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Real Estate Market Overview

Strong Growth Drivers for Dubai's Residential Market (1/2)

Close Proximity to 2.5 billion People⁽¹⁾









Significant Initiatives by Government in Infrastructure, Social Economy & Security to Promote a Resident-driven Economy

Cutting-Edge Infrastructure

roads, ports and airports

serving as **one of the world's**

busiest gateways into the

for

commerce, and tourism.

Boasts

region



business,

state-of-the-art

Safety

Ensuring

Ranked 5th in the world's safest cities (2025) for citizens, residents and visitors. Considered as a "Safe Heaven" market for investors.

New Work Week

Announced in 2021, the Monday – to – Friday workweek, has increased attractiveness for international companies

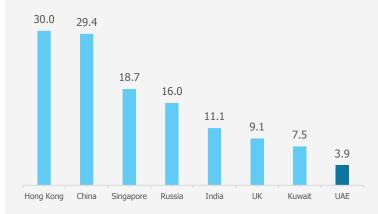
Unemployment Insurance

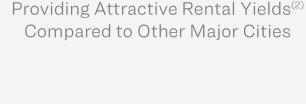


UAE has introduced unemployment insurance, to encourage international talent to continue to be based in UAE

An Ideal Destination for Residents to Own Property

Residential Market Price-to-Income Ratio (Years)







World population provided by United Nations; 1/3 & 2/3 addressable population provided by Dubai Airports

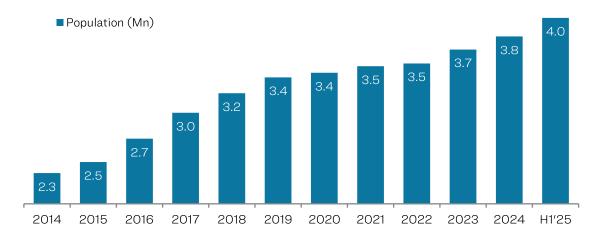
(2) Gross rental yield

Sources: World's Best Cities report 2024, BCG Report, Markaz UAE Real Estate Report Feb-25, Tripadvisor's top 10 destinations for 2025, Crime Index 2025





Steady Population Growth and Household Demand



Investor Friendly Visa Initiatives Boosting Dubai's Appeal

With Significant influx of High-Net-Worth Individuals



Golden Visa

10-year golden visa program for:

- 1. Top achievers with specialized talent like doctors, scientists, executives, etc.
- 2. Real estate investors who have purchase property of more than AED 2 Mn in UAE
- 3. Investors investing more than AED 2 Mn in UAE based investment funds Dubai has issued more than 158K golden visas in 2023, nearly 2x from 2022 and 3x from 2021



Green Visa

5-year green residence visa to attract diverse pools of talent, including skilled professionals, freelancers, investors and entrepreneurs



10-Year Cultural Visa

Offered to creative talents in the fields of literature, culture, fine arts and other knowledge-related sectors



Remote Workers

Allows for work visas to be issued to those looking to relocate to Dubai but continue to work remotely for an existing employer



Retire in Dubai Scheme

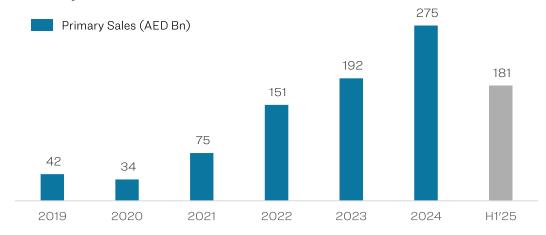
For expatriates aged 55 and above seeking to retire in the UAE and enjoy an enhanced quality of life through longterm residency



Dubai's Residential Market Continues to Sustain Robust Growth Momentum



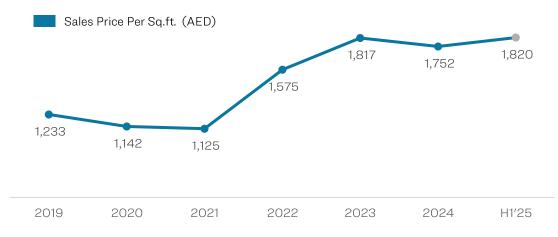
Primary Market Sales Growth Momentum Continues...



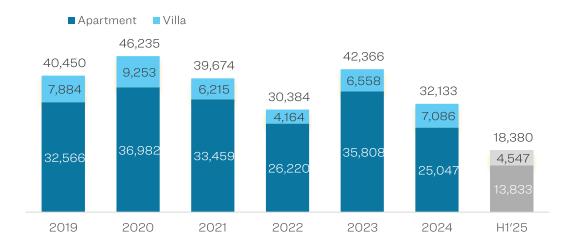
Rental Yields* (%) Remain Consistently High...



