

21 May 2025

21 مايو 2025

Boursa Kuwait Company

State of Kuwait

Greetings,

السادة شركة بورصة الكويت المحترمين

دولة الكويت

تحية طيبة وبعد،

**Subject: Transcript of IFA Hotels & Resorts' Q1-2025  
Analysts and Investors Conference**

**الموضوع: محضر مؤتمر المحللين والمستثمرين لشركة ايفا  
لل فنادق والمنتجعات للربع الأول لعام 2025**

With reference to the above subject, this is to advise that IFA Hotels & Resorts' Q1-2025 Analysts and Investors Conference was held on Monday, 19 May 2025, at 1:30 PM via live broadcast.

إشارة الى الموضوع أعلاه، نود إفادتكم بأن مؤتمر المحللين والمستثمرين لشركة ايفا لل فنادق والمنتجعات للربع الأول من عام 2025 قد انعقد يوم الاثنين الموافق 19 مايو 2025 في تمام الساعة 1:30 ظهرا عن طريق بث مباشر.

Attached please find the transcripts of the conference in Arabic and English along with the investors' presentation for Q1-2025.

ونرفق لكم محضر المؤتمر باللغتين العربية والانجليزية والعرض التقديمي للمستثمرين عن الربع الأول لعام 2025.

Best regards

وتفضلوا بقبول وافر التحية،



Khaled Saeed Esbaitah خالد سعيد اسبيته

Chairman رئيس مجلس الادارة



لل فنادق والمنتجعات  
Hotels & Resorts

Cc: Capital Markets Authority

نسخة لهيئة أسواق المال



للغنادق والمنتجعات  
Hotels & Resorts

## Investors and Analysts Conference مؤتمر المستثمرين والمحللين

Quarter 1 - 2025 الربع ١ - ٢٠٢٥

19 May 2025 ١٩ مايو ٢٠٢٥

المُحاور: مساء الخير جميعاً، وأهلاً بكم في مؤتمر المستثمرين والمحللين الربع سنوي لشركة ايفا للفنادق والمنتجعات للربع الأول من عام 2025. نشكركم جميعاً على حضوركم اليوم.

معنا اليوم السيد خالد اسبيته، رئيس مجلس إدارة ايفا للفنادق والمنتجعات، والسيد ويرنر برغر، الرئيس التنفيذي، والسيد نعمان نعمان، رئيس الادارة المالية، بالإضافة إلى عدد من كبار التنفيذيين الذين سيقدمون رؤى حول الأداء المالي والمبادرات الاستراتيجية والتحديات التشغيلية للشركة.

نعمان: شكراً لكم، وأهلاً بكم جميعاً. قبل أن نبدأ، أود أن أشير إلى أن هذه العرض يتضمن تصريحات تطلعية تخضع لمخاطر وشكوك. وقد تختلف النتائج الفعلية بشكل كبير عن تلك المذكورة. يُرجى الرجوع إلى صفحة إخلاء المسؤولية الكامل من العرض التقديري.

يسعدنا الإفادة عن أداء قوي للربع الأول من عام 2025، حيث بلغ صافي الربح 11.5 مليون دينار كويتي، بزيادة قدرها 176% مقارنة بـ 4.16 مليون دينار كويتي في الربع الأول من عام 2024. وبلغ ربح السهم 39.5 فلساً. ومن الجدير بالذكر أن ربح السهم قبل زيادة رأس المال بسبب توزيع أسهم المنحة كان 50.14 فلساً.

أود أن أؤكد أن هذا الأداء القوي في صافي الربح المحقق في الربع الأول يعادل تقريباً ما تم تحقيقه لعام 2024 بأكمله، مما يعكس زخم النمو المتسارع لدينا. وكان الدافع الرئيسي لهذا الأداء الاستثنائي هو البيع الاستراتيجي لفندق فيرمونت النخلة لشركة تابعة لأرزان، وهي شركة أرزان لإدارة الاستثمارات (AIM). فقد أتممنا بيع هذا الأصل بقيمة 100 مليون دينار كويتي لصالح "AIM Hospitality Fund" التابع لشركة أرزان، وهي صفقة تتضمن الدفع النقدي وملكية جزئية في الصندوق. وهذا يعني أنه بينما تخرجنا من الملكية المباشرة للأصل، ما زلنا نستفيد من أدائه من خلال حصتنا المتبقية في الصندوق.

كان قرار بيع فندق فيرمونت النخلة خطوة استراتيجية مدروسة لإطلاق القيمة من من أحد الأصول الناضجة وإعادة استثمار رأس المال في مشاريع تطويرية عالية الإمكانات ضمن ايفا. لا يعزز هذا النهج سيولتنا فحسب، بل يتماشى أيضاً مع استراتيجيتنا المتمثلة في تحسين محفظتنا لتحقيق عوائد أعلى.

