

ESG report

Covering fiscal year 2024



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Introduction

About the Report

This report for the first time outlines our integrated approach to Environmental, Social, and Governance (ESG) objectives as they are applied to our current operations and developments within the United Arab Emirates.

At Arada, our purpose is to empower Connected Life – creating spaces where people connect, thrive, and experience enhanced well-being, wherever we operate.

We believe that realizing this vision demands a fundamental commitment to sustainability, one that thoughtfully considers our impact on the planet and the communities we serve. We are dedicated to embedding these considerations into every phase of our projects in the UAE, from initial planning and design to the ongoing life of our communities, ensuring that our growth contributes to a thriving planet and enriched lives within this region.

This report outlines how we work to create inclusive, connected, and environmentally conscious communities – bringing people closer to one another and to nature. Through resilient design, environmental stewardship, and socially responsible practices, we are laying the groundwork for a healthier, more sustainable future.

Our commitment to building a sustainable “Connected Life” is guided by core tenets of proactive planning, integrated action, measurable impact, and delivering lasting rewards for our communities and the environment globally.

CONNECTED LIFE

Our Purpose – Connected Life, puts people’s potential and the planet’s future at the heart of everything we do.


Reporting Period:
January 1 – December 31, 2024, unless stated otherwise.

Report Structure

This report is structured around that same framework, providing a clear and cohesive view of our approach and progress across five key sections:

1.


Introduction
(this section)



A snapshot of Arada Group’s business verticals, ESG highlights, awards, partnerships, stakeholder engagement, and a preview of future plans.

2.


Sustainability
at Arada



Our approach, Sustainability framework, and key initiatives driving our sustainable development commitments.

3.


Connecting Nature
(The ‘Environment’ Objective)



How Arada connects people with nature and nature with itself—integrating sustainability into our design philosophy, construction practices, and facility management to reduce environmental impact and promote ecological balance.

4.


Connecting People
(The ‘Social’ Objective)



How Arada fosters human connection—by building inclusive communities, prioritizing employee well-being through strong HR and HSE systems, and supporting wider society through the Arada Foundation, sports initiatives, and cultural programs such as Manbat.

5.

Connecting Through Integrity
(The ‘Governance’ Objective)



How we ensure integrity and transparency in everything we do—embedding good governance, ethical business practices, and continuous innovation across our operations, while reinforcing our Sustainability commitments.

ALIGNMENT WITH GLOBAL AND LOCAL REPORTING REQUIREMENTS

Our goal has been to align our reporting with the Global Reporting Initiative (GRI) disclosure requirements. A detailed GRI index is available in the annexure.

Message from Leadership – GCEO

Sustainability is a responsibility, not an option. At Arada, we are committed to building communities that balance environmental stewardship, social well-being and long-term economic value. Our approach is simple: focus on meaningful action and measurable progress.

Over the past eight years, Arada has grown into one of the region’s leading developers, with a portfolio exceeding AED70 billion. This rapid growth has not come at the expense of sustainability. Instead, it has reinforced our commitment to responsible development, ensuring that every community we create is built with the future in mind.

In the past year, we’ve made major strides in embedding sustainability across our operations. We established a dedicated ESG department and completed a materiality assessment to align our priorities with global standards and local needs.

We recognize that the progress in ESG is contingent upon partnerships across the entire ecosystem. From collaborating with contracting companies and vendors to embracing new technologies and energy-efficient solutions, collaboration empowers us to achieve our sustainability objectives.

Our investment in R&D for a cutting-edge water treatment plant at Aljada is one way we’re integrating innovation with sustainability. By prioritising R&D, we are improving water management, reducing waste and setting new benchmarks for responsible urban development. At the same time, we are expanding green spaces with desert-to-forest transformation for two master communities, enhancing biodiversity and improving air quality.

We’re also adopting sustainable construction practices, renewable energy where viable and driving efficiency across our supply chain. Just as importantly, we are investing in people – creating spaces that promote well-being, engagement and long-term value for residents and businesses alike.

Our commitment to social impact is just as strong. Through the Arada Foundation – and in partnership with The Big Heart Foundation and UNHCR – we’re supporting refugee families across the region, helping them build hundreds of homes every year and offering vulnerable communities renewed hope.

Sustainability is a continuous journey that requires learning, adaptation and improvement. To uphold our commitment to transparency, we’re investing in systems that track our progress and align reporting with global best practices.

Sustainability is about making responsible decisions today to secure a better future. At Arada, we are determined to deliver meaningful change and lasting impact – year after year.

Ahmed Alkhoshaibi
Group Chief Executive Officer



Message from Director – Arada Foundation



Arada’s Sustainability Commitment

At Arada, sustainability is an integral part of our approach to development. We are committed to creating communities that incorporate environmental responsibility, social impact, and economic resilience. Our efforts focus on embedding sustainability at every stage, from planning and design to execution and long-term management.

In 2024, we began developing a sustainability framework aligned with global best practices, including the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB). Through a materiality assessment, we identified key ESG priorities, such as emissions reduction, biodiversity conservation, human rights, and digital security. Our Sustainability Steering Committee helps ensure these priorities remain central to our decision-making.

We are working to reduce our environmental footprint by integrating sustainable and low-carbon materials, implementing energy-efficient solutions, and exploring renewable energy options, such as solar diesel hybrid systems. Our water and waste management efforts aim to improve resource efficiency and minimize environmental impact across our developments.

Our Shajar initiative has led to the planting of over 130,000 trees, enhancing green spaces and contributing to carbon sequestration. Additionally, we are reducing single-use plastics by introducing more sustainable alternatives across our communities.

Sustainability also extends to the well-being of our communities. We invest in public spaces, social infrastructure, and amenities that encourage active and healthy lifestyles. Our Wellfit fitness centers support this commitment by providing accessible fitness and wellness options for residents and visitors.

We are fostering a sustainability-focused corporate culture, engaging employees and stakeholders in our efforts. Collaborations, such as our partnership with the Sharjah Private Education Authority (SPEA) to support sustainable school design, reflect our broader commitment to positive social impact.

Tracking and reporting our progress is essential to our approach. We align our ESG disclosures with international standards to ensure transparency and accountability. Our governance mechanisms, including the Sustainability Steering Committee, support compliance with environmental regulations and best practices.

As we continue this journey, Arada remains committed to integrating sustainability into our developments. Through ongoing improvements and collaboration, we aim to contribute to more resilient and sustainable communities.

Rosa Piro
Director – Arada Foundation
Senior Business Development Director

Message from Senior Manager – ESG

Since its establishment, the ESG department has focused on embedding sustainability more effectively across all areas of the business. A key milestone in this effort has been the delivery of this ESG report, which reflects our progress and commitment to greater transparency and continuous improvement.

As outlined in the report, sustainability is already present across many of Arada’s operations—from design and construction to HR, HSE, and CSR. The department’s role has been to bring these efforts into a more structured and aligned framework, supporting a unified sustainability vision.

To build this foundation, several initiatives were introduced, including a company-wide sustainability framework, a detailed materiality assessment, and the formation of a Sustainability Steering Committee. An internal data collection tool was also developed, and globally recognised green building certifications have begun to be integrated—highlighted by the achievement of Arada’s first LEED Precertified project.

Operational improvements, such as replacing single-use plastic bottles with water purifiers, have helped reinforce a more responsible day-to-day culture across the company.

Sustainability at Arada is viewed as a practical approach to using resources efficiently, reducing waste, and building long-term value. As part of our 2025 plans, we will roll out internal training to raise awareness and encourage sustainable practices across teams and functions.

Improving data quality and aligning with GRI and local disclosure standards remain key priorities, and work is underway to enhance reporting accuracy and close any gaps.

This report marks an important step in Arada’s sustainability journey, and we welcome feedback to help shape and strengthen our future efforts.

Gurubasu Shrishail Katageri (Guru)
Senior Manager – ESG

Establishing the ESG Department: Formalising Our Approach

In 2024, we took steps to better structure and integrate our sustainability efforts by bringing them under a unified, strategic framework.

As part of this shift, we established a dedicated ESG (Environmental, Social, and Governance) department, led by an experienced sustainability professional.

The ESG department sits within the Group’s Business Development function, where key activities such as project ideation, land acquisitions, and growth planning take place. This positioning of ESG allows sustainability considerations to be built in from the earliest stages of decision-making.

This development reflects our broader commitment to embedding responsible practices more systematically across our operations. Since its formation, the ESG team has supported progress on several initiatives and helped align our efforts under a clearer direction.

The formation of the ESG department has already sparked a wave of progress, catalysed key achievements and launched a series of high-impact initiatives. Looking ahead, this structure provides a foundation for continued improvement, with the goal of integrating sustainability more deeply into how we plan, build, and operate.

Snapshot of ESG activities

Despite only launching this structured approach to Sustainability in 2024, we have gained strong momentum and are working towards laying a stronger foundation as we move forward.

This section gives a glimpse of our key sustainability activities and achievements, showcasing the impactful actions we have taken and our vision for the future, which are detailed further in the later sections of this report.



Connecting Nature Environment

Sustainability Data Collection Tool & Dashboard

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Solar Diesel Hybrid Power System at Aljada Project Management Office

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Our Environmental Management System

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Combatting Single-Use Plastic at Arada

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Connecting People Social

Arada Foundation

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Arada achieves ISO 26000: 2010 accreditation for its CSR Management system

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Home for a Home Campaign

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Arada's Humanitarian Response to Sharjah Flooding Crisis in 2024

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Great Place to Work Award

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Redefining Rewards and Wellbeing

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Arada's 12 Golden Rules for Safety

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Culture Challenges

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Social Clubs

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World Skate Championships

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Connecting Through Integrity Governance

Code of Conduct

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Sustainability Framework

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Sustainability Materiality Assessment Exercise

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Sustainability Steering Committee

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Governance Committees

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My Voice – Grievance Platform

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Arada Group and its business verticals

Overview

Founded in 2017 and headquartered in the United Arab Emirates, Arada has rapidly emerged as one of the region’s most dynamic and progressive master developers. The company was founded by HH Sheikh Sultan bin Ahmed Al Qasimi, serving as Chairman, and HRH Prince Khaled bin Alwaleed bin Talal, as Executive Vice Chairman. Within a short span, Arada has become one of the largest master developers in the UAE and is widely recognized for delivering innovative, sustainable, and community-focused developments.

At the helm of its executive leadership is Ahmed Alkhoshaibi, the Group Chief Executive Officer. With a strong background in finance and business strategy, Alkhoshaibi has been instrumental in driving Arada’s rapid growth.

Diversified Business Verticals

Arada has evolved beyond real estate development into six key business verticals:

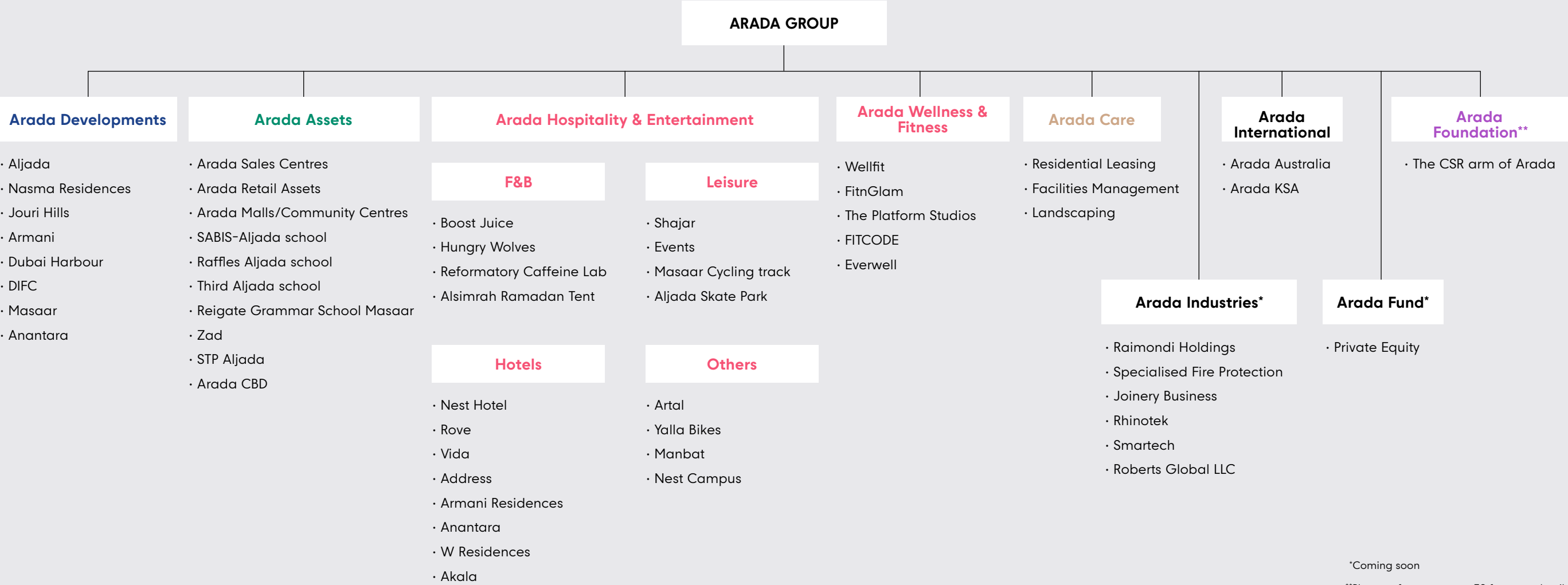
1. Arada Developments
2. Arada Assets
3. Arada Hospitality & Entertainment
4. Arada Wellness & Fitness
5. Arada Care
6. Arada Industries
7. Arada International
8. Arada Fund
9. Arada Foundation

Arada’s financial strength is exemplified by its successful use of sukuk (Islamic bonds) to fund its growth. In June 2022 Arada launched its first public financing programme, with the issuance of sukuk listed on both the London Stock Exchange and Nasdaq Dubai, following favourable credit ratings from both Fitch and Moody’s.

Arada has raised over \$1 billion through Sukuk issuances, with \$550 million drawn so far under its latest \$1 billion programme launched in June 2024.



Arada Group in a Snapshot



1. Arada Developments

Shaping the Future of Modern Living

Arada Developments is the flagship business vertical of Arada, bringing together its built-to-sell real estate projects. With a focus on modern living, Arada Developments delivers vibrant, sustainable, and well-planned integrated communities in the UAE, tailored to meet the evolving needs of homeowners and investors.

A Portfolio of Excellence

Arada Developments encompasses a diverse range of projects, reflecting the company's dedication to high-quality design, advanced technology, and environmental responsibility. These projects include vibrant urban hubs, tranquil residential spaces, and luxurious retreats. Landmark developments like the mixed-use Aljada and the family-focused Nasma Residences exemplify Arada's ability to meet varying lifestyle needs. Exclusive projects such as Jouri Hills and Armani Beach Residences at Palm Jumeirah highlight elegance and sophistication, while Masaar offers a serene, nature-inspired environment. A comprehensive overview of these projects is included in the later sections of this report.

As of 2024, we have seven launched projects under way in the UAE, with another four in the immediate pipeline, plus another six projects in the pipeline in Australia. In total, the value of all projects, launched and in the pipeline, amounts to AED70 billion.

AED70bn

Total value of total projects under development

30%

Average annual sales growth since inception

1,700+

Our employees

30,000

Total number of units in our communities

B1/B+

Corporate ratings from Moody's and Fitch

\$1.05bn

Total fundraising achieved through sukuk issuance

10,100

Total number of units delivered

4,000

Total number of units currently under construction

2. Arada Assets

Arada Assets reflects Arada’s focus on creating vibrant and sustainable communities. By consolidating all built-to-lease assets under a single business vertical, Arada aims to support operational excellence and long-term value creation. This diverse portfolio generates revenue while contributing to community development.

The vertical includes all Arada Sales Centers, located at Aljada, Masaar, and City Walk. These centers serve immersive customer experiences, showcasing Arada’s premier developments and facilitating client engagement.

It also includes Arada Retail Assets, comprising retail outlets, dining options, and entertainment venues, which provide accessible spaces for residents and visitors.

Future additions to the portfolio include Arada Malls and Community Centers, which are intended to integrate lifestyle, leisure, and convenience. Key destinations in this segment of the portfolio include Nasma Central and East Boulevard at Aljada, as well as the upcoming Masaar Central and Madar Mall at Aljada.

Education is a cornerstone of the Arada Assets portfolio, with institutions such as SABIS International School-Aljada, Raffles Aljada School, and Reigate Grammar School Masaar, all of which offer world-class learning environments.

The portfolio also features Zad, a vibrant food and retail district offering a mix of local and international dining experiences, and STP Aljada, a sustainable development initiative integrating innovative water recycling systems to reflect Arada’s commitment to environmental stewardship.

A key upcoming development is the Arada Central Business District (CBD) at Aljada, the new commercial hub in Sharjah that will attract innovative enterprises and foster economic growth. This dynamic workspace aligns with Arada’s vision of supporting entrepreneurship and collaboration.

Arada Assets supports the development of integrated master communities, contributing to economic growth while improving the experiences of residents and tenants through a focus on quality, functionality, and inclusion.

1.9m sqft

Size of family entertainment complex Madar at Aljada

3

Phases at Madar at Aljada

100,000

Visitors a month to Madar at Aljada

3. Arada Hospitality

All of Arada’s lifestyle assets are consolidated into a newly created Hospitality vertical, encompassing several rapidly growing segments, including wellness, hospitality, food and beverage operations, events and entertainment. It aligns with our mission to diversify income streams and deliver on our promise of creating spaces that foster happier, healthier, and more meaningful lives.

Arada’s Hospitality vertical is led by Amit Arora, Arada’s Chief Operating Officer, a distinguished hospitality leader with nearly three decades of global experience across the UAE, Germany, and the United States. He worked with prestigious brands including The Ritz-Carlton Hotel Company, Emaar Hospitality, and FIVE Holdings. Most recently, he led the repositioning of Erth Abu Dhabi into a landmark lifestyle destination.

Arada’s hospitality business started in 2018 with a strategic partnership with Emaar Hospitality Group, bringing worldclass brands like The Address, Vida, and Rove to Aljada in Sharjah. Signature developments with powerful hospitality aspect have been introduced since - including Anantara Sharjah Armani Beach Residences at Palm Jumeirah and W Residences at Dubai Harbour.

Complementing global partnerships, Arada has launched proprietary concepts tailored to emerging needs. Nest Campus - Aljada, the student accommodation brand, elevates student living with over 3,000 beds and vibrant communal facilities. Most recently, Nest Hotel Aljada, a three-star lifestyle hotel designed for next-generation, experience-driven travellers.

The food and beverage division features a mix of global names and homegrown concepts. Boost, the Australian juice bar brand, currently operates ten outlets across the UAE, with further expansion planned. Hungry Wolves is a wellness-focused café brand offering nutritionally balanced meals for fitness enthusiasts and urban diners alike. The Reformatory Lab stands out with its experimental coffee offerings and distinctive comic-strip-inspired identity, while Origins brings wholesome international cuisine to Nasma Residences.

The wellness portfolio is anchored by Wellfit, the fastest-growing large-scale gym operator in the UAE. Since launching in 2021, Wellfit has reached over 12,000 memberships and operates four flagship fitness centers across Dubai and Sharjah. Arada has also reinforced its leadership in this sector with the acquisition of FitnGlam, FITCODE, and The Platform Studios, broadening its portfolio to four brands with 15 flagship and standard-scale gyms and studios across Dubai, Abu Dhabi, and Sharjah.

Entertainment plays a central role in Arada’s communities. Aljada features the region’s largest skate park and Sharjah’s only outdoor cinema, while Masaar offers scenic cycling trails. The upcoming il teatro, designed by Tadao Ando, will be a landmark cultural hub for performances and exhibitions.

In parallel, Arada has invested in social initiatives. Manbat, launched with the Ministry of Climate Change and Environment, supports Emirati farmers through weekly markets, training, and direct consumer access. Arada Hospitality combines innovation, operational insight, and sector experience to deliver destinations that support people to lead happier, healthier lives.

Food and Beverages

7
Brands

20
stores

Hospitality*

1,680
Total Keys

1,005
Total Branded
Residences

* including ongoing projects

Yalla

110
Fleets

13
Stations

Shajar spans
1.6M
SQFT

130K
Number
of trees at Shajar

6.6KM
uninterrupted
looped circuit at
Masaar Cycling Track

The Aljada Skate Park
covers an area of
90K
SQFT

4. Arada Fitness and Wellness

Arada’s fitness and wellness division represents one of the region’s most advanced and integrated health ecosystems, delivering performance, longevity, and holistic wellbeing via a set of five distinct but complementary brands.

These brands include Wellfit, a network of premium family-focused fitness clubs that combine state-of-the-art training facilities with recovery, lifestyle, and youth development services. FitnGlam, the UAE’s largest women-only fitness brand, offers immersive training environments, group classes, and wellness retail tailored to the modern female consumer. FITCODE delivers a performance-first, design-led experience for high-performing individuals, while The Platform Studios, a boutique fitness brand, offers expertly curated classes led by internationally accredited coaches.

Supporting these fitness spaces is Everwell, Arada’s new medical wellness brand, which integrates advanced diagnostics, personalised therapies, and regenerative treatments into the lifestyle of every member or resident. Together, these brands form a seamless ecosystem that allows Arada to deliver fitness and wellness at scale.



5. Arada Care
Ensuring Excellence in Community Living

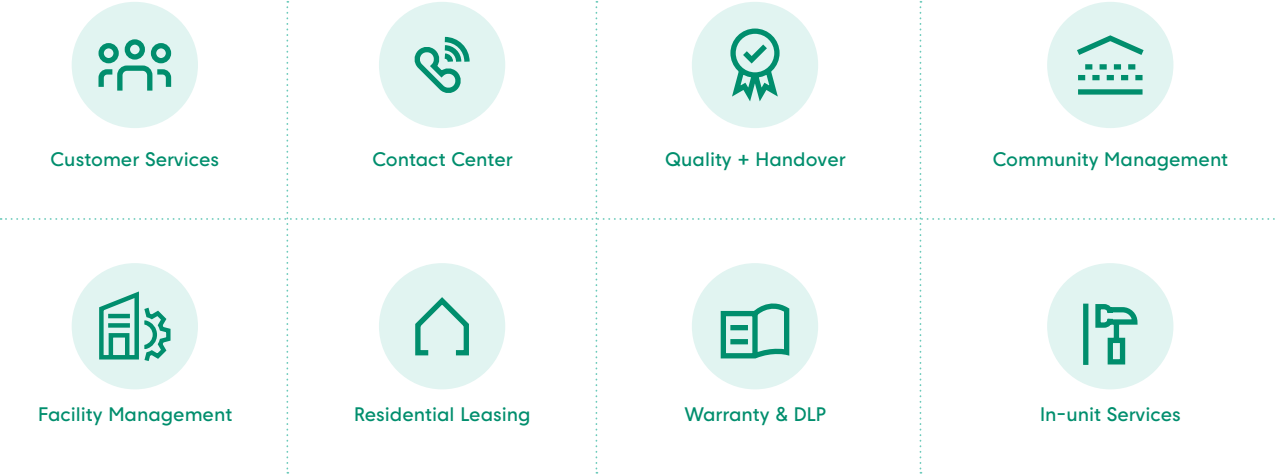
Launched in 2021, Arada Care is a dedicated in-house vertical dedicated to delivering high-quality customer service to homebuyers. It is designed to provide a smooth experience from purchase to handover and through every stage, ensuring consistent service and support.

With a customer-first approach, our Customer Relationship Management team supports communication and issue resolution, fostering trust and ensuring satisfaction.

The Facilities Management team works to address concerns promptly, maintain properties, and keep operations running smoothly.

For property owners, our Residential Leasing services offer tailored solutions to expedite rental processes and manage tenant issues efficiently. These services help protect property value and reduce administrative burden.

Arada Care also includes a dedicated landscaping division that manages and maintains green spaces across all Arada projects, helping to create calm, well-kept environments that contribute to overall community quality. By bringing these services together, Arada Care aims to support well-managed, sustainable communities. The goal is to provide residents with a reliable, high-quality living experience in every Arada development.



6. Arada International
Expanding Horizons Globally

Arada International covers all international operations under one dynamic vertical. With roots firmly established in the UAE, Arada has built a strong reputation for delivering innovative, community-focused developments that meet diverse needs.

Now, with this international arm, Arada is extending its unique approach to real estate development on a global scale. In 2024, the company launched its first international operations in Australia, starting with major

projects in Sydney, where the market is showing record demand, particularly for Arada’s community-led model. The Sydney pipeline includes over 2,500 homes across multiple developments, with construction and sales set to begin in 2025.

Building on this momentum, Arada is currently assessing further international expansion opportunities in the region, particularly in Saudi Arabia, where a number of projects are under study, as well as in select high-potential European markets.



External Recognition: 45 Awards and Counting

Implementing best practices since 2017

Since its inception in 2017, Arada has won an impressive 45 awards, with 16 of them won in 2024 alone. These accolades span a diverse range of areas, including master planning, sukuk issuance, HR practices, and corporate social responsibility (CSR) initiatives. This recognition reflects Arada’s commitment to excellence across all aspects of its operations. Each award is a testament to our continuous drive for innovation, sustainability, and positive community impact.

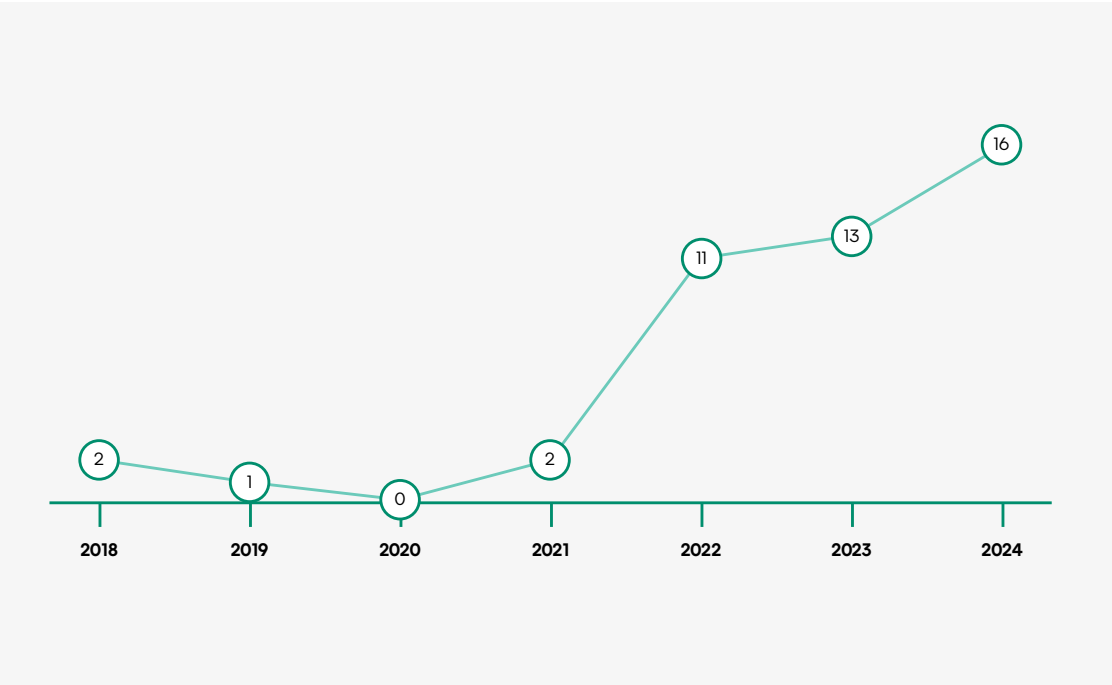
A detailed list of these awards can be found here, highlighting the breadth of our achievements.

45

Award total since inception

16

Total number of awards in 2024



2024 Awards

Pillars of Real Estate Awards

Waterfront Project of the Year
Armani Beach Residences at Palm Jumeirah

Great Place to Work UAE

Small and Medium Organizations
Top Employer in the Real Estate Sector

ISO 26000:2010 Accreditation

Compliance with international corporate social responsibility (CSR) guidelines

Register of Exercise Professionals

Superclub of the Year for Wellfit JVC
Wellfit JVC & Wellfit Nasma Residences

Bayut Awards

Sustainable Developer of the Year
Masaar and Aljada

Sharjah Excellence Awards

Best Security Standards
Arada Communities in Sharjah

Robb Report’s Best of the Best

Best Branded Residences
Armani Beach Residences at Palm Jumeirah

LEED Precertification

Silver
W Hotels and Residences

Arabia CSR Award

Partnership and Collaboration
Arada’s Sharjah Flood Relief Efforts

Construction Innovation Awards 2024

Best Luxury Real Estate Developer

Register of Exercise Professionals

Fitness Manager of the Year
Wellfit JVC & Wellfit Nasma Residences

Best Member Experience Team
Wellfit JVC & Wellfit Nasma Residences

Best Use of Technology
Wellfit JVC & Wellfit Nasma Residences

GM of the Year
Wellfit JVC & Wellfit Nasma Residences

Low Price High Value Club
Wellfit JVC & Wellfit Nasma Residences

Food & Beverage Awards 2024

Leading Healthy Restaurant in GCC
Hungry Wolves

Partnerships & Collaboration

The Power of Co-Creation

At Arada, collaboration is crucial to our operations, enabling learning, improvement, and greater value delivery. By working with others, we gain new perspectives, share knowledge and find practical solutions that support both our business goals and the communities we serve. We partner with respected international organisations such as the UN Refugee Agency (UNHCR), Human Concern International (HCI), leading academic institutions including the University of Sharjah and the American University of Sharjah, as well as government entities like Sharjah Tourism, schools, and other aligned institutions. These collaborations enable us to broaden our impact and advance our sustainability goals more effectively.

At Arada, we continue to seek new partnerships that support our vision and complement our sustainability efforts.

Here is an overview of our recent partnerships and how they align with our sustainability objectives.



Connecting Nature (The 'Environment' Objective)

R&D partnership for next-generation sustainable water treatment technology
Arada x Biopolus x SRTIP x Metito

Manbat x SCTDA – Carbon Reduction Initiative
Manbat Partners to Drive Sustainability in Tourism and Hospitality



Connecting People (The 'Social' Objective)

Driving private school design and construction guidelines for Sharjah
Arada x Sharjah Private Education Authority

Partnering for Home for a Home Campaign to aid Displaced Syrians
Arada x The Big Heart Foundation x Human Concern Int.

Humanitarian Response 2024 Sharjah Flooding Crisis
Arada x UAE Rescue Team x Sharjah Social Services x Sharjah Housing Authority x Abu Dhabi National Hotels

Arada’s Ongoing Commitment to the Sharjah Entrepreneurship Festival
Arada x Sharjah Entrepreneurship Festival

Empowering Local Talent through World Skate Championships
Arada x World Skate

Supporting Celebration of Art, Heritage, and the Spirit of Community
Arada x Tanweer Festival

Wellfit supporting Inclusive Gymnastics
Wellfit x Special Olympics UAE

Run for Sudan
Arada x UNHCR x 777 Ultra Marathon

Building healthy fitness habits in young learners
Wellfit x Schools

Arada Group CEO joins Sheraa’s new Board of Advisors
Empowering Entrepreneurs, Enriching Communities

Raising Breast Cancer Awareness
Arada x Pink Caravan

Collaboration with Universities for a Sustainable Future
Arada x Universities

Sustainability Training for Senior Employees
Arada x American University of Cairo

Manbat: Empowering local farmers and advancing food security
Arada x Ministry of Climate Change and Environment

* Please refer to Partnership and Collaboration section on Page 94

Our Stakeholder Engagement

Engaging, Listening, Delivering

Stakeholder engagement is at the core of our success, ensuring that we build strong, transparent, and lasting relationships with those who matter most.

As shown in the table, we engage through a wide range of channels—digital platforms, face-to-face interactions, feedback mechanisms, reports, and community events—ensuring every stakeholder has a voice.

The table categorises key groups, including property buyers, tenants, employees, investors, regulators, NGOs, communities, and suppliers, detailing how we communicate with them and their top concerns.

Priorities such as sustainability, transparency, quality service, and ethical practices drive our engagement efforts, reinforcing our commitment to trust, collaboration, and long-term value creation.

Stakeholders Whom do we engage with?	Engagement Channels How do we engage with them?	Needs & Expectations / Key Topics What matters most to them?
Property Buyers Homebuyers, Real Estate Investors	<ul style="list-style-type: none">- Sales centres, sales stalls, exhibitions & events- Marketing materials (brochures, websites, social media)- Personalized property tours and virtual viewings- Real estate agents/brokerage partners- Financial advisory and mortgage facilitation services- Post-purchase support channels (hotlines, portals)	<ul style="list-style-type: none">- High-quality, safe, and durable properties- Transparent pricing and contract terms- Flexible financing and mortgage options- Timely delivery and accurate project updates- Assurance of property value appreciation- Access to community amenities (gyms, wellness centres, retail outlets)- Sustainable building features
Customers and Tenants Residents, Retail Tenants, Fitness & Wellness Clients, F&B Clients, Student Accommodation Residents	<ul style="list-style-type: none">- Customer service centres and call centres- Websites, social media, email newsletters- Membership portals for gyms/fitness classes- Tenant association meetings, community forums- Engagement apps- Feedback and satisfaction surveys- Loyalty or rewards programs	<ul style="list-style-type: none">- High-quality, safe, and well-maintained facilities- Inclusive, comfortable, and healthy environments- Transparent, timely communication (fees, schedules, maintenance)- Value for money and fair pricing- Access to engaging community activities and amenities- Sustainability features (green building, reduced waste)
Community Visitors Shoppers, Park & Amenity Users, Cyclists, Tourists	<ul style="list-style-type: none">- Visitor information points or help desks- Wayfinding signage and community maps- Public event calendars (social media, community websites, etc.)- Feedback forms or surveys- Community outreach or open-house events	<ul style="list-style-type: none">- Safe, well-maintained public spaces (parks, cycle tracks, amenities, etc.)- Convenient shopping and dining- Easy navigation and parking- Cleanliness, accessibility, and security- Open communication about events, closures, special activities- Positive, welcoming environment
Our People Employees & Workforce	<ul style="list-style-type: none">- Team meetings, focus groups, surveys- Arada Connect (intranet)- Training programs, workshops, e-learning- Wellness programs/initiatives (gym access, health screenings)- Social clubs, culture initiatives- Synergy activities, Culture challenges- Ask HR and My Voice grievance platform- Regular newsletters or bulletins- One-on-One HR meetings	<ul style="list-style-type: none">- Professional and career development- Fair compensation and benefits- Safe and healthy work environments- Inclusion, diversity, and equal opportunities- Work-life balance and wellbeing- Recognition and reward mechanisms- Transparent communication on business performance- Ethical, respectful workplace culture- Company performance and stability
Shareholders and Investors Capital Providers, Institutional & Individual Investors	<ul style="list-style-type: none">- Annual and half-yearly financial reports- Investor meetings, roadshows and presentations- Press releases- Corporate website (Investor Relations), investor profiles- ESG (environmental, social, governance) disclosures	<ul style="list-style-type: none">- Strong financial returns and long-term growth- Transparent reporting of risks and project pipelines- Good governance and compliance- Assurance on ESG and sustainability- Investment security- Clarity on expansion/diversification (real estate, fitness, retail, wellness)

Stakeholders Whom do we engage with?	Engagement Channels How do we engage with them?	Needs & Expectations / Key Topics What matters most to them?
Government and Regulators Local & National Authorities, Regulatory Bodies	<ul style="list-style-type: none"> - Meetings and consultations - Permit and licensing processes - Compliance and audit reports - Site visits and inspectionsW - Industry conferences and advisory forums - Public-private partnership discussions 	<ul style="list-style-type: none"> - Compliance with building and safety codes - Adherence to environmental regulations - Responsible urban and community development - Contribution to local infrastructure/social development - Transparent reporting and ethical conduct - Collaboration for economic growth and job creation
NGOs and Universities Non-Profits, Research & Academic Institutions	<ul style="list-style-type: none"> - Collaborative research/projects - Workshops, conferences - CSR initiatives and partnerships - Sponsorships and events - Student engagement (internships, site visits) 	<ul style="list-style-type: none"> - Knowledge sharing and innovation - Community-centric development practices - Alignment on social/environmental priorities - Opportunities for students (training, data collection) - Transparency and accountability in collaborative efforts
Communities Local Residents & Neighbourhood Groups	<ul style="list-style-type: none"> - Community events - Public awareness campaigns - Social media, local press, newsletters - Maintenance notices and improvement announcements - Community associations/committees - Social outreach programs 	<ul style="list-style-type: none"> - Transparent communication on construction timelines and impacts - Safe, clean, and attractive neighbourhoods - Access to amenities (parks, fitness, retail, plant nursery) - Ongoing engagement and feedback mechanisms - Support for local initiatives, education, and social causes - Economic development and job creation - Ethical, sustainable operations
Suppliers and Contractors Materials Providers, Service Vendors, Consultants, Construction Contractors, 3rd party Service Providers	<ul style="list-style-type: none"> - Tenders and pre-qualification processes - Supplier portals and procurement platforms - On-site coordination meetings - Performance evaluations and feedback sessions - Training on health, safety, and environment (HSE) - Workshops 	<ul style="list-style-type: none"> - Clear contract terms and timely payments - Fair and transparent procurement - Adherence to health, safety, and environmental standards - Compliance with labour and ethical standards - Long-term partnership and consistent work pipeline - Mutual trust, open communication, collaborative problem-solving
Media Print (newspaper, magazines), digital publications, social media publications, broadcast (radio and TV)	<ul style="list-style-type: none"> - Pitching via external agency and internal resources - Press releases, interviews, features, opinion pieces, quotes, listings 	<ul style="list-style-type: none"> - Clear and concise communication - To be kept up to date on newsworthy topics - Interest in a wide range of initiatives, partnerships, agreements and strategies

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Sustainability at Arada

Sustainability at Arada

Sustainability is a continuous journey—one that evolves and strengthens over time.

Since embarking on our renewed effort to streamline and structure sustainability at Arada, we have implemented robust processes to provide clear direction and structure to our sustainability journey.

We introduced the Sustainability Framework and carried out a Sustainability Materiality Assessment, identifying 15 key material topics that Arada will prioritize and address. Additionally, we developed an in-house Sustainability Data Collection Tool to monitor resource consumption across our offices.

The following section explores these processes in more detail.



Sustainability Framework

Connecting People, Enriching Lives, Building Sustainable Future

At the heart of our mission lies a deep commitment to sustainability, reflected in our newly devised Sustainability Framework. This framework serves as a structured approach to integrating environmental responsibility, social inclusivity, innovation, and ethical integrity into our operations. Through it, we aim to connect people, enrich lives, and build a sustainable future.

Sustainability Purpose

Our purpose is to create inclusive, sustainable communities that foster deep connections between people and their environment. By prioritizing resilient design, environmental stewardship, and responsible business practices, we enhance well-being today while laying the foundation for a sustainable tomorrow. We recognise that true sustainability is about bringing people closer to each other and to nature, ensuring long-term prosperity and harmony for all.

