



WHY DUBAI WHY DAMAC

JULY 2025

Overview
Dubai Real Estate Market

INTERNATIONAL
PRESENTATION

* All price and details are subject to change

AGENDA

WHY DUBAI

MARKET AND INVESTMENTS HIGHLIGHTS

LEGAL FRAMEWORK & BUYING JOURNEY

WHY DAMAC

GOALS

UNDERSTAND THE DUBAI ADVANTAGE

Learn why Dubai stands out as a top global real estate investment hub.

DISCOVER DAMAC'S LUXURY PORTFOLIO

How DAMAC delivers value through design, quality, and trust.

CLARIFY DUBAI'S REAL ESTATE FRAMEWORK

Get a clear view of how ownership, payment plans, and registration work.





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Dubai isn't just trending — it's transforming global investment flows.

Most people can reach Dubai with **8 hours** While **1/3** of the world can reach it in **4 hours**.

200
Nationalities
live in Dubai

#5
City in
quality of life

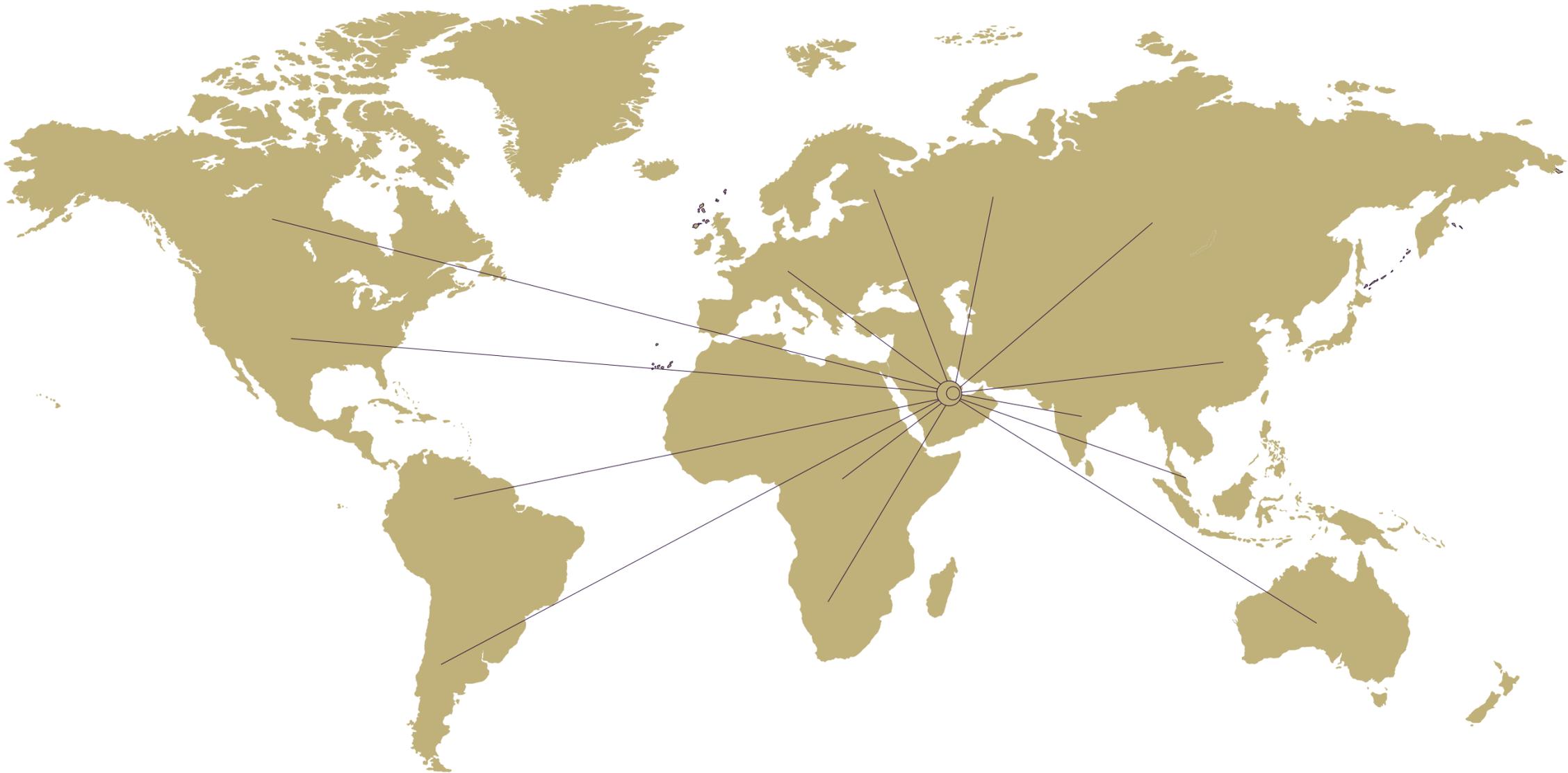
#2
Safest city

#1
Accredited health
facilities

#1
Attracting greenfield
FDI projects

#12
In Quality of
higher education

18.2M
Visitors Trend
2024



 **Tax Free**
(no proerty investment taxes
from Dubai government)

 **#12**
Global infrastructure
quality

 **Strong and stable currency**
1USD = 3.67AED Pegged

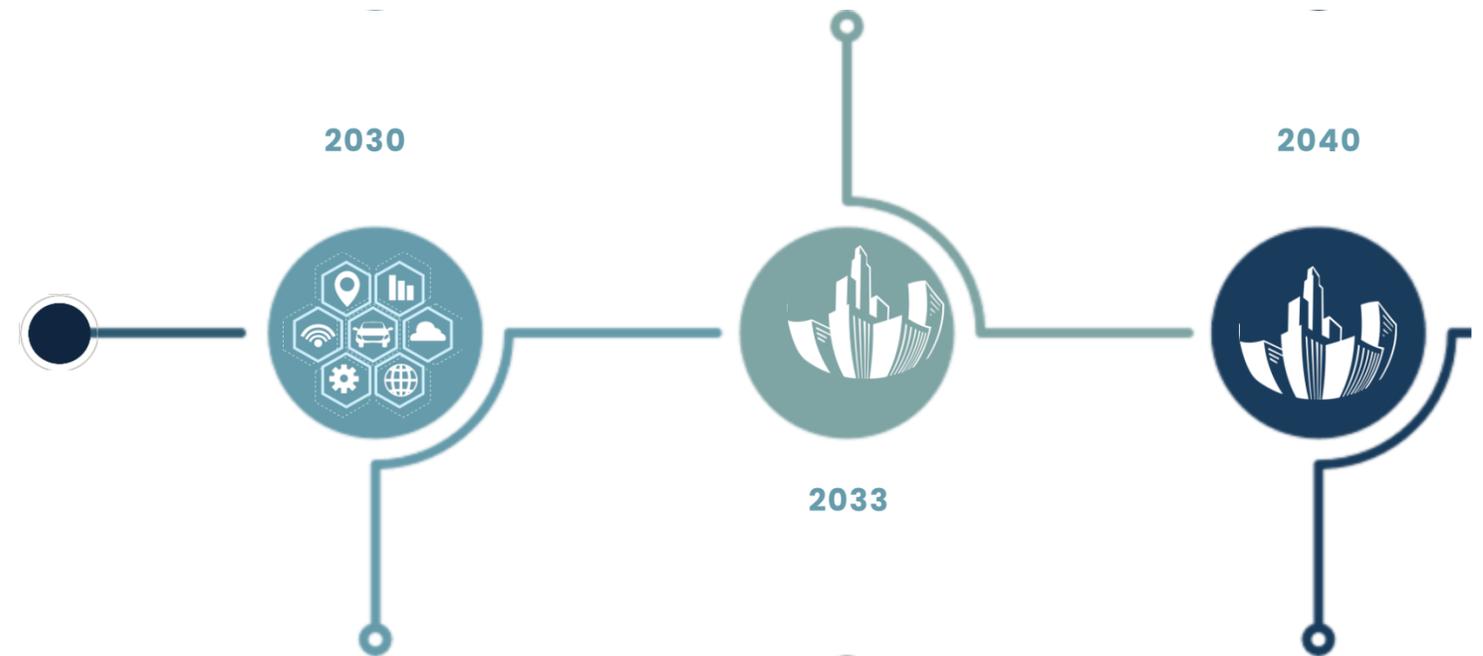
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Dubai Vision



**GDP to double
to AED 32 Million**

+ AED 1.7 Trillion public/private
infrastructure investment
+ FDI Target, AED 650B in new foreign
investment



**6 metro lines, Skypods,
Aerial Taxis, Roads and
Improvement of
Connectivity.**

7.8 million population
(3,9 million now)
In the 'Dubai 2040 Urban
Master Plan' the city will
double its size, its green and
recreational spaces.

