



### Qatari Diar celebrates 6<sup>th</sup> anniversary

- Al Hedfa: "Behind every one of our successes in Qatar and around the world is the hard work and dedication of Qatari Diar's staff."
- HE the Chairman Yousef Kamal in first address to QD staff
- Qatari Diar launches new corporate identity, "The Art of Real Estate"

**XX December 2011 (Doha, Qatar)**- Qatari Diar Real Estate Investment Company, an international leader in sustainable development, marked its sixth anniversary this month with a celebration that brought together all the company employees.

Members of Qatari Diar's senior management addressed the assembled staff at the event, which was held at the company's headquarters in Lusail.

In an opening speech, Group CEO Eng. Mohammed bin Ali Al Hedfa thanked employees for their contribution to the company's success, "As we look back at these remarkable six years, I would like to take this opportunity to give due recognition and thanks to the people who have made Qatari Diar what it is today; the region's most influential real estate company and a major player in the world's key property markets."

"Behind every one of our successes in Qatar and around the world is the hard work and dedication of Qatari Diar's staff. As we celebrate the company's 6th anniversary, I would like to tell all of Qatari Diar's invaluable staff just how proud I am to be working alongside you," added Al Hedfa.

The GCEO then introduced H.E. Yousef Hussain Kamal, Minister of Economy and Finance and Chairman of the Qatari Diar Executive Board, for his first formal address to the company's staff. Emphasizing his commitment to keeping the communication channel open with Qatari Diar's employees, the Chairman discussed his vision for the company going forward, and the role that members of QD staff will play in that vision. The company is entering a new and important phase of development, noted the Chairman.

In a follow up to the Chairman's remarks, Head of Marketing & Sales Simon Cunningham subsequently led the formal introduction and launch of Qatari Diar's new corporate identity, "The Art of Real Estate." The company's new positioning reflects Qatari Diar's intuitive approach to creating world-class real estate developments that are both commercially and creatively-driven.

The Chairman, H.E Kamal led the final portion of the anniversary event with an awards ceremony for employees who have been with Qatari Diar for five years or more.

"I am glad to see our bigger team coming together to celebrate their own achievements over the past six years. Such events allow us to appreciate the hard work our colleagues put into their daily jobs and help us realize how senior management appreciates it all. We are very keen to hold similar events on a regular basis, because they provide a unique opportunity for bringing together the members of Qatari Diar's family and hence enable us to better perform as a team" Said Khalifa Al Hajri, Corporate Communications Director.

As Qatari Diar marks its sixth anniversary, the company also celebrates considerable progress being made in its local and international portfolio, including new projects, sales launches and expansion in key markets internationally. Infrastructure works at Lusail City, the company's visionary 38-square-kilometer development to the north of Doha, are progressing ahead of schedule.



THE ART OF REAL ESTATE  
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Beyond Qatar's borders, Qatari Diar has recently marked a number of milestones in its projects across Europe and the Middle East, most notably in France, Switzerland, the United Kingdom, Tajikistan, Egypt and Sudan. Of the company's signature projects in Europe, the redeveloped Le Royal Monceau – Raffles Paris reopened its doors in October 2010, while the legendary Hotel Schweizerhof Bern celebrated its reopening in June 2011. In the United Kingdom, home to a number of Qatari Diar's most strategic and sophisticated projects, the company has put two of its three residential buildings within the Grosvenor Waterside complex in Belgravia on the market: Bramah House and Caro Point. Through joint ventures with Delancey and Canary Wharf Group, Qatari Diar is actively involved in legacy projects of London Olympic Village and Shell Centre respectively. Infrastructure works have recently started on Qatari Diar's first project in Central Asia, the Diar Dushanbe development, located in Tajikistan's capital.

Within the Middle East, Qatari Diar is preparing to launch sales for a second residential tower in its landmark urban development in the heart of Khartoum- Mushaireb. The first of the development's eight high-end residential towers was sold out in 2010 and has already welcomed residents. In Egypt, Qatari Diar's Nile Corniche project, centrally-located in downtown Cairo has completed initial phases of construction on the development's infrastructure, with construction on superstructure underway.

Qatari Diar has also expanded into a number of new markets this year, most notably with the company's approximately \$700-million investment in the CityCenterDC project in downtown Washington, D.C., the company's first significant investment in the U.S. property market.

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**About QATARI DIAR Real Estate Investment Company:**

Wholly owned by the Qatar Investment Authority, QATARI DIAR Real Estate Investment Company was established in December 2005 to support Qatar's growing economy and to co-ordinate the country's real estate development priorities. QATARI DIAR is currently involved in more than 35 signature projects in more than 20 countries around the world.

QATARI DIAR is becoming established as one of the world's most trusted and respected real estate companies because of its commitment to quality, local community, partnership and hallmark sustainability.

QATARI DIAR's hallmark vision of sustainable development places community and local traditions at the forefront. The Company aims to create and manage property investments and developments which not only comply with the best international standards, but which also strongly reflect local culture and values. As a result, QATARI DIAR's projects deliver a distinctive and sustainable social, economic and environmental benefit to the community. In addition, QATARI DIAR often enables local and international developers and investors to partner in its projects, and to work together in exploring other opportunities, both locally and internationally.

[www.qataridiar.com](http://www.qataridiar.com)

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