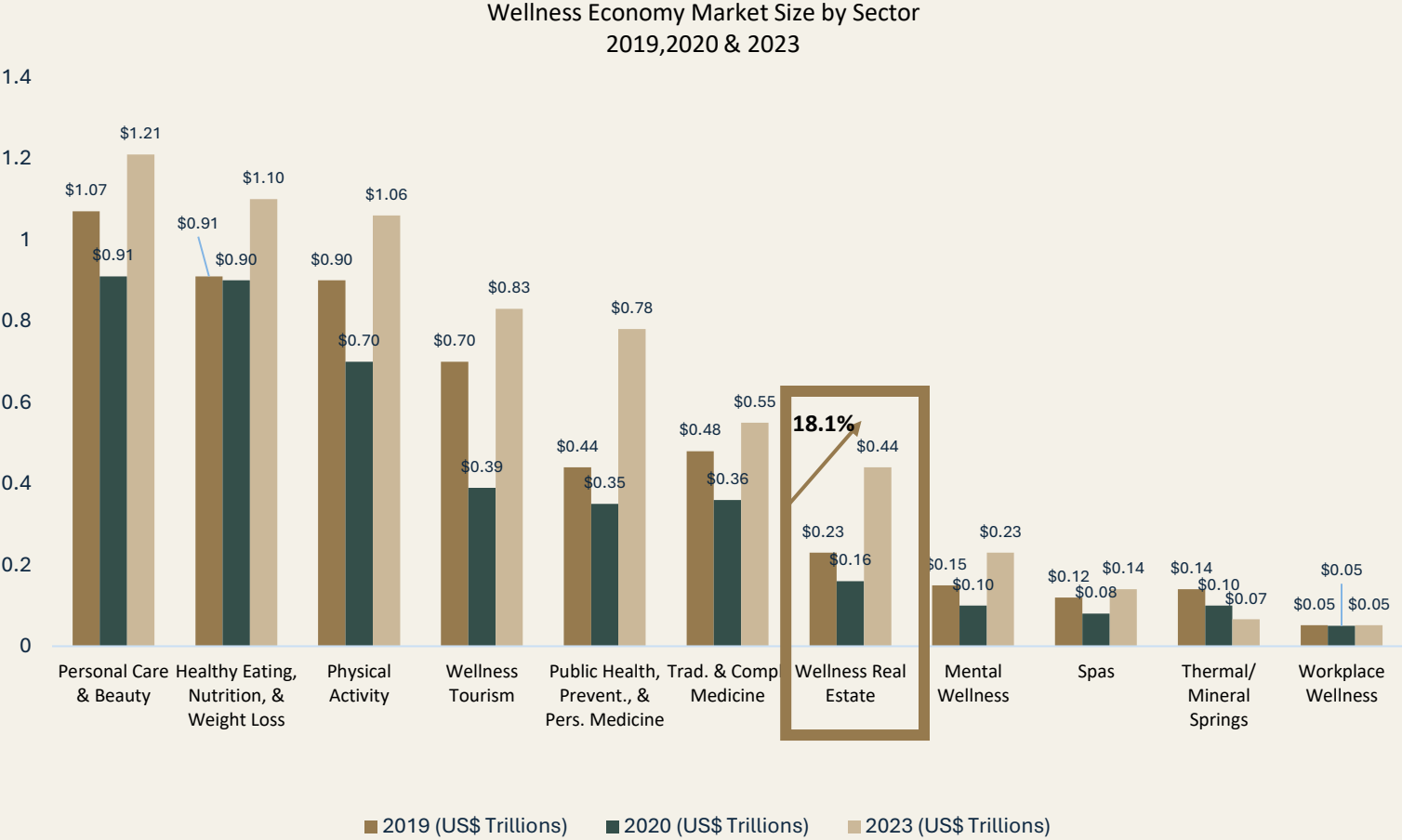
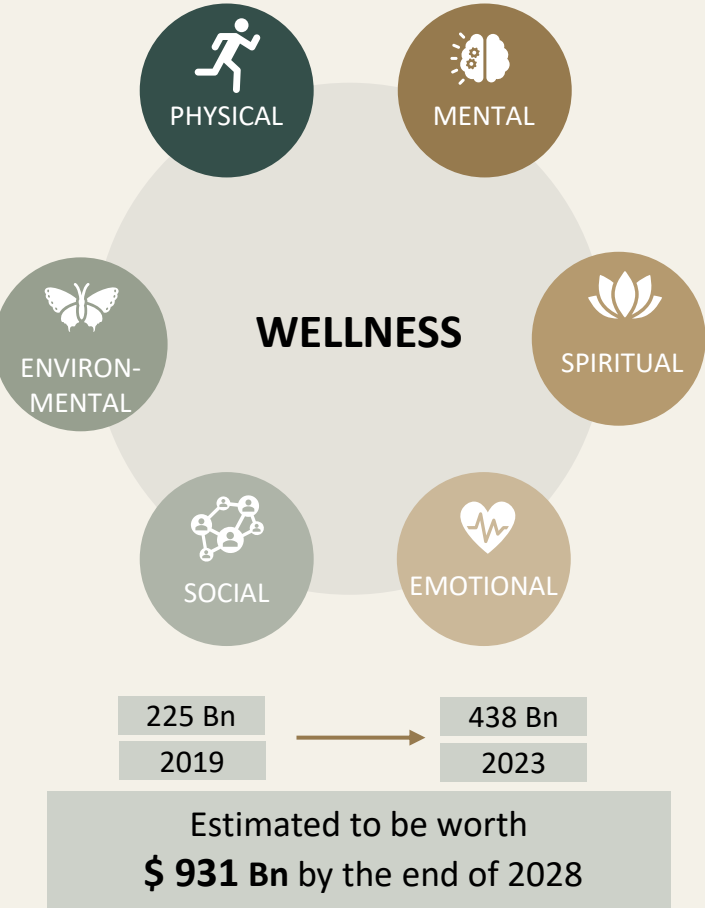


DAMAC

SAFA GATE
SHEIKH ZAYED ROAD



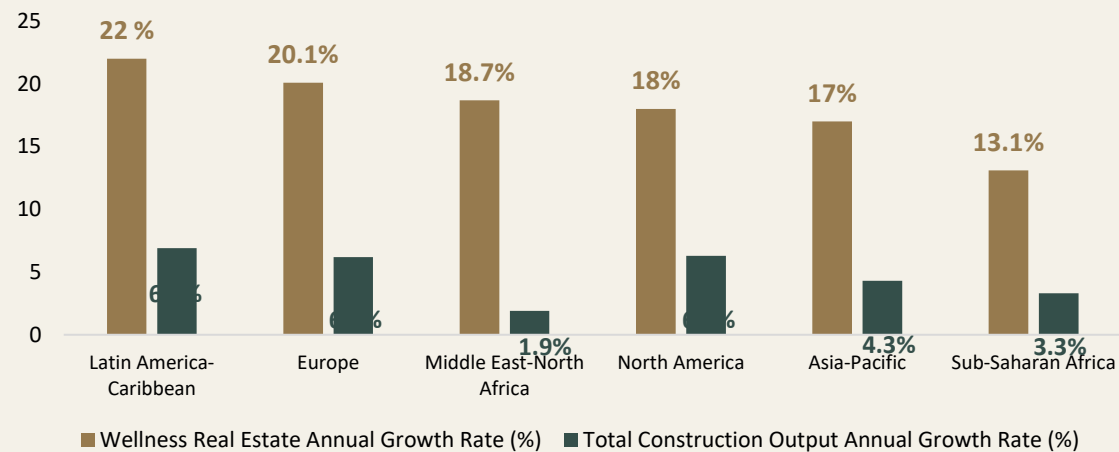
Wellness is Multidimensional



Source: Global Wellness Institute

Wellness Real Estate

Wellness Real Estate Versus Construction Output, Regional Compound Annual Growth Rate, 2019-2023



