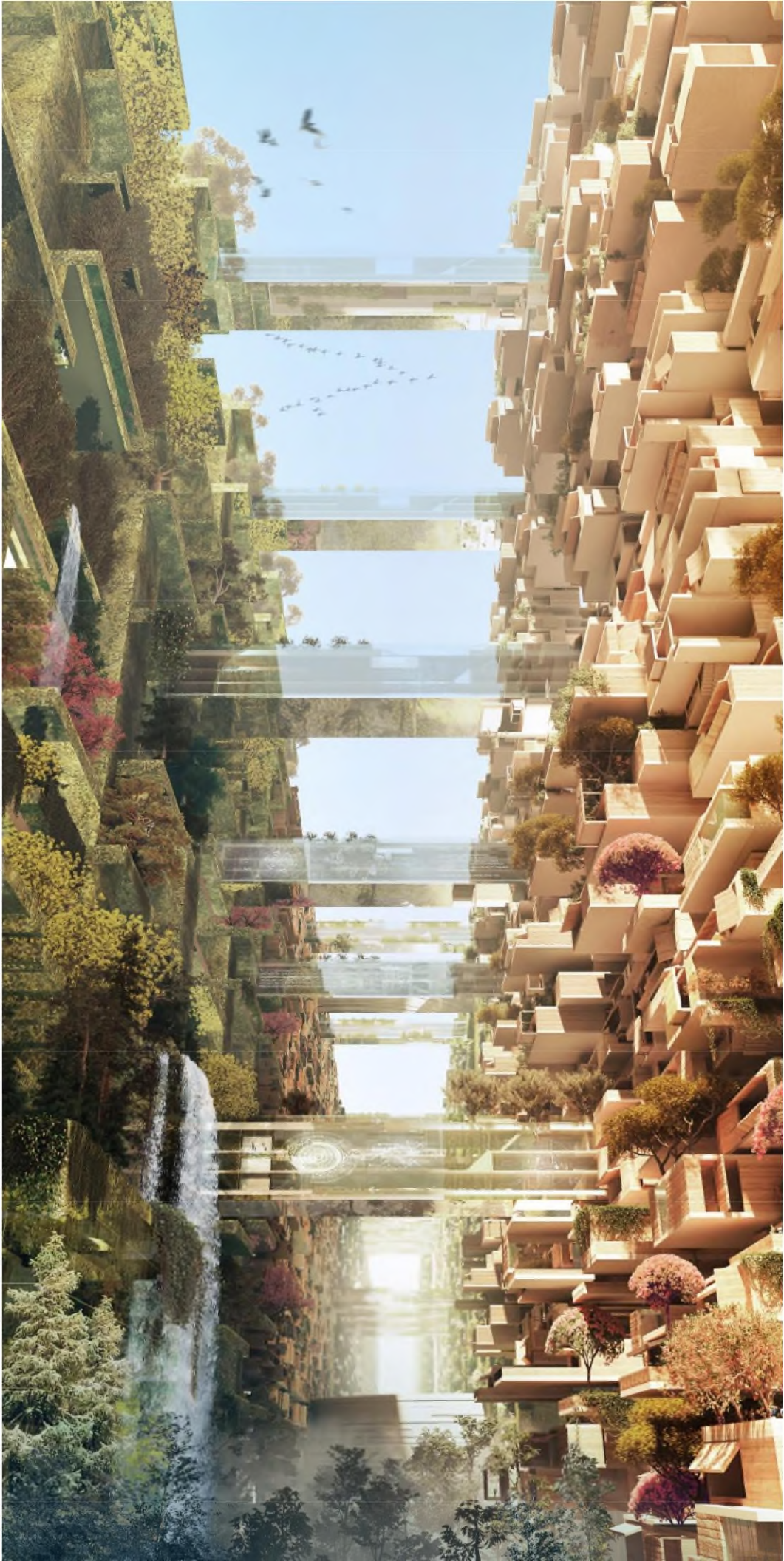








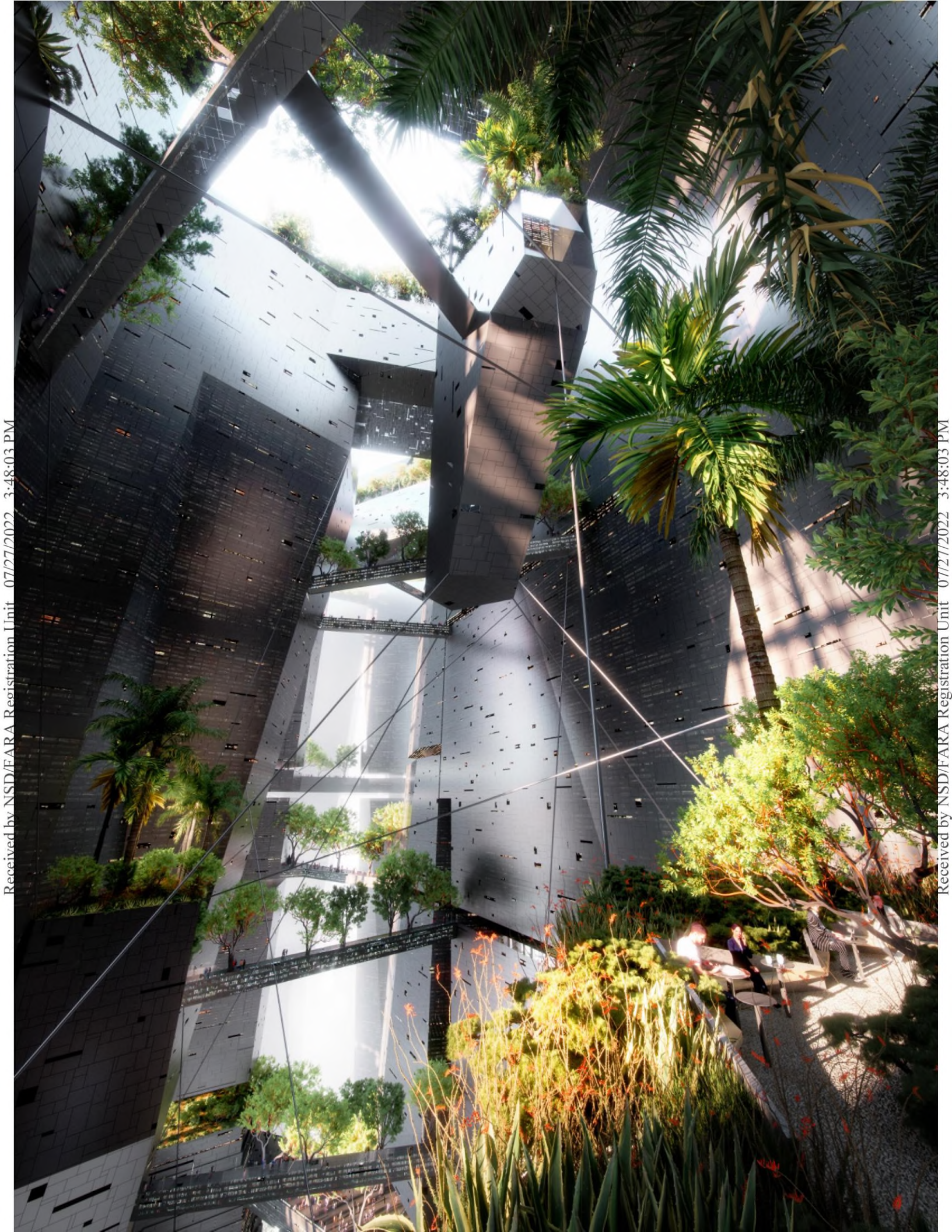




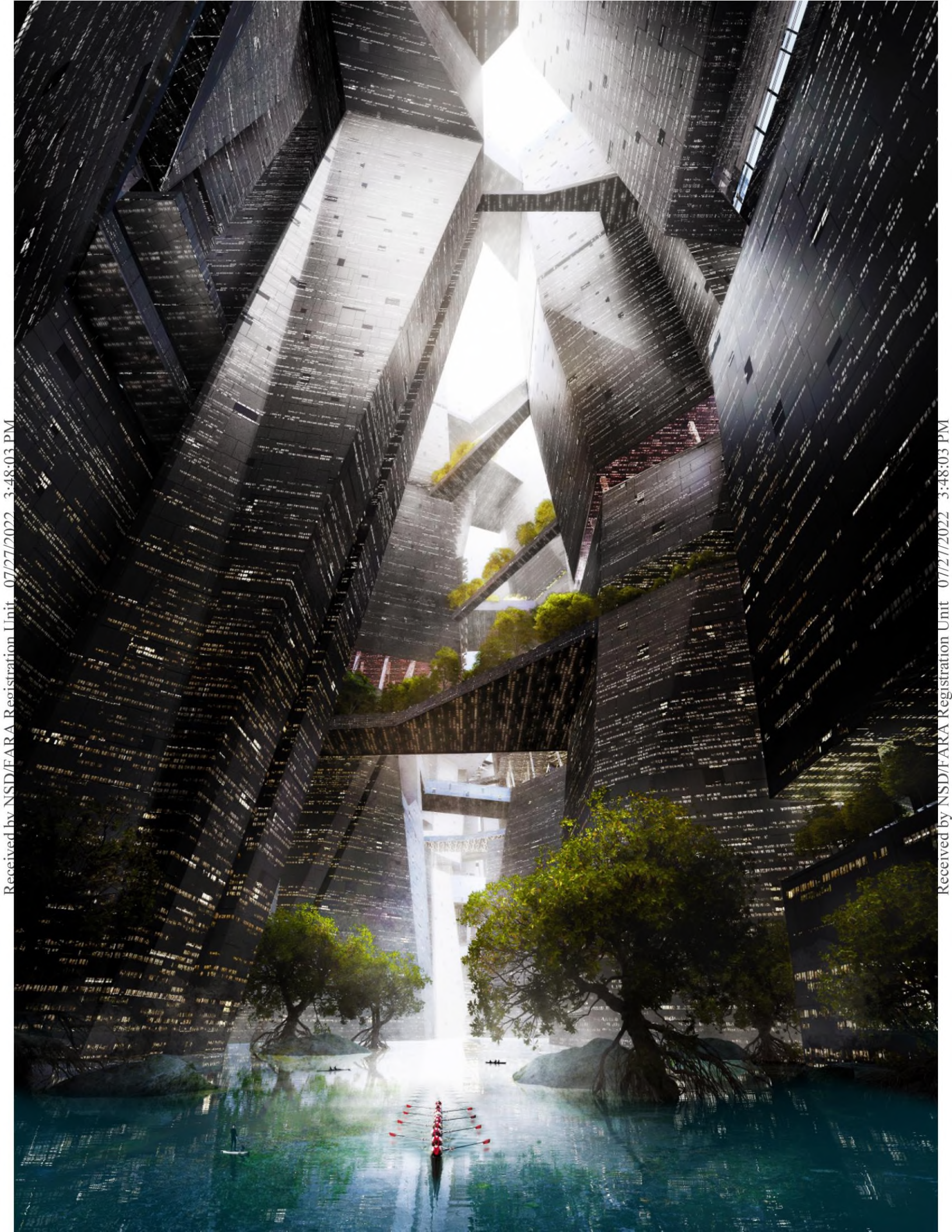


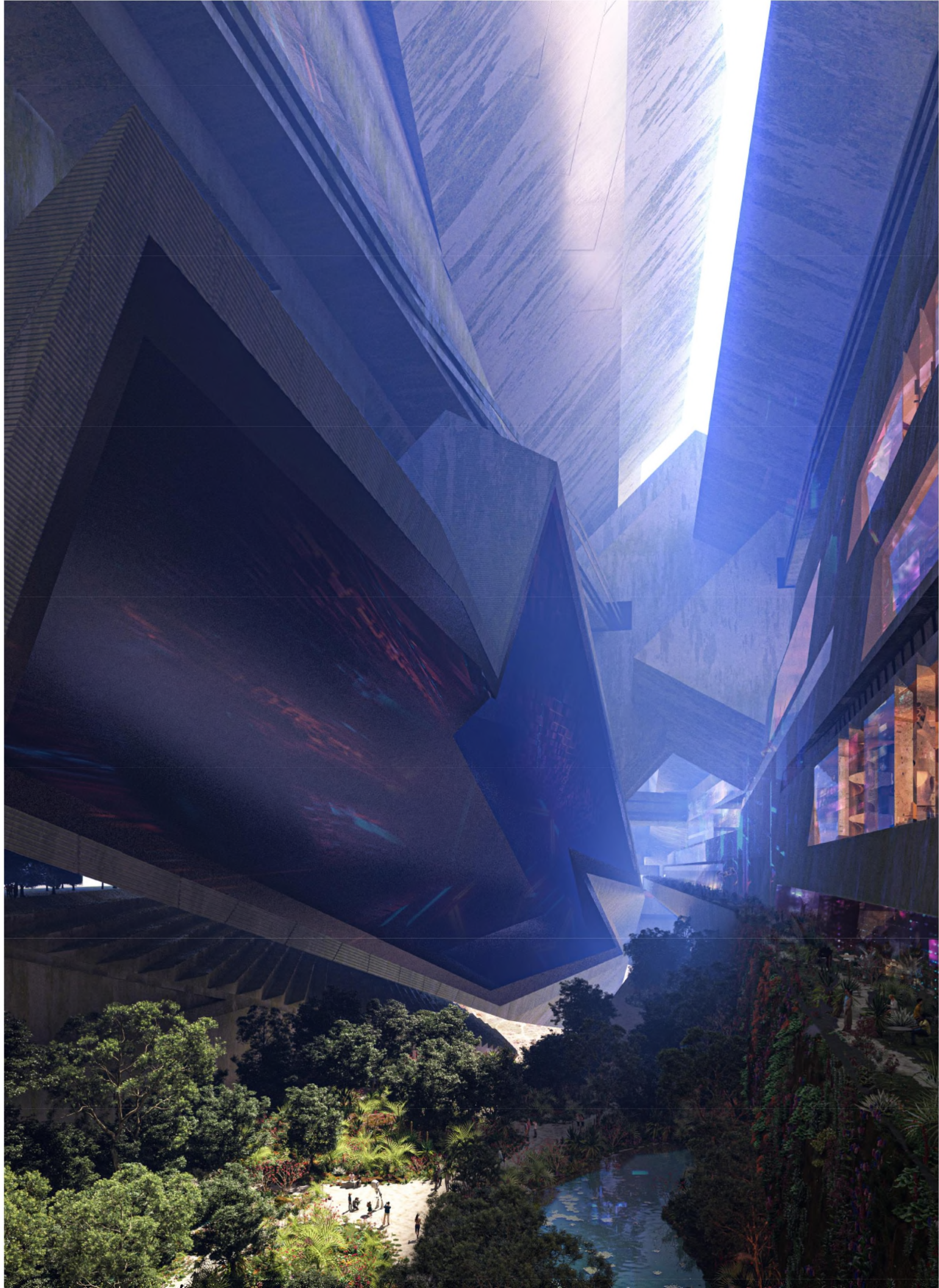


















