

# We Develop Values



QIRAD

Property Asset Development



Property becomes Capital when it is recognized as an Asset, something that can generate Value in the Future.

At QIRAD, we transform properties into ASSETS



WE DEVELOP  
VALUES

The “QIRAD” was one of the basic financial instruments of the medieval Islamic world. It was an arrangement between one or more investors and an agent where the investors entrusted capital to the agent who then traded with it in hopes of making a profit. Both parties then received a previously settled portion of the profit.

Today at QIRAD we are continuing with this tradition. Joining with owners and investors to add value to their properties converting them into assets that can generate value in the future.









Property Asset Development company specialized in large-scale property developments that initiates, conceptualizes, implements and enhances quality real estate assets from the initial vision, architectural concept and business plan to sales & marketing, with a turnkey solution.

\* Tower of Light

OMAH RESORT | MOST EASTERN PART OF ARABIA

## QIRAD PLACES

At QIRAD, we transform properties into places that people value. Places where people choose to work, live, gather and connect.

Places that adopt as destination, landmarks, gateways and homes.

Places that cherish for heritage, character, beauty and prestige.

Places that make a sustained contribution to the quality-of-life people enjoy in ...





*“QIRAD PLACES are more in tune with our expectations for the future as opposed to what we have learned from the past”*

The property market nowadays is very competitive and full of superlatives. There comes a point where you need to produce more what people expect from their new homes or workplace, but with excellence, you must deliver distinction.

QIRAD *“Raising the Standard”*



QIRAD *"Raising the Standard"*

## WHO WE ARE

QIRAD is an international Property Asset Development company that conceptualizes, orchestrates, implements and enhances quality real estate assets from the initial vision, architectural concept and business plan to sales & marketing, with a turnkey solution.

We are a creative solution provider, by bringing out lifestyle design, marketing and branding focussed on fully integrated master communities, mayor site or individual property developments, driven through vision, innovation and commercial focus.

QIRAD operates as a service company, white label developer or works in partnership with property owners, developers & investors to increase property values & to sell faster.

We develop added value to communities and its people, our partners and customer businesses with a global, sustainable and profitable approach for the next generations to come. Thus, we maximize creativity and innovation where it makes most commercial sense.

The firm is a team of strategist, planners, designers and builders who rethink, redefine, redesign and where necessary restructure the blueprint of experience-driven real estate. This encompasses all aspects of the development process of a property product or project.

QIRAD is a mixture of development,  
design and marketing DNA



## WHAT WE DO

Inspire Change. Provoke Innovation. Encourage Evolution. Empower Results

We transform raw real estate assets into prime properties that quality-conscious buyers instinctively desire. Our primary focus is on land-, master- and property development of individual or major site projects; manage design, marketing and branding of high-quality real estate, and developing new business opportunities & joint ventures.

When we plan, design and develop ideas into concepts, we not only concentrate on what people expect from their new home or working place, but specially on the successful marketing of the property in order to guarantee its commercial success.

The firm is a team of strategist, planners, designers and builders who rethink, redefine, redesign and where necessary restructure the blueprint of experience-driven real estate. This encompasses all aspects of the development process of a property product or project.

We provide highly innovative, distinctive and profitable property of exceptional quality that stands out of the crowd. That means increased demand, enhanced value and rapid sales for its commercial success.



QIRAD is specialized in spearheading the development initiation and implementation to create the bankable project documentation allowing to capitalize the development.

## WHAT WE DO

We listen to the needs of the market, our clients and our partners.

We innovate by utilizing our collective expertise and range of partnerships to find market-leading solutions in real estate development, place-making and design.

We ensure that our developments are fully funded and managed in the most effective way. Especially in the early stage of a project before start of construction when the project funding is being structured.

We deliver by partnering or directly investing in real estate development with the capability of managing projects from inception through to completion. However, we are not the kind of partner that seeks to get over involved or gets in the way of the core development process.

We create values – converting properties into assets, something that can generate value in the future. However, we are not the kind of partner that seeks to get over involved or gets in the way of the core development process.



QIRA

*...We innovate.  
...We partner.  
...We deliver.*

DUBAI PEARL Podium - Dubai | U.A.E.

## GUIDING PRINCIPLES

### Improving Lives. Exceeding Expectations

The on-going concern of all human beings is to improve the quality of their lives. At QIRAD, we are developing a master vision that will improve the quality of lives within our communities, that is more in tune with the expectations for the future as opposed we have learned from the past.

Our philosophy is to redefine the perceived blueprint for property developments; to deliver outstanding quality together with cultural relevance, whilst maintaining high ethical standards in everything we do.

We have chosen to specialize within the real estate industry, by offering & creating only property of exceptional quality, design and value, their marketing and excellence in services.

Our objective is to be recognized as the company that develop, build, sell and manage the finest properties wherever we operate around the globe.

# We Develop Values



## MISSION

To improve the way people live, work and play in the built environment and to outperform our competition, setting higher industry standards and creating niche markets leading ultimately to impact the lifestyle experience and the delivery of superior long-term returns, whilst all the time maintaining professional focus on people, product and profit."

## STRATEGY

Our Strategy is to transform raw property into prime property assets that generates sustained value by pushing creativity and innovation to the edge where it makes most commercial sense and merging with the latest in technology, science, art & culture, creating a unique experience in the best locations wherever we operate across the globe.

## DYNAMICS

A bold vision is the solid foundation of any development, because properties are only as good as the idea that created them. Since the brilliance of an idea can only be realized through its delivery, so for us, real estate development is more than simply carrying out a project to the standard required. We interpret and deliver that quality vision in a highly innovative, creative, sustainable and profitable way like no other. Not only about the big picture, but also at every single development stage and beyond.



