

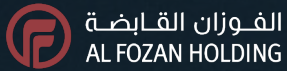
اجدان  
AJDAN

01

Ajdan Profile



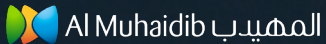
## Our Shareholders



الفوزان القابضة  
AL FOZAN HOLDING

As Saudi Arabia's most renowned family business, and over the course of its 60-year existence, the company has a vastly diversified investment portfolio that spans a multitude of industries, including retail, manufacturing, real estate, and trading.

Al Fozan Group is a respected and prosperous conglomerate with operations throughout the GCC and Middle East. Led by a talented team of professionals, Al Fozan Group has evolved and diversified over the years.



المهيدب  
Al Muhaidib

Recognized as one of the largest investment groups in the Middle East for almost 80 years, Al Muhaidib Group have invested in companies across a wide range of public and private sectors in Saudi Arabia and across the region.

Al Muhaidib Group is a wholly Saudi-owned company. It holds a significant stake in many leading organizations in KSA and beyond, with a focus on core sectors – Food & FMCG, Real Estate, Building Materials, Construction & Utilities, Industrial & Infrastructure and Portfolio & Financial investments.

## About Ajdan

Ajdan Real Estate Development Company was to enrich people's living quality through design-driven real estate developments. We develop projects ranging from mixed-use to residential, commercial, and hospitality.

### Mission

To be the leading national real estate developer for quality lifestyle developments.

### Vision

To create exceptional projects that elevate the lives of communities through our design excellence.

# Board of Directors



**ABDULLAH ALFOZAN**  
CHAIRMAN

Chairman,  
Alfozan Holding



**ESSAM ALMUHAIDEB**  
VICE CHAIRMAN

Chief Executive Officer,  
AlMuhaideb Group



**SAYER ALSHAMMARI**  
BOARD MEMBER

VP of Real Estate Investments,  
AlMuhaideb Group



**ABDULATIF ALFOZAN**  
BOARD MEMBER

Chief Operating Officer,  
Alfozan Holding



**ABDULKADIR ALMUHAIDEB**  
BOARD MEMBER

Senior Portfolio Manager,  
AlMuhaideb Group



**MOHAMMED ALBALAWI**  
BOARD MEMBER

Chief Executive Officer,  
Bawan Group

# Our Team



**MOHAMMAD AL OTAIBI**  
CHIEF EXECUTIVE OFFICER

18 years experience in real estate development and project management. Masters in Architecture Engineering, Dammam University.



**TURKY ALMARSHEDI**  
CHIEF SUPPORT SERVICES OFFICER

24 years of experience in real estate & properties management, HR, administration, and support services.



**EMAD ALZAKHNOON**  
DIRECTOR OF COMMERCIAL

17 years experience in strategy and business development across various sectors. BSc in Marketing and MBA, KFUPM.



**HASHIM AZZOUZ**  
MARKETING DIRECTOR

22 years of diverse experience in Marketing strategy, corporate communications in banking, insurance and financial business sector. BBA, University of South Africa



**MOHAMMED ALENIZI**  
DIRECTOR OF LEGAL AFFAIRS

17 years experience in legal practice and corporate governance. Bachelors in Law, Imam Mohammed bin Saud Islamic University.



**ABDULAZIZ ALDAMEGH**  
SALES MANAGER

15 years experience in real estate residential and land sales, Business Management Diploma, IPA.



**MOHAMED ALZAHABI**  
CHIEF DEVELOPMENT OFFICER

30-year experience in real estate project management of projects across the Middle East. BSc in Civil Engineering, Alexandria University.



**AYMAN SALMAN**  
CHIEF INVESTMENT OFFICER

14 years experience in investment management and advisory in real estate and private equity. BSc in Management, University of Wales.



**MUTHUKUMARAN SURESH**  
CHIEF FINANCE OFFICER

28 years experience across multiple industries ranging from real estate, big 4, banking, and investment. Bachelor of Commerce, Madras University, CA (India).



