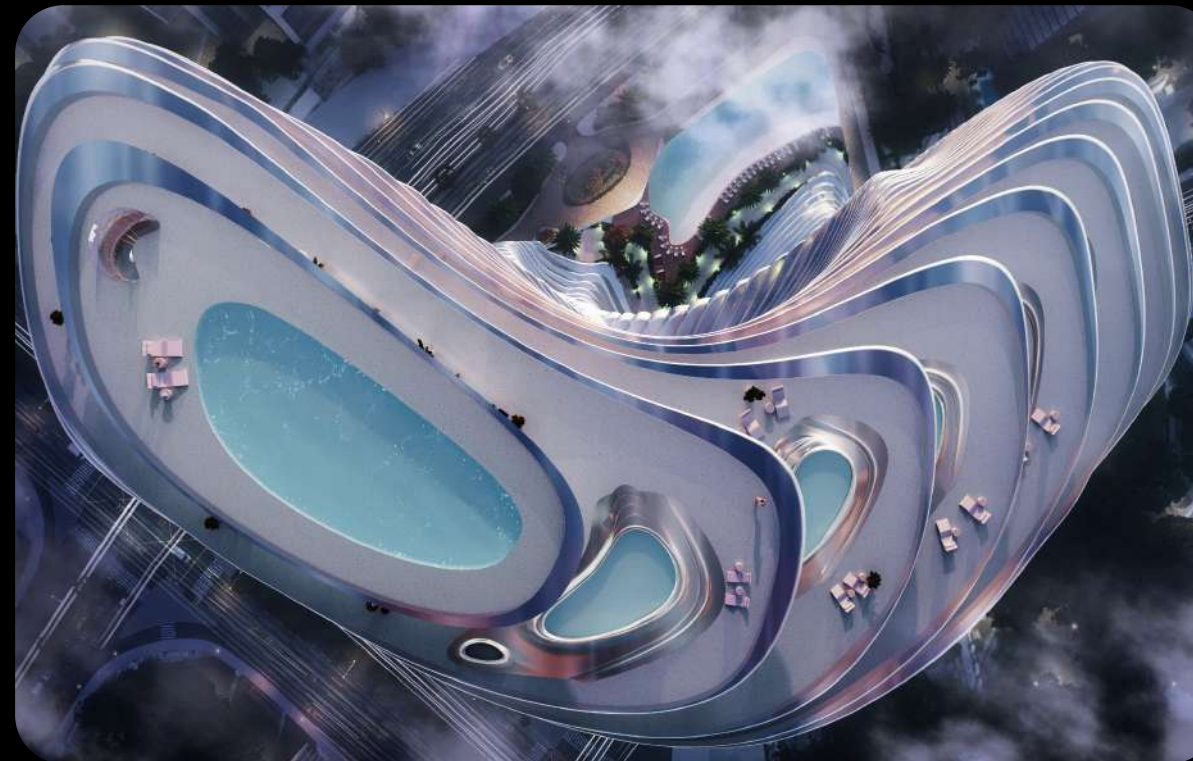


SPOTLIGHT ON A NICHE - BRANDED RESIDENCES

Overview

Branded residences are residential properties associated with a well-known brand in design and operation. These brand affiliations can be a major attraction for potential residents. These residences emerge from partnerships between brands and developers, where the developer can use the brand's name for promotion. However, this comes at a cost; developers pay royalty fees to the brand upon each sale, and there might be additional charges like design fees. Property owners, on the other hand, handle management and standard service fees.

Types of Branded Residences



- Residential units within a hotel
- Residential development adjacent to a hotel
- Residential developments with hotel management
- Stand-alone residential developments with brand association

A Triple Win Formula!

Developer

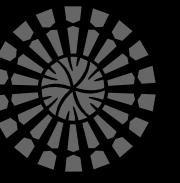
- Competitive advantage in the market
- Larger client base that includes brand enthusiasts
- Design and marketing Assistance
- Higher price premiums

Client

- High quality finishings and management
- Higher capital appreciation
- Higher rental yields
- Suitable for short term rentals

Brand

- New source of revenue through licensing
- Increased brand awareness
- Stronger client relationship



