

January 2024

INVESTOR PRESENTATION

YEAR END-2023

Deyaar Corporate

دييار
DEYAAR



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The Presentation is on the date hereof.



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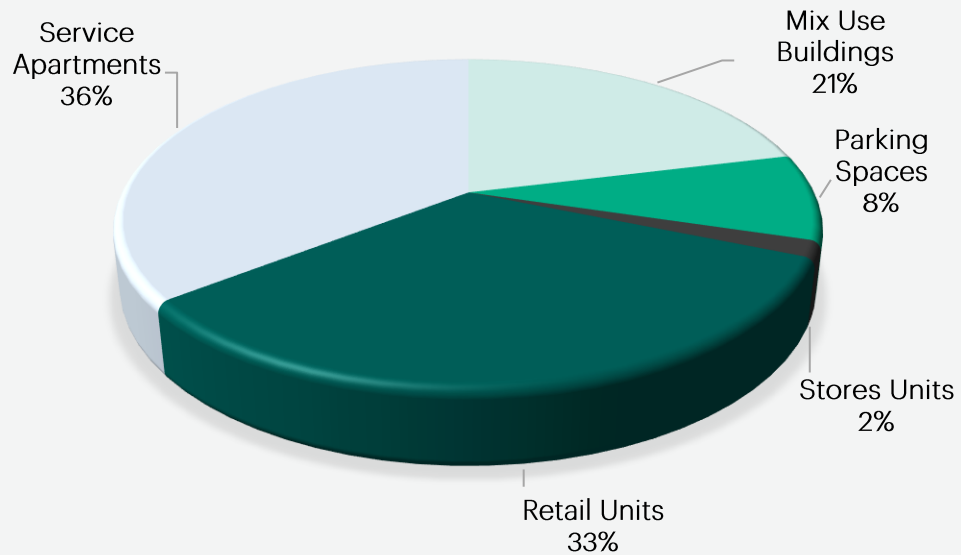
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1. KEY HIGHLIGHTS

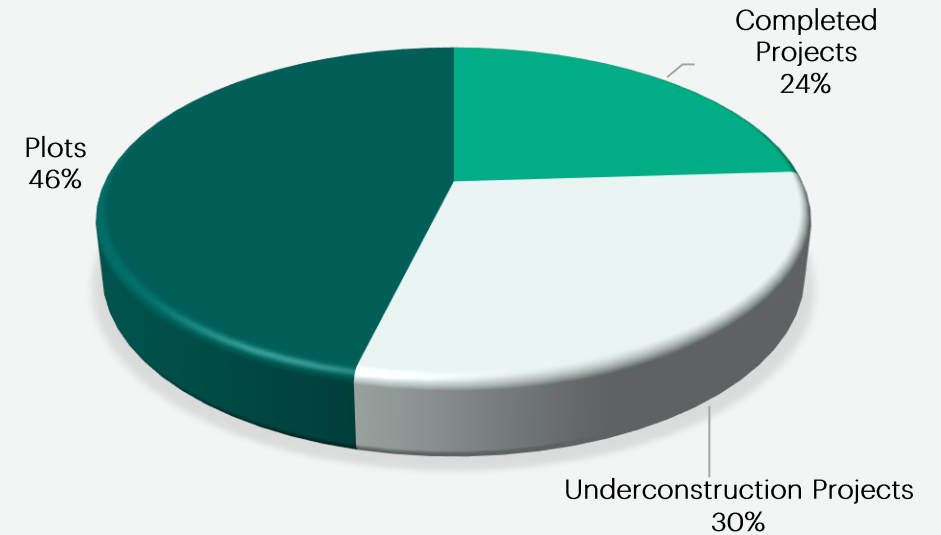
Sales (YTD) +159%	Revenues (YTD) +56%	Net Profit (YTD) +206%
AED 2,069.7 Mn (YTD 2022 : AED 800.4 Mn)	AED 1,254.4 Mn (YTD 2022 : AED 803.4 Mn)	AED 440.7 Mn (YTD 2022 : AED 144.2 Mn)
EBITDA (YTD) +59%	Total Assets (YTD) +7%	Cash & Bank balance
AED 299.6 Mn (YTD 2022 : AED 188.3 Mn)	AED 6,564.9 Mn (As of Dec 2022 : AED 6,165.7 Mn)	AED 1,332.6 Mn (As of Dec 2022 : AED 939.9 Mn)
Debt/Equity Ratio	Earnings Per Share	
13.05% (As of Dec 2022 : 20.82%)	Fils 10.07 (YTD 2022 : Fils 3.3)	

REAL ESTATE INVESTMENT PROPERTIES



Deyaar Real Estate Investment properties are valued at AED 871.4 million (carried at fair value) as of Q4'2023.

