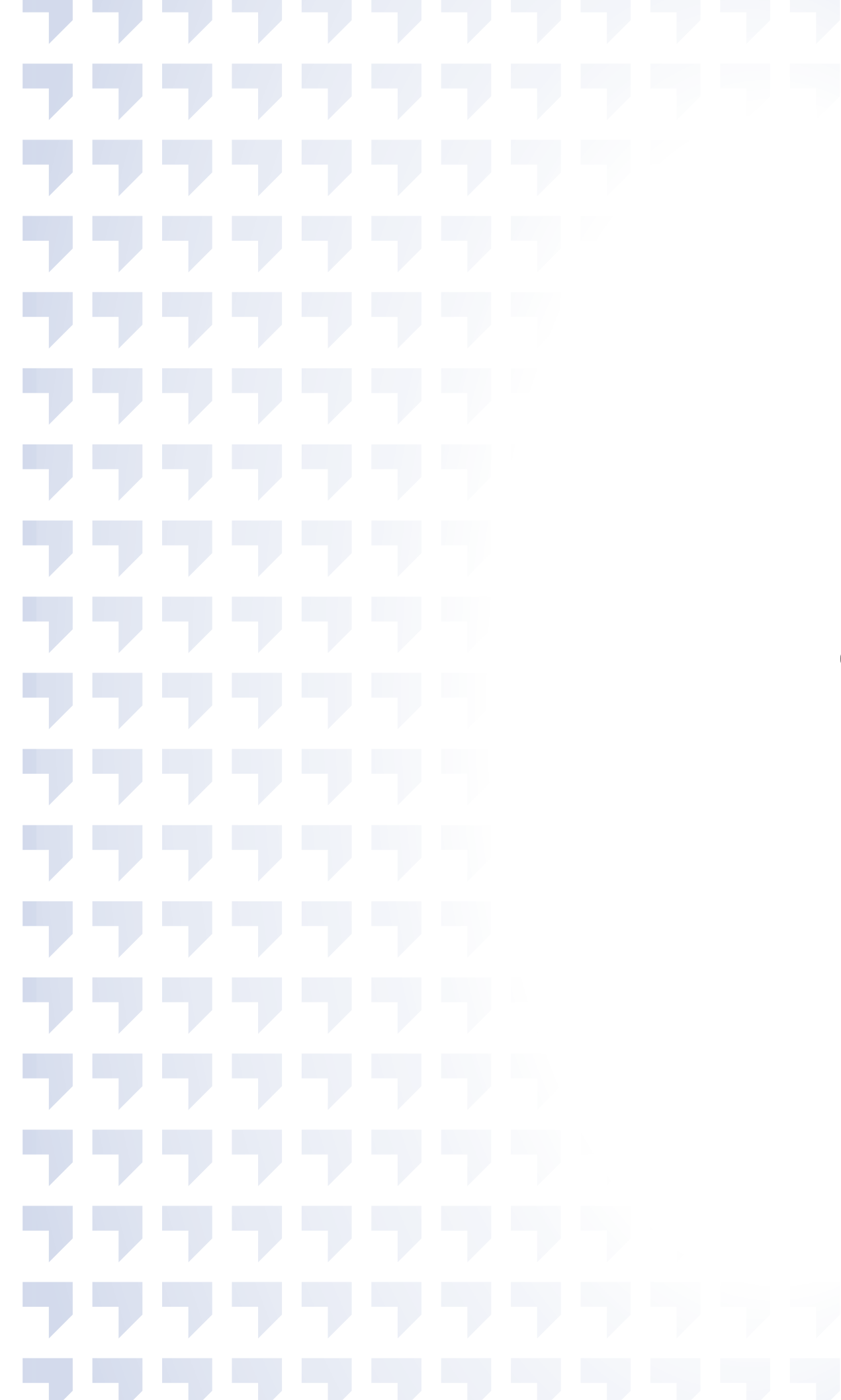


**REAL ESTATE  
DEVELOPMENT MANAGEMENT**

FROM INCEPTION **TO COMPLETION**





## **COMPANY PROFILE**

Royal Development Company (RDC) stands as an eminent leader in managing real estate developments within the United Arab Emirates and has expanded its influence globally in the realm of real estate development.

Entrusted with a broad array of real estate projects, we ensure each is meticulously overseen by our team of diverse and skilled professionals from inception to completion.





