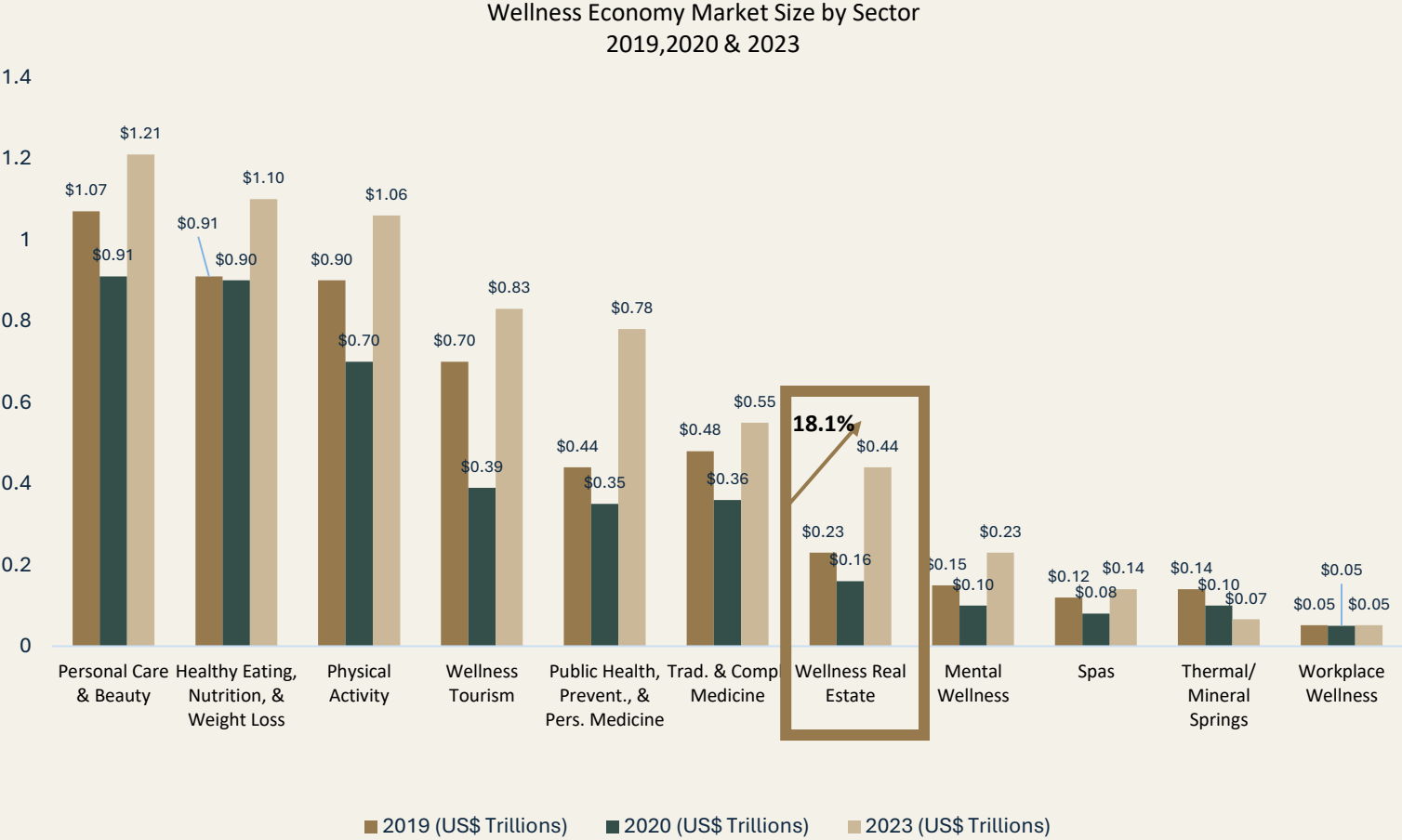
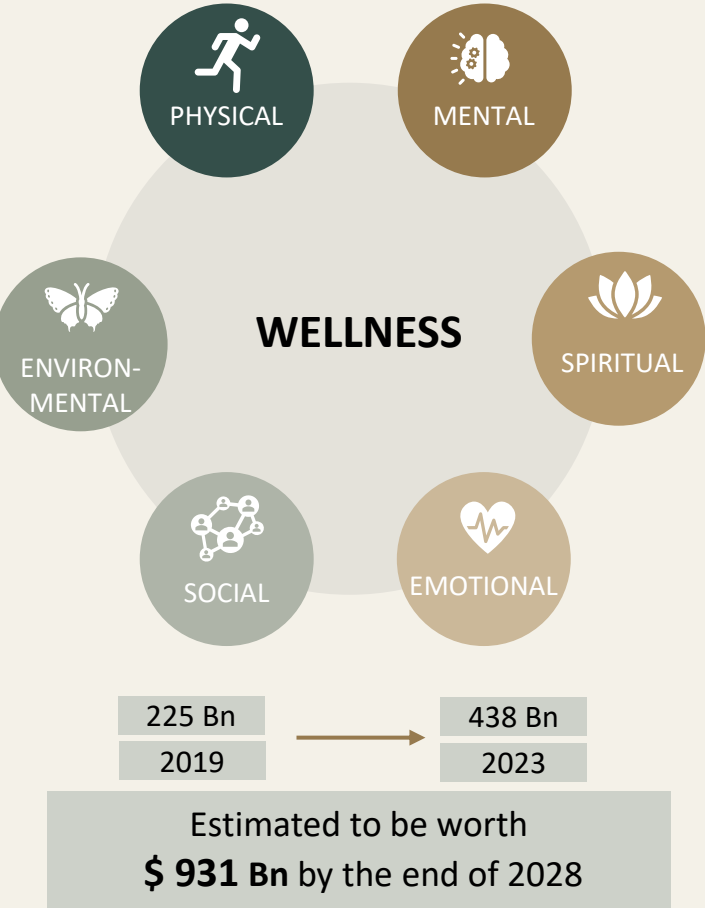


*DAMAC*

**SAFA GATE**  
SHEIKH ZAYED ROAD



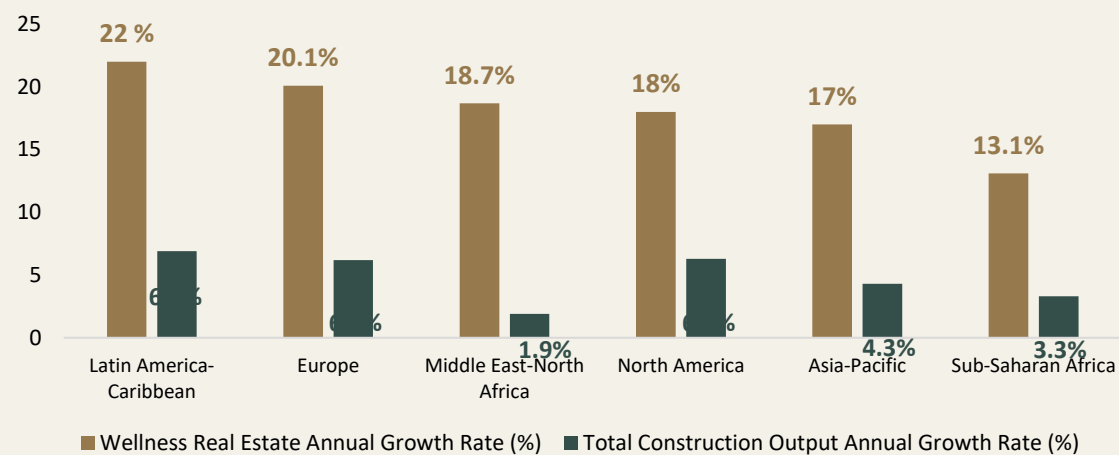
# Wellness is Multidimensional



Source: Global Wellness Institute

# Wellness Real Estate

Wellness Real Estate Versus Construction Output, Regional Compound Annual Growth Rate, 2019-2023



