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## The Kingdom of Saudi Arabia

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#### How it started Chairman's Message

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## Hospitality is the heart of our business

Array Company is a mixed-use hospitality operator led by an experienced, multi-national team. Our business models includes a full integrated combination of different components creating a lifestyle destination for short and extended stays, work, dine and socialize.

20,000+

Sqm Serviced Offices

and Collaborative Hub

700

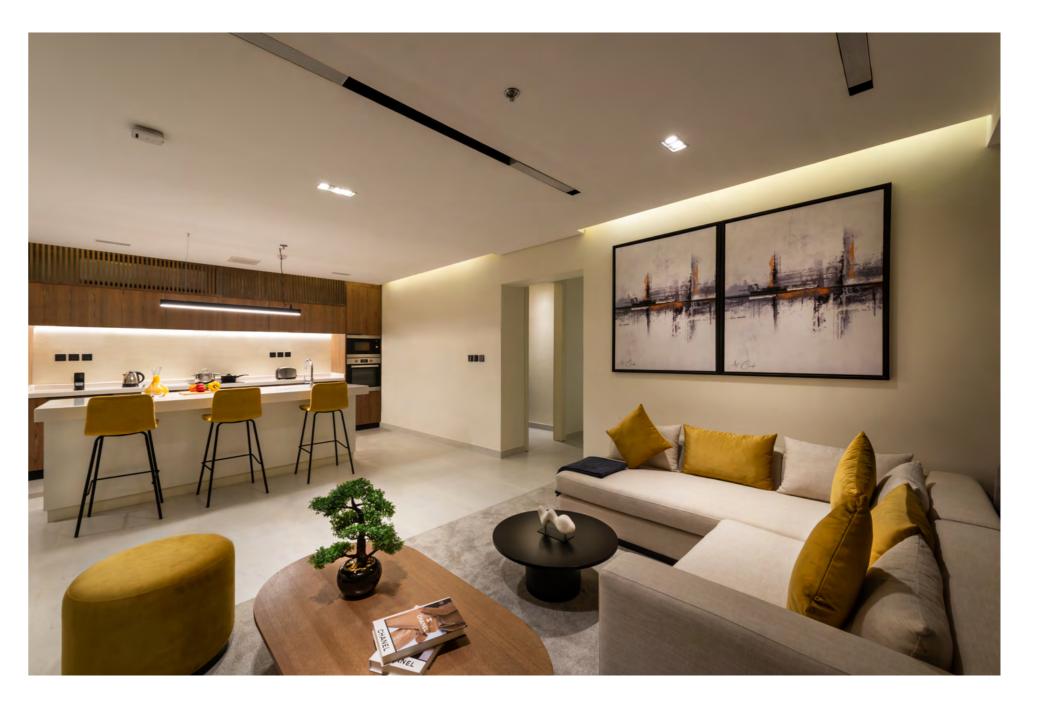
Keys

14

Owned Brands

10+ Projects 2 Countries





## Meet Our Team



#### Naoufal Tekaya Managing Director

Experienced & dynamic senior leader with entrepreneurial out-of-the box approaches and successful track records. 20 Years' Experience, of which 15 in leadership roles in hospitality industry, including strategic, development, commercial, operating, openings, brands lunching and multi – project Management, with focus on delivering value to our team members, Partners, and Owners.



#### Sayed Khalil Residential and Hospitality Director

Certified and experienced in hotel management and hospitality field with comprehensive knowledge of revenue and analysis on competitors and marketing style. 20 progressive Years of experience across different countries including Saudi Arabia, Kingdom of Bahrain, and Egypt.



#### Tarek abou Zeinab Co-working Offices Director

An accomplished leader with over 20 years of experience in successfully delivering transformational change across the flexible office solutions, hospitality and FMCG industry.

Tarek was leading IWG Plc in the Middle East and Africa Region over the past 10 years managing around 82 locations.



#### Wael Rifai Digital Marketing Director

Wael has been working in various fields for more than 6 years, starting his career in Sales and Marketing in several companies in Saudi Arabia. Moving to the Real Estate field marked the start of his diverse experience in this major. As Digital Marketing Executive, he gained knowledge in corporate marketing, with a focus on overseeing and development of the overall content strategy for an enterprise, as well as marketing campaigns.

#### Arch. Nezar Al Ekrmawi Business Development Manager and Lead Architect

Has over fifteen years of design and management experience; his area of expertise involves hospitality as it embarked several luxurious hotel designs and projects that made him an expert in all its aspects.content strategy for an enterprise, as well as marketing campaigns.

#### Arch. Jihane Kabbara

A self-motivated confident individual with a creative drive. A strong believer in the ability of architecture and research combined with design thinking to strengthen our societies and have a positive effect on the world.



