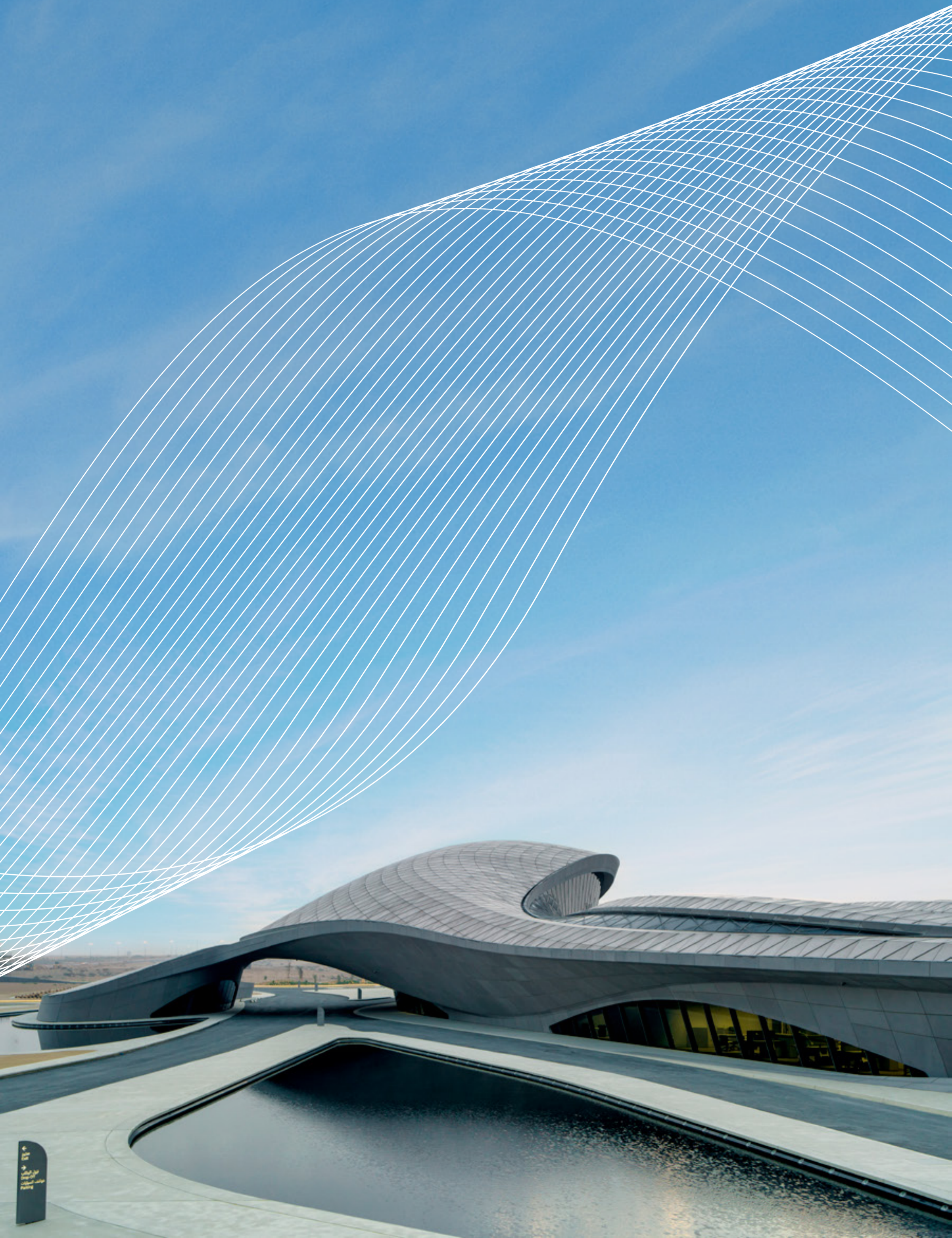




Corporate Brochure



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BEEAH

Pioneering a Sustainable Future

BEEAH is reshaping the future with groundbreaking environmental innovations and smart solutions for future-ready businesses, cities, and economies.

In collaboration with governments and strategic partners, BEEAH aims to shape a smart, sustainable future for the MENA region and beyond by acting as a catalyst for five critical pillars of modern life: Environment, Energy, Technology, Healthcare and Real Estate.

In doing so, we are inspiring hope by ensuring the well-being and progress of humanity for generations to come.

We Are

An international holding group, founded in 2007 as a public private partnership

13,000 employees, working across three major Middle Eastern countries: the UAE, KSA and Egypt

An industry leader and innovator across 5 future-critical focus areas.

Driving the pillars of sustainability, technology & people as the foundation for the region's success

Our Vision

To pioneer a sustainable future for the UAE, Middle East and beyond.

Our Mission

We act as catalysts in pivotal industries crucial to humanity's future.



Our Values



Innovation



Integrity



Excellence



Resilience

Environment

We are committed to making the planet a better place. With curiosity and creativity, we push the boundaries of what is possible for a more sustainable future for our cities and the generations that will live in them for years to come.

