

DUBAI HOTEL INVESTMENT REPORT: INDIA EDITION

PUBLISHED BY **THE FIRST GROUP**

INDIAN INVESTMENT IN DUBAI



INTRODUCTION

Dubai and India: Partners in Progress

India counts the UAE as one of its closest trading partners and most important economic allies. As the country's main trading and investment hub, Dubai in particular has long been a magnet for Indian nationals seeking lucrative career and investment opportunities. According to a recent report, Indians account for an estimated 25 percent of Dubai's total population of 2.4 million*.

The total Indian population in the UAE is estimated at 2.65 million.

* Data supplied by Euromonitor International, 2014-15.

DUBAI: A SAFE HAVEN FOR INDIAN INVESTORS

Why Dubai?

Dubai ranks as one of the most popular international markets for Indian property investors. Indian investors accounted for 23 percent of all Dubai property transactions involving foreigners in the first half of 2015, and a remarkable 14 percent of all transactions recorded – including those involving Emiratis and other Arab nationals – according to statistics made available by the Dubai Land Department.

This trend has remained consistent each year since 2012.

Dubai real estate transactions H1, 2015

TOTAL TRANSACTIONAL VALUE:

AED 53bn

FOREIGN DIRECT INVESTMENT

AED 30bn

(56 percent of total investment)

NUMBER OF PROPERTY ACQUISITIONS BY FOREIGNERS:

13,166

NUMBER OF PROPERTY ACQUISITIONS BY INDIAN NATIONALS:

3,017

(23 percent of total foreign transactions)



Foreign investors ranking – transactional value (H1, 2015)

1. INDIA
AED 7.8bn 26.0%

2. BRITAIN
AED 4.7bn 15.6%

3. PAKISTAN
AED 3.3bn 11.0%

4. CANADA
AED 1.8bn 6.0%

5. OTHERS
(including Iran, Russia, USA, China)
AED 7.8bn 41.4%

WHY INVEST?



Simplified investment mechanisms

The Dubai government has already invested billions of dollars creating the region's most advanced infrastructure, including the only operational metro network in the Middle East.

More than 10 mega-projects worth in excess of \$240 billion are underway in Dubai*. Dubai's unrivalled pace of development provides further certainty for Indian nationals that the value of their property investment will grow in tandem with the emirate's own remarkable growth trajectory.

* MEED Projects data

\$US strength = Booming profits

The strength of the UAE dirham (pegged to the US dollar) against the rupee is generating lucrative profits for Indian investors in the Dubai property market.

The US dollar has risen 45 percent against the rupee since 2011, and almost five percent in the past year, according to Thomson Reuters data.

Currency house UAE Exchange recently revealed remittances to India rose 15 percent in August-September 2015 alone, up from 8-10 percent in H1, 2015.

In fact, India accounts for almost half of all annual remittances made by foreigners in the UAE.**

UAE Exchange estimates that between \$12bn and \$15bn worth of individual money transfers were made from the UAE to India in 2014. This figure does not include institutional investments.

** Data supplied by UAE Exchange

Lower cost of entry

Investing in the Dubai property market is a significantly cheaper and less complicated process for Indian nationals than investing at home.

Rental Returns in US dollars

RENTAL RETURNS IN US DOLLARS

The First Group provides clients peace of mind that their investments will not be impacted by adverse currency fluctuations. Clients can request to receive all income generated by their investments in US dollars.

COST OF BUYING PROPERTY - INDIA VERSUS DUBAI

	INDIA	DUBAI
Stamp Duty	4-8%	0%
Registration fees	1%	4% (buyer)
Agent commission	1-2% (+12.5% VAT)	1-2% (buyer) 1-2% (seller)
Costs paid by seller	7.625% - 12.75%	
Costs paid by buyer	1.125% - 2.25%	
TOTAL COSTS	8.75% - 15%	3% - 4%



A GLOBAL CITY

THE REMARKABLE STORY OF DUBAI'S DEVELOPMENT IS ONE OF TRIUMPH AGAINST THE ODDS.



A sleepy fishing village just 50 years ago, Dubai now ranks among the world's top five fastest growing cities, a desert oasis home to 2.2 million residents, with this figure rising at an average rate of 5% per annum (p.a).

It is home to the world's busiest international airport, the Middle East's biggest cargo port, the world's tallest building, and the region's main financial hub. It is also rapidly gaining a reputation as one of the world's most popular tourist destinations.

It boasts the region's best and most modern infrastructure, from roads and transport to communications networks, a booming real estate and employment market, and one of the world's highest standards of living.

A GREAT STORY

DUBAI HAS EARNED A FORMIDABLE REPUTATION AS THE TOP REGIONAL HUB FOR MANY OF THE WORLD'S BIGGEST COMPANIES.



The emirate's proliferation of free trade zones has made it a magnet for organisations looking to gain a commercial foothold in the UAE, Gulf and across the Middle East.

These free trade zones offer a vast range of benefits, including 100% company ownership, tax-free income, a liberalised trading environment, no restrictions on repatriation of profits, and most importantly, a safe and stable location for accessing local and regional markets.

Dubai has long served as a trading gateway to the Middle East and Africa. Up to 60 percent of all imports to the Gulf and the Middle East are routed through Jebel Ali Port, one of the world's biggest man-made deep-water docks.

With the addition of Dubai World Central, the massive logistics and trading hub that will be co-located with Al Maktoum International Airport, Dubai will further cement its reputation as the region's – and one of the world's – most important trading hubs.





