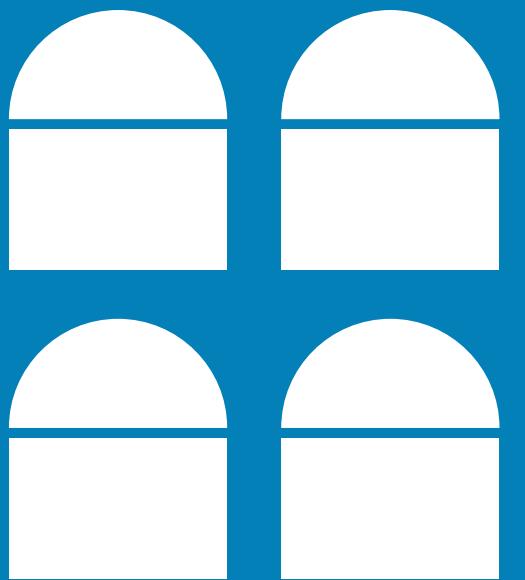


SOUK AL MARFA
TRADE UNLIMITED

—
**Trade beyond
all limits**

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Souk Al Marfa Trade Unlimited

A BUSTLING MODERN MARKET
ROOTED IN DUBAI'S DEEPEST TRADITIONS

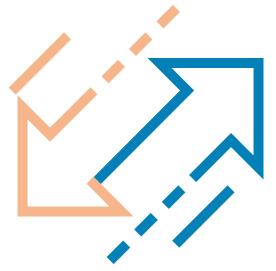
Souk Al Marfa is the largest market in the heart of Dubai located on the Dubai creek, created in partnership between Nakheel Malls and DP World, the leading provider of world-wide smart end-to-end supply chain logistics.

Strategically located north of Dubai in Deira Islands, Souk Al Marfa is in close proximity to the Dubai airport, Sharjah, and the Northern Emirates.

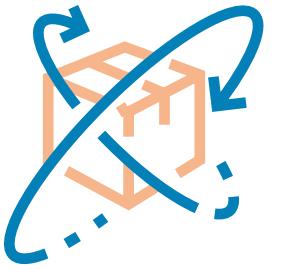


Its location within the island also connects it directly to Mina Rashid, with the freedom to re-export directly from its  **7,000 shops & pavilions**. Along with several benefits that include **100% foreign ownership of Trade License**, repatriation of capital and profit, **logistical ease** and ancillary amenities, as well as minimal paperwork, Souk Al Marfa provides **affordable growth** opportunities to traders.

The Concept



Establishing a business with an ease of re-exporting model



Promote a wholesale trade buy-sell experience in a market environment



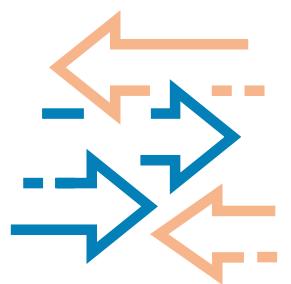
Focus on traders & small business owners



Ease of cash transactions

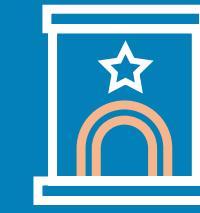


Proximity to the harbour; capitalizing on an active dhow industry



Opportunity to increase trade from key surrounding markets (GCC, Iraq, Yemen, CIS)

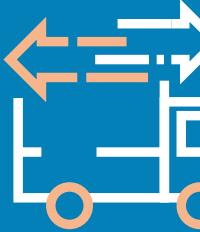
Attractive Key Features



- Single window system:**
- For all documentation, licensing and business set-up
 - Promoting ease of doing business



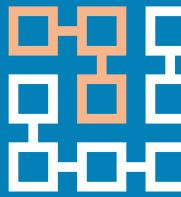
- Special Status Visas:**
- Exemption from the rule of having a local sponsor
 - No visa restrictions for recruitment with liberal labour laws



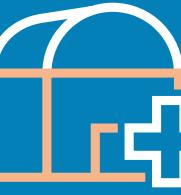
- Logistics Hub:**
- For neighbouring countries capitalizing upon existing dhow network of 90+ dhows



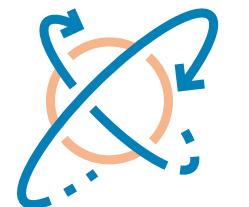
- Ownership:**
- Free zone trade license



- Multiple Clusters:**
- Encompassing a variety of sectors



- Ancillary Amenities:**
- Like warehousing, office space, showrooms, ancillary retail & F&B



Established ecosystem
for wholesale trade



Port managed by
DP World



Minimal government
charge



Ease of banking
facilities



Logistical ease;
proximity to harbour



Affordable cost to establish base;
no requirement of local sponsor



Centralized one-stop shop
to conduct business



Ability for storage – major
storage pavilions for large stock

Multiple Benefits to Traders

A Pioneering Partnership

NAKHEEL MALLS & DP WORLD
DELIVER UNLIMITED TRADE CAPACITY

Souk Al Marfa is a brand-new concept in trade, made possible through an unprecedented partnership with DP World that cements a long-standing commitment to drive the wholesale and retail industry in Dubai. The collaboration between the two will create an opportunity for SME traders at a wholesale level by establishing a trading hub that makes business simple, and ‘trade unlimited’ possible.



