



NEWSLETTER

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Words From Our Management



Eng. Kutaiba Alkhabbaz
Chief Executive Officer, Naresco

The last three months were dedicated to strengthening the foundations that support Naresco's market leadership and commitment to excellence. Our efforts have centered on maximizing our ability to execute complex projects and drive sustained value creation for all stakeholders.

The true differentiator for Naresco remains our unwavering focus on quality and client partnership. We recognize that our success is built on trust and the exceptional standards we set for project delivery in every aspect of our work.

Moving forward, the strategic pursuit of new opportunities will define our trajectory. This commitment to maximizing our competitive potential is crucial to achieving growth objectives, securing Naresco's prominent role and contributing to the enduring strength of Abdulla Al Arif Investment.

Hisn Al Fahidi advanced its market position this past quarter by focusing on key growth areas. Our initiatives continue to position the brand as a benchmark for quality and reliability, supporting Abdulla Al Arif Investment's vision for long-term expansion and operational excellence.

We grew our client base through new project awards and obtained the Ministry of Energy and Infrastructure certification, a regulatory endorsement of our compliance with governmental project standards. Despite cost pressures and shifting market dynamics, we maintained delivery timelines and upheld specification benchmarks across all active projects.

Looking ahead, our focus remains on strengthening the brand's reputation and deepening market confidence, streamlining operations across all functions and capturing a larger share of the competitive Dubai market.



Moustafa Ibrahim
Chief Executive Officer, Hisn Al Fahidi

Group News

Naresco Breaks Ground on Two Landmark Residential Towers in Dubai

Naresco affirmed its role as a strategic construction partner by breaking ground on two landmark residential towers in Dubai. These projects clearly showcase Naresco's proficiency in large-scale, high-end residential delivery.

The first major assignment is the Rixos Financial Center Road Dubai Residences in Downtown. This B + G + 5P + 78-storey tower features 1 to 4-bedroom residences, duplex penthouses and exclusive amenities such as concierge and a dedicated podium wellness centre, setting a new benchmark for upscale living.

Naresco is concurrently working on 25h Heimat at Downtown Dubai. With units from studios to 3-bedroom apartments, this 2B + G + M + 4P + 74-storey project blends branded design with city convenience and includes a gym, spa, infinity pool and premium recreation zones at the sky level.



WPA Teams Up with Tooba for High-Turnout Charity Padel Cup



World Padel Academy reinforced its role as a key driver of social impact by partnering with Tooba to host the Tooba Padel Cup in Dubai. This high-profile charity tournament attracted UFC champions Islam Makhachev, Zubaira Tukhugov and Movsar Evloev.

The high level of interest drew a significant turnout with notable figures like Usman and Umar Nurmagomedov, Alistair Overeem and Nick Santonastasso. Donations were collected via the Tooba charity app for the Al Jalila Foundation, channeling funds to vital charitable initiatives.

WPA's initiative showed how professional sporting events can combine entertainment, public engagement and corporate social responsibility, leaving a lasting benefit for the wider community.

Bianco Relocates and Doubles Facility Size for Major Operational Upgrade

Bianco completed a major operational upgrade, relocating and doubling its factory footprint from 760 sqm to 1,670 sqm in Sajaa, Sharjah. The recent expansion significantly increases stock capacity and supports higher monthly production, meeting rising project demands.

The facility's core upgrade is the installation of a new Computer Numerical Control (CNC) cutting unit. This technology delivers substantial health benefits by cutting airborne marble particulate from roughly 60% to 15%, a major investment in worker welfare.

The strategic move offers further advantages. Placing Bianco closer to major suppliers shortens material transit times, enhancing project scheduling and allowing the company to accelerate delivery across projects.



Valoura Residences in Nad Al Sheba Joins Daytona's Management Portfolio



Daytona Properties expanded its management portfolio, securing the exclusive leasing and management contract for Valoura Residences. The acquisition of this newly-built, full residential tower aligns with Daytona's growth strategy in Dubai's high-value sector.

Valoura Residences is a prime asset in the upscale Nad Al Sheba 1 community, valued for its excellent connectivity. The development offers modern living spaces from studios to 1 to 2-bedroom apartments, establishing it as a key luxury offering in a desirable district.

