
UM ALQURA

*MAKKAH
UM ALQURA
LAUNCH IPO*

An architectural rendering of a wide, modern street in a city with Islamic architectural influences. The street is paved with light-colored tiles and lined with palm trees and modern buildings. In the distance, a large, ornate archway frames a bright light source, possibly the sun. People are walking on the sidewalks, and the overall atmosphere is bright and open.

MAKKAH UMM AL QURA LAUNCH IPO



Umm Al Qura for development & Construction is the owner and developer of MASAR destination that works with a developmental vision to elevate the urban and investment landscape of Makkah through pioneering the development of

'Masar destination'

and exploring new avenues to help improve the quality of life for Makkah residents, pilgrims and visitors.





**Masar Destination is a state-of-the art integrated
investment ecosystem with diverse and flexible
opportunities.**

**Strategically located 550 meters away from the Holy Mosque
and 100 meters away from the Haramain station
in the heart of Makkah.**





Masar is an urban destination, which will offer unparalleled experiences to inspire each visitor, while enhancing the quality of life of the city's residents through a diverse range of hospitality, mobility, retail, entertainment and other offerings.

It aims to simultaneously preserve the spiritual and cultural heritage of Makkah while providing opportunities to boost the region's economic potential.

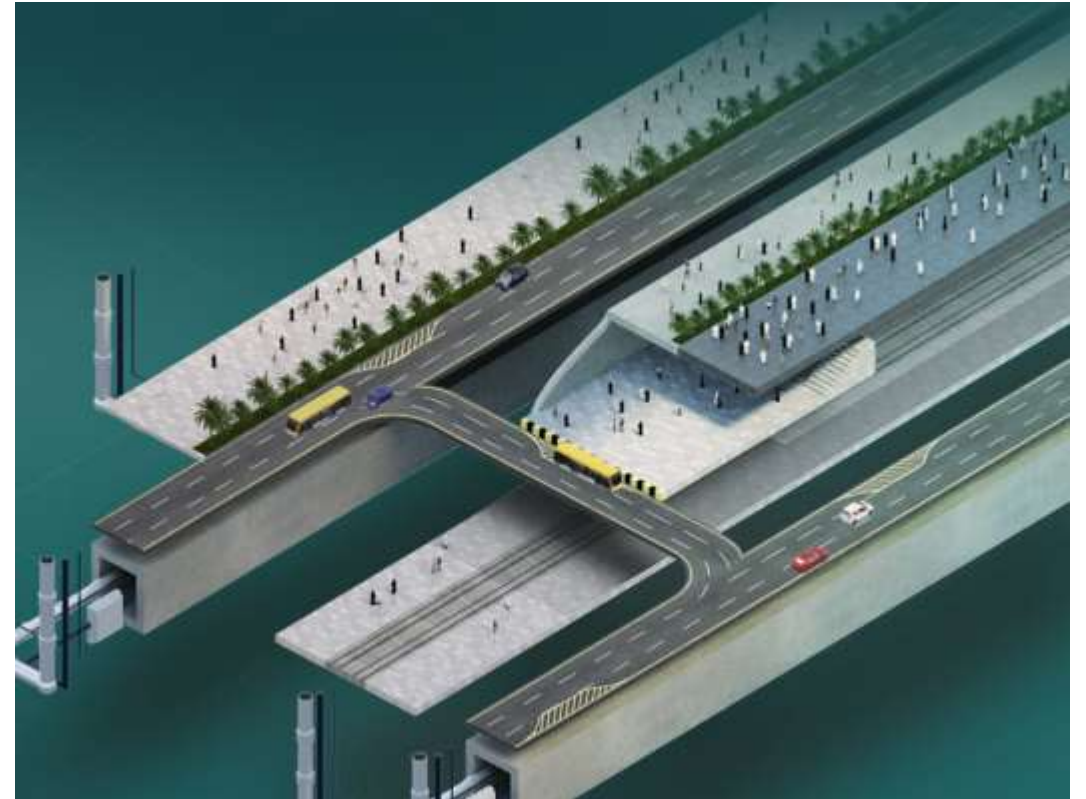




The destination masterplan

Our Master Plan has been designed to complement and enhance the natural landscape and maintain the natural flow of the underground water that shaped the land over millions of years, and has been divided into key development zones, each with its distinct set of offerings and facilities.

*Safe movement
through
the separation between
pedestrian and vehicle
movement*

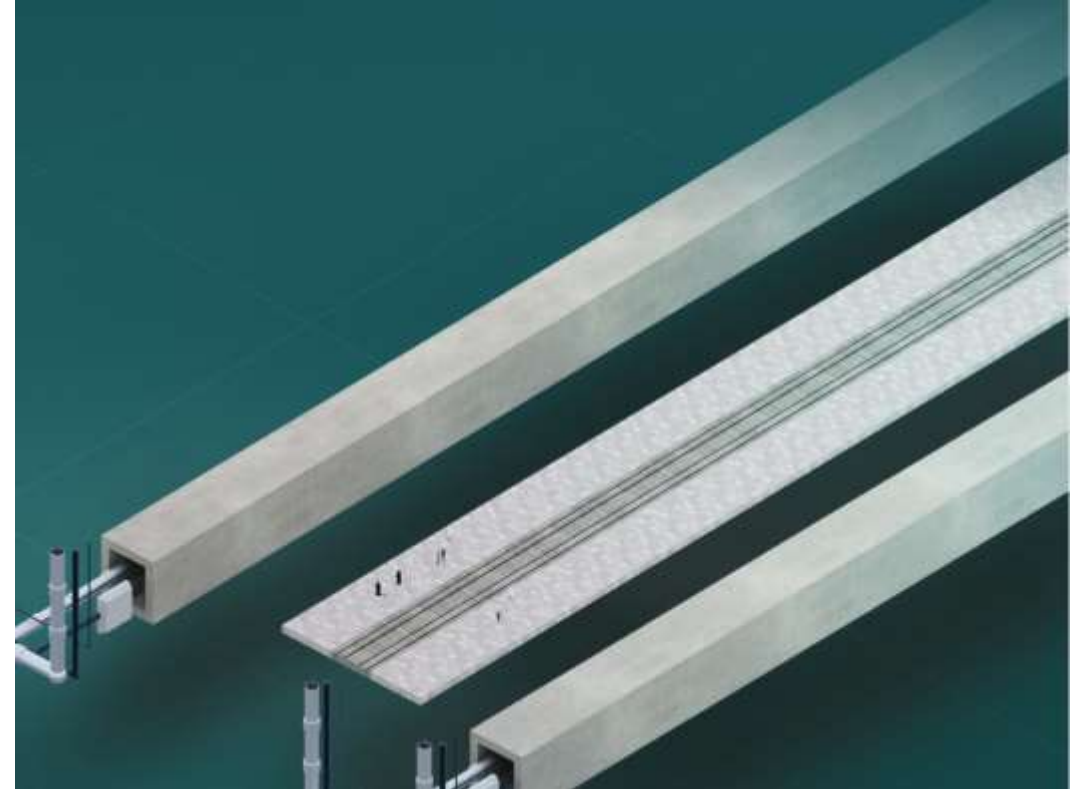


*Masar Destination adopts
the concept of
holistic mobility
to create
the environment necessary
to enhance lifestyle
by delivering
safe
and diverse solutions
for movement*




*State-of-the-art
infrastructure for the next 100 years.*

*The infrastructure includes the Digital and telecom
munication network
that enable smart cities technology
and IOT capabilities A network of public
services that includes;
electricity, water & Sewage utility
galleries*



THE DESTINATION IN NUMBERS





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