



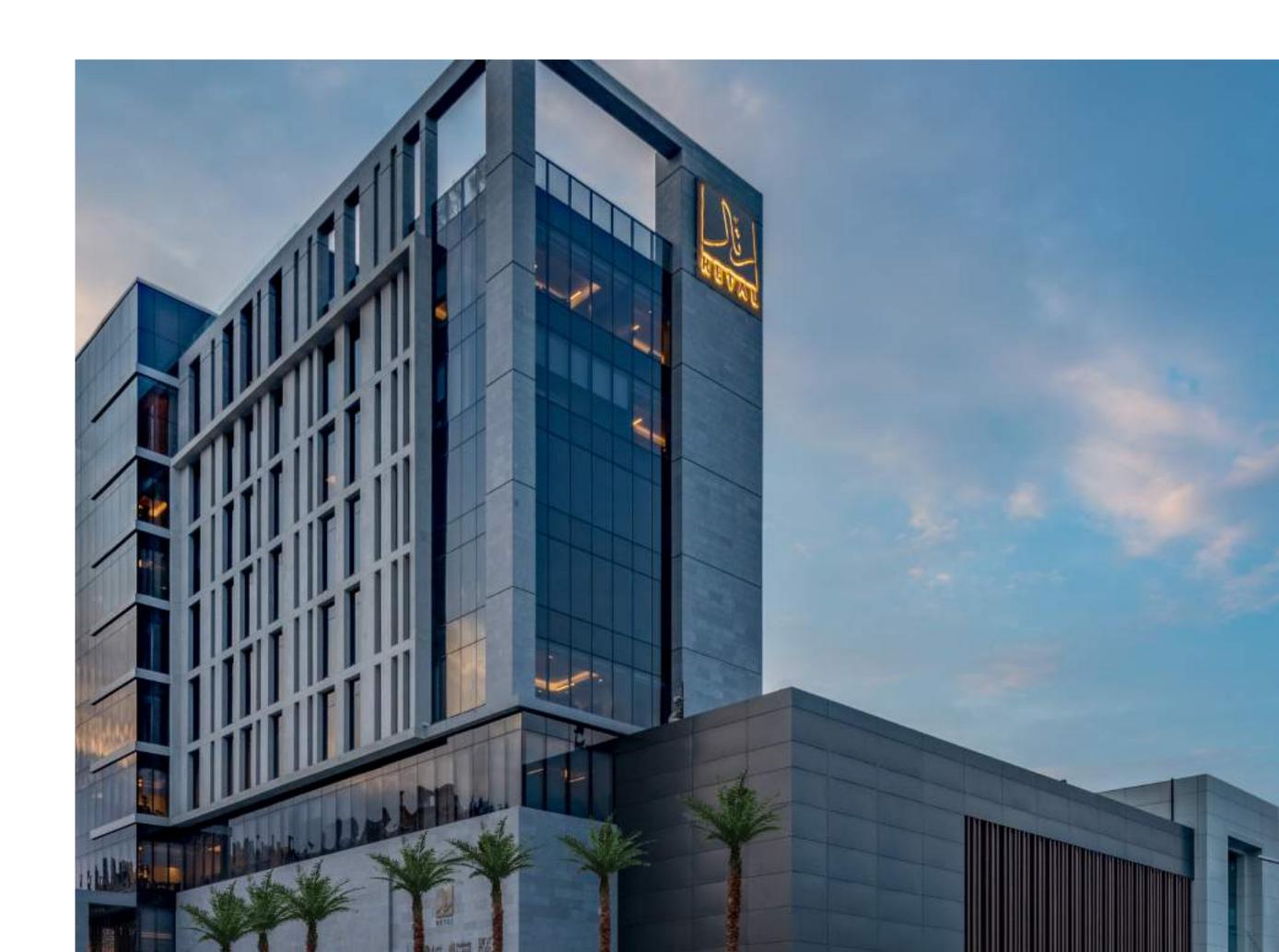
## *Our Portfolio* Luxurious Living Experience

Retal Story

## A Next Generation Real Estate Developer

Retal Urban Development Group, part of the esteemed Al Fozan Group of Companies, has been developing cuttingedge 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 Tadbeir Real 2012 specializing in 2016 2017 2020 And a state of the 2019 2013 2017 2018 2019 with the National by the MoMRAH 674 housing units

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2020

A branch of Tadbeir Co. Ltd. transferred to Tadbeir Real Estate Co., specializing in real estate services

