

DAMAC



P  
PIAZZA ROMA  
OFFICES

V  
VALENCIA  
APARTMENTS

DAMAC LAGOONS DISTRICT



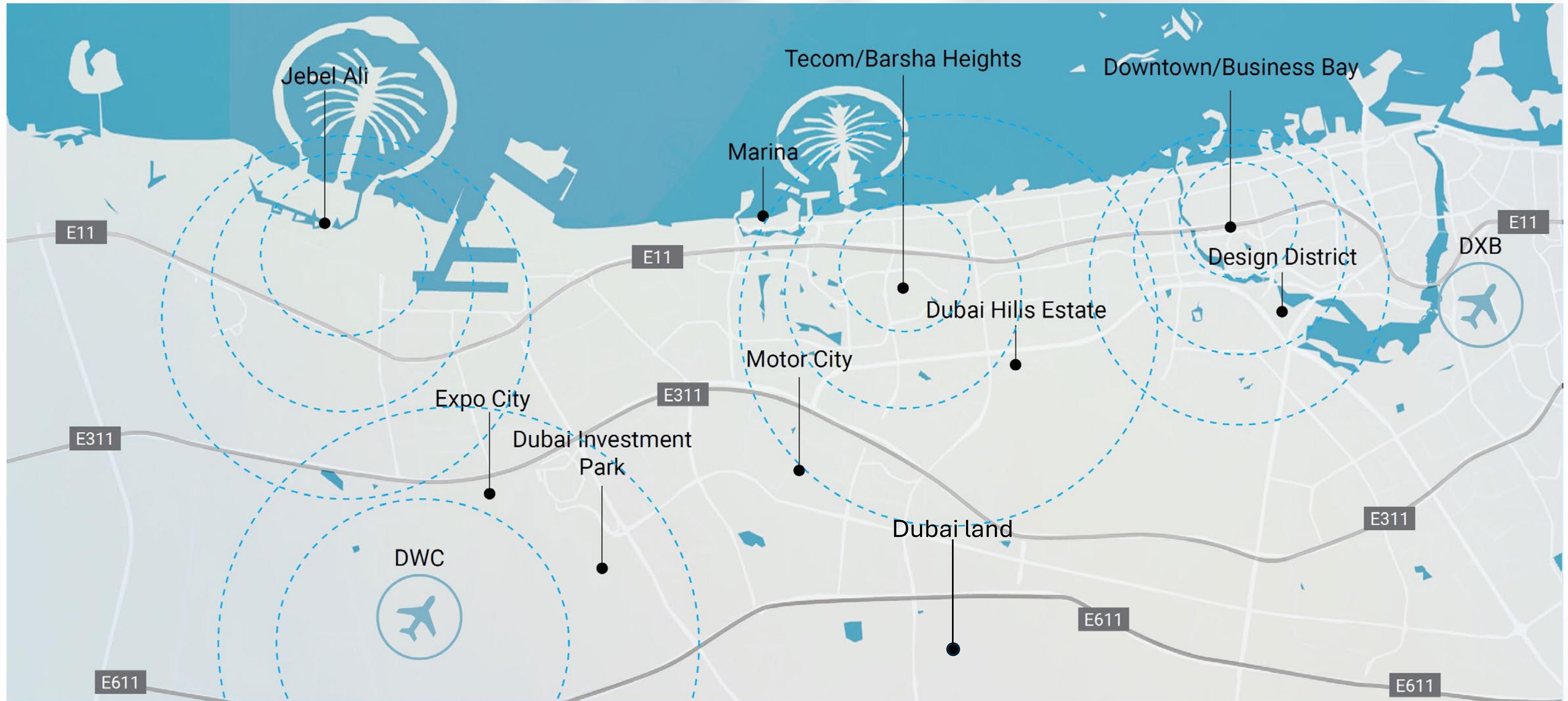
TONIGHT, WE STOP BEING TOURISTS AND START LIVING THE  
MEDITERRANEAN LIFESTYLE, LIKE TRUE NATIVES...

