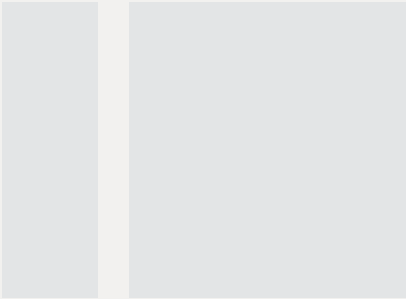




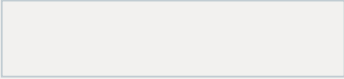
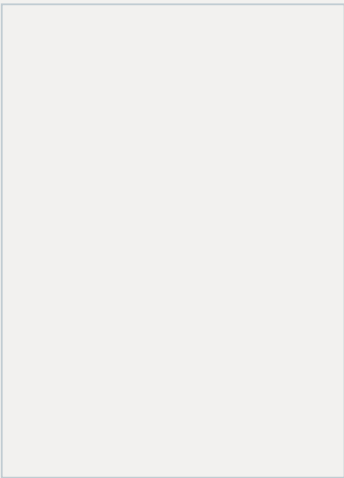
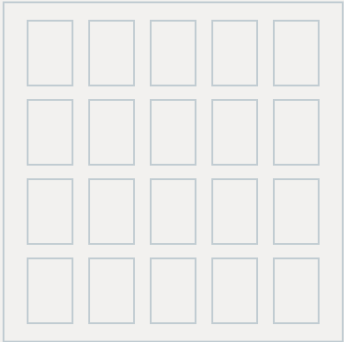
مشيرب العقارية
MSHEIREB PROPERTIES

CORPORATE PROFILE

2025



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A low-angle, upward-looking photograph of several modern, multi-story buildings with light-colored facades and dark window frames. The buildings are arranged in a way that they seem to converge towards the top of the frame. The sky is a clear, vibrant blue. Overlaid on the sky are several semi-transparent, light blue geometric shapes: a small square in the upper left, a medium square in the upper center, a large vertical rectangle in the upper right, a small square in the middle right, a large vertical rectangle in the lower right, a medium square in the lower center, and a large vertical rectangle in the lower left. The text "ABOUT MSHEIREB PROPERTIES" is centered in the middle of the image in a white, sans-serif font.

ABOUT MSHEIREB PROPERTIES

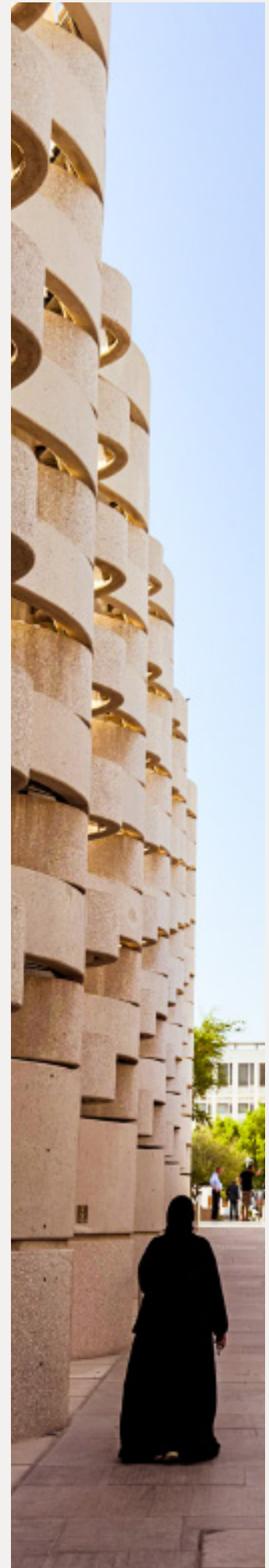
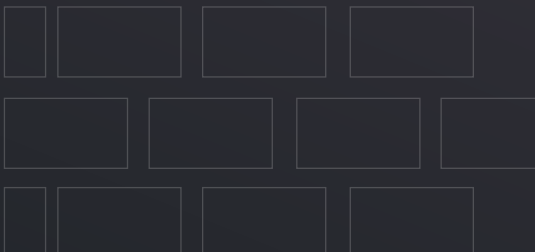
Msheireb Properties, is Qatar's leading sustainable real estate developer, backed by Qatar Foundation and Qatar Investment Authority. The company has pioneered sustainable urban development in Qatar, supporting the goals of Qatar's 2030 Vision.

Our mission is to change how people think about urban living and improve their overall quality of life through innovations that encourage social interaction, respect for culture, and greater care for the environment.

We adopt an architectural language that seamlessly blends Qatar's rich heritage with cutting-edge, eco-friendly technologies, reviving local identity through a unified and sustainable design approach.

