



BUILT on TRUST



MARKET

The epicentre of one of the world's richest regions with a sustained GDP growth of over 8% per annum, Dubai capitalises on its strategic location at the crossroads of Europe, Asia and Africa. Over 120 shipping lines and 105 airlines connect to over 145 global destinations. The emirate thrives on a diversified economy with oil contributing only around 10% of its GDP. Tourism and knowledge based industries contribute substantially to its outstanding economic growth.

Dubai boasts a per capita tax-free income of over \$20,000, among the highest in the world and offers an excellent business-conducive environment that is free from taxes and foreign exchange controls.

Dubai enjoys excellent prospects for real estate growth over the coming years, creating fantastic opportunities for investment. The demand for residential and commercial properties will continue exceeding the supply over the next decade and beyond.

ACHIEVEMENTS

ETA Star Property Developers is one of the largest private real estate developers in Dubai, with over 50 million sq. ft. of premium properties under development in Dubai, Ajman, Sharjah and across India. The company has entered Oman recently creating thousands of beautiful homes and living communities as well as world-class business and commercial developments – all



superb investment and living opportunities which are fast reshaping the urban skyline of emerging modern cities.

All ETA Star projects have unique design features, high quality finishes, world-class amenities and the backing of the multi-billion dollar ETA Ascon Star Group.

Star Hospitality, a division of ETA Star Properties, operates hotels and hotel apartments across Dubai. The Hallmark Hotel, the Star Boutique Hotel Apartments and the Star Metro Hotel Apartments in Deira and Al Barsha are fully operational serving discerning tourists visiting Dubai.

ETA Star delivered their first project, the Belvedere at Dubai Marina, which was the first project to be handed over in Dubai Marina and the The Palladium, a mixed-use tower at Jumeirah Lakes Towers. 2009 will see ETA Star completing a further four projects and, by 2010, ETA Star will have delivered close to 15,000 homes, hotel apartments and offices apart from its retail spaces.

With the backing of the ETA Ascon Star Group, ETA Star Property Developers can source all areas of expertise in-house, from conceptualising and designing to construction and property management. Each division boasts seasoned professionals and, apart from an experienced team of in-house architects, ETA Star also works with renowned architects and building specialists bringing the best of technology to developing properties. The company prides itself on its IT-driven world-class systems and became the first developer in the Middle East to achieve ISO 9001:2000 certification.

HISTORY

ETA Star Property Developers started operations in 2004. It is a part of the 35 year old conglomerate ETA Ascon and Star Group which started in the early 70s as a Contracting firm in the UAE with expertise ranging from Civil Construction to Electro Mechanical, Elevator Engineering and Facilities Management. Today the group has diversified into Shipping, Engineering, Retail, Education, Healthcare and has almost 65,000 employees making it the largest employer in the private sector in UAE.

The group is part of Al Ghurair Group of Companies, a leading business house in the United



Arab Emirates famed for brands such as Mashreq Bank, Masafi and Al Ghurair City among others.

ETA Star has grown into being one of the largest developers in the region with almost 30 projects underway in Dubai and Ajman and several major projects across India. ETA Star Properties India started in the city of Bangalore with The Gardens residential project worth AED 500 million. The company now has a AED 4 billion township in Chennai, a software park named ETA Technopark and several residential projects.

PRODUCT

From waterfront residential projects like The Grandeur Residences on the Palm Jumeirah to the tallest residential tower in the world, the 23 Marina Residences, ETA Star has conceptualised properties which are unique and distinctive and offer true value to its customers.

23 Marina

23 Marina is an exclusive 90-storey structure comprising 2 and 3 bedroom apartments and duplexes designed to the highest quality. With 3 levels of spas, exclusive fitness centres, indoor and outdoor temperature controlled swimming pools, lavish decks and house automation, 23 Marina sets a high standard for luxury living.

Liberty House

Liberty House is located in the Dubai International Financial Centre. The development consists of 10 floors of offices and 26 floors of residential apartments. Leisure and activity requirements are catered for by four open recreation and relaxation decks.

Taj Exotica Resort & Spa and The Grandeur Residences

The Taj Exotica Resort & Spa, Palm Jumeirah, Dubai, is a five-star hotel complete with a host of world-class facilities, whilst The Grandeur Residences is a luxury residential complex designed to provide residents a lifestyle reminiscent of royalty. The project is modelled on the archetypal palaces of Rajasthan.

The Grandeur Residences comprise 200 fully furnished 1, 2 and 3 bedroom apartments, including 10 beachfront villas. The entire facility will be serviced by Taj Exotica Resort & Spa.