في ضوء هذا التحول الكبير، من الضروري فهم كيف يجب أن ننظر إلى نموذج عمل ايفا للفنادق مستقبلاً. يمكن الآن تقسيم أعمالنا إلى ثلاثة ركائز استراتيجية:

1. الأصول التشغيلية: وتشمل مجموعة ستراف للخدمات ونادي آريا للعطلات، والتي تولد دخلاً متكرراً ومستقرًا.
2. قطاع التطوير: نركز هنا على مشاريع عالية القيمة مثل أورلا وأورلا إنفينيتي في دبي، ومشاريعنا الفاخرة في جنوب أفريقيا.
3. رسوم الإدارة: وتشمل رسوم إدارة المشاريع، ورسوم إدارة الأصول، ورسوم المبيعات والتسويق، وخدمات إدارة المرافق الأخرى، مما يوفر قاعدة دخل مستقرة.

يعيد هذا التوجه الاستراتيجي تنظيم ايضا للفنادق ككيان أكثر مرونة وتركيزاً على النمو، قادر على استغلال فرص العوائد المرتفعة مع الحفاظ على ملف دخل متوازن وقوي.

#### أبرز النتائج المالية

يعكس أداؤنا المالي في الربع الأول من عام 2025 قدرتنا على دفع النمو عبر قطاعات أعمالنا الأساسية. حيث ارتفعت الإيرادات من العمليات المستمرة بنسبة 46.7% على أساس سنوي، لتصل إلى 6.49 مليون دينار كويتي. كما تحسن إجمالي الربح بنسبة 32.7%، ليصل إلى 2.51 مليون دينار كويتي، مقارنة بـ 1.89 مليون دينار كويتي في الربع الأول من عام 2024، مما يعكس إدارة قوية للهوامش وكفاءة في التكاليف.

على صعيد صافي الربح، كما ذكرت سابقاً، بلغ 11.5 مليون دينار كويتي، بزيادة قدرها 176.25% على أساس سنوي، مدفوعة بشكل رئيسي بالبيع الناجح لفندق فيرمونت النخلة دبي.

من منظور الميزانية العمومية، كان للبيع تأثير تحويلي. حيث انخفضت إجمالي القروض من 55.5 مليون دينار كويتي في نهاية الربع الأول من عام 2024 إلى 7.6 مليون دينار كويتي. ويعزى هذا الانخفاض الكبير إلى تسديد الديون المرتبطة بأصل فيرمونت. وفي الوقت نفسه، لا تزال قاعدة أصولنا الإجمالية قوية عند 175.4 مليون دينار كويتي، مع تمثيل الديون الآن لـ 4.3% فقط من إجمالي الأصول، مقارنة بـ 26% للفترة نفسها من العام الماضي، مما يعكس ميزانية عمومية صحية ومرونة مالية كبيرة للمستقبل.

كما ارتفعت حقوق المساهمين من 31.9 مليون دينار كويتي إلى 43.8 مليون دينار كويتي، مما يؤكد تعزيز المركز المالي للشركة. وفي الوقت نفسه، خفضنا إجمالي الديون بمقدار 50 مليون دينار كويتي، مما يعكس نهجنا المنضبط في إدارة رأس المال والتزامنا بالحفاظ على هيكل رأسمالي قوي وفعال.

## أبرز التحديثات التجارية

بدءًا من أعمال التطوير، في دبي، لدينا مشروعان فاخران في نخلة جميرا — أورلا وأورلا إنفينيتي دورشستر كوليكشن — وكلاهما يحقق أداءً استثنائيًا. في أورلا، تم بيع 87% من الوحدات، مع اكتمال أعمال التصميم والحصول على جميع التصاريح اللازمة. كما تجاوز تقدم التطوير 23% اعتبارًا من الربع الأول من عام 2025.

أما أورلا إنفينيتي، فتتقدم أعمال التطوير بثبات، حيث اكتمل أكثر من 85% من أعمال التصميم وأكثر من 90% من تجهيز الموقع. ويبلغ إجمالي اكتمال التطوير 13%.

وفي جنوب أفريقيا، لا يزال مشروع زيمبالي ليكس نابضًا بالحياة، مع طلب قوي على عروضنا السكنية الفاخرة. حيث تم بيع أكثر من 50% من وحدات أجنحة إيرني إل.س. كما يجذب زيمبالي سكوير، مجمعنا التجاري الفاخر، اهتمامًا كبيرًا، حيث تم توقيع عدة اتفاقيات تأجير.

بالانتقال إلى محفظة الخدمات المتنامية، تواصل مجموعة سترايف، مزود خدمات العقارات المتكاملة لدينا، الاستفادة من النمو المستمر لسوق الإسكان في الإمارات. حيث وضعت الاستثمارات الاستراتيجية في البنية التحتية الأساسية لتكنولوجيا المعلومات والمنصات التشغيلية أساسًا قويًا للنمو المستقبلي.

