A project so **BIG**

it will redefine tourism in the region.
## Table of Contents

1. Introduction
2. Dubai: Past & Present Milestones
3. Dubai: Commercial & Trading Hub
4. Dubai: World-Class Tourist Destination
5. Tourism Projections: The Future is Bright
6. Welcome to Dubailand
7. Dubailand: Ideal Investment
8. Six Amazing Worlds: One Amazing Opportunity
9. Attractions & Experience World
10. Sports & Outdoor World
11. Eco-Tourism World
12. Themed Leisure & Vacation World
13. Retail & Entertainment World
14. Downtown
“Dubai will attract 15 million tourists by 2010”

Introduction

Dubai’s success story as a world leader in enterprise and innovation has earned the city international accolades and established Dubai as a leading commercial, trading and tourism hub. The Dubai Development and Investment Authority (DDIA) is proud to be a part of that success.

Landmark projects like Jebel Ali Port, Dubai Internet City, Dubai Media City, the Palm Islands and the superbly organised Dubai 2003 Annual Meetings of the Boards of Governors of the World Bank Group and the International Monetary Fund have confirmed Dubai as a dynamic, business-friendly city with an outstanding track record of executing major projects.

This has been due to the foresight and guidance of its leaders. His Highness General Sheikh Mohammed Bin Rashid Al Maktoum, Dubai Crown Prince, UAE Defence Minister and President of DDIA, is committed to making our country the tourism, leisure and entertainment capital of the region with a target of welcoming 15 million visitors to Dubai in 2010. The USD 15 billion expansion of the Emirates Airlines fleet and the USD 4 billion expansion of the Dubai International Airport area is a testament of our commitment to attain this goal.

We continue to develop innovative new projects that are aligned with our leaders’ vision of making our country a destination of choice for tourists from around the world.

Let us introduce you to the biggest, most ambitious project Dubai has ever undertaken.
Dubai: Past & Present Milestones

1971
- The foundation of the United Arab Emirates

1979
- World's largest man-made port opens at Jebel Ali

1985
- Jebel Ali Free Zone opens
- Award winning airline Emirates established

1989
- The Dubai Desert Classic, a European PGA tournament, tees off for the first time

1990
- 5 million passengers through Dubai International Airport

1993
- Tourists exceed 1 million

1996
- First running of the Dubai World Cup, world's richest horse race
- First annual Dubai Shopping Festival attracts millions of tourists

1998
- Tourists exceed 2 million
2000
Dubai Internet City established, attracting world’s top IT firms including IBM, Microsoft and HP

Sheikh Rashid Terminal inaugurated at Dubai International Airport, signalling completion of first phase of USD 450 million airport expansion. Second phase will triple capacity to 60 million passengers annually by 2007

2002
Emirates announces huge expansion plans: doubling its fleet by 2007

Tourists exceed 4.5 million

1999
World’s only 7-star hotel, Burj Al Arab, opens Emirates Towers open

1999

2001
Dubai Media City opens, becoming regional home to global media giants such as CNN, CNBC and Reuters

Construction begins of The Palms, world’s largest man-made islands

Tourists exceed 3 million

2003
UAE first Middle Eastern country to host Annual Meetings of World Bank Group and IMF, in Dubai

Dubai International Financial Centre opens

Dubai Healthcare City opens

Burj Dubai, the world’s tallest tower, announced

Dubailand, the region’s ultimate tourism, leisure and entertainment destination, announced
Dubai: Commercial and Trading Hub

The United Arab Emirates has experienced tremendous growth over the last thirty years to become a modern country with a flourishing economy and one of the region's highest per capita incomes of USD 19,000.

With its strategic location between Europe and the Far East, the UAE provides access to a vast region covering the GCC, North Africa, the Levant, Central Asia and the Indian sub-Continent, with their combined population of 1.5 billion and GDP of USD 1.1 trillion.

Dubai is today recognised as a centre for global trade and commerce. It was able to achieve this enviable status through capitalising on its strategic location, its natural assets, a longstanding trading history and a visionary pro-business government.

Dubai's rapid advancement from a small trading post to a thriving city that is the epitome of modernity and global commerce was spearheaded by the discovery of oil and gas in the UAE. Soon thereafter, the government of Dubai began a program of re-investment and diversification. As a result, the prosperity generated by oil and gas precipitated further economic growth.

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Source: Department of Economic Development, Ministry of Planning; Region defined as GCC, Levant, North Africa, Indian sub-Continent and Central Asia
Dubai: Commercial and Trading Hub

The success of the government’s policy is evident in the growth of a variety of sectors of the economy. Today, Dubai enjoys a diversified economy with the non-oil sector accounting for 90% of GDP. The trade, tourism, construction and financial sectors are among the fastest growing in the country, with trade accounting for 16% of GDP, and tourism contributing 12%.

