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InvestSure

DevelopSure

Corporate Profile | 2026

OUR STANDARD

Where vision meets portfolio





EXECUTIVE INVESTMENT PROPOSITION

DevelopSure is the property-development and project-delivery business within InvestSure Group. It assesses opportunities, defines the development strategy and coordinates the disciplines required to move from feasibility through delivery and commercial realisation.

The company keeps market demand, design, cost, programme and stakeholder requirements connected from the outset. Each stage is tested against the intended commercial outcome before resources are committed.

KEY HIGHLIGHTS

01	Development leadership	A dedicated business focused on the full development lifecycle.
02	Early commercial focus	Feasibility, product and delivery decisions are tested together.
03	Executive accountability	Leadership experience gained across multiple international markets.
04	Selective portfolio	UAE opportunities advance only when the underlying case is supportable.



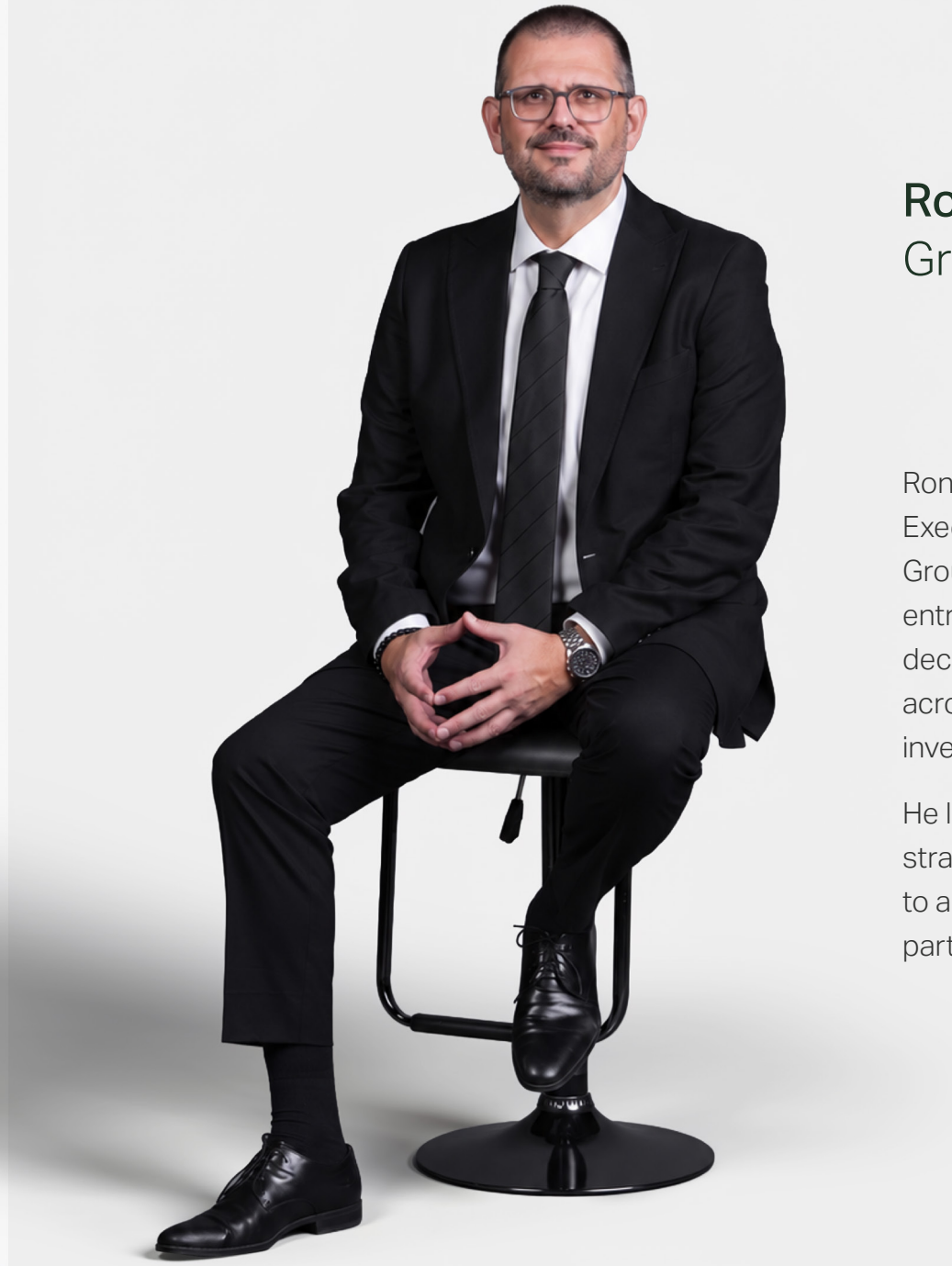
His Highness Shaikh Saqer Bin Abdulla Bin Faisal AlQasimi

Group Executive Chairman

His Highness Shaikh Saqer Bin Abdulla Bin Faisal AlQasimi is Group Executive Chairman of InvestSure Group. He guides its strategic direction with a focus on integrity, responsible investment and disciplined execution.

