

 **ARADA**



Launched in 2017 and headquartered in the UAE, Arada was created to **build spaces people connect with** for healthier, happier and more meaningful lives.

Arada's scope of operation covers property development, retail, education and hospitality.



Connected Life

Connected life is Arada's purpose. It is grounded in the belief that **when people and spaces connect, great things happen.** It highlights Arada's commitment to creating spaces that unleash the full potential of people, leading to happier, healthier and more meaningful lives.

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.

As Group Chief Executive Officer, **Ahmed Alkhashabi** has led the company since inception and is responsible for all aspects of corporate performance.



Property
Development



AED60bn

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

1,000+

Our employees

30,000

Total number of units in our communities

9,100

Total number of units delivered

4,000

Total number of units currently under construction

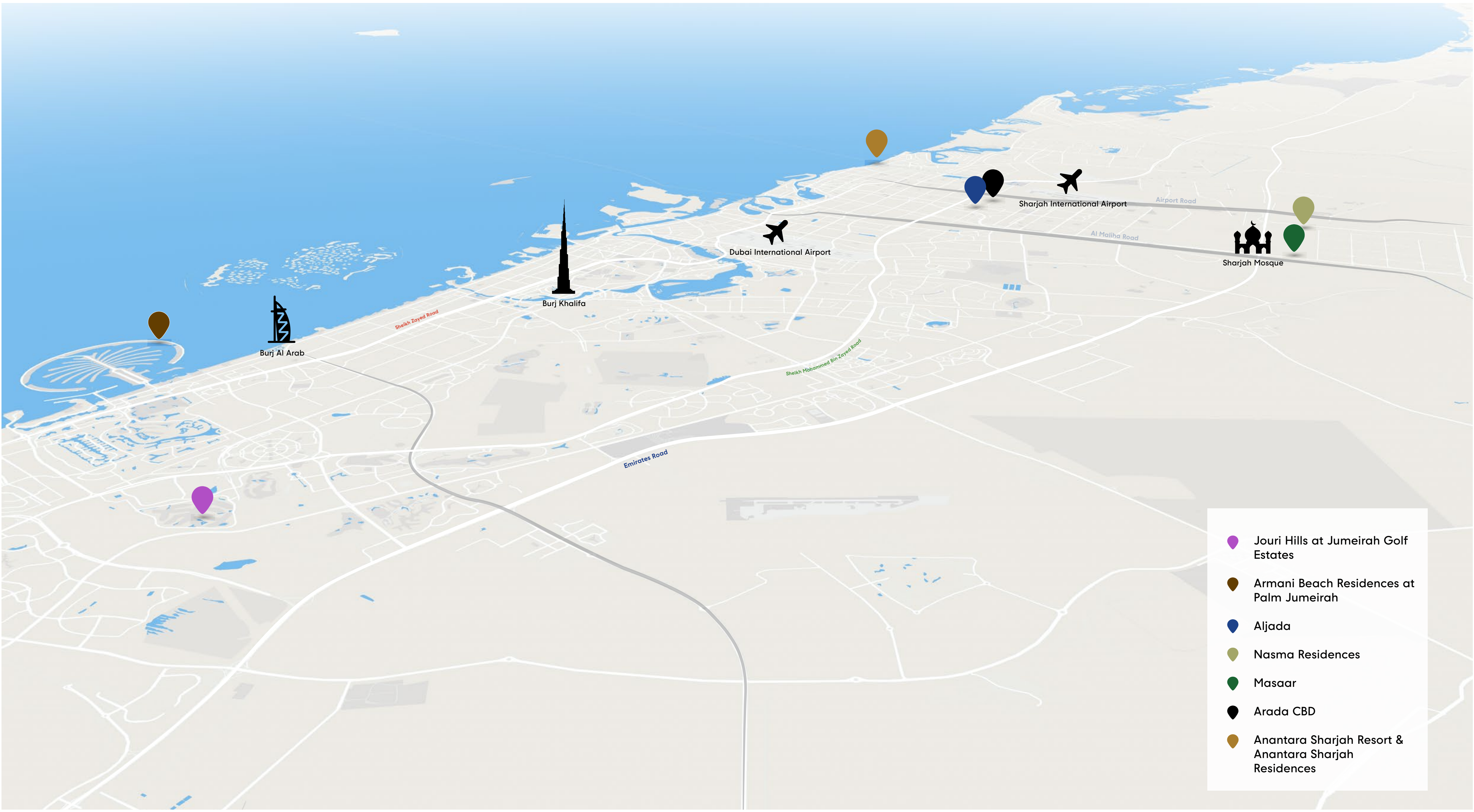


Integrated for life

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



-  Jouri Hills at Jumeirah Golf Estates
-  Armani Beach Residences at Palm Jumeirah
-  Aljada
-  Nasma Residences
-  Masaar
-  Arada CBD
-  Anantara Sharjah Resort & Anantara Sharjah Residences

Nasma Residences

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

All six phases have now been completed and the community has been handed over.

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.





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.





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 set to become **the downtown of new Sharjah**.

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 modern business park, a cultural district 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 square feet
AED35bn total sales value
25,000 units

Madar at Aljada

Impeccably **designed by Zaha Hadid Architects** and defined by lush green spaces and water features, Madar is a 1.9Mn Sq.ft. family-friendly retail and entertainment attraction all spread around a beautifully landscaped park.

Located in the heart of the Aljada megaproject, Madar represents the free movement of people around the space, and also reflects the original design, which incorporates a striking series of elliptical buildings surrounding a central point.





Arada CBD at Aljada

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.



Nest at Aljada

Strategically located right by University City, Nest at Aljada is a **premium purpose-built student housing campus** based in the heart of Sharjah's most exciting lifestyle community.

A milestone in terms of security, comfort and ease of use for the next generation, Nest allows students to live, study and play all within the confines of a safe environment with world-class facilities that have been carefully designed to allow learning to flourish and even assist with entry into employment.

Madar Mall at Aljada

Madar Mall offers a contemporary shopping experience for visitors from the UAE and beyond.

The venue incorporates a mix of facilities including **entertainment, exclusive dining, premium and convenient shopping** as well as health and wellness.

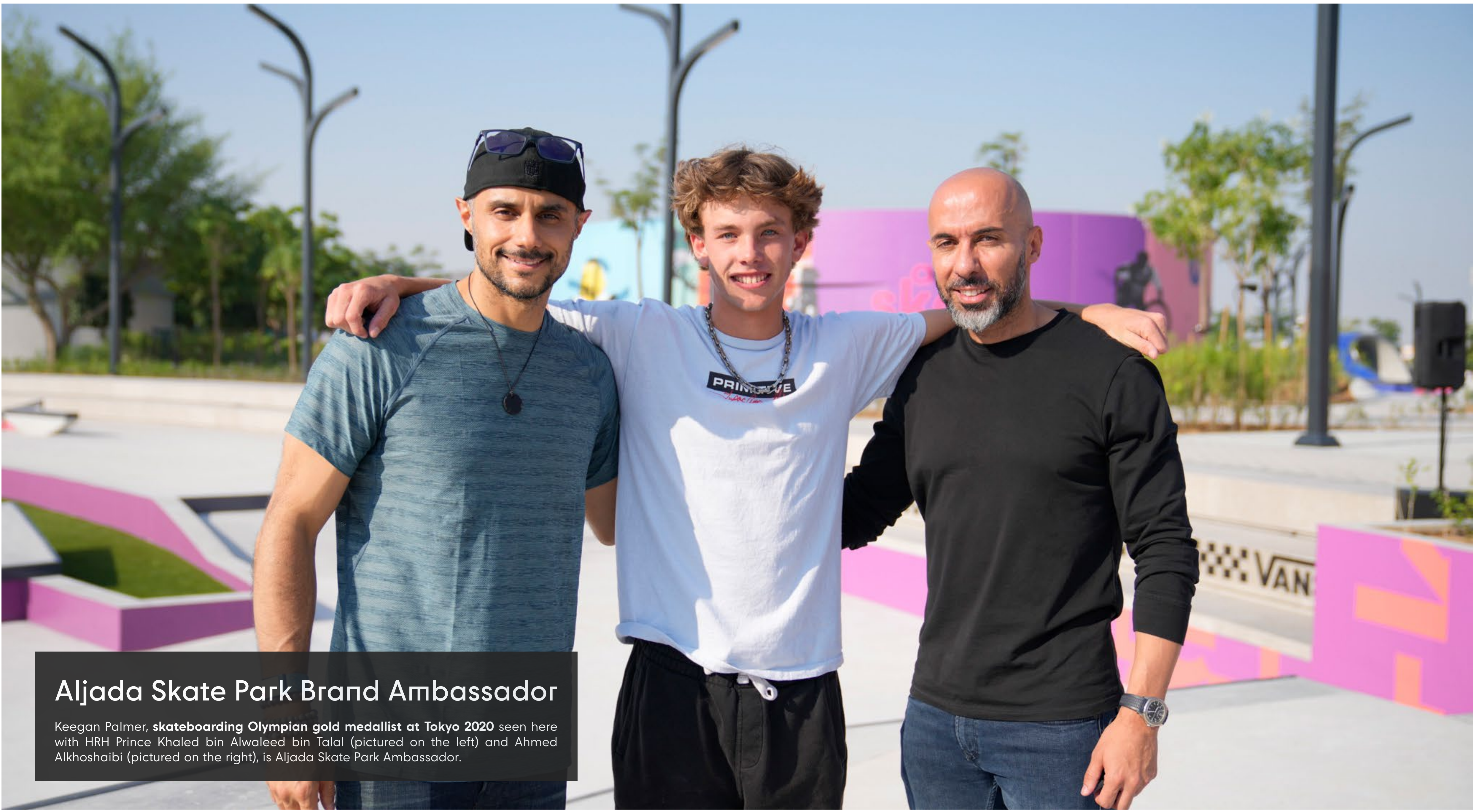




Aljada Skate Park

Spread over a **90,000 square foot area**, the Aljada Skate Park complex currently consists of six separate parks, ranging from a California Skateparks-designed world-class, Olympic-level street course and park construction complete with two deep ends (3.3m in height) and other features including quarterpipes, a selection of stair rails, ledges and vert extension which will give the skaters freedom to express themselves.

