

Investor Presentation

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UAE Macro Economic Overview

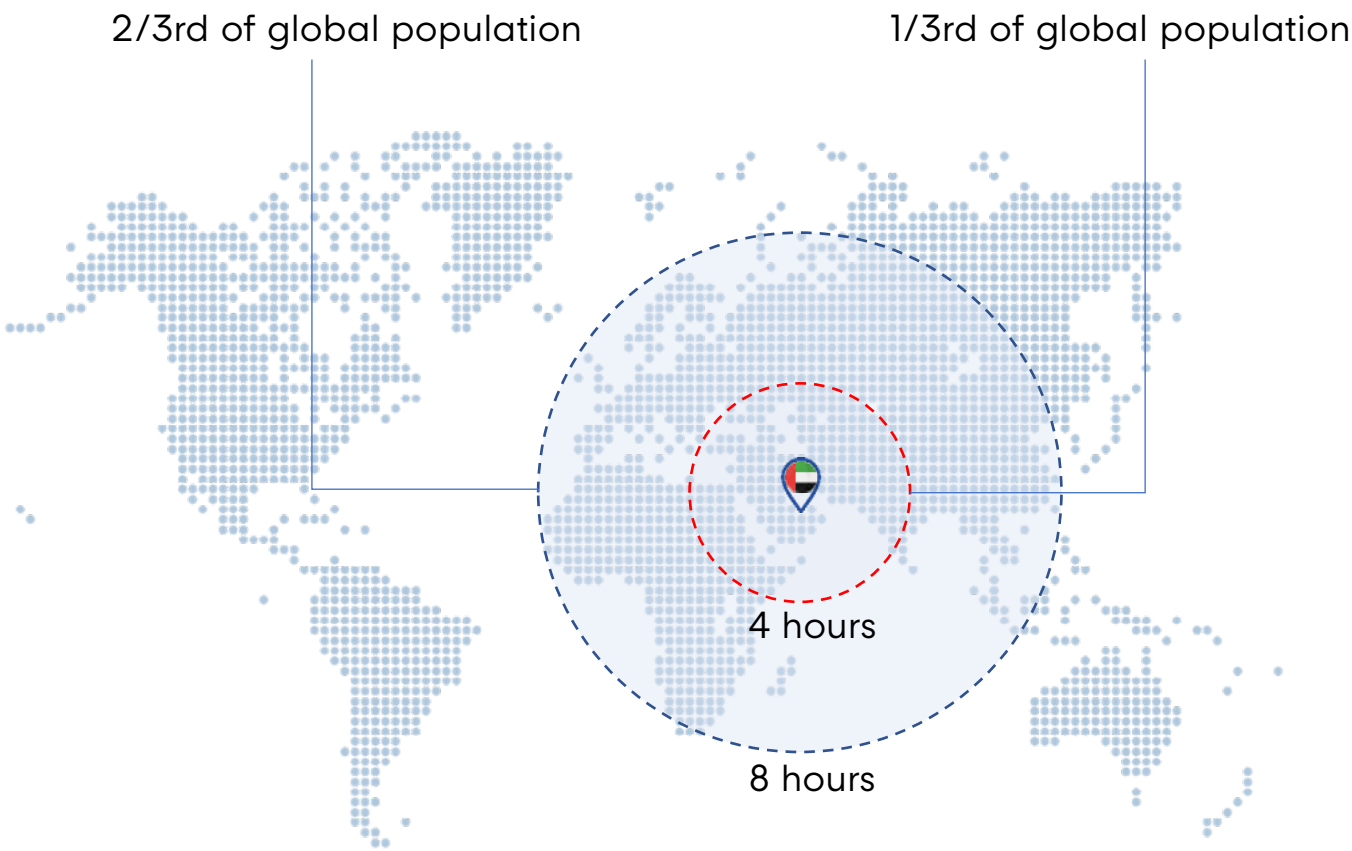
Benefits of The Union

The UAE is one of the world’s wealthiest and most dynamic economies with favourable demographics and a strategic location at the crossroads of the East and West. It offers unparalleled access to global markets with a stable and tax free economy, supportive business regulations and a diverse workforce - positioning itself as a prime environment for investment and growth.

United Arab Emirates	
Among The Wealthiest Countries Globally	<ul style="list-style-type: none">• USD c 53,758 GDP per capita
Significant Hydrocarbon Wealth	<ul style="list-style-type: none">• 8.93% of World’s Proven Oil Reserves (2021)
Stable currency	<ul style="list-style-type: none">• Dirham pegged to the US Dollar at 3.67250 since 1997
Very Strong Credit Fundamentals	<ul style="list-style-type: none">• One of the highest rated sovereigns globally with Aa2 (stable) from Moody’s and AA- (stable) by Fitch
Population (2020)	<ul style="list-style-type: none">• c. 9.3 million
Economic Diversity	<ul style="list-style-type: none">• 69.7% of GDP from non-oil sectors*

Sources: World Bank, Federal Competitiveness and Statistics Centre, IMF,OPEC Annual Statistical Bulletin, Global SW, S&P
Note: data as of 2022 unless is explicitly stated.
* Preliminary estimationsfrom the Federal Competitiveness and Statistics Centre

The UAE has close proximity to 2/3rd of the global population



With significant investment to drive stable economic growth..



10-year Golden Visa residency programme for top achievers and high priority industries with c. 152k beneficiaries



Cutting edge infrastructure with plans to meet future requirements



Steady population growth
The UAE has seen a steady growth in its population, thanks to an all-round government incentives scheme



Security and safety
The UAE ranks as the second safest country out of 163 nations**

** Global Finance Magazine 2024

Business Overview

Introducing 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, hospitality and wellness.

Our Shareholders



HH Sheikh Sultan bin Ahmed Al Qasimi
Chairman of Arada (40% Shareholder)

- Deputy Ruler of Sharjah
- Member of Sharjah Executive Council
- Chairman of Sharjah Media Council
- Chairman, Sharjah Petroleum Council
- Chairman, Sharjah National Oil Company
- Chairman, Invest Bank
- Chairman, Tilal Properties
- President, University of Sharjah
- Chairman Basma Group



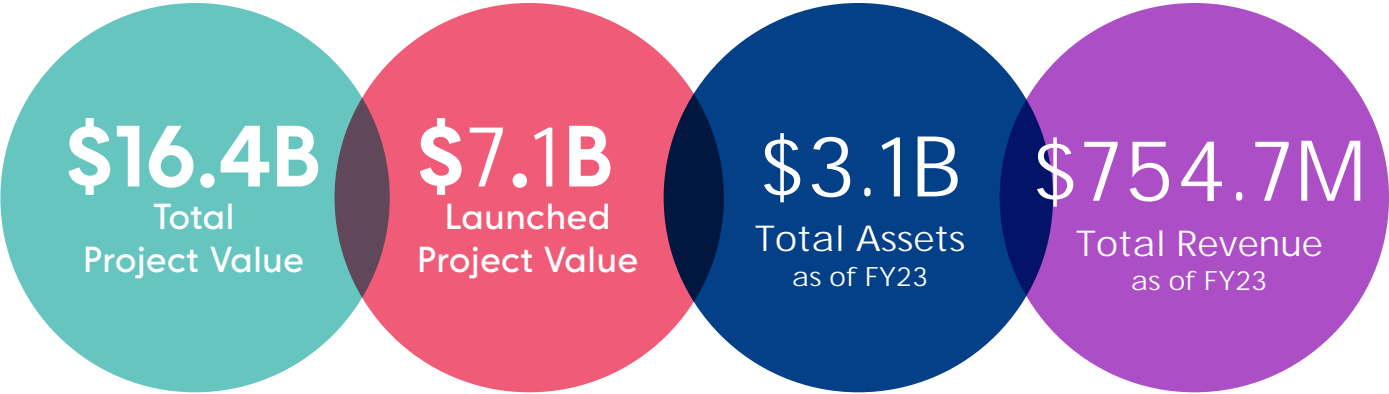
HRH Prince Khaled bin Alwaleed bin Talal Al Saud
Vice Chairman of Arada (60% Shareholder)

- Member of Saudi Arabian royal family
(son of HRH Prince Alwaleed bin Talal Al Saud,
Chairman and Founder of Kingdom Holding Company)
- Founder and Chairman of KBW Investments
Chairman, Raimondi Cranes (Italy)
- Founding General Partner, PROOF
(venture capital fund)
- CEO, KBW Ventures, an impact investment and
venture capital asset management company with
investments in a wide range of deep tech and future
tech companies
- President, Saudi Sports for All Federation
- Board Member, Saudi Arabian Olympic Committee

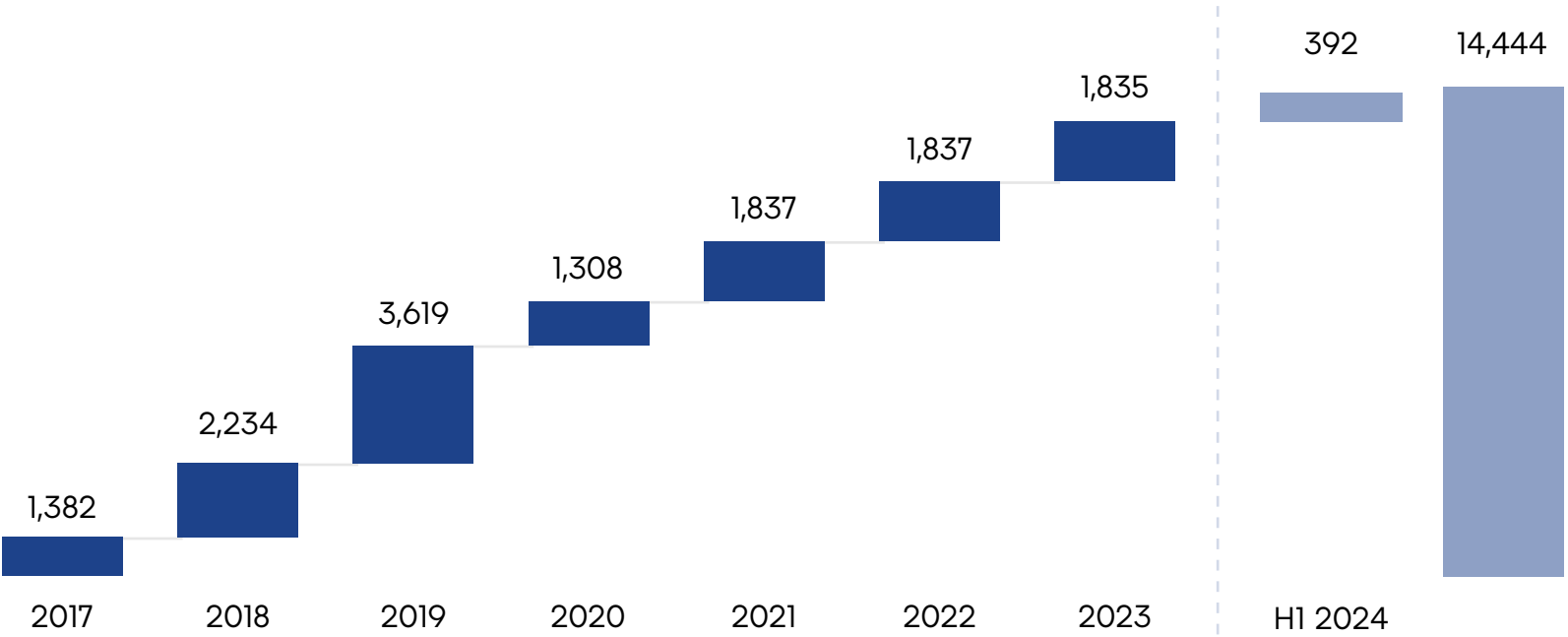
Tangible and Intangible Benefits accruing to Arada from its Strategic Shareholding

