



Press Release

Deyaar to Showcase Diversified Portfolio at Cityscape Global 2014

Deyaar Projects Reflects Excellence in Addressing Market Demand

Dubai-UAE: 18 September, 2014 – Deyaar Development PJSC (Deyaar), a customer-focused, trusted developer with in-depth market intelligence and property management expertise, has announced that its participation at the upcoming Cityscape Global 2014 will showcase two of its recently launched projects - Montrose and The Atria.

From its location in Hall 8, stand 8 B10 at the Dubai World Trade Centre, Deyaar will also highlight the special prices and flexible payment plans on offer at some of its completed projects that promise high return on investments.

Interested buyers can also learn more on Deyaar's other new developments - Ruby at Dubai Silicon Oasis (DSO), Oakwood at the International Media Production Zone (IMPZ), as well as 51 and Hamilton Residency in Business Bay, and Central Park in DIFC. Cityscape Global 2014 is set to run from 21-23 September.

Saeed Al Qatami, CEO of Deyaar, said: "Cityscape Global has gained an enviable reputation as the region's pre-eminent real estate exhibition and we are confident that spotlighting our diversified selection of unrivalled projects and services at the event will only consolidate our pioneering status in the hospitality, residential, and commercial real estate industry. Deyaar's recently launched projects will prove an exceptional addition to our existing line-up and complement our pivotal role in the development of the region's property landscape."

Montrose is set to take shape at Barsha South in DuBiotech, a life sciences cluster under TECOM Investments and one of Dubai's greenest corridors at the extension of Umm Suqeim, towards Mohammed Bin Zayed Road. Montrose will be located adjacent to the Miracle Garden at a seven-minute drive from the Mall of the Emirates and 15-minute distance from Dubai Mall. The two residential towers will feature 68 one-bedroom, 68 two-bedroom, five three-bedroom and two four-bedroom apartments. The hotel apartment tower has been designed to host 88 studios, as well as 68 one-bedroom and 24 two-bedroom units.

Deyaar announced the sale of a majority of units in the first residential tower during a sales event in early September. Building on this success, the company is set to open the sale of units at the second residential tower at Montrose shortly.

Deyaar's second showcase project 'The Atria' is a 1.25 million sq feet luxury mixed-use twin tower complex located at the Business Bay. The development will feature studios, one, two and

three-bedroom apartments and three bedroom duplex units across a 30-floor complex. Offering views of the Burj Khalifa, Business Bay Canal and the Dubai Stables, the hotel apartment tower will include a five-star spa, gym, infinity pool on the 25th floor, as well as fine dining restaurants. The tower is scheduled for handover in the first half of 2017.

Deyaar has collaborated with yoo Studio, the design and lifestyle brand founded by acclaimed international architect and designer Philippe Starck and property entrepreneur John Hitchcox to infuse a unique style and character into the project. The Atria, consequently, enjoys an aesthetic example of urban upscale community living and embodies a minimalistic and stylish living space that seamlessly blends form and function to create a distinctive 'culture' ambience.

During its participation at Cityscape Global 014, Deyaar will focus on attracting investors to the hotel apartment tower at The Atria following the successful sell out of units at the residential tower at the time of its launch in March, 2014.

Deyaar's latest developments reflect the market's increasing demand for upscale residential and well-appointed serviced apartments in Dubai. The company's strategy to venture into this sector is particularly relevant given Dubai's projection of attracting more than 20 million visitors during Expo 2020.

For more information on Deyaar's property portfolio at Cityscape Global Dubai, contact 800-DEYAAR.

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