

ELO

FACTSHEET

WHY INVEST IN ELO?



1. Strong end user-oriented project which also offers a high rental yield for investors



2. For long term investors, strong appreciation opportunities as the location matures and is fully populated



3. Part of DAMAC's largest ready community, with access to all the amenities of the community, along with amenities within the building



4. Competitive price point and PSF



5. Completion date of December 2026



6. Easy access to entry / exit points of the community



7. Closest to the mall, school, Juma mosque and dedicated clinic facilities

LOCATION

25 MINS
GLOBAL VILLAGE

30 MINS
DWC INT'L AIRPORT

6 MINS
SAUDI GERMAN CLINIC

13 MINS
THE SEVENS STADIUM

24 MINS
IMG WORLD

27 MINS
CITYLAND MALL

24 MINS
OUTLET MALL

1 MIN
SHINING STARS NURSERY

28 MINS
QUDRA LAKE & DESERT

23 MINS
POLO RESORT

2 MINS
SUPERMARKET



AMENITIES

WATER TOWN		DOWN TOWN		SPORTS TOWN	
MALIBU BEACH	GYM	MAZE	YOGA	BASKETBALL	VOLLEYBALL
LAZY RIVER	WAVE SURF	CHESS	AMPHITHEATER	TENNIS	PADDLE COURT
BOATING LAKE	PLAYGROUNDS	SNAKE & LADDER		CRICKET PITCH	

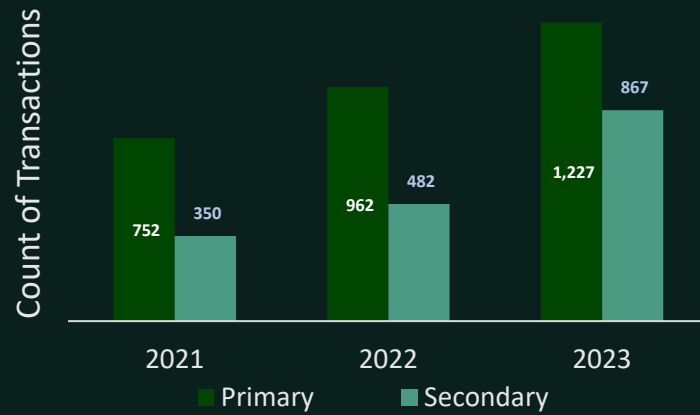


PRIMARY VS SECONDARY (BUYING & SELLING)

Key take away

- Recorded primary sales of 11,990 units since inception
- 1,700 units sold in secondary market in the last 3 years
- Indicates strong presence of end users' community
- Signals the potential to demonstrate improving rental returns
- Encouraging investors to hold on to their units to enjoy higher rental returns

Primary (Buying) vs Secondary (Selling)

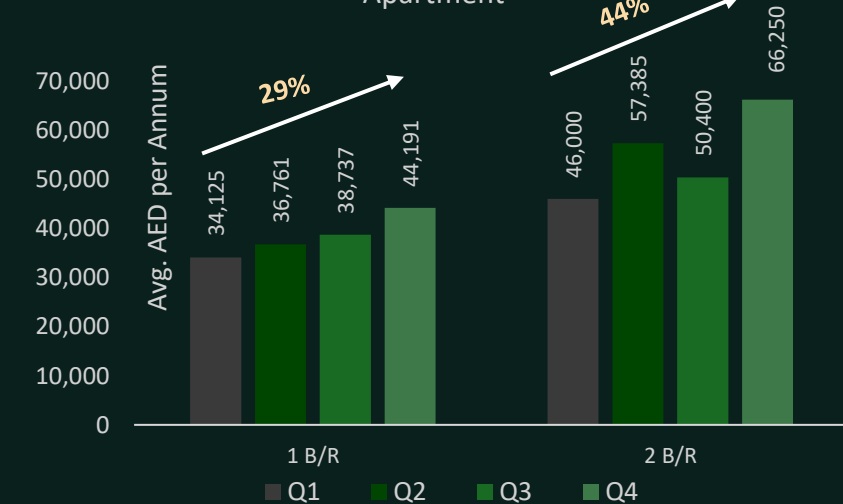


RENTAL PERFORMANCE (2023)

