



ديرة

DEERA

شركة الديرة للإستثمار والتطوير العقاري م.ع.م

DEERA INVESTMENT & REAL ESTATE DEVELOPMENT CO. PLC

Building places where memories are

# WHO WE ARE ?



## WHO WE ARE...

Established in 2006, Deera Investment & Real Estate Development Company PLC is committed to delivering thoughtfully considered, exquisitely executed properties that provide lasting value to local communities.

Deera has built up a highly diversified portfolio of small- and medium-sized projects, underpinned by a well-considered investment strategy that includes financial and stock market investments in addition to the company's real estate holdings.

We consistently work to exceed the expectations of our clients, shareholders, and partners, embodying quality and sustainability at every turn.

Deera Investment & Real Estate Company is registered in Jordan as a public shareholding company (ASE:DERA).

*Total Assets: \$91,094,000*

*Total Share Capital: JD40,000,000*

# MISSION



## MISSION...

To deliver thoughtful, luxurious, and timeless properties to our diverse and discerning clients. At Deera, we pursue projects that provide real added value to buyers as well as our investors and shareholders.

# VISION

## VISION...

To be a true leader in the development of commercial, retail, and residential real estate, elevating the standards of our industry and transforming local landscapes into dynamic, modern communities.



# VALUES



## OUR VALUES...

**People First:** At Deera, we're not just building exquisite properties: we're creating homes, communities, spaces for innovation and creativity, and places where memories are made. The work that we do is ultimately about the people we serve, and they will always be our top priority.

**Quality and Added Value:** Excellence is in the details. We work tirelessly to ensure that all of our projects reflect our steadfast commitment to quality, while providing incomparable added value.

**Innovation and Creativity:** Meeting the evolving needs of our clients requires thinking outside the box: we are always looking for ways to challenge conventions and defy limitations, in order to deliver projects that exceed expectations.

**A Commitment to Deliver:** We work tirelessly to follow through on our promises, as evidenced by our strong portfolio of completed projects and our stellar reputation in the market.



# **BOARD MEMBERS**

# BOARD OF MEMBERS



## CHAIRMAN

### ENG. MOHAMMED YOUSEF AL TARAWNEH

Mohammed Al Tarawneh is a self-made entrepreneur whose exceptional vision, leadership, and business acumen have earned him a reputation as one of Jordan's most influential and successful businesspersons. As the majority shareholder of Deera Investment & Real Estate Company, Mr. Tarawneh employs his wide-reaching experience and insights to guide the company's continuous growth and success in the market.

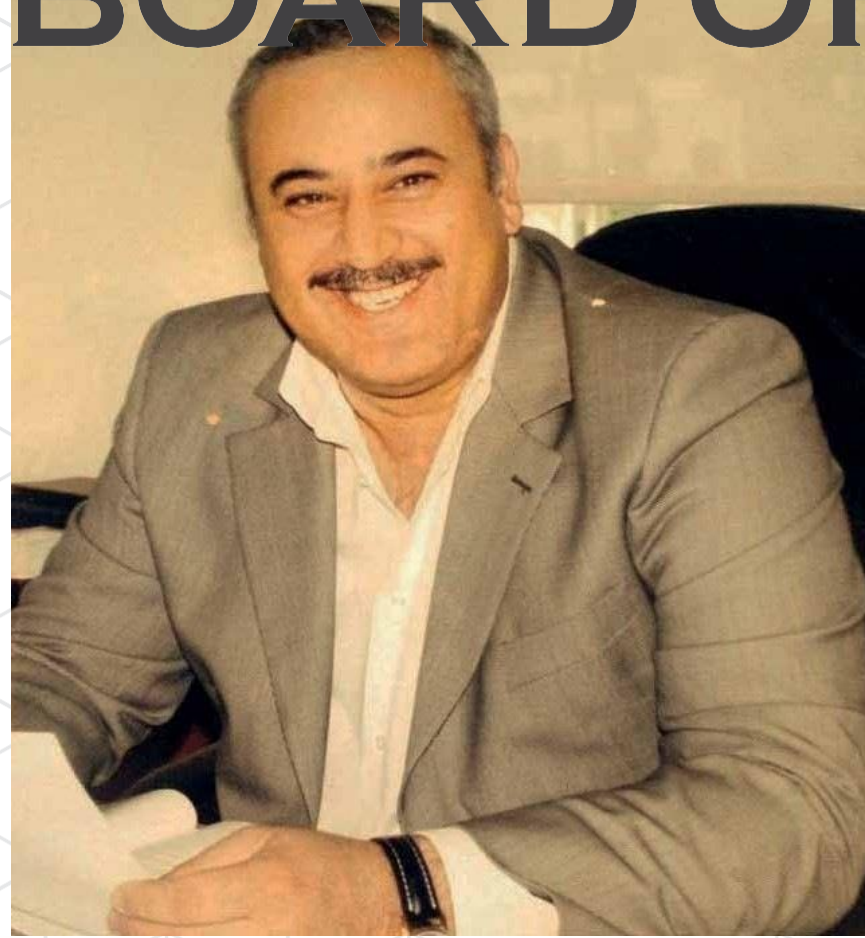
Mr. Tarawneh's diversified investment portfolio spans numerous sectors and industries, including excavation and mining, electromechanical and renewable energy, roadwork and construction, water and sewage, trading, and real estate.

