



A living legacy

الموج
al mouj
مسقط muscat



Established in 2006, this year Al Mouj Muscat celebrates 20 years of distinction, leadership, development and growth, remarkable milestones and outstanding achievements.

الموج
al mouj
مسقط muscat

His Majesty Sultan Haitham bin Tariq

Sultan of Oman

*“We will continue the march
of development, building on
what has been achieved
and moving forward with
firm determination.”*



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Executive Summary

Setting Standards Since 2006



An Iconic Destination

A world-class oceanfront community with an award-winning portfolio of residential and commercial properties, Al Mouj Muscat is an exceptional setting for life, leisure and business.

20 Years
of Impact

Oman's leading masterplanned community, Al Mouj Muscat has, over the last two decades, grown into a thriving destination for leisure, lifestyle and investment and is now home to more than 8,000 residents from 90 nationalities with around 50% of all buyers coming from international markets.

Sales Revenue

Strong upward trend in revenues over past 20 years.

+1 Bn 

Shareholder Return

Shareholders return on investment

337 %

GDP Impact

Direct contribution to Oman's gross domestic product.

878 Mn 

Organisational Health Index Score

Among the top organisations globally out of 600 corporates across 100+ countries surveyed by McKinsey & Company.

88 %

Foreign Direct Investment

Foreign investment plus foreign ownership.

880 Mn 

In-Country Value

OMR 560 million reinvested in the Omani economy.

43.6 %

Taxes Paid

Total taxes contributed to the national economy.

19 Mn 

Awards Won

Local, regional and international awards.

70

Daily Transactions

Supply chain and daily transactions within the project ecosystem.

385 K 

SMEs Supported

Small business platform stimulating economic circulation.

167

Masterplan

The vision for Al Mouj Muscat comes to life in its stunning masterplan - a seamless integration of residential, commercial, leisure and hospitality in a vibrant mixed-use community.



70

LOCAL, REGIONAL & INTERNATIONAL AWARDS

The growing Al Mouj Muscat portfolio of local and international awards is testament to its commitment to the pursuit of excellence, unrelenting dedication to the highest standards and robust adherence to best practices. Particularly notable is recognition received at Asia level, including honours at the Real Estate Asia Awards for masterplan, mixed-use and office development. Environmental and sustainability related accolades further reinforce Al Mouj Muscat’s reputation as a community that combines commercial success with responsible growth.



ARABIAN
PROPERTY AWARDS
DEVELOPMENT

In association with



INTERNATIONAL
PROPERTY & Trade

★★★★★

BEST DEVELOPMENT
PARKING
OMAN

Golf Links
by Al Mouj Muscat

2025-2026



REAL ESTATE ASIA
AWARDS 2025

Mixed-Use Development
of the Year - Winner



TOP
100



GOLD ANCHOR



REAL ESTATE ASIA
AWARDS 2025

Mixed-Use Development
of the Year - Winner



INTERNATIONAL
PROPERTY & Trade

AWARD WINNER

Mixed-Use Development
OMAN

Quintile
by Al Mouj Muscat

2025-2026



INTERNATIONAL
CleanMarina



x5

WINNER OF OMAN'S MOST TRUSTED BRAND (2021 - 2025)

Enduring Ambition

Strategic Vision and Mission



Our Vision

To create sustainable living environments whilst providing a variety of community, lifestyle and leisure experiences for everyone, every day.

Our Mission

Delivering Oman's premier lifestyle and leisure destination by bridging people, business and culture to create a world-class oceanfront community.

Only Al Mouj Muscat

Proudly redefining urban living in the region, Al Mouj Muscat has created an inspirational standard for luxury oceanfront living through its stunning landscapes, breathtaking natural environment and abundance of choice and convenience. More than a residential address, it is a dynamic business destination with a rich range of leisure experiences and tourism attractions that continue to reinforce its standing as one of the region's most distinctive and sought after destinations.

