



The CHARM *of*
WELCOME™



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01 /

Company *Overview*



TAIBA is a Saudi forward hospitality company with a legacy dating back to 1976. Listed on the Saudi Exchange (Tadawul: 4090) and headquartered in Riyadh, TAIBA is recognized for its deep expertise in developing, managing, operating, and investing in landmark properties and destinations across the Kingdom of Saudi Arabia.

With a presence in key cities including Riyadh, Makkah, Madinah, Jeddah, and beyond, TAIBA operates one of the most extensive hospitality and real estate portfolios in the Kingdom, serving guests, residents, and communities at scale.





Following its strategic merger with Dur Hospitality, TAIBA has reinforced its national footprint and operational depth, unlocking new opportunities for growth across the hospitality, tourism, and mixed-use sectors.

Today, TAIBA stands as a trusted enabler of Saudi Arabia's transformation, delivering meaningful spaces and high-quality experiences that reflect the Kingdom's vision for the future.

Key Facts & Figures

| *50 Years*

of Experience

| *7 Cities*

Across the Kingdom

| *12*

Local and International
Hotel Brands

| *52+*

Restaurants and Cafés

| *43+ Properties*

Under Operations

| *12 Projects*

Under Development

| *9000+ Keys*

Under Operations

| *3000+*

Employees

Historical Timeline & Merger

1980

- / Riyadh Marriott Hotel, First Marriott hotel in the Middle East

1988

- / Founding year of TAIBA Company as TAIBA Investments and Real Estate Development Co.

1996

- / Developed the first & largest TAIBA Commercial and Residential Centre in the central of Madinah
- / Opening of the first 5-star resort in Jeddah, Al Nakheel Village at Obhur Bay

2002
-2011

- / Opening of TAIBA Front Hotel and Commercial Center
- / Opening of Al Aqeeq Hotel
- / TAIBA conversion to TAIBA Holding Co.
- / Opening of TAIBA Al Madinah Hotel

2014

- / Strategic Transformation and Rebranding from SHARACO to DUR Hospitality.
- / Renovation of 3 hotels:
 - / Riyadh Marriott
 - / Holiday Inn Tabuk
 - / Makarem Al Nakheel (Currently Rixos Obhur Jeddah)

2020
-2022

- / Opening Holiday Inn Jubail
- / Renovation of Makarem Ajyad
- / Expansion of Holiday Inn Tabuk
- / Signed an HMA with Accor Hotels for Novotel Hotel in Madinah

2024

- / Partnership with Marriott International to develop the Marriott at stc Square in Riyadh
- / Partnership with Hilton to introduce the Waldorf Astoria Hotel in Madinah

2026

- / Opening of Makarem Burj Al-Madinah
- / Opening of Crowne Plaza Takhassosi Riyadh
- / Opening of Novotel Madinah

1983

- / Makarem Ajyad Hotel, First 5-star hotel in Makkah

1992

- / Opening of the luxurious Al Khaleej Village, a 1 million sqm bay at the east coast of Saudi Arabia

1998

- / Future Homes (later Dur DQ), our first residential properties in the Diplomatic Quarter, Riyadh
- / Dur Al Sharq Compound

2012

- / Opening of Marriott Executive Apartments
- / Opening of first Marriott Courtyard DQ