#### Additional Professional Titles and Positions:

- CEO of Al-Own Advanced for Construction
- CEO of Al-Own Advanced Concrete Industrial Company
- CEO of Al-Own Advanced for Machine Trading
- General Manager of Al-Atarat Mining Company
- General Manager of Al-Karam Advanced for Housing
- General Manager of Al-Sanad Transportation Company
- General Manager of Al-Own Businessmen Services
- General Manager of JENWA for Housing
- General Manager of Al-Anan Intermediate Property Development
- Executive Manager of ARKAN for Contracting, Construction, and Mining
- General Manager of Madora General Trading Company
- General Manager of Antarketeka General Trading Company
- General Manager of Rakeen Agriculture Company
- General Manager of Colombia Housing Company



# BOARD OF MEMBERS



## CHEIF EXECUTIVE OFFICER

### MOHAMMAD AHMAD ALAWI

With decades of experience in Jordan's real estate sector, Mohammed Alawi boasts an illustrious career and a proven track record of success in the industry. Since joining Deera Investment & Real Estate Company in July 2016, Mr. Alawi's capabilities and expertise have helped propel considerable growth and progress for the company.

#### Previous Professional Experience:

- General Manager of Union Land Development Company
- General Manager of Al-Baddad Holding Company
- General Manager of Emmar Investment and Real Estate Development Company
- Investments and Executive Director of General Mediterranean (Le Royal)
- Public Relations Manager of MID Contracting Company

## MEMBERS

Vice Chairman: Mounther Al Qaisi

Mohammed Fahmi Hammad

Rashed Al Zayani

Tareq Al Taba'a

Rafat Ghabayen

Moutaz Abu Al Hasan

Wafaa Bani Mustafa

## KUWAIT FINANCE HOUSE:

As a major shareholder, Kuwait Finance House lends its financial expertise and insights to support Deera's growth and success. KFH is considered a pioneer in the world of Islamic finance and Shari'a-compliant banking. Established in 1977, KFH was Kuwait's first Islamic bank, and stands today as one of the foremost Islamic financial institutions in the world.

### DEERA SUBSIDIARIES COMPANIES:

1. DEERA TOWER INVESTMENT AND REAL ESTATE DEVELOPMENT CO.
2. ITLALAH INVESTMENT & REAL ESTATE DEVELOPMENT CO.
3. DEERA PEARL INVESTMENT & REAL ESTATE DEVELOPMENT CO.
4. RAWABI DEERA INVESTMENT & REAL ESTATE DEVELOPMENT CO.
5. AWTAD CO. FOR CONTRACTING CONSTRUCTION.
6. ALTMAEM INVESTMENT & REAL ESTATE DEVELOPMENT CO.
7. AMMAN DEVELOPMENT FOR TOURISM AND INDUSTRIAL INVESTMENT.

