

# BUILDING FUTURES, TOGETHER

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[WWW.AL-TAHALUF.COM](http://WWW.AL-TAHALUF.COM)





"Our vision is to be the best homebuilder  
in the Kingdom of Saudi Arabia."

## CONTEMPORARY HOMES FOR THRIVING COMMUNITIES

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The beauty of Saudi Arabia lies in the diversity of its people. That's why we focus on designing soulful, enriching, and high-quality homes for people from all walks of life. Homes that help nurture communities, promote social engagement and make a difference in people's lives today, and for generations to come.



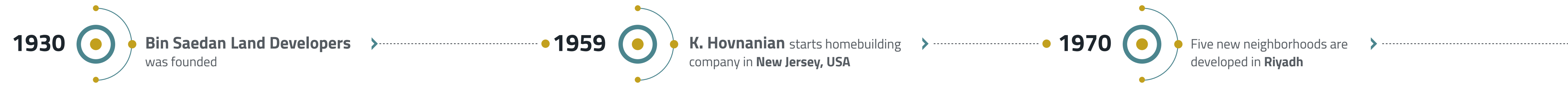
# WHERE EXPERTISE MEETS IMAGINATION

At Al Tahaluf Real Estate, we bring the perfect blend of expertise, experience and creative imagination to the table. With over 150 years of combined history in residential housing and land development, Al Tahaluf Real Estate was born by fusing the expertise and legacies of Hamad Bin Saedan Company and K. Hovnanian Homes (USA). Known as the first SAGIA registered international residential developer in the Kingdom, we've built over 300,000 incredible homes globally and developed over 120m sqm of real estate across Saudi Arabia.

Founded in 2011 and headquartered in Riyadh, our team of over 80 associates have an innate passion to build inspirational homes that enrich lives. With exceptional industry experience, they have the ability to design, develop, cost manage, coordinate project management and procurement and manage the sale and marketing of all our homes in-house. With over 2500 homes built or under construction in Saudi Arabia in our history, it's no wonder we're the first choice when it comes to developing world-class communities.

"To provide our customers with high-quality homes at international standards and the best home ownership experience in the Kingdom of Saudi Arabia."

OUR MISSION





# GREAT LEADERS LOOK TOWARDS THE FUTURE

Since our launch, we have grown significantly thanks to years of learning, investment and scaling. Our success has been a careful process of finding a winning formula when it comes to launching and delivering projects that are both on time, and on budget. We also pride ourselves on our ability to invest significantly in people, technology and systems to ensure we have solid foundations in place to operate seamlessly.

Our vision for 2030? To be the leading homebuilding brand across Saudi Arabia and set the benchmark when it comes to building, selling and delivering exceptional homes. Our goal is to launch new residential projects right across the region in partnership with MoHo, NHC, PIF and private landowners.

## OUR VALUES

- Build quality homes
- Care about our customers
- Earn trust and create a culture of collaboration
- Invest in our associates' growth
- Commit to a long-term vision

