

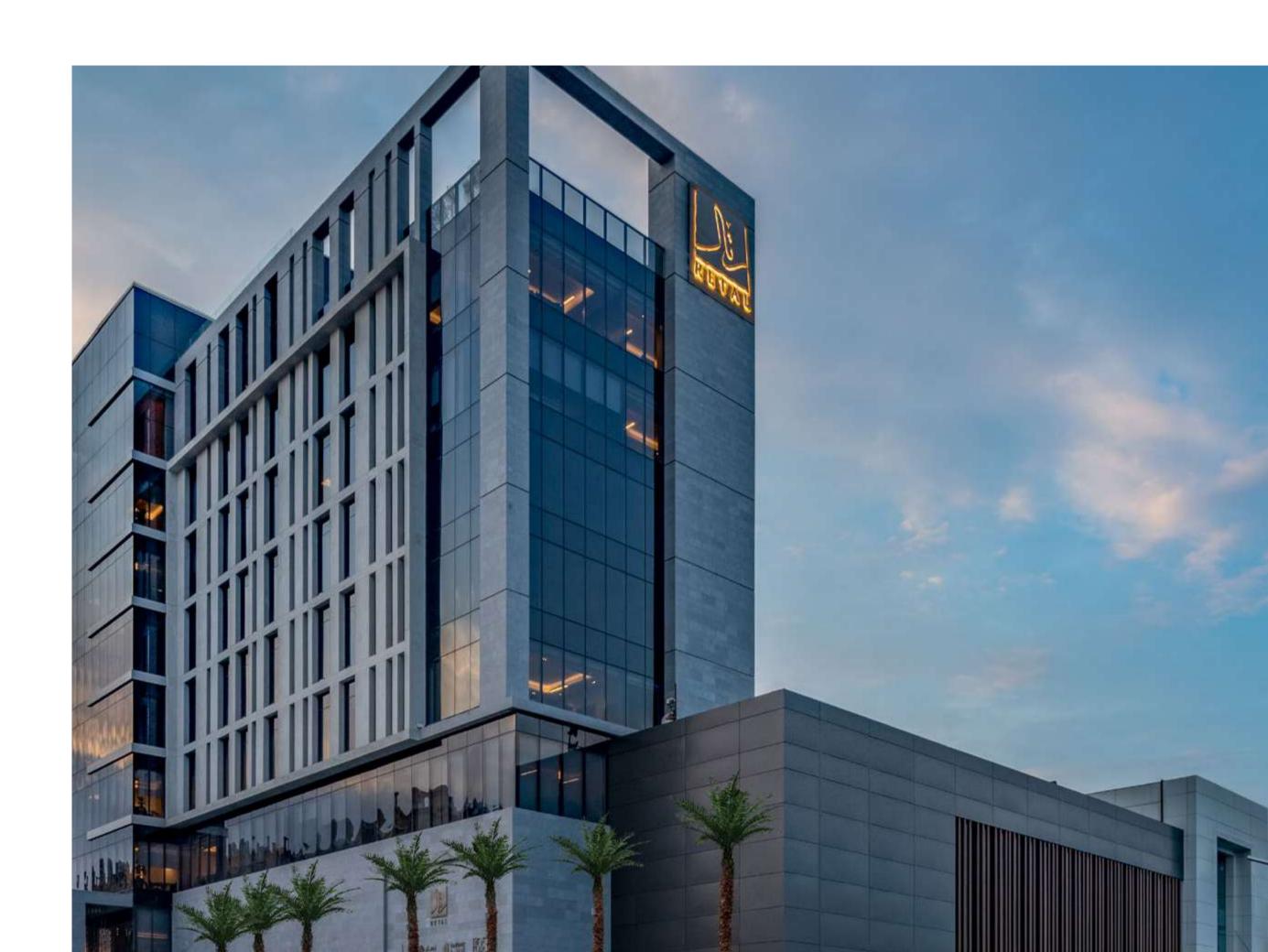
Retal Corporate Profile 2024 THE NEXT GENERATION OF REAL ESTATE DEVELOPERS

## Retal Story

### A Next Generation Real Estate Developer

Retal Urban Development Group, part of the esteemed Al Fozan Group of Companies, has been developing cutting-edge residential, commercial, and mixed-use properties in Saudi Arabia's Eastern Province since 2012. Through our work, we reimagine vibrant urban environments and cultivate thriving social ecosystems which promise a more livable, inclusive, and equitable future for all.

Set against the backdrop of a Kingdom and world evolving at an unprecedented pace, we have spent the last decade ensuring sustainable, deeply-researched, human-centered design thinking sits at the core of everything we ideate, and create. In doing so, Retal has set an ambitious industry benchmark for the coalescence of bold and inventive architectural design and strategic urban planning, providing solutions that address some of today's most significant global challenges and prioritize the health of communities.



### The Group Establishment Timeline

Retal established 2012

2016

specializing in

2017

2020

2019

2013

2017

2018

674 housing units

2019

by the MoMRAH

Establishment of Remal AlKhobar Company as a subsidiary of the Company, Company signed to establish Nobu Al-Khobar Hotel

2021

A branch of

specializing in real estate

2021

Tadbeir Co. Ltd. transferred to Tadbeir Real

2022G Excellence Award for Residential located in dammam awarded by the Real held in Rivadh 2022

Retal becomes Tadawul in June

2022

2020

2020

2021 raises over half a billion Saudi Riyals partnership with Alpha Capital

2021

Roshn (PIF subsidiary) selects Retal to be the which it has entered construct more than 100 housing units in

2022

Retal has established new with LDPI



# Chairman's Message

At Retal, we foster a culture of compassion that values the quality of human life above all else. Our dream is to make life-changing contributions to the world around us, ensuring every brick we lay today, cements a better life, and treasured memories, for the generations of tomorrow.



Abdullah Al Fozan Chairman



Eng. Abdullah AlBraikan Chief Executive Officer

## CEO's Message

At Retal, we are place-makers, timekeepers, and caregivers. Every vacant lot represents an opportunity to build timeless legacies and homes for future generations. By enhancing the appeal of a precinct, we inspire residents with a sense of belonging, offering them reasons to stay, connect, and return. We encourage development and growth by providing places for people to invest, live, and raise their families, and we strive to collaborate with others who share our values. This approach leaves us poised to begin each project with a clear purpose, a distinct vision, and complete confidence in the process. The purpose of our work both supports and aligns with Saudi Arabia's 2030 vision, and this is how we create timeless value for communities, the nation, and its people.

# Business Strategy

Shaping the journey towards growth

AWinning Business Strategy

A Vision of the Futur

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

### Brand Mission

To develop 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.

### Core Values

We are guided by our core principals of:

- Innovation
- Collaboration.
- Transparency.
- Responsibility.
- Integrity.
- Sustainability.

# Our Strategic Perspective

Our strategy shapes our journey towards future growth, enriching customer experiences and maximising shareholder value as we pursue our goals and realise our vision.

We continuously optimise our operating processes to improve management efficiency and ensure we deliver our developments on time and within budget.

1. Financial Horizon

Through prudent financial planning, innovative investment strategies, and meticulous risk management, we aim to achieve sustainable growth and deliver exceptional returns to our stakeholders, reinforcing our position as a pioneering force in the real estate industry.

### A Vision of 2. Operational Excellence

the Future

#### 4. Customer Centricity

We create trust through meaningful customer engagement and the delivery of exceptional experiences.

