



The Desert Pearl
Project Overview

Project Overview

About DDX Global:

- DDX Global are an asset tokenization consultancy.
- We are working with world leading designers (Zhuzhdesigns.com) in alignment with Dubai Land Department to tokenise amazing new projects.
- Everything we do perfectly aligns with the Dubai 2040 masterplan to enhance natural areas and the tourist economy.

About the project

- Our project vision will combine Nature, Arabic history and heritage with tourism, entertainment, culture and conventions.
- We will build luxurious hotels, apartments, retail and entertainment venues, as well as business convention facilities and glamping for nature lovers.
- And all this will be ready to launch to the public in 2029.

Vision < Nearly final

Concept & Land

Approved Design

Build (4 yrs)

Launch

Why and how you participate

- You can never normally participate in projects early. Right now, you can contribute to the operation of the tokenization process.
- Be part of the community minting that generates land tokens.
- The token is 'asset backed' by the land. So, as we develop the land, the tokens will align to real-world prices set by commercial agents.

Get involved: [Safir.com](https://safir.com) or your SAFIR Promotor

This is for education and communication – it is not a sales brochure, price guarantee or inducement to buy. Figures are illustrative only to demonstrate the way the business model and tokenization of land could work through the development lifecycle.



**In alignment with the
Dubai Land
Department...**

**DDX Global and
Zhuzh Designs will
build a desert resort
city.**

**Welcome to The
Desert Pearl**



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DDX Global and Zhuzh Designs will build a desert resort city.**

Welcome to The Desert Pearl

What we're planning to build....



Our current development vision:

- A feature building, shaped like a massive pearl housing tourism & hospitality components.
- 300 room 6-star Luxury Hotel
- 500 room 5-Star Family Hotel
- 300 self-contained Luxury Apartments
- 500 self-contained Family Apartments
- 50,000 sqm shopping mall / village
- Convention & Events campus

The next step is the RoI optimization study.

The construction phase will take at least 4 years from when we've got full planning approval.

