Al Durra Seafront

Preliminary Feasibility Study

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Project Vision & Global Benchmark

- Concept: A "Neo-Coastal" or "Urban Oasis" sustainable luxury community.
- Inspiration (Palm Jebel Ali, Red Sea Project, NEOM): High-density luxury residential, integrated with world-class hospitality, retail, and experiential leisure, all underpinned by cutting-edge sustainable infrastructure (net-zero energy, smart water management, green mobility).
- Target Market: Affluent local, regional (GCC), and international residents seeking exclusive, modern, and eco-conscious living.

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Macro-Market and Location Analysis (Khobar)

- Strategic Location: Khobar, as a key urban and commercial hub in the Eastern Province, provides a strong base of high-net-worth individuals and proximity to major business centers (Dammam, Dhahran) and Bahrain.

- Regulatory Context: Compliance with Saudi Building Code (SBC) and the Sustainable Building Program (Diamond Level) standards is crucial for a global benchmark project.

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High-Level Land Use & Gross Cost Estimation

For a 4 million m² plot, a balanced luxury master plan will typically allocate the area as follows (assumes 40% plot ratio for built-up area (BAU):

Component	Land Area Share (Approx.)	Area (m²)	BUA (Approx.)
Residential Units (Villas/Apts)	40%	1,600,000	1,200,000m²
Commercial/Retail/Office	5%	200.000	300.000m²
Hospitality (Hotels/Resorts)	5%	200.000	250.000m²
Infrastructure, Roads, Utilities	25%	1,000,000	NA
Landscape, Parks, Water, Recreation	25%	1,000,000	NA
Total	100%	4,000,000	1,750,000m² (Total BUA)

High-Level Land Use & Gross Cost Estimation Visualized

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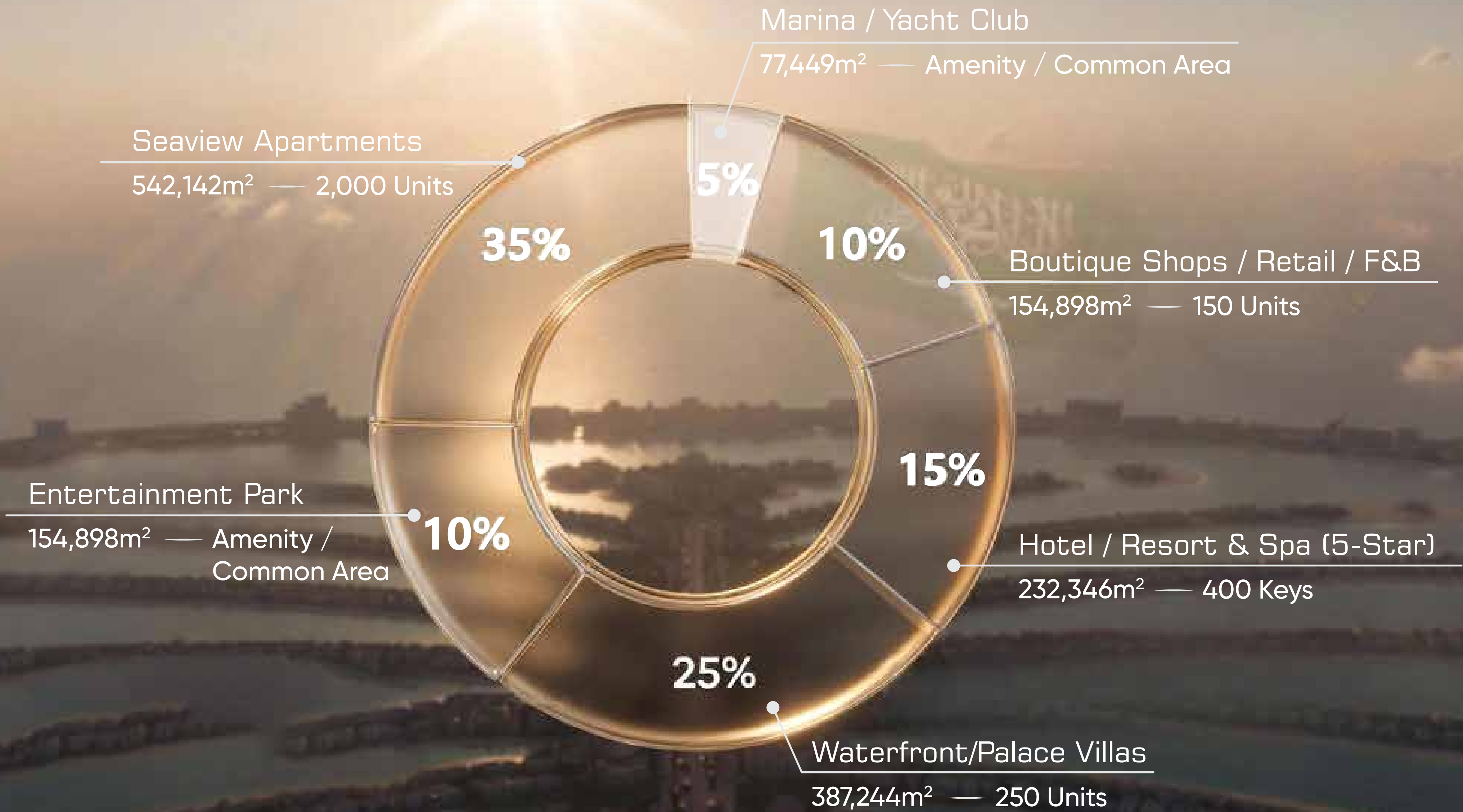

