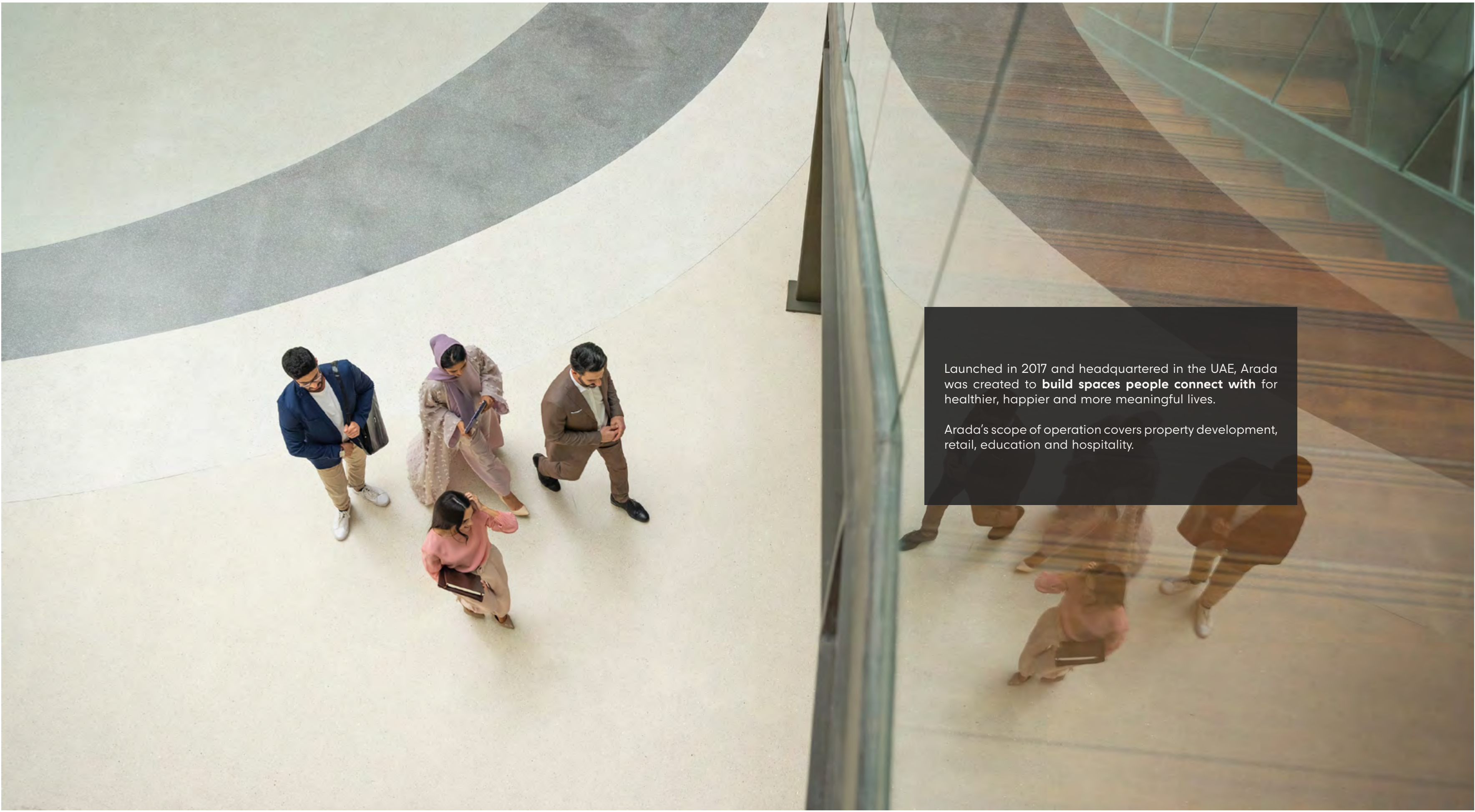






Launched in 2017 and headquartered in the UAE, Arada was created to **build spaces people connect with** for healthier, happier and more meaningful lives.