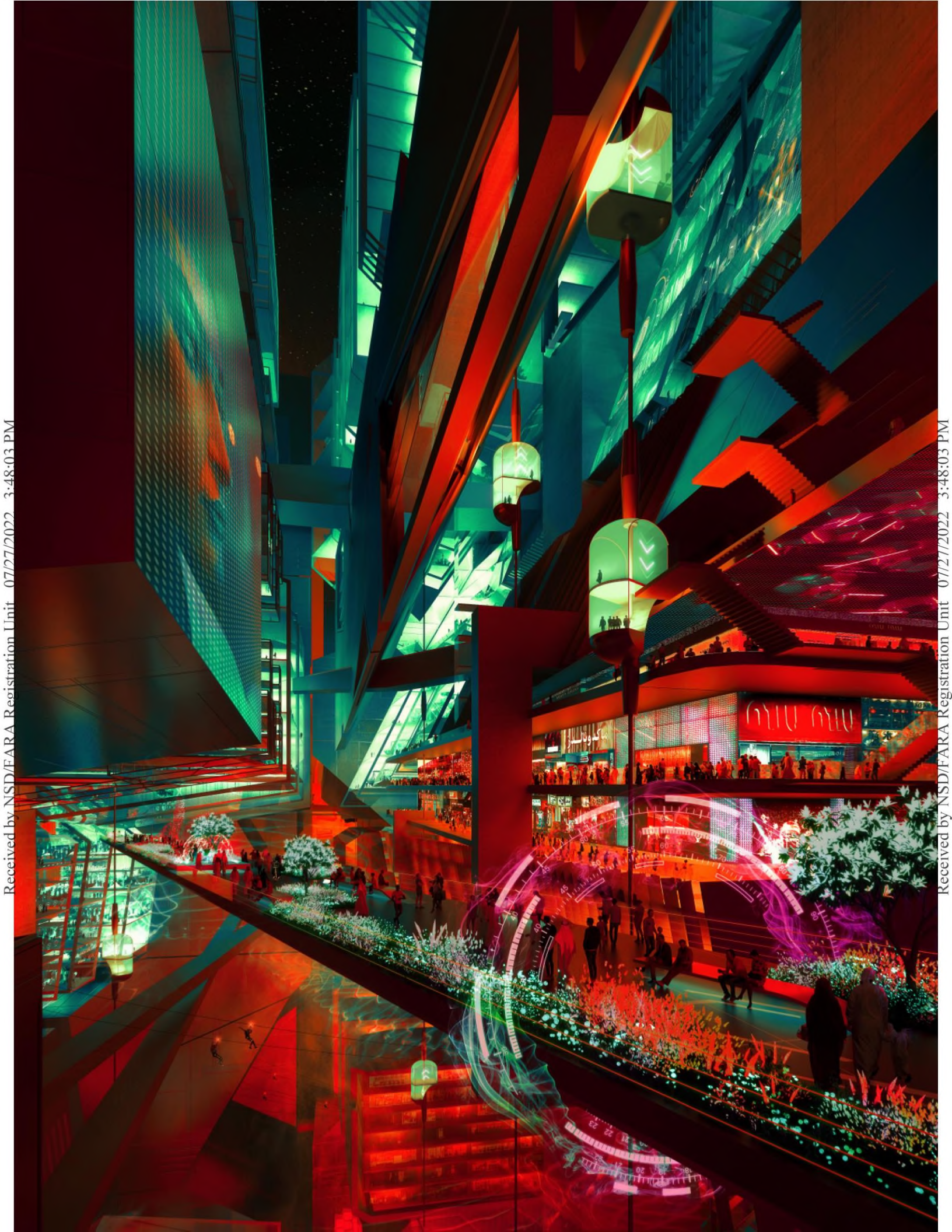


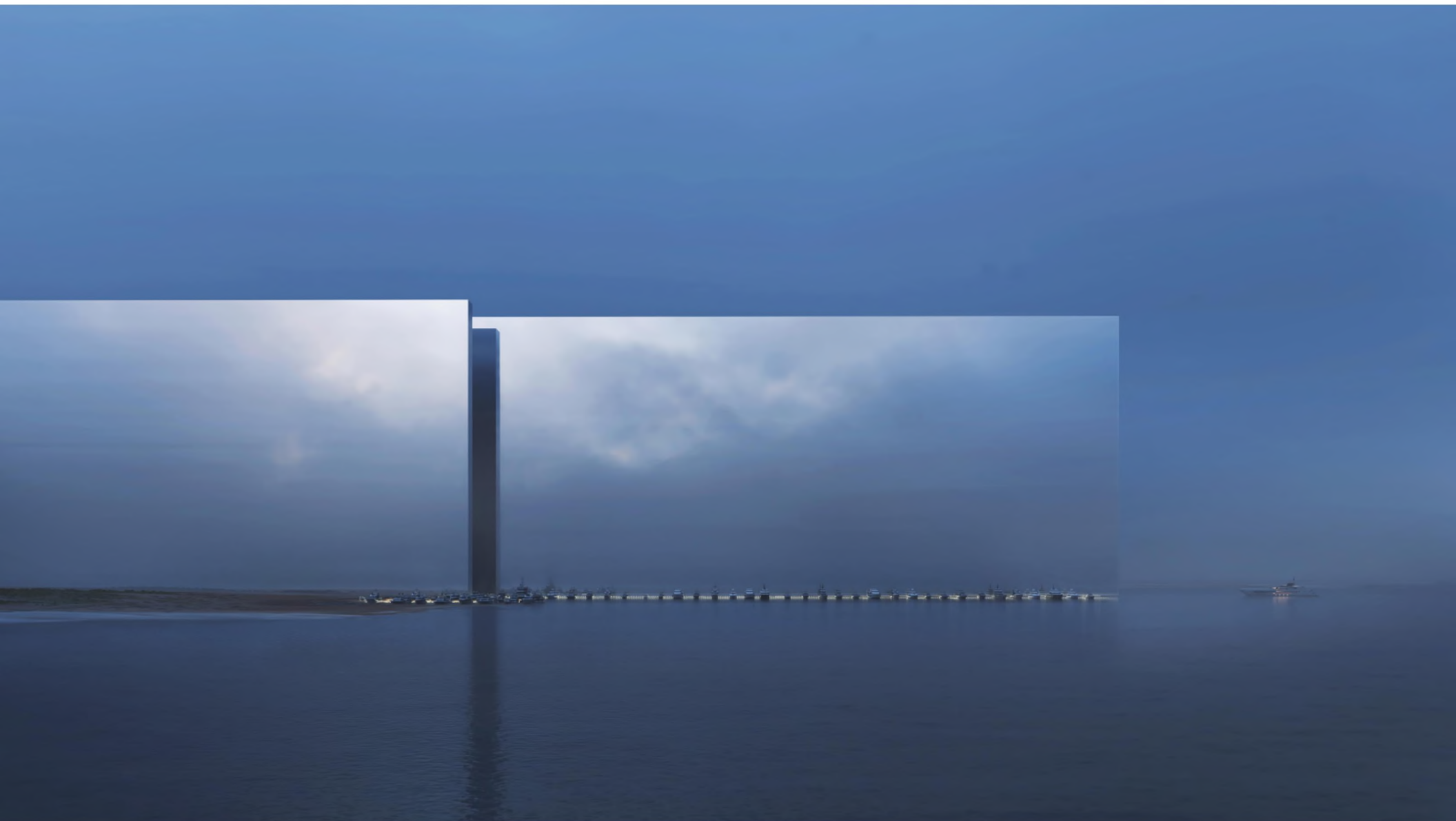


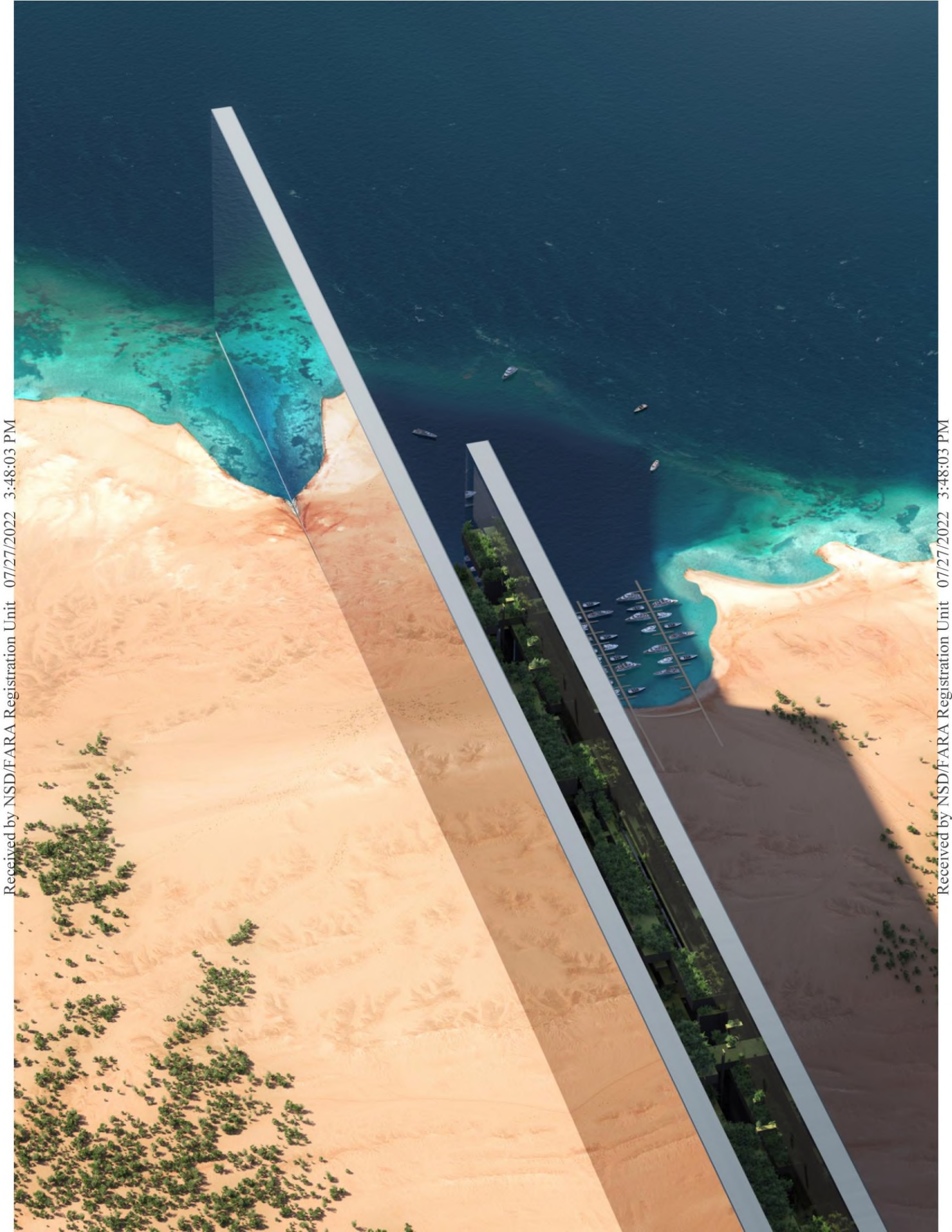




