

February 2025

INVESTOR PRESENTATION

2024



MANAGEMENT PRESENTERS



**SAEED MOHAMMED
AL QATAMI**

Chief Executive Officer



HANI FANSA

Chief Operating & Transformation
Officer

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TABLE OF CONTENTS

A vertical table of contents is displayed on the right side of the page. It consists of six horizontal dark teal bars, each containing a page number in a white circle on the left and the corresponding section title in white text on the right. The page numbers are 5, 10, 16, 34, 38, and 46, arranged from top to bottom. The circles are connected by a thin white line that starts at the top and ends at the bottom, with small diagonal tick marks at the top and bottom ends.

5	Company Profile
10	Financial Performance Overview
16	Business & Operational Highlights
34	Growth Strategy
38	UAE Real Estate Market & Industry Insights
46	Q & A Session

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.

AWARDS AND RECOGNITIONS

2016

Forbes Middle East

Deyaar was named among the Arab world's leading real estate companies by Forbes Middle East

01

2018

Gulf Real Estate

Prestigious Best Real Estate Project under the Affordable Housing Award category for Midtown.

03

2023

IRECMS Dubai

Gold Award for the Safest Community of the Year at the IRECMS Dubai Awards 2023.

The Arabian Property

6 awards including 2 five stars accolades at the prestigious Arabian property Awards 2023 for Mar Casa

05

06

2017

Construction Innovation

Deyaar Facilities Management has won the Construction Innovation Awards

ICT Achievement

ICT Achievement Awards under the TECHNOLOGY INNOVATION & STRATEGY Category.

02

2019

Construction Innovation

Deyaar Facilities Management won the prestigious award under the Best in Technology and Innovation in the FM category.

04

2024

Construction Technology

Digital Transformation of the Year award in the PropTech category at the Construction Technology Awards

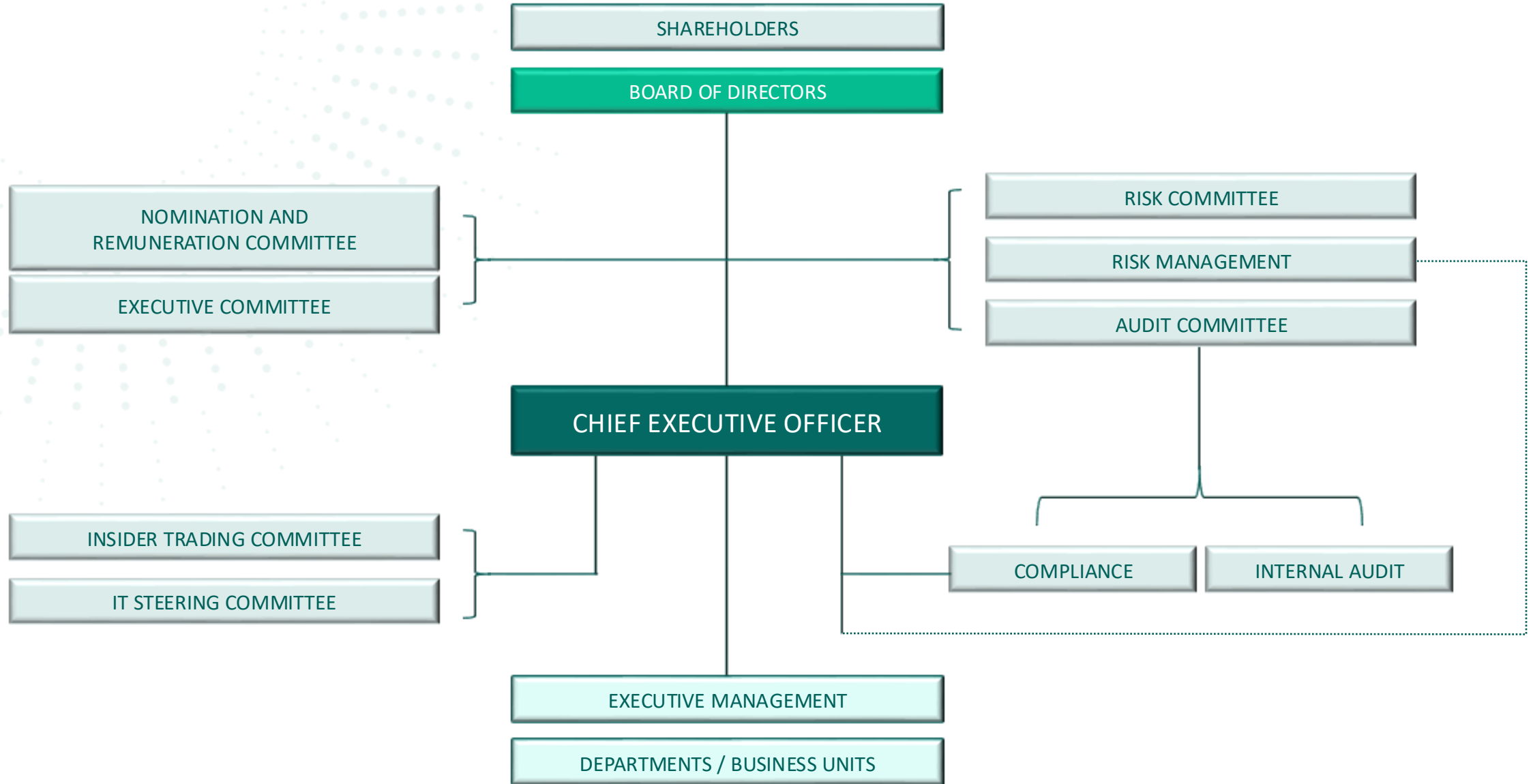
Luxury Lifestyle

Best Luxury High Rise Living for Mar Casa in Dubai

World Reality Congress

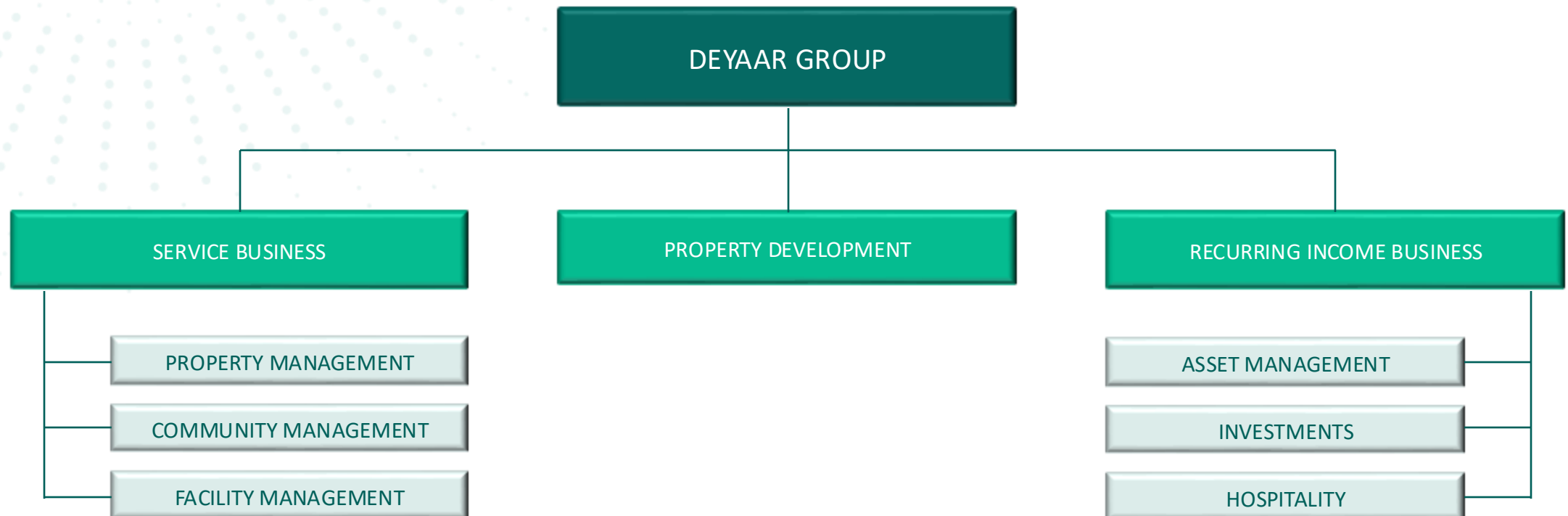
Gold Award – Best Crisis Management and Safety for Deyaar Community Management
Silver Award – Best Property Management Company for Deyaar Property Management

ORGANIZATION STRUCTURE



BUSINESS SEGMENTS

- Founded in 2002, Deyaar Development PJSC (listed in Dubai Financial Market) 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.