1983

K. Hovnanian goes public and is listed on the American Stock Exchange

2001

K. Hovnanian announces the acquisition of Washington Homes

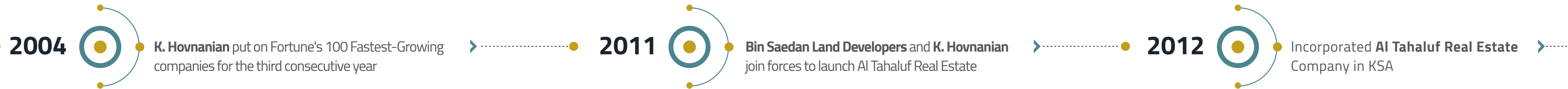
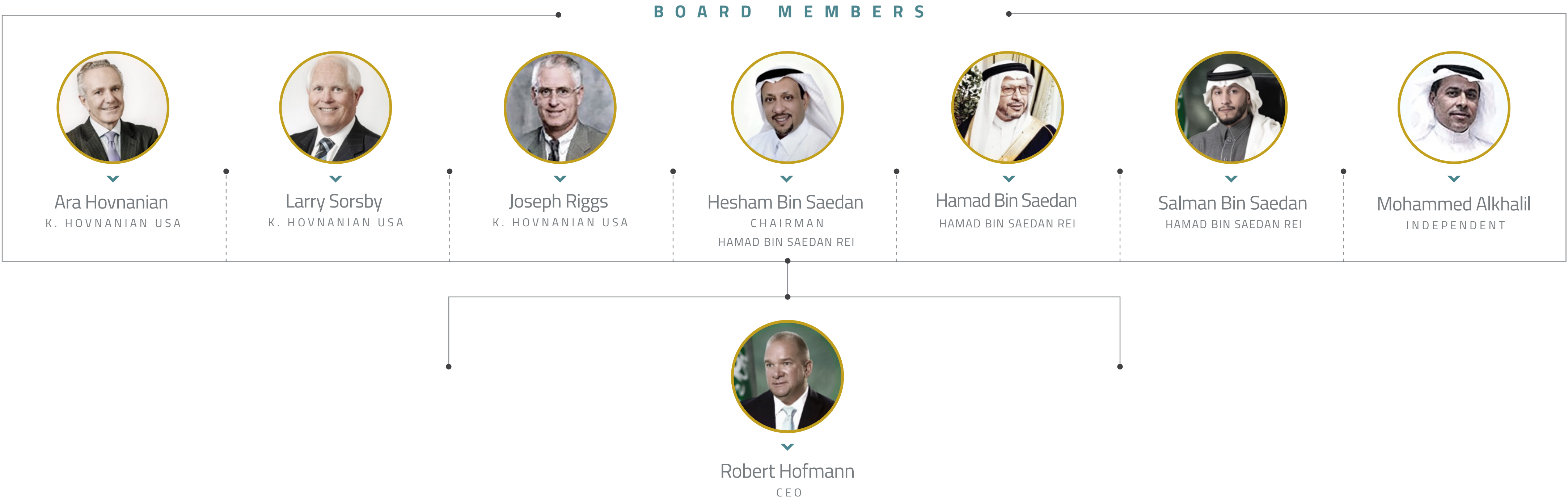
2002

Bin Saedan Land Developers wins the first ISO certificate in the Middle East



# THE CORNERSTONE OF OUR LEADERSHIP

A key component of our winning formula is our blend of international and local expertise with over **70% of Saudi nationals** throughout the organization.





# DEDICATED TO DELIVERING THE EXCEPTIONAL

At Al Tahaluf Real Estate, we pride ourselves on our talent. A team that is wholeheartedly committed to developing inspirational homes at international standards. Our ambitious growth is led by our exceptional team, passion and drive to challenge the conventional business of homebuilding.



**Robert Hofmann**  
CEO

Robert is an international, residential real estate development entrepreneur and industry leader with over 30 years of homebuilding experience in the USA and Saudi Arabia. As one of our founders, Robert has led the start-up of Al Tahaluf Real Estate as our CEO since 2010. He brings his in-depth experience in managing real estate operations, land acquisition and strong ties to financial and funding resources while leading our team toward Al Tahaluf’s strategic plan and overall growth.



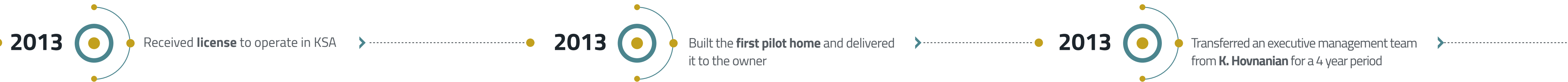
**Tareq Fakhuri**  
COO

Tareq is an international real estate development executive with over 28 years of progressive experience. A dedicated, results-oriented Chief Operating Officer, he has held several leadership positions in the commercial construction industry. Tareq has strong creative problem solving and interpersonal skills and the ability to build trusted relationships with internal/external stakeholders.



**Majed Al Rayan**  
CFO

Majed has over 20 years of experience in finance functions, financial control and planning, accounting, costing management, budget management, financial reporting and people management. He also has extensive knowledge with ERP implementation, presentation of financial statements and operational performance, and among his duties is to provide strategic recommendations to the CEO and members of the executive management team.







**Talal Al Dubaikhi**

Director of Operations

Talal is a forward-thinking, market-savvy Operations Director with a rich history in real estate that backdates 13 years. He is also strongly experienced in sales and marketing for residential homes with an outstanding background in banking. Overseeing all operational aspects of the Al Tahaluf business, Talal is responsible for setting strategic goals, deploying successful marketing campaigns, managing business profitability, coordinating staff and ensuring all departments of the business run smoothly.



