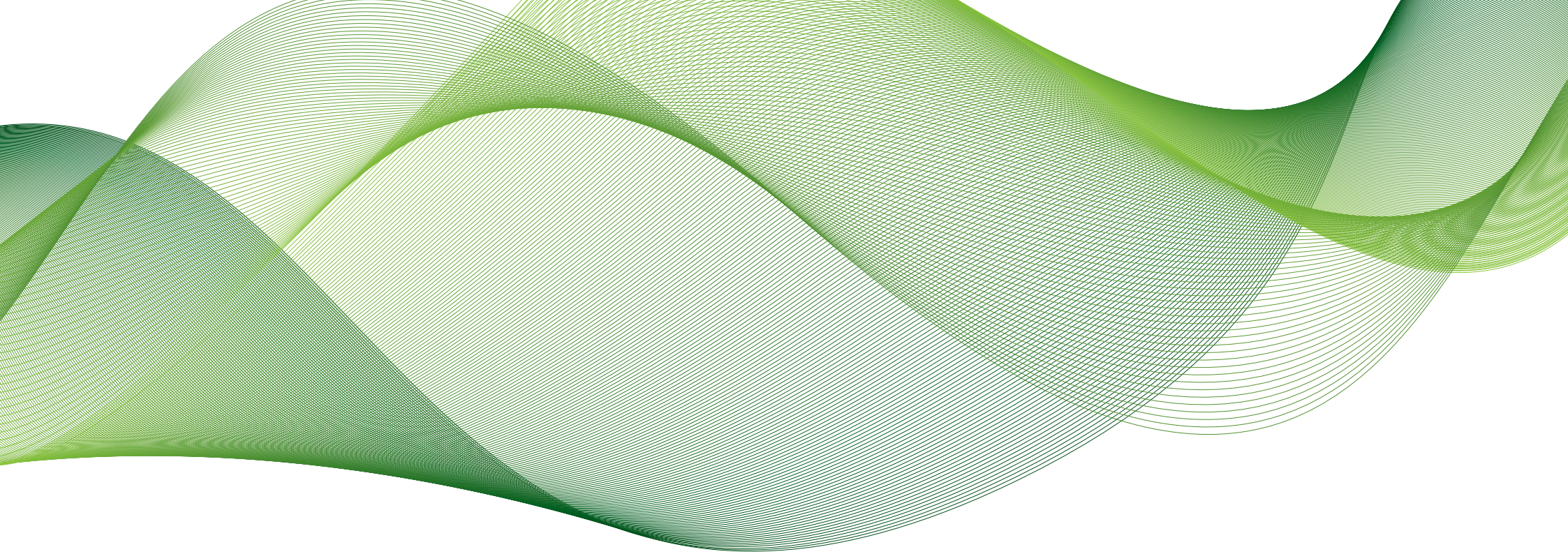




NASEEJ

CORPORATE PROFILE

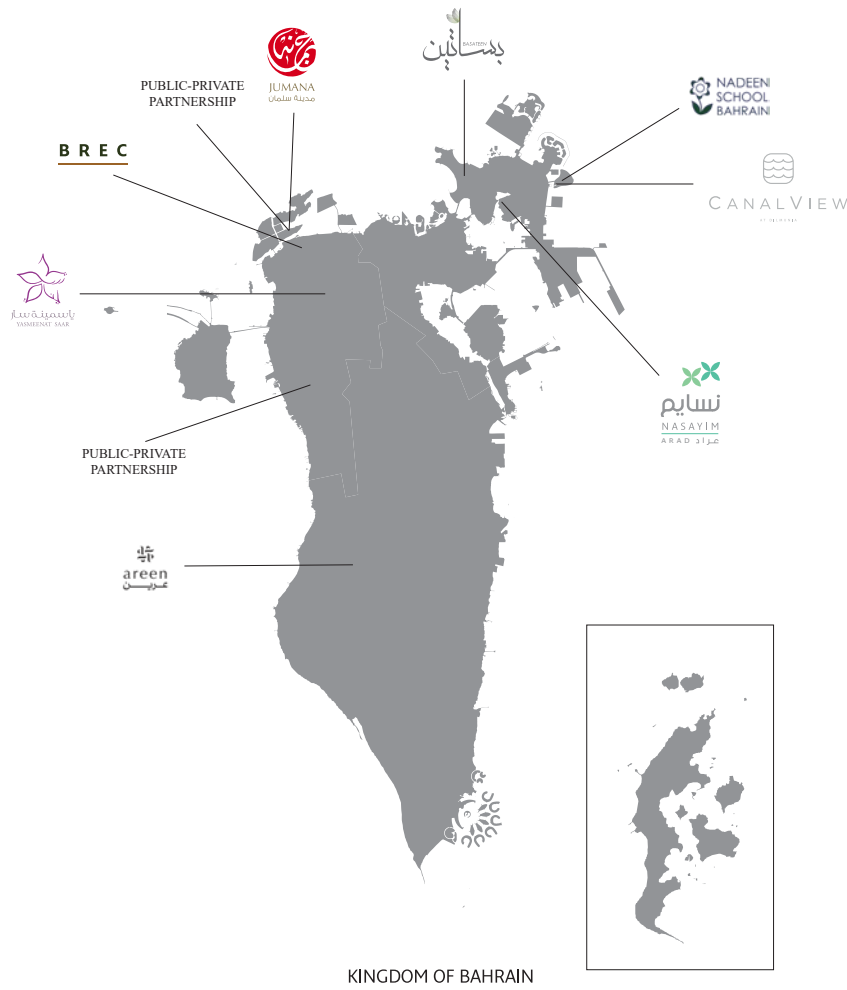


**NASEEJ**   
CORPORATE PROFILE

**BUILDING SUSTAINABLE COMMUNITIES**

# NASEEJ

## NASEEJ PROJECTS & JOINT