



15

## LEAD DEVELOPMENT

In 2010, LEAD Real Estate Developer LLC emerged as a strong contender in Abu Dhabi's market, with a strategic objective of catering to HNWIs by providing them with luxurious real estate prospects. Since its inception, LEAD has conceptualised, built, and delivered projects worth in excess of \$7.62 billion.

One of LEAD's most anticipated projects is the \$4 billion Jubail Island master-planned community, stretching over 5 million square metres. 2023 is a pivotal year for the developer, with the Jubail Island project making significant progress. Overall infrastructure works are

complete, utilities' services are connected, and Marsa Al Jubail – the Island's marina project, is 70% complete and on track for a handover in October as initially committed. As of June, contracts worth around \$2 billion have been awarded for the project. LEAD also celebrated its first official handover of plots and first title deed to its new owner in Q1 2023, with the next tranche of property handovers scheduled as planned for later this year.

Jubail Phase 1 is advancing steadily. Various villages, including Nad Al Dhabi, Marfaa Al Jubail and Seef Al Jubail, have shown significant progress, with completion figures of 35%-85%. Construction in Nad Al Dhabi will end by Q4 of 2023. Moreover, LEAD has achieved 85% completion in Souk Al Jubail – Jubail Island's modern and vibrant destination, connecting the six villages across the island, providing residents with a convenient central hub and direct access to wellbeing, commercial and residential services. The town centre within Souk Al Jubail redefines the living experience and captures the essence of

community life on the island, and is the perfect haven to enjoy a relaxed lifestyle.

Responsible development remains a core value for LEAD. In alignment with the UAE's sustainability vision, aiming to plant 100 million mangrove trees by 2030, LEAD has committed to adding a million mangroves to Jubail Island. Leading responsible development initiatives amplify the island's ecological footprint and aim to offset over 1,000 metric tons of carbon dioxide annually. Jubail Mangrove Park, an ecological jewel on the island, is a key destination for environmental education, and will welcome increased visitors this year as the UAE hosts COP28. Such initiatives highlight LEAD's dedication to sustainable practices and establishing Jubail Island as a model for responsible and environmentally conscious development, for future generations to enjoy.

LEAD's impressive accomplishments over recent years demonstrate the power of their vision, the trust of their clients, and the unwavering commitment of their growing organisation.