We strive to motivate, inspire and excite all those involved  
with our delivery of world-class projects.

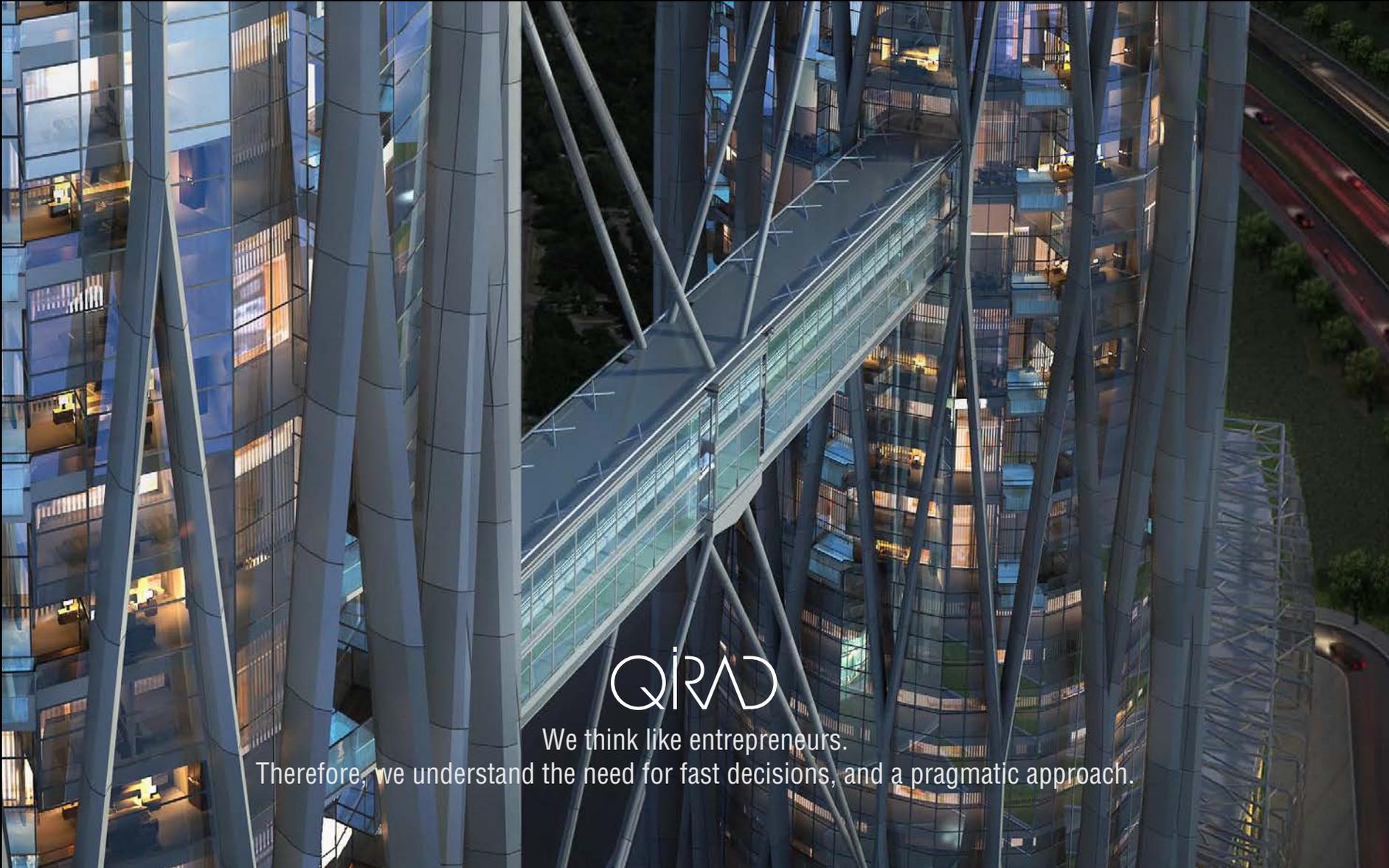
## HOW WE MAKE THE DIFFERENCE

QIRAD uniqueness lies in its methodology by pushing creativity and innovation to the edge where it makes most commercial sense.

We envision, create and deliver sustainable real estate development in a highly profitable and imaginative way unlike any other, planning added value and profits into a development strategy and its resulting concept, design and construction in a social and environmental responsible way. Not only with regards to the bigger picture but also at every single development stage. That means increased demand, enhanced financial value and rapid sales for its commercial success of a property as well improved social setup within sustainable and happy communities.

We have formed the ability like no other to anticipate consumer tastes and to set market trends, to strategize and manage property development from A to Z and to combine design, development and marketing DNA already at the early concept stage by “connecting the dots” during the development cycle.

We are responsive & entrepreneurial, visionary, creative, bold and solution focused.



QIRAD

We think like entrepreneurs.  
Therefore, we understand the need for fast decisions, and a pragmatic approach.

## QIRAD | DEVELOPING THE FUTURE

We have formed the ability like no other to anticipate consumer tastes and to set market trends, to strategize and manage property development from A to Z and to combine design, development and marketing DNA already at the early concept stage by “connecting the dots” during the development cycle.

By developing of innovative technological solutions fused with nature, wellness, science, art & culture, QIRAD pursuits to make property developments not only more liveable, but also more efficient in their management of the resource's sources available, either the energy, water or air quality. The vision is to collectively achieve for the local community members a sustainable life where high-quality homes with access to nature and the availability of great amenities are in balance.