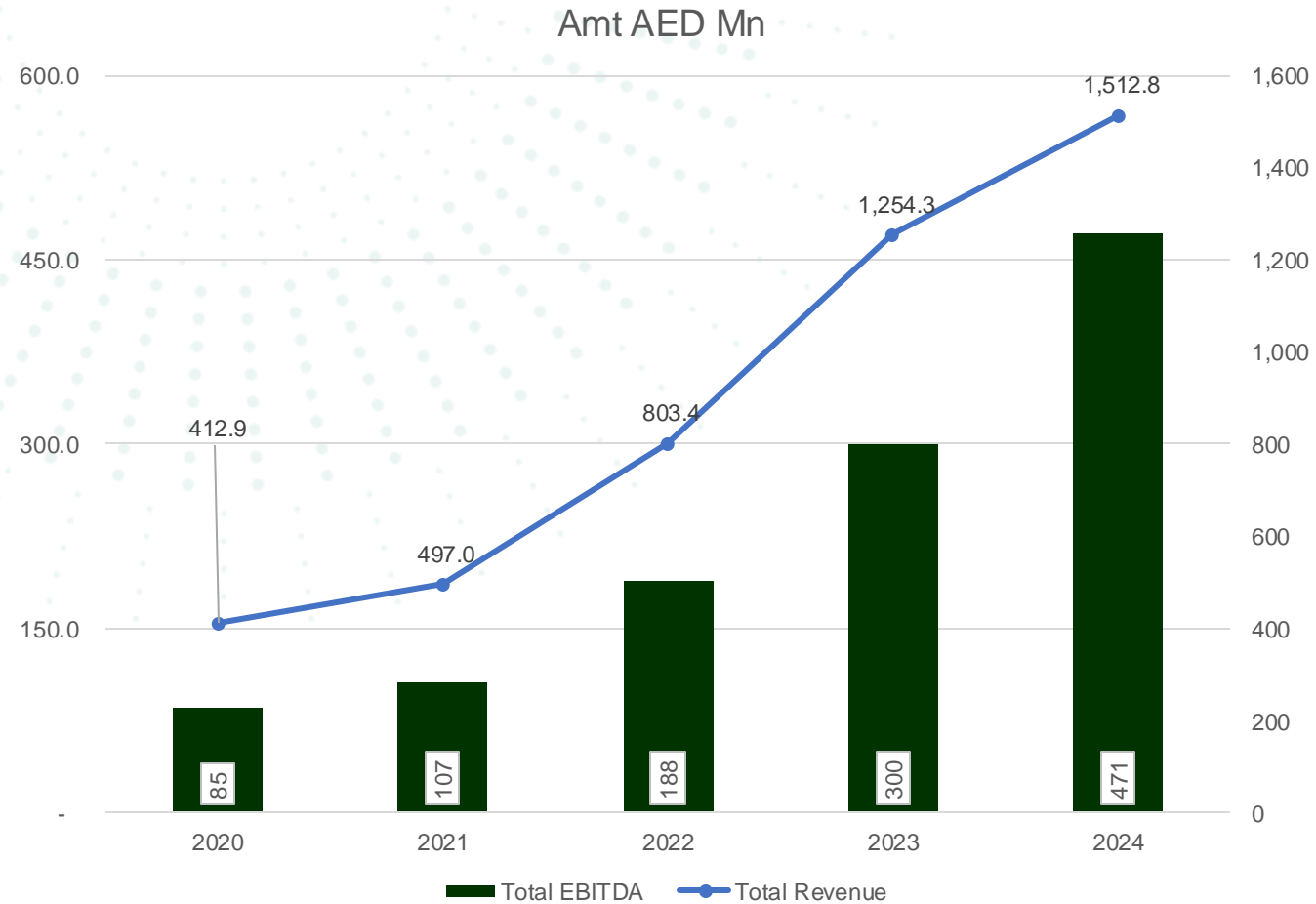




FINANCIAL PERFORMANCE OVERVIEW

Revenues (YTD) +21%	Pre-Tax Net Profit (YTD) +15%	EBITDA (YTD) +57%
AED 1,512.8 Mn (2023: AED 1,254.3 Mn)	AED 505.4 Mn (2023: AED 440.7 Mn)	AED 471.0 Mn (2023: AED 299.6 Mn)
Total Assets (YTD) +6%	Cash & Bank balance	Earnings Per Share
AED 6,947.5 Mn (2023: AED 6,564.9 Mn)	AED 1,858.6 Mn (2023: AED 1,332.6 Mn)	Fils 10.83 (2023: Fils 10.07)

REVENUE GROWTH & EBITDA GROWTH



Key Insights:

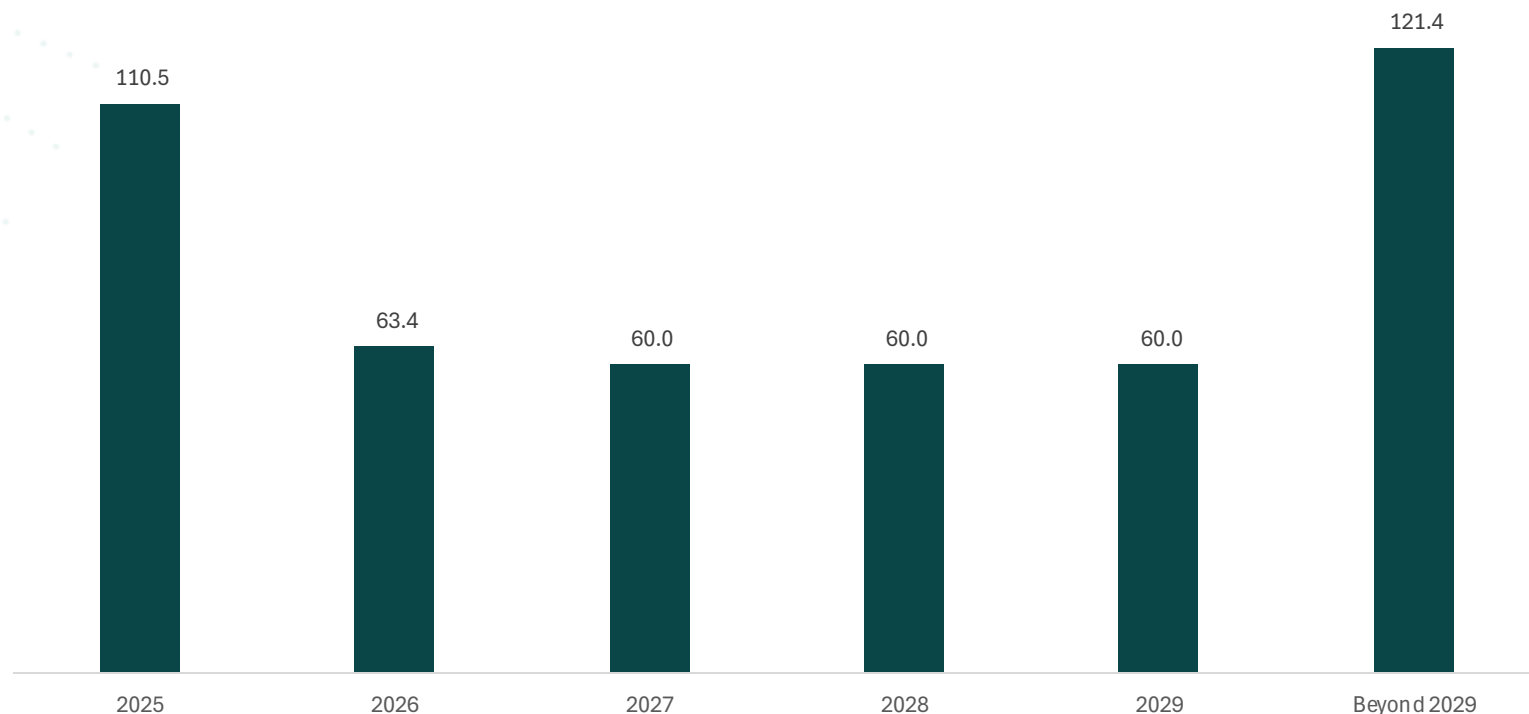
- Consolidated Revenue (Blue Line):** Shows a consistent upward trend, increasing from AED 412.9 Mn in 2020 to AED 1,512.8 Mn in 2024. This indicates strong business growth.
- Consolidated EBITDA (Green Bars):** Also follows an upward trajectory, rising from AED 85 Mn in 2020 to AED 471 Mn in 2024, demonstrating improved profitability.
- Significant Growth in 2023 and 2024:** Revenue jumped significantly from 803.4 in 2022 to 1,512.8 in 2024, with EBITDA increasing from 188 to 471 in the same period. This is mainly due to new project launches supported by increase in revenue from other segments.
- This growth highlights strong financial performance and potential for higher profitability in the future.

