

NSHAMA NEWS UPDATE

Updates, happenings and events about Town Square captured in every page.

NSHAMA AGENTS PROGRAM

An initiative to equip agents with the best knowledge about Town Square
Set for Q2, 2015

BUYER OF THE WEEK

Purchases a townhouse for AED 999,988

CONSTRUCTION UPDATE

A look at the Town Square progress report Q2, 2015



WELCOME NOTE

It gives me immense pleasure to welcome you to Town Square, which is expected to redefine the concept of integrated neighborhoods in Dubai. Spread over 750 acres, Town Square is unlike anything that has come before. An authentic place for complete living and connecting with others.

With over 3000 townhouses and 18,000 apartments in addition to substantial retail, hospitality and commercial space, I believe Town Square is truly special. I invite you to be a part of a vibrant, smart and greener community that offers abundant amenities from shopping and dining districts, plazas, green belts, mosques, educational institutions, healthcare centres, hotels, multiplexes to outdoor sports facilities.

Every home is designed to give you the convenience and comfort you need and to meet this target, we have looked at value engineering to deliver a good product at an affordable price. So come along with your family and friends to our Sales Centre in Downtown Dubai and start a new story at Town Square.

Fred Durie

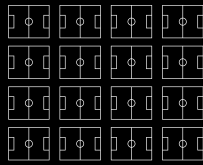
Chief Executive Officer

10 THINGS TO KNOW ABOUT TOWN SQUARE

SIZE EQUIVALENT TO

16

FOOTBALL
PITCHES



5

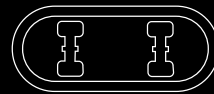
STAR

-HOTEL-



+

12000m²



+

BASKETBALL COURTS AND SKATE PARKS

OVER

600

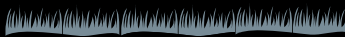
RETAIL
OUTLETS



&
350
IN THE
MAIN SQUARE

12km

NATURE TRAIL NETWORK



154000m²

OF PARKS

6km

JOGGING TRAILS



3.4km

CYCLING TRAILS



28000m²

OF GREEN AREA



16

COMMUNITY
GARDENS



CENTRAL PARK

OF OVER

37000m²



Installation of Marketing Flags.

TOWN SQUARE PROGRESS REPORT

Al Naboodah Construction

January 2015:

Al Naboodah Construction was awarded the first earthworks package for phase 1 of the Town Square development site.

Contract includes:

Bulk cut and fill to achieve the desired levels in accordance with the requirements of the master plan.

Current status:

They have since mobilized and commenced work on site from February 2015.

April 2015:

Al Naboodah was awarded a second scope of work.

Contract includes:

Planting and irrigation of palm trees bordering the site and Al Qudra road.

Current status:

They have since mobilized and commenced work on site.



Plantation of Palm trees.

Binladin Contracting Group

April 2015:

Binladin Contracting was awarded with a contract to provide the installation of Deep Services for phase 1 of the Town Square development site.

Contract includes:

Excavation and installation of services pipelines.

Current status:

Work has commenced within the Zahra Townhouse community and is due to commence in the Hayat community shortly.



Pipe laying in progress for Zahra Townhouses



Geotechnical work for Zahra Apartment



Earth work for Hayat Townhouse



Safi Apartments

PRODUCT LAUNCHES

ZAHRA TOWNHOUSES

Over
15,000
registrations



HAYAT TOWNHOUSES

Over
30,000
registrations



ZAHRA APARTMENTS

Over
25,000
registrations



SAFI APARTMENTS

Over
40,000
registrations



BEYOND BORDERS

Nationality



UAE



PAKISTAN



INDIA



UK



SINGAPORE



KSA



SOUTH
AFRICA



KUWAIT



QATAR

More coming soon

YOUR BUSINESS
YOUR SQUARE
YOUR PRICE

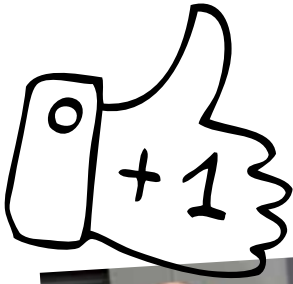


Nshama is proud to announce the introduction of the Nshama Agents Program. Designed to equip agents with the best knowledge for our projects including Town Square, the program will see distinguished industry experts conducting weekly seminars at our exclusive Sales Centre on Mohammed Bin Rashid Boulevard.

Register NOW or Call 800-NSHAMA (Toll Free UAE)
or +971 4 366 1682 (International)

**TOWN
SQUARE
DUBAI** | **NSHAMA
AGENTS
PROGRAM**

Social Media BUZZ



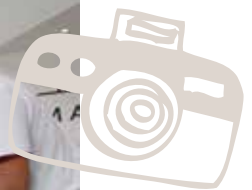
Loubna Macha

Winner of the Token No. 1 Facebook contest bought an apartment.

Over 4000+ Facebook fans.
Our family is growing every second.



