

COMPANY PROFILE





CONTENT

1 About Kaden

2 Our Contribution

3 Our Vision

4 Our Mission

5 Our Purpose

6 Our Values

7 Our Services

8 Our Area of Expertise

9 Our Team

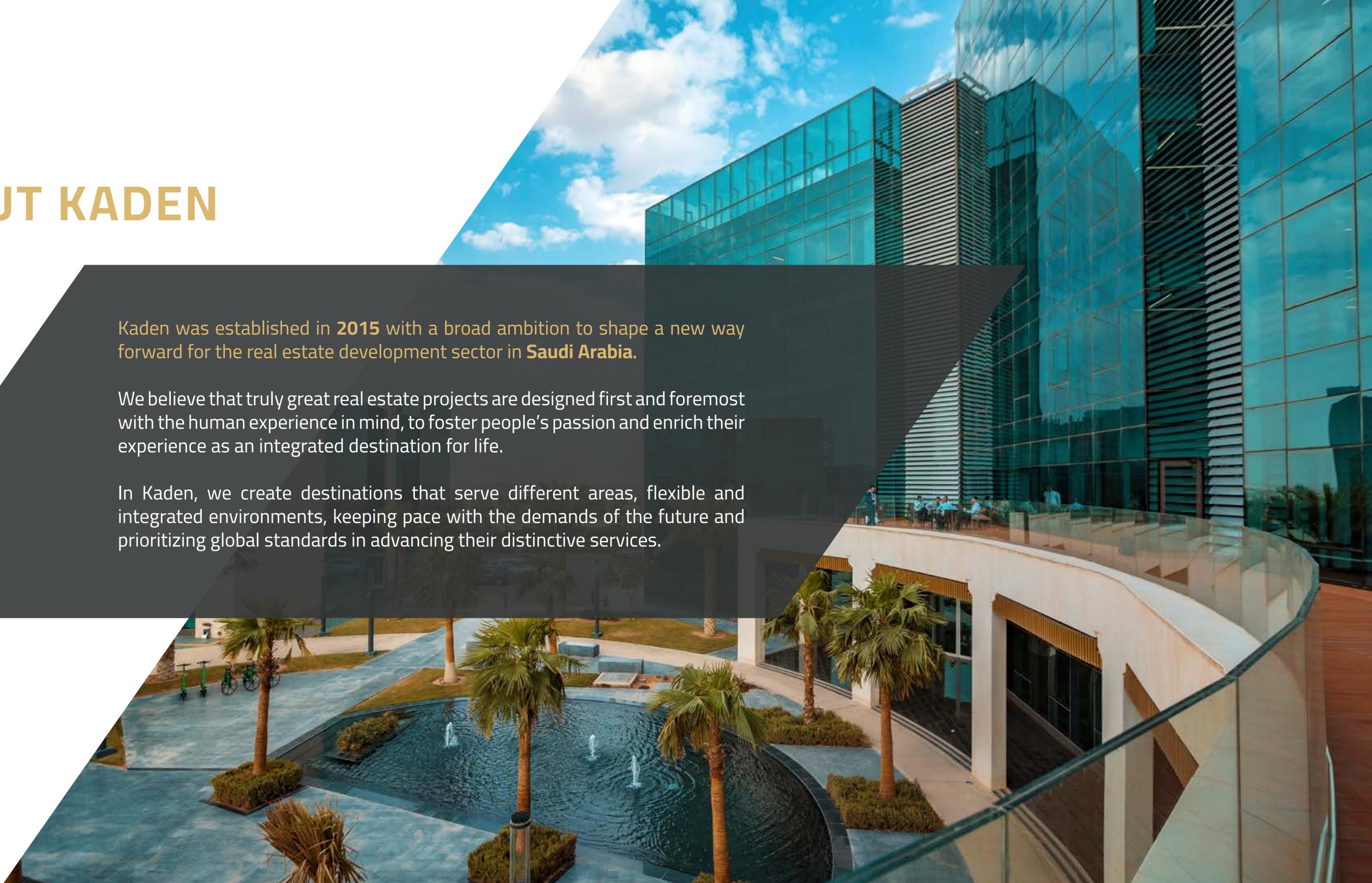
10 Our Projects

ABOUT KADEN

Kaden was established in **2015** with a broad ambition to shape a new way forward for the real estate development sector in **Saudi Arabia**.