His approach to development emphasises sound governance, enduring partnerships and projects that create lasting value for their stakeholders and locations.

> Lasting success is built through integrity, patience and disciplined execution.



Ronnie Khalil

Group Chief Executive Officer

Ronnie Khalil is Group Chief Executive Officer of InvestSure Group. A property developer and entrepreneur with more than two decades of experience, he has worked across development, construction, investment and international business.

He leads the Group's development-led strategy, bringing a rigorous approach to acquisition, feasibility, capital partnerships and delivery.

> Outcomes are determined long before delivery.



Anthony Azizi
Chief Executive Officer

Anthony Azizi is Chief Executive Officer of DevelopSure. His experience spans land acquisition, planning, design management, construction and project delivery, while operating one of the largest builder-developers in over a decade in Australia.

Anthony leads development strategy and delivery oversight across the project lifecycle, coordinating the commercial, design and construction activities that influence cost, programme, quality and completion.



Dana Morad
Chief Commercial Officer

Dana Morad leads commercial strategy, market positioning, sales performance and customer experience for DevelopSure. Her work connects how projects are conceived with how they are positioned, marketed, sold and experienced by customers.

She works with development leadership to define the proposition, commercial channels and route to market for each approved project.



The project outcome matters more than the boundary between disciplines.

LEADERSHIP AND CULTURE

DevelopSure expects commercial, technical and delivery teams to test decisions together. Issues are raised early, assumptions are documented and responsibility remains clear as the project moves between stages.

The working culture values preparation, professional judgement, open challenge and respect for specialist expertise.



UAE-based, Global Reach



THE DEVELOPSURE STORY

Connecting Development Decisions from Acquisition to Handover

Development value can be lost when acquisition, feasibility, design, delivery and sales proceed as separate conversations. DevelopSure was established to keep those decisions connected. Its work begins before the brief is fixed and continues through handover and post-project review. It is building its UAE portfolio and will publish project claims when they are approved and evidenced.

OPERATING PRINCIPLES

Integrity first	Disclose material issues and protect trust.
Evidence before commitment	Test demand, land, cost, programme and risk.
Local context	Apply experience with respect for authorities, communities and market needs.
Accountability	Give every decision an owner and record the basis for it.
Partnership	Work with capable people whose contribution is clear.

DEVELOPMENT AND GROUP PLATFORM

Specialist Development, Backed by Group Governance

DevelopSure leads development strategy and delivery. InvestSure sets Group direction and provides governance, finance, operations, legal coordination and capital planning. The result is specialist development accountability supported by a broader operating platform.



SELECTED OPPORTUNITIES

DevelopSure considers opportunities where the site, planning context, market demand, commercial basis and route to delivery can support a coherent development case.

01	Residential	Housing products aligned to an evidenced market and deliverable brief
02	Mixed-Use	Complementary uses supported by location, demand and operating logic
03	Strategic real estate	Opportunities where active development management can improve the outcome
04	Hospitality	Projects considered where feasibility supports the product and operating model



ORIGINATION AND SITE ASSESSMENT

Testing the Development Opportunity

The first review tests ownership, planning context, physical constraints, access, infrastructure and surrounding demand. DevelopSure then considers whether the site can be controlled or acquired on workable terms. A promising concept is a starting point, not an approved development case.

Assessment prompts:

Ownership and authority | Planning and development controls | Access and utilities | Market and competing supply | Indicative cost and route to control.



MARKET RESEARCH AND FEASIBILITY

Turning Market Evidence into a Viable Project

Market research defines the likely customer, competing supply, product mix, achievable pricing and absorption. Feasibility tests land cost, development cost, programme, revenue, cash flow and risk. The conclusion should state what must be true for the project to proceed and which assumptions need further evidence.

PRODUCT AND DEVELOPMENT STRATEGY

The development strategy translates the feasibility case into a clear product, delivery route and commercial plan.



