

Green Global Group®

Think Globally, Act Locally



GREEN GLOBAL®
— GROUP —
Think Globally, Act locally

CONFIDENTIAL

Sunday, 23 January 2022, Ver. 1.1



Statement of Confidentiality and Limitation

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Our History

MUHAMMAD Tahir Afzal is a well-known Pakistani entrepreneur working in Qatar for over two decades. He belongs to a business family residing in the heart of rich fertile lands in the province of Punjab, Pakistan. He came to Qatar in 2001 with the aim to continue his family legacy of food security business. With the remarkable sales and marketing experience within commodity sectors, he completed various projects successfully and established his own company Afdalia Tamween Import and Export in 2008. Retaining the key knowledge of the food security and related business, Mr. Afzal continued the tradition of collaboration in large projects and participated in various government supply tenders in the state of Qatar, GCC and continental Africa region.

To diversify the company portfolio, Mr. Afzal entered into the thriving construction sector in 2016 and joined Green Installations Company and Under Control Security as co-owner and director. Since then, multiple prominent projects in Qatar have been delivered to both government and private sector.

During 2021, with the aim of becoming a progressive player in Qatari market, Green Installation Company led the foundation of Green Global Trading, a part of Green Global Group (G3-Group). With its unique positioning, the G3-Group is thriving to become a leading market player to deploy sustainable technological solutions to anticipate consumer demand, build positions in growth markets, secure access to needed resources and strengthen their positions in Energy, Engineering, Technology, IT, Marketing, Agriculture, Food Security, Consulting, and Commodity Trading sectors.

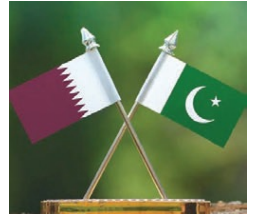


Co-Founder & Director



**Green Global Group
is Striving to Become a Leading Market Player**

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Our Approach

G3-Group of companies has a portfolio of businesses in the Energy, Engineering, Technology, IT, Marketing, Agriculture, Food Security, Consulting, and Commodity Trading sectors. Established as an engineering, contracting and trading firm, the company is recognised for providing quality products and services across the Asia, Middle East and Africa region. Since The company has established operations in United States of America, Canada, Europe, South Africa, Kenya, South Africa, Pakistan, India and Qatar. Our approach is to enable sustainable transition by investing in technologies from grassroot commodity producers, suppliers, manufacturers, regional and global companies by establishing collaborative partnerships that harness greater value-creating potential and strategies for business success.

Our unique position is due to our dedicated attention to the following pillars:

OUR VISION

Our aspiration is to become a leading market player to deploy sustainable technology solutions to anticipate consumer demand, build positions in growth markets, secure access to needed resources and strengthen their supply chains, while moving towards the delivery of the SDGs.

OUR MISSION

“At Green Global Trading, we ensure the delivery of competitive, sustainable & premium quality products and services through continuous improvement, innovation and customer Interactions.”

COMMITMENT TO QUALITY

To deliver quality, value added and technology driven products, services and sustainable solutions in compliance with national & international standards. “Quality is not an act, it is a habit” and inherent in our work and commitment.

Our Value Proposition

- ✓ **We listen carefully** to your needs and provide custom solutions through engagement with our in-house specialists. Our business ecosystem is configured to understand your needs and provide a truly customised proposal to meet your requirements.
- ✓ **We understand** that successful business development requires a clear vision of the outcome before investing.
- ✓ **We clarify** the strategic intent and evaluate risks as an imperative to doing business in Middle East and Africa.
- ✓ **We solve** complex business problems within the private and public sector domain. We have strong entrepreneurial and commercialisation expertise in market penetration in both the local and international landscape.
- ✓ **We understand** business and its diversity, its challenges - but most importantly, its opportunities.
- ✓ **We are experts** at designing or redesigning projects that focus on Sustainable Energy, O&G, Petrochemicals, Engineering, Information Technology, Block Chain, Smart Cities, Construction, Security Solutions, Marketing, Consultancy, and Commodity Trade.
- ✓ **We provide** business consulting services and supply the market with products and brands from globally renowned manufacturers.
- ✓ **Our value proposition** is underpinned by offering our customers high quality products and service excellence, We thrive upon giving our customers real value benefits from products and services we supply.
- ✓ **We develop** measures specific to the processes and capabilities necessary to meet the needs of each stakeholder

What We Do

01

CONSULTING

02

Strategy

03

Technology

04

Implementation

Our team of experts help organisations transition from a current state, through a combination of diversification strategies and innovative technology solutions with deep insight for investment portfolio development, revenue generation and digital transformation.

Using our industry knowledge, experience and technological capabilities, we identify new business opportunities and help our clients with:

- ✓ Business Consultation Services
- ✓ Strategy Facilitation and Development
- ✓ Partner Modelling for New Entrants
- ✓ Business Incubation and Launch
- ✓ Research and Analyses
- ✓ Market Entry Strategies
- ✓ Revenue Generation and Cash Flow
- ✓ Enterprise Performance Management



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Business Segments and Commercial Activity Areas

Food Security & Commodity Trading

Trading, Tendering, Marketing, Supply Chain & Warehouse Management, Fertilisers, Additives, etc.

Integrated Security Solutions

Risk Assessments, Design, Installation, Service, Maintenance & Benchmarking, Security officers, System Integration, hardware/software technology solutions and Consultancies, etc

IT & Cyber Security

Information Technology Solutions, Industrial Cyber Security, Software, Apps, Industrial Integration, Digital Transformation, Block Chain, Smart Contracts, Digital Marketing, etc.

Oil, Gas & Downstream Petrochemical

Plant Commissioning, Decommissioning, Start-up & Shutdowns, Plant Optimization, Catalysts Deployment, Corrosion, Environmental Monitoring, etc.

Sustainable & Renewable Technologies

Mobility & Battery Supply Chain, Recycling, Advanced Desalination, PV Plant Maintenance.

Strategy, Facilitation & Consultancies Services

Business Advisory & Development, Investment Portfolios, Strategic Alignment, Commercial Implementation and Innovation, Business Incubation etc.

Civil Construction & MEP Services

BOT Operations, Civil Structure, Hardscaping, Landscaping, Fitouts, Plumbing, HVACs, Electrical and ELV, Integration



Why Qatar?

