



www.first-qatar.com



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First Qatar

What we stand for:

Maximize Shareholders Wealth

High Quality best fitted Concepts

Exceptional Services

Holistic Approach

Our business is:

Built on Trust

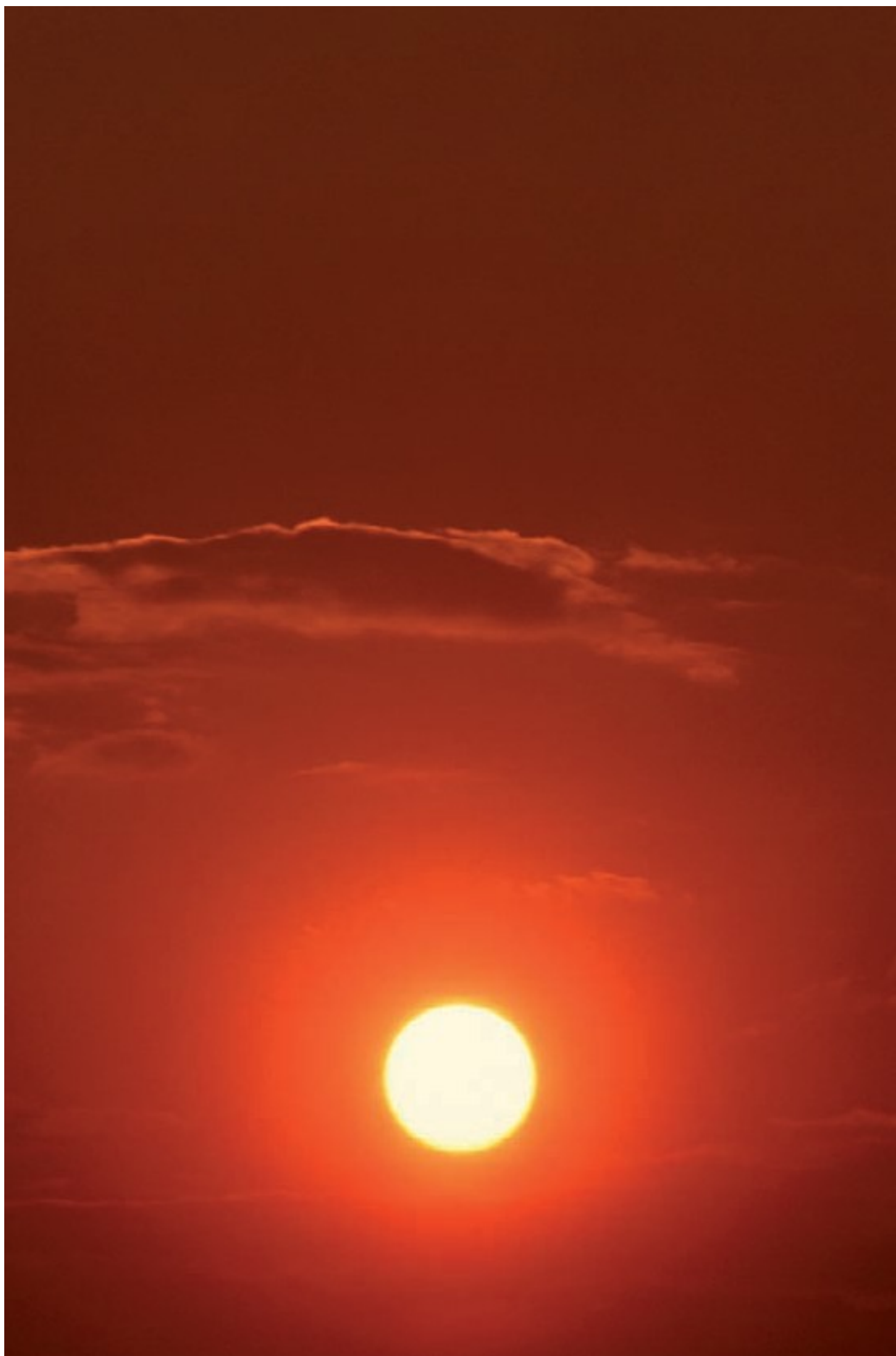
Developed with Quality

Delivered with Care

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Our Vision, Mission & Values

The future in focus

Vision

Utilize our passion to become a highly respected & successful international real estate development and investment company.

