

# New Murabba: Building Tomorrow's Opportunity Today

Julien Renaud-Perret, Executive Director, New Murabba

Stephen Rossouw, Senior Director, New Murabba



# NEW MURABBA BUILDING TOMORROW'S OPPERTUNITY

Hospitality Asset Teaser

May 2025

Confidential





# New Murabba Development is part of His Royal Highness' Vision 2030 – Transforming the Kingdom's Future



- Vision 2030 launched in April 2016 by Crown Prince Mohammed Bin Salman
- Strategic Roadmap to diversify the Saudi Economy and reduce dependence on-oil
- Focus on sustainable development, innovation and improved quality of life



## A Vibrant Society

Offering a fulfilling life with no poverty, and increase standard of living for all Saudis



## A Thriving Economy

Grow and diversify the economy, and increase employment for Saudis



## A focus on Wellness & Sustainability

Enhance government effectiveness, and ensure sustainable development

**The New Murabba captures all aspirations**

# New Murabba Development Company Ownership

NMDC is a private development company 100% owned by the Public Investment Fund (PIF)



## About PIF

The Public Investment Fund (PIF) was established in 1971 and has since financed a multitude of key projects of strategic importance to the national economy as well as companies.







NEW MURABBA

# New Murabba

Aims to create a **VISIONARY GLOBAL ICON**  
at the heart of a dynamic **NEW DOWNTOWN**  
district within Riyadh



# Key Drivers



AN  
**ENTREPRENEURIAL  
CITY**



ONE OF THE WORLD'S  
**TOP DESTINATIONS**



ONE OF THE WORLD'S  
**HEALTHIEST CITIES**



A **SOCIAL** AND  
**INCLUSIVE CITY**



**NEW MURABBA**

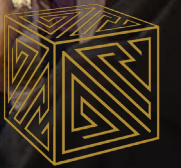


# New Murabba Location





By 2040 Riyadh  
aims to attract 33M  
annual visitors  
with 20M coming  
from International  
Visitation



NEW MURABBA





# The New Murabba Master Plan





# NEW MURABBA MASTERPLAN OVERVIEW



Site Area  
~14.1 M m<sup>2</sup>



Mobility (Roads )  
~24%



Developable Land Area  
~50 %



Parks and Plazas  
~26%

TOTAL GFA  
~20 M m<sup>2</sup>



Residential  
90,000 units  
73% of GFA



Office  
~0.9M m<sup>2</sup> GLA  
4% of GFA



Hospitality  
10,100 keys  
7% of GFA



Entertainment  
~0.5M m<sup>2</sup> GFA  
2% of GFA



Retail  
~1.4M m<sup>2</sup> GLA  
7% of GFA



Population Density  
23,000 ppl per sqkm

TOTAL POPULATION  
~ 273,000



Community facilities  
~1 M m<sup>2</sup> GFA  
6% of GFA

*Figures subject to change*



# 6 Tiers of Public Transport including: 4 Metro stops, direct connection to Q-Express Qiddiya, KAFD, & King Khalid International Airport