This combination of excellence will stand out - even in tough times.



*"The Future belongs to those who are constantly evolving"*

## OUR APPROACH

By bringing together the world's best professionals via a combination of out-sourcing and its own in-house departments, QIRAD develops and enhances property asset values through innovation, creativity and commercial focus.

We take over, outperform the competition in setting standards and core competencies, create new niche markets and increase our partners' commercial success about design, quality, costs and delay, in order to maximize the returns for our partners or investors.

We share with partners our vast experience of the different development stages of the entire property cycle with the ability of "connecting the dots" from initial vision to concept – architecture - branding – marketing & sales always having in mind its end user. This is experience needed to create the elements that not only increase the value and quality of a property, but as well its excellence and commercial success from the beginning.

For us, property development means giving real estate something unique, innovative and surprisingly special. With our pragmatic, entrepreneurial approach, we provide highly creative & distinctive concepts by creating the identity and profile of a property.



wherever we work...  
...we add value through innovation, creativity and commercial focus.  
...we raise design & development standards.  
...we raise investment returns.

# SUSTAINABILITY - How We Do Business

## INSPIRED BY NATURE

We celebrate and honour nature in everything we do.

We cultivate the best of conscious design and sustainable architecture, with extraordinary comfort.

We provide a platform to protect the environment.

## ENVIRONMENTAL IMPACT & CLIMATE CHANGE

Energy binds everything and everyone, but we also need it to keep the lights on. Our developments implement a wide range of sustainable and responsible energy, water, and environmental design strategies to keep our carbon footprint small and strive to become energy self-sufficient in near future to help to tackle climate change.

## HUMAN HEALTH & WELLBEING

From air and water filtration systems to biophilic design principles and the use of natural materials throughout our spaces, we place people, health, wellness and sustainability at the centre of design, construction, facilities and operational decisions.

## SOCIAL RESPONSIBILITY | DIVERSITY & INCLUSION

At QIRAD, fostering a culture of inclusion and diversity is a priority. We embrace our differences and celebrate our uniqueness to unleash the potential of our diverse workforce. Embracing diversity and inclusion means bringing together and harnessing a range of talents - all perspectives are valued and encouraged.



QIRAD is pioneering environmental sound initiatives, ensuring the projects benefit the existing landscape as much as their local community.

## CLIMATE ACTION - Transforming Buildings into Solutions

What if the built environment could be a solution to the climate crisis, rather than part of the problem? What if buildings could act like trees – capturing carbon, purifying the air, and regenerating the environment?

QIRAD its's central proposition is to transforms buildings into solutions — radically rethinking how buildings and cities are designed and constructed. By following key principles that put people at the centre, architects and planners to set the stage for healthy, vibrant and greener communities that are lasting and adaptable over time. It's not a one-size-fits-all solution, but rather recognition that successful cities are unique reflections of their climate, culture, economy, and history.

**“40% OF GLOBAL GREENHOUSE GAS EMISSIONS ARE GENERATED EACH YEAR BY BUILDINGS.”**

Taking inspiration from natural processes and ecosystems and by love to nature, QIRAD envisions integrating Biophilic landscape design or “forests” of buildings that can sequester carbon and produce Biomaterials to create a new carbon economy and a resilient urban environment.

It is a viable solution that could have a far-reaching impact, with the potential to create a circular economy for the world that absorbs carbon. With QIRAD developments we are on the right path.

2020 A.D.

2050 A.D.

2100 A.D.

2150 A.D.



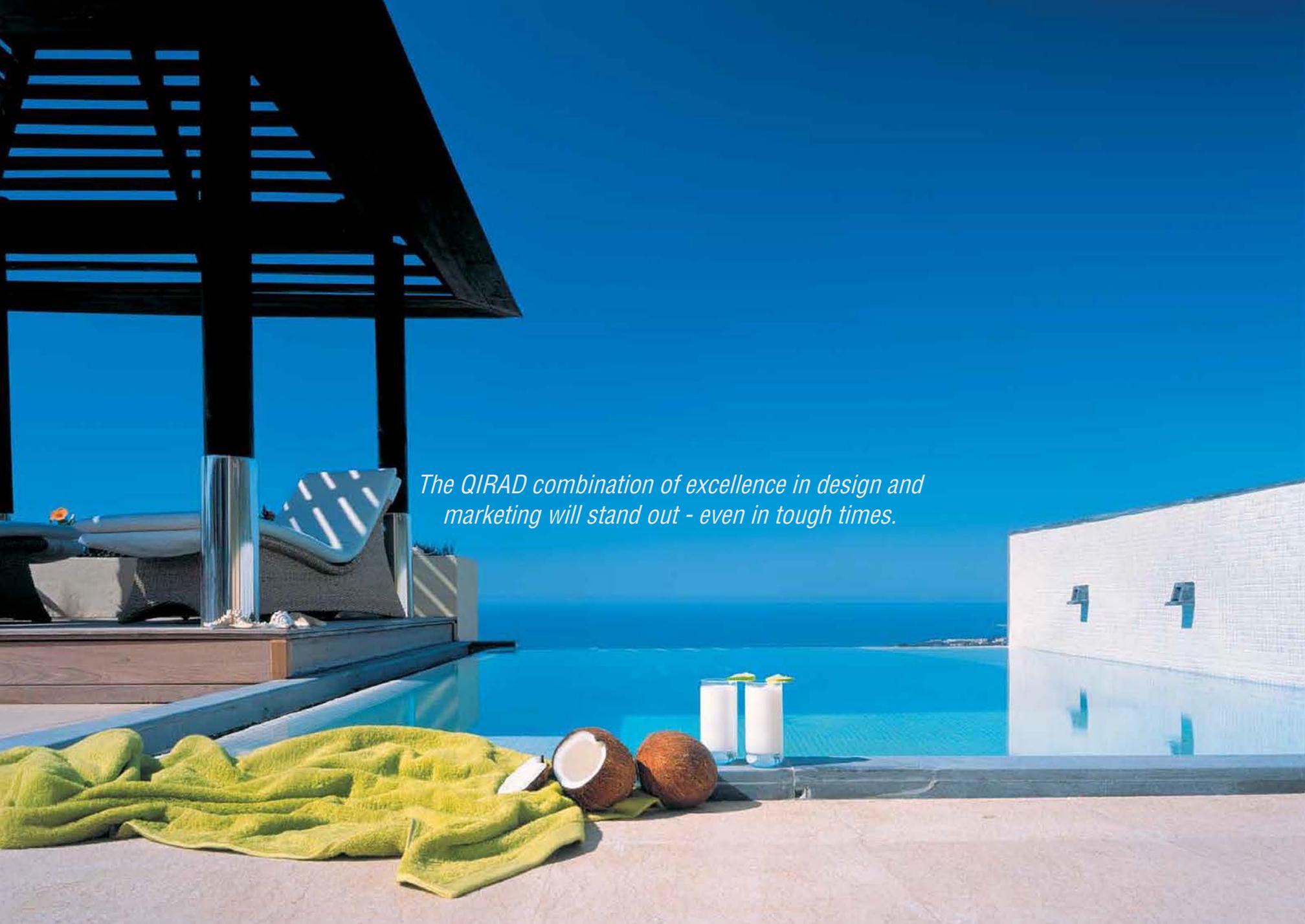
We must constantly evolve to prepare for a changing world. This is why QIRAD is commitment to meet an ambitious goal: the elimination of all greenhouse gases associated with the built environment helping to develop a model of new strategies, tools, and metrics to become a new benchmark for the rest of the industry

