



DAMAC TOWERS

by Paramount Hotels & Resorts

DUBAI

Remember
these words, and
you will taste
Victory

HERCULES /2014/

HOLLYWOOD

Hollywood has always been more than just a destination. It's a living, breathing world of mystique and imagination. A peek behind the curtain where dreams and reality are one and the same.





PARAMOUNT PICTURES

The Paramount Pictures mountain surrounded by 22 stars: a name and icon synonymous with entertainment and, above all, creativity. With its history that spans over 100 years, Paramount has always been known for exceptional filmmaking. Today, the brand stands for adventure and escape, symbolising a lifestyle that's deeply embedded in global culture.

CREATIVITY IS EVERYTHING

The Paramount Hotels & Resorts novel brand of hospitality appeals to the visionary in everyone, by employing the same tried and tested production processes pioneered by its iconic studio namesake to direct, design and detail world-class experiences that both engage and delight.

CALIFORNIA COOL

California isn't just a dream of stardom; it's a promise of a more harmonious life that balances work and play, excitement and serenity, city and nature. Key elements of that globally coveted California lifestyle are transported to Dubai with warm and welcoming spaces that are effortlessly sophisticated and glamorous.



ESCAPE

The feeling of losing yourself in a story is a universal truth. Paramount Hotels & Resorts builds and operates wholly immersive environments where guests can enjoy the wonderful feeling of freedom that comes from fantasy; providing an entertaining transport from the mundane to the extraordinary.

MYSTERY

Magic is an art that's difficult to understand and even more puzzling to explain. The special effects of our artful brand of hospitality will feature mystique, intrigue, sensuality and romance in an experience that's second to none.





INNOVATION

Creativity fuels our purpose: to imaginatively and collaboratively produce original hospitality experiences that are beautifully directed, designed and detailed. We're determined to attract and support exceptional talent to our team and we apply state-of-the-art technology as an enabler, not an end in itself.

PRODUCED BY

DAMAC

DAMAC Properties has been at the forefront of the Middle East's luxury real estate market since 2002, delivering award-winning residential, commercial and leisure properties across the region, including the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Oman and the United Kingdom. Since then, the Company has delivered over 20,880 homes, with a development portfolio of more than 44,000 at various stages of planning and progress. This includes 13,000 hotel rooms, serviced hotel apartments and hotel villas, managed by its wholly-owned DAMAC Hotels & Resorts.*

Joining forces with some of the world's most eminent fashion and lifestyle brands, DAMAC has brought new and exciting living concepts to the market in collaborations that include a Tiger Woods Design golf course managed by The Trump Organization, and luxury homes in association with Versace, Fendi, Just Cavalli, Bugatti, and Paramount Hotels & Resorts. With a consistent vision, and strong momentum, DAMAC Properties is building the next generation of Middle Eastern luxury living.

DAMAC places a great emphasis on philanthropy and corporate social responsibility. As such, the Hussain Sajwani – DAMAC Foundation, a joint initiative between DAMAC Group and its Chairman Hussain Sajwani, is supporting the One Million Arab Coders Initiative. The programme was launched by Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, and is focused on creating an empowered society through learning and skills development.

*As of 31st March 2018.



SET IN DUBAI'S PRESTIGIOUS BURJ AREA

Life comes alive in the buzzing Burj area with sights and sounds reminiscent of the world's greatest cities. This highly sought-after iconic hotspot is where world-class shopping, epicurean adventures and high-octane festivities converge.

Your luxury hotel apartment is right in the midst of an exquisite world of landmark icons. Dubai International Financial Centre, educational institutions, medical facilities, museums, art galleries and Dubai International Airport are also nearby.

