

INVESTOR PRESENTATION

Q2 - 2025



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The Presentation is on the date hereof.

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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

2025

MEA Business Achievement Award

Received awards for the categories: Industry Trailblazer, Excellence in Strategic Market Expansion, and Visionary Leadership

07

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

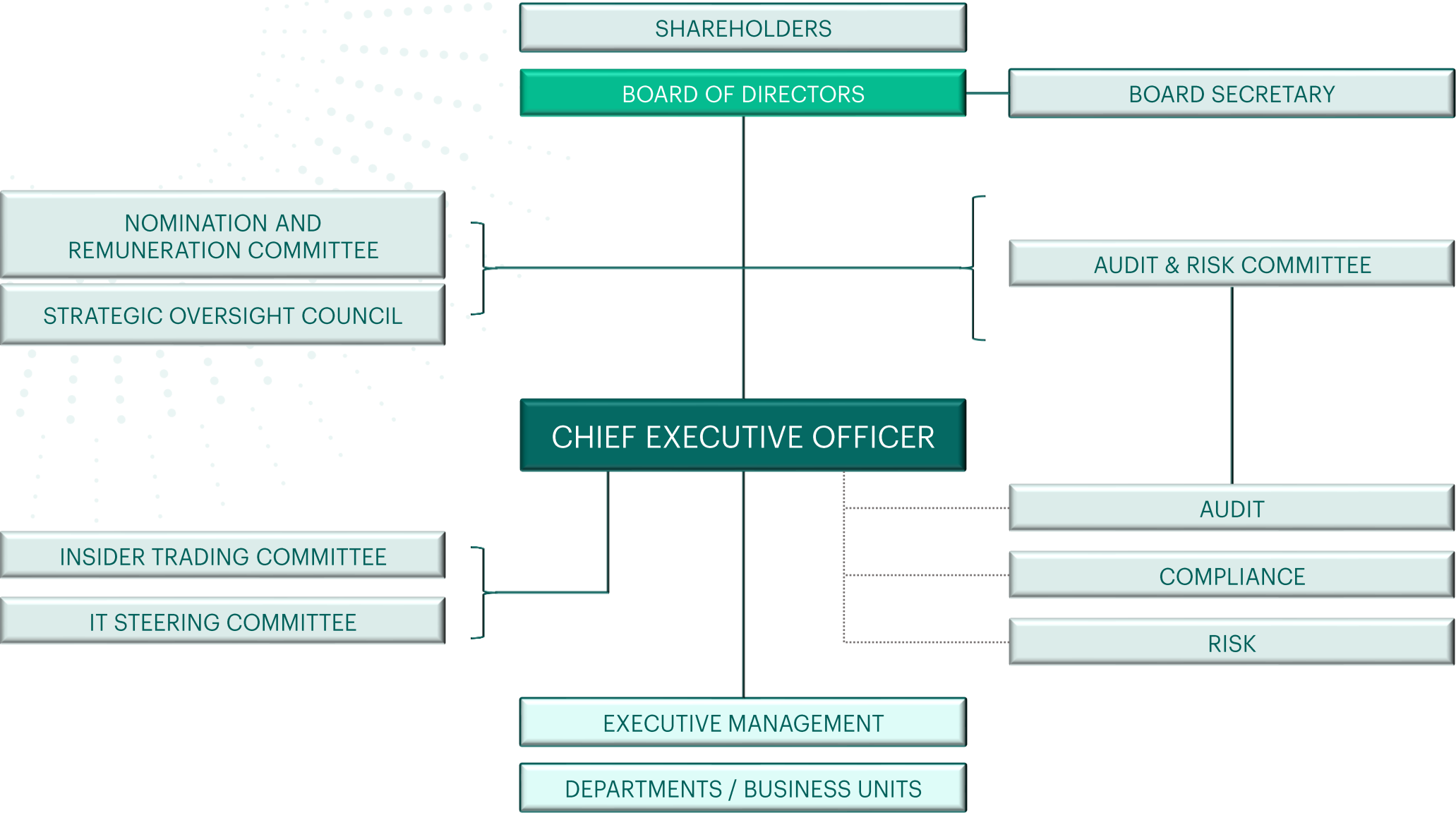
Best Luxury High Rise Living for Mar Casa in Dubai

