DAMAC



Why invest in Dubai



- 1. World's best performing real estate market (Knight Frank Report 2014)
- 2. 2nd most popular real estate market (Cluttons Private Capital Survey 2014)
- 3. AED 236 billion real estate deals in 2013 (53% increase over 2012)

4. The Hotels and restaurants industry grew 13.7% in 2013



SHK. MAKTOUM INTERNATIONAL AIRPORT:

World's largest cargo hub: 12 million tons annual capacity

Annual passenger capacity: 120 million

10 times larger than Dubai International Airport and Dubai Cargo Village combined









- 1. Safe haven market within the Middle East
- 2. Politically stable and attracting regional investments
- 3. Healthy Growth of non-oil sectors
- 4. No tax on income, capital gains, property, inheritance, etc.
- 5. Middle East Hub for business, finance, trade, logistics, free zones, etc.



TOURISM GROWTH TRENDS



- 1. Strong demand for serviced hotel apartments
- 2. 12 million visitors in Dubai in 2013: Listed among the top 7 destinations
- 3. 25 million annual visitors expected by 2020 (Dubai Expo)

HOSPITALITY SECTOR TRENDS



- 1. Dubai hotels end 2013 with 80% occupancy rates
- 2. Average occupancy rate is now 87% for Dubai (Jan May 2014)
- 3. Dubai experienced the highest GOPPAR in 2010 2013 in the MENA region
- 4. Avg. Daily Rate (ADR) increased by 11.4% compared to 2013







MENA HOTEL PERFORMANCE



HOTEL OCCUPANCY AND REVENUE PERFORMANCE — DEC 2013

Cairo 36.8 35.59 Doha 63.3 188.29 Dubai 79.5 260.00	\$ Dollars	Occ %	GOP PAR
	Cairo	36.8	35.59
Dubai 79.5 260.00 🔨	Doha	63.3	188.29
. 5.5	Dubai	79.5	260.00
Jeddah 73.3 142.32 🛆	Jeddah	73.3	142.32
Sharm El Sheikh 49.9 14.81	Sharm El Sheikh	49.9	14.81

www.hotstats.com

HOTEL OCCUPANCY IN DUBAI 88.4% (MARCH 2014)

WHY REAL ESTATE?



DRIVERS FOR DUBAI'S PRIME RESIDENTIAL MARKET:

Growth in affluence in regional target markets

Unique luxury residential products

Inflow of cash investors from around the world

Improved regulatory framework

Global investment in safe haven markets

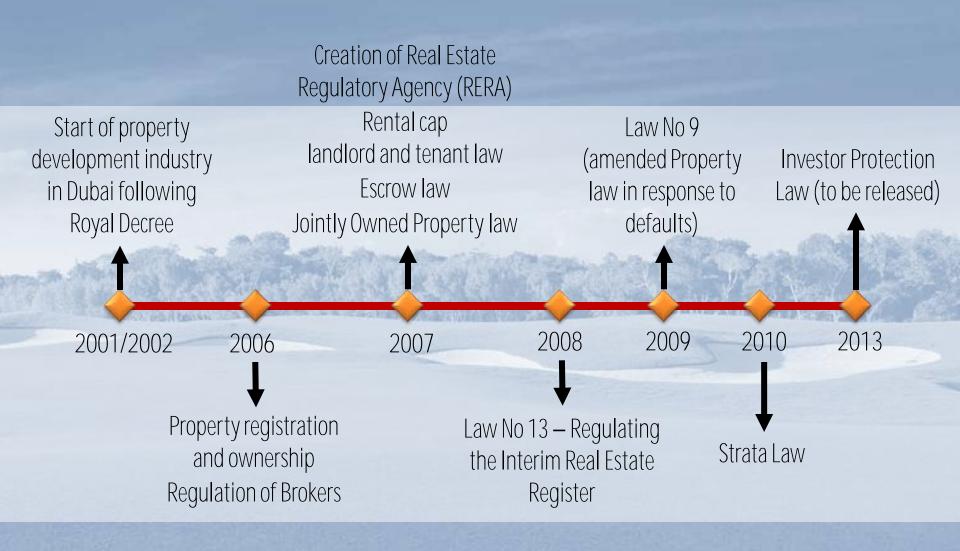
Tourism boom

Demand for Dubai residence visas

Aspirational life infrastructure

REAL ESTATE TIMELINE





REAL ESTATE SCENARIO



CONCERN DUE TO ABSENCE OF REGULATION (PRE-CRISIS)



POST CRISIS SCENARIO

100% plot ownership

Dedicated Escrow account

20% payment by developer before construction

Permits before sale

All off-plan sales registered

RERA / Property Law

DAMAC



DAMAC PROPERTIES

COMPANY POSITIONING

DAMAC PROPERTIES



Established in October 2002

Among the **region's** largest luxury developers (uniquely-designed, architecturally inspired, luxury properties offering solid investment opportunities

10,000 units delivered and over 25,000 units under construction across the region

