

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.



# 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 Executive Vice Chairman.

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





Property  
Development





AED70bn

Total value of total projects  
under development

30%

Average annual sales  
growth since inception

B1/B+

Corporate ratings  
from Moody's and  
Fitch

\$1.05bn

Total fundraising  
achieved through sukuk  
issuance

1,700+

Our employees

32,000

Total number of units  
in our communities

10,100

Total number of  
units delivered

4,000

Total number of  
units currently under  
construction





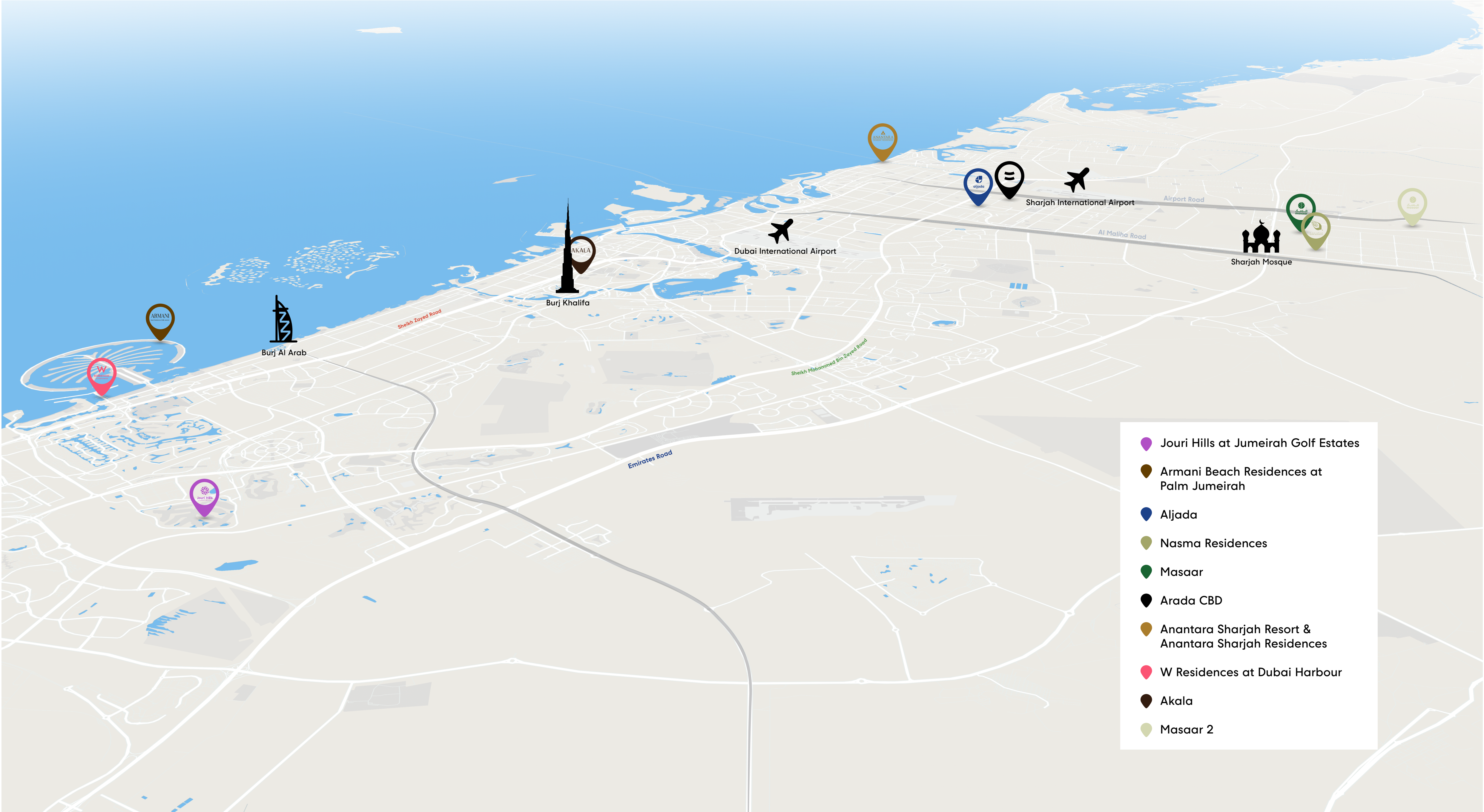
# Integrated for life











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
-  W Residences at Dubai Harbour
-  Akala
-  Masaar 2

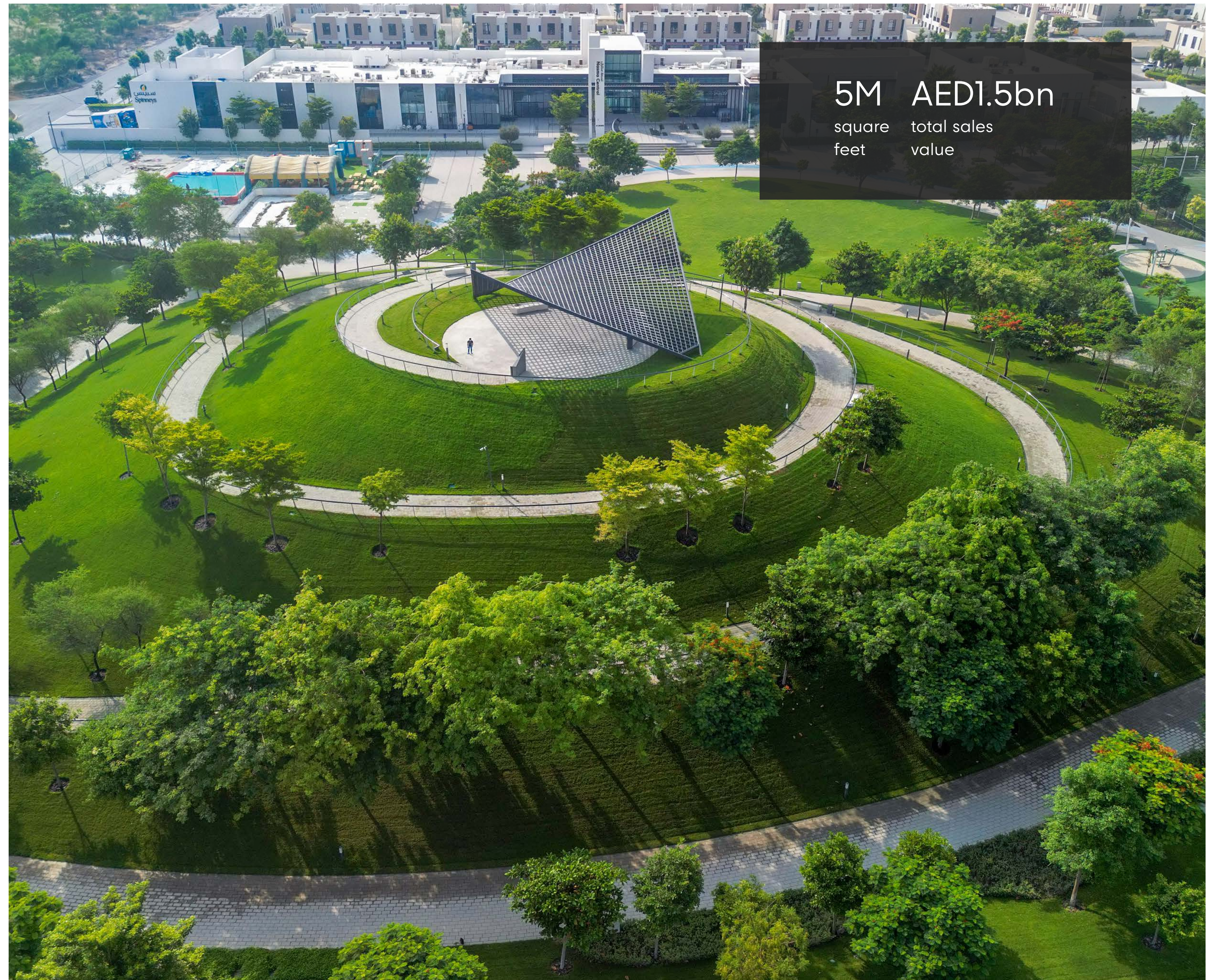


# Nasma Residences

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.







ناسما سنترال  
Nasma Central

ARADA

# 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.





# 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	AED35bn	25,000
square feet	total sales value	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.





1.9m  
sqft family  
entertainment  
complex

3  
phases

100,000  
visitors a month



# 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.





1m  
sqft of GLA

400+  
outlets





An architectural rendering of the Arada Central Business District (CBD) at Aljada. The image shows a series of modern, multi-story office buildings with dark frames and large glass windows. A central 'green spine' runs through the middle of the district, featuring a paved walkway, lush green trees, and outdoor seating areas with umbrellas. People are depicted walking along the paths and sitting at the outdoor cafes. In the background, a tall, white, cylindrical structure, likely the Sharjah Water Tower, is visible against a clear blue sky. The overall scene is bright and modern, showcasing a blend of urban architecture and green space.

