MIRFAD

COMPANY PROFILE

We Control Delivery. Protect Assets. Elevate Value.

Property · Projects · Destinations

Operating since 2015 — Bahrain · Saudi Arabia · GCC

WHO WE ARE

An owner-side management house.

MIRFAD exists to close a gap every property and destination owner in the region knows: projects handed over late with open defects, buildings run without indicators or records, and asset value quietly eroding.

We work from the owner's perspective across the full asset lifecycle — delivery, certificate and variation control, handover and defects-liability management, service-charge and facilities-contract structuring, and KPI-led daily operations. We have worked since 2015 across project delivery and the management of complexes and their shared facilities.

> **We don't contract, supply or sell.**
> **We represent the owner alone.**

Since 2015
managing projects, assets and destinations

2 days
maximum response time, in working days

30 days
to a full assessment with a risk map

2 pages
the owner's monthly executive report

90 days
to restructure troubled operations

6 markets
served across the Gulf and Arab region

SERVICES

Seven services across the asset lifecycle.

01 **Real Estate Project Management**
Programme, cost and quality control through clear review gates — from design to financial close-out.

02 **Residential Project Management**
Early planning for unit handover, building operations and shared facilities.

03 **Owner & Developer Representation**
An independent technical opinion and a seat at the table for the owner — in meetings, certificates and variations.

04 **Handover & Operational Readiness**
Snagging, O&M documentation and readiness before the first resident.

05 **Facilities & Vendor Management**
SLA-based contracts with measurable KPIs and independent oversight of delivery and cost.

06 **Property & Residential Building Management**
Resident requests, shared facilities, collections and regular communication.

07 **Malls & Commercial Complex Management**
Daily operations, facilities, tenants and visitor experience for malls and destinations.

OUR APPROACH

The MIRFAD Method: five stages, one line of accountability.

01 Assess
Understand the true state of the project or asset before any decision.

02 Structure
Build a clear structure of responsibilities, authorities and reporting.

03 Mobilise
Prepare teams, suppliers and systems for live operations.

04 Manage
Disciplined day-to-day management in the owner’s name and interest.

05 Optimise
Continuously raise operating efficiency and protect asset value.

Every stage ends in a documented output — an assessment report, a governance framework, verified readiness, a monthly executive report, an annual improvement plan.

CLIENT JOURNEY

From first message to stable operations.

Day 1

We Listen

Your details reach us; we come back within two working days to arrange an introductory session.

Days 1–30

We Assess

Contracts, certificates and records reviewed with a site visit — producing a risk map and priorities.

Day 30

You Decide

A written scope with responsibilities, deliverables, duration and transparent fees — no prior commitment.

Days 31–90

We Structure & Mobilise

Contracts structured, vendors appointed or redirected, tracking systems built.

Day 91+

You Rest Assured

Disciplined operations, published KPIs, and a two-page monthly report on time.

TRACK RECORD

Field experience across the region’s leading destinations.

Across their careers since 2015, members of the MIRFAD team have taken part in the management, operations and mobilisation of prominent malls, complexes and destinations in Saudi Arabia and Bahrain — with involvement ranging from contribution within operating teams, to partial supervision, to full supervision.

Boulevard Riyadh City
Riyadh — Saudi Arabia

Boulevard World
Riyadh — Saudi Arabia

Formula 1 — Bahrain Grand Prix
Sakhir — Bahrain

Mall of Dhahran
Dhahran — Saudi Arabia

City Centre Bahrain
Manama — Bahrain

Seef Mall
Manama — Bahrain

Marassi Galleria
Bahrain

Dana Mall
Bahrain

Hawa Manama
Manama — Bahrain

Al Alawi Complex
Bahrain

Destination names belong to their respective owners and are listed to document team members’ participation in their operations.

REGIONAL COVERAGE

Six markets.
Two languages.
One standard.

Manama
Kingdom of Bahrain

Riyadh
Saudi Arabia

Dammam & EP
Saudi Arabia

Dubai
United Arab Emirates

Muscat
Oman

Baghdad
Iraq

All our services are available across the markets above and the wider Arab region — delivered in Arabic and English, shaped around regional asset conditions: climate and readiness, shared facilities and owners associations, and transparent vendor and service-charge structures built from the owner’s perspective.

Structured Today. Managed for Tomorrow.

ALIGNED WITH THE REGION'S VISIONS

Working in the direction of Saudi Vision 2030.

MIRFAD's services intersect with the goals of the region's national visions — foremost Saudi Vision 2030 and Bahrain Economic Vision 2030: better-quality housing, efficiently managed assets, and entertainment and retail destinations run to world-class standards.

Quality of Life

Disciplined operation of residential buildings and communities that lifts everyday living quality.

Housing & Handover Quality

Documented acceptance with defects closed inside the liability period — housing delivered to a higher standard.

Destinations, Entertainment & Retail

Professional operation of malls, complexes and destinations serving the region's growing visitor economy.

Operational Spending Efficiency

KPI-based contracts and line-by-line justified costs that extend asset life and protect value.

National vision names and programmes belong to their official bodies; MIRFAD provides services that work in the direction of their goals.

2030

LEADERSHIP

A multi-disciplinary team.

Project management, operations control, governance, marketing and interior design — working since 2015 across projects and destinations in Saudi Arabia and Bahrain, under a single commitment: the owner's interest first.

Nour Emad Abdulmajeed

Executive Director | Project Management & Saudi Market Expert

Oliver Bennett

Project Governance & Asset Management Advisor | UK & International Markets

Mustafa Mahmoud Ibrahim

Project Controls & Operations Management Expert

Khalil Ibrahim Ali

Marketing

Jafar Ahmed Yousif

Interior Design Specialist

A WORD FROM THE EXECUTIVE DIRECTOR

> "We don't just manage properties — we carry the owner's responsibility. Every certificate we review, every contract we negotiate and every report we send is measured against one question: does this serve the asset's long-term interest? That is what we mean when we say we sit on your side."

Nour Emad Abdulmajeed
Executive Director

OUR PARTNERS

JADARA

Jadara Realestate Investments Limited

A UK business partner in special projects management and real estate advisory. Registered in England and Wales under company number 12146080.

AL KHAYAL | الخيال

A business partner supporting complementary expertise according to the scope of each project and engagement.

A WRITTEN COMMITMENT

The MIRFAD Owner Charter.

Six commitments we hold in every engagement — ask for them in writing at any time.

- ✓ We respond within two working days — always.
- ✓ No fees before a written scope you approve yourself.
- ✓ No commissions from contractors or vendors — our loyalty is to the owner alone.
- ✓ Your two-page monthly report arrives on time, every month.
- ✓ Every recommendation is measured by its effect on your asset's long-term value.
- ✓ Exit terms are clear and in writing from day one.

CONTACT

Your asset deserves management that answers only to you.

Send the details of your project, building, mall or portfolio — our team responds within two working days with clear next steps for an initial assessment, in Arabic or English.

PHONE / WHATSAPP
+966 55 833 5297

EMAIL
info@mirfadgroup.com

WEB
mirfadgroup.com

Scan to visit mirfadgroup.com and request an initial assessment.