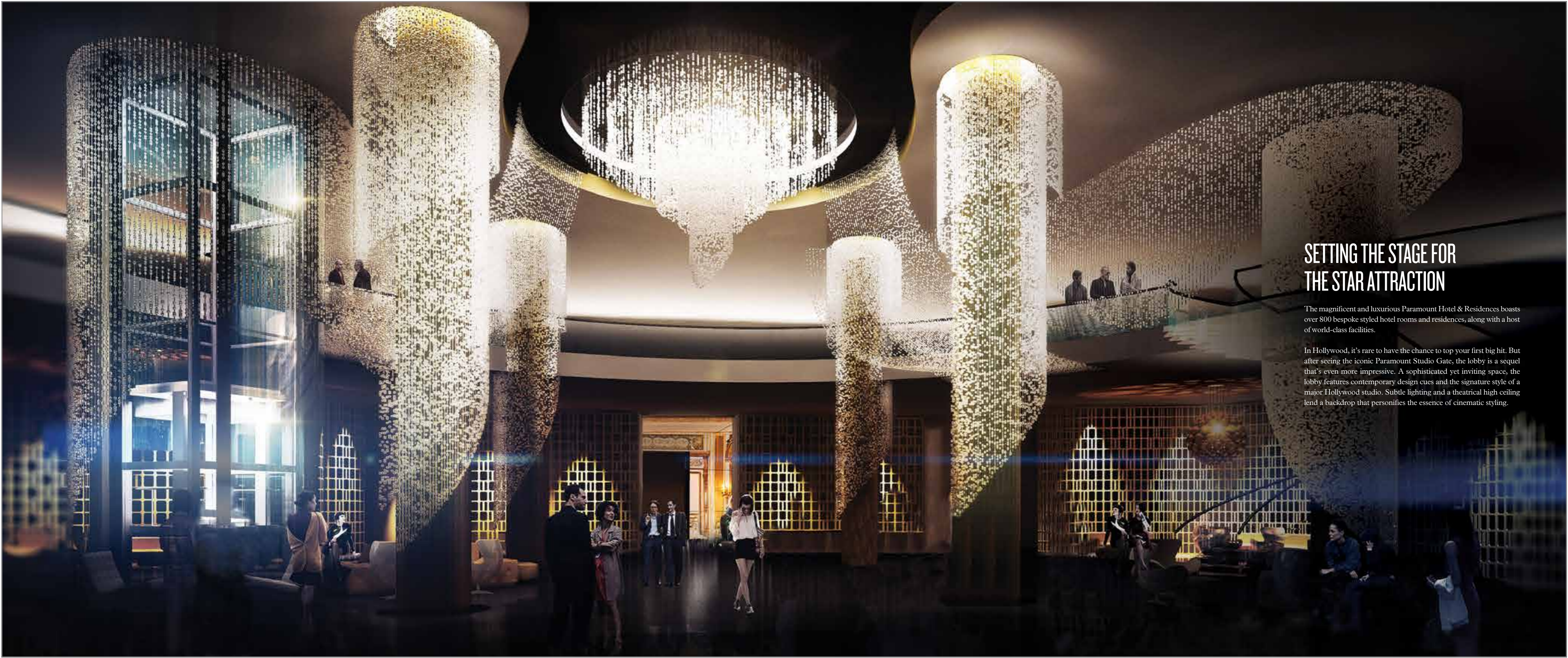




STARRING DAMAC TOWERS BY PARAMOUNT HOTELS & RESORTS

DAMAC Towers by Paramount Hotels & Resorts is an iconic hotel and residential complex located in the heart of Dubai's prestigious Burj area. This four-tower development, comprising three towers of circa 1,200 luxury serviced hotel apartments and a fourth that houses a Paramount Hotel & Residences, will present sumptuous living with a Hollywood flavour.

The multi-level plaza, which links the four 270-metre towers, will offer an eclectic selection of speciality dining, Dine-in Cinema, wellness centres, swimming pools, a Kids Studio Club and The Vault - Paramount Hotels & Resorts merchandise store.



SETTING THE STAGE FOR THE STAR ATTRACTION

The magnificent and luxurious Paramount Hotel & Residences boasts over 800 bespoke styled hotel rooms and residences, along with a host of world-class facilities.

In Hollywood, it's rare to have the chance to top your first big hit. But after seeing the iconic Paramount Studio Gate, the lobby is a sequel that's even more impressive. A sophisticated yet inviting space, the lobby features contemporary design cues and the signature style of a major Hollywood studio. Subtle lighting and a theatrical high ceiling lend a backdrop that personifies the essence of cinematic styling.



EAT AND DRINK

An important part of the guest's journey, and a dynamic form of entertainment in its own right, is the wide choice of contemporary, timeless, and memorable dining options. A table of global delicacies will be set, with alluring aromas from exceptional dining outlets that serve up an eclectic celebration of flavours.

From modern fare and family-friendly settings, to a gourmet grocer and fine dining, there will be something to tempt every taste imaginable. Each food and beverage outlet will be sprinkled with Paramount branded themes inspired by iconic films and the Hollywood vibe.



SWIMMING POOL

Whether you desire an invigorating swim or to effortlessly lounge by the pool soaking up the sun, the temperature-controlled swimming pool is the best excuse to wind down and relax with a chilled beverage.



WELLNESS

The Paramount Hotels & Resorts brand of fitness and wellness is reserved for the health conscious and those drawn to the allure of a West Coast lifestyle. It's a next generation, celebrity-level concept that offers not only cutting-edge facilities and design but an entertaining and interactive wellness experience.



FITNESS

A well-equipped fitness centre is designed to meet the needs of business and leisure travellers.

Paramount Hotels & Resorts will partner with personal trainers, yoga teachers and skin-care specialists to the stars to create exclusive, customised programmes, activities and products not available anywhere else.