# DECENTRALISED DEVELOPMENT CORES

DAMAC Lagoons - most sustainable & integrated district community

P  
&  
PIAZZA ROMA

V  
VALENCIA



# TRAVEL-DISTANCE OPTIMIZED

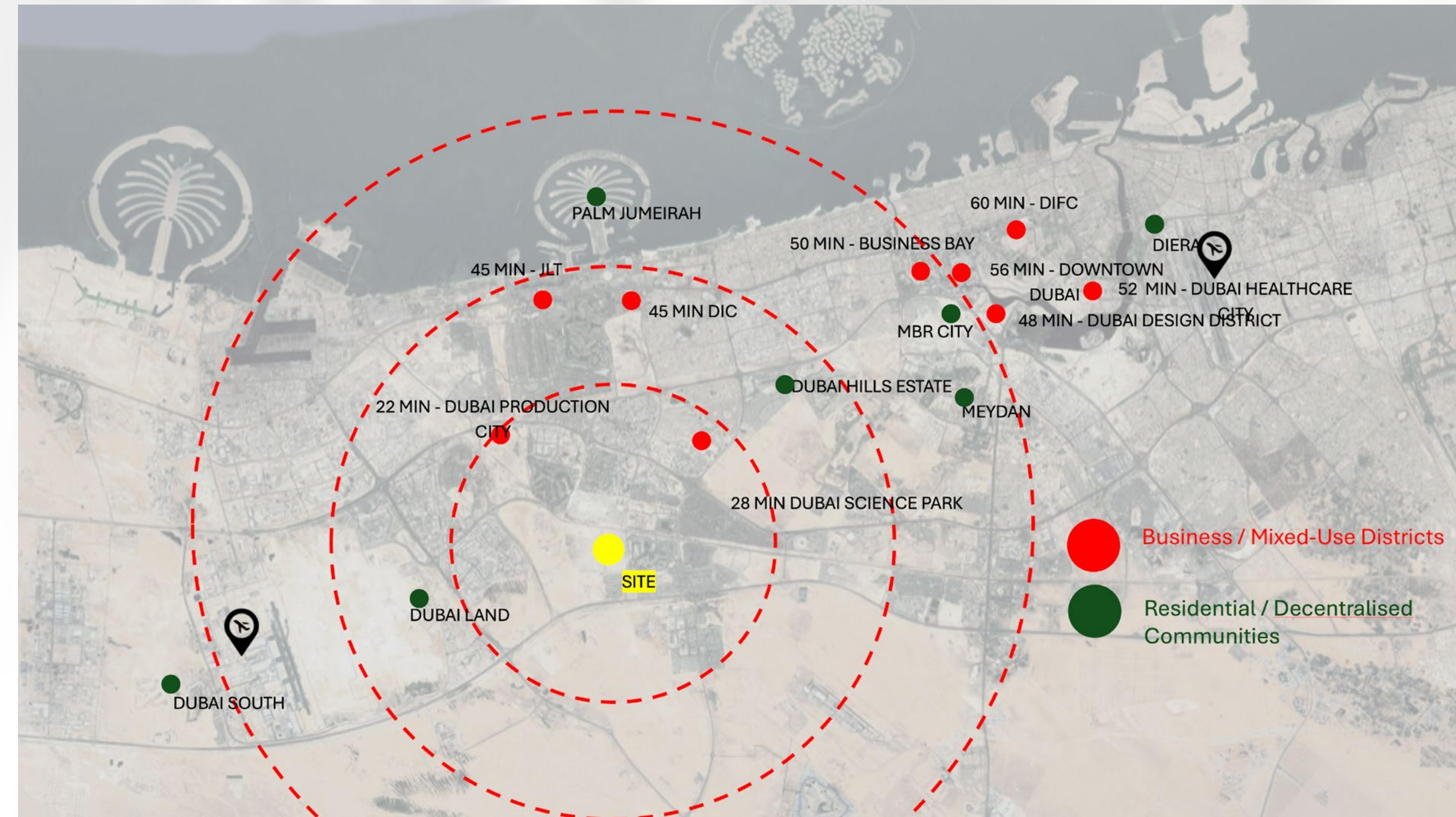
Ever wondered how much time we lose daily on the road?  
What if you can spend the time for more valuable things in life?



PIAZZA ROMA

VALENCIA

- 8 min  
DAMAC MALL
- 10 min  
SAUDI GERMAN CLINIC
- 17 min  
TRUMP GOLF CLUB
- 19 min  
GLOBAL VILLAGE
- 30 min  
AL MAKTOUM AIRPORT



## PIAZZA ROMA & VALENCIA



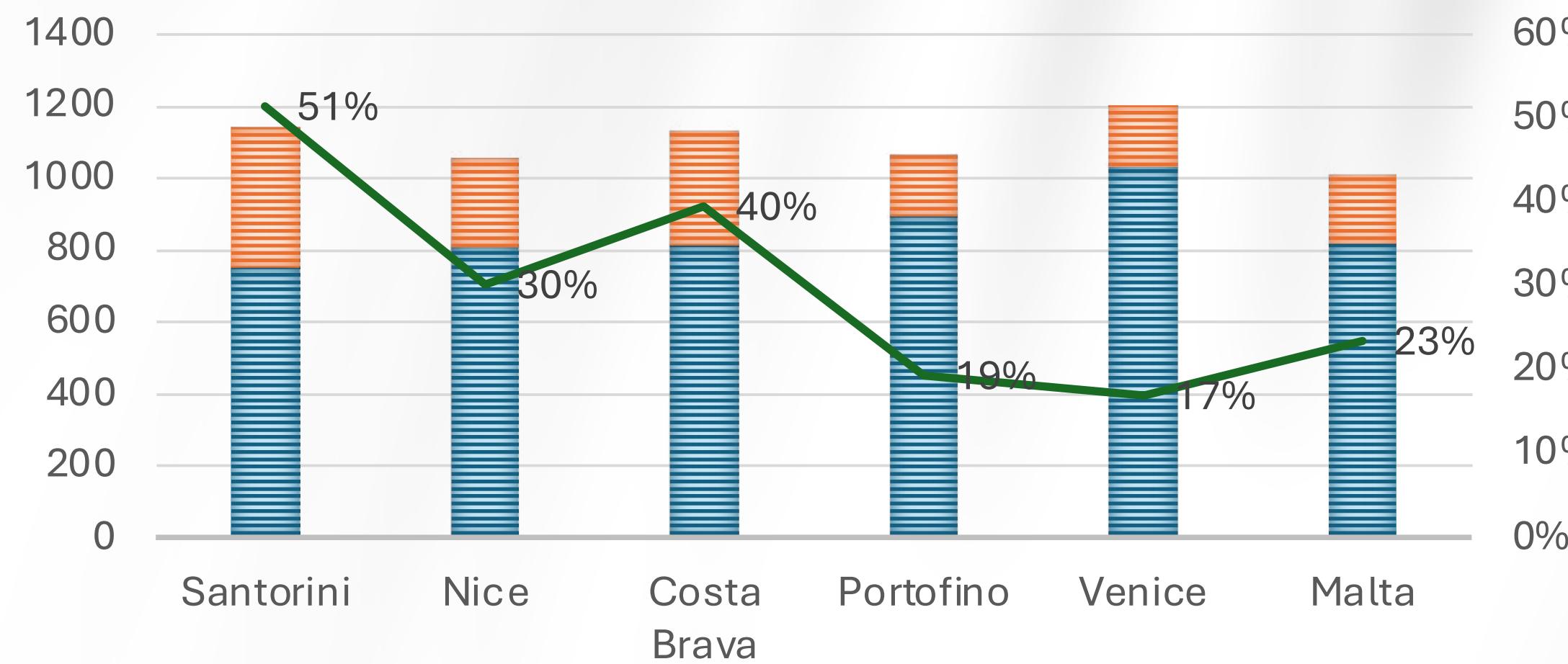
- NO WASTED HOURS.
- NO LONG COMMUTES.
- NO WEEKEND TRAFFIC.