2021

2020

Retal has invested in Saudi Tharwa Co. Establishment of Remal AlKhobar Company as a subsidiary of the Company, and a contract with Nobu Worldwide Hotel Management Company signed to establish Nobu Al-Khobar Hotel

2021

Retal receives the 2022G Excellence Award for Residential Projects for the Nesaj Town 2 Project, located in dammam awarded by the Real Estate Future Forum held in Riyadh

2022

Retal becomes a publicly listed company on Tadawul in June

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2022

### 2022

Retal has established new JV "Norkoom" with LDPI

### 2021

Real estate development fund raises over half a billion Saudi Riyals to invest in the "Marasi Al-Khobar" project, located between Dammam and Al-Khobar, as part of the launch of SAR 7.5 Bn. strategic partnership with Alpha Capital

### 2021

Roshn (PIF subsidiary) selects Retal to be the first real estate developer with which it has entered into a partnership to construct more than 100 housing units in the city of Riyadh under project RBC

# Business Strategy

Shaping the journey towards growth



## A Winning Business Strategy

## 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

A Vision of the Future

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

## 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.

### 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.

2. Operational Excellence

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

### 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.

### 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.

### 6. Growth & Expansion

A Vision of

the Future

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 offplan sales in Saudi Arabia, which has since become a cornerstone of government initiatives in the sector.

### Sustained Financial Outperformance

Reflected in EPS and DPS growth and strong total security holder returns

### Off Plan Pioneer

Leading the market with the off plan sales model, strengthened by key long term partnerships.

Lead with ESG

Aim to leave a positive impact in our communities by striving to be planet positive

### Stakeholder Support

Personalize and develop our offers to attract and support customers and partners by reacting to their requirements in order to achieve strong outcomes, with exceptional service

### Be Future Fit

Adapt to digitization and transformation of everything. Effortless accessibility for online sales through advanced customer portals

### Our Communities

Be a trusted partner to government and communities by adapting to the shifting needs of our stakeholders so that we build communities with a lasting legacy

### Driven by Design

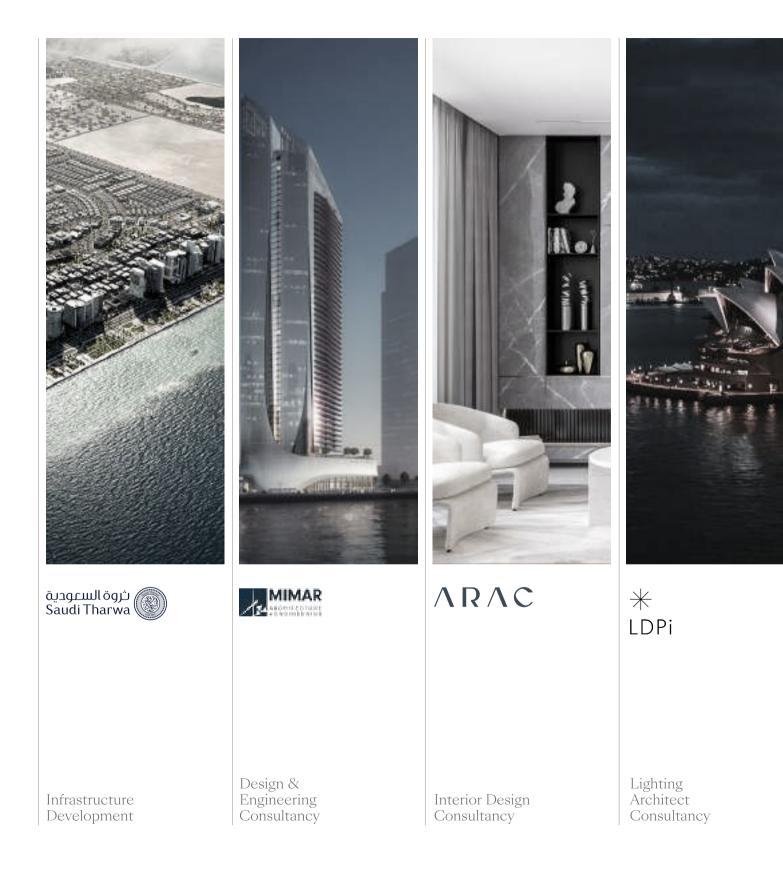
Renowned for design excellence, high attention to detail and exceptional execution in construction supervision to deliver a meticulous product, continually developed with rigurous research and development