A Landmark Development

The 'One-of-a-Kind' Vision in Saudi Arabia ;
Archipelago style development in the Region.

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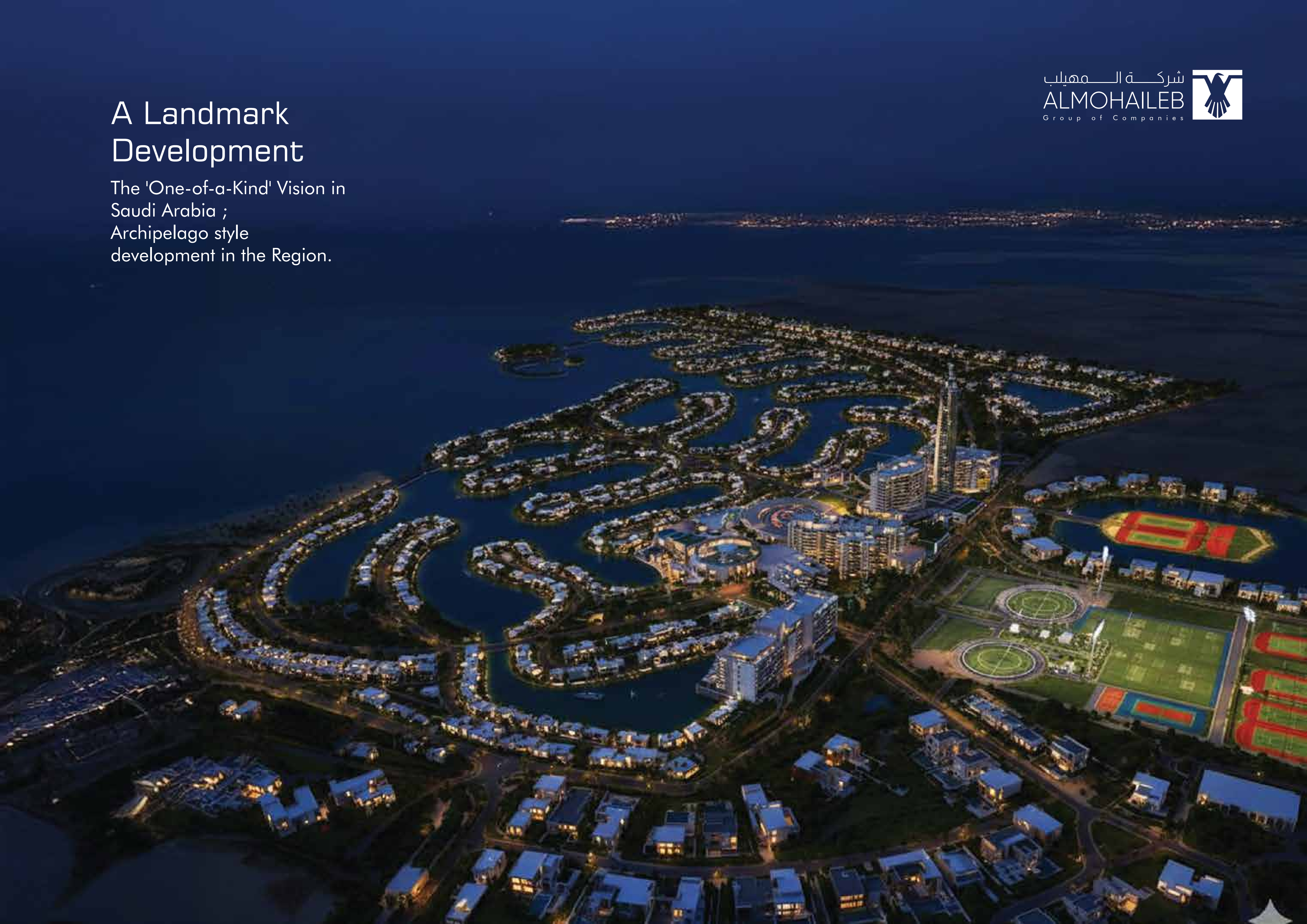