WHY DUBAI?

PRIOR TO 2002, ONLY UAE NATIONALS COULD PURCHASE PROPERTY IN DUBAI. HOWEVER, IN THAT YEAR, A ROYAL DECREE WAS ISSUED ALLOWING NON-NATIONALS TO PURCHASE PROPERTY IN THE EMIRATE.



In 2006, the market took a monumental step forward when the government introduced a new law allowing foreign freehold property ownership in designated areas.

The new law radically transformed Dubai's real estate market and the emirate's economy. An unprecedented phase of property construction reshaped the city's skyline, with new developments being planned or completed on a monthly basis.

However, after a period of incredible growth, the global financial crisis of 2008 halted some of this development, impacting the momentum generated in the early- to mid-2000s.



DUBAI'S ENDURING POPULARITY AS AN INTERNATIONAL TOURISM DESTINATION ENSURED THE HOTEL MARKET WAS LESS AFFECTED BY THE DOWNTURN THAN THE RESIDENTIAL PROPERTY SECTOR.

Despite some ensuing challenges, the property market has recovered strongly in recent years. The renewed confidence in the market is owed primarily to new regulations introduced and strictly enforced by the Dubai Real Estate Regulatory Agency (RERA) in the wake of the downturn.

In addition to a mortgage cap that curbed lending, RERA doubled property transfer fees and introduced other measures, which have effectively tempered the dramatic swings that characterised the market pre-2008.

Renewed confidence has led to a new era of property development on a scale that rivals the pre-crisis years.

Looking forward, the emirate's real estate sector is entering a new stage of maturity, with a world-standard regulatory regime governing development that ensures investors can approach the market with confidence in its long-term potential.

TAX-FREE STATUS

ONE OF THE MAJOR ADVANTAGES DUBAI OFFERS INVESTORS IS A TAX-FREE ENVIRONMENT.



With zero local corporate and personal tax and attractive job opportunities for expat professionals, the emirate is a magnet for skilled workers from across the world.

It is easy to understand why so many international corporations choose Dubai to house their global headquarters, which, in turn, fuels demand for property and hotel accommodation to support the migration of staff and visitors conducting business in Dubai.



In addition, the price of property is more affordable than cities such as Hong Kong and Singapore, which have traditionally attracted overseas investors anxious to minimise the impact of taxation on their assets.

GDP GROWTH

DUBAI WAS NAMED THE FIFTH-BEST PERFORMING METROPOLITAN ECONOMY IN THE WORLD IN 2014 BY THE RESPECTED ECONOMIC THINK-TANK, BROOKINGS INSTITUTION.



According to Brookings' Global MetroMonitor report, Dubai's ranking was aided by GDP growth per capita of 4.5 percent and employment growth of 6.5 percent year-on-year. Dubai's remarkable performance in the global ranking highlights the strength of the emirate's economic recovery since the end of the recession. Dubai's rapid turnaround is highlighted by the fact it ranked 167th in the Brookings survey in 2012 and 18th in 2013.

TOP 5 LARGEST METROPOLITAN ECONOMIES WORLDWIDE 2013–14

RANK ECONOMIC PERFORMANCE 2013-14	METRO	COUNTRY	DEVELOPMENT STATUS	EMPLOYMENT CHANGE 2013-14	RANK ECONOMIC PERFORMANCE 2009-14	RECESSION STATUS
1	MACAU	MACAU	DEVELOPED	8 %	10	RECOVERED
2	IZMIR	TURKEY	DEVELOPING	2 %	8	RECOVERED
3	ISTANBUL	TURKEY	DEVELOPING	2 %	17	RECOVERED
4	BURSA	TURKEY	DEVELOPING	1 %	20	RECOVERED
5	DUBAI	UAE	DEVELOPED	4 %	172	PARTIALLY RECOVERED

TOP 5 MIDDLE EAST METROPOLITAN ECONOMIES 2013-2014

RANK RANKING	GLOBAL RANKING	METRO	COUNTRY	DEVELOPMENT STATUS	GDP PER CAPITAL CHANGE 2013-14	EMPLOYMENT CHANGE 2013-14	RANK ECONOMIC PERFORMANCE 2009-14	RECESSION STATUS
1	5	DUBAI	UAE	DEVELOPED	4.5 %	4.7 %	172	PARTIALLY RECOVERED
2	25	RIYADH	KSA	DEVELOPED	1.9 %	3.9 %	79	RECOVERED
3	35	JEDDAH-MECCA	KSA	DEVELOPED	2.4 %	3.4 %	153	RECOVERED
4	78	ALEXANDRIA	EGYPT	DEVELOPING	0.9 %	3.0 %	170	RECOVERED
5	82	CAIRO	EGYPT	DEVELOPING	0.7 %	3.0 %	41	RECOVERED

Highlighting Dubai's reputation as the emirates' economic powerhouse is the fact GDP growth per capita in the UAE was just 1.6 percent in 2014, compared to Dubai's 4.5 percent. Dubai's GDP growth also outstripped every other major city in the Middle East.



Tellingly, the Brookings survey found that of the major metropolitan areas studied, Dubai still has ample room for economic growth compared to its rivals.

Source: Brookings Institution Global MetroMonitor 2014 Report

DUBAI: THE GLOBAL TOURISM DESTINATION

TRAVEL AND TOURISM RANK AS CORNERSTONES OF DUBAI'S ECONOMIC DIVERSIFICATION STRATEGY.



