

**ADVENTURE
IS IN OUR NATURE**

المغامرة
في طبيعتنا

01

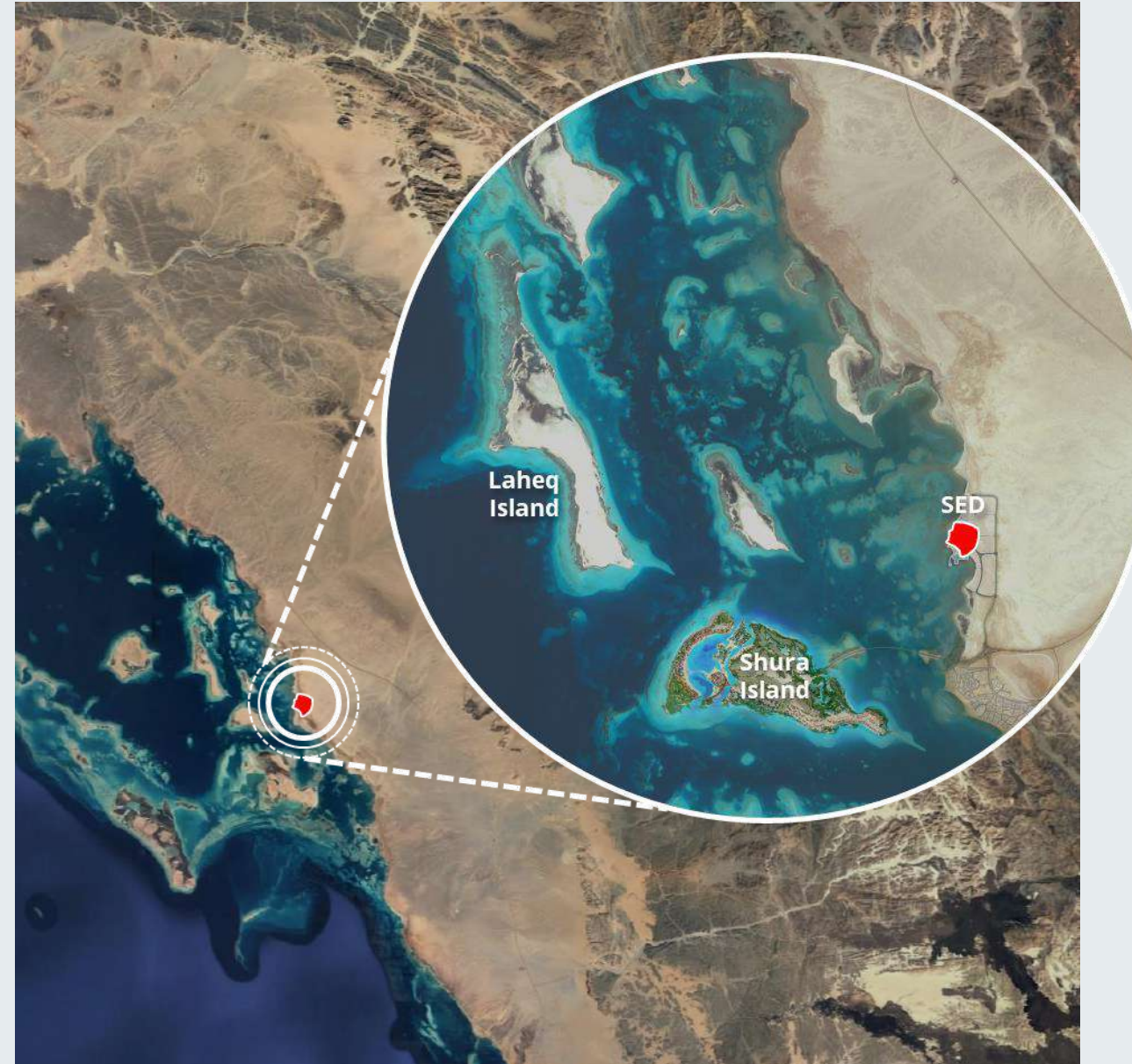
This is Adrena

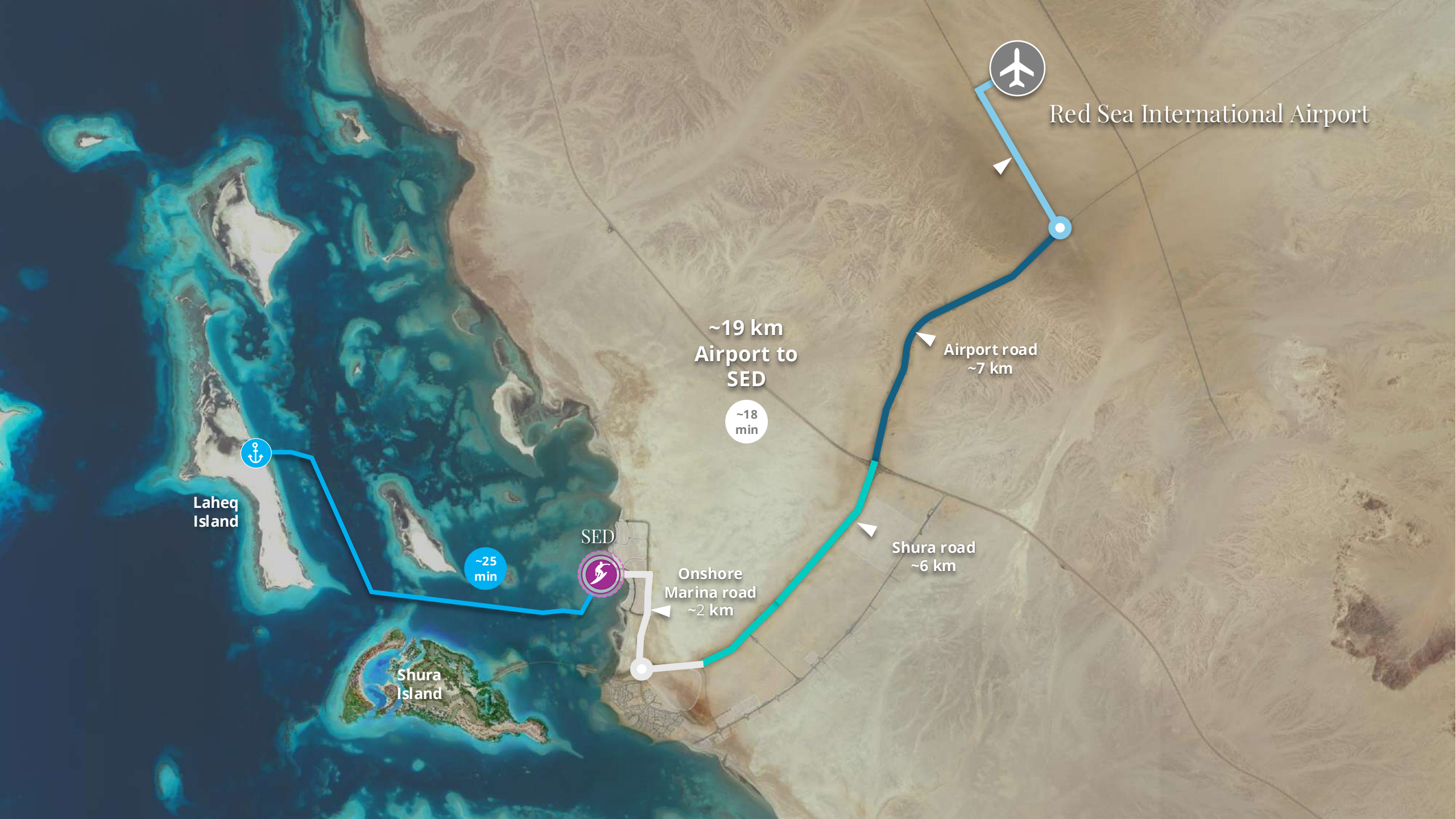


Adrena

Destination Overview

- 16,000 ha coastal adventure & entertainment district (surf lagoon, wake lake, skate/BMX, zip-lines, dive and snorkel trails).
- Serves 19 luxury hotels + growing residential community at The Red Sea.
- Year-round sun, pristine reefs, iconic desert meets ocean backdrop and a “natural set” for action-sport content.
- **Vision:** Middle East hub for progression sports, music & youth culture.





