



***DAMAC  
TOWER***

— NINE ELMS \ LONDON —

interior design by

**VERSACE**  
HOME



## WHY INVEST IN LONDON?



The city presents a cosmopolitan safe haven amidst a backdrop of global and political instability

The market is underpinned by a fundamental lack of supply versus demand

The UK has a strong legal structure and robust asset protection

The City of London is the world's leading financial district

The UK offers a world-class education system and London has some of the best schools and colleges

The city has four main airports in close proximity and is centrally located between Asia and America

# WHY NOW?



Global safe haven asset



Mortgage rates at all time low -  
BOE base rate is currently 0.1%\*



Pound low against the dollar  
(USD 1.23 / HKD 9.54)\*



2% stamp duty on property investment applicable from 1 April 2021



Change in UK immigration rules when National Security Law is imposed in HK

- Holders of British National Overseas Passports could extend stay for 12 months
- Immigration rights may be granted including the right to work

# WHY DAMAC?



**29,000\***  
Homes delivered



**33,000\***  
In planning and development



USD  
**653.06mn**  
Booked sales for Q1-Q3 2019



**50mn+**  
Square feet of development underway



**500+**  
Events in 2019

DAMAC Properties is one of the leading luxury developers in the Middle East and has been consistently delivering iconic, Award-winning designs and the highest quality since 2002.



## THE FIRST BRANDED RESIDENTIAL TOWER IN EUROPE BY VERSACE HOME

WORLD-CLASS DESIGN TEAM

INTERIOR DESIGN: VERSACE HOME

LEAD ARCHITECT: KOHN PEDERSON FOX

Designers of the International Commerce Centre  
(the world's 6th tallest building) and Landmark Mandarin  
Oriental Hotel, Hong Kong.

# LOCATION

ST JAMES' PARK

HOUSES OF PARLIAMENT

LONDON EYE

ST PAUL'S CATHEDRAL

THE GHERKIN

THE SHARD



# NEAREST LANDMARKS







## **NORTH TOWER**

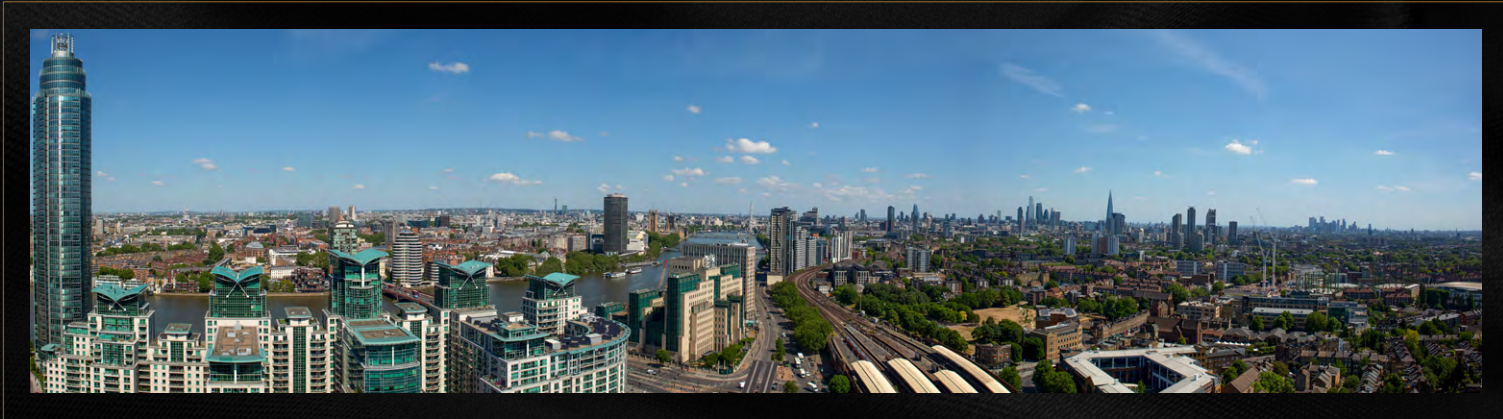
- 50 STOREYS (2B + G + 4P + 50 + Roof)
- 360 LUXURY APARTMENTS
- PRIME LOCATION
- 8,010-SQFT COMMUNAL GARDENS
- WORLD-CLASS AMENITIES