Aljada Skate Park has quickly become a major attraction for hundreds of skateboarding enthusiasts from across the UAE, who participate in weekly skating competitions. Design elements have been inspired by some of the most iconic skate parks around the world, including Ariake Urban Sports Park in Tokyo, Bondi Beach and Salt Lake City, while the facility also includes smaller bowls, snake runs and street sections as well as infrastructure perfect for beginners and intermediate-level skaters.



Aljada Skate Park Brand Ambassador

Keegan Palmer, **skateboarding Olympian gold medallist at Tokyo 2020** seen here with HRH Prince Khaled bin Alwaleed bin Talal (pictured on the left) and Ahmed Alkhoshaibi (pictured on the right), is Aljada Skate Park Ambassador.

A photograph of a modern apartment building at dusk. The building has a dark blue facade and a grid of windows. Many windows are illuminated from within, showing warm interior lights. The sky is a deep blue. In the foreground, there are some trees and tall grasses. The building is part of a complex, with other buildings visible in the background.

Areej Apartments at Aljada

Designed in a contemporary and elegant style that creates an efficient living space, **the seven Areej Apartments buildings** are ideally suited for singles or young couples.

Located in a complex featuring both four and six storey buildings, the Areej Apartments buildings contain studios, one bedroom and two bedroom units. Each apartment has access to park or boulevard views.



Misk Apartments at Aljada

Misk homeowners benefit from modern and spacious interiors, with the ability to choose different sizes and layouts to suit their lifestyle. Ideally situated in a ten storey building, they are perfect for couples or families with children. Choose from one, two and three bedroom apartments, as well as our magnificent four bedroom penthouses.

Arada Smart Home technology is included in **all four Misk Apartments buildings**.



Sarab at Aljada

Everyone needs a quiet place to rest, relax and rejuvenate. **The two Sarab communities** are located in the quietest part of Aljada, and it's the perfect spot for families to unwind.

At both Sarab communities, nature comes first. Homeowners can open the back gate and walk straight out into a carefully curated collection of gardens and trees or venture outside the neighbourhood to find even more lush parks, running the length of Aljada, as well as a beautifully landscaped green area at Madar.

The Boulevard at Aljada

The Boulevard is situated right on Aljada's tree-lined avenue, a bustling thoroughfare featuring shops, cafes and restaurants.

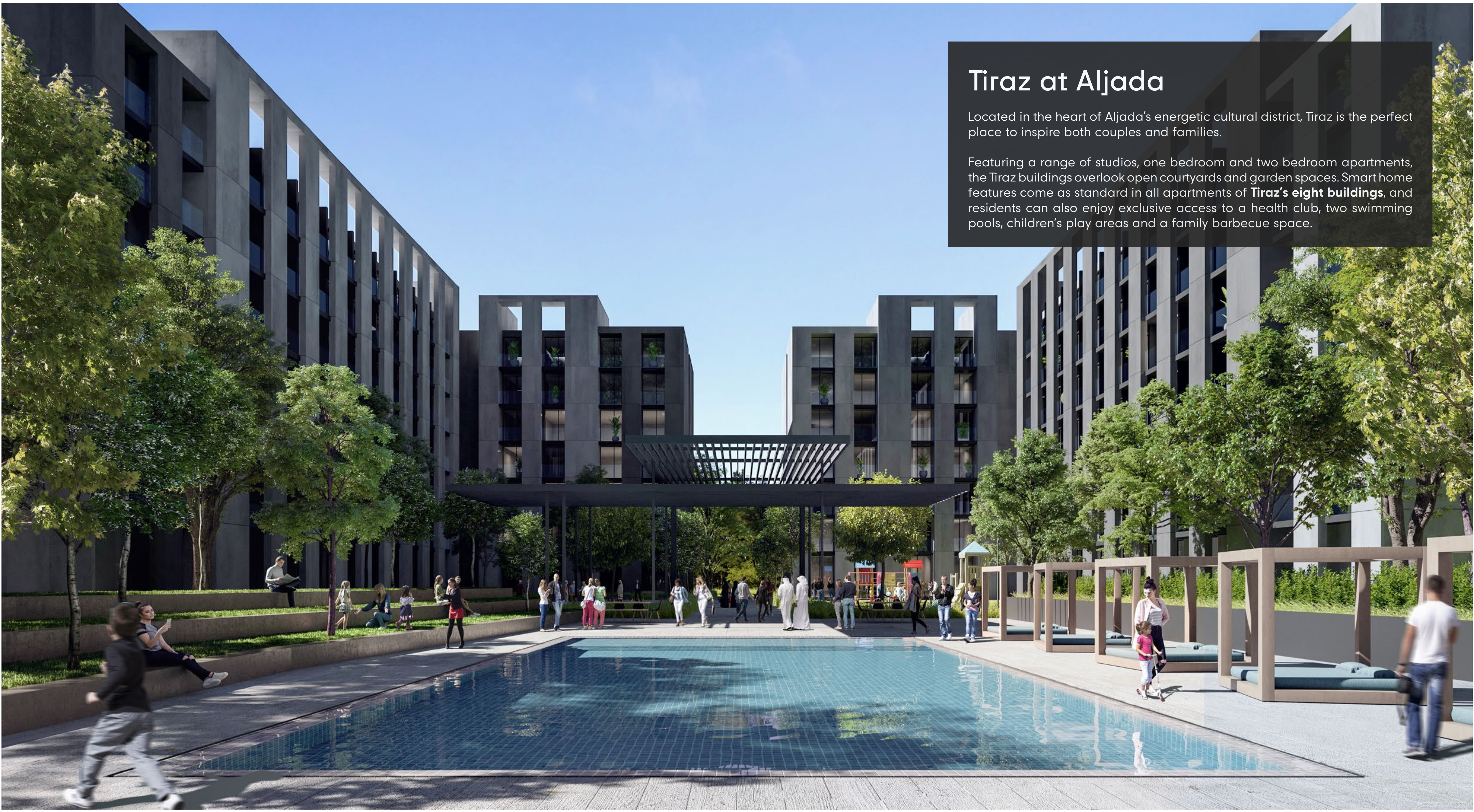
The Boulevard is part of a young and energetic neighbourhood that defies convention. This unique **set of three buildings** is also the perfect base from which to explore the electric vibe of Aljada.



Tiraz at Aljada

Located in the heart of Aljada's energetic cultural district, Tiraz is the perfect place to inspire both couples and families.

Featuring a range of studios, one bedroom and two bedroom apartments, the Tiraz buildings overlook open courtyards and garden spaces. Smart home features come as standard in all apartments of **Tiraz's eight buildings**, and residents can also enjoy exclusive access to a health club, two swimming pools, children's play areas and a family barbecue space.



The Gate at Aljada

Ranging from cosy one-bedroom apartments to three-bedroom family homes, all residences at The **Gate's two buildings** include smart home features as standard, as well as a kitchen cooker, hood and washer/ drier from a premium European manufacturer.

Many homes also feature a 'winter garden', a design feature that extends the living space in homes onto the balcony, bringing the outdoors indoors.



il teatro at Aljada

Designed by Tadao Ando, il teatro is Aljada's iconic new performing cultural complex, able to host a wide variety of performances and shows, including theatre, opera, dance, ballet, musicals, concerts, films, art exhibition and festivals.

As well as a 2,000-seat auditorium, il teatro will also contain a gallery and boutique restaurant.



il teatro Residences at Aljada

Stylishly designed with the neighbouring il teatro, il teatro **Residences 1 and 2** feature one to three bedroom apartments and lofts. A signature feature of the buildings is the rooftop infinity pool, which provides unparalleled views over il teatro and its surrounding plaza.

