<u>Press Release</u>

Deyaar to Showcase Attractive Residential Offerings at 'Next Move Live'

Select Range of Unique Living Spaces Earmarked for Consumer Property Show

Dubai-UAE: 16 February, 2014 – Deyaar Development PJSC (Deyaar), a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, today announced its participation at the first edition of the consumer property show, 'Next Move Live', scheduled to run from 20 – 22 February at Madinat Jumeirah in Dubai.

Conceptualised by the organisers of the acclaimed consumer show, Cityscape, the new exhibition seeks to forge effective communication between developers and brokers in the UAE, as well as home buyers looking to invest in the country. Over 3,000 visitors are expected to attend the three-day exhibition.

Deyaar is set to showcase a wide variety of residential offerings from its portfolio, in areas including Business Bay and the International Media Production Zone (IMPZ). A wide range of properties will be available to customers, from quality projects such as Mayfair Tower, Mayfair Residency, Clayton Residency, Hamilton Residency and Oakwood Residency. Deyaar will also look to highlight profitable investment options in its commercial projects such as 51@Business Bay and The Burlington, both of which are located in the bustling Business Bay district.

Speaking on Deyaar's participation at 'Next Move Live', Nasser Amer, Vice President of Sales at Deyaar, said: "The UAE economy is witnessing sustainable growth, and real estate, as one of its core pillars, is seeing a steady recovering that is set to witness further improvement in 2014. Towards the end of 2013, property prices touched highs of over 20 per cent, indicating huge demand in the market. Undoubtedly, the impact has translated into growing interest on Deyaar's wide-ranging portfolio of properties in prime locations that are guaranteed to earn excellent returns of investment.

"Our showcase at 'Next Move Live' will include a selection of our completed properties, which can be bought on special payment plans designed to ease the financial burden on buyers. In addition, visitors can avail consultations from seasoned advisors who are qualified to assist new entrants in to the market. Through the focused outreach opportunities, Deyaar is confident of delivering to the specific needs of investors in the region."

Deyaar is well-positioned to play a pivotal role in the development of the region's property landscape. Its unrivalled portfolio of property offerings and services has firmly consolidated the company's pioneering status in the industry.

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<u>Notes to Editor:</u>

About Deyaar:

Deyaar Development PJSC is a leading real estate developer and real estate services company, headquartered in Dubai. Since its establishment in 2002, the company has registered exponential growth to become an industry leader in the region, with a share capital of AED5.78 billion.

Deyaar is well-positioned to play a pivotal role in the development of the region's property landscape. The company's in-depth market intelligence, world-class services and unrivalled property management support for communities across diverse portfolios have firmly consolidated its pioneering status in the region's real estate landscape. Combining excellence with a vision to create natural living environments while placing customers at the core of its strategies, Deyaar additionally serves as a one-stop real estate solutions provider. Under this profile, its scope includes the delivery of end-to-end property development and property management services, overseeing more than 20,000 property units across the UAE. Deyaar also provides facility management services for its portfolio of more than 18,000 commercial and residential units. The company additionally spearheads an association management team to ensure the wellbeing of Deyaar's homeowners as a key priority.

Deyaar complies with the escrow legislation and relevant property laws in the UAE and is registered with the Real Estate Regulatory Authority under reference number 15/07.