BEEAH is at the forefront of tackling challenges such as zero-waste through waste diversion and enabling a circular economy, while supporting others in this journey through environment services and educational and awareness programmes.

Waste Collection & City Cleaning

Excellence in Standards

Setting the standard for excellence in digitally-enabled city cleaning and waste collection solutions, BEEAH is paving the way for cleaner cities and healthier communities as the region's leading waste management partner.

Embracing the latest industry technologies, we offer world-class services to governments, corporate establishments, and residents across the MENA region for street cleaning, waste collection, waste tracking and waste sorting services. Our clients include municipalities across the UAE including Sharjah, Abu Dhabi, Al Ain and Ajman.



We also work with several iconic landmarks and developments in Dubai, including Burj Khalifa, Dubai Airports, Dubai World Trade Centre, Emirates Airlines, Jumeirah Lake Towers, Dubai Holding, Etihad Rail, and Majid Al Futtaim Group. Additionally, we are also a waste management partner for several commercial clients across Ajman and Abu Dhabi.

BEEAH has also served a role within international sustainable forums such as COP, first as the official waste management partner for COP27 and then as official Climate Supporter at COP28. During these events, we highlighted our commitment to a better future for the planet.



Technologically Driven

Integrating innovative solutions for complex waste problems, BEEAH's waste management systems set the industry standard for the use of sophisticated technologies in ensuring the cleanliness of our streets and communities.

Ensuring efficient, timely and comprehensive waste collection, with a fleet of **over 2000 vehicles**, including hundreds of ecofriendly and specialised vehicles, such as **autonomous street sweepers and electric desert cleaning vehicles**.

Pioneering the use the **region's first, end-to-end, digital waste management solution – WastePro+**, to manage our operations across the waste cycle, optimise routes and conserve resources.

Capitalising on AI in the industry, our waste collection vehicles are also equipped with the **groundbreaking AI 360 camera system – AI City Vision** – which recognises bin status, overflowing waste, and road cleanliness.

Deploying geo-tagged bins and sensors, for more efficiency in tracking full bins as well as **solar powered Wi-Fi bins**, to compact waste, encourage recycling, and maximise waste collected per trip.

Engaging local communities in our vision for the future of clean cities with **door-to-door awareness initiatives and residential recycling programmes**. We also provide a service called 'You Call, We Haul' for safe and easy disposal of bulky or heavy waste.

Beyond Boundaries

Regional Expansion

Our pursuit of excellence and role as a catalyst for sustainable practices is unrestricted by boundaries. We are proactively seeking to expand into international markets and have already done so in Saudi Arabia and Egypt – two major Middle Eastern countries with commitments that align with ours.

