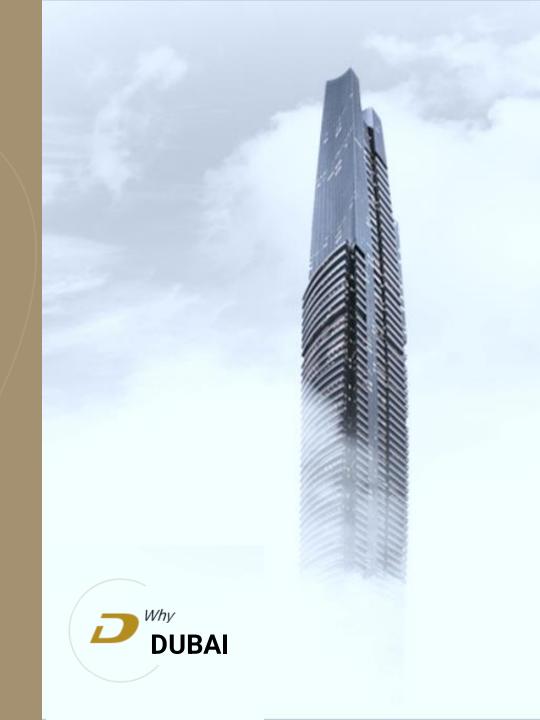
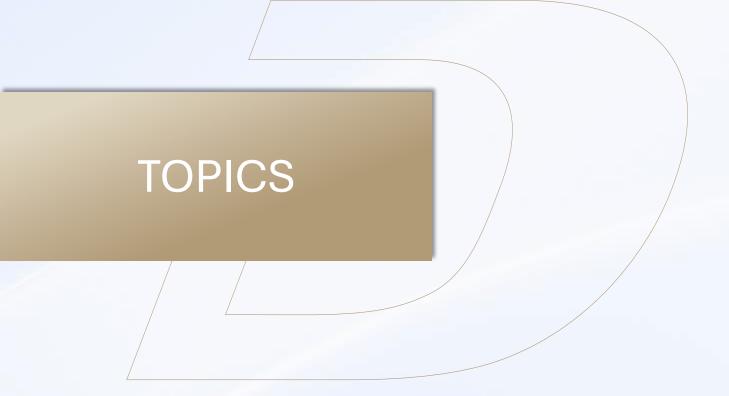
WHY DAMAC







- Why Dubai The ideal city to live in
- 2 Dubai as Business Hub The ideal city to invest in
- 3 City of the Future
- 4 Why Dubai Real Estate
- 5 Investor Protection RERA
- 6 Why DAMAC The largest private luxury developer in UAE



OBJECTIVES

Gain Expertise on Dubai

- Understanding Dubai's Lifestyle
- Discovering Dubai's Most Attractive Features
- Exploring Investment Benefits in Dubai

Dive into DAMAC Properties

- Uncovering DAMAC Properties' History
- Identifying Key Selling Points of DAMAC Properties
- Why Choose DAMAC Properties as Your Developer





The City Of Unbounded Opportunities: Dubai.

