

# Investor Presentation

July 2025

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# UAE Macro Economic Overview

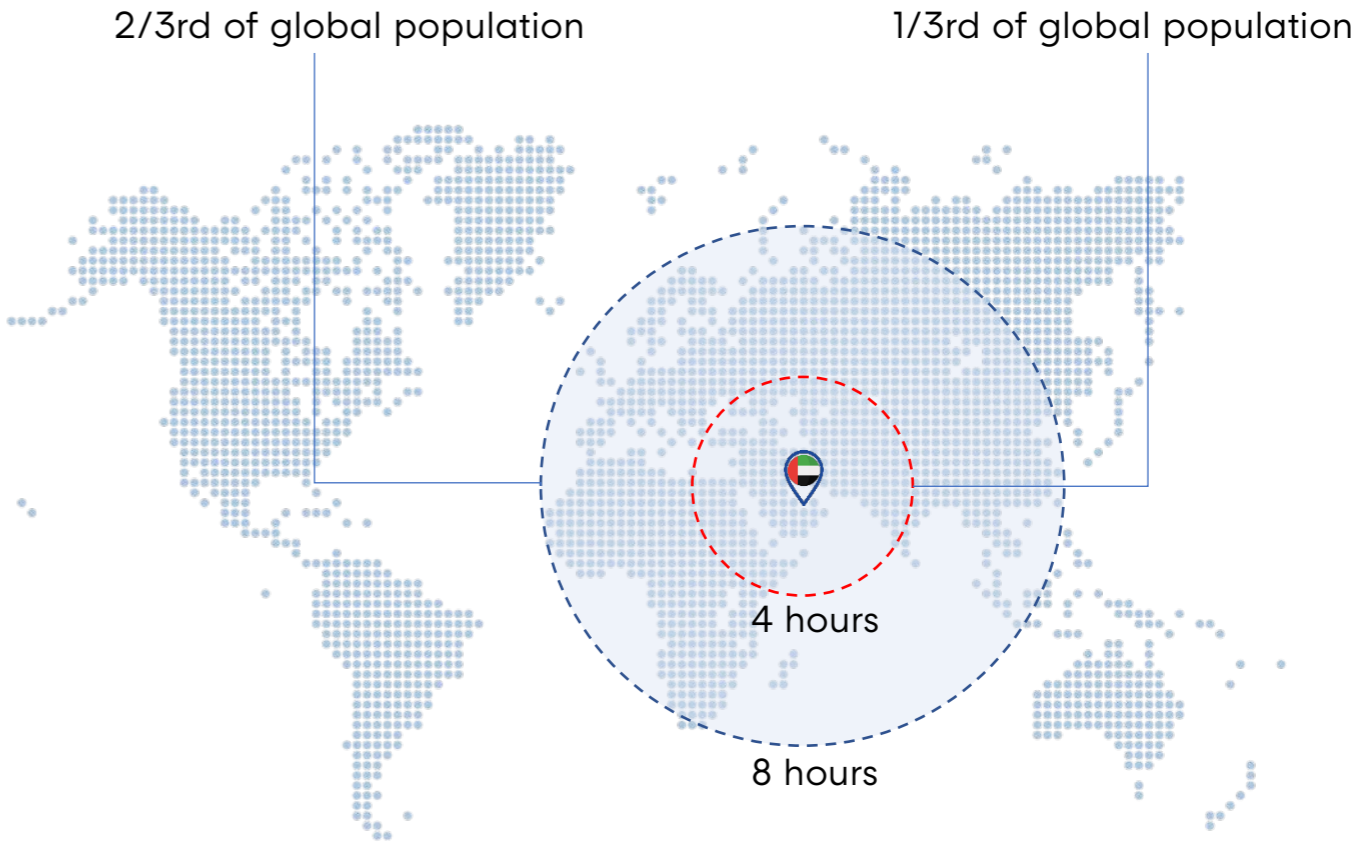
# Benefits of The Union

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

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

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

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



## With significant investment to drive stable economic growth..



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



**Cutting edge infrastructure** with plans to meet future requirements



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



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

\*\* Global Finance Magazine 2024

# Business Overview

# Introducing Arada

Launched in 2017 and headquartered in the UAE, Arada was created to build spaces people connect with for healthier, happier and more meaningful lives. Arada's scope of operation covers property development, retail, education and hospitality.

# Our Shareholders



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

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



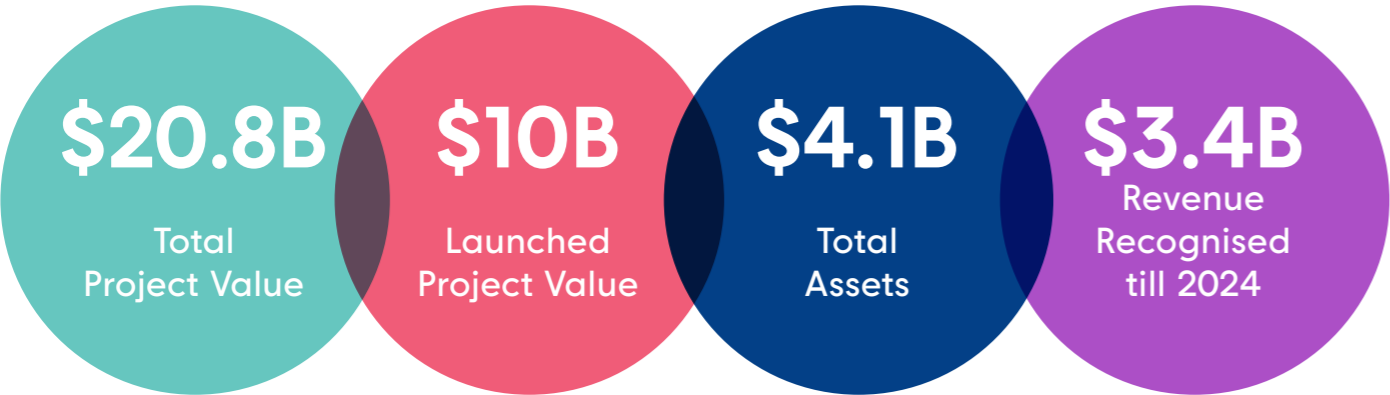
**HRH Prince Khaled bin Alwaleed bin Talal Al Saud**  
Executive Vice Chairman (60% Shareholder)

- Member of Saudi Arabian royal family  
(son of HRH Prince Alwaleed bin Talal Al Saud,  
Chairman and Founder of Kingdom Holding Company)
- Founder and CEO of KBW Ventures, a venture capital  
asset management company
- Chairman, Raimondi Cranes (Italy)
- President, Saudi Sports for All Federation

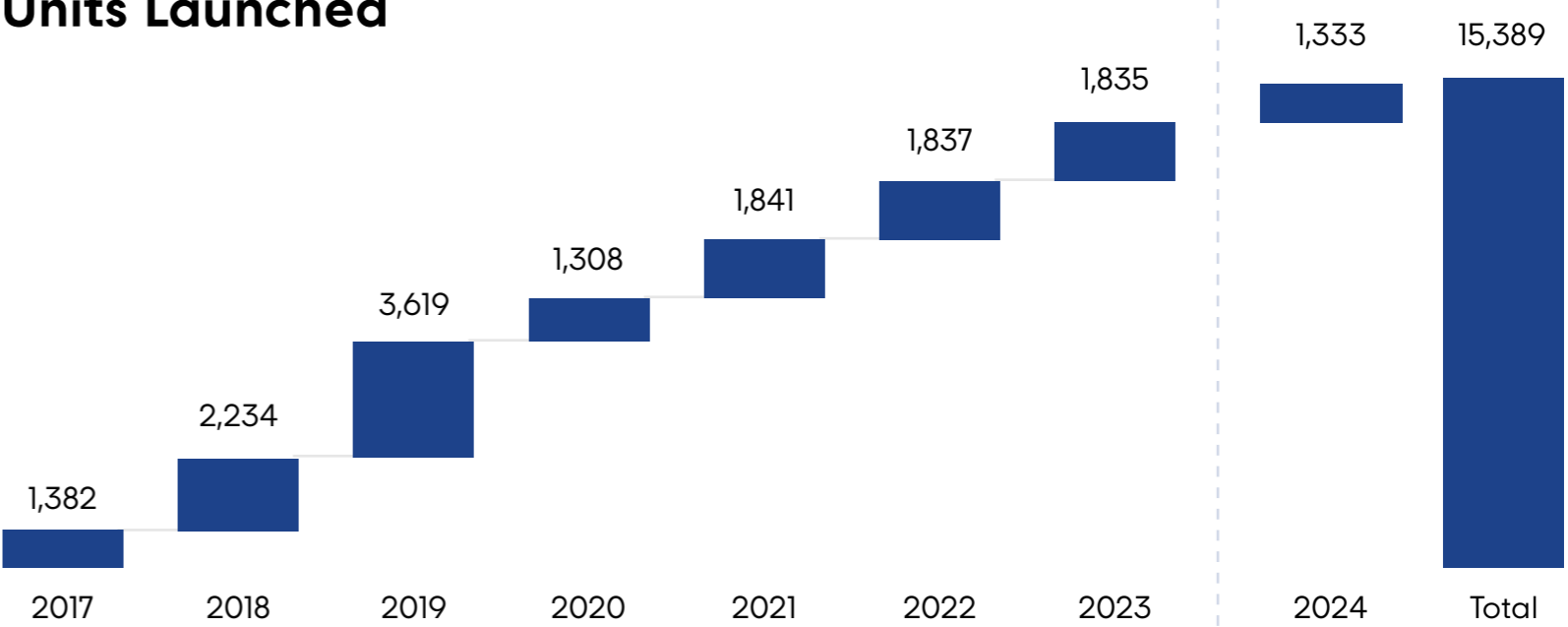
## Tangible and Intangible Benefits accruing to Arada from its Strategic Shareholding

