



CHELSEA RESIDENCES



DAMAC

CONNECTIVITY & INFRASTRUCTURE



SHINDAGHA CORRIDOR PROJECT

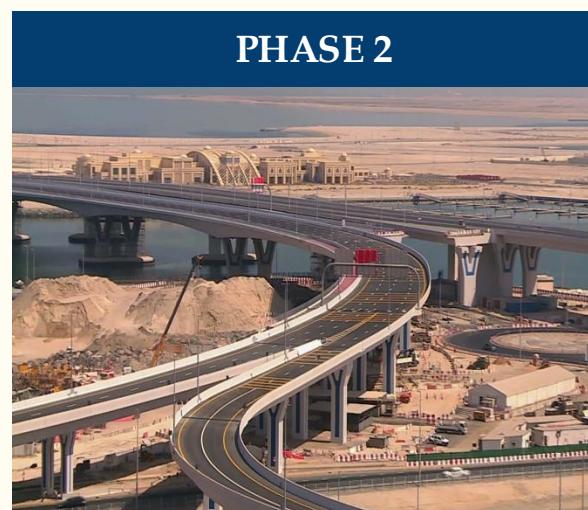
- Strategic 13 km corridor connecting historic Shindagha (Bur Dubai) and Deira
- Upgrades 15 key intersections (Sheikh Rashid Rd, Al Mina, Al Khaleej, Cairo St.)
- Improves mobility for 1M residents and major developments
- Total investment AED 5.3 Billion; Phases 1-3 completed

Cuts travel time dramatically (104 mins to 16 mins by 2030)



WAFI INTERCHANGE IMPROVEMENTS (SHEIKH RASHID & OUD METHA STREETS)

- Enhanced connectivity at Wafi intersection (Sheikh Rashid & Oud Metha)
- New 700m, 3-lane flyover (Oud Metha onto Sheikh Rashid Rd)
- Two additional bridges and an underpass at Al Mankhool junction
- Total investment: AED 699 million
- Project fully completed (2015–2017)



DEIRA ISLANDS ACCESS & AL KHALEEJ STREET IMPROVEMENTS

- Improved access: Northern Deira-Dubai Islands
- Five new ramp bridges (2.57 km total length)
- Enhanced Al Khaleej Street connectivity
- Strategically connects key areas (Waterfront Market/Shindagha Tunnel)
- Status: Completed (2017-2020)

CONNECTIVITY & INFRASTRUCTURE

PHASE 3



PHASE 4



INFINITY BRIDGE & FALCON INTERCHANGE

(SHINDAGHA CROSSING AREA)

- **Infinity Bridge (295m, 12 lanes, 24,000 vehicles/hour)**
- Upgraded Falcon Interchange improving traffic flow
- New bridges (**1.8 km total**) and dedicated tunnels
- Fully **operational since mid-2023**

- **Strategic 4.8 km road improvement** (Sheikh Rashid Rd–Al Mina–Jumeirah)
- **3 new bridges (total 3.1 km)** enhancing traffic flow
 - Capacity up to ~**19,400 vehicles/hour**
 - Improved intersections and surface road alignments
 - Project timeline: **Ongoing (2022–2025)**

- Al Khaleej Street Tunnel (**1.65 km, 6 lanes**) ensuring free-flow traffic (12,000 vehicles/hour)
- **Links Infinity Bridge** to busy Al Khaleej–Cairo Street intersection
- Transforms Cairo–Al Wuheida roundabout into signalized junction
- Status: Under construction (2022–2025), **90% complete by March 2025**

PUBLIC TRANSPORTATION & METRO CONNECTION



DMC sits within “Zone 1” of the plan, meaning it will benefit from public investments (parks, transport, etc.) aimed at making Old Dubai more attractive and liveable.

DUBAI REEF PROJECT



- Dubai Master Plan for Public Beaches
- Blue Flag accreditation for 5 years in a row.
- 400% increase in the length of public beaches
- 300% raise of services



Dubai Reef Project (under Dubai Can)

- To develop one of the world's largest artificial reef systems (200 sq km)
- To support marine biodiversity and promote eco-tourism.
- Projected to create over 30,000 green jobs



- Dubai's cruise numbers: 900,000+ cruise tourists annually – the busiest cruise hub in Middle East
- World's Leading Cruise Port at the World Travel Awards (2020)
- Middle East's Leading Cruise Port for 13 consecutive years
- DMC adjacent to Port Rashid - direct access to maritime tourism

BALANCED URBAN PLANNING

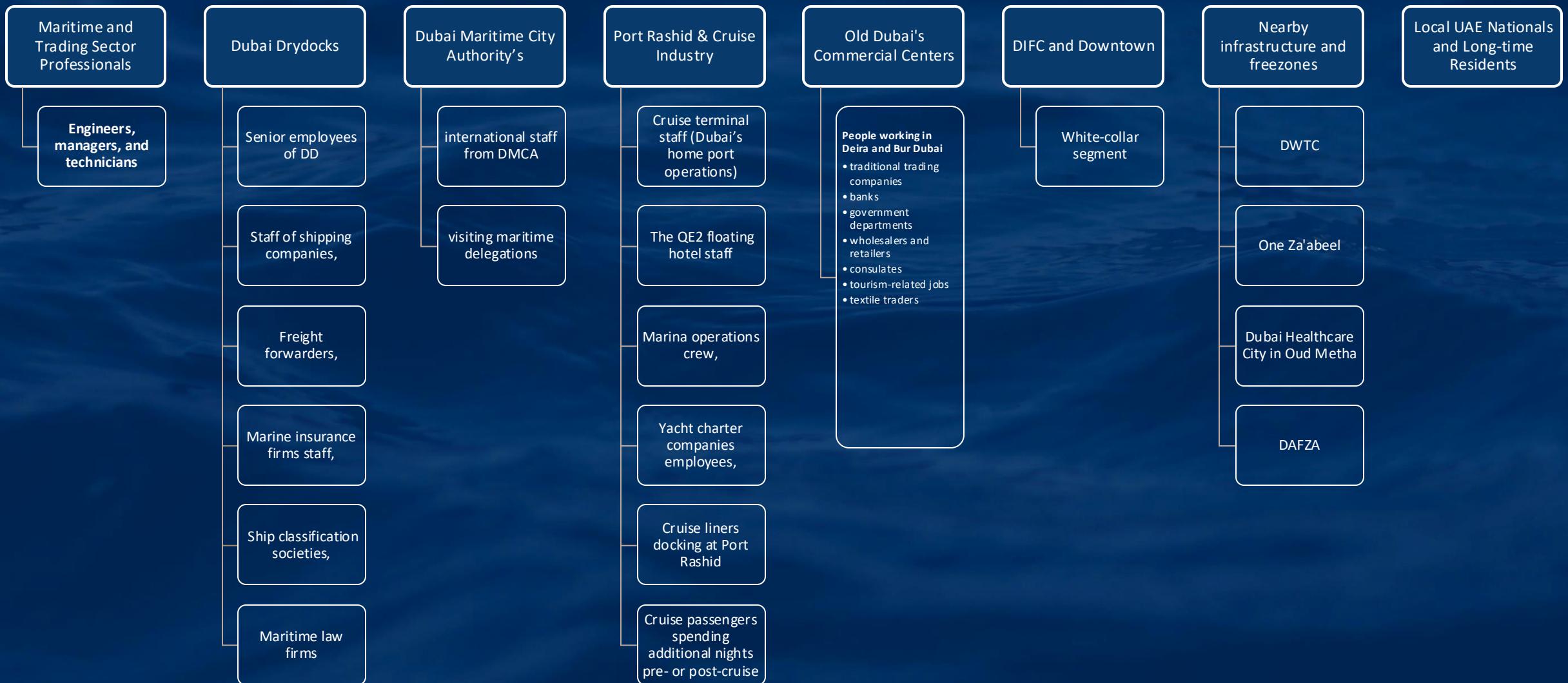
Dual-purpose district: one-part **residential lifestyle**, one part **employment/economy**.