A modern, cosmopolitan city, Dubai is today home to an exciting blend of cultures where people of more than 185 nationalities co-exist in a vibrant international environment that has become an icon for 21st century living.

Complementing a longstanding trading tradition and the local business community’s familiarity with international commercial practices, Dubai’s government has been instrumental in accelerating economic growth. Consistent pro-business policies allied with stable political and financial systems have created an investor-friendly environment. Industry-specific free zones offer 100% foreign ownership of businesses and single window services to facilitate fast and convenient company set up. As a result, many major blue chips have already selected Dubai as their regional headquarters. Dubai is home to the region’s largest free zone and port, at Jebel Ali; it has developed numerous sector-specific initiatives for services and industry in areas as diverse as healthcare and education; and will soon enhance its position as a regional hub for banking and finance through the establishment of the Dubai International Financial Centre.
Dubai: GDP Trends

Dubai GDP - 2002
Total GDP: AED 69.09 Billion

[Diagram showing the breakdown of GDP by sector]

Source: Ministry of Planning / Department of Economic Development

Growth in Dubai GDP 1998 - 2002

<table>
<thead>
<tr>
<th>Year</th>
<th>AED Billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>49.8</td>
</tr>
<tr>
<td>1999</td>
<td>55.8</td>
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<tr>
<td>2000</td>
<td>62.3</td>
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<td>2001</td>
<td>66.0</td>
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<tr>
<td>2002</td>
<td>69.0</td>
</tr>
</tbody>
</table>

Source: Ministry of Planning / Department of Economic Development
Dubai: World-Class Tourist Destination

In addition to its status as a commercial hub, Dubai is increasingly becoming the premier tourist destination of the region.

Over the past decade, the number of visitors to Dubai has grown from 1.08 million to 4.7 million, representing an annual growth of 16%. This growth rate is more than triple the world tourism growth rate over the same period. In fact, the last four years alone witnessed a 54% growth in the numbers of tourists visiting Dubai, with a 31% growth between 2001 and 2002 alone.

Arab markets generated 38% of arrivals, a share that has remained stable over the last decade. However, the strongest growth over the last few years has come from Europe, its share rising to 29% in 2001. This emerging trend strongly suggests that Dubai is increasingly responding to Europeans’ discriminating leisure preferences.
Dubai: Hotel Guest Profile

Number of Dubai Hotel Guests by Region 1993 - 2002

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing

Number of Dubai Hotel Guests by Region 2002
Total Number of Hotel Guests 4.1 Million

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Dubai: World-Class Tourist Destination

It is easy to see why tourists are attracted to Dubai. It offers a safe environment and has a set of natural assets from year-round sunshine, to beautiful beaches and an exotic desert landscape. Its infrastructure is unsurpassed in the region, with a state-of-the-art airport that handled 16 million passengers in 2002, an award-winning airline, Emirates, offering connections to more than 67 destinations in 47 countries, a superior Information, Communications and Technology (ICT) network, more than 272 hotels, and a variety of shopping options in ultra-modern malls or traditional souks.

Dubai also hosts a number of increasingly popular world-class sporting events such as the Dubai World Cup, the PGA European Tour Dubai Desert Classic, both men and women’s ATP Tennis tournaments, and the Formula 1 H2O speedboat-racing tournament that has been dominated in recent years by the UAE’s Victory Team. In addition, the Dubai Shopping Festival has become a landmark event that draws visitors from around the globe.

Dubai Hotels by Category - 2002
Total Number of Hotels: 272

- Listed: 26.36%
- 5-Star: 10.66%
- 4-Star: 9.9%
- 3-Star: 12.86%
- 2-Star: 18.01%
- 1-Star: 23.16%

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Dubai: Growth in Hotels

Growth in Dubai Hotels 1993 - 2002

Number of Hotels

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing

Growth in Dubai Hotel Beds 1993 - 2002

Number of Beds (000s)

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Dubai: World-class Tourist Destination

Dubai is increasingly aware of tourism's growing importance to its economy. According to Dubai Tourism and Commerce Marketing (DTCM) data, Dubai's hotel revenues amounted to AED 3.4 billion in 2002. Dubai's hotel operating performance has been consistently good. In 2002, Dubai was ranked as the fastest growing tourist destination by the World Tourism Organisation, with visitor growth rates of 31%, from 3.6 million visitors in 2001 to 4.7 million in 2002. In 2003, tourism's contribution to Dubai's GDP surpassed that of oil revenues.
Dubai: Hotel Trends

Room Occupancy Rates 1993 - 2002
All Categories of Hotels

Growth in Dubai Hotel Revenues 1993 - 2002

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Tourism Projections: The Future is Bright

The phenomenal growth of Dubai’s tourism over the past decade is a testament to the innovative and highly integrated efforts of the government and the private sector, working in partnership. And all projections strongly indicate that tourism will continue growing exponentially over the coming decades. In fact, Dubai has taken giant steps to capitalise on this trend and has set an aggressive target of attracting 15 million tourists by 2010.

