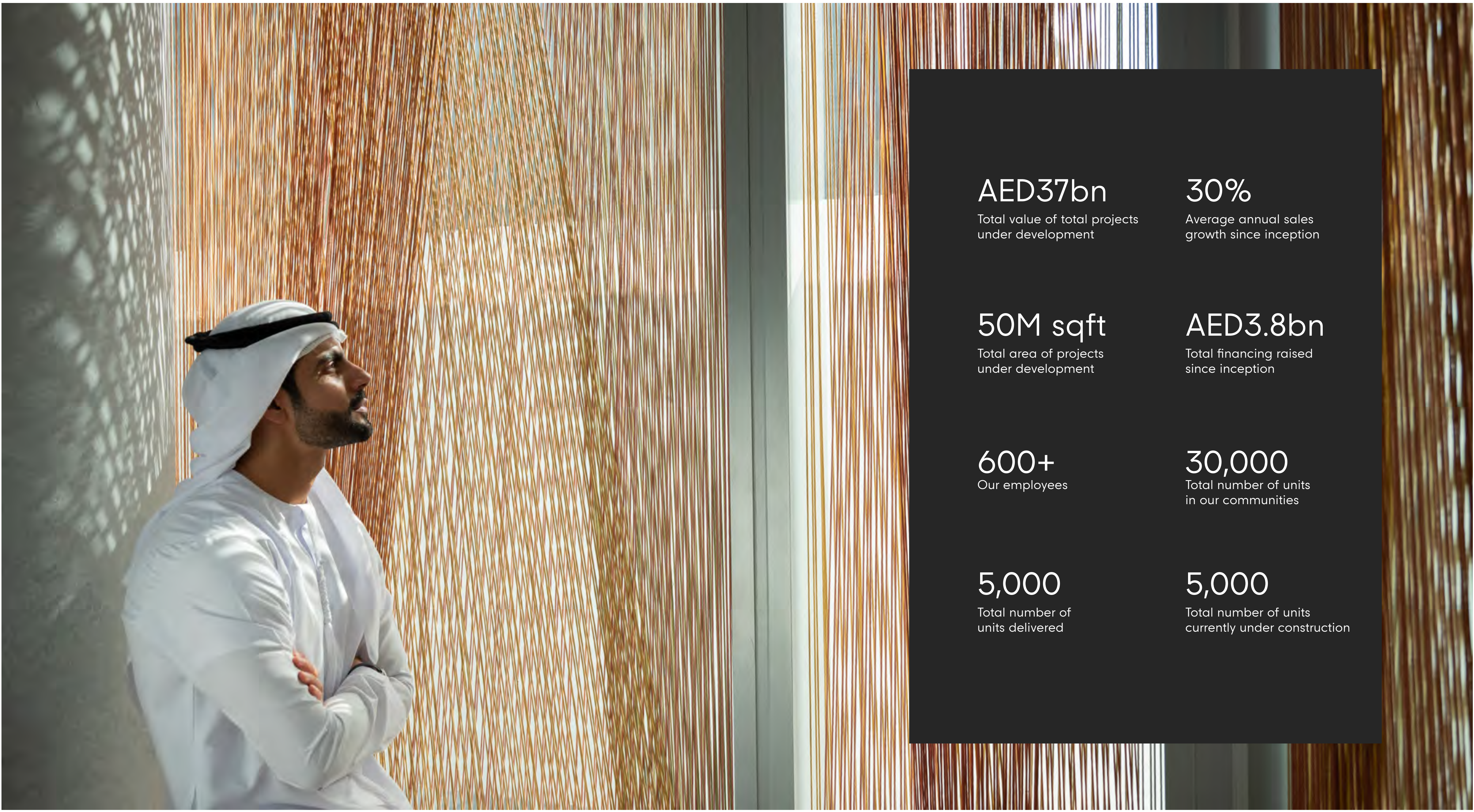


 **ARADA**



AED37bn

Total value of total projects under development

30%

Average annual sales growth since inception

50M sqft

Total area of projects under development

AED3.8bn

Total financing raised since inception

600+

Our employees

30,000

Total number of units in our communities

5,000

Total number of units delivered

5,000

Total number of units currently under construction

Our leadership

Arada has been formed by two of the Gulf's most respected businessmen, HH Sheikh Sultan bin Ahmed Al Qasimi, (pictured on the right), acting as Chairman, and HRH Prince Khaled bin Alwaleed bin Talal (pictured on the left), acting as Vice Chairman.