ZONE TYPE	% OF TOTAL PLOTS
Service Offices	~36.2%
Residential (inc. Mixed Use)	~32.5%
Commercial	~5.5%
Hospitality	~1.2%
Educational Facility	~0.6%
Public Facilities	~3.1%
Transport and Parking	~6.7%
Utilities	~14.1%

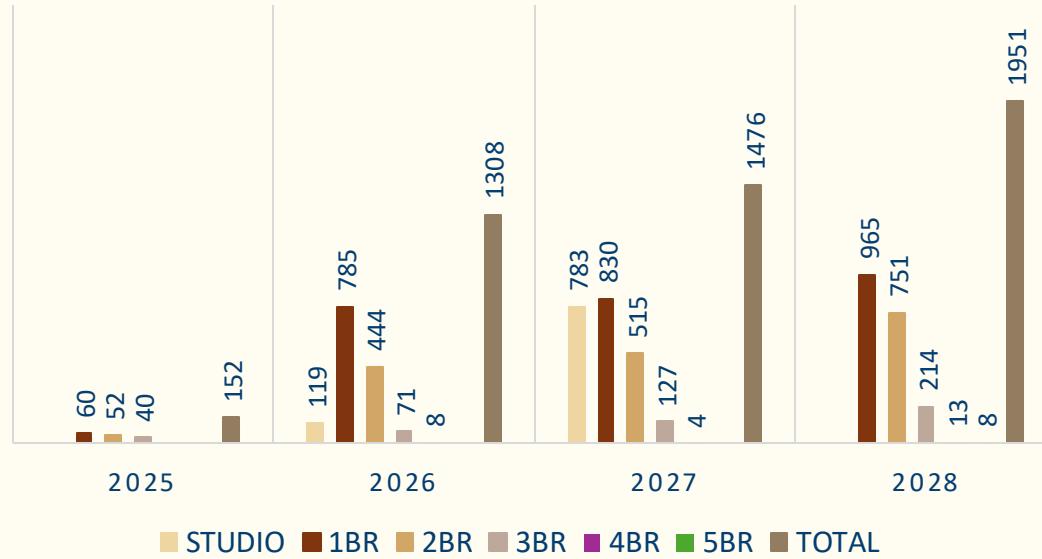
- ✓ Strong Residential Foundation
- ✓ Powerful Economic Engine
- ✓ Efficient Infrastructure
- ✓ Lean but Smart Commercial Use