...Supported by Stable Avg. Selling Price Realizations



...Due to Limited Deliveries Coming to the Market



7

^{*} Gross Rental Yields Source: Dubai Land Department, REIDIN





Key Statistics (2024)

4.1 Mn 7.5%

3.2 Mn

Total Population Population Growth Rate

International Visitors

1.2 Tn

3.8%

54.7%

GDP (AED Trillion)

GDP Growth Rate Non – Oil GDP as % of GDP

Abu Dhabi is Emerging as a Premier Destination for Business & Elevated Living Driven by Below Key Growth Catalyst



Economic Diversification Beyond Oil

- Govt. launched formal diversification strategy in 2008 to reduce reliance on oil revenues
- Non-oil GDP grew 6.2% in 2024 becoming main economic driver contributing ~55% of GDP
- Announced "Abu Dhabi Vision 2030" framework for further economic development



Premier Business & Innovation Hub

- Ranked saftest city in the world for 9 consecutive years and the 4th best city to work globally
- Free zones like ADGM, KEZAD serve as major financial hubs with business friendly policies
- Platforms like Hub71 and ADIO's Innovation Program support startups



Thriving, Community-Focused Living

- Since 2019, Abu Dhabi has enabled freehold ownership in prime zones
- Communities like Yas Island, Saadiyat Island, etc. provides world class amenities to its residents
- Global luxury branded residencies like Ritz-Carlton, Nobu, Six Senses increasing their presence in Abu Dhabi seeing market's potential



Vibrant Entertainment & Lifestyle

- World-class entertainment for tourist with landmarks such as Ferrari World, Warner Bros. World, Yas Marina Circuit, the Louvre, etc.
- Upcoming Disneyland, Harry Potter theme parks are further cementing its position as a global hub for leisure and culture



Strategic Connectivity Across Transport Modes

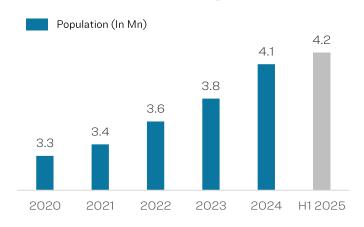
- Road Sheikh Zayed Road, connects Abu Dhabi with all emirates of the UAE. Apart from the road connectivity, Abu Dhabi is also planning to start air taxi by 2026
- Airport –Zayed International Airport is rapidly becoming a hub to connect major cities worldwide
 - Rail Upcoming 2026 Etihad Rail project to boost connectivity with all emirates



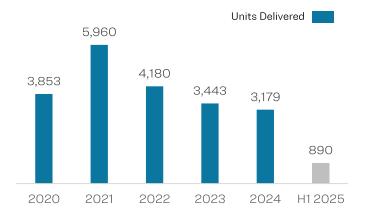
Off-Plan Sales Growing Significantly.....



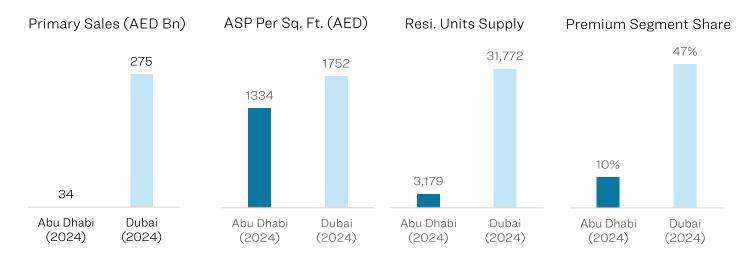
....Due to Increasing Population



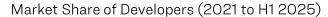
& Lower Supply Coming to the Market

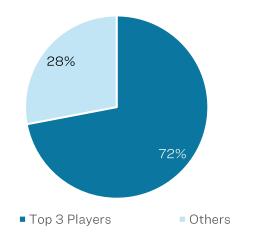


Similar Demographics & Smaller Market Size than Dubai's Market Indicates Potential for Rapid Expansion



Market Share Concentration Signals Room for More Competition









Sobha Overview





47.8 Mn+

Saleable area (sq. ft.) of projects launched

37,000+

Number of units launched since inception

13.3 Mn+

Saleable area (sq. ft.) delivered

7,000+

Number of units delivered since inception

AED 15.6 Bn

Property Sales (H1 FY 2025)⁽²⁾

AED 27 Bn+

Revenue backlog as of Jun-25⁽³⁾

Sobha Realty is the 3rd Largest Real Estate Developer ⁽¹⁾ in Dubai. The Group has an Established Track-Record of Development of Luxury and Ultra-luxury Residential Communities & Projects in UAE

AED 7.2 Bn
Revenue (H1 FY 2025)

AED 2.3 Bn EBITDA (H1 FY 2025)

