How do you measure success?





Well, there are lots of ways to measure success...

"but when the figures continue to show growth it means we are getting a lot of things right." Khalil P. Sholy, MD & President

"Together we raise the flag of Qatar."



H.H. Sheikh Hamad Bin Khalifa Al Thani The Emir of the State of Qatar



H.H. Sheikh Tamim Bin Hamad Al ThaniThe Heir Apparent

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"2009 marks ten years since UDC's foundation and the following pages record our achievements in this anniversary year. On such occasions one may reflect on where we have come from, and what we have achieved; but it is upon consideration of how we have realized all of this that we recognize the true extent of our potential in the decade ahead."

Chairman's Message



It gives me great pleasure to present the UDC 2009 Annual Report. We are all aware, that starting the latter of 2008 and continuing well into 2009, the entire world witnessed the most serious economic turmoil since The Great Depression. Despite all that, our performance and achievements continued to advance in business and financial terms through the efforts and dedication of our employees and associates, through our unyielding focus on transparency and responsible governace and above all through the inspiration, guidance and encouragement of His Highness Sheikh Hamad Bin Khalifa Al Thani. The Emir of Qatar.

2009 marks ten years since UDC's foundation and the following pages record our achievements in this anniversary year. On such occasions one may reflect on where we have come from, and what we have achieved; but it is upon consideration of how we have realized all of this that we recognize the true extent of our potential in the decade ahead.

Hussain Ibrahim Alfardan Chairman

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MD/President's Message



Despite the global economic crisis of the For the coming year, UDC will continue past two years, we were able in 2009 to to capitalize on its resilient strategy of successfully continue the upward trend diversification in services, acquisitions of past years. The revenue increased by of up-and-coming businesses, and in more than 40% to over QR 1.492 billion, foreign and regional expansion. The aim and profits increased by more than 73% to QR 515 million. We now have well over dedication have essentially contributed to our success. We successfully launched a number of business ventures and partnerships. These will contribute to the further expansion of our services and are creating growth opportunities for the future.

Our Company has successfully proven itself as a solid organization with adequate strategies that enable it to effectively absorb severe economic shocks. We continue the consolidation of the Company's financial strength, the pursuing of our regional expansion strategy and the development of business opportunities in industries as diverse as urban development, petrochemicals, business services, fashion, hospitality, insurance, technology and communication. The pages that follow feature our investment portfolios, partnerships and subsidiaries in more details.

is to attain the twin objectives of (1) longterm, measured and healthy growth, and 820 employees and their enthusiasm and (2) the short-term ability to deal with the challenges paused by the global economic slowdown, competition, and the unlimited potential we have to open service-oriented businesses and lifestyle destinations at our flagship development, The Pearl-Qatar.

> During the first half of 2009, and in 2008 before that, market conditions worldwide changed dramatically as a result of the financial crisis. This has led to a substantial drop in prices of oil and gas and to major freezes on spending worldwide. In a number of countries the crisis has already led governments to offer stimulus packages to boost the economy in certain areas of the economy. Fortunately, Qatar under the wise leadership of His Highness Sheikh Hamad Bin Khalifa Al Thani, the Emir of Qatar, remains a vibrant destination for developments and investments and a safe and profitable base for our subsidiaries and international joint ventures.

In this Annual Report, themed 'How to measure success', you will note our continued emphasis on profitability, high levels of liquidity, strong asset quality and focus on maximization of shareholders'

Although some uncertainty continues to exist at the moment about the duration of the worldwide economic downturn. evidence of a recovery in all economic sectors is starting to surface. The global crisis in the last year has served to further highlight how transparency and good governance lie at the heart of sustainable business growth. We start the new year with a strong backlog and will keep a close eye on developments. Our healthy financial position, prudence. when entering into new ventures and strict cost control will sustain United Development Company's consistency in performance and strong corporate results.

Khalil P. Sholy MD/President

"Despite the global economic crisis of the past two years, we were able in 2009 to successfully continue the upward trend of past years."