## THE POWER OF MARKETING & BRANDING

Generally, developments go on sale, before start of construction and completion. Therefore, the value of a property is in great extend being shaped by its branding & marketing. The buyer must be able to “touch & feel” the value of the property - especially important for the high end marked. We at QIRAD know “how to dress” a property, create emotions and desire and to raise its value.

Property is all about passion and emotion – to maximize property value, reward and satisfaction for everyone you need to excite converting a rational decision into an emotional one. This way you sell more, faster and more expensive than others and create the” WOW” effect. Therefore, you need to have a very experienced management team who really know what people want to buy. You need to inspire and create trends, to know how to raise a profile to maximize value and to manage a complex development to successful completion..

Even before the vision and the planning process of the development have been completed, QIRAD starts with detail marketing and implementation of services. We back-up and follow-through in the development planning process of the preliminary design of the project from a marketing point of view, considering the volume, quality and commercial value in accordance with the group or segment of the market to which it is aimed. The detail design process further develops the image of the property development and character and vice versa.

A photograph of a luxury resort poolside scene. In the foreground, a light-colored stone or concrete deck holds a bright green towel, two coconuts (one whole, one cut open), and two white drinks with yellow umbrellas. To the left, a modern lounge chair with a white cushion and a silver cylindrical side table is partially visible. The pool is a vibrant blue, extending to the horizon under a clear sky. A white brick wall with two small blue accents is on the right. The text is centered in the middle of the image.

*The QIRAD combination of excellence in design and marketing will stand out - even in tough times.*

## QIRAD DIVISIONS & SUBSIDIARIES ...

The QIRAD division and its subsidiaries can count on decades of combined experience in the business. We transform raw real estate assets into properties that quality-conscious buyers instinctively desire. QIRAD is the main property development firm with the following specialized development divisions:

1. Property Development
2. Master Communities
3. Wellness Real Estate
4. Branding & Marketing
5. Sales Channelling
6. Strategic Investments & Partnerships



## 1. PROPERTY DEVELOPMENT...

QIRAD envisions, plans, orchestrates and enhances the quality and value of real estate assets from the initial concept to sales, marketing and operation, that delivers long-term benefits to investors and customers by employing highest standards to make a real difference in people's lives wherever we work across the globe.

QIRAD represents a new generation of real estate developers providing a platform to protect the environment and to improve human well-being by integrating health, wellness, science and technological improvements fused with nature, art & culture, into their exceptional property developments.

Following its vision, strategy and philosophy, QIRAD is determined to reinvent the places that shape the way we live, move, breathe, rest, work, play and interact with the world around us in addition to provide a platform to protect the environment and to improve human health and well-being.



**LONGITUDINAL SECTION**  
EARTH VILLA

QIRAD is focussed on fully integrated master communities,  
mayor site or individual property developments

## 2. MASTER COMMUNITIES...

QIRAD master communities can be considered as the next generation of a mixed-use lifestyle destinations that integrates intelligent offices – retail, leisure and cultural offerings with exceptional residential living and the best in hospitality, entertainment and wellness options together with state-of-the-art meeting facilities that will have no equal.

QIRAD's objective is to create shareholder value through the development of the first all-encompassing luxury resort lifestyle environment that can be replicated throughout the world. Through the combination of residential with premier office parks, luxury hotels, innovative and exciting food and beverage and inspirational retail and unique entertainment offerings all under one banner together with strategic partnerships with leading world brands, we will create a business model that can redefine luxury urban lifestyle throughout the globe.

