



## **Luxury Real Estate Development ABU DHABI**

### **Company Profile**

Luxury Real Estate Development L.L.C., (LRED) was launched in Abu Dhabi in April 2006. The Company was formed to develop well designed, competitively priced real estate within the U.A.E. Capital. Luxury is seeking development opportunities across the United Arab Emirates and future growth ambitions include expansion into neighbouring G.C.C. countries.

The Company is currently developing Mangrove Place, a residential building with a retail element on a prime plot within the master planned Sorouh's Shams Abu Dhabi Project on Reem Island.

The building offers skillfully planned and designed residential apartments with intelligent utilisation of space to maximise the investment return. The efficient planning and design allows Luxury and their exclusive sales agent LLJ Property to market units at more affordable prices than similar property types being developed by other companies within Abu Dhabi real estate sector. For the investor this means the opportunity to attract more competitive rental yields.

Mangrove Place is located on the waterfront adjacent to the prestigious Sky Tower - a future iconic landmark within Shams Abu Dhabi. It offers an ideal live/work environment for the mid to high level management sector and will appeal to those seeking a cosmopolitan lifestyle close to the downtown area. The terraces and balconies are prominent features of the building offer spectacular panoramic views of the water, native mangroves, Abu Dhabi Island and the southern and western areas of Al Reem itself. This property includes retail space for commercial and food and beverage outlets with outdoor terraces leading onto the boulevard running along the canal and sea frontages.

Luxury Real Estate aims to make a significant contribution to the future of Abu Dhabi through its real estate projects. It has an integrated team approach to development to ensure that its projects fully address all design and lifestyle parameters. Luxury involves the real estate agents, cost managers, architects, designers, project managers and marketing specialists from the initial planning stages through to conclusion.

LRED's first project, Mangrove Place, is scheduled for completion first quarter of 2010.

## **Ausama A. Zubaidi**

Chief Executive Officer  
Luxury Real Estate Development L.L.C.

Ausama Zubaidi is the Chief Executive Officer (C.E.O.) of Luxury Real Estate Development L.L.C. (LRED). He is responsible for the entire management and operations of LRED, including strategic business development, design supervision, co-ordination of outsourced advisors and implementation of the company's plans and projects.

Before joining LRED, Ausama was Senior Projects Manager at ALDAR Properties PJSC - a major real estate and investment company based in Abu Dhabi. He was in charge of implementing the ALDAR projects at Al Raha, in particular the early stages of Al Raha Gardens "the first residential properties sold on a freehold basis to U.A.E. Nationals in Abu Dhabi" and Abraj Al Raha. Besides the above, he oversaw other projects at the design or master-planning phases within that area.

For nine years he was the Marketing and International Business Development Director of Al Hamed Development and Construction L.L.C., one of Abu Dhabi's leading construction firms. Major projects in which he was exclusively involved include the new U.S. Embassy, Al Jazira Grandstand, Mina Zayed relocation, the Handicapped Rehabilitation Project, Zayed University expansion and the Ruwais Housing Complex for ADNOC.

His earlier international experience in the real estate and construction industry was in the U.S.A., U.K. and Iraq.

## **Dr Wisam K. A. Al Somaiaai**

Chairman  
Luxury Real Estate Development L.L.C.

Dr. Wisam is the Chairman of Luxury Real Estate Development L.L.C., (LRED). He founded the company in April 2006 to develop well designed, competitively priced real estate within Abu Dhabi.

He has an extensive background in Construction Management and Real Estate Development, spanning 35 years across a number of international markets. These include Kingdom of Saudi Arabia, United States of America, United Kingdom, Libya and Iraq

Dr. Wisam has established and managed a series of successful companies within the construction industry, most recently in 2003 the TAL Matana Readymix Concrete Company in Saudi Arabia, of which he remains the Chairman and Owner. TAL Matana was established to supply the burgeoning real estate development sector in the Kingdom.