01

Product

Use, customer, unit mix, amenity and positioning

02

Design

Brief, quality standard, consultant scope and decision priorities

03

Delivery

Approvals, procurement route, programme and management structure

04

Commercial

Cost limits, revenue basis, sales strategy and capital plan

DESIGN AND CONSULTANT COORDINATION

Connecting Design to Delivery

DevelopSure establishes the brief, appoints the required disciplines and maintains a decision path between design, cost, approvals, programme and market positioning.

Design development is reviewed at defined stages. Material departures from the approved brief or commercial case are recorded and returned to the appropriate authority.

- Consultant scope and appointment
- Design brief and stage deliverables
- Value and constructability review
- Authority and stakeholder interfaces
- Change control and decision records



APPROVALS AND STAKEHOLDER COORDINATION

A viable scheme needs a clear path through land, planning, utility, technical and commercial interfaces. DevelopSure coordinates the information, responsibility and timing needed for each decision.

01	Land and control	Ownership, authority, transaction conditions and development rights
02	Planning	Applicable controls, submissions, comments and approvals
03	Utilities & Access	Capacity, connection strategy, transport and site interfaces
04	Project Stakeholders	Consultants, partners, funders, contractors and commercial teams



PROCUREMENT AND DELIVERY OVERSIGHT

DevelopSure aligns procurement with the approved design, cost plan, programme, risk allocation and project governance.

Procurement strategy and packaging

Tender scope, evaluation and recommendation

Contracting and authority conditions

Programme, cost and change reporting

Quality, safety and technical assurance

Completion, testing and handover readiness



COMMERCIAL POSITIONING AND SALES

The customer proposition must remain connected to the product and financial case throughout design and delivery. DevelopSure coordinates the commercial brief with the people responsible for brand, sales, channels and customer experience.

Positioning

- Customer definition
- Competitive proposition
- Product naming and narrative
- Pricing architecture
- Launch and release logic

Sales Coordination

- Channel strategy and appointments
- Sales tools and information control
- Reservation and contracting journey
- Reporting and demand feedback
- Customer communication through handover

HANDOVER AND ASSET OPTIMISATION

From Completion to Handover

Completion is a transition to occupation, operation or sale. DevelopSure coordinates inspections, records, defects, customer information and the responsibilities of the receiving parties. Post-completion review compares actual outcomes with the assumptions made at feasibility and records lessons for later projects.

DECISION GATES ACROSS THE PROJECT

01

Screen

Approve limited investigation of a credible opportunity.

02

Feasibility

Test the market, development case, capital need and risks.

03

Commitment

Approve acquisition, major contracts and conditions precedent.

04

Delivery

Approve design stages, procurement, changes and release milestones under delegated authority.



DEVELOPMENT LIFECYCLE

A controlled sequence from opportunity to handover

01

Originate

Opportunity enters the development pipeline

02

Screen

Site, parties and initial commercial basis are tested

03

Assess

Due diligence and feasibility establish the case

04

Define

Product, design, capital and delivery strategy align

05

Deliver

Approvals, procurement and construction are managed

06

Realise

Sales, handover and project close-out complete

DEVELOPMENT RISK

DevelopSure maintains an active view of land and title, planning, infrastructure, market demand, design, cost, programme, contractor, funding, customer and reputation risk. Each material risk has an owner, response and escalation route. The register changes as the project changes.



CAPITAL AND SHARED SERVICES

Development choices affect capital requirements, risk and cash flow. DevelopSure works with CapitalSure and InvestSure Group finance to test funding needs against the feasibility case and project programme.

Group shared services also support legal, governance, risk, operations, technology, people and communications under a common operating framework.

- Project-specific funding requirements
- Clear assumptions and use of funds
- Reporting aligned to approvals and facility conditions
- Legal, risk and operational support throughout the lifecycle

WHO WE WORK WITH

DevelopSure works with organisations that contribute land, capital, specialist expertise, delivery capability or market access. Each relationship remains subject to qualification, approval and definitive documentation.

