



Paramount Tower

HOTEL & RESIDENCES

DUBAI



LIGHTS!



GLAMOUR!



ACTION!

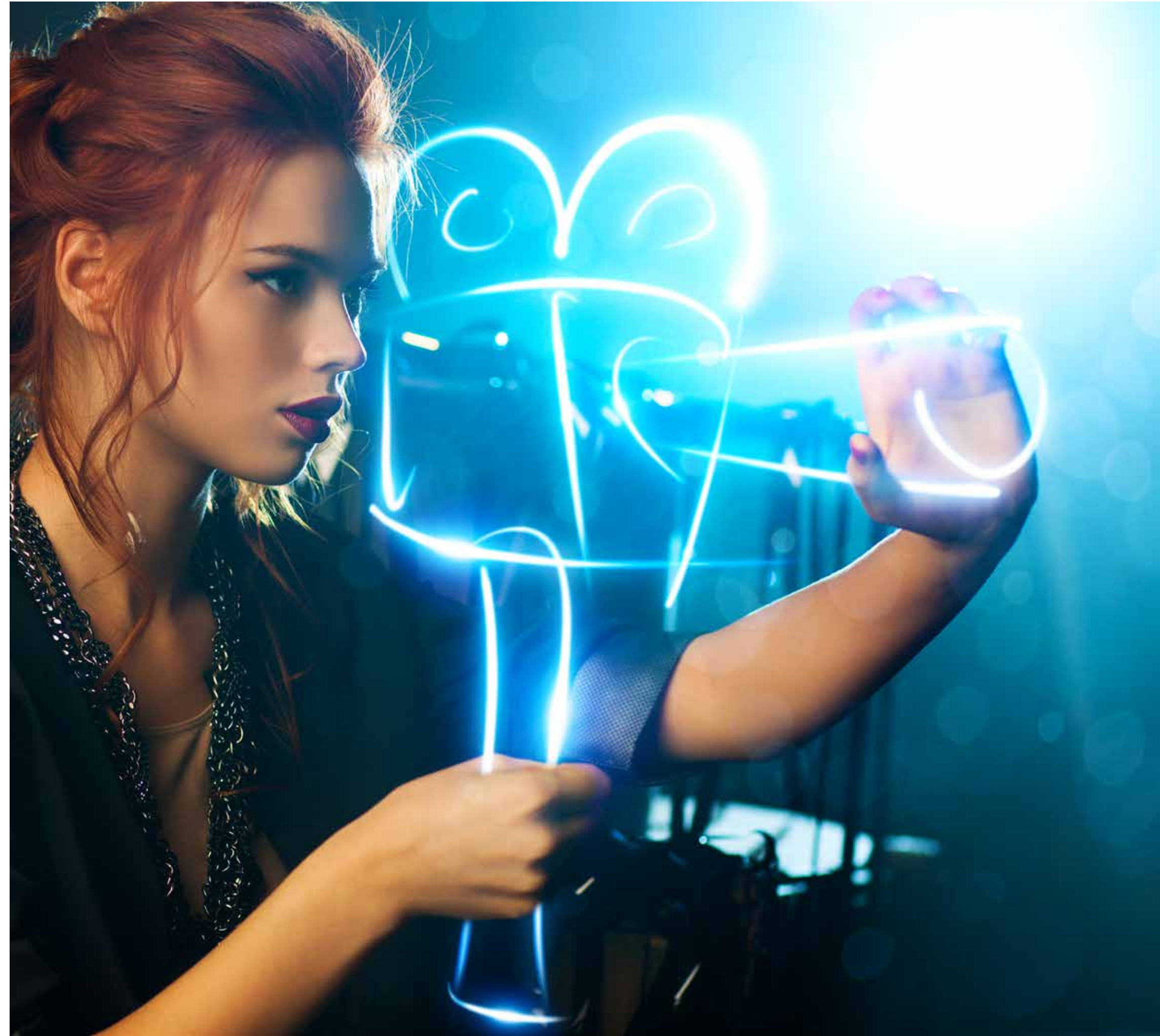




THE HOLLYWOOD GLAMOUR

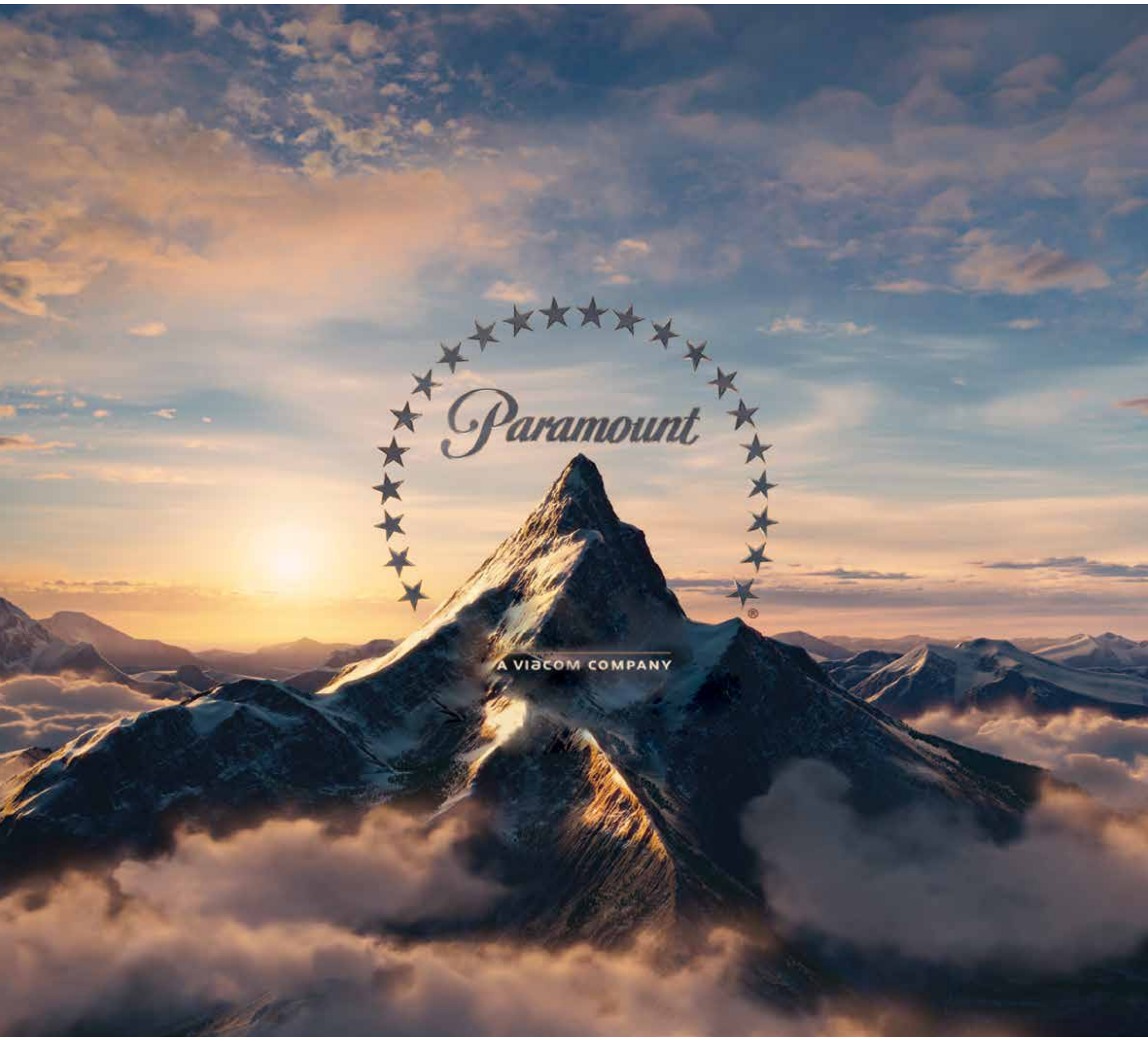
Hollywood has always been more than just a destination.