GLOBAL CLIENT BASE



N /II	DDL		ΓΛΟΤ	-
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EUROPE

ASIA

AFRICA

NORTH / SOUTH AMERICA, OCEANIA

Over 10,000 clients from 119 nationalities

34.3%

29.0%

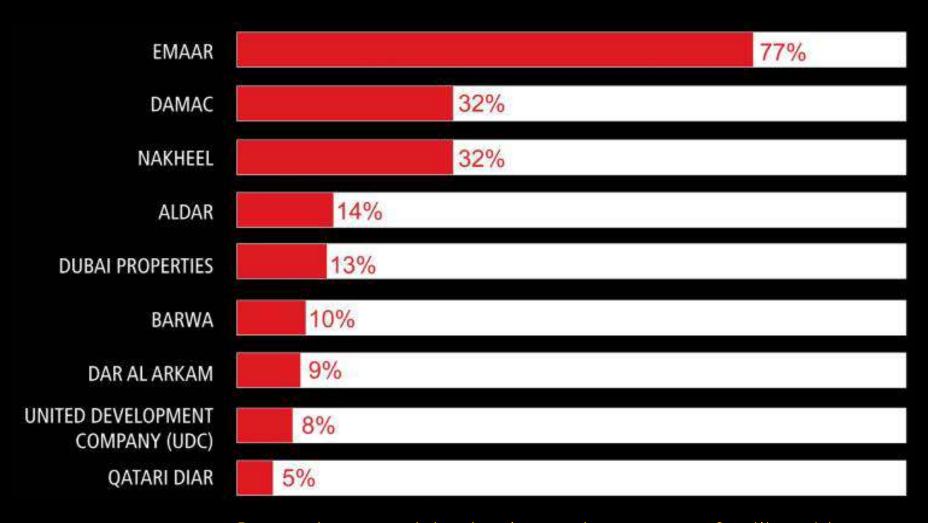
20.8%

12.3%

3.7%

BRAND PERCEPTION





Respondents rated the developers they are most familiar with

2013 PERFORMANCE



2,123 units delivered in 2013

10 new developments launched with 2 MILESTONE projects:

- 1. DAMAC Towers by Paramount
- 2. Akoya by DAMAC

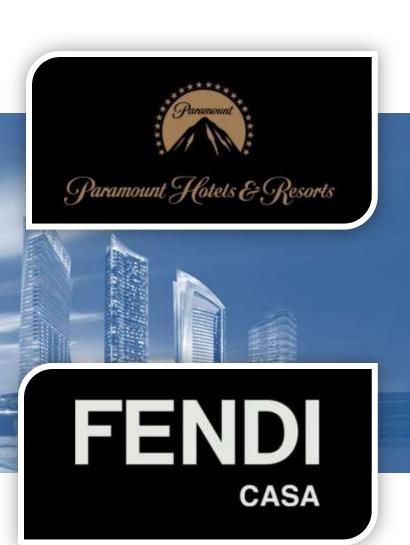
1,224 million USD revenue (76.9% increase over 2012)

484.1 million USD operating cash flow (26.2 million in 2012)

PREMIUM PARTNERSHIPS







DAMAC PROPERTIES



London Stock Exchange listing — the first ever by a Dubai real estate company



DAMAC PROPERTIES



USD 650 million Sukuk offering on NASDAQ DUBAI (2014)



DAMAC ACCOLADES



2013 Best Golf Development in the World for AKOYA by DAMAC

(International Property Awards)

2013 Best Golf Development for Dubai with AKOYA by DAMAC

(Arabian Property Awards)

2013 Best Residential High-rise Development for Dubai - DAMAC Towers by

Paramount (Arabian Property Awards)