## Al-Andalus private gated residential community including

- 2.000.000m<sup>2</sup> / 21.520.000sqf landscaped grounds
- Championship golf course with 500.000 m<sup>2</sup> / 5.380.000sqf of green zones
- State of the Art Golf Club
- 5\*\*\*\*\* Alhambra Hotel with 300 Suites
- Medical Health & Beauty Centre with 109 Hotel Apartments & Suites
- World Class Spa
- Cultural Village with Souk shopping facilities
- School, Kindergarten & Mosque
- Equestrian Centre & Ranches
- Animal Park
- 598 Resort Villas
- 2.412 Town Homes
- 2.412 Resort Apartments
- 616 Tower Apartments

## A UNIQUE AND EXCLUSIVE LOCATION

- Where you will live in harmony with nature.
- Where you will create a family retreat for generations to come.
- Where you will care for the land with friends and family.
- And where you will return again and again to enjoy every comfort, naturally.



**al-Andalus**  
Golf & Country Lifestyle Resort

### 3. WELLNESS REAL ESTATE...

QIRAD promotes health and well-being in the field of buildings, interiors, furnishing, and hospitality and wellness facilities.

As one of the pioneers of Wellness Real Estate, QIRAD is transforming our homes, offices and other indoor environments by placing health and wellness at the core of planning, design, construction and engineering decisions.

QIRAD's wellness platform includes research, consulting, real estate development and innovative solutions for the built environment – creating spaces that nurture and promote human health and well-being. With this vision, QIRAD promotes the concept of Wellness Real Estate – merging medicine and science with design and construction to reinvent the role of the built environment on our health.

*An innovative Concept of Life*

## Wellness Real Estate applied to the build environment



### WAKE

Inspired by nature's sunrise, Dawn Simulation wakes you gradually and leaves you feeling refreshed.



### NOURISH

Enjoy filtered water from the Water Purification system.



Circadian Lighting mimics natural sunlight throughout the day to balance your body's sleep-wake cycle.



### SLEEP

As you settle in for the night, lower the Blackout Shades to enjoy a night of deep sleep. Night Lighting allows for safe navigation at night while minimizing sleep disruption.



### ENERGIZE

Experience the rejuvenating effects of the Energizing Light before you take your Shower, which will leave your skin and hair soft and smooth.



Throughout the day, the Air Purification system reduces allergens, toxins and smoke.



### RELAX

Unwind for the evening with Guided Meditation narrated by Deepak Chopra.

## 4. QIRAD PROPERTY BRANDING & MARKETING...

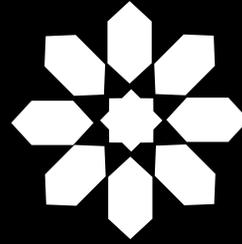
Even the best brands, combined with prime property propositions and cutting-edge architectural design is not enough, if you cannot transmit this value to the customer.

At QIRAD we know “how to tell the story and to create marketing stand out. Our ‘know how’ of establishing not only prime products, but as well prime brands have a real financial value. Our partners & clients know we always add significant value to the developments and final property prices we are involved in. QIRAD brands & projects create marketing stand out and generate higher media attention and levels of awareness and demand than competing developments - leading to increased partner & project profiles. This has a demonstrable financial value and adds a premium to the final sales price in any competitive marketplace.

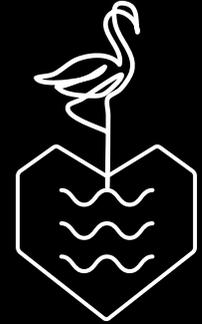
QIRAD is working with premium partners internationally and has access and a proven track record to bring top tier brands from fashion, sports or any other industries to partner with us and to co-brand our property developments. They know we speak their language and meet their standards, because we settle for nothing less than the very best.

We advise on the product concept and presentation and take an original and creative view of each project to generate the most cost-efficient marketing program.

*“Each property brand is only as good as the story that surrounds it”*



ARABIAN GARDENS

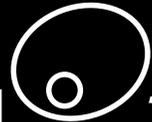


M A G  
C R E E K  
WELLBEING  
RESORT



OLYMPIA  
TOWERS

\*Examples of Brands created by QIRAD

Pearl island

## AWARDS AND RECOGNITIONS

### Golden Web Awards

by the International Association of Web Masters and Designers.

Best Real Estate Spanish portal

In appreciation of our online magazine Casas.

### Bentley International Property Awards

“Best Spanish Development” Casa Grande

“Best Spanish Real Estate Agent”

“Best Spanish Property” Casa Grande

“Best Spanish Development” Casa Grande

### Homes Overseas Awards

“Best Property Marketing”

“Best interior Design”

“Best Website”



## 5. SALES CHANNELING & ADMINISTRATION...

Co-ordinates & manages property sales, channelling and administration throughout a completed sale, marketing, PR- & media activities, advisory services.

Our highly professional sales team are able to handle enquiries from the time of contact through to a completed sale.

Our sales operation is supported by property consultancy and award-winning marketing services to ensure the properties we offer appeal to the buyer. QIRAD markets its high-quality properties mainly through its external sales channels including multiple local and international property agencies and alternative market channels providing them with the necessary documentation and training, and support throughout the entire sales process. Thus, maximizing with its combined sales operation, the speed of sales, maximize sales prices and return on investment.

The main function shall be to run the sales offices, coordinate and manage sales process & policy, including the client registration, being solely responsible for the successful completion of all sales. For this purpose we provide local and foreign estate agencies with the necessary documentation and training, and support them through out the entire sales process.