All apartments at il teatro Residences buildings feature smart home solutions as standard, while owners also have access to a residents-only health club.



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 six 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 began in 2022 and the first homes were handed over at the end of 2023.





19M	AED9.5bn	3,000
square feet	total sales value	units



Masaar
Track

Cafe
Workshop
Retail
Storage

Cafe

Masaar Track

Masaar Track is a **6.6 kilometre looped circuit**, which runs through the woodland at on the outskirts of the Masaar master community.

Featuring three underpasses and one bridge, the circuit has been carefully designed with both amateur and professional cyclists in mind.

Thanks to lighting around the track and in the tunnels, Masaar Track is open 24 hours a day, 365 days a year.



Building a forested community

Lush landscaping is an essential feature at every Arada community, and nowhere is this more evident than at Masaar.

Arada selects a healthy mixture of trees and shrubs that are indigenous or from parts of the world with a similar climate. Flame trees, tree jasmine, neem, trumpet trees, Indian beeches and Indian laurels all complement the beautiful species that are native to the UAE, which include acacia (salam), sidr and the national tree of the UAE, the ghaf.

An aerial photograph of a modern residential development. The buildings are multi-story, with light-colored facades and large glass windows. They are arranged in a cluster, with some featuring rooftop terraces. The development is surrounded by dense, lush green trees and vegetation. The lighting suggests a bright, sunny day.

Sendian

At Masaar's very first community, Sendian, residents find themselves out of the house more, spending time with their favourite people, creating moments to cherish and remember. Here children can excel, growing up in a secure and nurturing community, the way childhood used to be.

From two bedroom townhouses to majestic five bedroom Sendian Park Villas, all units come with smart home features as standard and have easy access to lush green parks.

Homes at Sendian range from 1,847 sqft to 4,914 sqft in size.



Kaya

The second community to be brought to Masaar, Kaya is a place of safety, tranquility and security. At Kaya, nature comes first. From the trees integrated into the design of every home, to the landscape that welcomes residents close to their back door, uplifting lush greenery is everywhere. Kaya has been designed with families in mind and is a place where loved ones will thrive. Homes at Kaya range from 1,884 sqft to 6,117 sqft in size.



Robinia

Robinia is the third district to be introduced in the Masaar master plan, and is a secluded paradise, surrounded by lush, dense woodland. From sleek two-bedroom townhouses to premium five-bedroom villas, each home is exquisitely designed to optimise wellness and healthy living. Brimming with jade landscapes and cool woodlands with easy access to sporting and entertainment facilities, Robinia is a family-friendly oasis that uplifts residents; quality of life.

Homes at Robinia range from 1,962 sqft to 6,552 sqft in size.

Azalea

The fourth district to be launched at Masaar, Azalea offers a premium lifestyle in what has rapidly become one of the most popular communities in the UAE. Azalea features a wide range of sizes and floorplans to suit families' every need, from surprisingly spacious two-bedroom townhouses all the way up to six-bedroom signature villas.

Homes at Azalea range from 1,965 sqft to 8,580 sqft in size.



Sequoia

A peaceful enclave hidden within the woodland, Sequoia is the fifth phase to be launched at Masaar, and is located on the northern edge of the master plan. Residents at Sequoia have direct access to Masaar's international school, and can also easily access Masaar Central, the community hub.

Homes at Sequoia range from 1,965 sqft to 9,235 sqft in size.



Saro

A peaceful enclave hidden within the woodland, Sequoia is the sixth and final phase to be launched at Masaar. As with other phases in the master plan, all units come with smart home features as standard, alongside intricate nature-inspired design and easy access to forested greenery.

Homes at Saro range from 1,965 sqft to 9,235 sqft in size.





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.

2.9M square feet
AED2.2bn total sales value
294 Villas and townhouses



Jouri Hills is part of the exclusive Jumeirah Golf Estates, a world-class residential golf destination offering luxury homes and leisure facilities amidst two internationally-acclaimed championship golf courses, creating an unmatched lifestyle experience in the heart of new Dubai. Set across 1,119 hectares of lush green landscape, the development is an unrivalled destination offering attractive investment opportunities and worldclass amenities. With more than 1,835 homes, Jumeirah Golf Estates currently comprises a series of unique communities, which overlook two of the world's finest golf courses, Earth and Fire. Each individually designed villa, apartment and townhouse is more than a residence; it is an ideal home in its own right.





Each home at Jouri Hills is defined by contemporary architecture designed to make the most of natural light, with floor-to-ceiling windows, skylights and double-height spaces all combining to create a feeling of lightness and relaxation.

Nature-inspired touches, including weaving trees and greenery into the design of your home, are matched with a range of smart home features, which enhance your security and convenience, while helping to protect the environment at the same time.

Homes at Jouri Hills range from 3,160 sqft to 14,813 sqft in size.

Armani Beach Residences at Palm Jumeirah

Armani Beach Residences at Palm Jumeirah is **a unique collaboration between Arada, the Armani Group and Japanese 'starchitect' Tadao Ando.**

Located on the outer crescent of the iconic manmade islands in Dubai, the project will offer a luxurious spatial experience that also provides a visual and compelling connection between each residence and the sea.

Armani Beach Residences at Palm Jumeirah will contain a range of beautifully appointed homes, including a select number of penthouses, as well as a series of world-class amenities carefully designed to allow every resident the chance to enjoy an elegant, productive and active lifestyle.

This exclusive new destination is scheduled for completion by end 2026.







Anantara Sharjah Resort & Anantara Sharjah Residences

Owned and developed by Arada and operated by Minor Hotels, the Anantara Sharjah Residences and the adjoining Anantara Sharjah Resort feature striking architecture including a signature gateway that is designed to show the path of the sun. The complex is located on the north-eastern edge of Al Heerah Beach, a popular tourist destination in its own right with 3.5 kilometres of beachfront containing jogging and cycling tracks and a wide variety of dining options.

Owners at Anantara Sharjah Residences will be able to enjoy incredible amenities and services including the stunning beachfront and pier, landscaped pools and water features, and outdoor café. They will also be able to benefit from the facilities on offer at the adjoining 110-key Anantara Sharjah Resort, which will include an expansive infinity pool, five distinctive restaurants including the brand's signature Mekong restaurant, an Anantara Spa with world-class male and female wellness amenities, a state-of-the-art gym, a kids club, and a 400 square-metre meeting and events space. Construction of the Anantara Sharjah Resort and Anantara Sharjah Residences is set to be completed by late 2027.