Qatar has all the attributes to help your business thrive



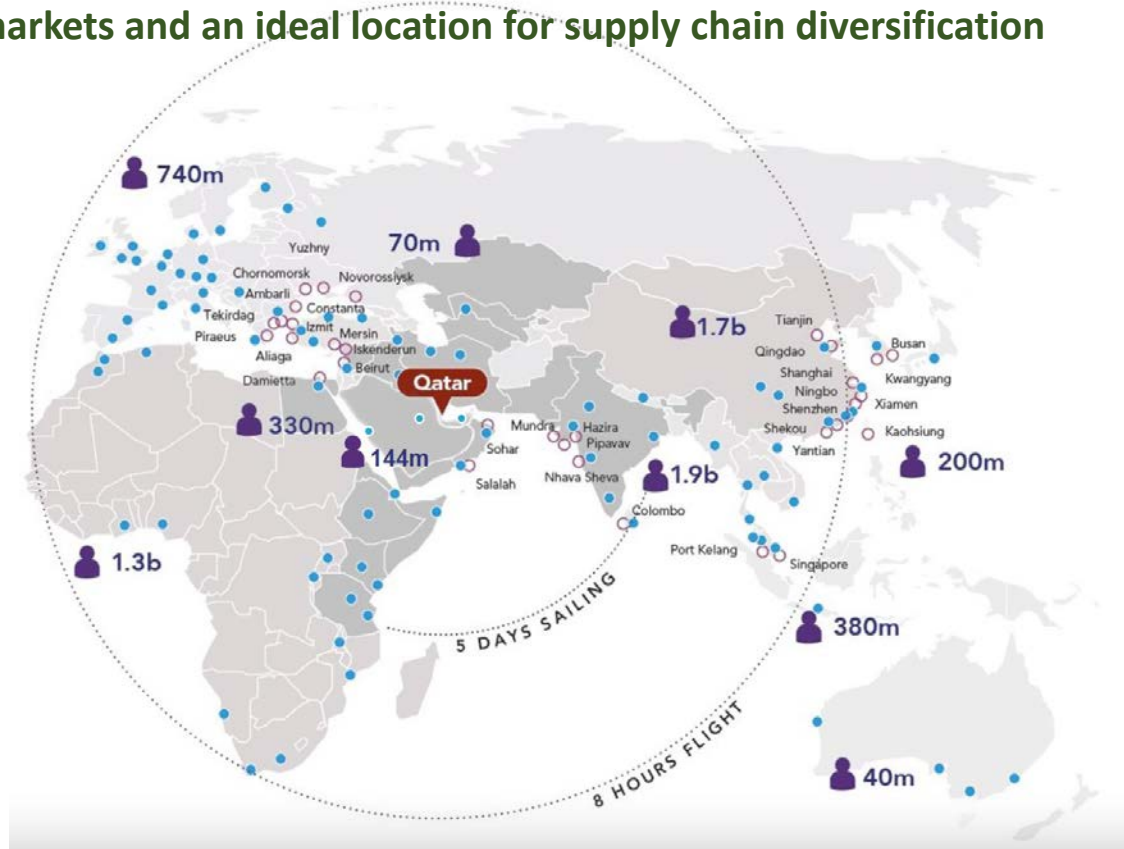
Why Qatar?

Easy access to a wide range of growing markets and an ideal location for supply chain diversification

Over **60%** of the
world's population
within **8 hours**
flying time
5 days
Sailing time



Ref: Adapted from QFZA



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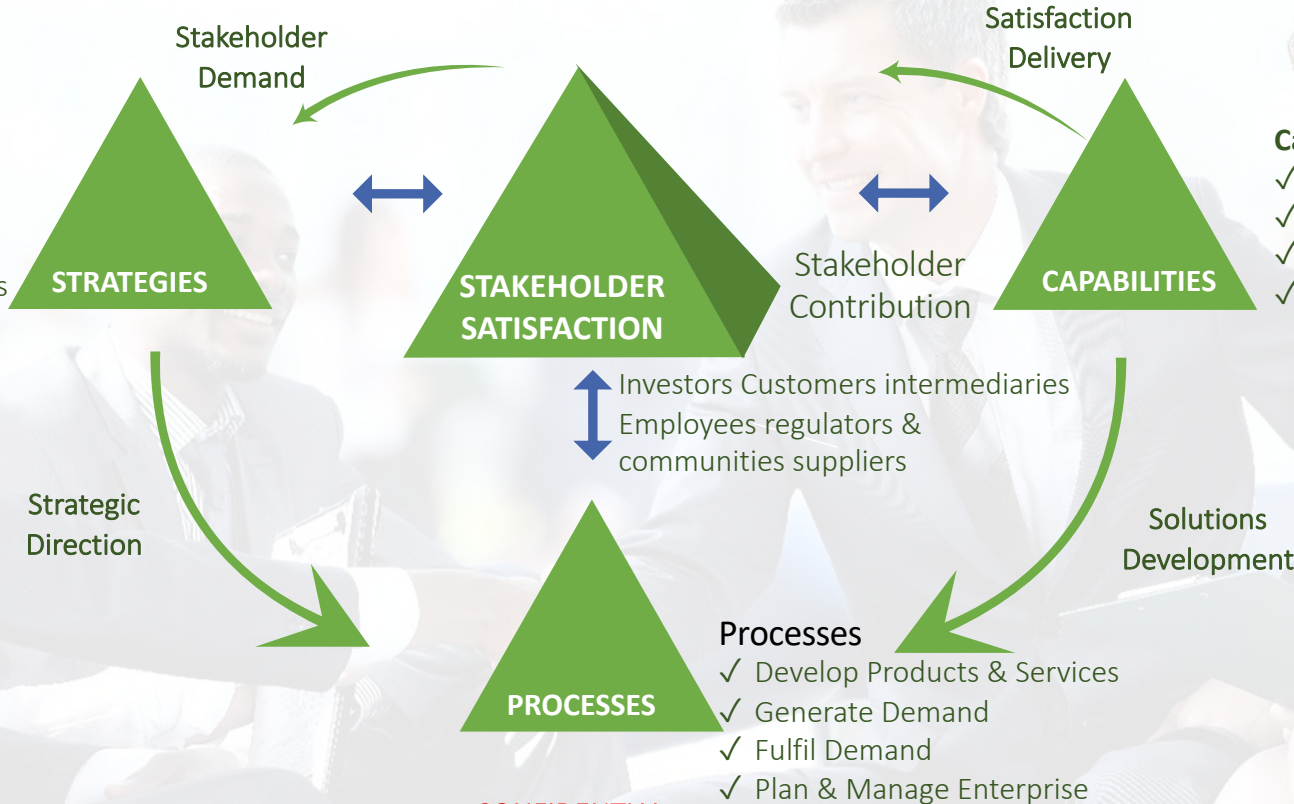
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Why Green Global Group?

