

**ni rooi**  
ENTERPRISES & DEVELOPMENT

+ *About Roof*

*Our Mission*

*Our Vision*

*The Brand Pillars*

*Company Structure & Leadership*

The company profile brochure highlights and offering a clear overview of our expertise and future goals, vision and mission.





## *About Roof*

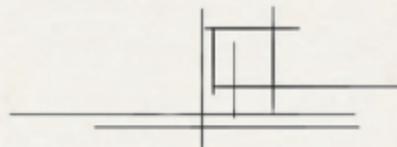
At Roof Dubai Development, we specialize in premium roofing solutions and visionary Real Estate Development, Combining Durability, Aesthetics, and Innovative Technology. Whether for Residential, Commercial, or Industrial Projects, we ensure Top-quality materials and expert craftsmanship to enhance comfort and protection in every structure.

Roof was established under highly experienced shareholders in the Real Estate and Construction fields, with over 50 years of expertise in the UAE market and the wider region.

Our strong financial stability guarantees timely project handovers, ensuring reliability and excellence in every development. Beyond property sales, we offer diversified services, including property management and investment consulting, adding exceptional value to our clients and partners.

## *Our Mission*

To pioneer UAE real estate future by creating visionary, sustainable communities that blend innovative design, smart technology, and unparalleled expertise . We are committed to exceeding client expectations, fostering trust, and enhancing urban living while contributing to Dubai's global legacy as a hub of excellence and innovation.



## *Our Vision*

To be the transformative force in global real estate, shaping Dubai's skyline with iconic, eco-conscious developments that redefine luxury, connectivity, and community. We aspire to lead the evolution of urban living, aligning with Dubai's vision for a sustainable, smart, and inclusive future, inspiring generations to thrive in spaces where innovation meets heritage.



## *The Brand Pillars*

### THE COMPETITIVE EDGE

What sets our business apart is our strong foundation built by highly experienced shareholders with over 50 years of expertise in the UAE real estate and construction sectors.

Our financial strength ensures timely project handovers, while our diverse range of services spanning property sales, management, investment consulting adds exceptional value and reliability.

## Company Structure & Leadership

Buhaleeba Holding Group was founded in 1984 and considered to be one of the United Arab Emirates's leading business houses that have left its distinct mark in diversified sectors



since 1984

Present

4000+  
EMPLOYEES

40+  
NATIONALITIES

20+  
COMPANIES

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It is continuing to expand in GCC countries and most of its business prime locations are situated in Dubai and across emirates of UAE. Recently, it has more than 20 companies providing high-quality products and services to the competitive marketplace and most reputable clients.

Moreover, its client-centered approach coupled with an on going effort to enhance performance and achieve excellence has helped earn the industry reputation of being pioneering , innovative, reliable & trustworthy.

Construction  
Real Estate  
Food & Beverage  
Equipment  
Bakery  
Coffee Shop  
Furniture  
Automobile Services & Accessories  
Professional Training

## *Chairman's Message*

### LEADERSHIP

“ Keeping high values, Integrity & quality has become a national message that we are proud to carry and spread, the legacy of our great leaders of being good example of humanity has led our vision to keep high qualities and high values by which we measure our success “

MR. ABDULLA BUHALEEBA - CHAIRMAN,  
BUHALEEBA HOLDING GROUP.



## *GCEO's Message*

### LEADERSHIP

" With everything we do or we do not we pay a coin of « TIME », the point is we are on train heading towards the destination no matter what se do. Our life, short or long, is limited and to make immortal our deeds we leave behind soil and seeds "

MR. AHMAD HUSSEIN - GCEO,  
BUHALEEBA HOLDING GROUP.



ROOF  
**COMFORT**  
RESIDENTIAL, BY roof

We provide thoughtfully designed projects with a focus on quality, innovative features, and lasting benefits, ensuring both functionality and elegance in every development.

Our first project, Roof Comfort, will showcase features inspired by our Pearl building followed by Al Zahia in the prestigious Elite district, with more upcoming projects to be revealed at a later stage.

PROPOSED RESIDENTIAL TOWER, WADI AL SAFA, DUBAI, U.A.E.

+ *Exterior*

*Interior*

*Site Maps*

*Floor Plan*

*Apartment Types*

**ROOF COMFORT RESIDENTIAL BUILDING**

This is the first building of the project—here you'll find all the essential details and specifications.



# *Exterior*

PROPOSED RESIDENTIAL TOWER, WADI AL SAFA, DUBAI, U.A.E.





## DUBAI'S MODERN COMFORT

LOCATED IN THE HEART OF DUBAI EMBOUY  
THE CITY'S VIBRANT LIFESTYLE AND MODERN ELEGANCE



## COMFORT MEETS EXCELLENCE

THE DEVELOPMENT OFFERS A PERFECT BLEND OF COMFORT,  
CONVENIENCE AND SOPHISTICATION, REFLECTING DUBAI'S  
SPIRIT OF INNOVATION AND LUXURY LIVING.