## ABOUT MAG OF LIFE

A Division of MAG PD,  
that promotes *Quality of  
Life* in the field of buildings,  
interiors, furnishings,  
hospitality & facilities

A DIVISION OF



The MAG of Life concept defines those mixed use communities, pursuit of improving the quality of life of its inhabitants, developing technological improvements to create urban environments not only more liveable, but also more efficient in the management of the resources sources available, either the energy, water and air quality.

QIRAD is a mixture of development,  
design, strategy and marketing DNA.

## 6. STRATEGIC INVESTMENTS & JOINT VENTURES...

QIRAD Identifies, incubates, co-invests and secures global investment opportunities as well as fosters strategic partnerships.

### OUR OPERATION MODEL

We concentrate on markets and projects that promise the most attractive growth potential, that adhere to our key philosophy of sustainable development.

We identify and incubate only raw property assets and investment opportunities of exceptional quality, as well in undervalued or emerging markets, with excellent growth prospects and actively create such opportunities where value has been heavily discounted.

Our object is to manage real estate investment grounded in the resolute objective to add value wherever we collaborate, maximizing investment returns, improving lives and exceeding expectations.



QIRAD

PROPERTY ASSET  
DEVELOPMENT

*We understand developers...*  
*We understand investment...*  
*We understand opportunity...*

## 6. STRATEGIC INVESTMENTS & JOINT VENTURES...

### Developing Global Opportunities

QIRAD invests in developments or partners with property & landowners, expert developers and financial institutions worldwide looking for a development or equity partner who can add experience, as well as provide capital in a diverse number of property related areas, to jointly develop the property, adding value wherever we collaborate. We source and provide development opportunities & joint vent-ures, acquire, structure, strategize and develop properties with superior growth potential.

We identify, incubate and co-invest towards the development initiation and implementation documentation allowing to capitalize the project development, secure global investment opportunities, as well foster strategic alliances.

When new joint ventures are formed, assets are acquired or new developments launched QIRAD will negotiate the terms of the respective appointments, create the bankable project documentation, compile and provide contract documentation and manage the performance of the team throughout the project.

We also have a network of connections and experts to offer our partners, especially in the early stages of a project, when the business case and the funding are being structured.



**BEACH RESORT**

**YACHT MARINA**

- 1. fisher marina facility
- 2. fish & fresh market
- 3. marina boutiques & restaurants
- 4. marina residences
- 5. yacht marina
- 6. convertible waterfront auditorium
- 7. marina plaza
- 8. marina mall
- 9. tunnel
- 10. heritage boulevard retail corridor
- 11. boulevard resort residences
- 12. marina park
- 13. department store & cinema
- 14. marina hotel
- 15. marina boutiques & restaurants
- 16. mega yacht facility
- 17. yacht club
- 18. marina boutique island hotel 5\*GL
- 19. hotel beach
- 20. mangrove forest
- 21. sunrise plaza
- 22. tower of light 6\* hotel

## 6. STRATEGIC INVESTMENTS & JOINT VENTURES...

We ensure that the developments are funded and managed in the most effective way to maximize market positioning, revenue growth, profitability, cash generation and the contribution to QIRAD overall cash flow.

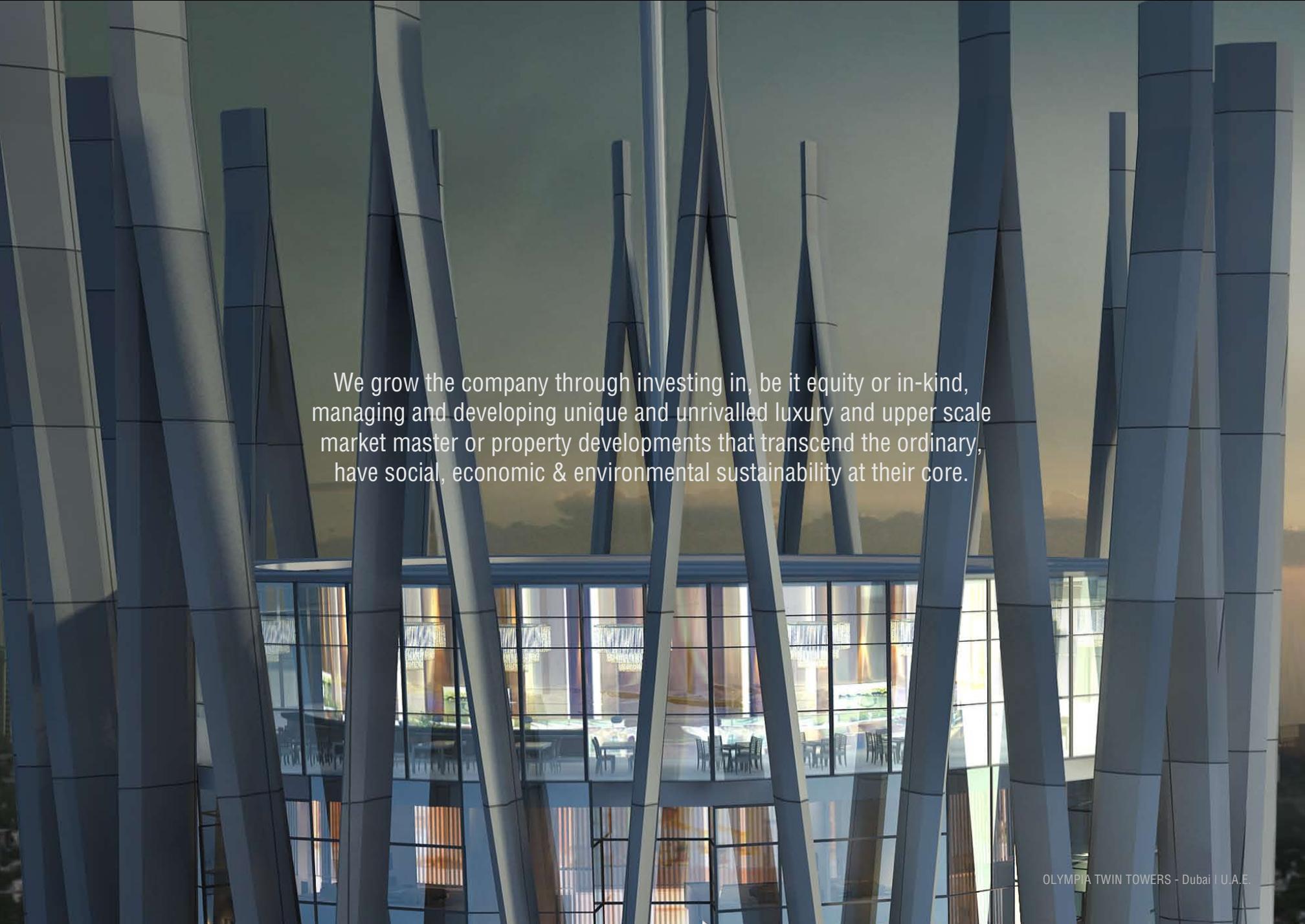
With our strategic partners we typically invest between 10% and 50% of the project equity required, dependent upon the needs of the development partner, and the scale of the development.