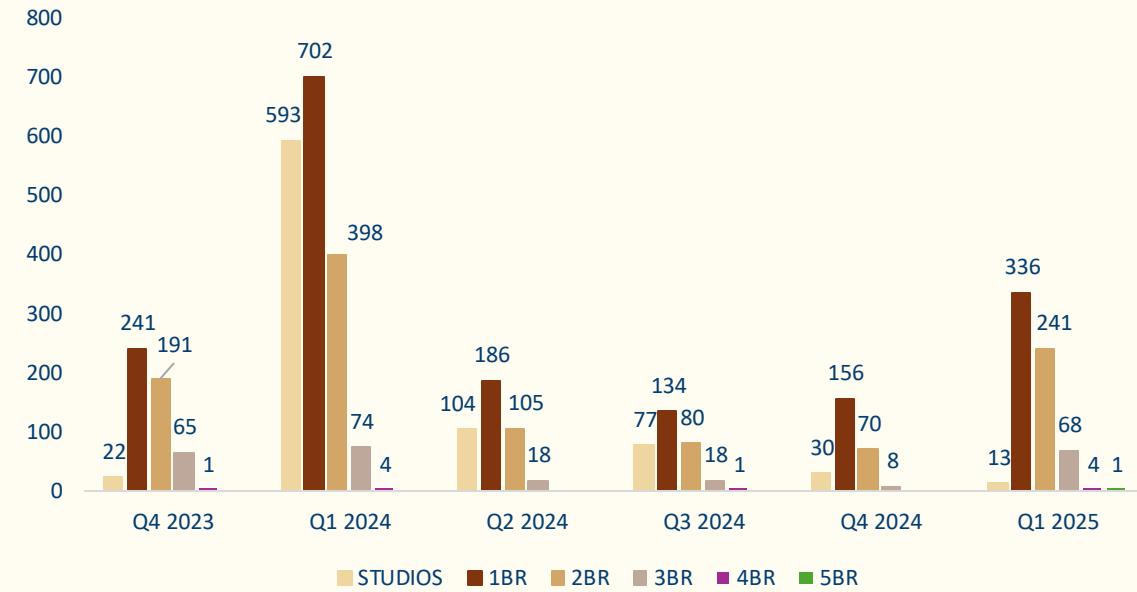
TARGET AUDIENCE



MARITIME CITY - YOY SUPPLY



NUMBER OF TRANSACTIONS IN THE PRIMARY MARKET

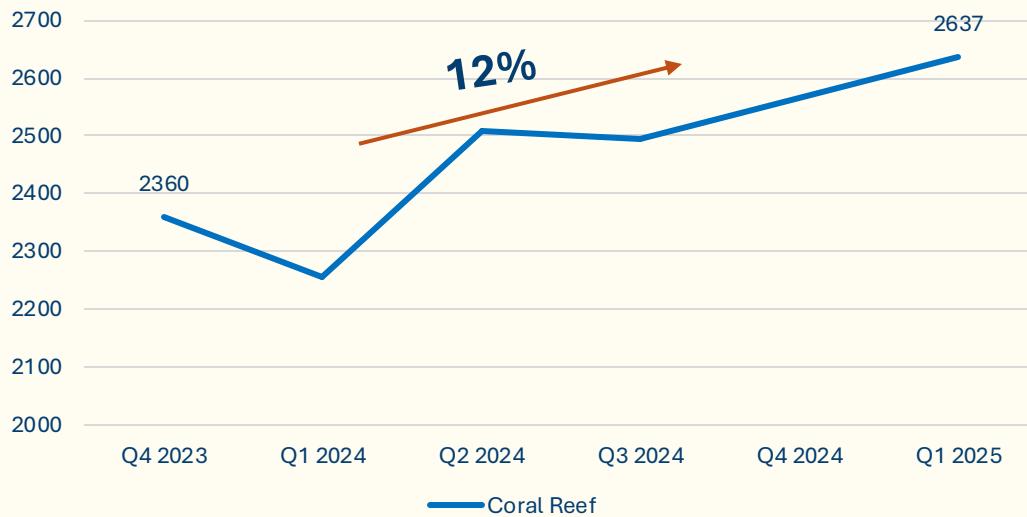


- Current capacity: ~14,067 residents
- Target Capacity as per DMC: 26,236 residents
- Shortfall: ~12,169 residents
- ~4000 additional units needed*

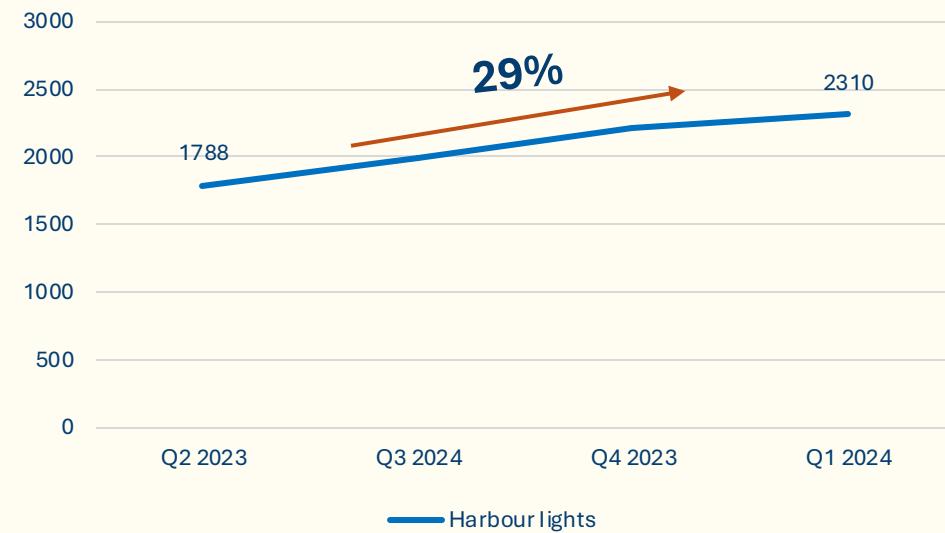
Following occupancy rate assumed: ST – 1.5, 1BR – 2.0, 2BR – 3.0, 3BR – 4.0, 4BR – 5.0, 5BR – 6.0

Typology	Transaction Share%	Absorption Rate %	Comments	
1BR	45%	75%	Most popular overall – both most transacted and strongly absorbed. Buyers clearly prefer 1BR units.	
2BR	28%	71%	Strong demand and healthy absorption. Not as dominant as 1BR, but still well-performing and in demand.	
3BR	7%	62%	Moderate absorption, but low volume. Some demand exists, but it's a more niche segment.	