Retail

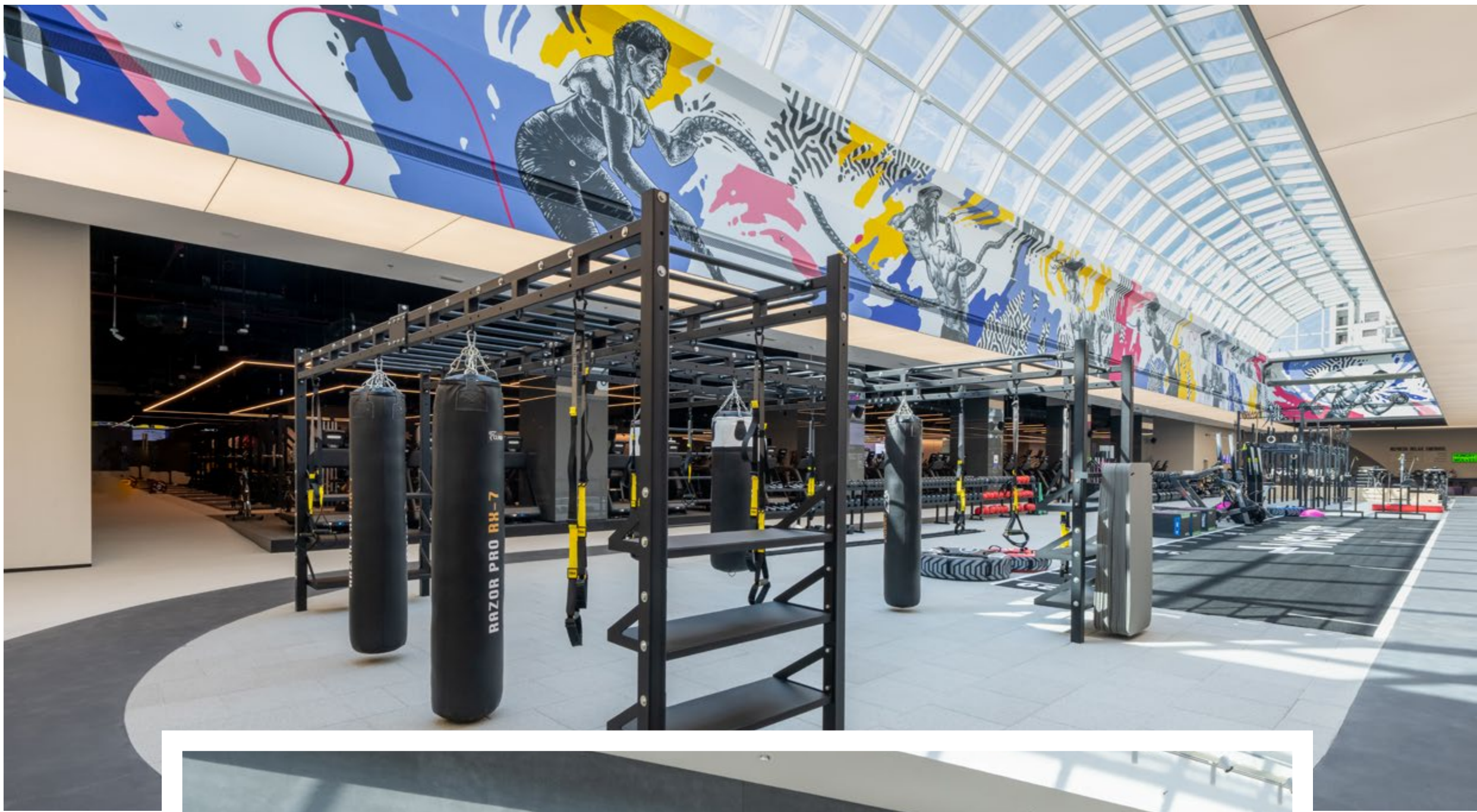


Wellfit

Wellfit is designed to **motivate everyone to lead happier, healthier lives** through a connected and tailored fitness experience.

Wellfit's first three flagship venues in Jumeirah Village Circle (Dubai), Meydan (Dubai) and Madar at Aljada (Sharjah) are the three largest gym locations of their type in the UAE.

Wellfit has an aggressive expansion plan with more new locations soon to open in Dubai, Sharjah and Abu Dhabi.



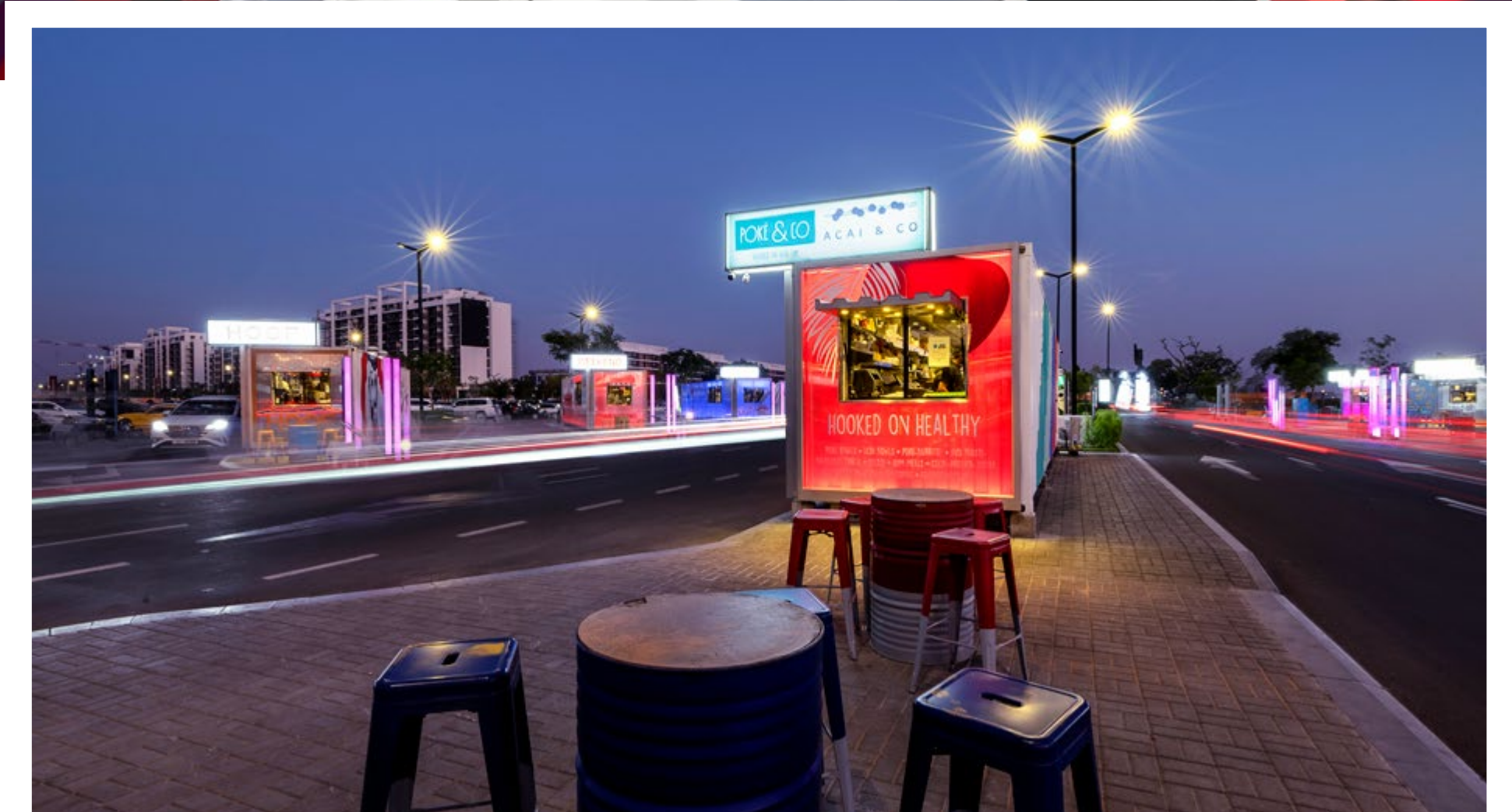
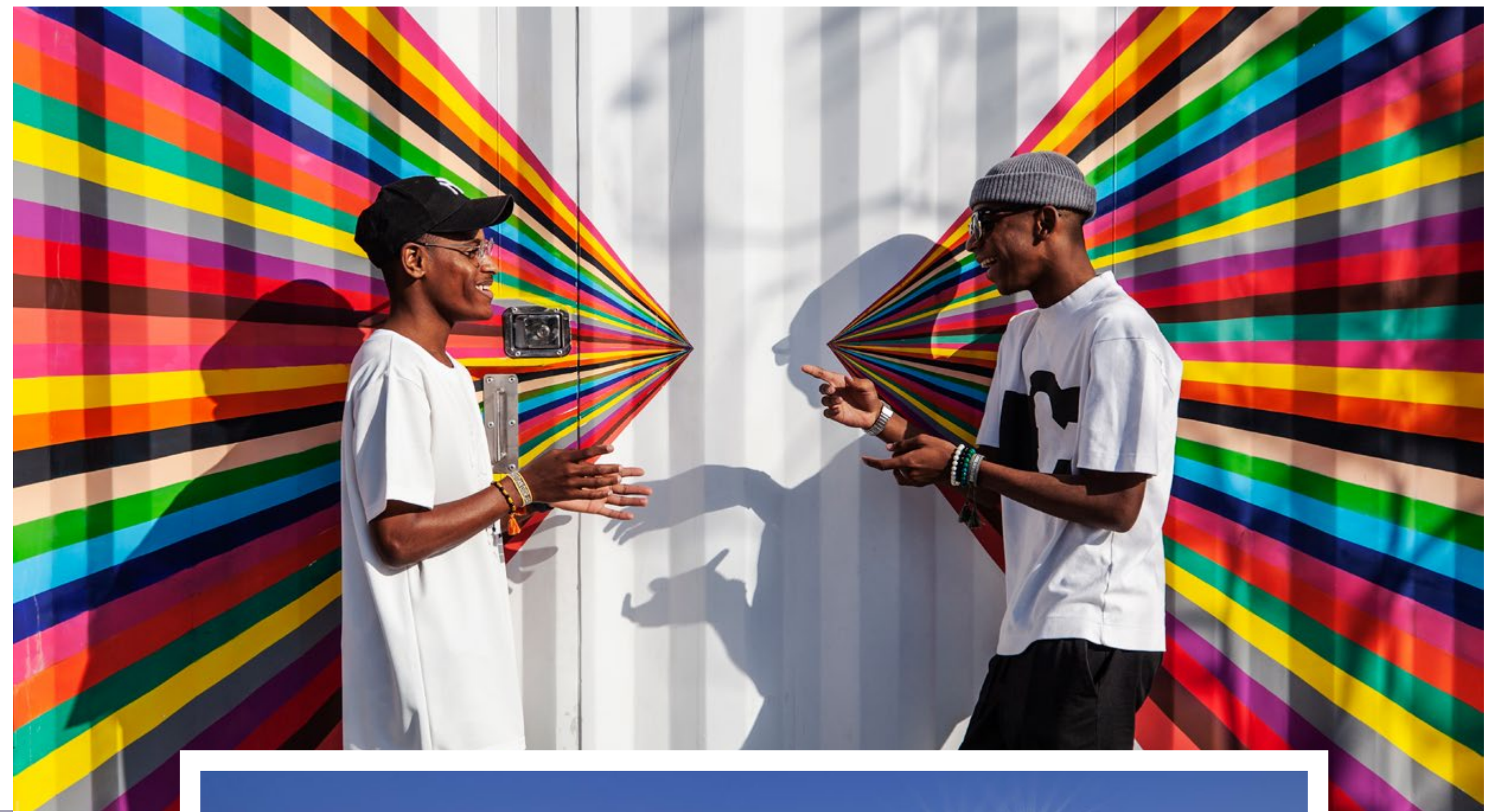
Zad

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.