Launched in 2017 and headquartered in the UAE, Arada is the region's fastest-growing and most progressive developer. Arada was created to build communities and experiences that enrich, engage and inspire people.



Entrepreneur Al Arabiya Dec 2017
Cover story with Arada Chairman HH Sheikh Sultan bin Ahmed Al Qasimi



Arabian Business Oct 2016
Features Arada Vice Chairman HRH Prince Khaled bin Alwaleed bin Talal on its cover



Construction Week May 2017
Cover story with Arada CEO Mr. Ahmed Alkhoshaibi



Arabian Business Apr 2018
Features HH Sheikh Sultan bin Ahmed Al Qasimi as its cover story



Newsweek Arabia Sep 2017
Exclusive cover story interview with Arada Chairman HH Sheikh Sultan bin Ahmed Al Qasimi



CEO Middle East Nov 2018
Interview with Arada Vice Chairman HRH Prince Khaled bin Alwaleed bin Talal

Our
communities

Integrated for life

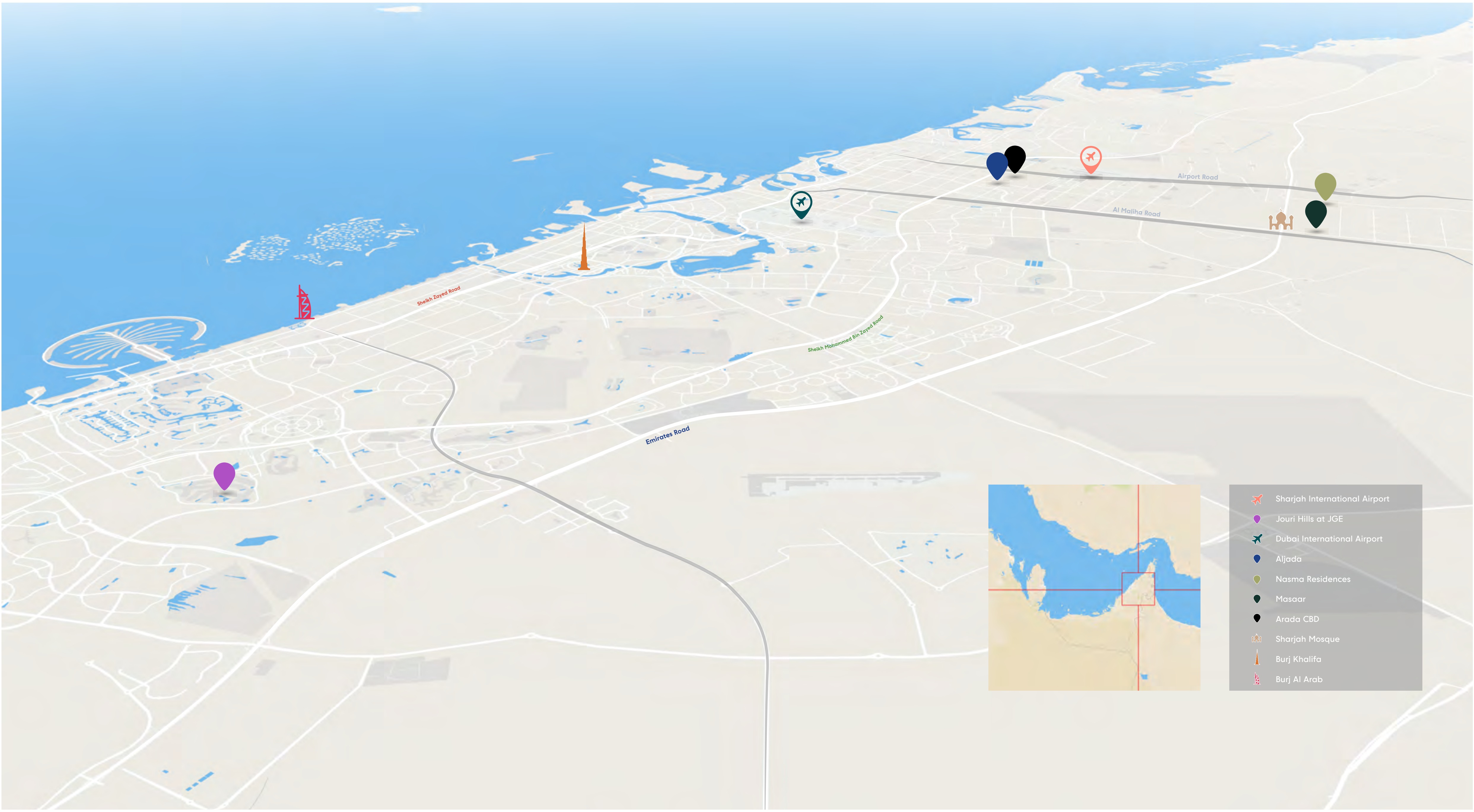
Arada communities are fully integrated, designed around owners and residents.

