



WHY DUBAI WHY DAMAC

EXPLORE . LEARN . GROW .

TOPICS

1. 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

01

Gain Expertise on Dubai

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

02

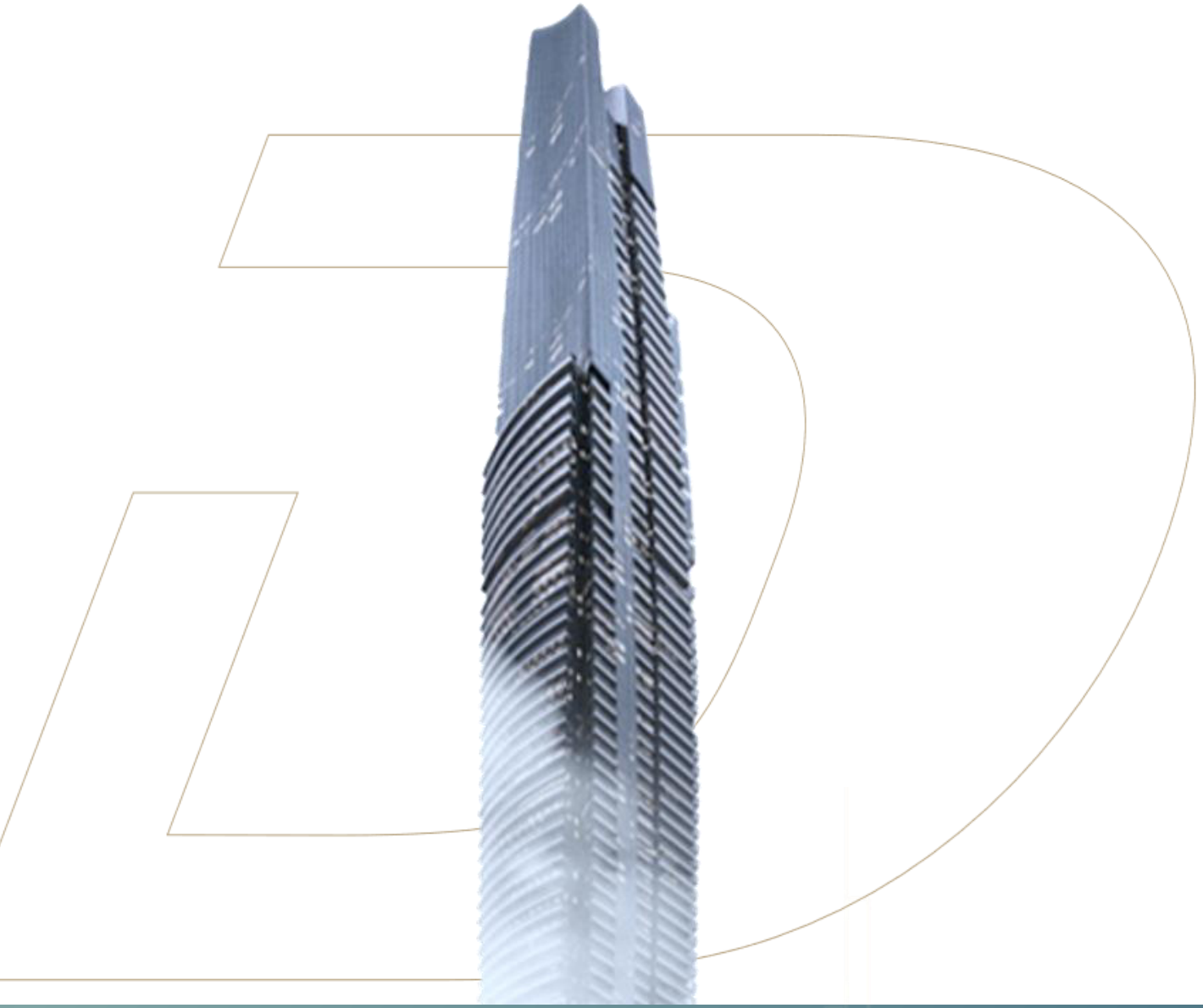
Dive into DAMAC Properties

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





The City of Unbounded Opportunities. DUBAI.