ABOUT DP WORLD

Established in 2005, Dubai Ports is the leading provider of smart logistics solutions, enabling the flow of trade across the globe. Their comprehensive range of products and

services covers every link of supply chain – from maritime and inland terminals to marine services and industrial parks as well as technology-driven customer solutions.

WHAT THIS MEANS FOR YOU

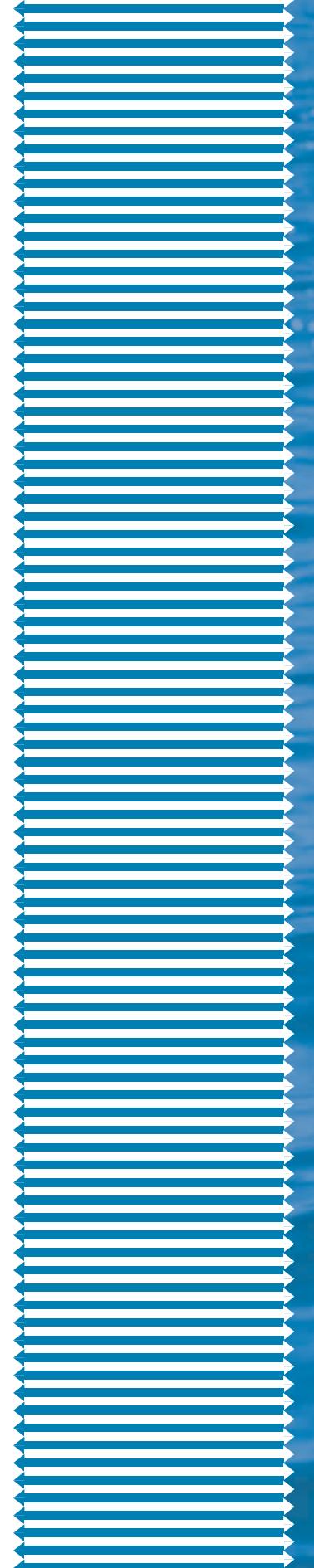


By focusing on mutually beneficial relationships – with governments, shippers, traders, and stakeholders along the global supply chain, DP World are committed to delivering **unrivalled value** to their customers and partners. The launch of Souk Al Marfa along with DP World will **further enhance cargo logistics** in the region. Through DP World's access to **Jebel Ali Port** and **Port Saeed**, imported products can be **easily brought** into the ports and the market, with all the benefits of **trading at Souk Al Marfa**.

Water Transport System

THE FIRST INTEGRATED RETAIL PORT

Set to open in Q2 2021, Souk Al Marfa is located along 1.9 km of Deira Islands' waterfront. The islands add an additional 40 kilometers, including 21 kilometers of sandy beaches, to Dubai's coastline.



The strategic location gives traders access to ***an elevated supply chain, logistics, and export and import logistics, including dhow trading.***



With the island being a new destination for living, leisure, and tourism, consumers and tourists will have ***uninterrupted views of the waterfront***, while retailers will have strong ***food & beverage vantage points***.

Catchment Area

- ① MAMZAR
- ② WAHEEDA
- ③ ABU HAIL
- ④ BARAHA
- ⑤ NAIF
- ⑥ AL RAS
- ⑦ SHINDAGHA
- ⑧ DUBAI CREEK
- ⑨ BASTAKIYA
- ⑩ HOR AL ANZ
- ⑪ MURAQQABAT
- ⑫ HAMRIYA
- ⑬ MANKHOOOL
- ⑭ GARHOUD
- ⑮ QUSAIS
- ⑯ NAHDA



