

DEYAAR A Real Estate Pillar

Established in 2002 with a paid up capital of AED 18.38 million, Deyaar has grown exponentially over the past decade to become one of the leading real estate development companies in the region, with a share capital of AED 5.78 billion following its IPO in May 2007. While Deyaar is one of the largest developers at Dubai's Business Bay, its real estate ventures span major growth corridors and prime locations in Dubai, including Dubai Marina, Al Barsha, DIFC, Jumeirah Lake Towers, IMPZ, Dubai Silicon Oasis and TECOM.

The company's current project portfolio includes iconic residential and commercial tower developments. The firm's international footprint spreads over Lebanon, Turkey, the United States and the United Kingdom, with upcoming expansions into Saudi Arabia, Qatar and India.

Deyaar's operations are divided across four key business units – Property Development, Property Management, Facilities Management and Owners' Association Management. Through these teams, Deyaar aims to maximise investor profits, provide customers with the highest level of service in the industry and deliver real solutions that truly enhance the value of their investments.



www.deyaar.ae
800 - DEYAAR (339227)



**FIFTY
@ ONE**
BUSINESS BAY
COMMERCIAL TOWER



Dubai
where the
world is doing
business

It offers a unique business infrastructure which meets even the highest requirements.



Dubai is fast taking on the mantle of the world's business hub. Its convenient location, sound infrastructure and state-of-the-art facilities are attracting the attention of business professionals across the globe.

- Its strategic location provides easy access to markets covering the Gulf States, Middle East, CIS, East Africa and the Asian sub-continent.
- It enjoys rapidly growing domestic market.
- A fast developing manufacturing sector producing an extensive range of products.
- Modern port and airport facilities, unrivalled in the region in terms of size, flexibility and efficiency.
- Well-equipped shipping and transportation and a dynamic financial sector.



Business Bay

Dubai's exclusive business district



Business Bay is a dynamic, modern business location in the heart of Dubai, designed to cater to the specific needs of business professionals.

- A commercial and residential district, Business Bay will cover an area of 64 million square feet.
- Business Bay has office and residential towers, a landscaped layout, attractive canals and a network of roads for easy access and exit.
- Located next to Downtown Dubai (Burj Khalifa), Business Bay will extend along a new creek from the edge of Dubai Creek (Ras Al Khor) all the way to the coast.



51@ Business Bay



51 The number that spells success

When your business card flashes the number 51, it shows the world you call the shots. 51- the number that has the majority equity. In business. In stature.

For the Premier Corporate Lifestyle

A state-of-the-art commercial tower, 51@ Business Bay is a perfect harmony of elegance, functionality and convenience.

- 164 stylish and spacious office spaces
- 21 Storeys including podiums
- Access to business and commercial facilities
- First-class amenities
- Overlooking landscaped area
- Breathtaking lake views





Ultra modern Facilities

To make business run smoothly, we have equipped 51@ Business Bay with the best facilities.

- 24-hour manned security
- Emergency lighting system
- High speed Internet connectivity
- Closed circuit TV system
- Public address system
- Backup power system
- District cooling
- 4 levels of basement and 3 levels of podium parking





Impeccable
ambience

Lobby

The lobby at 51 is extremely impressive.