DINE-IN CINEMA

A social centrepiece of every Paramount Hotels & Resorts property is an intimate projection-screen cinema. Modelled on the professional screening rooms in the Studios at Paramount, each cinema will offer reserved seating in luxury chairs as well as food and beverage service.



THE VAULT

Paramount Hotels & Resorts' retail offering is the perfect combination of global luxury and California cool, inspired by the classic Rodeo Drive. All of the brands and products at The Vault will be carefully selected and curated to ensure they deliver the cachet and sensibility that guests expect from Paramount Hotels & Resorts.

Relevant international luxury brands will mix with authentic local and regional experiences such as art galleries, artisan services or antiques sellers to provide a meaningful sense of place.



LIVE

Your state-of-the-art living room is ideal for business and pleasure. Designed with a 'studio' feel, the living room is equipped with spacious work areas, lounge-style seating and high-end digital presentation equipment.

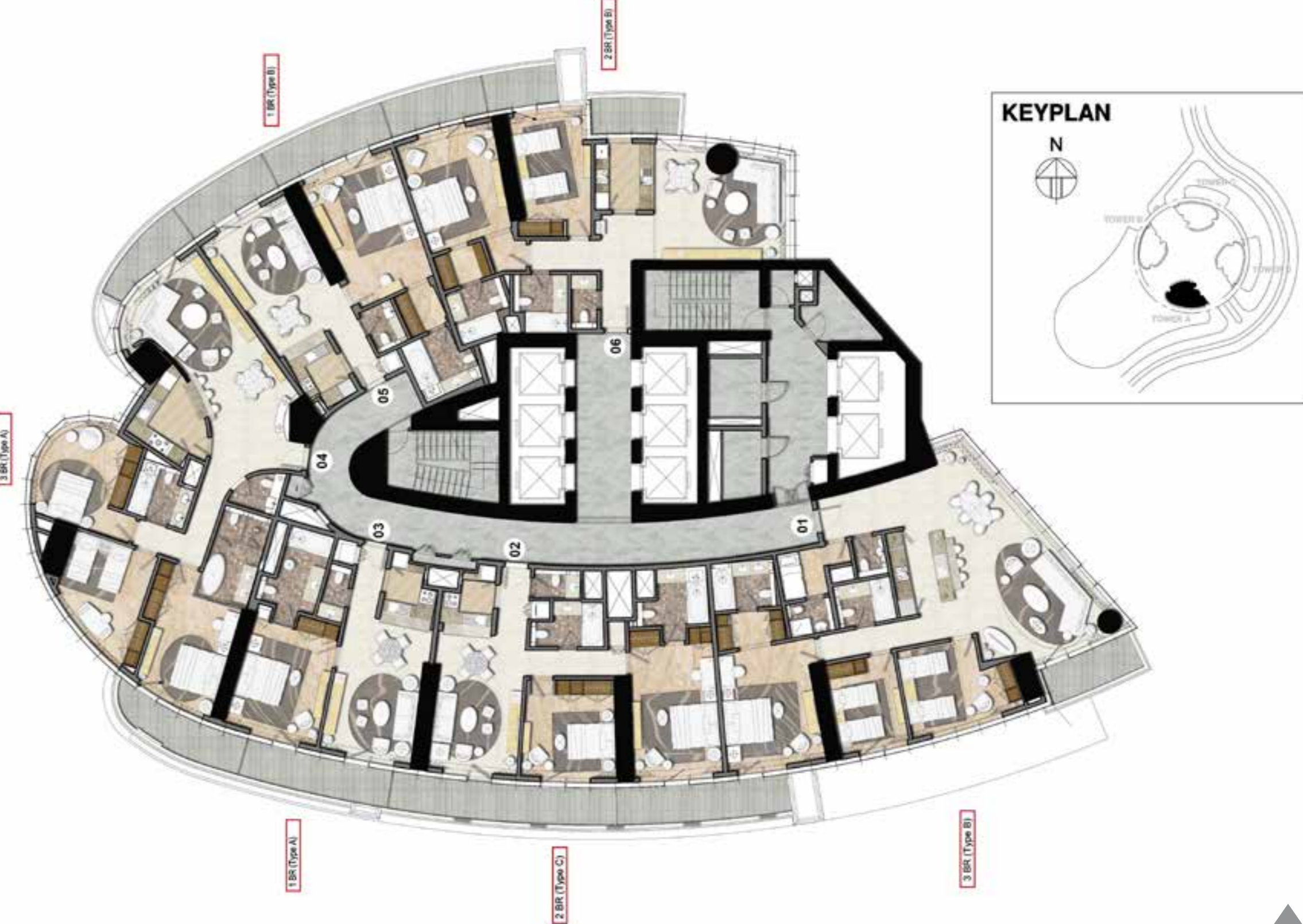
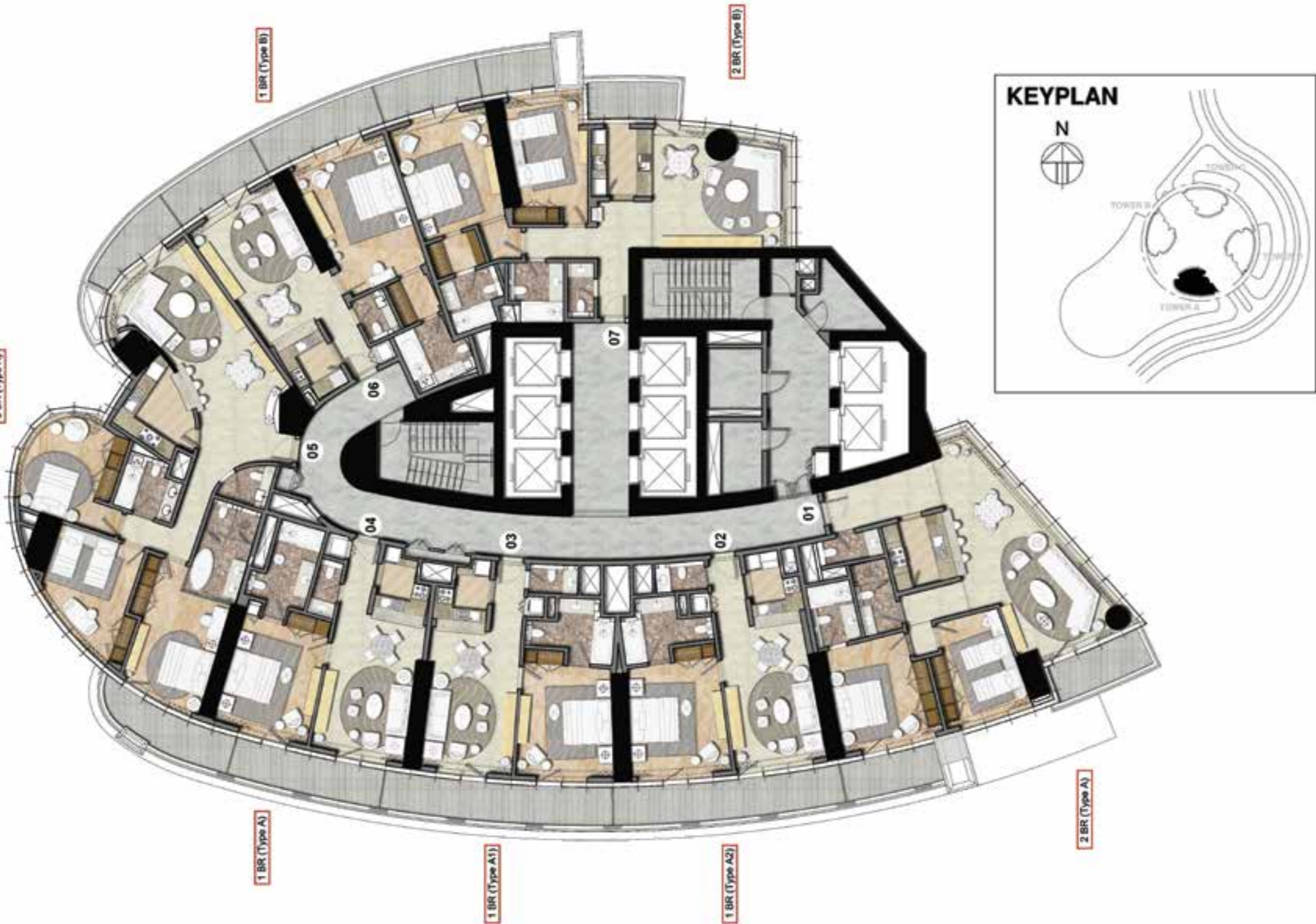


SLEEP

Your deluxe room or suite is the ultimate signature of luxury. You can see attention to detail in every aspect of this icon; be it the architectural finesse, thoughtful space allocation or the endless opulent appointments.

