

CHAIMAA



Integrated Real Estate Group

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Home is where your story begins. With Chaimaa's
vision, I'm honored to welcome you to mine.

CENGİZ COŞKUN

CHAIMAA BRAND AMBASSADOR

01.



CHAIMAA
PROPERTIES

Redefining Excellence Across
Two Continents.

Distinction begins with conviction.

At Chaimaa Properties, we build for those who understand that true luxury demands more than marble and mirrors—it requires vision, cultural intelligence, and architectural mastery.



LIVE DIFFERENT.

BUILD LEGACY.

From Casablanca's Atlantic energy to Dubai's metropolitan power, our developments stand apart through design that honors heritage while commanding the future. This is where Moroccan authenticity meets global ambition. Where your residence becomes your signature.



CHAIRMAN'S MESSAGE

“At Chaimaa, excellence is our only standard. Our people-centered philosophy delivers what others promise: spaces of genuine distinction, communities of lasting value, and developments that define their markets.

Each project demonstrates what happens when decades of expertise meet uncompromising execution. We honor our legacy by exceeding it—project after project, family after family. This is how leaders build. This is how legacies endure.”



Abderahmane El Alj
Chairman

O2.



THE CHAIMAA LEGACY

Sixty Years Of Market Leadership.



WHERE VISION
BECOMES THE LEGACY.

Since 1960, the Chaimaa family
has built an empire on principle:
deliver excellence, earn trust,
expand with purpose.

What began as one vision has become Chaimaa
Holding—a diversified powerhouse commanding real
estate, construction, healthcare, education, manufacturing,
and hospitality across Morocco and the UAE.

This integrated strength gives Chaimaa Properties
unmatched insight, resources, and execution capability.

We've housed

70,000+
Families



That's not marketing—that's
proof of concept at scale.

IMPRESSIVE &
DIVERSE PORTFOLIO



70,000+

Delivered Units & Plots

2 Continents

North Africa
Asia (Middle East)

10+ Cities

Marrakech
Rabat
Casablanca
Dubai

600+

Employees

Vision

BUILDING
THE BENCHMARK.

To establish the regional standard for residential excellence through developments that command their markets, deliver measurable value, and set the criteria by which all future projects are judged.



We achieve this through architectural significance, operational excellence, and unwavering commitment to performance that compounds over decades.

Values

PRINCIPLES
THAT DEFINE US.

These core principles are the heartbeat of everything we create—from the first blueprint to the final welcome home.

Reliable

Sixty years of delivered commitments.



When we set a deadline, we meet it. When we make a promise, we keep it. Your trust isn't requested—it's earned through consistent execution.

Humanized

Architecture engineered for human performance.



Every measurement considers how people move, think, and live. We design spaces that enhance daily life, not just fulfill building codes.

Timeless

Markets shift. Trends fade. Our developments endure.



We select materials that strengthen with age and create designs that command respect decades after completion.

Caring

Communities built on more than contracts..



Your experience matters beyond the transaction. Our teams stay accessible, property management remains responsive, and our commitment continues through every year of ownership. From pre-construction to post-move support, we treat your investment and your family's wellbeing as our lasting responsibility.

Integrity

Our operational standards don't change with market conditions.



We document our practices, certify our claims, and build our reputation on what we deliver when no contracts are watching.

Timeline

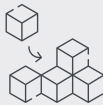
BUILDING THE ROADMAP.

1968	Real Estate Industry
1971	Creation of Construction Division
1999	Leader in the Eastern Region of Morocco
2000	Expansion to Casablanca
2002	Expansion to Marrakesh
2007	Expansion to Northern Region of Morocco
2015	Expansion to Dubai
2016	Initiation of Deval Real Estate Development



WHAT SETS US APART.

Every developer claims distinction. We build it into the blueprint. Our approach is guided by four foundational pillars that shape every decision we make:



Designed for Impact

Architecture that moves people. Spaces that create emotional resonance. We design for the human experience, not just the floorplan.



Built to Evolve

Life changes. Your home should flex with it. Intelligent design that adapts as families grow, needs shift, aspirations expand.



