

# Construction Newsletter

Quarter 2, 2023

Welcome to the Arada projects newsletter, a concise briefing that is sent every quarter to buyers in our landmark projects, Nasma Residences, Aljada and Masaar. This newsletter is part of Arada's commitment to keep our valued customers informed and up to date about the progress of their investments.



## UAE

The Sharjah real estate market continues to go from strength to strength, recording a 65% increase in the value of property sold in April to AED2.8 billion, compared to the same month last year.

The property sector in Sharjah continues to be driven by investor and end-user interest in integrated communities in New Sharjah, where Arada's projects are based. That interest has been boosted by the decision last November by the Government of Sharjah to allow all nationalities to purchase property in the Emirate on a freehold basis.

Following a record year in 2022, Dubai's real estate market has continued to perform exceptionally well this year. A recent report from Unique Properties indicates that the total value of property sold in Dubai during 2023 could reach AED300 billion.

The Dubai market is now the world's busiest luxury property market, behind only New York, Los Angeles and London.

## Arada

It has been a successful quarter for Arada with positive developments at all our communities:

- Arada unveiled its latest project in Dubai; Armani Beach Residences Palm Jumeirah, which is a partnership with the Armani Group and celebrated Japanese architect Tadao Ando. Sales for the ultra-luxury project on the Palm will begin in the second half of the year.
- During the quarter, Arada completed the second Sarab villa community and The Boulevard, a three-building complex, both at Sharjah megaproject Aljada.
- In partnership with Rove Hotels, Arada launched sales for Rove Home Aljada, a beautifully designed branded residences building located next to Arada CBD and Madar at Aljada.
- In line with its aim to boost sustainability, Arada invested in an R&D partnership with a number of international entities to bring a new form of water treatment technology to the UAE for the first time.

# Nasma Residences

## Construction Newsletter

### Construction

All 1,117 homes at Nasma Residences have now been completed and delivered. The development has now been handed over to Arada Care to manage all aspects of community management.



### Community

Nasma Central is now fully leased welcoming thousands of shoppers and visitors every week.

- The Manbat farmers market is held at Nasma Central every Friday afternoon.
- Located at Nasma Central, British Orchard Nursery offers impressive facilities for children living in the community and the surrounding area, including a large role-play area, a library and an extensive outdoor space for play.



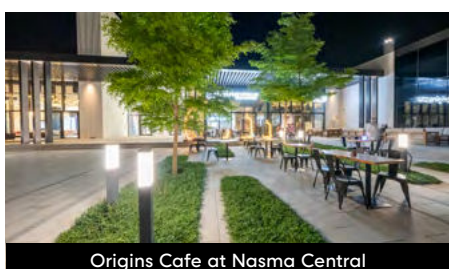
Bath & Body Works at Nasma Central



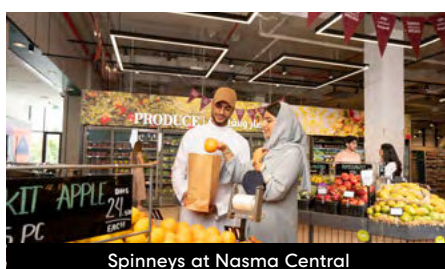
British Orchard Nursery at Nasma Central



Melty Sweet Shop at Nasma Central



Origins Cafe at Nasma Central



Spinneys at Nasma Central



Vanilla Rose Cafe at Nasma Central

# Aljada

## Construction Newsletter



Spread over a 24 million square foot area, Aljada is Sharjah's largest ever project and a transformational destination for the Emirate.

The first three residential phases of Aljada are now almost complete, and handovers are now under way in East Village, Nest, Sarab 2 and The Boulevard. The community is now a truly vibrant place with great retail and F&B options, and supported with powerful entertainment, sporting and education facilities, all set within a green, walkable master plan.

Number of homes at Aljada

25,000

Number of homes sold at Aljada

8,874

Number of homes under construction at Aljada

2,649

Number of homes completed at Aljada

6,275



East Village Phase 3



Madar Phase 2



Nasaq

## Construction

### Key highlights from the last quarter:

- Handovers are now ongoing for all 12 buildings in the Nest student housing community.
- Handovers are now ongoing for all apartments in the Link 1-3, Riff 1-3 and Solo 1-2 buildings at East Village.
- Handovers are now ongoing for all apartments in the Link 4-5, Riff 4-5 and Solo 3-4 buildings at East Village.
- The Riff 6 and Solo 5 buildings at East Village are 99% complete.
- Handovers are now ongoing for all 114 homes in the Sarab 2 villa community.
- Handovers are now ongoing for all apartments in The Boulevard.
- The Tiraz 1-8 buildings at Naseej District are 84% complete.
- The Sokoon 1-5 buildings at Naseej District are 5% complete.
- The four buildings of the Vida Aljada complex are 7% complete.
- The Gate 1-2 buildings are 5% complete.
- The contract for the Nasaq 1-9 buildings will be awarded in the following quarter.
- The second phase of Madar at Aljada is now 63% complete.