Arada's scope of operation covers property development, retail, education and hospitality.

Our leadership

Arada has been formed by two of the Gulf's most respected businessmen, **HH Sheikh Sultan bin Ahmed Al Qasimi**, (pictured on the right), acting as Chairman, and **HRH Prince Khaled bin Alwaleed bin Talal** (pictured on the left), acting as Vice Chairman.

As Group Chief Executive Officer, **Ahmed Alkhoshaibi** has led the company since inception and is responsible for all aspects of corporate performance.



Property
Development



Aljada

Launched in September 2017, Aljada is by far Sharjah’s largest ever mixed-use project set to become **the downtown of new Sharjah**.

The first part of Aljada, the Madar entertainment complex, opened in 2020 and welcomed more than a million visitors in its first year. Aljada’s first homes were completed and handed over at the beginning of 2021.

Featuring extensive residential districts, a modern business park, a cultural district and a large leisure and entertainment space, Aljada is one of the largest and most exciting new communities in the region.

Aljada is ideally located between University City, Sheikh Mohammed bin Zayed Road and Sharjah International Airport, and has exceptional connectivity with Dubai and the other Northern Emirates.



24M
square
feet

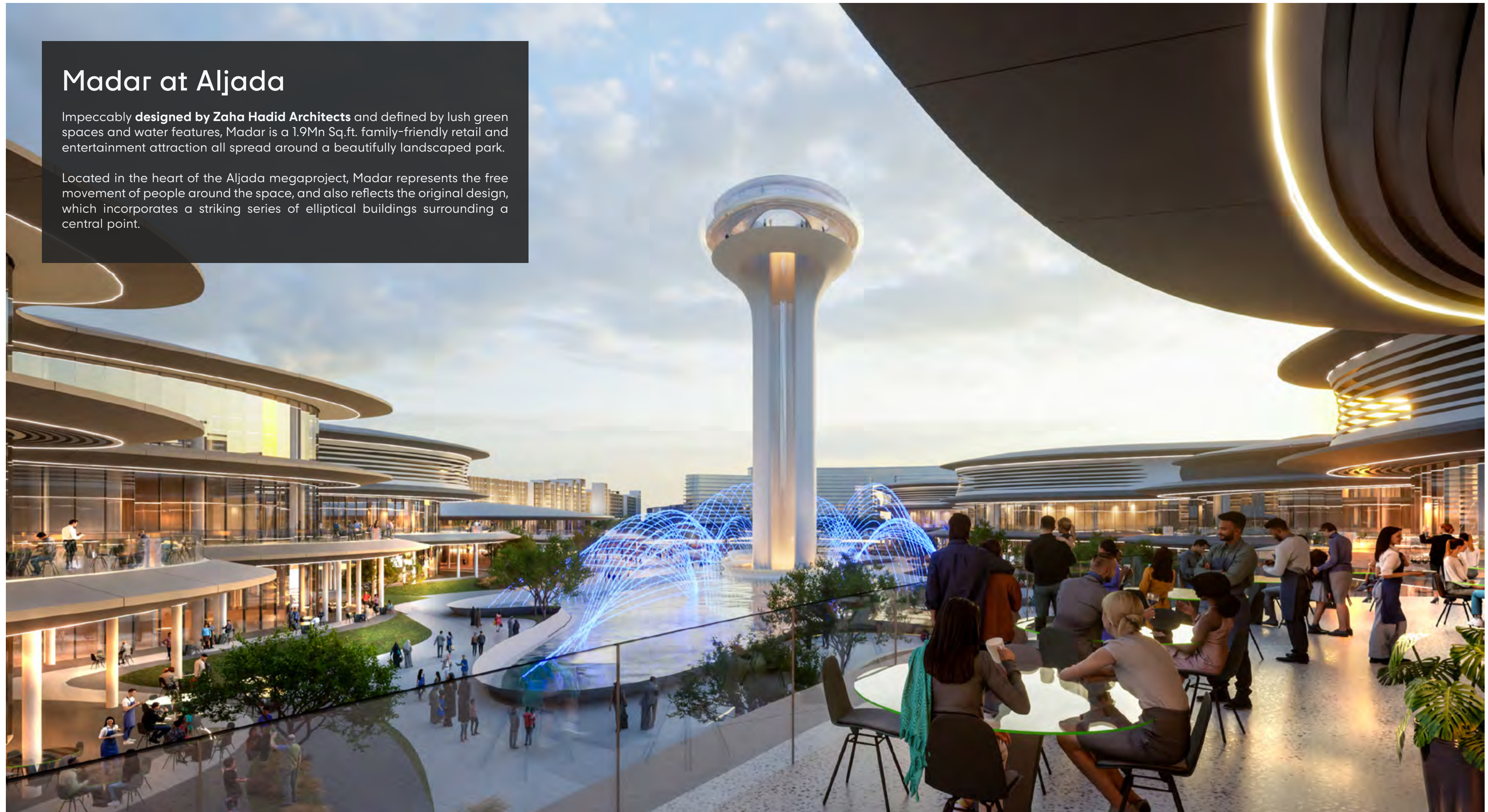
AED35bn
total sales
value

25,000
units

Madar at Aljada

Impeccably **designed by Zaha Hadid Architects** and defined by lush green spaces and water features, Madar is a 1.9Mn Sq.ft. family-friendly retail and entertainment attraction all spread around a beautifully landscaped park.

Located in the heart of the Aljada megaproject, Madar represents the free movement of people around the space, and also reflects the original design, which incorporates a striking series of elliptical buildings surrounding a central point.



An architectural rendering of the Arada Central Business District (CBD) at Aljada. The image shows a wide, modern urban corridor flanked by tall, glass-fronted office buildings with dark frames. The ground floor of these buildings features large glass storefronts for retail and restaurants. A central 'green spine' runs down the middle of the corridor, filled with mature trees, manicured lawns, and pedestrian walkways. People are depicted walking along the sidewalks and sitting at outdoor cafe seating. In the background, a tall, white, cylindrical tower is visible against a clear sky. The overall atmosphere is one of a vibrant, modern, and green urban environment.

