



Rise Above the Ordinary



# Index

1.	About Al Madinah Al-Munawwarah	4 - 5
2.	About Knowledge Economic City (KEC)	8 - 17
3.	Al Alyaa Complex	20 - 39
4.	Residential Building Facilities Floor Plan	42 - 45
5.	Residential unit models	48 - 83

# 1. AL MADINAH AL-MUNAWWARAH



## About Al Madinah al-Munawwarah Where Spirituality Meets the City

Al Madinah's allure lies in its serenity and tranquility, enveloping hearts with a sense of peace and comfort. Living in Al Madinah offers a unique and distinctive experience, seamlessly blending spirituality, history, and tranquility within a modern, developed environment steeped in authentic heritage. Strategically positioned between key cities within the Kingdom – north of Makkah and Jeddah, south of Al-Ula, and west of King Abdullah Economic City – Al Madinah emerges as a vibrant hub for trade, tourism, and culture.

Al Madinah embraces a wealth of prominent Islamic landmarks, foremost among them the Prophet's Mosque and the Noble Rawdah, described by the Prophet (peace and blessings be upon him) as a garden of Paradise. The city is further surrounded by significant historical sites, including Mount Uhud, witness to the renowned Battle of Uhud, and the Quba Mosque, renowned as the first mosque built in Islam. These landmarks evoke pivotal moments in history, fostering a profound sense of religious connection.

As part of its strategy, Vision 2030 recognizes Al Madinah's significance as a cultural, religious, and spiritual destination. Support and development initiatives are focused on attracting approximately 30 million visitors each year.



2.

Knowledge  
Economic City



## The Crossroads of Strategy and Vision

KEC, established as a joint-stock company in Al Madinah, drives a vision of a technology- and knowledge-based environment. This vision is realized through a comprehensive range of projects specifically designed to enhance investment, generate job opportunities, and foster an exceptional lifestyle. KEC's commitment extends to providing inclusive services that cater to the needs of both visitors and residents of Al Madinah, contributing to the city's development and alignment with the Kingdom's Vision.

Since its establishment, Knowledge Economic City (KEC) has actively embraced the Kingdom's Vision. Through its projects, KEC strives to elevate the quality of life and serve pilgrims visiting Al Madinah. KEC's leading role within the city positions it as a destination designed to enhance the lives of both residents and visitors, creating a unique and enriching living experience.



When the Knowledge Economic City is completed

## Vision

As one of the economic cities, Knowledge Economic City aspires to become Al Madinah's gateway to the future.

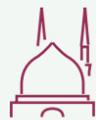
## Mission

Attracting investment, enriching lives and rewarding shareholders. This is our mission in Al Madinah. We will provide a distinguished lifestyle, comprehensive services, and a stimulating investment environment.

## Values

- Quality and Professionalism
- Highest Governance and Transparency Standards
- Customer and Investor Support
- Collaboration
- Local Capacity Building





### **In the Heart of Al Madinah**

A place rich in history and religious significance, attracting millions of Muslims.



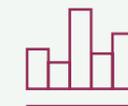
### **Population Growth**

Rapid increase, expected to double within 20 years.



### **Smart Infrastructure Development**

Focused on improving quality of life, sustainability, and efficiency for residents.



### **Economic Impact**

Major projects drive sustained demand for products and services.



### **Al Madinah's Gateway to Opportunity**

A strategic location offering investment opportunities.



### **Convenient Access and Transportation**

Strategic location, providing easy access and mobility to major roads and transportation hubs.

## KEC's Strategic Location and Master Plan

Knowledge Economic City (KEC) stands out due to its location in the heart of Al Madinah. Situated a mere five kilometers from the Prophet's Mosque and eight kilometers from Prince Mohammad Bin Abdulaziz International Airport, it is seamlessly connected by the Haramain High Speed Railway.

KEC offers modern residential compounds such as Dar Al Jewar and Alalya'a, both of which provide exceptional views of Mount Uhud. A diverse array of commercial and entertainment centers, including Madinah Hub and Madinah Gate, cater to various needs. Furthermore, KEC houses the main building of the Madinah Chamber of Commerce, Al-Mouwasat Hospital, and Dar Al Madinah Museum, enriching the city's offerings.



## Dar Al Jewar, Where Vision Takes Form

Dar Al Jewar stands as a testament to transforming successful ideas into reality. This unique residential compound in Al Madinah is a beacon of sophistication and distinction. Its excellence extends beyond luxurious design, encompassing a lifestyle that fosters joy and tranquility for residents. As the first compound dedicated to providing a fulfilling lifestyle for homeowners,

Dar Al Jewar offers diverse activities within an exceptional social environment.

Dar Al Jewar prioritizes maximizing value for homeowners seeking investment opportunities. This is achieved through meticulous development, maintenance, and promotion, enhancing green spaces and sustainability. By diligently maintaining its infrastructure and cleanliness, Dar Al Jewar ensures an optimal living experience in Al Madinah.

Homeowner aspirations are our priority. We provide additional services, including comprehensive property care, to increase property value. Dar Al Jewar's distinction is further enhanced by its strategic location within the Haram Boundary, seamlessly integrated into Knowledge Economic City's western master plan. Its connection to major roadways grants easy access to all of Al Madinah's landmarks.

More than just a residential project, Dar Al Jewar embodies a dream of tranquility and luxury near the Prophet's Mosque. Its success inspires us to develop further projects, shaping a bright future for Knowledge Economic City.

Return on Investment  
Up To

20%



3.

AL ALYAA  
COMPLEX



## Where Home Finds Serenity

Al Alyaa.. Rise Above the Ordinary.

A master-planned community where residences, services, and amenities converge. Find your ideal living space with diverse options and distinctive designs, all within a modern lifestyle experience.

Al Alyaa, a fully gated community, sets the benchmark for future urban development, embracing green spaces, water features, and pedestrian-centric design.

Al Alyaa's elegant and modern design embodies a residential oasis, reflecting unique beauty and architectural brilliance. Simply put, Al Alyaa is where luxury meets contemporary living, granting you an exceptional quality of life.



**266,483 m<sup>2</sup>**  
Project area



**70,000 m<sup>2</sup>**  
Gardens & walkways

Residential units A (offered for sale)

Residential units D

KEC Hotel Apartments

Hyatt House Al Madinah KEC

Hyatt Centric Al Madinah KEC

Mansion Villas

Administrative & Commercial Building

Mosque

Nursery

This master plan is subject to the approval of the relevant authorities.



# Why Al Alyaa?

## Our Strategic Location

Boasting breathtaking views of Mount Uhud, the integrated Al Alyaa compound is ideally situated within the Knowledge Economic City along Safwan Bin Malik Road. This prime location provides seamless access to all vital destinations and key landmarks in Al Madinah, including the Prophet's Mosque, Prince Mohammad Bin Abdulaziz International Airport, Al-Mouwasat Hospital, the Chamber of Commerce, Madinah Hub, Madinah Gate, and the Haramain High Speed Railway Station.

## Experience Seamless Living in an Integrated Community

Al Alyaa is designed as a fully integrated community, offering residents of Al Madinah a seamless blend of living, working, leisure, and hospitality within a single location. The compound also prioritizes accessibility for people with disabilities.

## Mount Uhud: A View That Captivates The Soul

Adding to the allure of the integrated Al Alyaa compound is its breathtaking view of Mount Uhud. This iconic landmark holds a revered place in Islamic history, intrinsically linked to the Prophet's life and pivotal events that shaped the faith. A place of pilgrimage for Muslims worldwide, Mount of Uhud stands as a testament to faith and resilience, its majestic presence forever etched in the hearts of believers.

## Strategic Location near Madinah Hub

The Alalya'a compound enjoys a strategic location just 200 meters from Madinah Hub, a vibrant integrated urban project in Al Madinah. Renowned for its intelligent design that blends modern architectural styles, Madinah Hub encompasses a diverse range of commercial, entertainment, tourism, and residential facilities. This caters to the needs of both residents and visitors, providing them with a fully integrated and interactive environment.



## Urban Living in Harmony with Nature

Al Alyaa's expansive green spaces and pedestrian-friendly design promote a healthy and balanced lifestyle, offering residents a welcome respite from the bustle of city life.

## Modern Living Space to Suit Your Needs

Al Alyaa offers a range of contemporary residential units in various sizes, designed to meet the needs of those seeking an exceptional quality of life.

## Distinctive Design

Al Alyaa is more than just a uniquely designed compound; it's a fully integrated community that caters to the aspirations and needs of its residents. From lush green spaces and serene gardens to a dedicated childcare center, every aspect is thoughtfully curated. Residents also enjoy a range of essential amenities and services, including separate fitness centers for men and women in each building, as well as a variety of retail options. Designed with a people-centric approach and supported by a meticulously implemented smart infrastructure, Al Alyaa offers a superior quality of life, ensuring a harmonious blend of progress, tranquility, and well-being.







## Al Alyaa features



A Secure and Integrated Community with Smart Vehicle Access



Smart Infrastructure



Multi-Functional Playgrounds



Playgrounds, Seating Areas, and Walking Paths



Residential Units



Residential Villas



Serviced Apartment Buildings



Hotel



Pedways



Mosque



A Grand Indoor Garden



Children's Nursery



Hotel Apartments



Commercial and Administrative Areas

The implementation of facilities and services is subject to the project construction phases



The image is for illustrative purposes only, and the residential unit will be delivered according to the specifications agreed upon in the contract.

# Residential Building Features and Common Facilities

 Parking Spaces

 Gym

 Multi-Use Indoor Garden

 Basement Level for Parking and Driver's Rooms

 Guests Majlis

 Outdoor Parking for Guests and Visitors

 Swimming Pools

 Elevators



The preparation and operation of facilities is subject to the Public Facilities Department in Knowledge Economic City.



# Residential Unit Features



VRF Air Conditioner  
Energy Saving System



Kitchens



Fire alarm and  
suppression system

These images are for illustrative purposes only, and the residential unit will be delivered according to the specifications agreed upon in the contract.