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.







Manbat

Launched in 2021, Manbat is a social initiative in partnership with the **Ministry of Climate Change and Environment (MOCCA)** that aims to empower Emirati farmers, linking them with local consumers in a bid to support the UAE's long-term national food security goals.

Manbat farmers' markets have taken place in 16 different locations across the UAE during the growing season, and the first Manbat store opened in Aljada in 2023.

Manbat is positioning itself to become the UAE's leading fresh produce aggregator for consumers, corporates and government entities that are committed to increasing local consumption.



Boost Juice

Arada has signed its first ever master franchise agreement, bringing **one of the world's most famous fresh juice and smoothie brands**, Boost Juice, to the UAE.

Founded in 2000 by Australian entrepreneur Janine Allis, who identified a gap in the market for healthy fast food, the popular brand has rapidly become Australia's favourite smoothies and juice bar, and now has over 650 stores in 14 different countries.

Six Boost locations are already open in high footfall areas across Dubai, Sharjah and Abu Dhabi, with a view to introducing 25 stores across the UAE over a 10-year period.



Hungry Wolves

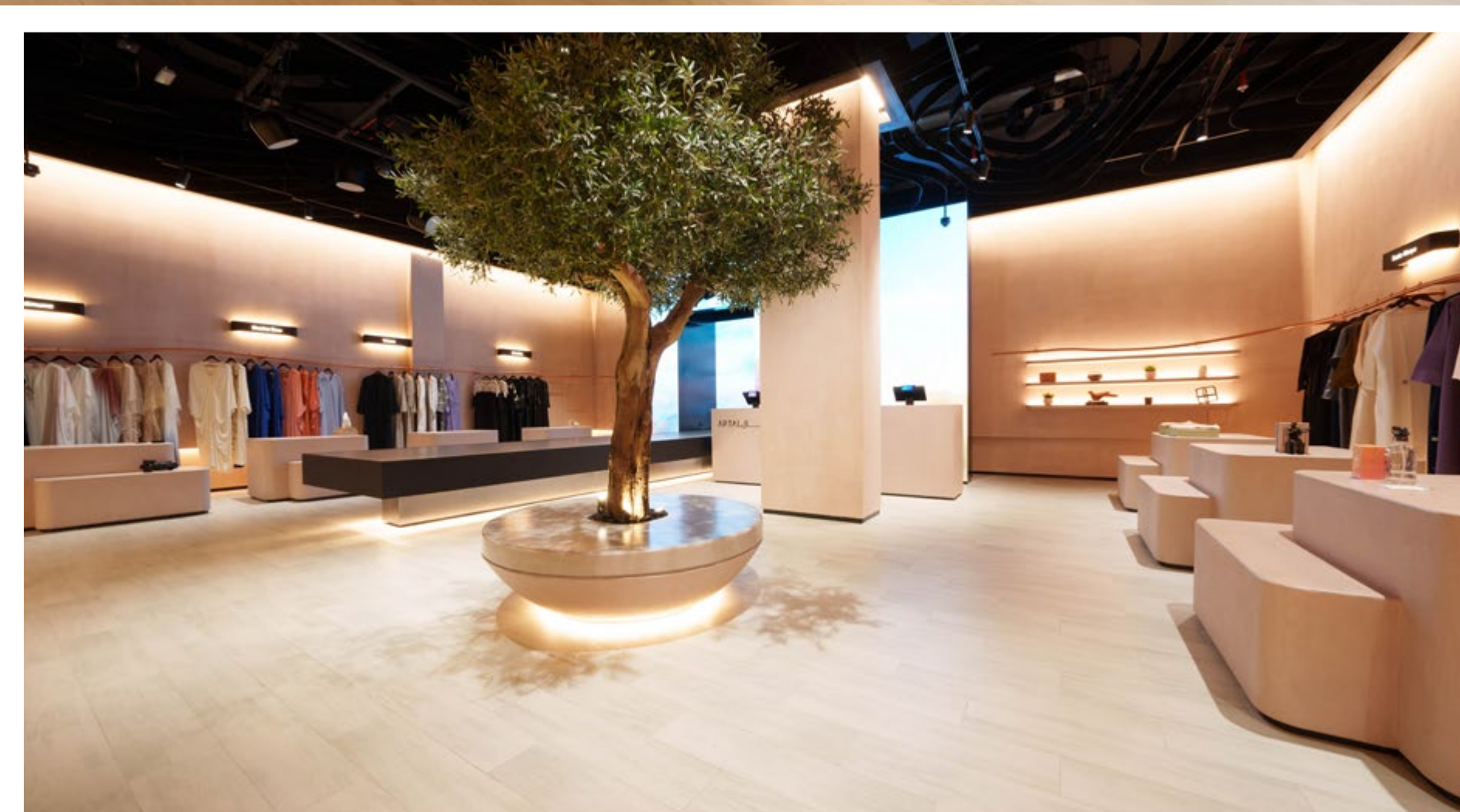
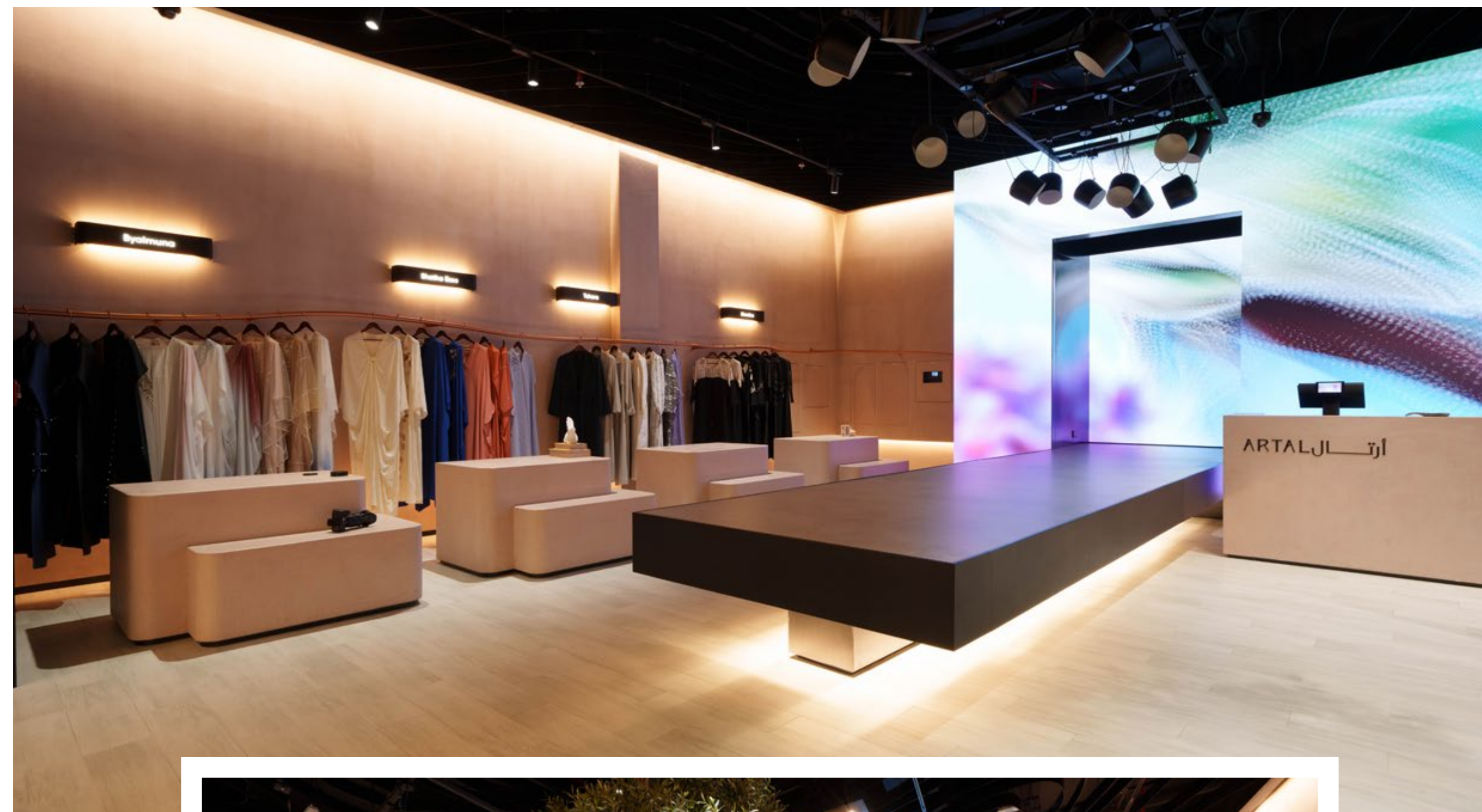
Hungry Wolves is a healthy-eating café/restaurant concept with a family-friendly menu. The brand is designed for personal wellness, providing nutrient-balanced meals for an active life. Hungry Wolves currently has three outlets at each of Wellfit's three flagship fitness centers. The brand is aiming to expand both via future Wellfit locations and at standalone outlets.