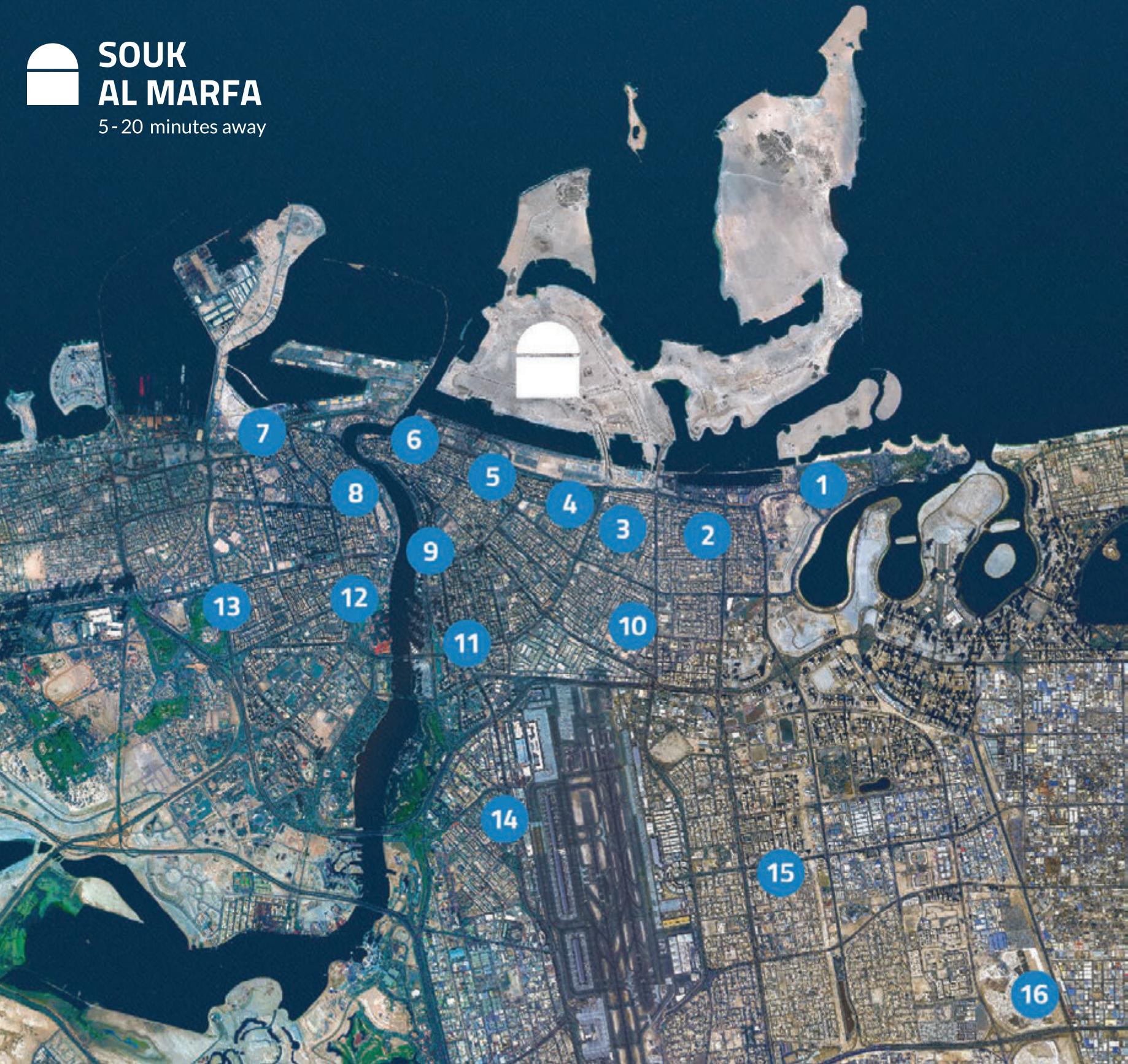
Located near Al Khaleej Road

Located along the coast surrounded by residential areas:
Deira, Al Baraha, Abu Hail & Al Mamzar.