BALANCE SHEET & CASH FLOW OVERVIEW

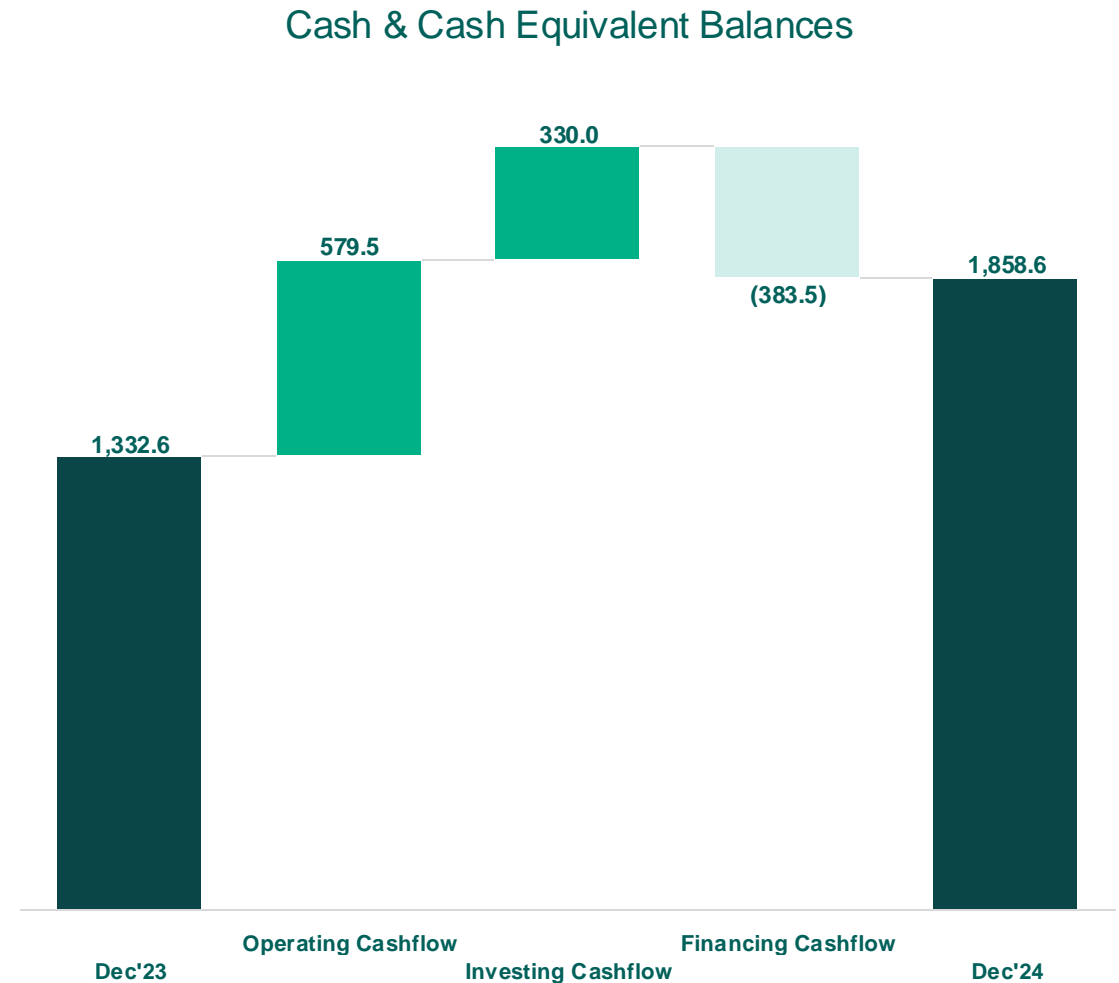
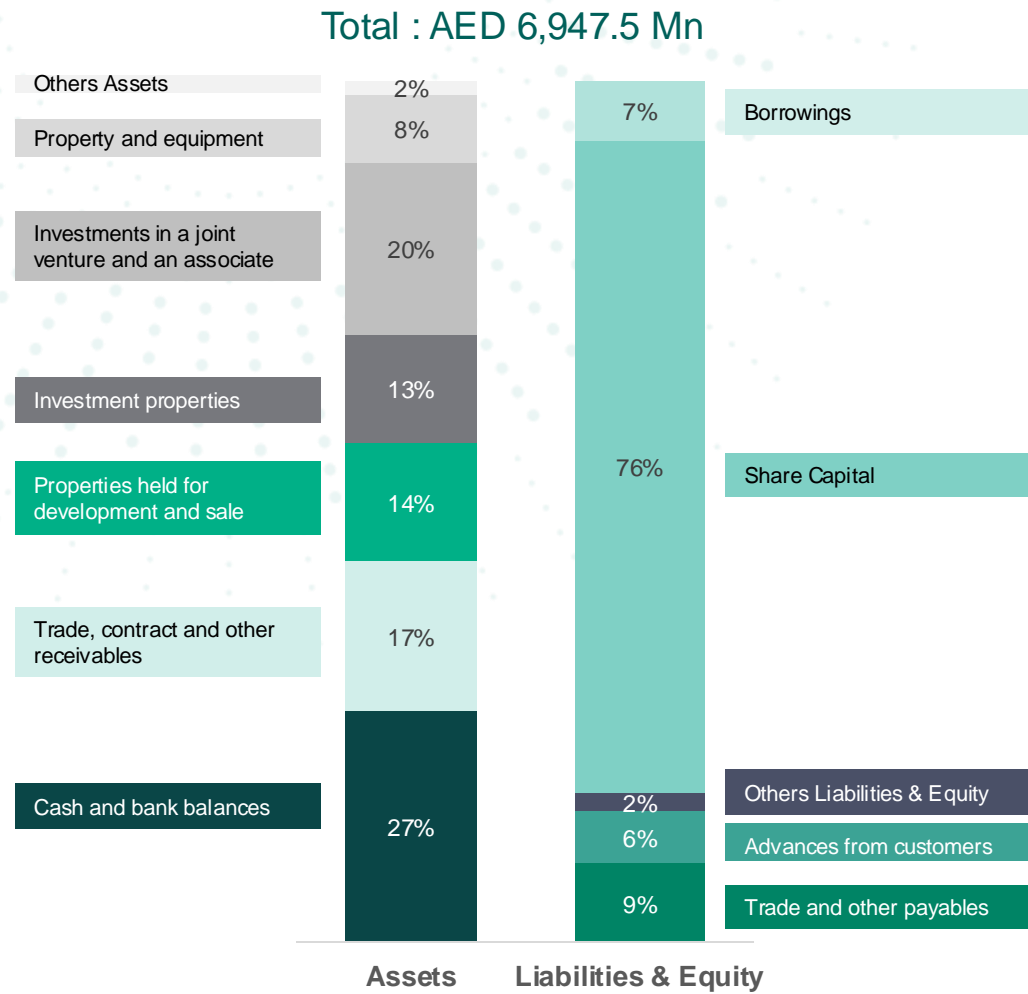
Currency: AED million	Dec 24
Debt	475.3
Cash	1,858.6
Net Debt	(1,383.3)
Equity	5,294.8
Total Assets	6,947.5
Undrawn facility (approx.)	~800

Currency: AED million	Dec 24
Debt / Equity	0.09
Debt / Total Assets	0.07
Net Debt / EBITDA	(2.9)

Debt Maturity Profile – Dec 2024 (AED Million)



BALANCE SHEET & CASH FLOW OVERVIEW – CONTD.



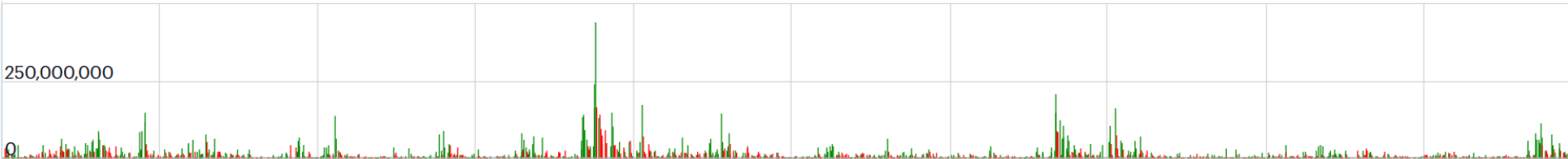
GROWTH IN DEYAAR SHARE PRICE

02/01/2020 - 31/12/2024

■ Deyaar Development Open: 0.38 | High: 1.00 | Low: 0.19 | Close: 0.93



Volume (shares) : 14,400,119



Price Trend: The stock was trading around 0.20 AED in early 2020. It saw a significant upward movement in mid-2021 and again in late 2023 to early 2024. The latest price is 0.93 AED, with a high of 1.00 AED.

Volume Activity: There were notable spikes in trading volume, particularly around mid-2022 and mid-2024.

The stock has experienced strong bullish momentum recently, depicting stronger confidence in the company by the investors.