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A Global Magnet for Wealth and Opportunity

AND WHO IS PROFITING FROM THAT?

6,700+ millionaires
relocated to Dubai in 2024

Expected to welcome
9,800+ HNWIs in 2025

Dubai ranked **18th globally**
among cities with the
highest number of HNWI

Profile	Motivation
HNWI Investors	Tax-free rental income, luxury lifestyle, visa perks
Families relocating	Safety, international schools, premium infrastructure
Remote workers	Digital nomad visas, quality of life
Crypto investors	Asset diversification in stable USD-pegged market
Business owners	Strategic HQ base, 100% foreign ownership, no income tax
Global expats	Affordable entry vs. London/NY, future growth zones

Source: Henley Private Wealth Migration Report 2024



WHY DUBAI REAL ESTATE

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Key Milestones in Dubai Real Estate



Before 2000

A local-only market with no freehold options. The opening of Burj Al Arab symbolized Dubai's vision to become a global destination.



2002

The introduction of the freehold law unlocked international interest. Property values surged, igniting Dubai's first major boom.



2008–2009

The global financial crisis hit hard. A 46% spike in prices over six months was followed by a sharp correction. It was a wake-up call on speculative investing.



2011–2014

Recovery gains momentum. Dubai is awarded Expo 2020, boosting investor confidence and driving property prices upward again.



2015–2019

The market enters a stabilizing phase. Global factors — including oil price fluctuations, a strong dollar, and Brexit — slow momentum.



2020

The COVID-19 pandemic causes a global shock. But Dubai rebounds quickly, demonstrating resilience and adaptability.



2021–2024

A new era of growth. The market sees record-breaking transactions and double-digit growth, reaching historic highs.

DUBAI REAL ESTATE IN NUMBERS, 2024 OVERVIEW..

169.083

deals in 2024 (+43% YOY)

AED 427bn

USD 116bn

Sales Value in 2024 (+34% YOY)

6,9%

Avg Rental Yields



68% of property transactions in 2024 were **Off Plan** vs. **32% Ready**;
70% of the deals were apartments vs. **30%** Villas/ Townhouses on both categories.

Source: Property Monitor, Knight Frank

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What about 2025?

It's already taking off.



Typology	Total Sales Volume Q1	Total Sales Volume Q2	Total Sales Price Q1	Total Sales Price Q2	Average Sales Price Q1	Average Sales Price Q2	Average price AED/sq.ft Q1	Average price AED/sq.ft Q2
Overall	42,273	49,596	114,147,997,880	147,602,027,598	2,700,258	2,976,087	1,754	1,823
Apartments	32,128	39,762	60,801,298,598	80,994,373,080	1,892,471	2,036,979	1,843	1,893
Townhouses	7,451	6,182	22,872,036,139	19,438,759,346	3,069,660	3,144,413	1,248	1,234
Villas	2,694	3,652	30,474,663,143	47,168,895,172	11,312,050	12,915,908	1,894	2,058
TOTAL H1 2025	91,869		261,750,025,478		2,838,173		1,789	
Total Value in USD			71,321,532,828		773,344		487	

Following a strong performance in 2024, the first half of 2025 is proving the market remains on an upward trajectory.

In the first half of 2025, Dubai recorded 91,869 property transactions, totaling AED 261+ billion in value.

Source: Property Monitor, April 2025

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Why Dubai stands out globally?