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

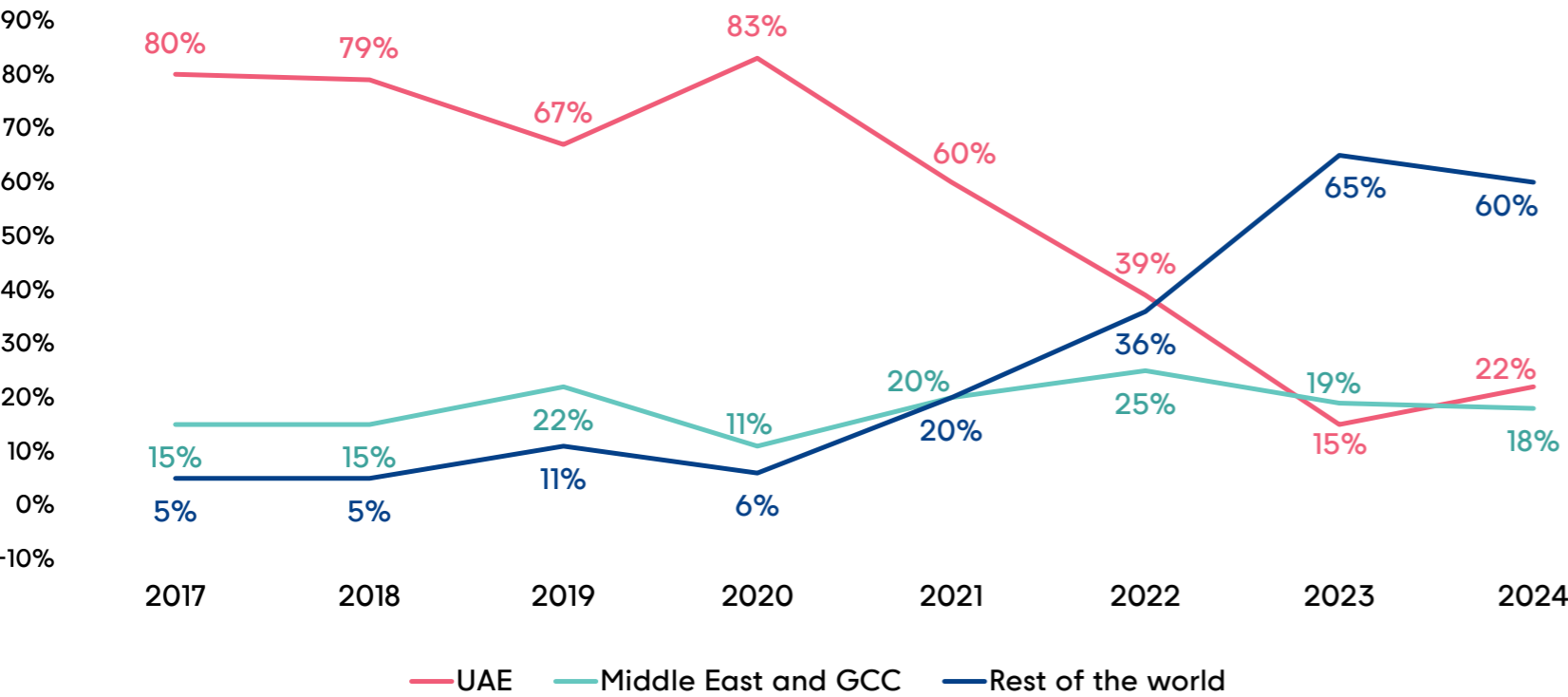
# Arada Overview



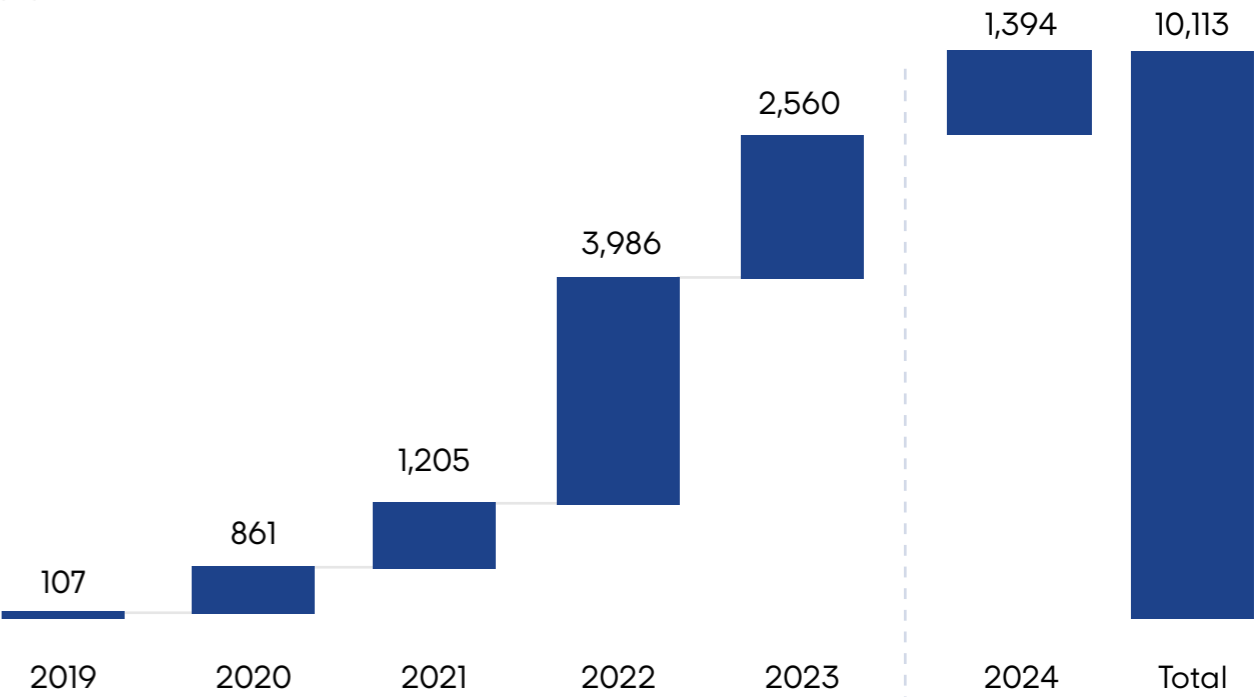
## Units Launched



## Movement in Customer Mix (by units)



## Units Delivered



\*as of YE 2024

# Arada Group Strategy

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

# Our purpose: Connected Life

Our goal is to become a true people company.

We are committed to building communities and destinations, not just houses.

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

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

## Our principles

### **We are dynamic**

We are listening, learning and adapting.

### **We care**

We are kind, thoughtful and even surprising.

### **We deliver**

We are focused, collaborative and responsible.

# Recent Milestones

2024

JANUARY

Sales begin for Armani Beach Residences at Palm Jumeirah



Partnered for the joint development of Akala project



FEBRUARY

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



MARCH

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

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



MAY

Anantara Sharjah Residences launched



JUNE

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



AUGUST

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



SEPTEMBER

Arada strengthens Board of Directors with appointment of Khalid Al Bakhit who also serves as chairman of ICD Brookfield



OCTOBER

Tap of June 2029 Sukuk of USD 150 million.

W Residences at Dubai Harbour launched



DECEMBER

Arada cements leadership position in local fitness division with acquisition of three prominent UAE gym brands

2025

FEBRUARY

Arada sells out new USD 1.5 billion Sharjah forest community Masaar 2 just three hours after launch due to unprecedent buyers demand



Arada expands Dubai portfolio by entering a development agreement for Downtown Plot



MARCH

Arada awards USD 165 million contract to build the first phase of Arada Central Business District , Sharjah’s new commercial hub



MAY

Acquisition of tier-one Australian construction management firm Roberts Co



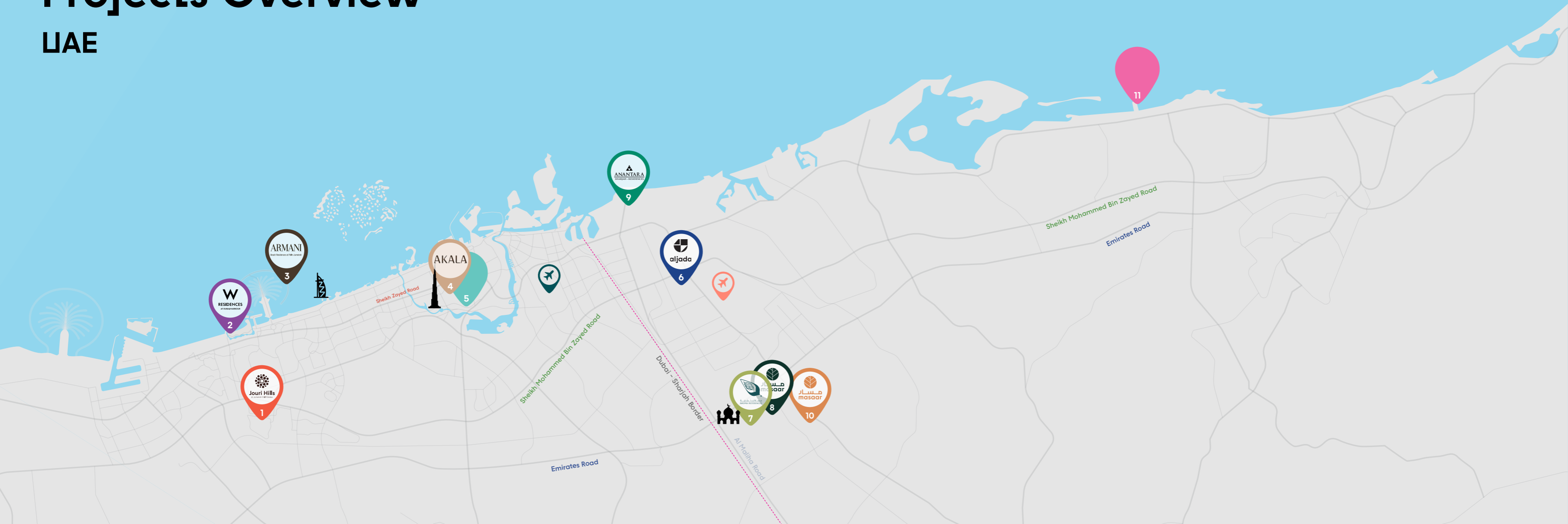
Arada partners with OGI for joint development of plot of land in Al Marjan Island, Ras Al Khaimah

Arada unveils Akala, the world’s first precision wellness destination, with debut location next to Dubai’s DIFC



# Projects Overview

## UAE



1.

Jouri Hills at Jumeirah Golf Estates

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

2.

W Residences at Dubai Harbour

- 450+ premium apartments
- USD 1.3B value
- 114K square ft
- >60% of launched units sold

3.

Armani Beach Residences at Palm Jumeirah

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

4.

Akala Hotel & Residences

- 534 branded residences
- USD 1.4B value
- 138k square ft
- Launched in May 2025

5.

Downtown

- USD 0.4B value
- Unlaunched

DUBAI

GDV - USD 4.5B

6.

Aljada

- >25,000 residential units
- USD 9.5B value
- 24M square ft
- >95% of launched units sold

7.

Nasma Residences

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

8.

Masaar

- 3,000 villas/ townhouses
- USD 2.5B value
- 19M square ft
- >97% of launched units sold

9.

Anantara Sharjah Resort & Residences

- 128 5-Star Residences
- 110 Keys
- USD 0.2B value
- 157K square ft
- >40% of launched units sold

10.

Masaar 2

- USD 1.5B value
- 10.5M square ft
- 100% sold

SHARJAH

GDV - USD 14.1B

11.

Ras Al Khaimah

- USD 0.5B value
- 204K square ft
- Unlaunched

RAK

GDV - USD 0.5B

# Projects Overview

## Australia



6 land parcels  
Plot Area: ~400,000 Square ft  
Expected launch: 2026

# Our Projects: Sharjah

## Nasma Residences

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

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



## Aljada

The Downtown of New Sharjah

Total Project Value	USD 9.5B
Launched Value	USD 2.4B
Sold Value	USD 2.1B
Launch	Q3 2017
Expected Completion	Q4 2031
Deliveries	70% (of launched)
Plot size	24M sq ft

# Our Projects: Sharjah

## Masaar

UAE's largest  
forested community

Total Project Value	USD 2.5B
Sold Value	USD 2.4B
Launch	Q1 2021
Completion	Q3 2026
Deliveries	47%
Plot size	19M sq ft

## Anantara Sharjah Resort & Residences

A New Chapter of Luxury  
by the Sea

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

A partnership with Minor Hotels for Joint Development

# Our Projects: Sharjah



## Masaar 2

Arada’s second forested community in Sharjah

Total Project Value	USD 1.5B
Sold Value	USD 1.5B
Launch	Q1 2025
Expected Completion	2028
Plot size	10.5Mn sq ft

A Joint Venture Partnership with SRTIP

# Our Projects: Dubai

## Jouri Hills

Arada's entry into the vibrant Dubai market

Total Project Value	USD 0.6B
Sold Value	USD 0.6B
Launch	Q4 2022
Completion	2026
Plot size	2.3M sq ft

## Armani Beach Residences

Wellness and Ultra Luxury at its finest

Total Project Value	USD 0.8B
Sold Value	USD 0.2B
Launch	Q1 2024
Expected Completion	2028
Plot size	220K sq ft

# Our Projects: Dubai

## W Residences at Dubai Harbour

Luxury living in a Waterfront District

Project Value	USD 1.3B
Launched Value	USD 0.9B
Sold Value	USD 0.5B
Expected Completion	2028
Plot size	114K sq ft

A partnership with EGR Group for Joint Development

## Akala Hotel & Residences

The world's first precision wellness environment

Project Value	USD 1.4B
Launched	May 2025
Plot size	138K sq ft

A partnership with Wasat Prime Properties LLC for Joint Development

# Our Projects: Dubai

Upcoming



## Downtown

Luxury living with Burj Khalifa views

Expected Project Value	USD 0.4B
Expected Launch	Q4 2025
Plot Size	36k sq ft

A partnership with Wasat Downtown Properties LLC for Joint Development

# Our Projects: Ras Al Khaimah

Upcoming



## Ras Al Khaimah

Branded luxury living on Al Marjan Island

Expected Project Value	0.5B
Expected Launch	Q4 2025
Plot Size	204k sq ft

A partnership with OGI

# Our Projects: Arada Australia

Upcoming



## Arada Australia

Creating vibrant, community-based developments

Expected Launch	2026
Plot Size	400k sq ft

# Value Enhancing Verticals

## Arada Education

Portfolio of 4 schools

- Arada Education opened its first school in 2021–‘SABIS International School- Aljada’ in Sharjah in partnership with SABIS with a capacity of 4,000 students. Currently more than 1200 students are enrolled and the school is expected to generate a stabilized revenue of >USD 30M p.a.
- In 2023, Arada signed an agreement with Innoventures Education for a Built-to-Suit school with a rental model in Aljada. The school, which will have a capacity of 2,000 students, is expected to be operational for the academic year starting in September 2026.
- In 2024, Arada signed an agreement with Bright Capital to bring one of the UK’s top independent school, Reigate Grammar School in Masaar. This will be on a Built to Suit rental model with a capacity of 2700 students, and will be operational for the Academic year starting September 2027
- The aim is to deliver one more school on a built-to-suit long-term rental model in Aljada.



