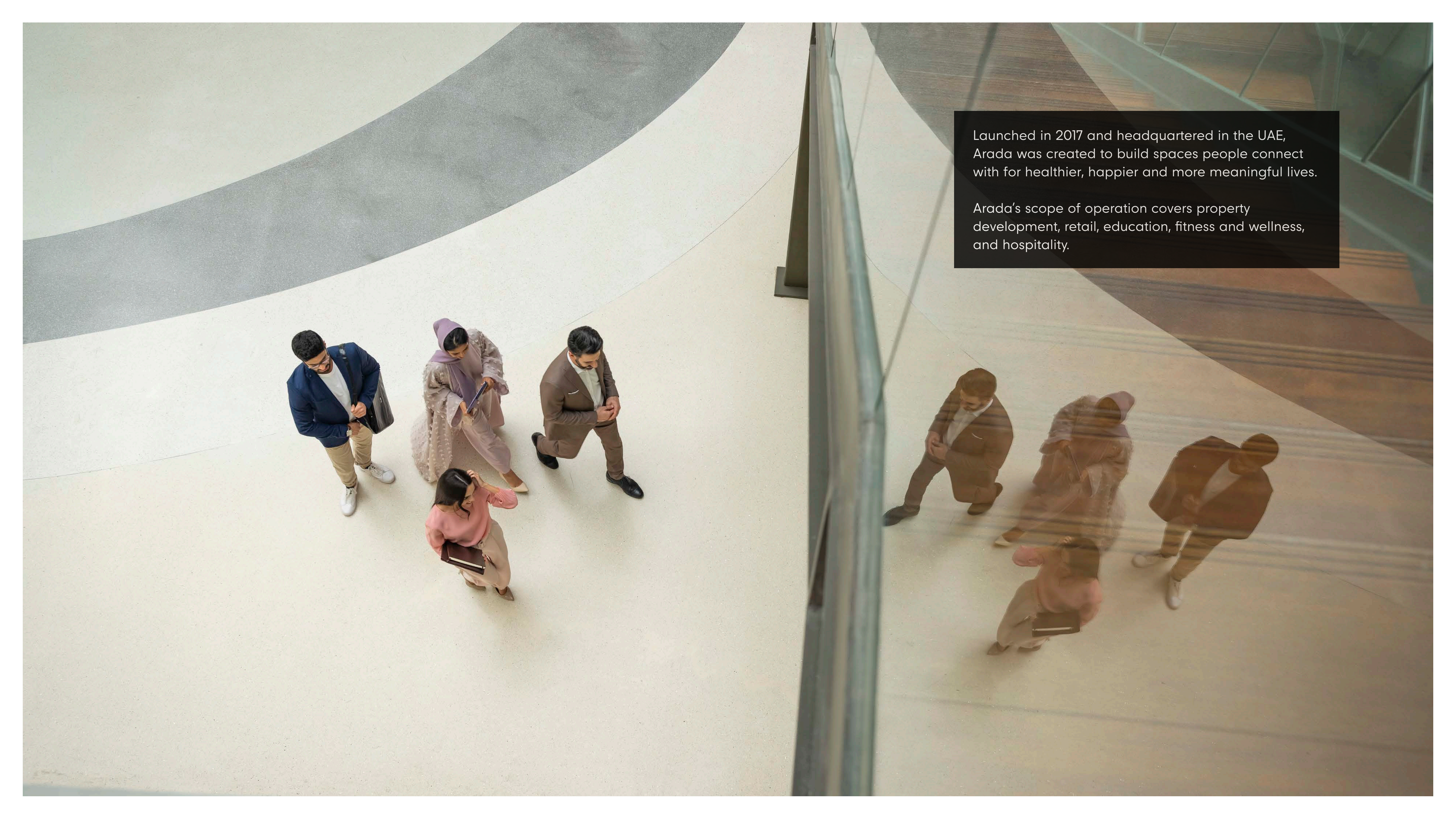


 **ARADA**



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, fitness and wellness, 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.