Indicative – to be further  
detailed in DMP stage

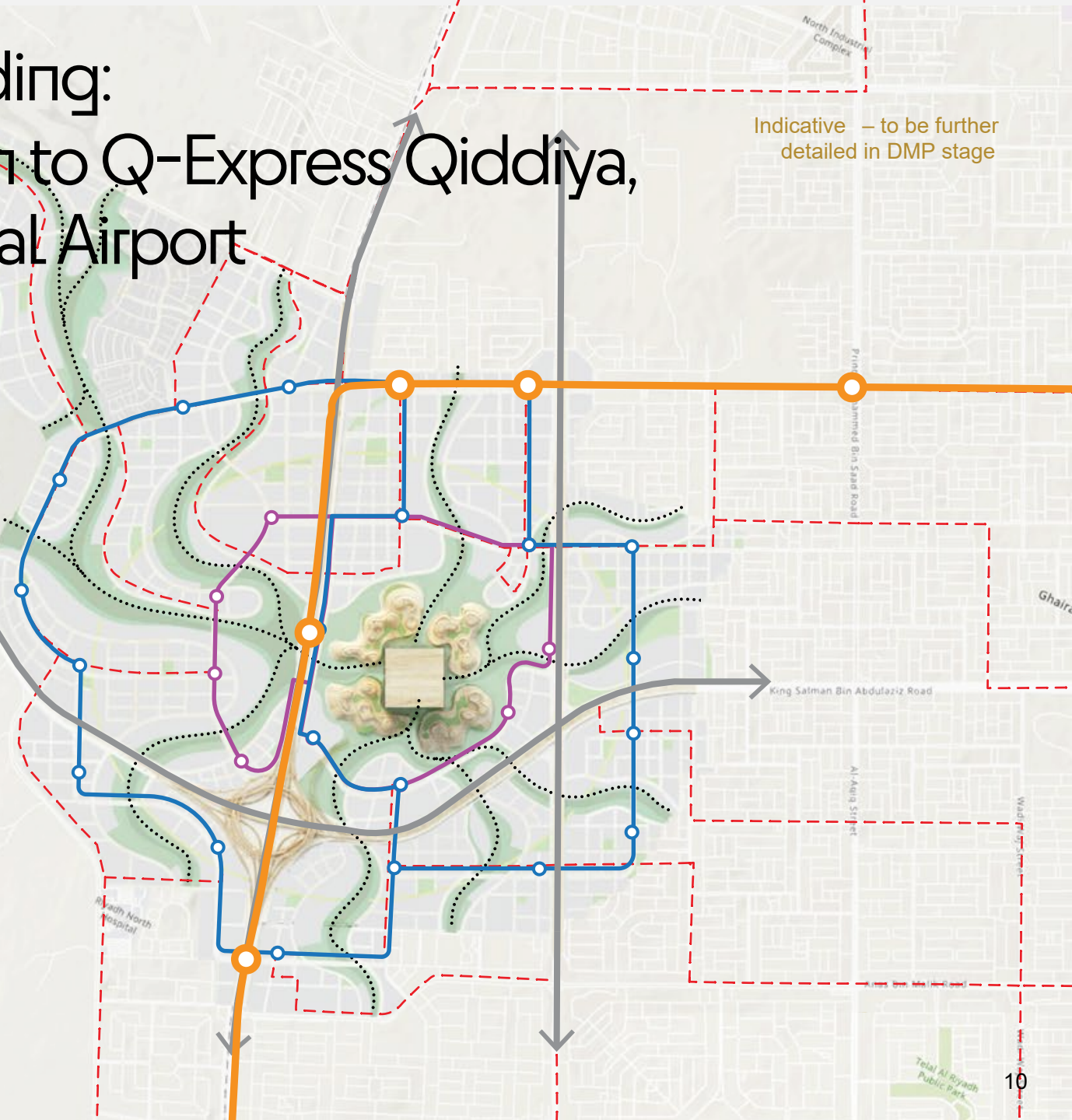
## Legend

- Metro Line 7
- Primary Bus Corridor
- Outer Loop
- Inner Loop
- Feeder Bus Network
- Linear Park Mobility Corridor