In order to position itself for fast-track tourist growth, Dubai will leverage its key natural assets, world-class infrastructure and existing hospitality and leisure framework, and complement these elements with components that are recognised as being key drivers of tourism and travel worldwide. These include entertainment, eco-tourism, shopping, sports, culture and conferences and exhibitions. To this extent, Dubai’s goal is to appeal to the broadest segments of tourist and inbound visitor traffic.

And to this end, Dubai has announced a tourism development project on a truly breathtaking scale.
Projected Tourism Trends

Projected Dubai Hotel Guests 2003 - 2010
In Millions

Source: Department of Tourism and Commerce Marketing

Projected Dubai Hotel Beds 2003 - 2010

Source: Department of Tourism and Commerce Marketing
Welcome to Dubailand
More than 45 tourism, leisure and entertainment projects

A product of extraordinary vision, Dubailand was conceived on a phenomenal scale. It will be the most ambitious tourism, leisure and entertainment destination ever created, and home to some of the world’s premier and unique attractions. Dubailand has been designed to appeal to the widest tourist segments across genders, age groups, world regions and activity preferences.

Dubailand is ideally located on Emirates Ring Road, providing easy access. It is just 10 minutes from Dubai International Airport, 10 minutes from Emirates Towers, 20 minutes from Sharjah and 60 minutes from Abu Dhabi.

Dubailand has been planned and designed using leading-edge expertise across a spectrum of disciplines.

A unique multi-faceted development of pure family entertainment and education, with universal appeal, Dubailand will incorporate a critical mass of attractions, an endless mix of day and night activities and a variety of accommodations to encourage longer visits and overnight stays.

Welcome to Dubailand.
An ideal investment

Dubailand is the latest in a series of successfully executed projects which have confirmed Dubai's position as a global commercial hub, with central access to a neighbouring region of 1.1 billion people and a combined GDP of USD 1.1 trillion.

Arguably the Emirate's boldest project to date, Dubailand is being developed in a country that has demonstrated time and time again its capability to conceptualise and implement large-scale projects successfully, from Jebel Ali Port to Jebel Ali Free Zone, Dubai Internet City and Dubai Media City. More recently, Dubai Healthcare City and Dubai International Financial Centre, currently under development, will no doubt establish Dubai as a health and financial hub respectively. Moreover, Dubai has established a state-of-the-art transportation, information, communications technology and utilities infrastructure with ongoing airport and Emirates fleet expansions. These projects, all executed to world-class standards, have established Dubai as a 21st century global city on par with the world's most developed cities.

Dubai is now well on its way to becoming a world-class tourist destination, with double-digit tourism growth over the last decade, spurred by its safe environment, natural assets, accessibility, world-class events, tourism infrastructure and excellent marketing efforts. Dubai successfully tested its large-scale tourism capacity through its superb organisation of the Annual Meetings of the World Bank Group and International Monetary Fund in September 2003 with more than 16,000 delegates in attendance. In this context, the time has now come for Dubai to embrace the next phase in its well-planned economic development and become a global tourism, leisure and entertainment destination. Dubailand will serve the exponentially growing leisure and tourism market, and enable Dubai to achieve its goal of attracting 15 million tourists in 2010.

Dubailand is a professionally conceived and planned project with a state-of-the-art infrastructure including world-class safety standards, zoning regulations, landscaping, utilities and facilities management.
Dubailand has been conceived to offer a variety of opportunities that will appeal to investors across the tourism, real estate, hospitality, entertainment, leisure and retail sectors. Investors will benefit from a broad range of financial deal structuring in order to facilitate their participation in the Dubailand project.

Dubailand will follow a phased approach to the implementation of its projects.

The launch phase will extend from 2004 to 2006. This will include initial infrastructure like major roadworks and the enabling of the provision of utilities and other services.

Phase I will include further infrastructure development and will extend from 2007 to 2010.