## 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.





40	8	Phase 1
smart buildings	buildings in Phase 1	under construction



An architectural rendering of a modern performing arts center. The central feature is a large, circular auditorium with a flat roof and a prominent arched glass entrance. The building is surrounded by a landscaped plaza with a central water feature consisting of several rectangular pools and walkways. Numerous people are depicted walking and standing throughout the plaza, providing a sense of scale. The background shows a city skyline under a clear sky.

# 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.





2,000	260,000	2028
auditorium seating capacity	square foot cultural complex	completion date

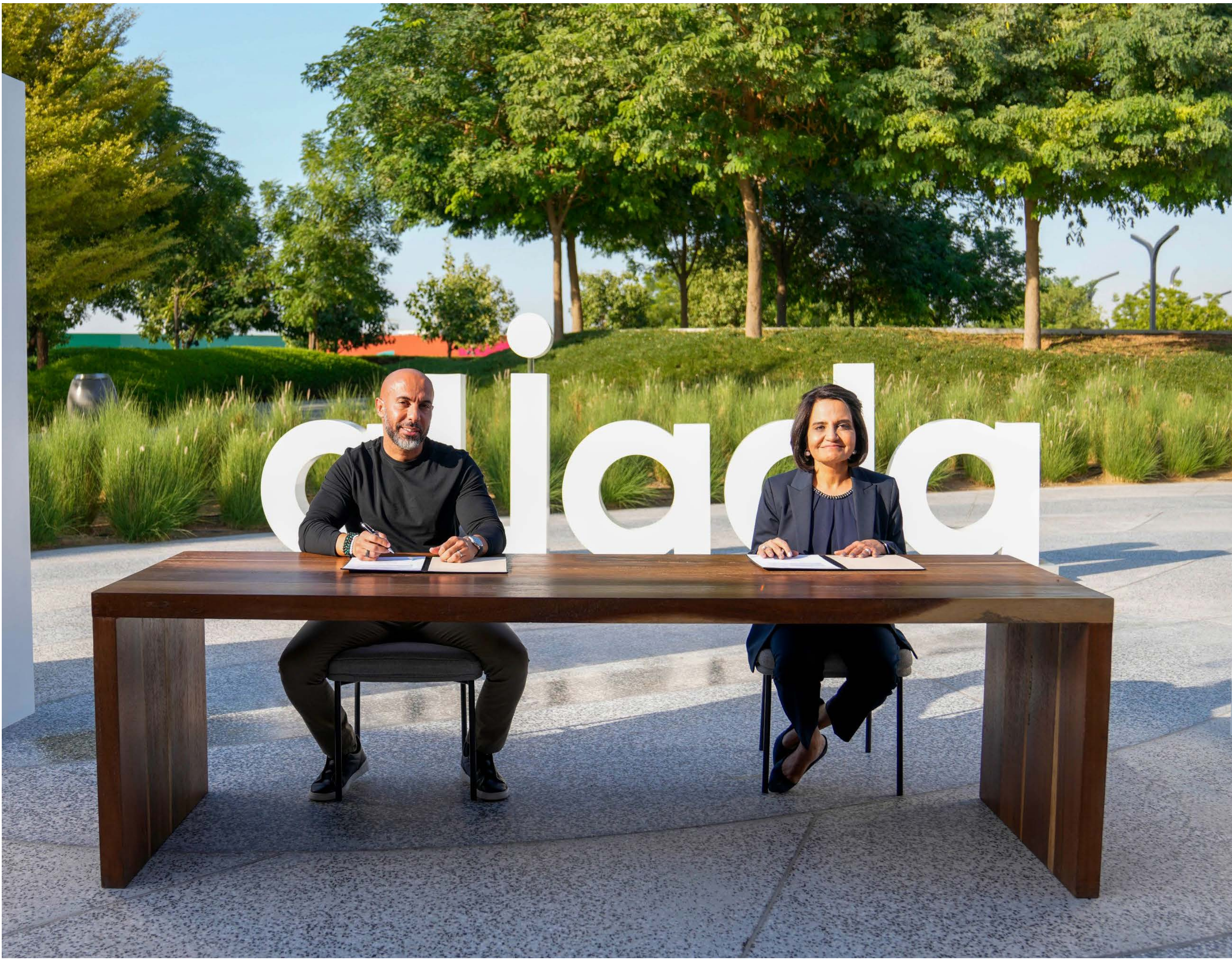


A wide-angle photograph of a modern school building with a curved facade. The building features large windows and colorful panels in shades of pink, green, blue, and orange. In the foreground, there is a paved courtyard with a hexagonal tile pattern, two young trees in circular planters, and low green hedges. The sky is clear and blue.

# 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.





innoventures  
education

## 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.



# Vida Residences Aljada

Sharjah's first ever branded residences, the first three residential buildings of the Vida Residences Aljada have sold out and the full complex, including the Vida Aljada hotel, will open by the end of 2025.

VIDA

175

hotel  
keys

149

serviced  
residences

255

branded  
residences





# Nest Hotel Aljada

Nest Hotel is Arada's first homegrown hospitality brand, which promises a vibrant and affordable experience with a blend of comfort, community and convenience.

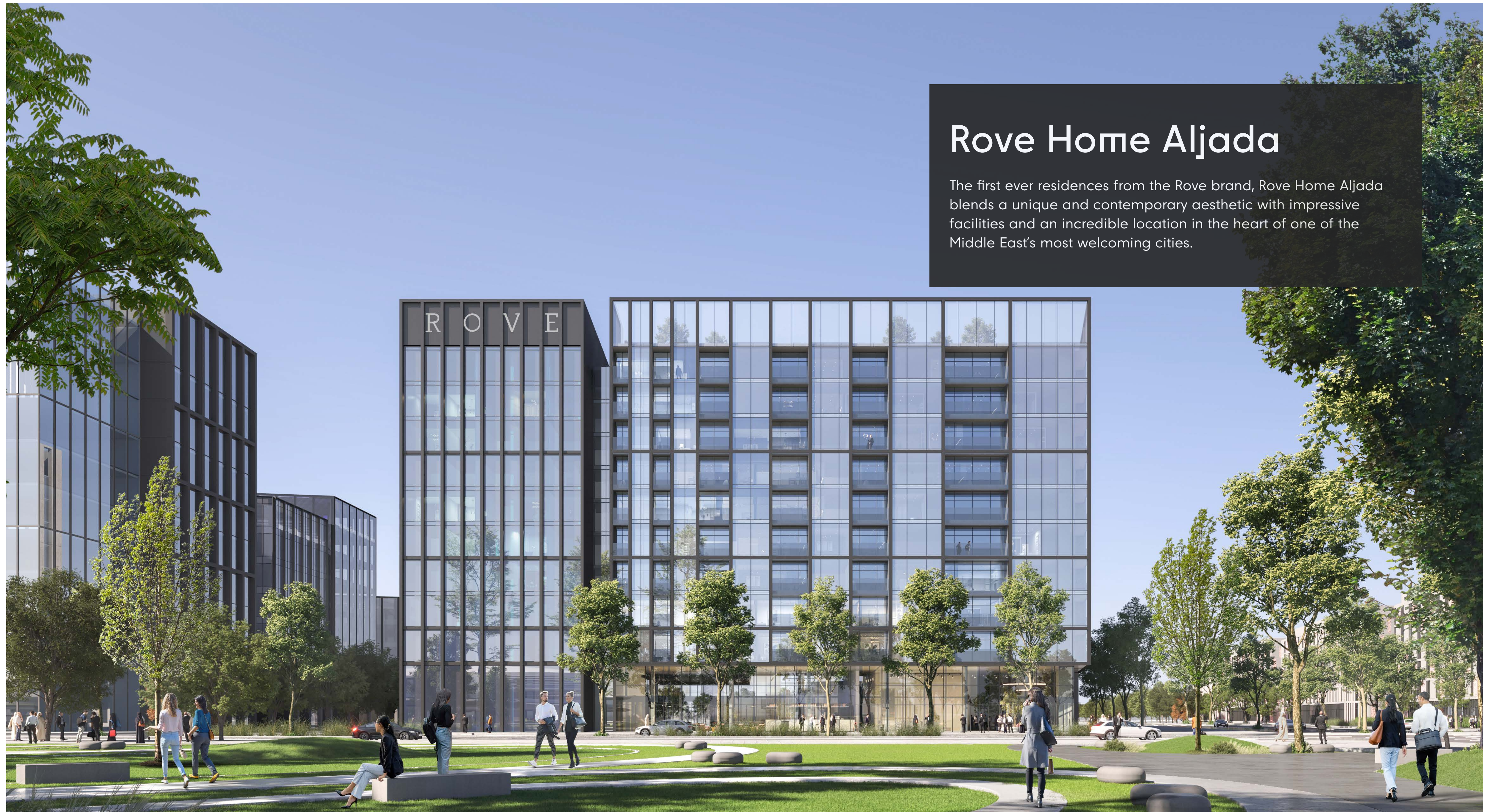
Managed by Arada Hospitality and set to open in October 2025, Nest Hotel Aljada will welcome guests to 431 smart, design-led rooms across two buildings, and is ideally located adjacent to the Nest Campus student housing cluster, opposite Arada Central Business District, Sharjah's new commercial hub, and five minutes' walk from the Madar Mall, a family entertainment and retail complex.

www  
nest  
hotel



# Rove Home Aljada

The first ever residences from the Rove brand, Rove Home Aljada 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.