Red Sea International Airport

~19 km
Airport to
SED

~18
min

Airport road
~7 km

Shura road
~6 km

Onshore
Marina road
~2 km

~25
min

Laheq
Island

Shura
Island

SED



Adrena

Adrena Components

Adventure & Entertainment District

The beating heart of Adrena is its activity zone - an inclusive playground for every ability level.

Centered on a full-scale surf lagoon, the zone layers world-class wet and dry attractions designed for skill-building, progression, and pure adrenaline.

Beach Club

Adrena's social nucleus, designed to complement the other beach clubs across The Red Sea. A seamless blend of F&B, retail, and curated events keeps the vibe authentic, lively, and appealing to every age group.

Marine Transfer Hub

A purpose-built mainland gateway offering a memorable, hassle-free transit experience to Laheq Island. The hub turns the journey itself into part of the adventure, with intuitive boarding, guest amenities, and scenic routes across the lagoon.



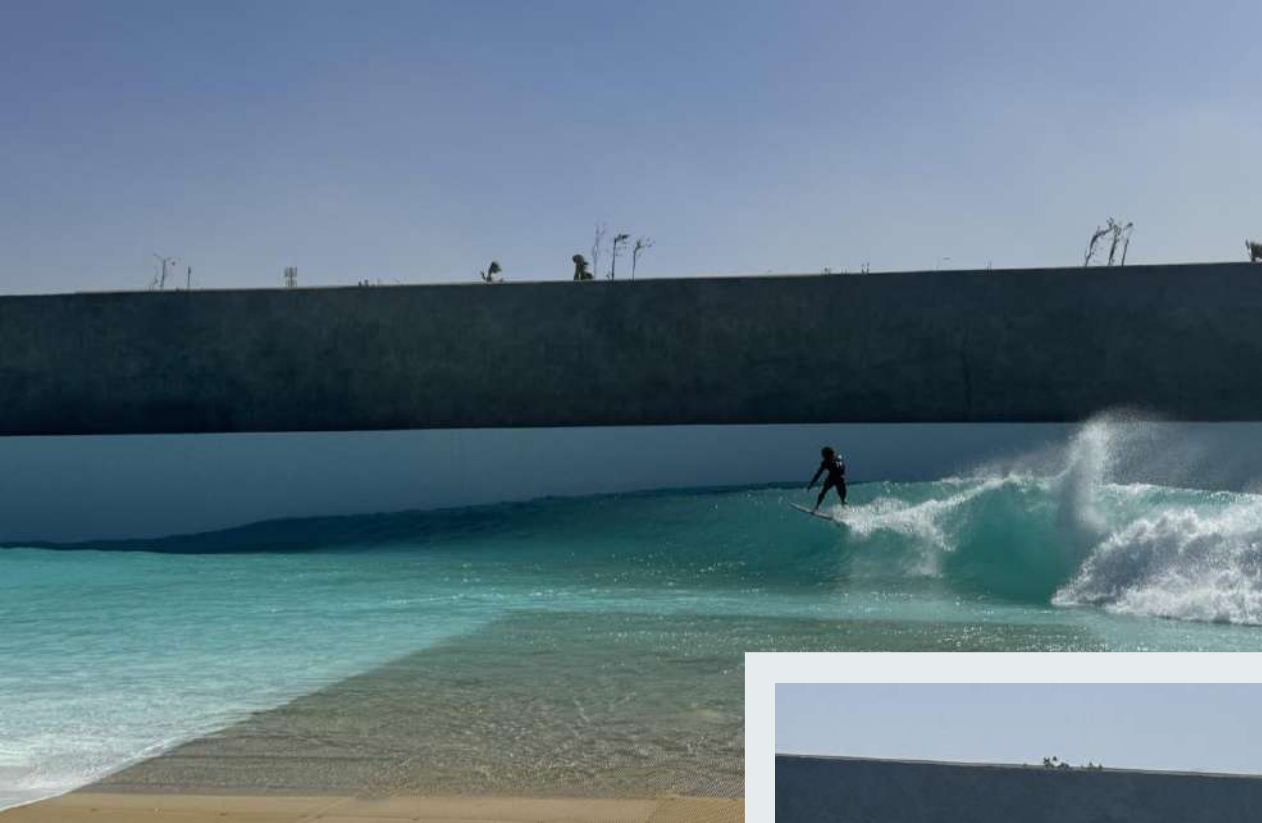
SED Overall Site Plan

- Wakeboard Course
- Ocean Sports Kiosk
- Weirs
- Water Oasis
- Pump Track
- Skate Park
- Surf Lagoon
- Standing Wave
- Beach Volleyball
- Beach Club
- Arrival / Drop Off
- Marine Transfer Hub
- Dive Center
- Snorkel / Dive Pool
- Cliff Diving / Deep Dive Pool
- Slip N Fly
- Ropes Course / Rock Climbing
- Wet Deck Water Play
- Zip Line Start / Finish Tower
- Obstacle Course / Slack Line











Audience