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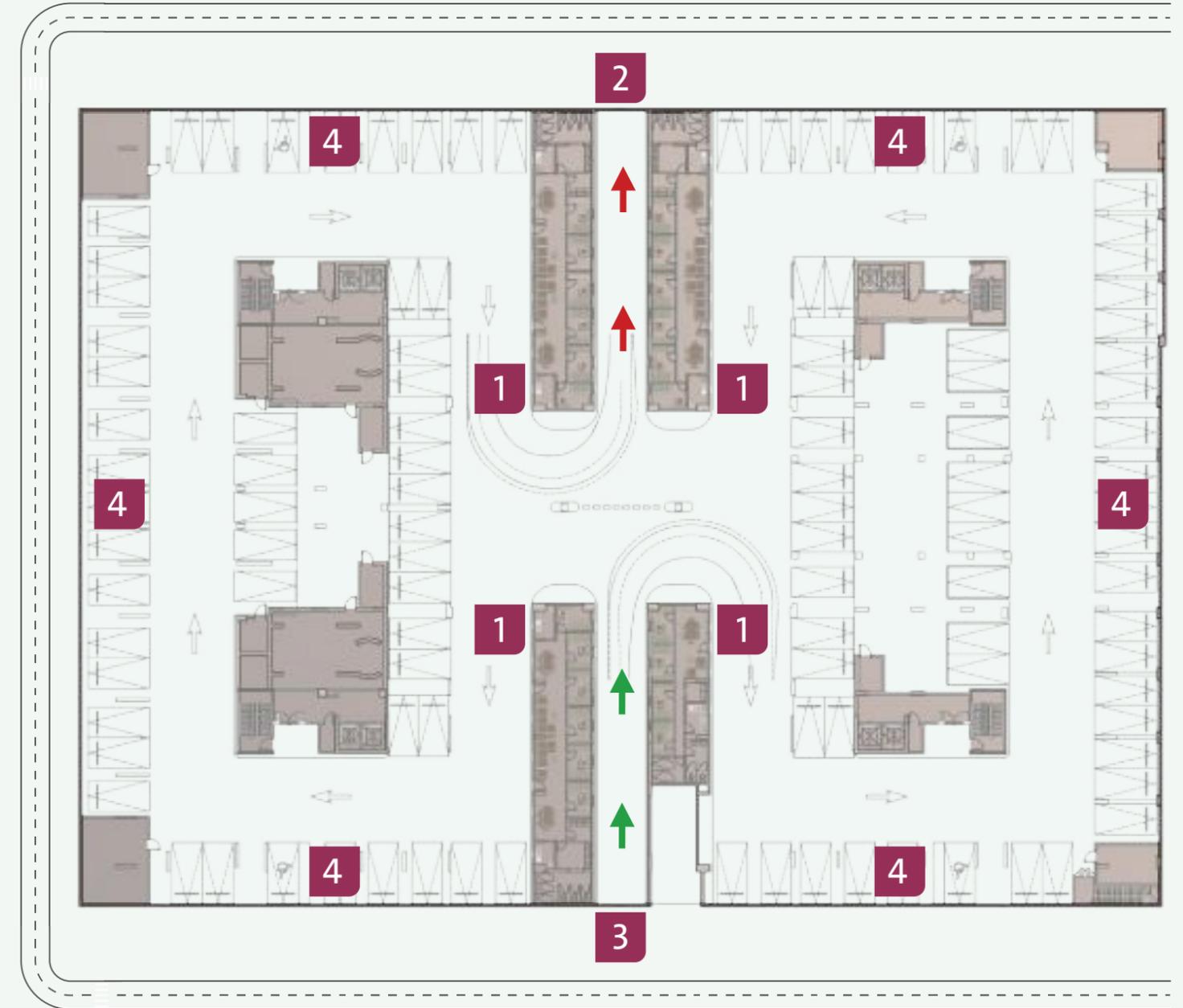
4.

**RESIDENTIAL  
BUILDING FACILITIES  
FLOOR PLAN**



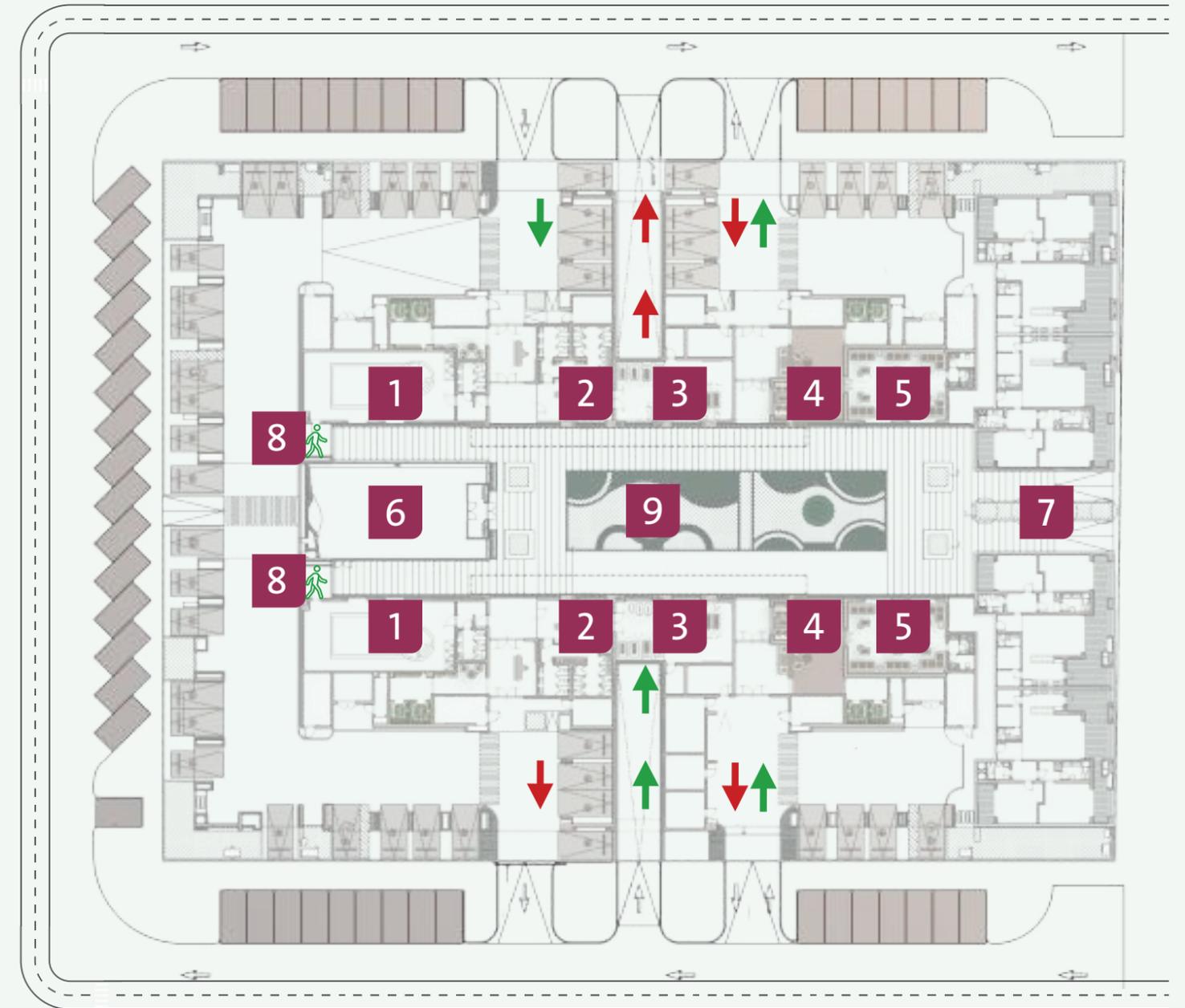
# Basement Facilities Floor Plan

- 1 Driver's Rooms
- 2 Basement Parking Exit
- 3 Basement Parking Entrance
- 4 Parking Lot



# Ground Facilities Floor Plan

- 1 Swimming Pool
- 2 Club Reception
- 3 Health Club
- 4 Main Reception
- 5 Hospitality Lounge
- 6 Prayer Room
- 7 Main Entrance
- 8 Visitor Entrances
- 9 Courtyard Garden



# 5. RESIDENTIAL UNIT MODELS



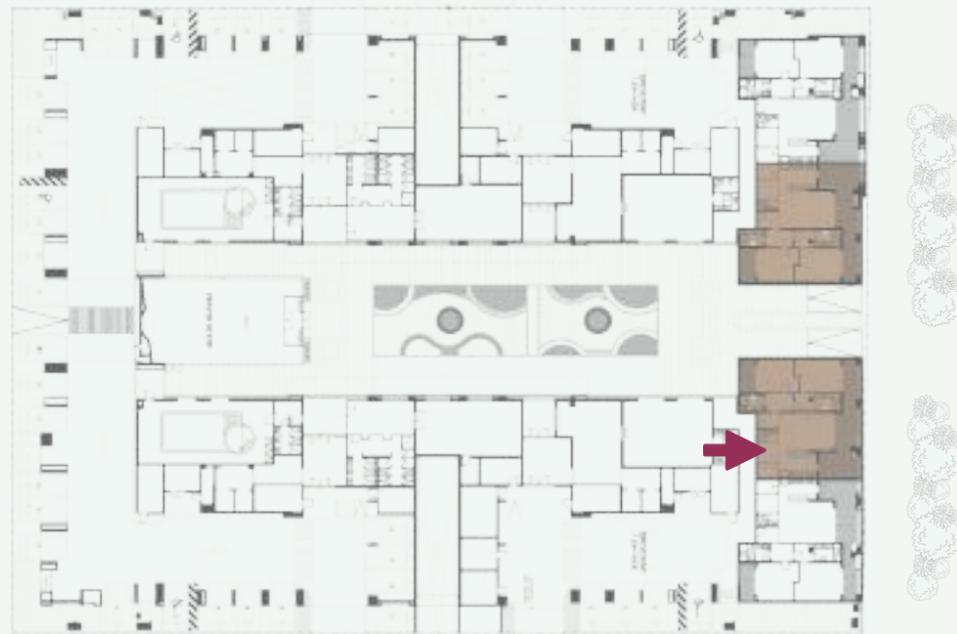
Residential Unit Models  
**2 Bedrooms**



These images are for illustrative purposes only, and the residential unit will be delivered according to the specifications agreed upon in the contract.