WHY DUBAI



DUBAI

200
Nationalities
live in Dubai

1
City in quality
of life

2
Safest city

1
Accredited
health facilities

1
Attracting
greenfield FDI
projects

12
In Quality of
higher education



 Tax Free

 **#12**
Global infrastructure quality

 Stable Economy

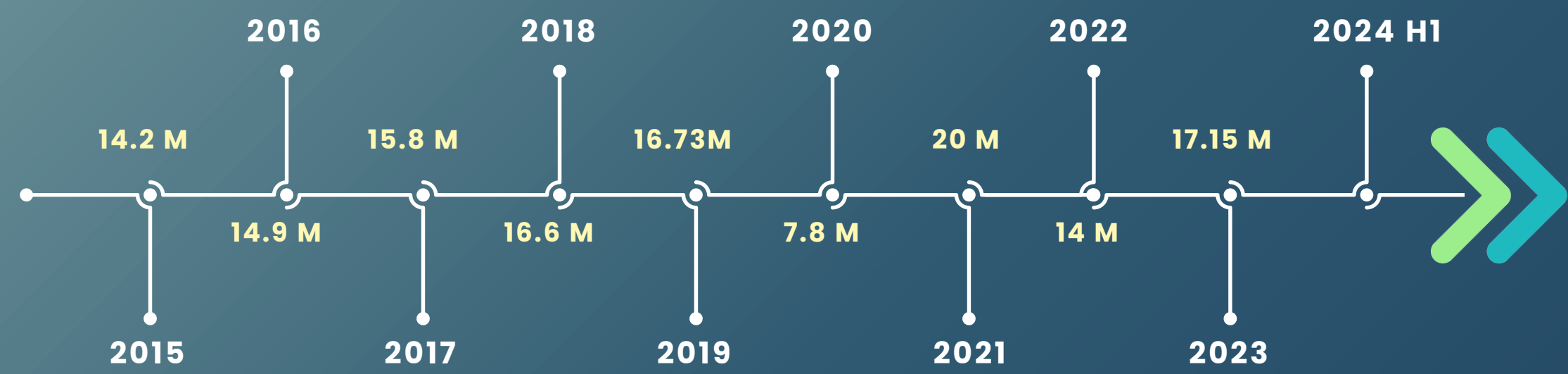
Highest Visited City in the World

Top 5 City Destination Index 2023

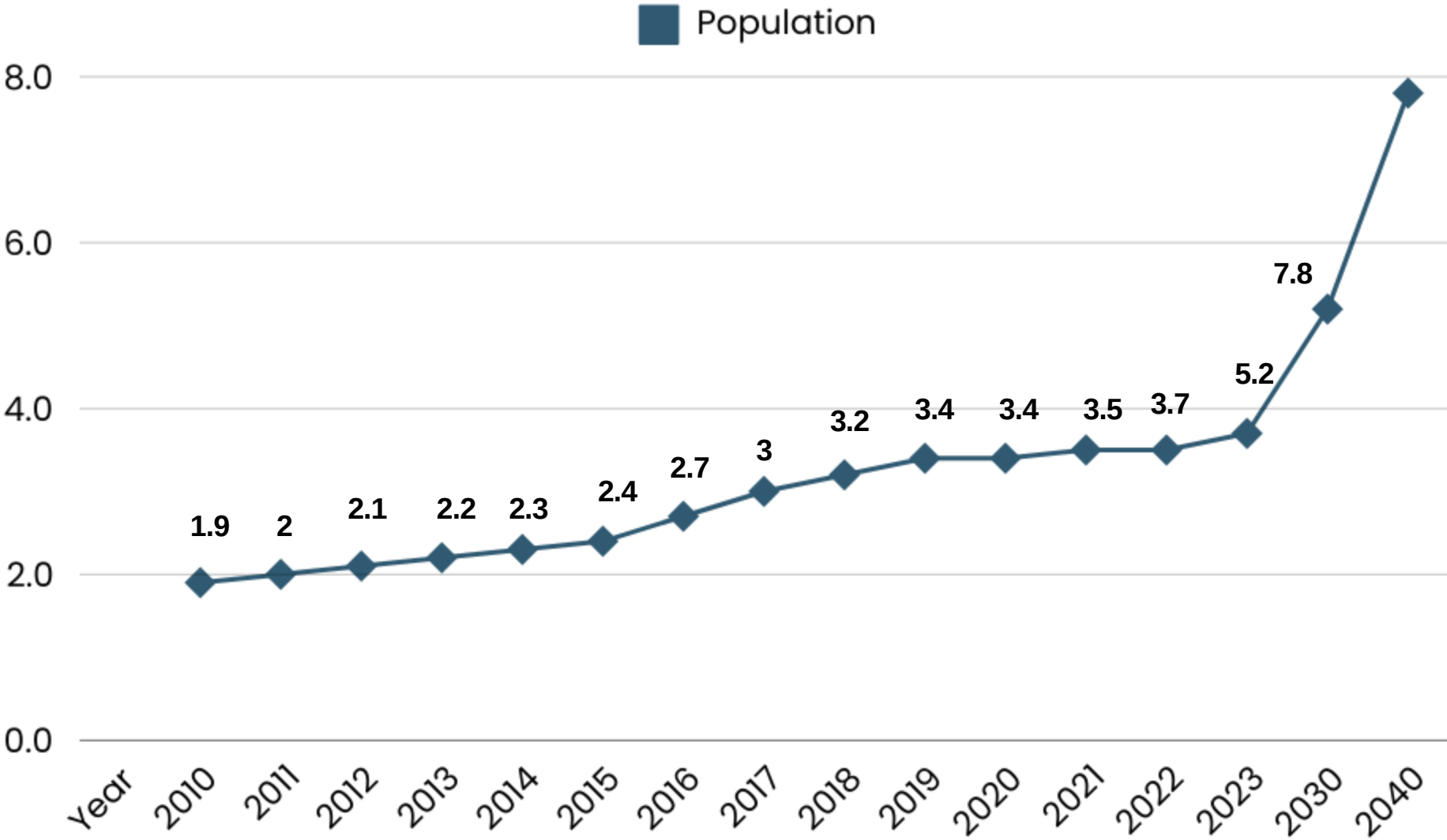
7th
Dubai



VISITOR TREND



Growing Population



Population Growth Outstripping Property Supply

- Luxury segment shortage to dominate
- Many HNWI's are moving Dubai which drives more demand

