



# Corporate Profile

Retal Urban Development

2023

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BUILD  
FOR  
*Generations*

# RETAL GROUP



In 2012, Retal Urban Development joined the highly esteemed Al Fozan Group of Companies and began developing residential, commercial, and mixed-use properties in Saudi Arabia's Eastern Province. Retal is an illustration of inventive architectural design and strategic urban planning.

Over the last ten years we have developed a human centered design approach as we reevaluate and reinvent properties which are adapted according to evolving needs. We provide urban real estate solutions that address the worlds greatest current global challenges and build significant destinations which make a positive social and environmental impact. Since June 2022, Retal is a listed company in The Saudi Stock Exchange «Tadawul».

Saudi Vision 2030 calls for the country to become a globally recognized destination for living, working, and visiting. By exemplifying the key attributes of placemaking, we are aiming to make the Kingdom a top destination of choice. Through the acquisition, establishment, and creation of strategic joint ventures, Retal has been able to consolidate the real estate value chain to deliver products and services of exceptional quality. The list includes Nesaj, BCC, Tadbier, TRS and others.

# A WINNING BUSINESS STRATEGY

## *VISION*

Developing real estate products through an integrated business model that ensures the quality and sustainability of the built environment, as well as creating innovative urban solutions that contribute to the improvement of the real estate industry and quality of life.

## *MISSION*




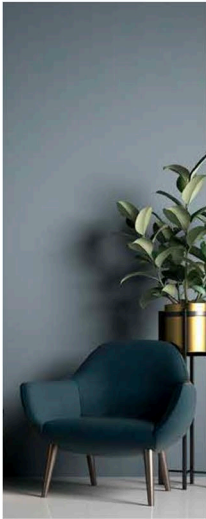







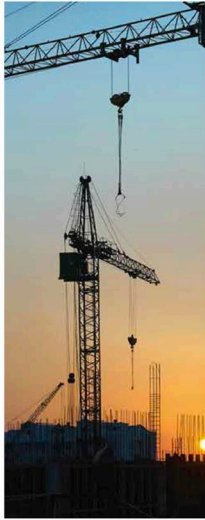
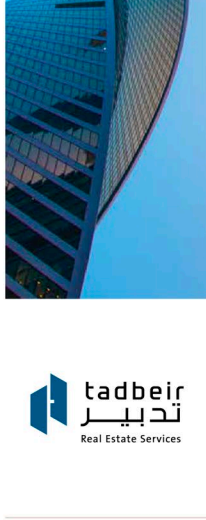

The Saudi real estate champion and pioneer in the creation of renewable and sustainable urban communities and destinations.

## *GROUP VALUES*

We respect and act on our principles:

Innovation  
Collaboration  
Transparency  
Responsibility  
Integrity  
Sustainability

RETAL  
COMPANIES

	Design & Engineering Consultancy		Lighting Architects		Contracting		Facility Management
							
							
Infrastructure Development		Interior Design		Project Management		Property Management	

# THE LEADING REAL ESTATE DEVELOPER SERVING ACROSS THE VALUE SPECTRUM

Luxury Design



Unique Taste

Modern Finish



Exceptional  
Customer Services

Customization  
Feature



Off-plan Sales

Construction  
Supervision



A trusted partner in building real estate units, offering a premium portfolio of diversified assets to various customer types

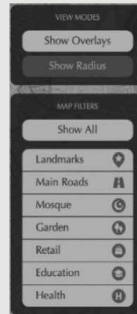
## *Innovative Sales Platform*

## *Unique Customization Feature*

In light of COVID-19, Retal demonstrated resilience and elevated the use of technology by introducing an online sales center during the lockdown period which provided customers with a higher degree of interaction and enhanced customization options to purchase units



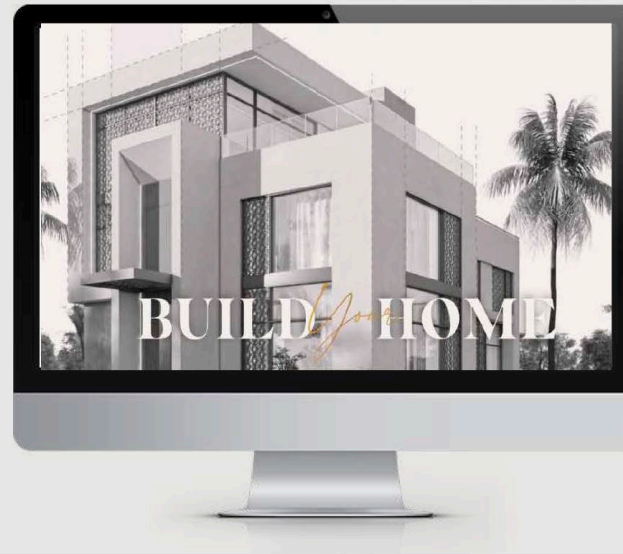
Selection of location based on preference