Englishعربي

Khaleej Times

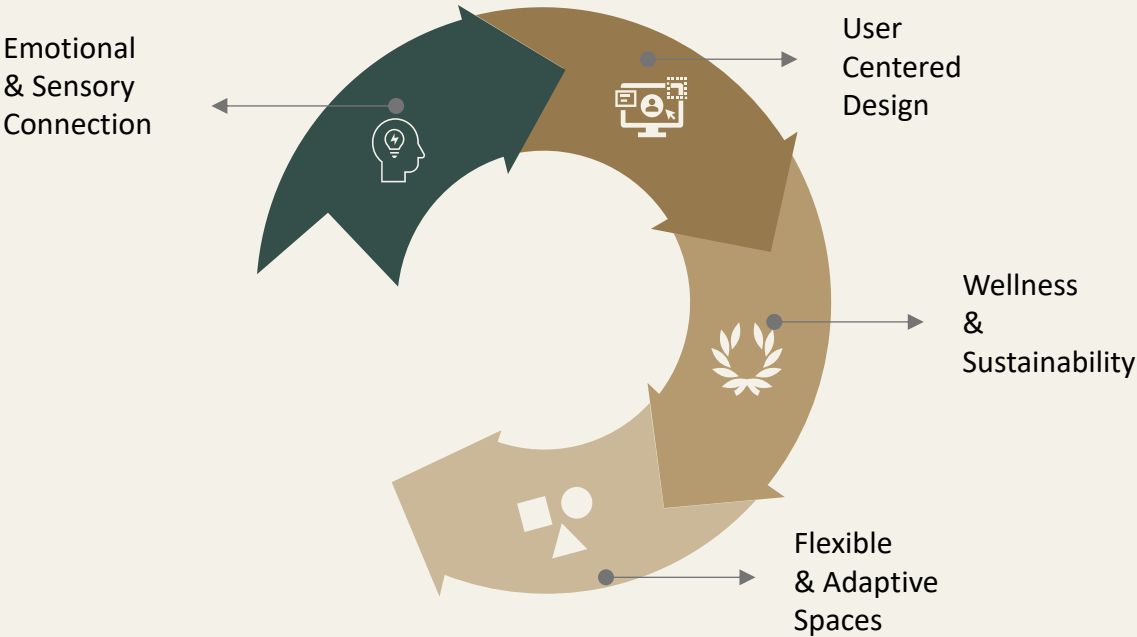
Fri, Mar 07, 2025 | Ramadan 7, 1446 | Asr 3:53 PM | DXB 32.8°C

UAE's wellness property market to jump from Dh503 million to Dh31 billion

Many residential projects cater to middle-income families looking for homes that offer a healthier lifestyle without breaking the bank

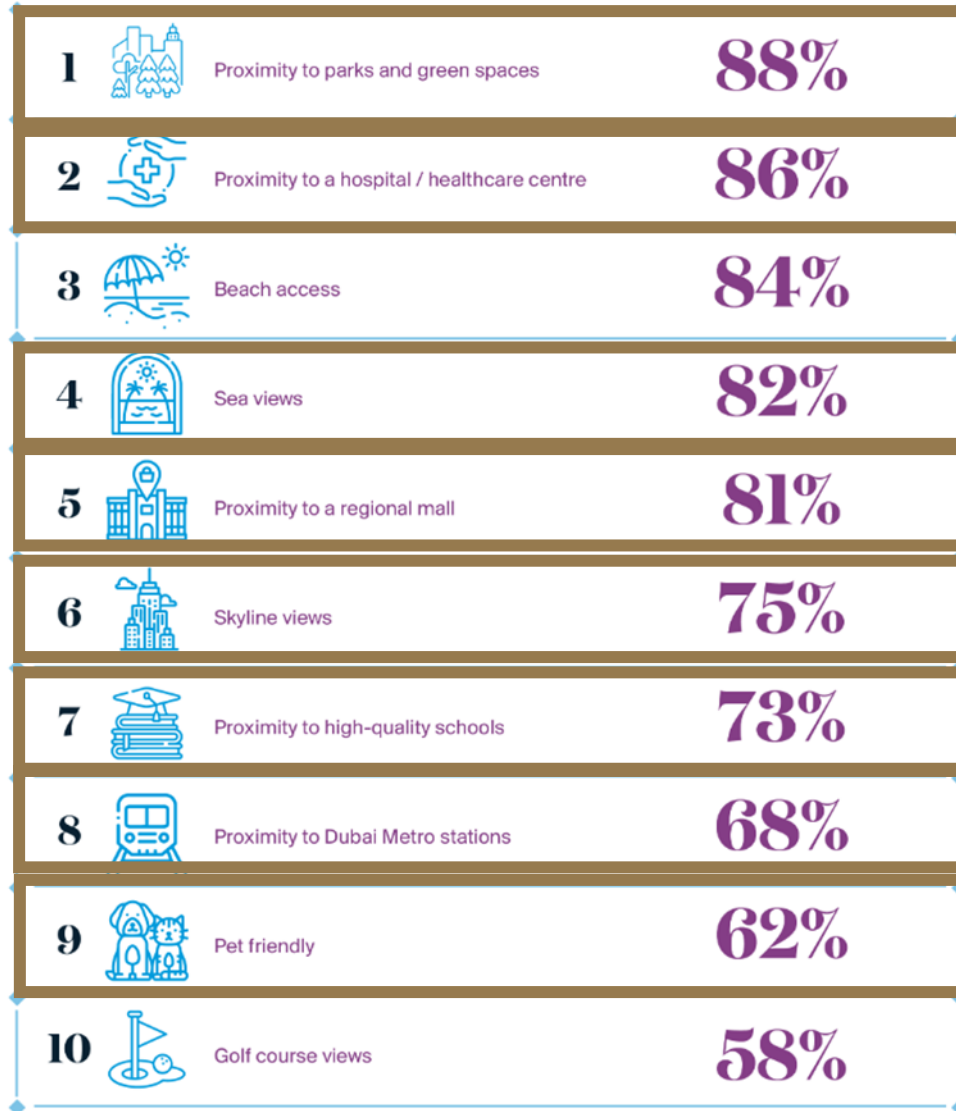
Source: Khaleej Times, Global Wellness Institute

Human-Centric Spatial Experience



Luxury Buyer Preferences

Most important factors to HNWI when selecting a home in Dubai



*Percentages indicate number of times each option was selected by HNWI respondents

