



THE

SAPPHIRE

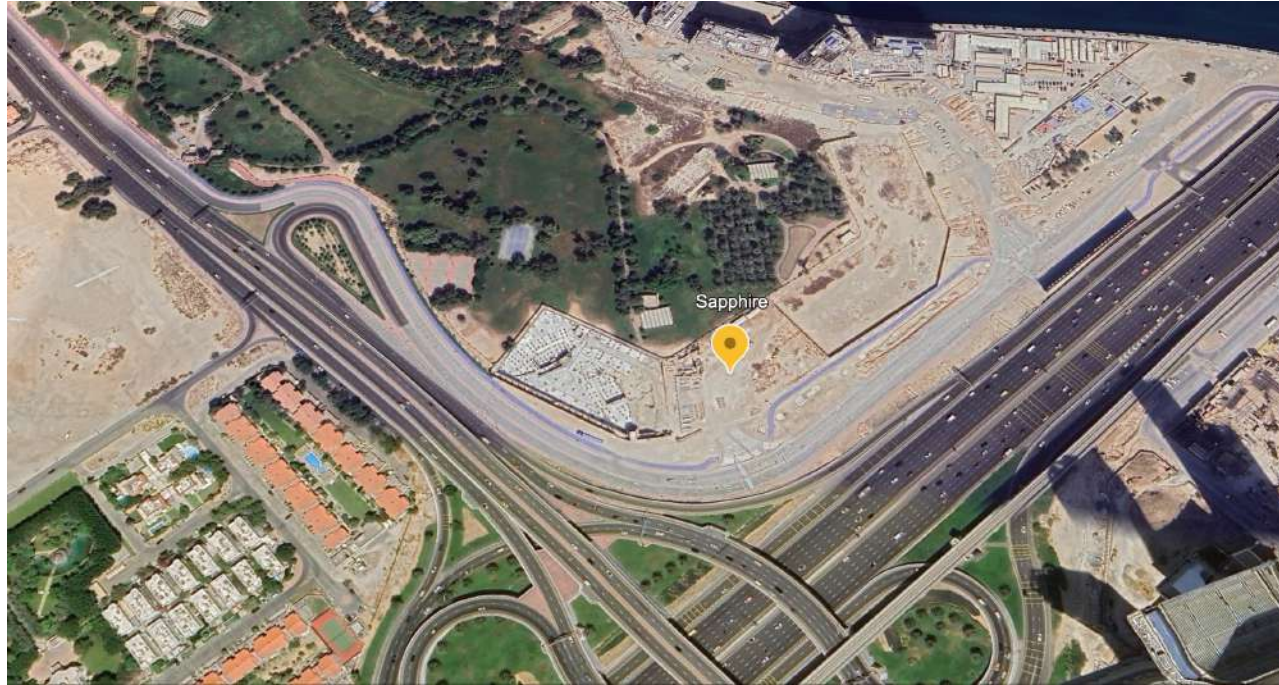
SHEIKH ZAYED ROAD

DAMAC

Bringing Urban
Luxury To Light!



THE LOCATION



FAST FOUR FACTS



Golden Triangle

- 1 min from Safa Park
 - 1 min from Dubai Water Canal
 - 1 min from Shekh Zayed Road
- (8 mins to Downtown)



Limited Freehold

- Limited supply of plots available from Zabeel till Marina
- Reiterating the supply and demand mismatch of 38%
- Limited availability of land for apartment projects



Al Wasl

- Al Wasl is an upmarket location when compared to Business Bay. The average price in Al Wasl are 33% higher when compared to Business Bay by the end of Q4 2023.
- Al Wasl recorded phenomenal growth in capital values by recording 78% in the last two years, driven by the presence of branded residencies.



