



# R O V E

## CITY WALK



# ROVE CITY WALK





# A GREAT OPPORTUNITY TO INVEST IN DUBAI

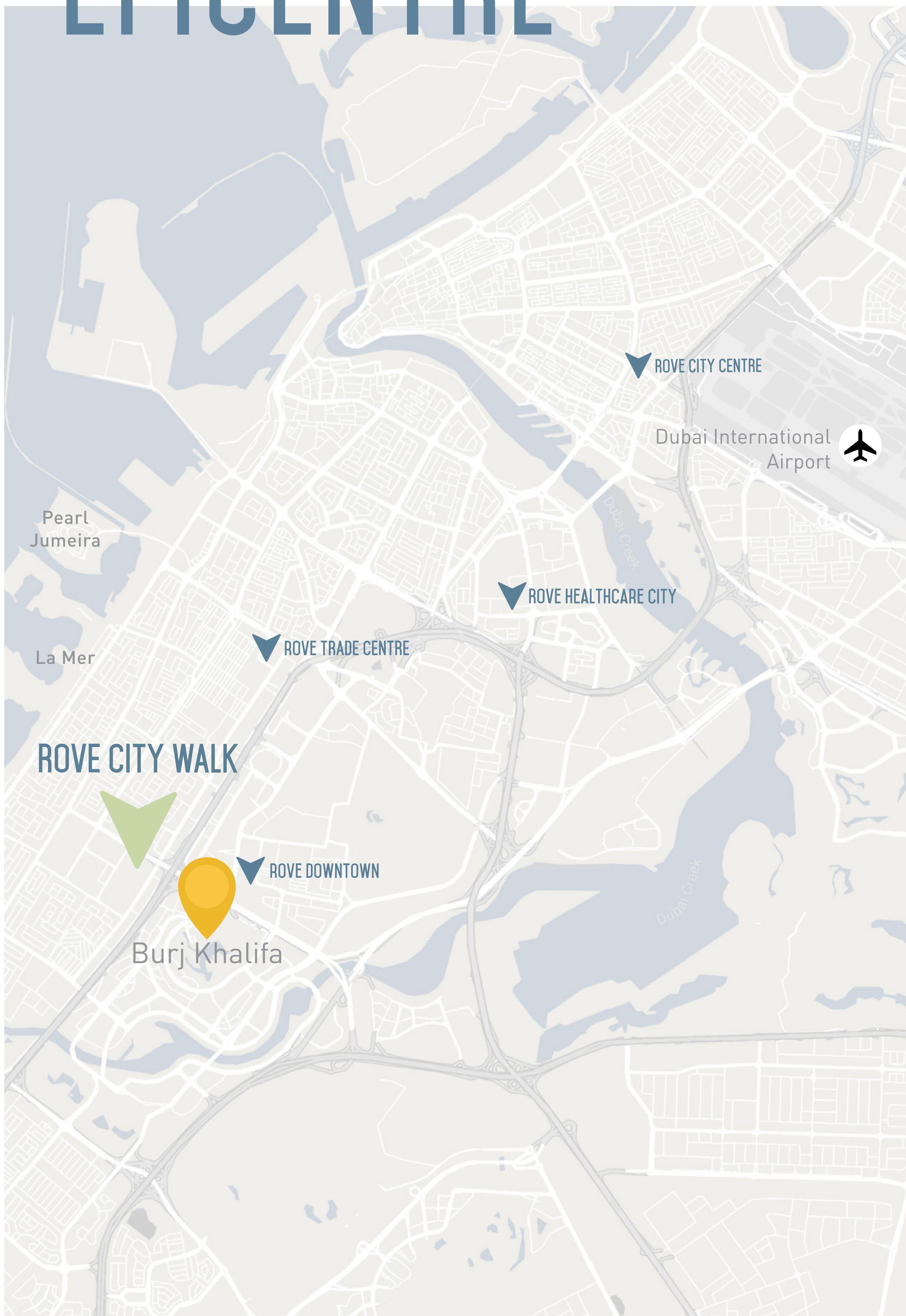
Introducing Rove City Walk, the premier  
**HOTEL ROOM INVESTMENT PRODUCT** with

RETURNS OF

8%\*

\*Normalized returns – Terms and conditions apply

# LOCATED AT THE EPICENTRE







Situated in  
City Walk



Directly opposite  
Dubai Arena



5 Minutes to  
Burj Khalifa  
Downtown Dubai



5 Minutes to  
The Dubai Mall



10 Minutes to  
The Dubai Fountain



10 Minutes to  
Dubai Opera



10 minutes to  
La Mer in Jumeirah



15 Minutes to  
Dubai Int'l Airport





#SHOP



# CITY WALK'S URBAN LIFESTYLE

City Walk is a popular family-friendly neighbourhood with a sophisticated ambiance and a unique mix of residences, high-end retail, dining, entertainment, hospitality, grooming and wellness options.