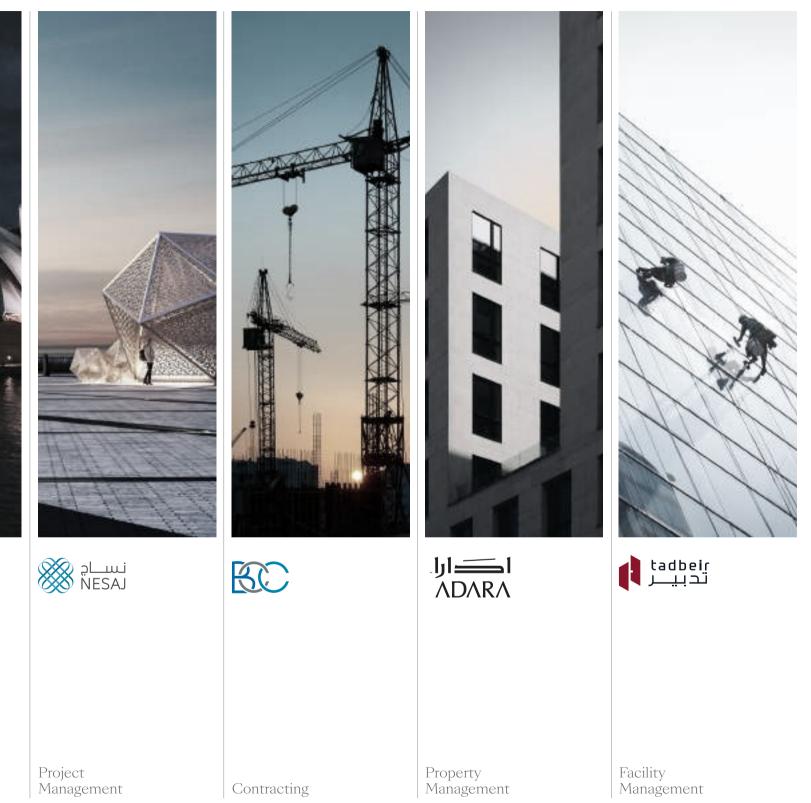
### Value Creation

## 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.





## 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



## and Profitability

revenue growth profile

## 4. Fortress Financials

Strong financial position and



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



## Retal Community 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 humancentered 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.



### 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.

### 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.

### 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 Portfolio

We place our customers first by embedding sustainability, quality, technology and innovation in everything we do



Retal in Numbers

Behind the Scenes

+50

Total Number of Projects

<sub>SAR</sub>+35<sub>Bn</sub>

Total project value of completed, ongoing and upcoming projects

+16,000

Total # of units delivered, under development, and construction



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

### Retals' Projects

## Milestones in our Journey



• Sakanat Al Nada 28 Units

2015

Ewan Al Nawras 78 Units Sakanat Al Safa 56 Units

• The Grand 63 Units

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

2016

Arab Open University 63 Units The Valley 20 Retail Stores Retal Square 96 Units Al Dhawahi 148 Units Ewan Al Qayrawan 164 Units

Ewan Al Nahda 37 Units

Ewan Al Maali 76 Units

2019

Remal Beach 6 Units Retal Residence 416 Units

- D20
- Nesaj Town Dammaml 674 Units
- 021
- Remal Al Khobar 52 Units



- )22
- Nesaj Town Dammam2 1,653 Units Nesaj Town Khobar 170 Units
- )23
- Nesaj Town Riyadh 690 Units

Ayala Al Nakheel 58 Units

2026

- Marasi 582 Lands
- Ewan Sedral 103 Units
- Nesaj Town Al Narjis 455 Units
- The Strip Retail Stores
- Nesaj Town Al Ahsa 347 Units