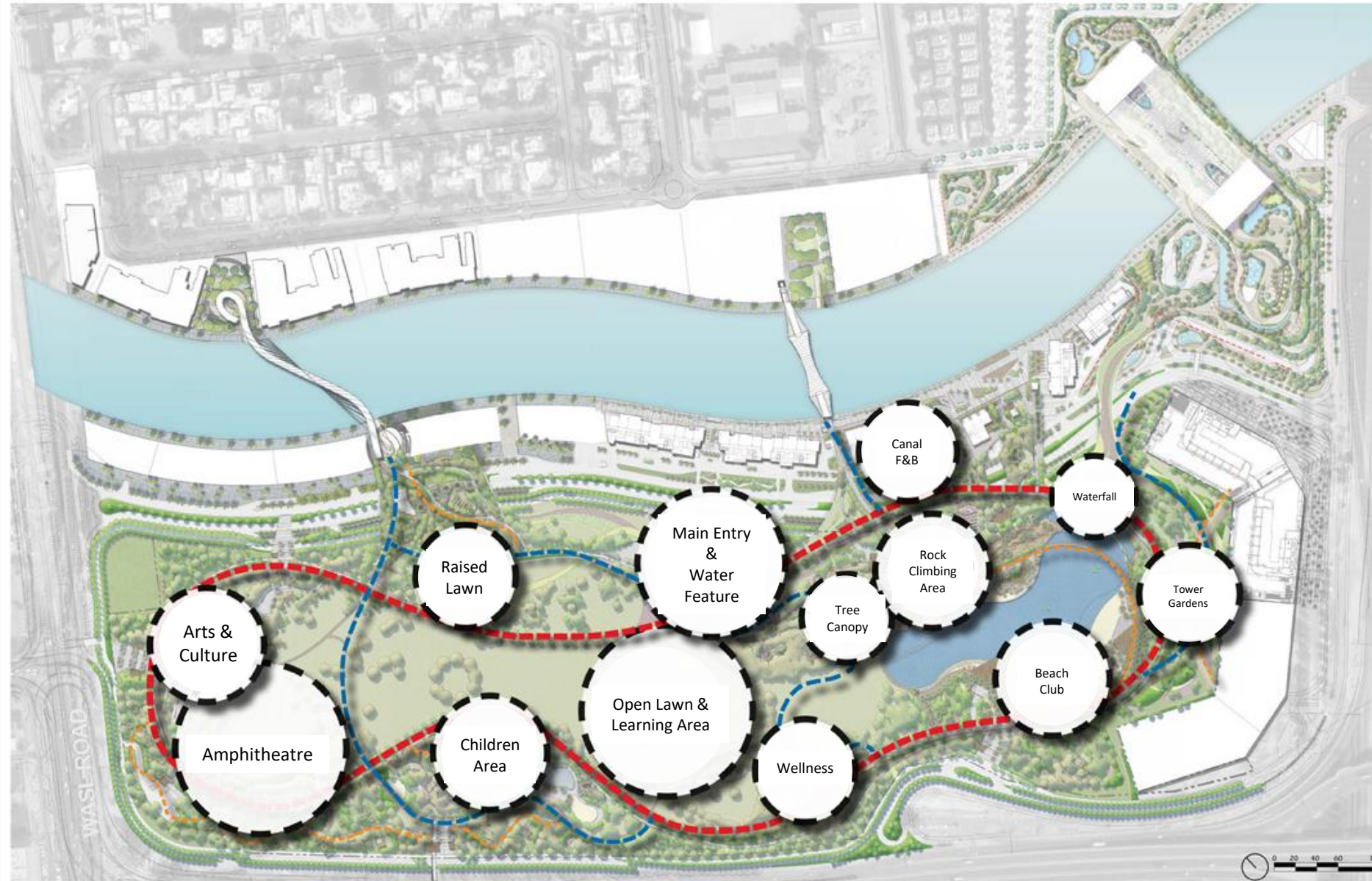
Source: Knight Frank, YouGov

No 1. Factor for High Net Worth Individuals when selecting a home in Dubai : **PROXIMITY TO PARKS & GREEN SPACES**

Safa Gate ticks off 80% of the top factors mentioned in the study.

As per Knight Frank report 2024 **Al Wasl ranks in Top 5 areas of investment for high-net-worth individuals** investing in Dubai* along with Palm Jumeirah, Palm Jebel Ali & Business Bay.

Safa Park



Established in 1975

- One of the oldest & most popular parks in Dubai
- Area – 6,889,952 sq ft (158 acres)
2024 Visitors of Parks and recreational facilities in Dubai:

7% increase from 2023 - over 31 million visitors throughout the year

Over 300000 visitors to Safa Park in 2024

Higher Quality of Life

Benefits of Parkside & Water Living

Improved Mental Health

People living within 300 meters of a green space have **lower stress levels** and **reduced anxiety and depression**

Increased Physical Activity & Longevity

Access to green spaces is linked to a longer **life expectancy**

Higher Property Values

Homes near parks can see an **8%–20% increase in value**



Cleaner Air & Better Respiratory Health

Green spaces act as **natural air filters**, reducing pollutants and improving air quality

Heat Reduction & Climate Benefits

Parks help **reduce the urban heat island effect**, lowering temperatures by **up to 2-4°C**

Social Connections & Community Engagements

Parks **build social interaction**, **stronger communities**, and reduce loneliness.

Central Park & Turin Park Case Study



Central Park, New York City

Size — 36,800,000 sq. ft. (843 acres)

Historic Landmark — Approximately 42 million Visitors

Citywide Price Avg. — \$2,127 per square feet increased YOY from \$1,697

Property adjacent to Park — \$4,000 - \$10,000 per square foot (YOY 2-5% growth)

Premium of 25-50% for prime park-side apartments

Record Breaking Sale — \$238M sale at 220 Central Park South

Source: elliman.com, knightfrank.com, streeteasy.com, therealdeal.com, cityrealty.com, zillow.com, corcoran.com, savills.com, bloomberg.com, rebny.com, realassetinsight.com



Turin Park - Italy

Size - 5,381,950 sq ft (123.8 acres)