2013 CEO Middle East Awards — Property CEO of the Year

2013 Gulf Business Industry Awards — Real Estate CEO of the Year





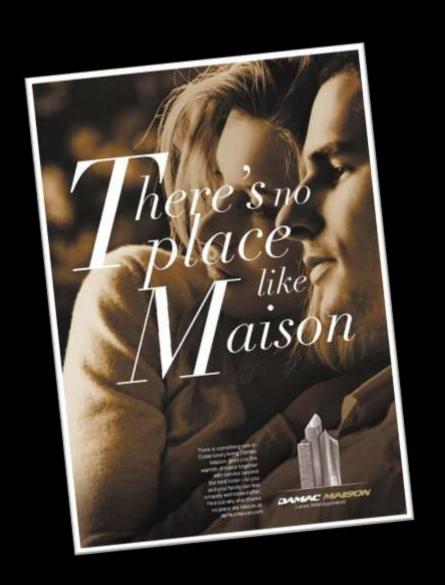


DAMAC MAISON

Luxury Hotel Apartments

THE DAMAC PILLARS





CONCIERGE

IN-ROOM PERSONALIZED SERVICE

KIDS CLUB

FULLY EQUIPPED KITCHENETTE

WELLNESS CENTER

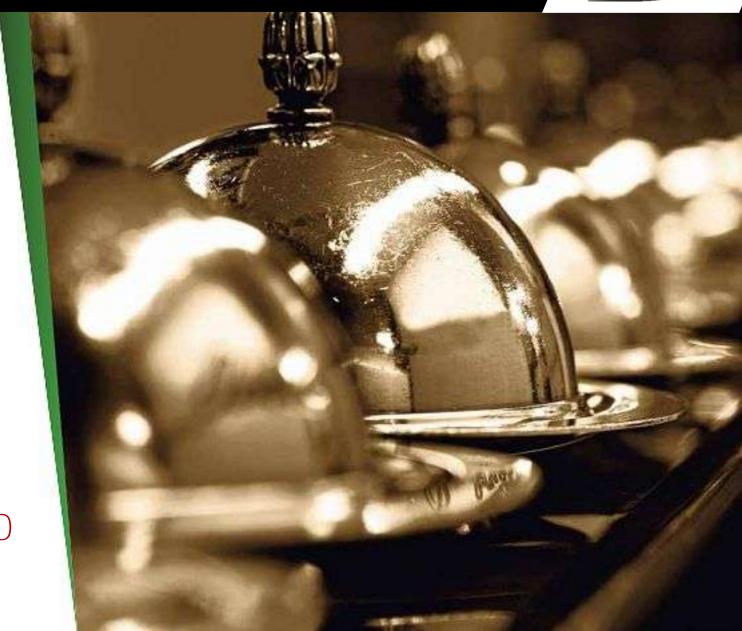
RENTAL POOL





CONCIERGE





IN-ROOM
PERSONALIZED
SERVICE





KIDS CLUB



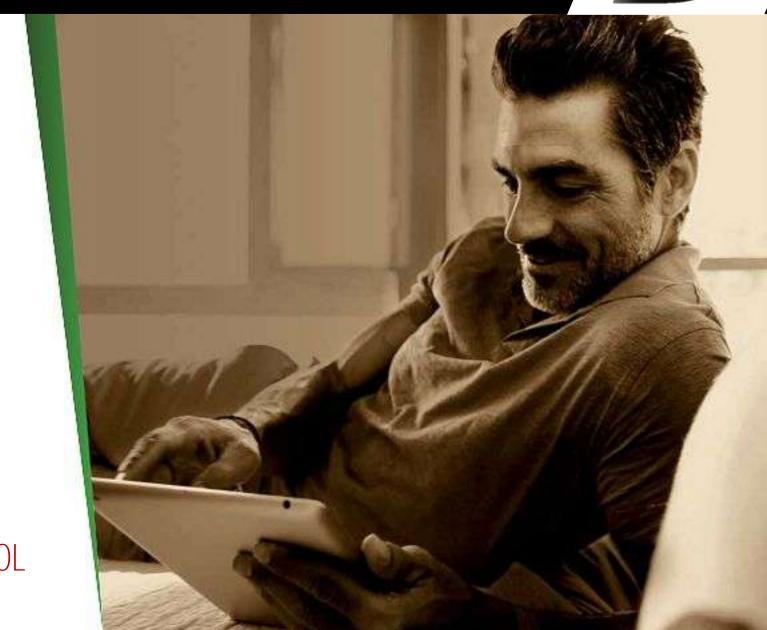


FULLY EQUIPPED KITCHENETTE





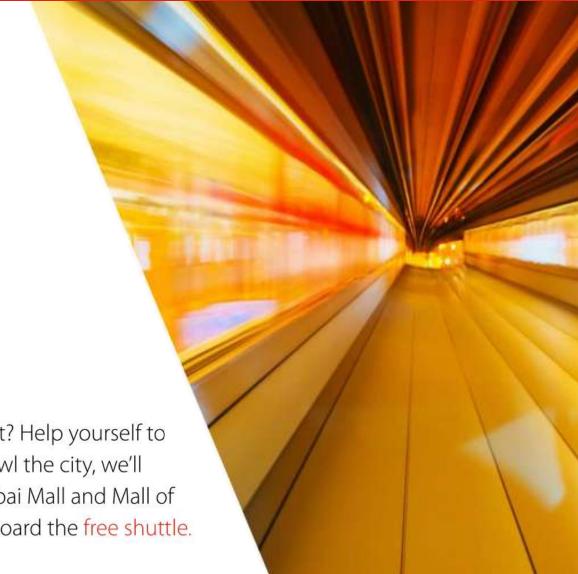




RENTAL POOL







STAY CONNECTED

Love your room enough to instagram it? Help yourself to free WiFi. And when you're ready to trawl the city, we'll connect you to attractions like The Dubai Mall and Mall of the Emirates, or the beach. Just hop aboard the free shuttle.

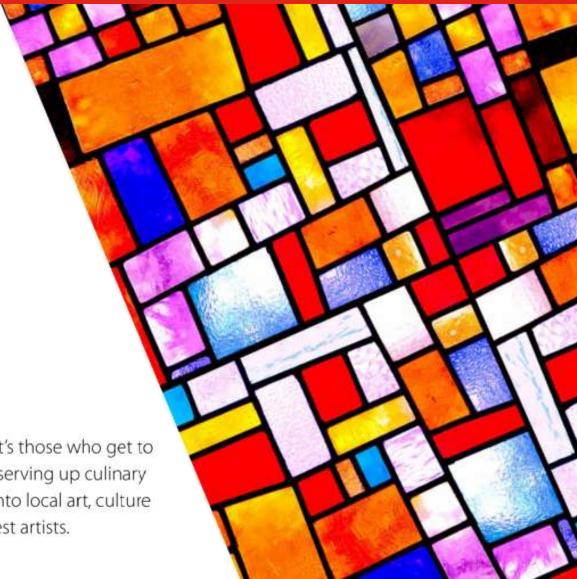






Ample space to bring all that you love, closer. So if you're hosting family, friends or business associates, the spacious apartments at NAIA come with living rooms and separate dining area. It's about feeling at home and not a hotel room. MORE ROOM FOR YOU

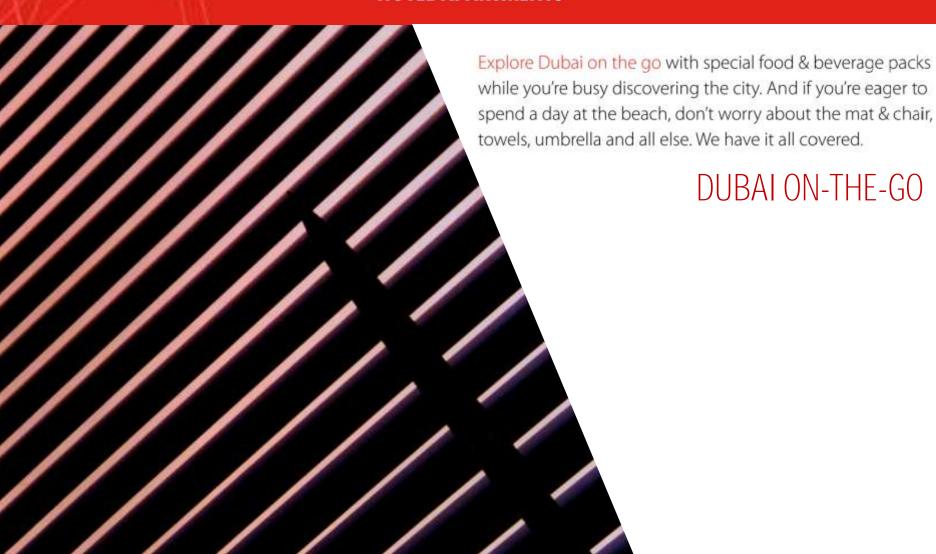




FOOD FOR THOUGHT

Many have the appetite. Few have the taste. It's those who get to sample Artisan Café. When these cafés aren't serving up culinary favourites, they're offering guests an insight into local art, culture and heritage through the work of Dubai's finest artists.