2019

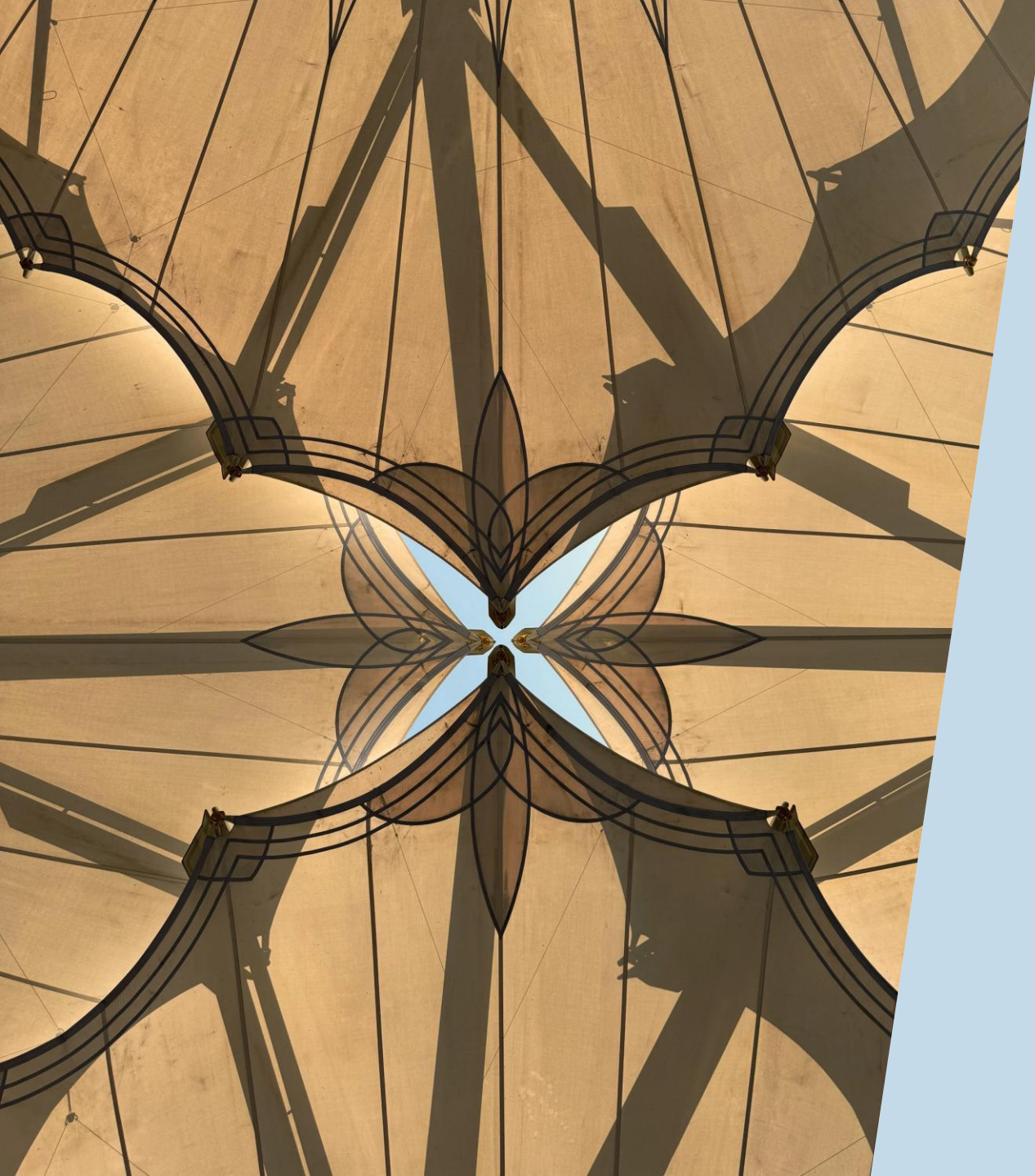
- / Opening of Marriott Hotel DQ
- / Marriott Airport Hotel extension
- / Awal Plaza renovation
- / Partnership with Marriott to operate Sheraton TAIBA Hotel

2023

- / Completion of TAIBA's Acquisition of Dur Hospitality
- / Opening of Dur Al Hada Residential Compound

2025

- / Opening of Rixos Obhur Jeddah
- / Opening of Front Yard



Forward Vision & Values

OUR AMBITION

To be a leading force in transforming Saudi hospitality by creating spaces and experiences that inspire belonging, elevate expectations, and reflect the Kingdom's evolving identity, all while achieving scale in keys, strong guest advocacy, and above-average returns for shareholders.

OUR VALUES

*Empowered
Talents*

*Elevated
Experiences*

*Authentic
Connections*

*Celebration
of Origins*

*Global Appeal,
Local Expertise*

02 /

Business *Structure*



Our Unique Business Model

TAIBA operates a flexible and integrated business model that combines investments, ownership, development, and operational capabilities across hospitality, residential, and commercial sectors.

This model enables TAIBA to scale across multiple asset classes and guest segments, from premium to midscale, while maintaining strong control over service standards, operational efficiency, and long-term asset value.



01

Hospitality

Investment

Development

Operations

02

*Residential and
Commercial*

*Asset
Management*

*Property
Development*

*Leasing and
Property
Management*

03

*Hajj and
Umrah
Services*



01

Hospitality

TAIBA's hospitality business spans the full value chain, from investment and development to brand management and hotel operations. Through a diversified portfolio of local and international hospitality brands, TAIBA develops and operates distinctive properties and destinations that deliver high-quality guest experiences and create long-term value across the Kingdom.



HOSPITALITY OPERATING MODELS

01 / *DIRECT OWNERSHIP & OPERATION*

We manage properties under our own brands (such as Makarem) or operate directly through franchise agreements (Marriott, IHG...), ensuring full control over quality, service, and guest experience.

02 / *OWNERSHIP WITH BRAND PARTNERSHIPS*

We own properties operated by global hotel groups such as Marriott, Hilton, IHG, and Accor, through HMA agreements that leverage their international reputation, operational standards, and reach.

