



INVESTOR BRIEF

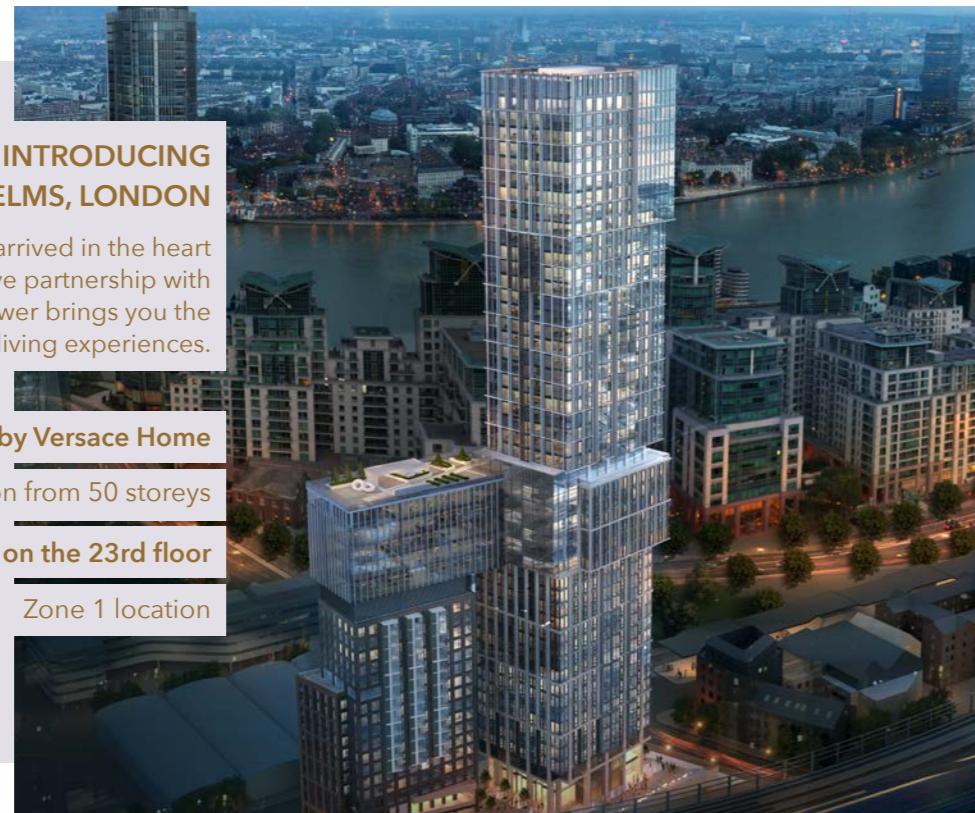
PROJECT AT A GLANCE

**DAMAC
TOWER**

— NINE ELMS \ LONDON —

interior design by

VERSACE
HOME



INTRODUCING DAMAC TOWER NINE ELMS, LONDON

A new level of luxury has arrived in the heart of London. In an exclusive partnership with Versace Home, DAMAC Tower brings you the ultimate in branded living experiences.

Branded residences by Versace Home

Stunning views across London from 50 storeys

Residents' facilities on the 23rd floor

Zone 1 location



WHY INVEST IN LONDON?

- The city presents a cosmopolitan safe haven amidst a backdrop of global and political instability
- The market is underpinned by a fundamental demand for supply
- The UK has a strong legal structure and robust asset protection
- London boasts a multi-cultural society
- The City of London is the world's leading financial district
- The UK offers a world-class education system and London has some of the best schools and colleges
- The city has four main airports in close proximity and is centrally located between Asia and America





THE NINE ELMS REGION

- The VNEB (Vauxhall, Nine Elms and Battersea) Opportunity Area is a 195-hectare riverside district and Central London's biggest area of regeneration
- It's estimated that Nine Elms will provide homes for 30,000 new residents and 25,000 new jobs
- The area will be home to a new diplomatic quarter, with the United States Embassy relocating there in 2017; and three or four others currently considering the move
- A 50-acre linear park will link Battersea with Vauxhall, providing a multitude of green spaces adjacent to the Thames
- Just a short walk from Westminster, a new pedestrian and cycle bridge will span the Thames, and connect Nine Elms with Pimlico

