PRIME RULE
REAL ESTATE



COMMERCIAL REAL ESTATE. MANAGED WITH PURPOSE.

Specialist management for shopping malls and premium office environments across Saudi Arabia.

LEADERSHIP

A message from the CEO



Building value through purposeful management.

At Prime Rule, we believe exceptional real estate management begins with a clear purpose: to protect the value of every asset while creating places where people and businesses thrive.

Our commitment is to combine commercial insight, operational excellence and genuine care for the communities we serve. Through disciplined management, trusted relationships and continuous improvement, we aim to deliver lasting value for property owners, tenants and visitors alike.

We look forward to shaping stronger properties and better experiences, together.

Chief Executive Officer | Prime Rule

TRACK RECORD

Tabuk View Mall

An ongoing project highlighting Prime Rule’s integrated management capabilities.

TABUK CITY | SAUDI ARABIA

TABUK VIEW MALL

FIVE-YEAR CONTRACT

Leasing • Property Management • Operations

Maintenance • Facilities Management (FM)

PROJECT HIGHLIGHT

Integrated retail asset management

A five-year contract covering leasing, property management, operations, maintenance and facilities management (FM).

PROJECT PIPELINE

Upcoming projects

Projects currently under evaluation and/or contract signing.

MEDINAH

Large-scale mixed-use development

Towers, office space, commercial areas and residential units.

JEDDAH

Large-scale mixed-use development

Towers, office space, commercial areas and residential units.

TAIF

Premium residential compound

Project under evaluation and contract signing.

RIYADH | KING KHALED ROAD

Premium residential compound

Project under evaluation and contract signing.

150+
VILLAS

ABHA

Premium commercial and office complex

Distinctive design; under evaluation and contract signing.

OUR PEOPLE

Team experience

Selected prior experience of the Prime Rule team across real estate, retail and hospitality.

CALIFORNIA, USA

Multiple real estate projects

Management, operations, maintenance and facilities management.

ISTANBUL, TURKEY

One real estate project

Management, operations, maintenance and facilities management.

EMAAR THE ECONOMIC CITY

King Abdullah Economic City, Jeddah · Residential Sector

Management, community guideline development, and improved quality of life and experiences for residents and visitors.
Leasing + Facilities Management (FM)

ROSHN FRONT | RIYADH

The Mall

Leasing, management, operations, maintenance and facilities management.

CENOMI MALLS GROUP

22 malls across the Kingdom

Leasing, management, operations, maintenance and facilities management.

HOSPITALITY & RESORTS

Hotels, serviced apartments and resorts

Management, operations, and maintenance of hotels, serviced apartments of various classifications, and resorts.

OUR PEOPLE

Broader team capabilities

Additional experience spanning events, stakeholder coordination, asset enhancement and technology.

EVENTS & CONFERENCES

International-standard delivery

Extensive experience organizing international-standard events, exhibitions, and conferences, managing venues, and coordinating real estate gatherings and seminars.

GOVERNMENT COORDINATION

Stakeholder collaboration

Coordination with relevant government and service entities to streamline workflows and support event planning and delivery.

RESOURCE OPTIMISATION

Operational efficiency

Optimizing and redeploying available resources and capabilities to enhance value and profitability.

SPACE ACTIVATION

Resident and visitor experience

Identifying and utilizing underutilized locations and introducing diverse activities to enrich resident and visitor experiences and increase investor and property owner profitability.

TECHNOLOGY & INNOVATION

Service improvement

Using the latest technologies to improve service quality and expand the range and scope of client services.



PRIME RULE

A sharper standard of asset management

Prime Rule is a Riyadh-based real estate management company focused on the operational and commercial performance of shopping malls and office properties.

We act with an owner's mindset: protecting asset value, strengthening income, improving occupier experience and maintaining environments that reflect the quality of the property itself. Our approach connects leasing, operations, facilities, customer experience and financial control into one disciplined management platform.

OWNER FOCUS

Clear priorities, accountable management and decisions aligned to long-term asset value.

