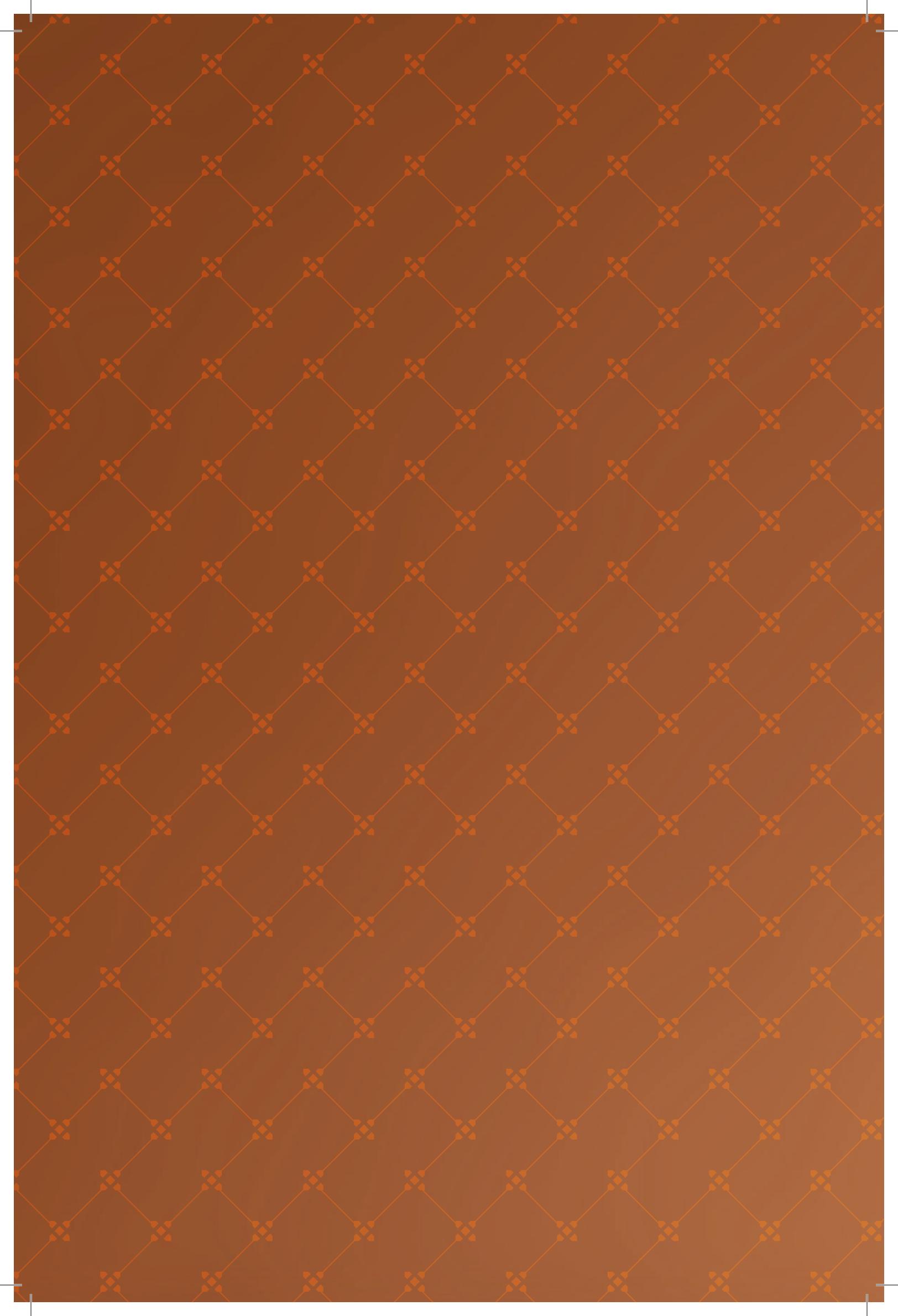
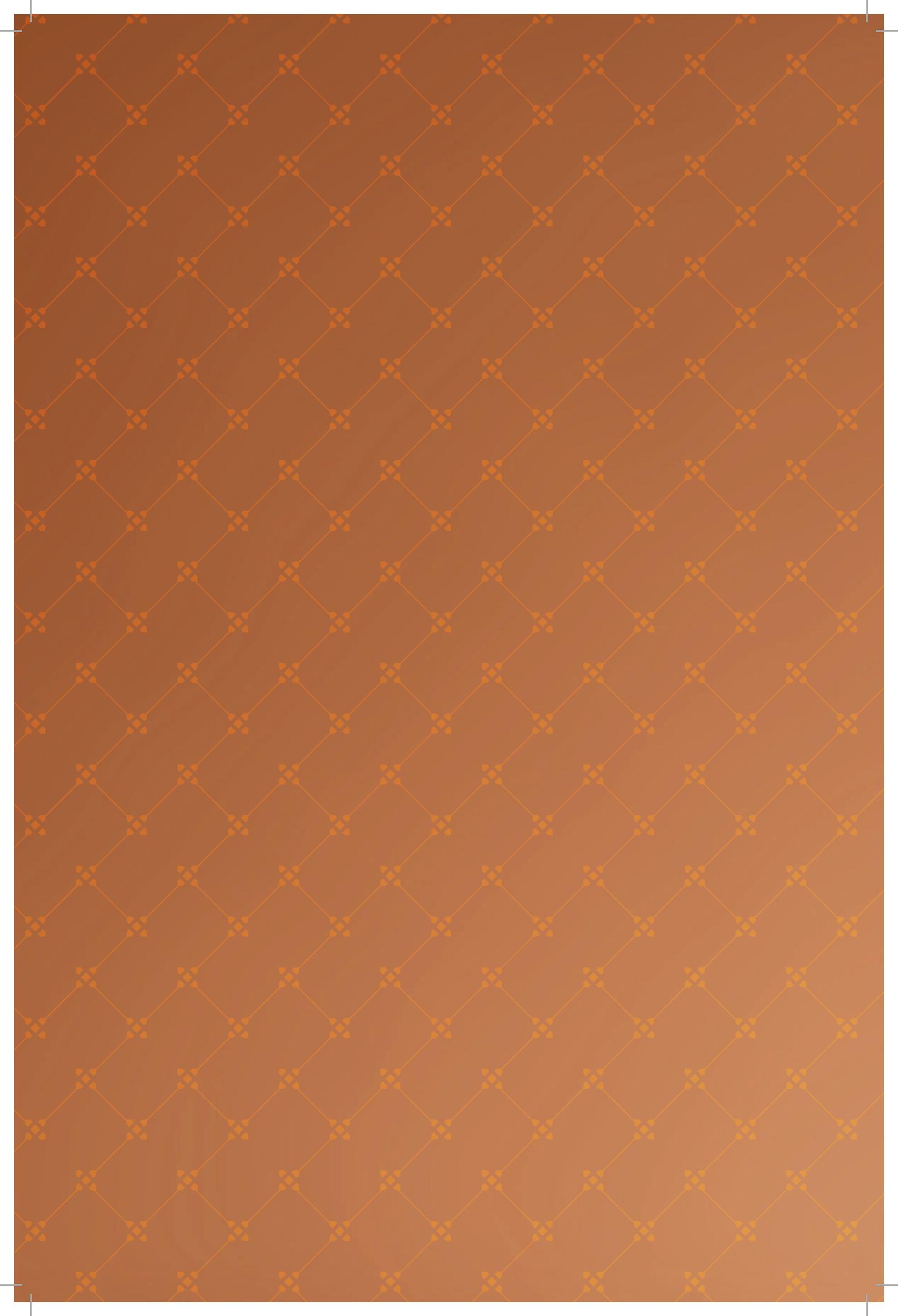
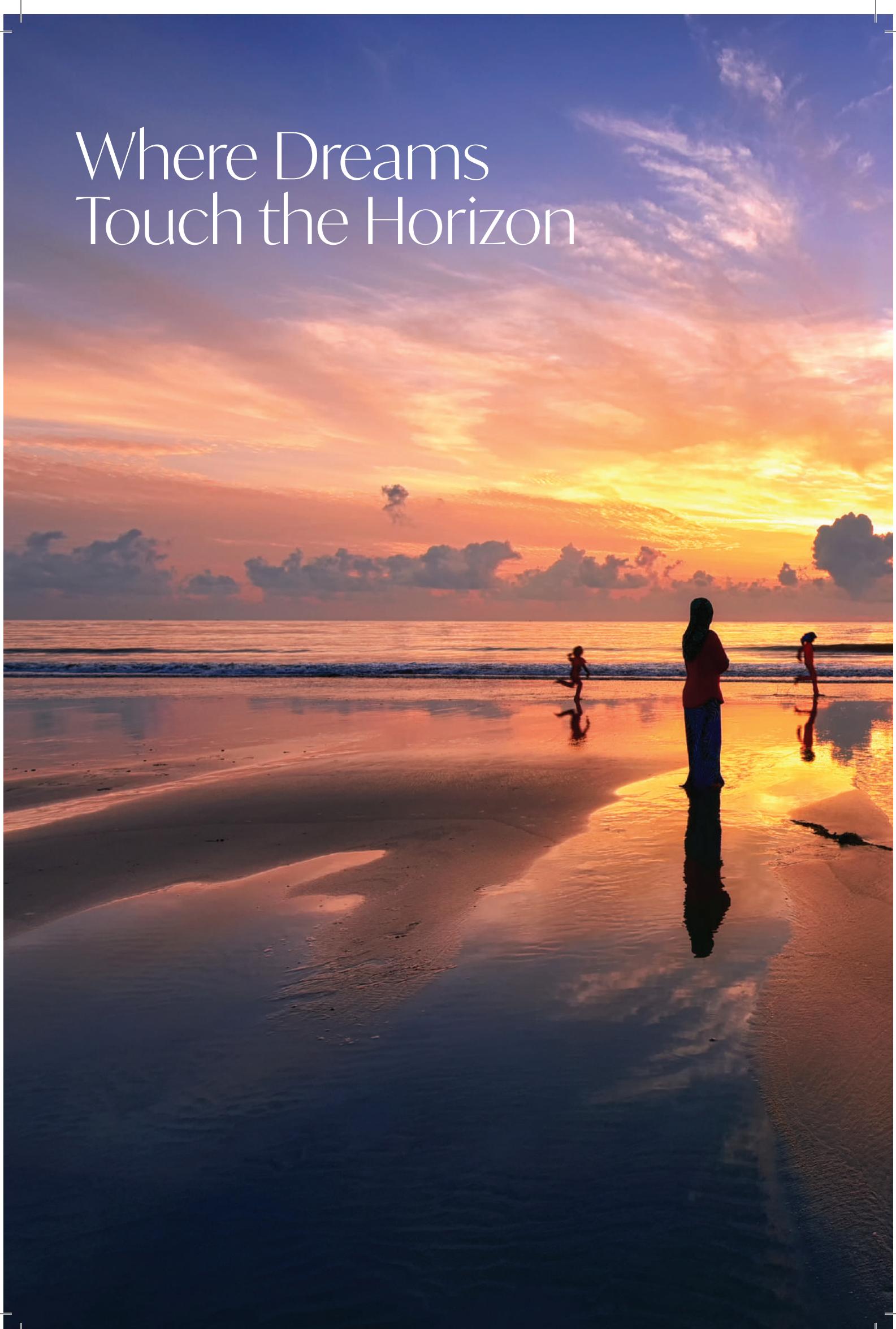


اجدان
AJDAN





Where Dreams Touch the Horizon



A full-page background image of a sunset over a beach. The sky is filled with vibrant orange, yellow, and blue clouds, with the sun low on the horizon. The ocean waves are visible, and their colors are reflected in the shallow water on the sandy beach in the foreground.

