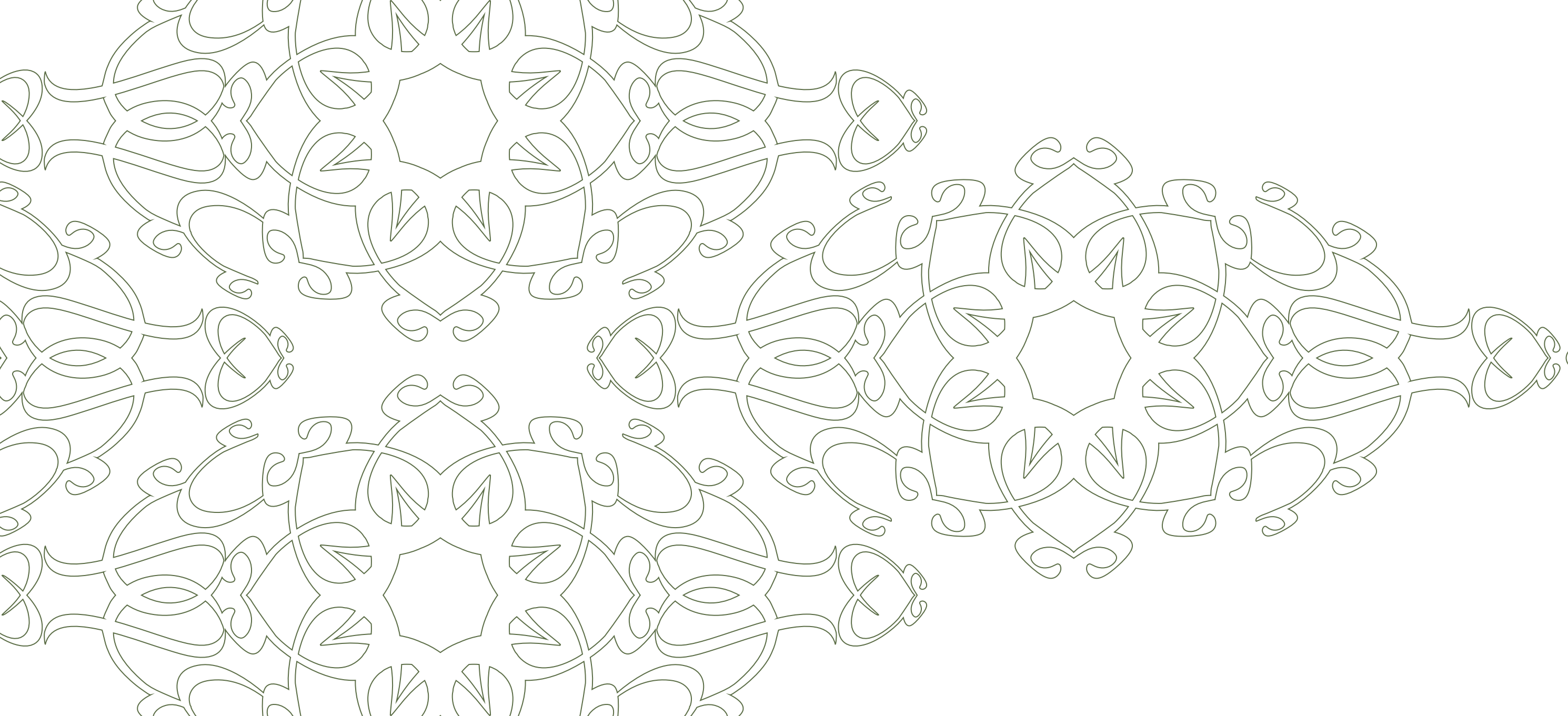




تلال العرفان
Tilal Al Irfan



CONTENTS

- 05 Words from His Majesty the Sultan
- 12 Oman, A Culturally Rooted 21st Century Land of Opportunities
- 15 Madinat Al Irfan, "The City Of The Future"
- 23 Tilal Al Irfan, A Visionary Project for the 21st Century
- 31 Tilal Al Irfan's Phase One Master Plan
- 37 Tilal Al Irfan's Phase One Value Proposition
- 42 The Long-Term Value Creation

THE SULTANATE OF OMAN

A Culturally Rooted
21st Century Land of Opportunities

Often referred to as the Jewel of Arabia, Oman is the ocean gateway to the Arabian Peninsula and a strategic coastal trading link between east and west. A country of rich culture and heritage that enjoys stable government, peace and democratic process, Oman is also a country of amazing natural beauty and contrast. From the rainforests of the south to the length of its imposing mountainous coastline and harsh sandy desert interior, it has an abundance of resources beyond oil and a modern infrastructure providing the foundation for its determined, resilient and young population to build an exciting future.