# 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.





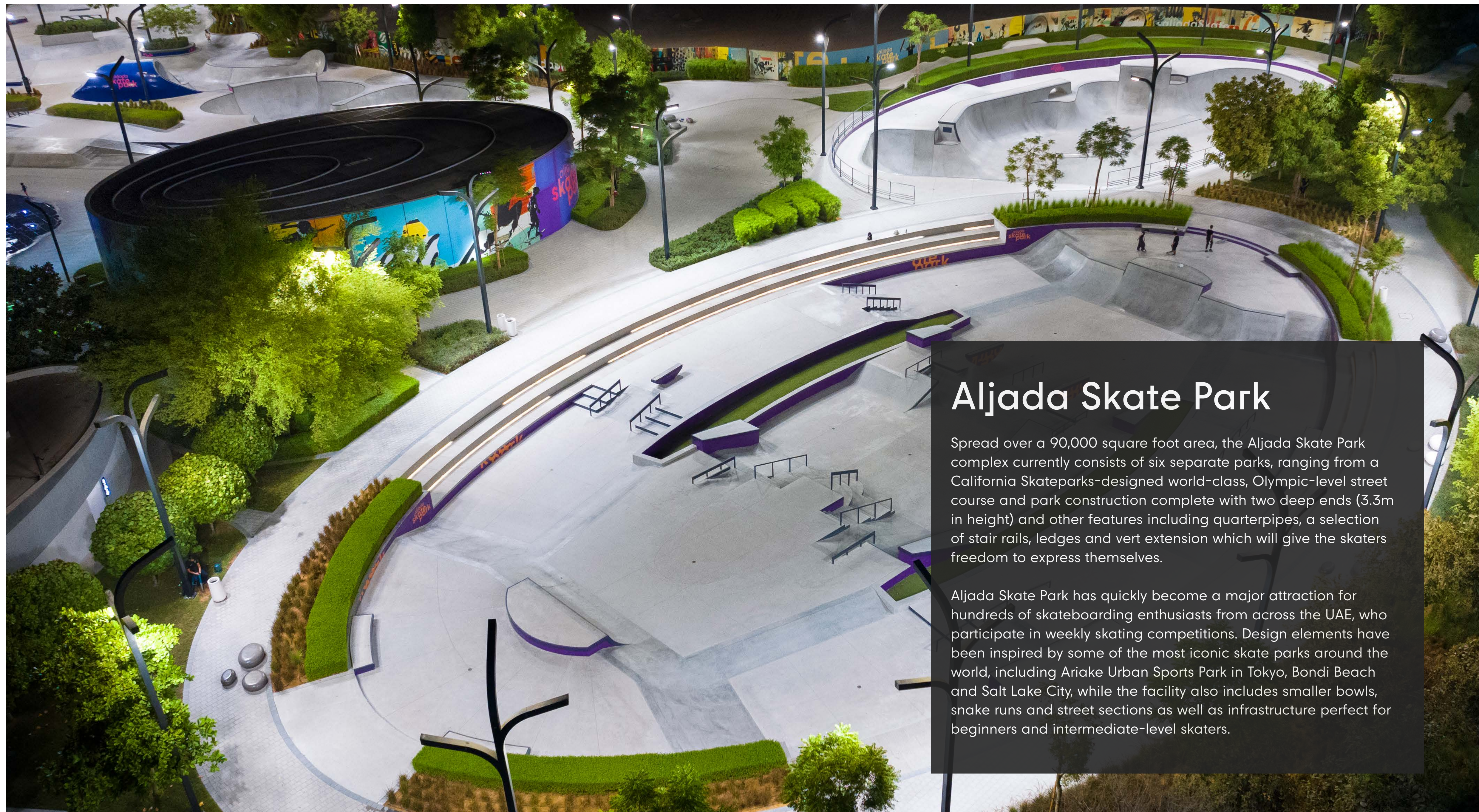


10  
blocks

2,008  
units

3,189  
bed spaces





## 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.



A photograph of a modern apartment building at dusk. The building has a dark blue facade and a grid-like window pattern. 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. A semi-transparent dark box is overlaid on the left side of the image, containing text.

# 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, and feature one, two and three bedroom apartments, as well as magnificent four bedroom penthouses.





## Sarab at Aljada

The two Sarab villa communities are located in the quietest parts of Aljada, and it's the perfect spot for families to unwind. 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.

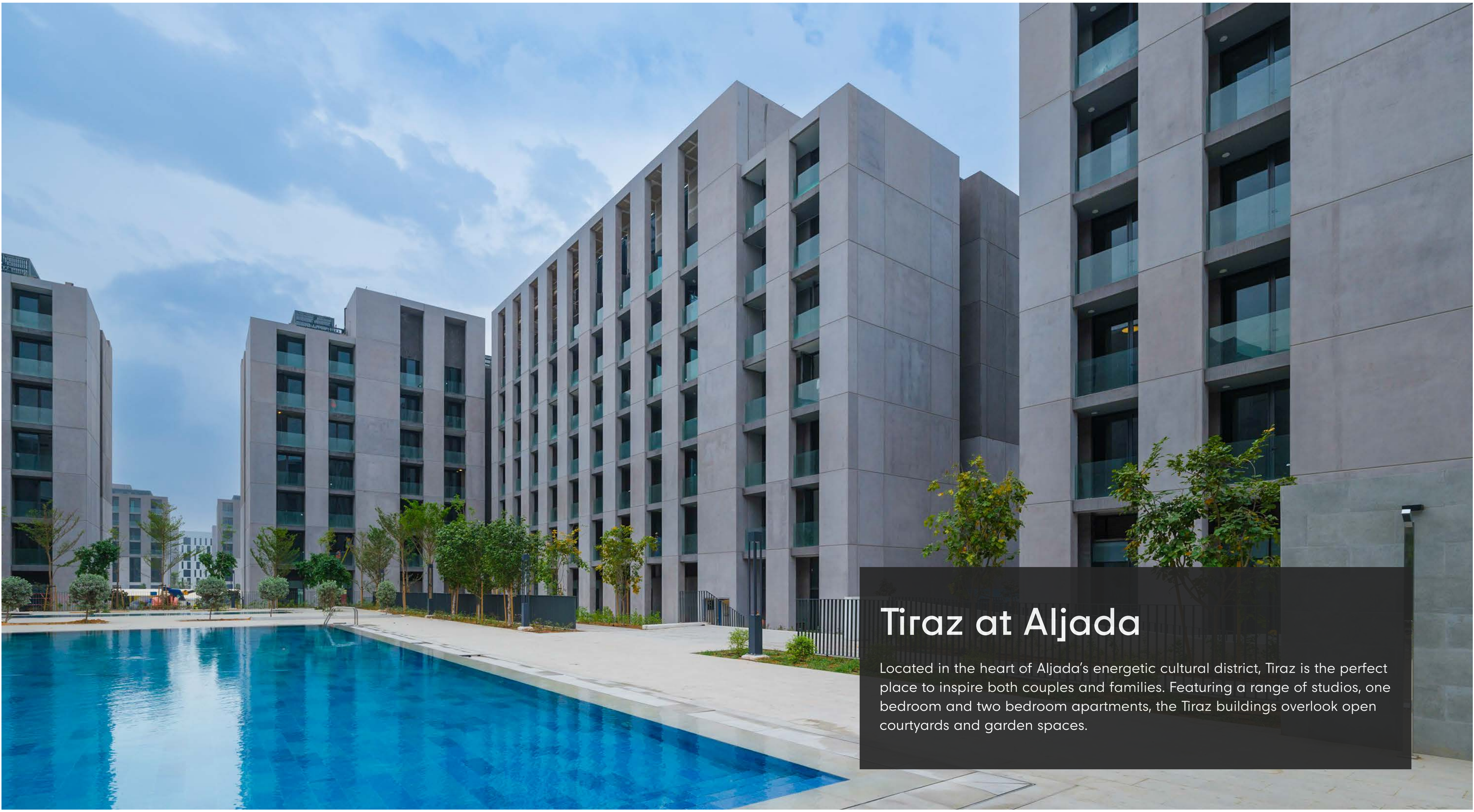


# East Village at Aljada

Featuring a selection of studio, one-bedroom and two-bedroom apartments across a bustling city block. East Village is a new home for a new generation. All buildings in this phase have been completed and handed over.