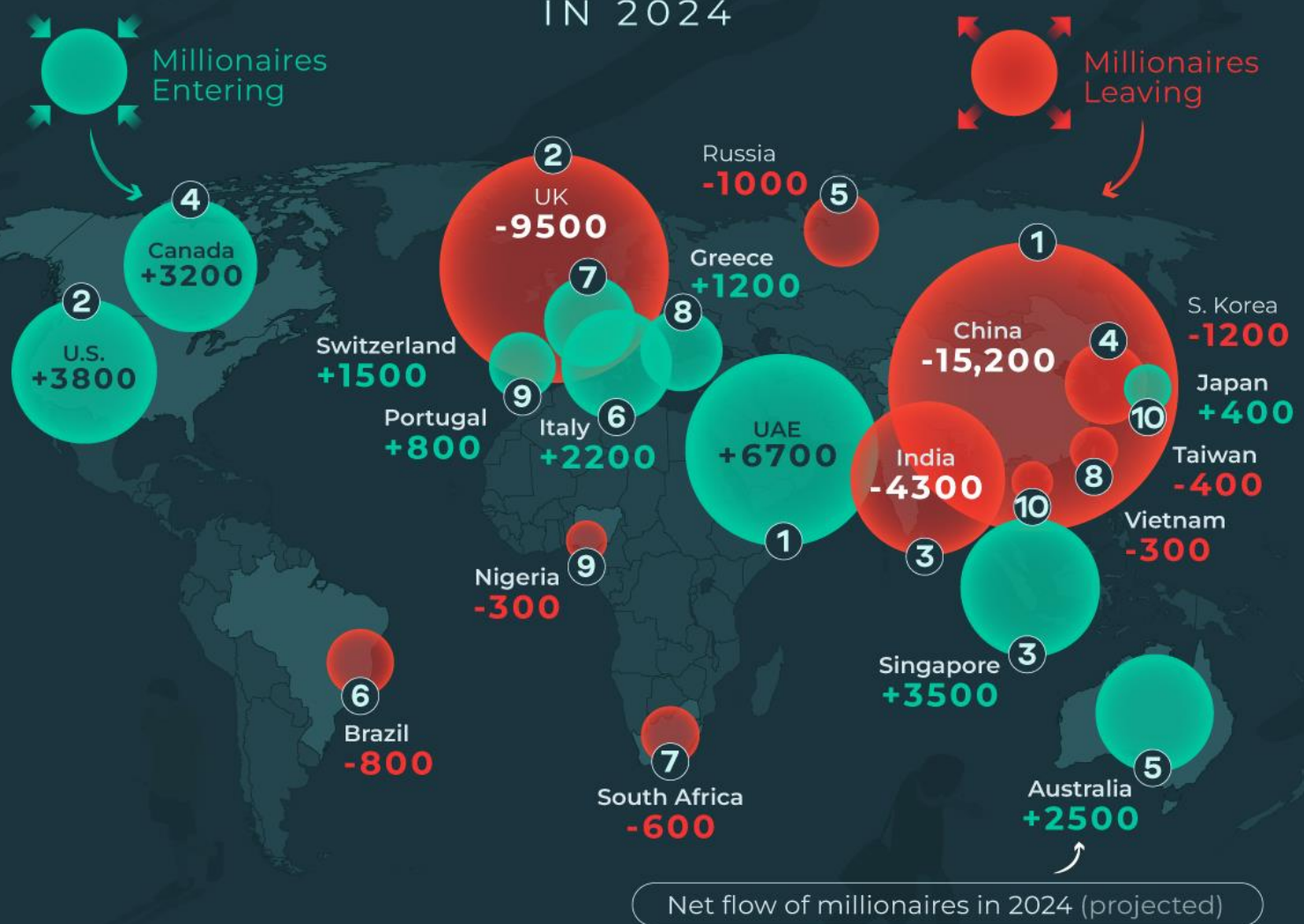
Interest Rate for Mortgage Drop

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

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

MILLIONAIRE MIGRATION IN 2024



All figures are projections, based on year-to-date HNWI movements to June 2024.
Source: New World Wealth, accessed via Henley & Partners