Dubailand offers a variety of unique investment opportunities. Investors will have access to projects developed internally. These projects have been developed up to pre-feasibility stage and include basic financial and attendance projections. Investors are also encouraged to present their projects for our consideration and evaluation.
Six Amazing Worlds: One Amazing Opportunity

Attractions & Experience World
A family world of theme and water parks, roller coasters and adventure, Attractions & Experience World will feature a critical mass of themed, large-scale attractions, using the latest technology for thrills and safety. Based on the example of successful destinations worldwide, its largest theme park will act as an anchor, attracting visitors and encouraging the growth of visits to other attractions within the World, and Dubailand as a whole.

Sports & Outdoor World
A high energy world of heroes and champions, Sports & Outdoor World will include a mix of sporting venues that will incorporate a dynamic program of international rugby, cricket and other sports tournaments as well as extreme sports activities. When completed, Sports & Outdoor World will be ideally positioned to become a prime warm weather training facility for professional sports teams and will appeal to a broad mix of markets.

Eco-Tourism World
A natural world marveling at the beauty of our planet, Eco-Tourism World will comprise a series of nature and desert-based attractions integrated within their desert parkland surrounds. Its experiential and cultural activities will have broad appeal and its vast number of exquisite and unique offerings will no doubt encourage long-stays and repeat visits.

Themed Leisure & Vacation World
A relaxing world of spas, health and well-being, Themed Leisure & Vacation World will consist of appealing retreats designed to respond to the growing international demand for quality vacation village residences, resort hotels and wellness retreats. It will include several fitness and stress-management focused facilities and will offer unique creative concepts, such as themed resorts, providing visitors a chance to experience faraway exotic locales without leaving Dubailand.

Retail & Entertainment World
As shopping is one of the essential activities undertaken by tourists on vacation, Retail & Entertainment World will provide a critical mass of retail facilities providing a wide variety of global brands but also unique boutiques and discount stores, all within the biggest mall in the world - the Mall of Arabia. Entertainment and dining facilities will complement the retail facilities through encouraging tourists to extend the length of their stay at Dubailand, thereby creating further opportunities for purchases.

Downtown
A vibrant mix of entertainment and eating out, Downtown will be a mixed destination offering a variety of retail, dining and entertainment facilities. It will feature popular family entertainment components with cross-generational appeal such as cinemas, bowling, street entertainment, computer-based games centres, themed restaurants and nightclubs. Downtown's multitude of day and night activities will encourage overnight stays and spending at Dubailand.
Attractions & Experience World

Covering approximately 145 million square feet and offering a number of highly themed areas including a signature theme park, experiential areas and exciting water worlds, this will be the very heart of the Dubailand development.

With its combination of indoor and outdoor areas, Attractions & Experience World will provide a versatile year-round destination showcasing awe-inspiring attractions and white-knuckle rides and state-of-the-art roller coasters.

The primary land use in this World is for projects such as theme parks, water parks, and other entertainment-based attractions. However, peripheral development for residential, commercial and retail use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 145 million square feet
- Total number of projects: 14
- Investment size: AED 6.8 billion

Projects
- Pharaohs Theme Park
- Giants World
- Kids World
- Global Village
- Space & Science World
- Space Hotel
- Tourism Park
- Film World
- Desert World Theme Park
- Snow World
- Aviation World
- Water Park
- The Castles
- Arabian Theme Park
Sports & Outdoor World

Building on Dubai's rich and varied sports and leisure heritage, Sports & Outdoor World will incorporate Sports City, the region's premier sports venue, along with four new and unique attractions specifically designed to host major international sporting events and the world's first indoor motorsport circuit that will host major motor sports events in conjunction with regional and international motor sports organisations.

For visitors looking for an action-packed facility, Sports World will offer the world’s first state-of-the-art venue for all action sports, with indoor and outdoor facilities for rock-climbing, skateboarding, dune buggies, and indoor climbing walls. Each facility will be designed for international competition and display, yet be adaptable to allow daily public play.

Additional top-quality facilities include Basketball World and Golf World, both set in stunning landscaped grounds, incorporating pro tennis courts, swimming and excellence academies as well as clubhouse-style facilities.

The primary land use on this site is for hotels and sport fields. However, peripheral developments for residential and hotel use will be available. The paper gives an outline of the individual project. These will be capped in adherence with the overall planning and land use strategy.
Eco-Tourism World

In delightful contrast to many parts of Dubailand, Eco-Tourism World will offer a haven of calm and tranquility and an opportunity for visitors to commune with nature.

Skillfully blending education, entertainment and experience, the Eco-Tourism World will inspire visitors with tropical bio-domes, desert camps, a world-class interactive Science and History Museum and wilderness areas full of adventure. Nearby desert villas and a luxury desert camp will provide accommodation with the desert landscape as a stunning backdrop.