Metric 2024	Dubai, UAE	London, UK	New York, USA	Hong Kong, HK	Singapore, SG
Average Rental Yield	6.9%	3-4%	3-4.5%	2.5-3%	4-6%
Property Price Growth	16.5%	2.9%	3.1%	1.5%	4.2%
Capital Gains Tax	0%	Up to 28%	Up to 20%	15%	0-20%
Annual Property Tax	0%	2-4%	1-2%	5-15%	10%
Foreign Ownership	100%	100%	100%	Restricted	Restricted

If you invest AED 2M (USD 544K), your estimated rental income will be...



AED 140,000
USD 38,000

Dubai



AED 80,000
USD 21,800

London



AED 90,000
USD 24,500

New York



DAMAC Nine Elms, London

Source: CBRE Dubai Residential Market Report Autumn 2024
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“Dubai offers high returns & fair prices for prime properties.”

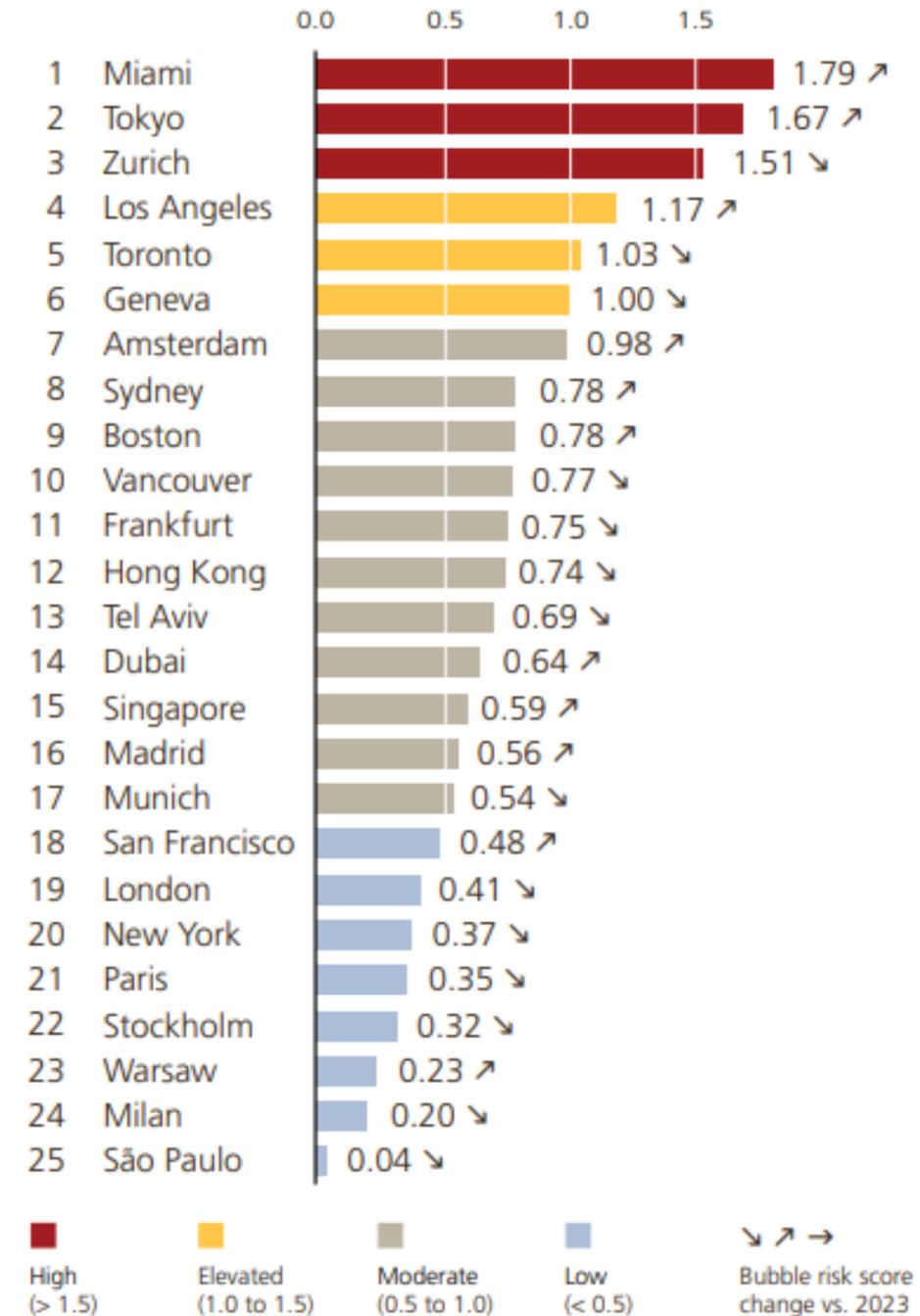
For perspective, \$1 million buys you:



980 sq.ft/ 91.04 m² in Dubai
689 sq.ft/ 63.99 m² in Tokyo
646 sq.ft/ 60.01 m² in Miami
366 sq.ft/ 34.00 m² in New York
355 sq.ft/ 32.98 m² in London

UBS Global Real Estate Bubble Index

Bubble risk scores for the housing markets of select cities, 2024



Source: UBS

For an explanation, see the section on Methodology & data on page 23.

Security first: Why Investors trust Dubai?

دائرة الأراضي والأملاك
Land Department



Dubai Land Department (DLD) prepares all the necessary legislations required to propel as well as regulate the real estate sector in Dubai. It also organizes and promotes real estate investment and disseminates knowledge.

All real estate transactions in Dubai, including commercial, must pay a 4% DLD fee.



Real Estate Safety

- ESCROW mandatory to launch sales
- 20% of project value in ESCROW by Developer
- Developer is required to furnish a progress certificate to withdraw funds
- Construction progress update on DLD site



Investor Protection

- RERA penalty for developers for non-compliance
- DLP – Defect Liability Period 1 Year
- 5% of the project value hold back during DLP to cover any defects arising post completion

What You Need to Know: Ownership & Rental Rules in Dubai



Dubai offers three types of property ownership, each with clear legal structures that define who can buy and for how long.

Ownership Type	Who Can Own?	Duration	Example Areas
Freehold	All nationalities	Lifetime	Dubai Marina, Dubai Hills, JBR, Dubailand
Leasehold	All nationalities	Up to 99 yrs	Green Community, Dubai Silicon Oasis
GCC-Only Zones	GCC Nationals only	Lifetime	Bur Dubai, Deira, Barsha