**Salman Bin Saedan**

Director of Business Development & Land Acquisition

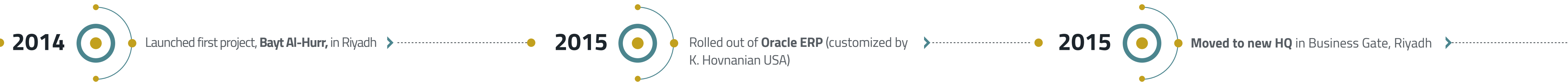
Salman joined the Al Tahaluf Real Estate team in 2017. With a rich background and family legacy in real estate development and investing, Salman leads Al Tahaluf Real Estate Business Development and Land Acquisition efforts. Salman has dedicated his efforts to growing our business relationships and partnerships. He was a key leader in the Ishraq Living partnership with the Ministry of Housing and the National Housing Company. Salman is leading our outreach to new partners to grow our company and find future opportunities.



**Wafa Al Hussini**

Director of Human Resources

Joining Al Tahaluf Real Estate in 2016, with an advanced qualification and background in Human Resources and Organizational Development, Wafa shows great leadership and mentorship in her role. Her excellent skills have helped her grow in our organization from an HR specialist to our first female Executive Director. With excellent managerial skills, she overlooks all recruitments and associate development in our company.





PIONEERING ONE-OF-A-KIND  
PROPERTIES





جواهر  
فلل فاخرة  
بإبداع بيت بوول

Project name:	Jawaher
Launch date:	2015
Location:	Riyadh
Project type:	Residential
Number of designs:	4
Number of units:	145
Unit type:	Premium villas
Unit availability:	Sold out