70%

FORTUNE 500 companies
chose Dubai as their regional
head quarters

55.3%

SHANGHAI

62.4%

Dubai is home to 62.4% of
300 global brands

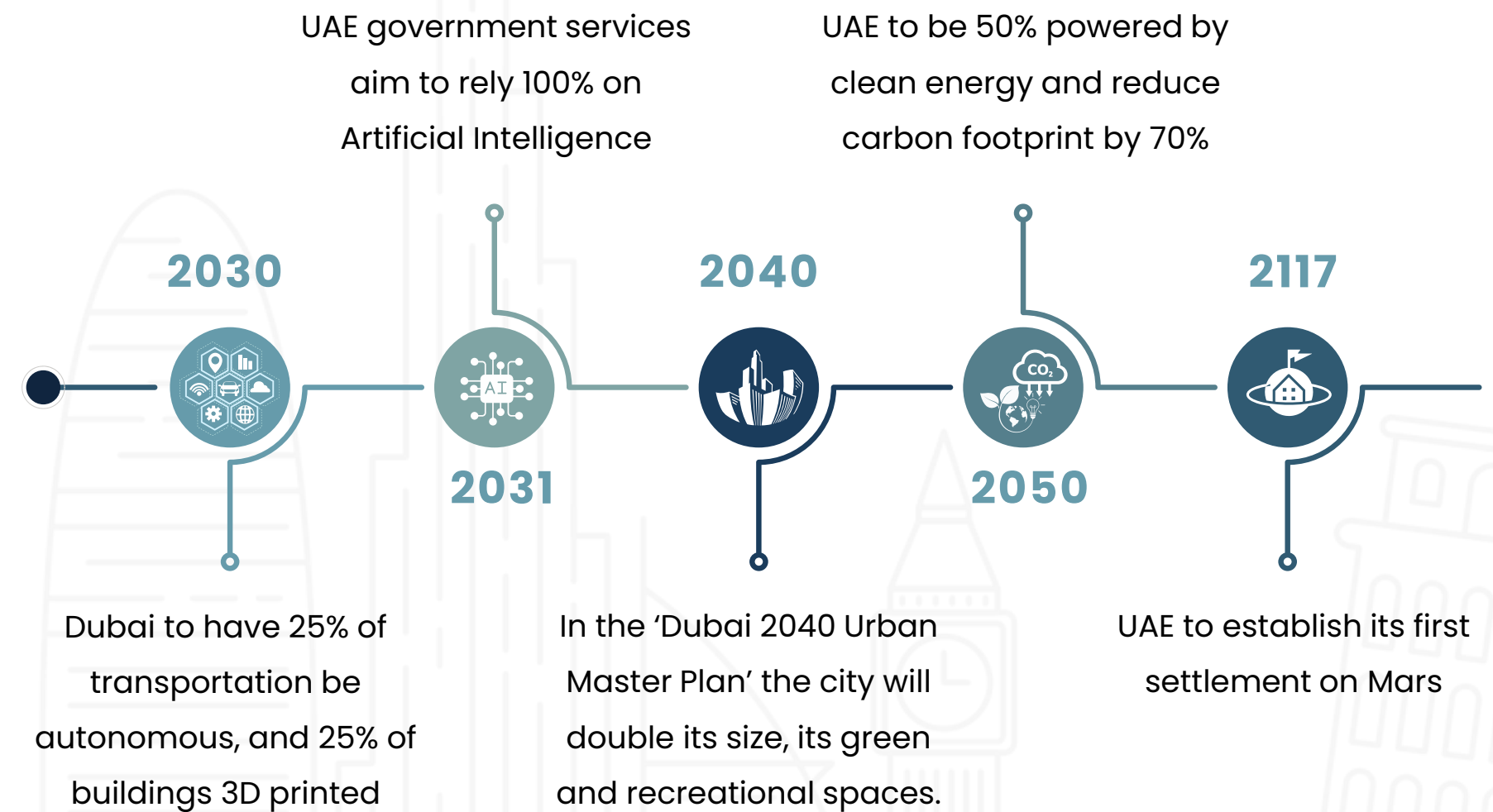
51.7%

LONDON

Ease of Business – Just 4 Days



Dubai – Vision of the Future



Dubai 2040 – Urban Master Plan Outcomes



7.8 Million

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

5 Urban Centers

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

+55%

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



+134%

Increase in space for hospitality and tourism activities

+25%

Increase in spaces designated for educational and health facilities

+105%

Doubling the size of green and recreational areas

A stylized illustration of a skyscraper, possibly the Burj Khalifa, rendered in a light blue and white color scheme. It is surrounded by thin, gold-colored geometric lines that form a large, abstract shape, possibly a stylized 'D' or a similar letter, framing the building.

WHY DUBAI REAL ESTATE



Real Estate 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 Regulatory
Agency
(Regulatory Arm)



Real Estate Investment
Management & Promotion
Centre
(Investment Arm)



Dubai Real Estate Institute
(Educational Arm)



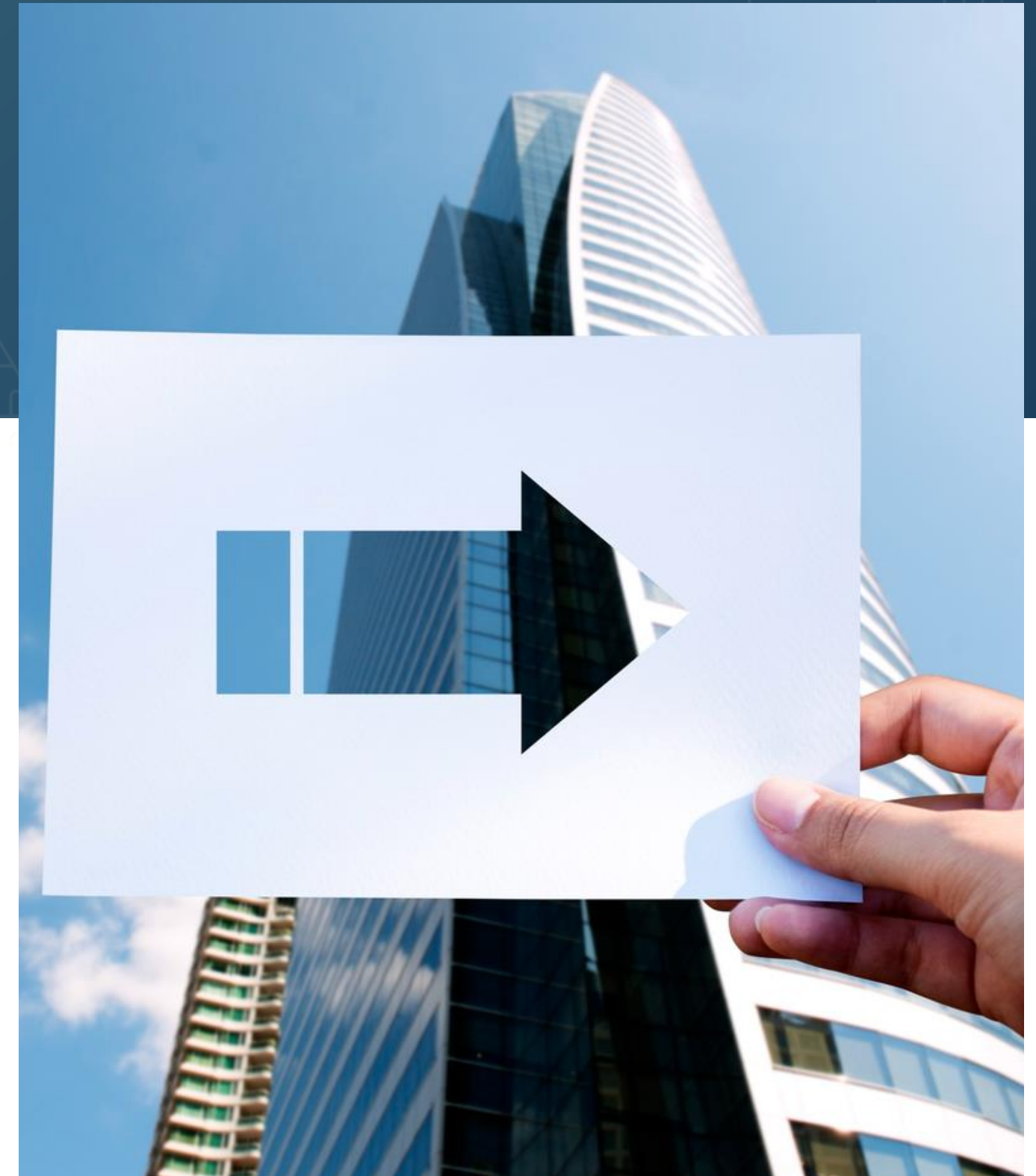
Rental Dispute Settlement
Centre (RDSC)
(Judicial Arm)

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



Why Investors From All Over the World Invest in Dubai Real Estate?



