

BUILD  
FOR  
HOME-  
OFFICES



*Our Portfolio*  
Luxurious Living Experience

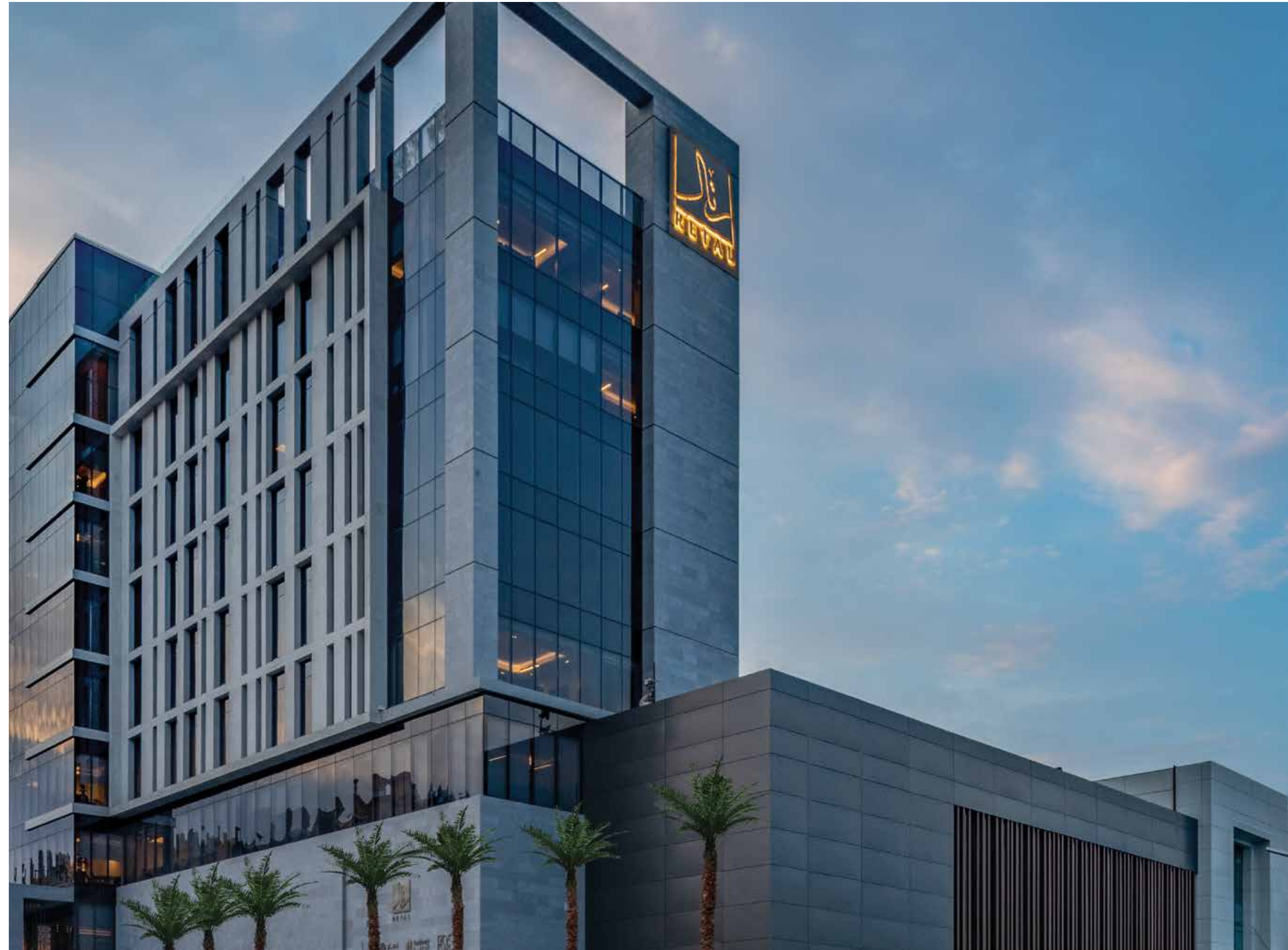


# *Retal Story*

## A Next Generation Real Estate Developer

Retal Urban Development Group, part of the esteemed Al Fozan Group of Companies, has been developing 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 under Al Fouzan in the Eastern Region of Saudi Arabia