Artal

Artal is a fashion platform for traditional female clothing and accessories from the UAE and Arab designers and entrepreneurs. Located in East Boulevard at Aljada and online, Artal is **home to the latest traditional female fashion** from select designers.

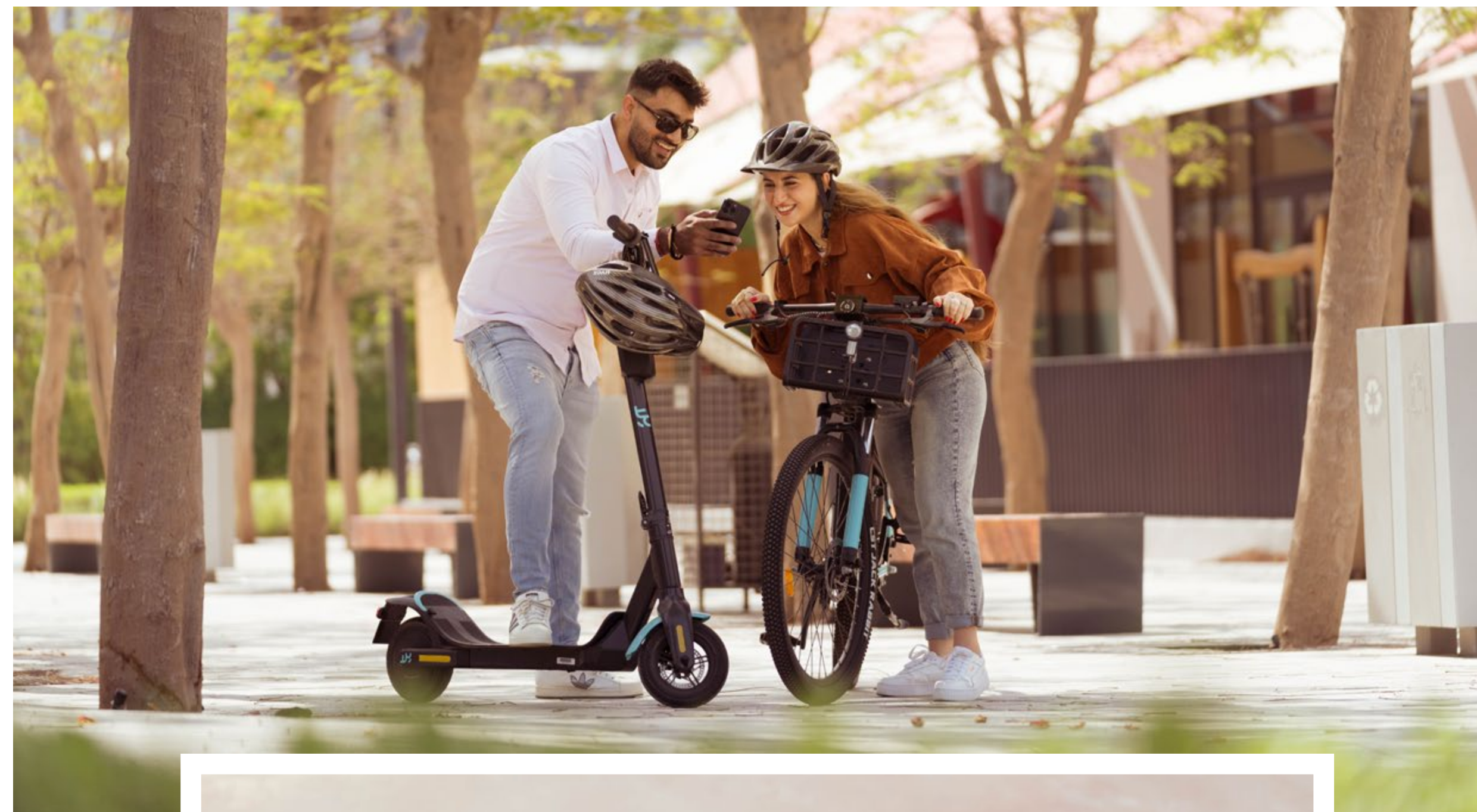


Yalla

Targeting businesses, residents or visitors, Yalla is a **hassle-free self service e-scooters and e-bikes** for everyone.

Available in select locations in Aljada, Yalla is a convenient way to move from one place to another effortlessly.



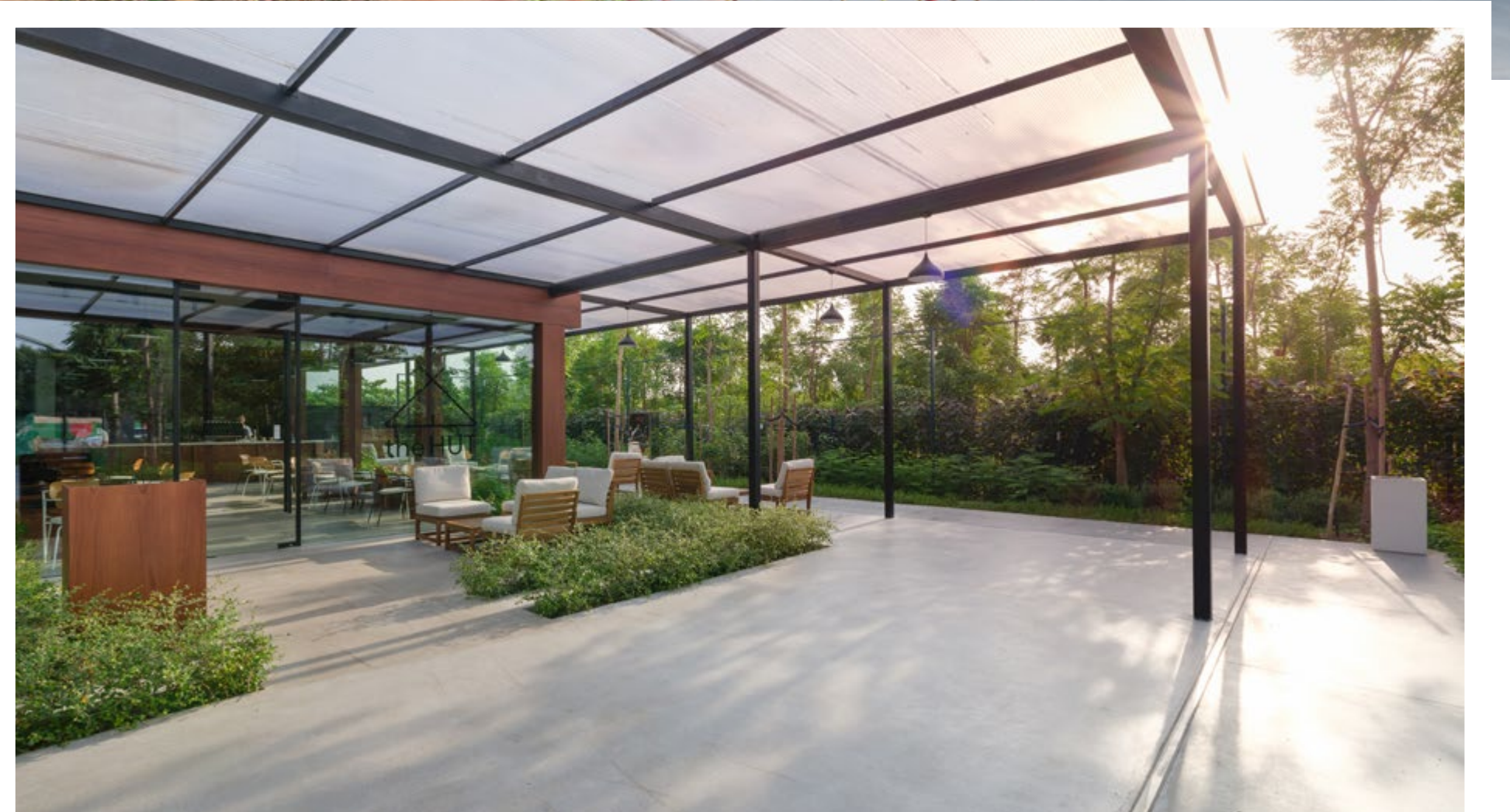
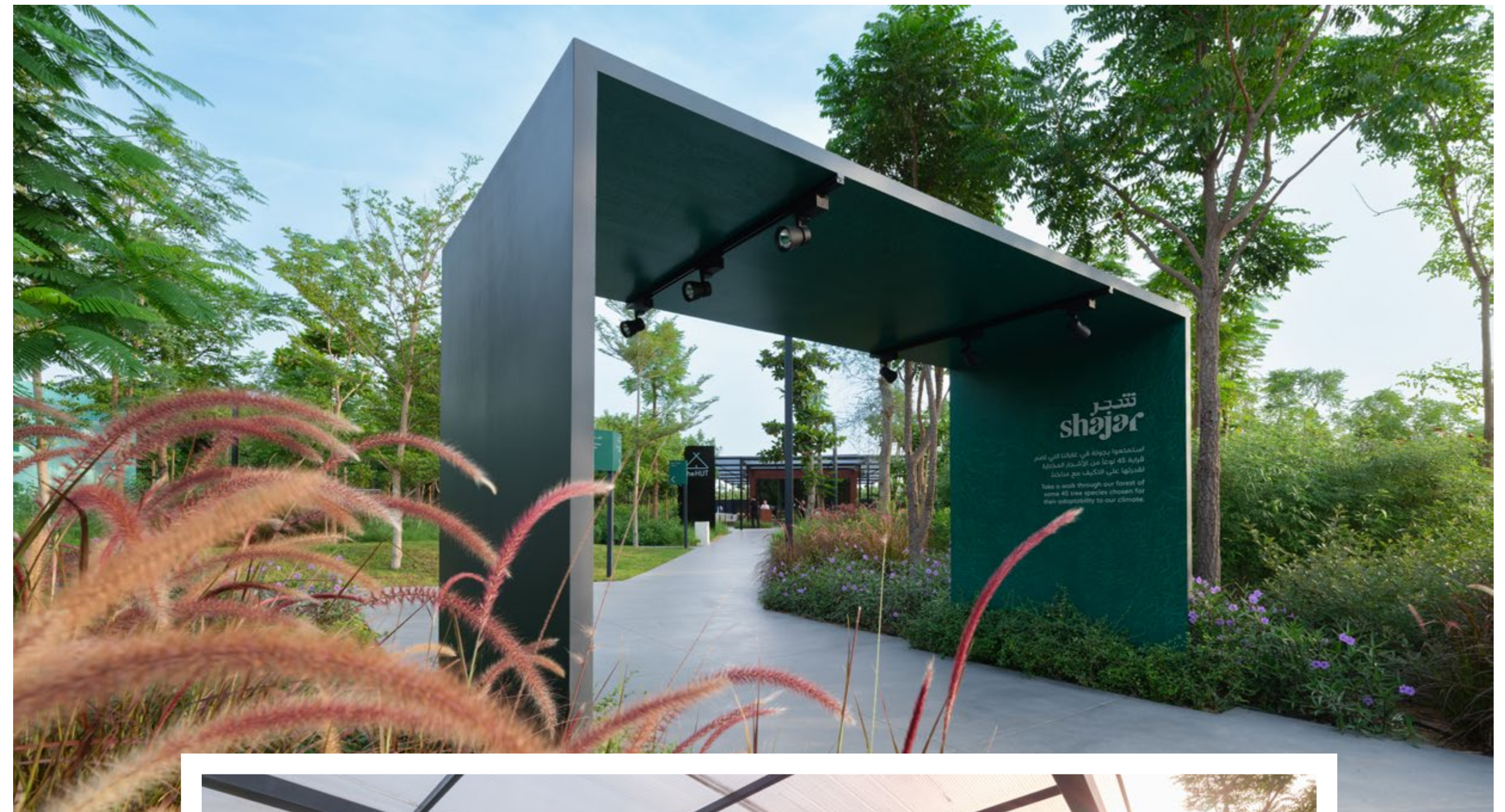




