ARADA



Launched in 2017 and headquartered in the UAE, Arada is a master developer and global placemaker focused on creating communities that enable people to lead happier, healthier and more meaningful lives.

Since inception, Arada has delivered more than 15,000 homes and built a development pipeline valued at AED130 billion, with operations spanning the UAE, the UK and Australia.

Beyond residential development, Arada has expanded into complementary sectors including retail, education, healthcare, wellness and hospitality. The company operates a growing portfolio of integrated brands and experiences, from large-scale fitness platforms and healthy F&B concepts to cultural initiatives and destination assets.

Today, Arada develops holistic, mixed-use communities across the world's leading cities, combining high-quality design, infrastructure and lifestyle platforms to create long-term value for residents, partners and visitors alike.



Integrated for life

Arada **communities are fully integrated, designed around owners and residents**. The goal is to make sure residents and buyers have everything they need in one location, so they can enjoy a premium lifestyle in exceptional surroundings.

We believe the spaces that surround homes matter as much to residents as the homes themselves. That's why Arada communities also stand out for the exceptional quality of their public spaces, and their lush, green landscaping.

In a changing world, we make every effort to use sustainable building practices and smart technology whenever we can. This approach benefits not just our buyers and residents, but also the local environment as well.

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 Executive Vice Chairman.

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





AED130b

Total value of total projects under development

AED37b

Total value of UAE units sold since inception

B1/B+

Corporate ratings from Moody's and Fitch

AED5b

Total fundraising achieved through Sukuk issuance

2,600+

Our employees

55,000

Total number of units in our communities

15,000

Total number of units delivered

9,600

Total number of units currently under construction

Arada Developments


Burj Al Arab
Burj Khalifa
Dubai International Airport
Sharjah International Airport
Sharjah Mosque
Sheikh Zayed Road
Sheikh Mohammed Bin Zayed Road
Emirates Road
Airport Road
Al Majiha Road
11 developments in the UAE
Dubai
Jouri Hills at Jumeirah Golf Estates
Armani Beach Residences at Palm Jumeirah
W Residences at Dubai Harbour
Akala
Inaura Downtown
Sharjah
Aljada
Nasma Residences
Masaar
Anantara Sharjah Resort &
Anantara Sharjah Residences
Masaar 2
Masaar 3



Aljada

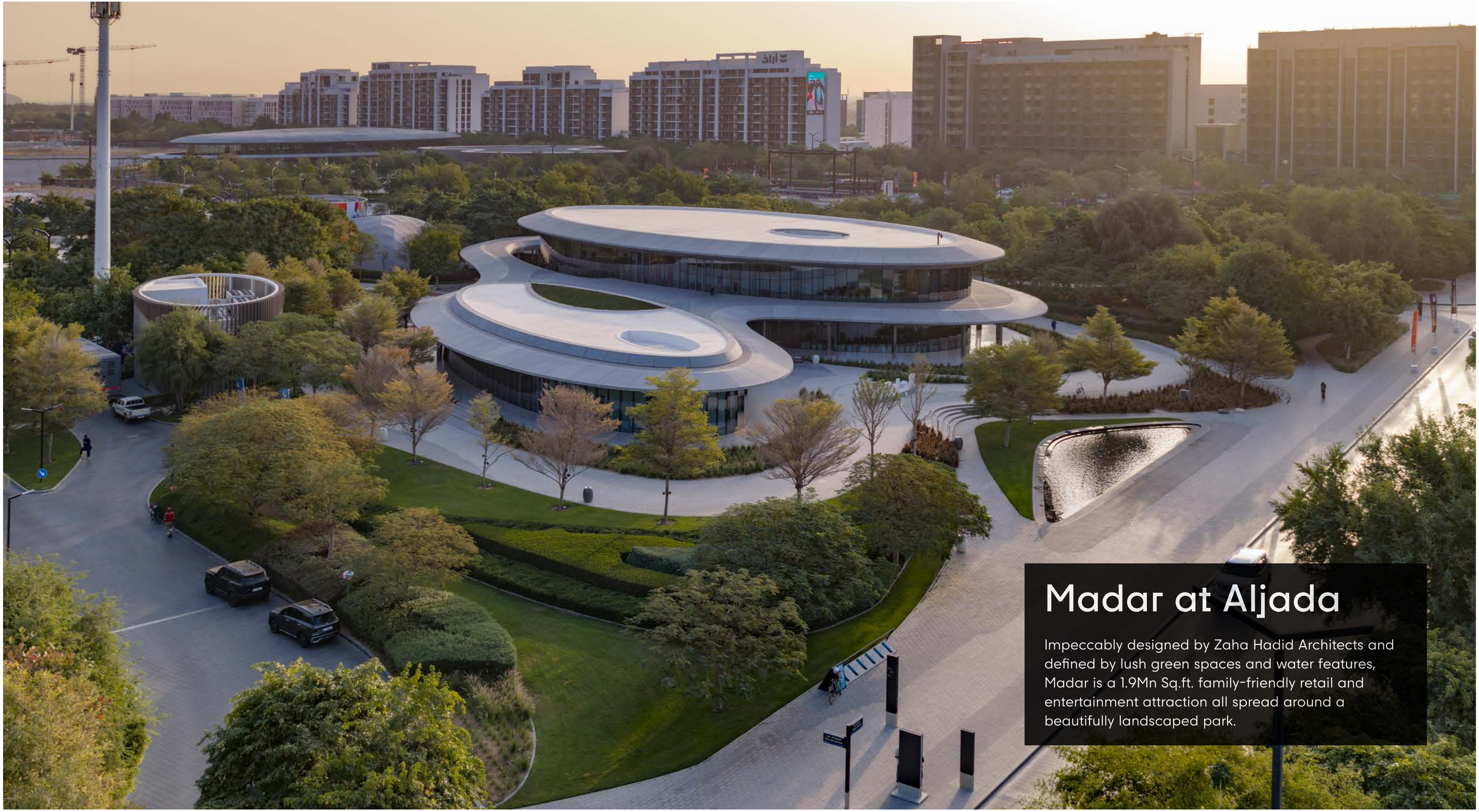
Launched in September 2017, Aljada is by far Sharjah's largest ever mixed-use project set to become the downtown of new Sharjah.

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.

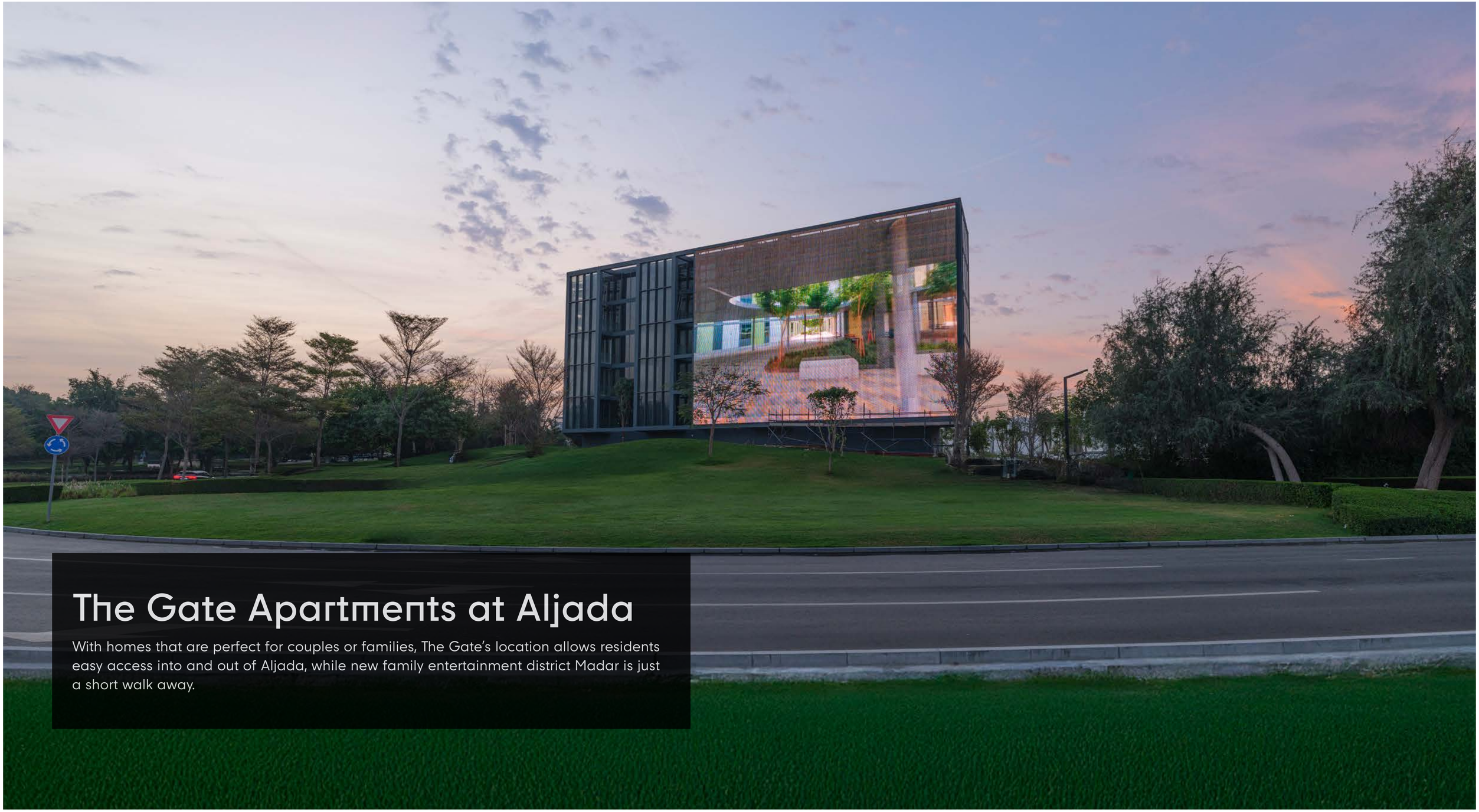


1m
sqft family entertainment complex

3
phases

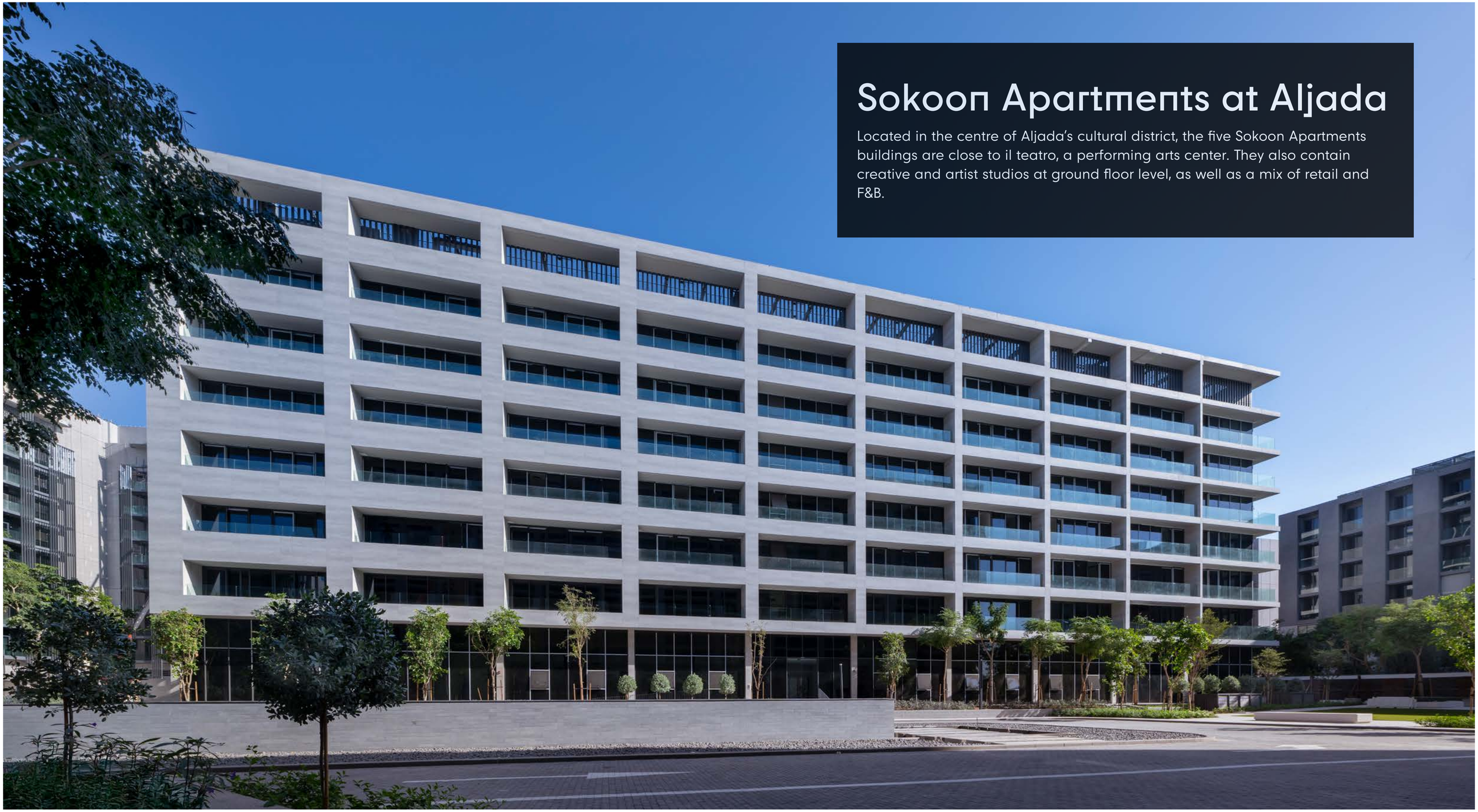
20M
visitors a year (forecast)


1m
sqft of GLA
400
outlets



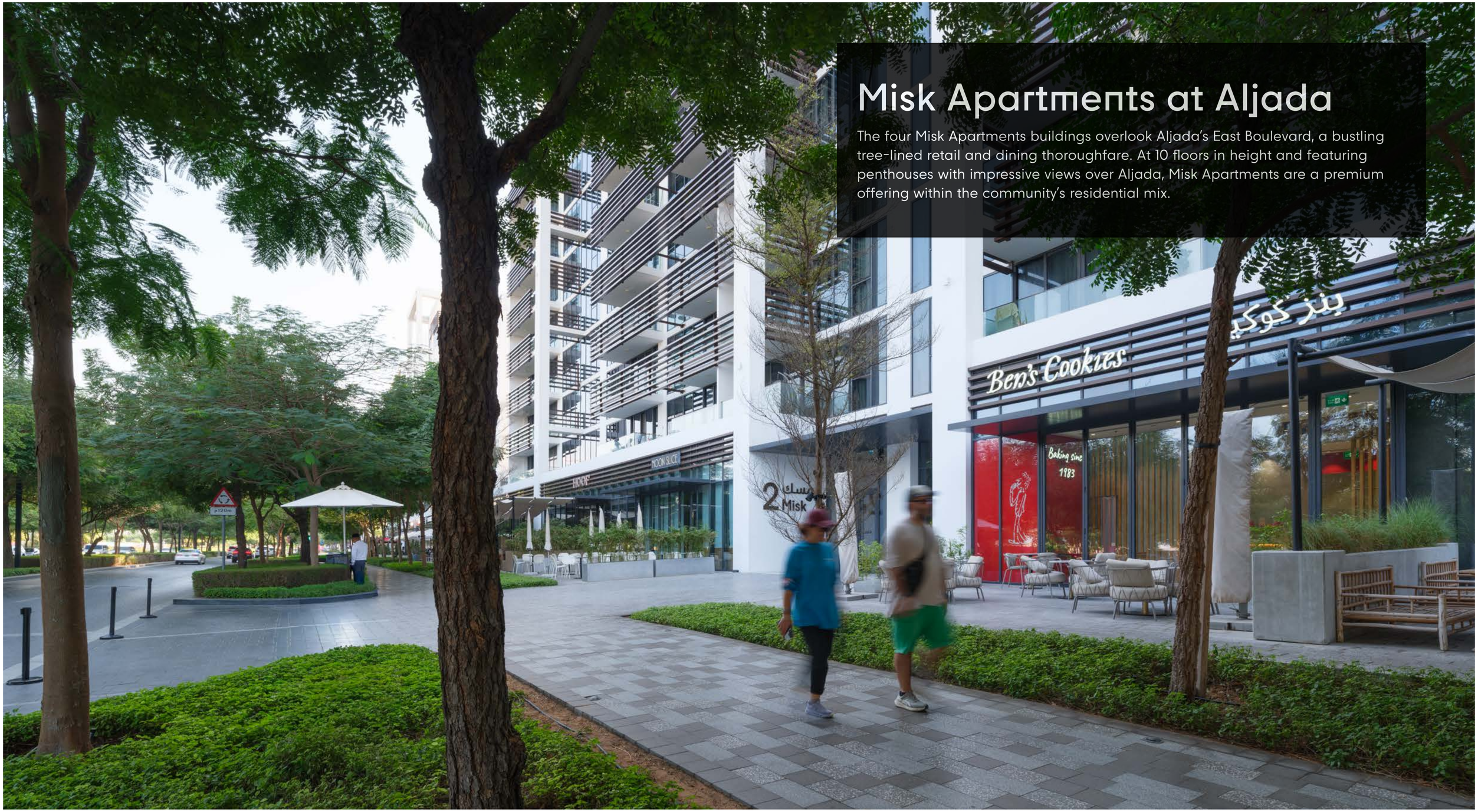
The Gate Apartments at Aljada

With homes that are perfect for couples or families, The Gate's location allows residents easy access into and out of Aljada, while new family entertainment district Madar is just a short walk away.



Sokoon Apartments at Aljada

Located in the centre of Aljada's cultural district, the five Sokoon Apartments buildings are close to il teatro, a performing arts center. They also contain creative and artist studios at ground floor level, as well as a mix of retail and F&B.