RENTAL POOL



HOTEL APARTMENTS

NAIA/ DOWNTOWN JEBEL ALI

EXPECTED OPENING MAY 2014

Featuring two towers with spacious duplexes and single floor apartments, NAIA Downtown Jebel Ali represents a contemporary living experience at the heart of Jebel Ali overlooking Gate S of Jebel Ali Free Zone (JAFZA).

NAIA Downtown Jebel All is one of the first premium hotel apartments nestled within a predominantly commercial area. Located just off Sheikh Zayed Road, the property offers easy access to Dubai and Abu Dhabi.



MALA

HOTEL APARTMENTS

NAIA/ MIRACLE GARDEN

EXPECTED OPENING Q3 2014

Comprising five vintage style buildings, NAIA Miracle Garden is a monument to the classic, spacious and tasteful homes of Chicago. It's where sophisticated conversations meet appreciation of the arts.

Inspired by Chicago style architecture, the NAIA Miracle Garden developments deliver convenience, comfort and service at the heart of the city. This is where the best of suburban living springs to life.





NAIA/ AL MAKTOUM AIRPORT

Serving the build-up to Expo 2020, NAIA Dubai World Central takes pride of place near Al Maktoum International Airport. The hotel apartments feature plush living spaces, tasteful EXPECTED COMPLETION The hotel apartments feature plush living spaces, tastel furnishings and all other essentials for everyday living.

> NAIA Dubai World Central deftly balances the comforts of home with the luxuries of a hotel. With prime neighbourhoods, world-class service and a wide variety of amenities, residents will always be at complete ease.





NAIA/ JUMEIRAH VILLAGE

EXPECTED COMPLETION 2017

NAIA Jumeirah Village blurs the line between serviced apartments and premium hotels with sheer panache. The artfully planned design delivers panoramic views of the illustrious neighbourhood.

Being 10 minutes from Mall of the Emirates, 15 minutes from the beach and 25 minutes from the airport, NAIA Jumeirah Village is close to where the action is, making it truly an advantage for those who live there.

MALA

HOTEL APARTMENTS

NAIA/ DUBAI WORLD CENTRAL

Modern architectural design inspires an opulent lifestyle at EXPECTED COMPLETION NAIA Dubai World Central. In close proximity to Al Maktoum International Airmort. NAIA Dubai World Central is well placed International Airport, NAIA Dubai World Central is well placed to service the build-up to Expo 2020.

> NAIA Dubai World Central gives serviced living an entirely new dimension with personal attention and unrivalled finesse. From the tasteful spaces to the spectacular amenities, NAIA Dubai World Central raises the standard.



NAIA

HOTEL APARTMENTS

NAIA/ THE DOWNTOWN AT AKOYA

In every way possible, life takes a sophisticated turn at the Downtown at AKOYA - a sterling choice of serviced apartments: on the golf course and contemporary apartments expected Completion on the golf course and contemporary apartments on the park at AKOYA by DAMAC, the Beverly Hills of Dubai.

> Featuring cafes, restaurants and other leisure avenues, The Downtown at AKOYA is an awe-inspiring centrepiece where residents can meet, dine and relax. Plush apartments, fascinating views and enticing amenities complete the experience.



DAMAC BRAND CATEGORIES















DAMAC TOWERS BY PARAMOUNT

MASTER DEVELOPMENT: Burj Khalifa District

MASTER DEVELOPER: EMAAR

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION:

2B+G+8P+HC&SPA+56 FIrs

PRODUCT OFFERING: 1, 2 & 3 B/R

ELEVATORS: 6 normal + 2 Service

COMPLETION DATE: December 2016





THE DISTINCTION

MASTER DEVELOPMENT: Burj Khalifa District

MASTER DEVELOPER: EMAAR Properties

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION:

G + 5P + HC + 46 FIrs

PRODUCT OFFERING: Studios, 1, 2 & 3 B/R

ELEVATORS: 6 Normal + 2 Service

COMPLETION DATE: December, 2015







UPPER CREST

MASTER DEVELOPMENT: Burj Khalifa District

MASTER DEVELOPER: EMAAR Properties

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION: G+5P+HC+37

PRODUCT OFFERING: Studios 1,2 & 3 B/R

ELEVATORS: 4 + 2 Service

COMPLETION DATE: June, 2015



VANTAGE (NAIA)

MASTER DEVELOPMENT: Jumeirah Village Circle

MASTER DEVELOPER: Nakheel

PRODUCT TYPE: Hotel Apartments

BUILDING CONFIGURATION:

G + 3P + HC + 28 Floors

PRODUCT OFFERING: Studio, 1, 2, 3 B/R

ELEVATORS: 4 + 2 Service

COMPLETION DATE: Q2, 2017







CONSTELLA

the first Shariah Compliant project

MASTER DEVELOPMENT:

Jumeirah Village Circle

MASTER DEVELOPER: Nakheel

PRODUCT TYPE: Hotel Apartments

BUILDING CONFIGURATION:

G + 3P + HC + 28 Floors

PRODUCT OFFERING: Studio, 1, 2, 3 B/R

ELEVATORS: 4 + 2 Service

COMPLETION DATE: Q4, 2017





TENORA (NAIA)

MASTER DEVELOPMENT: DWC

MASTER DEVELOPER: DWC

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION: B+G+M+9F

PRODUCT OFFERING: Studios, 1 & 2 B/R

ELEVATORS: 4 Normal

COMPLETION DATE: June 2015





CELESTIA (NAIA)

