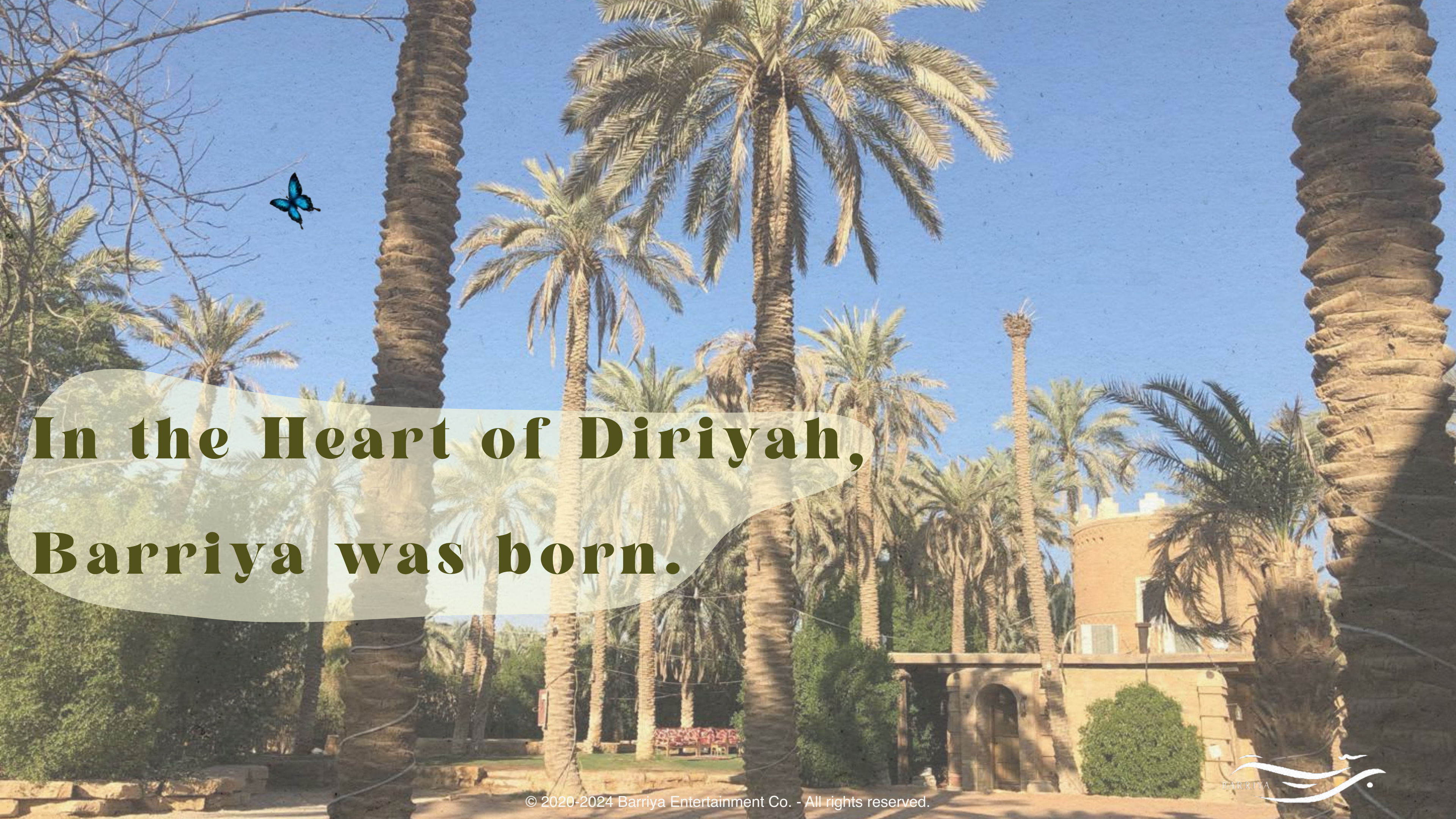




COMPANY PROFILE

BARRIYA



**In the Heart of Diriyah,
Barriya was born.**



Creative Living Through Nature.

Contents

I. Story

II. Barriya Buzz

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I. Story





**Barriya builds premium
creative wellness solutions.**

**Rooted in nature co-creation.
Inspired by depth of purpose.
Fueled by thoughtful novelty.
Geared for practical impact.**





Creative Living Through Nature.

Barriya designed its own unique method for creative thinking. Using nature as the main tool. An approach that's never been done before. And because we believe that creativity is like fuel to our everyday life, we call it **Creative Living**.