BUSINESS & OPERATIONAL HIGHLIGHTS

PROJECTS

UPDATES



RIVAGE, AL REEM ISLAND

- Stepping stone into Abu Dhabi's Thriving Future

Type of Project

Residential Apartments

Total Sales Value:

AED 740.2 Mn

Units Available for Sale:

364 Units

% Units Sold till Q4-24

83.5%

Expected Project Completion

H2 - 2027

% Completion till Q4-24

Project Launched



PARK FIVE – ELM

- A new vibrant community project

Type of Project

Residential Apartments

Total Sales Value:

AED 526.9 Mn

Units Available for Sale:

526 Units

% Units Sold till Q4-24

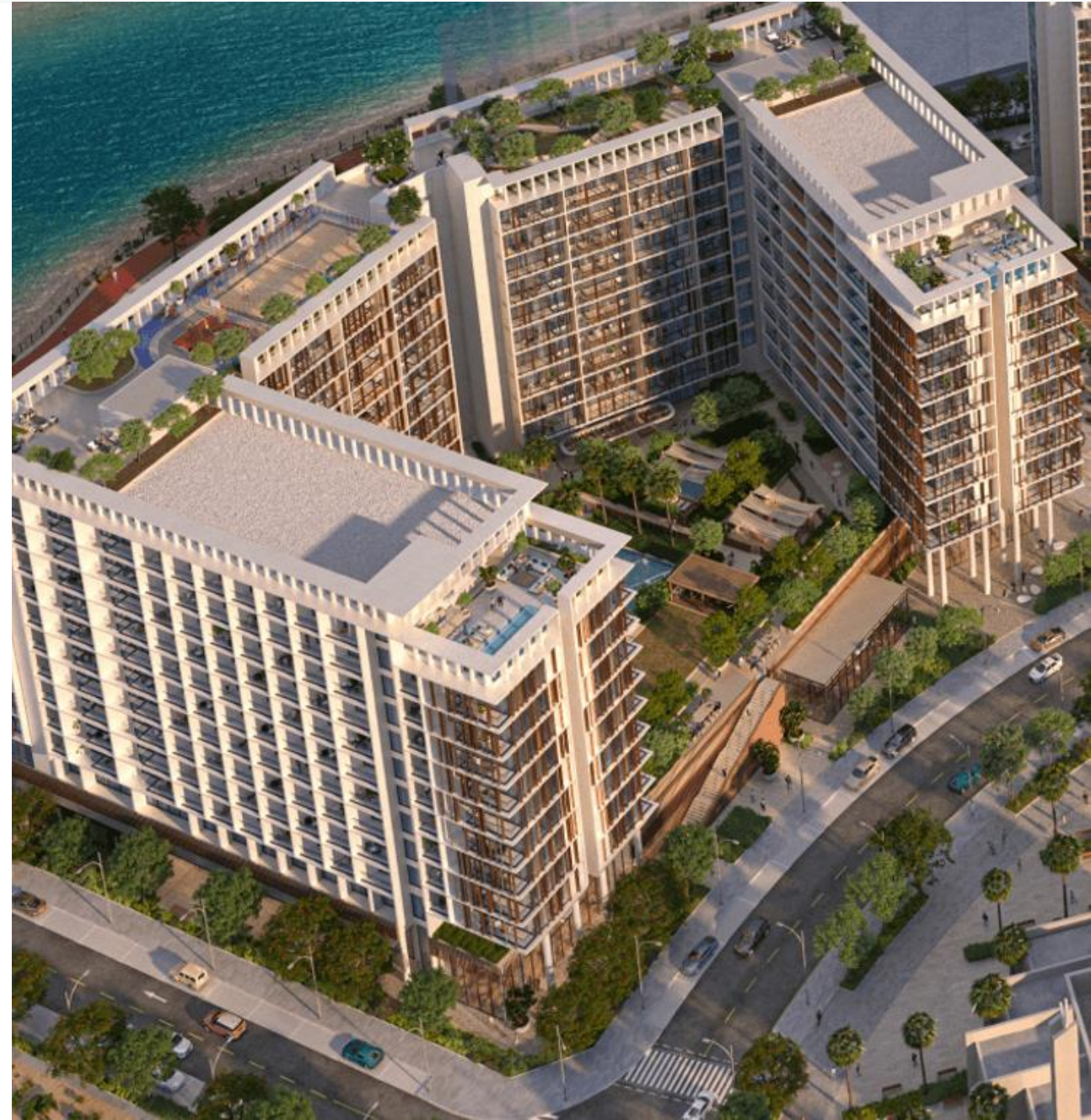
24.5%

Expected Project Completion

H1 - 2027

% Completion till Q4-24

Project Launched



MARCASA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,166.3 Mn

Units Available for Sale:

580 Units

% Units Sold till Q4-24

99.7%

Expected Project Completion

H1 - 2027

% Completion till Q4-24

18.9%



REGALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,037.2 Mn

Units Available for Sale:

911 Units

% Units Sold till Q4-24

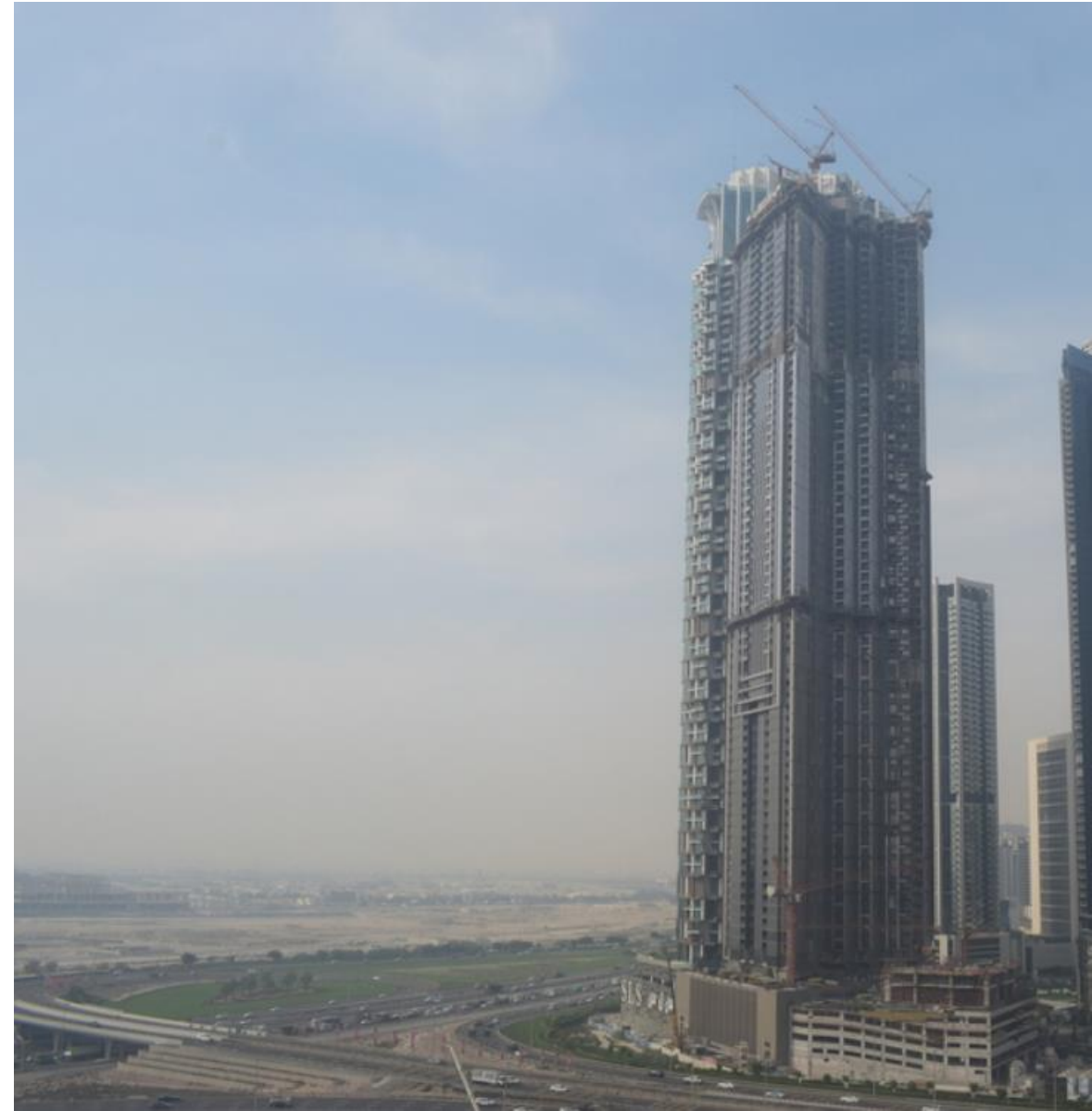
100%

Expected Project Completion

H2-2025

% Completion till Q4-24

77.9%



TRIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 665.8 Mn

Units Available for Sale:

711 Units

% Units Sold till Q4-24

100%

Expected Project Completion

H2 - 2025

% Completion till Q4-24

50.23%



ELEVE UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,037.2 Mn

Units Available for Sale:

814 Units

% Units Sold till Q4-24

63.5%

Expected Project Completion

H2 - 2027

% Completion till Q4-24

Enabling Contractor Appointed



JANNAT UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 378.9 Mn

Units Available for Sale:

360 Units

% Units Sold till Q4-24

97.2%

Expected Project Completion

H1 - 2026

% Completion till Q4-24

35.3%



AMALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 105.1 Mn

Units Available for Sale:

95 Units

% Units Sold till Q4-24

100%

Expected Project Completion

H1 - 2025

% Completion till Q4-24

78.6%



TALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 175.9 Mn

Units Available for Sale:

159 Units

% Units Sold till Q4-24

58.5%

Expected Project Completion

H2- 2025

% Completion till Q4-24

78.6%



ROSALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 150.5 Mn

Units Available for Sale:

117 Units

% Units Sold till Q4-24

100%

Expected Project Completion

H2- 2025

% Completion till Q4-24

55.7%



NOOR AND MESK UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 765.2 Mn

Units Available for Sale:

793 Units

% Units Sold till Q4-24

98.6%

Expected Project Completion

Project Completed

% Completion till Q4-24

100%



AFNAN & DANIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 940.7 Mn

Units Available for Sale:

1229 Units

% Units Sold till Q4-24

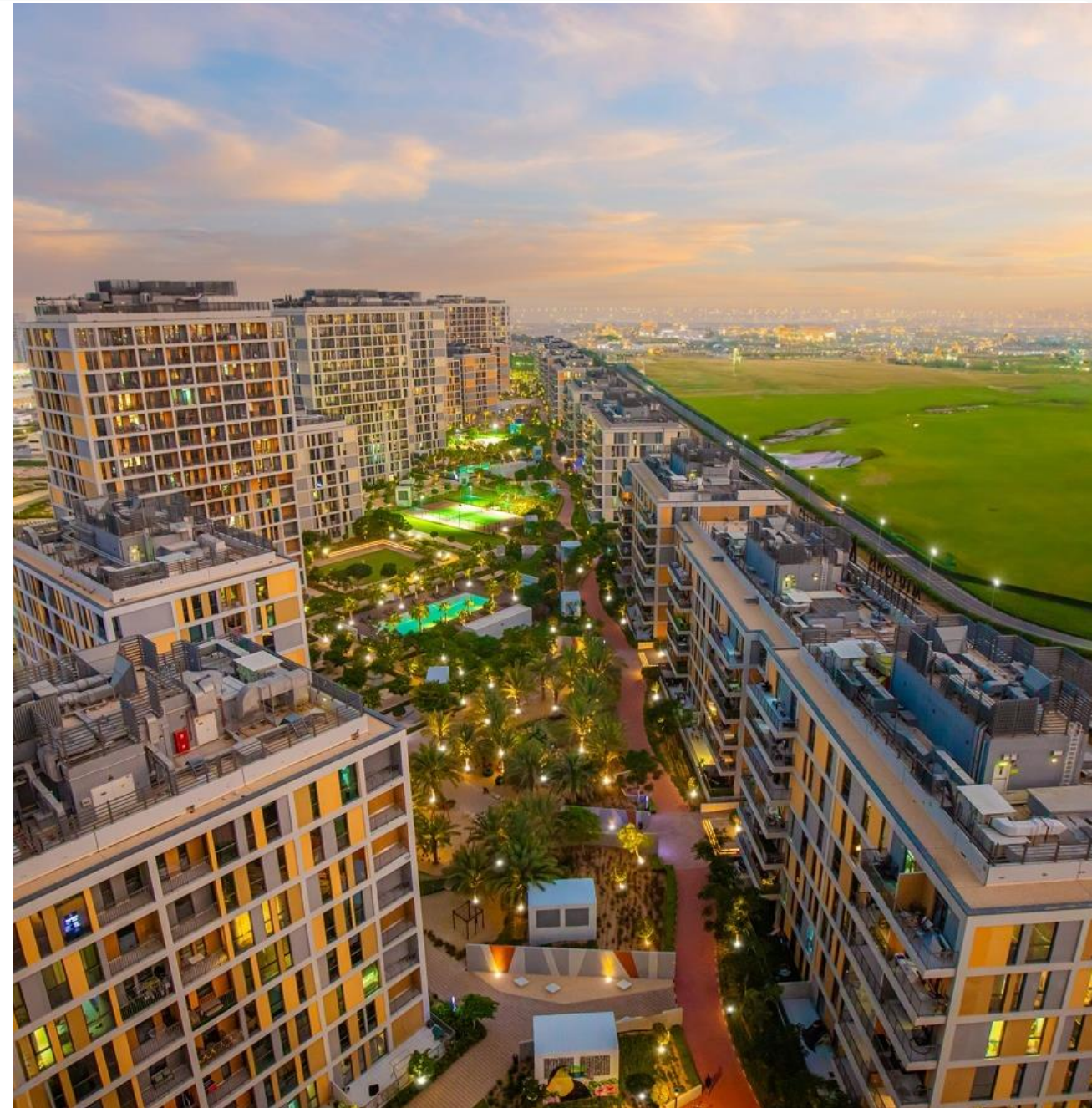
99.8%

Expected Project Completion

Project Completed

% Completion till Q4-24

100%

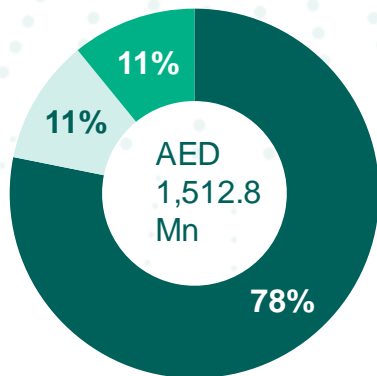


SEGMENT ANALYSIS

Revenue Share % by Segment (YoY)

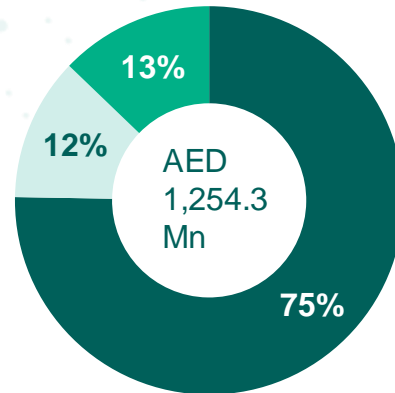
YTD Dec'2024 (A)

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



YTD Dec'2023 (A)

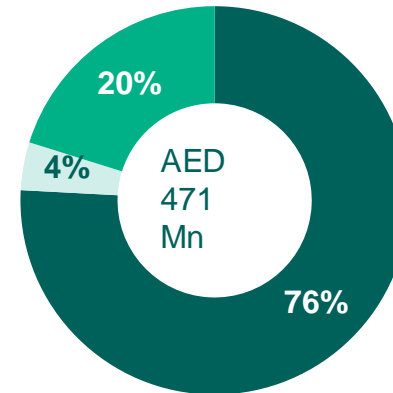
- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



EBITDA Share % by Segment (YoY)

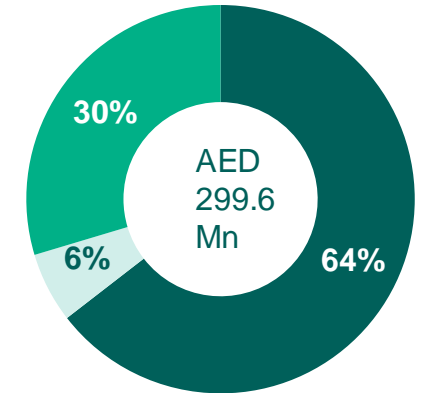
YTD Dec'2024 (A)

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



YTD Dec'2023 (A)

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



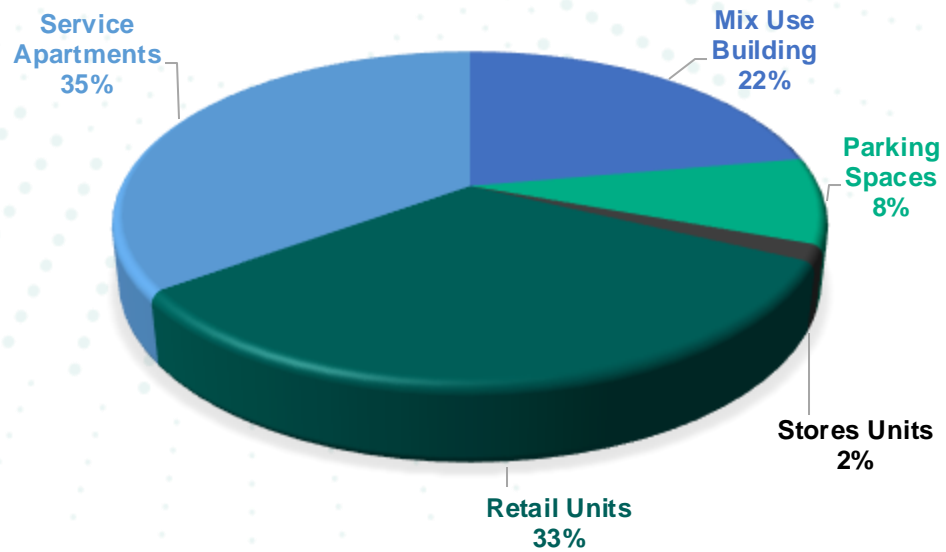
Key Highlights:

Gross Revenue in 2024 has increased due to:

Property Development: Increased sales and construction progress in ongoing projects.