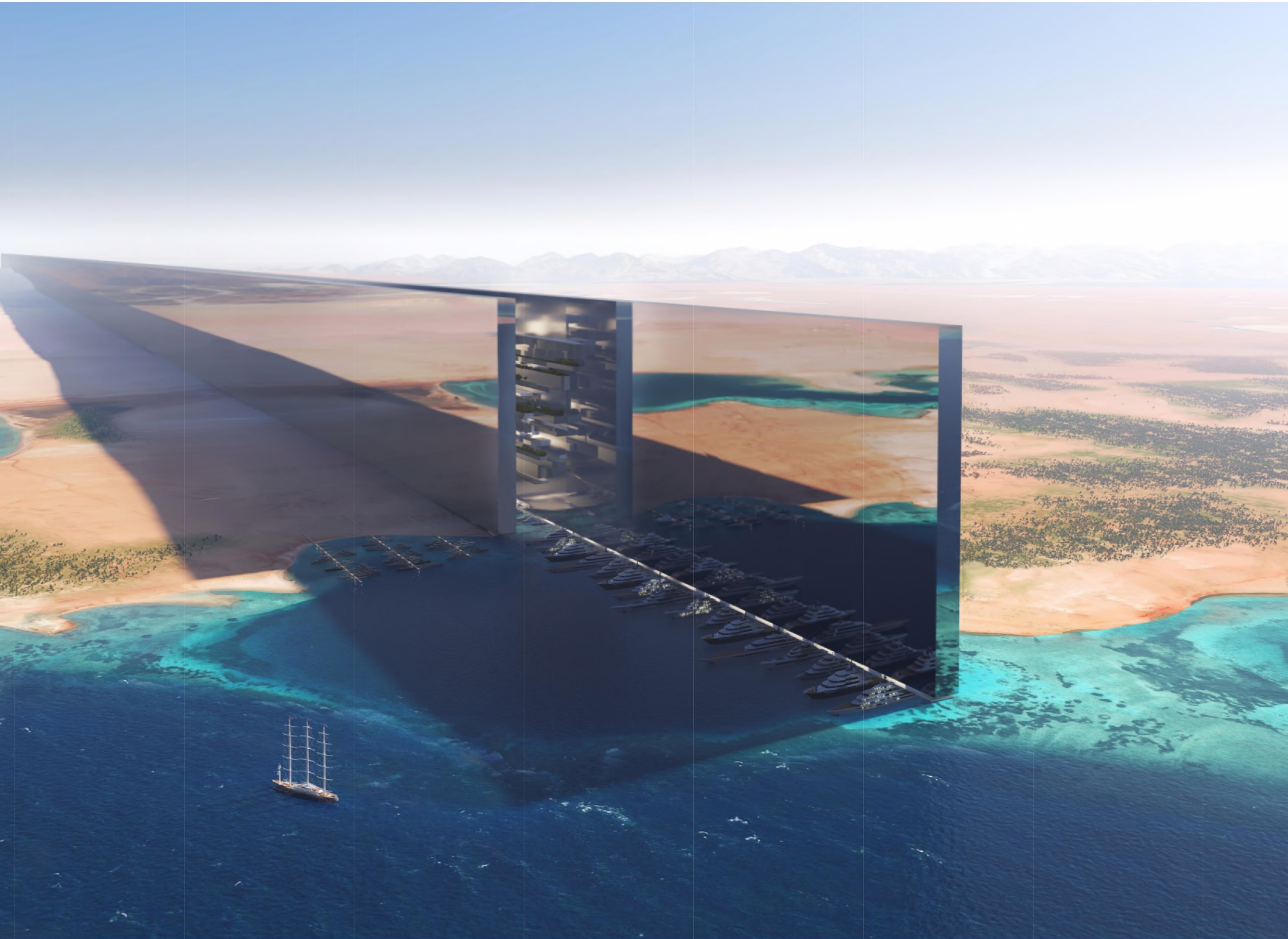














THE LINE PRESERVING NEOM'S ENVIRONMENT

170KM LONG, IT CROSSES THREE DISTINCT REGIONS,
EACH WITH THEIR OWN DIVERSE ECOLOGIES THAT
MAKE THEM IDEAL FOR DIFFERENT PURPOSES.

170 KM

TOTAL LENGTH
OF THE LINE

3 REGIONS

DIVERSE ECOLOGIES

95%

NATURE PRESERVED



COASTAL DESERT



MOUNTAIN



UPPER VALLEY

GULF OF AQABA

KINGDOM OF
SAUDI ARABIA

COASTAL DESERT

MOUNTAIN

UPPER VALLEY

THE LINE

RED SEA

NEOM.COM

THE LINE REDEFINED LIVING

THE MODULES ARE DESIGNED TO HOUSE UP TO 80,000 PEOPLE IN CLOSE PROXIMITY TO WORK, LEISURE, EDUCATION AND HEALTH SERVICES, ENABLING EVERYONE TO ATTAIN A GOOD WORK/LIFE BALANCE.