MASTER DEVELOPMENT: DWC

MASTER DEVELOPER: DWC

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION: G+7F

PRODUCT OFFERING: Studios, 1 & 2 B/R

ELEVATORS: 10 + 2 Service Lifts

COMPLETION DATE: December 2016



PRIVE

MASTER DEVELOPMENT: Business Bay

MASTER DEVELOPER: Dubai Properties

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION:

B+G+P+30 Floors

PRODUCT OFFERING: Studio, 1 & 2 B/R

ELEVATORS: 4 + Service

COMPLETION DATE: May 2016







CAPITAL BAY (NAIA)

MASTER DEVELOPMENT: Business Bay

MASTER DEVELOPER: Dubai Properties

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION:

G+15 Floors

PRODUCT OFFERING: Studio, 1, 2 AND 3 B/R

ELEVATORS: 4 + Service

COMPLETION DATE: Q4 2016



SUBURBIA (NAIA)

MASTER DEVELOPMENT: Downtown, Jebel Ali

MASTER DEVELOPER: Limitless

BUILDING CONFIGURATION:

A, B & D: B+G+M+2P+HC+14 Floors,

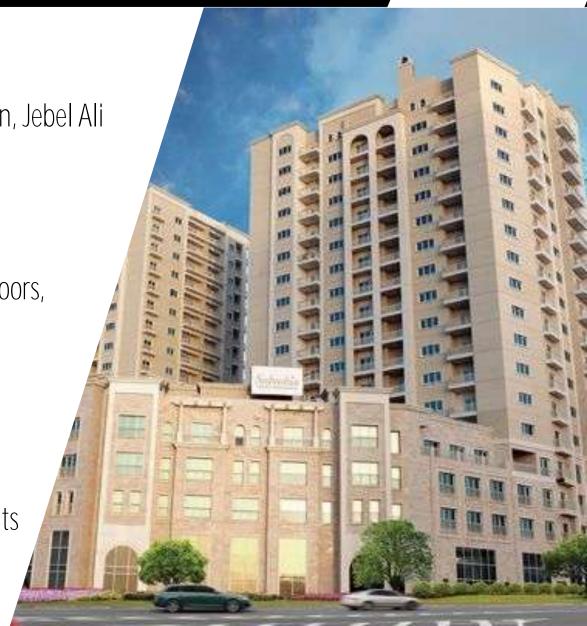
C: B+G+M+3P+8

PRODUCT OFFERING:

Studios, 1, 2 & 3 B/R,

2,3 & 4 Bedroom duplex apartments

ELEVATORS: 3 per building





LINCOLN PARK (NAIA)

MASTER DEVELOPMENT: Arjan, Dubailand

MASTER DEVELOPER: MIZIN

PRODUCT TYPE: Hotel apartments

BUILDING CONFIGURATION:

Park A: G+P+5F, Park B: G+5F,

North side: G+P+5F, Sheffield: G+P+5F,

West Side: B+G+6F

PRODUCT OFFERING: Studios, 1, 2, 3 B/R

ELEVATORS: 2 / building







ARTESIA @ AKOYA

MASTER DEVELOPMENT: Akoya Drive

MASTER DEVELOPER: DAMAC

PRODUCT TYPE: Hotel Apartments

BUILDING CONFIGURATION:

Tower B: G+2P+21 Flrs

Tower C: G + 2P + 20 Flrs

PRODUCT OFFERING: Studio, 1, 2, 3 B/R

ELEVATORS: 4 + 2 Service Lifts

COMPLETION DATE: April 2018











PARAMOUNT HOTEL (JWF)

MASTER DEVELOPMENT: Dubai Maritime City

MASTER DEVELOPER: Dubai Maritime City

PRODUCT TYPE: Hotel rooms

BUILDING CONFIGURATION:

G+M+2P+23 Floors

ELEVATORS: 5 + 2 Service

COMPLETION DATE: May, 2016





DAMAC TOWERS BY PARAMOUNT

MASTER DEVELOPMENT: Burj Khalifa District

MASTER DEVELOPER: EMAAR

PRODUCT TYPE: Hotel rooms

PRODUCT OFFERING: Hotel rooms

ELEVATORS: 6 Normal + 2 Service

COMPLETION DATE: May 2016







ARTESIA @ AKOYA (NAIA)

MASTER DEVELOPMENT: Akoya Drive

MASTER DEVELOPER: DAMAC

PRODUCT TYPE: Hotel (Tower A)

BUILDING CONFIGURATION: G+2P + HC + 24 FIrs

PRODUCT OFFERING: Rooms, 1 BR Suites

ELEVATORS: 4 + 2 Service Lifts

COMPLETION DATE: April 2018

COMMUNITIES









COMMUNITIES







ASIA'S PREMIER GOLF COMMUNITY

TRUMP INTERNATIONAL GOLF COURSE AKOYA PARK BRANDED VILLAS







AKOYA PARK



WHAT IF YOUR BACK GARDEN WAS A 400,000 M2 Park?





















CONDOMINIUMS



A CONDOMINIUM is a housing structure that is a part of a bigger unit or building and the owner of the condo owns the interiors independently and the other services in the building jointly with other condo owners.



TOWNHOUSES



A TOWNHOUSE is a style of housing where a row of identical houses share walls. Here the owner owns the whole unit.



VILLAS



A VILLA is a stand-alone residence with a garden and pool area (only in certain sub-communities).





MANSIONS



A MANSION is a spacious independent residence built on an open estate with large areas of landscaping and leisure space.











"These new villas feature the most distinctive materials, elegant objects and cinematic ambiences that are timeless and exceptionally made."





FENDI STYLED VILLAS





"I'm gonna make him an offer he can't refuse."

Duri Cyrisians - The Codheher









"The Trump Estates at Akoya by DAMAC will be built to the highest standards and levels of luxury. Trump is synonymous with incredible quality, highly advanced design and the finest amenities."