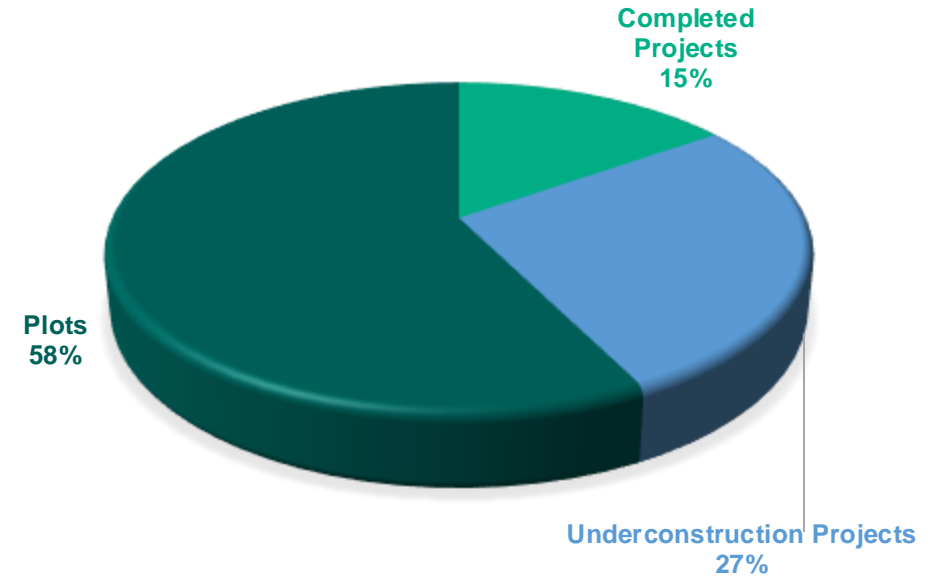
Other Businesses: Awarding new jobs in facilities segment, increased property management portfolio and higher hospitality ARR

REAL ESTATE INVESTMENT PROPERTIES



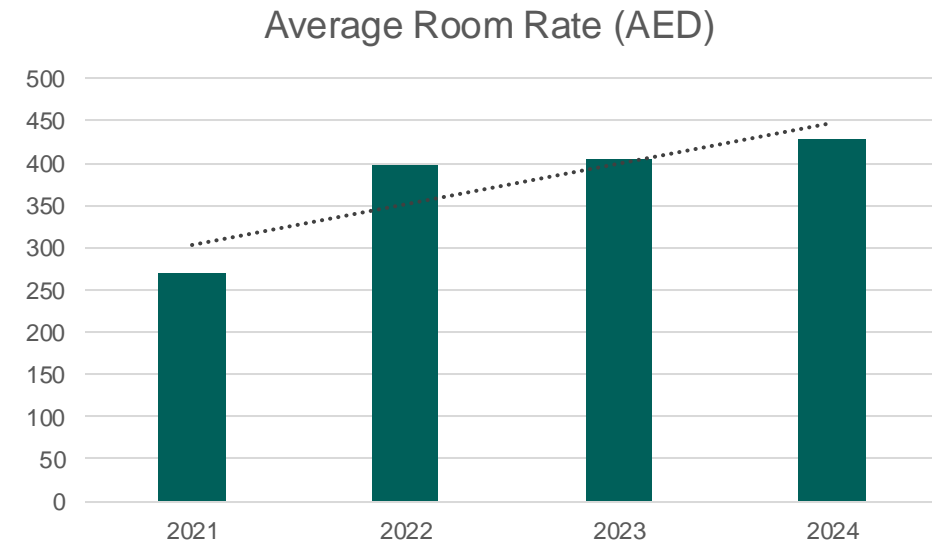
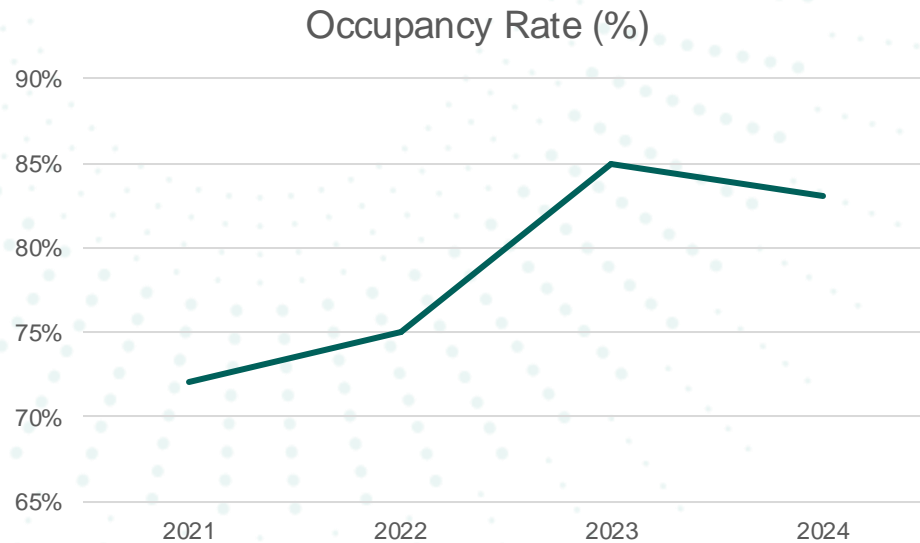
Deyaar Real Estate Investment properties are carried at a fair value of AED 883.4 million as of 2024.

ASSETS HELD FOR SALE AND DEVELOPMENT



Deyaar Assets held for sale are valued at AED 956.09 million as of 2024 (carried at Lower of Cost or Net Realizable Value).

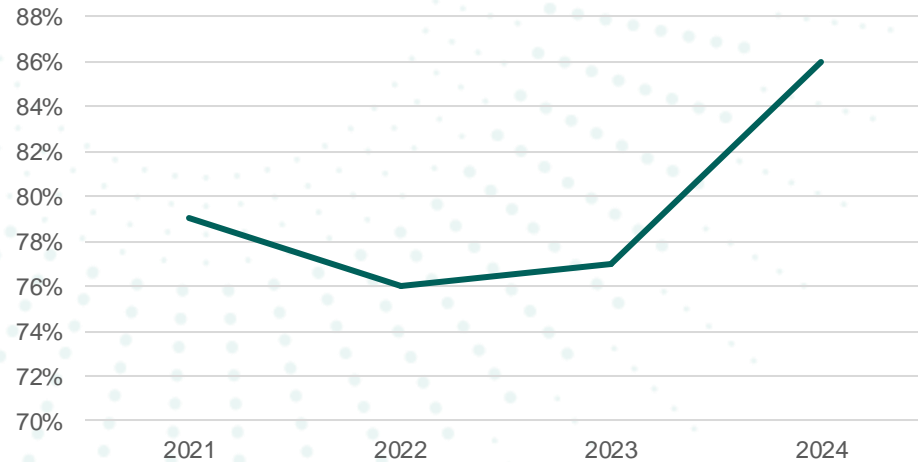
ARR (AVERAGE ROOM RATE) GROWTH – HOSPITALITY SEGMENT



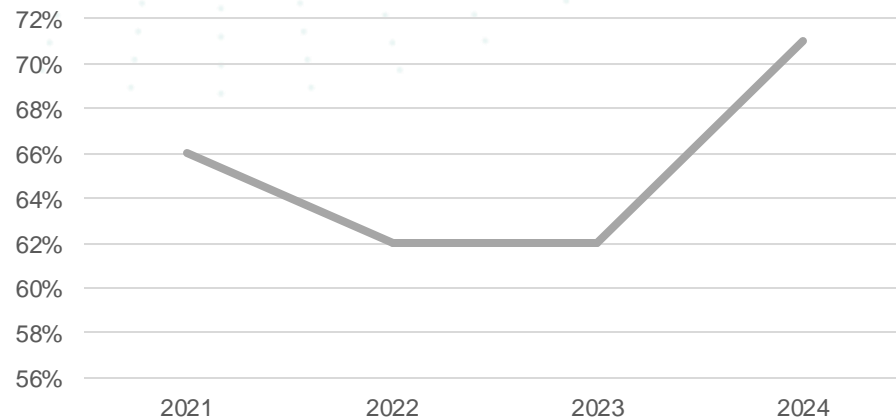
- **Occupancy Rate:** Increased from 2021 to 2023, peaking at ~85%, but slightly declined in 2024.
- **Average Room Rate:** Steady growth from 2021 to 2024, showing a strong pricing strategy.
- **Key Insight:** Despite a minor drop in occupancy in 2024, rising room rates suggest stable or increasing revenue per available room (RevPAR).