The need for socio-economic innovation and industrial development are embedded in our approach, leading the way to new ecosystems and broader thinking.

Strategies

- ✓ Corporate
- ✓ Business Unit
- ✓ Brand Development
- ✓ Product Services
- ✓ Operating Structures



Capabilities

- ✓ People
- ✓ Practices
- ✓ Technology
- ✓ Infrastructure

Processes

- ✓ Develop Products & Services
- ✓ Generate Demand
- ✓ Fulfil Demand
- ✓ Plan & Manage Enterprise



Green Global Group: Organisation Chart

Green Global Group

Operating
Companies



Partnership &
Service Companies



Production Farms



New Business
Development
Opportunities



Shared Services/Finance/HR/Legal

Our Commitment

- ✓ Green Global Group Business solutions can help clients **strengthen their competitiveness and resilience** whilst contributing to the realization of a wide range of SDGs.
- ✓ **Achieving SDG could unlock \$ 12 trillion** global business value across economic system alone. An opportunity that Green Global Group would like to share with its clients.
- ✓ We offer **Reliable, Scalable, Measurable and Impactful solutions**, beyond business as usual.





Corporate Profile

Selected Partners & Companies



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Green Global Trading
Simplifying Worldwide Trade



Prevention Safety Protection



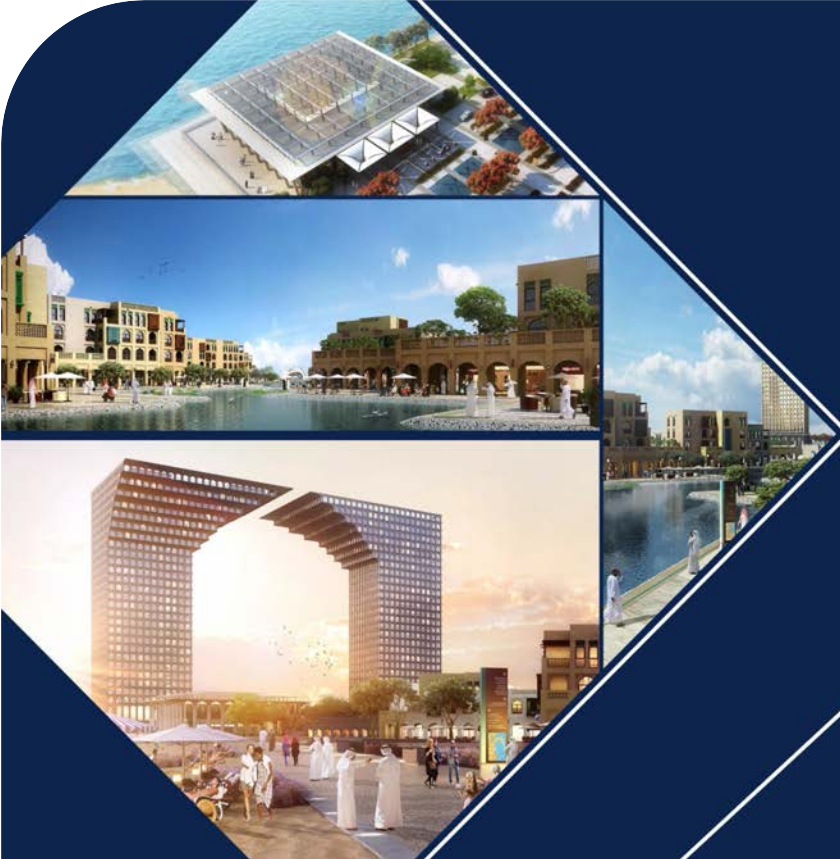
FARMERS' FRIENDS
BIOTECHNOLOGY



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Sunday, 5 December 2021

Investor Presentation



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Development Philosophy

Qatar National Vision 2030

Qatar National Development Framework (QNDF)



Qatar National Tourism Sector Strategy (QNTSS) 2030



Supreme Committee Delivery and Legacy (SCDL) Specific Requirements



The national vision of Qatar is envisaged to be achieved through multiple sources. For purpose of the current project, we believe that above mentioned two guiding documents/frameworks (QNDF & QNTSS) along with SCDL specific requirements would help in shaping the concept of the proposed development.

Strategic Elements of Conceptual Framework

Qatar National Development Framework (QNDF)



الخطة العمرانية
QATAR
NATIONAL
MASTER
PLAN

Key Elements

Economic Prosperity

- Support for the Industrial sector
- Rural Industries
- Retail & Office Development
- Tourism
- Developer Contribution

Utilities

- Integrated Utilities Strategy
- Managing the Impacts of Utilities
- Locating Utility Infrastructure

Movement

- Integrated transport strategy
- Public transport
- Parking

Living in the Community

- Housing for Qataris
- Housing for Non – Qataris
- Housing for Workers

Natural Environment

- Protecting the natural environment
- Climate change

The Built Environment

Strategic Elements of Conceptual Framework

QATAR NATIONAL TOURISM SECTOR STRATEGY 2030

Qatar Tourism Authority 

Key Elements	
Alignment With National Agenda <ul style="list-style-type: none">• Human Development• Social Development• Economic Development• Environmental Development	FIT WITH LOCAL TRADITION & MORAL VALUES <ul style="list-style-type: none">• Uphold Qataris' Arab and Islamic identity and moral codes• Encourage family values
Positive economic Impact <ul style="list-style-type: none">• Enhance productivity• Create employment• Encourage private initiative• Diversify economy• Greater foreign and domestic investment	Environmental Sustainability <ul style="list-style-type: none">• Pollution and waste generation management• Minimize pressure on natural resources• Preserve ecosystem
The Built Environment	

Strategic Elements of Conceptual Framework



Key Elements

- ✓ To create a modern, attractive, functional destination
- ✓ To offer a variety of facilities to the general public to support the tournament
- ✓ Themed around resort and entertainment outlets
- ✓ To create an integrated community and destination
- ✓ To create an ambience and an experience with a distinctive and attractive character
- ✓ To create a new waterfront community
- ✓ To create an environmental sustainable integrated development which fosters social diversity and respect to the local traditions
- ✓ To create a multi component, mixed-use urban development that provides condition for people to live, work and play in a safe and healthy environment