**MICHAEL FEJSA**  
CHIEF PROPERTY OFFICER

18 years experience in facilities management. BSc in Manufacturing Engineering Technology, University of Technology, Sydney.



**ATEEQ MOGAL**  
LIFESTYLE & LEASING DIRECTOR

28 years of experience in commercial leasing, MBA, Cardiff University.

# Services

1

Development &  
Management

2

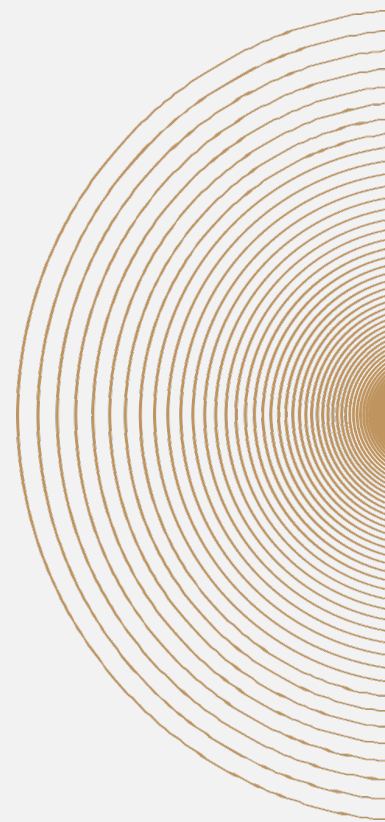
Sales, Lease &  
Marketing

3

Property  
Management

4

Asset Management/  
Investment



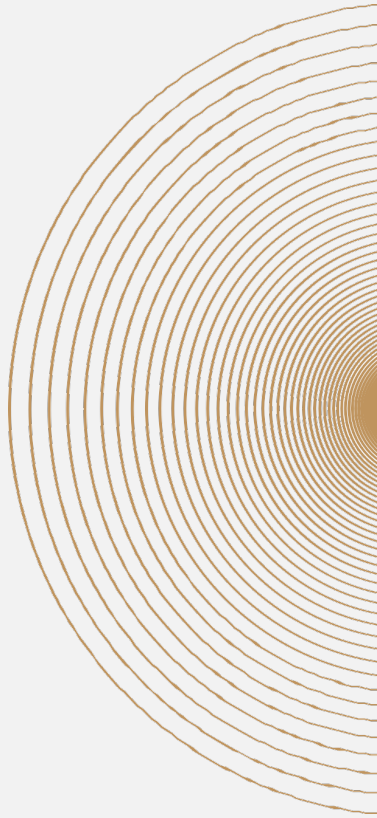
## Subsidiaries



Contracting



Property & Facility  
Management



# Track Record

## Developer of Lifestyle

**SAR 12 Billion**  
Assets under Development

**SAR 4 Billion**  
Assets under Management

Ajdan has accumulated development management expertise of SAR 2 billion in project value representing more than 550,000 square meter of executed development across commercial, hospitality, and affordable and luxury residential assets.

Our selective portfolio of architecturally noteworthy developments from ground up new destinations to revitalized landmarks that define the city's skyline includes Ajdan Waterfront, Infiniti, Khobar's Water Tower, and more than 1.5 million sqm worth of projects in the pipeline.

A driving principle, our commitment to excellence is at the core of every aspect of the company's investment and development decisions. Our track record in creating value stems from our ability in locating and assessing opportunities, preparing and implementing rigorous development strategies, collaborating with world-class designers and respected local contractors, financing and investing, all the way to handling full-scale operations.

### Executed

**50k sqm**  
Commercial Space

**1,421**  
Residential Units

### Pipeline

**227k sqm**  
Commercial Space

**5,864**  
Residential Units

**470**  
Room Keys

### Awards



**2023**  
Developer of the Year  
REDS Industry  
Choice Awards



**2020**  
Ajdan Walk  
Prix Versailles  
Awards

**Cityscape**

**2018**  
Emerging Markets  
Cityscape  
Awards





# Ajdan Waterfront

Ajdan Waterfront is an award-winning mixed-use development in Khobar and the first of its kind in the region.