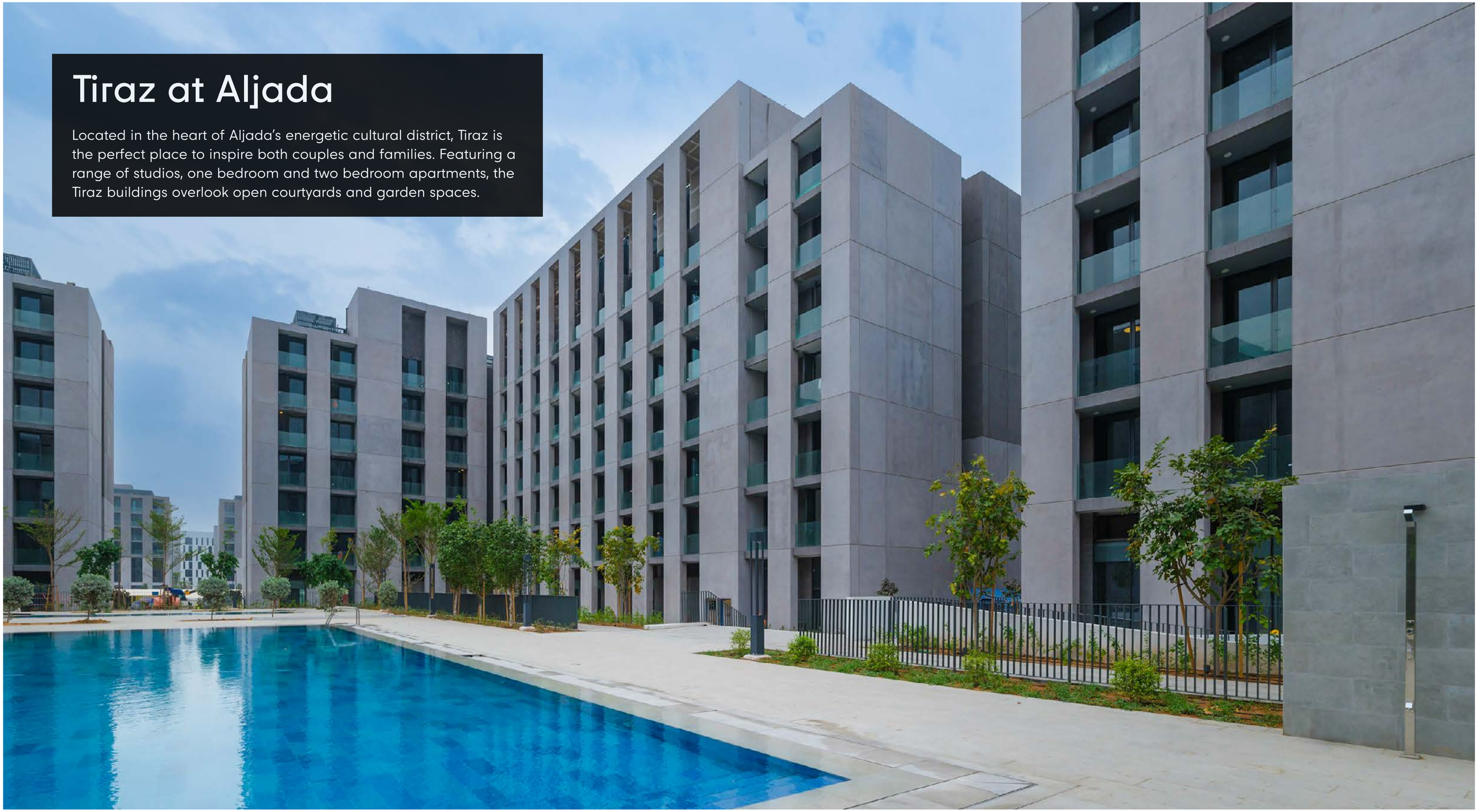


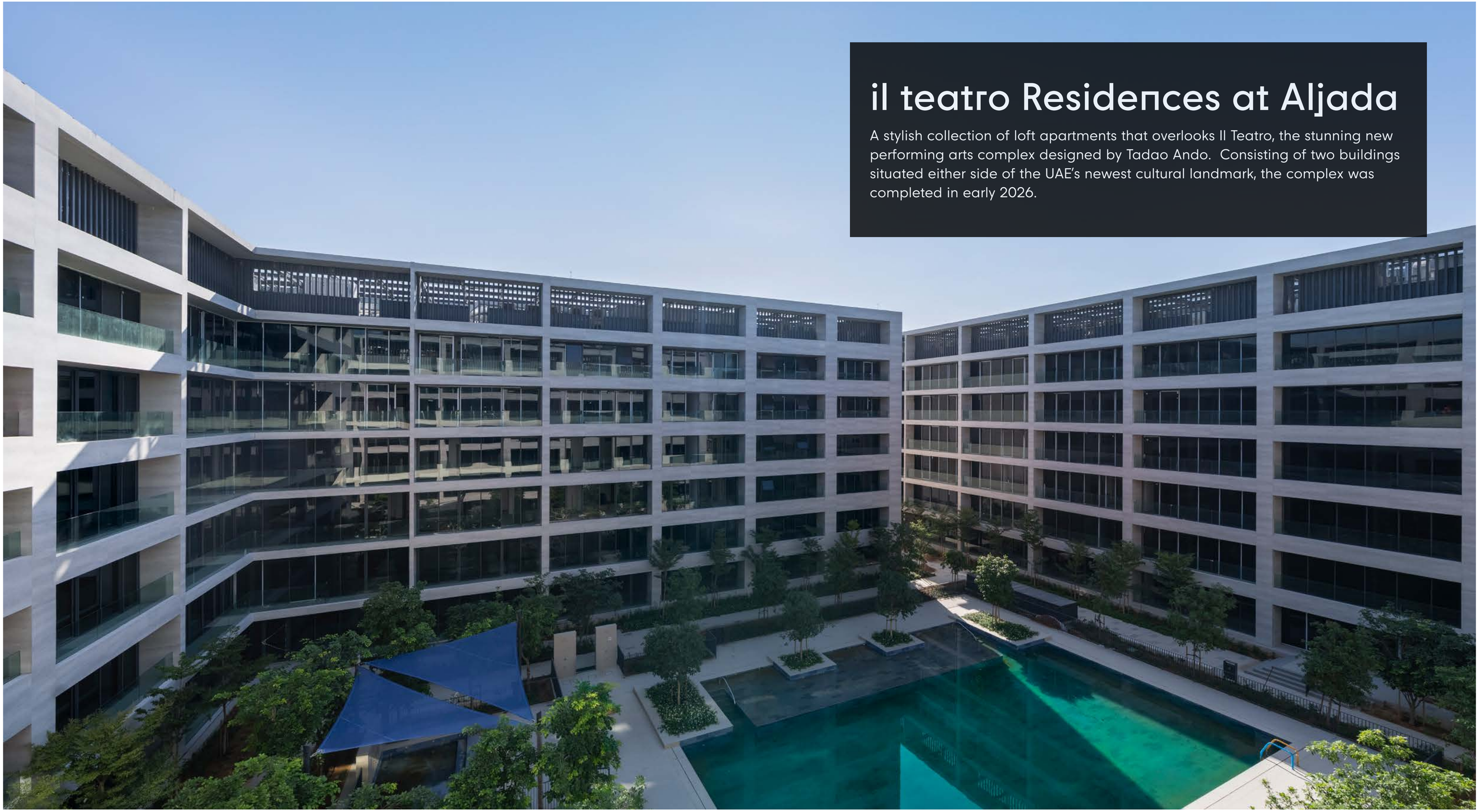
Misk Apartments at Aljada

The four Misk Apartments buildings overlook Aljada's East Boulevard, a bustling tree-lined retail and dining thoroughfare. At 10 floors in height and featuring penthouses with impressive views over Aljada, Misk Apartments are a premium offering within the community's residential mix.

Tiraz at Aljada

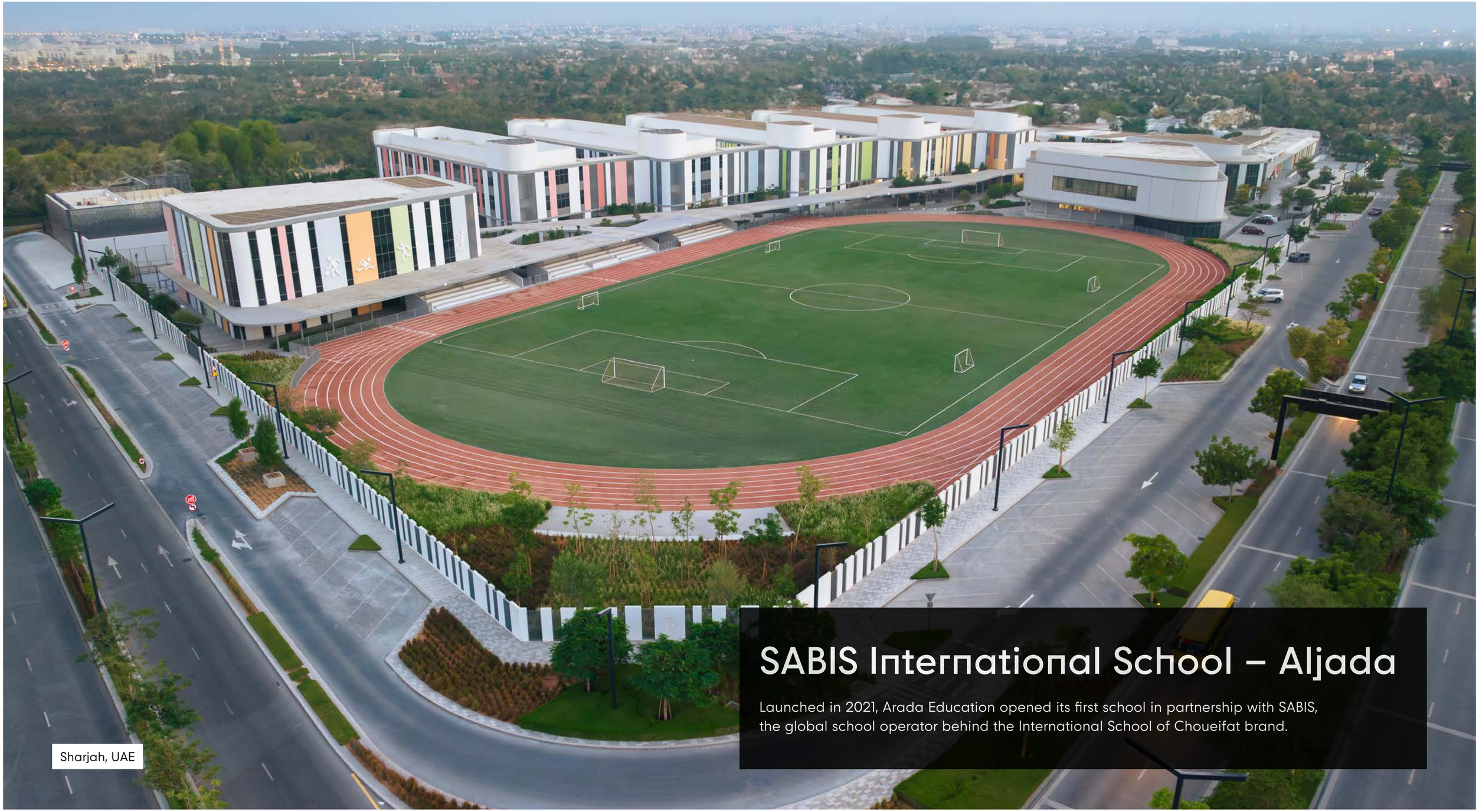
Located in the heart of Aljada's energetic cultural district, Tiraz is the perfect place to inspire both couples and families. Featuring a range of studios, one bedroom and two bedroom apartments, the Tiraz buildings overlook open courtyards and garden spaces.





il teatro Residences at Aljada

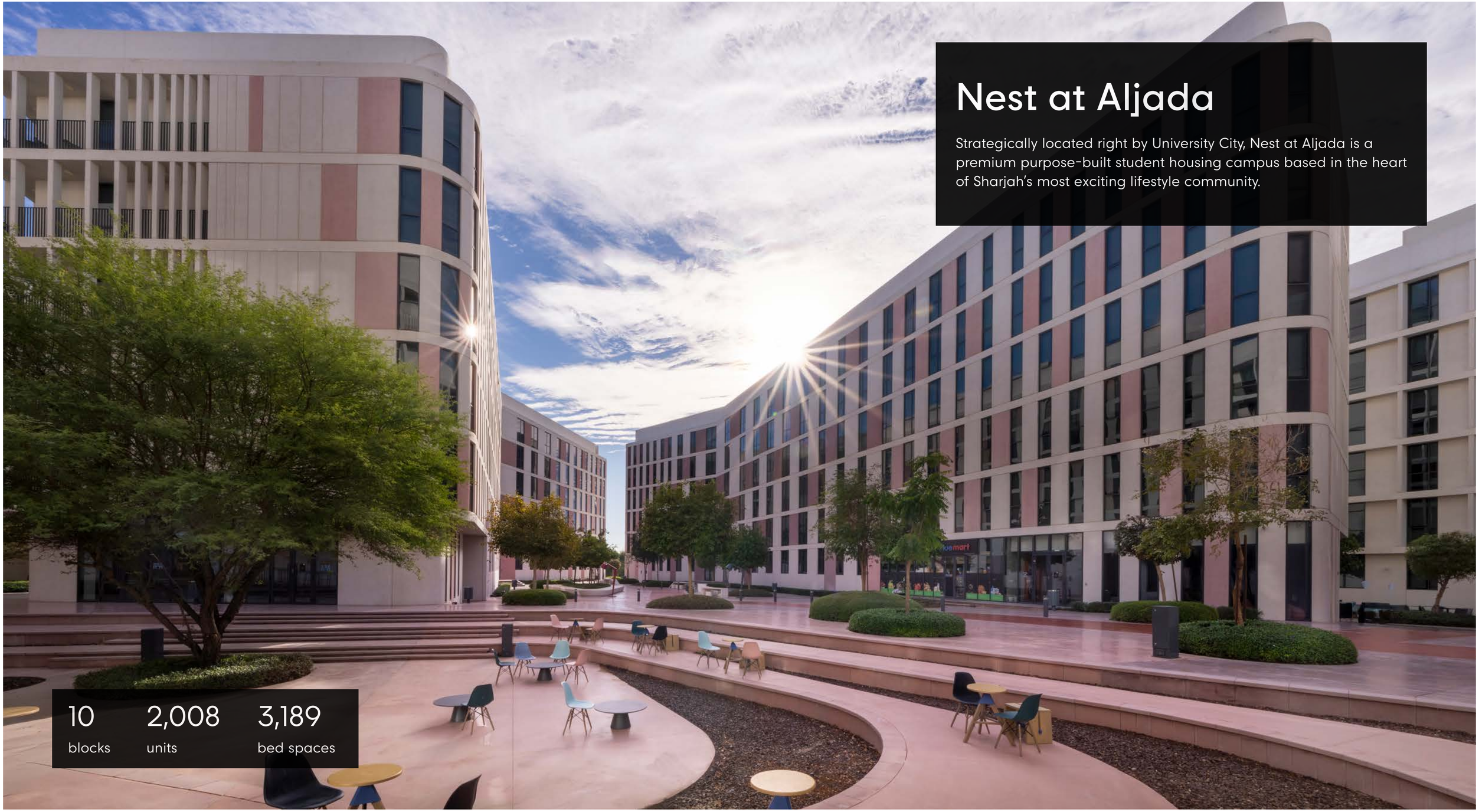
A stylish collection of loft apartments that overlooks Il Teatro, the stunning new performing arts complex designed by Tadao Ando. Consisting of two buildings situated either side of the UAE's newest cultural landmark, the complex was completed in early 2026.



SABIS International School – Aljada

Launched in 2021, Arada Education opened its first school in partnership with SABIS, the global school operator behind the International School of Choueifat brand.

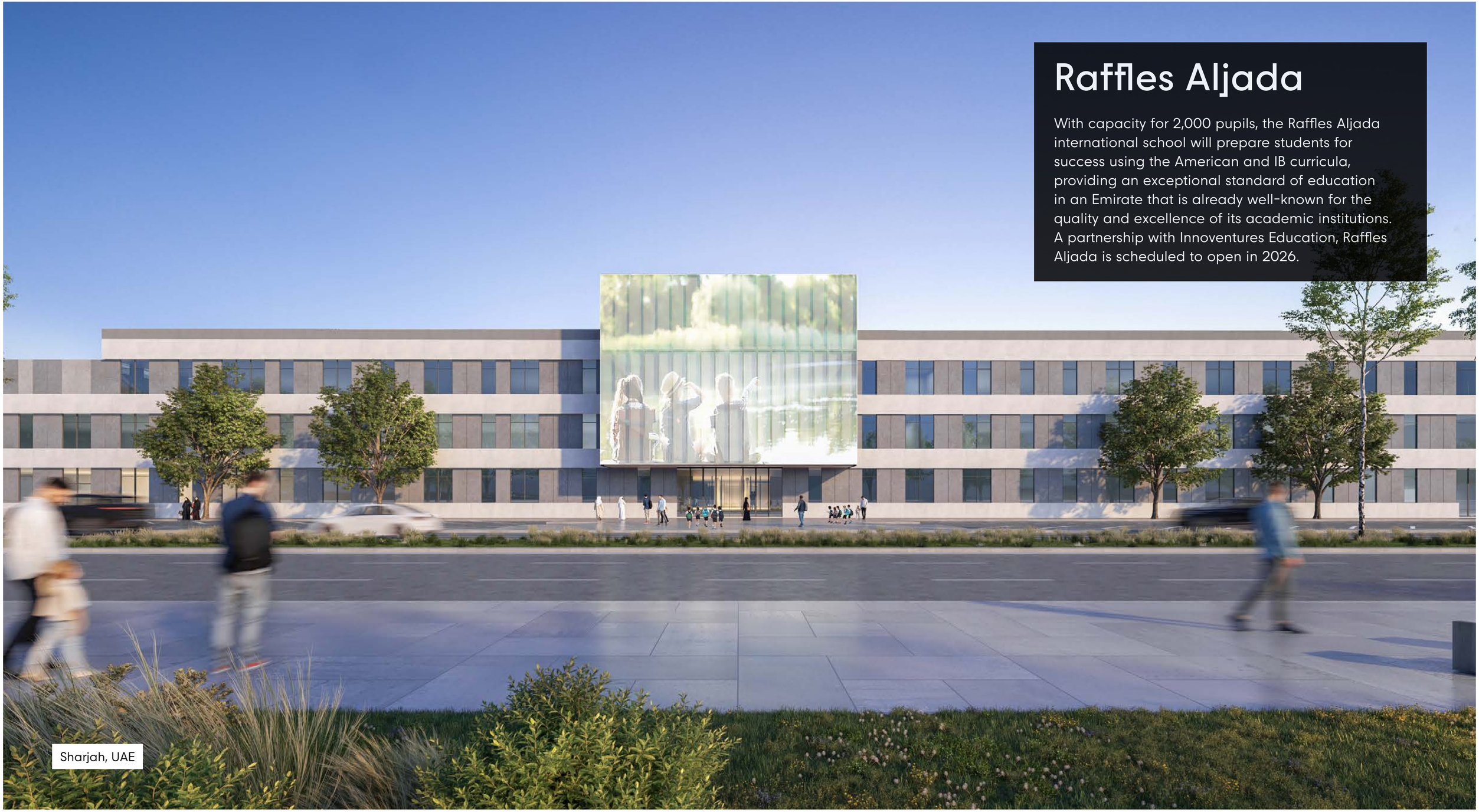
Sharjah, UAE



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.