We believe that truly great real estate projects are designed first and foremost with the human experience in mind, to foster people's passion and enrich their experience as an integrated destination for life.

In Kaden, we create destinations that serve different areas, flexible and integrated environments, keeping pace with the demands of the future and prioritizing global standards in advancing their distinctive services.





CONTRIBUTION

With our thorough insight and expertise of the development process and shifting economic trends, we have established a fast-growing track record of success in our projects.

Each project Kaden develops contributes to the 2030 Vision's goal of growing the economy by expanding commercial possibilities and attracting foreign investment to present an exceptional experience to the visitors and tourists.

VISION

We believe in a world where the places we live, work, and play are a reflection of who we are.

Therefore, we are keen on developing the most beautiful destinations in your city to create the best moments of your day whether you are at work, at home, or enjoying your free time.

MISSION

We create iconic landmark real estate destinations and vibrant communities that companies, citizens and residents feel proud of, and tourists would love to come and see by expanding the boundaries of urbanism and enhancing quality of life in KSA.

PURPOSE

We aspire to be the developer of choice for integrated communities and logistics hubs by delivering the highest quality and building trust.





OUR VALUES

1

Premium, Proactive & Perfect

We are dedicated to innovation, creativity and making a significant difference in all our projects.

2

Front of KSA, First Mover & Forward Looking

We look forward to creating primary destinations that symbolize our identity in each city to be an icon of mastery.

3

People First

Our employees are given top priority as they are vital to both customer satisfaction and company success.

4

Innovate with Integrity

We focus on sustainable innovation and building trust.

5

Customer Centric

Our deep understating of real estate business enables us to create broad opportunities set for our clients.

OUR SERVICES

Our services elevate the standard for real estate destination design and innovation to enrich the human experience.