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Board of Directors

From left, standing

H.E. Abdul Rahman Bin Hamad Al-Attiyah Director

Mr. Khalifa Abdulla Turki Al-SubaDirector

Mr. Khalil P. Sholy
Managing Director / Presiden

Mr. Omar Hussain Alfardan
Director

Mr. Abdulrahman Abdullah Abdulghani Nasser Director

From left, sitting

H.E. Sheikh Nasser Bin Faleh Al ThaniDirector

H.E. Abdulla Bin Khalifa Al-Attiyah Deputy Chairman

Mr. Hussain Ibrahim Alfardan Chairman

Mr. Mohammed Hamad Abdulla AlmanaDirector



UDC Annual Report 2009

UDC – Overview

United Development Company (UDC) is one of Qatar's leading private sector shareholding companies. UDC's mission is to identify and invest in long-term projects contributing to Qatar's growth and providing good shareholder value. The company was established in 1999 and listed on the Qatar Exchange in June 2003. It has an authorized share capital of QR 1.072 billion (US \$294 million), (US \$1.048 billion) and total assets of 31 December 2009

UDC's target areas of interest include: infrastructure, energy-intensive industries, hydrocarbon downstream manufacturing, real estate, maritime and environment related businesses, urban development and utilities, hospitality, retail and fashion, information technology, media and communications, insurance and other services. From day one, the Company's mission has been to become a cornerstone a market capitalization of QR 3.828 billion in the developments of Qatar and the region. creating lasting value and maximizing QR 8.964 billion (US \$ 2.456 billion) at returns for partners and shareholders. Through a combination of project activities and commercial enterprise, UDC has developed into the first-choice private sector and joint venture partner for international investors in Qatar, and has successfully established several new companies and investment vehicles across the region. Detailed information on each company/ subsidiary follows.

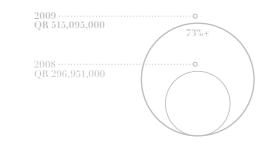
Since 1999, UDC has moved from researching for projects into development, production and operations. Project research has led to the creation of companies, considered to be among the most successful in their related fields. The Company prides itself in its ability to create quality investment opportunities, both at home and overseas.

UDC's founders and current Board Members are among Qatar's most successful investors and developers. Thousands of Qatari shareholders hold 75 percent of the total shares and the remaining 25 percent are held by other GCC and international investors.

"UDC's founders and current Board members are among Qatar's most successful investors and developers."

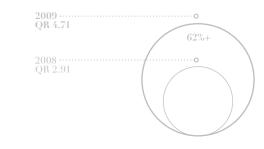
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Producing yet another financially solid performance during a tough economy, is also a good measure of success.



QR 515,095,000 net profit as of 31 December 2009.

Giving our stakeholders a future they can trust.



62% increase in earning per share compared to 2008.

Authorized share capital of QR 1,072,500,000 as of 31 December 2009.

Laying a firm foundation for tomorrow with a solid financial structure to drive our ambitions. Our growing range of extremely capable and very talented partners.

Hydrocarbons & Energy



قطر كوول QATAR COOL

Maritime, Utility &



Infrastructure & Utilities





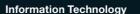












PRAGMATECH

Investments

Fashion, Hospitality & Leisure

Urban Development & Property Management

ABRAJ

QUARTIER

MEDINA CENTRALE







شركة تنمية الضيافة





ASTECO Qatar



RONÁUTICA MIDDLE EAST

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The Pearl-Qatar admired as Doha's "Riviera Arabia,"
The Pearl-Qatar offers residents and visitors the ultimate luxury and lifestyle experience.

32 kilometers
of new coastline,
41,000 residents,
2.5 kilometer
marina-front.

The Pearl-Qatar

100% owned by UDC

Admired as Doha's "Riviera Arabia." The Pearl-Qatar offers residents and visitors the ultimate luxury and lifestyle experience.

Doha's West Bay and boasts an assortment of residential accommodations for every taste and style. High-end retail and lavish hospitality, three world-class marinas and an impressive beachfront have made this UDC flagship development the most glamorous address in the Middle East.

What was once a shallow seabed, a site to the Island houses the world's longest for pearl-diving, has in five short years waterfront luxury retail walkway, with a transformed Doha's coastline, creating a place where dreams and reality become one. Four million square meters of brands and high-end boutiques. 2009 was reclaimed land, along with 32 kilometers a year of "firsts," with Porto Arabia seeing of new seafront, will soon be home to about 41,000 residents occupying a variety of luxury accommodations - these are but few aspects that make The Pearl- This year witnessed the grand openings Qatar an exclusive location.