Largest Waterfront Archipelago

Maximum Waterfront land plots along with phased cluster approach for development

The Largest Water Front Project where most land plots are Water Front. This is achieved through a multi-pronged island structure, similar to the "fronds" of Palm Jumeirah, which dramatically increases the number of high-value waterfront units.

Scarcity Premium: Creates land plots that are inherently scarce in KSA, driving capital values well above typical market benchmarks.

Ultra Premium Scope

Capital Sales: The Palaces and Waterfront Villas (Cluster C and A) are expected to achieve 30-50% higher price points compared to the best existing luxury properties in Al Khobar due to their exclusivity and private marine access.

High ROI: Profitability is secured by selling premium land plots in phases following initial reclamation work.

Tourism Magnet: Hosts the flagship Entertainment Park and Resort, which acts as the primary draw for regional tourists, guaranteeing commercial and hospitality revenues.

Ultra-Premium Pricing: Focuses exclusively on the highest-yield Palace and Marina segments, ensuring maximized profitability and unparalleled exclusivity.


Distance of Each Project to the City
K:Kilometers
31 K
Kids Game City
26 K
Holiday Inn Hotel
Aziziya
Entrance
42 K
AlNakheel
5.6 K
Prince Sultan
Beach House
Sunset Beach Resort
12 K
Project Entrance
45 K
AlKhaleeg Village
Danah Bay
Half Moon Bay
The Site
53 K
AlMarsa
Al Marsa

Strategic Location and Market Advantage

The 'One-of-a-Kind' Vision in Saudi Arabia

The development will be the first world-class, artificial archipelago development in the Eastern Province, designed to capture the top tier of the luxury real estate market in KSA.

- **Luxury Cluster Integration:** The design specifically incorporates dedicated zones for Palaces and a Hotel Resort & Spa, effectively segmenting the market to serve the Ultra-High Net Worth Individual (UHNWI) segment while ensuring high-quality hospitality standards.

- **Regional Lifestyle Hub:** The inclusion of key 'Attractiveness Facilities' such as a flagship Marina Club and a large Entertainment (Water Park) positions the project as a full-service leisure and residential destination for the entire Gulf region, ensuring sustained demand.

As one of its kind in Saudi Arabia, Al Durrah will feature reclaimed land forming intricate lagoons and islands, providing extensive waterfront access, adapted to the local coastal environment. The project aims to foster sustainable living, economic growth, and tourism, aligning with Saudi Vision 2030's goals for diversification and environmental stewardship.

Strategic Location and Market Advantage

2.3. KSA Vision 2030 Alignment & USP

Al Durra is positioned as a GIGA-Project-level development in the Eastern Province, focusing on two main pillars of the national transformation:

- **Quality of Life (QoL) Program:** The project directly addresses QoL objectives by creating world-class entertainment and lifestyle options (Entertainment Park, Marina Club), enhancing the urban landscape, and improving the quality of services and amenities.

- **Waterfront Yield Maximization:** The archipelago design ensures that the phrase "Most Land Plots are Water Front" is a reality, guaranteeing the highest possible land valuation and investor returns due to the scarcity of such plots in the region.