كما يواصل نادي آريا للعطلات تجاوز التوقعات، حيث حقق نموًا بنسبة 7% على أساس ربع سنوي من مبيعات العضوية في برنامج ملكية العطلات. ونحن متحمسون أيضًا للإعلان عن الإطلاق القادم لتطبيق آريا الجوال، الذي سيعزز تفاعل الأعضاء ويبسط عملية الإدارة.

أما بالنسبة لقطاع أعمال رسوم الإدارة، فنواصل رؤية نمو قوي في أعمال الخدمات ذات القيمة المضافة، مدعومة بشكل رئيسي من دوموس للإسكان المُدار. حيث يتوسع هذا الخط التشغيلي بنشاط في أسواق جديدة، مستفيدًا من الطلب المتزايد على حلول الإقامة عالية الجودة.

بالإضافة إلى ذلك، دخلنا في شراكة استراتيجية مع أرزان لإدارة الاستثمارات (AIM) من خلال "AIM Residential Fund". توفر هذه الشراكة منصة قابلة للتوسع لمزيد من النمو عبر استراتيجيتنا السكنية في دول مجلس التعاون الخليجي.

أخيراً، لدينا مشروع الطي هيلز، الذي أعلننا عنه في يناير من هذا العام بالشراكة مع شركة عقارات الكويت. حيث شهد هذا المشروع السكني في الشارقة، بقيمة 3.5 مليار درهم إماراتي، طلباً هائلاً في السوق، محققاً مبيعات قياسية بلغت 2.1 مليار درهم إماراتي في غضون أسبوع واحد فقط.

وبهذا نختم تحديثاتنا للربع.

في الختام، أود التأكيد على التزامنا المستمر بالنمو المستدام وخلق القيمة. نحن متحمسون لما تبقى من عام 2025 وما بعده، مع عدة مشاريع عالية القيمة على وشك الانطلاق، مما سيعزز محفظتنا وموقعنا في السوق. والآن نرحب بأسئلتكم.

شكراً لكم جميعاً. سنفتح الآن المجال للأسئلة. إذا كانت لديكم أي استفسارات، يُرجى إرسالها عبر وظيفة الدردشة، وسنقوم بالرد على أكبر عدد ممكن منها.

المُحاور:

لم نتلق أي أسئلة لهذا اليوم، سيد نعمان، هل لديك أي ملاحظات ختامية؟

شكراً لكم جميعاً على وقتكم ومشاركتكم اليوم. ونحن نتطلع إلى مشاركة المزيد من التحديثات معكم في الفترات المالية القادمة.

نعمان:

**Moderator:** Good afternoon, everyone, and welcome to the IFA Hotels & Resorts Quarterly Investor Webcast for Q1 2025. Thank you all for joining us today.

Joining us today, we have Mr. Khaled Esbaitah, Chairman of IFA Hotels & Resorts; Mr. Werner Burger, CEO; Mr. Numan Numan, CFO, and other senior executives who will provide insights into IFA HR's financial performance, strategic initiatives, and business updates.

**Numan:** Thank you, and welcome, everyone. Before we begin, I would like to mention that this presentation includes forward-looking statements that are subject to risks and uncertainties. Actual results may differ materially from those stated. Please refer to the full disclaimer slide presented.

We are pleased to report a strong performance for Q1 2025, with net profit reaching KD 11.5 million, a 176% increase compared to KD 4.16 million in Q1 2024. Our earnings per share stood at 39.5 fils. Notably, our EPS before the capital increase due to the distribution of bonus shares was 50.14 fils.

I want to highlight that this strong net profit result achieved in the first quarter is almost what was achieved for the full year in 2024, demonstrating our accelerated growth momentum. A significant driver of this exceptional performance was our strategic sale of Fairmont The Palm hotel to a subsidiary of Arzan, Arzan Investment Management (AIM). We completed the sale of this asset for KD 100 million to AIM's Hospitality Fund, a transaction structured with both cash and partial ownership in the fund. This means that while we have exited direct ownership of the actual asset, we continue to benefit from its performance through our retained stake in the fund.

The decision to sell Fairmont The Palm was a deliberate strategic move to unlock value from a mature asset and redeploy the capital into high-potential development projects within IFA HR. This approach not only strengthens our liquidity but also aligns with our strategy of optimizing our portfolio for higher returns.

Given this significant transition, it is essential to understand how you should view IFA HR's business model going forward. Our business can now be viewed through three strategic pillars:

1. **Operating Assets:** This includes Strive Services Group and Aria Vacation Club, which generate steady, recurring income.
2. **Development Segment:** Our focus on high-value projects like Orla and Orla Infinity in Dubai, and our luxury developments in South Africa.

3. **Management Fees:** This encompasses project management, asset management fees, sales and marketing fees, and other facility management services, providing a stable income base.

This strategic realignment positions IFA HR as a more agile and growth-focused entity, capable of capitalizing on high-return opportunities while maintaining a balanced and resilient income profile.