Our goal is to make sure residents and buyers have everything they need in one location, so they can enjoy a premium lifestyle in exceptional surroundings.

We believe the spaces that surround homes matter as much to residents as the homes themselves. That's why Arada communities also stand out for the exceptional quality of their public spaces, and their lush, green landscaping.

In a changing world, we make every effort to use sustainable building practices and smart technology whenever we can. This approach benefits not just our buyers and residents, but also the local environment as well.











Sheikh Zayed Road

Sheikh Mohammed Bin Zayed Road

Emirates Road

Airport Road

Al Maliha Road

-  Sharjah International Airport
-  Jouri Hills at JGE
-  Dubai International Airport
-  Aljada
-  Nasma Residences
-  Masaar
-  Arada CBD
-  Sharjah Mosque
-  Burj Khalifa
-  Burj Al Arab





Nasma Residences

Our first project, Nasma Residences became Sharjah's fastest-selling community when its first phase sold out in less than a month in early 2017.

The project includes six residential phases, an international school, a mosque and two neighbourhood parks. Five of the six phases have been delivered.

Nasma Central, a community retail and shopping hub, and Nasma Central Park, which includes a host of sporting facilities, are also located within the master plan.

5M
square
feet

AED1.5bn
total sales
value

1,100
units

Nasma Central

Completed in May 2021, Nasma Central and its adjoining park anchor the Nasma Residences community, providing residents and visitors with all their retail and leisure needs.

Nasma Central is anchored by a Spinneys supermarket and contains a range of shops, services, dining outlets, including a Starbucks drive-thru.





مركز ناسما
Nasma Central

ARADA

مركز ناسما

مركز ناسما



Nasma Central Park

Linked to Nasma Central is Nasma Central Park, which contains a host of sporting facilities. Its centrepiece is a manmade hill containing a pavilion building in memory of the late Sheikh Ahmed bin Sultan Al Qasimi, Deputy Ruler of Sharjah. The summit of the hill offers remarkable views of the community and the nearby Sharjah Mosque.



Aljada

Launched in September 2017, Aljada is by far Sharjah's largest ever mixed-use project and a transformational community for the Emirate.

The first part of Aljada, the Madar entertainment complex, opened in 2020 and welcomed more than a million visitors in its first year. Aljada's first homes were completed and handed over at the beginning of 2021.

Featuring extensive residential districts, a creative quarter, a modern business park and a large leisure and entertainment space, Aljada is one of the largest and most exciting new communities in the region.

Aljada is ideally located between University City, Sheikh Mohammed bin Zayed Road and Sharjah International Airport, and has exceptional connectivity with Dubai and the other Northern Emirates.

24M	AED24bn	25,000
square feet	total sales value	units







3 أريج
Areej

aljada
800mm









Madar at Aljada

Designed by **Zaha Hadid** Architects, Madar at Aljada is a 1.9 million square foot family entertainment complex containing a number of key attractions based in a landscaped green park.



الجامعة



Arada Hospitality

In 2018, Arada partnered with Emaar Hospitality Group in a partnership to bring three famous lifestyle brands: The Address, Vida and Rove, to Aljada.