Offers a high rental yield of more than 6.74%



Tax free - No investment taxes from Dubai government

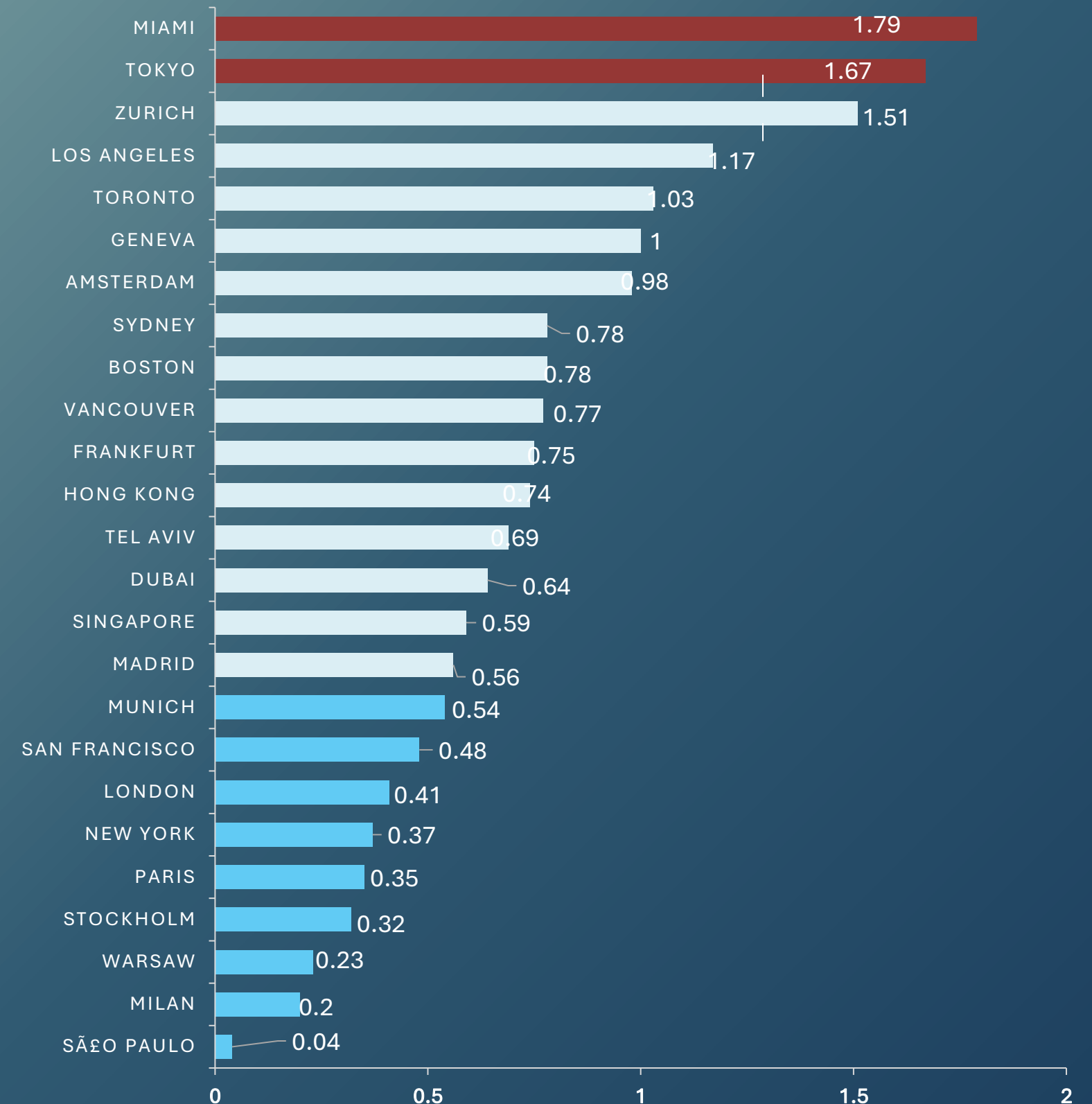


Strong and stable currency
1USD = 3.67AED Pegged