Sokoon 1-3



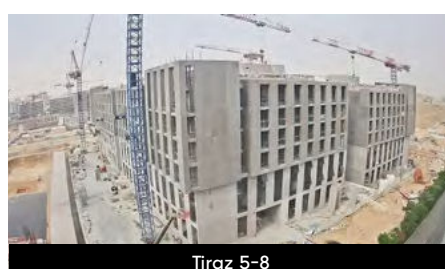
Sokoon 4-5



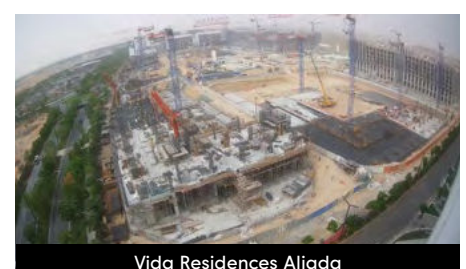
The Gate 1-2



Tiraz 1-4



Tiraz 5-8



Vida Residences Aljada



Artal

## Community

- **Artal**, a new Emirati fashion boutique founded by Arada, was launched on East Boulevard in May, at an event held under the patronage of HE Sheikha Bodour bint Sultan Al Qasimi.
- **Bedashing Beauty Lounge** has opened its doors in East Boulevard. The ladies hair and nail salon started trading at the beginning of April.
- **The Perfect Time**, a bakery and coffee shop, has also opened in East Boulevard.
- **Que Café** has opened in Areej 2. Its trading hours are 10am-10pm.
- New outlets that have opened recently at Zad include **Oakberry**, a healthy snacks bar, and **Il Fredo**, which serves pizza, burgers and pasta.



