

THE FIRST OF ITS KIND IN THE MIDDLE EAST



حلول عقارية شاملة
COLLECTIVE REAL ESTATE SOLUTIONS



إستثمار
Investment

CITIES REAL ESTATE FOR INVESTMENT DEVELOPING & ARCHITECTURE (CITIES)

Business & Finance Club - Riyadh

If search for the proper opportunity and creative idea in the field of investment and business is the most difficult step facing the investor, it is still incomparable with the steps that follow finding the idea until it becomes true. When the characteristics of this idea are identified, the investor starts studying it deeply to take it out into light. However, this is not an easy job at all but requires very hard work and continuous effort during which the investor moves through different agencies to turn his investment idea into real achievement.

Therefore, a giant organization, that is considered the first of its kind in the Middle East was established. This is Cities Real Estate For Investment Developing & Architecture (Cities) that takes from the Saudi capital its headquarters. Apart from the nature

of its main business in different types of real estate investment developing and its specialty in real estate milestones and private resorts, so as to be distinguished from other real estate investment organizations, and after a deep study of the region's market, particularly the Gulf market specialized in developing architectural progress in different fields, the study results made by (Cities) indicated that most of capital and businessmen are facing basic troubles after they enter the real estate investment market. Thus, Cities's idea was born to specialize in providing comprehensive real estate solutions with the aim of relieving the investor from the troubles of moving from an investment stage to another, in addition to allocating all its technological and technical expertise to complete the investment project successfully. The smart launch of Cities Real

Estate For Investment Developing & Architecture (Cities) coincided with large changes witnessed by the Gulf arena and the economic proximity among the members of GCC countries and joint capital policies, in addition to the real estate and tourist investment progress in the Gulf Region, particularly the quality real estate jump in Saudi Arabia, United Arab Emirates and Qatar. The role of Cities in this stage is fundamental as for the comprehensive service it provides. This is added to the real need for such organization on the Middle East level. When such great launch was announced, we had to think more deeply in what Cities could provide in this vital and important sector, and to convey a clear picture of the capabilities that the company could offer and the investor could benefit from. In an exclusive dialogue, "Business and





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Giant launch in the world of comprehensive real estate solutions to meet the needs of investors from quality real estate and tourist projects

Finance Magazine” met with the media center of Cities, the Platinum sponsor for the investment sector in this golden special issue on the occasion of 50th Anniversary for the achievements of HRH governor of Riyadh, the city of oil and capital. Further to the identification of this organization that is considered the first of its kind on the Middle East level, we complete the dialogue:

At the beginning, we would like to know what is Cities Company?

Before we identify our organizations, we would like here to convey to your remarkable magazine our thanks and gratitude from all our staff, represented by the Chairman, deputy chairmen and all general managers of the Group, and we are full of proud that Cities is the platinum sponsor of these achievements led by HRH Prince Salman bin Abdulaziz, governor of Riyadh, with all his prosperous effort that is admitted by the whole world as he was and still the wise prince who is the director of Riyadh

economy progress, as the reference city for vital political and economic decisions.

Returning to your question for identifying our organization, Cities Real Estate For Investment Developing & Architecture (Cities) as a 100% Arabian organization focusing its activities around tourist real estate investment. Most of investments are owned by the Group projects such as developing milestones and resorts, providing comprehensive real estate solutions through the high skill that joined the basic structure of the organization. Cities is specialized in building milestones such as giant towers having unique architectural features that are rare in other countries, as for the artistic shape rarely used in buildings, in addition to launching smart cities in the form of tourist resorts, particularly those looking to the seaside.

What does comprehensive real estate solutions mean?