### 5. People, Innovation, Sustainability, and Digital Transformation

We seek to attract and retain high performing talent, nurture an innovative and creative culture and adopt disruptive technology to help us achieve our vision.

#### 3. Long Term Opportunities

Our visionary approach seeks to identify and capitalize on emerging trends, markets, and technologies, fostering lasting partnerships and sustainable ventures. With an unwavering commitment to innovation and adaptability, we strive to unlock limitless potential for enduring success.

#### 6. Growth & Expansion

We pursue sustainable growth through innovative marketing strategies, new market opportunities and an ongoing focus on efficient working practices.

### Value Creation

Retal's business model is streamlined yet highly adaptable, maximizing value creation and growth opportunities through off-plan sales. The company pioneered and championed off-plan sales in Saudi Arabia, which has since become a cornerstone of government initiatives in the sector.



in construction supervision to deliver a meticulous product, continually developed with rigurous research and development

# Integrated Value Chain

Retal has achieved remarkable success in constructing an innovative and comprehensive value chain platform that surpasses conventional real estate solutions.

By possessing either full or partial ownership of numerous associated business units, the company ensures exceptional quality control and cost efficiency at every stage of the supply chain. This includes project development, design, construction, marketing, and after-sales services. Collaborating with specialized enterprises allows Retal to enhance operational effectiveness, boost productivity, optimize business procedures, reduce expenses, and ultimately maximize profits. Most importantly, these competitive advantages significantly elevate customer satisfaction levels.













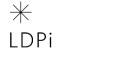




















Infrastructure Development

Design & Engineering Consultancy

Interior Design Consultancy

Lighting Architect Consultancy

Project Management

Contracting

Property Management Facility Management

## A Winning Proposition

The combination of the above makes Retal the champion of KSA residential and commercial real estate development sector



1. Robust Economic Fundamental

Significant demand drivers supported by highly favorable demographic tailwinds and extensive government initiatives.



2. Leading Real Estate
Developer Serving Across
the Value Spectrum

Full range of services with an excellent track record of development.



3. Pioneer in Implementing Off-plan Sales Model

Highly scalable model - strong sustainable development pipeline, and revenue flow without burdening the balance sheet



4. Fortress Financials and Profitability

Strong financial position and revenue growth profile



5. Value Creation through Partnership

Strategic partnership and alliances supporting in market outreach



6. Highly Experienced and Accomplished Team with Incomparable Credentials

Proven management team with unmatched capabilities & track record of delivery







## The Retal Experience

Retal is committed to realizing the aspirations of Vision 2030's esteemed Quality of Life Program, spearheading visionary urban environments that ignite the imagination and command an elevated quality of life for families across the Kingdom. Our cutting-edge endeavors transcend merely construction, cultivating an unparalleled quality of life within urban spaces that leave an indelible mark on our communities and allow them to grow and flourish for generations.

Sustainability and innovation lie at the core of our pursuits, as we shape thriving communities that foster a profound sense of purpose and forgive intuitive connections between residents and their surroundings. Retal strives to establish a legacy that stands the test of time, a pursuit that is underpinned by a dedication to enhancing the quality of life for all Saudi Arabians, forever forging new horizons in the realm of urban development.







# Human-Centered Design

Human-centered design is informed by the human desire for health and happiness and adheres to the principle that large-scale real estate developments must create a framework for enhanced quality of life.

Retal adheres to the principles of human-centered design, which entails ensuring fundamental amenities are situated within walking distance of residential areas and creating communal spaces that facilitate chance encounters and foster social interactions, with a view to promoting mutual support among neighbors. Additionally, these neighborhoods offer a diverse range of activities that serve to promote the health, safety, and overall wellbeing of residents.



#### Connection to Nature

Wherever possible, connections to nature are considered and interconnected. The ratio of green to grey space is maximized within appropriate parameters to ensure that outdoor areas are attractive, pedestrian-friendly, encourage physical activity, and are appropriately shaded and protected from the elements. In addition, appropriate leisure areas such as parks and playgrounds are designed at the masterplan level.

#### Planning and Zoning

All spaces are carefully integrated into the zoning and planning stages, to ensure that layouts are logically planned and comfortable, and increase efficiency and accessibility.

#### Leisure Areas and Amenities

The incorporation of leisure areas and amenity spaces into communities is a critical tactic in real estate development. Providing or facilitating a diverse range of user experiences directly increases the quality of life for individuals and also creates opportunities to support the local community.

### Physical Activity

In villa communities, necessities are located within walking distance to encourage people to walk for pleasure or exercise. Likewise, in high-rise complexes, where residents rely solely on elevators, there are easily accessible options for physical activity such as exercise and recreational areas.