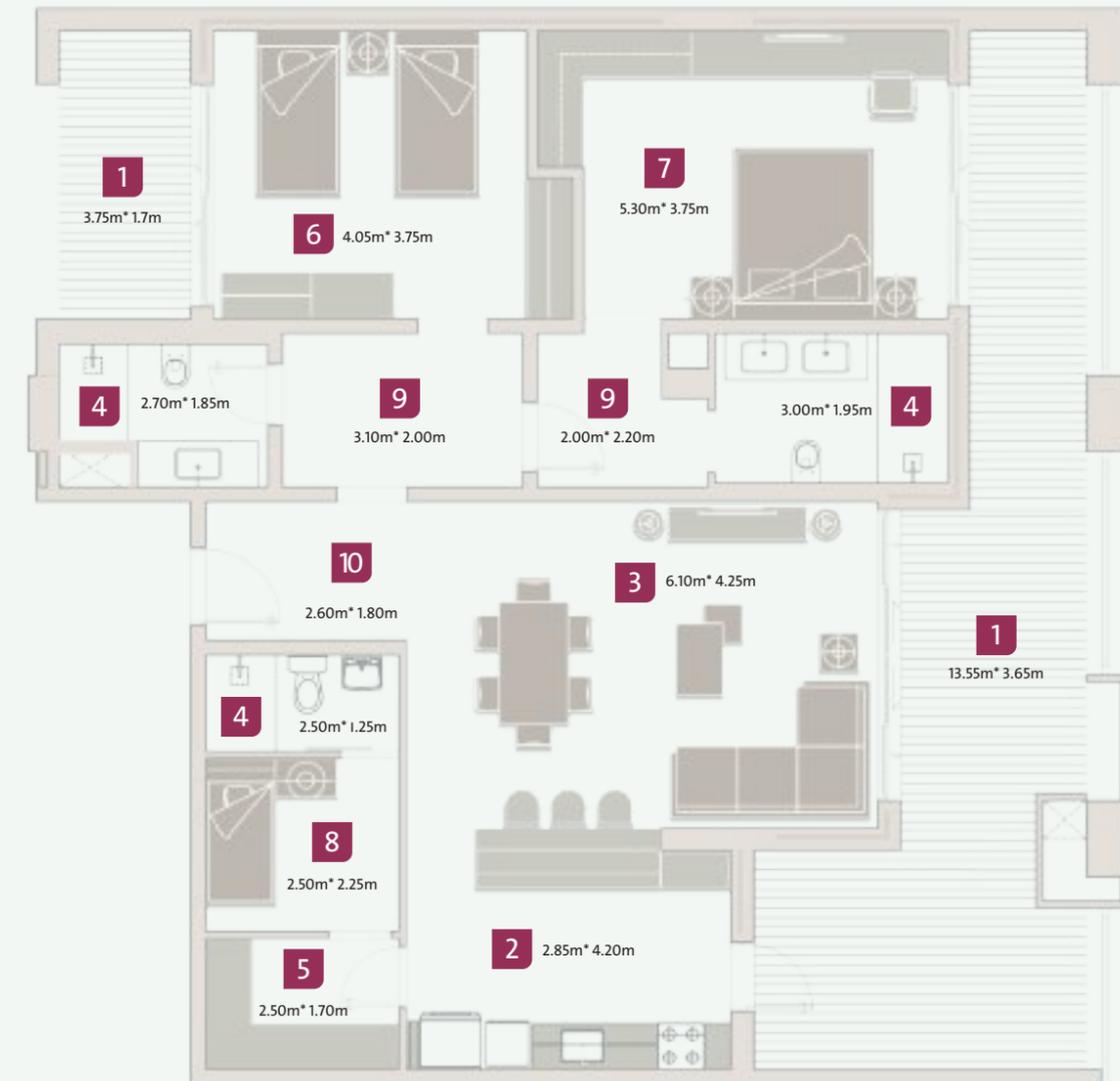
# Model 2.1 2 Bedrooms

Model location on the floor



**173,22** sqm  
Total Area

This model is available on the ground floor

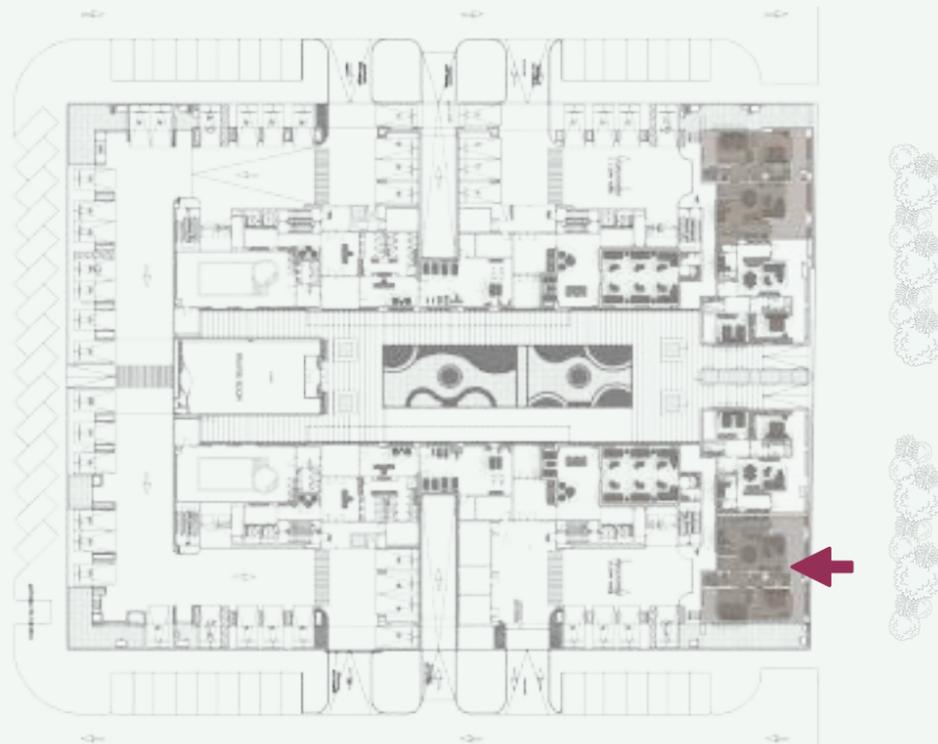


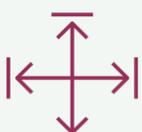
- |              |              |                   |                   |
|--------------|--------------|-------------------|-------------------|
| 1. Terrace   | 4. Bathrooms | 7. Master Bedroom | 10. Entrance Hall |
| 2. Kitchen   | 5. Storage   | 8. Maid Room      |                   |
| 3. Reception | 6. Bedrooms  | 9. Hallway        |                   |

# Model 2.2

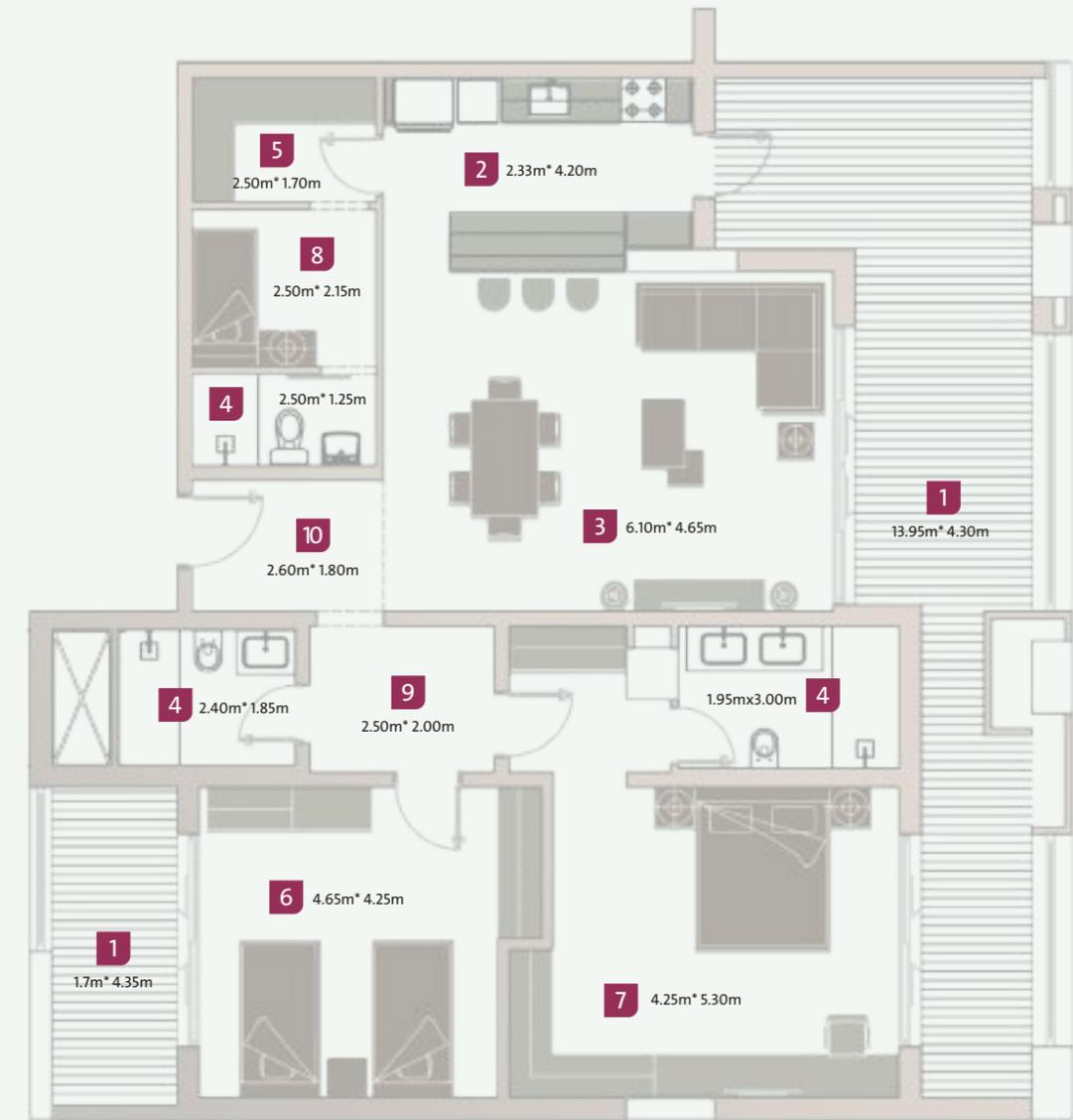
## 2 Bedrooms

Model location on the floor




**177,99** sqm  
 Total Area

This model is available on the ground floor

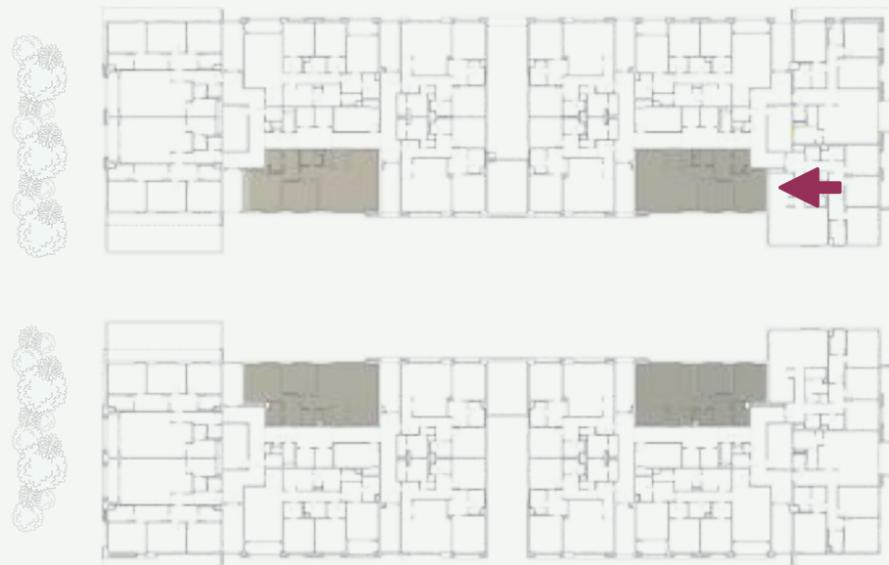


- |              |              |                   |                   |
|--------------|--------------|-------------------|-------------------|
| 1. Terrace   | 4. Bathrooms | 7. Master Bedroom | 10. Entrance Hall |
| 2. Kitchen   | 5. Storage   | 8. Maid Room      |                   |
| 3. Reception | 6. Bedrooms  | 9. Hallway        |                   |