#### Tariq Haneef Financial Controller

Tariq Haneef has more than 15 Years of experience in different international chains in the hospitality industry with strong expertise and involvement in Preopening & operational Hotels, Serviced Apartments, Food & Beverage and Real Estate Projects within the KSA.

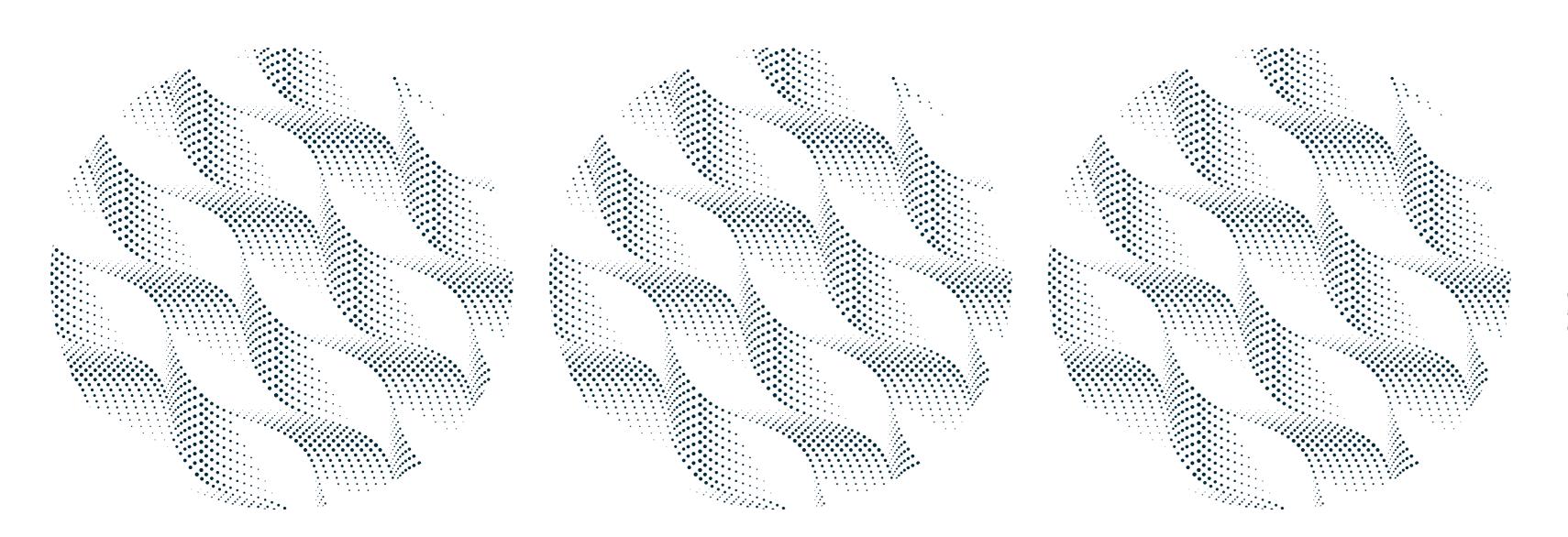
## Our Vision

To be the distinguished partner and first choice of our guests in the field of hospitality industry in KSA and abroad.



## Our Mission

Leverage our experience and strengths to provide maximum value and high – quality services with international standard to our guests.



