

BILAD[®]
REALTY



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REALTY

...Sustainable Cities





MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

For us at Bilaad Realty, the roadmap to sustainable living is inevitably an interesting journey and serves as a template for all our endeavors. It involves multi-faceted issues around finance, building technology, location, customer preference and viable solutions. This continuously boosts our drive to keep you satisfied without compromising on quality and standards.

Our business model stems from a corporate philosophy of “Sustainability” and seeks to address residential and commercial property ownership challenges.

We look forward to welcoming you to the Bilaad Family where we work toward fulfilling your investment or future property ownership aspirations.

ALIYU ALIYU
CHIEF EXECUTIVE OFFICER, BILAAD REALTY



OUR VISION

To be a market leader with global reach, engendering partnerships and standards, in provision of sustainable real estate solutions.

OUR CORE VALUES

- *Integrity*
- *Excellence*
- *Efficiency*
- *Ethics*

Our code of business ethics encapsulates the role and importance of our core values which influences decision making and allows our activities, employees, and representatives to conform with acceptable standards within society.

OUR MISSION

Ensuring clients and customers are recipients of an unmatched service experience for property ownership, underscored by quality, security, attention to detail and guaranteed long term returns on investment.

WHO WE ARE

We are your sustainable partner in real estate with proven competencies in satiating customers with exxceptionataste. Driven by an internal team of talented professionals whose combined breadth of experience includes all areas of real estate development, Bilaad Realty has been earning and keeping clients' trust with an unwavering commitment to white-glove service, expertise,and integrity.

We pick the values that drive towards Nigeria's improvement and greatness by aligning with the Sustainable Development Goals (SDGS) 2030, and adaptingthem to our day to day activitie in achieving sustainable real estate e solutionWe will continueto build from our past, while also keeping a keen eye on industry developments, optimizingour tools, systems and methodologies, in line with relevant new technologies to ensure we reach our fullest potential in meeeng the progressing needs of our clients and the nationwe serve.



STRATEGIC OBJECTIVES



Ensuring that one's property investment brings the hoped-for returns – both in terms of investment value and in lifestyle benefits, we offer guidance on a comprehensive range of investment options, culminating in investment that seeks to combat climate change, while promoting corporate responsibility.



Taking cognizance of the growing concerns and need for sustainable living, we embark on environmental policies that progressively seek to conserve natural resources and reduce the impact of our activities on the surrounding environment, while sustaining these policies across our partners, residents and employees.

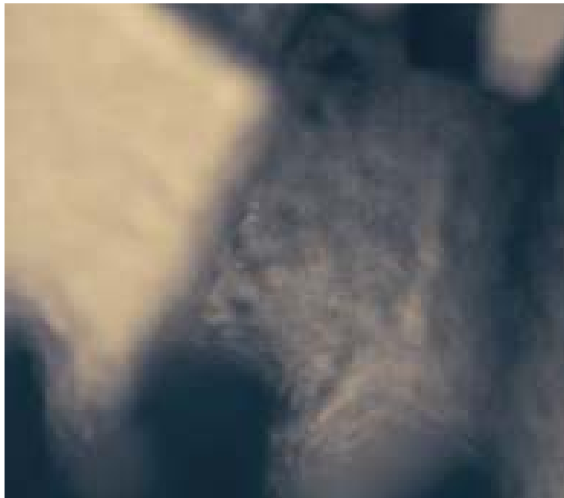


We initiate and nurture a seamless client and partner bond by engaging in a beyond-sales process through personalized relations and tailored communications, while also working collectively towards changing the narrative of Nigeria, gradually touching the various facets in providing sustainable lifestyles.



Clean lines, elegant spaces, neutral tones, and exquisite finishes define our homes, which are driven by innovative methods and high aesthetic appeal. Our homes are designed to reduce buildings' negative environmental impact by improving efficiency and moderation in the use of resources, energy, development space, and the ecosystem as a whole.

