

Executive Summary

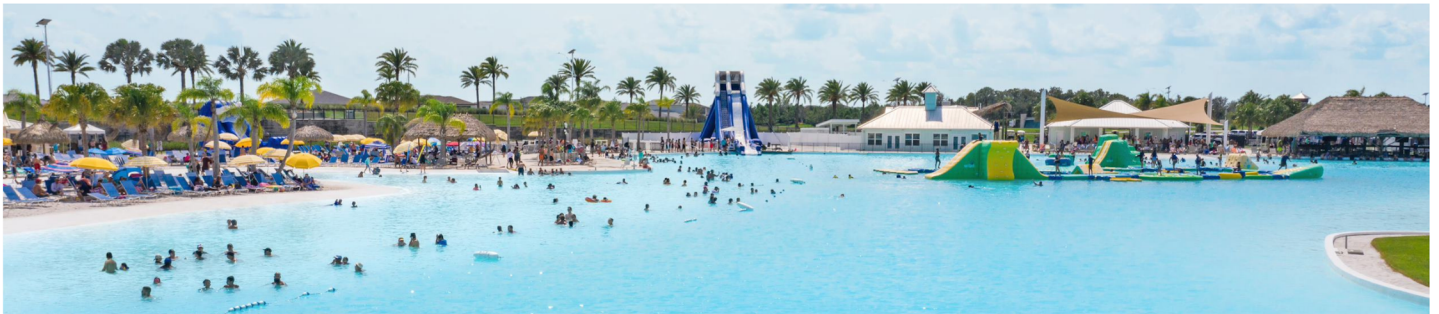


Overview

Started in 1994, A'amal Group is a forward-thinking and socially responsible group that aims to redefine Saudi infrastructure. True progress is at the heart of A'amal Group, which aims to contribute to the Saudi community through innovation in various industries.

Crystal Lagoons is a multi-national company that has developed an innovative concept and technology to transform any destination in the world into an idyllic beach paradise. The patented, state-of-the-art technology enables crystalline lagoons of unlimited sizes to be built, surrounded by palm trees and white sandy beaches, transforming cities all over the world into tropical paradise.

A'amal Group and Crystal Lagoons aim to provide the most innovative crystalline lagoons that create the ultimate water destination for tourism, public events, and more.



**Public Access
Lagoons™**



Real Estate Lagoons



Hospitality



Sustainable Technology

1100+

projects in different
stages of development
or negotiation
worldwide

5

continents

2500

patents in over 190
countries

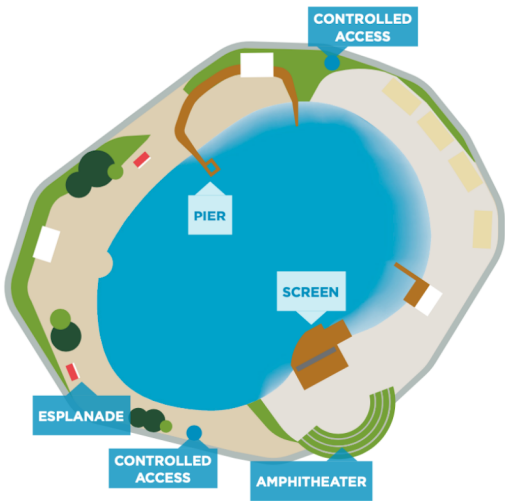


Public Access Lagoons™

Public Access Lagoons™ is host to alluring amenities such as restaurants, beach clubs, water sports, retail, amphitheaters, and recreational and cultural activities to fulfill their dream of living steps away from an idyllic tropical beach.

Almost any development opportunity can be transformed into a PAL™ project with an exclusive beachfront and endless year-round entertainment options. The PAL™ concept unlocks the potential for any development to become a new, vibrant center of activity in the city just minutes from millions of households.

The business model is simple: An entrance fee to access the lagoon generates revenue with high levels of profitability and rapid return on investment. Additionally, ancillary services such as boat rentals, food and beverage, and cultural and music events around the lagoon offer a significant source of additional income.



Seasonal Activities Examples

- ☀️
- 🍂
- ❄️
- 🍃
- Swimming
 - Sun-bathing
 - Water Games
 - Windsurf
 - Rowing
 - Sailing
 - Scuba Diving
 - Conferences
 - Ice-Skating
 - Volleyball
 - Weddings
 - Wellness
 - Summer Camps

Round the Clock Activities

- 🌅
- ☀️
- 🌇
- 🌙
- Morning Yoga
 - Jogging
 - Brunch
 - Co-Working
 - Paddle-Boarding
 - Kid's Swim Class
 - Lunch
 - Sun-Bathing
 - Swimming
 - Volleyball League
 - Happy Hour
 - Outdoor Cinema
 - Concerts
 - Weddings
 - Special Events
 - Beach Parties



Real Estate Lagoons

Cities are crowded and the search for a better quality of life has become a top priority for citizens. Waterfront projects have always kept their reign in the realm of quality of life, and therefore, price premiums. Moreover, now, more than ever, real estate developers should be focused on providing innovative and differentiated projects which makes them the “developer of choice” for buyers.