Barriya's method, **Creative Living Though Nature**, utilizes three main elements to create nature-based solutions to enhance the flow of the creative process. Or what we call **Creative Wellness**.

This method helps unlock true creative expression on all levels (mind-body-soul).

Wellness



Movement



Play



We are inspired by three main elements..

Wellness



It can hard for an individual to be creative when their wellbeing is compromised. Taking care of both mental and physical wellness is the foundation for a thriving creative process!

Symbolizing balance, the Yellow Bee element helps bring an overall feeling of peace.

Movement



How moving the body unlocks the mind, and how moving in different locations can inspire the creative process. This is all about moving visions into reality!

The Red Ant element is backed up by a creative community and charged up with physical activity and movement.

Play



To play with concepts, and tap into your imagination, and childlike wonder. To widen the horizon and receive an abundance of new ideas and inspiration.

Inspired by how caterpillars transform into colorful butterflies fluttering through, the Blue Butterfly element reveals the wildest creative expression!



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Our business offerings

Barriya Buzz

Corporate programs & N-Nature events.



Barriya Bloom

Creative direction, curation, & programming.



Barriya Herbals

Products made from pure Saudi herbals.



Saaf Barriya

Social & environmental sustainability.



Our main client segments.

Hospitality



Corporates



الهيئة السعودية للتخصصات الصحية
Saudi Commission for Health Specialties

Social & Environmental Organizations



Our journey in numbers.

