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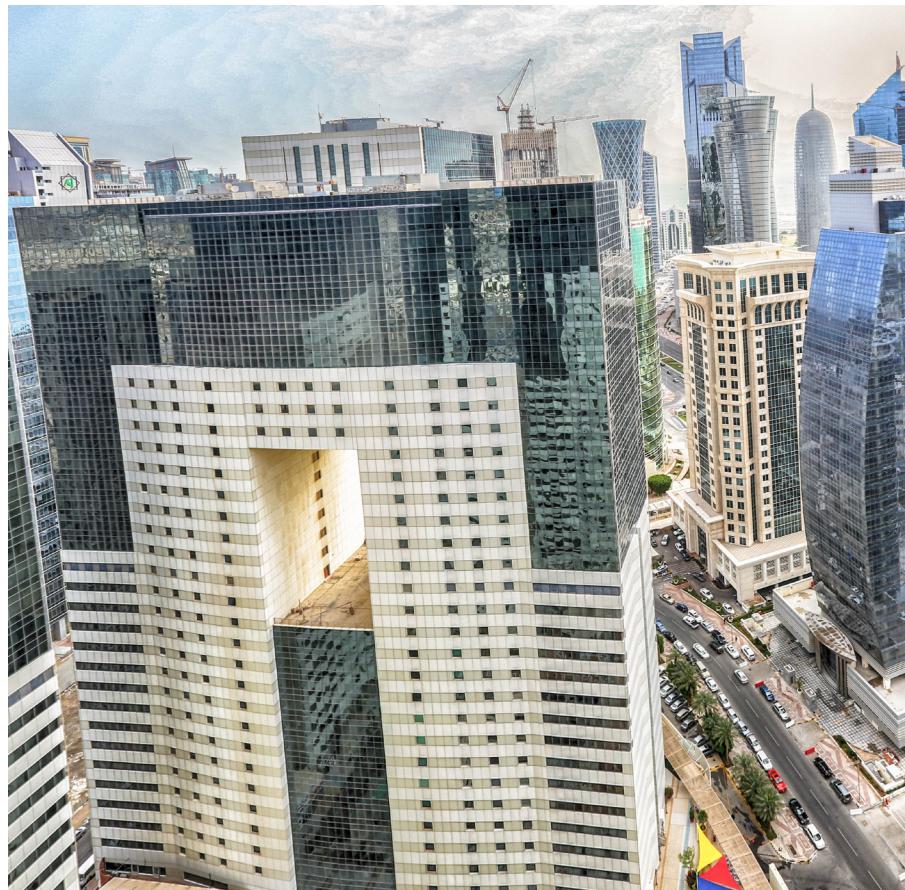
# EZDAN

## REAL ESTATE IN BRIEF

Ezdan Real Estate operates under the umbrella of Ezdan Holding Group and owns huge multipurpose real estate projects in different parts of Qatar, and it has assumed a high position thanks to its long experience inspired from the mother company, which is one of the oldest successful companies in the field of real estate development. The Group is working on the completion of several real estate projects that will contribute in shaping the future of the state of Qatar.

Ezdan Real Estate was able to achieve tangible successes at the local level and became a major player in the history of the real estate market in Qatar through giant projects it has executed and managed to become a legacy and a pioneer in the field of development and real estate investment in the Middle East, particularly in the fields of leasing and property management.

The Group has a variety of approximately 29,000 real estate units, in vital areas of the city of Doha and outside Doha, as in Al Wakrah an Al Wukair area.



→ EZDAN TOWERS

## **VISION**

Achieve leadership and excellence and keep up with the incessant development of investment in the real estate sector, as well as realize the highest growth rates and respond to the requirements and needs of the community.

## **Mission**

Offer the best real estate services to cope with the latest international standards at competitive prices, contribute to the renaissance of the State of Qatar, and support the local economy.



EZDAN VILLAGE AL WAKRAH



# STRATEGIC OBJECTIVES

Ezdan Real Estate seeks through its operations and multidisciplinary real estate, construction and service projects to target a number of goals hereunder specified:

- Create diverse and modern real estate services to be launched for the first time in the Qatari market.
- Contribute to the development and growth of the local real estate market.
- Participate in meeting the needs of the contemporary renaissance, in line with Qatar Vision 2030.
- Build a strong relationship with the company's customers based on mutual trust.
- Expand of the company's investments in all real estate areas, including property management.
- Provide housing in different parts of the country at competitive prices to suit everyone.



# VALUES

- Honesty and transparency with the company's customers.
- Diligence to achieve the well-being of dwellers and meet their needs.
- Compliance with the modern urban development principles to cope with the contemporary requirements and the rapid market developments.
- Belief in the significance of preserving the environment through reconstruction and care for the infrastructure.
- Commitment to the spirit of creative work in order to realize perfect future results.