- GUILT-FREE
- EMPOWERED WORKING PARENTS
- 20% MORE TIME EVERY DAY

- HUMAN-CENTRIC URBAN DESIGN
- RETAIL WITHIN A WALKABLE RADIUS
- SUSTAINABLE

## DAMAC LAGOONS MARKET PERFORMANCE

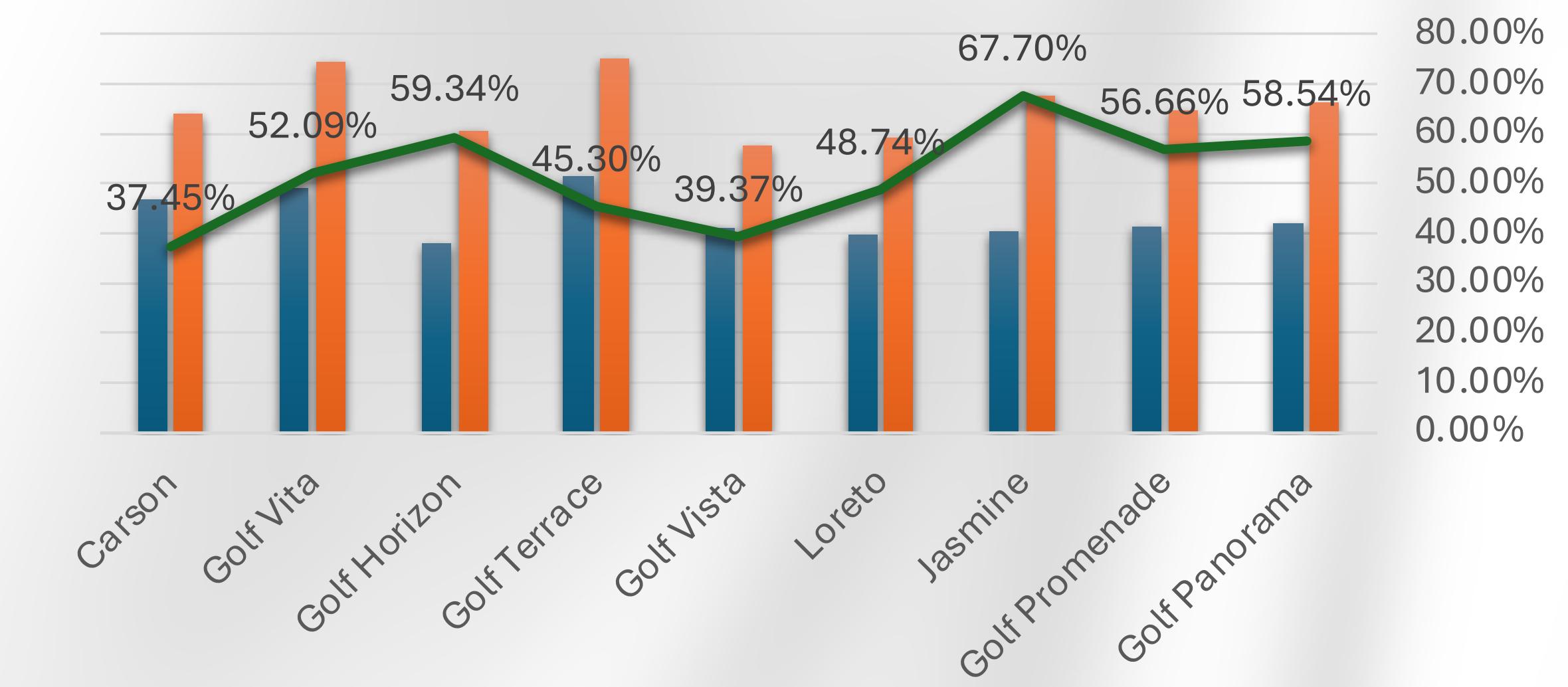
DAMAC Lagoons - Secondary Market Performance