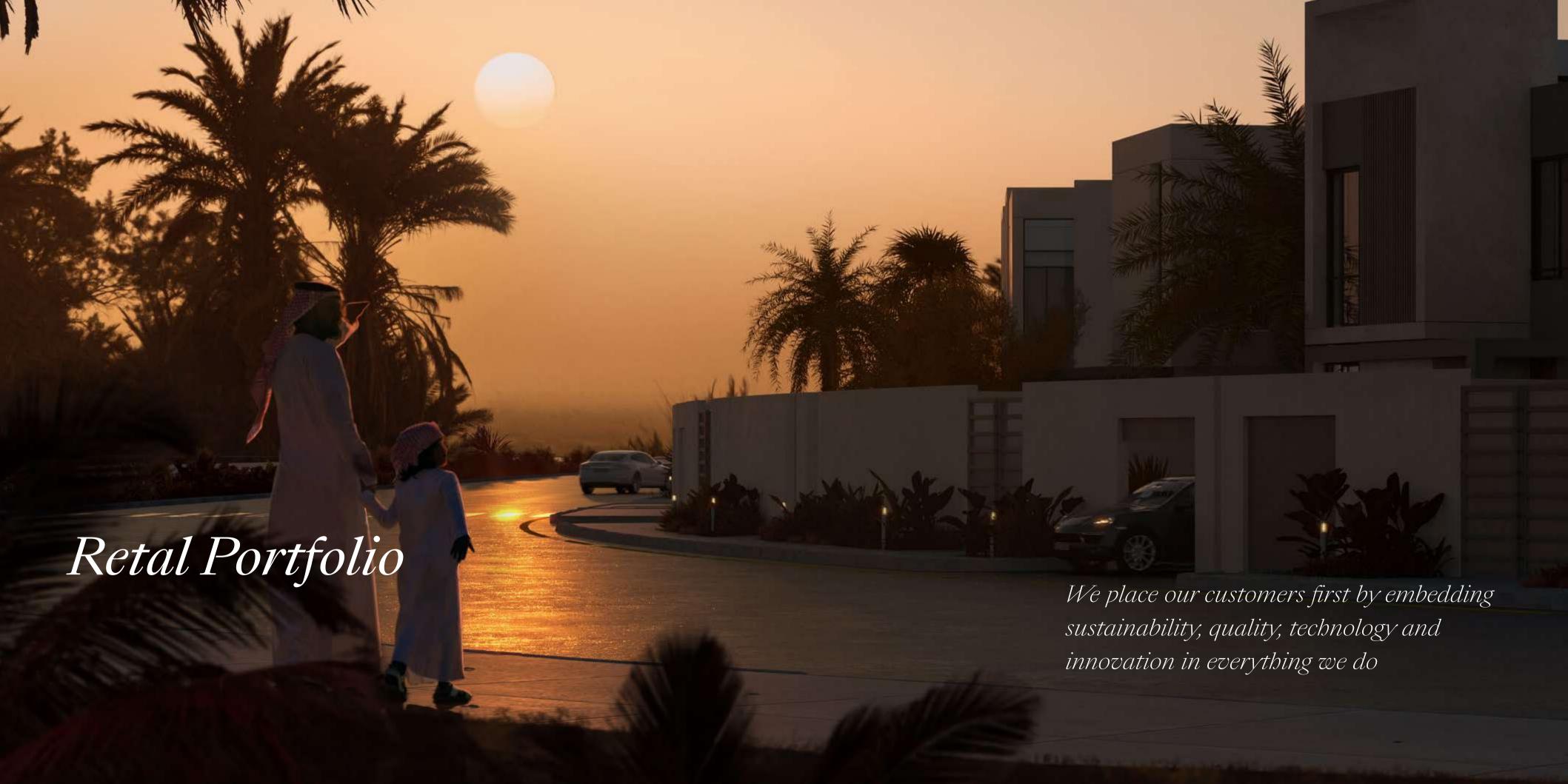
### Safety and Community

All developments are designed to be considered as shared spaces where residents and their neighbors can jointly create a safe, inclusive, and supportive community.

#### Site Specificity

Wherever relevant, considerations are made to the local vernacular and design history of Saudi Arabian architecture, which are reimagined in contemporary ways. Going beyond the consideration of local design codes, a deeper understanding of history is represented through design considerations and true experiences of space in place and time.

Research and analyses of the social, historical, climatic, geographic, legal, and infrastructure aspects of sites is a critical part of the process of creating successful developments which are in sync with their location and adapt naturally to the environment.





Retal in Numbers

### Behind the Scenes

+50

Total Number of Projects

SAR + 20<sub>Bn</sub>

Total project value of completed, ongoing and upcoming projects

+16,000

Total #
of units delivered,
under development,
and construction

som + 5.5mn

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

# Track Record 2022

With a track record
of excellence spanning
over a decade, Retal has
earned its reputation
as a trusted partner
and trailblazer in the
industry. Its commitment
to providing unparalleled
value and quality
makes Retal a true
leader in the residential
and commercial urban
development spaces

15

Awarded Projects in FY22 SAR **6.5** Bn

Current Backlog Revenues

#1

Market Rank Eastern Region 1,627

Units handed over

Ranked highest ROE among listed companies in Tadawul

### Retals' Projects

# Milestones in our Journey

Since 2012, Retal Urban
Development Group,
a proud member of the
renowned Al Fozan
Group of Companies,
has been spearheading
the creation of stateof-the-art residential,
commercial, and mixeduse properties in the
vibrant Eastern Province
of Saudi Arabia.





Ewan Sedral 103 Units

The Strip Retail Stores

Nesaj Town Al Narjis 455 Units

Nesaj Town Al Ahsa 347 Units

Nobu Hotel 101 Kevs

Retal Rise 127 Units

RBC Office Buildings

Ayala Jeddah 60 Units

Ewan Sedra2 372 Units

Ewan Tharwa 386 Units

Nesaj Town Safwa 356 Units

Roya Al Nakheel 60 Units

Remal Business Park &

Ewan Sedra3 242 Units

Roya Sedra 336 Units

The Ritz Carlton 48 & 130 Units

Nesaj Town Al Fursan2 561 Units

Nesaj Town Al Fursan 759 Units

Masal Retail Stores

Residence

Nesaj Town Sadayem 327 Units

Nobu Residence 62 Residence



## Retal's Projects

Jeddah







































Dammam & Qatif















































# Our Portfolio

Places where you'll love to live, stay, thrive and grow.



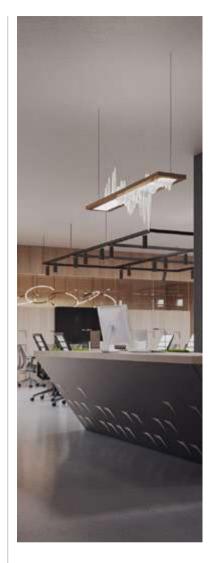
Residential



Mixed-Use



Hospitality



Offices



Retail

Your home is waiting

Iconic botels and leisures places

World-class life Experiences Upgrade your working space Captivating shopping environments





### The distinctiveness of this project lies in its capacity to provide clients with a personal touch through the selection of bespoke designs that reflect their individuality. It is the first of its kind to empower clients to additional features via our online platform, affording them the comfort of tailoring every detail before and after the construction process. Our villa collections boasts an comprising three distinct categories to meet with an eye towards tasteful architectural designs. 2023 Completed Al Nakheel, Khobar 29,399 sqm 38,224 sqm 58 Villas No. of Units







### Ayala Al Muhamadia

The distinctiveness of this project lies in its capacity to provide clients with a personal touch through the selection of bespoke designs that reflect their individuality. It is the first of its kind to empower clients to conceive their own homes and customize additional features via our online platform, affording them the comfort of tailoring every detail before and after the construction process. Our villa collections boasts an array of villas that vary in size and layout, comprising three distinct categories to meet diverse customer preferences, all crafted with an eye towards tasteful architectural designs.

Completion	2026
Status	Under Development
Location	Al Muhamadia, Jeddah
Built Up Area	21,450 sqm
Land Area	23,970 sqм
No. of Units	60 Villas







### Ewan Sedra

Ewan Sedra, an exquisite integrated development, draws inspiration from Salmani's architectural designs, and represents a seamless consolidation of three of Retal's prominent Ewan projects. Executed through a collaboration with PIF-owned Roshn, Retal invites Ewan Sedra residents to step into a new era of community living. These thoughtfully designed homes, positioned in close proximity to King Khalid International Airport, mosques, retail precincts, parks, schools, leisure, and entertainment facilities, offer residents a truly refined, convenient, and enriching lifestyle.

ompletion	2025
atus	Under Construction
ocation	Sedra, Riyadh
uilt Up Area	265,197 sqm
and Area	237,021 sqm
o. of Units	1750 Villas







### Ewan Marasi

Ewan Marasi is a visionary residential project representing the very essence of Retal's urban development philosophy. With exquisite villas on offer, this project is distinguished by its emphasis on intuitively designed green spaces, open areas, service integration, and expanded living quarters. Within Ewan Marasi, residents are further privileged to enjoy various entertainment centers, shopping destinations, and parks, creating a convenient and secure environment for all.

Completion	2025
Status	Under Developmen
Location	Marasi, Dammam
Built Up Area	73,480 sqm
Land Area	72,253 sqm
No. of Units	184 Villas





#### Ewan Tharwa

The Ewan Tharwah project, a unique residential villa development project targeting the upper-middle segment, offers a range of diverse spaces and designs that provide Clients with a personalized haven in the heart of Al-Khobar City. Nestled amidst a multitude of services and amenities, this development promises a permanent infrastructure and convenient connectivity to main roads that link residents to other areas of Khobar and Dammam.