Parco Del Valentino - Turin's most famous large park

Citywide Price Avg. - Euro 1500 per square meter - 6.3% higher year-on-year

Property adjacent to Park - Euro 2500 - Euro 3000 per square meter

Premium - Approximately 70-100% for prime park-side apartments

Priciest District - Historical Centro at Euro 3849 per square meter

Source: realadvisor.it, news.tecnocasagroup.it, torinotoday.it, immobiliare.it

LOCATION



DAMAC

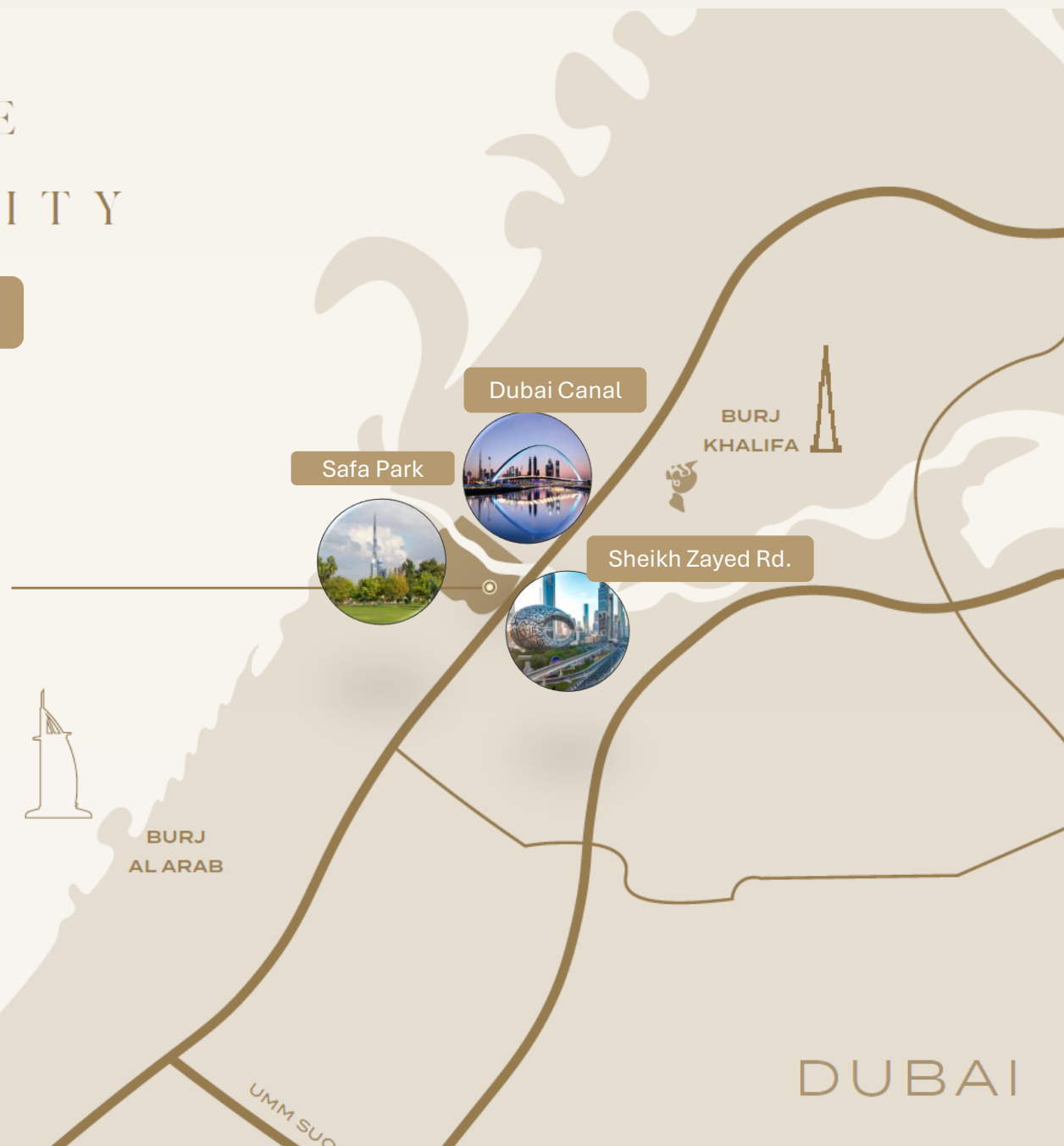
OWN A PIECE OF HISTORY

ON SHEIKH ZAYED ROAD, WHERE LUXURY LIFE MEETS THE SERENITY OF SAFA PARK

RESIDE IN THE
HEART OF THE CITY

The Golden Triangle


SAFA GATE
SHEIKH ZAYED ROAD





Commercial &
Business Hubs



Beach, Retail &
Entertainment



Top Rated Schools



Finest Healthcare
facilities

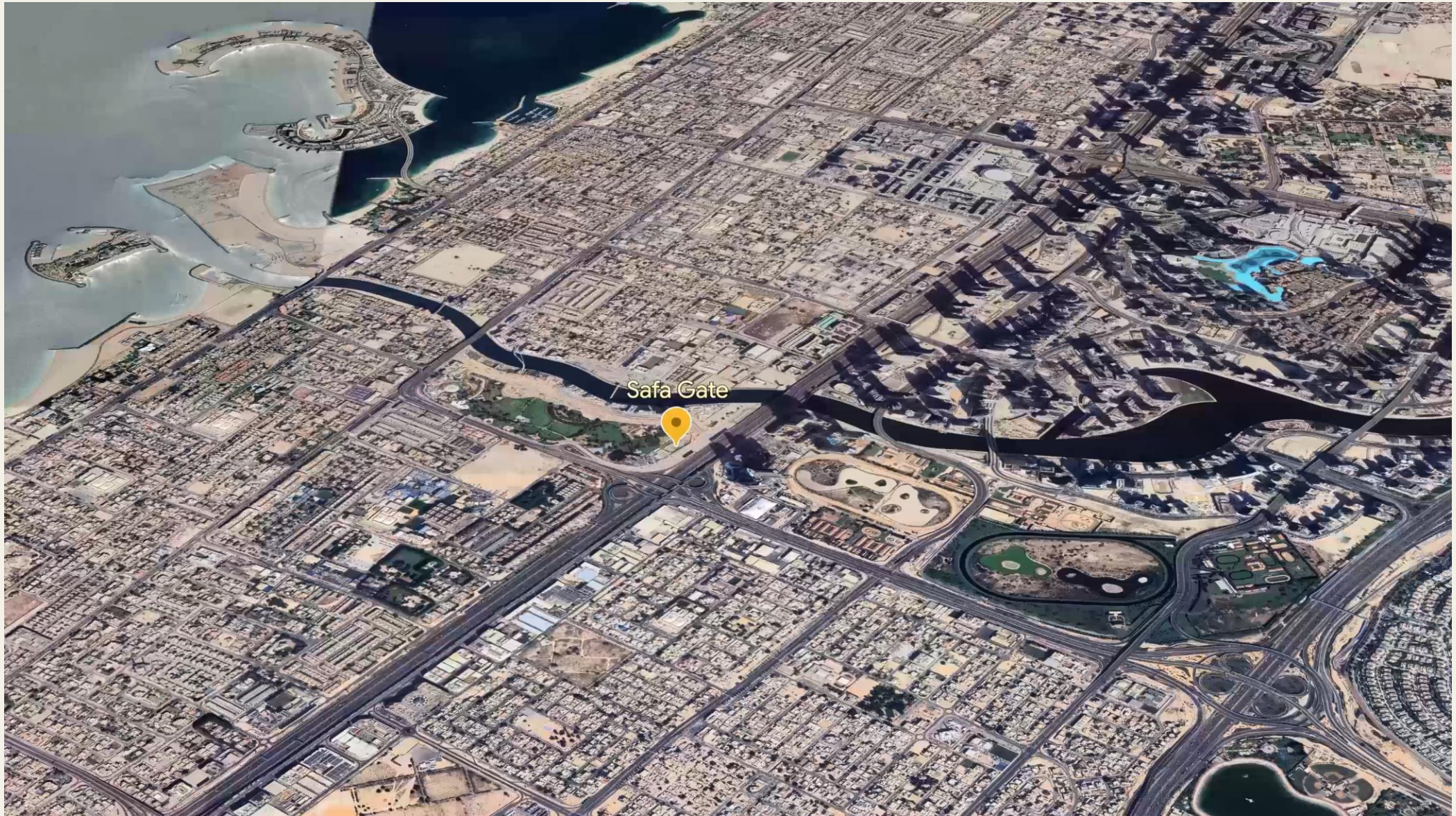


Luxury Hotels &
Restaurants



Conferences &
Exhibition Centres

Social Infrastructure



Social Infrastructure Proximity

Education (Max 10 mins away)

- Horizon English School Dubai
- Jumeirah English Speaking School
- Jumeirah College
- Safa British School
- Canadian University Dubai
- 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
- Mercato Mall

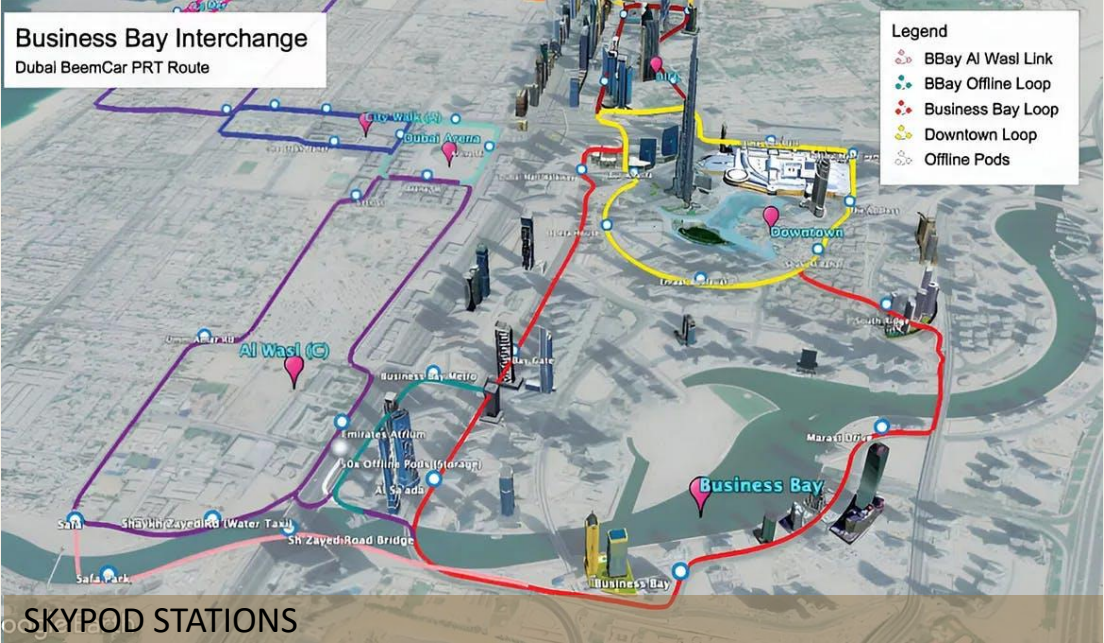
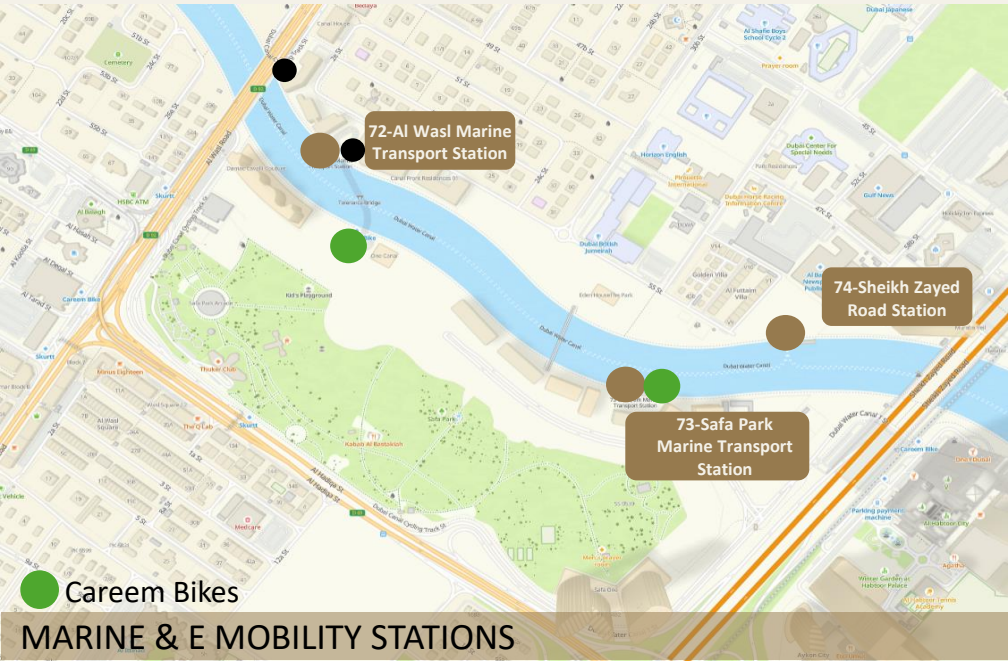
Business