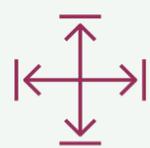
# Model 2.3

## 2 Bedrooms

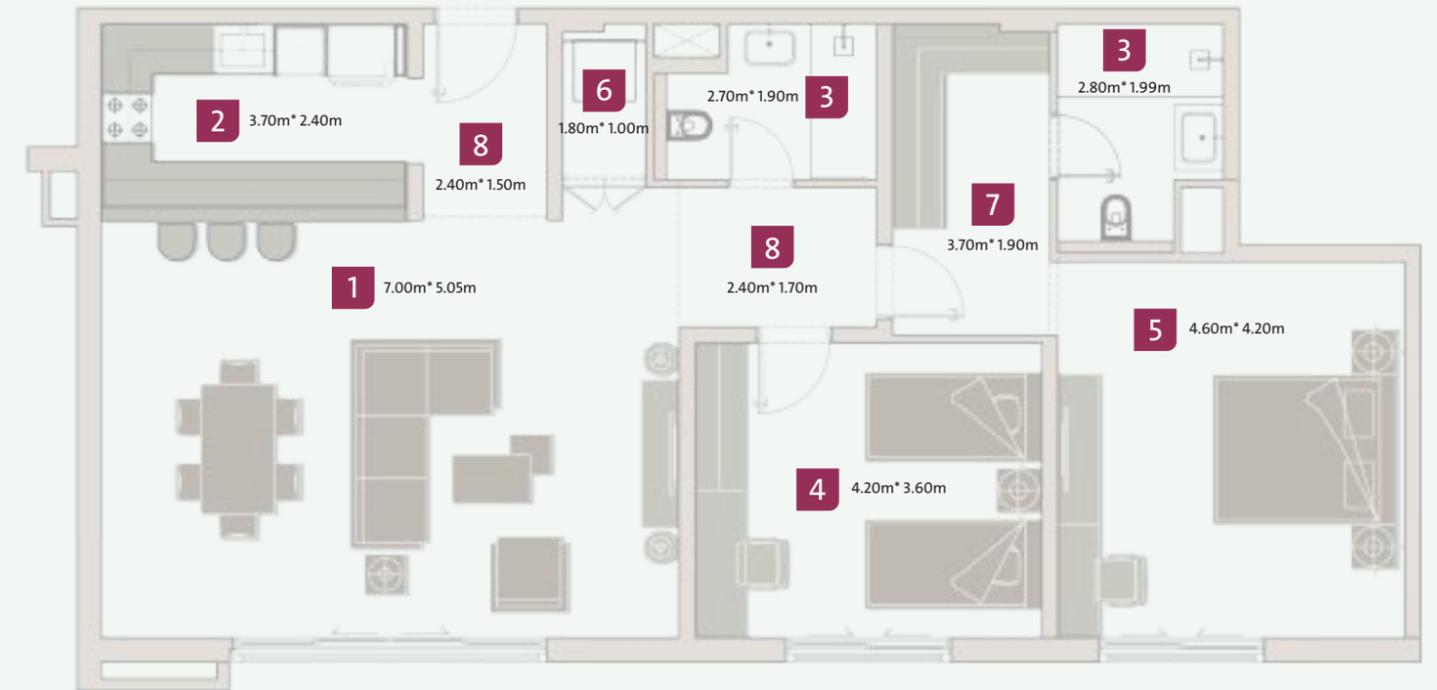
Model location on the floor



**119,80** sqm  
Total Area



This model is available on floors: 1-2-3-4-5

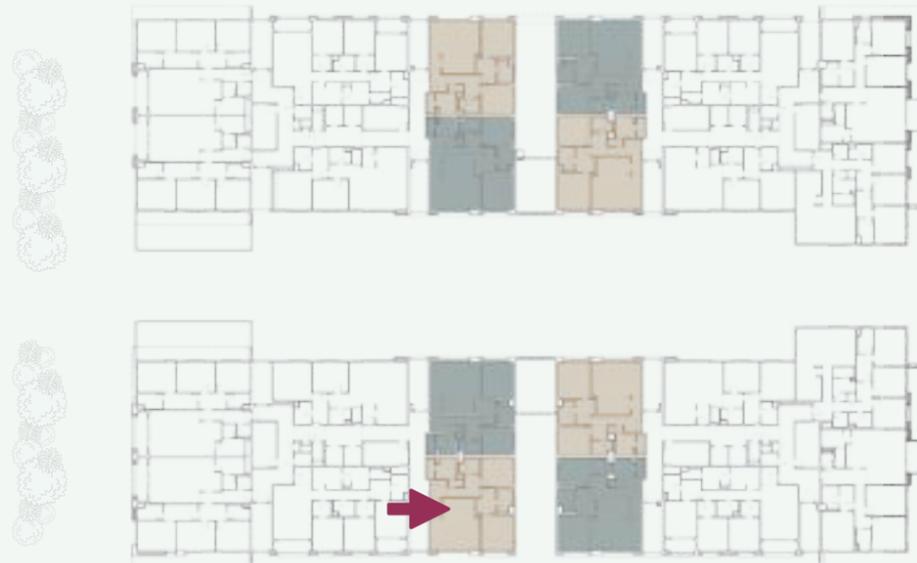


- |              |                   |                  |
|--------------|-------------------|------------------|
| 1. Reception | 4. Bedrooms       | 7. Dressing Room |
| 2. Kitchen   | 5. Master Bedroom | 8. Entrance Hall |
| 3. Bathrooms | 6. Laundry Room   |                  |

# Model 2.4

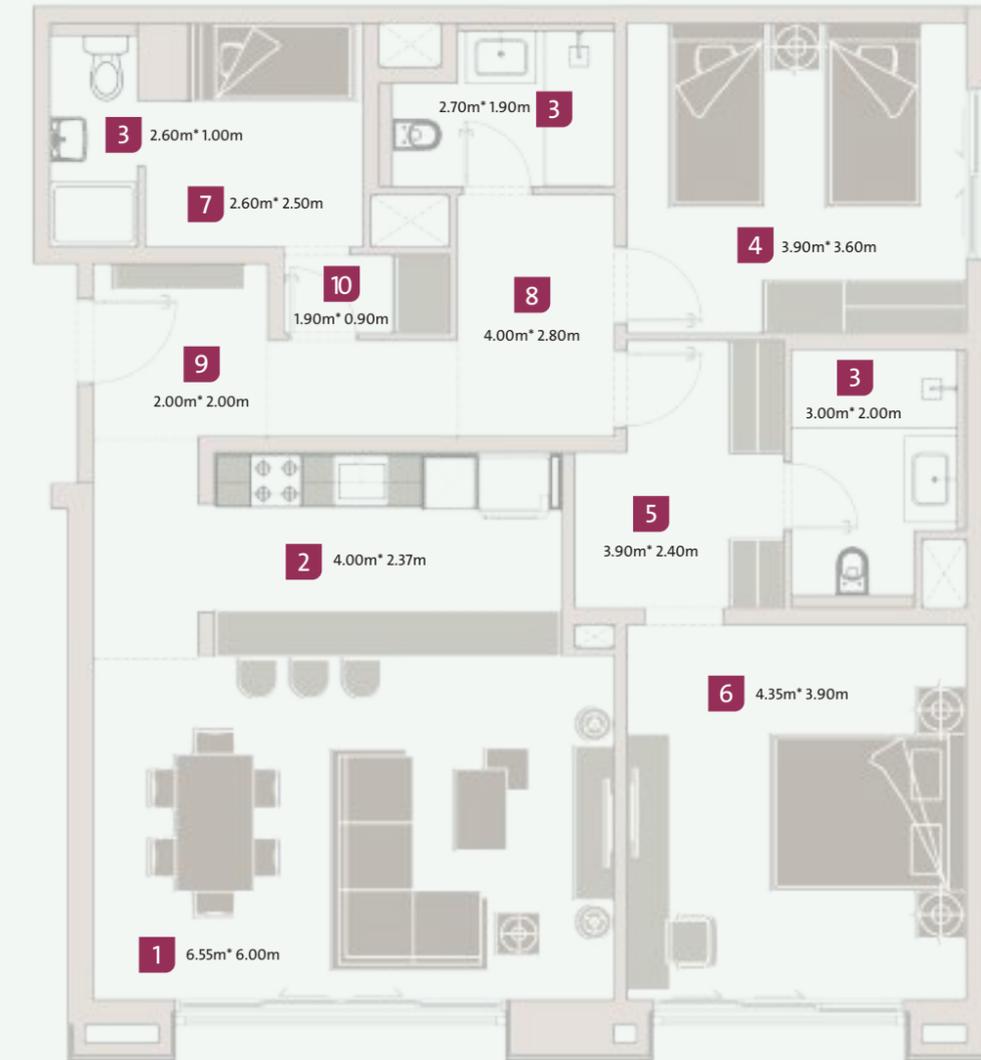
## 2 Bedrooms

Model location on the floor



**120,75** sqm  
Total Area

This model is available on floors: 1-2-3-4-5



- |              |                   |                  |             |
|--------------|-------------------|------------------|-------------|
| 1. Reception | 4. Bedrooms       | 7. Maid Room     | 10. Storage |
| 2. Kitchen   | 5. Dressing Room  | 8. Hallway       |             |
| 3. Bathrooms | 6. Master Bedroom | 9. Entrance Hall |             |

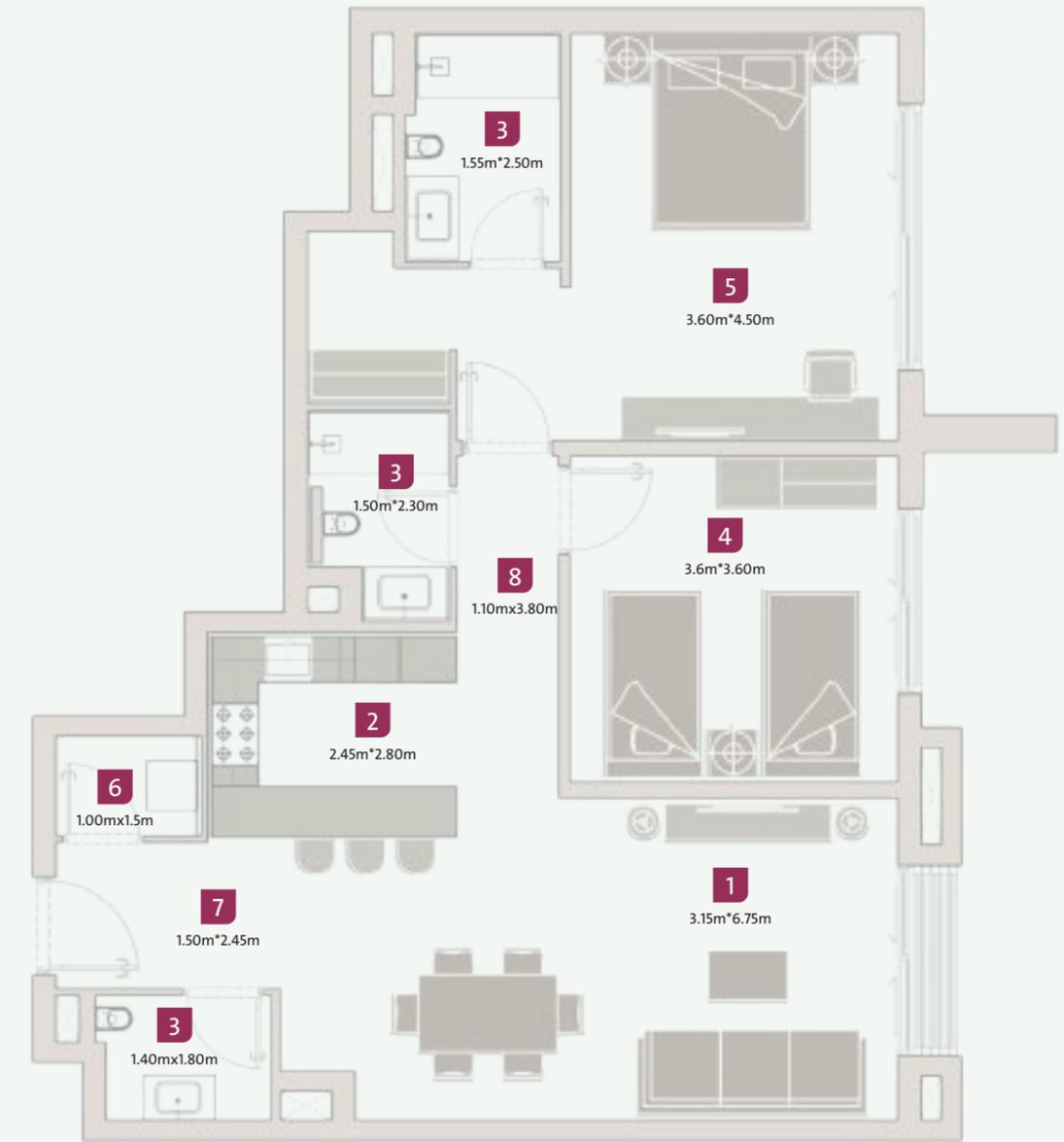
# Model 2.5 2 Bedrooms

Model location on the floor



**93.50** sqm  
Total Area

This model is available on floors: 4-5



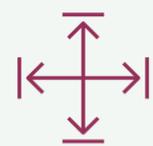
- 1. Reception
- 2. Kitchen
- 3. Bathrooms
- 4. Bedrooms
- 5. Master Bedroom
- 6. Laundry Room
- 7. Entrance Hall
- 8. Corridor