■ Primary PSF ■ Increase in PSF ■ Return %

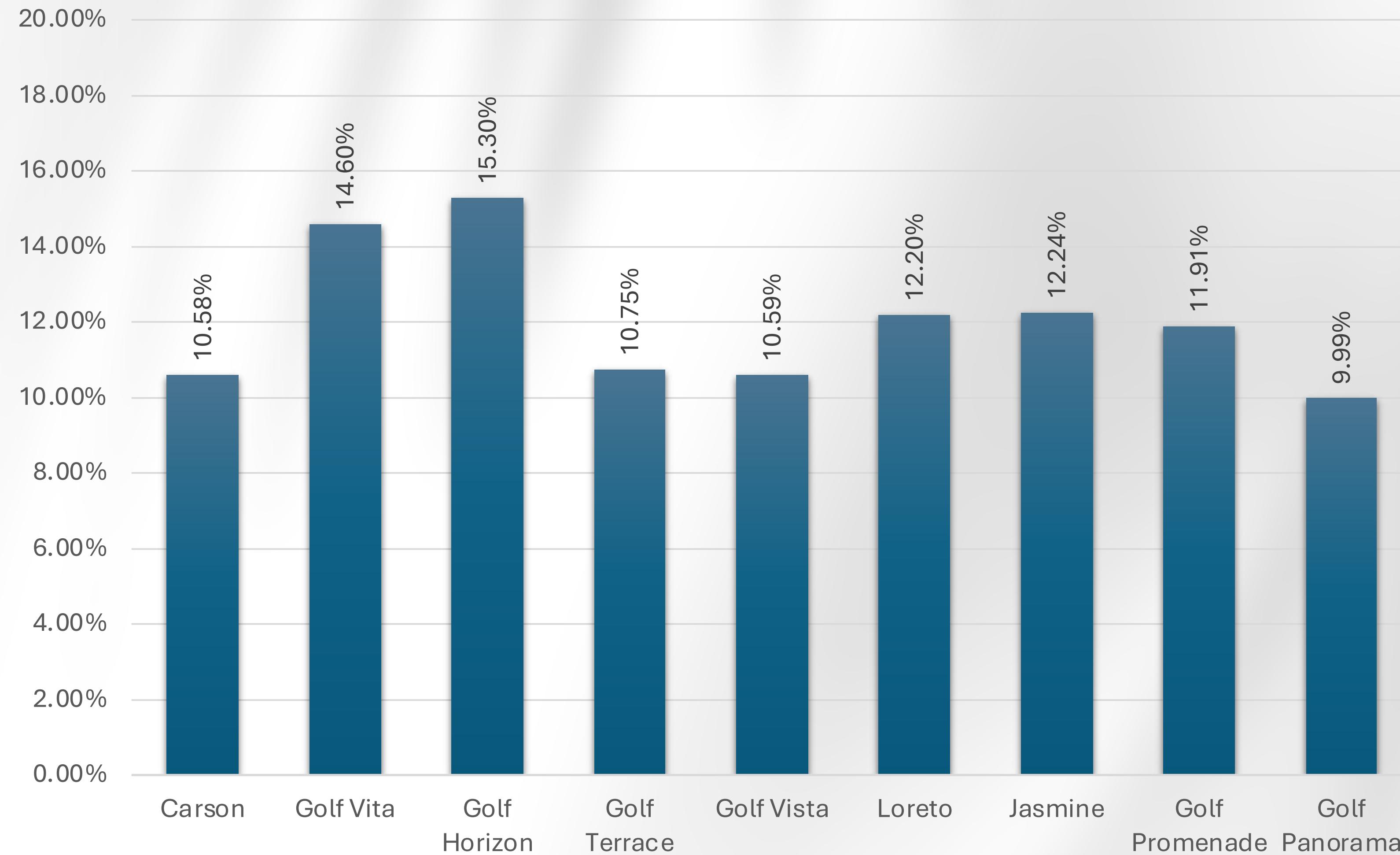
## DAMAC HILLS APARTMENTS MARKET PERFORMANCE

Capital Appreciation In DAMAC Hills 2022-2025



■ Price in 2022 ■ Price in 2025 ■ % Change

## RENTAL YIELD



# APARTMENTS - COMPETITOR COMPARISON

Apartment Launches Near DAMAC Lagoons



Competitor Comparison  
Primary Average Selling Rate (AED PSF) 2025



- The above selling rates include studio, 1-bed and 2-bed unit prices only.
- The selling rate for recently launched projects, such as Evelyn on the Park (Q1 2026) and The Cape (Q4 2025), reflects only the starting prices and unit sizes, not the average price across all transactions.

# MASTERPLAN

## DAMAC LAGOONS MASTERPLAN



P  
PIAZZA ROMA

&  
V  
VALENCIA

A POETIC MOVEMENT WHERE WAVES ARE FROZEN IN TIME,  
CARVED INTO WHITE!



# OFFICES

A future-ready business community with offices!

P  
PIAZZA ROMA

& V  
VALENCIA



# MALL

Live, shop, dine, and unwind without leaving your community,  
everything you need, steps away from home!

P

&

PIAZZA ROMA

V

VALENCIA



# APARTMENTS

Your everyday escape, without leaving the city.

P  
&  
PIAZZA ROMA

V  
VALENCIA





G+2P+13F  
NO OF UNITS- 779

1B+LG+G+8F  
OFFICE AREA  
37,350 SQM  
PARKING  
747 VEHICLES



A wide-angle photograph of a sunset or sunrise. The sky is filled with long, thin, wispy clouds that stretch across the frame. The colors transition from deep blue on the left to warm orange and yellow on the right, suggesting the sun is low on the horizon. The overall mood is serene and expansive.

