

# INVESTOR PRESENTATION

Q3- 2024



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The Presentation is on the date hereof.



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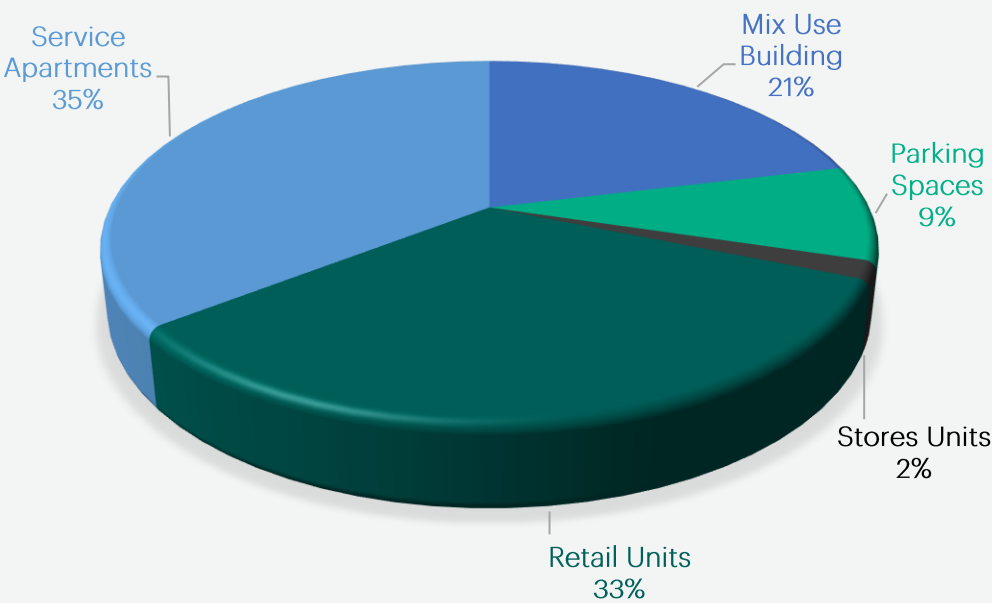
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# 1. KEY HIGHLIGHTS

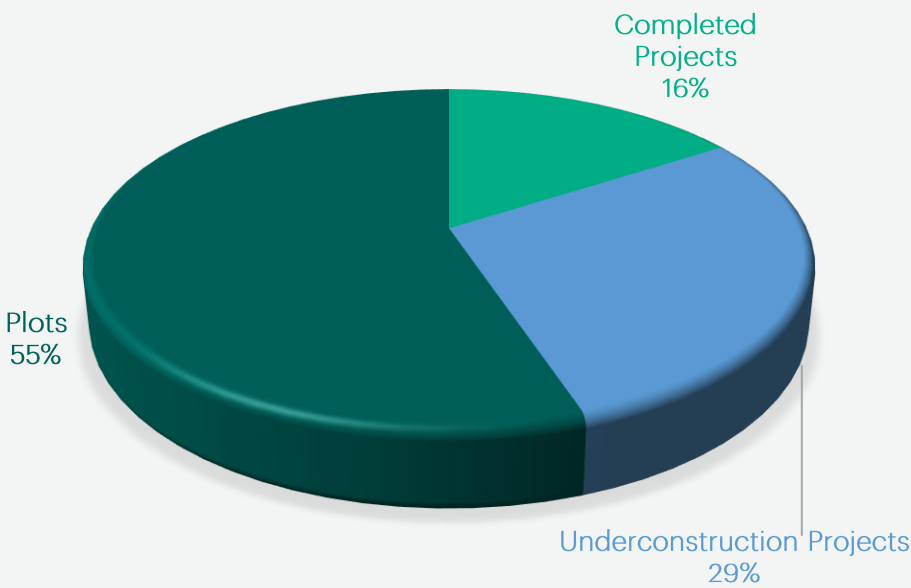
<b>Revenues (YTD) +11%</b>	<b>Pre-Tax Net Profit (YTD) +47%</b>	<b>EBITDA (YTD) +39%</b>
AED 1,040.5 Mn (YTD Sep'23 : AED 939.8 Mn)	AED 348.8 Mn (YTD Sep'23 : AED 237.5 Mn)	AED 314.9 Mn (YTD Sep'23 : AED 226.6 Mn)
<b>Total Assets (YTD) +6%</b>	<b>Cash &amp; Bank balance</b>	<b>Debt/Equity Ratio</b>
AED 6,815.2 Mn (As of Sep'23: AED 6,284.2 Mn)	AED 1,775.9 Mn (As of Sep'23: AED 1,171.9 Mn)	10% (As of Sep'23: 14.5%)
<b>Earnings Per Share</b>		
Fils 7.51 (YTD Sep'23 : Fils 5.43)		

# REAL ESTATE INVESTMENT PROPERTIES



Deyaar Real Estate Investment properties are carried at a fair value of AED 871.9 million as of Q3'2024.