**SOUK
AL MARFA**

5-20 minutes away

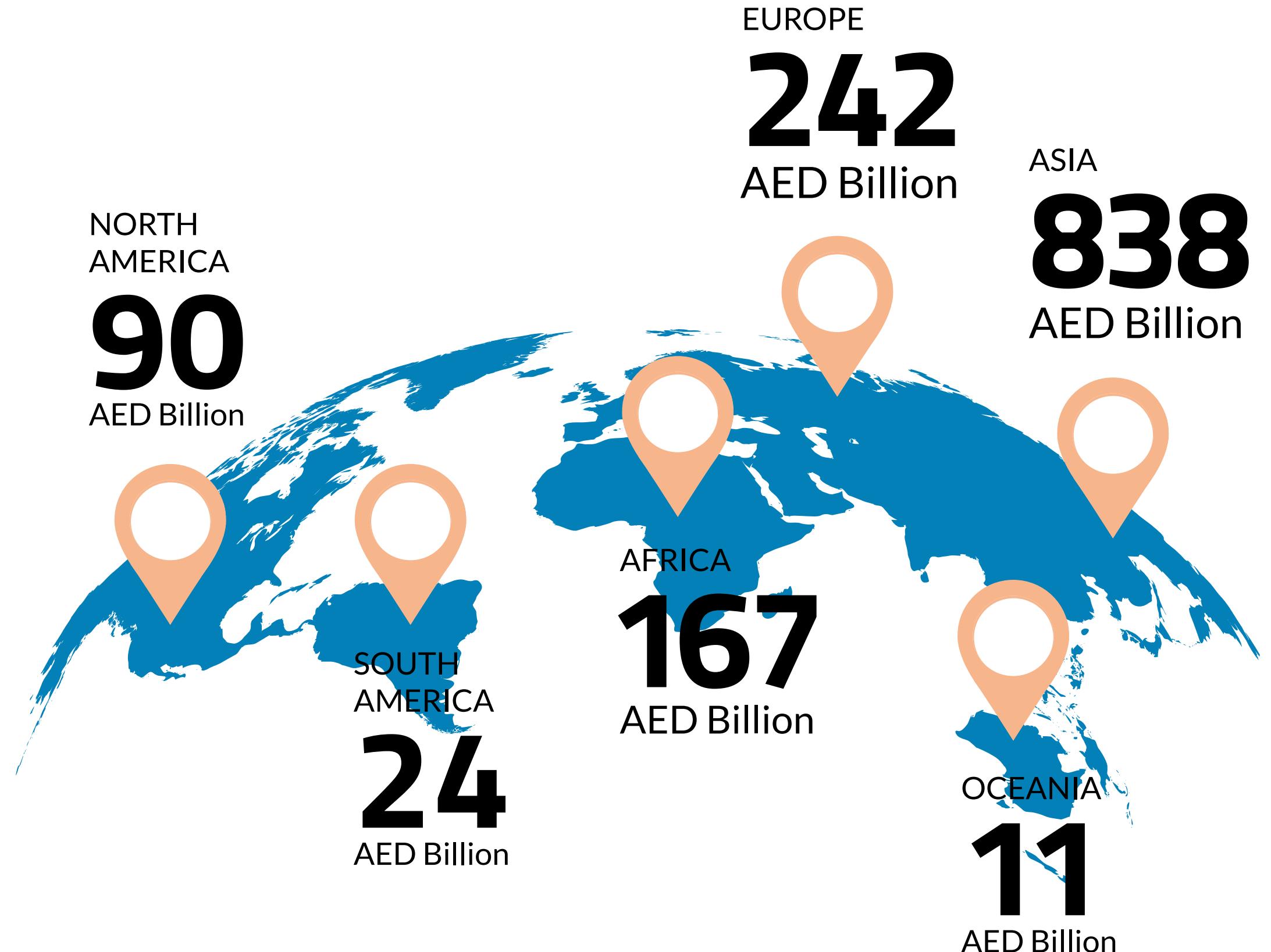


Regional Demographics

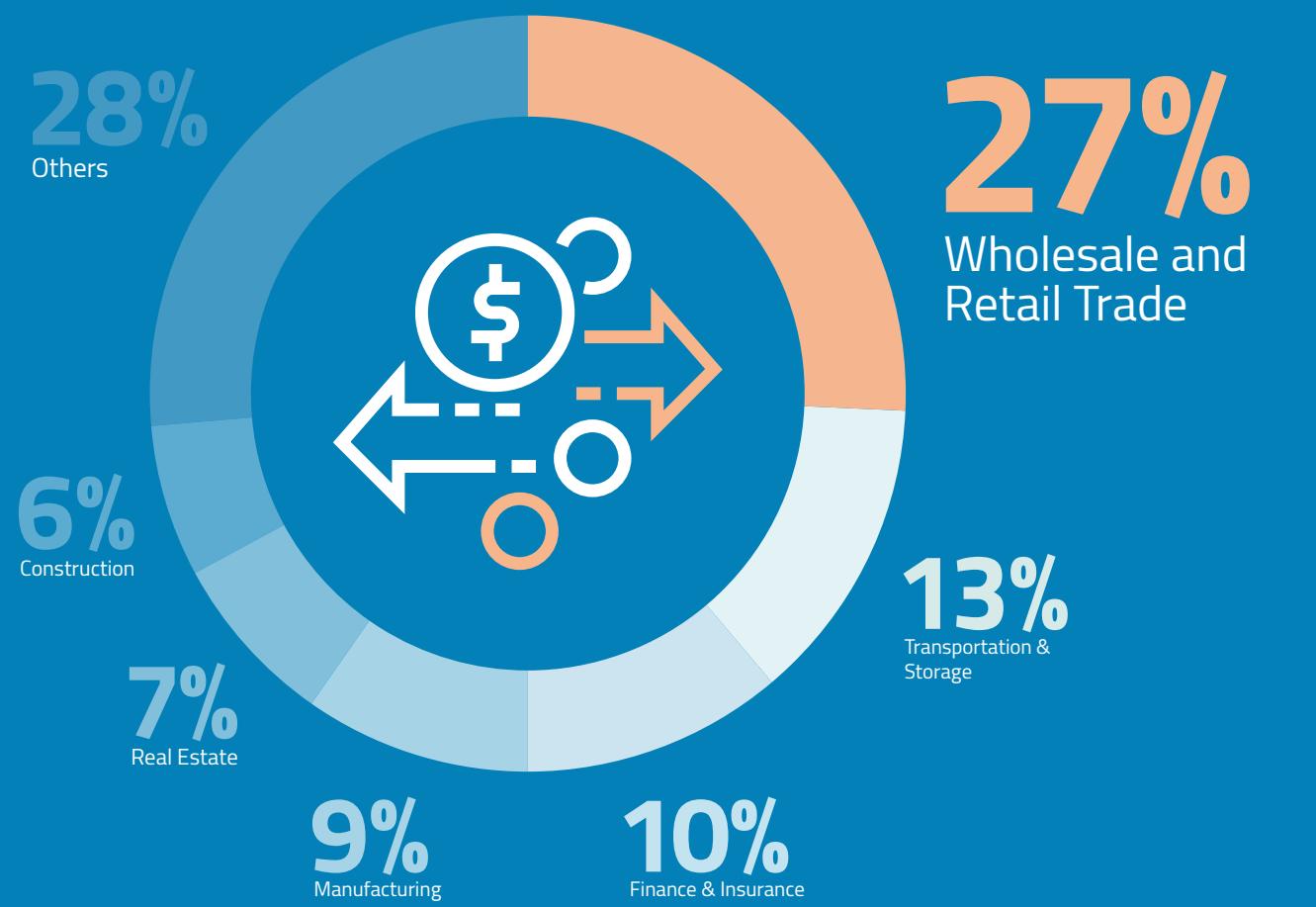
MEET YOUR POTENTIAL
CUSTOMER BASE

Dubai is one of the world's largest re-exporting hubs, serving regions and countries such as the GCC, Africa, Iraq, and Yemen.

Souk Al Marfa brings a unique opportunity to target over 10+ regions to deliver a dynamic range of products and categories, unlock inbound investment, and increase trade from surrounding countries.