The Island was the first development in Porto Arabia also hosted exclusive Qatar to offer free hold and residential rights to international clientele. From across the globe, buyers and investors have It occupies a prime location off the coast of capitalized on the project's potential. Worldand the best in modern living. The result is as much a destination as it is an experience, blending residential charm with the comfort of an exclusive resort.

> The Pearl-Qatar's first phase and gateway 2.5 kilometer marina-front pedestrian boardwalk home to international hospitality new residents and visitors flock to the Island's bourgeoning activity.

in Porto Arabia of a multitude of internationally renowned boutiques. Gianfranco Ferré, Stefano Ricci and Harmont & Blaine led the way, with a variety of other luxury brands following suit. BICE Ristorante was the first restaurant to open on the Island in May 2009 and several others opened before highest industry benchmark. the year drew to a close.

events for VIPs and visitors, such as the Rolls-Royce Arabian Gulf Adventure Tour and seasonal live entertainment in the midst of Porto Arabia's awardclass architecture, luxurious amenities and winning 800-berth marina. Development aesthetic nuances exude old-world charm of The Pearl-Qatar's 10 precincts, Viva Bahriya and Costa Malaz among them, is underway and in the coming months and years, the Island's flurry of activity and outside interest will continue to rise. Upon completion, approximately 15,000 residential dwellings will be in use in the

> The Pearl-Qatar not only enjoys worldclass architecture and amenities, cutting-edge infrastructure, and in-home technology and services, but also ensures that luxury living is secure and environmentally sound.

With UDC's vision of creating prosperous business partnerships and building a growing portfolio of industry leaders, The Pearl-Qatar has provided fruitful ground for their partners' growth. With top expertise on hand, UDC ensure that their flagship project perpetuates international standards, solidifying a sought-after reputation and



Identifying high-growth opportunities and creating relationships with the best global players in each industry.

Our outstanding subsidiaries include... Qatar Cool, MEDCO, United Ready Mix, Asteco, HDC and others.

Middle East Dredging Company

45.9% owned by UDC 44.1% owned by Dredging, Environmental and Marine Engineering 10% owned by Government of Qatar

Middle East Dredging Company (MEDCO) was created in 2004 to transform the vision behind The Pearl-Qatar into a tangible reality. Recognizing the need for a national dredging company, UDC searched for a company equipped with the right expertise and industry experience to partner with in forming the building blocks of dynamic dredging process to ensure that The Pearl-Qatar.

Dredging, Environmental and Marine Engineering is a well-known Belgiumbased engineering company specializing in a range of activities related to hydraulic, offshore and environmental engineering. With the full support of the Government of Qatar, UDC's strategic goals, paired with DEME's international experience and technical know-how, provided the mainspring for the creation of the Middle East's most glamorous address.

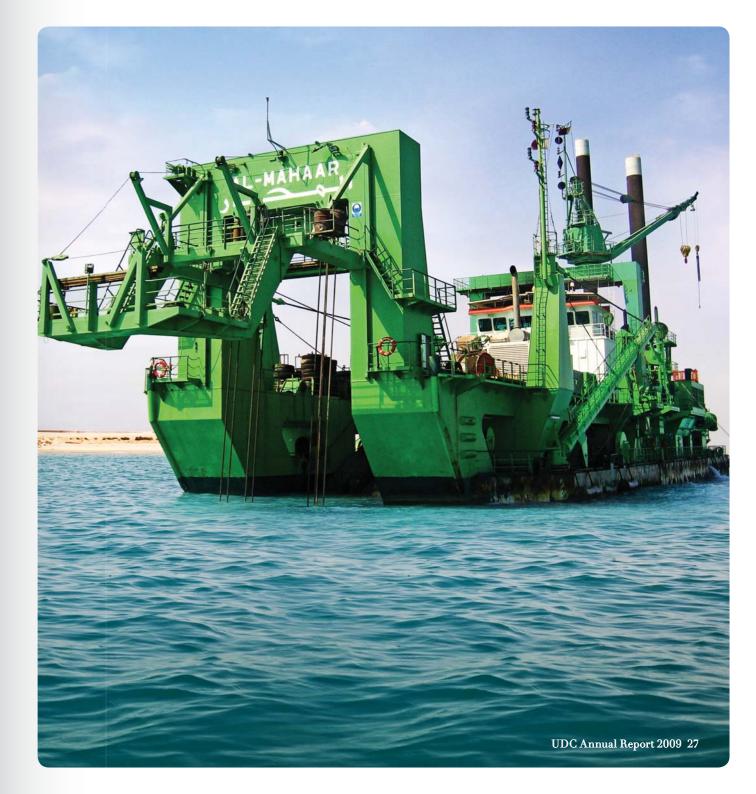
Dredging and land reclamation began in Over the years, MEDCO also expanded its 2004. MEDCO completed its work at The Pearl-Qatar in 2007. Dredging proved challenging, since the area The Pearl-Qatar now occupies had shallow depths with a seabed of limestone and caprock. Hence, MEDCO adapted a more the Island's rigorous specifications and environmental requirements are fully met.