The primary land use in this World is for eco-tourism projects centred on nature and wildlife. However, peripheral developments for residential and hotel use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures

- Area: 806 million square feet
- Total number of projects: 12
- Investment size: AED 4.2 billion

Projects

- Petting Zoo
- Animal World
- Equestrian Centre
- Light & Sound World
- Gardens World
- Dinosaur World
- Science and History Museum
- Bio World
- Sand Dune Hotel
- Sandstone Villas
- Camp World
- Desert Safari
Themed Leisure & Vacation World

Providing a soothing oasis of calm and relaxation, Themed Leisure & Vacation World will be a development dedicated to exercising body and mind, providing a magical journey towards total wellbeing. Exclusive spas and fitness centres will offer holistic treatments tailor-made for each visitor, with professional staff at hand to provide effective and enjoyable programs that refresh, rejuvenate and re-energise.

As a unique development within Dubailand, Women’s World will offer a secluded oasis of indulgence created exclusively for women, with an entirely female staff. A teaching academy will provide home, business and artistic courses specifically designed for today’s woman, alongside more traditional crafts.

The primary land use in this World is for leisure and hotel projects centred on wellbeing, including spas and resorts. However, peripheral developments for residential use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 311 million square feet
- Total number of projects: 4
- Investment size: AED 3.6 billion

Projects
- Andalusian Resort & Spa
- Women's World
- Wonders World
- Holiday World
Retail & Entertainment World

A high impact zone for family entertainment and innovative retail concepts, Retail & Entertainment World will be home to the Mall of Arabia, the largest shopping mall in the world, offering millions of square feet of superb shopping, entertainment, dining and lodging.

This World will enhance Dubai’s reputation as the premier shopping city in the world and complement existing highly successful shopping initiatives which include the Dubai Shopping Festival, Dubai Summer Surprises and Dubai: City of Gold.

The primary land use in this World is for projects that offer innovative retail concepts. However, peripheral developments for residential and commercial use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 46 million square feet
- Total number of projects: 5
- Investment size: AED 2.4 billion

Projects
- Mall of Arabia
- Factory Outlets
- Auction World
- World Trade Park
- The Flea Market
Downtown

From the moment visitors arrive, they will be immersed in the Dubailand experience. The grand entry plaza will house business and administrative offices, conveniently backed by luxury apartment complexes and art galleries. Downtown will offer many unique attractions.

Central to the Downtown design concept is the feeling of open space within the heart of Dubailand. Shaded squares and an abundance of water features will further add to the relaxed and congenial ambience of the World.

And from sunset onwards, Downtown will draw the evening’s beautiful people to street cafes and grills, traditional and contemporary gourmet restaurants, theatres, night spots and shows.

The primary land use in this World is for projects that incorporate innovative retail, entertainment and dining concepts. However, peripheral developments for residential and hotel use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 6 million square feet
- Total number of projects: 4
- Investment size: AED 2 billion

Projects
- The Towers
- Dubai Walk
- Virtual Games World
- Teen World
To take part in this unique investment opportunity, please contact:

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www.dubailand.ae
Attractions & Experience World

- Pharaohs Theme Park
- Giants World
- Kids World
- Global Village
- Space & Science World
- Space Hotel
- Tourism Park
- Film World
- Desert World Theme Park
- Snow World
- Aviation World
- Water Park
- The Castles
- Arabian Theme Park