# Model 2.6

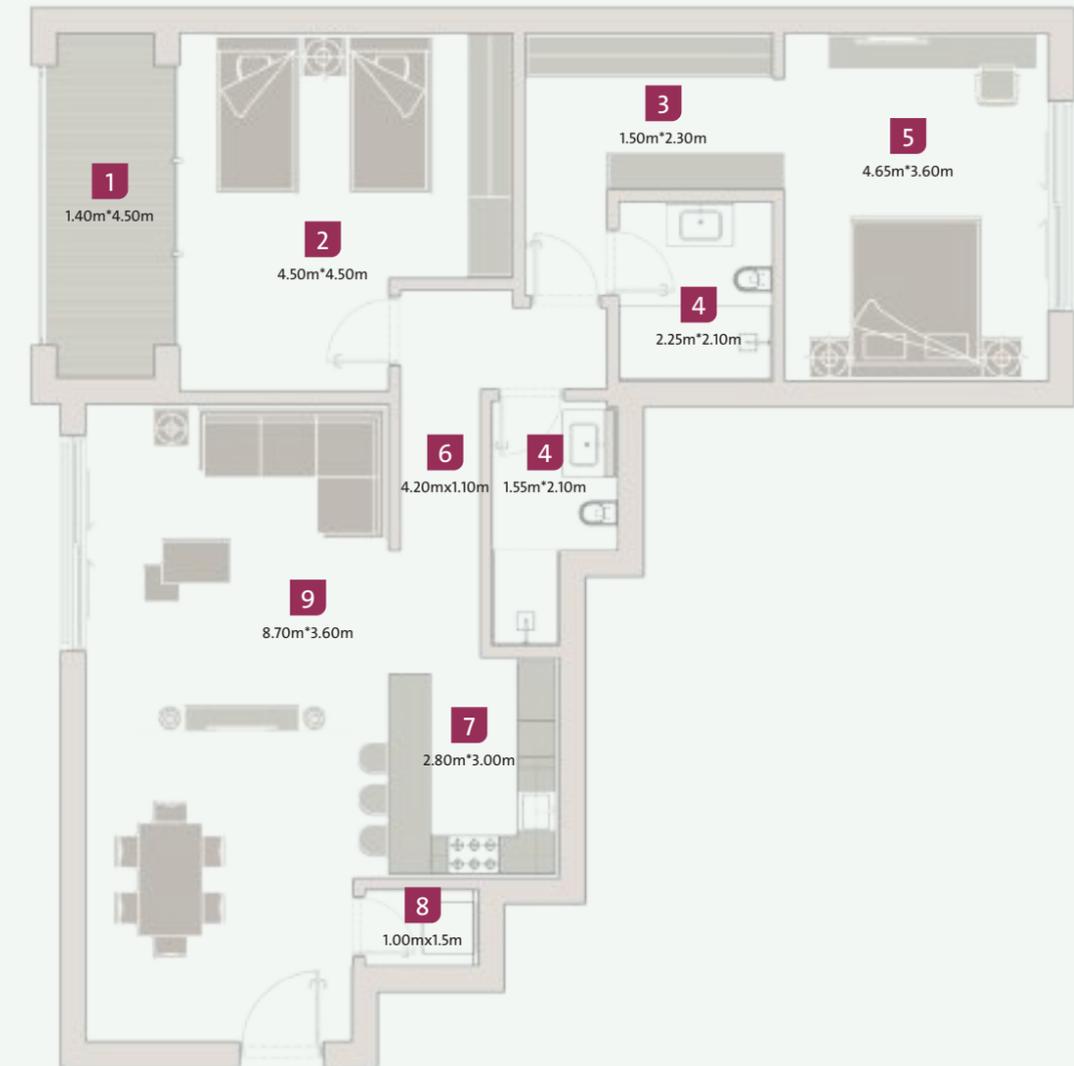
## 2 Bedrooms

Model location on the floor



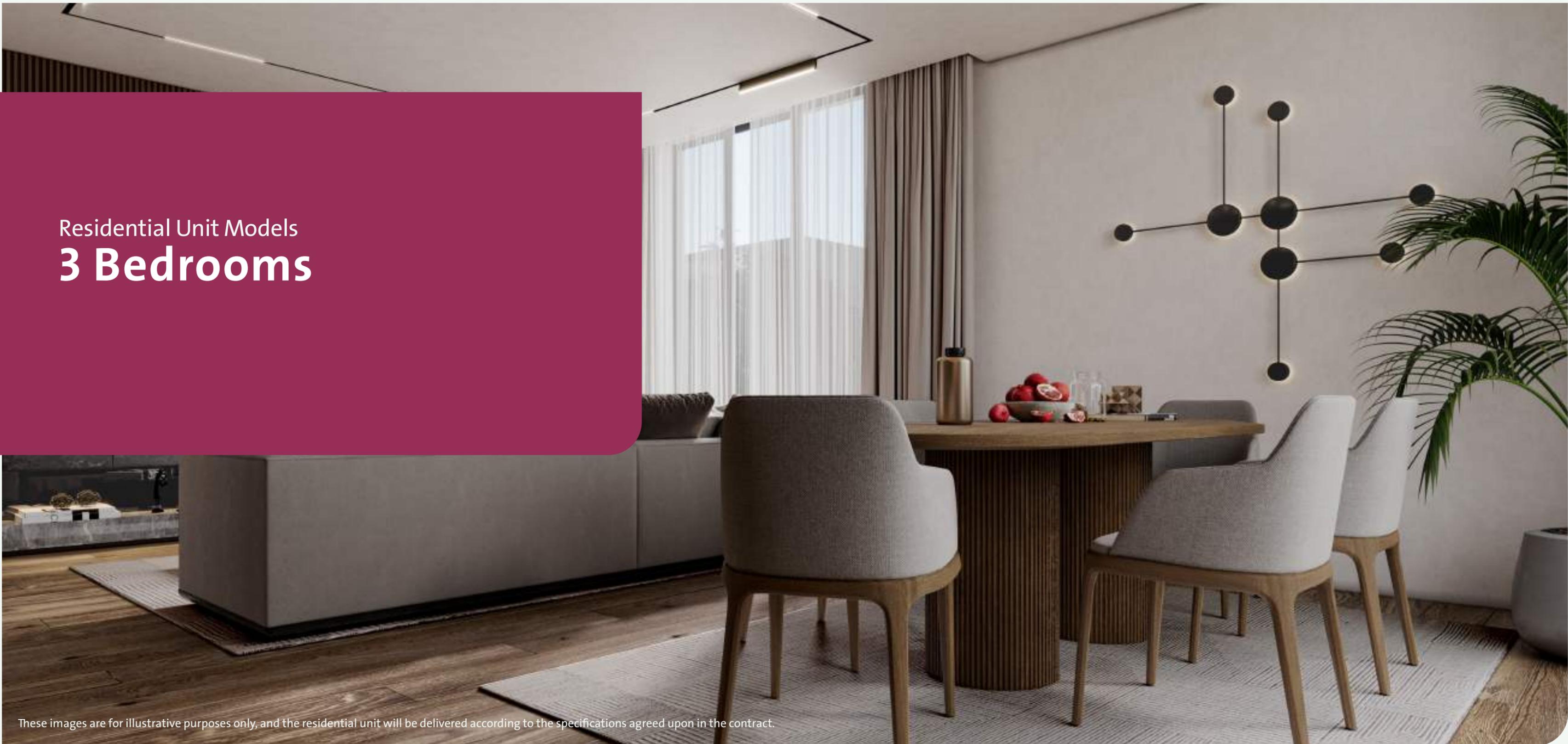

**127.25** sqm  
 Total Area

This model is available on floors: 4-5



- |                  |                   |                 |
|------------------|-------------------|-----------------|
| 1. Terrace       | 4. Bathrooms      | 7. Kitchen      |
| 2. Bedroom       | 5. Master Bedroom | 8. Laundry Room |
| 3. Dressing Room | 6. Corridor       | 9. Reception    |

Residential Unit Models  
**3 Bedrooms**

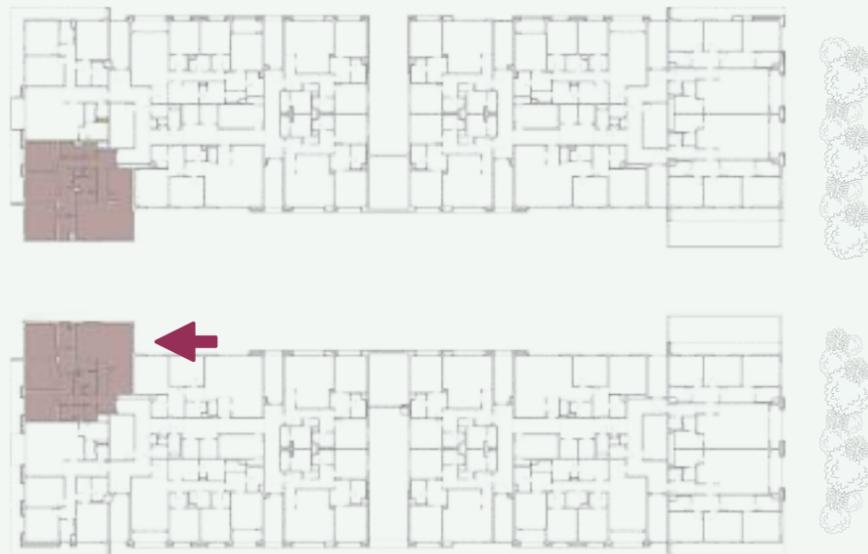


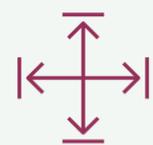
These images are for illustrative purposes only, and the residential unit will be delivered according to the specifications agreed upon in the contract.