2012

Tadbeir Real Estate Company acquired, specializing in facilities management and real estate services

2016

Nesaj Urban Development Company acquired, specializing in construction project management

2017

Strategic partnership with Mimar Emirates Engineering Consultant signed

2019

Development of the first Nesaj Town projects completed

2020

Launch of "Ayala" brand, targeting high-income segments

2020

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

2021

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

2022

2013

Residential projects bearing the "Ewan" brand launched targeting middle to high-income segments

2017

Building Construction Company acquired, specializing in residential and non-residential public construction

2018

"Nesaj Town" brand launched in cooperation with the National Housing Company and the MoMRAH, to implement about 674 housing units

2019

Retal is honored as 'Best Real Estate Developer' 2019 in Saudi Arabia by the MoMRAH for the first time

2020

Retal has invested in Saudi Tharwa Co.

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

2022

Retal has established new JV "Norkoom" with LDPI



# *Business Strategy*

*Shaping the journey  
towards growth*







# 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

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



*A Vision of  
the Future*



# 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.*

## *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

## *Value Creation*

## *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 rigorous 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.



ثروة السعودية  
Saudi Tharwa

Infrastructure Development



MIMAR  
ARCHITECTURE  
+ ENGINEERING

Design & Engineering Consultancy



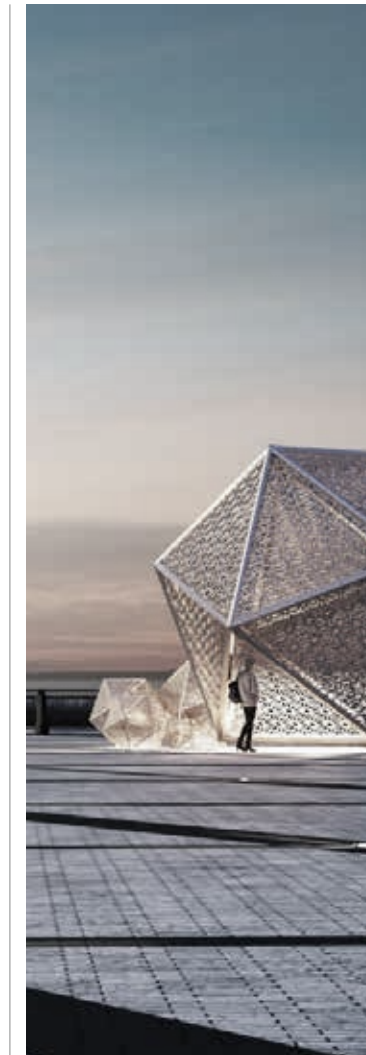
ARAC

Interior Design Consultancy



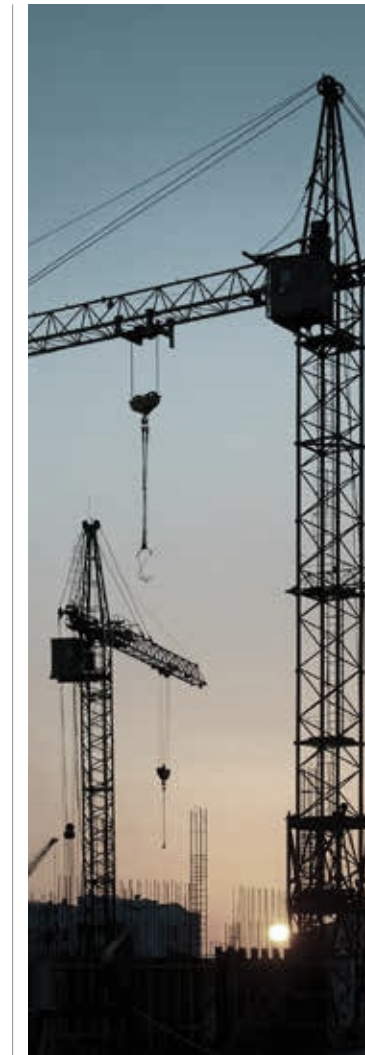
\*  
LDPi

Lighting Architect Consultancy



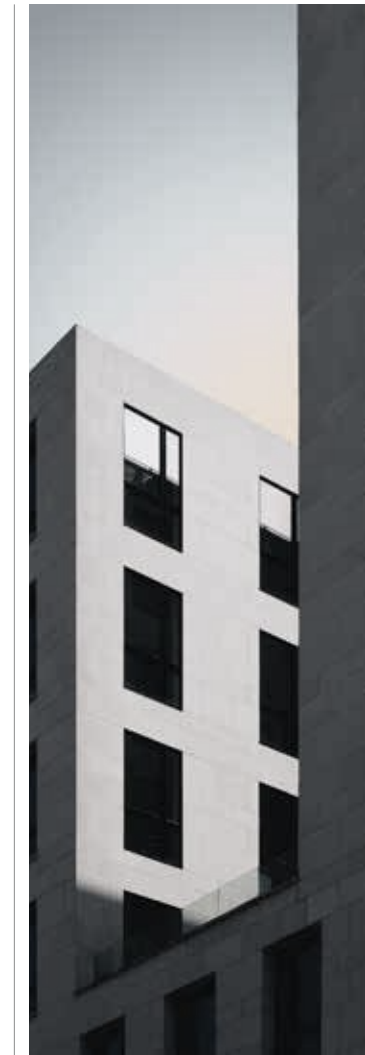
نساچ  
NESAJ

Project Management



BC

Contracting



ادارا  
ADARA

Property Management



tadbeer  
تدبير

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*