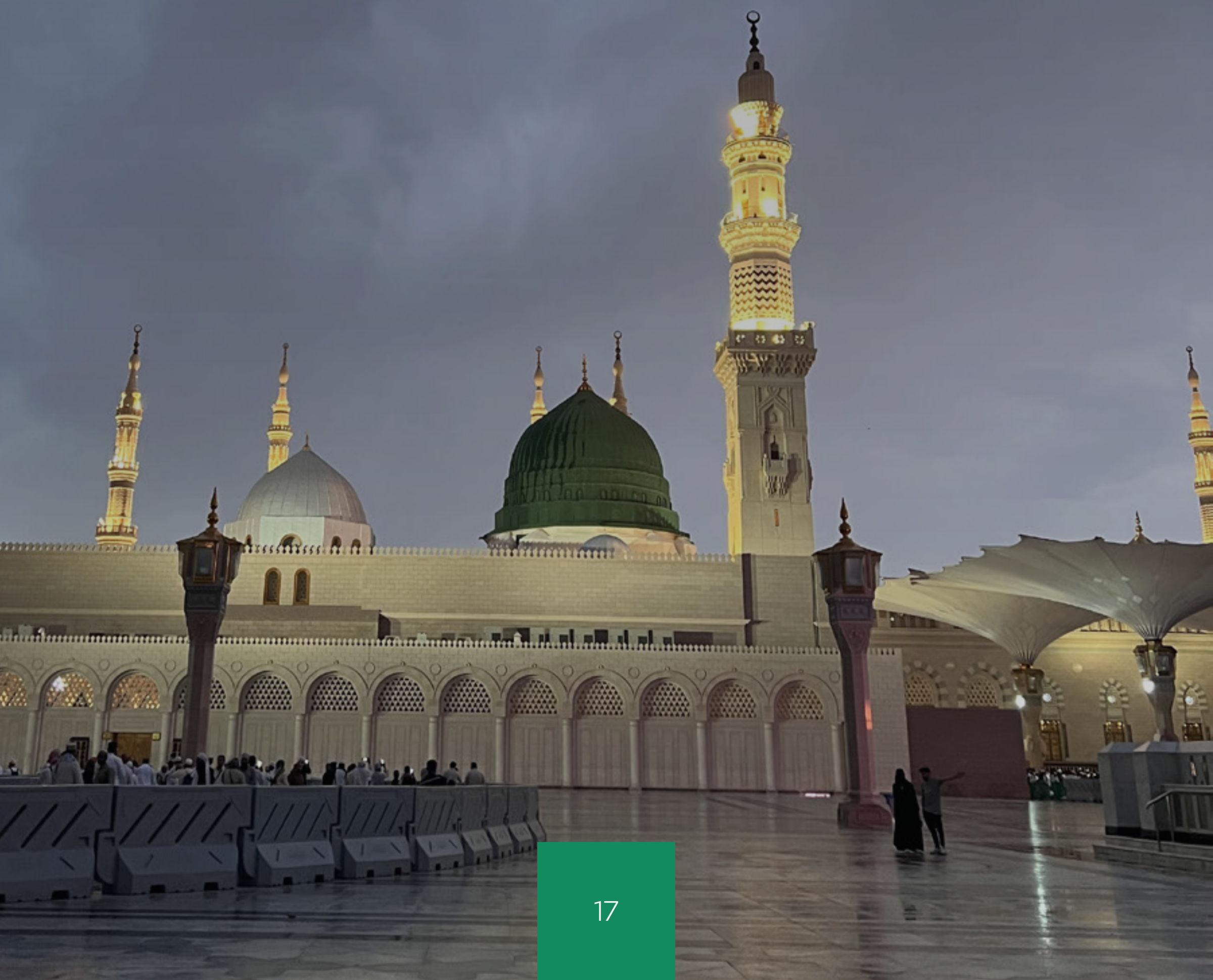
Saudi Arabia

Our first international contract in 2020 was in Al Madinah, the city of Prophet Muhammad (PBUH), in the Kingdom of Saudi Arabia, serving the needs of millions of residents and visitors to the holy city. Deploying a skilled workforce of over **3000 waste management operatives** as well as an **advanced fleet of over 500 vehicles** to support Madinah's transition to a sustainable city of the future, we are helping drive Saudi Vision 2030.

Serving millions of visitors and residents, BEEAH offers solid waste collection and transport services, and performs disinfection and sanitisation of waste bins, in addition to conducting training sessions, workshops, and awareness campaigns for citizens in Madinah.

BEEAH is also strategically collaborating with the Saudi Investment Recycling Company (SIRC) and ALMQR Development Company, the investment arm of the Municipality of Madinah, to enhance our role in ensuring the well-being of people in Madinah.

The new joint venture, Mostadam, will provide fully integrated waste management solutions, which will increase recycling and landfill diversion rates while supporting circularity and Madinah's environmental goals.



Egypt

Beyond Saudi Arabia, we have also partnered with Egypt's Administrative Capital for Urban Development (ACUD). One of the world's largest urban development projects, with an expected **population of 2 million**, the new administrative capital has an exemplary vision for environmental responsibility that BEEAH is bringing to life.

The joint venture, Administrative Capital for Integrated Environmental Solutions & Services, provides comprehensive waste management services, including public cleansing, waste collection and management of municipal solid waste, commercial waste, and medical waste. Operating advanced waste processing and recycling facilities, BEEAH will also support ACUD in promoting circularity & achieving an **ambitious 80% landfill diversion rate** in line with Egypt Vision 2030.

COP Presence

BEEAH's role as an industry leader in environmental services is also brought into the limelight at international forums. As the waste management partner for the city of Sharm El Sheikh, the Group provided waste management services during COP27. BEEAH was also an official Climate Supporter at COP28, highlighting our close collaboration with like-minded entities and international and regional partners, that have led to ground-breaking achievements in clean energy transition, technological advancement, and a zero-waste future.



Waste Recycling & Treatment

Promoting Zero Waste Solutions for All

Shaping a zero-waste future for the next generation, BEEAH has developed a self-sustaining, circular model for the management of waste, where it is recycled, recovered, regenerated, and reintegrated into the economy.

We have steadily invested in the latest technologies as our tool to tackle one of the planet's biggest problems. Our full-circle solution for waste management includes a state-of-the-art Waste Management Complex in Al Saja'ah, which stretches over **4 square kilometres** and houses **12 recycling facilities**, some of which are the world's most advanced.

Advanced Recycling Facilities

Material Recovery Facility (MRF)

The third largest facility of its kind in the world, and one of the largest producers of recyclables in the region, the Material Recovery Facility uses state-of-the-art technologies to process over 600,000 tonnes of municipal solid waste annually.



Construction & Demolition Waste Recycling Facility (CDW)

The first of its kind in the MENA region, the Construction and Demolition Waste Recycling Facility processes around 500,000 tonnes of construction & demolition waste annually, turning it into industry-certified recyclable products.

Tyre Recycling Facility (TRF)

The Tyre Recycling Facility is a world-class facility that uses state-of-the-art cryogenic processes to recycle up to 3 million tyres every year, and produce high-quality ISO certified products, such as crumb rubber, rubber mulch, crumb rubber tiles and pavers, moulded rubber products and rubberised asphalt.