### DEERA AFFILIATED COMPANIES:

1. ALSAMQ INVESTMENT & REAL ESTATE DEVELOPMENT CO.
2. ALSAQI INVESTMENT & REAL ESTATE DEVELOPMENT CO.
3. ALNASAEM INVESTMENT & REAL ESTATE DEVELOPMENT CO.
4. ALQAWS ELECTRONICS AND REAL ESTATE INVESTMENT CO.
5. ALZANBQ INVESTMENT & REAL ESTATE DEVELOPMENT CO.

**Total fair value 140.000.000 \$**

# OUR PROJECTS



At Deera, our aim is to deliver projects that meet the continuously evolving needs of the market. It's not enough to appeal to today's businesses, retailers, and residents: we believe in creating projects and spaces that will appeal to the consumers, retailers, and residents of tomorrow.

Our diverse portfolio includes:

Residential projects   Commercial projects   Retail projects

Mixed-use projects

# RAHMANIYAH VILLAS PROJECT

**The Location:** Rahmánya Villas is located atop the sprawling hills of Dabouq, one of Amman's most prestigious and elite neighborhoods. With picturesque vistas and incredible privacy and exclusivity, Dabouq is an ideal place for raising families.

**The Project:** Rahmánya Villas consists of 12 luxury villas distributed across five blocks that overlook King Abdullah II Street. The project provides residents with an idyllic escape and an intimate community feel, in addition to a strategic location, with a comprehensive array of amenities and facilities nearby.

## **Villa Features:**

Up to 550 sq. m.

3 living rooms

1 kitchen and 2 kitchenettes

4 bedrooms, including 2 masters

5 bathrooms

Lush greenery, including a spacious backyard garden

Fireplace

Indoor swimming pool

## **Facts & Figures:**

Total land area: 5,565 sq. m.

Total built-up area: 6,900 sq. m.