Vida Residences Aljada

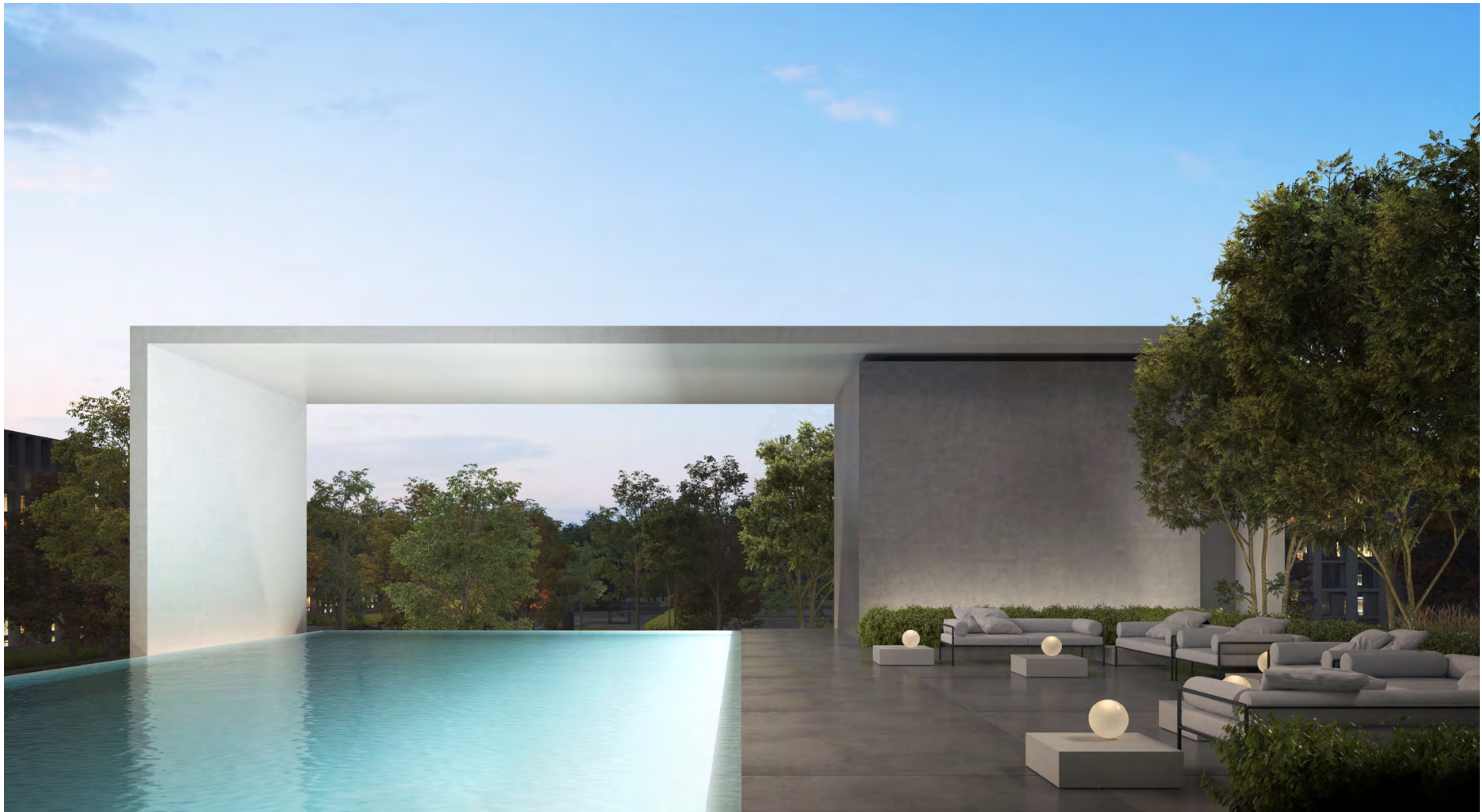
Sharjah's first ever branded residences, the first three residential buildings of the Vida Residences Aljada have sold out and construction is due to commence before the end of 2022.

175
hotel
keys

149
serviced
residences

255
branded
residences





Arada CBD

Arada Central Business District (CBD) is the new commercial center of Sharjah, one of the most vibrant and diversified economies in the Middle East.

Arada CBD consists of a wide range of innovative and flexible workspaces featuring contemporary urban architecture that has been carefully designed to inspire staff and increase their productivity.