#### **Financial Highlights**

Our financial performance in Q1 2025 reflects our ability to drive growth across our core business segments. Revenue from continuing operations increased by 46.7% year-on-year, reaching KD 6.49 million. Gross profit improved by 32.7%, reaching KD 2.51 million, compared to KD 1.89 million in Q1 2024, reflecting strong margin management and cost efficiency.

Looking at the bottom line, as I mentioned earlier, our net profit reached KD 11.5 million, a 176.25% increase year-on-year, primarily driven by the successful sale of Fairmont The Palm Dubai.

From a balance sheet perspective, the sale had a transformative impact. Our total borrowings, which stood at KD 55.5 million at the end of Q1 2024, have now been reduced to KD 7.6 million. This substantial reduction is directly linked to the settlement of the debt associated with the Fairmont asset. Meanwhile, our total asset base remains robust at KD 175.4 million with debt now representing just 4.3% of our total assets, compared to 26% for the same period last year, reflecting a healthy balance sheet and significant financial flexibility moving forward.

Shareholders' equity rose from KD 31.9 million to KD 43.8 million, underscoring the Group's enhanced financial position. Concurrently, we reduced total debt by KD 50 million, reflecting our disciplined approach to capital management and our commitment to maintaining a strong and efficient capital structure.

#### **Key Business Updates**

Starting with our development business, in Dubai, we have our two luxury developments on Palm Jumeirah—Orla Dorchester Collection and Orla Infinity—both continue to perform exceptionally well. At Orla Dorchester, 87% of the units have been sold, with design work completed and all necessary permits secured. Development progress has surpassed 23% as of Q1 2025.



Orla Infinity is also advancing steadily, with over 85% of the design work completed and more than 90% of site preparation finalized. Overall development completion stands at 13%.

Turning to South Africa, our Zimbali Lakes development remains vibrant, with strong demand for our luxury residential offerings. The Ernie Els Suites have achieved strong sales, with over 50% of units sold. Zimbali Square, our luxury commercial complex, is also attracting significant interest, with several leasing agreements already signed.

Moving to our expanding service portfolio, Strive Group, our integrated real estate services provider, continues to benefit from the sustained growth of the UAE residential market. Strategic investments in core IT infrastructure and operational platforms have laid a strong foundation for future growth.

Our Aria Vacation Club continues to exceed expectations, which achieved a 7% quarter on quarter growth from membership sales in the vacation ownership program. We are also excited to announce the upcoming launch of the Aria mobile app, which will enhance member engagement and streamline management.

Now turning to our management fee business segment, we continue to see strong growth in our value-added servicing business, primarily driven by Domus Managed Housing. This business line is actively expanding into new markets, capitalizing on rising demand for high-quality accommodation solutions.

Additionally, we have entered a strategic partnership with Arzan Investment Management (AIM) through their AIM Residential Fund. This partnership provides a scalable platform for further growth across our GCC residential strategy.

Finally, for our last business update we have Al Tay Hills, which we announced in January this year in partnership with Kuwait Real Estate Company. This AED 3.5 billion residential development in Sharjah saw overwhelming market demand, achieving record sales of AED 2.1 billion within just one week.

This concludes our business updates for the quarter.

In closing, I want to emphasize our continued commitment to sustainable growth and value creation. We are excited about the remainder of 2025 and beyond, with several high-value projects set to come online, further enhancing our portfolio and market position. We can welcome your questions now.

**Q&A Session**

**Moderator:** Thank you all. We will now open the floor for questions. If you have any inquiries, please submit them via the chat function, and we will address as many as possible.

No questions received for today, Mr. Numan, any closing remarks?

**Numan:** Thank you all for your time and participation today. We look forward to sharing further updates with you in the coming quarters.



# INVESTOR PRESENTATION Q1 2025



## Forward-Looking Statements Disclaimer

This presentation contains forward-looking statements and information that are based on IFA Hotels and Resorts' current expectations, estimates, and projections about the company and the industry in which it operates. These statements are subject to risks, uncertainties, and assumptions that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. The company does not undertake any obligation to update or revise any forward-looking statements, except as required by applicable law. Past performance is not indicative of future results. This presentation is for informational purposes only and is not intended as an offer or solicitation for the sale or purchase of any securities.

# Agenda

01 COMPANY OVERVIEW

04 BUSINESS UPDATES

02 KEY HIGHLIGHTS

05 Q&A

03 FINANCIAL PERFORMANCE

# Company Overview

# COMPANY SNAPSHOT

IFA Hotels & Resorts (IFA HR) is a premier developer and operator of luxury mixed-use destinations, specializing in branded residences, hospitality, and integrated lifestyle communities. With a portfolio spanning the Middle East, Africa, and Europe, IFA HR collaborates with iconic global brands to deliver long-term value and exceptional customer experiences.