OUR  
PROJECTS



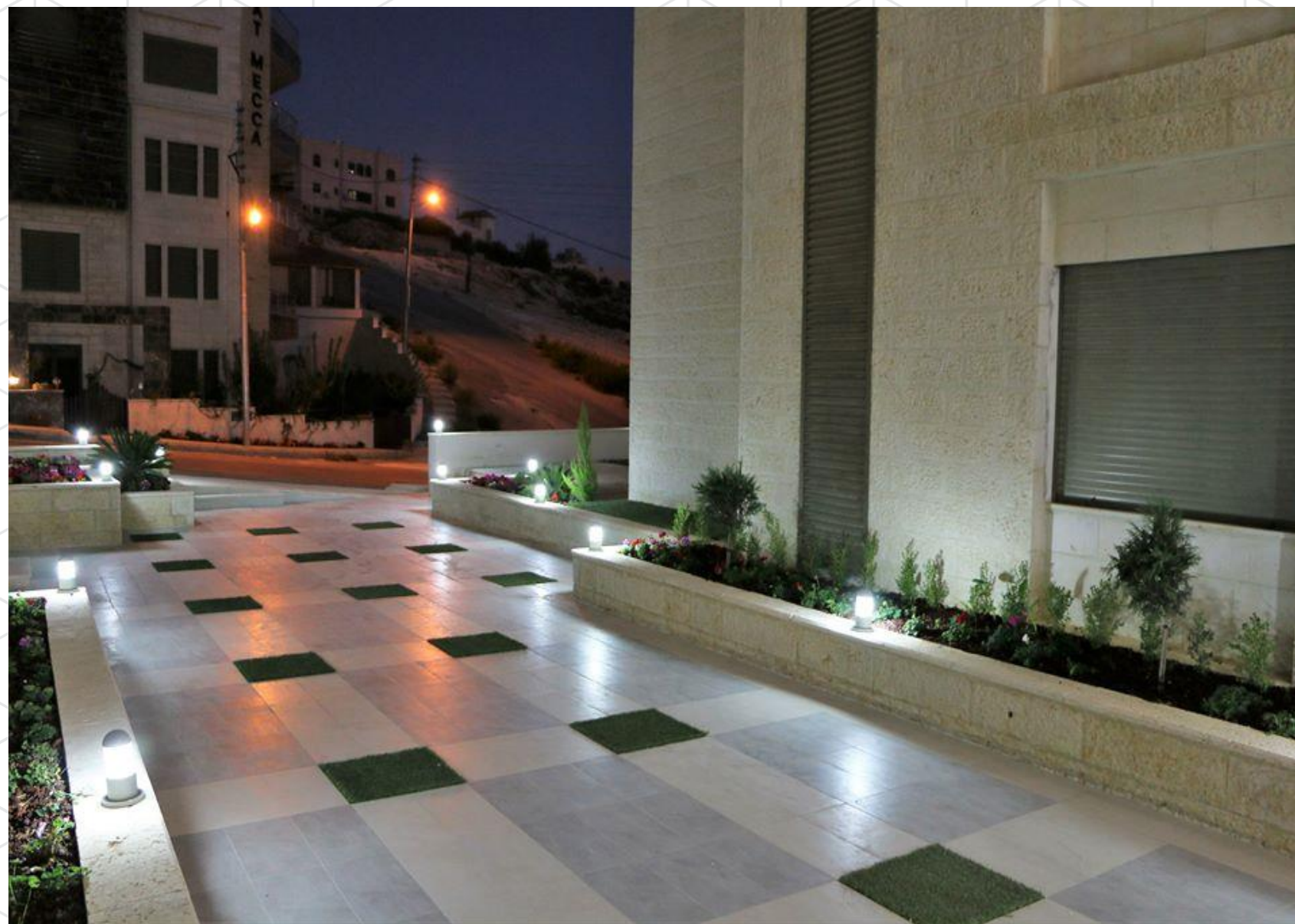
## MOUNTAIN VIEW PROJECT

**The Location:** Mountain View is situated atop a hill in Tla'a Al Ali, a strategic neighborhood in Northwest Amman. With easy access to a number of the city's most important thoroughfares, Tla'a Al Ali is a popular residential area for individuals and families who desire a warm community ambiance in a central location. The project's hilltop setting provides sprawling views of the surrounding area.

**The Project:** Mountain View represents the best of urban living, combining the convenience of a central locale with the comforts and joys of an exclusive community atmosphere. The project comprises 94 apartments, spread across three interconnected buildings, and features beautiful communal spaces and charming greenery, as well as a modern spa exclusively for residents and their guests.



OTHER  
PROJECTS



## MOUNTAIN VIEW PROJECT

### *Apartment Features:*

126-171 sq. m.

**66 apartments with the following specifications and amenities:**

- 3 bedrooms, including 1 master
- 3 bathrooms
- 1 living room & dining room
- 1 kitchen
- 1 laundry room
- 1 storage room

**14 apartments with the following specifications and amenities:**

- 3 bedrooms, including 1 master
- 3 bathrooms
- 1 living room & dining room
- 1 kitchen
- 1 storage room

**7 apartments with the following specifications and amenities:**

- 3 bedrooms, including 1 master
- 3 bathrooms
- 1 living room & dining room
- 1 kitchen
- 1 laundry room

**7 apartments with the following specifications and amenities:**

- 3 bedrooms, including 1 master
- 3 bathrooms
- 1 living room & dining room
- 1 kitchen



## OTHER PROJECTS

### *Facts & Figures:*

Total land area:  
5,477 sq. m.

Total built-up area:  
28,000 sq. m.

## DEERA TOWER

**The Location:** Deera Tower is located in Jubaiha, one of Amman's most strategic commercial and residential areas. With close proximity to a number of important city landmarks and destinations – including the University of Jordan – Jubaiha also comprises several large residential neighborhoods. Deera Tower is centrally located on Queen Rania Al-Abdullah Street, only a short distance from the Medina Munawara Street intersection.

**The Project:** Deera Tower is a revolutionary mixed-use property that offers endless possibilities for the modern urbanite. The property blends chic, modern sensibilities with warm touches of traditional, local architecture and design, and seamlessly combines high-end commercial and retail space with convenient residential living, all across 15 stylishly appointed floors.

### **Project Features:**

- A three-floor, below-ground parking garage
- 2 floors of retail and supermarket space
- 4 floors dedicated to fashion outlets, lifestyle shops, high-end electronics stores, and trendy restaurants and cafes
- 1 floor of modern, high-quality offices and business facilities
- 4 floors of luxuriously furnished hotel apartments

### **Facts & Figures:**

Total land area: 3,215 sq. m.

Total built-up area: 28,000 sq. m.