03 / *THIRD-PARTY MANAGEMENT*

We manage and operate properties owned by other entities, bringing our proven operational capabilities to optimize performance, guest satisfaction, and financial outcomes.



02

Real Estate Residential & Community Living

Beyond hospitality, TAIBA invests, develops and manages a growing portfolio of residential and commercial properties designed to elevate everyday living and urban functionality.

Its residential compounds, located across Riyadh, Jeddah, and other major cities, offer furnished villas and apartments supported by 24/7 services including security, maintenance, and customer care.

At the same time, TAIBA's commercial centers serve as lifestyle anchors, with curated retail spaces that meet the needs of residents, travelers, and surrounding communities.

Operations across both verticals are managed by Dur Communities, TAIBA's specialized property and facility management arm.

| *8 Residential
Compounds*

| *7 Commercial
Centers*

| *Key Locations*

Riyadh, Jeddah, Madinah, Khobar

| *1,380+ Units*

| *56,800+ m²
of GLA*

| *ISO Certified*

Quality Services



Dur Alsafarat – Riyadh
434 units



Dur Al Hada – Riyadh
75 villas



**TAIBA Commercial Centre –
Madinah**
233 shops



Front Yard – Al Khobar
9 shops

03

Hajj & Umrah Services

With decades of experience in Makkah and Madinah, TAIBA has built a trusted reputation for serving millions of pilgrims through thoughtfully designed accommodations and spiritually attuned hospitality.

We offer prime locations, culturally sensitive services, and seamless logistical coordination across every step of the journey.

This deep expertise is embodied in Makarem, TAIBA's dedicated spiritual hospitality brand, and continues to expand through new partnerships and infrastructure aligned with the Pilgrim Experience Program under Vision 2030.





10,000 Pilgrims

licensed quota

*Specialized
Experienced Team*

with high review scores

*~2.5 Million Pilgrims
Hosted & Served at
TAIBA properties in
Makkah & Madinah*

in 2025

*90.20% Overall Performance
94.65% Pilgrim Satisfaction*

during the 2026 Hajj season

03 /

Portfolio & *Projects*



Geographic Presence

TAIBA's footprint spans seven major Saudi cities, with a strategic concentration in high-demand destinations such as Riyadh, Makkah and Madina.

This geographic diversification supports stable revenue streams and capital appreciation across hospitality, residential, commercial, and land assets.

TABUK

JUBAIL

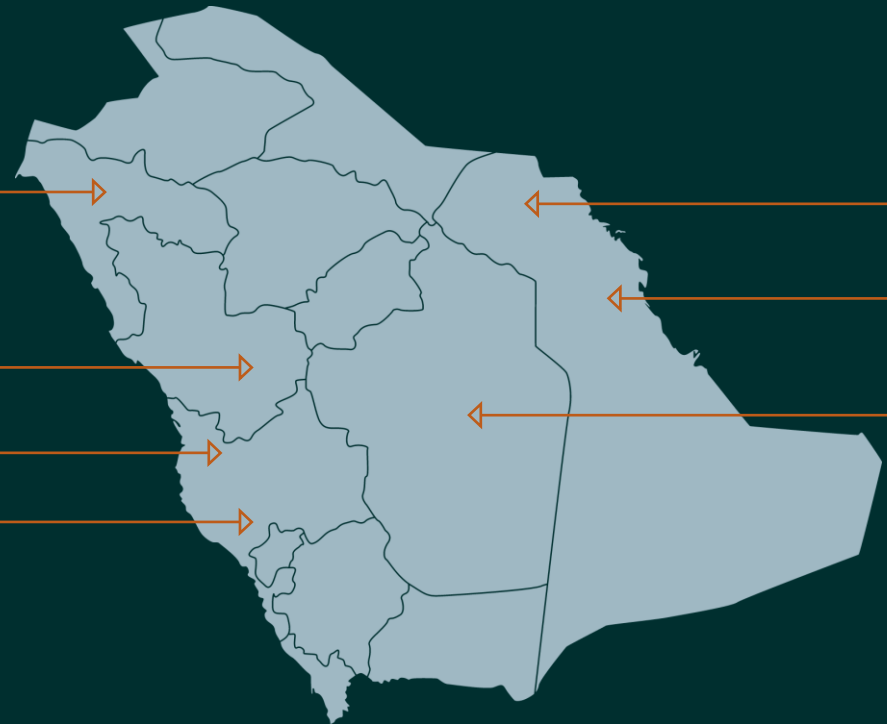
KHOBAR

MADINAH

RIYADH

JEDDAH

MAKKAH



HOMEGROWN BRANDS

Makarem®


nur Hotels by
Makarem

DUR
Communities

DUR
FOR HAJJ & UMRAH SERVICES

GLOBAL HOTEL PARTNERS


WALDORF ASTORIA®
HOTELS & RESORTS


MARRIOTT


Marriott®
EXECUTIVE APARTMENTS

COURTYARD®
BY MARRIOTT


MILLENNIUM


SHERATON

RIXOS
HOTELS

CROWNE PLAZA®
— BY IHG —

 **Holiday Inn
& Suites**
AN IHG HOTEL


NOVOTEL
HOTELS & RESORTS



Flagship Properties



TAIBA's portfolio includes a selection of flagship developments that exemplify our operational excellence, real estate scale, and strategic partnerships across Saudi Arabia.



