

BUILDING A BETTER FUTURE



One of the largest real estate developers in Saudi Arabia, Taiba Investments is known for its commercial and hotel projects in prime locations in central Madinah and beyond. The company's key developments include the Taiba Residential and Commercial Center, Al-Majeedi Hotel and Commercial Center as well as Al-Aqeeq Madinah Hotel, and Taiba Madinah Hotel.

It has a substantial land bank and supports the Kingdom's Vision 2030 by backing economic diversification through investments in sectors such as hospitality and tourism. The growth in leisure and religious tourism are powerful forces supporting Taiba's success and it is planning developments including the Sheraton Taiba Hotel in Madinah and DoubleTree Hilton in Jeddah.

Taiba has embraced technology as a key ingredient of its strategy and is committed to automation of all of its business processes with state-of-the-art systems that allow staff to focus on continuous improvement. Moreover, the company is underpinned by robust digital infrastructure and systems ranging from data centers and digital security to enterprise resource planning tools.

The company's strategy is led by Chairman Dr. Walid Alissa and CEO Saleh Al-Habdan and is strengthened by a Saudi Exchange listing that enables it to reach global investors and provides a platform of information for all of the company's stakeholders.

Taiba aims to invest in projects that promote a sense of community and add value for both the people of Saudi Arabia and for tourists and Muslim visitors. It is committed to adding real value to the communities in which it operates. In addition to its leisure and tourism investments it also aims to provide more affordable housing for the Kingdom's citizens in the future.

Taiba Investments

www.taiba.com.sa

Year company founded: 1988

Market capitalization: SAR 4.84 billion

Through its corporate social responsibility strategy, it is also focusing on nurturing employees, the Kingdom's youth, improving educational opportunities, enhancing health awareness and services, ensuring a better experience for pilgrims, and preserving the Kingdom's heritage and values.

Taiba Sheraton Hotel

The Taiba Sheraton is a five-star hotel and Taiba has signed a management and operational agreement with Marriott International.

It is the first hotel with Sheraton's new identity in the region, which will be built in Madinah on two opposite towers connected by an overpass.

It is located close to the Northern square of the Holy Prophet's Mosque, where it will contribute to shaping the urban and civilized features of Madinah.

It will provide a unique residential experience for visitors of the Holy Prophet's Mosque from around the world.

It contains 610 rooms and hotel suites, in addition to various restaurants, cafes and a business center, at an estimated cost of 800 million riyals.

Taiba's launch

Taiba's new launch represents the stages of development that Taiba has gone through during the past decades.

It symbolizes the beginning of a new era where Taiba will be the forefront of real estate for investors and developers in the Kingdom.



Sheraton Hotel

Leisure and religious tourism underpin Taiba's success



DoubleTree by Hilton

The Company is a key supporter of Saudi Arabia's Vision 2030. In particular, Taiba is backing the Kingdom's economic diversification by facilitating growth and development of public service sectors such as tourism.

DoubleTree by Hilton

DoubleTree by Hilton Jeddah King Abdullah Square Hotel and Suites, which is expected to open in 2024, will offer guests 250 contemporary and stylish guest rooms, in addition to 200 apartments.

The hotel will feature four food and beverage offerings including a specialty restaurant, Lobby Café, Pool Café, and an all-day dining restaurant, offering guests a great choice of light bites and full meals throughout the day.

The hotel will also feature a number of meeting rooms, multi-purpose halls, and a large ballroom, in addition to a fitness center, swimming pool, and a kids' club.

Taiba is pleased to partner with the well-established and well-known international hotel company, Hilton. It is eager to choose its partners carefully, as its prestige and expertise matters in the first place to increase efficiency levels at its hotel projects with added value to its shareholders and the society. This contributes effectively to the economic growth in the Kingdom while creating memorable experiences for guests.

Taiba has a great belief in the Kingdom's 2030 Vision, which is achieved through its investments in the tourism sector - an important part of the Kingdom's diversified economy.