**Our Sales Centre is creating the right buzz.
Come visit us to begin your story.**



Follow us on:



TownSquareDXB



TownSquareDXB



TownSquareDXB

TODAY'S EVOLVING INTERIORS



INNOVATIVE
IN
INTERIOR
DESIGN



Each townhouse and apartment has been designed to create a perfect living environment. Intuitive floor plans give you plenty of room to arrange your living space the way you like. Every single home lets in the natural beauty of the abundant greenery that is the signature of Town Square.

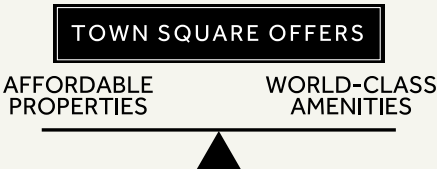


INDUSTRY NEWS

Nshama ahead of time: Expected yield at today's values would be over 10% p.a.

Nshama introduced the Town Square master plan and carefully planned the products at the right time when investors, particularly from the gulf and subcontinent, were favoring value housing concept to achieve a higher yield compared to the average yields they achieve elsewhere. We have received enormous response from the market which definitely represents quite a shift, given that the investors' past preference has always been for premium buys.

The Town Square master plan has triggered a kind of a revolution in the market in terms of affordability while maintaining high quality standards with world-class amenities. This has provided new opportunities for first-time investors, specially the expatriate community who have



always been dreaming of owning a home in Dubai within their limited budget. Since launch, we have seen a huge number of first-time investors who have invested in our properties, which they see as a respite from the unaffordable rents they spend from their earnings. In the coming months, we expect the demand for our products grow at a much faster pace, locally and internationally, as the level of awareness about our project and its value proposition increases.

MOST VISIBLE PLAYER IN THE FIELD

As per Gulf News

As the "New Normal" takes hold, the return expectations have been calibrated lower with market participants focusing increasingly on cash flow yields. In the real estate spectrum, developers have increasingly started catering to mid-income segment (Nshama being the most visible and recent player in the field)



TREND SETTERS

As per Property Weekly

"However, for middle-income end users, this could be a good time to buy property because prices are softening. This segment of buyers hasn't received much attention from developers in the past, but trends have started to change in the past few years. Some developers are coming up with more affordable projects such as Nshama's Town Square near the Arabian Ranches. "

WHERE IN DUBAI CAN YOU BUY AN APARTMENT FOR BELOW DH350,000

Property developers addressing need of affordable housing: Experts

As per Emirates 24/7

"Nshama, a Dubai-based developer, will start selling apartments in Town Square project for Dh349,988 after having sold townhouses for less than Dh1 million, with real estate experts hoping more developers to follow suit"



BUYER OF THE WEEK



Our lucky buyer who purchased the first townhouse for

AED 999,988.

INDUSTRY EXPERTS CLUTTONS AND JLL MENTION NSHAMA CATERING TO THE DEMAND FOR AFFORDABLE HOUSING.

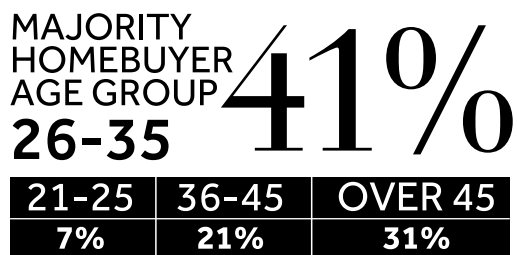
Khaleej Times
JLL

"Plumb pointed out that middle income end-users have assumed an increasingly important role in Dubai's residential market of late, with a number of initiatives underway from both developers and the Government that target the affordable housing sector including the launch of two phases of Nshama's Town Square project near Arabian Ranches and a proposal by the Dubai Municipality to introduce mandatory affordable housing quotas."



NSHAMA SURVEY FEEDBACK

We held a customer survey at our Town Square Sales Centre and we found some interesting insights about our new residents.



- The top 3 nationalities among the investors were Asian (India & Pakistan) and from the UAE.

**MORE FIRST
TIME OWNERS**



- Respondents cited a variety of factors that attracted them to Town Square:
• **Price** • **Location** • **Size of the plan** • **Views**

REASON OF PURCHASE



- On being asked about their Sales Centre experience, everyone said that they loved it.



Social media, SMS & electronic mail campaigns played an integral role in communicating to clients.

NSHAMA TIMELINES



ZAHRA TOWNHOUSES

Launch Date :
7th March 2015
Starting Price :
AED 999,998
Completion Date :
Oct 17



HAYAT TOWNHOUSES

Launch Date :
14th March 2015
Starting Price :
AED 999,998
Completion Date :
Dec 17



ZAHRA APARTMENTS

Launch Date :
11th April 2015
Starting Price :
AED 354,998
Completion Date :
Dec 17



SAFI APARTMENTS

Launch Date :
2nd May 2015
Starting Price :
AED 354,998
Completion Date :
Mar 18

SAVOUR LUXURY WHILE YOU DINE OR RELAX

Designed for the inspired, Vida Hotel is a luxurious, contemporary urban hub that you can delight in. A place to relax and refresh, enjoy dinner or be pampered.



ENJOY THE LATEST MOVIES UNDER THE STARS OR IN INDOOR COMFORT

Take in one of the latest blockbuster movies or meet up with friends for an exciting outdoor experience, Reel Cinemas offers you a world of entertainment right on your doorstep.