+300

Retail  
Units



4

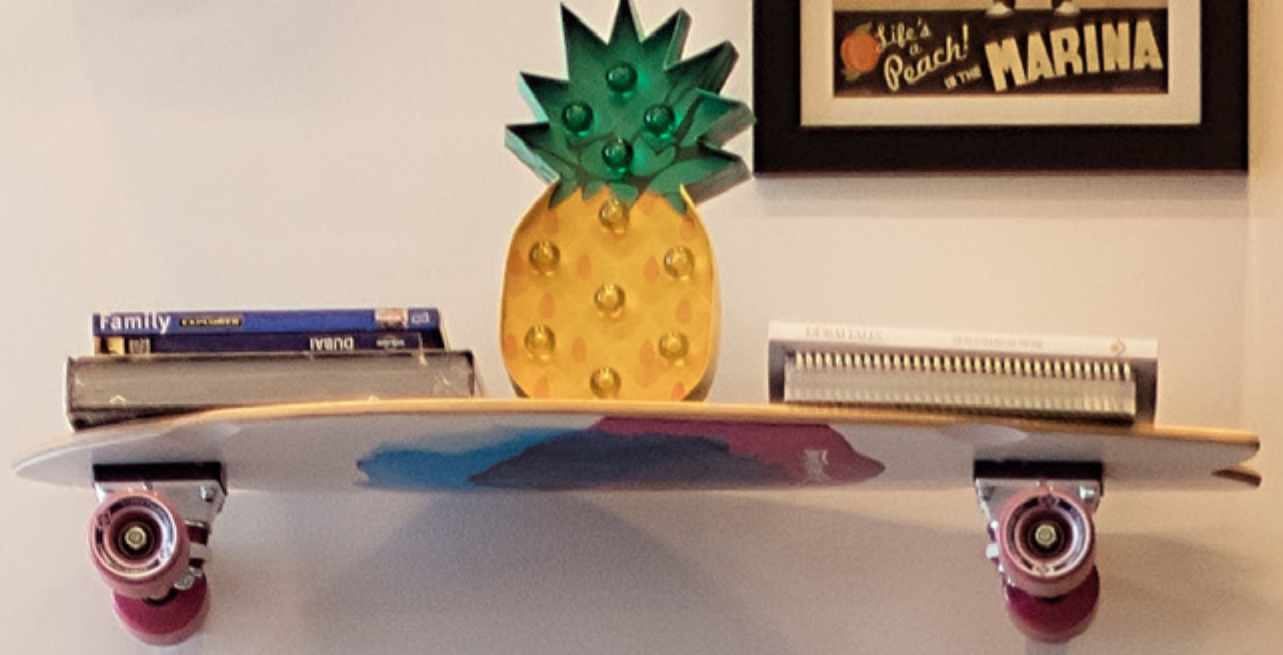
Leisure and  
Entertainment  
Experiences



17

International  
Street Art  
Attractions





#FAMILY



# REVEL IN CHIC COMFORTS



24/7 coffee shop  
and mini market



Pool &  
Gym



In-house  
laundromat



Exclusive cafés  
and restaurant



# #RELAXATION





EVERYONE TELLS ME TO  
FOLLOW MY DREAMS...  
*I'm going back to bed*





# RETURN ON INVESTMENT

40% REVENUE SHARE\*

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RETURNS OF 8%\*

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FREE TWO-WEEK STAY

every year for life\*

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50% DISCOUNT

on room bookings and F&B across Rove Hotels\*

\*Normalized returns – Terms and conditions apply





#MEET



# ROVE HOTELS

## MADE FOR THE

### URBAN EXPLORER



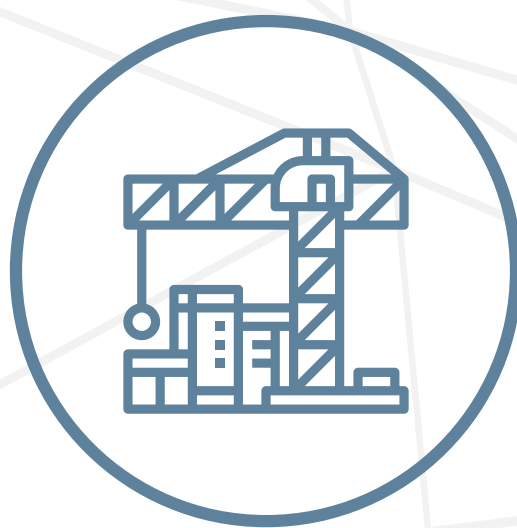
5

Operating hotels



300

Average number  
of rooms



7

Hotels under  
development



# #DINE

EAT GLOBAL • MEET LOCAL  
*The Daily*







2018 Best Budget Brand  
Rove Hotels



Top Choice Award  
for 3-Star Hotels  
Rove Healthcare City



2017 Best Budget Brand  
Rove Hotels



2017 Mid-Market  
Launch of the Year  
Rove City Centre



2016 Interior Hotel  
Design of the Year  
Rove Downtown





#EXPLORER



# INVEST IN DUBAI'S THRIVING TOURISM SECTOR

## IN TOP 10 MOST VISITED CITIES

In the World in 2018

## 1ST MOST VISITED CITY

In the World by 2025

10.44MN

Int'l Guests Jan – Aug 2018

25MN

Expected Visitors to Expo 2020 Dubai

20MN

Expected Annual Visitors by 2020

USD 537 P/DAY

Avg. Tourist Spend

## TOP VISITOR NATIONALITIES

India, Saudi Arabia, UK, China, Oman, Russia

According to research by Euromonitor International 2018 report







# ROVE CITY WALK

## RETURN ON INVESTMENT

YEAR	2022	2023	2024	2025	2026
Average Daily Rate <sup>(3)(4)</sup> (AED per night)	403	432	445	458	472
Occupancy <sup>(5)</sup>	74%	84%	84%	84%	84%
Revenue Per Annum / Per Room	109,033	132,572	136,923	140,646	144,865
40% <sup>(6)</sup> 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 <sup>(7)</sup>	5,640	6,043	6,224	6,411	6,603
Retun 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 mid 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

(7) Two weeks free stay per annum, subject to availability



# EXPLORING WITHOUT BORDERS