15000+

Keys  
♦♦♦

21+

Countries  
♦♦♦

50+

F&B outlets  
♦♦

10+

International  
brands  
♦♦♦

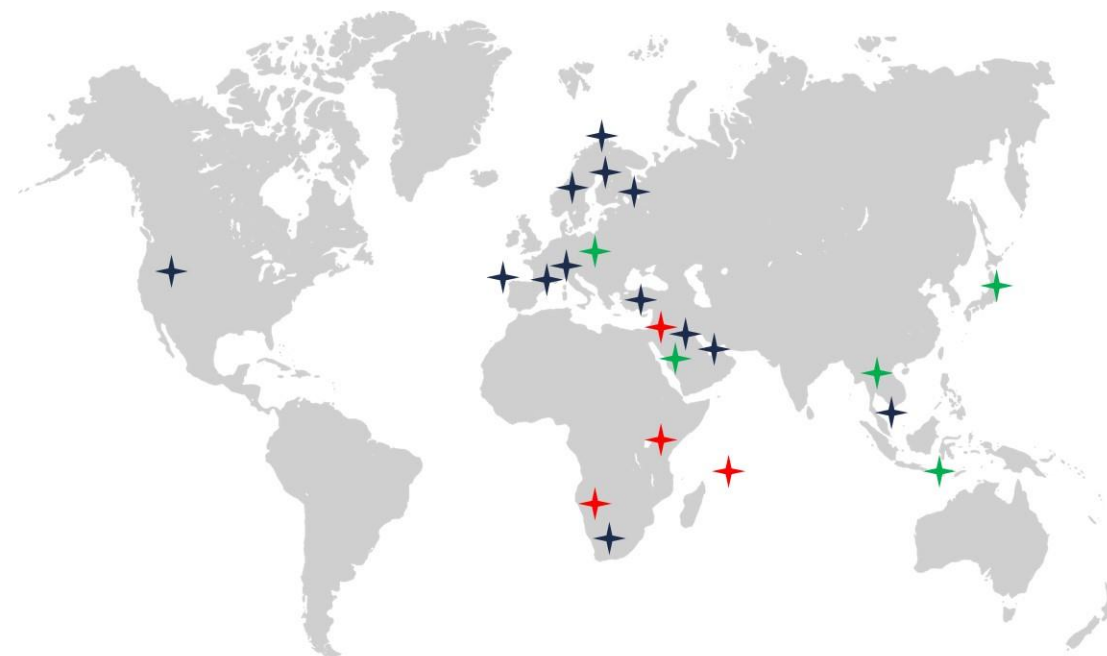
3000+

Employees  
♦

44+

Hotels  
♦♦♦

## Our Geographical Presence



- ♦ Exited
- ♦ Current
- ♦ Pipeline

## Partners and Operators



# Company Profile



## Overview

IFA Hotels & Resorts (IFA HR), established in 1995 and listed on Boursa Kuwait since 2006, is a leading developer of mixed-use hotel and residential resorts, as well as luxury leisure services.

The company has a strong global presence and is currently focused on two key objectives: maintaining its core businesses in existing markets by offering high-quality products, and expanding into residential property management services, both retail and wholesale. IFA HR is also actively exploring emerging markets for strategic acquisitions and partnerships to grow its portfolio across the Middle East, Europe, and Africa.

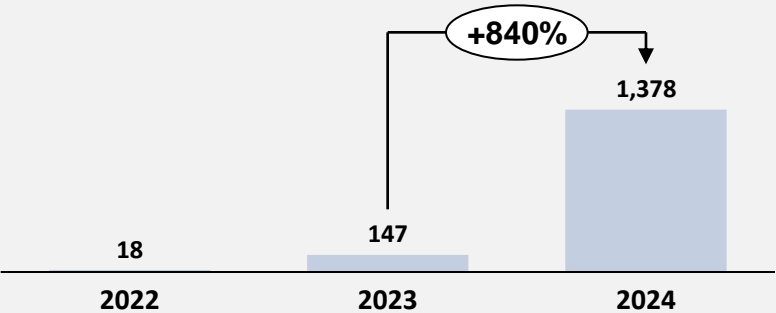
### Core Businesses

Master Planning	Facility Management
Real Estate Development	Project Management
Income Generating Assets	Time Share

### Geographical Presence

UAE | EUROPE | AFRICA

## 3-year Mcap Performance USD Mln



+2,000 SHAREHOLDER BASE	MSCI INDEX INCLUSION	\$1.4B MARKET CAP
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### Major Shareholders

IFA 43.22%	Med Al Bahar 6.3%
Group of Nezar 11.41%	KRE 8.49%
Arzan 10.18%	

## Servicing Platform





# Key Highlights

# 2025 - A YEAR OF STRATEGIC ACCELETATION



## From Restructuring to Rapid Growth – A Clear Path to Sustainable Value Creation

After a successful transformation in last couple of years, including strategic asset optimization and debt reduction, IFA Hotels & Resorts has entered 2025 with strong momentum. Our disciplined focus on high-value projects, operational excellence, and strategic partnerships has driven accelerated growth and positioned the company for sustained profitability.



