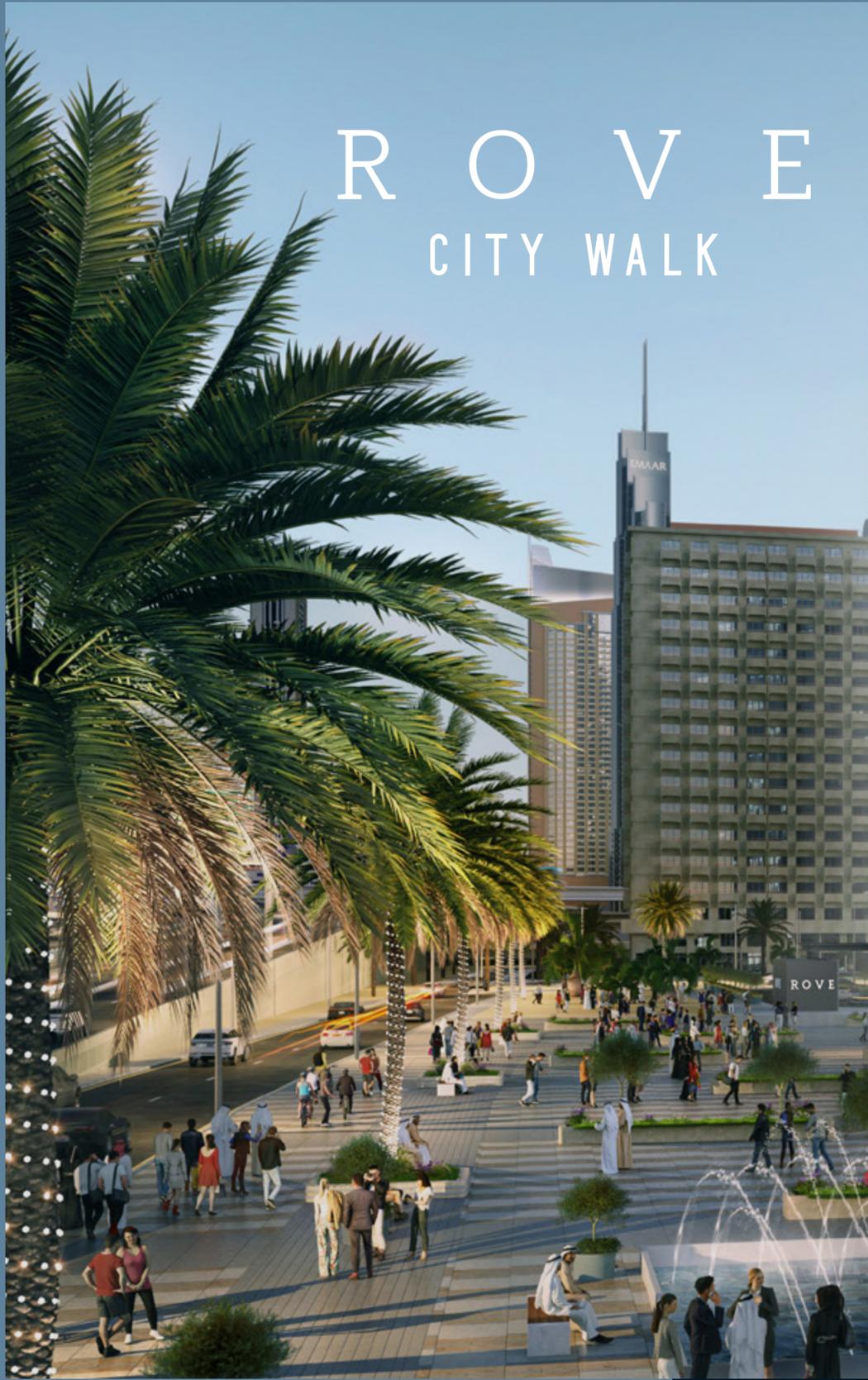


ROVE

CITY WALK





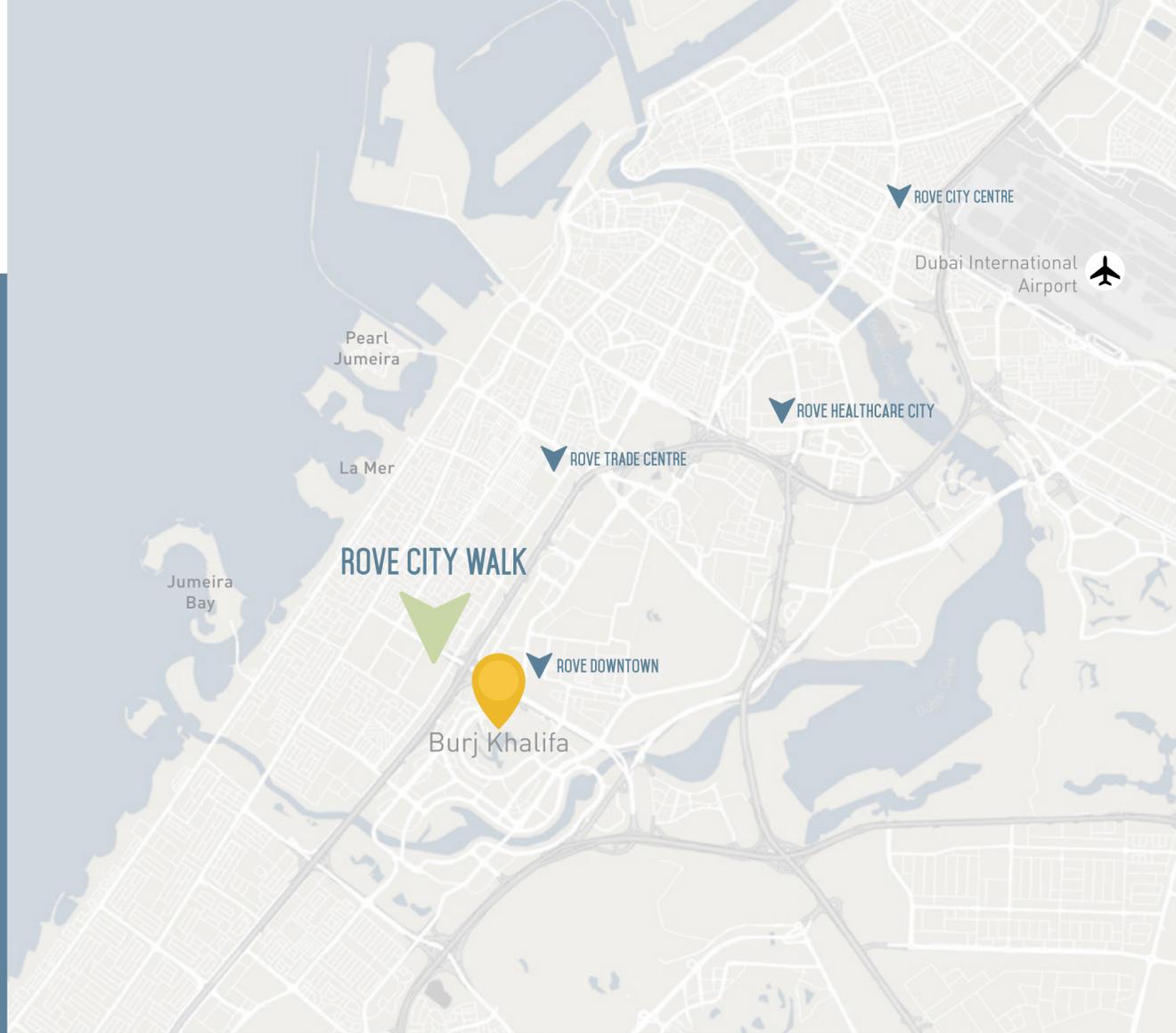
Introducing Rove City Walk, the premier
Hotel Room Investment Product with returns up to

8%*



*Normalized returns – Terms and conditions apply

**A GREAT OPPORTUNITY
TO INVEST IN DUBAI**



Rove City Walk will be ideally located in the dynamic district of City Walk, making it the perfect location for tourists and business travellers alike.