# PROPERTIES

## COMPOUNDS AND BUILDINGS IN DOHA

Ezdan Group Holding possesses distinctive real estate projects and several residential towers in the city of Doha. These projects are strategically located in the heart of the capital, overlooking the traditional Souq Waqif. Such towers include Al Rayyan Towers. There are up to 4,339 housing units owned by the Group in Doha, noting that Al Rayyan Towers represent the largest in terms of residential units, reaching 910 as well as Al Shamal Compound with 385 units. It is worth mentioning that these compounds are known for their luxurious features and the variety of services and amenities they provide for dwellers, offering appropriate necessary maintenance services as well.





⊕ MUSHEIREB COMPOUND

## PROPERTIES IN DOHA ARE LOCATED IN THE FOLLOWING AREAS :

- Musheireb .....
- Bin Mahmoud .....
- Al Gharafa .....
- Duhail .....
- Umm Ghuwailina .....
- Al Hatmi .....
- Doha AL-Jadeeda .....
- Abdul Aziz .....
- Bin Dirham .....



## RESIDENTIAL BUILDINGS AND COMPOUNDS IN AL WAKRAH AND AL WUKAIR

Both cities of Al Wakrah and Al Wukair represent the largest concentration of housing units owned by the Group, reaching 15,162 units spread over five different regions. These compounds comprise a variety of housing units of diverse areas, including villas and flats of one bedroom up to three bedrooms. Several good services are provided, including maintenance, mosques, shops and health clubs for the tenants.

## COMMERCIAL UNITS

The Group owns about 228 business units to provide services for the commercial sector in all its various activities, ranging from shops, exchange outlets, nurseries, among others.

## DISTINCT REAL ESTATE PROJECTS

Ezdan enjoys an excellent track of record in real estate development and a large number of projects, a group of its projects maintain distinct imprint and constitute a witness on the latest Ezdan has creatively developed in construction projects, including:

### ⇒ AL RAYYAN TOWERS COMPOUND

Ezdan Holding Group has launched Al Rayyan Towers in the heart of Doha area during the last quarter of 2013. The project includes eight towers containing 910 apartments spread on an area of 145,000 square metres. Al Rayyan Towers project is located in a very privileged area close to Souq Waqif, with a distinct view over Doha Corniche, which provides a great deal of comfort to all its tenants, in addition to the fact that the towers are near the main streets of vital areas as well as commercial complexes in the country.



⇒ AL RAYYAN TOWERS COMPOUND

### ⇒ AL SHAMAL COMPOUND

Ezdan Holding Group has officially opened Al Shamal Compound in the beginning of 2014, in front of Ezdan Mall on al Shamal Road. Al Shamal Compound is spread over an area of up to 115,000 square meters, including 129 luxury villas, 256 distinct apartments and a four-star Hotel. The compound enjoys high level of finishing and advantaged residential units, the fact that will contribute to make a quantum leap in the level of housing units available in the local real estate market. The project includes also an array of services and amenities like swimming pool, shops, nurseries, restaurants and a variety of services for the welfare of the compound's dwellers.



⇒ AL SHAMAL COMPOUND



# SERVICES

Besides its array of projects, the Group has been keen also to provide complete services through Ezdan Real Estate Company to its tenants and customers in all its projects. Such keenness aims at ensuring tenants comfort and meeting their needs as well as providing the necessary facilities for pleasant and distinctive stay. These services include:

- 24/7 Security services
- 24/7 customer contact Center
- Comprehensive and free maintenance services
- Diverse outlets to meet the tenants' daily needs and requirements
- Health Club
- Swimming pools, kids playgrounds, and sport courts
- Shaded parking lots