The signature Msheireb Downtown Doha development is one of the smartest, most sustainable city districts globally. It employs a new approach to urban planning by combining traditional methods and modern technology to preserve Qatar's environment and cultural identity. All buildings are either Gold or Platinum LEED-certified.

The company also developed Zual Wellness Resort by Chiva-Som, the Middle East's first and largest wellness destination. Located in northern Qatar, the resort offers two distinct experiences: Zual Serenity, a wellness haven for individuals and couples, and Zual Discovery, a world-first wellness offering for families. The resort is pioneering in its integration of Traditional Arabic and Islamic Medicine (TAIM) with contemporary wellness practices.

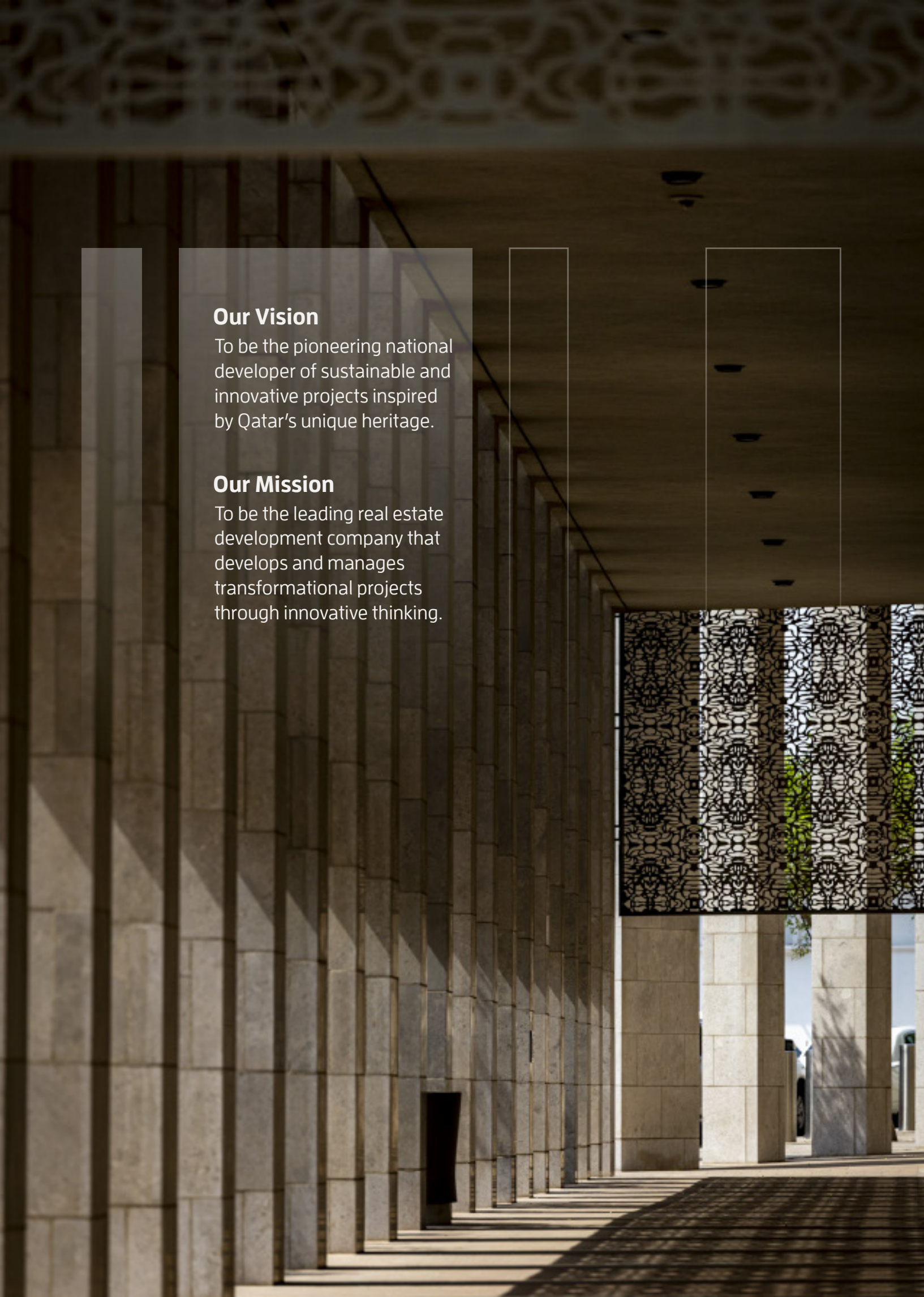






The image features a modern building facade on the right side, characterized by a grid of rectangular windows set into a light-colored, textured stone or concrete wall. The windows are dark, and some show reflections. The left side of the image is dominated by a solid blue background. Overlaid on this blue background are several white-outlined geometric shapes: a small square at the top, a tall vertical rectangle, a medium rectangle, and a large rectangle at the bottom. The text 'OUR VISION, MISSION & VALUES' is written in white, bold, sans-serif capital letters on the blue background.