Sustainability Objectives

Our sustainability objectives are built on the idea of interconnectedness—linking nature with nature, people with people, and everything through integrity.



Connecting Nature

We strive to create nature-friendly communities that minimise ecological impact and champion conservation.



Connecting Through Integrity

Through digital transformation, innovative solutions, and ethical governance, we aim to build a future-ready organisation rooted in transparency and accountability.



Connecting People

We are committed to fostering inclusive, diverse, and resilient communities that enhance the wellbeing of all stakeholders, ensuring a positive impact on people’s lives.

Sustainability Purpose

Connecting People, Enriching Lives, Building a Sustainable Future

We create inclusive, sustainable communities that bring people closer to each other and to nature. Through resilient design, environmental stewardship and responsible practices, we enhance well-being today and build a foundation for a sustainable future.

Sustainability Objectives



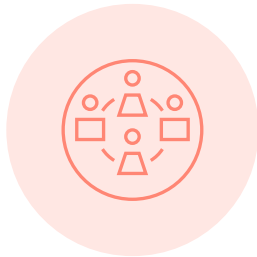
Connecting Nature

We are committed to sustainable, nature-friendly designs that conserve resources and create eco-friendly communities.



Connecting Through Integrity

Drive to build a future-ready organization, operating with integrity and transparency.



Connecting People

Foster inclusive, diverse, and resilient communities that enhance the well-being of residents and stakeholders.

Focus Area

- Smart Design & Circularity
 - Sustainable & Healthy Buildings/Communities
 - Sustainable & Low Carbon Materials
 - Waste Management
 - Sustainable Construction Practices
 - Energy & Renewables/Clean Tech
 - Emissions & Decarbonization
 - Biodiversity & Natural Resource Conservation
 - Environmental Compliance & Management Systems.
- Environmental Compliance & Management Systems
 - Data Protection & Cyber Security
 - Human Rights, No Child Labour & Labour Conditions
 - Diversity, Equality & Inclusion
 - Data Protection & Cyber Security
- Sustainable & Healthy Buildings/Communities
 - Diversity, Equality & Inclusion
 - Nationalization
 - Human Rights, No Child Labour & Labour Conditions
 - Community Support & Development

The Sustainability Materiality Assessment Exercise: A Comprehensive Analysis

Prioritizing Impact, Driving Change

Introduction

At Arada, sustainability is at the core of our business strategy. To advance our commitment to environmental, social, and governance (ESG) standards, as a first step, we conducted a Sustainability Materiality Assessment to identify and prioritize key sustainability issues that are most critical to our operations and stakeholders.

This assessment has shaped our Sustainability Strategy and has guided this Annual Sustainability Report.

Purpose and Approach

The purpose of the Sustainability Materiality Assessment was to identify and prioritize ESG topics that are critical to Arada and its stakeholders. This initiative was conducted in line with globally recognised frameworks such as the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB).

By engaging with a diverse group of 142 stakeholders, including internal leadership, clients, investors, regulators, and NGOs, the assessment achieved a balance between business imperatives and external expectations.

Methodology: Key Phases of the Materiality Assessment

- **Defining Purpose and Scope**
The assessment began with a clear definition of its objectives, ensuring alignment with Arada's values and global benchmarks. This phase included the identification of relevant ESG topics and the establishment of processes for engaging with diverse stakeholder groups.
 - **Identification of a Long List of Material Topics**
An extensive list of over 65 potential ESG topics was created by synthesizing inputs from Arada's corporate identity, global frameworks, peer analyses, and stakeholder expectations. These topics ranged from climate adaptation and resource management to governance and ethical considerations.
 - **Refinement of Material Topics**
The long list was refined to 30 topics by clustering similar issues, eliminating redundancies, and ensuring alignment with strategic priorities. Each topic was clearly defined, offering stakeholders a
- **Stakeholder Engagement**
A detailed survey was distributed to stakeholders to obtain invaluable insights. The survey evaluated the significance of each material topic based on its relevance to stakeholders and potential impact on Arada's business. Respondents included internal executives, clients, investors, regulators, and community representatives.
 - **Development of a Materiality Matrix**
Stakeholder feedback was carefully analyzed to develop a materiality matrix—an essential tool for visualizing and prioritizing the topics identified during the Sustainability Materiality Assessment. The matrix plots the significance of each topic to Arada (Y-axis) against its potential impact on Arada's operations from the stakeholders' perspective (X-axis).
- This two-dimensional approach ensures a strategic focus on areas where stakeholder concerns align with Arada's business priorities. As a result, the matrix
- played a crucial role in identifying and prioritising 15 key material topics that will shape and guide Arada's sustainability initiatives.
- **Validation and Finalization**
These finalized topics were reviewed and validated by Arada's Sustainability Steering Committee, ensuring alignment with corporate values, stakeholder priorities, and industry trends. These topics form the foundation of Arada's Sustainability Framework.
 - **Comparative Analysis with Industry Peers**
To ensure competitiveness and relevance, Arada conducted a benchmarking exercise, comparing its material topics with those of other industry players. This analysis revealed overlaps in focus areas and highlighted some unique differentiators for Arada.

Common Focus Areas

- Climate Change Mitigation and Emissions Management: Shared emphasis on reducing greenhouse gas emissions and adopting clean technologies.
- Sustainable Construction Practices: Focus on environmentally friendly materials and circular design practices.
- Biodiversity and Natural Resources Conservation: Commitment to protecting ecosystems and natural resources.
- Data Protection and Cyber Security: Recognition of the importance of digital security and governance.
- Diversity, Equity & Inclusion (DEI): Consistent prioritization of inclusive and equitable work environments.

Differentiating Factors

- **Nationalization:** A focus on fostering local employment and aligning with regional workforce objectives.
- **Digitization and Innovation:** Emphasis on leveraging technological advancements to enhance sustainability efforts.

Conclusion

The Sustainability Materiality Assessment underscores Arada's commitment to sustainable growth, aligning its operations with global ESG standards and stakeholder priorities. By focusing on critical issues such as emissions reduction, resource efficiency, and community development, Arada is positioned to address immediate challenges and foster long-term value.

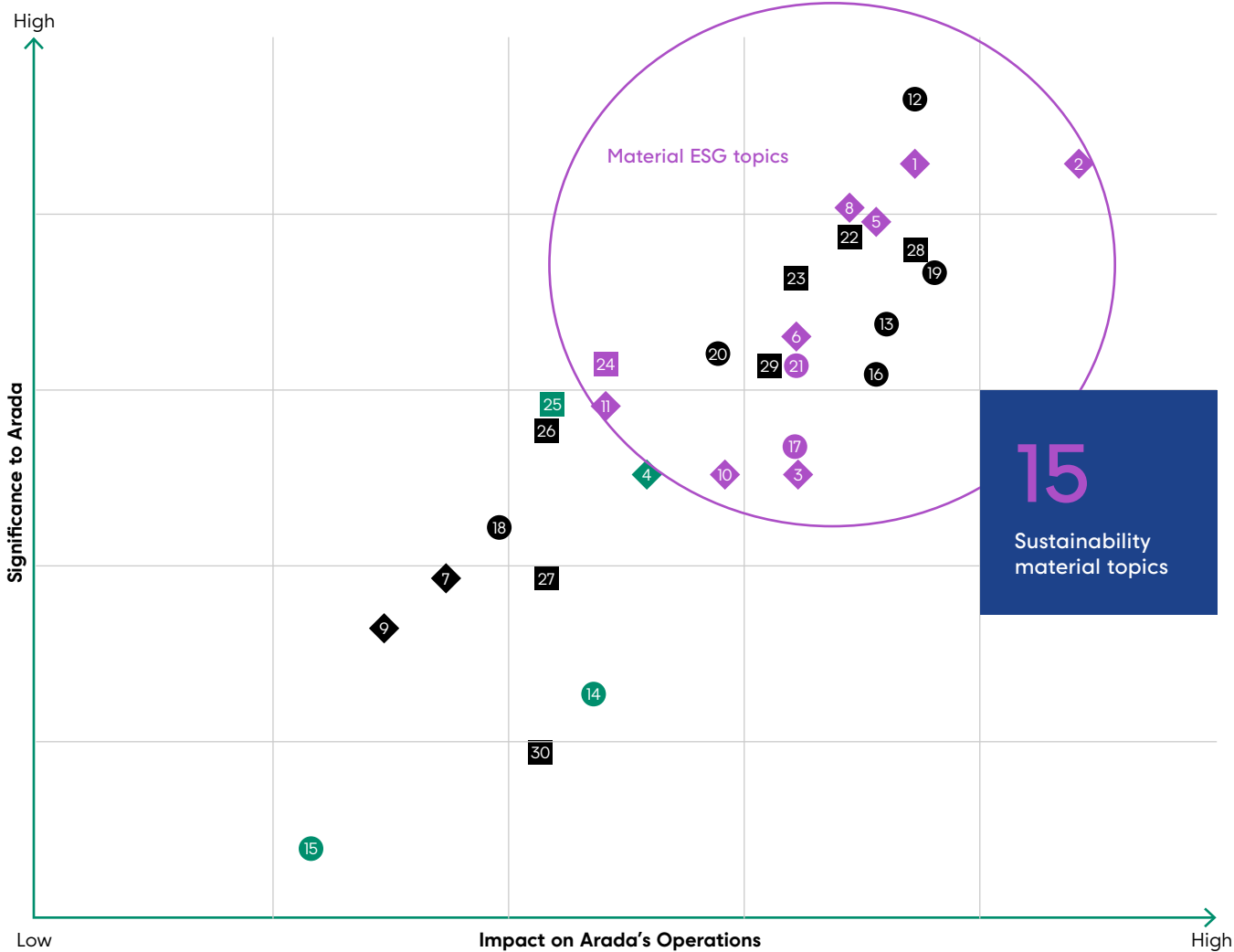
Sustainability Materiality Matrix

A materiality matrix was developed to map 30 sustainability topics based on two dimensions: their significance to stakeholders (Y-axis) and their potential impact on Arada’s business (X-axis). This visual tool serves as a critical resource for identifying and prioritizing the most important issues for the company’s sustainability agenda.

The matrix offers a representation of each topic’s relevance, helping Arada align its efforts with both stakeholder expectations and business priorities. Based on this analysis, 11 key topics located in the top right quadrant—those deemed most significant and impactful by stakeholders—were shortlisted as material topics, taking into account Arada’s current level of maturity in each area.

In addition to these, four other topics—Nationalization & Diversity, Equity & Inclusion, Waste Management, and Data Protection & Cybersecurity—were also selected as material topics. Although these did not fall within the top right quadrant, they were prioritized due to their strong alignment with Arada’s core values and long-term strategic vision.

In total, 15 material topics have been identified to focus on as part of its sustainability strategy.



- 1. Smart Design & Circularity E
- 2. Sustainable and Healthy Buildings / Communities E
- 3. Sustainable & Low Carbon Material E
- 4. Waste Management E
- 5. Sustainable Construction Practices E
- 6. Energy & Renewables / Clean Tech E
- 7. Responsible & Sustainable Supply Chain & Procurement E
- 8. Emissions & Decarbonization E
- 9. Climate Risk Management E
- 10. Biodiversity & Natural resources conservation (soil, air and water) E
- 11. Environmental Compliance & Management Systems E
- 12. Community Wellbeing & Cohesion S
- 13. Customer Excellence S
- 14. Diversity, Equity & Inclusion S
- 15. Nationalization S
- 16. Health, Safety and Wellbeing S
- 17. Human rights, No Child Labour & labour conditions S
- 18. Partnerships & Collaborations S
- 19. Product Quality & Safety S
- 20. Talent Attraction, Retention and Development S
- 21. Community Support & Development S
- 22. Fair pay G
- 23. Governance, Ethics & Transparency G
- 24. Digitization and Innovation G
- 25. Data Protection & Cyber Security G
- 26. Market shifts & changes in customer demands / competitor activity G
- 27. Marketing & Labelling G
- 28. Operational Excellence G
- 29. Regulatory compliance G
- 30. Stable, Responsible & Diversified Growth G

- Material topics identified by survey
- Material topics identified as in line with Arada's Values
- Environmental
- Social
- Governance

Sustainability Data Collection Tool & Dashboard at Arada

Measure. Monitor. Manage.

As part of our sustainability journey, Arada embarked on a structured journey in 2024 to monitor and optimize resource consumption. Understanding that we cannot manage what we do not measure, one of our first steps was to establish a comprehensive mechanism to collect and analyze data on our resource usage. This includes tracking fuel consumption, electricity usage, water consumption, waste generation, and the amount of waste sent to recycling facilities.

To achieve this, we developed an in-house Sustainability Data Collection Tool, which was officially rolled out in March 2024. The tool was deployed across all our offices, project management offices, and other locations where Arada employees operate from. Our goal was to start with our internal operations—ensuring that we first set our own house in order—before expanding our focus to a broader scale. Additionally, we extended this initiative to our Boost Outlets, gaining insights into the resource consumption patterns of our F&B brands.

Purpose and Impact of the Data Collection Tool

The primary objective of this tool is to provide visibility and control over our resource consumption, allowing us to identify high-impact areas and drive efficiencies. By centralizing all sustainability-related data, we can:

- **Establish a Baseline:** Creating a benchmark to measure improvements in resource consumption.
- **Identify Hotspots:** Recognizing areas of high consumption to optimize operations.
- **Optimize Resource Utilization:** Implementing strategies to reduce waste, improve efficiency, and lower operational costs.
- **Measure Carbon Footprint:** Understanding our environmental impact and setting the stage for our decarbonization journey.

To ensure transparency and accessibility, we have also developed an interactive Sustainability Dashboard, which displays key metrics such as carbon footprint, fuel consumption, electricity and water usage, and waste generation. This dashboard is accessible to all the employees at Arada, thus trying to foster a culture of sustainability across the organization.

Challenges and Future Improvements

Since this is the first year of implementation, the data collected is not yet 100% accurate. Prior to this initiative, there was no standardized mechanism to track and report Energy, Fuel & Water consumption, making it challenging to ensure complete accuracy. However, by initiating the process, we have already identified gaps and areas where data collection needs to be refined and further optimized.

This year, our focus is on enhancing the accuracy and reliability of data by implementing improved tracking methods and refining the reporting process. In 2024, where precise data was not available, we have made realistic assumptions to ensure the figures are as close to reality as possible.

Moving forward, we aim to eliminate such assumptions and capture real-time, verifiable data.

Our sustainability efforts are an evolving journey, and the launch of this data collection tool and dashboard was another major milestone. As we refine our processes and improve data accuracy, we will be better positioned to set ambitious yet achievable sustainability targets.

More importantly, this initiative will play a crucial role in Arada’s broader decarbonization strategy, enabling us to reduce our environmental impact and drive sustainable growth.



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Connecting Nature

Connecting Nature – Brief overview

This section provides insight into Arada’s commitment to sustainability, demonstrating how it seamlessly connects nature to nature and people to nature through its groundbreaking design philosophy. Arada integrates environmental sustainability into every aspect of its developments wherever possible, ensuring that its impact on the environment is minimized while creating vibrant, resilient, and connected communities.

At the core of Arada’s vision is the belief that sustainability is not just an add-on but an intrinsic part of the entire development process. From the initial stages of design and architecture to MEP (Mechanical, Electrical, and Plumbing) strategies, sustainability certifications, and the selection of eco-friendly materials, every decision is made with a focus on long-term environmental responsibility.

This vision extends beyond construction, incorporating innovative solutions such as real-time data collection to optimize resource usage, an expanding e-mobility service through Yalla to promote green transportation, a strong commitment to reducing single-use plastics, and efficient waste management strategies.

Arada’s sustainability approach does not end with construction; These initiatives extend into its facility management practices, ensuring sustainability remains a guiding principle throughout the entire lifecycle of its developments.

The examples in this section illustrate Arada’s holistic approach to sustainability—balancing functionality, aesthetics, and environmental responsibility. For more details, please refer to the subsequent sections of this report.



Sustainable Design, Materials & Innovation



Integrating Sustainability Certifications

As part of our commitment to enhancing sustainability performance, we have embarked on a journey to integrate globally recognized sustainability certification programmes into our projects. Beyond the widely known LEED certification, we are exploring other prestigious frameworks such as SmartScore, WiredScore, and WELL. These certifications aim to elevate our project standards, ensuring environmental responsibility while fostering innovation and efficiency.

A Vision for Sustainable Excellence

Our long-term goal is for the majority of our projects to achieve at least one sustainability certification, aligning with our overarching vision of embedding environmental responsibility into every facet of our operations and contributing to broader sustainability objectives.

In the near future, we plan to set measurable targets, such as achieving higher levels of certifications like Silver rating or above of LEED or WELL in at least a certain percentage of our developments, providing a clear benchmark for our sustainability efforts. These certifications are not merely badges but stepping stones to integrate sustainability into every aspect of our projects, providing assurance and credibility to our efforts. By doing so, we aim to raise awareness among our teams and inspire a shift in perspectives towards sustainability.

Milestone Achievement: W Residences at Dubai Harbour – LEED Silver Precertification

In 2024, we secured our first LEED certification with the W Residences at Dubai Harbour project, which received a LEED Silver Precertification under the Building Design & Construction (BD+C) rating system. This milestone showcases our dedication to meeting internationally recognized sustainability standards while creating efficient, comfortable spaces for occupants.

LEED (Leadership in Energy and Environmental Design) is a globally respected framework that emphasizes sustainability in building design, construction, and operation. By achieving LEED

Silver, the W Residences at Dubai Harbour project exemplifies our commitment to responsible and efficient design practices.

Key Sustainable Features of the W Residences at Dubai Harbour Project

The project incorporates innovative sustainability measures across various domains, including:

- **Location and Transportation:** Strategically situated on previously developed land, the project encourages sustainable transport with electric vehicle charging stations and reduced parking. Its proximity to Dubai Marina amenities fosters walkability and supports local businesses.
- **Sustainable Sites:** By utilizing reflective materials to reduce heat absorption, the project ensures an eco-friendly site design that enhances occupant comfort.
- **Water Efficiency:** Efficient landscaping and water-saving indoor fixtures contribute to notable reductions in water consumption.
- **Energy and Atmosphere:** The project incorporates high-performance systems for energy efficiency, paired with passive design solutions to optimize resource usage.
- **Materials and Resources:** Responsible sourcing and waste management practices minimize environmental impact during construction and operation.
- **Indoor Environmental Quality:** Enhanced air quality, thermal comfort, and the use of low-emission materials ensure a healthy and enjoyable indoor environment for occupants.

INTEGRATING SUSTAINABILITY



Our journey in integrating sustainability certifications represents a proactive step towards a greener, more responsible future.



Arada’s Architectural Philosophy

Inspiring, Sustainable, and Community-Centric Design

Arada is renowned for creating thoughtfully designed communities that enhance residents’ lives. Central to Arada’s architectural approach is the concept of Connected Life, emphasizing spaces and experiences that foster human potential and wellbeing. The company’s design philosophy underscores the importance of creating environments where people can thrive, connect, and feel inspired.

From the early pre-conceptual design stages to project execution, this philosophy ensures a consistent architectural language rooted in sustainable design practices.

The Driving Force

Arada’s design department plays a pivotal role in shaping the company’s projects. Their user-centric approach integrates sustainability, innovative architecture, and community-building principles into every stage of the design process.

Balancing Functionality, Aesthetics, and Innovation

Arada’s designs blend functionality with aesthetic appeal and innovation. For instance, the Armani Beach Residences at Palm Jumeirah, designed in collaboration with Tadao Ando and Armani/Casa, connects architecture with the surrounding seascape and provides a signature water feature, allowing for acoustic and visual calm as per sustainability guidelines. These residences utilize natural elements like light and water to create tranquil and luxurious living spaces that connect residents to their environment. Similarly, Aljada in Sharjah, one of Arada’s master-planned projects, incorporates smart city elements such as sustainability lanes for electric vehicles and smart solar-powered lighting. These features not only enhance the quality of life for residents but also align with global trends in sustainable urban living.

Thoughtful Design from Start to Finish

Arada’s design department plays a pivotal role from the earliest concept stages, ensuring that sustainability and innovation are seamlessly integrated from the outset. The team meticulously considers key factors such as building massing, orientation, materiality, urban context, user experience, long-term durability, and passive design strategies. Each project’s architectural essence originates at the pre-conceptual stage, whether as an independent Arada proposal or a collaboration with renowned architects like Zaha Hadid and Tadao Ando—both known for their deep sensitivity to the surrounding natural environment.

The objective of Arada’s design process is not only to create aesthetically pleasing buildings but also to prioritise user experience and foster community building. Their designs are deeply rooted in how the buildings will “live” — how they will enhance people’s interactions with one another and with the environment around them. Passive sustainability forms an integral part of this approach, focusing on site conditions and climate context. Design strategies such as optimizing natural light orientation, choosing high-performance materials, ensuring user comfort and health, and fostering a connection to nature are seamlessly integrated. In this way, sustainability becomes a foundational aspect of every project, beginning at the earliest design stages and continuing through execution.

A Vision for the Future

Arada’s architectural designs prioritise community well-being, cultural integration, and environmental sustainability. By balancing functionality, aesthetics, and innovation, Arada crafts spaces that inspire and connect people, embodying its mission to foster a Connected Life. This thoughtful approach ensures that its developments remain relevant, resilient, and enriching for generations to come.



Notable Examples of Arada’s Approach

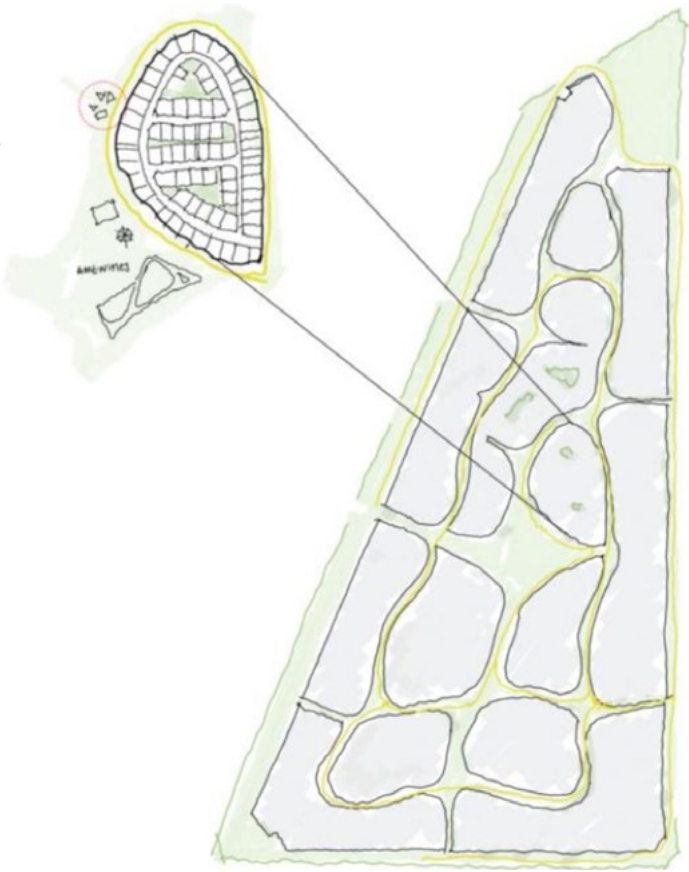
The later sections of this report provide some notable examples demonstrating how Arada integrates sustainability into its design at an early stage.

Sustainable Design Process: Masaar Master Plan

The master plan of Masaar is thoughtfully designed to strengthen residents’ connection to the outdoors and encourage a healthy, active lifestyle. The buildings are intentionally positioned to appear as if they “float” on expanses of green land, blending seamlessly with the natural surroundings.

Approximately 22% of the master plan is dedicated to green spaces—significantly exceeding the Dubai Municipality standard of 10%. This commitment to greenery and landscaping enhances the community’s natural appeal while encouraging pedestrian engagement and outdoor activities.

Masaar also features a 6-kilometre woodland cycling loop that encircles the entire development, creating a cycle-friendly community and further supporting an active, sustainable lifestyle. These pathways are built through naturalized and landscaped areas, which allows for a deeply rooted sense of belonging.



Sustainable Design Process: Masaar Master Plan

Emphasizing sustainable site landscaping, the Masaar master plan features over 70,000 trees within an expansive forested area, making it the UAE’s most tranquil residential development.

The villa design adopts an L-shaped configuration, strategically maximizing the influx of natural daylight. This thoughtful layout ensures bright, open interiors while maintaining privacy. The connection between the interior and exterior is direct and further accentuated through the use of the villa’s courtyard.

The villa construction prioritizes energy efficiency and durability, incorporating insulated precast panels and double-glazed windows. The use of large windows enhances natural daylighting, reducing the need for artificial lighting and fostering a seamless connection with the serene surroundings. Clearly visible, natural settings are provided around the villas.

Sustainable Design Process: Masaar Mosque

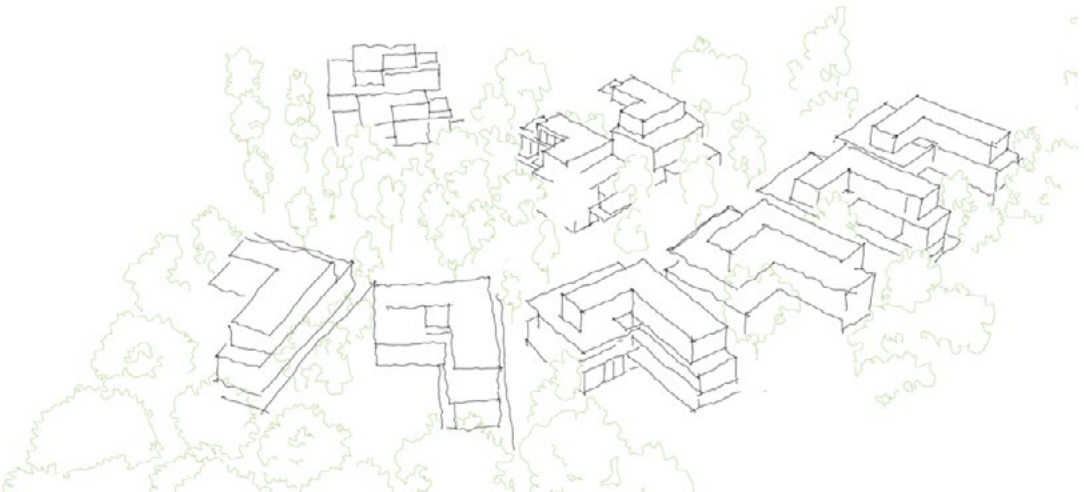
Outdoor thermal comfort at the Masaar Mosque is achieved through the use of narrow courtyards. In between the ablution space and the prayer area, this space is shaded, blending tradition with modern environmental considerations.

Sustainable Design Process: Masaar Discovery Center

The Masaar Discovery Center may be defined as a full stop in the green sentence that is Masaar. Masaar serves as a green buffer against the surrounding desert, mitigating the urban heat island effect and harmonizing with the natural environment.

The Discovery Center incorporates diverse sustainability strategies. Natural ventilation is achieved through thoughtfully designed openings, such as in the meeting rooms, which also feature shading devices to reduce solar heat gain while maximising natural light. The building is oriented towards the North, further enhancing thermal comfort.

The architecture integrates interior trees, reinforcing a strong connection to nature while contributing to improved air quality and an inviting atmosphere.

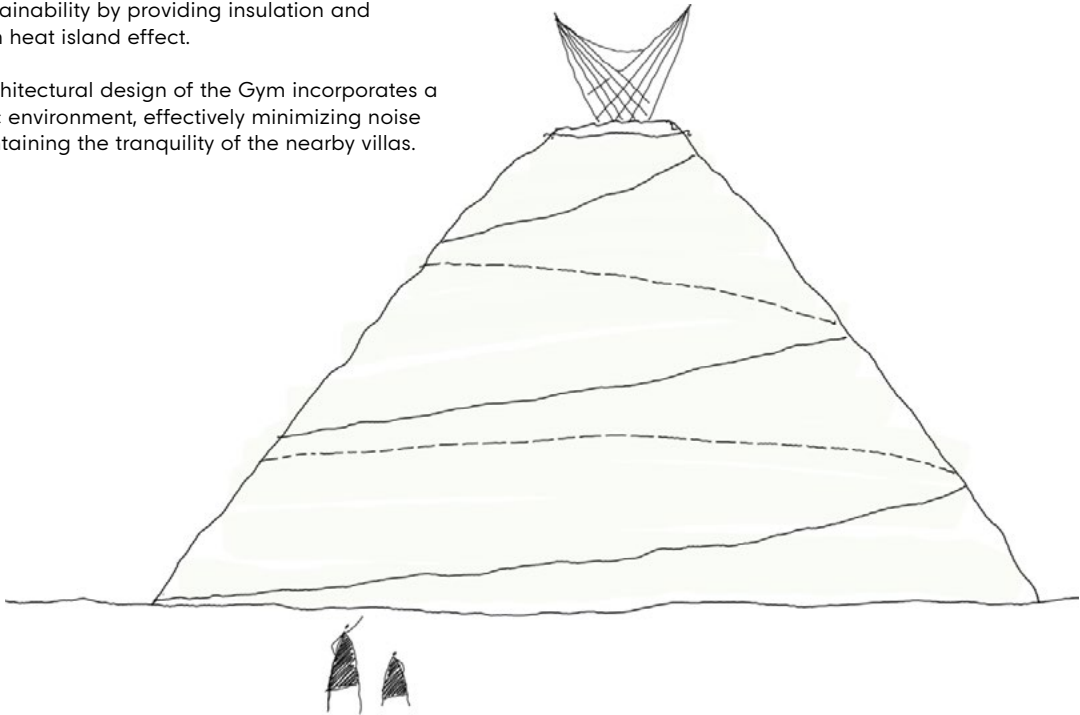


Passive Sustainable Design Strategies:
Wellfit Sarab Gym at Aljada

Partially submerged into the ground, the Wellfit Sarab Gym is designed to create an efficient and sustainable ventilation system. Through utilizing the principles of Earth Sheltering, the structure naturally channels cool winds inward while expelling hot air — particularly near the pool area. This innovative massing enhances airflow dynamics, ensuring consistent thermal comfort throughout the space.

The gym’s submerged design serves a dual purpose: its roof doubles as a passive social space connecting the surrounding villas and functions as a landscaped green roof. This green roof not only fosters community interaction but also supports environmental sustainability by providing insulation and reducing the urban heat island effect.

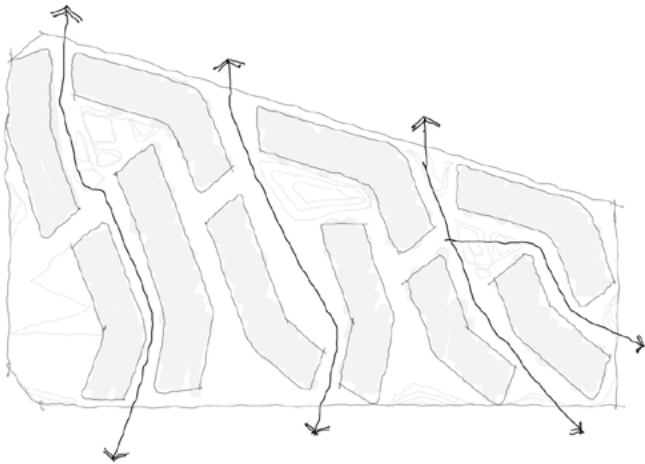
In addition, the architectural design of the Gym incorporates a controlled acoustic environment, effectively minimizing noise pollution and maintaining the tranquility of the nearby villas.



Sustainable Design Process – Manmade hill in Nasma Central Park

Situated within Nasma Central Park is a fully accessible, raised manmade hill designed to enhance exploration and inclusivity. The gentle slopes of the hill are adorned with terraced greenery and thoughtfully designed pathways, encouraging visitors to explore its inviting landscape.

The park adheres to local regulations, ensuring inclusivity is prioritized at every level. The hill’s sloping design culminates in an accessible viewing deck, showcasing innovation in inclusive design. This feature pushes the boundaries of accessibility, allowing everyone to enjoy elevated views and fully engage with the space.

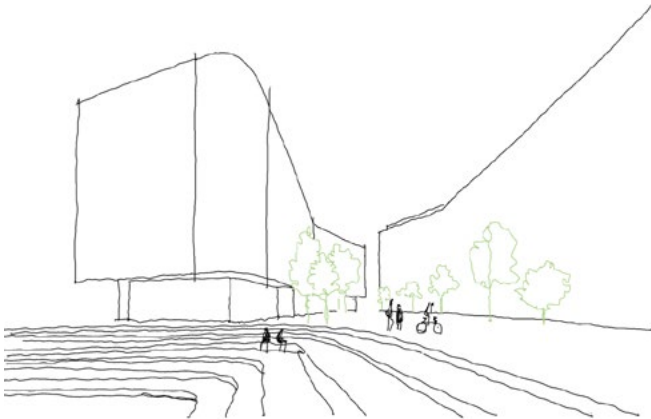


Passive Design Measures: Nest at Aljada

The architectural design of the Nest student housing complex is heavily influenced by the wind direction, creating natural wind tunnels that enhance pedestrian comfort with a cooling breeze.

The buildings are intentionally positioned close together, drawing inspiration from the region’s vernacular architecture. This thoughtful arrangement forms narrow, shaded pathways that reduce heat exposure and provide a comfortable pedestrian environment.

Nest also integrates a dedicated running track, seamlessly incorporated into the paving surface. The track winds gracefully around the buildings, encouraging fitness and outdoor activity while blending harmoniously with the overall design.



Shajar

Bridging Hearts and Nature

Shajar, located in the Aljada megaproject in Sharjah, is more than just a tree nursery—it is a destination that fosters a deep connection between people and nature through education and hands-on experiences. Spanning 1.6 million square feet and housing over 130,000 trees, Shajar is one of the largest nurseries in the UAE.

Established by Arada, this unique space serves as a hub for tree cultivation and a platform for environmental awareness and sustainability. Since its public opening in November 2023, Shajar has drawn thousands of visitors eager to engage with nature and learn about sustainability.

Blending Education with Action

At the heart of Shajar’s mission is its innovative approach to blending education with action. Rather than being passive observers, visitors actively participate in nurturing the environment. From the moment they arrive, visitors embark on an immersive journey that teaches trees’ critical role in combating climate change, preserving biodiversity, and enhancing community wellbeing.

A central part of this experience is the opportunity for each visitor to plant a seed. This hands-on activity allows individuals to directly contribute to the nursery’s mission of creating a greener future while forging a personal connection with nature. With over 50 species of trees grown at Shajar, visitors also gain an understanding of the care required to nurture these trees to maturity—an often-unseen process that takes up to seven years.

Sustainable Water Use: Treated Sewage for Irrigation

To enhance its environmental efforts, Arada set up a sewage treatment plant to reduce sewage waste while supplying water to sustain the nursery’s trees. This environmentally friendly approach conserves precious freshwater resources and ensures

efficient use of treated wastewater for irrigation. Shajar serves as a sustainable resource management model, helping maintain thriving green spaces with a reduced environmental footprint.

Engaging Families and Communities

Shajar has become a vibrant community hub, offering educational experiences that resonate with visitors of all ages. Families, school groups, and nature enthusiasts are encouraged to participate in Shajar’s tree-planting workshops and guided tours. These activities spark curiosity about the environment and inspire a lifelong commitment to environmental stewardship.

In 2024, Shajar welcomed visits from various groups, including schools, universities, NGOs, and key stakeholders. Notable visits include:

- HH The Ruler of Sharjah, December 2023
- Sharjah Municipality, January 2024
- Sharjah Science Museum, February 2024
- Sharjah Finance Department, March 2024
- Ministry of Climate Change and Environment, March 2024
- “Erthi” Contemporary Crafts, May 2024
- Dubai Natural History Group, July 2024
- Emirates School Establishment, August 2024
- Ministry of Culture (Umm Al Quwain Creative Center), October 2024
- Al Batayeh Municipality, October 2024

These visits underscore Shajar’s role as an educational platform where diverse groups can explore the critical issues surrounding climate change and conservation.



Shajar at Aljada

Events and Workshops

In addition to these visits, Shajar has hosted several key events in 2024, further cementing its position as a centre for environmental education and community engagement. Some of the noteworthy events include:

- Sharjah Talk: “Sustainable Harvest: Organic Agriculture and Nutrition Wellness,” hosted by the Sharjah Department of Community Development.
- MOCCA event for “Zayed Humanitarian Workday.”
- Shajar + Manbat event for Sharjah Children on “World Environment Day.”
- Workshop for Arada Women on “Women’s Emirates Day.”
- Workshop for Arada Gardening Group, focusing on sustainable gardening practices.

These events have enriched the community’s understanding of sustainability and provided a platform for discussions on organic agriculture, wellness, and environmental conservation.

Recognition and Achievements

In 2024, the nursery received a shield of appreciation from the Central Finance Department in Sharjah. This recognition highlights Shajar’s contributions to environmental sustainability and community engagement. Through its ongoing activities and programs, Shajar continues to set a benchmark for how businesses and communities can work together to create positive environmental impacts.

A Vision for Sustainable Development

Shajar plays a crucial role in supporting Arada’s broader sustainability efforts. Initially created to ensure the supply

of trees for Arada’s projects, Shajar also reduces the need for costly and environmentally taxing tree imports. By 2025, Arada aims to reduce tree imports to less than 30% of its total requirements, relying on Shajar for locally cultivated trees.

This approach promotes sustainable development and contributes to Arada’s communities’ overall aesthetic and environmental health. With over 130,000 trees being nurtured at Shajar, the nursery is a cornerstone of Arada’s commitment to greening urban spaces.

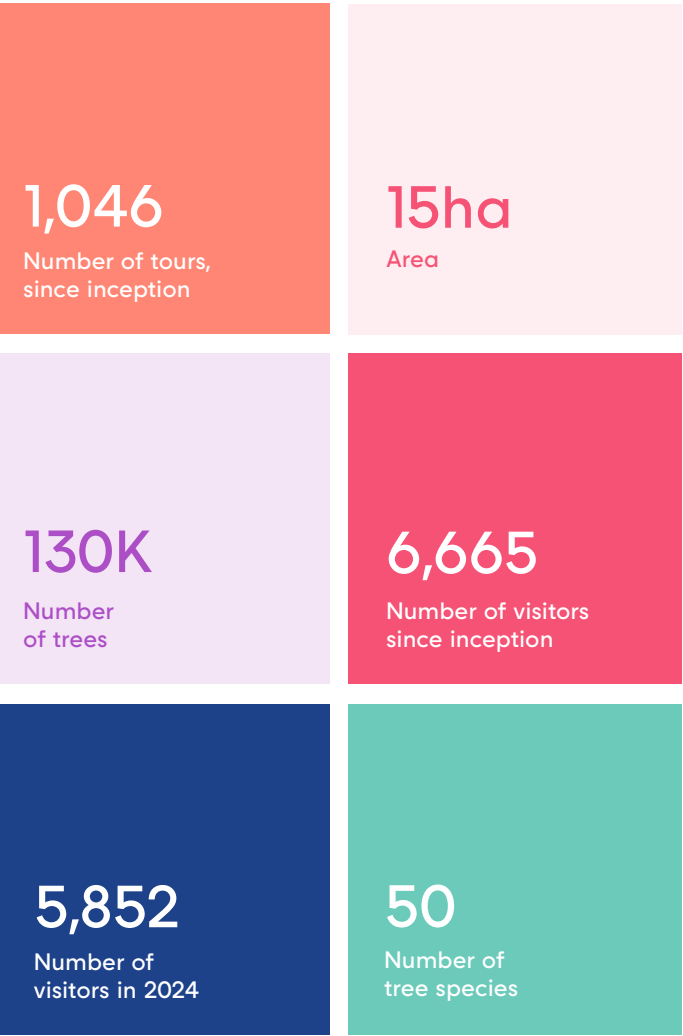
Building a Legacy of Environmental Responsibility

Since its opening, Shajar has become a beloved destination for thousands of visitors, offering a unique blend of education, recreation, and environmental consciousness. In 2024, Shajar had welcomed 5,852 visitors and conducted nearly 953 tours. This growing engagement underscores its role as a centre for environmental education and community interaction.