The comprehensive real estate solutions provided by Cities are

divided into three main sections required and sought by every investor of any size and any capital, as these solutions provided by Cities, are originally found in the real estate market, but what is offered by Cities is quality service where confidentiality and the speed in locating the solutions that suit any of the needs sought by the businessman, beside the direct funding provided by Cities, depending on the volume of the investment project, in addition to its direct involvement (without brokers) with the key international funding organizations who are known for their credibility and reliability and have previously provided huge investment proposals in a wide variety of countries, particularly in the Gulf Region. In addition, Cities has agreements with an elite group of capital and businessmen (investors) wishing to fund investment projects, whether real estate or tourism. These solutions are provided on the following basis:



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First : Real estate funding services

First of all, the legal agency approved by Cities enters a binding agreement under the name of Strategic partnership between Cities and the Investor. This strategic partnership is only related to the project that require funding, development or marketing. Entering strategic agreements as a basic primary stage applied on all the comprehensive real estate solutions provided by Cities. The relative department at Cities conducts a study for the investment project, and such project must be 100% owned by a person or company, and Cities requests the investor to submit a feasibility study about the project, authenticated by

the official financial agencies. After considering the feasibility study presented by the investor, the investor will receive an answer about the possibility of funding his project within a short period. It is worth saying here that all such procedures are done in complete confidentiality. In case of approving, the funding of projects sometimes exceeds USD four billions, provided on stages based on the time allocated for executing the project by the investor. At the present, Cities is studying the funding of a number of mega real estate and tourism projects in both Saudi Arabia and United Arab Emirates.

Second :

Cities contributes in developing investment projects, whether real estate or tourism owned by third party. Cities enters into agreements with the investing party and hold strategic partnership for the investment project to be developed, as interpreted in the funding sector preamble. The development service provided by Cities is based on the extensive experience of its consulting engineers and executives working within Cities Staff, in addition to using the services of the key real estate development organizations on the Arabian and international levels, that facilitates to the investor completion of the project within an ample period according to the estimated deadlines stipulated in the agreements with the official agencies. It is worth saying here that Cities is currently studying





The percentage of real estate finance for some development projects exceed 4 billion US Dollars.

We are studying to inter into strategic partnership for the biggest smart tourist city with cost exceeding ten billion US Dollars.

Real Estate Development

the development of quality real estate investment projects mainly serving the capital and businessmen. These are unique milestones as for the location and design. Cities has considered in its studies to avoid the very high constructions not for reducing the project's financial cost only, but for providing quality product and creative design. The project site is distinguished with areas serving the capital and business men who wish to purchase within the project. This giant project will be launched within a short period, and the costs for developing such project exceeded USD 2 billions, and the period for completing the project after approving the engineering drawings will be the end of 2010. This investment project is located in Dubai, United Arab Emirates. In addition, Cities is currently considering a comprehensive study for developing a tourist city located on the seaside in the United Arab Emirates. This

tourist project is considered the first of its kind in the world, as this tourist city is expected to attract the key international milestones so that the names of such milestones exclusively occupy a unique position in the GCC countries, particularly in the United Arab Emirates. This tourist project is privileged with the main assets including the artistic appearance, accessibility to the project site, particularly after the latest developments provided by UAE by speed transport to and from the launch site.

Further, this project is considered the first smart tourist city in the Middle East, where the residential unit design gives privacy to the owners of the residential units. This smart city includes quality milestones transferred from the world countries such as – financial, academic, medical and recreational agencies, in addition to high quality resorts with complete privacy.

Cities is studying all the aspects of the project and the provision of its three solutions for funding, development and marketing. It is expected that Cities will enter into a final agreement for this giant project and announce the commence of operation at the last quarter of 2007. The total financial cost of this project is about USD 10 billions, to be carried out on 6 stages up to the end of 2014. Cities is proud that it is dealing in such volume of mega projects embraced by our Arabian countries. It is worth saying that Cities has lately requested study of real estate investment projects in the Kingdom of Saudi Arabia, Qatar, Arab Republic of Egypt, and all the private sector projects, of which some have government contribution. Cities is always looking for participation in joint development projects that serve the investor through its three-sided solutions.



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Third : Real Estate

Among the services provided by Cities to its customers, the marketing of real estate and tourist investment projects in the best possible means, as Cities owns a professional staff distributed in 4 countries working together through call center system. They were professionally trained and qualified. The marketing department staff directly call the targeted clients for each real estate or tourist investment project, as Cities has agreements with agencies that maintain lists for the key rich clients who could be interested to receive offers about the nature of real estate marketing, whether for owning or investment.