DUBAI





DUBAI



200

Nationalities live In Dubai



1st

City in quality of life



6th Safest City



#1

Globally in number of accredited health facilities, including hospitals







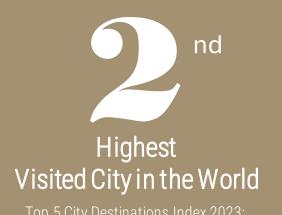




Tax Free on the income

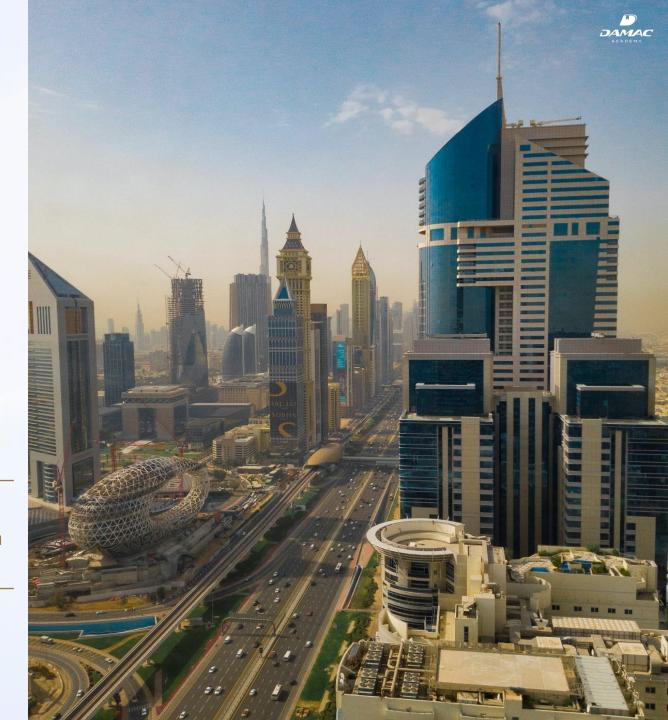


#12 Globally in infrastructure quality (#1 in region)



- 1. Paris
- 2. Dubai
- 3. Madrid
- 4. Tokyo
- 5. Amsterdam

2023 2022 2015 2016 2017 2018 2020 2021 Visitor trend 14.2m 14.9m 15.8m 16.6m 20m 7.8m 14 m 17.15 m





2.5%

Annual

Growth

GROWING POPULATION





Dubai aims to reach 7.8 Millions+ population by 2040

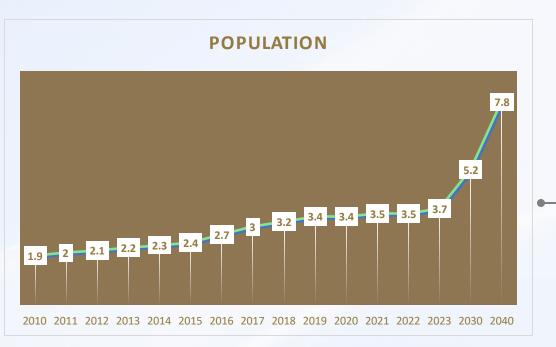


The population is composed of:

15% Native residents

85% Expats





Population growth outstripping property supply

- Luxury segment shortage to dominate
- Many HNWIs are moving Dubai which drives more demand

Continuous growth in rental return

 Dubai Real Estate rents could jump by up to 20 per cent this year as investors seek long and short-term returns

Meanwhile, interest rate for mortgage will drop which could turn residents to buyers



