عدل العقارية

ADEL REAL ESTATE

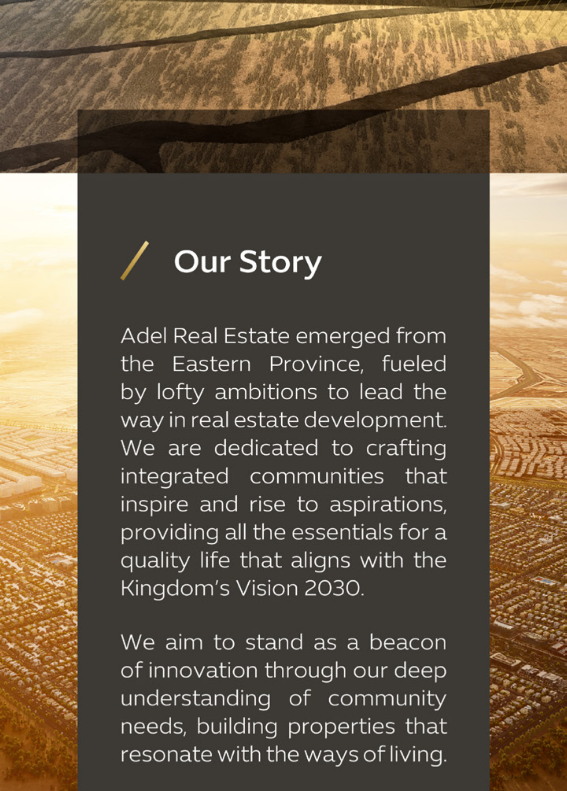
Company Profile

نُزهر الأرض

Blooming Earth

About Adel

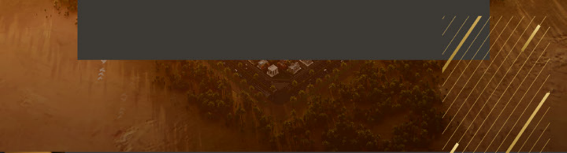
DEL REAL EST



Our Story

Adel Real Estate emerged from the Eastern Province, fueled by lofty ambitions to lead the way in real estate development. We are dedicated to crafting integrated communities that inspire and rise to aspirations, providing all the essentials for a quality life that aligns with the Kingdom's Vision 2030.

We aim to stand as a beacon of innovation through our deep understanding of community needs, building properties that resonate with the ways of living.



Our Vision

To be the leading company in real estate development, actively contributing to achieving the goals of Vision 2030 and meeting customer aspirations.

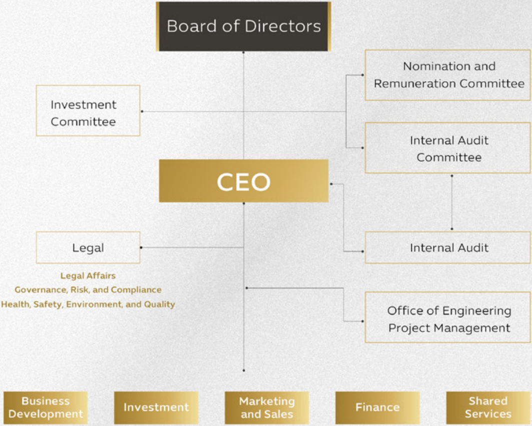
Our Values

Integrity

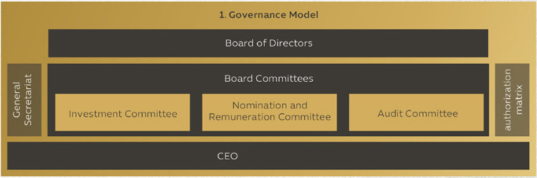
Sustainability

Client Satisfaction

Strategic Foresight



Adel Governance



1. Governance Model

Board of Directors

General Secretariat

Board Committees

- Investment Committee
- Nomination and Remuneration Committee
- Audit Committee

authorization matrix

CEO

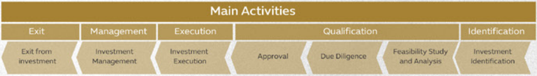
2. Internal Control and Audit

- Internal Control System
- External Auditor

3. Governance Policies

- Information Confidentiality Policy
- Conflict of Interest Policy
- Whistleblowing Policy
- Board and Committees Remuneration and Performance Evaluation Policy

Business Methodology



Main Activities

Exit	Management	Execution	Qualification			Identification
Exit from investment	Investment Management	Investment Execution	Approval	Due Diligence	Feasibility Study and Analysis	Investment Identification

Implementing Strategies to Increase Asset Value
Implementing Exit Strategies

Project/Investment Management
Asset Performance Monitoring
Portfoli Rebalancing

Deal Structuring
Negotiating Terms
Securing Funding
Finalizing Agreements with Ensured Legal and Financial Compliance

Committee Review
Decision Making
Defining Budget, Timeline, and Key Performance Indicators (KPIs) for Investment

Financial and Operational Due Diligence
Ensuring Legal Compliance
Risk Assessment

Preliminary Feasibility Study
Strategic Alignment Analysis
Financial Modeling
Alignment with Stakeholders

Strategy Identification
Market Analysis and Opportunity Identification across Different Asset Classes
Identifying Potential Partnerships

We aspire to charm the real estate landscape with our environmentally conscious practices, inspiring a future of sustainability and innovation.