# ASSETS HELD FOR SALE AND DEVELOPMENT



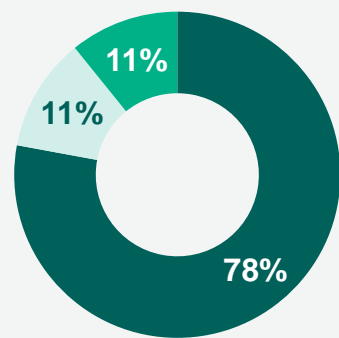
Deyaar Assets held for sale are valued at AED 999.3 million as of Q3'2024 (carried at Lower of Cost or Net Realizable Value).

# KEY FINANCIAL HIGHLIGHTS YoY – 2024 vs 2023

## Gross Revenue Mix by Segment (YoY)

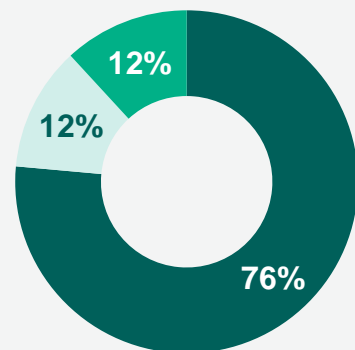
YTD Sep'2024 (A)

- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



YTD Sep'2023 (A)

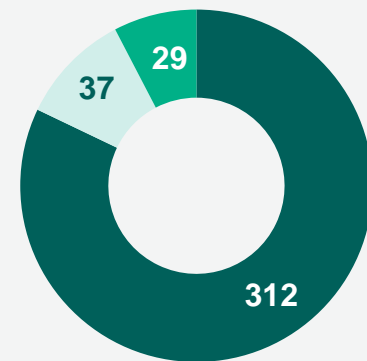
- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



## Gross Revenue (AED Mn) by Segment (Q3'24 vs Q3'23)

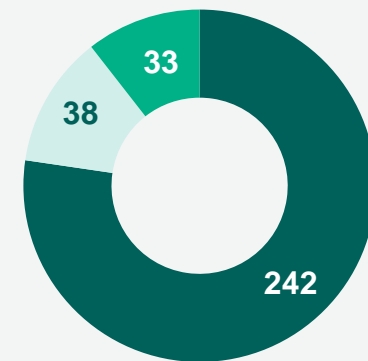
Q3'2024 (A)

- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



Q3'2023 (A)

- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



Key Highlights:

Q3' 2024 (A) Gross Revenue has increased due to increased sales and construction progress in ongoing projects.  
Pre-tax Net Profit for Q3'2024 (A) is AED 146.2 Mn compared to AED 119.0 Mn in Q3'2023 (A)



## 2. DEYAAR STRATEGIC PLAN



# DEYAAR STRATEGIC PLAN

## PROPERTY DEVELOPMENT

### Objective

- Achieve an average annual turnover of AED 2 billion over the next five years
- Increase the land bank through strategic acquisitions to ensure a steady pipeline of future developments
- Diversify into new asset classes, such as townhouses and villas, to cater to a broader customer base
- Create exceptional value for customers to enhance brand image and build long-term loyalty



# DEYAAR STRATEGIC PLAN

## PROPERTY DEVELOPMENT

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### Action Plan

- Launch projects in next 2 years on remaining land banks.
- Explore opportunities for Villa project community to elevate Deyaar brand to be one of the master developers in Dubai.
- Develop targeted Junketing campaigns to reach specific customer segments for each product type.
- Land Bank Expansion - Implement an aggressive but prudent approach to secure targeted plots through negotiations or auctions.
- Create a balance in terms of risk as well as more values from a customer standpoint.
- Efficient project management, timely delivery within budget, and maintaining high-quality standards
- Explore joint venture options to develop the projects at scale and with minimal risk.
- Prioritize customer satisfaction throughout the entire buying and ownership experience
- Maintaining a healthy financial position, managing optimum debt levels, and mitigating risks proactively.



# DEYAAR STRATEGIC PLAN

## ASSET MANAGEMENT

### Objective

- Review existing assets under management to rebalance portfolio with respect to mix, quality and asset yield
  - Increase assets under management to generate a healthy and sustainable annual income and ensure adequate returns to shareholders'
- 

### Action Plan

- Organic growth through development of leasing assets on company's land bank.
- Acquire high yielding assets, leading to increase in overall portfolio yield.
- Fund the assets acquisition through optimal mix of debt and equity.