Englishعربي

**Khaleej Times**

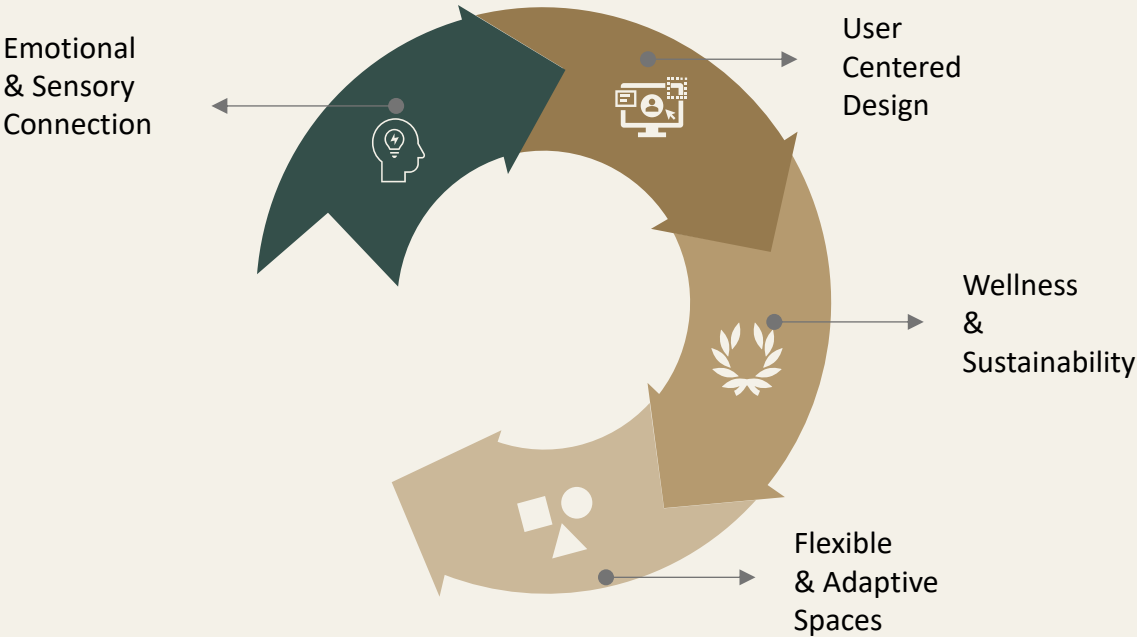
Fri, Mar 07, 2025 | Ramadan 7, 1446 | Asr 3:53 PM | DXB 32.8°C

## UAE's wellness property market to jump from Dh503 million to Dh31 billion

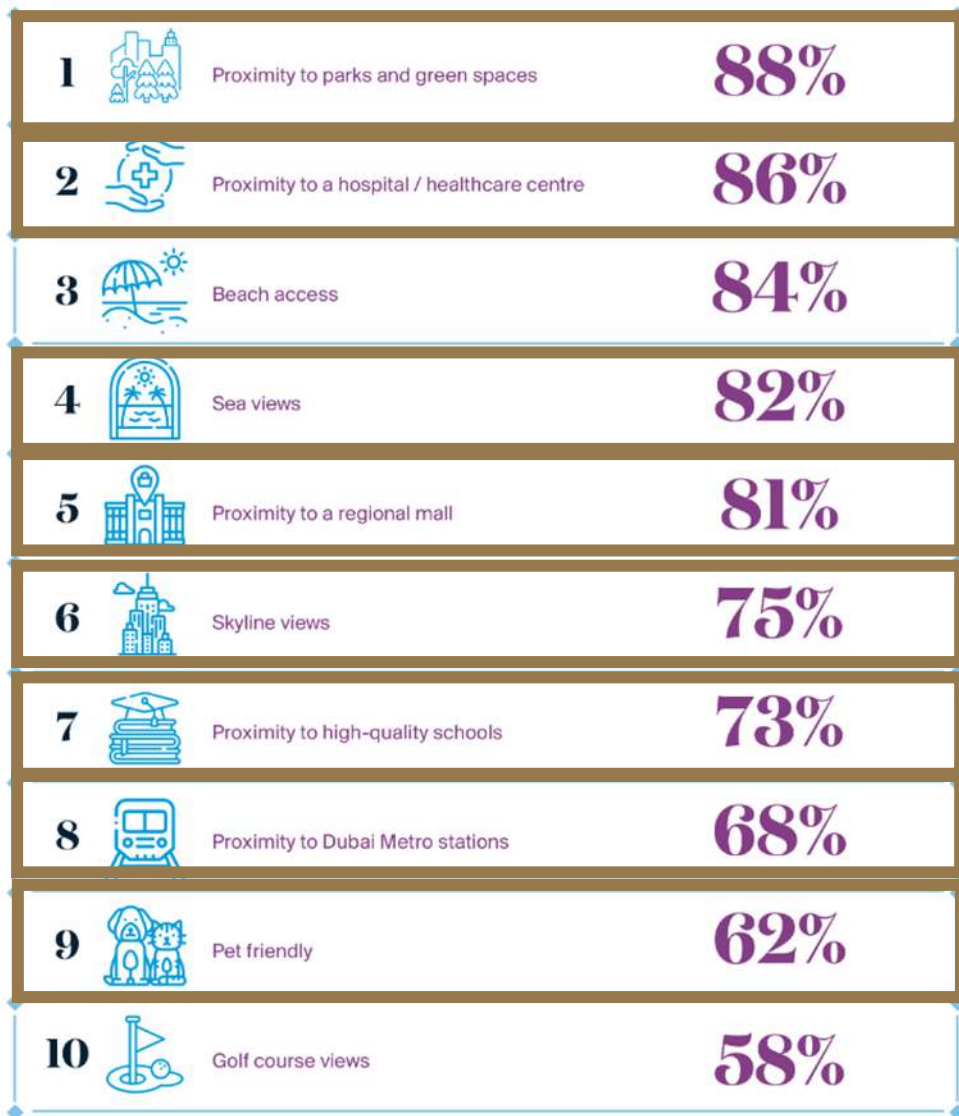
Many residential projects cater to middle-income families looking for homes that offer a healthier lifestyle without breaking the bank

Source: Khaleej Times, Global Wellness Institute

## Human-Centric Spatial Experience



### Most important factors to HNWI when selecting a home in Dubai



\*Percentages indicate number of times each option was selected by HNWI respondents

Source: Knight Frank, YouGov

## Luxury Buyer Preferences



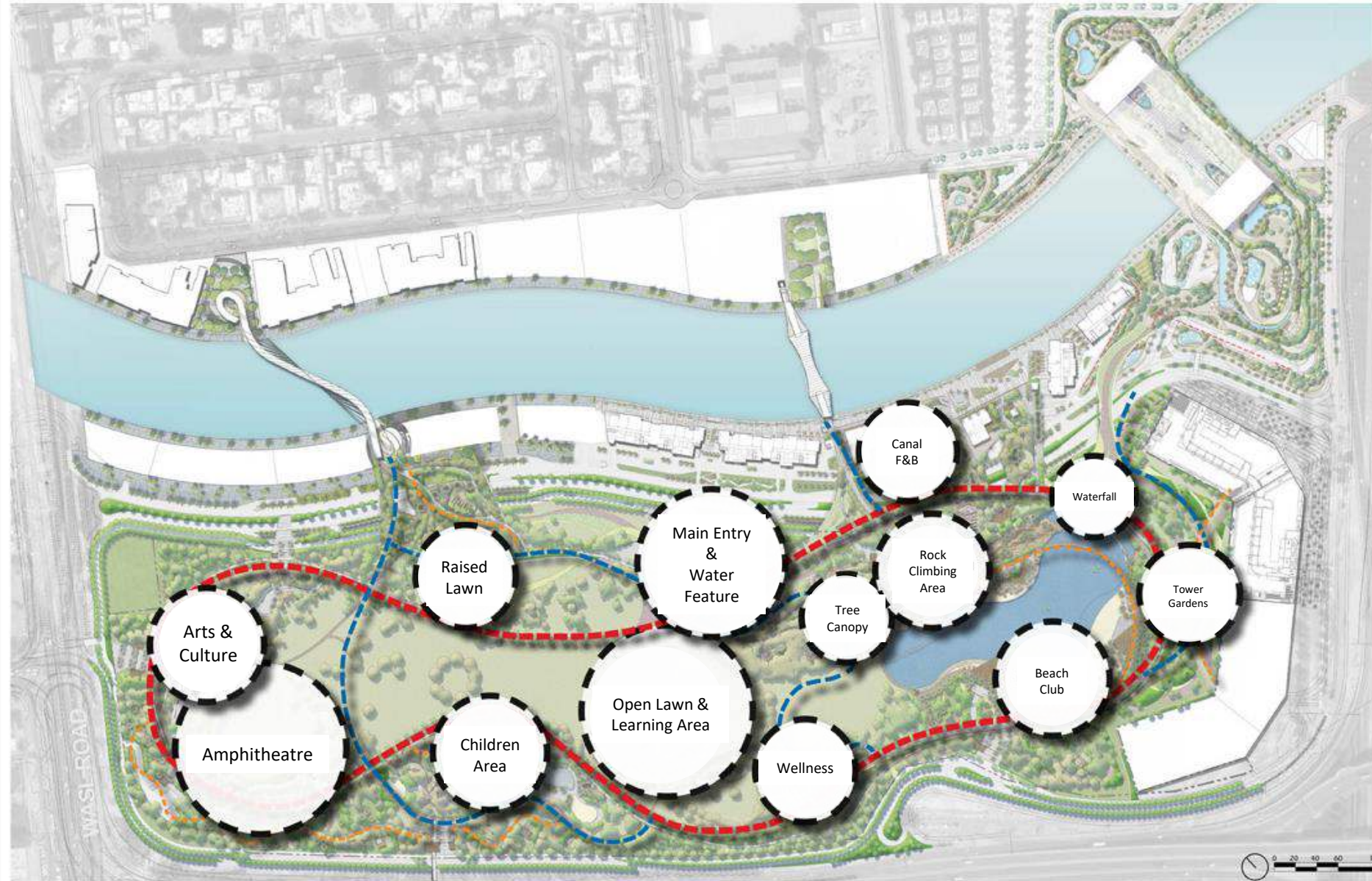
No 1. Factor for High Net Worth Individuals when selecting a home in Dubai : **PROXIMITY TO PARKS & GREEN SPACES**