Mission

To develop innovative projects that will maximize shareholder value by capitalizing on the company leadership, network and its partners.

Values

- Customer Loyalty
- Creativity & Innovation
- Trust & Fairness
- Integrity
- Transparency and Knowledge Exchange
- Dedication to the Company Goals
- Commitment to Performance
- Teamwork

Growth



First Qatar is a Real Estate Development & Investment Company

First Qatar was founded in 2005 and has been expanding steadily since then. Our past projects and the lengthy experience of our team make us one of the most professional companies in the industry. Our team currently comprises more than 60 staff who possess all of the skills needed to provide visionary and outstanding service for our clients. Our expertise is continuously enhanced through further training and the diverse fields of interest of our staff.

At the beginning of 2008 First Qatar unveiled US\$ 750 million worth of investment projects.

This combination of staff experience and vision for new developments, coupled with our drive for success constantly pushes us to develop further.

Our annual growth and the consistent rise in return on investment speak for themselves.





Our roots and experience

First Qatar is part of a very successful corporate group. Our combined years of expertise and knowledge in various industries over the years, have made our thinking philosophy interdisciplinary and cross-sectoral. This means that we benefit from excellent networks – with government and industry. We combine regional culture with international experience. Our partners and clients value this mix – very few players can offer such detailed knowledge.

You will notice our responsiveness to new developments and trends in the way we work. We follow international benchmarks and our management is educated to the highest global standards. Therefore, our services and properties are geared to meet the most demanding market requirements and are among the best to offer.

You can also reap the benefits of our network.

Greater Opportunities

First Qatar is a developer with vision

First Qatar has its headquarter in Kuwait and operates branch offices in Qatar and Oman. The close proximity to our clients and our presence in the markets are key factors for ensuring a practical, hands-on business. We are active in the emerging markets and are helping to pave the way in many sub-markets and segments through our proactive approach. We are already one of the leading property development companies in the Gulf Co-operation Council member states.

Our strategy is clearly long term. We are committed to building open relationships with our investors and business clients based on trust.

Thus, our strong vision means that we only develop secure and profitable commercial properties which are out-of-the-ordinary, as well as residential developments offering a distinctive atmosphere and an unrivalled array of extra services. This guarantees high returns for investors and valuable properties for our purchasers, tenants and operators. Our forward looking approach means that our products will remain competitive in years to come and will always represent the best possible choice.

We are ready to meet your challenges.

New Horizons



First Qatar represents tradition and future

First Qatar has its roots in Kuwait but identifies itself as an international player. We understand the international markets and feel at home in many countries. A successful strategy for entering a market necessitates detailed knowledge of the local conditions. This includes cultural, economic and political knowledge, as well as an awareness of issues specific to the particular country. Although our business activities were initially focused on Kuwait and Qatar,

our expansionary path has extended to other countries. Projects future plans are already underway in the GCC countries and plans for Europe are also in the pipeline.

Our market knowledge provides investment security.

International Experience



Clear Positioning

We know the competition inside out

First Qatar is familiar with the top players in the market – regional and international, in the real estate industry and beyond. We know exactly what is happening in the market and where the competition stands.

Analyzing our competitors and what they are doing is one of our major tasks and means that we are always in a position to be able to confidently assess market activities. This assists us in positioning our own products and assessing the competition.

We know which products and product characteristics do well in the markets and which are less successful. This allows us to develop distinctive product features and personal skills (unique selling propositions) that set us apart from our competitors.

Such an approach allows us to remain ahead of our competitors at all times and, therefore, to be more successful.

Our knowledge of the market is your competitive edge.





Competent Developer

First Qatar's expert teams set new standards

First Qatar's efficiency is attributable to its dynamic team of experts. Our organization is tight; decision making processes are therefore short and fast. New creative ideas are not stifled by excessive discussion and debate, but instead are tested. Our business areas are represented by small strategic units which work collaboratively and are able to exchange resources and ideas at any time.

This allows us to guarantee ultimate efficiency as Master Developer – at anytime and anywhere in the world.