North Transp. Executive Vice Pleasance, The Yearth Organization



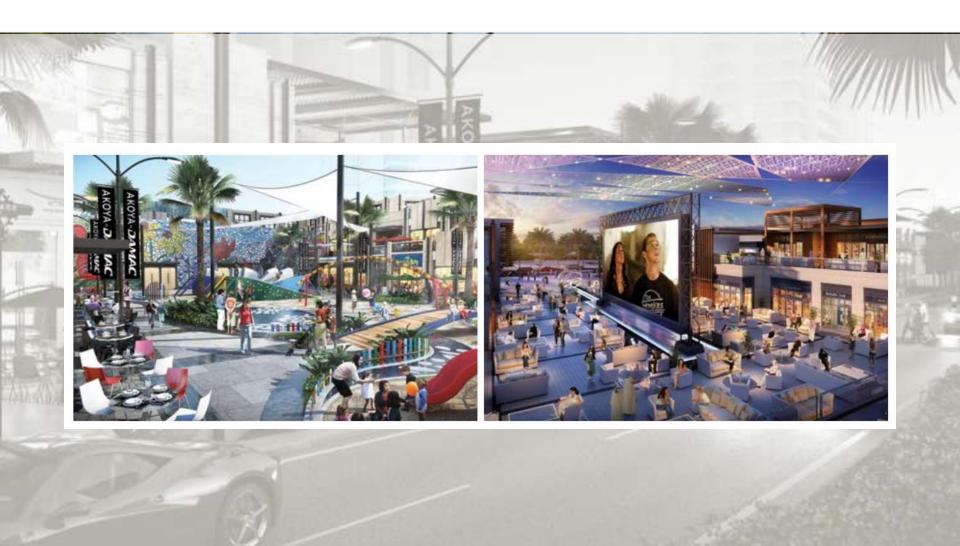


THE TRUMP ESTATES

AKOYA DRIVE

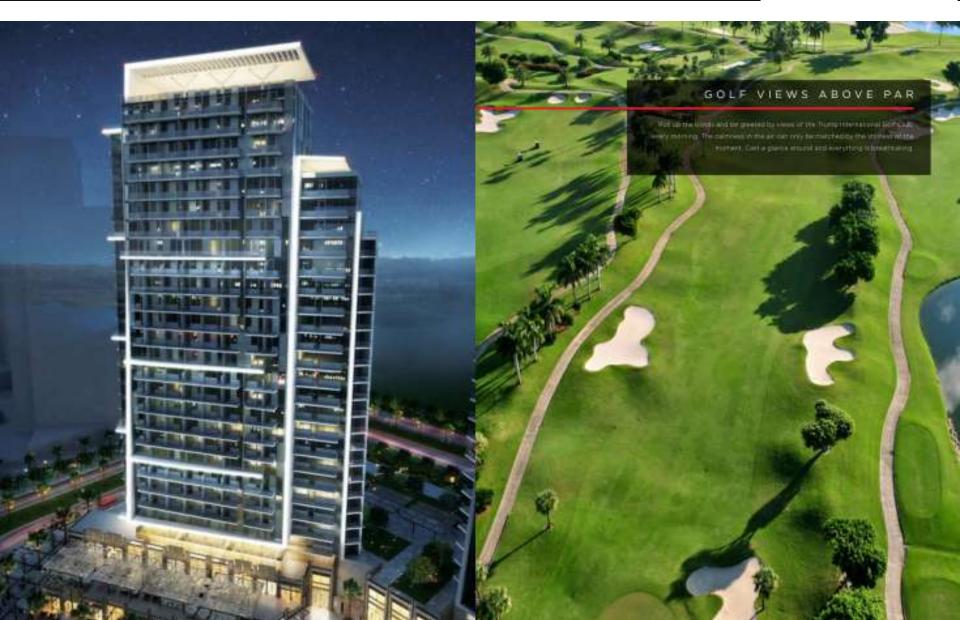


1.3 KM RETAIL WALK



AKOYA DRIVE





AKOYA DRIVE







GREN IS THE NEW BLACK

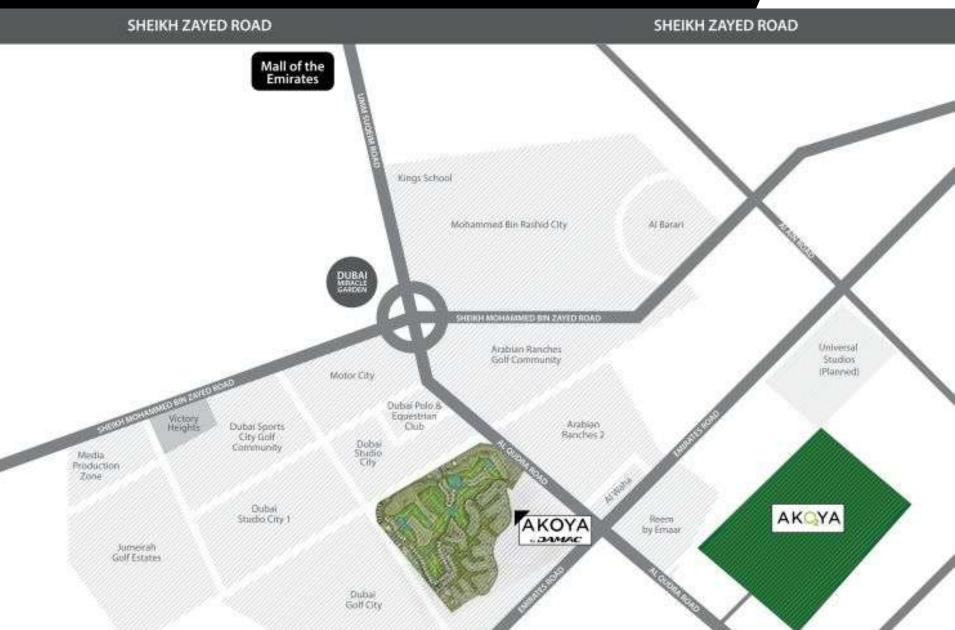
LIFESTYLE IN AGREEMENT WITH NATURE.