06

World Reality Congress

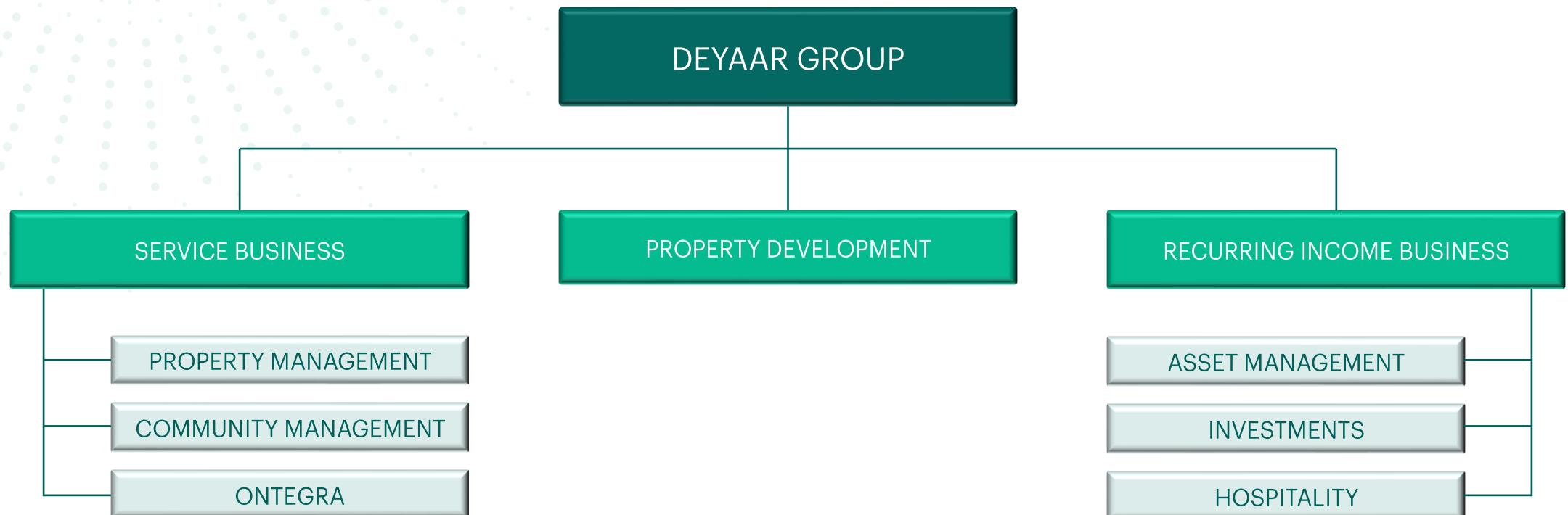
Gold Award – Best Crisis Management and Safety for Deyaar Community Management
Silver Award – Best Property Management Company for Deyaar Property Management

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.





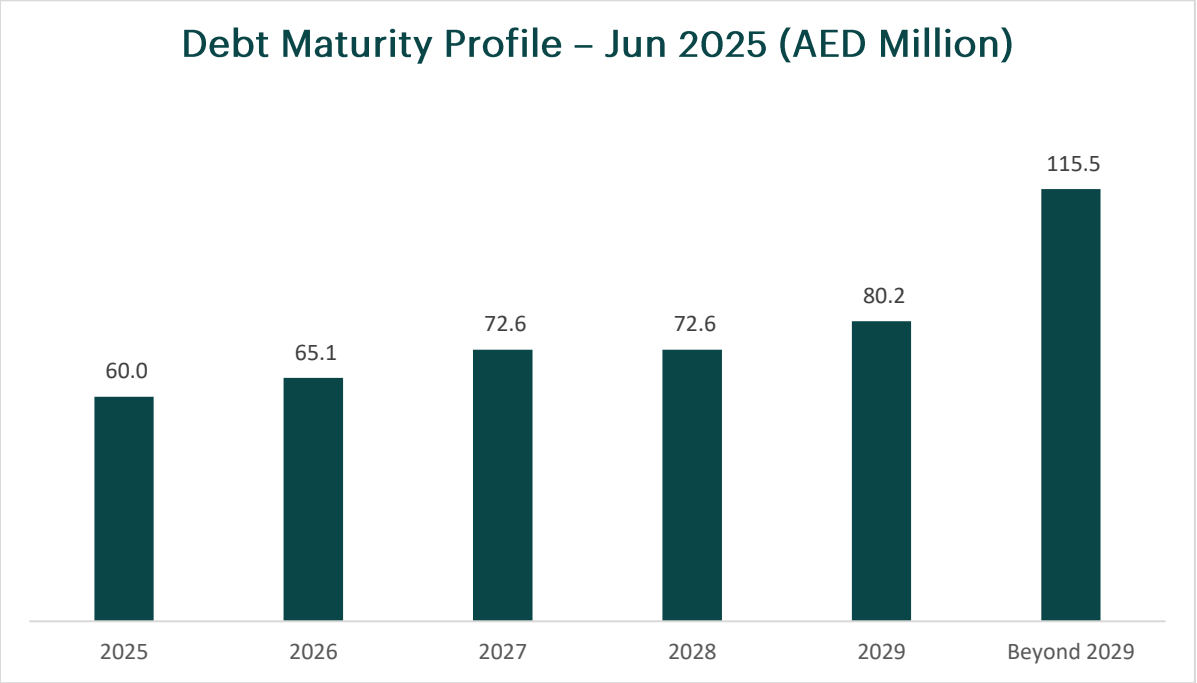
FINANCIAL PERFORMANCE OVERVIEW

Revenues (YTD) +39%	Pre-Tax Net Profit (YTD) +32%	EBITDA (YTD) +46%
AED 925.4 Mn (YTD Jun'24: AED 664.4 Mn)	AED 266.6 Mn (YTD Jun'24: AED 202.6 Mn)	AED 269.8 Mn (YTD Jun'24: AED 184.6 Mn)
Total Assets (Jun'25) +7%	Cash & Bank balance (Jun'25)	Earnings Per Share (YTD)
AED 7,342.8 Mn (Dec'24: AED 6,832.9 Mn)	AED 1,807.2 Mn (Dec'24: AED 1,744.1 Mn)	Fils 5.74 (YTD Jun'24: Fils 4.31)

