

VICE Media Group to Open New Regional Headquarters in Riyadh's JAX District

Riyadh, 5 January 2023: VICE Media Group, the worldwide youth media brand, will open its new MEA headquarters in Riyadh's JAX cultural district this month. The new office will help expand VICE's footprint in the region while bolstering relationships with key partners in the Kingdom.

VICE Media Group has operated in the Middle East since 2017, where its talented and diverse team has produced, and distributed content focused on culture, lifestyle and entertainment across multiple languages including Arabic, Farsi, Urdu and English.

VICE's new regional headquarters will give the media group a presence in the heart of Riyadh's creative and cultural community, further reinforcing its position as the destination for people who want to understand what defines youth culture today. The new headquarters will offer clients a full range of production capabilities including a podcast studio, editing suites and a soundstage to fit their needs.

VICE Global Chief Marketing Officer Nadja Bellan-White added, "We're excited to be expanding our commitment to youth culture around the world with our new regional headquarters in the thriving JAX District of Riyadh. With such a youthful population in the Kingdom of Saudi Arabia and throughout the region, VICE is in a prime position to make a difference for our partners to help them reach their audiences in a culturally relevant way."

ABOUT VICE MEDIA GROUP

VICE Media Group is the world's largest independent youth media company. Launched in 1994, VICE has offices in cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy®-winning international television network; a Peabody award-winning NEWS division with the most Emmy®-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with offices around the world. VICE Media Group's portfolio includes Refinery29, the leading global media, and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris, and Berlin; and i-D, a global digital and bimonthly magazine defining fashion and contemporary culture.