Ajdan's story is built on inspiration, growing from a vision to create a legacy of inspirational lifestyle choices and opportunities through excellence in design, a commitment to quality, and uncompromising standards of architecture and craftsmanship.

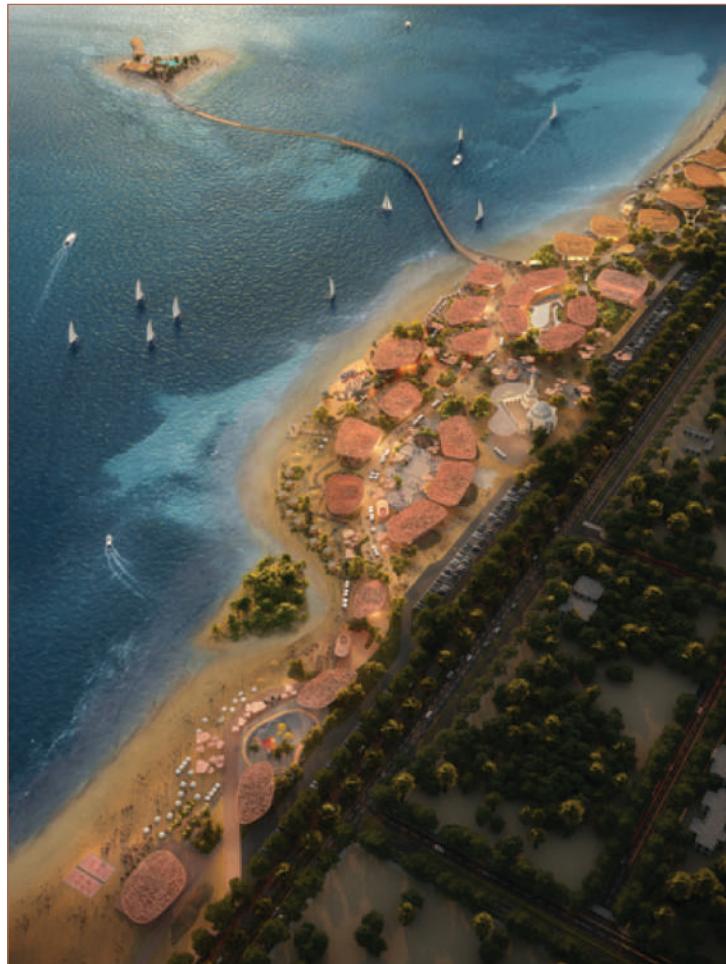
The company's portfolio includes exemplary landmarks such as the multi award-winning Ajdan Waterfront, the first and most visited mixed-use destination in the Eastern Province, Bayfront (the first-of- its-kind beach in the

Kingdom of Saudi Arabia), and the iconic Ajdan Island, as well as comprehensive communities like The Lakes and the colossal Infiniti by Ajdan.

Ajdan's extensive portfolio also includes cultural destinations, contemporary villas, as well as various mixed-use communities.

The company remains committed to elevated thinking, inspirational outreach, and creativity, driving its exponential growth in the region in new and exciting directions.

CRAFTING COMMUNITIES, REDEFINING REAL ESTATE



HRH Prince Mohammed bin Salman, the Crown Prince's statement that the Kingdom is "the biggest success story of the 21st century" underscores the ambitious and transformative efforts underway in the Kingdom of Saudi Arabia, particularly in the context of Vision 2030, which includes significant developments in the real estate sector and beyond. The appeal of Saudi Arabia, particularly its real estate market, has been nothing short of remarkable over the past few years. The sector has witnessed profound growth and transformation, and this rapid expansion is mirrored in the residential real estate segment, projected to grow from USD 187.20 billion in 2024 to USD 284.90 billion by 2029 at a CAGR of 8.77%. These figures underscore the dynamic and fast-paced evolution of the real estate landscape in the Kingdom, highlighting its growing prominence as a global investment hub. The Vision 2030 initiative aims to increase the real estate sector's contribution to GDP from 5 to 10 percent.

The story of AJDAN began almost simultaneously with the onset of rapid transformation in the kingdom and accelerated a period of dramatic economic development. As its entrepreneurial footprint strengthened, by 2019, the AJDAN Waterfront project had already become a reality.

By 2022 AJDAN Walk attracted more than 5.5 million visitors. As the Eastern Province's first outdoor F&B village and commercial space, its impact goes far beyond an elevated dining experience. For the residents of Khobar, it provides a hub to socialize, a place to walk, and a space to unwind. This project is testament to the importance of creating spaces where people can flourish, showcasing the importance that AJDAN places on local culture, history and sensibilities.

The AJDAN developments are significant in their understanding of current trends and consumer needs, and their intuitive responsiveness to these key triggers. While staying true to its conceptual vision, each project represents and embodies the cultural identity of the cities and neighborhoods in which they flourish, bringing to it new perspectives and elements that in turn nurture and pillar the community. Ultimately, it is a fusion of local culture, global perspective and smart commercial understanding that create destinations of economic importance and sustainability.

AJDAN's portfolio of Services includes:

- **Development & Management**
- **Sales, Leasing & Marketing**
- **Property Management**

PIONEERING REAL ESTATE FOR MODERN LIVING



Al Fozan Group

As Saudi Arabia's most renowned family business, and over the course of its 60-year existence, the company has amassed 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 headquartered in Saudi Arabia 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.

Al Muhaidib Group

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 the KSA and beyond, with a focus on core sectors – Food & FMCG, Real Estate, Building Materials, Construction & Utilities, Industrial & Infrastructure and Portfolio & Financial investments.

A PORTFOLIO OF EXCEL - LENCE

Established HQ
in Al Khobar



2016

Ajdan Walk
Launch



2018

**Cityscape
Global**

**Emerging Markets
Cityscape Awards
(Ajdan)**

- AJDAN Walk awarded
Best Design award from
Cityscape 2018
- Starbucks at AJDAN
Walk rated one of the
top 12 Starbucks to visit
in the Middle East



2020



**Prix Versailles
Awards
(Ajdan Walk)**

Completion of
Ajdan Rise



2021

Bayfront
Construction
Started



2023

**REDS Industry
Choice Awards -
Developer of the
Year (Ajdan)**

Infiniti
Construction
Started

Darah Alfursan +
Darah Madinah
Construction Started

Ajdan Island
Construction
Started

2024

INTERNATIONAL
PROPERTY
AWARDS
DEVELOPMENT

ARABIAN
PROPERTY
AWARDS

International Property

Awards:

- Best International Leisure Development (Bayfront)
- Best Mixed Use Development in Saudi (Infiniti), -Best Residential Development in Saudi (Raseen),



AW
اجدان واترفرونت
AJDAN WATERFRONT

AJDAN WATER- FRONT

بیت ورد

A top class lifestyle concept built around a water theme, featuring retail, commercial, residential, and entertainment components.





An elevated experience adding a new dimension to life by the sea, AJDAN Waterfront was conceptualized to bring excitement, entertainment and wholesome family lifestyles to the Eastern Province.

Overlooking the open blue sea and bustling with life and energy, the four gems of the Waterfront collection have added an undeniable element to life in Khobar and stand as living proof of excellence in quality lifestyle real estate development. The property is part of the AJDAN Waterfront.



1 — AJDAN RISE

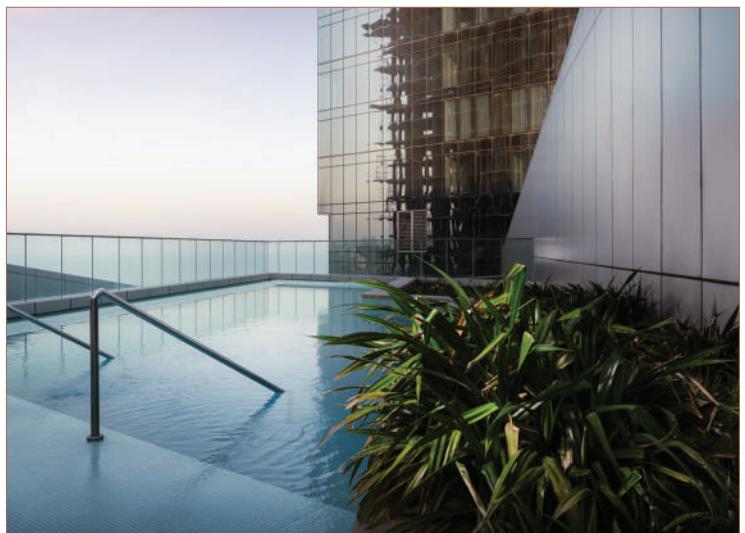
First of its kind luxury
residential tower on the
waterfront, where every
unit has a sea view.





The jewel in the AJDAN Waterfront collection, AJDAN Rise exemplifies the commitment to excellence and originality. This 40-storey architectural landmark gilds the Khobar waterfront skyline and is just a short walk from the Khobar Corniche. It includes beautifully designed residential units, indoor and outdoor swimming pools, barbeque areas, green spaces and an open kid play area on the 11th floor.