# Model 3.1

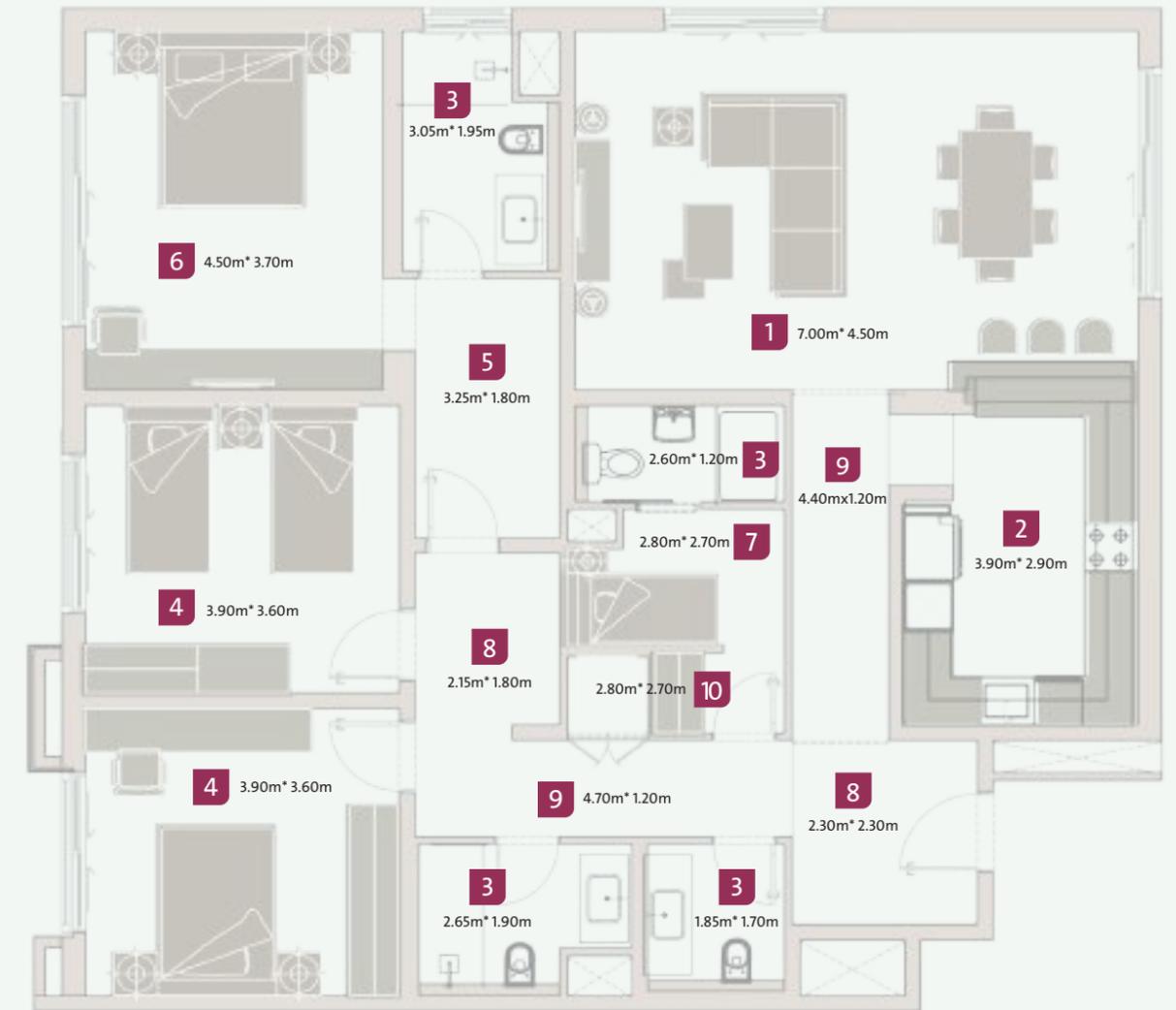
## 3 Bedrooms

Model location on the floor




**155,94** sqm  
 Total Area

This model is available on floors: 1-2-3

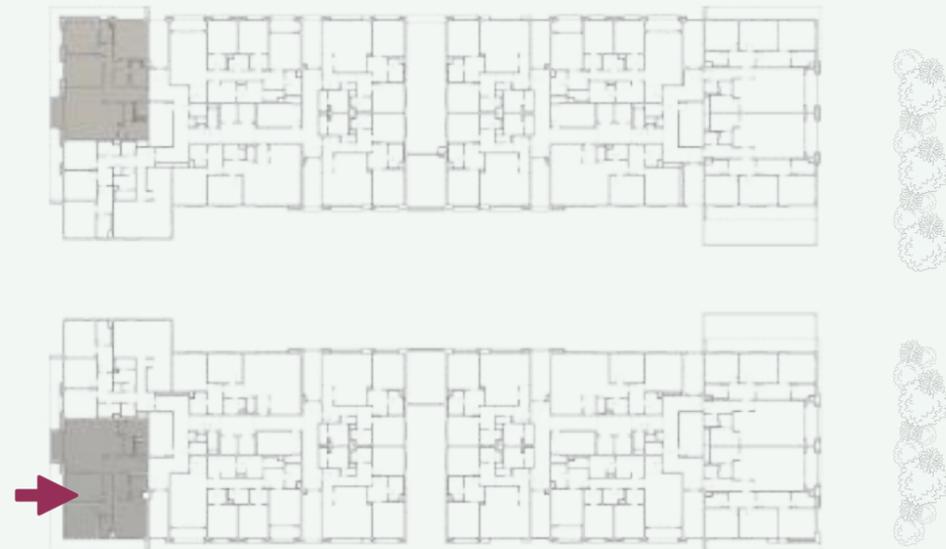


- |              |                   |                  |             |
|--------------|-------------------|------------------|-------------|
| 1. Reception | 4. Bedrooms       | 7. Maid Room     | 10. Storage |
| 2. Kitchen   | 5. Dressing Room  | 8. Entrance Hall |             |
| 3. Bathrooms | 6. Master Bedroom | 9. Corridor      |             |

# Model 3.2

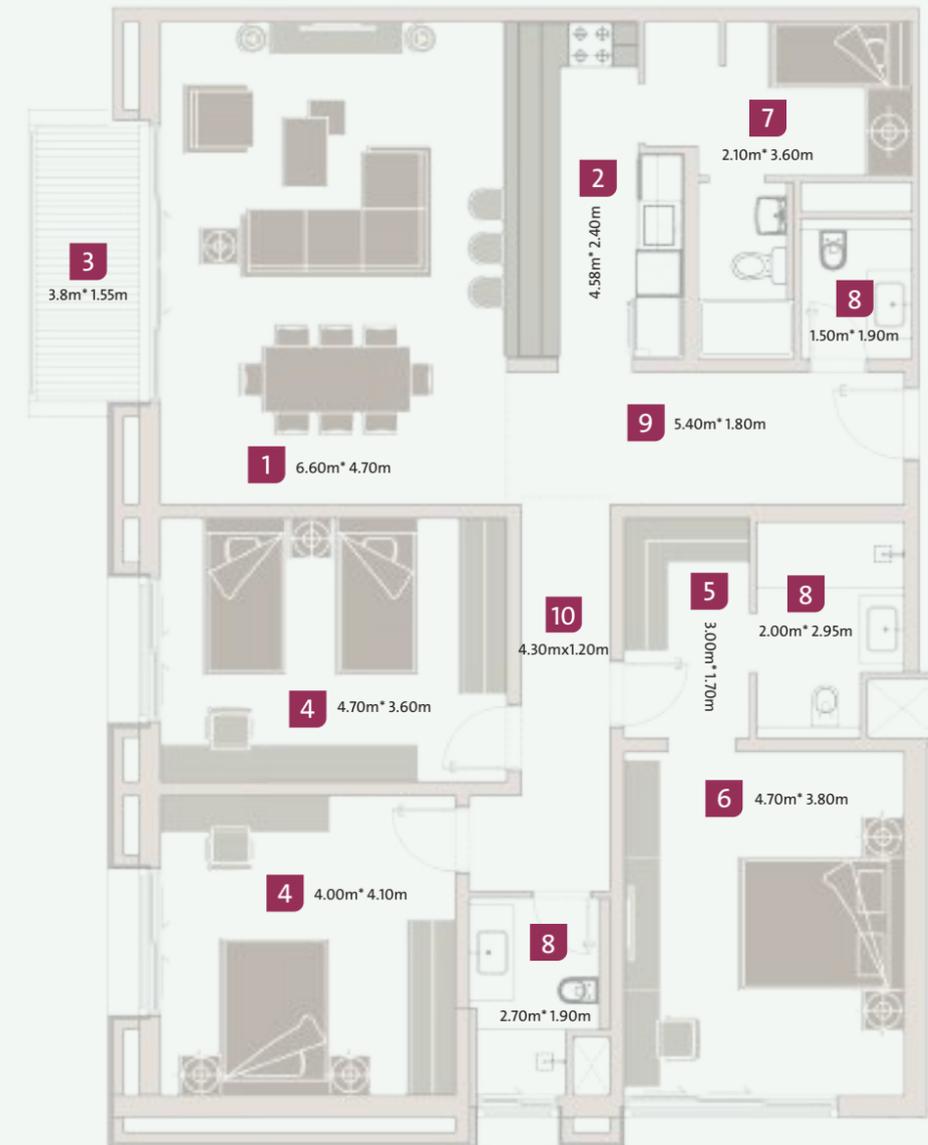
## 3 Bedrooms

Model location on the floor



**162,14** sqm  
Total Area

This model is available on floors: 1-2-3-4-5

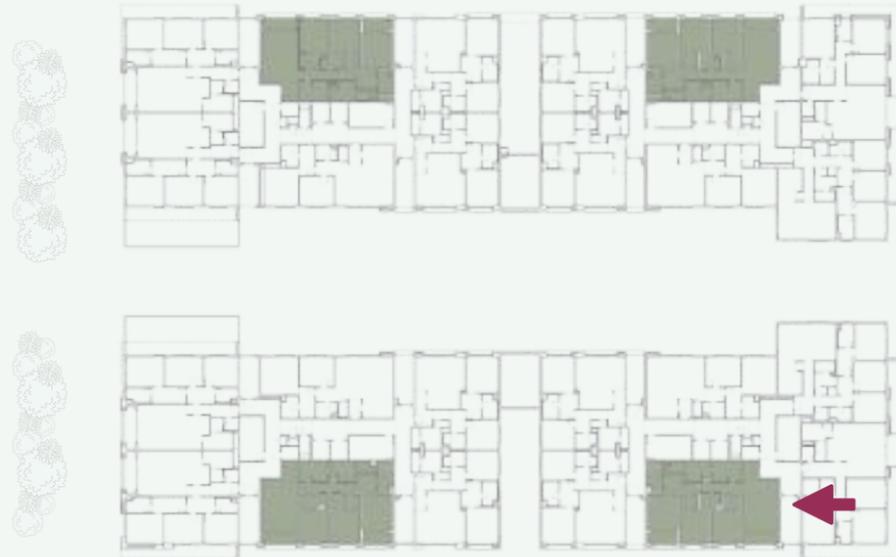


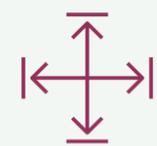
- |              |                   |                  |
|--------------|-------------------|------------------|
| 1. Reception | 5. Dressing Room  | 9. Entrance Hall |
| 2. Kitchen   | 6. Master Bedroom | 10. Corridor     |
| 3. Terrace   | 7. Maid Room      |                  |
| 4. Bedrooms  | 8. Bathrooms      |                  |