# *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 forge 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 well-being 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.



A man and a child, both dressed in traditional white Middle Eastern clothing, are walking together on a paved path. The man is on the left, holding the child's hand. They are silhouetted against a bright, low sun that creates a warm, golden glow across the scene. In the background, there are modern, multi-story buildings with large windows and balconies. Palm trees and other tropical plants are scattered throughout the landscape. The overall atmosphere is peaceful and serene.

# *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*

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

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

**+16,000**

*Total #  
of units delivered,  
under development,  
and construction*

**SQM +5.5<sub>MN</sub>**

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



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 state-of-the-art residential, commercial, and mixed-use properties in the vibrant Eastern Province of Saudi Arabia.

2014

- Sakanat Al Nada 28 Units

2015

- Ewan Al Nawras 78 Units
- Sakanat Al Safa 56 Units

2016

- The Grand 63 Units

2017

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

2018

- Ewan Al Nahda 37 Units
- Ewan Al Maali 76 Units

2019

- Remal Beach 6 Units
- Retal Residence 416 Units

2020

- Nesaj Town Dammam1 674 Units

2021

- Remal Al Khobar 52 Units

2022

- Nesaj Town Dammam2 1,653 Units
- Nesaj Town Khobar 170 Units

2023

- Ayala Al Nakheel 58 Units
- Nesaj Town Riyadh 690 Units

2024

- Marasi 582 Lands
- Ewan Sedra1 103 Units
- Nesaj Town Al Narjis 455 Units
- The Strip Retail Stores
- Nesaj Town Al Ahsa 347 Units

2025

- 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

2026

- 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

نساج تاون

Affordable



EWAN

Mid End

إيالا  
AYALA

High End

*Villas*



ROYA

Mid End

R  
RETAL RISE  
رتال ريز

High End

*Apartments*



# *Our Portfolio*

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



*Residential*

*Your home is  
waiting*



*Mixed-Use*

*Iconic hotels and  
leisures places*



*Hospitality*

*World-class life  
Experiences*



*Offices*

*Upgrade your  
working space*



*Retail*

*Captivating  
shopping  
environments*



A modern residential building with a courtyard, pool, and palm trees. The building features large glass windows and a balcony with a glass railing. A swimming pool is visible in the foreground, and a lounge chair is positioned near the pool. The scene is set in a tropical environment with palm trees.