Taking the UAE as a total, the sector generated \$54 billion in revenues in 2013, ensuring its GDP contribution was greater than key growth sectors such as education, and slightly smaller than the contribution of the financial services sector.

Based on its direct, indirect, and induced GDP impact, the travel and tourism sector accounted for 8.4% of UAE GDP in 2014, according to the World Travel & Tourism Council's (WTTC) UAE Travel & Tourism Benchmarking report.

TRAVEL & TOURISM

8.4%

OF UAE GDP / 2014

TRAVEL & TOURISM

268%

GDP CONTRIBUTION EXPANSION

Highlighting its rapid growth, the UAE travel and tourism sector's direct GDP contribution expanded 268% between 1990 and 2013 only, compared to total economic expansion of 156%, according to the WTTC.



THE SECTOR ALSO GENERATES LUCRATIVE RETURNS FOR INVESTORS. ACCORDING TO THE WTTC REPORT, AN INVESTMENT OF \$1 MILLION IN THE INDUSTRY GENERATES AN AVERAGE \$1.2 MILLION IN RETURNS.

TRAVEL & TOURISM

2007: 6M
2024: 38M

INCREASE IN OVERALL TOURIST VISITORS

Dubai alone is aiming for 20 million visitors annually by 2020, the year the emirate is scheduled to host the World Expo.



This impact of spending is greater than the UAE's manufacturing sector, which is recognised as one of the traditional pillars of the economy.

In a separate report, the WTTC estimates that Travel & Tourism investment in 2013 was \$5.71 billion, or 6.2% of total investment across all sectors. It was estimated to have risen to 9.7% in 2014, and that it will continue to rise by 5.1% p.a. over the next decade to reach \$10.29 billion in 2024 (7.3% of total).

All of this spells good news for the sector's continued expansion and for hotel investors, with tourist arrivals predicted to rise commensurately, from 6 million in 2007 to more than 38 million in 2024.

TRAVEL & TOURISM

9.7%

INCREASE IN OVERALL INVESTMENT / 2014

HOTEL INVESTOR SENTIMENT

DUBAI RANKS AMONG THE
WORLD'S BEST MID-TERM HOTEL
INVESTMENT PROSPECTS,
ACCORDING TO JONES LANG
LASALLE'S (JLL) HOTEL INVESTOR
SENTIMENT SURVEY 2014 REPORT.

The report found that international investor sentiment towards the emirate's hotel market – that being the level of positivity towards the market's investment potential – maintained a positive net balance of 86.7%, compared to an EMEA (Europe, Middle East and Africa) average of around 70% and a global average of just 61.1%.

The company also expects the Dubai hotel market to generate above-average returns on investment. As one of the major markets for hotel investment in the EMEA region, Dubai also stands to benefit from the positive global investor sentiment towards the region as a whole.



According to the JLL report, 72% of survey respondents were keen to invest in the EMEA region, compared to major international gateways, which received a rating of 65.9%.

HOTEL vs RESIDENTIAL RETURNS

While Dubai's residential property market has endured peaks and troughs, its hotel sector continues to move from strength to strength, with some of the world's best occupancy rates.



	HOTELS	RESIDENTIAL
Occupancy Risk	Occupancy rates at The First Group's hotels are above 90% which favourably impacts income streams.	Income risk from properties that remain unoccupied.
Profit Optimisation	Hotelier manages room rates daily to optimise rental revenues and minimise potential volatility.	Rents locked in under contract and highly dependent on market fluctuations.
Personal Use	Two weeks of personal usage annually when investing with The First Group.	No personal usage while unit is leased for a contracted period.
Property Management	Day-to-day management overseen by industry leading operators.	Self-managed or additional fees for property management company.
Maintenance Fees	No out-of-pocket expenses.	Owner responsible for out-of-pocket expenses plus replacement of furniture and fixtures.
Tax Burden	No local taxes levied on UAE-based hotel property investments.	Additional local taxes may apply based on property location.

STRONG RENTAL YIELDS

Dubai's strong economic outlook and growing reputation as a global hub for trade and investment is generating impressive rental yields for investors as its population grows commensurately.

A more mature market, a better investment return, and a highly connected city all point to a positive future for the property sector in Dubai."

— Knight Frank, Global House Index 2015 report



STRONG RETURNS: INVESTING WITH THE FIRST GROUP

	THE FIRST GROUP	BANGALORE	DELHI	MUMBAI	SINGAPORE	LONDON
RENTAL INCOME	7%	3.94%	1.92%	2.18%	2.71%	4.74%
PROPERTY PRICE	\$350,000	INR 20,629,245	INR 23,433,786	INR 84,201,000	SG\$2.44M	GBP 2.5M
PRICE IN USD\$	\$350,000	\$318,500	\$361,800	\$1.3M	\$1.73M	\$3.86M
TAX	No TAX	30%	30%	30%	20%	28%
REAL RENTAL	7%	2.75%	1.34%	1.53%	2.17%	3.41%
INFLATION	2.30%	6.40%	6.40%	6.40%	1%	-0.10%
NET ROI	4.70%	-3.65%	-5.06%	-4.87%	1.17%	3.51%**
CURRENCY RISK 1YR	NA	___ INR/USD -6% ___		INR/USD -6%	SGD/USD -6%	GBP/USD - 3.75%

* Non-Saudis are restricted from buying investment property in the Kingdom

** LONDON IS SUBJECT TO OTHER FACTORS SUCH AS EXACT POSTCODE LOCATION, YOU ALSO HAVE INHERITANCE TAX AT 40% PLUS OTHER CHARGES

RISING TOURIST ARRIVALS, MORE HOTELS, **GREATER DEMAND**

DUBAI'S HOTELS WELCOMED 13.2 MILLION GUESTS IN 2014, MARKING A 5.6% RISE ON 2013'S TOTAL, ACCORDING TO DATA ISSUED BY DUBAI'S DEPARTMENT OF TOURISM AND COMMERCE MARKETING (DTCM).