The vision behind “Ajdan Waterfront” was to create a unique destination for residents, visitors, and businesses where people experience a true urban lifestyle in Khobar’s vibrant and prestigious area of Corniche. The project’s components comprise a luxurious residential and hospitality towers alongside prime retail and F&B space.

The project has been successful in crafting a unique identity and sense of place. On a large scale, this translates into the distinctive and dramatic skyline or landmark that has become a postcard image. On a smaller scale, it is reflected in the sense of arrival and place, which is the result of both the experiences on offer, events taking place, and more importantly in the design, landscaping, and architecture.

In recognition of its exceptional design, Ajdan Walk was honored with the Emerging Market award by Cityscape Dubai in 2018, as well as the Architecture and Design Award from Prix Versailles in 2020.

The project's creation of a recognizable landmark has played a major role in enhancing the brand equity of Ajdan and establishing a strong customer base, setting the stage for successful future developments.

Additionally, the development's success was further highlighted by its acquisition by Sedco Capital. Shortly after Ajdan Walk's completion in 2019, Sedco Capital purchased the property for a value of SAR 345 million. Three years later, they also acquired Ajdan Cinema for SAR 164 million, demonstrating the project's persisting value and appeal.

## Facts & Figures

1.4 B SAR

Project Value

37.4k

Site Area (sqm)

132k

Built-up Area (sqm)



**AJDAN RISE**  
Luxury Seafront  
Residence



**AJDAN FAIRMONT**  
Five Star Guest  
Experience



**AJDAN WALK**  
Award Winning Open-  
Air F&B Village

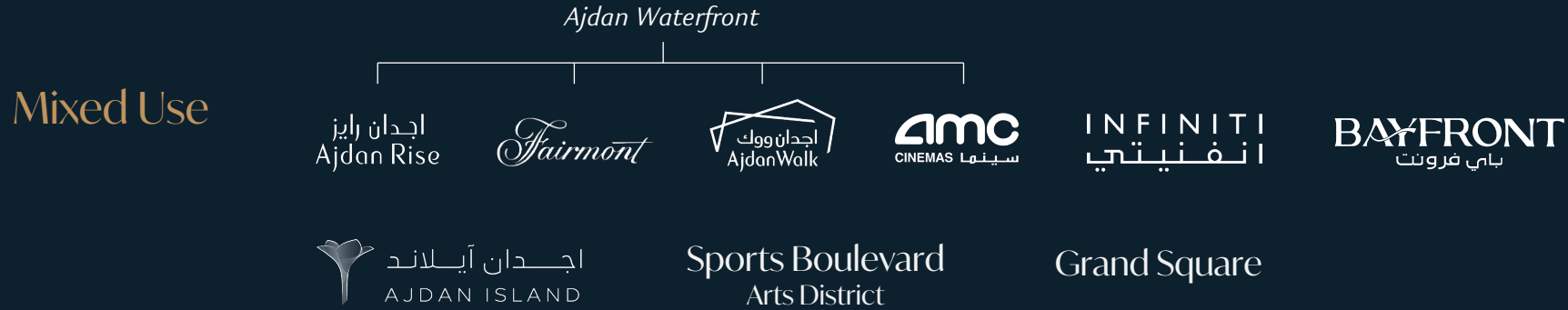


**AJDAN CINEMA**  
Elevated  
Entertainment





# Ajdan Portfolio



## Residential

البحيرات  
THE LAKES

راسين  
RASEEN

المهندية

الرايية

داره | المدينة

داره | الفرسان

داره | قمرة

داره | سدائم

داره | امكة

## Cultural

نبض الخبر

البيت  
WAGAT ALAWAMA

02

Projects Pipeline






# Fairmont Ajdan Al Khobar

One of the world's finest international hotel chains will be the 5-star operator of the Ajdan hotel property. In addition to the largest ballroom in the Eastern Province, the hotel features a variety of food and beverage offerings including a vibrant lobby lounge, fine dining in specialty restaurants, gourmet cafes and a range of leisure facilities.