IlFredo @ Zad



Magic Cleaning



Sarab 2



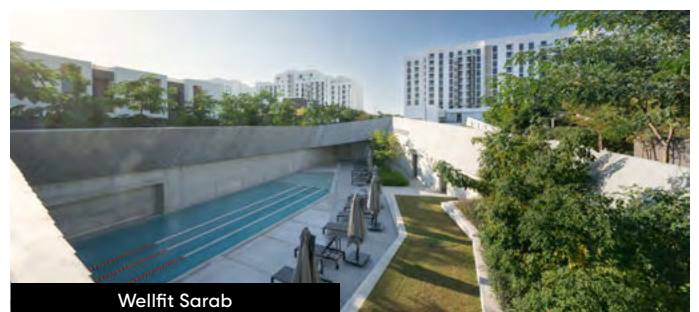
SABIS School - Aljada



The Boulevard



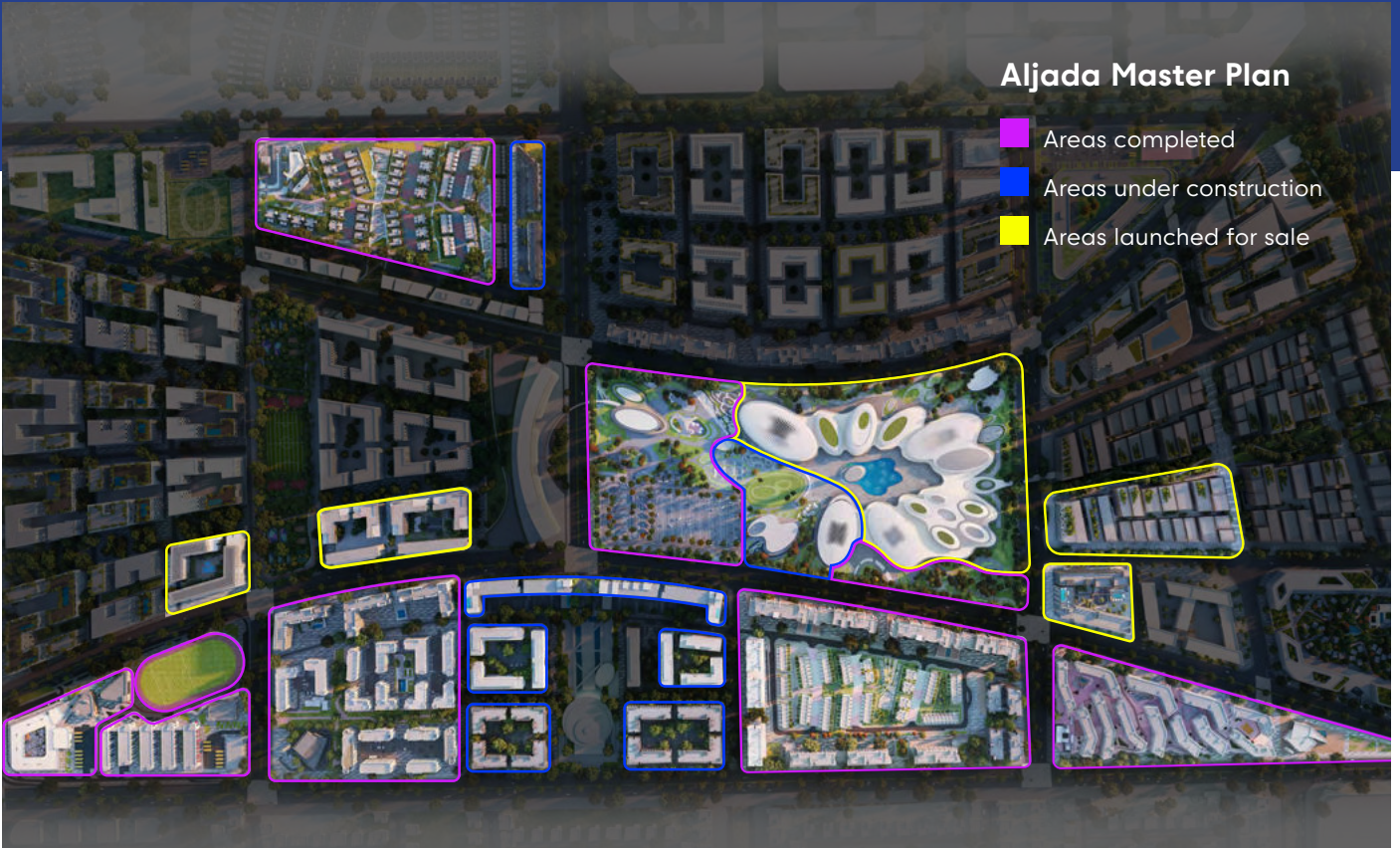
The Perfect Time



Wellfit Sarab

## Aljada Master Plan

- Areas completed
- Areas under construction
- Areas launched for sale



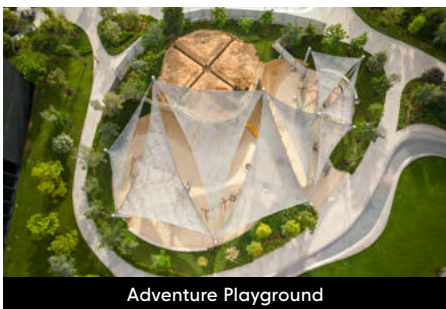


### Construction

Masaar, the woodland mega residential project, has quickly become one of the most popular off-plan communities anywhere in the UAE. The Masaar master plan features 3,000 homes spread over seven gated districts, all of which are linked by a green spine featuring over 50,000 trees. Located in the Al Suyoh district of New Sharjah, the community is expected to be fully sold out this year, amidst growing demand for luxury properties both in Sharjah and across the UAE.

The woodland buffer zone and cycling/running tracks around the border of Masaar are now complete.

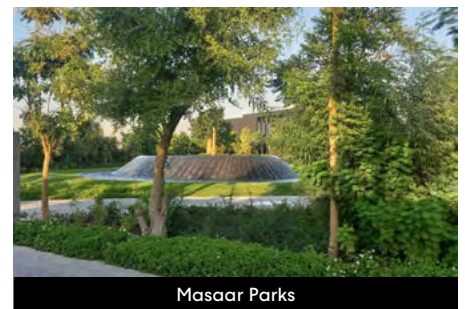
- The Sendian district in Masaar is 74% complete.
- The Kaya district in Masaar is 10% complete.
- The Robinia district in Masaar is 15% complete.
- Infrastructure work for the first three phases is 77% complete.
- The contract for the Azalea district at Masaar will be awarded in the third quarter.



Adventure Playground



Masaar Discovery Center



Masaar Parks

### Community

Amenities in Masaar Central continue to grow following the completion of the Zad food truck park in the previous quarter. The children's adventure playground has been expanded, and work has also been completed on infrastructure for the cycling/running tracks that run around the community.



Masaar Phase 1 - Sendian



Masaar Phase 2 - Kaya



Masaar Phase 3 - Robinia



Robinia Show Villa

# Students from UoS to design a new mosque at Aljada

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## **Arada teams up with Architectural Engineering students at University of Sharjah's College of Engineering to create designs for a new mosque at Aljada**

Arada and the University of Sharjah (UoS) have completed a collaboration that saw students from one of the Gulf's top educational institutions provide a variety of new designs for a mosque that is scheduled to be built in Sharjah's largest mixed-use destination, Aljada.

The collaboration, entitled Art of Faith: Designing Mosque Skins, saw 55 third-year students from the Department of Architectural Engineering in UoS' College of Engineering gain hands-on experience by designing possible skins (the architectural term for the façade of a building) for the mosque that will be located at the Nest student housing complex at Aljada.

Each of the individual designs was showcased at a special exhibition held on Monday, 29 May, at the recently completed Nest student housing complex, which was attended by HH Sheikh Sultan bin Ahmed Al Qasimi, Deputy Ruler of Sharjah and President of the University of Sharjah, alongside Prof. Hamid Al-Naimiy, Chancellor of the University of Sharjah, and officials from Arada.

If you require any more information about the progress at your unit, please contact Arada's customer relationship management team at [care@arada.com](mailto:care@arada.com) or 800-27232