awarded various projects in Qatar and the

By 2008, MEDCO completed the dredging and excavation work for New Doha International Airport as a leader of an international consortium, and it recently completed in 2009 the first two phases for the Qatar Bahrain Causeway. In the same year, the Company submitted a bid with an international consortium for the first phase of the mega scale New Doha Port Project, which would include the construction of marine basins, quay walls and major breakwater revetment protection.

regional reach. All projects for Al Marjan Island in Ras Al Khaimah were completed in 2009, plus the first two phases for Al Dana Island, In Abu Dhabi, major project development for Al Raha Beach is now complete. In addition, MEDCO began working on UAE's Ruwais Refinery expansion project. Subcontracted projects for Khalifa Port and construction on Ras Ghanada channel extension and Al Sadr Aside from The Pearl-Qatar, MEDCO was to Al Taweela dredging and reclamation works are nearing completion.

> MEDCO's plans for 2010 include expanding its Abu Dhabi branch to facilitate processes for current projects and future bids. The Company also plans to target new projects throughout the GCC and the region.



Qatar Cool Supplying our customers every day with the cool air they require.

Capable of supplying 197,000 tons of refrigeration to over 60,000 residents

Qatar Cool

51% owned by UDC

cooling to both The Pearl-Qatar and controls. and residential developments.

to multiple buildings through a network of insulated underground pipes. The In testament to Qatar Cool's innovation in Company's district cooling plants in Doha district cooling and its ongoing operational the West Bay District of Doha. Also, the Conference and Trade Show in 2009.

Qatar Cool celebrated its fifth The Pearl-Qatar is capable of supplying

convenience of district cooling, and operations, with services now supplied to

Qatar Cool was also awarded the 2008

Qatar Cool will increase operations at The Pearl-Qatar next year as residents continue



SEEF Limited

80% owned by Qatar Petroleum 20% owned by UDC

SEEF Limited, which started production In 2009 SEEF added new markets, supplying work in March 2006, has celebrated its inception's fifth anniversary in August 2009. The Company owns and operates a plant, located in Mesaieed, south of Doha, to produce Linear Alkyl Benzene The Company aims in 2010 to increase (LAB), a downstream hydrocarbon-The plant produces 100,000 metric manufacturing companies. tons of LAB per year and some Heavy lubricant oil.

SEEF adheres to strict environmental policies, according to nationally and internationally recognized production standards. The total cost of the plant is QR1,151 million and was fully financed by the shareholders.

products to North and South American companies. Additionally, it introduced CIF sales recently to augment its FOB sales.

its presence in international markets based petrochemical raw material used by developing sustainable business to manufacture commercial detergents. relationships with multinational detergent

Alkyl Benzene (HAB), a by-product Through its stake in SEEF, UDC leverages used as feed stock for the production of its presence in Qatar's petrochemical sector, a strategically and economically



UFC 100% owned by UDC

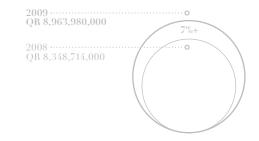
Emphasis is placed on fine-tuning professionalism, brand-awareness and As part of UDC's growing business distribution, merchandising and boutique business-oriented results remain a key partnership portfolio, the Company has operations to create a profitable balance, facet in day-to-day operations. Managerial introduced a long-term strategic framework selection. A great deal of marketing and state-of-the-art in-store Management the Middle East, Central Europe and Asia.