Car & Metal Shredding and Recycling Facility

The Car & Metal Shredding and Recycling Facility shreds old car bodies and other light metal scrap, and segregates metal, glass, and plastic components for recycling.



Industrial Waste Water Treatment Plant (IWWTP)

The Industrial Waste Water Treatment Plant treats 350m³ of industrial low strength wastewater, toxic high strength wastewater and oil wastewater every day. Using physical, chemical, and biological processes, as well as filtration, the facility produces clean water for use.

Biomass Facility

The Biomass Facility treats cellulous and carbon-based waste from construction, furniture, biological and bulky waste to generate wood chips as an alternative fuel. It processes 200 tonnes daily, the equivalent mass of 16 standard school buses, at a recovery rate of 98%.



Alternative Raw Material Facility (ARM)

Developed in partnership with Polygreen, the world-class Alternative Raw Material Facility is the first dedicated marine waste and hazardous waste treatment facility in the region. It can produce up to 120 tonnes of alternative raw materials.

Solid Recovered Fuel Facility

The first of its kind in the region, the Solid Recovered Fuel Facility processes commercial waste residue, to generate high-quality alternative green fuel for cement production. It has an annual production capacity of 85,000 tonnes.



Commercial & Industrial Facility

Treating commercial and industrial waste through the region's first integrated robotics sorting system, the Commercial and Industrial Facility processes around 156,000 tonnes of source-segregated, clean mixed recyclables per year.

Landfill Management

With overfilling and mismanaged landfills increasingly becoming a global issue, BEEAH has sought to thoughtfully and creatively address the problem in Sharjah. We manage two of the largest engineered landfill cells for municipal solid waste in Sharjah. The first cell has a capacity of **3,100,000 m³ of waste over 10 years;** while the second can accommodate **2,500,000 m³ of waste across a period of eight years.**

Recycling Partnerships

Our journey to achieving a better future for humanity needs partners. At BEEAH, we believe in the need to work collaboratively and innovatively with like-minded individuals to achieve our goals.



As the Middle East's leading expert in medical waste, health and safety management, Wekaya offers state-of-the-art solutions in medical and hazardous waste collection, transportation, treatment, and healthcare personnel training. Wekaya also offers specialized services called Salamateq, which is dedicated to promoting a sustainable value-based culture of occupational health, safety, and well-being in the MENA region and beyond.

evogreen

A BEEAH + POLYGREEN JOINT VENTURE

Evogreen is a joint venture between BEEAH and Greek-owned Polygreen, which offers innovative marine environmental management solutions.



B&A
WASTE MANAGEMENT
A BEE'AH & AMBIENTHESIS JOINT VENTURE

BEEAH joined forces with leading Italian company, Ambienthesis, to establish B&A Industrial, an end-to-end, integrated, industrial waste management company.

Environment Services

Leading expert in Environmental Services & Consultancy

BEEAH undertakes pioneering research and innovation for leading government and corporate entities under the sustainability sector. We also support clients with customised environmental solutions including:

Ecological Studies

Environmental Studies

Waste Management Consultancy

Safety Studies

Remediation & Monitoring

Sustainability Advisory & Reporting

Leveraging our expertise in the field, we support the development of comprehensive ecological baseline surveys, expert industry reports, GIS-based mapping services, environmental studies to assess compliance with local and federal regulatory requirements, and comprehensive and innovative waste management solutions.

We conduct safety assessment for early identification of potential hazards, design deficiencies, and zoning of flammable areas, as well as comprehensive environmental monitoring, contamination assessment, and remediation of contaminated sites. As a pioneer in the field, we also deployed **Sharjah's first air quality monitoring system.**

Understanding digitalisation to be a driver for success when it comes to environmental action, we develop **customised digital platforms for clients** in the environmental and waste sectors including a **waste permit portal for the Hamriyah Free Zone Authority**, which was Sharjah's first blockchain platform.

Another success story has been our partnership with the Sharjah Port Authority to launch an **online waste manifest platform called MARASI**, which will reduce the environmental impact of the shipping industry and ensure the safe management of hazardous and non-hazardous waste from ships at Sharjah's ports.

Education

Nurturing Environmental Awareness & Excellence for a Better World

While BEEAH makes important leaps in the journey to a better future for humanity – our work will need future generations to carry on our legacy. Through our education programmes, we are inspiring individuals and communities to contribute to a more positive world through environmental awareness and excellence.

From schools to universities, government bodies, organizations, and the public, BEEAH is connecting vital players in society and helping create a long-lasting culture of environmental responsibility and stewardship while rewarding positive action and innovation.

ACADEMY OF SUSTAINABILITY

PIONEERED BY BEEAH EDUCATION

Formerly known as the BEEAH School of Environment, our fully integrated environmental educational programme has reached more than **252,000 students** in all age groups, from kindergarten to grade 12, as well as **6,500 teachers in over 700 schools across the UAE**. Our team has conducted around 130 types of workshops, presentations and activities at our partner schools.

