

LASAL

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LASAL
THE RESIDENCE
COLLECTION

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Inspired in New York, Realized in Riyadh

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SKALE DEVELOPMENTS + RELATED FUND MANAGEMENT

SKALE Developments is a Riyadh-based real estate developer rooted in an Assiri family enterprise that has been active in Saudi Arabia since 1982. Its integrated capabilities span the full development lifecycle, including planning, construction, sales, leasing and operations.

Related Fund Management is a U.S.-based real estate investment manager with approximately $13 billion in assets under management. As a shareholder and strategic partner in SKALE, the firm brings extensive institutional investment experience, disciplined governance and a long-term approach to real estate.

The partnership brings together deep Saudi development expertise and global institutional experience to deliver LASAL Central. As its flagship project in Riyadh, LASAL reflects a shared commitment to thoughtful design, rigorous execution, enduring quality, and a distinctive new standard of urban living.

"LASAL gives form to our vision for how Riyadh should live."

— SALMAN KHALED ASSIRI
CHIEF EXECUTIVE OFFICER

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"Related Fund Management's investment in SKALE reflects our confidence in the strength of the Saudi market and the opportunity to deliver projects that combine institutional discipline, thoughtful design, and strong execution."

— JUSTIN METZ
MANAGING PARTNER

RELATED FUND MANAGEMENT


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Hospitality, Made Residential

LASAL is a Saudi-born residential brand created for a new generation of high-end homeownership. Its name pays homage to King Salman, while its design language draws on principles of Salmani architecture to give Saudi heritage a contemporary residential expression.

Hospitality, Made Residential defines the idea behind the brand: homes planned together with the amenities and services that support daily life, bringing the attentiveness of hospitality into a residential setting.



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From Legacy, an Elevated Standard

LASAL is SKALE's residential collection, carrying forward decades of Assiri family experience creating private palaces in Saudi Arabia. That legacy moves into the residences through the same attention to permanence and care, shaping homes conceived to hold their value over time.

Across the collection, architecture responds to its setting while the residential experience remains recognizably LASAL. As new addresses take shape across Riyadh and the Kingdom, that standard carries forward without imposing the same expression.

Around LASAL

LASAL Building

Government

2 Ministry of Interior
3 Ministry of Hajj
4 Ministry of Finance
5 Ministry of Commerce
6 Ministry of Education
7 Ministry of Sport
8 Ministry of Energy

