



A Shared Vision

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Finding Balance



Recently the U.S. and Israel set forth policy to shift the capital of Israel to Jerusalem. This value decision has been met with much international dissent with recent non-binding U.N. vote tallying 128 in opposition to 9 in support. This has many geo-political implications, which extend

throughout the Company. Many of you within the Company are from all over the world, and for those who are from, or have family in the Middle East, this is a topic that is especially sensitive for many reasons. Many of you now understand the reasons why there has been perpetual conflict in the Middle East, and are excited about potential solutions to ease, and finally resolve long standing international disputes allowing the paradigm of war to shift away. In many respects the Company itself is a model U.N., and sets an example to the international community. Through its transition the Company will become an epicenter of ideas and solutions that are allowed to freely shift throughout the Company to potentially resolve various conflicts. It is no longer the Company's position to confuse the Middle Eastern people to advance one side of an agenda. Nor can it be the Company's position to impose solutions upon the Middle Eastern people. Due to this recent value understanding many of you feel embolden to take the next step to help the the Middle East, but we must be patient. Amidst the international pandemonium coming from the U.S. and Israel announcing the possible shift of the capital of Israel from Tel Aviv to Jerusalem many of you have been searching for the next strategic step to mitigate these tensions, and redirect the negative sentiment. Often the borders of a nation are constructed with a sense of patriotic duty that neglects any potential opportunity for reciprocity to find balance with those on the opposing side. In this instance the people of Israel have a unique opportunity to re-capture the hearts and minds of the international community extending





an olive branch to the Palestinian people in the form of energy. As similarly proposed in the Company's guidance in relation to the Saudi Vision 2030 including Yemen and Oman, placing solar panels on the Israel - Palestine border wall is a modest solution that will allow Israel to reframe

the international debate surrounding the peace process, stabilize the Palestinian economy, and resolve negative sentiment attributed to shifting the capital of Israel from Tel Aviv to Jerusalem. This approach will create favorable conditions allowing Israel and Palestine to reposition into sharing a unified vision of the Middle East. Again, it is not the Company's position to impose this solution upon Israel or Palestine, but in the spirit of maintaining international security, as somewhat of a model U.N., it is the burden of the Company to humbly make relevant suggestions when appropriate, which are in the best interest of the international community. In the coming months the Company will be working with the Israeli and Palestinian governments through the proper U.S. diplomatic channels to bring solar panels and resources needed to build along the approximately 440 mile West Bank barrier. The potential impact of this solution is significant. 708 kilometers or 440 miles of solar panels at only 10ft in height, and only on one side of the wall has the ability to generate approximately 50Trillion kWh/ year or \$65Billion dollars worth of energy per year. This will allow the Shekel to cut across the periphery of Israel and Palestine generating new businesses safely positioning the TA-25 in line with a strategic unified vision of the Middle East. This allows Israel to not only navigate the negative geo-political sentiment attributed to shifting the capital Tel from Aviv to Jerusalem, but allows Israel to win back the hearts and minds of the international community reframing the preconditions for negotiations with Palestine. This strategy allows for a more diverse debate around shifting the capital from Tel Aviv to Jerusalem with



reduced negative sentiment creating

the conditions for positive

negotiations, and a more imperfect

path toward a unified vision of

reciprocity. We will do our best to

see that this solution is well received

through the appropriate diplomatic

channels. Regardless of its



implementation and execution, this strategy safely positions the Company into a neutral unbiased position allowing for artistic and journalistic objectivity of the highest standard. The Company is filled with some of the most vibrant intellectual talent in the world, but in many respects has been held back to accommodate one value agenda after the next, which in many ways has hindered this conflict resolution in particular. Within this context the Company's strategic transition sets forth viable relevant solutions, that if implemented, could create mutually favorable conditions for both the Israeli and Palestinian people. This allows the Israeli and Palestinian people to take the first step Hand in Hand down the imperfect path of reciprocity contributing to a unified vision for the Middle East. Many of you are extremely passionate about Israel, Palestine, and the Middle East. I hope that the solutions and strategies proposed within this paper inspire the debate to continue. When the objectivity of the debate is preset, and forced to placate to an exclusionist value agenda the evolution of the conflicts possible solutions become invisible, which undermines the very principles of democracy. The Company, as a model U.N., must stand for the pillars of democracy when threatened, but also assuage the anguish of our most proud and trusted allies helping them to find balance through novel innovative approaches. The Company will serve to create the synergies of balance necessary to allow the region to naturally progress into a positive unified vision for all the Middle East to enjoy.