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

Leisure

- Dubai Water Canal
- Jumeirah Beach
- Meydan Grand Stand
- Safa Park
- Zabeel Park
- Burj Park

Connectivity

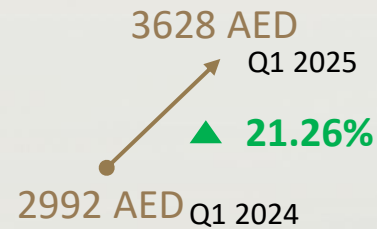


MARKET INTELLIGENCE

Al Wasl - Primary PSF Growth Q1 2024 – Q1 2025



1 Bedroom



2 Bedroom

Current PSF Trend in the area 3500 to 4000 approx.

SAFA GATE
SHEIKH ZAYED ROAD

PSF 1BR : 2974 AED

PSF 2BR : 2959 AED

- Source: Property Monitor
- Growth is from Q1 2024 to Q1 2025
- Areas taken into consideration: Al Wasl – City Walk, Safa One and Dubai Water Canal

Rental Growth

Renewal % vs New Rentals

2024

Al Wasl (including Canal Front)

Rental Contracts Renewed : 74%

New Rental Contracts : 24%

Rental Increase

2024 to 2025 Rental Increase for

Long Term Rental Contracts :

1 Bed – 9.92%

2 Bed – 5.09%

3 Bed – 3.31%

Average Rentals

Q1 2025

1 BR – 171,000

2 BR – 249,875

3 BR – 408667

5 BR – 693000

Typology wise ROI Long & Short term

Q1 2025

Long Term Gross ROI

Up to 7.6%

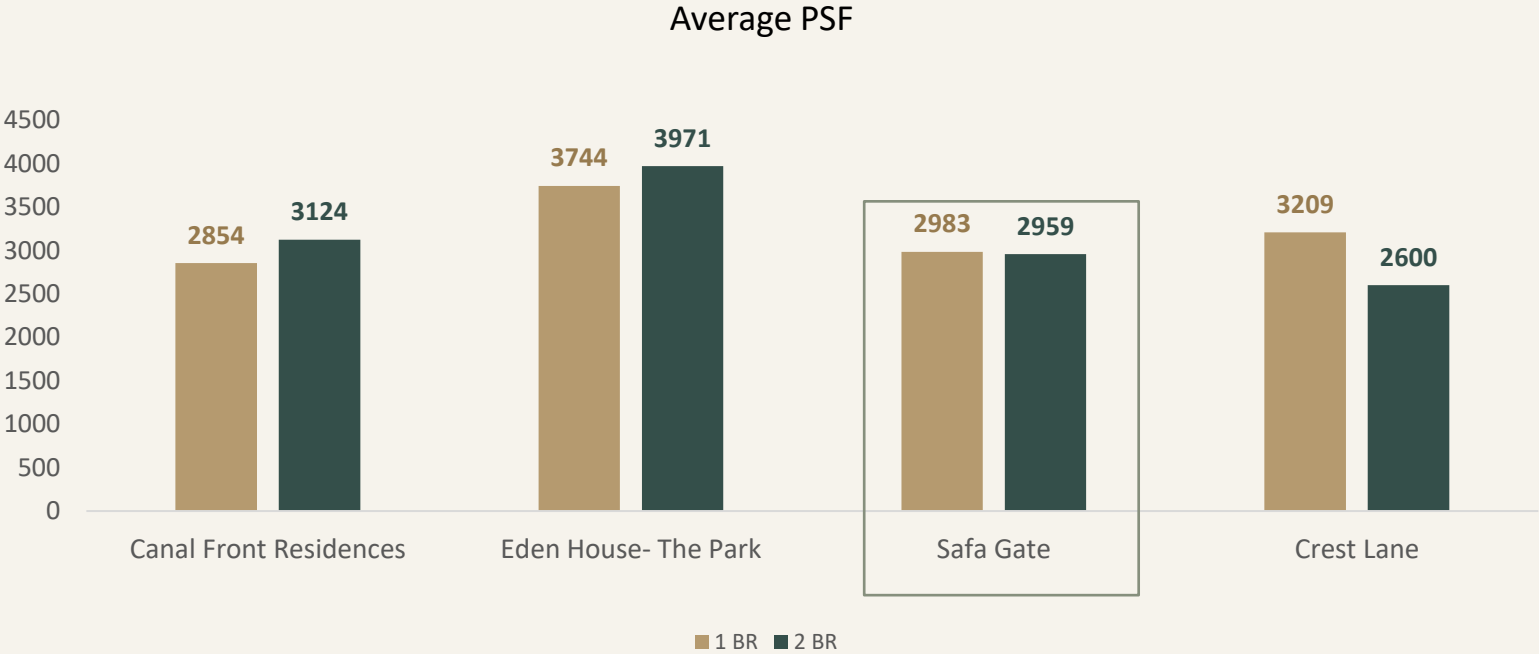
Short Term Gross ROI

up to 9.43%

- Source: Property Monitor, airdxb, booking.com
- Data is for transactions in AL Wasl & Dubai Canal area



Benchmarking



Unlike other developments where **2BR units are significantly pricier than 1BR**, Safa Gate’s pricing remains identical for both (1BR: 2,983 AED | 2BR: 2,959 AED)

Why Safa Gate?



Wellness Real Estate

Fastest-growing sector: +18.1% annually (2019-2023)

UAE's residential wellness market to grow nearly 7x by 2027



Strategic Location - Golden Triangle

Golden Triangle: Sheikh Zayed Road, Dubai Canal, Safa Park.

Serene living near key business and leisure hubs;

Excellent connectivity: iconic highway, metro, water transport, e-mobility



Evolving Luxury Buyer Preferences

Al Wasl: Top 5 choice.

Key features: proximity to parks, sea views, skyline vistas.