Not surprisingly, Dubai's hotels and hotel apartments recorded an increase in guest nights in 2014, rising 7.4% from 41.58 million in 2013 to 44.66 million in 2014. The average length of stay increased from 3.78 days to 3.84 days.

Total revenues across the sector rose 9.8% year-on-year, from \$5.93 billion in 2013 to \$6.51 billion in 2014.

12%

INCREASE IN ROOM REVENUES / 2014

The UAE government's decision to eliminate the requirement of a pre-entry visa for citizens of an additional 13 European member states, bringing to 28 the number of European nationalities exempt from the visa requirement, led to a boom in hotel guests from the continent.

The increase in hotel guest numbers came despite a decline in the number of Russian visitors to the emirate due to geopolitical issues affecting this key source market.

The result is testament to the Dubai government's ongoing efforts to diversify the emirate's inbound markets, with the largest increase in visitor numbers coming from emerging source markets: South-east Asia (14.4% year-on-year increase), Far-east Asia (+12.9%), and Africa (+10.8%).

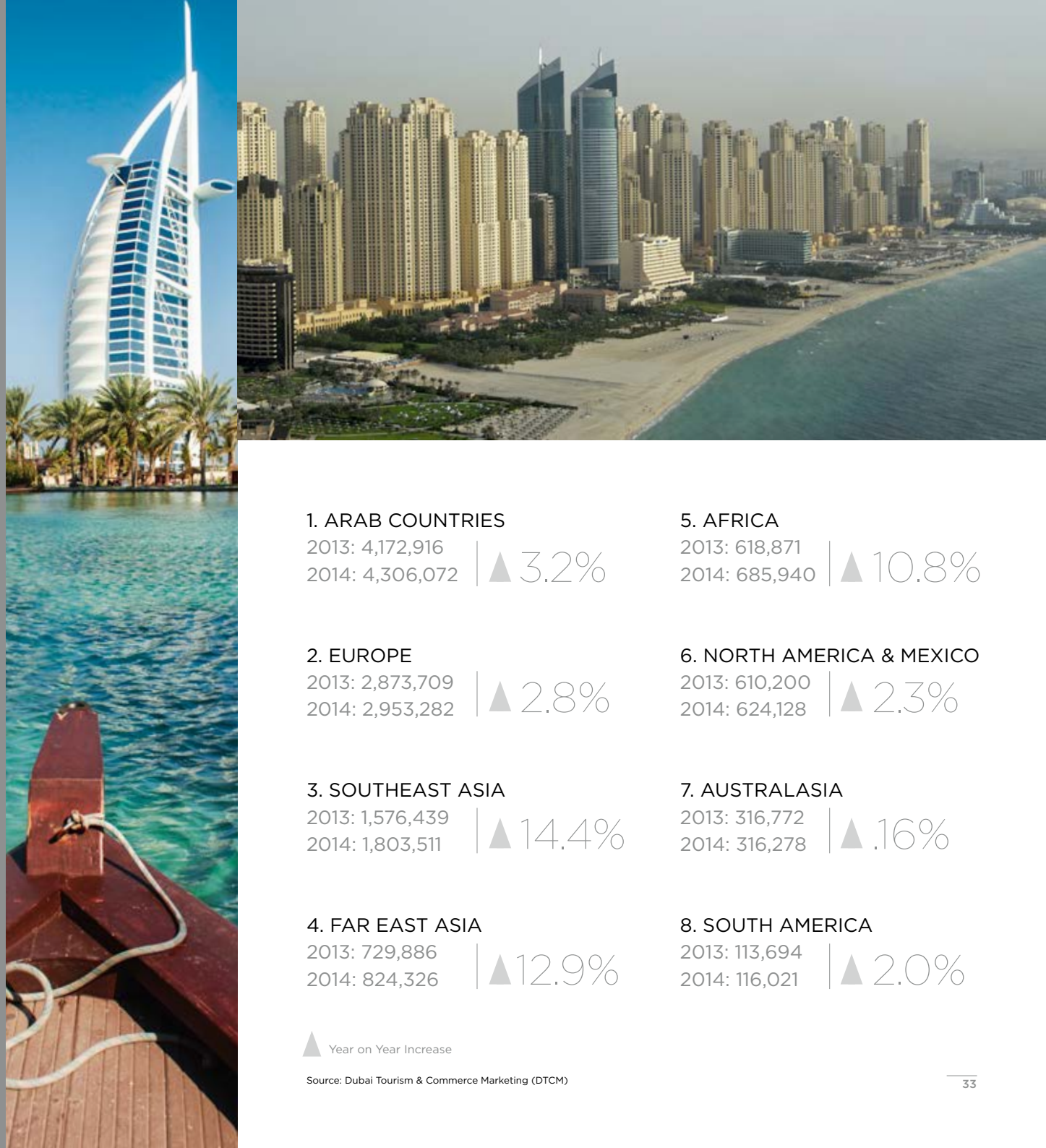
TRAVEL & TOURISM

7.4%

INCREASE IN OVERALL GUEST NIGHTS / 2014

DUBAI'S TOP SOURCE MARKETS FOR HOTEL GUESTS **COUNTRIES** (2014)