Executed with Precision

Every measurement calculated. Every detail is deliberate. From structural integrity to aesthetic harmony, we build to the millimeter.



Wellness Integrated

Health isn't an amenity package—it's embedded in the architecture itself. Air quality. Natural light. Acoustic design. Biophilic principles. Scientifically designed for how humans thrive.

Corporate Strategy

SUSTAINABILITY AS
STRATEGY, NOT STORY.Smart development is
sustainable development.

At Chaimaa Properties, environmental excellence, social responsibility, and economic performance operate as one integrated system—because buildings that ignore their impact ignore their future value.

Our Sustainability
Framework

Environmental Performance:

Renewable energy systems. Water recycling technology. Materials selected for durability and efficiency. Every project is engineered to minimize consumption and maximize longevity. This protects your investment and the environment simultaneously.

Community Integration:

Local partnerships. Employment creation. Public spaces designed as neighborhood assets. Our developments strengthen the communities they enter—economically, socially, architecturally.

Operational Transparency:

Documented practices. Certified standards. Regular reporting. We operate with the governance and accountability befitting a 60-year institution.

O4.



INVESTMENT OPPORTUNITY

Morocco's Momentum.
Dubai's Appeal.

TWO MARKETS. ONE STRATEGIC ADVANTAGE.



Morocco delivers:

Emerging market momentum backed by substantial government infrastructure investment, expanding tourism sector, and entry pricing that provides meaningful appreciation potential for informed capital.

Dubai provides:

Established demand with proven rental yields in premium segments, regulatory frameworks designed for international investment, and liquidity that allows strategic portfolio management.



Our advantage:

Six decades of market presence translates to relationships that provide access others cannot replicate, legal infrastructure that protects every position, and property management that maintains and enhances value long after acquisition.

05.



PORTFOLIO

Developments Of Distinction.

Our portfolio spans two continents and one philosophy: **excellence in execution.**

Each development answers the specific demands of its location while maintaining the Chaimaa standard—uncompromising quality, architectural significance, lasting value.



THE DUBAI COLLECTION



DISTINCTION IN THE WORLD’S MOST COMPETITIVE MARKET.

Dubai rewards differentiation with premiums. Our developments bring North African design intelligence to the Emirates—courtyard intimacy, human-scaled proportions, material warmth—creating residences that stand apart in a market saturated with glass towers.



Isla Private Residences

Dubai Islands, Dubai

Isla Private Residences, a first of its kind residential concept based on Dolce Far Niente, offers you permission to pause, breathe deeply, and rediscover life's greatest joys in the quiet contemplation of moments that matter. These homes of uncompromising quality offer meticulously designed 1, 2, and 3 bedroom private residences attuned to space, light, and enduring beauty. Dubai Islands' only project with 3 level amenities brings serene escapes and vibrant experiences together above the city.



Symphony by Chaimaa

Majan, Dubai

This Majan district development establishes Dubai's first truly wellness-integrated residences, where holistic design principles are embedded within the architecture itself rather than added as separate amenity features, targeting the city's growing health-conscious demographic.



Elegance by Chaimaa

Jumeirah Village Circle, Dubai

This boutique development combines organic architecture with functional design, featuring private terraces that extend living space—a premium feature increasingly valued in urban density markets where outdoor space commands significant price premiums.



Chaimaa Avenue II

Jumeirah Village Circle, Dubai

This low-density development provides landscaped gardens and private courtyards that create resort-style living within walking distance of Circle Mall and community parks, appealing to residents who prioritize privacy without sacrificing urban convenience.



Chaimaa Avenue I

Jumeirah Village Circle, Dubai

This five-storey boutique condominium delivers smart home integration, European interiors, and courtyard design within JVC, offering studio to two-bedroom configurations engineered specifically for strong rental yields and resale performance.



Chaimaa Premiere

Jumeirah Village Circle, Dubai

This development achieved record-breaking sales velocity in Jumeirah Village Circle by introducing Andalusian-inspired architecture to a community dominated by generic modernism, proving that design differentiation commands market premiums.



THE MOROCCAN COLLECTION



MODERN MASTERY. MOROCCAN FOUNDATION.