MARKET OVERVIEW - H1 2023 DUBAI BRANDED RESIDENCES

4,188 AED

Average price per sq.ft
branded residences

2,140 AED

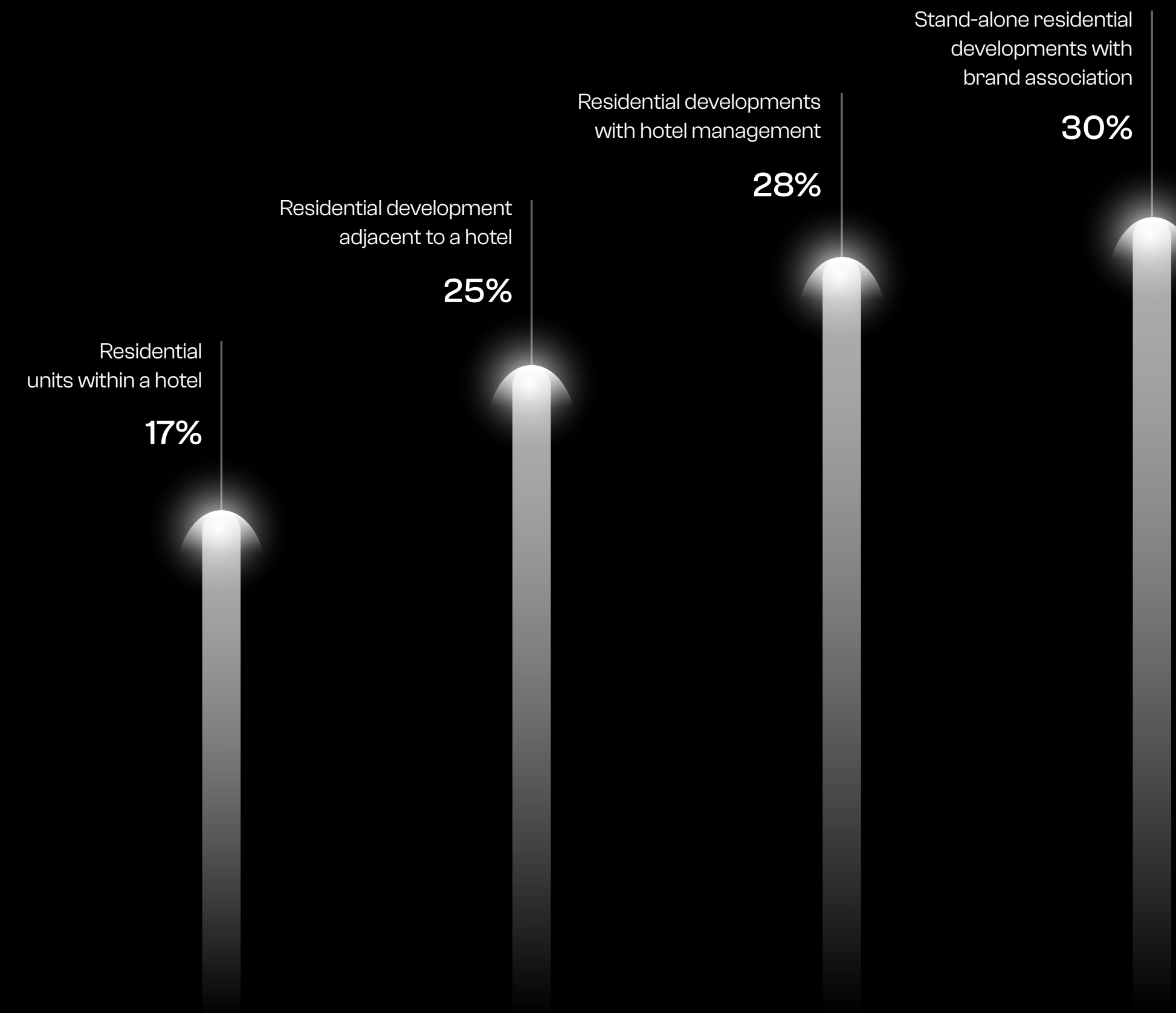
Average price per sq.ft non branded
(same locations)

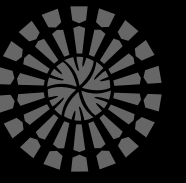
92

Total Number of
Branded Residences



Popularity by Type





TOP 10 BRANDED ADDRESSES PRICE-WISE (H1 2023)

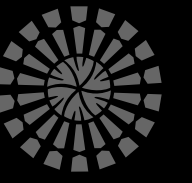
By First-Hand Transaction
Prices H1 2023
In **Dubai**

Source: 23q2-sh-resi-s-en.pdf (savills.asia)

Source: Morgan's Q2 2023 Report

Source: Morgan's H1 2023 Branded Residences Report

Brands	Average Price per Sq.ft	
Four Seasons	CNY 19,743	USD 2,763
Mr. C	CNY 18,828	USD 2,635
Bulgari	CNY 17,931	USD 2,510
Royal Atlantis	CNY 14,630	USD 2,048
Jumeirah	CNY 12,221	USD 1,710
Dorchester	CNY 12,062	USD 1,688
Six Senses	CNY 10,754	USD 1,505
Ritz Carlton	CNY 9,435	USD 1,320
Raffles	CNY 9,243	USD 1,293
Cavalli	CNY 9,143	USD 1,279



BRANDED RESIDENCES



SLS Palm Jumeirah

SLS Residences The Palm Dubai is a new, luxury development that will be situated on the West Crescent of the renowned Palm Jumeirah. SLS Residences The Palm Dubai will consist only of residences and not of hotel rooms.