- Equity contribution and other
tangible support
- Direct link to the Government Authorities/
Royal Family
- Access to premium land bank in Sharjah
- Funding at preferential rates
- Association with key local and
international businesses
- Capitalizing on premier contacts
of shareholders

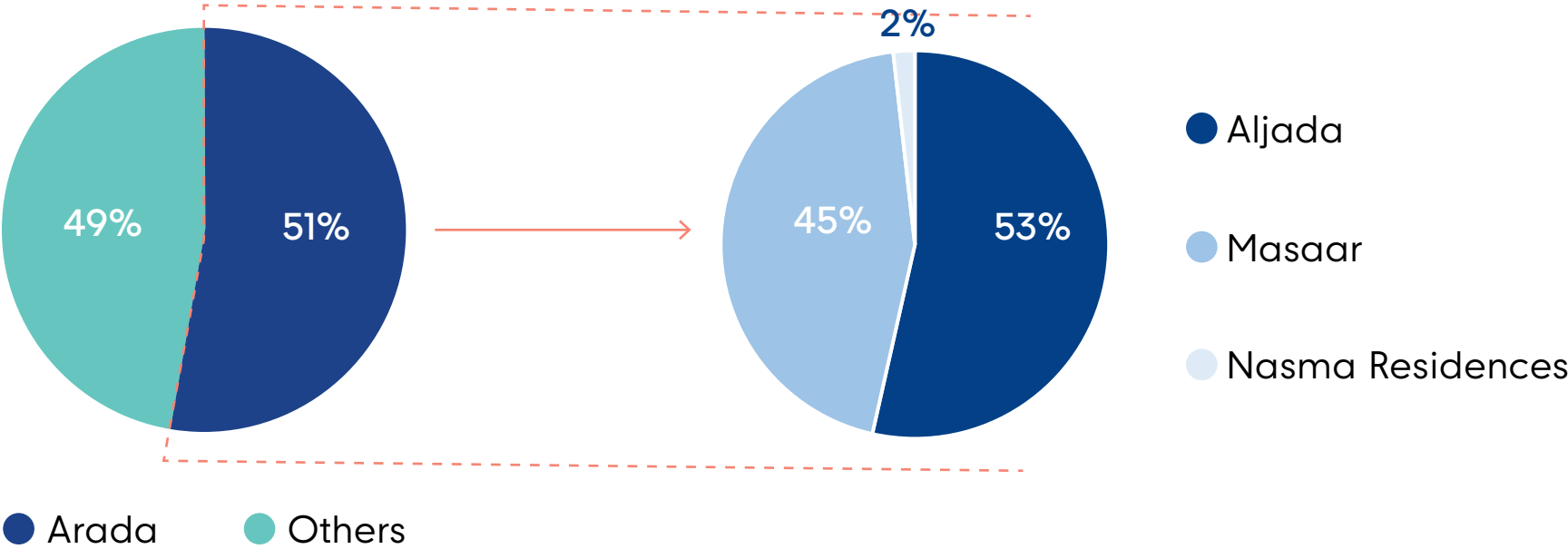
Arada Overview



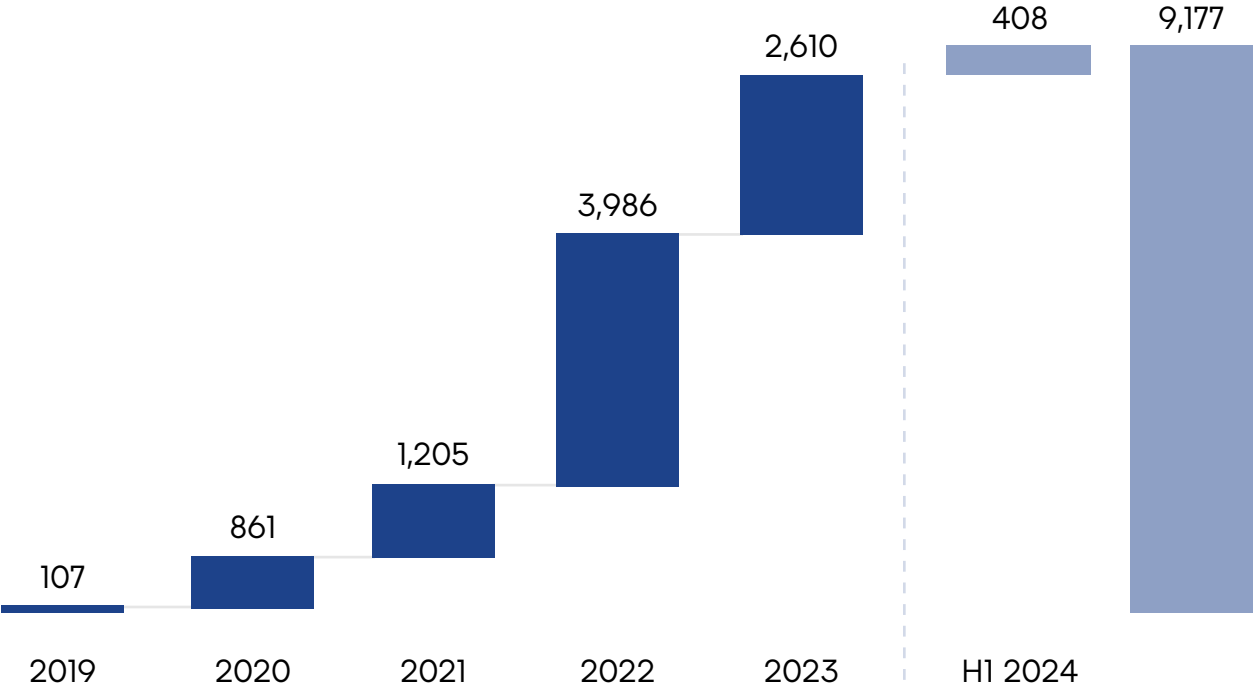
Units Launched



Sharjah Market Off-Plan Share as of YE 2023 (by unit)



Units Delivered



Arada Group Strategy

- 1 Maintain our dominant position in Sharjah while handing over current communities under construction and acquire new sites
- 2 Expand our presence in growth markets with strong property fundamentals, such as Dubai, Saudi Arabia and Australia
- 3 Diversify funding strategy by accessing debt and equity markets, and create a debt curve for smooth debt servicing
- 4 Continue to diversify our revenues through ancillary verticals and brand portfolio
- 5 Retain focus on the timely delivery of units and communities to an exceptional standard, in line with our corporate purpose
- 6 Maintain our position as the top employer in UAE real estate segment by implementing people-first strategies and to hire and retain top talent
- 7 Lead the UAE property sector from an ESG perspective with innovative strategies, transparent reporting and impactful CSR initiatives

Our purpose: Connected Life

Our goal is to become a true people company.
We are committed to building communities and destinations, not just houses.

This is driven by both our purpose – Connected Life – and our principles.

By always putting people first, we enable our buyers, residents, visitors and staff to lead healthy, positive and fulfilling lives.

Our principles

We are dynamic

We are listening, learning and adapting.

We care

We are kind, thoughtful and even surprising.

We deliver

We are focused, collaborative and responsible.

Recent Milestones

2023

FEBRUARY

Tap of Sukuk USD 50Mn.
Total USD 500Mn listed on the London Stock Exchange



MARCH

Arada ranked top UAE property corporate in Great Place to Work survey



APRIL

Partnership with EGR Group for joint development of Dubai Harbour Plot



MAY

Partnership with Armani and Tadao Ando for our ultra luxury project at Palm announced.



JUNE

Listing of Arada's USD 500M Sukuk on Nasdaq Dubai



DECEMBER

First homes completed at Masaar

2024

JANUARY

Sales begin for Armani Beach Residences at Palm Jumeirah



Partnered for the joint development of DIFC Plot



FEBRUARY

Arada tops real estate sector for second year running in Great Place to Work® UAE survey



MARCH

Arada makes debut on Fortune 500 Arabia list, ranked as 4th largest developer in the UAE



Armani Beach Residences wins "Waterfront Project of the Year" at Pillars of Real Estate Awards

MAY

Anantara Sharjah Residences launched



JUNE

Arada returns to global debt markets with closure of USD 400M Sukuk



AUGUST

Arada marks international debut with expansion into high-demand Australian residential market