Our Projects

Adel's Projects

Our projects are designed

with a community-oriented approach, prioritizing the needs of residents while embodying strategic foresight. We focus on creating integrated spaces where all services and amenities coexist seamlessly, supported by modern and intelligent infrastructure.

We offer a vibrant vision for the future, combining thorough planning that addresses client needs with a global perspective.

Total Land Area

12 Million m^2

Total Project Value

10 Billion SAR

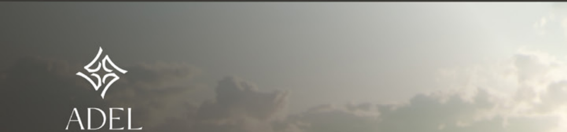
Total developed plots

9450

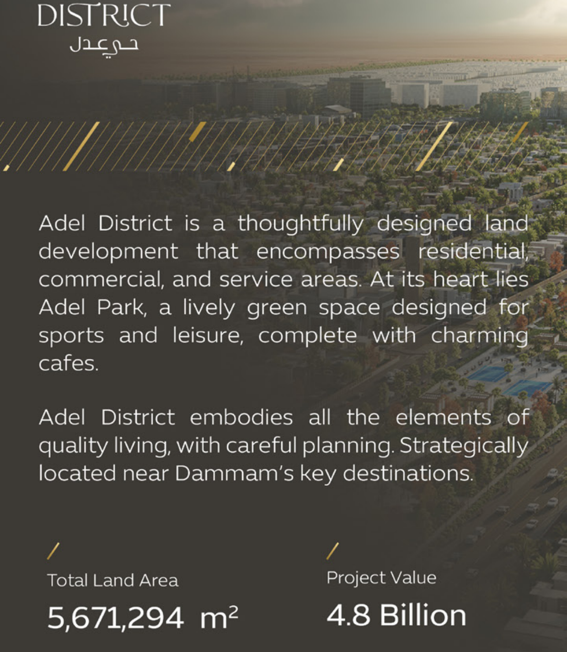
Housing Over

100,000

People



DISTRICT
حي عدل



Adel District is a thoughtfully designed land development that encompasses residential, commercial, and service areas. At its heart lies Adel Park, a lively green space designed for sports and leisure, complete with charming cafes.

Adel District embodies all the elements of quality living, with careful planning. Strategically located near Dammam's key destinations.

Total Land Area

5,671,294 m²

Project Value

4.8 Billion

Project Status

Fully Developed

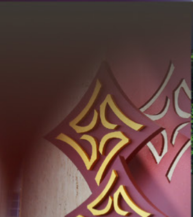
Number of Plots

4930

ADEL
DISTRICT
حي عدل

ADEL DISTRICT
حي عدل

2468
أعمدة الإنارة
km
117
طول كابلات الإنارة
Lm
17,397
طول أنابيب الصرف الصحي
km
64.5
طول كابلات الكهرباء



ADEL
DISTRICT
حي عدل

314
22
17
ADEL
DISTRICT
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11
314
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17

أخيال

AKHIAL

Our projects are designed with a community-oriented approach, prioritizing the needs of residents while embodying strategic foresight. We focus on creating integrated spaces where all services and amenities coexist seamlessly, supported by modern and intelligent infrastructure.

We offer a vibrant vision for the future, combining thorough planning that addresses client needs with a global perspective.