01

HOSPITALITY

Transforming Saudi Spaces across Riyadh, Makkah, Madinah, Jeddah and beyond:



Marriott Riyadh Hotel



Riyadh, Saudi Arabia



418
Rooms & Suites





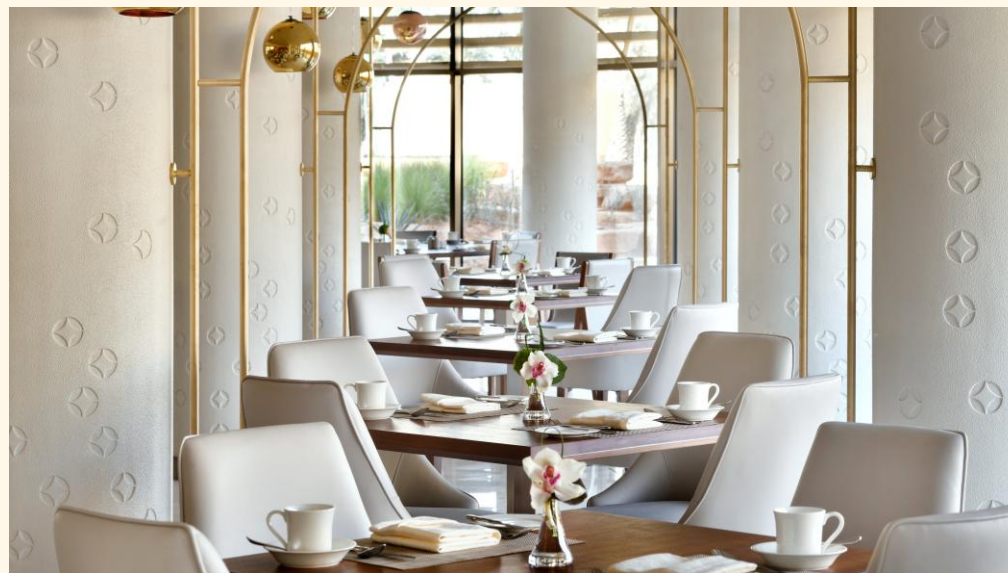
Marriott Hotel & Executive Apartments DQ Riyadh