The region's first post-pandemic business district, Arada CBD is attracting corporates keen to lease both Grade A and Grade B space from within Sharjah, the wider UAE and further afield, thanks to its ideal location and access to an unmatched range of benefits and offerings.

The signature feature of Arada CBD is the 'green spine' of the district, a forest park that contains shaded walkways and seated areas, while green rooftops and terraces provide ample space for outside meetings, pop up cafes and quiet zones.











Masaar

Launched in January 2021, Masaar is an upscale forested community that sets a new standard for community living across the UAE.

The most distinctive feature of Masaar is the green spine, which connects each of the seven gated districts to the community hub, and which contains more than 50,000 trees.

Designed to provide an active, healthy lifestyle, in a green and leafy environment where residents spend more time outdoors than indoors, Masaar is the UAE's first 'post-pandemic' master-planned community.

Construction on Masaar has already begun, and the first homes are scheduled to be handed over in 2023.

19M	AED8bn	4,000
square feet	total sales value	units















Jouri Hills at Jumeirah Golf Estates

Jouri Hills at Jumeirah Golf Estates is an exclusive collection of modern smart homes located in Dubai's most prominent golfing community.

Consisting of 294 contemporary homes ranging from three-bedroom townhouses to six-bedroom mansions, Jouri Hills also contains a wealth of facilities set in green landscaped parks.

Owners of homes in this luxury community also have full access to the facilities of the wider Jumeirah Golf Estates master plan, which consists of 16 unique districts overlooking two of the world's finest golf courses.

294

Villas and townhouses

2.9 million sqft

Master plan









Our brands

Wellfit

Designed to motivate everyone to lead happier, healthier lives through a connected and tailored fitness experience.

Wellfit's first two venues in Circle Mall, Jumeirah Village Circle, and Meydan, are the two largest gym locations of their type in the UAE.

Wellfit has an aggressive expansion plan, targeting new locations in Dubai, Sharjah and Abu Dhabi.