An Active Coastal Community

Visitors: 1.5M+ projected annual visits to The Red Sea & Amaala.

Core demo: 16-34 “experience seekers” (digital-native, action-sport curious, music-festival goers)

Influence drivers: 70 % create/share UGC; avg 3.2 social platforms per user

White space: first large-scale progression-sports destination within 4-hour flight of 600M people



HUMAN TRUTH

PEOPLE DON'T REMEMBER WHAT THEY DID. THEY REMEMBER WHAT IT MADE THEM FEEL.

We are wired for experience. In a world overloaded with options, content, and activities, what audiences are truly seeking is emotional impact.

Modern culture is mood-driven: we plan our days, nights, and travels around the emotional states we're trying to reach. And the experiences that stick are the ones that move us, not the ones that simply fill time.



FEELING IN MOTION: HERO FILMS

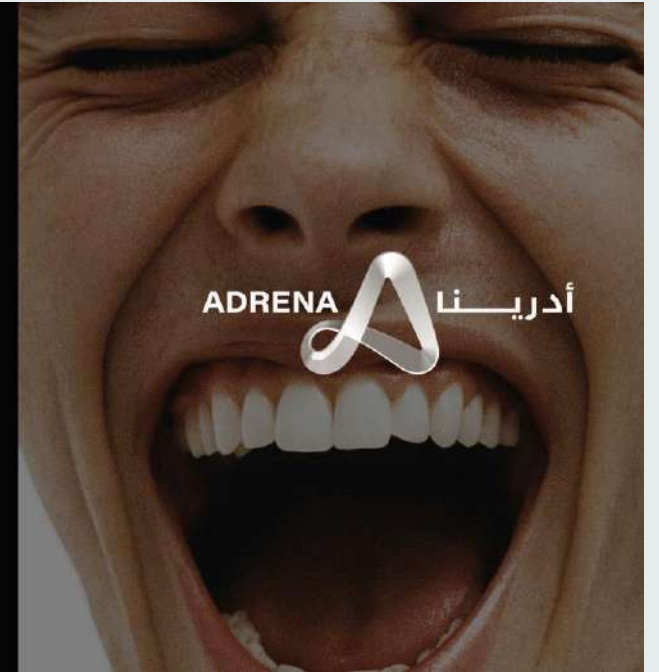
4 FEELINGS. 4 FILMS. 1 WORLD OF ADRENA.

Four 30-second films that move from visceral sensations to unguarded human emotion, capturing the full Adrena spectrum, the experiences you can feel.

Each film blends macro cues, human expression, and product moments to create stories that feel intimate yet cinematic.

A VO and bold supers carry the narrative, with modular scenes designed for easy cut-downs and cross-channel adaptation.

Every film closes with our platform line — Adventure Is In Our Nature — uniting the campaign under one emotional world.



