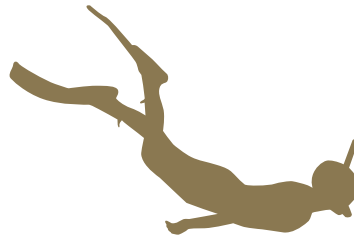


CÔTE D'AZUR

THE HEART OF EUROPE



PREMIER ESTATES



DELIGHTFUL HEARTS

We have always sought freedom, a place to play and frolic in the sun
Our very own arena, where our hearts do not grieve, but where our souls laugh with glee
Our very own world where we are carefree and never know despair
With wanton delight we laugh by the moonlight and by magic we dance in the sun
We fill our bellies with such sweet things and we bathe in the beautiful waters of the sea
We are lost in beauty and our hearts swell with delight and pleasure
The sky is filled with delightful colours and the waters teem with beautiful creatures
Tell us your story, share your memories and your heart's desire and in return we'll give you
our coast
This beautiful blue coast, which mesmerises us, sets us free and tantalises our souls
This is the coast of frolic, pleasure and freedom
This is Côte d'Azur

Take A Moment to Catch Your Breath.

The World is visible from outer space, a collection of man-made islands that form a unique map of our planet. Surrounded by the Arabian Gulf, The World attracts a stunning variety of marine life all year round.

The Heart of Europe is a destination of 6 islands set against the backdrop of The World Islands, Dubai.

Arrival to The Heart of Europe is by boat, seaplane or helicopter.

We will run a shuttle service every 15 minutes for guests, with pick-up points from Dubai mainland.