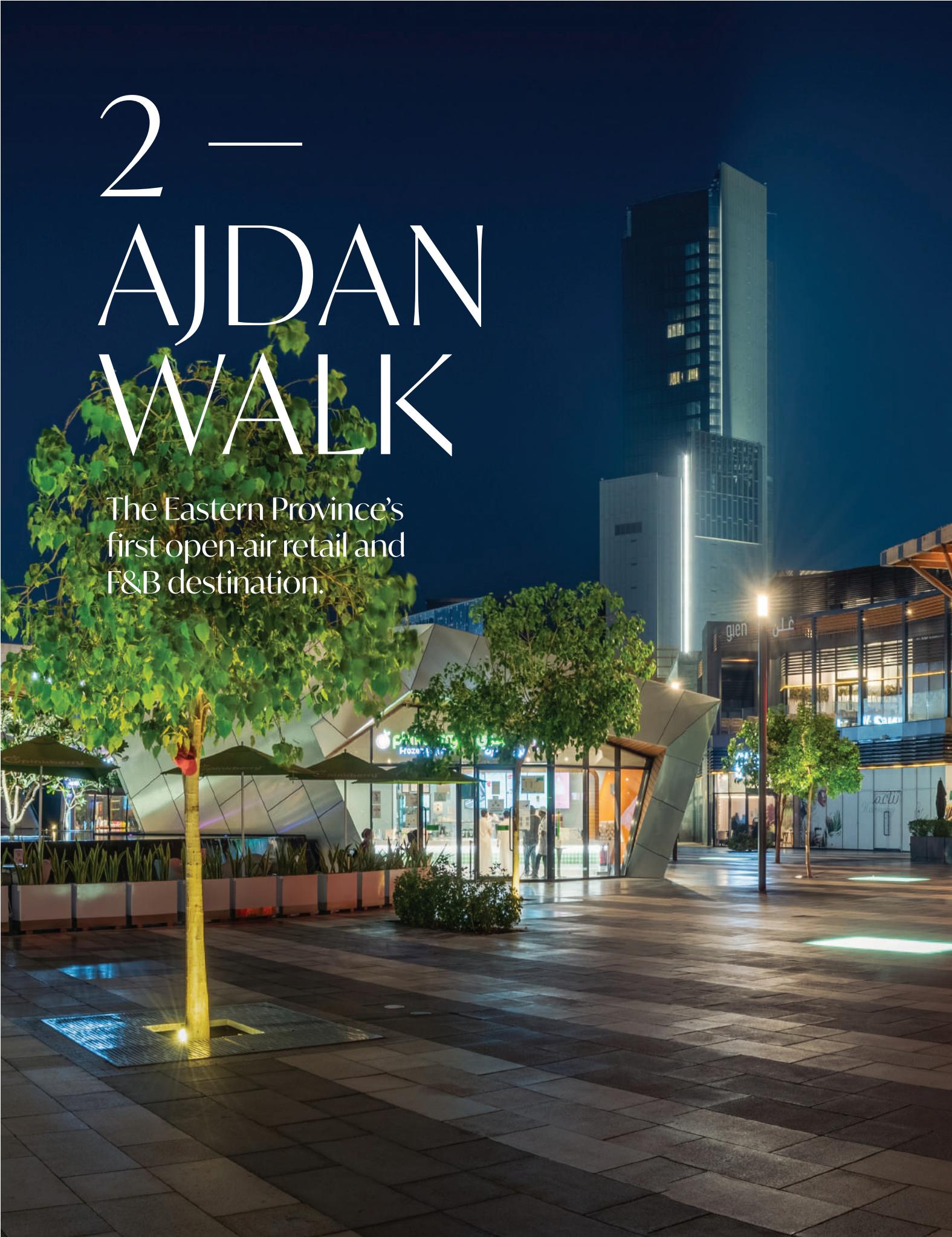
Rising up to 130 metres, a state of the art penthouses and duplex apartments add to the luxury lifestyle offered. A beacon of light on Khobar's waterfront, AJDAN Rise embodies a signature profile of pure architectural excellence.





2 — AJDAN WALK

The Eastern Province's
first open-air retail and
F&B destination.

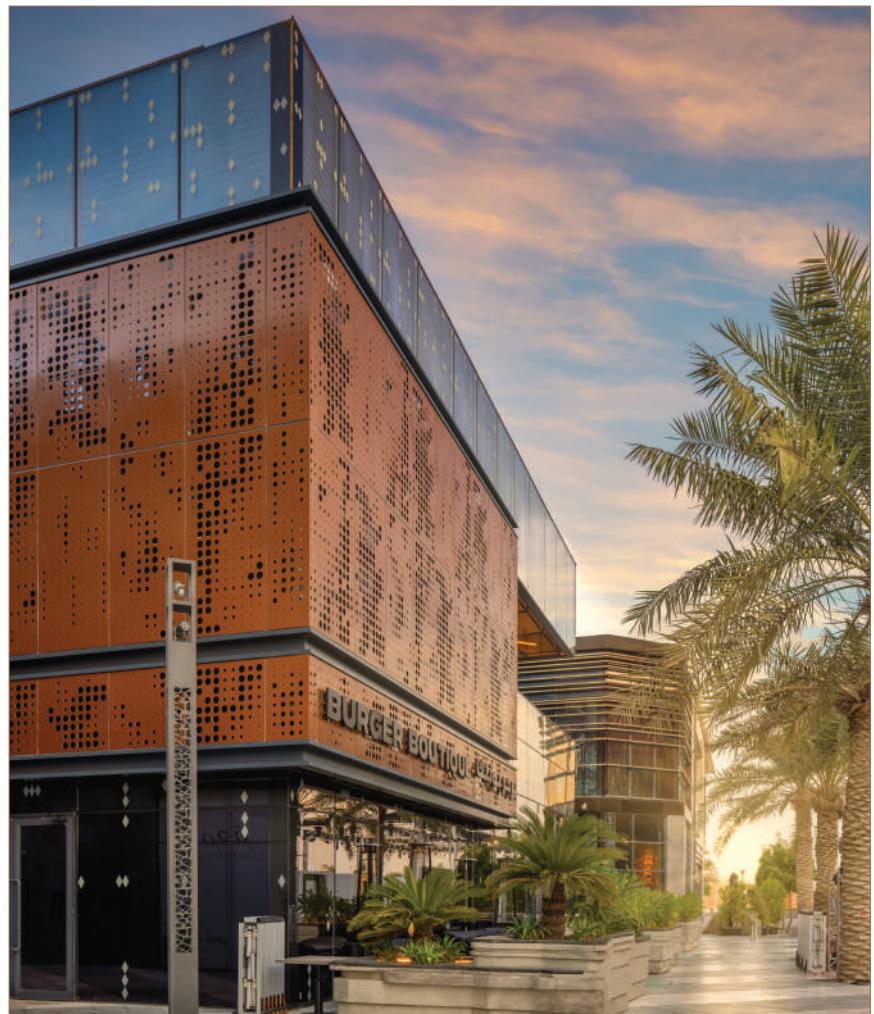






The bustling Ajdan Walk enjoying a unique location on Prince Turki (Corniche Road) is the Eastern Province's answer to making the outdoors an integral part of people's daily life. It also features the first food village in the eastern province with many leading international food brands located in and around Boulevard Street.





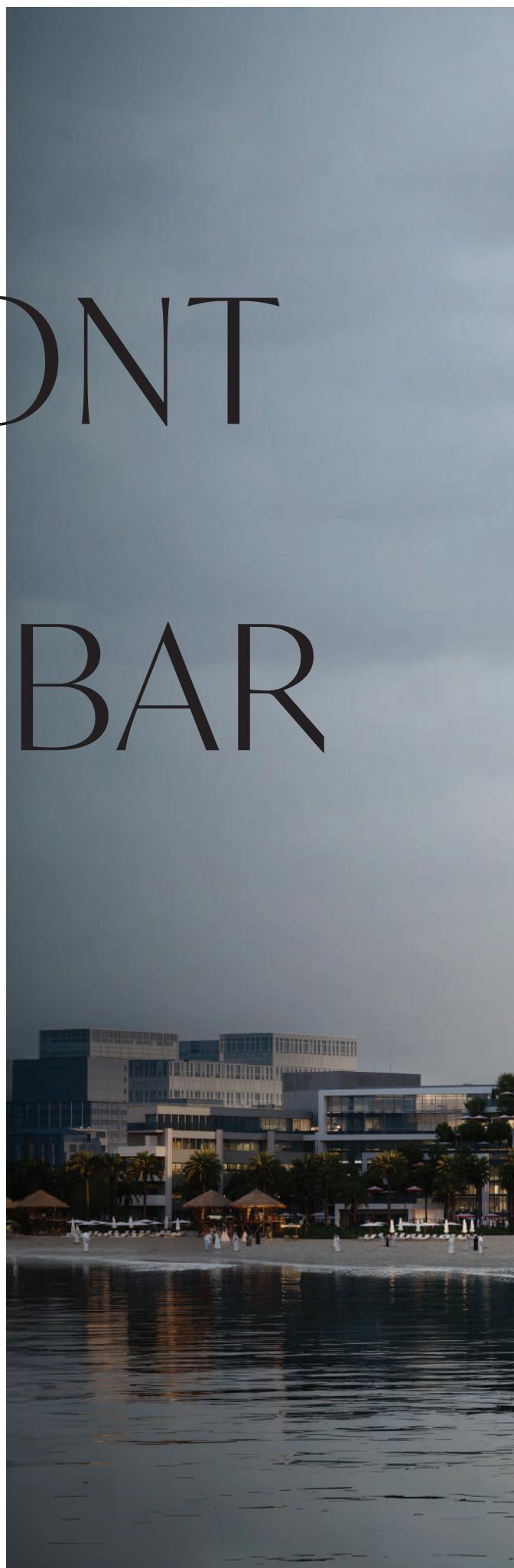




For the people of Khobar, AJDAN Walk's impact goes far beyond an elevated experience ; it provides a hub to socialize, a place to walk, and a space to unwind with musical performances and entertainment. Demonstrating the importance of creating spaces where people can flourish, AJDAN Walk is a showcase and testament to the developer's vital role in cultivating local culture.

3— FAIRMONT AJDAN ALKHOBAR

First Fairmont in the
Eastern Province.







The pinnacle of luxury by the seafront of the Arabian Gulf, the Fairmont represents one of the world's finest international hotel chains, Fairmont, the 5-star brandnew hotel property. In addition to the largest ballroom in the Eastern Province, the hotel features a spectacular seafront and superb design, a vibrant lobby lounge, fine dining in specialty restaurants, gourmet cafes and a range of fitness facilities.

The exclusive Fairmont lifestyle hotel experience is designed to fulfill and go beyond the expectations of discerning business executive and leisure travellers. In addition to the rooms, the hotel will also feature a Gold Lounge, a Fairmont Spa, a fitness area, a swimming pool, and a kids club.

