



# AMAALA

**AMAALA APPLICATION LETTER TO  
THE INTERNATIONAL CORAL REEF INITIATIVE**

**– October 2019 –**

Date: July 28<sup>th</sup>, 2019  
To: Wilfrid Deri, Senior Officer,  
Department of Foreign Affairs & Cooperation  
The ICRI Secretariat, Monaco

**Subject: Membership application to the ICRI organization**

Dear Mr. Deri,

AMAALA Company, owned by The Public Investment Fund of Saudi Arabia, would like to express its genuine interest in becoming a member of the International Coral Reef Initiative.

The hereby letter confirms our great interest and commitment to the ICRI Mission and Objectives. We would be honoured for considering our formal application for joining your organization.

By way of introduction, AMAALA Company is mandated to develop a world-class integrated ultra-luxury destination along the Kingdom's North Western coastline.

Our Vision is "to curate transformative personal journeys for exceptional communities inspired by Arts, Wellness and the Purity of the Red Sea".

The development includes luxury hospitality concepts, high-end residential communities and a set of iconic anchors and recreational facilities.

Our mission is to deliver the finest experiences and services curated for our guests who will re-connect with each other, engage in unique leisure activities and become immersed in a bespoke luxury lifestyle.

Your organization and its mission were brought to our attention by Mr. Olivier Wenden, from the Prince Albert of Monaco II Foundation. As we discussed the International Coral Reef Initiative and its potential cooperation with Saudi Arabia.

Our ambition is to deliver a fully sustainable development, strongly committed to the protection and enhancement of the Red Sea's coral reefs and its marine ecosystem. AMAALA can lead Saudi Arabia to become a member of the ICRI and a signatory of the Coral Reef Declaration.

Our current cooperation with the Prince Albert II of Monaco Foundation is based on The Framework Agreement acknowledging the shared goals with regards to marine conservation. The agreement shall pave the way for an exchange of information and expertise to help safeguard marine biodiversity and protect coral reefs, as well as combat the growing problem of plastic pollution.



**The Public Investment Fund**  
PO BOX 6847  
Riyadh, 11452  
Kingdom of Saudi Arabia

Simultaneously we fully identify ourselves with the objectives of your organization as we are fully aware that coral reefs are facing serious degradation around the world, primarily due to anthropogenic stresses.

Hence, we will fully support the ICRI actions related to:

- Encouraging the adoption of best practice in sustainable management of coral reefs and associated ecosystems;
- Facilitating coordinated action and build capacity on key contemporary issues facing coral reef, including climate change adaptation, marine protected areas restoration or coral reef associated fisheries;
- Raising awareness at all levels on the plight of coral reefs around the world.

With our focus on marine life sustainability, coral reef enhancement and partnership with the Prince Albert II of Monaco Foundation, we believe that AMAALA is a prime candidate for membership in the International Coral Reef Initiative.

Further details on AMAALA's Marine Life Enhancement Vision and Program can be found on the appendices incorporated to this document.

With warmest greetings, please accept the assurances of my highest consideration. We look forward to receiving your response.

**On behalf of AMAALA Company – The Kingdom of Saudi Arabia**  
**Mr. Nicholas Naples**  
**Chief Executive Officer – Project AMAALA**

Signed:

Date:

10/15/19

# THE RED SEA CORAL REEFS



AMAALA

## A unique natural treasure...

The Red Sea remains one of the last reef systems preserved from destruction and severe bleaching due to gentle currents, small tidal ranges, and warm & steady waters. It is home to 300 hard coral species and about 1,200 fish species, of which 10% are only found here.

The Red Sea corals have developed the ability to survive bath-warm temperatures; retained by the corals until today; and written in their genetics. Their heat resistance results from their slow journey over the past 6,000 years from the Indian Ocean. The entrance of the Red Sea acts as a thermal bottleneck, creating a natural selection process, letting only the most resistant species pass through and survive.

This is why current research undertaken by marine biologists focuses on understanding and replicating the factors giving Red Sea corals their ability to survive warming seas. There is immense opportunity to develop and use emergent genetics technology to save dying coral reefs in other parts of the world. Use of simulator systems would enable scientists to compare individual corals to determine why some species are more heat-tolerant than others.

## ... threatened by human activities

There are ongoing concerns about the sustainability of coastal tourism and industry in the Red Sea, due to the lack of visitor and user awareness about the impact of pollution on marine life. Furthermore, this marine ecosystem is directly affected by marine litter (especially micro plastics) and rubbish from beach-goers, boat traffic, and coastal towns and cities.

There is a need for more marine life research in the Red Sea, especially in Saudi Arabia. The Red Sea area lags other regions in terms of total marine life research and publications.

# OUR VISION AND PILLARS



AMAALA

## Ambitious vision for marine life protection...

AMAALA's vision in Marine Life Enhancement & Diving: *Create the world's first integrated Marine Life Enhancement & Diving community, combining the satisfaction of immersive moments into the purity of the Red Sea and the active commitment to the enhancement of the sea.*

AMAALA's ambition is to become a leading custodian of the Red Sea coral reefs, which remains one of the last reef systems preserved from destruction and severe bleaching. AMAALA is currently planning to host a coral reef regeneration facility, with the goal to become the leading hub for global coral regeneration, through applied heat tolerance research.

AMAALA's Marine Life Institute objectives will be to attract the leading scientists, host world-class research and marine life enhancement programs, while educating guests and staff around the Red Sea's treasures and preservation needs.

## ... Supported by three pillars



Host the leading scientists working on the most advanced marine enhancement programs and research, to both support local enhancement initiatives and the development of a world-class ecotourism destination. We will develop the Amaala Marine Life Institute as the leading hub for applied marine life research in the Red Sea;



Develop a global reserve for restocking of coral and marine species, while ensuring our operations do not adversely impact the local marine environment;



Activate and inspire a community of staff, researchers, and guests around marine life enhancement, creating a pivotal worldwide think-tank on that topic.



AMAALA plans to focus on 3 marine life enhancement programs, considering current challenges and other initiatives already underway in the Red Sea:



### Active de-pollution

- Limit tourism-related pollution with regulations, while raising the awareness of guests and staff about their impact on marine life.
- Fight against plastic pollution of oceans and conduct research on new eco-friendly materials and de-pollution solutions.
- Launch land and sea clean-up initiatives and events, enabling tourists to contribute to de-pollution.



### Natural habitat enhancement

- Host and support research for coral monitoring, protection and regeneration.
- Enhance Red Sea coral reefs through regeneration initiatives, and liaise with other coral reef custodians worldwide to make AMAALA the global hub for heat tolerant coral regeneration.
- Develop mangrove nurseries on AMAALA's premises.
- Raise awareness and deeply involve our guests in enhancement initiatives, creating influential, motivated, well-resourced, marine life ambassadors (e.g. hands-on citizen science; research program sponsorship, etc.).



### Species protection

- Understand Red Sea threatened species and their habitats.
- Take initiatives to eliminate threats, protect and grow species numbers.
- Take actions to ensure healthy fish populations around AMAALA waters.