

## Al Hindawiyah Development Project

**A residential-focused urban destination supporting Makkah's urban transformation**  
Al Hindawiyah Development Project represents a strategic urban transformation initiative in Makkah Al-Mukarramah, aimed at contributing to the redevelopment of informal settlements through the creation of a connected, sustainable, and resident-led mixed-use destination. Located directly south of and connected to the Masar Destination, the project is designed to integrate seamlessly with Masar, the Haramain High-Speed Railway Station, and the Holy Mosque, enhancing accessibility, mobility, and overall quality of life within central Makkah.

The project is being developed through a strategic consortium bringing together leading entities with complementary development, financial, and technical capabilities to support the long-term urban growth objectives of Makkah.

### Consortium Structure

**A strategic consortium combining development expertise, financial strength, and technical capabilities.**

 <p><b>Financial Partner</b></p> <p>A listed company with nearly four decades of experience in developing and operating retail and hospitality assets within the central area of Makkah, supported by a strong financial position and long-term investment capabilities.</p> <p><b>Key Strengths</b></p> <ul style="list-style-type: none"> <li>Extensive experience in Makkah real estate</li> <li>Financial support for large-scale developments</li> <li>Proven track record in hospitality and retail operations</li> </ul>	 <p><b>Lead Developer</b></p> <p>A leading urban developer in Makkah, responsible for leading and managing the development process, leveraging its experience in developing and operating the Masar Destination and integrated urban infrastructure projects.</p> <p><b>Key Strengths</b></p> <ul style="list-style-type: none"> <li>Leadership and management of large-scale developments</li> <li>Integration with the Masar Destination and surrounding urban infrastructure</li> <li>Urban planning and development expertise</li> </ul>	 <p><b>Technical Partner</b></p> <p>A specialized real estate development and investment company providing technical and engineering support for the project, with experience in urban development execution and project coordination</p> <p><b>Key Strengths</b></p> <ul style="list-style-type: none"> <li>Technical and engineering expertise</li> <li>Development coordination and execution support</li> <li>Experience in sustainable real estate development</li> </ul>
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**In collaboration with the Royal Commission for Makkah City and the Holy Sites as facilitator**

### Project Snapshot

Location	West & South Al Hindawiyah, Makkah
West Al Hindawiyah Area	~841,000 m <sup>2</sup>
South Al Hindawiyah Area	~308,000 m <sup>2</sup>
Total Development Area	~1.15 million m <sup>2</sup>
Project Type	Mixed-Use Urban Development
Project Value	Approx. SAR 6 Billion
Development Period	5 Years
Development Structure	Strategic Consortium
Strategic Benefit to MCDC	Access to a strategic land bank supporting future growth opportunities

### Strategic Location

**A strategic urban destination directly connected to Masar (zone 2) and central Makkah**  
The project benefits from exceptional connectivity and strategic positioning within one of Makkah's most important urban growth corridors. The site enjoys direct access to major transportation routes and proximity to key religious, commercial, and hospitality destinations

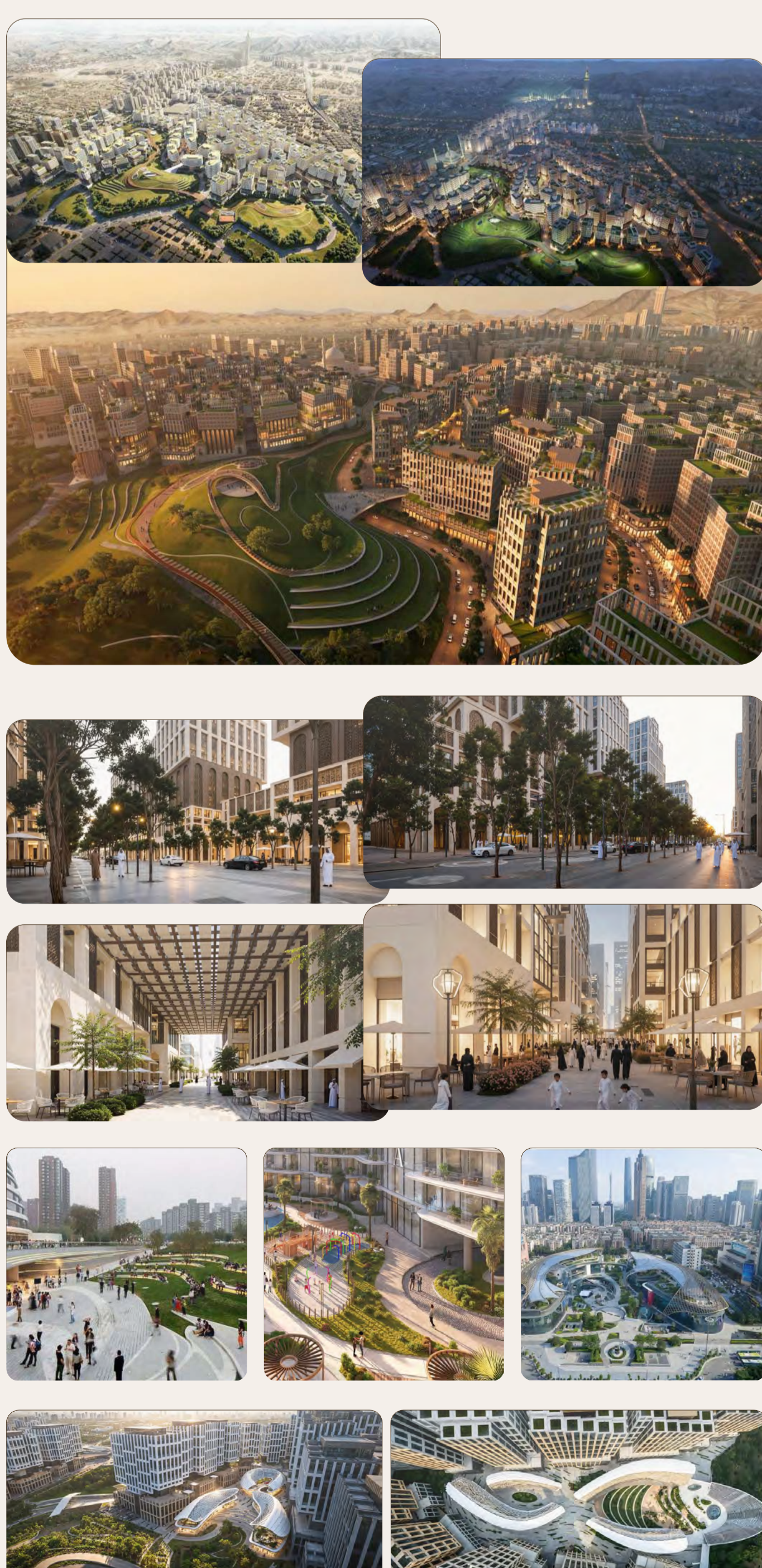


### Masar Park Vision

#### A Connected and Sustainable Urban Destination

The project is guided by key development pillars that support connectivity, sustainability, and quality of life in Makkah.

<p><b>Mobility &amp; Connectivity</b></p> <p>Integrated transportation and seamless accessibility</p>	<p><b>Sustainability</b></p> <p>Smart infrastructure and sustainable urban planning</p>	<p><b>Public Realm &amp; Quality of Life</b></p> <p>Walkable environments and enhanced public spaces</p>
<p><b>Investment &amp; Economic Growth</b></p> <p>Supporting economic diversification and attracting investment</p>	<p><b>Mixed-Use Urban Development</b></p> <p>Integrated residential, commercial, and hospitality offerings</p>	



Conceptual visuals for illustrative purposes only