Shajar

Shajar is **an initiative by Arada that nurtures plants and trees from seed to maturity in a sustainable fashion**, thus demonstrating leadership in natural resource management. As we move through the anthropocene era, Shajar is dedicated to growing plants and trees to better the landscape of urban communities and the lives of people residing within.

One of the largest nurseries in the UAE, Shajar contains some 170,000 trees, with over 50 species represented. As well as providing the trees that make up the landscaping at all of Arada's communities, the trees at Shajar are also available for purchase on a commercial basis.

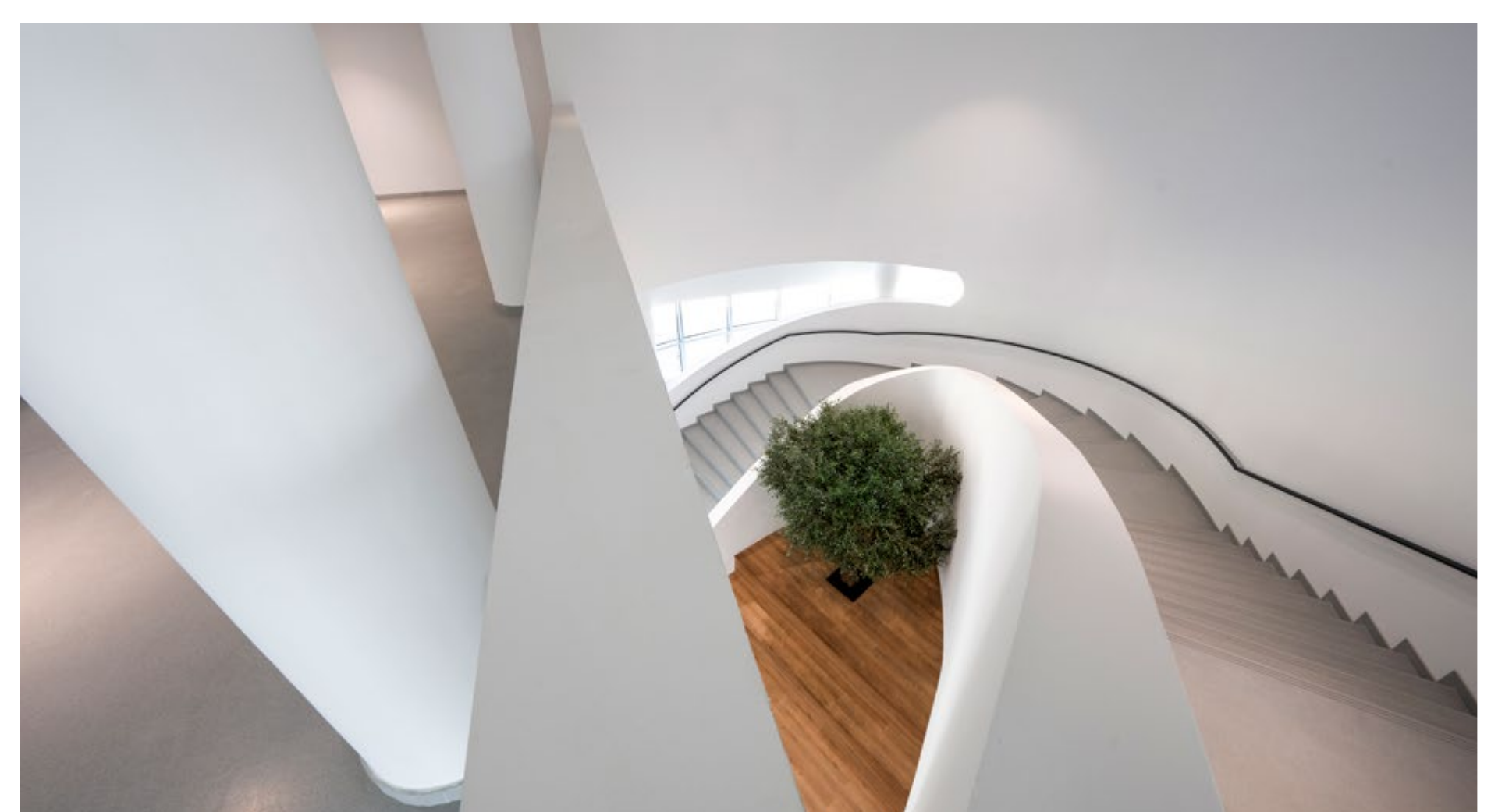


Education

SABIS International School- Aljada

Launched in 2021, Arada Education opened its first school **in partnership with SABIS**, the global school operator behind the International School of Choueifat brand.







Raffles Aljada

With capacity for 2,000 pupils, the Raffles Aljada international school will prepare students for success using the American and IB curricula, providing an exceptional standard of education in an Emirate that is already well-known for the quality and excellence of its academic institutions. A partnership with Innoventures Education, Raffles Aljada is scheduled to open in 2026.