Madinat Al Irfan's location provides a crucial link between two sides of the wider city region, from the old Mutrah and Ruwi districts to the fast growing Seeb and Barka districts. As such, it is the ultimate address in Muscat's growth corridor where businesses, entrepreneurs, people and visitors want to be and belong.

Situated in the very heart of Madinat Al Irfan, Tilal Al Irfan site is an exemplary reflection of Oman's rich natural heritage of rolling hills, plateaus, and wadis offering memorable views to the Arabian sea and city skyline to the north and Oman's magnificent mountains to the south.

MUSCAT'S CONTEMPORARY DOWNTOWN AND RESIDENTIAL COMMUNITIES

The overall area of Madinat Al Irfan stretches over 8M square meters and the site is strategically located close to Muscat International Airport and transport networks. As a “City for the Future”, Madinat Al Irfan is envisioned to be built in phases and over more than three decades and will grow organically to evolve into a series of subcommunities that are particular to their context.





The site is largely virgin land, an open landscape with a dramatic topography containing a wadi, a dry riverine channel that is a special geological feature typical in Muscat topography, and series of hills enjoying amazing views of the Gulf of Oman and the Omani mountains. Its overall masterplan has been structured around the wadi setting with small grain villages located in the areas of increased topography and higher densities in the plateau-like areas of the site, each with their own distinct character.



TILAL AL IRFAN, A VISIONARY PROJECT FOR THE 21ST CENTURY

Tilal Al Irfan's vision is to create a contemporary, smart and sustainable heart for Madinat Al-Irfan, Muscat's largest master planned destination.

This inspiring promise will be achieved by ensuring that flexible and best-in-class master planning and development controls are implemented and continuously reviewed to deliver a new paradigm for integrated urban destinations, a 21st century landmark in Oman.

As the new heart of the capital city of Muscat, this new smart and sustainable destination provides an unparalleled platform and limitless possibilities for investment in residential, healthcare, educational, commercial office, serviced apartments and hotels, institutional, shopping and entertainment facilities.

The combined expertise of Majid Al Futtaim Properties as a leading private sector developer, and the grit of Omran as Oman's leading public sector developer, creates the necessary trust and leadership to deliver Oman's largest master-planned development project.





Tital Al Irfan will be developed in phases, and in line with the overall ambition set for Madinat Al Irfan as a whole. The first phase is planned over half a million square meters of land area and with a mixed-use built-up-area of more than 450,000 square meters.

As such, this initial phase is not only a once in a lifetime investment opportunity in investing in a central district city development in Oman's emerging economy. It also offers the long-term reward of partnering in a master-planned projects where great lifestyles, great memories and great moments will be created every day and every time, and a true sense of belonging is nourished.

THE MASTER PLAN OF PHASE ONE:
AN EMBODIMENT OF THE OVERALL VISION





CORPORATE & COMMERCIAL OFFICE SPACE

The Downtown District is the beginning of a new denser CBD area that will expand to the north towards Route 99 and north-west towards the boundary with Muscat Hills.

Initially featuring three city-blocks that can be parcelled in a variety of ways to suit demand including corporate offices, serviced offices, commercial cellular subdivisions and destination offices for growing economic sectors and soft industries such as IT and incubators.

THE MARKET PLACE

The Central Market Place is a combination of commercial office space surrounding festive family attractions. Inspired by the likes of Boston's Quincy Market, Covent Garden in London, City-Walk in Dubai, Beirut Souks in Lebanon as well as the more traditional souks in Mutrah and parts of the Arab world.

The Market Place development has dual identities. It serves the downtown business community during the day and becomes alive during late afternoon, nights and on weekends offering sophisticated street food and entertainment indoors and outdoors attractions and connecting to the central park and pedestrian plaza which will extend north across the whole downtown district.