Banking & Business

9 SNB AlAhli
10 The Saudi Investment Bank
11 Banque Saudi Fransi
12 Riyad Bank
13 Olaya Towers
14 Al Faisaliah Tower

Healthcare

15 King Faisal Specialist Hospital & Research Centre
16 King Fahad Medical City
17 Prince Sultan Military Medical City

Education

18 Alfaisal University
19 King Abdulaziz University Hospital

Culture & Heritage

20 King Abdulaziz Historical Center
21 The National Museum
22 Murabba Palace
23 King Fahd National Library

Retail & Entertainment

24 Al Faisaliah Mall
25 Panorama Mall
26 Centria Mall
27 Kingdom Center

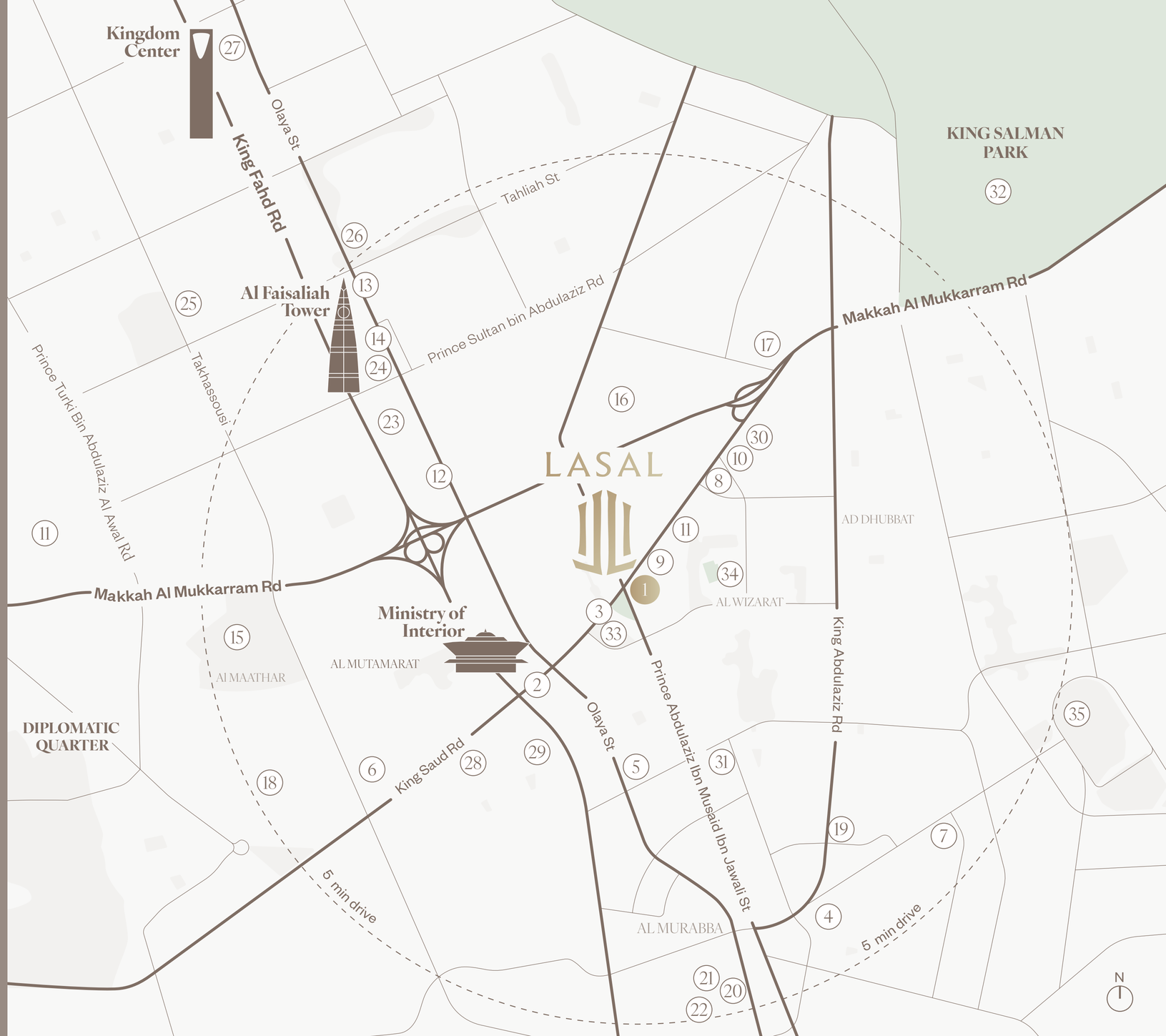
Hotels & Hospitality

28 InterContinental Riyadh
29 Voco Riyadh
30 Riyadh Marriott Hotel
31 Crowne Plaza Riyadh Palace

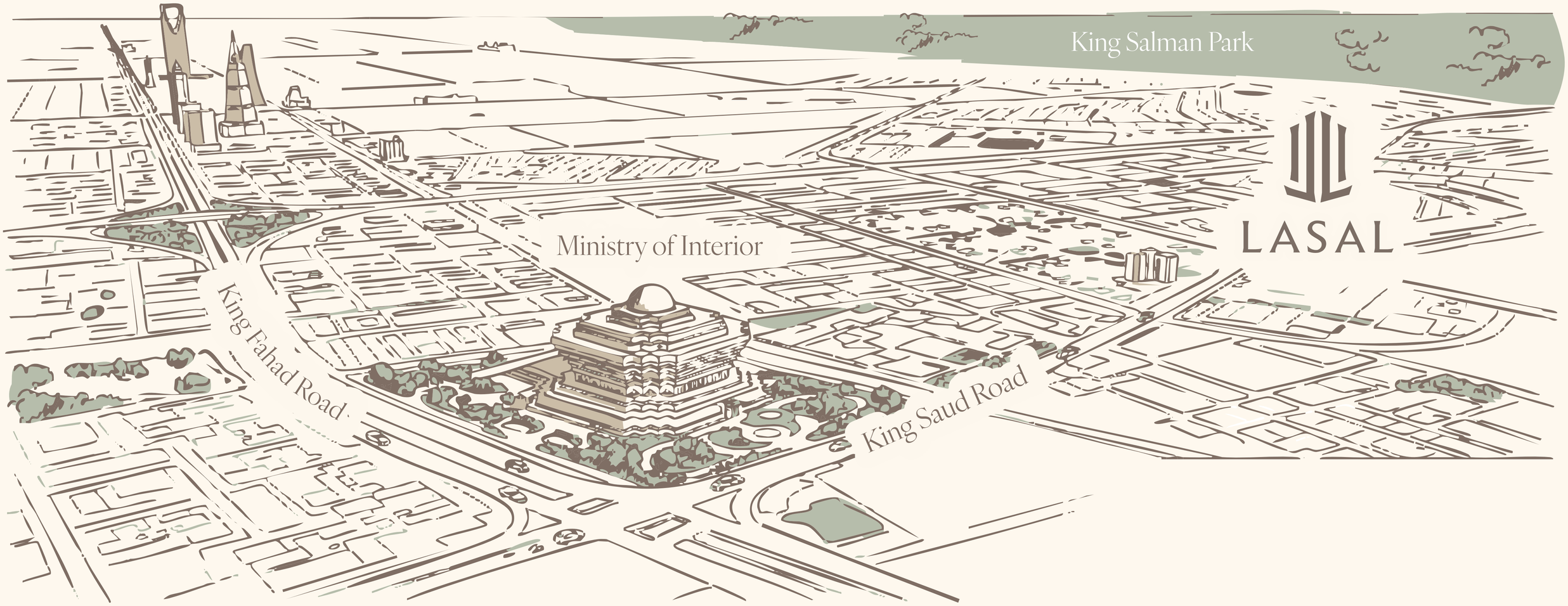
Parks & Recreation

32 King Salman Park
33 Al Dabbab Park
34 Al Wizarat Park
35 King Abdullah Park

LASAL is exceptionally well connected to Riyadh's public transport network, with multiple nearby bus stops and metro stations providing seamless access across the city and convenient daily commuting.



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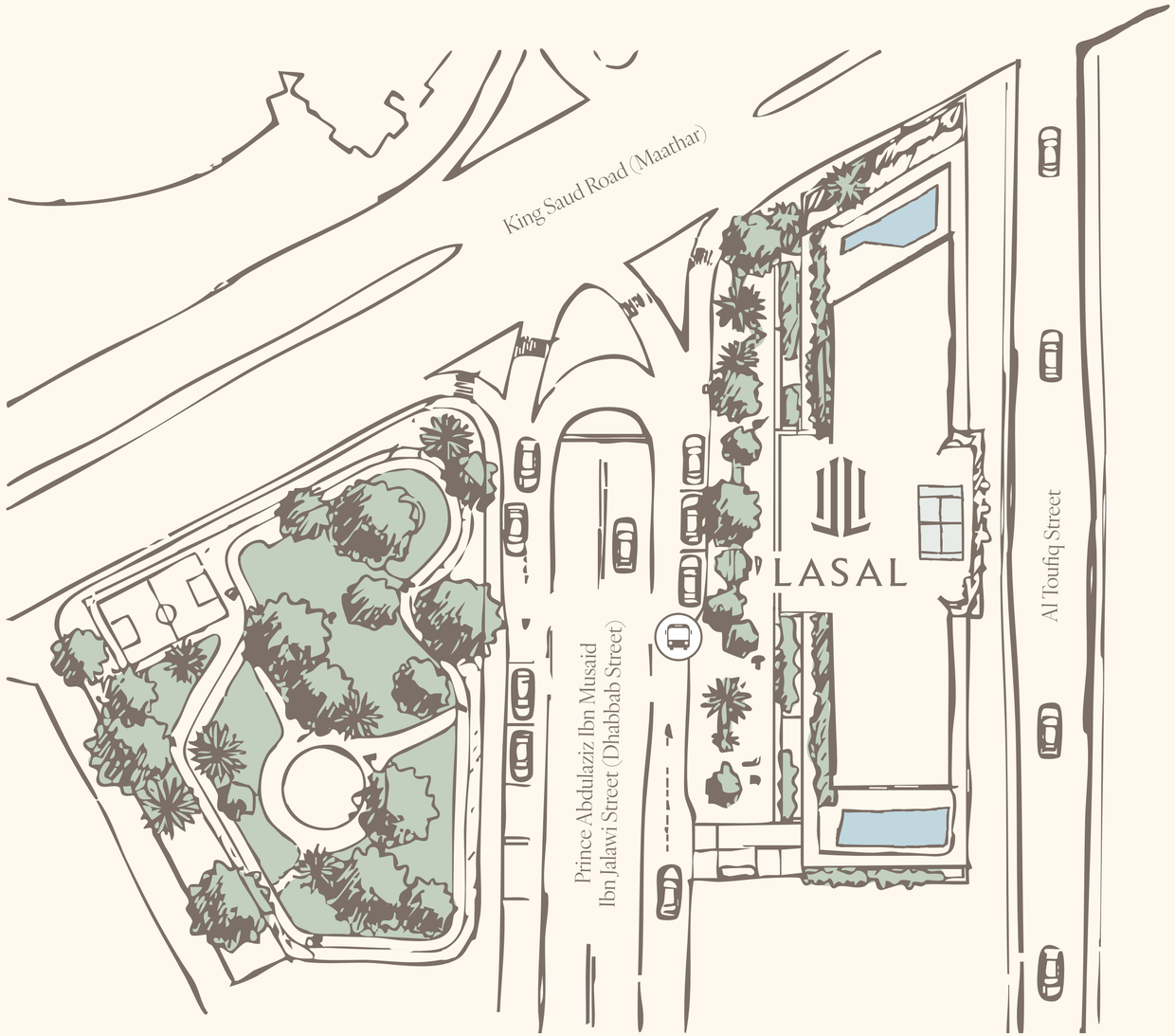


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At the Heart of Riyadh

LASAL Central is located in Murabba, one of Riyadh's most central and historic districts, at the intersection of King Saud Road (Maathar) and Prince Abdulaziz Ibn Musaid Ibn Jalawi Street (Dhabbab). The address places residents near the King Abdulaziz Historical Center, National Museum, Murabba Palace, King Salman Park, and downtown Riyadh.

Its central position provides strong connectivity across the city, with north-south access via King Fahd Road and Olaya Street, and east-west access via Makkah Al Mukarramah Road, complemented by adjacent public transportation. Facing Al Dabbab Park, the site benefits from open views and natural light, with government institutions and major employers in finance and healthcare nearby.



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ARCHITECTURE AND INTERIORS

"The architecture gives the building a measured presence in central Riyadh. Its vertical frame brings order to the façade, while recessed balconies create depth and a sheltered edge for residents."

— RAYMOND FORT
VICE PRESIDENT & DESIGN LEAD

ARQUITECTONICA

The combined portfolios of Arquitectonica and March and White Design span prominent hospitality and residential projects across international luxury markets. At LASAL Central, their work brings together contemporary architecture and Saudi identity.

The building offers a modern interpretation of Salmani design principles, rooted in local culture and expressed through materials suited to Riyadh's climate. Against the city's emerging skyline, its presence is deliberate; indoors, that presence settles into a quieter register.

"LASAL's interiors are defined by texture, craftsmanship and timeless materials, creating calm, sophisticated spaces for everyday living."

— JAMES WHITE
PARTNER

MAWD
MARCH AND WHITE DESIGN

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A Contemporary Expression of Riyadh

The architecture reinterprets Salmani principles through a contemporary lens, balancing strong proportions and a distinctive presence on Riyadh's skyline with a human scale at the level of the residence. Deep balconies, layered façades, and carefully considered openings respond to Riyadh's climate through shade, privacy, and natural light. The result is architecture rooted in its setting while looking confidently toward the city's future.