## Arada Hospitality

Portfolio of 5 branded hotels

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



# Value Enhancing Verticals

## Arada Retail

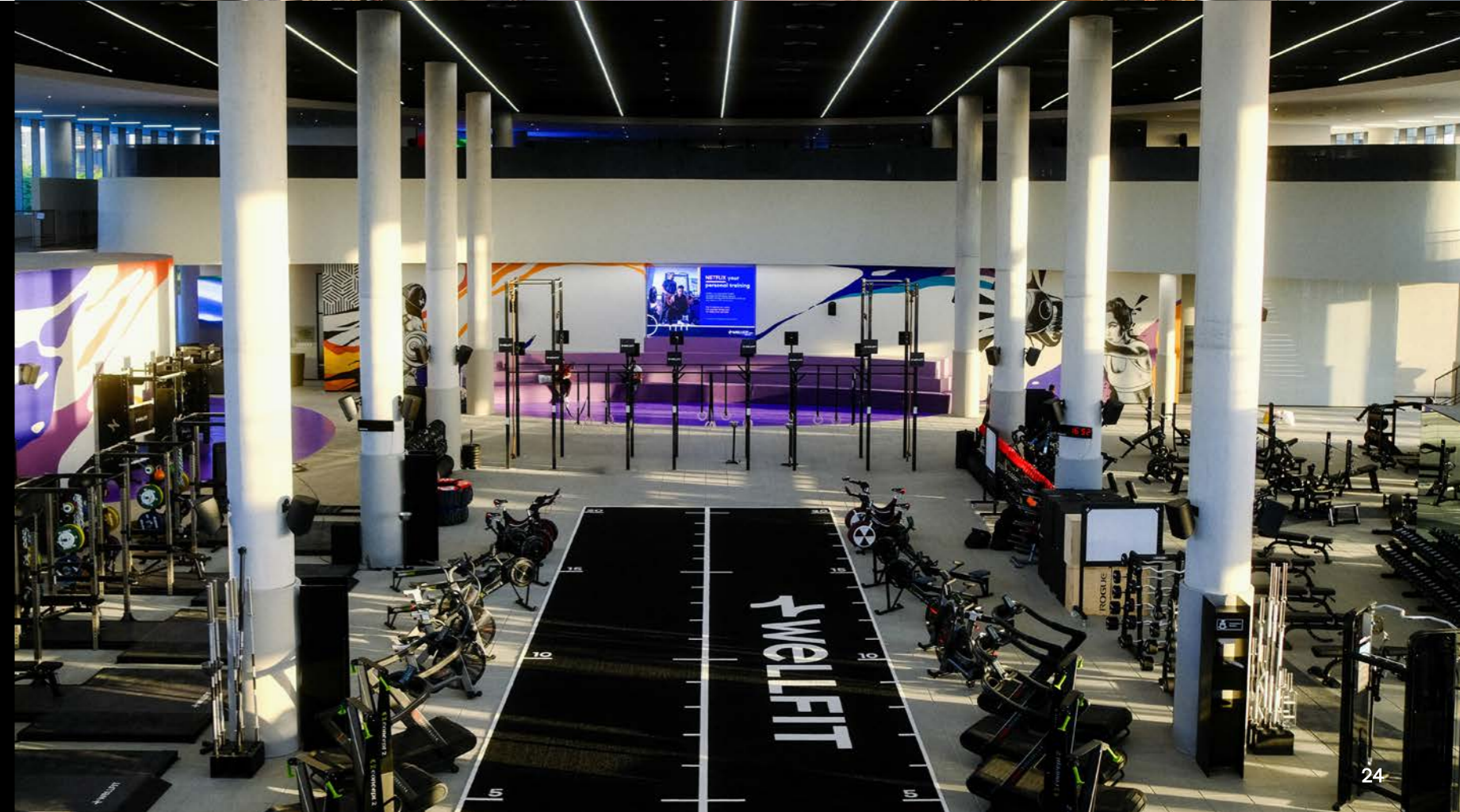
- Arada's residential developments will incorporate high quality retail components to support the needs of its residents, as well as expand to offer malls and unique destination retail experiences.
- Current available retail space of 292K sqft and 34 food trucks are fully leased out.
- Arada Retail also comprises Sharjah's premier retail destination- Madar Mall - planned to be the UAE's most innovative retail destination with an expected GLA of 805K sq ft, 250+ stores and more than 80 dining outlets.



## Arada Wellness

Portfolio of 15 gyms

- Over the last two years, Wellfit has been one of the fastest growing wellness brands of the UAE, and has been recognised by the REPs Industry Awards with the following awards to its name:
  - Super Club of the Year
  - Best Member Experience Team
  - Best Use of Technology
- In December, Arada finalised the purchase of three well-known UAE-based gym brands - FitnGlam, The Platform Studios and recently launched health club FITCODE leaving the division valued at USD 270Mn with 15 gyms across the UAE and 11 more in the immediate pipeline.



# Forward Integration Through Our Brands

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

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

**BOOST**

منبت  
**manbat**

**ZAD**

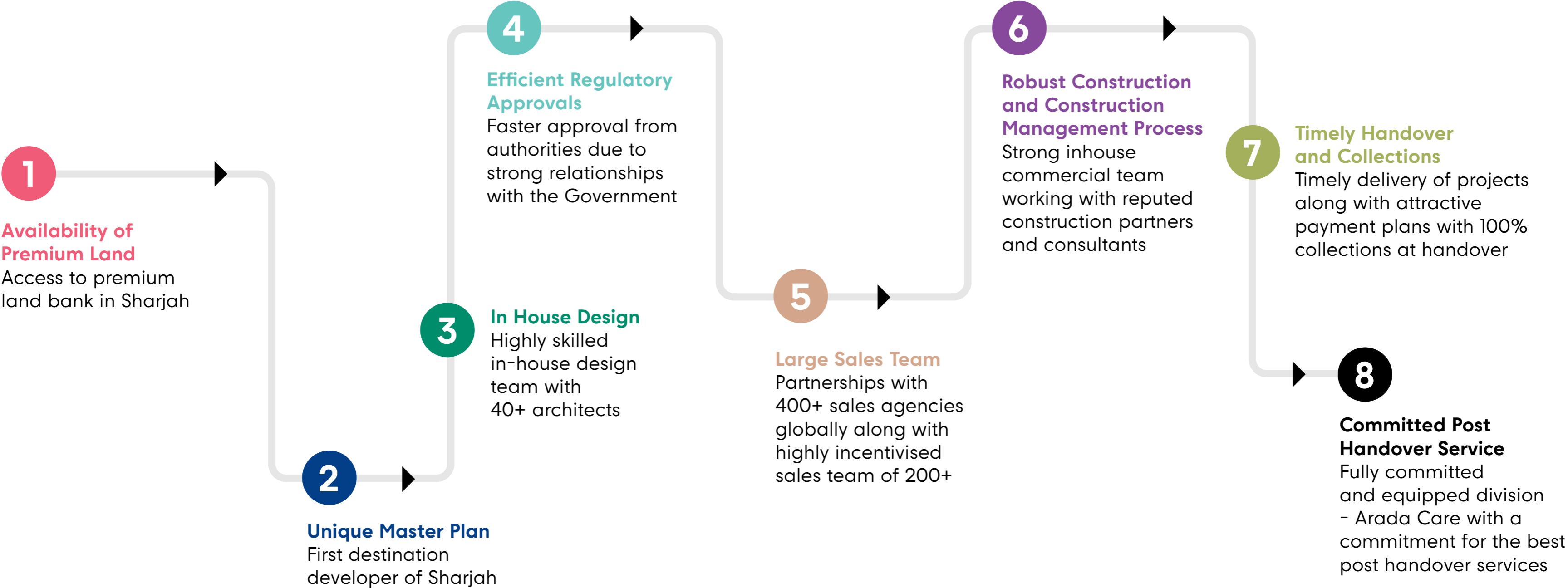
**Yalla**

**HUNGRY  
WOLVES**

**ARTAL**

# Our Strategic Edge

# Dominant Market Positioning In Home Market



# Unique Market Positioning

## Aljada



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

## Masaar



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

## Akala Hotel and Residences



The world’s first precision wellness destination fusing ultra-luxury living with future-facing medical, technological, and hospitality excellence—right next to DIFC.

# Proven Support from Government & Regulatory Authorities in Home market



01

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

02

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

03

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

04

Fee concessions and committed infrastructure availability for every project

05

Strong relationships and support from major financial institutions in Sharjah



Sharjah Government  
حكومة الشارقة  
دائرة التسجيل العقاري  
Real Estate Registration Directorate



هيئة كهرباء ومياه الشارقة  
Sharjah Electricity & Water Authority



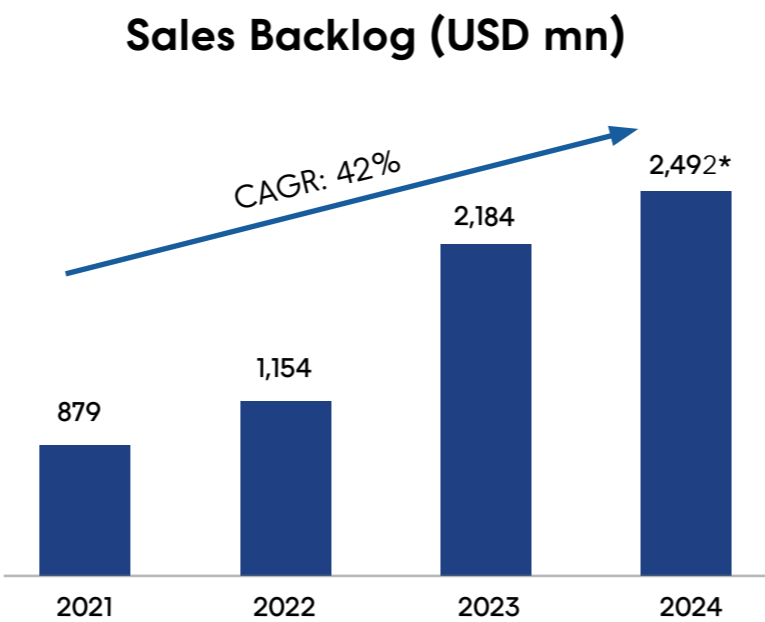
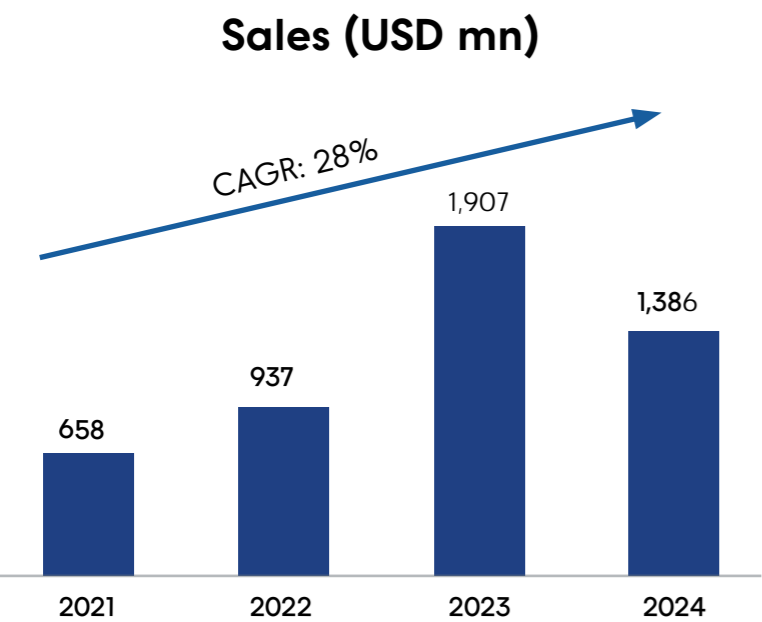
Government of Sharjah  
Finance Department