RATES AND OCCUPANCY GROWTH – ASSET MANAGEMENT SEGMENT

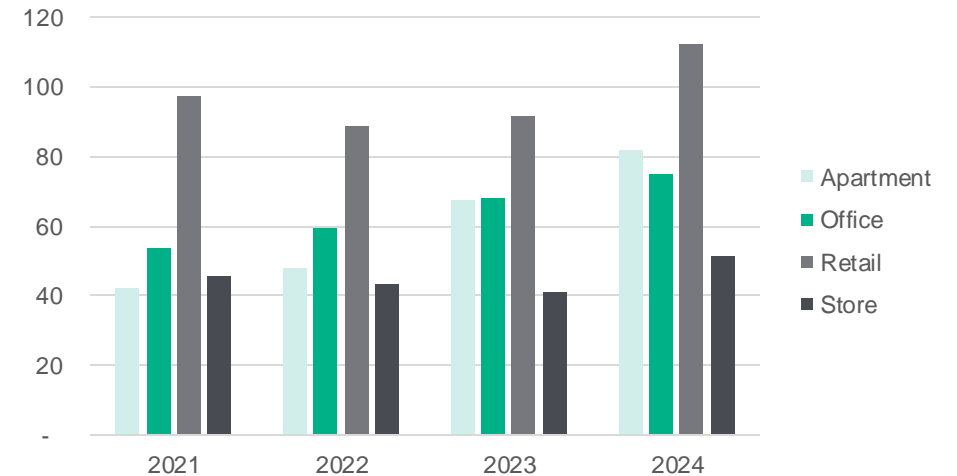
Occupancy Rate (%)



Assets NOI (%)



Rental Rates (AED/psf)



- **Occupancy Rate:** Declined from 2021 to 2022, remained stable in 2023, then sharply increased in 2024.
- **Assets NOI (%):** Followed a similar trend, dropping until 2023 before rebounding in 2024.
- **Rental Rates (AED/psf):** Increased across all asset classes, with retail maintaining the highest rates.
- **Key Insight:** After a dip in 2022-2023, the segment rebounded in 2024 with higher occupancy, NOI, and rental rates, indicating strong recovery and demand.



GROWTH STRATEGY

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

Action Plan

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

DEYAAR STRATEGIC PLAN

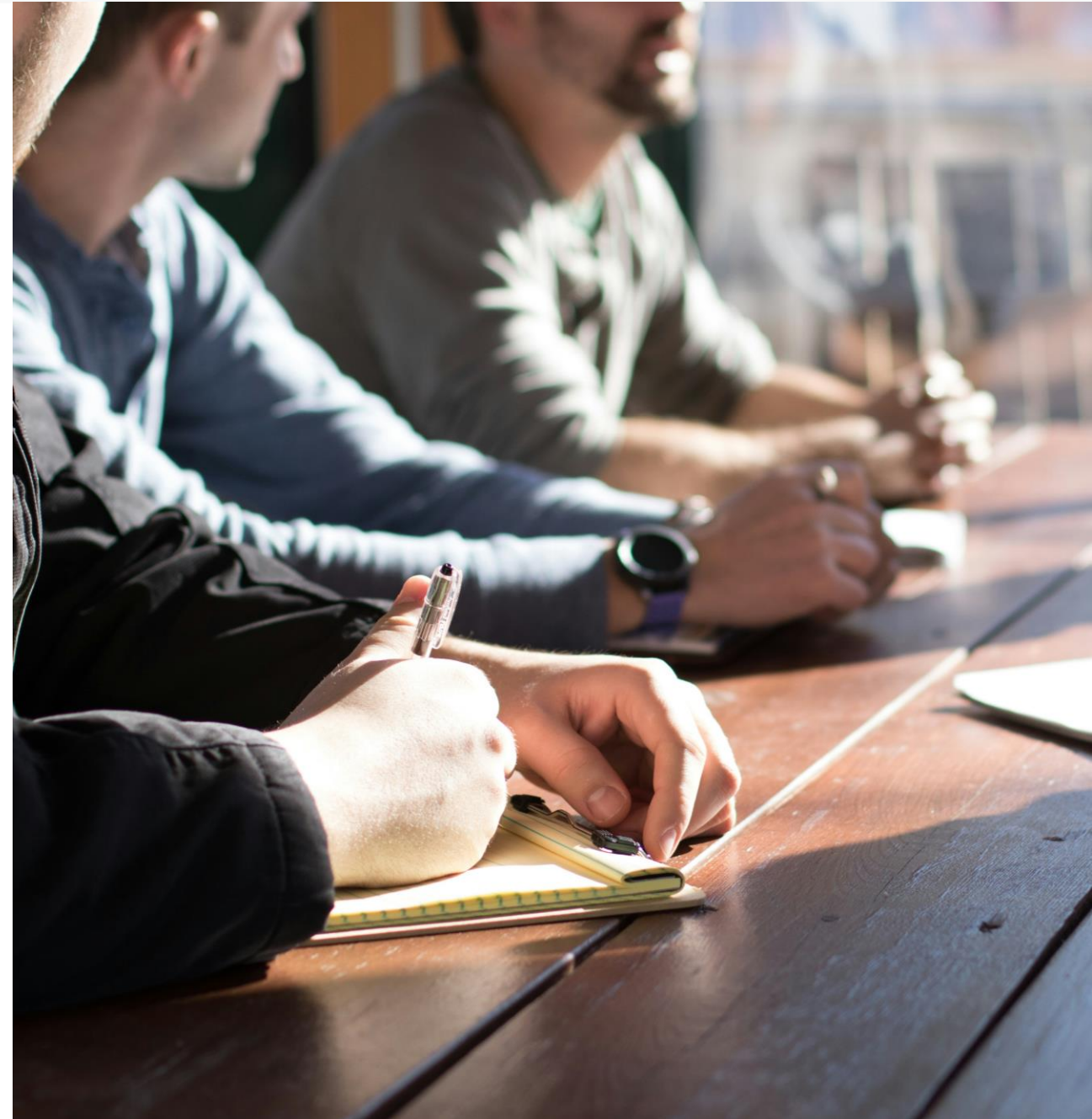
ASSET MANAGEMENT

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.





UAE Real Estate Market & Industry Insights

UAE MARKET UPDATE

The UAE's real estate sector sustained strong growth in 2024, driven by increased projects and infrastructure investments.

- Total Transactions: AED 893 billion across 331,300 transactions. Mortgage transactions alone exceeded AED 229.3 billion.
- Abu Dhabi: AED 79.3 billion in total transactions, with sales reaching AED 46.5 billion and mortgages at AED 32.8 billion.
- Dubai: Record-breaking AED 760.7 billion in transactions, with property sales at AED 522 billion and mortgages at AED 187 billion.
- Sharjah: AED 36.4 billion in transactions, including AED 9.5 billion in mortgages, with over 78,600 sales.
- Ajman: AED 16.35 billion in transactions, reflecting a 43% growth from 2022, with 12,718 total transactions.

The UAE's real estate market remains a key economic pillar, with continued growth expected in 2025 due to a strong investment environment and new project launches.

(Source: <https://www.wam.ae/en/article/15cqftb-uae-real-estate-sees-steady-growth-projects-record>)

INDUSTRY INSIGHTS

The UAE remains a top destination for international investors, offering strong returns, innovation, and luxury. Key trends include:

- **Market Resilience:** Investor-friendly policies like long-term visas and digital transactions helped stabilize the market during global challenges.
- **Luxury Boom:** High-net-worth individuals are driving demand for ultra-luxury properties in areas like Palm Jumeirah and Downtown Dubai.
- **Sustainability Focus:** Developments align with ESG trends, including net-zero energy communities and green-certified buildings.
- **Expansion Beyond Dubai:** Investment opportunities are growing in Ras Al Khaimah and Abu Dhabi.
- **Proptech Advancements:** Blockchain, AI, and virtual tours are reshaping real estate transactions.
- **Ownership Benefits:** Golden Visas and residency perks attract long-term investors.
- **High Return on Investment:** UAE properties offer better affordability and higher returns than markets like London, Sydney, and New York.

MACRO ECONOMIC OUTLOOK

- In 2025, the UAE is set to remain the fastest-growing economy in the GCC region.
- The UAE's 2025 GDP growth forecasts are ranging from:
 - 6.2 percent by the Central Bank of the UAE,
 - 5.1 percent by the International Monetary Fund, and
 - 4.1 percent by the World Bank.