Products :

- Waterfront Villas
- Sea View Apartments
- Boutique Shops
- Hotel / Resort
- Commercial

Attractiveness Facilities

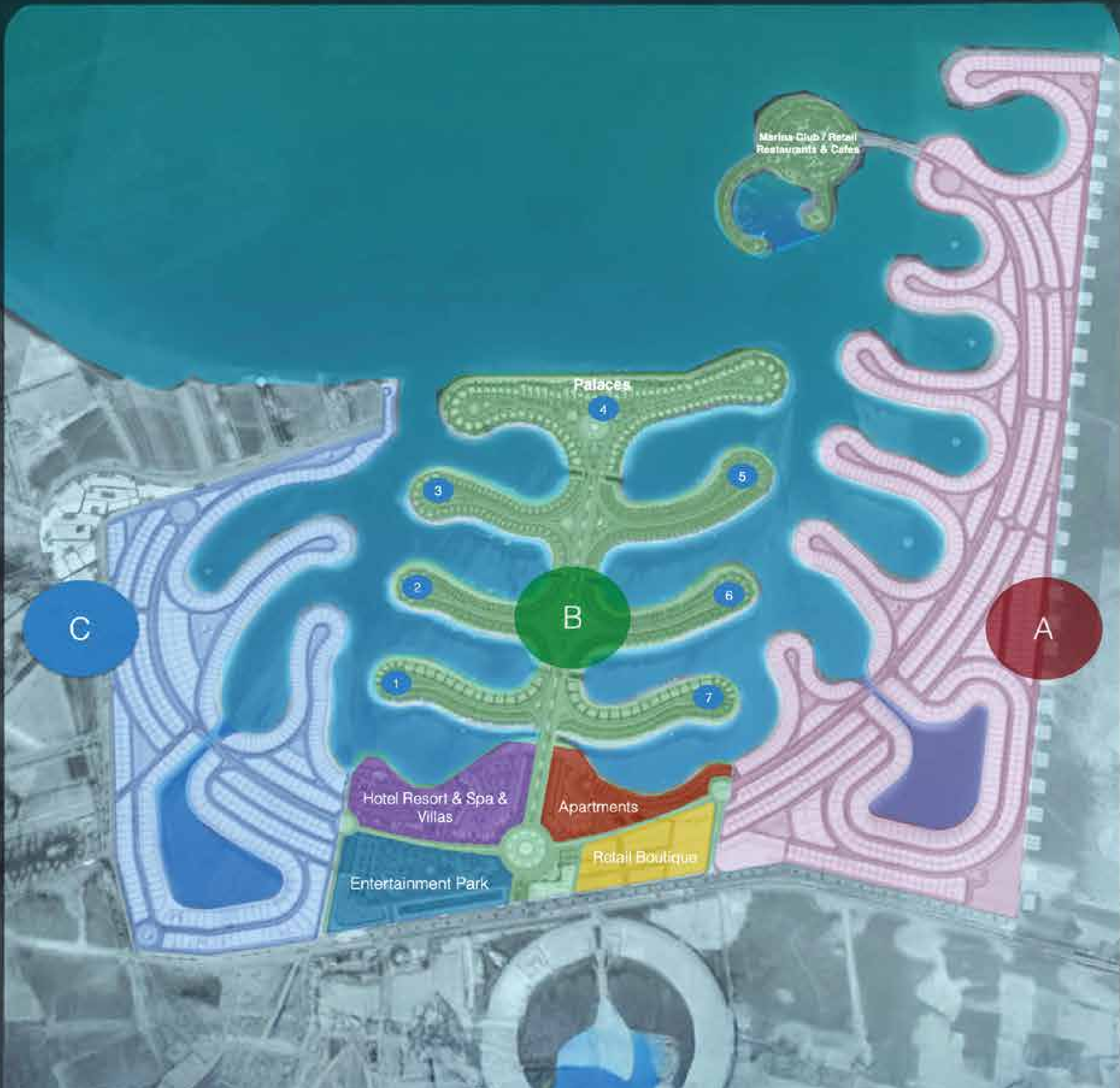
- ✓ Marina Club
- ✓ Entertainment (Water Park)
- ✓ Restaurants & Shops

