

 **ARADA**

# **Hospitality & Entertainment**

A woman with long brown hair, wearing a light blue blazer over a white top, is smiling and waving her right hand through a window. She is wearing a gold watch on her left wrist and a small necklace. The background is a blurred outdoor scene with trees and buildings, suggesting a city environment. The text "Feel at home, anywhere." is overlaid in the center of the image.

Feel at home, anywhere.

# Leadership



Arada was established by two of the Gulf's most respected businessmen. As Chairman, HH Sheikh Sultan bin Ahmed Al Qasimi (pictured right) and as Vice Chairman, HRH Prince Khaled bin Alwaleed bin Talal (pictured left).

Group CEO Ahmed Alkhoshaibi has led the company since inception and is responsible for all aspects of corporate performance.

A young boy with dark, curly hair is climbing a tree. He is wearing a light green polo shirt and is looking upwards with a joyful expression, showing his teeth. His hands are firmly gripping a thick tree branch. The background is a soft-focus view of green leaves and branches, suggesting a sunny day in a park or forest.

# Connected Life

Arada's purpose is Connected Life, rooted in the belief that when people and spaces connect, great things happen. This highlights Arada's commitment to creating spaces that unleash the full potential of people, leading to happier, healthier, and more meaningful lives.

**Portfolio**



# About Arada

Launched in 2017 and headquartered in the UAE, Arada was created to build spaces that people connect with, ushering in a new era for the community life experience.

Arada's scope of operations covers property development, retail, education and hospitality.

**50Mn ft<sup>2</sup>**

total area of projects under development

**AED3.85Bn**

total financing raised since inception

**10,100**

total number of homes delivered

**4,000**

total number of homes currently under construction

**AED60Bn**

total value of total projects under development

**30%**

average annual sales growth since inception

**30,000**

total number of homes in our communities

**1,700+**

employees

# Timeline

## 2017

**JANUARY**

Foundation of Arada



**MARCH**

Nasma Residences  
launched



**SEPTEMBER**

Aljada launched



## 2018

**APRIL**

Partnership with Emaar  
Hospitality to launch 3  
hotels at Aljada



## 2019

**MAY**

First homes completed  
at Nasma Residences



## 2020

**FEBRUARY**

Madar at Aljada, designed  
by Zaha Hadid Architects,  
opens to public



**NOVEMBER**

Launched VIDA  
Residences Aljada



# 2021

## JANUARY

First homes completed at Aljada



## JUNE

Construction commences at Masaar



Masaar launched



Arada's first public financing deal, a \$350Mn Sukuk, listed on the LSE



# 2022

## NOVEMBER

Jouri Hills at Jumeirah Golf Estates launched



## APRIL

Partnership with EGR Group for joint development of Dubai Harbour plot



## MARCH

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



# 2023

## MAY

Rove launched



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



## 2023

### JUNE

Listing of Arada's \$500Mn Sukuk on Nasdaq Dubai



Nest Campus completion



Partnered for the joint development of DIFC plot



Anantara Sharjah Residences launched



**OCTOBER**  
Arada launches W Residences at Dubai Harbour



### DECEMBER

First homes completed at Masaar



## 2024

### JANUARY

Sales begin for Armani Beach Residences at Palm Jumeirah



### MARCH

Sales begin for Armani Beach Residences at Palm Jumeirah

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



## 2025

### JANUARY

Launch of Masaar 2



# Hospitality Collections

# Branded Residences

## Armani Beach Residences at Palm Jumeirah

A unique collaboration between Arada, the Armani Group, and Japanese 'starchitect' Tadao Ando. Located on the outer crescent of Dubai's iconic manmade island cluster, the project will offer a luxurious experience with a compelling visual connection between each residence and the sea.





## **W Residences at Dubai Harbour**

The premium development nestled within the iconic Dubai Harbour provides stunning panoramic views of the Arabian Gulf and the city skyline, where every day is beautiful.