Sobha's Edge: Vertical Integration

End-to-end Execution across All Phases of Project Development



DESIGN & ENGINEERING



MANUFACTURING

Cost-effective Manufacturing of high-quality Materials

Glazing Metal & Façade Works

Furniture & Interiors

Concrete & Modular Manufacturing

In-house manufacturing driving quality sourcing and cost effectiveness

CONSTRUCTION



POST HANDOVER

Post Handover Services Ensuring Customer Satisfaction

Facilities Management

Community Management

Security Services

District Cooling Services

Dedicated customer support teams to foster peaceful community living

Coordinated Design & Engineering Approach

Architectural & Structural Design

Masterplan Designing

Landscaping & Environment

450+ in-house architects for quick Turnaround of masterplan designs



Inhouse Construction
Driving Superior Quality

Civil Structure & Landscaping

Mechanical, Electrical, Fabrication & Plumbing Work

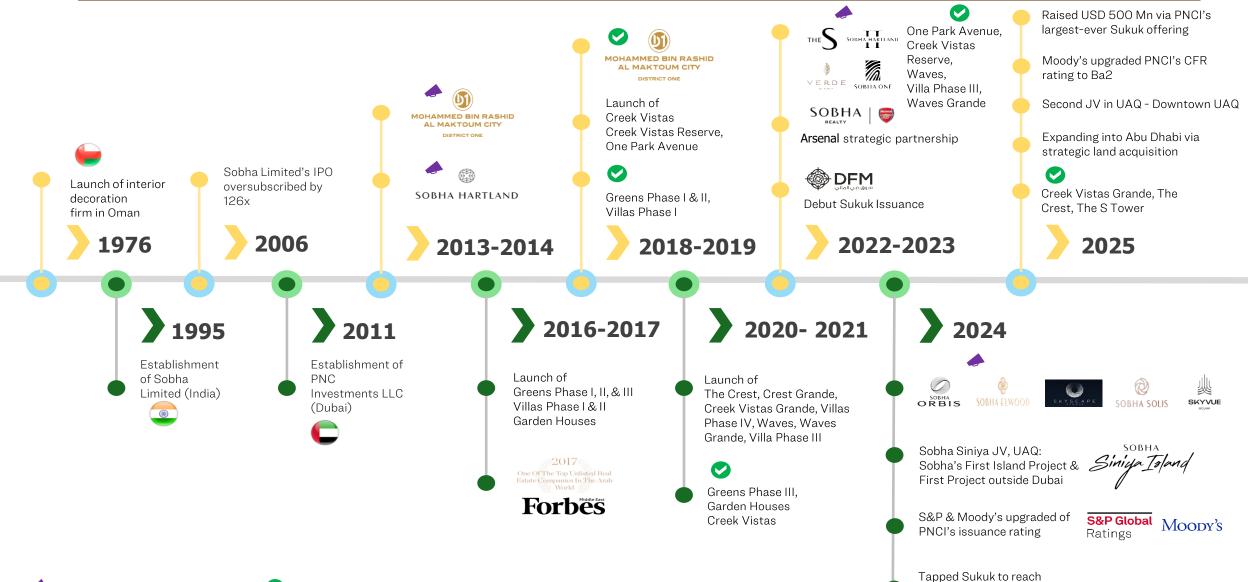
Complete Interior & Exterior Works

Own workforce of 50K+ employees ensure ahead-of-schedule deliveries



Sobha's Journey: Key Milestones





benchmark size of USD 500 Mn





Business Overview

Footprint Across Key Markets in and around Dubai

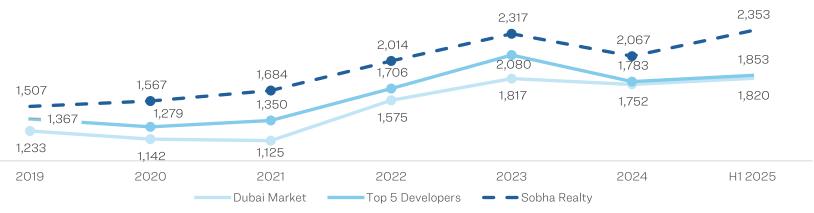


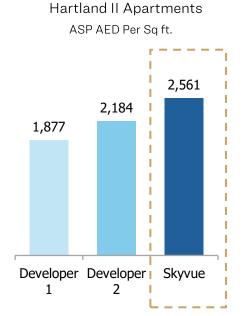


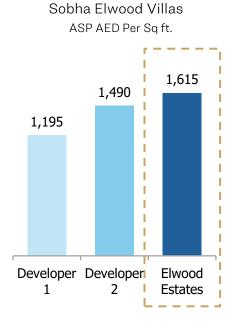
Superior Competitive Positioning Demonstrated Through Sizable Premium vis-à-vis Market