### Strong Q1 Results

176% y-o-y net profit growth

Primarily driven by Fairmont sale in addition to growth in development and sales management fees



### Strategic Sale

KD 100M Sale of Fairmont

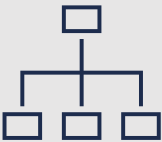
Transaction structured with both cash and partial ownership in “AIM Hospitality Fund”



### Solid Capital Structure

KD 50M reduction in debt

Reflecting our disciplined approach to capital management and significant financial flexibility moving forward



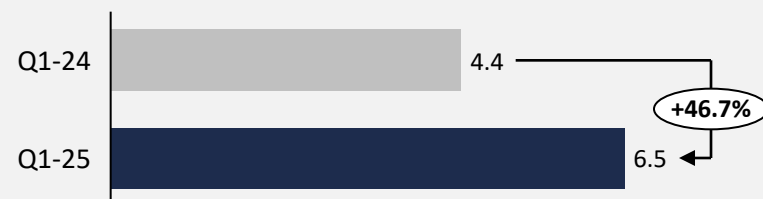
### A Focused, Agile, and Resilient Business Model

- 1. Operating Assets:** Strive Services Group and Aria Vacation Club, for steady recurring income
- 2. Development Segment:** Focus on high-value projects like Orla and Orla Infinity in Dubai, and our luxury developments in South Africa.
- 3. Management Fees:** Encompassing project management, asset management fees, sales and marketing fees, and other facility management services, providing a stable income base

# Financial Performance

# P&L Q1-25

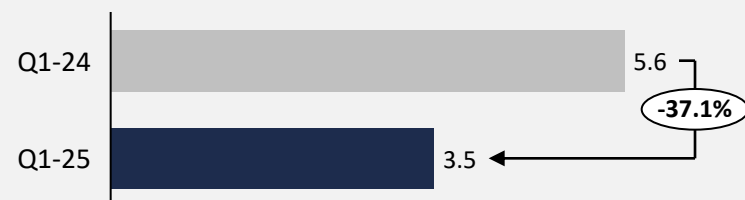
## Revenue<sup>1</sup>



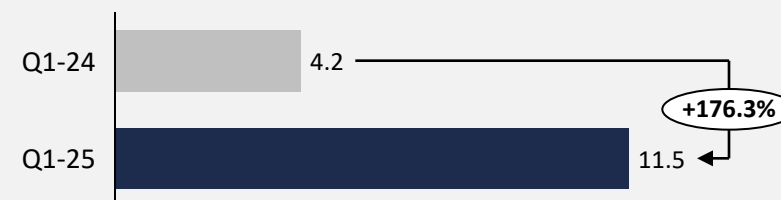
## Gross Profit<sup>1</sup>



## EBITDA<sup>1</sup>



## Net Profit

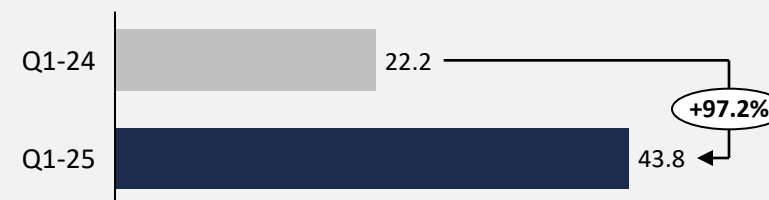


# Balance Sheet Q1-25

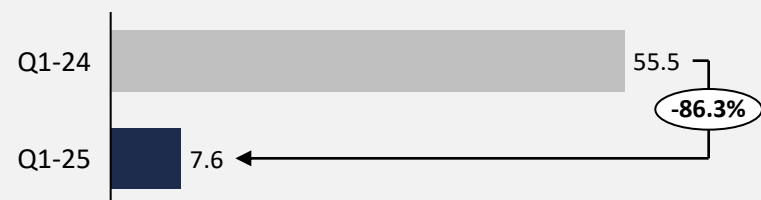
## Total Assets



## Total Equity



## Total debt



## Total Liabilities



# Performance Ratios

## P&L

- Healthy profitability margins YoY for our continued operations
- Interest Coverage ratio at healthy level considering the higher finance costs y-o-y

KPI	Q1-25	Q1-24
Gross Profit Margin	38.7%	42.8%
EBITDA Margin	54.5%	127.1%
Interest Coverage Ratio	6.6x	15.2x

## Balance Sheet

- healthy balance sheet and significant financial flexibility moving forward
- Company with a share capital of KD ~23M has assets worth KD 175M

KPI	Q1-24	Q1-24
Debt to Assets	0.04x	0.26x
Debt to Equity	0.17x	2.50x
ROA <sup>1</sup>	26.2%	7.9%

# Business Updates

# Business Updates

## ORLA Dorchester Collection

Palm Jumeirah  
Location

2026  
Completion

85  
Residences

03  
Sky Palace

01  
Mansion

Each ORLA residence has a seamless arrival experience unique to each home with the discerning choice of a direct lift arrival experience, stepping from lift into a light filled residence within moments, for the most impressive entrance.