A 6-TIERED PUBLIC TRANSPORT  
NETWORK REACHING OUT TO EVERYONE



PROVIDING PUBLIC  
TRANSPORT FOR ALL







A Green City with  
25% of all land  
dedicated to green  
public realm

*Figures subject to change*



# MASTER PLAN KEY COMPONENTS



# A TRUE 15 MINUTE CITY

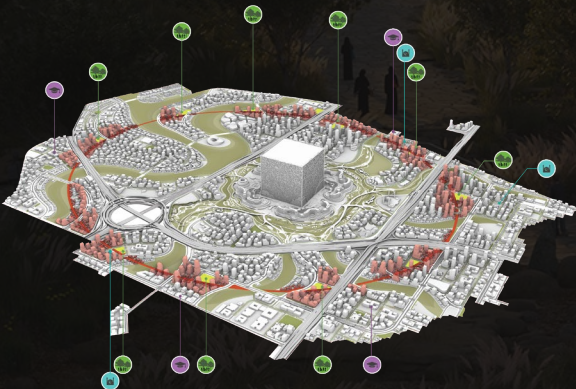
A PLACE WHERE EVERYONE IS WITHIN  
WALKING DISTANCE TO THEIR DAILY NEEDS



EQUITABLY DESIRABLE ASSETS,  
FACILITIES AND TRANSIT

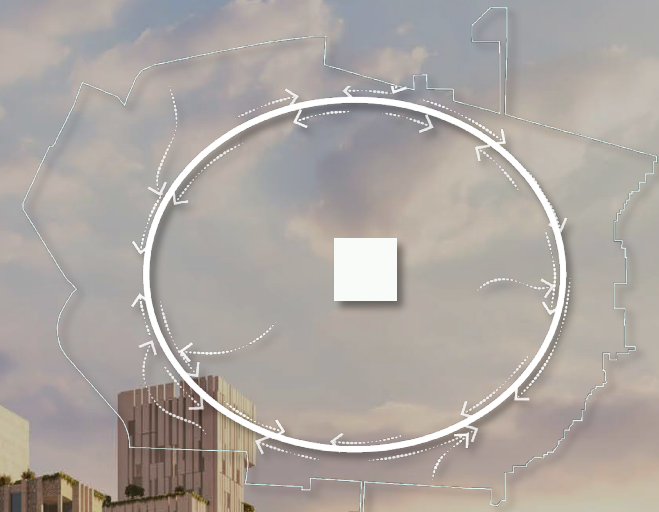


# MASTER PLAN KEY COMPONENTS



## DARB

THE JOURNEY—LONGEST PEDESTRIAN  
CYCLING & AMT CONNECTOR



A STOREY OF JOURNEYS  
AND EVENTS





A Brand New Modern Downtown  
Community



# NEW MURABBA MASTERPLAN HOSPITALITY ASSETS



30 Hospitality Assets



8,422 Keys



24 Hotels



6,955 Hotel Keys



3 Serviced Apts



850 Serviced Apts Keys



3 Branded Resi



617 Branded Resi Keys



Positioning



Luxury  
3,201 Keys



Upper Upscale  
2,201 Keys



Upscale  
2,100 Keys



Midscale  
920 Keys



- Phase 1 (by 2030)
- Phase 2A (by 2034)
- Phase 2 (by 2035)
- Phase 3 (by 2040)



# NEW MURABBA MASTERPLAN HOSPITALITY ASSETS PHASE 1 & 2A



13 Hospitality Assets



3,389 Keys



10 Hotels



2,772 Hotel Keys



3 Branded Resi



617 Branded Resi Keys



Positioning



Luxury  
1,877 Keys



Upper Upscale  
962 Keys



Upscale  
300 Keys



Midscale  
250 Keys



- Phase 1 (by 2030)
- Phase 2A (by 2034)
- Phase 2 (by 2035)
- Phase 3 (by 2040)