VENTURES



Building Communities that Build Bahrain

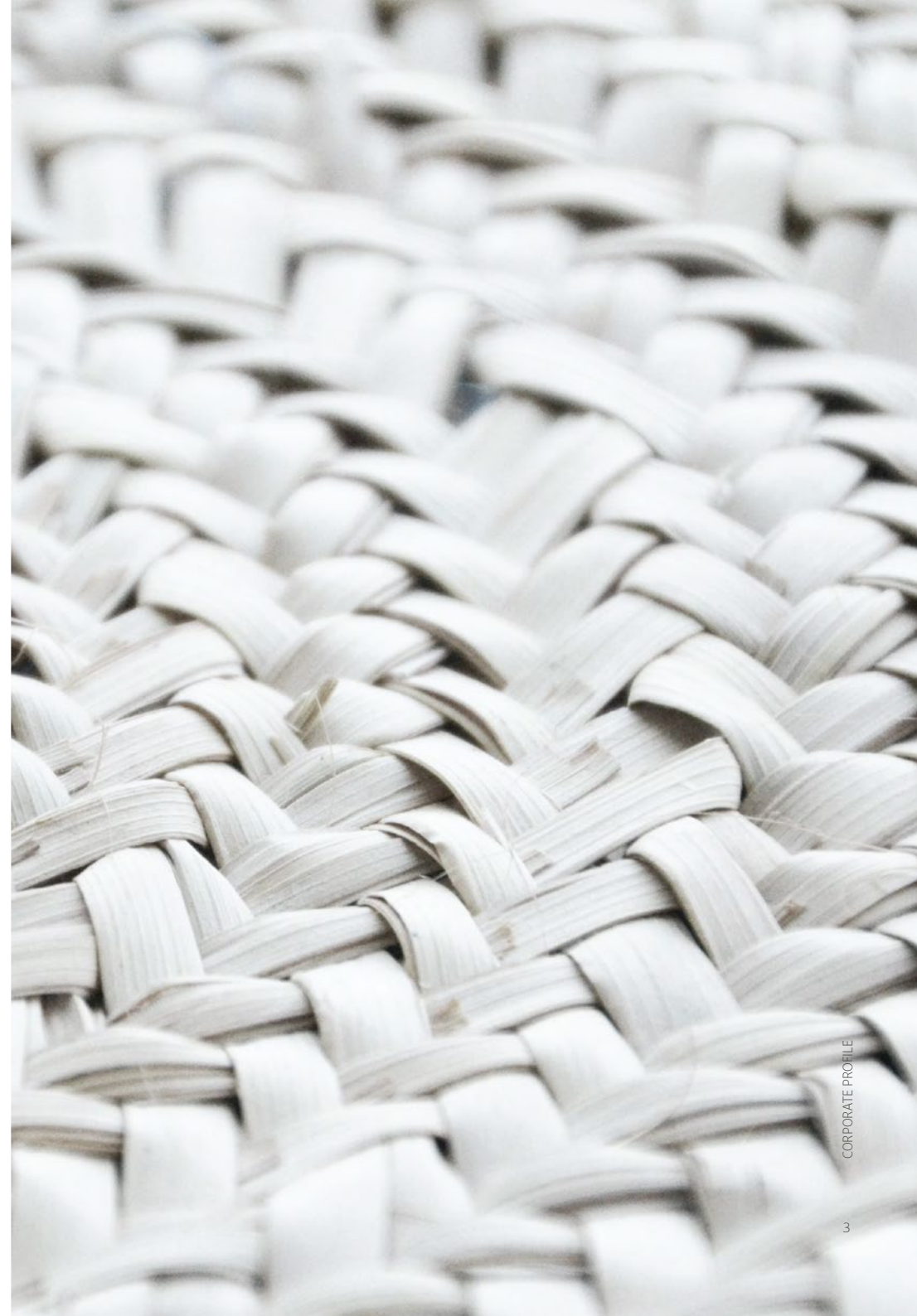
## COMPANY PROFILE

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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.**