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THE INTERIORS

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Quiet Luxury, Designed to Endure



Inside LASAL Central, the architectural language softens. Natural materials and restrained detailing bring warmth to the residences, while balanced proportions keep the rooms calm and composed. The same design language continues through the shared spaces, with finishes chosen for how they feel in use and how well they carry time.

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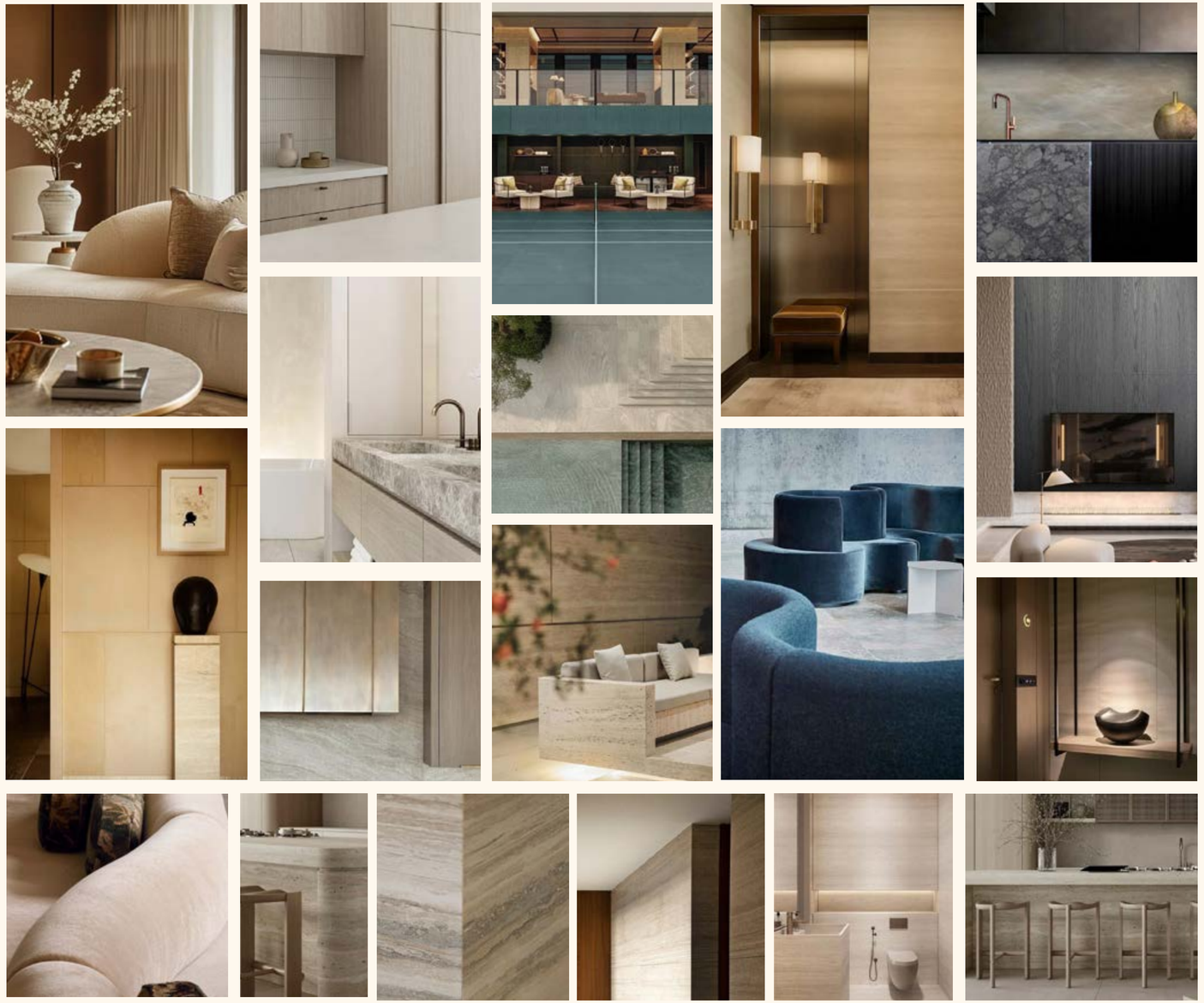
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URBAN CONTINUUM

LASAL's interior concept draws from the character of international cities while remaining rooted in Saudi identity. For that reason, the material palette brings natural stone and warm timber together with local craftsmanship, grounding its international references in something distinctly regional.

Tactile surfaces gather warmth from the light; restrained moments of color sharpen an otherwise quiet palette. Both contemporary and outward-looking, the interiors still feel unmistakably at home in Riyadh.



Reference imagery shown for illustrative purposes only.

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A Private Welcome Home



A landscaped, covered drop-off creates a calm and protected arrival, with residential access separated from retail and back-of-house circulation. A doorman welcomes residents and guests at the entrance, bringing the first layer of hospitality to the experience of coming home.

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Proportion Sets the Order

A measured vertical rhythm gives the façade its order. Recessed balconies and deep openings draw shadow across the elevation, tempering the sun while preserving privacy; at city scale, that same depth gives LASAL Central a clear presence on Riyadh's skyline.

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A New Address in Central Riyadh

LASAL Central, part of The LASAL Collection, rises at the intersection of King Saud Road and Prince Abdulaziz Ibn Musaid Ibn Jalawi Street, near King Salman Park.

LASAL Central spans thirteen stories, with eleven residential floors and more than 3,000 square meters of amenities across the ground and top floors. The residences and shared spaces are conceived as parts of the same whole.



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HOSPITALITY SERVICE FROM THE START

A 24-hour reception provides a consistent point of assistance within the lobby, supported by concierge services for residents' everyday needs. A dedicated package room manages deliveries securely and conveniently, keeping them separate from the residential experience.





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An Extension of Home



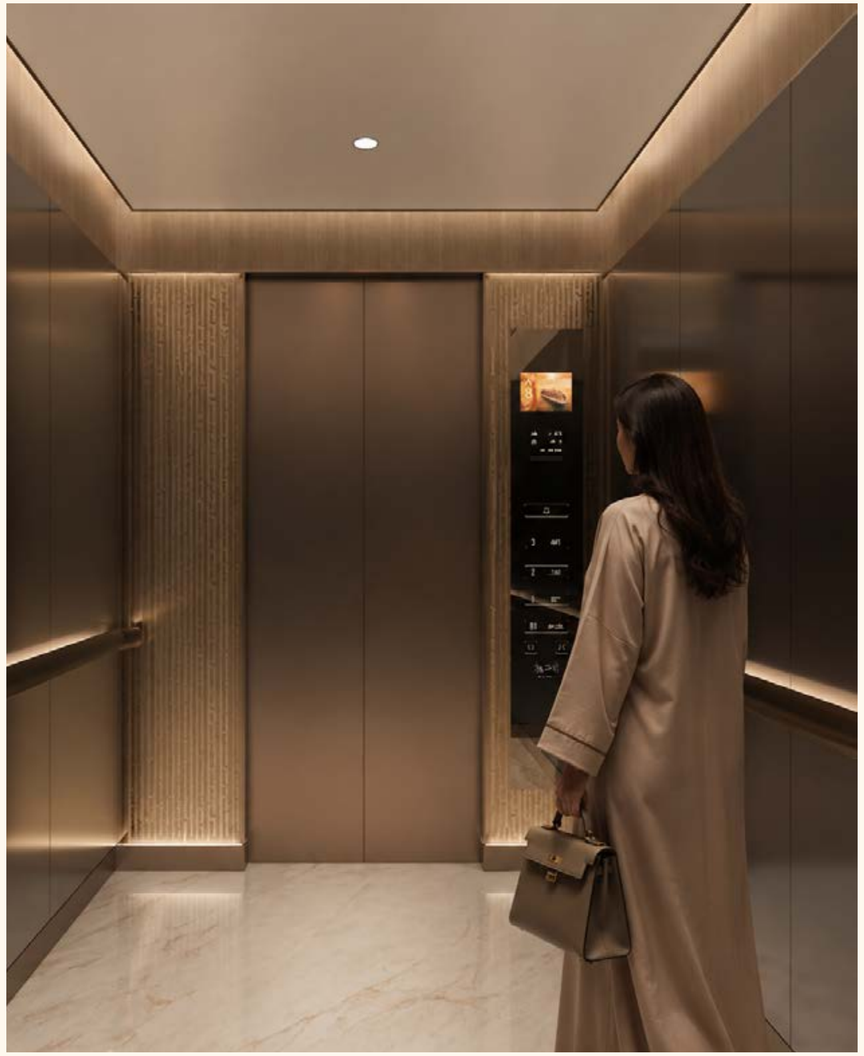
The 300-square-meter resident lounge extends daily life beyond the residence. Fireplace seating offers a place to meet or read, while the library and communal table accommodate work and time with guests.

