

*Abdulla  
Al-Arif*

INVESTMENT  
عبدالله العارف للاستثمار

# NEWSLETTER

JANUARY 2025



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# Words from Our Leaders



**Nasser Al Arif**  
*CEO – Manufacturing Division*

As we look back at 2024, we have so much to be proud of. The achievements of the previous year mark a pivotal moment in our transformative journey and underscore our steadfast commitment to fostering sustainable growth and strategic development.

As one of the key enablers of AAAI, our ambition is to build on our position as the benchmark that inspires others.

Our culture and values serve as the bridge between our past and future. They encapsulate our achievements to date and act as a roadmap for what comes next as we navigate an ever-changing world.

So in 2025, let us continue collaborating with peers and partners who are committed to our shared vision and determined to succeed. A tremendous opportunity is before us and it's time to fully unlock the power of our ecosystem.

Last year, we achieved great success, completing key projects and expanding our presence within the industry. These accomplishments were made possible by the hard work and dedication of all our team members.

In 2025, we will tackle even bigger, more prestigious projects and challenges, leveraging the latest advancements and the talent within our team to deliver excellent results while maintaining our sustainable growth trajectory.

Most importantly, we are, and will always be, committed to our people. Your safety, growth, and well-being are at the heart of everything we do.

Thank you for all your efforts. Together, we can make 2025 a year to remember and solidify our position as leaders in the construction industry.



**Eng. Omar Al Arif**  
*CEO – Construction Division*

# Group News

## Naresco Secures One Crescent, Palm Jumeirah Contract

Naresco secured the contract to develop One Crescent Residences, a luxury nine-storey project situated on the iconic Palm Jumeirah.

The development will consist of 23 exclusive 3-6 bedroom penthouses, offering private pools and spacious terraces, designed with a unique wave-shaped façade. Panoramic glazing and light-coloured pillars highlight the building's contemporary architectural style.

This win represents a pivotal moment for Naresco, demonstrating its capability to deliver premium-class projects in prime locations.

Winning this contract strengthens Naresco's standing in Dubai's competitive market, positioning the group as a leader in luxury construction.



This new project adds to AAI's growing portfolio and reinforces our commitment to delivering high-quality, innovative developments.

## WPA Expands Global Reach with Bahrain Opening

World Padel Academy unveiled its latest facility in Bahrain, marking a significant step forward in its mission to grow the sport of padel across the Gulf region.

WPA Bahrain underscores Spadrec's commitment to creating world-class sporting venues. The academy boasts five state-of-the-art indoor courts, including a main court fully equipped to host professional padel events and tournaments.

Ali Al Arif, CEO of World Padel Academy, highlighted the importance of the opening, stating, "This facility embodies our dedication to expanding access to padel, empowering communities and offering athletes the opportunity to excel. It's a moment we're all incredibly proud of."



WPA Bahrain further strengthens the group's presence in the region while highlighting SPADREC's pivotal role in the continued rise of padel as a leading sport in the Gulf.

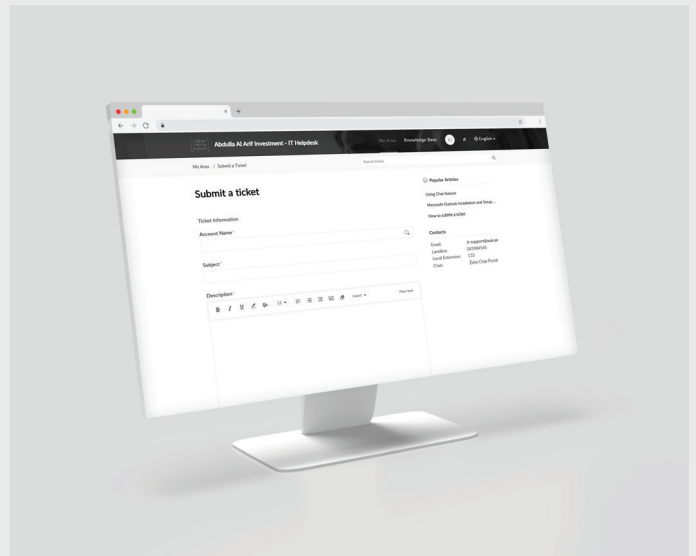


# Ticketing System Launched for Streamlined IT Assistance

AAAI launched a new IT Ticketing System as part of its ongoing efforts to enhance internal support and streamline operations. The system, now live and accessible through the AAAI Support Portal, offers employees a more streamlined way to report, track and resolve IT-related issues.