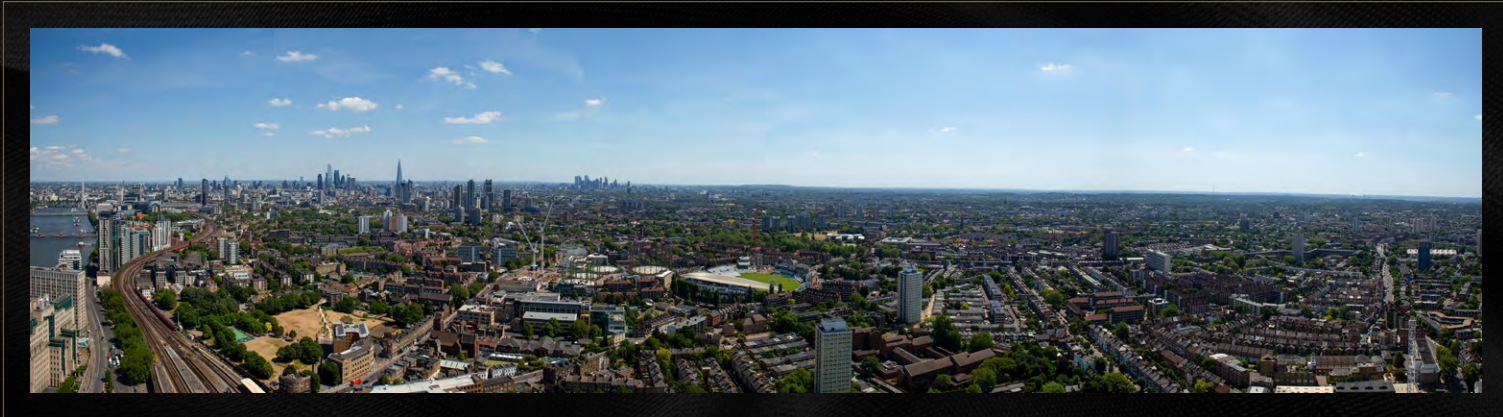
Exclusive  
**27,550 sqft**  
of World-Class Amenities  
on the 23<sup>rd</sup> & 24<sup>th</sup> Floor

(Includes Landscaped Area)

**ACTUAL VIEWS**



View from the 25th floor (North facing)



View from the 43th floor (East facing)

**ACTUAL VIEWS**



View from the 48th floor (North & South facing)



View from the 43rd floor (East & South facing)

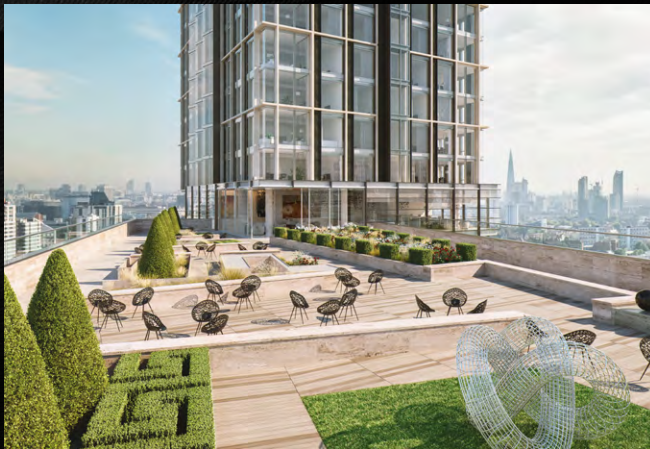
SPACIOUS LOBBY



RESIDENTS' LOUNGE



ROOF GARDENS



CINEMA



SWIMMING POOL



JACUZZI



CHILDREN'S PLAY AREA



GYMNASIUM



LIVING ROOM



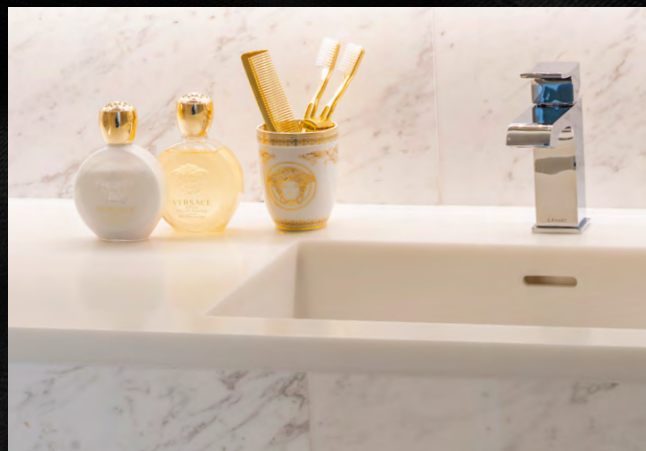
DINING AREA



BEDROOM



BATHROOM



# APARTMENT FEATURES

## INTERIOR FINISHES – GENERAL AREAS

- Timber entrance doors
- PU finish skirting
- Wood flooring to the living and kitchen areas
- Feature stone flooring to hallway
- Polished stainless steel finish door fittings throughout walls, ceilings and coving finished in white matt paint