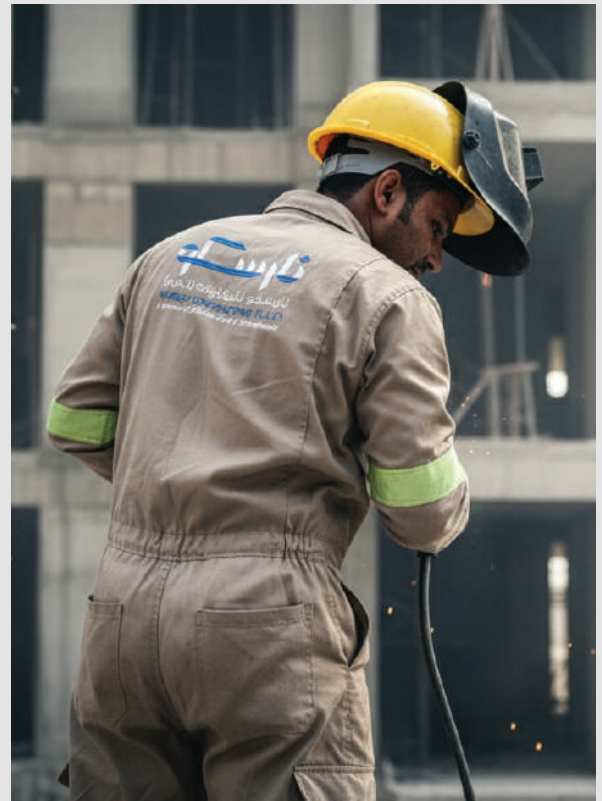
Integrating this complete asset allows Daytona to focus on operational excellence. The company is committed to enhancing property services to maximize investor returns and ensure a premiere living experience for all tenants.

Dedicated Safety Culture Drives Naresco Past 10 Million Accident-Free Hours

Naresco successfully reached 10 million Lost Time Injury-free man-hours, a remarkable safety achievement spanning six months of construction projects. This milestone reflects the shared success of Naresco's 7,000+ workforce, made possible by strict protocol adherence enforced by site management.

The zero Lost Time Injury (LTI) record affirms the company's operational rigor and robust safety culture. This achievement rests on the consistent application of structured site protocols and continuous training.

By maintaining this benchmark, Naresco demonstrates its capacity to efficiently deliver major projects while prioritizing worker well-being, strengthening its industry reputation and driving continued growth.



Modern Coat Obtains Star Gold Distinction at Asian Paints' Golden Brush 2025



Modern Coat Interiors earned the coveted Star Gold Applicator Award at the Asian Paints Berger's Golden Brush Awards 2025. This annual event provides a crucial industry benchmark, celebrating the technical skill and competitive achievements of leading applicators across the UAE.

The award recognized Modern Coat's operational strength across three key areas: the superior quality of its specialized workmanship, the scale of its project portfolio and the efficiency of its technical execution across diverse undertakings. This distinction sets a new standard for quality in the regional construction finishing sector.

The achievement highlights Modern Coat's market credibility, proving its capability to deliver complex projects and drive continued growth across the region.

Well-Being

AAAI Boosts Worker Well-Being with Launch of On-Premises Barber Facility

Abdulla Al Arif Investment launched a new on-site barber facility at its workers' accommodations. The facility gives staff convenient access to grooming services without ever having to leave the premises.

This initiative is part of AAAI's broader effort to improve daily routines and support overall well-being. By placing this essential service within the accommodation premises, the company drastically reduces the time and expense associated with off-site travel, reinforcing its focus on delivering tangible, practical support for its workforce.

By prioritizing accessible services like this, AAAI is focused on practical support that translates directly into convenience and a better daily experience for the workforce.



Health Awareness Initiative Offers Free Medical Checks Groupwide



AAAI conducted an on-site health initiative for its employees, hosting a health camp at the head office grounds. Open to all staff within the group, it focused on making key health metrics available, empowering individuals to take immediate control of their well-being.

The complimentary checkups included screenings for blood pressure, blood sugar and cholesterol. These assessments provided immediate, actionable data for employees. Health providers complemented the program with an informative wellness consultation, focusing on practical tips for maintaining long-term health.

This initiative empowers staff with the necessary resources and accessibility required for consistent personal health management and awareness.