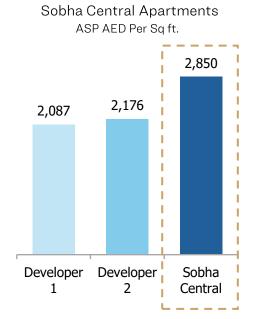


Consistent Pricing Premium of c.20% vs. Market









Key Differentiators

Established Brand Name

Superior Product Quality

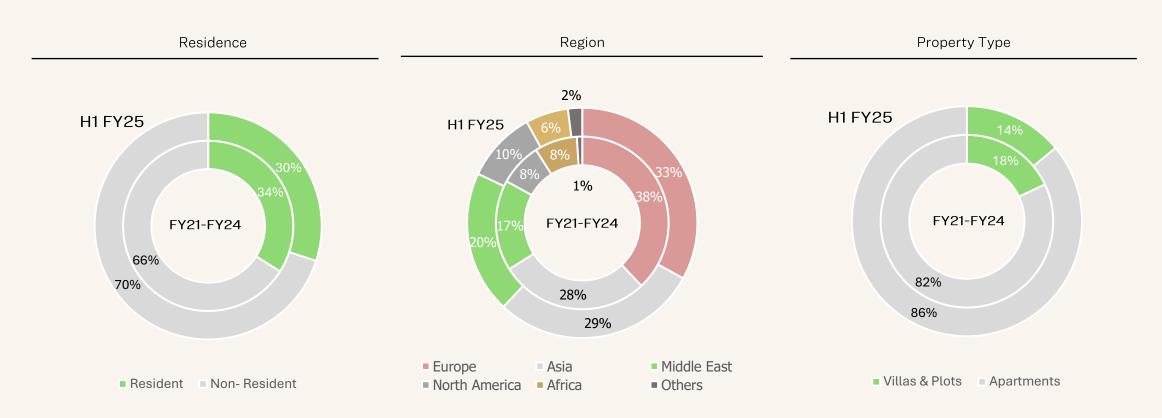
Ahead of Time Deliveries

Premium Land Parcels at Strategic Locations

Source: REIDIN



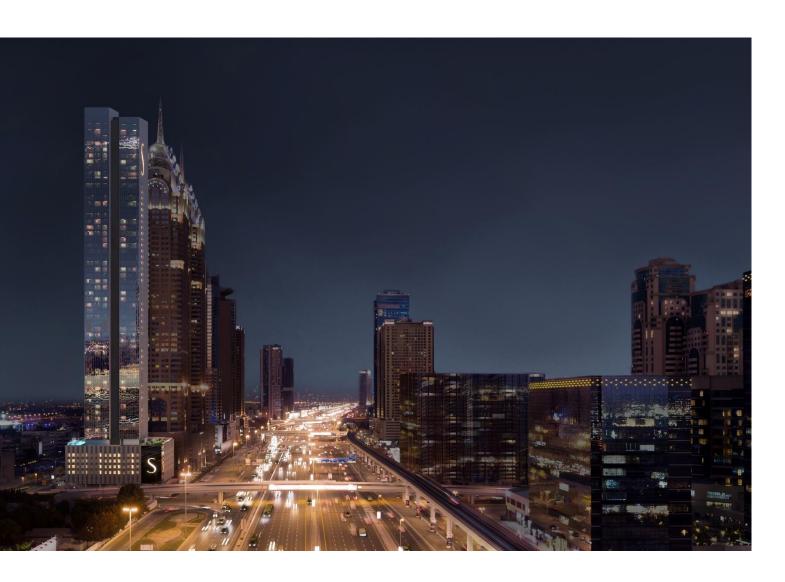
Bifurcation of Customers (Cumulative 4 Year Period from FY21 to FY24 & H1 FY25)



Slew of Sobha Launches in H1 2025 Across Diverse Locations in Dubai & UAQ



Project	Launch Date	Location	Emirate	Handover	Saleable area ('000)	Units Launched
Bayside Marina Residences	Jan-25	Siniya Island	UAQ	2029	353.9	442
The Element by Sobha One	Feb-25	Ras Al Khor	Dubai	2028	464.9	327
Pierside Marina Residences	Feb-25	Siniya Island	UAQ	2029	385.2	495
Skyvue Spectra	Mar-25	Hartland II	Dubai	2029	413.0	472
Starline Beach Residences	Mar-25	Siniya Island	UAQ	2029	318.7	373
Skyvue Stellar	May-25	Hartland II	Dubai	2029	705.0	602
Sobha Aquamont	May-25	Downtown	UAQ	2028	881.1	1101
Sobha Central - The Horizon	May-25	SZR	Dubai	2029	886.0	1009
Yachtside Residences	May-25	Siniya Island	UAQ	2029	310.9	418
Pristine Beach Residences	May-25	Siniya Island	UAQ	2029	320.6	401
Sobha Central - The Eden	Jun-25	SZR	Dubai	2029	614.2	775
Bayfront Marina Residence	Jun-25	Siniya Island	UAQ	2029	353.3	522



