

ONE GROUP • ONE TEAM • ONE VISION



Our Vision

“The company’s orientation is aligned along a path that drives it to its targeted destination of being this region’s fastest growing innovator, developer and manufacturer.

We endeavour to always eclipse the highest business standards in all of our operational ventures.”

- Rashad Al Hashimi

Vision



Our Mission

“By employing pre-eminent professionals, and by continuously developing them to face the prevailing challenges, we empower our organisation with individuals who are compassionate, conscientious and competent, and who value their and the company’s development as a lifelong process.”

- Rashad Al Hashimi

Mission

Group

Profile



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Pearl Coast

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INVESTMENTS L.L.C

Conceived by the enterprising mind of Abdul Ghaffar Al Hashimi, Pearl Coast Investments LLC is a flexible, innovative and responsive company within which beats the heart of young entrepreneurs.

Abdul Ghaffar Al Hashimi, one of the former senior most managers at National Bank of Dubai, has been associated with the bank for over 40 years, and is currently the chairman of Pearl Coast Investments LLC. He is joined by his sons, Rashad Al Hashimi (Group CEO) and Saleh Al Hashimi (Executive Director) who focuses on the finances and real estate developments.

The organisation started its first operations in the real estate industry over 30 years ago, and soon diversified into general trading, building management and maintenance, manufacturing and most recently, into the retail industry.

Pearl Coast Investments LLC is the holding company of the Group, and has the following companies under its wing:

- Al Khaimah Real Estate
- Al Khaimah General Maintenance LLC
- Pearl Coast International General Trading LLC
- Pearl Coast Premier Hotel Apartments
- Pizzeria Pulcinella Restaurant LLC

With our previous track record of success, the Group's Midas touch and determination to be nothing short of the best will ensure a successful foray into the retail arena as well.

The primary focus of the business has and always will be its clientele. Pearl Coast Investments LLC provides only those services which are essential to our customer's growth, protection of their assets, and therefore provide significant advantages in terms of results and cost.

Business strategies constantly change, and the adaptation to a dynamic market as a guiding business ethos, permits our organisation to stay at the forefront of any field we enter into. Pearl Coast Investments LLC is committed to original yet avant-garde approaches to portfolios that result in profitable performance.



Group CEO



Group CEO, Rashad Al Hashimi

The Group CEO, **Rashad Al Hashimi** is a dynamic leader, and is the fuel powering the Group's general business development. He has steered the Group into manufacturing, contracting and retail in the last couple of years.

Rashad holds a degree in Mechanical Engineering from McGill University, Montreal, Canada, as well as a Master's Certificate in Project Management.

He has previously been associated with the Emirates National Oil Company (ENOC) in Dubai, where he started his career as a trainee engineer in 1996 and rapidly ascended the corporate ladder to become the Manager of Strategic Planning and Business Development before moving on in 2005 to focus his full attention on Pearl Coast Investments.

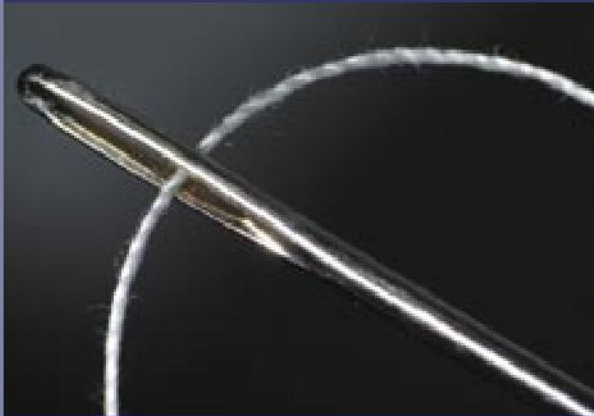
He has since contributed extensively to the strategic development, operational performance and profitability of the Group.

“We have been blessed with the boom we are seeing in Dubai and the region in general. We have to and we will continuously grab any opportunity for growth that comes our way.

As H.H. Sheikh Mohammed Bin Rashid said, in the race for excellence there is no finish line.”

Quest for Excellence

Pearl Coast Investments LLC stresses on the importance and commitment for excellence and the total satisfaction of both our customers and employees.



Group Philosophy

Pearl Coast Investments LLC is a big family united by a an unspoken covenant that is bound by our common convictions.

Our Group CEO states, "We treasure dedication, and are moved to help each other and our customers. We accept nothing less than loyalty in our ranks and we are true to each other and to our cause".

Our Customers

Our customers are nothing short of our partners and we treat them as we would Royalty. We listen with a keen ear to every single requirement and follow up with a quick and prompt response.



Our transparent business conduct, superior service, attention to detail and adherence to delivery promises has earned us our customers' trust and these values will continue to be our core policy and philosophy.

Our Employees

We are a business house that fosters diversity and nurtures individuality. Our staff are our most important resource and asset and we recognise and reward our employees who actively demonstrate and support the 'Pearl Coast Culture' and our 'Quest for Excellence'.

Ours is a talented and action-oriented team that demonstrates spirit, determination, commitment and passion. We constantly develop their potentials by conducting extensive training sessions as well as ensuring constructive and



open lines of communications to cultivate their objectives. All are encouraged to take initiatives, make judgement calls and go that extra mile.

Above all, we desire our workforce to provide accountability for their own growth, behaviour and performance.