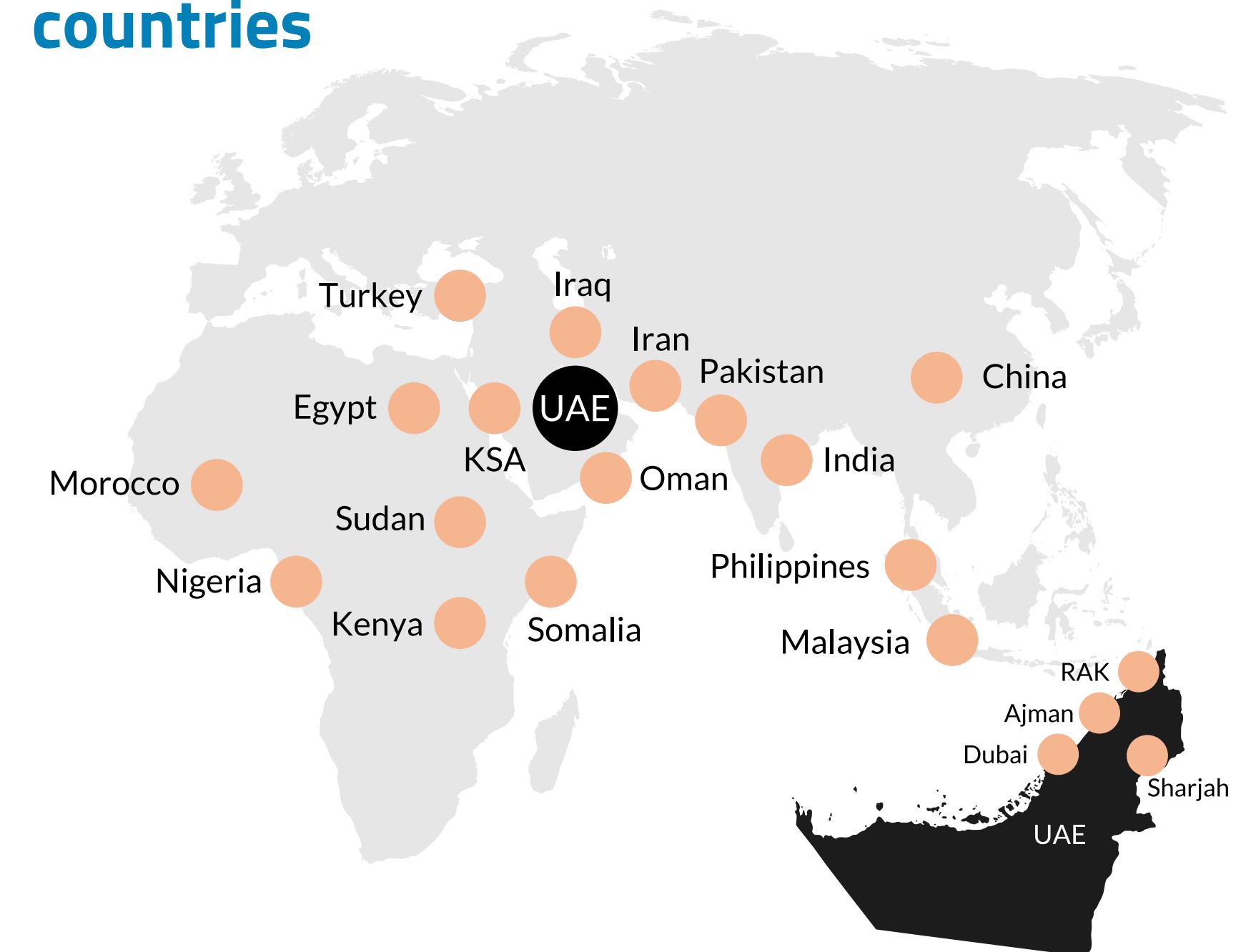


Dubai GDP (Constant Prices) Contribution (2019)



Source: GRMS Research commissioned Q4 2020

Key target countries



Accessibility

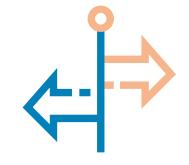
THERE'S NO BARRIER TO YOUR BUSINESS



Dedicated
port



Strategic location
in Northern Dubai



Access to Sharjah &
Northern Emirates



World-class
infrastructure