OUR **SERVICES**

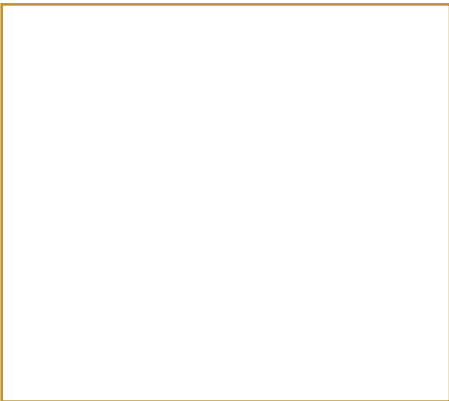




Property Development

Advisory Services

- Investment Advisory
- Project Management





PROPERTY DEVELOPMENT

The Nigerian property market is a matrix of opportunities and risks that spans across residential, commercial and industrial real estate. Our approach seeks to identify and isolate industry issues by proffering solutions through academic publications and professional practice.

The cornerstone of sustainable real estate is hinged on innovation through alternative project finance, partnerships and restructuring value-chain bureaucracy to strengthen development of future cities.

Our expertise covers delivery of complex development projects and project management. The sustainable communities created by Bilaad Realty, refines lifestyle choices.

ADVISORY SERVICES

Knowledgeable teams, valued collaborations, and meticulous execution are the foundations of the solutions we bring. Whether you are acquiring a property or integrating a smart home feature, conducting financial due diligence, or assessing third party risk, we provide a full range of real estate advisory services in accordance with professional and ethical standards.

Our advisory services help our clients maximize the value of their real estate holdings and make important business decisions with confidence.

Investment Advisory

We understand the challenges involved in real estate investment, and as a leading developer, we have a vested interest in offering the best solutions, by educating our clients on the various options in making profitable investments.

We engage in budding relationships by understanding client objectives, partnering with property owners, service providers and a wide range of other players to maximise value, shape growth strategies, and become more innovative, all while adhering to our commitment to integrity.

Project Management

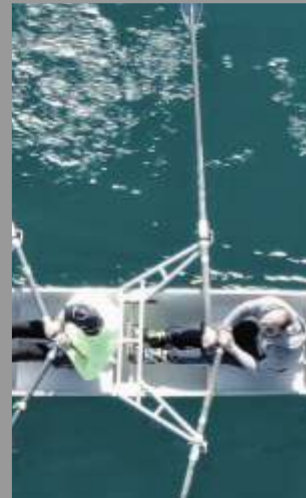
For many businesses, real estate development and management is a significant cost and potential risk centre. Our dedicated and experienced project managers deliver detailed and proven risk mitigation strategies whilst delivering quality outcomes.

Our team of industry qualified professionals have in-depth experience in all matters of design and construction methodologies. We make it a point to thoroughly understand your business and or individual goals, walk through the planning and operational requirements to deliver concept-to-completion project solutions.





OUR **EXECUTIVE BOARD**





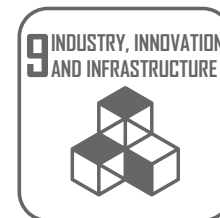
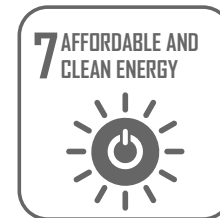
Bilaad's Executive board is comprised of visionary individuals who have an unwavering commitment to excellence, and may be considered as some of Nigeria's foremost sustainable real estate and lifestyle developers - sailing Bilaad to the future.

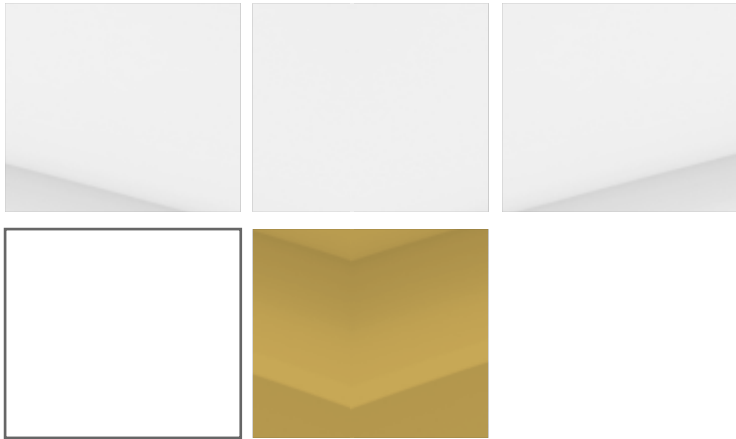
OUR PASSION IS PEOPLE

It's been said that the primary responsibility of every leadership team is to create a culture that allows the organization to achieve its objectives.