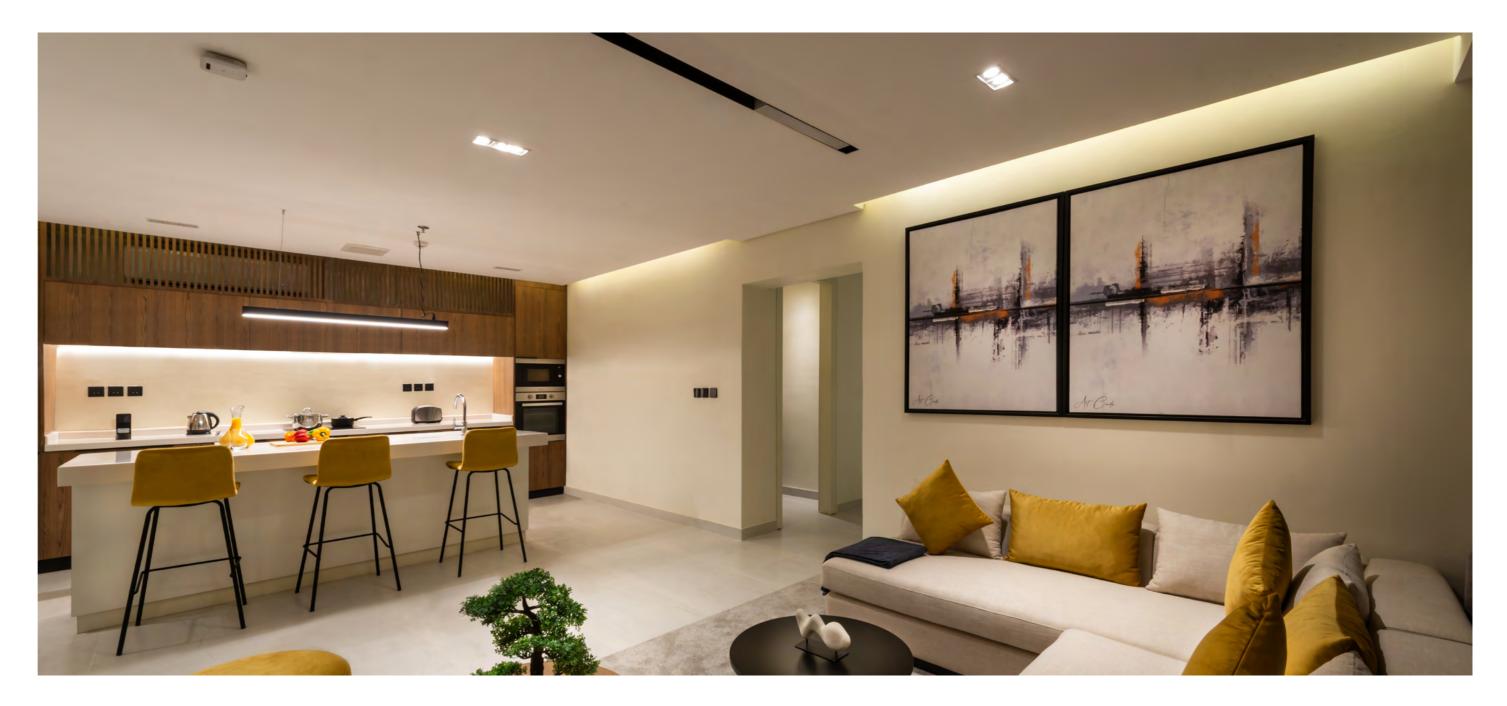
## Our Projects

Our projects range in size from 50 to 700 keys and our prime and upcoming locations owned by Al Mashria Al Oula real estate development company, funds and other stakeholder.



Array suites has been developed to redefine hospitality living with a luxury residential offering and iconic hospitality service through its hotel studios and hotel-serviced apartments. This luxurious complex spanning over 7 floors is ideally located in the central areas of Riyadh.

Array suites welcomes short-term visitors for a few days and entertains residents who also require a long-term stay of several weeks or months. A range of culinary delights can be enjoyed by our guests within our dining and in-room service services.









# AZALEA

The Azalea project is a Commercial Development spanning over 4500 sq.m. The 5-story commercial building is situated in a prime area within the city of Riyadh, easily accessible and conveniently located on King Abdullah bin Abdul Aziz Street. The development offers office spaces for sale in a range of sizes with a large service multi-use amenities area on the ground floor that will house a diverse gourmet market with a variety of Arabic and international flavors to serve the visitors and tenants within the building.





# CAMPUS

Campus forms the perfect combination, consisting of a 5 storey building situated on Anas bin Malek road in Riyadh on a land with an area of 5400 sqm. The project was designed with very high standards, combining modernity and the originality of Sulaymanian architecture. And where exists the perfect blend between executives offices, co-working spaces and contemporary hotel apartments. The scheme also hosts a food hall with various Arabic and European cuisines along with a swimming pool, a gym and green areas all around the place.