It's a living, breathing world driven by imagination, where anything is possible. Elements of that lifestyle have been transported to Dubai in a supreme setting on the famous Sheikh Zayed Road.





**“IT’S A LIVING,
BREATHING
WORLD DRIVEN
BY IMAGINATION,
WHERE ANYTHING
IS POSSIBLE”**



CALIFORNIA LIFESTYLE

The Paramount Pictures Mountain surrounded by 22 stars: symbols of entertainment and, above all, creativity.

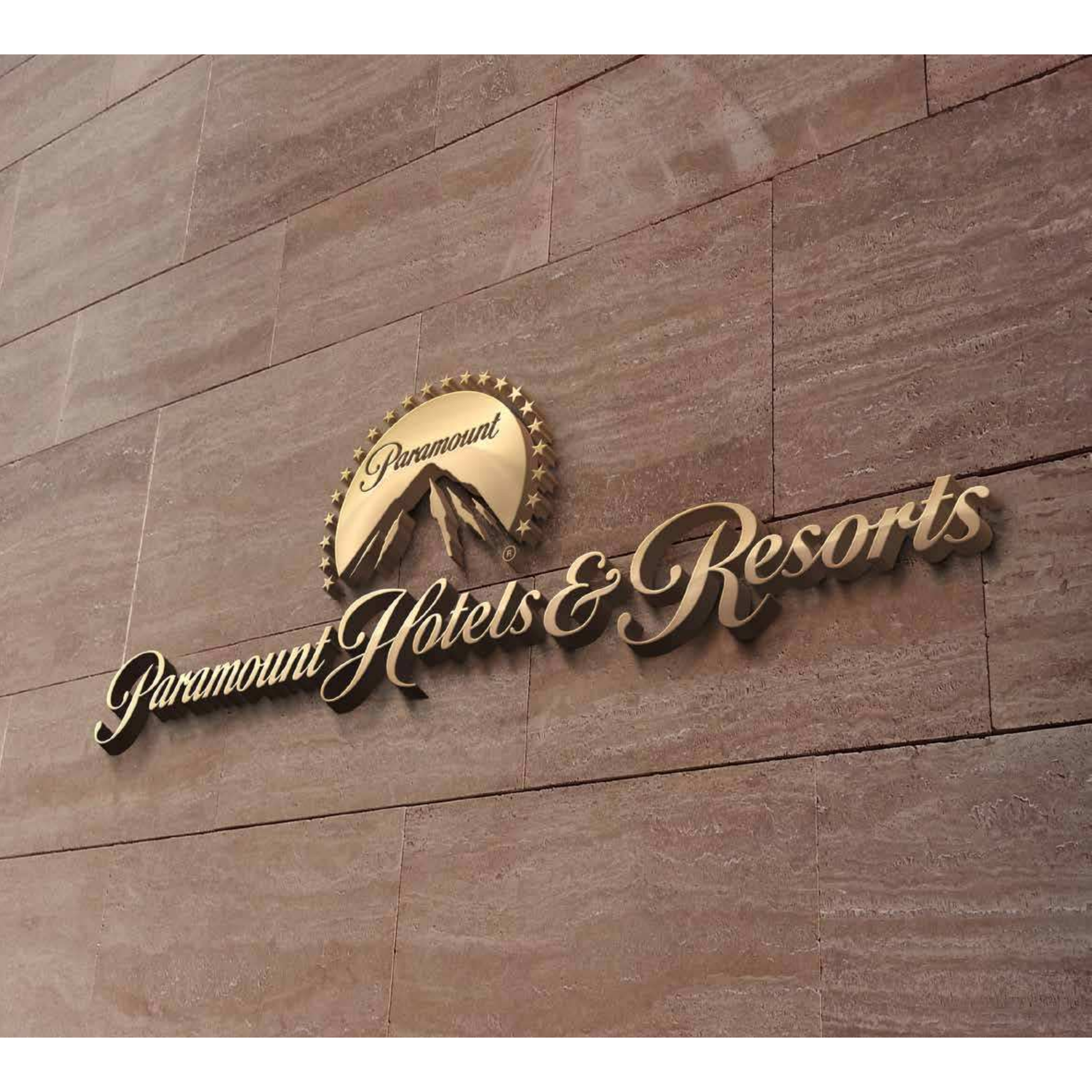
Billions of people around the world know that when they see the mountain and stars, they're going to have a unique experience, and be transported into an adventure.

ON LOCATION

With its central location, Paramount Tower Hotel & Residences Dubai is the perfect setting, whether it's for business or pleasure, shopping or dining, recreation or entertainment.

The striking tower reaches over 250 metres in height and boasts superb views of the Burj Khalifa, along with vistas of the Palms, The World Islands and the iconic Burj Al Arab. Dubai International Airport is just a 15-minute drive away and there are two metro stations in close proximity.