Mirroring Oman Vision 2040

A catalyst for economic growth and development, Al Mouj Muscat supports the goals and ambitions of Oman Vision 2040 through its exemplary leadership in sustainable urban development, economic diversification and the creation of a vibrant lifestyle, business and tourism destination.



+1
Bn £

SALES REVENUE GENERATED

An exceptional real estate investment destination, Al Mouj Muscat has delivered strong and consistent returns from residential and commercial property sales over twenty years, underpinned by ESG excellence in operations and governance, a robust pipeline of new residences and a premium market position.

Leading with Distinction

Economic Diversification and
Private Sector Growth



878

Mn £

TOTAL GDP CONTRIBUTION

More than a flourishing residential community, Al Mouj Muscat is a substantial contributor to economic diversification and private-sector growth. Its impact is clearly visible in the scale of activity it generates, the jobs it creates and value it brings across the wider economy.



43.6

IN-COUNTRY VALUE



114

Mn £

PROFIT AFTER TAX



880 Mn £

FOREIGN DIRECT INVESTMENT



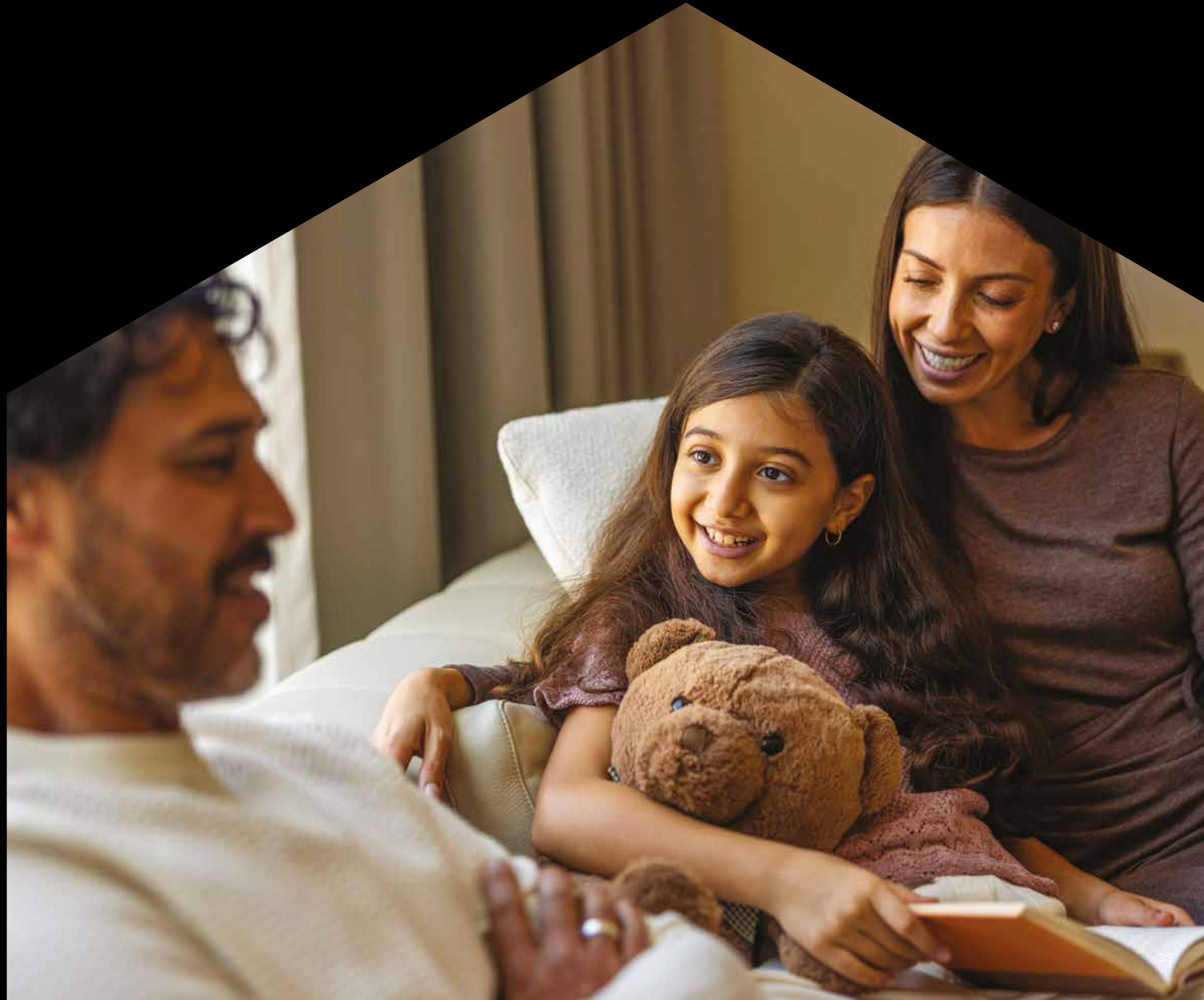
19

Mn £

TOTAL TAXES CONTRIBUTED
TO THE NATIONAL ECONOMY

Firm Foundations

Real Estate and Investment



2.66

Mn Sqm

OF OCEANFRONT LAND

A real estate trailblazer, Al Mouj Muscat has redefined quality and ambition in the development of masterplanned communities. With a diverse portfolio of exclusive assets and a proven ability to create lasting value, it is one of the region's most attractive investment destinations.



337%

SHAREHOLDER RETURN



Building Value

An array of world-class residential options, established market strength and a clear commitment to the very highest standards attract both domestic and international buyers and investors to Al Mouj Muscat.

HOMES DELIVERED	3,272
RESIDENTS AT COMPLETION	19,000
DIFFERENT NATIONALITIES OF BUYERS	90
FOREIGN PURCHASERS	+50%

Inspired Achievement

PRODUCT TYPE DELIVERED	UNITS
Apartments	2,002