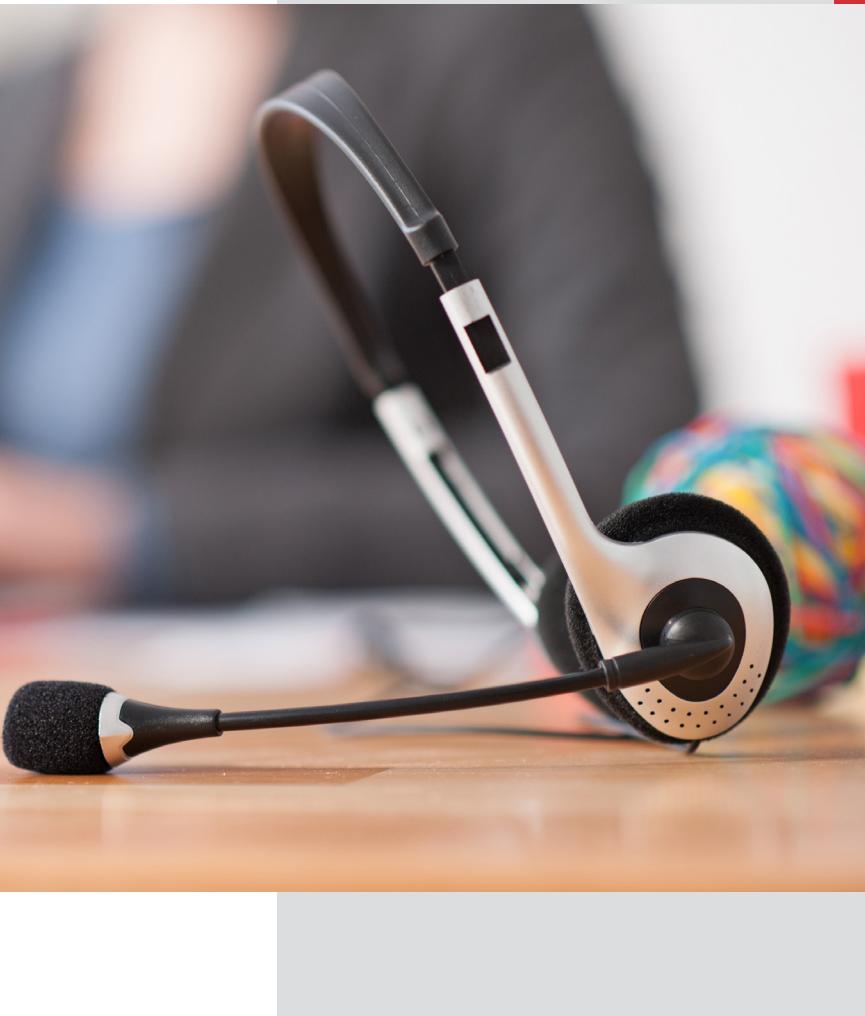
# “SAKIN” SERVICE



Ezdan Real Estate Company has launched a new service called “Sakin Center” that aims to provide integrated leasing services. The launch came in the framework of the Company’s efforts to provide affordable and flexible solutions to facilitate contracting and leasing procedures. The new service is made available through two branches (Sakin Center, Doha – Sakin Center, Al Wakrah) to provide leasing, maintenance, utility and customer care services, as well as payment.

“Sakin” service further facilitates procedures for customers wishing to join Ezdan real estate community and benefit from its products. The service offers all necessary facilities in Ezdan Compounds and Villages through two branches; Ezdan Village (9) branch that caters to Al Wakrah and Al Wukair residents, and Ezdan Towers West Bay branch at the 1st floor of the tower2, which serves Doha residents. The branches operate from 7:30 AM to 9:00 PM all week days except Friday.





## CUSTOMER CONTACT CENTER

Our Contact Center is open 24 hours daily to respond to customer inquiries and handle the wide range of tenants' requests such as maintenance and facilities services, leasing, and others. All tenants enjoy great attention and are given top priority by a professional and competent team to ensure prompt and effective provision of services, as well as to respond immediately and effectively to requests of tenants and customers alike.

## CUSTOMER CARE CENTER

Ezdan Real Estate Company has been keen to support its consolidation of the Customer Care Center since its inception. The center seeks mainly to provide care and pay better attention to customers through the efforts of its team in Sakin Center or the staff responsible of dealing with complaints received through social networks, Website or e-mail. Furthermore, Customer Care Center strives to provide better services through conducting periodic questionnaires to evaluate customers' satisfaction and measure their contentment according to business standards adopted in the company.

The center also provide supplementary services to all dwellers such as house cleaning, car wash, sports activities and other. This is in addition to the great success and milestone realized by the new loyalties program (Ezdan Discount Card – EDC), which had expressively demonstrated a significant added value to the center and particularly to the top-notch services provided by the center to its customers through the provision of an array of advantages and privileges offered by our scheme partners in various sectors.

# PROPERTY MANAGEMENT

Property Management section is regarded one of Ezdan Real Estate sections engaged in the management of others property and running. Among the most prominent projects, managed by the section is the following:

## AL FURJAN MARKETS PROJECT

The main objective of Al Furjan Markets is to be service-oriented rather than making profits, and that is by reducing mobility burden of dwellers of underserved areas. Through real estate property management, Ezdan Real Estate Company runs up to 308 shops in 21 of Al Furjan markets spread over different areas (Jaryan Nujaima, Umm Sunaim, Rawdat Al Hamam and Almarad). The role of Ezdan Real Estate is based on the conclusion of contracts with Al Furjan Markets' shopkeepers; renewal, ensuring safety and security at the markets in addition to the collection of rents and maintenance work all facility management of Al Furjan Markets.