➤ Orla has reached a 23% completion rate at the end of 2024

## ORLA Infinity

Palm Jumeirah  
Location

2027  
Completion

20  
Duplexes

With only 20 duplex residences, ORLA Infinity presents an exclusive and personalized experience. Each residence is thoughtfully positioned and designed to integrate indoor and outdoor spaces, allowing for breathtaking views of the surrounding facilities and the far-reaching cityscape.

➤ Orla Infinity continues to make steady progress where the overall development stands at 13%



# Business Updates



- Dubai's first fully licensed timeshare company.
- 7% q-o-q increase in operational revenue.
- Continued investment in prime properties enhances member experiences and ensures long-term sustainability.



- Entered Saudi Arabia with a large-scale housing facility in Riyadh for 10,000+ workers.
- First venture outside the UAE, marking significant growth in corporate housing.



- Leading integrated property management company in Dubai.
- Expanded workforce to over 1,000 employees.
- Significant growth in market presence and efficiency through tech investments.



- Completed land transfer for Phases 1 & 2 valued at ZAR 127 million.
- Sold all 32 Boulevard Edge apartments.
- Successful Launch of Ernie Els Suites project in April 2025, with over 50% of the units sold



- Strong performance in luxury real estate and hospitality despite market challenges.
- Tatali Signature Villas- the only development in KwaZulu-Natal with a 'Municipal Resort 5' designation- sold 11 of 14 premium plots within 48 hours.

# Our Servicing Platform



Domus Managed Housing specializes in purpose-built corporate housing. With four business streams within the company, Domus provides a turnkey housing solution for all needs. Domus Blue specializes in blue collar workers, Domus Core in hospitality staff, Domus Family on managers and those with families, and Domus Execulive specializes in co-living accommodation.



- Region's First Branded Beachfront Timeshare Product
- Points based 30-year membership
- Fully capitalized with robust and diverse shareholders
- Best practice documentation & Industry proven consumer protection
- High standard of real estate inventory and operational management



More than 7,000 residences in current portfolio – The only Property Operator based on The Palm Dubai. Strive is an Integrated Property Services company with 30+ specialized services and 1 BILLION ft2 of AUM. Strive Services Group has 4 independent companies that provide collaborative solutions.



United Hospitality Management (UHM) is a global hospitality management company with 30+ years of luxury hospitality expertise having partnered with world-class brands including The Luxury Collection by Marriott, Vignette Collection by IHG, Hyatt, Wyndham, Sheraton and Yotel.

# Q&A



# Appendix



Strive Services Group (SSG) serves as the operational vehicle delivering comprehensive property services across hospitality, residential, and mixed-use portfolios. Strive's vertically integrated platform combines global standards with localized expertise to maximize asset performance and owner returns



#### Candoo Home Services

Provides a selection of B2C services on an "A la Carte" basis. These include handyman, housekeeping, renovation and home watch services with hospitality at its core.



#### Domus Managed Housing

Specializes in purpose-built corporate housing. With four business streams within the company, Domus provides a turnkey housing solutions for all needs.



#### Bespoke Property Management

Provides both building and individual property owners with tailored solutions to managing their property.



#### Strive Facilities Management

Provides a boutique range of B2B services for commercial, hospitality and residential buildings, from integrated facility management services through to individual contracts for specific scopes of work



30

Service Lines



04

Divisions



\$2bn

Assets under management



1100

Employees



United Hospitality Management (UHM) is a globally recognized leader in luxury hospitality operations, asset management, and mixed-use development. With over three decades of industry expertise, UHM specializes in managing high-end hotels, resorts, branded residences, and holiday homes, delivering unparalleled guest experiences while maximizing returns for investors and owners.

#### Hospitality Operations & Management

- Full-service management of luxury properties under renowned brands (Marriott, Hyatt, IHG, Wyndham, Accor).
- Expertise in revenue optimization, guest experience, and cost efficiency.

#### Mixed-Use & Branded Residences

- Pioneering mixed-use developments.
- Seamless integration of residential, leisure, and commercial components.

#### Food & Beverage (F&B) and Wellness

- Curated F&B concepts with 60+ franchise and management opportunities.
- Award-winning wellness brands Global

#### Sales & Revenue Management

- Data-driven strategies to maximize RevPAR and total revenue streams.
- Centralized support for marketing, distribution, and business intelligence.

#### Technical & Advisory Services

- End-to-end solutions: feasibility studies, project management, rebranding, and asset repositioning.

