



Investor Update FY24

SOBHA
REALTY

Continued Growth Driven by Robust Market Momentum and Strategic Expansion Efforts

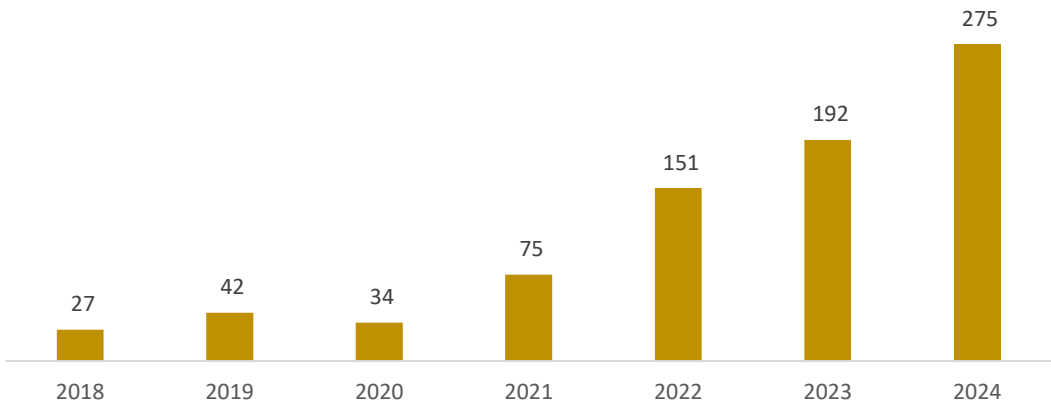
- ✓ Dubai's off-plan primary real estate market witnessed a 43% YoY* growth in FY24, propelled by continued interest from both local and international buyers
- ✓ The Company continued to remain the 3rd largest player in terms of number of units transacted in FY24; launched Skyscape Altius and Skyvue Solair in Hartland II, Elwood Villas in Al Yufrah, Solis in Motorcity and Siniya Island Villas and 6 beach residences in Sobha Siniya in H2 FY24
 - Sobha Siniya (UAQ) – Sobha's first island project and first project outside Dubai in the UAE garnered a strong response from customers, achieving record sales of AED 4bn+ within 6 months of launch
- ✓ The Company achieved robust sales of AED 21.1bn[#] in FY24, growing 34% YoY
 - FY24 Revenues rose 37% YoY to AED 8.9bn, driven by strong demand and timely construction, while EBITDA & Net Profit stood at AED 2.3bn / AED 1.9bn** respectively
- ✓ Strong revenue backlog of AED 23bn+^{##} ensures sustainable cash flows, supported by an extensive pipeline of 23,500+ units (~24 million square feet saleable area) to drive medium term growth
- ✓ Sufficient land bank to support ~3 years of launches, in line with Company's strategy
- ✓ Raised USD 230 Mn (~AED 844 Mn) through Tap Issuance of our existing Sukuk, taking the total Sukuk amount to USD 500 Mn
- ✓ Continue to maintain negative Net Debt driven by healthy cash accruals and prudent financial management

* Source: REIDIN [#]Including Sobha Siniya sales **Includes proportionate share of Sobha Siniya ^{##}Excluding Sobha Siniya revenue backlog