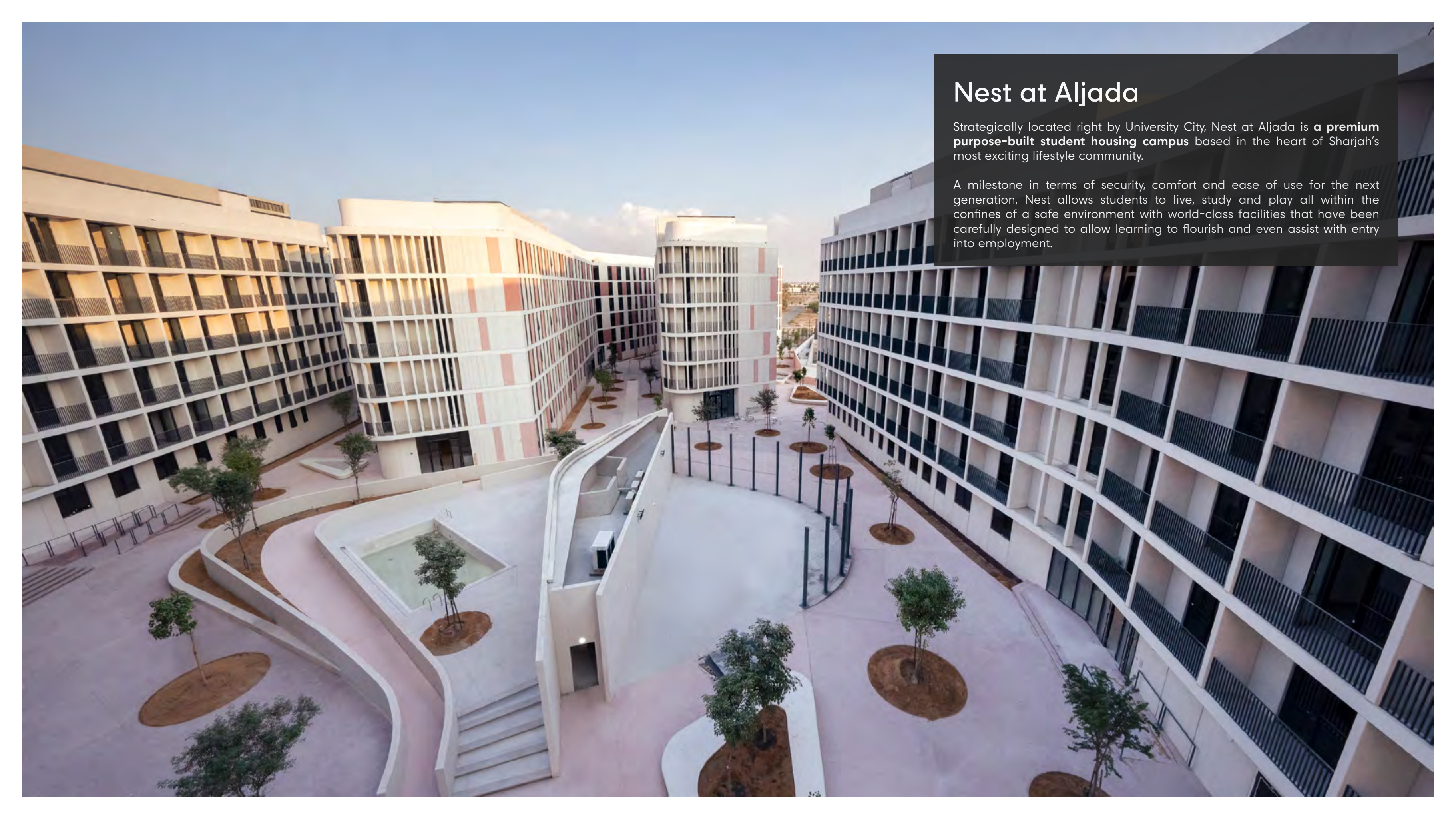
Arada CBD at Aljada

Arada Central Business District (CBD) is the **new commercial center of Sharjah**, one of the most vibrant and diversified economies in the Middle East.

Arada CBD consists of a wide range of innovative and flexible workspaces featuring contemporary urban architecture that has been carefully designed to inspire staff and increase their productivity.

The region's first post-pandemic business district, Arada CBD is attracting corporates keen to lease both Grade A and Grade B space from within Sharjah, the wider UAE and further afield, thanks to its ideal location and access to an unmatched range of benefits and offerings.

The signature feature of Arada CBD is the 'green spine' of the district, a forest park that contains shaded walkways and seated areas, while green rooftops and terraces provide ample space for outside meetings, pop up cafes and quiet zones.



Nest at Aljada

Strategically located right by University City, Nest at Aljada is **a premium purpose-built student housing campus** based in the heart of Sharjah's most exciting lifestyle community.

A milestone in terms of security, comfort and ease of use for the next generation, Nest allows students to live, study and play all within the confines of a safe environment with world-class facilities that have been carefully designed to allow learning to flourish and even assist with entry into employment.

Madar Mall at Aljada

Madar Mall offers a contemporary shopping experience for visitors from the UAE and beyond.

The venue incorporates a mix of facilities including **entertainment, exclusive dining, premium and convenient shopping as well as health and wellness.**





Aljada Skate Park

Spread over a **90,000 square foot area**, the Aljada Skate Park complex currently consists of six separate parks, ranging from a California Skateparks-designed world-class, Olympic-level street course and park construction complete with two deep ends (3.3m in height) and other features including quarterpipes, a selection of stair rails, ledges and vert extension which will give the skaters freedom to express themselves.

Aljada Skate Park has quickly become a major attraction for hundreds of skateboarding enthusiasts from across the UAE, who participate in weekly skating competitions. Design elements have been inspired by some of the most iconic skate parks around the world, including Ariake Urban Sports Park in Tokyo, Bondi Beach and Salt Lake City, while the facility also includes smaller bowls, snake runs and street sections as well as infrastructure perfect for beginners and intermediate-level skaters.