Villas	879
Townhouses	391
Business Park (Offices)	8
Hotels	4
Amenities	61
Retail	98
Total	3,443

Seamlessly integrating residential, commercial, leisure and hospitality elements in an iconic oceanfront destination, Al Mouj Muscat offers irresistible world-class living and lifestyle as well as an investment proposition like no other.



Designed for Living

Quality of Life and
Liveable Communities



A community
like no other

94%

RESIDENT SATISFACTION

466,000+ Sqm

GREEN SPACES

Designed for life , Al Mouj Muscat is a place for belonging, celebration, refinement and adventure with an exceptional range of exclusive spaces and amenities for family, fitness and fun – a vibrant place where everyone can pursue their passions, live life to the full and enjoy an unparalleled way of life.



27 Km

RUNNING & CYCLING TRAILS

PARKS	17
SWIMMING POOLS	14
PLAY AREAS	8
SPAS	5



Savour life
at its finest



Al Mouj enjoys a well established reputation as an unmatched destination for both casual dining and one-of-a-kind oceanfront culinary experiences.

85+

RETAIL AND F&B

29

FINE DINING OUTLETS



Beyond Compare

Integrated Tourism



5

WORLD CLASS HOTELS

Impactful Hospitality

With sophisticated hotel infrastructure that supports value creation, income and employment across the wider economy, Al Mouj Muscat is proud to play a leading role in achieving the goals and ambitions of Oman's tourism sector.



1,196

HOTEL ROOMS



ST REGIS
AL MOUJ • MUSCAT


Kempinski Hotel
Muscat
SULTANATE OF OMAN


Okura
HOTELS & RESORTS

mysk
by SHAZA

VOCO™ Muscat
— BY IHG — Al Mouj

274

| Mn £

HOTELS AND TOURISM CUMULATIVE DIRECT CONTRIBUTION TO GDP

97%

OPERATIONAL BERTHS
OCCUPANCY

Al Mouj Marina

A fun-filled focal point for refined leisure and oceanfront activities, Al Mouj Marina with current operational capacity of 165 berths combines recognised quality with a leading role in Oman's maritime tourism sector, enhancing both the allure of Al Mouj Muscat and reinforcing its wider contribution to Oman's tourism economy.