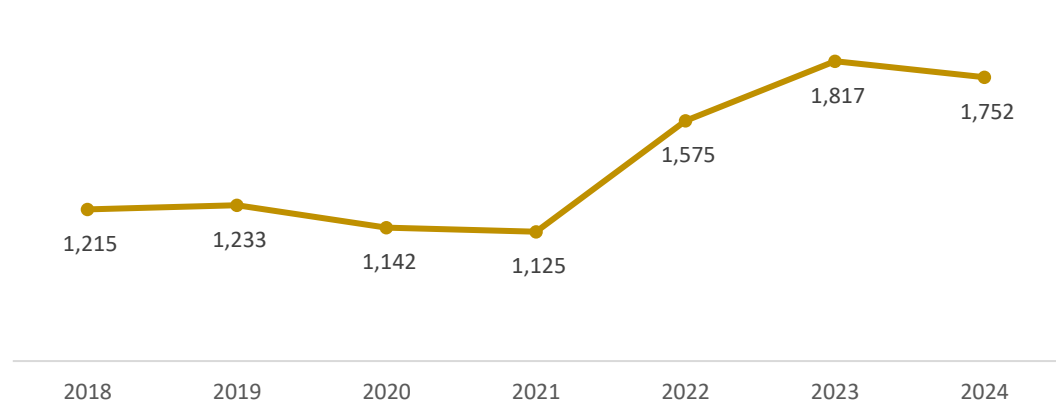
Industry & Business Update

Dubai's Residential Market Continues to Sustain Robust Growth Momentum

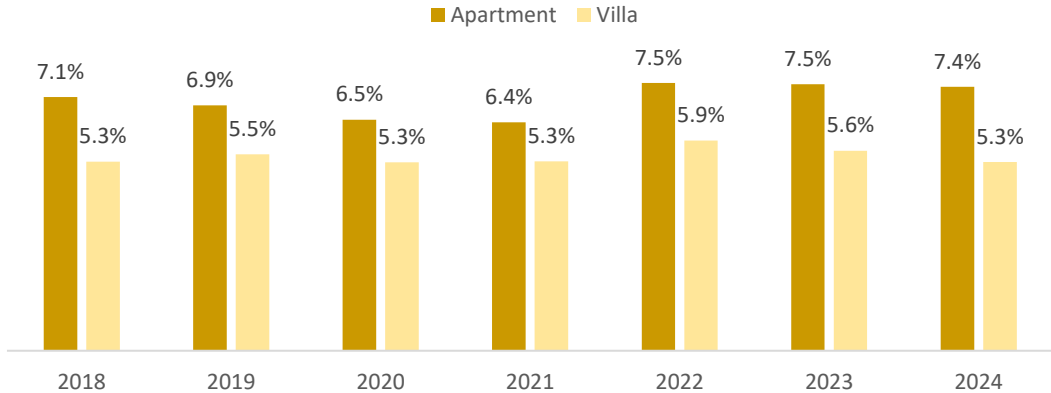
Primary Market Sales (AED Bn) Growth Momentum Continues...



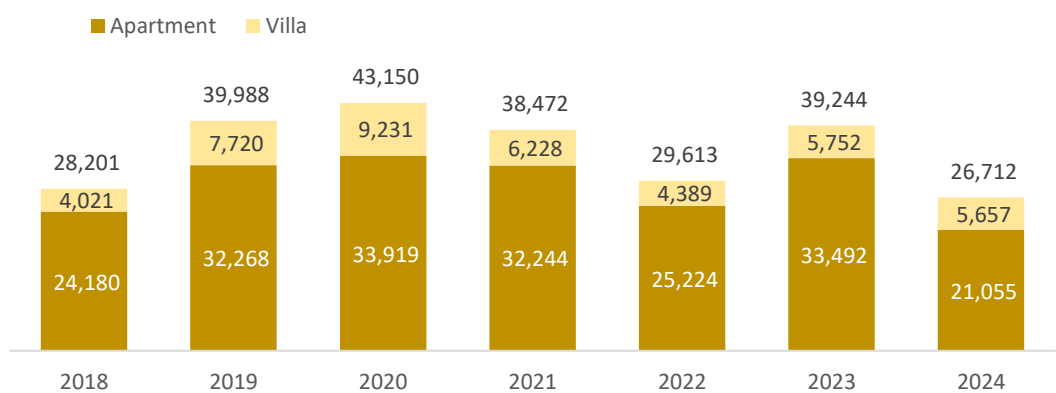
...With Stabilizing Average Price (AED/Sq.ft.) Realizations



Rental Yields (%) Remain Consistently High...



...Due to Limited Deliveries Coming to the Market



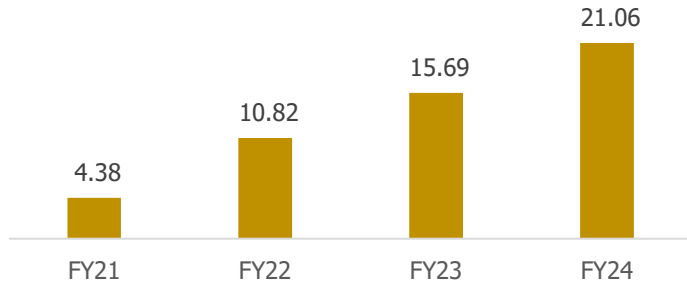
Slew of Sobha Launches in FY24 Across Diverse Locations

Project	Launch Date	Location	Emirate	Handover	Saleable Area (Sq.ft.)	Units Launched
Sobha Orbis	May-24	Motorcity	Dubai	2027	1,750,385	2,689
Skyscape	Jul-24	Hartland II	Dubai	2028	2,172,854	1,855
Sobha Siniya Island - Villas	Jul-24	Siniya Island	Umm Al Quwain	2028	1,449,139	222
Selene Beach Residences	Aug-24	Siniya Island	Umm Al Quwain	2027	394,418	546
Delphine Beach Residences	Aug-24	Siniya Island	Umm Al Quwain	2027	401,185	574
Sobha Elwood Villas	Aug-24	Al Yufrah	Dubai	2027	1,124,219	209
Solis	Sep-24	Motorcity	Dubai	2027	523,979	788
Coraline Beach Residences	Oct-24	Siniya Island	Umm Al Quwain	2028	418,404	574
Aquamarine Beach Residences	Nov-24	Siniya Island	Umm Al Quwain	2028	408,754	574
Skyvue Solair	Nov-24	Hartland II	Dubai	2029	516,805	610
Florine Beach Residences	Dec-24	Siniya Island	Umm Al Quwain	2028	318,734	373
Coastline Beach Residences	Dec-24	Siniya Island	Umm Al Quwain	2028	318,734	373