# AMENITIES

# MALL

The mall functions as a dynamic community amenity offering shopping, dining, entertainment, and social spaces that enrich urban lifestyle experiences.

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PIAZZA ROMA

V

VALENCIA



## SUPERMARKET



Offering convenient shopping, fresh products, and exceptional value daily.

## F&B



Dynamic F&B concepts offering freshness and flavor.

## KID'S ZONE



Destination where kids explore, learn, and have fun

## RETAIL



Retail that blends convenience, quality, and contemporary style.

## POP-UP ART



Vibrant art activations that enrich the mall journey.

## LIFESTYLE STORES



Curated lifestyle retail delivering quality, style, and convenience.

# SWIMMING POOL

A serene poolscape designed for wellness, recreation, and escape.



P  
PIAZZA ROMA

V  
VALENCIA

# GYM

A bright, modern fitness centre built for daily wellbeing.



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PIAZZA ROMA

&  
V  
VALENCIA

# FLOATING PODS

Community dining and relaxation pods create inviting spaces where friends and family gather to share meals, unwind, and connect effortlessly.



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&

V

PIAZZA ROMA

VALENCIA

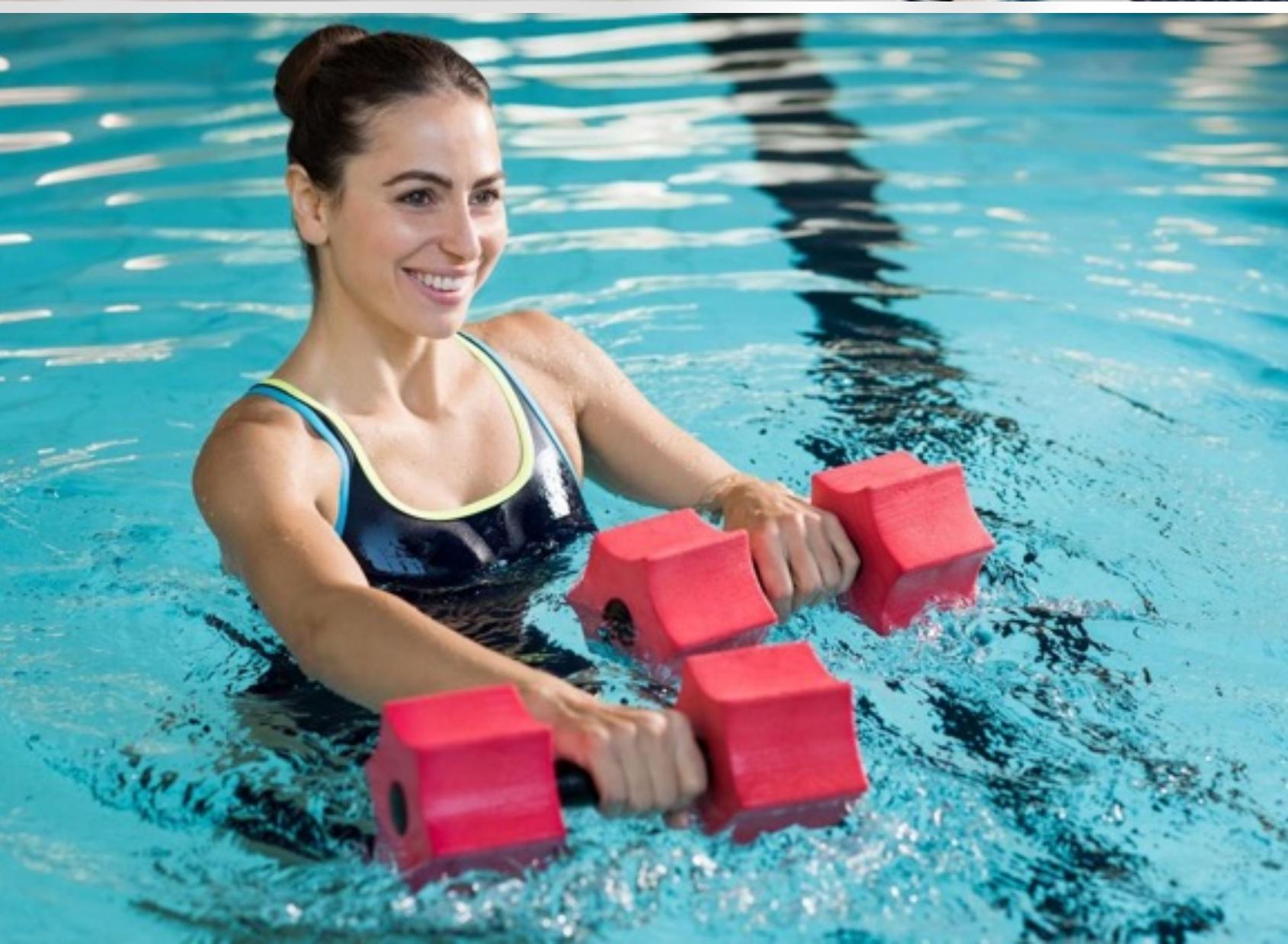
# AQUA GYM

Energizing water-based workouts with submerged fitness stations, resistance zones, and wellness circuits, creating a refreshing, low-impact exercise experience.