Total Land Area	Project Value
4,548,705 m^2	**3.2 Billion**
Project Status	Number of Plots
Fully Developed	**3560**

أخيال
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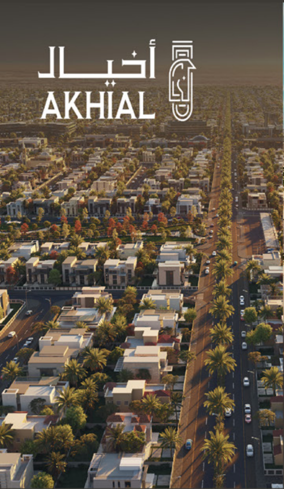
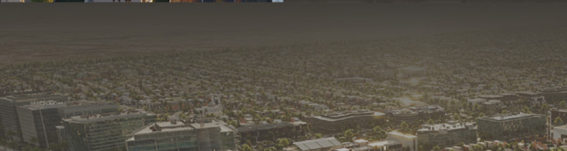
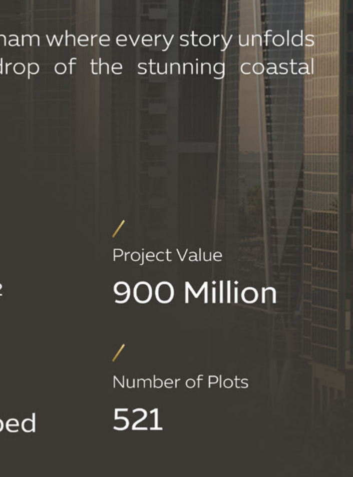




الديرة
ALDEERA
WATERFRONT

Al Deerah offers a unique blend of residential and commercial spaces, all surrounded by essential health, educational, and retail services, creating an ideal setting for an enriched lifestyle.



Located in Dammam where every story unfolds against a backdrop of the stunning coastal landscape.

Total Land Area

760,508 m^2

Project Value

900 Million

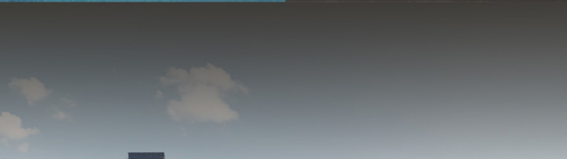
Project Status

Fully Developed

Number of Plots

521

الديرة
ALDEERA
WATERFRONT

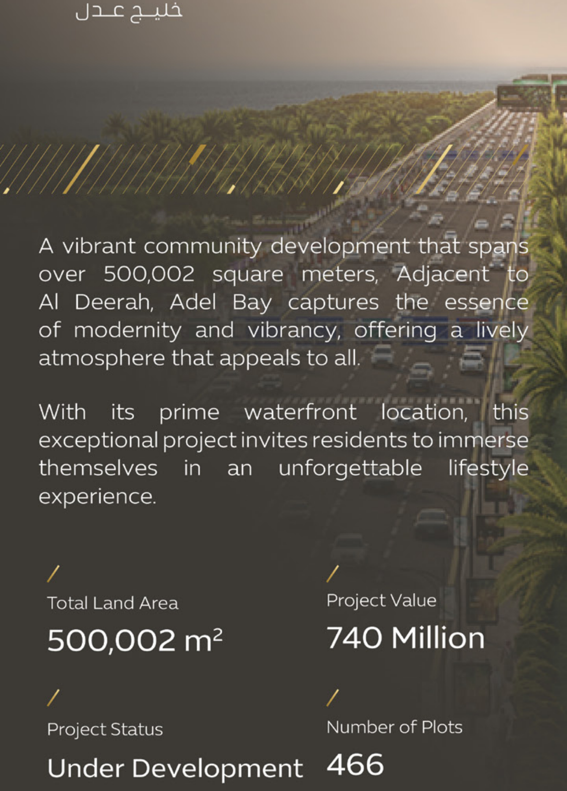


الديرة
ALDEERA
WATERFRONT

الديرة
ALDEERA
WATERFRONT

ADEL BAY

خليج عدل



A vibrant community development that spans over 500,002 square meters, Adjacent to Al Deerah, Adel Bay captures the essence of modernity and vibrancy, offering a lively atmosphere that appeals to all.

With its prime waterfront location, this exceptional project invites residents to immerse themselves in an unforgettable lifestyle experience.

Total Land Area	Project Value
500,002 m²	**740 Million**
Project Status	Number of Plots
Under Development	**466**

ADEL BAY
خليج عدل

Our Managment Team

Management Team

Ibrahim Al-Nemer

Chairman

Bandar Al-Shehri

Chief Executive Officer **(CEO)**

Fouzy Al-Marzooq

Chief Investment Officer **(CIO)**

Sajjad Haider Sayed

Chief Financial Officer (CFO)

Initiatives

Adel Initiatives

Building Connections and

Enriching Communities

Our commitment to vibrant living led to the development of a 3-kilometer service road along King Fahd Road, easing traffic and enhancing travel efficiency. Alongside this, we created two parks covering 72,000 square meters and a stunning 140,000-square-meter waterfront in Plot 1316, offering recreational opportunities and showcasing the region's natural charm while promoting sustainable urban growth. These projects showcase the region's natural beauty while offering diverse recreational amenities for families and visitors, contributing to an enriched lifestyle and sustainable urban development.