Financial Overview

Superior Financial Profile with Continued Improvement over the Years

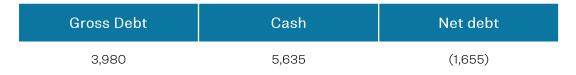




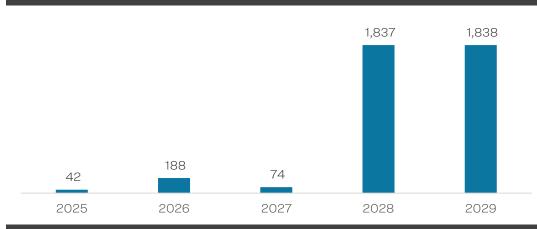
Healthy Liquidity Underpinned by Sizeable Cash Balances and Spaced-out Debt Maturity



Healthy Cash Generation leading to Ample Liquidity (AED Mn)*



Long-tenured Loans, further Boosting Liquidity Profile (AED Mn)*



Credit Ratings

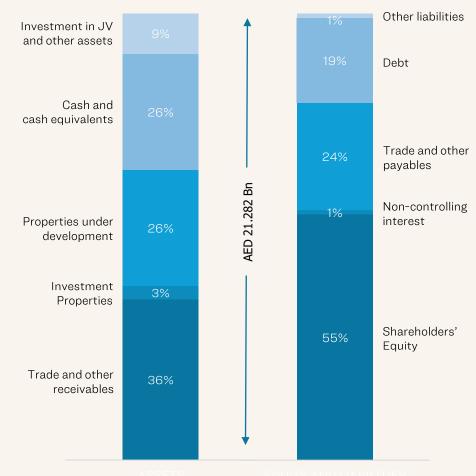
S&P Global Ratings

Sukuk: BB/Stable CFR: BB/Stable

Moody's

Sukuk: Ba2/Stable CFR: Ba2/Stable (*CFR Rating Upgraded in Apr'25*)

B/S Break Down - as on 30th Jun 2025



SSETS EQUITY AND LIABILITIE

*As on 30th Jun 2025

Well Defined Operational & Financial Parameters to Ensure Long Term Sustainability





Land Bank

Maintain sufficient land bank to serve next 2-3 years demand

Current land bank sufficient to support near-term growth

Focus on land parcels in desirable locations on deferred long-term payment plans



Inventory

Ensure there is no more than 6-9 months inventory prior to new launches

Fast tracking of identified project launches to cater to increased demand

Agile strategy to review launch schedule based on market trends



Sales Strategy

Target to sell 50% of the project within first 6 months of launch

Ensure projects are materially sold prior to incurring significant construction costs



Payment Plans

Tightening payment plans reducing funding gaps

No reliance on posthandover payment plans for new sales

Average payment plan for projects: ~70% during construction and balance on completion



Leverage & Liquidity

Leverage:

Net Debt / Equity to not exceed 1.25x

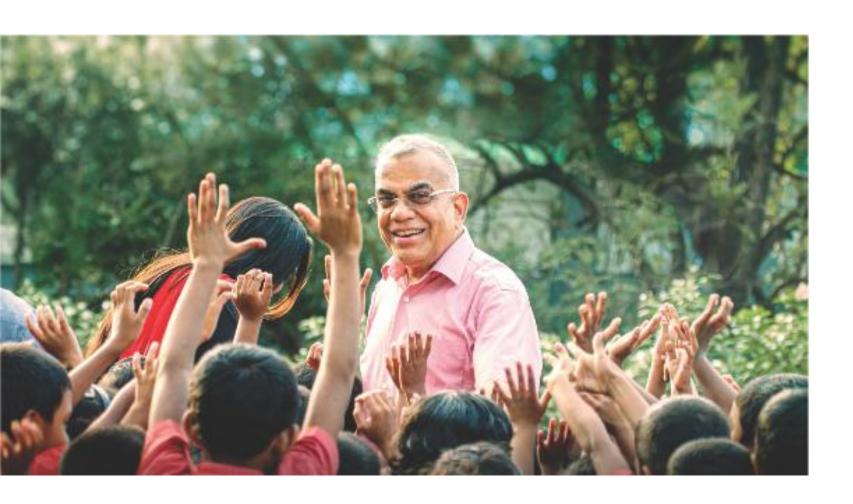
Net Debt / EBITDA to not exceed 2.75x throughout development cycles

EBITDA / finance cost to be maintained at greater than 1.5x

Liquidity:

Maintain cash balance of 4 – 6 months of operating expenses





Environmental, Social & Governance

Environmental - Seeking Excellence in Sustainable Developments and ESG Reporting



Environment Sustainability remains a Core Philosophy

- Sobha has pledged to support the UAE Ministry of Climate Change and Environment in its Net Zero by 2050 strategic initiative, and has established an internal Net Zero strategy to align with overall UAE's strategy
- It has implemented robust tracking methodology and constant feedback reporting to ensure it is constantly making progress in its climate actions
- A clear strategy for sustainability is in place to achieve Sobha's vision to accelerate the global transition to a sustainable environment. It has partnered with Synergy to enhance sustainability and improve its ESG rating across its supply chain

Received Multiple Awards for Excellence in Sustainability Initiatives

- 'Best Overall Sustainable Performance' accolade at the Middle East Sustainability Leadership Awards 2024
- 'Exemplary Circular Economy Program 2024 Award' from the Dubai Supreme Council of Energy
- Sustainable Project of the year Sobha One





Sound Sustainability Reporting & Adherence to Global Standards



ESG, TCFD Reporting & GHG Assessment

- Voluntarily initiated ESG reporting in 2021, the recently published 2024 Report underscores Sobha's commitment to ESG
- Voluntarily supported TCFD. Released its second report for 2023
- Completed comprehensive GHG assessment (2024) for the 3rd consecutive year comprising all scopes i.e. Scope-1, Scope-2 and Scope-3
- Established an internal Net Zero road map strategy to align with overall UAE's national Net Zero agenda



GRESB Development Benchmark

- Achieved score of 91 in 2024 a significant jump from the score of 72 achieved in 2023 as a first-time participant, well ahead of the global average
- Sobha ranks 5th among its peer group in benchmarking defined by GRESB, reflecting its commitment to sustainability excellence. The company has also been included in GRESB's Expert Services Group, contributing real estate and infrastructure expertise



GRI

Alignment to Global Sustainability Standards

- Aligned our strategy against 14 United Nations Sustainable Development Goals which most relevant to our business, as part of a voluntary initiative reflecting our commitment to implement universal sustainability principles and support the UN's goals
- Adopted the Global Reporting Initiative ("GRI") Standards for ESG benchmarking with annual performance review against each benchmark to ensure progress is being made on each key initiative

Environmental - Ensuring Sustainable Operations with Key Climate Initiatives & Green Certificates



Key Climate Initiatives

Solar Energy Project

 Implementation of multiple Solar PV projects across construction sites, factories, offices with a combined planned capacity of over 10 MW, reducing reliance on electricity from conventional sources

Low-Carbon Cement

Switched to Vertua low-carbon cement across selected projects, reducing CO₂ emissions from one of the most carbon-intensive construction materials

Biodiesel Usage

 Adopted B5 biodiesel across construction activities, with 1.5 million liters used in 2024, reducing carbon emissions from fuel combustion and lowering reliance on fossil fuels

Energy Optimization Initiatives

 Introduced energy-saving measures at manufacturing and construction sites, such as LED lighting upgrades, better control of HVAC and equipment usage, automated HVLS fans, and optimized generator sizing — all aimed at reducing energy use and emissions

Hybrid Vehicles

 Added four hybrid vehicles to the fleet, improving fuel efficiency and reducing greenhouse gas emissions, with plans to expand the fleet further in the near future

Advancing Efficiency Through the 70:70 Strategy

• Introduced the 70:70 strategy, targeting 70% of construction activities to be shifted to controlled manufacturing environments and 70% process automation to reduce material waste and optimize energy use

Pursuing Global Green Building Certifications across all Major Developments

BCA GREEN MARK



Note: In 2024, Sobha One achieved the prestigious BCA Green Mark Platinum Super Low Energy (SLE) Certification

- It is the first project outside Singapore to get SLE Platinum Certificate.

FITWELL



LEED GOLD



LEED PLATINUM





LEED SILVER







Social - Committed to serving the people within Sobha and the Communities we operate in





United Arab Emirates (UAE)

Al Jalila Foundation - Dubai

The Al Jalila Foundation, which is supported by the Dubai Government, undertakes medical education and research initiatives in the UAE. Mr. PNC Menon, and others have helped raise AED 220 Mn (\$60m) for the cancer hospital, out of which Sobha Realty has committed AED 10 Mn (\$4m)

Noor Dubai

Mr. PNC Menon, has committed to contribute AED 10 Mn (\$4m) to Noor Dubai, which conducts free eye operations for the visually challenged in various developing countries across the world

India

Sobha Care

Under the Sobha Care Program, technicians and their families are eligible to obtain monetary benefits of various kinds to improve their quality of life and motivate them to grow along with the company

Programs under Sobha Care include Sobha Edu Care (scholarships to children), Sobha New-born Care, Sobha Women Empowerment, Sobha Marriage Blessings and Sobha Housing Scheme

Billion Meals Endowment fund - UAE

A personal donation of AED 50 Mn (\$14m) was made by Mr. PNC Menon, to benefit the cause of the '1 Billion Meals Endowment' campaign launched by Mohammed Bin Rashid Global Initiatives (MBRGI) to provide food to disadvantaged underprivileged individuals in over 50 different countries