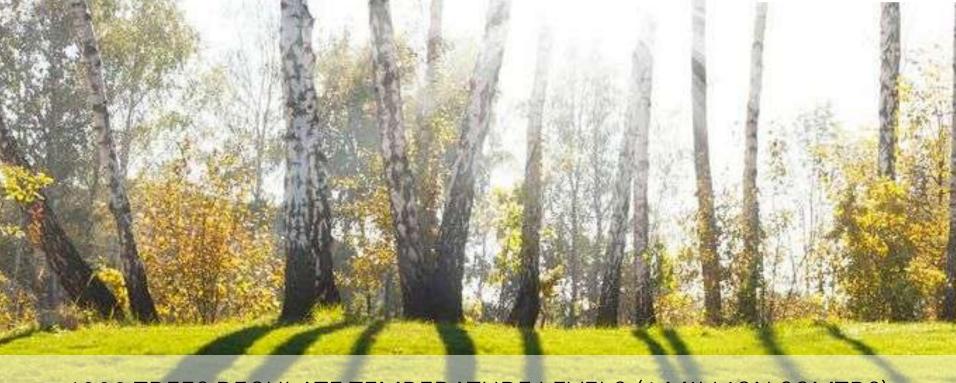
DUBAI'S FIRST GREEN MASTERDEVELOPMENT











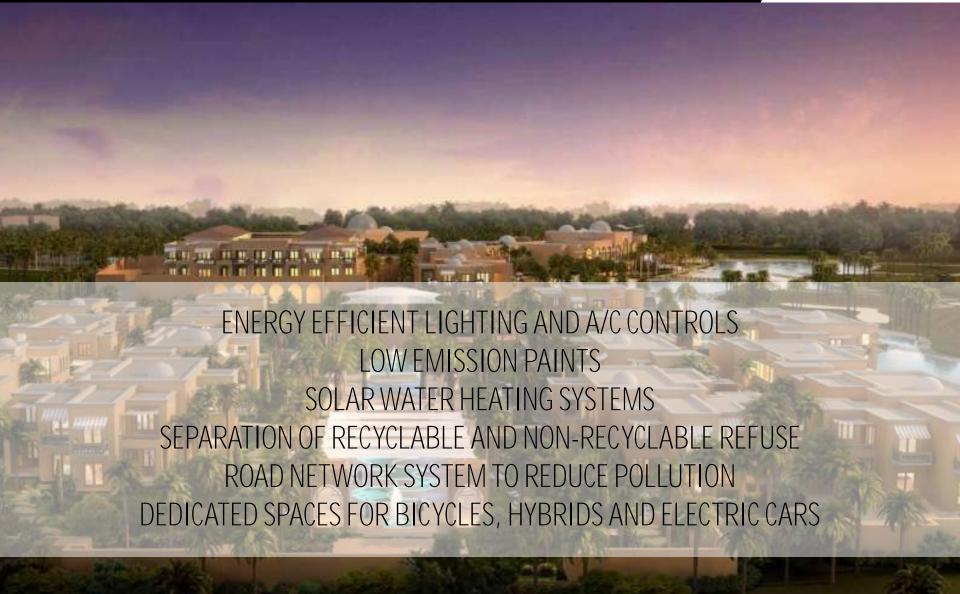
4000 TREES REGULATE TEMPERATURE LEVELS (1 MILLION SQMTRS)