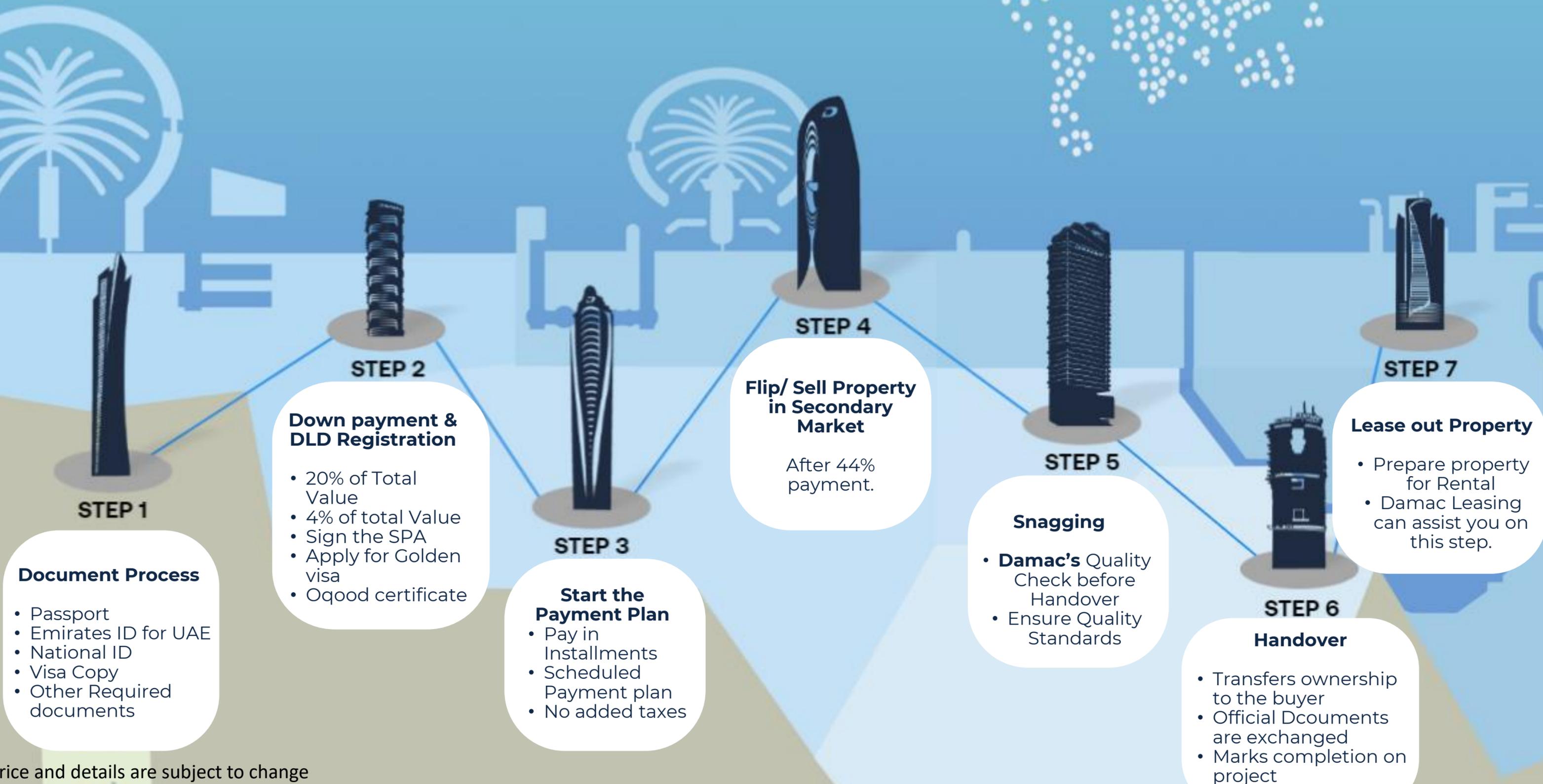


- **Ejari Registration Required** – All leases must be registered with Dubai’s Ejari system to be legally binding.
- **Renewable Annually** – Standard contracts are for 1 year and can be renewed; rent increases follow RERA index guidelines.
- **Tenant Rights Protected** – Tenants cannot be evicted without valid legal reason or notice (typically 12 months in advance).



- **DTCM Permit Needed** – Owners or operators must register the property with Dubai Tourism (DTCM) as a holiday home.
- **Fully Furnished Units** – Properties must be equipped for immediate occupancy, including linen, appliances, and services.
- **Higher Yields, Flexible Stays** – Ideal for tourist areas; popular among visitors and business travelers seeking flexibility.

How easy is buying Off-Plan in Dubai?



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Smart Payment Plans That Work for Every Buyer

Designed to make investing in Dubai real estate simple, flexible, and accessible.

How the Payment Plan Works?



Booking Payment

Paid upfront to reserve the unit.



Construction Installments

Paid in installments as the building progresses.



Handover Payment

Paid when the property is completed and ready for move-in.

ACCEPTED FORMS OF PAYMENT

Bank Transfer, Credit card,

Cryptocurrency

Cash (Up to USD 10.899)

Mortgage Availability



For UAE Residents

- Finance up to 80% of the property's value (for properties up to AED 5M)
- Benefit from reduced interest rates and resident-exclusive deals



For Non-Residents

- Finance up to 50–65% of the property value (varies by bank)
- No UAE residency required to apply

Mortgage interest rates in Dubai range from 3.9% for fixed rates to around 6.5% for variable rates, with UAE residents enjoying better rates and higher loan eligibility than non-residents.

Golden Visa - 10 Years

DAMAC

Investment Required: **2,000,000 AED**

Benefits of having the Golden Visa:

- **Extended Stay outside the UAE:** There is no limit on how long you can be outside the UAE to keep your visa active.
- Sponsor up to **2 maids and 1 drivers** for 2 years
- **Sponsor your Family** for the same period for 10 years
- **Sponsor your child** Age limit is less than 30 years for boys & girls Unmarried
- **Sponsor your parents** for a period of 10 years.
- **Work, study or reside long-term** in UAE without requiring a sponsor
- **Open a bank account** in the UAE

Requirement to apply

- You should have a property in the UAE with a minimum value of **AED 2,000,000**.