SKALE DEVELOPMENTS

Connected, Door to Door



Resident elevators provide direct access from the basement parking levels to the residential floors and Sky Floor, creating a private route through the building. Inside, the material language continues with the same attention to finish and detail found throughout LASAL Central.





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A Palace-Sized Amenity Floor in the Sky

The amenities extend the residence into more than 3,000 square meters of amenity space, bringing a broader range of daily life within one address. Much of that experience comes together on the Sky Floor overlooking Riyadh, with distinct settings for adults and younger residents alongside spaces designed to be shared. Wellness and recreation sit close to work and entertainment, making the day easier to navigate and giving residents more room to host.

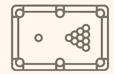
ADULT RECREATION



Adult Pool & Roof Deck



Adult Lounge



Adult Game Room

WORK & SOCIAL



Coworking Space



Lobby Lounge

WELLNESS & FITNESS



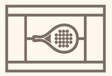
Fitness Center



Yoga & Pilates Studio



Spa



Padel Court



Jacuzzi

FAMILY & ENTERTAINMENT



Family Pool Deck & Playground



Theater Room



Gaming Center



Teenager Lounge



Kids Playroom


3,000 Square Meters
of Amenities
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LIFE ABOVE THE CITY

The Sky Floor brings interior rooms and landscaped roof decks together on one continuous level above the residences. Inside, spaces open directly onto the terraces, carrying daily life outward as Riyadh stretches into view. As daylight fades, the same floor takes on a more social rhythm above the city.



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A Retreat of Its Own



Reserved for adults, the landscaped deck centers on a swimming pool, with a jacuzzi and cold plunge set alongside it. Areas for lounging and sunbathing follow the water's edge. As the light changes, a bar and barbecue bring outdoor dining into the evening.

MADE FOR HOSTING

A show kitchen anchors the adult lounge, with a reservable private dining room set alongside it. The space gives residents room to host beyond the residence, while direct access to the roof deck lets gatherings move naturally outdoors.





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ADULT GAME ROOM

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Play for Grown-Ups



Cards and board games give the room its informal rhythm, with a TV lounge for sports and news. Beyond the glass, the padel court keeps the space visually connected to the activity outside.



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A GAME FOR EVERYONE

Padel brings together generations, genders, and skill levels in a sport built around play and connection. The rooftop court reflects the inclusive spirit of the community itself: a place where residents of different ages and abilities can meet, compete, and play together.



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A Gym Without Compromise

At nearly 300 square meters, the fitness center has the scale of a private club, with high-end equipment for strength and cardio, and a separate area for functional training. Beyond the equipment, broad views across Riyadh open up the room, while personal training and on-demand support bring professional guidance close to home.

FITNESS & MOVEMENT



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SPACE TO MOVE DIFFERENTLY



Set apart from the energy of the fitness center, the studio changes the pace. Yoga and Pilates unfold in a quieter setting, with room for stretching and mobility work, whether practiced alone or with guidance. In turn, the space gives residents another way to make movement and well-being part of their daily routine.


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TECHNOGYM
10
6
4
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WELLNESS, IN RESIDENCE

Separate men’s and women’s spa suites bring the rituals of a private wellness club closer to home. Sauna and steam build warmth into the experience, while an experience shower and quieter relaxation areas let the body settle afterward. The routine is close enough to become part of the day.





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PRIVATE THEATER

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The Big Screen at Home



Reclining seats face a large-format screen, while surround sound and acoustic treatment give the room the scale and focus of a private cinema. Blackout conditions hold the outside world at a distance; the popcorn machine keeps the ritual familiar. Built for different generations to share, the theater gives family and friends a reason to gather around the same screen.

SKALE DEVELOPMENTS

Play Inside and Out



A dedicated gaming center brings residents together around ping-pong, foosball, and air hockey, with a large screen for watching football matches and major sporting events. A juice bar and direct connection to the outdoor padel court extend the experience beyond the game room, creating an active social hub for play, competition, and gathering.



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AGES TEN TO EIGHTEEN

The lounge gives teenagers room to spend time together on their own terms. Computer gaming and PlayStation sit alongside social seating, while a show kitchen makes it easy to host friends; outside, the roof deck and barbecue carry the gathering into the open air.





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A World Under Your Roof

Inside the building, younger residents have room for creative and active play beyond the residence itself. The distance is small enough to give children a measure of independence, while keeping parents close by.



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MADE FOR PLAY



The family pool and outdoor playground give children room to move, while shaded seating keeps parents comfortably close. As the afternoon stretches on, the landscaped deck becomes an easy place for families to stay outside together.

SKALE DEVELOPMENTS

A WORK-FROM-HOME DESIGN

At ground level, the dedicated workspace keeps the workday close without carrying it into the residence. For meetings, private offices and conference rooms allow business guests to be received without entering the residential floors; once the day is done, home remains distinctly separate.





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FOUR MEASURES OF HOME

LASAL Central offers studios and residences with one, two, or three bedrooms, allowing different households to find a layout that suits the way they live. Across the collection, terraces and balconies extend the interiors outdoors, while walk-in closets add useful storage close to the bedrooms. Select residences include maid's rooms, widening that choice for households that need additional support at home.

STUDIO



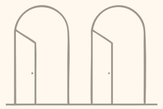
Up to 42 sqm

ONE BEDROOM



Up to 90 sqm

TWO BEDROOM



Up to 136 sqm

THREE BEDROOM



Up to 176 sqm

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Volume and Light



A 3.5-meter clear ceiling gives the living areas a generous vertical dimension. That height is articulated by coffered ceilings with concealed indirect lighting, while broad expanses of glass carry daylight deep into the rooms and open them to views across Riyadh.

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Designed to Perform



Designed around the work itself, the kitchens give preparation and storage clear, dedicated space. Stone surfaces anchor the worktops; after dark, integrated lighting keeps them evenly lit. Built-in appliances sit quietly within the composition.