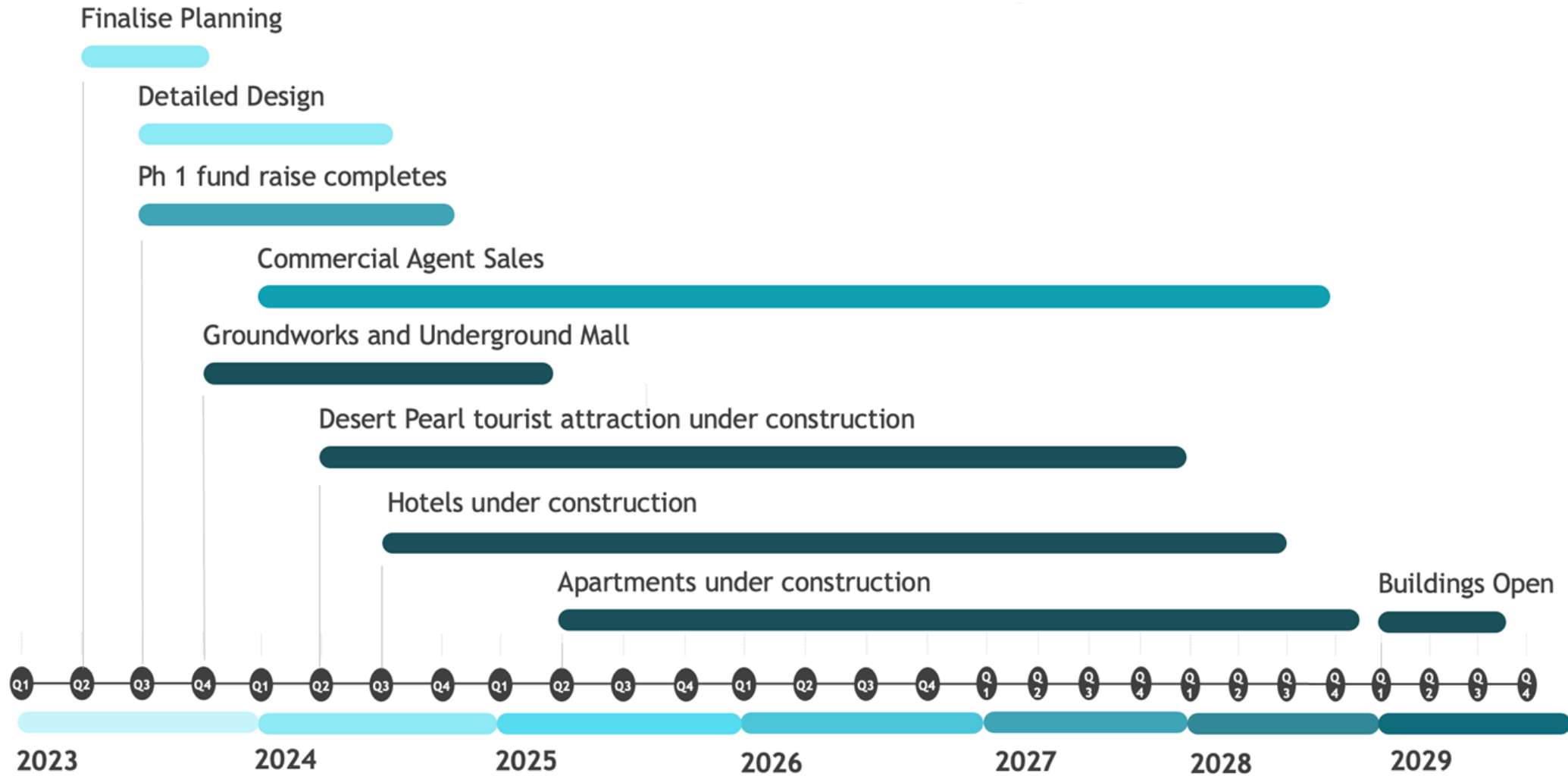
Expected **opening date around 2029**.







Project detailed plan



The Dubai economy and property market



The 2040 Masterplan objectives

- This is the 7th Masterplan since 1960, showing the truly visionary leadership. It underpins their objective to **make Dubai the best city for living in the world.**
- **175% increase in the population** of Dubai
- **134% increase in hospitality and tourism** activities
- **60% of land to be used for nature reserves** and natural areas

Further reading:

[Dubai 2040 | Dubai 2040 Urban Master Plan](#)

[Dubai Rural Areas development plan – video overview](#)

[Dubai 2040 Urban Master Plan - Objectives & Outcomes](#)