SEPTEMBER

Khalid Al Bakhit - chairman of ICD Brookfield appointed on Board of Directors



OCTOBER

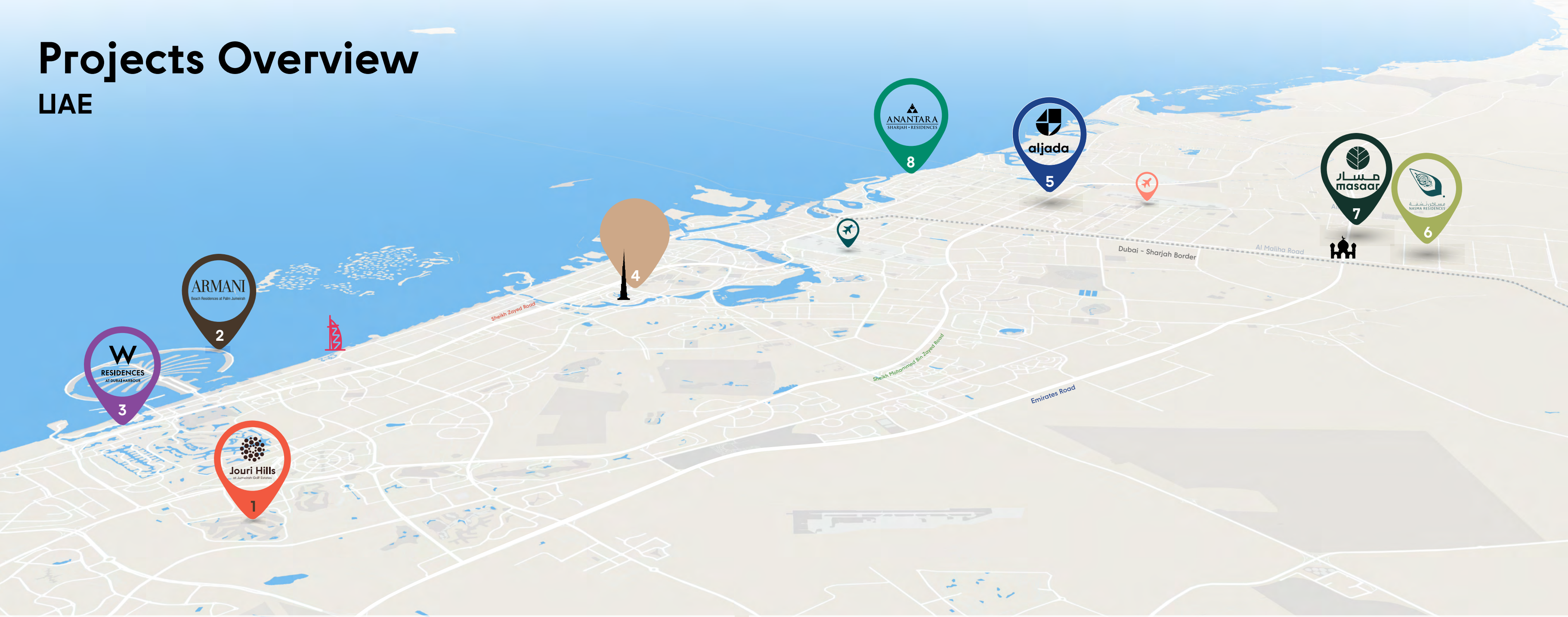
Tap of Sukuk of USD 150Mn

W Residences at Dubai Harbour launched



Projects Overview

UAE



1.
**Jouri Hills at
Jumeirah Golf Estates**

294 villas/townhouses
USD 0.6B value
2.3M square ft
>99% of launched units sold

2.
**Armani Beach
Residences at
Palm Jumeirah**

53 branded luxury
residences
USD 0.8B total sales value
220K square ft
>25% of launched units sold

3.
**W Residences
at Dubai Harbour**

450+ premium apartments
USD 1.3B value
114K square ft
Launched in October '24

4.
DIFC Project

USD 1.1B value
Unlaunched

5.
Aljada

>25,000 residential units
USD 9.5B value
24M square ft
>97% of launched units sold

6.
Nasma Residences

1,117 villas & townhouses
USD 0.4B total sales value
5M square ft
Fully handed over

7.
Masaar

3,000 villas/townhouses
USD 2.5B value
19M square ft
>89% of launched units sold

8.
**Anantara Sharjah
Resort & Residences**

128 5-Star Residences
110 Keys
USD 0.2B value
157K square ft
Launched in May '24

Projects Overview

Australia



6 land parcels
Plot Area: ~400,000 Square ft
Expected launch: 2025

Our Projects: Sharjah

Nasma Residences

Sharjah's fastest selling community and Arada's first project

Total Project Value	USD 0.4B
Sold Value	USD 0.4B
Launch	Q1 2017
Completion	Q2 2022
Deliveries	100%
Plot size	5M sq ft

Aljada

The Downtown of New Sharjah

Total Project Value	USD 9.5B
Launched Value	USD 2.2B
Sold Value	USD 1.9B
Launch	Q3 2017
Expected Completion	Q4 2031
Deliveries	77% (of launched)
Plot size	24M sq ft

Our Projects: Sharjah

Masaar

UAE's largest forested community

Total Project Value	USD 2.5B
Sold Value	USD 2.2B
Launch	Q1 2021
Completion	Q3 2026
Deliveries	47%
Plot size	19M sq ft



Anantara Sharjah Resort & Residences

A New Chapter of Luxury
by the Sea

Total Project Value	USD 0.2B
Sold Value	USD 0.05B
Launch	Q2 2024
Expected Completion	Q1 2027
Plot size	157K sq ft

A partnership with Minor Hotels for Joint Development

Our Projects: Dubai

Jouri Hills

Arada's entry into the vibrant Dubai market

Total Project Value	USD 0.6B
Sold Value	USD 0.6B
Launch	Q4 2022
Completion	Q4 2025
Plot size	2.3M sq ft

Armani Beach Residences

Wellness and Ultra Luxury at its finest

Total Project Value	USD 0.8B
Sold Value	USD 0.1B
Launch	Q1 2024
Expected Completion	Q2 2027
Plot size	220K sq ft

Our Projects: Dubai

W Residences at Dubai Harbour

Luxury living in a Waterfront District

Project Value	USD 1.3B
Launched Value	USD 0.4B
Expected Completion	Q4 2027
Plot size	114K sq ft

A partnership with EGR Group for Joint Development

DIFC

Upcoming: Our fourth venture in Dubai

Expected Project Value	USD 1.1B
Expected Launch	Q1 2025
Expected Completion	Q4 2027
Plot size	138K sq ft

A partnership with Wasat Prime Properties LLC for Joint Development

Value Enhancing Verticals

Arada Education

Portfolio of 4 schools

- Arada Education opened its first school in 2021-'SABIS International School- Aljada' in Sharjah in partnership with SABIS with a capacity of 4,000 students. Currently more than a 1000 students are enrolled and the school is expected to generate a stabilized revenue of >USD 25M p.a.
- In 2023, Arada signed an agreement with Innoventures Education for a Built-to-Suit school with a rental model in Aljada. The school, which will have a capacity of 2,000 students, is expected to be operational for the academic year starting in September 2026.
- In 2024, Arada signed an agreement with Bright Capital to bring UK's top independent school, Reigate Grammar School in Masaar. This will be on a Built to Suit rental model with a capacity of 2700 students, and will be operational for the Academic year starting September 2027
- The aim is to deliver one more school on a built-to-suit long-term rental model in Aljada



Arada Hospitality

Portfolio of 5 branded hotels

- In 2018, Arada partnered with Emaar Hospitality Group to bring The Address, Vida and Rove-branded hotels to Aljada. These constitute Sharjah's first ever branded residences.
- Construction at Vida Residences started in Q1 2023 and handover is expected in Q3 2025.
- Rove Home Aljada, Rove's first move into the residential space, launched in Q2 2023.
- In 2024, Arada and Minor Hotels launched Anantara Sharjah Residences and Resorts, bringing luxury beachfront living to Sharjah for the first time.



Value Enhancing Verticals

Arada Retail

- Arada's residential developments will incorporate high quality retail components to support the needs of its residents, as well as expand to offer malls and unique destination retail experiences.
- Current available retail space of 292,000 sqft and 34 food trucks are fully leased out.
- Arada Retail also comprises Sharjah's premier retail destination in the form of Madar Mall - planned to be UAE's most innovative retail destination with an expected GLA of 75,000 square metres, 250+ stores and more than 80 dining outlets.



Arada Wellness

Portfolio of 5 clubs

- As of today, Wellfit comprises of 5 clubs spread across an area of 500,000+ square feet and ~20,000 members contributing an average revenue of USD1,200 per member.
- Over the last two years, Wellfit has been one of the fastest growing wellness brands of the UAE, and has been recognised by the REPs Industry Awards with the following awards to its name
 - Super Club of the Year
 - Best Member Experience Team
 - Best Use of Technology
- Further expansion has been planned for 4 centres with an estimated area of 215,000 square feet.



Forward Integration Through Our Brands

In line with Arada's purpose, the company has launched a portfolio of associated brands and platforms to complement our residential offering and provide a seamless, healthy and authentic experience to people in our communities.

Our diverse brand portfolio spans a wide array of our residents' lifestyle needs, from fashion to fresh produce, sustainable mobility to nutritional dining. By integrating these offerings, Arada ensures that every aspect of modern living is met with quality and care.

منبت
manbat

ZAD

تتبر
shajər

Yala

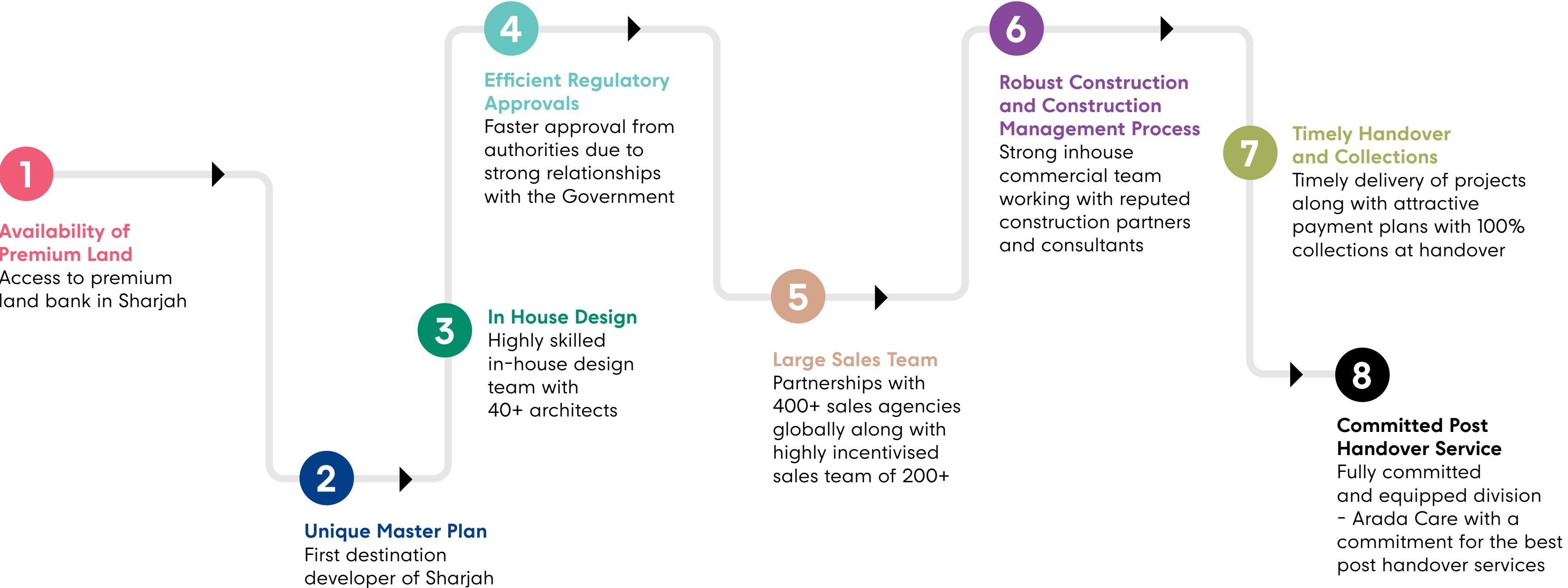
HUNGRY
WOLVES

BOOST

ARTAL

Our Strategic Edge

Dominant Market Positioning



Unique Product Offering

Aljada



Sharjah's largest ever mixed-use community and one of the fastest-selling fully master-planned projects in the region.