1. SAUDI ARABIA
2. INDIA
3. UNITED KINGDOM
4. USA
5. IRAN
6. OMAN
7. CHINA
8. KUWAIT
9. RUSSIA
10. GERMANY



1. ARAB COUNTRIES

2013: 4,172,916
2014: 4,306,072 | ▲ 3.2%

2. EUROPE

2013: 2,873,709
2014: 2,953,282 | ▲ 2.8%

3. SOUTHEAST ASIA

2013: 1,576,439
2014: 1,803,511 | ▲ 14.4%

4. FAR EAST ASIA

2013: 729,886
2014: 824,326 | ▲ 12.9%

5. AFRICA

2013: 618,871
2014: 685,940 | ▲ 10.8%

6. NORTH AMERICA & MEXICO

2013: 610,200
2014: 624,128 | ▲ 2.3%

7. AUSTRALASIA

2013: 316,772
2014: 316,278 | ▲ .16%

8. SOUTH AMERICA

2013: 113,694
2014: 116,021 | ▲ 2.0%

▲ Year on Year Increase

Source: Dubai Tourism & Commerce Marketing (DTCM)

THE EXPO 2020 EFFECT

DUBAI'S SUCCESSFUL BID TO HOST THE WORLD EXPO IN 2020 WILL FURTHER TRANSFORM THE UAE'S ECONOMY OVER THE NEXT FIVE YEARS, WITH \$940 BILLION WORTH OF PROJECTS SET FOR DEVELOPMENT ACROSS THE COUNTRY.

EXPO 2020
DUBAI, UNITED ARAB EMIRATES



إكسبو 2020
دبي، الإمارات العربية المتحدة



To put this into context, the total value of all projects planned or under construction across the Gulf region is \$1.9 trillion, meaning the UAE accounts for almost half the total.

Dubai will be the major focal point of this investment, with large-scale infrastructure projects including Al-Maktoum Airport and Dubai World Central, the extension of the Dubai Metro and the 280,000-hectare Expo site itself, which is set for completion prior to 2020.

Trade in Dubai is also expected to rise dramatically as a result of Expo 2020. In 2013, Dubai trade was worth \$380 billion. Estimates released by government body Dubai Trade predict this figure will rise to \$1.09 trillion by 2020.

Dubai's hotel sector will also benefit from significant investment in line with the government's Tourism Vision 2020 strategy, which sets the twin goals of attracting 20 million tourists and generating \$82 billion in tourism receipts (up from \$27.2 billion in 2013) annually by 2020.

HOW THE FIRST GROUP'S PROPERTY PORTFOLIO STACKS UP

DUBAI'S HOTEL MARKET CONTINUES TO MOVE FROM STRENGTH TO STRENGTH. AFTER REPORTING ONE OF THE STRONGEST YEARS ON RECORD IN TERMS OF GROWTH IN 2014, THE EMIRATE'S HOTEL MARKET CONTINUES TO SURPASS EXPECTATIONS.

The First Group's portfolio of seven properties located in the popular precincts of Dubai Sports City and TECOM have maintained exceedingly high occupancy rates that consistently eclipse their main rivals.

According to STR Global data, the average occupancy rate in Dubai was 78.6% across all precincts in 2014. The situation has improved further in 2015, with the industry analyst reporting the sixth consecutive month of 85%+ occupancy rates across the entire hotel market in March.

Even with this average increase, the performance of The First Group's portfolio remains consistently higher than the average, highlighting the popularity and market competitiveness of each property.



DUBAI IS HOME TO ONE OF THE WORLD'S **BEST-PERFORMING** HOTEL MARKETS



AVERAGE HOTEL ROOM RATE

2013: \$171.00

2014: \$179.00 ▲

AVERAGE HOTEL APARTMENT ROOM RATE

2013: \$118.00

2014: \$128.00 ▲

TOTAL ROOM REVENUE

2013: \$3.71 billion

2014: \$4.16 billion ▲

TOTAL HOTEL REVENUES

2013: \$5.95 billion

2014: \$6.53 billion ▲

Source: Dubai Tourism & Commerce Marketing (DTCM)

DUBAI HOTEL DESTINATIONS

APRIL 2015

SHEIKH ZAYED ROAD		
	2014	2015
ADR	AED 878	AED 773
RevPAR	AED 714	AED 616
Occ	81%	80%

JUMEIRAH PALM & BEACHES		
	2014	2015
ADR	AED 2,771	AED 2,419
RevPAR	AED 2,245	AED 1,947
Occ	81%	81%

JUMEIRAH BEACH RESIDENCES & MARINA		
	2014	2015
ADR	AED 1,189	AED 1,082
RevPAR	AED 1,021	AED 908
Occ	86%	84%

DEIRA & AIRPORT AREA		
	2014	2015
ADR	AED 556	AED 495
RevPAR	AED 472	AED 415
Occ	85%	84%

BUR DUBAI		
	2014	2015
ADR	AED 573	AED 523
RevPAR	AED 504	AED 422
Occ	88%	81%

DOWNTOWN/BUSINESS BAY		
	2014	2015
ADR	AED 1,216	AED 1,059
RevPAR	AED 1,039	AED 869
Occ	86%	82%

MEDIA CITY/AL BARSHA/TECOM		
	2014	2015
ADR	AED 586	AED 528
RevPAR	AED 483	AED 415
Occ	82%	79%



THE FIRST GROUP'S **UPCOMING** DEVELOPMENTS

THE ONE DUBAI MARINA



Introducing The One Dubai Marina, an exclusive development to be operated by Wyndham Hotel Group. The One Dubai Marina is situated on a prime piece of land, opposite the Dubai Marina Yacht Club and a short stroll from the Dubai Marina Mall.