Completion	2025
Status	Under Development
Location	Tharwa Town, Khobar
Built Up Area	183,162 sqm
Land Area	142,433 sqm
No. of Units	386 Villas



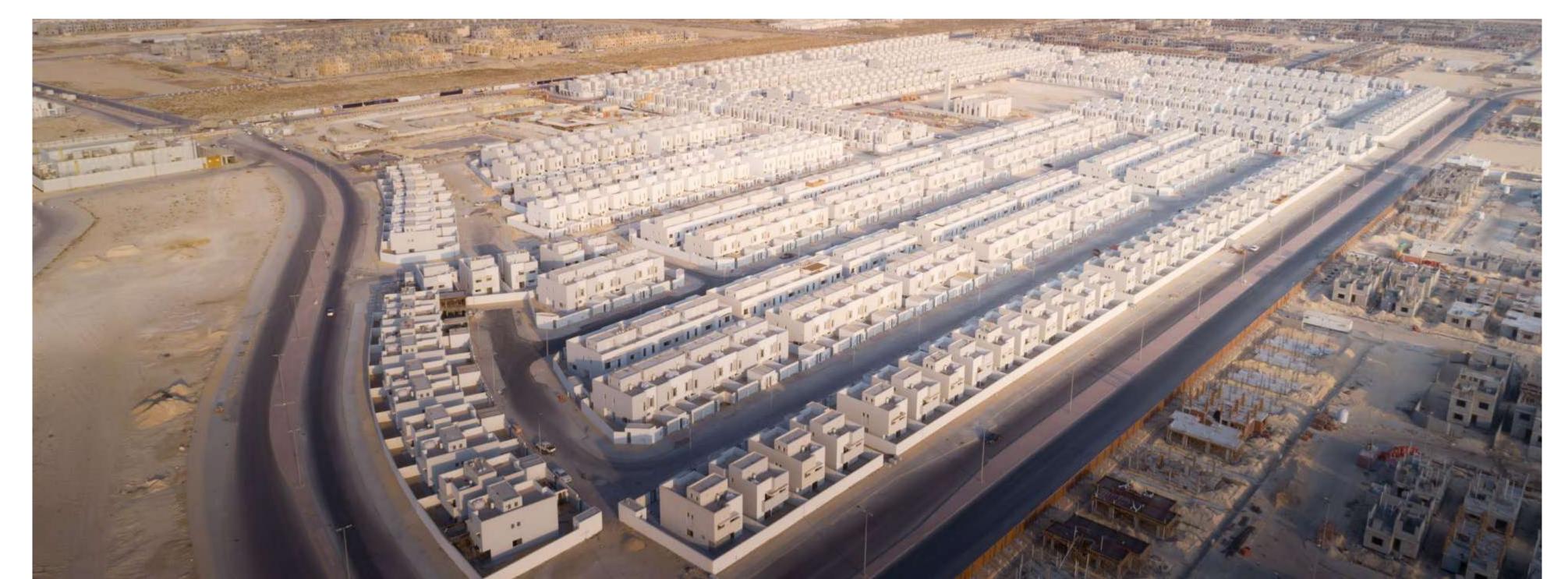




### Nesaj Town Dammam

The Nesaj Town Project, a Retal urban development endeavor realized in partnership with the National Housing Company, is dedicated to enhancing residential well-being. Situated to the west of Dammam in the Eastern Province of Saudi Arabia, this project stands out for its expansive streets and comprehensive amenities, featuring commercial and social centers alongside lush public gardens and parks, all thoughtfully designed to provide residents with the utmost comfort and convenience.

Completion	2022
Status	Delivered
Location	Al-Wajiha Suburb, Dammar
Built Up Area	1,522,000 sqм
Land Area	1,487,840 sqм
No. of Units	2,327 Villas







## Nesaj Town Riyadh

The development of the Nesaj Town Riyadh project represents our commitment to offering the residents of Sakani a premium living experience, complete with accommodation designed to suit their unique needs and preferences. To this end, the project features a host of public facilities that aim to enrich residents, lives.

Completion	2023
Status	Under Development
Location	Al-Jawan Suburb, Dammam
Built Up Area	231,720 sqм
Land Area	189,342 sqm
No. of Units	690 Villas









Nesaj Town Khobar

- Garden
- Mosque
- Retail
- School





## Nesaj Town Al Narjis

Nestled within a vibrant service hub, Nesaj Town Al Narjis ushers in a new era of refined living. This prestigious development is defined by exceptional features and an idyllic living environment that synthesizes tranquility, elegance, and comfort. Further enhanced by generous living spaces, diverse amenities, and impeccable infrastructure, residents are invited to step into a realm of effortlessly sophisticated living.

ompletion	2024
atus	Under Development
ocation	Al Narjis, Riyadh
uilt Up Area	174,481 sqm
and Area	127,712 sqm
o. of Units	455 Villas





Nesaj Town Al Narjis

- Garden
- Club House
- School
- Nursery



## Nesaj Town Safwa

The Nesaj Town Safwa project is a residential community situated in an urban environment designed to cater to the needs of modern families. Boasting sleek, modern facades, these units are adorned with unique designs and ample living spaces. Strategically located in close proximity to a wide range of essential services, this development offers the perfect blend of convenience and style.

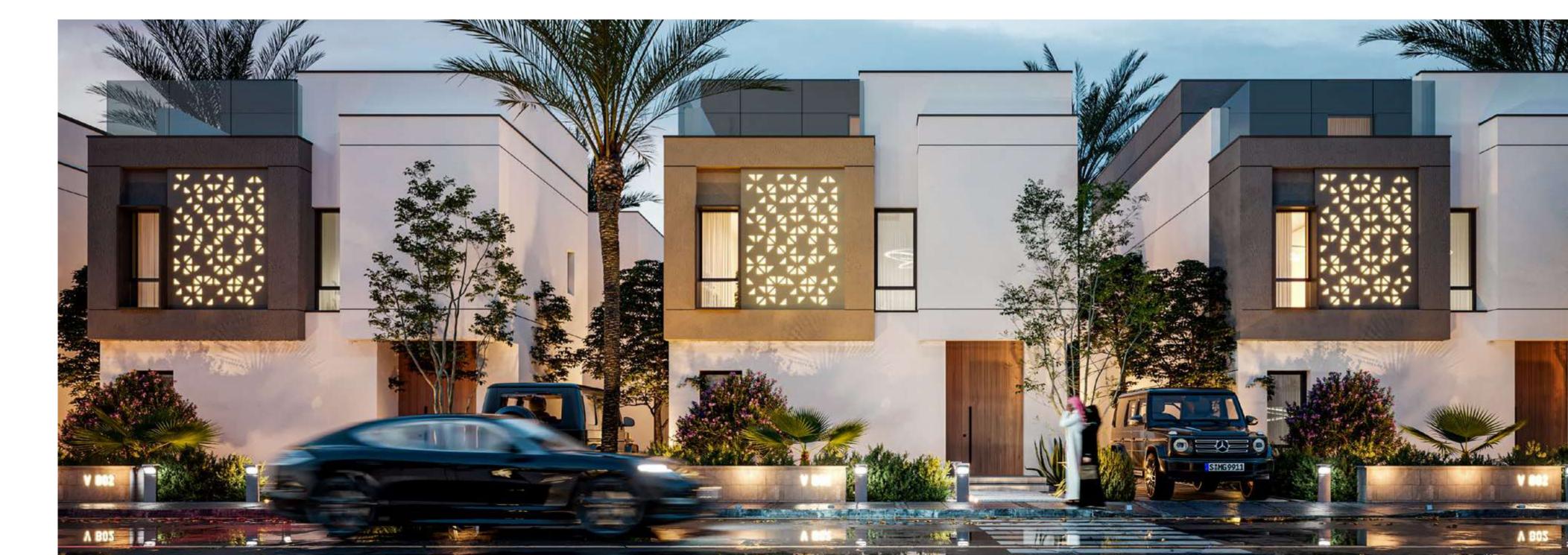
Completion	2025
Status	Under Development
Location	Qumra Community, Qatif
Built Up Area	137,932 sqм
Land Area	98,767 sqm
No. of Units	356 Villas



## Nesaj Town Al Ahsa

The Retal Urban Development Company is poised to deliver an affordable housing project in a strategic location, situated in close proximity to the Al Ahsa airport in the Kingdom of Saudi Arabia. The land, which is owned by the Blom Invest Fund, has been allocated to two distinguished developers, namely Innovest and Retal, in order to facilitate the successful execution of this ambitious undertaking.

