



ALTITUDE

de GRISOGONO

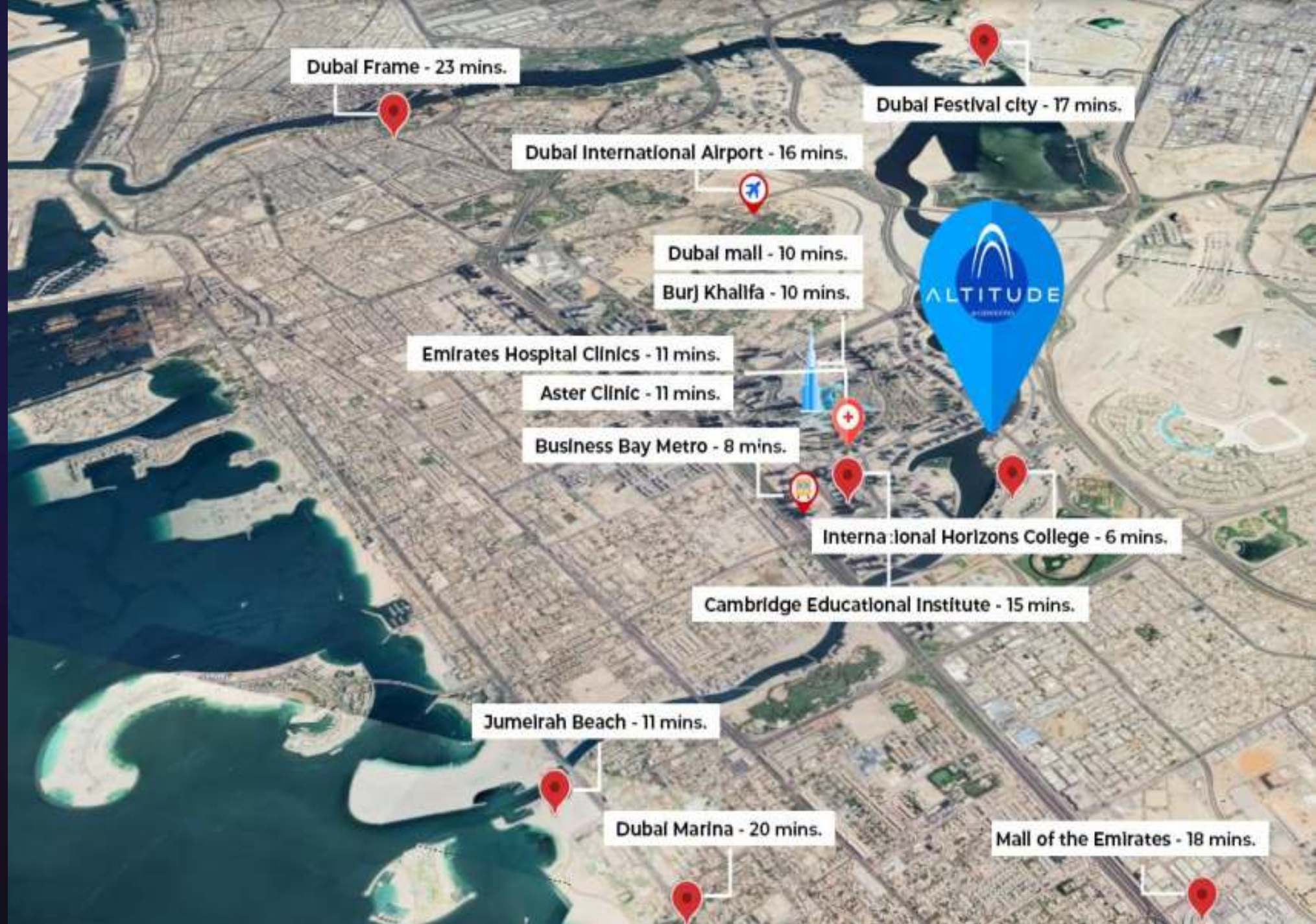
DAMAC

THE LOCATION



DAMAC

PROXIMITY



TRANSPORT MASTER PLAN 2030: Key Highlights



MARINE STATION



TRAM STATION



SKY PODS

Business Bay Apartment Dynamics

Supply Demand Dynamics



Avg. Quarterly Launches (2021-2023) - 927

Avg. New Completions (2021-2023) account for 240 per quarter



Avg. Quarterly Sales* (2021-2023) - 1,365