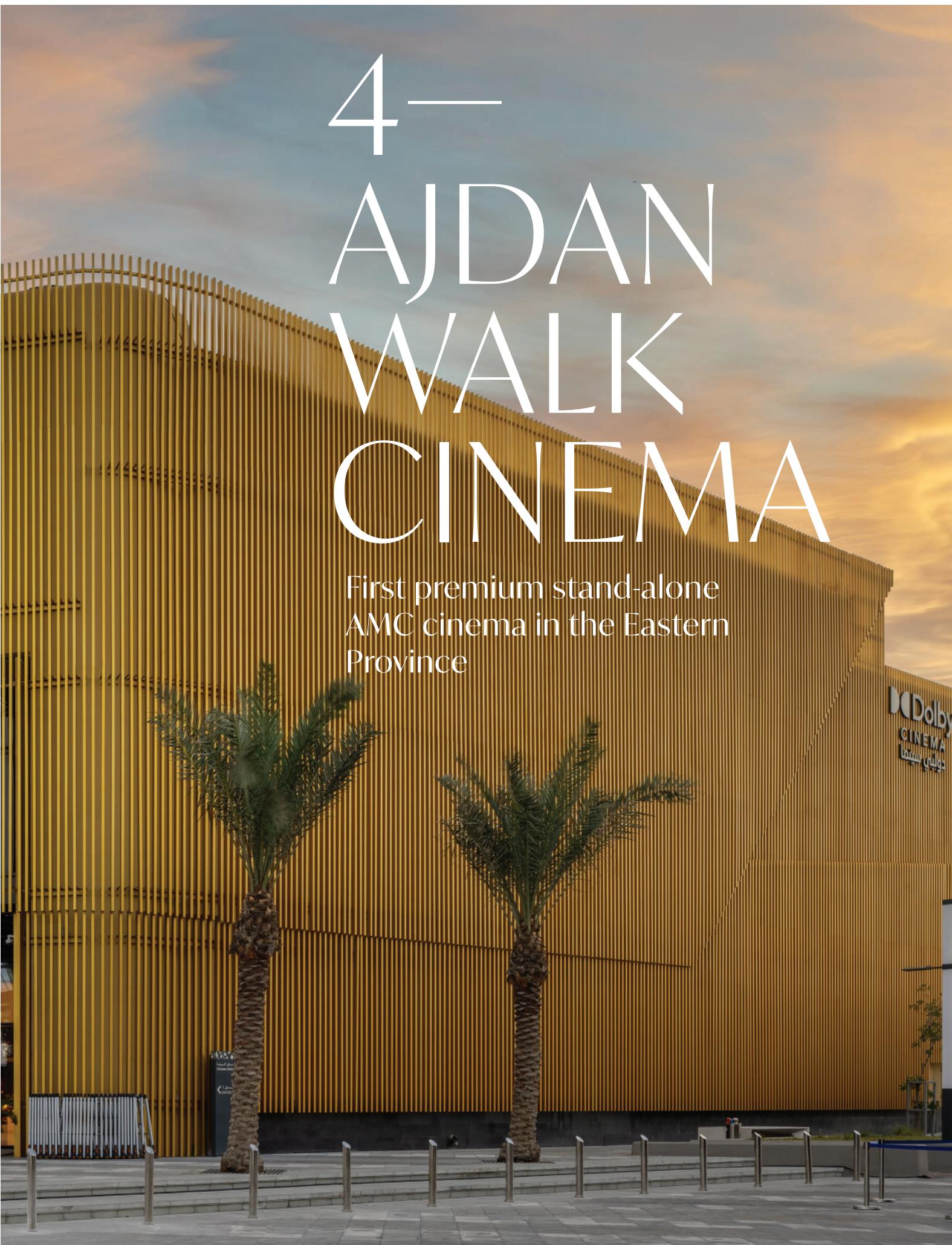




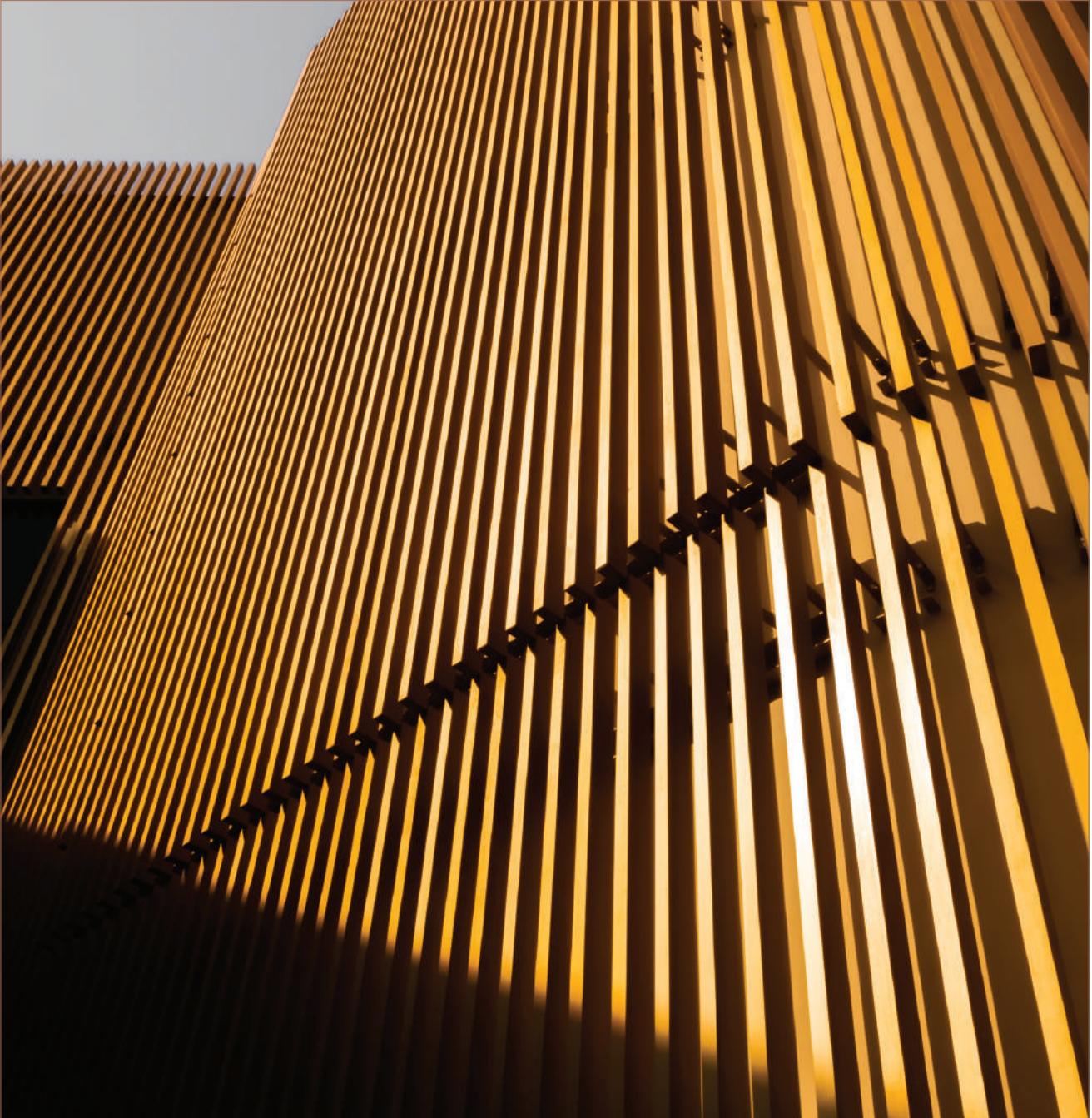
4— AJDAN WALK CINEMA

First premium stand-alone
AMC cinema in the Eastern
Province

Dolby
CINEMA
تولبي سينما



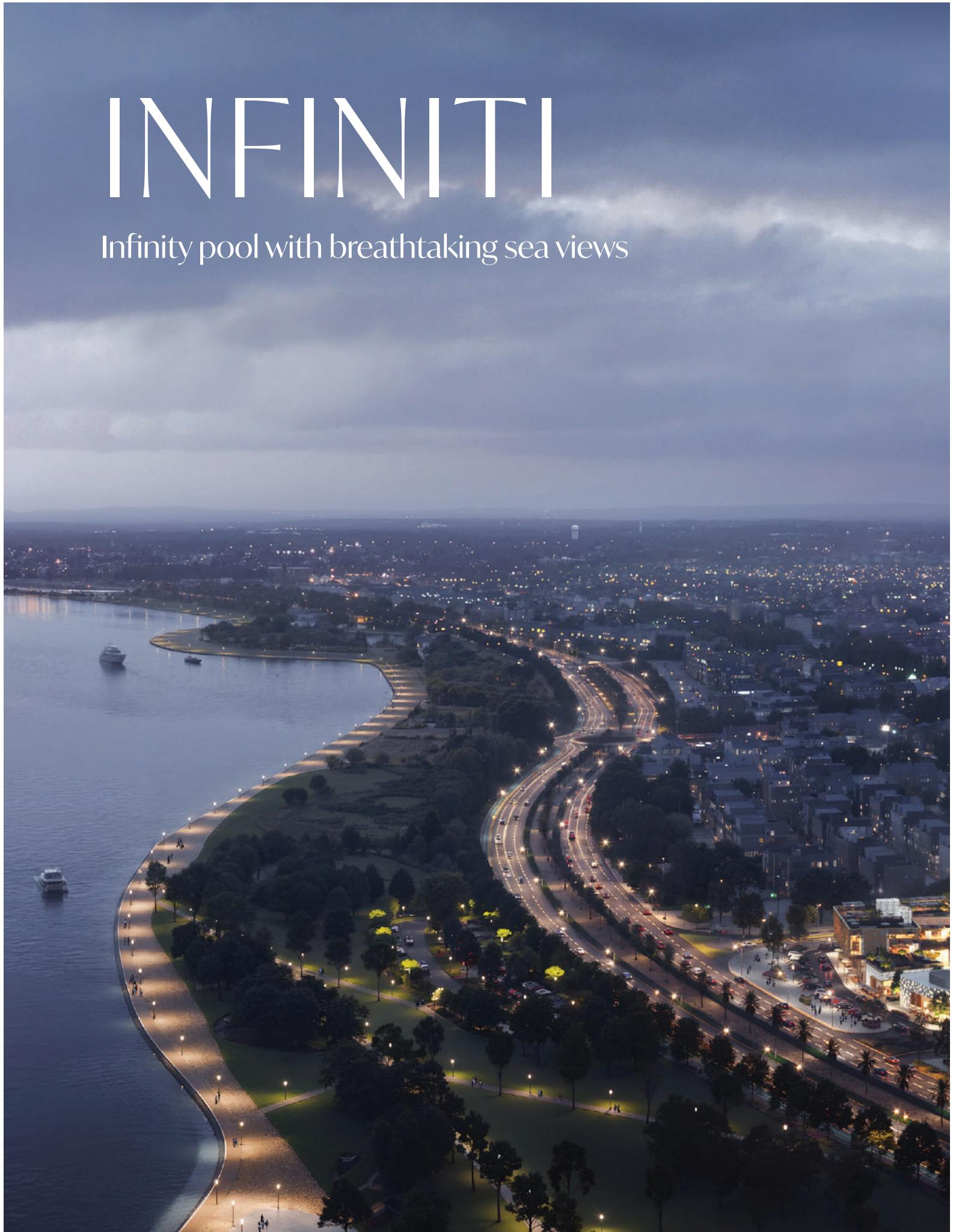




AMC AJDAN Walk provides a state-of-the-art cinematic experience in line with the high standards AMC Cinemas is already known for. The new cinema offers 900 seats across nine auditoriums, including seven luxurious screens and 2 premium large formats, Dolby Cinema, which offers vibrant images and exceptional sound purity, and Prime, which evokes enthusiasm through amazing display technologies, sound systems with an immersive viewing pleasure, and luxurious reclining seats which provide the utmost comfort and relaxation.