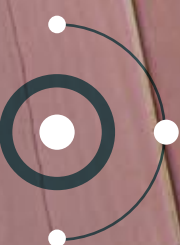




# JAWAHER



2015



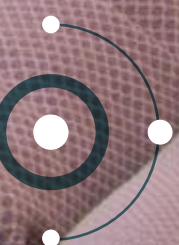
Launched **Jawaher** project

2017



Scaled team to 40 people with **65% Saudi** employees

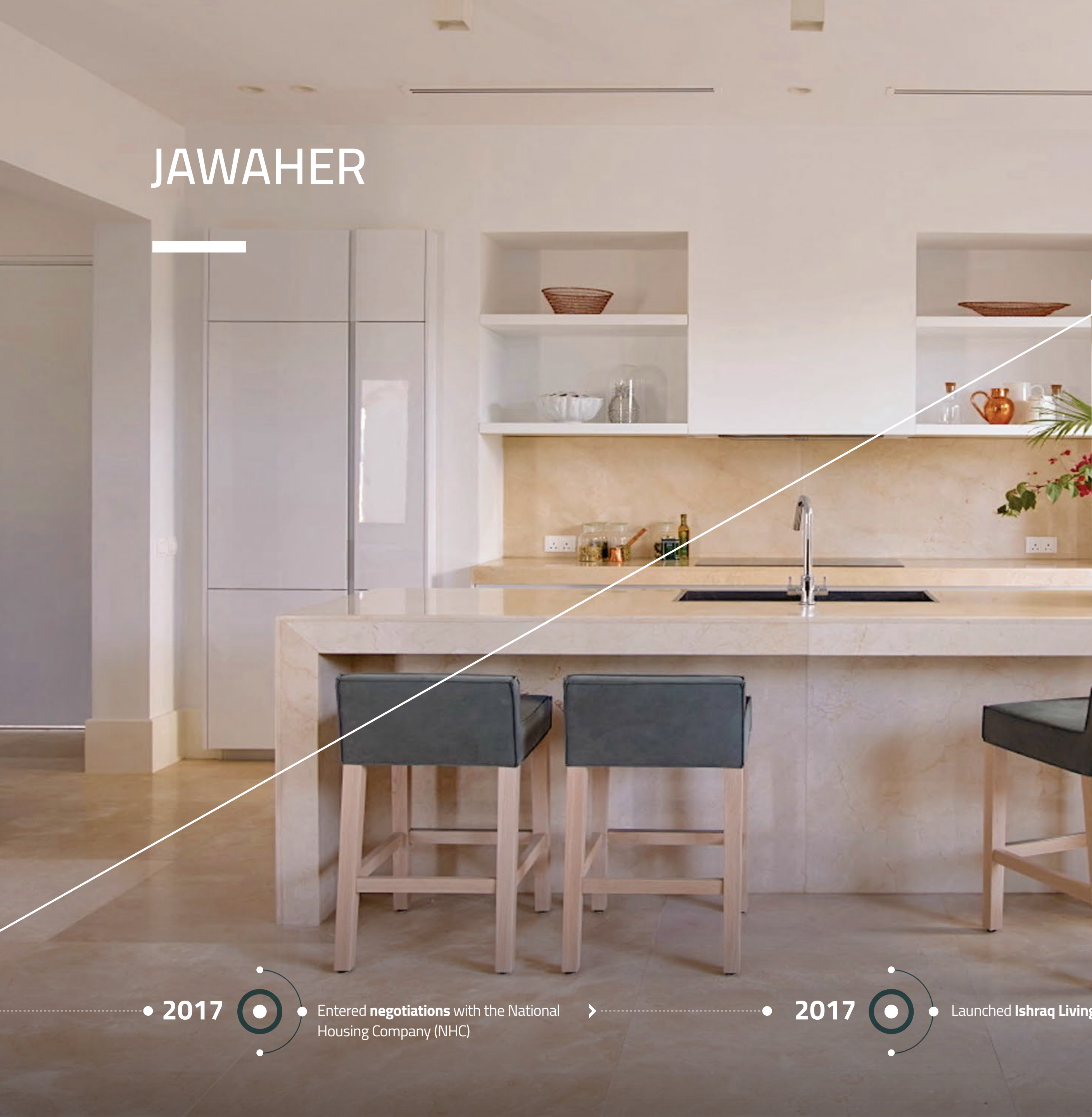
2017



Delivered **250th home** since launch



# JAWAHER



2017



Entered **negotiations** with the National Housing Company (NHC)

2017



Launched **Ishraq Living** project in Riyadh

2019



Scaled team to 50 people with **70% Saudi employees**



# BAYT AL-HURR

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**Project name:** Bayt Al-Hurr  
**Launch date:** 2014  
**Location:** West of Riyadh  
**Project type:** Residential  
**Number of designs:** 4  
**Number of units:** 250+  
**Unit type:** Modern houses  
**Unit availability:** Sold out