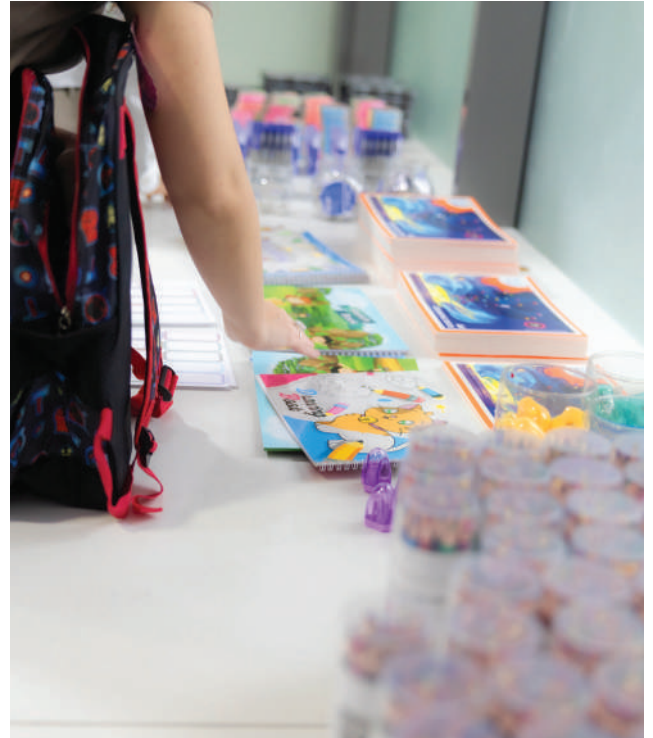
Events

AAAI Fosters Community Goodwill with Back-to-School Supply Drive

In July 2025, Abdulla Al Arif Investment launched the “Ready, Set, Pack” volunteer initiative, turning a charitable idea into a structured program within the company’s community social responsibility framework. The initiative focused on providing essential back-to-school supplies for children.

Employees formed teams to source and carefully assemble 100 backpacks, each filled with high-quality school materials and accompanied by personalized cards for a thoughtful touch. At the beginning of August, the backpacks were delivered to the Dar Al Ber Society for distribution.

The initiative demonstrated how employee volunteerism can be directed toward practical, resource-driven support that makes a tangible impact on the community.



AAAI Celebrates Emirati Women Through Shared Dialogue



On August 28, 2025, Abdulla Al Arif Investment hosted a company-wide gathering to mark Emirati Women’s Day, bringing together Emirati employees from all companies within the group. The event served as a forum for meaningful conversations about career progress, representation and workplace inclusion.

Throughout the morning, participants shared perspectives on mentorship, professional recognition and access to leadership roles. The discussion opened space for reflection while the Emiratization Team outlined upcoming development initiatives and invited feedback on new career advancement policies.

The session closed with a shared commitment to strengthen collaboration across departments and create mentorship pathways that support long-term growth within the company.

Abdulla Al Arif Investment Engages Talent at Ru'ya Careers '25

Abdulla Al Arif Investment participated in Ru'ya Careers UAE 2025 at the Dubai World Trade Centre, engaging with students and professionals exploring career opportunities across its diverse portfolio.

AAAI's booth offered combined interactive and informative experiences, including a VR tour through its divisions and a VR game custom-built to feature the World Padel Academy's Dubai venue. Beyond the activities, visitors met with HR representatives to learn about current roles and future recruitment plans while the team exchanged insights on career development and career paths within the group.

The participation reinforced AAAI's growing presence and its commitment to attracting and developing emerging talent across the competitive Emirati job market.



Eng. Omar Al Arif Features on Panel at Sustainability Innovation Forum '25



Eng. Omar Al Arif featured as a key panelist for the session "Sustainable Construction in Action" at the Sustainability Innovation Forum 2025 on August 29, 2025.

Speaking to an audience of developers, engineers and industry professionals, Eng. Omar delivered strategic knowledge to industry professionals, emphasizing the practical application of sustainable construction. He covered essential topics, explaining how strategic material sourcing and rigorous waste stream control drive positive project outcomes. During the Q&A, he offered practical, adoptable approaches to effectively balance environmental considerations with stringent delivery timelines.

His contribution reinforced his position as a thought leader in the industry and elevated Naresco's reputation through the demonstration of expert knowledge in responsible construction practices.