Mapping tools for classification purposes



360 degree interactive tour



3 Types of villas with different area size



Layout customization



Options for house front designs

2,000+  
*Units sold through the website as of Oct 2021*

SAR 1.7+ BN  
*Value of units sold through the website as of Oct 2021*

15,000+ SUBSCRIBERS  
*80,000+ including social media followers*

SOLD 1,000+ UNITS  
*of Nesaj Town 2 within one month during lockdown period*

# KEY ACHIEVEMENTS

**+40**

*Total #  
of projects*

**+13,5 BN**

*Total project value of  
completed, ongoing and  
upcoming projects*

**+10,000**

*Total #  
of units developed,  
executed and under  
construction*

**+4 MN**

*Total built-up area (sqm)  
of completed, ongoing and  
upcoming projects*

# RETAL'S PROJECTS



Riyadh



Dammam  
& Qatif



RETAL



Khobar



Al-Ahsa



Jeddah,  
Tabuk, & Taif

# OUR PROJECTS STRUCTURE

## *Residential*

Villas  
Apartments



## *Commercial*



## *Mixed-Use*

Offices  
Retail  
Commercial



## *Hospitality*



# THE LEADING REAL ESTATE DEVELOPER SERVING ACROSS THE VALUE SPECTRUM

Resilient Business Model Servicing the Full Spectrum from Affordable Housing to Premier Retal's largest and most notable recent projects