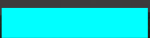
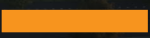
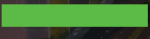


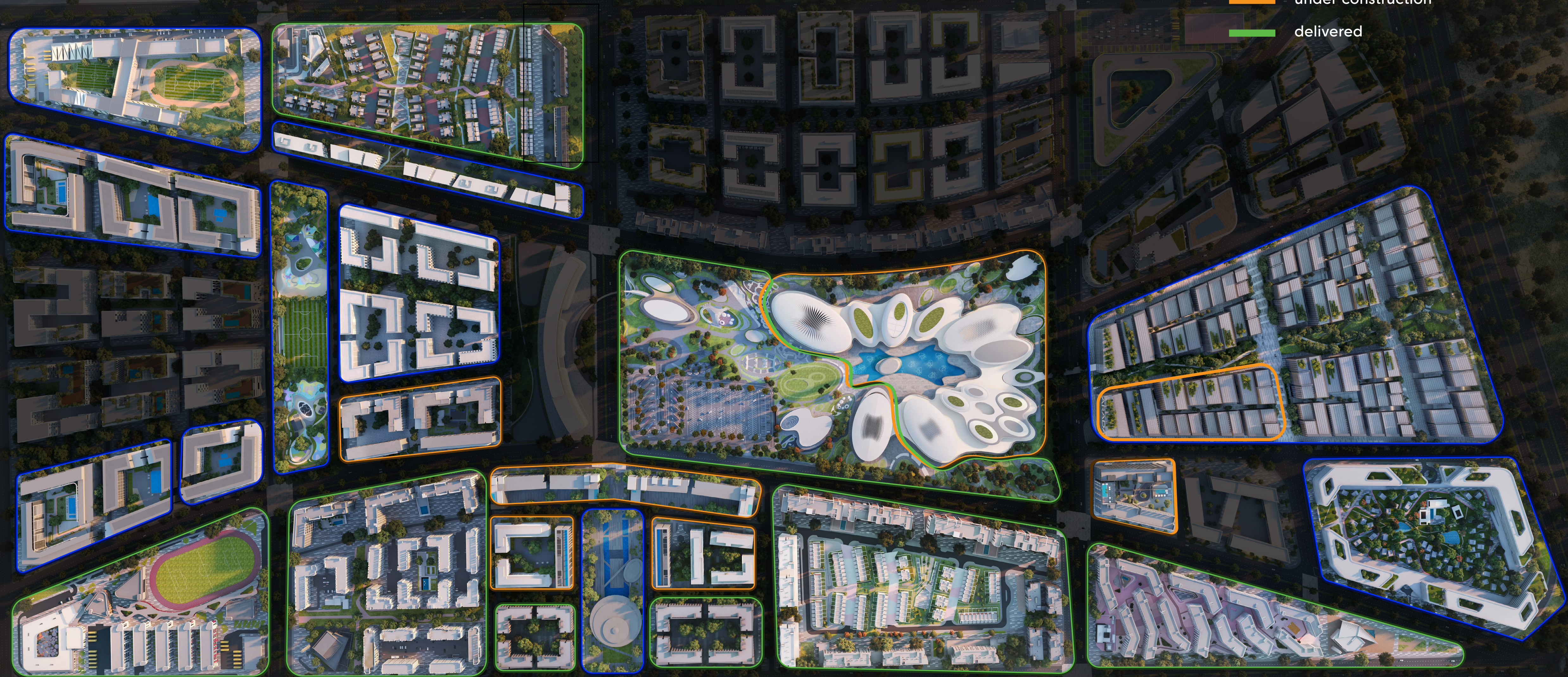
## Tiraz at Aljada

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.



# Aljada Master Plan Status

-  under design
-  under construction
-  delivered





# 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

AED9.5bn

total sales  
value

3,000

units



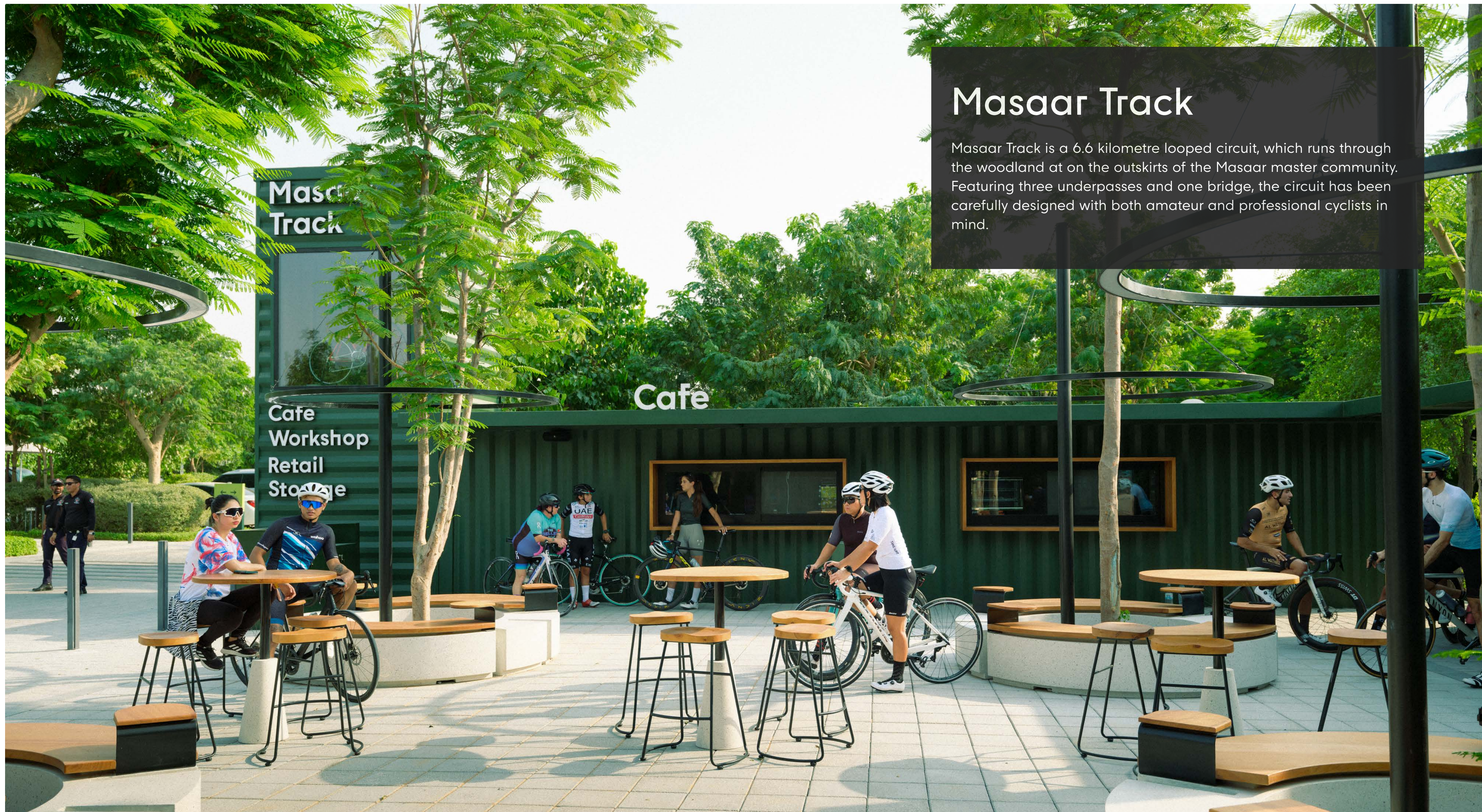
# Masaar Track

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.