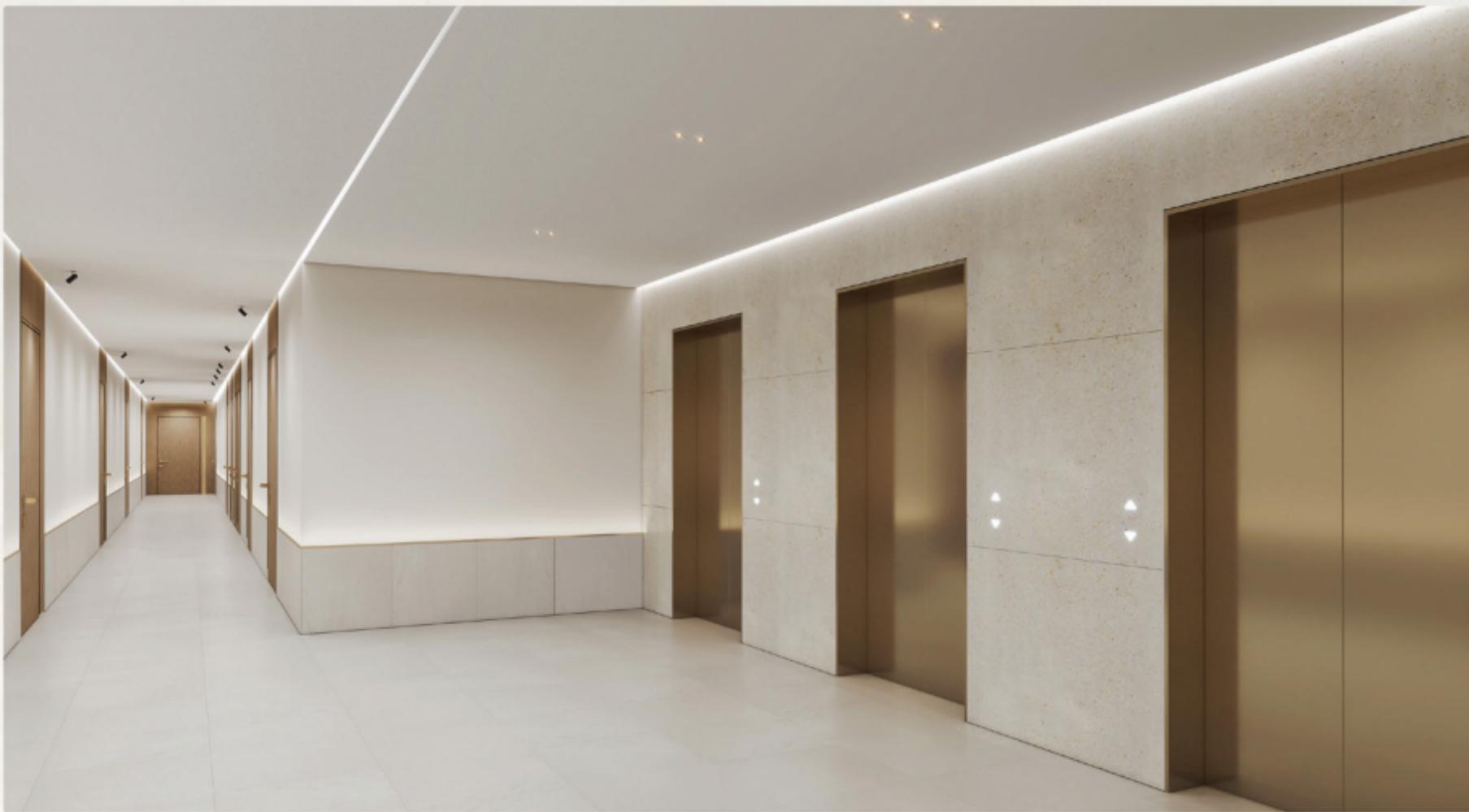


# *Interior*

PROPOSED RESIDENTIAL TOWER, WADI AL SAFA, DUBAI, U.A.E.





















# Site Maps

PROPOSED RESIDENTIAL TOWER, WADI AL SAFA, DUBAI, U.A.E.



*Site Maps*  
THE PROJECT LOCATED AT  
**WADI AL SAFA**

**Wadi Al Safa** is strategically located with easy access to major Dubai landmarks and amenities, with convenient connections via Sheikh Mohammed Bin Zayed Road and Al Khail Road, the area offers quick reach to schools, hospitals, parks, and beaches-making it an ideal location for comfortable and connected living.