What is the marketing mechanism approved by Cities?

In addition to its vast experience in the field of investment business and provision of comprehensive real estate solutions, Cities owns a media group specialized in the real estate media promotion. Its professional experience exceeded 20 years in the different media, in addition to its

ownership of the key international exhibitions permanently executed in different countries. Further, Cities is currently planning for cooperation with an affiliate company to launch the largest and most important real estate summit and exhibition as an unprecedented idea on the world level, and we are currently conducting studies and surveys for all the real estate and tourist investment projects in the region, through a questionnaire prepared by Cities about the said exhibition. The key works of the exhibition include marketing the projects of the key businessmen through this exhibition. Within this dialogue we invite all investors having real estate and tourist projects not to lose this opportunity and start reserving their attendance as early as possible to enjoy the unique locations in the exhibition. Organizations may inquire about the nature of this exhibition before giving their approval.

We are proud to say that all the media means are owned by Cities Group. Therefore, Cities, after signing the

strategic partnership agreement between Cities and the investor, as indicated in the above real estate funding and real estate development, as Cities provides its media expertise within the plan of each investment project, real estate or tourism. This matter requires pumping millions of Dollars, and will be allocated for media promotion for marketing real estate and tourist constructions that is usually exhaustive to the investing agency, particularly at the beginning of the project, but if the work is assigned to Cities, its media staff who is responsible for real estate promotion through the group's wide media network in addition to the call center that works within the system of target achievement in the quickest possible manner, and all the services mentioned should be delivered before starting real estate marketing such as raising the identity of the investment organization, including the logo, design forms, specialized advertising campaigns, in TV, Radio, Newspapers, in addition to the existence and participation in the beneficial real





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Marketing

Our group owns the largest capabilities for visual, audio, read, field real estate marketing.

We have carried out the media promotion for the largest real estate investment organization, for which the investment volume exceeds sixty billion Emirates Dhs.

Marketing

estate exhibitions, not only at the project site, but at the target customer country. The decision here is for the owner of any investment project, real estate or tourist, if he wish such seven star service that saves too much of his valuable time at the most important stage in the life of the investor, and in any sector, Cities is proud to be the first of its type to own such key cycle, that is marketing and its requirements.

It is worth saying also that our Media Group has largely contributed in providing integrated media services and 3-sided services such as funding, providing constructive ideas to the key tourist real estate projects in UAE , that we were proud to take responsibility of such giant investment work. The studies and solutions provided by us have met unprecedented successes. Noting that this project total cost exceeds Dirham 60 billions. We would like to drive the attention of our dear readers, whether investors or researchers, that all the matters announced in this dialogue with your honored magazine

is not just words, but in fact we have entered into agreements with quality agencies, such as the last mentioned project.

In your point of view, what makes Cities unique?

It is known that businessmen and investors in the field of real estate and tourism face complex difficulties when they carry out the project idea, that sometimes result in the failure of the whole project. Therefore, we decided to work as three companies in one, and you could call Cities Group "Three dimensional real estate solutions", due to the services and solutions provided by Cities that any investor will find saving his time and effort. We will save his various dealings with different authorities and save his time to help success of his project.

Cities, as stated before, provides the funding for the project based on specific terms, and contributes in developing real estate and tourist investment projects, and finally it carries out marketing of these projects

through its integrated media system to take the project to light, and this model in performing work is new to the Middle East region.

How do you see Cities's future?

Proudly, I could say that Cities is a unique organization in the Middle East Region, and the services provided by it including funding, development and marketing makes it a leading organization in this field. Further, Cities invests a very big capital to provide this quality service, in addition to the experience and skills of its staff who perform the assignments perfectly. As we referred, the company has currently more than 4 offices in the GCC countries. However, we are planning by the end of 2007 to increase the number of these offices to 12 offices to include the remaining GCC and Arabian countries and the United Kingdom, to provide a more comprehensive and integrated service to our honored customers.

