





CORPORATE PROFILE

BUILDING SUSTAINABLE COMMUNITIES





CanalView at Dilmunia

NASEEJ Building Communities that Build Bahrain



www.naseej.bh

Naseej has won **Best Luxury Real Estate Developer 2022 Bahrain Award** by the US-based Luxury Lifestyle Awards body in recognition for its flagship project; CanalView in Dilmunia.

In 2020, Naseej received international recognition for its flagship project CanalView located at Dilmunia Island. The UK-based **International Property Awards** body awarded CanalView with two prestigious awards in multiple categories for the project's outstanding offering.

CanalView received a **five-star** rating and a "Best" in its class classification under the category of **Residential Development - Bahrain for 2020-2021** in the Arabian & African Region, as well as achieving the award for **Best Apartment- Bahrain for 2020-2021** in the same region.

In 2021, Naseej was awarded with an additional three awards from the **International Property Awards**, in three different categories among the Arabian & African region for 2021-2022. These awards included, **best Mixed-Use Development - Bahrain for 2021-2022**, **Retail Development- Bahrain for 2021-2022**, and **Residential Interior (Apartment) - Bahrain for 2021-2022**.

From 2020-2022, CanalView achieved the following awards:

- Best Residential Development Bahrain 2020-2021
- Apartment Bahrain 2020-2021
- Best Mixed Use Development Bahrain 2021-2022
- Best Retail Development Bahrain 2021-2022
- Best Residential Interior Apartment Bahrain 2021-2022

THE INTERNATIONAL PROPERTY AWARDS ORGANIZATION

The International Property Awards are open to residential and commercial property professionals from around the globe. They celebrate the highest levels of achievement by companies operating in all sectors of the property and real estate industry. An International Property Award is a world-renowned mark of excellence.

International Property Media Ltd, The Mill House, Bishop Hall Lane, Chelmsford, Essex, CM1 1LG, United Kingdom.
www.propertyawards.net



COMPANY PROFILE

Naseej is the MENA region's first fully-integrated real estate and infrastructure development company, encompassing the entire value chain from concept to completion. The Company's core activities comprise design and master planning; development and construction; building components; mortgage facilitation; and asset management.

Headquartered in the Kingdom of Bahrain and capitalised at BD 86.4 million, the Company was established by prominent private and public sector investors to act as a pioneering catalyst for addressing the region's affordable housing development needs.

Demand-driven, the Company is committed to delivering value-based real estate solutions through insight and innovation; applying pragmatism when meeting new challenges; delivering real benefits to individuals and societies; and building the foundations of prosperity for future generations, always with vision. The logo of Naseej signifies the texture of life within the societies that the Company serves.



OUR MAIN SHAREHOLDERS

Naseej's main shareholder base comprises of major banks and organizations with a solid and sound reputation in Bahrain and the rest of the region. These include Ithmaar Holding B.S.C, Bank of Bahrain & Kuwait B.S.C (BBK), Ithmaar Development Company Ltd, Social Insurance Organisation of the Kingdom of Bahrain, ESKAN Bank, GFH Financial Group BSC, Khaleeji Commercial Bank B.S.C, Alfateh Investment and Ibdar Bank B.S.C.





A COMPANY THAT
BUILDS HOMES.
HOMES THAT BUILD
COMMUNITIES.
**COMMUNITIES THAT
SHAPE BAHRAIN.**

BUILDING COMMUNITIES THAT BUILD BAHRAIN



PROJECT PORTFOLIO REVIEW

PORTFOLIO DIVERSIFICATION

While maintaining its primary focus on social and affordable housing projects in Bahrain, Naseej plans to diversify its portfolio by pursuing selective opportunities in related sectors such as community-based retail facilities, education and healthcare. The Company will adopt a prudent business approach, focusing on demand-driven, sustainable and non-speculative developments, through which to enhance value to both shareholders and end users.

BASATEEN

Location: Busaiteen, Bahrain | Segment: Mid-income housing
Value: BD 3.6 million | Size: 5,750 square metres

Project Overview

This residential housing development is situated in a highly sought-after neighbourhood of Muharraq, which is well-served by numerous local community facilities. The project comprises 23 semi furnished, luxury villas, complete with air conditioning, European tiling, lighting, gypsum, sanitary ware, fully fitted European kitchens with appliances, garage shutter electric doors, intercoms systems, as well as en-suite bathrooms in every room.

www.basateen.bh
 instagram: naseejbsc



CANALVIEW

Location: Dilmunia Island, Bahrain | Segment: Mixed-use residential and retail
Value: BD 27.5 million
Size: 13,000 square metres