AED130b

Total value of total projects under development

AED37b

Total value of UAE units sold since inception

B1/B+

Corporate ratings from Moody's and Fitch

AED5b

Total fundraising achieved through Sukuk issuance

2,600+

Our employees

55,000

Total number of units in our communities

15,000

Total number of units delivered

9,600

Total number of units currently under construction

Arada Group

Arada Developments

Oversees the Group's existing and upcoming projects in the UAE

Arada Asset Management

Oversees all Group retail, commercial, infrastructure and education assets

Arada Hospitality & Entertainment

Oversees all Group hospitality assets, as well as master franchise agreements and brand portfolio of F&B operators and experiences

Arada Wellness & Fitness

Oversees all fitness, wellness and medical facilities both at the Group's developments and elsewhere

Arada International

Oversees all current and future Group developments outside the UAE, including in Australia and the UK.

Arada Industries

Oversees a rapidly expanding portfolio of companies related to the construction field.

Arada Care

Oversees all facilities management, customer care, residential leasing and landscaping at the Group's developments

Arada Foundation

Oversees all CSR activity, including the international Home for a Home campaign.



Arada Developments



11 developments in the UAE

Dubai

- Jouri Hills at Jumeirah Golf Estates
- Armani Beach Residences at Palm Jumeirah
- W Residences at Dubai Harbour
- Akala
- Inaura Downtown

Sharjah

- Aljada
- Nasma Residences
- Masaar
- Anantara Sharjah Resort & Anantara Sharjah Residences
- Masaar 2
- Masaar 3



Sharjah, UAE

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
AED35b 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.

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.

Sharjah, UAE



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 1,500-seat auditorium, il teatro will also contain a gallery and boutique restaurant.





Misk Apartments at Aljada

The four Misk Apartments buildings overlook Aljada's East Boulevard, a bustling tree-lined retail and dining thoroughfare. At 10 floors in height and featuring penthouses with impressive views over Aljada, Misk Apartments are a premium offering within the community's residential mix.



Sokoon Apartments at Aljada

Located in the centre of Aljada's cultural district, the five Sokoon Apartments buildings are close to il teatro, a performing arts center. They also contain creative and artist studios at ground floor level, as well as a mix of retail and F&B.

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.



Sharjah, UAE



5M
square
feet

AED1.5b
total sales
value

1,100
villas and
townhouses



Sharjah, UAE

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

square
feet

AED9.5b

total sales
value

3,000

units



Sharjah, UAE

Masaar 2

Spanning 10.5 million square feet and featuring serene woodlands, nature-inspired architecture and world-class amenities, Masaar 2 contains 2,000 contemporary homes, ranging in size from two-bedroom townhouses to five-bedroom villas.

Residents of Masaar 2 will enjoy a variety of premium amenities, including a spectacular swimmable forest lagoon with waterfall, the standout feature of the master plan. Other amenities include sports and fitness facilities, a scenic woodland jogging track, an adventure trail, a community mosque and an outdoor cinema, all designed within a serene and exclusive landscape that contains 40,000 trees.

Masaar 2's launch was one of the most successful in the history of UAE real estate, with all 2,000 homes valued at AED5.6 billion sold out in only three hours.



10.5M

square
feet

AED5.6b

total sales
value

2,000

units

Masaar 3

Masaar 3 is the latest and largest master plan of the UAE's most successful forest community. Comprising 4,000 villas and townhouses spread across eight gated neighborhoods, Masaar 3 once again raises benchmark with its blend of expansive woodlands, immersive wellness facilities and the promise of smart, active living.

With a total sales value of AED12.5 billion, Masaar 3 will be delivered in eight phases spread across a 21 million square foot plot. Offering a mix of units from two- to five-bedroom homes, construction is set to commence in early 2026 and the first homes are scheduled for completion in 2027.