The Mukaab



# Mukaab Key Facts

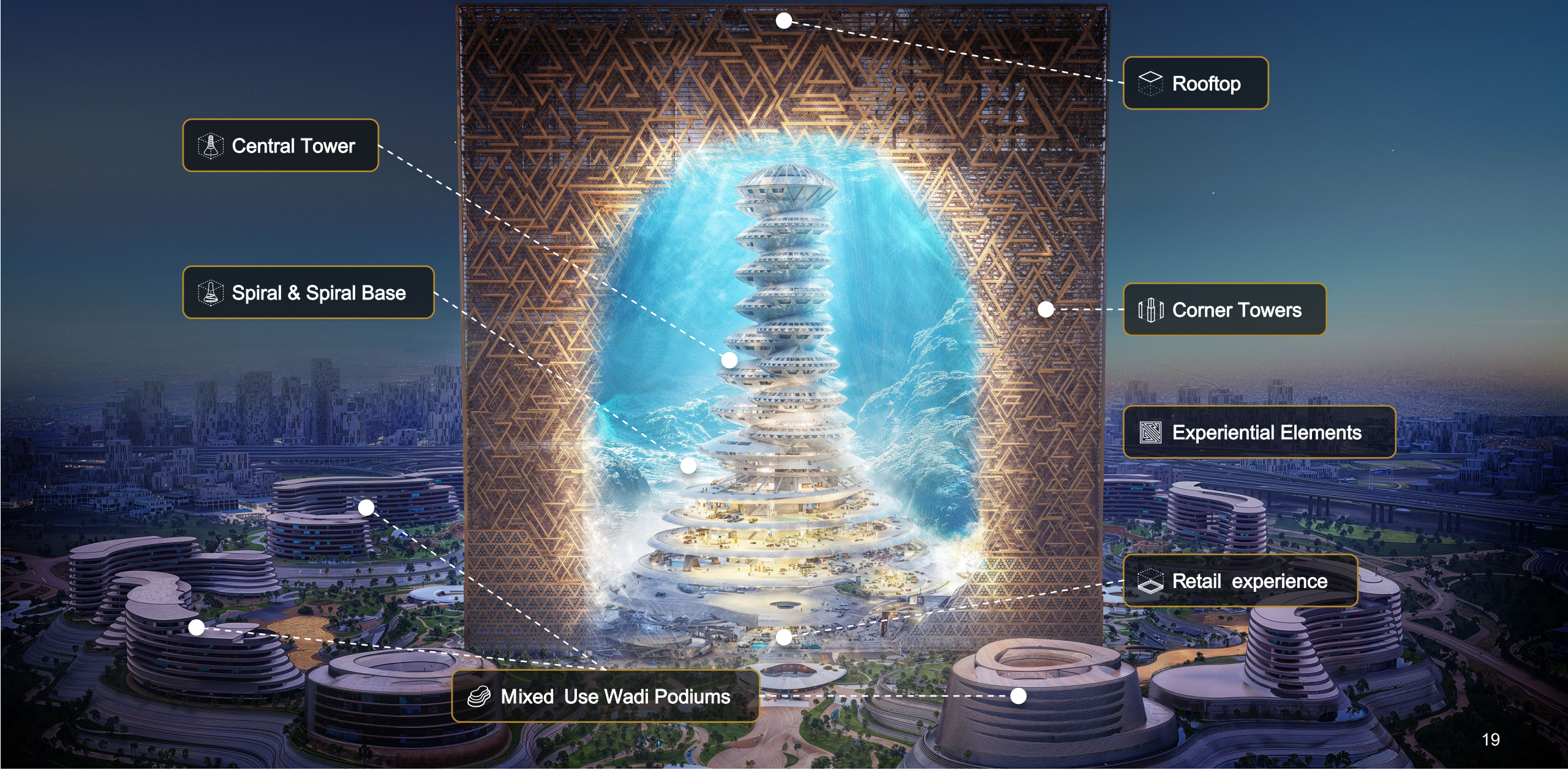
---

- ❖ Iconic 400m x 400m x 400m Architectural Cube
- ❖ 250m Tall Central Icon Tower
- ❖ 350,000sqm Immersive Dome
- ❖ 16 Hectares of Lush Rooftop Spaces
- ❖ 4,028 Premium Residential Living
- ❖ 7 World -Class Hotels with 2,199 Keys
- ❖ 350,000sqm Flagship Retail Destination
- ❖ 3 Next-Generation Conference Centers
- ❖ 2 Signature Performance Theaters