**Safa Gate ticks off 80% of the top factors** mentioned in the study.

As per Knight Frank report 2024 **Al Wasl ranks in Top 5 areas of investment for high-net-worth individuals** investing in Dubai\* along with Palm Jumeirah, Palm Jebel Ali & Business Bay.



# Safa Park



## Established in 1975

- One of the oldest & most popular parks in Dubai
- Area – 6,889,952 sq ft (158 acres)  
2024 Visitors of Parks and recreational facilities in Dubai:

7% increase from 2023 - over 31 million visitors throughout the year

Over 300000 visitors to Safa Park in 2024

# Higher Quality of Life

## Benefits of Parkside & Water Living

### Improved Mental Health

People living within 300 meters of a green space have **lower stress levels** and **reduced anxiety and depression**

### Increased Physical Activity & Longevity

Access to green spaces is linked to a longer **life expectancy**

### Higher Property Values

Homes near parks can see an **8%–20% increase in value**



### Cleaner Air & Better Respiratory Health

Green spaces act as **natural air filters**, reducing pollutants and improving air quality

### Heat Reduction & Climate Benefits

Parks help **reduce the urban heat island effect**, lowering temperatures by **up to 2-4°C**

### Social Connections & Community Engagements

Parks **build social interaction**, **stronger communities**, and reduce loneliness.



# Central Park & Turin Park Case Study



Central Park, New York City

**Size** — 36,800,000 sq. ft. (843 acres)

**Historic Landmark** — Approximately 42 million Visitors

**Citywide Price Avg.** — \$2,127 per square feet increased YOY from \$1,697

**Property adjacent to Park** — \$4,000 - \$10,000 per square foot (YOY 2-5% growth)

**Premium** of 25-50% for prime park-side apartments

**Record Breaking Sale** — \$238M sale at 220 Central Park South

Source: [elliman.com](http://elliman.com), [knightfrank.com](http://knightfrank.com), [streeteasy.com](http://streeteasy.com), [therealdeal.com](http://therealdeal.com), [cityrealty.com](http://cityrealty.com), [zillow.com](http://zillow.com), [corcoran.com](http://corcoran.com), [savills.com](http://savills.com), [bloomberg.com](http://bloomberg.com), [rebny.com](http://rebny.com), [realassetinsight.com](http://realassetinsight.com)



Turin Park - Italy

**Size** - 5,381,950 sq ft (123.8 acres)

**Parco Del Valentino** - Turin's most famous large park

**Citywide Price Avg.** - Euro 1500 per square meter - 6.3% higher year-on-year

**Property adjacent to Park** - Euro 2500 - Euro 3000 per square meter

**Premium** - Approximately 70-100% for prime park-side apartments

**Priciest District** - Historical Centro at Euro 3849 per square meter

Source: [realadvisor.it](http://realadvisor.it), [news.tecnocasagroup.it](http://news.tecnocasagroup.it), [torinotoday.it](http://torinotoday.it), [immobiliare.it](http://immobiliare.it)

# LOCATION



An aerial photograph of a modern urban development. In the foreground, a large, multi-story building with a white facade and a flat roof is visible. The word 'DAMAC' is prominently displayed in large, white, sans-serif capital letters on the side of the building. The building has several balconies and a modern architectural style. To the right of the building, a large, lush green park area is visible, featuring winding paths, numerous trees, and a small body of water. In the background, a city skyline is visible under a clear sky. The overall scene is bathed in the warm, golden light of the setting or rising sun, creating a serene and luxurious atmosphere.

**DAMAC**

**OWN A PIECE OF HISTORY**

ON SHEIKH ZAYED ROAD, WHERE LUXURY LIFE MEETS THE SERENITY OF SAFA PARK

RESIDE IN THE  
HEART OF THE CITY

The Golden Triangle

**SAFA GATE**  
SHEIKH ZAYED ROAD







Commercial &  
Business Hubs



Beach, Retail &  
Entertainment



Top Rated Schools



Finest Healthcare  
facilities



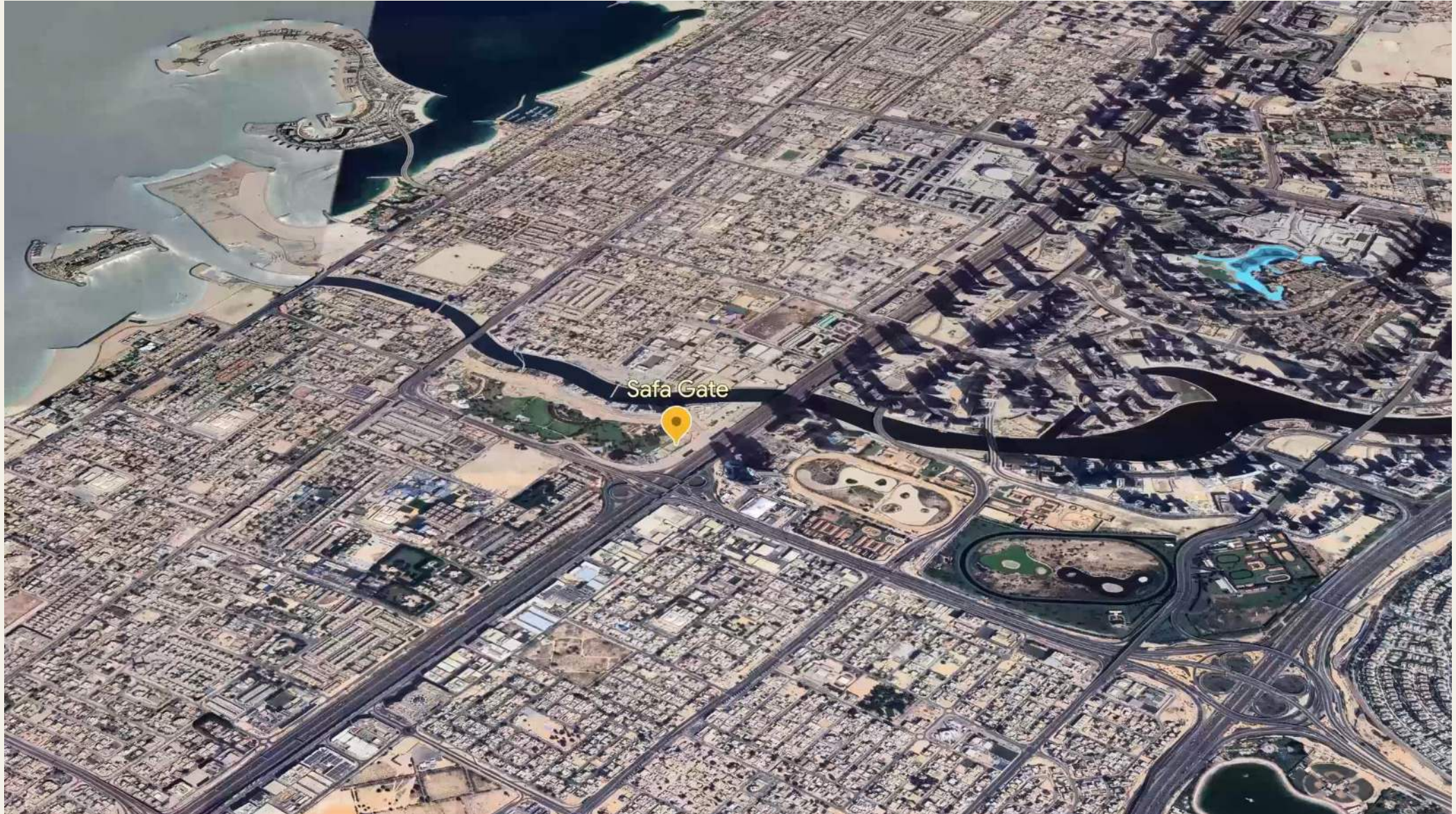
Luxury Hotels &  
Restaurants



Conferences &  
Exhibition Centres



# Social Infrastructure





# Social Infrastructure Proximity

## Education (Max 10 mins away)

- Horizon English School Dubai
- Jumeirah English Speaking School
- Jumeirah College
- Safa British School
- Canadian University Dubai
- Jumeirah University
- American University