P  
&  
PIAZZA ROMA

V  
VALENCIA



# LAGOON NIGHT AMPHITHEATRE

Projection shows on water + synchronized fountains



P  
&  
PIAZZA ROMA

V  
ALENCIA

# CLIMATE-COOLING WATER CANOPY

Cooling mist corridors that make the outdoors pleasant year round.



P  
&  
PIAZZA ROMA

V  
VALENCIA



# SMART POP-UP RETAIL CAPSULES

Plug-and-play retail that transforms weekly. Flexible spaces that keep the district lively and constantly refreshed.



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PIAZZA ROMA

V

VALENCIA

# OUTDOOR YOGA & SPA

Chic communal wellness areas where elegance infuses every moment, creating new standards of Mediterranean-inspired living.



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PIAZZA ROMA

V  
VALENCIA

# FLAMENCO STAGE

A dedicated Mediterranean-inspired space featuring.. lighting, and acoustics for performances, celebrations, and cultural events.



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PIAZZA ROMA

V  
VALENCIA

# OUTDOOR CINEMA

Premium cinema with bigger screen and better comfort for unforgettable moments!



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&  
PIAZZA ROMA

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VALENCIA

# MEDITERRANEAN STYLE LOUNGE

A warm, sophisticated lounge inspired by Italian coastal living, featuring rustic textures, soft lighting, artisanal décor, and relaxed social seating.



P  
PIAZZA ROMA

V  
VALENCIA

A wide-angle photograph of a sky at dusk or dawn. The horizon is visible in the distance. The sky is filled with wispy, horizontal clouds. The colors are a vibrant mix of orange, yellow, and blue, transitioning from a deep blue on the left to a bright orange on the right. The overall mood is serene and peaceful.

# RESIDENTIAL INTERIOR DESIGN







ID – ENSUITE

P  
PIAZZA ROMA  
&  
V  
VALENCIA





OFFICE & MALL  
INTERIOR DESIGN



ID - OFFICE

P  
PIAZZA ROMA  
&  
V  
VALENCIA



ID - MALL

P  
PIAZZA ROMA

&  
V  
VALENCIA







# RESIDENTIAL FLOOR PLANS

# RESIDENTIAL FLOOR PLANS

P  
PIAZZA ROMA

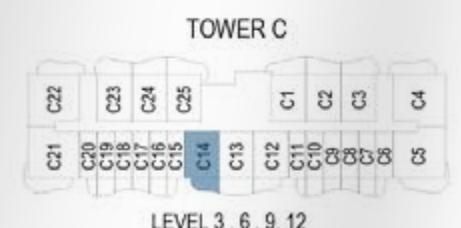
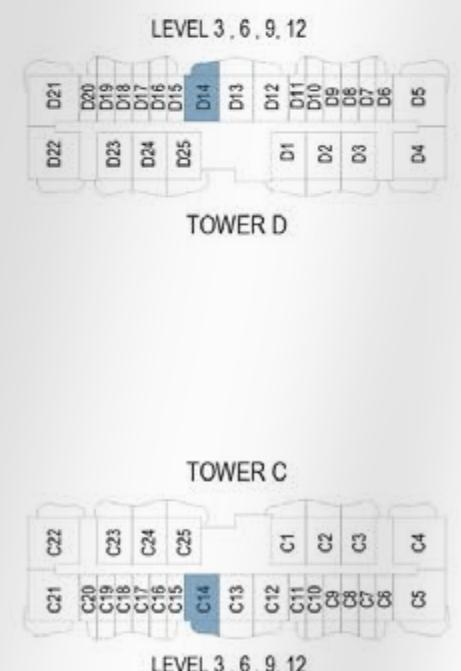
V  
VALENCIA



AVERAGE SELLABLE AREA: **379.53 sqft** ( 35.26 M<sup>2</sup> )



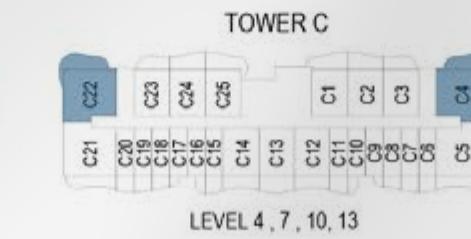
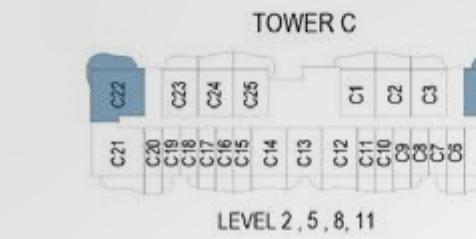
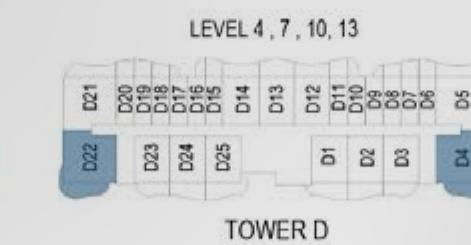
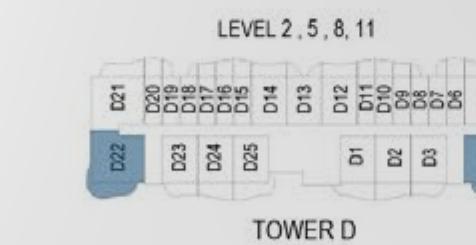
AVERAGE SELLABLE AREA: **776.07 sqft** ( 72.10 M<sup>2</sup> )