**OVER  
PROJECTS**





# DEERA STUDIOS & LUXURY APARTEMENTS

**The Location:** Deera Studios & Luxury Apartments is located in Shmeisani, one of Amman's most bustling and high-profile commercial centers. This centrally located neighborhood offers close proximity to all of West Amman's major districts and thoroughfares, including Abdali, the city's newly developed downtown area.

**The Project:** Deera Studios & Luxury Apartments is a charmingly appointed property that perfectly captures the delights of modern urban living. This beautifully constructed, strategically situated property consists of 20 apartments spread across five residential floors, with an additional basement floor dedicated to parking services. With two separate entrances and wings of the build, residents can enjoy exceptional privacy: each wing contains only two apartments.



**OTHER  
PROJECTS**

**Facts & Figures:**

Total land area:  
1,014 sq. m.

Total built-up area:  
2,914 sq. m.

**Apartment Features:**

- 89-93 sq. m.
- 2 master bedrooms
- 2 bathrooms
- 1 living room
- 1 kitchen



# PROJECTS UNDER STUDY



We at Deera are always looking to the future. In addition to our exceptional track record of successfully delivered projects, we are continuously exploring new opportunities for investment and development.



**PROJECTS  
UNDER  
STUDY**

## **MIXED-USE PROJECT:**

Dabouq is considered one of Amman's most prestigious and fastest-growing neighborhoods.

To capitalize on the area's enormous potential, we are studying the development of an unprecedented mixed-use property spread across the hills of Dabouq, along King Abdullah II Street.

Distributed across three parcels of land, this project is slated to include a sprawling upscale commercial center, a hotel, and a charming residential complex.

**Facts & Figures:**

Total land area: 18,000 sq. m.

Status: Under study.

**PROJECTS  
UNDER  
STUDY**



**UM QAIS PROJECT**

Situated on the very northwestern tip of Jordan, Um Qais is a small, majestic town of incredible historical significance. Perched on a hill overlooking the Sea of Galilee, the Golan Heights, and the Yarmouk River gorge, Um Qais is perhaps most famously known for the well-preserved ruins of the ancient city of Gadara.

We are currently studying the development of an exclusive mixed-use property atop the inimitable hills of Um Qais, complete with exquisite villas and townhouses as well as complementary commercial, retail, and touristic amenities. This project aims to create an idyllic getaway destination in a serene, picturesque setting.

*Total land area: 558,000 sq. m.*

## RAWABI DABOUQ

Dabouq is considered one of Amman's most exclusive and fastest-growing neighborhoods. To capitalize on the area's enormous potential, we are studying the development of an unprecedented mixed-use property on the hills above King Abdullah II Street. Distributed across three parcels of land, this project is slated to include a sprawling upscale commercial center, a hotel, and a charming residential complex.

Total land area: 18,000 sq. m.



**PROJECTS  
UNDER STUDY**

## AIRPORT ROAD LAND-PROJECT

Airport Road is one of Amman's most strategic thoroughfares, connecting the Queen Alia International Airport to West Amman. The land along Airport Road represents one of the city's fastest-developing areas, making it an ideal destination for both residential and commercial properties. We are currently studying the construction of a sprawling mixed-use complex located in a prime spot along Airport Road.

Total land area: 68,231 sq. m.