حكومة الشارقة  
دائرة المالية المركزية

# Financial Highlights

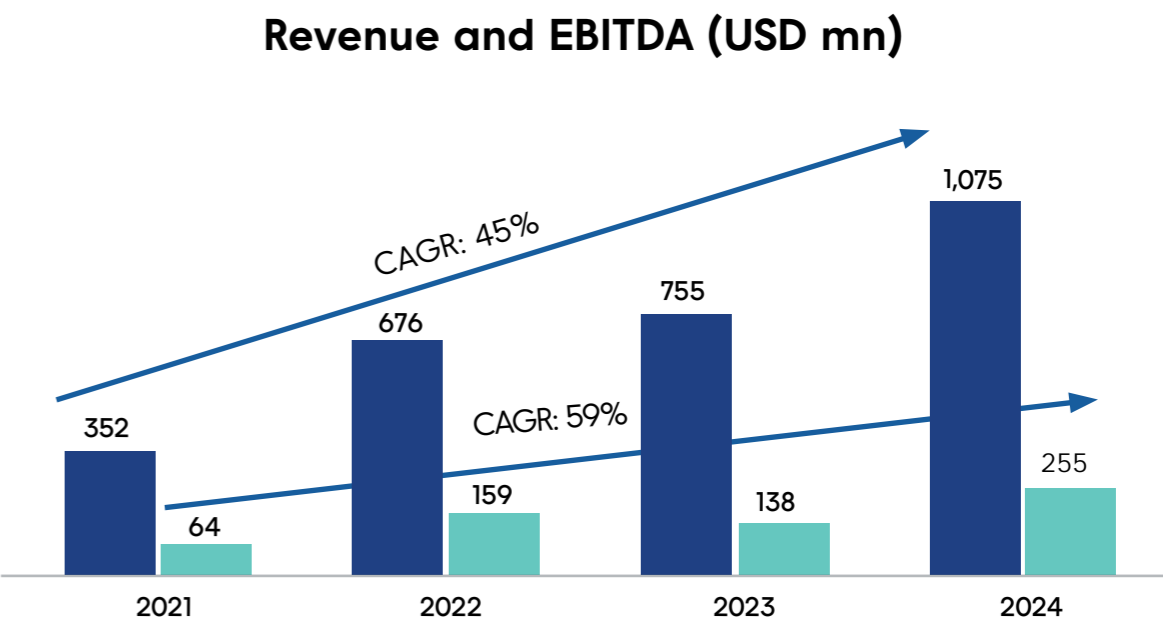
# Key Financial Indicators

## Key Financial Metrics



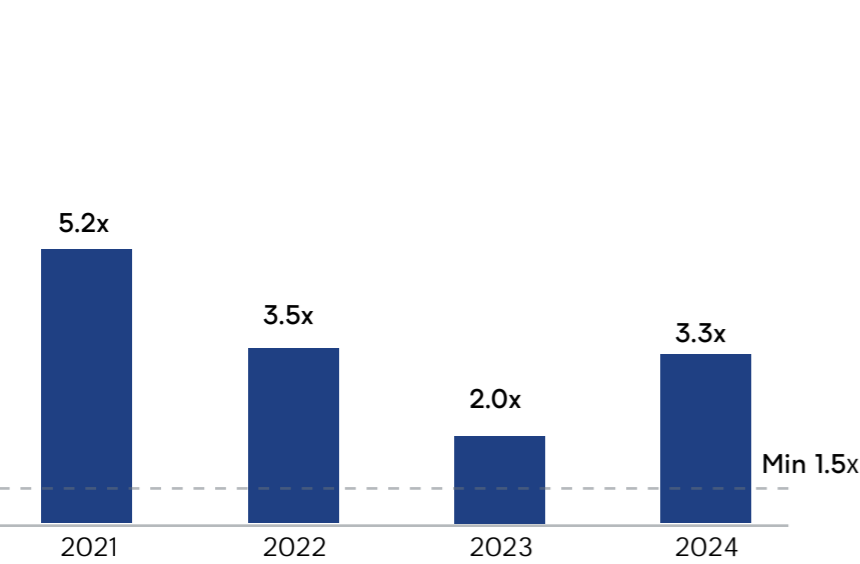
Sales backlog = opening sales backlog +  
Sales for the year - revenue recognised for the year

\* including W Residences at Dubai Harbour and  
Anantara Sharjah Resort & Residences Sales