Strategic Goals of Dubai 2040 Master Plan



01 Optimize the utilization of spatial and infrastructure resources



02 Planning and developing vibrant and healthy communities



03 Doubling green and leisure areas and enhancing their qualities



04 Providing sustainable and flexible means of mobility



05 Fostering greater economic activity



06 Enhancing environmental sustainability



07 Safeguarding the Emirate's cultural and urban heritage



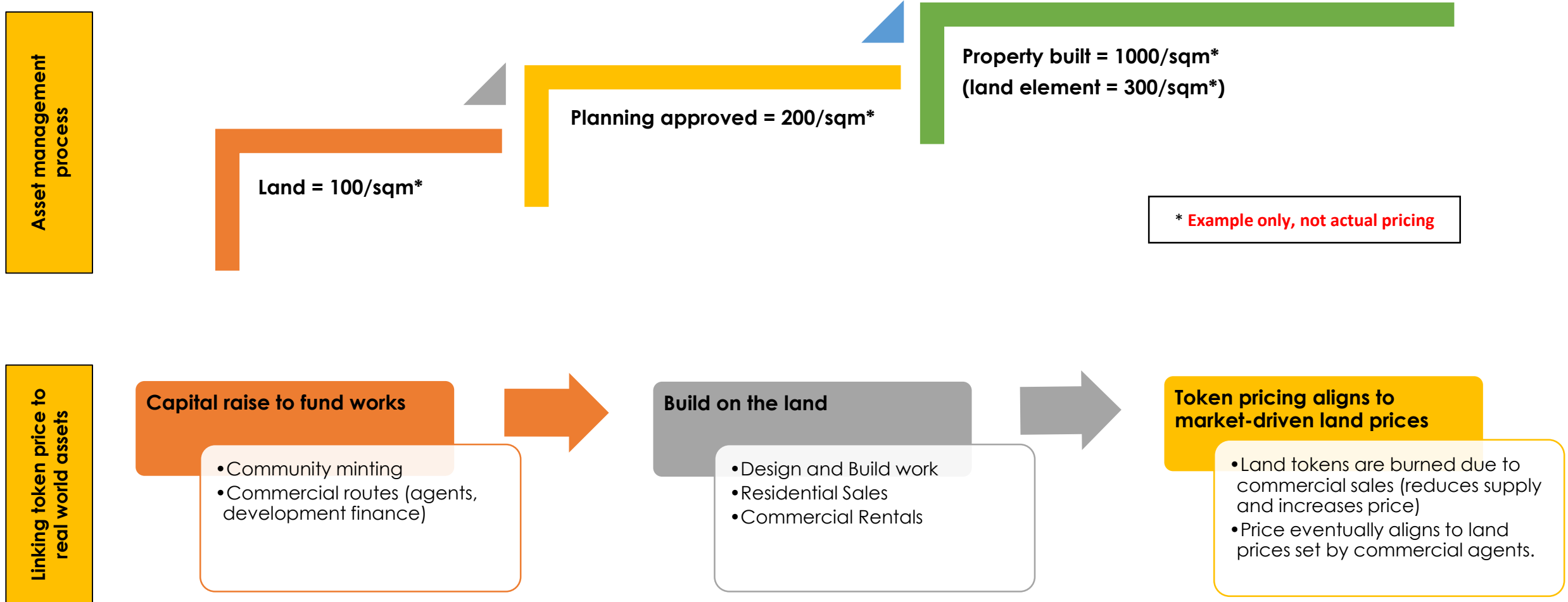
08 Developing a comprehensive legislation and planning governance