The Built Environment

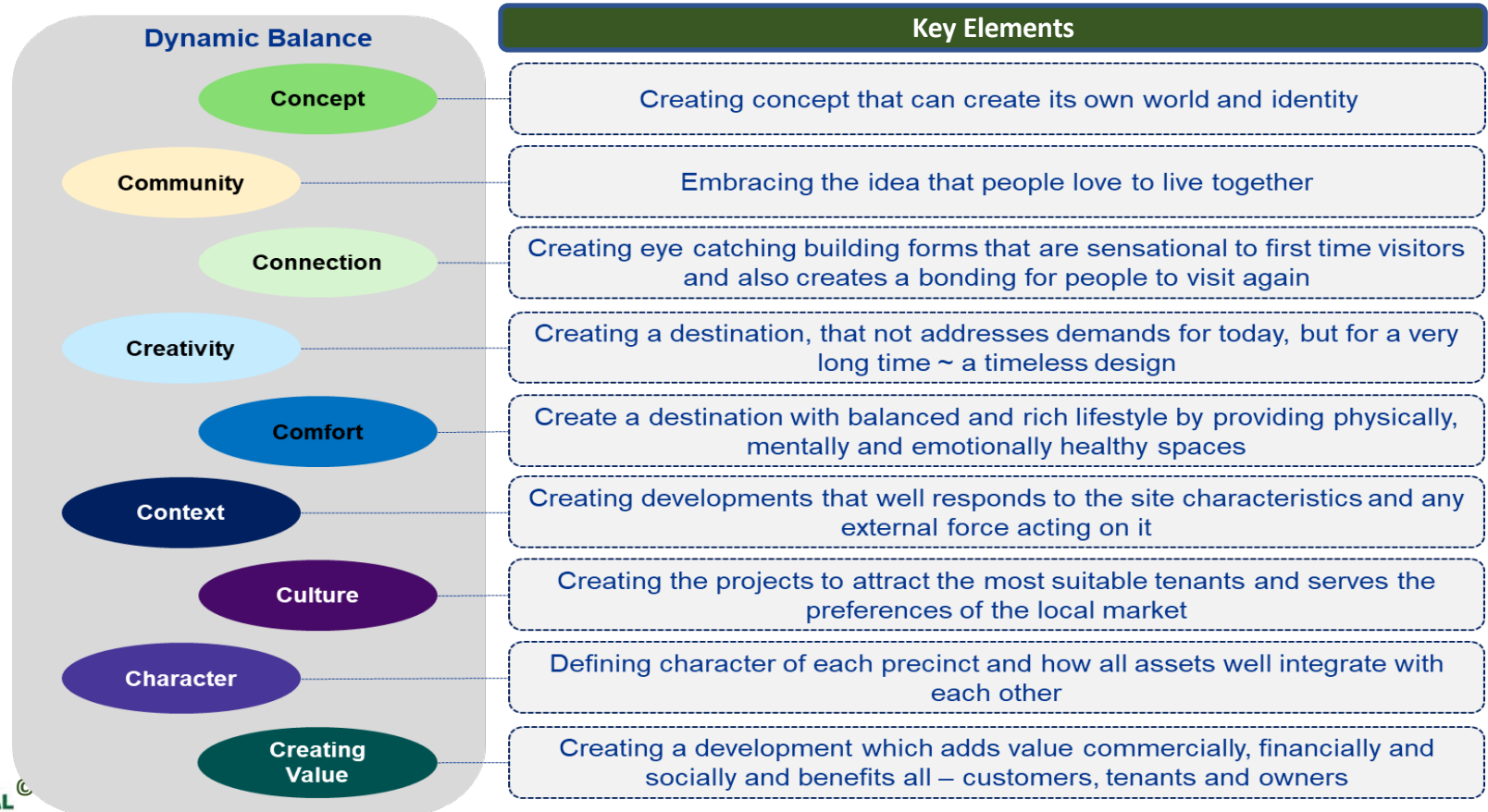
Development Principles: Seven Design Principle

Given the State of Qatar and its stakeholders' objectives in mind, Key Design Principles and Dynamic Balance Philosophy are developed to create a unique offering.



1. Design with just the right mix of living, working, shopping and entertainment ~ Creating an experience
2. Design that can address the issues of the Qatari Community
3. Design that can address market gaps in the recreational segment
4. Design that can create a vibrant waterfront community with a unique blend of traditional and modern lifestyle
5. Design that can be self-sustainable – a mini city
6. Design that attracts tourism and repeats visits from local communities
7. Design that can create a much more vibrant community post-FIFA tournament

Dynamic Balance and Its Implementation



Key Features

The Iconic Towers

The Hotel and Serviced Apartment Towers are designed as mutually complimenting towers. The Conference Center is a low-profile structure which mirrors the essence of the imposing towers and is connected to the Hotel in its FOH and BOH functions.

Luxury Residences

The buildings provide an opportunity to create a permanent community and families, living at the heart of the scheme. These communities have generous podiums that include landscaping, swimming pools, and family play areas.

Outdoor Prayer Area

The Prayer space as a built form, is a powerful social anchor and attractor in Islamic Culture. This Outdoor Prayer Area incorporates cooling for the users and provide a place of contemplation in the very heart of the project.