Employees can log in with their official AAAI email ID to submit their requests and monitor the progress. The system is designed to ensure quicker resolutions and better management of IT support.

This is part of a broader effort to improve internal workflows and make it easier for staff to get the help they need with minimal disruption to their work.



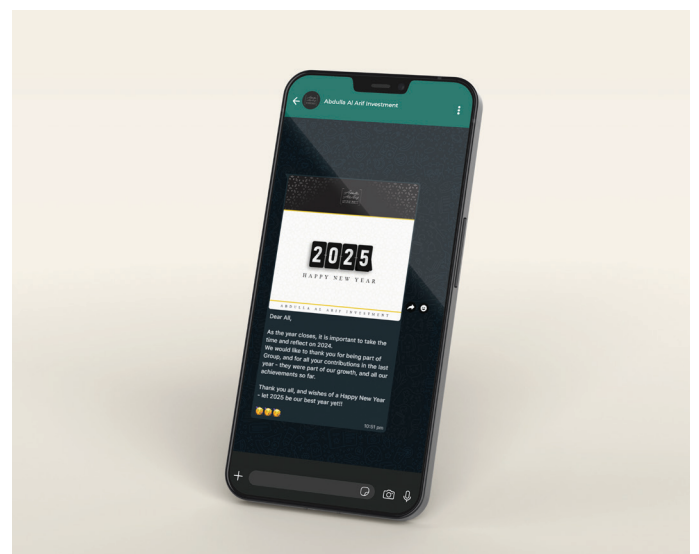
For assistance with the new platform, the IT Department is available to guide employees through the process.

# New Official WhatsApp Account Enhances Group-Wide Communication

To streamline communication and ensure every employee stays connected, Abdulla Al Arif Investment launched its official WhatsApp account.

The account will serve as the go-to channel for announcements, organizational news and updates on important initiatives and employee communication. Employees are encouraged to save the number and rely on this platform as the single source of verified communication from the platform.

This move highlights AAAI's commitment to improved communication and operational efficiency. By leveraging WhatsApp, the organization is adopting a forward-thinking approach to communication,



fostering collaboration and ensuring a seamless flow of information across its workforce.

## AAAI Establishes Marketing Department to Foster Unified Branding

Abdulla Al Arif Investment established a new Marketing Department to centralize its marketing activities and streamline efforts across its diverse business units.

The department's phased rollout ensures that each division receives tailored support that aligns with its unique objectives. By consolidating these efforts, AAAI aims to improve messaging consistency, enhance campaign effectiveness and bolster its overall brand presence.

The department will focus on developing strategic marketing initiatives that contribute to AAAI's growth goals, ensuring alignment across all subsidiaries and reinforcing the company's broader vision.



The establishment of the new department is a pivotal step in positioning AAAI for continued success and growth in a competitive market.

## AAAI Introduces Software Solutions Team to Drive Digital Projects

Abdulla Al Arif Investment launched its Software Solutions Department to build on the company's technological capabilities and deliver innovative digital solutions.

Rammah Mohammed will lead the team, managing the development and coordination of custom software projects, including website development and future mobile app solutions for both AAAI and its subsidiaries.

The department will focus on a wide range of digital initiatives, including website development, maintenance and custom application creation designed to address the specific needs of different business units, enhancing AAAI's presence in the digital sphere.



This strategic move is part of AAAI's broader efforts to remain at the forefront of innovation.