INFINITI

Infinity pool with breathtaking sea views





INFINITI

BY
AJDAN







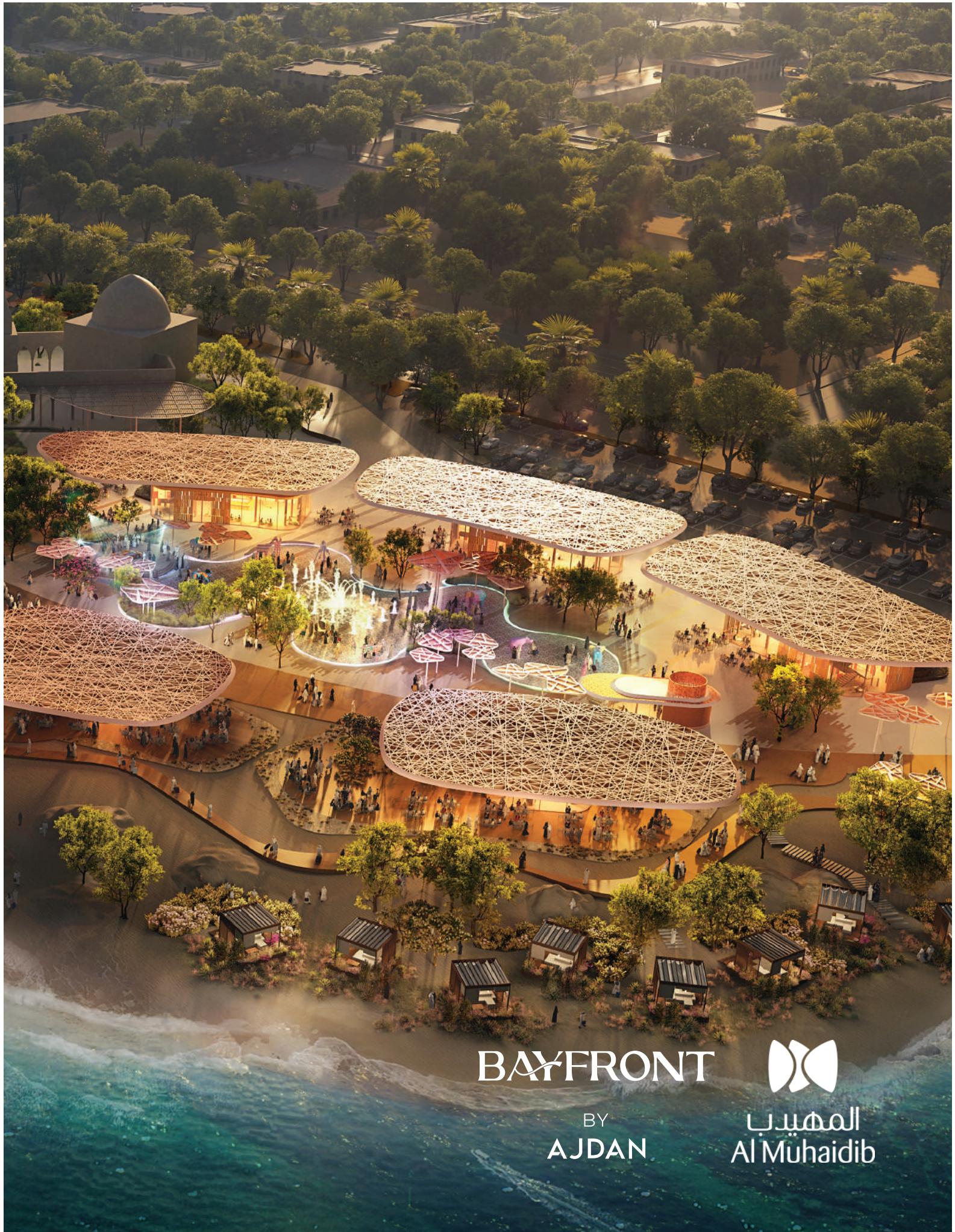
A matchless residential and retail masterpiece, INFINITI by AJDAN is a timeless destination like no other for its upscale lifestyle experience and modern reimagination of life by the water. The INFINITI pool with its sea view and awe-inspiring sense of space and dimension has inspired the name given to this masterplan that promises to transform your life in the Eastern Province.



An aerial architectural rendering of a modern beachfront development. The scene features several large, circular buildings with intricate, woven, golden-brown facades. These buildings are arranged around a central courtyard with a fountain. The development is situated on a peninsula or coastline, with a sandy beach and turquoise water in the foreground. A small wooden pier extends into the water. A sailboat is visible on the left. The overall atmosphere is warm and inviting, with soft lighting suggesting late afternoon or early morning. The background shows a dense forest of green trees.

BAYFRONT

First public beach experience in
Eastern Province



BAYFRONT

BY
AJDAN



المهيديب
Al Muhaidib



An Almuheidib Group (AMG) and Ajdan partnership project, BAYFRONT is a world-class seafront transformation that is creating waves as an avant-garde premium destination for Saudi Arabia's East Coast. Cutting edge architecture, unobstructed sea views, creative placemaking and top of the line amenities align to serve a perfectly curated and unprecedented luxury lifestyle offering.

Bayfront brings forward the beach experience the way it is meant to be experienced. Fronting the beautiful Khobar shoreline, the beach at

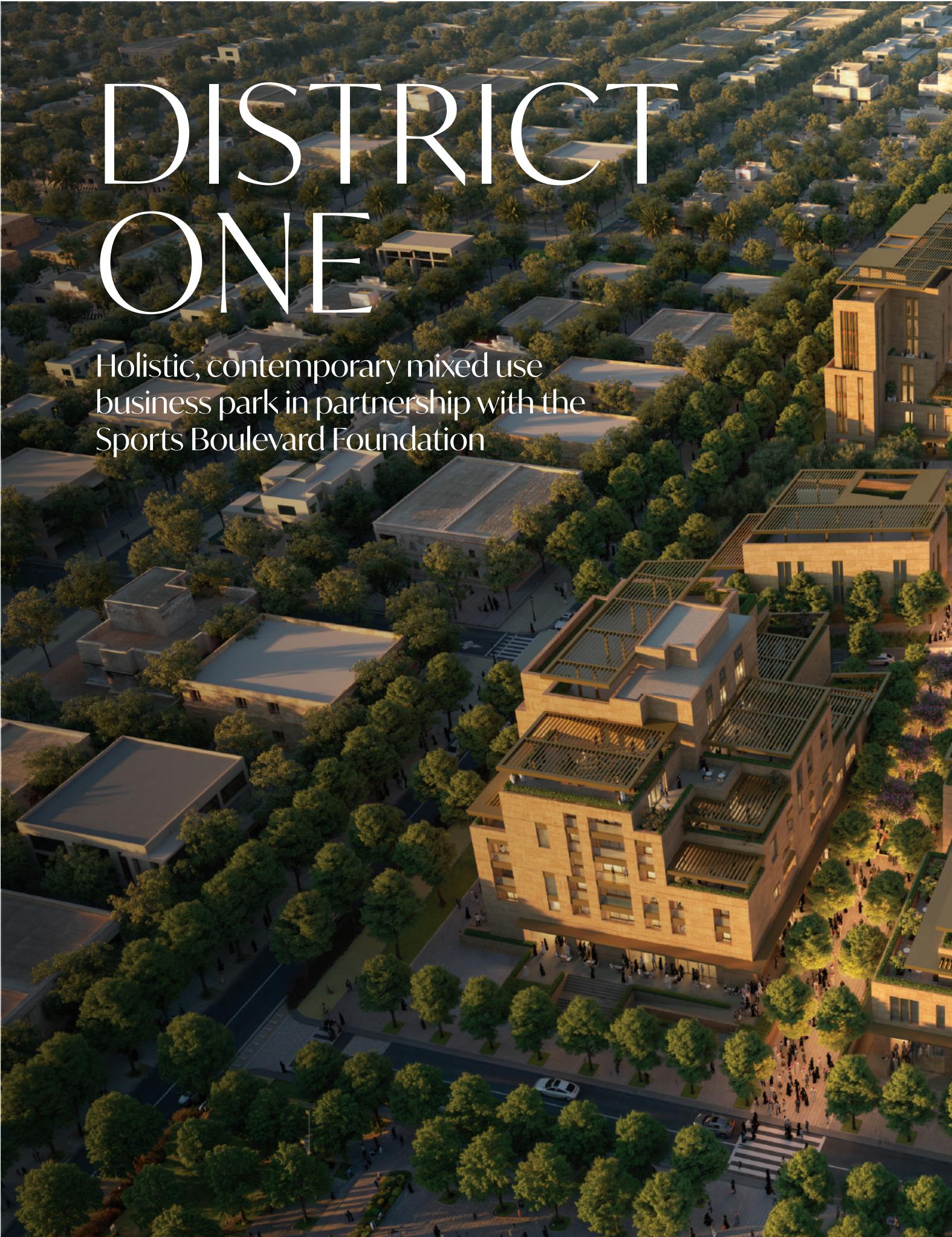
Bayfront falls within a holistic environment where visitors have access to the finest facilities. Combining a refined dining ambience with stunning views of the Arabian Gulf. It is guaranteed that visitors will enjoy an unparalleled experience with coveted cuisines and concepts.





DISTRICT ONE

Holistic, contemporary mixed use
business park in partnership with the
Sports Boulevard Foundation







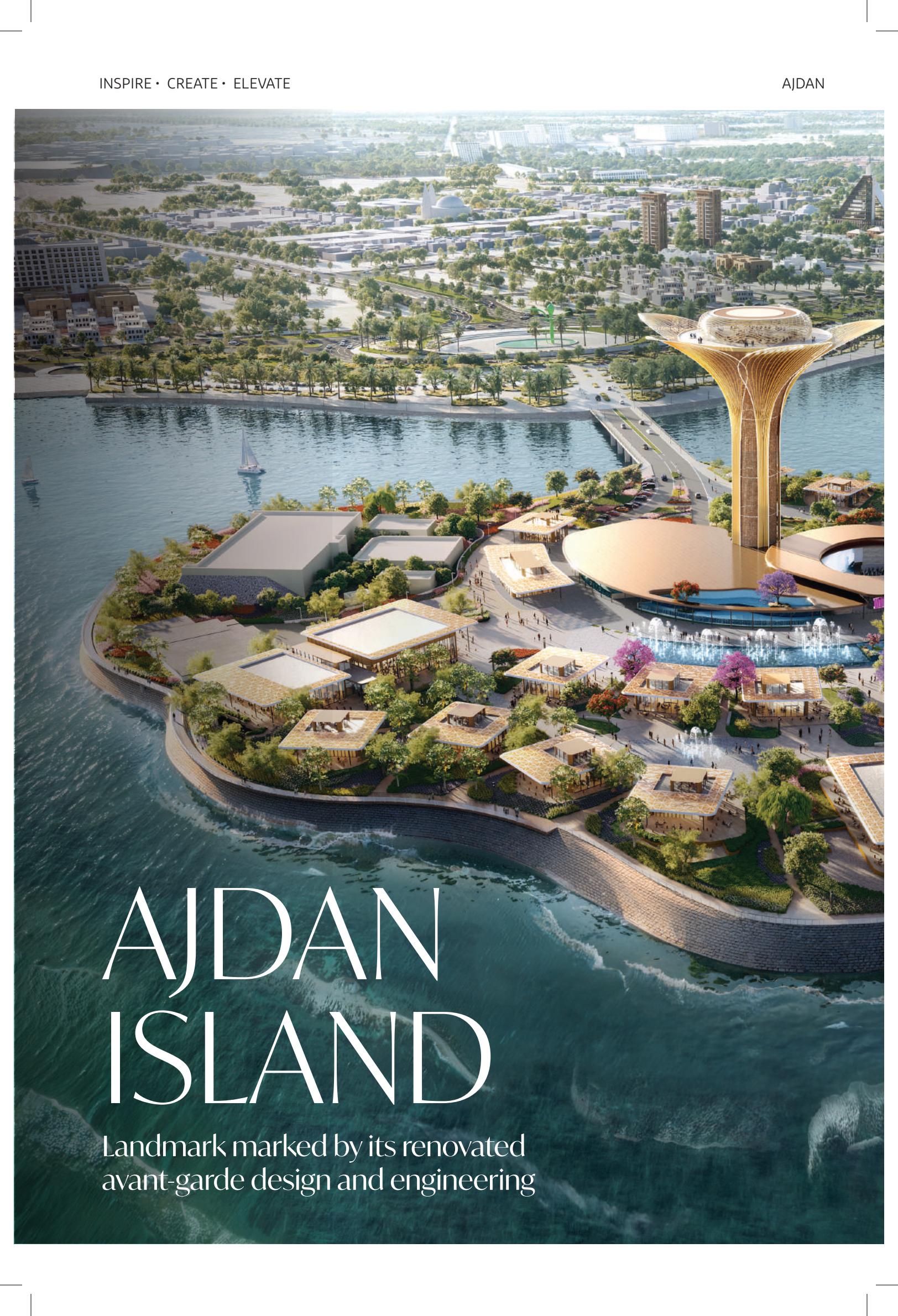
The Sports Boulevard Foundation (SBF) aims to create a green spine in Riyadh that connects the city, facilitates sports adoption, and enhances the overall quality of life in line with Vision 2030 with best in class in both residence and retail.