#### Global Footprint

UHM's portfolio spans prime destinations in Europe (Portugal) and the Middle East (UAE, Kuwait)



**+30**

Years of Experience



**+1600**

Branded Residences



**+60**

F&B Venues



**+2000**

Employees



**+7**

International Brands



**+15**

Hotels & Resorts





ARIA Vacation Club is Dubai's first fully licensed and regulated timeshare vacation club, offering an exclusive points-based membership for luxury travel experiences. Located on the iconic Palm Jumeirah, ARIA redefines holiday ownership with flexibility, premium amenities, and access to a global network of destinations through partnerships with RCI, the world's largest timeshare exchange network.

#### Key Highlights

**Luxury Redefined:** Unparalleled beachfront access and bespoke hospitality on the Palm Jumeirah.

**Flexible Membership:** 30-year points-based system for personalized travel across 4,000+ RCI-affiliated resorts.

**Regulated & Secure:** Fully compliant with Dubai's Real Estate Regulatory Agency (RERA), ensuring member protection.

#### Exclusive Benefits:

- Priority bookings at ARIA properties.
- VIP concierge services and tailored experiences.
- Transferable membership for family or resale.

#### Unique Selling Points

- **Prime Location:** Nestled on Palm Jumeirah with private beach clubs and world-class dining.
- **Trusted Network:** RCI affiliation expands access to international resorts.
- **Transparent Model:** No hidden fees; clear terms aligned with Dubai's regulatory standards.
- **Sustainability:** Eco-conscious design and operations.

#### Target Audience

- Affluent travelers seeking hassle-free, high-end holiday ownership.
- Investors looking for alternative real estate-backed leisure assets.
- Families prioritizing flexibility and legacy travel planning.





# ORLA

## Dorchester Collection Palm Jumeirah

Value US\$407.660 million  
Area 29,000m<sup>2</sup>  
No. of units 86

A luxurious residential development on Palm Jumeirah, Dubai, managed by the prestigious Dorchester Collection and developed by IFA Hotels & Resorts and Omniyat. Designed by the renowned Foster + Partners, ORLA offers an exclusive beachfront lifestyle with a striking architectural presence and panoramic views of the Arabian Gulf, Dubai skyline, and Burj Al Arab.

The development features:

- **86 ultra-premium residences**, including 3- and 4-bedroom apartments, duplexes, and signature mansions.
- **Private terraces and pools** for many units, blending indoor and outdoor living.
- **State-of-the-art amenities**, such as a private beach, 150-meter-long infinity pool, indoor lap pool, private cinema, spa, fitness center, and an exclusive resident's lounge.
- **Tailored services** from the Dorchester Collection, ensuring a five-star hotel experience with privacy and personalization.



# ORLA Infinity

Dorchester Collection  
Palm Jumeirah

Value US\$162.751 million  
Area 16,610m<sup>2</sup>  
No. of units 20

An ultra-luxury residential development by IFA Hotels & Resorts and OMNIYAT, situated at the apex of Palm Jumeirah's crescent. This exclusive project comprises only 20 double-height duplex residences, each offering panoramic 270-degree views of Dubai's skyline and the Arabian Gulf.

The development features:

- **Exclusive Residences:** Each of the 20 duplexes includes private pools on spacious terraces, offering uninterrupted views and unparalleled privacy.
- **Prime Location:** Occupying a 29,000 square-meter beachfront plot, ORLA Infinity enjoys a privileged position with direct access to pristine sands and turquoise waters.
- **Resort-Style Amenities:** Residents have access to a private beach, infinity pool, spa, fitness center, and exclusive lounges.





# Domus

The Node  
Riyadh

Area 93,000m<sup>2</sup>  
Accommodating 10,000 Staff

A landmark development in strategic partnership with Saudi Arabia's RIKAZ Real Estate Company to create a 10,000-staff accommodation project within The Node, Riyadh's premier logistics hub. Covering 93,000 square meters within the expansive 3 million square meter complex, the project is strategically situated near key arteries such as Khurais Road and the Ring Road, ensuring seamless connectivity and accessibility.







# Zimbali Lakes

Development  
Zimbali

Area 3 million m2  
5 major projects

A premier mixed-use coastal estate in KwaZulu-Natal, blending upscale residential, commercial, and leisure offerings within a biodiverse, conservation-focused environment. Developed by Falcon Crest Real Estate, the project has achieved \$86.4 million in sales over five years, reflecting strong market demand for its unique blend of nature and sophistication.

Major projects:

- THE RIDGE
- BOULEVARD
- EVERGREEN
- OCEAN CLUB
- Tatali



# Tatali

## Signature Collection

### Zimbali Lakes

Area 3 million m<sup>2</sup>  
6 Components

Inspired by the elements of open air and flowing water, the Tatali vision is one of pure opulence and privacy. Curating a new world of retail, business and residences that have yet to be seen in KwaZulu-Natal and South Africa.

Tatali has six components:

- Tatali Society Club
- Tatali Sky
- Tatali Residences
- Tatli Mansion
- Tatali Signature Villas
- Tatali Hotel





# Contact Us

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