# RESIDENTIAL FLOOR PLANS

P  
PIAZZA ROMA

V  
VALENCIA



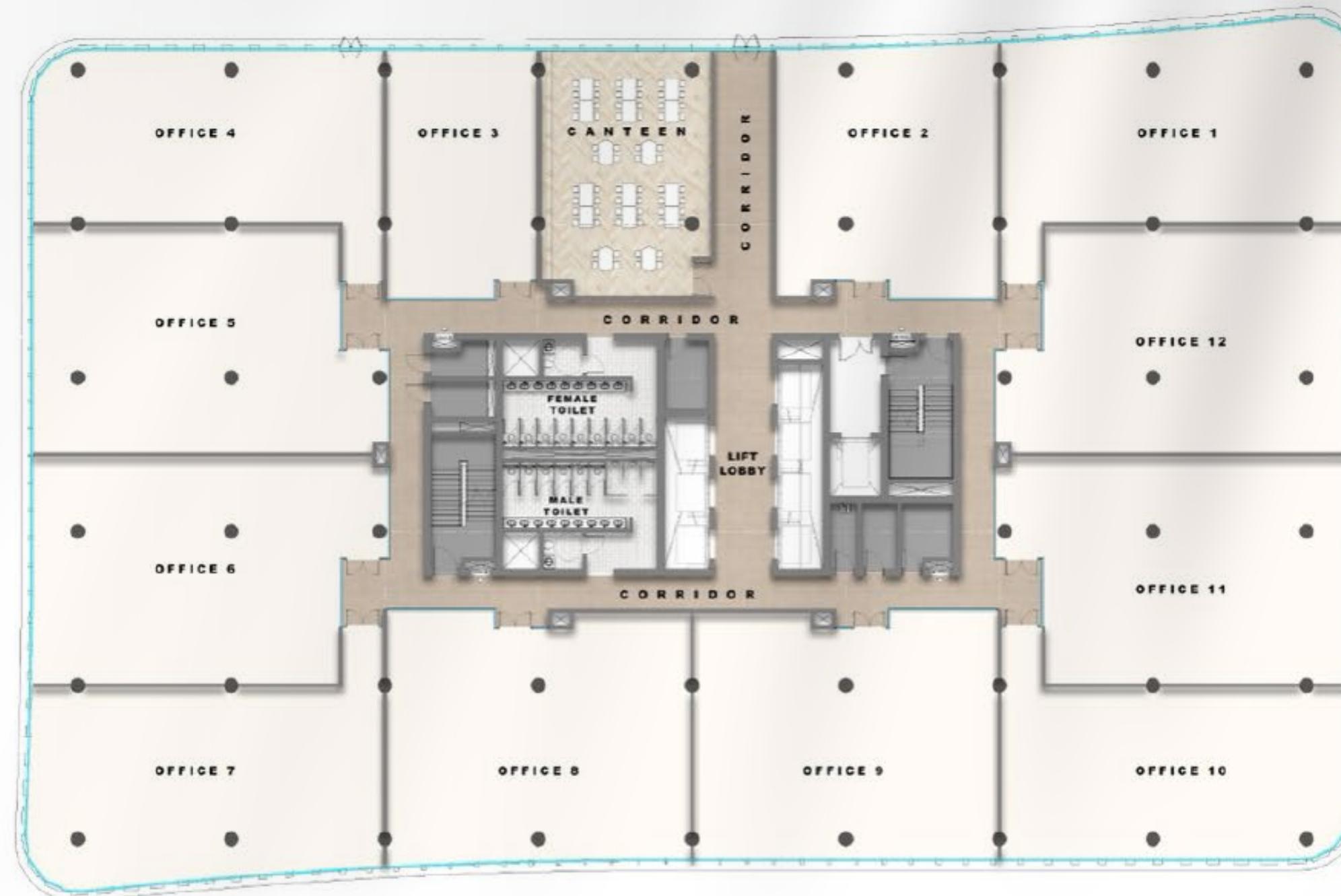
AVERAGE SELLABLE AREA: **1165.19 sqft (108.25 M<sup>2</sup>)**