Share of DAMAC in Total Sales (2021-2023) - 28%



Capital Values Appreciation (2021-2023)* - 73%

2 BR Branded Apartments Growth Highest (2021-2023) - 2X (103%)



Avg. New Rental Ticket Value Growth (2022-2023) - 30%

Avg. New Rental Ticket Value - 2023 - AED125,700 per annum



Avg. Rental Yield

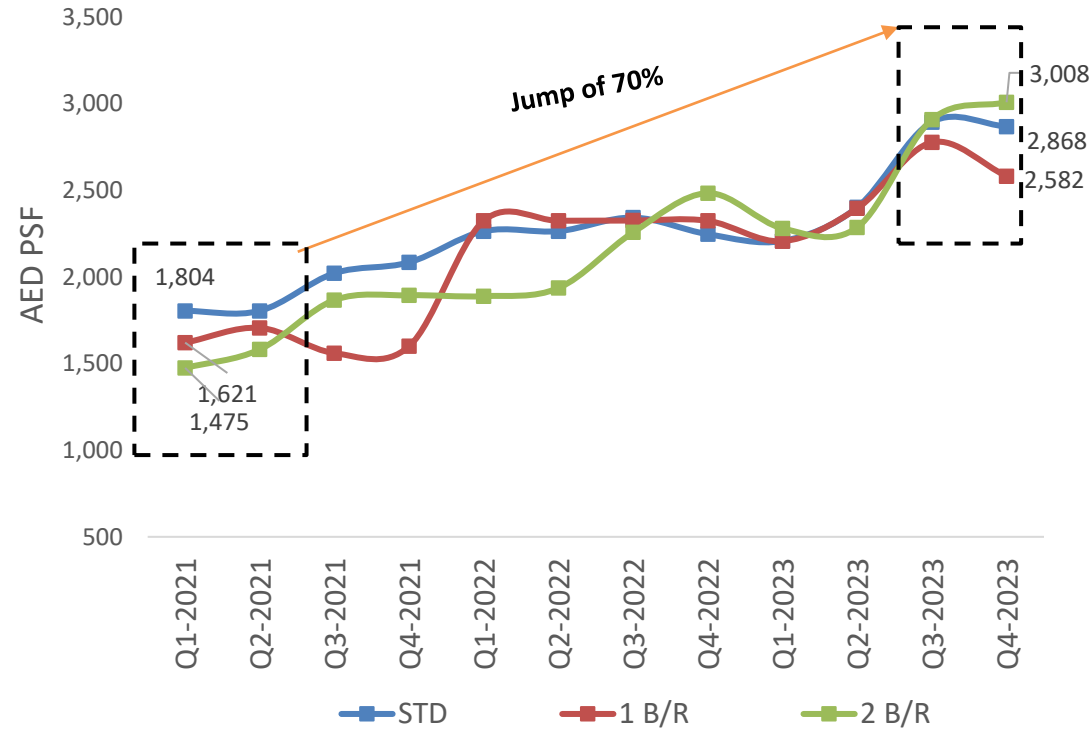
Business Bay commands an average rental yield range of 6.5% to 7.5%

*Source: Primary DLD Redin Transactions.