There will be a total of 113 branded properties, comprising 2-3 bedroom flats, 3-4 bedroom duplexes, and huge 3-4 bedroom penthouses with an average living space ranging from a very generous 1,670 square feet to a massive 14,200 square feet. This magnificent property will provide spectacular view of Palm Jumeirah, the Arabian Gulf, Bluewaters Island, Burj Al Arab, the renowned Downtown Dubai skyline, and Dubai Marina

Type : Apartments / Penthouses

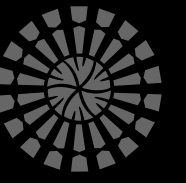
Handover : Q4 2025

Payment Plan : 60% - 40%

Area (square meter) : 55 - 1,319

Bedrooms : 2,3&4-Bedroom

Developer : Roya Lifestyle Development



Jumeirah Zabeel Saray

Royal Residences at Jumeirah Zabeel Saray is a luxury development on Palm Jumeirah. Royal Residences at Jumeirah Zabeel Saray offers 4&5-bedroom Lagoon Royal Villas, Seafront Royal Villas, Beach Royal Villas, and a unique Villa 37 with a 25,679 sq. ft. floor plan. Custom furniture will include a Philippe Hurel sofa, Carly Collective chandelier, and Fendi Casa bedside tables in master bedrooms.

Royal Residences at Jumeirah Zabeel Saray have a private screening room, the Music Hall, Sinbad's Kids Club, an infinity pool, a children's pool, Talise Ottoman Spa & Fitness, tennis courts, and water sports. Private, unspoiled beaches are also available to residents. Royal Residences at Jumeirah Zabeel Saray include in-residence dining, a personal chef, housekeeping, laundry and dry cleaning, babysitting, hairdresser and beauty services, valet parking, and luxury limousines for special occasions.

Type: Villas

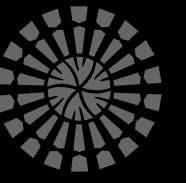
Handover: Ready

Payment Plan: 60% - 40%

Area (square meter): 2,385

Bedrooms: 4&5-Bedroom

Developer: Shamal Holding



The Ritz-Carlton Residences at Business Bay

The Ritz-Carlton is synonymous with luxury and world class service and now the distinguished brand is presenting an opportunity to make one of its residences your home.

Located in Dubai, Business Bay, there are 54 residences, which tower 18 floors above the serene Dubai Water Canal, all of which are managed and serviced by one of the world's most distinguished brands.

Each residence is perfectly tailored to meet the distinctive needs and refined tastes of its residents. More than just a home; it's a reflection of individual style and desires. The interiors use a blend of calming colour palettes and natural raw materials throughout; rich oak flooring and sublime marble in the kitchens and bathrooms allow you to experience the lap of luxury in your very own home.

All residences come fully furnished meaning you can turn the key and instantly feel at home.

The Six Bedroom Penthouses at The Ritz-Carlton Residences redefine luxury living. These penthouses boast a private gym, six generously sized bedrooms, and an expansive terrace that unveils a breathtaking full canal view. The infinity pool, seemingly merging with the serene canal waters, provides an exquisite touch of opulence, creating an in-home oasis like no other.

Type : Apartments / Penthouses

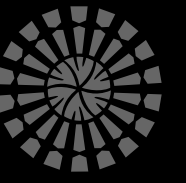
Handover : Q4 2025

Payment Plan : 50% - 50%

Area (square meter) : 141 - 1,242

Bedrooms : 1-2&3 BR Apartments / 4 BR Half Floor / 6 BR Penthouses

Developer : Khamas



SO/Uptown Dubai

Uptown Tower has 81 floors with a design and brilliance inspired by diamonds. Beginning with 22 floors containing a Class A office space. The luxurious 5-star premium SO/ Uptown Dubai Hotel is comprised of 10 stories and 188 designer rooms. The upper 28 storeys are reserved for 227 signature branded SO/ Uptown Dubai Residences. These are in addition to a variety of incredible amenities, such as an innovative F&B collection at the Atrium and beyond, heavenly health spas, state-of-the-art conference facilities, and a plethora of other facilities.

The luxurious lobby of the SO/ Uptown Dubai Hotel presents a kaleidoscope view of nature and landscape, expressed by the use of natural colors that are reflected and mirrored in geometric patterns and components inspired by diamonds.

Creative design reflects the kaleidoscope concept through an eclectic mix of artistic furnishings, inspirational touches, and whimsical accents. The premium branded residences provide one-, two-, and three-bedroom layouts, in addition to duplexes and penthouses that combine futuristic energy and monumental design with the distinctive SO/ French elegance and unabashed joie de vivre.

Type : Apartments

Handover : Ready

Payment Plan : 20% - 80%

Area (square meter) : 58 - 191

Bedrooms : 1 - 2 & 3 BR Apartments

Developer : DMCC

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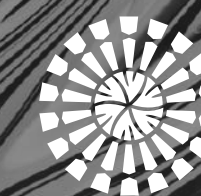
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