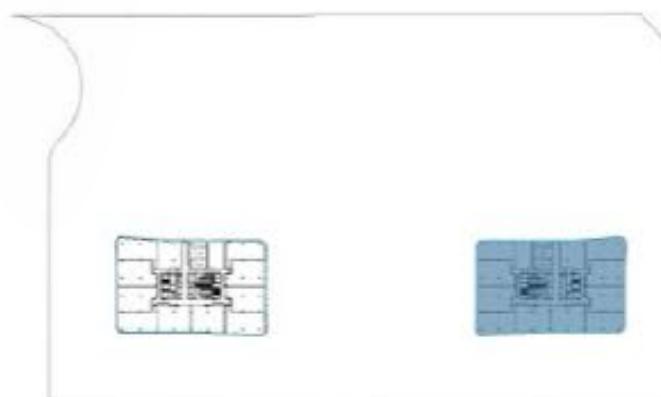
OFFICE  
FLOOR PLANS

# OFFICE TOWERS

P & V  
PIAZZA ROMA | VALENCIA



**TOWER A**  
2ND FLOOR OFFICE LAYOUT



**TOWER A**  
TYPICAL FLOOR OFFICE LAYOUT



SELLABLE : **1564.17 – 3167.84 sqft** (145.31-294.30) sqm

## PRICING

### STUDIO

AVG PRICE

725K

### 1-BR

AVG PRICE

1.30 MILLION

### 2-BR

AVG PRICE

1.84 MILLION

## PAYMENT PLAN

DESCRIPTION	MILESTONE EVENT	VALUE (%)
DEPOSIT	IMMEDIATE	5
1ST INSTALLMENT	WITHIN 1 MONTH(S) OF BOOKING	10
2ND INSTALLMENT	WITHIN 3 MONTH(S) OF BOOKING	5
3RD INSTALLMENT	WITHIN 6 MONTH(S) OF BOOKING	5
4TH INSTALLMENT	WITHIN 9 MONTH(S) OF BOOKING	5
5TH INSTALLMENT	WITHIN 12 MONTH(S) OF BOOKING	5
6TH INSTALLMENT	WITHIN 15 MONTH(S) OF BOOKING	5
7TH INSTALLMENT	WITHIN 18 MONTH(S) OF BOOKING	5
8TH INSTALLMENT	WITHIN 21 MONTH(S) OF BOOKING	5
9TH INSTALLMENT	WITHIN 24 MONTH(S) OF BOOKING	5
10TH INSTALLMENT	WITHIN 27 MONTH(S) OF BOOKING	5
11TH INSTALLMENT	ON COMPLETION	40
TOTAL		100

**4% DLD TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT.**  
**ACD: MARCH 2029**

Downpayment will be considered complete at 19% (incl DLD fee)

## PRICING

**OFFICE SPACE**  
AVG PRICE

€7.4 MILLION

# PIAZZA ROMA PAYMENT PLAN



DESCRIPTION	MILESTONE EVENT	VALUE (%)
DEPOSIT	IMMEDIATE	20
1ST INSTALLMENT	WITHIN 3 MONTHS OF BOOKING	1
2ND INSTALLMENT	WITHIN 4 MONTHS OF BOOKING	1
3RD INSTALLMENT	WITHIN 5 MONTHS OF BOOKING	1
4TH INSTALLMENT	WITHIN 6 MONTHS OF BOOKING	1
5TH INSTALLMENT	WITHIN 7 MONTHS OF BOOKING	1
6TH INSTALLMENT	WITHIN 8 MONTHS OF BOOKING	1
7TH INSTALLMENT	WITHIN 9 MONTHS OF BOOKING	1
8TH INSTALLMENT	WITHIN 10 MONTHS OF BOOKING	1
9TH INSTALLMENT	WITHIN 11 MONTHS OF BOOKING	1
10TH INSTALLMENT	WITHIN 12 MONTHS OF BOOKING	1
11TH INSTALLMENT	WITHIN 13 MONTHS OF BOOKING	1
12TH INSTALLMENT	WITHIN 14 MONTHS OF BOOKING	1
13TH INSTALLMENT	WITHIN 15 MONTHS OF BOOKING	1
14TH INSTALLMENT	WITHIN 16 MONTHS OF BOOKING	1
15TH INSTALLMENT	WITHIN 17 MONTHS OF BOOKING	1
16TH INSTALLMENT	WITHIN 18 MONTHS OF BOOKING	1
17TH INSTALLMENT	WITHIN 19 MONTHS OF BOOKING	1
18TH INSTALLMENT	WITHIN 20 MONTHS OF BOOKING	1
19TH INSTALLMENT	WITHIN 21 MONTHS OF BOOKING	1
20TH INSTALLMENT	WITHIN 22 MONTHS OF BOOKING	1

DESCRIPTION	MILESTONE EVENT	VALUE (%)
21ST INSTALLMENT	WITHIN 23 MONTHS OF BOOKING	1
22ND INSTALLMENT	WITHIN 24 MONTHS OF BOOKING	1
23RD INSTALLMENT	WITHIN 25 MONTHS OF BOOKING	1
24TH INSTALLMENT	WITHIN 26 MONTHS OF BOOKING	1
25TH INSTALLMENT	WITHIN 27 MONTHS OF BOOKING	1
26TH INSTALLMENT	WITHIN 28 MONTHS OF BOOKING	1
27TH INSTALLMENT	WITHIN 29 MONTHS OF BOOKING	1
28TH INSTALLMENT	WITHIN 30 MONTHS OF BOOKING	1
29TH INSTALLMENT	WITHIN 31 MONTHS OF BOOKING	1
30TH INSTALLMENT	WITHIN 32 MONTHS OF BOOKING	1
31ST INSTALLMENT	WITHIN 33 MONTHS OF BOOKING	1
32ND INSTALLMENT	WITHIN 34 MONTHS OF BOOKING	1
33RD INSTALLMENT	WITHIN 35 MONTHS OF BOOKING	1
34TH INSTALLMENT	WITHIN 36 MONTHS OF BOOKING	1
35TH INSTALLMENT	WITHIN 37 MONTHS OF BOOKING	1
36TH INSTALLMENT	WITHIN 38 MONTHS OF BOOKING	1
37TH INSTALLMENT	WITHIN 39 MONTHS OF BOOKING	1
38TH INSTALLMENT	WITHIN 40 MONTHS OF BOOKING	1
39TH INSTALLMENT	WITHIN 41 MONTHS OF BOOKING	1
40TH INSTALLMENT	WITHIN 42 MONTHS OF BOOKING	1
41ST INSTALLMENT	ON COMPLETION	40

4% DLD TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT.

ACD: JUNE 2030



A COMMUNITY DESIGNED AROUND YOU!



PIAZZA ROMA



VALENCIA

DAMAC LAGOONS DISTRICT



# THANK YOU



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