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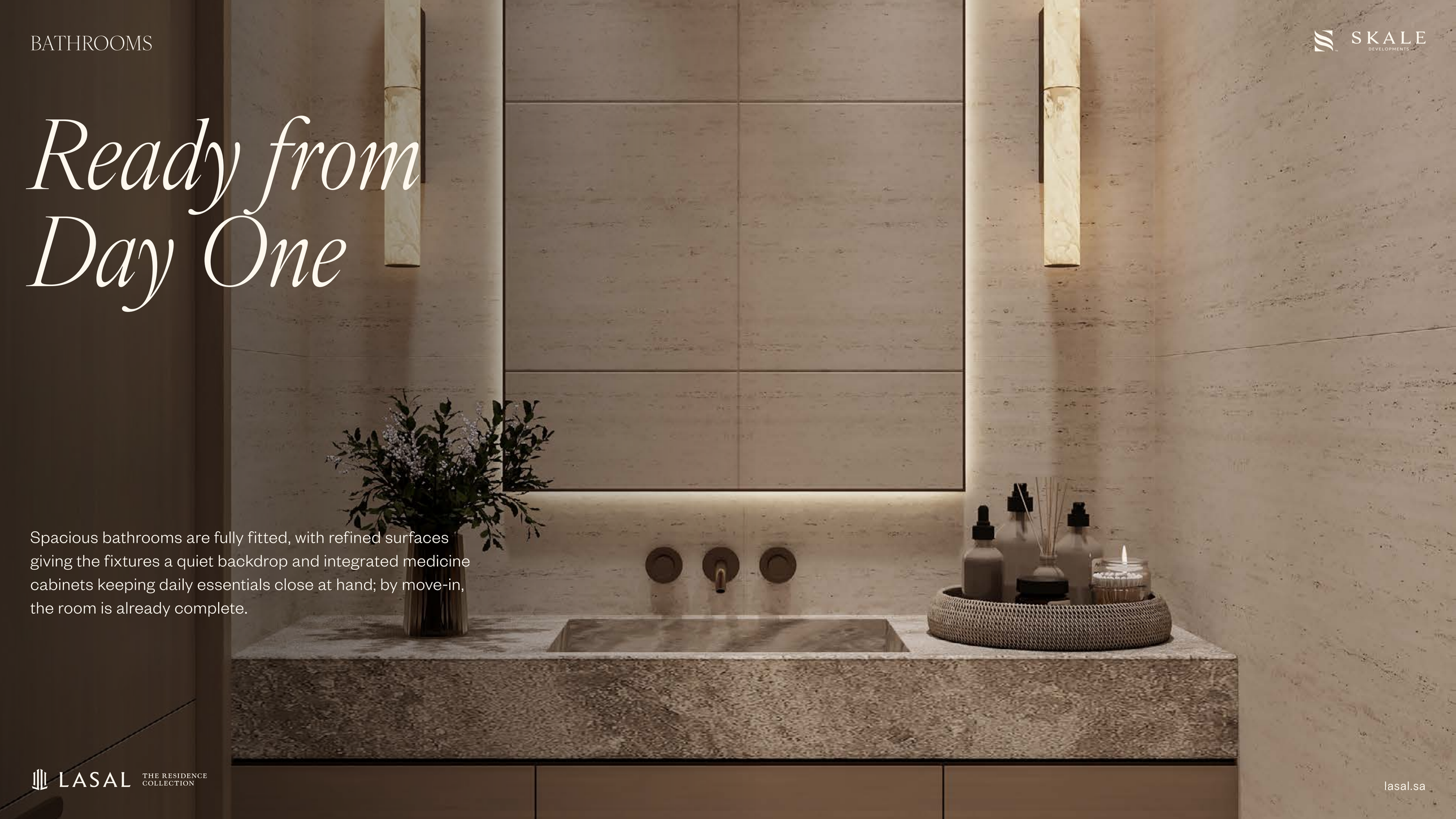
Shaped as a Suite



Generously proportioned bedrooms are conceived as private suites, each with its own en-suite bathroom, while walk-in closets and integrated cabinetry draw storage to the perimeter so the sleeping area can remain calm and uncluttered.

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Ready from Day One



Spacious bathrooms are fully fitted, with refined surfaces giving the fixtures a quiet backdrop and integrated medicine cabinets keeping daily essentials close at hand; by move-in, the room is already complete.

QUALITY SEEN & UNSEEN

The standard visible in the finishes continues behind the walls. Gessi plumbing fixtures mark the points of daily contact; beyond them, LG air conditioning and the building's core systems work quietly, supporting comfort with efficient, dependable performance.

GESSI LG



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A Welcome for Your Guests



Hospitality begins before a guest reaches the residence, with reception managing the arrival and guiding the way through the building. When the occasion calls for more, concierge support carries that care into private gatherings, leaving residents free to host rather than manage the details.

SKALE DEVELOPMENTS

HANDLED WITH CARE

Packages and deliveries are handled with white-glove care through a dedicated service entrance and secure package room, keeping service activity separate from the resident arrival experience. Service elevators provide discreet movement through the building, reducing traffic through resident areas while keeping deliveries secure and resident circulation clear.



SKALE DEVELOPMENTS

ARRIVAL, AT EVERY LEVEL

Three underground parking levels provide approximately 400 resident spaces, with controlled access throughout. At each level, the parking lobbies continue the building's interior language below ground, so the sense of arrival begins as soon as residents step out of the car.



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Care That Continues

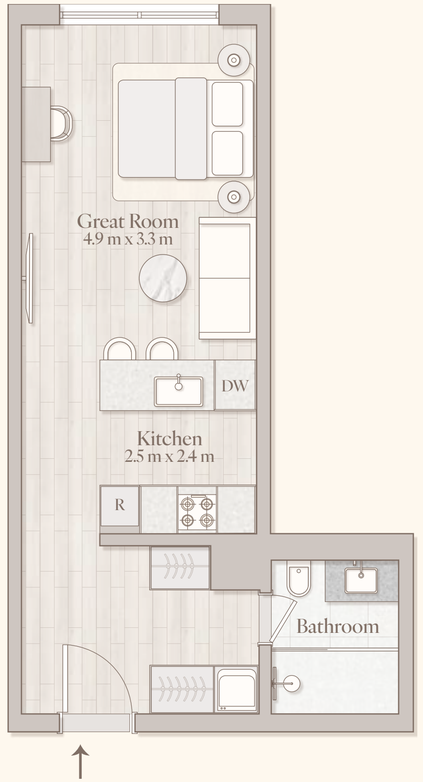
Property and facility management continues well beyond handover, coordinating maintenance and daily building operations, including cleaning and waste removal, so LASAL Central keeps performing as intended. That care does not stop at the front door: residents also have access to technical support within their homes.

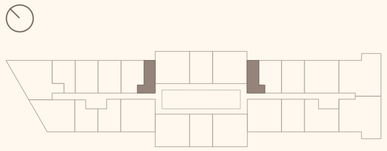


Studio

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Total Sellable Area - 42 m²





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Furniture is shown for illustrative purposes and is not included unless stated in the sales agreement.

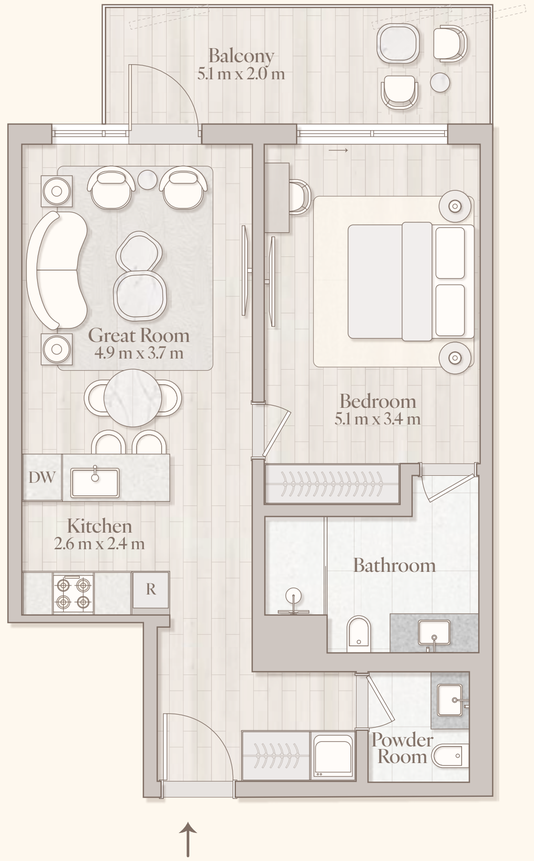
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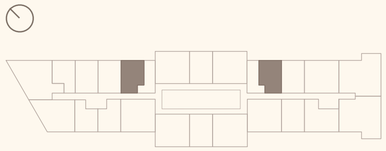
One Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 80 m²
Interior Area - 69 m²
Balcony Area - 11 m²

