



الإتحاد العقارية
Union Properties

Lifestyles that go beyond the home

When you come home to drive home long, you find it easy to focus on the beautiful aspects of your life. At Union Properties, we deliver the living experience by creating value, quality, service and care. We ensure that every project is developed with the highest standards, we constantly exceed our expectations.

Union Properties P.O. Box 24676, Dubai, United Arab Emirates Tel: +971 4 881 8333 www.up.ae

MARKET

Dubai is poised to become, over the next ten years, the newest global economic hub and is one of the biggest and most exciting emerging markets in the world today.

Dubai's formula for development, visionary leadership, high-quality infrastructure, and expatriate-friendly environment, zero tax on personal and corporate income and low import duties is evident. The result was that Dubai quickly became a business and tourism hub for the gulf region.

Dubai is developing fast and customers have higher expectations, more to choose from and they require more attention than ever before.

As competition intensifies and as the market overloads with competitive messages, promises and overpromises, operating in Dubai is becoming more challenging and the right formula for success will turn out to be more critical.

With a keen attention to detail, impressive track record and more than 21 years of experience, Union Properties P.J.S.C (UP) has become one of the leading property development and investment companies in Dubai.

ACHIEVEMENTS

Union Properties has a history that spans over two decades. UP's achievements are based on six basic principles that form the foundation of its ethical code. Quality, service, innovation, care, trust and diversity are embedded in every venture it undertakes. What distinguishes UP is its attention to detail, dedication to perfection and its ability to offer unsurpassed creative, technical and managerial expertise, ensuring an enhanced quality of working, living or leisure. In 2005 UP was named the Property

Company of the Year at the Arabian Business Awards. This was followed by the Emirates Energy Award in 2007 from Dubai Quality Group (DQG) for UP's Green Community® project which is a self-sufficient community with residential, leisure, retail and commercial properties incorporated in the project. The 67-hectare mixed-use development adopted the environment solutions offered by Energy

Experiences that go beyond leisure

When the experience is unforgettable, it lasts. At Union Properties, we deliver the experience of leisure activities for creating quality, innovation, and fun. We ensure that every project is developed with the highest standards, we constantly exceed our expectations.

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Management Services, the leading energy management and conservation company in the Middle East to identify areas where the Green Community® project optimised its energy-saving potential. For UP, winning the Emirates Energy Award in the Private Corporation category reflects the company's commitment to the green movement and their leading environmental performance in the private sector.

UP has created a portfolio of iconic landmarks which lead the company to win the Mohammed Bin Rashid Al Maktoum Business Awards 2008 in the category of Real Estate Development. The award focused on the factors that lead to outstanding business performance, all done in an effort to recognise successful companies that have contributed to the economic development of the UAE.

HISTORY

UP started as Union Property Private Limited in 1987 and floated as a public limited company in 1993. Celebrating over 21 years of growth, innovation, motivation and attention to detail UP has a reputation for professionalism and integrity, serving public institutions, multinational corporations, the business community and the private sector. Today UP boasts an annual turnover of more than USD800 million and

projects under construction worth USD5.5 billion.

With over 24 projects, the company has created a portfolio of iconic landmarks in commercial, residential and leisure developments from high-rise towers to multi-use complexes, hotels and theme parks; such as UP Tower, Green Community®, UPTOWN Mirdiff®, Net.community, INDEX™, Limestone House™ and MotorCity®.

UP's range of services include properties investment and development, project management, interior design and fit-out, property management, facilities management and MEP Contracting tailored to specific needs through its business associates and subsidiary companies. UP's subsidiary companies include Dubai Autodrome®, Speedcar Series, FI-X™, The FITOUT, Edara, ServeU, Thermo, GAMCO and EMICOOOL and associates consist of Regus, Marriott Executive Apartments and Courtyard by Marriott.

Environments that go beyond the office

When employees are happy in their work environment, it improves their productivity. At Union Properties, we understand that you are looking for more than just a great address, we are also looking for a high level of living standards. We ensure that every project is developed with the highest standards, we constantly exceed our expectations.

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UP has a focus on growth at a global level. With international professionals working alongside architects, engineers, planners and consultants UP aims to identify and invest in business opportunities beyond the UAE. Currently the company has signed an international agreement with Formula One Administration (FOA) to develop FI-X™ themed parks worldwide. The success of UP is reflected in the company's steady growth accomplished by the commitment and loyal support of over 17,500 employees in all fields.

PRODUCT

UPTOWN®
UPTOWN® is a result of one of UP's revolutionary concepts of creating original development brands in Dubai, along with other prominent brands such as Green Community®, FI-X Dubai™



and MotorCity®. Celebrating over 21 years in property development, UP's concepts have set the company's approach apart from the competition.