Affordable



Middle



Luxury

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*Villas*



COYA

Middle



Luxury

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*Apartments*

RESIDENTIAL - VILLAS



أَيالا  
AYALA

# AYALA AL NAKHEEL

*Completion: 2023*

*No. Units: 59*

*Status: Under Construction*



RESIDENTIAL - VILLAS



retal.com.sa



EWAN SEDRA

Completion: 2025

No. Units: 103

Status: Under Development



RESIDENTIAL - VILLAS



retal.com.sa



# EWAN SEDRA II

Completion: 2025

No. Units: 372

Status: Under Development

RESIDENTIAL DEVELOPMENT



mimar



نيساج NESAJ



retal.com.sa

نيساج تاون  
الخبر

NESAJ TOWN AL KHOBAR

Completion: 2023

No. Units: 118

Status: Under Construction

RESIDENTIAL - VILLAS



mimar



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# NESAJ TOWN AL NARJIS

Completion: 2025

No. Units: 455

Status: Under Construction

RESIDENTIAL - VILLAS



mimar

نيساج NESAJ

retal.com.sa



# NESAJ TOWN SAFWA

Completion: 2025

No. Units: 336

Status: Under Development

RESIDENTIAL - VILLAS



retal.com.sa



# NESAJ TOWN AL AHSA

Completion: 2025

No. Units: 969

Status: Under Construction

RESIDENTIAL - APARTMENTS

COYA RESIDENCE



retal.com.sa



COYA

Completion: 2025

No. Units: 60

Status: Under Development

COMMUNITY



retail.com.sa

مشاريع التطوير  
**marasi**  
AL KHOBAR

**MARASI AL KHOBAR**

*Completion: 2024*

*No. Lands: 582*

*Status: Under Construction*

مراسي الخبار

marasi

AL KHOBAR

# MARASI AL KHOBAR

*Completion: 2024*

*No. Lands: 582*

*Status: Under Construction*

RESIDENTIAL VILLAS



EWAN  
MARASI

EWAN MARASI

Completion: 2024 No. Units: 184

Status: Under Construction

MIXED USE - APARTMENTS



mimar



retal.com.sa

R  
RETAL RISE  
رتال رايز

RETAL RISE

Completion: 2025

No. Units: 124

Status: Under Construction



MIXED USE + HOSPITALITY

NOBU



mimar



نساج  
NESAJ

retal.com.sa

NOBU

NOBU

NOBU

Completion: 2025

No. Units: 62

Status: Under Construction

MIXED USE - HOSPITALITY



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RETAL *Blu*

RETAL BLU

*Completion: 2025*

*No. Units: 130 & 45*

*Status: Under Development*

MIXED-USE - RESIDENTIAL



retal.com.sa



RETAL  
Residence

RETAL RESIDENCE

Completion: 2018

No. Units: 416

Status: Completed

MIXED-USE - COMMERCIAL



retal.com.sa



RETAL

Residence

# RETAL CLUB HOUSE

*Completion: 2018*

*Status: Completed*

MIXED-USE - COMMERCIAL



retal.com.sa



RETAL  
Residence

# RETAL CLUB HOUSE

Completion: 2018

Status: Completed

MIXED-USE - COMMERCIAL

SAR  
الشركة السعودية للخطوط الحديدية

RETAL

retal.com.sa

THE PLACE  
المكان

THE PLACE

Completion: 2025

Status: Under Development

MIXED-USE - OFFICES



retal.com.sa

 RETAL  
BUSINESS  
COURT

# RETAL BUSINESS COURT-RIYADH

*Completion: 2025*

*No. Rentable Units: 72*

*Status: Under Development*

MIXED-USE - OFFICES



retal.com.sa

RETAL  
BUSINESS  
COURT

# RETAL BUSINESS COURT-KHOBAR

*Completion: 2026*

*No. Rentable Units: 72*

*Status: Under Development*

OFFICES



retal.com.sa

# RETAL CENTRAL REGION OFFICE - RIYADH

*Completion: 2022*

*Status: Under Construction*

OFFICES



retal.com.sa

# RETAL WESTERN REGION OFFICE- JEDDAH

*Completion: 2024*

*Status: Under Development*

OFFICES



retal.com.sa

# RETAL BUSINESS CENTER

*Completion: 2020*

*Status: Completed*



# AWARDS



# CORPORATE GOVERNANCE

Retal's Strong Corporate Governance Framework Places a Priority Integrity and Reliability in a Fragmented Industry.



## TRANSPARENCY

Protecting shareholders rights by emphasizing on transparency when reflecting our corporate behavior to provide simple, clear and accurate information at the right time



## ACCOUNTABILITY

Well designed governance framework, detailed policies and procedures along with clear delegation of authority matrix that support accountability while enhancing Retal's internal control system



## RESPONSIBILITY

Clearly defined roles and responsibilities with the support of technology to track achieving objectives



## ESG/SUSTAINABILITY

Strong focus on adopting sustainable practices to enhance environmental sustainability and responsibility.



## INTEGRITY AND FAIRNESS

Commitment to the highest professional standards while adhering to strong moral and ethical rules

# QUALITY OF LIFE

The Program improves individuals' lifestyles by developing the necessary environment to create more vibrant options that enhance the ecosystem to support and create new options that boost the participation of citizens, residents, and visitors.

Many sectors' horizons have been broadened, enabling hospitality and contributing to the Kingdom's position as a global tourist destination. In addition to boosting our economy and enhancing community lifestyle in line with Vision 2030, this will draw individuals and promote international relations. We are sure that consumers will continue to seek out our brands.



برنامج جودة الحياة  
QUALITY OF LIFE PROGRAM



# CREATING COMMUNITIES THAT ARE CAPTIVATING BY THEIR LIFESTYLE AND SUSTAINED FOR FUTURE GENERATIONS.

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Within the community, we create a true, sense of belonging

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With desirable designs, elegant landscaping, and a warm atmosphere.

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An environment in which people can live, embrace themselves, and enjoy some of life's finest luxuries.

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The communities are leisure sanctuaries with a one-of-a-kind setting, high-quality facilities and services.

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Among the amenities are upscale brands, fine dining, and family-friendly social centers, as well as gyms, salons, spas, and children's activities.

# ESG POLICY

At Retal we aim to be aspirational and responsible as we develop places where people can live their best lives, we carefully consider our potential impact.

## *Central Process*

### ***Goals and Commitments***

Our Environmental and Social Governance (ESG) policy demonstrates our dedication to a more sustainable real estate industry. In the interest of our communities, customers and the environment our primary esg values are:

#### *Climate Friendly*

We are urging the sector to adopt carbon neutrality as the standard, with the goal of achieving this by 2030.

#### *Trusted Partnerships*

All our partnerships are built on clear and open Corporate Governance. Annual compliance and governance training for staff, as well as an ethics declaration, are fundamental and recurrent components of our culture.

#### *Social Inclusion and Diversity*

At Retal people are employed for their contribution and their talent. Focusing on skills and achievements allows fairness and inclusion across the organization as we address all aspects of diversity.

#### *Our Communities*

To focus on positive long-term impact in our communities, we are building social impact measuring methodologies. We acquire consumables from local vendors in the places where we operate and use our procurement process to support local enterprises.