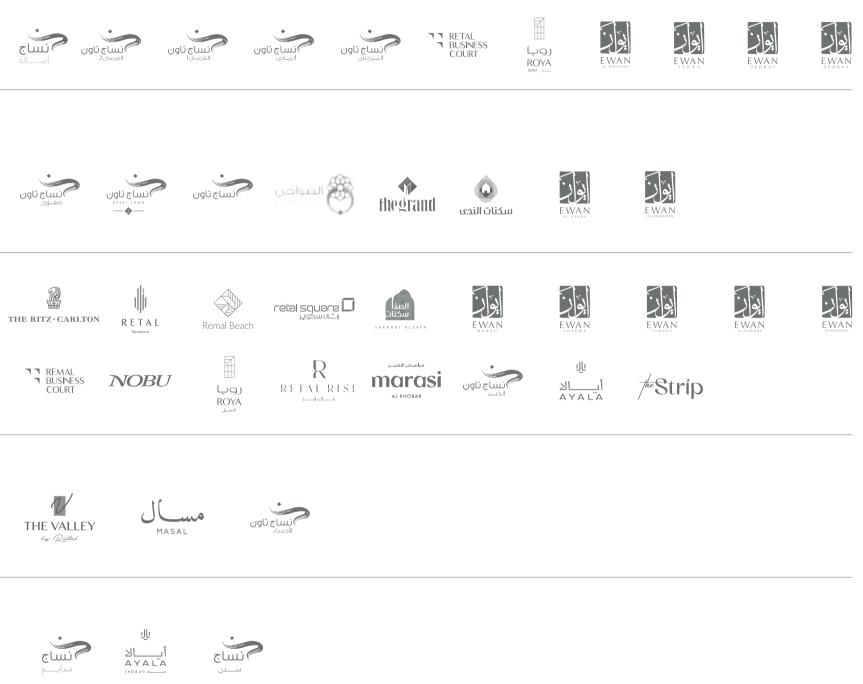
- Nobu Hotel 101 Keys
- Nobu Residence 62 Residence
- Retal Rise 127 Units
- RBC Office Buildings
- Ayala Jeddah 60 Units
- Ewan Sedra2 372 Units
- Ewan Tharwa 386 Units
- Nesaj Town Safwa 356 Units
- Nesaj Town Sadayem 327 Units
- Roya Al Nakheel 60 Units
- Masal Retail Stores
- Remal Business Park & Residence
- The Ritz Carlton 48 & 130 Units
- Nesaj Town Al Fursan2 561 Units
- Ewan Sedra3 242 Units
- Nesaj Town Al Fursan 759 Units
- Roya Sedra 336 Units

## Retal's Projects

Jubail Dammam & Qatif Khobar Al-Ahsa Riyadh

Jeddah

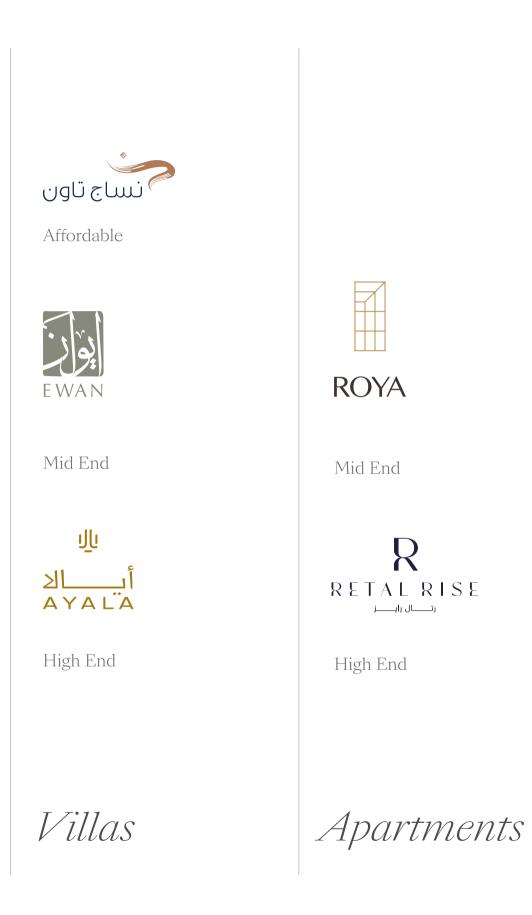




House of Brands

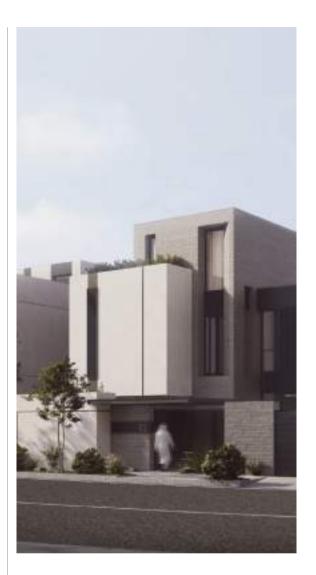
Retal's wide service offerings:

- Nationwide Footprint
- Multi-Customer Approach
- Project Mix



Our Portfolio

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



Residential

Your home is waiting



Mixed-Use

Iconic botels and leisures places



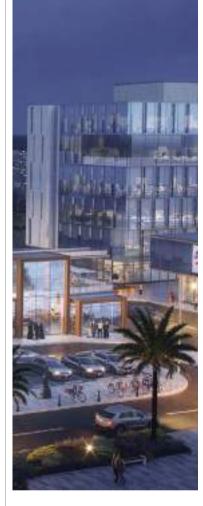
Hospitality



Captivating shopping environments



Offices



Retail

## Residential

Your Home is Waiting

Our residential developments sanction a life fulfillment, prioritizing the vitality and well idents above all else. Delivered ng oi through captivating, sustainable design, our a testament to timeless elegance nomes are will endure for generations and quality that shed residences to the Istinguis caping and user-oriented astetul every detail has been edestrian considered in harmonizing traditional values contemporary design.

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## أ AYALA

Draw your elegannee!



## Ayala Al Nakheel

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	2023
Location	Al Nakheel, Khobar
Built Up Area	29,399 sqm
Land Area	<i>38,224 ѕ</i> дм
No. of Units	58 Villas





Ayala Al-Nakbeel





## 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
Location	Al Muhamadia, Jeddah
Built Up Area	36,095 sqм
Land Area	23,970 sqм
No. of Units	60 Villas





# A STORY WE TELL



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## 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.

Completion	2028
Location	Sedra, Riyadh
Built Up Area	650,257sqм
Land Area	571,961 sqm
No. of Units	1,074 Villas





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## 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
Location	Marasi, Dammam
Built Up Area	73,480 sqm
Land Area	<i>72,253 sqm</i>
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
Location	Tharwa Town, Khobar
Built Up Area	183,162 sqм
Land Area	<i>142,433 ѕом</i>
No. of Units	386 Villas

Ewan Tharwa

THE

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Sales (1997)



## ROYA Life in a place



## 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
Location	Al Bahar District, Khobar
Built Up Area	17,258 sqм
Land Area	4,986 sqm
No. of Units	68 Apartments





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

### Amenities

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



## Roya Sedra

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ROYA RESIDENCE

Roya Sedra is brought to you by a visionary partnership between Retal and PIF-owned Roshn, and represents a collection of exquisite apartments that epitomize vertical elegance and intelligent spatial planning. Roya Sedra's captivating blend of functionality, warmth, and style elevates the living experience to unparalleled new heights. Offering an array of intuitively designed landscapes, recreational spaces, and top-tier amenities, Roya Sedra gifts residents the opportunity to pursue vibrant, sophisticated, and well-rounded lifestyles.



Completion	2025
Location	Sedra,Riyadh
Built Up Area	<i>72,732 ѕ</i> дм
Land Area	27,937 sqm
No. of Units	366 Apartments

245

#### Amenities

- Reception Halls
- Lounges and Sitting Area
- Kids Club
- Gym
- Adult Playroom
- Outdoor Sitting Area
- Kid's Swimming Pool
- Jogging and Walking Track
- Parking



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# The second Roya Sedra

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- Central Park
- Mosque
- Landscape
- Sports Facilities
- Commercial Facilities
- Educational Facilities
- Nurseries
- Pedestrian Tracks
- Bike Tracks

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
Location	Al Nawras District, Dammam
Land Area	609,000 sqm
No. of Units	582 Lands

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World-class li

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As our properties continue to garner acclaim, we are committed to implementing experience-driven spaces in our mixed-use developments as a key aspect of our long-term vision. Our focus is on delivering authentic experiences that cater to a broad spectrum of lifestyle preferences, including the latest fitness concepts, multifamily activities, and a diverse range of dining options. Through the creation of multi-purpose mixeduse projects that embody luxury as a defining feature, we seek to provide distinctive experiences which open an exciting new realm of possibilities.

Our residential zones invariably provide for peaceful, holistic, and contemporary living experiences, complete with intuitively designed homes, vast green spaces, and an array of supporting amenities. Retal's office zones present dynamic and inspiring working environments, empowering businesses and gratifying visitors with state-of-theart facilities, a monumental venue hall, and world-class hospitality.