DEVELOPMENT SERVICES



Site Selection



Feasibility Study



Project Finance



Design & Engineering



Project Procurement



Construction & Project Management



Property Operation



Leasing & Sales



Facilities Management



Marketing & Communication



Collection & Debt Management



Health & Safety Management



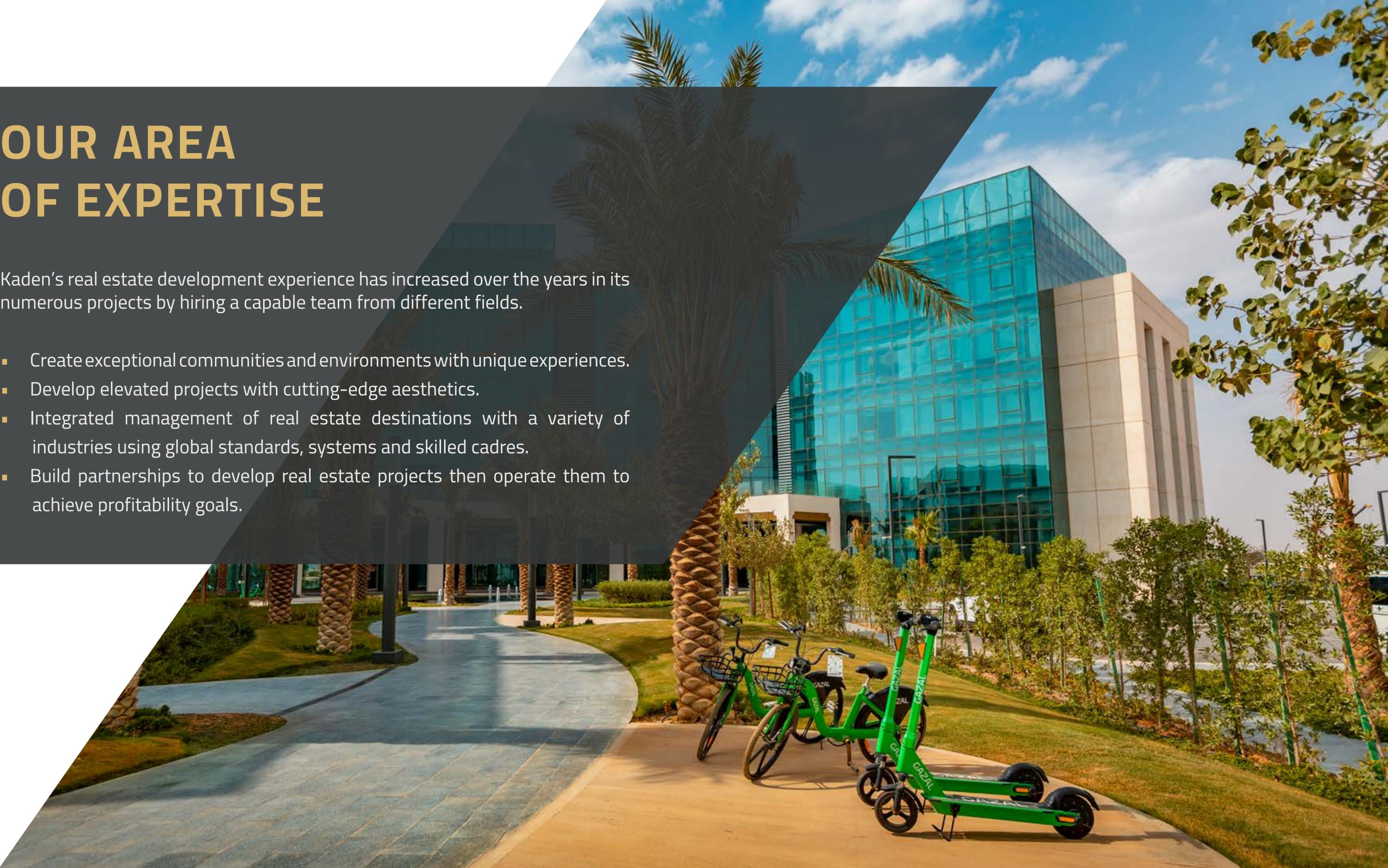
Visitors Experience & Events

PROPERTY MANAGEMENT SERVICES

OUR AREA OF EXPERTISE

Kaden's real estate development experience has increased over the years in its numerous projects by hiring a capable team from different fields.

- Create exceptional communities and environments with unique experiences.
- Develop elevated projects with cutting-edge aesthetics.
- Integrated management of real estate destinations with a variety of industries using global standards, systems and skilled cadres.
- Build partnerships to develop real estate projects then operate them to achieve profitability goals.



OUR TEAM

EXECUTIVE TEAM

Our executive team consists of elite professionals with over 150 years of experience in all aspects of development and property management. They are defined by strong management skills and modern technical proficiency to offer seamless service in our projects.

WORKFORCE

We ensure to maintain our workforce's excellence by recruiting the best talents and providing an ideal productive environment that encourages professional growth and innovation.

Our team is the core of our success, and we ensure to build a relationship of integrity, trust, and sustained growth to achieve our mutual ambition.



OUR PROJECTS

Through our comprehensive vision and knowledge in the process of development and changing economic trends, we have created commercial, industrial, and mixed-use environments that reshape the built environment to spark the curiosity, sense of adventure, and delight that people experience when they visit a landmark destination in Saudi Arabia.



ذا لوجستكس پارك
The Logistics Park



واجهت الرياض
RIYADH FRONT

RIYADH FRONT

Your Place to Explore, Connect & Thrive.

Kaden established Riyadh Front, a remarkable urban experience on a **360,000 Sqm** with a future vision to provide a place where time is limited but quality is unlimited.

A place where you will find an integrated environment that reinterprets lifestyle and business in an exceptional way. In 2022, ROSHN acquired Riyadh Front and is operated and managed by Kaden.

606,127 sqm

Developed Area

265,664 sqm

Green & Open Spaces

6000+

Parking Spaces

150+

Shops & Restaurants

واجهات الرياض
RIYADH FRONT

LOCATION ATTRACTIONS

Kaden strategically located Riyadh Front around a variety of significant landmarks in the northeast area of Riyadh, the capital of Saudi Arabia.

10 minutes

from King Khalid International Airport.
from SAR train station.
from Riyadh Metro – SABIC station.
from Imam Mohammad Ibn Saud Islamic University.

4 minutes

from Princess Nourah bint Abdulrahman University.
from Riyadh Front Exhibition & Convention Center (RFECC).

2 minutes

from SEDRA by ROSHN.

واجهات الرياض
RIYADH
FRONT

BUSINESS AREA

In **2018**, Riyadh's pioneer business hub opened its doors for more than 40 leading national and international companies.