Key figures:
- Area: 145 million square feet
- Total number of projects: 14
- Investment size: AED 6.8 billion
<table>
<thead>
<tr>
<th>Attraction</th>
<th>Description</th>
<th>Area</th>
<th>Investment</th>
<th>Estimated IRR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pharachs Theme Park</strong></td>
<td>A full function Pharachs Theme Park with multiple white-knuckle rides and roller coasters, the Park will provide the tallest, longest, scariest, fastest, most thrilling experiences ever created in one destination.</td>
<td>20 million sq. ft.</td>
<td>AED 800 million</td>
<td>8%</td>
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<td><strong>Space &amp; Science World</strong></td>
<td>A high-tech destination, which celebrates the wonder of space discovery and incorporates a virtual space adventure from lift-off to landing. It will include a camp that allows children to attempt challenges faced by real astronauts and a display area showcasing real and replica rockets and spacecrafts.</td>
<td>10 million sq. ft.</td>
<td>AED 400 million</td>
<td>10%</td>
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<tr>
<td><strong>Space Hotel</strong></td>
<td>An amazing themed resort incorporating an out of this world five star hotel offering incredible views of galaxies, meteors, planets and comets where guests can experience the future of living in space.</td>
<td>2 million sq. ft.</td>
<td>AED 400 million</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Giants World</strong></td>
<td>Entertainment on a massive scale, giant rides will tower over visitors. Visitors will be able to go on unusual rides that are hundreds of feet above ground, and will be dwarfed by the size of attractions such as giant cups and saucers.</td>
<td>4 million sq. ft.</td>
<td>AED 50 million</td>
<td>8%</td>
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<tr>
<td><strong>Kids World</strong></td>
<td>An extraordinary entertainment destination for children, a magical domain filled with hundreds of attractions including a miniature Dubai, child-focused museums and a dedicated Kids Mall. Children can play the role of pilots, firemen, etc., that will help them understand how the world works.</td>
<td>7 million sq. ft.</td>
<td>AED 500 million</td>
<td>9%</td>
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<td><strong>Global Village</strong></td>
<td>A global exhibition showcasing arts and crafts, culture, folklore displays and food from cities around the world through national pavilions.</td>
<td>19 million sq. ft.</td>
<td>AED 200 million</td>
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<td><strong>Arabian Theme Park</strong></td>
<td>A Theme Park showcasing famous Arabian legends that includes themed residential components, hotels, retail outlets and dining options.</td>
<td>34 million sq. ft.</td>
<td>AED 2 billion</td>
<td>12%</td>
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<tr>
<td><strong>Aviation World</strong></td>
<td>An interactive world dedicated to the story of aviation with airport and airline interactive exhibits, a museum charting the history of flight, simulator rides allowing visitors to experience the thrill of flying and a comprehensive collection of real and replica aircraft from da Vinci to the future.</td>
<td>4 million sq. ft.</td>
<td>AED 150 million</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Tourism Park</strong></td>
<td>A business park for the travel, tourism and hospitality industries featuring a travel and tourism academy, research institute and a virtual showcase for holiday destinations.</td>
<td>5 million sq. ft.</td>
<td>AED 150 million</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Snow World</strong></td>
<td>A gigantic indoor ski dome with snow, ice skating rinks for children and adults and a host of snow and ice-based activities.</td>
<td>2 million sq. ft.</td>
<td>AED 820 million</td>
<td>11%</td>
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<tr>
<td><strong>Film World</strong></td>
<td>A fully-fledged film location featuring studio lots, sets, processing labs, equipment, offices and a fame academy. Film World is slated to become a global centre for movie production.</td>
<td>7 million sq. ft.</td>
<td>AED 250 million</td>
<td>12%</td>
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<tr>
<td><strong>Water Park</strong></td>
<td>A gigantic water park with thrilling white water rapids and canyon rides, wave rides and giant man-made beaches. Huge aquariums and open pools will offer captivating whale and dolphin shows.</td>
<td>5 million sq. ft.</td>
<td>AED 300 million</td>
<td>8%</td>
</tr>
<tr>
<td><strong>The Castles</strong></td>
<td>A medieval castle resort featuring dungeons, knights in armour, duel shows and theatrical plays.</td>
<td>2.5 million sq. ft.</td>
<td>AED 100 million</td>
<td>8%</td>
</tr>
</tbody>
</table>

Please note: These are estimated investment sizes and internal rates of return (IRR). Investors must conduct their own due diligence and feasibility studies. The IRR shown is the project IRR and is based on free cash flows to the project. The IRR is based on terminal value and does not take into account the leverage of the project.
Sports & Outdoor World

Extreme Sports World
Sports City
Racing World

Polo World
Golf World

Key figures
- Area: 206 million square feet
- Total number of projects: 5
- Investment size: AED 2.5 billion

Key
- Attractions & Experience World
- Sports & Outdoor World
- Eco-Tourism World
- Themed Leisure & Vacation World
- Retail & Entertainment World
- Downtown
Sports & Outdoor World Projects

**Extreme Sports World**

The world's only permanent purpose-built centre for extreme sports, featuring skateboarding, motocross, roller-blading and BMX cycling facilities. Will feature additional dedicated areas for dune-buggying and indoor rock climbing.

Area: 2.5 million sq. ft.
Investment size: AED 60 million
Estimated IRR: 15%

**Polo World**

Featuring lush polo grounds with a polo academy, plus polo institute designed to host international teams and tournaments and make the sport accessible to the widest number of people.

Area: 2 million sq. ft.
Investment size: AED 50 million
Estimated IRR: 12%

**Sports City**

The region's premier sporting venue featuring 3 giant-sized stadiums designed for international events including hockey, cricket and rugby, plus track and field. Sporting academies will provide quality coaching for aspiring champions.

Area: 50 million sq. ft.
Investment size: AED 1.7 billion
Estimated IRR: 12%

**Golf World**

A self-contained golf-themed community featuring several 18-hole golf courses with attached clubhouses, a world class golf academy with state-of-the-art driving ranges, Pro shops and master classes with golf professionals.