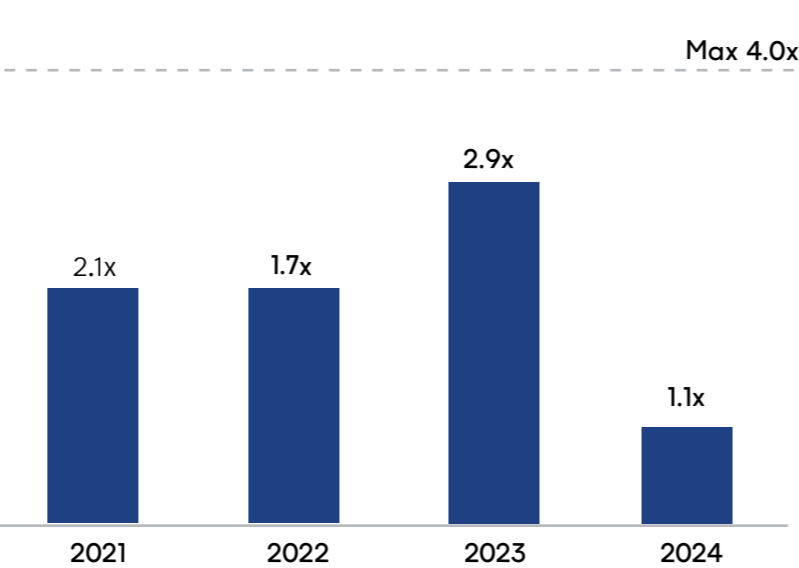


## Covenants

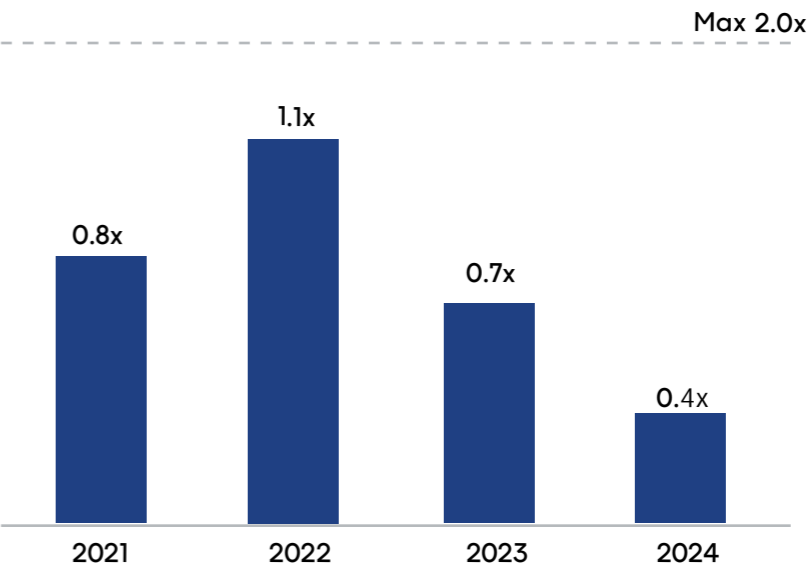
### Interest coverage - EBITDA/Interest



### Leverage Ratio - Net Debt/EBITDA

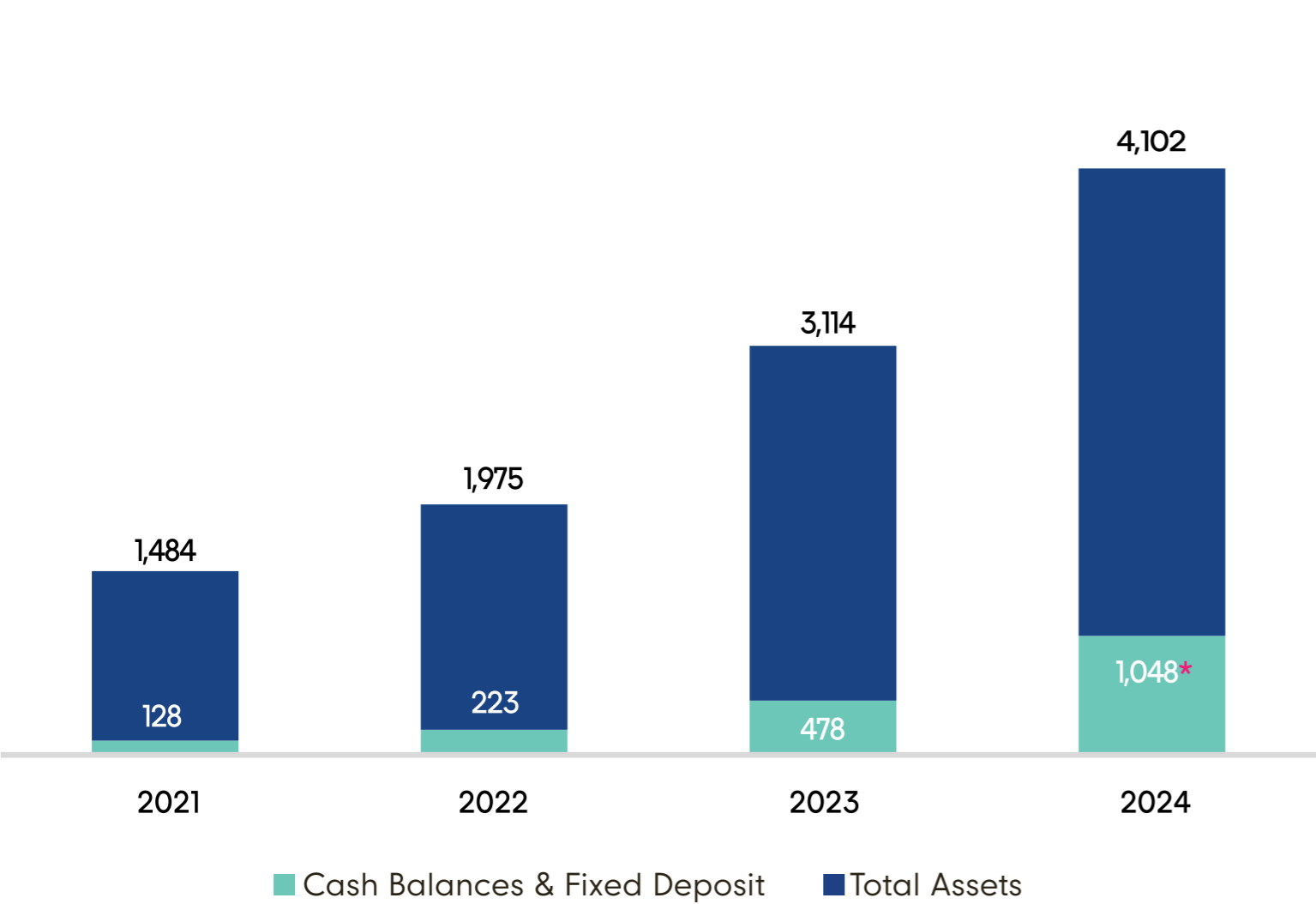


### Capital Gearing Ratio - Net Debt/Equity



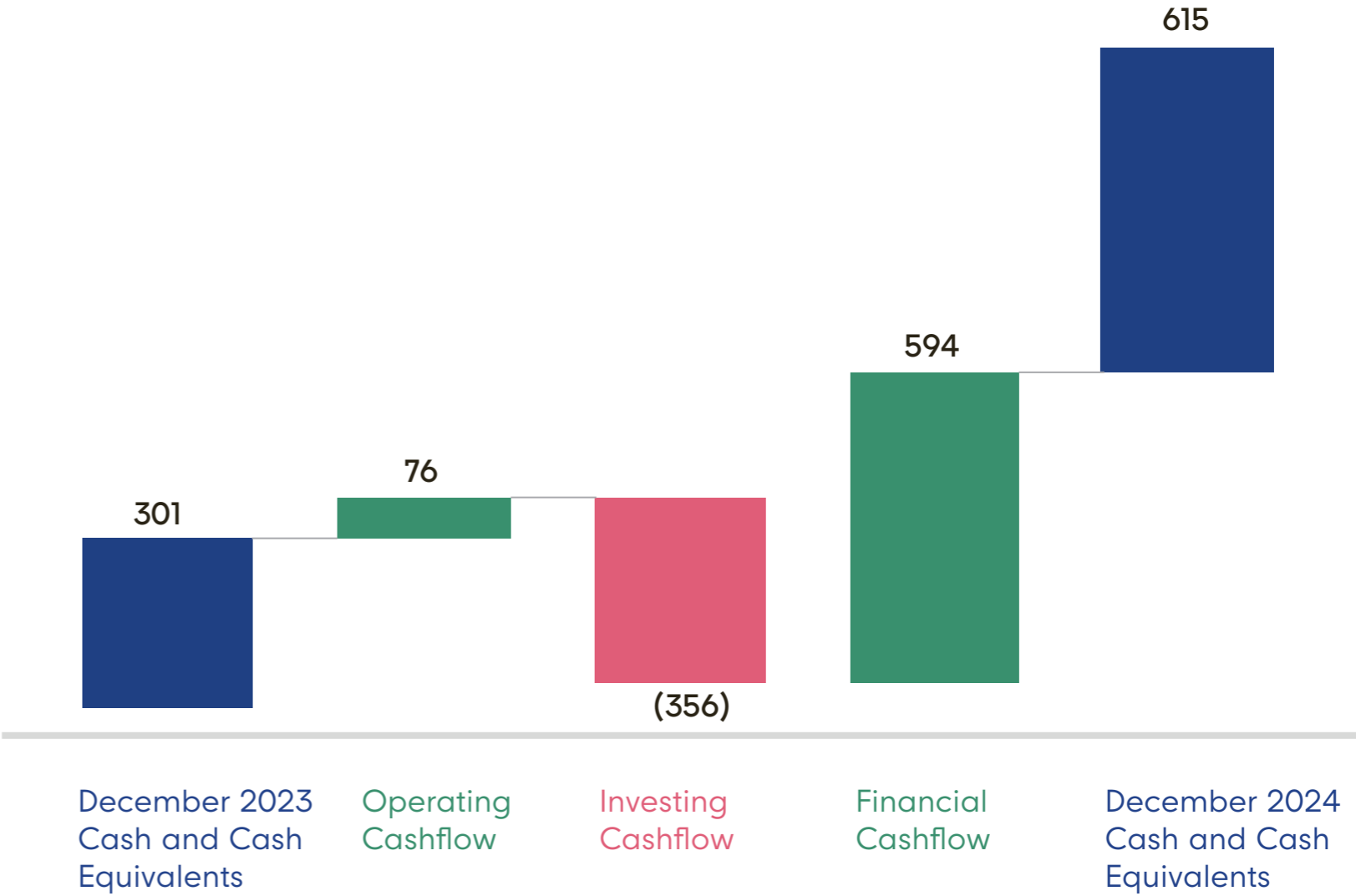
# Robust Liquidity Position

Asset Value and Cash Balances (USD Mn)



\*Includes  
Escrow- USD 199 million  
Non Escrow- USD 849 million

Cashflow Overview (USD Mn)  
FY 2024



# Arada Credit Rating

## Key Rating Drivers

1

### Strong Development Model

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

2

### Unique Market Position in Sharjah

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

3

### Good profitability and revenue visibility

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

4

### Adequate liquidity profile

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

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

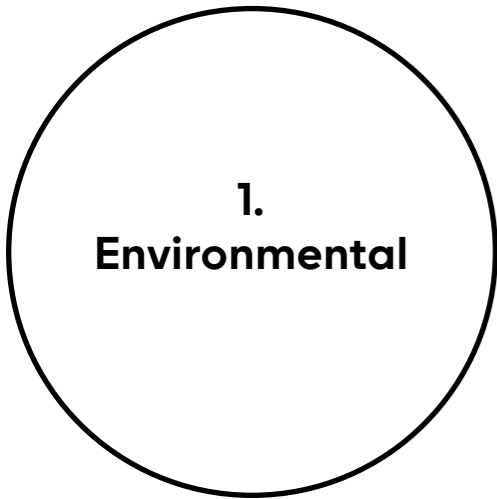
## Factors that could lead to an upgrade

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

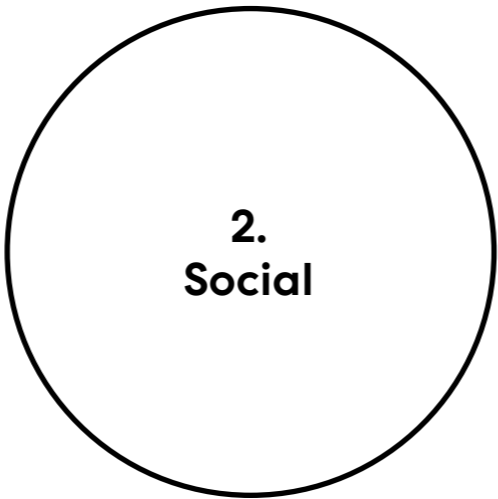
# Our Focus on ESG

# Robust Environmental, Social and Governance Framework

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



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



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



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

# Our Sustainability Framework

## Our Sustainability Framework

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.

## Formalising Our Approach: Establishing the ESG Department

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.

## Our First ESG Report

Arada’s inaugural ESG Report, which covers fiscal year 2024, was published in 2025.



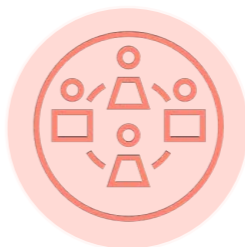
### Connecting Nature

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



### Connecting Through Integrity

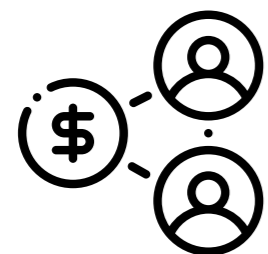
Drive to build a future-ready organization, operating with integrity and transparency.



### Connecting People

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

# Concluding Remarks



1.

## Strategic Shareholders

Tangible and Intangible Benefits from prominent regional sponsors



2.

## Resilient Real Estate Market

Fast growing economy with initiatives promoting a high-quality lifestyle



3.

## Dominant Market Positioning

Key differentiators throughout the development lifecycle



4.

## Unique Product Offering

Projects offering the most progressive, smart and high-quality communities in the market



5.

## Proven Support from Government

Access to premium land bank, financing flexibility and support from key governmental departments



6.

## Strong Liquidity Position

Prudent financial policies and large cash balances lend strength to our Balance Sheet

# Appendix

Delivered



# Nasma Residences

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

The project includes six residential phases, an international school, a mosque and two neighbourhood parks. All six phases have been delivered and the project has been completed.