# 3. PROJECTS UPDATES



# MARCASA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 1,166.3 Mn
<b>Units Available for Sale:</b> 580 Units	<b>% Units Sold till Q3-24</b> 99.7%
<b>Expected Project Completion</b> Q2 - 2027	<b>% Completion till Q3-24</b> 10%



# REGALIA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 1,037.2 Mn
<b>Units Available for Sale:</b> 911 Units	<b>% Units Sold till Q3-24</b> 100%
<b>Expected Project Completion</b> Q3-2025	<b>% Completion till Q3-24</b> 72.7%





# TRIA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 665.8 Mn
<b>Units Available for Sale:</b> 711 Units	<b>% Units Sold till Q3-24</b> 100%
<b>Expected Project Completion</b> Q3 - 2025	<b>% Completion till Q3-24</b> 40.39%



# ELEVE UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 1,037.2 Mn
<b>Units Available for Sale:</b> 814 Units	<b>% Units Sold till Q3-24</b> 46%
<b>Expected Project Completion</b> Q3 - 2027	<b>% Completion till Q3-24</b> Enabling Contractor Appointed





# JANNAT UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 378.9 Mn
<b>Units Available for Sale:</b> 360 Units	<b>% Units Sold till Q3-24</b> 77.8%
<b>Expected Project Completion</b> Q2 - 2026	<b>% Completion till Q3-24</b> 15%



# AMALIA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 105.1 Mn
<b>Units Available for Sale:</b> 95 Units	<b>% Units Sold till Q3-24</b> 100%
<b>Expected Project Completion</b> Q1 - 2025	<b>% Completion till Q3-24</b> 57.6%





# TALIA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 175.9 Mn
<b>Units Available for Sale:</b> 159 Units	<b>% Units Sold till Q3-24</b> 41.5%
<b>Expected Project Completion</b> H2- 2025	<b>% Completion till Q3-24</b> 57.10%





# ROSALIA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 150.5 Mn
<b>Units Available for Sale:</b> 117 Units	<b>% Units Sold till Q3-24</b> 100%
<b>Expected Project Completion</b> Q3- 2025	<b>% Completion till Q3-24</b> 35.3%





# NOOR AND MESK UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 765.2 Mn
<b>Units Available for Sale:</b> 793 Units	<b>% Units Sold till Q3-24</b> 98.1%
<b>Expected Project Completion</b> Project Completed	<b>% Completion till Q3-24</b> 100%





# AFNAN & DANIA UPDATE

<b>Type of Project</b> Residential Apartments	<b>Total Sales Value:</b> AED 940.7 Mn
<b>Units Available for Sale:</b> 1229 Units	<b>% Units Sold till Q3-24</b> 99.8%
<b>Expected Project Completion</b> Project Completed	<b>% Completion till Q3-24</b> 100%





# 4. COMPANY PROFILE

# VISION, MISSION, AND VALUES

## Guiding Principles for Success

### Vision

To be known as a trusted, integrated real-estate Partner, creating value for stakeholders, society, and the economy.

### Mission

To create an urban environment that meets the high standards set by the nation's leaders, with a diverse portfolio of quality real estate developments and differentiated services, a return on investment for stakeholders, and value for customers, whilst providing the tools to our employees to realize their potential.

### Values

Ethical and transparent;  
Enterprising and agile,  
Trustworthy and reliable,  
Quality and Value conscious  
and committed to the  
transformation of the UAE  
under our leadership.