31

MARINA-RELATED
TOUR OPERATOR SMEs



TOTAL BERTH
CAPACITY

400

MARKET SHARE OF
OMAN'S OCCUPIED BERTHS

32%

GOLD ANCHOR AWARDS

5

15

INTERNATIONAL SAILING EVENTS

A proven platform for hosting sailing competition at the very highest level, Al Mouj Marina has hosted sailing events each year since 2011. Building capacity and reputation as well as bringing broad media exposure and global visibility to Oman, these prestigious events include the high-performance Extreme Sailing Series, the elite RC44Cup to the Louis Vuitton America's Cup World Series - the most prestigious event ever staged in the region, the GC32 Oman Cup and Sailing Arabia - The Tour, the GC32 Oman Cup and Sailing Arabia.

INTERNATIONAL
MEDIA FEATURES

836

INTERNATIONAL
MEDIA GUESTS

90

TERRITORIES
BROADCASTING SAILING
EVENTS GLOBALLY

140



Ranked among
the Global
Top-100

9

FF

75

Mn £

ECONOMIC IMPACT FROM
CHAMPIONSHIP GOLF EVENTS

Al Mouj Golf

A globally recognised oceanfront venue with an extensive year-round calendar of professional, amateur and corporate events that draws visitors from around the world, Al Mouj Golf is Oman's most prestigious sporting and tourism asset - magnetic hub for leisure, lifestyle, business and luxury living.