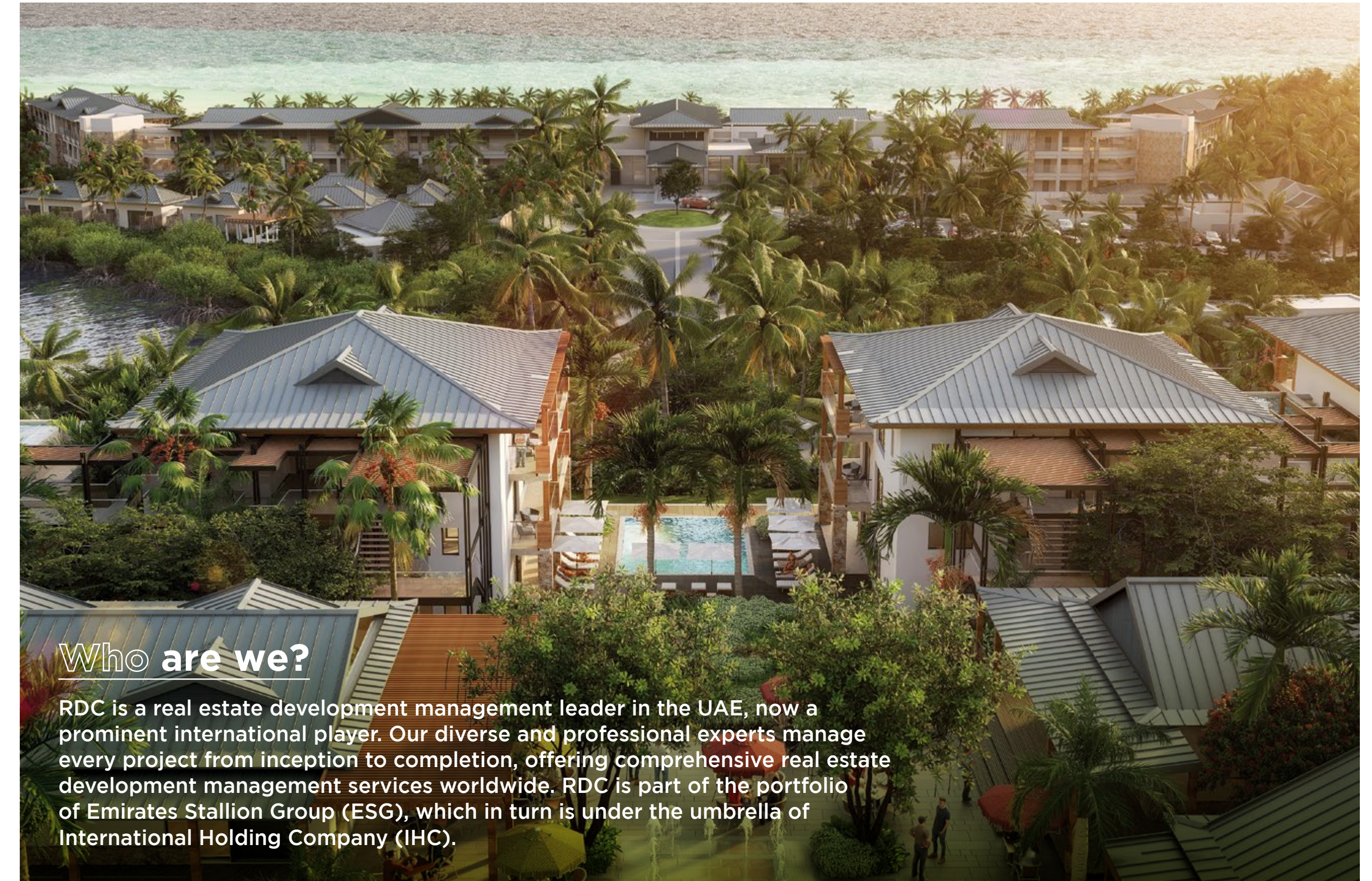
## Group CEO Message

Mr. Kayed Khorma, CEO,  
Emirates Stallions Group (ESG)

As Group CEO of ESG, I am proud of RDC's evolution into a global leader in real estate development management boasting a multicultural, talented team overseeing every aspect of our projects worldwide – ensuring excellence from inception to completion.

Now with a presence in over 15 countries, RDC's skilled professionals adapt seamlessly to diverse regulations and project requirements.

As we move forward into an exciting new era, we are committed to maximizing value and minimizing risk for our clients, leveraging our unmatched industry expertise.



## Who are we?

RDC is a real estate development management leader in the UAE, now a prominent international player. Our diverse and professional experts manage every project from inception to completion, offering comprehensive real estate development management services worldwide. RDC is part of the portfolio of Emirates Stallion Group (ESG), which in turn is under the umbrella of International Holding Company (IHC).

Our Journey

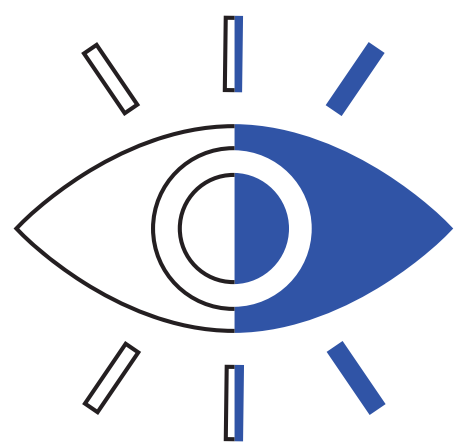
Since being established in 2010, RDC has embarked on an extraordinary journey, leaving a lasting impact on the UAE and beyond.