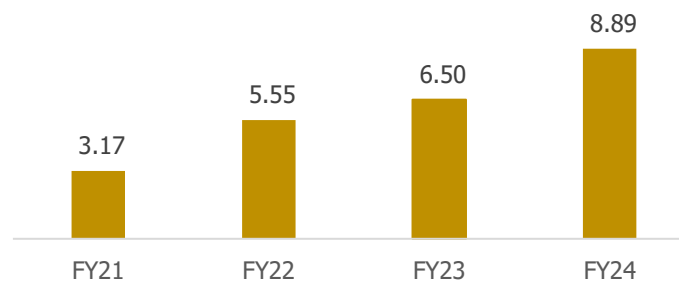
Financial Update

Superior Financial Profile with Continued Improvement over the Years

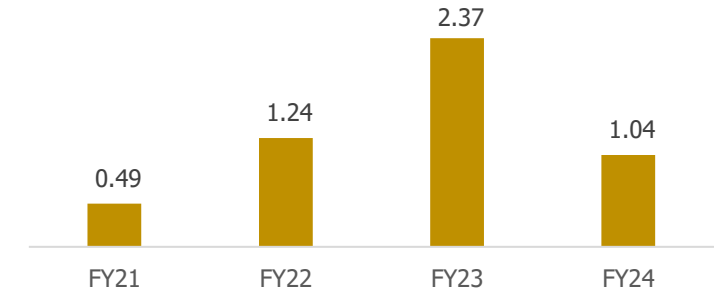
Robust Sales Momentum Continues[#]



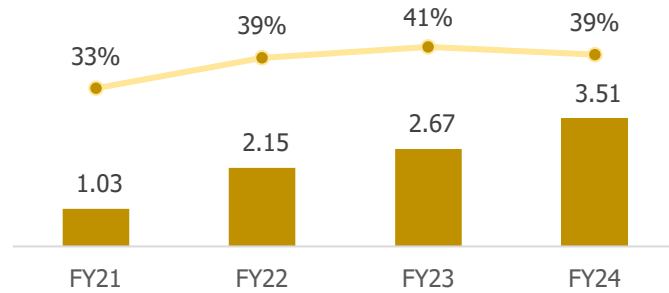
Healthy Revenue Growth



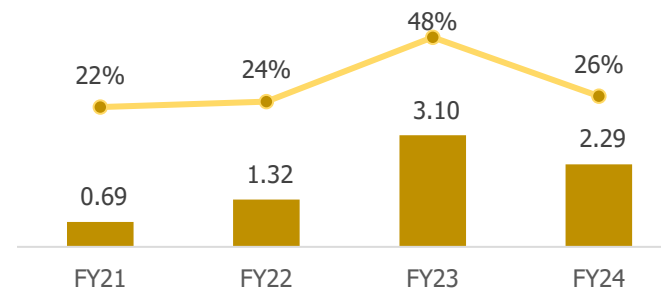
Sizeable Free Cash Flow Generation



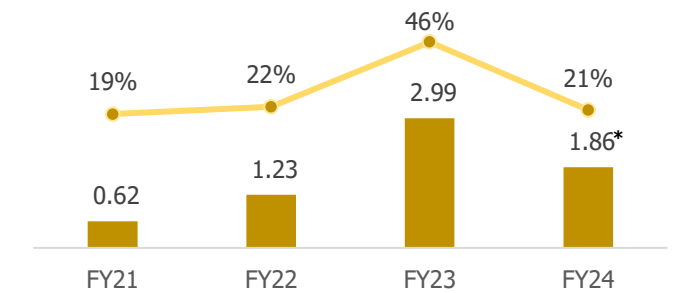
Gross Profit & Margin (%)



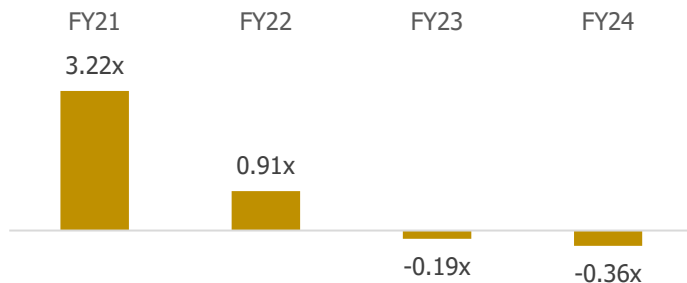
EBITDA & Margin (%)



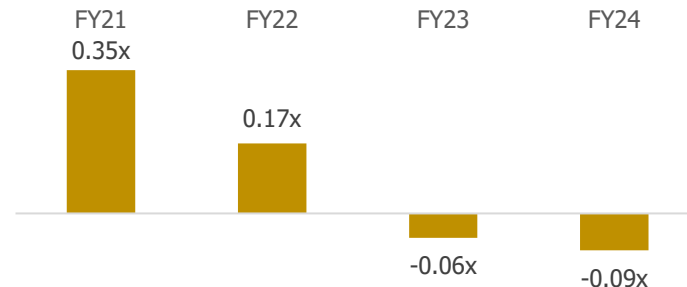
Net Profit* & Margin (%)



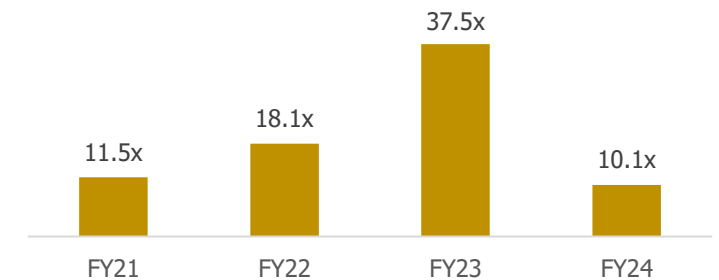
Continued Negative Net Debt/EBITDA (x)