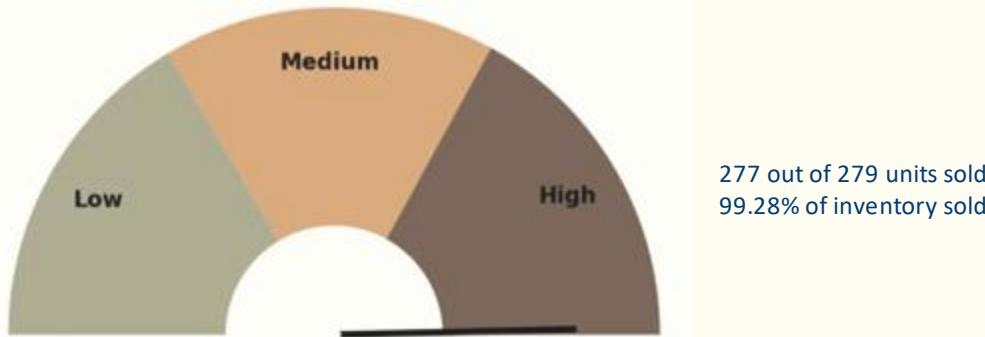
Coral Reef - Primary Growth



Harbour Lights - Primary Growth

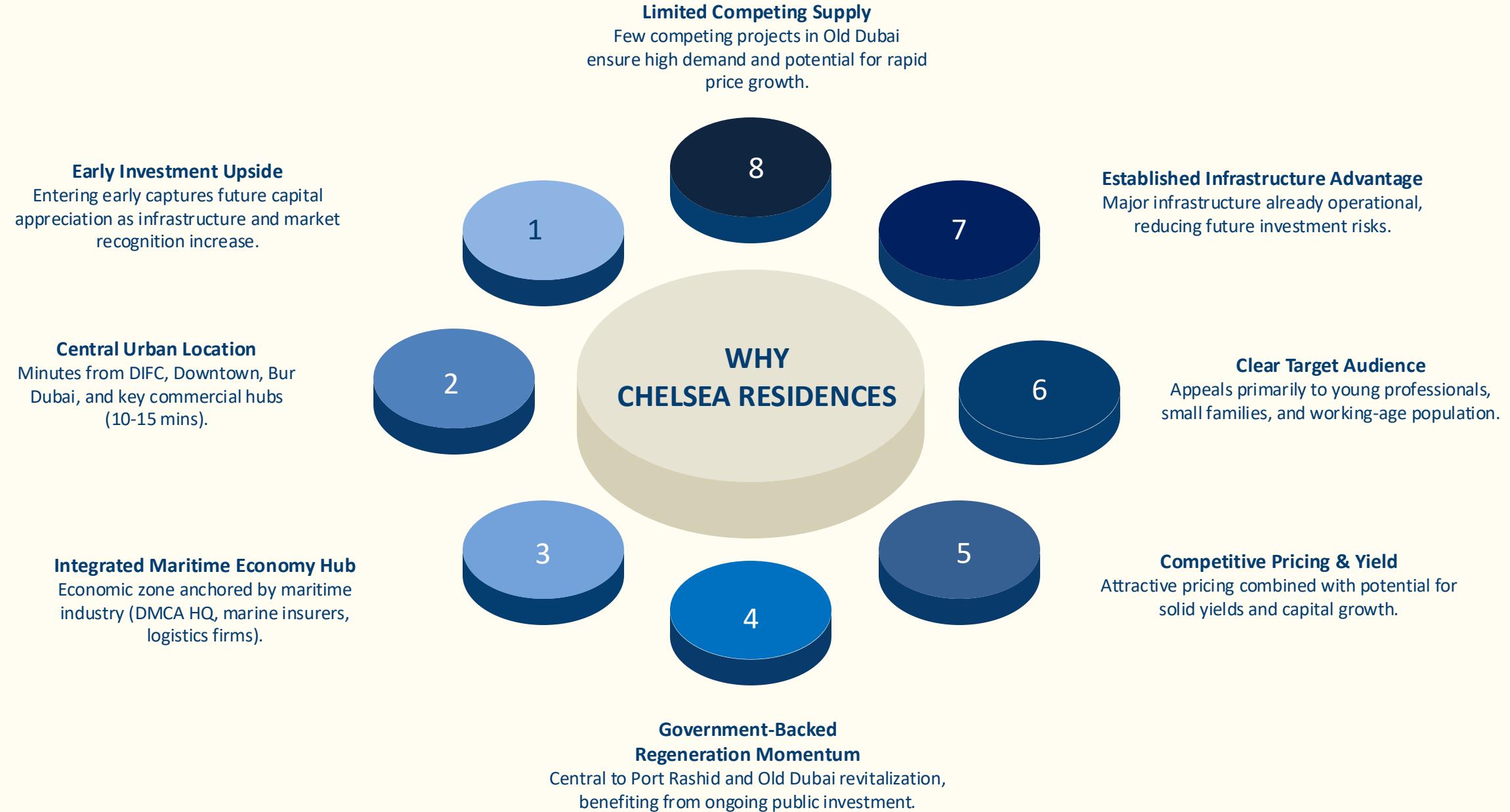


Coral Reef - Sold Inventory



Harbour Lights - Sold Inventory





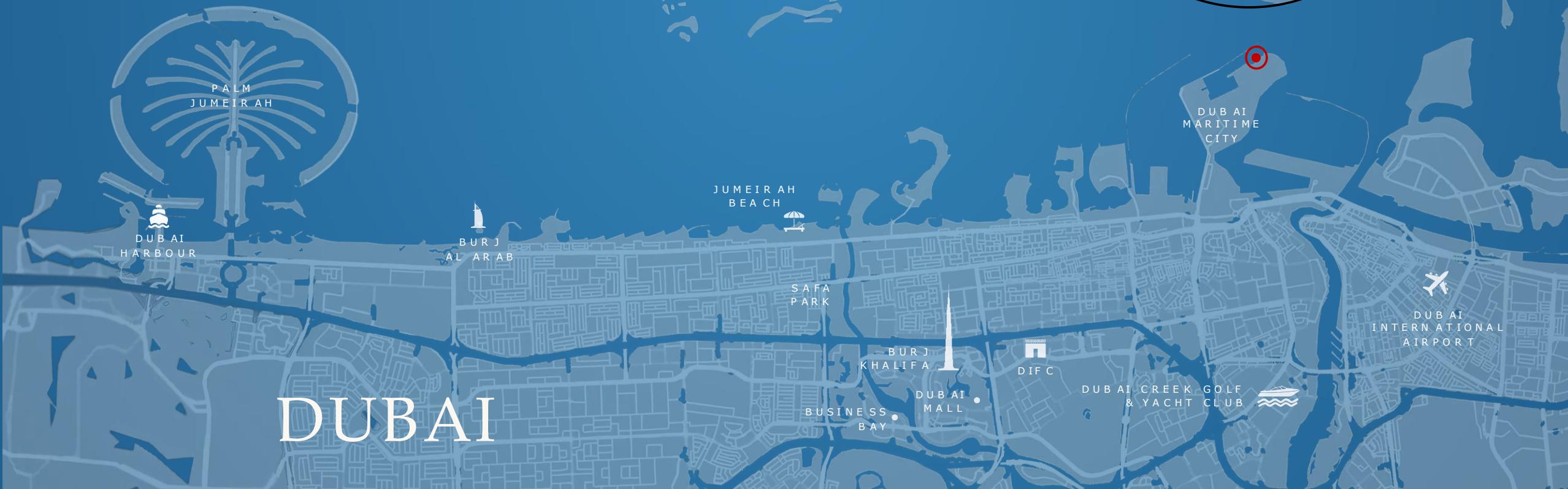
LOCATION

 J1 BEACH
14 MINUTES

 METRO
18 MINUTES

 DUBAI INTERNATIONAL AIRPORT
20 MINUTES

 CITY WALK
15 MINUTES





ENTICING. EXCITING. EPIC.
RESIDENCES IN
DUBAI MARITIME CITY



A vibrant underwater photograph showing a diverse coral reef ecosystem. Various types of corals in shades of pink, orange, and yellow are visible, along with numerous small, colorful fish swimming through the clear blue water.