Masaar  
Track

Cafe  
Workshop  
Retail  
Storage

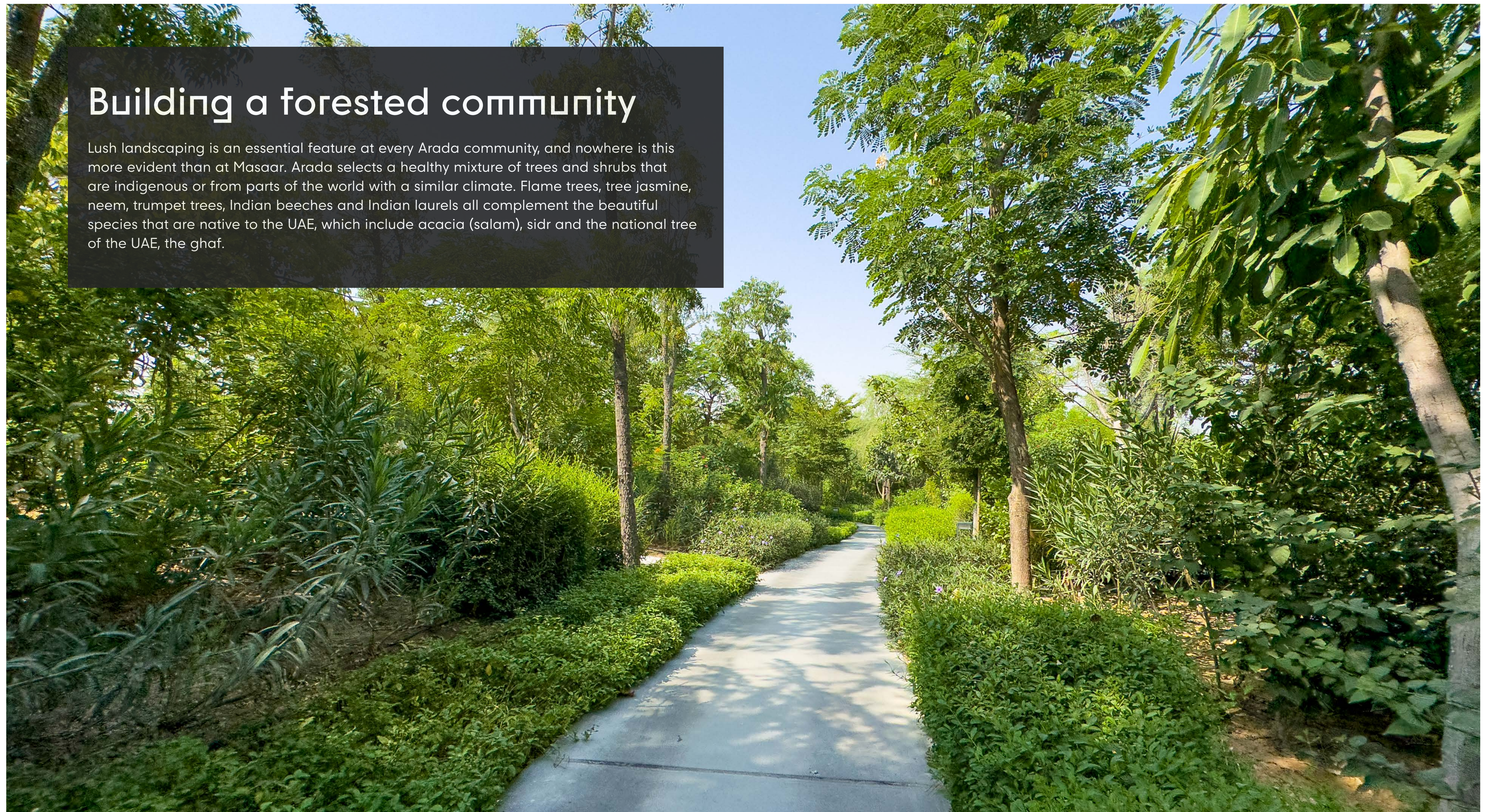
Cafe





# 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.







مَسَار  
masaar

 BRIGHT CAPITAL



REIGATE GRAMMAR SCHOOL

## Reigate Grammar School Masaar

In 2024, Arada announced a partnership with Bright Capital Investment to bring one of the UK's best-performing independent schools to the Masaar megaproject in Sharjah. With planned capacity for 2,700 students, Reigate Grammar School Masaar will be the first branch campus of a British school in Sharjah, offering a full K-12 programme, and is scheduled to open in 2027.

















# 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.





# 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.





# 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

AED3.2bn

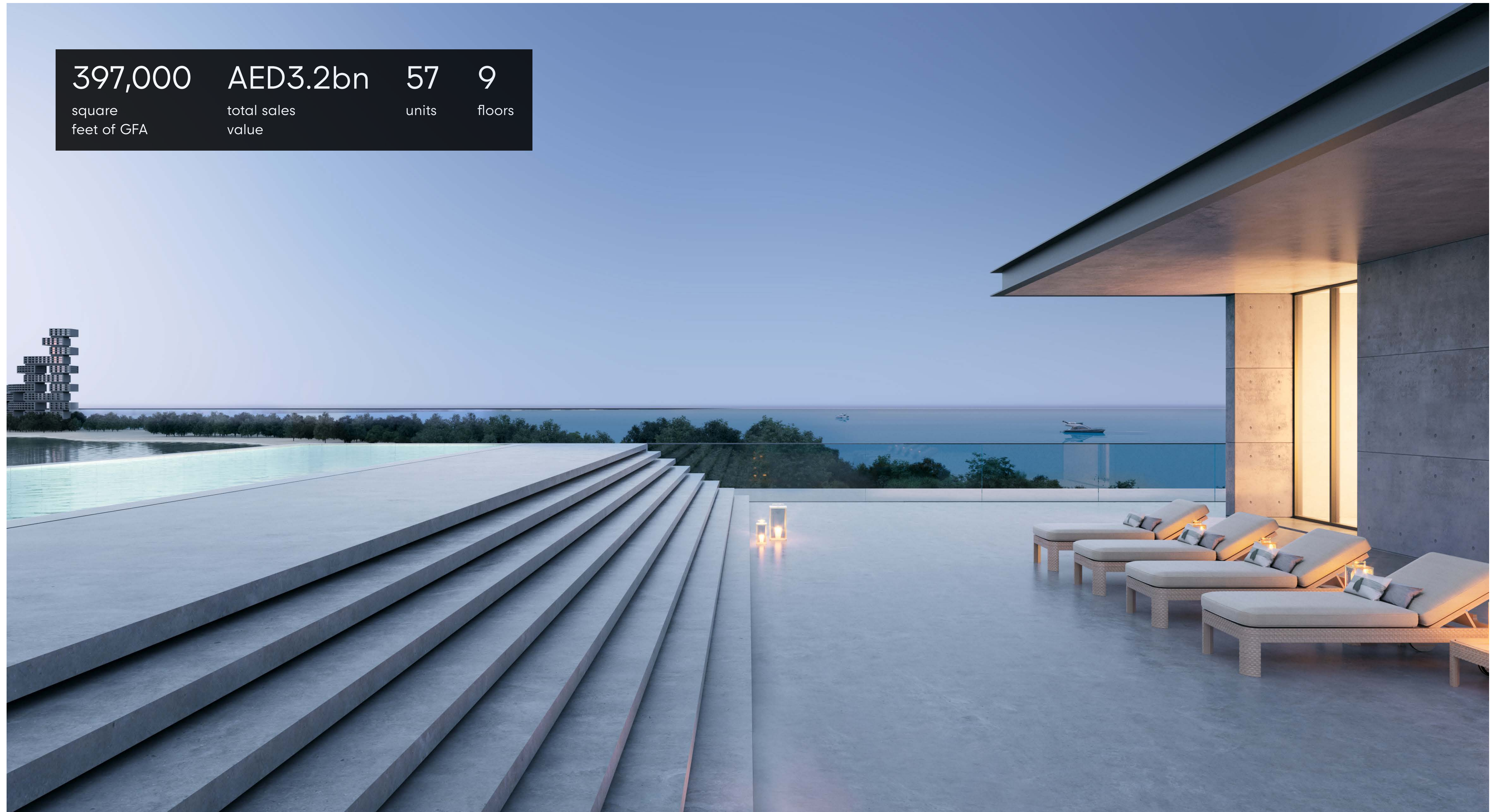
total sales  
value

57

units

9

floors



















# W Residences at Dubai Harbour

W Residences at Dubai Harbour is an iconic new three-tower luxury seafront development with a world-class array of amenities located in the heart of one of Dubai's most popular and in-demand districts. Launched in collaboration with Marriott International, over 400 impeccably appointed branded apartments in the AED5 billion complex offer owners the chance to experience a positive, fulfilling and active lifestyle.

Set to be completed in 2027 and designed to be LEED certified, W Residences at Dubai Harbour will offer luxury marina living with breathtaking views of the Dubai skyline. The design of the 40-storey complex is inspired by its surroundings, connecting the promenade, harbour, and sky to reflect the unique seafront and urban landscape. Striking diagonal lines allow the three towers of the complex to seemingly merge at points where water and sky meet.