The best of both worlds

- Close to hotspots and commercial centres
- The serenity living of park residing
- In the middle of Old and New Dubai

THE PROXIMITY



SOCIAL INFRASTRUCTURE PROXIMITY

Education (max 10 mins away)

- Horizon English School Dubai
- JSS Private School
- Canadian University Dubai, Main Campus
- Jumeirah University
- American University

Healthcare (max 10 mins away)

- Medcare Hospital Al Safa
- Mediclinic Dubai Mall
- Aster Clinic Business Bay
- Prime Medical Centre Jumeirah
- Emirates Hospital

Hospitality (max 10 mins away)

- Bulgari Hotel and Resort
- Four Seasons Jumeirah
- Armani Hotel Dubai
- Burj Al Arab
- Ritz Carlton (DIFC)
- Four Seasons (DIFC)

Malls (max 13 mins away)

- Dubai Mall
- City Walk
- Beach Park Plaza
- Box Park

Business

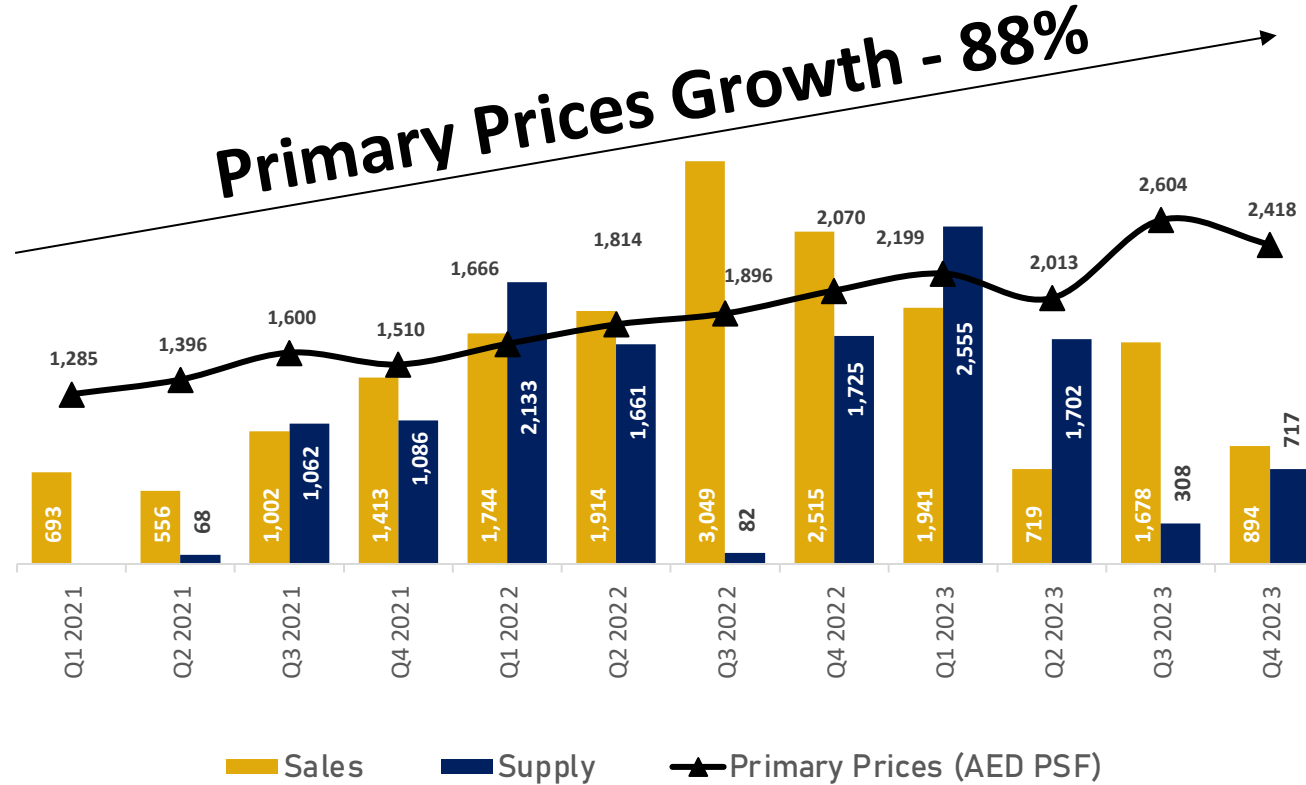
- Business Bay
- Dubai World Trade Centre
- DIFC
- Sheikh Zayed Road