INSPIRATION

*Where aquatic
serenity embraces
urban vitality*





CHELSEA RESIDENCES 2

TOWER C
G + 2 P + 33

TOWER B
G + 2 P + 30

TOWER A
G + 2 P + 33

LAUNCHING NOW

TOWER A TOWER B

107.40m 115.10m

TOWER C

16.1m

121.90m

CHELSEA RESIDENCES 1

TOWER A
G + 2 P + 25

TOWER B
G + 2 P + 28

TOWER C
G + 2 P + 30

UNIT LAYOUT

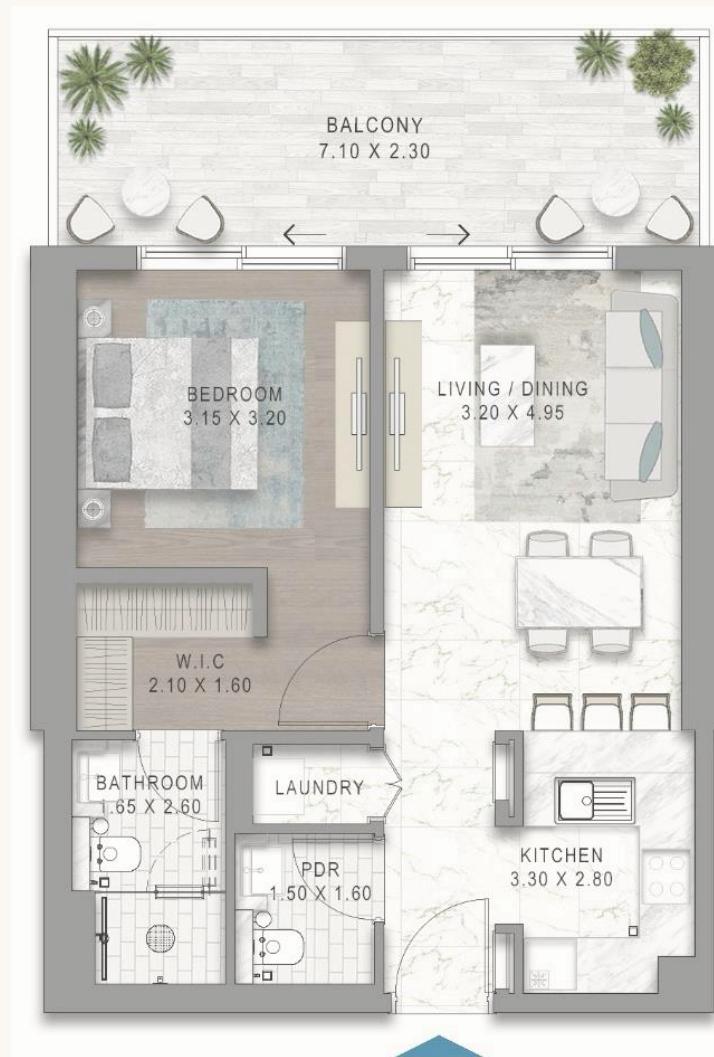


CHELSEA RESIDENCES

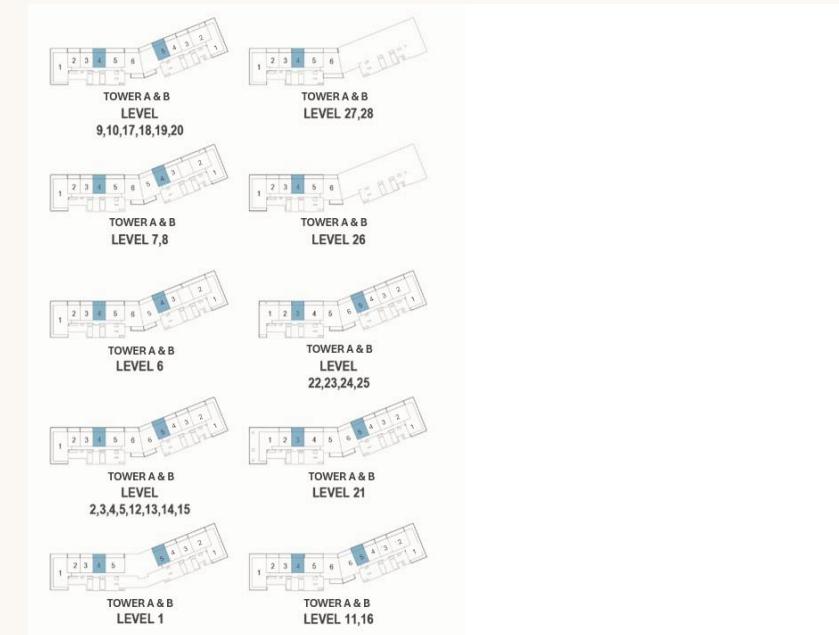
INTERIOR DESIGN

1 BEDROOM

AVERAGE SALEABLE:
75.43 SQ.M | 811.91 SQ.FT



TYPE A1

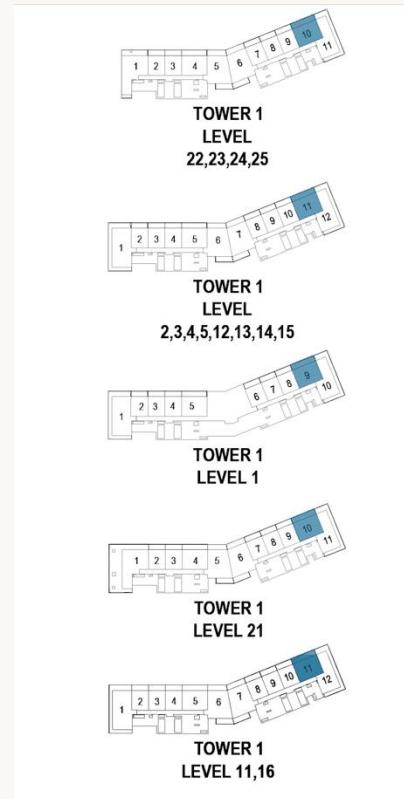


INTERIOR DESIGN

2 BEDROOM

AVERAGE SALEABLE:

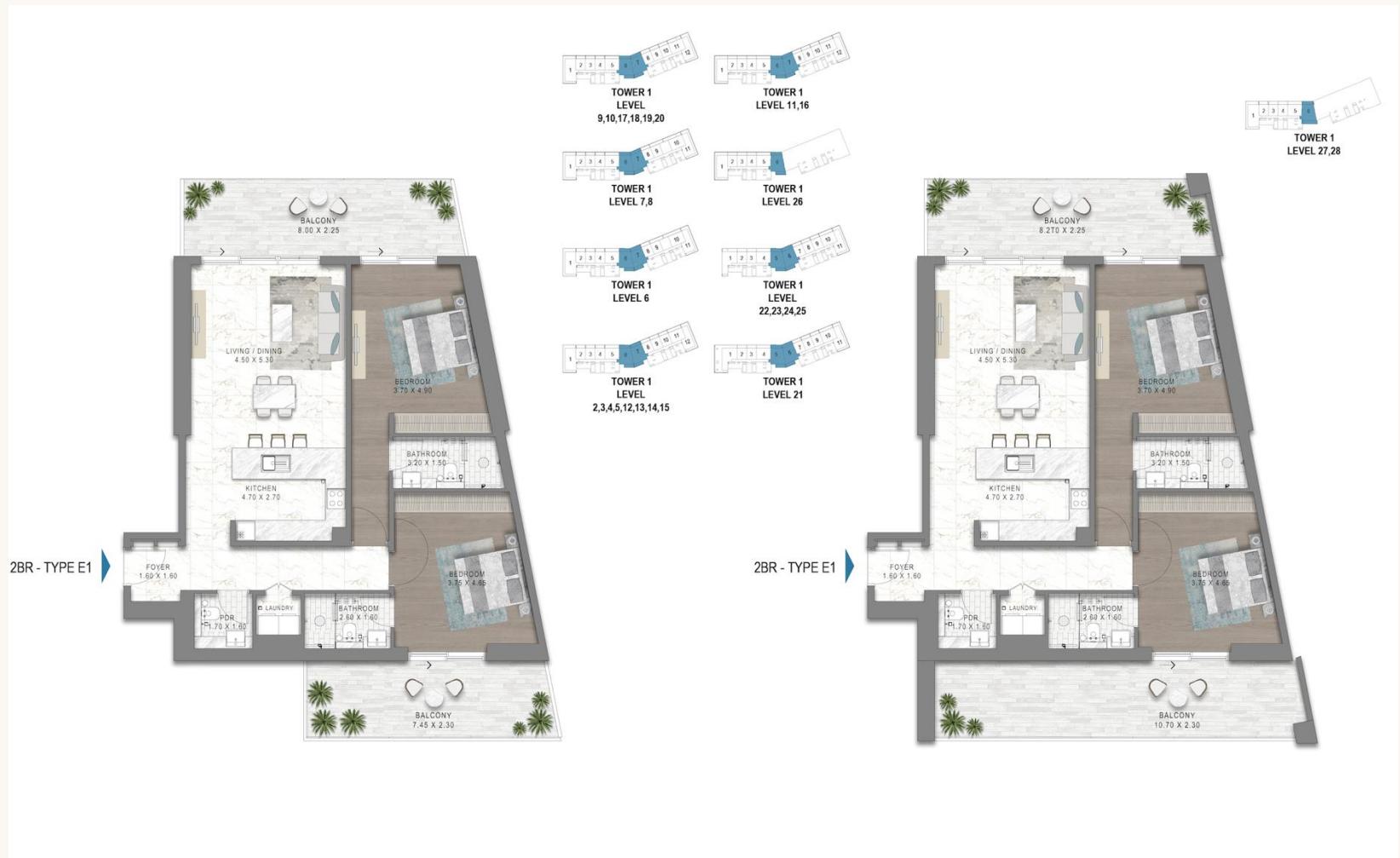
130.23 SQ.M | 1401.80 SQ.FT



INTERIOR DESIGN

2 BEDROOM

AVERAGE SALEABLE:
130.23 SQ.M | 1401.80 SQ.FT



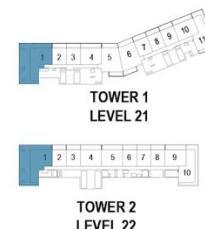
INTERIOR DESIGN

3 BEDROOM

AVERAGE SALEABLE:
198.12 SQ.M | 2132.53 SQ.FT



TYPE B1



INTERIOR



CHELSEA RESIDENCES

INTERIOR DESIGN

LIVING

Floor to ceiling height : 3.4m

DUBAI MARITIME CITY



INTERIOR DESIGN

DINING & KITCHEN

Floor to ceiling height : 3.4m

DUBAI MARITIME CITY



INTERIOR DESIGN

MASTER BEDROOM

Floor to ceiling height : 3.4m



INTERIOR DESIGN

MASTER BATHROOM

Floor to ceiling height : 2.4m



INTERIOR DESIGN

WALK-IN CLOSET

Floor to ceiling height : 2.4m

DUBAI MARITIME CITY



AMENITIES

HALOTHERAPY

BREATHING IN TINY SALT PARTICLES TO IMPROVE YOUR BREATHING IS CONSIDERED AN ALTERNATIVE TREATMENT FOR LUNG PROBLEMS SUCH AS ASTHMA, BRONCHITIS AND MORE...

WELLNESS



AMENITIES



CHELSEA RESIDENCES

AMENITIES



1. FITNESS

CHELSEA LION BEACH
'CHELSEA BLUE' BEACH CLUB
THE PRIDE OF THE OCEAN – CORAL REEF
SWING ON THE CORAL
INFINITY POOL
KIDS POOL
KIDS PLAY UNDERWATER THEME
THE STAMFORD SUMMIT - ROOFTOP PITCH
VICTORY BEACON - CELEBRATION LIGHT SHOW
JOGGING TRACK
OUTDOOR GYM
CHELSEA ATHLETE PERFORMANCE TRAINING
CHELSEA FOOTBALL SIMULATION ROOM
THE LEGENDS' WALKWAY



2. WELLNESS

OUTDOOR YOGA
AERIAL YOGA ROOM
SERENITY-CHELSEA ATHLETE SPA
COUPLE'S TREATMENT
STARLIT WELLNESS CENTRE
FOREST RELAXATION PODS
KNEIPP PARKOUR THERAPY
FIVE SENSES GROUNDING PATH
WATER TREATMENT TUNNEL
RAIN THERAPY
WATERFALL SOUND THERAPY
TRANQUILITY FALLS
CHELSEA BLUE AQUARIUM LOUNGE
SENSORIAL CORRIDORS
A PURE AND VITAL LIFESTYLE
HALOTHERAPY
CHELSEA SPORT BAR
CRYOTHERAPY



3. DINING

DUBAI'S FIRST HEALTHY FINE DINING
MONO DIET CAFÉ
CAPTAINS TABLE-DINE WITH LEGENDS
SUNSET BAR

INFINITY BEACH POOL

Level 1 | CHR1 275 SQM & CHR2 1700 SQM



CHELSEA LION BEACH

Level 1 | CHR1 275 SQM & CHR2 1700 SQM



CHELSEA BLUE BEACH CLUB



CORAL BEACH (THE PROUD OF OCEAN)



SWING ON THE CORAL



KIDS POOL



KIDS PLAY AREA (UNDERWATER THEMED)

CHR1 TOWER C – 56 SQM



CHELSEA ATHLETIC TRAINING CENTRE (AQUA THEMED)

CHR1 TOWER C – 223 SQM | CHR2 TOWER A & B 200 SQM



OUTDOOR GYM

CHR2 TOWER A & B 265 SQM



JOGGING TRACK



CHELSEA FOOTBALL STIMULATION ROOM

CHR2 – 51 SQM



THE STAMFORD SUMMIT - ROOFTOP PITCH



THE VICTORY BEACON (CELEBRATION LIGHT SHOW)



A PURE & VITAL LIFESTYLE



Encouraging a healthy lifestyle with smart mirrors, clean air, water with a low pH and vitamins infused showers, which help in preserving the ideal pH balance in your body to keep it healthy.

