

COMPANY PROFILE

For over 15 years, Al-Amaken Real Estate Developments has set a benchmark of excellence through a diverse portfolio of successful projects that reflect vision, expertise, and credibility.

Every development begins with a clear promise: to create places where luxury, comfort, and thoughtful design come together seamlessly in carefully selected prime locations.

Al-Amaken

AL AMAKEN DEVELOPMENTS

HIGHLIGHTS

FOUNDED IN
2000

EXECUTED PROJECTS
60

UNDER CONSTRUCTION
10

SATISFIED RESIDENTS
30K

genista

SHEIKH ZAYED

A NEW WAY OF LIVING

FOUNDATION

- Central Address
- Timeless Design
- Engineering Foundation
- Units & Interiors
- Quality Uncompromised
- Credible Execution

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A NEW WAY OF LIVING

GENISTA STANDARD

- Security and Privacy
- Comfort and Ease
- Design and Innovation
- Payments Simplified
- Future Investment
- Beyond Handover

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A NEW WAY OF LIVING

SIGNATURE HUB

- Residential Services
- Community & Belonging
- G. Wellness
- G. Fun & Fit
- G. Shop
- G. Dine

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A NEW WAY OF LIVING

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"PROMISE"

Shaping a community where:

- Your safety is assured
- Your needs are simplified
- Your peace of mind is prioritized
- Your quality of life is elevated
- Your lifestyle is enhanced
- Your inclusion is welcomed
- Your investment is guaranteed

Foundations of confidence

- Structural Integrity
- Genista Standards
- Outdoors & Recreation
- Community Essentials
- Seamless Living

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A NEW WAY OF LIVING



THINK UNIQUE
THINK LOCATIONS

OVERVIEW

DEVELOPER PROFILE

BRAND STORY

VISION & MISSION

FOUNDATION

THE GENISTA STANDARD

G. SIGNATURE HUB

PROMISE

MEET THE TEAM

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DEVELOPMENTS

COMPANY PROFILE

With a deep understanding of the evolving needs of today's residents, the company crafts communities that inspire connection and elevate living standards.

This dedication has earned Al-Amaken the trust not only for the quality residents see today, but for the value they know will endure for years to come.

Latest

Sixty-one Tower

Naia Bay

Genista New Zayed



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DEVELOPMENTS



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SHEIKH ZAYED

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“ BRAND STORY ”

Genista was designed with a simple belief:
People live better when their needs are truly understood.

We listen, observe, and design with intention.
We care about the small details that bring comfort, the
routines that bring ease, and the moments that bring joy.

Every detail at Genista from thoughtful design to
meaningful amenities is designed to create a community
where residents feel valued, supported and understood.

genista

“ VISION ”

A community created around one simple idea: your comfort, your belonging, and your wellbeing comes first.

“ MISSION ”

To thoughtfully design homes and meaningful amenities making life easier, safer, and more comfortable all shaped around you and your family needs, not trends.





FOUNDATION



Central Address



Timeless Design



Engineering Foundation



Units & Interiors



Quality Uncompromised



Credible Execution

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A NEW WAY OF LIVING

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“THE FOUNDATION”

LOCATION

A uniquely chosen address that connects you effortlessly to surroundings, providing easy access to key destinations & services ensuring your convenience.

MASTERPLAN

Each home features high-quality materials, durable finishes, and thoughtful detail ensuring comfort, style and lasting quality.

GENISTA

BEYOND ORDINARY LIVING

- ⌚ To Ahly Club 3 Minutes
- ⌚ To HyperOne 5 Minutes
- ⌚ To Arkan Plaza 10 Minutes
- ⌚ Nile University 15 Minutes
- ⌚ Mall of Arabia 20 Minutes

Al Amaken



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“THE FOUNDATION”

BUILT TO LAST

Engineered foundations ensuring long-term stability.

Reliable and efficient infrastructure systems.

Carefully selected materials for longevity.

Sound Proof systems in key areas for enhanced privacy.

Thermal insulation reducing energy consumption.

Premium exterior finishes providing a clean, timeless look.



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A NEW WAY OF LIVING

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“THE FOUNDATION”

LIVING SPACES

A selection of apartments carefully designed to suit everyday life, with layouts that make the most of space, light and functionality.

SPECIFICATIONS

Each home features high-quality materials, durable finishes, and thoughtful detail ensuring comfort, style and lasting quality.



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“THE FOUNDATION”

QUALITY UNCOMPROMISED

At Genista, quality is not an upgrade it is the foundation. Residents experience unwavering excellence and the highest standards defined by an uncompromised commitment Quality.

PLANNED EXECUTION

Through careful planning, every stage of the project is thoughtfully organized, ensuring not only its smooth execution but also its timely delivery.



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GENISTA STANDARD



Security and Privacy



Comfort and Ease



Design and Innovation



Payments Simplified



Future Investment



Beyond Handover

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“THE GENISTA STANDARD”

SECURITY AND PRIVACY

A safe, trusted neighborhood for your peace of mind, powered by smart and controlled access.

COMFORT AND EASE

At Genista, Comfort should never feel temporary defined by daily life simplicity & enhanced by resident lifestyle services that create calm and effortless living.



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“THE GENISTA STANDARD”

DESIGN EXCELLENCE

Intuitive architecture, landscapes and parking spaces shaped by purpose and designed for refined living.

INNOVATION

Modern units, smart layouts and sustainable solutions that keeps residents' needs ahead of time.



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“THE GENISTA STANDARD”

PAYMENTS SIMPLIFIED

Transparent and flexible payment plans ensure your journey is smooth, simple and uncomplicated.

FUTURE INVESTMENT

Genista isn't just a home it's a long-term investment in comfort, lifestyle & financial growth in resale value.



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“THE GENISTA STANDARD”

BEYOND HANDOVER

Strict quality inspection before handover.

Dedicated move-in coordinator.

24/7 Support & Maintenance.

Transparent delivery process.

Resident insights and feedback.

Scheduled visits to improve experience.



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SIGNATURE HUB



Residential Services



Community & Belonging



G. Wellness



G. Fun & Fit



G. Shop



G. Dine

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“SIGNATURE HUB”

RESIDENT LIFESTYLE
SERVICES

At Genista, our relationship with residents doesn't end at the moment of purchase, that's where it's thoughtfully starts.

Residents service desk features maintenance programs, cleaning and laundry, parcel management and much yet to explore



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“SIGNATURE HUB”

COMMUNITY AND BELONGING

Spaces intentionally created to foster connection
and neighborly warmth.

RECREATION AND LIFESTYLE

Outdoor leisure amenities that promote active living,
vitality & daily social interaction.



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“SIGNATURE HUB”

G. WELLNESS

Amenities that nurture your physical, emotional and mental wellbeing.

G. FUN & FIT

Amenities and training performances made personal, supporting healthier and balanced lifestyle.



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“SIGNATURE HUB”

G. SHOP

Well positioned retails designed to serve people
and built for lasting success.

G. DINE

Community-Driven dining experiences featuring
renowned, recognized names for everyday
enjoyment.



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Structural Integrity



Genista Standards



Outdoors & Recreation



Community Essentials



Seamless Living

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A NEW WAY OF LIVING

Meet The Team
genista

A NEW WAY OF LIVING

Mohamed Bekheet

Mostafa

Mohamed Khoday

Ahmed Hanafy

Hossam

THANKS FOR YOUR TIME

Mohamed Bekheet

Mostafa

Mohamed Khoday

Ahmed Hanafy

ase



**AL AMAKEN
DEVELOPMENTS**

THINK UNIQUE
THINK LOCATIONS