Diplomatic Quarter (Al-Safarat) Riyadh, Saudi Arabia



80 Rooms
140 Apartments



Makarem®

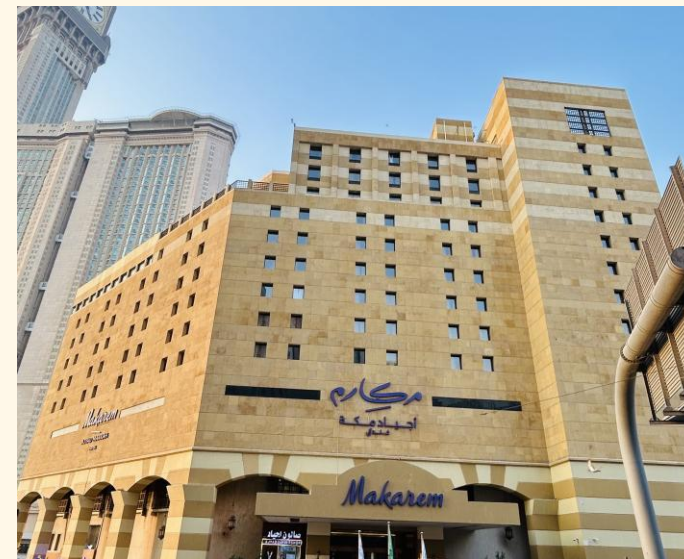
Makarem Ajjad Makkah



300m from Haram Makkah,
Ajjad Street



411
Rooms & Suites



Makarem

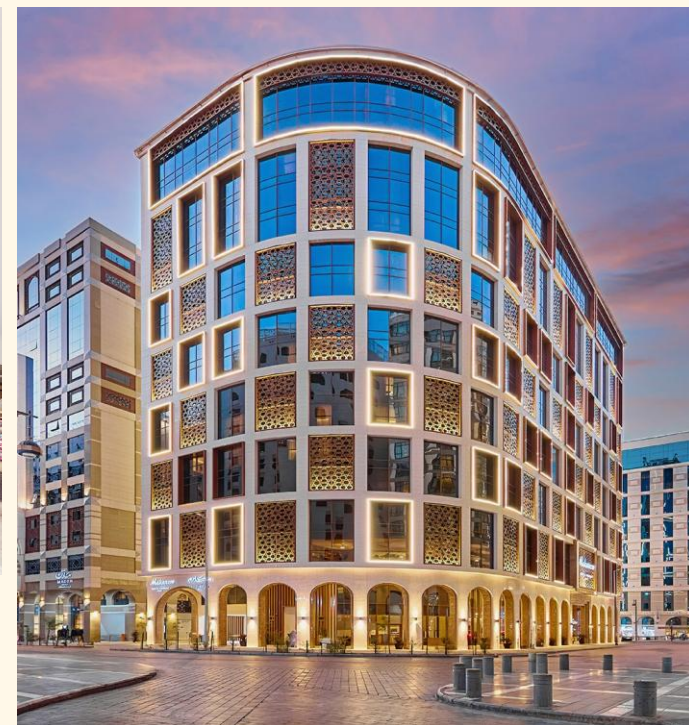
Makarem Burj Al Madinah



Madinah, Saudi Arabia



374
Rooms & Suites



Makarem®

Makarem Haram View Suites-Madinah



North Central District,
King Fahd Gate, Madinah,
Saudi Arabia



162 Suites
233 Shops





Rixos Obhur Jeddah Resort



Jeddah, Saudi Arabia



250
Rooms & Suites



CROWNE PLAZA®
— BY IHG —

Crown Plaza Al Takhassousi



Riyadh, Saudi Arabia



302
Rooms & Suites





Millennium Al Aqeeq Madinah



Madinah, Saudi Arabia



505
Rooms & Suites





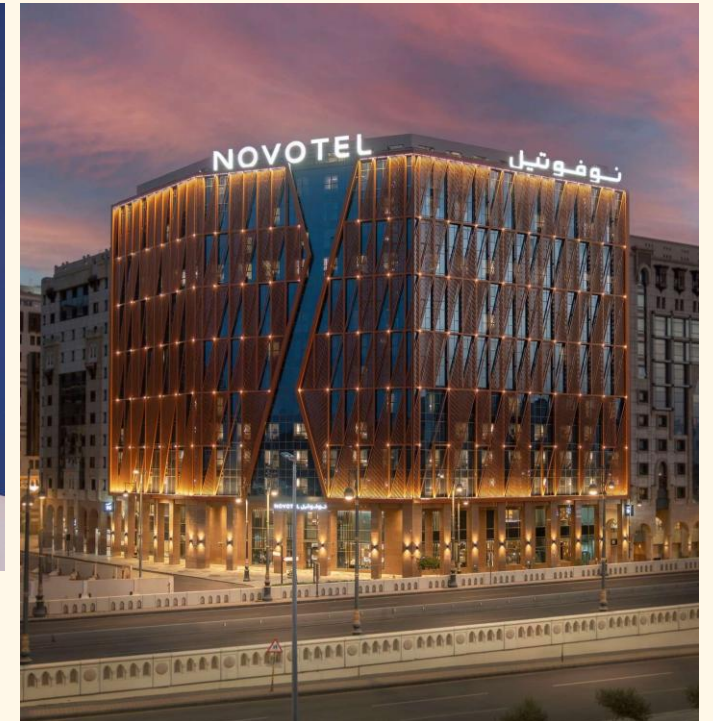
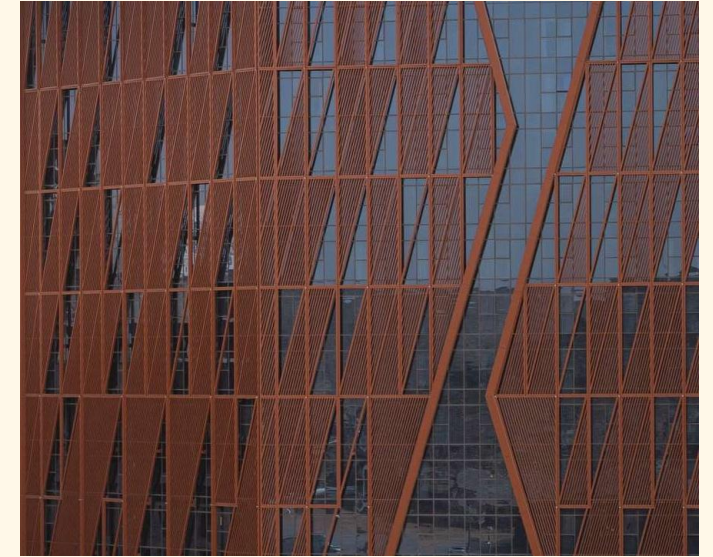
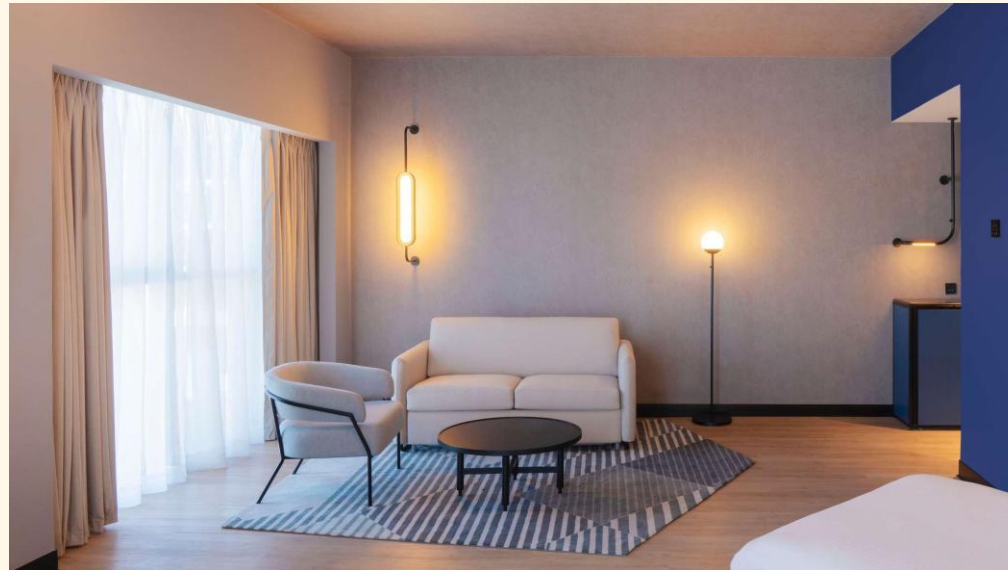
Novotel Hotel Madinah