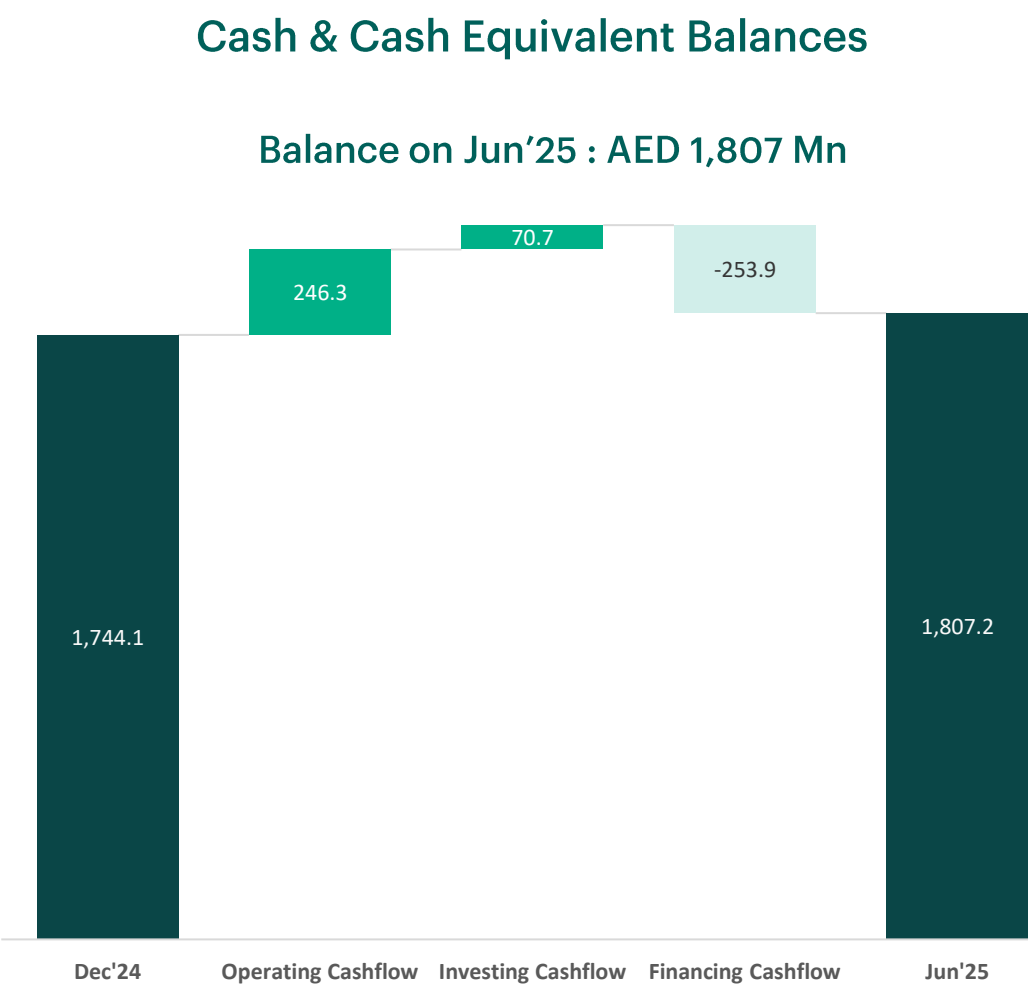
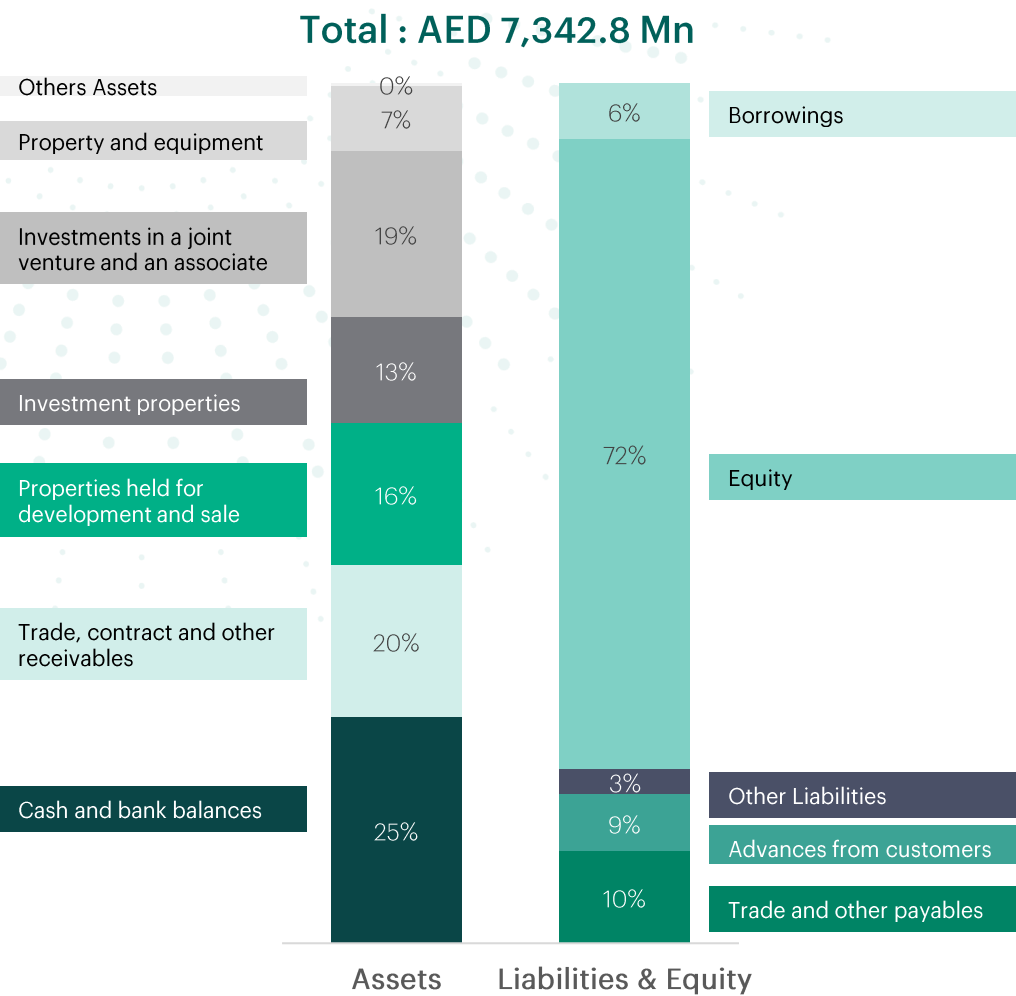
BALANCE SHEET & CASH FLOW OVERVIEW