15 minutes on foot takes you to the seafont, home to The Walk and Dubai's buzzing development, The Beach - featuring plazas filled with shops, restaurants, an outdoor cinema, beach gym and much more.

Add the partnership of the world's largest hotelier, Wyndham Hotel Group, and The One Dubai Marina has all the elements for amazing returns.



KEY FEATURES

- Hotel operated to international 4-star standards
- Restaurants & Cafe
- Business Centre
- Smart Card access system
- 24-hour reception, room service and concierge services
- Valet parking
- Swimming pool, gymnasium, steam rooms and sun deck
- Wi-Fi and broadband internet access throughout

DUBAI MARINA

WYNDHAM DUBAI MARINA



Boasting a premier location in the heart of one of Dubai's most popular precincts, Wyndham Dubai Marina is ideally positioned to generate the strongest possible returns for investors.

Managed by Wyndham Hotel Group – the world's largest and most diverse hotel company with 7,650 hotel properties in 69 countries under management – the property will feature 497 luxurious, turnkey hotel rooms, spanning 32 floors, when it opens in the second-half of 2015.

In addition to an array of food and beverage options, guest can enjoy exclusive access to the adjoining Club House, which features a state-of-the-art gymnasium and rooftop swimming pool.



KEY FEATURES

- Hotel operated to international 4-star standards
- Restaurants & bars
- Business Centre
- Smart Card access system
- 24-hour reception, room service and concierge services
- Valet parking
- Swimming pool, gymnasium, steam rooms and sun deck
- Wi-Fi and broadband internet access throughout

THE ONE AT JUMERIAH VILLAGE CIRCLE



Welcome to The One at JVC, The First Group's first hotel offering in the heart of Jumeriah Village Circle – a top urban address that is set to become a highly coveted base for Dubai's discerning traveller.

The One JVC offers easy access to the rest of Dubai. It also benefits from being just minutes away from the World Expo 2020 site and the emirate's newest and largest airport, Al Maktoum International - factors that will drive the success of this stunning hotel property.

Add to this the backing of the highly renowned Ramada name and its 'Plaza' brand of hotels, and The One JVC is destined to bring its owners excellent returns.



KEY FEATURES

- Hotel operated to international 4-star standards
- Restaurants & bars
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- Valet parking
- Swimming pool, gymnasium, steam rooms and sun deck
- Wi-Fi and broadband internet access throughout

TECOM

SKY CENTRAL HOTEL. TO BE OPERATED AS TRYP BY WYNDHAM



Sky Central Hotel is an iconic hotel development located in the heart of TECOM. It ranks as The First Group's largest and most ambitious hotel investment project to date.

Managed by Wyndham Hotels Group, the world's largest and most diverse hotel operator – the property features 672 luxurious hotel suites, consisting of 567 Sky Suites, 81 VIP Suites, 21 Azure Suites and 3 VIP Azure Suites. Each room offers varying degrees of high-end luxury.

The prestigious project is the fourth and largest addition to The First Group's hospitality portfolio in TECOM.



KEY FEATURES

- Hotel operated to international 4-star standards
- Restaurants & bars
- Business Centre
- Smart Card access system
- 24-hour reception, room service and concierge services
- Valet parking
- Swimming pool, gymnasium, steam rooms and sun deck
- Wi-Fi and broadband internet access throughout



THE FIRST GROUP'S **ESTABLISHED** **PROPERTY PORTFOLIO**



TECOM

METRO CENTRAL HOTEL APARTMENTS

OCCUPANCY RATE

2014: 89 %

2015 PROJECTION: 90 %

Metro Central, which opened for business in March 2012, is managed by AURIS, a new and innovative hotel brand in the region.

The 18-storey property's distinctive dual-tower design features 210 premium hotel apartments, with a choice of fully furnished Executive, Director and Presidential Suites, perfectly suited for short- to mid-term business lets, thanks to the property's prime location in the heart of TECOM.

It also boasts a rooftop swimming pool and health club located on the 14th floor, offering premium levels of luxury to residents and guests. Metro Central is a prime example of why investment in Dubai's hotel industry works. With an average occupancy rate of around 90% owners are already enjoying stable returns thanks to the development's continued success and popularity with tenants.



KEY FEATURES



- Exclusively furnished suites
- Fully managed hotel apartments with hotel facilities and walk-in reservation system
- High-end rental opportunities for short-to mid-term business lets
- Easy walking distance to Dubai Metro's Internet City station

TECOM

FIRST CENTRAL HOTEL APARTMENTS

OCCUPANCY RATE

2014: 83 %

2015 PROJECTION: 85 %

First Central Hotel Apartments welcomed its first guests in October 2011.

Also managed under the AURIS hotel brand, this iconic 29-storey tower features 524 premium hotel apartments. Like Metro Central, First Central has proven hugely successful, with investors enjoying the strongest possible returns.

Ideal for short- to mid-term business or leisure rentals, First Central continues to report high occupancy rates on a consistent basis, thanks to its superb position, which is within easy walking distance of Dubai Metro's Internet City station.