Madinah, Saudi Arabia



394
Rooms & Suites



02

RESIDENTIAL & COMMERCIAL

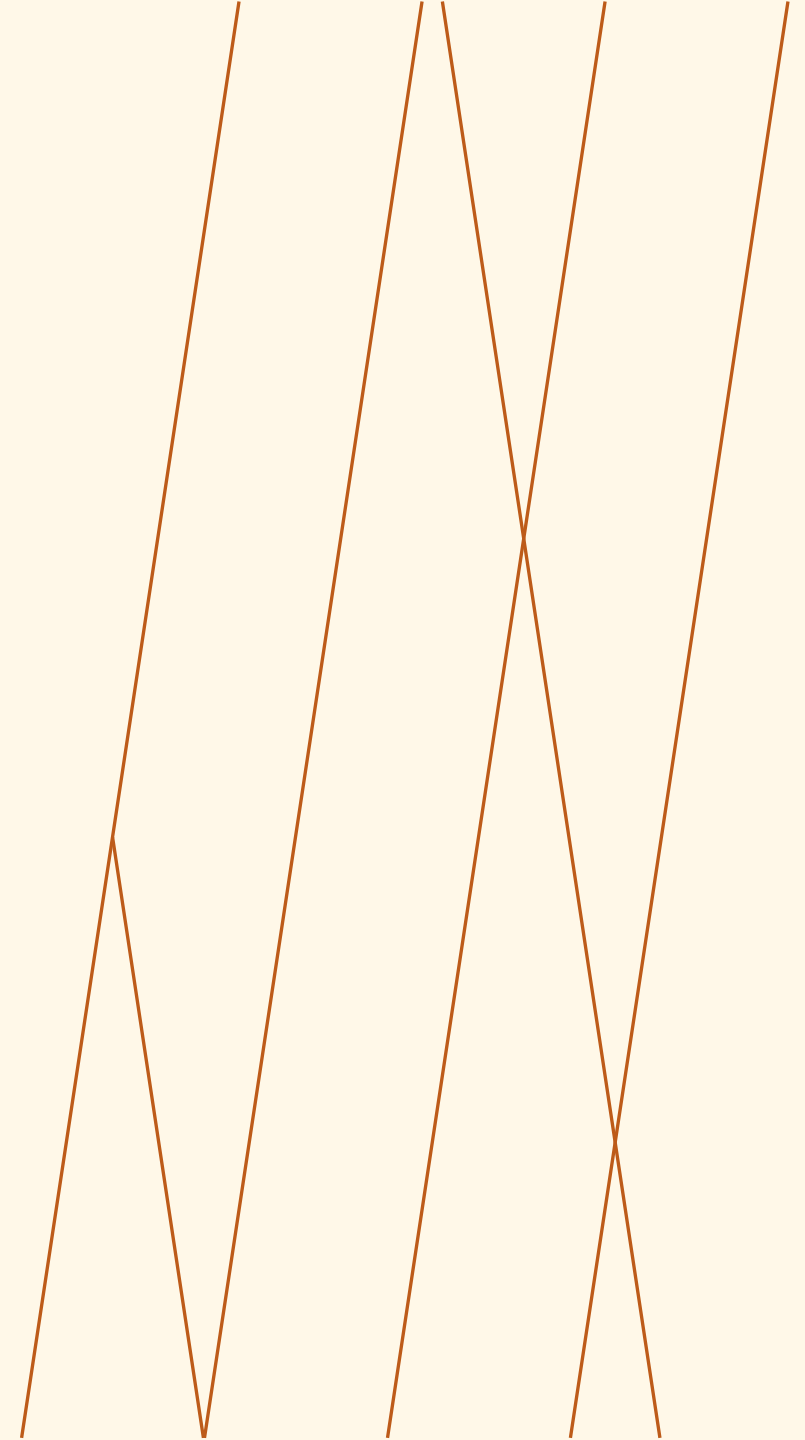
These developments are supported by **Dur Communities**, TAIBA's specialized arm for Property & Facility Management (PMFM), offering:

Hospitality-driven Property Management & Facility Management PMFM

Seamless operational and facility excellence

Enhanced resident and tenant experience

Comprehensive management for both TAIBA-owned and third-party assets



Dur DQ Community

Riyadh





Dur Al Hada Community

Riyadh

AWAL PLAZA

Riyadh





Front Yard Commercial Center

Al Khobar



Pipeline Developments



TAIBA continues to expand its future portfolio through a range of projects under development, including global hotel brands and integrated residential and commercial complexes in strategic locations across the Kingdom.





Sheraton Madinah



Madinah, Saudi Arabia



435
Rooms & Suites





Waldorf Astoria Madinah



Madinah, Saudi Arabia



+300
Rooms and Suites





Marriott Hotel stc Square



Riyadh, Saudi Arabia



165
Rooms & Suites



Development of Three Hotels in the Central Area



Madinah, Saudi Arabia



1,500
Rooms & Suites





Residence Inn



Riyadh, Saudi Arabia



165
Rooms & Suites



Alwadi Center Commercial & Residential



Riyadh, Saudi Arabia



TAIBA | LOGISTICS
CAMPUS

TAIBA Logistics Campus



Madinah, Saudi Arabia



520

Rooms & Suites

Central Kitchen, Warehouse & Laundry



04 /

Strategic *Partnerships*



At TAIBA, partnerships are a way to multiply potential and co-create lasting value. We collaborate with like-minded institutions, global operators, and forward-thinking entities who share our vision for shaping meaningful spaces and elevating the Saudi experience. Together, we achieve our standards of Forward Hospitality.



Global Brand Collaborations

TAIBA partners with some of the world's most respected hospitality brands to bring global standards to local experiences, and local insight to global operations.

These partnerships operate under various models, including hotel management agreements (HMA), franchises, and long-term strategic alliances:





Government & Institutional Alliances



Strategic alliances with government and institutional entities are at the heart of TAIBA's ability to deliver large-scale, future-facing developments. These collaborations reflect a deep alignment with national priorities, and position TAIBA as a trusted development partner contributing to Saudi Arabia's evolving urban and hospitality landscape.



Awqaf Investments



Endowment-Driven Development with Awqaf



TAIBA has pioneered a unique partnership with Awqaf Investment Company, delivering a landmark hospitality project adjacent to the Prophet's Mosque in Madinah.

This model:

- / Leverages endowment capital to create sustainable, spiritually significant assets.
- / Aligns with Vision 2030 by enhancing religious tourism infrastructure.
- / Demonstrates a scalable framework for public-private collaboration in sacred destinations.



Makarem Burj Al Madinah

- / Location: North of the Prophet's Mosque, Madinah.
- / Ownership: Joint venture (51% Awqaf Investment, 49% TAIBA).
- / Brand: Operated under Makarem Hotels, TAIBA's spiritual hospitality brand.
- / Category: 5-star hotel.
- / Purpose: Serves religious tourism with a focus on spiritual experience and proximity to the Haram.
- / Strategic Role: Supports Vision 2030's Pilgrim Experience Program.

stc Square



Marriott stc Square



In Riyadh's stc Square, our partnership with stc is shaping the future of urban hospitality through:

- / A digitally native hotel experience powered by smart infrastructure.
- / Integration of sustainability, automation, and guest-centric design.
- / A blueprint for tech-enabled hospitality in high-density urban zones.