Many residents who found their refuge in the first UPTOWN® development in Mirdiff found themselves spending more time in a neighbourhood that lends itself to a true sense of community. A delightful, secure family living environment UPTOWN® is a concept architecturally designed along the lines of an ancient spa town that features an excellent variety of residential properties, retail outlets, play areas and recreation facilities nestled within landscaped gardens.



Green Community®
UP prides itself on creating and developing its unique property brands like the phenomenal success of Green Community® that has prompted the launch of Green Community West™, UP's project at Dubai Investment Park and Green Community MotorCity™ within the MotorCity® development in DUBAILAND®. Green Community® as a brand set a benchmark and managed the expectations of potential home owners.

Green Community West™ and Green Community MotorCity™ too have a tranquil, traffic-free environment with cobbled roads, pleasing walkways, manicured gardens and acres of open space. Green Community West™ in its final phases of construction and initial phases of handover for some of its units offers an exceptional choice of residences, each one distinctly different from each other. Spread across a 100-hectare plot it has 836 units featuring bungalows, family villas, luxury villas and garden apartments. In MotorCity® home owners have had the opportunity to secure homes on freehold Green Community MotorCity™ that will also provide a way of life within a working and living secure community.

RECENT DEVELOPMENTS

MotorCity®, is a development based on a unique automobile and motor sport theme that includes residential, commercial, business, sports and leisure opportunities. MotorCity® is 'a city within a city' with five components over an area of 38,000,000 sq.ft., located in DUBAILAND® on Emirates Road. **MotorCity® Project Components:**
FI-X™ is a Formula One themed leisure destination and will cost US\$460 million to build, over an area of 254,000 square metres, and is expected to attract over 1 million visitors in the first year.



Dubai Autodrome® - Already operational, the facility features a 5.39 km FIA certified track with supporting services (pit garages, grandstand, race administration, medical centres, etc.). The Dubai Autodrome® includes a kartdrome and a race school. A host of businesses use the track year round for events such as product launches, corporate events and concerts.

Business Park MotorCity™ - offers investment and development opportunities for companies related to the automotive and motor sport industries. This component of MotorCity® will feature the Automall complex that will include three major interconnected buildings, a three storey showroom, a 38 storey office building and a hotel. The Business Park MotorCity™ is divided into three main districts: The Retail Commercial District, the Auto Commercial District and the Applied Technologies district.

Green Community MotorCity™ - Provides a way of life within a secure community encompassing landscaped gardens, water features, stone streets and walkways in a relatively traffic free environment. It is a family home development that includes luxury villas, family villas, townhouses and bungalows with luxurious terraced apartments overlooking a lake. Construction is due for completion and handover in 2009.

UPTOWN MotorCity® - An apartment development that will provide recreational areas and other community amenities such as parks



and schools. The residential units include a mix of studio, one, two and three bedroom apartments with exclusive four bedroom townhouses in the crescent area. Construction is due for completion and handover in 2009

INDEX™
INDEX™ is an 80 storey multi-purpose tower with state-of-the-art offices and luxury apartments for those who expect exceptional living. The construction of INDEX™ is planned to be completed in 2009. INDEX™ is the first of a new era of 'intelligent buildings' that are destined to be the skyscrapers of the future and is designed by the UK award-winning architects Foster & Partners.

INDEX™ is a landmark building in a prime location within the Dubai International Financial Centre (DIFC). It combines 25 floors of office space, 40 floors for apartments in addition to seven dedicated penthouses and three levels for exclusive retail outlets.

Limestone House™
Limestone House™ is designed to provide an incomparable standard of living focusing on opulence, style and traditional luxury through exclusive luxury apartments for a select few buyers.

Featuring an exceptional blend of architectural décor, influenced by ancient Arabia and the Mediterranean, this residence has been designed to the time-honoured specifications of the master stonemason with window length, breadth and height determined by the traditional dimensions of masonry blocks.

PROMOTION

UP strives to sustain its competitive advantage that it has achieved with over twenty years of market knowledge, unsurpassed quality of product, attention to detail and strong brand names.

A mix of marketing communication channels and elements are used to support UP's strategy and to communicate the brand values and benefits to target customers.

BRAND VALUES

The success of UP is based on six basic principles; quality, service, innovation, care, trust and diversity. This success is the result of the company's passion for uncompromising excellence in every project undertaken and dedication to quality. UP strategically brands its developments in UAE to generate brand awareness for the local and international markets.

www.up.ae

Things you didn't know about
Union Properties

- UP, launched in 1987, was the first property developer to operate in Dubai
- UP was the first property developer to be listed on the Dubai Financial Market
- UP started with five employees in 1987 and now has a workforce of over 17,500
- UP's net assets worth AED one million in 1987 are today worth more than AED 6.0 billion
- UP has a strong rental portfolio worth AED 2.2 billion currently owned and managed by UP with the plan to increase significantly to exceed AED 6 billion.