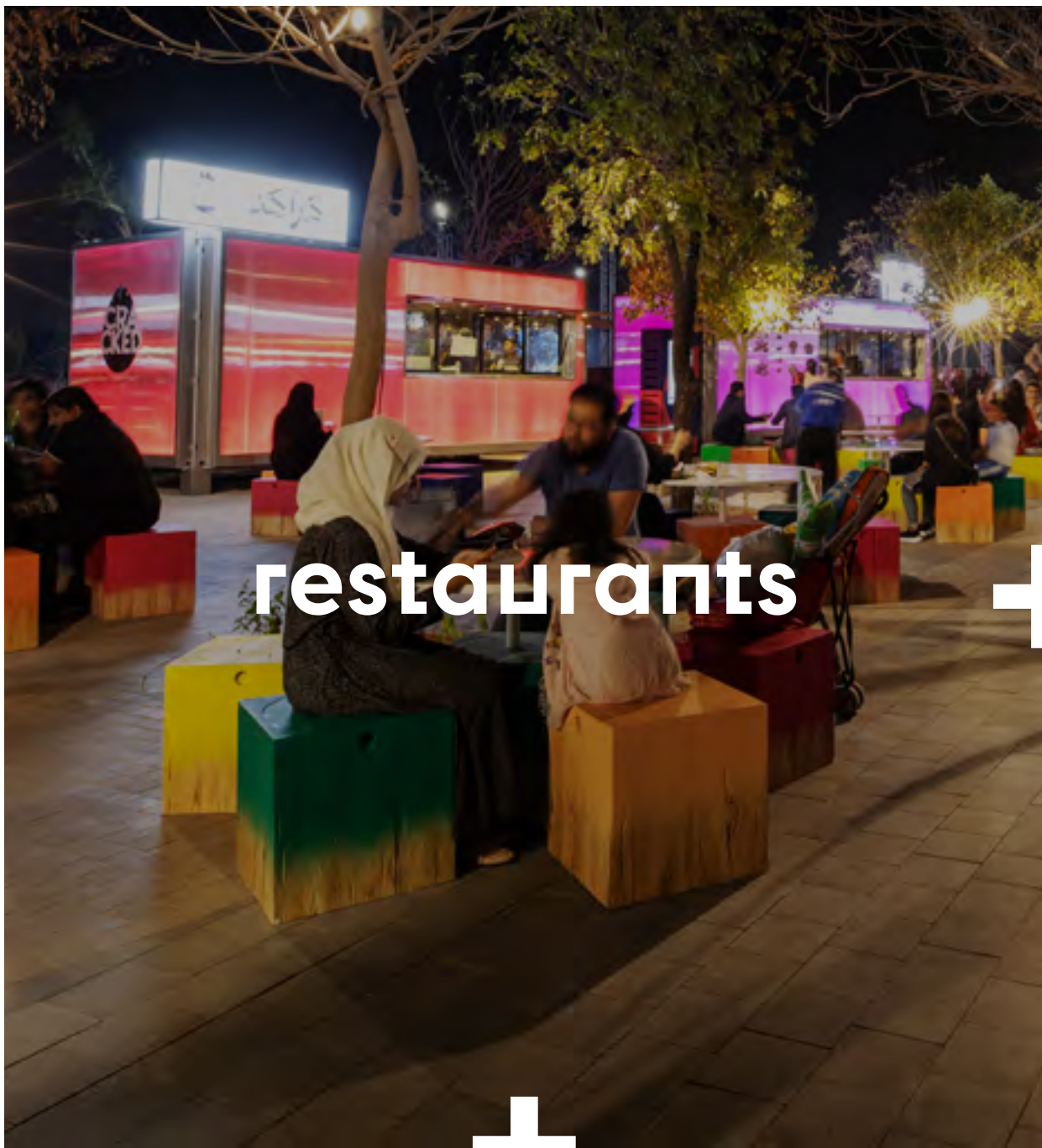
Zad

A new consumer brand launched by Arada in 2020, Zad is a flexible platform that brings together food with activities and entertainment designed to activate public spaces and attract significant footfall, offering a flexible platform that has proven ability to attract significant footfall.

The first Zad, located at Aljada welcomes 120,000 visitors a month, drawn by its safe, family-focused and playful attractions and well-designed environment.

Zad at Aljada features 24 food outlets, split between a walk-through food district and a drive-thru. The site also includes a free-to-enter drive-in cinema and has direct access to a softscape children's adventure playground, a waterplay area and a skatepark.

Opened in November 2022, the second Zad at Masaar contains eight food outlets, split between a drive-thru site and a picnic site. The Zad at Masaar location also contains a children's adventure playground, skate park, outdoor cinema and amphitheater.