# Events

## A Tribute to Emirati Women in the Workplace

On August 28, 2024, AAI celebrated Emirati Women's Day with an event acknowledging the contributions of Emirati women working within the group. The event, led by the Learning and Development Department, recognized their dedication and skills across the group.

The celebration featured a motivational speech reinforcing Emirati women's significant role in the workplace. Curated gifts were presented and a short video showcased their personal and professional journeys at AAI.



## AAAI Connects with Emirati Talents at Ru'ya Careers



From September 24 to 26, 2024, Abdulla Al Arif Investment participated in Ru'ya Careers at the Dubai World Trade Center, offering Emirati job seekers a platform to explore career opportunities within AAI.

During the three-day event, candidates engaged with the recruitment team. A highlight was the interactive career-matching game where visitors could input their skills and interests, identifying potential career paths within the group.

## Staff Unite to Celebrate UAE's 53rd National Day

On November 29, 2024, the 53rd UAE National Day was celebrated at the Head Office with the #ZayedAndRashid campaign, honoring the vision of the UAE's founding leaders who shaped the unified nation.

The event featured traditional crafts making, along with local food and drinks. A traditional majlis was set up for employees to gather and enjoy the celebration. The office was adorned in the UAE flag colors, creating a fitting and festive atmosphere.



# Wellness

## Supporting Employee Health with Free Flu Shots

On October 17, 2024, a flu vaccination drive was held at the Head Office, giving employees the opportunity to receive flu shots for free. The initiative aimed to promote health and reduce the spread of illness during flu season.

The drive highlighted the importance of taking preventative measures to protect both personal health and the well-being of others. It demonstrated how small efforts can lead to a healthier workplace for all.



## Standing Together Against Breast Cancer



On October 18, 2024, AAI marked Breast Cancer Awareness Day with a focus on early detection with the Head Office adorned in pink to show support and solidarity.

The event featured an awareness session and free blood tests offered to encourage health prioritization. Additionally, painting sessions allowed participants to express messages of hope while pink tote bags, ribbons, gifts, and notebooks were distributed as symbols of unity.

## Wellness Series Delivers Vital Health Services to Staff

In November 2024, AAI organized a multi-day wellness series across workers' accommodations. The initiative offered easy access to critical health checks, empowering them to take proactive steps towards their well-being.

Services like blood pressure monitoring, BMI assessments and random blood sugar testing enabled employees to take control of their health. The overwhelming turnout showed how important these health services are.

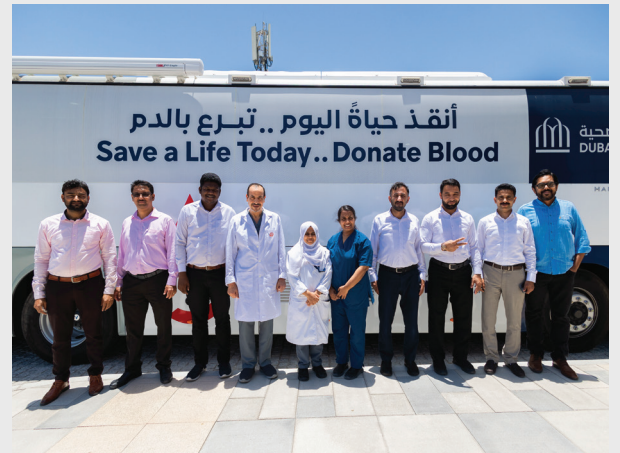




## Blood Drive Reflects Employee Dedication to Making a Difference

In November 2024, AAI organized a successful blood drive, demonstrating the strong spirit of community among its employees. The event saw a strong turnout, with staff members volunteering to donate, reflecting their drive to make a positive impact on others' lives.

The initiative emphasized AAI's commitment to supporting essential health services and promoting the well-being of both the workforce and the broader community.