Project Overview

This landmark mixed-use property development of over 13,000 square metres occupies a prime location on the prestigious Dilmunia Island, situated alongside a 1.6-kilometre canal with dual pedestrian access, and featuring a waterfall and fountains. The project comprises 246 luxury apartments in four buildings, which are set in landscaped gardens next to a sweeping canal promenade providing a diverse range of retail and leisure-related outlets. Canal View's amenities include indoor and outdoor swimming pools, a gymnasium and multi-sport court, residents' club house, and a shaded rooftop garden with a BBQ area. A number of special apartments will have their own private garden areas.

www.canalview.bh
 instagram: canalviewbh



INTERNATIONAL AWARD RECOGNITION

2020-2021
 BEST RESIDENTIAL DEVELOPMENT BAHRAIN 2020-2021
 BEST APARTMENT BAHRAIN 2020-2021

2021-2022
 BEST MIXED USE DEVELOPMENT BAHRAIN 2021-2022
 BEST RETAIL DEVELOPMENT BAHRAIN 2021-2022
 BEST RESIDENTIAL INTERIOR APARTMENT BAHRAIN 2021-2022

2022
 LUXURY LIFESTYLE AWARD



★★★★★

★★★★★
 ★★★★★
 ★★★★★

ARAD

*Location: Muharraq, Bahrain | Segment: Social (Mazaya) & Affordable Housing | Value: BD 25.2 million
Size: 130,000 square metres*

Project Overview

This large property development site is located at Arad Bay. The project comprises a total of 203 villas and 98 land plots for sale. All villas will be allocated to the Mazaya Scheme.



BARBAR

*Location: Barbar, Bahrain | Segment: Social (Mazaya) & Affordable Housing | Value: BD 39.7 million
Size: 150,000 square metres*

Project Overview

This large property development project is located in the vicinity of Barbar Village, close to the historic Dilmun-era Barbar Temple, which is a tentative UNESCO heritage site. The project will comprise 301 villas and 100 land plots for sale. The villas will be launched in phases, with the first phase consisting of 57 villas, of which 34 will be allocated to the Ministry of Housing's Mazaya Scheme.

LAND BANK - AMWAJ LAND

Naseej expanded its land in Bahrain with the purchase of a plot of land covering 125,000 square metres at Amwaj Islands. The land occupies a prime position near to the main entrance to Amwaj, overlooking the International School of Choueifat.



AIN AL AOUDA HOUSING PROJECT - MOROCCO

*Location: Ain Al Aouda, Morocco | Segment: Social and affordable housing with retail | Value: BD 9.6 million
Size: 356,100 square metres*

Project Overview

In 2012, Naseej signed an agreement with the Government of Morocco to develop social and affordable housing units on two adjoining land plots in Ain Al Aouda – which is located 24 kilometres from Rabat and 80 kilometres from Casablanca – through which to help address the country's housing shortage. The project suffered initial delays due to socio-economic and financial issues. The overall masterplan and use of land were changed by the Government in 2017, with the original social housing concept being expanded to embody affordable housing, and complementary retail and commercial facilities. Naseej successfully negotiated significant concessions with the Government, which reduced financing risks and enhanced the viability of this project.



EDUCATION - NADEEN SCHOOL AT DILMUNIA

*Location: Dilmunia Island | Segment: Education
Value: BD 12.5 million | Land size: 17,762 square metres
Built-up area: 20,750 square metres*

Project Overview

Naseej and Ithmaar Development Company (IDC) announced the signing of a partnership agreement to develop an international school in the heart of Dilmunia. Following from that agreement, the parties also signed an agreement to appoint Nadeen School as the school operator. The new School will be developed on a land plot size of 17,762 sqm, with a built-up area of 20,750 sqm and will have a capacity to accommodate some 1,056 students of both genders and it includes all academic stages up to the ninth grade.



RETAIL

JUMANA

The retail component of Naseej's affordable housing development at Salman Town has been completed, and leasing of the units has commenced. Several of outlets have opened at the retail portion of Jumana that included, supermarkets, convenience stores and a number of retail outlets to serve the residents.



CANALVIEW

Canal View features a retail component covering two storeys at the podium level of the four residential towers, which will offer a variety of shops, restaurants and cafés, fashion outlets and service stores; together with the possibility of entertainment facilities geared towards canal-side water activities. A retail consultant will be appointed to provide insight and knowledge on how to attract and fill the spaces in a manner that is profitable to the Company, while also keeping in mind the well-being of residents.