Completion	2024
Status	Under Developmen
Location	Al Badriya, Al Ahsa
Built Up Area	149,251 sqm
Land Area	117,443 sqm
No. of Units	347 Villas





- Retail
- Parks
- Mosques



## Nesaj Al Fursan

In collaboration with National Housing Company, Retal is proud to present Nesaj Al Fursan, distinguished by its strategic location in the city of Riyadh and its proximity to the most significant locations such as Princess Noura University; Imam Mohammad Ibn Saud Islamic University; Riyadh Front and King Khalid Airport. Defined by its comprehensive and integrated planning; distinctive architecture and pristine setting, it is a community of choice for all to enjoy.

Completion	2026
Status	Under Development
Location	Al Fursan Suburb, Riyadh
Built Up Area	51,7484 sqm
and Area	394,315 sqm
No. of Units	1,320 Villas





## Roya Al Nakheel

The Roya residence has been thoughtfully situated within the Al Nakheel plan, taking into account its prime location just a few steps away from Khobar Corniche which serves as a vital connection between Dammam City and Khobar. With its proximity to a host of high-end malls, hotels, restaurants, and some of the most renowned brands, we recognize and appreciate the needs of our customers, which is why we have brought Roya residence to life.

Completion	2025
Status	Under Development
Location	Al Bahar District, Khoba
Built Up Area	17,258 sqm
and Area	4,986 sqm
No. of Units	68 Apartments







- Reception Halls
- Lounges and Sitting Area
- Kids Club
- Gym

- Multi-purpose Hall I (Meetings Presentation Co. Workspace)
- Outdoor Garden
- Outdoor Kid's Play Area
- Outdoor Sitting Area
- Parking









Marasi is one of the distinctive future residential plans inspired by Retal's urban development approach. This project is strategically located near the Arabian Gulf, between the cities of Khobar and Dammam. The project is distinguished by its green spaces, open areas, integration of services, and space expansion. Marasi has several entertainment centers, shopping malls, and parks within its borders, making it easy and safe to get around. The project is distinguished by its vast green spaces, open areas, and seamless integration of services.

Completion	2024
Status	Under Development
Location	Al Nawras District, Dammam
Land Area	609,000 sqм
No. of Units	582 Lands





















## Retal Rise

- Concierge
- Lobby Area
- Coffee Bar
- Cigar Lounge
- Swimming Pool
- Kids Club

- Children Pool Area
- Children Area
- Beauty & Grooming
- Gym
- Outdoor Terrace





Retal Residence is a distinctive and contemporary residential complex designed to suit a modern lifestyle. Modern design is a hallmark of the project, complemented by a range of facilities such as indoor shopping malls, a nursery, and a health center. In convenient proximity to various areas, Al Sudfa promotes a dynamic living environment that fosters a sense of community among residents and visitors alike. A unique residential complex, designed to suit a modern lifestyle.

Completion	2019
Status	Delivered
Location	Al Sadafah, Khobar
Land Area	126,000 sqм
No. of Units	416



# Retal Residence 59% Occupancy Increase 8,982 Delivered Services 23% Growth 91% Satisfied Clients

As our properties continue to garner acclaim, we are committed to implementing experience-driven spaces in our mixeduse developments as a key aspect of our long-term vision. Our focus is on delivering

authentic experiences that cater to a broad spectrum of lifestyles, including the latest fitness concepts, multifamily activities, and a diverse range of dining options.