1 Bedroom
1.5 Bathrooms





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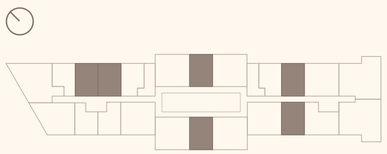
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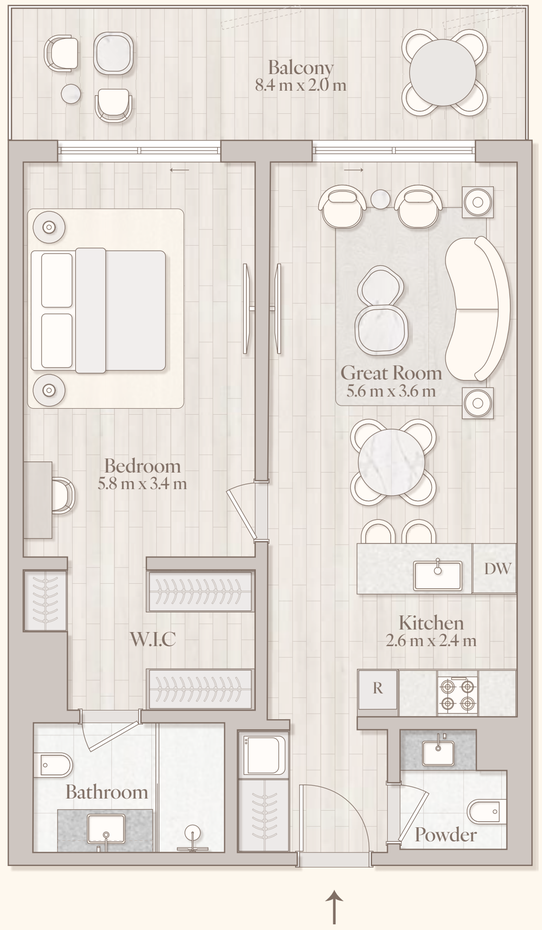
One Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 90 m²
Interior Area - 75 m²
Balcony Area - 15 m²

1 Bedroom
1.5 Bathrooms





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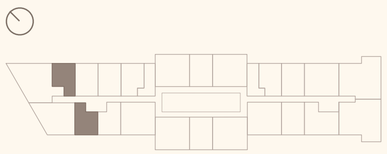
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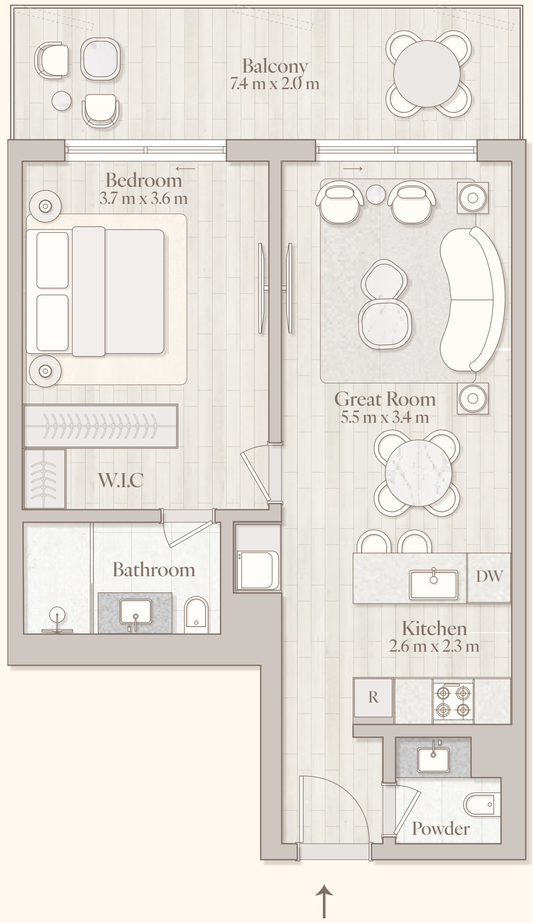
One Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 78 m²
Interior Area - 63 m²
Balcony Area - 15 m²

1 Bedroom
1.5 Bathrooms





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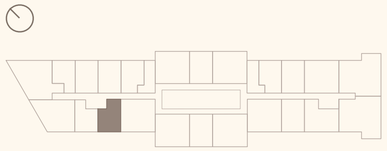
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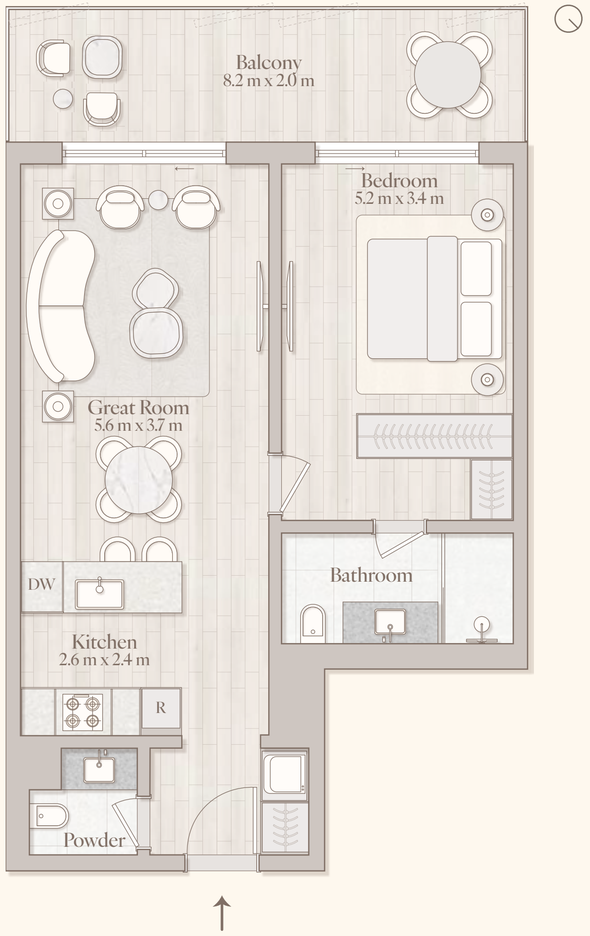
One Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 83 m²
Interior Area - 66 m²
Balcony Area - 17 m²

1 Bedroom
1.5 Bathrooms





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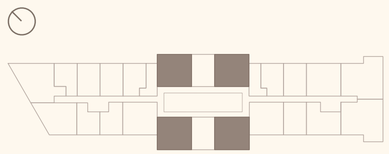
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Two Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 136 m²
Interior Area - 113 m²
Balcony Area - 23 m²

2 Bedrooms
2.5 Bathrooms





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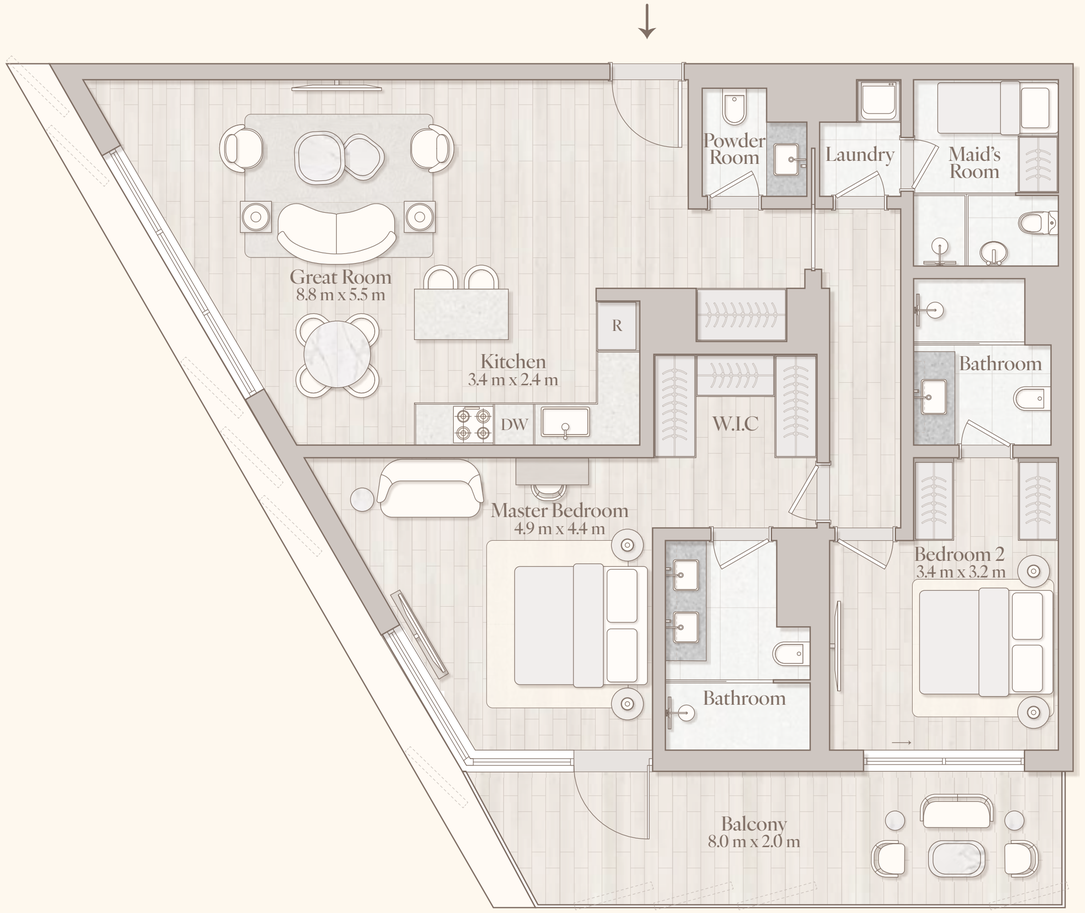
Two Bedroom