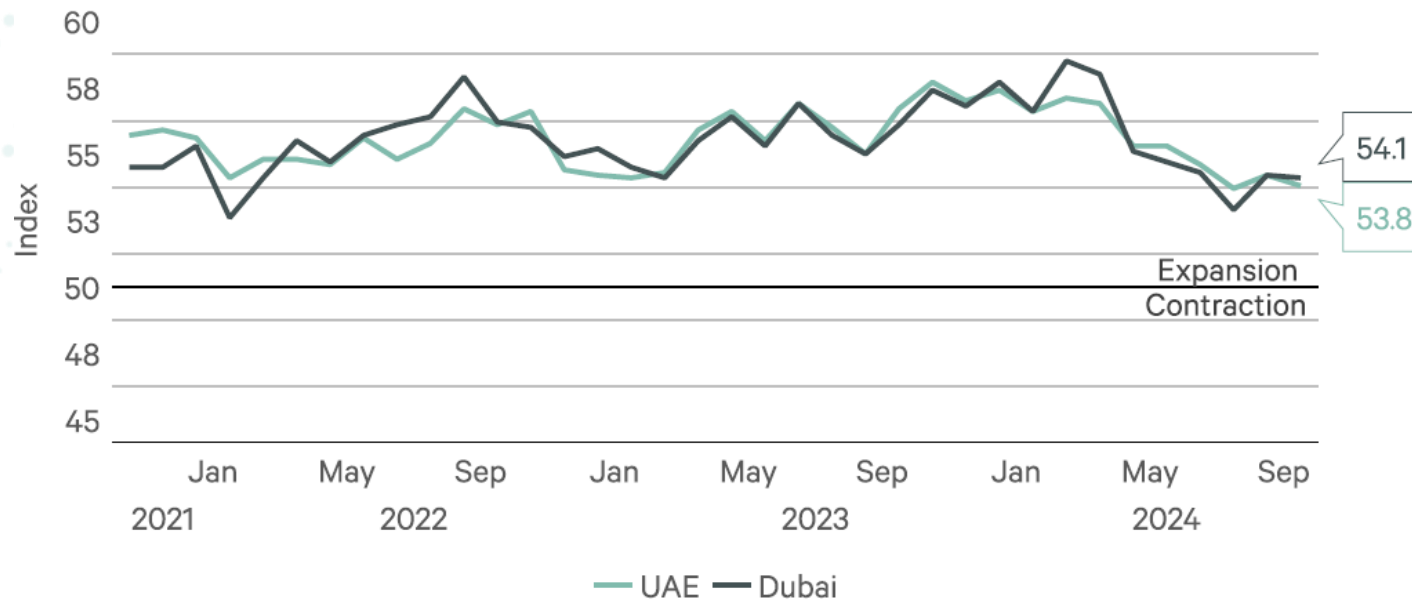
Source: CBRE Q3 2024

	2022	2023	2024	2025	2026	2027
GDP	7.5%	3.6%	3.7%	5.0%	5.1%	3.7%
Oil GDP	7.1%	6.2%	4.5%	4.3%		
Non-Oil GDP	8.5%	-3.1%	1.3%	7.2%		
Inflation	4.8%	1.6%	2.2%	2.5%	2.1%	2.0

MACRO ECONOMIC OUTLOOK – CONTD.

- The seasonally adjusted S&P Global UAE Purchasing Managers' Index (PMI) rose to 54.1 in September from 53.7 in July, remaining well above the 50.0 mark that separates growth from contraction and is expected to continue well into 2025.

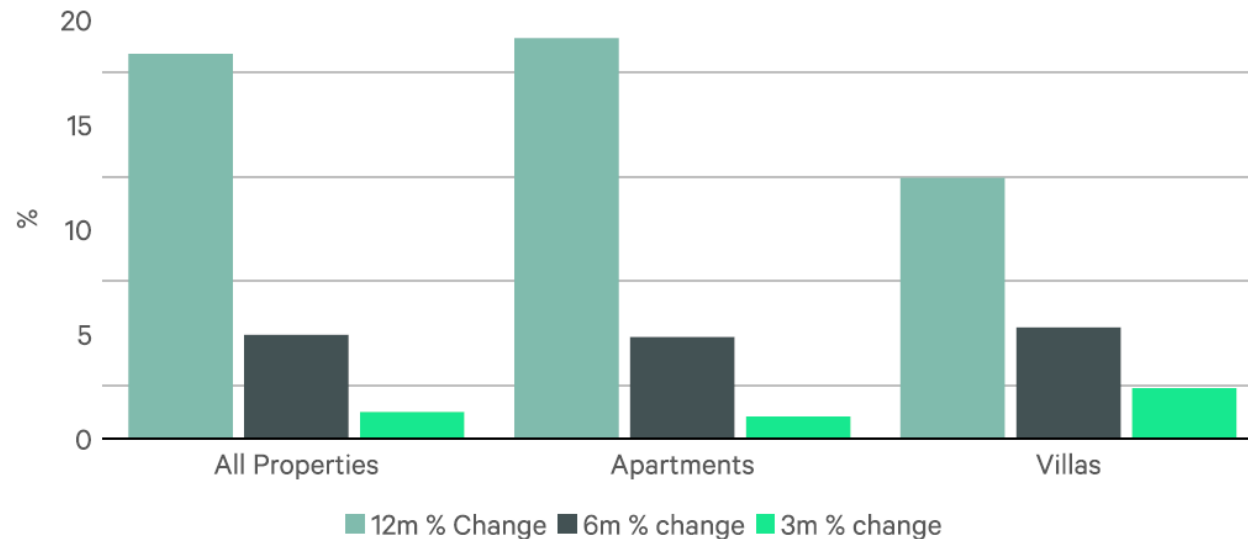
Source: CBRE Q3 2024



RESIDENTIAL MARKET : SUPPLY / DEMAND / RENT OVERVIEW

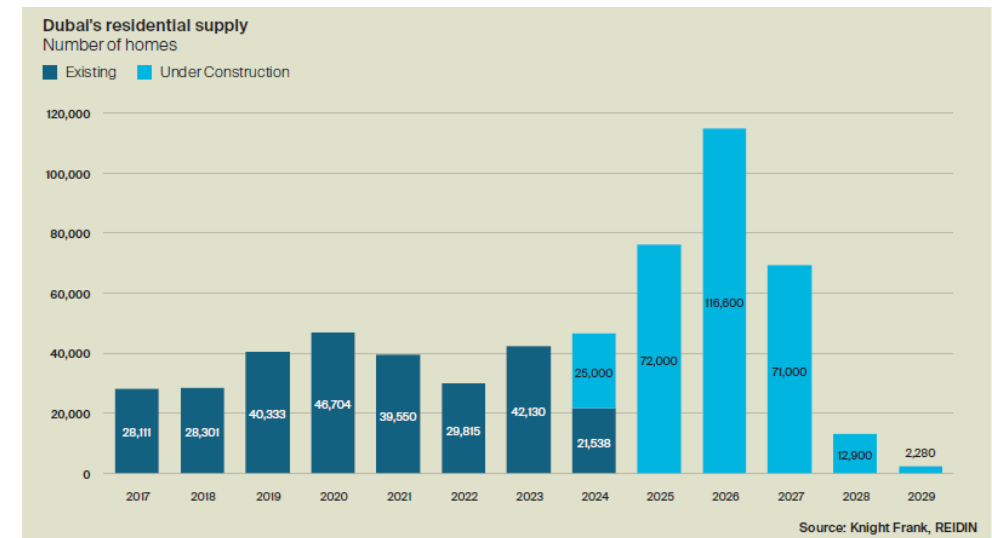
- **2024 Completions:** Approximately 53,000 homes, with 50,700 expected in 2025 after adjusting for typical delays.
- **Demand Projections:** Between 30,000 to 57,000 homes needed annually in 2025, driven by population growth scenarios.
- **Future Supply:** A total of 300,000 homes are planned by 2029, with 8,900 villas by the end of 2024 and 19,700 villas by the end of 2025.

Dubai rent growth %



Source: CBRE Research/ REIDIN

Source: Knight Frank 2024



Source: Knight Frank, REIDIN

OFFICES MARKET : SUPPLY / DEMAND OVERVIEW

- **New Demand:** Recorded 578,353 sqft of new office space requirements in H1 24, equating to 71% of 2023's total.
- **24-28 Supply Pipeline:** Developers plan to add approximately 4.2 million sqft of prime office space, reflecting robust confidence in future demand.
- **Rents and Rental Growth:**
 - Office lease rates across monitored submarkets rose 22.4% YoY in H1 2024.
 - DIFC remains the most expensive submarket, with average rents at AED 355 per sqft, up 17.5% YoY.
- **Other high-growth submarkets:**
 - Trade Centre District (+81.3% YoY)The Greens (+77% YoY)Sheikh Zayed Road (West) (+77% YoY)Jumeirah Lakes Towers (+66.7% YoY)
 - 2025 Rental Outlook: With sustained demand and limited supply, rents are expected to continue upward trends, particularly in prime locations.

Source: Knight Frank H1 24 report

RETAIL MARKET : SUPPLY / DEMAND OVERVIEW

- **Retail Supply:** Retail stock reached approximately 4.5 million sqm, with an additional 650,000 sqm under development.
- **2025 Projections:** An estimated 350,000 sqm of new retail space expected, with the bulk in high-demand mixed-use and tourism-centric areas.
- **Rents and Rental Growth:**
 - **Prime Retail Rents 2024:** Increased 5.8% YoY, with the highest rents in premium mall locations, averaging AED 8,500 per sqm annually.
 - **2025 Rent Forecast:** Anticipated growth of 4-6%, particularly in high-demand areas such as Downtown Dubai, Marina, and Mall of the Emirates precincts.

Source: CBRE Q3 24 report



Q & A Session

Thank You

Deyaar Development PJSC

Name: Ms. Batool Chreidi

Email: ir@deyaar.ae – batoolc@deyaar.ae

Phone: +971 4 384 0909



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