Currency: AED million	Jun'25
Debt	466.0
Cash	1,807.2
Net Debt	(1,341.2)
Equity	5,315.9
Total Assets	7,342.8
Undrawn facility (approx.)	~453

Currency: AED million	Jun'25
Debt / Equity	0.09
Debt / Total Assets	0.06
Net Debt / EBITDA	(5.0)



BALANCE SHEET & CASH FLOW OVERVIEW – CONTD.

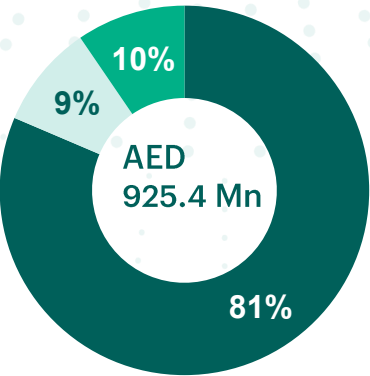


SEGMENT ANALYSIS

Revenue Share % by Segment (YoY)

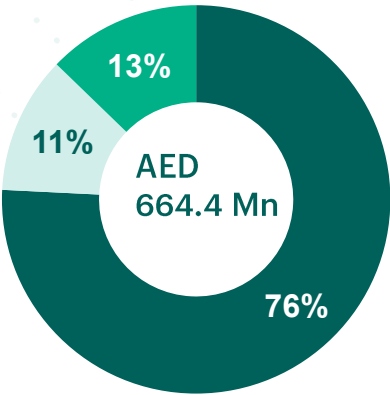
YTD Jun'2025 (A)

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



YTD Jun'2024 (A)

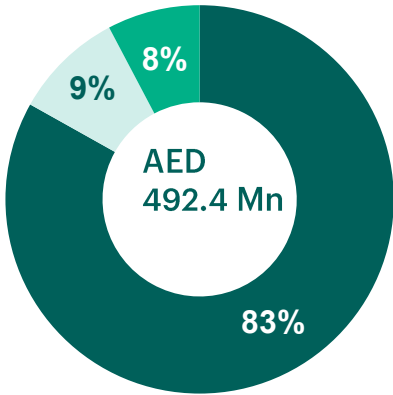
- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management & Hospitality



Revenue Share % by Segment (QoQ)

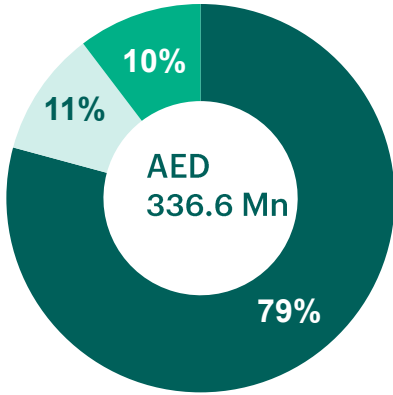
Q2'2025 (A)

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



Q2'2024 (A)

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



Key Highlights:

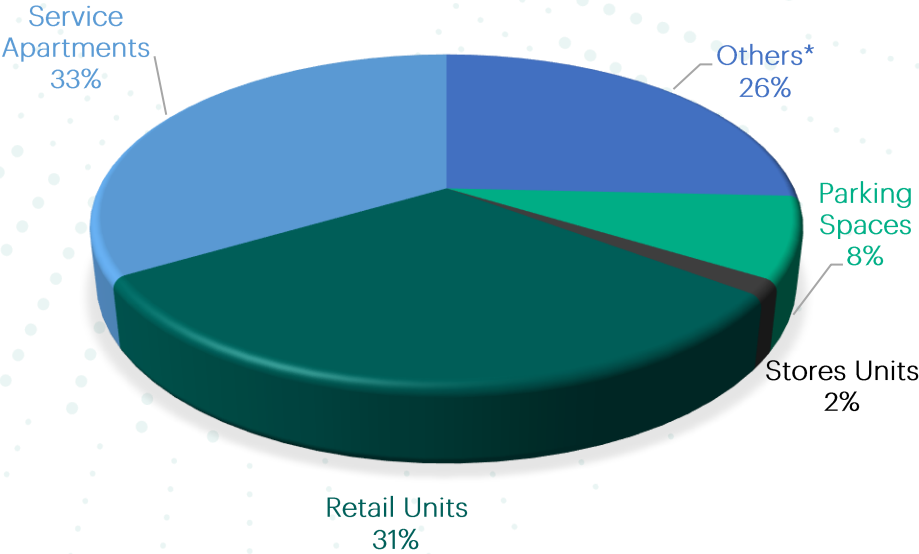
Gross Revenue for YTD Jun'25 has increased due to:

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

Asset Management & Hospitality: Revenue increased marginally due to higher average daily room rate and improved revenue per available room.

Service Sector: Revenue has grown in PM sector, which is attributed to subleasing of new building in Al Barsha 1 and accommodation in Jebel Ali.