## KITCHEN

- Lacquered unit doors to match overall theme
- Custom design built-in cupboards
- Composite stone worktop with glass splash-back
- Stainless steel recessed sink with single lever mixer
- Feature lighting below high-level cupboards and kitchen island (where applicable)
- Integrated appliances, including:
  - Oven
  - Microwave
  - Touch-control four-ring induction hob with extractor
  - Integrated dishwasher
  - Integrated fridge / freezer
  - Built-in wine cooler and coffee machine for units where size permits

## UTILITY CUPBOARD

- Bespoke PU finish joinery doors
- Combination washer / dryer
- Tiled flooring

## MASTER BEDROOM

- Fully-fitted wardrobes with PU finish and internal light wood flooring
- Designer wallpaper for the feature wall in units with two or more bedrooms

## GUEST BEDROOM

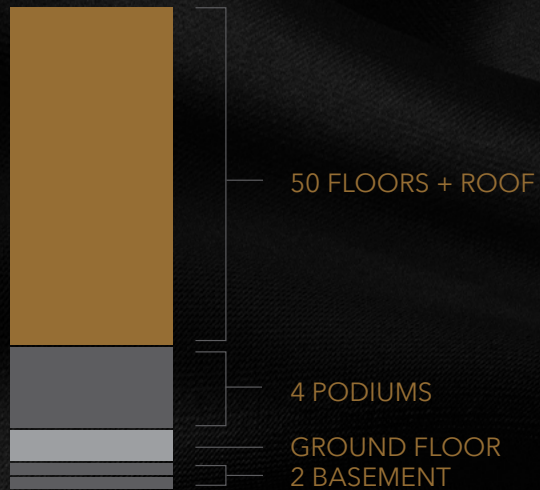
- Fully-fitted wardrobes with PU finish
- Wood flooring





# NORTH TOWER SPECIFICATIONS

## BUILDING CONFIGURATION



## UNIT TYPES

Studio, 1, 2 & 3 BR & Penthouses (5BR)

## KITCHEN

Fitted

## OWNERSHIP

Leasehold: 999 Years

## TOTAL UNITS

360

## COMPLETION DATE

April 2021

## ELEVATORS

4 Passenger & 1 Goods

## PARKING

Separate Negotiation

## FLOOR TO CEILING HEIGHT

2.60 Metres

**UNITS / FLOORS**

<b>LEVEL</b>	<b># UNITS</b>
4-16	10
17	9
18-23	7
25-36	9
37-40	7
41-47	5
48-50	4

## EXCLUSIVE PRE-RELEASE PRICES

UNIT NUMBER	TYPE	AREA	PRICE IN GBP
5/504	STD	555 SQ.FT	£903,435
11/1103	STD	523 SQ.FT	£889,865
19/1903	1 BR	634 SQ.FT	£1,087,499
19/1905	1 BR	689 SQ.FT	£1,240,974
25/2504	2 BR	869 SQ.FT	£1,477,623
31/3101	2 BR	1105 SQ.FT	£2,237,463
31/3102	2 BR	1108 SQ.FT	£2,270,396
35/3504	2 BR	879 SQ.FT	£1,581,984
41/4105	3 BR	1587 SQ.FT	£3,492,434
47/4702	3 BR	1811 SQ.FT	£4,527,350

# PAYMENT PLAN

BOOKING AMOUNT

**£10,000**

IMMEDIATE

**10%**

WITHIN 21 DAYS

**10%**

6 MONTHS FROM  
EXCHANGE OF CONTRACTS

**80%**

ON COMPLETION

COMPLETION APRIL 2021



## PAYMENT PLAN

DESCRIPTION	%	MILESTONE EVENT
Booking Amount	10,000 GBP	Immediate
1st Installment	10%	within 21 days
2nd Installment	10%	6 months from exchange of contracts
3rd Installment	80%	on completion

***DAMAC***

DISCLAIMER

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