PRODUCED
BY PARAMOUNT
HOTELS
& RESORTS

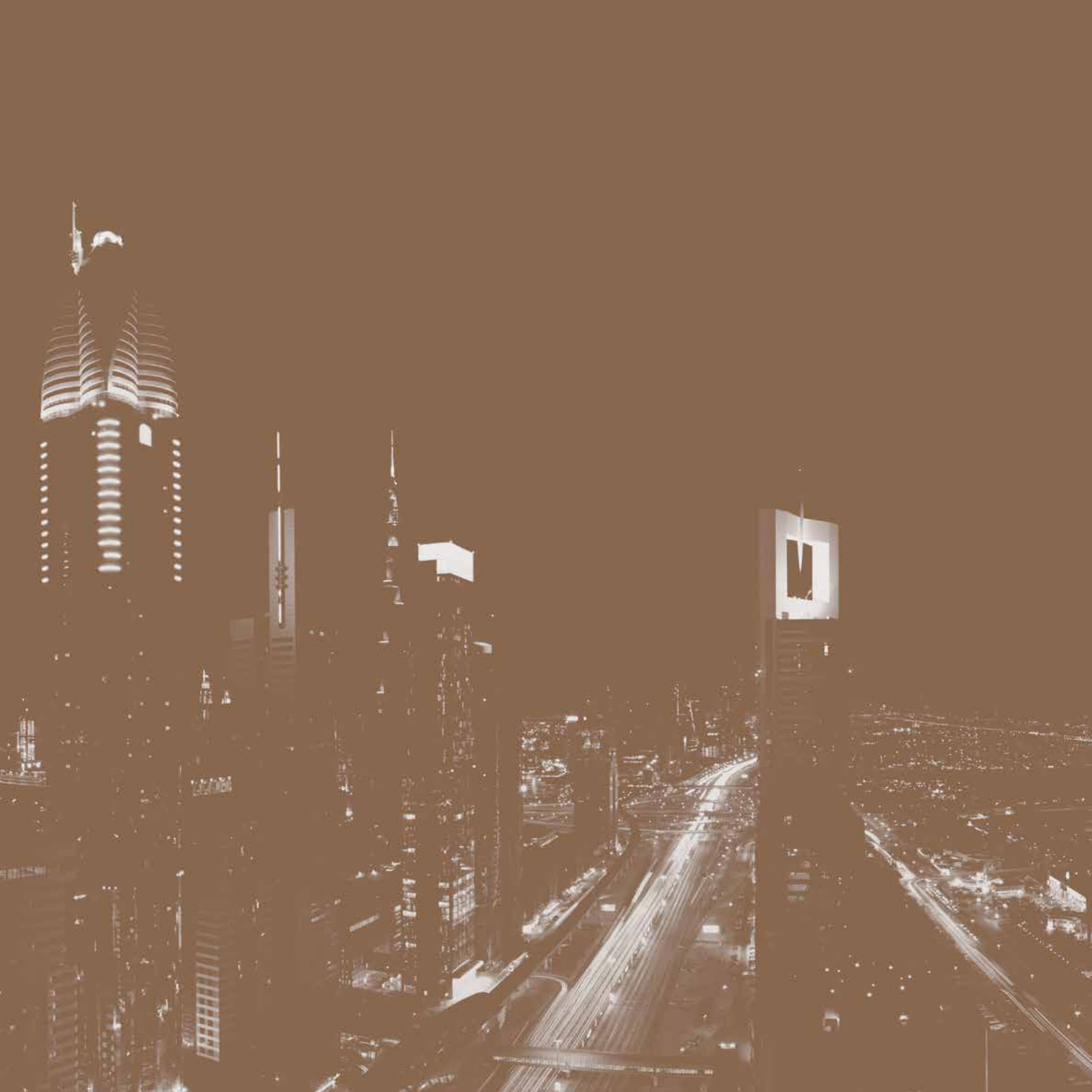
The landmarks produced by Paramount Hotels & Resorts have been developed using a creative process honed over the studio's 104-year history.

Exquisite design, warm service, stellar entertainment and premium dining, as well as the finest spa and fitness concepts, combine magically to mark a new chapter for the brand and set a rare standard in luxury hospitality.

The result is an array of experiences and spaces that are precisely designed, detailed and directed.

**“CAST MEMBERS
ARE ENCOURAGED
TO IMPROVISE AND
OFFER THE HIGHEST
LEVELS OF SERVICE
TO GUESTS”**





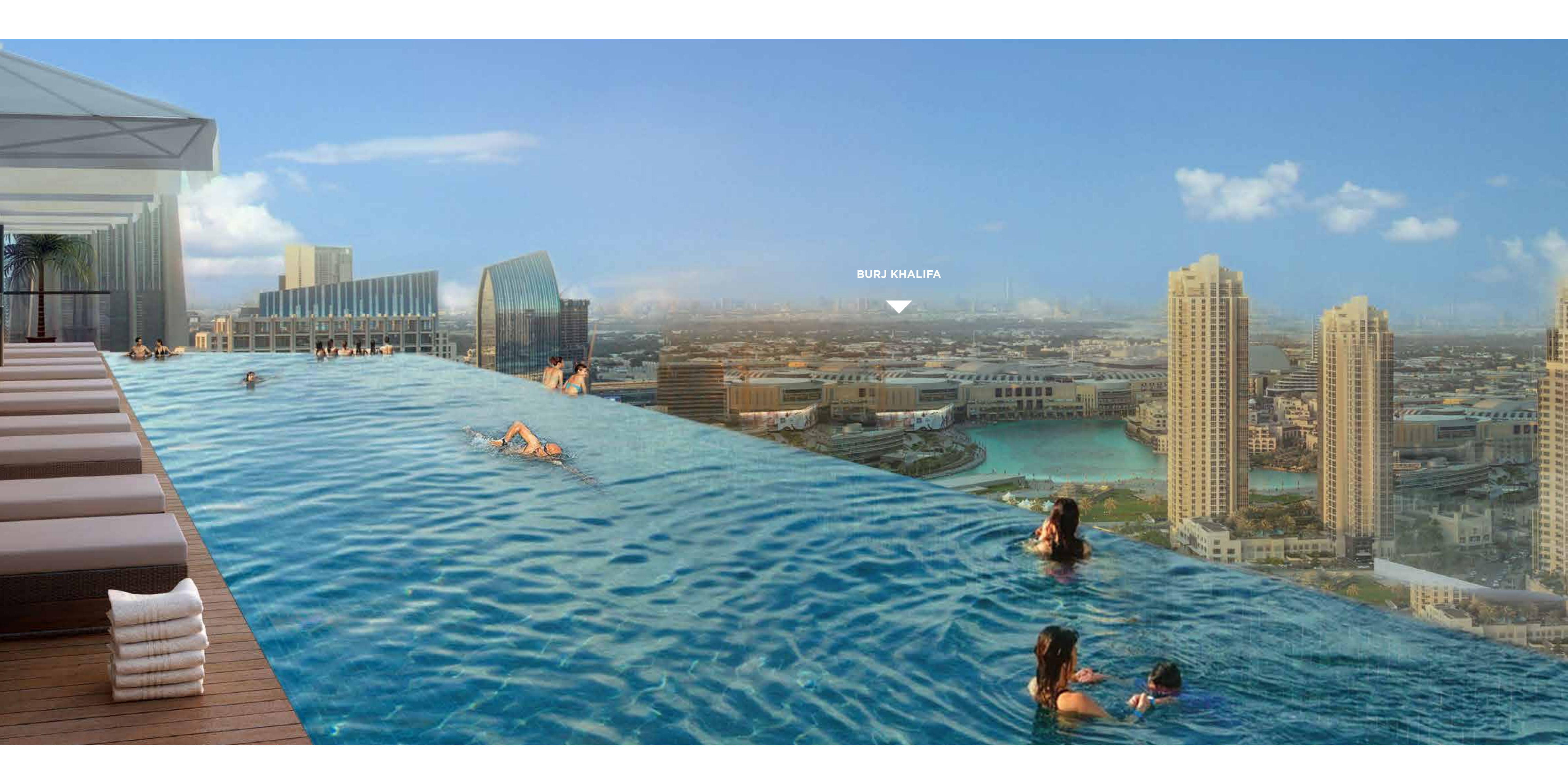
Paramount Tower

HOTEL & RESIDENCES

DUBAI

ANOTHER ICONIC
LANDMARK ON THE
DUBAI SKYLINE


Paramount Tower
HOTEL & RESIDENCES
DUBAI



BURJ KHALIFA





THE SYNOPSIS

The 65-storey tower comprises retail on the ground floor, a hotel and residences, along with an array of signature Paramount Hotels & Resorts amenities for guests and residents alike.