Shajar’s hands-on approach to learning empowers visitors to act. Whether through planting a tree or participating in workshops, individuals are encouraged to think critically about their role in protecting the environment. The simple act of planting a seed becomes a symbol of hope and a personal commitment to a greener future.

Shajar is a powerful example of how education and environmental action can create meaningful change. By allowing every visitor to plant a seed and using 100% treated sewage effluent for irrigation, Shajar fosters a personal connection with nature while promoting sustainable practices.

As a hub for sustainability, community engagement, and environmental education, Shajar serves as a beacon of hope, inspiring future generations to protect and nurture the planet.



Shajar and World Environment Day

Shajar & Manbat Inspire Young Minds

On World Environment Day 2024, Shajar and Manbat joined hands to create an enriching experience for children from the Sharjah Children Organization. Around 20 young participants engaged in an interactive session, learning about the vital role of trees in sustaining the environment. They also had the opportunity to plant new seeds, fostering a deeper connection with nature.

The initiative aimed to instil environmental awareness and responsibility in the younger generation, ensuring a greener future.



Arada’s MEP and Infrastructure Design Ethos

The Backbone of Arada’s Communities

Infrastructure, utilities, and Mechanical, Electrical, and Plumbing (MEP) systems form the backbone of any functional building or community. While civil aspects provide structural integrity, MEP and infrastructure serve as the nervous system—operating behind the scenes yet essential for efficiency, sustainability, and liveability.

Arada’s MEP & Infrastructure Team: Powering Architectural Vision

At Arada, the MEP & Infrastructure team plays a pivotal role in transforming architectural vision into reality. Overseeing all MEP elements—including HVAC, plumbing, electrical, and lighting—the team ensures seamless functionality not just within buildings but across entire master-planned communities.

Beyond building systems, the team manages essential utilities such as electricity, water, and chilled water distribution. They also oversee critical infrastructure elements, including stormwater management, wastewater networks, and solid waste operations, ensuring efficiency and sustainability across all Arada developments.

A key focus is the integration of smart technologies, incorporating Building Management Systems (BMS), smart meters, security cameras, and smart home features to enhance convenience, efficiency, and security. These innovations create future-ready living spaces that prioritise both functionality and sustainability.

A Holistic Approach: From Concept to Operation

The team’s involvement begins at the pre-concept stage, collaborating closely with Arada’s design department to ensure MEP and infrastructure elements align seamlessly with architectural plans.

Once a project is awarded to a lead design consultant or master planner, the team takes on an oversight role, ensuring MEP and infrastructure components are properly integrated. Their diligence continues throughout the construction phase, working alongside consultants’ contractors and Arada’s development team to verify material selection, execution quality, and system commissioning—guaranteeing optimal functionality upon completion.

Even after the handover, their role continues. In partnership with Arada Care, the company’s facility management arm, the team monitors building performance, collects feedback, and applies insights to refine future designs—ensuring long-term efficiency and sustainability. This continuous improvement loop enhances community performance and future-proofing strategies.

Setting the Standard: Design Excellence & Sustainability

To uphold market standards, the MEP & Infrastructure team has developed a comprehensive set of design specifications, serving as a blueprint for all projects. These specifications align with global industry benchmarks, including ASHRAE (American Society of Heating, Refrigerating, and Air-Conditioning Engineers) and CIBSE (Chartered Institution of Building Services Engineers), while also incorporating regional green building codes to enhance sustainability and regulatory compliance.

Arada’s MEP & Infrastructure team goes beyond conventional engineering—its mission is to create integrated, efficient, and future-proof developments. From initial conceptualisation to ongoing operation, the team works relentlessly to enhance building functionality, improve efficiency, and drive a more sustainable future.

Below are some key examples of how Sustainability is integrated into the ethos of our MEP and infrastructure design.

- **EV Chargers at Arada Communities**

As interest in electric vehicles (EVs) increases, the demand for accessible and efficient EV charging infrastructure has also grown.

At our developments, we are committed to sustainability by ensuring that EV charging solutions are readily available, exceeding regulatory requirements wherever possible.

In the absence of a specific EV charging code in Sharjah, we proactively align our developments with the Dubai Building Code. Our goal is to future-proof our communities and support the growing adoption of electric mobility.

At Masaar, upon completion, the development will feature 33 EV chargers, covering approximately 4.2% of the total 774 parking spaces.

Similarly, at the Arada Central Business District Phase 1 within the Aljada development, there will be 50 EV chargers, covering 2.96% of the total 1,684 parking spaces.

We have already deployed 25 DC fast chargers with CCS2 connectors across completed phases of the Masaar and Aljada communities. These high-efficiency chargers provide rapid charging capabilities, making EV ownership more convenient for residents and visitors.



• Smart Homes

All residences across our developments are equipped with Smart Home capabilities, offering residents a seamless blend of convenience, energy efficiency, and enhanced security. By integrating interconnected devices and automation systems, homeowners can control various features remotely via a central hub or smartphone app, making daily living more intuitive and efficient.

Smart Home Features

Our smart homes include a wide range of innovative technologies designed to optimise energy usage, enhance security, and improve overall well-being. Some of the key features include:

Smart Lighting

- Reduces energy consumption through smart controllers that regulate light levels based on natural daylight sensors and motion/occupancy sensors.
- Enhances illumination quality while optimising efficiency.

Smart Thermostat

- Uses sensors to learn homeowner preferences, adjusting temperature settings automatically for comfort and energy efficiency.
- Auto-adjusts when residents are away, helping to conserve energy and lower monthly utility bills.

Automated Curtains & Blinds

- Regulate indoor temperature by controlling sunlight exposure, reducing the need for excessive heating or cooling.
- Contribute to lower energy consumption and cost savings.

Smart Door Lock

- Allows secure access via multiple authentication methods, including access codes, fingerprints, RFID cards, smartphones, and traditional mechanical keys.
- Enhances home security and eliminates the risk of lost or duplicated keys.

Intercom System with Video Calling

- Enables residents to remotely grant access to visitors through a smartphone or touch panel.
- Features a built-in camera for real-time video interaction, improving security and surveillance.

Mobile App Integration

- Allows homeowners to control and monitor smart home systems from anywhere, locally or remotely, at any time.

Voice Assistant Compatibility

- Provides hands-free control over home automation, including lighting, heating, cooling, music, and more.

• Stormwater Management

As urbanisation continues to accelerate, traditional drainage systems struggle to cope with increased surface runoff, leading to flooding, water pollution, and reduced groundwater recharge.

Additionally, with declining precipitation levels and rapidly changing rainfall patterns in the region, a carefully considered stormwater drainage system is crucial for developments in the region.

To minimise the environmental impact and enhance the resilience of our developments, we are integrating Sustainable Urban Drainage Systems (SUDS).

SUDS are designed as a sequence of management practices, control structures, and strategies that sustainably drain surface water while reducing pollution and protecting local water quality.

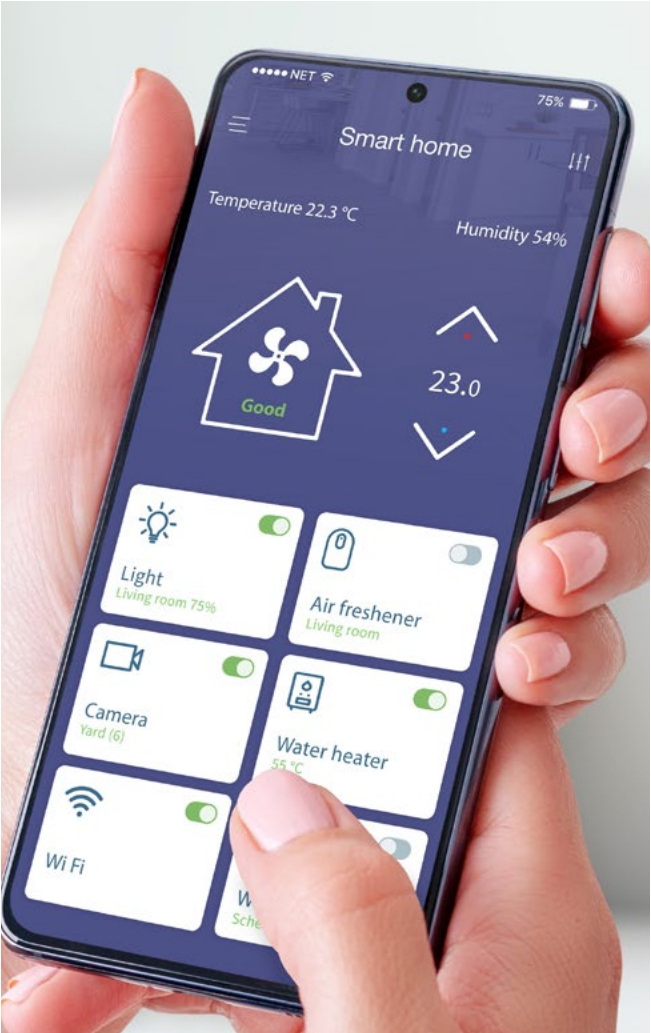
Unlike traditional drainage systems, SUDS replicate the natural water cycle, allowing rainfall to infiltrate the earth, where it is naturally filtered through soil, removing toxins and sediments.

For example, at Aljada, Masaar and Jouri Hills, we need to manage the future flood risk while also working with SUDS to achieve high-sustainability targets.

As a result, we have adopted the Polystom geocellular system (SUDS), the modular cell manufactured from virgin polymer, as the material is lighter and more robust than traditional materials:

- The chosen materials reduce energy usage and therefore greenhouse gas emissions because the material is light in weight in terms of production, transport, and use.
- In comparison to traditional materials such as concrete, plastics are highly recycled, require no quarrying activities and reduce carbon footprint from transportation.
- The system is designed to soak up rainwater and release it slowly, helping to prevent flooding and manage water better

The current system offers numerous benefits in comparison to legacy materials.



• **Sewage Treatment and Wastewater Management**

All our communities are equipped with Sewage Treatment Plants (STPs) that treat 100% of the sewage generated within our developments. These plants are designed to effectively remove contaminants from wastewater, producing Treated Sewage Effluent (TSE) that is used to meet the community’s irrigation needs.

By implementing this system, we reduce the demand for potable water in landscaping and irrigation, ensuring a more sustainable and responsible approach to water management.

Harnessing Gravity for Energy-Efficient Wastewater Management

Our sewage systems leverage the natural topography of the land, wherever possible, allowing wastewater to flow through gravity-based networks. This eliminates the need for pumps and other energy-intensive equipment, leading to significant energy savings, lower operating costs, simplicity and reliability.

The wastewater naturally moves through the sewage network to designated pump stations, which then transport it to the community’s STP for treatment.

A circular approach

Our STPs play a vital role in a circular water management system, ensuring that wastewater is treated and reintroduced into the ecosystem for reuse. This approach not only minimises waste but also optimises water resources, making our communities more self-sufficient and resilient.

By treating and recycling wastewater within our developments, we help:

- Reduce the strain on municipal drainage systems.
- Support local authorities in managing water resources effectively.
- Ensure compliance with environmental regulations.

At Aljada, our sewage treatment plant can currently handle about 1,705 cubic meters of wastewater per day. The treated water (TSE) is reused mainly for irrigation—around 1,600 m³/day goes to Aljada itself and 100 m³/day to the nearby Masaar development. We also treat about 200 m³/day of wastewater coming from the Sharjah Roads and Transport Authority (SRTA). In the future, as the full Aljada development is completed, we plan to expand the plant’s capacity to handle up to 15,000 m³/day to meet the increased demand.

HVAC Design for Energy Efficiency and Environmental Impact

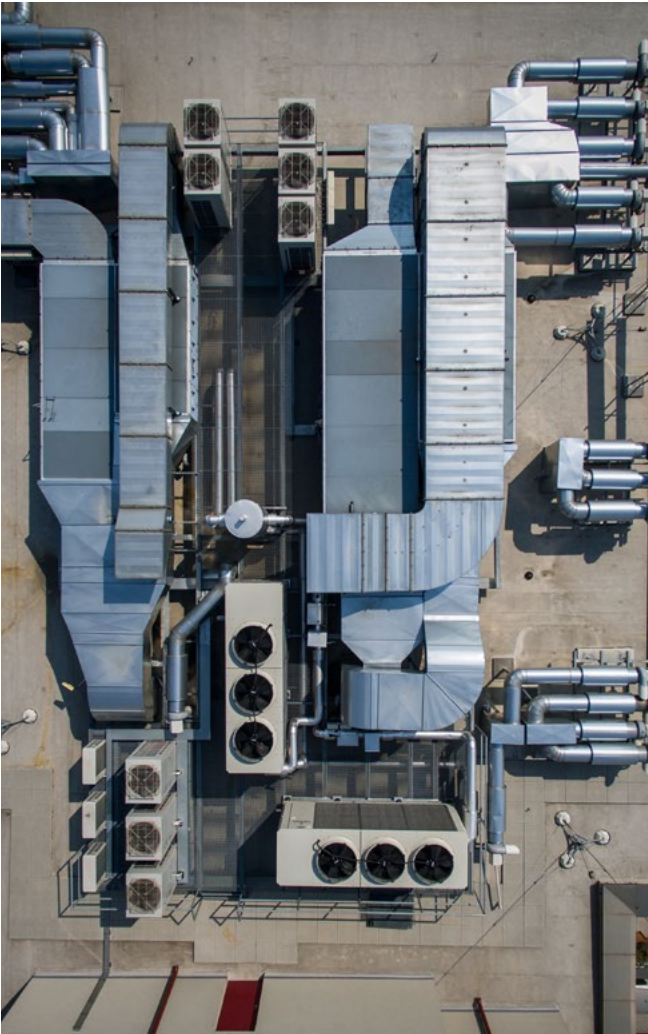
Our MEP design integrates energy-efficient HVAC and ventilation solutions, ensuring a sustainable, high-performance built environment that prioritises both environmental responsibility and occupant wellbeing.

Examples of our approach include:

- Use of variable-speed compressors in HVAC systems. These compressors adjust their output based on cooling demands, reducing energy consumption and optimising system efficiency.
- Smart thermostat controls and zoning systems further enhance performance by ensuring energy is used only where needed.
- The adoption of low Global Warming Potential (GWP) refrigerants is crucial in reducing environmental harm. Our commitment to using R32 refrigerants, as an alternative

to R410A, improving efficiency, cutting conveyed heat by approximately 10%, lowering electricity consumption, and offering long-term sustainability benefits.

- Ventilation is essential for maintaining indoor air quality (IAQ) and occupant well-being. Sustainable building design integrates efficient ventilation strategies that comply with green building practices and ASHRAE guidelines, ensuring optimal fresh air supply and pollutant removal.
- Advanced ventilation technologies, such as heat recovery ventilators (HRVs) and energy recovery ventilators (ERVs), play a crucial role in reducing cooling energy requirements. These systems capture and transfer heat from exhaust air to incoming fresh air, achieving up to 70% efficiency in heat recovery.
- IAQ monitoring further strengthens sustainability efforts by enabling real-time assessment of air quality. This helps identify inefficient HVAC systems, maintain comfort levels, and support informed decision-making for enhanced occupant health and productivity.



Embracing Green Materials

In 2024, Arada’s projects utilized approximately 73,046.74 tonnes of steel, with total recycled content being 9.37%. Additionally, 317,952.5 M3 of concrete was used in 2024, with 43.75% of it being recycled content i.e., supplementary cementitious materials like Ground Granulated Blast Furnace Slag (GGBS) or Fly ash to enhance its recycled content.

The use of green materials is crucial in reducing the environmental impact of construction activities. By minimizing reliance on virgin resources, these materials help conserve natural ecosystems, lower carbon emissions, and reduce waste sent to landfills.

Furthermore, adopting sustainable materials aligns with global efforts to combat climate change and creates healthier, more energy-efficient built environments.

Building on these achievements, Arada is actively working towards embedding more green materials into its projects. A key initiative under development is the establishment of Sustainable Material Guidelines, which will standardize key material selection processes across all projects. These guidelines aim to maximize the procurement of sustainable materials, ensuring that environmental considerations remain a cornerstone of construction practices.

Looking ahead, Arada is committed to fostering collaboration with its suppliers to promote sustainability. By raising awareness among suppliers about sustainable practices, we aim to jointly explore innovative materials and methods that further enhance sustainability in construction.



Manbat’s Hydroponic Farm

Innovating Agriculture, Empowering Communities, Preserving the Planet

Located in the heart of the Aljada master community, the Manbat Shop is revolutionizing sustainable agriculture with its on-site hydroponic farm. This 5 x 5-meter facility, established in November 2022, produces an impressive 5.5 tonnes of fresh produce annually using cutting-edge hydroponic technology.

Hydroponic farming is a soilless agricultural method where plants grow in a nutrient-rich water solution, enabling precise control over the growing environment. Manbat’s hydroponic system uses up to 90% less water compared to traditional soil farming, thanks to its water recirculation design. This innovation ensures year-round crop production, independent of climate conditions while minimizing water waste, soil-borne diseases, and pests.

By eliminating the need for pesticides and reducing reliance on arable land, hydroponics aligns with global sustainability goals. The farm lowers its carbon footprint and supports eco-friendly agricultural practices, furthering Manbat’s commitment to sustainability.

Beyond production, the farm serves as an educational hub, providing students and professionals with hands-on exposure to advanced farming techniques. This initiative highlights Manbat’s role in promoting smart agriculture and empowering communities with knowledge to address the challenges of population growth and food security in a sustainable way.



Water used compared to traditional soil farming

90% less

5.5

Approximate annual produce in tonnes

Environmental Stewardship, Resource Efficiency and Community Engagement



Our Environmental Management System

At Arada, we believe that environmental stewardship is an integral part of our responsibility to the communities we serve and the planet we share. Our Environmental Management System (EMS) embodies this commitment, specifically tailored to minimize the environmental footprint of our construction works and projects.

Here, we outline the key elements of our EMS and highlight our achievements in 2024.

Core Principles of Our EMS

Our EMS is built upon globally recognized standards and market best practices. It provides a structured framework to:

- **Identify Environmental Aspects and Impacts:** Regularly assess how our construction operations affect the environment. Environmental aspects refer to elements of our activities that can interact with the environment, while impacts are changes, whether adverse or beneficial, resulting from these interactions.
- **Set Objectives and Targets:** Establish measurable environmental goals to drive improvement, such as reducing emissions, minimising waste, and protecting natural resources.
- **Implement Controls:** Develop and enforce procedures to mitigate environmental risks. Control measures are identified based on Environmental Impact Assessments (EIA) and documented within Construction Environmental Management Plans (CEMP).
- **Monitor and Measure:** Track progress through rigorous monitoring, inspections, and reporting.
- **Continual Improvement:** Use insights from audits and incidents to refine our processes and performance.

Legal Compliance and Environmental Management Programs

Our environmental programs are designed to complement local authority regulations and adhere to international standards like LEED certification. Legal registers are maintained across construction projects to ensure compliance with all applicable regulations.

In 2024, we received zero fines or violations related to environmental compliance.

Transition to ISO 14001 Certification

We are fine-tuning our EMS to align with ISO 14001 requirements, an internationally recognized standard for effective environmental management. Our goal is to achieve ISO 14001 certification, which would demonstrate our commitment to continual improvement and environmental excellence in construction projects.

Environmental stewardship is not just a compliance obligation for us; it is a core value that shapes every aspect of our construction activities. By effectively resolving incidents, conducting training, and performing regular audits, we aim to set benchmarks in environmental management and sustainability.

0

Fines or violations related to environmental compliance



Solar Diesel Hybrid at Aljada’s PMO

Powering offices Sustainably

In line with its commitment to sustainable development and environmental stewardship, Arada has implemented an innovative solar-diesel hybrid power system at its Aljada Project Management Office. This initiative reflects Arada’s proactive approach to reducing its carbon footprint and aligns seamlessly with both local and global decarbonization goals.

Commissioned in 2020, the Aljada Site Office is equipped with a 71 kWp solar capacity. The system leverages both solar energy and diesel power to meet the office’s energy requirements efficiently, cutting fuel consumption and lowering the carbon footprint compared to traditional diesel generator plants.

The results of this initiative are noteworthy. As of 31 December 2024, the hybrid system has generated an impressive 1847.96.204 MWh of energy, with 20.9%—equivalent to 386.32 MWh— produced by on-site solar panels. This shift to renewable energy has not only reduced operational costs but has also prevented a substantial amount of CO₂ emissions, supporting Arada’s broader decarbonization strategy.

A major milestone in this journey was achieved in December 2021, when the Aljada Nursery’s power system was centralized with the Aljada Site Office. This consolidation enhanced the efficiency of the solar-diesel hybrid setup, further amplifying this approach’s environmental benefits.

Initially, a similar system was installed to power Aljada Sales offices and Precinct, which was later connected to SEWA utilities. Encouraged by the success of the Aljada Project Management Office, Arada plans to replicate this innovative energy solution across all its project offices in upcoming developments. This expansion signifies Arada’s long-term commitment to embedding sustainable practices into its business model and operational framework.

This initiative represents a very important step toward achieving Arada’s mission of building innovative, sustainable, and eco-friendly communities.



386+
MWh

Amount of energy produced by on-site solar panels at Aljada

71 KWp

Total solar capacity of the Aljada Site Office. Commissioned on 6 February 2020

1,848
MWh

Amount of energy generated by the hybrid system as of 31 December 2024

Combating Single-Use Plastic at Arada

Impactful Actions Today for a Greener Tomorrow

In February 2024, Arada took its first step toward reducing single-use plastic by providing employees with reusable water bottles—the Ocean Bottle. This initiative encouraged staff to refill their bottles instead of relying on single-use plastic water bottles. New employees also receive these reusable bottles, reinforcing the company’s dedication to sustainable practices.

The Ocean Bottle symbolizes Arada’s environmental commitment. Made from 67% recycled materials, including stainless steel, BPA-free plastic, silicone rubber, and ocean-bound plastic, each bottle purchased funds the removal of 11.4 kg of ocean-bound plastic, equivalent to 1,000 plastic bottles. Certified as a B Corp reusable brand, the Ocean Bottle combines practicality with positive environmental impact. In 2024 alone, Arada distributed approximately 850 reusable bottles.

Building on this initiative, Arada implemented further measures at its Dubai Head Office to reduce plastic waste. These included installing water purifiers to replace plastic water bottles and serving water in glasses to visitors instead of smaller plastic bottles. As a result, since the implementation of Water purifiers on 20 Nov 24, we have avoided using approx. 197 five-gallon water bottles or 11303 330 ml bottles. Starting January 2025, the Dubai Head Office will transition completely away from single-use plastic water bottles, a change expected to eliminate the use of approximately 3540 five-gallon bottles or 22464 330 ml bottles annually. We will extend this initiative across all Arada facilities.

The water purifiers complement the Ocean Bottle initiative, demonstrating a holistic approach to reducing reliance on single-use plastics. To ensure success, Arada launched awareness campaigns to address potential challenges, such as employee resistance due to a lack of understanding of the health and environmental benefits. These campaigns were instrumental in fostering acceptance and active participation.

Looking ahead, Arada is assessing other uses of single-use plastics within its offices and exploring sustainable alternatives. These efforts align with the UAE’s vision to reduce reliance on single-use plastics and support Arada’s broader objective to establish a “No Single-Use Plastics Policy.”



Eliminating Single-Use Plastics at Wellfit

In alignment with this and Arada’s broader sustainability goals, Wellfit, an Arada portfolio company, we have implemented multiple initiatives aimed at eliminating single-use plastics. Our approach not only minimizes plastic consumption within our facilities but also encourages our members to adopt more sustainable habits in their daily lives.

Water Purifiers: Eliminating the Need for Plastic Water Bottles

Wellfit has installed advanced water purifiers across all our facilities, providing a continuous supply of premium drinking water. These sleek, wall-integrated dispensers not only enhance the aesthetics of our spaces but also eliminate the need for traditional 5-gallon plastic water dispensers. By offering an accessible and sustainable hydration solution, we have successfully reduced plastic waste.

In 2024, our 20 water purifiers dispensed a total of 462,500 litres of water, effectively avoiding the use of approximately 1,401,515 330ml single use plastic water bottles.

Wellfit Bands: Enhancing Convenience While Reducing Waste

To further minimize waste and improve operational efficiency, Wellfit has introduced reusable access bands for all members and guests. These bands streamline access to our facilities while eliminating the need for disposable keycards and printed passes.

- **For Members:** The access bands function as facility entry passes and locker keys, ensuring a seamless and hands-free experience. This not only enhances convenience but also reduces the environmental footprint associated with single-use access materials.
- **For Guests:** Instead of issuing single-use paper passes, we provide reusable bands, allowing for a more efficient and sustainable check-in process.

This initiative also helps prevent fraud, reduces revenue loss, and promotes an eco-friendlier approach to facility access.

In 2024, we distributed 18,150 reusable access bands, reducing single-use materials in our operations.

Wellfit – Paperless Journey

At Wellfit, we are committed to providing a fully digital, paperless customer journey, ensuring a seamless experience from the moment a customer enters our facility. Every interaction—whether onboarding, membership management, or daily engagement—is entirely digitized, eliminating the need for physical paperwork. This approach enhances convenience, improves efficiency, and aligns with our group’s broader sustainability goals.

Our commitment to paperless operations extends beyond customer-facing processes. Internally, all departments—including sales, marketing, finance, HR, and general administration—operate digitally. Documents, contracts, invoices, and request forms are securely managed through electronic platforms, with e-signatures replacing traditional paper-based approvals. While external requirements occasionally necessitate physical copies, we actively encourage vendors and partners to transition to digital solutions when working with Wellfit.

Additionally, our marketing and communications are exclusively digital. We do not use printed media for promotions, relying instead on online platforms to engage with our audience. This strategy not only enhances efficiency but also reduces waste, reinforcing our commitment to sustainability.

Ongoing efforts towards complete paper elimination
Wellfit does not just claim to be a paperless facility—we actively work towards eliminating any remaining paper usage. Our team continuously assesses internal and external processes to identify and transition any lingering paper-based workflows into digital alternatives. This conscious effort ensures that we minimize our environmental impact while maintaining high operational efficiency.

Since 2023, we have successfully reduced paper consumption by 41%, a remarkable achievement given our already minimal paper usage. Beyond paper, our broader sustainability initiatives—including providing aluminum water bottles, installing water dispensers, and promoting the reduction of single-use products—further enhance our environmental efforts by cutting down on plastic waste as well.

Minimizing environmental impact

Had we followed a conventional paper-based approach, each customer interaction would have required extensive paperwork, including onboarding forms, contracts, waivers, and communication documents.

By digitizing these processes, we have significantly reduced paper waste, saving thousands of pages annually.

With a customer base of 16,500 members and nearly 300 employees, our transition to digital operations has had a profound environmental impact. Even small changes, when applied at scale, result in substantial sustainability benefits. As we continue refining our digital systems, we remain dedicated to reducing our environmental footprint and driving long-term, sustainable change.

By embracing digital transformation, we are not only enhancing the customer experience but also reinforcing our responsibility towards a greener future.

1M+

330ml plastic bottles saved

20

Installed water purifiers

41%

Paper consumption reduced

Water Management

At Arada, we recognize water as a vital resource not only for our operations but also for the well-being of the communities we serve. The following section provides an overview of how water is managed across every aspect of our organization’s activities, reflecting our commitment to efficiency, innovation, and sustainability.

Efficient Water Use

Understanding that every drop counts, we have implemented measures to minimize water waste across all levels of our operations. At our construction projects, potable water is used strictly for construction and drinking purposes where no alternative sources are viable. For other applications, such as dust suppression and compaction, we utilize alternative sources such as seawater, treated sewage effluent (TSE), and dewatered water wherever permitted.

In 2024, our projects consumed a total of 417,355,576.5 litres of water, which included 405,353,616.2 litres of sweet water, 3,331,160.8 litres of TSE water, and the remaining seawater 8,670,799.6 litres.

Awareness sessions are regularly conducted to educate workers and staff on efficient water use and minimizing waste, ensuring that every individual contributes to conserving this vital resource.

Water Recycling and Reuse

Recycling and reuse are central to our approach. We have invested in advanced wastewater treatment systems that allow us to reclaim water for secondary uses such as irrigation, cooling, and cleaning. All of our communities feature Sewage Treatment Plants (STP).

For instance, at Aljada, a state-of-the-art Sewage Treatment Plant (STP) is currently under construction, designed to process approximately 16,500 m³ of sewage daily. Meanwhile, a temporary STP with a capacity of 2,600 m³ per day is actively serving the community. These facilities underscore our commitment to large-scale water treatment and reuse, reinforcing our sustainability objectives. Additionally, during peak summer, 90% of Aljada’s irrigation needs are met with Treated Sewage Effluent (TSE) water, significantly reducing dependence on freshwater sources.

This initiative not only conserves water but also aligns with circular economy principles, promoting resource efficiency and sustainability.

Community Engagement

Water management is not just an internal priority; it’s a shared responsibility. To promote water conservation, sustainability awareness communication is regularly issued to tenants and community residents.

Additionally, a Sustainability Awareness Campaign was conducted at the Nest student accommodation facilities to educate students about efficient water use, highlighting practical methods to conserve water and integrate sustainable habits into their daily lives.

Technological Innovation

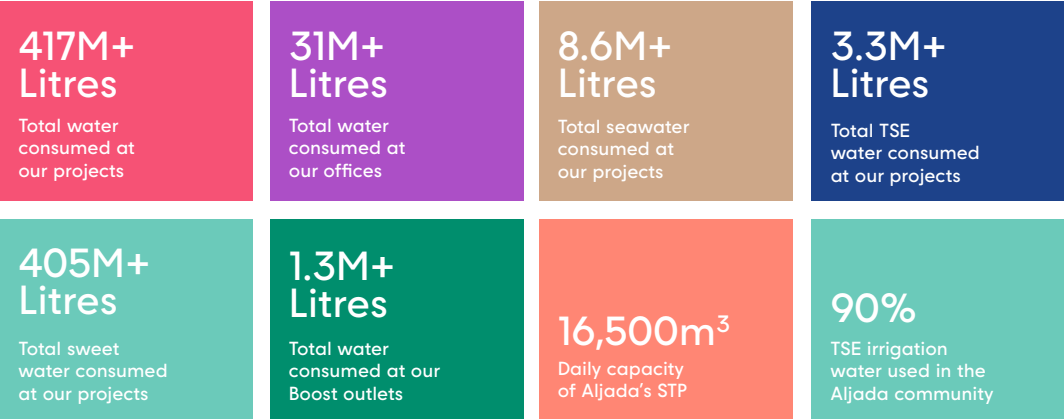
We have developed an in-house tool for collecting key resource information, including water use, to understand better and reduce resource consumption. This tool has been deployed at our offices and Boost outlets and will be expanded to other facilities and projects. This data further enhances our ability to track usage and identify opportunities for improvement.

Additionally, we have partnered with Biopolus, SRTIP, and Metito to introduce next-generation sustainable water treatment technology to the UAE. This partnership highlights our commitment to bringing innovative solutions to water management challenges and adopting state-of-the-art techniques to improve sustainability across our operations.

In 2024, our offices consumed 31,381,655.58 litres of water and Boost outlets used 1,382,603.25 litres.

Sustainability certifications are also being integrated into our projects to drive efficient water use further and reduce overall consumption.

While we take pride in our accomplishments, we are aware that water management is an ongoing journey. Climate change, population growth, and urbanization pose complex challenges, but we are committed to staying at the forefront of sustainable practices. By integrating new technologies, fostering partnerships, and inspiring action, we aim to set an example for responsible water stewardship.



Construction & Demolition Waste Management

Managing construction waste is crucial to minimizing environmental impacts, conserving natural resources, and reducing greenhouse gas emissions.

At Arada, effective construction waste management is a priority. Each project operates under a specific Construction and Demolition (C&D) Waste Management Plan, either as a standalone document or integrated into the Construction Environmental Management Plan. These plans guide teams to manage waste efficiently, aligning with local regulations.

Waste generated at our sites is systematically segregated and sent to appropriate recycling or disposal facilities. While we acknowledge that these efforts are not yet as remarkable as we aspire to achieve—and not all projects segregate waste effectively—we are taking focused steps to improve performance across all projects.

We are actively working to implement minimum waste diversion targets across all Arada projects, strengthening our commitment to sustainability.

Additionally, regular toolbox talks, and awareness sessions are held to foster a culture of effective waste management. Licensed and authorised waste haulers ensure compliance with regulatory requirements.

Fuel Management

Fuel is a vital resource for powering our construction projects, also supporting both operational and corporate activities. At Arada, we strive for efficient and responsible fuel management across all our sites and facilities.

Fuel Usage in Construction Projects

Fuel is predominantly used at our construction projects to power generators, which supply energy to both site activities and project management offices. It is also consumed by the plant and vehicles engaged in construction tasks, all of which are managed by contractors.

In 2024, a total of 7,250,707.54 litres of diesel was utilized across our construction sites. This fuel was sourced directly by contractors at the respective locations.

Fuel is distributed using mobile diesel bowzers. At some projects, fuel is stored in large tanks on-site before being transferred to bowzers, while at others, bowzers source fuel directly from external suppliers and meet on-demand requirements. To prevent fuel spills and ground contamination, strict precautionary measures, such as the use of spill kits and drip trays, are implemented during fuel handling. Training sessions and emergency response drills are conducted regularly to reinforce these safety protocols. Where on-site fuel storage tanks are present, they are fully bunded and meet the local regulations and certified by relevant authorities. Notably, no fuel-related incidents were reported in 2024, reflecting our commitment to safety and operational excellence.

Innovative Approaches to Fuel Efficiency

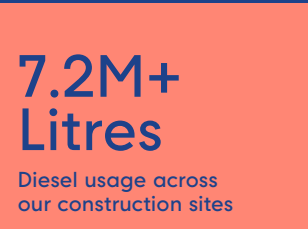
As referred earlier in this report, at the Aljada Project Management Office, which also powers our Shajar Nursery, we have adopted a Generator Solar Hybrid system. This innovative setup combines photovoltaic (PV) panels with generators, enabling a portion of the power to be generated sustainably through solar energy.

Corporate and Operational Fuel Usage

In 2024, we used 49 vehicles across corporate and site operations, consuming a total of 78,171.39 litres of fuel. Starting in August 2024, Emarat Smart Cards were introduced for all vehicles to enhance fuel efficiency and simplify monitoring.

Additionally, fuel is utilized for emergency generators at our facilities and communities as needed, ensuring uninterrupted power supply during contingencies.

Our fuel management practices are guided by a commitment to operational efficiency, safety, and sustainability. Through measures such as hybrid systems, rigorous monitoring, and proactive safety protocols, we continue to optimise fuel usage while aligning with our broader environmental goals.



*(Reporting period 12 August – 31 December 2024)

Biodiversity Management

Balancing Development with Biodiversity Conservation

As urbanization continues to shape the region, ensuring sustainable development that respects and preserves the natural environment is of paramount importance. At Arada, we are committed to minimizing the impact of our projects on biodiversity through strategic planning, thoughtful execution, and proactive conservation measures.

Environmental Impact Assessments

One of the cornerstones of our approach is conducting Environmental Impact Assessments (EIAs) for every project prior to initiating the design phase unless exempted by regulatory guidelines.

These assessments provide a comprehensive understanding of baseline conditions, including nearby sensitive receptors, potential impacts, and recommended control measures. The insights gained from EIAs are integral to our decision-making process, informing design strategies that prioritise environmental stewardship.

Incorporating Biodiversity Preservation into Project Design

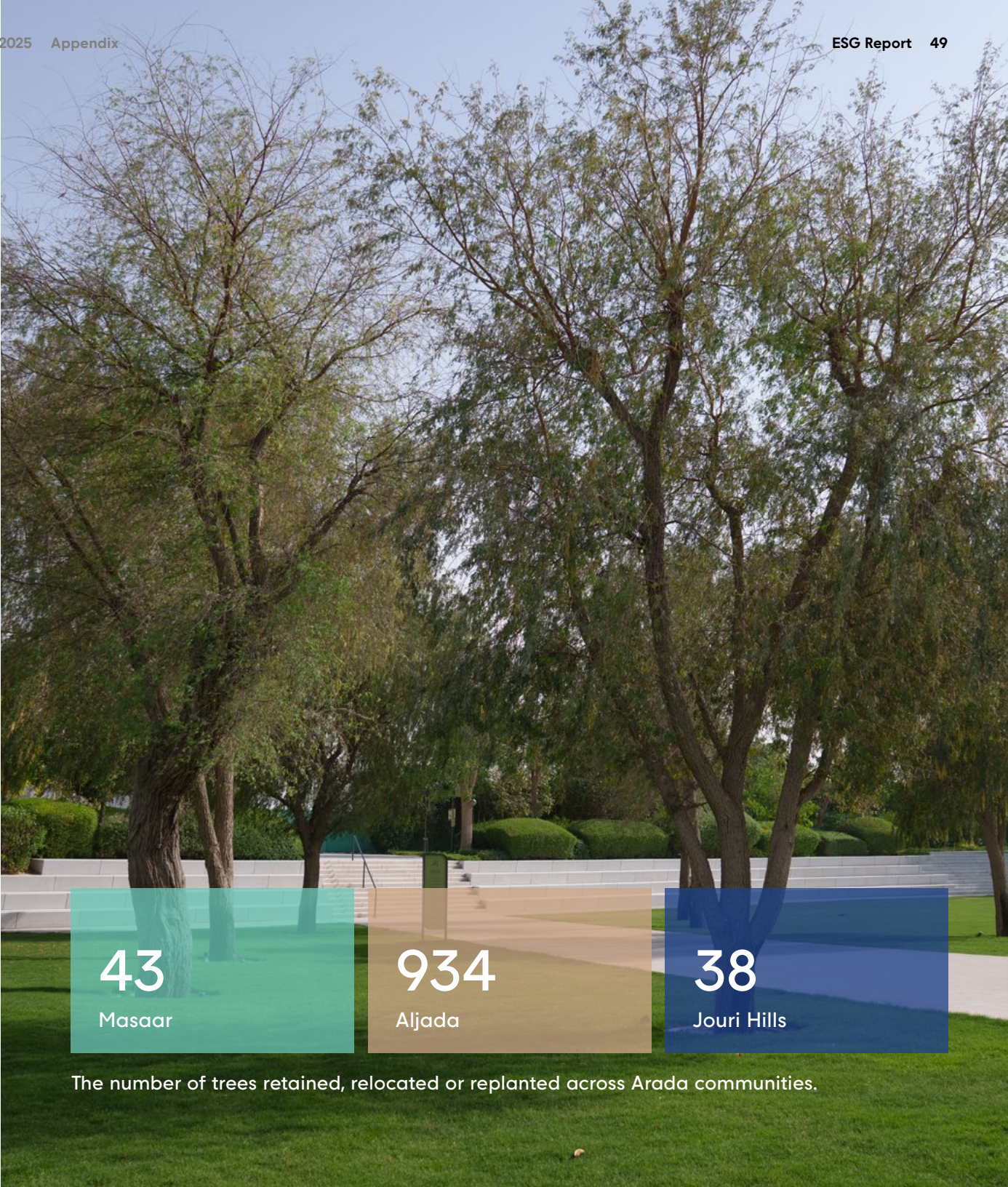
The findings from EIAs guide our efforts to protect, preserve, restore, or improve natural systems impacted by our projects. For instance, during the development of Masaar,

we identified 43 trees, including the Ghaf—the national tree of the UAE and an endangered species—on the construction site. To safeguard these trees, they were carefully removed and translocated to our nursery. After the completion of landscaping works, the trees were replanted within the community, ensuring their survival and continued contribution to the local ecosystem.