We also have an interactive website with lesson plans, videos and games, which now has more than **16,000 active users**. The BEEAH Academy of Sustainability also conducts **environmental and recycling competitions**, including The Great Battery Challenge (TGBC) which has been running for over five years, in partnership with Duracell.

Future Pioneers Award

Acknowledging breakthrough ideas for sustainable excellence, the Future Pioneers Award (FPA), under the patronage of Her Excellency Sheikha Bodour bint Sultan Al Qasimi, recognises and rewards the innovators in the environmental solutions sector.

The global competition is open to school and university students, professionals from diverse sectors, as well as government bodies, institutions, and corporate organisations from around the world. It has kick-started exciting projects and solutions with the potential to reshape our landscape as well as provided the funds and resources to scale up potential into promise.



The Institute of Environmental Management and Sustainability – Middle East is a centre for interactive learning, innovation, and skill advancement. It offers a range of internationally accredited, industry specific qualifications and training programmes within the environment and waste sectors.

Through the Institute, BEEAH has trained and certified over **300 professionals and 2,300 waste management operatives**, offering technical trainings, conformity assessments, learning for research and innovation. In doing so, we are upskilling individuals and corporations to be at the frontlines of sustainability action.

Energy

Energy has become critical to human life and our future development. From our hospitals, schools, industries and transport, to space exploration and AI – we rely on energy on an everyday basis. However, with depleting resources, and the impact to the environment, the world stands at a crossroads to achieve a rapid energy transition and source power from sustainable, cleaner fuels. Here is where BEEAH comes into play.

Sustainable Energy

Pioneering Solutions for a Clean Energy Future

In light of the energy challenges faced by the world, BEEAH is investing in a clean energy future. Leveraging our expertise as sustainability visionaries, we are working to harness the full potential of clean energy, diversify the UAE's energy mix, and support national and international goals in sustainable energy generation.



With a game-changing solution that addresses the need for more sustainable power sources as well as managing non-recyclable waste, BEEAH partnered with Masdar to establish the Emirates Waste to Energy Company (EWTE). **As the first dedicated waste to energy company in the UAE**, the Emirates Waste to Energy Company aims to establish waste-to-energy projects across the MENA region. The EWTE's first project, the **Sharjah Waste to Energy Facility**, is the first of its kind in the region.



Sharjah Waste to Energy Facility

The Sharjah Waste to Energy Facility is a blueprint for successful waste-to-energy projects in the region. Inaugurated in 2022, the UAE's first commercial-scale waste to energy facility is **processing over 300,000 tonnes of waste per year, to produce 30MW of clean energy, powering up to 28,000 homes in Sharjah.** In addition to displacing almost **450,000 tonnes of CO₂ emissions, it saves 45 million m³ of natural gas per year.**

Solar Landfill Project

On reaching BEEAH's zero-waste target, we will repurpose the resultant empty landfills into solar farms. This solar-landfill project, **another first for the region**, will be developed in partnership with Masdar and the Sharjah Electricity, Water, and Gas Authority (SEWGA). Solar photovoltaic panels will be installed on the landfill site across three phases and will **produce up to 120 megawatts of clean energy** on completion, creatively using available land resources and meeting the UAE's solar energy development targets.

Hydrogen From Waste Project

We see the value in waste. Building on our waste-to-energy vision and in partnership with Chinook Hydrogen, BEEAH is building **the world's first Super Green Hydrogen from Waste plant.**

Combining BEEAH's expertise in waste management and material recovery, Chinook Hydrogen patented RODECS pyrolysis and gasification process, and Air Water's Hydrogen Refinement technology, the new facility will convert solid municipal waste into fuel-cell grade hydrogen that is commercially viable, with a negative carbon footprint and the ability to capture carbon dioxide.

When fully functional, the plant in Sharjah will convert non-recyclable plastic waste and wood waste to **produce 6.6 tonnes of hydrogen per day**, with the **potential to further scale to 18 tonnes** of hydrogen per day. This groundbreaking facility will mark a significant step forward for the UAE's ambitions in hydrogen leadership, decarbonization, and climate action.

Already, BEEAH and its partners have celebrated the **success of a Super Green Hydrogen demonstration plant in Nottingham, UK** – which demonstrated the effectiveness and scalability of green hydrogen in a carbon-negative process with one of the world's lowest production costs for the first time in history. The technical validation and operational breakthroughs achieved by the pilot plant will form the basis of the development of the plant in the UAE.

We will also have an adjacent fuelling station which will use this hydrogen to power our future fleet of hydrogen vehicles.



Technology

As technology redefines how we live, work and interact with each other on a daily basis, we believe in its power to not only address the world's most complex issues but also the opportunities it opens across future-critical industries and sectors.

BEEAH invests in technology ventures that serve us in our journey to progress humanity and catalyze meaningful change.