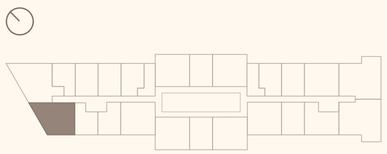
SKALE DEVELOPMENTS

Total Sellable Area - 135 m²
Interior Area - 119 m²
Balcony Area - 16 m²

Corner Line

2 Bedrooms
2.5 Bathrooms
Maid's Room





LASAL THE RESIDENCE COLLECTION

Floor plans are provided for reference only and may be subject to change. Areas and dimensions are approximate.
Furniture is shown for illustrative purposes and is not included unless stated in the sales agreement.

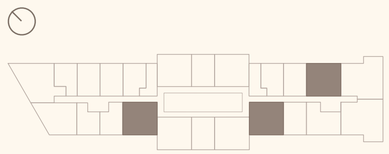
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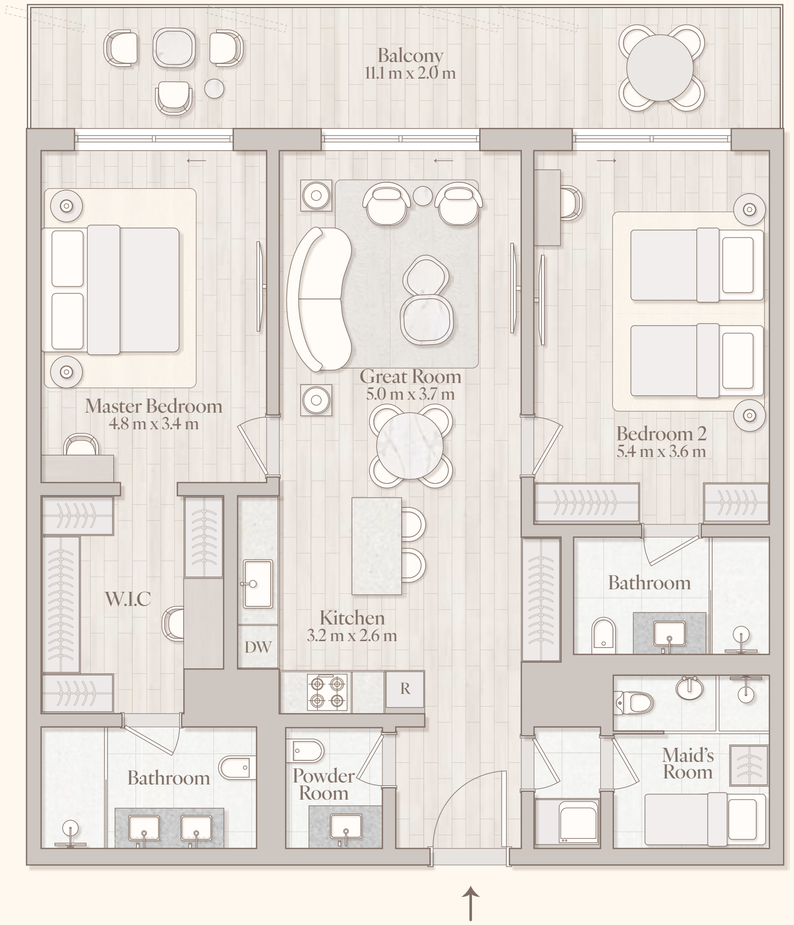
Two Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 136 m²
Interior Area - 113 m²
Balcony Area - 23 m²

2 Bedrooms
2.5 Bathrooms
Maid's Room





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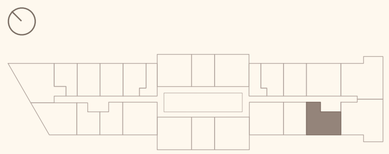
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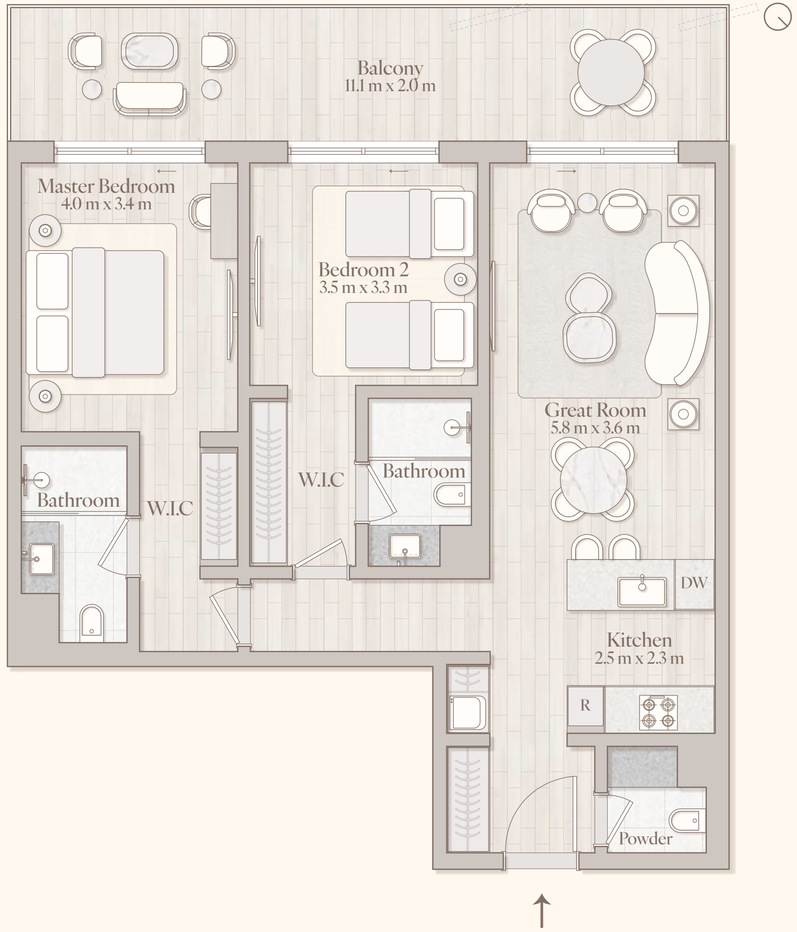
Two Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 116 m²
Interior Area - 93 m²
Balcony Area - 23 m²