Similar initiatives were undertaken at Aljada and Jouri Hills, where 934 and 38 existing trees, respectively, were either retained, relocated or replanted within the community, demonstrating our commitment to biodiversity preservation.

We actively protect endangered and threatened species during our projects, ensuring their safety through immediate action and adherence to global and UAE regulations. These efforts mitigate potential harm and enhance the natural environment.

Beyond individual projects, we integrate biodiversity conservation into our broader sustainability framework. This includes using native and adaptive plant species in landscaping, reducing water consumption, using TSE for irrigation and promoting green infrastructure.



The number of trees retained, relocated or replanted across Arada communities.

Sustainable Landscaping Practices at Arada

Sustainability is central to Arada’s landscaping approach. By focusing on resource conservation, biodiversity, and community well-being, we create green spaces that exemplify environmental stewardship and innovation.

Use of Native and Adaptive Plant Species

To minimize water consumption and promote biodiversity, Arada prioritizes the use of native and adaptive plant species across all projects. These plants are naturally suited to the local climate, requiring less water while thriving in their environments.

At Aljada and Masaar, 20% of the species, respectively, are native and adaptive. This foundational approach not only enhances sustainability but also supports local ecosystems by attracting native pollinators and wildlife.

Efficient Landscape Design for Multi-Faceted Benefits

Arada designs landscapes with diverse sustainability goals. Techniques like xeriscaping reduce the need for supplemental irrigation, creating drought-resistant environments. Hydrozoning—grouping plants with similar water needs—further improves irrigation efficiency. Mulching helps retain soil moisture, regulate temperature, and control weeds effectively.

Landscaping at Arada also incorporates outdoor thermal comfort strategies, providing effective shading and creating microclimates that reduce urban heat. These measures promote a healthy lifestyle, encouraging outdoor activity and fostering community interactions. Our landscapes are more than aesthetic—they are designed to connect people with nature and promote wellbeing.

Shajar and Masaar

At Aljada, we have integrated an eco-tourism concept into our nursery, called Shajar.. With over 130,000 trees, Shajar serves as an interactive platform where residents and visitors can learn about trees and their ecological importance. Guided tours and awareness programs encourage a deeper connection with nature, making sustainability an engaging experience. More details about Shajar have been covered in earlier sections of this report.

Masaar, one of our forested communities, will feature over 70,000 trees. This afforestation effort not only enhances the ecological value of the development but also contributes to carbon sequestration, biodiversity, and the creation of a tranquil environment for residents. These green spaces are designed for leisure, education, and fostering a sense of responsibility towards the environment.

Sewage Treatment Plants and Treated Sewage Effluent (TSE)

Our communities are equipped with Sewage Treatment Plants (STPs), where wastewater is recycled into Treated Sewage Effluent (TSE). This treated water serves as the primary source for irrigation. For Ex. 100% of the irrigation demand at our Nesma community is met with TSE.

For developments where STPs or TSE supply lines are unavailable—such as towers or standalone buildings—future connections to TSE lines are carefully planned. This approach not only reduces freshwater usage but also ensures long-term water sustainability.

Advanced Irrigation Systems

Arada uses advanced irrigation systems for efficient resource use. Masaar’s centrally managed network includes a smart control system that adapts irrigation schedules based on real-time climate data, ensuring optimal hydration and resource conservation. Key features include:

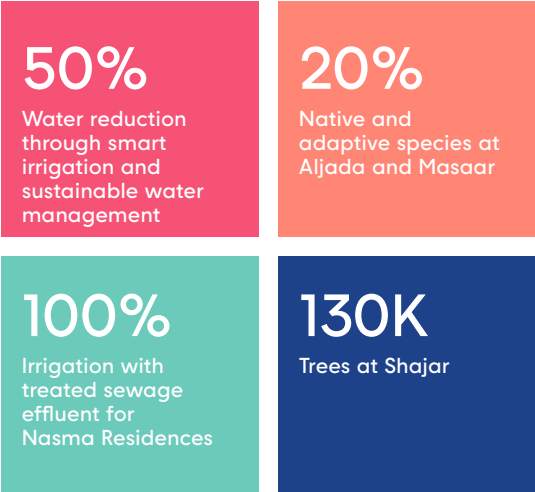
- **Centralized Control and Monitoring:** A single irrigation station supplies water through a main line with tie-in connections for precise distribution. Leak detection systems with master valves and flow sensors quickly identify and fix leaks.
- **Efficient Water Delivery:** Drip lines, bubblers, and sprinklers ensure targeted watering with minimal waste. Bubblers for trees allow tailored hydration based on specific conditions.
- **Sustainability in Design:** Using TSE as the main water source highlights Arada’s dedication to recycling and eco-friendly practices.

Additional Sustainability Measures

Arada uses automatic drip irrigation, soakaway systems, and permeable pavements to manage stormwater and recharge groundwater. Smart irrigation technologies like weather-based controllers and a central control system improve efficiency, cutting water use by up to 50% of the peak usage demand in winter.

Arada’s landscaping strategies have achieved notable results. Thanks to the favourable microclimates created, tree hydration in internal zones has been optimised to 60 litres per day—compared to 80 litres in buffer zones.

Arada’s sustainable landscaping practices extend far beyond conserving irrigation water. By integrating advanced technologies, promoting biodiversity, and creating community-centred green spaces, we are setting benchmarks for sustainable urban development. These efforts demonstrate our commitment to preserving resources, enriching lives, and fostering a harmonious relationship with nature.



About Yalla



A Sustainable E-mobility Solution for the Community

Owned by Arada, Yalla is an innovative e-mobility service introduced to offer an affordable, convenient, and eco-friendly alternative to traditional car-based transportation for short trips within communities.

Launched initially in March 2023 for Arada employees and later expanded in September 2023 to serve Aljada residents and visitors, the e-mobility service aims to promote greener commuting, reduce traffic congestion, and encourage healthier lifestyles. By offering both electric bikes and scooters, Yalla Bikes addresses the growing demand for sustainable urban transportation.

With a vision to provide a sustainable and easy means of transportation, Yalla aligns with Arada’s purpose of Connected Life by encouraging greater connectivity within the community. Currently offering a fleet of 50 bikes and 61 electric scooters, Yalla has gained over 10,350 users, with more than 39,000 rides covering over 100,000 kilometers since its launch.

Environmental Impact

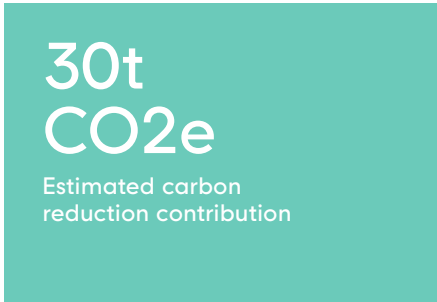
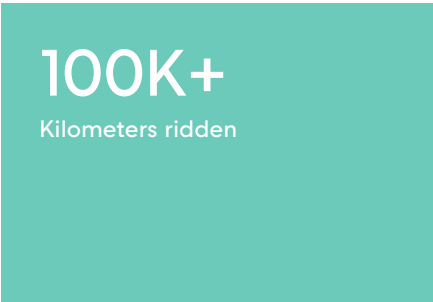
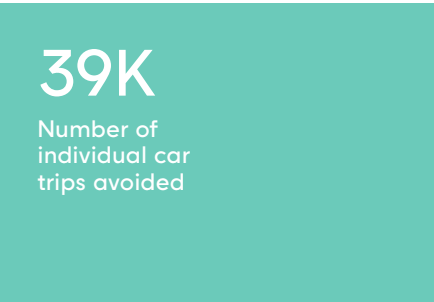
By offering electric bikes and scooters in our communities minimizing the community’s reliance on cars for short trips, resulting in fewer carbon emissions.

With over 39,000 individual car trips avoided, Yalla has contributed to an estimated reduction of 30 tons of CO2 emissions, playing its part in the fight against climate change.

Social Impact

Yalla has made transportation within the community more accessible and affordable. To ensure equitable access, the service is designed with extensive market research to balance the availability of vehicles at different stations according to demand.

The social impact of Yalla extends beyond convenience. By promoting a cycling culture, the service contributes to a healthier and more active community. Users are more likely to engage in light exercise, which positively impacts both physical and mental well-being. The reduction in traffic congestion and noise pollution further enhances the quality of life in the community, creating a more peaceful and enjoyable environment.



Environmental activities at Aljada

On the eve of World Environment Day 2024, Arada’s development team organized various awareness programs across its projects to highlight the importance of Construction Environmental Management. These initiatives engaged employees, contractors, and consultants in meaningful activities that reinforced Arada’s commitment to sustainability.

At various project sites, Arada’s team conducted multiple environmental awareness activities, including land restoration sessions, plant distribution, and tree planting initiatives to promote sustainability. Participants engaged in environmental discussions received awareness materials, and actively took part in clean-up drives, reinforcing their role in environmental conservation.

Teams across different developments also participated in cleanup campaigns, collecting waste to maintain a cleaner environment and protect the nature. They received environmental training, along with promotional materials. Additionally, various environmental awareness events brought together teams, contractors, and consultants, featuring informative sessions, afforestation activities, and commitments to sustainability. Attendees actively participated in discussions and pledged to adopt environmentally responsible practices in their daily operations.



Sustainable Facility Management Practices



Arada Care’s Quality Interventions

Ensuring Quality, Enhancing Living.

For us, quality is not just a checkpoint but a continuous commitment. To ensure that every project meets the highest standards, Arada employs a dual-layered Quality Assurance process that operates at multiple levels, ensuring that its developments deliver excellence from inception to post-handover maintenance. This process comprises Arada Development’s Quality Assurance mechanism, which sets the foundation for quality, and Arada Care’s Quality Control process, which provides an additional assurance layer by refining, monitoring, and enhancing project quality. Arada Care is the facility management arm of Arada.

This integrated approach ensures that customers receive a product that stands up to expectations and continues to deliver value over time.

A Continuous and Proactive Approach to Quality

Arada Care does not wait until a project is delivered to intervene. Instead, it actively participates throughout the development process, providing timely interventions that enhance the final product. By leveraging real-time insights from previously delivered developments, Arada Care identifies potential challenges early, sharing feedback with the design and construction teams to pre- emptively address concerns. This iterative process fosters continual improvement, ensuring that each new development benefits from lessons learned in the past.

Arada Care’s engagement extends beyond mere maintenance. It conducts in-depth reviews of design drawings during the initial stages, offering critical feedback from a facility management

perspective. It also collaborates closely with the construction team by sharing reports highlighting issues encountered in previous projects, allowing for proactive resolutions. This structured feedback loop ensures that developments are optimised before they reach the customer, thereby reducing potential post-handover issues and enhancing overall quality.

The Six Stages of Arada Care’s Quality Assurance Process

To institutionalize quality across all projects, Arada Care has established a six-stage Quality Assurance process that ensures every unit meets the highest standards before being handed over to customers. These stages provide a rigorous quality framework that not only addresses construction and finishing quality but also integrates customer feedback into future designs.

Stage 1: Quality Benchmarking

As the project nears completion, Arada Care’s Quality Assurance team initiates a Quality Benchmarking Inspection. This involves inspecting a sample set of units—typically five representative units or five floors—to identify common defects and workmanship inconsistencies. This benchmarking exercise, conducted in collaboration with Arada Development’s quality team, helps set the quality standard early in the final stages of construction, allowing corrective actions to be implemented before full-scale project completion.

Stage 2: Quality Approval

Once all construction activities are completed, the development undergoes a rigorous three-step Quality Approval process. The first step

involves a Consultant Snagging Inspection, where the Project Consultant, Arada Care, and the Development team jointly inspect the development, utilizing a three-tier approach to identify and document outstanding issues. Following this, the contractor is responsible for addressing the documented snags, after which the consultant reviews the work and submits it for Arada’s approval.

Finally, Arada Care’s Quality Assurance team conducts a thorough final inspection, assigning one of four status labels:

- Approved (meeting all standards),
- Approved with Comments (minor pending items due to material availability),
- On hold (requiring urgent rectification of minor issues), or
- Failed (significant deficiencies requiring corrections).

To enhance efficiency, the entire snagging process is managed digitally through an online tool that provides real-time updates and integrates with Salesforce for seamless tracking and resolution.

Stage 3: Home Orientation Preparation

Once a unit is marked as Quality Approved, it is deemed ready for Home Orientation. This stage ensures that the customer experiences a product that aligns with Arada’s rigorous quality standards.

- The CRM team introduces the Home Orientation concept to customers at the appointment booking stage.
- Handover representatives inspect the unit 48

hours prior to the customer’s scheduled visit to confirm its readiness.

- Customers conduct their own Snagging Inspection during the Home Orientation appointment to ensure their satisfaction with the unit’s condition.

Stage 4: Final Snag Rectification and Approval

Following the customer’s snagging inspection, the contractor is responsible for addressing any issues identified. Arada Care’s Quality team then re-inspects the unit to verify that all snags have been resolved. Upon satisfactory completion, the unit receives final approval, confirming that it is ready for handover.

Stage 5: Handover to the Customer

After receiving final approval, the unit undergoes a deep cleaning before keys are officially handed over to the customer. At this point, customers can take full possession of their new home with the assurance that it meets the highest quality standards.

Stage 6: Post-Handover Support and Continuous Improvement

Even after the handover, Arada Care remains actively involved in ensuring customer satisfaction. Any issues that arise during the Defect Liability Period are addressed promptly to maintain the unit’s quality.

More importantly, this stage feeds back into the continuous improvement loop. If recurring issues indicate a potential design optimization opportunity, Arada Care documents these findings and shares them with the design team for future projects.

This proactive approach ensures that design improvements are integrated into upcoming developments, reducing the likelihood of similar concerns arising again.

Enhancing Sustainability Through Quality Assurance

Beyond improving the customer experience, Arada Care’s meticulous Quality Assurance process also contributes to sustainability. By identifying and rectifying issues early, the process minimizes material wastage and unnecessary rework, thereby reducing the overall environmental impact.

Preventing defects at the source enhances resource efficiency and ensures that developments are constructed with precision, optimizing material utilization and reducing energy consumption in remedial work.

Arada Care’s Quality Assurance process is more than a checkpoint—it is a comprehensive system designed to uphold Arada’s construction and finishing standards while continuously refining future developments.

Through these meticulous processes, Arada through Arada Care upholds its promise of delivering homes that meet the highest standards, ensuring customer satisfaction and long-term value.

Integrating Sustainability into our Facility Management Practices

We understand that a proactive approach to facility maintenance plays a crucial role in sustainability.

For us, facility management is not just about maintaining buildings or our communities—it is much more than that, it is about fostering long-term environmental responsibility, enhancing operational efficiency, and ensuring the wellbeing of our residents.

Through Arada Care, our dedicated facility management arm, we try to integrate strategic initiatives, proactive maintenance, and community engagement, ensuring the longevity of resources, reducing waste, and enhancing overall efficiency across its managed communities.

By embedding sustainability into every aspect of our operations, we create thriving, eco-friendly communities where residents enjoy a high quality of life with minimal disruptions—all while contributing to a greener future.

Here’s how Arada Care integrates sustainability into its facility management practices across our communities:

Well-Structured Quality Interventions

One of the core activities of Arada Care is its focus on quality interventions, which are outlined in detail in a separate section of this report. By ensuring high-quality project delivery, the team reduces the need for repairs and maintenance, thereby minimizing material wastage and

conserving efforts.

Energy Efficiency Initiatives

By implementing simple yet effective energy-saving strategies, we reduce our carbon footprint and lower operational costs. Some of these measures include:

- Maximizing the use of natural daylight.
- Reducing air conditioning usage during cooler months.
- Ensuring that unnecessary lighting and AC systems are switched off when not in use.

For example, these efforts led to a 2.23% reduction in energy consumption at the Aljada Discovery Center in Aljada in 2024 compared to 2023.

Operational Efficiencies in Cleaning and Maintenance

Efficiency in cleaning and maintenance services is another way Arada Care integrates sustainability into its practices. By utilizing advanced machinery for soft services, we minimize human errors and reduce manpower requirements. Additionally, proactive maintenance of equipment extends its lifespan, preventing costly repairs and unnecessary replacements.

We also prioritise environmentally safe pest control measures, strictly adhering to local regulations to ensure a hygienic and sustainable living environment for both residents and staff.

Audits, Inspections & Design Reviews

To maintain the highest standards across our communities, the Arada Care team conducts:

- Snap audits and incident reports to address gaps overlooked by FM providers and contractors.
- Regular inspections to ensure compliance with service level agreements (SLAs) and uphold community standards.
- Design reviews to enhance functionality, lower costs, and prevent future repair needs.

By integrating these measures into our workflow, we ensure that our communities remain well-maintained while optimising operational costs.

Optimised Processes and Digital Integration

Arada Care leverages digital platforms to enhance service delivery, improve efficiency, and facilitate seamless communication between residents and management. Key digital initiatives include:

- Digitized customer communication, providing real-time updates and responses.
- Regularly issued community guidelines and notices to keep residents informed and minimize disruptions.
- A 24/7 emergency response team to ensure safety and prompt resolution of urgent issues.

These integrations not only improve resident experience but also streamline operations, reducing unnecessary resource usage.

Compliance and Regulatory Measures

Maintaining regulatory compliance is a cornerstone of Arada Care’s operations. Our team ensures strict adherence to statutory guidelines through:

- Regular site inspections and issuance of Site Observation Reports (SORs).
- Implementation of work permit and contractor guidelines to maintain safety and quality standards.

Infrastructure Enhancements for Sustainability

The team focuses on enhancing infrastructure through sustainable solutions. Some of our key initiatives include:

- Installation of solar-powered streetlights to cut energy consumption while improving outdoor safety.
- Glass tinting on skylights in key locations such as the Masaar Discovery Center’s boardroom and admin office to reduce heat gain and lower cooling costs.

These enhancements contribute to long-term sustainability by reducing energy demand and optimizing building efficiency.

Transparency and Community Engagement

Sustainable facility management goes beyond infrastructure and maintenance—it also involves fostering a strong sense of community. Arada Care prioritizes transparency and engagement by:

- Issuing monthly community reports, keeping residents informed about ongoing projects and sustainability efforts.
- Collaborating with government authorities to enforce preventive measures and community rules.
- Actively engaging with residents to address concerns and ensure a seamless living experience.



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Connecting People



Connecting People – Overview

This section provides insight into Arada’s commitment to social sustainability, demonstrating how it seamlessly connects people to people, takes care of its people at its projects, and supports the community wherever it operates and beyond.

Arada prioritizes a flexible and progressive work culture that enhances employee well-being and career growth. Its HR practices reflect a deep commitment to nurturing talent, ensuring employees feel valued and empowered. Through competitive compensation, structured performance management, wellness programs, and mentorship opportunities, Arada continuously innovates to create a dynamic yet supportive workplace. By emphasizing continuous learning and leadership development through targeted training, the company enables employees to thrive and contribute meaningfully to its success.

To cultivate a healthy and inclusive workplace, Arada has implemented diverse initiatives focused on wellness, engagement, and recognition. The Medical Camp Initiative provides essential health check-ups, while expanded mental health coverage ensures access to professional counselling. Arada’s Great Place to Work ranking underscores its dedication to fostering an exceptional work environment. Social engagement is encouraged through diversity and inclusion programs, open communication channels, and structured performance management systems that promote transparency, fairness, and career advancement. Additionally, Arada’s Social Clubs—centered on shared interests such as photography, cycling, and sports—enhance workplace culture by strengthening connections among employees.

Beyond internal policies, Arada actively drives social sustainability through community engagement. The Arada Foundation supports education, disaster relief, and housing initiatives, while projects like the Masaar Cycle Track and Clean UAE Campaign promote eco-conscious urban development. The flagship Home for a Home Campaign exemplifies Arada’s commitment to housing sustainability—ensuring that for every home purchased from Arada, a home is built for a family in need globally. Through public engagement events such as Aljada Skate Jams and Pink Caravan, the company fosters cultural integration and health awareness.

At Arada, the health and safety of employees, contractors, and visitors remain a top priority. Its Health, Safety, and Environmental (HSE) Management System adheres to international best practices and regulatory compliance, ensuring a safe and sustainable working environment. Arada enforces strict safety protocols, conducts regular risk assessments, and provides comprehensive training to instil a culture of safety awareness. Through continuous monitoring, emergency preparedness drills, and real-time hazard reporting, the company proactively mitigates risks and upholds the highest safety standards across all developments.

These initiatives illustrate Arada’s holistic approach to social sustainability—balancing employee wellbeing, community development, and corporate social responsibility.

For further details, please refer to the subsequent sections of this report.

ISO
26000

Certified CSR
Management
System

3

Home for a Home
campaigns

757

Houses built for
Home for a Home

AED
24.9M

In-kind contributions
through sponsorships

AED
9.3M+

Waived fees due to
in-kind contributions
to YourSpace

13

Culture
challenges

7

Social
Clubs

88

Nationalities
in Arada

12

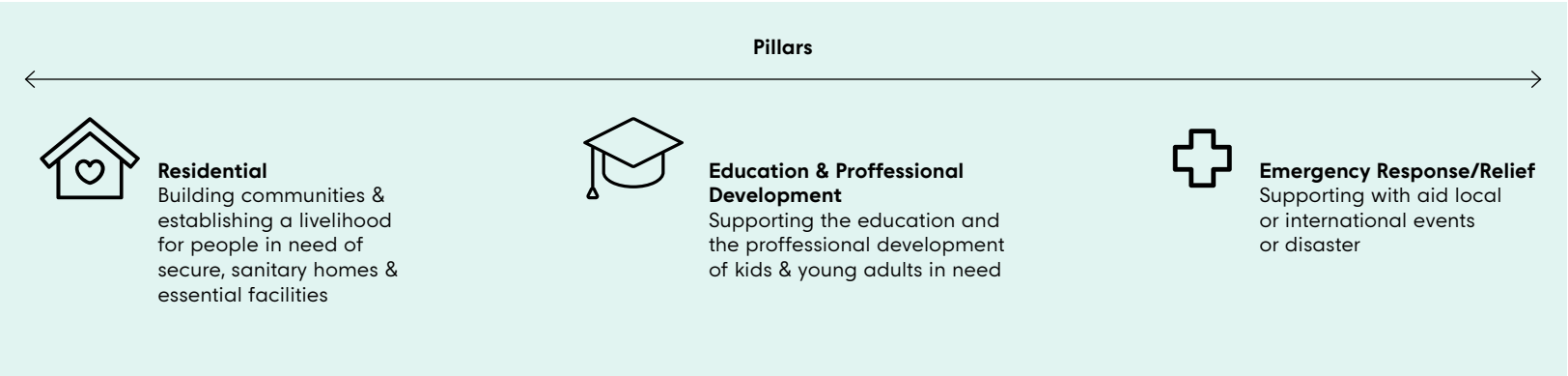
Golden Rules

Community Engagement and Social Impact



Arada Foundation

Empowering Lives, Building Futures, Supporting Communities.



Established in early 2021, the Arada Foundation serves as the CSR arm of Arada, demonstrating a steadfast commitment to making a positive and lasting difference in the lives of people and communities.

With a focus on creating tangible impacts, the Foundation works across three main pillars: Residential, Education & Professional Development, and Emergency Response/Relief. These pillars form the Foundation’s roadmap to building stronger, more resilient societies.

1. Residential Pillar

Recognising the importance of secure, sanitary housing, the Foundation works to provide communities with essential facilities and homes that support sustainable living. Through initiatives like the “Home for a Home” projects in Kenya and Syria, the Foundation addresses urgent housing needs, offering stability and hope to families and individuals in vulnerable circumstances. These

programs aim to empower communities by improving living conditions and fostering a sense of security.

2. Education & Professional Development Pillar

Empowering the next generation, the Foundation actively supports education and professional development for children and young adults. Key efforts include providing scholarships for students at the TBHF Centre, developing and delivering educational courses, facilitating internships, and collaborating with SPEA to design and assess innovative “schools of the future.”

3. Emergency Response/Relief Pillar

In times of crisis, the Foundation has proven itself to be a reliable and compassionate force. Whether responding to natural disasters or global emergencies, Arada Foundation has consistently provided timely aid and support. From food relief for Lebanon after the port explosion to lifesaving Covid-19 supplies in India and sanitation kits for

residents, the Foundation has demonstrated its readiness to respond to challenges. Additionally, it has played an active role in fundraising and relief efforts for events such as the Syria–Turkey earthquake and the war in Gaza, as well as addressing local crises like Sharjah floods.

What sets the Arada Foundation apart is its ability to connect with the communities it serves. The foundation emphasises collaboration with local and international partners, ensuring that its programs are not only impactful but also sustainable. By addressing immediate needs while investing in long-term solutions, the foundation creates a ripple effect of positive change, empowering individuals and strengthening communities.

Through its dynamic and multi-faceted approach, the Arada Foundation continues to transform lives, build resilient futures, and support communities worldwide.

CSR Management System and its ISO 26000 certification

Leading with purpose, Supporting communities

Though Arada initially started doing its CSR initiatives on an ad-hoc basis based on the needs of the community, specifically during Covid, with time, the CSR efforts of the organisation have now matured into a well-structured management system.

In 2024, Arada attained ISO 26000:2010 accreditation, underscoring its commitment to international corporate social responsibility (CSR) standards. This milestone followed extensive in- house research and a rigorous external audit, reflecting Arada’s dedication to embedding socially responsible practices across its operations.

ISO 26000:2010, developed by the International Organization for Standardization (ISO), is a globally recognised standard providing guidance on integrating policies that promote societal well-being, environmental sustainability, and operational excellence. The standard also emphasises going beyond legal compliance, fostering shared understanding, and supporting broader social responsibility initiatives.

To secure accreditation, Arada centralised and analysed data from its CSR activities, implementing a structured system to monitor and evaluate its efforts effectively. This approach ensures accountability and continuous improvement as the company expands.

This achievement charts the way for Arada to continually improve its Community Engagement efforts, ensuring accountability and continuous progress as the company expands.



Home for a Home Campaign

Building Futures, One Home at a Time.

Arada’s flagship ‘Home for a Home’ campaign stands as a testament to the company’s vision of creating meaningful impact through innovative and sustainable humanitarian efforts. Launched in 2022, this pioneering initiative reflects Arada’s commitment to improving the lives of vulnerable populations worldwide while fostering a culture of corporate responsibility.

The campaign’s essence is simple yet powerful: for every home purchased from Arada during Ramadan, the company builds a home for families in need globally.

Aligned with the United Nations Sustainable Development Goals (SDGs), this initiative underscores the crucial role that businesses can play in addressing global challenges, from poverty alleviation to sustainable development. The campaign’s success and impact were highlighted at the prestigious 2023 Arabia CSR Awards, where the first and second editions of ‘Home for a Home’, conducted in Kenya, were recognized for their innovative partnership model.

A Commitment to Humanitarianism

The ‘Home for a Home’ campaign embodies the UAE’s principles of humanitarianism, showcasing the country’s dedication to supporting vulnerable populations. Enabled by the support of its customers and partners, Arada continues to set a benchmark for corporate responsibility through this impactful initiative.

**Home for a Home 2022-23:
A Milestone in Kenya**

In its inaugural and second year, the ‘Home for a Home’ initiative supported 448 families in the Kakuma Refugee Camp in northern Kenya. Through a strategic partnership with The Big Heart Foundation (TBHF) and the United Nations High Commissioner for Refugees (UNHCR), Arada funded the construction of 757 homes. This landmark project also included the development of water supply infrastructure, positively impacting over 43,000 individuals in Kenya.

In its first year, the campaign achieved the construction of 407 permanent shelters and delivered essential equipment to ensure a clean water supply for both refugees and host communities. The second year witnessed the addition of 350 more homes, further solidifying Arada’s commitment to creating resilient communities.

**Empowering Refugees Through
Cash-for-Shelter**

One of the initiative’s most innovative elements was its ‘cash-for-shelter’ approach. The refugees were empowered to build their own homes and shelter units. This model allowed refugees to procure essential materials like cement and timber from local markets, fostering economic activity in host communities.

Building Communities of Hope

The collaboration between Arada, TBHF, and UNHCR went beyond merely providing shelter. It created communities with hope and dignity, demonstrating the transformative power of coordinated efforts. By engaging customers directly, the initiative showed how collective action could yield scalable and impactful solutions to global challenges.

As highlighted by TBHF, this partnership exemplifies the importance of sustainable solutions in addressing complex humanitarian challenges. By leveraging collective strengths, the initiative has delivered long-term benefits to vulnerable populations while contributing to local economies.



Expanding Horizons: Home for a Home 2024 in Syria

Building on its success in Kenya, Arada announced the third edition of the ‘Home for a Home’ campaign in 2024, targeting internally displaced families in Syria. In partnership with TBHF and Human Concern International (HCI), this campaign aimed to assist families affected by recent conflicts and the devastating February 2023 earthquakes.

The initiative funds the construction of a full residential community near Aleppo, featuring homes and crucial facilities such as a school, mosque, clinic, playground, and shops. Each home will be pre-stocked with essential items, including blankets, carpets, kitchen utensils, gas ovens, washing machines, wardrobes, and refrigerators. Additionally, the school and clinic will be equipped with relevant supplies such as furniture, stationery, and recreational kits.

Sustainability at the Core

Aligned with the UN SDGs, the 2024 campaign prioritises environmental sustainability. Contractors are mandated to adhere to stringent environmental standards, ensuring the community’s development aligns with global sustainability goals. This commitment reflects Arada’s ethos of creating long-lasting, positive impacts while preserving the environment for future generations.

Addressing Urgent Needs

Syria’s displaced populations face dire conditions, including harsh winters, limited shelter, and food shortages. Through the ‘Home for a Home’ initiative, Arada and its partners aim to alleviate these challenges by providing not only homes but also critical community services. By focusing on holistic community development, the initiative seeks to restore hope and dignity to those most in need.



757

Homes built in 2022 and 2023 with Home for a Home

448

Families supported in 2022 and 2023

340

Committed homes in the pipeline

Arada’s Humanitarian Response to the 2024 Sharjah Floods

From One Act of Kindness to a Citywide Relief Movement

In April 2024, the UAE experienced unprecedented heavy rainfall, resulting in severe flooding that deeply impacted Sharjah. Thousands of families found themselves stranded without access to essential resources such as food, water, and electricity. In response to this crisis, Arada swiftly launched a series of initiatives aimed at providing critical support to affected residents, reinforcing its commitment to social responsibility and community welfare.

The relief initiative began with a simple yet impactful act of kindness from an Arada employee who provided food and water to his neighbours. Recognising the scale of the impacts, this act quickly evolved into a coordinated relief operation led by Arada leadership and employees, mobilising a task force to deliver essential aid across Sharjah.

Braving the challenging weather conditions, Arada collaborated with the UAE Rescue Team – a local NGO, to implement extensive relief activities that included:

- **Distribution of essential supplies:** Delivered 500 aid packages and 6,500 food packages to flood-stranded residents in critical areas of Sharjah.
- **Community-driven food supply:** Coordinated the delivery of an additional 80,000 food baskets contributed by the community.
- **Emergency shelter:** Managed the establishment of a rescue camp to provide immediate refuge and essential resources to flood victims.

- **Partnership with authorities:** Worked alongside Sharjah Police and Civil Defence to ensure an efficient distribution of food, water, and emergency supplies.
- **Support for families with children:** Provided essential items, including milk and diapers, ensuring the wellbeing of vulnerable children during the crisis.

By addressing the immediate needs of affected residents and fostering a community-driven response, Arada played a pivotal role in alleviating the impact of the disaster and supporting recovery efforts.

Providing free housing and meals to the displaced

Parallel to these emergency relief measures, Arada partnered with key government entities, including the Sharjah Social Services Department (SSSD), the Sharjah Housing Authority (SHA), and Abu Dhabi National Hotels (ADNH), to offer free housing and meals to stranded residents. Special priority was given to vulnerable groups such as children, the elderly, and people of determination.

The support efforts included:

- **Temporary housing at The Nest complex in Aljada:** Sheltered 1,200 flood-affected individuals for a duration of 50 days.
- **Food and essential supplies:** Provided 39,450 meal packs and 1,060 essential care kits to displaced residents accommodated at The Nest.



Manbat’s role in the relief effort

Manbat, Arada’s social initiative in collaboration with the UAE Ministry of Climate Change and Environment, played an essential role in providing relief to flood-stranded residents. Manbat packaged and distributed 500 aid packages, each containing fresh fruits, vegetables, cooking oil, and canned goods, ensuring that families had access to nutritious food during the crisis.

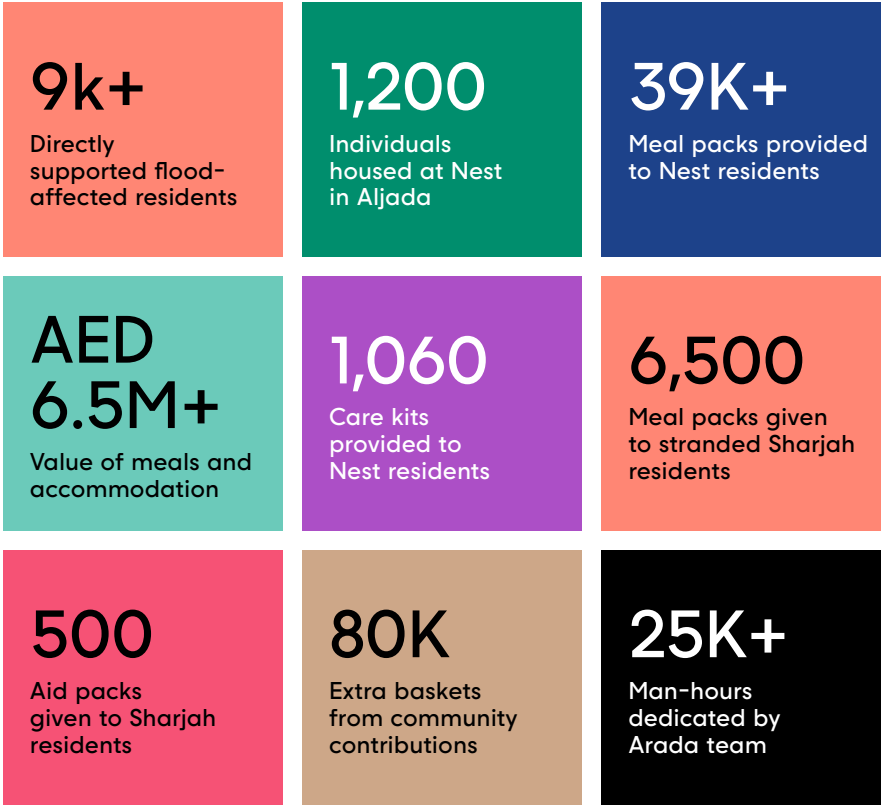
The Scale of Impact

The combined efforts of the ‘Sharjah Flood Relief Support Activities’ directly supported 9,200 flood-affected residents. The initiative involved a remarkable 25,012 man-hours contributed by Arada employees, volunteers, and subcontractors. The total value of support, including accommodation, meals, and aid packages, was approximately AED 6.5 million.

A collaborative response to a community crisis.

The comprehensive relief operation was made possible through the collaborative efforts of multiple partners, each bringing their expertise and resources to ensure an effective response. The key partners in this initiative included:

- Arada Team
- Sharjah Social Services Department (SSSD)
- Sharjah Housing Authority (SHA)
- UAE Rescue Team
- Abu Dhabi National Hotels (ADNH)



Arada Employee Donation Drive for Lebanon

In response to the devastating bombings in Lebanon in 2024, Arada launched a staff fundraising campaign to support UNHCR’s vital relief efforts.

The initiative aimed to provide support to UNHCR’s efforts of providing essential aid, including shelter, healthcare, and psychosocial support to affected Lebanese communities.

With 46 staff members contributing, and Arada Foundation matching donations, the campaign successfully raised AED 61,860. This collective effort reflected Arada’s and its employee’s deep commitment to humanitarian support, standing in solidarity with those impacted by the crisis.

Running Together, Supporting Lives

On 8 March 2024, Arada organized a special employee fundraiser run at Masaar Track in support of the UNHCR’s Sudan Emergency Appeal, held in partnership with the 777 Ultra Marathon. This initiative aimed to raise vital funds to assist those affected by Sudan’s ongoing humanitarian crisis, which has forcibly displaced more than 7.6 million people. Alarminglly, 90% of these refugees are women and children in urgent need of shelter, food, and medical support.

A total of 84 participants, including Arada staff members and their families, took part in the run, showcasing their solidarity and commitment to making a difference. Their collective efforts were further boosted by generous donations from both the Arada Foundation and individual staff contributions.

The Arada Foundation pledged AED 50,000 to the cause, while staff members donated an additional AED 14,450, bringing the total funds raised to AED 64,493.83. These contributions supported directly towards providing lifesaving support to the most vulnerable displaced families in Sudan, offering essential resources to those facing dire conditions.

Together for a Greener Future, One Step at a Time

Arada employees, alongside their families, participated in the 23rd cycle of the Clean UAE campaign, an eco-friendly initiative organized by the Emirates Environmental Group (EEG) under the patronage of the Ministry of Climate Change and Environment. With the theme “Together for a Better Environment,” the campaign highlights the importance of environmental preservation and pollution awareness.

This year’s campaign began in Ajman and is continuing across the Emirates. As part of the drive, Arada volunteers contributed to cleaning four locations in the Al Ruwayyah desert district of Dubai in collaboration with Dubai Municipality. Equipped with cotton gloves and biodegradable garbage bags, the participants included families and students, all united by a shared goal to protect the environment.

The efforts resulted in the collection of nearly 6,000kg of waste from a 10km area. Recyclable materials from the collected waste were sent to local recycling factories, emphasising the campaign’s commitment to sustainable practices.



