



Press Release

Dubai South offers homes starting AED280,000

- *Dubai South enters the market with unparalleled offers, attractive payment plans and mortgage offerings*
- *Buyers and investors look forward to purchasing spacious apartments and tiered townhouses at The Pulse*

Dubai-UAE: 17 September, 2016: Master developer Dubai South announced today the sale price of its residential units at its innovative residential project, The Pulse. Now buyers can purchase their dream home at Dubai South, with prices starting at AED280,000 onwards.

Billed as the first city in the world centered around the happiness of its people, master developer Dubai South unveiled its first two real estate projects, The Pulse and The Villages, at Cityscape Global in Dubai, earlier this month. Following tremendous response and keen investor interest, Dubai South will begin the sale of its residential units at The Pulse in the end of September.

Situated in the Dubai South Residential District, The Pulse is a first-of-its-kind integrated lifestyle concept. The exclusive mixed-use project, The Pulse is a dynamic space, centered around a 70-metres wide, 6-lane Boulevard. The community, which is designed with the aim of providing solutions for everyday living, is a unique integrated lifestyle concept, bringing together retail, hospitality, leisure, and all modern requirements of residents within a very urban environment.

His Excellency Khalifa Al Zaffin, Executive Chairman, Dubai Aviation City Corporation and Dubai South said: "It has always been our endeavor to support and fulfill the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, as laid out in the Dubai Plan 2021 and to ensure that ultimately our country takes its place on the world stage as the happiest place to be. A critical step towards achieving this goal is the success of Dubai South, a city designed primarily on the happiness and well-being of its people.

"Today, we are one step closer to accomplishing our goals by offering buyers the once-in-a-lifetime opportunity of purchasing their dream home in Dubai South at very competitive prices. Deep thought, research and study has gone into designing the perfect residential community that is world-class in its offering and architecture and will serve to be a benchmark for all future developments. We look forward to welcoming you to the City of You."

The portfolio of residential units up for sale at the end of the month include, studios, 1, 2, and 3 bedroom apartments, as well as 2 and 3 bedroom tiered townhomes within a secure gated community, with round-the-clock facility management services. At never-seen-before competitive market prices, which includes under AED300,000 for a spacious studio, all the units are expected to sell quickly due to the high-yielding investment opportunity they present.



Dubai South is offering buyers the opportunity to own an attractively designed, contemporary, superior-quality product in the first and best affordable community that is 5 minutes from the Expo 2020 site, in close proximity to the Al Maktoum International Airport, the world's largest airport in the making, as well as close to key economic and entertainment zones, such as Jebel Ali and Dubai Parks and Resorts. The central location of The Pulse benefits greatly from the vast infrastructure that surrounds it, including easy accessibility and access to all necessary amenities from a retail centre, a sports centre and a community centre to a school, gas station, hospital, mosque, nursery, mall and hotels, all within convenient walking distances, thus adding to the happiness quotient of its residents by giving back much needed time.

The units, which will be ready for occupancy in 2019, are designed by world-class architects and boast elegant facilities including club houses with a gym, pool, children's playground and a yoga lounge.

Attractive pricing, key geographical location and a unique economic strategy make Dubai South a lucrative real estate investment. With the expansion of the passenger terminal at the Al Maktoum International Airport, and the upcoming Expo 2020 Dubai, Dubai South is definitely the destination of choice.

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About Dubai South

Dubai South, is an emerging 145 sq. km. city situated within the emirate of Dubai that will ultimately sustain a population of one million.

Launched as a Government of Dubai project in 2006, the city is mandated to embody the vision of His Highness Sheikh Mohammed Bin Rashed Al Maktoum by manifesting the urban and societal themes as outlined in the Dubai Plan 2021. These themes relate to becoming a city of happy, creative and empowered people, an inclusive and cohesive society; the preferred place to live, work and invest, a smart and sustainable city, and a pivotal hub in the global economy.

Dubai South's economic platform supports every conceivable kind of business and industry. The city is also home to the now-operational Al Maktoum International Airport and the World Expo 2020.

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