70%

62.4%

55.3%

51.7%

of the **FORTUNE 500** companies chose Dubai as their regional head quarters

Dubai is home to 62.4% of 300 global brands

SHANGHAI

LONDON

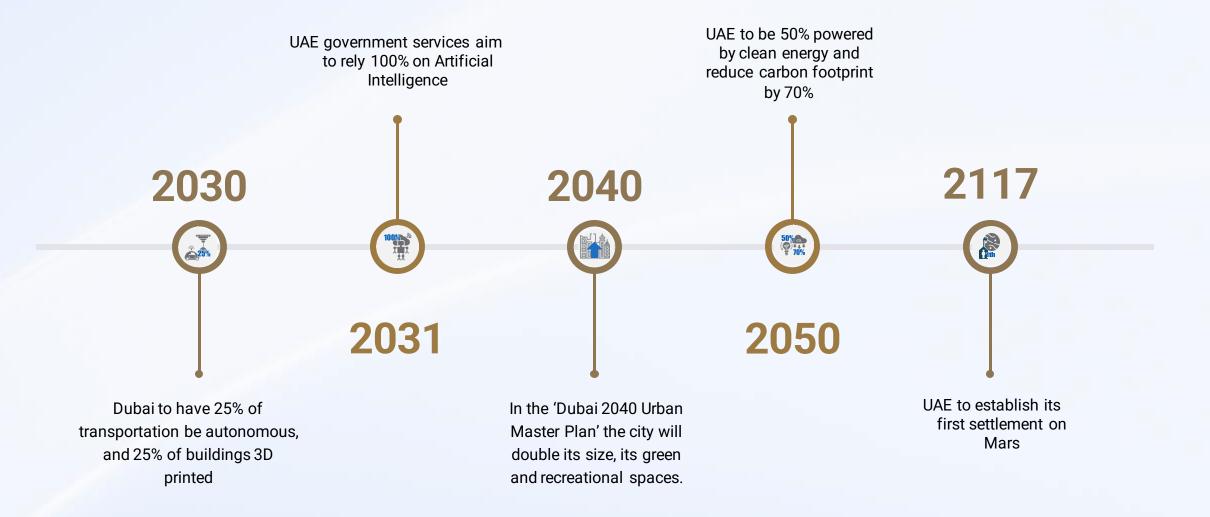
EASE OF BUSINESS – JUST 4 DAYS













DUBAI 2040 Urban Master Plan Outcomes

+55%

Of the population to live within 800 meters of a main public transport station

5.8 Million

Population increase by the year 2040 (from 3.3 million now to 7.8 million)



+134%

Increase in space for hospitality and tourism activities

5 Urban Centres

Development of Urban Centres Deira Bur Dubai, Downtown, Dubai Marina, Expo 2020 and Dubai Silicon Oasis

+105%

Doubling the size of green and recreational areas

+25%

Increase in spaces designated for educational and health facilities

DUBAI REAL ESTATE





REALESTATE STRUCTURE & GOVERNANCE



Dubai Land Department (DLD)

prepares all the necessary legislations required to propel as well as regulate the real estate sector in Dubai. It also organizes and promotes real estate investment and disseminates knowledge.





Real Estate
Investment
Management &
Promotion Centre
(Investment Arm)

Dubai Real Estate Institute (Educational Arm) Rental Dispute Centre (Judicial Arm)





REAL ESTATE SAFETY

ESCROW mandatory to launch sales

20% of project value in ESCROW by Developer

Developer is required to furnish a progress certificate to withdraw funds

Construction progress update on DLD site

INVESTOR PROTECTION

RERA penalty for developers for non-compliance

DLP - Defect Liability Period 1 Year

5% of the project value hold back during DLP to cover any defects arising post completion





Offers a high rental yield of more than 6.74%



Tax free - No investment taxes from Dubai government



Strong and stable currency 1USD = 3.67AED Pegged

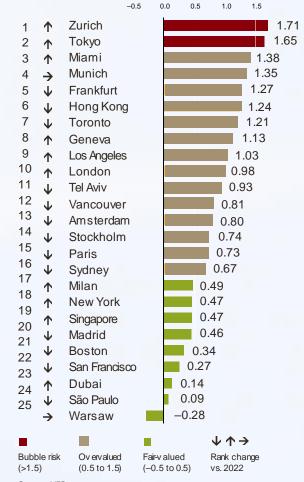


Fairly priced (UBS Global Real Estate Bubble index 2023) – Less risk



UBS Global Real Estate Bubble Index

Index scores for the housing markets of select cities, 2023



Source: UBS

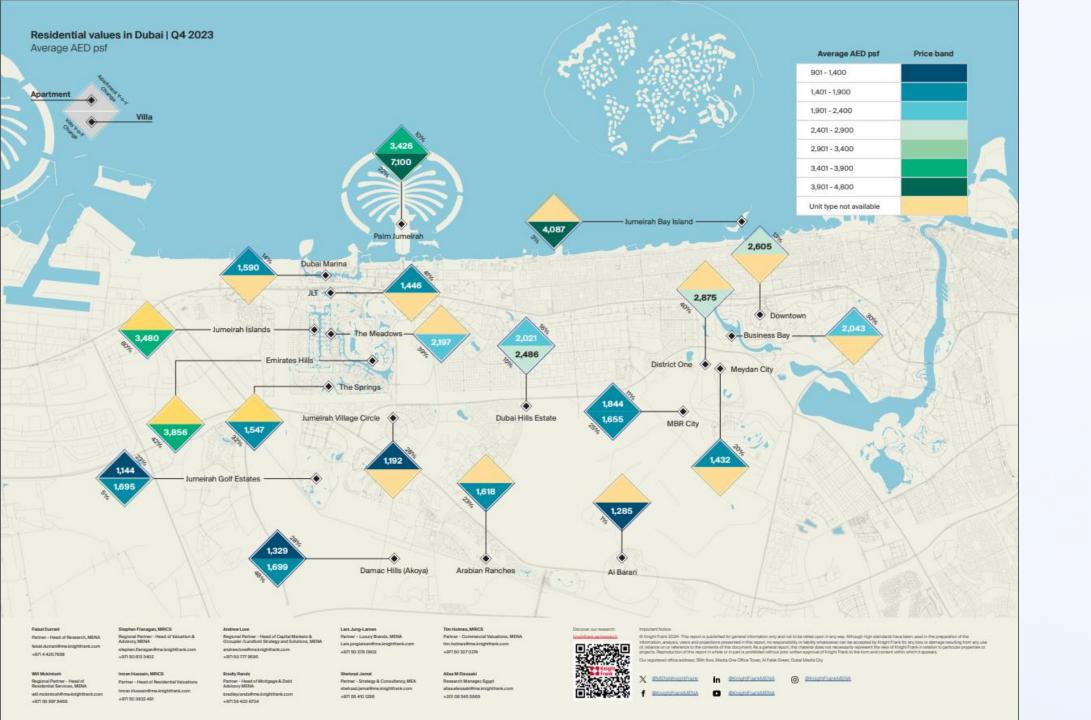
For an explanation, see the section on Methodology & data on page 23.