Highly efficient layouts



Upcoming Freehold Market

Al Wasl: 35.53% price growth (Q1 2024 to date).

Rental yields up to 10%; steady rental price increases.

Most competitive PSF in the area; AED 2900+

PROJECT THEME

URBAN VERVE MEETS NATURAL SERENITY

SAFAGATE
SHEIKH ZAYED ROAD



Plot size: 7,130.33 sqm
Lifts: 10 residential + 1 service



G+5P+50F+R

49th & 50th LEVEL

3 & 5 Bedroom Duplex

CROWN LEVEL AMENITIES

Retreat Pool Sunset Bar
Zen Plunge Pool Observation Deck
Roof Garden

27th – 48th LEVEL

Luxury 1 & 2 Bedroom

26th LEVEL

MEP

1st – 25th LEVEL

Luxury 1 & 2 Bedroom

1st LEVEL

1 Bedroom
Co-working Pods
Eclipse Cinema
Gravity Gym
Lumiere Spa-light Therapy Experience
Aurora Pool
Cigar Lounge Special Lighting Chamber
Running Track
Outdoor Gym + Yoga

Podium

1 Bedroom

2 Bedroom



FLOOR PLAN

LUXURY 1 BEDROOM



Typology	Total Units	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) Avg
1-BR	603	807	1.997M	3.924M	2.407M

LUXURY 2 BEDROOM



Typology	Total Units	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) Avg
2-BR	97	1111	2.772M	3.916M	3.288M

SUPER LUXURY - 3 BEDROOM

LOWER FLOOR



UPPER FLOOR



TYPOLOGY	TOTAL UNITS	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) AVG
3-BR Super Luxury	2	3124	15.894M	15.894M	15.894M

SUPER LUXURY - 5 BEDROOM

LOWER FLOOR



UPPER FLOOR



Typology	Total Units	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) Avg
5-BR Super Luxury	3	5196	25.205M	25.860M	25.641M