## Healthcare (Max 10 mins away)

- Medcare Hospital Al Safa
- Mediclinic Dubai Mall
- Aster Clinic Business Bay
- Prime Medical Centre Jumeirah
- Emirates Hospital

## Hospitality (Max 10 mins away)

- Bulgari Hotel and Resort
- Four Seasons Jumeirah
- Armani Hotel Dubai
- Burj Al Arab
- Ritz Carlton (DIFC)
- Four Seasons (DIFC)

## Malls (Max 13 mins away)

- Dubai Mall
- City Walk
- Beach Park Plaza
- Box Park
- Mercato Mall

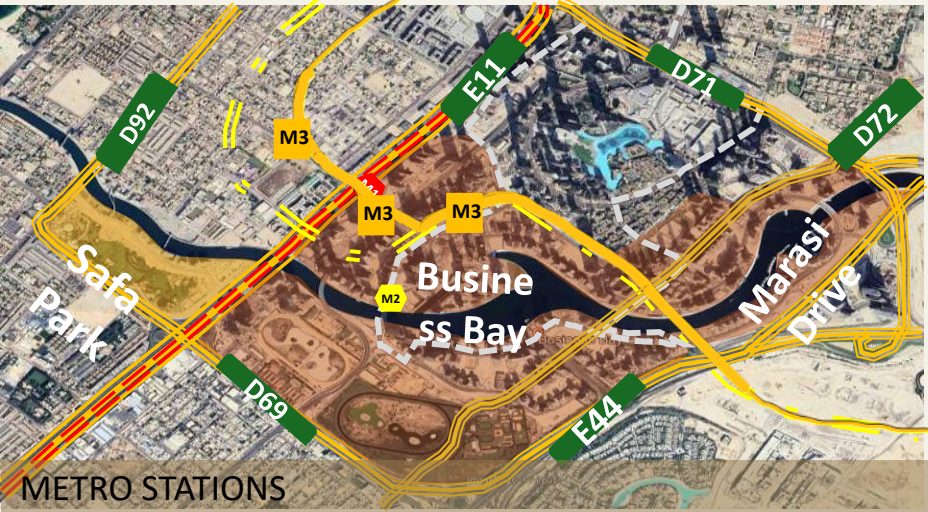
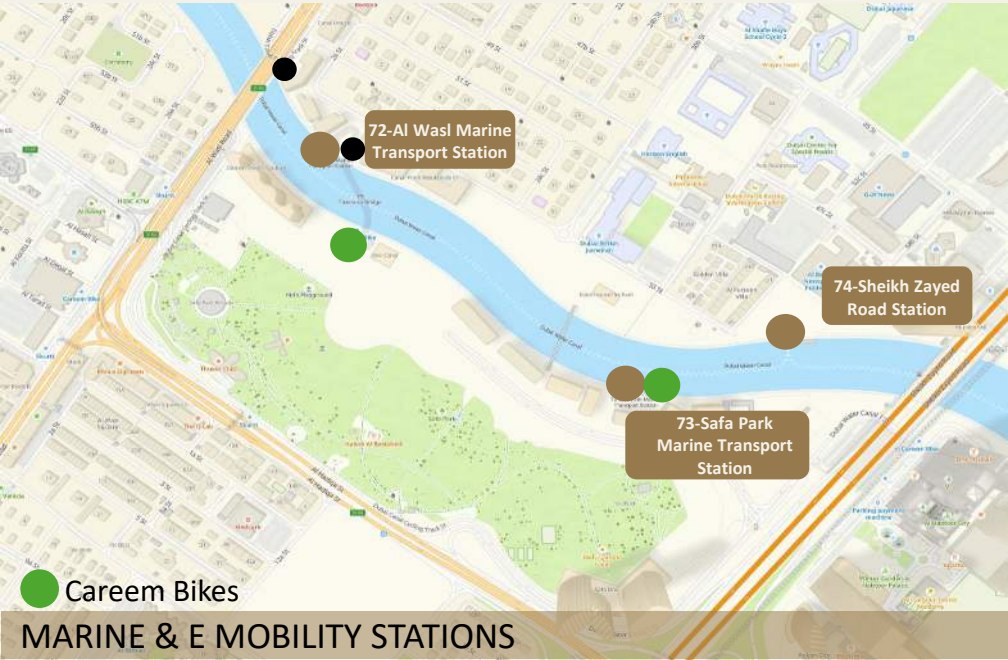
## Business

- Business Bay
- Dubai World Trade Centre
- DIFC
- Sheikh Zayed Road
- Downtown

## Leisure

- Dubai Water Canal
- Jumeirah Beach
- Meydan Grand Stand
- Safa Park
- Zabeel Park
- Burj Park

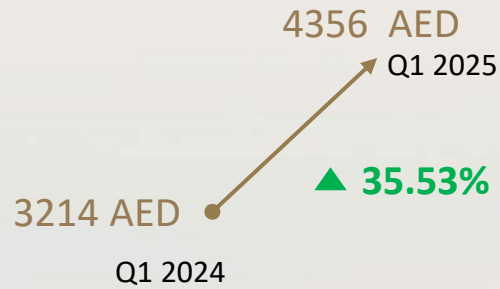
# Connectivity





# MARKET INTELLIGENCE

## Al Wasl - Primary PSF Growth Q1 2024 – Q1 2025



1 Bedroom



2 Bedroom

Current PSF Trend in the area 3500 to 4000 approx.

**SAFA GATE**  
SHEIKH ZAYED ROAD

**PSF 1BR : 2974 AED**

**PSF 2BR : 2959 AED**

- Source: Property Monitor
- Growth is from Q1 2024 to Q1 2025
- Areas taken into consideration: Al Wasl – City Walk, Safa One and Dubai Water Canal



# Rental Growth

## Renewal % vs New Rentals

2024

Al Wasl (including Canal Front)

Rental Contracts Renewed : 74%

New Rental Contracts : 24%

## Rental Increase

2024 to 2025 Rental Increase for

Long Term Rental Contracts :