# *Residential*

Your Home is Waiting

Our residential developments sanction a life of fulfillment, prioritizing the vitality and well-being of residents above all else. Delivered through captivating, sustainable design, our homes are a testament to timeless elegance and quality that will endure for generations. From the distinguished residences to the tasteful landscaping and user-oriented pedestrian zones, every detail has been considered in harmonizing traditional values with contemporary design.



أَيْلَا  
AYALÄ

*Draw your elegance!*



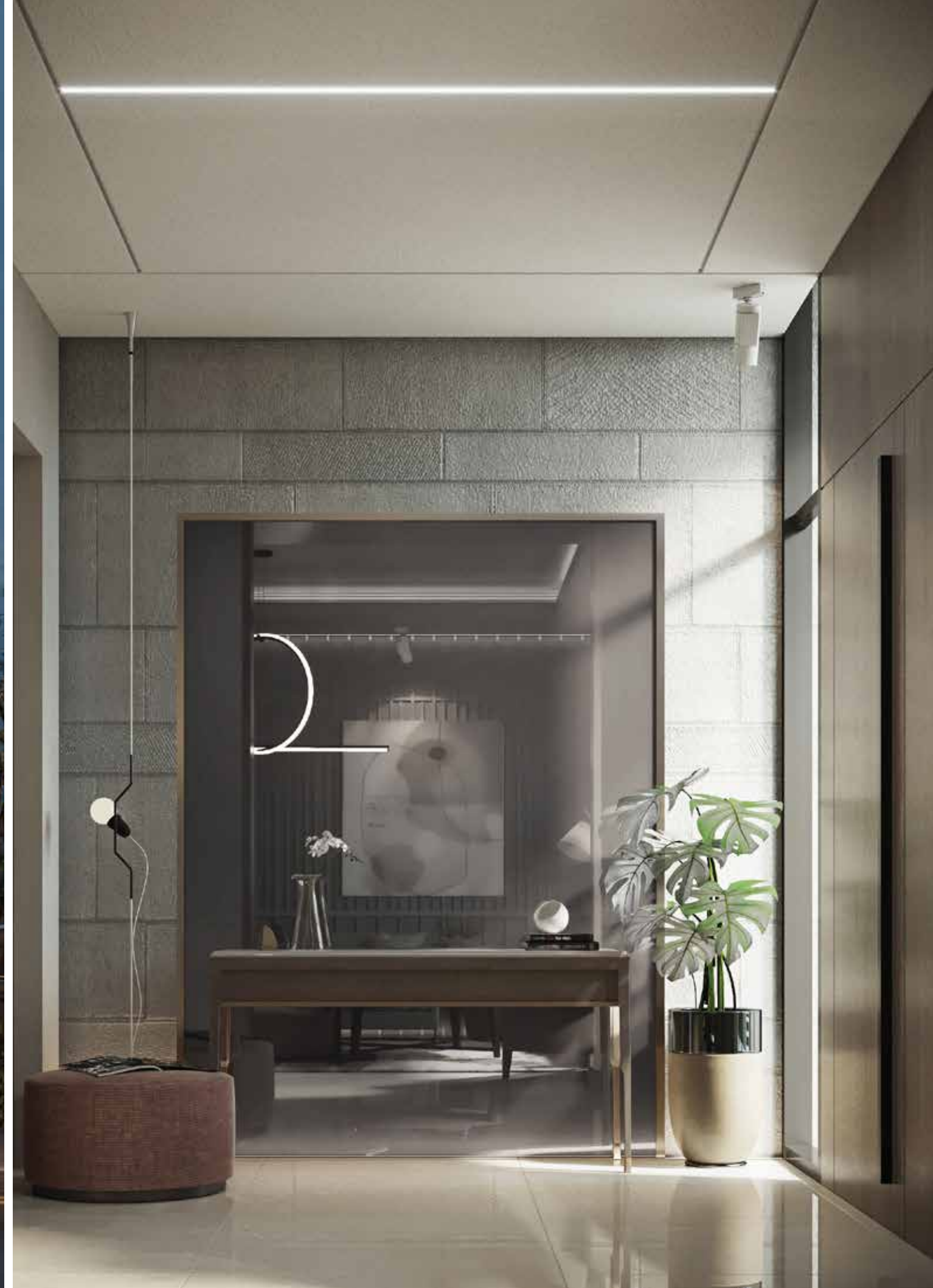
# *Ayala Al Nakheel*

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











*Ayala Al Nakheel*





## *Ayala*

### *Al Mubamadia*

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	<i>2026</i>
Location	<i>Al Mubamadia, Jeddah</i>
Built Up Area	<i>36,095 sqm</i>
Land Area	<i>23,970 sqm</i>
No. of Units	<i>60 Villas</i>





*Ayala Al Muhamadia*

B 06





EWAN

A STORY WE TELL







## *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	<i>2028</i>
Location	<i>Sedra, Riyadh</i>
Built Up Area	<i>650,257 SQM</i>
Land Area	<i>571,961 SQM</i>
No. of Units	<i>1,074 Villas</i>





*Ewan Sedra*



*Ewan Sedra*  
by Roshn







## *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	<i>2025</i>
Location	<i>Marasi, Dammam</i>
Built Up Area	<i>73,480 sqm</i>
Land Area	<i>72,253 sqm</i>
No. of Units	<i>184 Villas</i>