Marriott Mursalat at stc Square Riyadh

- / Location: stc Square, Al Mursalat District, Riyadh.
- / Ownership: Joint venture (89% TAIBA, 11% stc).
- / Brand: Operated under the Marriott brand.
- / Category: 5-star hotel. Smart urban hotel.
- / Features: Integrated digital guest services, energy-efficient systems, and modern design.
- / Strategic Role: Aligns with Vision 2030's smart city and tourism innovation goals.

Osool Real Estate



Strategic Partnership to Develop and Operate Three Hotels in the Central Area of Al Madinah



- / TAIBA and Osool signed the final partnership agreement to establish a joint venture for the development, refurbishment, and operation of three hotels in the Central Area of Al Madinah, comprising a total of 1,500 hotel rooms.
- / Under the agreement, TAIBA will lead the development and hotel operations through a portfolio of local and international hospitality brands. The partnership reflects the integration of investment expertise and operational excellence, while contributing to the enhancement of hospitality quality and supporting the objectives of Saudi Vision 2030.

05 /

Impact & *Responsibility*



TAIBA's Journey Toward Sustainable Impact

At TAIBA, social responsibility is a promise we live every day. We create initiatives that enrich our communities and advance sustainability, making a genuine difference that reaches beyond our business and touches the lives of the communities we serve—because we believe that giving is the true foundation of leadership.

As a leading national company in the hospitality and real estate sector, TAIBA sees its responsibility as extending well beyond managing assets—to enhancing quality of life, empowering individuals, and supporting sustainable development in the communities where it operates.

At TAIBA, we don't measure the success of social responsibility by the number of initiatives we launch, but by the depth of the lasting impact we leave on the lives of the individuals and communities we serve.



The Impact TAIBA Creates

TAIBA draws on its deep hospitality expertise to put its resources, assets, and operational know-how in the service of the community—transforming social responsibility from financial giving into lasting platforms for empowerment and sustainable development.

- Channeling hospitality expertise to serve the community
- Turning hospitality assets into platforms for impact
- Direct, hands-on employee involvement
- Sustaining initiatives throughout the year
- Long-term partnerships with the non-profit sector



From Corporate Social Responsibility To Comprehensive Sustainability Strategy and Practices

In 2025, we began our journey from Corporate Social Responsibility (CSR) toward Environmental, Social, and Governance (ESG) standards.

This marks a strategic shift from voluntary, charitable giving to an integrated, measurable business strategy centered on sustainability—embedding sustainability at the very core of our business model and committing to accurate, transparent disclosure.



Accurate, committed
disclosure



A focus on
measurement &
benchmarking



Embedding
sustainability
into the business
model

TAIBA's Impact

Focused on 3 Key Areas



Governance

Strengthening transparency and institutional accountability



Social

Improving quality of life for those most in need



Environment

Reducing the environmental footprint of hospitality



Every initiative is tied to a clear goal and a measurable impact within this framework

06 /

Talent & *Culture*



Why work with
TAIBA?

Dynamic by Nature. Nexus by Design.

Dynamic
نبض متجدد،
بروح واحدة / *Nexus*

At TAIBA, culture is not a term, it's a system lived every day through people, purpose, and presence.

We are proud to be a home for top talent, where careers are nurtured through clear growth paths, authentic leadership, and a unique culture we call the Dynamic Nexus. This culture blends the bold ambition to transform hospitality with the care to do it together.



What makes TAIBA stand out:

- / A culture that balances excellence and empathy
- / Structured career progression and fair promotion pathways
- / Committees like Culture Champions & Wellness, giving every employee a voice
- / Growth programs tailored to role, ambition, and leadership potential
- / A leadership philosophy that listens before it leads, and leads from within

Leadership & Governance

TAIBA is guided by a leadership team that merges strategic vision with hospitality depth and operational rigor. Across every decision, the goal remains clear: build a company that is as values-led as it is performance-driven. With a well-defined governance structure and

cross-functional collaboration, TAIBA ensures alignment between shareholders, teams, and long-term national goals.





Governance at a Glance

- / Clear division of roles between executive team and board
- / Active board committees on audit, risk, nomination, and strategy
- / Dedicated governance and risk management function.
- / Strong alignment with CMA guidelines and Vision 2030 governance practices
- / Oversight across all subsidiaries and investment partnerships

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طَيِّبَة
TAIBA