1.2m

square  
feet of GFA

AED4.8bn

total sales  
value

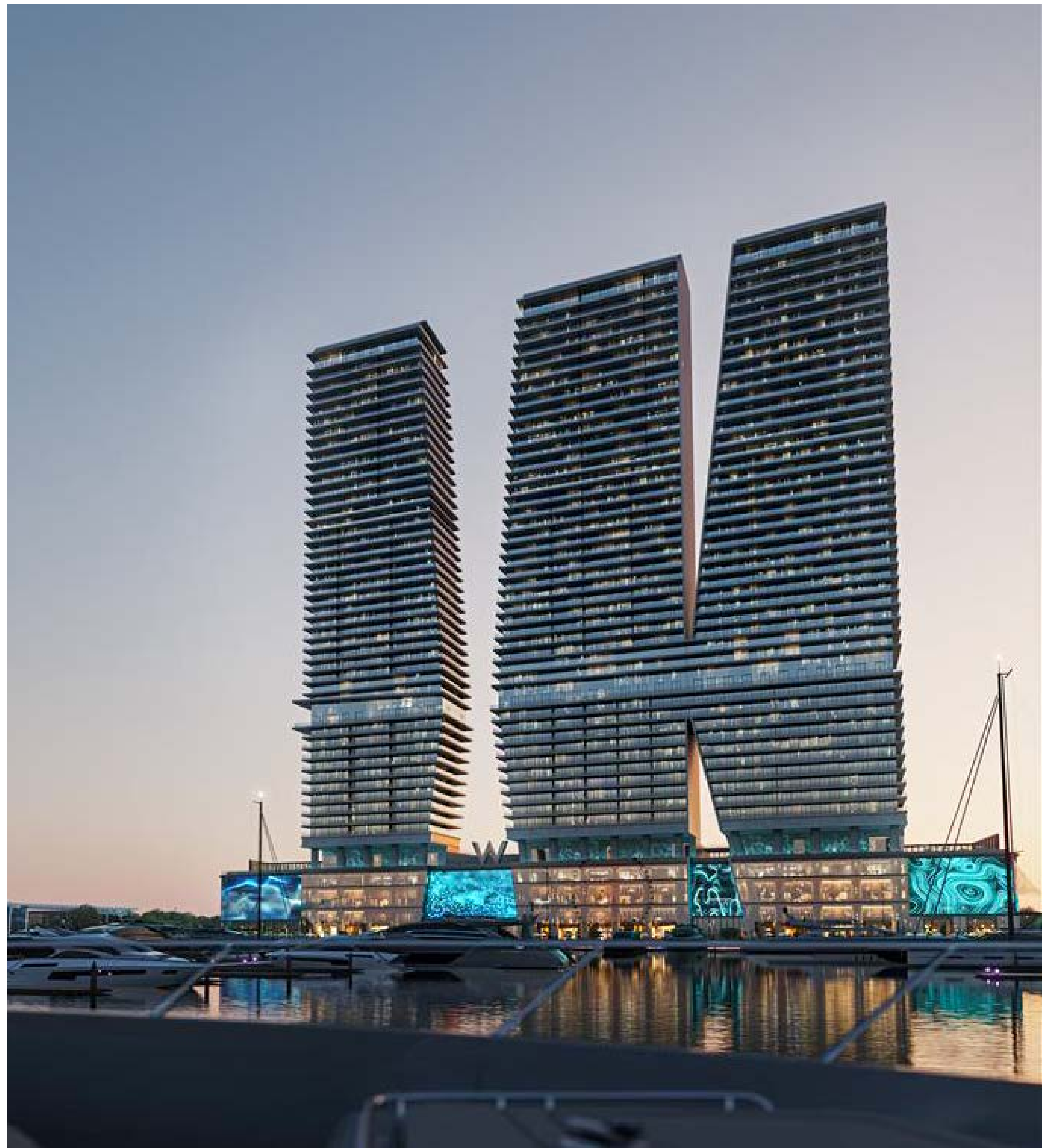
487

units

42

floor









# 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.





615,000

square  
feet of GFA

AED600M

total sales  
value

128

units

12

floor





## 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.









# Akala

Akala is the world's first precision wellness destination and a pioneering new global hospitality and branded residences concept. From an ancient Sanskrit word meaning 'beyond time', Akala uses future-facing design and technology and a weightless service model to help its residents, visitors and members unlock their full wellness potential.

The brand's first and flagship location, Akala Hotel & Residences, which contains 534 branded residences, is ideally located between Dubai International Financial Centre (DIFC) and Downtown Dubai.

Every home offers a lifestyle underpinned by a combination of advanced medical diagnostics, performance-driven therapies and seamless, intuitive hospitality, resulting in a unique, weightless experience.

Featuring LEED Gold and WELL Silver precertification, construction on Akala is scheduled to be completed by the end of 2029.





1.1m

square  
feet of GFA

AED5bn

total sales  
value

534

units

51

floor







International  
Operations



Cities come to Life

ARADA



## Arada Australia

In 2024, Arada announced its first expansion outside the UAE into the in-demand Australian property market. With a goal to transform communities that are urgently in need of urban renewal, the company has set up headquarters in the Sydney suburb of Pyrmont.

With 2,500 homes in Arada's extended pipeline, the master developer's established expertise for creating communities will bring the next generation of residential design to Australia. Its upcoming projects are all based near transport hubs and feature world-class amenities and public realm, helping to uplift the surrounding area.





## Roberts Co

In 2025, Arada acquired the New South Wales arm of Roberts Co, a leading Australian tier-one commercial construction company with a strong track record in delivering complex projects across a number of sectors.

The acquisition gives Arada greater control over the development of its future projects in Australia and also paves the way for Roberts Co's eventual expansion into new international markets including the UAE.

Founded in 2017 with a mission to "build a better way", Roberts Co has delivered some of New South Wales' most important recent construction projects and has experience across the health, education, commercial, residential, hospitality, industrial, life sciences and defence sectors.



