

Embracing Tomorrow in the Heart of Today's Riyadh

December 2023

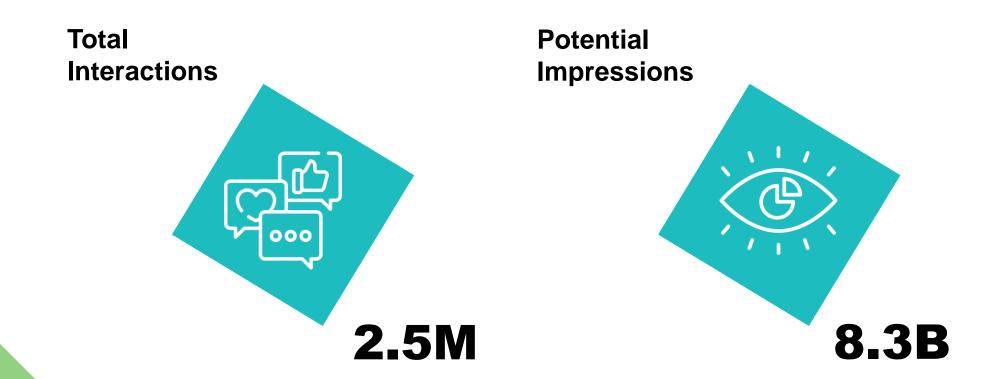
GAME CHANGERS



November 28: Saudi Arabia Marks a Historic Milestone with the Unveiling of Riyadh Expo 2030, Aligned with the Kingdom's Vision 2030



Riyadh Expo 2030 generated around 2.5M interactions worldwide, with a total of 8.3B impressions



Focusing on KSA, The event saw an impressive 1.5M online interactions, contributing to a substantial total of 2.5B potential impressions

Total Interactions

1.5 M

Potential Impressions







The official Riyadh Expo 2030 Twitter page took center stage with a featured post, garnering 23M views online



The majority in KSA is aware of the Expo 2030 win. 4 in 5 showed interest in related news six months before the official announcement



Are aware that KSA won the bid to host Expo 2030



Were interested in Expo 2030 news in the last 6 months



People online are mainly talking about:





Business Leverage

People eagerly express excitement and support for Riyadh hosting the Expo event, congratulating the country & its people

Excitement

Towards The Event

Buzz surrounds discussions on Expo designs, attractions, and celebrations as people share some concept ideas Both locals and foreigners, express pride and admiration for Saudi Arabia, highlighting their love for the nation's remarkable journey

National

Pride

Following the win, businesses are strategically offering discounts to both celebrate the country's achievement and attract more customers







Discussions revolving around key topics echo with excitement as people widely celebrate the historic win

Excitement Towards
The Event

Anticipation Towards Expo Designs

National Pride

Business Leveraging

- I can never get over this joy (2) (2) (2)
- Proud & excited to invite the world to our capital for #RiyadhExpo2030 an unprecedented opportunity to accelerate our journey into the future
- A clip showing the design and how it will be #RiyadhExpo2030 The project is very huge, an integrated city. To explain to you its magnitude, 6 million square meters is the size of the project
- This is the most luxurious thing I have ever seen, wow!
 Concept at Expo Riyadh entitled "Al-Bisht"
- I am incredibly proud that our beloved kingdom has been chosen to host Expo 2030! This is a testament to the hard work & dedication of our nation
- For us, the victory, is a Saudi joy for the leadership & the people today
- A clip showing the design and how it will be #RiyadhExpo2030 The project is very huge, an integrated city. To explain to you its magnitude, 6 million square meters is the size of the project
- #FutureMineralsForum is excited to be part of this journey, welcoming mineral leaders in Jan 2024



"My homeland is a civilization. #SaudiVision_2030 It gave birth to a people who "dream and achieve." #Riyadh_Expo2030,,



Most are excited about hosting Expo 2030, believing it will positively impact the Kingdom



Are excited about Saudi Arabia's successful bid to host Expo 2030

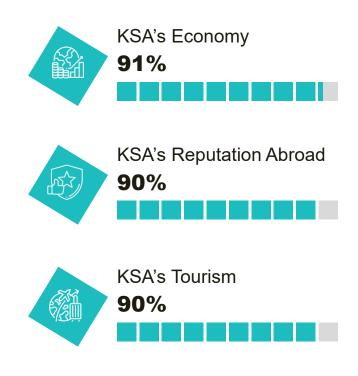


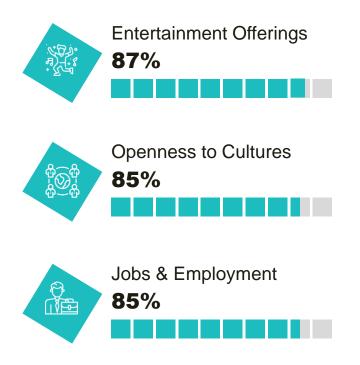
Believe Expo 2030 will have a positive impact on the Kingdom

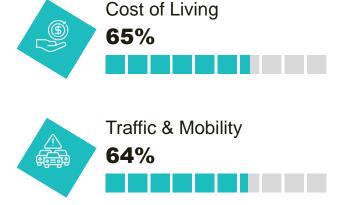


People anticipate positive impacts mostly on KSA's economy, reputation, and tourism

% Positive Impact









Confidence prevails that Expo 2030 will diversify the economy, attract foreign investors, with 4 in 5 agreeing on equipped infrastructure to host the event

% Agree