TOWER A / TYPICAL FLOOR PLAN / LEVELS 10-23 & 26-46

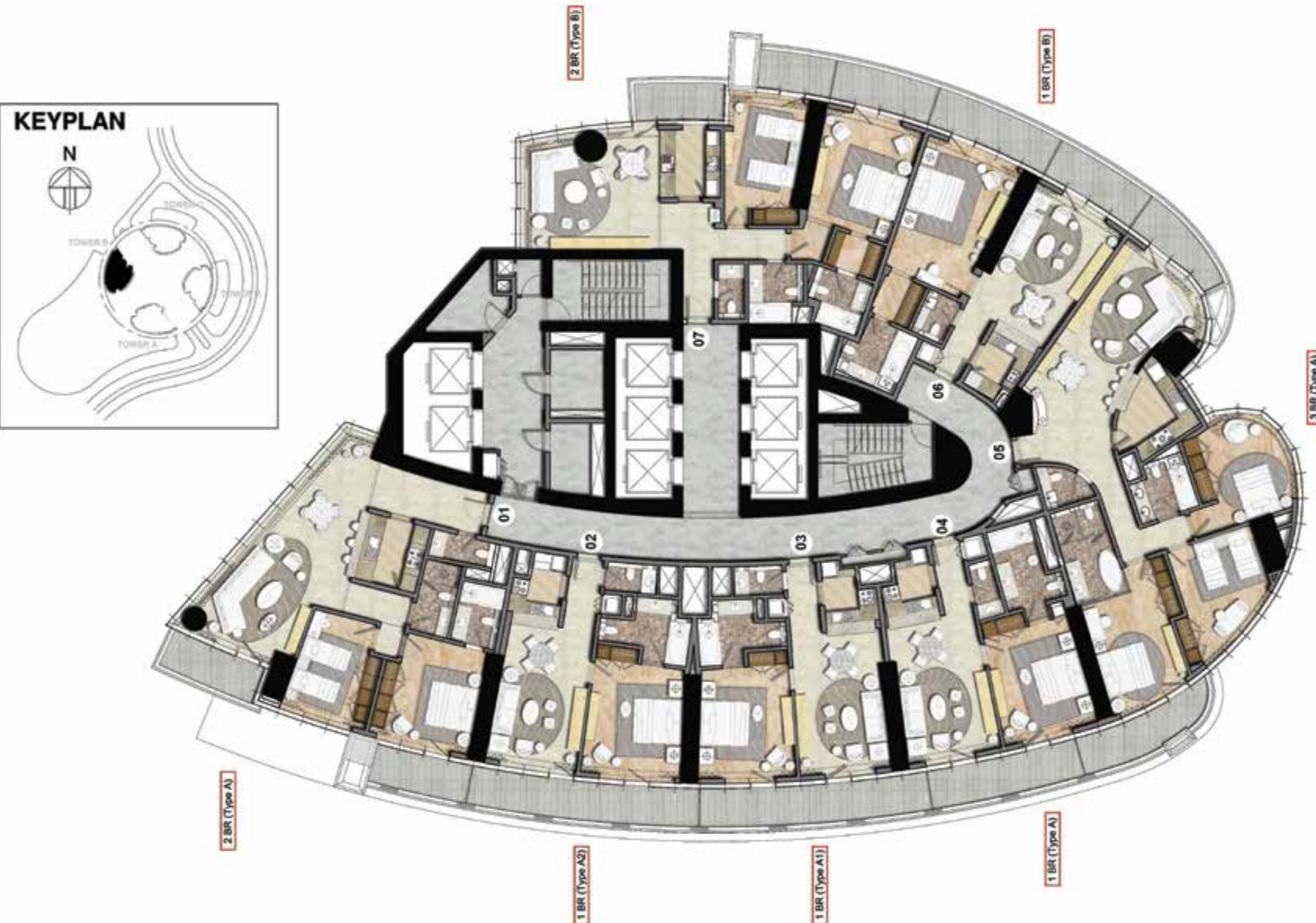
TOWER A / TYPICAL FLOOR PLAN / LEVELS 49-69