With a commitment to excellence we have redefined standards in the real estate industry, creating exceptional residential and commercial spaces that contribute to regional growth.

Our global presence spans over 15 countries in the Middle East, Africa, Asia, Europe, and the Americas, where our highly skilled team adeptly adapts to diverse stakeholders, locations, and industry regulations.

Embracing the uniqueness of each project, we deliver with a personalized RDC touch. As we move forward, our goal is unwavering – to remain the preferred choice for clients seeking comprehensive real estate development management services, from inception to completion.





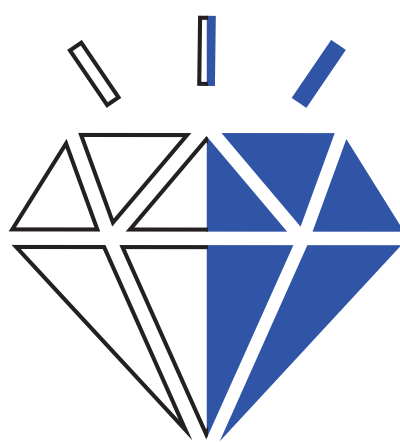
## Vision

To be renowned as a globally preferred partner to investors and end users in managing and developing their real estate projects with integrity and proficiency, ensuring the delivery of the ultimate results to customers.



## Mission

To go the extra mile in driving success at every stage of the project from inception to completion, by leveraging creativity and delivering state-of-the-art processes through a pool of the most innovative talents around the globe.



## Core Values

1. Integrity
2. Trust
3. Knowledge
4. Adaptability
5. Responsiveness
6. Customer oriented



“ When it comes to delivering world class real estate development management services, at RDC we believe that a strong, values based working culture is the key driver for long-term performance, client loyalty and brand strength.

That is why we strive each day to exceed expectations on every level and are trusted to transform even the most challenging sites into exceptional places to live.

I'm proud of our passionate team and the commitment they show in guiding projects from inception to successful completion, while maximizing our positive impact on society, the economy and the environment.

Embrace the journey ahead with us, as our clients' vision and aspirations inspire us to deliver excellence. ”

***Tariq Nazzal***

General Manager,  
Royal Development Company

# SERVICES



## DEVELOPMENT MANAGEMENT

Real estate development is a complex journey that requires deep rooted experience in the sector. It requires various co-dependent tasks to come together seamlessly to see your projects come through, from inception to completion.

RDC is committed in creating a team of dedicated professionals to efficiently guide your projects, meet deadlines, and anticipate and address any unforeseen challenges.

- Development Management
- Design Management
- Project Management
- Stakeholder Management
- Cost Management
- Value Engineering
- Construction Management
- Health, Safety & Environmental Management
- Contracts and Procurement Management



# HOSPITALITY DEVELOPMENT AND STRATEGY

Hospitality is an ever-expanding sector and is expected to grow rapidly in the upcoming years.

RDC specializes in adept Hospitality Management servicing, from looking for potential properties to be taken over or managed, to finalizing the acquisition of properties with ease and formulation of strategy regarding the operational activities of the hotel property.

- Feasibility Study & Modelling
- Hospitality Design Review for Operational Strategy
- Buy-Hold-Sale Strategy
- M&A Strategy for Hospitality Asset Class
- Operator Selection & Management Contract Negotiation
- Post-Acquisition Asset Management Strategy



# INVESTMENT PROPERTY AND FINANCE MANAGEMENT

A good investment strategy is the base of any real estate development project to meet its strategic goals and be a viable investment.

The main purpose of financial management is to assist companies while making three vital decisions: investment decisions, financing decisions, and dividend decisions. RDC guides your company to come up with a suitable strategy in line with your short-term and long-term goals and ensures that your project reflects good financial health throughout the project life cycle.

- Strategy Formulation
- Market Research
- Feasibility Study & Modelling
- Budgeting & Forecasting
- Cost-Control & Cash Flow Management
- Risk Management & Financial Reporting
- Funds Management
- Establishing an Investment Structure
- Commercial & Technical Evaluation



# SALES, MARKETING AND CRM

At RDC, we excel in daily operations and proactive marketing to drive project success. Our experts develop integrated marketing solutions that build successful brands and generate high quality leads.