first boutiques at The Pearl-Qatar with successive months, UFC opened Harmont Santoni, Renè Caovilla and Georg Jensen.

of creating partnerships that enhance the brand experience to their roles. Their Lancel, Ferragamo and Brunello Cucinelli



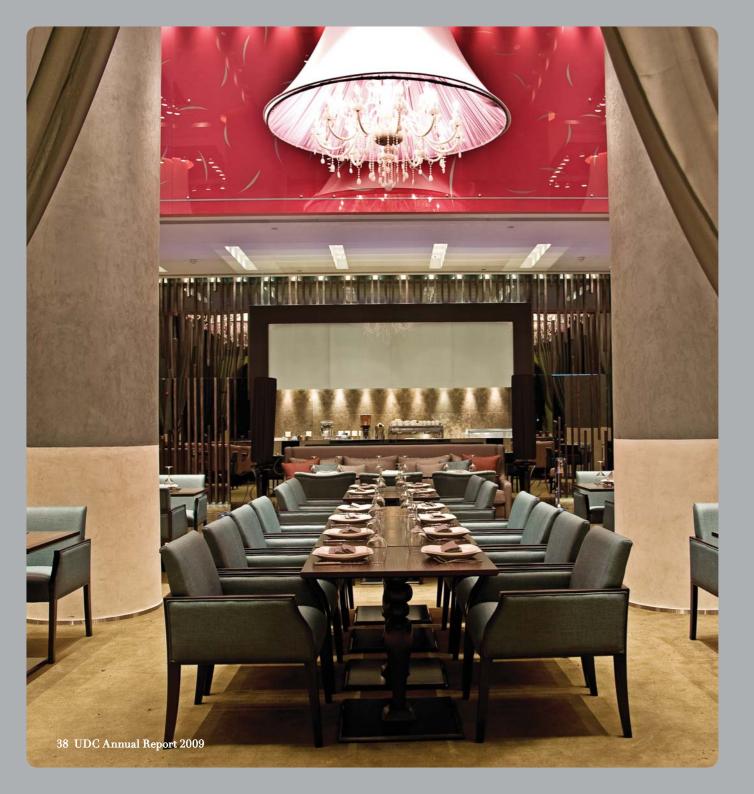
Creation of a diverse portfolio of interests that mitigate risk to our investors.



QR 8,963,980,000 of total assets.

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HDC 100% owned by UDC

Hospitality Development Company (HDC) HDC's dedication to quality underlines HDC has also facilitated a management is dedicated to establishing partnership UDC's commitment to targeting projects agreement with Nikki Beach Hotels with first-class hospitality brands around that effectuate value-added investments, and Resorts EMEA, one of the world's The Pearl-Qatar will be home to a number

confectionary for all age ranges in New approach to quality Japanese cuisine. York City, Alison Nelson's Chocolate Bar Paris-based restaurant, Liza, which

We contine to enhance our portfolio of investments.

Three new investments in the last 12 months.

Abraj Quartier and Medina Centrale

The Medina Centrale Company: 100% owned by UDC The Abraj Quartier Company: 100% owned by UDC



The Medina Centrale Company focuses It offers a mixed-use environment, replete of Medina Central by capitalizing on the gardens and a central piazza, pedestrian