AMENITIES

EXCLUSIVE AMENITIES



AURORA
POOL



CO-WORKING
PODS



SUNKEN POOL
SEATING



LUXURY POOL
CABANA



RUNNING
TRACK



OUTDOOR
YOGA



GRAVITY
GYM



FUSION
SPA



SPECIAL
LIGHTING
CHAMBER



ECLIPSE
CINEMA



CIGAR
LOUNGE



OUTDOOR
GYM



ROOFTOP CROWN AMENITIES



OBSERVATION
DECK



ROOFTOP
SUNSET BAR



ROOF
GARDEN



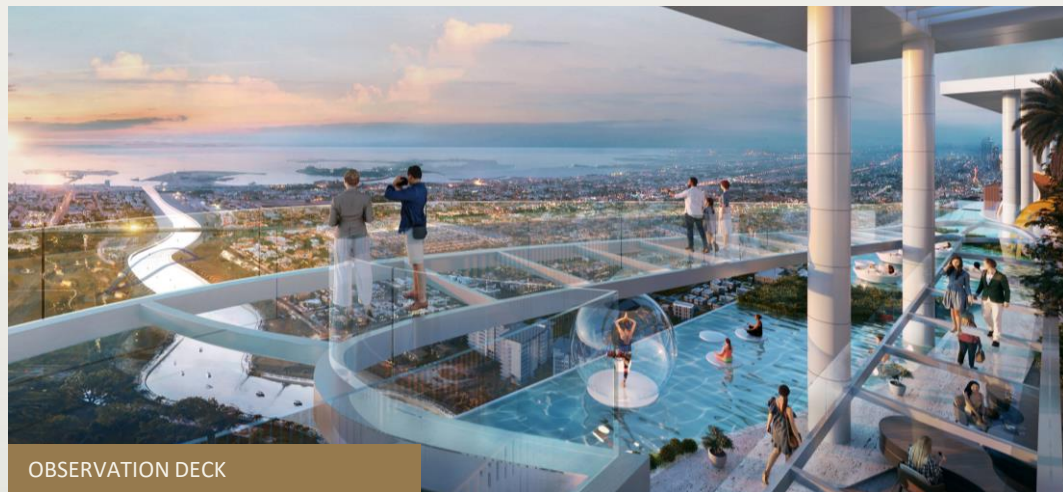
ZEN PLUNGE
POOL



RETREAT
POOL







OBSERVATION DECK



GRAVITY GYM



OUTDOOR YOGA



SPECIAL LIGHTING CHAMBER



ECLIPSE CINEMA



FUSION SPA



CO-WORKING PODS



OUTDOOR GYM

EXTERIOR

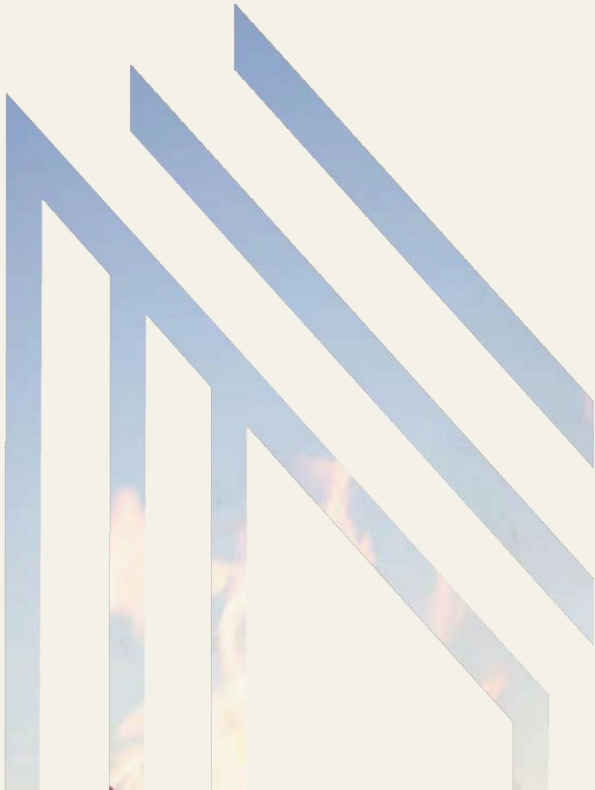


INTERIOR

LOBBY



Floor to Ceiling Height : 8 m



SUPER LUXURY



SUPER LUXURY



Floor to Ceiling Height : 4 m

DINING ROOM

SUPER LUXURY



MASTER BEDROOM

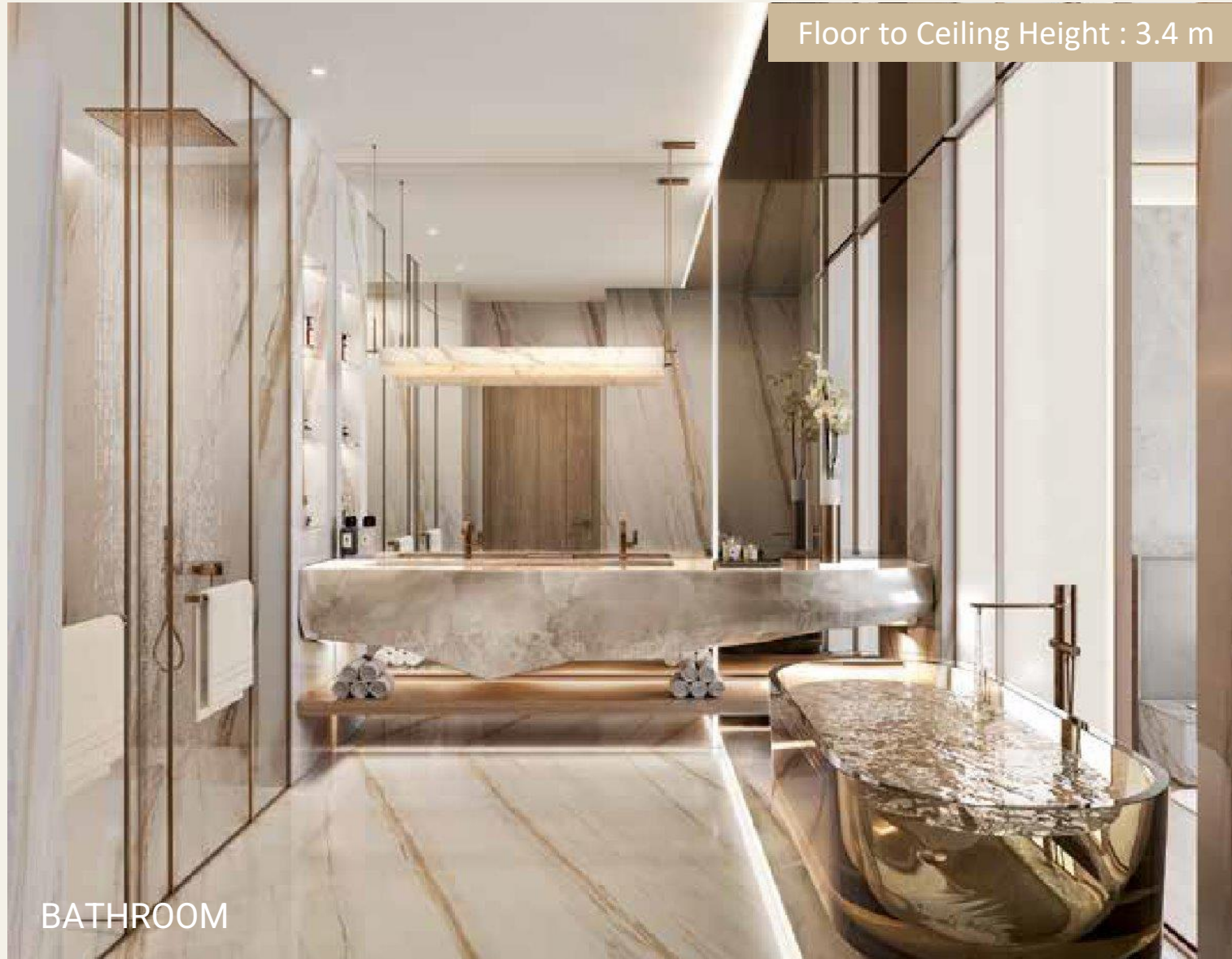
Floor to Ceiling Height : 4 m



WIC

SUPER LUXURY

Floor to Ceiling Height : 3.4 m



BATHROOM

LUXURY



LUXURY LIVING ROOM

Floor to Ceiling Height : 3 m





LUXURY DINING

Floor to Ceiling Height : 3 m

Floor to Ceiling Height : 2.4 m



LUXURY DINING & KITCHEN

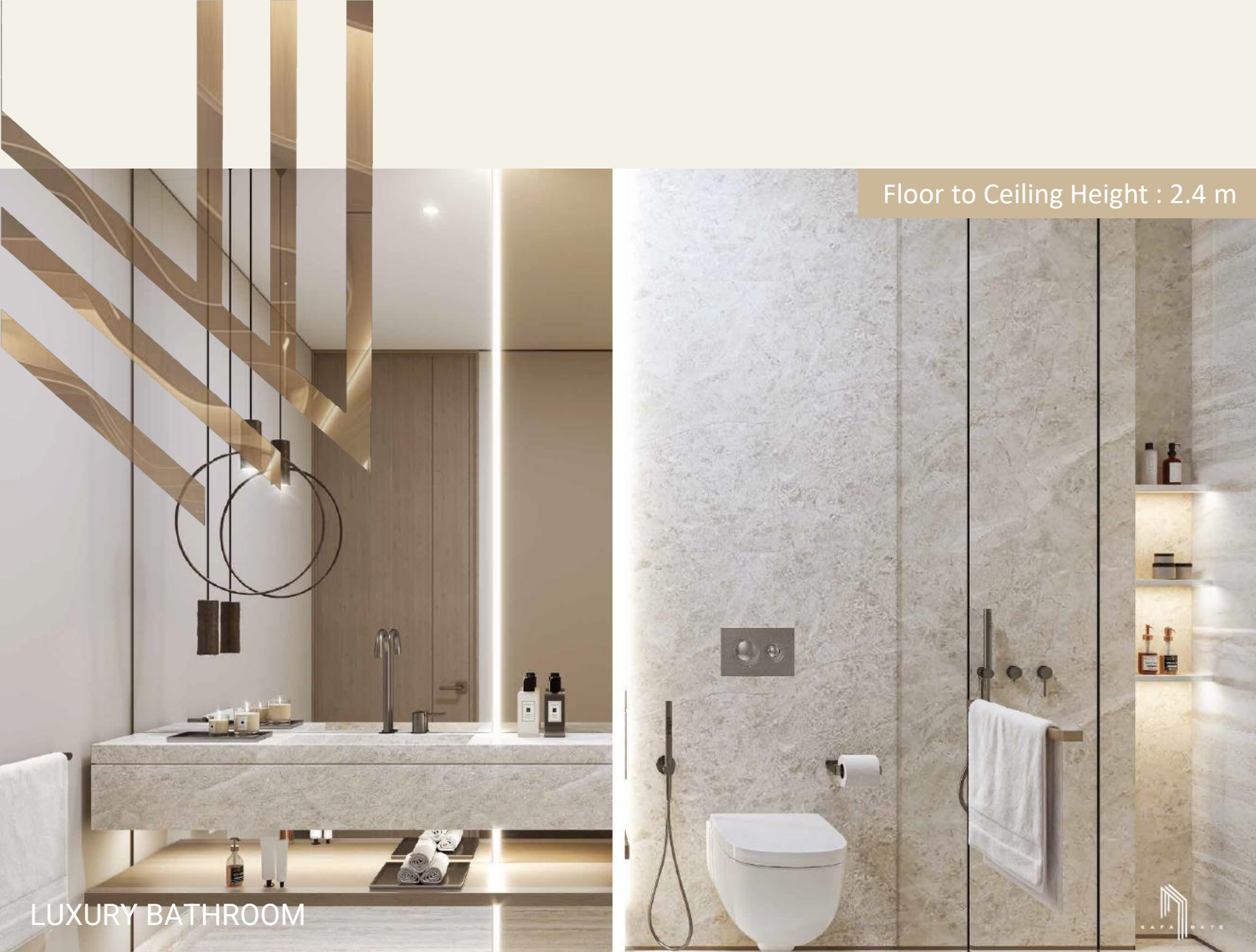
Floor to Ceiling Height : 3 m

LUXURY MASTER BEDROOM



Floor to Ceiling Height : 2.4 m

LUXURY BATHROOM



Floor Configuration Sample



BUILDING / FLOOR	1-BR	2-BR	3-BR SUPER LUXURY	5-BR SUPER LUXURY	TOTAL
P1	10	1			11
P2	10	1			11
P3	10	1			11
P4	10	1			11
P5	10	1			11
1	6				6
2	12	2			14
3	12	2			14
4	12	2			14
5	12	2			14
6	12	2			14
7	12	2			14
8	12	2			14
9	12	2			14
10	12	2			14
11	12	2			14
12	12	2			14
13	12	2			14
14	12	2			14
15	12	2			14
16	12	2			14
17	12	2			14
18	12	2			14
19	12	2			14
20	12	2			14
21	12	2			14

22	12	2			14
23	12	2			14
24	12	2			14
25	12	2			14
27	12	2			14
28	12	2			14
29	12	2			14
30	12	2			14
31	12	2			14
32	12	2			14
33	12	2			14
34	12	2			14
35	12	2			14
36	12	2			14
37	12	2			14
38	12	2			14
39	12	2			14
40	12	2			14
41	12	2			14
42	12	2			14
43	12	2			14
44	12	2			14
45	12	2			14
46	11	2			13
47	10	2			12
48	10	2			12
49			2	3	5
Grand Total	603	97	2	3	705