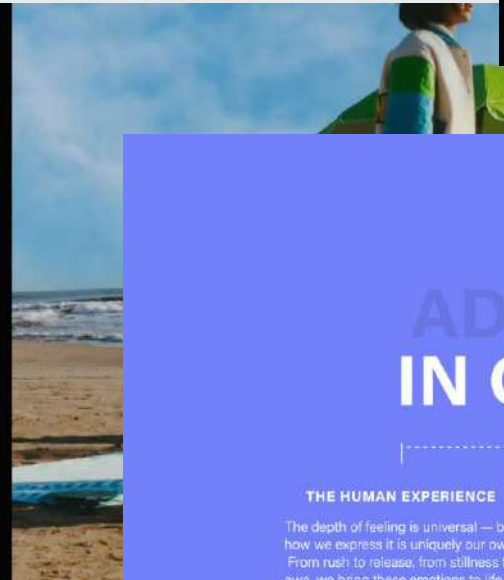
ADRENA  أدرينا

CATEGORY INSIGHT

TRAVELLERS ARE BUILDING MULTI-EXPERIENCE STAYS, NOT BUYING SINGLE-NOTE THRILLS.

With motivations that include seeking new emotion experiences, going off the beaten path or feeling like a local. Audiences choose destinations for range, pace, and recombinable experiences — not a single hit of excitement.

For sports and entertainment destinations, a one-emotion offer is outdated. The winners let guests stack moments across the day: sport, play, culture, recharge.



From emotion to action, all in one world

ADVENTURE IS IN OUR NATURE

THE HUMAN EXPERIENCE

The depth of feeling is universal — but how we express it is uniquely our own. From rush to release, from stillness to awe, we bring these emotions to life in their truest form.

+

THE DESTINATION EXPERIENCE

The full mix of what we deliver. From our natural surroundings to the breadth of activities, we cater to all interests through product depth.

CREATIVE OPPORTUNITY

ADRENA'S DIFFERENTIATION LIES IN ITS ABILITY TO DELIVER THE FULL SPECTRUM OF FEELING.

Our long term brand platform Adventure Is In Our Nature, transforms the truth into a clear, lasting promise.

This campaign introduces Adrena through that lens — moving from pure sensation to human emotion, and into the world of Adrena where those feelings become lived experiences.

It's a simple, escalating journey that builds intrigue, delivers depth, and ends with a powerful reveal.

At Adrena, adventure isn't something you do. It's something you feel.



MACRO SENSATIONS

Micro triggers that hit the body first, ex. goosebumps.

+

HUMAN EXPRESSIONS

Pulled slightly wider; the reaction you feel. These are the exact moments emotion breaks through.

+

PRODUCT EXPERIENCE

Elegant cues that ground the story in Adrena - texture, scale, access: Concrete enough to show what's real.

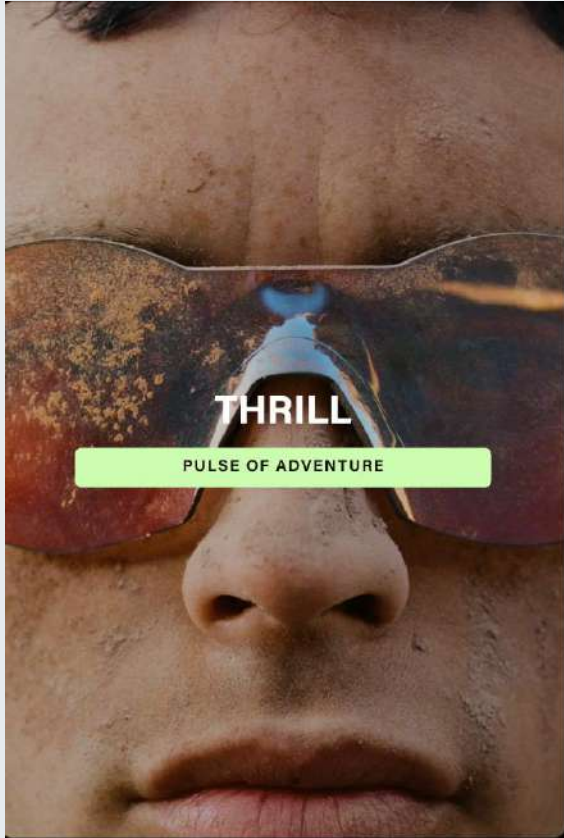
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THE WORLD OF ADRENA

This blend of human emotion, action, and product — even without direct product shooting — allows us to highlight the RTBs while evoking a sense of barefoot luxury.