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

UBS Global Real Estate Bubble Index Dubai is fair valued

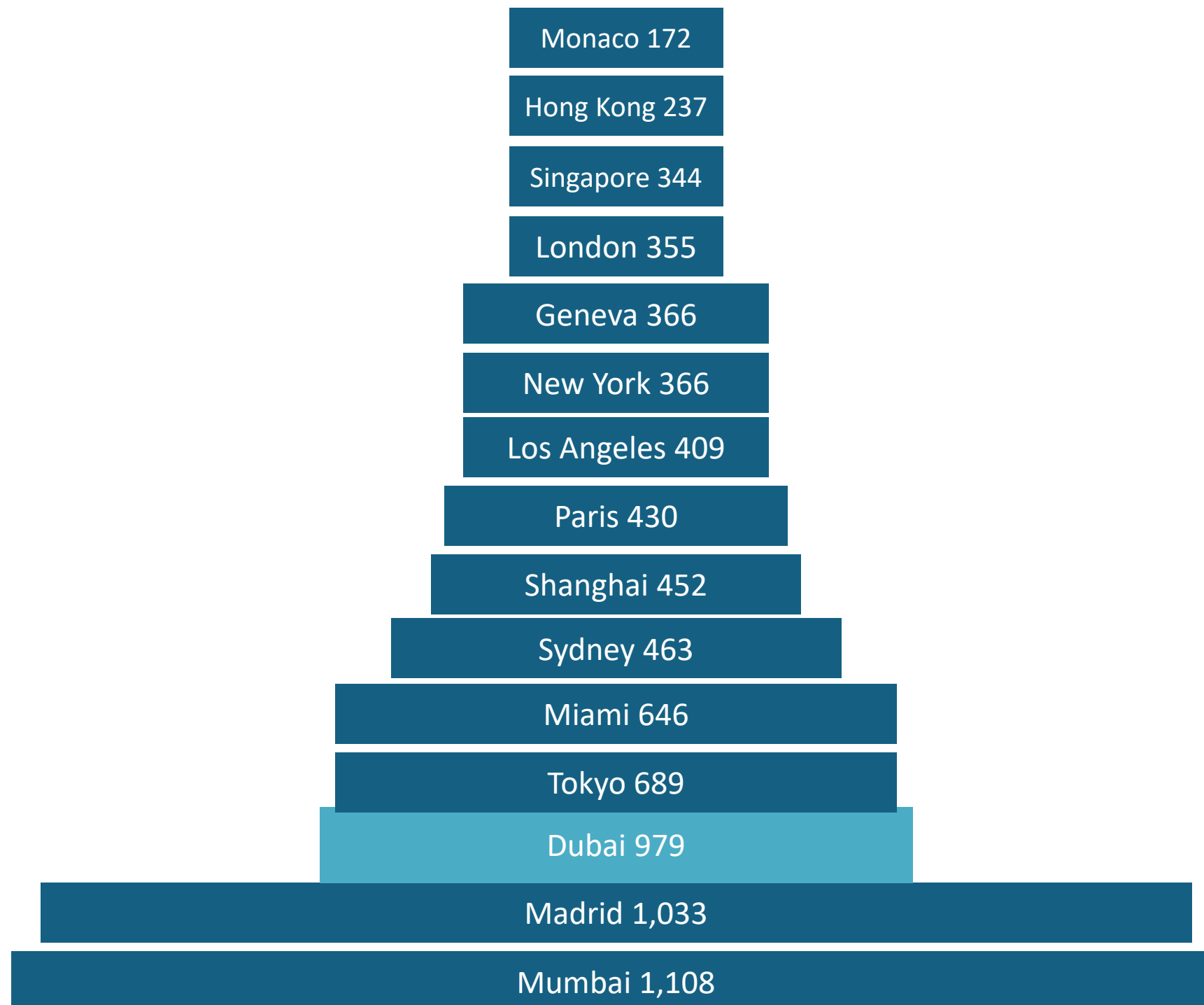


What Can **US\$1 Million**

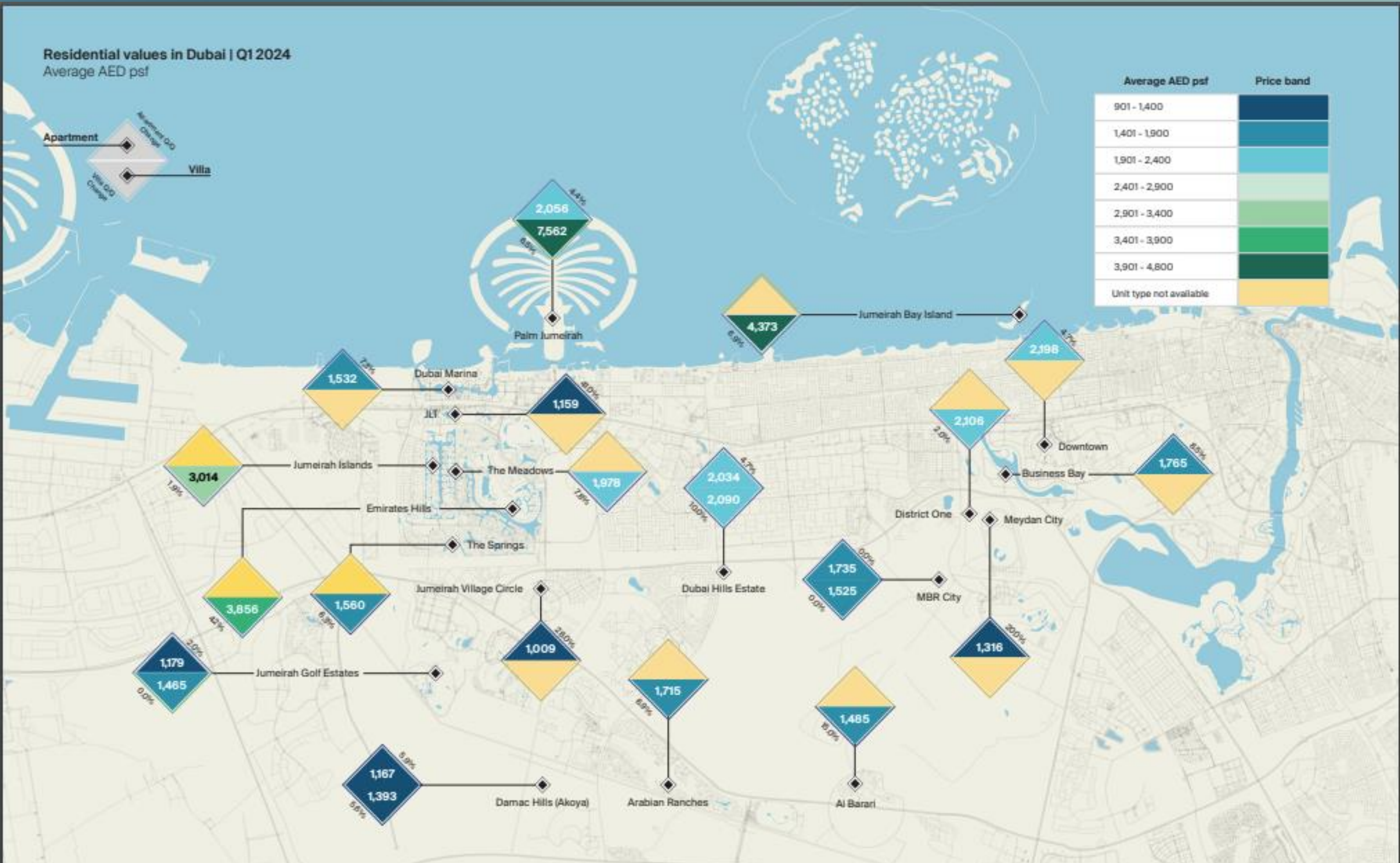
Buy Around the World?