Dammam Waterfront

Introducing the Dammam Waterfront, the Eastern Province's newest and most vibrant seaside destination. Covering 140,000 square meters, it offers lush green spaces, scenic trails, cycling paths, and serene waterfront views. Perfect for families, athletes, and relaxation seekers, the park is more than a recreational area—it's a community hub where nature and activity come together in harmony.

Key Elements

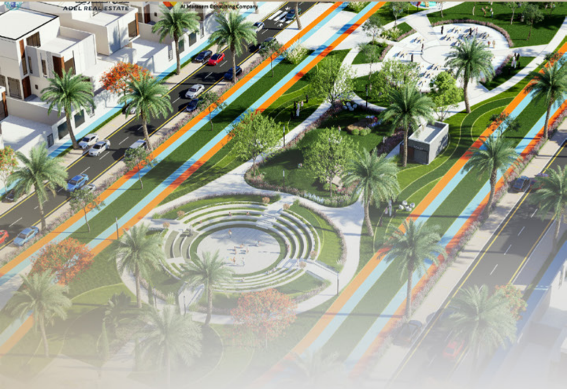
- Restaurants and Cafes
- Outdoor Jungle Gym
- Ample Parking
- Green Walkways and Pavements
- Seaside and Beach Walkways
- Cycling Routes
- Events Area
- Kid's Playground
- Shaded Outdoor Seating

Adel Park I

Located in the heart of Adel District, Adel Park 1 spans 70,000 square meters, offering a vibrant retreat that combines recreation, sports, and relaxation in a stunning setting. With amenities ranging from sports facilities and playgrounds to tranquil green spaces, the park is thoughtfully designed to cater to families, athletes, and nature enthusiasts. More than just a recreational space, it is a community destination where nature and connection flourish.

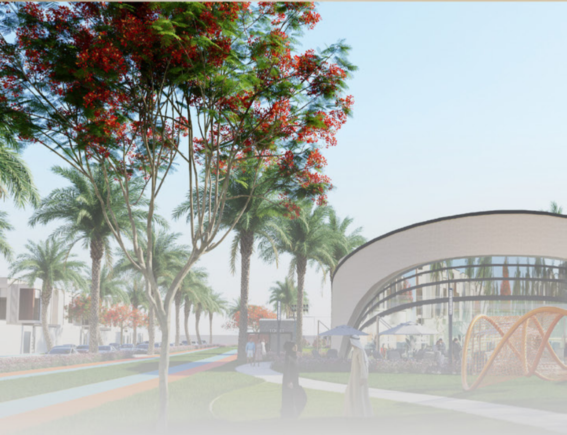
Key Elements

- Dining Areas
- Tennis Courts
- Football Court
- Outdoor Fitness
- Cycling Paths
- Scenic Walkways
- Shaded Areas
- Event Space



Adel Park 2

Adel Park 2, located within the vibrant Adel District, is a beautifully crafted recreational haven that offers something for everyone. With its lush green spaces, shaded seating areas, and a wide array of leisure and sports facilities, the park serves as a central community hub where people of all ages come together. Families can enjoy quality time, sports enthusiasts can stay active, and nature lovers can find tranquility amidst the park's scenic beauty. More than just a park, it's a place where connections are built, memories are made, and the outdoors is celebrated in all its charm.



Key Elements

- Football Court
- Lush Green Spaces
- Shaded Seating Areas
- Scenic Walkways
- Dining and Refreshments zones
- Kids' Playgrounds
- Tennis Courts
- Pond with Water Features

Cycling Trails

Highway 60 Development

Adel Real Estate continues to enhance infrastructure and connectivity with two impactful projects. The Highway

60 upgrade, a gift to the municipality, improves traffic efficiency, safety, and access while introducing sustainable pathways for pedestrians and cyclists. Additionally, the King Saud Road extension connects the King Fahd Road suburb to the Akhail project, reinforcing the main road network, improving access to Riyadh, and supporting new developments. This initiative embodies Adel Real Estate's commitment to developing integrated, connected communities.

Key Elements

- Strategic Connectivity
- Enhanced Accessibility
- Community-Centric Design
- Urban Development Boost
- Future-Ready Infrastructure

Success Partners

وزارة البلديات والإسكان
Ministry of Municipalities and Housing

REGA
الهيئة العامة للعقار
REAL ESTATE GENERAL AUTHORITY

هيئة تطوير المنطقة الشرقية
Sharqia Development Authority

الأول
SAB

مصرف الإنماء
alinma bank

بنك البلاد
Bank Albilad

أريب كابيتال
السعودية
AREEB CAPITAL

انساب
ansab

رؤية
Roaya

EY
Building a better
working world

بنك الرياض
Riyad Bank

KPMG

BSF

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