*Ewan Marasi*





## *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	<i>2025</i>
Location	<i>Tharwa Town, Khobar</i>
Built Up Area	<i>183,162 SQM</i>
Land Area	<i>142,433 SQM</i>
No. of Units	<i>386 Villas</i>





*Ewan Tharwa*



*Ewan Tharwa*







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 Babar District, Khobar
Built Up Area	17,258 sqm
Land Area	4,986 sqm
No. of Units	68 Apartments







## Amenities

- 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



## *Roya Sedra*

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 *72,732 SQM*  
Land Area *27,937 SQM*  
No. of Units *366 Apartments*

## Amenities

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



*Roya Sedra*





ROYA RESIDENCES

ROYA RESIDENCES

ROYA RESIDENCES

*Roya Sedra*



مراسي الخبر  
**marasi**  
AL KHOBAR

### Amenities

- 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	<i>2024</i>
Location	<i>Al Nawras District, Dammam</i>
Land Area	<i>609,000 SQM</i>
No. of Units	<i>582 Lands</i>







*Marasi*







# *Mixed-use*

World-class life Experiences

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 mixed-use 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. Retail's office zones present dynamic and inspiring working environments, empowering businesses and gratifying visitors with state-of-the-art facilities, a monumental venue hall, and world-class hospitality.