1 Bed – 9.92%

2 Bed – 5.09%

3 Bed – 3.31%

## Average Rentals

Q1 2025

1 BR – 171,000

2 BR – 249,875

3 BR – 408667

5 BR – 693000

## Typology wise ROI Long & Short term

Q1 2025

Long Term Gross ROI

Up to 7.6%

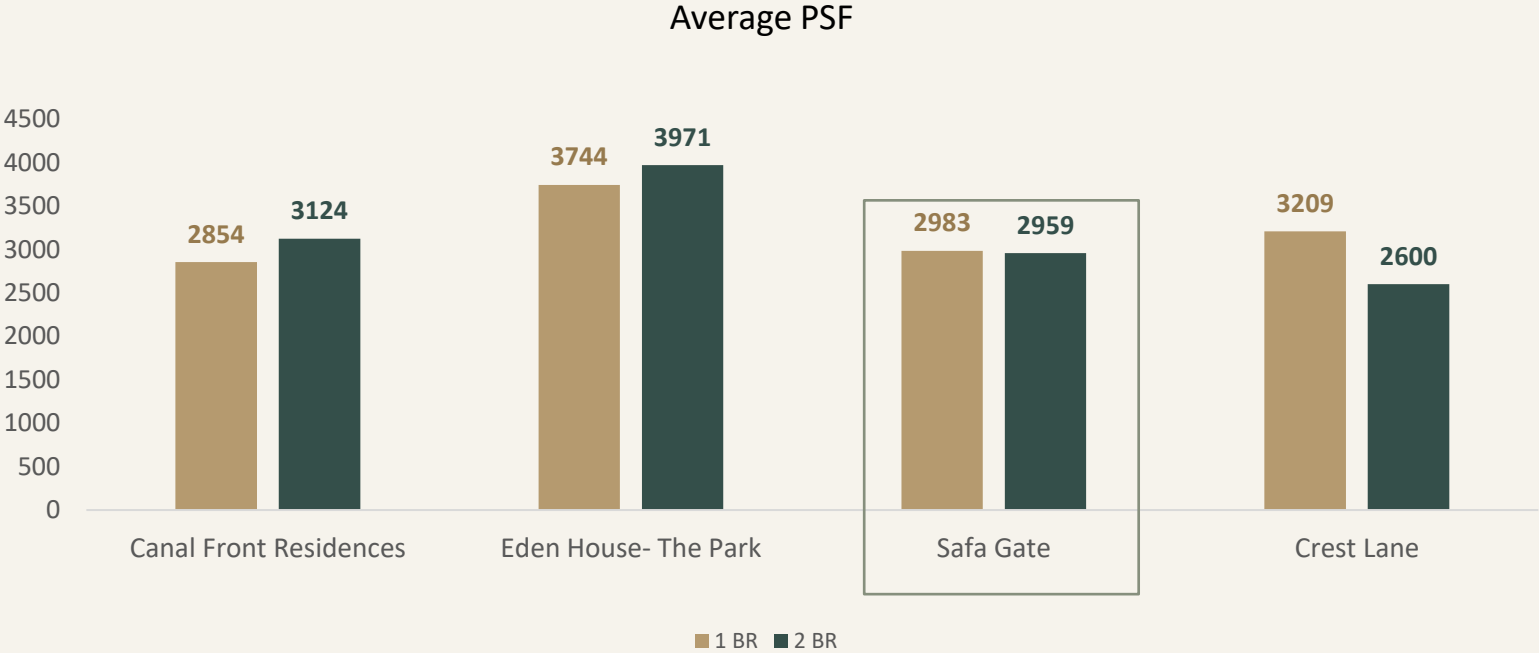
Short Term Gross ROI

up to 9.43%

- Source: Property Monitor, airdxb, booking.com
- Data is for transactions in AL Wasl & Dubai Canal area



# Benchmarking



Unlike other developments where **2BR units are significantly pricier than 1BR**, Safa Gate’s pricing remains identical for both (1BR: 2,983 AED | 2BR: 2,959 AED)

# Why Safa Gate?



## Wellness Real Estate

Fastest-growing sector: +18.1% annually (2019-2023)

UAE's residential wellness market to grow nearly 7x by 2027



## Strategic Location - Golden Triangle

Golden Triangle: Sheikh Zayed Road, Dubai Canal, Safa Park.

Serene living near key business and leisure hubs;

Excellent connectivity: iconic highway, metro, water transport, e-mobility



## Evolving Luxury Buyer Preferences

Al Wasl: Top 5 choice.

Key features: proximity to parks, sea views, skyline vistas.

Highly efficient layouts



## Upcoming Freehold Market

Al Wasl: 35.53% price growth (Q1 2024 to date).

Rental yields up to 10%; steady rental price increases.

Most competitive PSF in the area; AED 2900+

# PROJECT THEME



# URBAN VERVE MEETS NATURAL SERENITY

SAFAGATE  
SHEIKH ZAYED ROAD



Plot size: 7,130.33 sqm  
Lifts: 10 residential + 1 service



## G+5P+50F+R

### 49<sup>th</sup> & 50<sup>th</sup> LEVEL

3 & 5 Bedroom Duplex

### CROWN LEVEL AMENITIES

Retreat Pool      Sunset Bar  
Zen Plunge Pool    Observation Deck  
Roof Garden

### 27<sup>th</sup> – 48<sup>th</sup> LEVEL

Luxury 1 & 2 Bedroom

### 26<sup>th</sup> LEVEL

MEP

### 1<sup>st</sup> – 25<sup>th</sup> LEVEL

Luxury 1 & 2 Bedroom

### 1<sup>st</sup> LEVEL

1 Bedroom  
Co-working Pods  
Eclipse Cinema  
Gravity Gym  
Lumiere Spa-light Therapy Experience  
Aurora Pool  
Cigar Lounge      Special Lighting Chamber  
Running Track  
Outdoor Gym + Yoga

### Podium

1 Bedroom

2 Bedroom





# FLOOR PLAN



## LUXURY 1 BEDROOM



Typology	Total Units	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) Avg
1-BR	603	807	1.997M	3.924M	2.407M

## LUXURY 2 BEDROOM



Typology	Total Units	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) Avg
2-BR	97	1111	2.772M	3.916M	3.288M

# SUPER LUXURY - 3 BEDROOM

LOWER FLOOR



UPPER FLOOR



TYPOLOGY	TOTAL UNITS	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) AVG
3-BR Super Luxury	2	3124	15.894M	15.894M	15.894M

# SUPER LUXURY - 5 BEDROOM

LOWER FLOOR



UPPER FLOOR



Typology	Total Units	AVG AREA	PRICE (AED) Min	PRICE (AED) Max	PRICE (AED) Avg
5-BR Super Luxury	3	5196	25.205M	25.860M	25.641M