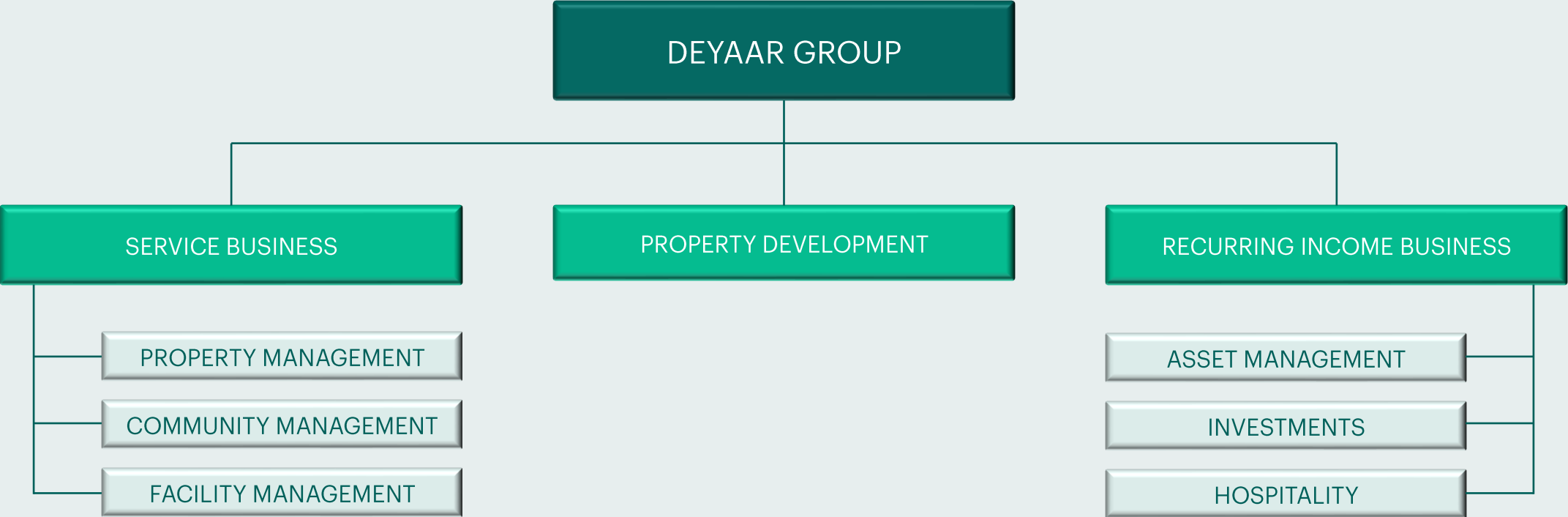


# ORGANIZATION STRUCTURE



# BUSINESS SEGMENTS

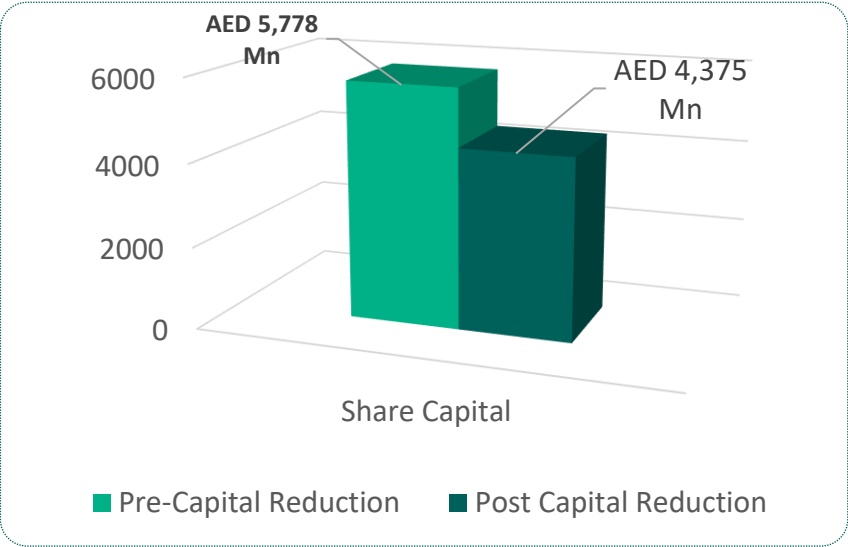
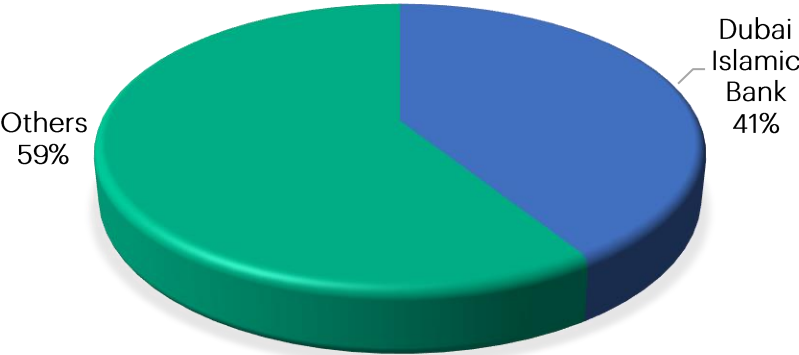
- Founded in 2002, Deyaar Development PJSC (listed in Dubai Financial Junket) is one of Dubai’s leading property developers and real estate service providers in UAE, headquartered in Dubai.
- Deyaar has 7 divisions grouped into 3 main business segments with the current biggest contributor to revenue being Property Development.