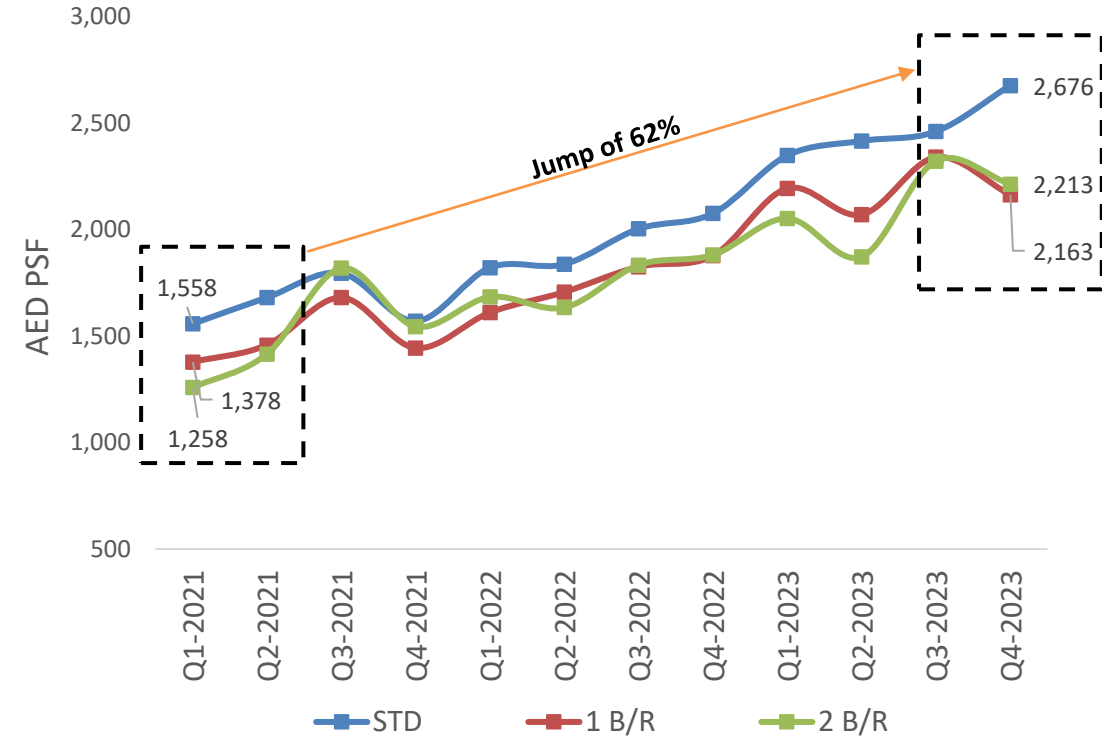
Capital Value Appreciation – Off Plan



Branded Apartments – Price Movement



Non-Branded Apartments – Price Movement



Source: DLD Redin Transactions

- All off plan apartments in Business Bay location recorded 73% capital value appreciation from Q1 2021 to Q4 2023 driven by the growing influx of tourist and workforce.
- Branded residences are likely to command premium in capital value growth as they have recorded a 70% jump from the H1 2021 to H2 2023 when compared to non-branded residences with 62% for the same period.
- Further, as we anticipate renewed investor interest for short leasing, branded apartments may tend to command higher rentals compared to non-branded.

Fast Four Facts

- Tourist influx - 15.37 M in 2023 from 12.82 M in 2022.
- Homeowners renting for long terms has exceeded the short-term rents.
- Business Bay recorded 2.8% all rental transactions in 2023, of which 50% are new. Indicating strong end user demand.
- Branded residencies are expected to witness increase preference for short term leasing.