Key take away

- Increasing preference for 1 & 2 BR configurations in DAMAC Hills 2
- This on the back of growing end user communities with families
- This can be seen from the rental surge for both the configurations

Apartment



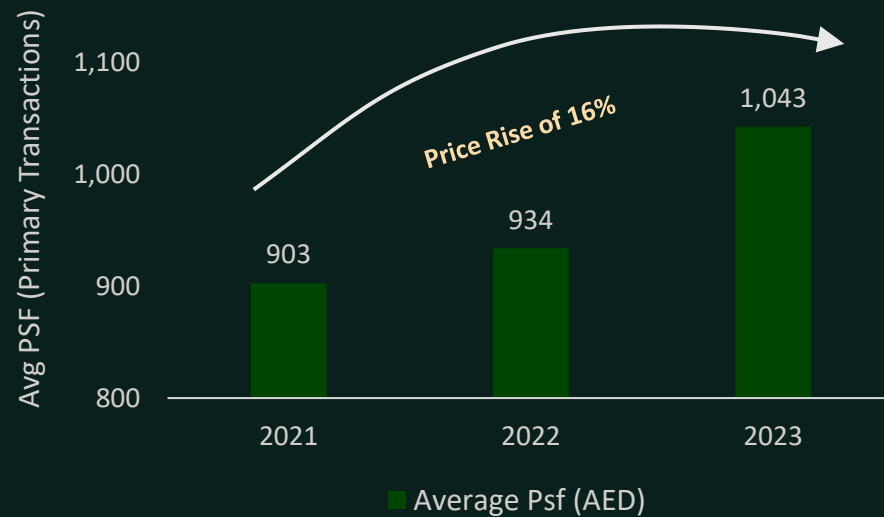
Rental Yields

Configurations	Yield Range
1 & 2 BR	7.5% - 8.5%

* Yields are calculated based on the current rentals returns, may vary as per market conditions

DAMAC HILLS 2 – APARTMENTS PERFORMANCE

Off Plan Apartments Price Growth



Configuration Wise Off Plan Apartment Growth



Key take away

- Damac Hills – 2 off plan apartments average PSF registered a robust growth of 16% as of Q4 2023 over 2021
- 2 BR and Studio apartment types which are in high demand have recorded 37% and 36% growth over the last three years

1 BR Configuration (AED PSF)*

Project Name	Min Sq. ft	Max Sq. ft	Min SA PSF	Avg. SA PSF
SYMPHONY by Nshama – Town Square	648.1	648.1	1,219	1,219
FIA by Nshama - Town Square	626.2	631.9	1,166	1,236
DAMAC Hills 2 - Elo	525	646	1,047	1,195

2 BR Configuration (AED PSF)*

Project Name	Min Sq. ft	Max Sq. ft	Min SA PSF	Avg. SA PSF
SYMPHONY by NSHAMA - Town Square	955	972	1,132	1,127
FIA by Nshama - Town Square	1,011.05	1,193.5	1,138	1,138
DAMAC Hills 2 Elo	775	1,709	1,058	1,201

**Note: Competition Prices are based on recent transactions and market quoted prices and may vary*

UNIT TYPOLOGY AND PRICE LIST

Unit Typology		Saleable Area			Price AED		
Bedroom	Units	Min	Max	Avg	Min	Max	Avg
1 BR	403	525	646	552	0.55M	0.79M	0.66M
POOL VIEW	207	553	554	554	0.62M	0.77M	0.69M
CLASSIC VIEW	196	525	646	551	0.55M	0.79M	0.63M
2 BR	153	775	1,079	882	0.82M	1.43M	1.06M
PARK VIEW	56	948	1,079	1,007	1.16M	1.43M	1.29M
CLASSIC VIEW	97	775	832	809	0.82M	1.07M	0.92M