Sharjah, UAE



21M

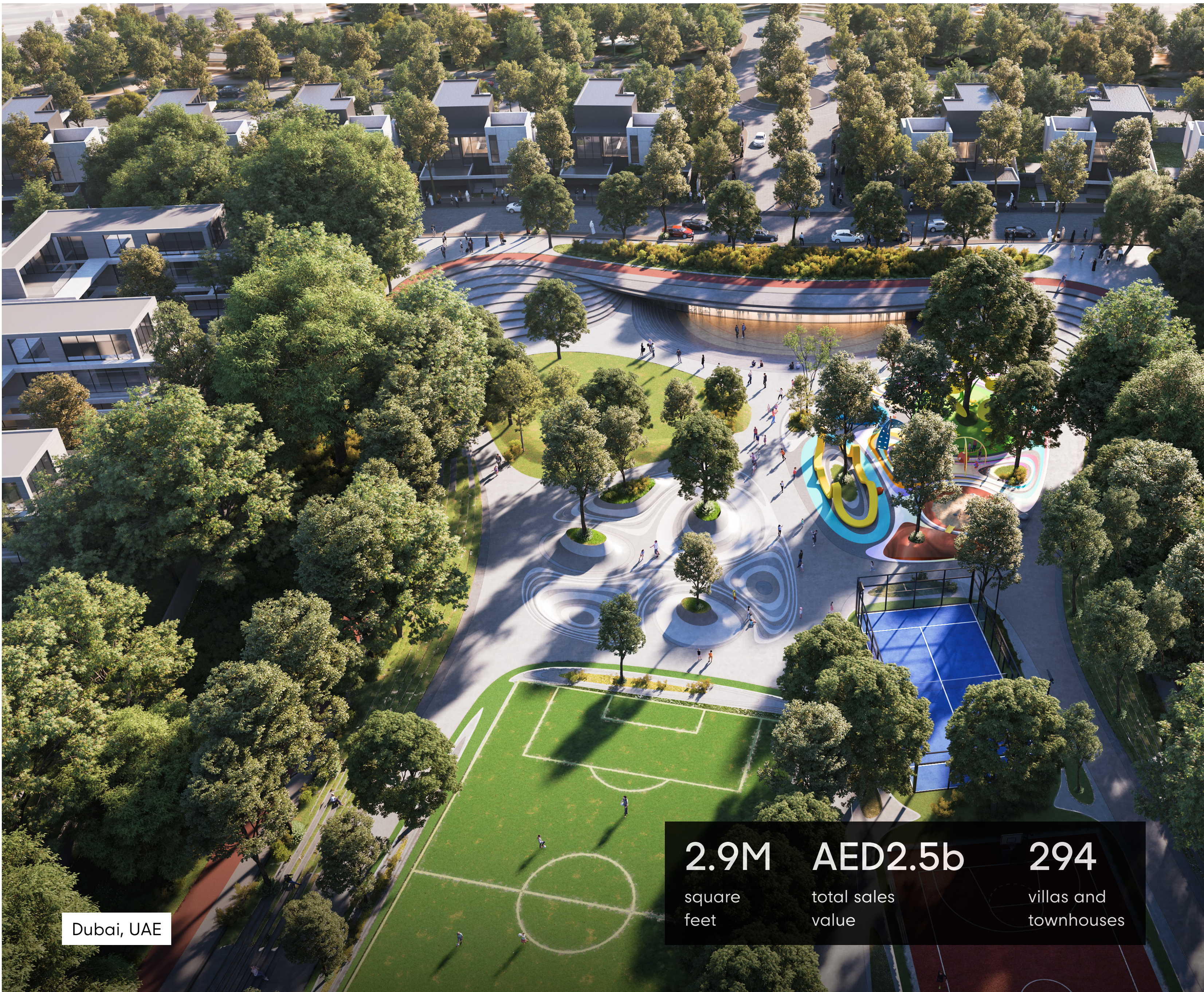
square
feet

AED12.5b

total sales
value

4,000

units



Dubai, UAE

2.9M	AED2.5b	294
square feet	total sales value	villas and townhouses

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.

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.



A black and white photograph of two men standing in a modern architectural space. The man on the left is wearing a dark suit and a white shirt. The man on the right is wearing a dark t-shirt and dark pants. They are standing in front of a large, textured concrete wall. The lighting is dramatic, with strong shadows and highlights.

Giorgio Armani & Tadao Ando

Armani Beach Residences at Palm Jumeirah once again brings together two of the world's most renowned cultural figures: Giorgio Armani and Tadao Ando.

With a partnership stretching back over two decades, Giorgio Armani and Tadao Ando have been united by their mutual respect and admiration. The two worked together on the conceptualisation and development of Armani/Teatro, and a major retrospective of Mr Ando's works was held at Armani/Silos in 2019.

Brought together by master developer Arada, Armani Beach Residences at Palm Jumeirah is the first and only time that these masters of their craft have collaborated on a residential offering.

397,000

square
feet of GFA

AED3.2b

total sales
value

57

units

9

floors

