

السودة للتطوير
Soudah Development

Soudah Development Company Profile



A PIF COMPANY



ABOUT SOUDAH DEVELOPMENT

Soudah Development is company owned by the Public Investment Fund (PIF) of Saudi Arabia. Chaired by HRH Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister of Saudi Arabia.

Established in February 2021, it aims to develop Soudah and parts of Rijal Almaa in the Aseer region into a world-class luxury mountain tourism destination. The focus is on authentic cultural experiences and immersion in nature, in line with Saudi Vision 2030.

With an investment strategy exceeding SAR 11 billion, the company focuses on:



**Positioning Soudah as
an ultra-luxury
mountain destination**



**Developing land, real
estate, and modern
infrastructure**



**Driving job creation
and building local
talent**



**Protecting natural
resources and
eliminating visual
pollution**



**Preserving and
promoting the culture
and heritage of the local
community**





BOARD OF DIRECTORS



Crown Prince
Prime Minister

HRH
Prince Mohammed Bin Salman Bin Abdulaziz Al Saud

Soudah Development Board of Directors is led by HRH Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud, his vice president HRH the Minister of Culture, and a group of national experts who are leading the company to achieve the objectives of the Public Investment Fund and to contribute to supporting the Saudi Vision 2030.



HH Prince
**Badr bin Abdullah
bin Farhan
Al Saud**
Vice Chairman



HRH Prince
**Turki Bin Talal
Bin Abdulaziz
Al Saud**
Member of the Board



HRH Prince
**Dr. Faisal bin Abdulaziz
bin Ayyaf**
Member of the Board



HIS EXCELLENCY Eng.
**Ibrahim
Al-Sultan**
Member of the Board



HIS EXCELLENCY
**Fahd
Al Rasheed**
Member of the Board



MR.
**Aiman
Al Mudaifer**
Member of the Board



EXECUTIVE MANAGEMENT
Eng. Saleh Aloraini
CEO of Soudah Development



SD EXECUTIVE MANAGEMENT



CEO of Soudah Development

Eng. Saleh Aloraini



Daniel McBriarty
Chief Development Officer



Yassir AlReshaid
Chief Financial Officer



Ibrahim Aljasir
Chief Human Capital
Officer



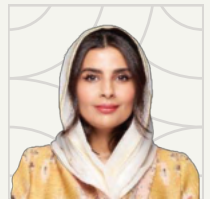
Konstantinos Michail
Chief Commercial Officer



Srdan Susic
Chief Destination
Sustainability Officer



Hussam AlDaghfag
Chief Corporate Services
Officer



Bedor Alrashoudi
Chief Strategy Officer



Abdulaziz AlRaggas
Acting Chief Legal Officer



OUR VISION

To be the luxury mountain destination offering unparalleled experiences.



OUR MISSION

To create memorable experiences through developing a sustainable destination and promoting our unique nature, culture and heritage.

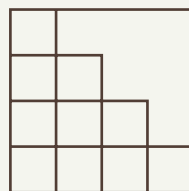




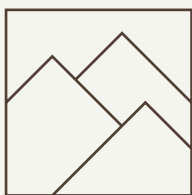
SOUDAH DEVELOPMENT COMMITMENT



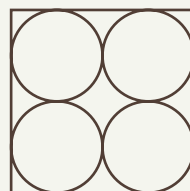
To create
1000 +
direct and indirect
jobs By 2030



To develop more than
30 Commercial
and entertainment attractions



The Project expects
2 Million
annual Visitors
by 2030.



Will contribute to estimated
+ SAR 29 Billion
to the kingdom's cumulative
GDP by the year 2030



DESTINATION PILLARS



Adventure and Sports

From mountain trails and serpentine hiking paths to paragliding, golf course, horseback riding and rock climbing, Soudah Development will offer a wide range of exhilarating sports activities that can be enjoyed throughout the year in the cool, clean, mountain air.