10	2,008	3,189
blocks	units	bed spaces



Raffles Aljada

With capacity for 2,000 pupils, the Raffles Aljada international school will prepare students for success using the American and IB curricula, providing an exceptional standard of education in an Emirate that is already well-known for the quality and excellence of its academic institutions. A partnership with Innoventures Education, Raffles Aljada is scheduled to open in 2026.

Sharjah, UAE

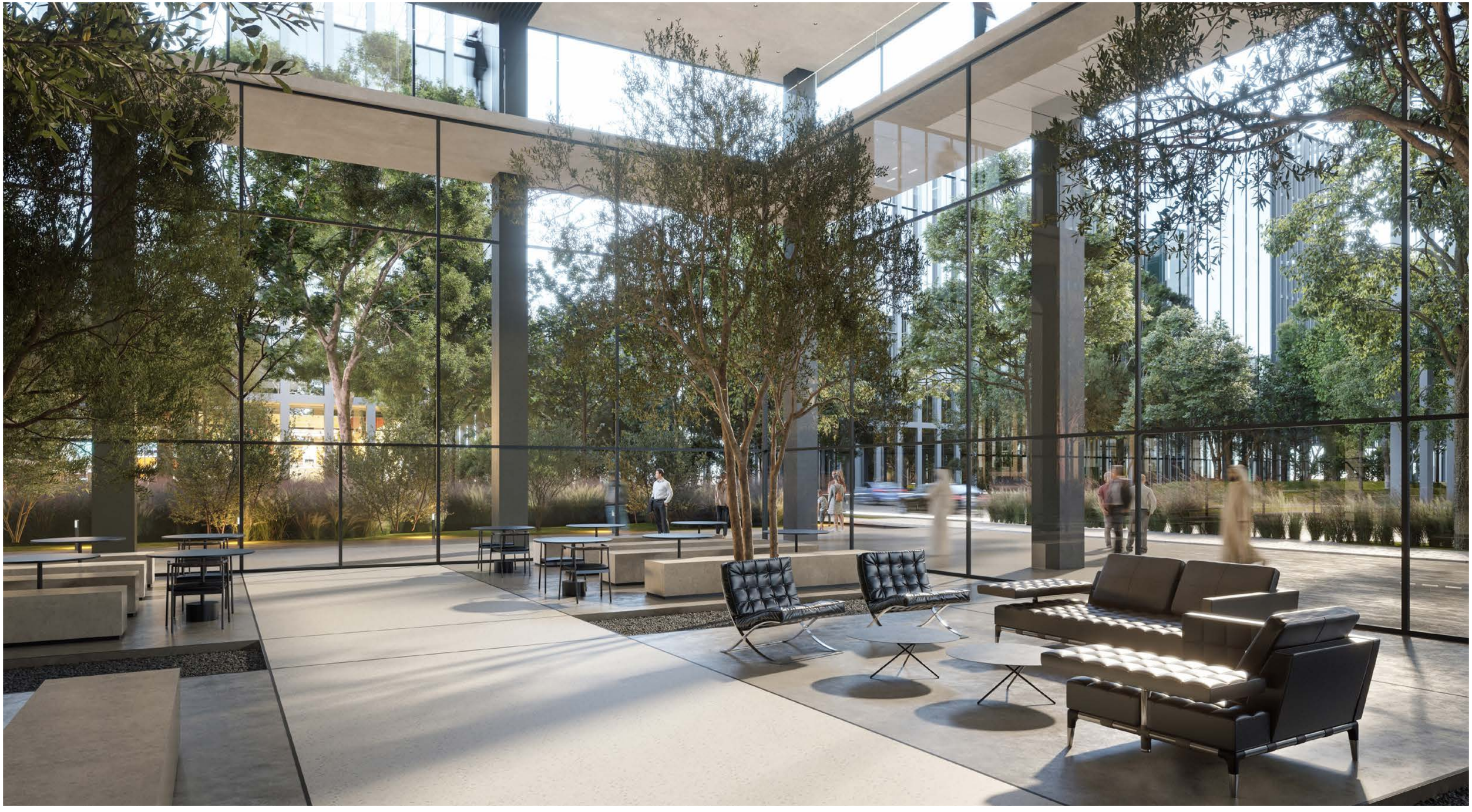


Arada CBD at Aljada

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.

Sharjah, UAE


40
smart buildings
8
buildings in Phase 1
Phase 1
under construction



Arada Retail

Total number of opened retail units:
141 units (303,735 sqft of GLA)

Total number of units to be added in next year:
88 (201,761 sqft of GLA)

Retail pipeline:
520 outlets (1.2 million sqft of GLA)





il teatro at Aljada

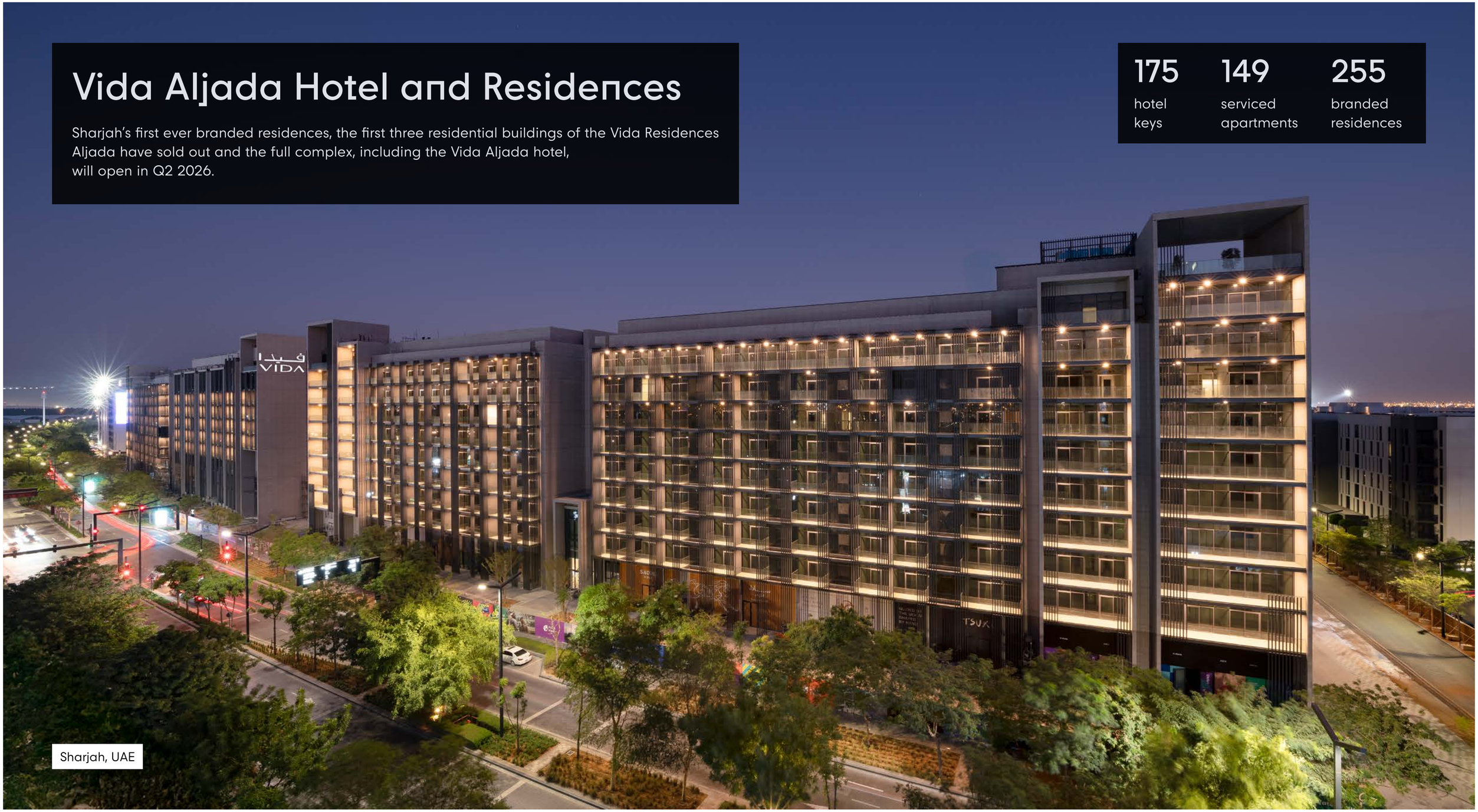
Designed by Tadao Ando, il teatro is Aljada's iconic new performing cultural complex, able to host a wide variety of performances and shows, including theatre, opera, dance, ballet, musicals, concerts, films, art exhibition and festivals. As well as a 1,500-seat auditorium, il teatro will also contain a gallery and boutique restaurant.


1,500
auditorium seating capacity
260,000
square foot cultural complex
2028
completion date

Vida Aljada Hotel and Residences

Sharjah's first ever branded residences, the first three residential buildings of the Vida Residences Aljada have sold out and the full complex, including the Vida Aljada hotel, will open in Q2 2026.

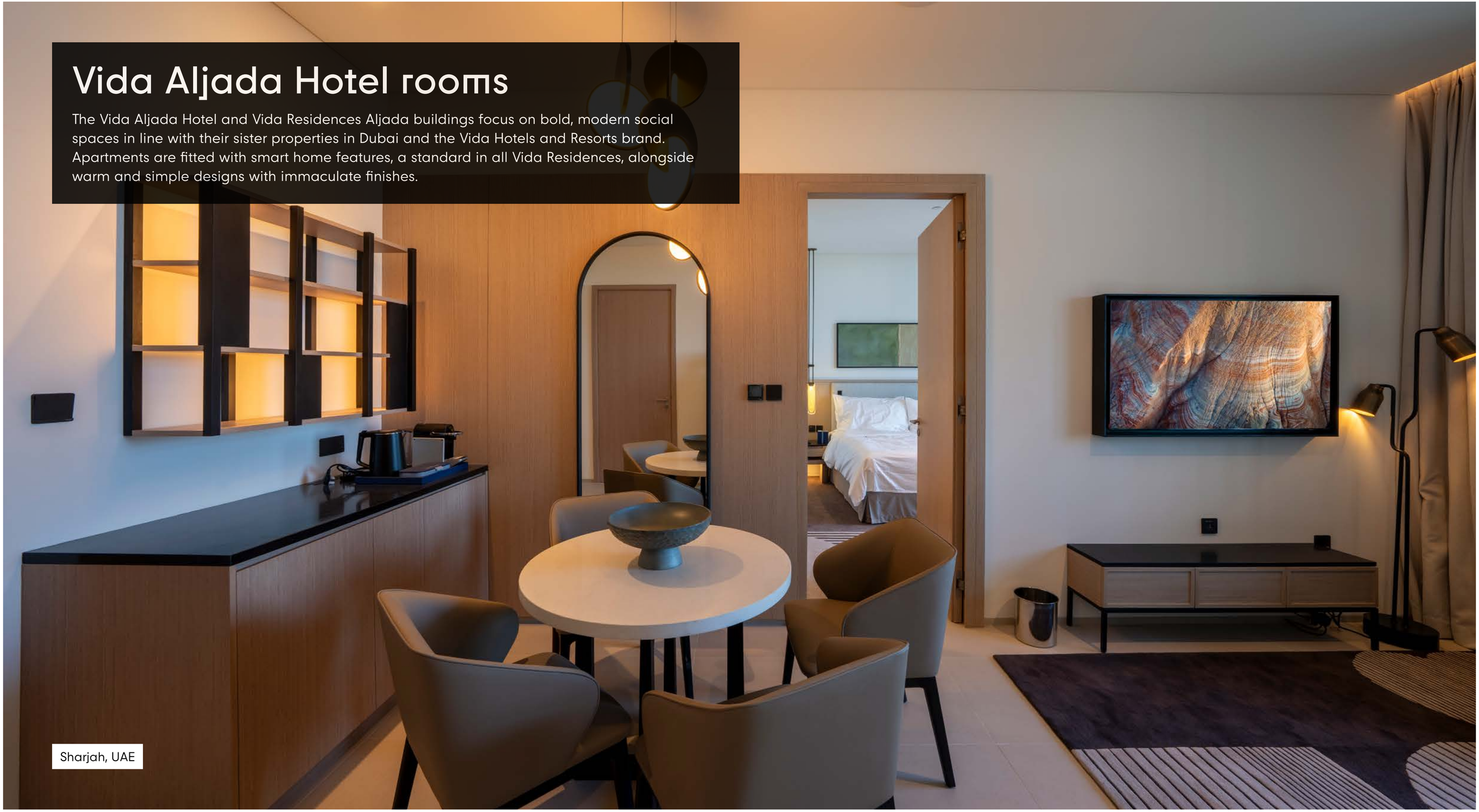
175	149	255
hotel keys	serviced apartments	branded residences



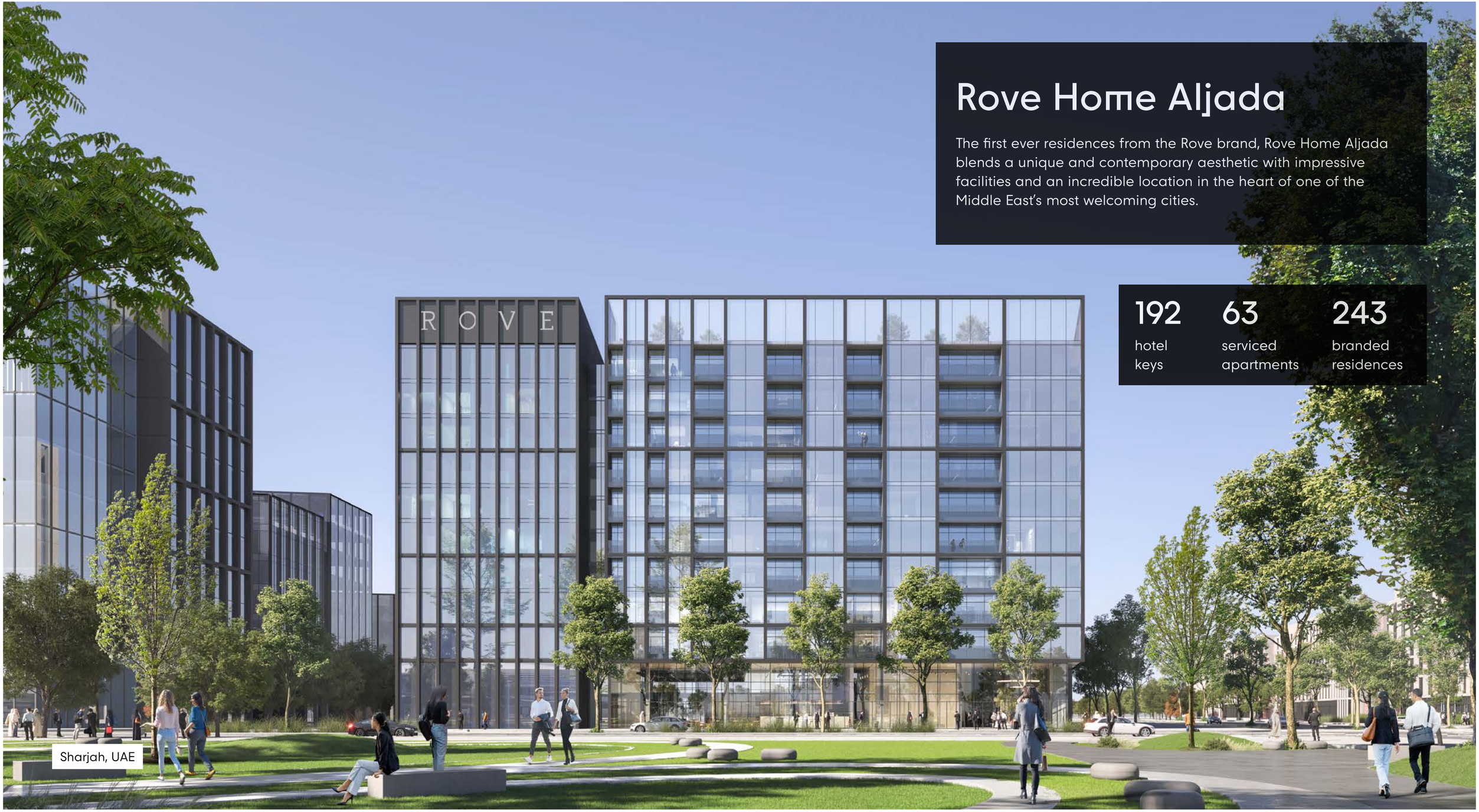
Sharjah, UAE

Vida Aljada Hotel rooms

The Vida Aljada Hotel and Vida Residences Aljada buildings focus on bold, modern social spaces in line with their sister properties in Dubai and the Vida Hotels and Resorts brand. Apartments are fitted with smart home features, a standard in all Vida Residences, alongside warm and simple designs with immaculate finishes.