# OUR LATEST INVESTMENT

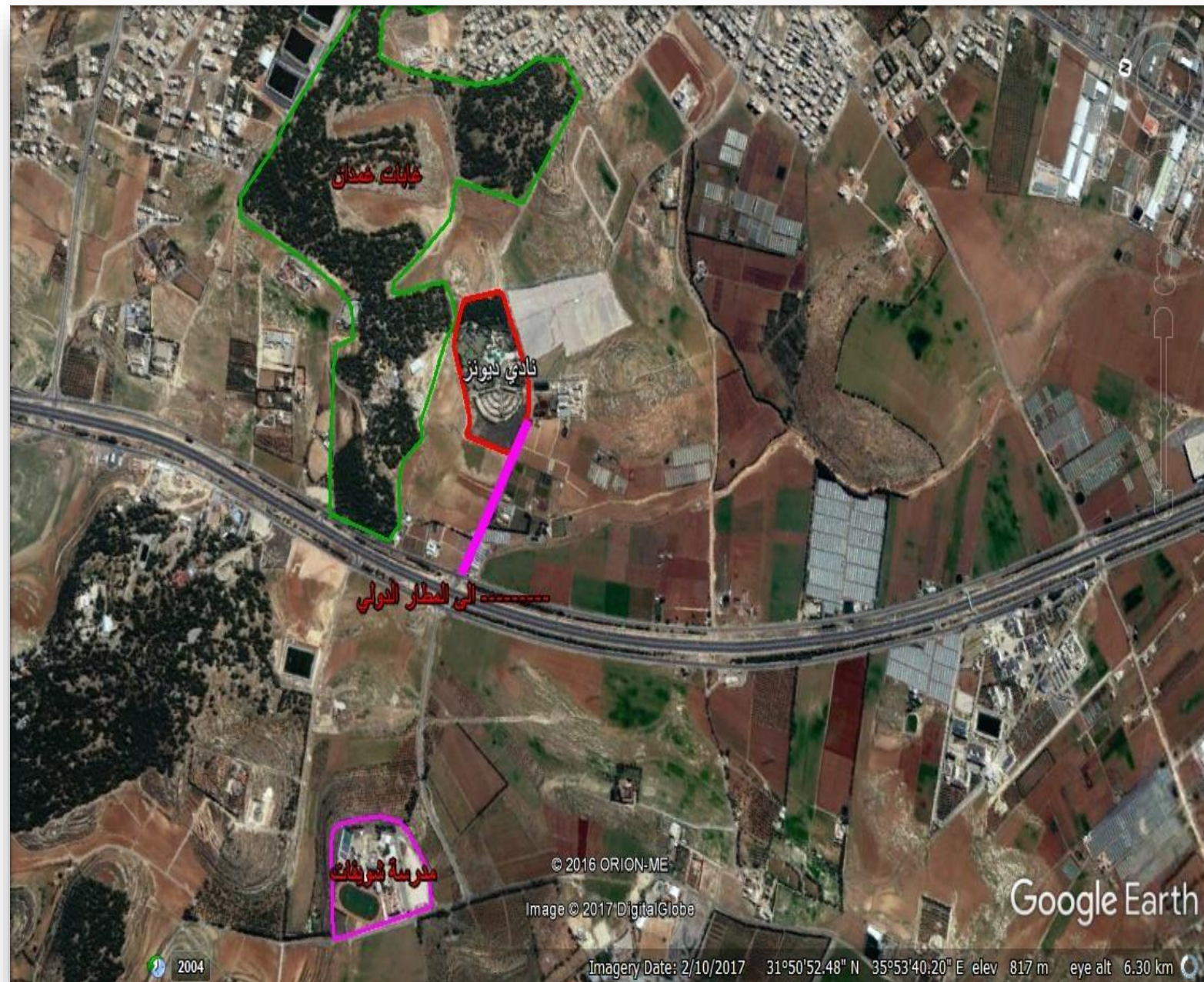


## DUNES CLUB AMMAN

# DUNES CLUB :

The property is located within Amman next to the main street leading to the international airport.

The placement is 400 meters from the public street and within the most beautiful areas of Amman. It is surrounded by buildings and farms of a distinctive architectural and urban character.