# AMENITIES

## EXCLUSIVE AMENITIES



AURORA  
POOL



CO-WORKING  
PODS



SUNKEN POOL  
SEATING



LUXURY POOL  
CABANA



RUNNING  
TRACK



OUTDOOR  
YOGA



GRAVITY  
GYM



FUSION  
SPA



SPECIAL  
LIGHTING  
CHAMBER



ECLIPSE  
CINEMA



CIGAR  
LOUNGE



OUTDOOR  
GYM



## ROOFTOP CROWN AMENITIES



OBSERVATION  
DECK



ROOFTOP  
SUNSET BAR



ROOF  
GARDEN



ZEN PLUNGE  
POOL



RETREAT  
POOL















# EXTERIOR





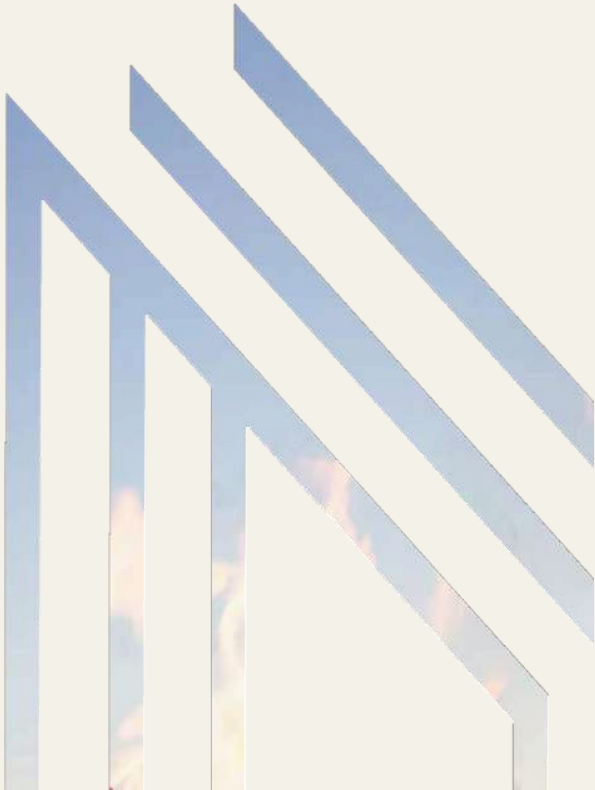
# INTERIOR



LOBBY



Floor to Ceiling Height : 8 m





# SUPER LUXURY





# SUPER LUXURY



Floor to Ceiling Height : 4 m

DINING ROOM



## SUPER LUXURY



MASTER BEDROOM

Floor to Ceiling Height : 4 m

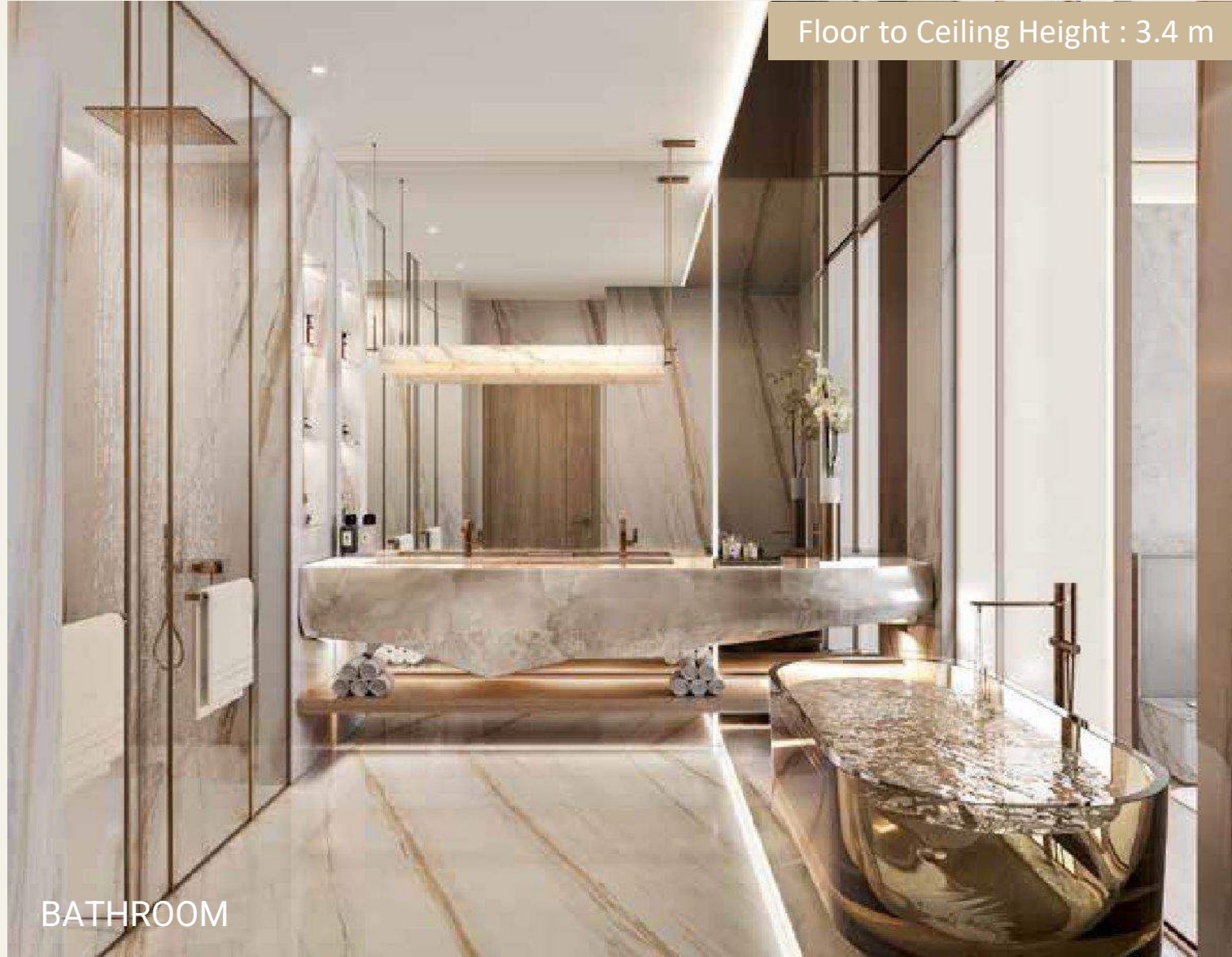


WIC



## SUPER LUXURY

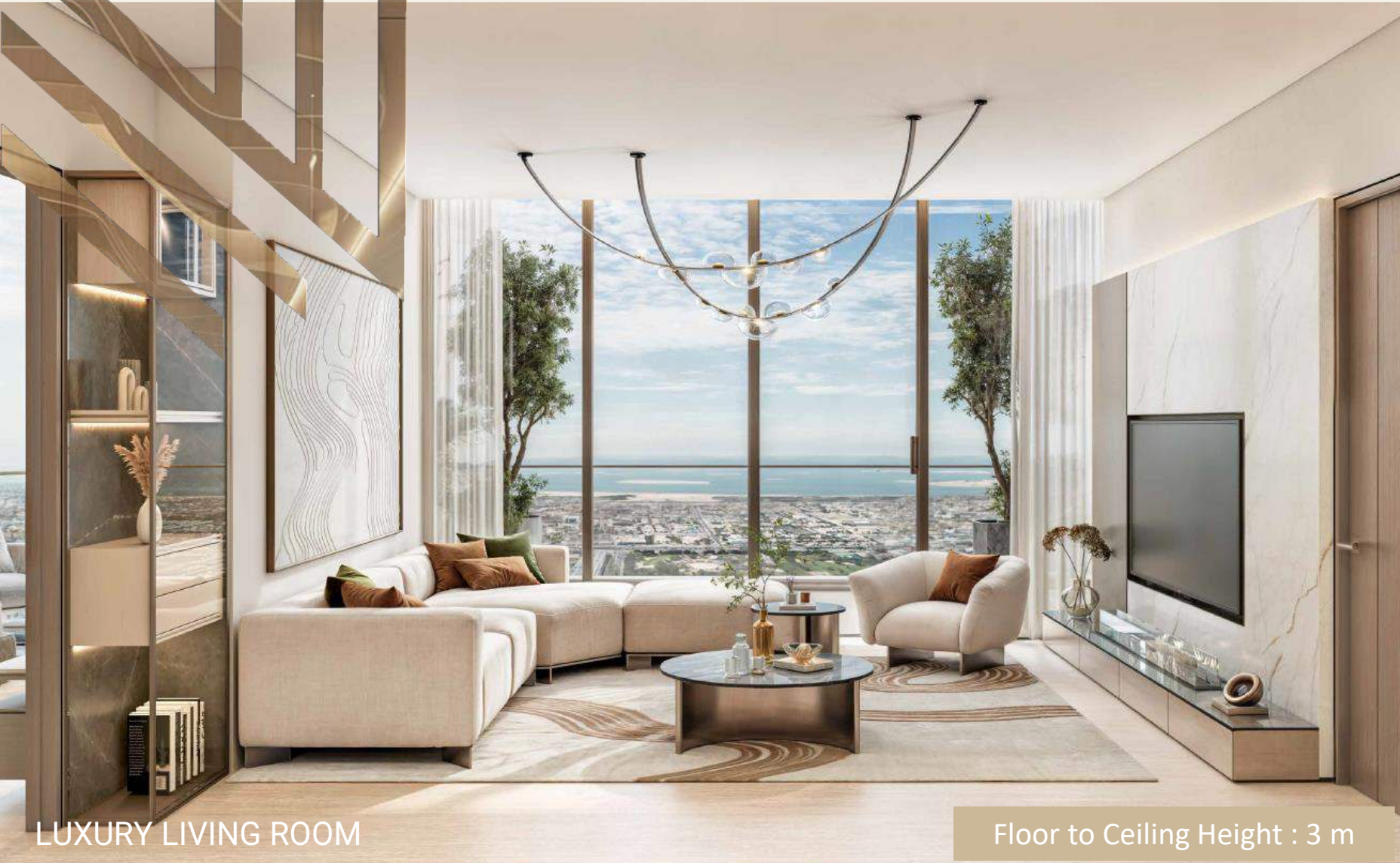
Floor to Ceiling Height : 3.4 m



BATHROOM