Please Note: If the property is under mortgage then NOC from the bank is required and it must show the total paid amount and remaining amount.

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48,000 +
Units Delivered



50,000 +
Units in Progress
and planning



100+ M Sq. Ft
Project Area in
planning & progress

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A WORLD OF LUXURY

From world-class master communities and luxurious residential towers to expansive master-planned developments and exclusive island resort residences, DAMAC Properties is renowned for creating projects that blend innovative design with exceptional amenities, offering an unparalleled living experience in prime locations around the globe.

- **Largest private luxury developer** in the UAE
- Founded in 2002 by **Hussain Sajwani, TOP 10 Forbes Billionaires UAE**
- Operates in **10 countries**
- **Portfolio:** Apartments, Villas, Townhouses, Plots, Hotels
- Offers limited edition **branded properties**
- 50+ international **design collaborations**
- 200+ strategic partners
- **3000+ employees**

ICONIC BRAND COLLABORATIONS

When we build, we build to stay, to enrich, and to grow. Explore curated collaborations that reflect luxury within a unified ecosystem, featuring DAMAC's exclusive partnerships with renowned brands.



roberto cavalli

de GRISOGONO
GENEVE

TRUMP
THE TRUMP ORGANIZATION



روتانا
Rotana

Radisson



Why Choose Branded Residences?

- Up to 30% higher value than non-branded homes
- Higher rental yields & faster resale
- Strong brand loyalty from global buyers
- Limited supply = exclusivity

Damac Nine Elms Tower by Versace
London

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Visionary Designs by the World's Leading Architects.



Cavalli Tower
by **Killa Design**
- Dubai, UAE

Chelsea Residences
by **Gensler**
- Dubai, UAE

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The Delmore by **Zaha Hadid** - Miami, USA

- 1 DAMAC Hills 2
- 2 Dubailand
- 3 Business Bay
- 4 Dubai Marina
- 5 Dubai Maritime City

Villa Avg PSF & PSQM (USD)

Apartment PSF & PSQM (USD)

1
PSF 226 | PSQM 2,440
PSF 305 | PSQM 3,287

2
PSF 301 | PSQM 3,240
PSF 341 | PSQM 3,669

3
PSF 498 | PSQM 5359

4
PSF 556 | PSQM 5,994

5
PSF 576 | PSQM 6,203

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Source: Property Monitor

Where to invest based in the goal?

Goal	Area	Why?	Projects
Capital Appreciation	Maritime City, Safa Park	This location has limited property supply and feature new, high-end developments — ideal for long-term value growth.	Chelsea Residences, Safa Gate
Rental Yield	Business Bay	These areas have steady rental demand, offering strong gross returns of 7–8% or more.	Canal Crown, Safa One, Safa Two, Altitude, Canal Heights
First-Time Buyers	Dubailand, Dubai South	They offer more affordable options with great potential for future growth — perfect for entry-level investors.	Damac Lagoons, Damac Hills 2, Riverside Views
Short-Term Lettings	Dubai Marina, Maritime City & Business Bay, Safa Park	These are tourist hotspots with high demand for short stays, making them ideal for premium daily rental income.	Damac Bay 1 & 2, Chelsea Residences, Safa Gate
Long-Term Stability	Dubailand, Dubai South	These are family-friendly neighborhoods with solid community infrastructure, great for holding property long term.	Damac Lagoons, Damac Islands, Damac Hills 2, Riverside Views



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The VIP Investment Journey Starts Here: DAMAC Fly-In Program

Personalized **4-day tour in Dubai**

Private **airport pickup and drop-off** by a DAMAC chauffeur

Fast-track clearance through immigration and security

5-star hotel stay included as part of the full DAMAC immersion experience



Client Region	Economy Class Trip (AED / USD)	Business Class Trip (AED / USD)
Most of the Countries	AED 20,000 / USD 5,450	AED 40,000 / USD 10,900
Americas & Australia	AED 40,000 / USD 10,900	AED 80,000 / USD 21,800

Conditions apply.

Reservation fees are deductible upon purchase.

Minimum purchase amounts may vary by territory.

Please consult your DAMAC representative to confirm eligibility and local requirements.

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