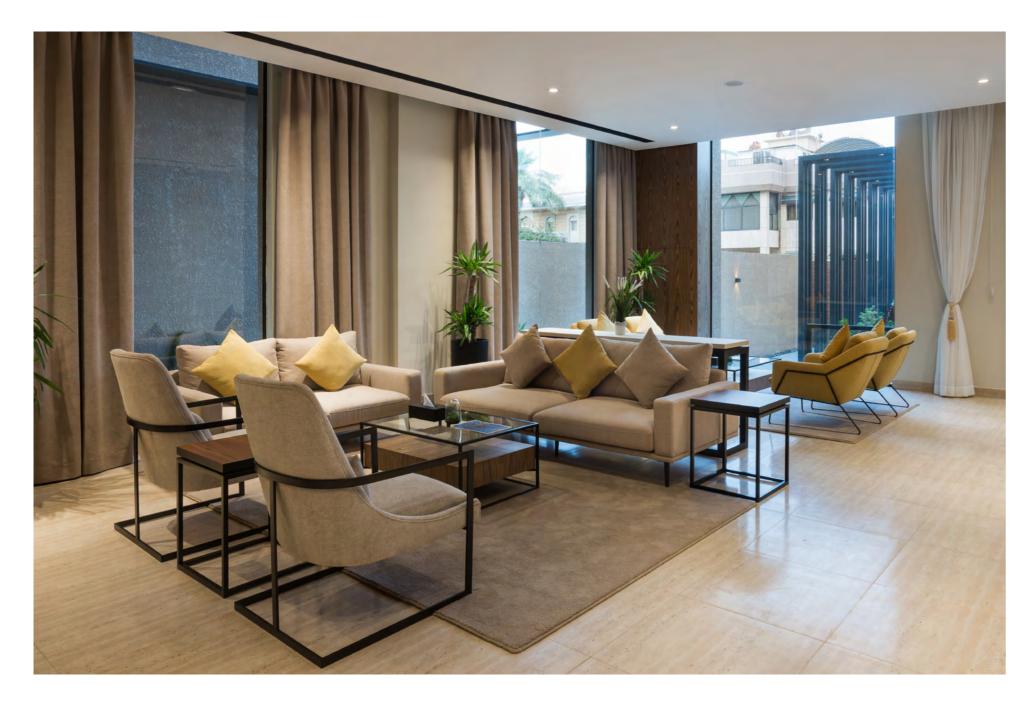




The Residence Olaya is an innovative vertically integrated lifestyle concept that combines the exclusivity of serviced apartment living with the vibrancy of central city life.

Nestled within the upscale Al Olaya district in Riyadh, The Residence offers meticulously designed one and three bedrooms apartments with world-class shared amenities.

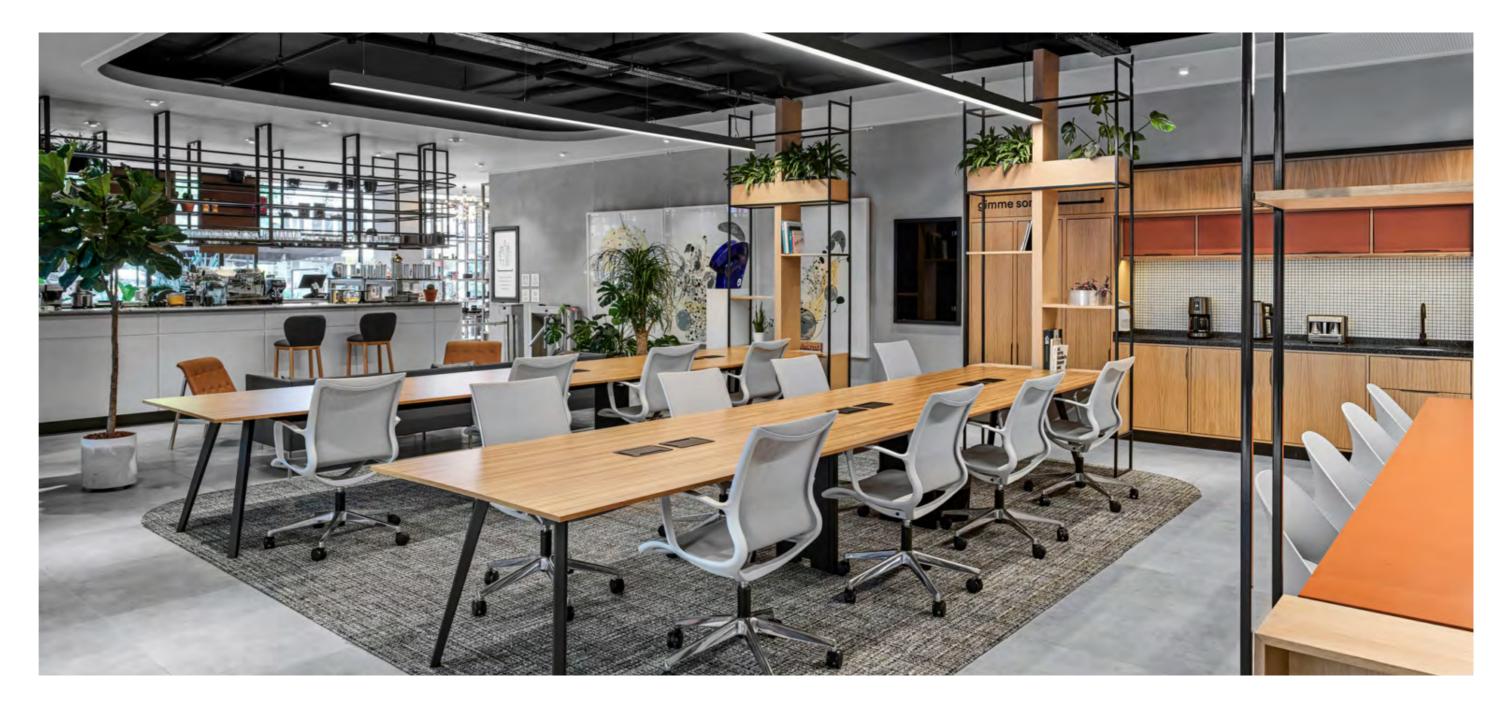
The Residence Olaya combines contemporary urban architecture with modern cues to set a new benchmark for design, quality and live ability in Saudi Arabia.