Launch Payment Plan (70/30 Payment Plan)		
Description	Milestone Event	(%) Value
Deposit	Immediate	20
1 st INSTALMENT	Within 3 Months of Sale Date	1
2 nd INSTALMENT	Within 4 Months of Sale Date	1
3 rd INSTALMENT	Within 5 Months of Sale Date	1
4 th INSTALMENT	Within 6 Months of Sale Date	1
5 th INSTALMENT	Within 7 Months of Sale Date	1
6 th INSTALMENT	Within 8 Months of Sale Date	1
7 th INSTALMENT	Within 9 Months of Sale Date	1
8 th INSTALMENT	Within 10 Months of Sale Date	5
9 th INSTALMENT	Within 11 Months of Sale Date	1
10 th INSTALMENT	Within 12 Months of Sale Date	1
11 th INSTALMENT	Within 13 Months of Sale Date	1
12 th INSTALMENT	Within 14 Months of Sale Date	1
13 th INSTALMENT	Within 15 Months of Sale Date	1
14 th INSTALMENT	Within 16 Months of Sale Date	1
15 th INSTALMENT	Within 17 Months of Sale Date	1
16 th INSTALMENT	Within 18 Months of Sale Date	5
17 th INSTALMENT	Within 19 Months of Sale Date	1
18 th INSTALMENT	Within 20 Months of Sale Date	1
19 th INSTALMENT	Within 21 Months of Sale Date	1
20 th INSTALMENT	Within 22 Months of Sale Date	1
21 st INSTALMENT	Within 23 Months of Sale Date	1
22 nd INSTALMENT	Within 24 Months of Sale Date	1
23 rd INSTALMENT	Within 25 Months of Sale Date	1
24 th INSTALMENT	Within 26 Months of Sale Date	1
25 th INSTALMENT	Within 27 Months of Sale Date	5
26 th INSTALMENT	Within 28 Months of Sale Date	1
27 th INSTALMENT	Within 29 Months of Sale Date	1
28 th INSTALMENT	On 80% Completion Milestone	5
29 th INSTALMENT	On 90% Completion Milestone	5
30 th INSTALMENT	On Completion	30
Total		100

Launch Payment Plan (80/20 Payment Plan)		
Description	Milestone Event	(%) Value
Deposit	Immediate	20
1 st INSTALMENT	Within 3 Months of Sale Date	1
2 nd INSTALMENT	Within 4 Months of Sale Date	1
3 rd INSTALMENT	Within 5 Months of Sale Date	1
4 th INSTALMENT	Within 6 Months of Sale Date	1
5 th INSTALMENT	Within 7 Months of Sale Date	1
6 th INSTALMENT	Within 8 Months of Sale Date	1
7 th INSTALMENT	Within 9 Months of Sale Date	8
8 th INSTALMENT	Within 10 Months of Sale Date	5
9 th INSTALMENT	Within 11 Months of Sale Date	1
10 th INSTALMENT	Within 12 Months of Sale Date	1
11 th INSTALMENT	Within 13 Months of Sale Date	1
12 th INSTALMENT	Within 14 Months of Sale Date	1
13 th INSTALMENT	Within 15 Months of Sale Date	1
14 th INSTALMENT	Within 16 Months of Sale Date	1
15 th INSTALMENT	Within 17 Months of Sale Date	1
16 th INSTALMENT	Within 18 Months of Sale Date	8
17 th INSTALMENT	Within 19 Months of Sale Date	1
18 th INSTALMENT	Within 20 Months of Sale Date	1
19 th INSTALMENT	Within 21 Months of Sale Date	1
20 th INSTALMENT	Within 22 Months of Sale Date	1
21 st INSTALMENT	Within 23 Months of Sale Date	1
22 nd INSTALMENT	Within 24 Months of Sale Date	1
23 rd INSTALMENT	Within 25 Months of Sale Date	1
24 th INSTALMENT	Within 26 Months of Sale Date	1
25 th INSTALMENT	Within 27 Months of Sale Date	8
26 th INSTALMENT	Within 28 Months of Sale Date	1
27 th INSTALMENT	Within 29 Months of Sale Date	1
28 th INSTALMENT	On 80% Completion Milestone	6
29 th INSTALMENT	On 90% Completion Milestone	6
30 th INSTALMENT	On Completion	20
Total		100

ACD DEC 2026

1 BEDROOM
STARTING PRICE FROM
AED 547,000

2 BEDROOM
STARTING PRICE FROM
AED 818,000


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