CRYOTHERAPY CHR1 TOWER A & B 50 SQM



OUTDOOR YOGA



AERIAL YOGA ROOM

CHR2 TOWER A & B 32 SQM



THE SERENITY SPA (CHELSEA ATHLETE TREATMENT SPA)

CHR1 TOWER A & B 121 SQM



COUPLE'S TREATMENT



STARLITE WELLNESS CENTER



FOREST RELAXATION PODS

CHR1 TOWER A & B 25 SQM



KNEIPP PARKOUR THERAPY

Level 1 | CHR1 310 SQM & CHR2 465 SQM



WATER TREATMENT TUNNEL

Level 1 | CHR2 50 SQM



RAIN THERAPY



WATERFALL SOUND THERAPY

CHR1 A & B 18 SQM



TRANQUILITY FALLS



THE LEGENDS' WALKWAY

CHR1 A & B 25 SQM



POWERHOUSE LOUNGE

LEVEL1 | CHR2 A & B 107 SQM

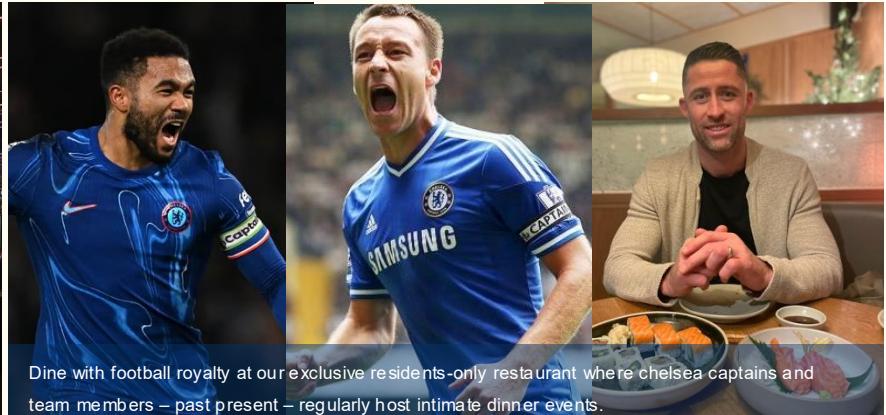


STAMFORD CINEMA (THE PRIDE LOUNGE)

LEVEL1 | CHR2 A & B 51 SQM



THE CAPTAINS TABLE - DINE WITH LEGENDS



Dine with football royalty at our exclusive residents-only restaurant where Chelsea captains and team members – past present – regularly host intimate dinner events.

DUBAI'S 1st HEALTHY FINE DINING



SUNSET BAR



CHELSEA BLUE ARRIVING IN DUBAI



AQUA LOUNGE - CHELSEA BLUE AQUARIUM LOUNGE



POWERHOUSE LOUNGE



F & A

Apartment features:

- All rooms feature double glazed windows
- Balconies as per layout
- Central air conditioning
- TV/phone infrastructure
- Built-in wardrobes, where applicable

Convenience:

- Elevators
- Security access control

Living and Dining:

- Porcelain tiled floors
- Painted plastered walls
- Painted gypsum ceiling

Bedrooms:

- Painted plastered walls
- Built-in wardrobes, where applicable

Balcony:

- Porcelain flooring.

Kitchen:

- Fitted kitchens with refrigerator, cooker, hood, washing machine and RO System
- Porcelain tiled floors
- Painted plastered walls
- Kitchen cabinets
- Counter tops and backsplash

Bathrooms

- Porcelain tiled walls and floors
- Sanitary fittings and accessories
- Sanitary ware
- Vanity unit
- Mirror

Common building services & amenities:

- Drop-off area and entrance
- Concierge desk
- Pool and landscaped plaza
- Gymnasium
- Spa
- Calm Club
- Saloon
- Multi-Function Room
- Indoor Kids' Play

CHR 1

Typology	Units	Avg Saleable Area	Min Price	Max Price	Avg Price	Avg PSF
Tower A	146	1,121	2.17M	4.91M	3.26M	2,911
1 BR	72	775	2.17M	2.51M	2.34M	3,019
2 BR	74	1,457	3.14M	4.91M	4.16M	2,854
Tower B	162	1,193	2.24M	7.03M	3.55M	2,978
1 BR	79	776	2.24M	2.62M	2.42M	3,121
2 BR	55	1,369	3.22M	5.49M	4.13M	3,019
3 BR	28	2,027	4.94M	7.03M	5.61M	2,768
TOTAL	308					

Floor Configuration

TOWER A				
TOTAL	72	74		146
1	3	2		5
2	3	3		6
3	3	3		6
4	3	3		6
5	3	3		6
6	2	3		5
7	2	3		5
8	2	3		5
9	3	3		6
10	3	3		6
11	3	3		6
12	3	3		6
13	3	3		6
14	3	3		6
15	3	3		6
16	3	3		6
17	3	3		6
18	3	3		6
19	3	3		6
20	3	3		6
21	3	3		6
22	3	3		6
23	3	3		6
24	3	3		6
25	3	3		6

TOWER B				
TOTAL	79	55	28	162
1	3	1	1	5
2	3	2	1	6
3	3	2	1	6
4	3	2	1	6
5	3	2	1	6
6	3	2	1	6
7	3	2	1	6
8	3	2	1	6
9	3	2	1	6
10	3	2	1	6
11	3	2	1	6
12	3	2	1	6
13	3	2	1	6
14	3	2	1	6
15	3	2	1	6
16	3	2	1	6
17	3	2	1	6
18	3	2	1	6
19	3	2	1	6
20	3	2	1	6
21	2	2	1	5
22	2	2	1	5
23	2	2	1	5
24	2	2	1	5
25	2	2	1	5
26	3	2	1	6
27	3	2	1	6
28	3	2	1	6

PRICING & PAYMENT PLAN



CHELSEA RESIDENCES

Description	Milestone Event	Value (%)
Deposit	Immediate	24
1 st Installment	Within 3 months of booking	1
2 nd Installment	Within 4 months of booking	1
3 rd Installment	Within 5 months of booking	1
4 th Installment	Within 6 months of booking	1
5 th Installment	Within 7 months of booking	1
6 th Installment	Within 8 months of booking	1
7 th Installment	Within 9 months of booking	1
8 th Installment	Within 10 months of booking	1
9 th Installment	Within 11 months of booking	1
10 th Installment	Within 12 months of booking	1
11 th Installment	Within 13 months of booking	1
12 th Installment	Within 14 months of booking	1
13 rd Installment	Within 15 months of booking	1
14 th Installment	Within 16 months of booking	1
15 th Installment	Within 17 months of booking	1
16 th Installment	Within 18 months of booking	1
17 th Installment	Within 19 months of booking	1
18 th Installment	Within 20 months of booking	1
19 th Installment	Within 21 months of booking	1
20 th Installment	Within 22 months of booking	1
21 st Installment	Within 23 months of booking	1
22 nd Installment	Within 24 months of booking	1
23 rd Installment	Within 25 months of booking	1
24 th Installment	Within 26 months of booking	1
25 th Installment	Within 27 months of booking	1
26 th Installment	Within 28 months of booking	1
27 th Installment	Within 29 months of booking	1
28 th Installment	Within 30 months of booking	1
29 th Installment	Within 31 months of booking	1
30 th Installment	Within 32 months of booking	1
31 st Installment	Within 33 months of booking	1
32 nd Installment	Within 34 months of booking	1
33 rd Installment	Within 35 months of booking	1
34 th Installment	Within 36 months of booking	1
35 th Installment	Within 37 months of booking	1
36 th Installment	Within 38 months of booking	1
37 th Installment	Within 39 months of booking	1
38 th Installment	Within 40 months of booking	1
39 th Installment	Within 41 months of booking	1
40 th Installment	Within 42 months of booking	1
41 st Installment	On Completion	40
Total		104