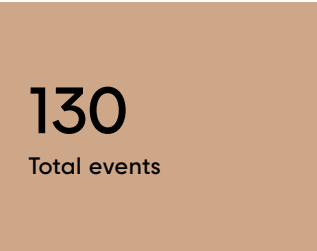
In-kind Contributions and Sponsorships

A Venue for Community, Collaboration, and Change

Since its launch in 2021, YourSpace at Aljada has evolved into a dynamic hub for events and gatherings, serving as a vital part of Arada’s commitment to corporate social responsibility (CSR).

Since its inception in 2021, YourSpace has provided its venue free of charge for 130 events, benefitting approximately 9,447 attendees and resulting in waived fees totaling AED 9,320,000.

In 2024 alone, 31 events were hosted, accommodating 2,728 attendees, and venue costs were waived, amounting to AED 1,920,000.



Empowering Society Through In Kind Contributions

Arada has firmly established itself as a leader in fostering societal growth through its robust Corporate Social Responsibility (CSR) initiatives. In 2024, Arada’s sponsorships amounted to an impressive AED 24.9 million (updated as of 30 Sep 24), representing a significant in-kind contribution aimed at nurturing local talent, promoting healthy lifestyles, and driving awareness across various domains.

These include sponsorships of events as varied as the Arab Women’s Sports Tournament, Sharjah Entrepreneurship Festival, the Tanweer Sacred Music Festival and alumni events at local universities.

An Investment in the Future

Arada’s AED 24.9 million sponsorship expenditure in 2024 represents more than just financial support; it symbolizes an investment in the future. By aligning its community engagement initiatives with the community’s needs and aspirations, Arada ensures that its contributions create a ripple effect of positive change.

Through its targeted sponsorship efforts, Arada continues to redefine the role of businesses in society—not just as economic entities but as proactive agents of change. By fostering talent, promoting health, and celebrating culture, Arada’s in-kind contributions have become a cornerstone of its commitment to building a brighter, more inclusive future for all.

Transforming public spaces through creativity, culture, and collaboration

In 2024, Arada and the University of Sharjah’s (UoS) College of Fine Arts and Design (CFAD) collaborated on a year-long initiative to create public artworks for the Nest student housing complex in Aljada, Sharjah.

This collaboration culminated in October 2024 with the exhibition “Shifting Perspectives,” which showcased artworks created by CFAD students and was attended by senior officials from UoS and Arada.

The exhibition featured large-scale abstract paintings, sculptures, and site-specific illustrations, created by junior students in their Fall 2023 and Spring 2024 studios. Two standout murals, selected by Arada’s creative team for their aesthetic appeal, creativity, technical skill, and cultural significance, will be permanently displayed adjacent to the Nest swimming pool and basketball court.

This initiative underscores Arada’s commitment to supporting local artists and fostering community engagement.



Raising Awareness, Inspiring Hope

In October 2024, Arada, in collaboration with Pink Caravan (PC), a Friends of Cancer Patients (FOCP) initiative, hosted a vibrant community awareness event at Aljada, Sharjah. Over three days, from October 4-6, the event brought together 2,500 participants, combining family-friendly entertainment with impactful breast cancer awareness activities, underscoring the importance of early detection.

The event featured free breast cancer screenings provided by PC’s Mobile and Mini Clinics. A total of 1400 individuals—both men and women—benefited from these screenings. Workshops focused on cancer prevention, self- examinations, and regular medical check-ups, with dedicated sessions offering support and resources for cancer patients and survivors.

A portion of the proceeds supported cancer patients. Additionally, exclusive merchandise from the Pink Shop contributed further to this cause, demonstrating a sustainable model for social impact.

The initiative not only raised awareness but also fostered community engagement. With 2500 attendees participating, the event showcased Aljada’s commitment to social sustainability and the wellbeing of its residents.



Masaar Track

Championing Active Living and Local Cycling Talent

Masaar Track, an advanced cycling circuit located in the lush, forested community of Masaar in Sharjah’s Al Suyoh district, exemplifies sustainable and healthy living. Spanning a 6.6-kilometre loop, the meticulously designed cycleway weaves through picturesque woodlands, offering a state-of-the-art facility for cyclists of all skill levels, from novices to seasoned professionals. Open 24 hours a day, the track is enhanced with three well-lit underpasses and one bridge to ensure seamless, safe rides throughout the day and night.

At the heart of the Masaar community lies ‘The Loop’, a dedicated hub that enriches the cycling experience. This multifunctional facility provides comprehensive services, including bike repairs, equipment rentals, and a retail shop stocked with the latest cycling gear. Visitors can also relax and recharge at the onsite café, which offers an array of snacks and beverages. Adjacent to The Loop is Zad, a popular food truck park operated by Arada, where visitors can choose from diverse menu options provided by seven different outlets, perfect for post-ride nourishment.

Including a professional cycling circuit like Masaar Track, which is a significant step in nurturing local talent and advancing professional cycling within the region. By offering a high-quality training ground that meets professional standards, the circuit enables emerging and experienced cyclists alike to hone their skills in a supportive environment. This fosters a competitive spirit and provides a platform for local athletes to develop their capabilities, preparing them for national and international competitions.

Since its opening in November 2023, the track has welcomed over 20,000 users, demonstrating its success as a cornerstone for recreational and competitive cycling in Sharjah. Ensuring safety and support, a dedicated ambulance and club car are always on standby, ready to assist cyclists in the event of accidents or any unforeseen challenges they may face on the route.

Arada’s dedication to promoting sports and wellness is further reinforced by its sponsoring the Rabdan Cycling Team and the UAE Cycling Federation, underlining its mission to support local talent and engage residents in healthy activities.



Employee Experience and Workplace Wellbeing



Arada’s Commitment to Learning and Development

Building Skills, Inspiring Leaders, Shaping Futures

At Arada, we are committed to fostering a robust learning and development culture, ensuring that our employees are equipped with the skills, knowledge, and behaviours needed for both personal and professional growth. Our approach centres on creating an environment where talent is nurtured, productivity is optimised, and innovation thrives. By focusing on vertical and horizontal growth, we empower our employees to excel in their current roles while preparing for future opportunities.

To build this culture of growth, we conduct regular gap analyses that assess skills, motivation, and alignment with the Arada Principles. These evaluations form the foundation of our learning strategies, allowing us to design targeted interventions that address specific needs. Our blended learning methodology, combining personal interests with a structured development framework, is implemented through a mix of internal expertise, external consulting, and a partnership with LinkedIn Learning.

Key Pillars of Our Learning and Development Strategy

Leadership Assessment and Development

At Arada, we believe that effective leadership drives organisational success. To this end, we have developed a comprehensive leadership program aimed at transforming managers into people leaders. This journey begins with an extensive leadership assessment, followed by personalised coaching and counselling sessions. These initiatives help leaders align with Arada’s defined

leadership behaviours, fostering an environment of collaboration, accountability, and inspiration. By developing leaders who can engage teams and customers effectively, we aim to enhance both our top-line growth and our people-centric culture.

Technical and Soft Skills Training

Our training programs are rooted in the outcomes of performance appraisals and aspirational goals of employees. This dual focus ensures a balance between addressing immediate skill gaps and supporting long-term career objectives. The curriculum is delivered through a combination of LinkedIn Learning courses and interactive classroom sessions, equipping employees with technical expertise and essential interpersonal skills to thrive in a dynamic workplace

LinkedIn Learning Access

To make learning accessible and flexible, we provide all employees with full access to LinkedIn Learning. This platform enables self-paced learning tailored to individual needs, empowering employees to take ownership of their professional development.

Arada Behaviour Training

Arada’s unique culture is built on a set of core behaviours that guide how we work and interact. To embed these behaviours, we designed a holistic learning initiative covering all employees. Through gamified activities, quizzes, and competitions, we reinforce these principles in an engaging and memorable way, ensuring they become an intrinsic part of our workforce’s mindset.

Team building for Wellbeing

Collaboration and wellbeing are central to our team-building initiatives, which are designed and led by our internal learning and development specialist alongside a fitness coach. These activities, focusing on mental and physical health, encourage employees to build stronger connections, foster a positive work culture, and enhance overall productivity.

Business and Domain Knowledge Development

For our frontline sales teams, we focus on coaching and mentoring that align with Arada’s core value: “We don’t just sell homes; we establish engaging relationships.” This approach emphasises customer-centricity, helping our sales professionals build trust and deliver value beyond the transaction.

Our comprehensive approach to learning and development is designed to cultivate a mature, knowledge-driven workforce. The outcomes we envision include enhanced employee engagement, improved productivity, and a culture of innovation and collaboration. These efforts will also contribute to higher talent retention and enable us to create disruptive products and services that delight our stakeholders and reinforce Arada’s reputation as an industry leader.

By prioritising learning and development, we are not just investing in our people but also in the future of our organisation, ensuring sustainable success for years to come.



Great Place to Work Award

Celebrating Excellence

In an impressive display of consistency and commitment to workplace excellence, Arada was once again recognized as one of the UAE’s premier employers, securing prestigious rankings in the 2024 Great Place to Work® surveys. This accolade marks yet another milestone for Arada, highlighting its rapid ascent in the realm of employee satisfaction and corporate culture since its inception in 2017.

The company debuted on the Great Place to Work® list at 47th place in the Small and Medium Organizations category in 2021, leaping to 17th in the Large Organizations category within a year. In 2024, Arada took 15th spot in the Great Place to Work® list for Large Organizations in the UAE, a testament to its sustained efforts in creating a supportive and dynamic work environment.

This ranking positions Arada alongside esteemed multinational companies like McDonald’s, DHL Express, and Hilton, underscoring its status as a key player in the real estate sector. Notably, Arada stands out as the youngest company in the top 15, reflecting its swift rise and the effectiveness of its people-centric strategies.

These rankings reflect Arada’s dedication to creating a workplace that not only drives professional growth but also nurtures personal development, making it a beacon for talent across the region and a model for other corporations aiming for excellence in workplace culture.



15
Best Workplaces
in UAE™ Large, UAE

39
Best Workplaces
in the Middle East™
Large Org

30
Best Workplaces
for Millennials™
Large Org

48
Best Workplaces
in the UAE™ 2022,
Small & Medium Orgs

17
Best Workplaces
in the UAE™ 2023
Large Org

13
Best Workplaces
for Women™
GCC, Large Org

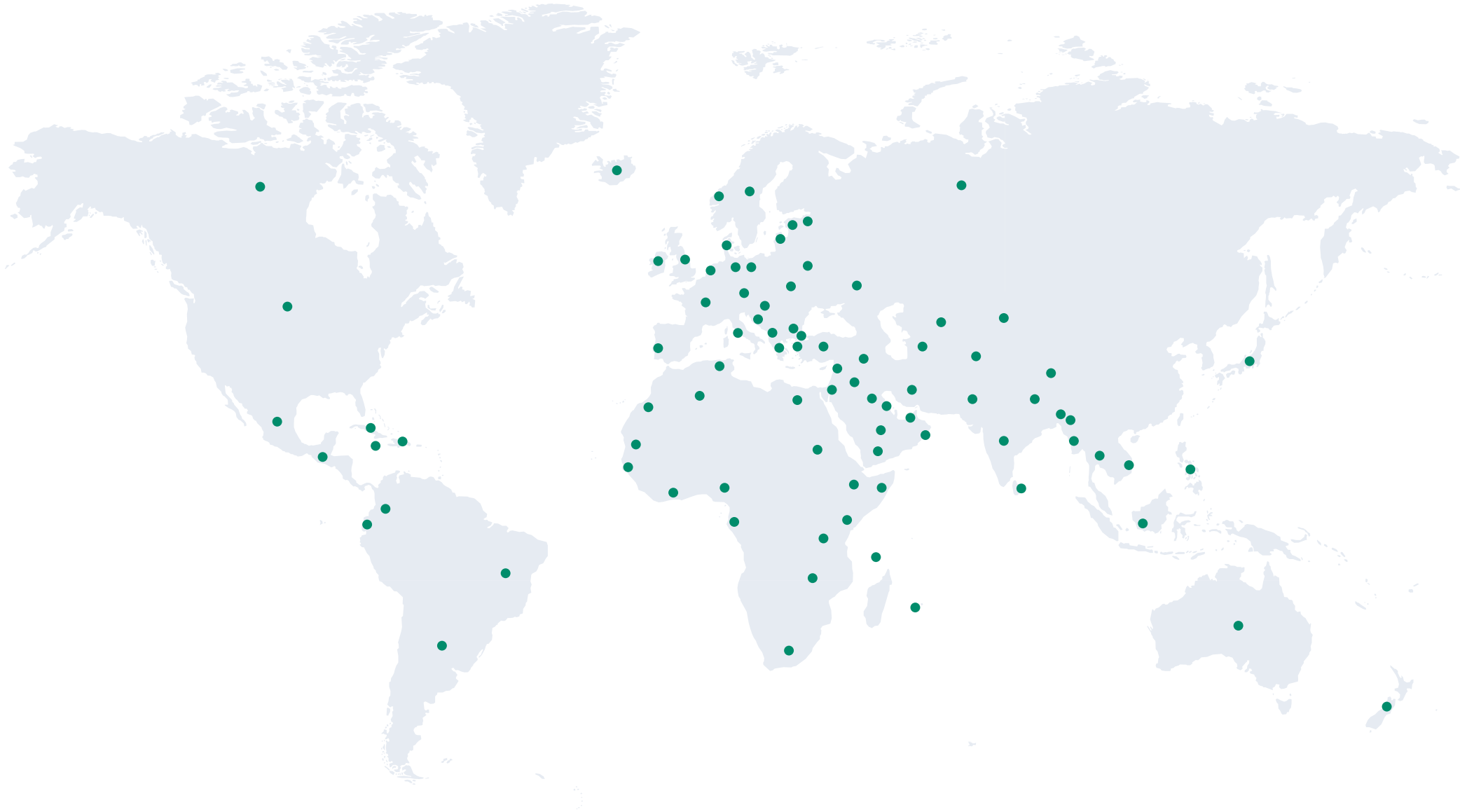
Celebrating Diversity and Inclusivity

United by Culture, Driven by Inclusion.

At Arada, diversity is more than just a defining characteristic—it is our greatest strength. With a team comprising over 58 nationalities, we take pride in fostering a vibrant, multicultural environment that fuels innovation and drives our success. For us, inclusion goes beyond acknowledging differences; it’s about celebrating them and creating meaningful opportunities for employees to connect, learn, and grow together, both professionally and personally.

Our commitment to diversity comes alive through various initiatives designed to bring people closer. Cultural events, traditional cuisine showcases, themed quizzes, and engaging activities offer employees a chance to explore and appreciate the rich heritages of their colleagues. Wearing traditional attire during cultural celebrations adds a colourful, personal dimension, enhancing the workplace experience and strengthening bonds among team members.

These celebrations are not confined to special occasions—they are seamlessly integrated into our daily operations, ensuring that everyone feels valued and included. Our workforce exemplifies global collaboration, where representation from over 58 nationalities enables us to embrace diverse perspectives, drive creativity, and better serve the dynamic needs of our markets.



88

Nationalities total

Redefining Rewards and Wellbeing

Empowering People, Enriching Lives, and Inspiring Excellence

At Arada, we are committed to fostering an environment where our employees thrive both personally and professionally. Our comprehensive total rewards program reflects this commitment, combining competitive compensation with a robust suite of benefits tailored to meet the needs of a diverse workforce. Below, we outline the key components of our program that position Arada as a leader in employee value proposition (EVP).

Comprehensive Benefits for Holistic Wellbeing

- **Medical Insurance:** We actively improve our medical insurance offerings through employee feedback, ensuring premium coverage in optical, dental, and alternative treatments by partnering with leading insurance providers.
- **Life Insurance:** Employees are supported with a comprehensive life insurance plan.
- **Workman Compensation:** Our commitment to workplace safety extends to all employees, whether site-based or office-based, through a robust workman compensation policy.

Health and Wellness Initiatives

- **Wellness Sessions:** Monthly webinars focus on diverse topics, such as cancer prevention, oral hygiene, and financial well-being, promoting awareness and positivity among employees.

- **Psychological Wellbeing:** Our Employee Assistance Program ensures access to mental health resources, recognising the importance of emotional resilience.
- **Health Camps:** Annual health check-ups, including general, dental, and ophthalmology services, help maintain employee health and wellbeing.

Flexible and Supportive Work Policies

- **Work-from-home flexibility:** Employees enjoy the option to work from home two days a month, supporting work-life balance and productivity.
- **Festival Leave:** We celebrate multicultural diversity by offering an additional day of leave for festival celebrations.
- **40-Hour Workweek with Flexi-Hours:** Our 4.5-day work week, complemented by flexible hours, ensures employees maintain a healthy work-life balance.

Employee Recognition and Financial Rewards

- **Annual Rewards and Recognition Program:** We honour the top 15% of performers annually based on our core principles and aligned behaviours.
- **Annual Bonus and Increment:** Our meritocracy-driven appraisal system ensures competitive bonuses and salary increments or promotions for high-performing employees.
- **Enhanced Grading Benefits:** Enhanced benefits under a structured grading system have positively impacted over 60% of our workforce.

- **Commission Plans:** Sales and operations teams benefit from the UAE real estate industry's most competitive commission structure.

Support for Personal Milestones and Lifestyle

- **Marriage Gift Allowance:** Newlyweds receive an allowance as a gesture of support for their new journey.
- **Annual Leave Policy:** A revised carry-forward policy ensures employees use at least 50% of their annual leave, promoting rest and rejuvenation.
- **Wellfit Membership:** Free Wellfit Health Club memberships for employees and discounted access for their families encourage physical fitness.
- Discounts with over 50 retail, hospitality as well as food and beverage brands.
- Generous discounts on Arada properties for employees.

Commitment to Long-term Career and Personal Growth

- **Golden Visa Sponsorship:** Senior management receives Golden Visa sponsorship, with additional support for eligible employees, underscoring our dedication to employee stability and growth.

Transportation and Travel Support

- **Conveyance Allowance:** Employees undertaking inter-emirate business travel receive allowances to ease travel expenses.

We understand that a thriving workforce is a key driver of organizational success. By investing in holistic rewards, fostering a culture of recognition, and prioritising work-life balance, we strive to create a workplace that empowers every employee to excel. This commitment ensures that we remain not just an employer of choice but a community that values and nurtures its greatest asset—its people.

With these initiatives, we reaffirm our pledge to deliver a world-class employee experience that aligns with our core values of Dynamic, Deliver, and Care, making Arada a leader in employee-centric practices in the UAE.

NURTURING OUR PEOPLE



Investing in holistic rewards, fostering a culture of recognition, and prioritising work-life balance, we strive to create a workplace that empowers every employee to excel.



Engagement and Communication with Employees

Listening, Caring, and Thriving Together

At Arada, We Care is not just a principle—it’s a practice. By fostering open dialogue, acting on feedback, and maintaining transparent communication, we create a workplace where employees thrive. This ethos is reflected in our comprehensive Employee communication and Engagement Channels, which ensure that every voice is heard, every concern is addressed, and every individual is empowered to contribute meaningfully to Arada’s success.

This commitment to care not only nurtures individual growth but also drives the organization forward, ensuring we remain a trusted and inspiring employer of choice.

Communication Channels

To achieve meaningful engagement, we utilize a range of targeted communication channels, each designed to serve specific purposes for employees—whether they are new, current, or former colleagues. These include:

Key Impacts of Communication Channels

The implementation of these channels has resulted in significant organisational improvements:

- Enhanced Employee Experience: A multi-faceted approach ensures that every employee feels heard, valued, and supported.
- Data-Driven Decision Making: Feedback informs policies, strategies, and cultural improvements.

- Leadership Growth: Upward reviews and 360-degree feedback help cultivate effective and self-aware leaders.



Skip-Level Focus Group Meetings	One-on-One HR Meetings	Annual Engagement Survey	My Voice Grievance Platform	Exit Interviews	Team Synergy Initiatives	Celebratory Communication	Humane HR Communication	Ask HR	Arada Connect
Open feedback platform for employees to share insights and suggestions directly with HR, bypassing immediate supervisors	Personal connection with employees to understand their aspirations, concerns, and feedback	Anonymous survey to assess workplace experience and gather feedback	A confidential platform for employees to raise workplace grievances and concerns	Gather feedback from departing employees to identify organisational strengths and areas for improvement.	Enhance collaboration and team bonding through activities and events.	Recognise personal and professional milestones to foster a sense of belonging.	Support employees during crises like natural disasters or conflicts.	A centralised platform for addressing employee queries efficiently.	Intranet platform for announcements, updates, and celebrations.
<div><div>- Annual meetings provide employees with a platform to share positive experiences, improvement areas, and suggestions directly with HR.</div><div>- Feedback is carefully analyzed and presented to department heads for actionable changes.</div><div>- Updates on changes and decisions are communicated back to employees, reinforcing transparency and trust.</div></div>	<div><div>- 45-minute one-on-one sessions allow HR to build personal connections with employees by understanding their family background, career aspirations, and feedback.</div><div>- Feedback remains confidential and is shared with leadership only for decision-making purposes.</div><div>- Follow-ups within three months address concerns raised during the meetings, ensuring accountability.</div></div>	<div><div>- Conducted in partnership with Great Place to Work (GPTW), the survey captures anonymous feedback on various workplace aspects.</div><div>- Results are analyzed and used to develop team-specific strategies in collaboration with department heads.</div><div>- Transparent updates are provided through newsletters and focus group meetings.</div></div>	<div><div>- A confidential channel for raising grievances, covering workplace harassment, favoritism, discrimination, and policy violations.</div><div>- Accessible via QR code or URL, ensuring ease of access for all employees.</div><div>- Grievances are addressed in a timely, consistent, and fair manner, ensuring employee concerns are respected.</div></div>	<div><div>- Structured surveys capture honest feedback from both voluntary and involuntary exits.</div><div>- Insights gathered inform organizational improvements and help refine processes.</div><div>- Ensures that the transition of exiting employees contributes to the growth of the organization</div></div>	<div><div>- Quarterly activities include wellness programs, team-building events, and celebrations designed to enhance collaboration and camaraderie.</div><div>- Provides opportunities for teams to bond outside the workplace setting.</div><div>- Activities help create a cohesive, inclusive work environment.</div></div>	<div><div>- Personalized birthday and work anniversary mailers from the Senior Director of HR foster a sense of belonging.</div><div>- Recognition of milestones shows appreciation for employees' contributions.</div><div>- Reinforces the organisation's commitment to celebrating personal and professional achievements.</div></div>	<div><div>- Proactive outreach to employees affected by crises such as natural disasters or conflicts demonstrates genuine care.</div><div>- Ensures the safety and wellbeing of employees and their families- Strengthens trust and emotional connection between employees and the organization.</div></div>	<div><div>- A centralized platform accessible via QR code, intranet, or email for all HR-related queries.</div><div>- Simplifies the process of seeking assistance or information from HR.</div><div>- Reflects the organization's customer-focused approach to employee engagement.</div></div>	<div><div>- A dynamic intranet platform for sharing updates, celebrating milestones, and fostering engagement.</div><div>- Welcomes new joiners and highlights achievements, birthdays, and anniversaries.</div><div>- Ensures employees stay connected and informed about organizational policies, events, and leadership communications.</div></div>

Employee Nurture Program

Empowering New Beginnings with Care and Commitment

At Arada, the principle of “We Care” is brought to life through various initiatives, with our Employee Nurture Program (ENP) standing out as a testament to our focus on creating a positive and engaging employee experience.

The ENP aims to ensure that every new colleague transitions smoothly into our organisation, feels connected to our culture, and is set up for success from the start.

Purpose and Vision of ENP

Our ENP is a comprehensive framework designed to meet three key objectives:

- **Create a Strong Sense of Belonging:** New colleagues are immersed in Arada’s inspiring story, principles, and culture, fostering loyalty and alignment with our mission.
- **Enable Continuous Improvement:** Engagement sessions and structured feedback loops allow us to refine our processes dynamically, ensuring our policies meet the evolving needs of our team.
- **Support Early Productivity:** By providing new hires with robust support from managers, HR, and their teams, we ensure a seamless integration that enhances their confidence and performance.

This focus on nurturing talent has resulted in tangible benefits such as higher retention rates, increased engagement, and a thriving workplace culture.

The ENP Framework: A Multi-Layered Approach

The ENP employs a structured approach to support new employees at key touchpoints in their initial months:

- **Pre-Joining Engagement:** Before their first day, prospective hires receive clear guidance and communication about joining formalities, helping to establish trust and clarity early on.
- **Detailed Induction Program:** Our half-day orientation session introduces new employees to Arada’s legacy, values, policies, and projects. This immersive experience fosters an immediate connection and sets the stage for a productive relationship.
- **First Month Impression Survey:** Feedback from new employees during their first month helps identify challenges and areas for improvement, ensuring timely action and support.
- **Second Month Focus Group:** After two months, new hires participate in a two-hour interactive session hosted by HR and learning specialists. This initiative includes team-building activities, discussions on Arada’s principles, and candid feedback sessions to align expectations and address concerns.
- **Third Month Impression Survey:** At the three-month mark, we conduct another survey to assess evolving needs and ensure continued alignment and satisfaction.
- **Arada Tour:** A guided tour of Arada’s flagship projects deepens new employees’ connection to the brand and showcases the scope and impact of our work.

Results and Continuous Improvement

Over the past two years, the ENP has evolved into a robust and dynamic program that delivers measurable results:

- **Enhanced Employee Experience:** New hires feel a strong sense of belonging, directly impacting their motivation and commitment.
- **Improved Retention:** The program has significantly reduced attrition rates during the critical first year.
- **Increased Engagement:** Structured feedback and timely actions demonstrate to employees that their opinions matter, fostering trust and collaboration.
- **Dynamic HR Practices:** Insights from new hires drive continuous improvements, from system enhancements to work-life balance initiatives for specific teams.

A Culture of Caring

Arada’s Employee Nurture Program reflects our dedication to our people’s well-being. By prioritising listening, tracking, engaging, and taking action, we ensure that every colleague is empowered to perform. The ENP stands as a shining example of how “We Care” translates into meaningful actions within an inclusive, dynamic workplace culture.

As we continue to grow, this program will continue driving productivity, reduces attrition, and promotes excellence in HR practices.

EMPLOYEE NURTURE PROGRAM



The focus on nurturing talent has resulted in higher retention rates, increased engagement, and a thriving workplace culture.



Performance & Talent Management

At Arada, we are committed to fairness, transparency, and growth in managing performance and nurturing talent. Our automated performance appraisal system leverages a balanced scorecard approach to ensure objective and comprehensive evaluations.

To enhance transparency, we utilise the Key Observation Report (KOR) process, enabling real-time feedback, recognition of achievements, and identification of improvement areas. This dynamic system supports both annual and probationary appraisals, driving continuous improvement.

How does our Performance Management System work?

Our performance management system is a comprehensive and structured process segmented into key stages to drive employee development and organisational success.

1. KPI/Goal Setting

Goals are defined in alignment with organisational objectives by December for the following year. These KPIs, based on a balanced scorecard, cover five core areas: profits, processes, people, patrons, and initiatives. New employees have KPIs established within their first week.

2. Quarterly and Half-Yearly Reviews

These reviews ensure continuous feedback and monitoring of progress, fostering a culture of improvement and engagement throughout the year.

3. 360-Degree Appraisal Review

All supervisory grades undergo an annual 360-degree appraisal, focusing on holistic feedback for leadership development. This process leads to individualised coaching and training plans.

4. Learning and Development Initiatives

Training programs address both technical and behavioural needs, emphasising mentoring and self-improvement. Progress is reviewed continuously to ensure impactful results.

5. Annual Appraisal Review

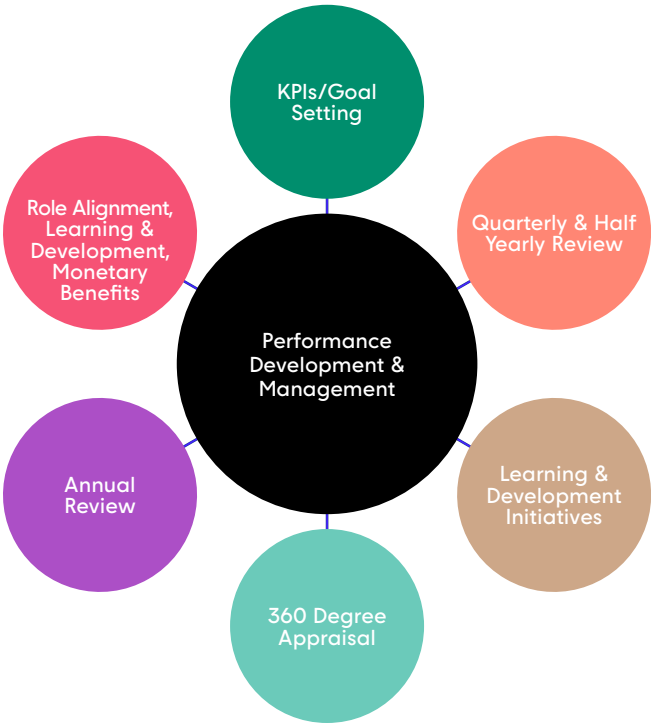
Employees with over six months of service are assessed based on KPIs (70%) and adherence to Arada Principles (30%). Outcomes include career alignment, succession planning, salary adjustments, and bonuses.

6. Performance Ratings

Employees are rated on a five-point scale, from “Significantly Exceeded Expectations” to “Did Not Meet Expectations.” This structured rating system ensures clarity, fairness, and actionable feedback.

7. Performance Improvement Process

For employees not meeting expectations, a structured improvement process is implemented, focusing on identifying deficiencies, setting expectations, and providing ample support to address gaps.



Talent Management

Investing in talent development is integral to our strategy. Post-appraisal, top and key talent— around 30% of the workforce—are identified collaboratively by department heads and HR. Tailored strategies for this group include learning priorities, career growth plans, and retention measures such as bonuses.

To cultivate leadership, we conduct assessments followed by coaching and counselling to transform managers into effective people leaders.

Talent Attraction

Recruiting the right talent is key to Arada’s success. Our comprehensive hiring process evaluates candidates on their skills, will, and track record of exceptional contributions. We attract talent from global multinationals and local conglomerates, leveraging our strong brand and people practices to secure top-tier professionals.

Internal Career Development

We prioritise internal growth by assessing existing employees for new opportunities before seeking external candidates. This approach supports both vertical and horizontal career development, creating transparent and fair pathways for advancement.

At Arada, our holistic approach to performance and talent management fosters a culture of excellence. By emphasising transparency, supporting growth, and recognising achievements, we ensure that every employee can contribute meaningfully and advance their career.

Exclusive Offers & Staff Discounts

Enhancing Wellness

At Arada, we strive to enhance the lives of our employees by offering a range of benefits that go beyond the workplace. Through our staff discount program, we provide exclusive deals that cater to diverse needs, from education and leisure to everyday essentials and financial solutions.

Expanding Our Discount Offerings

We continue to grow our list of partnerships, ensuring employees have access to valuable discounts across various sectors.

Recent collaborations include:

- **Telecom Discounts:** A partnership with Etisalat, offering exclusive corporate discounts on subscription plans, making connectivity more affordable for employees.
- **Banking Benefits:** Special offers from a leading bank, providing employees with access to favourable rates and packages for their financial needs.
- **Education:** Discounts at schools, easing the financial load for employees with families.
- **Dining and Hospitality:** Deals at food and beverage outlets and local hotels, perfect for everyday dining or staycations.

These offers, alongside many others, are sourced from our trusted tenants in Aljada and Masaar, as well as external partners like hotels, suppliers, and service providers. All updates are communicated promptly via email, and details can be found on our internal 'Connect' page.

Promoting Sustainability and Wellbeing

Aligned with our commitment to sustainability, we recently worked with the vendor who installed water purifiers at our headquarters to provide employees with discounted installations for their homes, reducing reliance on single-use plastic bottles.

We also promote employee wellbeing by offering free memberships to our Wellfit gyms, encouraging an active lifestyle and fostering a healthy work-life balance.

More Than Perks—A Commitment to Your Growth

These initiatives reflect our dedication to creating a supportive and enriching environment. By leveraging these discounts and wellbeing benefits, employees can enjoy meaningful savings and enhancements to their personal and professional lives.

5
Discount
categories



Work from Home Flexibility

Enhancing Flexibility and Productivity

While we previously offered Work from Home (WFH) options, in November 2024, Arada formally introduced a Work from Home (WFH) policy to provide employees with greater flexibility while maintaining high productivity and performance standards. This initiative reflects the company's commitment to fostering a supportive and progressive work environment.

The WFH policy enables eligible employees to work remotely, offering a balance between professional and personal responsibilities. Designed with both flexibility and accountability in mind, the policy ensures employees can meet their work commitments effectively while enjoying the convenience of remote work.

This policy will be periodically reviewed and adjusted as needed to align with evolving business requirements and employee needs. It exemplifies Arada's vision for a modern workplace where flexibility and productivity coexist.

Medical Camps for Arada Employees

"We Care" in action

In September 2024, Arada demonstrated its steadfast commitment to the well-being of its workforce by organizing a comprehensive medical camp at its offices. This initiative aligns with the Arada principle of 'We Care', focusing on the holistic health of nearly 200 employees who participated.

The camp offered a range of health services, including general check-ups, vision care, and dental consultations. Additionally, employees were introduced to the TruDoc consultation facilities, ensuring they received professional medical advice in a supportive and encouraging environment.

This proactive approach not only aids immediate health improvements but also empowers employees to manage their long-term health effectively.



Internal Career Development Policy

Internal Growth, Infinite Possibilities

Arada has always been a proponent of personal growth and career development. Recognizing the vital link between employee progression and organizational success, Arada introduced an Internal Career Development (ICD) Policy in 2024.

This initiative is designed to enrich our employees' careers and reinforce our collective success.

Overview of the ICD Policy

The ICD Policy at Arada provides a robust framework for all employees eager to expand their professional horizons. It offers a structured approach to career advancement, ensuring every team member has the opportunity to grow and evolve with us.

Key Components of the Policy:

- **Purpose and Scope:** The policy serves all employees across Arada and its group companies, aimed at fostering a supportive environment for career progression.
- **Objectives:** Our goals are clear – to facilitate professional growth, recognise and reward contributions, and ensure fairness in all career movements.

The policy outlines a straightforward process for all employees, focusing on inclusivity and equal opportunity. It encourages every individual to aspire to higher roles or explore different functions within the organization.

Expanded Mental Health Coverage

Balancing Mind and Body

At Arada, we recognize that the well-being of our employees is paramount to our collective success. In our ongoing commitment to fostering a healthy and supportive workplace, in 2024, we expanded our health insurance plan to include comprehensive mental health services. This enhancement reflects our dedication to addressing both the mental and physical health needs of our team members.

Mental health is a crucial component of overall wellness, impacting productivity, job satisfaction, and personal fulfilment. By integrating mental health support into our insurance offerings, Arada aims to provide employees with the necessary resources to navigate challenges such as stress, anxiety, and other mental health concerns. This initiative underscores our belief that taking care of mental health is just as important as maintaining physical health.

Arada Behaviour Training Program

Embedding Core Values for Sustainable Growth

In May 2024, Arada launched a comprehensive "Arada Principles and Behaviours" training program designed to reinforce the core values that have contributed to the company's success. Focused on the principles of Dynamism, Delivery, and Care, the initiative introduced employees to nine fundamental behaviours intended to guide everyday actions, decisions, and interactions.

Spanning over six months, the training program reached 570 employees and encompassed a total of 69 hours. Led by Arada's in-house Learning & Development (L&D) consultant, in collaboration with an external consultant, the sessions combined expert insight with practical, hands-on learning opportunities. This ensured that participants not only understood the principles and behaviours conceptually but could also see how these apply to real-life scenarios within the company.

The training sessions were highly interactive, encouraging open dialogue, reflective exercises, and collaborative activities that provided employees with a deeper understanding of Arada's cultural ethos. By collectively exploring these principles and behaviours, team members were equipped to internalise them better, making these guidelines an integral part of the company's day-to-day operations. This initiative aimed to foster a meaningful cultural shift. By helping employees embrace the value and importance of Arada's principles and behaviours, the company seeks to strengthen its position as an employer of choice.

Safeguarding Health, Safety and Environment



HSE Management System

Building Safely, Sustaining Excellence.

Ensuring the health and safety of employees, contractors, and the surrounding community while minimising environmental impact is a core commitment of our organisation. Our Health, Safety, and Environmental (HSE) Policy underscores this dedication by providing a clear framework for managing risks and fostering a culture of safety and environmental stewardship.

Our robust Health, Safety, and Environmental Management System (HSEMS) integrates these principles, adhering to international standards and implementing innovative measures to achieve excellence in every project.

Currently, we are refining our HSEMS to align with ISO 45001 and ISO 14001 standards, with a clear intent to obtain certification in the near future. Through continual improvement initiatives, we aim to ensure that our safety and environmental practices remain dynamic, responsive, and aligned with evolving industry best practices.

Objectives and Scope

Our Health, Safety, and Environmental (HSE) objectives are multifaceted, focusing on creating a secure workplace, protecting the environment, and exceeding compliance standards. Key objectives include:

- **Protect Stakeholders:** Safeguard all personnel, contractors, and the public from occupational and environmental risks.
- **Promote Excellence:** Achieve performance that surpasses regulatory requirements and aligns with global best practices.
- **Encourage Sustainability:** Minimize environmental impact through resource-efficient and innovative practices.

The scope of our HSEMS encompasses:

- All operational levels and stakeholders, including employees, contractors, and subcontractors.
- Regular reviews and updates to ensure relevance and effectiveness across diverse projects and evolving industry standards.

Vision, Goals, and Targets

Our organisation is committed to becoming a leader in health, safety, and environmental performance by fostering a culture of excellence through proactive measures, regulatory compliance, and adopting international standards.

We aim to achieve this by focusing on fostering a safe and healthy workplace, promoting a culture of safety across all levels, and reducing environmental impacts through sustainable practices. By continuously improving our health, safety, and environmental management practices and ensuring compliance with all relevant guidelines, we strive to maintain the highest standards in these critical areas.

Planning and Implementation

Our robust Health, Safety, and Environmental Management System (HSEMS) relies on proactive planning and seamless implementation of measures designed to prevent incidents and promote a culture of safety.

Every individual on a project is first inducted before beginning their work, ensuring they understand the safety protocols, project-specific risks, and expectations. This includes a structured framework that integrates industry best practices, aligns with regulatory requirements, and fosters a culture of continuous improvement.