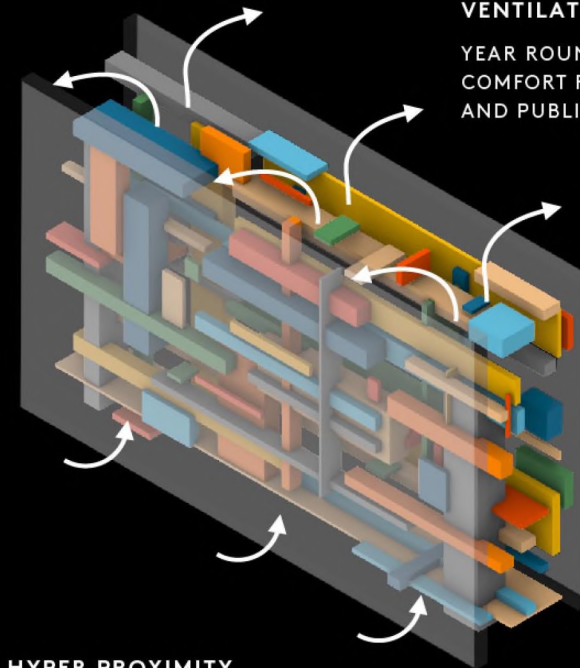
2 MIN
UNINTERRUPTED
ACCESS TO NATURE

ZERO
CARS &
CARBON EMISSIONS

5 MIN WALK
TO ALL AMENITIES

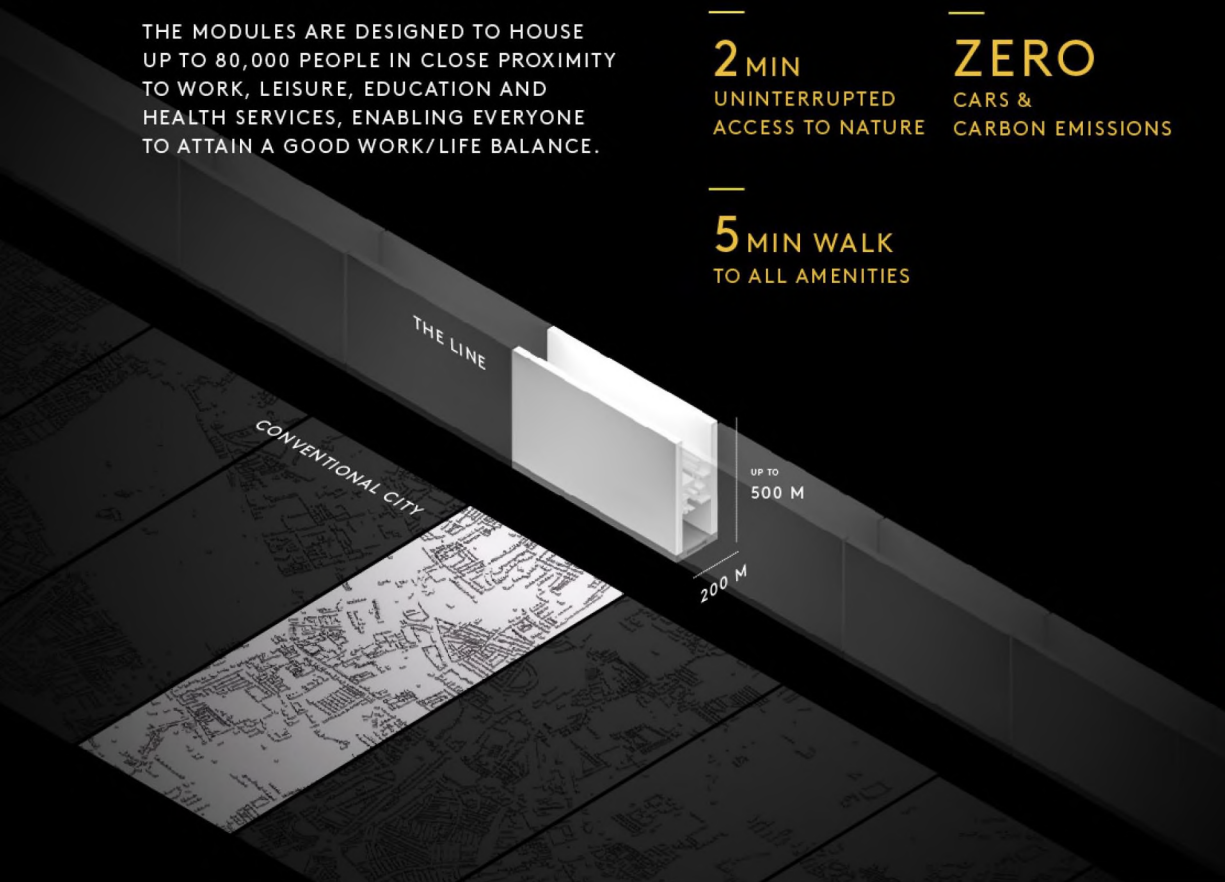
**NATURAL
VENTILATION**

YEAR ROUND THERMAL
COMFORT FOR INDOOR
AND PUBLIC SPACES



HYPER PROXIMITY OF AMENITIES

- RETAIL
- OFFICE
- HEALTH
- LEISURE
- CULTURE
- EDUCATION
- HOSPITALITY
- RESIDENTIAL





THE LINE A STRATEGIC LOCATION

THE LINE IS LOCATED WITHIN NEOM IN THE NORTHWEST OF SAUDI ARABIA ON THE RED SEA, WITH DIVERSE TERRAIN THAT INCLUDES RED-DESERT EXPANSES AND SNOW-TOPPED MOUNTAINS THAT HAVE VIEWS OF THE GULF OF AQABA.

40%

OF THE WORLD LESS THAN
6 HOURS AWAY BY AIR

13%

OF GLOBAL TRADE PASSES
THROUGH THE RED SEA



THE LINE A RESTORATIVE CITY



NATURE			PEOPLE			ECONOMY		