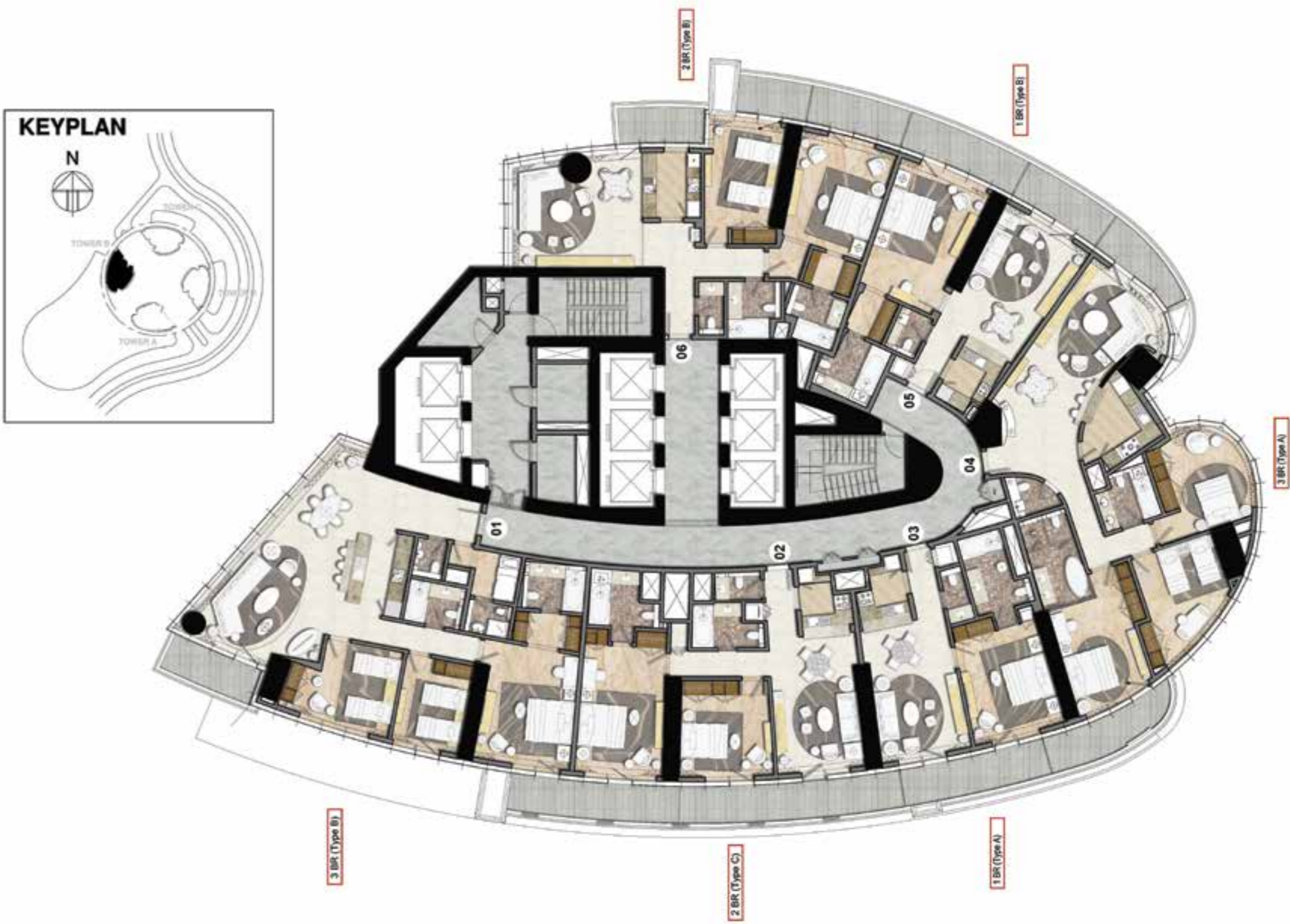
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TOWER B / TYPICAL FLOOR PLAN / LEVELS 10-23 & 26-46