An architectural rendering of the Aljada Theatre complex. The central feature is a large, circular, dark grey building with a flat roof and a large arched opening. In front of it is a wide, light-colored plaza with a large, rectangular reflecting pool. The plaza is flanked by modern, multi-story buildings with vertical slats. The area is landscaped with many young trees and people are walking around, suggesting a vibrant public space.

il teatro at Aljada

Designed by Tadao Ando, il teatro is Aljada's iconic new performing cultural complex, able to host a wide variety of performances and shows, including theatre, opera, dance, ballet, musicals, concerts, films, art exhibition and festivals.

As well as a 2,000-seat auditorium, il teatro will also contain a gallery and boutique restaurant.

Masaar

Launched in January 2021, Masaar is an **upscale forested community** that sets a new standard for community living across the UAE.

The most distinctive feature of Masaar is the green spine, which connects each of the six gated districts to the community hub, and which contains more than 50,000 trees.

Designed to provide an active, healthy lifestyle, in a green and leafy environment where residents spend more time outdoors than indoors, Masaar is the UAE's first 'post-pandemic' master-planned community.

Construction on Masaar began in 2022 and the first homes were handed over at the end of 2023.





Masaar
Track

Cafe
Workshop
Retail
Storage

Cafe

Masaar Track

Masaar Track is a **6.6 kilometre looped circuit**, which runs through the woodland at on the outskirts of the Masaar master community.

Featuring three underpasses and one bridge, the circuit has been carefully designed with both amateur and professional cyclists in mind.

Thanks to lighting around the track and in the tunnels, Masaar Track is open 24 hours a day, 365 days a year.

Armani Beach Residences at Palm Jumeirah

Armani Beach Residences at Palm Jumeirah is **a unique collaboration between Arada, the Armani Group and Japanese 'starchitect' Tadao Ando.**

Located on the outer crescent of the iconic manmade islands in Dubai, the project will offer a luxurious spatial experience that also provides a visual and compelling connection between each residence and the sea.

Armani Beach Residences at Palm Jumeirah will contain a range of beautifully appointed homes, including a select number of penthouses, as well as a series of world-class amenities carefully designed to allow every resident the chance to enjoy an elegant, productive and active lifestyle.

This exclusive new destination is scheduled for completion by end 2026.





Anantara Sharjah Resort & Anantara Sharjah Residences

Owned and developed by Arada and operated by Minor Hotels, the Anantara Sharjah Residences and the adjoining Anantara Sharjah Resort feature striking architecture including a signature gateway that is designed to show the path of the sun. The complex is located on the north-eastern edge of Al Heerah Beach, a popular tourist destination in its own right with 3.5 kilometres of beachfront containing jogging and cycling tracks and a wide variety of dining options.

Owners at Anantara Sharjah Residences will be able to enjoy incredible amenities and services including the stunning beachfront and pier, landscaped pools and water features, and outdoor café. They will also be able to benefit from the facilities on offer at the adjoining 110-key Anantara Sharjah Resort, which will include an expansive infinity pool, five distinctive restaurants including the brand's signature Mekong restaurant, an Anantara Spa with world-class male and female wellness amenities, a state-of-the-art gym, a kids club, and a 400 square-metre meeting and events space. Construction of the Anantara Sharjah Resort and Anantara Sharjah Residences is set to be completed by late 2027.

Cities come to Life

ARADA



Arada Australia

In 2024, Arada announced its first expansion outside the UAE into the in-demand Australian property market. With a goal to transform communities that are urgently in need of urban renewal, the company has set up headquarters in the Sydney suburb of Pyrmont.

With 2,500 homes in Arada's extended pipeline, the master developer's established expertise for creating communities will bring the next generation of residential design to Australia. Its upcoming projects are all based near transport hubs and feature world-class amenities and public realm, helping to uplift the surrounding area.

Retail



Wellfit

Wellfit is designed to **motivate everyone to lead happier, healthier lives** through a connected and tailored fitness experience.