WHAT CAN US\$1 MILLION BUY AROUND THE WORLD?

- With US\$1 million, buyers can secure around 1,130 square feet of prime residential space in Dubai, three times more than in cities like London, New York, or Singapore, driving demand among the world's wealthy.
- Dubai has emerged as **one of the top-5** busiest luxury residential markets globally due to its heightened level of deal activity.



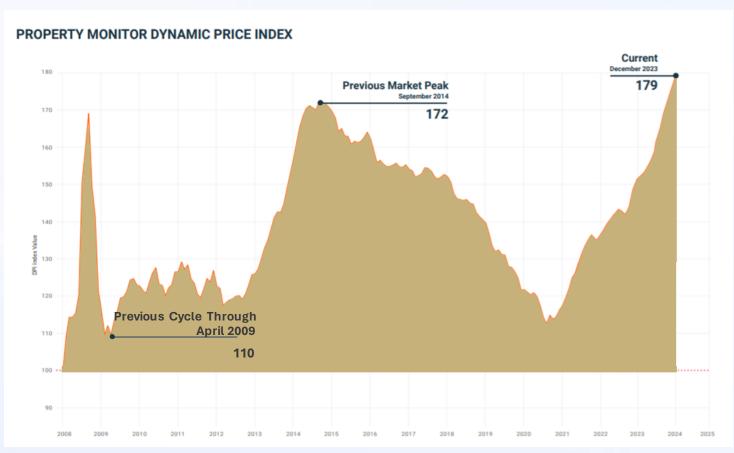




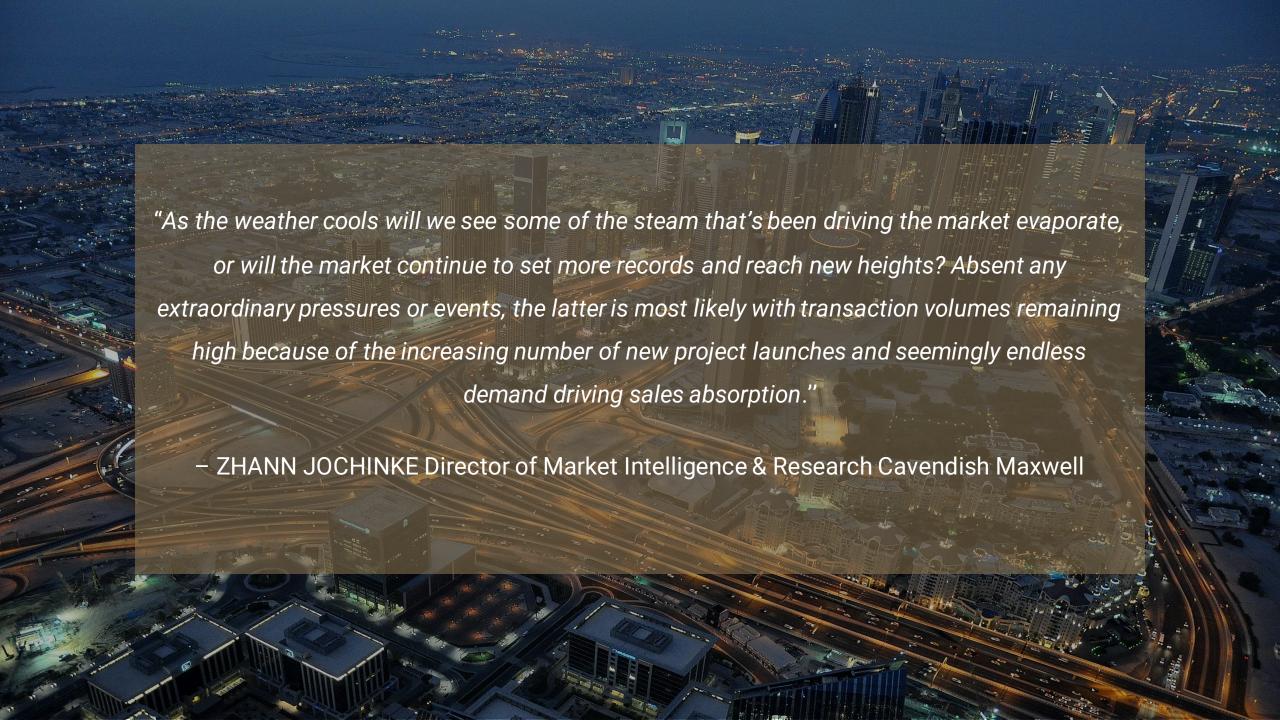
WHY DUBALAND WHY KEEP INVESTING IN REAL ESTATE NOW

Where we currently are in the market

- According to the Property Monitor Dynamic Price Index (DPI),
 Dubai property prices currently stand at AED 1,281 per square
 foot, 3.8% above the previous all-time high and market peak of
 September 2014.
- Dubai has been named as the world's sixth best city to 'live and prosper'.



Indexed to base value 100 (Jan 2008)



OFF-PLAN

Any property which is still under construction and not ready to be occupied. From launch until completion.

Advantages:

- Lower prices
- Best choice of units
- Flipping
- Payment plan instalments without interest
- Protection through Escrow Law
- Capital appreciation
- 1-year warranty for structural defects on MEP
- 10 years warranty for structural defects from the developer

Challenges:

- Waiting time until ready
- Buying through renderings and reference show units
- Readiness of infrastructure depending on location
- Mortgage not applicable

Returns:

- In most cases, assured capital appreciation starting anytime from 1 month of purchase until ready. Up to 50%
- Rental returns once ready ranging between 4%-10%



READY

Any property which is ready and completion certificate from DLD is issued.