PROTECTION 95% OF NEOM IS PRESERVED NATURE	MINIMAL FOOTPRINT 2% OF CONVENTIONAL CITY - ZERO EMISSIONS	100% RENEWABLE SOLAR + WIND + HYDROGEN	CLOSE-KNIT COMMUNITY ACCESS TO 80,000 PEOPLE IN 5 MINUTES	5-MIN NEIGHBORHOOD ACCESS TO DAILY AMENITIES	ACCESS TO NATURE IMMEDIATE AND UNIVERSAL ACCESS	KNOWLEDGE-BASED PROMOTING EDUCATION, RESEARCH & INNOVATION	EMPOWERING INDIVIDUALS ATTRACTING AND NURTURING THE BEST TALENT	ACCELERATING PROGRESS CREATING THE RIGHT ECOSYSTEM FOR THE ECONOMY OF THE FUTURE



THE LINE REVOLUTIONARY URBANISM

THE LINE IS COMPRISED OF A SERIES OF INTERCONNECTED MODULES, REACHING 500M HIGH.

THE CORE ELEMENTS OF EVERY MODULE ARE STANDARDIZED TO MAXIMIZE COMPATIBILITY AND DRIVE DOWN CONSTRUCTION COSTS.

170 KM

LENGTH OF THE LINE

500 M ABOVE SEA-LEVEL

HEIGHT OF THE LINE

200 M

WIDTH OF THE LINE

34 SQ.KM

FOOTPRINT OF THE LINE
2% OF CONVENTIONAL CITIES

NEOM.COM