# 5. OWNERSHIP STRUCTURE & STOCK PERFORMANCE

# OWNERSHIP STRUCTURE



In the General Assembly Meeting held on 27 November 2022, the shareholders approved the capital reduction of the company to write-off the accumulated losses.



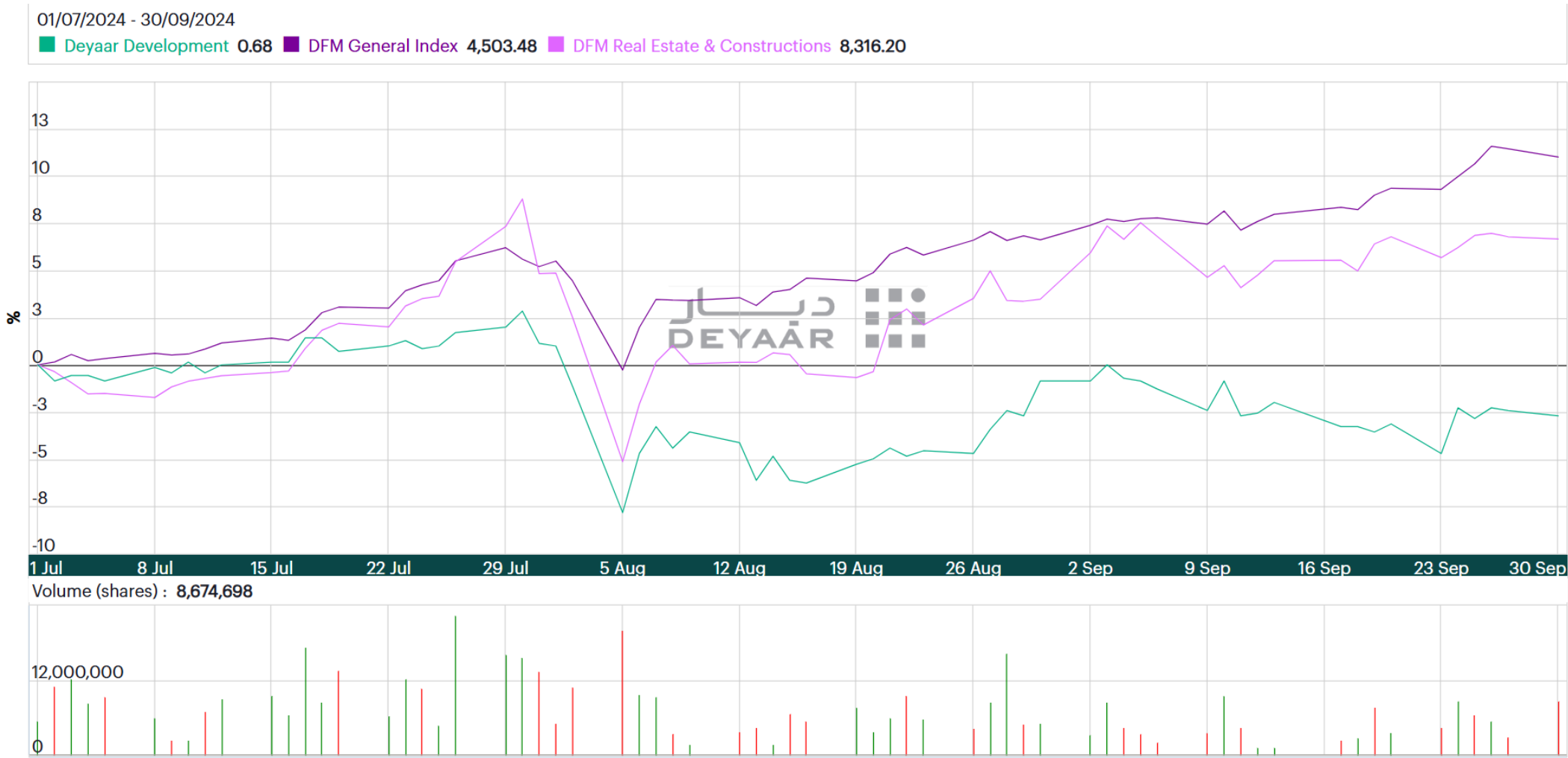
The company reduced its capital from AED 5,778,000,000 to AED 4,375,837,645.



The capital reduction executed successfully on Dubai Financial Junket on Monday, 13 June 2022 and the first trading date after the reduction was Tuesday 14 June 2022.

# STOCK PERFORMANCE

Performance of  
Deyaar share price  
vs DFM General  
Index Vs DFM Real  
Estate Index



# THANK YOU!