World-class amenities layered into the podium level ensure a fulfilling lifestyle. From a 200-meter infinity pool and a well-equipped fitness center to exclusive fine dining and shopping experiences, every aspect is curated to provide the highest standard of luxury.

# Hotel Partnerships

## Rove Aljada Hotel

Located in the vibrant Aljada development, near Sharjah International Airport, University City, and Sharjah Expo Center, this property will offer 300 stylish rooms, delicious dining options, a pool, a fitness centre, and co-working spaces. It will be the perfect base for those looking to explore the rich cultural heritage and modern attractions of Sharjah.

Additionally, the adjacent Rove Home Aljada will offer Rove's first ever branded residences, providing a home-like environment with all the comforts and services of a Rove Hotel.





## Vida Hotel Aljada

Vida's inaugural branded residences in Sharjah prioritize bold, contemporary social spaces. This is evident in the entrance lobby, a welcoming and comfortable environment designed to foster creativity and connection, both digitally and in person.

The apartments within Vida Residences Aljada are equipped with smart home features as standard, alongside warm, understated designs and impeccable finishes.

## Anantara Sharjah Resort & Residences

Owned and developed by Arada and operated by Minor Hotels, the Residences feature striking architecture with a signature gateway designed to frame the path of the sun.

Owners will enjoy 5-star amenities and services including the stunning beachfront and pier, landscaped pools and water features, and an outdoor café. They will also benefit from the facilities on offer at the adjoining 110-key Anantara Sharjah Resort. The complex is located on the popular Al Heerah Beach with 3.5 kilometres of beachfront containing fitness tracks and a wide variety of dining options.





### **The Address Aljada**

Emaar Hospitality Group will manage Address Aljada Sharjah. Address Aljada Sharjah brings the same 'where life happens' approach to ensure that guests receive the highest service standards in a central location.

The hotel will have all modern amenities such as a selection of exclusive restaurants, including The Restaurant at Address Aljada Sharjah as well as a fitness centre, meeting rooms and more.

# Nest

## Nest Campus

Nest Campus at Aljada is a premium, purpose built student housing cluster located in the heart of Sharjah's most vibrant lifestyle community.

Designed to be a sanctuary for students, Nest offers unparalleled security, comfort and convenience across its 10 buildings and provides a diverse, gender-segregated accommodation experience.

## Nest Hotel

Aljada's trendy 3-star property located in the heart of New Sharjah is a social hotspot embodying the Nest brand's young-at-heart philosophy.

Featuring smart bedrooms with in-house services seamlessly delivered through an on-demand app, the hotel's kinetic social spaces inject color into every stay.

Nest Hotel's appeal is fueled by Aljada's vibrant neighborhood, which offers an abundance of retail, recreation, F&B, and wellness experiences.



# Culinary Experiences



## Hungry Wolves

Hungry Wolves is a healthy café with a family friendly menu focused on personal wellness.

Offering nutrient-balanced meals for an active lifestyle, it currently operates four outlets at Wellfit's flagship fitness centers, with plans for expansion in future Wellfit locations and standalone outlets.





## Boost Juice

Founded in 2000 by Janine Allis, who saw a gap for healthy fast food, Boost has become Australia's top smoothie and juice bar. With over 650 stores across 14 countries, Boost now operates 10 outlets in the UAE under Arada's franchise.

The brand, launched in Aljada, has expanded to Sharjah, Dubai, and Abu Dhabi, becoming an iconic presence in the UAE.