From facilitating capital raising via listings on global stock markets, private equity and direct investment, to advising on initial public offerings and assisting in obtaining and structuring corporate finance, gearing and collateralized debt issues, QIRAD offers everything you need to develop your business.

### PROJECTS LOCATION

India  
Spain  
Sultanate of Oman  
Turkey  
United Arab Emirates  
Vietnam  
Zanzibar | Tanzania





We grow the company through investing in, be it equity or in-kind, managing and developing unique and unrivalled luxury and upper scale market master or property developments that transcend the ordinary, have social, economic & environmental sustainability at their core.

## QIRAD PEOPLE

...backed by Experience and Inspired by Success

QIRAD is built on exceptional people, committed to service excellence and deep-rooted entrepreneurial spirit - a professional team and selected strategic partners with a proven track record that have created, build, delivered, managed and/or participated in some of the world's most complex master developments communities, buildings and infrastructure projects.

At QIRAD, we can offer you to work with international specialists from many disciplines and countries with highly creative and professional expertise. We have the ability to spot new talents, to access and work with the most gifted and famous designer of varying backgrounds and cultures. By doing so, we take only the best from each world, combine different views, perspectives and judgments, allowing our designs to be more balanced for the globalised markets in which we operate.

QIRAD is the teamwork of highly trained/experienced and talented strategist, planners, designers and builders who rethink, redefine, redesign and where necessary restructure the blueprint of experience-driven real estate - all united by a passion for design integrity. Their experience, confidence, drive and commitment will help to get the job done right.

*We manage creativity...*



## QIRAD MANAGEMENT

...with a proven Track Record

QIRAD's directors all have impressive records of accomplishment in real estate and its development and are advising UAE's most powerful companies as their board members since decades. We think and work like developers. Therefore, we understand the need for fast decisions, and a pragmatic approach. We have expertise and experience to offer.

As its C.E.O. and Founder Michael R. Muller is the driving force behind QIRAD. He has established himself through his extensive experience and know-how in real estate development and marketing as one of the leading professional in the industry.

Being responsive & entrepreneurial, visionary, creative, bold and solution focused Michael R. Muller has gathered valuable experience by working over the past 35 years with some of the most iconic professionals and developers together raising the standard of real estate development & marketing, has converted him to one of the most wanted in the industry.

An aerial rendering of a futuristic smart city development. The scene features a large, winding river that flows through the center of the city. On the left bank, there is a residential area with small houses and a park. The right bank is dominated by a cluster of modern, multi-story buildings with curved, glass facades and unique architectural designs. The buildings are interspersed with green spaces, trees, and pedestrian walkways. In the background, more greenery and a bridge are visible. The overall atmosphere is bright and optimistic, with a clear sky and soft lighting.

We strive to motivate, inspire and excite all those involved  
with our delivery of world-class projects.

## PARTNERS & CLIENTS

We believe in developing long-term relationships and are proud to have built up a reputable, respectable list of partners and clients without major marketing efforts. We build on this base with new referrals from our existing clients and our wide network partners. Our partners trust us with their assignments. And since discretion is an ethic embedded in our business, some clients refrain from having their assets or assignments known publicly.



## OUR SERVICES

QIRAD designs and manages, property development from A to Z, as well for projects in advanced design stage with the need for added value. QIRAD works between our development partner and the professional team acting as the owner's representative of a project to provide a full turnkey service including but not limited to:

- Project Vision, -Identification, -Conception, -Creation, -Development & -Strategy
- Concept & Design Planning of Individual & Master Projects
- Project-, Product-, Brand-, Business Development
- Strategy & Business Planning and Preliminary Feasibility Analysis
- Bankable project development documentation allowing to capitalize the development.
- Re-Development & Enhancement of developments already in course or built
- Optimizing real estate value through strategic redevelopment, repositioning and enhancement
- Establishment, Supervision and Steering of Property Developments & Companies
- Assemble, appoint and manage the entire professional team
- Lifestyle Branding, Marketing & PR Management
- Sales Channelling & Networking
- Sourcing, Identifying & Developing Global Business Opportunities & Joint Ventures
- Management and Business Advisory

## WHO CAN WORK & PARTNER WITH US

1. Corporate and Private Property Owner, Developer & Investors
2. Landowners (Private, Corporate or Government)
3. Financial Institutions (Banks, Investment Companies & Funds)
4. Industry Experts in a diverse number of property related areas

We advise and partner with on every aspect of the development process - from design through to final sale, adding value at crucial stages along the way and without increasing development costs. We are careful to select the right partners, and the right development opportunities and not every development can benefit from QIRAD thinking. We only take on projects from partners where we can deliver the full QIRAD experience.