Sharjah, UAE

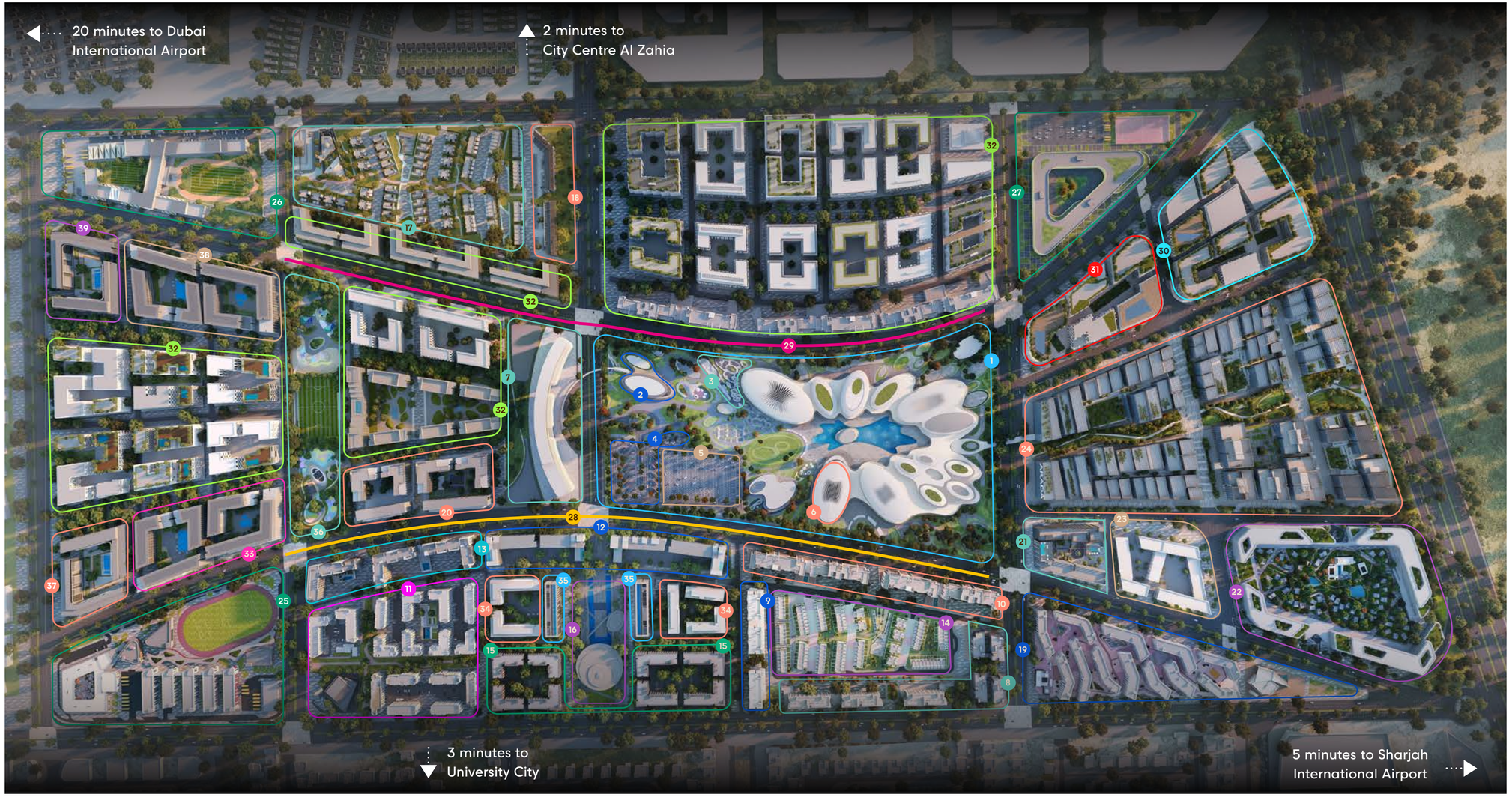


Rove Home Aljada

The first ever residences from the Rove brand, Rove Home Aljada 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.

192	63	243
hotel keys	serviced apartments	branded residences

Sharjah, UAE



Aljada Master Plan

المخطط الرئيسي للجادة

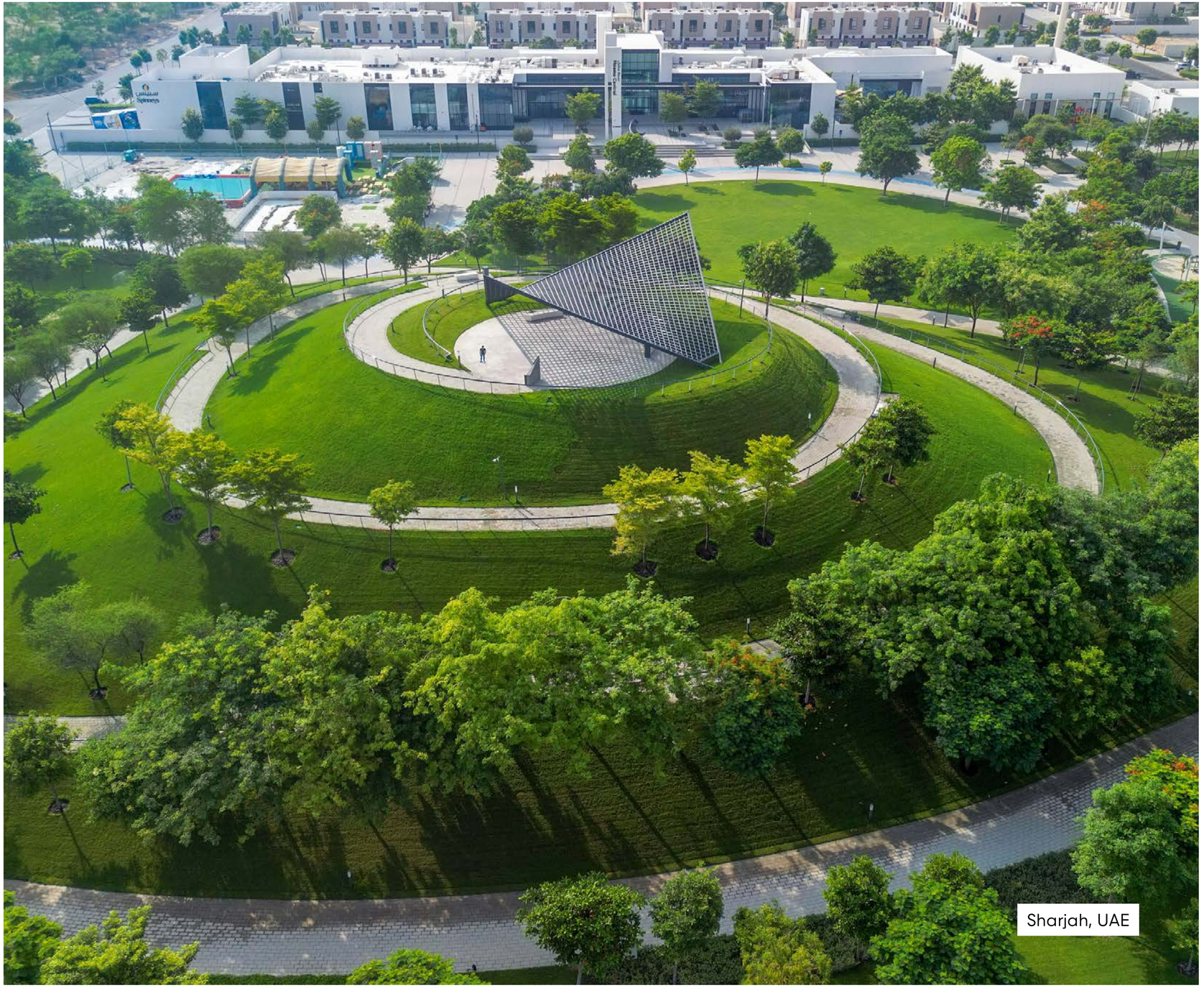
1. Madar at Aljada
2. Aljada Discovery Center
3. Aljada Skate Park
4. Zad Food District
5. Drive-in Cinema
6. Wellfit Gym
7. The Address Aljada
8. Areej Apartments 1-5
9. Rehan Apartments 1-3
10. Misk Apartments 1-4
11. East Village (Riff, Solo and Link)
12. Vida Aljada Hotel and Vida Residences Aljada
13. The Boulevard 1-3
14. Sarab 1 Villa Community
15. Tiras 1-8 (Naseej District)
16. il teatro (Naseej District)
17. Sarab 2 Villa Community
18. The Gate 1 and 2
19. Nest Student Housing Complex
20. Nasaq 1-6
21. Rove Home Aljada
22. Wellness District
23. Education District
24. Arada Central Business District
25. SABIS International School Aljada (SIS-Aljada)
26. Raffles Aljada International School
27. School 3
28. East Boulevard
29. West Boulevard
30. Convention Center
31. Hotel and Residences
32. Residences
33. Nesba 1-5
34. Sokoon 1-5 (Naseej District)
35. il teatro Residences 1 and 2
36. Central park and outdoor sports complex
37. The Gate 3-4
38. Safa 1-5
39. The Gate 5-6

Nasma Residences

Arada's first project, Nasma Residences became Sharjah's fastest-selling community when its first phase sold out in less than a month in early 2017.

All six phases have now been completed and the community has been handed over.

Nasma Central, a community retail and shopping hub, and Nasma Central Park, which includes a host of sporting facilities, are also located within the master plan.



Sharjah, UAE



5M
square feet

AED1.5bn
total sales value

1,100
villas and townhouses



Nasma Central

Completed in May 2021, Nasma Central and its adjoining park anchor the Nasma Residences community, providing residents and visitors with all their retail and leisure needs.

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.

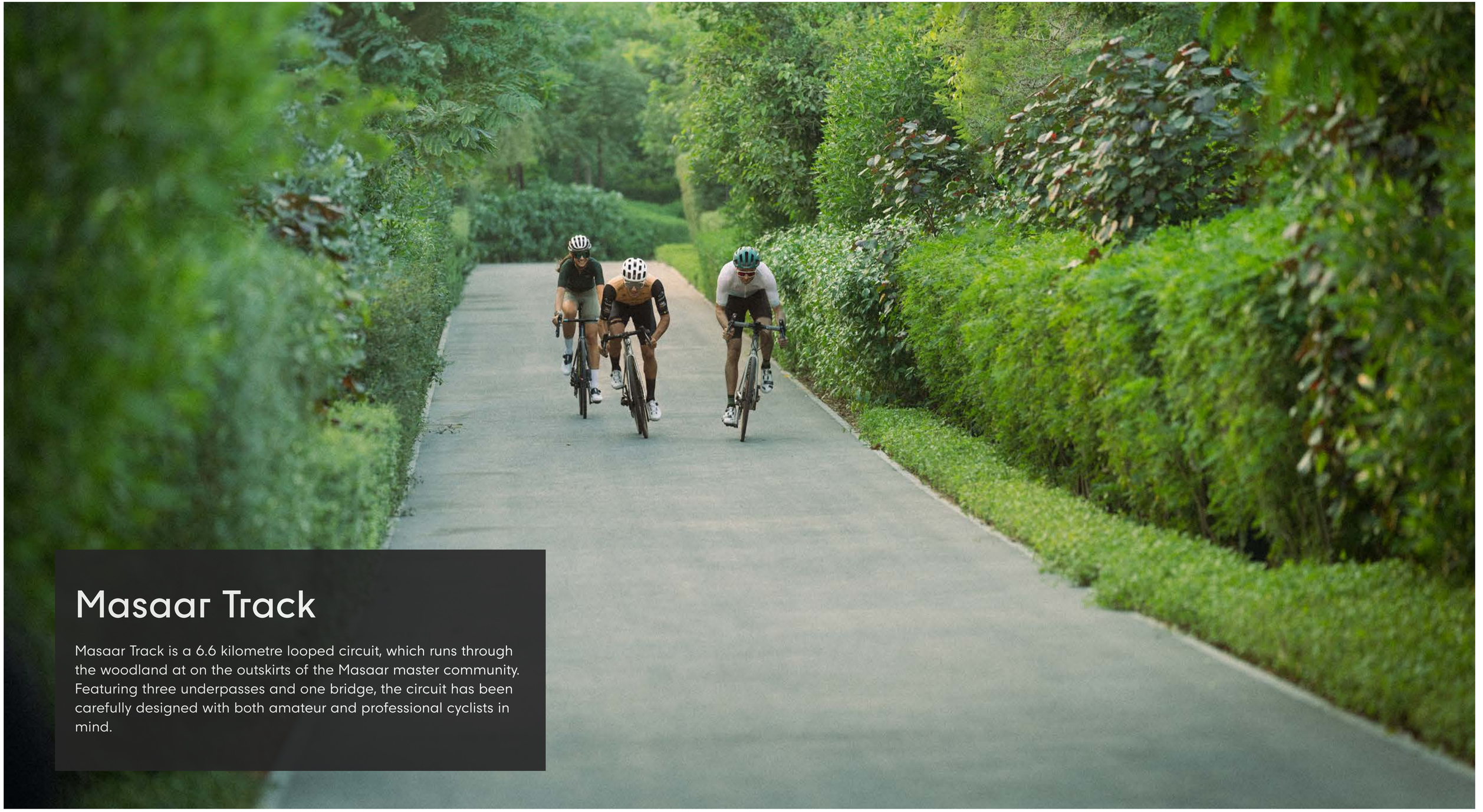
Construction on Masaar began in 2022 and the first homes were handed over at the end of 2023.



Sharjah, UAE







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.



Masaar Central

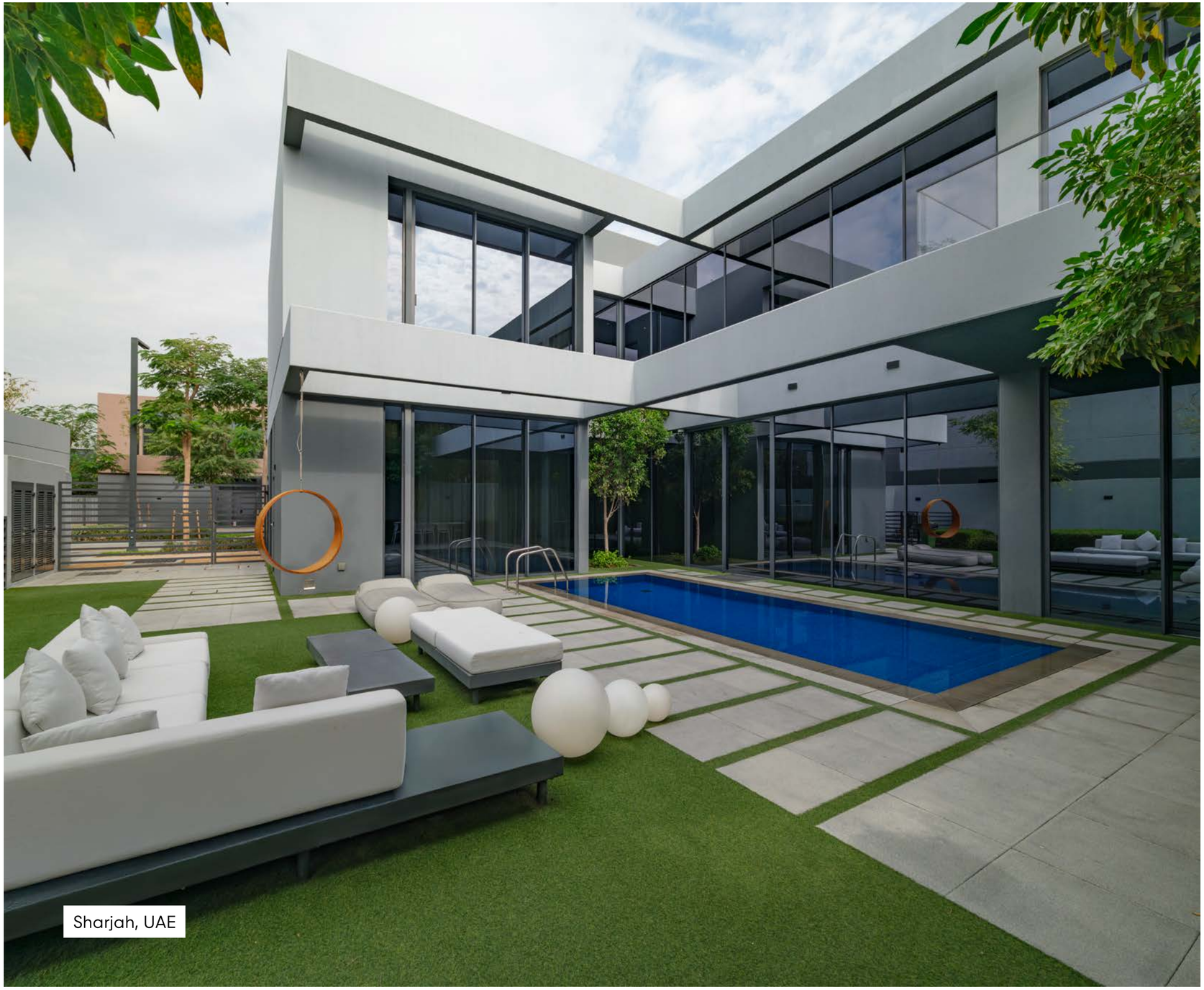
The focal point of the Masaar forested community, Masaar Central provides residents and visitors with a range of retail, leisure and F&B options, including a Wellfit gym.



Reigate Grammar School Masaar

In 2024, Arada announced a partnership with Bright Capital Investment to bring one of the UK's best-performing independent schools to the Masaar megaproject in Sharjah. With planned capacity for 2,700 students, Reigate Grammar School Masaar will be the first branch campus of a British school in Sharjah, offering a full K-12 programme, and is scheduled to open in 2027.

Sharjah, UAE



Sharjah, UAE

Masaar 2

Spanning 10.5 million square feet and featuring serene woodlands, nature-inspired architecture and world-class amenities, Masaar 2 contains 2,000 contemporary homes, ranging in size from two-bedroom townhouses to five-bedroom villas.

Residents of Masaar 2 will enjoy a variety of premium amenities, including a spectacular swimmable forest lagoon with waterfall, the standout feature of the master plan. Other amenities include sports and fitness facilities, a scenic woodland jogging track, an adventure trail, a community mosque and an outdoor cinema, all designed within a serene and exclusive landscape that contains 40,000 trees.

Masaar 2's launch was one of the most successful in the history of UAE real estate, with all 2,000 homes valued at AED5.6 billion sold out in only three hours.



10.5M	AED5.6bn	2,000
square feet	total sales value	units





Sharjah, UAE

Masaar 3

Masaar 3 is the latest and largest master plan of the UAE's most successful forest community. Comprising 4,000 villas and townhouses spread across eight gated neighborhoods, Masaar 3 once again raises benchmark with its blend of expansive woodlands, immersive wellness facilities and the promise of smart, active living.

With a total sales value of AED12.5 billion, Masaar 3 will be delivered in eight phases spread across a 21 million square foot plot. Offering a mix of units from two- to five-bedroom homes, construction is set to commence in early 2026 and the first homes are scheduled for completion in 2027.