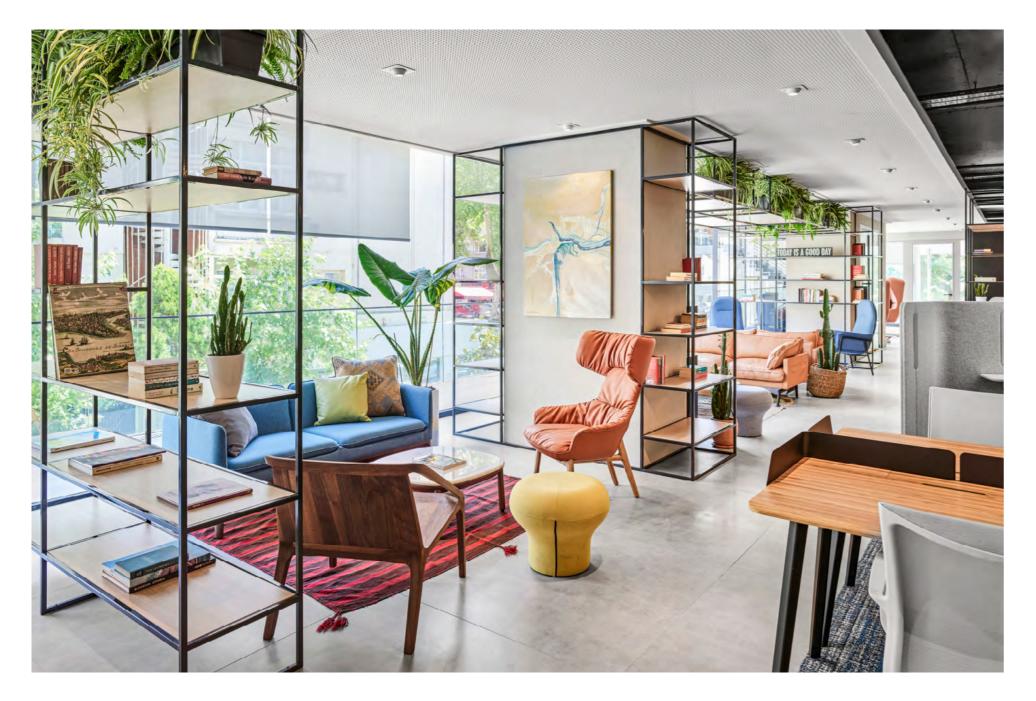


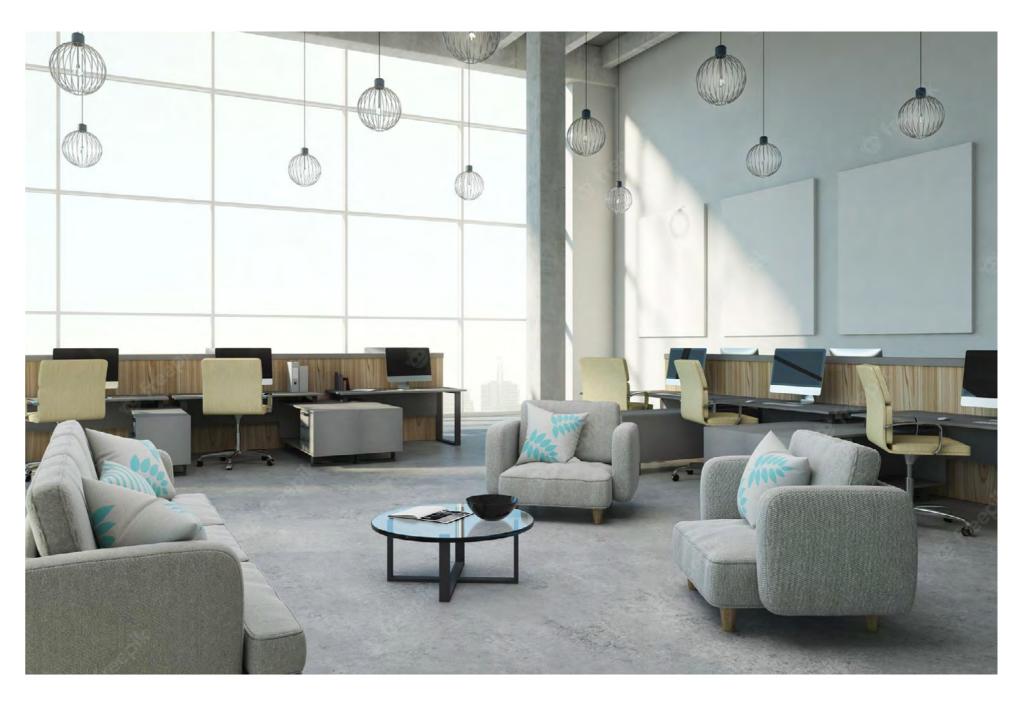


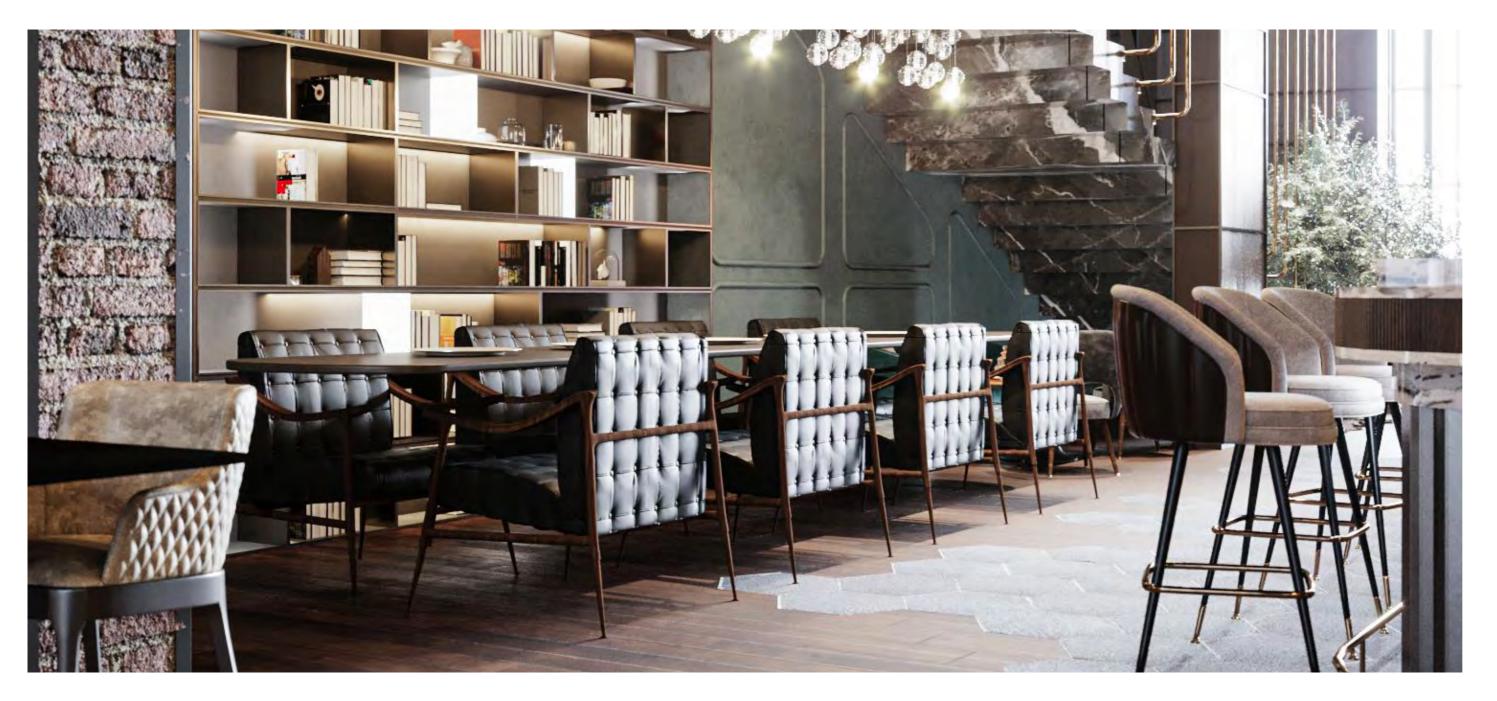


O.Zone Office complex was designed with very high standards that amalgamate modern architecture and state of the art technology with an ideal location in the central areas of Riyadh. It spans a total area of 3,615 sqm. Which includes co-working serviced offices, hot desks, dedicated desks and executive private offices, it also includes a 125 sqm. cloud kitchen that hosts offices employees as well as outer clientele, all of whom will be served an international cuisine from "Amaken cafe".