The Promenade, one of the 8 Investments zones of the Sports Boulevard was awarded to AJDAN to develop. It consists of 10 plots varying between retail, residential and offices.

The retail segment has mixed F&B, service retail and convenience. The serviced office spaces are, Built to Suit provided as Core & Shell and Full Furnished.





An aerial architectural rendering of Ajdan Island. The island is a curved peninsula with a stone wall along the water's edge. It features a prominent golden tower with a circular observation deck at the top, surrounded by modern buildings with golden facades and flat roofs. A large fountain with multiple jets of water is located near the tower. The island is lush with greenery and palm trees. In the background, a cityscape with various buildings and a large dome is visible across a body of water.

AJDAN ISLAND

Landmark marked by its renovated
avant-garde design and engineering



اچدان آیلاند
AJDAN ISLAND



The Tower is a landmark of the city, a symbol of its history, culture and modernity is inspired by the sea, the undulations of the waves and the sails of the boats in the bay.

Rising above the city's skyline, the renovated structure offers panoramic views and is a tourist attraction.

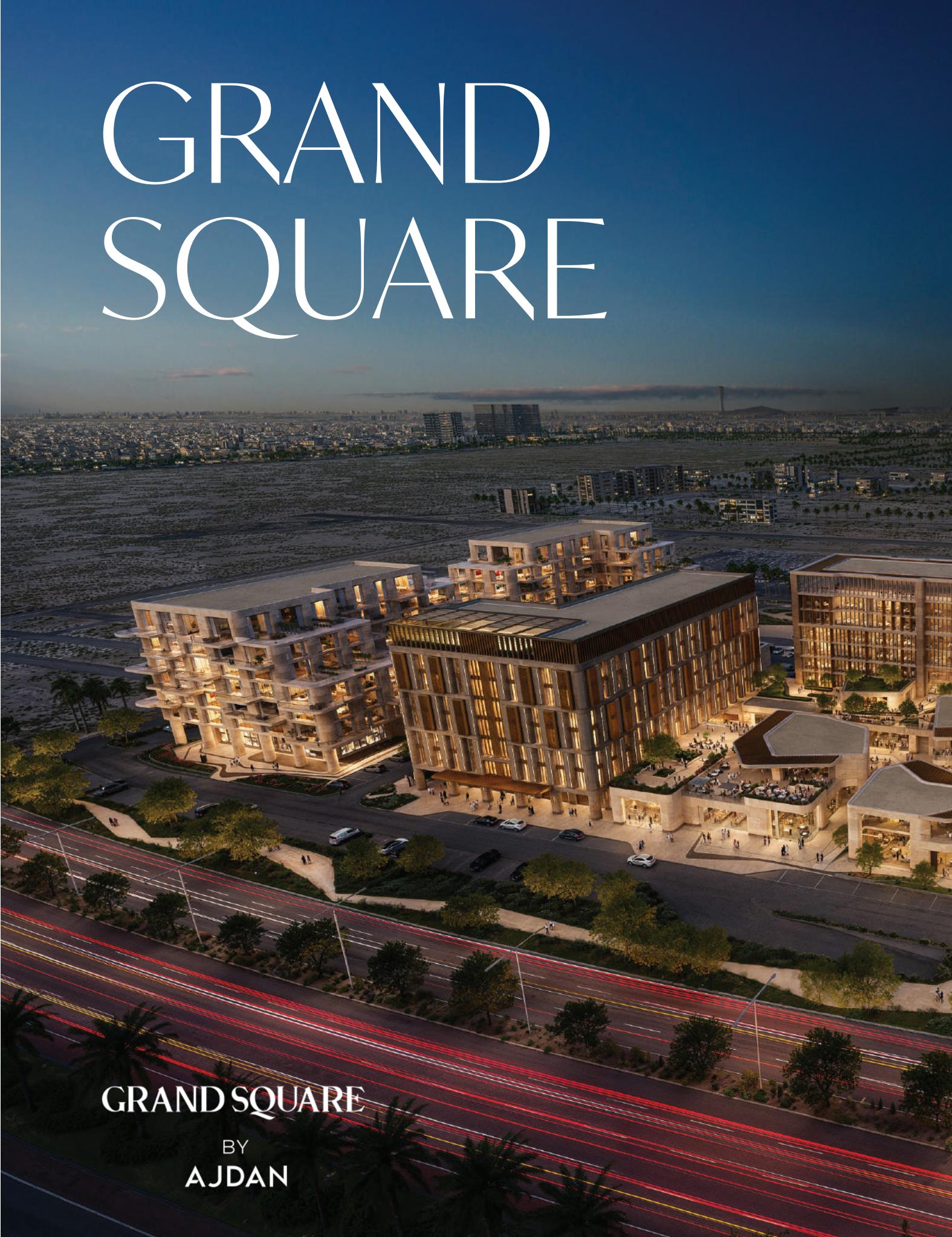
The project turns the island on which it stands into a place where visitors can stroll and discover its avant-garde design, appreciate the engineering of its infrastructure and capture the essence of the city. AJDAN ISLAND reflects Khobar's progress and commitment to growth, forming an integral part of its identity.





GRAND SQUARE

GRAND SQUARE
BY
AJDAN





A one of its kind project located on the King Abdulaziz road, Grand Square is located within close distance to Red sea mall, Citywalk, and Jeddah New Corniche as well as the Formula 1 track. The development will comprise of two mid-rise buildings housing residences, offices, and a hotel, and anchored by a lively open-air retail complex.



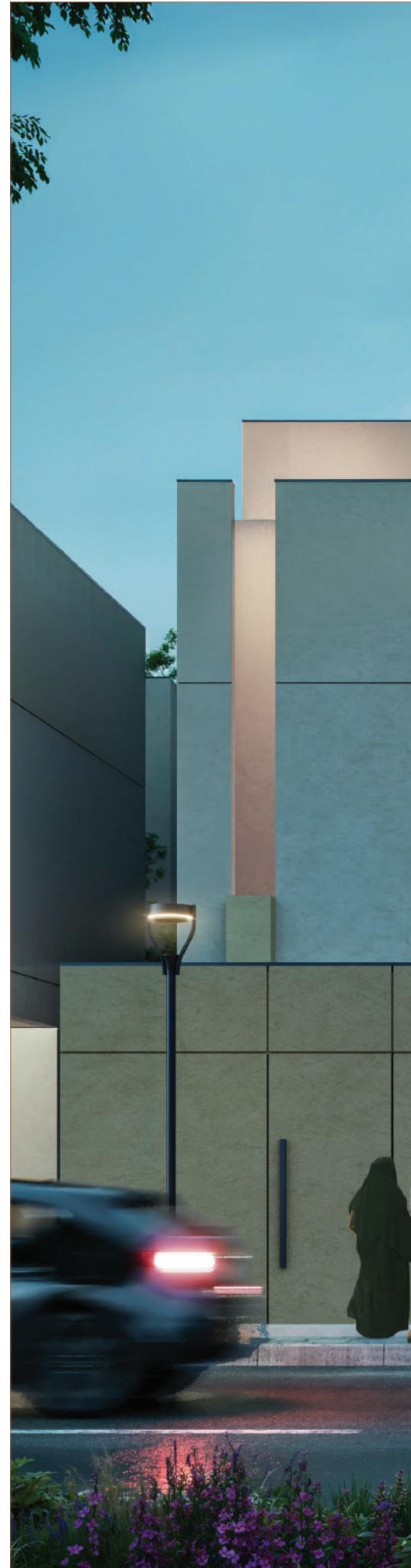


DARAH

Smart multi-model designs

Created in collaboration with the National Housing Company, Darah aims to improve the experience of developing residential real estate in the Kingdom's regions. The program is based on several axes, starting with urban planning of neighborhoods, considering service environmental requirements and optimal use of spaces, passing through smart multi-model designs that take into account the needs of the Saudi family and the requirements of modern life, all the way to adopting the updated Saudi building code and using construction and thermal insulation techniques to achieve efficiency in the use of energy.

Darah's villas are known for their modern and elegant designs that blend tradition with contemporary elements. The sizes vary to cater to the needs of all families, with some models exceeding 360 square meters of building area. Darah presents a unique opportunity to own residential villas, especially with the diverse support packages provided by the housing program.





داره
BY AJDAN

1 — DARAH AL FURSAN 1



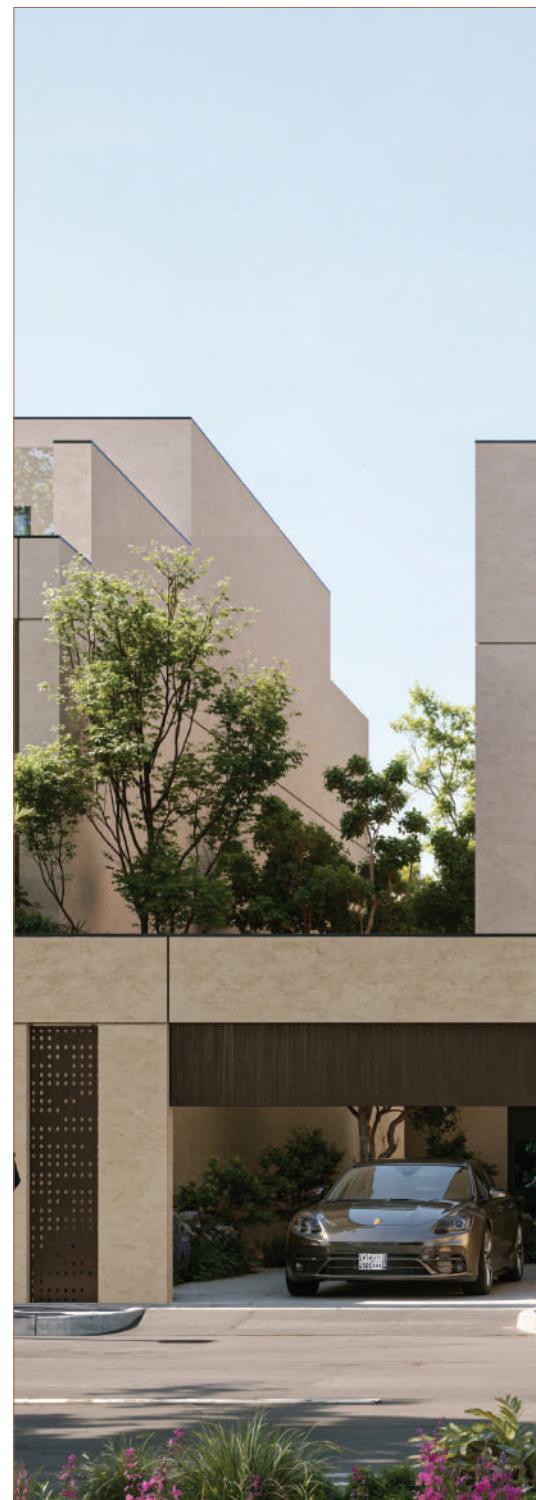
Darah Al Fursan's units are characterized by a Salmani architectural style. The suburb is distinguished by its proximity to King Khalid International Airport. The Darah Al-Fursan project, developed in collaboration with the National Housing Company falls under its residential projects program, "Darah," which aims to provide competitive housing solutions across the Kingdom. Darah Al-Fursan project offers over 600 residential units with distinctive designs and various housing options, including villas in four models and different sizes ranging from 334 to 362 square meters.