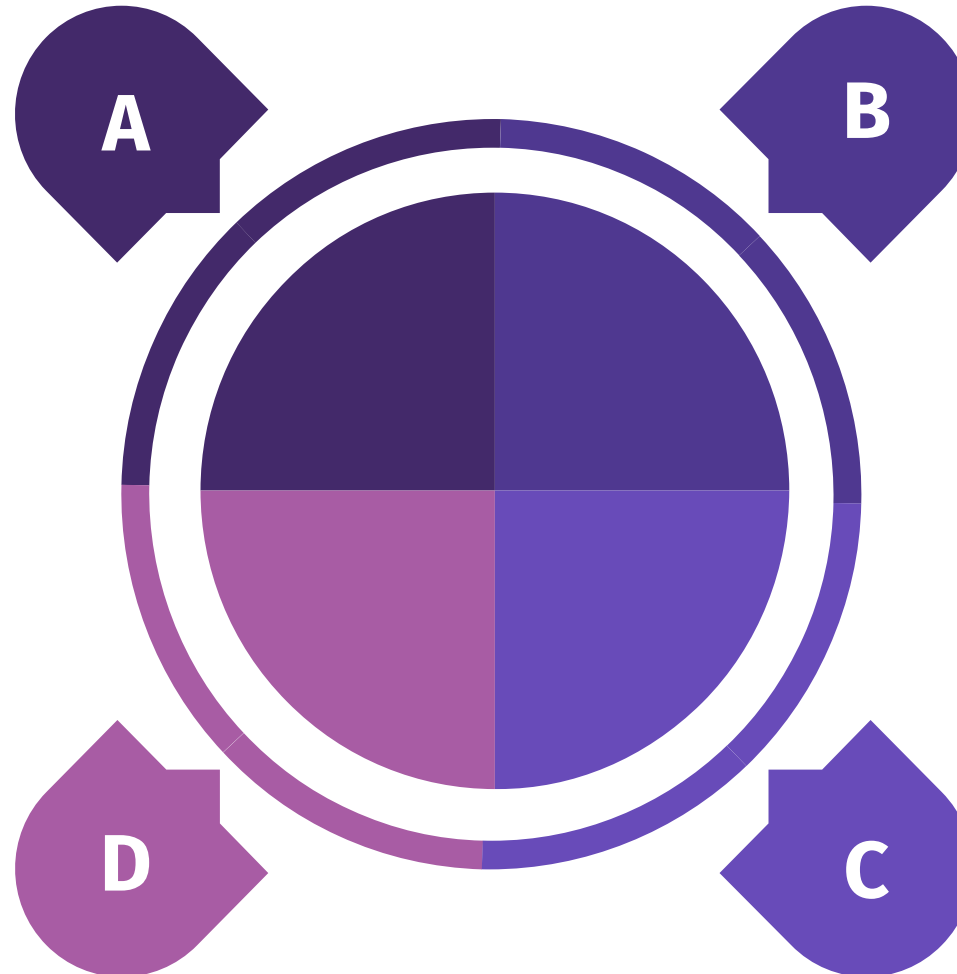
Tourist Influx

A

D

Canal Front Living

- Canal front living with access to the metro and marine transportation along with waterfront F&B, night life and entertainment is a major boost to tourism and a luxury water front lifestyle.



- According to Savills, Business Bay office rentals have recorded consistent increase in last six months.
- Despite new office supply, the vacancy levels have come down, indicating more job creation in the location.

Office Occupancy

B

C

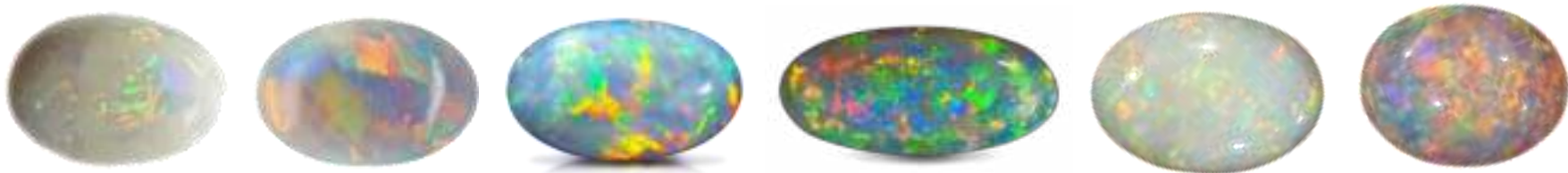
Branded vs Non Branded

- It has been observed that around 23% of the total sales of 2023 account for branded. Of which secondary account for 19%.
- Further, DAMAC is the market leader accounting for a share of 89% in 2023 sales of branded units.

THE INSPIRATION

OPAL

Sunlight on the Surface of the ocean Intuitiveness, clarity and luck. Symbol of hope





TOWER CONFIGURATION

3B+G+3P+35+ROOF

Tower tapers in form:

13 units per floor 2nd to 8th level

11 units per floor at 9th level

10 units per floor 10th to 17th level

9 units per floor 19th to 33rd level

4 units per floor 34th to 35rd level

ROOF

OBSERVATION DECK

LEVEL 34th & 35th

2-BR, 3-BR

LEVEL 18TH

MEP

LEVEL 2nd TO 33th

STUDIO, 1-BR, 2-BR

PODIUM AMENITIES

SOLAR POWERED SUN LOUNGER
BEAUTY BAR
GAZE AT 5 MILLION STARS
FLOATING THERAPY PODS

GROUND LEVEL

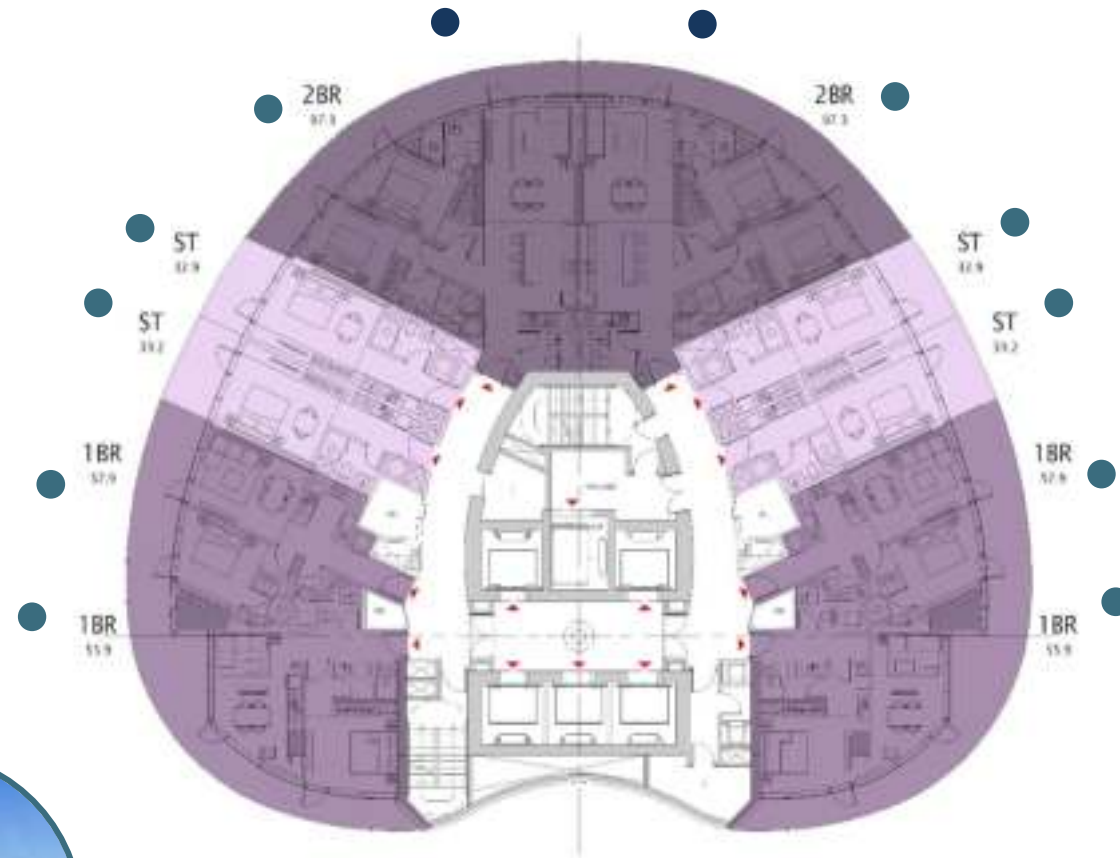
GRAND LOBBY
PROMENADE RETAIL



TYPICAL FLOOR PLAN

VIEW ANALYSIS

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- CANAL VIEW
- BURJ KHALIFA VIEW