Digital Ventures

Leading Digital Innovation & Transformation Across the MENA Region

As emerging technologies and smart solutions create new avenues for growth and progress, BEEAH is committed to leading digital transformation efforts in the MENA region through innovative ventures including EVOTEQ, re.life, Khazna Sharjah & ION.

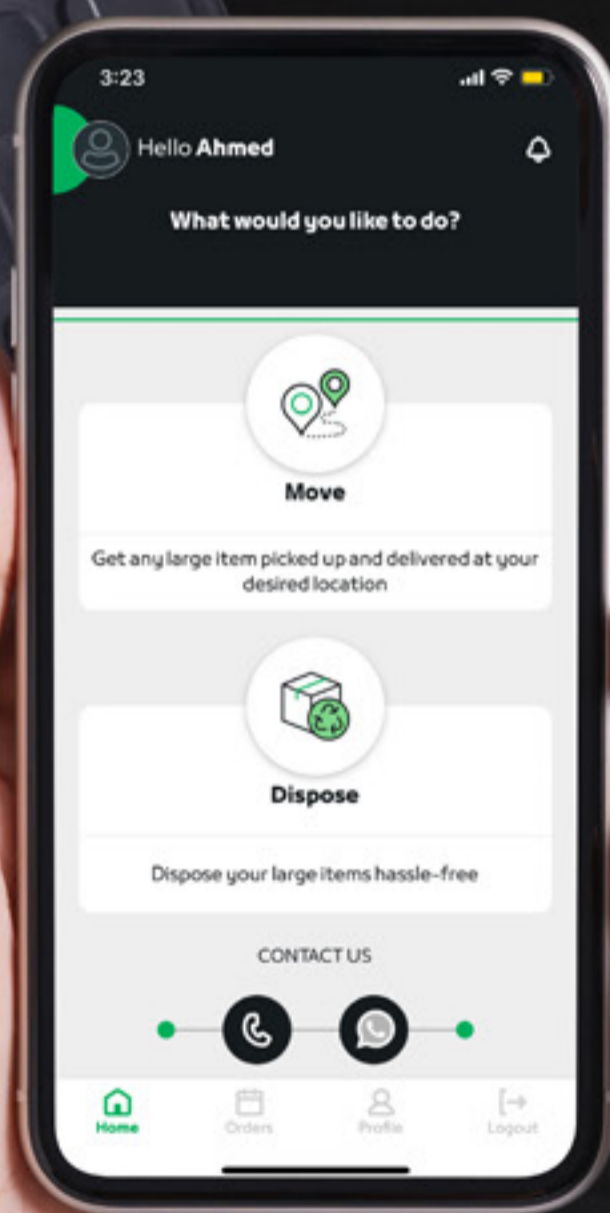
EVOTEQ

EVOTEQ was founded in 2017 with a mission to catalyse digital transformation in the Middle East. With customized digital solutions, EVOTEQ enables governments and large enterprises across the region to improve performance, increase efficiency, and make better decisions, creating meaningful impact on people's lives.

EVOTEQ has been responsible for some of the region's most remarkable digital solutions, including: the **first AI platform for offices of the future**; the **GCC's largest municipal digitization project**; **Sharjah's first blockchain platform**; and a **GS1 certified, track-and-track platform**, which has now been adapted by the UAE Ministry of Health and Prevention. MoHAP, has created the 'Tatmeen' application that tracks and traces all medication entering the UAE to fortify the supply chain and ensure the safety and health of all patients.

re.life

With the growth of platformisation, BEEAH launched re.life in 2020 as a digital ecosystem that enhances quality of life through connectivity, communication and transparency and also benefits businesses. re.life has launched 2 platforms: re.life collect & re.life market.



The logo for re.life collect, featuring the text "re.life" in white and "collect" in green, set against a dark background.

re.life collect is a smart, on-demand solution for door-to-door bulky waste collection services at affordable rates. The seamless process and live-tracking feature allows enhanced visibility and convenience for users.

The logo for re.life market, featuring the text "re.life" in white and "market" in blue, set against a dark background.

re.life market, is a virtual marketplace for trading recyclable materials with the goal of advancing global circularity. This platform links sellers and buyers directly, cutting the middleman, allowing 100% transparent and market-driven transactions. The platform also provides quality inspections and logistics service support, eliminating unnecessary paperwork.



Sharjah

As the demand for data centers grows in the region with the establishment of smart cities, BEEAH established a partnership with Khazna Data Center for Khazna Sharjah, which will be **Sharjah's largest tier 3 data centre**. This development will be a major contributor to new digital infrastructure, safeguarding business continuity, key operations, and data sovereignty. This new data centre will ensure a safe, secure, and reliable environment to host, transfer and communicate data.

In addition to following carbon neutrality targets and net zero waste standards, this data centre will create seamless connections & business opportunities, enhance customer experience & satisfaction, and improve economic scalability & growth.