- Podium levels 1-10
- Hotel - levels 15-36
- Residences - levels 37-63
- Dine-in Cinema
- Rooftop infinity pool with stunning views of the neighbourhood
- Rooftop terrace with seating and planting
- Fitness and wellness centre
- Luxury spa for men and women
- Two restaurants
- Kids Studio Club
- Work Play Suites - fully equipped with lounge and meeting rooms
- The Vault - Paramount Hotels & Resorts' boutique



**“THE EXTERIOR
OF THE BUILDING
SETS THE SCENE
WONDERFULLY
FOR THE
ADVENTURE
WITHIN”**

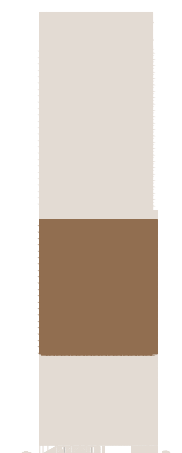


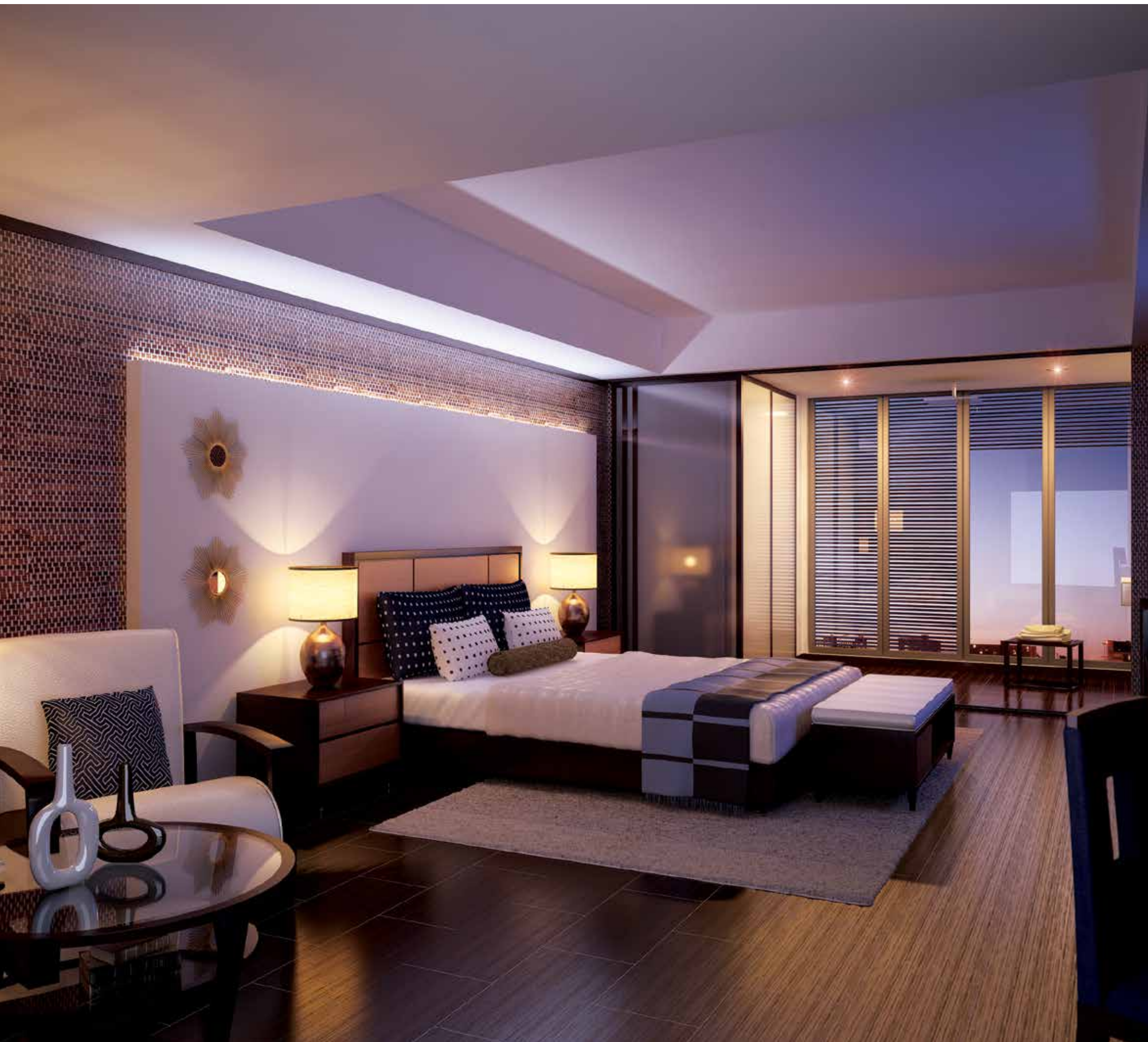
THE HOTEL

SCENARIO 1 - THE HOTEL

Floors 15 to 36.

A selection of beautiful hotel rooms and suites not only offer an incredible experience for guests but also provide the opportunity for a lucrative investment too. Tailored for comfort and to inspire creativity, rooms feature a spectacular home theatre and access to a library of Paramount Pictures films. When the credits roll, the signature bed is the grand finale to your day.





IMMERSE YOURSELF

Your own hotel room or suite represents the signature of ultimate luxury.

You'll see attention to detail in every aspect of Paramount Tower Hotel & Residences Dubai; be it the architectural finesse, thoughtful space allocation or the endless opulent appointments.

YOUR SUPPORTING CAST

A cast of thousands collaborate together behind the scenes to anticipate needs rather than react to requests.

The hospitality style is intelligent, attentive, intuitive and personal, where cast members are encouraged to improvise using their carefully honed skills to offer the highest levels of service to guests.





A HOLLYWOOD HOTELIER IN THE MAKING

SPECTACULAR BENEFITS

Invest in Paramount Tower Hotel & Residences Dubai, and you will be:

- The owner of a hotel room or luxury suite
- A shareholder in a profitable hotel business, with:
 - High annual yields
 - Capital appreciation
 - Lifestyle benefits

AN INVESTMENT THAT WORKS HARD FOR YOU

Your hotel investment will be a constant performer – giving you the ultimate in luxury when you stay and premium returns when you’re away. By being part of the unique rental pool, you can ensure your investment works hard for you.*

*Based on current market performance.

RETURN ON INVESTMENT

YEAR	2021	2022	2023	2024
AED PER NIGHT	1,424	1,512	1,585	1,620
OCCUPANCY	80%	83%	85%	90%
REVENUE PER ROOM	415,808	458,060	491,746	533,628
40% REVENUE SHARE	166,323	183,224	196,699	213,451
YIELD PERCENTAGE*	9.76%	10.80%	11.63%	12.72%
LIFESTYLE BENEFITS**	19,936	21,168	22,190	22,680
RETURN ON INVESTMENT*	11.09%	12.21%	13.11%	14.23%

40% Share of total revenue | Title deed with every unit sold
Two weeks free stay per annum | Zero service charges | Zero utility charges

*Based on initial investment of AED 1,500,000 | **Comprising of 14 nights' accommodation
NB: 2024 is a leap year.

The returns are based on a full fiscal year starting 2021. If this is not the case then the returns will move out one year.

Forecasts are for illustrative purposes only. DAMAC Properties is not liable for market and economic fluctuations that may affect your investment.