21M
square feet
AED12.5bn
total sales value
4,000
units



Dubai, UAE

Jouri Hills at Jumeirah Golf Estates

Jouri Hills at Jumeirah Golf Estates is an exclusive collection of modern smart homes located in Dubai's most prominent golfing community.

Consisting of 294 contemporary homes ranging from three-bedroom townhouses to six-bedroom mansions, Jouri Hills also contains a wealth of facilities set in green landscaped parks.

Owners of homes in this luxury community also have full access to the facilities of the wider Jumeirah Golf Estates master plan, which consists of 16 unique districts overlooking two of the world's finest golf courses.


2.9M
square feet
AED2.5bn
total sales value
294
villas and townhouses

Armani Beach Residences at Palm Jumeirah

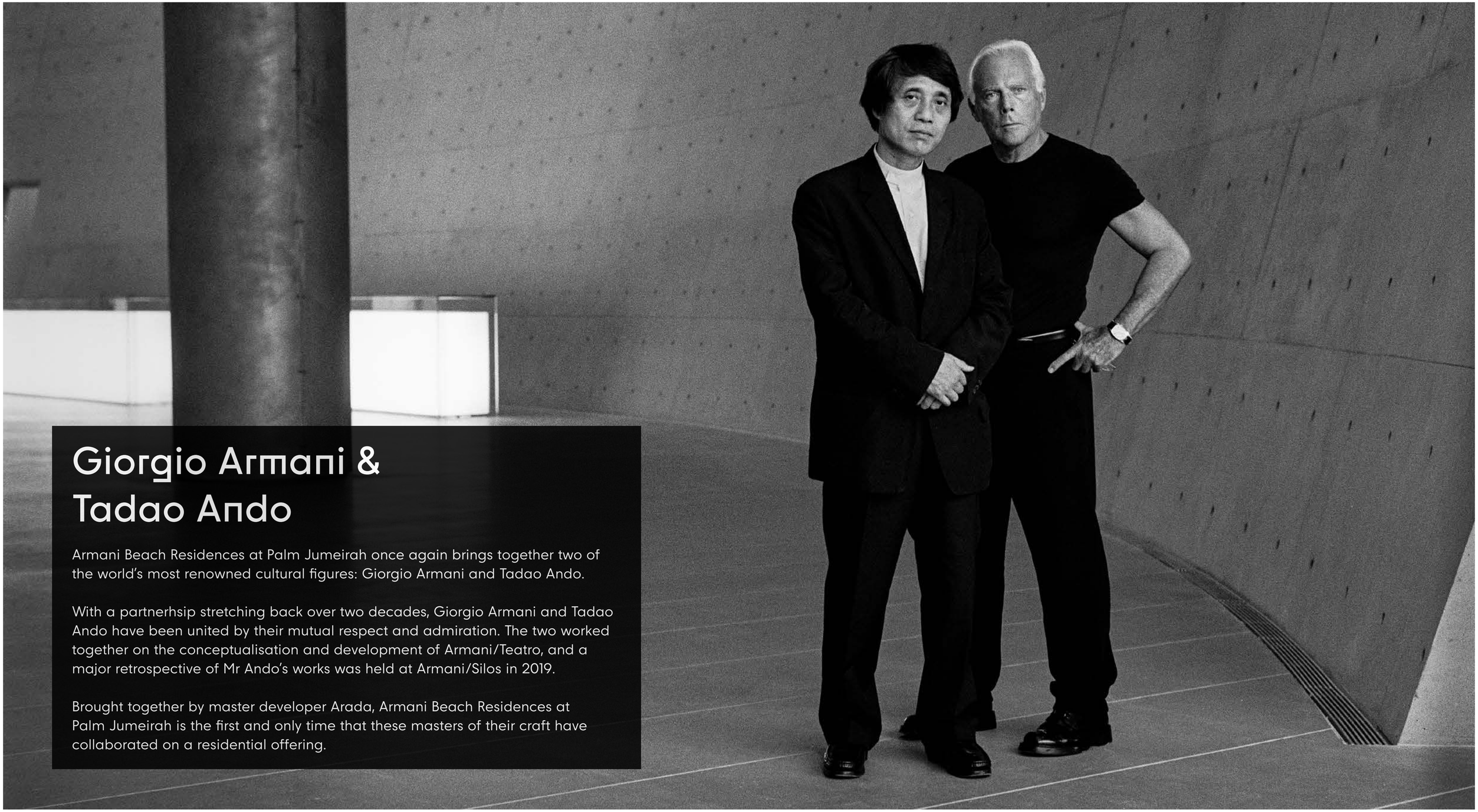
Armani Beach Residences at Palm Jumeirah is a unique collaboration between Arada, the Armani Group and Japanese ‘starchitect’ Tadao Ando.

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.



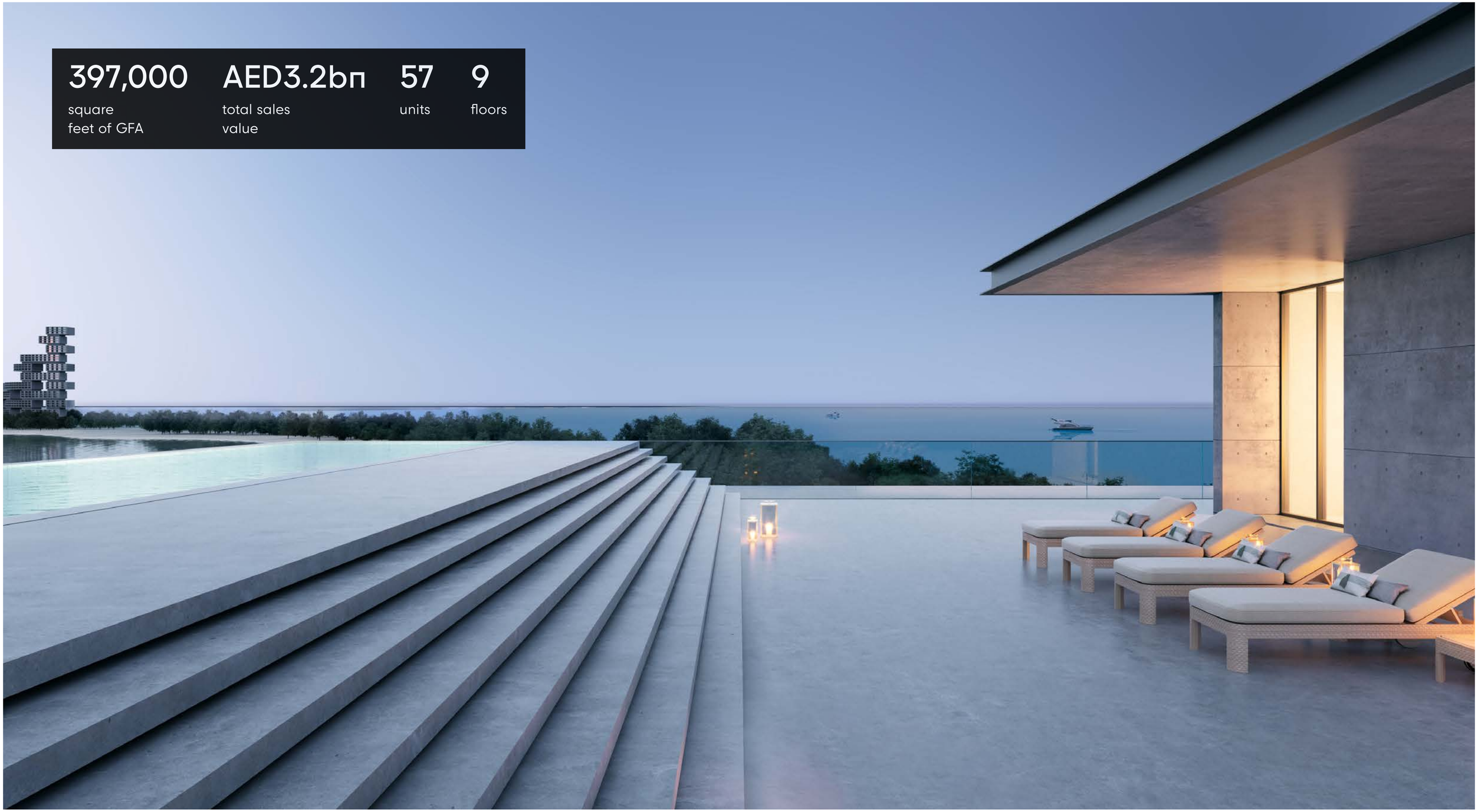


Giorgio Armani & Tadao Ando

Armani Beach Residences at Palm Jumeirah once again brings together two of the world's most renowned cultural figures: Giorgio Armani and Tadao Ando.

With a partnerhsip stretching back over two decades, Giorgio Armani and Tadao Ando have been united by their mutual respect and admiration. The two worked together on the conceptualisation and development of Armani/Teatro, and a major retrospective of Mr Ando's works was held at Armani/Silos in 2019.

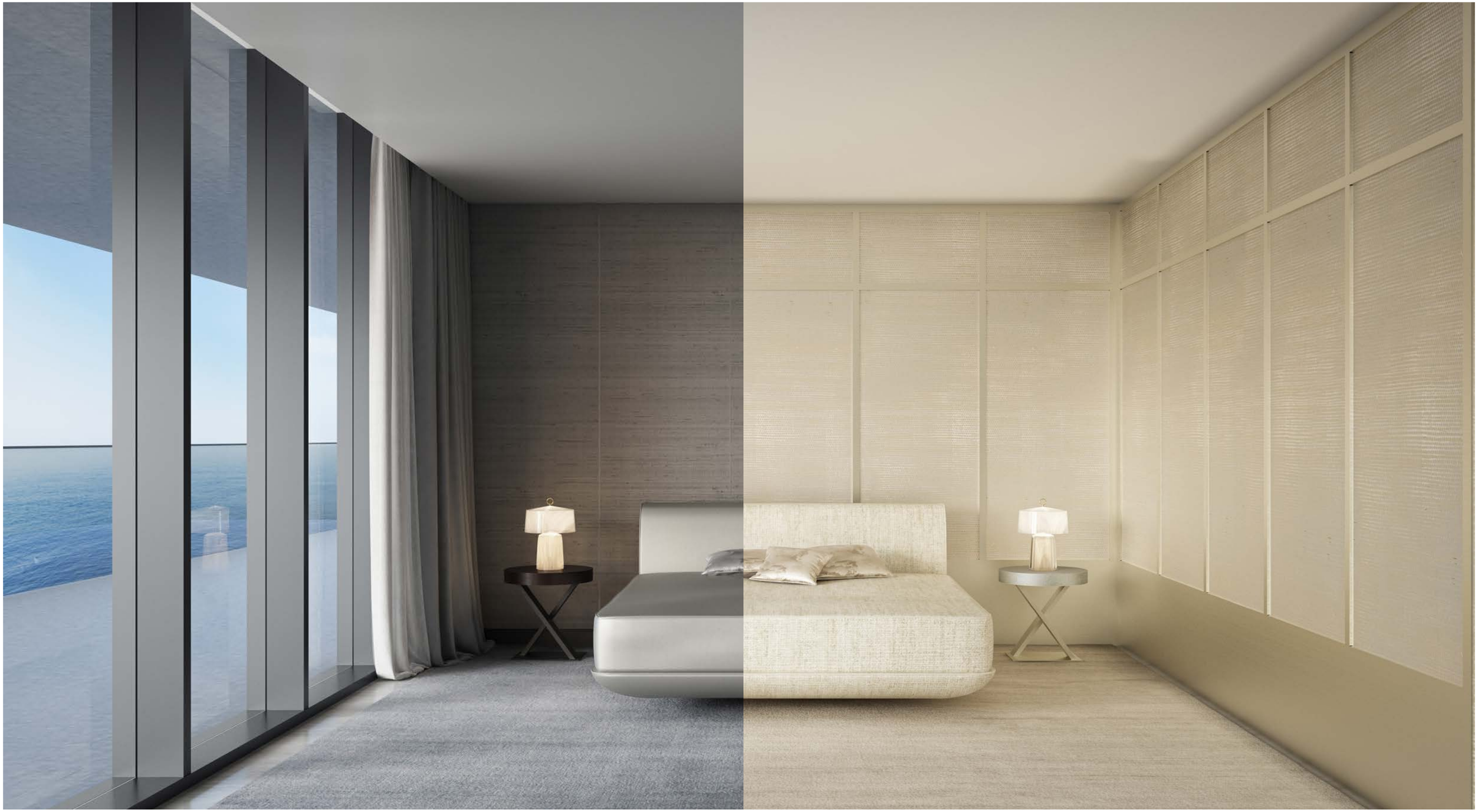
Brought together by master developer Arada, Armani Beach Residences at Palm Jumeirah is the first and only time that these masters of their craft have collaborated on a residential offering.