Every apartment in 'The Grandeur Residences' offers stunning views of the sea from the trunk of The Palm, the Burj Al Arab and the skyline of Dubai Marina. The property comes with amenities such as spa, swimming pools, health club, restaurants, helipad, tennis court along with 24-hours security and concierge and access to the 5-star facilities of the adjacent Taj Exotica Resort & Spa.

Verde Towers

Spanish for the colour green, Verde symbolises the essence of life and all things living in perfect harmony with the elements. Verde elevates environmental consciousness to a whole new level. Towering over the clear blue skies of the world's first purpose-built maritime centre that is Dubai Maritime City, Verde Residences and Offices are designed to achieve Gold Standard rating (LEED). Masterfully designed to open up panoramic views to the ocean, Verde's orientation and shape allows it to shield itself from the strongest solar gain yet harness the wind and features an integrated wind turbine at its top. The 40-storey residence tower includes luxurious 2 & 3 bedroom units and 4 bedroom deluxe harbour-side town-homes.

Verde Offices set a new international standard for a high-performance building. Shaped to harness the power of natural forces, Verde Offices utilise advanced technologies and climate appropriate building systems to offer tenant profitability through increased productivity. With podium offices and the unique sky garden, Verde Offices offer various exercise and leisure spaces that are an oasis promising a respite within the confines of the high-end business experience.

Qaryat Quram, Muscat, Oman

Qaryat Qurum is a self-contained world where luxurious living meets contemporary lifestyle. With hilltop residences, offices, landscaped gardens and retail arcades, it's everything you need for a busy, fulfilling life. Surrounded by the sea on one side and a breathtaking expanse of mountains on the other; Qurum is the nerve centre of major businesses in Muscat and is just a stone's throw from the beach and only 20 minutes away from Muscat International Airport.

RECENT DEVELOPMENTS

Launched in 2007 the ETA Star Properties' 'Homes for the Homeless Programme' is the first of its kind CSR program in the UAE. It was born out of their desire to touch more people's lives by doing what they do best - building homes. Having tied up with the UAE Red Crescent in 2007 ETA



contributed two million dirhams towards the cause. In 2008 they joined forces with Habitat for Humanity to build homes for the homeless across Middle East, Asia and Africa; this year too saw them donating two million to the cause.

PROMOTION

ETA Star has demonstrated "thought-leadership" with several initiatives. Some examples of this are:

- Pioneered co-branded mortgage programme with Tamweel during the launch of The Centrium towers in December 2005.
- Pioneered the Condo-office concept in the region by launching The Summit tower at Dubai Marina with a unique rental-pool agreement system.
- Pioneered 360-degree marketing with campaigns for The Grandeur Residences, Verde and Qaryat Qurum.
- Pioneered green living in Dubai with the launch of Verde, the first freehold green project.
- Pioneered mobile marketing with a dedicated SMS Short Code for projects and customers to access information on mobile phones.
- The first ever Channel Management programme for agents – 'Star Select Club'.
- The first ever large scale Corporate Social Responsibility programme by a developer; the 'Homes for the Homeless' campaign in association with Red Crescent Authority in 2007 and with Habitat for Humanity in 2008.
- Pioneered Star Circle Club an exclusive loyalty program for select customers.

All these initiatives have led to ETA Star being regarded as one of the best marketers in the Real Estate industry. This was acknowledged with two 'Superbrands' status for two years in a row and CNBC Arabian Property Awards, including the 5-star award for the 'Best Developer Website in the region'.

The company prides itself on its research-led approach to marketing and advertising and has led the way in 'ROI Marketing' through its unique tracking and measurement systems allowing the company to realise the advertising to sales ratios and overall return on marketing investment.

BRAND VALUES

Trustworthiness, honesty and transparency are core values of ETA Star brand and are reflected in all its operations, activities and communications where the company promises what it can deliver and delivers what is promised. These values drive its business both internally and externally which

has helped maintain high motivation amongst its employees and strong and enduring relationships with all its stakeholders.

www.etastar.com



Things you didn't know about ETA STAR

The triumph of Green Building practices and sustainable systems in Verde can reduce electricity usage and carbon emissions to such an extent that it is as good as planting over 600,000 trees or taking 680 cars off the road.

23 Marina Residences, the 90-storeyed marvel at Dubai Marina when completed, will be the tallest exclusively residential tower in the world at over 380 metres surpassing Q1 on the Gold Coast, Australia. It will have the most elevators and swimming pools in a residential tower.

The Jiva Spa at the Taj Exotica Resort & Spa on the Palm Jumeirah will be the largest natural spa in the Middle East covering almost 20,000 square feet.

Superbrands