The Heart of Europe's distance from mainland Dubai is 4 KM



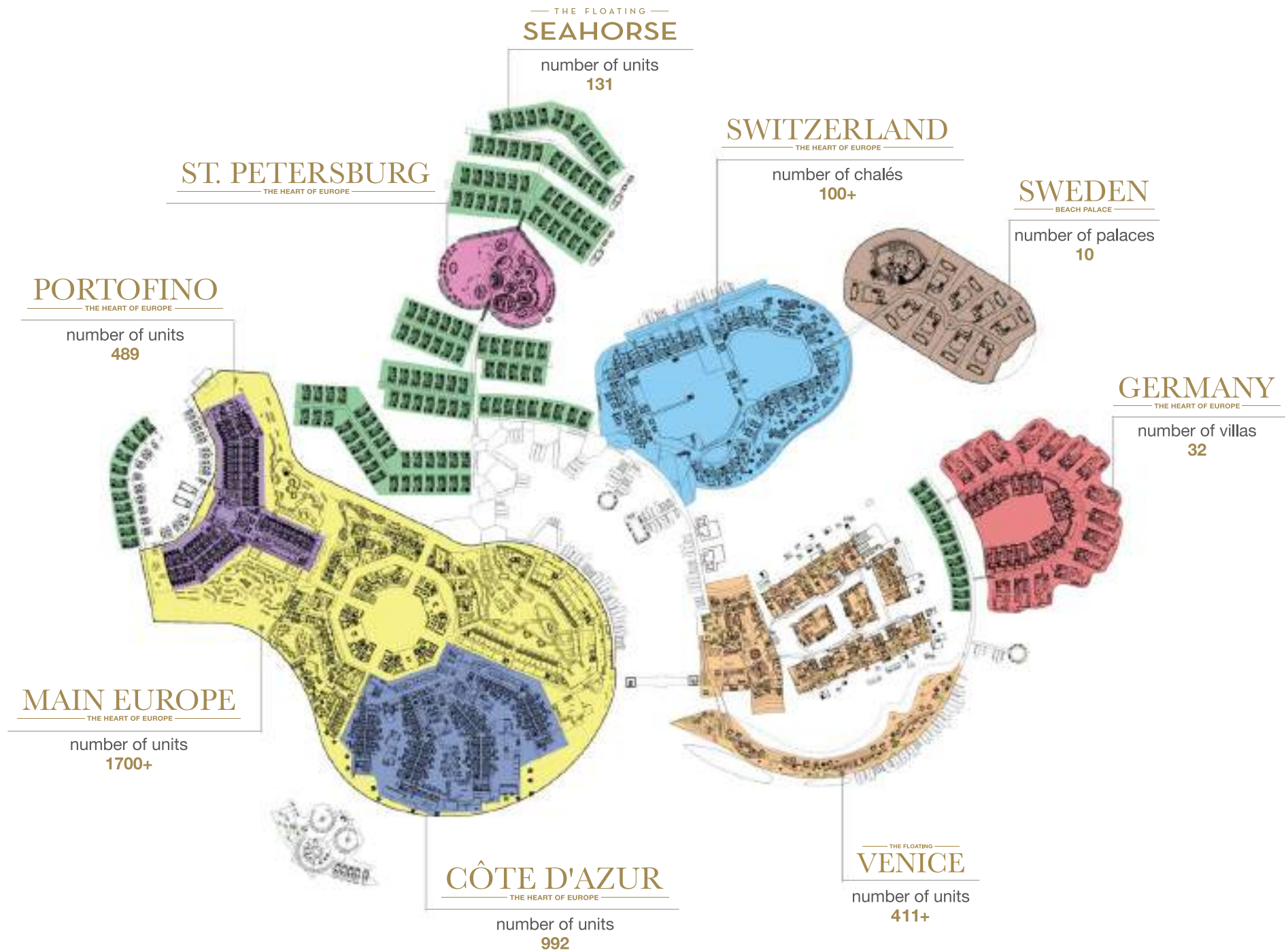


CÔTE D'AZUR





Masterplan



The Heart of Europe

6
WORLD FIRSTS



First Underwater Hotel with Gym and SPA



First Dedicated Wedding Hotel



First Floating and Underwater Living Experience



First Dedicated -5Star Family Hotel



World's First Artificial Rainy Streets



World's First Outdoor Snow Plaza

5bn

USD Project Value

4,000+

Units to be Delivered

1,500+

Employees

4,000

Jobs to be Created

50+

Yearly Attractions

13

Hotels & Resorts

6

Islands





BE REMARKABLY SPOILED

Welcome to the French Riviera and the Côte D'Azur –the Blue Coast. Inspired by the vibrant playground of the rich and famous in the South of France, the lavish five-star luxury beach hotel will be located on the prime beachfront of Main Europe Island.

The Côte D'Azur design was driven by beautiful, modern Mediterranean architecture that echoes timeless style and features some of Southern Europe's most impressive architecture.

Located near the Main Gate and a short stroll from the majestic amphitheatre, this elegant hotel will play host to 992 suites including deluxe and super deluxe suites and seven duplex penthouses for an exquisite stay.









THE BEACH HOTEL RESORT





LAGOON VIEW SUITES





LA PROVENCE, SIGNATURE RESTAURANT





CÔTE D'AZUR SUITES





DELUXE SUITES





DELUXE SUITES





SUPER DELUXE SUITES





SUPER DELUXE SUITES





SUPER DELUXE SUITES



ROOF LEVEL DUPLEX PENTHOUSE





ROOF LEVEL DUPLEX PENTHOUSE





ROOF LEVEL DUPLEX PENTHOUSE





ROOF LEVEL DUPLEX PENTHOUSE





**A COLLECTION
OF FINE THINGS**

FORCES OF NATURE

The Heart of Europe defies the impossible to pioneer new concepts. Where it doesn't exist, we build it, source it, invent it. This is the only place in the world where you can experience climate-controlled, outdoor streets with rain and snow, new coral reefs, underwater luxury living and the importing of ancient olive trees, some over 1,500 years old, from Andalusia in Southern Spain.

It is truly a magical destination making it the perfect place for a weekend getaway or holiday either as a guest or second home owner looking for a quick yet rewarding break just 20 minutes from shore. No two days can be the same if you want to explore the best that Europe has to offer.

RAIN ON DEMAND

Innovative technology and know how have successfully created the first climate-controlled streets in a resort. The weather is an important part of European culture and some apartments and suites will have a street view.

Looking out over narrow, cobbled streets, wondering whether to brave the weather, scoop up an umbrella and venture outside to feel cool rain on your skin as you walk through 300metres of climate-controlled pedestrian walkways. A memorable moment in an island setting before returning to the mainland desert.





CRÈME DE LA CRÈME

Côte D'Azur will offer unique experiences and each resident and suite will command either a breathtaking sea and Dubai skyline views or the adjacent European styled street where you can find luxury boutiques, cafes, restaurants and much more.

The Côte D'Azur will be a sublime and elegant holiday destination for couples, families and groups and is perfectly located on the exhilarating island of Main Europe.

This is a fascinating world, familiar to those who have frequented the South of France and love the ocean, with picturesque courtyards, landscaped gardens, white sandy beaches, clear waters, children's clubs and all manner of waters sports including snorkelling, diving for pearls and the coral reefs, and sailing.





AMAZING IS EVERYWHERE

There are wonders and wow moments wherever you find yourself at The Heart of Europe.

Be captivated and entertained by the underwater museum, take in the wonderful sights of spectacular nightly firework shows or the rush of beautiful corals, over 100,000 of them, exciting nightlife for all ages. Indulge in your favourite activities and take to the water to sail, dive and enjoy a complete European shopping experience with the best brands in the world.

OVERVIEW OF FACILITIES

- Sea view suites
- Lagoon view suites
- Swimming pools
- Beach access
- Entertainment area
- Fitness Facilities
- Squash Court
- Retail shops
- Rainy streets
- Access to Snow Plaza