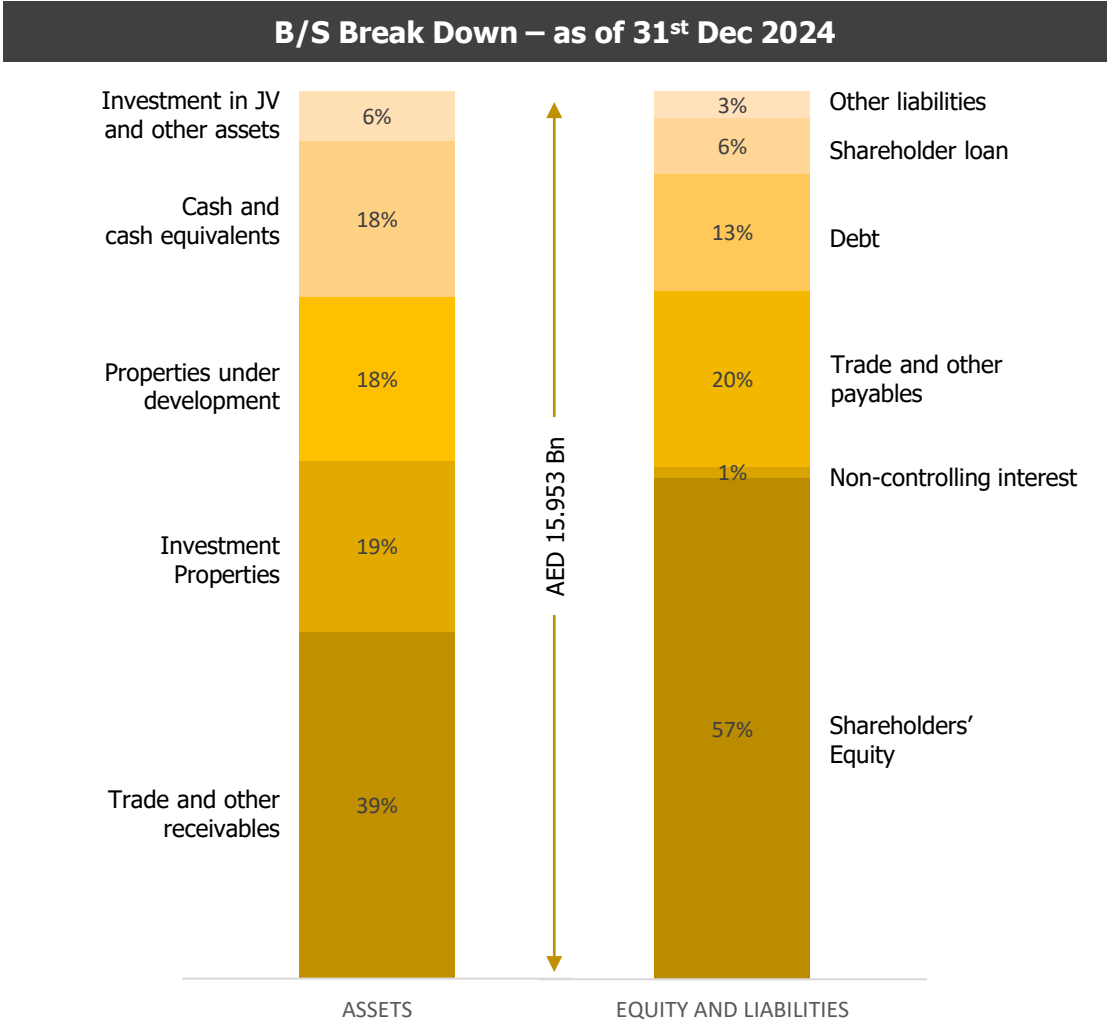
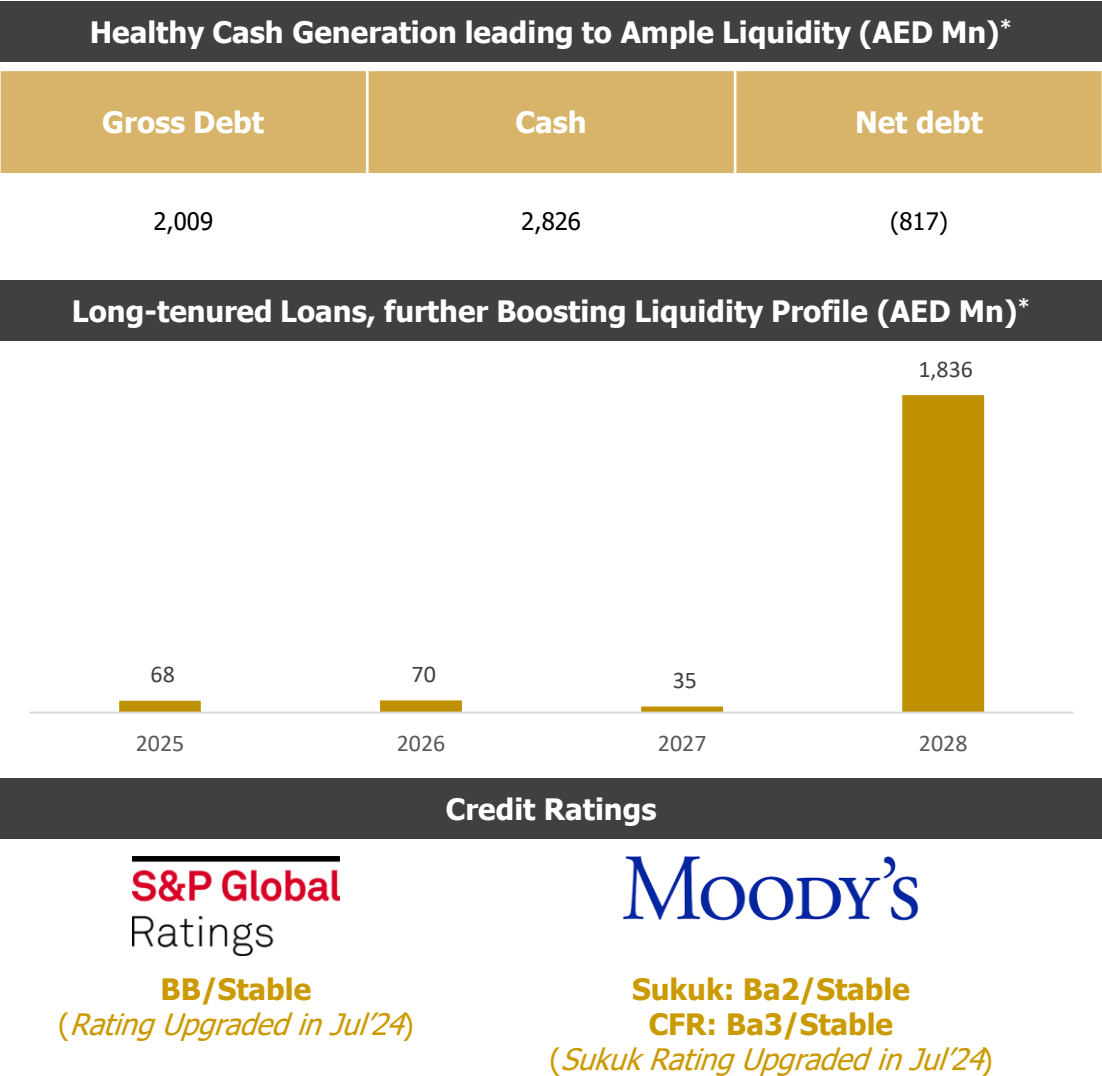
Improved Net Debt/Equity (x)