With US\$1 million, buyers can secure around 979 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.



Residential Values in Dubai Q1 2024



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:

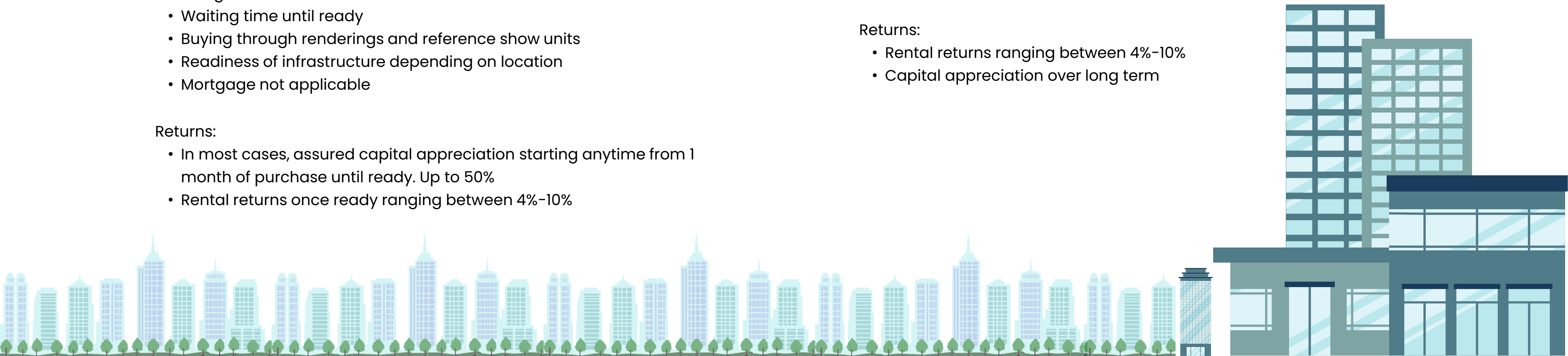
- Ready product
- Immediate rental return potential
- Mortgage applicable
- 10 years warranty for structural defects from the developer

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

Property Investment Required : AED 2 Million

- **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 **2 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

Please Note: A property investor is eligible for Golden Visa post the completion of Down Payment which is 20% of the property value.

Property Investor Visa – 2 Years

Investment Required : AED 750,000

Benefits

- **Husband or wife**, and children can be sponsored for the same period for 2 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.



Retirement Visa – 5 Years

Investment Required : AED 1 Million

Benefits

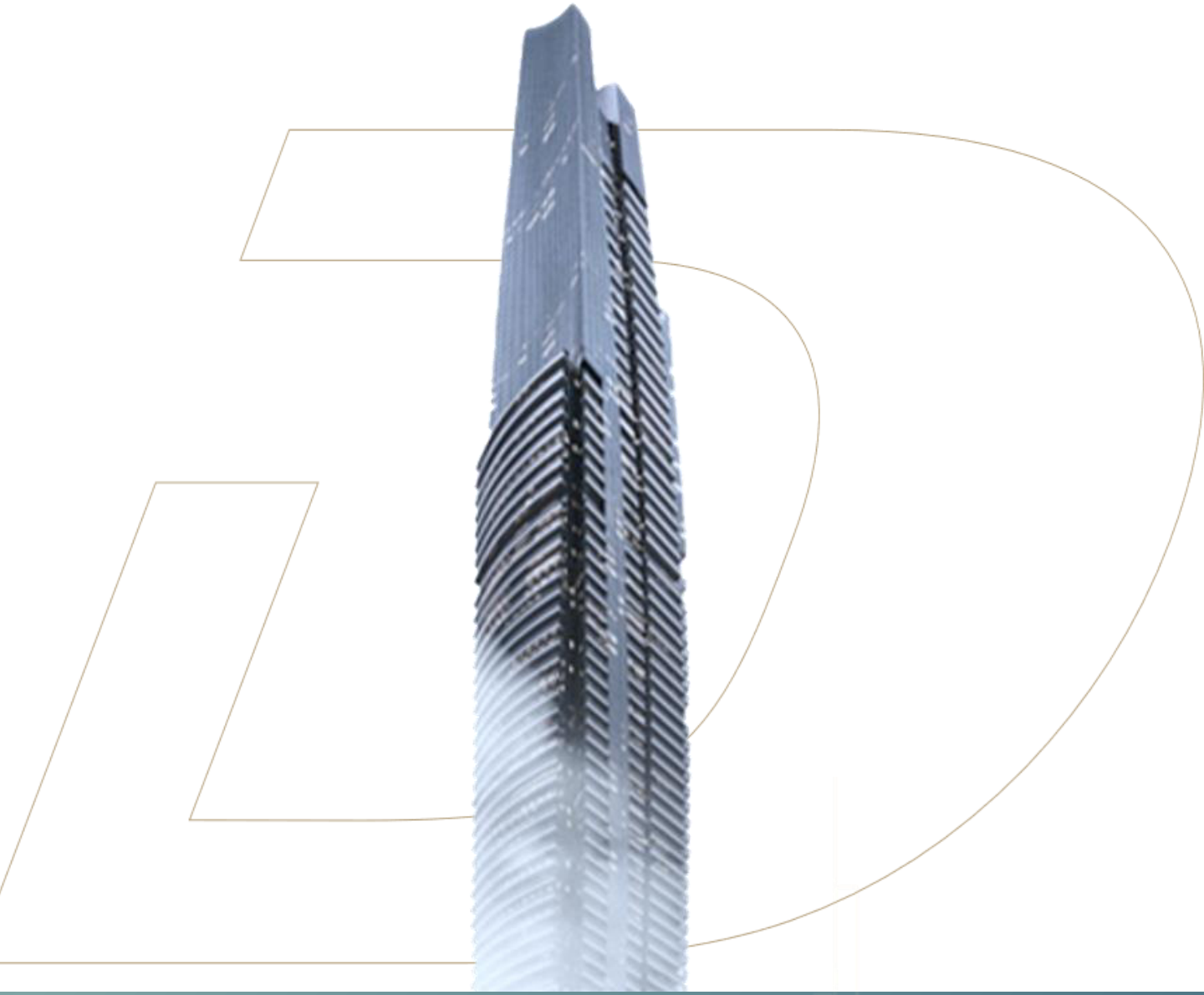
- **Husband or wife**, and children can be sponsored for the same period for 5 years
- **Work, study or reside long-term** in UAE without requiring a sponsor
- **Open a bank account** in the UAE
- **Sponsor your parents** for a period of 5 years.
- Age Criteria is **55 Years or above**