## CITY MARKETS PROJECT

City Markets Centre is located in the midst of Doha and next to Souq Waqif. The Centre boasts of 69 shops of different activities. We have been assigned the management of the Centre the Private Engineering Office on 01/06/2015, stating that we shall follow up all management operations actions in the market. We are indulged only in the collection of rents, renewal of contracts and tenants commercial licenses, but for other services such as security, maintenance and cleaning, the Private Engineering Office is the one in charge of that.





## WORKERS HOUSING COMPLEX – THE INDUSTRIAL ZONE

We have been mandated the management of the complex in April 2014, noting that such project is a residential complex located in the Industrial Area and contains a number of housing units allocated for staff and workers, in addition to a number of commercial outlets and administrative offices over a total area estimated at 49,248,25 square meters.

Property Management Department operates under the umbrella of Ezdan Holding Group in managing the marketing, both leasing and maintenance operations and follow them up. It should be noted that the Group signed pacts with several private companies in order to provide all necessary requirements for the complex such as security, hygiene and the withdrawal of sewage water and waste disposal services.

## AL ASMAKH PROJECT

The project is composed of a set of residential buildings, shops and popular houses. Such area is considered the oldest in the State. The project had been assigned to Ezdan Holding Group after expropriation for contracts renewal and the collection of rents, vacant shops and residential units with new contracts and follow-up rents and arrears as well as supervision of the entire area. These building are regarded old and therefore there is a project to gradually demolish the buildings and rehabilitate them by the state in order to become similar to shops, cafes, and hotels of Souq Waqif and to be more organized in a modern way to be re-leased afterwards.

## EZDAN VILLAGE (3)

The property management is in charge for managing (79) villas out of (961) residential units within Ezdan village (3) in Al Wukair area. These villas were sold out in July 2014, in a framework of a project aimed to support the Qatari youth to invest or live in. Ezdan has conducted renovation operations in the villas, replacing all the furniture and granted free maintenance and services for a full year to the new owners.

# PROJECTS UNDER CONSTRUCTION



## EZDAN OASIS

Pursuant to a partnership agreement with SAK Holding Group, Ezdan Holding Group intends to complete a mega multi-purpose real estate project in Al Wakir region, as a huge part of this project will extend to six allocated plots. This project will be composed of residential buildings, including 8,769 furnished apartments of different areas, 1,442 of which are one bedroom apartments, 6,925 two-bedroom apartments and 402 furnished three bedrooms apartments. In addition, it will contain 577 commercial shops for serving inhabitants of this region.

This project will offer several vital facilities to its residents with the latest materials and appliances for meeting the tenants' needs, as it contains amenities like 7 mosques, 5 sports clubs and a hypermarket with a total area 24,474 sqm, an administrative building built on area 2,965 sqm, and two schools with a capacity reaching 1,408 students on an area of 47,752 sqm.

# COMMUNITY SERVICE



Community service occupies a significant section within Ezdan real estate strategy as it has a major impact on society. The company spares no effort in effectively contributing in organizing events and initiatives that will contribute to the preservation of the environment and maintain rational consumption of energy and other resources. In addition, there are other events aimed at introducing the Qatari heritage and others that focus on cultural, religious and awareness aspects.

In this context, the company has organized a variety of events, including Spring Festivals, Health Day as well as the Earth Day, besides other initiative such as tree planting initiatives in cooperation with the municipalities and community policing. In addition to open its compounds for the public during activities and competitions held on the occasion of the Qatar National Sport Day.



## AWARDS

In its first edition in the State of Qatar, Ezdan Holding Group has won the Enterprise Agility Award 2014 in the real estate sector, which is run and managed by Ezdan Real Estate Company. Organized by the “Entrepreneur” magazine in collaboration with Barclays, the Award came to honour and recognise the Group’s successes and long experience in this key sector. Ezdan Holding Group won this award for its outstanding performance and excellence in the Qatari real estate industry, in addition to the diversity of the products it offers in various other sectors, which puts Ezdan Holding Group in the lead position among real estate companies in Qatar and the region.

Ezdan Holding Group came second most powerful real estate company in the State of Qatar, in addition to being the 17th among all sectors within a list of 500 most powerful Arab companies, according to Forbes Magazine in 2013.

For two consecutive years 2011 and 2012, Ezdan Holding Group (formerly as Ezdan Real Estate Company) was awarded ‘Real Estate Company of the Year’ Award in the State of Qatar at the Arabian Business Awards ceremony. Ezdan came among the three largest Qatari Companies, according to the “Financial Times”, which included only seven companies in the MENA region.