By addressing potential risks and implementing effective control measures, our HSEMS ensures the safety and wellbeing of all stakeholders while maintaining operational excellence. Below are the key measures we implement:

- **Hazard Identification and Risk Control:** Conduct comprehensive risk assessments by engaging in walkthroughs, employee consultations, and reviewing past incidents to identify potential hazards. Controls include elimination, substitution, and engineering solutions such as barriers and safety systems. Regular updates to assessments ensure they remain relevant to evolving conditions.
- **Legal and Regulatory Compliance:** Monitor and integrate local and international regulations into operational processes, ensuring compliance through continuous training and contractor agreements.
- **Competence and Training:** Provide targeted training programs to equip employees with knowledge of their responsibilities and the skills needed to mitigate risks. Update training materials frequently to reflect evolving practices and standards.
- **Operational Controls:** Develop and implement site-specific protocols aligned with HSE standards. Ensure accountability by documenting and addressing non-compliance issues to foster continuous improvement.
- **Emergency Preparedness and Response:** Create detailed emergency response plans for diverse risks such as fires and natural disasters. Test the effectiveness of these plans through regular mock drills and maintain clear communication pathways.
- **Incident Reporting and Investigation:** Establish robust systems for immediate reporting and thorough investigation of incidents. Share lessons learned across the organisation to strengthen future preventive measures.





LTIFR for
workers across
construction

0.03

221

HSE focus audits

149

HSE rewards
and recognition

194

HSE campaigns
focused on the
Golden Rules

1,592

HSE training hours

37

Sharjah
Prevention & Safety
Authority visits

1,290

Individuals rewarded
for HSE performance

447

HSE site walks

Arada’s 12 Golden Rules for Safety

A Commitment to a Safer Workplace

Recognising the significant risks associated with construction projects, we have developed and implemented a set of 12 Golden Rules for Safety.

These rules, created between 2020 and 2022, are fully integrated into our Health, Safety, and Environment (HSE) Management System and were further refined in HSE SOP Rev 02, circulated in April 2023.

Each of the 12 rules addresses key hazards commonly encountered in construction environments, providing clear guidance on the “Dos” and “Don’ts” for high-risk activities. By following these rules, we aim to create a safer work environment for everyone involved in our projects. Importantly, the rules are actively communicated across all projects, with each rule being celebrated and promoted over the course of the year through monthly campaigns. This ensures that safety remains at the forefront of daily operations.

By embedding these rules within our HSE Management System, we maintain a structured and systematic approach to safety, ensuring that the rules are more than just theoretical—they are put into practice on every site, every day. Our HSE Management System emphasizes compliance, accountability, and continuous improvement, all of which are supported by the Golden Rules.

The 12 Golden Rules for Safety
Permit to Work

1.

All high-risk and non-routine activities require a valid Permit to Work. Other activities must be covered by a Method Statement and Risk Assessment to ensure adequate control measures are in place.
2.

Work at Height
Any task involving work at height requires the use of fall protection measures. This ensures that the high potential for falls is mitigated, and workers are safeguarded against accidents.
3.

Report All Incidents
Every incident or accident, no matter how minor, must be reported immediately. This ensures that necessary actions are taken to prevent future occurrences and maintain a safe work environment.
4.

Safe Mechanical Lifting
Under no circumstances should anyone stand beneath a suspended load. Strict adherence to this rule helps avoid serious injury or fatalities due to lifting operations.
5.

Isolating Energy Sources
Before commencing work, isolation of energy sources must be verified. Life protection devices are required when working with energy sources to prevent accidental contact or electrocution.
6.

No Drugs or Alcohol
Alcohol and non-prescribed drugs are strictly prohibited at any Arada site. This rule ensures that all personnel remain fully alert and capable of performing their duties safely.

7.

Confined Space
Authorisation is required to enter confined spaces, as they present unique hazards such as limited oxygen, toxic gases, and restricted access for emergency response.
8.

Driving
Safe driving practices must always be followed, including wearing seat belts, avoiding phone use driving, and complying with speed limits and project road rules.
9.

Excavation
Safe excavation methods must be adhered to, with a focus on verifying underground utilities and implementing appropriate protection measures. This ensures the safety of workers and prevents damage to critical infrastructure.
10.

Plant & Equipment
Plant and equipment must be operated by competent personnel. The operator’s competency, the availability of a banksman, and the fitness of the equipment are all crucial for safe operation, eliminating man-machine interface risks.
11.

Emergency Preparedness
An emergency response team and related equipment should always be available. Clear communication of emergency procedures ensures that all personnel are prepared to act quickly in the event of an emergency.
12.

Line of Fire
Awareness of hazards that could place workers in the “line of fire” is essential. Vigilance and prompt action can prevent major incidents and protect workers from dynamic construction risks.

A Proactive and Educational Approach

We believe that promoting a culture of safety requires more than just rules. It involves continuous education, awareness, and communication. At Arada, the implementation of the 12 Golden Rules is reinforced through monthly campaigns that focus on each rule. These campaigns involve training sessions, on-site demonstrations, and interactive discussions to ensure every worker understands the importance of these safety measures.

Continuous Improvement and Commitment

At Arada, safety is not static—it evolves with each project, adapting to new risks and opportunities for improvement.

The continuous integration of feedback from the field ensures that our safety protocols are dynamic and responsive to the challenges of construction work. By incorporating new technologies and best practices, we strive to elevate our safety standards and ensure that the Golden Rules are applied effectively and efficiently.

In conclusion, Arada’s 12 Golden Rules for Safety form the backbone of our efforts to create a safe working environment at our Projects. Fully integrated into our HSE Management System and supported by ongoing educational initiatives, these rules help mitigate risks and instil a culture of safety across all projects.

HSE Emergency Preparedness and Risk Management

Emergency Preparedness and Response at Arada’s Construction Projects

Construction projects are inherently dynamic and high-risk environments. Ensuring safety and mitigating risks require a robust Emergency Preparedness and Response (EPR) strategy. At our construction sites, we prioritise safety and environmental protection by adhering to industry best practices and creating a culture where preparedness is integral to operations.

At Arada, safety and environmental stewardship are non-negotiable priorities. This focus is of utmost importance in safeguarding lives, assets, and the environment, ensuring operational continuity, and maintaining compliance with legal requirements and public trust.

By fostering a proactive safety and environmental culture, we aim to:

- Minimize workplace injuries and fatalities.
- Protect the environment and community surrounding our projects.
- Maintain project timelines and reduce financial losses associated with emergencies and incidents.

Below is an overview of our Emergency Preparedness and Response planning, including its role in preventing and mitigating environmental incidents.

Understanding Emergency Preparedness and Response
Emergency Preparedness and Response is the systematic process of planning, organising, and managing resources to address potential emergencies. In construction, emergencies include accidents, fires, structural collapses, hazardous material spills, and natural disasters like earthquakes and floods. These events can also have significant environmental repercussions, such as contamination of water bodies or soil, requiring

immediate and well-coordinated responses. A well-prepared approach minimises risks to life, property, and the environment, ensuring the continuation of critical operations and mitigating long-term environmental impact.

Key Components of our Emergency Preparedness and Response Planning

- **Risk Assessment and Hazard Identification:** Comprehensive assessments identify risks, including structural vulnerabilities, hazardous materials, and environmental sensitivities like proximity to water sources or habitats.
- **Emergency Response Plan (ERP):** The plan defines roles and actions for emergencies.
- **Training and Drills:** Regular drills to ensure readiness for emergency scenarios.
- **Communication Systems:** Alarms and alerts ensure timely dissemination; reporting systems prioritise rapid environmental responses.
- **Emergency response equipment:** first aid stations, fire extinguishers, spill kits, etc. Evacuation and Containment Protocols: Evacuation routes and containment tools safeguard personnel and manage crises.
- **Incident Analysis:** Documentation, root cause analysis, corrective/preventive action, etc. to drive improvement and to ensure that the same doesn’t get repeated.

In 2024, 33 Mock emergency response drills were conducted to ensure that the projects were well-prepared to respond to emergencies. These included fire evacuation drills, medical response drills, spill drills and so on..

As part of our HSE Management System, all projects maintain emergency response plans integrating subcontractor arrangements, clear communication protocols, and scenarios addressing fire, severe weather, medical emergencies, and environmental incidents.

Every Project is required to have:

- A project-specific Emergency Management Plan.
- A project-specific Emergency Evacuation Plan covering site, office, and environmental impact considerations.

Emergency preparedness is embedded in our HSE’s 12 Golden Rules. These principles mandate that competent emergency response teams and necessary equipment, including environmental containment tools, are always available on-site. Additionally, emergency procedures are communicated to all workers to ensure awareness and compliance.

Our HSE team plays a pivotal part in ensuring our projects are ready and prepared to manage any emergencies, including those with potential environmental consequences. Emergency Preparedness and Response is more than a regulatory requirement—it is a moral, operational, and environmental imperative.

33

Mock response drills ensuring readiness



Contractor Health & Safety Practices Evaluation

Rewarding Excellence, Elevating Safety.

In January 2024, we launched a strategic initiative to enhance Health, Safety, and Environmental (HSE) performance across our projects by evaluating contractors based on defined performance criteria.

Initially implemented at one of the most significant projects – the Aljada master community project in Sharjah, the initiative was later expanded to the Jouri Hills project in Dubai. Plans are underway to standardise this evaluation across all our projects. This approach represents a critical integration into our HSE Management System, fostering a culture of accountability, competition, and continuous improvement.

Since the initiative’s launch, 12 contractors have been evaluated under this comprehensive framework. This milestone reflects the program’s growing influence, driving contractors to prioritise safety and environmental stewardship while fostering healthy competition.

Contractor Evaluation Framework

The evaluation process involves monthly assessments based on a comprehensive scoring system, where contractors are rated across various categories. Based on a total score of 995 points, contractors are classified into groups A, B, C, or D.

The results are shared transparently, recognising top performers while identifying underperformers for closer monitoring and support through tailored action plans. This process has fostered a healthy sense of competition among contractors. HSE teams from contractors feel a sense of pride and accomplishment when their efforts are

acknowledged publicly, especially in front of their own management. The recognition motivates teams to maintain and enhance their performance, setting a benchmark for others to follow.

Contractor Grouping and Evaluation

Contractors are grouped based on their scope of work:

- 1. Building Projects
- 2. Infrastructure, Landscape & Enabling Projects

Each group is evaluated against a detailed set of criteria, emphasizing leading and lagging HSE indicators. Below are some of the key areas of evaluation:

- **Personal Protective Equipment (PPE):** Proper use and maintenance of essential safety gear.
- **First Aid and Emergency Response:** Availability of resources, trained personnel, and preparedness for emergencies.
- **Fire Prevention and Protection:** Proper storage, equipment maintenance, and evacuation measures.
- **Welfare Facilities:** Hygiene, potable water, and rest areas for workers.
- **Electrical Safety:** Regular inspections, appropriate warning signage, and certified electricians.
- **Tools and Equipment:** Safe usage, condition checks, and operator training.
- **Work Environment:** Cleanliness, signage, as well as adequate lighting.

- **Scaffolding and Work at Height:** Compliance with safety measures and equipment standards.
- **Material Handling and Lifting:** Operator competence and safe equipment use.
- **Waste Management:** Proper segregation, collection, and disposal.
- **Site HSE Management:** Training, supervision, and adherence to HSE plans.
- **Environmental Management:** Environmental & Sustainable practices and effective traffic management.

The competitive aspect of this evaluation has been a key driver of success. For underperformers, the evaluation process becomes an opportunity for growth, with action plans designed to address gaps and elevate their performance.

This initiative shows our commitment to creating safer, healthier, and more sustainable project environments. We also recognise the important contributions of everyone involved.

12
Contractors
evaluated



Culture and Engagement



Arada’s Culture Challenges

Bringing to Life

Since 2023, Arada has hosted a series of culture challenges designed to bring the company’s core principles and values to life through engaging, interactive activities. These challenges are more than just team-building exercises; they serve as catalysts for collaboration, creativity, innovation, communication, adaptability and social responsibility. Set against the vibrant backdrop of YourSpace at Aljada, these events offer employees a unique chance to develop vital skills in a fun and gamified format.

A Commitment to Cultural Growth

The culture challenges were introduced to ensure that Arada’s workplace remains dynamic, inclusive, and closely aligned with the organisation’s guiding principles. Starting as a small initiative, these Challenges have grown considerably. In 2024 alone, Arada conducted 13 distinct Culture challenges, drawing 400+ participants from a wide range of departments. On Fridays, a new group steps into a carefully crafted scenario designed to test their teamwork, creativity, and communication skills.

To promote company-wide involvement, Arada has identified Ambassadors—passionate representatives from various departments—to champion these initiatives. Their role is to sign up their team members for these challenges throughout the year.

Arada’s annual target participation rate from all departments ranges between 80% and 100%, ensuring that the Culture Challenges resonate across the organisation.

Each time, these activities typically involve representatives from every department. By mingling in cross-functional teams, participants gain fresh perspectives and build stronger internal networks.

A Gamified Reflection of Arada’s Values

Each Challenge encapsulates essential values—adaptability, innovation, communication, integrity, and social responsibility. The activities are intentionally structured to reflect real-world workplace dynamics. They prompt participants to address uncertainty, harness the strength of diverse ideas, communicate openly, and find innovative solutions, just as they would in their professional roles.

Looking Ahead

The Culture Challenges have grown into an integral part of Arada’s identity. The enthusiastic participation and high engagement levels demonstrate their tangible impact. They do more than create enjoyable experiences—they build stronger teams, deepen understanding of Arada’s values, and reinforce the skills that drive organisational success. Participants often report higher levels of trust, improved cooperation, and a renewed sense of purpose.

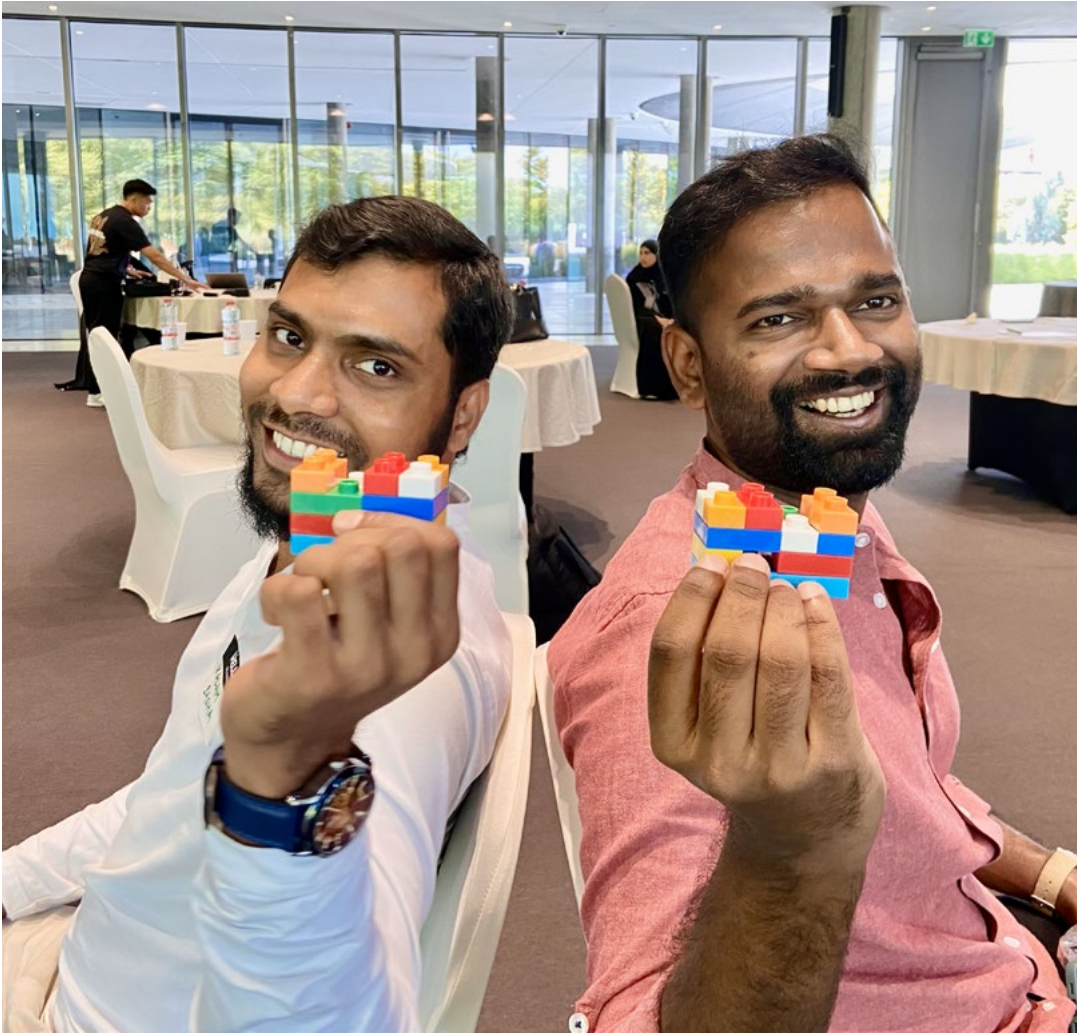
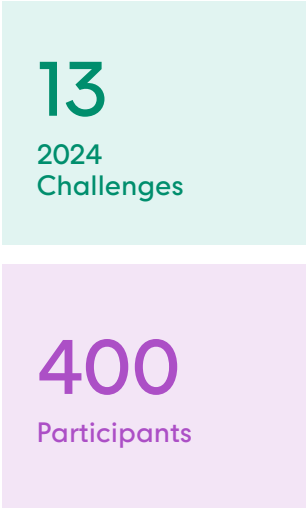
Looking to the future, Arada aims to expand these programs further, integrating new elements of sustainability, technology, and social responsibility.

Arada’s Culture challenges exemplify how intentional, well-designed activities can bring a company’s values to life. From “Build Bridges, Not Walls” to “Chain Reaction” and the “Solar Buddy” initiative, each Challenge nurtures essential professional and interpersonal skills. These events remind everyone that it isn’t just an abstract

concept—it’s a lived experience shaped by everyday actions, choices, and interactions.

By continuously investing in these Challenges, Arada reinforces the importance of teamwork, adaptability, communication, and social impact.

As Arada’s culture challenges evolve, they serve as a testament to the enduring power of being the foundation of success, ensuring that the Arada family thrives in a rapidly changing world.





Arada Synergy Activities

Building Stronger Teams, Fostering Connections Through Fitness and Healthy Living

In 2024, Arada’s departments actively engaged in Synergy activities designed to foster deeper connections and stronger working relationships among team members. These initiatives provided employees with opportunities to socialise and connect beyond their usual work interactions, thereby enhancing overall team synergy.

The Synergy program was a collaborative effort with Wellfit and Hungry Wolves, focusing on fitness and healthy eating as foundations for team building. Each department began with a briefing session conducted by HR, Learning & Development, and Heads of Department, outlining the objectives and schedule of the activities. Participants then engaged in sessions that included diverse activities such as spinning classes, body pump, boot camp, and team games. These dynamic sessions not only promoted physical well-being but also encouraged teamwork and mutual support.

Special arrangements were made for departments with larger headcounts to ensure inclusive and effective participation.

Throughout the year, a total of 19 Synergy activities were conducted over 60 days, involving more than 500 employees across various departments. By integrating fitness and healthy eating into team-building efforts, we significantly strengthened interdepartmental relationships and enhanced the overall workplace environment.

These Synergy activities have proven to be a vital component in Arada’s strategy to promote a healthy, connected, and high-performing team, setting a strong foundation for continued success in the future.



19
2024
Challenges

400
Participants

Social Clubs

Connecting People, Building Community

At Arada, we recognize that the strength of our community lies in the diversity, engagement, and wellbeing of our employees. One of the key initiatives supporting this vision is our network of Social Clubs, which foster inclusion, personal development, and social sustainability within our organisation. With seven social clubs and more than 350 Arada staff members, these groups serve as vital platforms for building a socially sustainable and connected workplace.

Social Clubs are voluntary, employee-led groups that bring individuals together based on shared interests, backgrounds, or demographic factors such as gender, ethnicity, lifestyle, or career aspirations. They go beyond merely creating smaller communities within our company; they play a pivotal role in aligning individual passions with our broader organizational goals, driving both employee satisfaction and Arada’s commitment to sustainability.

Diverse Social Clubs Offerings at Arada

Our Social Clubs cater to a wide range of interests and purposes, including photography, gardening, hiking, cycling, badminton, basketball and cricket.

Multifaceted Benefits for Employees and Arada

Social Clubs at Arada offer a variety of benefits that enhance both the employee experience and organizational success:

- **Networking Opportunities:** Social Clubs provide cross-departmental networking platforms, enabling employees to connect personally and professionally, strengthening collaboration.

- **Professional Development:** Many Social Clubs facilitate leadership and project management opportunities, crucial for career advancement and skill-building.
- **A Sense of Belonging:** Social clubs cultivate an inclusive, supportive atmosphere by creating spaces where employees feel valued and heard.
- **Retain & Attract Talent:** Arada’s vibrant Social Club ecosystem signals a deep commitment to diversity and inclusion, helping it attract and retain top talent from diverse backgrounds.

Social Clubs: Linking Passion to Purpose

- **Social Clubs:** Social Clubs at Arada don’t just enrich our internal community—they also play an essential role in promoting social sustainability. These groups are instrumental in aligning employee passions with Arada’s purpose, driving positive impacts within and beyond the workplace.
- **Promoting Sustainability:** Social Clubs focused on outdoor activities, environmental conservation, and green initiatives contribute directly to Arada’s environmental goals and support corporate sustainability efforts.
- **Building Social Bonds:** By fostering connections across departments and encouraging diversity, Social Clubs strengthen the social fabric of our organization, enhancing overall employee wellbeing.

By nurturing employees diverse interests and talents, these groups are integral to building a workplace where personal passions fuel professional growth, collaboration, and a shared commitment to positively impacting society and the environment.



7

Social Clubs

358

Registrants



Corporate Games

Stronger Together, Achieving More.

Arada achieved a significant milestone in the 2024 Annual Corporate Games, with 187 employees competing across 41 categories of games. Out of 55 participating companies, Arada secured an impressive 7th place, a notable improvement from last year's 11th place finish. The Annual Corporate Games offer businesses an opportunity to promote teamwork, wellness, and employee engagement through various sports, including football, basketball, swimming, and chess. This year, Arada's employees provided an exceptional performance, coming together to compete, build camaraderie, and strengthen relationships across departments.

The leap from 11th to 7th place reflects Arada's growing emphasis on employee well-being and team-building initiatives. The company's leadership is committed to creating a supportive environment that encourages both personal and professional growth. The high level of participation and enthusiasm demonstrated by Arada employees highlights the company's dedication to fostering a healthy and vibrant workplace culture.

The improvement in our ranking is a reflection of their hard work, dedication, and the values of teamwork and sportsmanship that we strive for.

The company aims to build on this year's success and continue fostering a culture of health, unity, and collaboration.

Arada's participation in the 2024 Annual Corporate Games reinforces its commitment to employee well-being, teamwork, and a strong corporate culture—values that drive its ongoing success.



41
Categories

187
Employees
participating

Arada’s Principles and Behaviours Quiz competition

Living the Arada Spirit through gamification

In 2024, Arada launched a Principles and Behaviours Quiz following the successful completion of its Principles and Behaviours training across all departments. The quiz aimed to ensure employees internalised and demonstrated the company’s Purpose—Connected Life—and core principles: We are Dynamic, We Care, & We Deliver.

To make the initiative engaging, the quiz was gamified in collaboration with Kahoot, a platform renowned for its interactive and dynamic format. This gamification approach was chosen to transform traditional learning into an enjoyable experience, fostering healthy competition and increasing participation. The quizzes featured live leaderboards, eye-catching visuals, and various question types such as multiple-choice, true/false, and timed challenges, creating an exciting atmosphere for employees.

Seven quizzes were conducted over three months, with an average of 80 employees actively participating in each session. The lively banter between quiz masters and participants added an element of fun, encouraging even non-participants to join in. A total of 22 winners were recognised and awarded prizes, celebrating their understanding of Arada’s principles and behaviours.

This initiative successfully fostered employee engagement, promoted learning through fun, and strengthened Arada’s dynamic and caring culture.



STEPPI Challenge

A Step Towards a Healthier Future

In line with the Dubai 30x30 Fitness Challenge and as part of Arada’s Wellness Program, Arada launched the STEPPI Challenge, a 30-day step initiative designed to encourage employees to embrace a healthier, more active lifestyle.

The challenge, run in partnership with the STEPPI app, saw over 200 employees enthusiastically sign up to participate. Employees were grouped into five colour-coded teams, combining members from various departments to foster collaboration and friendly competition. The goal was simple yet impactful: accumulate as many steps as possible over 30 days and track progress on the app’s live leaderboard.

Weekly updates on progress and milestones were shared via the STEPPI app, ensuring participants remained motivated and engaged throughout the challenge. The result? A collective achievement of 42,013,699 steps, underscoring the dedication of Arada’s workforce to improving their physical wellbeing.

This initiative aligns with Arada’s vision of fostering a wellness-driven workplace culture and promoting healthier habits for a brighter future.



National Day Quizzes

Celebrating Diversity, Uniting Arada!

At Arada, we proudly embrace the diversity of our team, representing over 50+ nationalities within our vibrant workplace. In celebration of this rich diversity, each time a country celebrates its national day, we acknowledge this special occasion by sending out a company-wide email with warm wishes and an interactive quiz about the nation’s culture, history, and traditions.

In 2024, we successfully conducted over 30 quizzes, engaging employees from across the organisation. To add an extra layer of excitement, we’ve incorporated a gamified element: the fastest quiz respondents are featured on a leaderboard. This sense of friendly competition has further encouraged participation, making learning about different cultures both fun and engaging. More than 500 team members participated in these quizzes, demonstrating the enthusiasm and unity that this activity fosters.



Empowering Local Talent and Communities



About Manbat

Empowering UAE Farmers

Founded in 2021, Manbat is a transformative initiative born from a partnership between Arada and the Ministry of Climate Change and Environment. With its flagship store located in Aljada, Sharjah, Manbat celebrates the UAE's home-grown produce while promoting sustainability, healthy lifestyles, and food security.

Manbat's journey began with the launch of Emirati farmers' markets at Aljada. These markets have since expanded into seasonal weekend events across Dubai, Abu Dhabi, and Sharjah, bringing the freshest local produce to consumers. In 2024, approximately 175 Manbat markets were successfully hosted across the region.

In August 2024, Manbat extended its reach by listing its products on the e-commerce platforms Locally & Instashop, ensuring that UAE's home-grown goods are just a click away, making it easier for consumers to access fresh, sustainable produce.

Manbat's vision focuses on enhancing food security, supporting local farmers, and fostering the UAE's agricultural sector. Its initiatives connect farmers to retail opportunities, hotels, and buyers, empowering them to market and sell their goods while building consumer trust in local produce. By encouraging the consumption of locally grown food, Manbat contributes to reducing the UAE's carbon footprint and bolstering the sustainability of farms.

Manbat's platform is more than just a marketplace; it offers educational tours, allowing visitors to learn about nutrition and Emirati agriculture, creating a family-friendly experience that raises awareness about food security.

The collaboration between Arada and MOCCAE highlights the potential of public-private partnerships in addressing critical national priorities. Through Manbat, they are strengthening food security, promoting local agriculture, and nurturing a culture of sustainability in the UAE.



175

Hosted Manbat markets across the region

About Artal

Elevating Emirati Fashion and Empowering Local Talent

Artal, a contemporary Emirati women’s fashion brand by Arada, represents a vibrant celebration of local craftsmanship, art, and design. Located in Misk 2 at Aljada in Sharjah, Artal is dedicated to empowering UAE talent by providing an exceptional platform for local designers to showcase their creativity and connect with broader audiences.

Artal plays a pivotal role in fostering Emirati talent by offering designers not just a retail space but also a nurturing environment that supports their growth. It serves as a home to young and exciting fashion and accessory brands, showcasing the best of Emirati and regional talent on a rotational basis. The boutique’s carefully curated collections highlight the distinct visions of local designers, ensuring that their work receives the recognition it deserves.

The platform features a variety of items, from traditional female clothing to abayas, as well as fine jewellery and accessories from UAE and Arab designers and entrepreneurs. By bridging the gap between emerging talent and discerning consumers, Artal enables designers to scale their ideas while preserving their unique cultural narratives.

Each designer associated with Artal benefits from a supportive business model that emphasizes fair opportunities and inclusivity. This approach allows emerging talents to reach new heights while ensuring that their work reflects the elegance, craftsmanship, and heritage of Emirati fashion. Since its inception in June 2023, Artal has gone beyond traditional retail by introducing impactful initiatives to uplift local talent. In 2024, 17 local designers showcased their products at Artal.

A notable example is the collaboration between Arada and the Sharjah Entrepreneurship Center (Sheraa) in September 2023, which launched a unique program to identify and empower the UAE’s next fashion prodigy.

This initiative provided free retail space at Artal for the winning designer, alongside expert guidance on branding, marketing strategies, and business model refinement. Through mentoring and advisory support, Artal ensured that emerging designers can turn their concepts into thriving brands. By focusing on nurturing homegrown talent, Artal reaffirms its commitment to creating sustainable opportunities for the UAE’s creative community.

Artal is more than just a fashion boutique; it is a hub for empowerment and innovation. By supporting Emirati designers and promoting their unique aesthetics, Artal thrives to reshape the region’s fashion landscape and ensures that local talent continues to shine on a global stage.



17

Designers showcasing products at Artal



Empowering Local Communities through Sport

Aljada Skate Jams

Arada’s commitment to social sustainability and community engagement is reflected in its weekly Skate Jams at Aljada Skate Park. Launched in Jun 2022, these events promote active lifestyles and inclusivity and foster the growing skateboarding culture in Sharjah and the UAE.

The park has hosted 48 Skate Jams in 2024 alone, drawing over 400 participants competing in challenges such as Best Tricks on Stairs and Grinds on Flat Bar. With up to AED 10,000 in cash prizes each weekend, these events offer skateboarders a chance to grow in a supportive environment.

Aljada’s Skate Jams are free to enter, promoting inclusivity and accessibility. Arada’s approach ensures that individuals from all backgrounds can experience the joy of skateboarding and join a welcoming community. This inclusivity is a cornerstone of Arada’s mission to promote social sustainability through urban design.

47

Number of Skate Jam events

411

Number of participants

AED 240K

Prize money disbursed

World Skate Championship

In early 2023, in collaboration with World Skate, Arada hosted the World Skate Park and Street Championships at the Aljada Skate Park, which was followed by the hosting of the World Skate Tour Park and Street competitions at Dubai Harbour in early 2024.

Nearly 500 competitors from around the world (65+ countries) took part in the World Skate Championships in 2023, the biggest event of its kind ever held. The number of participants was a 30% increase on previous events, while the prize money on offer also reached a record.

The World Skate Tour in Dubai attracted over 300 elite skateboarders from around the world and was the final Open qualifier for the Paris 2024 Olympic Games.



Red Bull Half Court 3x3 - UAE Qualifiers 2024 sponsorship

In 2024, Arada partnered with the Dubai Sports Council to sponsor the Red Bull Half Court 3x3 National Qualifiers in the UAE, which took place from March 23 to April 27. This collaboration highlights Arada’s commitment to social sustainability by promoting community engagement and active lifestyles, as well as supporting the development of local talent.

The qualifiers were held across prominent locations like Al Nasr, Uptown Mirdif Park, Jumeirah Lake Towers, DAMAC Hills 1, Marina Mall, and Aljada and saw participation from approximately 200 teams. Through initiatives like this, Arada not only supported athletic development but also contributed to social cohesion by providing an inclusive platform for engagement.

Arada’s sponsorship of the Red Bull Half Court tournament exemplified its dedication to enhancing residents’ quality of life and promoting social sustainability across the UAE.

200

Participating teams

30

Countries represented

Wellfit x Special Olympics UAE

Wellfit, an Arada portfolio company, has been the proud home of the UAE Special Olympics gymnastics team since 2022. Gymnasts Alina Siddiqi, Josie McIntyre, Laila Labib, and Ruby Hamilton have been training at Wellfit Gymnastics, a state-of-the-art facility in Circle Mall, JVC, Dubai. These talented athletes have represented the UAE at major international events, including the Abu Dhabi World Games in 2019 and the Berlin World Games in 2023, showcasing their remarkable dedication and skill on the global stage.



30

"Gymnastics for All" Gala participants

Partnerships and Collaborations

The Power of Co-Creation

At Arada, collaboration is crucial to our operations, enabling learning, improvement, and greater value delivery. By working with others, we gain new perspectives, share knowledge and find practical solutions that support both our business goals and the communities we serve. We partner with respected international organisations such as the UN Refugee Agency (UNHCR), Human Concern International (HCI), leading academic institutions including the University of Sharjah and the American University of Sharjah, as well as government entities like Sharjah Tourism, schools, and other aligned institutions. These collaborations enable us to broaden our impact and advance our sustainability goals more effectively. At Arada, we continue to seek new partnerships that support our vision and complement our sustainability efforts. Below is an overview of our recent partnerships and how they align with our sustainability objectives.

1. Driving private school design and construction guidelines for Sharjah

Arada x Sharjah Private Education Authority (SPEA)

In a strategic move to revolutionize private education in Sharjah, Arada, in collaboration with the Sharjah Private Education Authority (SPEA), has successfully developed a robust framework and comprehensive guidelines for the design and construction of private schools.

This initiative stems from the Memorandum of Understanding (MoU) signed in 2022 between SPEA and Arada, aiming to establish world-class private schools that embody modern, sustainable, and community-centric design standards. The culmination of this project is a meticulously designed set of insights and frameworks that act as a guiding compass for designers, school operators, and investors, helping them tap into impactful opportunities within Sharjah's education sector.

The collaboration brought together a team of experts from SPEA, Arada, JLL, and BDP, whose extensive experience in the K-12 education space ensured a holistic and innovative approach to the task.

A Four-Step Process to Redefine School Design

To ensure the final output was practical and comprehensive, the project team adopted a phased approach, progressing through four distinct stages:

A. School Building Design Rating for Private Schools

The team visited various private schools in Sharjah to assess their infrastructure, capturing insights across fee structures, curricula, and operations. This data shaped a rating matrix to benchmark school design and construction quality, ensuring alignment with modern standards.

B. Stakeholder Engagement

Understanding the needs and perspectives of key stakeholders was central to the project. Focus group discussions were held with school principals, management teams, operators, and relevant government departments. These sessions explored the practical needs and aspirations of those directly involved in private education. By incorporating stakeholder inputs, the project team ensured that the final guidelines resonate with real-world requirements while addressing gaps in existing infrastructure.

C. Development of the Private School Building Design Guidelines

The cornerstone of the project is the Private School Building Design Guidelines, an in-depth document crafted for architects and designers. These guidelines comprehensively addresses various aspects of school design, including:

- **Accessibility and Inclusivity:** Ensuring facilities are welcoming and accessible to all students and community members.
- **Design Quality and Spatial Organization:** Fostering adaptable, collaborative spaces that double as community hubs.
- **Sustainability:** Emphasizing energy efficiency, resource management, and innovative technologies in areas like lighting, heating, and acoustics.
- **Safety and Comfort:** Prioritizing student well-being through secure environments and optimized comfort in classrooms and common areas.

Additionally, the guidelines provide a roadmap for establishing new private schools in Sharjah, detailing the approval processes and compliance requirements for construction and design. By addressing both immediate community needs and future trends, the guidelines position Sharjah's private schools as leaders in educational innovation and sustainability.

D. Building Together: Investing in the Future of Education

To complement the detailed design guidelines, a concise and user-friendly document titled Building Together: Investing in the Future of Education was created. This summary serves as an essential resource for investors, school boards, and operators. It highlights the growth potential and investment opportunities in Sharjah's private education sector while summarizing key elements of the design guideline and rating framework.

This project shows how strategic partnerships, and strategic thinking can create a lasting impact, shaping the future of education in Sharjah and beyond.



2. Partnering for Home for a Home Campaign to aid Displaced Syrians

Arada x The Big Heart Foundation (TBHF) x Human Concern International (HCI)

As detailed in the earlier sections of this report, Arada launched the third edition of its ‘Home for a Home’ campaign in 2024, in partnership with The Big Heart Foundation (TBHF) and Human Concern International (HCI), to support internally displaced families in Syria.

3. Humanitarian Response to the April 2024 Sharjah Flooding Crisis

Arada x UAE Rescue Team x Sharjah Social Services Department (SSSD) x Sharjah Housing Authority (SHA) x Abu Dhabi National Hotels (ADNH)

As outlined in the earlier sections of this report, Arada, in partnership with the UAE Rescue Team, Sharjah Social Services Department, Sharjah Housing Authority, and Abu Dhabi National Hotels, orchestrated emergency aid, temporary housing, and meal provisions as part of its humanitarian response to the Sharjah flooding in April 2024.

4. Arada’s Ongoing Commitment to the Sharjah Entrepreneurship Festival (SEF)

Arada x Sharjah Entrepreneurship Festival (SEF)

Since 2022, Arada has played a pivotal role in supporting the Sharjah Entrepreneurship Festival (SEF), reinforcing its commitment to fostering a thriving entrepreneurial ecosystem within the UAE. As a Legacy Sponsor and Impact Partner, Arada’s partnership with SEF underscores a shared dedication to empowering entrepreneurs, driving economic growth, and nurturing innovation in Sharjah and beyond.

Arada’s active participation in SEF extends beyond financial sponsorship. The company has been instrumental in curating the Impact Zone, a central hub for engaging talks and insightful panel discussions led by global and local thought leaders. This platform aligns seamlessly with SEF’s mission to connect, inspire, and empower the next generation of innovators.

By facilitating dialogues on pressing entrepreneurial challenges and opportunities, Arada ensures that aspiring business leaders gain valuable insights from experienced professionals and industry experts.

Following the remarkable success of SEF 2024, Arada has reaffirmed its commitment to the festival, extending its role as a Legacy Partner for an additional two years. 2024’s festival welcomed over 10,000 attendees and featured more than 350 startups alongside 200 influential speakers. Notable figures such as UAE Minister of State for Youth HE Sultan Al Neyadi and Prince Faisal bin Bandar bin Sultan Al Saud, Chairman of the Saudi Esports Federation, contributed to the festival’s dynamic discourse.

Arada’s collaboration with Sheraa, the organization behind SEF, exemplifies the power of long-term strategic alliances in entrepreneurship. Through the Impact Zone, which served as the stage for the festival’s main ceremonies and panel discussions, Arada reinforced its role in shaping conversations around entrepreneurial leadership and innovation. This initiative was particularly perceived positively given SEF 2024’s theme, “Our Shared Canvas,” which highlighted the transformative impact of entrepreneurs in driving societal and global change. Arada’s continued commitment to SEF signifies the importance of collaborative efforts in building a robust and sustainable entrepreneurial ecosystem in the UAE.



5. Empowering Local Talent through World Skate Championships

Arada x World Skate

Arada, in partnership with World Skate, hosted major skateboarding events in 2023 and 2024, drawing global talent and boosting the UAE’s sports scene. These championships promoted active lifestyles, supported local talent, and stimulated the economy. Further details are provided in the subsequent section of the report.



6. Sustainability Training for Senior Employees

Arada x American University of Cairo (AUC)

Last year, in 2023, Arada took a step toward strengthening its sustainability efforts by sponsoring 10 senior employees to attend the Executive Diploma in Sustainability at the American University of Cairo (AUC). This initiative, guided by HE Maryam AlMheiri, former UAE Minister of Climate Change and Environment, aligned with the UAE's vision to integrate sustainability into the core of businesses.