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#### ADDRESS

 Corniche road, Khobar

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#### USE

Hospitality  
F&B

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#### AREAS

6.8k

Site Area (sqm)

34k

Built-up Area (sqm)

160

Hotel Keys





# Infiniti by Ajdan

An integrated mix-use lifestyle community overlooking the eastern coast of Al-Khobar, where the components of shopping, entertainment, luxury residence, and hospitality meet. The name Infiniti is derived from the pools that give an infinite captivating perspective.

## ADDRESS

📍 Corniche road, Khobar

## USE

Residential  
Retail

## AREAS

<b>46k</b>	<b>187k</b>	<b>486</b>	<b>17k</b>
Site Area (sqm)	Built-up Area (sqm)	Residential Units	NLA (sqm)






# Bayfront by Ajdan

Awarded by Almuheidib Group (AMG) to Ajdan, Bayfront is a world-class seafront transformation that is creating a new destination for Saudi Arabia's East Coast. Cutting edge architecture meets unobstructed sea views, creative place-making and perfectly curated lifestyle amenities to deliver a luxury lifestyle offering like no other.

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#### ADDRESS

 Corniche road, Khobar

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#### USE

Retail  
F&B

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#### AREAS

<b>100k</b>	<b>21k</b>
Site Area (sqm)	NLA (sqm)





# Nabdh Al Khobar by Ajdan

Aiming to enrich the tourism & shopping experience bringing both visual and social amusement, the design concept was inspired by the architectural heritage of the Eastern Province, enhanced by modern elements. The project will offer a variety of retail space, whether for agricultural products, restaurants and cafes, in addition to hosting creative artistic events, and spaces for family entertainment.

## ADDRESS

 Olaya District, Khobar

## USE

Cultural  
Retail and F&B

## AREAS

<b>50k</b>	<b>33k</b>
Site Area (sqm)	NLA (sqm)







# Sports Boulevard Arts District

The Sports Boulevard Foundation (SBF) aims to create a green spine in Riyadh that connects the city, facilitates sports adoption, and enhances the overall quality of life. The Arts District, one of the 8 Investments zones of the Sports Boulevard, has been awarded to Ajdan to develop into a one-of-a-kind mixed-use destination.

ADDRESS

Mohammed bin Salman road, Riyadh

USE

Office                      Residential  
Retail and F&B

AREAS

<b>39.3k</b>	<b>240k</b>	<b>100</b>
Site Area (sqm)	Built-up Area (sqm)	NLA (sqm)






# Grand Square by Ajdan

Grand Square is a modern mixed-use development concept comprised of two mid-rise buildings housing residences, offices, and a hotel and anchored by a lively open-air retail complex.

## ADDRESS

 King Abdulaziz road, Jeddah

## USE

Office	Residential
Retail and F&B	Hospitality

## AREAS

<b>47k</b>	<b>70</b>	<b>117</b>	<b>43k</b>
Site Area (sqm)	Hotel Keys	Residential Units	NLA (sqm)





# The Lakes by Ajdan

The first gated community offering a luxury lakeside lifestyle, providing a high level of security, safety and privacy with extensive green spaces, parks and gardens within the village for family recreation.

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#### ADDRESS

📍 King Abdulaziz road, Dhahran

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#### USE

Residential  
Community Retail

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#### AREAS

930k	905
Site Area (sqm)	Villas






# Raseen by Ajdan

In collaboration with ROSHN, a PIF backed mega-project developer, Ajdan is to sub-develop over 279 villas with- in Roshn's mixed-used community "SEDRA" in North East Riyadh.

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#### ADDRESS

 Sedra, Riyadh

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#### USE

Residential

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#### AREAS

**171k**  
Site Area (sqm)

**586**  
Villas





# Darah Housing Projects

Darah is Ajdan's housing development program in partnership with the National Housing Company. The program aims to deliver quality residential villas aimed at enabling citizens to own suitable homes at competitive prices.

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#### Cities

Riyadh, Jeddah, Makkah, Madinah, and Safwah

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#### USE

Residential

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#### AREAS

2,702

Total Units



# Our Partners



اجدان  
AJDAN

[AJDAN.COM](http://AJDAN.COM)