Leisure

- Dubai Water Canal
- Jumeirah Beach
- Dubai Harbour 1 & 2
- Meydan Grand Stand
- Safa Park
- Zabeel Park
- Burj Park

LOCATION DYNAMICS* - AL WASL AND BUSINESS BAY

Apartment Dynamics (Primary Prices)



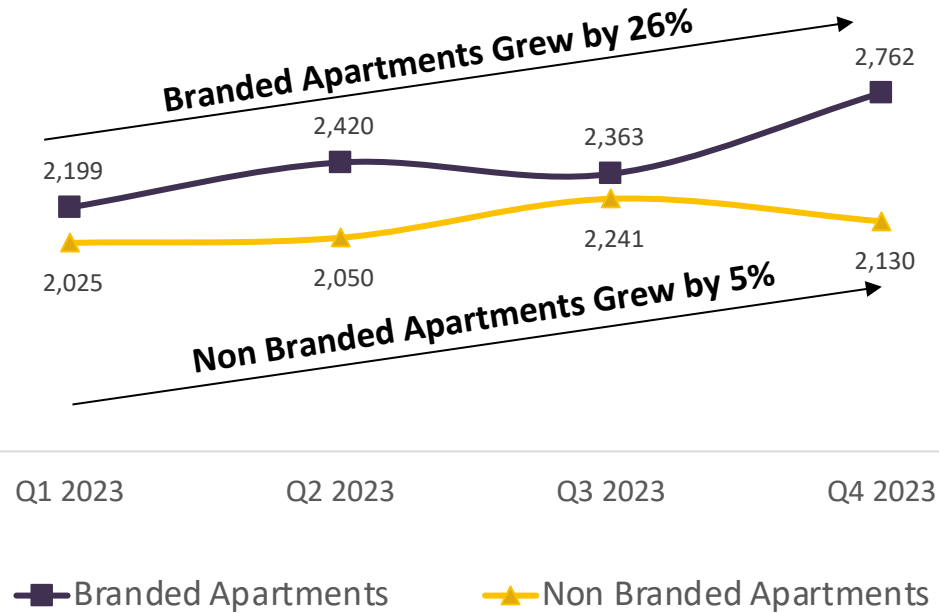
*Location includes transactions from Al Wasl & Business Bay

Source: DLD Redin,

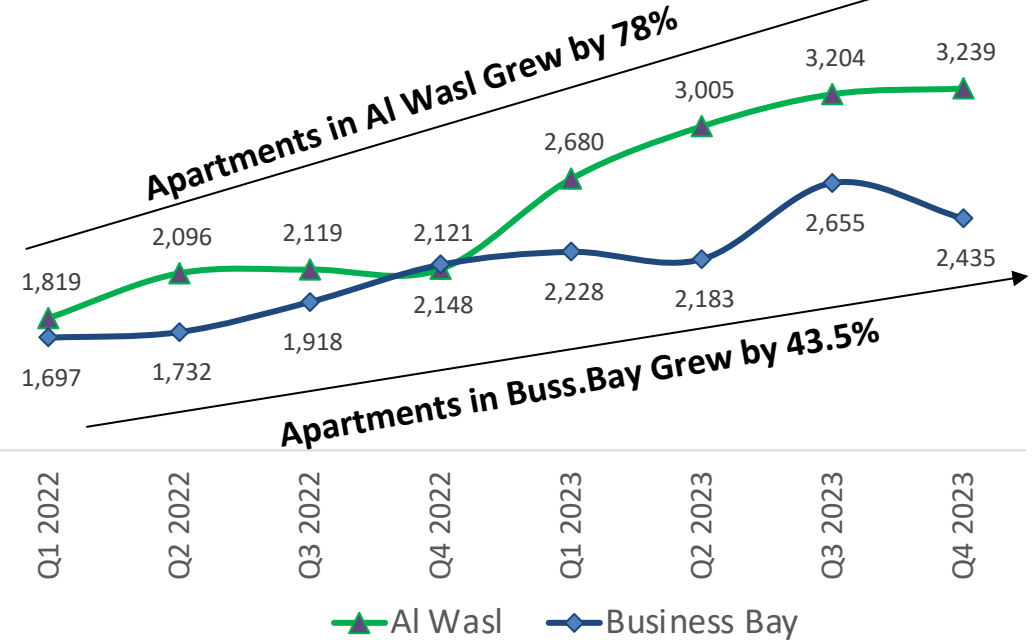
- Average off take rate for apartments in Business Bay and Al Wasl locations is 1,500 units per quarter with supply being at 1,090 with a gap of 38%.
- This indicates as supply and unsold inventory gets dried up, we can predict an uptick in capital values in the coming quarters.
- 1 & 2 BR are the most favourite configuration in Business Bay and Al Wasl locations.