Hospitality

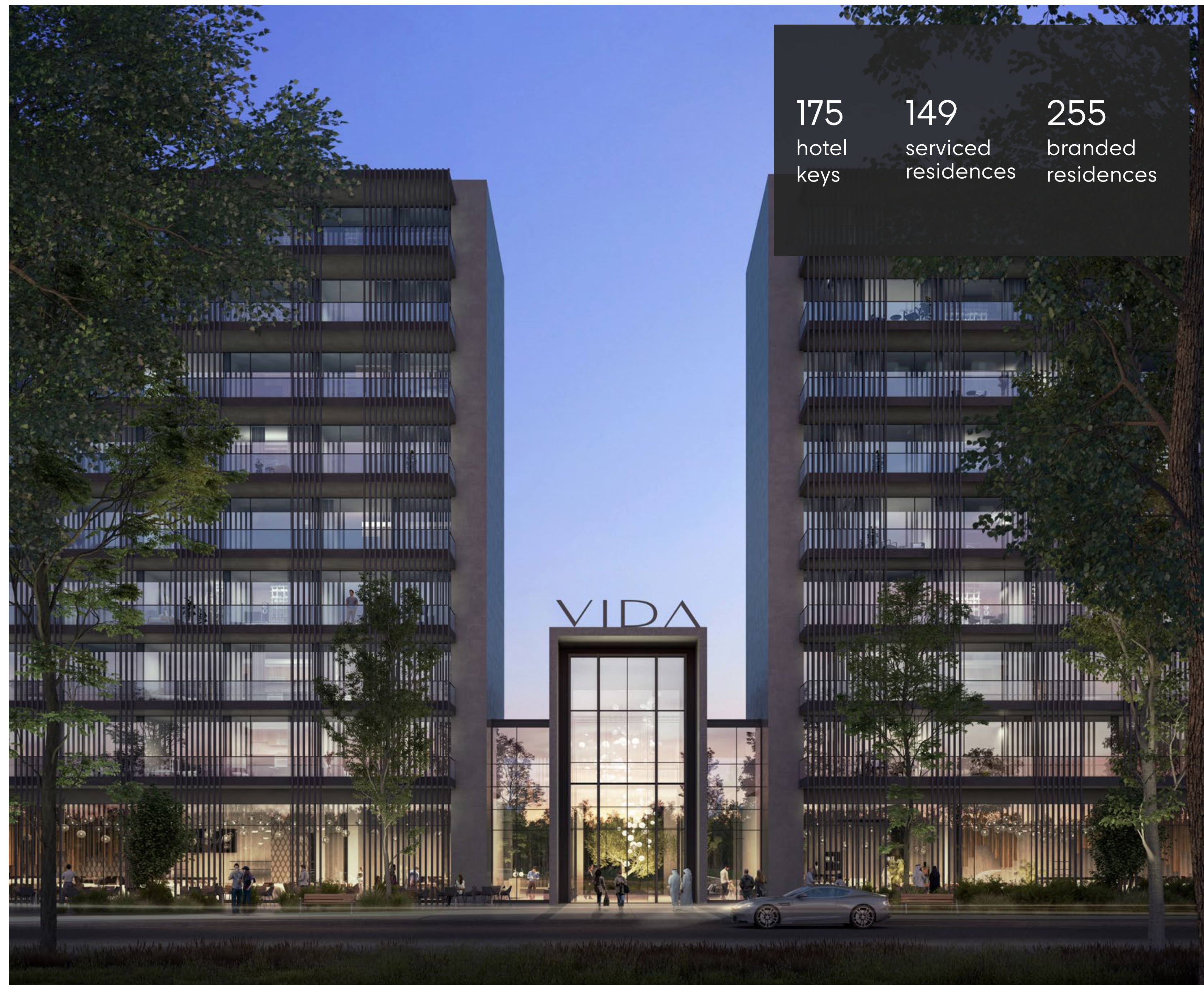


Arada Hospitality

In 2018, Arada partnered with Emaar Hospitality Group 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 now under way.



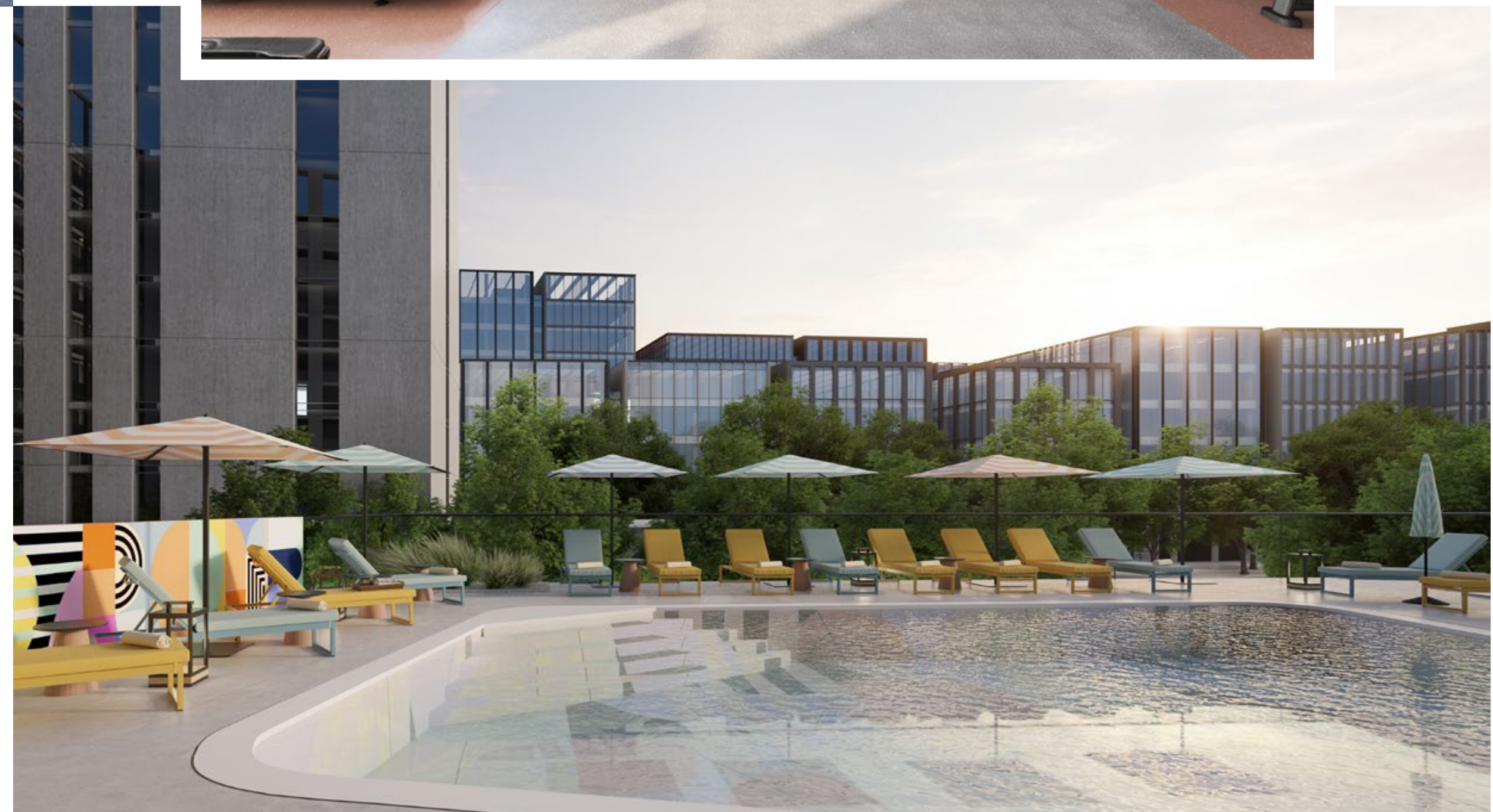




Rove Home Aljada

The **first ever residences from the Rove brand**, Rove Home Aljada branded apartments 1 and 2 blends a unique and contemporary aesthetic with impressive facilities and an incredible location in the heart of one of the Middle East's most welcoming cities.

Rove Home Aljada features branded 1, 2 and 3 bedroom apartments, ideally located within Aljada, the downtown of new Sharjah.



Other
initiatives

Arada Care

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





Arada Foundation

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

From earthquake relief in Turkey and Syria to collaborations with The Big Heart Foundation, Manbat Ramadan drive, support for the port of Beirut's victims in Lebanon, Kerala COVID-19 support, e-Learning COVID-19 support and Sharjah Community COVID-19 support to name a few of the many initiatives conducted so far, Arada Foundation strived to **make living better for people** by focusing on where we can make a difference for a positive impact on communities.

With Home for a Home, Arada partnered with The Big Heart Foundation, UNHCR and Human Concern International to build homes for refugee families in Kenya and Syria for every home sold in our communities during Ramadan. The program has so far provided over 800 homes , while also providing a water supply for 42,000 vulnerable people.

Arada Events

Arada Events **helps brands and businesses establish, build, develop and nurture relationships with people.** The team creates experiences - from corporate events to galas, festivals, concerts, and private family occasions, as well as cultural fairs, markets, sports tournaments, brand activations, pop-ups, and family fun for all ages - that inspire connections and leave lasting positive impressions.