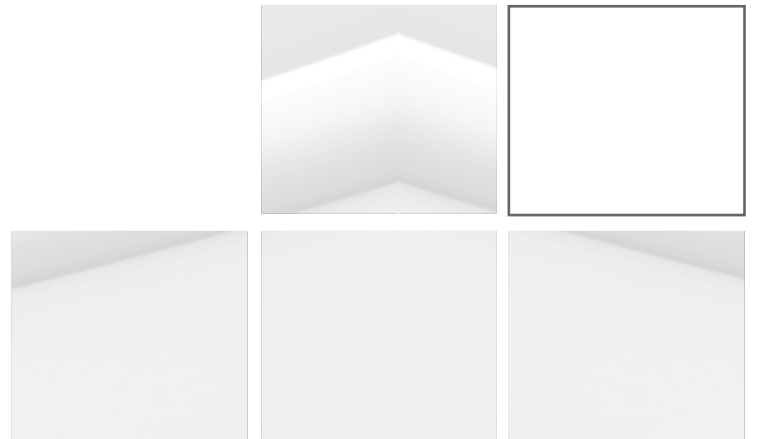
Goal 11: Sustainable Cities & Communities is one among the thematic areas of the year 2030 Sustainable Development Goals (SDGs) aimed to "Make cities inclusive, safe, resilient and sustainable". The SDGs take into account that action in one area will affect outcomes in other areas as well, and that development must balance social, economic and environmental sustainability for all.

A genuine interest in "People" is required to appropriately provide solutions to existing challenges in real estate or any other industry. As such, the real estate industry should serve the intended purpose; protect its owners, guarantee their safety and give them comfort, while adhering to standards at every given opportunity.





OUR
**EXECUTIVE
BOARD**



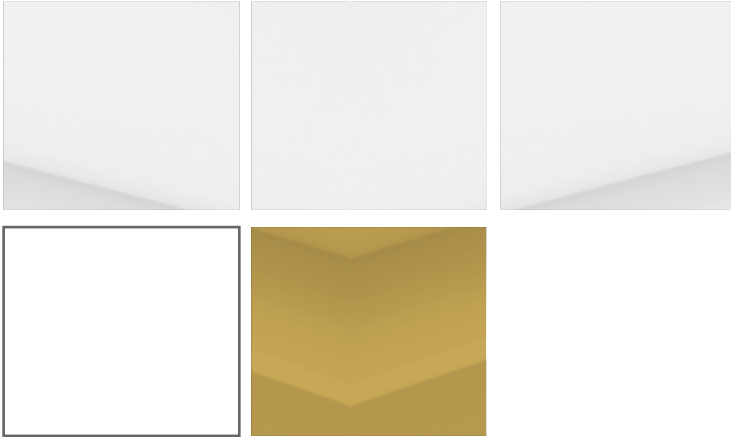


Sadiq Suleiman Abdullahi is a seasoned Development Manager with over 18 years' experience in the public and private sectors. His engagements cut across subject areas that include but are not limited to; Strategic Planning, Infrastructure Development, Operations & Process Management, and Human Capital Development.

He holds a B.Sc in Economics, an MBA in Entrepreneurial Management, and several Associate Memberships, including the Harvard Kennedy School of Government (USA), Dale Carnegie Of Georgia (USA), and Public Service Institute, Nigeria.

As a Doctoral student in Business Administration at Teesside Business School, Middlesbrough (UK), and Executive Director (ED) at Bilaad Realty, Sadiq plays an integral role in overseeing mission and vision of the organization whilst driving critical processes targeted at promoting organisational Synergy & Collaboration, Strategy Execution, Leadership Development, and Continuous Improvement.