Services

- Land for public facilities
- Play areas and sport areas
- Open green spaces
- Roads and bridges
- Utilities
- Schools
- Sports facilities
- Security

The Masterplan

Phased cluster approach for 10-15 year development period



DK Project Components

Cluster A	1,670,000	s.qm²
Cluster B	**1,497,903**	s.qm²
Cluster C	970,000	s.qm²
	4,137,903	s.qm²

Cluster include:

- Villas
- Hotel
- Apartments
- Entertainment / Restaurants & Shops
- Retail Boutique
- Compound Villas
- Marina - Yachts Club / Retail

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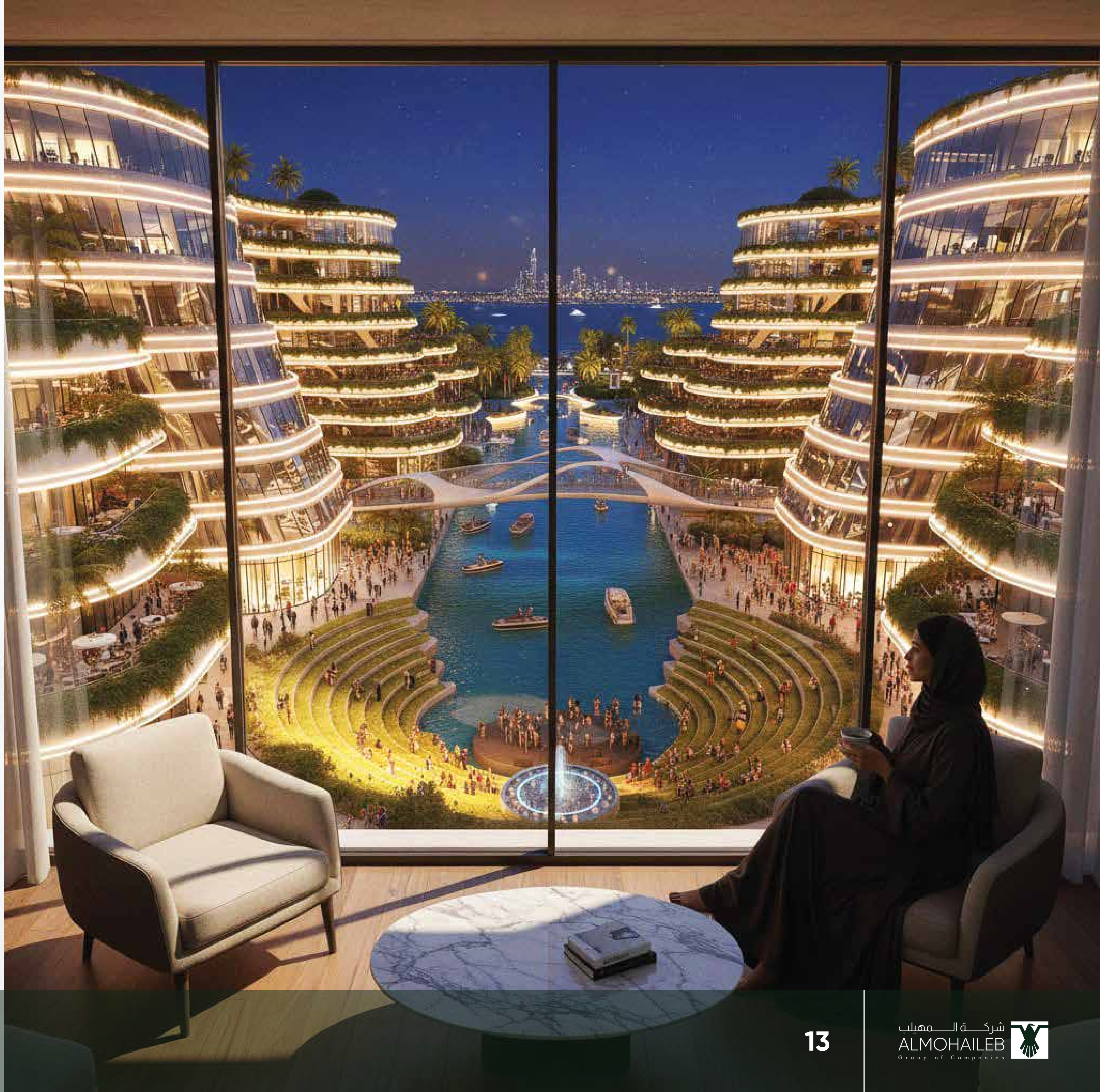
Inspired by the organic shapes, the design features serpentine lagoons and islands maximizing waterfront exposure. Conceptual iterations include day and night aerial views showing high-rise apartments, villas, sports fields, and green spaces.