Floor Configuration Breakdown

Levels	Total Number of Units
Podium 1-5	11
1	6
2-45	14
46	13
47-48	12
49	5

F&A – Luxury



Apartment features:

- Balconies as per layout
- Central air conditioning
- Adequate TV/phone infrastructure
- Built-In Wardrobes, wherever applicable

Convenience:

- Elevators
- Security access control

Living and Dining:

- All rooms feature double glazed windows
- Porcelain tiled floors
- Painted plastered walls
- Painted ceilings

Bedrooms:

- All rooms feature double glazed windows
- Painted plastered walls
- Built-in wardrobes

Kitchen:

- Fitted kitchens with refrigerator, oven, hob, hood, washing machine and dishwasher.
- Porcelain tiled floors
- Painted walls
- Kitchen cabinets
- Porcelain kitchen backsplash and countertop

Bathroom

- Sanitary ware
- Sanitary fittings and accessories
- Porcelain tiled floors
- Porcelain vanity
- Mirror

Balcony:

- Porcelain flooring

Common building services & amenities:

- Drop-off and entrance
- Concierge desk
- Pool and landscape plaza
- Gymnasium
- Children's play area
- Cinema & lounge
- Podium and rooftop entertainment areas

COMMERCIAL TERMS

Launch Payment Plan

DESCRIPTION	MILESTONE EVENT	(%) VALUE	28th Instalment	Within 30 months of booking	1
Deposit	Immediate	20	29th Instalment	Within 31 months of booking	1
1st Instalment	Within 3 months of booking	1	30th Instalment	Within 32 months of booking	1
2nd Instalment	Within 4 months of booking	1	31st Instalment	Within 33 months of booking	1
3rd Instalment	Within 5 months of booking	1	32nd Instalment	Within 34 months of booking	1
4th Instalment	Within 6 months of booking	1	33rd Instalment	Within 35 months of booking	1
5th Instalment	Within 7 months of booking	1	34th Instalment	Within 36 months of booking	1
6th Instalment	Within 8 months of booking	1	35th Instalment	Within 37 months of booking	1
7th Instalment	Within 9 months of booking	1	36th Instalment	Within 38 months of booking	1
8th Instalment	Within 10 months of booking	1	37th Instalment	Within 39 months of booking	1
9th Instalment	Within 11 months of booking	1	38th Instalment	Within 40 months of booking	1
10th Instalment	Within 12 months of booking	1	39th Instalment	Within 41 months of booking	1
11th Instalment	Within 13 months of booking	1	40th Instalment	Within 42 months of booking	1
12th Instalment	Within 14 months of booking	1	41st Instalment	Within 43 months of booking	1
13th Instalment	Within 15 months of booking	1	42nd Instalment	Within 44 months of booking	1
14th Instalment	Within 16 months of booking	1	43rd Instalment	Within 45 months of booking	1
15th Instalment	Within 17 months of booking	1	44th Instalment	Within 46 months of booking	1
16th Instalment	Within 18 months of booking	1	45th Instalment	Within 47 months of booking	1
17th Instalment	Within 19 months of booking	1	46th Instalment	Within 48 months of booking	1
18th Instalment	Within 20 months of booking	1	47th Instalment	Within 49 months of booking	1
19th Instalment	Within 21 months of booking	1	48th Instalment	Within 50 months of booking	1
20th Instalment	Within 22 months of booking	1	49th Instalment	Within 51 months of booking	1
21st Instalment	Within 23 months of booking	1	50th Instalment	Within 52 months of booking	1
22nd Instalment	Within 24 months of booking	1	51st Instalment	On Completion	30
23rd Instalment	Within 25 months of booking	1		Total	100
24th Instalment	Within 26 months of booking	1			
25th Instalment	Within 27 months of booking	1			
26th Instalment	Within 28 months of booking	1			
27th Instalment	Within 29 months of booking	1			

PRICING	
1-BR STARTING FROM AED 1,997,000	2-BR STARTING FROM AED 2,772,000
3-BR STARTING FROM AED 15,894,000	5-BR STARTING FROM AED 25,205,000

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

ACD: 31 OCT 2029

Regular Payment Plan

Description	Milestone Event	% Value
Deposit	Immediate	20
1th Instalment	Within 3 months of booking	1
2th Instalment	Within 4 months of booking	1
3th Instalment	Within 5 months of booking	1
4th Instalment	Within 6 months of booking	1
5th Instalment	Within 7 months of booking	1
6th Instalment	Within 8 months of booking	1
7th Instalment	Within 9 months of booking	1
8th Instalment	Within 10 months of booking	1
9th Instalment	Within 11 months of booking	1
10th Instalment	Within 12 months of booking	1
11th Instalment	Within 13 months of booking	1
12th Instalment	Within 14 months of booking	1
13th Instalment	Within 15 months of booking	1
14th Instalment	Within 16 months of booking	1
15th Instalment	Within 17 months of booking	1
16th Instalment	Within 18 months of booking	5
17th Instalment	Within 19 months of booking	1
18th Instalment	Within 20 months of booking	1
19th Instalment	Within 21 months of booking	1
20th Instalment	Within 22 months of booking	1
21th Instalment	Within 23 months of booking	1
22th Instalment	Within 24 months of booking	1

23th Instalment	Within 25 months of booking	1
24th Instalment	Within 26 months of booking	1
25th Instalment	Within 27 months of booking	1
26th Instalment	Within 28 months of booking	1
27th Instalment	Within 29 months of booking	1
28th Instalment	Within 30 months of booking	5
29th Instalment	Within 31 months of booking	1
30th Instalment	Within 32 months of booking	1
31th Instalment	Within 33 months of booking	1
32th Instalment	Within 34 months of booking	1
33th Instalment	Within 35 months of booking	1
34th Instalment	Within 36 months of booking	1
35th Instalment	Within 37 months of booking	1
36th Instalment	Within 38 months of booking	1
37th Instalment	Within 39 months of booking	1
38th Instalment	Within 40 months of booking	1
39th Instalment	Within 41 months of booking	1
40th Instalment	Within 42 months of booking	5
41th Instalment	Within 43 months of booking	1
42th Instalment	Within 44 months of booking	1
43th Instalment	Within 45 months of booking	1
44th Instalment	Within 46 months of booking	1
45th Instalment	Within 47 months of booking	1
46th Instalment	Within 48 months of booking	1
47th Instalment	Within 49 months of booking	1
48th Instalment	Within 50 months of booking	1
49th Instalment	On Completion	20

PRICING

1-BR

STARTING FROM AED

1,997,000

2-BR

STARTING FROM AED

2,772,000

3-BR

STARTING FROM AED

15,894,000

5-BR

STARTING FROM AED

25,205,000

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

ACD: 31 OCT 2029

PRICING AND AREA SUMMARY

SAFA GATE BEDROOMS	AVG AREA	PRICE (AED)		
		Min	Max	Avg
1-BR	807	1.997M	3.924M	2.407M
2-BR	1,111	2.772M	3.916M	3.288M
3-BR Super Luxury	3,124	15.894M	15.894M	15.894M
5-BR Super Luxury	5,196	25.205M	25.860M	25.641M

ACD: 31 OCT 2029



SPECIAL COMMISSION SLABS FOR AGENCIES

Up to 5 Mn

1 Unit
5%

2-3 Units
5.5%

4 Units
6%

5+ Units
7%

Above 5 Mn

1 Unit
6%

2-3 Units
7%

4+ Units
8%



SPECIAL COMMISSION SLABS FOR RMS

0.8%

BULK DEAL OFFERS

BULK DISCOUNTS	MINIMUM DEAL VALUE	DISCOUNT %
FULL FLOOR OR DEAL VALUE \geq 32 M	32 M	4%
HALF FLOOR WITH MINIMUM 1 2-BED OR DEAL VALUE \geq 16 MN	16 M	2%
BULK DEAL WITH MINIMUM 4 UNITS	8 M	1%

Offer valid for bookings closed within the launch period (+15 days after launch).

APPENDIX