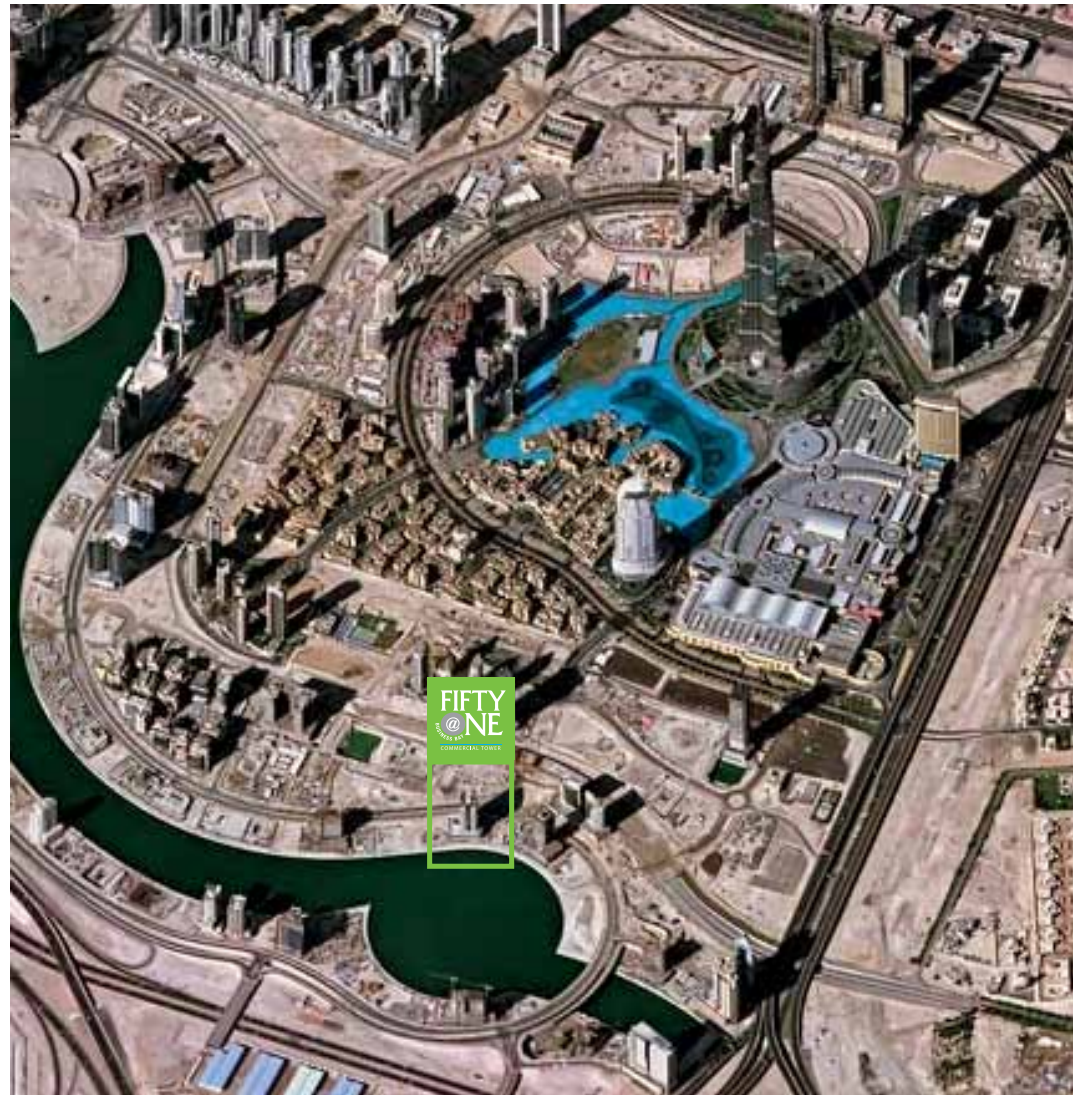
It is approximately 2,896 sq.ft. and is 3.8 meters high.

First impressions matter. The imposing lobby at 51 is the perfect start.



Retail

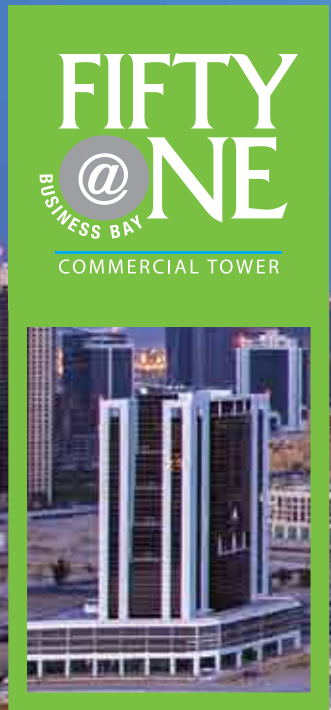
Spread across approximately 10,390.25 sq.ft. of retail area, the shopping arcade has well-appointed shops, lined with shelves that are stacked with the best merchandise the city has to offer.



At the Heart of Business

In the fast-paced business world, prime location has become more crucial than ever. Strategically located in the region's business capital, **51 @ Business Bay** is practically within easy reach.

- Off Sheikh Zayed Road
- 5 minutes walk from Dubai Mall
- Easy access from Al Khail Road
- Close to the world's tallest tower, Burj Khalifa
- Close proximity to prime commercial centers and hotels



Lake view

We promise
We deliver



May 2006



Nov 2008



Feb 2009

Delivering excellence

Deyaar takes pride in efficiently building and successfully delivering an impressive portfolio of iconic projects. From planning and design stage to actual execution, every Deyaar development undergoes stringent quality measures - ensuring only the very best is delivered to customers.



May 2009



July 2009



Oct 2009



Dec 2009



Sep 2010



Dec 2010



April 2012