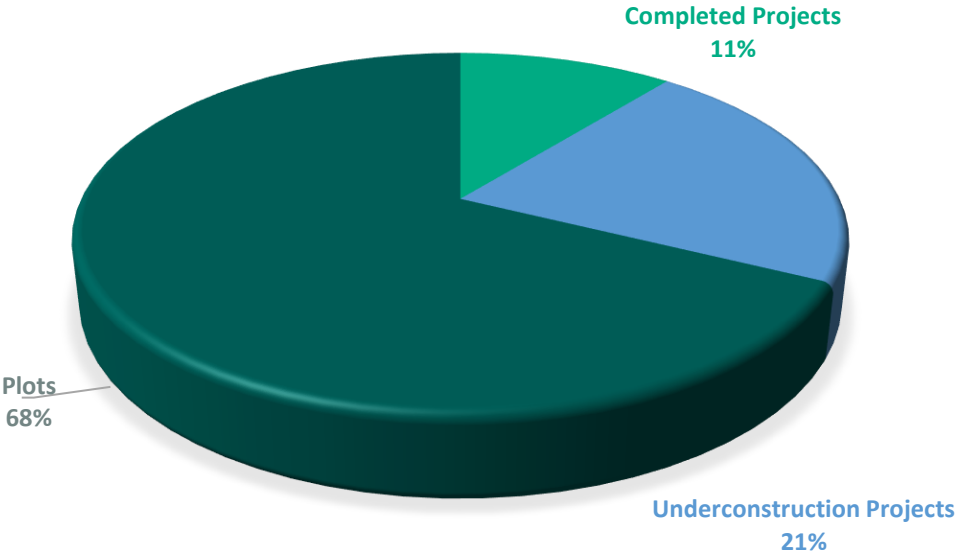
REAL ESTATE INVESTMENT PROPERTIES



Deyaar Real Estate Investment properties are carried at a fair value of AED 925.5 million as of June 2025.

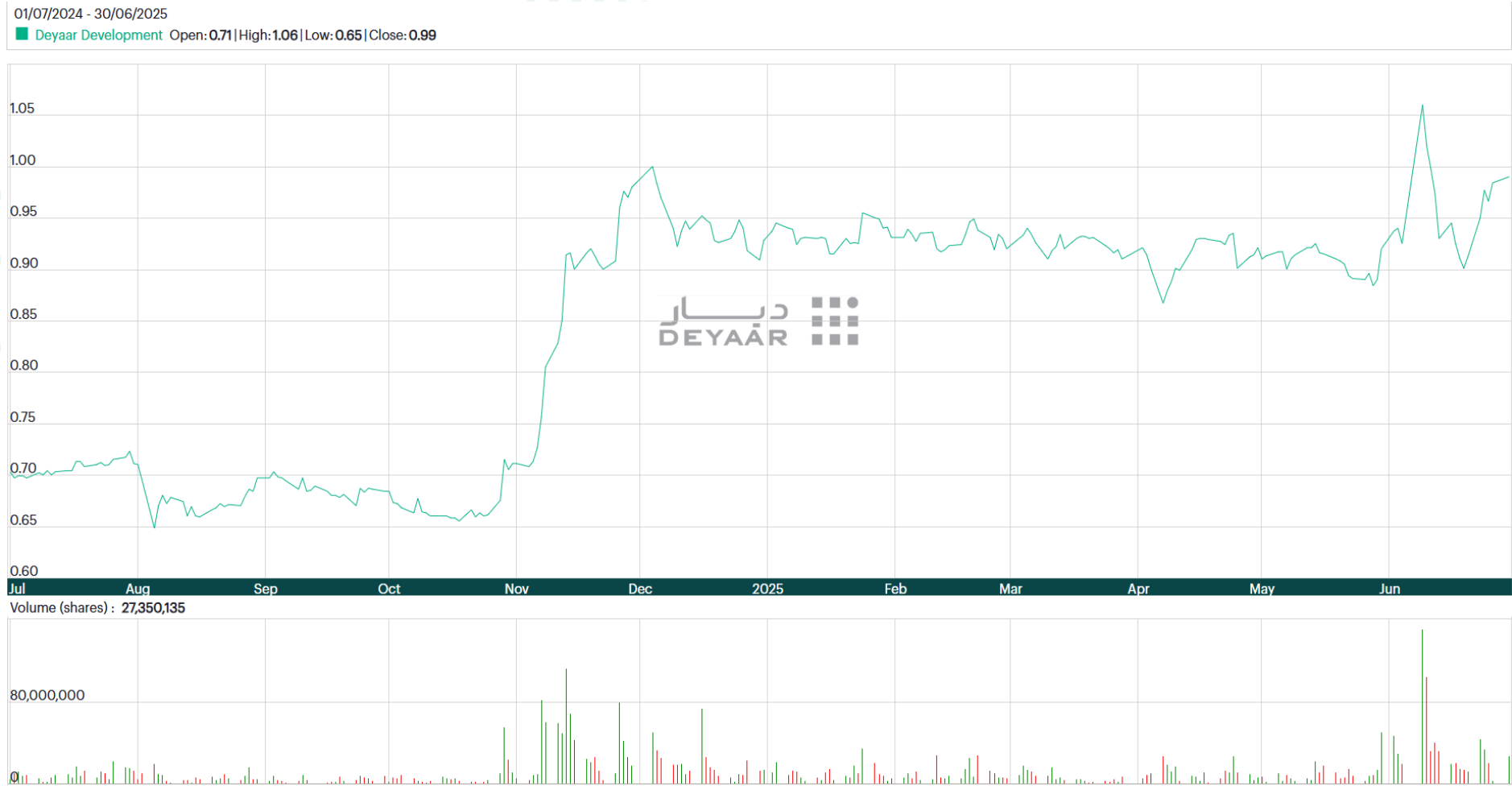
*Others include Mix Use Buildings, Leased Buildings and Residential apartments.