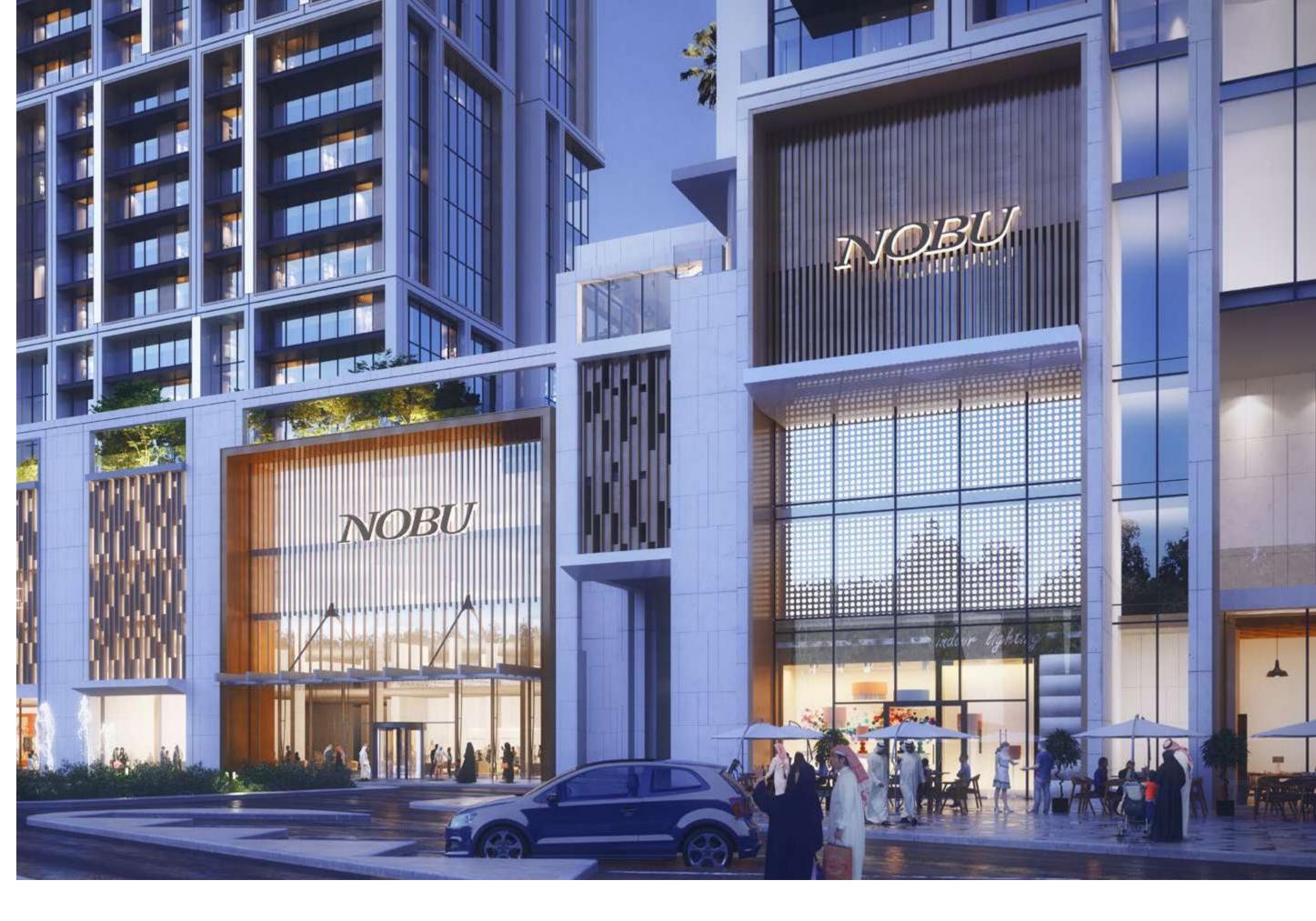
## Hospitality

Iconic Hotels & Leisures Places

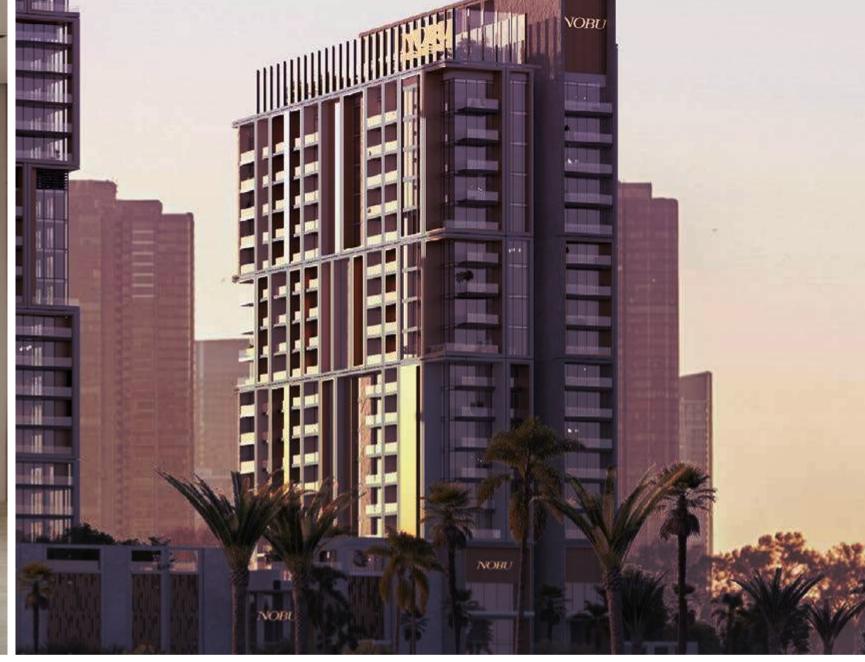
## NOBU Hotel

The high-rise structure is set to house the distinguished Nobu Hotel, Restaurant, and Residences, complete with podium-level retail, private parking, and impeccably designed Nobu Branded Residences. The grand complex boasts opulent first-class guest rooms and suites, in addition to the NOBU Resturant situated on the lobby level.

Completion	2025
Status	Under Development
Location	Al Nakjeel District, Khoba
Built Up Area	36,855 sqm
	101 Hotel Keys
	62 Branded Residence
	NOBU Restaurant







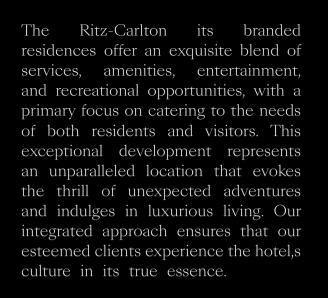
## Amenities

- Concierge Services
- Board / Meeting & Event Spaces (Serviced by Nobu)
- Outdoor Terrace
- Nobu Dining, VIP Lounge & Private Dining
- Priority Access to Nobu Events
- Swimming Pools (Juice & Sushi Bar Catered by NOBU)

- Sunken Garden
- Wellness Center (Gentleman & Ladies Separately)
- Tech Gym
- Wet & Dry Sauna
- Steam Room
- Multiperpose Hall
- World Class SPA
- Plunge Pool







THE RITZ-CARLTON

CHENN TENTHER TO THE STREET

Completion	2026
Status	Under Development
Location	Al-Aqiq District, Khobar
Built Up Area	33,308 sqm
Land Area	99,917 sqm



# Retal's commercial developments redefine the modern work environment in Saudi Arabia, presenting a harmonious blend of intuitive functionality, elegance, and cutting-edge design. As blueprints for architectural excellence set within prime commercial locations, Retal's state-of-the-art office spaces serve to cultivate thriving business ecosystems and provide convenient access to many essential and complimentary amenities. Offices Upgrade your Working Space









# Remal Business Court and Residence

Remal Business Park & Residences boasts a unique, high-end design with cutting edge fixtures and an open co-working space imbued with elegance. The development follows a design guide for healthy, environmentally friendly buildings. As part of a distinctive, modern residential complex, Remal Residence is the ultimate destination for a comfortable and contemporary lifestyle. Unique, high-end design with top-of-the-line fixtures and an open co-working space imbued with elegance.

Completion	2026
Status	Under Development
Location	Al Hizam Al Dhahabi, Khobar
Built Up Area	128,168 sqm
Land Area	54,504 sqm
No. of Units	12 Offices Buildings including F&B and Retail
	34 Villas
	84 Apartments



- Parking
- Gym
- Closed Compound
- Security
- Clubbouse

## At Retal, we recognize the power of retail spaces to transcend mere transactions, serving as dynamic environments where brands, consumers, and stories converge. Through careful planning, cutting-edge design, and a laser focus on user experience, we transform retail spaces into flourishing hubs of engagement. From high-end boutiques to sprawling shopping complexes, our portfolio showcases our versatility in tailoring environments to meet diverse market demands. We prioritize seamless circulation, visual aesthetics, and optimized layouts, Retail ensuring visitors can effortlessly explore and engage. Each retail project reflects our client's vision while embodying our values of Captivating Shopping Environments authenticity, quality, and lasting impact.





The Strip is a sophisticated mixed-use development with a focus on refined retail, office, and entertainment experiences, situated strategically on Prince Turkey Street, a prime location, within the heart of the bustling Khobar corniche precinct. Carefully curated shopping experiences, sports and leisure offerings are interspersed with inviting outdoor spaces and detailed landscaping. It stands as an exciting development, conveniently centrally located to capitalize on potential customers in the popular district. The integration of an outdoor amphitheater and sports components are unique elements which serve to promote and enhance health and wellness, through creating intentional connections with the outdoor environment.

Completion	2025
Status	Under Development
Location	Al Yarmouk, Al Khobar
Land Area	7,200 sqm
Leasable Area	6,300 sqm







The Masal development is a testament to refined living and urban sophistication, epitomizing cutting-edge contemporary architecture which seamlessly blends stylish landscape elements and open spaces into its design. Remarkably, it stands as the sole transit hub adjacent to the nearby train station, rendering it truly distinctive in every aspect. This prime location offers an exceptional living experience, where residents and visitors can take advantage of an array of charming cafes and restaurants, enticing shopping destinations, and state-of-the-art sports and entertainment venues.

ompletion	2025
atus	Under Development
ocation	Al Sefa, Al Ahsa
and Area	29,162 sqm
easable Area	8,112 sqm
o. of Units	15 Spaces

Awards and Partners

## Awards and Accolades

Our exceptional accomplishments in a remarkably short span of time have garnered recognition through prestigious awards and reputable accreditation programs. These accolades and acknowledgments serve as a testament to our industry leading expertise in delivering real estate solutions and projects of unparalleled quality and exceptional value.



