



# PENINSULA

a development by









## AN EMERGING OASIS ON THE DOORSTEP OF DOWNTOWN

Peninsula is thoughtfully designed, and strategically located in the heart of Business Bay. The Peninsula residences will create a foundational community which will in due course become the soul of one of the world's most thriving cities.

Surrounded by the majestic Dubai Canal on 3 sides, Peninsula will create an oasis of serenity in a truly unique setting, whilst becoming a sterling addition to the spectacular Downtown Skyline.



## PENINSULA

### The Heart of Business Bay

Peninsula is one of the most well-connected locations in the Downtown District of Dubai, it can be accessed directly off Sheik Zayed Road, First Al Khail Street and Marasi Drive. It is within a short walking distance of the Business Bay Metro Station, an array of bus routes and given its waterfront setting it is serviced by RTA Marine water taxis.

It's connected to a multitude of the most popular and famous landmarks in Dubai, such as Dubai Mall, Burj Khalifa and Dubai Opera.

LANDMARK	DISTANCE	DRIVE
Dubai Mall/Burj Khalifa	2.5 km	7 min
Business Bay Metro Station	2.2 km	7 min
Dubai Opera	1.9 km	6 min
Dubai Design District	6.7 km	11 min
Meydan	10.3 km	12 min
DIFC	6 km	12 min
Dubai Healthcare City	11 km	14 min
Ras al Khor Wildlife Sanctuary	8.9 km	15 min
Dubai International Airport	15.3 km	16 min





## A NEIGHBOURHOOD LIKE NO OTHER

Peninsula is the gateway to the first residential, community focused, master development in the Downtown District of Dubai.

It is a development that will promote and foster an active, and community orientated lifestyle, through social connectivity in all walks of life. It will provide residents with an all-encompassing community experience right on their doorstep. A place you can truly call home.





**Business Bay** is emerging as one of the trendiest residential and professional districts in Dubai. Backboned by the glistening waters of the Dubai Canal, it is fast fulfilling its aim to become the central business hub of Dubai, much like Manhattan in NYC. It provides a vast array of top-notch amenities and a fast-paced lifestyle. It is a higher popular mixed-use neighborhood boasting a sizeable portfolio of both residential and commercial buildings.



**DIFC** is a leading international financial hub in the Middle East, Africa and South Asia (MEASA) region. It's a vibrant business ecosystem of over 26,000 working professionals. DIFC is home to some of the largest global players in the international financial industry, as well as being a thriving social hotspot, which is home to a myriad of the finest bars and restaurants the city has to offer.



**Downtown** Dubai is the city's busy tourism hub, home to the iconic Burj Khalifa, the dancing Dubai Fountains and the spectacular Dubai Opera house. It is also home to the sprawling Dubai Mall which offers access to an array of global fashion brands and casual eateries. It is one of the most popular and frequently visited areas in Dubai.



**Dubai Design District (D3)**, is a space where the world of design, art and fashion co-exist, and presents people with the opportunity to tap into the underrated art scene within Dubai. It is the region's first and largest design district playing home to the biggest global, regional and local brands within the art, design and fashion industries. d3 is a bustling working environment for over 10,000 people, while also being a must visit destination for those who crave independent and emerging F&B outlets.



**City Walk** has developed into one of the most popular social destinations in Dubai in recent years. With a firm focus on pedestrianized accessibility and a multitude of shops, entertainment outlets and world class F&B options to fit all tastes and interests.



**Dubai Healthcare City (DHCC)** is the world's first enabling healthcare and wellness free zone ecosystem which operates with an independent regulatory framework in the heart of Dubai. DHCC is home to over 4,000 healthcare professionals, who operate in a setting that values healthcare providers, all of whom are supported by a strong community service infrastructure, from pharmacies and retail to F&B and personal care.



## PHASED DEVELOPMENT

The Peninsula project is spread over 1 million square foot, located in the heart of Business Bay

Peninsula's unique location along Dubai Canal, which connects Dubai Creek, the historical hub of Dubai, with the Arabian Gulf is entirely reflective of how the city continues to masterfully blend its proud history with its desire to continue innovating and setting new standards.





## BUSINESS BAY REIMAGINED

Peninsula will become the epicenter of urban waterfront living in the heart of one of Dubai's trendiest locations.

One of the core features of Peninsula is the striking promenade, featuring cafes, restaurants and retail spaces, that extends into parks, gardens, an array of waterfront amenities along Dubai Canal. Additionally, it will provide unrivalled communal fitness facilities such as tennis, squash and basketball courts as well as a one of a kind skate park.

The public parks and recreational spaces offer unadulterated exposure to a thriving natural environment like no other in Business Bay, all on the doorstep of unmatched, luxurious waterfront residences.







## A PLACE TO CALL HOME

Peninsula has been carefully designed to afford residents and visitors a chance to manage all their needs within an immediate walking distance of their residence. From sprawling public parks to an endless array of retail, hospitality and entertainment venues, Peninsula will set the standard for destination living in Downtown Dubai.





## THE COMMUNITY







Peninsula retail has been designed to ensure every possible convenience is available to residents. Providing access to supermarkets, beauty salons, F&B outlets and cafes guarantees all is in place to create the ultimate community experience in the heart of a thriving district.





From boutique stores, to reputable fashion lines, Peninsula's retail will cater to the most discerning fashion tastes.





Peninsula will be home to an array of well known dining and hospitality brands, which will harness the community spirit of the entire development and position it as the ultimate in destination living.



## SELECT GROUP

ABOUT THE DEVELOPER

### Crafting a Secure Tomorrow Since 2002

Select Group, a multi-disciplinary real estate development and investment company, has proven itself to be a dynamic and progressive enterprise. Positioning itself as one of the leading privately-owned real estate developers in the region since inception in 2002, the group has a work force of over 750 employees across GCC and Europe. Select Group's projects comprise award-winning residential, commercial, hospitality, retail and mixed-use real estate developments.

With the development division at the core of the business, Select Group's portfolio includes 20 million square feet of property with a combined GDV in excess of 17 billion dirhams. Astute financial planning, technical expertise and strong asset management allows the group to identify, execute and deliver real estate projects that generate maximum return for all stakeholders to the highest possible standard.

7,000 homes with a BUA of 13.5 million square feet, worth GDV of AED 11.5 billion, have been delivered to date. Another 3,750 homes with a BUA of 6.5 million square feet, worth GDV of AED 6 billion, are currently at various stages of development.

Expansion within the hospitality industry is another key element of Select Group's diversification and growth strategy.

Partnering with world renowned brands like InterContinental, Radisson Blue, Jumeirah™ Group, Ibis Hotels, Melia Hotels and most recently Novum Hospitality reflects the continuous quest for quality within the hospitality division of the group.

With expertise in development, redevelopment, regeneration and investment, Select Group is focused on a value investing approach and works with the best in the industry – whether that's suppliers, partners or employees – for unparalleled results.