Masaar



The UAE's first 'forested' community, setting a new benchmark for active, healthy living.

Armani Beach Residences at Palm Jumeirah



An ultra luxury landmark in one of the world's most in-demand locations, featuring the first and only residential collaboration between Giorgio Armani and Japan's most famous architect, Tadao Ando.

Proven Support from Government & Regulatory Authorities in Home market



01

Arada was established to serve the high demand for fully integrated communities in Sharjah, helping to diversify the economy and bring in substantial FDI to the Emirate

02

Access to premium land allotment with flexible payment plans; e.g., for Aljada, the land payment plan is spread over a 16-year period to be paid out of project cash flows

03

The land acquisition for Aljada, the 'downtown of New Sharjah' was funded by a government backed facility of c. USD 436M

04

Fee concessions and committed infrastructure availability for every project

05

Strong relationships and support from major financial institutions in Sharjah



Sharjah Government
حكومة الشارقة
دائرة التسجيل العقاري
Real Estate Registration Directorate



هيئة كهرباء ومياه الشارقة
Sharjah Electricity & Water Authority



Government of Sharjah
Finance Department

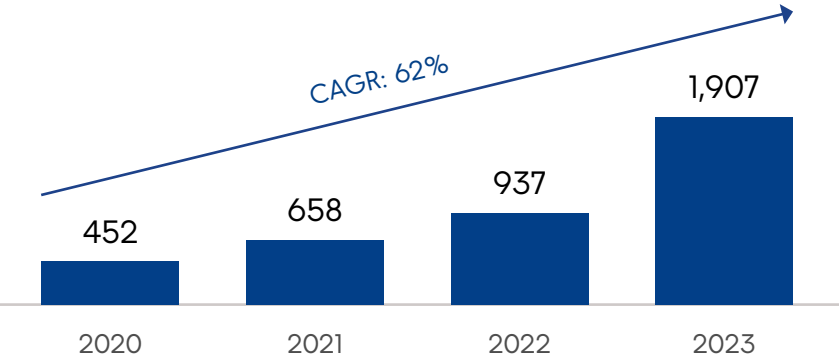
حكومة الشارقة
دائرة المالية المركزية

Financial Highlights

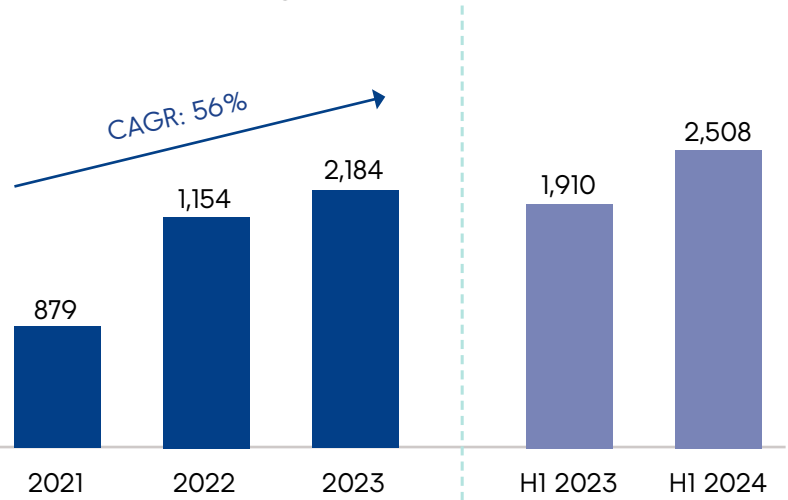
Key Financial Indicators

Key Financial Metrics

Sales (USD mn)

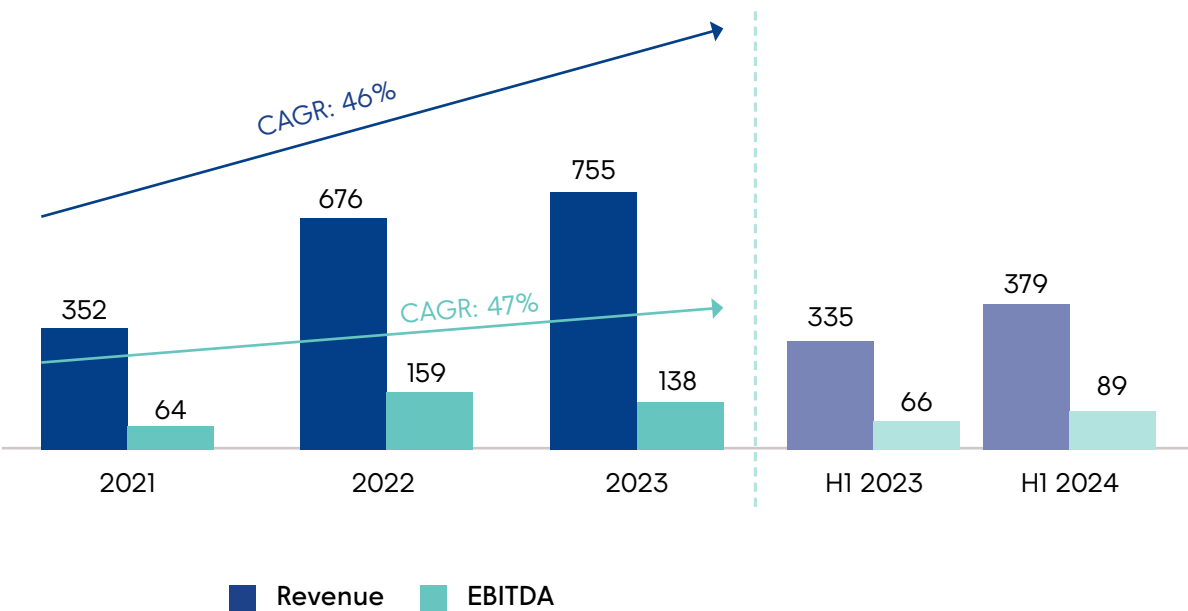


Sales Backlog (USD mn)



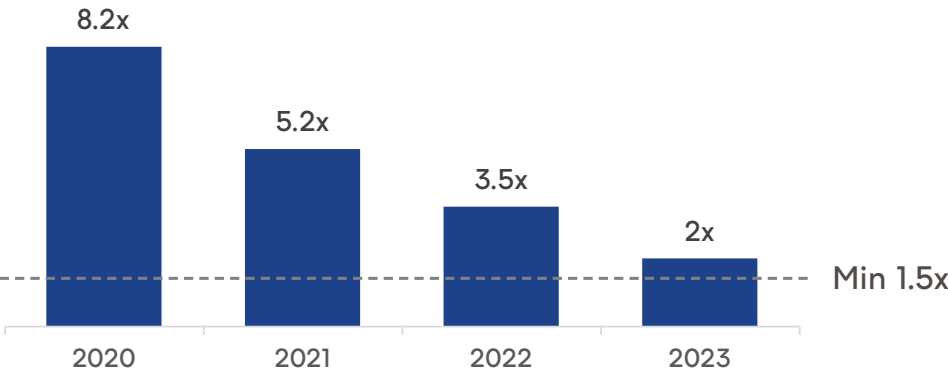
Sales backlog = opening sales backlog +
Sales for the year - revenue recognised for the year

Revenue and EBITDA (USD mn)