Fitness and  
Wellness





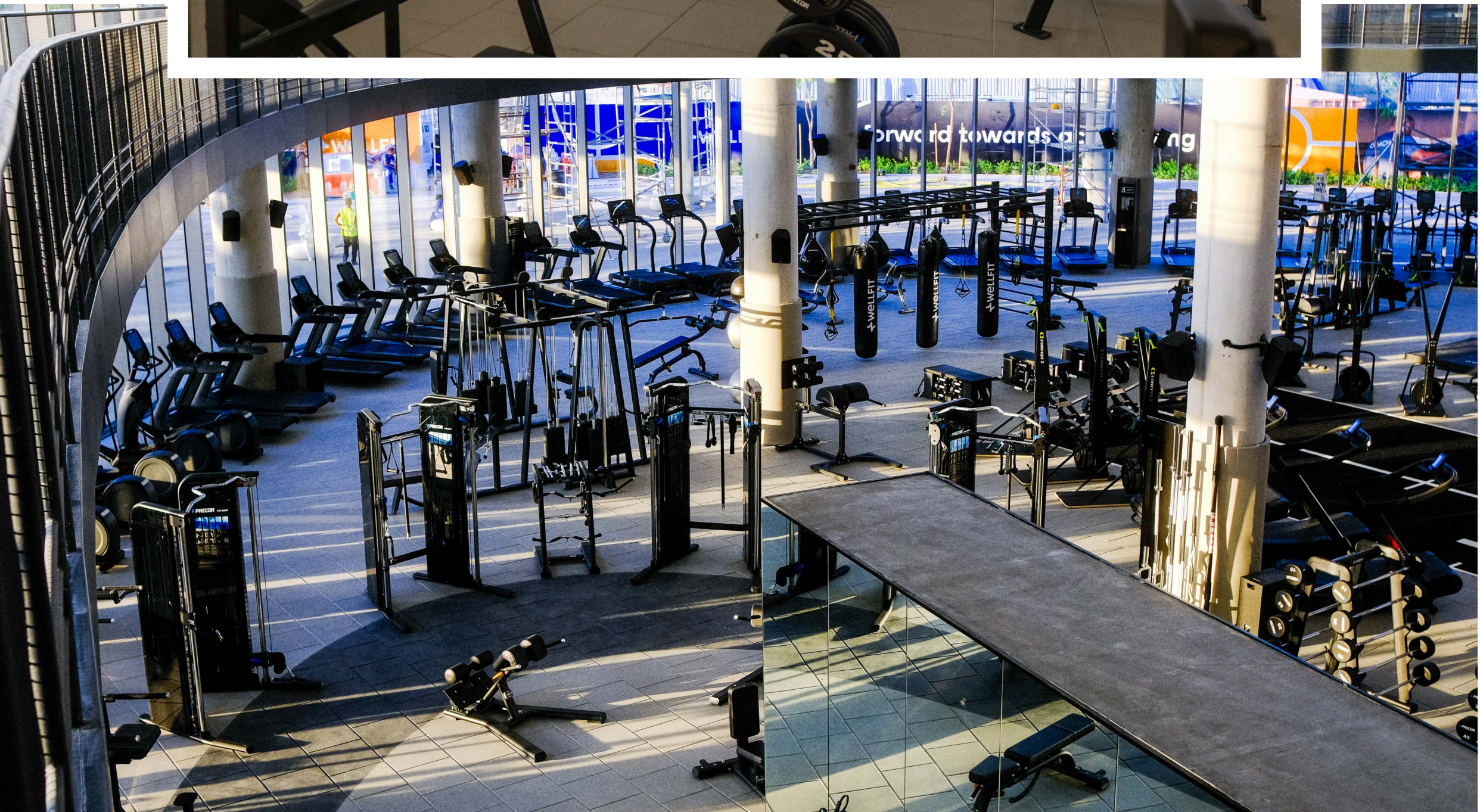
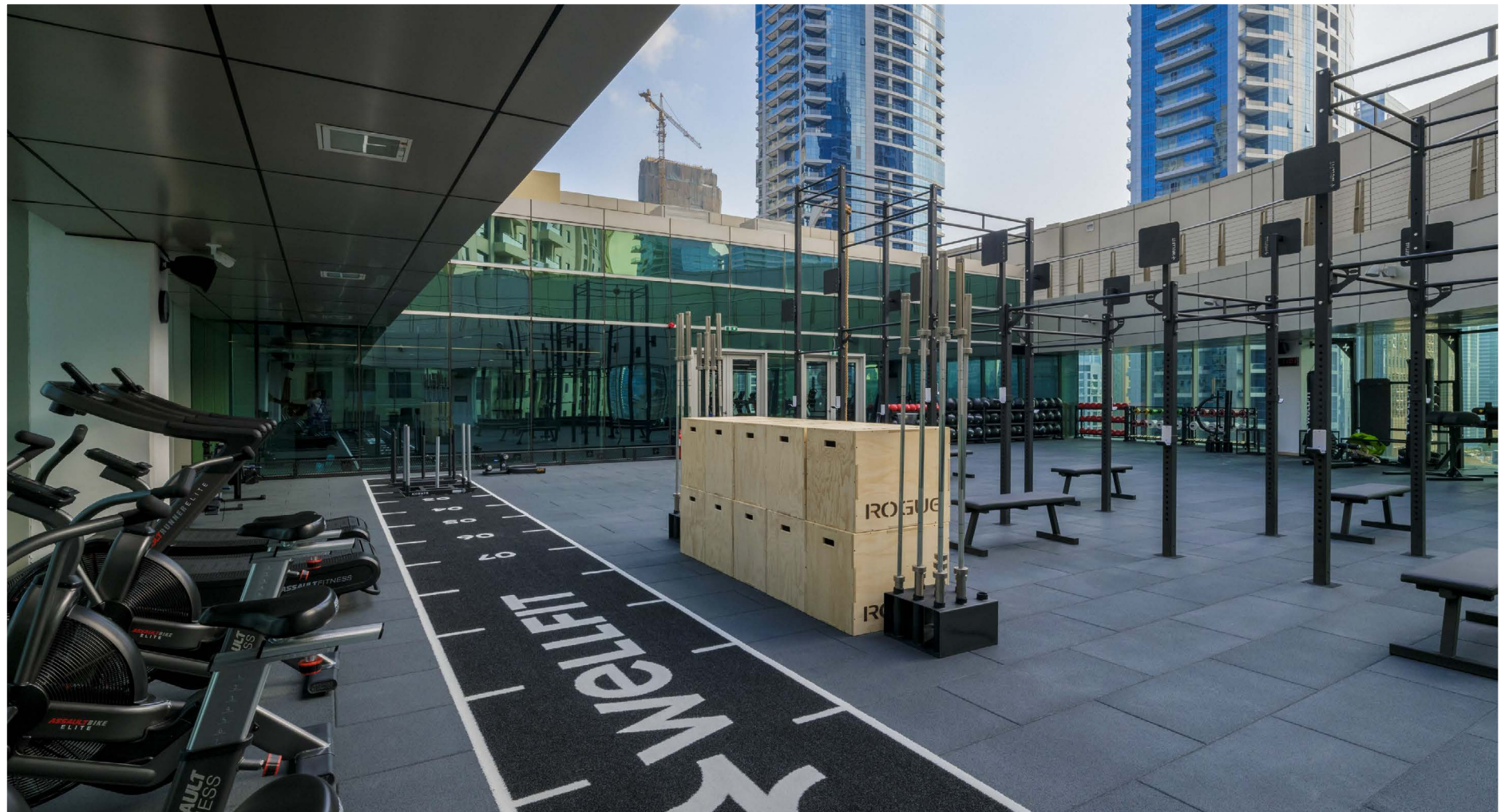
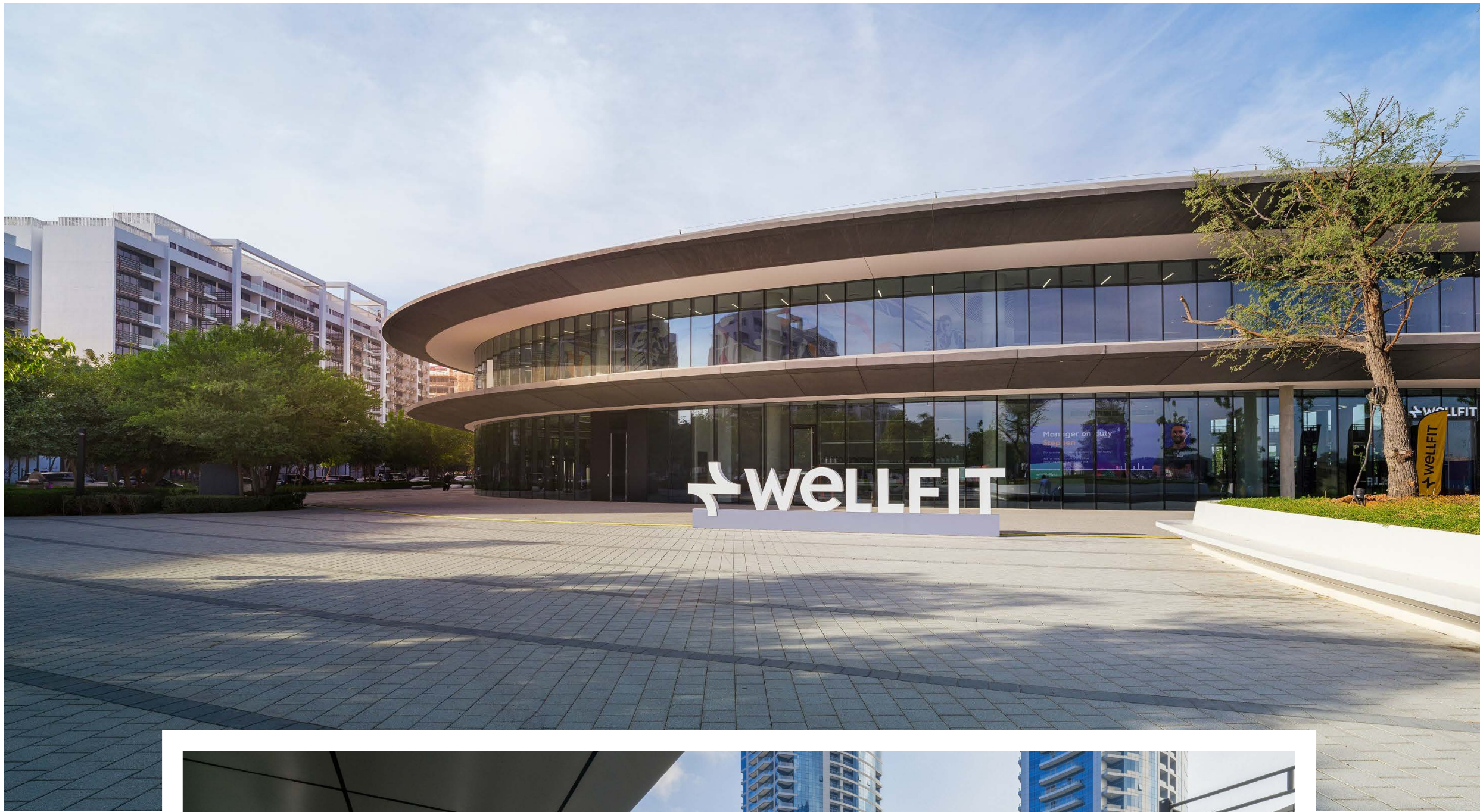
# Wellfit