MARKET DYNAMICS – LOCATION DYNAMICS

**Branded vs Non Branded
(2023 – Secondary Transactions AED PSF)**



**Al Wasl vs Business Bay
(Off Plan – Primary Prices)**

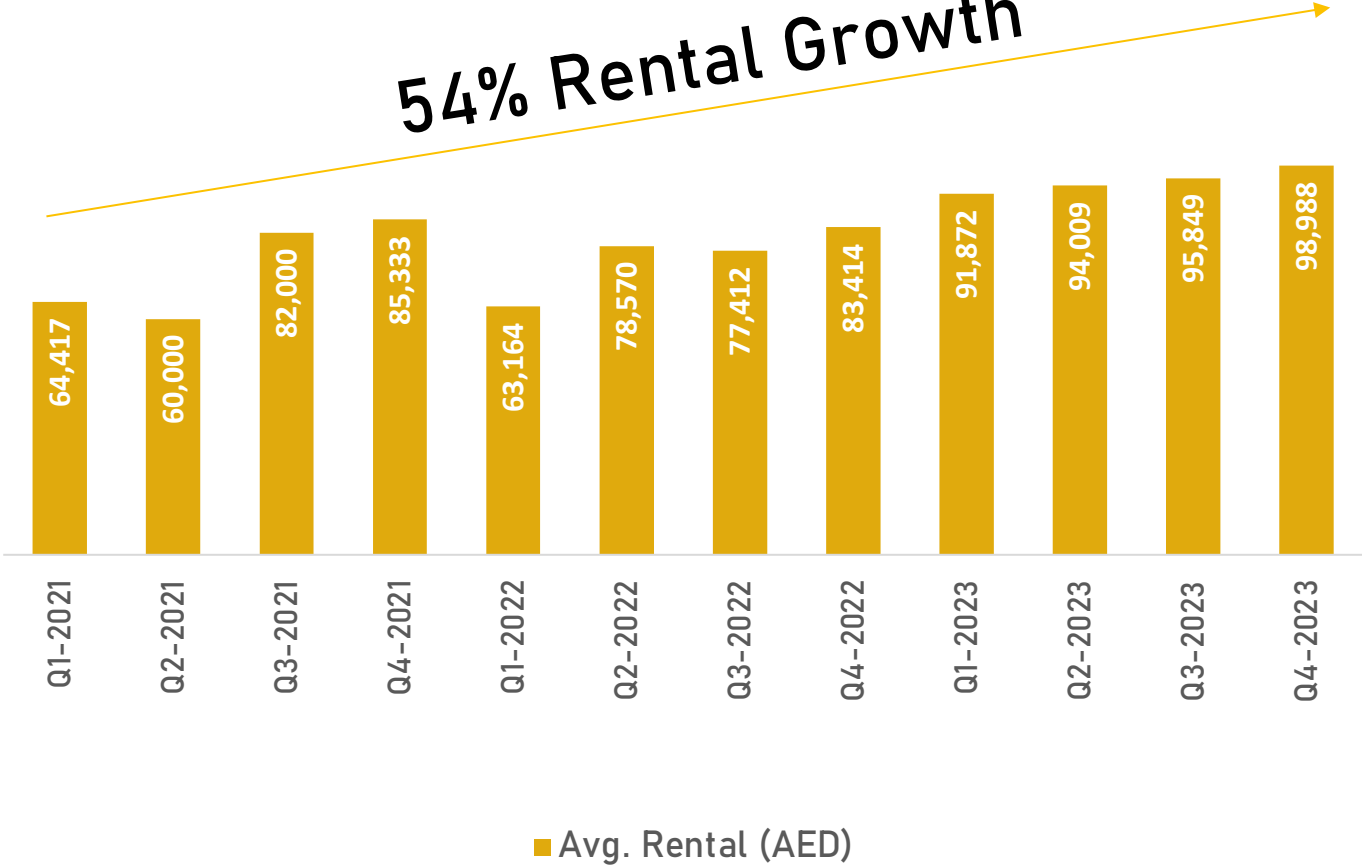


- Branded apartments have performed well in secondary market for locations of Business Bay and Al Wasl registering a 26% jump in last four quarters.
- This indicates branded apartments command higher capital appreciation fuelled by the interest from investors.
- Al Wasl is a premium and most sort after location with several ultra luxurious projects. Despite trading at higher price per sft. in compared to business bay, this location recorded robust capital value appreciation of 78% over the last eight quarters.

RENTAL DYNAMICS

Avg. Rental (AED) Per Annum

54% Rental Growth



THE INSPIRATION

Yellow Sapphire is one of the most auspicious and safest precious gemstones that symbolizes :

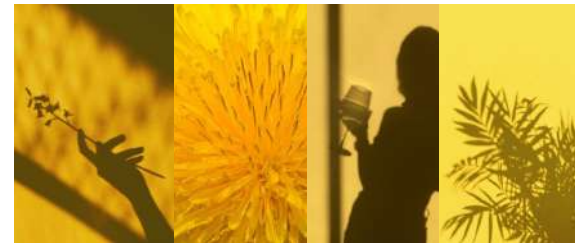
1. Prosperity
2. Good Fortune
3. Abundance & Material Growth
4. Positivity & Happiness