SCENARIO 1

HOTEL ROOMS

TYPICAL FLOOR DRAWING

FLOOR 15

Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 1

HOTEL ROOMS

TYPICAL FLOOR DRAWING

FLOORS 16-23

Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 1

HOTEL ROOMS

TYPICAL FLOOR DRAWING

FLOOR 24-25

Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 1

HOTEL ROOMS

TYPICAL FLOOR DRAWING

FLOORS 26-34

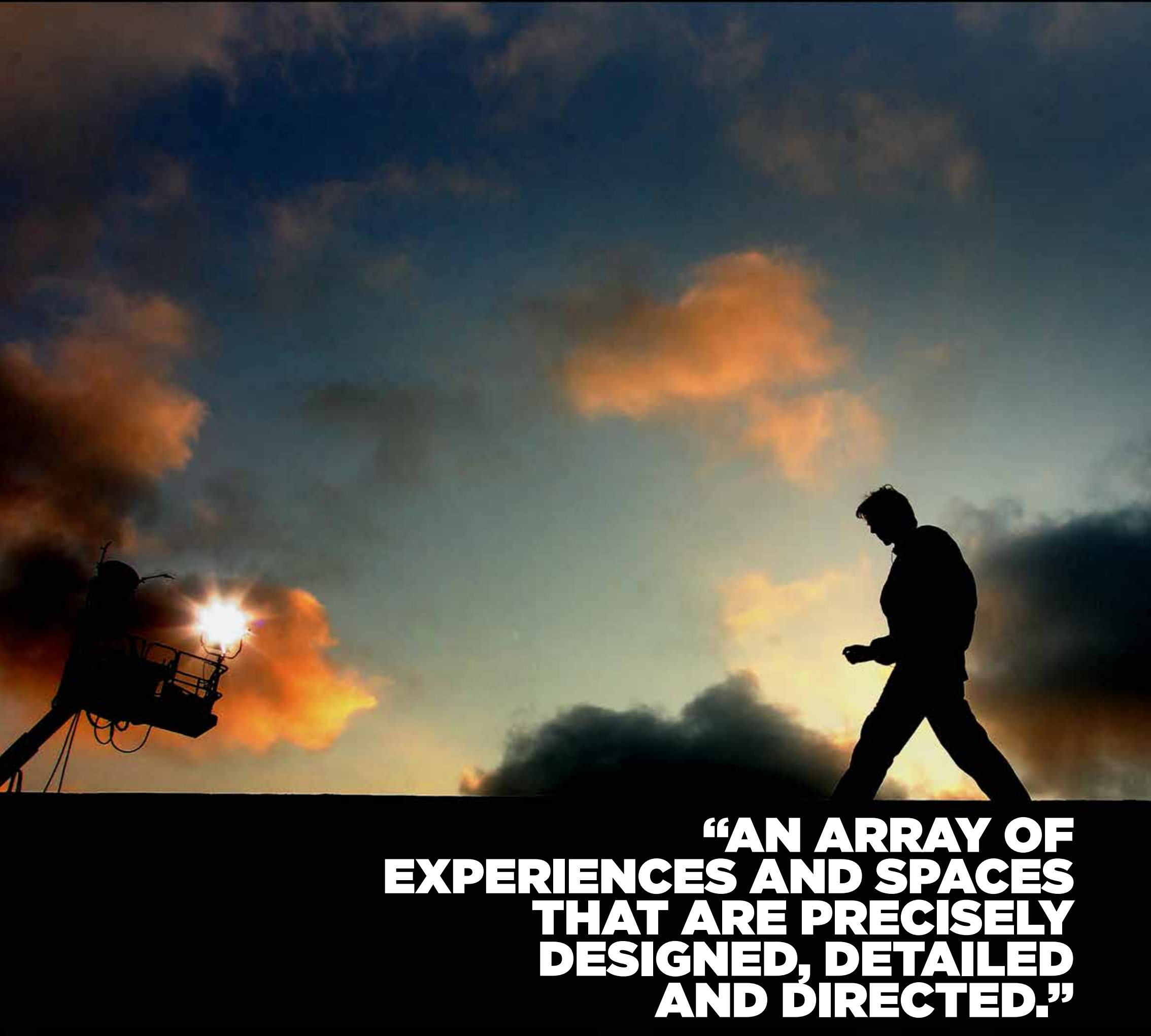
Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 1
HOTEL ROOMS

TYPICAL FLOOR DRAWING
FLOOR 35

Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



“AN ARRAY OF
EXPERIENCES AND SPACES
THAT ARE PRECISELY
DESIGNED, DETAILED
AND DIRECTED.”



THE RESIDENCIES

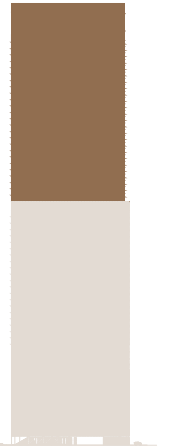


SCENARIO 2 - THE RESIDENCES

Floors 37 to 63.

The residences are for those seeking a little more room, with separate living and dining areas as well as two and three bedroom arrangements. Combining the comforts of home with the Paramount Hotels & Resorts amenities and service, should you take that option, a residence is a great investment that is easily let out if you're away.

If you'd like to take things up a notch, choose one of the two exclusive penthouses.



YOUR RESIDENCE

The set

Your apartment is beautifully finished and comes with a fitted kitchen, featuring hob, oven, refrigerator and washing machine. You can then design and furnish your own set, just as you like.





THE EXTRAS

Hotel services à la carte

You can also opt to receive the full hallmark Hollywood hotel services from Paramount Hotels & Resorts in your own home, anytime you desire.

SCENARIO 2
RESIDENCIES

TYPICAL FLOOR DRAWING
FLOOR 38

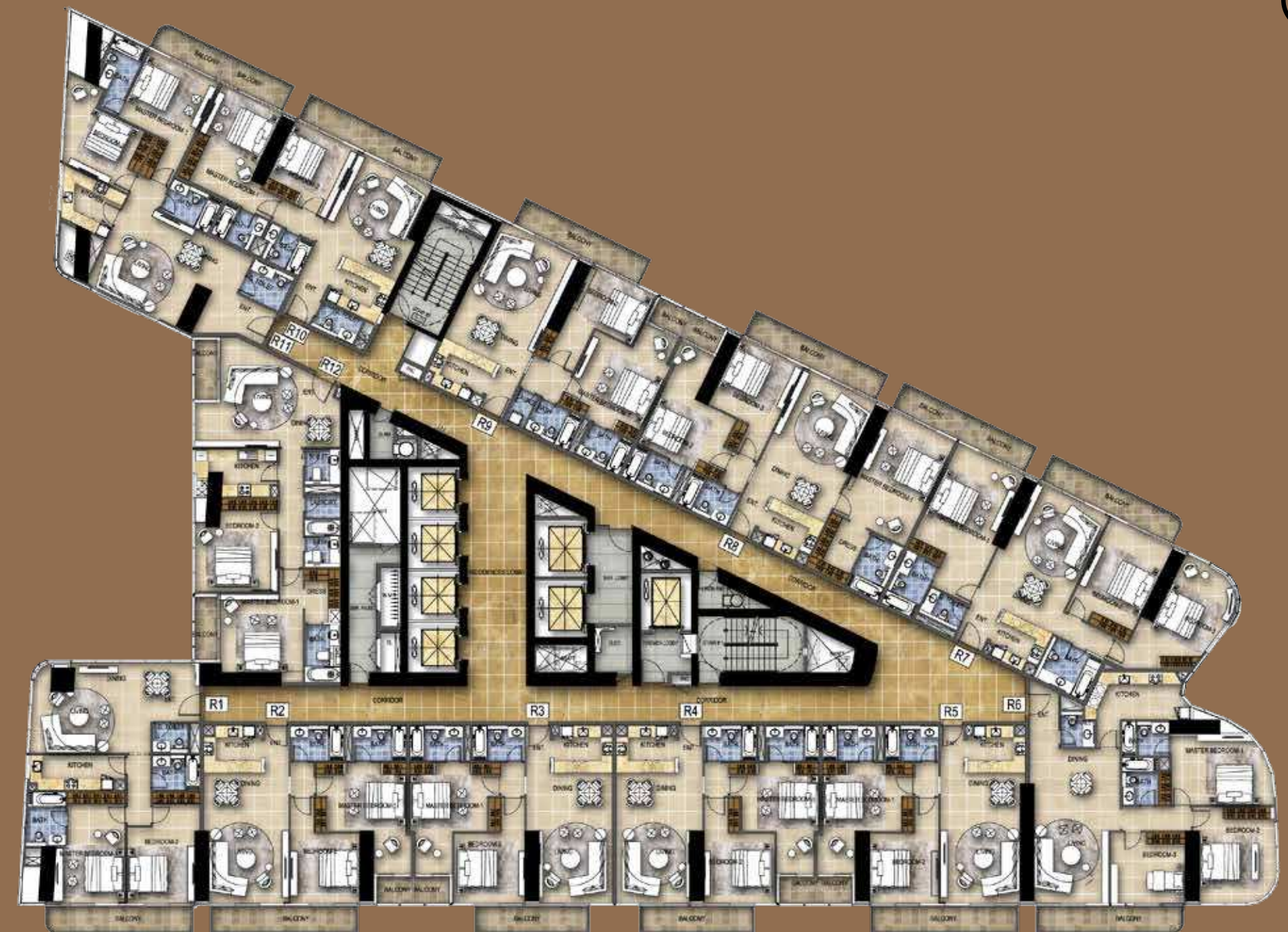
Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 2
RESIDENCIES