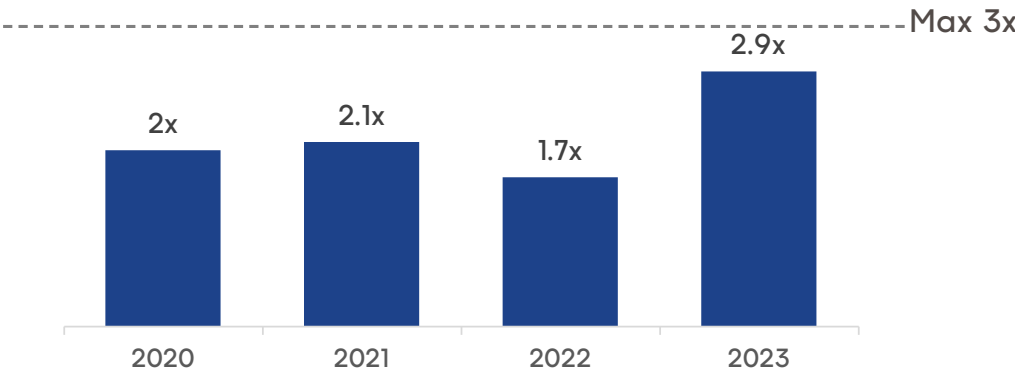


Covenants

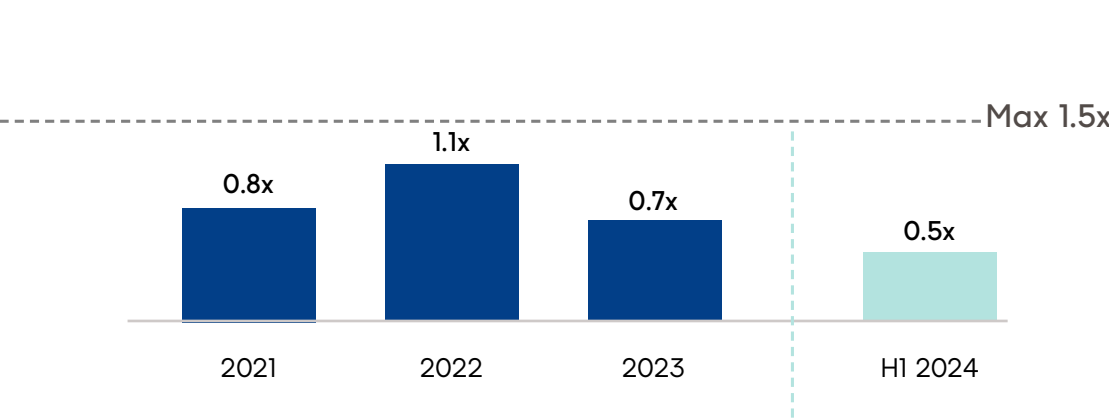
Interest coverage - EBITDA/Interest



Leverage Ratio - Net Debt/EBITDA

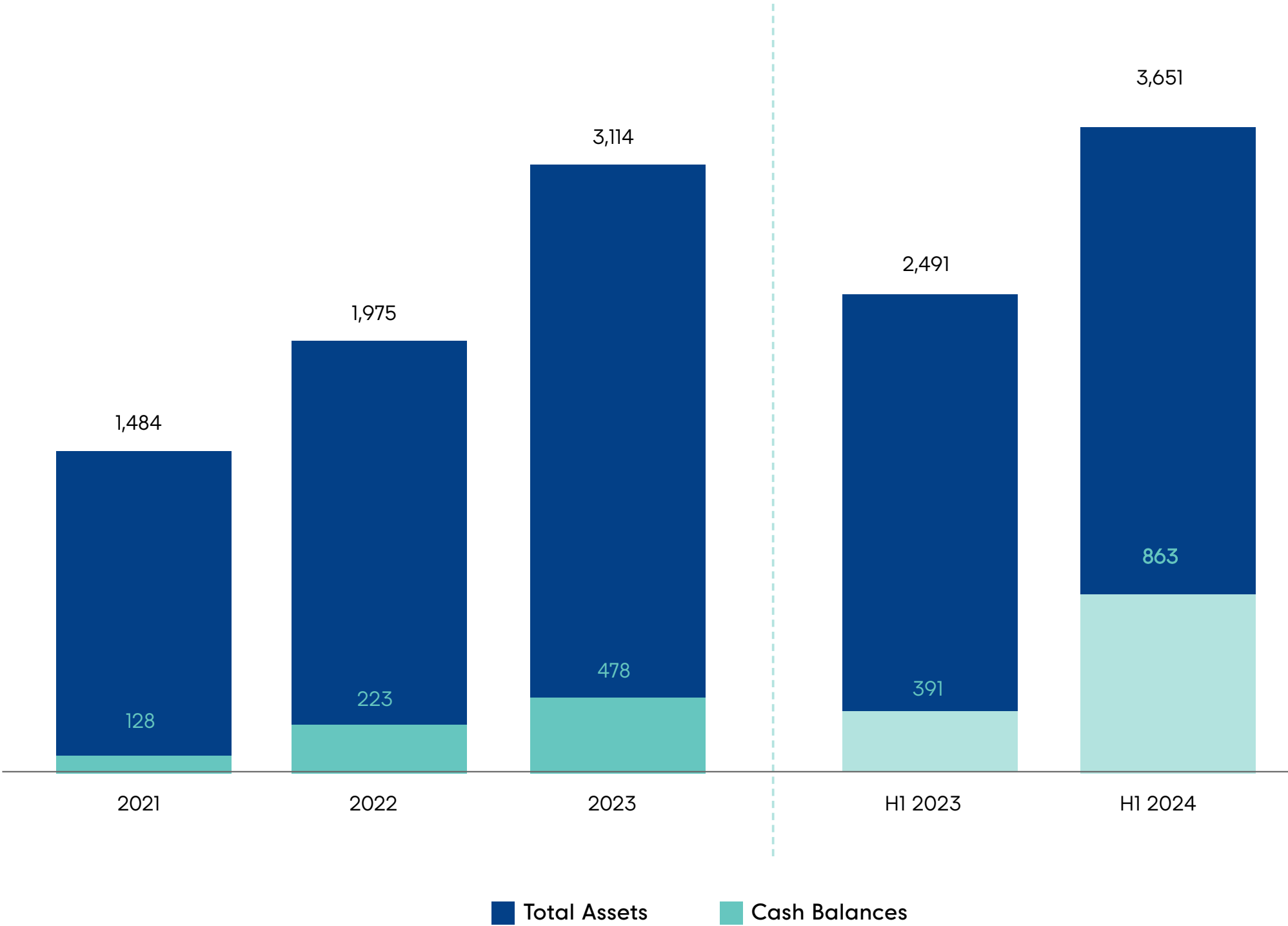


Capital Gearing Ratio - Net Debt/Equity



Robust Liquidity Position

Asset Value and Cash Balances (USD mn)



Arada Credit Rating

Key Rating Drivers

1

Strong Development Model

Arada’s business and development plans accounts well for sales risk, default risk and construction risk through strategies, payment plans and performance bonds

2

Unique Market Position in Sharjah

Arada accounts for substantial amount of total off-plan residential transactions in Sharjah and benefits strongly from an early entrant advantage

3

Good profitability and revenue visibility

Arada’s profits and revenue have grown strongly since inception and are showing positive signs for the future as well

4

Adequate liquidity profile

Arada’s primary liquidity sources are sufficient enough to cover the company’s obligations over the next 18 months

	Corporate Rating	Senior Unsecured Sukuk Ratings
MOODY’S	B1 Outlook- Stable	B1 Outlook- Stable
FitchRatings	B+ Outlook- Stable	BB- Outlook- Stable

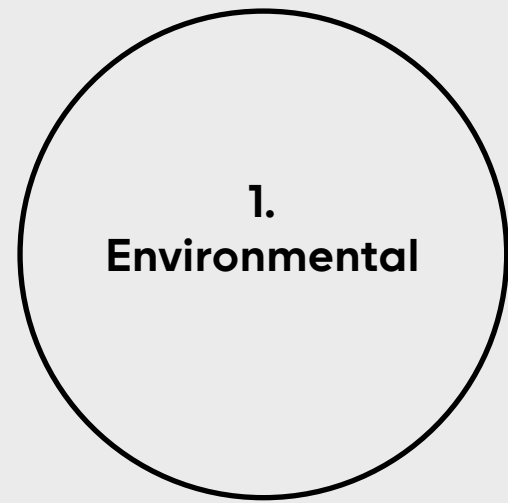
Factors that could lead to an upgrade

- Strengthening of business profile
- Increase in scale
- Reduced execution risk
- Improved Liquidity Position

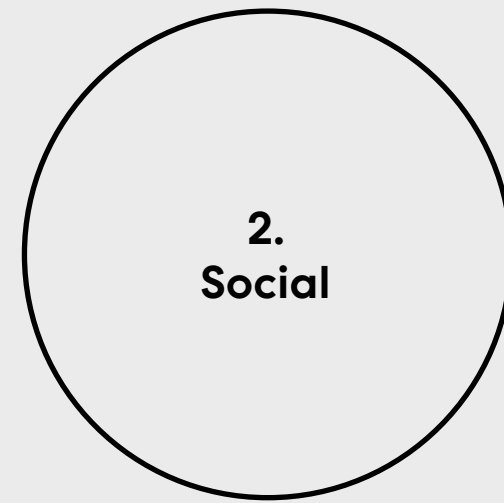
Our Focus on ESG

Robust Environmental, Social and Governance Framework

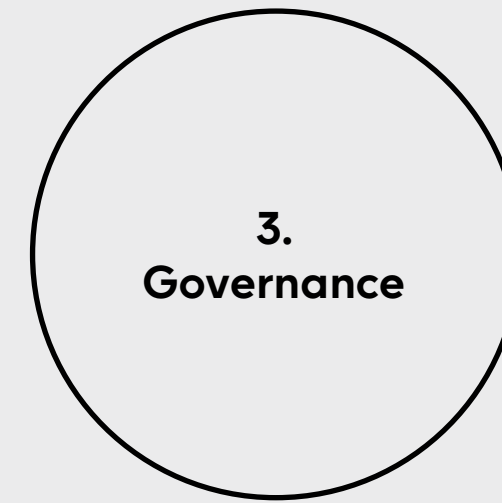
ESG is central to Arada's strategy to connect with its customers, its employees and the environment, and is woven into all decision-making



Developing green communities using sustainable building practices and using smart technology, whilst minimizing its Environmental Impact, is central to Arada's strategy



Arada's determination to be a people-centric company means that it is responsible not just for residents and visitors inside its projects but to the wider community and the outside world as well



A robust corporate governance framework ensures accountability and assists in the day-to-day decision making across the company

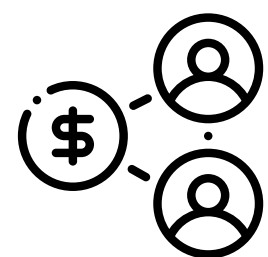
Arada's Commitment to ESG

Arada understands the importance of embedding ESG into operations and is in the process of developing a detailed plan towards its commitment to achieve carbon neutrality for its operations* in the next 10 years. Along the way, Arada has identified several core areas of focus to position itself as an ESG leader.

Today	Within 12 months	Within 24 months	Within 36 months	Within 8 years
<ul style="list-style-type: none">• Created a dedicated team focused on Arada's ESG Policies• Creating a Sustainability Data Collection Tool to track the firm's carbon footprint• Conducting a Materiality Assessment with stakeholders	<ul style="list-style-type: none">• Arada will have a firm wide ESG Strategy and Framework• Release of inaugural sustainability report in reference with GRI Standards• Development of Action Plans and Resourcing• Employee Engagement and Training	<ul style="list-style-type: none">• Release of the 2nd Sustainability Report• Broadening of sustainability data collection to establish a comprehensive carbon footprint assesment	<ul style="list-style-type: none">• Release of the 3rd Sustainability Report which will be highly comprehensive in nature and in line with GRI and other ESG standards	<ul style="list-style-type: none">• Arada would have achieved Carbon Neutrality for its Scope 1 & 2 Emissions

* Scope 1 & 2 emissions

Concluding Remarks



1. **Strategic Shareholders**
Tangible and Intangible Benefits from prominent regional sponsors



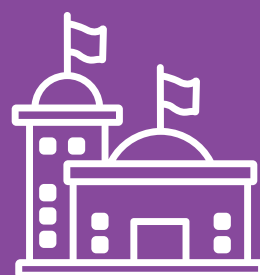
2. **Resilient Real Estate Market**
Fast growing economy with initiatives promoting a high-quality lifestyle



3. **Dominant Market Positioning**
Key differentiators throughout the development lifecycle



4. **Unique Product Offering**
Projects offering the most progressive, smart and high-quality communities in the market



5. **Proven Support from Government**
Access to premium land bank, financing flexibility and support from key governmental departments



6. **Strong Liquidity Position**
Prudent financial policies and large cash balances lend strength to our Balance Sheet

Arada Developments LLC

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info@arada.com; arada.com

Facebook Twitter LinkedIn YouTube Instagram @aradaliving

Visit our Sharjah sales office
Aljada Discovery Centre Aljada
Muwaileh, Sharjah

Visit our Dubai sales office
19th Floor, Festival Tower, Dubai
FestivalCity PO Box 644753, Dubai

Visit our Abu Dhabi sales office
Level 12, Office Tower 3
Etihad Towers, Abu Dhabi



Appendix

Delivered



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. All six phases have been delivered and the project has been completed.