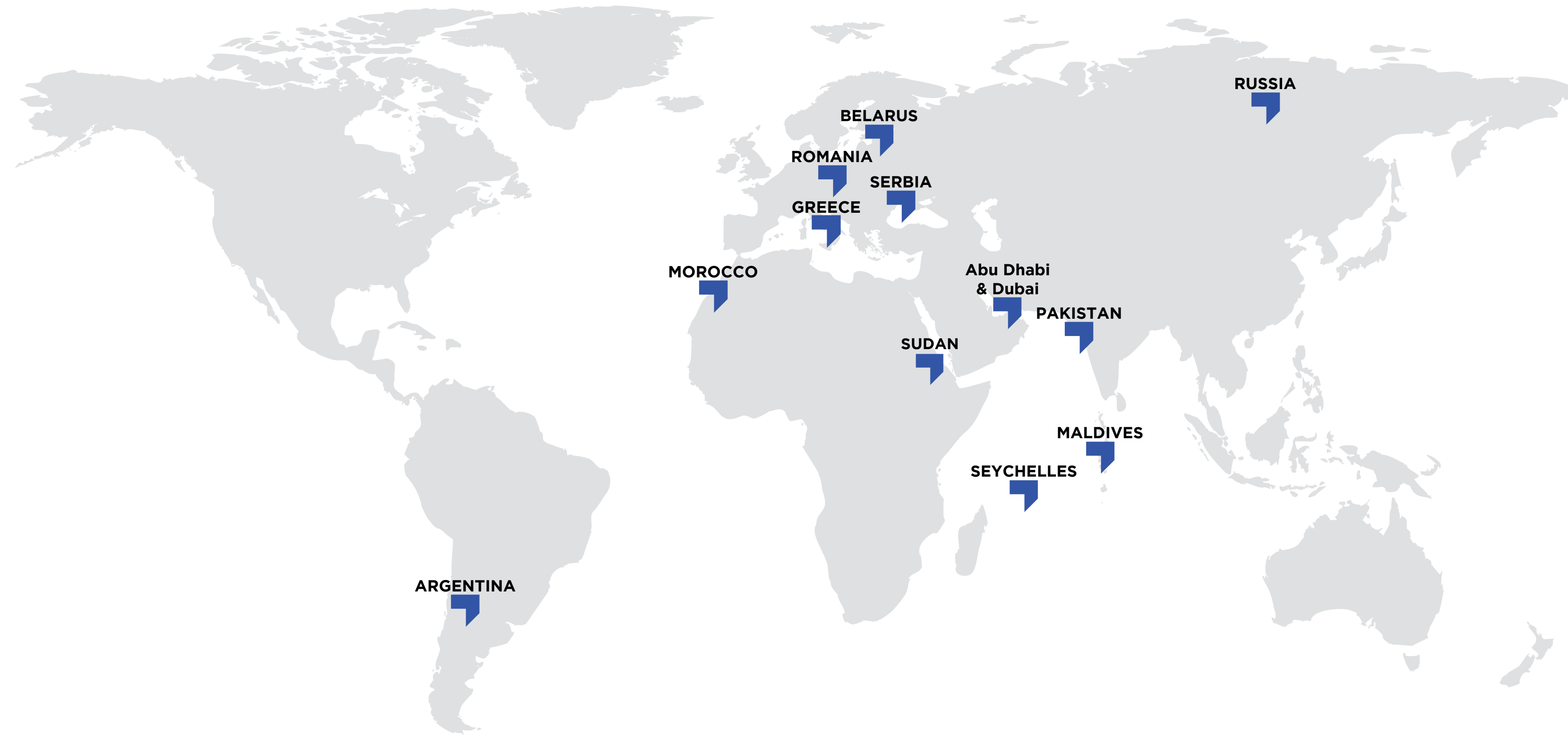
Our sales team focuses on converting potential clients through persuasive communication and mutually beneficial agreements. We stay competitive by monitoring the industry, competitors and customer feedback.

Implementing sales operations and CRM is vital for project success. It involves creating policies, systems, and managing the entire process from contract to handover. It supports and executes commercial plans and strategies effectively.

- Lead Generation & Management
- Competitive Analysis, Market & Customer Research
- Segmentation & Target Market Identification
- Integrated Marketing & Communications Strategy
- Branding, Brand Identity Development, Brand Positioning & Strategy
- Leveraging Creativity to Develop Online & Offline Communication
- Strategic Consulting & Sales Services
- Sales Journey Creation
- Sales Operations
- CRM Setup & Management
- Collection Management
- Handover Formalities, Snagging & DLP Management



# PROJECTS' LOCATIONS



# MAJOR PROJECTS



REEM HILLS  
ABU DHABI



## RDC Role: Owner Representative

Reem Hills, by Q, is the only gated community located in an exclusive location on Abu Dhabi's Al Reem Island in the heart of the capital, offering its residents an everyday space of tranquility, serenity, and relaxation away from the hustle and bustle of the city. Reem Hills features a unique man-made hill, designed to encourage its residents to indulge their senses in a unique and luxurious green environment by providing an escape from the pressures of today's fast-paced life and encouraging healthy living.