TYPICAL FLOOR DRAWING
FLOORS 39-46

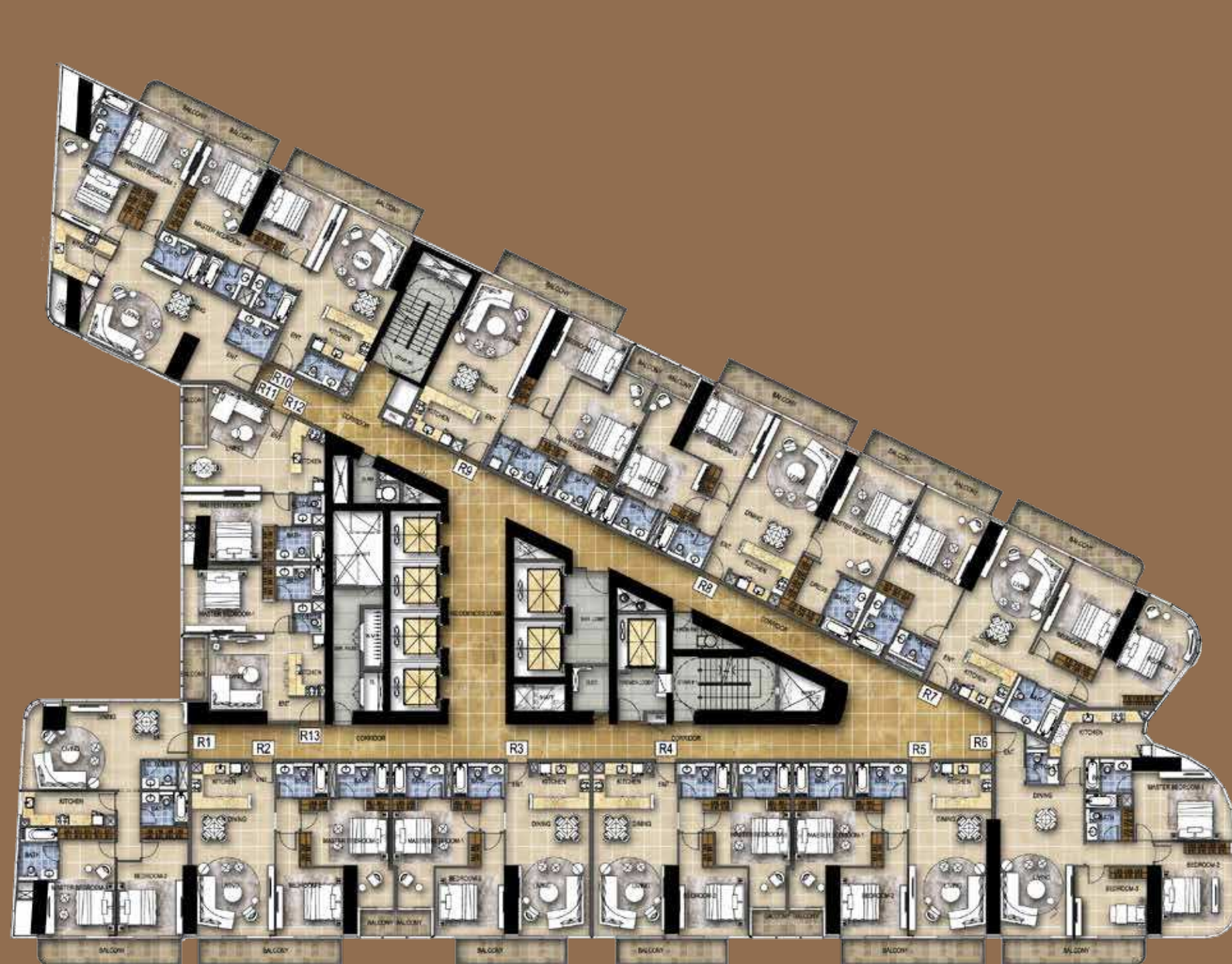
Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 2
RESIDENCIES