# BAYT AL-HURR



2019



Begun construction on the **Ishraq Living** project

2019



Sold 500th home since launch

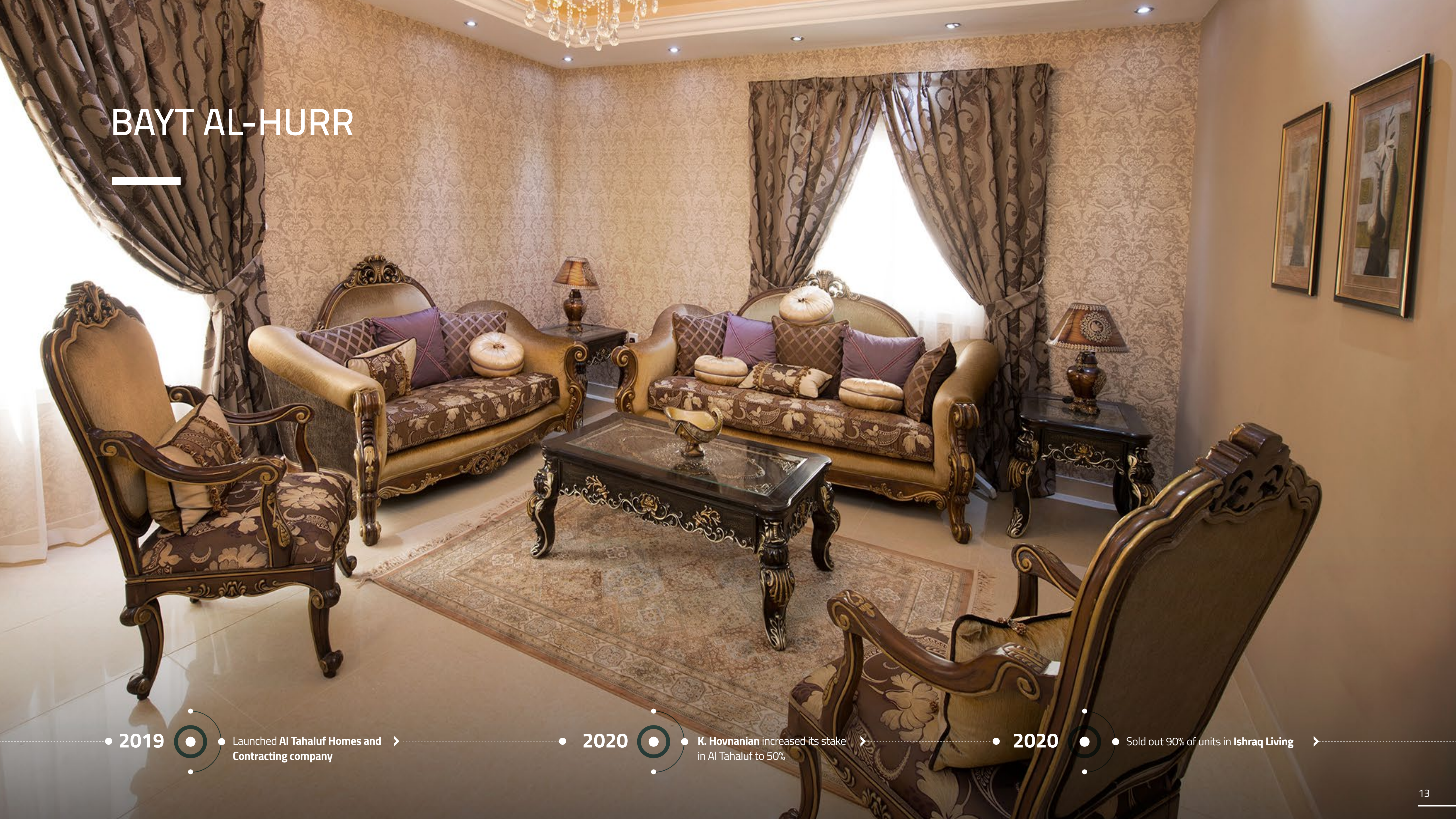
2019



Won the **Best Developer in the Central Region** Award by NHC



# BAYT AL-HURR



2019

Launched Al Tahaluf Homes and Contracting company

2020

K. Hovnanian increased its stake in Al Tahaluf to 50%

2020

Sold out 90% of units in Ishraq Living

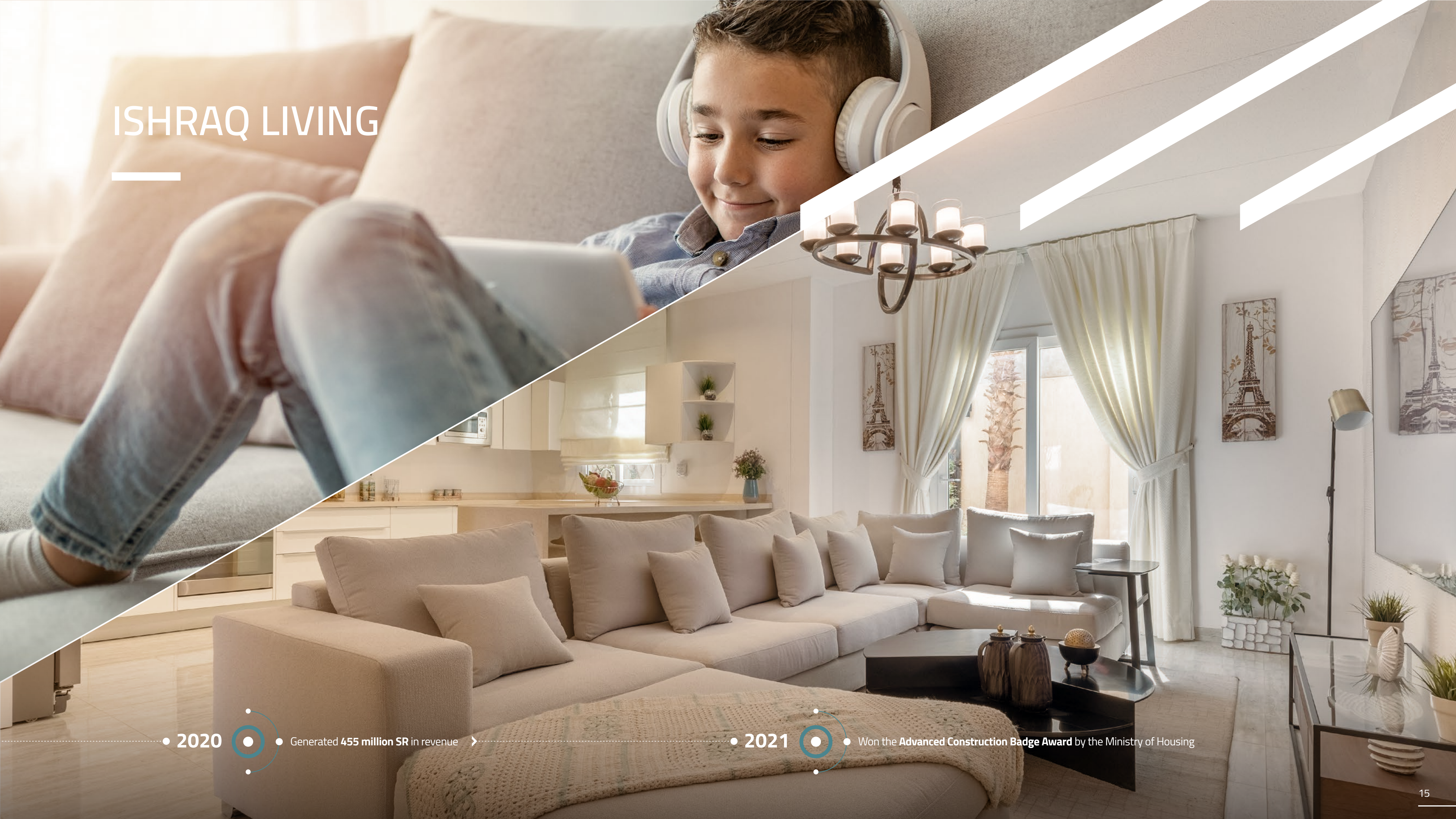


# ISHRAQ LIVING





# ISHRAQ LIVING



• 2020



• Generated **455 million SR** in revenue



• 2021



• Won the **Advanced Construction Badge Award** by the Ministry of Housing



# ISHRAQ LIVING

Ishraq Living is a landmark project which we launched in partnership with the Ministry of Housing, one of the largest public-private partnerships in the Kingdom of Saudi Arabia. With over 90% of units sold and 75% currently under construction, we are on track to successfully deliver the project on time and within budget.

## PROJECT OVERVIEW



**2,229**  
Villas



**4**  
Villa types



**668 - 1,200K**  
SAR price range

## PROJECT STATUS



**Q4 2020**  
400+ villas  
completed

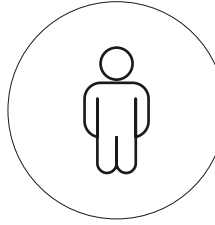


**H1 2021**  
1100+ villas projected  
completed



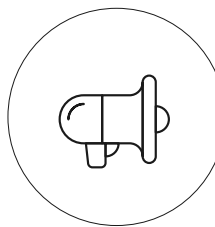
**2022**  
Projected  
buildout

## OUR KEY DIFFERENTIATORS



### Customer

- We support the customer through every step of the home-buying journey
- We work with bank representatives to ensure timely processing of mortgages for potential buyers



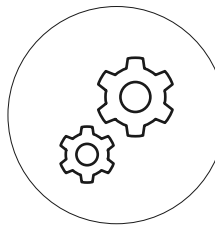
### Promotion

- We were the first developer to have a show villa
- We hosted several events with beneficiaries to share details about our project
- We produced a timelapse of the project to showcase the construction progress



### Product

- We build high-quality homes
- We provide affordable prices compared to our competitors