Land Use Allocation & Built-Up Area (BUA) Breakdown

Component / Cluster	Land Area (m2)	Land Share	Plot Ratio (BUA/Land)	Estimated BUA(m2)	Primary Revenue Stream
Cluster A: High-Density Luxury	1,670,000	40.40%	0.5	835,000	Residential Sales (Apartments/Villas)
Cluster B: Ultra-Luxury & Core	1,497,903	36.20%	0.25	374,476	Palaces/Villas Sales, Hospitality Revenue
Cluster C: Mid-Density & Support	970,000	23.40%	0.35	339,500	Residential Sales, Commercial Rental

Total Project BUA: 1,548,976/ m2
Total Open Area (Roads, Green Spaces, Water): 2,588,927/m2

Detailed BUA and Unit Mix

Asset Type (from Key Map)	Allocation of Total BUA	Estimated BUA (m²)	Unit Count/ Size Assumption
Waterfront/Palace Villas (WFV/Palaces)	25%	387,244	250 units @ 1,500 m² avg.
Sea View Apartments	35%	542,142	2,000 units @ 270 m² avg.
Boutique Shops / Retail / F&B	10%	154,898	150 units @ 1,000 m² avg. (GLA)
Hotel / Resort & Spa (5-Star)	15%	232,346	400 keys @ 580 m² /key (High-Luxury)
Marina Club / Yacht Club	5%	77,449	Amenity/Common Area
Entertainment Park	10%	154,898	Amenity/Common Area
Total	100%	1,548,976	

Comparative distances to other projects:

Al Nakheel: 42 km
Al Khaleej Village: 45 km
Al Marsa: 53 km
Kids Game City: 31 km
Holiday Inn Hotel: 26 km
Prince Sultan Beach House: 5.6 km

Market Linkage & Integrated Tourism Strategy

Strategic Pillar	Implementation Plan	Expected Investor Impact
Events & Festival Linkage	Regional Event Hub: Leverage the Bahrain Causeway (15km) to capture high-value overflow from major Bahrain events (e.g., F1 Grand Prix, Jewellery Arabia, concerts). The project's hospitality sector will offer exclusive "Race Weekend" packages.	Guaranteed Peak Season Occupancy: Converts Bahrain's major events into direct revenue streams for Cluster B (Hotels) and Cluster C (Marina).
Domestic Season Integration	Collaborate with the Saudi General Entertainment Authority (GEA) and Visit Saudi to become a key zone within the Sharqiah Season (Eastern Province Season) and leverage the spillover from Riyadh Season's concerts and cultural events.	Extended Occupancy: Drives domestic tourism during Saudi festival seasons, ensuring strong utilization of the Entertainment Park and retail areas in Cluster A and B.

Market Linkage & Integrated Tourism Strategy

Strategic Pillar	Implementation Plan	Expected Investor Impact
Experiential Tourism	Promote the unique Blue/Green Infrastructure (Mangroves, Artificial Reefs) as an Eco-Wellness Destination. Offer specialized activities like marine diving certification, yachting regattas from the Marina Club, and curated coastal dining experiences.	Diversified Offering: Attracts a new demographic (eco-tourists, luxury wellness travelers) beyond traditional leisure visitors, reducing reliance on the GCC weekend market.
Cultural & Heritage Positioning	Utilize the proximity to cultural anchors like the King Abdulaziz Center for World Culture (Ithra) and historic sites in the Eastern Province (e.g., Al Ahsa's UNESCO sites) by offering luxury tour packages originating from the Hotel/Resort.	Extended Occupancy: Drives domestic tourism during Saudi festival seasons, ensuring strong utilization of the Entertainment Park and retail areas in Cluster A and B.

