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Serial # AH/RR/001

To: Antonino Terrana

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PURCHASE ORDER

(001)

Project: Radisson Red – Pre-Concept Design & Marketing Material

ITEM	UNIT	QUANTITY	UNIT RATE-SAR	TOTAL SAR	Description
1	LS	1	200,000.00	200,000.00	1- Pre -Concept design: as detailed attached scope. 2- Marketing material: as detailed attached. Projects: 1. Radisson Red project. Location: Hufuf, Al Ahsa, Eastern Province, KSA
TOTAL (SAR)				200,000.00	

Purchase order terms:

1. PO Duration: 2 months.
2. Deliverables – design: PDF/JPEG and CAD/Excel/word
3. Payment terms: on completion
4. Termination: Termination shall be effective upon providing 14 days' prior notice.
5. Governing Law: The laws and courts of the Kingdom of Saudi Arabia shall apply.



Abbas Al Saleh

CEO

RED RADISSON

PRE-CONCEPT DESIGN PROPOSAL



Title:	RED RADISSON Pre-Concept Proposal
To:	Afyaa Holding
From:	Nuah S.r.l. - Architects
Subject:	Pre-Concept Design Project RED Radisson
Date:	December, 2025
Version:	01

1. SCOPE OF WORK

PRE-CONCEPT

Define the project identity, spatial strategy, volumetric principles, architectural language, and functional distribution for each development. This phase aligns all stakeholders on a clear design direction before entering the detailed phase.

This phase includes the production of the marketing package as detailed in the responsibility matrix below, the package constitutes an **essential** communications kit ready for pitching, marketing and sales.

Each deliverable within the Pre-Concept phase is governed by a structured Responsibility Matrix that clearly defines scale, format, and ownership between Nuah and Afyaa's team and consultants. Every output is assigned a lead party, as well as supporting, consulting, or informed roles to ensure accuracy, consistency, and timely coordination. This framework guarantees that all drawings, documents, and media are produced at the appropriate level of detail (from 1:200 to 1:500 until to LOD required by the project) and in the agreed technical format (DWG, PDF, JPG, MP4, etc.), enabling a seamless and accountable workflow throughout the entire phase.



2. RESPONSABILITY MATRIX

LEGEND					
NA - Not Applicable					
L - LEAD - Taking the lead role for the task and producing the deliverables.					
S - SUPPORT - Responding to queries relating to the specific task and LOE in a timely and accurate way. Assisting with provision of extant data, or where required, validating data and creating new sets of information, based on the LOE associated with the task, such as maps, CAD, graphics or infographics, spreadsheets etc.					
C - CONSULTING - Identifying needs & gaps					
I - INFORMED - Been informed about the tasks.					
RADISSON RED		Scale	Format	Nuah Architect	Afyaa/Other team
1 PRE-CONCEPT					
1.1	Masterplan				
1.1.1	General Roof Plan	1:500	DWG/PDF	L	C
1.1.2	General Landscape Layout Plan	1:500	DWG/PDF	L	C
1.1.3	General Landscape Strategy	NA	PDF	L	C
1.1.4	Site Plan of Precincts	1:500	DWG/PDF	L	C
1.1.5	Site Sections	1:500	DWG/PDF	L	C
1.2	Public Realm (Hardscape / Landscape)				
1.2.1	Landscape Site Plan	1:500	DWG/PDF	L	C
1.2.2	Communal Areas Plan	1:500	DWG/PDF	L	C
1.2.3	Private Gardens Plan	1:500	DWG/PDF	L	C
1.2.4	Hardscape materials	NA	PDF	L	C
1.2.5	Softscape materials and Plants' palette	NA	PDF	L	C
1.3	Architecture				
1.3.1	GA Floor Plan - Cluster typologies	1:200	DWG/PDF	L	C
1.3.2	Elevations - Cluster typologies	1:200	DWG/PDF	L	C
1.3.3	Sections - Cluster typologies	1:200	DWG/PDF	L	C
1.3.4	Identification and specification of materials, cladding systems and roofing solutions	NA	PDF	L	C
1.4	Structural				
1.4.1	General Structural Guidelines	NA	PDF	C	L
1.5	MEP				
1.5.1	General Mechanical Guidelines	NA	PDF	C	L
1.5.2	General Electrical Guidelines	NA	PDF	C	L



1.5.3	General Plumbing Guidelines	NA	PDF	C	L
1.6	Interior				
1.6.1	Inspirational Moodboard	NA	PDF	L	C
1.6.2	Conceptual Interior direction for cluster typologies	NA	PDF	L	C
1.7	Marketing e Communication				
1.7.1	Project Magazine (12-20 slides)	NA	PDF	L	I
1.7.2	Project Teaser Brochure (6-8 slides)	NA	PDF	L	I
1.7.3	Project Postal Card (3-4 slides)	NA	PDF	L	I
1.7.4	CGI's - photoreal renders	NA	JPG	L	I
1.7.5	Teaser Video (Long Version - 90s max)	NA	MP4	L	I
1.7.6	Teaser Video (Short Version - 30s max)	NA	MP4	L	I
1.7.7	360°Tour Virtual Reality	NA	Link	L	I

3. DELIVERY

2 Months.

4. FINANCIAL PROPOSAL

The fee for the Pre-Concept phase of RED Radisson project is **400.000 SAR.**

200,000