

Our Strategic Themes

Strategic Partnerships

We have successfully cemented a number of strategic partnership agreements and joint ventures with key players in the real estate sector. These collaborations are pivotal in implementing large-scale national projects, solidifying our standing as a trusted strategic partner. The result is a wealth of joint resources and a considerable expansion of our company's market share, underscoring our commitment to fostering growth and success.

Diversification

We capitalize on our expanding footprint, bolstered by a progressively diversified portfolio extending beyond our core residential business and geographical boundaries, and targeting a wide spectrum of income groups through our diverse range of brands.



Achievements:

- Forged new partnerships with key institutions, including Marriott International and Jabeen for the development of new landmark projects.
- Secured new development contracts with existing partners in 2023, including 3 with the National Housing Company, and 1 with ROSHN.



Forward-looking Strategy:

- Build on existing relationships with reputable entities through collaborative portfolio growth.
- Engage in nation-shaping projects through new alliances with industry leaders.
- Leverage strong track record with proven industry government-related entities (GREs) and Public Investment Fund (PIF) subsidiaries to explore new opportunities.



Achievements:

- Ventured into the realm of and mixed-use developments with the continued progress of our flagship office space project, Remal Business Court and Residences, in Al Khobar, as well as our newest retail and lifestyle endeavor, Masal, in Al Ahsa
- Substantial expansion into Riyadh and Jeddah, with a total of 13 projects across both locales included in our backlog by the close of 2023.
- Signed a SAR 1.2 billion contract to develop a full-fledged residential and lifestyle destination in Jubail.
- Emphasis on premiere branded apartments to capitalize on their significant traction, with 2 luxury developments under Roya and 2 branded residences and resorts with NOBU and The Ritz Carlton.
- Launched 4 new real estate funds in 2023 to enhance diversified fund structures and broaden revenue streams.



Forward-looking Strategy:

- Enhance our portfolio of offtake projects that replicate the successful agreement signed with Jabeen to reduce risk and contribute to long-term sustainability.
- Expand into new dynamic cities exhibiting strong growth potential.
- Broaden our portfolio of mixed-use properties alongside our current residential portfolio to harness their growing popularity.
- Expand our business using existing funds, while exploring innovative new fund structures to support our growth objectives.

Customer Experience

At our core, we embrace a forward-thinking approach that prioritizes and exceeds customer needs. Elevating the Kingdom's real estate sector, our dedication surpasses conventional services, ensuring excellence in customer service and unparalleled after-sales support.



Achievements:

- Streamlined property buying process, achieving an 89% satisfaction rate among customers.
- Recorded 2,244 cases in 2023 where 100% of grievances were resolved in 2023 through after-sales support.
- Developed a cutting-edge online platform to provide customers with an immersive experience of our offerings.
- Increased the number of channels through which customers are able to establish prompt contact.

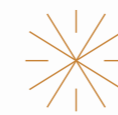


Forward-looking Strategy:

- Continue to design properties that adapt to evolving homeowner needs and preferences.
- Secure agreements with banks to provide special rates to our clients.
- Continuously advance our digital ecosystem to better serve our prospective and current clients alike.
- Development of new state-of-the-art application, MyRetal, is underway that, beyond enhancing the client experience, will offer exclusive loyalty perks and more for our current homeowners.

Sustainability

At the core of our mission, sustainability stands as the guiding principle, influencing the way we operate, collaborate, innovate, and grow.



Achievements:

- Received the Arabian CSR Reward in the Medium Business category and 2 Sustainable Commercial Development awards from the Arabian Property Awards at both the national and regional levels.
- A cooperation agreement was signed with Effat University to foster social responsibility and advance Vision 2030 goals.
- Increased female workforce participation rate to 35% and the Saudization rate to 71%.
- Conducted training sessions for our employees, accumulating a total of 2,714 hours in 2023. Established thorough onboarding, encouraged open communication and community and implemented a feedback system for employee satisfaction and engagement.



Forward-looking Strategy:

- Continue to incorporate sustainable and impact investing practices as a priority, with a focus on environmentally friendly properties and accessible housing projects.
- Grow the proportion of sustainable buildings in Retal's portfolio by defining and implementing a unified system for the development of sustainable buildings and material selection criteria.
- Achieve at least a 15% reduction in electricity consumption across all company headquarters by 2025 from its 2022 recorded amount of 1.2 million kWh.
- Increase female workforce participation rate to 40% and the Saudization rate to 75% by 2025.
- Review and enhance human rights practices across departments, include human rights clauses in supply agreements to 100% of contracts by mid-2024.

Strategic Partnerships

A primary driver of our solid growth in recent years has been our ability to prioritize building a strong network of strategic partnerships and symbiotic collaborations that leverage the core competencies of our partners...

and cement our competitive advantage in the market, enabling us to build a large and loyal customer base. These partnerships have resulted in the development of encompassing communities, complete with a host of services and new architectural landmarks, providing quality living spaces suited for the needs of Saudi families.

Strategic Partnerships



National Housing Co.

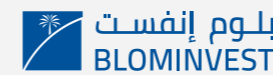
In 2019, Retal initiated its inaugural strategic partnership with the National Housing Company, a collaboration that has since blossomed into the launch of 10 pioneering projects. Spanning three key areas, these projects encompass a total of 6,000 units under the renowned brand, Nesaj, with the objective to offer diverse housing solutions and integrated services tailored to the needs of Saudi families.



Roshn

In 2021, Retal solidified a strategic partnership with ROSHN, a PIF-owned real estate company, marking their first collaboration with a private real estate developer. Aligned with the national objectives of Vision 2030, this partnership has yielded 5 joint projects comprising 1,400 units in Riyadh, instrumental in fostering Retal's expansion trajectory.

Alliances



Blominvest KSA

Retal's alliance with Blominvest began in 2021 with Retal acting as developer in funds for a number of cutting-edge mixed-use projects, including Remal Business Court & Residence, a new business park, and The Ritz-Carlton Al Khobar, a landmark seaside destination. This strategic partnership diversifies Retal's revenue streams and broadens its reach across the Kingdom's fast-developing cities.



Alpha Capital

A strong relationship with one of the Kingdom's leading investment companies, Retal's joined forces with Alpha Capital to establish a fund for the development of Marasi Al Khobar. The partnership aims to develop several innovative projects across different cities in the Kingdom, totaling 5,000 luxurious residential units.



Assayel Real Estate

Retal, in collaboration with Assayel Arabia Real Estate Company, has forged a visionary strategic partnership agreement with Retal's associate company, Remal Al Khobar, to embark on a series of premium real estate ventures tailored to meet the demands of contemporary living. Among these ventures stand the illustrious Retal Rise and Nobu Hotel projects, showcasing a total of 288 upscale apartments and luxurious hotel accommodations. Notably, the latter boasts the inclusion of the renowned Nobu restaurant and a plethora of diverse amenities designed in an international style, spanning an expansive area exceeding 11,000 square meters.



Bin Jumah Group

One of Retal's newest partnerships, Retal entered into an agreement with the Bin Jumah Group to develop the The Ritz Carlton Al Khobar. Retal has been appointed as the sole developer of the project.