



PRESS RELEASE

Tameer Launches New Brand Identity

Manama, Bahrain; May 23rd, 2023: Al Khaleej Development Company (Tameer), the real estate development arm of INOVEST Group today announced the launch of its new brand identity. The brand refresh comes in line with the company's ongoing mandate for an expanded presence within the real estate market. It is noted that Tameer aims to become a leading boutique real estate investment and development company with a noted presence in the Kingdom of Bahrain; one which actively contributes to enriching the community and economy of Bahrain.

In its reveal to the press, it was noted that Tameer's new brand draws on the core elements from its original logo, specifically the notion of building layers of success. The new logo pays homage to the brand equity of Tameer and its successful track record, whilst marrying into the spirit of the group's identity and communication strategy. Moreover, within its nuances the new logo stands true to the company's core values of dedication, innovation, perseverance, and success.

On the occasion, Mr. Talal Al Mulla, Managing Director of Tameer, provided greater insight, "Tameer's rebranding is key part of our strategy for the company, it is illustrative of the company's firm re-entry into the market and delivers on our promise of strengthening the Group's overall presence and achieve sustainable and stable returns in the years to come. Ultimately, our goal within Tameer is to offer value added real estate investment opportunities, expert advisory services, and end-to-end project management solutions. We aim to establish enduring and mutually beneficial relationships with our business partners, and to deliver projects that are a value-addition to the communities we serve."

Whilst INOVEST stakes claim to being a gateway for building strategic partnerships and earning investor enthusiasm and trust; Tameer engages into this fundamental principle and to the symbiotic development and delivery of lasting contributions to the societies that these two significant entities serve.

It is noted that Tameer has a proven track record of delivering successful real estate projects in Bahrain. The company has been involved in several landmark projects that set an industry standard, including but not limited to the Bahrain Investment Wharf, BIW Labour Accommodations, BIW Business Park, Tala Islands, and Saar Villas.

The rebranding of Tameer is an exciting new chapter for the company, as it looks to continuing to deliver outstanding real estate development solutions to clients in Bahrain and the region.

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About Al Khaleej Development Company (Tameer)

Al Khaleej Development Co. (Tameer) is driven by the promise of being a leading real estate investment and development Company in the Middle East and North Africa by providing our customers with comprehensive, value-added services. Our aim is to boost our value in the market for our investors and shareholders in accordance with Islamic Sharia. We also aspire to actively contribute to the community and to enrich the economy of Bahrain and the broader region.

Our goal is to offer comprehensive real estate solutions that encompass investing and developing real estate assets such as residential, commercial, retail, healthcare, industrial, warehousing, logistics, tourism, and leisure.

Our responsibility is to diversify our services, identifying new, value-added real estate investment opportunities, innovative investment products and expert advisory services. We strive to establish enduring and mutually beneficial relationships with our business partners and to furnish our team members with an inspiring and rewarding work environment.

For more information: www.tameer.com