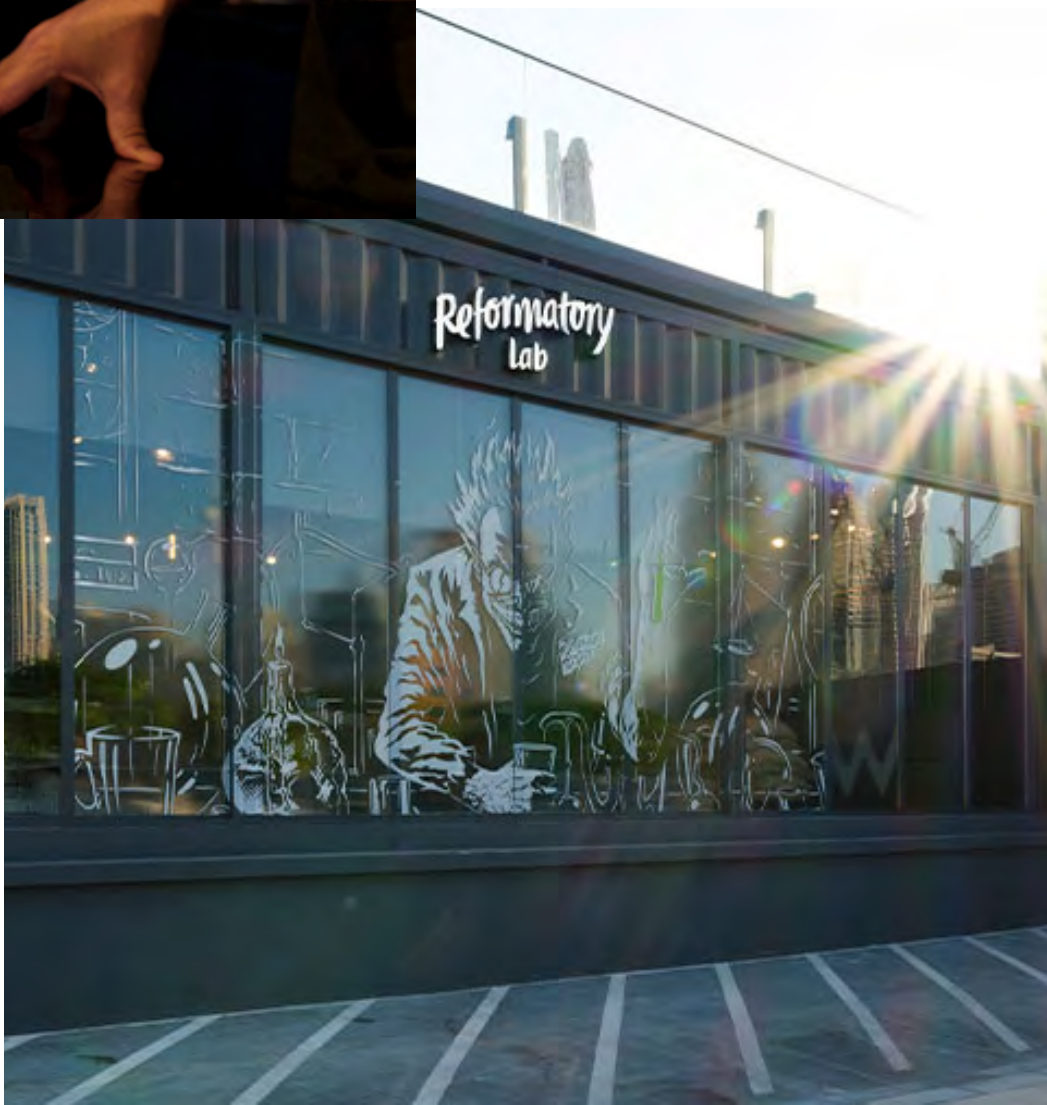




## The Reformatory Lab

A unique coffee experience, crafting specialty brews through exciting methods and flavor combinations, all with a comic-strip identity.

The café serves rebellious fresh-roasted blends from Colombia, India, Indonesia, Costa Rica, Ethiopia, El Salvador, Java, and Brazil, featuring complex notes of blueberries, pineapples, macadamias, and salted caramel, all paired with gourmet pastries and treats.