Endowment University in Dubai

MBRGI and Sobha Realty signed a charitable grant agreement for the establishment of an endowment university in Dubai

SOBHA SIGNING OF PHILANTHROPIC AGREEMENT OF AN ENDOWMENT UNIVERSITY IN DUBAI

1,000 Homes by Sobha Community Home Project

'GRIHA SOBHA' achieved the milestone of hand over of first 100 homes (out of the 1,000 promised homes) for free, to women from underprivileged families in March 2024, with the foundation stone being laid for another 120 homes

Sobha Healthcare Center

Sobha Healthcare was established to make healthcare accessible for the 2.500 underprivileged families Kizhakkencherry, Kerela

Sobha Academy

With 1,200 students getting a quality education at no cost, Sobha Academy is truly helping India grow from its grassroots

Sobha University for Women

Sobha University is full-fledged residential university, established to provide free access to advanced college cutting-edge education with infrastructure. It covers all expenses for 5,000 female students

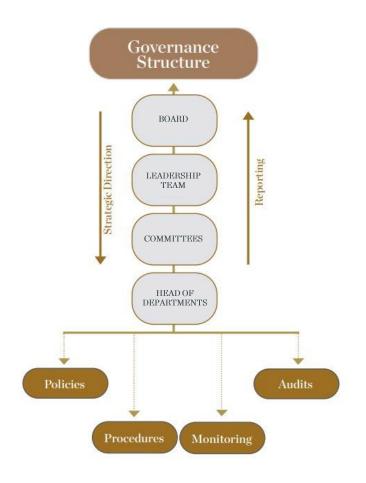


SAS Housing Initiative

Mr. PNC Menon, signed an MoU with Rahma Association Motherhood and Childhood in Muscat to contribute OMR 9.6 Mn (\$25m) over the next 10 years, beginning in 2023, to build 300 homes for orphans and needy families. The association seeks to provide a better life for orphans and underprivileged families registered with it, by implementing the SAS project which aims to provide suitable housing for them



Prudent Corporate Structure



Multiple Governance Committees (Ensure Efficient Operation across all Levels of the Company)



Risk Management Committee



Through its proactive stance, the Committee bolsters the organization's resilience and navigate the risks inherent in its diverse business portfolio

organization.



Investment Committee

Tasked with evaluating and deciding on the allocation of the group's capital across diverse investment opportunities, the Investment Committee meticulously analyzes the market trends, risk factors, and potential returns.

This pivotal role ensures optimization of the group's investment portfolio, fostering prudent financial management and driving sustainable growth and profitability for the Group



Nomination & Remuneration Committee

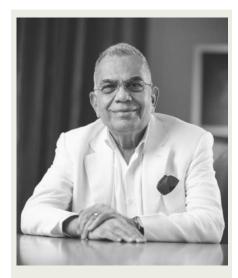
The Nomination and Remuneration Committee is responsible for identifying and nominating qualified candidates for Board and executive roles, as well as reviewing and recommending appropriate remuneration packages for key executives and director.

This ensures alignment with industry standards, the company's performance metrics, and reinforces good corporate governance across the Group



Audit Committee

Responsible for overseeing financial reporting, internal controls, risk management, and compliance with regulatory requirements. The Audit Committee ensures the integrity of financial statements and monitors the effectiveness of internal audit functions.



Mr. PNC Menon Founder

Mr. PNC Menon is the Founder Sobha Group. He began his career in the Middle East in 1976 and established himself as one of the largest turnkey interiors and contracting solutions providers in the GCC region. With over four and a half decades of experience and a relentless commitment to delivering world-class quality, he has helped the Company become the 3rd largest developer in Dubai in less than a decade



Mr. Ravi Menon Chairman

Mr. Ravi Menon has 23+ years of experience in construction and real estate development. He focuses, on the group strategy, project execution, quality control, technology advancement, and customer satisfaction. Prior to being appointed Chairman of the Group, he served as Chairman of Sobha India. He also serves as Chairman of the Board of the Company



Dr. Mahmoud AlBurai Independent Director

Dr. Mahmoud AlBurai has 18+ years of experience in the real estate sector. He currently holds the position of President at FIABCI Emirates and serves as a senior advisor in the Dubai Government. Earlier he served as the CEO of the Dubai Real Estate Institute, RERA and Dubai Holding. He also serves as an Independent Director on the Board of the Company



Mr. Francis Alfred
Managing Director

Bringing over 24 years of experience to his role, Mr. Francis Alfred is responsible for the overall management and monitoring of master planning, project lifecycle, design and delivery of all the Group's real estate projects under development. He also serves as a Director on the Board of the Company