397,000	AED3.2bn	57	9
square feet of GFA	total sales value	units	floors







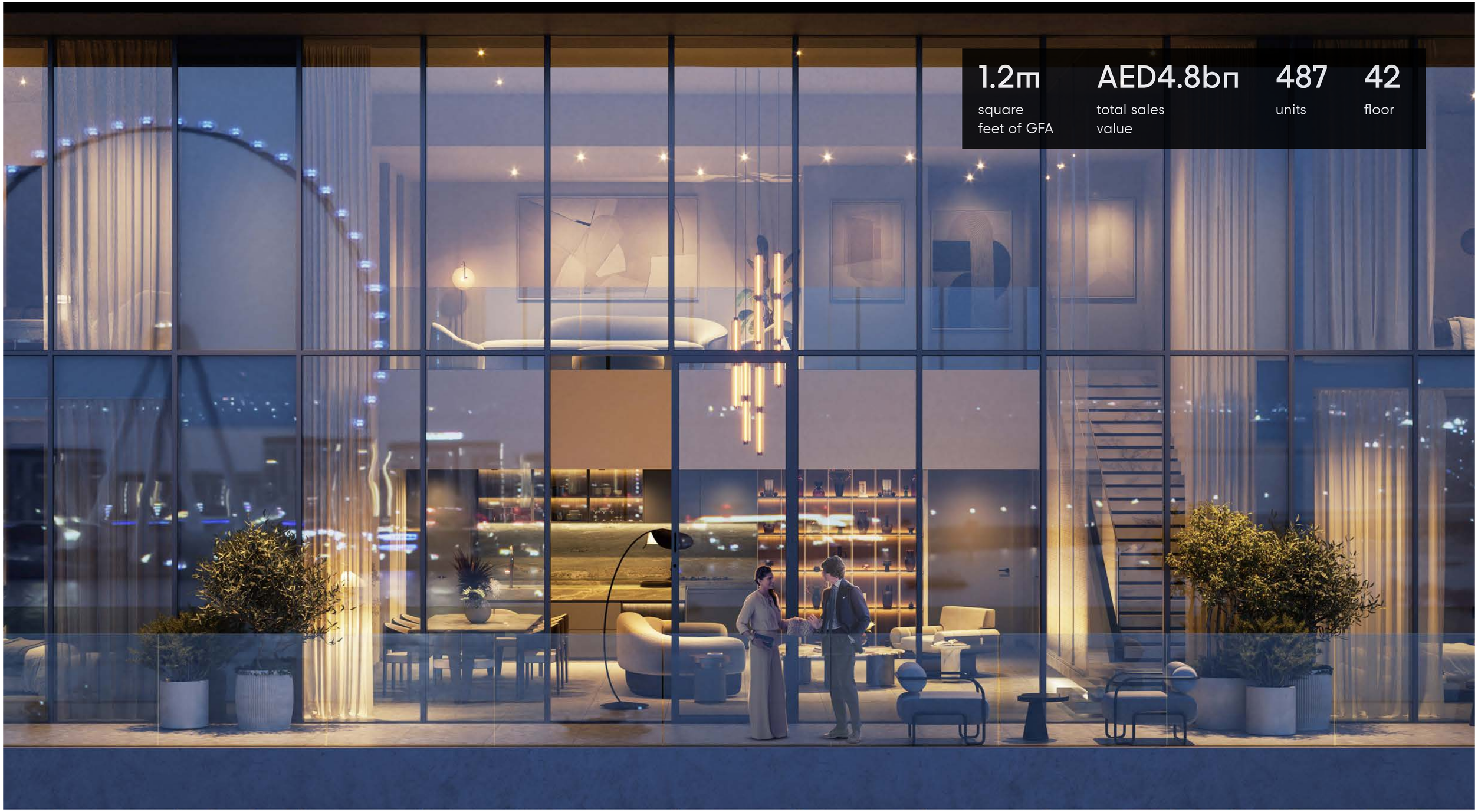


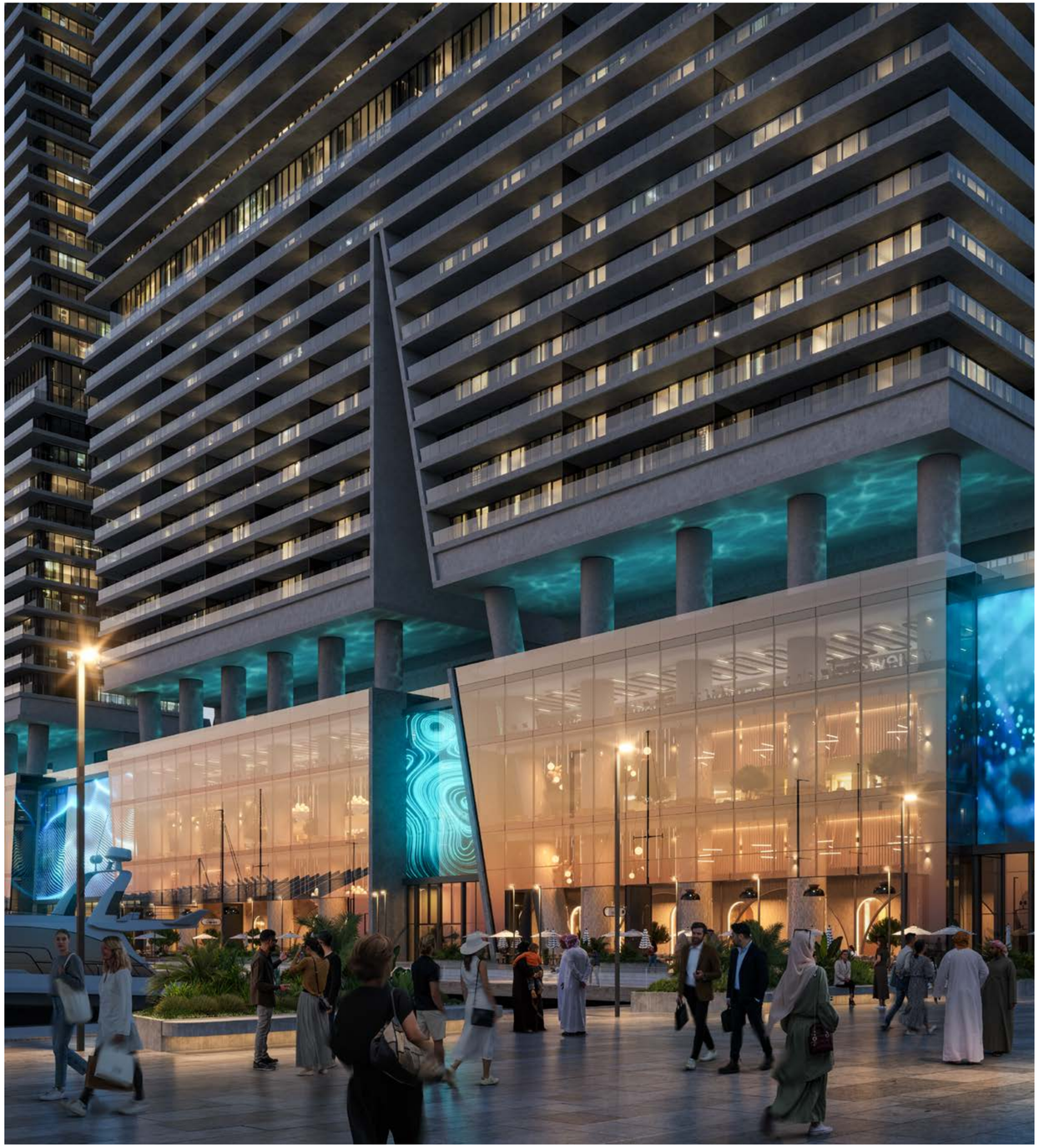
Dubai, UAE

W Residences at Dubai Harbour

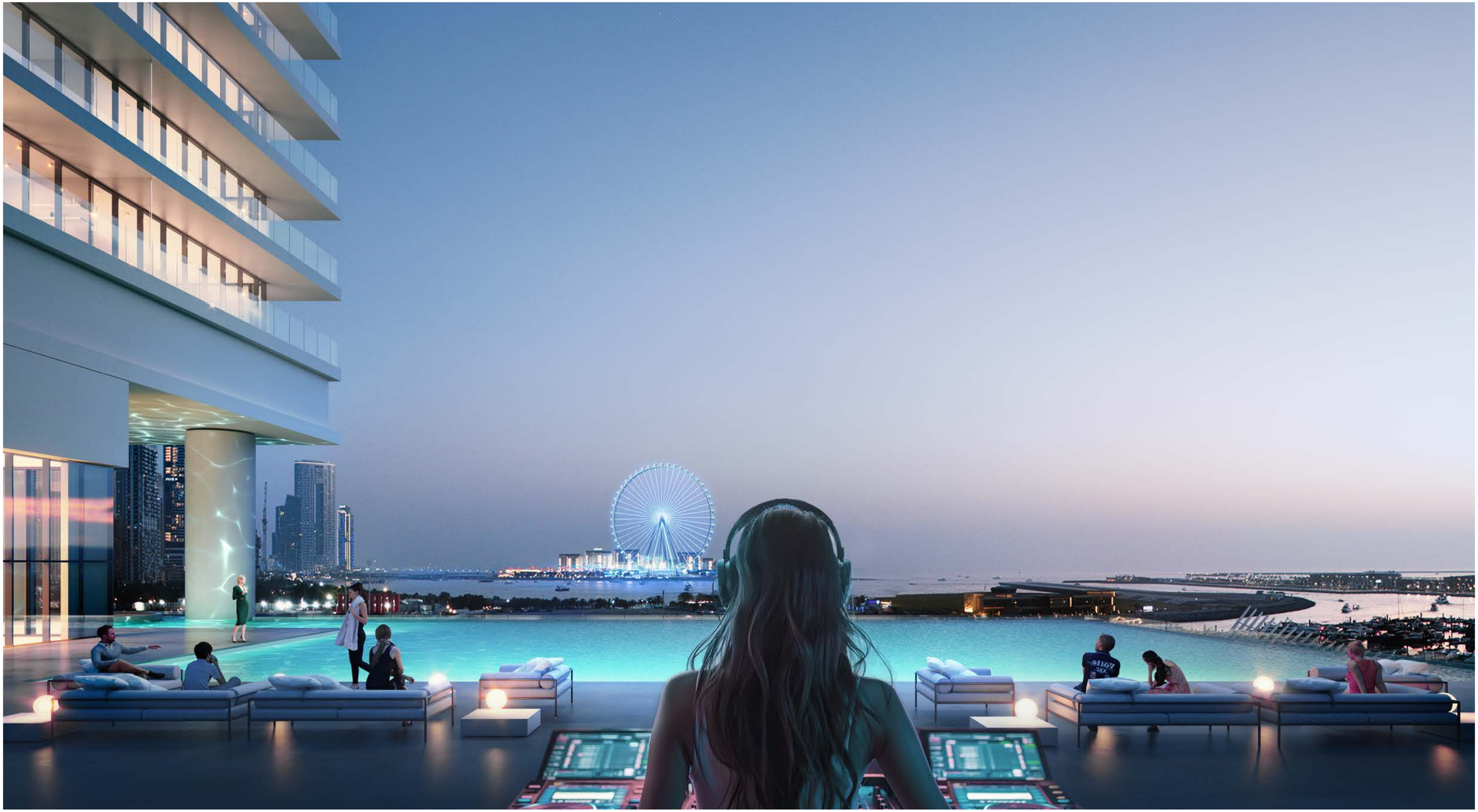
W Residences at Dubai Harbour is an iconic new three-tower luxury seafront development with a world-class array of amenities located in the heart of one of Dubai's most popular and in-demand districts. Launched in collaboration with Marriott International, over 400 impeccably appointed branded apartments in the AED5 billion complex offer owners the chance to experience a positive, fulfilling and active lifestyle.

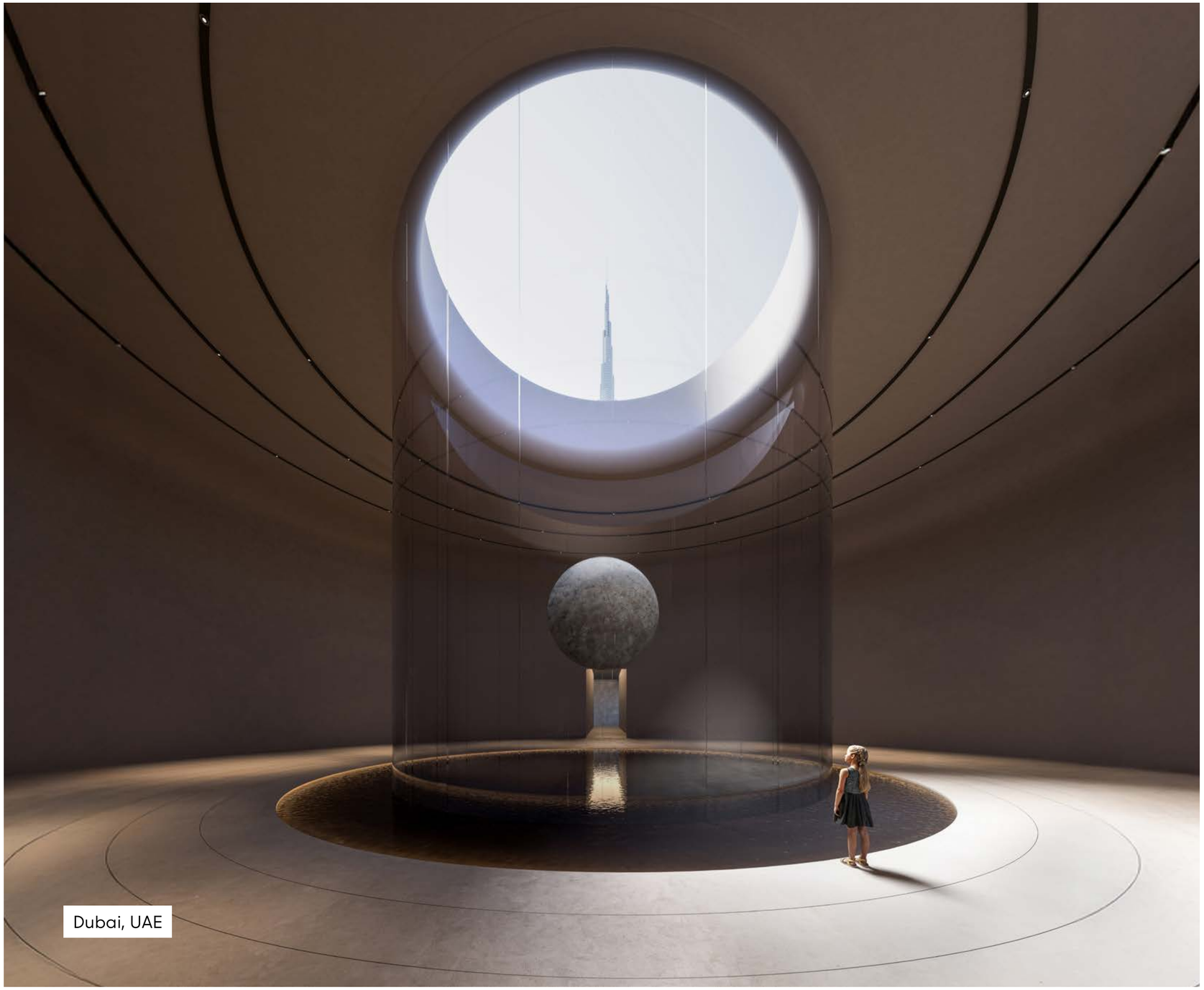
Set to be completed in 2027 and designed to be LEED Gold certified, W Residences at Dubai Harbour will offer luxury marina living with breathtaking views of the Dubai skyline. The design of the 40-storey complex is inspired by its surroundings, connecting the promenade, harbour, and sky to reflect the unique seafront and urban landscape. Striking diagonal lines allow the three towers of the complex to seemingly merge at points where water and sky meet.


1.2m
square feet of GFA
AED4.8bn
total sales value
487
units
42
floor









Dubai, UAE

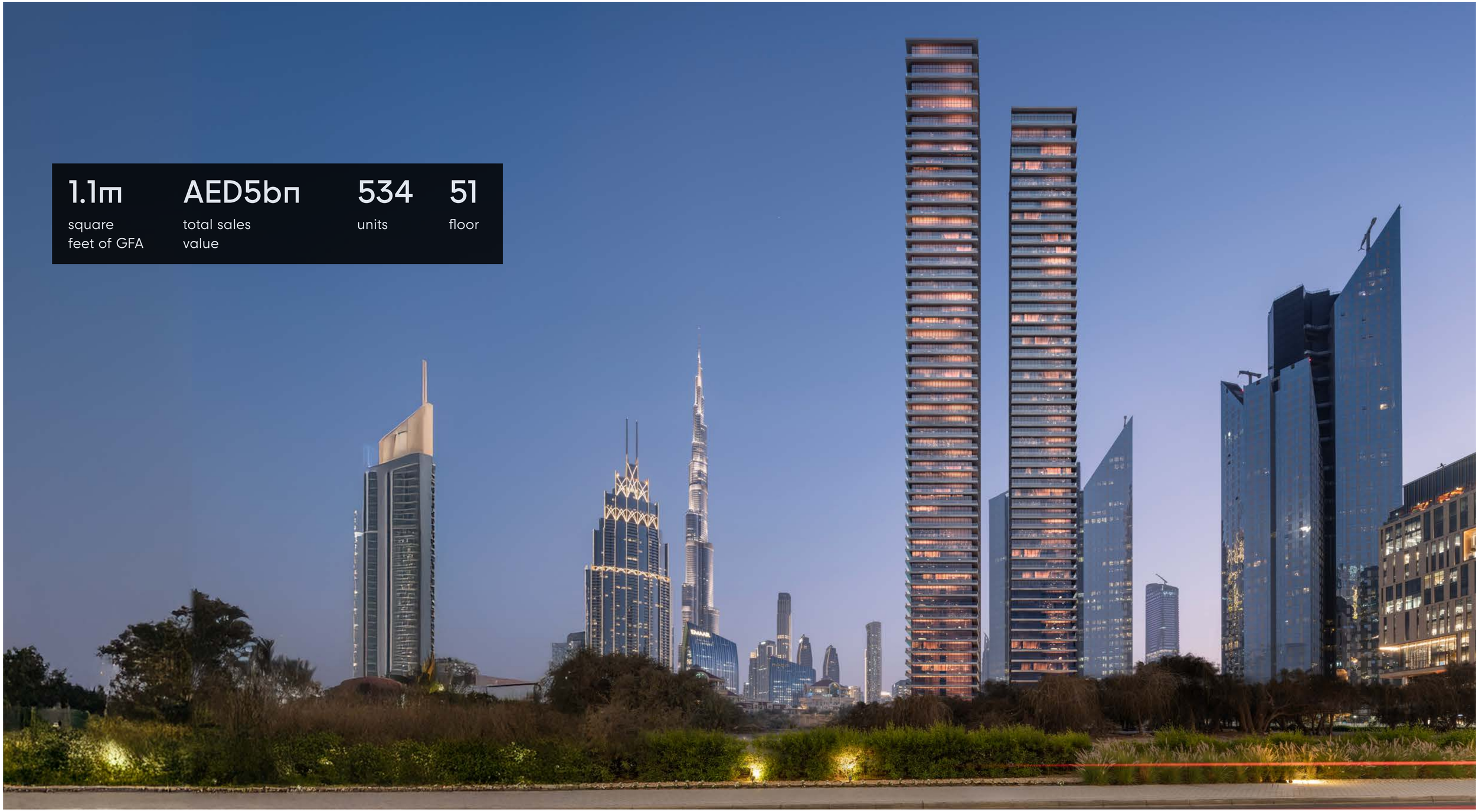
Akala

Akala is the world's first precision wellness destination and a pioneering new global hospitality and branded residences concept. From an ancient Sanskrit word meaning 'beyond time', Akala uses future-facing design and technology and a weightless service model to help its residents, visitors and members unlock their full wellness potential.

The brand's first and flagship location, Akala Hotel & Residences, which contains 534 branded residences, is ideally located between Dubai International Financial Centre (DIFC) and Downtown Dubai.

Every home offers a lifestyle underpinned by a combination of advanced medical diagnostics, performance-driven therapies and seamless, intuitive hospitality, resulting in a unique, weightless experience.

Featuring LEED Gold and WELL Silver precertification, construction on Akala is scheduled to be completed by the end of 2029.


1.1m
square feet of GFA
AED5bn
total sales value
534
units
51
floor


BVLGARI
moon





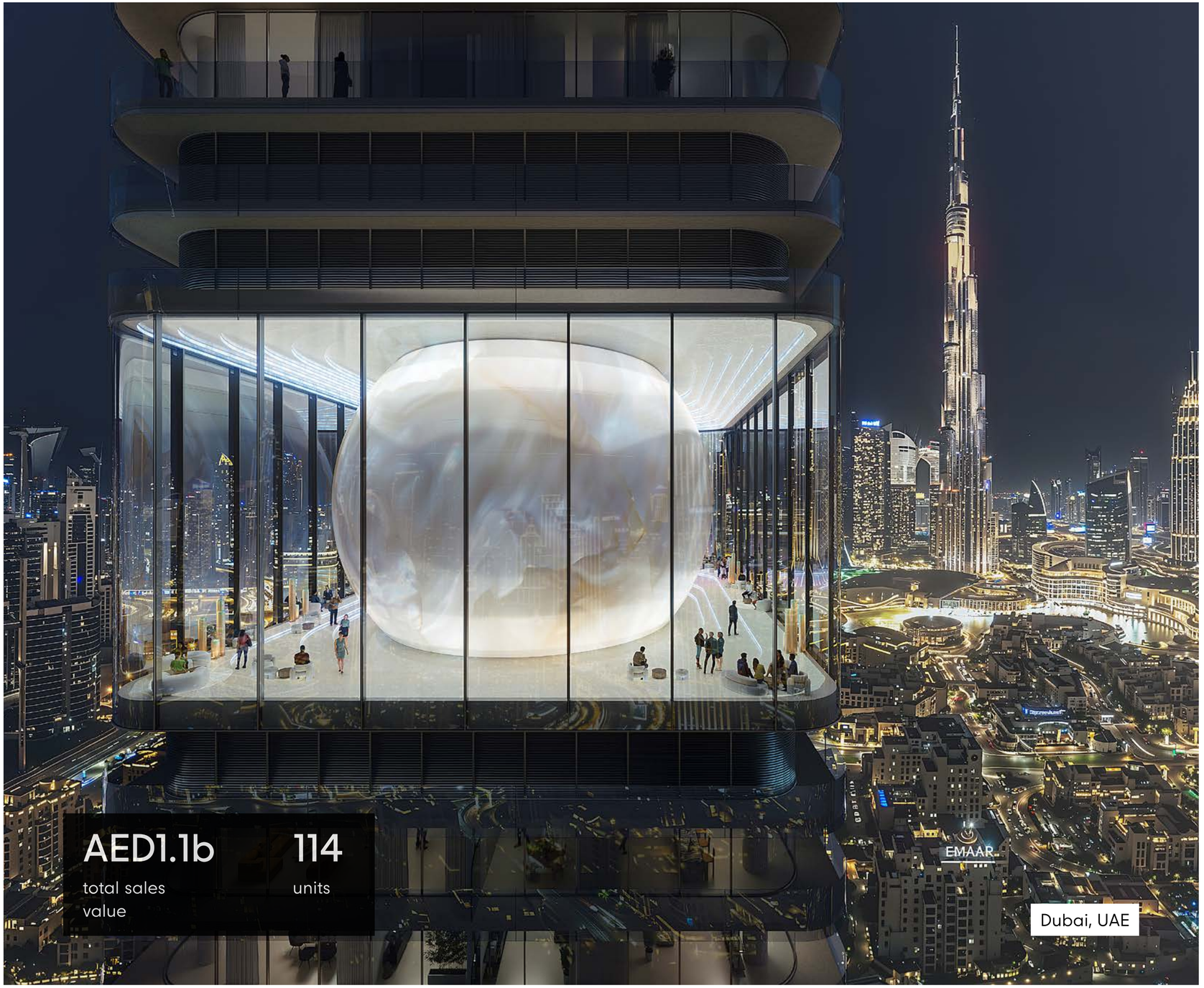


Inaura Downtown

Inaura is centred on the concept of kinetic wellness, which aims to integrate movement, balance and everyday wellbeing into the rhythm of city life.