The result is storytelling that feels sensorial, human, and unmistakably Adrena.





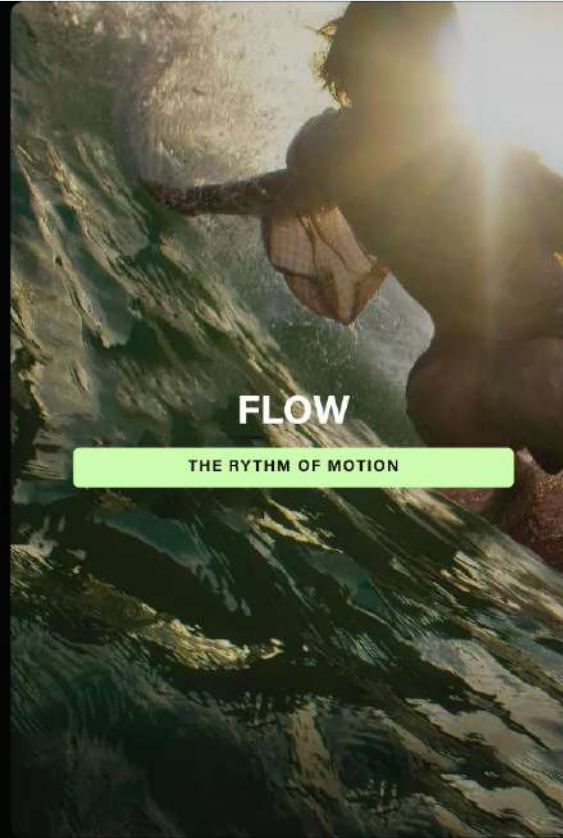
THRILL

PULSE OF ADVENTURE



EUPHORIA

THE COLLECTIVE HIGH



FLOW

THE RYTHM OF MOTION



RELEASE

THE SOFTER SIDE OF ADVENTURE

A person in blue patterned shorts is captured mid-air, performing a backflip over a pool of water. The background features a large, dark rock formation on the left, palm trees, and a clear blue sky with scattered white clouds. The overall scene is bright and sunny, suggesting a tropical or subtropical environment.

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A BMX rider wearing a white t-shirt, black pants, black gloves, and a white helmet with a Red Bull logo is performing a trick on a wooden ramp. The rider is leaning forward, with the front wheel of the bike touching the ramp and the back wheel in the air. The background shows a blue sky with white clouds, framed by the wooden structure of the ramp. The text "ADVENTURE IS IN OUR NATURE" is overlaid in the center of the image.

**ADVENTURE
IS IN OUR NATURE**

A young woman with long dark hair, wearing a bright blue short-sleeved shirt and white shorts, is swinging happily on a large white spherical object. She is holding onto a thick rope with both hands. The background is a clear, vibrant blue sky. The scene is captured from a low angle, looking up at her. The overall mood is joyful and adventurous.

**ADVENTURE
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A high-angle, low-key photograph of a water skier in mid-air, performing a takeoff jump over a wave. The skier is silhouetted against the bright, sunlit water. They are wearing a blue helmet with a logo, a dark shirt, and dark shorts. Their arms are outstretched, and they are holding a tow rope handle. The water is a vibrant blue, and the wave is breaking behind the skier. The overall mood is one of adventure and action.