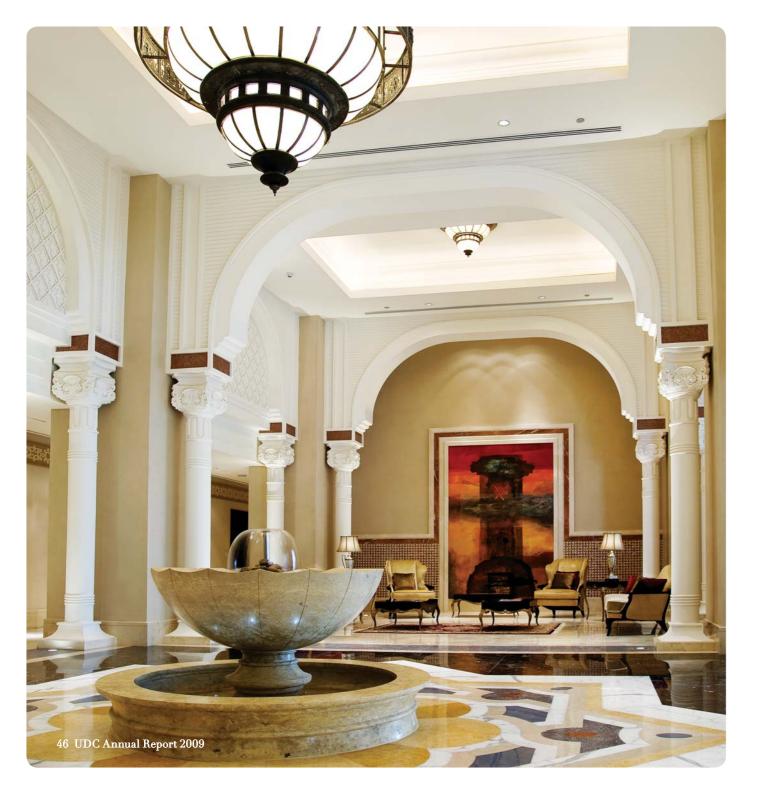
oriented beachfront residential villas opportunities for future growth in a district of Viva Bahriya. Upon completion, the viewed as the Island's gateway. Occupying qualities one can expect to find in the 40-storey towers, each to be constructed on

retail space, 1,900-seat cinema and a Medina Centrale is located at the heart of gourmet food market offer a convenient

> also features five 36-storey residential buildings straddling the Island's northern for families.

Developing into a young, dynamic entity showcasing prodigious growth and competing with the established players in a short span of time.

One of Qatar's leading private sector shareholding companies, listed since 2003 on the Doha Securities Market, now Qatar Exchange.



The Pearl for Management & Operations

100% owned by UDC

The Pearl for Management and Operations was developed to manage the freehold property and shared facilities within the freehold plots at The Pearl. It aims to provide the necessary administrative and technical tools to foster community awareness among building residents and owners, ensuring a clear understanding of their rights and responsibilities and providing ongoing maintenance of residential common areas.

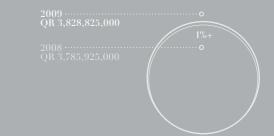
The Pearl for Management and Operations' directive is two-fold:

Strata Consultancy provides project coordination in the pre-operational stages for freehold properties with proposed, jointly-owned common areas. In that capacity, The Pearl for Management and Operations liaises with building developers throughout the planning phases to facilitate the successful operation of jointly owned property and common areas. Strata consultancy institutes a governance structure through which building owners carry out their dwelling responsibilities as stipulated in the commercial and legal framework of Qatari law, The Pearl Master Community Declaration and the Coowners' Association Constitution.

Strata Management is a specialized field of property management that involves managing financial and administrative duties, physical dwellings and client relationships in freehold properties with jointly owned common property. For The Pearl for Management and Operations, this includes all of the Island's residential apartments and low-rise communities, and all the common structural elements and recreation facilities included with each freehold plot.

Other operational duties include obtaining insurance valuations, delivering site plan recommendations, regular property inspections, compiling the co-owners association and residents' handbooks and the tendering and supervision of facility management services and subcontractors.

Harnessing mature commercial insight, sound business acumen and an uncanny ability for spotting the perfect investment towards building a strong business entity.



A market capitalization of QR 3,828,825,000 for the year ending 31 December 2009.

SCOOP

100% owned by UDC



A newcomer to UDC's extensive business
The Company is driven by a wellportfolio, SCOOP was established in the last quarter of 2008 to manage the vast potential of media and advertising space at The Pearl-Qatar. Its creation stands testament to UDC's remarkable diversification strategy.

Long-term focus, however, extends beyond the media and visual communications opportunities on the Island. SCOOP's business plan includes developing its agency capabilities and supplying advertising platforms for the region's businesses and their growing media demands.

rounded corporate strategy underlined by developing first-class Out-of-Home (indoor and outdoor) visual media capabilities in order to attract public attention, brand awareness and investment opportunities to The Pearl-Qatar.