High EBITDA/Interest (x) Coverage



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



*As of 31st Dec 2024



Unique Sobha Proposition

Backward Integrated Operating Model

Group of associates operating independently provides complementary synergies across the development value chain



Real Estate

Residential
Commercial

Experienced development team



Design & Engineering

Architectural
Structural
Infrastructure
Electrical & Plumbing
Landscaping & Environment

Coordinated design and engineering approach



Contracting

Civil contracts
Mechanical, Electrical & Plumbing contracts
Landscaping

Aligned contractors driving superior quality



Manufacturing

Glazing & Metal Works
Furniture & Interiors
Concrete Products
Modular Manufacturing

Cost-effective sourcing of high-quality materials



Services

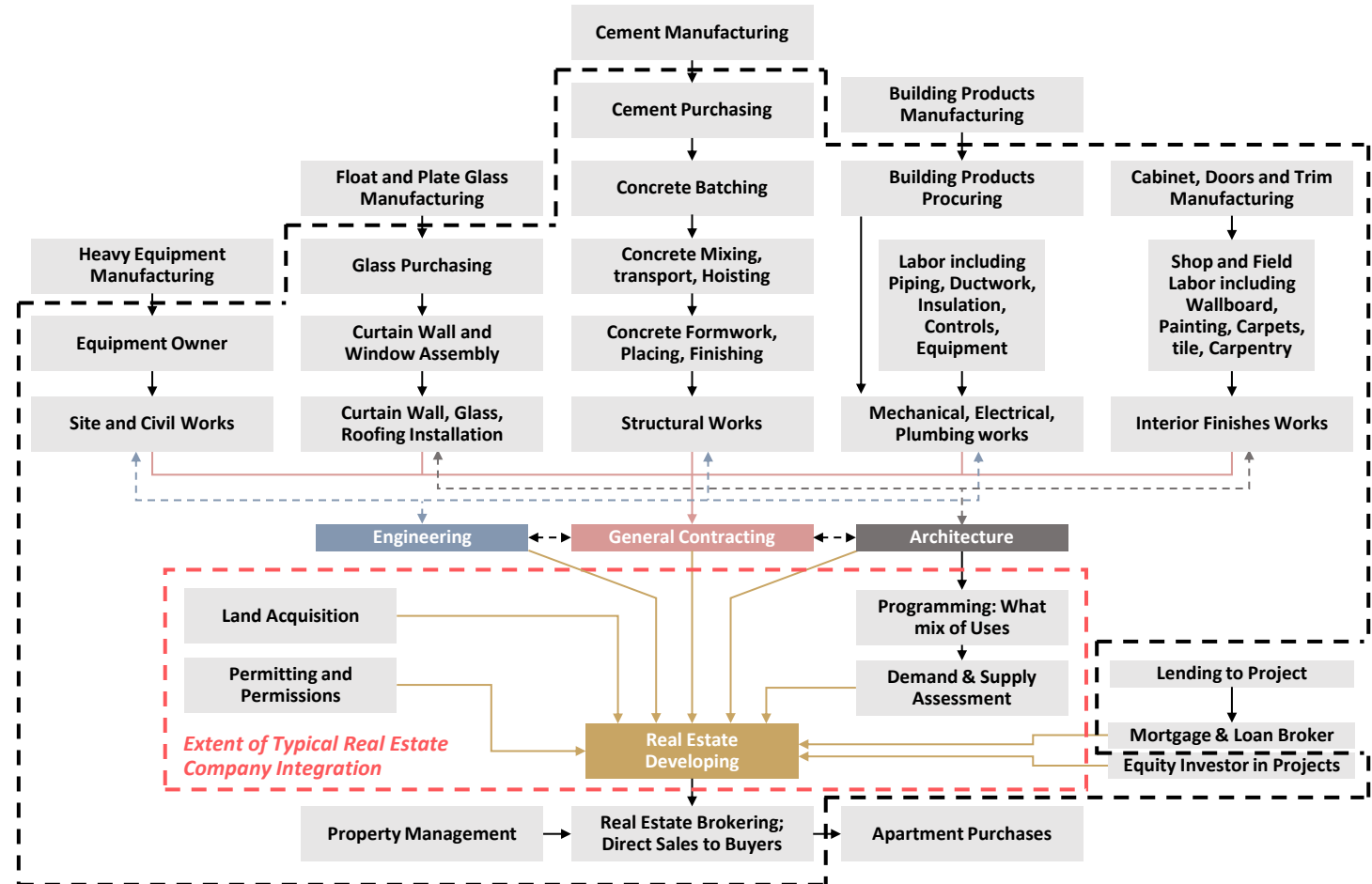
Facilities Management
Security Services
Holiday Homes

Post handover services ensuring owner and tenant satisfaction

Harvard Case Study - Backward Integration for Quality

- In January 2019, Harvard Business School published a case study titled "Sobha Group Real Estate: Backward Integration for Quality"
- After a successful venture in the Gulf, Mr. Menon returned to India in the mid 90s to tap the underdeveloped real estate market. However, he struggled to find suitable suppliers and building contractors to achieve his vision of quality real estate
- Therefore, in 2000, he began backward integrating Sobha India's operations, so it could self-perform all the required activities from ideation to completion
- The backward integration phased out outsourced vendors, which are typical for real estate developers, and began to build inhouse infrastructure to ensure quality and timely finishing
- Sobha India created inhouse services of the Design Team, Engineering Team, Cost Consultants, Manufacturing Unit, and Main Contractor to name a few
- The same model was replicated in the Dubai Business :
 - There are over 300 inhouse architects and designers based in Dubai (PNC Architects)
 - Inhouse main contractor
 - Inhouse manufacturing unit (interiors & facades material)
 - Inhouse facility management services

Below is a typical real estate developer model (red box) vs. Sobha's Backward Integrated Model (within black dotted line)