Area: 75 million sq. ft.
Investment size: AED 300 million
Estimated IRR: 10%

**Racing World**

The first fully-integrated motor sports and autodrome facility in the region offering a world-class racetrack and pit lane complex with a fully equipped media centre and control tower and testing facilities for new vehicles.

Area: 37 million sq. ft.
Investment size: AED 400 million
Estimated IRR: 12%

Please note: These are estimated investment sizes and internal rates of return (IRR). Investors must conduct their own due diligence and feasibility studies. The IRR shown is the project IRR and is based on free cash flows to the project. The IRR is based on terminal value and does not take into account the leverage of the project.
Eco-Tourism World

- Petting Zoo
- Animal World
- Equestrian Centre
- Light & Sound World
- Gardens World
- Dinosaur World
- Science and History Museum
- Bio World
- Sand Dune Hotel
- Sandstone Villas
- Camp World
- Desert Safari

Key figures
- Area: 806 million square feet
- Total number of projects: 12
- Investment size: AED 4.2 billion
Eco-Tourism World Projects

Petting Zoo
A wonderful interactive zoo for children of all ages where they can interact with animals while learning about their roles in the eco-system.

Area: 3 million sq. ft.
Investment size: AED 10 million
Estimated IRR: 6%

Animal World
World-class zoological gardens featuring sanctuaries and breeding facilities for endangered species, with exotic animals and indigenous wildlife housed in a modern facility providing optimal comfort for the animals.

Area: 5 million sq. ft.
Investment size: AED 200 million
Estimated IRR: 8%

Equestrian Centre
The region’s finest riding centre, featuring show jumping, dressage and endurance riding, an arena for international competitions and adjacent training, grooming and stabling facilities.

Area: 19 million sq. ft.
Investment size: AED 100 million
Estimated IRR: 8%

Light & Sound World
A spectacular sound and light show celebrating the UAE’s desert history and culture, and a dedicated exhibition and display area for arts and crafts of the region.

Area: 45 million sq. ft.
Investment size: AED 450 million
Estimated IRR: 10%

Science and History Museum
An exciting interactive museum showcasing the evolution of animals and plants throughout the ages. It will feature life-size models of dinosaurs and other extinct species.

Area: 1 million sq. ft.
Investment size: AED 200 million
Estimated IRR: 6%

Gardens World
A lush habitat of plants, desert vegetation and gardens from around the world surrounded by spectacular lakes and spice meadows, incorporating a spa utilising natural medicinal and complementary therapies. It will also include a nursery with produce to be sold commercially, and a horticultural college.

Area: 13 million sq. ft.
Investment size: AED 750 million
Estimated IRR: 10%

Dinosaur World
Dinosaur themed park featuring animated dinosaur replicas in a lifelike environment recreating the sights and sounds of 1 million B.C.

Area: 2 million sq. ft.
Investment size: AED 200 million
Estimated IRR: 10%

Bawadi
A multi-faceted desert-based project that includes the following five projects that have leisure, eco-tourism and educational components: Bio World, Sand Dune Hotel, Sandstone Villas, Desert Safari and Camp World.

da) Bio World
An interactive bio-dome showcasing the world’s eco-systems featuring plants used for food, medicine, perfumes, rare species and exotic flowers in a covered, climate-controlled environment. This also includes a section highlighting the evolution of the earth from molten magma through the ice age and to the present time.

Area: 3 million sq. ft.
Investment size: AED 400 million
Estimated IRR: 6%

b) Sand Dune Hotel
A luxury desert resort featuring exotic sand dune activity and serene getaways, which blends with its surroundings, creating a feeling of total privacy.

Area: 2 million sq. ft.
Investment size: AED 430 million
Estimated IRR: 12%

c) Sandstone Villas
A luxury themed villa development consisting of a private community offering modern amenities including golf course, spa and gym, and clubhouse.

Area: 33 million sq. ft.
Investment size: AED 1.3 billion
Estimated IRR: 20%

d) Camp World
A flexible range of camping options for all budgets featuring fully equipped modern tents for day and overnight stays providing a magical overnight Arabian experience under the stars.

Area: 5 million sq. ft.
Investment size: AED 80 million
Estimated IRR: 23%
e) Desert Safari
A magical guided safari in the desert that allows visitors to experience plants and animals in the desert in their natural habitat in 4x4 comfort or by camel for the authentic experience. Guided day and night tours.