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
Location	Al Sadafah, Khobar
Land Area	126,000 sqм
No. of Units	416

# Retal Residence



Pop at a



## Retal Residence

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



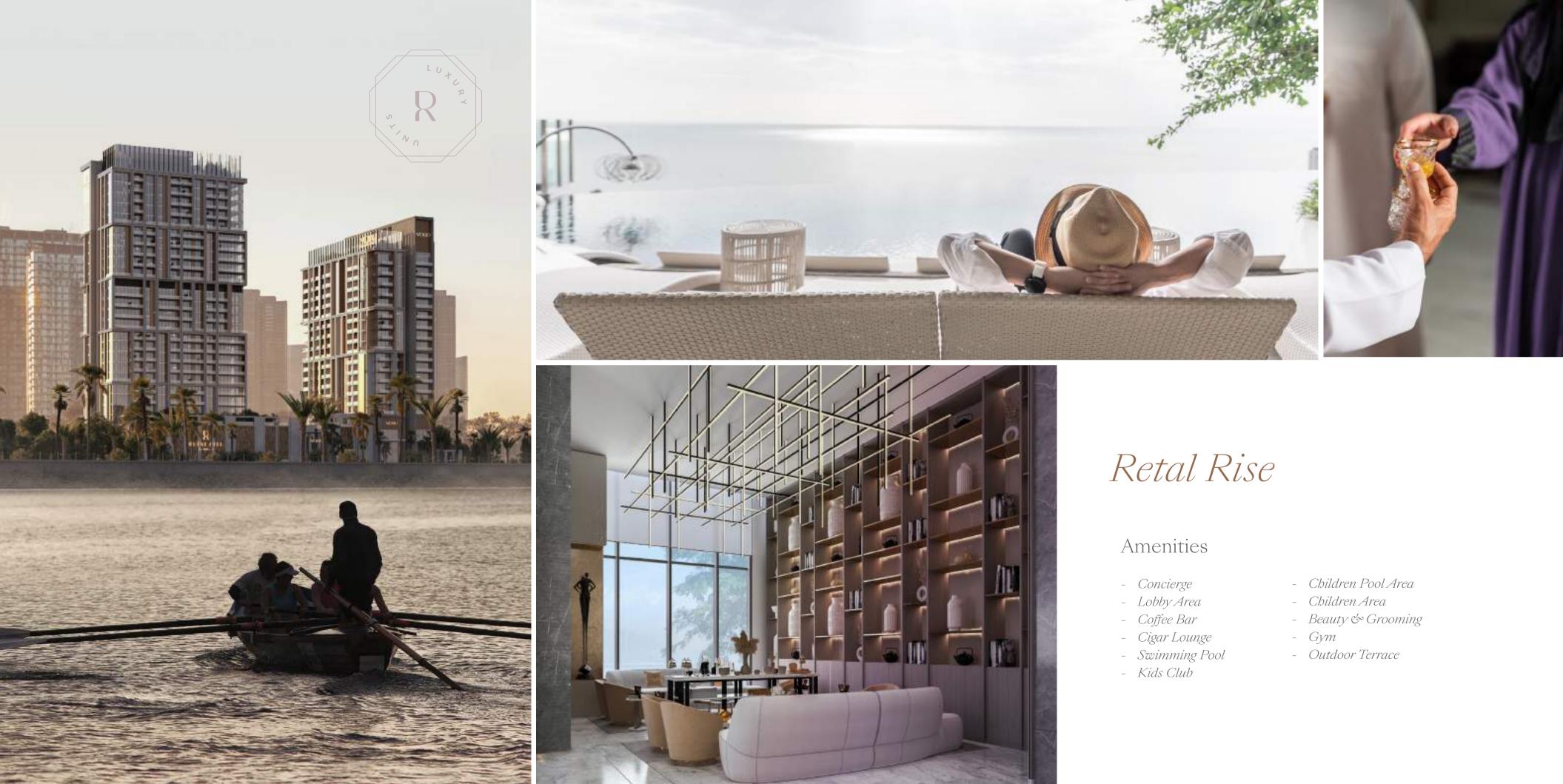


Leveraging the serene setting of the Arabian Gulf coastline, highrise buildings offer an undeniably unique living experience. The vibrant community offers luxury apartments that come equipped with a host of modern conveniences and recreational amenities, tailored to cater to the needs of a contemporary lifestyle.

Luxury apartments designed to cater to the needs of a modern lifestyle, with an array of conveniences and recreational amenities that elevate the living experience.

Completion	2025
Location	Al Nakheel District, Khobar
Built Up Area	43,167 sqm
Land Area	11,050 ѕом
No. of Units	127 Apartments





Hospitality

Iconic Hotels & Leisures Places

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.