1

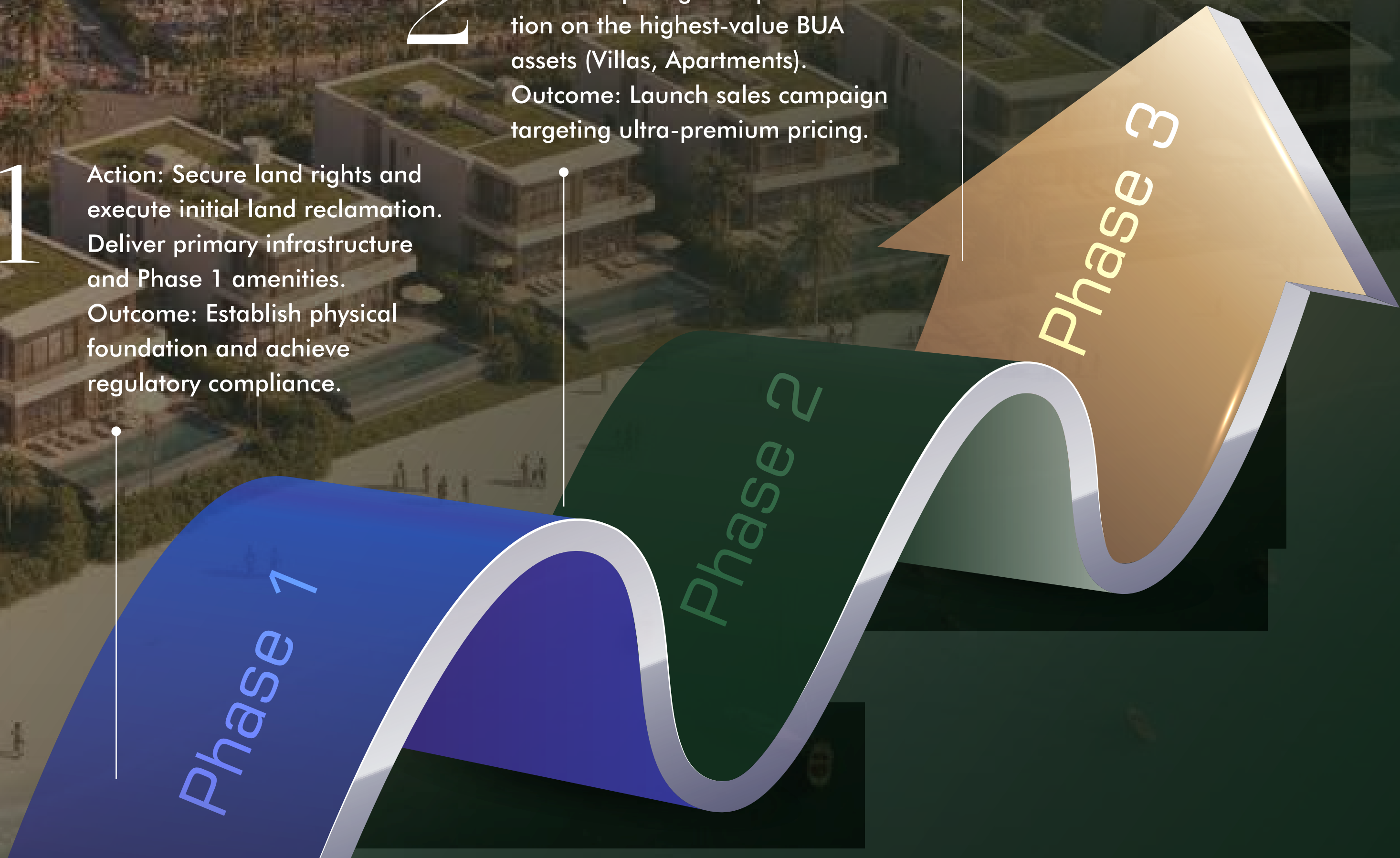
Action: Secure land rights and execute initial land reclamation. Deliver primary infrastructure and Phase 1 amenities.
Outcome: Establish physical foundation and achieve regulatory compliance.

2

Action: Execute the Global Brand Partnership. Begin major construction on the highest-value BUA assets (Villas, Apartments).
Outcome: Launch sales campaign targeting ultra-premium pricing.

3

Action: Complete all core BUA and final leisure amenities (Yacht Club/Entertainment Park).
Outcome: Realize the target 18.08% Profit Margin



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