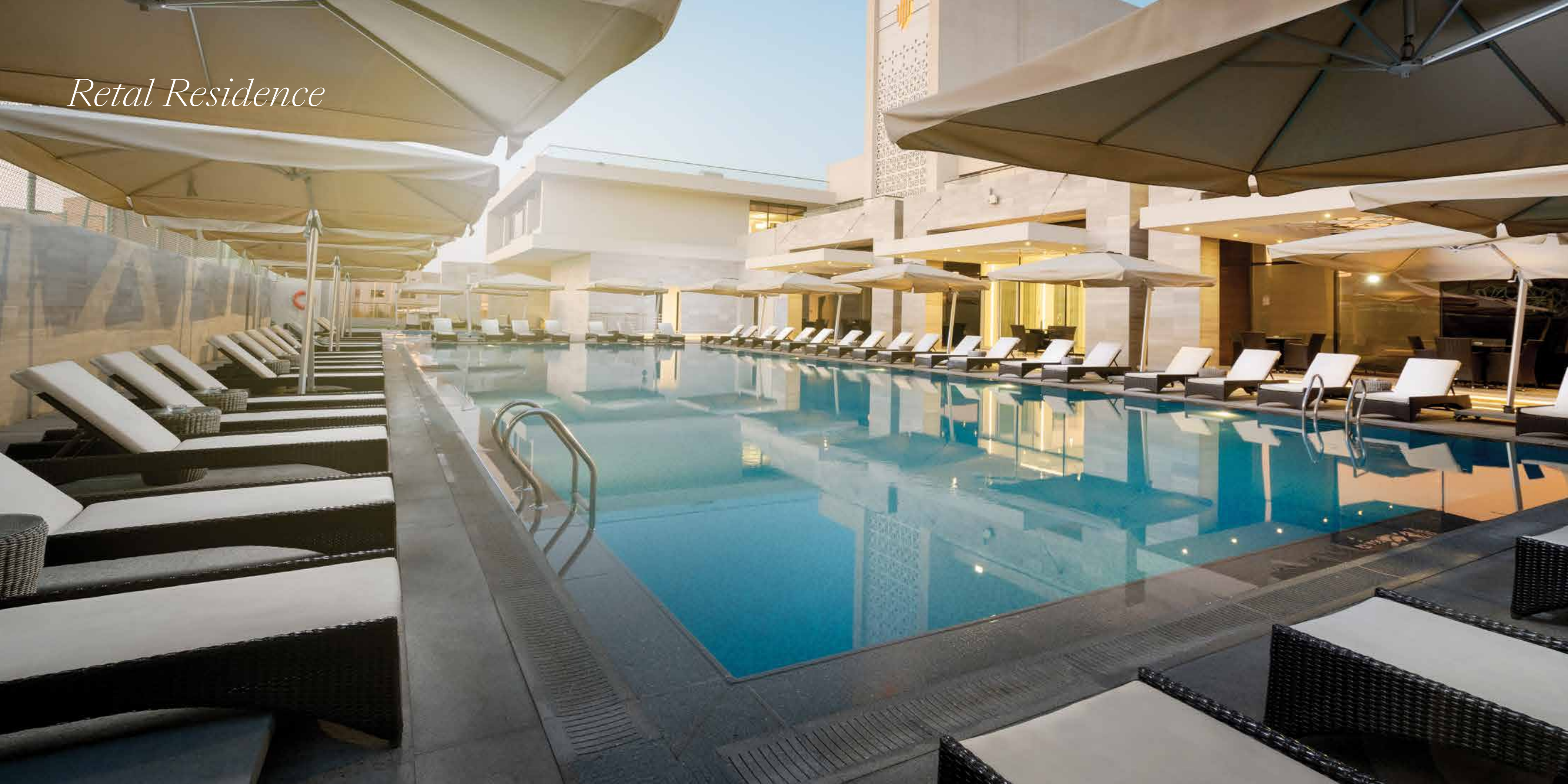
## RETAL RESIDENCE

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	<i>2019</i>
Location	<i>Al Sadafah, Khobar</i>
Land Area	<i>126,000 sqm</i>
No. of Units	<i>416</i>



*Retal Residence*







## *Retal Residence*

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



R  
RETAL RISE  
رتال ریز





Leveraging the serene setting of the Arabian Gulf coastline, high-rise 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	<i>2025</i>
Location	<i>Al Nakheel District, Khobar</i>
Built Up Area	<i>43,167 SQM</i>
Land Area	<i>11,050 SQM</i>
No. of Units	<i>127 Apartments</i>







## *Retal Rise*

### Amenities

- Concierge
- Lobby Area
- Coffee Bar
- Cigar Lounge
- Swimming Pool
- Kids Club
- Children Pool Area
- Children Area
- Beauty & Grooming
- Gym
- Outdoor Terrace





# *Hospitality*

Iconic Hotels & Leisures Places

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 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 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	<i>2025</i>
Location	<i>Al Nakjeel District, Khobar</i>
Built Up Area	<i>36,855 sqm</i>
No. of Units	<i>101 Hotel Keys</i>
	<i>62 Branded Residence</i>
	<i>NOBU Restaurant</i>







## 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
- Multipurpose 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	<i>2027</i>
Location	<i>Al-Aqiq District, Khobar</i>
Built Up Area	<i>33,308 SQM</i>
Land Area	<i>99,917 SQM</i>

# THE RITZ-CARLTON





# *The Ritz-Carlton*

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







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.