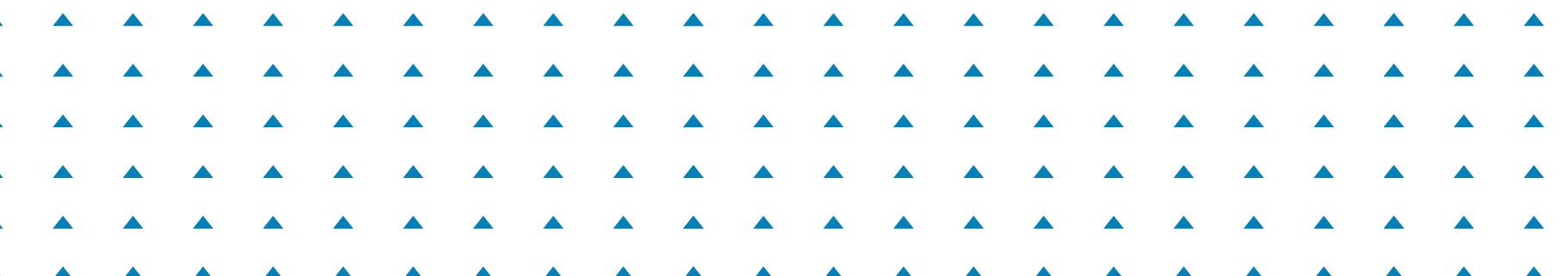
3,200 car
spaces



Purpose-built
loading dock

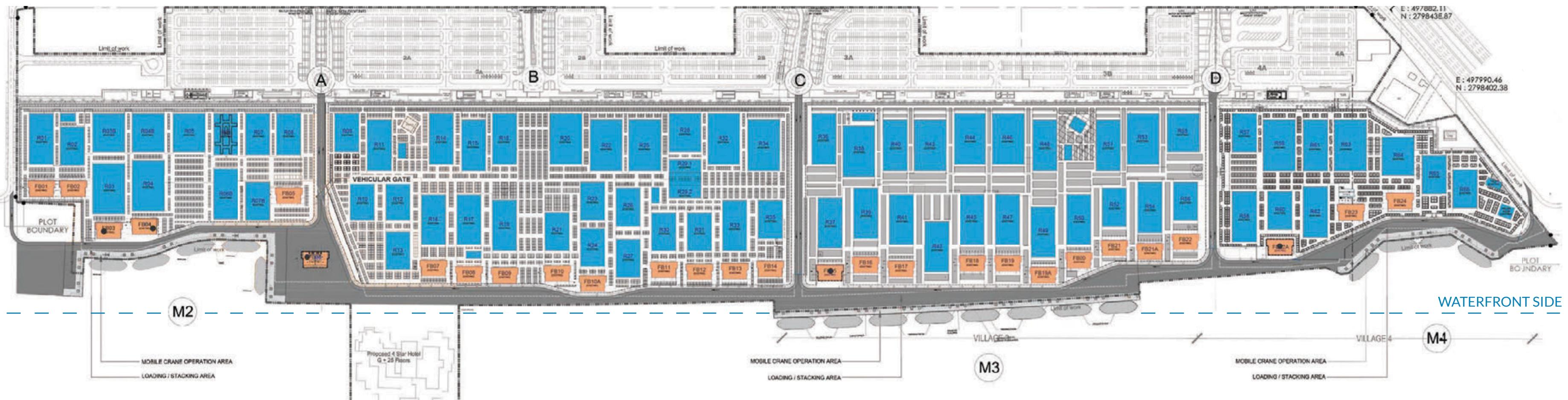
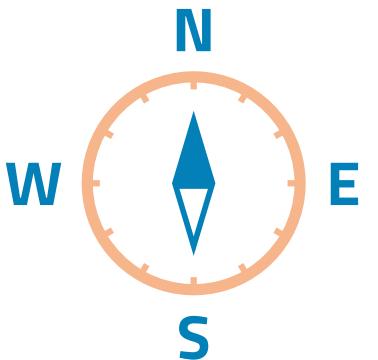


Souk Al Marfa's strategic location and infrastructure makes trade easy for business owners and distributors by granting them access to key locations within the Emirate as well as facilitating the movement and storage of goods.