These villas have been designed with contemporary architectural components within a model neighborhood that ensures comfort, luxury, and privacy for Saudi families, all at competitive prices. Additionally, the suburb's distinguishing vital services and gardens are complemented by the innovative architectural layout of Darah Al-Forsan, which optimizes space utilization and showcases contemporary facades inspired by the area's identity and Salmani style.



2 — DARAH ALFURSAN 2

Darah Al Forsan's units are characterized by a Salman architectural style and are located northeast of Riyadh. The suburb is distinguished by its proximity to King Abdulaziz Equestrian Square and Al-Janadriyah Al-Forsan 1, and its proximity to Al-Janadriyah Road and Dammam Road. It consists of more than 300 villas with areas ranging from 281 to 364 square meters.







3 — DARAH SADAYEM

Darah Sadayem units are characterized by an architectural identity derived from the urban identity of the city of Jeddah and are located north of Jeddah and south of King Salman Bay (one of the Kingdom's Vision 2030 projects) with a number of 532 units and areas ranging from 272 to 362 square meters and 5 models



4 — DARAH MADINAH





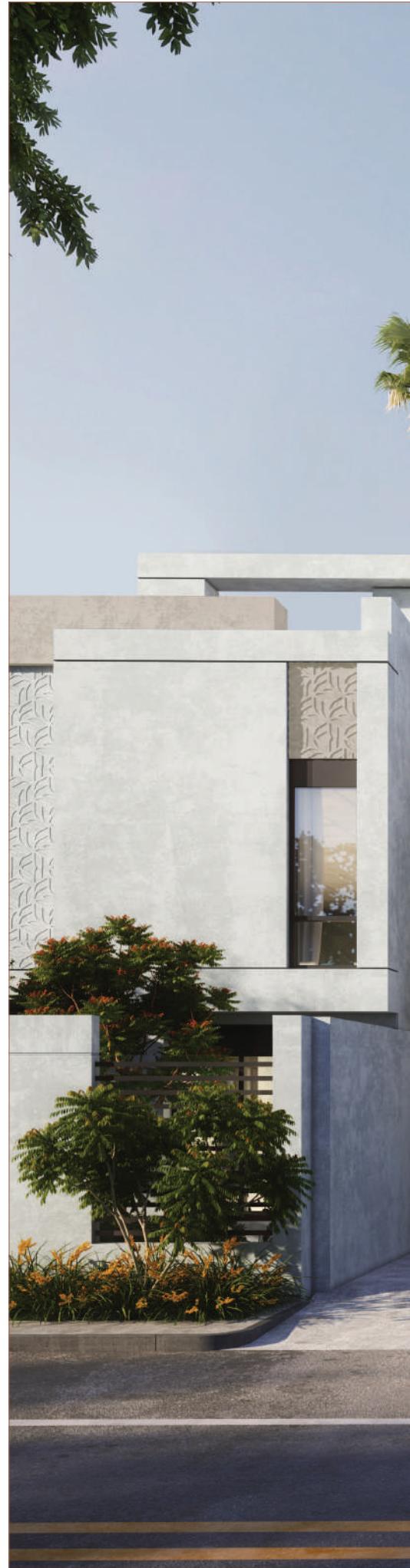
Darah Madinah units are characterized by an architectural identity derived from the architectural identity of Madinah. They are located in the Al-Mukayman community, which is an elevated area overlooking Madinah that attracts people for hiking.

It is close to King Khalid Military Hospital and 20 km from Taiba University and the Civil Mosque Mosque. The development has around 580 units with total areas ranging from 272 to 362 square meters in 5 unique models.



5 — DARAH SAFWA

Darah Safwa's units are characterized by an architectural identity derived from the architectural identity of the eastern region. It is located northeast of the city of Safwa, 200 meters from the coast of the Arabian Gulf, adjacent to the famous mangrove forests. It consists of 472 villas and 3 models with areas starting from 335 to 361 square meters.





6 — DARAH MAKKAH

The units of Darah Makkah are characterized by an architectural identity derived from the architectural identity of Makkah. They are located within the boundaries of the Holy Mosque in Makkah, next to the Makkah Gate and near the Crown Prince's plan. They consist of 512 villas and 5 models with areas starting from 269 to 296 square meters.





7- DARAH ALWAJHA

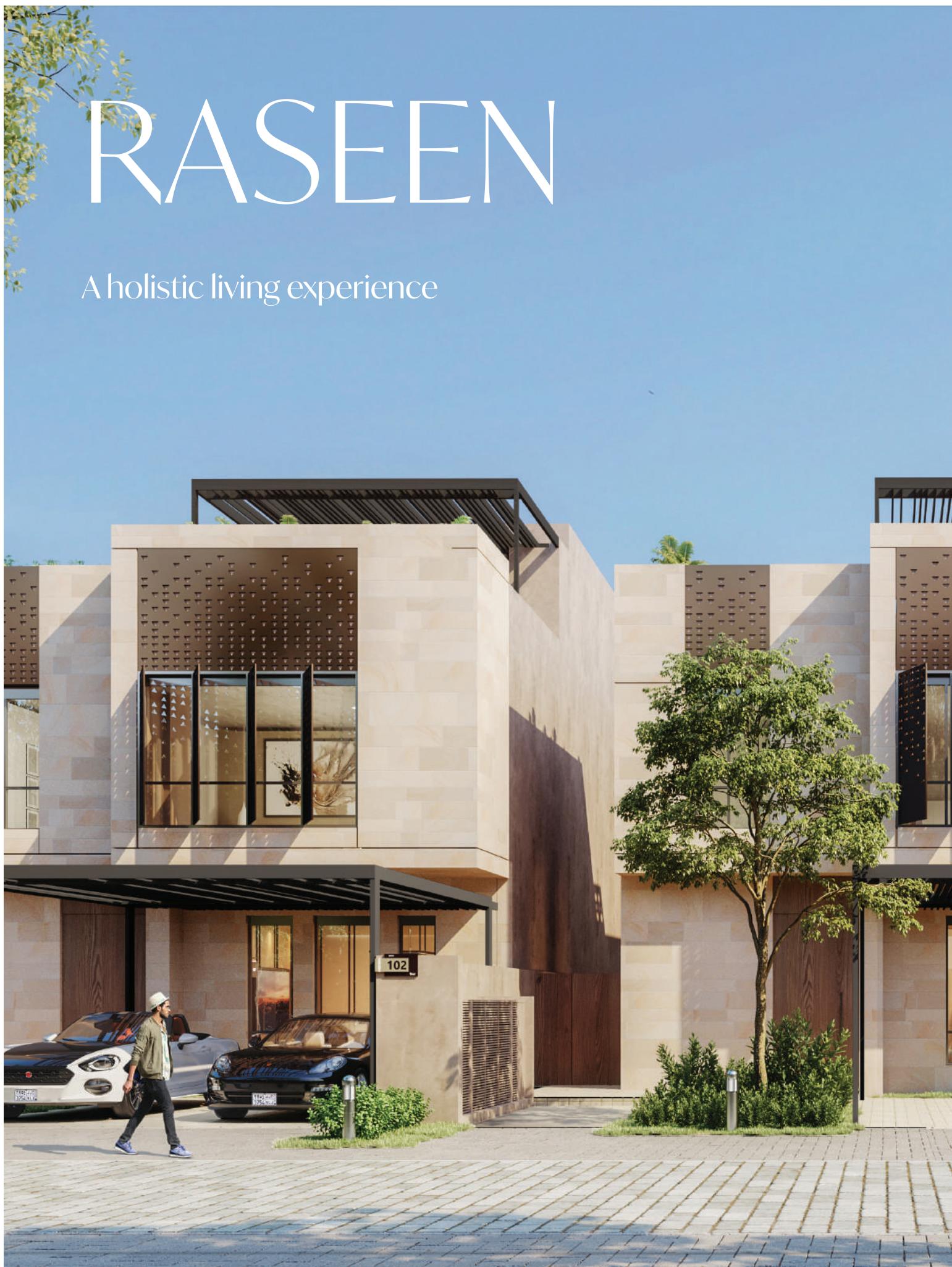


Located in Dammam, Darah Alwajha's 568 villas are inspired by the traditional patterns of the Eastern Province. The community offers a peaceful and holistic family-friendly environment with services such as schools, mosques, and serene parks.



RASEEN

A holistic living experience



RASEEN

BY
AJDAN





Raseen luxury villas are designed in a modern style with the highest quality materials & finishes and with stunning views as part of the backdrop.

Raseen communities provide residents with easy access to various on-site amenities such as restaurants, cinemas, shops, and entertainment options.





1 — RASEEN REJAN





Located in a gated community offering a luxury lifestyle in one of Riyadh's top destinations, next to one of the city's largest parks. Residents enjoy lush green spaces, top-tier amenities, and a private clubhouse for recreation and relaxation. With secure, beautifully designed surroundings, it's the perfect blend of nature, luxury, and convenience.



2 — RASEEN SEDRA





In collaboration with ROSHN, a PIF backed gigaproject developer, AJDAN is to sub-develop over 599 villas within Roshn's mixed used community "SEDRA" in North East Riyadh.

Sedra is a vibrant and integrated residential community designed to harmonize modern living with nature. Nestled alongside the valley, it offers a serene yet dynamic environment

with rich green spaces, thoughtfully planned homes, and a strong sense of community. The development features top-tier commercial hubs, educational institutions, and essential facilities, ensuring a seamless lifestyle for residents. With its prime location and sustainable design, Sedra is the perfect balance of urban convenience and natural beauty.