# *Offices*

Upgrade your Working Space



# *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.

Completion	<i>2027</i>
Location	<i>Al Narjis, Riyadh</i>
Built Up Area	<i>58,000 SQM</i>





*Terra Riyadh*







## *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	<i>2026</i>
Location	<i>Al Hizam Al Dhababi, Khobar</i>
Built Up Area	<i>128,168 sqm</i>
Land Area	<i>54,504 sqm</i>
No. of Units	<i>12 Offices Buildings including F&amp;B and Retail 34 Villas 84 Apartments</i>





## Amenities

- Concierge/Security/  
Valet Services
- Private Lounges
- Meeting Rooms
- Conference Rooms
- Multipurpose Social  
Spaces
- On-site F&B Outlets.
- Retail
- Underground Parking.
- Main Plaza
- Designated Kid's Play Areas
- State-of-the-art Gyms
- Mini-market
- Swimming Pool
- Garden
- Parking
- Gym
- Closed Compound
- Security
- Clubhouse





# *Retail*

Captivating Shopping Environments

At Retail, 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.



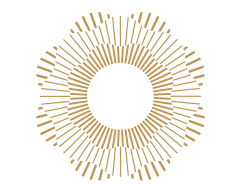


## *The* Strip

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	<i>2025</i>
Location	<i>Al Yarmouk, Al Khobar</i>
Land Area	<i>7,200 SQM</i>
Leasable Area	<i>6,300 SQM</i>





مسال  
MASAL

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	<i>2025</i>
Location	<i>Al Sefa, Al Absa</i>
Land Area	<i>29,162 SQM</i>
Leasable Area	<i>8,112 SQM</i>
No. of Units	<i>15 Spaces</i>



*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



GreatPlace to Work Certificate, Great Place to Work, 2023 and 2022



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



Retal Business Center Khobar, Office Development, International Property Awards, 2022



Retal Rise, Residential Development of 20+ Floors, International Property Awards, 2022



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



Retal Rise, Residential High-rise Development, International Property Awards, 2022



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



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



The Developer of the Year, Real Estate Asia, 2021

*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.*

## Government



## Real Estate



## Funds



## Financiers



## Consultancy



## Operators



## Engineering and Consultancy





*ESG*





# 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

We are advocating for the adoption of carbon neutrality as the industry standard, with a targeted goal of achieving this by 2030.

02.

### Trusted Partnerships

To cultivate a culture of integrity, we prioritize annual compliance and governance training for our staff, along with regular ethics declarations, as fundamental and recurring elements of our organizational framework.

03.

### Social Inclusion and Diversity

By prioritizing skills and accomplishments, we foster fairness and inclusivity throughout the organization, embracing the diverse talents and qualities that shape our team.

04.

### Our Communities

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.

05.

### Supporting Our People

Our operations continue to prioritize the safety, health, and well-being of our employees, partners, customers, and suppliers.

06.

### Conserving Natural Resources

We have decreased water demands in all our buildings by installing only the most efficient and effective water saving equipment and appliances.



# *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 energy-efficient technologies and water-conservation measures to minimize resource consumption and promote sustainability.



## Green Vehicle Parking and Reduced Parking Footprint

The project promotes sustainable transportation by providing green vehicle parking facilities and reducing the overall parking footprint.



## Quality of Construction and Materials

Emphasis is placed on using high-quality 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.



# 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:

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**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.*

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# We Build

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# 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 pedestrian access from nearby plot into and through Retail 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 Retail 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.