Key Features

Canal & Creek Promenade

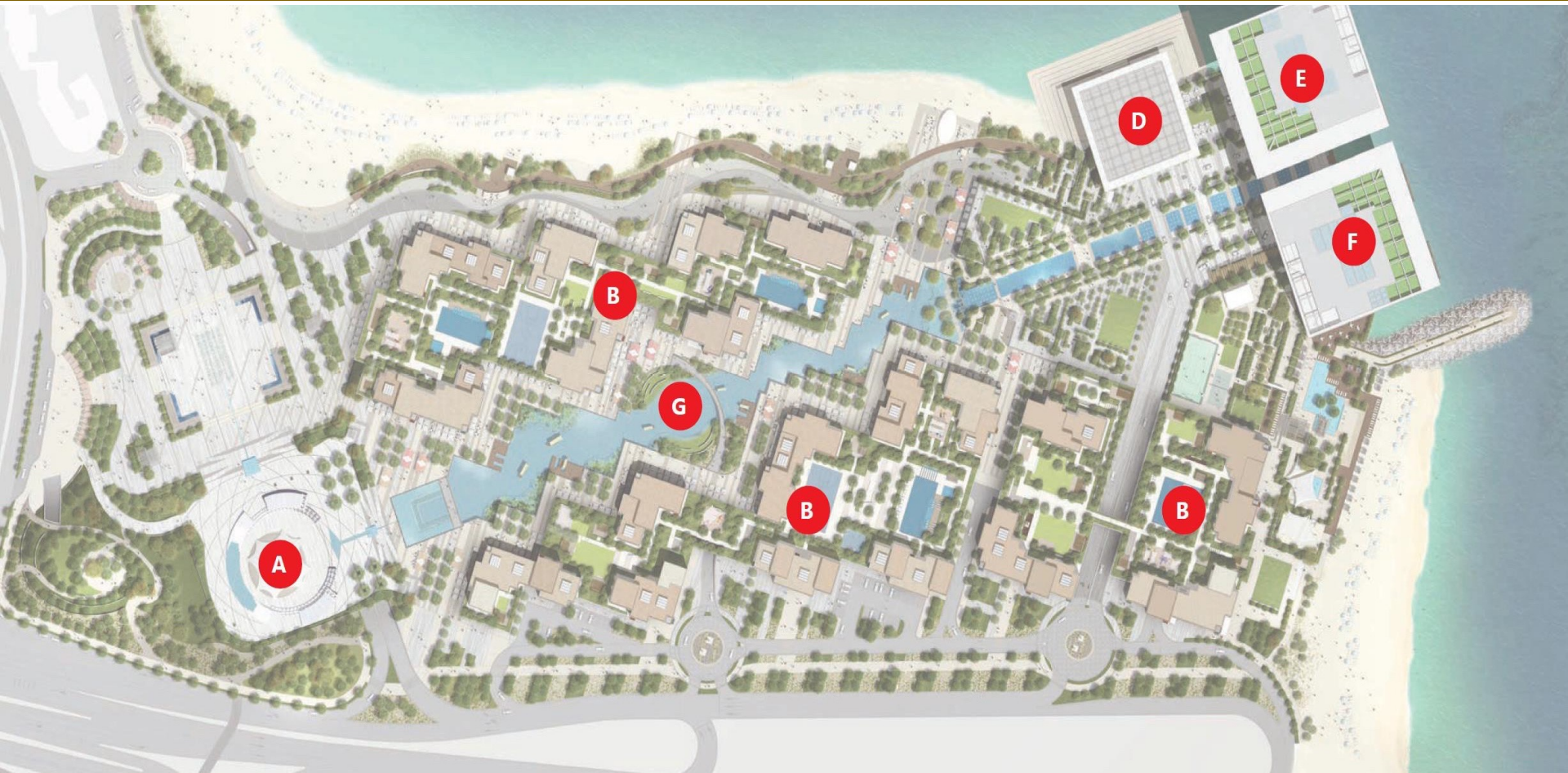
The Canal & Creek Promenade forms the active spine of the public zones. They mediate between various leisure and retail activities. The water canal acts as a major attraction and will harmonize various aspects of the Public Frontages.

Beachfront Promenade

A programme of activities have been suggested for the beachfront, which are a crucial factor in improving the quality of the experience for the visitors and the residents alike. These will change throughout the year and form a new social focus for residents and visitors alike.



AREA SCHEDULE



AREA SCHEDULE

A EVENTS PLAZA + MOSQUE

Plinth Level : +3.00M
GFA: 1,434 SQ. M
(Combined GFA of Mosque
and Events Plaza)

D CONFERENCE CENTER

Podium Level: +11.75M
GFA: 3,434 SQ. M
BUA: 3,506.31 SQ. M
Floors: G+1

B RESIDENTIAL

Podium Level: +11.75M
Clusters A-D: +8.25M
Clusters E-F: +11.75M
Clusters A-D: +23.25m
Clusters E-F: +26.75m
GFA: 46,296 SQ. M
Floors: G+3 to G+5

G QIBLAH CANAL

C RETAIL

Plinth Level: +3.00M
GFA: 7,514 SQ. M
BUA (For residential and
retail): 68,411 SQ.M

F SERVICED APARTMENTS

Podium Level : +11.75M
GFA: 35,781 SQ. M
BUA: 39,615 SQ. M
Floors: 27 floors

AREA SCHEDULE

Area Summary

Plot Area	175,212 sqm
Total Gross Floor Area	141,011 sqm
Total Built Up Area	214,750 sqm

Functions	Unit Numbers	Built-Up Area	Gross Floor Area
Hotel	280 Keys	40,413 sqm	37,408 sqm
Conference Center	420 Seats	4,039 sqm	4,039 sqm
Serviced Apartments	138 Keys	40,024 sqm	37,009 sqm
Luxury Residences	250 Keys	81,187 sqm	49,734 sqm
Retail	-	6,326 sqm	6,326 sqm
Iconic Podium	-	42,759 sqm	6,495 sqm

5-Star Hotel



5-Star Hotel

KEY FEATURES

- ✓ 280 Keys
- ✓ Specialty Restaurant
- ✓ Recreation & Spa
- ✓ Swimming Pool & Gym

The Hotel shall offer Luxury Guest Accommodation with a total BUA of 36,967 sqm. Guest facilities such as Signature Restaurants, Swimming pools and Juice bars will be provided. The Crown floors provide Leisure facilities along with, Gymnasium, SPA Lounges and Specialty Restaurants.

Luxury and Presidential Suites are also present on the top three floors along with Rooftop gardens, Sky Restaurants and Swimming Pools.



