
Photo Release

Deyaar Sells Out Residential Inventory of Newly-launched 'The Atria' at Business Bay

Registers Sales in Excess of AED500 Million within Hours

Dubai-UAE: 16 March, 2014 – Deyaar Development PJSC, a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, today announced the sell-out of all the residential units at 'The Atria' in the Business Bay district.

The sales event held at the H Hotel on Sheikh Zayed Road registered AED500 million in sales within hours of opening.

The Atria boasts the 'branded residences' differentiator through bespoke design concepts delivered by UK-based yoo Studio founded by property entrepreneur, John Hitchcox and Philippe Starck, among the most acclaimed designers in the world. Unveiled on 9 March, The Atria is scheduled for handover by the Q1 of 2017.

Saeed Al Qatami, CEO of Deyaar Development, said: "Today's event validates Deyaar's capability to launch and develop projects that respond to existing market needs and provide exceptional value to customers. The unprecedented sell-out also reflects Deyaar's position as a trusted real estate partner delivering customer satisfaction through quality projects. The location of The Atria, its features and attributes, our partnership with yoo Studio and the company's unique payment plans are key factors that have contributed to the success we have already garnered for this project."

For more details on the financing terms and processes for other Deyaar projects, please contact 800 DEYAAR (339227). Floor plans and the project layout for the units of sale are accessible online at www.deyaar.ae.

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Notes to Editor:

About Deyaar:

Deyaar Development PJSC is a leading real estate developer and real estate services company, headquartered in Dubai. Since its establishment in 2002, the company has registered exponential growth to become an industry leader in the region, with a share capital of AED5.78 billion.

Deyaar is well-positioned to play a pivotal role in the development of the region's property landscape. The company's in-depth market intelligence, world-class services and unrivalled property management support for communities across diverse portfolios have firmly consolidated its pioneering status in the region's real estate landscape.

Combining excellence with a vision to create natural living environments while placing customers at the core of its strategies, Deyaar additionally serves as a one-stop real estate solutions provider. Under this profile, its scope

includes the delivery of end-to-end property development and property management services, overseeing over 20,000 property units across the UAE. Deyaar also provides facility management services for its portfolio of more than 18,000 commercial and residential units. The company additionally spearheads an association management team to ensure the wellbeing of Deyaar's homeowners as a key priority.

Deyaar complies with the escrow legislation and relevant property laws in the UAE and is registered with the Real Estate Regulatory Authority under reference number 15/07.

About yoo Studio

yoo is a revolutionary property brand, enhancing the way like-minded individuals live, love and play the world over through original design.

Since 1999, yoo has partnered with the world's most visionary developers to design residences and hotels that are benchmarks for design-led living in over 27 countries.

The imaginative yoo Studio team of 20 leading architects, interior and product designers provide a choice of looks and styles to suit the lifestyles of today's modern dwellers. Sourcing cutting-edge fittings and furniture from around the world, they create interiors that are imaginative, rare and individual - just like you.

About yoo

Co-founded by international property entrepreneur John Hitchcox and the world's most prolific creator Philippe Starck, yoo is one of the most imaginative property design and marketing companies in the world, designing residential, hotel and leisure developments that free people to live the way they want to live.

The mission of the yoo Studio and Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung is to design amazing spaces so you can live, work and play better. Over the past ten years yoo has worked with developers across the world designing over 55 projects in over 27 countries throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

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