We are excited by new ideas supported by great concepts and designs as drivers of commercial results. So, we tend to work best with like-minded developers, investors and professionals raising the standard.

# We Develop Values

QIRAD MIDDLE EAST

Aurora Tower

Office 2001A

Al Falak St. Dubai Media City

Dubai - United Arab Emirates

[www.qirad.ae](http://www.qirad.ae)

To learn more about how we can add value to your asset,  
next investment and development,  
please call: +971 4 439 34 68 or e-mail us at [info@qirad.ae](mailto:info@qirad.ae)

The background features large, stylized, light gray letters 'Q', 'R', and 'A' that are partially visible and overlap each other. The 'Q' is on the left, the 'R' is in the center, and the 'A' is on the right. The letters are thick and have a slightly irregular, hand-drawn appearance.

## PROJECT EXPERIENCE

Over the years QIRAD's focus was on the Middle East and Europe, being involved in real estate projects exceeding a total build up area of 55 million sq.mt. with a gross development value of \$US75 billion, to successfully develop, co-ordinate, built, sell or manage prime real estate developments.



PLOT A  
AREA: 8,262.20 SQM

PLOT F  
AREA: 5,193.22 SQM

PLOT Y  
AREA: 6,301.00 SQM

PLOT D  
AREA: 10,728.21 SQM

PLOT J  
AREA: 4,957 SQM

PLOT G  
AREA: 4,869 SQM

01

02

03

04

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06

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12

13

# RESORTS & MASTER PROJECTS





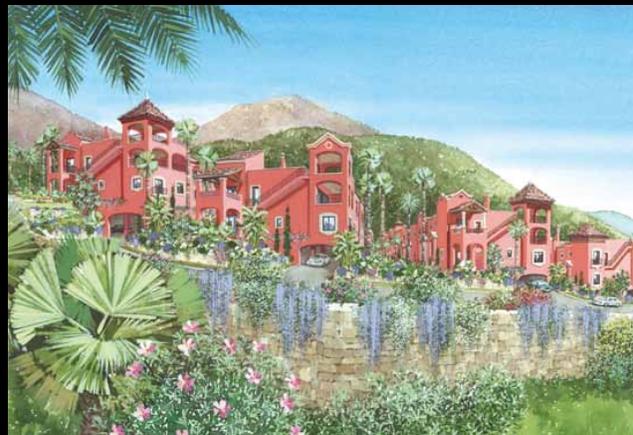
ALHAMBRA PALACE HOTEL

  
alAndalus  
Golf & Country Lifestyle Resort









# HIGH & MIDRISE



# LUXURY VILLAS



# Have a project in mind? We do love to hear from you

If you have a project in mind or want to learn more about our services and capabilities, please don't hesitate to contact us. We take great pride in having a hands-on approach with all our partners and would be more than happy to arrange a meeting to introduce ourselves and find out more about your project needs.

## Disclaimer

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QIRAD is an international Property Asset Development company that conceptualizes, orchestrates, implements and enhances quality real estate assets from the initial vision, architectural concept and business plan to sales & marketing, with a turnkey solution.

PROJECTS EXPERIENCE

COMMERCIAL  
RESIDENTIAL  
HOSPITALITY  
FOOD & BEVERAGE  
RETAIL  
ENTERTAINMENT  
WELLNESS  
MIXED USE  
DESTINATION

PROJECTS LOCATION

India  
Spain  
Sultanate of Oman  
Turkey  
United Arab Emirates  
Vietnam  
Zanzibar | Tanzania



CLIENTS /PROJECTS

Al Andalus Golf Resort  
Al Qasr Luxury Villas  
Albahari Yacht Resort  
Altos De Salamanca  
Arabian Gardens  
Arabian Gate Towers  
Archangel | The World  
Arts Tower Ascending  
Tower Atalaya Golf  
Bahia Golf  
Canary Island  
Casa Grande  
Concha Garden Dubai  
Pearl  
El Embrujo  
El Soto De Marbella  
El Vicario 1 + 2  
Fortune Island

Hotel Crown Plaza Kochi  
Living City  
La Quinta Del Virrey  
Las Villas Benalmadena  
Lilly Tower  
Los Monteros Palm Beach  
Los Monteros Park  
Mag Creek Resort  
Mar Azul  
Meydan Sky Park Tower  
Mirador Del Paraiso  
Montebello  
Nakheel Village  
Olympia Twin Towers  
Ottoman Hills  
Parque De Los Olivos  
Pearl Island  
Pongwe Bay Resort

Qantab Bay Residences  
Ritz-Carlton Residences  
Dubai Creekside  
Sail Tower  
Saigoon Islands  
Selwo Hills 1 & 2  
Serena Golf  
Soukya Resort  
Stadium Tower  
Terrazas De Costalita  
Omah Resort  
Villas Campos  
Mijas Villas  
Golf Guadalmina  
Vinas Del Mar  
Wonderland



We  
Develop  
Values

QIRAD MIDDLE EAST

Aurora Tower

Office 2001A

Al Falak St. Dubai Media City

Dubai - United Arab Emirates

[www.qirad.ae](http://www.qirad.ae)