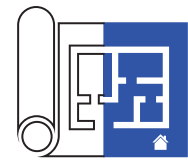
Reem Hills offers a community mix of luxury spaces of independent 4-7 bedrooms villas, 4-bedroom Twin Villas, 3-bedroom Townhouses and 1-3 bedroom apartments in a gated community with a variety of designs and layouts.

The best of all worlds awaits you in the gated community of Reem Hills, where a luxurious life of leisure, serenity, healthy living, and an unmatched diverse community is built for those seeking the peak of living in the heart of the capital.

**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



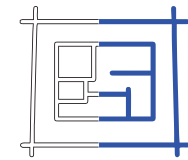
**Location**  
UAE - Abu Dhabi



**Project type**  
Residential



**Plot area**  
1,763,093 sqm



**BUA**  
868,420 sqm



**Number of keys**  
2,272 Units



**Floors**  
G+14



**Floors**  
B+G+1



**Development cost**  
\$2.1 billion



# Project Components

- Residential units comprising premium 4, 5, 6 & 7 bedroom villas, 4-bedroom Twin Villas, 3 bedroom townhouses and 1, 2, 3 bedroom apartments.
- School
- Restaurants and cafes
- Retail areas
- Plazas
- Covered promenade
- Clubhouses
- Beach access
- Canal
- Jogging and cycling tracks
- Tennis courts
- Swimming pools
- Gymnasiums
- Public parks and green spaces
- Up to 700m green spine
- Recreational areas
- Play areas for children
- Water facilities
- Mosques



**MALLSIDE RESIDENCE & HOTEL,  
CURIO COLLECTION BY HILTON**  
DUBAI




# RDC Role: Development Manager

Discover the epitome of premium living at Mallside Residence & Hotel, a unique and prestigious partnership with the Curio Collection by Hilton, developed by Royal Dunes Development and expertly managed by Royal Development Company. Our community offers more than just a home; it is a promise of a lifestyle that beautifully blends Hilton’s bespoke hospitality with the convenience of urban connectivity. At Mallside Residence & Hotel, every detail is meticulously crafted to embody the spirit of connected living, as highlighted by having a bridge that connects directly to Dubai Hills Mall, offering convenient access to a vibrant array of retail experiences.

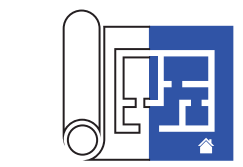
Nestled in the lush, green heart of Dubai, Mallside Residence & Hotel, stands as a prime residential neighborhood offering breath-taking views and world-class amenities. Residents enjoy easy access to the city’s largest park, spanning a vast 180,000 sqm, and the community is perfectly situated between Downtown Dubai and Dubai South, with proximity to some of the emirate’s most iconic tourist destinations, including Dubai Marina, Palm Jumeirah and Jumeirah. This is more than a residence; it’s the gateway to the best in modern living.

Elevate your lifestyle with mesmerizing views that capture the very essence of Dubai. Mallside Residence & Hotel boasts a panoramic vista that includes iconic landmarks such as the majestic Burj Al Arab and the towering Burj Khalifa. These views are not just a backdrop but a daily invitation to immerse yourself in the architectural marvels and charm of the wider Dubai Hills community. Welcome to Mallside Residence & Hotel, where every moment is an experience in luxury and connected living.


**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



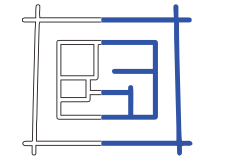
**Location**  
UAE - Dubai




**Project type**  
Hospitality and Residential



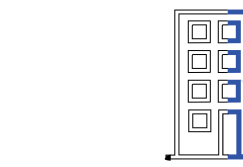
**Plot area**  
3,600 sqm




**BUA**  
47,000 sqm



**Number of keys**  
144 keys



**Floors**  
B + GF + M + 3 P + 18



**Development cost**  
\$118 million



# Project Components

- Branded Residences (Studio,1,2,3 Bedrooms) with multiple designs and layouts
- Hotel Curio Collection by Hilton (a unique partnership)
- Breathtaking Views (Burj Khalifa & Burj Al Arab)
- Easy Access (through Umm Suqeim and Al Khail Roads)
- Retail (F&B) Ground floor
- Direct bridge connection to the vibrant Dubai Hills Mall
- All-Day Dining Restaurant
- Infinity Pool
- Kids Pool
- Pool Bar & Lounge
- Fitness Centre
- Relaxation Spa
- Roof Top Bar and Lounge
- Roof Top Specialty Restaurant
- Allocated Parking (available on the four podium floors)
- Rental Pool (optional)
- Branded Furniture Package (optional)
- Walking distance to Dubai Hills Park



# ALBIZYA BAY SEYCHELLES




# RDC Role: Owner Representative

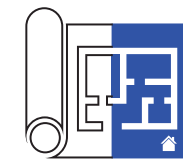
A unique location embedded in the hills of the Eastern coast of Seychelles, Albizya Bay takes its inspiration from warm, honest living and a contemporary suburban retreat. This allows residents both a sustainable home life and visitors an enriching escape, while enjoying the authentic setting without pomp or flash. Rather the focus here is an abundance of experience and a sense of unbounded discovery.