Nature and Wellness

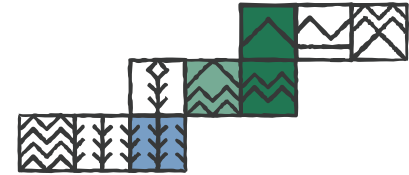
The project will offer exhilarating experiences for nature lovers. Explore parks, trails, local farms. Also, for the wellness seekers, there is be places to rest, relax and recharge such as spa resorts, mediation centers and quiet spaces to focus on mindfulness and wellbeing.



Culture & Heritage

Our goal is to preserve the culture and heritage in the development area and to celebrate it. There is a rich tapestry of traditional folk music, art, locally produced honey, mountain strawberries, and more. There are over 200 documented heritage sites from hamlets, mosques, and minarets to watchtowers and mountain forts.

قفص السوداء SOUDAH PEAKS



A luxury mountain tourism destination in Saudi Arabia. Situated 3,015 meters above sea level, Soudah Peaks is the country's highest point and is spread across the extraordinary mountainous terrain of Soudah and Rijal Almaa.

Set amidst misty clouds, mesmerizing natural beauty and authentic architecture and heritage, Soudah Peaks will offer luxury hospitality, premium retail offerings, adventure experiences and wellness retreats, all in an immersive cultural environment.



→→→ ABOUT SOUDAH PEAKS

Soudah Peaks will be designed to celebrate the distinctive local architectural beauty and unique identity, placing sustainability as one of its main pillars.

The **masterplan** is designed according to a **sustainable environmental** framework to protect, preserve, and enhance the **rich cultural heritage**, wildlife, and the awe-inspiring **natural environment**, in line with the objectives of **Saudi Vision 2030**.



6

Development zones



627km²

Project area



3,015m

Above sea level



30+

Attractions



1,300+

Residential units

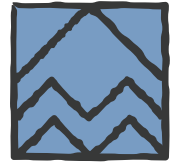


2,800+

Hospitality keys

→→→ SOUDAH PEAKS ZONES





تَهْلَل
Tahlal



The gateway to Soudah - overlooking the vistas of the Sarawat mountains



**Immersive
activities &
experiences**



**1750 various
premium hotel
rooms**



**731 luxury second
homes**



**Meeting &
conference
facilities**



18 hole golf course



**More than 41,313 m²
of retail offerings**



سحاب
Sahab



A unique adventure experience



10 Adventure attractions



520 luxury hotel rooms



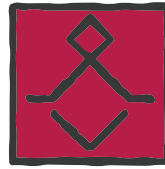
40 luxury glamping pods



High altitude training & rehabilitation center



Commercial and entertainment space



سَبْرَة
Sabrah



Secluded luxury and relaxation situated on the southern plateau



166 **Luxury**
second homes



Wellness
& spa destination



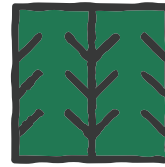
Commercial
offerings



130 **various**
premium hotel
rooms



Integrated into the
authentic
landscape



جَارِين
Jareen



Genuine approach to connecting with nature through authentic experiences



**Agricultural
landscape**



**35 mountainside
glamping pods**



**Culinary
experiences**



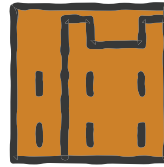
**Small organic coffee
& honey farms**



**Authentic heritage
sites**



**Immersive
experiences for
nature lovers**



رجال
Rijal



The cultural hub of Soudah Peaks with stylish heritage-inspired luxury



80 hotel rooms



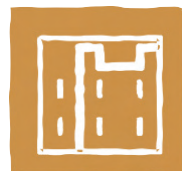
Cultural experiences



Rijal plaza for
outdoor events



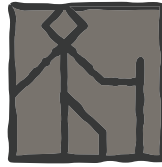
Authentic dining
options



WithinRijal Almaa
heritage village



Surrounded by
historical
architecture



الصخرة الحمراء Red Rock



An extraordinary connection to nature set with natural parkland



75 **Glamping pods on the plateau**



180 **exclusive hotel rooms & 440 second homes**



Stunning mountain vistas



Unique dining experiences

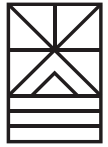


Cycling & horse riding trails and much more attractions



Clifftop overlooking Red Rock Mountain

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