OPERATIONAL EXCELLENCE

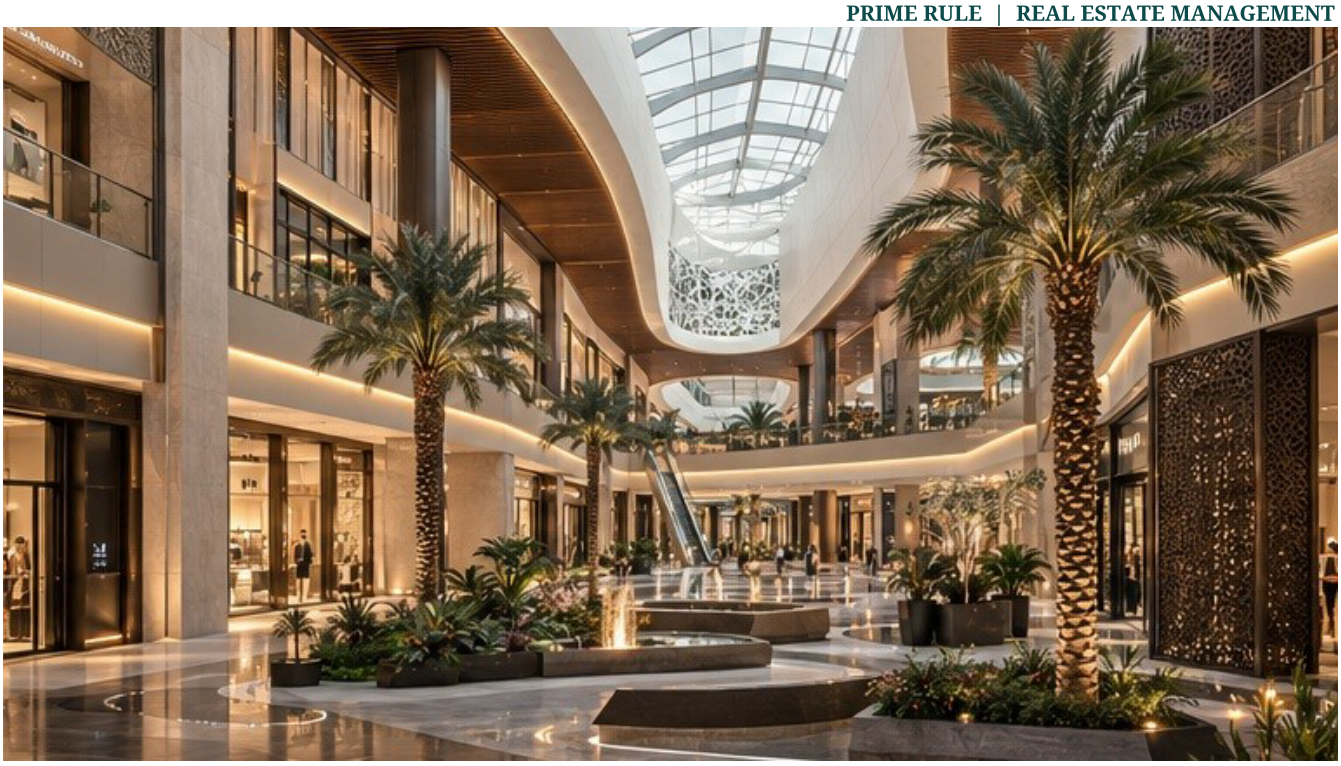
Well-run buildings, proactive maintenance and consistent service standards.

COMMERCIAL DISCIPLINE

Income growth, occupancy, service-charge control, collections and performance visibility.

SAUDI MARKET FOCUS

A management approach designed for the expectations of the Kingdom's evolving commercial property market.



RETAIL ASSETS

Shopping mall management

Creating destinations that perform commercially while delivering a consistently premium experience for tenants and visitors.

Leasing & tenant mix

Support leasing strategy, category balance, occupancy planning, renewals, pre-leasing and leasing

Tenant relations

Structured communication, fit-out coordination, issue resolution and retailer performance engagement.

Marketing coordination

Commercial calendar support, activations and campaigns aligned to footfall and tenant objectives.