5M	USD 0.4B	1,117
square feet	total sales value	Units

Delivery

- Fully Delivered and occupied
- Self-sustained community
- 70,000 sqft Nasma Central mall
- 13-acre Nasma Central Park
- Excellent connectivity with Dubai and the rest of the Northern Emirates



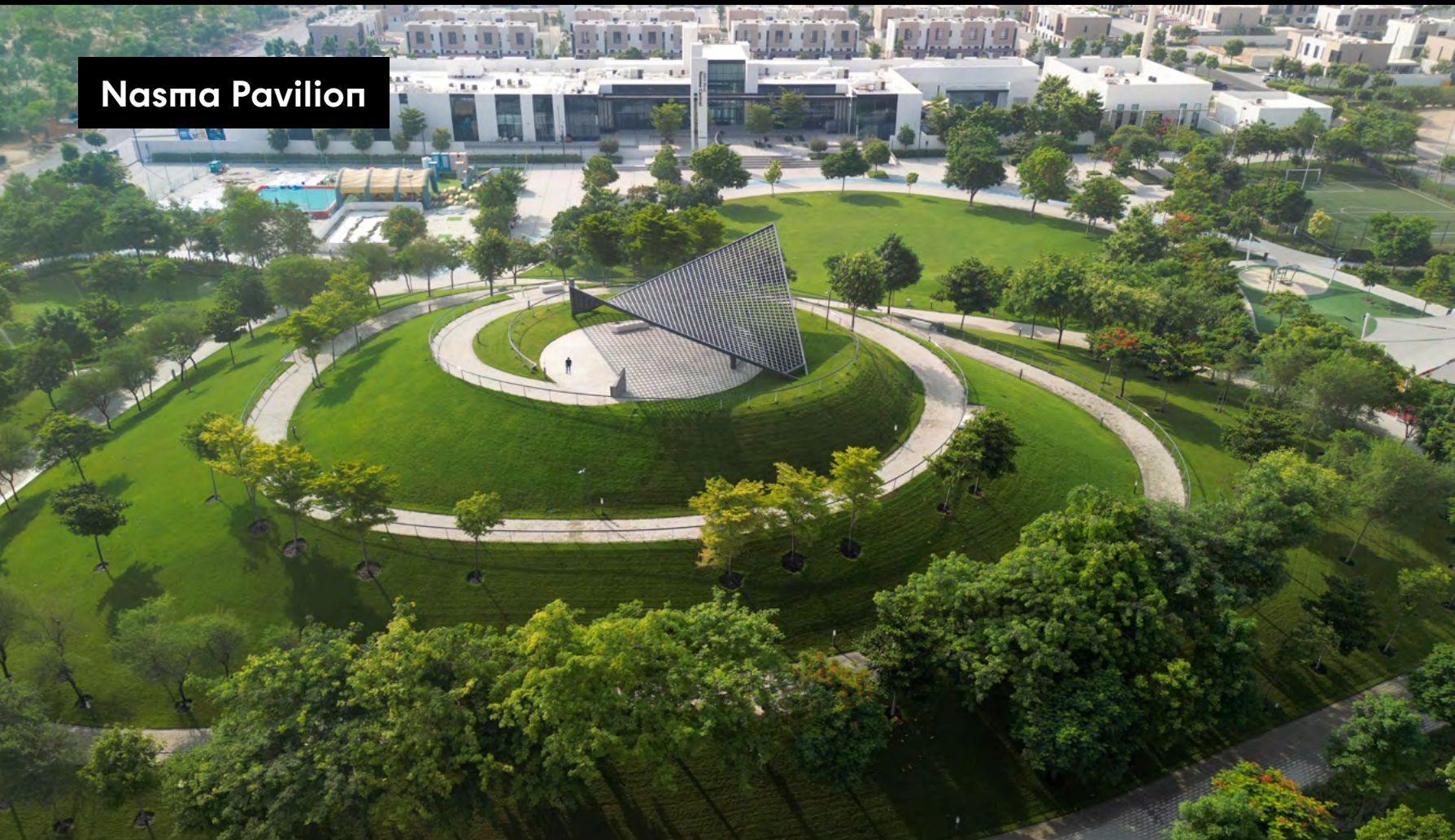
Community



Nasma Central 70,000 sqft community centre with retail and dining options



Nasma Pavilion



Eid Celebration at Nasma Central





Ongoing

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

square feet

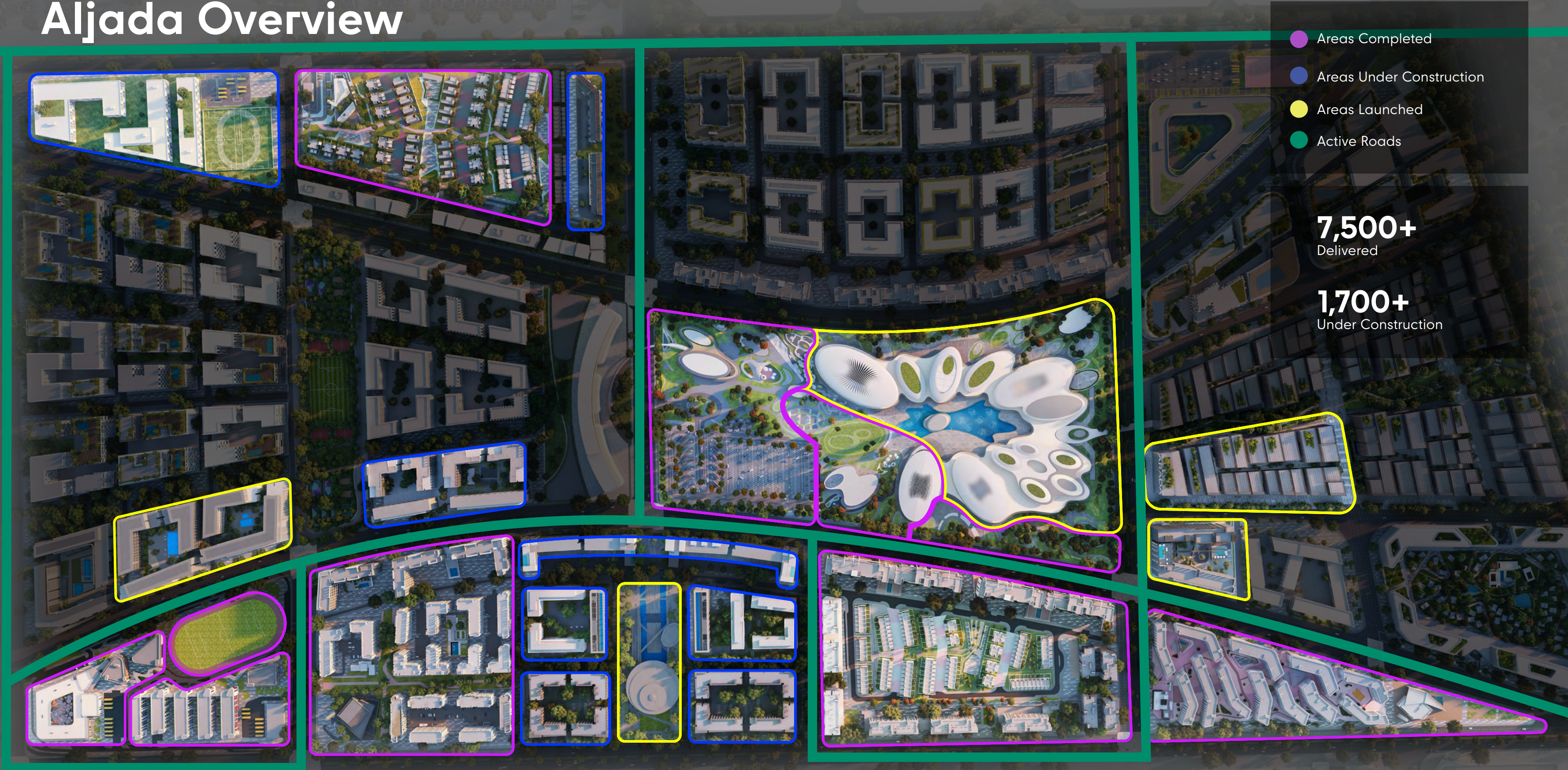
USD 9.5B

total sales
value

> 25,000

Residential
Units

Aljada Overview



- Areas Completed
- Areas Under Construction
- Areas Launched
- Active Roads

7,500+
Delivered

1,700+
Under Construction

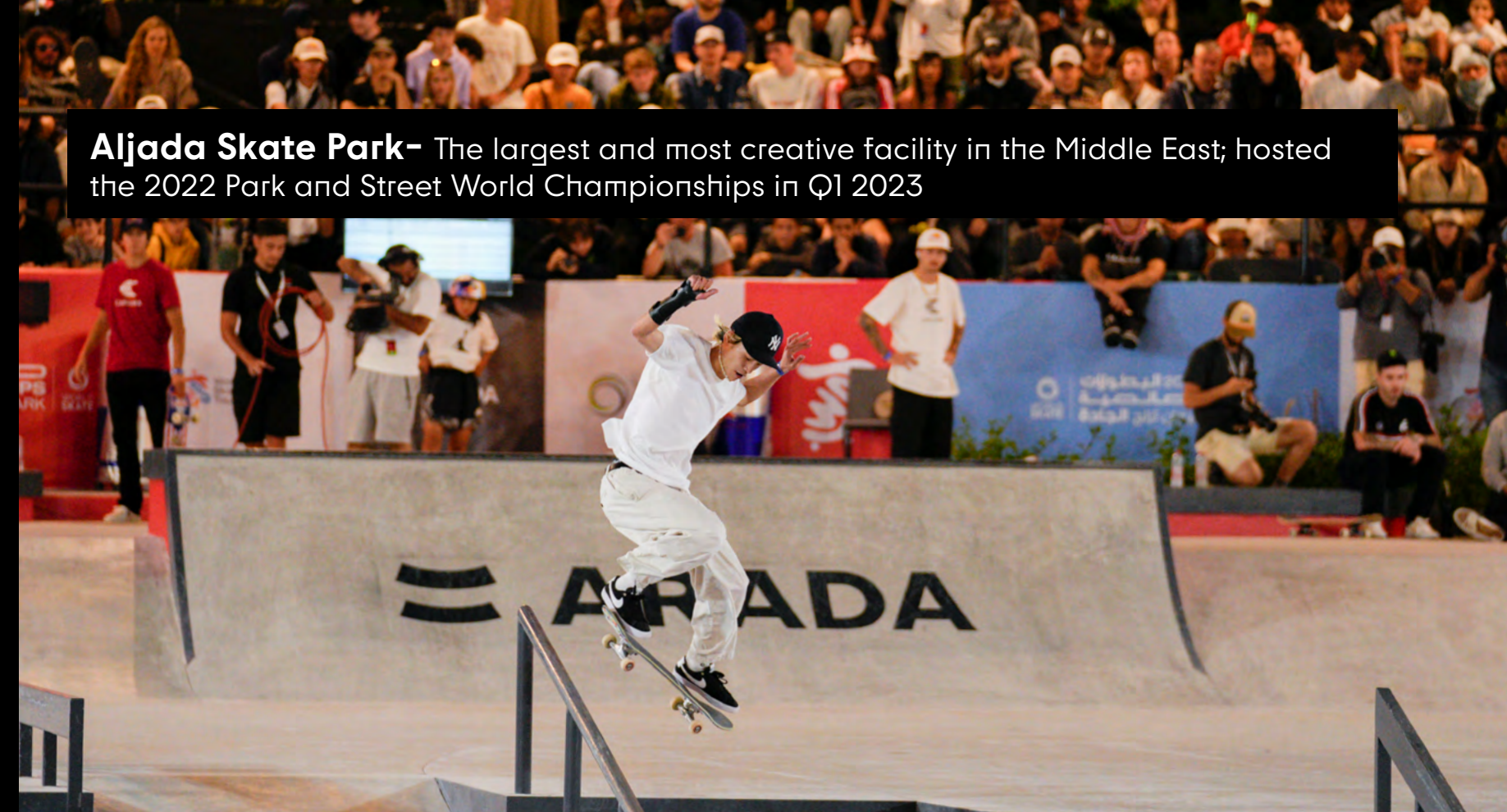
A city within a city

- The Downtown of New Sharjah
- 25,000 homes and 70,000 expected residents
- 4 hospitality offerings, 3 schools and 12 student accommodation buildings
- 1 hospital and wellness centre
- The first Grade A commercial district in Sharjah
- 1.9M sqft of family entertainment district
- Located close to Sharjah International Airport with exceptional connectivity with Dubai and the other Northern Emirates.

East Boulevard – A popular retail, dining and convenience destination in Aljada, which opened in 2022