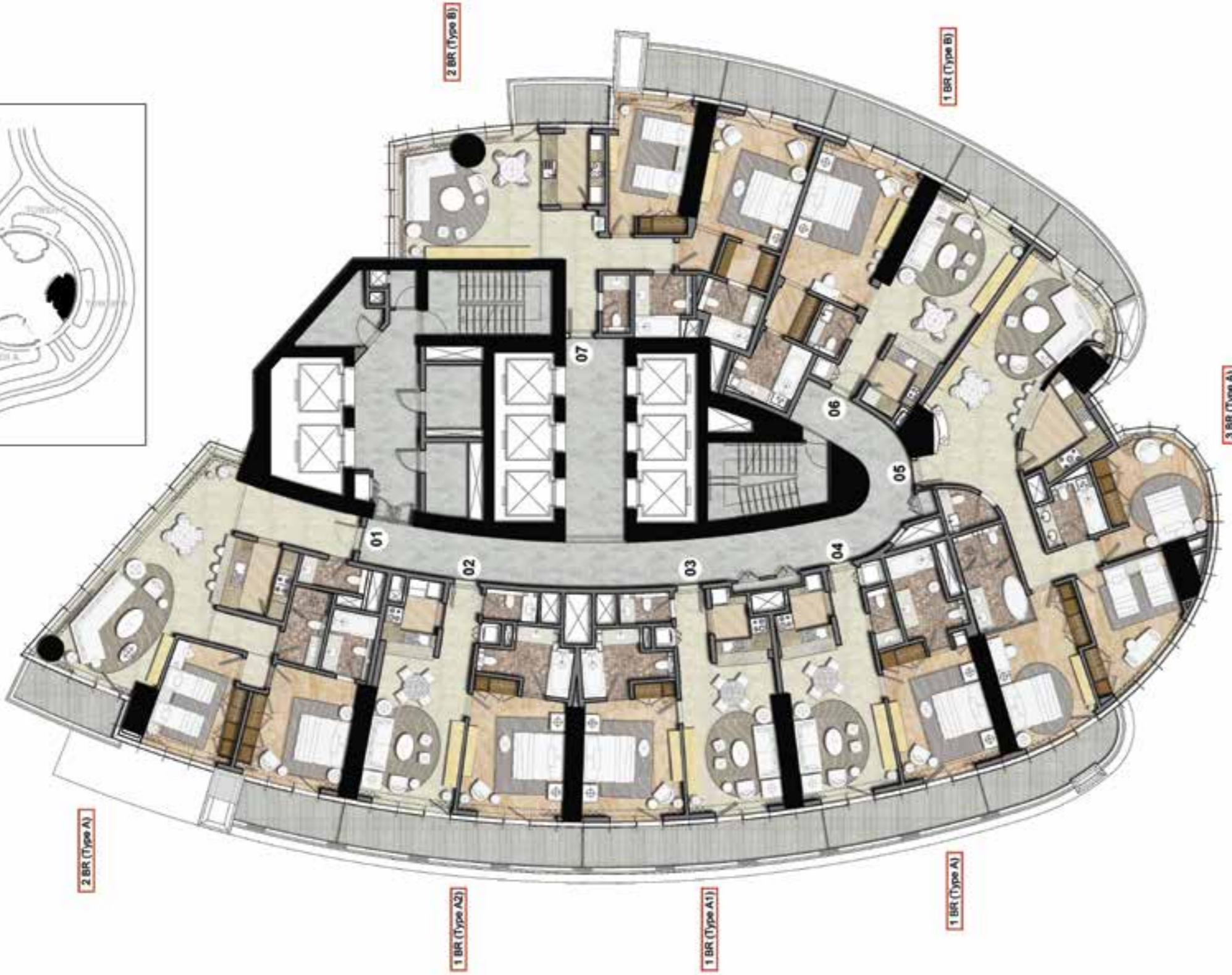
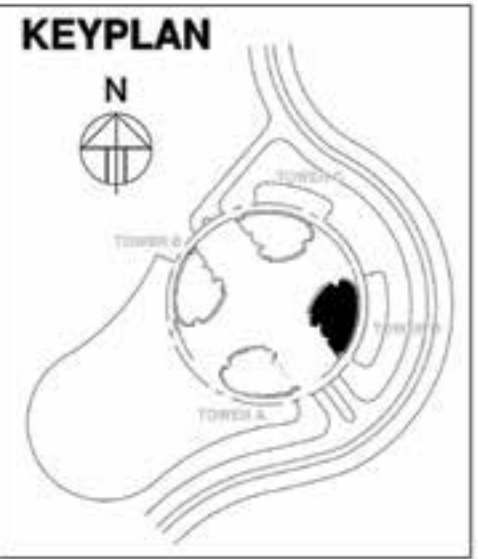
TOWER B / TYPICAL FLOOR PLAN / LEVELS 49-69