5.2

Mn £

PROFESSIONAL
PRIZE MONEY



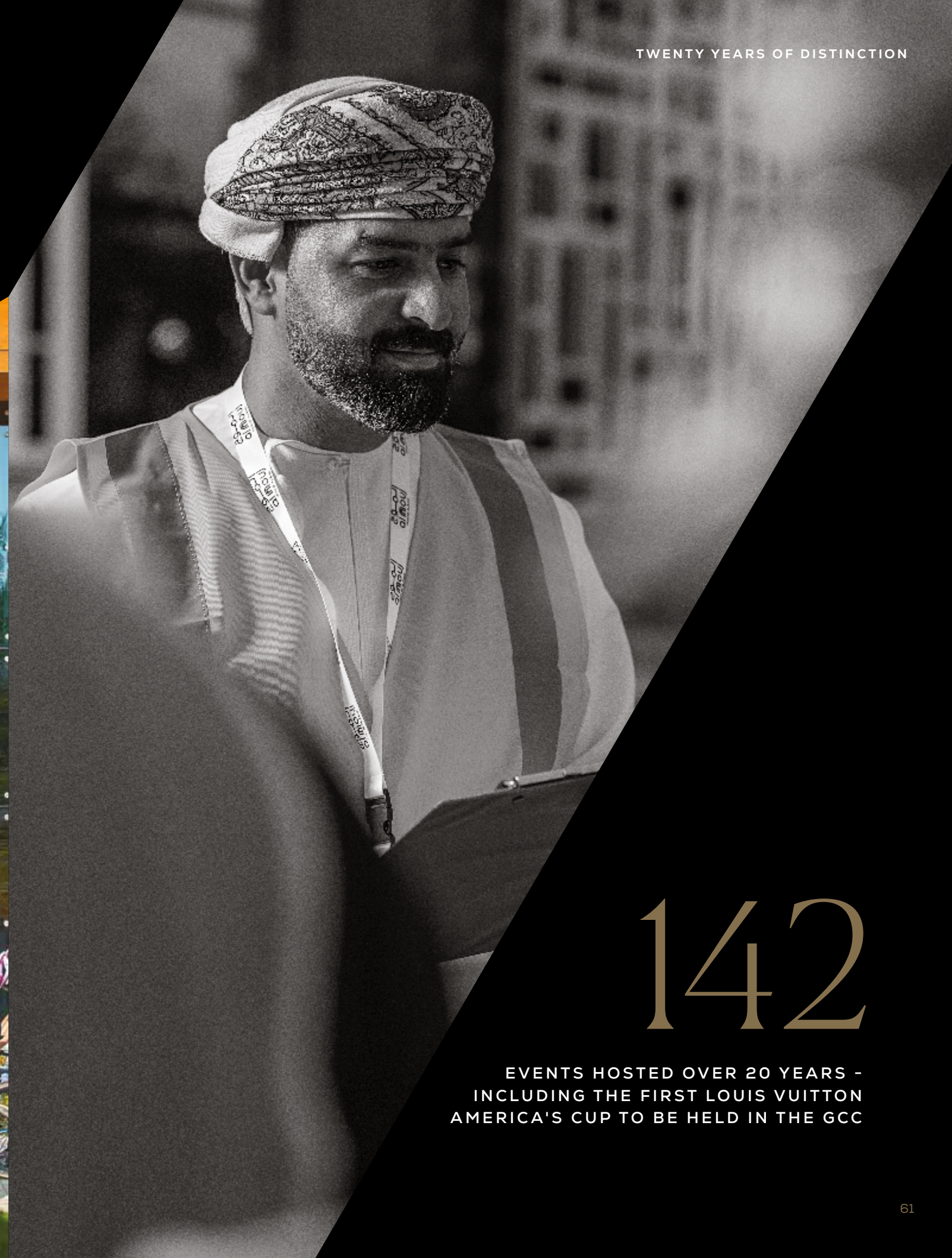
GLOBAL CHAMPIONSHIPS	11
TOURING PROFESSIONALS	144
ROUNDS PLAYED	298,000

245

Mn £

COMBINED ECONOMIC
IMPACT FROM EVENTS

Events at Al Mouj Muscat are an impressive expression of this exceptional oceanfront community's impact and enduring legacy. Through a carefully curated programme of culture, entertainment and major sporting occasions designed to create unforgettable moments and lasting memories, a remarkable lasting contribution is made to Oman's cultural life and economic landscape.