SADIQ SULEIMAN ABDULLAHI
(THE CHAIRMAN BOARD OF DIRECTORS)

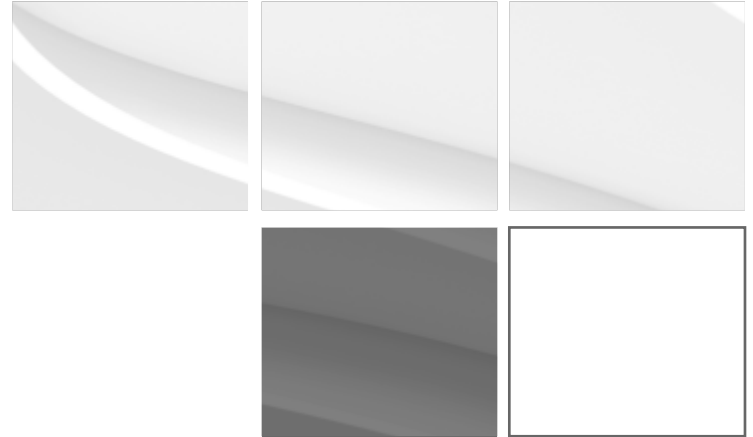


A graduate of Civil Engineering from the Federal University of Technology Minna, Aliyu possesses over a decade's worth of industry experience in various technical, operational and management roles. He holds a Masters in Engineering Project Management from Coventry University, and an Executive Masters in Business Administration from The Institute for Management Development (IMD), Lausanne (Switzerland).

With a unique skill of managing complex projects, he has overseen the delivery of over 1,000 housing units and participated in the planning and initiation of 7,000 housing units across various projects in different locations.

Aliyu is result-oriented and consistent in his pursuit to achieving professional excellence.

ALIYU ALIYU
(MANAGING DIRECTOR AND MEMBER BOARD OF DIRECTORS)

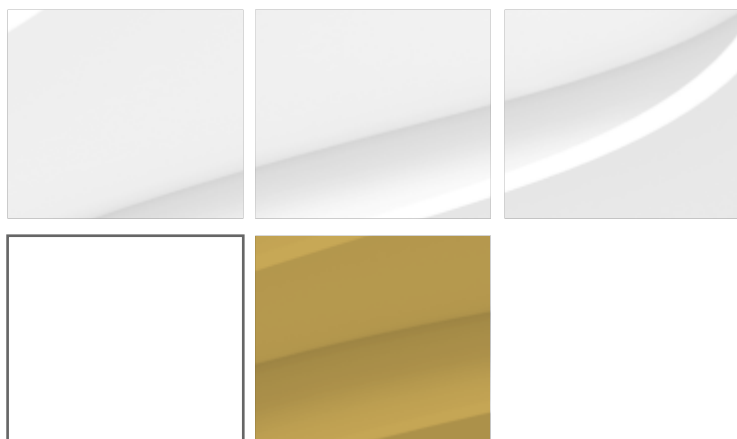


Yahya is a graduate of Architecture from Abubakar Tafawa Balewa University, Bauchi, he holds a Master's degree in Construction Project Management from Coventry University and is a Chartered Construction Manager from the Chartered Institute of Building.

Yahya brings over 10 years experience in real estate construction to the management team of BILAAD REALTY LIMITED. As a seasoned professional, he has operated in various capacities over the years, from actual site supervision to management roles, he has participated in the design, quality assurance and control, construction and delivery of over 800 housing units; Yahya has proven to be a resourceful team-player across his work experiences.

He is a member of the Chartered Institute of Building (CIOB), an Alumni of the Institute for Management Development (IMD), and Member, Association of Project Management (APM).