# 7 ELEMENTS DEFINE THE JOURNEY THROUGH THE MUKAAB




 Central Tower


 Spiral & Spiral Base

 Rooftop

 Corner Towers

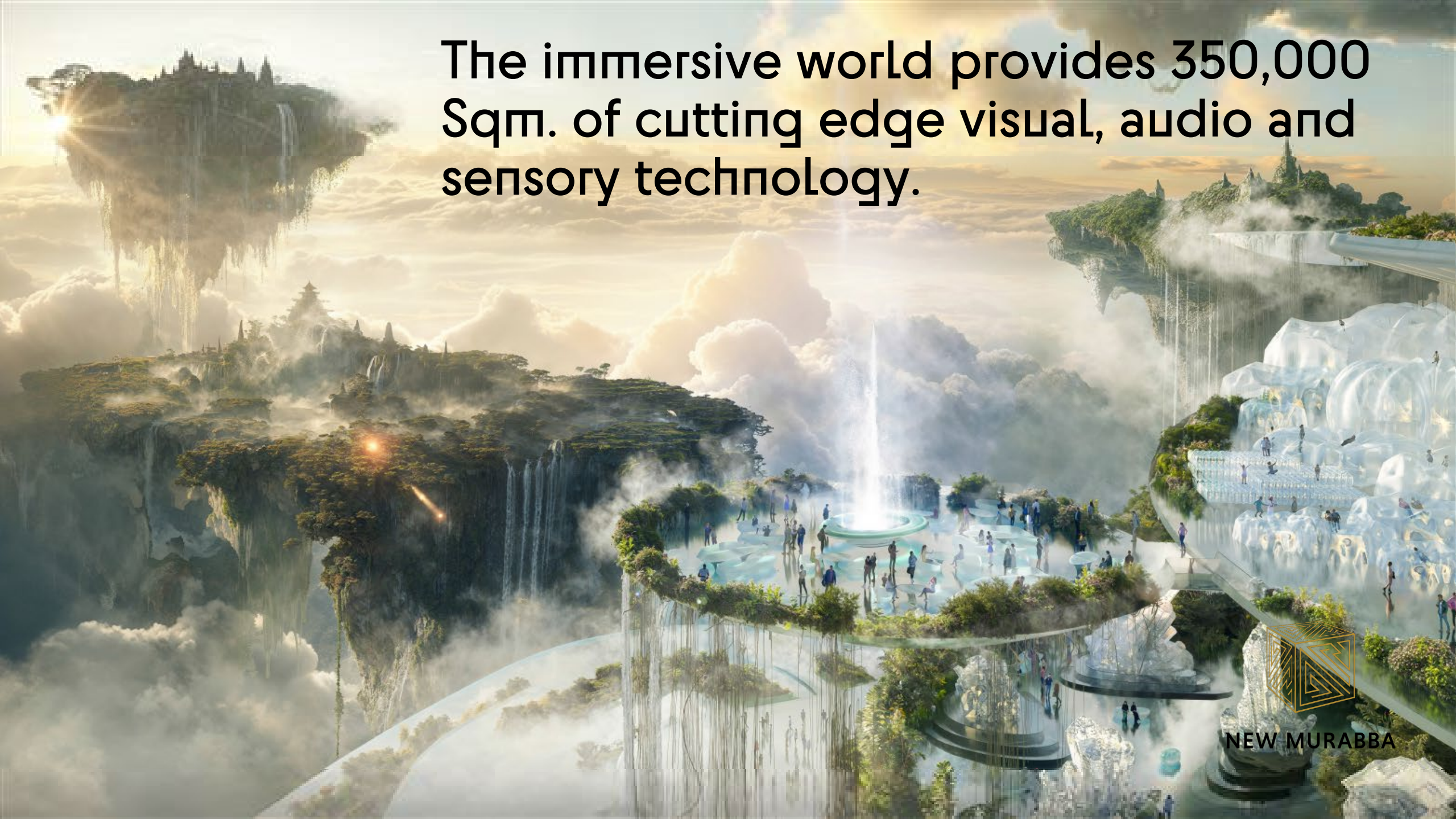
 Experiential Elements

 Retail experience

 Mixed Use Wadi Podiums



The immersive world provides 350,000 Sqm. of cutting edge visual, audio and sensory technology.



NEW MURABBA

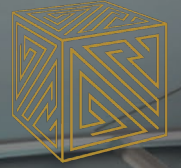


Visitors will  
experience the  
immersive world  
from a first of its kind  
250m iconic tower.





The Central Spirals will  
provide 33,000sqm. of  
destination entertainment,  
retail and attractions.



NEW MURABBA







# The Mukaab Hospitality Offering



## Experiential Icon



450 (H)



Iconic Mukaab Experience



White-Label



## Rooftop Ultra Luxury Timeless Elegance



80 (H)  
(including 5 Villas)



Timeless Elegance



HMA

Branded Residences Opportunity - 101



## Corner Luxury Urban Retreat



270 (H)  
120 (SA)



Urban Retreat



HMA

Branded Residences Opportunity - 449



## Corner Upper Upscale Lifestyle



450 (H)  
155 (SA)



Lifestyle &  
Entertainment



HMA

Branded Residences Opportunity - 391

## Podium Upper Upscale Business & Corporate



280 (H)



Business &  
Corporate



HMA

## Podium Luxury Authentic Offering



244 (H)