Range of services:

- Real Estate Development
- Finance & Investment
- Property Management & Facility Management
- Property Feasibility Studies
- Sales, Promotion & Marketing
- Sales Agent Network
- Design Concept & Interior Design
- Project & Construction Management
- Hospitality & Leisure



Target groups and individuals



The art of hitting the mark

First Qatar is consistently goal oriented. This necessitates a clear picture of the ideas and requirements of our partners and clients. We, therefore, listen closely and conduct detailed questioning in order to make an even better assessment.

We believe, service must lead to a positive outcome; a property must be marketable – at the end of the day it comes down to reaching economic goals. We carefully consider all of the concerns and ideas of our clients and focus our activities on reaching those targets.

Our business is primarily about people. We realize our clients want to be convinced, to be presented with the best possible offer or know that their capital is in safe hands. Our dedication and personal commitment guarantees the best possible outcome.

We will do our utmost to ensure that your expectations will also be significantly exceeded.



From the basic facts to premium quality

First Qatar knows the difference between good quality and premium quality. That's why our products and services with outstanding benefits always represent top quality. However, this necessitates thorough market consultation prior to the development of a product idea.

The development and marketing of a product cannot rest upon the hard facts alone. It is also vital to know the significance of the product features for the target groups, in particular, which characteristics are especially

important when it comes to making a purchase decision.

Thus, targeted research is a key task at the start of every conceptualization process. We consult market participants and clients; we are open to the most diverse options. Only after we have captured these opinions can we create and deliver exceptional services and products.

With us as your partner, success is not a matter of chance but rather the product of an intelligent strategy.

Successful Products



Concepts

First Qatar provides the best fitted Real Estate Concepts

First Qatar creates standards which represents five major concepts:

- Quality – Highest standards are implemented in all developing and construction phases.
- Transparency – Our business processes offer clearness and transparency for our partners, clients and staff.
- Continuity – Responsible trading has led us to gaining the highest yields. The continuity which grows from a combination of secure assets and high returns creates confidence which

makes our customer relationships develop into long-term partnerships.

- Innovative Power – The latest technologies and best educated staff support our ideas and realizations.
- Visionary Strategy – We aim to become a highly respected international real estate development and investment company.

Our concepts are designed for your needs.





Value Enhancement

First Qatar adds value

First Qatar acquires land, develops and manages the sites and/or the subsequently developed properties. This management can relate to letting, operation or property sale. Our portfolio currently comprises of residential and commercial buildings, retail properties, resorts, hotels, shopping centers, mixed-use properties, leisure facilities and holiday complexes.

We also invest in attractive investment alternatives, such as shareholdings or participations in

in other companies, where these provide us with strategic advantages. We first conduct an assessment of the overall trends in the respective market and product segments, analyze market forecasts by other institutions, draw upon benchmarks and always seek to achieve dynamic and above average growth in value.

Our investment decisions mean improved returns for you.





First Qatar is for those who expect more

First Qatar not only banks on investors who expect success, but also on satisfied customers. Tenants or purchasers of apartments who are satisfied with our service are our best publicity. We are prepared to go the extra mile to achieve this. These distinctive features are tried and tested, embody a strong service orientation and are essential for any investment with a long term view.

We do not just provide you with space; rather we offer a unique living experience.

The standard features of our residential developments include swimming pools, fitness studios, extraordinary children's day care centers or medical care facilities and many further exceptional amenities, which make every day something special.

Our 24 x 7 call out maintenance service is available around the clock, offering every conceivable service and providing advice when needed most.

Distinctive Features



Optimizing

First Qatar is more than an asset manager

First Qatar views properties as assets which are to be nurtured and developed. We, therefore, adopt a holistic approach to managing properties and assume full responsibility for every product. This is our highest priority.

First Qatar only develops properties which we can manage ourselves if needed. This means that a forward looking strategy is already adopted at the planning and construction stages. The properties should not lose value in the space of a few years, but instead should increase in value over time.

From the outset we consider whether the project will fit into the overall portfolio of our clients. The asset management which we offer our clients is not merely a duty, it is our commitment.

We would be honored to be able to optimize your real estate portfolio.





Information Technology

First Qatar applies the latest technologies

We believe that through the correct use of technology and software application tools we can achieve the optimum efficiency and accuracy in our operations and data syndication.

Our IT department strategy focuses on the integration of various applications to provide top-down view of the company status in various activities. The integration of our finance system and the CRM, HR, Project Management and Property Management systems provide us with the ideal MIS platform.