Retail Map

THE RETAIL ZONES AT A GLANCE



VILLAGE 1

TOTAL AREA: +/- 56 298 SQ.M.
TOTAL AREA: +/- 605 991 SQ. FT.

VILLAGE 2

TOTAL AREA: +/- 139 062 SQ.M.
TOTAL AREA: +/- 1 496 867 SQ. FT.

VILLAGE 3

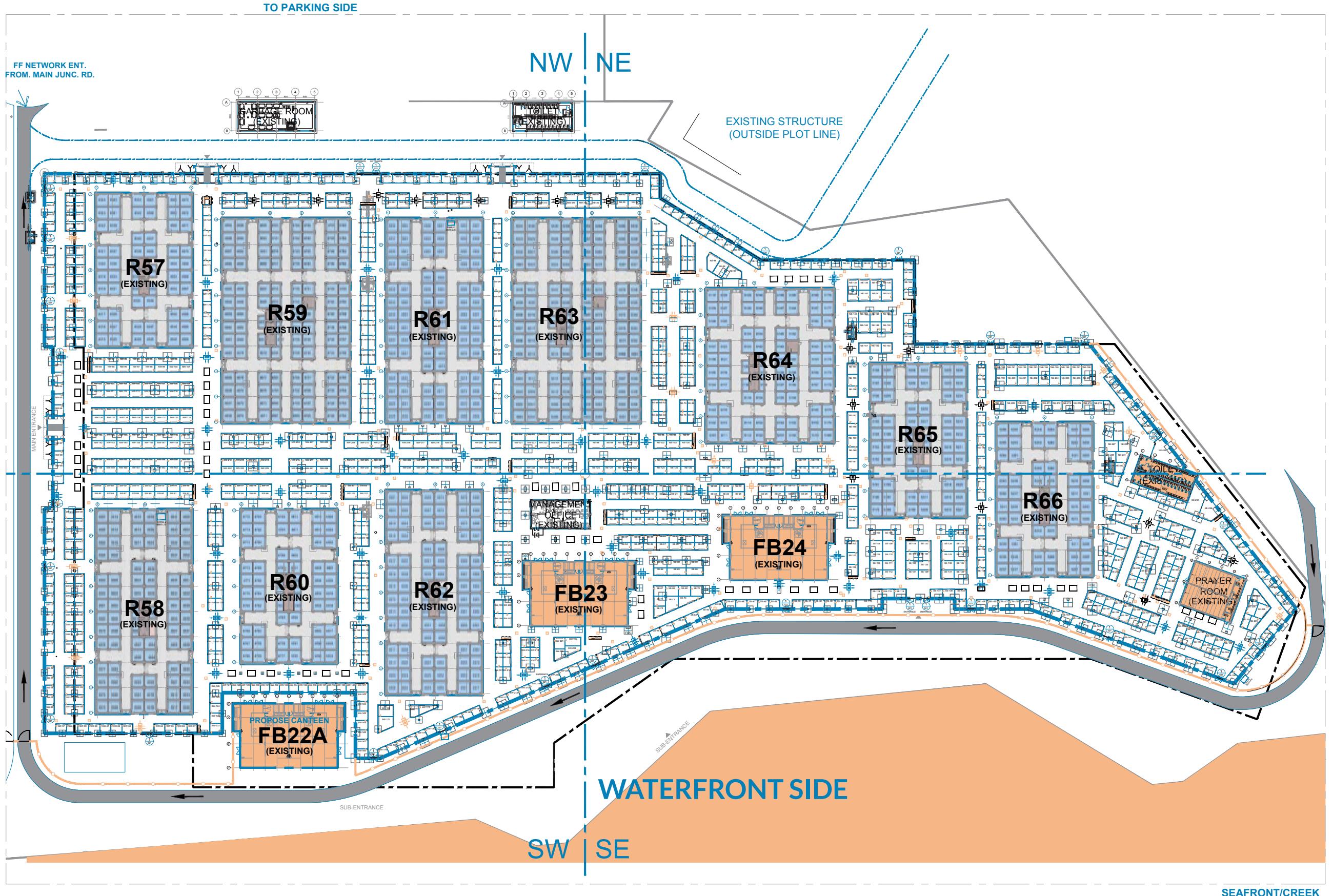
TOTAL AREA: +/- 115 804 SQ.M.
TOTAL AREA: +/- 1 246 511 SQ. FT.