Albizya Bay seeks to provide a platform to empower moments that provide an exhilarating sense of freedom. Freedom to remove the boundaries from the everyday and create a landscape of joyous exploration of place and self. Using the natural landscape as inspiration, Albizya Bay is carefully crafted to provide a platform for the transformation of both man-made and natural environments. Albizya Bay reconciles lifestyle with nature, marrying the two in a bond of mutual support and respect. Albizya Bay is a cherished place to belong to, it is an eclectic community focused on creating harmony between the natural and physical world, retreat, and contemporary cosmopolitanism.


**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



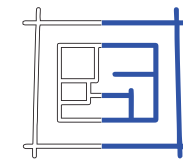
**Location**  
Seychelles




**Project type**  
Mixed-use (Hospitality, Residential, and Retail)



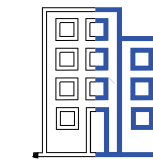
**Plot area**  
821,400 sqm




**BUA**  
36,715 sqm



**Number of keys**  
120 Hotel Branded Rooms  
Multiple Retail Outlets  
29 Canopy Branded Apartments  
18 Albizya North Apartments  
25 Albizya Central Apartments  
12 Units - Albizya Condominiums



**Floors**  
G+2



**Development cost**  
\$152 million

Albizya Bay can truly claim that it acts as an inspiration to the people of the region, imbuing visitors and residents with a shared sense of renewed creativity, and offering the space to connect, and in doing so instill a heightened sense of well-being for all.

The subject site is located at Anse La Mouche (an extensive shallow bay of approximately 1,700m), on the southwestern coast of Mahé, the main island of Seychelles.

Apart from the north-western part of the island with the main tourism hub Beau Vallon and Bel Hombre, the west coast is rather quiet with low development density. Residential communities with a few smaller shops and guesthouses and various international hotels are located on that part of the island.

The northeastern coastal strip of Mahé, including the capital city of Victoria and Eden Island, can be considered the center of development with an active and lively mix of residential and commercial offerings.



## Project **Components**

- Hotel Canopy by Hilton
- Hilton branded apartments
- Regular apartments
- Retail village
- Beach club
- Condominiums
- Utility complex and site-wide infrastructure






# RDC Role: Owner Representative

Located along the scenic Atlantic coastline with breathtaking ocean views and lush greenery, this landmark hotel introduces a new era of modern luxury to the historic city of Rabat.

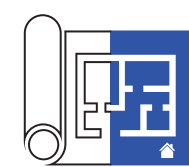
Conrad Rabat Arzana is a modern and luxurious hotel located in Rabat, Morocco. It features 120 guest rooms and a royal suite, with a prime location close to the city’s cultural center and tourist attractions.

The hotel’s design draws inspiration from the rich cultural identity, landscape, and history of the city. Guest rooms and suites are designed as modern sanctuaries with custom-designed furniture and palettes of rich cream, deep pine, blue hues, and soft earth tones. The hotel offers personal butler services and a variety of dining options, including the award-winning 99 Sushi Bar & Restaurant, Feuillage Tea, and coffee lounge, La Brise Brasserie, and L’Oursin Pool Bar and Lounge. The Conrad Spa offers wellness services and a 24-hour fitness center, and the hotel is also a top choice for conferences and events with its luxurious Saphir ballroom and two boardrooms. The hotel has an outdoor terrace spanning 1,345 square feet to accommodate a reception of up to 150 guests.


**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



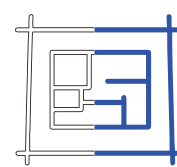
**Location**  
Morocco




**Project type**  
Hospitality and Residential



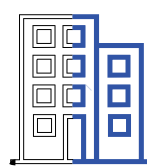
**Plot area**  
28,435 sqm




**BUA**  
28,603 sqm



**Number of keys**  
120 hotel keys  
88 apartments  
58 residential villas



**Floors**  
G+2



**Development cost**  
\$265 million



## Project Components

- Hotel guestrooms, suites and VIP villas
- 4 residential buildings comprising of 88 apartments & supermarket
- Offices
- Public swimming pools, plunge pools, private pool
- Aqua park
- Kids center
- Meeting rooms
- Ball room & bridal room
- Gym
- All-day dining, speciality restaurant, Tea bar & library corner & scene bar on the pool
- 58 residential villas