STARTING FROM

1 BEDROOM

AED 2.17M

PSF - 2,807

2 BEDROOM

AED 3.13M

PSF- 2,579

3 BEDROOM

AED 4.94M

PSF- 2,474

ACD: DECEMBER 2029

S.No	Bulk Discounts for Chelsea Residences	Minimum Deal Value	Discount %
1	Full Floor		1.0%
2	>=6 Units, with min 2 2/3 BRs	19 Mn	2.0%
3	>=10 Units, with min 4 2/3 BRs	30 Mn	3.0%
4	>=20 Units, with min 6 2/3 BRs	40 Mn	4.0%
5	>=30 Units, with min 10 2/3 BRs	50 Mn+	5.0%

Note: Scheme is valid for bookings closed within 7 days from launch date

THANK YOU

FAQ

Distance between:

- Tower C to Tower B in Chelsea Residences 2
17.5m
- Tower A (Chelsea Residences 2) to Tower A (Chelsea Residences 1)
30.1m
- Tower B to Tower C in Chelsea Residences 1
16.1m

Branded elements within the common areas and amenities of the towers

Current intent is as shown in the development brief

Will each of the six towers have a separate lobby?

Chelsea Residences 1: Towers A, B and C all have separate entrance lobbies

Chelsea Residences 2: Towers A & B have a common entrance lobby. Tower C has its own lobby

Difference between the Infinity Pool and Chelsea Lion Beach – they appear similar in renders

Beach is adjacent with the pool, hence cannot be separated out in the renders

Size and location on the plot of the Chelsea Lion Beach

Level 1 for both plots. Beach area cannot be separated out from the pools. Hence, approximate area allocation for pool and beach is 1700 SQM in CHR2 and 275 SQM in CHR1

Exclusive services, size, and plot location of the Chelsea Blue Beach Club

No dedicated indoor space provisioned for this. The sunbeds and parasols adjoining the pools on both plots are inspired and will be dressed in Chelsea colors as shown in the renders to match the branding theme

Details on the Chelsea Football Simulation Room – operator, services offered, location, and size

No details available for the operator. 51 Sq. Mts. space has been allocated to be fitted out for an indoor football simulator on CHR2 to create an interactive football experience for the residents.

Is “A Pure and Vital Lifestyle” an amenity? If yes, please elaborate

This refers to offerings which encourage living a healthy lifestyle. RO system proposed to be included as shown in the F&A.

Location and sizes of the following wellness amenities:

Cryotherapy : CHR1 Tower A & B (50 Sq Mts)

Aerial Yoga Room: CHR2 Tower A & B (32 Sq Mts)

Serenity Spa: CHR1 Tower A & B has the Spa for resident use only which includes Couples' treatment, Starlit wellness and Rain Therapy. Total area of the Spa is 121 Sq. Mts.

Forest Relaxation Pod: CHR1 Tower A & B (25 Sq Mts)

Kneipp Parkour: Level 1 of both plots. CHR1 (310 Sq Mts) and CHR2 (465 Sq Mts)

Water Treatment: Level 1 of CHR2 (50 Sq Mts)

Rain Therapy Waterfall: Refer Spa

Legends Walkway: Corridors leading to Spa Reception on CHR1 Tower A & B (25 Sq Mts)

Powerhouse Lounge Cinema: Powerhouse Lounge and Cinema are different spaces.

Powerhouse lounge is located on Level 1 of CHR2 Tower A & B (107 Sq Mts). Cinema is also at Level 1 of CHR2 Tower A & B (51 Sq Mts)

Noise protection measures from Drydocks, buffer zones within the plot, and any special materials used

Acoustic consultant will be appointed in technical design stage. Depending upon their assessment of the external noise level, suitable measures will be adopted as part of the design criteria in order to ensure the internal ambient noise levels are not exceeded. Benchmarks are usually followed from UAE Federal Environment agency and international standards such as BS and ISO.

16. Total number of units per tower

CHR1 Tower A: 146

CHR1 Tower B: 162

CHR1 Tower C: 312

CHR2 Tower A: 227

CHR2 Tower B: 263

CHR2 Tower C: 346

17. LEED and Wellness certifications – will these be pursued? Is it part of DAMAC's sustainability strategy?

Project will comply with the authority mandated standards for energy and environmental efficiency to promote sustainable development.

29. Height of each tower

All heights mentioned till the top of the Crown -

CHR1:

Tower A & B:

Tower A - 107.40m

Tower B - 115.10m

Tower C: 121.90m

CHR2:

Tower A & B:

Tower A - 132.10m

Tower B - 125.30m

Tower C: 138.10m

30. Are there any retail spaces on the ground or other floors?

No

Location and size of Kids Play Area, Indoor Gym, and Outdoor Gym

Indoor Kids Play: Only at CHR1 Tower C (56 Sq Mts.)

Indoor Gym: CHR2 Tower A & B (200 Sq Mts) + CHR1 Tower C (223 Sq Mts)

Outdoor Gym: CHR2 Tower A & B (265 Sq Mts)

All of the above are located at Level 1 for both the plots.

Location of MEP levels in each tower

There is no dedicated MEP floor. However, space has been allocated for Fire pump room as mentioned below –

CHR1 Tower A & B: Levels 6-8

CHR1 Tower C: Levels 8-10

CHR2 Tower A & B: Levels 11-13

CHR2 Tower C: Levels 9-11

In addition, MEP will also be using the roof area to locate their air handling equipment.

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CHR2 Tower A & B: Levels 11-13

CHR2 Tower C: Levels 9-11

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What are the dimensions (depth, length, and width) of the following pools?

Infinity Pool

Chelsea Residences 2: Pool is not rectangular. However, dimensions roughly 38mx55m.

Chelsea Residences 1: 6.5mx40m

Kids Pool

Chelsea Residences 2: Pool is not rectangular. However, dimensions roughly 14mx27m.

Chelsea Residences 1 : 10mx15m

What is the total length of the jogging track within the project?

CHR 2: 230m

CHR 1: 350m

What is the balcony percentage on average?

Chelsea Residences 2 Tower A & B: 32%

Chelsea Residences 2 Tower C: 33%

Chelsea Residences 1 Tower A & B: 34%

Chelsea Residences 1 Tower C: 34%