Our formula is simple: if you don't have a usable waterfront, we create it. Crystal Lagoons' concept and technology, patented worldwide, has changed the real estate paradigm of “location, location, location”. Here's why we believe Crystal Lagoons World's Top Amenity can add premium values to your real estate projects:



Crystal Lagoons has managed to create idyllic beaches with lagoons of crystalline water and excellent quality, in previously unimaginable places.



With a sustainable technology which increases the value of real estate developments and provides a rapid return on investment.



Unmatched amenity that differentiates residential developments from their competitors.



Generates and significantly accelerates sales, increasing the value of the property.

Masterplanned Community

Key Elements:

- Amenity Center
- Beach Area
- Water Sports / Pier
- Fitness Trail / Promenade
- Park Space

Increases hotel prices and occupancy.

Provides differentiating edge, reducing competition.

Creates an idyllic beach destination anywhere in the world.

Increase sales price and velocity, adding value like no other amenity.



Hospitality

Crystal Lagoons amenities allow hospitality developers to create idyllic beach life, providing a beachfront experience that would otherwise be impossible in an inland location. According to an analysis conducted using STR data, first-row hotels experience significant added value compared to second-row or inland hotels when it comes to room revenues, food and beverage spending, and overall hotel profitability.

Examples of First Line Brands



Examples of Second Line Brands



150% First line hotels experience 150% premiums in RevPAR and TRevPAR.

140% All other revenues have premiums over 140%.

151% First row hotels charge an ADR of USD \$501 compared to USD \$200 for second row hotels, a 151% premium.

179% As for GOPPAR, there is a 179% difference between first and second line hotels.

Masterplan and Lagoon Activation

Given its unique place-making attributes and stunning views, a crystalline lagoon can transform almost any site into a tropical resort destination, simultaneously boosting key rates and occupancy.

-  RESTAURANTS & FOOD TRUCKS
-  EVENT VENUES
-  GYM & SPA FACILITIES
-  VIP & PARTY EVENTS




Sustainable Technology


Crystal Lagoons technology can use any type of water: freshwater, brackish water, and seawater, with operational lagoons around the world, using all these different water types.

Compared with a golf course, our turquoise lagoons offer a higher usage ratio of gallons of water per person. More people can enjoy the beach and a body of water, versus the limited number of sportsmen that use a golf course, creating a recreational venue for the whole family.


A 1 ha / 2.5 ac lagoon uses up to:



50X LESS ENERGY
than a swimming pool the same size.



40% LESS WATER
than a park the same size.



33X LESS WATER
than an 18-hole golf course.



Featured Projects

Alcazaba Lagoon

Grupo Osim
Casares, Spain



Diamante

Diamante Cabo San Lucas
Cabo San Lucas, Mexico



MBRC District 1

Meydan/Sobha
Dubai, UAE



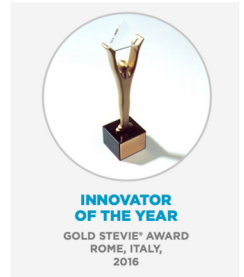
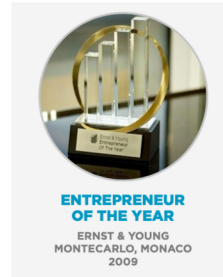
Global Locations

Currently, Crystal Lagoons has more than 1100 urban, suburban, hospitality, public, and industrial projects worldwide in different stages of development or negotiation.

With a presence on 5 continents, Crystal Lagoons projects can be found in the United States, Saudi Arabia, the UAE, Egypt, Thailand, Indonesia, Mexico, Brazil, Chile, Argentina, Spain, and Australia, among others.

In the United States alone, there are 318 projects currently in different stages of development or negotiation.

Awards



Get In Touch

Crystal Lagoons

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Crystal Lagoons



CRYSTALLINE LAGOONS OF UNLIMITED SIZE
Crystal Lagoons
WORLD'S TOP AMENITY

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The information provided herein does not constitute accurate or complete information concerning the implementation of the Technology, the expected revenue, and costs regarding your specific project. Therefore, it does not replace your independent professional judgment and evaluation of the information provided and the project's feasibility.

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