Opportunity

Landowners, developers and strategic joint-venture partners

Design

Architects, engineers, cost consultants and specialist advisers

Market

Research, brand, sales, channel and customer-experience partners

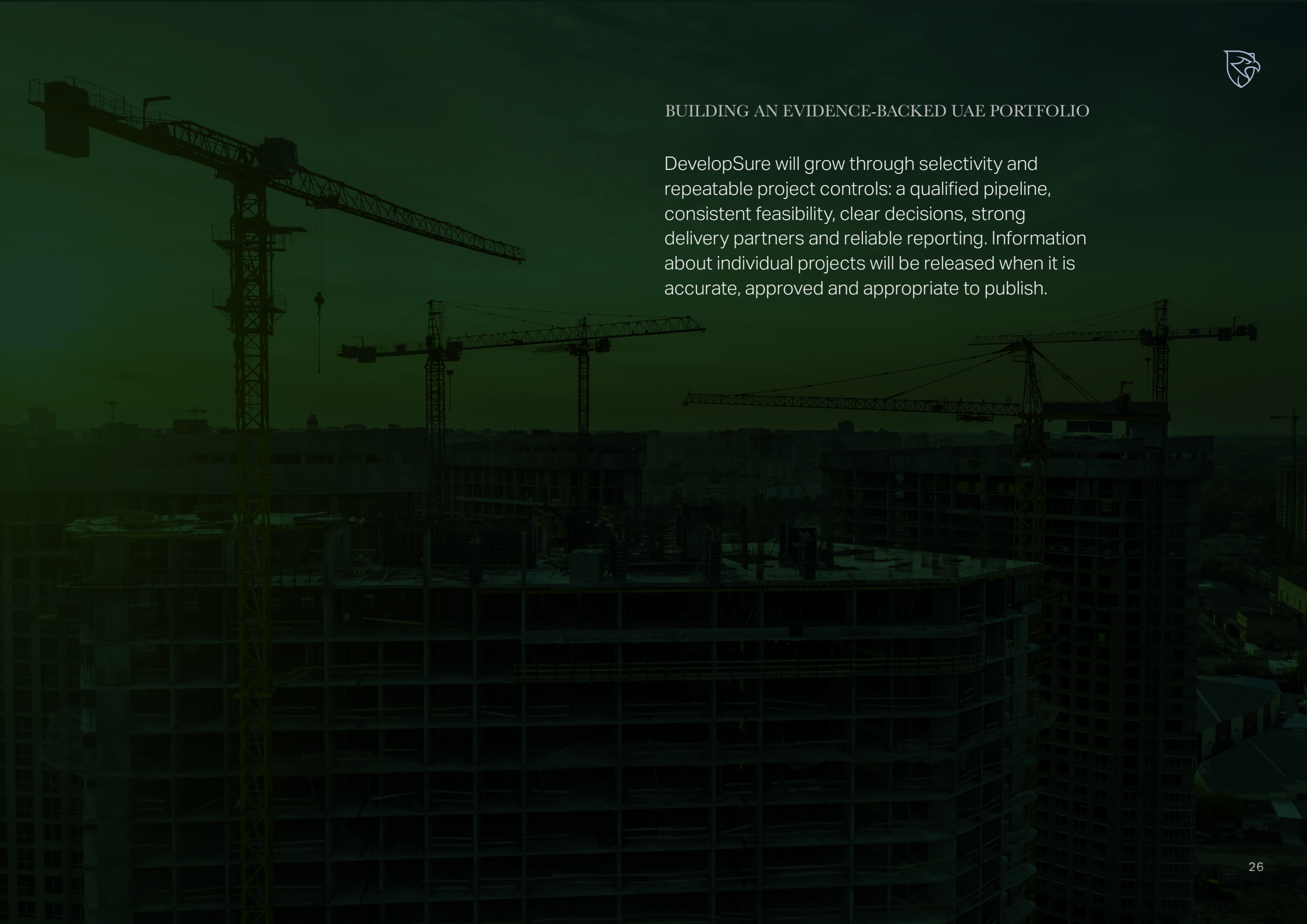
Capital

Banks, aligned investors and commercial funding partners

Delivery

Project managers, contractors, suppliers and authority specialists





BUILDING AN EVIDENCE-BACKED UAE PORTFOLIO

DevelopSure will grow through selectivity and repeatable project controls: a qualified pipeline, consistent feasibility, clear decisions, strong delivery partners and reliable reporting. Information about individual projects will be released when it is accurate, approved and appropriate to publish.

STRATEGIC PARTNERSHIPS

Alignment, documented

DevelopSure works with partners that contribute land, capital, specialist expertise, delivery capability or market access. Each relationship remains subject to qualification, approval and definitive documentation.

Opportunity: Landowners, developers and strategic joint-venture partners

Design: Architects, engineers, cost consultants and specialist advisers

Market: Research, brand, sales, channel and customer-experience partners

Delivery: Project managers, contractors, suppliers and authority specialists

Capital: Novaro Estates is our trusted funding partner. We collaborate with Novaro on development opportunities across the portfolio.

InvestSure

NOVARO ESTATES
PROPERTIES FOR A BRIGHTER TOMORROW

SWISS WEALTH SOLUTIONS LIMITED

pwc

هادف وشركاؤه
Hadef & Partners

DevelopSure

For land, development and strategic partnership opportunities, contact the DevelopSure team via

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