In 2009, SCOOP fine-tuned its business plan, scouting for a joint venture partners to spearhead its Out-of-Home media operations. To that end, the Company commissioned two international media designers to develop and implement tailor-made indoor and outdoor media networks for exclusive use at The Pearl-Qatar. Its Out-of-Home media presence is now fully operational and is continuing to attract interest from UDC's subsidiaries on the Island.

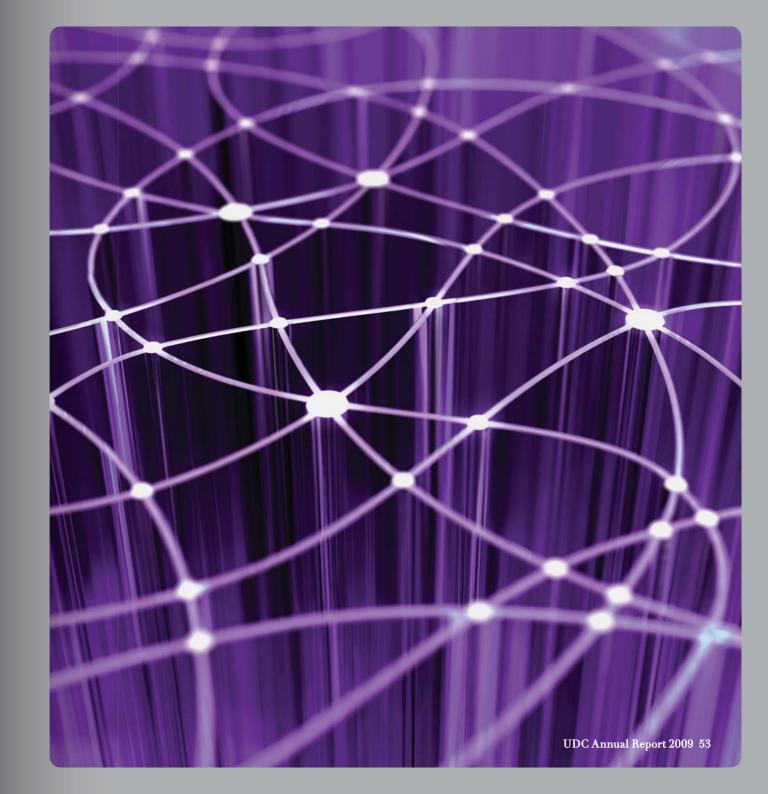
SCOOP's future goal of operating as an all-inclusive advertising agency will remain a primary focus as the Company enters 2010.

Pragmatech 100% owned by UDC

developing advanced business solutions

services for UDC, its subsidiaries and based indexing and searching solution establishing a communications strategy to

the Middle East and North Africa (MENA) to market and sell the application, designed

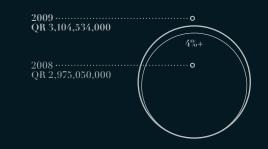


GEKKO

50% owned by UDC 50% owned by Commercial Bank of Qatar

Established in early 2009, the venture's primary objective encompasses the design and implementation of 'smart' payment products and facilities at The Pearl-Qatar. By providing 'smart' solutions to clients' everyday financial needs, GEKKO will be at the forefront of technologically-advanced payment applications and services.

GEKKO's initial focus is Qatar and the regional markets, but long term strategic goals call for extending its financia solutions internationally as well.



We always look to maximise each of our businesses potential to maximise the collective value of UDC.

4% growth in total equity in 2009.

Asteco

30% owned by UDC 30% owned by Commercial Bank of Qatar 20% owned by Qatar Insurance Company 20% owned by Asteco Property Management

Company's dedicated strata division.

Through efficient property management projects throughout Doha. systems and ongoing consultation with developers and owners, the Company facilitates consistent property operations and focuses on client satisfaction through the maximization of income generated from property investment.