Originally developed to support COP27 in Egypt, the program was adapted for the UAE ahead of COP28. Over two months, participants explored key sustainability topics such as renewable energy, wastewater treatment, and the Water-Energy-Food Nexus. The program encouraged innovative thinking, ethical leadership, and the adoption of green business practices.

Lecturers included leading sustainability experts like Dr. Yannick Glemarec (Green Climate Fund), Dr. Mahmoud Mohieldin (World Bank), and Prof. Hani Sewilam (Egypt's Minister of Water and Energy). Their insights helped equip Arada's team with the knowledge to tackle environmental challenges and support the company's ESG strategy.

By investing in this initiative, Arada reinforced its commitment to a more sustainable future, ensuring its workforce is ready to drive meaningful change.



7. Collaboration with Universities for a Sustainable Future

Arada x Universities

Arada is dedicated to fostering collaboration with universities, providing students with industry exposure, professional development, and platforms to showcase their talents. These partnerships encompass community engagement, research and development, and continuous learning initiatives for Arada employees, supported by expert university faculty.

In addition to Sustainability training for our senior employees in collaboration with AUC, as detailed earlier, Arada also partnered with the University of Sharjah’s Engineering School, where architecture students designed mosque façade concepts through workshops, progress reviews, and internships, with top projects presented to Arada’s leadership. Additionally, in collaboration with the American University of Sharjah (AUS) on ‘Thick Skins,’ a research-driven design studio, students developed façade prototypes for SEWA-operated substations, gaining hands-on experience in sustainable infrastructure solutions.

Arada remains dedicated to bridging academia and industry, shaping the future of sustainable real estate, and nurturing the next generation of professionals committed to meaningful change.

2024 initiatives

Arada expanded its university collaborations in 2024 with structured initiatives focusing on education, research, and professional development:

1. **AUS Benefit Suhoor:** Arada sponsored the Let Us Friendraise: Together for Impact event in April, raising funds for the AUS Advancement and Solidarity Scholarship Fund to support Palestinian students. The event included a charity auction and live raffle, fostering the spirit of Ramadan and educational solidarity.



2. **AUS Alumni Reunion Dinner:** Arada sponsored the event, which welcomed 1,500 alumni and launched the AUS Alumni Annual Fund to support outstanding students facing financial hardship, particularly from Palestine and Gaza.



3. **Public Art Collaboration:** In October 2024, Arada partnered with the University of Sharjah’s College of Fine Arts and Design (CFAD) to create public artworks for display at Aljada, reinforcing its commitment to integrating academic creativity into real-world environments. More details are provided later in the report.



8. Manbat: Empowering local farmers and advancing food security

Arada x Ministry of Climate Change and Environment (MOCCAE)

As detailed in the earlier sections (page XX) of this report, Arada’s partnership with the Ministry of Climate Change and Environment led to the creation of Manbat, a platform promoting local agriculture and sustainability. Hosting 175 markets in 2024 and expanding online, Manbat empowers Emirati farmers and advances food security.

9. Wellfit supporting Inclusive Gymnastics

Wellfit x Special Olympics UAE

As detailed in the earlier sections of this report, since 2022, Wellfit has partnered with Special Olympics UAE to support national gymnasts through professional training and inclusive events like the annual “Gymnastics for All” Gala. By fostering talent and accessibility, Wellfit champions inclusivity in sports.

10. Run for Sudan

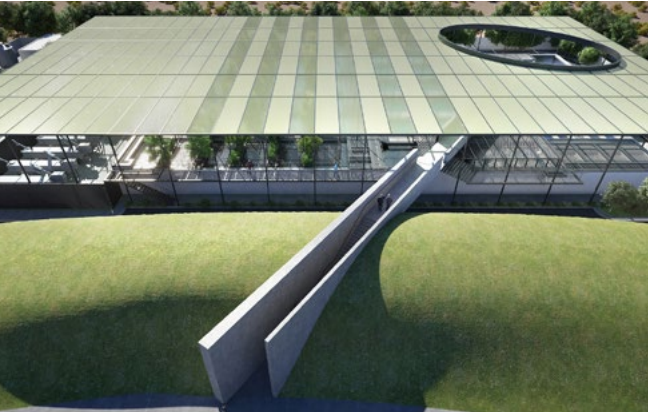
Arada x UNHCR x 777 Ultra Marathon

As outlined in the earlier sections of this report, Arada partnered with the 777 Ultra Marathon to support UNHCR’s Sudan Emergency Appeal through a fundraiser run at Masaar Track.

11. R&D partnership for next-generation sustainable water treatment technology

Arada x Biopolus x SRTIP x Metito

Arada partnered with Biopolus, Sharjah Research Technology and Innvoation Park (SRTIP), and Metito to establish an R&D facility and water treatment plant in Sharjah, focusing on sustainable water treatment technologies. The project, currently under construction, aims to develop an enhanced ‘Biopolus 2.0’ system, positioning Sharjah as a global hub for this innovation. The facility will serve as a practical learning environment for ecological engineering and circular economy principles. The treatment plant will utilize Biopolus’ Metabolic Network Reactor (MNR) technology to recycle water for irrigation in Aljada and SRTIP, supporting the UAE’s sustainability goals.



12. Building healthy fitness habits in young learners

Wellfit x Schools

Wellfit Gymnastics, operated by Arada portfolio company Wellfit, and a state-of-the-art facility located in Circle Mall, JVC, Dubai, has been collaborating with various schools and educational centers to build healthy fitness habits in young learners.

Students from The Developing Child Center (TDCC) visit Wellfit Gymnastics for their Physical Education (PE) lessons on a weekly basis. TDCC, a multidisciplinary center focused on developing children’s skills, provides structured fitness activities that improve motor skills, coordination, and confidence. Each week, two batches of 14 students participate in gymnastics and physical fitness sessions, benefiting from expert guidance in a supportive environment.

In 2024, Wellfit also welcomed SAFA Community School, hosting 79 Year 4 students for an exciting two-hour gymnastics session. The students engaged in activities designed to enhance their strength, flexibility, and coordination while enjoying a fun-filled learning experience. This collaboration was such a success that SAFA Community School has now incorporated Wellfit Gymnastics into its Term 1 excursion program, ensuring that future cohorts will continue to benefit from this initiative.

Additionally, GEMS Wellington brought their Year 8 students to Wellfit Gymnastics for two separate sessions in November, with a total of 120 students participating. Recognizing the importance of fostering positive habits and a supportive environment, GEMS partnered with Wellfit to create an impactful program that integrates fitness into students’ lifestyles.

By working with leading educational institutions, Wellfit Gymnastics is not only providing students with an opportunity to develop physical skills but also promoting lifelong wellness habits.



227
Total number
of visiting students

3
Wellfit institution
partnerships

13. Arada Group CEO joins Sheraa’s new Board of Advisors

Empowering Entrepreneurs, Enriching Communities

In a major step towards supporting entrepreneurship and societal growth, Ahmed Alkhoshaibi, the Group CEO of Arada, was appointed to the Board of Advisors at the Sharjah Entrepreneurship Centre (Sheraa). His appointment in September 2024 underscores Arada’s commitment to corporate social responsibility (CSR) by fostering innovation and economic development.

He joins 17 distinguished board members under the leadership of HE Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Sheraa. The board also includes key government and industry leaders such as HE Abdullah bin Touq Al Marri, UAE Minister of Economy; HE Dr. Amna Al Dahak Al Shamsi, Minister of Climate Change and Environment; and Asma bin Taliah, Secretary-General of the Sharjah Executive Council.

By strengthening its involvement in Sharjah’s entrepreneurial landscape, Arada is playing a vital role in shaping a sustainable and resilient economy. This appointment reaffirms its broader vision of giving back to society and driving its progress.



14. Raising Breast Cancer Awareness

Arada x Pink Caravan

As outlined in the earlier sections of this report, in October 2024, Arada partnered with Pink Caravan to host a three-day breast cancer awareness event at Aljada, drawing 2,500 participants. Featuring screenings, workshops, and fundraising, the initiative combined health education with community engagement. Further details are provided in the subsequent section of the report.



15. 2024 Red Bull Half Court 3x3 National Qualifiers: Fostering Community through Sport

Arada x Dubai Sports Council

As detailed in the earlier sections of this report, Arada partnered with Dubai Sports Council to sponsor the 2024 Red Bull Half Court 3x3 National Qualifiers, which promoted youth engagement and active lifestyles. With 200 teams across the UAE, the event blended sport, culture, and community.

16. Manbat x SCTDA – Carbon Reduction Initiative

Manbat Partners to Drive Sustainability in Tourism and Hospitality

In November 2024, Manbat, a platform founded by Arada to strengthen ties between Emirati farmers and consumers, signed a Memorandum of Understanding (MOU) with the Sharjah Commerce and Tourism Development Authority (SCTDA), Sea Going Green, and the American University of Sharjah (AUS).

The MOU, signed during the Sharjah International Travel and Tourism Forum 2024 (SITTF), underscores a shared commitment to the Carbon Reduction Initiative. This initiative seeks to pilot innovative food waste recovery and composting solutions within the tourism and hospitality sectors, leveraging advanced technologies such as blockchain-based carbon credit tracking.

By fostering these efforts, the partnership highlights the critical role of sustainable development in achieving UAE and global sustainability goals, aligning with Sharjah’s vision for a greener future. The collaboration serves as a milestone in promoting measurable carbon reductions and advancing environmental stewardship in the region.



17. Supporting Celebration of Art, Heritage, and the Spirit of Community

Arada x Tanweer Festival

As detailed in the earlier sections of this report, Arada supported the inaugural Tanweer Festival in November 2024, celebrating culture, sustainability, and community in Sharjah’s Mleiha desert. With over 6,000 attendees, the event blended heritage, creativity, and environmental awareness.



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Connecting through Integrity – Brief Overview

This section provides insight into how Arada fosters connections—between people, nature, and communities—while upholding transparency, integrity, and innovation. Its strong governance framework ensures ethical leadership, strategic alignment, and long-term value creation for stakeholders.

Arada’s Corporate Governance System is built on

international best practices, ensuring responsible decision-making at all levels. By embedding Environmental, Social, and Governance (ESG) principles, the company reinforces corporate responsibility as a key driver of sustainable growth. This governance structure prioritizes transparency, accountability, and resilience, positioning Arada as a leader in ethical business practices.

The Board of Directors plays a pivotal role in shaping Arada’s strategic direction, ensuring compliance, and maintaining ethical standards. In 2024, the Board expanded to five members, including an independent non-executive director, enhancing oversight and governance effectiveness. Specialized Board committees—including Audit, Risk, Investment, and Sustainability—are instrumental in managing key governance areas, strengthening accountability, and aligning with long-term objectives.

To further enhance governance oversight, Arada

has established key Board committees, including Audit, Investment, Risk, and Remuneration, with the Sustainability Steering Committee introduced in 2024 to reinforce ESG integration. These committees operate under clear mandates, ensuring independent oversight and safeguarding stakeholder interests. Additionally, Arada’s strong cybersecurity strategy and commitment to financial transparency reflect its focus on risk management and regulatory compliance, ensuring resilience in an evolving business landscape.

For further details, please refer to the subsequent sections of this report.

0

Violation notices
or fines

4

Governance
committees

Our Governance System – Overview



Our organisation has a strong Corporate Governance System that ensures transparency, accountability, and ethical practices at all levels, it is built to promote responsible decision-making at every organizational level. This system aligns with international standards and underscores our commitment to ethical leadership and sustainable growth, creating long-term value for stakeholders. It also integrates Environmental, Social, and Governance (ESG) measures into our operations to support sustainable and responsible business practices.

Key Elements of our Governance System

The following sections outline the key elements of our governance system, which collectively ensure robust oversight, accountability, and alignment with our strategic objectives.

– Shareholder’s involvement

Shareholders play an important role in Arada’s governance through defined levels of involvement in strategic and operational matters. Certain key decisions, classified as reserved matters, are taken exclusively at shareholder meetings. This ensures accountability and alignment with the company’s long-term objectives.

– Board of Directors

Arada’s Board is elected by shareholders at a general meeting. The Board has the necessary power to manage and act on its behalf. Shareholders are involved only at the strategic level through their Board membership. The Board comprises of five members, including an independent non-executive director appointed in 2024, enhancing governance effectiveness and oversight.

The Board of Directors (BOD) plays a pivotal role in governance by setting the strategic direction, ensuring compliance with regulations, and upholding the organisation’s ethical standards. This role is further strengthened by specialised Board committees, which oversee critical governance areas such as audit, risk management, investments, and sustainability. These committees ensure that all decisions are carefully monitored and strategically aligned with the organisation’s long-term objectives, fostering a culture of accountability and informed decision-making.

– Board Committees for Governance Oversight

Arada has the following Board committees, established in January 2022: Audit Committee, Investment Committee, Remuneration Committee, and Risk Committee. Each committee plays a vital role in ensuring effective oversight and governance in its respective area of focus, supporting the organisation’s strategic goals and maintaining high standards of accountability.

In 2024, the Sustainability Steering Committee was established to enhance the Group’s ESG performance. Chaired by the Group CEO, this committee drives sustainability strategies and fosters their integration across all functions. The charters for each committee outline their purpose, responsibilities, and operational procedures.

These committees and their functions are detailed further in the later sections of this report.

– Internal Control Mechanisms

Internal control mechanisms are established to ensure that Arada’s objectives are achieved effectively, efficiently, and ethically. These

mechanisms serve as a foundation for operational stability, financial accuracy, and organizational resilience. They exist to optimize resource allocation, maintain financial integrity, protect company assets, and ensure compliance with regulatory principles. Through systematic budgeting, financial planning, and operational controls, Arada mitigates risks and maintains transparency across its business functions. Arada’s internal control framework includes comprehensive budgetary control systems, which are regularly monitored to prevent overspending and ensure alignment with strategic goals. It also employs financial forecasting and variance analysis to identify potential risks early and take corrective action.

Additionally, Arada adheres to Shariah Compliance Regulations in its financial operations, including in Sukuk issuances and real estate investments, ensuring that all transactions are ethical, interest-free, and aligned with stakeholder expectations. This commitment strengthens stakeholder trust and reinforces Adara’s governance and ethical standards

– Internal Audit System

The group’s Internal Audit function is an independent and objective assurance and consulting activity aimed at adding value and improving operations. It assists the Group in achieving its objectives by employing a systematic, disciplined approach to evaluating and enhancing the effectiveness of risk management, control, and governance processes.

Operating under the oversight of the Audit Committee, its purpose, authority, and responsibilities are defined within a charter approved by the

Committee. The Internal Audit activity adheres to the Institute of Internal Auditors (IIA) standards, including the Definition of Internal Auditing, Code of Ethics, and International Standards for the Professional Practice of Internal Auditing.

Regular audits, assessments, and recommendations foster continuous improvement, providing assurance to the Board and senior management that governance processes are functioning effectively, thereby supporting the Group’s strategic objectives and maintaining stakeholder confidence.

– Delegation of Authority

Adara maintains a structured Delegation of Authority (DoA) framework that clearly defines the decision-making hierarchy within the organization. This framework empowers leaders at various levels to make decisions within their authorized scope while maintaining accountability and compliance with corporate policies. The DoA structure ensures that financial, operational, and strategic decisions are made efficiently while adhering to governance standards and regulatory requirements.

– Policies

Arada’s zero-tolerance approach to corruption and fraud is firmly embedded in its governance framework through the Code of Conduct, Anti-Fraud Policy, and Whistleblower Policy. These policies collectively foster a culture of integrity and compliance across the organisation, safeguarding Arada’s reputation and ensuring trust among all stakeholders. They are integral components of the governance framework, establishing robust mechanisms to prevent unethical practices.

The Group’s policies are detailed further in the later sections of this report.

<p>– Technical Reports</p> <p>Governance is supported through tools that generate actionable technical reports. These include insights from security assessments, risk analyses, incident management systems, and Power BI dashboards. These reports enable leadership to make informed decisions on critical aspects such as IT and security investments, operational metrics, policy enhancements, and incident responses, ensuring alignment with organisational goals and enhancing decision-making processes.</p> <p>– Cyber Resilience</p> <p>Arada prioritises cybersecurity to counter rising threats like phishing, ransomware, and system vulnerabilities, integrating robust governance, advanced technologies, and employee awareness. Key achievements in 2024 include establishing a 24/7 Security Operations Center (SOC), enhancing endpoint and email security, and strengthening governance frameworks.</p> <p>Planned initiatives for 2025 focus on data protection, cloud security, zero-trust access, and aligning with NIST standards. By embedding cybersecurity into its Environmental, Social, and Governance (ESG) principles, Arada fosters resilience, trust, and long-term sustainability in a rapidly evolving digital landscape.</p> <p>These cybersecurity measures are detailed further in the later sections of this report.</p> <p>– People Management</p> <p>Our organisation places great emphasis on People Management, recognising that a motivated and highly skilled workforce is essential to achieving strategic goals. We aim to foster</p>	<p>a culture of collaboration, innovation, and continuous development, equipping employees to integrate governance principles into all aspects of their work seamlessly. By investing in people, we ensure a strong foundation for operational excellence and sustainable growth.</p> <p>Further details of our People Management practices are provided earlier in this report.</p> <p>Leadership and Expertise, Continuous Professional Development, and a Capable Workforce form the pillars of our People Management strategy. Department Heads, each with vast years of experience, provide strong leadership and uphold governance standards. Comprehensive professional development programs, including specialised workshops, regular training, and leadership initiatives, promote a culture of growth and adaptability.</p> <p>Our governance-related roles are filled by seasoned professionals, supported by a multicultural, highly skilled workforce, ensuring agility, innovation, and alignment with strategic objectives.</p> <p>– ISO 26000 Certified CSR Management System</p> <p>Our CSR Management system was certified in January 2025, reflecting our commitment to sustainability, ethical practices, and social responsibility. This certification serves as a testament to our efforts in embedding socially responsible practices across our operations, ensuring that our strategies align with global standards for corporate social responsibility.</p> <p>Further details of our CSR initiatives and their implementation can be referred to in the earlier sections of this report.</p>	<p>– HSE Management System and Policy</p> <p>A robust HSE Management system is implemented at project levels and is being further fine-tuned to align with our vision to meet the ISO certification standards. This system ensures a proactive approach to health, safety, and environmental considerations, integrating best practices to minimize risks and promote a safe working environment. By adhering to these rigorous standards, we demonstrate our commitment to sustainability, operational excellence, and the wellbeing of all stakeholders involved in our projects.</p> <p>Further details of our HSE Management system are provided in the earlier sections of this report.</p> <p>– Legal Compliance</p> <p>Comprehensive legal compliance management ensures adherence to regulatory requirements. This involves a systematic approach to monitoring and implementing relevant laws, regulations, and internal policies to minimise legal risks and uphold ethical standards. By embedding compliance into our operational framework, we foster a culture of integrity and accountability across the organisation.</p> <p>Further details of our legal compliance practices are elaborated in the later sections of this report.</p> <p>– Sustainability Framework and KPIs</p> <p>Our well-structured Sustainability Framework serves as a cornerstone for embedding sustainable practices across the organisation. It clearly defines our sustainability agenda and establishes key performance indicators (KPIs) that are seamlessly integrated into departmental objectives. This alignment ensures that every function within the organisation contributes to our overarching sustainability goals, driving</p>	<p>both operational efficiency and long-term value creation for stakeholders.</p> <p>Further details on the Sustainability Framework and its implementation are provided in the relevant sections of this report.</p> <p>– Finance Management</p> <p>The Financial Statements, audited annually by an independent Big Four firm, consistently receive unqualified (clean) audit opinions, highlighting our commitment to transparency and compliance. This is further reinforced by comprehensive directors’ reports accompanying the annual financial statements, as well as half-yearly reviews of the financial statements conducted by the same independent Big Four firm.</p> <p>– Ratings from Top Rating Agencies</p> <p>In 2022, Moody’s and Fitch Ratings assigned Arada long-term B1 and B+ ratings, respectively, with stable outlooks. These ratings, following extensive due diligence, highlight Arada’s strong governance, financial transparency, and adherence to international best practices.</p> <p>– Stakeholder Engagement</p> <p>Arada’s stakeholder engagement strategy is designed to build trust and ensure that stakeholders’ interests are integrated into decision-making. Through structured mechanisms like Annual Meetings, Reward & Recognition events, community engagement programs, and employee feedback initiatives, Arada maintains open communication and aligns developments with community growth. Regulatory dialogues and supplier partnerships emphasize transparency and ethical practices, reinforcing trust and supporting sustainable business growth.</p>	<p>Further details on the Stakeholder Engagement is provided in the relevant sections of this report.</p> <p>– Sukuk Issuance</p> <p>Key milestones in Arada’s Sukuk issuance journey include:</p> <ul style="list-style-type: none">- 2022: \$350 million unsecured Sukuk issued, followed by an additional \$100 million.- 2023: 2023: \$50 million second tap issued; \$500 million Sukuk listed on Nasdaq Dubai. Awards included “Best Islamic Borrower” and “Best Corporate Sukuk.”- 2024: \$1 billion Sukuk program launched, with \$550 million successfully issued. <p>Each issuance involved comprehensive due diligence and investor communications, underscoring Arada’s commitment to transparency and excellence.</p>
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Arada’s Purpose, Principles and Behaviours

Guiding Every Step Towards a Connected and Sustainable Future

Our Purpose

At Arada, we believe that when the spaces and experiences we create connect with people and the planet, we foster bonds that address challenges, inspire healthier and happier living, and drive sustainable progress. By nurturing and investing in these connections, we are shaping a dynamic approach that places people’s potential and the planet’s future at the heart of everything we do. We call this vision Connected Life.

Our Guiding Principles and Behaviours

To deliver on the promise of Connected Life, we adhere to three guiding principles that influence how we present ourselves, communicate, and interact—both internally and externally:

We are dynamic

When people, spaces, and sustainability come together, they add up to more than the sum of their parts; we seek the unexpected, the unproven potential that waits for the right connection. In every moment, we look forward, give our best, and inspire others to do the same, with a commitment to environmental and social progress. We are listening, learning and adapting.

Behaviours:

- **Proactive:** Take the initiative to bring about positive and sustainable results. Actively seek ways to minimise environmental impact and contribute to social wellbeing.
- **Innovative:** Encourage creative solutions for sustainability challenges. Drive purposeful innovation in every project or interaction, ensuring it aligns with our ESG goals.
- **Curious:** Embrace learning opportunities, particularly about sustainability and governance, to build knowledge that fosters personal and organisational growth while benefiting people and the planet.

We care

People, their lives, and the planet are at the heart of everything we do. From employees to customers, communities, and governments, we take the time to think, understand, and anticipate their needs—then find ways to delight by exceeding expectations while protecting our shared environment. We are kind thoughtful and even surprising.

Behaviours:

- **Human:** People and the planet come first. Build enduring relationships that create value for both humanity and the environment.
- **Respectful:** Treat people and the planet with courtesy and care. Be considerate of traditions, cultures, and ecological boundaries, respecting diverse viewpoints and sustainability needs.
- **Generous:** Go the extra mile to create value while reducing environmental harm. Strive to exceed expectations, aiming to leave a positive legacy for both people and the planet.

We deliver

Connected Life is not just what we say. It’s what we do—and each of us takes every chance to live up to this promise. Together, we make things happen through collaboration, teamwork, and a focus on long-term sustainability. We are focused collaborative and responsible.

Behaviours:

- **Diligent:** Deliver results responsibly, ensuring commitments are met with the highest quality and with consideration for environmental and social impact. Act with integrity.
- **Agile:** Adapt quickly to changes in environmental or social priorities, ensuring sustainable practices are seamlessly integrated into processes and outcomes.
- **Collaborative:** Partner with stakeholders to leverage diverse expertise and insights, focusing on shared goals for sustainable progress and a resilient future.

At Arada, Connected Life is not just what we believe—it’s what we do. Guided by our principles and behaviours, we create spaces and experiences that empower individuals, strengthen communities, and preserve our planet for generations to come. By being dynamic, delivering on promises, and showing care, we are redefining the way people and spaces come together to shape a healthier, more sustainable world. This is Connected Life, and we’re committed to making it a reality.

570

Participating employees

69

Hours of training

Governance Committees

Driving Accountability and Excellence

Corporate governance plays a pivotal role in steering organizations toward long-term success. At the heart of this governance structure lie dedicated committees that ensure comprehensive oversight, sound decision-making, and alignment with strategic goals.

Four key committees support our governance framework, each with a distinct mandate to address critical areas such as remuneration, risk, investment, audit, and sustainability.

<div><div>A. Remuneration Committee</div><div>The Remuneration Committee plays an essential role in overseeing compensation and remuneration matters across the Group. Comprising at least three Board-appointed members, including a designated Chair, this Committee is instrumental in shaping a robust framework for senior management compensation, recruitment, retention, and succession planning.</div></div>	<div><div>B. Risk Committee</div><div>The Risk Committee provides critical support to the Board by overseeing the Group's risk management framework. This Committee ensures alignment between the Group's risk appetite and its strategic objectives, with its members possessing specialised expertise in risk management.</div></div>	<div><div>C. Investment Committee</div><div>Focused on overseeing the Group's investment strategies, the Investment Committee ensures that investment decisions align with strategic objectives and the Group's risk appetite. Comprising at least three Board-appointed members, the Committee provides oversight and makes recommendations on significant financial transactions.</div></div>	<div><div>D. Audit Committee</div><div>The Audit Committee serves as a cornerstone of financial integrity and compliance within the Group. Tasked with ensuring the accuracy of financial reporting, the effectiveness of internal controls, and adherence to legal requirements, this Committee supports the Board in fostering trust and transparency.</div></div>	<div><div>E. Sustainability Steering Committee</div><div>In addition to the board committees, we recently established a Sustainability Steering Committee to enhance the Group's ESG performance. Chaired by the Group Chief Executive Officer (GCEO), the Committee is a dedicated body driving sustainability strategies and fostering their integration across all functions.</div></div>
<div><div>Key Responsibilities:</div><div><div>– Developing the Group's compensation strategy and performance assessment procedures.</div><div>– Approving annual bonus methodologies and aligning human resource policies with organisational strategies.</div><div>– Endorsing Emiratisation targets to promote local workforce participation.</div><div>– Retaining external advisors for expert guidance, with expenses approved by the Group.</div></div></div>	<div><div>Key Responsibilities:</div><div><div>– Evaluating and mitigating industry-specific risks while monitoring regulatory compliance.</div><div>– Reviewing crisis management and business continuity plans to enhance resilience.</div><div>– Collaborating with the Audit Committee on overlapping risk-related matters.</div></div></div>	<div><div>Key Responsibilities:</div><div><div>– Reviewing investment policies and monitoring investment performance.</div><div>– Conducting due diligence, property valuations, and market analyses for potential opportunities.</div><div>– Evaluating potential conflicts of interest and ensuring proper mitigation and disclosure.</div></div></div>	<div><div>Key Responsibilities:</div><div><div>– Overseeing internal and external audit functions, including pre-approval of audit and non-audit services.</div><div>– Reviewing financial statements for compliance with International Financial Reporting Standards (IFRS) and regulations.</div><div>– Monitoring adherence to the Group's code of conduct and whistleblower policies. Evaluating the effectiveness of internal audit functions and internal controls.</div></div></div>	<div><div>Key Responsibilities:</div><div><div>– Defining key sustainability strategies and aligning them with organisational goals.</div><div>– Ensuring comprehensive representation through a 14-member team, including Heads of Departments and senior executives.</div><div>– Convening quarterly meetings and additional sessions as needed for dynamic Environmental, Social and Governance decision-making.</div></div></div>
<div><div>The Committee directly reports to the Board, ensuring that decisions align with the Group's values and objectives. Its efforts contribute to fostering a motivated and high-performing workforce, critical to achieving strategic goals.</div></div>	<div><div>Operating as a direct reporting body to the Board, the Risk Committee plays a pivotal role in safeguarding the Group's interests by effectively identifying, assessing, and mitigating risks.</div></div>	<div><div>While the Committee provides guidance, it does not replace the Board's authority on legal or policy-mandated decisions. Its efforts ensure that the Group maximises returns while adhering to ethical and regulatory standards.</div></div>	<div><div>The Audit Committee ensures that financial operations are carried out with the utmost integrity while providing a clear channel of communication between auditors, management, and the Board.</div></div>	<div><div>The GCEO's dual role as Chairperson and Board member ensures strong alignment with corporate strategy and underscores leadership commitment to promoting sustainability. The inaugural meeting of the Committee took place on September 11, 2024, marking a milestone in embedding ESG as a core organizational priority.</div></div>

Committee Operations

Each governance committee operates under a clear charter, defining its roles, responsibilities, and decision-making processes. The committees are composed of Board-appointed members who bring relevant expertise to their respective areas.

Meetings are held regularly, with agendas structured to address both strategic and operational priorities. Committees are empowered to engage external advisors for specialised guidance, ensuring informed and effective oversight.

Reports and recommendations from the committees are directly submitted to the Board of Directors, facilitating alignment with the Group's overarching objectives and ensuring accountability at the highest levels.

A Cohesive Governance Framework

Together, these committees form a cohesive governance framework that enhances accountability, promotes transparency, and aligns the Group's operations with strategic objectives.

By leveraging specialised expertise and fostering collaborative oversight, the committees ensure the Group remains resilient and forward-looking in an evolving business landscape.

Each committee's contributions—whether in guiding remuneration policies, strengthening risk management, optimising investment strategies, safeguarding financial integrity, or championing sustainability—are instrumental in driving organisational success.

Anti-fraud Policy

Arada’s Anti-Fraud Policy

Safeguarding Our Integrity

Arada is committed to maintaining the highest standards of ethics, integrity, and transparency. Our Anti-Fraud Policy establishes a comprehensive framework to prevent, detect, and respond to fraudulent activities across all operations, safeguarding the interests of our stakeholders, including employees, customers, contractors, suppliers, vendors, investors, and lenders.

Through this policy, Arada pledges to foster a transparent and trustworthy environment, proactively addressing fraud and protecting our stakeholders’ interests in line with UAE laws and regulations.

- **Scope of the Policy:** The policy is applicable to all levels of the company and covers a spectrum of fraudulent acts such as misrepresentation, embezzlement, bribery, corruption, and insider trading, among others.
- **Responsibilities:** Our Board of Directors and senior management are dedicated to preventing fraud and setting a strong ethical tone at the top. The Compliance Officer, acting as the Fraud Prevention Officer, is tasked with enforcing and monitoring the policy, ensuring direct communication with the Audit Committee and senior management.

- **Fraud Prevention Measures:** We implement rigorous due diligence, robust internal controls, and regular audits to thwart fraudulent activities. A confidential whistleblower policy encourages reporting of suspicious activities without fear of retaliation. Additionally, regular training and awareness programs emphasize our commitment to integrity.
- **Reporting and Consequences:** Stakeholders are urged to report suspected fraud through our established channels. Appropriate disciplinary actions, including termination and legal actions, are enforced against those found guilty of fraud. We also collaborate with law enforcement to address criminal activities.
- **Policy Review:** The Anti-Fraud Policy undergoes periodic reviews by the Audit Committee to ensure its effectiveness and relevance, adapting to emerging risks and enhancing our fraud prevention capabilities.

Through this policy, Arada pledges to foster a transparent and trustworthy environment, proactively addressing fraud and protecting our stakeholders’ interests in line with UAE laws and regulations

Legal Compliance Management

Compliance First, always.

The legal team at Arada plays a pivotal role in promoting compliance and risk mitigation across all aspects of the business. Through its multifaceted responsibilities, the team ensures that Arada operates within legal frameworks while maintaining its reputation and fostering trust. Below are some of the key functions performed by the legal team:

- **Objective and Impartial Business Advice:** The legal team’s guidance fosters responsible governance by providing impartial advice on compliance and risk-related matters. For example, when considering the formation of new entities in the Emirates, the legal team ensures alignment with regulatory requirements, supports sustainable business growth and reduces regulatory risks.
- **Committee Appointments:** To strengthen governance practices, the legal director’s role on Arada’s risk and audit committees ensures that decisions incorporate legal and ethical considerations. This includes compliance with “know your customer” protocols and financial due diligence, which promote transparency and accountability in line with ESG standards.
- **Company Secretarial Oversight:** The legal team supports Arada’s governance practices by ensuring that company law and regulatory requirements are accounted for. Proper company secretarial procedures ensure that Arada’s operations align with statutory obligations to foster trust among stakeholders.

- **Independent Conflict Management:** The legal team’s approach to resolving disputes promotes social equity by fostering fair and reasonable resolutions. This ensures that internal and external conflicts are handled ethically, preserving Arada’s reputation and goodwill while promoting a culture of accountability and fairness.
- **Day-to-Day Oversight:** The legal team’s oversight extends to identifying and managing potential conflicts of interest, thereby mitigating governance risks. Additionally, the team ensures that Arada engages external assistance where necessary.

With these effective legal compliance management processes in place, we did not receive any violation notices or fines in 2024.

INDEPENDENT CONFLICT MANAGEMENT



Promoting social equity by fostering fair and reasonable resolutions. Conflicts are handled ethically, preserving Arada’s reputation.

Code of Conduct

Upholding Integrity, Inspiring Excellence

As Arada continues to mature and expand, maintaining the highest standards of ethical behaviour is paramount to our success and reputation. Our comprehensive Code of Conduct serves as a foundational guide, outlining the values, principles, and duties that every employee, executive, contractor, and stakeholder must uphold. This commitment ensures that we protect our customers, stakeholders, brand, and company, fostering a trustworthy and secure work environment.

Key Elements of Arada’s Code of Conduct

– Integrity and Honesty

Upholding honesty and transparency in all dealings is crucial. Employees must avoid unethical practices such as bribery and corruption, ensuring that Arada remains a trustworthy organisation.

– Workplace Behaviour

We strive for a fair and inclusive environment, valuing diversity and promoting respectful interactions. Employees are expected to act professionally, support each other, and maintain a positive workplace free from discrimination and harassment.

– Conflicts of Interest

Employees must avoid situations where personal interests conflict with those of the Group. Transparent disclosure of any potential conflicts ensures that decisions are made in Arada’s best interests.

– Confidentiality and Data Privacy

Protecting confidential information is essential. Employees must safeguard sensitive data and only disclose it when authorised or legally required, maintaining privacy even after employment ends.

– Personal Data

We respect personal privacy and comply with data protection laws. Personal data must be processed lawfully, secured from misuse, and used solely for legitimate purposes.

– IT Systems Usage and Security

Safeguarding IT assets is critical. Employees must use licensed software, protect devices with passwords, and adhere to IT policies to prevent data breaches and unauthorised access.

– Gifts and Entertainment

To avoid conflicts of interest, employees must adhere to strict guidelines on accepting and giving gifts and entertainment, especially with government officials, ensuring transparency and fairness in all business interactions.

– Limits of Authority

Clear authority limits ensure consistent business practices and governance. Employees must operate within their authorised limits, avoiding unauthorised commitments or misuse of power.

– Financial Management and Internal Control

Accurate financial reporting and robust internal controls prevent fraud and ensure compliance with accounting standards. Employees must maintain integrity in all financial transactions.

– Social media

Responsible use of social media is vital for protecting Arada’s reputation. Employees must follow social media guidelines, avoid defamatory content, and ensure that personal opinions do not imply company endorsement.

– Health and Safety

Maintaining a safe workplace is a collective responsibility. Employees must comply with health and safety regulations, report hazards, and promote sustainable practices to ensure everyone’s wellbeing.

– Money Laundering and Suspicious Transactions

Arada strictly prohibits money laundering and terrorist financing. Employees must adhere to anti-money laundering policies, remain vigilant, and report any suspicious activities promptly.

Reporting Violations or Concerns

Arada is dedicated to upholding the highest ethical standards. Any violations of the Code must be reported through designated channels, ensuring confidentiality and protection for those who report misconduct. The Audit Committee oversees the implementation of the Code, ensuring that all concerns are addressed appropriately.

Arada’s Code of Conduct embodies our commitment to integrity, professionalism, and ethical behaviour. By adhering to these principles, we build trust, ensure compliance, and maintain a positive reputation within the industry and community.

My Voice – Grievance Platform

My Voice and the Whistle Blower Policy

Empowering Voices, Protecting Integrity

Arada is committed to creating an inclusive, welcoming, and transparent workplace that encourages everyone to be engaged and motivated. Recognising that challenges may arise in the workplace, Arada has established ‘My Voice’, a confidential grievance mechanism for employees to report issues such as workplace harassment, favouritism, discrimination, and policy violations. To facilitate easy access, employees can submit grievances via a QR code or through a URL on the connect page, with informational posters strategically placed throughout Arada offices.

‘My Voice’ is underpinned by Arada’s comprehensive Whistleblower Policy, which plays a critical role in fostering an environment where transparency and ethical behaviour are paramount. The policy is designed to encourage the reporting of unethical conduct, fraud, discrimination, safety violations, and other breaches of law or company policies. It covers all employees, customers, contractors, suppliers, and other stakeholders, promoting a universal standard of integrity.

Key features of the Whistleblower Policy include multiple confidential reporting channels, such as the ‘My Voice’ platform and direct email communications with our compliance team. These avenues ensure that employees can report issues related to financial misconduct, legal violations, unsafe work conditions, or ethical breaches securely and without fear of reprisal.

A pivotal element of the policy is the protection it offers to whistleblowers. Arada guarantees that individuals who report concerns in good faith are protected against retaliation. The policy emphasises strict confidentiality measures to safeguard the identity of the whistleblower and the details of the inquiry.

The investigative process outlined in the policy is thorough and impartial, aiming to address and resolve concerns effectively. Depending on the severity of the infraction, the response may include retraining or legal proceedings. Arada is committed to regular training and awareness initiatives to ensure all stakeholders understand the importance of reporting misconduct and are familiar with the policy’s procedures.

Arada continuously reviews and updates the Whistleblower Policy to align with best practices and legal standards, reaffirming the company’s dedication to integrity.

EMPOWERING VOICES



‘My Voice’ is a confidential grievance mechanism for employees to report issues such as workplace harassment, favouritism, discrimination, and policy violations.

Risk Management

Arada has established an effective risk management framework to address financial, operational, and Environmental, Social, and Governance (ESG) risks. This comprehensive approach enhances resilience and supports sustainable growth in the dynamic real estate sector.

Risk Governance: Board-Level Oversight

Arada’s Risk Committee, a key board committee, plays a crucial role in overseeing the Group’s risk management framework. The Committee ensures that the company’s risk appetite aligns with its strategic objectives, with its members bringing specialized expertise in risk management.

Key Responsibilities:

- Evaluating and mitigating industry-specific risks while monitoring regulatory compliance.
- Reviewing crisis management and business continuity plans to enhance organisational resilience. Collaborating with the Audit Committee on overlapping risk-related matters.

Operating as a direct reporting body to the Board, the Risk Committee plays a pivotal role in safeguarding the Group’s interests by effectively identifying, assessing and mitigating risks.

Financial Risk Management

Arada’s financial risk strategy focuses on mitigating market, credit, and liquidity risks to ensure long-term stability and viability:

- **Market Risk:** Arada minimizes exposure to market fluctuations including foreign exchange and profit rate changes by adhering to strict financial parameters.
- **Credit Risk:** Stringent credit policies help assess and monitor the creditworthiness of customers and counterparties, reducing default risks.