# Photographs of Property:



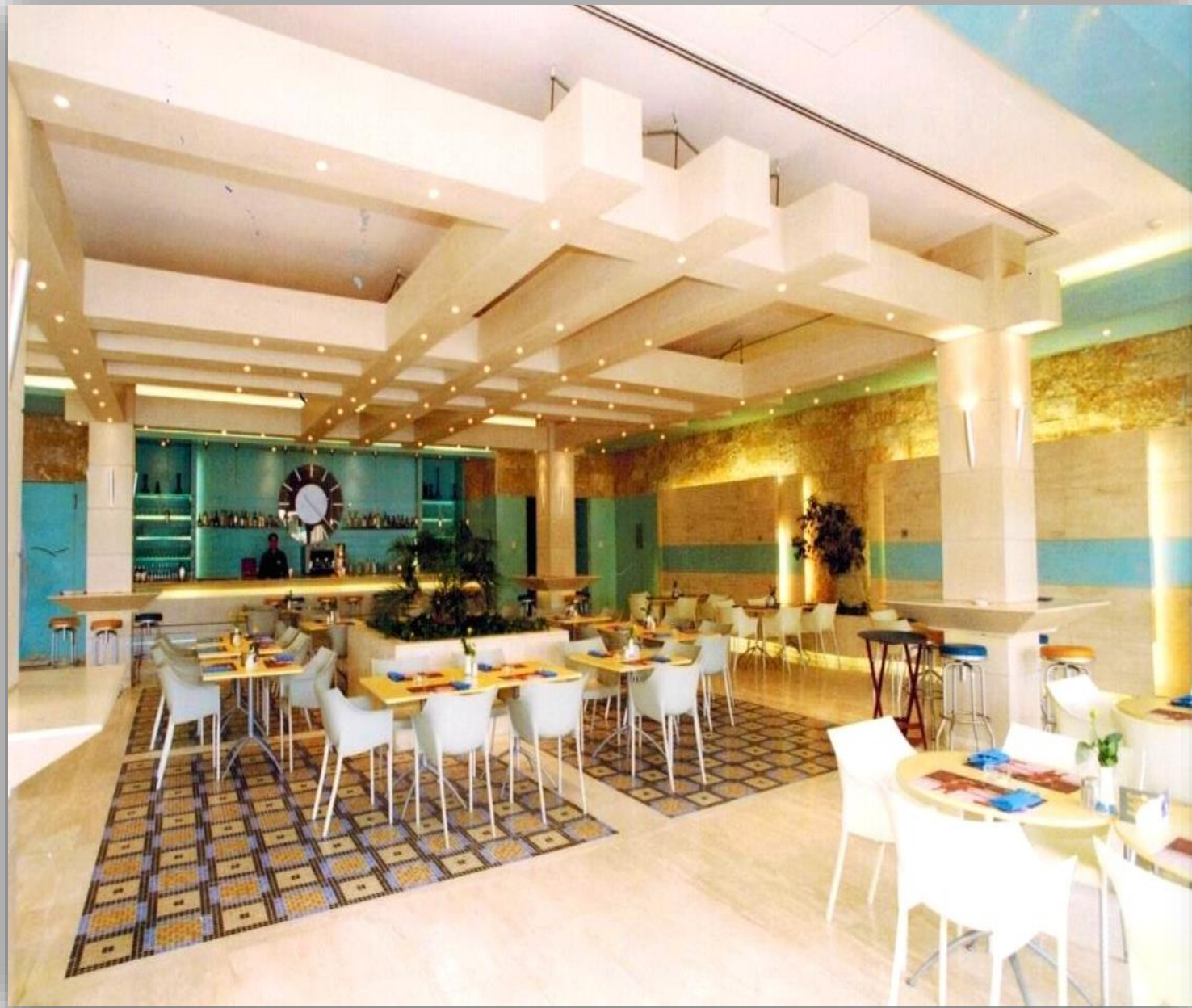




## Facilities & Features of the Project (Restaurants)

Description	Restaurants & Lounges
The Club Lobby Lounge: Drinks & Snacks	Club Room
Main Restaurant service both Indoor & Outdoor	Alfukhara
Coffee Shop & Meals	Espresso
Children's Restaurant: snacks, sandwiches and juices	Future Wave
OutDoor Bar serving meals & drinks	Bamboo Bar
Jazz & Piano Bar Restaurant for snacks & drinks	Sinatra
Restaurant for Snacks	<i>Lemon Grass</i>
Restaurant Service for OutDoor Pool Area	Pool Bar