YAHYA AHMAD RUFAI
(NON EXECUTIVE DIRECTOR)



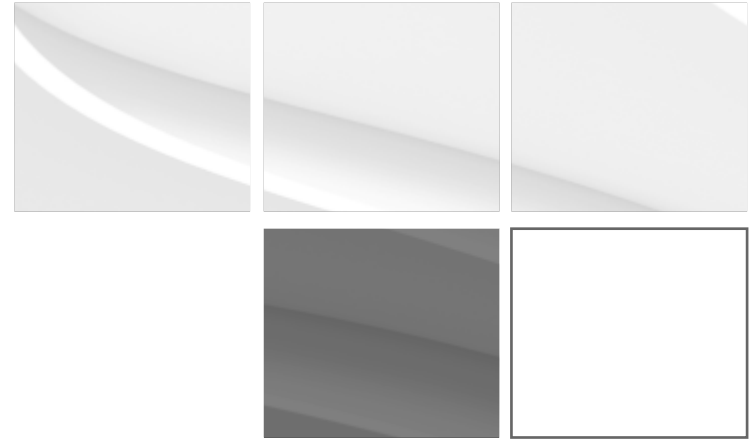
Ross Oluyede, a distinguished professional with over 25 years of experience, boasts expertise in infrastructure development, finance, and corporate governance. As a Fellow of the Institute of Chartered Economists of Nigeria and an Honourary Senior Member of the Chartered Institute of Bankers of Nigeria, Ross specializes in Infrastructure (Transport, Water, Power, Housing), Hospitality, and Healthcare.

With academic credentials including a Master's in Risk Management & Control, an MSc. in Economics, and a B.Sc. in Economics, Ross has excelled in his educational journey at the University of Jos.

Ross's impactful career features a significant tenure as the Acting Managing Director/CEO at The Infrastructure Bank, where he led the organization through crucial phases, contributing to the success of various infrastructure projects. His leadership acumen, honed through managerial roles at General Electric and KPMG Professional Services, emphasizes financial management, strategic planning, and sustainable business growth.



ROSS OLUYEDE
(INDEPENDENT DIRECTOR)



Alhaji Halliru Saad Malami

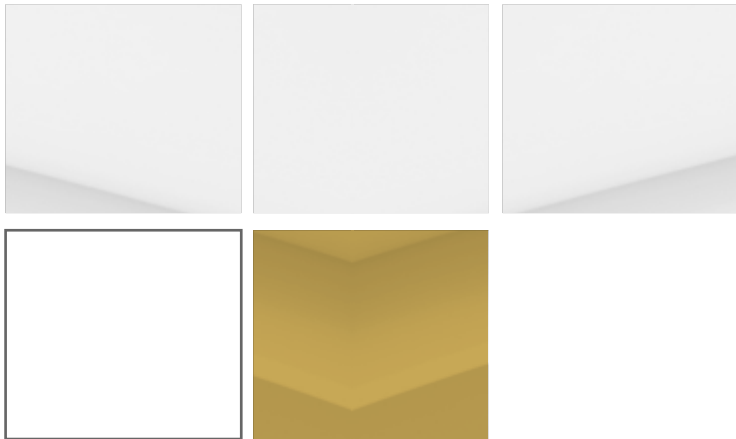
Traditional Title: Jarma

Alhaji Halliru Saad Malami, as a distinguished Board Member of Bilaad Realty, brings a wealth of expertise and extensive experience spanning multiple industries. His commitment to lifelong learning is demonstrated through his participation in numerous Executive and Master classes both domestically and internationally.

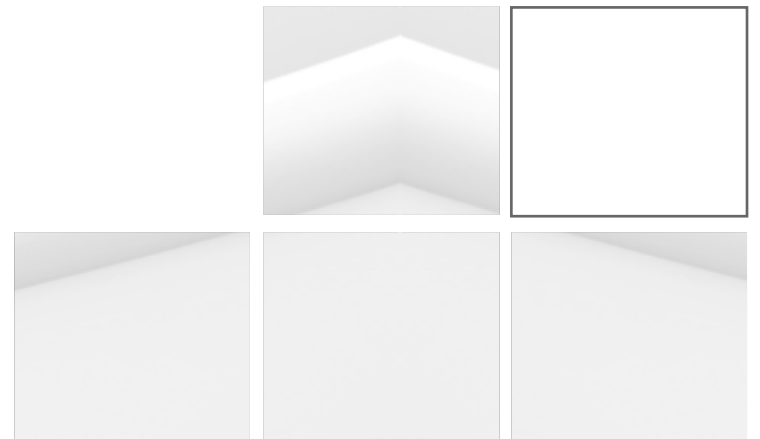
Subject Matter Expertise:

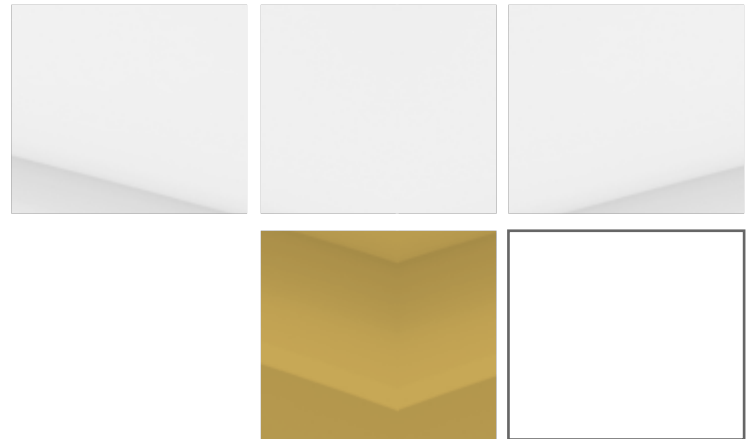
As a Board Member, his expertise encompasses diverse fields such as Construction, Hospitality, Project Management, Agro-Allied, Interior Design, and Fund Management. His multifaceted skill set is a product of years of hands-on experience and a deep understanding of various industry landscapes.

HALLIRU SA'AD MALAMI
(INDEPENDENT DIRECTOR)



OUR MANAGEMENT TEAM



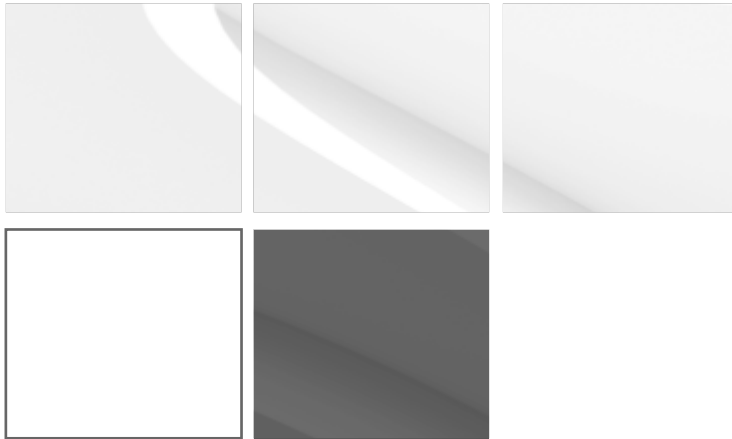


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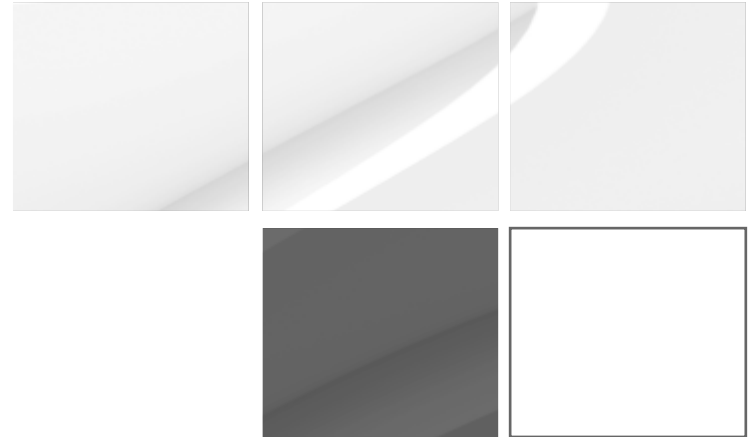
ALIYU ALIYU
(CHIEF EXECUTIVE OFFICER)



Abdulkadir Abdulkadir is General Manager Business & Strategy at Bilaad Realty. Over the last 10 years, Abdulkadir has worked in several capacities across the public and private sector, structuring public private partnership for residential and commercial real estate development, providing operations and process management strategies for business ventures.