5. Power & Wisdom

Holds great cultural significance in Asian as well as Western cultures.

Yellow gemstones



HELIOPHILE, a lover of the sun. Helio is from the Greek word hēlios, meaning sun



Yellow Sapphire



GOLD BRIGHTNESS
SUN CHEERFUL
SPIRITUALITY SUNSETS
YELLOW FLOWERS

TOWER CONFIGURATION

B+G+4P+50F+R

ROOF AMENITIES

- SUNFLOWER GARDEN
- CANARY GARDEN
- CIRCADIAN PODS
- OBSERVATION DECK

LEVEL 53RD - 54TH

4 & 5 BEDROOM
PENTHOUSES

LEVELS 6TH TO 52ND

1-, 2- & 3-BEDROOM LUXURY
APARTMENTS

5TH FLOOR AMENITIES

LUXURY SPA RETREAT &
24/7 GYM

GROUND LEVEL

LOBBY

PODIUM LEVELS 1ST TO 4TH

2-BEDROOM TOWNHOUSES





TYPICAL FLOOR PLAN

VIEW ANALYSIS



● 1 BEDROOM

● 2 BEDROOM

● 3 BEDROOM

Amenities



AMENITIES

Infinity Pool



Pool that changes color every hour



Running track+ 24/7 Gym



Luxury spa retreat



Canary Garden



Co-working Space



AMENITIES

Immersive ring of light



Energy Bubble



Immersive Nature



Roof Garden



Pool



Unit Layouts

1 BR (13 TYPES)



Saleable area : 882 Avg. Sqft.