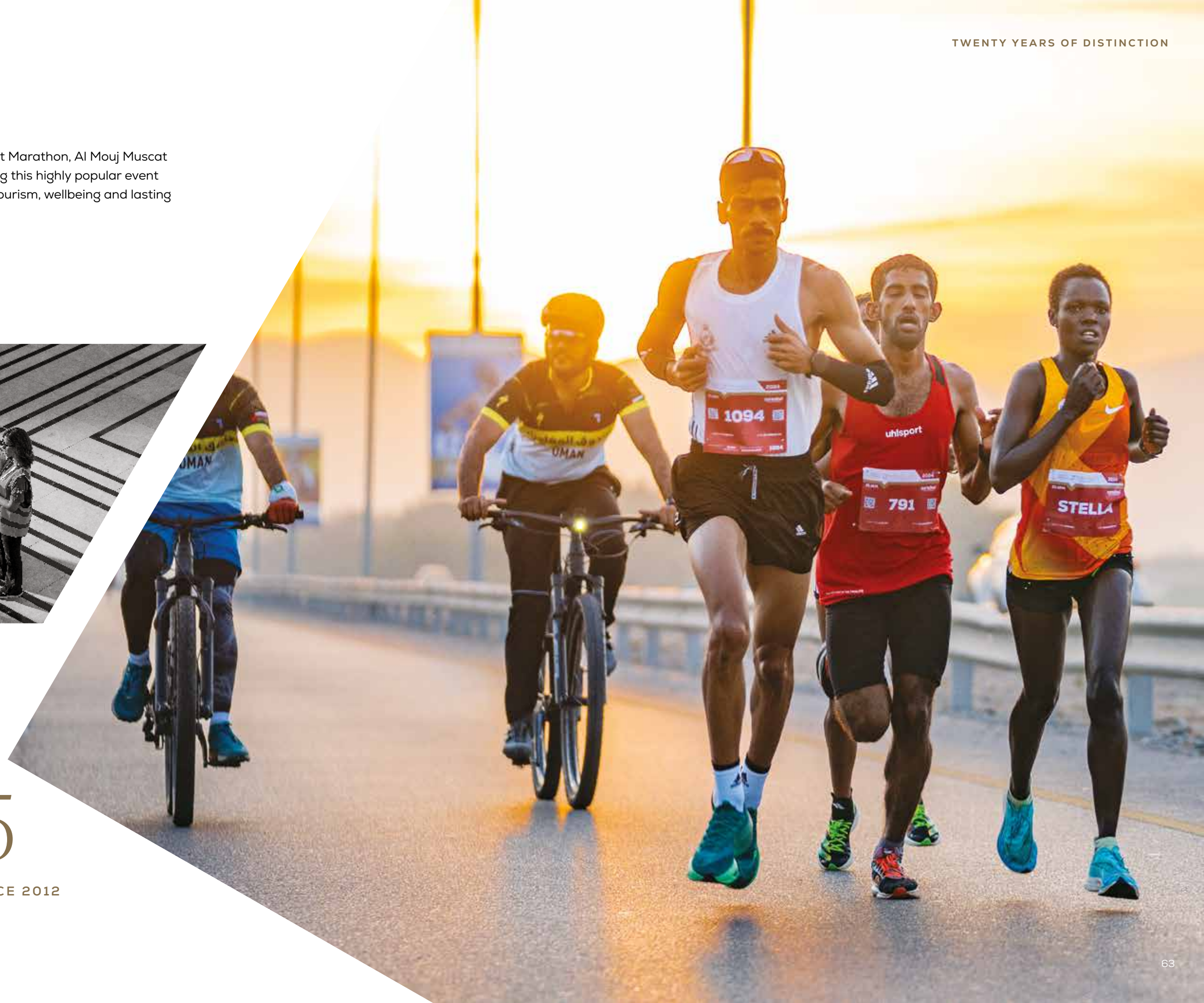


142

EVENTS HOSTED OVER 20 YEARS -
INCLUDING THE FIRST LOUIS VUITTON
AMERICA'S CUP TO BE HELD IN THE GCC

Muscat Marathon

A long-standing partner of the Muscat Marathon, Al Mouj Muscat has played an important role in making this highly popular event into an impactful platform for sport, tourism, wellbeing and lasting economic impact.



66,835

GLOBAL PARTICIPANTS SINCE 2012

4

Mn

ANNUAL VISITORS

Through its peerless blend of residential life, visitor attractions and year-round calendar of events, Al Mouj Muscat offers entrepreneurs a strong commercial platform and rich opportunities for growth.

180,985

TOTAL EVENT PARTICIPANTS



A Launchpad for Enterprise

SME Ecosystem and Entrepreneurship





167
SMEs SUPPORTED

Business, creativity and community grow together on Al Mouj Muscat. A vibrant hub for entrepreneurship and long-standing champion of SMEs, its ecosystem of support and assistance helps ambitious businesses unlock opportunity and thrive.

Marina SMEs

MARINA
TOURISM
TRIPS

8,300

APPROXIMATE
NUMBER OF
VISITORS

92,250

APPROXIMATE
ANNUAL DIRECT
TOURISM REVENUE

2 Mn \$



Lasting Impact

Corporate Social Responsibility



6.3

Mn £

TOTAL CSR CONTRIBUTION

Since 2006, corporate social responsibility has been a firm priority for Al Mouj Muscat.



6.4% Art & Education

6.2% Community

87.4%
Tourism Promotion

Corporate social responsibility is Integrated into the Al Mouj Muscat legacy of thoughtful development and lasting impact. Woven into all aspects of activities, operations and projects, it brings together community engagement, environmental care, economic opportunity and wellbeing to create meaningful value for Oman today and in the years ahead.