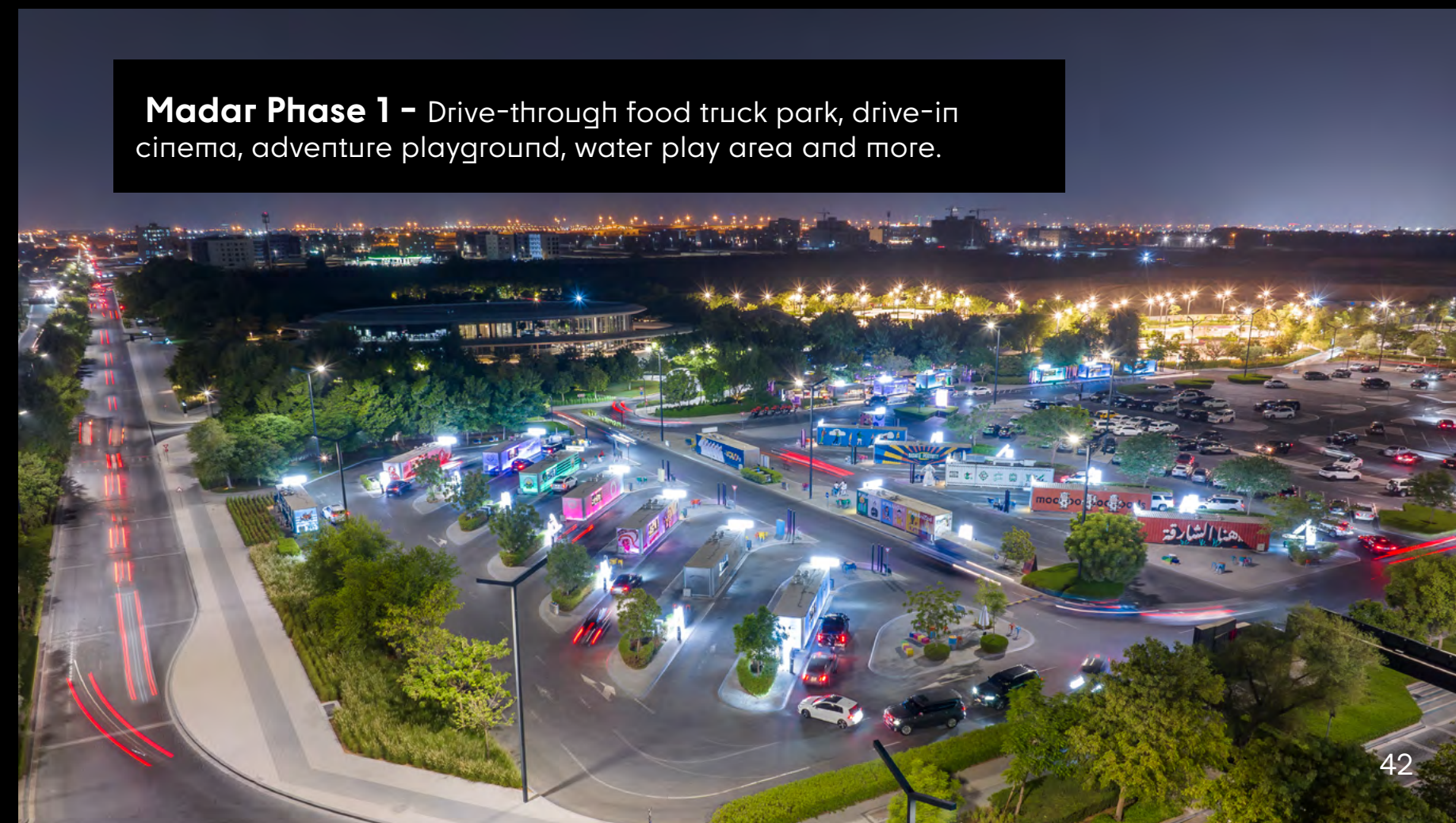
Aljada Skate Park– The largest and most creative facility in the Middle East; hosted the 2022 Park and Street World Championships in Q1 2023



Madar at Aljada – A 1.9M sqft family entertainment district designed by Zaha Hadid Architects



Madar Phase 1 – Drive-through food truck park, drive-in cinema, adventure playground, water play area and more.



Projects Delivered

Areej – Modern and spacious residential apartments

Fully Delivered in Q3 2021



SABIS International School – A fully completed K-12 school in Aljada with a capacity for 4000 students.

Operational since Q3-2021



Nest – A premium student housing complex completed in 2022

Fully delivered in Q4-2022



Misk – Modern and spacious residential apartments

Fully delivered in Q1-2022

Projects under design and construction

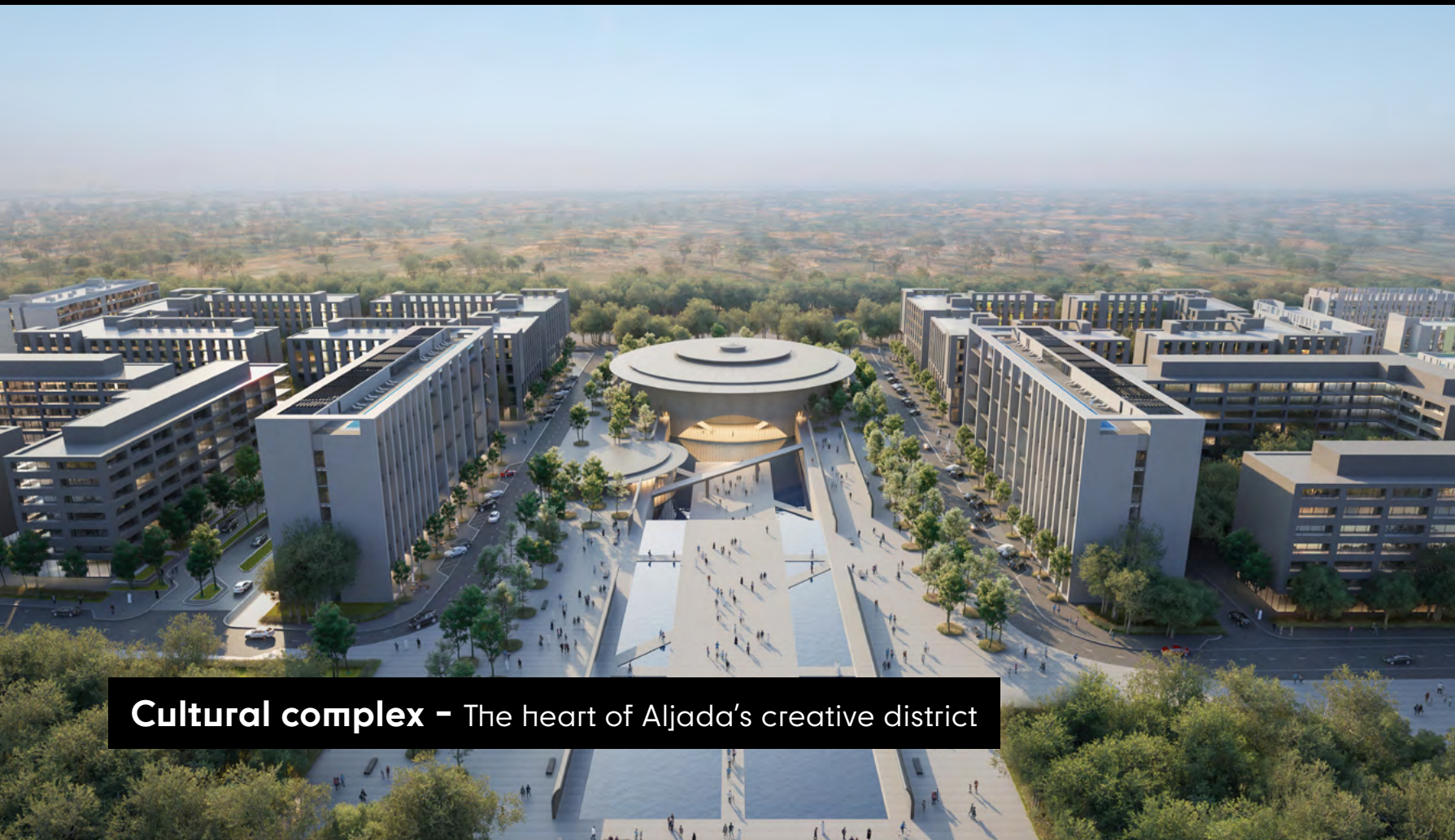


Madar Mall



Vida Residences Aljada – Innovative hospitality offering

Number of Keys: **175**



Cultural complex – The heart of Aljada's creative district



Arada CBD – Innovative workspace featuring Sharjah's first Grade A office space

Ongoing



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 containing 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.