Our extensive use of the web enables our systems to be accessed from all over the world and reduces the cost of communications through the effective use of video conferencing.

Finally, our IT security policy ensures the integrity of data entry, data sharing and importing mechanisms between the company departments all the way to the CEO.

Company Philosophy

First Qatar is unique

First Qatar provides outstanding services to our shareholders, business partners and property residents during the current time and in the future.

We minimize your risks and maximize your benefits.





Our principles

First Qatar reflects the passion for contributing to honest and straightforward business manners with the ambition to establish long term relationship with all relevant stakeholders.

We believe that active participation and leadership in addressing the issues facing our local and global communities are central to our corporate objectives.

Our principles of community are derived from our corporate objectives. We strive for developing projects as planned, on time, and at the desired quality originally envisaged during planning. Due to our principles we established a solid reputation in the market.

Business Community



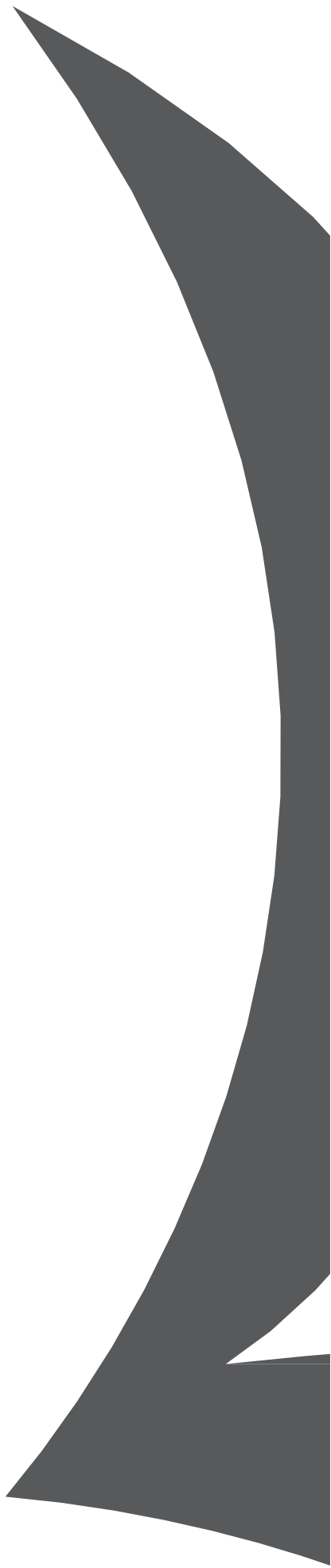


Corporate Social Responsibility

Setting standards

First Qatar believes that developing good standards of corporate responsibility is an inherent aspect of its business principles. In doing so, we have established policies which reflect the company's ethos and attitude towards our customers, employees, other stakeholders and the community in general.

We know that our social behavior has an impact on our reputation. We therefore take our corporate social responsibilities seriously across the entire group.





Environment

We assume responsibility

First Qatar's commitment to environmental awareness and preservation is reflected throughout our business. We carefully consider topics like energy use, waste control, selection of material and healthy environment.

We evaluate the group's environmental responsibilities and educate, train and motivate our staff to conduct their activities in an environmentally responsible manner.

We additionally support environmental projects of other organizations and companies. At the very least, we seek to influence our partners, external services and providers to work in a sustainable manner.

We care for our environment and make a contribution to a livable world.



References

First Qatar develops landmarks in Qatar

PANORAMA HILTON RESIDENCE

Serviced Apartment concept
with 41 floors, operated by
Hilton

Use:	Residential
Plot size:	17,239 sqm
Built-up area:	102,925 sqm
Net Leasable Area:	51,699 sqm
Number of Units	415
Expected Completion:	December 2017
Location:	Phase III, Pearl, Qatar



LA RIVIERA (1ST TOWER)

Residential high-rise with 20 floors,
with 6 floors for parking and
ancillary
facilities

Use:	Residential
Plot size:	5,640 sqm
Built-up Area:	72,172 sqm
Net Sellable Area:	37,118 sqm
Expected Completion:	December 2008
Number of residential ..	225
Location:	Phase I, Pearl Qatar



First Qatar develops landmarks in Oman

AL-KHUWAIR GARDENS

Located at the heart of the new commercial center this mix use property will be ideal for brand companies to start-up in Oman.