Formed in 2007, Asteco Qatar offers property In addition to serving as sales and For 2010, Asteco Qatar aims to extend management, sales, leasing, research and leasing agents for two residential towers its market share. By building on its core consultancy services, alongside strata on The Pearl-Qatar's Porto Arabia and consultancy and management through the Viva Bahriya districts, Asteco Qatar also provides sales and leasing services the benchmark of property management to exclusive residential development

> In 2009, corporate restructuring of Asteco Qatar resulted in the creation of a separate strata management business. This newly established division essentially delivered Qatar's first exclusive coowners association management service provider and was instrumental in the start up of the co-owners association at The Pearl Qatar as well as maintaining consistency throughout The Pearl-Qatar Master Community.

strengths of property management and high performance, Asteco Qatar is primed to set services throughout Doha.



The world-class marina facilities helped The Pearl-Qatar win CNBC's International Award for Marina Development in 2007.

The marina is capable of berthing boats ranging in size from 10 meters to 100 meters.

Ronautica Middle East

100% owned by UDC

expertise in marina management and the international marine industry, with UDC's commitment to quality business partnerships, Ronautica Middle East was region's luxury boating industry.

seasoned marina specialists. It is charged with the creation and management of The Pearl-Qatar's three world-class marinas. including the marina at Porto Arabia, which In 2009, several luxury boats regularly berths 785 vessels and can accommodate boats up to 100 meters long.

The Porto Arabia marina features a state- one Riva 85. of-the art system of on-dock fueling for the Island's mega yachts, a fueling berth located at the marina's entrance and access to an innovative vacuum sewage system located at every mega yacht's berth. These world-class marina facilities helped The Pearl-Qatar win Development in 2007.

Combining Ronautica S.A's (Spain) In addition to developing marina infrastructure in The Pearl-Qatar's three marinas: Porto Arabia, Costa Malaz and Viva Bahriya, Ronautica Middle East offers charter and crewing services, sailing and established in 2007 to spearhead the diving schools, cruising services, super yacht trading, selling of boats and yachts and other nautical activities. The Company Ronautica Middle East boasts a team of is Qatar's exclusive distributor of many topname brands, including Bayliner, Meriden Yachts, Zodiac and Sunreef Yachts.

> docked at Porto Arabia's Marina, such as a 35-meter Benetti, the luxury Mangusta 105 and many Rivas, including

Ronautica Middle East will organize boat exhibitions in 2010 in coordination with the numerous retail, hospitality and entertainment events regularly hosted at The Pearl-Qatar. Showcasing Ronautica Middle East's products and services CNBC's International Award for Marina benefits the Company's regional boat dealers, while simultaneously drawing attention to The Pearl-Qatar's spectacular waterfront living environment.



United Ready Mix

32% owned by UDC 40% owned by BESIX 9% owned by Six Construct Limited 19% owned by Private Qatari Investors

through a joint venture between UDC and BESIX, Belgium's largest group of downturn, the Company was able to industrial companies, which operates achieve its highest profits on record in in the construction, infrastructure and 2008 - 2009 and has extended its focus property development sectors.

A limited liability company, United Ready Mix began supplying ready-mix concrete mainly to contractors at The Pearl-Qatar in 2006, thus providing one of the most essential building blocks to the development of the Middle East's most glamorous address.

The Company's three plants on The Pearl-Qatar produce an average of 60,000 cubic meters of concrete per month. The plants' support equipment includes 38 mixer trucks, 10 static concrete pumps and eight mobile pumps. From 2006 to the present, it continued to be the largest supplier of concrete to The Pearl-Qatar.

United Ready Mix was established Despite an increasingly competitive marketplace and a global economic to securing additional projects outside the Island.

> United Ready Mix remains committed to delivering quality products with a clientfocused approach to service. Aside from The Pearl-Qatar, currently 40 percent of United Ready Mix's overall output supplies various prestigious development projects in and around Doha.



Gulf Formaldehyde Company

10% owned by UDC

Gulf Formaldehyde Company (GFC) was To maximize shareholder return, the plant

urea and 15 percent water. Eighty percent of the UFC-85 produced is consumed fertilizer and one of QAFCO's primary

Throughout 2009 QAFCO, which operates,



Looking ahead to 2010

"We start the new year with a strong backlog and will keep a close eye on developments. Our healthy financial position is built on prudence. When entering into new ventures, strict cost control will sustain United Development Company's consistency in performance and strong corporate results."

Khalil P. Sholy
MD & President