**ADVENTURE
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A high-angle, wide shot of a surfer riding a wave. The surfer is positioned in the lower right quadrant, crouching on their board. The wave is a vibrant turquoise color with white foam and spray. In the background, a massive, dark brown rock formation rises steeply, its surface textured with vertical fissures. The sky is a clear, bright blue. The overall scene conveys a sense of adventure and natural beauty.

**ADVENTURE
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A person with long dark hair, wearing a black t-shirt with a red graphic, camouflage pants, and white gloves, is performing a skateboard trick on a curved ramp. The ramp is part of a larger structure covered by a grey canopy with yellow ropes. The background features a clear blue sky and several palm trees. The text "ADVENTURE IS IN OUR NATURE" is overlaid in the center of the image.

**ADVENTURE
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A person with dark, curly hair is sliding down a large, light-colored water slide. They are wearing bright green shorts and are lying on their stomach with their arms crossed. The slide is wet and glistening. In the background, there is a tropical resort setting with palm trees, a sandy beach, and a turquoise pool or lagoon under a clear blue sky. The overall scene is bright and sunny.

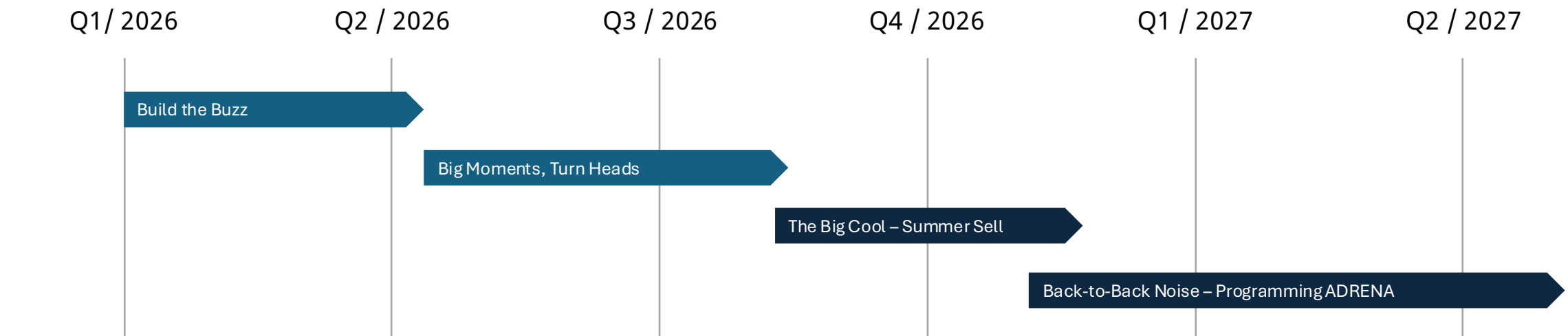
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An underwater scene featuring a diver in silhouette, swimming upwards with one arm raised. The diver is wearing a mask and fins. The background is a clear blue water with light filtering through from above. Dark, rocky structures are visible on the left and right sides of the frame.

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ACTIVATING ADRENA

ADRENA Highlights - Activation Plan



Build the Buzz

- Red Bull Sports Energy Day
- Nikolas Plytas Stunt
- Keegan Palmer Red Sea Itinerary
- Consumer Campaign
- B2B Launch Video (Resi/Recruit)

Status: On-Track

Turn Heads

- High Energy Launch Event
- World Skate Clinic & Content Eid
- PALMWAVE Party (PR Event)
- Hurley Surf Sessions
- Corona Sunset Sessions

Status: On-Track

The Big Cool

- Hurley Surf Camp x Kai Lenny
- Skate Camp – Keegan Palmer
- PALMWAVE @ ADRENA Beach Club

Status: On-Track

Back-to-Back Noise

- Boards & Birdies Golf Tournie
- Corona Sunset Festival
- ADRENA Surf Invitational
- PALMWAVE in the PARK
- Red Bull BC One

Status: On-Track

Highlight Destination Events & Activations

Go Pro Global Creators Summit



World Class Creators Come Together

- Taking place in April 2026
- Some of the best international creators
- Led by ADRENA but unlocking all The Red Sea
- Potential to be in the global launch campaign
- Content production, amplification, hype