- 1 COMMUNITY ENGAGEMENT AND SOCIAL DEVELOPMENT
- 2 ENVIRONMENTAL SUSTAINABILITY
- 3 ECONOMIC EMPOWERMENT AND SME SUPPORT
- 4 HEALTH, EDUCATION AND WELLBEING

One of the most sustained private sector investments in national sport anywhere in the Gulf.

2.87

| Mn £

INVESTMENT IN NATIONAL OMAN SAIL PROGRAMME



Setting Standards

Environmental Sustainability
and Climate Resilience



Through the enhancement of marine ecosystems, the conservation of water and the expansion of green landscapes, Al Mouj Muscat has a considered approach to development that balances ambition with responsibility and conservation with growth.



37% CO₂

ABSORPTION AND EMISSION REDUCTION

14.7

Mn

GALLONS OF WATER SAVED

Combining efficient irrigation, resilient landscape design and ongoing optimisation of water management, the environmentally focused community supports biodiversity, reduces resource use and sustains green spaces to enhance both climate comfort and quality of life.



20%

REDUCTION IN POTABLE WATER
THROUGH SMART MANAGEMENT

11x

INCREASE IN MARINE DIVERSITY

Al Mouj Muscat's coral reef regeneration programme has delivered a remarkable increase in marine species from 3 to 34 diverse fish species, transforming the surrounding waters into thriving ecosystems and reinforcing the role development can play in enriching biodiversity.



Situated along regional and international migratory routes, Al Mouj Golf is home to an abundance of birdlife - testament to a strong dedication and ongoing commitment to environmental stewardship and sustainable land management.

140

BIRD SPECIES



Al Mouj Muscat is committed to the internationally recognised IWA 42 pathway to Net Zero.

Inspired by Excellence

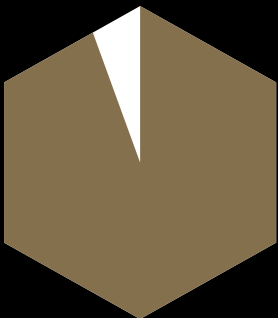
Customer Experience



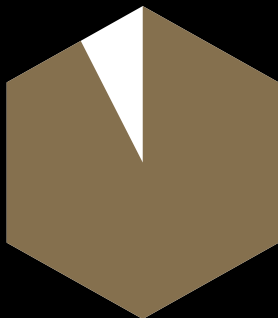
A Higher Standard

Excellence in customer experience is at the heart of how Al Mouj Muscat approaches every interaction with residents, visitors and investors. The community's 2025 Customer Experience Index score of 940 out of 1,000 highlights reflects the strength of this approach.

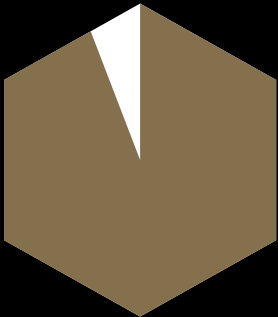
94.6%
Advocacy



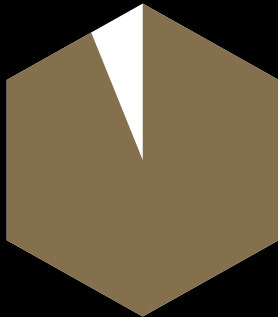
92.7%
Expectations



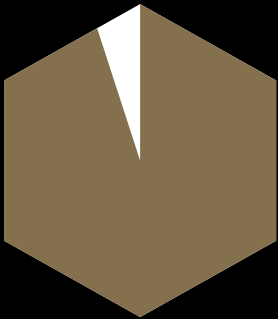
94%
Satisfaction



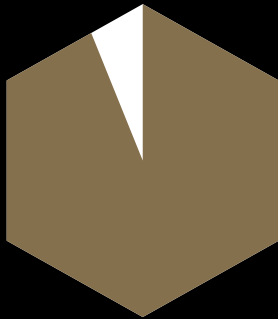
93.9%
Trust



95.0%
Preference



94.1%
Average score



95%

SURVEY PARTICIPANTS

In the 2025 CX Index,
95% of respondents said they
would choose Al Mouj Muscat
over any competing development.