# Photographs of Restaurants:



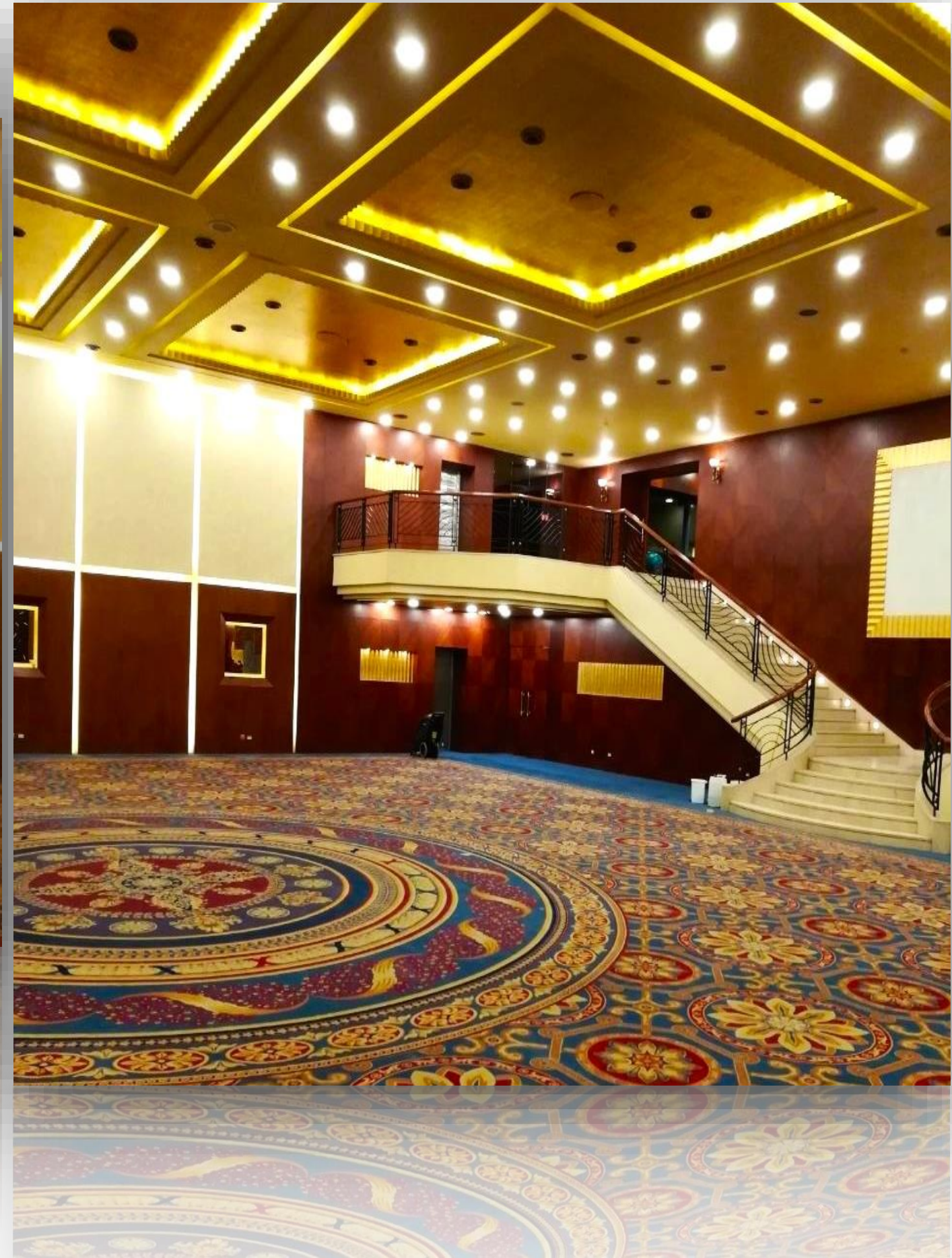
# Photographs of Restaurants:



# Halls:

Number Of People It Can Accommodate	Event Halls & Conference Halls
700-800	Main Hall
650	Main Hall Terrace
1200-3000	Swimming Pool <i>Terrace</i>
35-75	Meeting Rooms 1,2,3

# Photographs of Halls:



# Recreational Facility:

Other Facilities	Recreational Facilities
Beauty Salon	Out Door Swimming Pool
Spa Lounge	In Door Swimming Pool
Offices for Rent	Sports Club
Creche / Nursery	7 : Tennis Courts
Children's Theatre	2 : Basketball Courts
Family Locker Rooms	2 : Football Courts
<b>Male &amp; Female Locker Rooms</b>	3 : Squash Courts
Main Kitchens	Kids Play Area
	VolleyBall Court
	Multi-Purpose Sports Hall
	Dance Studio
	Steam & Sauna Room
	InDoor & OutDoor Jacuzzi
	2 : Studios

# Photographs of Recreational Facilities:



# Photographs of Recreational Facilities:





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