**REEM HEIGHTS**  
LAHORE,  
PAKISTAN



## RDC Role: Owner Representative

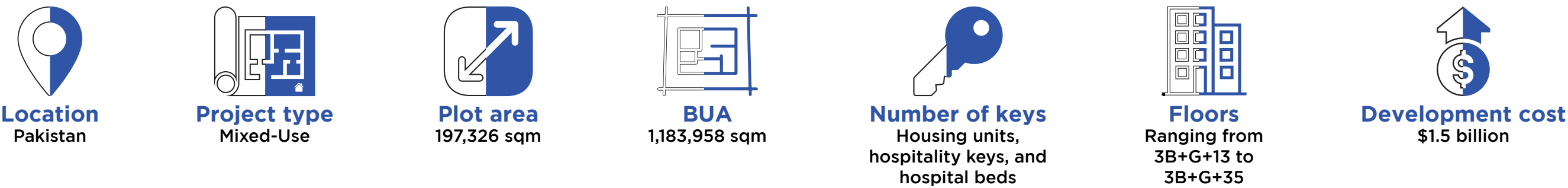
The Reem Heights Development, previously known as Lahore Time Square, is a mixed-use, themed real estate development that will be constructed in a prominent location in the city of Lahore.

The development is real estate strategic plan situated close to the Lahore International Airport and within the extensive DHA Development area, which is considered a highly desirable residential destination.

Embracing the vision of a harmonious family-centric lifestyle, Reem Heights seamlessly integrates life and work within a secure and health-focused environment. This real estate development investment prioritizes the creation of top-notch public spaces, fostering a strong connection between interior and open areas, while providing captivating views from every apartment.

Reem Heights embraces sustainability and climate resilience as integral components of its urban design. A comprehensive real estate strategy for a smart and green neighborhood ensures that every aspect of the development contributes to environmental real estate well-being.

**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



## Project **Components**

- Residential Towers
- Offices Towers
- Healthcare Center
- Hotel Guest rooms and apartments
- F&B Areas
- Clubhouses
- School
- Mosque
- Shopping Mall
- Public Spaces for Pedestrians (Residents, Visitors, and all Users)
- Landscape Areas for Entertainment



VICEROY  
KAPAONIK HOTEL  
SERBIA



## RDC Role: Owner Representative

A five-star hotel located on Kopaonik mountain in a ski resort that is part of the Kopaonik National Park in Raska, Serbia that has been nominated for “Best of Year Awards” in 2021 by the renowned Interior Design magazine. The hotel is situated at the base of the Kapaonik mountain range, providing guests with stunning views of the surrounding mountains and forests. Benefitting from stunning vistas and located on the doorstep of some of the best skiing in Europe, the hotel offers effortless chic sophistication for an unforgettable guest experience.

The resort combines the local vernacular with contemporary living to provide luxury accommodation amongst the natural beauty of Kopaonik National Park.

A luxurious hotel located in the beautiful mountain resort that offers a variety of amenities, including a spa and wellness center, an indoor and outdoor swimming pool, a fitness center, and a variety of dining options. The hotel’s guest rooms and suites are tastefully decorated and equipped with modern amenities, including flat-screen TVs, minibars, and free Wi-Fi.

The hotel also provides easy access to other popular activities, such as hiking and mountain biking.

**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



## Project Components

- Guest rooms
- Boardroom
- Two meeting/ banquet rooms
- “The Mountain Kitchen” all-day dining (includes outside terrace)
- “Peroko” Asian fusion Restaurant
- “Pique Ski Bar” – après ski bar (includes outside terrace)
- “The Library” – lounge
- Outdoor pool & jacuzzi
- Spa (including Indoor vitality pool, hammam, ice experience showers, sauna, and beauty salon)
- Gym



**SCARLET BEACH RESORT & SPA,**  
**PETROTHALASSA, ARGOLIS**  
GREECE



# RDC Role: Owner Representative

Scarlet Beach Resort & Spa is in Petrothalassa Bay, a place of unique beauty, an abode to the Mediterranean natural environment, and a celebration of the Greek sun and its cathartic light.

The sound of the sea resonates with its universal song and revitalizes the core of our existence. Nature has created a masterpiece that exposes us to unprecedented experiences and emanates unique feelings.


The challenge to produce an engineered environment that will not be in any way inferior to the inexhaustible presents of nature makes SBRS not just another exquisite vacation resort.

It's about a destination of global interest, a destination that will transform its visitors and a journey that will enrich their lives and will provide them with memories that will define them for the rest of their lives.