ION

Pioneering new developments in the dynamic electric vehicle sector, in 2018, BEEAH partnered with Crescent Enterprises to establish the **country's first exclusive sustainable mobility solutions provider**, ION. With end-to-end mobility solutions and infrastructure, including first and last mile solutions, ride-hailing services, as well as energy networks such as alternative battery technologies and charging stations, ION is reshaping the future of transport.

The company also aims to enable zero-emissions transport infrastructure in the MENA region. Using a single digital platform, ION **simplifies EV charger management** and equips electric car users with the ability to locate, activate and use EV chargers across the UAE, while connecting EV charger owners and operators for better maintenance and efficiency.

The entity is working with the Sharjah Road and Transport Authority to plan, develop, and install a **network of hundreds of EV chargers** across strategic locations in Sharjah, contributing to national goals for eco-friendly transport options. The new infrastructure will include fast chargers for ease and convenience of users to promote the shift to more sustainable means of transport



Healthcare

In light of the pandemic era, we all can fully appreciate and acknowledge the need for robust, highly capable healthcare networks as the foundation for humanity's survival. Complex, new diseases and medical conditions, lifestyle changes and population growth means that the future of healthcare has never been so important. Bringing our forward-thinking approach, and our agenda for a more positive future for people and planet – BEEAH is playing a role in redefining modern healthcare to better meet the needs ahead.

Future-Ready Healthcare

Introducing future-ready healthcare for an uncertain future

We are fortifying healthcare networks for the future by integrating digital platforms, new technologies and research and innovation and focussing on best-in-class patient care.



JAWAHER
BOSTON MEDICAL DISTRICT

Merging innovation, technology and sustainability with healthcare, we are building the Jawaher Boston Medical District in Sharjah, through a landmark partnership with Mass General Brigham and Dana-Farber Cancer Institute - world-renowned medical institutions from Boston, United States.. This new state-of-the-art healthcare system is designed to deliver world-class, patient-centered care with the **aim of making Sharjah one of the healthiest cities in the region.**



Mass General Brigham



Dana-Farber
Cancer Institute

The Jawaher Boston Medical District will offer patients access to advanced clinical expertise across a comprehensive range of specialties, including lifestyle medicine and disease prevention, oncology, women's health, pediatrics, cardiovascular, neurosciences, behavioral health, and

rehabilitation medicine. Through our forward-looking approach, the district has been designed as a healthcare ecosystem of the future, extending care beyond the walls of a hospital by integrating healthcare solutions into homes, schools, workplaces, and communities.

The 266-bed hospital will be characterised by new technologies, diagnostics, delivery models and patient care including advanced digital platforms, the latest research and innovation and best-in-class medical practices to address the needs of individuals and communities in Sharjah and the UAE across their entire lifespan.

The project also integrates sustainable thinking and holistic care by incorporating solar panels in an iconic canopy design element and plans for a lush surrounding forest. The solar panels will aid the hospital in achieving net-zero status while the forest, which will include thousands of native and adapted trees, will prioritise the crucial role of nature in healing.

RPBW
ARCHITECTS

In 2024, BEEAH and its partners appointed the award-winning Renzo Piano Building Workshop (RPBW) as the architectural firm for the Jawaher Boston Medical District.



Real Estate

As technology redefines how we live, work and interact with each other on a daily basis, we believe in its power to not only address the world's most complex issues but also the opportunities it opens across future-critical industries and sectors.

BEEAH invests in technology ventures that serve us in our journey to progress humanity and catalyze meaningful change.

Smart, Sustainable Buildings

Building the Future with Sustainability & Technology

As humanity progresses, so do our needs for smart, sustainable environments where we can be the best versions of ourselves in all roles of life. Building on the legacy of the BEEAH Headquarters, we are looking to pioneer technologically-advanced, green architecture in the UAE and wider region. our real estate services include end-to-end development and management solutions across a project's lifecycle.