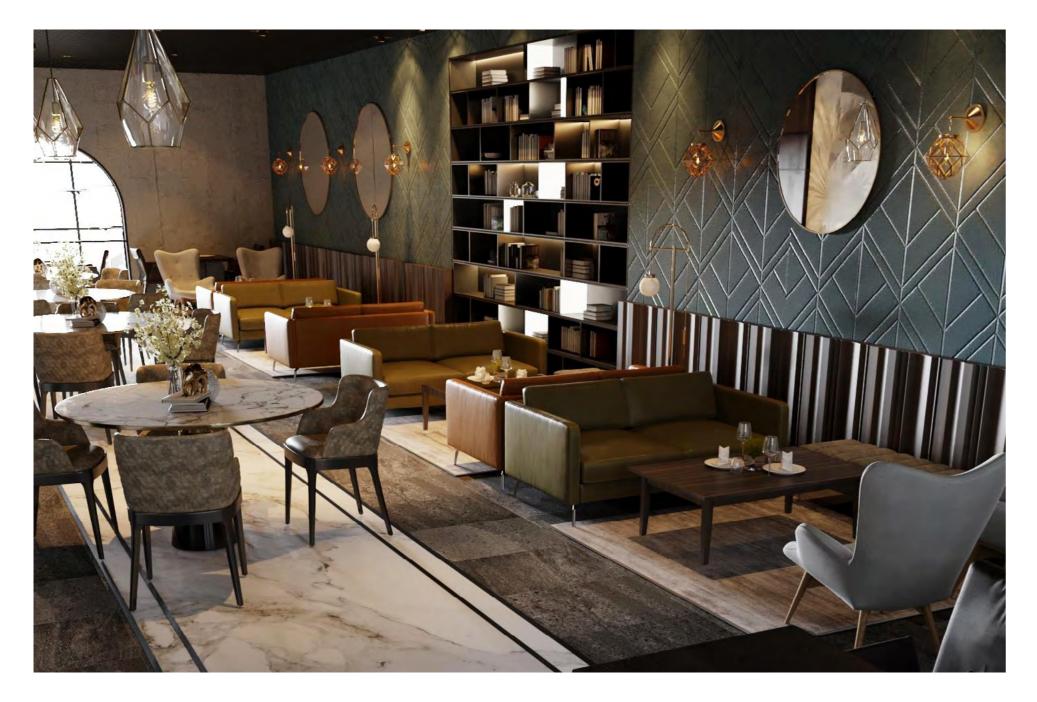


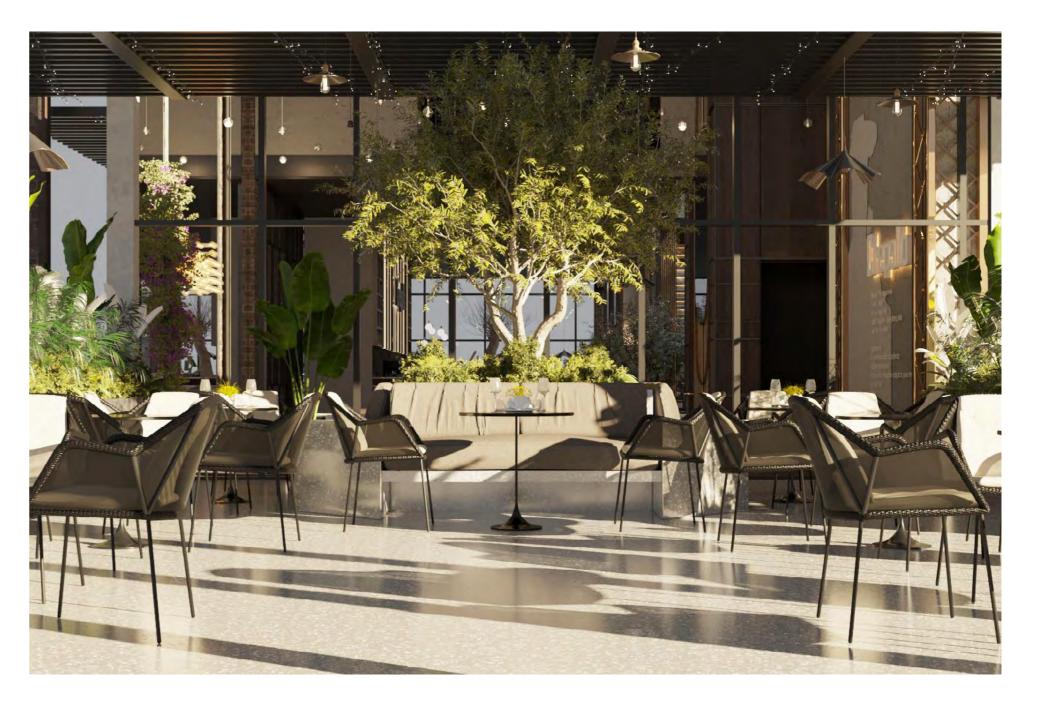


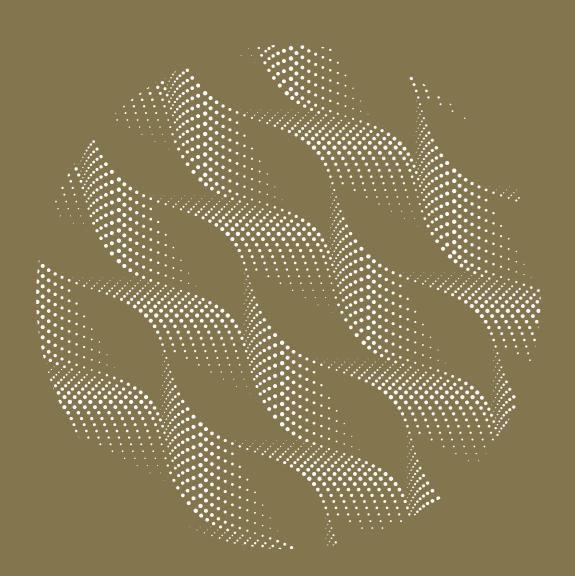


## Amaken Café

Amaken Cafe has 524 sqm of prime location in Al Sulaymaniah, which is considered as Riyadh's hub city, which when coupled with a modern design concept and an atmosphere enhanced by green areas all around the place makes it an ideal place for enjoying a range of culinary delights from gourmet International cuisines with a variety of Arabic flavours in one unique place.







## Our Services



## Manage

We manage your hotel, residence, serviced or home offices and dining outlets either in separate projects or in a single mixed-use development. We craft the concept jointly with you to bring your vision to life and manage everything that ranges from hiring, to working with your designers and project managers, the sales and marketing teams, as well as the day to day tasks. Our brands have guidelines versus standards, allowing us to adapt and to maximise the success of your project.



## Franchise

If you have the experience to run your own project and are just looking for a brand, then we can provide you with exactly this even if you are not very familiar with the whole concept of managing a property. As selective as we are, we love collaborations, and driven people; so, if there is a way we can make it work, we will do our utmost.



