



INTRODUCING COOL INC – BRINGING TOGETHER A NEW ERA OF GLOBAL LIFESTYLE WITH A SAUDI TOUCH

The next generation of game changers in the Kingdom, Cool Inc cultivates a new array of inspired choices for citizens and visitors.

Introducing a vision of new, community driven experiences, Cool Inc is on a mission to help shape the future of what's Cool in Saudi Arabia by enriching the Kingdom's cultural and creative lifestyle; while inspiring and connecting the country's tastemakers and visionary minds.

Cool Inc is a luxury and lifestyle holding that is committed to delivering new, world class lifestyle experiences- integrating and contributing to the Kingdom's vision of a broader, richer lifestyle for its sophisticated population and tourists alike. Signified across complementary sectors that revolve around a leisure driven ecosystem, Cool Inc consists of destination dining & members' clubs, bespoke travel, luxury lodging and adventure as its main operating verticals- committed to delivering experiences without limits.

Through an extensive network in the leading international markets, Cool Inc drives exclusive and unique partnerships across major sectors inspired by the finest tastemakers. Celebrating the entrepreneurs, designers and visionaries behind these brands will aid in the curation of the finest and most compelling ecosystem of experiences- sought, sourced by and booked through Cool Inc.

Drawing on his extensive experience in property development, finance, and project management, Sinan Al Saady; Founder & Group CEO of Cool Inc, is fueled by his bold ambition of contributing to breaking barriers in the Kingdom. An accomplished executive and entrepreneur, Sinan's experience transcends new and established businesses from managing a manufacturing business to being Senior Managing Director at Abdul Latif Jameel Land. Having previously introduced to the Kingdom a fresh perspective in dining through a series of acclaimed pop-up concepts over the past few years from around the globe with a Saudi touch,

Sinan's drive to contribute to the now fast paced and innovative evolution of the Kingdom and the rest of the world with spirited adventure is translated through the launch of Cool Inc.

“Here in Saudi Arabia, the journey keeps evolving as our leadership guides us to embrace the future with confidence and enthusiasm, inspiring us at Cool Inc to constantly aspire to the highest of standards. We have witnessed a great deal of accomplishments over the last few years. Passion has sparked within us, and this is just the beginning for our Kingdom”, he explained. “By launching Cool Inc, I am proud to introduce a family of brands characterized by a fusion of cultural experiences to the Kingdom. This will contribute to strengthen the country's position as a global tourist destination and support to employ and build the next generation of the hospitality experts. - we want to be the blueprint, the drivers of inspiration, the leaders of change in the industry.” he added.

ABOUT COOL INC

Cool Inc is a luxury and lifestyle hospitality holding, shaping the future of what's cool in Saudi Arabia. Pioneering the transformation of the leisure and hospitality market in the Kingdom, Cool Inc combines the local entrepreneurial spirit with an affluent global skillset to provide consumer-centric experiences.

Cool Inc is committed to introducing a vibrant lifestyle to the Kingdom's selective clientele, with an exclusive portfolio of leading destination dining & members' clubs, bespoke travel, luxury lodging and adventure experiences.