# Model 3.3

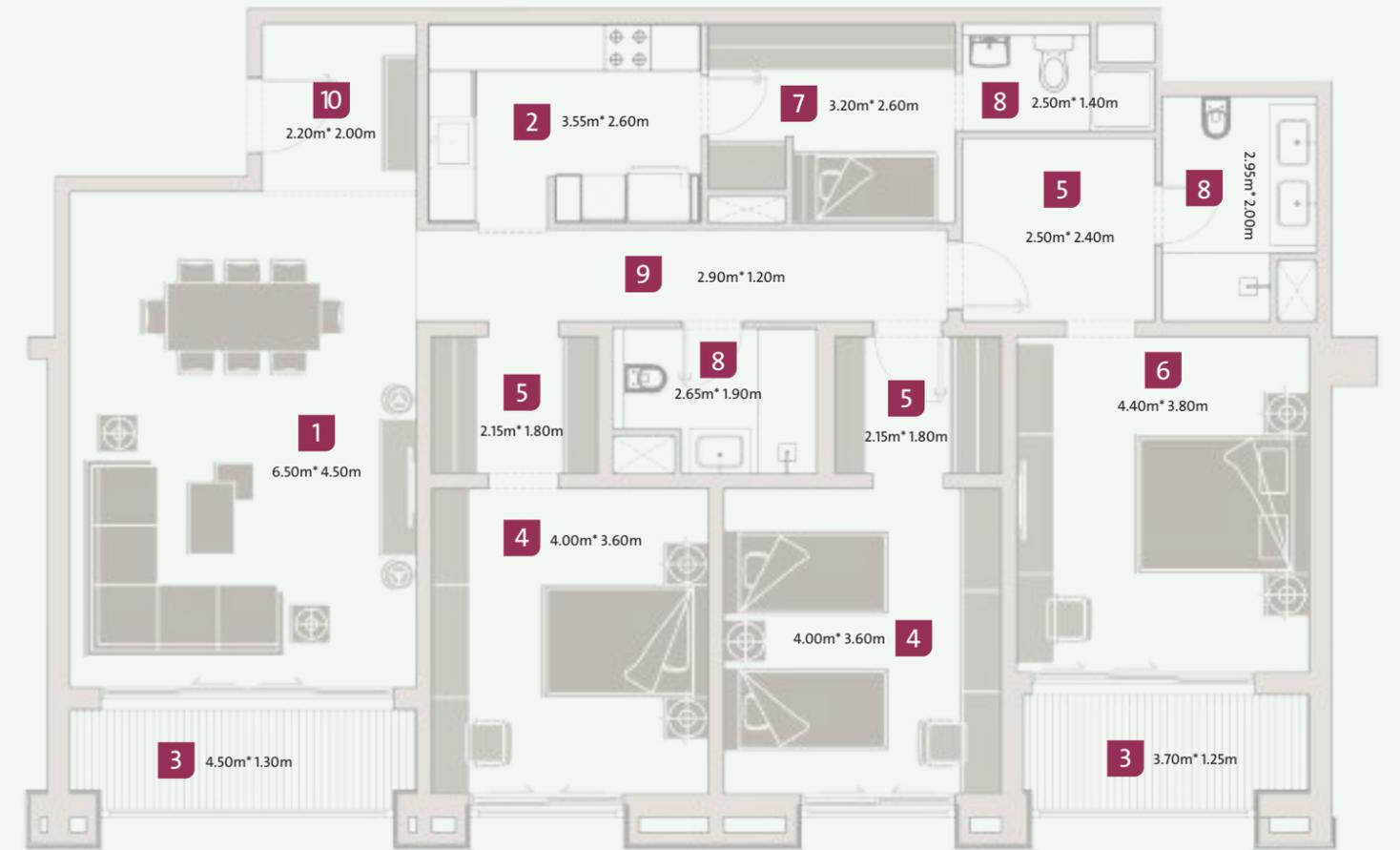
## 3 Bedrooms

Model location on the floor




**164,72** sqm  
 Total Area

This model is available on floors: 1-2-3-4-5



- |              |                   |              |                   |
|--------------|-------------------|--------------|-------------------|
| 1. Reception | 4. Bedrooms       | 7. Maid Room | 10. Entrance Hall |
| 2. Kitchen   | 5. Dressing Room  | 8. Bathrooms |                   |
| 3. Terrace   | 6. Master Bedroom | 9. Corridor  |                   |

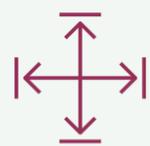
# Model 3.4

## 3 Bedrooms

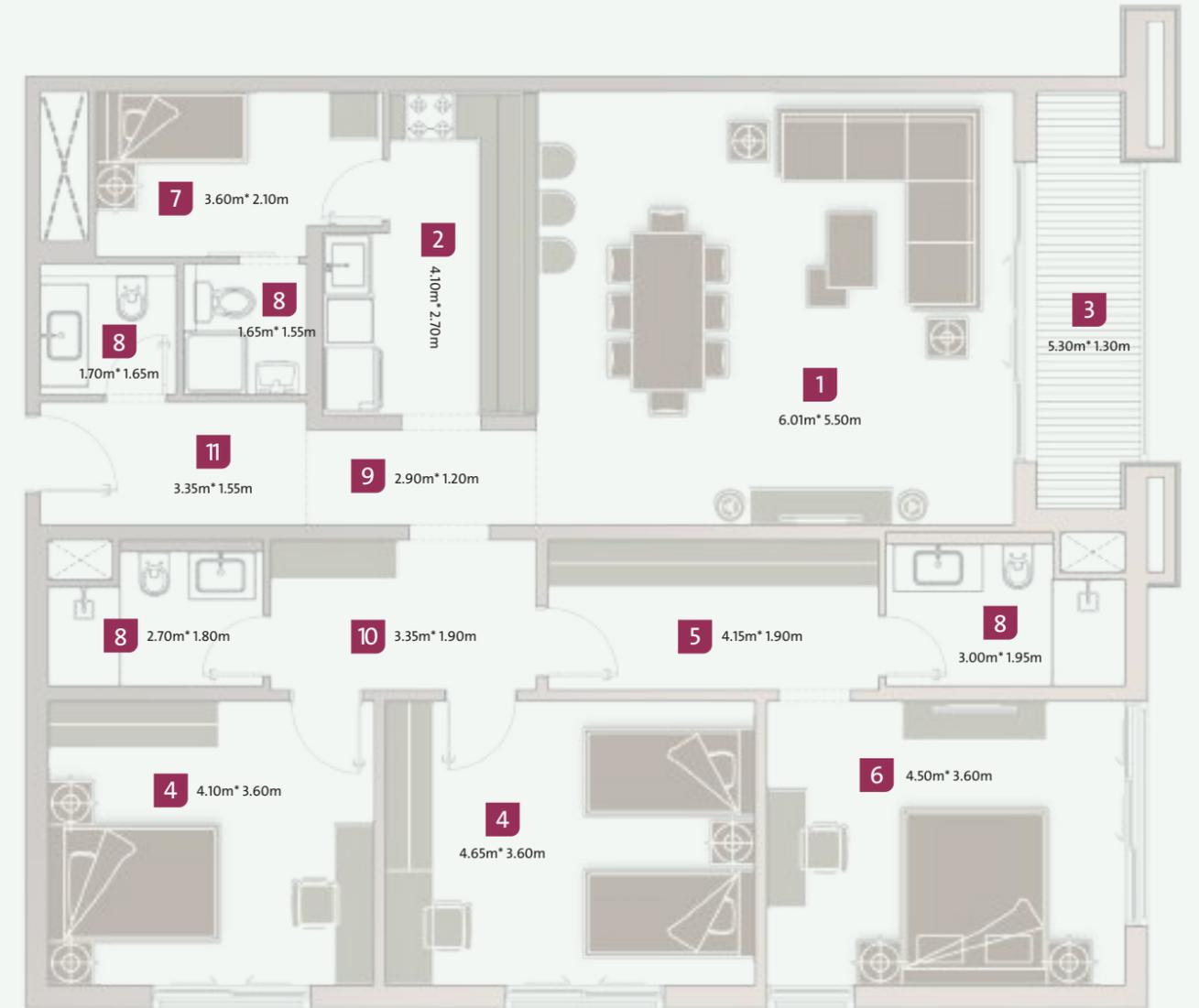
Model location on the floor



**159,77** sqm  
Total Area



This model is available on floors: 1-2-3-4-5



- |              |                   |              |                   |
|--------------|-------------------|--------------|-------------------|
| 1. Reception | 4. Bedrooms       | 7. Maid Room | 10. Hallway       |
| 2. Kitchen   | 5. Dressing Room  | 8. Bathrooms | 11. Entrance Hall |
| 3. Terrace   | 6. Master Bedroom | 9. Corridor  |                   |

# Model 3.5

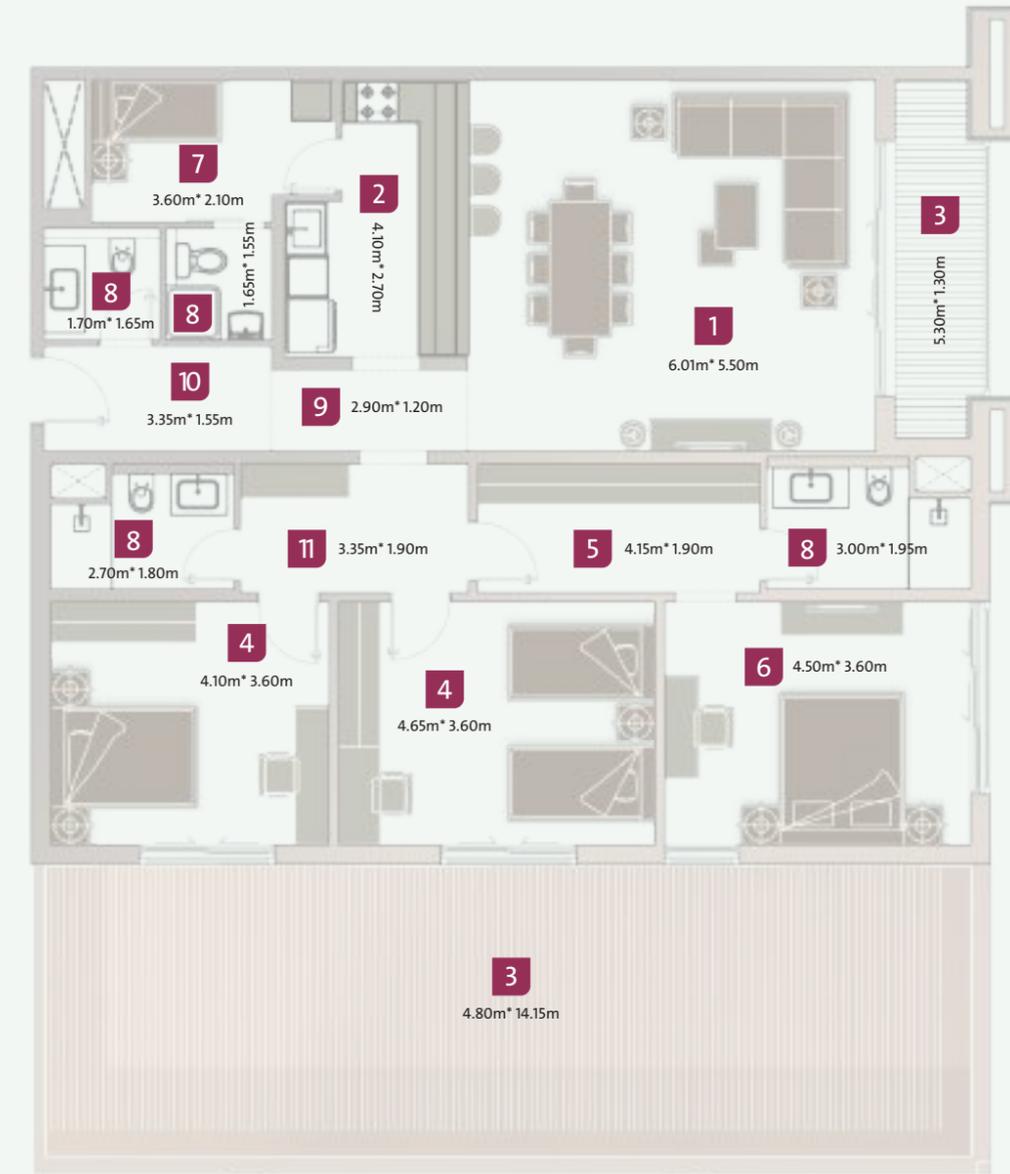
## 3 Bedrooms

Model location on the floor



**159,77** sqm  
Total Area

This model is available on the first floor



- |              |                   |              |                   |
|--------------|-------------------|--------------|-------------------|
| 1. Reception | 4. Bedrooms       | 7. Maid Room | 10. Entrance Hall |
| 2. Kitchen   | 5. Dressing Room  | 8. Bathrooms | 11. Hallway       |
| 3. Terrace   | 6. Master Bedroom | 9. Corridor  |                   |

Residential Unit Models  
**4 Bedrooms**



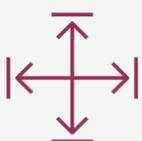
These images are for illustrative purposes only, and the residential unit will be delivered according to the specifications agreed upon in the contract.