Advantages:

- Ready product
- Immediate rental return potential
- Mortgage applicable
- 10 years warranty for structural defects from the developer

Challenges:

- Matured (higher) prices
- Warranty period could be completed
- Older product

Returns:

- Rental returns ranging between 4%-10%
- Capital appreciation over long term





GOLDEN VISA - 10 YEARS

Investment Required : 2,000,000 AED

Benefits

- **Extended Stay outside the UAE:** There is no limit on how long you can be outside the UAE to keep your visa active.
- Sponsor up to 3 maids and 1 drivers for 2 years
- Sponsor your Family for the same period for 10 years
- Sponsor your child Age limit is less than 30 years for boys & girls Unmarried
- Sponsor your parents for a period of 10 years.
- Work, study or reside long-term in UAE without requiring a sponsor
- Open a bank account in the UAE

Requirement to Apply

- You should have a property in the UAE with a minimum value of AED 750,000.
- To apply for residency, the property must be ready or at least 50% construction completed.

Please Note: If the property is under mortgage, then NOC from the bank is required and it must show the total paid amount and remaining amount.





PROPERTY INVESTOR VISA - 10 YEARS

Investment Required : 750,000 AED

Benefits

- Husband or wife, and children can be sponsored for the same period for 2 years
- Sponsor your parents for a period of 1 year
- Work, study or reside long-term in UAE without requiring a sponsor
- Open a bank account in the UAE

Requirement to Apply

- You should have a property in the UAE with a minimum value of AED 750,000.
- To apply for residency, the property must be ready or at least 50% construction completed.