MENU GULF NEWS GOVERNMENT

Dubai 2040 Urban Plan: 60% of Dubai to be turned into nature reserves

Dubai 2040 Urban Plan: 60% of Dubai to be turned into nature reserves

Property tokenization business model

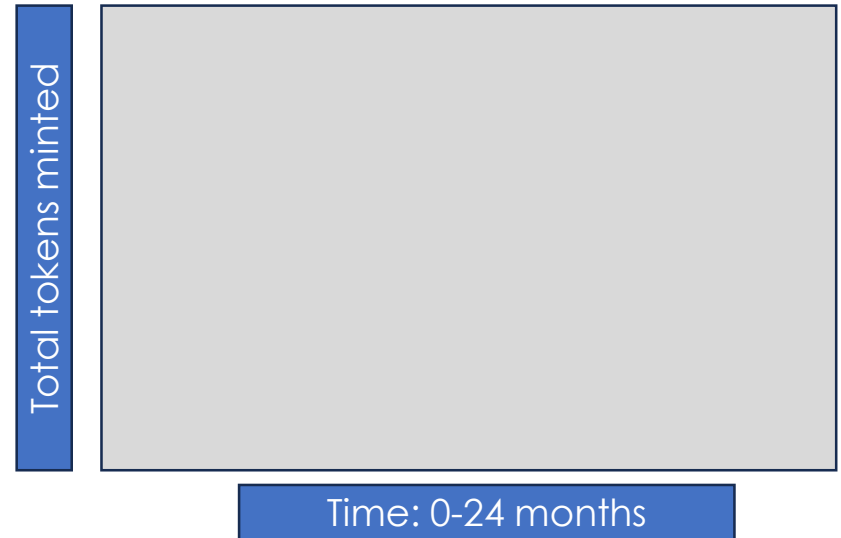


Generating tokens: How it works



Generating tokens

- **Minters are a combination of hardware and software**, which can be run on dedicated hosted environments or locally on hubs.
- **No single minter can generate a token** – multiple minters always collaborate on projects to create tokens. This reflects the real world where many companies and people collaborate to complete a project.
- **Collaborative, community minting** will generate all the tokens. The total number is unknown due to factors like halving and overall marketing success.
- **Minting factors reduce over time** due to halving, which ensures a finite supply. Most of the tokens would be generated within the first 2 years, so better to be involved early. [See chart]
- Minting is **automated**, driven by smart contracts and stored directly on the blockchain. DDX cannot change the minting process in any way.



- There will be **many different types of tokens** – land tokens, hotel tokens, apartment tokens.
- Each token type will have **different rights and benefits**.



Price mechanics of tokens

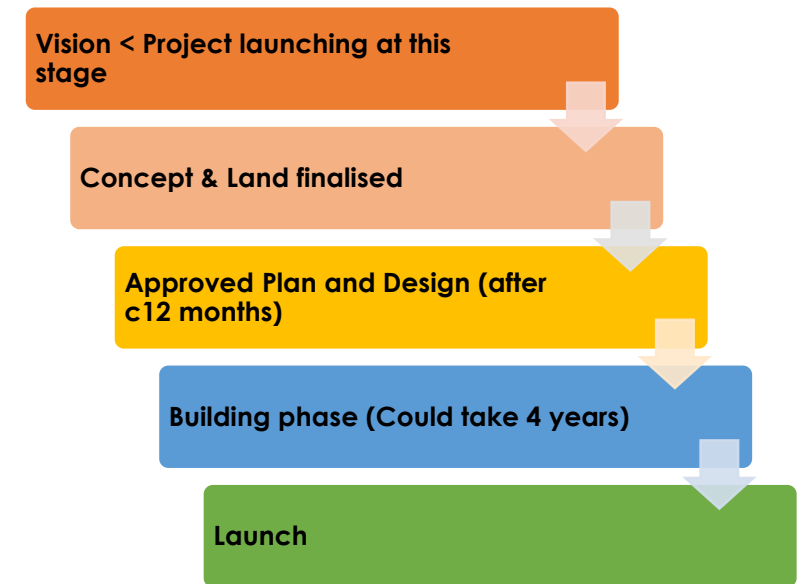


Pricing mechanics

- All tokens are asset backed so provide **long term wealth protection and security against inflation**.
- The price of the token is **set by the market**, and will **vary over time**:
 - In the short term it will behave like a **crypto project**, so may be more speculative. This is good for traders.
 - In the long term, the price should align to **real-world pricing** as established by 3rd party commercial agents. This is good for investors seeking growth with wealth protection.