The Largest Housing Project Award, Restatex Real Estate Exhibition, 2022



The Excellence Award for Residential Projects, Sakani, 2022



The Best Real Estate Developer in the Kingdom Award, Sakani, 2020



The Best Real Estate Developer in the Kingdom Award, Sakani, 2019



The Fastest Growing Urban Development Company in The Kingdom, International Finance Awards, 2023



Great Place

**Work**®

GreatPplace

Great Place to

Work, 2023 and

to Work

Certificate,

Certified

To

Retal Business Court, Mixed-use Development, International Property



Retal Rise, Retal Business Center Residential Khobar, Office Development of 20+ Floors. Development, International International Property Property Awards, 2022 Awards, 2022



Retal Rise,

Residential

International

High-rise

Property

Retal Rise and Nobu Hotel, New Hotel Construction and Design, International Property Awards, 2022



Marasi Al Khobar, Best Landscape Development, Architecture, International Property Awards, 2022 Awards, 2023



Retal Business

Court, Best

Sustainable

Commercial

Development,

International

Property Awards, 2023

The Developer of the Year, Real Estate Asia,

The Best Developer in Saudi Arabia

# Our Partners

At Retal, we adhere to strict acquisition criteria focused on the most promising areas for development. Our dedication to quality, luxury, and unrivaled design is unparalleled, shaping a future-focused platform that caters to our clients' needs and demands.























Funds



SNB



















Financiers











Consultancy





























# ESG Policy

Our aim is to be both aspirational and responsible. As we continue to develop spaces where people can truly live their best lives, we conscientiously assess our potential impact.

## 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

Trusted Partnerships

02.

We are advocating for the adoption All our partnerships are founded At Retal, individuals are chosen for of carbon neutrality as the industry upon the principles of transparent their valuable contributions and standard, with a targeted goal of and open Corporate Governance. exceptional talents. By prioritizing achieving this by 2030. Presently, To cultivate a culture of integrity, skills and accomplishments, we foster we are actively pursuing all available we prioritize annual compliance and fairness and inclusivity throughout avenues to expedite our concrete governance training for our staff, along the organization, embracing the contribution towards this objective. with regular ethics declarations, as diverse talents and qualities that fundamental and recurring elements shape our team. of our organizational framework.

Social Inclusion and Diversity

#### 04. Our Communities

operate, utilizing our procurement environment, and anti-corruption with like-minded partners. process as a means to bolster and initiatives. uplift local enterprises.

With a commitment to fostering Our operations continue to prioritize We have decreased water demands positive long-term impact within the safety, health, and well-being of in all our buildings by installing only our communities, we are diligently our employees, partners, customers, the most efficient and effective water developing methodologies to and suppliers. We are also dedicated saving equipment and appliances. measure our social influence. To to the principles of the UNGC We are also dedicated to reducing further this goal, we prioritize (United Nations Global Compact) operational and construction waste procuring consumables from local and track progress in critical areas to the landfill, targeting zero waste vendors in the regions where we such as human rights, labor, the by 2030. We achieve this by working

Supporting

Our People

## Conserving Natural Resources

# Retal Environmental Goals

At Retal, we wholeheartedly believe that embracing sustainability unlocks boundless opportunities for innovation and value creation. We view sustainability as an ongoing journey, a continuous pursuit of excellence. We foster an environment that aligns with our planet's needs through investments in sustainable buildings and the scrupulous sourcing of eco-friendly materials. Our diligent management

of energy, greenhouse gas emissions, waste, and water resources further fortifies our sustainable practices.

By seamlessly integrating sustainability into our core business operations, we aspire to set an industry-wide standard. Our efforts not only yield a positive impact on the environment and society but also generate enduring value for our esteemed shareholders. With each sustainable development project, we proudly contribute to a better world, ensuring a brighter, more prosperous future for generations to come.

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.

# Innovative Design Parameters



# Indoor Environmental Quality

With a commitment to fostering positive long-term impact within our communities, we are diligently developing methodologies to measure our social influence. To further this goal, we prioritize procuring consumables from local vendors in the regions where we operate, utilizing our procurement process as a means to bolster and uplift local enterprises.



## Natural Lighting

Daylighting strategies were incorporated to maximize the use of natural light, reducing energy consumption and enhancing the overall workplace environment.



## Energy and Water Efficiency

The project integrates energyefficient technologies and waterconservation measures to minimize resource consumption and promote sustainability.



Green Vehicle Parking

and Reduced Parking

The project promotes sustainable

transportation by providing

green vehicle parking facilities

and reducing the overall parking

Footprint

footprint.

# Quality of Construction and Materials

Emphasis is placed on using highquality construction techniques and materials that are environmentally responsible and promote occupant health and well-being.



### Local Product Sourcing

The project prioritizes the sourcing of materials and products from local markets, supporting the local economy and reducing carbon emissions associated with transportation.



# 15 Minutes City

Supporting our customers' wellness and quality of life is at the forefront of our objectives. By implementing holistic strategies, we aim to elevate the living standards of the communities we create. This is achieved by applying principles of urban planning concepts of compact and 15-minute cities at scale. Whereby our neighborhoods ensure to provide safe and convenient pedestrian or bike pathways leading to local amenities. These characteristics include:

**Proximity:** Destinations must be close to each other.

Diversity: Provision of a wide variety of urban amenities close to one another's vicinity.

Density: There must be enough people to support a diversity of businesses in a compact area.

Ubiquity: The city should be affordable for anyone who wants to reside in it.

We Build

We Integrate

#### Sidewalks

Establishing a frequent, safe, and comfortable network of pedestrian pathways for enhancing permeability of our projects' amenities and nodes in the shortest distance.

#### Amenities

Satisfying the needs of residents by providing them a place to learn, shop, play, and pray within the catchment of their own homes.



Provisions for future cycling and bus route networks of neighboring areas to our communities' networks.



A safe pedestrain access from nearby plot into and through Retal Projects.



Green and communal spaces aiming at promoting healthy living and social interactions with frequent social nodes.

#### Vibrant Community:

A vibrant, active, strong community with more viable local business and commerce with notable Increased economic activity in mixed-use neighborhoods.

#### Greater Accessibility:

The central advantage of the concept is enhancing accessibility towards living, working, commerce, healthcare, education, and entertainment. This is the primary reason why people choose to live in cities.

#### Shading

Creating naturally shaded pathways through the surrounding built environment and the use of native trees and shading elements.

#### Cycling

Biking routes and parking are integrated into the Retal projects master plans for connecting cyclists within and beyond project boundaries.

#### Green Parking Solutions

Prioritizing parking spaces for carpooled cars and electric vehicles.

#### Inclusivity

Our projects offer a mix of affordable, mid and high end residential projects.

#### Reduce Vehicle Dependency:

By bringing neighborhoods closer, the approach aims to reduce car dependency. This also helps promote physical activity (walking and cycling).

#### Improve Air Quality:

Less transport means reduced carbon emissions. More green spaces also ease the urban heat-island effect, reduce flood risk, and improve biodiversity. Encouraging sustainability.

#### Equitable Planning Decision:

The concept results in a much more equitable planning decision. Over time, it is likely to make transportation investments less costly, as pedestrians and cyclists are much cheaper to provide infrastructure for.

#### What are the Benefits?

#### Better Health & Well-being:

There are numerous physical and mental health benefits of active travel, cleaner air, easy access to healthy food options, and quality green space.

#### Increased social connections:

Where residents are more likely to know their neighbors, trust others and participate in community life.