TYPICAL FLOOR DRAWING
FLOOR 47-56

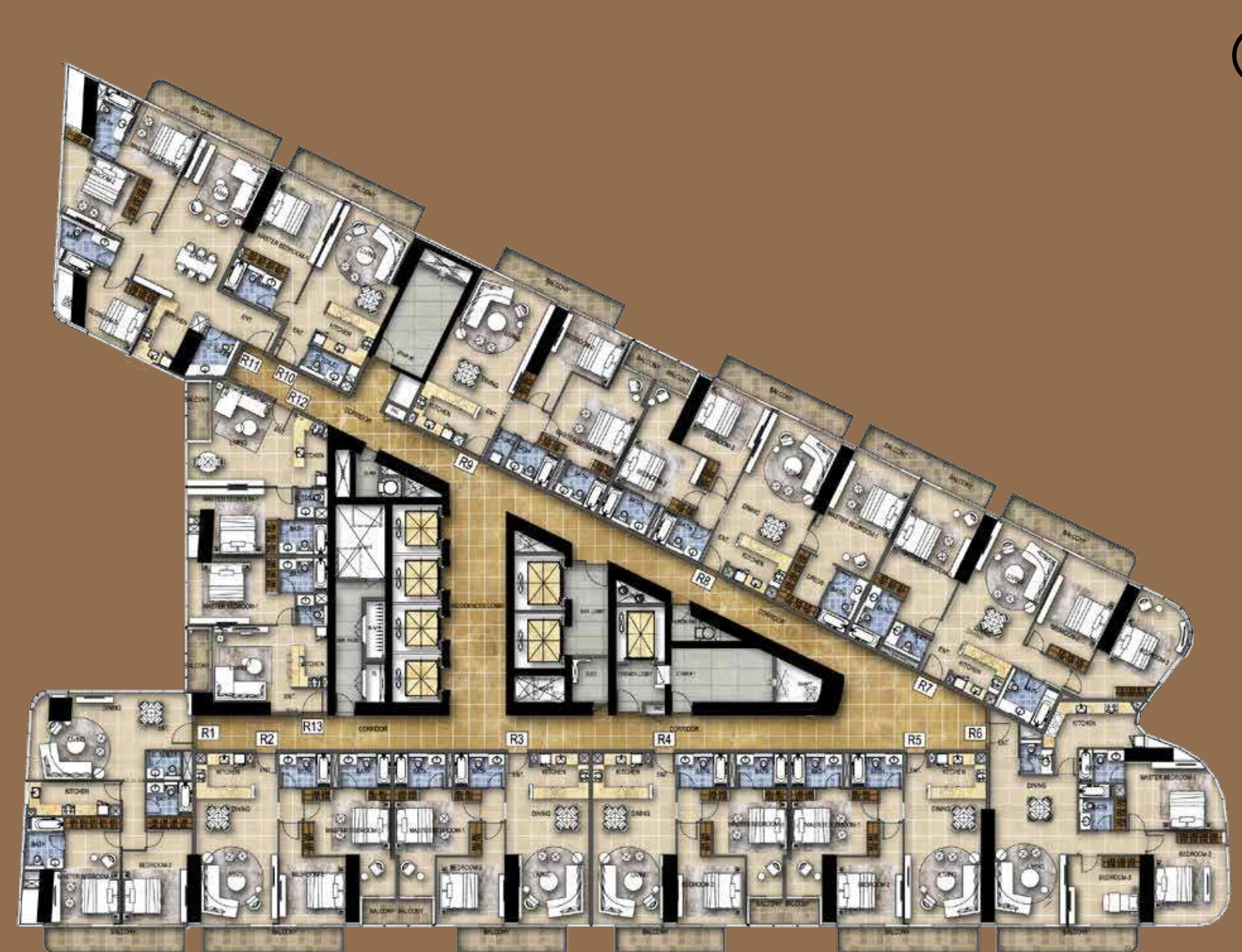
Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



SCENARIO 2
RESIDENCIES

TYPICAL FLOOR DRAWING
FLOORS 57-61

Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only.



GENERAL FEATURES AND SPECIFICATIONS

ENVIRONMENT

- Lobby with 24-hour concierge
- Gymnasium
- Swimming pool
- Elevators for all floors
- Security access control for common areas

UNIT FEATURES

- Balconies as per unit plan
- Centrally air conditioned
- Television and telephone connections points
- Wardrobes in bedrooms
- Double glazed windows
- Ceramic tiled floors throughout
- Painted plastered walls and soffit
- Fitted kitchen with laminated cabinets and stone countertops, hob, oven, kitchen hood, washing machine and refrigerator
- Fully tiled bathrooms, en-suites and guest toilets, wherever applicable
- Shower or bath tub with handle and shower in each bathroom
- Vanity units and mirrors



QUIET.... SILENT....
AAAAAND ACTION!!



RED CARPET DINING

| SCENE 1 | EAT

An important part of every guest's journey, and an alluring form of entertainment in its own right, is the exceptional dining experience at Paramount Tower Hotel & Residences.

Contemporary, timeless, and memorable; these are the themes across our two restaurants, where world-class chefs and emerging talents from California present inspired menus.

DINE-IN CINEMA

| SCENE 2 | WATCH

A social centrepiece of every Paramount Hotels & Resorts property is an intimate projection-screen cinema. Modelled on the professional screening rooms in The Studios at Paramount, each cinema will offer reserved seating in luxury chairs as well as food and beverage service.





INTO INFINITY

| SCENE 3 | DIVE

The rooftop infinity pool is a stunning setting in which to take a relaxing dip. With striking light changes throughout the day, the pool provides an ever changing scene from which to enjoy the most dramatic views of the neighbourhood and of course, the world's tallest building is a sight to behold.

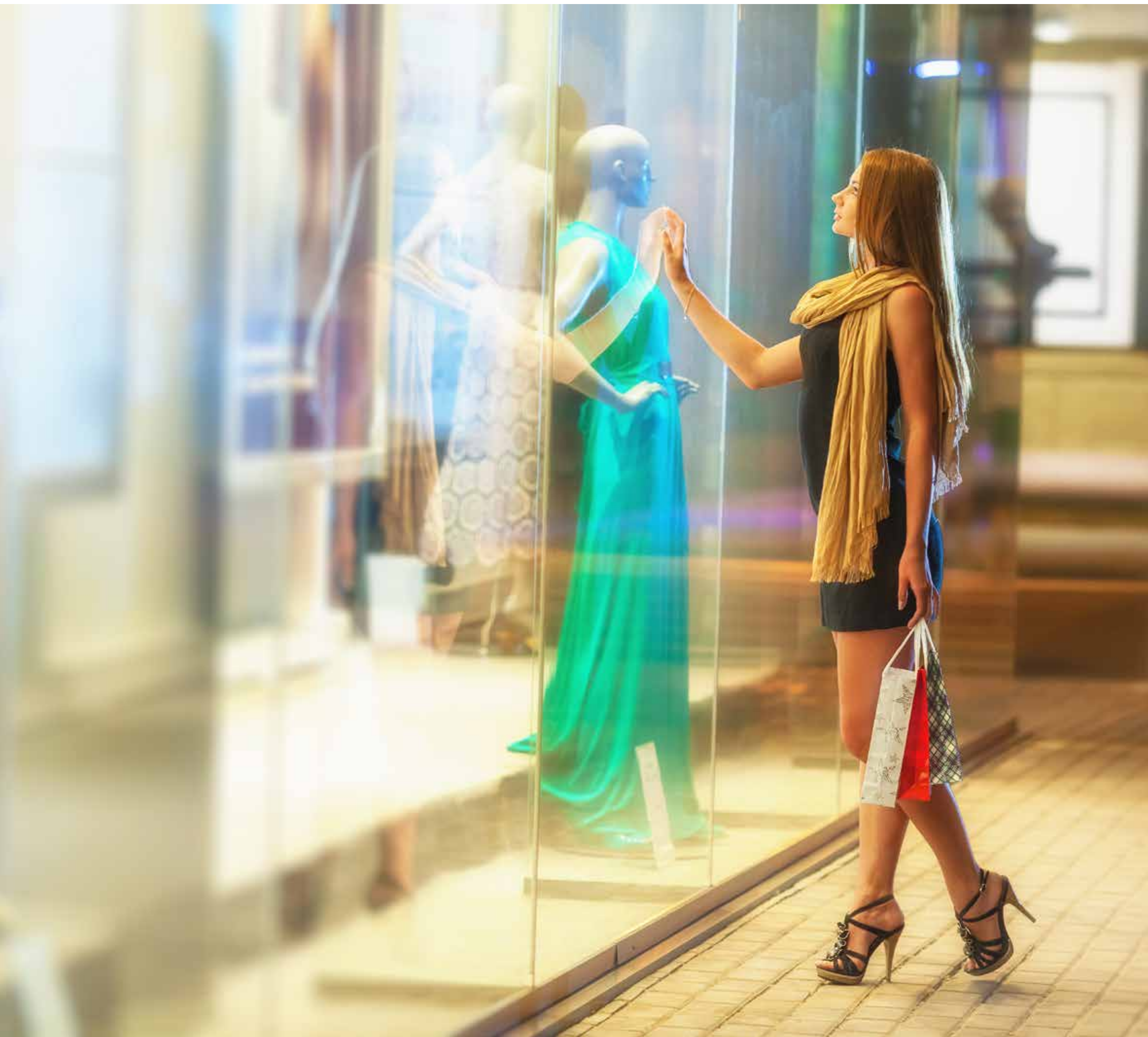
WEST COAST STYLE WELLNESS

| SCENE 4 | RELAX

The Paramount Hotels & Resorts brand of fitness and wellness offers not only cutting-edge facilities and design, but an entertaining and interactive experience.