**5M**  
square feet

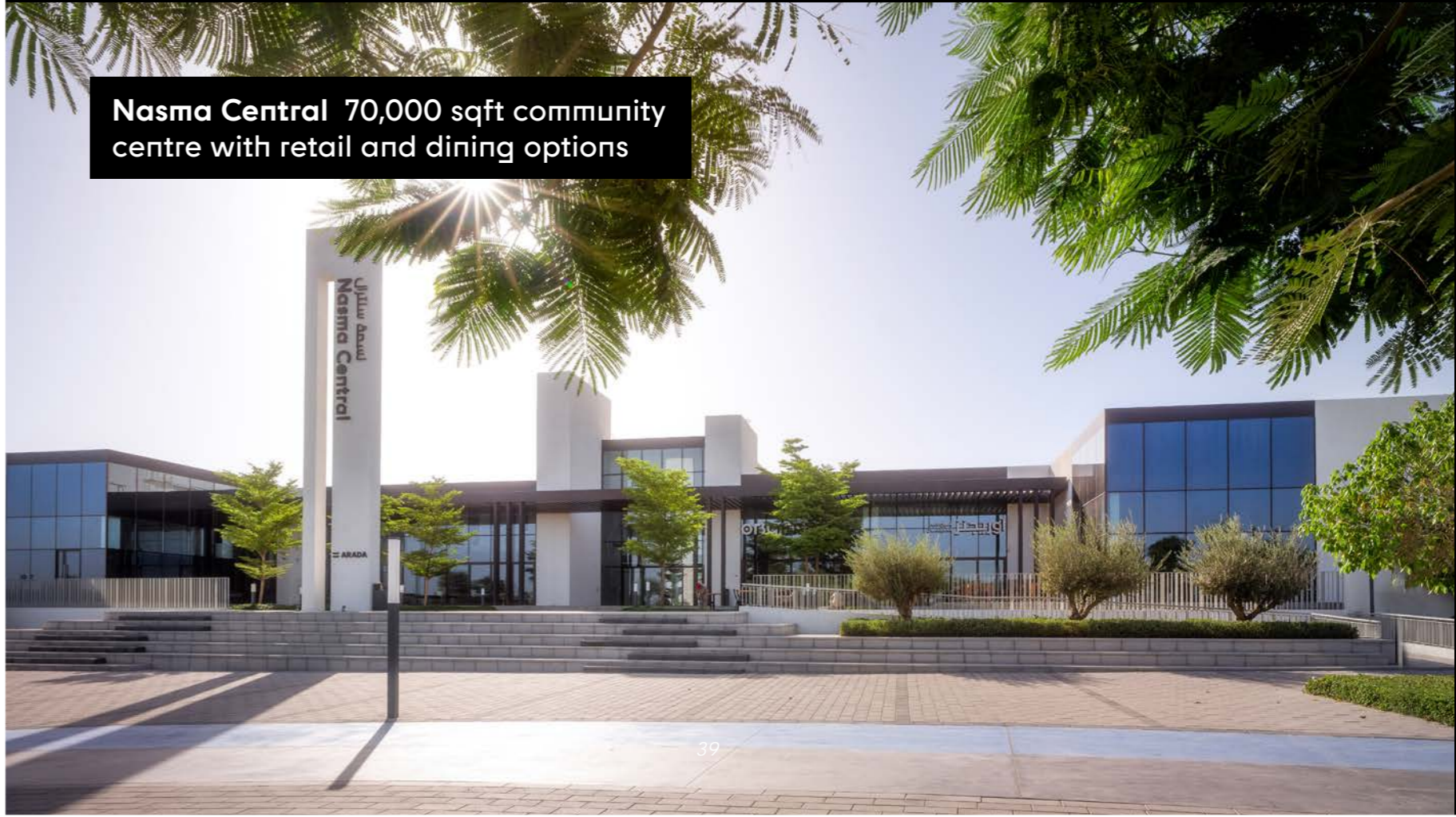
**USD 0.4B**  
total sales  
value

**1,117**  
Units

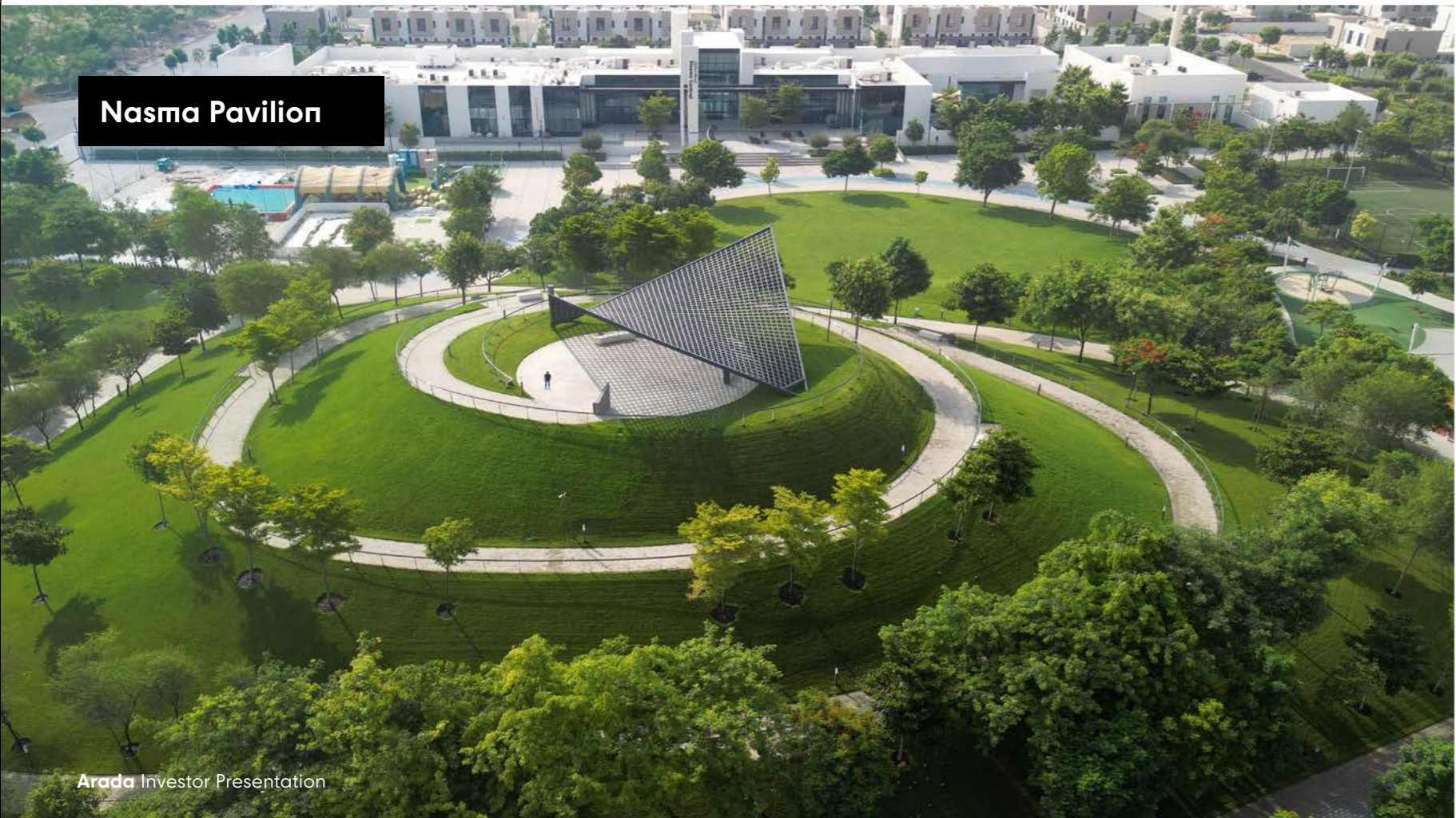
Community



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



Nasma Pavilion



Eid Celebration at Nasma Central





Ongoing

# Aljada

Launched in September 2017, Aljada is by far Sharjah’s largest ever mixed-use project and a transformational community for the Emirate. The first part of Aljada, the Madar entertainment complex, opened in 2020 and welcomed more than a million visitors in its first year. Aljada’s first homes were completed and handed over at the beginning of 2021.

Featuring extensive residential districts, a creative quarter, a modern business park and a large leisure and entertainment space, Aljada is one of the largest and most exciting new communities in the region.

Aljada is ideally located between University City, Sheikh Mohammed bin Zayed Road and Sharjah International Airport, and has exceptional connectivity with Dubai and the other Northern Emirates.

<b>24M</b>	<b>USD 9.5B</b>	<b>&gt; 25,000</b>
square feet	total sales value	Residential Units

# Aljada Overview



As of Q1 2025

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



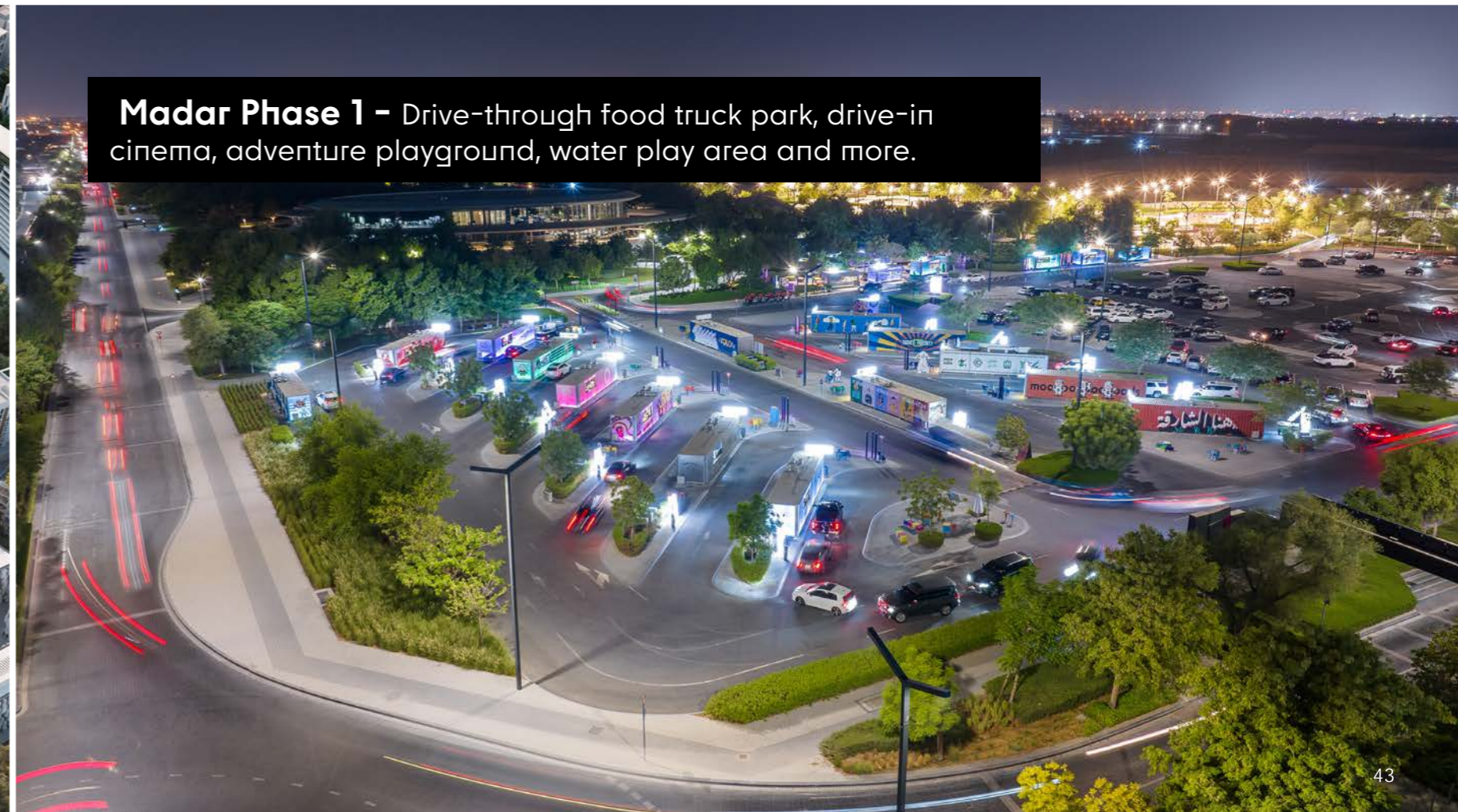
**Aljada Skate Park**– The largest and most creative facility in the Middle East; hosted the 2022 Park and Street World Championships in Q1 2023



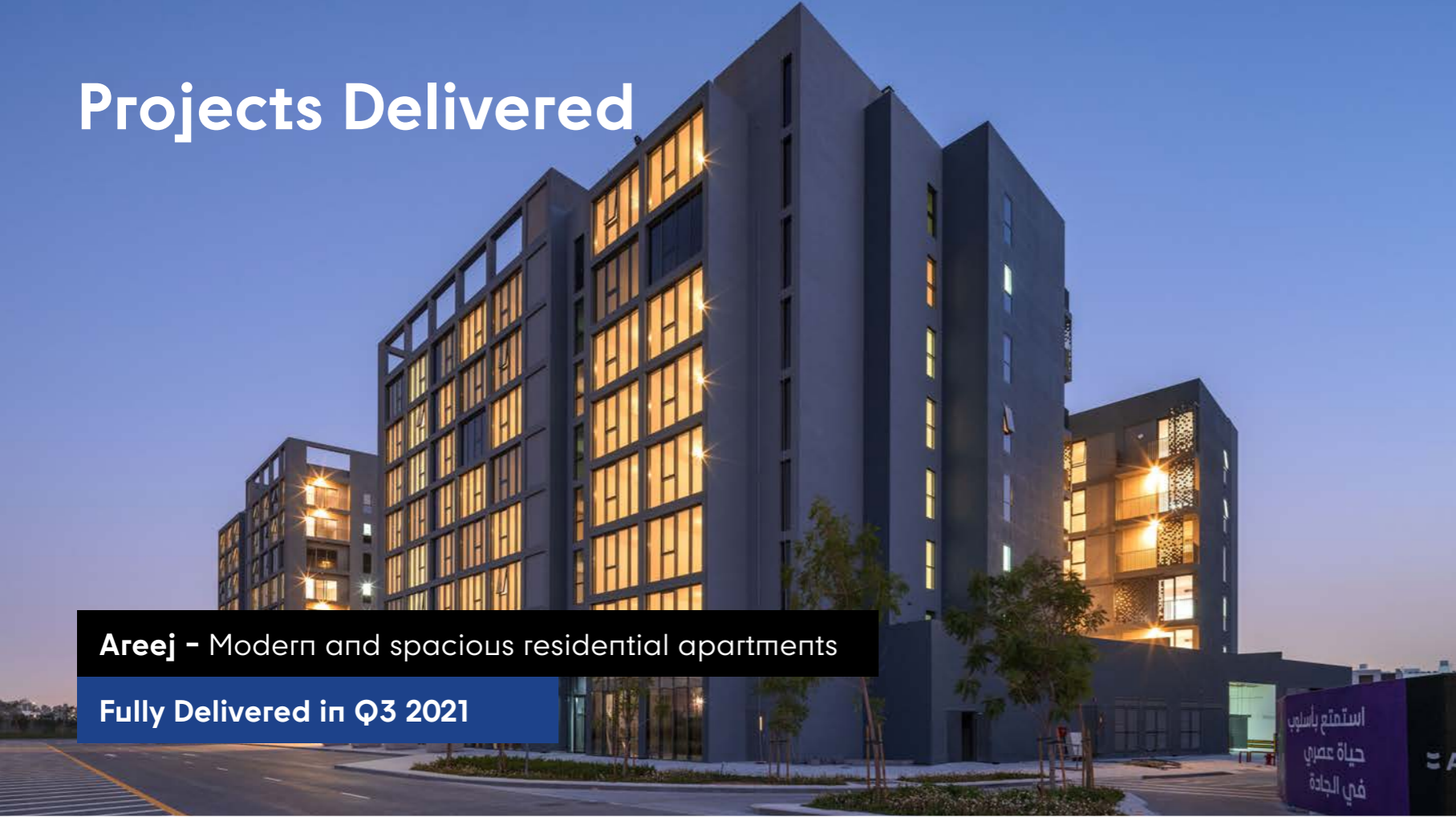
**Madar at Aljada** – A 1.9M sqft family entertainment district designed by Zaha Hadid Architects