Designed by renowned Dutch architectural firm MVRDV, Inaura's first location is a striking new addition to the Downtown Dubai skyline. Over 200 metres tall and 42 floors high, the tower's main architectural feature is a distinctive central orb structure that plays host to a social and dining space granting residents and visitors a 360-degree view of Burj Khalifa, Business Bay, and Dubai Mall.

Inaura Downtown comprises a luxury hotel tower with 114 branded residences – which includes The Sky Penthouse, a three-storey, six-bedroom home – two duplex, five-bedroom Sky Villas, and a collection of apartments ranging from one to four bedrooms.





Sharjah, UAE

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.


615,000
square feet of GFA
AED600M
total sales value
128
units
12
floor

F&B



Tashas Group

Arada's hospitality and entertainment division has signed a joint venture agreement with Tashas Group, the internationally acclaimed hospitality company founded by Natasha Sideris, to open a series of new restaurant locations across the GCC. The AED100 million investment will support the growth of two brands within the Tashas Group portfolio: tashas, the premium café concept, and Cafe Sofi, a new, soon-to-launch brand.

Under the terms of the agreement, Arada and Tashas Group will open a minimum of 10 outlets over the next two years, with five already in the immediate pipeline. These include tashas Aljada in Sharjah, scheduled for December 2025, tashas Al Ain (January 2026), tashas Ras Al Khaimah (March 2026), tashas Nad Al Sheba (February 2026) and Cafe Sofi in 2026. All locations opened as part of the partnership between Arada and Tashas Group will be non-alcoholic.

Brooki Bakehouse

Founded in 2022 by Brooke Bellamy, Brooki Bakehouse started as a 41-square-metre bakery in Brisbane's Fortitude Valley and has since grown into one of Australia's most recognisable dessert brands.

Renowned for its signature cookies, celebration cakes, and pink aesthetic, Brooki has cultivated a passionate global following of more than 4 million fans and a reputation for queues that regularly wrap around the block.

In 2025, Arada acquired a strategic stake in Brooki, enabling the brand to expand globally, beginning with the UAE and UK.





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 Dubai, with a view to introducing 25 stores across the UAE over a 10-year period.



Kashtat Amina

Arada has teamed up with acclaimed Emirati chef Mariam Almansoori to launch Kashtat Amina, a Emirati dining concept rooted in maternal heritage, generosity, and culinary tradition. The restaurant, located on the popular East Boulevard at the Aljada megaproject in Sharjah, brings a refined take on homegrown recipes passed down through generations of Emirati women.

Locally sourced ingredients will play a starring role on the restaurant's menu, with 70% of the produce coming from the UAE's farms in partnership with Manbat, Arada's social impact partnership with the Ministry of Climate Change and Environment.



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.



Origins

Origins is a speciality coffee laboratory and kitchen that launched in Nasma Central, Nasma Residences in 2021.

Featuring delicious coffee brewed from beans imported from the key coffee-producing regions around the world, Origins has become a focal point for the local community.

A second branch of Origins opened in Sharjah megaproject Aljada in 2024.



The Reformatory Lab

Founded by a fourth-generation coffee farmer from Colombia, Simon Jaramillio, The Reformatory Lab's brand purpose is a clarion call for a superior coffee experience.

The brand's original concept in Sydney inspired a community of coffee renegades who share a passion for unique flavors and experiences, setting The Reformatory Lab apart from anyone who accepts the ordinary.

The Reformatory Lab is an invigorating promise of rebellion that embraces the spirit of exceptional coffee and our commitment to daring exploration - empowering our customers to discover their perfect cup.



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.



Manbat

Launched in 2021, Manbat is a social initiative in partnership with the Ministry of Climate Change and Environment (MOCCAE) 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.



Yalla

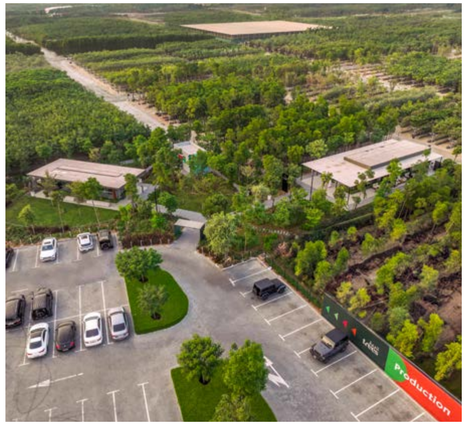
Targeting businesses, residents or visitors, Yalla is a hassle-free self service e-scooters and e-bikes for everyone.

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



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.



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.

Arada Medical, Wellness & Fitness

Reem Hospital

In May 2026, Arada has acquired a significant controlling stake in Reem Hospital, the Abu Dhabi-based healthcare provider.

Arada's acquisition and funding commitment will now unlock an ambitious next phase of growth. Reem Hospital's existing Reem Island facility will be doubled in capacity to 200 beds, while three further hospitals are planned across Abu Dhabi, Dubai and Sharjah. Furthermore, a network of Reem Clinics will be established across the UAE, including within Arada's own master-planned communities, bringing world-class healthcare directly to residents' doorsteps.





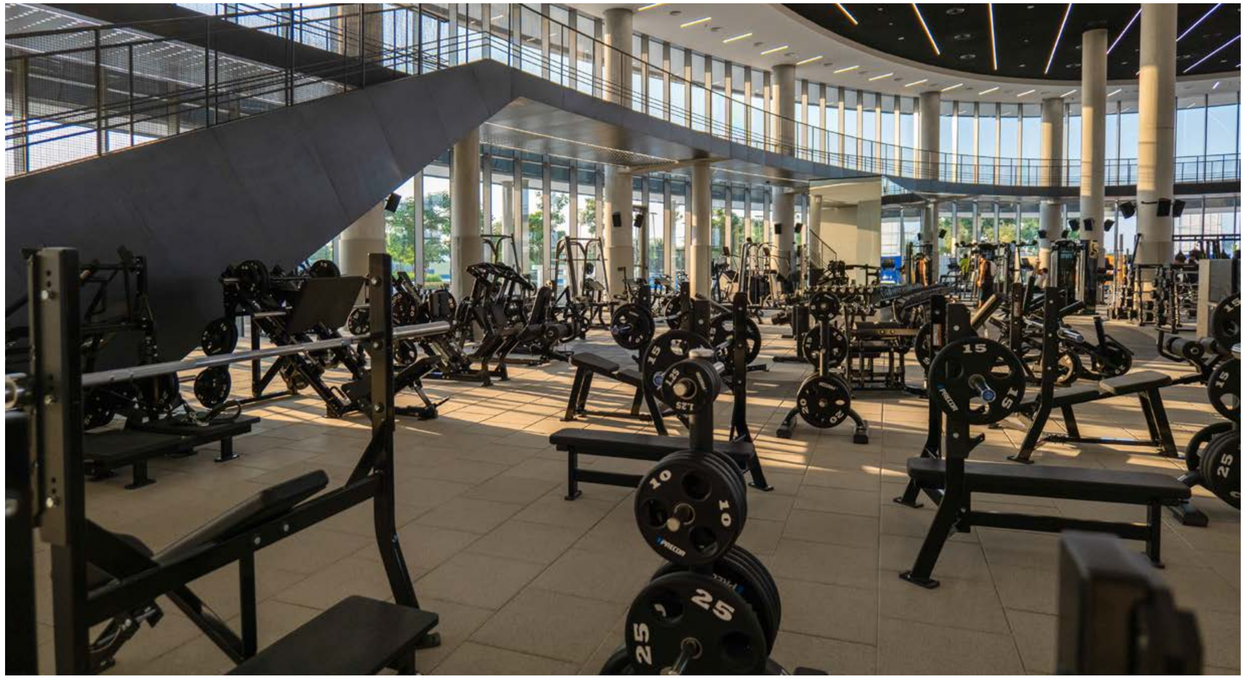
Wellfit

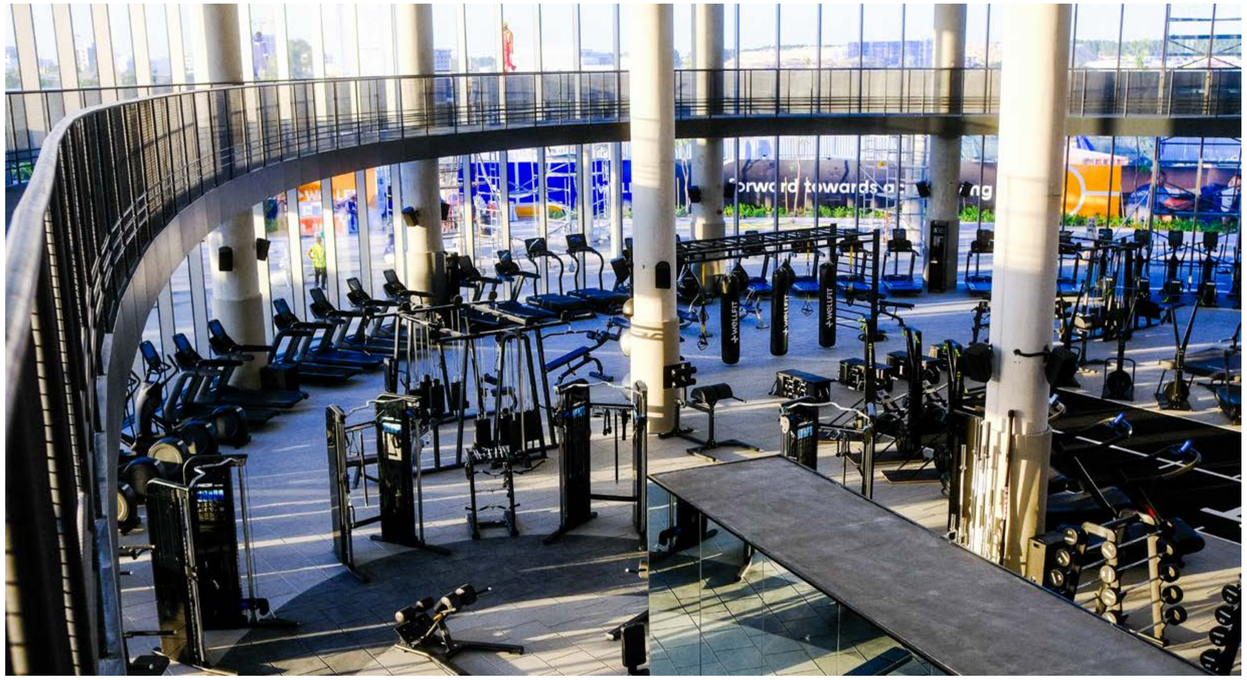
Wellfit is designed to motivate everyone to lead happier, healthier lives through a connected and tailored fitness experience.

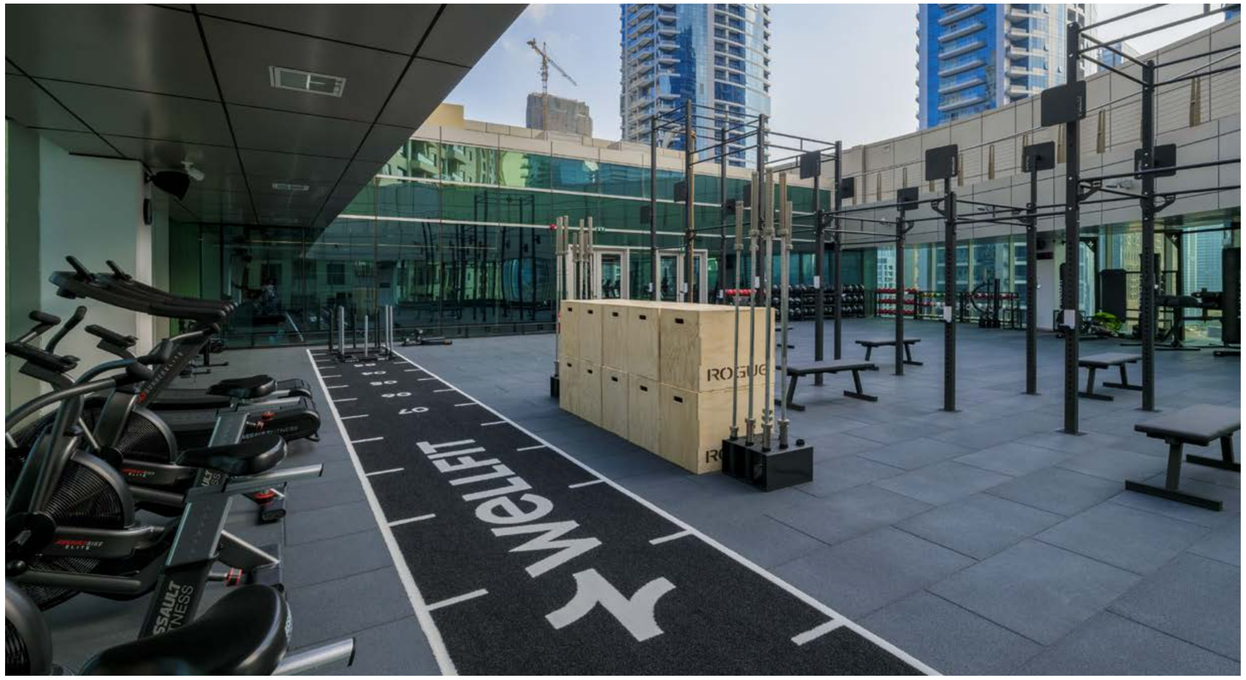
Wellfit's first three flagship venues in Jumeirah Village Circle (Dubai), Meydan (Dubai) and Madar at Aljada (Sharjah) are the three largest gym locations of their type in the UAE.

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


WELLFIT






WELLFIT
ROGUE

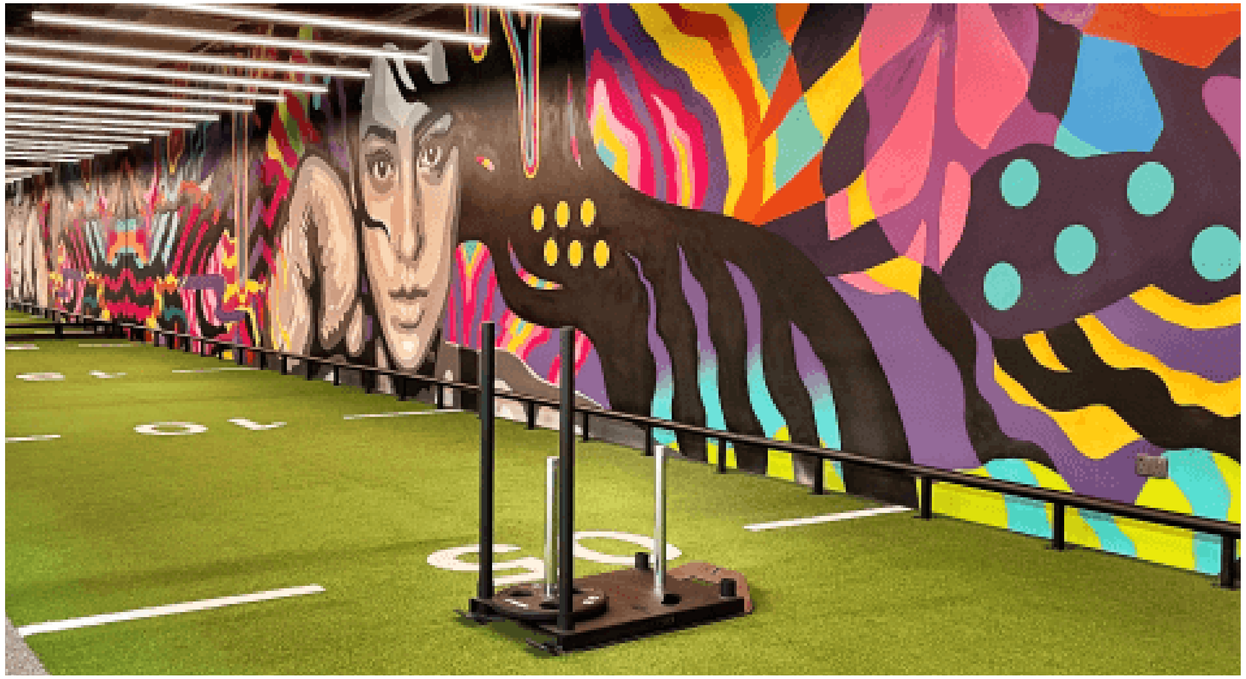


FitnGlam

Opening its doors in October 2021, FitnGlam is a UAE homegrown fitness concept entirely dedicated to women. Featuring 100,000 sq.ft of advanced fitness space, and fully equipped with the very latest in fitness apparatus and technology, FitnGlam has a focus on holistic wellness and a commitment to building a community of empowered women.

FitnGlam has become the leading destination for women's health and fitness in the UAE, and now boasts four SuperClub locations across Dubai: Al Quoz, the Sports Society complex in Mirdif, and Dubai Hills Mall, with the fourth and newest opening in Abu Dhabi at Reem Mall.