TECOM

GRAND CENTRAL HOTEL APARTMENTS

LEASED FOR FIXED RATE TO
AN OPERATOR

Ideally positioned within the heart of TECOM, this 18-storey property's unique curved glass design makes it stand out from its surroundings.

Inside, equal luxury awaits, with a choice of 72 one-bedroom Suites and 112 Executive Suites, each of which is furnished and fitted to the highest standards.



KEY FEATURES



- Retail, food and beverage outlets
- Laundry and dry cleaning services
- Ground-floor luxury swimming pool, sun deck, and gymnasium
- Valet parking
- 24-hour reception, concierge, room service, and security
- Wi-Fi and broadband internet access

DUBAI SPORTS CITY

THE MATRIX

OCCUPANCY RATE
NOVEMBER 2014 – PRESENT: 98 %

The Matrix represents the jewel in the crown of The First Group's Dubai Sports City property portfolio. The 34-storey, split-design residential tower, which launched in November 2014, has enjoyed immediate success and acclaim.

Within its first two weeks of operation, The Matrix reported an occupancy rate exceeding 98 percent. With floor-to-ceiling windows and sweeping balconies, The Matrix offers guests unparalleled views of the adjacent The Els Club Golf Course and major DSC attractions, including the landmark Dubai Cricket Stadium.

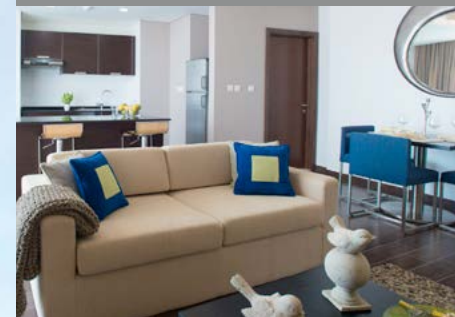
The property's cutting-edge design has earned it plenty of plaudits, including the Best Residential Architecture prize at the 2014 CNBC Property Awards.

Inside, guests can avail of a range of fully furnished, exclusive studios and luxury, open-plan one- and two-bedroom apartments. Premium, luxury facilities include a rooftop swimming pool, health club and gymnasium, and concierge services.

The Matrix will also soon host DSC's first Carrefour supermarket, which will be located on the property's ground floor and is scheduled to open its doors in late 2015.



KEY FEATURES



- Turnkey studios, one- and two-bedroom open-plan apartments
- Concierge services
- Rooftop swimming pool, health club and gymnasium
- High-tech smart card access
- DSC's first Carrefour supermarket