OUR VISION, MISSION & VALUES

The background image shows a long, covered walkway or colonnade. It features a series of tall, rectangular stone columns that create a strong sense of perspective. The ceiling is a flat, light-colored surface with several small, dark, rectangular recessed lights. At the far end of the walkway, there is a large, decorative metal screen with a complex, repeating geometric pattern. The screen is partially open, revealing a glimpse of the outdoors where some greenery and a white structure are visible. The overall atmosphere is one of modern architecture with traditional influences.

Our Vision

To be the pioneering national developer of sustainable and innovative projects inspired by Qatar's unique heritage.

Our Mission

To be the leading real estate development company that develops and manages transformational projects through innovative thinking.

OUR VALUES

Excellence

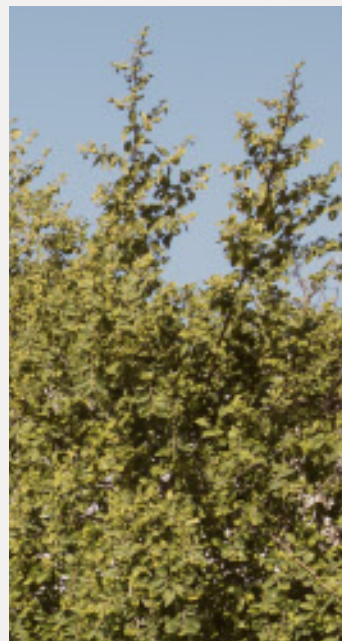
We infuse excellence in research, design, engineering, or delivery and quality of architecture.

This commitment is inspired directly by the culture of excellence inherent at Qatar Foundation.

Innovation

Msheireb Properties innovates by challenging convention and creating integrated, sustainable communities where people can live and work. Innovation positively impacts society, culture, and the environment.

Our architecture is modern while remaining sensitive to the local climate and cultural norms.



Leadership

We set new benchmarks for sustainable, transformational, and culturally sensitive developments. We lead in redefining how people live and work in urban environments. Through our projects, we set standards in property development and became one of the most respected real estate companies worldwide.

Responsibility

We are committed to being a responsible corporate citizen that respects local culture, community, heritage, and the environment. We uphold the highest standards of corporate governance, ethics, and environmental policy, and invest in best practices across our operations. In line with Qatar National Vision 2030, we also support local talent and actively work towards greater Qatarisation.

Partnership

We adopt a knowledge ecosystem inspired by Qatar National Vision 2030, through which we deliver cultural, societal, environmental and knowledge wealth for our stakeholders.