Use:	Commercial & Residential
Plot size:	4,854 sqm
Built-up area:	39,559 sqm
Net Leasable Area:	20,847 sqm
Residential Units	154
Expected Completion:	2017
Location:	Muscat, Al-Khuwair



AL-GHUBRAH RESIDENTIAL

Located along the stunning Gulf of
Oman, with a convenient
accessibility to the local market.

Use:	Commercial & Residential
Plot size:	5,476 sqm
Built-up area:	19,650 sqm
Net Leasable Area:	14,474 sqm
Residential Units	115
Expected Completion:	2017
Location:	Muscat, Al-Ghubrah



**AL-HAIL
WATERFRONT**

Located along the beautiful beach neighborhoods of Muscat with an ideal serene living style and enhanced outdoor arrangements.

Use:	Residential
Plot size:	19,594 sqm
Built-up area:	20,710 sqm
Net Leasable Area:	16,040 sqm
Construction Period:	2.5 Years
Location:	Muscat, Al Hail



AL-HAIL NORTH

Development consists of retail & residential units. Different functions are grouped around a traditional garden; providing unity to the development.

Use:	Residential
Plot size:	19,972 sqm
Built-up area:	39,000 sqm
Net Leasable Area:	27,000 sqm
Construction Period:	3 Years
Location:	Muscat, Al Hail North



SHINAS

Prime beach front plot next to one of the major developments in Shinas.

Use:	Touristic
Plot size:	18,800 sqm
Built-up area:	30,000 sqm
Net Leasable Area:	21,000 sqm
Construction Period:	3 Years
Location:	Oman, Shinas



AL-SEEB RESIDENTIAL

Residential units in Al-Seeb
area of Muscat, Oman.

Use:	Residential
Plot size:	2,918 sqm
Built-up area:	10,000 sqm
Net Leasable Area:	7,000 sqm
Construction Period:	2.5 Years
Location:	Muscat, Al-Seeb

Miscellaneous

Facts and figures of First Qatar

- Ownership: Kuwaiti shareholding company (closed)
 - Paid-up capital: US\$ 182 million.
 - Sector, Industry: RealEstate, Investors and Developers
 - Principal Activities: Real estate activities including purchase, development, management and organisation, sale and rent of buildings
- Shareholders:**

 - KAMCO
 - National International Holding Co
 - National Industries Co.
 - Others



Partners & Alliances

PROJECT



Hilton Worldwide
www.hiltonworldwide.com/



Qatari Arabian Construction Co (QACC)
www.accsal.com



Dar Al Handasah
www.dargroup.com

BANKING



National Bank of Kuwait
www.nbk.com



Gulf Bank
www.e-gulfbank.com



Commercial Bank of Qatar
www.cbq.com.qa



Barwa Bank
www.barwabank.com



International Bank of Qatar
www.ibq.com.qa



Qatar National Bank (QNB)
www.qnb.com.qa



National Bank of Oman
www.nbo.co.om



Bank Sohar S.A.O.G.
www.banksohar.net

RESEARCH



Oxford Business Group (BOG)
www.oxfordbusinessgroup.com



Jones Lang LaSalle
www.joneslanglasalle-mena.com



Business Monitor International (BMI)
www.businessmonitor.com

ARCHITECTURE & DESIGN



Windstone Architects & Consultants
www.windstone-international.com



WATG- Designing Destinations
www.watg.com



DeZine General Trading & Contracting Co.
www.dezineq8.com

MARKETING & LEASING



Moeller Feuerstein
www.moellerfeuerestein.com



Hamptons International & Partners LLC
www.hamptons-int.com



Cluttons
www.cluttons.com

INFORMATION TECHNOLOGY



Oracle Corporation
www.oracle.com



Argus Software
www.argussoftware.com



Conject – IT Project Management
www.conject.com

COMMUNICATION & SERVICES



VIVA Kuwait
www.viva.com.kw



DHL Int’l Trans. Co. WLL
www.dhl.com.kw

LAWYERS



GHF Lawyers
www.ghflawyers.com

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شركة قطر الأولى للتطوير العقاري