DUBAI SPORTS CITY

THE DIAMOND

OCCUPANCY RATE

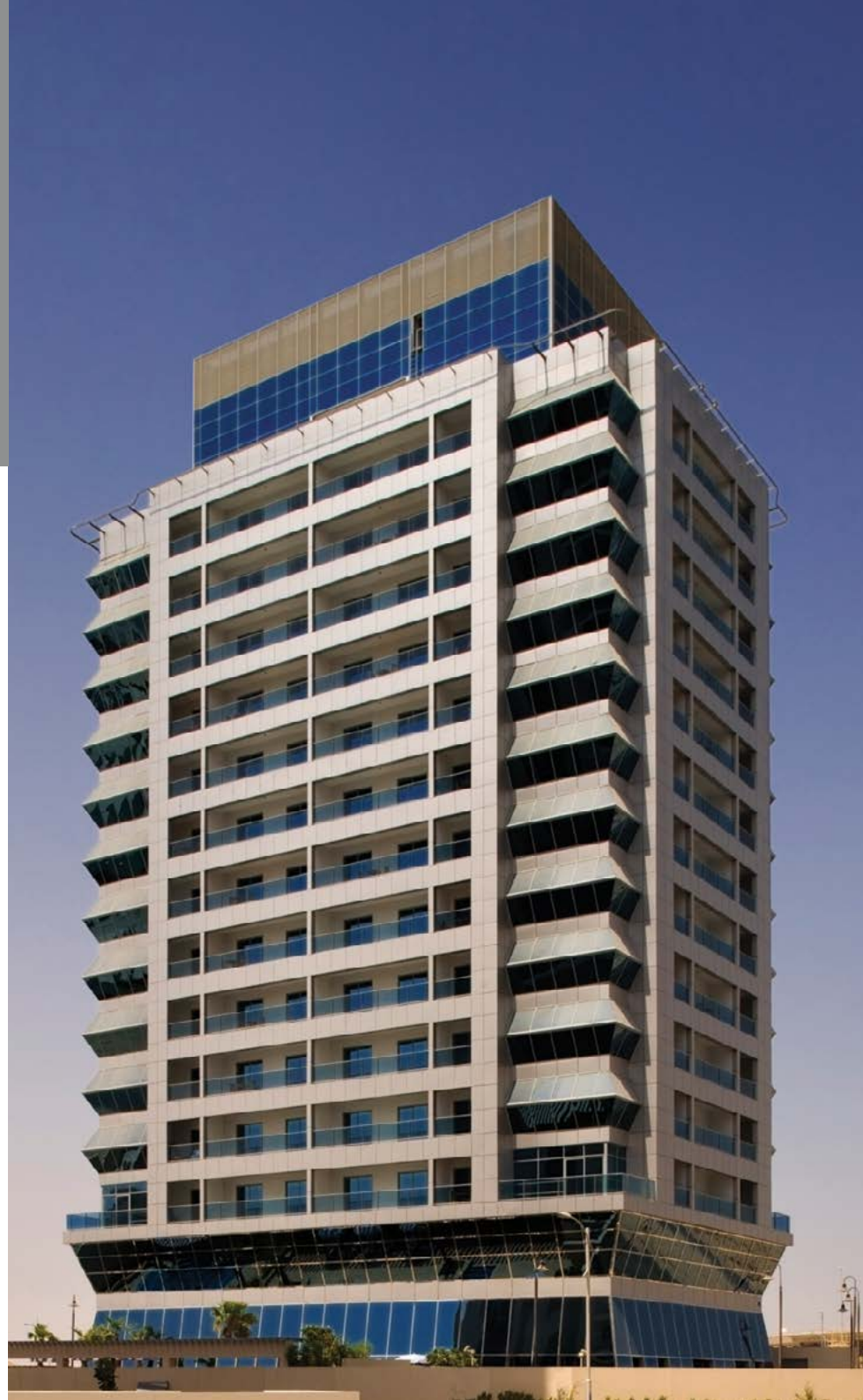
H2, 2014: 96 PERCENT

2015 PROJECTION: 96 PERCENT

The Diamond has enjoyed remarkable popularity among investors and tenants since its opening in August 2010, and now ranks as one of the most popular residential apartment buildings in Dubai Sports City (DSC).

With 128 turnkey units ranging from studio and duplex to one- and two-bedroom apartments, The Diamond boasts one of the best vantage points in DSC, with stunning views over the fairways of the nearby The Els Club Golf Course and within walking distance of the International Cricket Stadium.

The Diamond has proven a popular option with high-profile investors, including internationally renowned footballers Nwankwo Kanu and Michael Owen, who both own apartments in the development.



KEY FEATURES



- Pivotal setting on the edge of vibrant Dubai Sports City
- Luxury swimming pool, sun deck and state-of-the-art gymnasium
- Close proximity to Dubai's major road networks
- 24-hour reception and security
- High-tech smart card access

DUBAI SPORTS CITY

THE BRIDGE

OCCUPANCY RATE

Q14: 95 PERCENT

2015 PROJECTION: 96 PERCENT

One of the most unique developments in The First Group's portfolio, The Bridge is a mixed-use residential and commercial property that is generating lucrative returns for investors.

Fast becoming one of Dubai Sports City's (DSC) most popular addresses to reside, work and enjoy life, The Bridge combines fully furnished apartments with four floors of state-of-the-art serviced office space. Within months of its launch, The Bridge had completely sold out, catching the eye of investors such as former England cricketer Andrew 'Freddie' Flintoff and footballer Michael Owen. With a choice of iconic and minimalist-in-design turnkey apartments and penthouses, it is a truly enviable address. In testament to its innovative design, The Bridge sealed a prestigious CNBC Property Award for Best Residential Apartment.

The Bridge also marks the launch of an exciting new brand for The First Group in the form of a fully serviced office space. The facility is managed on behalf of The First Group by respected global office management firm, Regus.

Occupying four floors and comprising 56 fully furnished offices, multiple meeting rooms, a drop-in business lounge and video conferencing facilities, the centre's services can be accessed by the hour, day, month or longer, without the high overhead costs involved in leasing independent space. This makes it a cost-effective working environment for visiting associates and local businesses alike. The Bridge is also superbly located within an easy commute by road from Dubai's major commercial centres and tourist attractions.



KEY FEATURES



- Choice of residential apartments and award-winning penthouses
- 56 fully furnished offices
- High-end technology and state-of-the-art smart card access
- 24-hour concierge

DUBAI SPORTS CITY

THE SPIRIT

OCCUPANCY RATE

2014: 96 PERCENT

2015 PROJECTION: 96 PERCENT

The Spirit has fast become a coveted home for those searching for a chic urban address in Dubai Sports City (DSC).

Equipped with a rooftop jogging track, luxury swimming pool, sun deck and state-of-the-art gymnasium, The Spirit offers residents some of the finest leisure facilities in DSC.

Add to this a choice beautifully appointed apartments and a vibrant community feel, and it is easy to see why the property sold out just months after opening and has since consistently reported among the highest occupancy rates in the sports city precinct.

The Spirit's iconic design has also been recognised with a CNBC Property Award for Best Residential Development, alongside The First Group's other DSC projects The Diamond, The Bridge and The Matrix. The property offers a choice of Executive and Sanctuary Suites and one-bedroom apartments.

The Spirit is ideally located a short stroll away from DSC's major attractions and venues, including the International Cricket Stadium. A wealth of retail and leisure facilities also lies within easy reach.



KEY FEATURES



- 19-storey light reflective tower, iconic design
- 24-hour reception and security
- Pivotal setting on the edge of vibrant Dubai Sports City
- Luxury swimming pool, sun deck and state-of-the-art gymnasium
- High-tech smart card access
- Close proximity to Dubai's major road networks
- Exclusive rooftop jogging track

A photograph of three business professionals in a meeting. On the left, a man with dark hair and a beard, wearing a dark suit and tie, is smiling and looking towards the center. In the middle, a man with short dark hair, also in a dark suit and tie, is smiling and looking towards the right. On the right, a woman with blonde hair, wearing a light blue shirt, is smiling and looking towards the center. They are all sitting at a table, and the man in the middle is holding a green pen over a white cup. The background is blurred, showing an office setting with large windows.

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