Authentic  
Offering



HMA







Rooftop Infinity Pool





Rooftop Pool





Corner Hotel Spa





Central Tower Rooftop





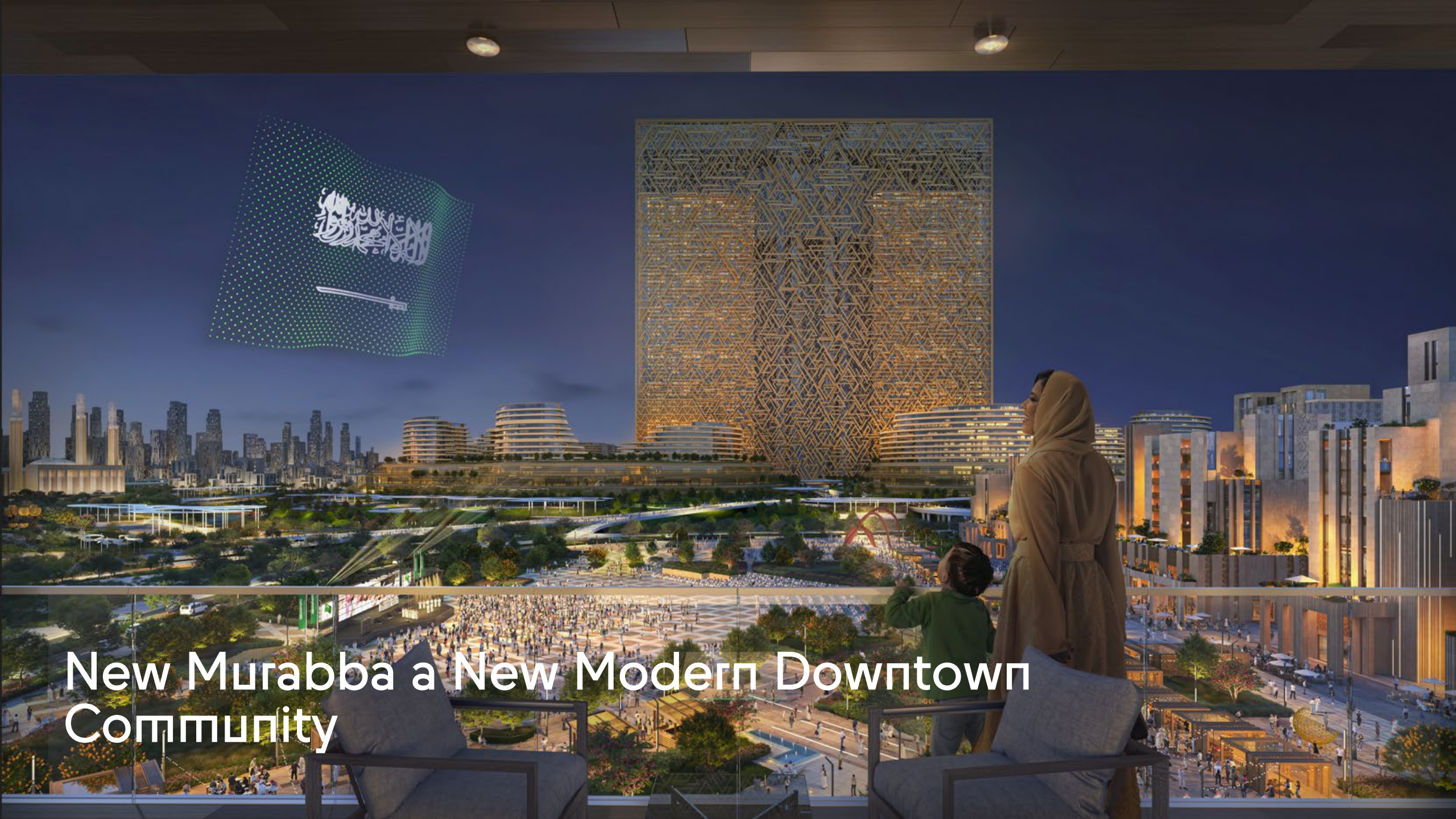
Central Tower Spa





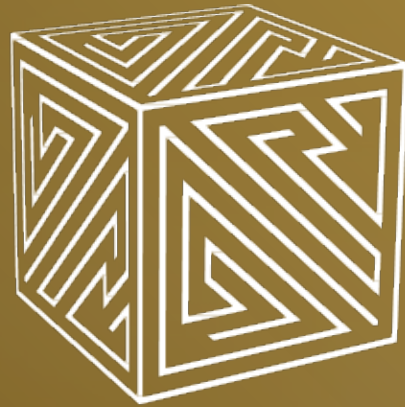
Central Tower Rooftop





New Murabba a New Modern Downtown  
Community





**NEW MURABBA DEVELOPMENT COMPANY**