The Business Area is an integrated workplace that encapsulates modern office buildings with glass facades that let in natural light and provide a full view of greenery, waterscapes, and scenic beauty. It is an embodiment of the optimal work environment.

The surroundings of the Business Area foster the ideal environment for creativity and innovation so that your business is in line with future requirements.

واجهات
الرياض
RIYADH
FRONT



BUSINESS AREA

290,927 sqm

Developed Area

77,979 sqm

GLA

150,777 sqm

Green & Open Spaces

3000+

Parking Spaces

50+

Offices

SERVICES & FACILITIES



Security



Conference Halls & Meeting Rooms



Car Wash



Valet Parking



Nursery



Restaurants & Cafés



Golf Carts



Shuttle Bus

**BUSINESS
AREA**

واجهت الرياض
RIYADH
FRONT



Deloitte.



SAMI



المركز السعودي للأعمال
Saudi Business Center



Boehringer
Ingelheim

stc



nusaned
INVESTMENT COMPANY

سابك
عناك

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority



انفاذ
infath
مركز الإسناد والتصفية
Endowment and Liquidation Center

عبر المملكة
PAN KINGDOM
HOLDING

دسر
DUSSUR



L3HARRIS™

xylem



حراج

اتصالات
etisalat

MIDWAM

التنفيذي
ALTANFEETHI

nine lakes

Navantia



SNC-LAVALIN

noon

SERVCORP

DIAVERUM

OUR PARTENERS

BUSINESS
AREA

واجهت
الرياض
RIYADH
FRONT

SHOPPING AREA

In October 10th **2019**, Riyadh's one-stop destination for shopping, dining and entertainment opened its doors with more than 150 elite class brands. Soon enough, the Shopping Area became an attraction spot for the city's top events where visitors can create the most delightful memories all-year-around.

The Shopping Area has an inspiring architecture and it's full of fascinating greenery, soothing waterscapes, open-air space and closed air-conditioned corridors surrounded by elite-class brands, tantalizing dining options and diversifying entertainment activities that spark curiosity, sense of adventure, and delight that people anticipate when they visit the Shopping Area.

واجهات الرياض
RIYADH
FRONT



SHOPPING AREA

315,200 sqm

Developed Area

114,887 sqm

Green & Open Spaces

3000+

Parking Spaces

100+

Retailers & F&B

SERVICES



RedBox Lockers



Electric Car Chargers



Car Wash



Valet Parking



ATM Machines



Mobile Power Banks



Wheelchairs



Saudi Post
Parcel Station

SHOPPING
AREA

واجهات الرياض
RIYADH
FRONT



AND MORE
VARIOUS SELECTIONS

OUR PARTENERS

SHOPPING
AREA





واجهات
الرياض
RIYADH
FRONT



واجهات الرياض
RIYADH FRONT

THE LOGISTICS PARK

A New Era of Logistics, The Logistics Park is scaling up for the future.

Kaden sought to create a unique logistical hub with features not found in numerous warehouses around the Kingdom. In addition to its strategic location connecting the most significant areas in Riyadh region, The Logistics Park offers modern logistics services to ease the transfer of goods.

3PL

Logistics Operation

24/7

Security Services

14 m

Ceiling Heights

ذا لوجستكس پارک
The Logistics Park



OUR SERVICES

Properties Management

We dedicated a highly-qualified and specialized team in each service provided in our project to ensure efficient performance and customer satisfaction.

Security & Safety

We provide 24/7 security services and surveillance cameras along with the access control of trucks and labor to ensure the safety of goods and equipment.

3PL Logistics Operation Service

3PL specializes in integrated operation, warehousing and transportation services which can be scaled and customized to customers' needs based on market conditions.

Support Facilities

We provide support services and offer dedicated truck parking spaces to facilitate entry and exit to meet our client's satisfaction.

ذا لوجستكس پارک
The Logistics Park



WAREHOUSES SPECIFICATIONS

- Heat insulation
- Fire alarm system
- Integrated infrastructure
- Ceiling heights up to 14 m
- Loading and offloading area
- Instant water immersion firefighting system

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The Logistics Park





OUR PARTENERS

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The Logistics Park





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KADEN.sa



كادن™
KADEN