Mall operations

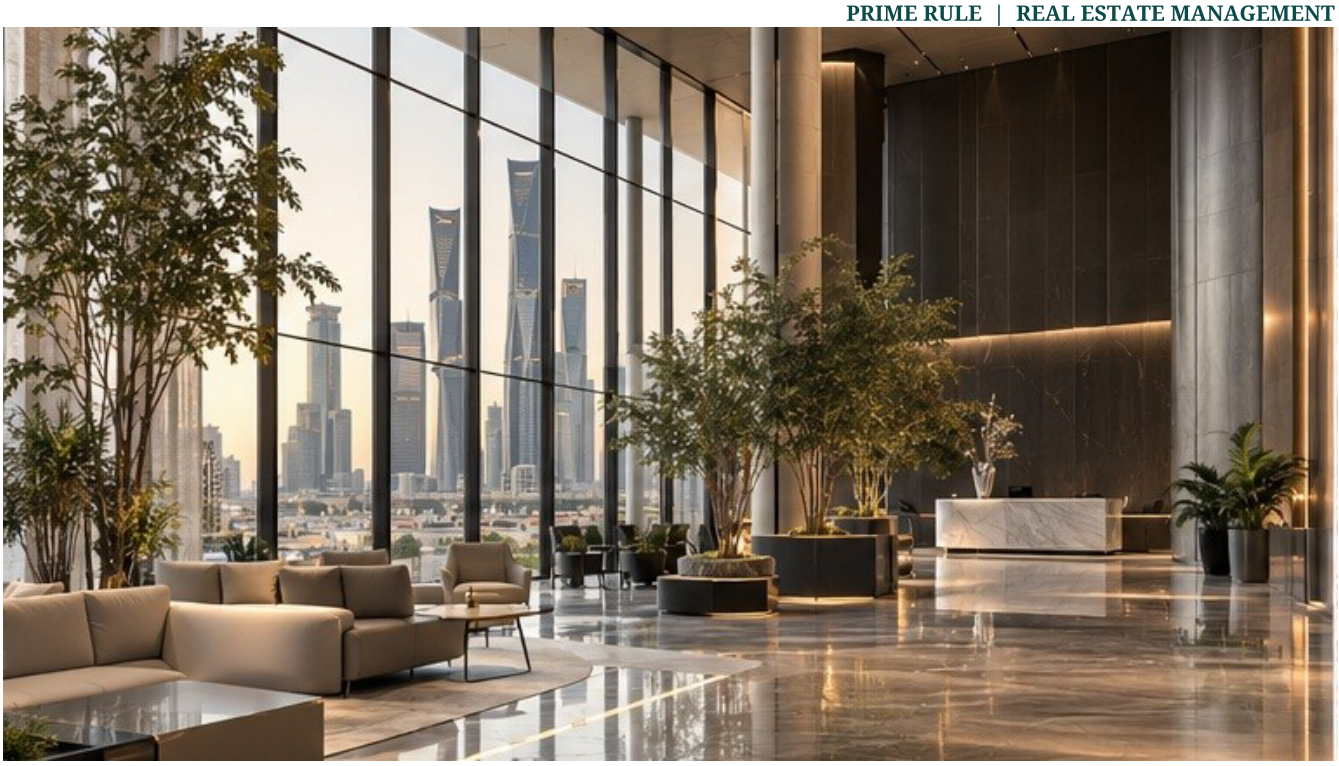
Daily operating standards, opening readiness, security, cleaning and public-realm presentation.

Customer experience

Journey standards, wayfinding, service touchpoints and destination presentation.

Performance reporting

Occupancy, collections, operational KPIs, incidents and management actions in one reporting rhythm.



WORKPLACE ASSETS

Office property management

Professional environments that help owners retain occupiers, protect building quality and control operating performance.

Occupier experience

Responsive tenant communication, service standards and relationship management.

Common areas

Premium standards across receptions, lobbies, lifts, washrooms and shared spaces.

Compliance

Structured records, inspections, HSE coordination and operational risk management.

Facilities oversight

Proactive and reactive maintenance, MEP coordination and contractor performance.

Budget control

Operating budgets, service-charge planning, procurement discipline and variance reporting.

Retention & renewals

Early engagement with occupiers to support retention, renewals and space planning.

INTEGRATED PLATFORM

One management team. Every discipline.

Prime Rule provides an integrated management structure designed to reduce fragmentation between commercial, operational and financial priorities.



Property & asset management

Management plans, owner reporting, budgets, KPIs and performance governance.

Leasing support

Occupancy strategy, prospect coordination, renewals and commercial pipeline visibility.

Facilities management oversight

Supplier management, maintenance planning, SLA monitoring and lifecycle focus.

Financial management

Collections oversight, service charges, cost control and management reporting.

Tenant & occupier relations

Onboarding, communication, issue management and relationship programmes.

Procurement & contracts

Competitive sourcing, scope control, vendor governance and performance reviews.

OUR METHODOLOGY

Manage the asset like an owner

Every property starts with a clear operating plan, measurable standards and a transparent reporting structure.



01 UNDERSTAND	Asset review • leases • operating model • risks • opportunities
02 PLAN	Annual plan • budget • leasing priorities • maintenance • customer standards
03 OPERATE	Daily management • supplier control • tenant engagement • issue resolution
04 IMPROVE	KPI review • cost optimisation • income opportunities • asset enhancement

VISIBILITY & CONTROL

Reporting that supports decisions

Owners should know what is happening across their asset without having to chase for answers.



Commercial

Occupancy • leasing pipeline • renewals • collections • income

Operational

Incidents • work orders • maintenance • contractor performance • HSE

Financial

Budget vs actual • service charge • commitments • variance commentary

Customer

Tenant issues • response times • satisfaction themes • improvement actions

Our reporting is designed to be concise, decision-led and action-oriented — highlighting exceptions, risks, opportunities and the management response rather than simply presenting data.



PRIME RULE

Protecting value. Elevating experience. Driving performance.

Prime Rule brings together the commercial focus of an asset manager and the operating discipline of a property management team. For owners of shopping malls and office assets, the objective is straightforward: stronger control, better experiences and sustainable property performance.

RIYADH, SAUDI ARABIA

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