REVENUE ASSUMPTIONS

❖ Operation Start Year – 2025

Average ARR - of room keys as of 2025: QAR 900

❖ Escalation in ARR

3% annual increase from 2026 onwards

❖ Occupancy Rate

Average of 65%

❖ Average F&B revenue

50% of room revenue

❖ Average MICE revenue

20% of room revenue

❖ Retail rental price as of 2022

QAR 400 with a 10% escalation in pricing every 3 years

OPEX ASSUMPTIONS

Operating expense schedule for each component based on revenue generated:

❖ Total Cost for 5-Star Hotel

50% of Total Revenue

❖ General & Administrative Costs

3.5% of Total Revenue

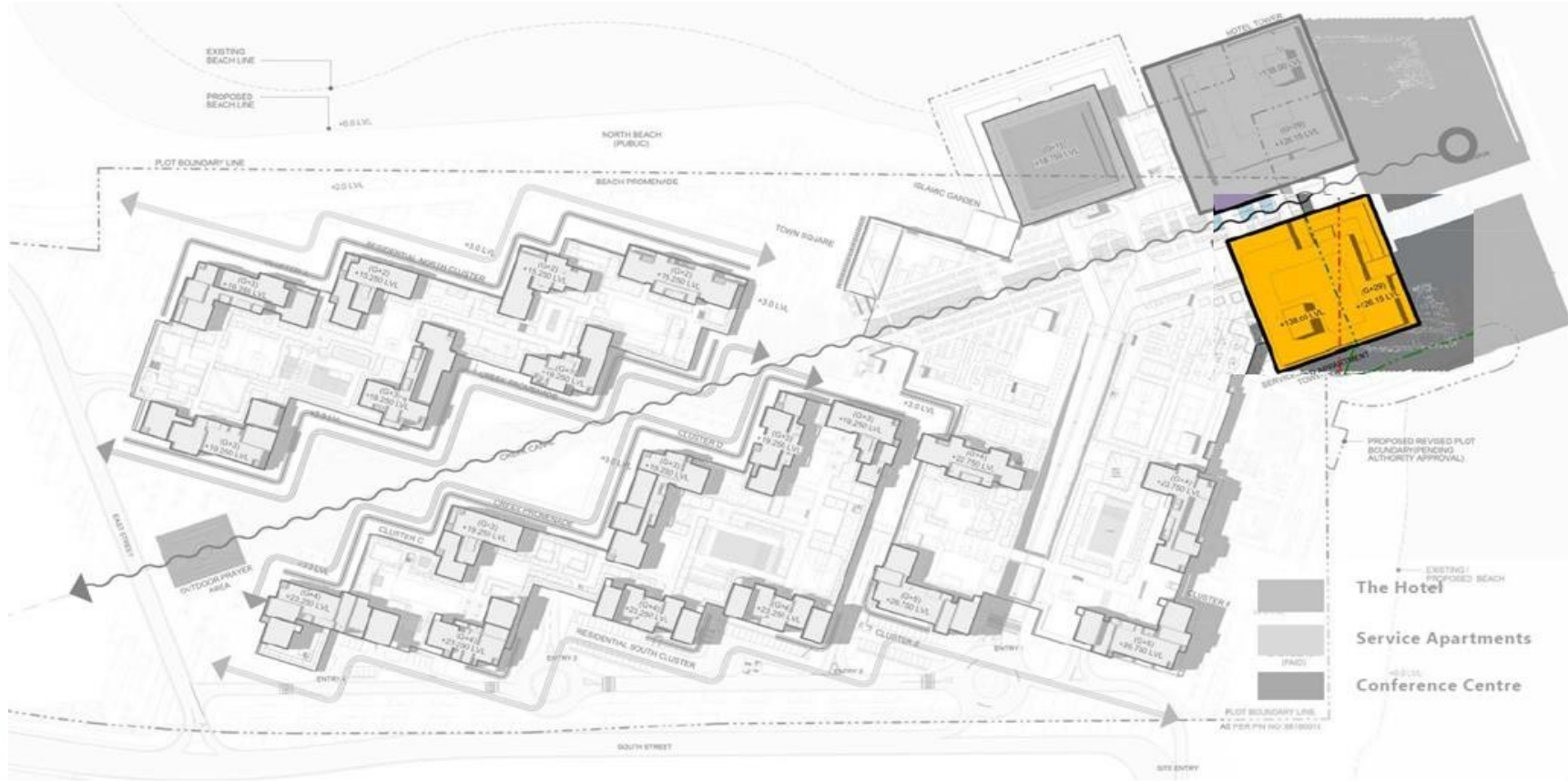
❖ Marketing Cost

3.5% of the total revenue

❖ Manpower Expenses

20% of the total revenue
Management fees: Within 0% to 10% based on operating profit margins.

Serviced Apartments



Serviced Apartments: Key Features

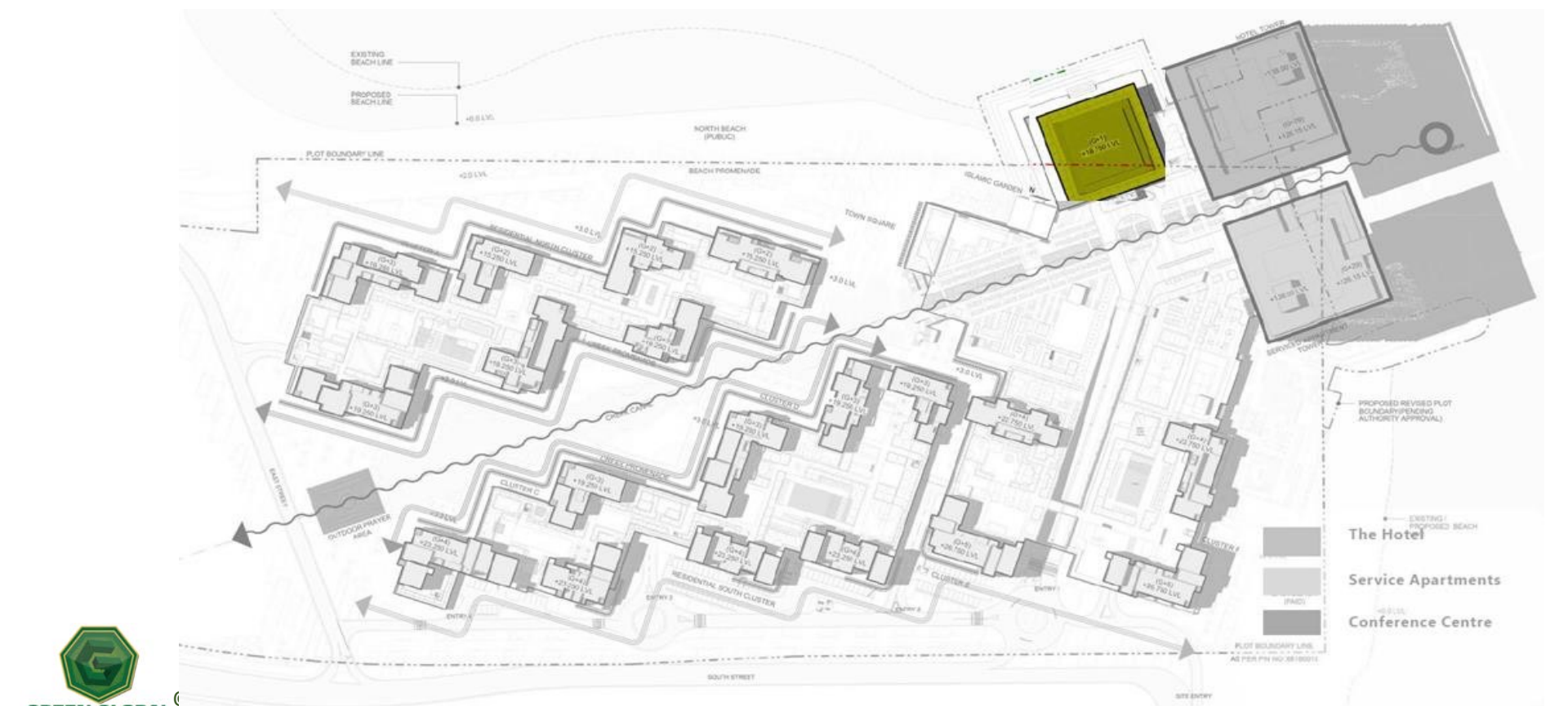
The Service Apartments provide residences with facilities such as Swimming Pools, Restaurants, gyms, and Sky Gardens with a total BUA of 37010 sqm. The SA shall be managed by the same operator as the Hotel to maintain the consistency and the quality of Services. This also provides opportunities for the guest facilities to be shared.