## Origins Koffee Lab & Kitchen

A culinary oasis in the heart of Sharjah at Nasma, offering a cosmopolitan menu alongside freshly brewed coffee and wholesome, hearty meals.





## Manbat

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

Manbat farmers' markets have now become a popular outdoor destination during the winter season in UAE. Manbat is positioning itself to become the UAE's leading fresh produce aggregator for consumers, corporates, and government entities that are committed to increasing local consumption.





### **Alsimrah Central Production Kitchen**

Leading up to the 2027 completion of Arada Central Kitchen (a 3,000 m<sup>2</sup> facility in Madar Mall with a 20,000-meal daily capacity), this interim central kitchen at the University of Sharjah is conveniently located just 10 minutes from Aljada and aims to become a versatile, revenue-generating hub. Fully equipped to handle diverse cuisines, the kitchen is well-positioned to efficiently meet the growing demand for catering businesses, coffee breaks, university meal plans, and student accommodation within Sharjah's Food and Beverage sector.

The vision is to become the leading provider of state-of-the-art, professionally managed central kitchen services in the Emirate, offering flexible, scalable, and cost-effective solutions tailored to our valued clients' unique needs.



**Entertainment**



## Masaar Cycling Track

Masaar Track is a looped circuit that runs through the woodlands on the outskirts of the Masaar master community.

Featuring three underpasses and one bridge, the circuit has been carefully designed with both amateur and professional cyclists in mind.

Thanks to lighting around the track and in the tunnels, Masaar Track is open 24 hours a day, 365 days a year.





## Yalla

Yalla is an e-scooter and e-bike sharing app service available all over the Aljada community. These dock-less electric bikes and scooters make it easier for people to get from one place to another.





## Aljada Skate Park

Spread over a 90,000 square foot area, the Aljada Skate Park complex currently consists of six separate parks, ranging from a California Skateparks-designed world-class, Olympic-level street course and park construction complete with two deep ends (3.3m in height) and other features including quarterpipes, a selection of stair rails, ledges and vert extension which will give the skaters freedom to express themselves.

Aljada Skate Park has quickly become a major attraction for hundreds of skateboarding enthusiasts from across the UAE.





## **YourSpace**

YourSpace is a versatile venue located in the heart of Aljada, featuring natural daylight and state-of-the-art audiovisual equipment. It is an ideal setting for meetings, workshops, and special occasions such as award ceremonies and engagement celebrations.



## Alsimrah Ramadan Tent

Arada's first Ramadan grand tent Alsimrah in Aljada supported by a central production kitchen operating at the University of Sharjah.

Inspired by the Emirati custom of "Simrah", where families and friends gather under the moonlit sky, Alsimrah is more than an Iftar or Suhoor in Sharjah.





## Shajar

Providing the trees that make up the landscaping at all of Arada's communities, Shajar is an initiative by Arada that nurtures plants and trees from seed to maturity in a sustainable fashion, thus demonstrating leadership in natural resource management.

Shajar is dedicated to growing plants and trees to better the landscape of urban communities and the lives of people residing within and the trees at Shajar are also available for purchase on a commercial basis.





## **il teatro**

Designed by Tadao Ando with a 2,000-seat auditorium at its heart, il teatro is Aljada's iconic new performing cultural complex, able to host a wide variety of performances and shows, including theatre, opera, dance, ballet, musicals, concerts, films, art exhibitions and festivals.

il teatro will also contain a gallery and boutique restaurant.





## Ice Rink

Located in the heart of the Aljada megaproject, Madar Mall is the UAE's most innovative retail destination with a multifunctional ice rink a major attraction.

It will serve as a versatile space for a wide range of activities including sports, entertainment, as well as for educational and private events.



# Connected Life

**Arada Developments LLC**

800-ARADA (27232)

info@arada.com | arada.com

     @aradaliving

19th Floor, Festival Tower, Dubai Festival City PO Box 644753, Dubai