Wellfit's first three flagship venues in Jumeirah Village Circle (Dubai), Meydan (Dubai) and Madar at Aljada (Sharjah) are the three largest gym locations of their type in the UAE.

Wellfit has an aggressive expansion plan with more new locations soon to open in Dubai, Sharjah and Abu Dhabi.

Zad

A new consumer brand launched by Arada in 2020, Zad is a flexible platform that **brings together food with activities and entertainment** designed to activate public spaces and attract significant footfall.

Zad at Aljada features 24 food outlets, split between a walk-through food district and a drive-thru. The site also includes a free-to-enter drive-in cinema and has direct access to a softscape children's adventure playground, a waterplay area and a skatepark.

Opened in November 2022, the second Zad at Masaar contains eight food outlets, split between a drive-thru site and a picnic site. The Zad at Masaar location also contains a children's adventure playground, skate park, outdoor cinema and amphitheater.





Manbat

Launched in 2021, Manbat is **a social initiative in partnership with the Ministry of Climate Change and Environment (MOCCA)** that aims to empower Emirati farmers, linking them with local consumers in a bid to support the UAE's long-term national food security goals.

Manbat farmers' markets have taken place in 16 different locations across the UAE during the growing season, and the first Manbat store opened in Aljada in 2023.

Manbat is positioning itself to become the UAE's leading fresh produce aggregator for consumers, corporates and government entities that are committed to increasing local consumption.

Boost Juice

Arada has signed its first ever master franchise agreement, bringing **one of the world's most famous fresh juice and smoothie brands**, Boost Juice, to the UAE.

Founded in 2000 by Australian entrepreneur Janine Allis, who identified a gap in the market for healthy fast food, the popular brand has rapidly become Australia's favourite smoothies and juice bar, and now has over 650 stores in 14 different countries.

Six Boost locations are already open in high footfall areas across Dubai, Sharjah and Abu Dhabi, with a view to introducing 25 stores across the UAE over a 10-year period.



Hungry Wolves

Hungry Wolves is a healthy-eating café/restaurant concept with a family-friendly menu. The brand is designed for personal wellness, providing nutrient-balanced meals for an active life. Hungry Wolves currently has three outlets at each of Wellfit's three flagship fitness centers. The brand is aiming to expand both via future Wellfit locations and at standalone outlets.





Artal

Artal is a fashion platform for traditional female clothing and accessories from the UAE and Arab designers and entrepreneurs. Located in East Boulevard at Aljada and online, Artal is **home to the latest traditional female fashion** from select designers.

Yalla

Targeting businesses, residents or visitors, Yalla is a **hassle-free self service e-scooters and e-bikes** for everyone.

Available in select locations in Aljada, Yalla is a convenient way to move from one place to another effortlessly.





Shajar

Shajar is **an initiative by Arada that nurtures plants and trees from seed to maturity in a sustainable fashion**, thus demonstrating leadership in natural resource management. As we move through the anthropocene era, Shajar is dedicated to growing plants and trees to better the landscape of urban communities and the lives of people residing within.

One of the largest nurseries in the UAE, Shajar contains some 170,000 trees, with over 50 species represented. As well as providing the trees that make up the landscaping at all of Arada’s communities, the trees at Shajar are also available for purchase on a commercial basis.