Mr. Nikunj Patel
Chief Financial Officer

With 11+ years of leadership experience, Mr. Nikunj Patel is a seasoned finance professional with a strong track record in corporate finance, treasury, legal and compliance, investment management, and management consulting. He is a Chartered Accountant and holds B.com degree and certification in business valuations





Summary

Established Private Developer in the UAE with Key Competitive Advantages





Established Presence in the UAE market

Strategic location in 3 out of 7 Emirates with a focus on infrastructure driving healthy growth of the economy



Established Track Record

45+ years of experience in real estate development, with a growing number of successful projects in Dubai



Market-Leading Quality

Demonstrated premium vis-à-vis peers, in recognition of high-quality offering



Backward Integration

One of the few fully backward integrated real estate players in UAE which allows full control of development cycle



Agile and Efficient Operations

The ability to adapt to market trends, allowing for the acceleration or delay of developments and launches



Established Marketing Channels

Robust brand recognition, with access to an increasingly diverse buyer universe



Strategic Land Bank

Sufficient land bank to facilitate medium-term pipeline and visibility for future developments



Strong Balance Sheet

Significant liquidity to fund existing and pipeline projects, with highly conservative leverage levels



Advanced ESG Implementation

Sophisticated sustainability monitoring inplace with key initiatives currently being implemented across the E, S and G





Appendix

Sobha's Position in Market through Quality





Recently Delivered Projects in Hartland

CREEK VISTAS GRANDE		SOBHA HARTLAND VILLAS		WAVES GRANDE	
Units	400	Units	114	Units	440
Saleable Area	441K Sq Ft	Saleable Area	800K Sq Ft	Saleable Area	453K Sq Ft
Scheduled Delivery	Jul 25	Scheduled Delivery	Jun 24	Scheduled Delivery	Oct 23
Actual Delivery	Feb 25	Actual Delivery	Jul 23	Actual Delivery	Aug 23
ONE PARK AVENUE		WAVES		THE CREST	
Units	413	Units	603	Units	1518
Saleable Area	504K Sq Ft	Saleable Area	410K Sq Ft	Saleable Area	1,313K Sq Ft
Scheduled Delivery	Apr 23	Scheduled Delivery	Mar 24	Scheduled Delivery	Dec 25
Actual Delivery	Jul 22	Actual Delivery	Feb 23	Actual Delivery	Jun 25

- Launched in 2014, Hartland is Sobha's first independently developed project in Dubai with the sale value of USD 5 Bn+
- Freehold community in MBR City spanning over 8 Mn sq. ft. comprising 19 residential & mixed-use projects of ~9,000 units
- Residential projects includes villas, townhouses, plots & high-rise apartments.
 30% of Land Reserved for Park, Open Space & Waterfront Walkway
- Current Status: 16 Projects Delivered & 3 Projects are Under Construction

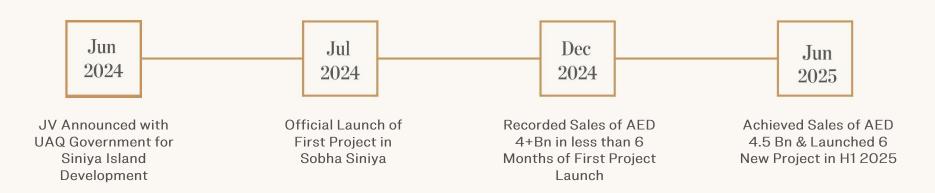
2014	•	Launched Hartland Community starting with Greens Project
2018	•	Commenced Project Deliveries – Over 250,000 Sq. Ft. Delivered
2020	•	Community Expansion through Strategic GFA Acquisition and New Project Launches
2023	•	All Projects in Community 100% Sold- out
2025	•	Delivered 16 Projects (6,300+ Units) till date. Community to be completed by 2026

Setting Benchmark in Dubai Market by Providing Superior Quality & Delivering all Projects Ahead of Schedule....





- Sobha's first island project, launched in a 50:50 JV with the government of UAQ
- Natural island development spanning over ~23 Mn sq. ft. with an estimated sale value of AED 25+ Bn from 8,000+ residential units
- Beachfront 1 & 2-Bedroom Apartments & Spacious 3-Bedroom Duplexes with Premium Amenities Direct Access to 7 KM of Private Beaches, Marina, Adventure Lagoon & Water Sports Hub.
- Estimated to be completed in 2032.





DOWNTOWN UMM AL QUWAIN

- Extended partnership with Government with the 2nd JV projects –
 Downtown UAQ: Sobha's Costal Master Community project
- Coastline development spanning over ~30 Mn sq. ft. with plans to deliver over 55,000 residential and commercial units
- Beachfront 1 & 2-Bedroom Apartments & Spacious 3-Bedroom Duplexes with Premium Amenities Direct Access to 7 KM of Private Beaches, Marina, Adventure Lagoon & Water Sports Hub.
- Estimated to be completed in 2034.