## What are the Benefits?

### 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.

### 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:

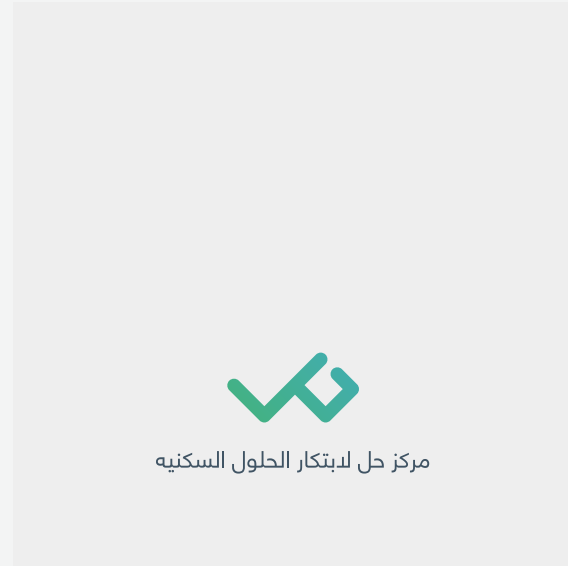
Establishing a well-equipped neighborhood empowers local economic activities and fosters a sense of community.





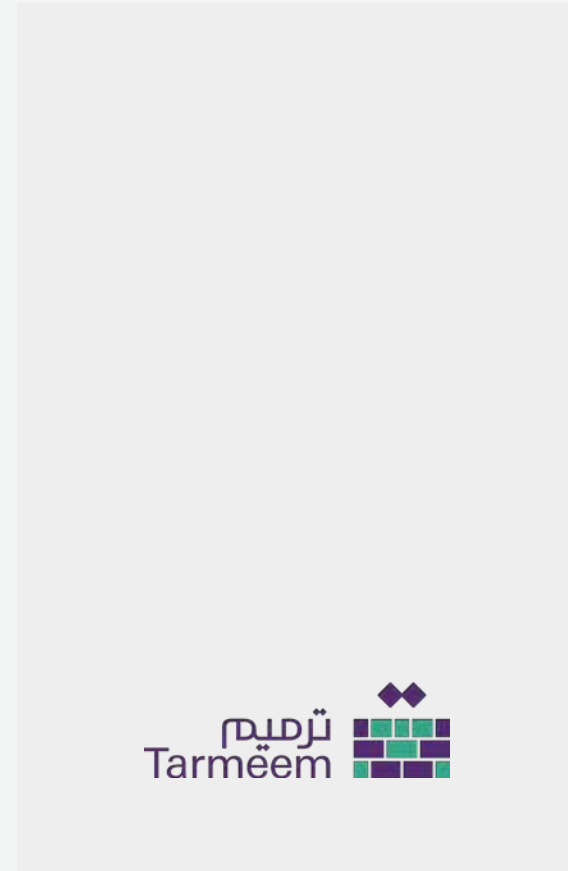
# Retal Al-Khair

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.



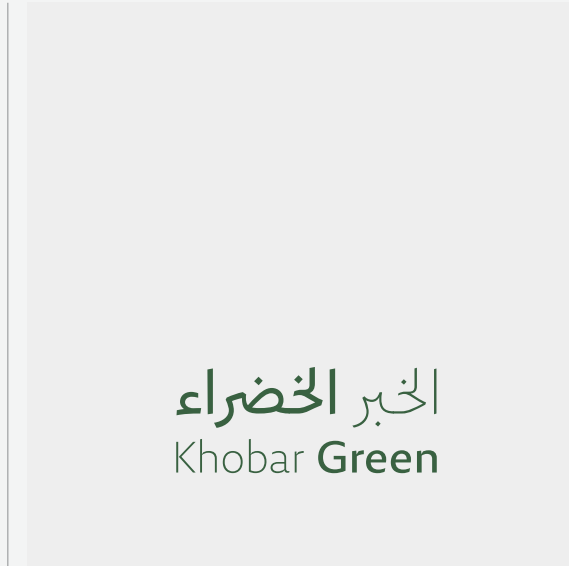
## Development and Construction Experience

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.





*Retal Corporate  
Governance*



# Corporate Governance

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



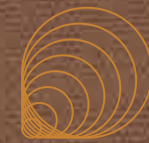
## Transparency

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.



## 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. 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. 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.
- 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".



# 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. 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 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 Management*



# 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  
*Generations*

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