Critical points to consider

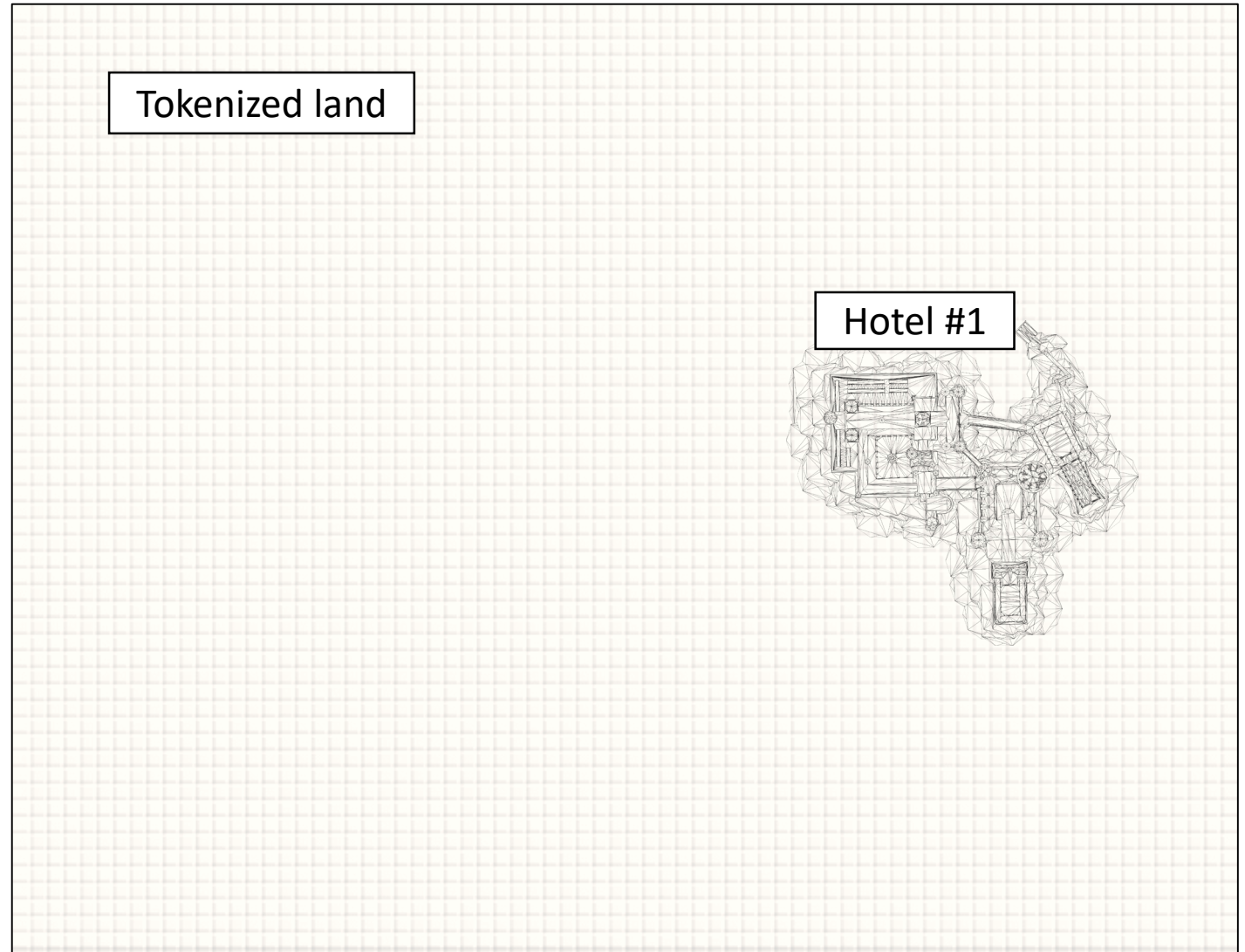
- Normally, only the super wealthy can buy property in Dubai. There are **very few opportunities** like this to get involved at all – and any participation **this early is rare**.
- This is a development project with an asset-backed token - **development takes time** (5 years is likely).
- Long-term growth expectations should be “**realistic**” (300% to 500%).
- Short term speculative trading returns may be higher – the price will be driven by supply and demand.



Factors influencing the price



- The development process **improves the value of the land** by planning, design and construction of an amazing project. The chart shows the different stages.
- **Halving creates scarcity** by slowing down minting rates over time.
- Token holders generally wait for improving prices so there **may not be a lot of sellers**. The opposite may also be true at times!
- As the commercial sales process gets underway, **tokens will be burned** (removed from the market). This matches the real world – if you buy a hotel, you own the land it is built on.



How to participate



- We are launching via our Marketing partnership with SAFIR.
- We need **your support** running our blockchain and minting tokens – all done easily via SAFIR backoffice.
- To find out more and keep track of progress of our project, please go to DDX.AE/DP.
- If you would like to join our community and get involved, then please discuss further with the person who shared this pack or your SAFIR promoter.