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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 28 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 - BEST LUXURY REAL ESTATE DEVELOPER

## NASAYIM ARAD

*Location: Muharraq, Bahrain | Segment: Affordable Housing  
Size: 130,000 square metres*

### Project Overview

This large property development site is located at Arad Bay. The project comprises of residential plots and villas for sale.



## BARBAR

*Location: Barbar, Bahrain | Segment: Social (Mazaya) & Affordable Housing  
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 villas and land plots for sale. The project consists of residential lands and villas, which will be suitable for beneficiaries of the Ministry of Housing programs and schemes.

## AMWAJ AVENUE

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.



## EDUCATION - NADEEN SCHOOL AT DILMUNIA

*Location: Dilmunia Island | Segment: Education  
Value: BD 13.5 million | Land size: 17,462 square metres  
Built-up area: 20,750 square metres*

### Project Overview

In a JV partnership with Ithmaar Development, Naseej announced the opening of the NEW Nadeen School campus at Dilmunia Island in September 2023. The school is also within walking distance of Naseej's mixed use project, CanalView.

The new state-of-the-art educational facility has been designed and built as a U-shaped building with open spaces, wide corridors and plenty of opportunities for natural sunlight to filter through for healthier and more sustainable learning standards. The new school's capacity is for over 1,000 students of both genders and includes all academic levels of education.

The school has 44 classrooms and additional shared spaces to provide a high-quality and healthy learning environment for students and teachers.

The campus has a semi-Olympic indoor swimming pool with other joining pools, science and biology laboratories, a massive library, a health center, art halls, a large canteen and an indoor physical educational gymnasium.

The school also features 'outdoor classrooms' for the cooler months in order to cultivate improved learning and teaching techniques in the effort to enhance student learning.



## RETAIL

### JUMANA - Retail

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 - Retail

Canal View features a retail component covering two storeys at the podium level of the four residential towers, which offers 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 property management firm has been appointed to manage the retail component of CanalView. A number of retailers have opened their businesses at CanalView Retail in 2025.





# 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 - Best Luxure real estate Developer

Scan QR code  
to view project



## BOARD OF DIRECTORS



**SHAIKH HAMED  
MOHAMED ALKHALIFA**

Chairman



**MR. MOHAMMED  
KHALIL ALSAYED**

Vice Chairman



**MR. AHMED  
TAQI**

Director



**MR. SATTAM  
AL GOSAIBI**

Director



**MR. MAYSAN  
AL MASKATI**

Director



**MR. YUSUF  
AL THAWADI**

Director



**MR. ABDULLA TALEB**

Director



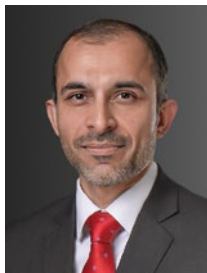
**MR. MOHAMMED  
BUCHERIE**

Director



**MR. MOHAMMED  
SAFAR**

Director



**MR. NADER AL  
QASSAB**

Director



ياسمينة 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](http://yasmeenatsaar.bh)



## MANAGEMENT & EXECUTIVE TEAM



**MR. AMIN  
ALARRAYED**

Chief Executive Officer



**MR. AMER JANAHI**

Chief Operating Officer  
& Board Secretary



**MR. AYMAN  
BUHEJI**

Chief Development  
Officer



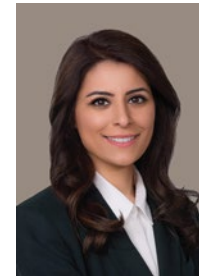
**MR. MOHAMMED  
AL SHAIKH**

Chief Investment Officer



**MR. NASER SHARIF**

Chief Financial Officer



**MRS. DANA  
RASHDAN**

Head of Risk &  
Compliance



**MS. EMMA SHARIF**

Head of Marketing &  
Corporate Communications



**MR. AHMED  
ABDULLA**

Senior Manager,  
Property Sales



**MR. AHMED  
ALKHAJA**

Senior Manager,  
Property Development



**MR. KHALID  
AL JASIM**

Senior Manager,  
Information Technology



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



BUILDING COMMUNITIES THAT BUILD BAHRAIN





## 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.



JUMANA  
مدينة سلمان



**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](http://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 social and affordable housing with infrastructure development. Valued at BD170m, Naseej's PPP project was of national importance, delivering over 2,318 homes in two strategic locations in Bahrain being Madinat Salman and Al Luwzi District.