ECO-FRIENDLY INTERIORS

SOLAR POWERED COMMUNITIES

LANDSCAPE IRRIGATION SYSTEMS





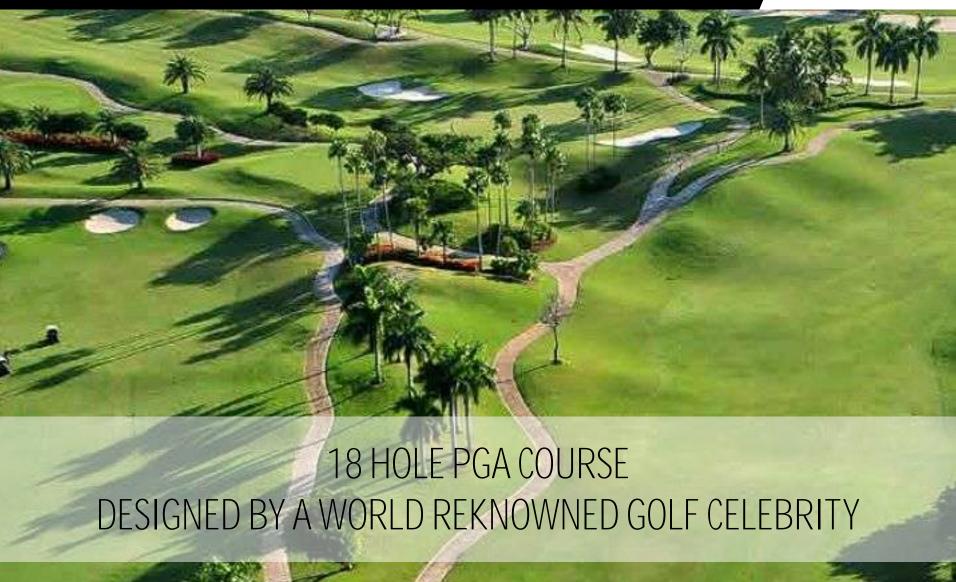










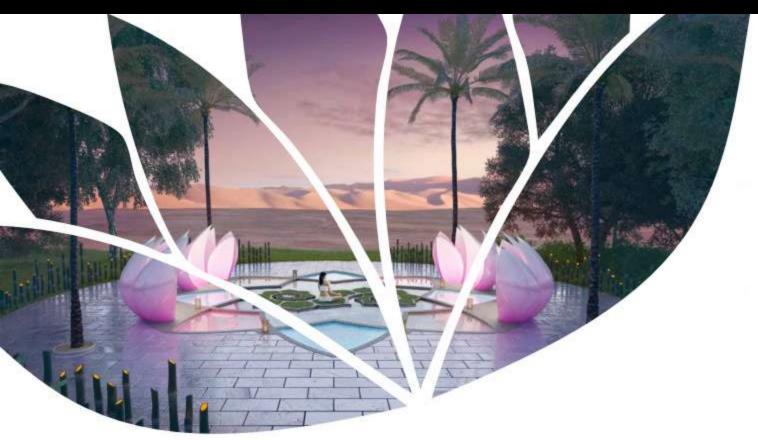






LUXURY SPA ARYUVEDIC CENTRE





YOGA ENCLAVE

FIRST-OF-IT'S-KIND DRY AND WET YOGA GROUND





BRANDED RESIDENTIAL







BRANDED RESIDENTIAL



DAMAC HEIGHTS

MASTER DEVELOPMENT: Dubai Marina

MASTER DEVELOPER: EMAAR

PRODUCT TYPE: Residential

BUILDING CONFIGURATION:

5B+G+5P+81 Floors

PRODUCT OFFERING: 1, 2, 3, 4 & 5 B/R

ELEVATORS: 6

COMPLETION DATE:

June 2016 / December 2016









ALLURE

MASTER DEVELOPMENT: Burj Downtown

MASTER DEVELOPER: Dubai Properties

PRODUCT TYPE: Residential

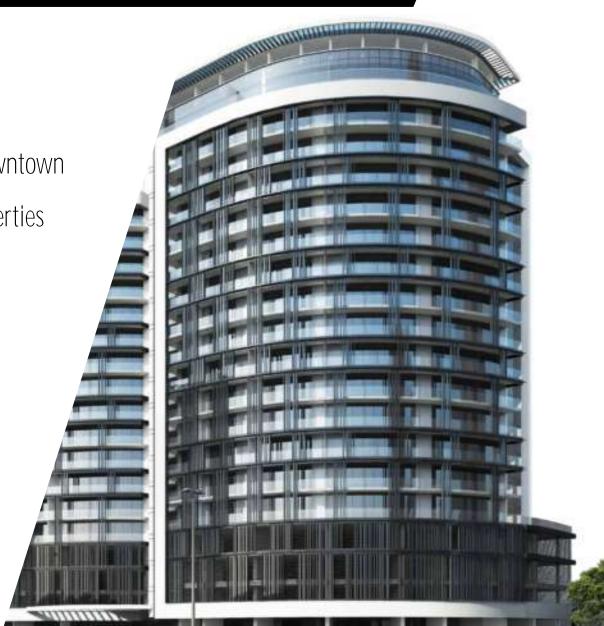
BUILDING CONFIGURATION:

G + 3P + 14F

PRODUCT OFFERING: 1, 2, 3 B/R

ELEVATORS: 6

COMPLETION DATE: Oct 2017





LORETTO @ AKOYA PARK

MASTER DEVELOPMENT: Downtown at Akoya

MASTER DEVELOPER: DAMAC Properties

PRODUCT TYPE: Residential (Towers A & B)

BUILDING CONFIGURATION: G+2P+7F

PRODUCT OFFERING: Studio, 1, 2, 3 B/R

and Townhouses

ELEVATORS: 2 normal

COMPLETION DATE: July 2016







MADISON RESIDENCES

MASTER DEVELOPMENT:

Majan District, Dubailand

MASTER DEVELOPER: MIZIN

PRODUCT TYPE: Residential

BUILDING CONFIGURATION: Aster: G+P+3F,

Columbus: G+P+3F

PRODUCT OFFERING: Studio, 1, 2 B/R

ELEVATORS: Aster-2, Columbus-2





LAKESIDE

MASTER DEVELOPMENT: IMPZ

MASTER DEVELOPER: TECOM

PRODUCT TYPE: Residential

BUILDING CONFIGURATION:

A, D: 3B+3P+21 Floors

B, C: 3B+3P+ 22 Floors

PRODUCT OFFERING: Studio, 1, B/R

NO. OF ELEVATORS: A, B, C, D: 3 each

Completion Date: June 2014

RENTAL POOL



BENEFITS OF THE RENTAL POOL:

Higher rental yield (Daily versus annual)

Monthly payouts

No client evacuation / contract renewal hassles







RENTAL POOL



BENEFITS OF THE RENTAL POOL:

Monitor facility usage

Monitor mis-use of property

No bounced cheque / earning recovery concerns







REFERENCE SITES



DAMAC Properties: http://www.damacproperties.com/en

DAMAC Maison: http://www.damacproperties.com/en/article/damac-maison/about-us.html

Real Estate Laws in Dubai: http://www.dubailand.gov.ae/english/Tashjee/RulesandRegulations.aspx

Dubai Land Department: http://www.dubailand.gov.ae/english/about_us/about_Id.aspx

Real Estate Regulatory Agency: http://www.dubailand.gov.ae/english/about_us/about_rera.aspx

Paramount Pictures: http://www.paramount.com/

Paramount Hotels & Resorts: http://paramounthotelsandresorts.com/

Versace Home: http://www.versacehome.it/?lng=en

Fendi CASA: http://www.fendi.com/ii/en/collections/fendi-casa/philosophy

Donald Trump: http://www.trump.com/

Ivanka Trump: http://www.ivankatrump.com/

DAMAC



DAMAC Developments

Why in invest in DAMAC Properties in Dubai