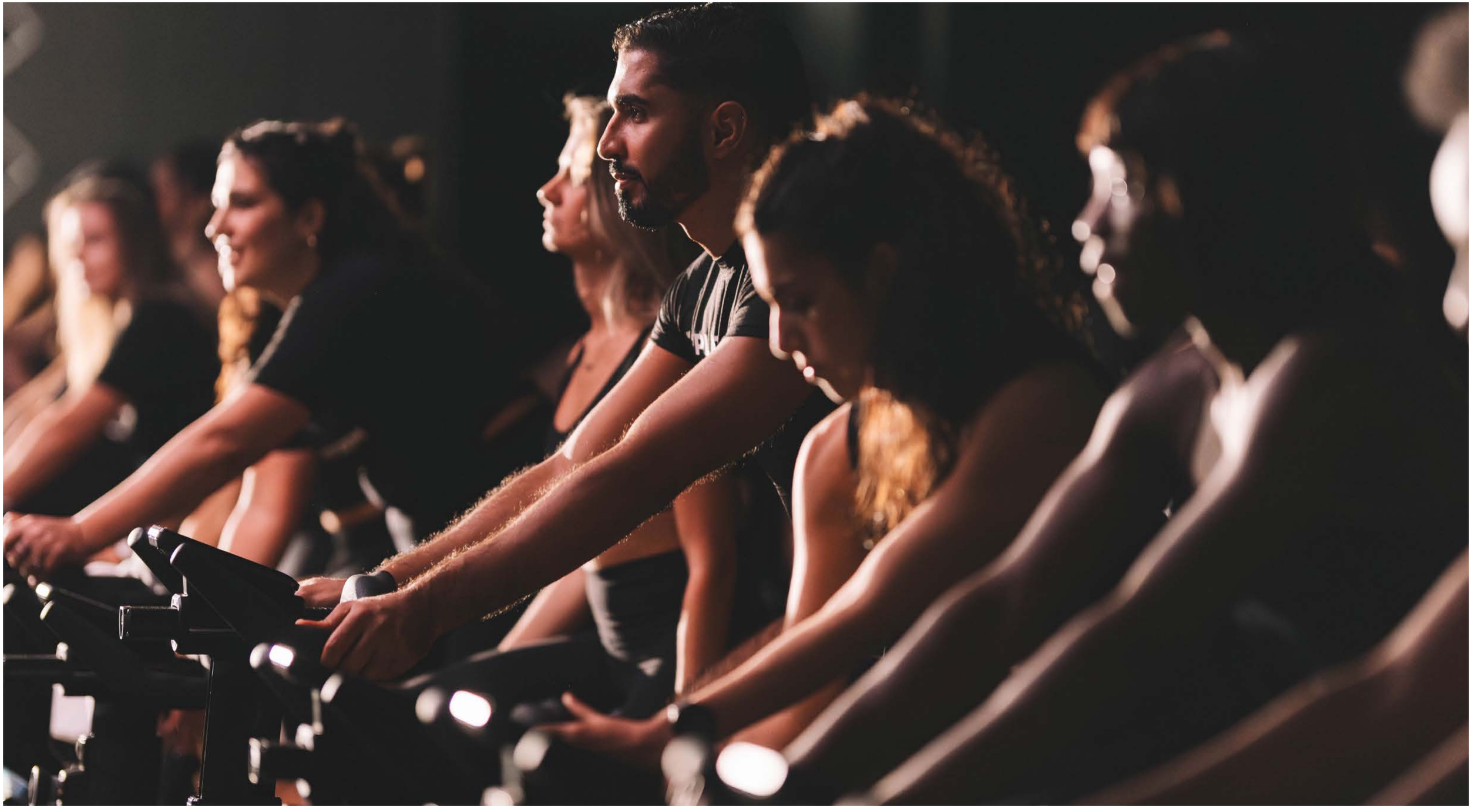

FitnGlam



The Platform Studios

The Platform Studios offers a cutting-edge blend of multimodalities allowing customers to train any way they want. Each class is led by worldclass instructors handpicked from around the globe, bringing their unique expertise and energy to every session. The brand has locations in DIFC, Dubai Hills Mall, Dubai Marina and Reem Mall in Abu Dhabi.







FITCODE

An all-inclusive destination where premium meets performance, FITCODE is designed to enhance holistic well-being for the body, mind, and soul. Situated in Tilal Al Ghaf, FITCODE offers state-of-the-art gym facilities, four boutique-style studios, and over 20 classes ranging from high intensity to low intensity. Premium amenities include saunas, bespoke interiors, and an in-club cafe, reflecting a commitment to excellence and a transformative approach to wellness.

Everwell

Everwell combines the best of science, technology and nature to deliver personalised health journeys that empower individuals to rejuvenate their lives and unlock their full potential.

The brand provides tailored, science-backed treatments combining medical, nutritional and fitness expertise to deliver trackable outcomes. Everwell is the only DHA-licensed brand providing a wide range of personalised, state-of-the-art and patented services and treatments right across the wellness spectrum.

Launched in 2025, Everwell has an extended pipeline of clinic and polyclinic locations, including Meydan, Jumeirah, Dubai Healthcare City, Jumeirah Village Circle, Mirdif and Aljada.



Arada Asset Management

Arada Asset Management

Commercial Assets


Arada Central Business District

Education


SABIS


Reigate Grammar School


Raffles World Academy

Retail


Madar Mall


Nasma Central



Masaar Central

Student Accommodation


Nest

Hospitality


Anantara Sharjah Resort


Vida Aljada


Rove Aljada


Nest Hotel

Arada International



UAE
Market entry: 2017
Total homes in pipeline: 37,000

Australia
Market entry: 2024
Total homes in pipeline: 5,000

United Kingdom
Market entry: 2025
Total homes in pipeline: 15,000

Saudi Arabia
Market entry: 2026



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 5,000 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.



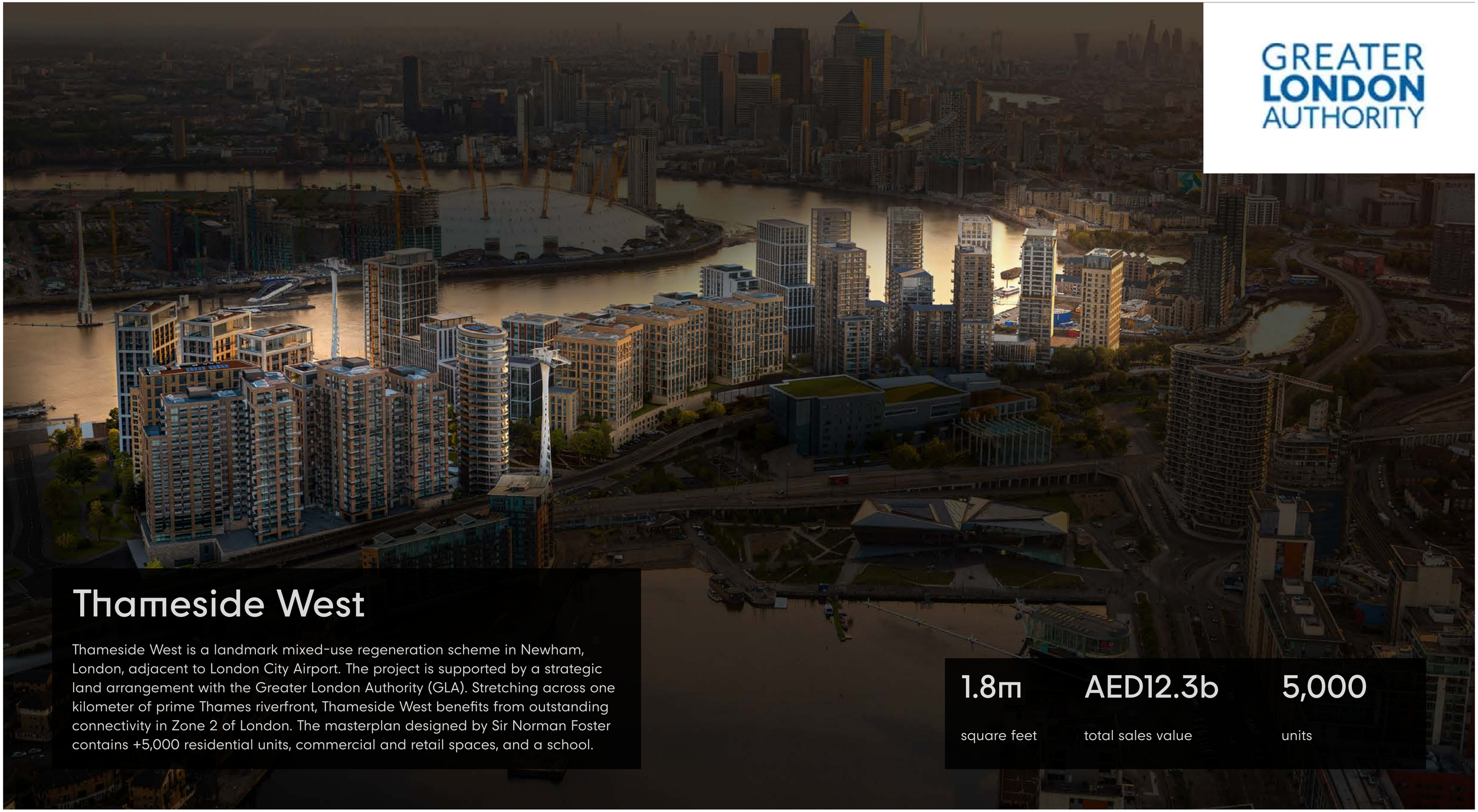
Arada London

In 2025, Arada completed the acquisition of a 75% stake in Regal, one of London's leading residential-led mixed use developers.

As part of the transaction, Arada is also committing an initial £500 million of capital to acquire and invest in the 150-strong Regal business – now known as Arada London - accelerating and growing the delivery of its residential-led pipeline in London over the next two years.

This marks Arada's entry into the UK and second international expansion, aligning with its strategy of growing and diversifying its business geographically. Having already established a strong presence in the UAE since its launch in 2017 and expanded into Australia in 2024, the acquisition of Regal gives Arada an immediate presence in the London market and platform on which to deliver at speed and scale.

Arada London has a 30-year track record in the London market. Arada's acquisition of the company will accelerate the delivery of its existing 10,000-unit residential pipeline, with an ambition to more than triple this over the next three years.



GREATER LONDON AUTHORITY

Thameside West

Thameside West is a landmark mixed-use regeneration scheme in Newham, London, adjacent to London City Airport. The project is supported by a strategic land arrangement with the Greater London Authority (GLA). Stretching across one kilometer of prime Thames riverfront, Thameside West benefits from outstanding connectivity in Zone 2 of London. The masterplan designed by Sir Norman Foster contains +5,000 residential units, commercial and retail spaces, and a school.

1.8m	AED12.3b	5,000
square feet	total sales value	units


GREATER
LONDON
AUTHORITY

Arada Industries



Raimondi

Headquartered in Milan, Italy, Raimondi Cranes is a heritage manufacturer of scalable heavy lifting solutions with a legacy rooted in Italian engineering excellence. Founded in 1863, Raimondi has established a global presence, delivering more than 17,000 cranes to clients across the world.

With a focus on quality, innovation, and customer satisfaction, Raimondi continues to shape the construction and heavy lifting sectors, offering cutting-edge solutions that meet the evolving demands of the industry. Under the umbrella of Arada Industries, part of Arada Group, Raimondi is poised for further growth as a leading global lifting conglomerate.

Terex

In 2025, Raimondi Cranes reached an agreement to acquire several key lifting business from US-based Terex Corporation.

One of the most significant acquisitions in the industry for many years, the purchase of Terex Tower Cranes, Terex Self-Erecting Cranes and Terex Rough Terrain Cranes, alongside their robust after-sales and service infrastructure, will not only broaden Raimondi's existing product line but also sets the foundation for the company's global growth strategy.

This acquisition saw 250 employees join Raimondi Group, alongside the Terex Tower Cranes and Terex Self-Erecting Cranes facilities in Fontanafredda, Italy, Terex Rough Terrain Cranes facility in Crespellano, Italy, and the Terex North America Cranes service and support operation in Wilmington, North Carolina, United States.





Roberts Co

In May Arada completed the acquisition the NSW operations of Tier 1 contractor Roberts Co.

The acquisition involved an AUD20 million recapitalisation, ensuring uninterrupted progress on key infrastructure projects including children's hospital and schools
The agreement enhances Arada's ability to deliver residential projects in Australia with greater control and effiency.

We aim to expand Roberts Co into new geographies, starting with the UAE in 2026 to assist on key Arada projects in Sharjah and Dubai

SPECIALISED
FIRE PROTECTION

Specialised Fire Protection (SPF)

SPF delivers comprehensive fire safety solutions across residential, commercial, and industrial environments. Using state-of-the-art equipment and advanced technology, SPF is committed to safeguarding people and property through precision and reliability.

SPF's core services include fire system design, installation, and maintenance, as well as fire extinguisher services, fire suppression systems, and fire safety training. Each solution is tailored to meet regulatory standards and client-specific requirements, ensuring safety without compromise.

rhinotek

Rhinotek

Rhinotek is a premium supplier under the Arada Industries portfolio, providing specialised equipment solutions tailored to high-performance environments. The brand is committed to delivering quality, durability, and reliability across a range of technical applications.

Rhinotek's core focus areas include MEP systems, safety equipment, and advanced fire-fighting tools—serving the needs of developers, contractors, and infrastructure operators across the region.

Arada Foundation



Arada Foundation

Launched in 2021, the Arada Foundation has been set up to consolidate and structure the group's corporate social responsibility and philanthropic initiatives.

From earthquake relief in Turkey and Syria to collaborations with The Big Heart Foundation, Manbat Ramadan drive, support for the port of Beirut's victims in Lebanon, Kerala COVID-19 support, e-Learning COVID-19 support and Sharjah Community COVID-19 support to name a few of the many initiatives conducted so far, Arada Foundation strived to make living better for people by focusing on where we can make a difference for a positive impact on communities.

With Home for a Home, Arada partnered with The Big Heart Foundation, UNHCR and Human Concern International to build homes for refugee families in Kenya and Syria for every home sold in our communities during Ramadan. The program has so far provided over 800 homes , while also providing a water supply for 42,000 vulnerable people.



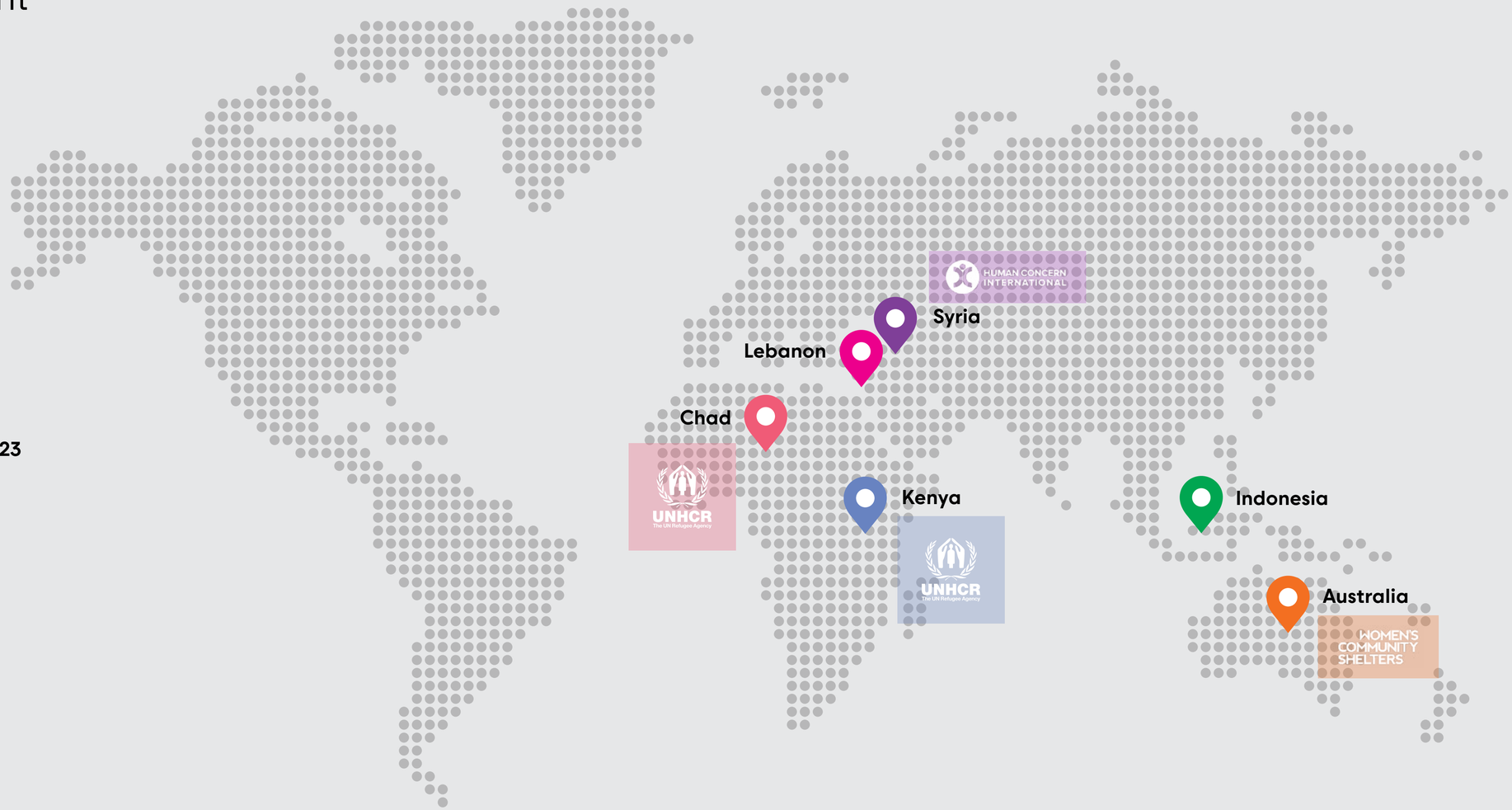
Home for home initiative

740
homes built since Home for a Home began

2,105
homes committed

Home for a Home

The footprint



Kenya · 2022 - 2023
757

Syria · 2024
340

Chad · 2025
3550

Australia · 2025
8

Indonesia · 2026

Lebanon · 2026

ESG

Key ESG Activities 2025

In 2025, we continued to sustain and build up on the momentum created in 2024, improving our ESG performance further.

Several key initiatives were initiated, and milestones were achieved throughout the year.

We published our very first Environmental, Social, and Governance (ESG) Report - 2024, showcasing all our ESG efforts, alongside our 1st ESG focused Panel discussion event in Jun 2025 , participated by external stakeholders.

We plan to publish the ESG report on an annual basis to reflect the yearly growth we undergo at Arada.



Akala WELL Silver Pre-certified project

Inaura & Akala achieved LEED Gold Pre-certification

CBD Phase 1 1st Wiredscore Platinum Project in Sharjah

09 Projects currently undergoing Sustainability Certifications

ISO accreditation for Development's HSE Management System - ongoing

Dubai Chambers ESG Label

Recognition of responsible business

84k+ No. of 330 ml plastic water bottles saved, since implementation of 'No Single-use plastics' at HO

38% GGBS used in concrete

98+ MWh Energy produced by on-site solar panels during 2025

2.8 Approx. Value of sustainable/green finance facilities availed or in progress

90% TSE irrigation water used in the Aljada community

170k Trees at Shajar nursery



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