#### Resiliency:

Establishing a well-equipped neighborhood empowers local economic activities and fosters a sense of community.



# Retal Al-Khair

Retal embraces social responsibility as a vital pillar, fostering mutual benefits between the company and the wider community. Committed to a strategic approach, we align with the KSA's sustainable development model. Our "Al Khair Strategy" follows national criteria, promoting motivation, partnership, planning, awareness, monitoring, and guidelines for impactful social responsibility.



## Architectural and Design Distinction

The HAL center seeks to include generating ample housing solutions tailored to community needs, enhancing the nonprofit sector's ability to serve beneficiaries effectively, and investing in knowledge and social resources to improve overall living standards.



#### Development and Construction Experience

Tarmeem, located in the eastern province of Saudi Arabia, is the first foundation specialized in restoring homes of families in need. Retal has collaborated with Tarmeem as a strategic partner, providing the company's knowledge, skills, and expertise in cost-efficient design and construction to support Saudi families in restoring their residences.



## Forte in creativity and Innovation

The Retal International Competition for Mosques was established to draw creative proposals from participants around the globe. The project, whose location was carefully chosen, is situated in the middle of the Nesaj Town 2 development in Dammam, eastern Saudi Arabia. It is regarded as one of Retal's most significant urban development projects.



## Forte in creativity and Innovation

Our "Khobar Green" initiative aims to increase the green cover in Al-Khobar, creating a thriving city that harmonizes with population growth and urban development. This initiative is a part of our dedication to transforming Al-Khobar into a green city that offers an exceptional quality of life for its inhabitants.



#### Community Engagement

The "Khobar Art" initiative supports Al-Khobar's development and future vision through artistic endeavors.
Recognizing that art is a universal language fostering connections between cultures worldwide, this initiative seeks to provide a nurturing environment for creativity in Khobar, essential for the city's holistic development.



# Corporate Governance

Retal's Strong Corporate Governance Framework places a priorirty integrity and reliability in a fragmented industry.



## Transparency

Safeguarding the rights of our system, ensuring a seamless and shareholders through a commitment to transparency that is ingrained in our corporate behavior. We strive to provide straightforward, concise, and precise information that accurately reflects our operations.



## Accountability

Guided by a meticulously crafted governance framework that encompasses well-designed policies, procedures, and a transparent delegation of authority matrix. This robust structure promotes accountability while reinforcing Retal,s internal control system, ensuring a seamless and efficient operational environment.



## Responsibility

Clearly defined roles and responsibilities, complemented by advanced technological solutions, empowers our team to efficiently monitor progress and optimize performance, driving us towards successful outcomes.



## ESG/Sustainability

Prioritising environmentally sustainable practices and fostering a sense of responsibility, we ensure our operations align with the highest standards of ecological stewardship.



## Integrity and Fairness

With a shared dedication to upholding integrity in all aspects of our business, we ensure our actions and decisions consistently align with ethical norms and values.

# Board of Directors



Mr. Abdullah Abdullatif Al-Fozan

Chairman of the Board of Directors (Non-executive)

Chairman of Executive Committee

- Chairman of Bawan Company.
- Chairman of Al Fozan Holding Company.
- Chairman of Ajdan Real Estate Development Company.
- Chairman of Midad Company Ltd.
- Vice Chairman of Shumoul Commercial Complex Company.
- Managing Director of Maali Holding Company.



Mr. Ali Abdullatif Al-Fozan

Vice Chairman of the Board
(Non-executive)

- Chairman of Madar Electricity Materials Company Limited.
- Chairman of Madar Company for Hardware and Tools LTD.
- Chairman of Madar Building Materials Company Limited.
- Board Member of Al Fozan Holding Company.
- Board Member of Maali Holding Company.



Mr. Fozan Mohammed Al-Fozan Board Member (Non-executive)

- Chairman of Saudi Bloom Investment Company.
- Managing Director of Bawan Company.
- Borad Member of Al Fozan Holding Company.
- Borad Member of United Electronics Company (Extra).



Mr. Majed Aedh Al-Nefie

Board Member
(Independent)

- Chairman of Almosafer Company.
- Chairman of Lumi Rental Company.
- Chairman of Mawasem Company for Umrah Services.
- Board Member of Seera Holding Group.



Mr. Hani Othman Ba Othman

Board Member (Independent)
Chairman of Nominations and Remunerations
Committee

- Chairman of Sidra Capital Company.
- Chairman of Inox Financial (Switzerland).
- Vice Chairman of Emaar Economic City.



Mr. Abdul Rahman Abdullah Al-Wabel

Board Member (Independent) Chairman of Audit Committee

- Secretary General of Asharqia Chamber.
- Borad Member of Dhahran International Exhibitions Company.



Mr. Fahd bin Abdulrahman Al-Mojil

Board Member (Non-executive) Member of Nominations and Remunerations Committee

- Board Member of Bloom Investment Company.
- Executive Committee Member of Saudi Real Estate Company.
- Board Member of Saudi Tharwa Company.
- Board Member of Amlak National Company.



#### Eng. Abdullah Faisal Abdulaziz Al-Braikan

Board Member (Executive) Member of Executive Committee The Chief Executive Officer (CEO)

- Chairman of Tadbeir Company Limited.
- Chairman of Wasam Valuation.
- Chairman of Nesaj Urban Development Company.
   Chairman of Building Construction Company Limited.
- Chairman of Nesaj Residential Compound Real Estate Co.
- Board Member of New Downtown Jeddah Company.
- Board Member of Mimar Emirates and ARAC Engineering Consultants.



#### Mr. Abdul Rahman bin Ibrahim Al-Jalal

Board Member (Non-executive)
Member of Nominations and Remunerations
Committee
Member of Audit Committee
Member of Executive Committee

- Chairman of Tadbeir LLC.
- Board Member of Nesaj Residential Compound Real Estate Company.
- CEO of Dhahran International Exhibitions Company "Dhahran Expo".

# Retal's leadership





Eng. Abdullah Al-Braikan

Chief Executive Officer (CEO)



Mr. Ammar Al-Ghoul

Chief Financial Officer (CFO)



Eng. Mostafa Tawfik

Chief Development Officer (CDO)



Eng. Yousif Al-Hamoudi
Chief Operations Officer (COO)



Eng. Mohammed Assiri

General Manager for Westren Region



Eng. Ahmed Al-Askar

General Manager for Central Region



Eng Ammar Habib
Chief Executive Officer (CEO)
LDPi



Eng. Khaled Al Dossary

General Manager

Nesaj



Eng. Omar Al Jalal

Chief Executive Officer (CEO)

BCC



Eng. Zainah Al Shaikh General Manager ARAC



Eng. Ammar Ghonaim

General Manager

Mimar



Maan Al Badran

General Manager

Tadbier Real Estate Company



Eng. Ibrahim Khairat

Chief Executive Officer (CEO)

Tadbier Facility Managment

# Our locations

Retal has strategically positioned its corporate offices in the Saudi Arabian cities of Khobar, Riyadh, and Jeddah in Saudi Arabia. These prime locations unlock vast business opportunities, enabling us to engage with thriving business ecosystems, government entities, and industry leaders. Positioned for success, Retal is poised to make a significant impact in Saudi Arabia and beyond.



Eastern Region Office

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





## Central Region Office

Retal Head Quarter, Northern Ring Road, Al Wadi,Riyadh, 13325.





## Western Region Office

King Road TowerKing Abdul Aziz Road, Ash Shati, Jeddah, 23412.







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