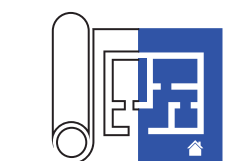
The design of nature triggers the design of the resort. Working with nature, and finding ways to incorporate all the latest amenities, infrastructures, and requirements of the hospitality sector without interrupting the relationship of the visitors with the environment.

The Scarlet Beach Resort & Spa will become a part of the myth of the place, it will define its present and preserve and allow its future to thrive.


**RDC Scope: Development Management from Inception to Completion**  
**(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)**



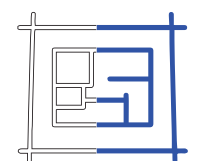
**Location**  
Greece




**Project type**  
Mixed-use (Hospitality, Residential, and Retail)



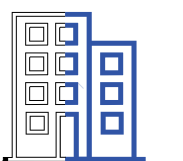
**Plot area**  
223,730 sqm




**BUA**  
39,000 sqm



**Number of keys**  
121 guest rooms  
+ 14 villas



**Floors**  
G+2



**Development cost**  
\$287 million



# Project Components

- Guest rooms and villas
- Retail
- Public beach
- Marina
- Kids club
- Beach club
- Outdoor sports club
- Spa
- Gym
- Pool bar
- Natural pool



**GRAND HOTEL MINSK**  
**DEVELOPMENT**  
MINSK



# RDC Role: Owner Representative


Minsk – the capital and largest city of Belarus - rose from the ashes after great destruction in the Second World War. The Waldorf Astoria Grand Hotel Minsk celebrates the spirit and thoughtfulness of traditions while responding to the new developments of the city and the world. The concept is a story of past and present, a juxtaposition of old and new, a reconciliation of differences, and a resurgence of what was once familiar.

Waldorf Astoria Hotel is one of the largest development projects in Belarus now. The hotel is in the heart of Minsk city, next to the Svisloch River.

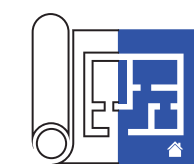
The basis of a successful project is good integration into the urban planning context and high-quality, graceful architecture that makes the building distinctive and blends in with the environment. The hotel has high-quality unique neoclassical architecture, elegance, a simple shape, harmonious proportions, and geometry. The aim is to achieve a high level of design that will provide the building with long-term value and integrate it into the urban planning context. In an urban environment, the carefully designed object will receive a high level of prestige. Attractive public areas will raise the level of satisfaction of guests.

It also has a good relationship with “Yanka Kupala” Street and the Svisloch River, creating a significant urban planning context. The high-quality public area creation links the building to the outdoor space with the help of a semi-public coastal zone.


**RDC Scope: Development Management from Inception to Completion**  
(Market Research, Feasibility Study, Design Construction, Sales, Marketing and CRM)



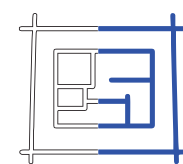
**Location**  
Belarus




**Project type**  
Hospitality




**Plot area**  
45,000 sqm




**BUA**  
34,800 sqm



**Number of keys**  
194 keys



**Floors**  
Ground + 6 floors



**Development cost**  
\$223 million



# Project Components

- 5-star Hilton guest rooms
- Historical Buildings including CURIO Hotel by Hilton (39 Keys) and Shell & Core Buildings, A Pedestrian Bridge over River Svisloch, Waldorf Astoria Hotel Minsk (155 Keys) and Casino & Night Club
- Retail area
- Peacock alley
- Speakeasy bar, All Day Dining restaurant & Specialty restaurant
- Night club & Casino
- Spa & Beauty salon
- Pool
- Gym & Fitness



# OUR TEAM



🔑 We are committed to delivering integrated solutions with love and passion for every detail, to build sustainable communities in which we operate. 🔑

MEET OUR DEDICATED  
TEAM OF PROFESSIONALS



**Tariq Nazzal**  
General Manager



**Sanjay Arora**  
Head of Development



**Salma Khalid**  
Head of Design



**Joseph Atallah**  
Head of Marketing



**Emad Nassef**  
Head of Sales



**Tarek Haggag**  
Head of Operations

## Driving Excellence in Every Aspect: Introducing Our Dynamic Departments

Together, we form a cohesive unit driven by passion, expertise, and a shared vision of excellence.



### MARKETING TEAM

The creative force behind our success, crafting compelling strategies to showcase our developments and connect with our target audience.



### DEVELOPMENT TEAM

Transforming visionary concepts into reality with precision and innovation, they meticulously oversee every stage of development, ensuring the highest standards are met.




### CRM AND OPERATIONS TEAM

Ensuring seamless execution and efficient management of our projects, from logistics and procurement to facility management.



### SALES TEAM

With in-depth knowledge of our developments, they guide prospective buyers through the entire sales process, offering personalized solutions for a smooth buying experience.



🔓 Unlock the doors to your  
dream investments, contact us  
to discover excellence! 🔓



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