VILLAGE 4

TOTAL AREA: +/- 50 427 SQ.M.
TOTAL AREA: +/- 542 791 SQ. FT.

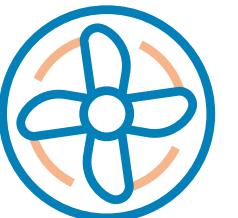
Village 4

PHASE 1 – OPENING IN Q2 2021



Souk Pavilions

Souk Al Marfa's 70 retail pavilions are divided into several core categories, equipped with facilities to ensure an ideal welcoming environment.



Enclosed
air-conditioned
pavilions



Wi-Fi
enabled



Access to
adjacent storage
facilities



ACCESSORIES



TEXTILES



HOUSEHOLD
PRODUCTS



TOOLS &
MACHINERY



ELECTRONICS



FOOD &
BEVERAGE
SERVICES



MIXED FASHION



PACKED FOODS &
FOOD PRODUCTS



SPICES

— Restaurants & Attractions

The Souk will feature **112 restaurants** spread across **28 buildings**, including **street food kiosks** and stalls with uninterrupted **view of the waterfront**. In addition, there will be a dedicated area featuring various **rides and attractions**, with frequent **carnivals and firework shows**.





Deira Islands

A WORLD-CLASS DESTINATION
TO RENEW THE SPIRIT OF DEIRA

Deira Islands is a **15.3 sq. km water-front development** comprising four man-made interconnected islands, situated adjacent to Dubai's Deira district. A remarkable feat of engineering, the islands add an additional **40 kms**, including **21 kms of sandy beaches**, to Dubai's coastline.

Deira Islands offers **relaxed island living with upscale residential neighbourhoods** providing peaceful communities for an estimated **250,000 people**.



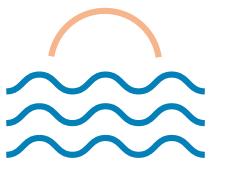
Two bridges provide access to Deira Islands from the mainland, in addition to the islands being **easily accessible by boat**.

The island also features two prominent hotels within close proximity to Souk Al Marfa, that are an ideal stay for business trips.

RIU Hotel



750+ rooms



located on the Deira Islands beachfront



11 kms from the airport



24-hour all-inclusive stays



CENTARA MIRAGE BEACH RESORT DUBAI

BEACH RESORT DUBAI

Opening in August 2021

Centara Mirage Beach Resort Dubai



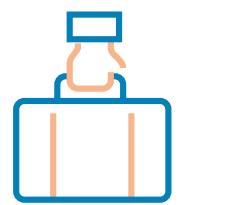
600+ rooms



all-day dining restaurants



30 minutes from the airport



three 60 sq. m. meeting rooms

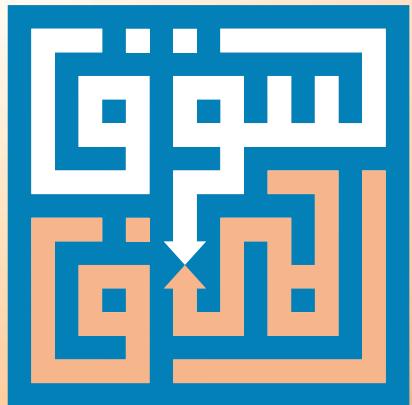


Nakheel Malls Vision

To be one of the worlds most valued and admired real estate developers, providing the best customer experience to visitors. We will achieve this by creating and delivering experiences that enhance our customers lives and building exceptional relationships with retailers and creating environments that will attract more investors into the region.

Nakheel Malls Projects

SEE HOW WE'RE BUILDING THE
RETAIL LANDSCAPE OF DUBAI



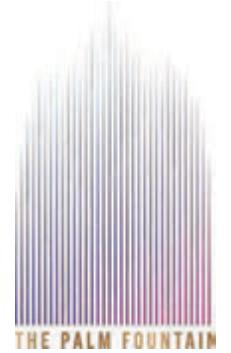
SOUK AL MARFA
TRADE UNLIMITED



NAKHEEL MALL



SOUK warsan
BY NAKHEEL MALLS



Let's Talk Business

YOUR DREAM OPPORTUNITY
AWAITS YOU AT THE SOUK

soukalmarfa.ae

Let's make that dream happen and grow your business together.
Please contact a member of our team:

Vinitha Lobo

 +971 (0) 52 348 6978
 vinitha.lobo@nakheel.com

Ansar Thajudeen

 +971 (0) 54 430 7888
 ansar.thajudeen@nakheel.com

Marwan Ali Hussein

 +971 (0) 50 757 8787
 marwan.hussein@nakheel.com

Gafoor Aranthode

 +971 (0) 56 712 1260
 gafoor.aranthode@nakheel.com



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