Al Khaimah Real Estate

A research team that surveyed the dynamics of the real estate market during the changes taking place around 1997 came to the conclusion that a company that manages and markets properties would surely be very successful in the region.

Al Khaimah Real Estate was incorporated in 1997 to manage and market its own properties. It rocketed to the forefront by carrying on with the trend of carefully studying the market and the changing customer requirements with an extremely talented sales and marketing team.

Its core competency is marketing under which the following services are offered:

- Property Development
- Property Management
- Support Brokerage



Al Khaimah Real Estate also specialises in constructing custom-made villas, office buildings and warehouses.

Al Khaimah Real Estate boasts of a prestigious clientele, holding both residential and commercial buildings in prominent locations of Dubai such as:

- Port Saeed
- Mirdif
- Al Barsha
- Al Quoz
- Jumeirah
- Dubai Investment Park

Al Khaimah Real Estate also has strong business partnerships with renowned freehold companies such as:

- Emaar
- Damac
- Esthithmaar





Al Khaimah General Maintenance LLC

The incredible pace of Dubai's growth, combined with the success of Al Khaimah Real Estate and its ever increasing credibility with its clientele, resulted in many requests for general maintenance of its various projects. This demand for a quality maintenance company inevitably resulted in the formation of Al Khaimah General Maintenance LLC.

Al Khaimah General Maintenance LLC was set up in the year 2003 with the vision to start a rewarding business besides managing the properties of Al Khaimah Real Estate. The company offers prompt, efficient, cost-effective maintenance solutions to existing and upcoming real estate properties.



Al Khaimah General Maintenance offer their services on call as well as on an annual contract basis. Round-the-clock emergency services are also offered by fully equipped and qualified mobile teams for air-conditioning, electrical and plumbing breakdowns.

Al Khaimah General Maintenance LLC has quickly earned a reputation for:

- Quality Service
- Quick Response
- Efficiency
- Customer Satisfaction

This has facilitated the company's rapid expansion while adhering to its motto of serving customers to the maximum. The organisation plans to expand its workforce further based on the ongoing as well as targeted projects currently in line.





Pearl Coast International General Trading LLC

Pearl Coast International General Trading LLC was established in 1996 and was conceived to be the international face and ambassador for the group. The company is connected to a global network of major sourcing centres in Asia, Europe and Middle East and serves as the import wing of the group.

The retail business is the latest arena that Pearl Coast International General Trading LLC has entered and has already launched two major brands such as Farawla and Axxezz. Plans are also underway to establish a Lifestyle and Home accessories chain in the coming year as well as exciting Fashion brands in the future.



Infuse your taste into the house, and make it into a place that reflects you.
This is the most important step in turning a house into a home.

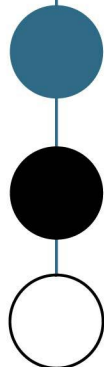
Bella Casa is a one-stop destination for your home ideas.
We provide quality products that are suited to your taste and want-to-be home environment. Every product is carefully designed with hardwork and by trend to meet your ideal interior.

From the company that works in hospitality business,
satisfy the needs of leading hotels in UAE.
We assure you our dedication in delivering quality products and determination to exceed your every expectation.

Our bouquet of products is designed for every style of your rooms.



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Pearl Coast
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INT. GEN. TRADING LLC





Pearl Coast Premier Hotel Apartments

Luxuriously furnished, spacious, and fully serviced, Pearl Coast Premier Hotel Apartments provide all the facilities and amenities required for short or long stays, meeting the needs and exceeding the expectations of today's international business and leisure traveler.

Managed and operated by the world renowned Dusit International, our apartments are stylish and provide the comforts expected of luxury international apartments. Pearl Coast Premier Hotel Apartments are ideally located off the Sheikh Zayed road, nestled behind the Mall of the Emirates in Al Barsha. Guests have easy access to recreational beaches, major shopping malls and many leisure activities.

Spacious one and two bedroom apartments offer separate living and dining areas, fully fitted kitchens with the latest appliances including a microwave and dishwasher, individually designed bedrooms with en-suite bathrooms, as well as satellite television, DVD players with flat screen TV, high speed internet access and a state-of-the-art remote controlled 'intelligent home' system.



Sport & Recreation Facilities

Guests may start their day with an early morning swim at the rooftop swimming pool or finish the day with an energetic workout in the fully equipped gymnasium. A multitude of sports and leisure facilities are located in close proximity and a number of sightseeing excursions, desert tours and shopping adventures can easily be arranged by the reception.

Food & Beverage

'Dusit Gourmet' serves sandwiches, soups, salads, desserts and refreshing beverages throughout the day and provides complimentary high speed wireless internet access.

With impeccable services and attention to detail, the Pearl Coast Premier Hotel Apartments are the place to stay while in the dynamic city of Dubai.



Quest for Excellence



Conclusion

Pearl Coast Investments LLC offers a wide range of solutions through its different divisions. By empowering human standards in the region and abroad through our diverse range of operations and an over-riding quest for excellence, we will accomplish our mission with a leadership that will ensure perpetuation of our 'Pearl Coast Culture'.

This is the bedrock on which we have and will continue to build long-term relationships with our existing and potential clientele and workforce.

In adhering to rigid moral and ethical standards in all our dealings and the ever dominating confidence in our vision, we are prepared to face the challenges for a very bright and successful future.



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