Morocco's architectural legacy demands respect, not replication. Our developments extract the timeless principles—courtyard privacy, material authenticity, spatial intelligence—and execute them for contemporary life. The result: residences that feel distinctly Moroccan yet perform at global standards.

Residence River Palm Marrakech

This integrated development commands Marrakech's most distinguished address in Dar Caïd Layadi, delivering the rare combination of historic prestige with contemporary infrastructure that sophisticated buyers demand.



Palacio Condominium
Marrakech

These serviced residences establish a new category in Marrakech's market—full-service living with Andalusian design integrity, offering the convenience of hotel operations within architecturally authentic residences built for permanence.



Malabata Hills
Tangier

These residential towers occupy Tangier's premium elevation above the Municipal Beach District, where three-bedroom residences capture unobstructed Mediterranean views that define the city's most desirable living experience.



Dream City
Fès

This integrated masterplan sits 3.4 km from Royal Palace Fès, providing townhouse and villa residents with immediate access to the city’s cultural center while maintaining the privacy and amenities of a self-contained community.



Residences Soleil
Casablanca

This Dar Bouazza seafront development delivers direct Atlantic access within Casablanca’s primary growth corridor, offering villas and plots that capture the new Casablanca’s momentum at its geographic center.



06.



CHAIMAA
LIVING

Built For How You
Actually Live.

WHERE ARCHITECTURE DELIVERS ONGOING VALUE.



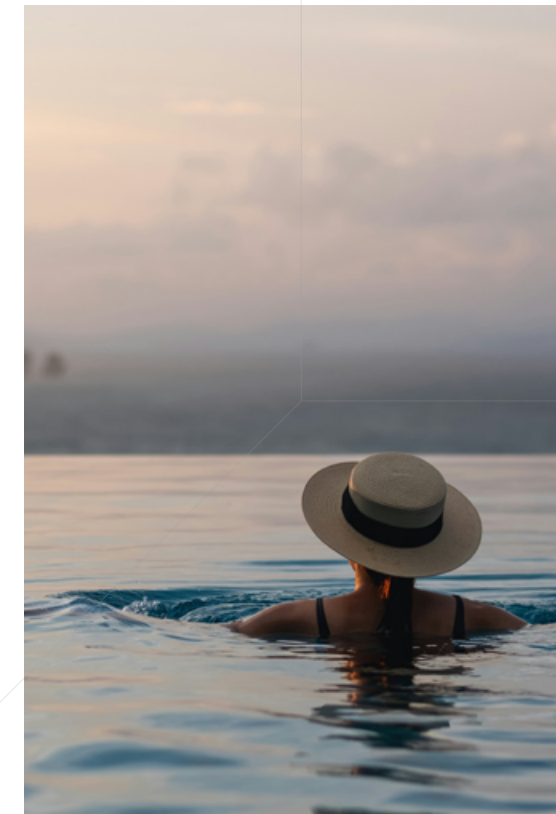
Communities Built for Connection.

Strategic neighborhood design creates social capital.

Our developments feature courtyards that function as natural gathering spaces, shared amenities that facilitate interaction, and architectural programming that makes community formation organic, not forced.

Full-Service Living.

Resort-caliber amenities. Professional management. Zero operational burden. Infinity pools. Equipped fitness centers. Wellness facilities. Our property management maintains and enhances asset value while delivering lifestyle services that transform daily living from managed to effortless.



BUILT

FOR CONNECTION.



International property awards, sustainability certifications, and architectural recognition validate our standards across the global real estate industry.



We partner exclusively with world-class collaborators who share our commitment to excellence.

Renowned architects bring vision. Elite contractors execute to specification without compromise. Design firms deliver solutions where performance and aesthetics operate in harmony. Every partnership is selected for capability, reliability, and shared standards that elevate every project.



Our certifications represent accountability mechanisms, not marketing decorations.

Every credential we hold reflects operational standards that aim to protect your investment and enhance your living experience through measurable, verifiable performance.

The market recognizes our work through awards and industry standing. Our residents demonstrate their satisfaction through referrals and repeat investments. This dual validation—professional recognition paired with customer loyalty—defines how true leadership is earned in our industry.



CHAIMAA