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



# Projects Delivered



**Areej** - Modern and spacious residential apartments

Fully Delivered in Q3 2021



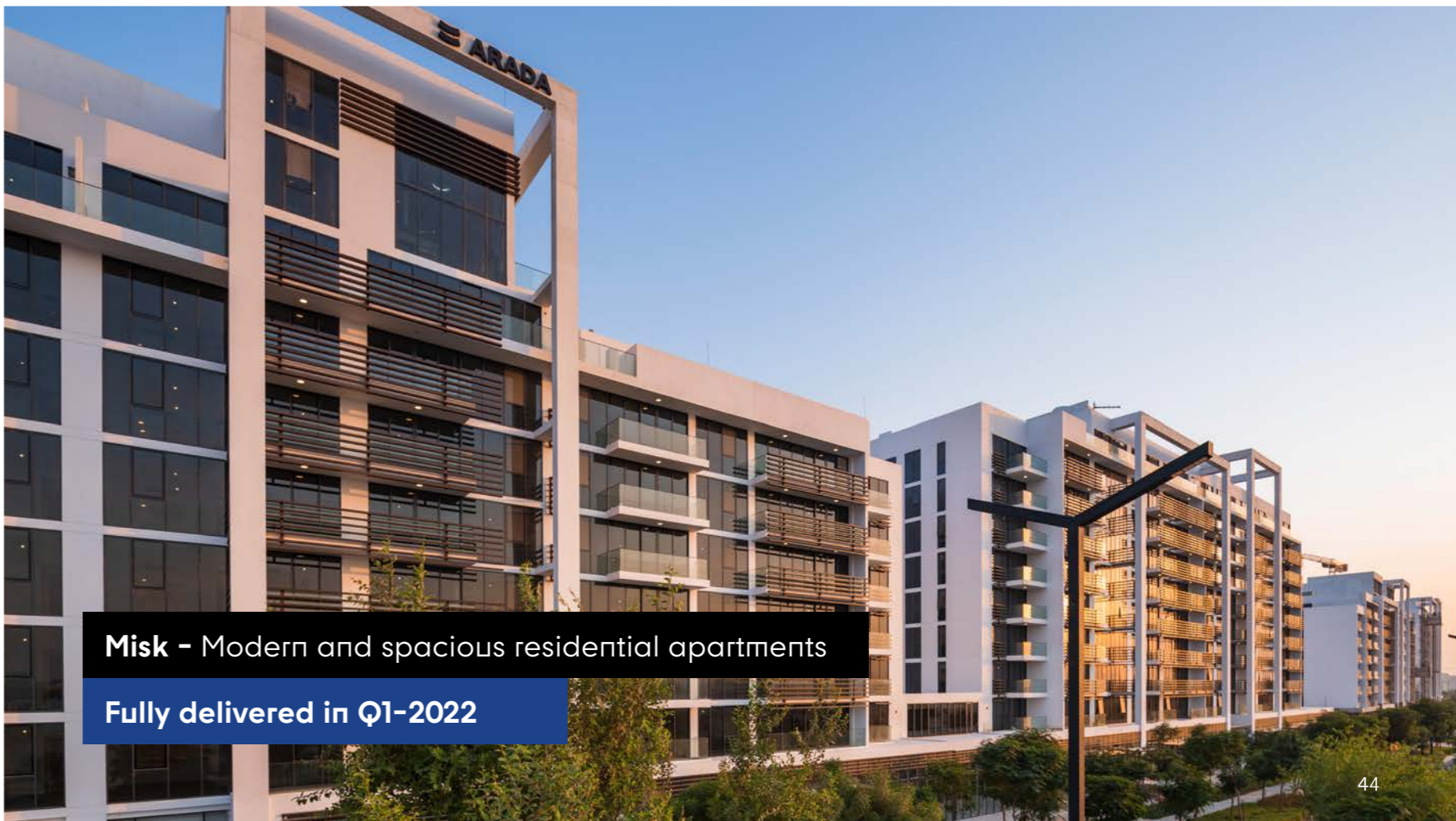
**SABIS International School** - A fully completed K-12 school in Aljada with a capacity for 4000 students.

Operational since Q3-2021



**Nest** - A premium student housing complex completed in 2022

Fully delivered in Q4-2022



**Misk** - Modern and spacious residential apartments

Fully delivered in Q1-2022

# Projects under design and construction



**Madar Mall**

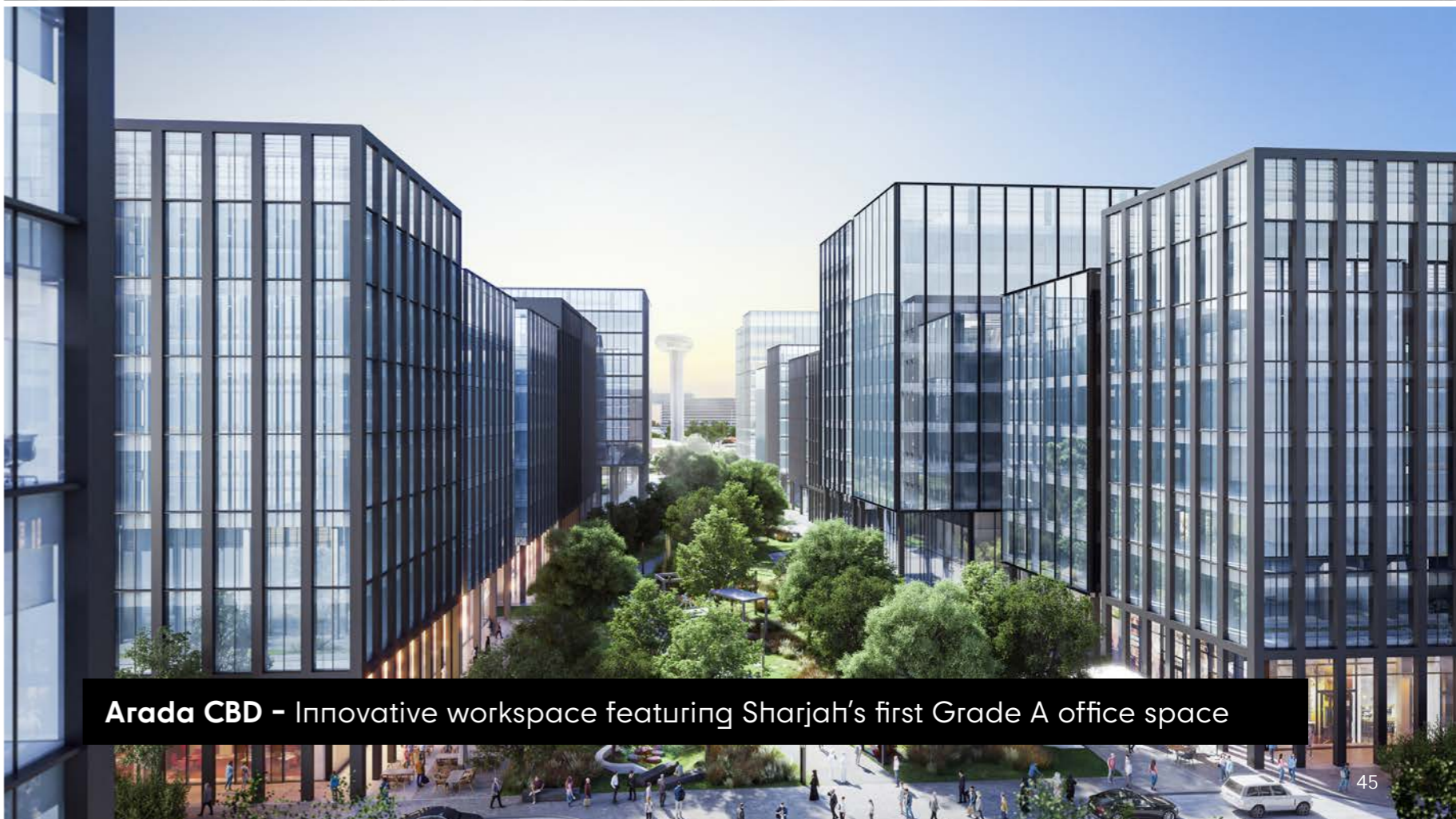


**Vida Residences Aljada** – Innovative hospitality offering

Number of Keys: **175**



**Cultural complex** – The heart of Aljada's creative district



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

Ongoing



# Masaar

Launched in January 2021, Masaar is an upscale forested community that sets a new standard for community living across the UAE.

The most distinctive feature of Masaar is the green spine which connects each of the six gated districts to the community hub containing more than 50,000 trees.

Designed to provide an active, healthy lifestyle, in a green and leafy environment where residents spend more time outdoors than indoors, Masaar is the UAE's first 'post-pandemic' master-planned community.

The first three phases of Masaar have been delivered. The project is expected to fully deliver by 2026.

**19M**  
square feet

**USD 2.5B**  
total sales  
value

**3,000**  
Villas and  
townhouses

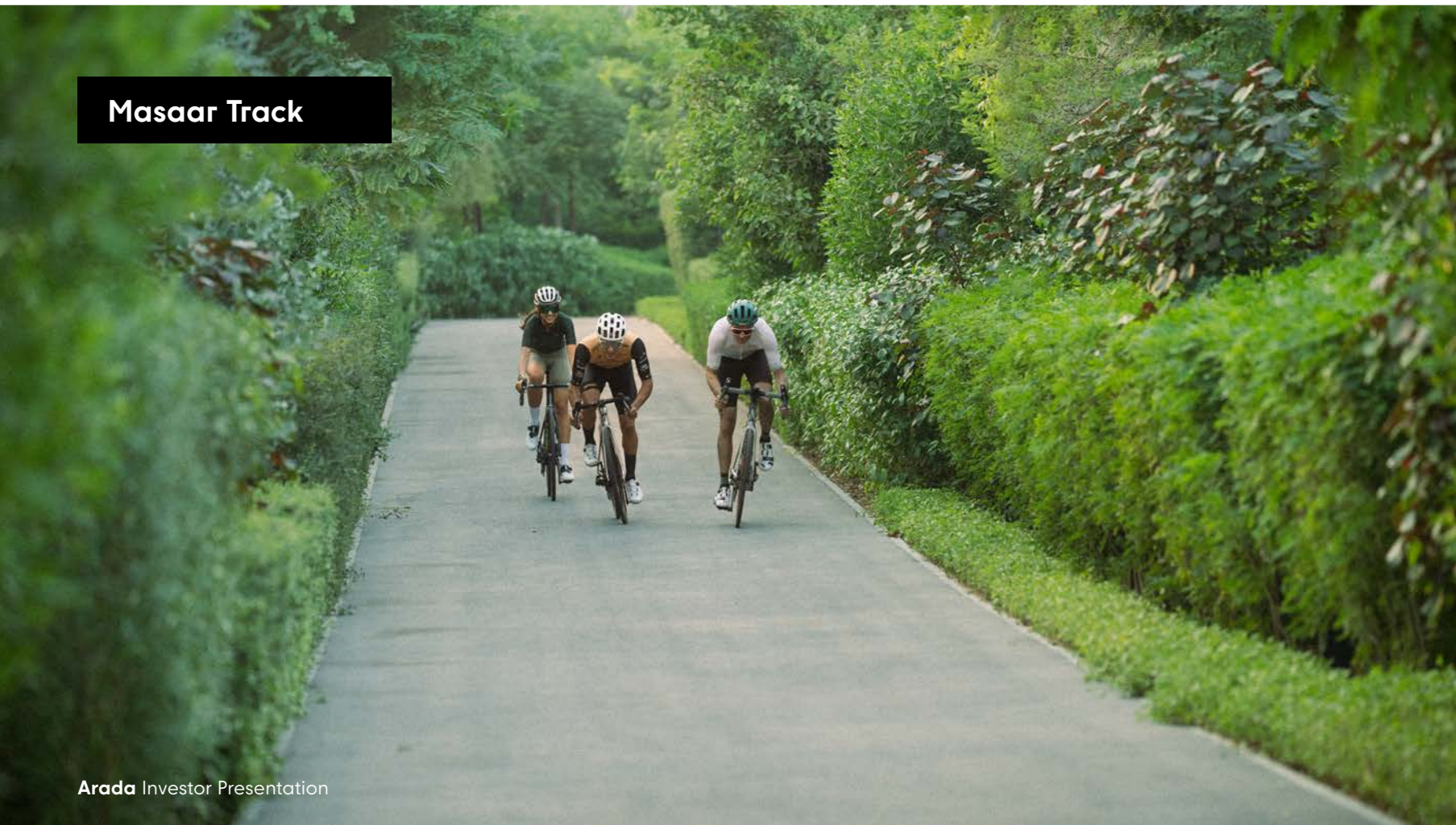
Aerial View - A contemporary urban residential sanctuary



Zad at Masaar - Drive-thru food village



Masaar Track



Masaar Track





Ongoing



# Anantara Sharjah Resort & Residences

Launched in May 2024, Anantara Sharjah Hotel is a luxury beachfront destination where contemporary architecture blends seamlessly with traditional museums along the pristine coastline of the Arabian Gulf.

The resort features 110 expansive rooms and suites, offering exclusive access to the golden sands of Al Heerah Beach.

This idyllic beachfront setting will also be home to Anantara Sharjah Residences, comprising 128 elegantly designed one-, two-, three-, and four-bedroom residences and penthouses, all with full access to the beach and resort amenities.

**157K**  
square feet

**128**  
Serviced  
Apartments

**110**  
keys

**USD 173M**  
Sales Value



Ongoing

# Masaar 2

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

Residents of Masaar 2 will enjoy a variety of premium amenities, including a spectacular swimmable forest lagoon with waterfall, the standout feature of the master plan.

Other amenities include sports and fitness facilities, a scenic woodland jogging track, an adventure trail, a community mosque and an outdoor cinema, all designed within a serene and exclusive landscape that contains 40,000 trees.