restaurants



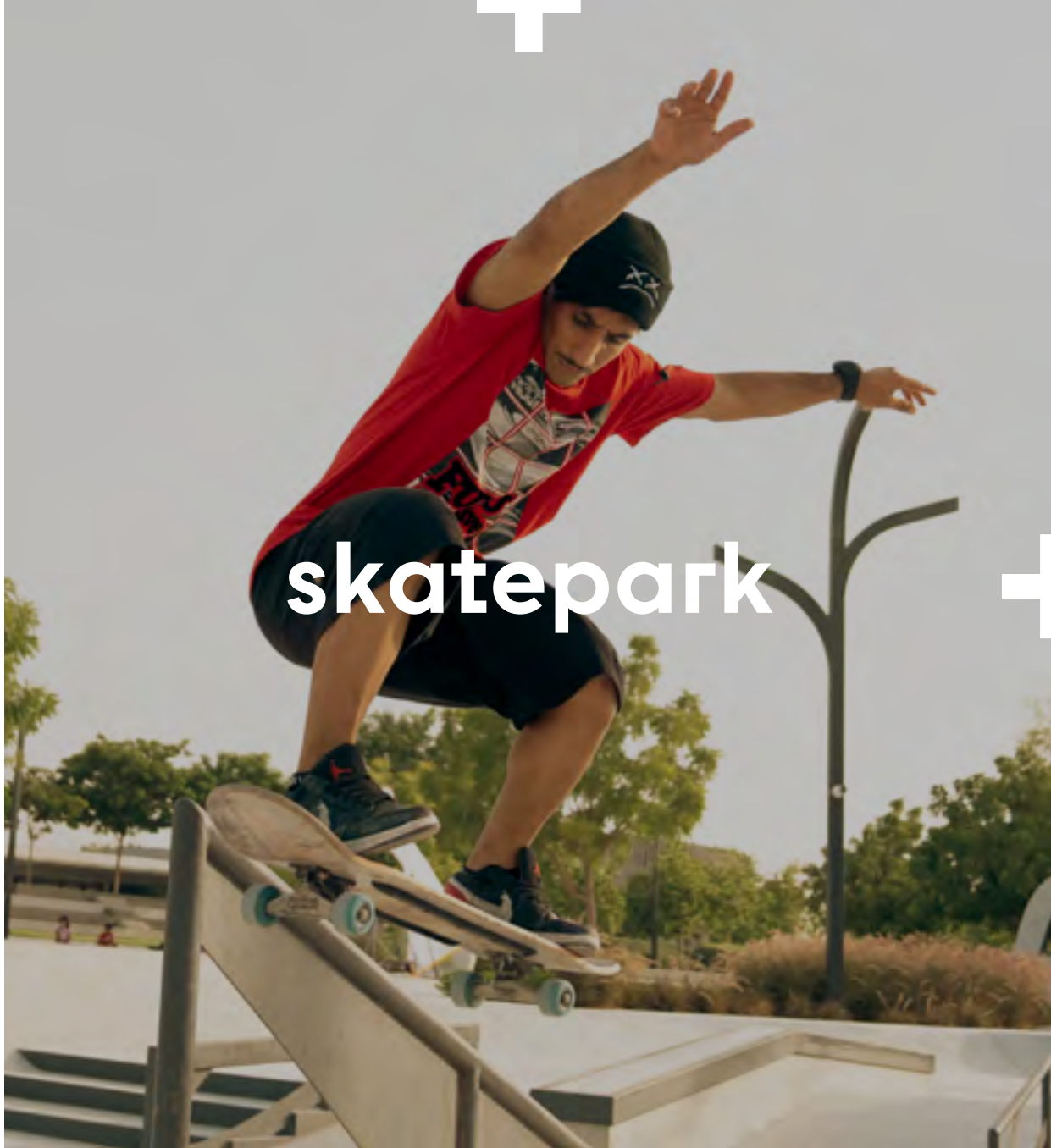
drive-in cinema



kids playscape



entertainment



skatepark



water fountain



farmers market



sports events

Manbat

Launched in January 2021, Manbat is a farmers' market created by Arada in partnership with Ministry of Climate Change and Environment to help support and grow the UAE's agricultural sector. Erected during weekends in select locations in Sharjah (Aljada, Nasma Residences) and Dubai (Al Ittihad Park, Palm Jumeirah, Expo Village and One Central), Manbat's pop-up tents/stores are made available to Emirati farmers, entrepreneurs and F&B operators to offer visitors competitively priced fresh produce and/or food products, all grown/cooked in the UAE. Every event is complemented by entertainment for loads of family fun.



Our
initiatives



Arada Care

Launched in 2021, Arada Care is an in-house division dedicated to serving the needs of our buyers

- Covers the entire customer experience from post-sales through key handover and for the lifetime of the property
- Motivated Customer Relationship Management team with excellent communications skills
- Professional and on-the-spot Facilities Management team
- Leasing services to enable owners to rent out property faster, and assist with management of tenant issues
- Led by a dedicated Chief Community Officer with extensive high-level experience



Arada Foundation

Launched in 2021, the Arada Foundation has been set up to consolidate and structure our corporate social responsibility and philanthropic initiatives.

- Arada has partnered with The Big Heart Foundation and UNHCR to introduce a landmark initiative. For every home bought in our Masaar community during the Holy Month, we will build a home for a refugee family in Kenya.
- Home for a Home is being carried out in association with our partners The Big Heart Foundation and United Nations High Commission for Refugees.
- The campaign will provide homes for almost 2,000 people, while also providing a water supply for 42,000 vulnerable people.

Houssam Chahine, UNHCR; Ahmed Alkhoshaibi, Arada; Mariam Al Hammadi, Director, TBHF with HH Sheikh Sultan bin Ahmed Al Qasimi, Humanitarian Envoy of TBHF and Chairman of Arada (rear)



The Kalobeyei settlement in northern Kenya