Please Note: If the property is under mortgage, then NOC from the bank is required and it must show the total paid amount and remaining amount.

DAMAC









46,000+

Homes delivered (30% Repeat customer)

33,000+

Units under Development

70+Million Sq.Ft

Project in Planning & Progress

- Largest Private Luxury Developer in UAE
- Established in 2002 by entrepreneur Mr. Hussain Sajwani
- Presence in 10 countries
- Diversified Portfolio Apartments, Villas, Townhouses, Plots & Hotels
- Limited edition branded opportunities.
- 50+ International design houses
- 200+ Strategic partners
- 2600+ Employees





A SELECTION OF OUR BRAND COLLABORATIONS

















justcava**l**li

de GRISOGONO











cavalli







BABOLEX

DUBAI – PRIME LOCATIONS







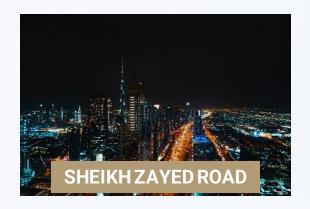




1 unit of 4 BR Townhouse in DAMAC Lagoons

2 Unit of **4 BR Townhouses** in DAMAC Hills 2

3 units of Golf course facing 1BR Apartments in DAMAC Hills



1 Ocean view

2 BR Apartments on Sheikh Zayed road



3 Canal facing **Studio Apartments** in Business Bay



1 Unit of sea facing branded2 BR Apartments in MaritimeCity

GLIMPSE OF 2023

Launch Statistics

Launched 6,300+ units in 2023

Hand Over

- More than 17,600+ units handed over since 2021
- 4,000+ units handed over in 2023

Agencies Engaged

More than 1,600+new agenciesengaged withDAMAC

Revenue

- Annual revenue jump of 10.2% in 2023
- Q4 -2023 recorded quarterly growth of 22%.

Sales

- 21,000+ units sold since 2021
- Around 8,000 units sold in 2023





DAMAC LAUNCHES IN 2023 & Q1 2024

Q1 2023

Q2 2023

Q3 2023

DAMAC Hills Golf Greens	
DAMAC Hills Utopia	
• Park Green • Kensington Plots	

04 2023

Destination	Launches
Business Bay	
Safa Park • Cavalli Couture	
DAMAC Hills 2 • Camelia	BB m
Downtown • Elegance Tower	
Dubai Harbour • DAMAC Bay	

es
E E

Destination	Launches
Maritime City • Harbour Lights • Coral Reef	
Downtown • Volta	
DAMAC Hills 2 • Verona	
AL Sufouh • CASA	

Destination	Launches			
Business Bay AltitudeSapphire				
DAMAC Hill 2 Elo Natura Evergreen				
DAMAC Hill • Autograph	E I			
DAMAC Lagoons • Lagoon Views				