# Model 4.2

## 4 Bedrooms

Model location on the floor




**242,06** sqm  
 Total Area

- |              |              |                  |
|--------------|--------------|------------------|
| 1. Reception | 4. Bedrooms  | 7. Corridor      |
| 2. Kitchen   | 5. Maid Room | 8. Entrance Hall |
| 3. Terrace   | 6. Bathrooms | 9. Hallway       |

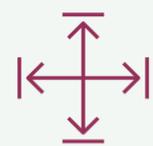
This model is available on the upper floor

# Model 4.3

## 4 Bedrooms

Model location on the floor




**301,58** sqm  
 Total Area

This model is available on the upper floor



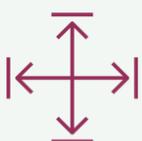
- |              |                  |                  |             |
|--------------|------------------|------------------|-------------|
| 1. Reception | 4. Bedrooms      | 7. Bathrooms     | 10. Storage |
| 2. Kitchen   | 5. Dressing Room | 8. Corridor      |             |
| 3. Terrace   | 6. Maid Room     | 9. Entrance Hall |             |

# Model 4.4

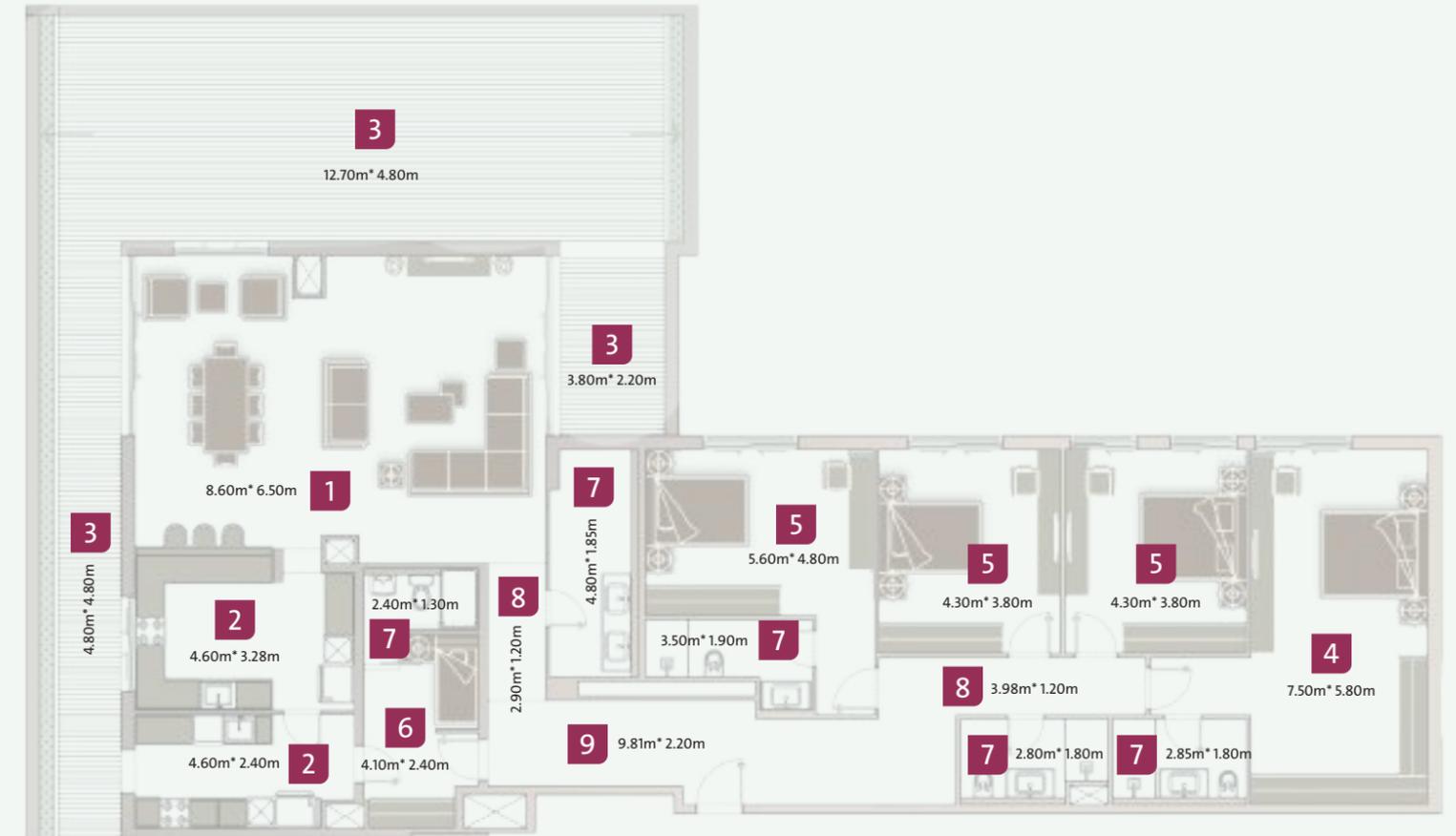
## 4 Bedrooms

Model location on the floor




**254,95** sqm  
 Total Area

This model is available on the upper floor

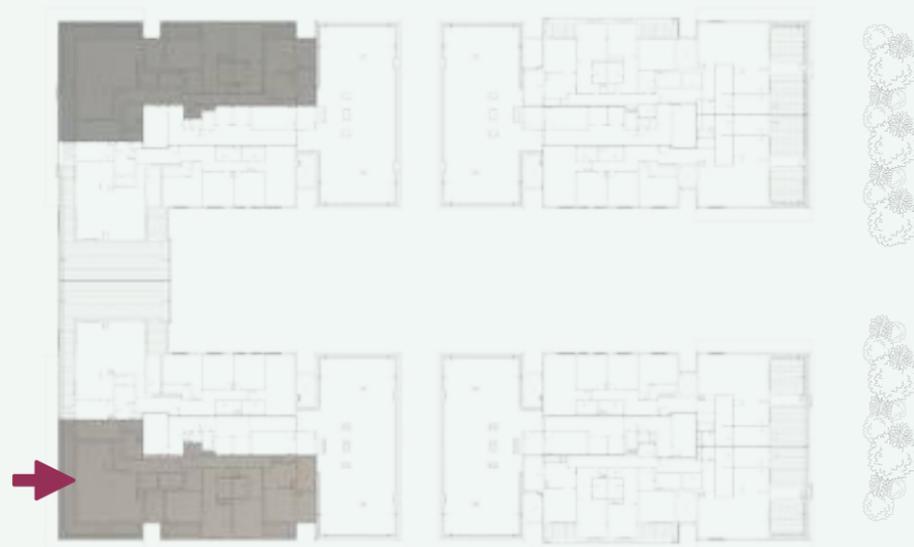


- |              |                    |                  |
|--------------|--------------------|------------------|
| 1. Reception | 4. Master Bedrooms | 7. Bathrooms     |
| 2. Kitchen   | 5. Bedrooms        | 8. Corridor      |
| 3. Terrace   | 6. Maid Room       | 9. Entrance Hall |

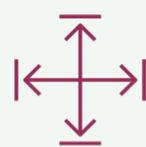
# Model 4.5

## 4 Bedrooms

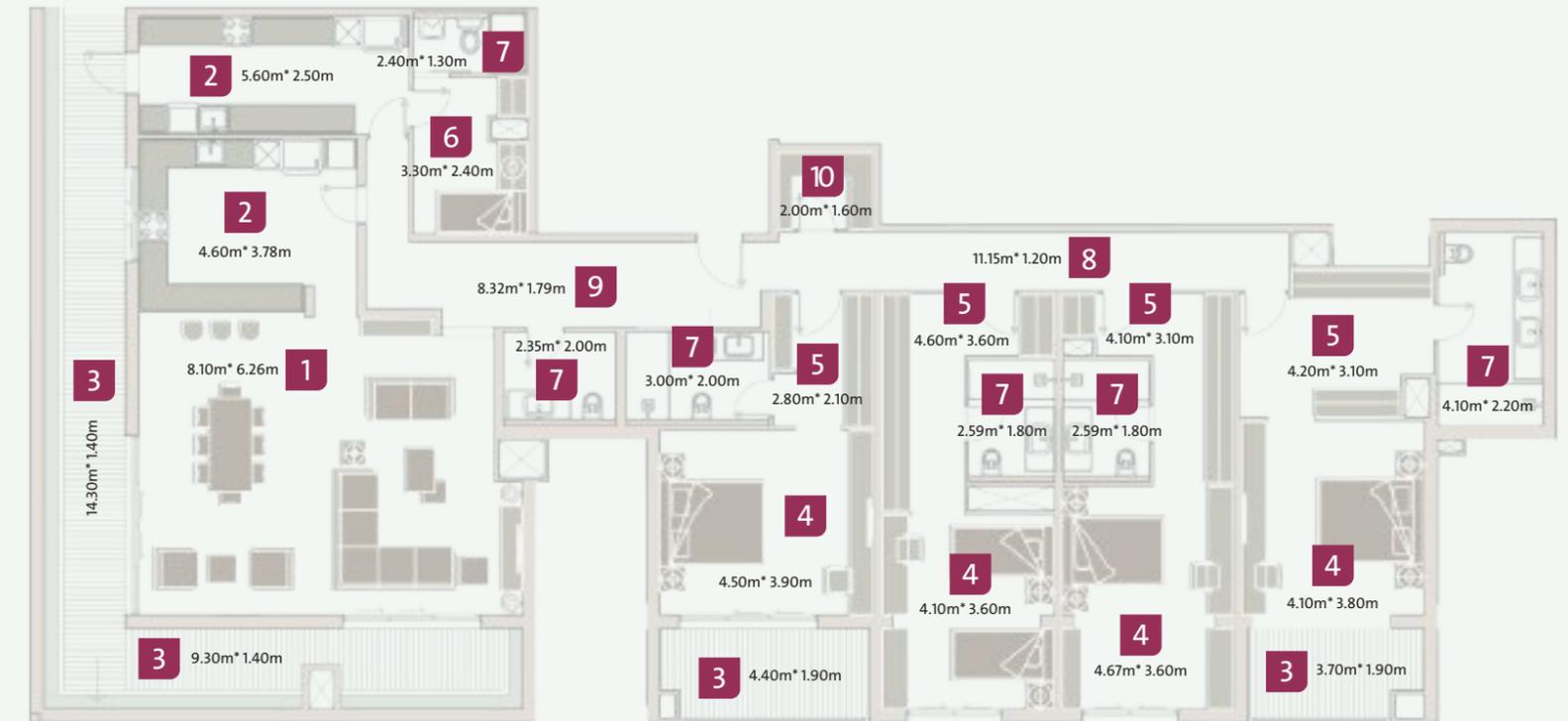
Model location on the floor



**308,13** sqm  
Total Area



This model is available on the upper floor



- |              |                  |                  |             |
|--------------|------------------|------------------|-------------|
| 1. Reception | 4. Bedrooms      | 7. Bathrooms     | 10. Storage |
| 2. Kitchen   | 5. Dressing Room | 8. Corridor      |             |
| 3. Terrace   | 6. Maid Room     | 9. Entrance Hall |             |



- All images, accessories, plans, data, and details included in this brochure are for illustrative purposes only. The actual unit and the signed contract shall prevail.
- An increase or decrease in area within a margin of 5% is acceptable to both parties.
- The estimated completion date of the project is expected during the fourth quarter of 2026.
- Al Alyaa compound is subject to the regulations of public services and facilities and all rules and conditions of the Economic Cities and Special Zones Authority.

License number	ECZA-1000000000000778-2024 ECZA-10000000000001419-2024
Release Date	31-07-2024 15-12-2024
Project duration	3 years



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