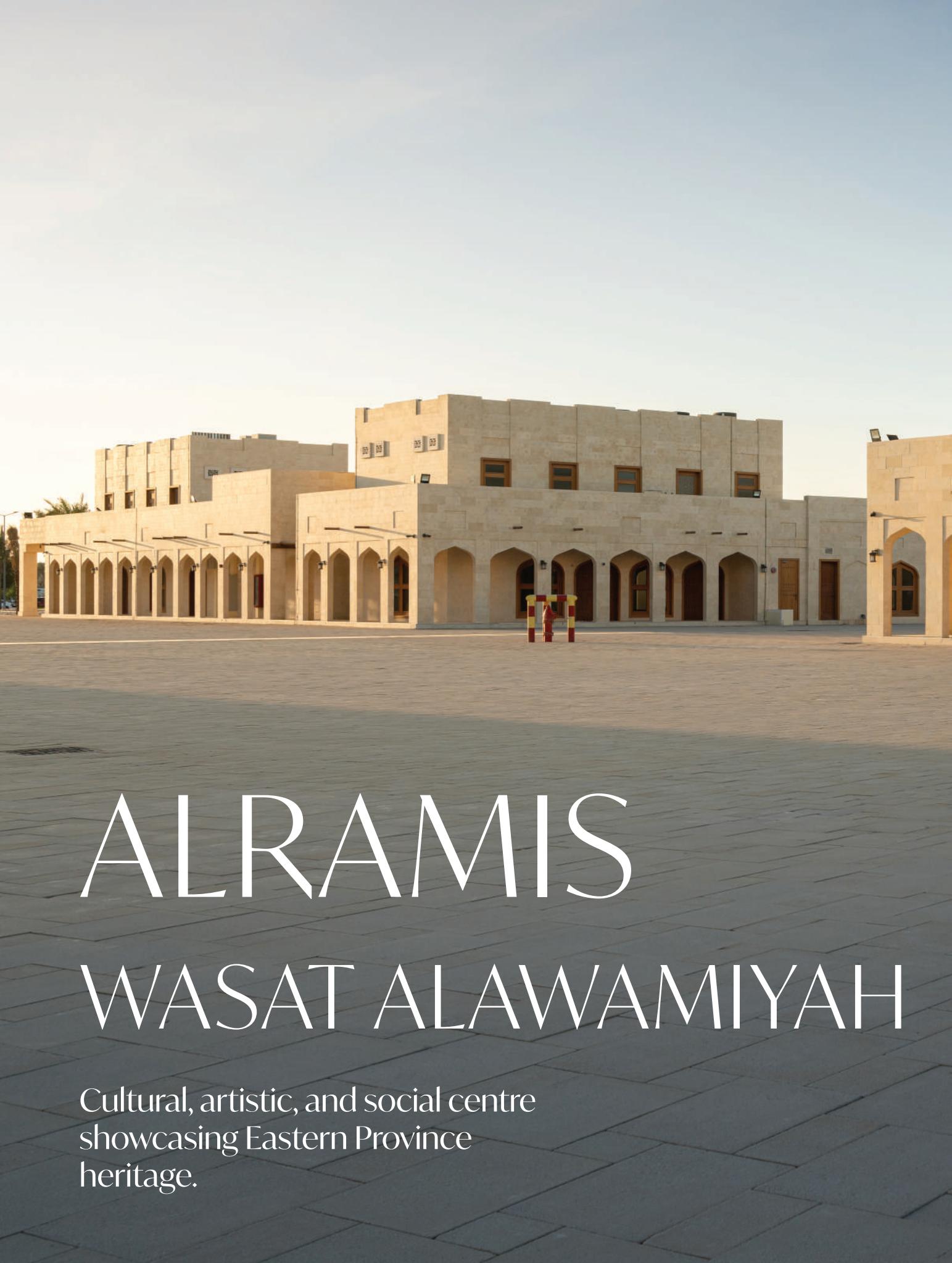


3 — RASEEN KHOZAM

The units of the Raseen Khozam complex are characterized by a Salmani architectural style, and the suburb is distinguished by its proximity to King Khalid International Airport, Roshn Front, Princess Nourah University, and Expo 2030 site. It consists of approximately 300 villas within a gated community.







ALRAMIS WASAT ALAWAMIYAH

Cultural, artistic, and social centre
showcasing Eastern Province
heritage.

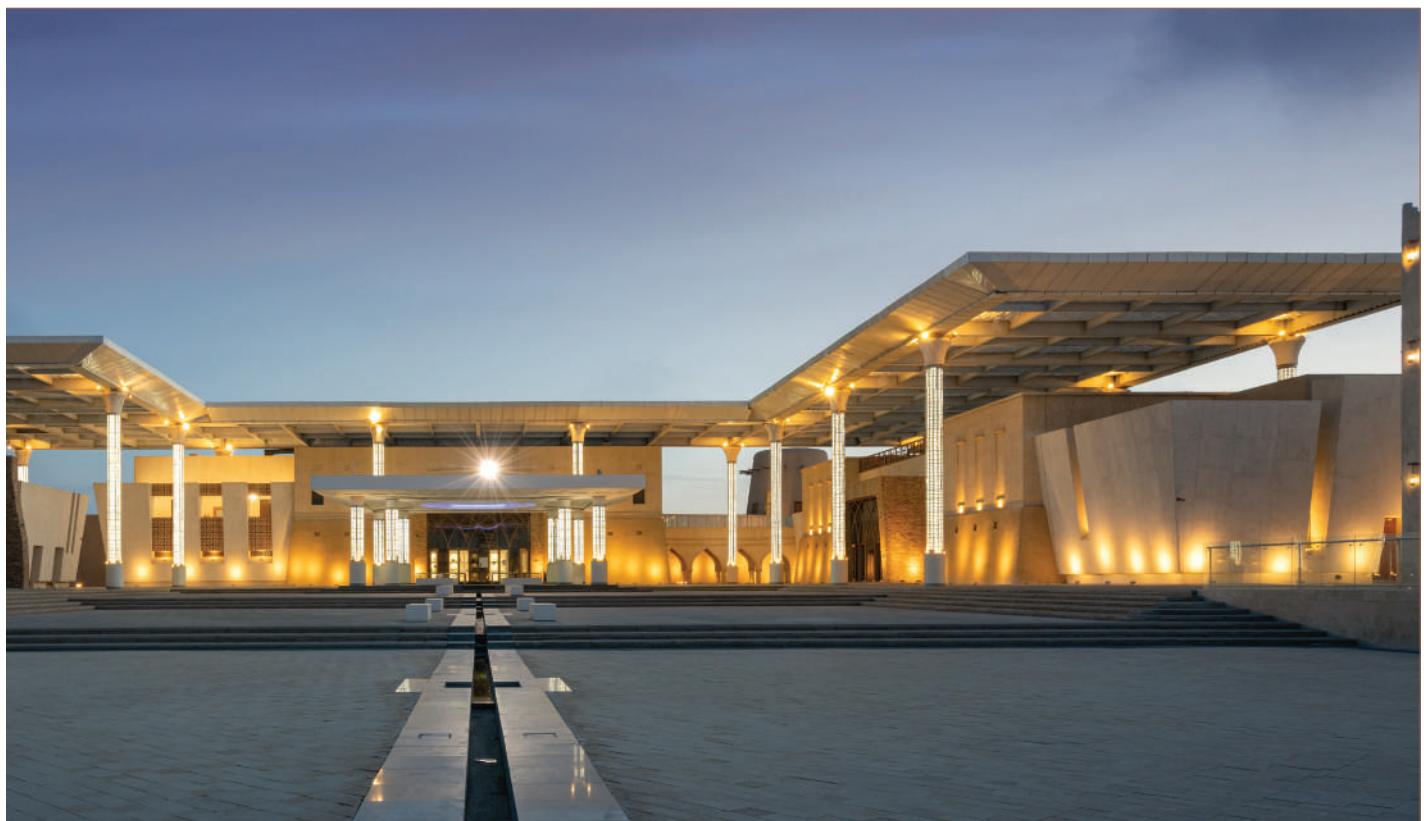




AlRamis project in Alawamiyah, the heart of Al-Qatif Governorate is the first cultural, artistic, and social Centre in the province, combining heritage and modernity with Gulf motifs inspired design. AlRamis is unique in that it is an art hub for local artists. Partnering with the Ministry of Culture, Misk Art Institute and Ithra, they host cultural events and art exhibitions that showcase and encourage local artists and craftsmen.

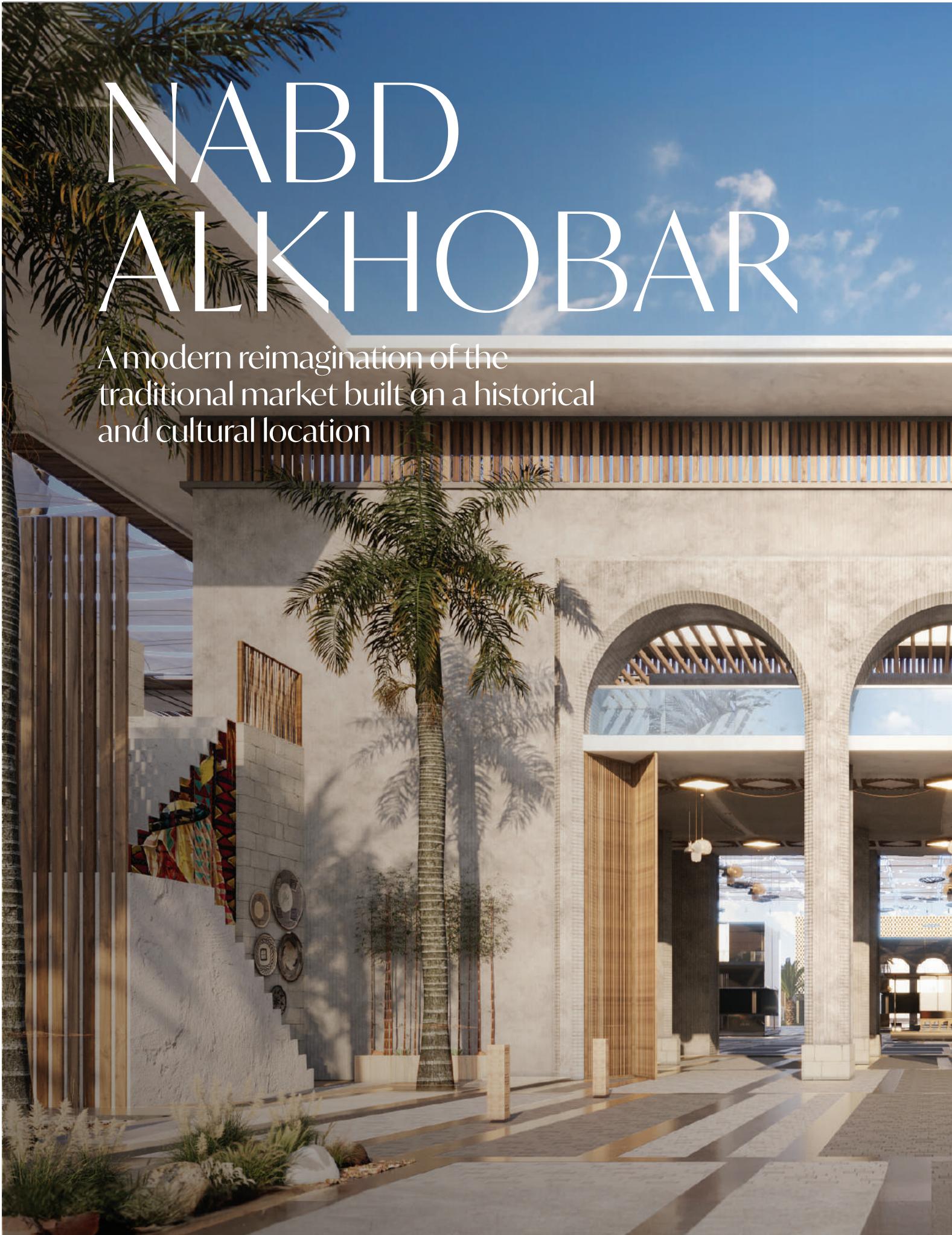
Since it's opening, AlRamis has built a name for its curated mix of modern entertainment events like it's well attended car show and traditional celebrations such as Gargee'an and Eid





NABD ALKHOBAR

A modern reimagination of the
traditional market built on a historical
and cultural location







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.

A fusion between retail shopping, tourism, culture and entertainment. Built on a historical/cultural location it is still connected to its roots. The project aims to elevate the surrounding area while still housing the same aspects as it used to be before.









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Exclusive Edition for Ajdan Suite at Harrods