The first phase of homes for Masaar consisting of 430 villas have been delivered while two more phases totaling 986 units have been completed and are currently under handover.

19M
square feet

USD 2.5B
total sales
value

3,000
Villas and
townhouses

Creativity, Nature and Sustainability

- Designed to provide an active, healthy lifestyle, in a green and leafy environment where residents spend more time outdoors than indoors
- Green Spine connecting each of the six gated districts to the community hub containing more than 50,000 trees
- More than 13 kilometers of continuous woodland cycling tracks and jogging trails
- Open green spaces for yoga and meditation
- International school
- Nine active parks, incorporating various facilities including swimming pools, tennis courts, squash courts, basketball courts and kids play areas
- Entertainment zone featuring a skate park, amphitheatre and a children's adventure park



Aerial View – A contemporary urban residential sanctuary



Zad at Masaar – Drive-thru food village



Masaar Track



Masaar Track

Phase 1 Sendian



Ongoing



Anantara Sharjah Resort & Residences

Launched in May 2024, experience a haven of luxury where contemporary architecture blends seamlessly with traditional museums alongside a beautiful stretch of the Arabian Gulf.

Settle into one of 110 expansive rooms or suites just steps from the golden sands of Al Heerah Beach, with exclusive access for hotel guests. This beautiful stretch of beach will also be home to Anantara Sharjah Residences, offering 128 beautifully appointed one-, two-, three- and four-bedroom residences and penthouses with full access to the beach and resort facilities.

157K
square feet

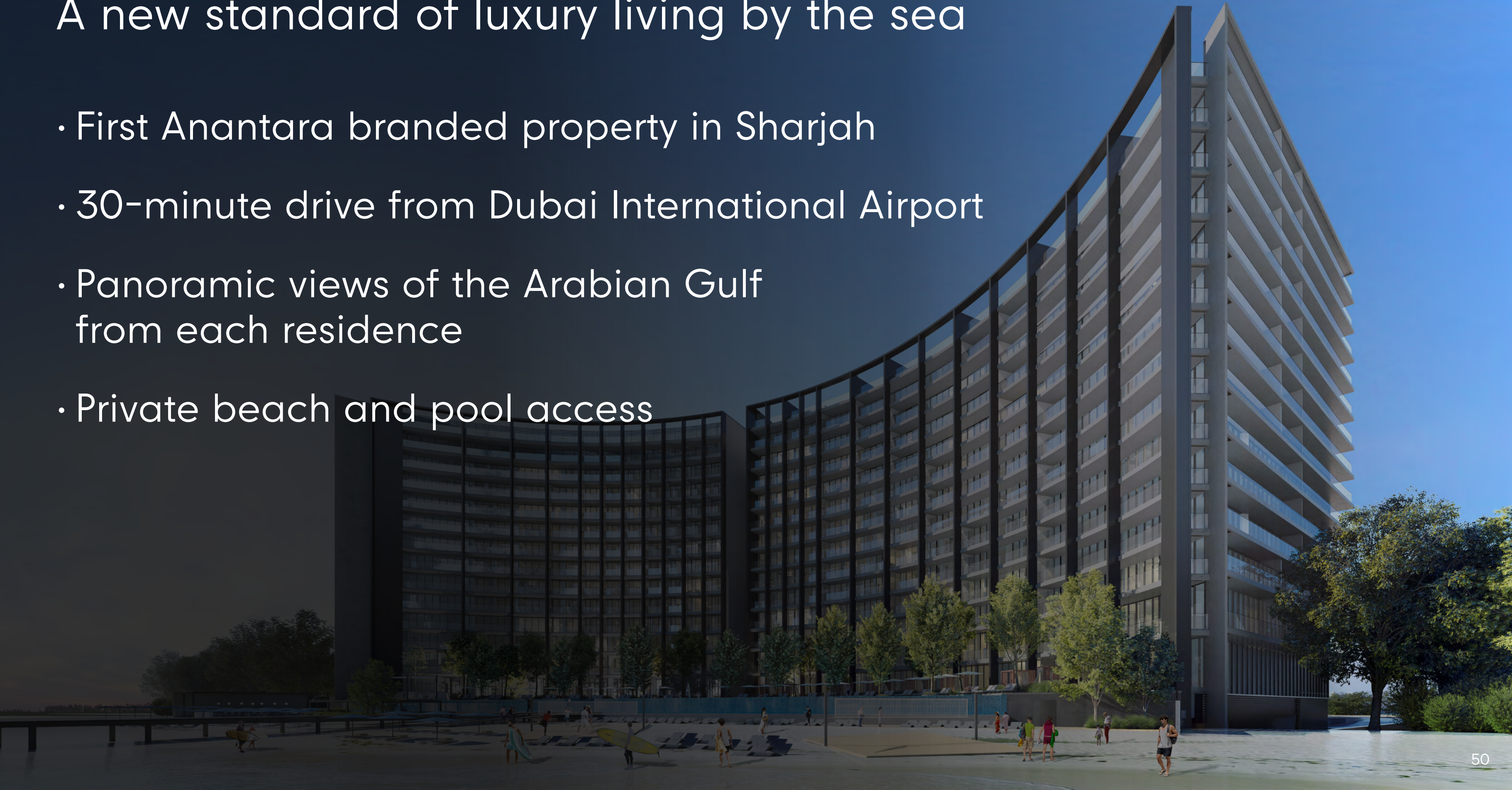
128
Serviced
Apartments

110
keys

USD 173M
Sales Value

A new standard of luxury living by the sea

- First Anantara branded property in Sharjah
- 30-minute drive from Dubai International Airport
- Panoramic views of the Arabian Gulf from each residence
- Private beach and pool access





Ongoing

Jouri Hills at Jumeirah Golf Estates

Launched in November 2022, 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.

2.3M
square feet

USD 0.6B
total sales
value

294
Villas and
townhouses

Building partnerships with well-known brands

- Partnership with Jumeirah Golf Estates, a popular and well-established luxury master community
- First project in Dubai and outside Sharjah
- Luxury living in a golfing haven
- Contemporary home designs with nature-inspired touches
- 2 nearby World Championship golf courses

Jouri Hills



Jouri Hills



Play Area



Jouri Hills



Ongoing



Armani Beach Residences at Palm Jumeirah

Launched in January 2024, Armani Beach Residences at Palm Jumeirah is a partnership between Arada, the Armani Group and famed Japanese architect 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.

220K	USD 0.8B	53
square feet	total sales value	Branded luxury residences

Wellness and Ultra Luxury

- The second Armani-branded residences in Dubai (after the Burj Khalifa)
- Tadao Ando's first ever project in the UAE
- Last available beachfront Crescent plot at the iconic, award-winning Dubai megaproject, The Palm Jumeirah
- The Palm Jumeirah is currently the focal point of the rapidly growing Dubai ultra-luxury property market
- All residences contain views of the iconic Burj Khalifa and Burj Al Arab
- 5 year exclusive partnership agreement with Armani in Dubai- one of the biggest luxury conglomerates of the world focused on wellness

Ongoing



W Residences at Dubai Harbour

Inspired by the majesty of its surroundings, W Residences at Dubai Harbour offers a creative environment designed to stimulate both residents and visitors.

The three-tower complex connects three horizontal lines—the promenade, the harbour, and the sky—reflecting the unique seafront and urban landscape. Striking diagonal lines create a dynamic interplay, allowing the buildings to 'touch' at the points where water and sky meet.

114K
square feet

USD 1.3B
total sales
value

440+
Residences

Waterfront Living

- Luxury living in a waterfront district
- Located at the intersection of the iconic Palm Jumeirah and Bluewaters, equidistant from Dubai International Airport and Al Maktoum International Airport
- Home to the most advanced cruise terminal and the largest marina in the region

Future Launches



DIFC Project

Acquired in 2024, this venture represents our fourth project in Dubai, situated in a prime location boasting views of the Burj Khalifa and Downtown. The Group has announced a partnership with Wasat Prime Properties LLC for the development of this land.

138K
square feet

USD 1.1B
Projected
Value

Our Brands



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 nine 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 (MOCCAE)** 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 18 different locations across the UAE during the growing season, and the first Manbat store opened in Aljada in 2023.

As part of its goals to become the UAE's leading fresh produce aggregator for consumers, corporates and government entities, Manbat initiated a significant collaboration with Abu Dhabi National Hotels Company and will be supplying them with locally sourced Emirati products valued at ~USD 136 million committed to increasing local consumption under a five-year agreement.



Boost Juice

Arada signed its first ever master franchise agreement and brought **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 beverages and snacks, the popular brand has rapidly become Australia's favorite smoothie and juice bar, and now has over 740 stores in 15 different countries.

Two Boost outlets are open in Arada's communities along with another outlet in the Sharjah City Centre. There are four more outlets planned in prominent locations of Abu Dhabi and Dubai, and there is a view to get to a minimum of 25 outlets in the UAE over a 10 year period



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 platform with **hassle-free self service e-scooters and e-bikes** for everyone.

Launched in December 2023, and available in select locations at 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 130,000 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.

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