FLAGSHIP PROJECTS

MSHEIREB DOWNTOWN DOHA

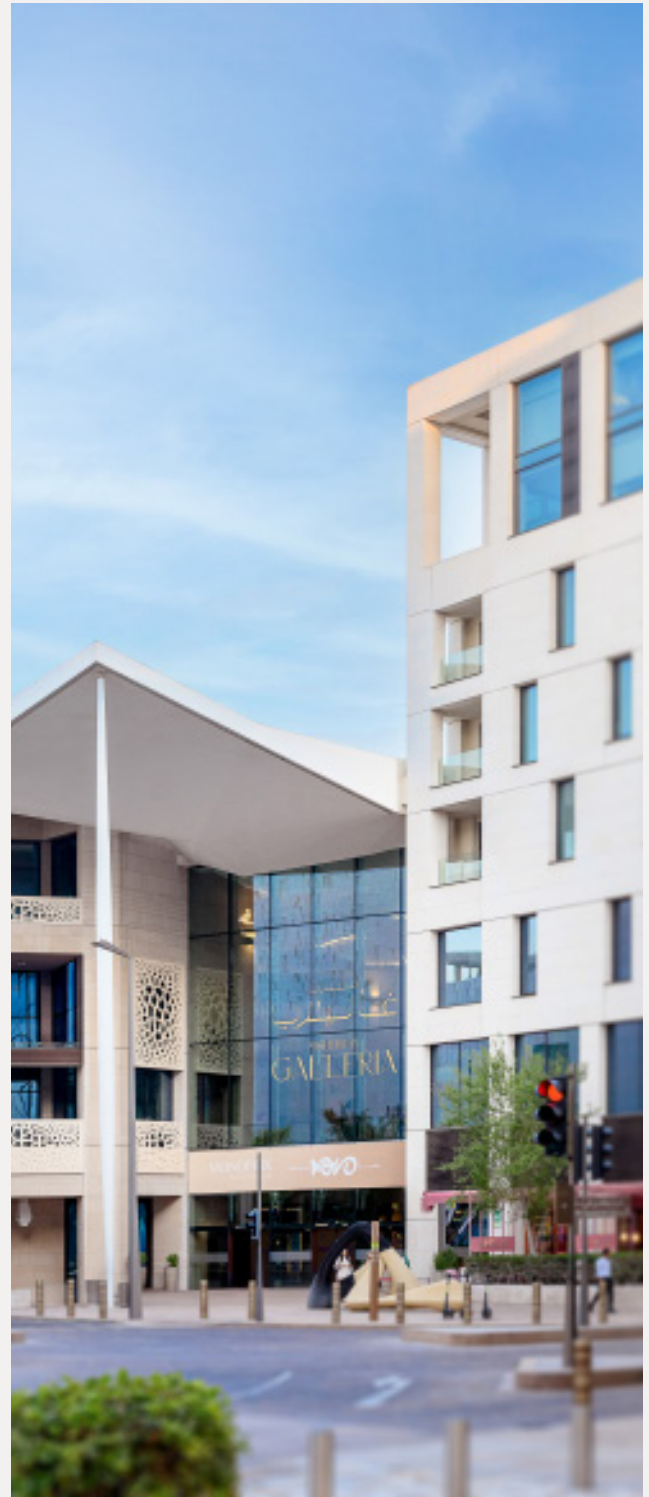
Msheireb Downtown Doha is the world's first sustainable downtown regeneration project and one of the smartest cities globally. It harmoniously combines modern innovation with Qatari heritage, transforming Doha's historic commercial center into a vibrant hub of commerce, culture and community within an urban space.

Home to renowned global businesses and upscale retail, Msheireb Downtown Doha has earned international recognition as a model for smart, sustainable cities. With state-of-the-art office spaces, advanced digital infrastructure and a dynamic business environment, it attracts leading corporations and entrepreneurs. Purposefully designed to foster innovation and connection, Msheireb Downtown Doha has reimagined Doha's historic commercial center, transforming it into a world-class destination for businesses, residents and visitors.



Msheireb Museums

Msheireb Museums, located in Msheireb Downtown Doha, offer a journey through Qatar's rich history and heritage. Housed in four restored heritage homes, each museum showcases a unique aspect of Qatar's culture, legacy, and historical impact.



Msheireb Galleria

Msheireb Galleria is a curated retail destination located within the heart of Msheireb Downtown Doha. It is designed to meet the ever-evolving needs of the local community as well as to serve as a central hub for entertainment, shopping, dining and art.

Hotels

Msheireb Downtown Doha is home to three fully operational five-star hotels:

- Mandarin Oriental, Doha
- Al Wadi Hotel Doha – MGallery
- Park Hyatt Doha

Doha Design District

The Doha Design District is an innovation hub in Msheireb Downtown Doha.

This world-class destination supports creatives across diverse disciplines, from fashion to interior and graphic design. It also features studios, galleries, boutiques, and workshops.



ZULAL WELLNESS RESORT

A key project by Msheireb Properties, Zulal Wellness Resort blends traditional Arabic and Islamic medicine (TAIM) with holistic wellbeing, offering a transformative coastal retreat in northern Qatar. Managed by Chiva-Som, the world-renowned wellness destination in Thailand, Zulal is a pioneering resort in Qatar offering a modern, holistic approach to health and wellness. The resort features two distinct yet interconnected experiences:

Zulal Serenity

A transformative wellness retreat for adults.

Zulal Discovery

A family-focused wellness journey.

Together, they provide transformative escapes designed to inspire mindful living and sustainable lifestyle change.





AWARDS & RECOGNITION

Msheireb Properties has been recognized with numerous prestigious awards, reflecting our commitment to excellence, sustainability and innovation. These accolades span various categories, including architecture, smart cities, sustainability, urban regeneration and heritage preservation. The company has also achieved global recognition, including Guinness World Records and honours for safety, hospitality and real estate development. These awards reinforce Msheireb Properties' position as a leader in shaping future-forward, sustainable urban environments.

Msheireb Properties has received ISO certifications from the "United Registrar of Systems-URS" certification body for Quality Management System (ISO 9001:2015), Environmental Management System (ISO 14001:2015), Occupational Health & Safety Management System (ISO 45001:2018) and Risk Management System (ISO 31000:2018) standards.



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