Press Release

Deyaar to Mark Emphatic Participation at Dubai Property Show in London

Dubai-UAE: 15 February, 2015 – Deyaar Development PJSC (Deyaar), a customer-focused, trusted developer with in-depth market intelligence and property management expertise, today announced it will mark a significant participation in the inaugural edition of the Dubai Property Show in London.

Set to run from 27 February to 1 March, 2015 between 10am and 7pm at the prestigious Olympia London, the expo will allow Deyaar to showcase several of its prominent projects in Dubai, including 'Montrose' that is taking shape in Al Barsha South at the extension of Umm Suqeim road. Deyaar will also spotlight its premium project 'The Atria', a 1.25 million sq feet luxury twin towers complex, Residential and Hotel Serviced Apartments, located in the bustling Business Bay district.

Nasser Amer, Vice President - Sales at Deyaar, said: "Deyaar has accomplished significant milestones last year, and the Dubai Property Show in London is an ideal window for us to showcase our successful projects in Dubai to potential customers from the United Kingdom. Our participation in similar international platforms in the past has provided us with a keen understanding of the needs and expectations of foreign investors, which in turn has influenced our decisions regarding new projects."

He added: "Given its vibrant business environment, London represents an ideal destination for one-on-one networking opportunities with high-net worth customers and investors from across the world that are keen to explore the real estate and property market in Dubai. We are confident that our participation will help reinforce Deyaar's healthy growth across different market segments."

According to recent research conducted by the Dubai Land Department, British investors accounted for 2,258 transactions worth AED5.8 billion in H1 2014. The research data also indicates that property deals worth AED113 billion were completed in Dubai during H1 2014, up from AED108 billion a year earlier.

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.

The inaugural edition of the Dubai Property Show in London is expected to converge 2,000 serious property buyers and offer exhibitors access to more than eight million Londoners and millions living in other European countries. Exhibitors at the event will be able to reach a completely new and high-potential customer base of financiers, investors and end-users still largely untapped by Dubai's developers.

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