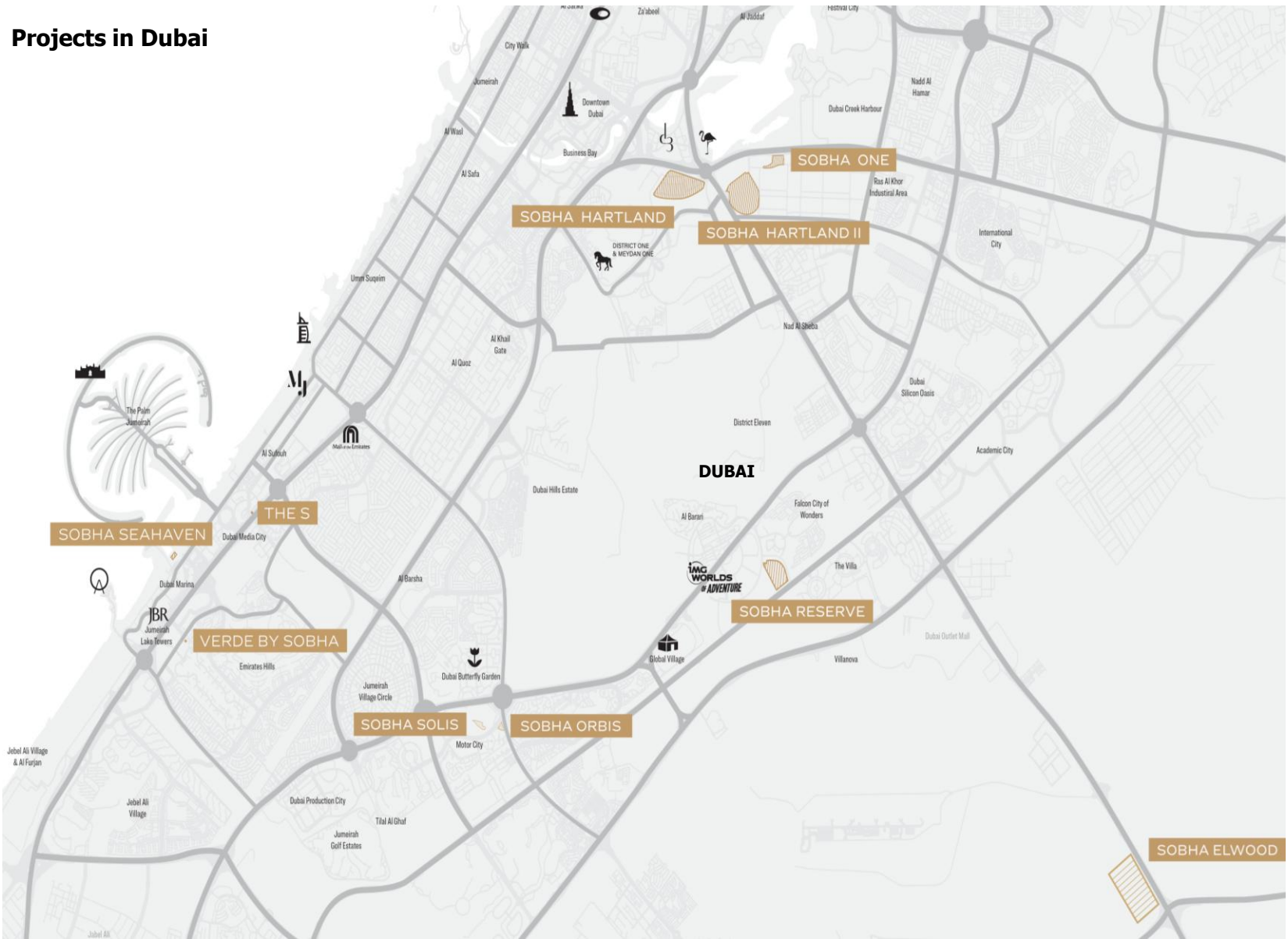




Business Overview

Growing Footprint Across Key Markets in and around Dubai

Projects in Dubai

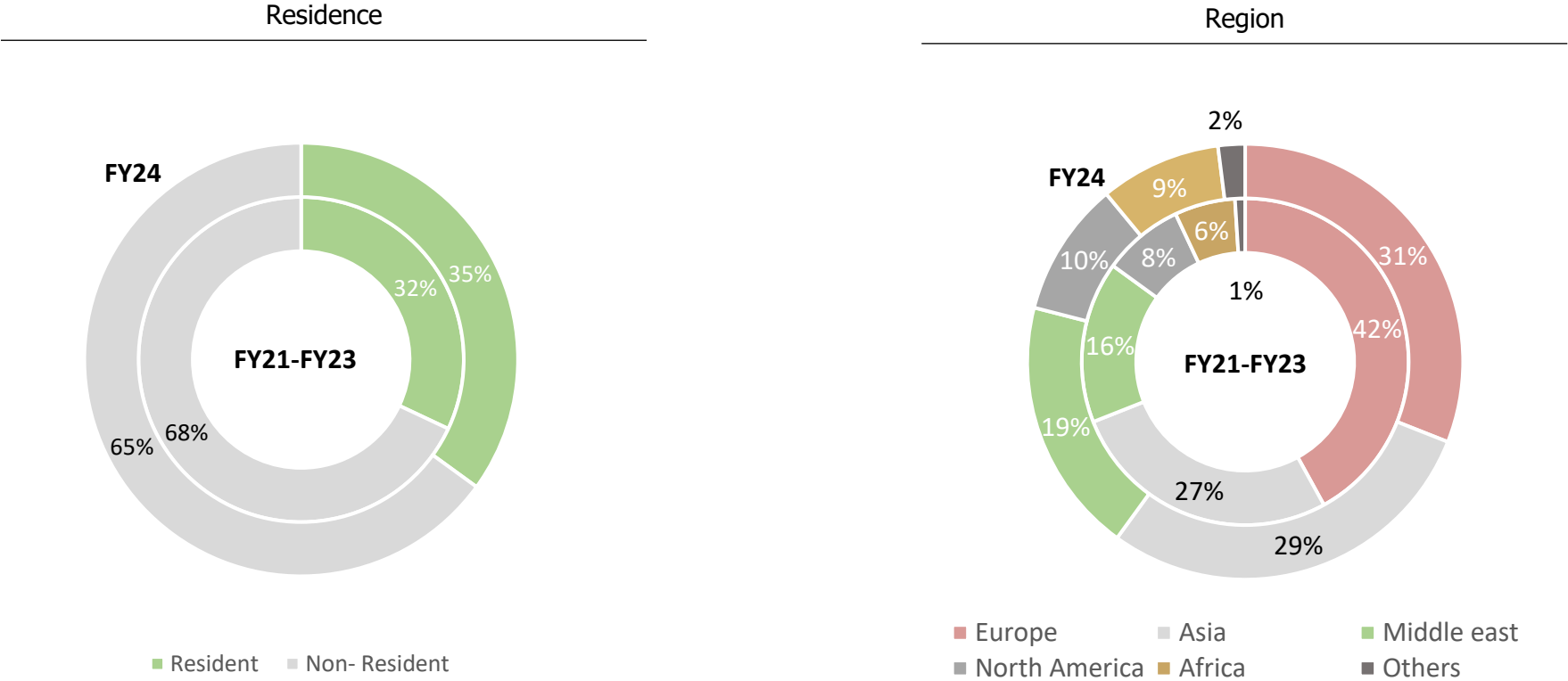


Project in Umm-Al-Quwain



Increasingly Diverse Customer Base Reflecting Resilient Buyer Profile

Bifurcation of Customers
(Cumulative 3 Year Period from FY21 to FY23 & FY24)