CANALVIEW RECEIVES INTERNATIONAL RECOGNITION

AN AWARD WINNING VIEW

COMFORT . HAPPINESS . LIFESTYLE



CanalView.bh

In the heart of Dilmunia.
In the heart of Dilmunia Island



INTERNATIONAL AWARD RECOGNITION

2020 - 2021

Best Residential Development Bahrain 2020-2021
Best Apartment Bahrain 2020-2021

★★★★★

2021 - 2022

Best Mixed-Use Development Bahrain 2021-2022
Best Retail Development Bahrain 2021-2022
Best Residential Interior Apartment Bahrain 2021-2022

★★★★★

★★★★★

★★★★★

2022

Luxury Lifestyle Award 2022

Scan QR code
to view project



BOARD OF DIRECTORS



**SHAIKH HAMED
MOHAMED ALKHALIFA**

Chairman



**MR. AHMED
A. RAHIM**

Vice Chairman



**MR. ABDULELAH
AL QASSIMI**

Director



**MR. AHMED
TAQI**

Director



**DR. KHALID
ABDULLA**

Director



**MR. MAYSAN
AL MASKATI**

Director



**MR. MOHAMMED
KHALIL ALSAYED**

Director



**MR. TALAL
AL MAHROOS**

Director



**MR. SATTAM
AL GOSAIBI**

Director



**MR. YUSUF
AL THAWADI**

Director



ياسمينه سار
YASMEENAT SAAR

Building Communities that Build Bahrain

Located opposite Saar Mall, Yasmeenat Saar comprises of 27 mid-high end villas built to the highest standard specification with open plan layouts to suit today's life-style aspirations.

yasmeenatsaar.bh



MANAGEMENT & EXECUTIVE TEAM



**MR. MOHAMMED
KHALIL ALSAYED**

Managing Director



**MR. AHMED
AL HAMMADI**

General Manager



MR. AMER JANAHI

Head of Human Resources
& Administration | Board
Secretary | Corporate
Governance Officer



MR. ROY SULLIVAN

Head of Construction



**MR. MOHAMMED
AL SHAIKH**

Head of Investments



MR. NASER SHARIF

Head of Finance | Risk
Officer



**MR. AHMED ALI
ABDULLA**

Senior Manager,
Property Sales



MS. EMMA SHARIF

Senior Manager, Corporate
Communications & PR



MR. KHALID AL JASIM

Senior Manager,
Information Technology



**MR. AHMED
WAHEEB ALKHAJA**

Senior Manager,
Property Development



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BUILDING COMMUNITIES THAT BUILD BAHRAIN





JUMANA
مدينة سلمان

Jumana – Madinat Salman

This affordable housing component of the PPP project located at Madinat Salman, comprising 165 villas and 202 apartments in a serene seafront setting, made excellent progress during 2018. Following the successful completion and handover of all villas to homeowners in 2017, the effort continued throughout 2018 with the completion and fit-outs of the apartment blocks.



**THE FIRST PUBLIC-PRIVATE PARTNERSHIP
OF ITS KIND IN THE GCC**

**IN PARTNERSHIP WITH THE
MINISTRY OF HOUSING - BAHRAIN**

SOCIAL & AFFORDABLE HOUSING UNITS

Number of units: 2,685

Locations: Madinat Salman, Al Luwzi

jumana.bh

BAHRAIN PPP PROJECT

Naseej was the exclusive private sector partner of the Government of Bahrain's pioneering social and affordable housing public-and-private partnership (PPP). The first of its kind in the GCC, this ground-breaking initiative involved the construction of 2,318 social and affordable housing units at the two strategic locations of Salman Town and Al Luwzi.

OUTSIDE BAHRAIN

Naseej is working with the Government of Morocco to develop social and affordable housing units, with retail and commercial facilities, on two adjoining land plots in Ain Al Aouda - located 24 kilometres from Rabat and 80 kilometres from Casablanca - to help address the Country's housing shortage.

LAND BANK DEVELOPMENT

Naseej currently has a total land bank exceeding 626,000 square metres, to support the development of planned housing projects. The land bank in Bahrain comprises 270,000 square metres at Amwaj Islands, Arad and Jid Al Haj. In Morocco, two adjoining plots at Ain Al Aouda cover over 356,000 square metres.

COMPLETED PROJECTS

Naseej has completed three projects to date in Bahrain, comprising more than 2,500 homes with a total value of BD 148 million. These projects include the Government's Social & Affordable Housing PPP; Jumana - the affordable housing and retail component of the PPP at Salman Town; and the luxury villa development of Yasmeenat Saar.

CONSISTENT PROFITABILITY

Against a challenging backdrop of economic downturns, financial crises and geo-political tensions, which affected the regional real estate industry, Naseej has achieved ten consecutive years of profitability since commencing operations in 2009. The average annual net profit equates to BD 3.64 million, with a record of BD 6.09 million reported in 2016.

MAZAYA SCHEME

Naseej is an approved property developer for the Ministry of Housing's innovative Mazaya Scheme, which helps Bahraini citizens on the social housing list purchase their own homes, through subsidised mortgages from participating financial institutions. Naseej is currently developing over 500 affordable villas under this Scheme at Budaiya, Barbar and Arad.

CURRENT PROJECTS

Naseej is currently developing five housing projects across the Kingdom of Bahrain, comprising more than 800 residential units with a total value of approximately 100 million. These include social and affordable housing projects at Arad, Barbar, Budaiya and Busaiteen; and a mixed-use high-end residential and retail development on Dilmunia Island.

CONSISTENT PROFITABILITY

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