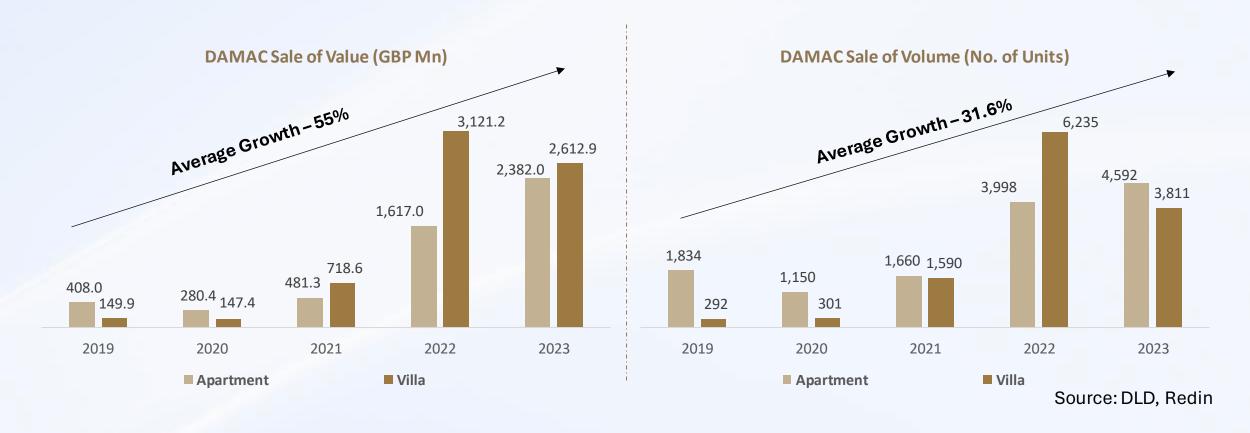








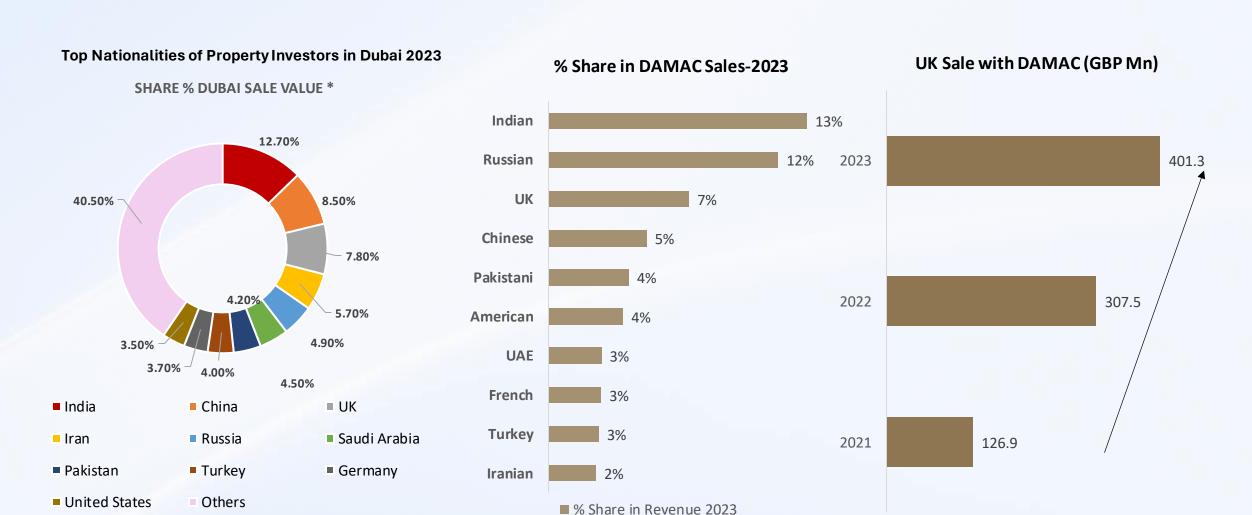
DAMAC SHARE IN 2023



- According to Cushman & Wakefield annual report 2023-24, DAMAC holds 13% share (2nd rank) in Dubai's off plan sales up from 6% in 2022.
- DAMAC also holds 2nd rank in terms of secondary sales transactions by developer in 2023.



NATIONALITY MIX 2023



^{*}Note this is for Q1-Q3 2023



NATIONALITY MIX 2023

Apartments				Villa + Townhouse					
Rank	Nationality	2022	2023	YoY Change	Rank	Nationality	2022	2023	YoY Change
1	Russian	26%	16%	•	1	Indian	19%	18%	
2	Indian	7%	9%	•	2	British	7%	9%	•
3	British	3%	6%		3	Pakistani	5%	7%	•
4	Chinese	1%	4%	1	4	Chinese	5%	6%	
5	American	3%	4%	•	5	Russian	8%	6%	•
6	Romanian	8%	3%	•	6	American	3%	4%	•
7	UAE	0%	3%	•	7	UAE	3%	3%	\longleftrightarrow
8	French	3%	3%		8	Turkey	1%	3%	1
9	Israeli	2%	3%	1	9	Saudi	1%	3%	•
10	Iranian	4%	2%		10	French	4%	3%	

% represents share of nationality in total annual sale

SCAN ME

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