## NOBU Hotel

The high-rise structure is set to house the distinguished Nobu Hotel, Restaurant, and Residences, complete with podiumlevel 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
Location	Al Nakjeel District, Khobar
Built Up Area	36,855 sqm
No. of Units	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



The Ritz-Carlton its branded residences offer an exquisite blend of services, amenities, entertainment, and recreational opportunities, with a primary focus on catering to the needs of both residents and visitors. This exceptional development represents an unparalleled location that evokes the thrill of unexpected adventures and indulges in luxurious living. Our integrated approach ensures that our esteemed clients experience the hotel,s culture in its true essence.

Completion	2027
Location	Al-Aqiq District, Khobar
Built Up Area	33,308 sqm
Land Area	99,917 sqм



## The Ritz-Carlton

48 Branded Stand-Alone Villas 130 Keys Resort Accommodations 2 Elite Destination Restaurants

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Upgrade your Working Space

Retal's commercial office 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.

## Terra Riyadh

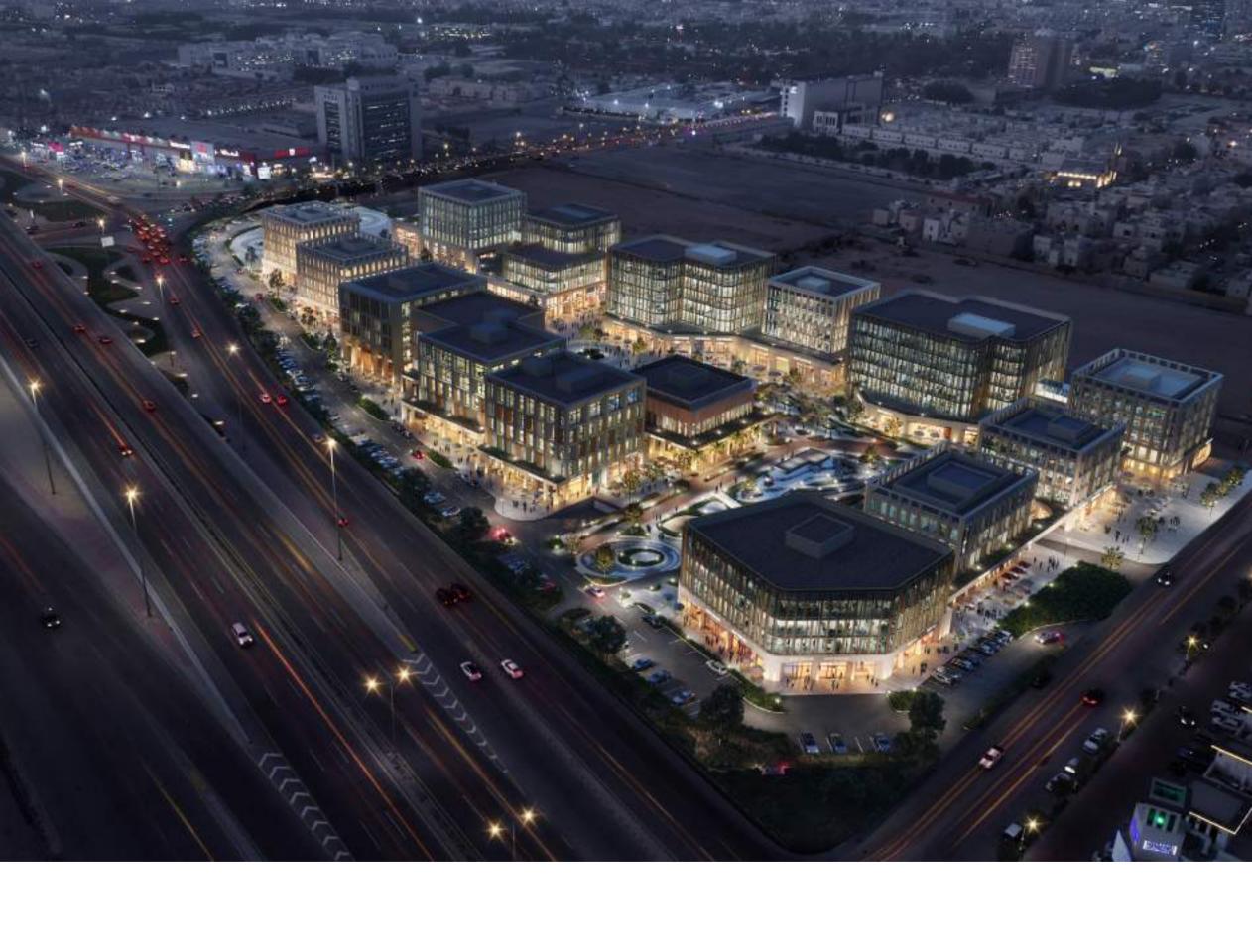
Terra Riyadh is a unique landmark destination that caters to the growing demands of the Riyadh office and retail market. Offering luxurious office, retail, and dining spaces, Terra Riyadh invites local and multinational corporations to meet in a culturally inspired modern space. The project utilizes modern elements that are deeply rooted in a strong Salmani architectural identity, creating an elegant outlook that links cutting-edge businesses with traditional values.