RESTAURANTS

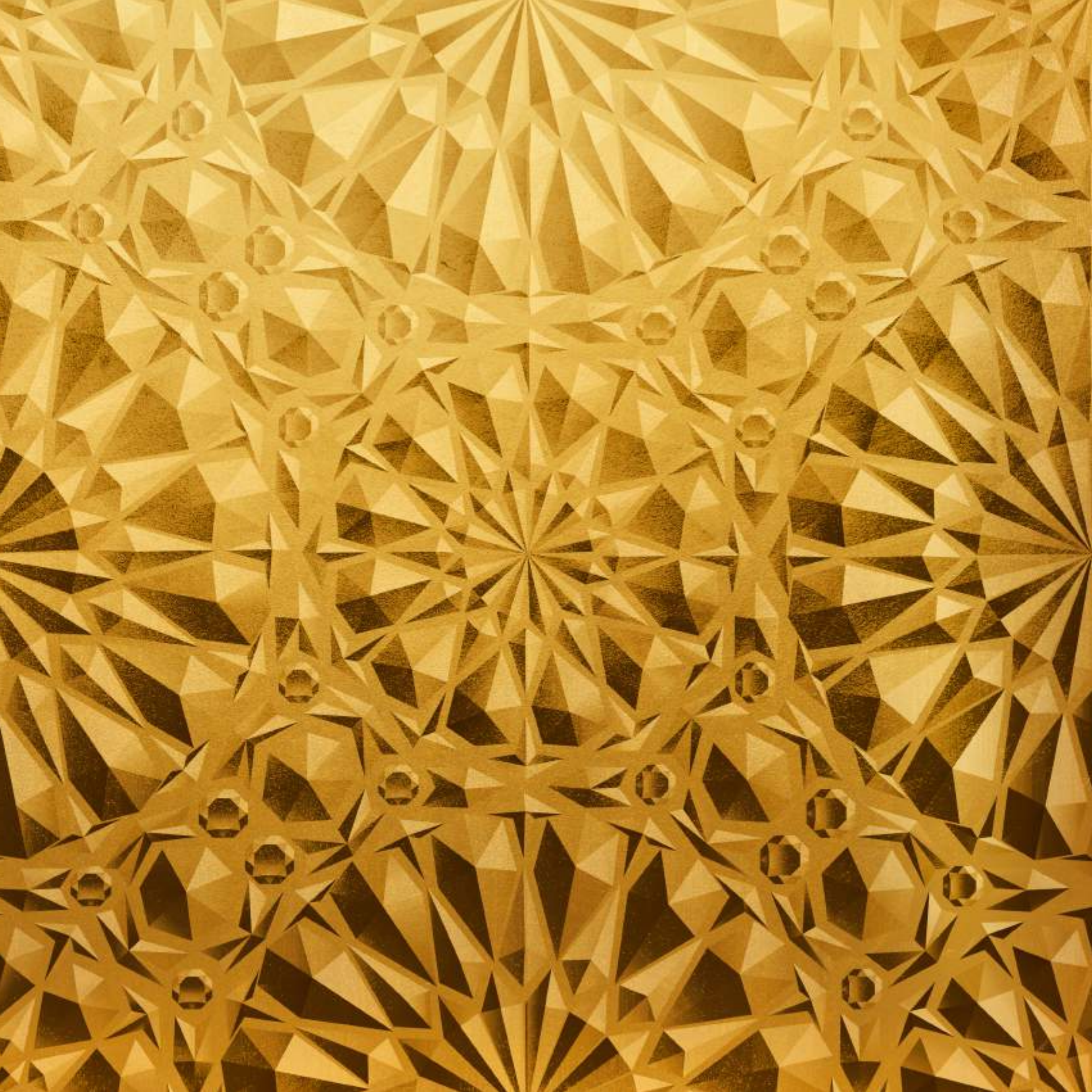
- Bistro Des Iles A classic French Bistro
- Levant or Andalo: A Mediterranean restaurant
- La Provence: A signature restaurant
- Absinthe Lounge A luxury champagne and piano bar
- La Boulangerie: All day dining
- Pool and Beach Club/Lounge
- Lobby Lounge
- Occitania Café & Restaurant (Austrian touch)













DUBAI

INVEST IN EXCELLENCE

Dubai is one of the world's key points of connection. One-third of the global population lives within a four-hour flight. Dubai itself is consistently ranked as one of the world's most globalised cities. It is home to people of many nations, the world's busiest airport by international passengers served, and the world's largest man-made harbour.

The city has developed significantly over the last 40 years and is a magnet for international visitors, attracting 15.8 million travellers in 2017.

Where once there was sand, now there is one of the world's most modern urban landscapes, linked by multi-lane highways and a technologically advanced Metro and tram system. The city is a thriving centre for business. 70% of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual report for Ease of Doing Business in the Arab world.

There is no better place to invest in property and The Heart of Europe offers the very best premium you can expect.



One-third of the global population lives within a four-hour flight from Dubai



Fortune 500

70% of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual report for Ease of Doing Business in the Arab world



Dubai has the world's busiest airport by international passengers served

15.8 M



Nearly sixteen million tourists enjoyed and discovered the wonder of Dubai in 2017



The city has developed significantly over the last 40 years. Where once there was sand, now there is one of the world's most modern urban landscapes



Multi-lane highways and a technologically advanced Metro, tram and public transport system



EXPO 2020

The Expo 2020 edition is expected to lure 25 million visitors over 6 months. The event is likely to generate around \$23 billion



PREMIER ESTATES



The
Heart
of
Europe

THE WORLD
DUBAI

DEVELOPMENT BY
KLEINDIENST