Next step:
Finalize Creators List

Red Bull Global Surf Summit



All Red Bull Global Surf Athletes

- Annual event hosting all the global surfers
- A mix of workshops, training, coaching + surf
- Opportunity to add conservation edge
- Generates more content and ideas for Adrena
- Activates Hotels with cool influential athletes

Next step:
Pitch to Red Bull International Surf Executives

Red Bull BC One



Breakdancing in the Skate Park

- International Breakdance Champions
- Live Hip Hop DJ Performance + After Party
- Content-Led showing unique programming
- Sellable Tickets and Hotel Partner Opportunity

Next step:
Pitch to Hotel Partners, SLS first

Highlight Destination Events & Activations

World Skate



Clinics, Camps, and Athlete Moments

- World Skate visit in March 2026
- Skate & Scooter Clinics for Kids
- Accompanying Content Shoot
- Planning for WS Olympic Qualifier Event

Next step:
Arrange March Visit / Aligned with Eid

Surf Invitational



ADRENA Surf Invitational

- Direct to Athlete Engagement (no agent fees)
- Ten (10) athletes M/F to compete
- Competition run & judged by Miky Picon
- Accompanying Content Shoot
- Partnership Opportunities: Breitling, PepsiCo

Next step:
Finalize 2026 Calendar & Lock On Premise Contract

PALMWAVE



PALMWAVE at ADRENA Beach Club

- Beach Club meets future club, relaxed but rhythmic
- A mix of resident DJs and branded nights throughout the month
- Partnership Opportunities: Corona, Red Bull

Next step:
Work with Mohanad & Ali to program
+ Branding to visualize

Highlight Destination Partnerships

Hurley Partnership



Contractual Commitments

- Four (4) Surf Events p/a
- Four (4) Surf Clinics p/a
- Four (4) Athlete Appearances p/a
- One (1) ADRENA Surf Video p/a
- Ten (10) Brand Activations p/a
- FOC Brand Collateral & Quarterly Staff Training

Next step:
Agree 2026 activity dates

Red Bull Partnership



Presented Programming

- Red Bull Global Stunt (Viral Content)
- Min 2 x Red Bull Athlete Appearances
- Red Bull BC One Event (Breakdance)
- Red Bull Custom DJ Booths
- Min 2 x Red Bull Music Events

Next step:
Finalise 2026 Calendar & Lock On Premise Contract

Corona Cero



Presented Programming

- Two (2) x Corona Sunset Festivals
- Corona Custom DJ Booth and Collateral
- Corona Bar Set & Staging

Next step:
Finalise 2026 Calendar & Lock On Premise Contract



**PARTNERSHIPS
CONNECTING
WITH CULTURE**

Surf

Signature Surf Lagoon

Naming rights: **“Visit Saudi Surf Lagoon at Adrena”**

Seasonal Dew Tour-style surf comps + adaptive divisions

“Red Bull Midnight Surf” – LED wave session & drone-light show

Evian Hydration Cabana – refillable merchandise, sweat-analysis demos



PepsiCo in Action (Sports)

A history

Mountain Dew “Dew Tour” – skate & snow broadcast to 59 countries

Gatorade Endurance – hydration partner of Ironman & major marathons

Aquafina “Drink Up” pop-ups – hydration lounges at global mass-participation runs

Pepsi “Kick-Off” fan zones – FIFA & UEFA activations with immersive tech

Doritos “For The Bold” stunts – vert-wall projections, surf-board chip drops, scrap-boards



Living Wild

High-Adrenaline Land & Air

- Cliff-dive **Visit Saudi** graphics; POV cam drops
- **Wakeboard Competition:** Wake Lake Feature Ramps and Transitions
- High Wire **Hijazi** 'Jump Course'



Skate

Street Course Activation

Red Bull Gravity Park – plaza, bowl & pump track

Stop of **Skate Generation** Skate Street; “Street Kings” invitational

Adrena QR on branded packs → AR trick challenges & instant prizes

Cable-cam content studio or Creators Summit for **Red Bull** athletes & creators