Completion2027LocationAl Narjis, RiyadhBuilt Up Area58,000 sqm









## 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 topof-the-line fixtures and an open co-working space imbued with elegance.

Completion	2026
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

# Retail

Captivating Shopping Environments

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, ensuring visitors can effortlessly explore and engage. Each retail project reflects our client's vision while embodying our values of authenticity, quality, and lasting impact.



#Strip

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 Location Land Area Leasable A

on	2025
	Al Yarmouk, Al Khobar
a	7,200 sqm
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.

Completion Location Land Area Leasable A No. of Unit

on	2025
	Al Sefa, Al Absa
1	29,162 sqm
Area	8,112 sqm
its	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**<sub>®</sub>

Certified

NOV 2021-NOV 2022

То

Retal Business Court, Mixed-use Development, International Property Awards, 2022

AWARDS

2022-2023

The Best Developer in Saudi Arabia



Center Khobar, Office Development, International Property Awards, 2022

Residential Development of 20+ Floors. International Property Awards, 2022

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

Residential High-rise Development, International Property Awards, 2022

Khobar, Best Landscape Architecture, International Property Awards, 2023

Court, Best Sustainable Commercial Development, International Property Awards, 2023

Estate Asia, 2021

The Developer of the Year, Real

**REAL ESTATE ASIA** 

NAME OF A DESCRIPTION O

AWARDS 2

# 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.

Government	وزارة الشرؤون البلدية والهروية والإسـكان Ministry of Managair Banal Affers & Housing
Real Estate	الوطنية للإسكان
Funds	إنفسـت BLOMIN
Financiers	بنك الجزيرة BANK ALIAZIRA
Consultancy	Knig Fran
Operators	THE RITZ-CA
Engineering and Consultancy	BENC







# 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:

#### 01.

## Climate Friendly

achieving this by 2030.

#### 02. Trusted Partnerships

of our organizational framework.

#### 03. Social Inclusion and Diversity

team.

#### 04. Our Communities

We are advocating for the adoption To cultivate a culture of integrity, By prioritizing skills and We prioritize procuring consumables Our operations continue to prioritize We have decreased water demands of carbon neutrality as the industry we prioritize annual compliance and accomplishments, we foster fairness from local vendors in the regions the safety, health, and well-being of in all our buildings by installing only standard, with a targeted goal of governancetrainingforourstaff, along and inclusivity throughout the where we operate, utilizing our our employees, partners, customers, the most efficient and effective with regular ethics declarations, as organization, embracing the diverse procurement process as a means to and suppliers. fundamental and recurring elements talents and qualities that shape our bolster and uplift local enterprises.

#### 05. Supporting Our People

#### 06.

#### Conserving Natural Resources

water saving equipment and appliances.

# Innovative Design Parameters



Indoor Environmental Quality



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 Footprint

transportation by providing 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.

The project promotes sustainable green vehicle parking facilities and reducing the overall parking

## We Design

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

So





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

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.

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:

#### Greater Accessibility:

#### 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.

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

#### الخبر **الخضراء** Khobar **Green**

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.

# al Corporate overnance



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



#### Transparency

Safeguarding the rights of our 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.



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.



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.

## Responsibility

## 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 Commitee

- 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. Majed Aedh Al-Nefie Board Member (Independent)

- Chairman of Almosafer Company.
- Chairman of Lumi Rental Company.
- Board Member of Seera Holding Group.



## 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. Fahd bin Abdulrahman Al-Mojil

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

- Board Member of Bloom Investment Company.
- Company.
- Board Member of Amlak National Company.

- Chairman of Mawasem Company for Umrah Services.



#### 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 Ashargia Chamber.
- Borad Member of Dhahran International Exhibitions Company.

- Executive Committee Member of Saudi Real Estate

Board Member of Saudi Tharwa 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"

# Our 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 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. Yousif Al-Hamoudi Chief Operations Officer (COO)



Eng. Mohammed Assiri General Manager of the Western Sector



Eng. Ahmed Al-Askar Central Region Head



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.



## BUILD FOR *Gene*rations

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