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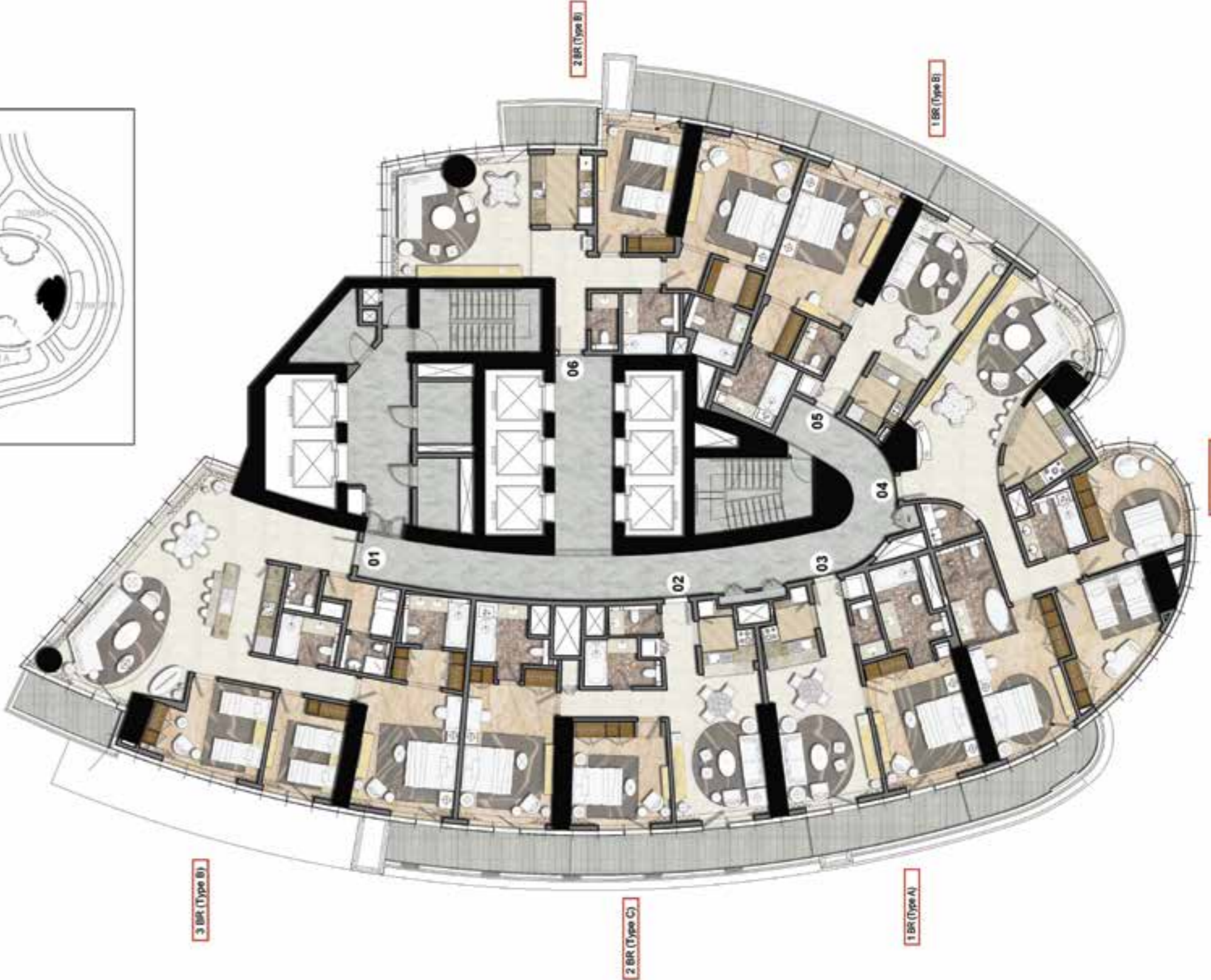
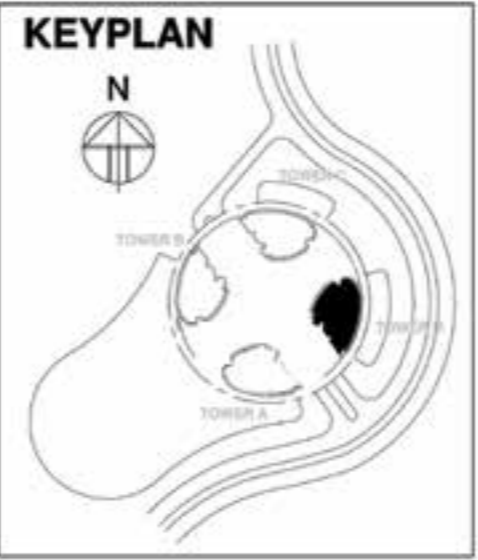
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TOWER D / TYPICAL FLOOR PLAN / LEVELS 10-23 & 26-46



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TOWER D / TYPICAL FLOOR PLAN / LEVELS 49-69



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DAMAC MAISON
HOTELS & RESORTS

THERE'S NO PLACE LIKE MAISON

DAMAC Maison is the only luxury brand of its kind, combining opulent architecture and design with the welcoming informality of your own home. The highest service levels are artfully fused with a personal touch that will make you feel supremely well looked after.

The hotel apartments in towers A, B and D at DAMAC Towers by Paramount Hotels & Resorts will house the most luxurious suites, complete with:

- ◉ Fully-fitted kitchen
- ◉ Kids Studio Club
- ◉ Rental pool
- ◉ Concierge
- ◉ Wellness centre
- ◉ 24-hour check in and check out
- ◉ Personalised services
- ◉ Children stay for free
- ◉ No tipping policy

LUXURY BY APPOINTMENT

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Important notes:
From 1st January 2018, commercial properties (including hotel rooms, hotel apartments, retail and office spaces, plus parking and storage areas if sold separately) are subject to Value Added Tax (VAT) at a rate of 5%. To date, residential property remains free of VAT.
All project information is correct as at the time of printing but may be subject to change without notice.

The Hotel Apartments (Units) being sold by DAMAC Star Properties LLC are not owned, developed or sold by PHR FZ-LLC (trading under the name Paramount Hotels & Resorts) or Paramount Licensing Inc, or any of its or their affiliates ('Licensor'); and the Licensor is not the developer, owner or seller of the Units or any other part of the Development and makes no representations, warranties or guarantees whatsoever with respect to the Units or any other part of the Development.

DAMAC

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