Paramount Tower Hotel & Residences partners with personal trainers, yoga teachers and skin-care specialists to the stars to create exclusive, customised programmes, activities and products not available anywhere else.





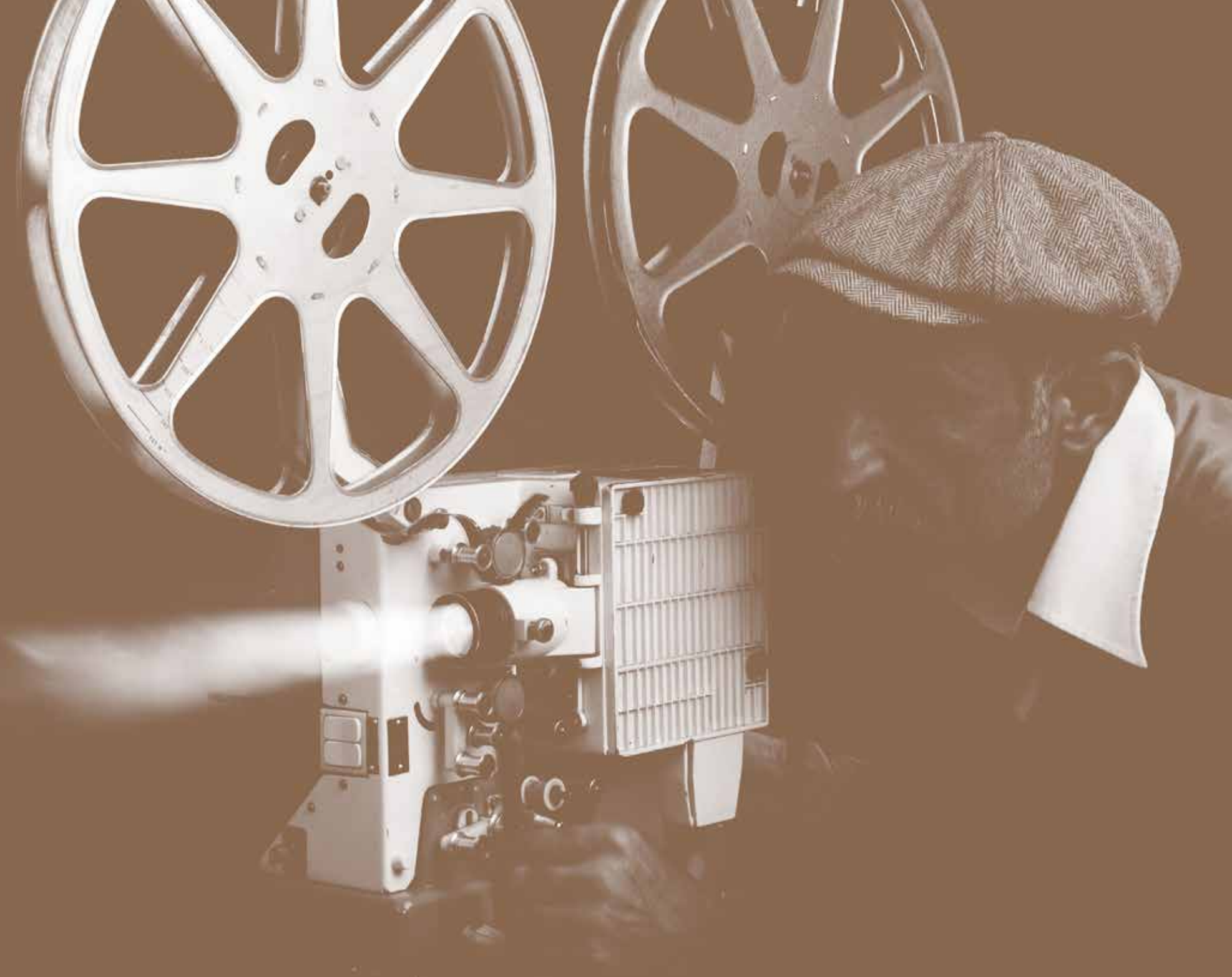
THE VAULT

| SCENE 5 | SHOP

Paramount Hotels & Resorts' retail offering is the perfect combination of global luxury and California cool, inspired by the classic Rodeo Drive. All of the brands and products at The Vault will be carefully selected and curated to ensure they deliver the cachet and sensibility that guests expect from Paramount Hotels & Resorts.

Relevant international luxury brands will mix with authentic local and regional experiences such as art galleries, artisan services or antiques sellers to provide a meaningful sense of place.

CREDITS





SET IN DUBAI

The city of dreams

Ranked one of the happiest¹ countries in the region, the UAE, and specifically Dubai, is a hugely popular tourist and investment destination.

The world's busiest and largest airports, along with state-of-the-art infrastructure, will allow Dubai to have comfortably received and accommodated over 15 million visitors by the end of 2015, which is anticipated to rise to 25 million in 2020, when the emirate hosts the acclaimed World Expo. It's believed that by the time of the mega event, nearly \$7.1 billion will have been invested in new hotel projects.²

Over the next five years, there will be an anticipate AED 159 billion in income from travel and tourism with projected growth in this sector of between 7% and 9%. Home to over 200 nationalities, welcoming of multiple world cultures, tax-free and with year-round sunshine, the city is set to go from strength to strength.

¹ UN World Happiness Report (April 2015)

² Dubai Statistics Center (June 2015)

DIRECTED BY:

DAMAC - Live the luxury

The superior design and details of DAMAC developments are a result of working with the finest craftsmen and women as well as partnering with some of the of most prestigious fashion and lifestyle brands to bring new and exciting living concepts to the market. Projects include a Tigers Woods designed golf course, luxury apartments with interiors by Italian fashion house Versace, luxury residences with interiors by FENDI, uniquely conceptualised properties in collaboration with Paramount Hotels& Resorts to offer serviced living at it most opulent, and Bugatti-styled villas providing the true expression of luxury living.

To date, DAMAC Properties has completed 14,375 units and currently has a development portfolio of over 37,000 units at various stages of planning and progress. DAMAC Properties' hospitality portfolio will extend to reach around 13,000 hotel rooms, serviced hotel apartments and serviced villas.*

With prestigious projects spanning the entire Middle East, the DAMAC brand is synonymous with quality and luxury.

*Figures as of 30th September 2015.