Levels : 5, 6-9, 10-14, 15-19, 20-24, 25-29, 30, 32, 33, 34-38, 39-43 , 44-48, 49, 50-52

Unit Layouts

2 BR (13 TYPES)



Saleable area: 1,377 Avg. Sqft.

Levels : 6-9, 15-19, 25-29,
33, 34-38 , 39-43, 44-48, 49, 50-52

2 BR



Levels : 10, 20, 30, 39,
15, 25, 34, 44

Unit Layouts

3 BR (7 TYPES)



3 BR



Saleable area: 2,231 Avg. Sqft.

Levels : 6-9, 10-14 , 15-19, 20-24, 25-29,
34-38, 30, 32, 33, 39-43, 44-48, 49, 50-52

Levels : 49, 50-52

Unit Layouts

2 BR TOWNHOUSE (6 TYPES)

Penthouses
Saleable area: 9,405 Avg. Sqft.

Levels : P1, P2, P3, P4,



Unit Layouts

4 BR PENTHOUSE



Penthouses Saleable area: 9,405 Avg. Sqft.

Levels : 53, 54

Unit Layouts

5 BR PENTHOUSE



Penthouses Saleable area: 9,405 Avg. Sqft.

Levels : 53, 54

F & A Sheet

Luxury unit

Apartment features:

- All rooms feature double glazed windows.
- Centrally air conditioned.
- Wardrobes in all bedrooms.
- TV / Phone & connectivity infrastructure.

Living and Dining:

- Porcelain tile flooring.
- Painted walls.

Bedrooms:

- Porcelain tile flooring.
- Painted walls.

Kitchen:

- Kitchens fitted with cabinets and stone countertop with steel sink.
- Kitchen appliances (Cooker, Kitchen hood, Refrigerator & washing machine).
- Porcelain tile flooring.
- Painted walls.

Bathroom Features:

- Porcelain tile flooring and wall cladding.
- Vanity with stone countertop in all bathrooms.
- Sanitary ware/s with fittings and accessories.
- Mirror in all bathrooms.

Building Services & Amenities:

- Drop off and Grand entrance.
- Residents Pool with exclusive amenities.
- SPA & Gymnasium.
- De Grisogono branded common areas of the project.

F & A Sheet

Penthouse

Apartment features:

- All rooms feature double glazed windows.
- Centrally air conditioned.
- TV / Phone & connectivity infrastructure.
- Wardrobes in all bedrooms.
- Swimming Pool on terrace (as per unit plan).

Living and Dining:

- Marble flooring.
- Painted walls.
- Display unit and Feature Wallpaper on selected walls.

Bedrooms:

- Parquet flooring - all bedrooms.
- Painted walls.
- Feature wallpaper on selected walls.

Kitchen:

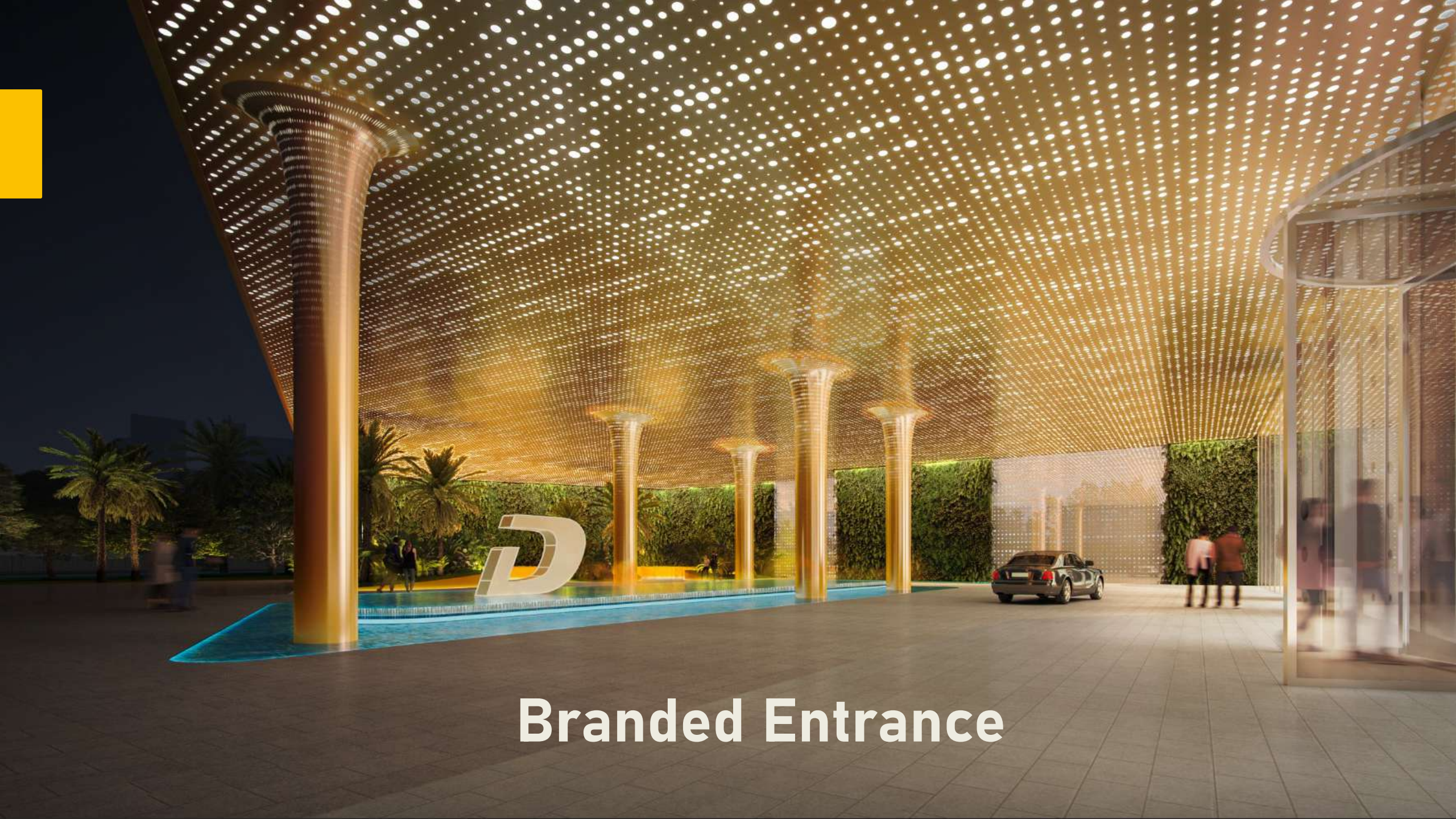
- Kitchens fitted with cabinets and stone countertop with steel sink.
- Kitchen appliances (Cooker, Kitchen hood, Refrigerator, dish washer & washing machine).
- Porcelain tile floor and wall.

Bathroom Features:

- Marble flooring and wall cladding (Master bathroom only).
- Porcelain flooring and wall cladding in other bathrooms.
- Vanity with stone countertop in all bathrooms.
- Sanitary ware/s with fittings and accessories.
- Mirror in all bathrooms.

Building Services & Amenities:

- Drop off and Grand entrance.
- Residents Pool with exclusive amenities.
- SPA & Gymnasium.
- De Grisogono branded common areas of the project.