THE DEVELOPMENT

- Designed by Kohn Pederson Fox (KPF)
- Interiors by Versace Home
- Studios, one, two and three bedroom apartments and penthouses – over 50 floors
- All apartments have winter gardens
- Stunning views of London
- 8,010 square feet of communal gardens
- Outdoor sundeck terrace
- Luxurious 23rd floor swimming pool and Jacuzzi
- State-of-the-art gymnasium
- Optional hospitality services including housekeeping and 'At-Home' dining*
- 24-hour concierge
- Valet parking
- Four floors of Grade A office space
- Retail to include shops and restaurants

*This is an additional (chargeable) option, not included in the service fee.

THE DEVELOPER

NINE ELMS PROPERTY LIMITED

Nine Elms Property Limited is a wholly owned subsidiary of DAMAC International Limited, one of the most established and trusted real estate companies in the Middle East. With 21,700 homes delivered and over 40,000 units at various stages of planning and progress, its credentials are impeccable. In addition, DAMAC's hospitality portfolio will extend to reach around 10,000 hotel rooms, serviced hotel apartments and serviced villas.* Luxury living, iconic design and the highest levels of quality are the specialities of DAMAC. Known for its innovative products, the Company has partnered with some of the most recognisable fashion and lifestyle brands in the world to bring new and exciting living concepts to the market. With vision and momentum, DAMAC is shaping the next generation of luxury living.

*Figures as of 30th June 2018.

LOCATION

Nine Elms

LOCAL AUTHORITY

Lambeth Council

TENURE

999-year lease

WORLD-CLASS DESIGN TEAM

- Lead Architect:
Kohn Pedersen Fox (KPF)
- Interior Designer:
Versace Home
- Landscape Designer:
Chris Blandford Associates Limited

OTHER PROJECTS BY THE LEAD ARCHITECT

Shanghai World Financial Center, and Landmark Mandarin Oriental, Hong Kong; Heron Tower, London; Downtown Dubai; Abu Dhabi International Airport, UAE

EXPECTED COMPLETION DATE

Q4 2020

COUNCIL TAX

Band H - £2,772.53*

*Based on 2018/2019 Council Tax figures.
(Source: <http://www.lambeth.gov.uk>)

GROUND RENT

Studios	£ 450 per annum
One bedroom apartments	£ 550 per annum
Two bedroom apartments	£ 750 per annum
Three bedroom apartments	£ 850 per annum
Penthouses	£ 1,100 per annum

SERVICE CHARGE

Estimated £5.74/sqft

APARTMENT MIX

TYPE	STUDIOS	1 BR	2 BR	3 BR	PH	TOTAL
%	8%	31%	47%	13%	1%	100%

RESERVATION PROCEDURE

Payment structure

- The Reservation Fee is £5,000
- Exchange contracts - within 21 calendar days of reservation
- Assignment - only two assignments will be permitted, and only after 25% of the purchase price has been paid; should purchasers want to assign, no use of marketing IP will be allowed without the express permission of Nine Elms Property Limited; allowed only after six months from exchange; legal / admin fees of £750 will be charged

Legal contribution

There will be a discretionary contribution when using the recommended purchaser's solicitor.

Documentation required for exchange of contract

- Photo identification – passport or identification card
- A current utility bill or bank statement showing name and home address to be no older than **three months**

Please be advised that the solicitors must have **signed and certified the original copies of the above OR:**

A third party letter of compliance from the purchaser's solicitor; if the purchase is being taken under a Company name, then the following documentation must be provided:

- A copy of the Certificate of Incorporation and Memorandum of Articles and Association
- Evidence of the Company's registered address
- A list of directors and shareholders
- Individual photo identification and address identification for directors and shareholders



The area will benefit from three iconic attractions; a regenerated Battersea Power Station, the new United States Embassy and New Covent Garden Market. It will also include almost three kilometres of Thames river frontage, lined with cafés, bars, restaurants, cultural attractions and public space. A new linear park will run through the area from east to west, making it one of the greenest districts on London's South Bank.





IMPORTANT NOTICE

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