Employee Spotlight



Raja Ansari
HR, Abdulla Al Arif Investment

As Senior HR Executive, Raja Ansari supports AAAI's multi-subsidiary structure by keeping HR operations aligned with the organization's framework. His work links procedural clarity with people-centered implementation, sustaining a culture built on consistency and accountability.

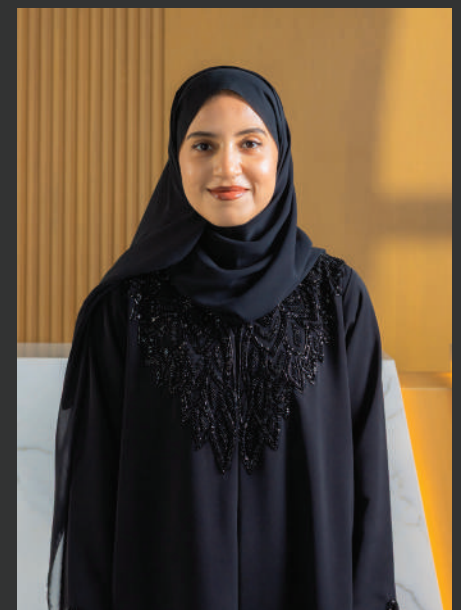
Within the team, he contributes to cross-functional coordination, translating corporate policies into practical action and resolving complex HR matters with composure. Colleagues recognize his steadiness when navigating sensitive or time-critical decisions.

Raja's approach shapes a dependable HR foundation for AAAI. By maintaining clear processes, ensuring follow-through, and aligning initiatives across teams, he strengthens the organization's capacity to manage its evolving workforce effectively.

Fatmah brings a methodical approach to Naresco's operations, ensuring that technical and financial elements align smoothly within each project phase. As QS Engineer, her role demands both precision and perspective, balancing data integrity with the need for timely progress.

She works with multidisciplinary teams, helping to maintain shared understanding across engineering and project management functions. Her disciplined process management supports coordination and enables clarity in complex project environments.

Fatmah's structured mindset contributes to Naresco's overall efficiency and reliability. By ensuring alignment across documentation, schedules, and project communications, she reinforces the technical credibility that supports the successful execution of Naresco's construction projects.



Fatmah Aldhanhani
Naresco, Construction



Mohammed Younus
Master Fab, Manufacturing

As Estimation Engineer, Mohammed plays a key role in Master Fab's planning ecosystem where financial foresight directly supports technical execution. His work provides a structured framework for decision-making, guiding project feasibility from concept to successful delivery.

He engages with project teams to review assumptions, clarify requirements and adjust figures according to evolving specifications and guidelines. His precision under pressure helps ensure that financial planning remains stable even in fast-moving, high-demand project cycles.

Through his diligence, Mohammed enhances Master Fab's capacity for accurate forecasting and informed decision-making. His attention to process, detail and accountability continues to strengthen the company's overall operational and financial stability.

Muhannad manages operations across World Padel Academy, maintaining performance standards while adapting to the varied demands of each location. As Country Venues Manager, his oversight focuses on planning, team coordination and clear processes, ensuring smooth operations across venues.

He keeps teams aligned and operations running efficiently by planning work, clarifying responsibilities, and addressing bottlenecks as they arise. Muhannad places equal focus on outcomes and process, ensuring expectations are met without compromising efficiency, communication or team morale.

By refining venue operations and reinforcing accountability, he strengthens WPA's ability to deliver high-quality service. His leadership supports operational continuity and the sustained growth of the organization's platform.



Muhannad Haddad
World Padel Academy, SPADREC



Ghulam Mustafa
Daytona Properties, Services

Ghulam works with Daytona Properties to guide tenants and buyers through the property process, providing clear advice and reliable insights that align expectations with market opportunities. As Client Advisor, he evaluates needs, presents options and supports informed decisions at every stage.

Ghulam draws on market knowledge and client priorities to manage deals while supporting team workflows. In his first months, he has established himself as a trusted advisor, closing multiple deals and building a reputation for reliability among clients and colleagues along the way.

Ghulam's professionalism reflects Daytona's reputation for reliability and trust. By focusing on accurate guidance and follow-through, he strengthens relationships and reinforces the company's position in a competitive real estate market.