Beeah Headquarters مقر بيئة الرئيسي

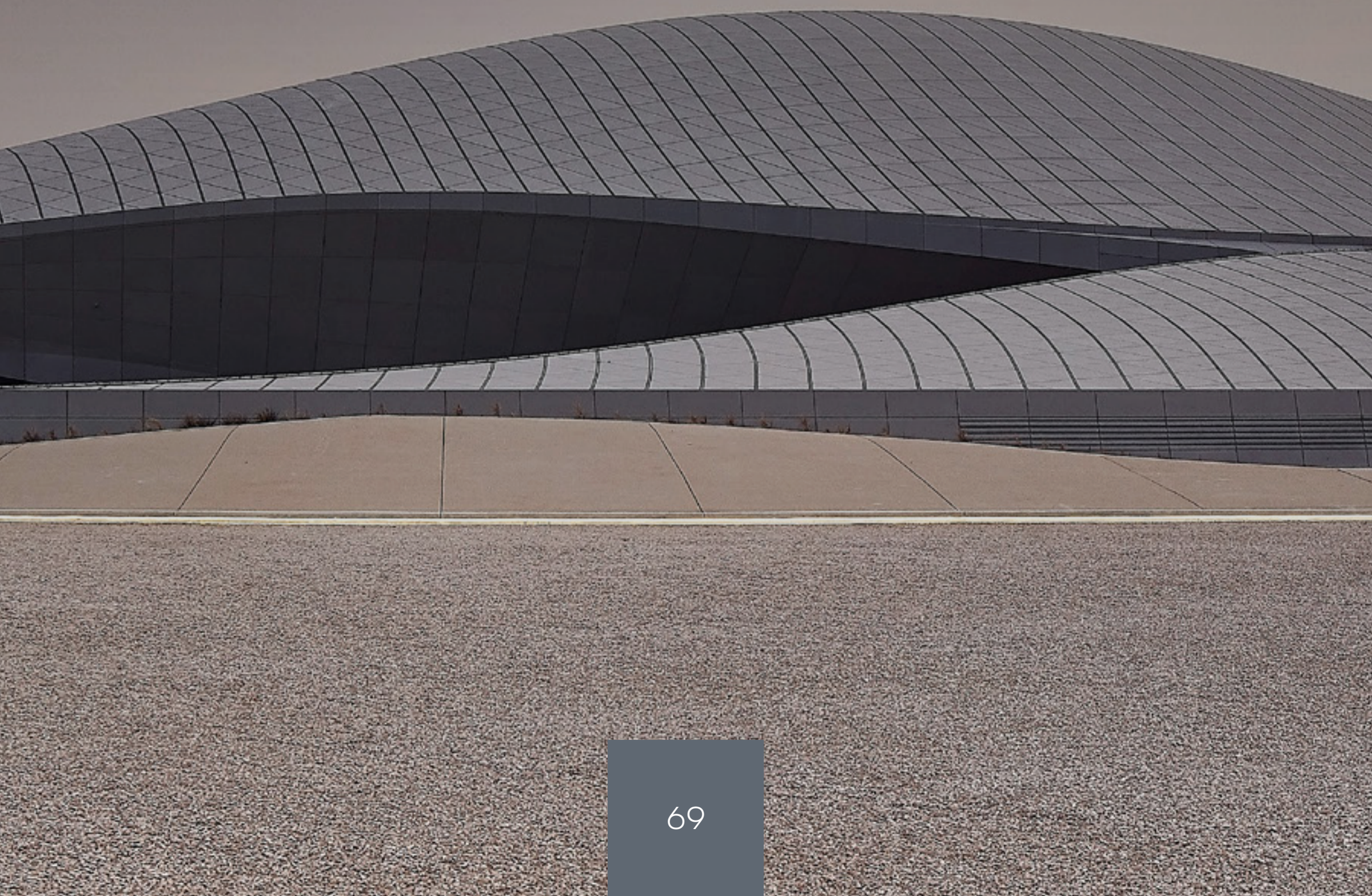
Designed by the world-renowned Zaha Hadid Architects, the BEEAH Headquarters redefines the benchmark for green buildings. Completely powered by renewable energy, the building embodies sustainability principles through an integrated strategy, including displacing the need for the consumption of a resource through natural means, utilising resources as effectively as possible, generating resources renewably, and reducing the site's existing impact on the environment. As such the building has been recognised by numerous global forums and awarded for its unique features.

As the first fully AI integrated building in the region, the BEEAH Headquarters operates using cloud and artificial intelligence features, developed and deployed by technology experts Microsoft, Johnson Controls and EVOTEQ.

From digital workspaces to smart back-office integration, smart lobby-visitor management, smart security and intelligent concierge services, the building sets a model for the offices of the future.

As one of the smartest and most sustainable buildings in the world, the headquarters has received the Leadership in Energy & Environmental Design (LEED) Platinum certification, the US Green Building Council's highest rating.

Since its opening, the Headquarters has hosted several regional and international events and been featured in campaigns for the world's most iconic brands.



Project Management

Building on the legacy of BEEAH HQ, we support internal and external stakeholders with end-to-end development and management solutions across a project's lifecycle. Leveraging our exceptional expertise in project management, commercial management and governance services, as well as commitment to excellence in service, we provide master planning for sustainable, smart infrastructure. From conceptual planning, to detailed designs, vendor selection, construction oversight, and post-construction evaluation, our cohesive approach accounts for all client requirements.

Developments

Beyond managing projects for external stakeholders, we are also focused on ambitious future plans for several of our own developments. This vision encompasses cities of the future, defined by sustainable innovation, self-sufficiency, and a commitment to achieving net-zero goals. It aims to foster a health-conscious environment while providing elevated experiences for residents.

In addition, BEEAH is working on several upcoming real-estate projects, designed with our unique forward-looking point of view and our focus on sustainability, technology and people. Our investments in this sector reflect our desire to catalyse new and important improvements in the lives of those around us – creating enriched, modern ecosystems where people and their future can thrive.

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Beyond Tomorrow