REVENUE ASSUMPTIONS

- ❖ **Operation Start Year – 2025**
Average ARR - of two- bedroom serviced apartment room keys as of 2025: QAR 1000
- ❖ **Escalation in ARR**
3% annual increase from 2026 onwards
- ❖ **Occupancy Rate**
Average of 80%
- ❖ **Average F&B Revenue**
50% of room revenue
- ❖ **Average MICE Revenue**
20% of room revenue

OPEX ASSUMPTIONS

- Operating expense schedule for each component based on revenue generated
- ❖ **Total Cost for Serviced Apartments**
Approximately 30% of total revenue
 - ❖ **Management Fees**
Within 0% to 5% based on operating profit margins.



Retail And F&B:

KEY FEATURES

- ✓ 420 Seats
- ✓ Ballroom
- ✓ Bridal Suite
- ✓ Meeting Rooms

The conference centre has a total area of 4040 sqm, it is accessible both from podium level and ground level. The centre can accommodate a range of events with its multipurpose halls, meeting rooms and multi-function rooms. It is connected to the hotel on ground level which allows direct access and shared support facilities for both buildings.

REVENUE ASSUMPTIONS

- ❖ **Operation Start Year – 2025**
Monthly rental rate per event as on 2025: QAR 75,000
- ❖ **The Average Number of Events**
3 events per month
- ❖ Annual sales price escalation is 3% from 2026 onwards

OPEX ASSUMPTIONS

Operating expenses for the conference centre are considered at 25% of the total conference centre revenue.

Retail, F&B & Luxury Residences



Retail And F&B:

KEY FEATURES

- ✓ Dining
- ✓ Shopping

Retail for the residential community and wider visitors to Katara Phase IV will be located below the podium level of the residential units. This will allow the development of colonnade style retailing streets where the shop fronts are setback under the first floor residential units. This creates a unique shopping experience as well as offers additional shading for pedestrians.

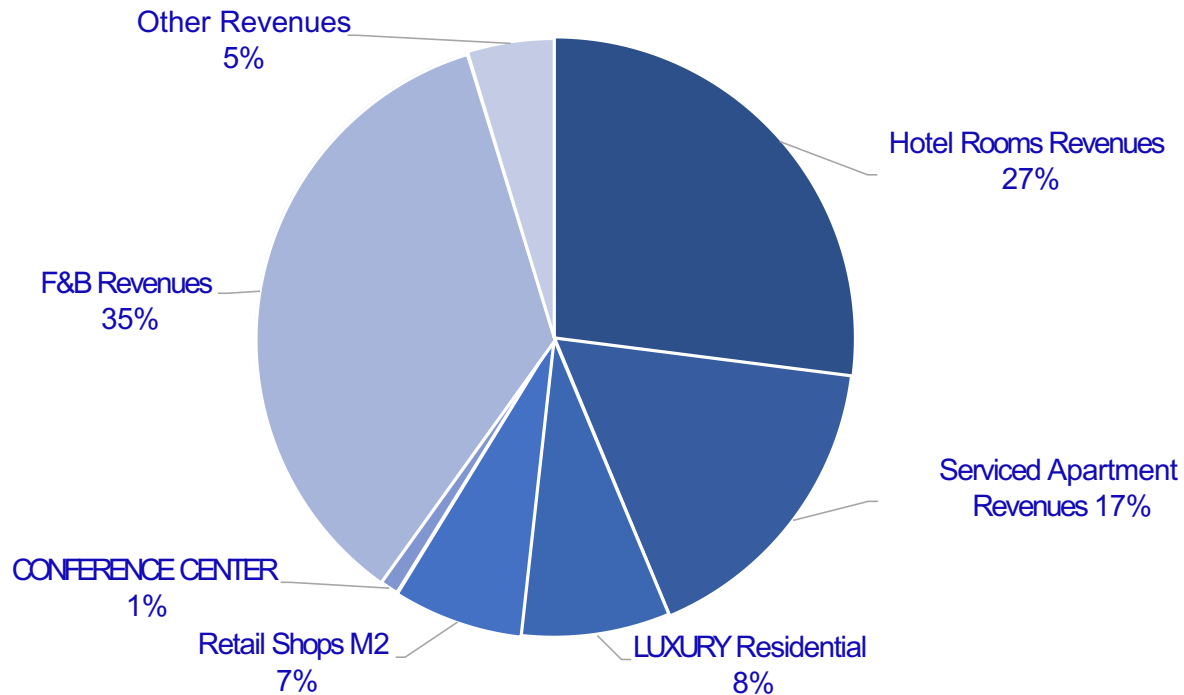
REVENUE ASSUMPTIONS

- ❖ **Operation Start Year - 2025 Monthly rental rate as on 2025:**
- ❖ **Commercial Street**
QAR 225 per square meter
- ❖ **Occupancy range for the retail space:**
70% to 100%
- ❖ **Escalation in monthly rental**
3% annual increase from 2026 onwards every year

OPEX ASSUMPTIONS

Operating expenses for the retail and F&B are considered at 12% of the total conference centre revenue.