# Partnerships

## WPA Unveils WHOOP & Jetour Branded Courts



World Padel Academy recently forged new partnerships with WHOOP and Jetour, bringing two more branded courts to the venue.

WHOOP's innovative health tech and Jetour's automotive presence align with WPA's vision of providing premium, high-performance facilities. These strategic collaborations demonstrate WPA's ability to attract top-tier brands, enhancing the experience for players and reinforcing its status as Dubai's leading padel destination.

## PractiCal Offers Special Rate For AAI Employees

PractiCal now offers an exclusive corporate discount! Offering tailored meal solutions for a variety of dietary preferences and lifestyles, enjoy freshly prepared meals delivered straight to you, ensuring easy access to high-quality meals.

Whether you're pursuing fitness goals, managing dietary needs or fitting healthy meals into a busy day, PractiCal has you covered. This benefit is available to all employees within the AAI group.



# Employee Spotlight



**Abdulrahman Albahri**  
AAAI, Strategy & Innovation

Abdulrahman, a Junior Strategist, has consistently demonstrated sharp problem-solving skills and unwavering reliability. His approach to tackling challenges showcases his growth mindset with each task addressed proactively and head-on.

What truly sets Abdulrahman apart is his ability to seek solutions actively. He asks insightful questions and drives continuous improvement, always prioritizing the collective success of the team over individual recognition. Aligning closely with AAAI's core values, his dedication to teamwork is evident in his willingness to share knowledge and support his colleagues.

Abdulrahman is also deeply committed to optimizing processes and boosting team efficiency. His positive outlook, combined with a relentless drive for excellence, sets a strong example for others to follow.

As a Site Engineer, Faisal is a key player in ensuring that all site activities are efficiently monitored and executed. His ability to manage tasks while maintaining clear communication with clients has contributed to positive feedback and strong relationships.

Faisal excels at adhering to strict deadlines, always finishing projects on time without compromising on quality. His cooperative attitude shines through in his interactions with the site team and his manager. Faisal works effectively within a team setting, ensuring that everyone is aligned and focused on project goals.

His consistent contribution to the successful completion of projects deserves recognition and sets an inspiring example for the group.



**Faisal Ullah Khan**  
Naresco, Construction





**Amr Ashraf**  
Bianco, Manufacturing

Amr is a Project Manager known for his results-driven approach and exceptional problem-solving skills. He has overseen multiple projects ahead of schedule, maintaining strong relationships with both internal teams and external stakeholders.

Amr's ability to streamline operations and foster collaboration has led to significant improvements. His innovative ideas and commitment to the company's core values have made him a highly valued member of the organization. His dedication to exceeding expectations has contributed to the successful completion of critical projects on time.

Amr's professional growth and commitment to the company's objectives inspire those around him. His leadership and strategic insight continue to drive success.

Carol has proven herself to be an invaluable Meal Plan Coordinator, always putting the team's success first. Her exceptional ability to coordinate between departments, especially during the company's early days, helped maintain smooth operations during challenging times.

Her commitment to excellence, strong work ethic and positive attitude have made her a role model to her colleagues. Carol truly embodies AAI's core values of honesty, trust and professionalism, earning her deserved recognition across the organization.

Through her leadership, Carol has cultivated a supportive and collaborative environment, making a lasting impact on the success of both the team and the company.



**Carol Lagrimas Rebadulla**  
PractiCal, SPADREC



**Mostafa Mohamed Yackoot**  
TransOn, Services & Transportation

Mostafa has shown exceptional dedication as a Mechanical Engineer, known for his quick response to equipment breakdowns and expertise in preventive maintenance. His ability to resolve critical issues and minimize downtime has contributed greatly to smooth operations in the company.

Mostafa works closely with the logistics team to ensure the timely transport of machinery, keeping the site updated on equipment status. His dedication to operational efficiency and continuous improvement has significantly streamlined operations.

His expertise and passion for his work have earned him recognition within the company. Mostafa's ability to manage difficult situations and maintain high standards is a testament to his professionalism.