### Project progress

- Our project is expected to be completed on time

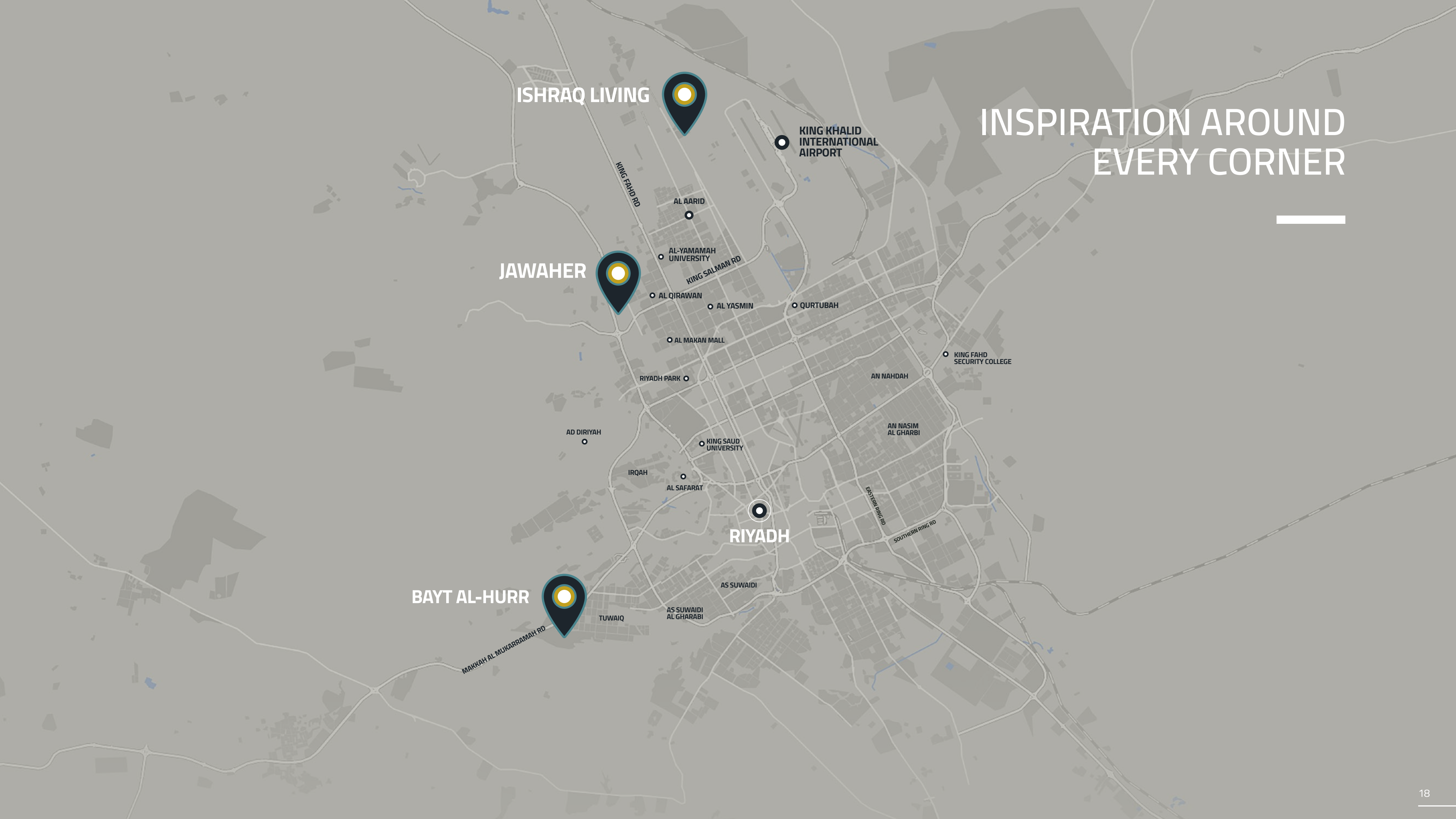


# ISHRAQ LIVING





# INSPIRATION AROUND EVERY CORNER



ISHRAQ LIVING



KING KHALID  
INTERNATIONAL  
AIRPORT

AL AARID

AL-YAMAMAH  
UNIVERSITY

KING SALMAN RD

AL QIRAWAN

AL YASMIN

QURTUBAH

AL MAKAN MALL

RIYADH PARK

AD DIRIYAH

IRQAH

KING SAUD  
UNIVERSITY

AL SAFARAT

RIYADH

AN NAHDAH

AN NASIM  
AL GHARBI

KING FAHD  
SECURITY COLLEGE

EASTERN RING RD

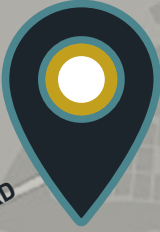
SOUTHERN RING RD

AS SUWAIDI

AS SUWAIDI  
AL GHARABI

TUWAIQ

MAKKAH AL MUKARRAMAH RD



JAWAHER



BAYT AL-HURR



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