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

<b>10.5M</b>	<b>USD 1.5B</b>	<b>2,000</b>
square feet	total sales value	Villas and Townhouses



Ongoing

# Jouri Hills at Jumeirah Golf Estates

Launched in November 2022, Jouri Hills at Jumeirah Golf Estates is an exclusive collection of modern smart homes located in Dubai's most prominent golfing community.

Consisting of 294 contemporary homes ranging from three-bedroom townhouses to six-bedroom mansions, Jouri Hills also contains a wealth of facilities set in green landscaped parks.

Owners of homes in this luxury community also have full access to the facilities of the wider Jumeirah Golf Estates master plan, which consists of 16 unique districts overlooking two of the world's finest golf courses.

**2.3M**  
square feet

**USD 0.6B**  
total sales  
value

**294**  
Villas and  
townhouses

Jouri Hills



Jouri Hills



Play Area



Jouri Hills



Ongoing



# Armani Beach Residences at Palm Jumeirah

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

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

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

**220K**  
square feet

**USD 0.8B**  
total sales  
value

**53**  
Branded luxury  
residences

Ongoing



# W Residences at Dubai Harbour

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

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

**114K**  
square feet

**USD 1.3B**  
total sales  
value

**440+**  
Residences

Ongoing



# Akala

Arada has unveiled Akala, the world’s first precision wellness destination and a pioneering new global hospitality and branded residences concept

The brand’s first and flagship location, Akala Hotel & Residences, which contains 534 branded residences, is ideally located between Dubai International Financial Centre (DIFC) and Downtown Dubai. Comprising two 220-metre-tall towers, the design of Akala features an architectural journey of compression and release, with signature elements flowing directly into a shared podium housing best-in-class spa, fitness, and clinical wellness facilities.

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

**138K**  
square feet

**USD 1.4B**  
Projected  
Value

**534**  
Branded luxury  
residences

Future Launches



# Downtown

Acquired in 2025, this plot is located in a prime location boasting views of the Burj Khalifa. The Group has announced a partnership with Wasat Downtown Properties LLC for the development of this land.

**36K**  
square feet

**USD 0.4B**  
Projected  
Value

Future Launches



# Ras Al Khaimah

Acquired in 2025, this project marks Arada's first entry into the Ras Al Khaimah market through a joint development with the OGI Group.

**204K**  
square feet

**USD 0.5B**  
Projected  
Value

Future Launches

Cities come to Life



# Arada Australia

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

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

**400K**  
square feet

# Our Brands



## Zad

A new consumer brand launched by Arada in 2020, Zad is a flexible platform that brings together food with activities and entertainment designed to activate public spaces and attract significant footfall.

Zad at Aljada features 24 food outlets, split between a walk-through food district and a drive-thru.

Opened in November 2022, the second Zad at Masaar contains nine food outlets, split between a drive-thru site and a picnic site.



## Manbat

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

Manbat farmers' markets have taken place in 18 different locations across the UAE during the growing season, and the first Manbat store opened in Aljada in 2023.



## Boost Juice

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

Founded in 2000 by Australian entrepreneur Janine Allis, and now has over 650 stores in 14 different countries.

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



## Artal

Artal is a fashion platform for traditional female clothing and accessories from the UAE and Arab designers and entrepreneurs.

Located in East Boulevard at Aljada and online, Artal is **home to the latest traditional female fashion** from select designers.

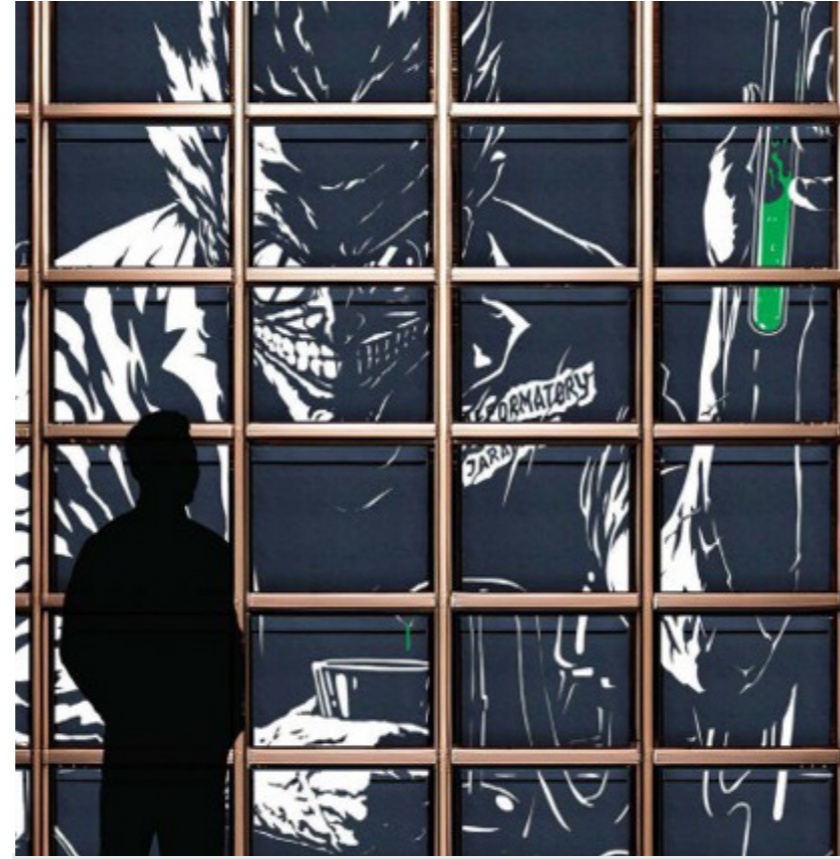


## Hungry Wolves

Hungry Wolves is a healthy-eating café/restaurant concept with a family - friendly menu.

The brand is designed for personal wellness, providing nutrient-balanced meals for an active life.

Hungry Wolves currently has three outlets at each of Wellfit's three flagship fitness centers. The brand is aiming to expand both via future Wellfit locations and at standalone outlets.



## The Reformatory Lab

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

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



## Yalla

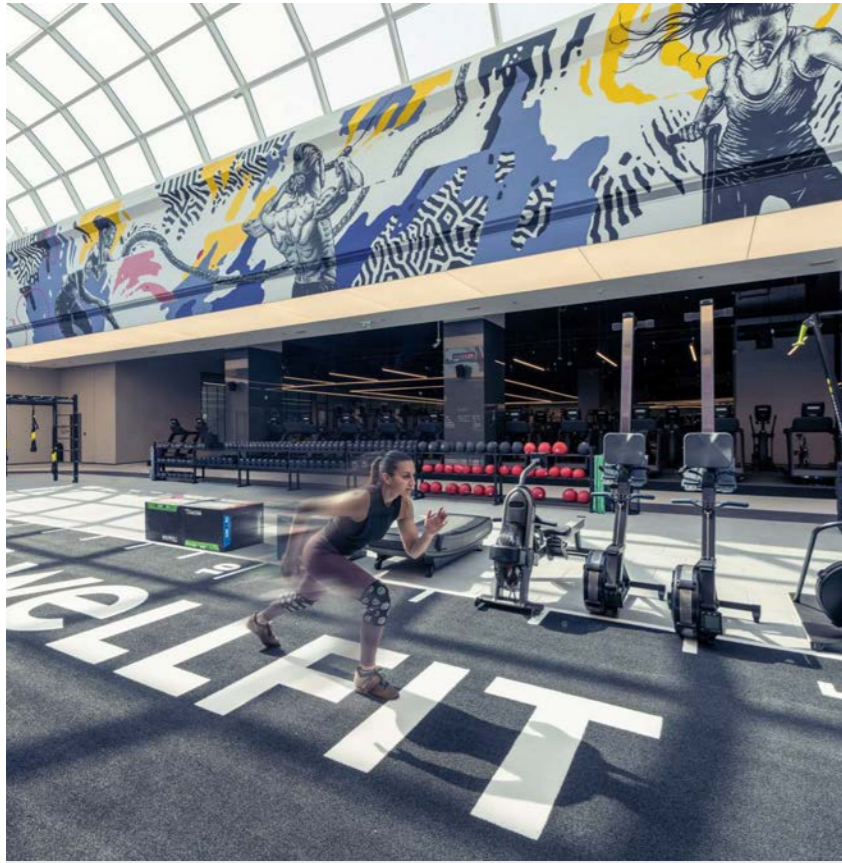
Targeting businesses, residents or visitors, Yalla is a platform with **hassle-free self service e-scooters and e-bikes** for everyone.

Launched in December 2023, and available in select locations at Aljada - Yalla is a convenient way to move from one place to another effortlessly.



## Shajar

One of the largest nurseries in the UAE, Shajar contains some 130,000 trees, with over 50 species represented. As well as providing the trees that make up the landscaping at all of Arada's communities, the trees at Shajar are also available for purchase on a commercial basis.



## Wellfit

Wellfit inspires healthier, happier lives through personalized, connected fitness experiences.

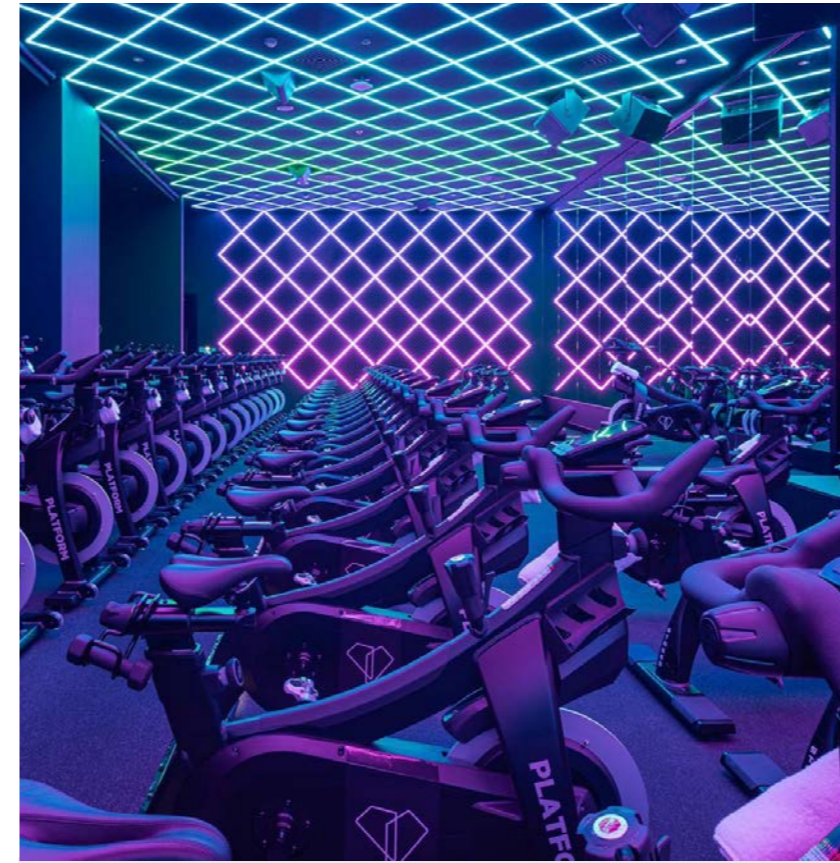
- Flagship gyms in Jumeirah Village Circle, Meydan, and Madar at Aljada are the UAE's largest of their kind.
- Aggressive expansion underway with new locations planned across Dubai, Sharjah, and Abu Dhabi.



## FitnGlam

Launched in October 2021, FitnGlam is a UAE-born women-only fitness brand focused on holistic wellness and community empowerment.

- Features 100,000 sq.ft of state-of-the-art fitness facilities.
- Operates four SuperClub locations across Dubai and Abu Dhabi, including Al Quoz, Mirdif, Dubai Hills Mall, and Reem Mall.



## Platform Studios

The Platform Studios delivers versatile fitness experiences with world-class instructors from around the globe.

- Locations include DIFC, Dubai Hills Mall, Dubai Marina, and Reem Mall (Abu Dhabi).



## Fitcode

FITCODE is a premium all-inclusive wellness destination in Tilal Al Ghaf, blending performance with holistic well-being.

- Features a state-of-the-art gym, four boutique studios, and 20+ classes from high to low intensity.
- Offers premium amenities including saunas, bespoke interiors, and an in-club café.

## Arada Developments LLC

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