2 Bedrooms
2.5 Bathrooms





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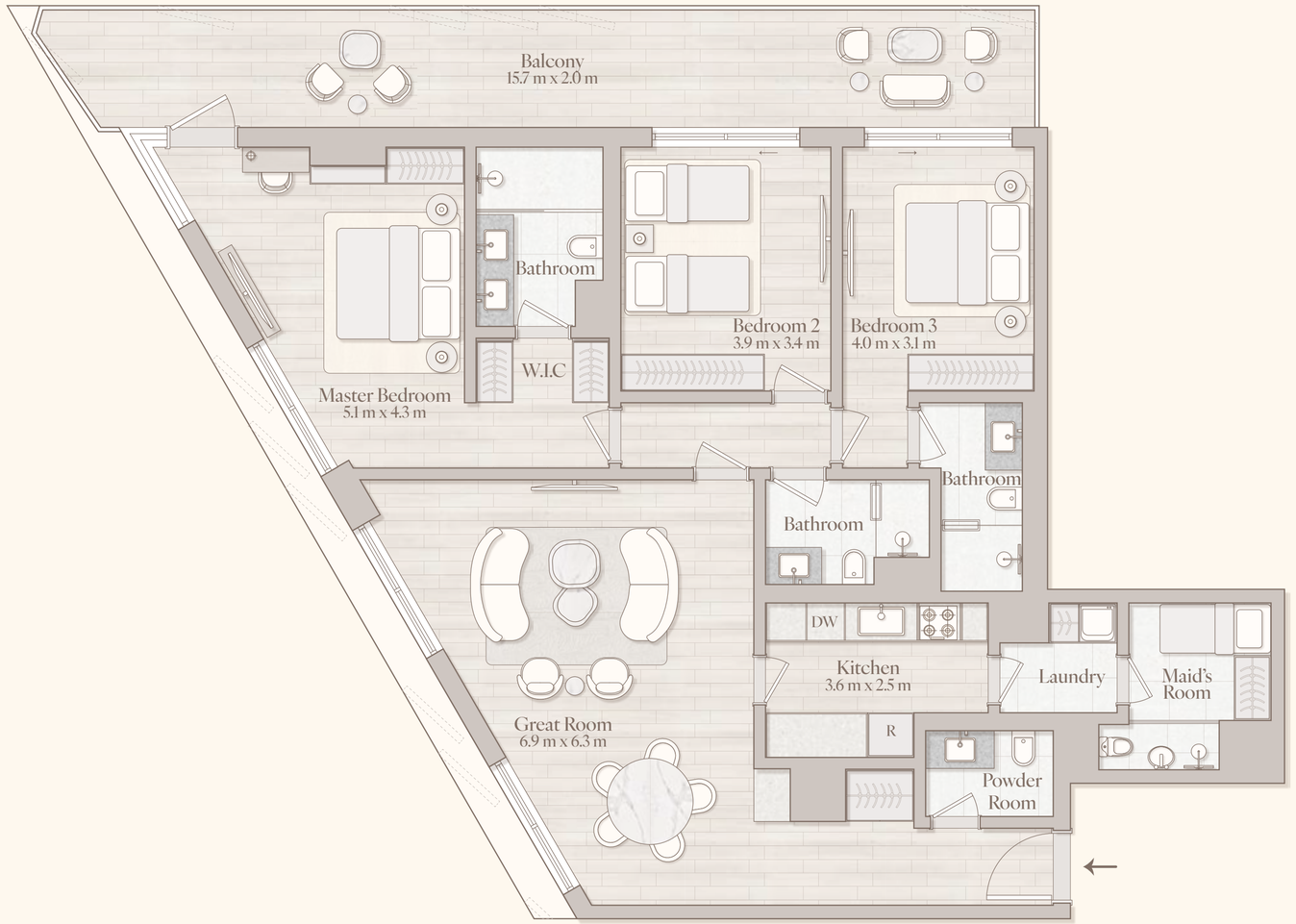
Three Bedroom

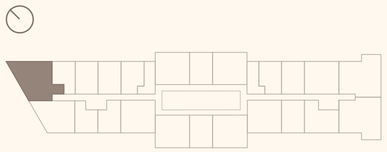
SKALE DEVELOPMENTS

Total Sellable Area - 176 m²
Interior Area - 144 m²
Balcony Area - 32 m²

Corner Line

3 Bedrooms
3.5 Bathrooms
Maid's Room





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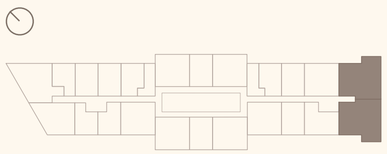
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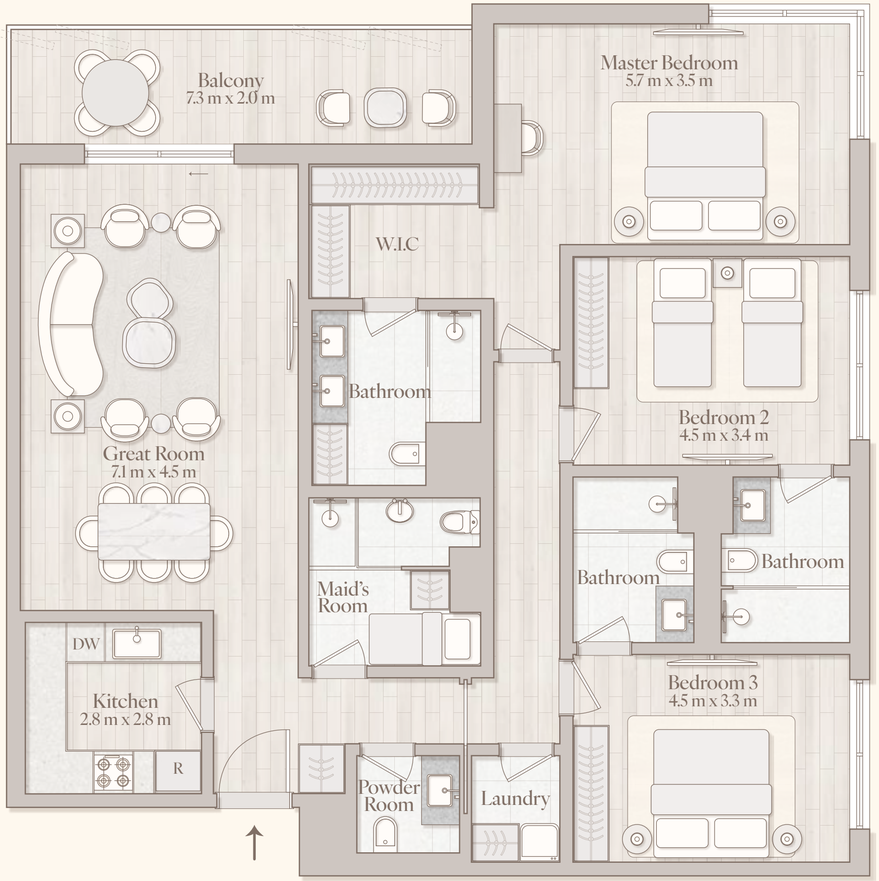
Three Bedroom

SKALE DEVELOPMENTS

Total Sellable Area - 171 m²
Interior Area - 158 m²
Balcony Area - 13 m²

3 Bedrooms
3.5 Bathrooms
Maid's Room





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SKALE DEVELOPMENTS

Everyday Needs Close at Hand

The ground-floor retail mix is curated around residents' daily needs, combining places to eat and drink with practical services. At street level, that same mix gives the building an active edge, supporting life within LASAL Central while adding something useful to the neighborhood around it.



WHY INVEST IN RIYADH?

70% Homeownership
Target Vision 2030

New Foreign
Ownership Framework
Effective January 2026

Population
+4.7% Year-Over-Year

Riyadh: 7M → 10M
by 2030

FIFA World Cup
2034

Expo 2030
Riyadh

Premium
Residency Visa

World's Longest
Driverless Metro
(176 km, 2025)

SALES & INQUIRIES

LASAL THE RESIDENCE COLLECTION

Begin the Conversation

LASAL is represented directly by RELATED SKALE.

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SKALE DEVELOPMENTS



REGA OFF-PLAN SALE LICENSE: 1183

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All information, images, renderings, artistic impressions, illustrations, floor plans, interiors, exteriors, amenities, public areas, landscaping, streetscapes, specifications, finishes, dimensions, and measurements contained in this brochure are indicative only. They do not constitute an offer, representation, warranty, or contractual commitment and should not be relied upon as representing the final product. Views, outlooks, layouts, and descriptions may vary depending on the location, orientation, and configuration of each residence.

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LASAL THE RESIDENCE COLLECTION

SKALE DEVELOPMENTS