- **Liquidity Risk:** Arada maintains a strong liquidity position to support operational continuity and safeguard its reputation.

Operational Risk Management in Construction

Arada prioritizes operational risk management in construction to uphold project timelines, quality, and safety standards:

- **Risk Assessment:** Comprehensive assessments identify potential hazards, enabling proactive mitigation strategies.
- **Regulatory Compliance:** Arada rigorously adheres to industry regulations and best practices, ensuring full legal compliance.

ESG Risk Management: A Commitment to Sustainability

Arada integrates ESG considerations into its risk framework, reinforcing its commitment to sustainability and ethical operations:

- **Environmental Stewardship:** The company employs sustainable design principles, energy-efficient solutions, and green building certifications such as LEED. Construction Environmental Management practices further minimize environmental impact.

(Refer to the Environmental section of this report to know more details on Arada’s Environmental related practices.)

- **Social Responsibility:** Arada fosters an inclusive workplace, prioritizing employee wellbeing and community engagement through CSR initiatives under the Arada Foundation. The company’s dedication is reflected in its ISO 26000 certification and recognition as a Great Place to Work.

(Refer to the social section of this report, to know more details on Arada’s Social related practices.)

- **Governance:** Strong corporate governance ensures transparency, accountability, and ethical leadership

through policies such as the Code of Conduct, governance committees, cybersecurity measures, and corporate policies.

(Refer to the Governance section of this report, to know for more.)

Diversification: Expanding Beyond Real Estate

Beyond real estate, Arada has expanded its investments into hospitality, wellness, and entertainment verticals to enhance community living and lifestyle experiences. The company focuses on fostering wellbeing, quality living environments, and engaging recreational opportunities, reinforcing its commitment to holistic and sustainable development while mitigating sector-specific risks through diversification.

Arada also intends to expand beyond the UAE, strengthening its presence in international markets and further diversifying its portfolio. This expansion strategy helps mitigate geographic concentration risks and enhances resilience against local economic fluctuations. In line with this strategy, Arada recently launched its operations in Australia, marking a significant milestone in its global expansion efforts.

(Refer to the Business Verticals section for more details.)

RISK MANAGEMENT



Arada minimizes exposure to market fluctuations by adhering to strict financial parameters.

Arada’s Cyber Resilience

Strengthening Defences, Protecting Stakeholders

In an era of escalating cyber threats and a constantly evolving risk landscape, maintaining a robust cybersecurity posture remains a core priority for our organization. As we continue to leverage emerging technologies, broaden our digital footprint, and streamline operations through automation and data-driven insights, various targeted threats involving users, systems, and our digital assets continue to rise.

The rising risks of cyber-attacks, such as account compromise, supplier frauds, phishing attacks, ransomware attempts, bot attacks, and web application vulnerability exploitations, continue challenging our businesses.

To address these risks proactively, Arada has implemented a comprehensive cybersecurity program designed to strengthen our defences, enhance our resilience to threats, and ensure business continuity. Our approach combines robust governance processes, cutting-edge security technologies, and targeted awareness initiatives to foster a culture of cybersecurity vigilance throughout the organisation.

Moreover, these efforts also align closely with our Environmental, Social, and Governance (ESG) commitments, ensuring that our cybersecurity efforts contribute positively to our broader organisational values and responsibilities.

A Holistic and Integrated Security Strategy

Our cybersecurity approach focuses on three core pillars—Process, Technology, and Awareness—to create a robust, sustainable, and adaptive security posture.

Process

- Formal governance committees and policies to guide decision-making.
- Risk management frameworks and proactive incident response planning.

Technology

- Advanced monitoring and detection tools (SIEM, EDR, AI-native solutions).
 - Centralised Security Operations Center (SOC) for real-time threat response.
- #### Awareness
- Interactive training and phishing simulations to reduce human error.
 - Ongoing education to foster a strong security culture across the organisation.

Key Initiatives Undertaken in 2024

- **Security Operations Center (SOC):** Established a dedicated round-the-clock threat monitoring and response centre.
- **Enhanced Visibility:** Expanded security monitoring across all core technology areas.
- **Endpoint Protection:** Strengthened end-user device security to detect and respond to potential compromises.
- **Email Security:** Adopted advanced solutions to protect against phishing and other email-based threats.
- **IT Governance Committee:** Formalised decision-making and policy-setting to align with security objectives.
- **System Hardening:** Improved baseline configurations to reduce vulnerabilities.
- **Vulnerability Management:** Identified and addressed weaknesses through regular assessments and remediation.

Planned Initiatives for 2025

- **Data Protection:** Implement measures to classify and

safeguard critical information, preventing data loss.

- **Cloud Security:** Introduce solutions to govern and secure cloud applications and data.
- **Framework Alignment:** Adhere to established cybersecurity standards (e.g., NIST) to strengthen risk management.
- **User Awareness:** Expand training and conduct simulation exercises to improve recognition of threats.
- **Identity Governance:** Refine access controls to ensure only appropriate user privileges.
- **Zero Trust Approach:** Advance towards a model requiring ongoing verification of users and devices.
- **Application and API Security:** Proactively identify and mitigate vulnerabilities in software and interfaces.

Cybersecurity and ESG

Our cybersecurity efforts form part of a broader commitment to ESG principles, reflecting our belief that a secure, resilient business contributes to long-term sustainability and stakeholder confidence.

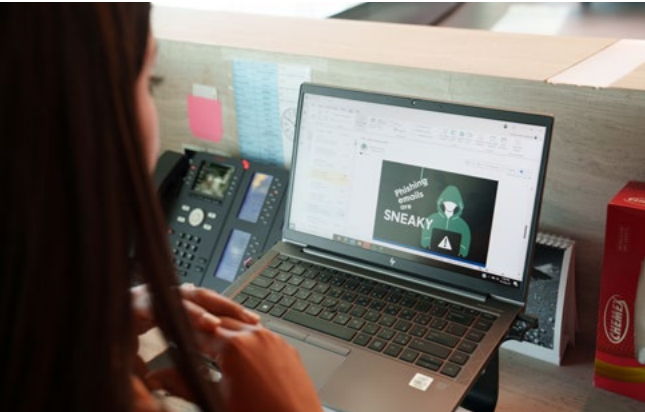
By establishing robust governance structures, utilising efficient cloud-native tools, and safeguarding stakeholder data, we reinforce not only our operational resilience but also our social and environmental responsibilities.

- **Enhanced Governance:** Through structured policies, governance committees, and risk management frameworks.
- **Sustainable Security:** Leveraging automation and cloud-native tools to optimise our resource efficiency.
- **Stakeholder Protection:** Ensuring robust data, operations, and infrastructure security.

In a digital economy, resilience is a core enabler of trust, growth, and sustainability.

By integrating stringent processes, cutting-edge technologies, and human-centric awareness programs, we are evolving beyond reactive defence to proactively shaping a secure digital landscape.

This journey, anchored in our strong ESG principles, ensures that Arada remains well-positioned to meet new challenges, seize opportunities, and deliver lasting value for all stakeholders.



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Our plans for ESG in 2025



Our plans for ESG in 2025

Building on the Momentum

As we reflect on our sustainability journey since formalising our efforts in 2024, we believe that a strong foundation has laid down for the future. This past year has been instrumental in transforming our sustainability ambitions into a clearly defined strategic direction.

We have successfully identified the material issues most relevant to our business and stakeholders, developed a comprehensive Sustainability Framework, and unified our diverse sustainability initiatives under a single, cohesive approach. These achievements have not only aligned our internal operations with global sustainability goals but have also positioned us to drive meaningful change across the communities we serve.

The formation of our Sustainability Framework in 2024 marked a pivotal turning point. It served as the blueprint for how we approach environmental, social, and governance (ESG) principles in every aspect of our business. By bringing together our efforts under one umbrella, we have ensured that sustainability is no longer viewed as a standalone objective, but as an integral part of our corporate ethos.

Growing Our Sustainability Framework

Looking ahead to 2025, our focus is on reinforcing this framework, leveraging the momentum we have created, and further integrating sustainability into all facets of our operations. Beyond real estate development, we are embedding sustainability principles across all our verticals—including Facilities Management, Hospitality, Entertainment, and Wellness—through targeted environmental and social initiatives.

Upholding ESG Principles in Corporate Culture

One of the cornerstones of our 2025 sustainability strategy is the deliberate cultivation of a strong ESG culture across our organisation. Sustainability is as much about people and values as it is about processes and policies. Recognising this, we are launching a suite of structured ESG and sustainability training programmes aimed at empowering our employees with the knowledge, skills, and tools they need to make sustainability a part of their everyday roles.

These training initiatives will be mandatory across all departments and job levels, ensuring a consistent baseline understanding of sustainability principles throughout the organisation. More than just a compliance exercise, the goal is to spark genuine engagement and ownership of our ESG goals. By fostering a sense of shared responsibility, we will cultivate a workforce that doesn't just support our sustainability mission, but actively drives it forward.

We believe that true progress can only be achieved when sustainability becomes second nature. That's why our organisational culture must reflect the same values we promote externally—transparency, responsibility, innovation, and care for people and the planet.

Refining HR Practices and Strengthening Reporting

Our people are the heartbeat of our organisation. Recognising this, we are placing renewed focus on refining our Human Resources (HR) practices in 2025 to foster a more inclusive, engaging, and future-ready workplace. Our HR strategy will focus on cultivating a work

environment where diversity is celebrated, personal growth is encouraged, and employee wellbeing is prioritised.

Simultaneously, we are investing in the systems that support our sustainability reporting and data integrity. Accurate and transparent reporting is critical for measuring progress, making informed decisions, and holding ourselves accountable. Key initiatives include:

- **Quarterly Sustainability Reporting:** A structured reporting system will ensure accurate and efficient data recording across all departments.
- **A Centralized ESG Platform:** This platform will streamline knowledge sharing, enhance employee engagement, and support external reporting efforts.
- **Improved Data Accuracy:** Enhanced tracking and reporting processes will increase data reliability, minimise errors, and enable transparent sustainability disclosures in 2025.

Together, these measures will elevate the quality of our ESG reporting and help us meet the growing expectations of our stakeholders and regulatory bodies.

Unifying Sustainability with Operations and Community Initiatives

We are integrating sustainability performance into our operations by introducing sustainability-focused Key Performance Indicators (KPIs). These KPIs, embedded in annual performance evaluations, will align with corporate sustainability objectives, reinforcing accountability at all levels.

Additionally, we are actively pursuing sustainability certifications, targeting key accreditations such as LEED, WELL, SmartScore, WiredScore, etc. These certifications will ensure our developments meet globally recognised sustainability and well-being standards.

- A critical aspect of our 2025 strategy is the adoption of sustainable material usage guidelines, particularly in carbon-intensive areas such as concrete and steel. Our approach includes:
- Setting clear targets for sustainable sourcing.
 - Engaging local suppliers to raise awareness of carbon footprints.

Simultaneously, we are strengthening our Quality, Health, Safety, and Environmental (QHSE) management systems, working towards ISO certifications to uphold the highest quality and safety standards across our Construction activities.

Beyond corporate initiatives, our commitment to social responsibility remains steadfast through the Arada Foundation. In 2025, we will expand our "Home for a Home" initiative, extending support to new regions while enhancing broader community engagement efforts. These initiatives will strengthen our role in fostering social well-being and inclusivity.

Strengthening Governance Efforts

Good governance is the backbone of any successful sustainability strategy. In 2025, we will work towards strengthening our governance structures to ensure transparency, accountability, and ethical decision-making across all levels of

the organisation. These efforts will support the seamless integration of sustainability principles into our business practices, reinforcing our commitment to responsible corporate citizenship.

Closing in on Sustainability for the Future

With numerous initiatives in the pipeline, 2025 promises to be a pivotal year in our sustainability journey. By strengthening our frameworks, enhancing reporting mechanisms, fostering employee engagement, achieving key certifications, and expanding our community outreach, we are setting the stage for a more sustainable operation.

These efforts will enable us to build an even stronger foundation in the coming years, with the groundwork done so far helping us set decarbonization goals and begin to take actionable steps toward achieving them.

We look forward to sharing our progress through our next Sustainability Report in 2025, showcasing our commitment to sustainability and responsible business practices.

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Appendix

GRI Index

GRI 2: General Disclosures	Response/Location in the report
2-1 Organizational details	<div><div>– Arada Developments LLC</div><div>– Arada Developments LLC was founded in 2017 and its headquartered in the United Arab Emirates. The company was founded by HH Sheikh Sultan bin Ahmed Al Qasimi, serving as Chairman, and HRH Prince Khaled bin Alwaleed bin Talal, as Vice Chairman.</div><div>– Head Office Address: Arada Developments LLC, Festival Tower, 19th floor, Dubai Festival City, Dubai, United Arab Emirates.</div><div>– Arada Group and its business verticals, page 10. Also see our website - www.arada.com</div></div>
2-2 Entities included in the organization’s sustainability reporting	Please refer ‘Arada Group & its business verticals’ - Page 10
	Consolidated Financial Statements of Arada Developments LLC and its subsidiaries, can be found on our website: www.arada.com
	Follows a consistent reporting approach across all Operating Companies.
2-3 Reporting period, frequency and contact point	January 1st, 2024 – December 31st, 2024 This is Arada’s first Sustainability Report, which the company intends to publish on an annual basis.
	Our Consolidated Financial Statements cover our performance from 1 January to 31 December 2024. The sustainability reporting schedule is aligned with the annual financial reporting schedule.
	Arada’s 2024 Sustainability Report is published in June 2025.
	Contact sustainability@arada.com for any questions, regarding the report.
2-4 Restatements of information	This is Arada’s first Sustainability Report.

GRI 2: General Disclosures	Response/Location in the report
2-5 External assurance	We have taken great care to ensure the accuracy of the content in this report, though it has not been externally verified.
	Omission Reason: We have taken great care to ensure the accuracy of the content in this report, though it has not been externally verified.
2-6 Activities, value chain and other business relationships	Please refer ‘Arada Group & its business verticals’ - Page 10
	This is Arada’s first Sustainability Report.
2-7 Employees	Please refer to the “Data Set -Employee Disclosures”.
	The staff numbers in this report reflect only direct employees and exclude contractors. This data is sourced directly from Arada Group’s HR Portal, ensuring accuracy without the need for assumptions.
	Since the data tables include only direct employees, there is no seasonal/project variation of staff.
2-8 Workers who are not employees	<div>A substantial portion of the work at our construction sites is carried out by construction contractors, including subcontractors.</div> <div>We also use contractors for:</div> <div><div><div>• Security</div><div>• Landscape maintenance</div><div>• Window cleaning (malls, offices)</div><div>• Design teams</div><div>• Operators of our Assets</div><div>• Cleaning in our offices</div><div>• 3rd party specialist consultants for design, Sustainability, Audits, Cost Consultants, etc.</div><div>• Creative agency (branding/printing/photography)</div><div>• Training</div><div>• Data management system</div><div>• Software services</div><div>• Travel agency</div><div>• Promotions and media</div></div></div>
2-9 Governance structure and composition	<div>Our Governance System – Overview, page 102.</div> <div>Arada Purpose, Principles and Behaviours, page 104.</div> <div>Governance Committees, page 105</div>

GRI 2: General Disclosures	Response/Location in the report
2-10 Nomination and selection of the highest governance body	Our Governance System – Overview, page 102. Arada Purpose, Principles and Behaviours, page 104. Governance Committees, page 105.
2-11 Chair of the highest governance body	HH Sheikh Sultan bin Ahmed Al Qasimi is the Chairman of the Board and is not a senior executive in the organization.
2-12 Role of the highest governance body in overseeing the management of impacts	Our Governance System – Overview, page 102. Arada Purpose, Principles and Behaviours, page 104. Governance Committees, page 105.
2-13 Delegation of responsibility for managing impacts	Our Governance System – Overview, page 102. Arada Purpose, Principles and Behaviours, page 104. Governance Committees, page 105.
2-14 Role of the highest governance body in sustainability reporting	All the key Sustainability strategies and progress are discussed in the Sustainability Steering Committee Meetings which is chaired by the Group CEO, who is also a member of the Board. The key updates of these meetings are further discussed in the Board meetings.
2-15 Conflicts of interest	Each Board member declares any potential conflicts of interest at the start of the Board meeting and abstains from voting on related matters. Principles of governing conflict of interest can be found in our Code of Conduct. Code of Conduct, Page 107.
2-16 Communication of critical concerns	To the extent such concerns arise, they are addressed on a case-by-case basis at the Board meetings.
	No critical concerns were reported in 2024.
2-17 Collective knowledge of the highest governance body	Our Governance System – Overview, page 102. Arada Purpose, Principles and Behaviours, page 104. Governance Committees, page 105.
2-18 Evaluation of the performance of the highest governance body	The Board Effectiveness Review is conducted annually.
2-19 Remuneration policies	Omission Reason: Confidentiality constraints
2-20 Process to determine remuneration	Omission Reason: Confidentiality constraints

2-21 Annual total compensation ratio	Omission Reason: Confidentiality constraints
2-22 Statement on sustainable development strategy	Message from leadership - Group CEO, Page 6
2-23 Policy commitments	Code of Conduct, Page 107.
	The Code of Conduct is currently available on the intranet for all employees, and we plan to publish it on our website soon.
	The Code of Conduct has been approved by the Group Chief Executive Officer.
	The Code of Conduct applies for all the Group’s activities.
	All employees receive a briefing on the Code of Conduct during their HR induction. It is also published on the intranet, ensuring easy access for everyone.
2-24 Embedding policy commitments	The Group CEO approves entity- and group-level policy commitments to ensure their effective integration. The authority to sign departmental-level policies is delegated to departmental or vertical heads, as applicable. Regular training is conducted to uphold these commitments, and appropriate policies are incorporated into contracts with contractors, suppliers, consultants, and other relevant third parties.
2-25 Processes to remediate negative impacts	Grievance cases are either directly captured from employees or through ‘My Voice’ platform. Cases are then reviewed and investigated on a case-by-case basis and resolved appropriately via consultation, written warnings, transfers or termination of employees. My Voice - Grievance Platform, Page 107.
2-26 Mechanisms for seeking advice and raising concerns	My Voice - Grievance Platform, Page 107.
2-27 Compliance with laws and regulations	No non compliances notices or fines were levied during the reporting period.
2-28 Membership associations	Omission
2-29 Approach to stakeholder engagement	Our Stakeholder Engagement, Page 19.
2-30 Collective bargaining agreements	GCC countries do not permit unions but in countries where unions are permitted, such as Australia, Arada does not prohibit employees from joining these unions in accordance with the country’s laws and regulation

GRI 201: Economic Performance		Response/Location in the report
201-1 Direct economic value generated and distributed		Please refer the latest Financial report available on our website. www.arada.com
201-2 Financial implications and other risks and opportunities due to climate change		Please refer to Risk Management, Page 108.
201-3 Defined benefit plan obligations and other retirement plans		Arada is fully aligned with the governmental requirements: National Pension Plan for UAE Nationals and End of Service benefit for all the other nationalities as per the labour law guidelines.
201-4 Financial assistance received from government		No financial assistance was received from the government during the reporting year.
GRI 202: Market Presence		Response/Location in the report
202-1 Ratios of standard entry level wage by gender compared to local minimum wage		Omission Reason: Confidentiality constraints
202-2 Proportion of senior management hired from the local community		Omission
GRI 203: Indirect Economic Impacts		Response/Location in the report
203-1 Infrastructure investments and services supported		Community Engagement and Social Impact. Page 58-66
203-2 Significant indirect economic impacts		Omission

GRI 204: Procurement Practices		Response/Location in the report
204-1 Proportion of spending on local suppliers		Omission Reason: This information is not being collected.
GRI 205: Anti-corruption		Response/Location in the report
205-1 Operations assessed for risks related to corruption		Omission
205-2 Communication and training about anti-corruption policies and procedures		Omission
205-3 Confirmed incidents of corruption and actions taken		Omission
GRI 206: Anti-competitive Behavior		Response/Location in the report
206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices		Omission
GRI 3: Materials Topics		Response/Location in the report
3-1 Process to determine material topics		Sustainability Materiality Matrix, Page 26.
3-2 List of material topics		
3-3 Management of material topics		Connecting Nature, Page 28-55. Connecting People, Page 56-99. Connecting through Integrity, Page 100 - 109

GRI 301: Materials	Response/Location in the report
301-1 Materials used by weight or volume	Embracing Green Materials, Page 40. Please refer to the Data Set - Key Material Disclosures.
301-2 Recycled input materials used	
GRI 302: Energy	Response/Location in the report
302-1 Energy consumption within the organization	Fuel Management, Page 48. Please refer to the Data Set - Resource Consumption Disclosures.
302-2 Energy consumption outside of the organization	We are working on integrating a effective data collection mechanism to collect the data
302-3 Energy intensity	Omission Reason: Data not being collected
302-4 Reduction of energy consumption	Omission Reason: Data not being collected
302-5 Reductions in energy requirements of products and services	Omission Reason: Data not being collected
GRI 303: Water and Effluents	Response/Location in the report
303-1 Interactions with water as a shared resource	Water Management, Page 47.
303-2 Management of water discharge-related impacts	Water Management, Page 47.
303-3 Water withdrawal	Omission
303-4 Water discharge	Water Management, Page 47. Our Environmental Management System, Page 43.
303-5 Water consumption	Please refer to the Data Set - Resource Consumption Disclosures
306-3 Significant spills	Omission Reason: Data not being collected

GRI 304: Biodiversity	Response/Location in the report
304-1 Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high	All development activities are in line with local regulatory requirements and EIA is conducted prior to any project, as applicable by the authority to ensure we do not operate on protected areas and do not endanger local biodiversity.
304-2 Significant impacts of activities, products and services on biodiversity	Biodiversity Management, Page 49. Our Environmental Management System, Page 43. Sustainable Landscaping Practices, Page 50.
304-3 Habitats protected or restored	Biodiversity Management, Page 49. Our Environmental Management System, Page 43. Sustainable Landscaping Practices, Page 50.
304-4 IUCN Red List species and national conservation list species with habitats in areas affected	Biodiversity Management, Page 49. Our Environmental Management System, Page 43. Sustainable Landscaping Practices, Page 50.
GRI 305: Emission	Response/Location in the report
305-1 Direct (Scope 1) GHG emissions	Omission Reason: Information unavailable Explanation: While we already collect the necessary data, we are currently refining our data collection mechanism to enhance efficiency and accuracy.
305-2 Energy indirect (Scope 2) GHG emissions	Omission Reason: Information Unavailable Explanation: While we already collect the necessary data, we are currently refining our data collection mechanism to enhance efficiency and accuracy.
305-3 Other indirect (Scope 3) GHG emissions	Omission Reason: Information unavailable
305-4 GHG emissions intensity	Omission Reason: Information unavailable
305-5 Reduction of GHG emissions	Omission Reason: Information unavailable
305-6 Emissions of ozone-depleting substances (ODS)	Omission Reason: Information unavailable
305-7 Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions	Omission Reason: Information unavailable

GRI 306 Waste	Response/Location in the report
306-1 Waste generation and significant waste-related impacts	Integrating Sustainability Certifications, Page 31. Combatting Single-Use Plastic at Arada, Page 45. Wellfit - Reducing Single use plastics, Page 46. Wellfit - Paperless Journey, Page 46. Construction & Demolition Waste Management, Page 48.
306-2 Management of significant waste-related impacts	Integrating Sustainability Certifications, Page 31. Combatting Single-Use Plastic at Arada, Page 45. Wellfit - Reducing Single use plastics, Page 46. Wellfit - Paperless Journey, Page 46. Construction & Demolition Waste Management, Page 48.
306-3 Waste generated	Omission Reason: Information unavailable Explanation: While we already collect the necessary data, we are currently refining our data collection mechanism to enhance efficiency and accuracy.
306-4 Waste diverted from disposal	Omission Reason: Information unavailable Explanation: While we already collect the necessary data, we are currently refining our data collection mechanism to enhance efficiency and accuracy.
306-5 Waste directed to disposal	Omission Reason: Information unavailable Explanation: While we already collect the necessary data, we are currently refining our data collection mechanism to enhance efficiency and accuracy.
GRI 308: Supplier Environmental Assessment	Response/Location in the report
3-3 Management of material topics	This year, we intend to integrate a ESG Prequalification checklist to asses their performance and compliance prior prequalifying them.
308-1 New suppliers that were screened using environmental criteria	Omission Reason: Information unavailable Explanation: This year, we plan to integrate an ESG prequalification checklist to assess performance and compliance before approving vendors.
308-2 Negative environmental impacts in the supply chain and actions taken	Omission Reason: Information unavailable Explanation: This year, we plan to integrate an ESG prequalification checklist to assess performance and compliance before approving vendors.

GRI 401: Employment	Response/Location in the report
401-1 New employee hires and employee turnover	Please refer to the Data Set - Employee Disclosures
401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Work from Home Flexibility, Page 76. Internal Career Development Policy, Page 76. Expanded mental health coverage Page 76. Redefining Rewards and Wellbeing, Page 71. Exclusive Offers & Staff Discounts, Page 75.
401-3 Parental Leave	Redefining Rewards and Wellbeing, Page 71. Please refer to the Data Set - Employee Disclosures.
GRI 402: Labor, Management Relations	Response/Location in the report
402-1 Minimum notice periods regarding operational changes	The minimum notice period is 4 weeks.
	Omission
GRI 403: Occupational Health and Safety	Response/Location in the report
403-1 Occupational health and safety management system	Connecting People, Page 56-99.
403-10 Work-related ill health	Please refer to the Data Set - Health Safety and Environment disclosures
403-2 Hazard identification, risk assessment, and incident investigation	Connecting People, Page 56-99.
403-3 Occupational health services	Connecting People, Page 56-99.
403-4 Worker participation, consultation, and communication on occupational health and safety	Connecting People, Page 56-99.
403-5 Worker training on occupational health and safety	Connecting People, Page 56-99.
403-6 Promotion of worker health	Omission
	Connecting People, Page 56-99.

GRI 403: Occupational Health and Safety		Response/Location in the report
403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships		Connecting People, Page 56-99.
403-8 Workers covered by an occupational health and safety management system		Connecting People, Page 56-99.
403-9 Work-related injuries		Please refer to the Data Set – Health Safety and Environment disclosures
GRI 404: Training & Education		Response/Location in the report
404-1 Average hours of training per year per employee		Please refer to Data set – Employee Disclosures
404-2 Programs for upgrading employee skills and transition assistance programs		Arada’s Commitment to Learning and Development, Page 68. Performance & Talent Management System at Arada, Page 74.
404-3 Percentage of employees receiving regular performance and career development reviews		Please refer to Data set – Employee Disclosures
GRI 405: Diversity and Equal Opportunity		Response/Location in the report
405-2 Ratio of basic salary and remuneration of women to men		Omission Reason: Confidentiality constraints
GRI 406: Non-discrimination		Response/Location in the report
406-1 Incidents of discrimination and corrective actions taken		No legal action or incidents related to discrimination were reported in 2024
GRI 408: Child Labor		Response/Location in the report
408-1 Operations and suppliers at significant risk for incidents of child labor		The UAE government enforces strict controls on issuing employment visas to individuals under 18, making it highly unlikely for anyone conducting business with Arada to employ child labor. Nonetheless, our standard terms of agreement explicitly address and prohibit child labor.

GRI 413: Local Communities		Response/Location in the report
413-2 Operations with significant actual and potential negative impacts on local communities		Community Engagement and Social Impact. Page 58-66 Empowering Local Talent and Communities, Page 90-99
GRI 418: Customer Privacy		Response/Location in the report
418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data		Arada’s Cyber Resilience, Page 109

Data Sets

Resource Consumption Disclosures

A. Energy, Fuel and Potable Water Consumption Details of Arada’s Facilities in 2024		
Details	Unit	Quantity
Total potable water consumption at Arada’s facilities in 2024	Litres	29210597.83
Total fuel consumption in 2024 by generators powering Arada’s facilities wherever a permanent utility electricity connection is unavailable	Litres	749242.69
Total fuel consumption by Arada-owned or leased vehicles in 2024 -August	Litres	78171.39
Total electricity consumption at Arada’s facilities in 2024	Kwh	4315946.16
Total renewable energy consumption at Arada’s facilities in 2024	Mwh	93.5
Note: - Our in-house data collection tool was launched in March 2024; hence, the data covers the period from March to December 2024 and includes only Arada’s activities in the UAE. - “Arada’s Facilities” encompass all premises where Arada operates in the UAE, including Corporate Offices, Branch Offices, Project Management Offices, and Sales Centres. - Electricity for Arada’s facilities is supplied by DEWA or SEWA. - Potable water data includes bottled drinking water consumption and other potable water used at the facilities.		
B. Energy, Fuel and Potable Water Consumption Details of Boost Outlets in 2024		
Total potable water consumption at Boost outlets in 2024	Litres	1121628.63
Total electricity used at Boost outlets in 2024	Kwh	214489.74
Note : - Our in-house tool was launched in March 2024, hence the above includes data from all the Boost outlets operational in UAE within this period. - Electricity is supplied by Utilities - DEWA or SEWA to Boost outlets. - Potable water data includes bottled drinking water consumption and other potable water used at the facilities.		

Key Material Disclosures

A. Details of Concrete used at Arada’s Construction Projects in 2024						
No. of Mixes	No . Of Contractors	No. of Mixes having a Carbon footprint Assessment*	Total Concrete Quantity Used in 2024 (M3)	Total Cementitious Content in the Concrete used (Kgs)	Total Supplementary Cementitious Content (Kgs)	Concrete Recycled Content (%)
102	7	0	317952.5	131104343.2	57358566.1	43.75%
*Carbon footprint of the product should be disclosed through either a 3rd party attested - EPD or an LCA or any equivalent documentation.						

B. Details of Steel used at Arada’s Construction Projects in 2024				
No. of Steel Manufacturers procured from	No. of Steel products having a Carbon footprint Assessment*	Total Quantity used (Tons)	Recycled Content of Steel (Tons)	Total Recycled Content %**
9	6	73046.74	6846.43	9.37%
**Carbon footprint of the product should be disclosed through either a 3rd party attested - EPD or an LCA or CARES or any equivalent documentation.				

Employee Disclosures

Ref. No.	Employee Disclosures	Arada Developments LLC
A	Employee Breakdown	
A.1	Total Number of Employees	847
	Total Number of Direct Employees	847
	Total Annual Number of Hours Worked	1967750
A.1.1	% of Employees by Gender	
	% of Employees – Male	71%
	% of Employees – Female	29%
A.1.2	% of Employees by Age	
	% of Employees – Under 30	25%
	% of Employees – between 30–50	71%
	% of Employees – Over 50	5%
A.1.3	% of Employees by Nationality	
	% of Employees – UAE Nationals	4%
	% of Employees – Other Middle East	29%
	% of Employees – Africa	8%
	% of Employees – Asia	53%
	% of Employees – North America and Europe	5%
	% of Employees – South America and Australia	1%
A.1.4	% of Employees by Management Level	
	% of Male Employees in Top-management positions	91%
	% of Male Employees in Middle-management positions	75%
	% of Male Employees in Non-management positions	68%
	% of Female Employees in Top-management positions	9%
	% of Female Employees in Middle-management positions	25%
	% of Female Employees in Non-management positions	32%
A.1.5	% of Employees by Employment Status	
	% of Permanent Employees	100%
	% of Temporary Employees	0%
	% of non-guaranteed hours employees	0%
	% of full time employees	100%
	% of Part time employees	0%

Ref. No.	Employee Disclosures	Arada Developments LLC
B	Employee Hires and Leavers	
B.1	Number of New Hires	
B.1.1	% of New Hires by Gender	
	% of New Hires – Male	64%
	% of New Hires – Female	36%
B.1.2	% of New Hires by Age	
	% of New Hires – Under 30	42%
	% of New Hires – 30–50	57%
	% of New Hires – Over 50	1%
B.1.3	% of New Hires by Management Level	
	% of New Hires in Top-management positions	3%
	% of New Hires in Middle-management positions	16%
	% of New Hires in Non-management positions	81%
B.2	Number of Internal Hires	
B.2.1	% of Internal Hires by Gender	
	% of Internal Hires – Male	100%
	% of Internal Hires – Female	0%
B.2.2	% of Internal Hires by Age	
	% of Internal Hires – Under 30	38%
	% of Internal Hires – 30–50	62%
	% of Internal Hires – Over 50	0%
B.2.3	% of Internal Hires by Management Level	
	% of Internal Hires in Top-management positions	0%
	% of Internal Hires in Middle-management positions	0%
	% of Internal Hires in Non-management positions	100%
B.3	Total Turnover Rate	
B.3.1	Turnover Rate by Gender	
	Total Turnover Rate – Male	58%
	Total Turnover Rate – Female	42%

Ref. No.	Employee Disclosures	Arada Developments LLC
E	Health and safety disclosures	
E.1	Health & Safety Disclosures for Direct Employees	
	Total Number of Direct Employees	847
	Total Annual Number of Hours Worked	1967750
	Total Number of work-related Lost Time Injuries (LTI)	0
	Total Number of work-related fatalities	0
	Lost Time Injury Frequency rate (LTIFR)	0
J	Employees Training	
J.1	Total Training Hours by Gender	
	Total Number of training hours undertaken by the organization’s employees - Female	12506
	Total Number of training hours undertaken by the organization’s employees - Male	30619
	Total Training hours - Female	12506
	Total Training hours - Male	30619
	Average training hours undertaken by the organization’s employees - Female	738
	Average training hours undertaken by the organization’s employees - Male	1803
J.2	Performance and Career Development Review	
	% of employees who received regular performance and career development review - Female	100%
	% of employees who received regular performance and career development review - Male	100%

Health, Safety & Environment Disclosures

Ref. No.	Employee Disclosures	Arada Developments LLC
E	Health and safety disclosures	
E.1	Health & Safety Disclosures for Direct Employees	
	Total Number of Direct Employees	847
	Total Annual Number of Hours Worked	1967750
	Total Number of work-related Lost Time Injuries (LTI)	0
	Total Number of work-related fatalities	0
	Lost Time Injury Frequency rate (LTIFR)	0
E.1	Health & Safety Disclosures for Contracted Workers - 2024*	
	Total Annual Number of Hours Worked - 2024	39356323
	Total Number of work-related Lost Time Injuries (LTI)	1
	Total Number of work-related fatalities	1
	Lost Time Injury Frequency rate (LTIFR)	0.05
E.1	Health & Safety Disclosures for Contracted Workers - 2023*	
	Total Annual Number of Hours Worked - 2023	11234309
	Total Number of work-related Lost Time Injuries (LTI) - 2023	3
	Total Number of work-related fatalities - 2023	2
	Lost Time Injury Frequency rate (LTIFR) - 2023	0.18
Formula for LTIFR = ((LTI+ Fatality)* 1000,000)/Total Manhours Worked		
*This is the data pertaining to the Contractors’ workers working at our Projects		

Training

Ref. No.	Employee Disclosures	Arada Developments LLC
J	Employees Training	
J.1	Total Training Hours by Gender	
	Total training hours underaken by the organization’s employees - Female	12506
	TTotal training hours underaken by the organization’s employees - Male	30619
	Total Training hours - Female	12506
	Total Training hours - Male	30619
	Average training hours underaken by the organization’s employees - Female	738
	Average training hours underaken by the organization’s employees - Male	1803
J.2	Performance and Career Development Review	
	% of employees who received regular performance and career development review - Female	100%
	% of employees who received regular performance and career development review - Male	100%

Abbreviations

Abbreviation	Meaning
ADNH	Abu Dhabi National Hotels
AIA	American Institute of Architects
API	Application Programming Interface
ASHRAE	American Society of Heating, Refrigerating, and Air-Conditioning Engineers
AUC	American University of Cairo
AUS	American University of Sharjah
BMS	Building Management Systems
BOD	Board of Directors
BPA-free	Bisphenol-A
CBD	Central Business District
CCS2	Combined Charging System 2
CEMP	Construction Environmental Management Plans
CFAD	College of Fine Arts and Design
CFAD	College of Fine Arts and Design
CIBSE	Chartered Institution of Building Services Engineers
CSR	Corporate Social Responsibility
DEI	Diversity, Equity & Inclusion
EDR	Endpoint Detection and Response
EEG	Emirates Environmental Group
EIA	Environmental Impact Assessments
EMEA	Europe, the middle East and Afriva
EMS	Environmental Management System
ENP	Employee Nurture Program
EPR	Emergency Preparedness and Response
ERP	Emergency Response Plan
ERVs	Energy Recovery Ventilators

Abbreviation	Meaning
ESG	Environmental, Social, and Governance
EV	Electric Vehicles
EVP	Employee Value Proposition
FOCP	Friends of Cancer Patients
GGBS	Ground Granulated Blast Furnace Slag
GPTW	Great Place to Work
GRI	Global Reporting Initiative
GWP	Global Warming Potential
HCI	Human Concern International
HCI	Human Concern International
HH	His/Her Highness
HRVs	Heat Recovery Ventilators
HSE	Health, Safety, and Environment
HSEMS	Health, Safety, and Environmental Management System
HVAC	Heating, Ventilation, and Air Conditioning
IAQ	Indoor Air Quality
ICD	Internal Career Development
ICD	Investment Corporation of Dubai
IFRS	International Financial Reporting Standards
IIA	Institute of Internal Auditors
KOR	Key Observation Report
LTIFR	Lost time injury frequency rate
MEP	Mechanical, Electrical and Plumbing
MNR	Metabolic Network Reactor
MOCCAE	Ministry of Climate Change and Environment
MOU	Memorandum of Understanding
NIST	National Institute of Standards and Technology
PC	Pink Caravan
PE	Physical Education
PMO	Project Management Office

Abbreviation	Meaning
PPE	Personal Protective Equipment
PV	Photo Voltaic
QHSE	Quality, Health, Safety, and Environmental
RFID	Radio Frequency Identification
SASB	Sustainability Accounting Standards Board
SCTDA	Sharjah Commerce and Tourism Development Authority
SDGs	Sustainable Development Goals
SEF	Sharjah Entrepreneurship Festival
SEWA	Sharjah Electricity Water Authority
SHA	Sharjah Housing Authority
SHA	Sharjah Housing Authority
SIEM	Security Information and Event Management
SITTF	Sharjah International Travel and Tourism Forum 2024
SLA	Service Level Agreements
SOC	Security Operations Center
SOP	Standard Operating Procedures
SORs	Site Observation Reports
SPEA	Sharjah Private Education Authority
SRTA	Sharjah Roads and Transport Authority
SRTIP	Sharjah Research Technology and Innovation Park
SSSD	Sharjah Social Services Department
STP	Sewage Treatment Plants
TBHF	The Big Heart Foundation
tco2e	Tonnes of Carbon Dioxide Equivalent.
TDCC	The Developing Child Center
TSE	Treated Sewage Effluent
UNHCR	United Nations High Comissioner for Refugees
UOS	University of Sharjah
URL	Uniform Resource Locator
WFH	Work from Home

If you have any questions, require more information about Arada's sustainability initiatives, or are interested in collaborating with us, please get in touch with us at "sustainability@arada.com"