ASSETS HELD FOR SALE AND DEVELOPMENT



Deyaar Assets held for sale are valued at AED 1,159.26 million as of June 2025 (carried at Lower of Cost or Net Realizable Value).

GROWTH IN DEYAAR SHARE PRICE



Between July and November 2024, the share price ranged between AED 0.65 and AED 0.81.

In mid-November, the stock saw a sharp surge, peaking near AED 1.00 by early December. This was mainly driven by Deyaar’s improved Q3 2024 performance, along with the launch of Rivage, Deyaar’s steppingstone in Abu Dhabi as well as the launch of Park Five.

Since then, it has stabilized around AED 0.90–0.95.



BUSINESS & OPERATIONAL HIGHLIGHTS

PROJECTS

UPDATES



DWTN RESIDENCES

Type of Project

Residential Apartments

Total Sales Value:

AED 2,157.7 Mn

Units Available for Sale:

552 Units

% Units Sold till date

73%

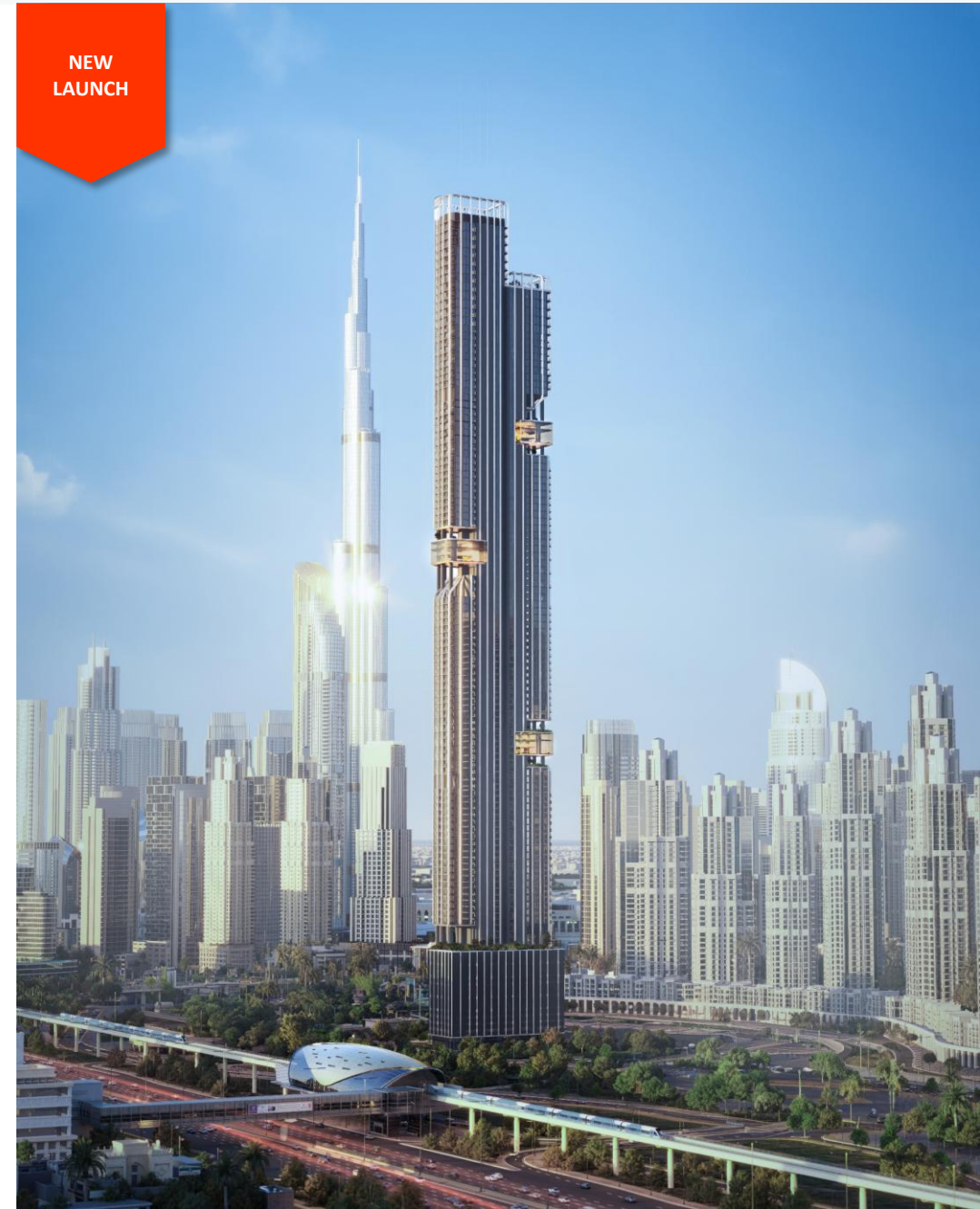
Expected Project Completion

H2 – 2029

Current Status

Project Launched

NEW
LAUNCH



AYA, UMM AL QUWAIN

Type of Project

Residential Apartments

Total Sales Value:

AED 840.2 Mn

Units Available for Sale:

442 Units

% Units Sold till date

17%

Expected Project Completion

H2 - 2027

Current Status

Design ongoing



PARK FIVE – NEEM

Type of Project

Residential Apartments

Total Sales Value:

AED 201.1 Mn

Units Available for Sale:

142 Units

% Units Sold till date

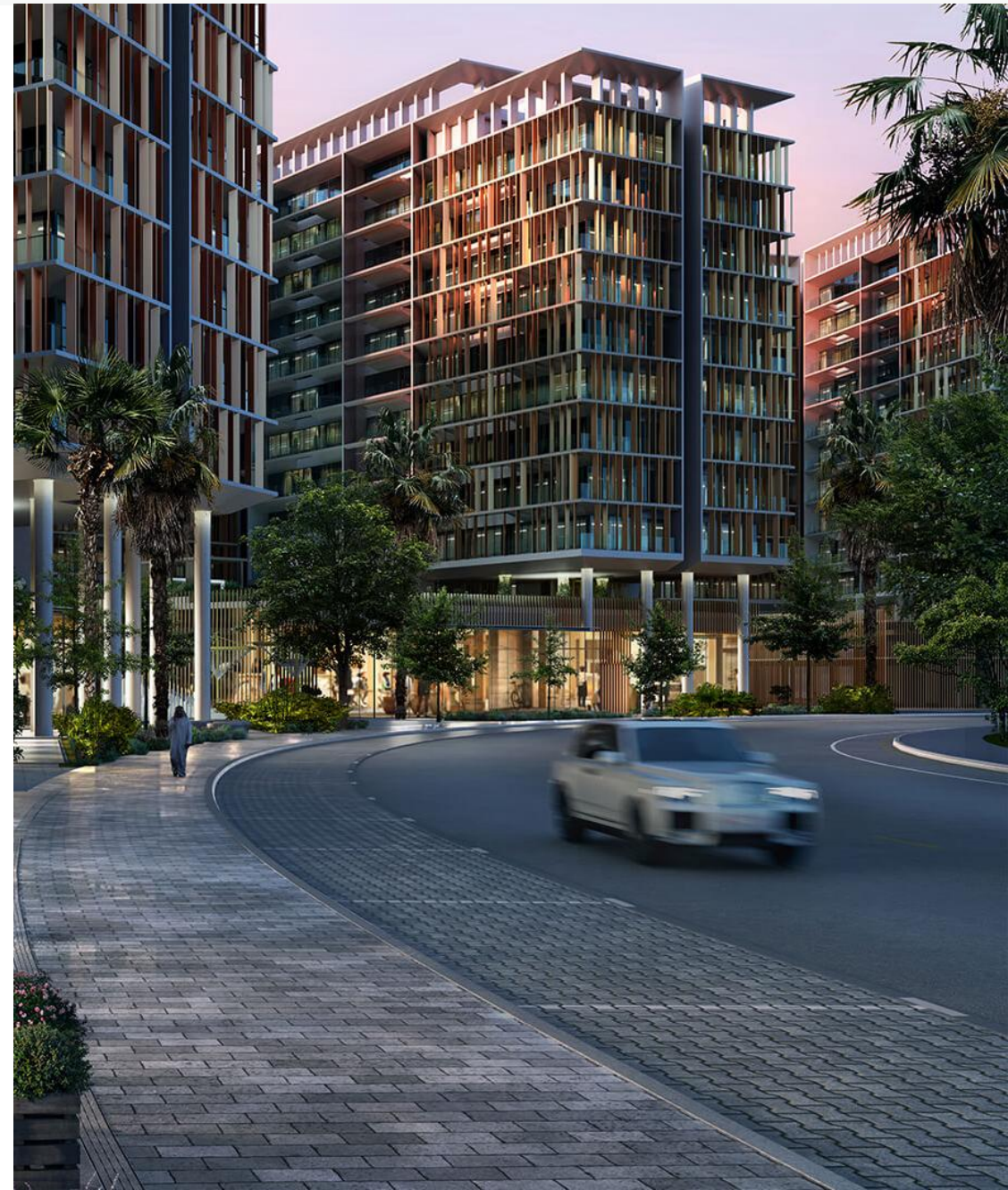
49.0%

Expected Project Completion

H2 - 2027

Current Status

Enabling works



PARK FIVE – ELM

Type of Project

Residential Apartments

Total Sales Value:

AED 527.1 Mn

Units Available for Sale:

526 Units

% Units Sold till date

84%

Expected Project Completion

H1 - 2027

Current Status

Enabling works



PARK FIVE – EMBER

Type of Project

Residential Apartments

Total Sales Value:

AED 250.9 Mn

Units Available for Sale:

200 Units

% Units Sold till date

52%

Expected Project Completion

H1 - 2027

Current Status

Enabling works



RIVAGE, AL REEM ISLAND

Type of Project

Residential Apartments

Total Sales Value:

AED 740.2 Mn

Units Available for Sale:

364 Units

% Units Sold till date

99%

Expected Project Completion

H2 - 2027

Current Status

Enabling works



MARCASA

Type of Project Residential Apartments	Total Sales Value: AED 1,166.4 Mn
Units Available for Sale: 580 Units	% Units Sold till date 99%
Expected Project Completion H1 - 2027	% Completion till Q2'25 35.5%



REGALIA

Type of Project

Residential Apartments

Total Sales Value:

AED 1,039.6 Mn

Units Available for Sale:

911 Units

% Units Sold till date

99%

Expected Project Completion

H2 - 2025

% Completion till Q2'25

90.5%



TRIA

Type of Project

Residential Apartments

Total Sales Value:

AED 665.8 Mn

Units Available for Sale:

711 Units

% Units Sold till date

99%

Expected Project Completion

H2 - 2025

% Completion till Q2'25

69%



ELEVE

Type of Project Residential Apartments	Total Sales Value: AED 1,048.2 Mn
Units Available for Sale: 814 Units	% Units Sold till date 84%
Expected Project Completion H2 - 2027	% Completion till Q2'25 4%



JANNAT

Type of Project

Residential Apartments

Total Sales Value:

AED 378.2 Mn

Units Available for Sale:

360 Units

% Units Sold till date

100%

Expected Project Completion

H1 - 2026

% Completion till Q2'25

72%



AMALIA

Type of Project

Residential Apartments

Total Sales Value:

AED 105.1 Mn

Units Available for Sale:

95 Units

% Units Sold till date

100%

Expected Project Completion

H2 - 2025

% Completion till Q2'25

98%



TALIA

Type of Project Residential Apartments	Total Sales Value: AED 175.9 Mn
Units Available for Sale: 159 Units	% Units Sold till date 97%
Expected Project Completion H2- 2025	% Completion till Q2'25 96%



ROSALIA

Type of Project

Residential Apartments

Total Sales Value:

AED 150.6 Mn

Units Available for Sale:

117 Units

% Units Sold till date

100%

Expected Project Completion

H2- 2025

% Completion till Q2'25

75%





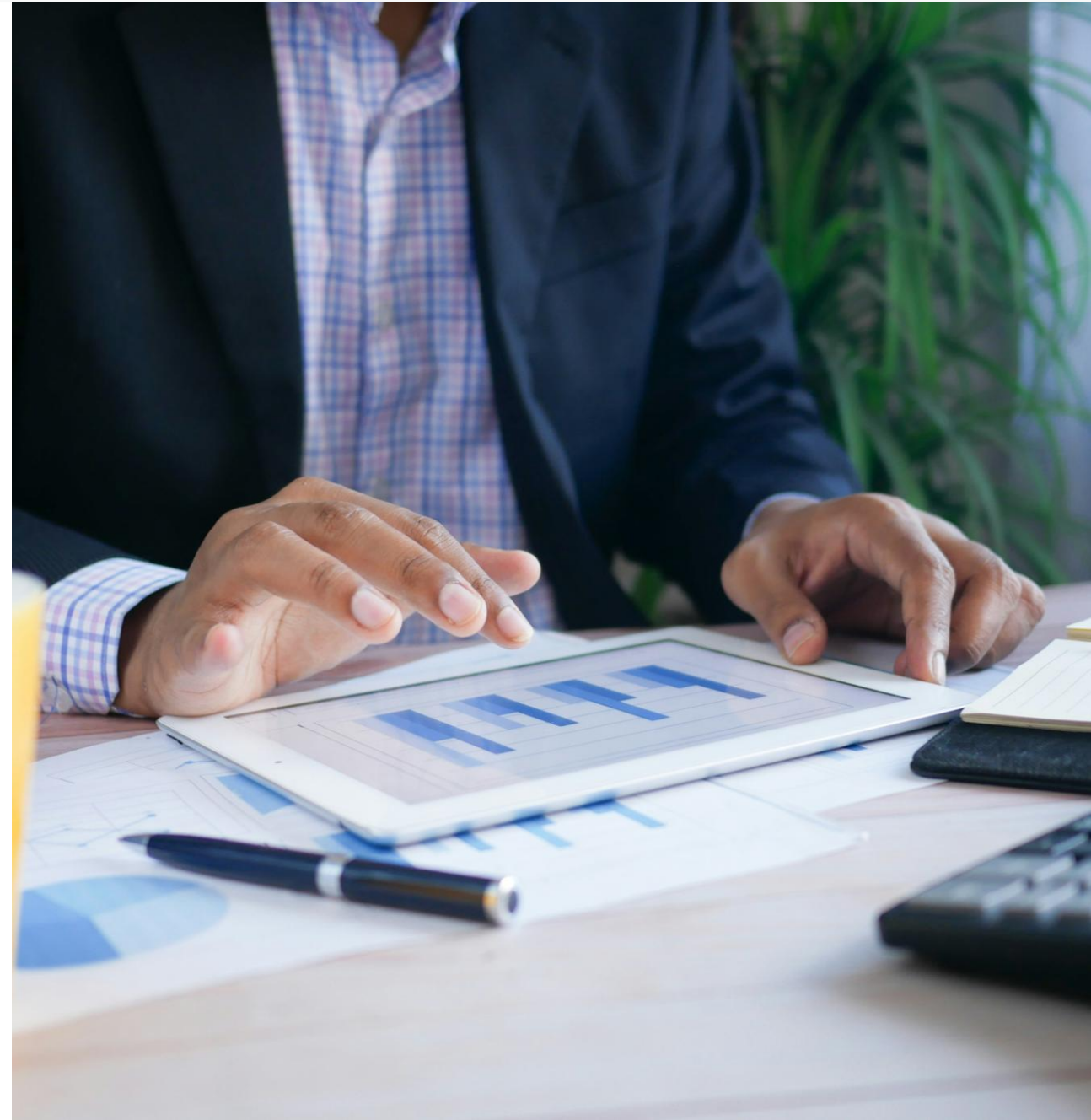
GROWTH STRATEGY

DEYAAR STRATEGIC PLAN

PROPERTY DEVELOPMENT

Objective

- Achieve an average annual turnover of AED 2 billion over the next five years
- Diversify into new asset classes, such as townhouses and villas, to cater to a broader customer base
- Increase the land bank through strategic acquisitions to ensure a steady pipeline of future developments
- 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.



Thank You

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