Well Defined Operational 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 post-handover payment plans for new sales

Current projects are being sold on basis of ~70% during construction and balance on completion



**Environmental,
Social &
Governance**

Seeking Excellence in Sustainable Developments and ESG Governance

Sustainability remains a Core Philosophy

- Sobha recognizes the need to have a strong understanding of the climate change and the risks that it poses to the planet and the business
- Our strategies are developed with sustainability as a core value across the group. These are well articulated in ESG strategy document, and TCFD report emphasizing Governance, Strategies, Risk management and Metrics / Targets
- Sobha has undertaken a pledge to UAE's Ministry of climate change and Environment to support it with its Net Zero by 2050 strategic initiative
- Our Sustainability goals and targets are well internalized within the business units and overseen in the ESG committee meetings
- A clear sustainability strategy is in place to achieve Sobha's vision to accelerate the global transition to a sustainable built environment

Achieving Global Green Building Certifications

- All new developments of Sobha are aiming for globally acclaimed Green Building certifications such as LEED USA and Green Mark Singapore
- Targeted ratings vary across Certified, Silver, Gold Platinum and Super Low Energy



Sobha One achieved the prestigious BCA Green Mark Platinum Super Low Energy (SLE) Certification
The First SLE Platinum outside Singapore

- Sobha has also ventured into other global certification systems



Sustainability Governance

- ESG working committee created to provide oversight and review of policies, programs, practices, strategies, and approach to ESG topics
- Key policies formed to drive sustainability across the organization
 - Environmental, Social and Governance (ESG) policy
 - Environmental policy
 - Sustainable procurement policy
- ESG strategies formation and Risk Management
- ESG goals and Targets setting
- Voluntary Climate Reporting
- ESG Benchmarking
- Annual performance review against each benchmark to ensure progress is being made on each key initiative

Emissions Reductions / Low Carbon Developments

- Sobha is embracing multiple strategies towards its Net Zero / Decarbonization journey
- Sobha is currently installing Roof top solar PVs in several projects to promote use of renewable energy, reduce reliance on fossil fuel and decarbonize its operations
- It has further installed solar PVs in its site offices to decarbonize site emissions
- It has already embarked on bio diesel to reduce transport related emissions and construction emissions
- It is actively exploring low carbon materials in steel, concrete and other hard to abate sectors



Sound Sustainability Reporting & Adherence to Global Standards



ESG REPORTING

- Voluntarily published ESG Reports for 2021, 2022 and 2023
- Have commenced the preparatory works for ESG Report 2024



ESG COMMITTEE / STRATEGY

- ESG committee regularly monitoring the ESG activities
- Developed ESG strategy document with clear ESG KPIs, Goals and Targets for the group
- ESG goals well internalized within the group



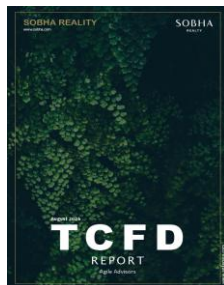
GREENHOUSE GAS (GHG) ASSESSMENT

- Completed our comprehensive GHG assessment (2023) for the 2nd year comprising all scopes i.e. Scope-1, Scope-2 and Scope-3
- Sobha has established an internal Net Zero road map strategy to align with overall UAE's strategy



GRESB DEVELOPMENT BENCHMARK

- Achieved score of 94 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 features amongst top 4% of global entities striving for excellence in sustainability and also included in GRESB's Expert Services Group to provide real estate and infrastructure expertise



TCFD REPORTING

- Reporting of the Task Force on Climate-Related Disclosures ("TCFD") to increase visibility on key sustainability metrics
- Voluntarily supported TCFD
- Released its second report for 2023



ALIGNMENT TO GLOBAL SUSTAINABILITY STANDARDS

- Aligned ourselves with ten Sustainable Development Goals that are most relevant for our business
- Intend to benchmark our strategy against the United Nation's Sustainable Development Goals, a voluntary initiative based on our commitments to implement relevant universal sustainability principles and take steps to support UN 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

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

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 and 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



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**

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 of Kizhakkencherry, Kerala

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 education with cutting-edge infrastructure. It covers all expenses for 5,000 female students

Oman

SAS Housing Initiative

Mr. PNC Menon, signed an MoU with Al Rahma Association of 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

Diverse & Accomplished Leadership Team



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*

Construction and real estate professional with over 21 years of experience. Prior to being appointed Co-Chairman of the Group in April 2023, he served as chairman of Sobha India. He currently serves as Chairman of the Group and the board of the Company



Mr. Mahmoud AlBurai
Independent Director

17+ years of experience in the real estate sector. Currently holds the position of President at FIABCI Emirates and serves as a senior advisor in the Dubai Government. 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 23 years of experience to his role, Mr. 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

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