## COMPLETED PROJECTS

To date, Naseej has successfully completed five real estate projects, comprising of over 2,981 residential units in the Kingdom of Bahrain. These projects include the Government's Social & Affordable Housing PPP; Jumana – the affordable housing and retail component of the PPP at Madinat Salman; and the luxury villa development of Yasmeenat Saar. In 2022, Naseej delivered its flagship project CanalView at Dilmunia, as well as Basateen housing project in Busaiteen, Muharraq.

## MAZAYA SCHEME

Naseej is an approved property developer for the Ministry of Housing's innovative Mazaya, and Tas'heel housing Schemes, which helps Bahraini citizens on the social housing list purchase their own homes, through subsidised mortgages from participating financial institutions.

## INVESTING IN BAHRAIN'S ECONOMY

In the coming 5 years, Naseej has committed its investment portfolio to develop three new residential developments in the Kingdom of Bahrain, investing an additional BD76 million in the local economy. The new developments include, Nasayim Arad Residential Project, the BarBar Housing Project, and Amwaj Avenue located near to the main entrance of the Amwaj Island development.

Since inception, Naseej has invested close to BD218.4 million in the local economy, completing a number of successful real estate and infrastructure projects, including the CanalView Project located in Dilmunia Island, Basateen residential villas, Jumana affordable housing project and Yasmeenat Saar villas located in Saar opposite to Saar Mall.

## CORPORATE SOCIAL RESPONSIBILITY

Naseej continues to strengthen its corporate social responsibility framework within the organization as well as externally. Over the years the Company has worked closely with a number of entities to support the social development of the Kingdom of Bahrain. Naseej continues to provide aid and support to the Royal Humanitarian Fund, The Good Word Society, as well numerous other entities and directives in Bahrain that support the social & development sectors in Bahrain

In 2023, Naseej was joined the UN Global compact; the largest UN-led Corporate Social Responsibility initiative in the world. Naseej also signed a key agreement with the UN Habitat in Bahrain to work on sustainability and urbanization programs that serve the Kingdom's sustainability objectives for the years to come. Naseej is also a member of the SME Climate Hub and underlines its commitments to the "Race to Net Zeros" initiative.

Naseej also offers a student internship program, named as 'Aafaq' which enrolls young university talents to the experience real life working experience across all business functions and departments at Naseej.

## CURRENT PROJECTS

### NASAYIM ARAD

Comprising a combination of villas and land plots for sale at competitive prices, Nasayim Arad is targeted to mid-income buyers and it also expect a large number of applicants from the Ministry of Housing's schemes beneficiaries to also be potential buyers for Nasayim Arad as it offer lands and villas for sale. Located in Arad, the seafront development overlooks Arad Fort and the spectacular bay, and is within walking distance of Seef Mall Muharraq as well as other main attractions located around the project. The development is also in close proximity to the Bahrain International Airport, retail areas, hospitals, school and sports clubs.

As part of the design and development of the Nasayim project, the properties will be developed as smart homes with technological features and IoT to cater for future use. The design layouts of these homes will also allow residents to make future enhancements to their homes that can reduce waste, renovation works, expansion, water, energy, and cooling consumption.

### AMWAJ AVENUE

The Amwaj Avenue project is a new mixed-use development within its investment lands project that is strategically located near the main access of Amwaj Islands. The project covers an area of 125,000sqm and will have a larger portion allocated for residential villas and units. The development will also have a land sale component. The area is home to several key developments and facilities, such as the International School of Chouefat, New Amwaj Cinema, Amwaj Drive and other popular retail components. The surrounding area of the plot has developed infrastructure and roads that provide easy access to Amwaj, Dilmunia Island, and Muharraq.

### BARBAR RESIDENTIAL PROJECT

Barbar housing development, located in Barbar-Budaiya within the Northern Governorate. Spread over an area of 150,000sqm, the project will also comprise of land plots and residential villas and is meant for the social and affordable housing scheme beneficiaries.


In 2021, Naseej and its joint venture partner Ithmaar Holding Company signed a partnership agreement to develop the project. The Barbar development project is part of the company's well-studied plans in selecting affordable housing projects in key areas in Bahrain where the demand exists.



Naseej B.S.C(c)

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