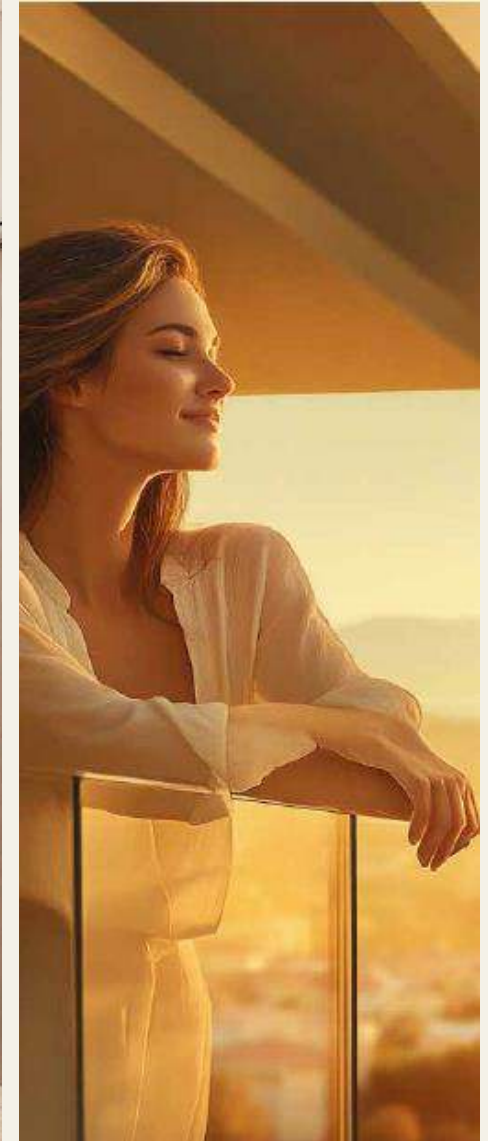


# LUXURY



LUXURY LIVING ROOM

Floor to Ceiling Height : 3 m







LUXURY DINING

Floor to Ceiling Height : 3 m



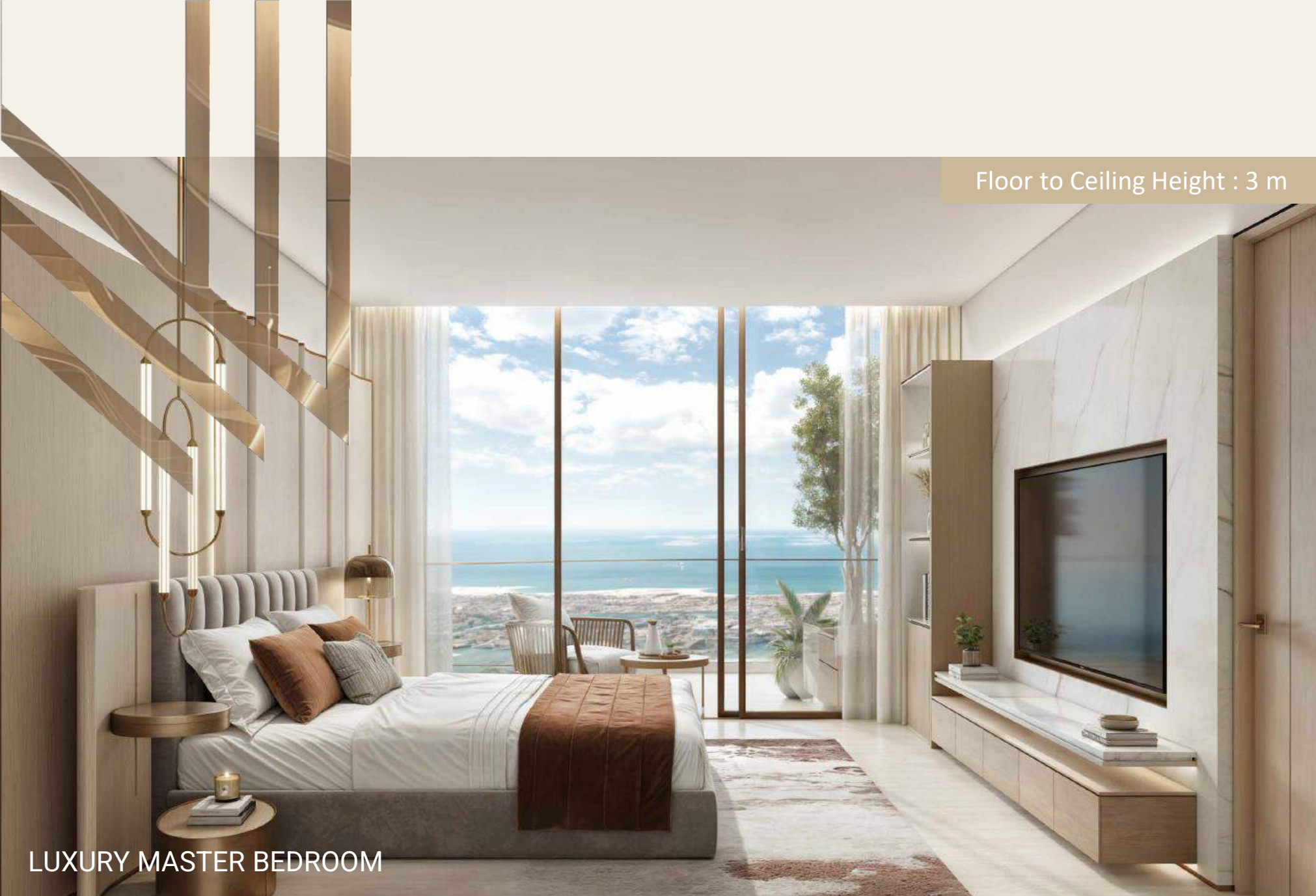
Floor to Ceiling Height : 2.4 m



LUXURY DINING & KITCHEN

Floor to Ceiling Height : 3 m

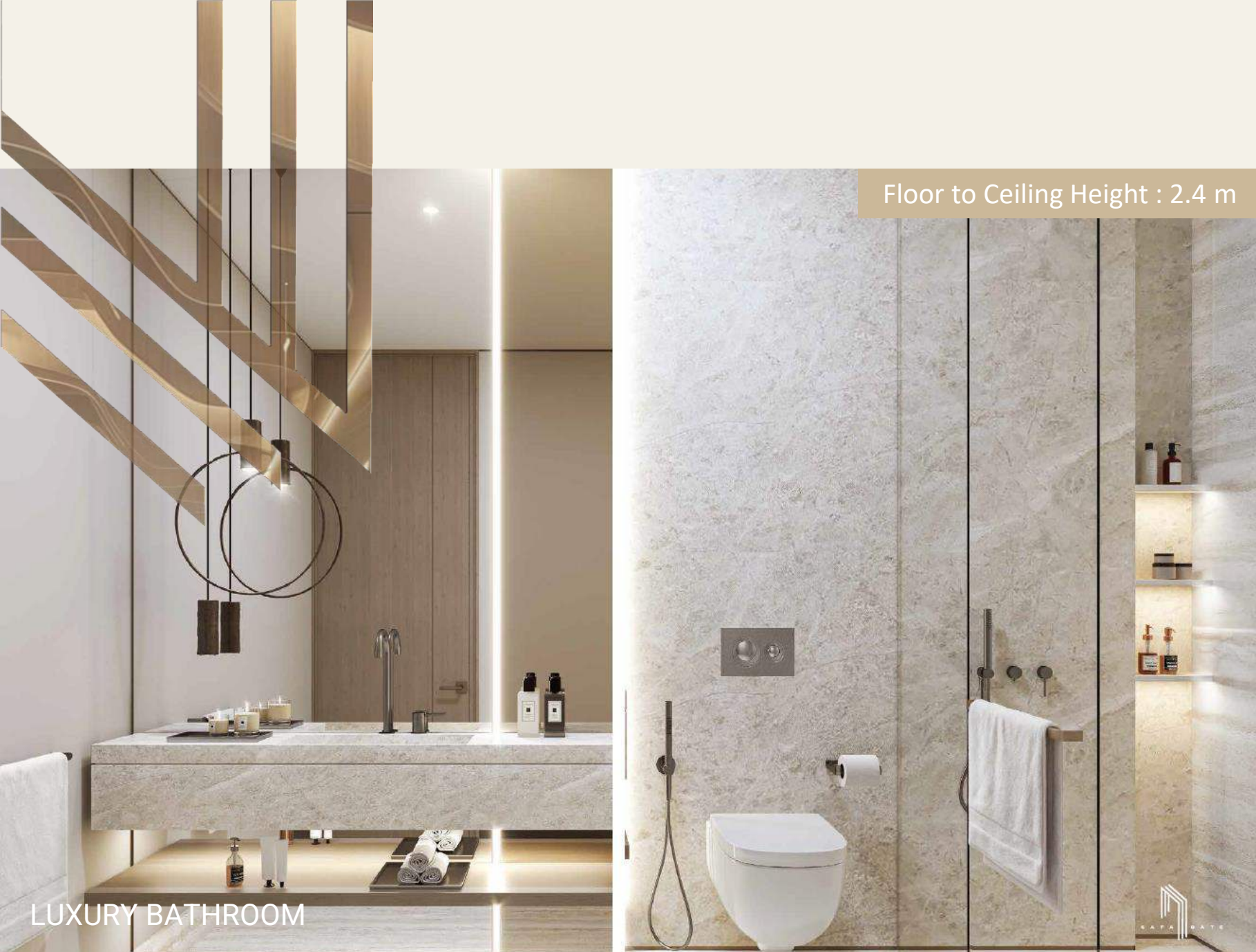
LUXURY MASTER BEDROOM





Floor to Ceiling Height : 2.4 m

LUXURY BATHROOM



# Floor Configuration Sample



BUILDING / FLOOR	1-BR	2-BR	3-BR SUPER LUXURY	5-BR SUPER LUXURY	TOTAL
P1	10	1			11
P2	10	1			11
P3	10	1			11
P4	10	1			11
P5	10	1			11
1	6				6
2	12	2			14
3	12	2			14
4	12	2			14
5	12	2			14
6	12	2			14
7	12	2			14
8	12	2			14
9	12	2			14
10	12	2			14
11	12	2			14
12	12	2			14
13	12	2			14
14	12	2			14
15	12	2			14
16	12	2			14
17	12	2			14
18	12	2			14
19	12	2			14
20	12	2			14
21	12	2			14