20,000sqm

**Farm Land
Operated Events**

23

**Public & Private
Programs**

~400

**Creative & Social
Beneficiaries**

18

**Original Products &
Programs**

~100kgs

**Handblent
Artisanal Tea**

9

**Collaborations with
Local Farmers**

~20

**Collaborations with
Women**

~410

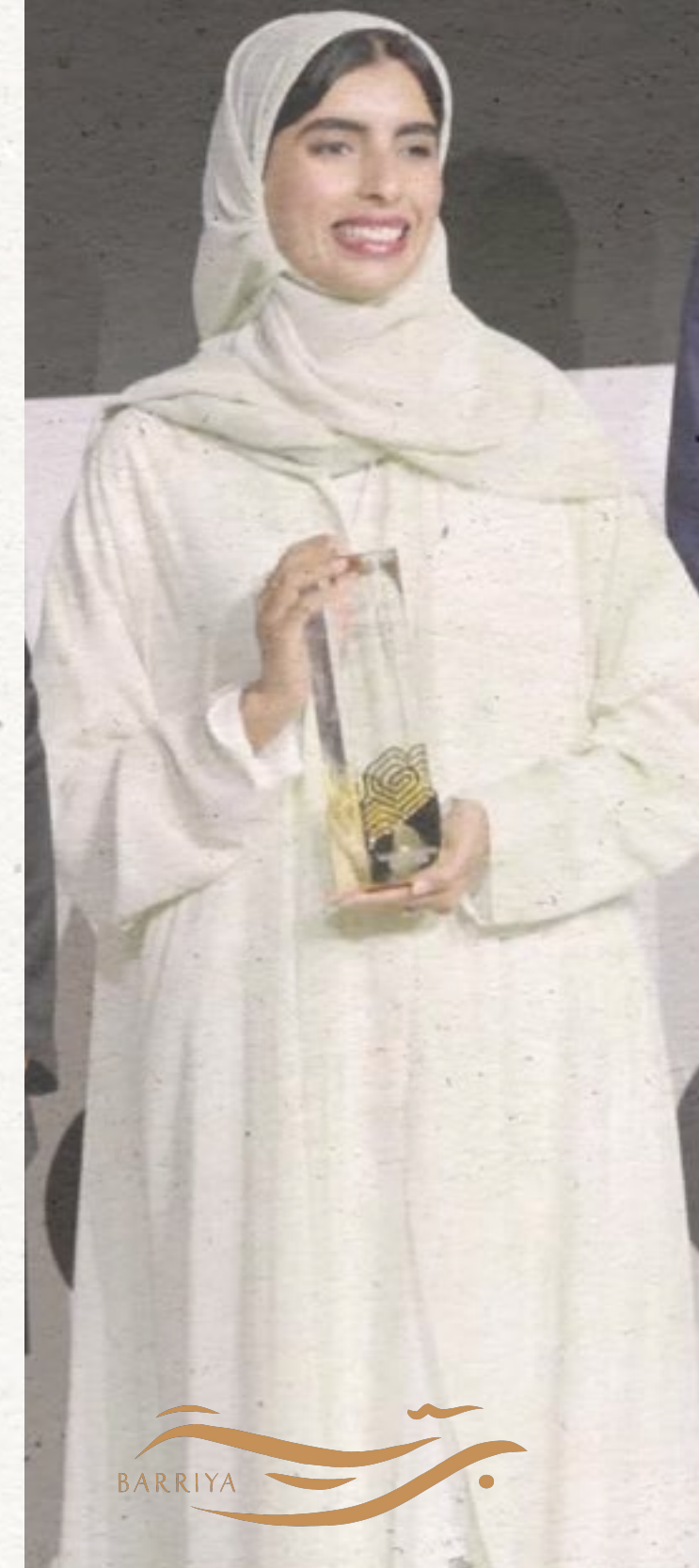
**Trees
Planted**

~7

**Tons of Co2
Avoided**

Winner
'New F&B Startup
of The Year'

Saudi Food Excellence Awards '23



Founded By Lena AlAmeel

Lena is a Creatrix at Barriya. Mazing in between trees with her head in the clouds since childhood, then later in life gaining practical experience in crafting strategies, product development, and creative thinking. Mostly within the tourism, environmental sustainability, and social industries. Her current focus is within the landscape of creative wellness.

At Barriya, Lena crafts nature-based practices and solutions to help organizations and individuals get clear on their why and what they want to create. She helps them learn what it takes to stand out creating the work that matters most to them.

Her adventures in nature and in her own imagination are never left behind, but written down in a children's book instead..



**We believe everyone can be
creative and unique!**



II. Barriya Buzz



A tailored experience in nature for corporates.

Barriya Buzz

Corporates . Organizations . Events

Barriya Buzz is our line of services designed for corporates. We specialize in N-Nature (In Nature) Events and Corporate Creative Wellness Programs. Everything with a bespoke approach to serve your unique purpose.

Having an event in nature requires a curated experience to seamlessly blend and interact with the environment.

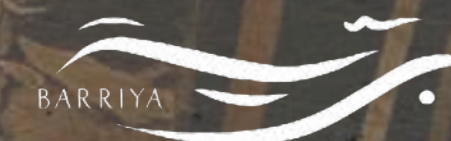
To us, nature is more than just a nice view, we take collaborative, creative thinking to the next level. Our solutions are designed to help you think differently and practically co-create with nature. Where your guests can leave feeling refreshed and carrying a new perspective.





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**Co-create solutions and ideas
with nature and community.**



Barriya Buzz Offerings

N-Nature Events

We design and execute corporate professional and leisure events. From VIP dinners, employee day out, to annual events & summits. Incorporating culture, creativity, and wellness.

We have experience in turning natural spaces of around 20,000sqm into seamless event areas intertwining with nature such as a creative co-working space.

Support the promotion of your organization as an attractive destination for creative minds. Curate your aspirational events to have your guests leave with a sense of awe and amazement.

Barriya Buzz Offerings



Corporate Creative Wellness Programs

Following Barriya's unique method for creative thinking, we tailor programs for corporate leadership and teams.

Programs are designed around leadership, brainstorming, networking, team building, creative thinking and wellness.

These can be delivered outdoors or in your office space, where each program is catered to your unique requirements.





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**The first method of its kind
designed for creative thinking.**



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**A well structured environment
for the most aspirational ideas.**





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Where creative teams can thrive.

III. Barriya Bloom



**Because there is no one way
solution to creativity..**

Barriya Bloom

Resorts & Spas . Farms & Gardens . Events & Festivals

Barriya Bloom is all about working with organizations that focus on **creativity** and **wellness** firsthand. We offer **creative direction, curation and programming.**

Our product and service development approach can go from **ideation** all the way to **execution**. Harnessing the best of Barriya's experience and creative thinking.

We are driven by **story, culture, and purpose**. Delivered in a **practical, systematic, and sustainable** manner. Our creativity is all about **tangible results!**





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**Seamless design
interwoven with nature.**



Barriya Bloom Offerings

Creative Direction

Having several years experience in **strategy development, product development, and content creation**, we will co-create solutions within the **creative wellness, natural space**.

Be it a wellness product or creative venue. Using **Barriya's method and purpose-driven approach**, we will bring practical solutions that are both **unique and sustainable**.

Incorporating **local content, culture, and captivating stories** into each project. Focus areas include **strategy, storytelling, rituals, events, and products/service development**.