Hospitality

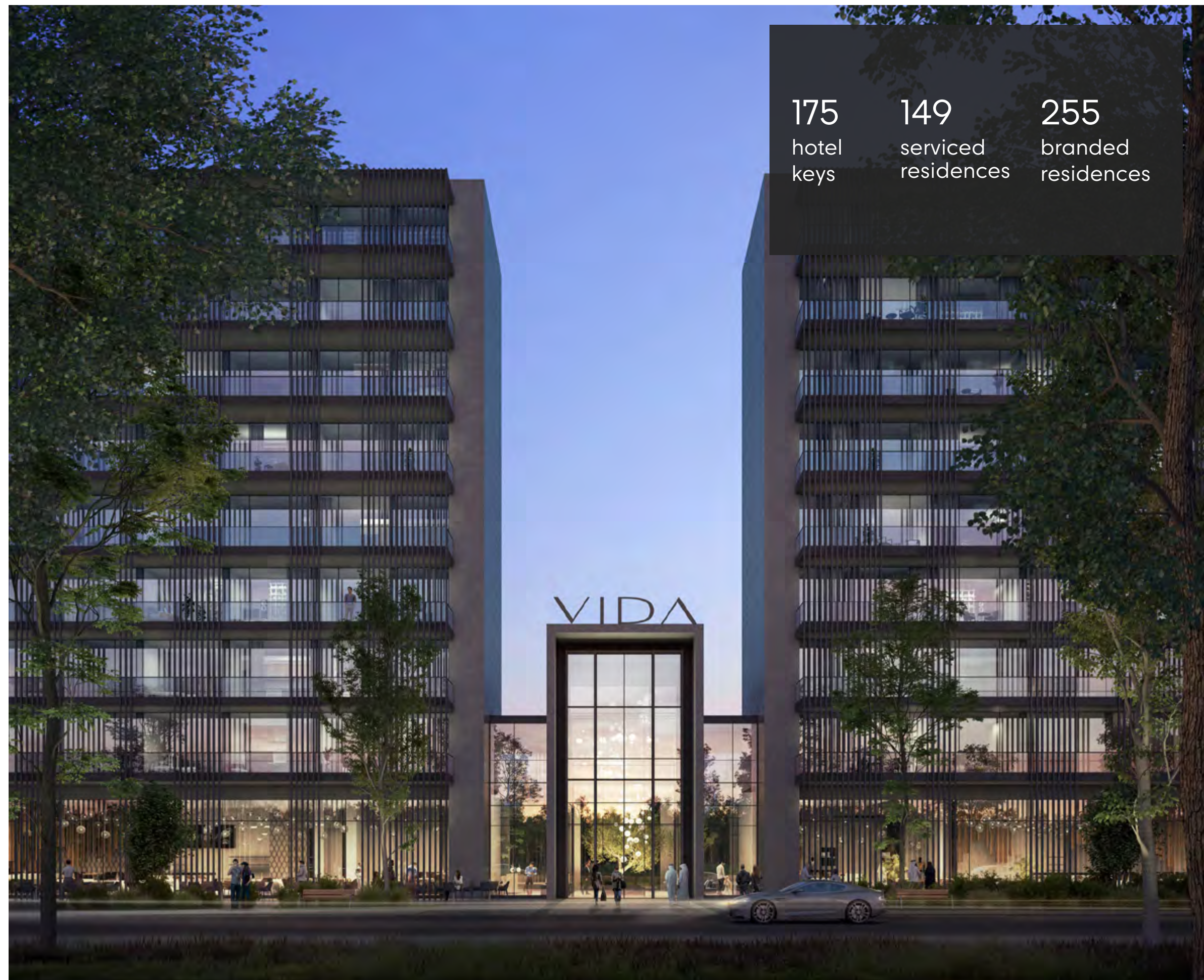


Arada Hospitality

In 2018, Arada partnered with Emaar Hospitality Group to bring three famous lifestyle brands: The Address, Vida and Rove, to Aljada.

Vida Residences Aljada

Sharjah's first ever branded residences, the first three residential buildings of the Vida Residences Aljada have sold out and construction is now under way.





Rove Home Aljada

The **first ever residences from the Rove brand**, Rove Home Aljada branded apartments 1 and 2 blends a unique and contemporary aesthetic with impressive facilities and an incredible location in the heart of one of the Middle East's most welcoming cities.

Rove Home Aljada features branded 1, 2 and 3 bedroom apartments, ideally located within Aljada, the downtown of new Sharjah.

Arada Events

Arada Events **helps brands and businesses establish, build, develop and nurture relationships with people.** The team creates experiences - from corporate events to galas, festivals, concerts, and private family occasions, as well as cultural fairs, markets, sports tournaments, brand activations, pop-ups, and family fun for all ages - that inspire connections and leave lasting positive impressions.