22	12	2			14
23	12	2			14
24	12	2			14
25	12	2			14
27	12	2			14
28	12	2			14
29	12	2			14
30	12	2			14
31	12	2			14
32	12	2			14
33	12	2			14
34	12	2			14
35	12	2			14
36	12	2			14
37	12	2			14
38	12	2			14
39	12	2			14
40	12	2			14
41	12	2			14
42	12	2			14
43	12	2			14
44	12	2			14
45	12	2			14
46	11	2			13
47	10	2			12
48	10	2			12
49			2	3	5
Grand Total	603	97	2	3	705



# Floor Configuration Breakdown

Levels	Total Number of Units
Podium 1-5	11
1	6
2-45	14
46	13
47-48	12
49	5

# F&A – Luxury



## **Apartment features:**

- Balconies as per layout
- Central air conditioning
- Adequate TV/phone infrastructure
- Built-In Wardrobes, wherever applicable

## **Convenience:**

- Elevators
- Security access control

## **Living and Dining:**

- All rooms feature double glazed windows
- Porcelain tiled floors
- Painted plastered walls
- Painted ceilings

## **Bedrooms:**

- All rooms feature double glazed windows
- Painted plastered walls
- Built-in wardrobes

## **Kitchen:**

- Fitted kitchens with refrigerator, oven, hob, hood, washing machine and dishwasher.
- Porcelain tiled floors
- Painted walls
- Kitchen cabinets
- Porcelain kitchen backsplash and countertop

## **Bathroom**

- Sanitary ware
- Sanitary fittings and accessories
- Porcelain tiled floors
- Porcelain vanity
- Mirror

## **Balcony:**

- Porcelain flooring

## **Common building services & amenities:**

- Drop-off and entrance
- Concierge desk
- Pool and landscape plaza
- Gymnasium
- Children's play area
- Cinema & lounge
- Podium and rooftop entertainment areas



# COMMERCIAL TERMS

# Launch Payment Plan

DESCRIPTION	MILESTONE EVENT	(%) VALUE	28th Instalment	Within 30 months of booking	1
Deposit	Immediate	20	29th Instalment	Within 31 months of booking	1
1st Instalment	Within 3 months of booking	1	30th Instalment	Within 32 months of booking	1
2nd Instalment	Within 4 months of booking	1	31st Instalment	Within 33 months of booking	1
3rd Instalment	Within 5 months of booking	1	32nd Instalment	Within 34 months of booking	1
4th Instalment	Within 6 months of booking	1	33rd Instalment	Within 35 months of booking	1
5th Instalment	Within 7 months of booking	1	34th Instalment	Within 36 months of booking	1
6th Instalment	Within 8 months of booking	1	35th Instalment	Within 37 months of booking	1
7th Instalment	Within 9 months of booking	1	36th Instalment	Within 38 months of booking	1
8th Instalment	Within 10 months of booking	1	37th Instalment	Within 39 months of booking	1
9th Instalment	Within 11 months of booking	1	38th Instalment	Within 40 months of booking	1
10th Instalment	Within 12 months of booking	1	39th Instalment	Within 41 months of booking	1
11th Instalment	Within 13 months of booking	1	40th Instalment	Within 42 months of booking	1
12th Instalment	Within 14 months of booking	1	41st Instalment	Within 43 months of booking	1
13th Instalment	Within 15 months of booking	1	42nd Instalment	Within 44 months of booking	1
14th Instalment	Within 16 months of booking	1	43rd Instalment	Within 45 months of booking	1
15th Instalment	Within 17 months of booking	1	44th Instalment	Within 46 months of booking	1
16th Instalment	Within 18 months of booking	1	45th Instalment	Within 47 months of booking	1
17th Instalment	Within 19 months of booking	1	46th Instalment	Within 48 months of booking	1
18th Instalment	Within 20 months of booking	1	47th Instalment	Within 49 months of booking	1
19th Instalment	Within 21 months of booking	1	48th Instalment	Within 50 months of booking	1
20th Instalment	Within 22 months of booking	1	49th Instalment	Within 51 months of booking	1
21st Instalment	Within 23 months of booking	1	50th Instalment	Within 52 months of booking	1
22nd Instalment	Within 24 months of booking	1	51st Instalment	On Completion	30
23rd Instalment	Within 25 months of booking	1		Total	100
24th Instalment	Within 26 months of booking	1			
25th Instalment	Within 27 months of booking	1			
26th Instalment	Within 28 months of booking	1			
27th Instalment	Within 29 months of booking	1			

PRICING	
<b>1-BR</b> <small>STARTING FROM AED</small> <b>1,997,000</b>	<b>2-BR</b> <small>STARTING FROM AED</small> <b>2,772,000</b>
<b>3-BR</b> <small>STARTING FROM AED</small> <b>15,894,000</b>	<b>5-BR</b> <small>STARTING FROM AED</small> <b>25,205,000</b>

4% DLD FEE TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT

**ACD: 31 OCT 2029**



# Regular Payment Plan

Description	Milestone Event	% Value
Deposit	Immediate	20
1th Instalment	Within 3 months of booking	1
2th Instalment	Within 4 months of booking	1
3th Instalment	Within 5 months of booking	1
4th Instalment	Within 6 months of booking	1
5th Instalment	Within 7 months of booking	1
6th Instalment	Within 8 months of booking	1
7th Instalment	Within 9 months of booking	1
8th Instalment	Within 10 months of booking	1
9th Instalment	Within 11 months of booking	1
10th Instalment	Within 12 months of booking	1
11th Instalment	Within 13 months of booking	1
12th Instalment	Within 14 months of booking	1
13th Instalment	Within 15 months of booking	1
14th Instalment	Within 16 months of booking	1
15th Instalment	Within 17 months of booking	1
16th Instalment	Within 18 months of booking	5
17th Instalment	Within 19 months of booking	1
18th Instalment	Within 20 months of booking	1
19th Instalment	Within 21 months of booking	1
20th Instalment	Within 22 months of booking	1
21th Instalment	Within 23 months of booking	1
22th Instalment	Within 24 months of booking	1

23th Instalment	Within 25 months of booking	1
24th Instalment	Within 26 months of booking	1
25th Instalment	Within 27 months of booking	1
26th Instalment	Within 28 months of booking	1
27th Instalment	Within 29 months of booking	1
28th Instalment	Within 30 months of booking	5
29th Instalment	Within 31 months of booking	1
30th Instalment	Within 32 months of booking	1
31th Instalment	Within 33 months of booking	1
32th Instalment	Within 34 months of booking	1
33th Instalment	Within 35 months of booking	1
34th Instalment	Within 36 months of booking	1
35th Instalment	Within 37 months of booking	1
36th Instalment	Within 38 months of booking	1
37th Instalment	Within 39 months of booking	1
38th Instalment	Within 40 months of booking	1
39th Instalment	Within 41 months of booking	1
40th Instalment	Within 42 months of booking	5
41th Instalment	Within 43 months of booking	1
42th Instalment	Within 44 months of booking	1
43th Instalment	Within 45 months of booking	1
44th Instalment	Within 46 months of booking	1
45th Instalment	Within 47 months of booking	1
46th Instalment	Within 48 months of booking	1
47th Instalment	Within 49 months of booking	1
48th Instalment	Within 50 months of booking	1
49th Instalment	On Completion	20

1-BR

STARTING FROM AED

1,997,000

2-BR

STARTING FROM AED

2,772,000

3-BR

STARTING FROM AED

15,894,000

5-BR

STARTING FROM AED

25,205,000

4% DLD FEE TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT

ACD: 31 OCT 2029

# PRICING AND AREA SUMMARY

SAFA GATE BEDROOMS	AVG AREA	PRICE (AED)		
		Min	Max	Avg
1-BR	807	1.997M	3.924M	2.407M
2-BR	1,111	2.772M	3.916M	3.288M
3-BR Super Luxury	3,124	15.894M	15.894M	15.894M
5-BR Super Luxury	5,196	25.205M	25.860M	25.641M

ACD: 31 OCT 2029