Area: 10 million sq. ft.
Investment size: AED 100 million
Estimated IRR: 8%

Please note: These are estimated investment sizes and internal rates of return (IRR). Investors must conduct their own due diligence and feasibility studies. The IRR shown is the project IRR and is based on free cash flows to the project. The IRR is based on terminal value and does not take into account the leverage of the project.
Themed Leisure & Vacation World

Andalusian Resort & Spa
Women's World
Wonders World
Holiday World

Key figures
- Area: 311 million square feet
- Total number of projects: 4
- Investment size: AED 3.6 billion

Key
- Attractions & Experience World
- Sports & Outdoor World
- Eco-Tourism World
- Themed Leisure & Vacation World
- Retail & Entertainment World
- Downtown
<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Area</th>
<th>Investment size</th>
<th>Estimated IRR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andalusian Resort &amp; Spa</td>
<td>Andalusian themed resort recreating the luxury of Al Hambra Palace featuring Mediterranean-style gardens and spas.</td>
<td>2 million sq. ft.</td>
<td>AED 250 million</td>
<td>12%</td>
</tr>
<tr>
<td>Wonders World</td>
<td>A purpose built community in the shape of a falcon, featuring exquisite landscape of waterways, hotels and entertainment outlets.</td>
<td>50 million sq. ft.</td>
<td>AED 1.7 billion</td>
<td>15%</td>
</tr>
<tr>
<td>Women's World</td>
<td>A women's paradise consisting of wedding resorts, spas and shopping, offering a rich choice of activities including arts, music, home economics and beauty care. Will also feature a dedicated Wedding World.</td>
<td>2 million sq. ft.</td>
<td>AED 150 million</td>
<td>14%</td>
</tr>
<tr>
<td>Holiday World</td>
<td>A self-contained community in Dubai featuring landscaped golf courses and lakes.</td>
<td>50 million sq. ft.</td>
<td>AED 1.5 billion</td>
<td>12%</td>
</tr>
</tbody>
</table>

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Retail & Entertainment World

- Mall of Arabia
- Factory Outlets
- Auction World
- World Trade Park
- The Flea Market

Key figures
- Area: 45 million square feet
- Total number of projects: 5
- Investment size: AED 2.4 billion

Key
- Attractions & Experience World
- Sports & Outdoor World
- Eco-Tourism World
- Themed Leisure & Vacation World
- Retail & Entertainment World
- Downtown
Retail & Entertainment World Projects

Mall of Arabia
The largest mall in the world, with innovative and exciting themed areas, designer boutiques and exclusive salons in distinct Arabian architectural surroundings.

Area: 7 million sq. ft.
Investment size: AED 1.5 billion
Estimated IRR: 12%

Factory Outlets
A large warehouse-type retail environment housing a wide variety of branded clothing and accessories at discounted prices.

Area: 8 million sq. ft.
Investment size: AED 350 million
Estimated IRR: 15%

Auction World
The region’s premier auction centre dealing in arts, antiques, manuscripts, cars, carpets and jewellery.

Area: 8 million sq. ft.
Investment size: AED 100 million
Estimated IRR: 10%

World Trade Park
A large commercial park with zones dedicated to individual countries based around an innovative concept where trade councils of each country bring companies from their countries to set up in the free zone.

Area: 20 million sq. ft.
Investment size: AED 400 million
Estimated IRR: 12%

The Flea Market
An interesting street market selling unusual new and used merchandise at discounted prices based around a courtyard area where people can relax, eat and drink.

Area: 1 million sq. ft.
Investment size: AED 50 million
Estimated IRR: 12%

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Downtown

- The Towers
- Dubai Walk
- Virtual Games World
- Teen World

Key figures
- Area: 5.66 million square feet
- Total number of projects: 4
- Investment size: AED 2.2 billion
Downtown Projects

The Towers
The iconic towers will dominate the entrance to Dubailand and accommodate luxury offices, apartments and hotels.

Area: 1.6 million sq. ft.
Investment size: AED 800 million
Estimated IRR: 12%

Dubai Walk
Located at the heart of Dubailand, this will be a popular, innovative centre for retail and family entertainment and dining, featuring wide boulevards, street cafes, lush parklands and gardens.

Area: 2.4 million sq. ft.
Investment size: AED 1 billion
Estimated IRR: 8%

Virtual Games World
A futuristic centre for interactive computer-based and virtual reality games allowing visitors to compete with one another using state-of-the-art gaming consoles. Exhibition areas will showcase new game launches.

Area: 1 million sq. ft.
Investment size: AED 50 million
Estimated IRR: 12%

Teen World
A centre dedicated to teenagers providing entertainment and education components and including retail stores featuring teen-oriented merchandise.

Area: 1 million sq. ft.
Investment size: AED 100 million
Estimated IRR: 8%

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