Requirement to Apply

- You should have a property in the UAE with a minimum value of **AED 1 Million**
- 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.





WHY DAMAC



DAMAC

47,000+

Homes Delivered
(30% Repeat Customer)

33,000+

Units Under Development

77+ Million Sq.Ft

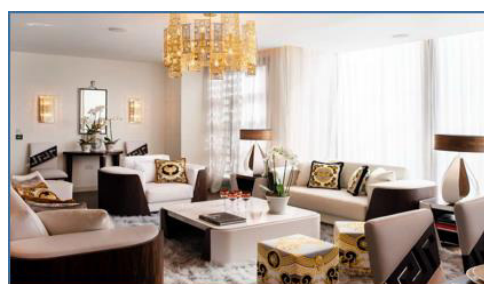
Project Planning &
Progress

- **Largest** Private Luxury Developer in UAE
- **Developer of the Year Award** by Finance World Magazine in 2024
- 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

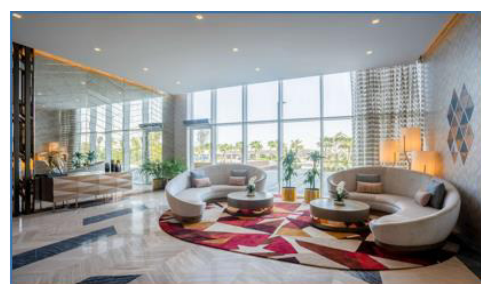


DAMAC

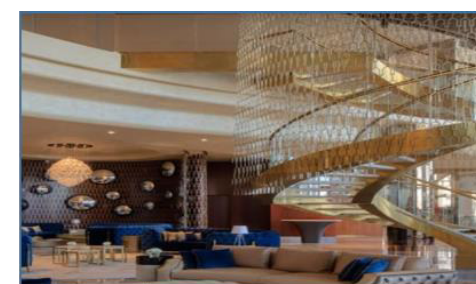
A Selection of our Brand Collaborations



VERSACE
HOME



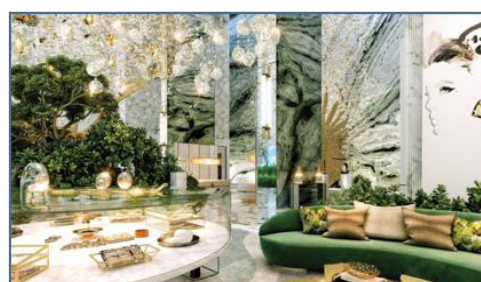
Radisson



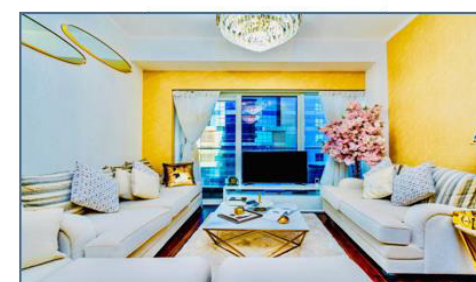
Paramount
Hotels & Resorts



roberto cavalli



de **GRISOGONO**
GENEVE



FENDI
CASA



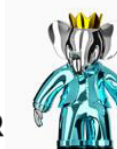

Trump International Golf Club
DUBAI



روتانا
Rotana




VINCENT FAUDEMER





WHAT CAN

US \$ 1M

BUY IN *DAMAC*

Dubailand



1 Unit of 4BR Townhouse
in DAMAC Lagoons

2 Units of 4BR Townhouse
in DAMAC Hills 2

3 Units of Golf Course Facing Studio
Apartments in DAMAC Hills

Sheikh Zayed road



1 Ocean View 2 BR Apartment
on Sheikh Zayed Road

Business Bay



3 Canal Facing Studio Apartments
in Business Bay

Maritime City



1 Unit of Sea Facing Branded
2 BR Apartments
in Maritime City

DAMAC – 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



SALES

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



AGENCIES ENGAGED

- More than 1,600+ new agencies engaged with DAMAC



REVENUE

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





LAUNCHES OF 2024





Q 1 2024

Destination	Launches
Business Bay • Altitude	
DAMAC Hill 2 • Elo 1 & 2 • Natura	 
DAMAC Lagoons • Lagoon Views • Lagoon Views – Phase 2 B# 13	



Q 2 2024

Destination	Launches
DAMAC Lagoons • Lagoon Views – Phase 2	
Riverside • Ivy • Lush • Sage	
DAMAC Hill 2 • Violet 1	
DAMAC Hill • Autograph	

Q 3 2024

Destination	Launches
DAMAC Hills 2 • Violet 2, & 3 • Evergreen • ELO 3	 
Shoreline by DAMAC	
DAMAC Suncity	

Q 4 2024

Destination	Launches
DAMAC Hills 2 • Violet 4	
DAMAC Islands • Maldives • Bora Bora • Bali • Fiji	



Apartments



Villa / Townhouses



Joanne Fultz
DAMAC Global Sales Ambassador
+1 239-747-9729

Thank you