Barriya Bloom Offerings

Nature Experience Curation

This is a highly bespoke service where we develop programs, experiences and creative games based on the surrounding natural landscape, reflecting your unique values.

Guiding how individuals interact and co-create ideas, solutions, and new perspectives with the natural environment. This can be a season-long guided programming or a permanent self-guided set up.

Perfect for resorts, conservancies, gardens, farm events and other natural spaces. To position your location as a rare experience that cannot be felt anywhere else!

Barriya Bloom Offerings

✿ Creative Wellness Programs & Games

“New & Unique” are the two most common words we hear from our program clients. This is our promise in every single program and game we create.

Our programming can be curated for wellness and creativity centers. Such as resorts, spas, events and other hospitality and tourism providers.

This is an exceptional offering for your guests to connect with Saudi nature in a way that’s never been done before, an experience meant to last a lifetime!



A nourishing environment for Creative Wellness



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**We work with various Natural
Landscapes across the Kingdom.**





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IV. Barriya Herbals



From This Very Land.



Saudi Nature, in a simple cup of tea!

Barriya Herbals

Hospitality Providers . Retailers . Corporates . Events

Our purpose is to present Saudi's nature in the most unique, tangible and sensory experience. Something that people can easily engage and connect with on a daily bases, to aid in their pursuit of creative living. Our blends are designed to elevate mood and support the creative process.

Creating a 100% Saudi herbal tea is a challenging process; collaborating with local farmers, the entire process is handcrafted and artisanal, and following high standards for safety & quality. We choose to do this because we believe in our country's nature and in our land, and we choose to have that connection in a simple cup of tea.



Farmed & Made In Saudi.





Barriya Herbals Offerings

Branded & Custom Blends

Add your unique branding to our standard tea blends, or design bespoke custom blends that complements your brand.

Wholesale (F + B, Retail & Hospitality))

Complement your guests luxury experience by selecting the best Saudi blends. For restaurants, hotels, resorts, spas, airlines and other hospitality offerings.

Giveaways & Corporate Gifts

To gift a taste of Saudi nature, literally! We design and arrange sustainable gifting packages. Including bespoke premium gifting options which can include other Saudi Made products.

Tea Presentation & Showcase

Tea tasting and herbal blends introduction and story for special events.





ماء على هالأرض.. أرض منك أرضي
صاحب السمو الملكي الأمير بدر بن عبدالحسن









V. Saaf Barriya





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**Community collaboration is
in our culture.**



Starting with Sustainability.

Saaf Barriya

Social & Environmental Sustainability

Saaf Barriya is our social and environmental sustainability pillar embedded in our business model.

Barriya is built on the foundation of nature co-creation. Part of our mission is to help people be inspired by it, care for it, and protect it.

Even when just starting out, we believe in prioritizing sustainability in our offerings, collaborations and operations. We help develop solutions and include the communities that we work with.



**Because we love nature,
we also care about
the environment.**



Saaf Barriya, our sustainability program embedded in everything we do.

Program Sponsorships

We sponsor individuals, mostly women, from charitable and social organizations to attend our programs.

Caring For The Earth

Currently Planting Trees & Offsetting Carbon for each order made (1 Tree Planted + 20kgs CO2 Reduced).

We are in the process to attain international sustainability standards and certifications such as (1% For The Planet) and (B Corp Certification)

Women Powered

We focus on supporting women's creative potential through collaborations with women owned businesses, experts, and freelancers.

Saudi Made & Sourced

Through direct collaboration with local farmers, our Barriya Herbals line is 100% Saudi farmed and made.

For non-core products, we prioritize collaborations that are Saudi Made & Sourced.

Sustainable Materials

For packaging, operations, and complementary products, We collaborate with vendors who source and manufacture sustainable materials. Recycled/biodegradable where possible.

SME Collaborations

We work with SMEs service providers for collaborative success and mutual support.



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ARWANA
ARTISAN BAKEHOUSE



An aerial photograph of a vast, arid landscape. In the center, a large, irregularly shaped, light-colored dry lake bed or salt flat stretches across the middle ground. The surrounding terrain is rugged and hilly, with sparse, low-lying vegetation. The sky is a pale, clear blue. The overall scene conveys a sense of isolation and natural beauty.

**We look forward to helping you
create your best work yet..**

We look forward to work with you to support your efforts in sharing quality Saudi nature-based offerings with your partners, customers and community.

We are excited to partner with you in creating an effective, valuable and expansive experience and service offerings.

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