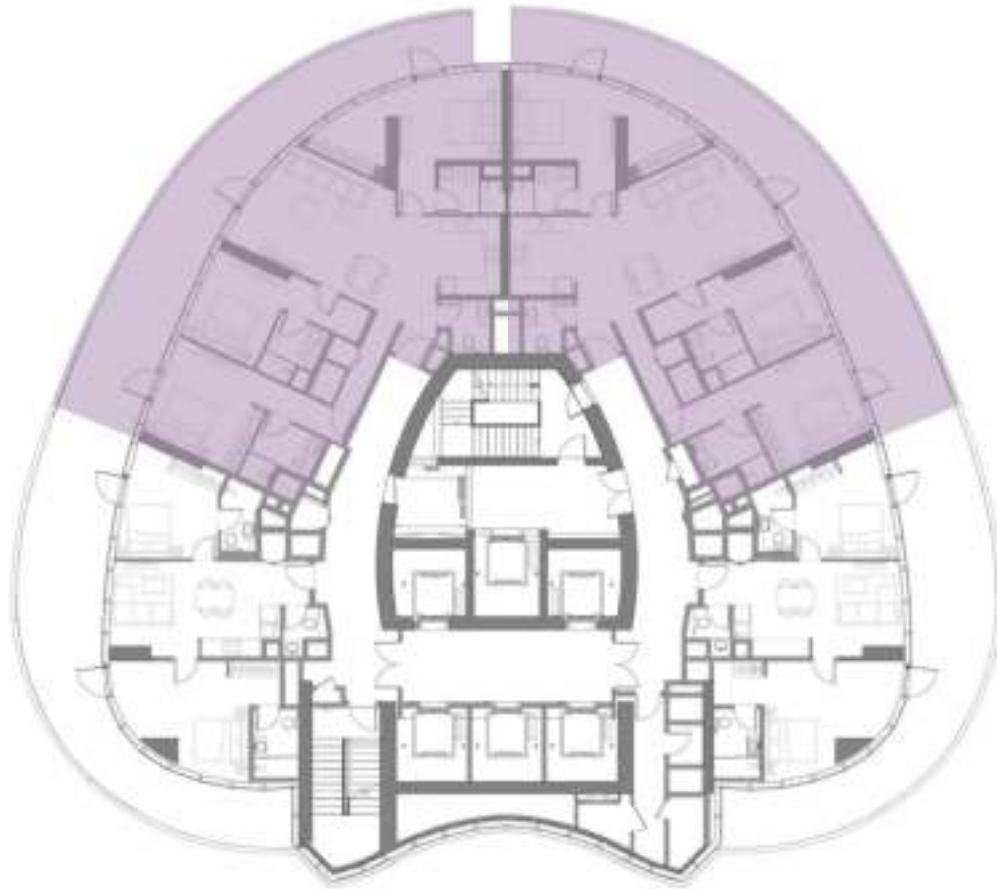
TYPICAL FLOOR PLAN

VIEW ANALYSIS

● 3 BEDROOM (34 & 35th Floor)

● CANAL VIEW

● BURJ KHALIFA VIEW





AMENITIES



PODIUM LEVEL



ALTITUDE
by DAMAC

DAMAC

AMENITIES



GAZE AT 5 MILLION STARS



INFINITY LAP POOL



SOLAR POWERED SUN LOUNGER



AMENITIES



PLANETS INSPIRED GARDEN

SERENITY SPHERE



BEAUTY BAR



AMENITIES



OPULENT
FITNESS GYM



LUXURY
SPA
RETREAT



FLOATING
THERAPY
PODS



ILLUMINE BEAUTY
STUDIO

FLOOR PLANS



FLOOR PLANS

TYPES



STUDIO
6 TYPES
SALEABLE AREA: 440 SQFT



1 BR
13 TYPES
SALEABLE AREA: 845 SQFT

FLOOR PLANS

TYPES



2 BEDROOM

8 TYPES

SALEABLE AREA: 1325 SQFT



3 BEDROOM

2 TYPES

SALEABLE AREA: 2035 SQFT

FLOOR PLAN TYPOLOGIES



2-BEDROOM LOWER & UPPER

SALEABLE AREA: 4140 SQFT

INTERIOR DESIGN



INTERIOR DESIGN

Lobby

5m Floor to Ceiling



INTERIOR DESIGN

Living & Dining

2.7m Floor to Ceiling



INTERIOR DESIGN

Kitchen

2.4m Floor to Ceiling



INTERIOR DESIGN

Master bedroom

2.7m Floor to Ceiling



INTERIOR DESIGN

Bedroom

2.7m Floor to Ceiling



INTERIOR DESIGN

Master bathroom

2.4m Floor to Ceiling



GYM

Level 1



F & A

Luxury Units

Apartment features:

- Adequate TV/phone infrastructure/connection points
- All rooms feature double glazed windows

Living and Dining:

- Porcelain tiled floor
- Painted plastered walls

Bedrooms:

- Porcelain tiled floor
- Painted plastered walls
- Built-in wardrobes

Kitchen:

- Kitchen fitted with cabinet and with refrigerator, cooker, home hood and washing machine
- Porcelain backsplash and countertop fitted with stainless steel sink
- Porcelain tiled floor
- Painted plastered walls

Bathroom:

- Porcelain tiled floor and wall
- Vanity Counter
- Sanitary ware with associated fittings and accessories
- Mirror

Balcony / terrace:

- Porcelain tiled flooring

Common building - services & amenities:

- Drop-off and Entrance lobby
- Residents Pool area
- Gymnasium
- Kids play area
- De Grisogono branded interiors in common areas of the project