## Manchise

If you want to fully own the management of your own project in the near future but you would like us to help in the initial stages, this might be a good choice. We will work closely with you and you will be able to run it independently after a while. Of course, we can keep managing certain functions if you prefer.



## **Community Build**

Human-centric destination build is at the heart of our DNA. We curate spaces plugging-in concepts that serve as a catalyst to a new ecosystem, support the local community and bring local and international travelers to connect. Bricks and mortar alone, no longer create the value, the soul, the offering and curation of concepts; experience is what the consumers are looking for. We can collaborate with you on this.



## **Hospitality Partner**

We can become the extended arm of your development, assist with the hospitality aspects of the master planning and build your own hospitality team while we continue to create the right connections and partners. The purpose is to bring the right components that will make a wholesome destination come to life.



## Outsourced Revenue Department

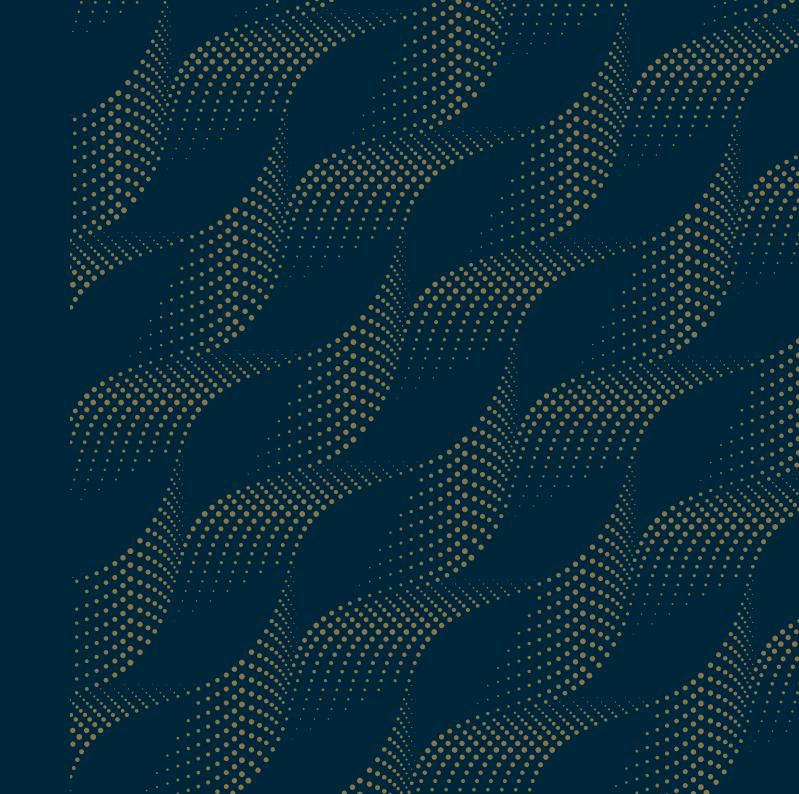
Independent hotels or small chains can outsource their revenue function to our Revenue Centre built to support driving rates, visibility and increasing online traffic. If you are facing a challenging time placing staff on site, just reach out and our team will support you instantly and from anywhere. to day tasks. Our brands have guidelines versus standards, allowing us to adapt and to maximise the success of your project.



### Array Hospitality Headquarters

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