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

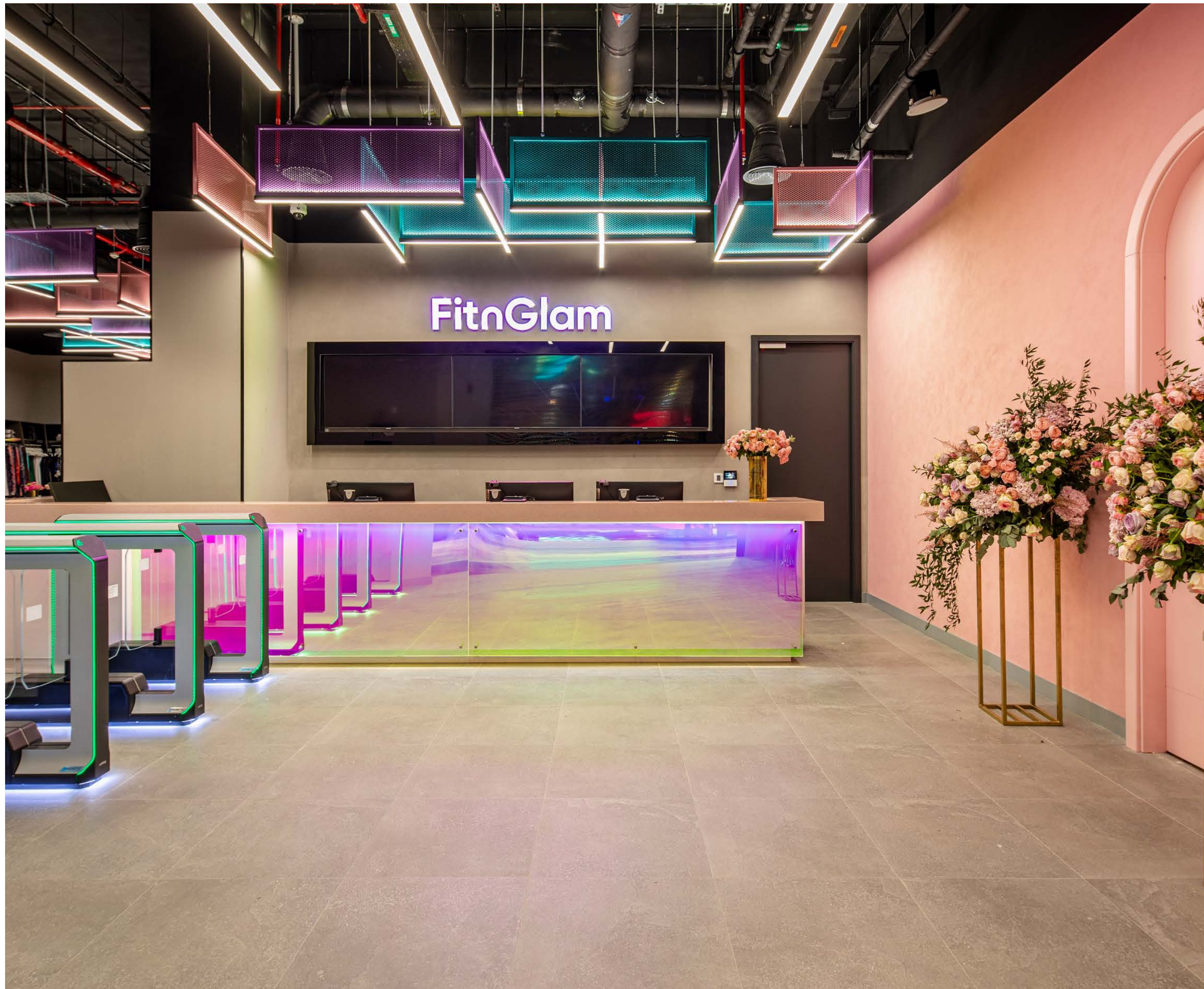
Wellfit's first three flagship venues in Jumeirah Village Circle (Dubai), Meydan (Dubai) and Madar at Aljada (Sharjah) are the three largest gym locations of their type in the UAE.

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









## FitnGlam

Opening its doors in October 2021, FitnGlam is a UAE homegrown fitness concept entirely dedicated to women. Featuring 100,000 sq.ft of advanced fitness space, and fully equipped with the very latest in fitness apparatus and technology, FitnGlam has a focus on holistic wellness and a commitment to building a community of empowered women.

FitnGlam has become the leading destination for women's health and fitness in the UAE, and now boasts four SuperClub locations across Dubai: Al Quoz, the Sports Society complex in Mirdif, and Dubai Hills Mall, with the fourth and newest opening in Abu Dhabi at Reem Mall.



# The Platform Studios

The Platform Studios offers a cutting-edge blend of multimodalities allowing customers to train any way they want. Each class is led by worldclass instructors handpicked from around the globe, bringing their unique expertise and energy to every session. The brand has locations in DIFC, Dubai Hills Mall, Dubai Marina and Reem Mall in Abu Dhabi.







## FITCODE

An all-inclusive destination where premium meets performance, FITCODE is designed to enhance holistic well-being for the body, mind, and soul. Situated in Tilal Al Ghaf, FITCODE offers state-of-the-art gym facilities, four boutique-style studios, and over 20 classes ranging from high intensity to low intensity. Premium amenities include saunas, bespoke interiors, and an in-club cafe, reflecting a commitment to excellence and a transformative approach to wellness.



F&B



# 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.





# 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.







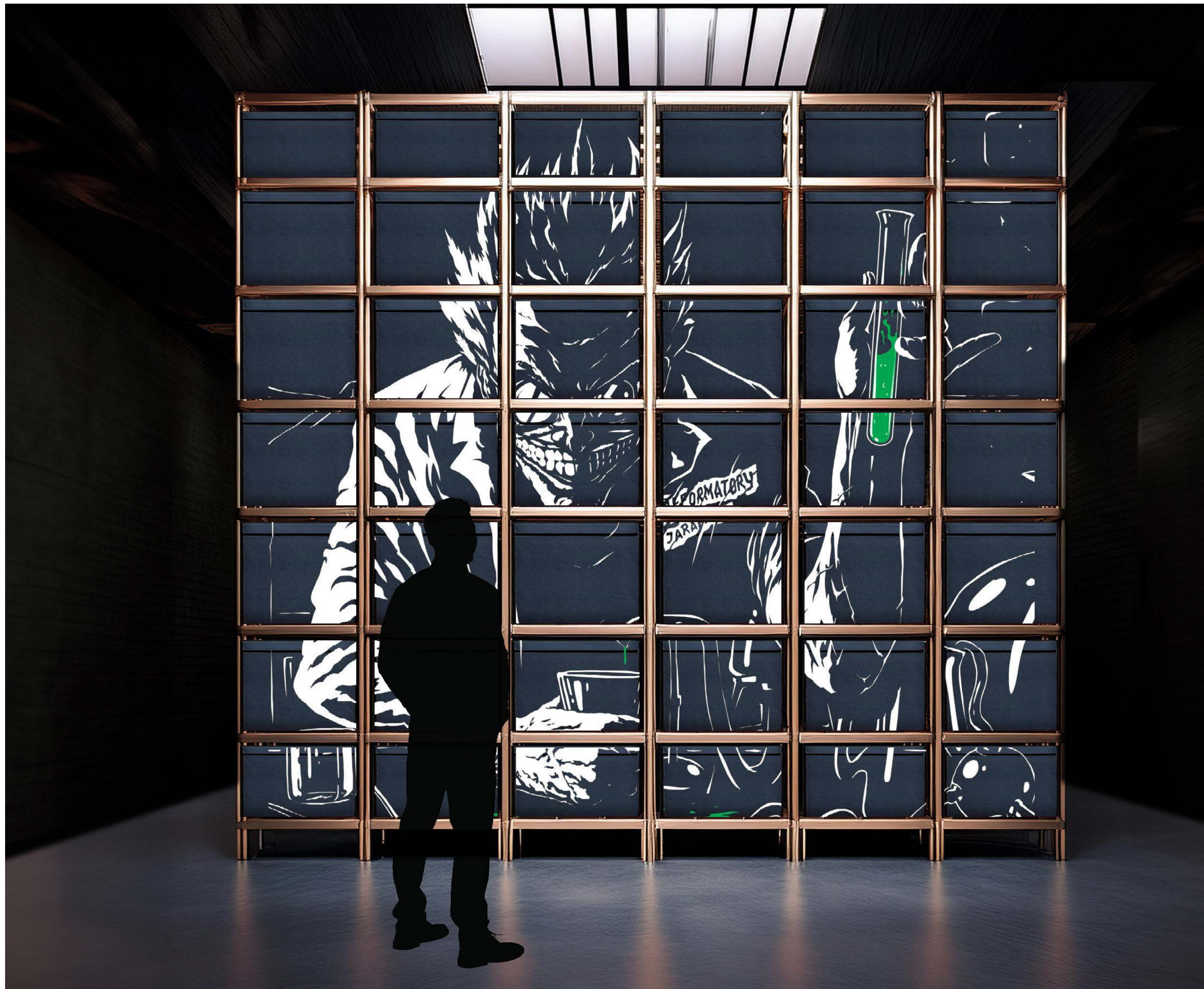
## Boost Juice

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 Dubai, with a view to introducing 25 stores across the UAE over a 10-year period.





# The Reformatory Lab

Founded by a fourth-generation coffee farmer from Colombia, Simon Jaramillio, The Reformatory Lab's brand purpose is a clarion call for a superior coffee experience.

The brand's original concept in Sydney inspired a community of coffee renegades who share a passion for unique flavors and experiences, setting The Reformatory Lab apart from anyone who accepts the ordinary.

Now open in Dubai and with expansion plans across the UAE and further afield, customers can look forward not just to impeccably crafted cups of coffee but also a daily selection of baked treats made with the same precision and attention to detail typical of the finest dining restaurants.

The Reformatory Lab is an invigorating promise of rebellion that embraces the spirit of exceptional coffee and our commitment to daring exploration - empowering our customers to discover their perfect cup.



Other  
initiatives





# 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.



# 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.







## 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.



# 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.







# 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, Chad 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.



# Home for a Home

**757**  
homes built  
since Home for  
a Home began

**2,105**  
homes  
committed





# Home for a Home

The footprint