Situated in City Walk



10 minutes to The Dubai Fountain



Directly opposite Coca-Cola Arena



10 minutes to Dubai Opera



5 minutes to Burj Khalifa & Downtown Dubai



10 minutes to La Mer in Jumeirah



5 minutes to The Dubai Mall



15 minutes to Dubai Int' Airport

LOCATED AT
THE EPICENTRE





#FAMILY

REVEL IN CHIC COMFORTS

Rove City Walk promises modern sophistication. Guests can benefit from:



Co-working spaces



Self-service laundromat



Pool & gym



Exclusive cafés and restaurants around the area



#RELAXATION





RETURN ON INVESTMENT

Investors benefit from:

40% Revenue Share* ** ***

Returns up to **8%***

Free two-week stay every year for life**

50% discount on room bookings and F&B across Rove Hotels**

Attractive price point of **AED 772,888**

*Normalised returns

** Terms and conditions apply

*** Revenue Share terms and conditions apply



#MEET





#ROVEHOTELS



MADE FOR THE URBAN EXPLORER

Rove Hotels is a contemporary brand that reflects the pulse of modern Dubai. Designed as a cosmopolitan and smart cultural haven, it caters to the new-generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings.



7 Operating hotels



300 Average number of rooms



6 Hotels under development

#DINE



INVEST IN DUBAI'S THRIVING TOURISM SECTOR

Dubai's tourism sector is one of the most flourishing in the world and has shown a near startling growth. Rove City Walk presents an excellent opportunity to invest in its hospitality sector.

In the top 10 most visited cities in the World in 2018

The most visited City in the World by 2025

16.73mn Int'l Guests Jan – Dec 2019

Ready to welcome millions of visitors to Expo 2020

Global acclaim for Government's decisive response and economic recovery during pandemic

USD 537 p/day Avg. Tourist Spend

Top visitor nationalities India, KSA, UK, Oman and China

15mn+ Covid-19 vaccine doses & 58mn+ tests administered in UAE to date

Sources: Emirates News Agency, CNN, The National, Gulf News, Gulf Business, Classy Dubai, NCEMA UAE



#EXPLORER



ROVE CITY WALK RETURN ON INVESTMENT

YEAR	2022	2023	2024	2025	2026
Average Daily Rate ⁽³⁾⁽⁴⁾ [AED per night]	403	432	445	458	472
Occupancy ⁽⁵⁾	74%	84%	84%	84%	84%
Revenue Per Annum / Per Room	109,033	132,572	136,923	140,646	144,865
40% ⁽⁶⁾ Room Revenue Share (Net)	43,613	53,029	54,769	56,258	57,946
Estimated Yield (%)	5.9%	7.2%	7.5%	7.7%	7.9%
Lifestyle Benefits ⁽⁷⁾	5,640	6,043	6,224	6,411	6,603
Return on Investment	6.7%	8.0%	8.3%	8.5%	8.8%

Disclaimer:

- (1) The return on Investment is based on Per Key Selling Price excluding Taxes (VAT) & DLD Fees
- (2) The hotel is expected to begin operations in September 2021. 2022 is assumed as first full year of Hotel Operations
- (3) ADR excludes Service Charges, Municipality Fees, Tourism Dirhams Fees and VAT
- (4) ADR in 2022 based on YTD 2018 Rove Downtown with 3% inflation
- (5) Stabilised occupancy based on YTD 2018 Rove Downtown
- (6) 40% of Room Revenue is after deduction of 2% of Room Revenue towards Sinking Fund for Renovation Capex (T&Cs Apply)
- (7) Two weeks free stay per annum, subject to availability

EXPLORING WITHOUT BORDERS



FOR MORE INFORMATION ON ROVE CITY WALK,
please call 800 36227 (UAE) or +971 4 366 1688 (International) or talk to
our Property Advisor directly at +971 4888 8844 from 9am to 7pm (GST), Sunday to Thursday.

Visit our online sales centre at emaar.com or any of our Sales Centres across the UAE.

DUBAI

Emaar Sales Centre | Downtown Dubai
Dubai Hills Estate Sales Pavilion | Umm Suqeim Road
Dubai Creek Harbour Sales Pavilion | Ras Al Khor
Emaar South Sales Centre | DWC Peripheral Road

ABU DHABI

Emaar Sales Centre | Al Nahda Tower, Ground Floor, 4th St, Corniche, Al Muroor Rd
9:30am to 7pm Saturday - Thursday
Friday from 2pm to 7pm
(all locations except the Abu Dhabi Sales Centre)