As the General Manager Business & Strategy, he plays an active role in coordinating activities of the Business and Strategy Division. Abdulkadir has several leadership and management certifications; an MBA from Ahmadu Bello University Zaria, and a B.Tech in Mathematics/Computer Science from the Federal University of Technology Minna, Niger State. He also holds a Professional Certificate in Project Management from the United States Project Management Institute, and most recently, a certificate in Strategy to Action from Harvard Business School Online.

ABDULKADIR ABDULKADIR
(GENERAL MANAGER BUSINESS AND STRATEGY)



AbdulFatai Musa, General Manager of Operations, Bilaad Realty

With over 15 years of invaluable experience in real estate development operations, AbdulFatai Musa serves as the esteemed General Manager of Operations at Bilaad Realty, a pioneering realty development company committed to innovation and sustainable urbanization.

As the driving force behind operational excellence, AbdulFatai spearheads the seamless execution of multiple real estate projects, ensuring stringent adherence to time lines, budgets, and quality benchmarks. His leadership ethos revolves around fostering a collaborative and high-performing environment, mentoring a diverse team of project managers, site supervisors, and operational staff.

His expertise lies in the strategic implementation of streamlined operational processes, optimizing work flows, and enhancing overall productivity and profitability. AbdulFatai strategically coordinates resources, including manpower, materials, and equipment, to support the flawless execution of projects while maintaining cost-efficiency.

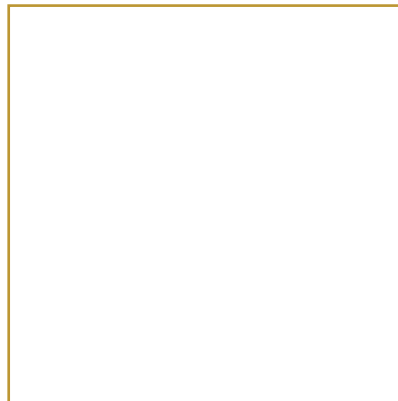
ABDULFATAI MUSA
(GENERAL MANAGER OPERATIONS DIVISION)



Corporate Social Responsibility & Sustainability

Our Approach to Sustainable Value

The Corporate Social Responsibility & Sustainability (CSR & S) agenda of Bilaad Realty Nigeria Limited is centered around providing services that enhance value-for-money and improvements in our ethical, social, and environmental contributions to sustaining Nigeria and the world at large. It is our aim to exceed minimum legal requirements surrounding our industry in provision of services and how it is interconnected with other metrics of improving the quality of life around us.





University Industry Collaboration

Universities are the engine of all social and economic growth, their quantity, and more importantly, quality, reveal so much about a nation's determination to remain ahead of other nations. Collaboration between universities and industries is critical for skills development (education and training), the generation, acquisition, and adoption of knowledge (innovation and technology transfer), and the promotion of entrepreneurship (start-ups) that support economic growth within any society.

Support Children Development initiatives

Taking an active step in supporting the provision of relevant content and direction for children to develop is an aspect Bilaad Realty will support over the next few years. This is also related to the current situation in Nigeria which requires emphasis on unity and patriotism for future generations to look toward.

Support for Sports Development

We believe that supporting the right components within the value-chain of sports development will catalyze the interest of private sector investment, support by academic institutions, open opportunities for scholarships and sponsorships within Nigeria.

Invest in community

Support to Government by private sector in providing social infrastructure may assist in reducing the time and resources that needs to be expended in improving the quality of life for people. Bilaad Realty will actively participate in selected communities and projects toward provision of social infrastructure where it may be deficient or completely inexistent where Government interventions is not adequate.

Our Partners



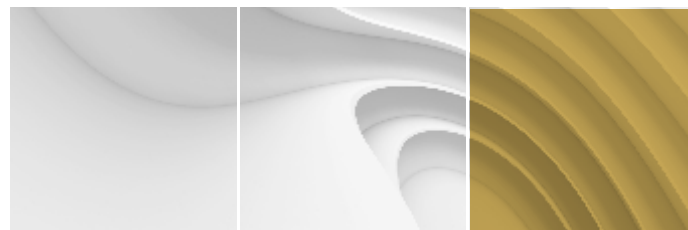


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