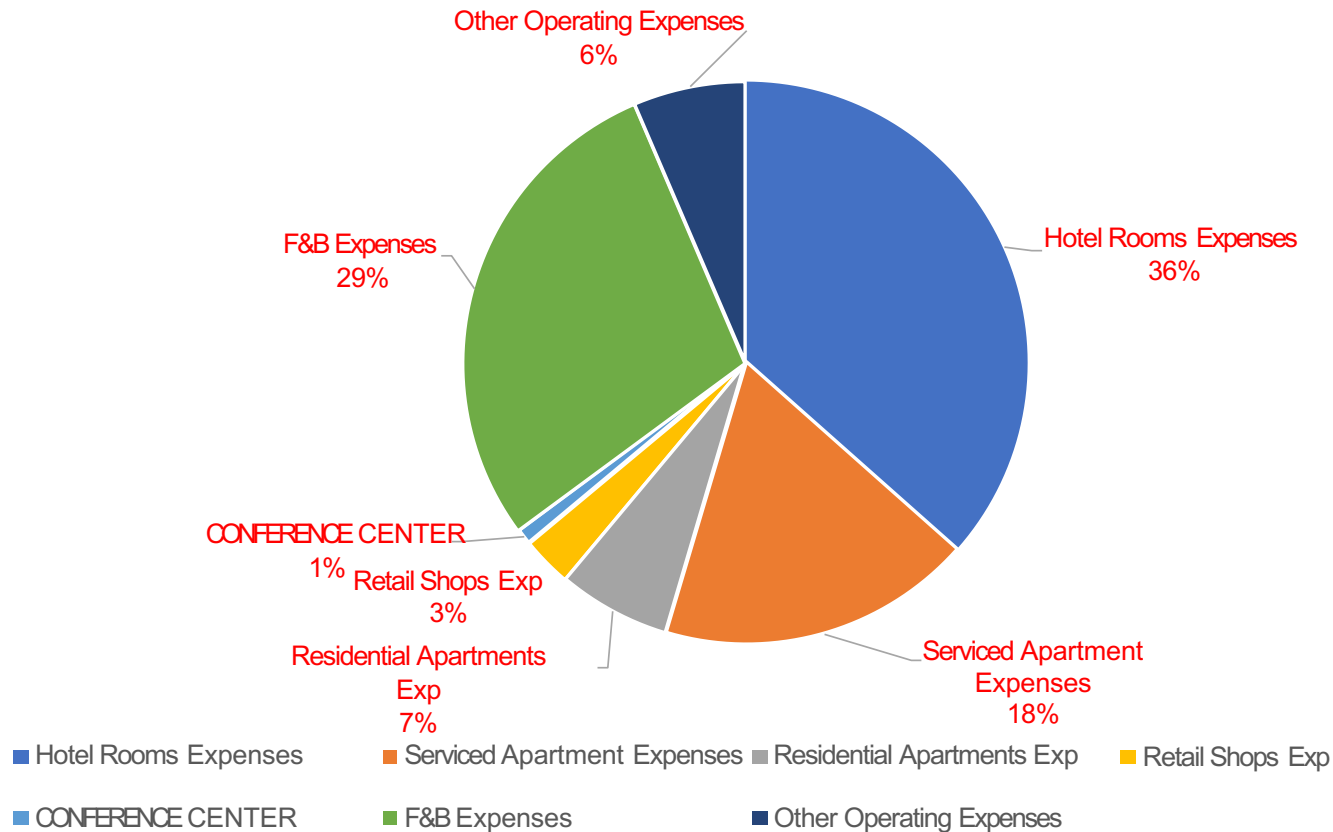
Revenue Projection



- Hotel Rooms Revenues
- Serviced Apartment Revenues
- LUXURY Residential
- Retail Shops M2
- CONFERENCE CENTER
- F&B Revenues
- Other Revenues



Running Cost Projection



Project KPIs

Description	In Million – QRS	In Million - USD
Total Project Cost	3,650.00	1000.00
Project IRR		5.5
Project NPV		-
Break-Even		19 / Years
Grace Period		3 / Years
Pay Back Period		16 / Years

Project KPIs

Structure

- ✓ Built-Operate-Transfer BOT
- ✓ Concession on the land for 45 years
- ✓ Project Developer receives all cash flows and/or profit share from the project

CONDITIONS

- ✓ Investor to accept the design as is
- ✓ Landowner (KATARA Project) to complete the design process to construction and documentation
- ✓ Land cannot be mortgaged
- ✓ Land is non-transferable



Master Plan



Lounge Area



Hotel Reception Lobby

Master Plan



All Day Dining



Rooftop Restaurant



Spa



Master Plan



Atrium



Silk and Tiara Suites



Typical Guestroom Interior

Master Plan



Beach House, Health Club and Kids Club



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Reception Area

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Master Plan



VIP Lounge and Apartments

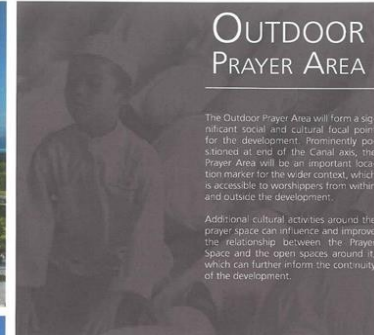


Typical Room Interior

Master Plan



Master Plan



Master Plan



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Green Global Trading

A part of Green Global Group

201 Retaj Building, Al-Saad

P.O. Box: 90198, Doha, Qatar

Tel: +974 4001 7164

Cell: +974 3992 3131

Fax: +974 4001 7164

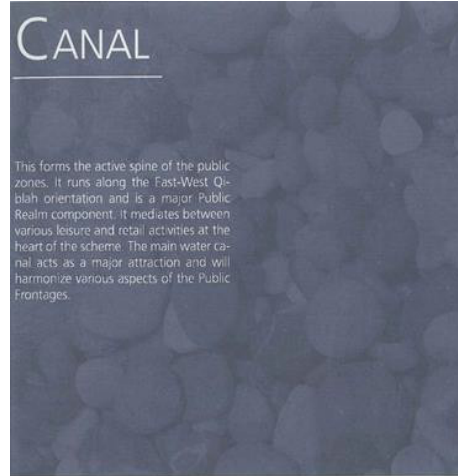
Email: info@greenglobaltrading.com

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