Digital Transformation and Innovation

Integrated digital architecture allows for a more seamless customer experience while enabling more responsive delivery and sharper insight that will inform the evolution of Al Mouj Muscat in the years ahead.

Al Mouj Muscat’s digital strategy extends beyond operational efficiency into the lived experience with the Sensoreal and Belong platforms redefining how people discover the community, connect with it and experience life here.

840,000 

INTEGRATED SMART SYSTEMS INVESTMENT

Sensoreal

An immersive digital experience, Sensoreal brings Al Mouj’s masterplan to life, enabling investors and visitors to explore the community, understand its offer and make decisions with greater confidence.

Belong

Belong brings services, access and community engagement together in one seamless digital platform.

Always Inspiring

Human Capital, Experience
and Knowledge Transfer



Al Mouj Muscat takes pride in its outstanding employment record, Omanisation performance and long-term investment in workforce capability reflected in the jobs we have created. The careers we have supported and the specialist expertise we have built. As Oman’s leading masterplanned community, Al Mouj Muscat is equally proud this experience can be applied to other large-scale projects across the country, creating further opportunities for ambitious Omani talent.



Our people,
our distinction.



McKinsey
& Company

SCORE ACHIEVED IN THE MCKINSEY & COMPANY
ORGANISATIONAL HEALTH INDEX WHICH COVERS
600+ COMPANIES ACROSS 100+ COUNTRIES

88%

We firmly believe that gender-diverse leadership delivers stronger outcomes.

Al Mouj Muscat has achieved one of the highest levels of female management representation in the GCC.

40%

WOMEN IN LEADERSHIP POSITIONS

1
Mn £

INVESTED IN HUMAN CAPITAL AND LEARNING

The Art of Leadership

Good Governance



Leading by Example

As Oman's leading masterplanned community, Al Mouj Muscat is defined by clear accountability, transparent decision-making and active stakeholder engagement - all supported by robust structures, policies and processes. This strengthens risk management and regulatory compliance, helping to secure sustained value and support long-term national priorities.



Board of Directors

The governance framework of Al Mouj Muscat is led by a Board of Directors responsible for strategic direction, oversight and stewardship. Working alongside Executive Management, the Board supports effective leadership across the organisation with the Leadership Forum helping to drive delivery against performance priorities and maintain alignment on policy and strategic direction.



Employee and Contractor Health and Safety

Al Mouj Muscat is committed to maintaining the highest standards of health, safety and environmental responsibility for its employees and contractors, aligned with international best practice and reinforced by a culture of safety awareness, accountability and continuous improvement. Regular audits and reviews, along with clear compliance with legal requirements and codes of conduct, support a transparent and responsible approach across all operations and activities.

89

Mn

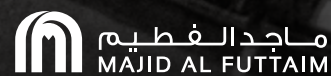
MAN HOURS





A living legacy

Brought to you by



Al Mouj Muscat is a unique public-private venture between three of the most trusted names in the region.

Majid Al Futtaim

Majid Al Futtaim Properties prides itself on a highly skilled and experienced managerial team, stringent attention to detail and best practices of global standards. Designs and specifications utilise high-end materials combined with the latest developments in modern technology.

OMRAN Group

The executive arm of the Government of Oman for the development of major tourism, heritage and urban developments.

TANMIA

TANMIA, Oman National Investments Development Company SAOC, represents the interests of strategic government stakeholders in Oman's heritage and urban developments.

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Sincere thanks to the Al Mouj Muscat team; the Ministries, Government Authorities and Organisations who have supported us; and all our stakeholders and partners.

This incredible journey of achievement would not have been possible without you.