Branded Entrance

Lobby

Ceiling height
- 4.5 m



Terrace



Amenities View



Super Luxury - Entrance



**Super
Luxury -
Living**



Super
Luxury -
Dining

SAFA THREE



Super Luxury – Master Bedroom



Super Luxury – Master Bathroom



Luxury - Living



Luxury - Dining



Luxury - Bedroom



Floor Configuration

FLOOR RANGE	1 BR	2 BR	3 BR	PENTHOUSES	TOTAL
P1 to P4		6			6
5	8				8
6 to 19	10	3	1		14
20 to 48	7	5	1		13
49 to 52	2	3	3		8
53				2	2



Pricing & Commercial Terms

THE SAPPHIRE		SALEABLE AREA (SQ. FT.)			PRICE (AED)		
Type	Units	Min	Max	Avg	Min	Max	Avg
1 BR	352	813	978	882	2.16M	3.52M	2.71M
2 BR	218	1,209	2,729	1,377	3.27M	7.21M	4.21M
3 BR	54	1,772	3,854	2,231	5.29M	10.03M	6.48M
Penthouses	2	9,372	9,437	9,405	56.37M	61.00M	58.68M
Total	626	813	9,437	1,198	2.16M	61.00M	3.73M

Rebate structure

Full floor: 2% discount

EOI

TYPE	VALUE (AED)
1 BR	100,000
2 BR	175,000
3 BR	250,000
Full Floor	2,000,000

Payment Plan

PAYMENT PLAN ACD: FEB 2029

MILESTONE EVENT	(%) VALUE
Immediate	20%
Within 3 month(s) of sale date	1%
Within 4 month(s) of sale date	1%
Within 5 month(s) of sale date	1%
Within 6 month(s) of sale date	1%
Within 7 month(s) of sale date	1%
Within 8 month(s) of sale date	1%
Within 9 month(s) of sale date	1%
Within 10 month(s) of sale date	1%
Within 11 month(s) of sale date	1%
Within 12 month(s) of sale date	1%
Within 13 month(s) of sale date	1%
Within 14 month(s) of sale date	1%
Within 15 month(s) of sale date	1%
Within 16 month(s) of sale date	1%
Within 17 month(s) of sale date	1%
Within 18 month(s) of sale date	1%
Within 19 month(s) of sale date	1%
Within 20 month(s) of sale date	1%
Within 21 month(s) of sale date	1%
Within 22 month(s) of sale date	1%
Within 23 month(s) of sale date	1%
Within 24 month(s) of sale date	1%
Within 25 month(s) of sale date	1%
Within 26 month(s) of sale date	1%
Within 27 month(s) of sale date	1%

PAYMENT PLAN ACD: FEB 2029

MILESTONE EVENT	(%) VALUE
Within 28 month(s) of sale date	1%
Within 29 month(s) of sale date	1%
Within 30 month(s) of sale date	1%
Within 31 month(s) of sale date	1%
Within 32 month(s) of sale date	1%
Within 33 month(s) of sale date	1%
Within 34 month(s) of sale date	1%
Within 35 month(s) of sale date	1%
Within 36 month(s) of sale date	1%
Within 37 month(s) of sale date	1%
Within 38 month(s) of sale date	1%
Within 39 month(s) of sale date	1%
Within 40 month(s) of sale date	1%
Within 41 month(s) of sale date	1%
Within 42 month(s) of sale date	1%
Within 43 month(s) of sale date	1%
Within 44 month(s) of sale date	1%
Within 45 month(s) of sale date	1%
Within 46 month(s) of sale date	1%
Within 47 month(s) of sale date	1%
Within 48 month(s) of sale date	1%
Within 49 month(s) of sale date	1%
Within 50 month(s) of sale date	1%
Within 51 month(s) of sale date	1%
Within 52 month(s) of sale date	1%
On Completion	30%
Total	100%

4% DLD TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT.

The Sapphire - USP's Summary

- **Unique Strategic Location** – Sheikh Zayed Road, Safa Park, Canal
 - 78% capital appreciation in 2 years
 - Centrally located – Amazing connectivity to all hubs for leisure as well as business. Less than 10 min to the beach as well as to Business Bay, DIFC and WTC
- **Branded projects appreciated by 26%** vs non branded projects which was 5%
- 56% of inventory - 1 bedrooms – **highly sellable**
- **Unique layouts** favouring investors as well as end users



THE

SAPPHIRE

SHEIKH ZAYED ROAD

DAMAC