#### *Supporting Our People*

Our operations continue to prioritize the safety, health, and well-being of our employees, partners, customers, and suppliers. We are also dedicated to the principles of the UNGC (United Nations Global Compact) and track progress in critical areas such as human rights, labor, the environment, and anti-corruption initiatives.

#### *Conserving Natural Resources*

We have decreased water demands in all our buildings by installing only the most efficient and effective water saving equipment and appliances. We are also dedicated to reduce operational and construction waste to the landfill, targeting zero waste by 2030. We achieve this by working with like-minded partners. Our thorough tendering and selection process is renowned in the industry, where a key criteria is our partners' ability to commit to our high standards.

# RETAIL ENVIRONMENTAL GOALS

01.

Incorporate best in class sustainability standards into all facets of our real estate business, with board-level accountability for monitoring and disclosing our sustainability performance.

02.

Ensure that our decisions contribute to improvements in environmental sustainability at the local and municipal levels, and that we achieve our goals in collaboration with tenants, city governments, planners, and other stakeholders.

03.

Commit to ongoing improvement in the environmental performance of our building and development activities, real estate operations, and asset management policies.

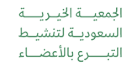
04.

Continuously monitor the environmental performance of our real estate assets and activities to measure our ecological footprint and risk exposure from natural disasters, environmental regulation, and the economic implications of climate change.

05.

Identify explicit goals for enhancing our environmental sustainability performance specifically in our commitment to reduce emissions of greenhouse gases and to increasing our use of renewable resources.

## *Strategic Partnerships*



## *Key Initiatives*

RETAL  
AL-KHAIR



# BOARD OF DIRECTORS



**Abdullah Al Fozan**

*Chairman*

Chairman of Bawan Company.  
Chairman of Alfozan Holding Company.  
Chairman of Ajdan Real Estate Development Company.  
Chairman of Midad Company Ltd.  
Vice Chairman of Shomoul Holding Company.  
Managing Director of Maali Holding Company.



**Ali Al Fozan**

*Vice Chairman*

Chairman of Madar Electrical Materials Company Ltd.  
Chairman of Madar Hardware & Tools Company Ltd.  
Board Member of Alfozan Holding Company.  
Board Member of Maali Holding Company.



**Majed Al Nefae**

*Non-Executive, Independent*

CEO & Board Member of Seera Holding Group.  
Chairman of Almosafer Travel and Tourism Company.  
Chairman of lumi Rental Company.  
Chairman of Mawaseem Investment Company.



**Hani Baothman**

*Non-Executive, Independent*

Chairman of sidra Capital Company  
Vice Chairman & Executive Committee.  
Chairman of Jeddah Uptown Company.



**Abdulrahman Al Wabel**

*Non-Executive, Independent*

Secretary General of Asharqia Chamber.  
Board Member of Dhahran Expo.



**Fozan Al Fozan**

*Board Member*

Chairman of Blom Invest Company.  
Managing Director of Bawan Company.  
Board Member of United Electronics Company (Extra).  
Board Member of Alfozan Holding Company.



**Fahad Al Mojel**

*Board Member*

Board Member of Saudi Tharwa Company.  
Board Member of Amlak National Investment Company.  
Board Member of Blom Invest Company.  
Executive Committee Member of Saudi Real Estate Company.



**Abdullah Al Braikan**

*Board Member*

CEO of Retal Urban Development Company.  
Chairman of tadbeir Company Ltd.  
Chairman of Nesaj Urban Development Company.  
Chairman of Nesaj Residential Compound Real Estate Company.  
Chairman of Mimar Emirates & Arak Engineering Consultancy Company.  
Board Member & Audit Committee Chairman & Executive Committee.  
Member of New Jeddah down Town Company.



**Abdulrahman Al Jallal**

*Board Member*

CEO of Dhahran Expo.  
Board Member of Nesaj Residential Compound Real Estate Company.

## RETALS LEADERSHIP



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*Abdullah AlBraikan*  
CEO



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*Yousif AlHamoudi*  
COO



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*Ammar AlGhoul*  
CFO



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*Mostafa Tawfik*  
CDO

Riyadh  
Tamkeen Tower,  
7252, Olaya St.,  
Al Yasmeen, Riyadh, 13325



Khobar  
Retal Business Center King  
Faisal Road, Al Rawabi,  
Khobar, 31952



Jeddah  
King's Road TowerKing  
Abdulaziz road, Ash Shati,  
Jeddah, 3678



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FOR  
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