ASSETS HELD FOR SALE AND DEVELOPMENT



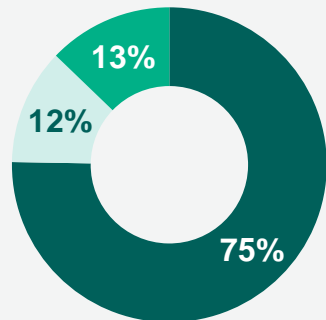
Deyaar Assets held for sale are valued at AED 1,018.8 million as of Q4'2023 (carried at Lower of Cost or Net Realizable Value).

KEY FINANCIAL HIGHLIGHTS YoY – 2023 vs 2022

Gross Revenue Mix by Segment (YoY)

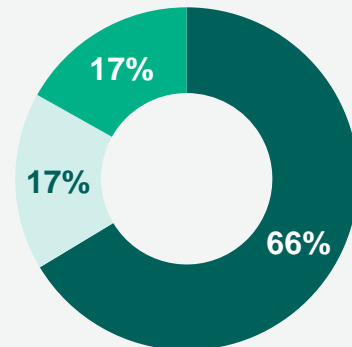
YTD Dec'2023 (A)

- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



YTD Dec'2022 (A)

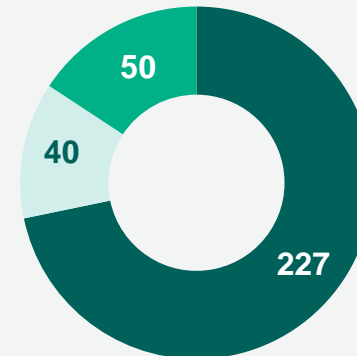
- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



Gross Revenue (AED Mn) by Segment (QoQ)

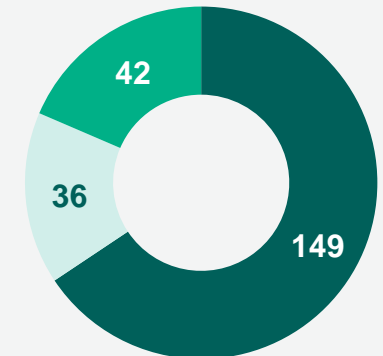
Q4'2023 (A)

- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



Q4'2022 (A)

- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



Key Highlights:

Net profit in Q4'23 increased by AED 162.2 Mn (396%) from AED 41.0 Mn in Q4'22 to AED 203.2 Mn in Q4'23.

Share of property development revenue is 75% to the overall revenue in YTD Dec'23, which increased from 66% share in YTD Dec'22. The increase is due to AED 412.2 Mn increase in property development in 2023 and in line with the property development strategy being executed.

Revenue from other businesses have also increased by 14% in Q4'23 as compared to Q4'22.



2. DEYAAR STRATEGIC PLAN

DEYAAR STRATEGIC PLAN

PROPERTY DEVELOPMENT

Objective

- Achieve an average annual turnover of AED 2 billion over the next five years
- Increase the land bank through strategic acquisitions to ensure a steady pipeline of future developments
- Diversify into new asset classes, such as townhouses and villas, to cater to a broader customer base
- Create exceptional value for customers to enhance brand image and build long-term loyalty



DEYAAR STRATEGIC PLAN

PROPERTY DEVELOPMENT

Action Plan

- Launch projects in next 2 years on remaining land banks.
- Land Bank Expansion - Implement an aggressive but prudent approach to secure targeted plots through negotiations or auctions.
- Explore joint venture options to develop the projects at scale and with minimal risk.
- Explore opportunities for Villa project community to elevate Deyaar brand to be one of the master developers in Dubai.
- Create a balance in terms of risk as well as more values from a customer standpoint.
- Prioritize customer satisfaction throughout the entire buying and ownership experience
- Develop targeted marketing campaigns to reach specific customer segments for each product type.
- Efficient project management, timely delivery within budget, and maintaining high-quality standards
- Maintaining a healthy financial position, managing optimum debt levels, and mitigating risks proactively.



DEYAAR STRATEGIC PLAN

ASSET MANAGEMENT

Objective

- Review existing assets under management to rebalance portfolio with respect to mix, quality and asset yield
 - Increase assets under management to generate a healthy and sustainable annual income and ensure adequate returns to shareholders'
-

Action Plan

- Organic growth through development of leasing assets on company's land bank.
- Acquire high yielding assets, leading to increase in overall portfolio yield.
- Fund the assets acquisition through optimal mix of debt and equity.



3. PROJECTS UPDATES

MARCASA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,166.5 Mn

Units Available for Sale:

580 Units

% Units Sold till Q4-23

99.14%

Expected Project Completion

Q4 - 2026



REGALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,037.2 Mn

Units Available for Sale:

911 Units

% Units Sold till Q4-23

100%

Expected Project Completion

Q1-2025



TRIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 665.9 Mn

Units Available for Sale:

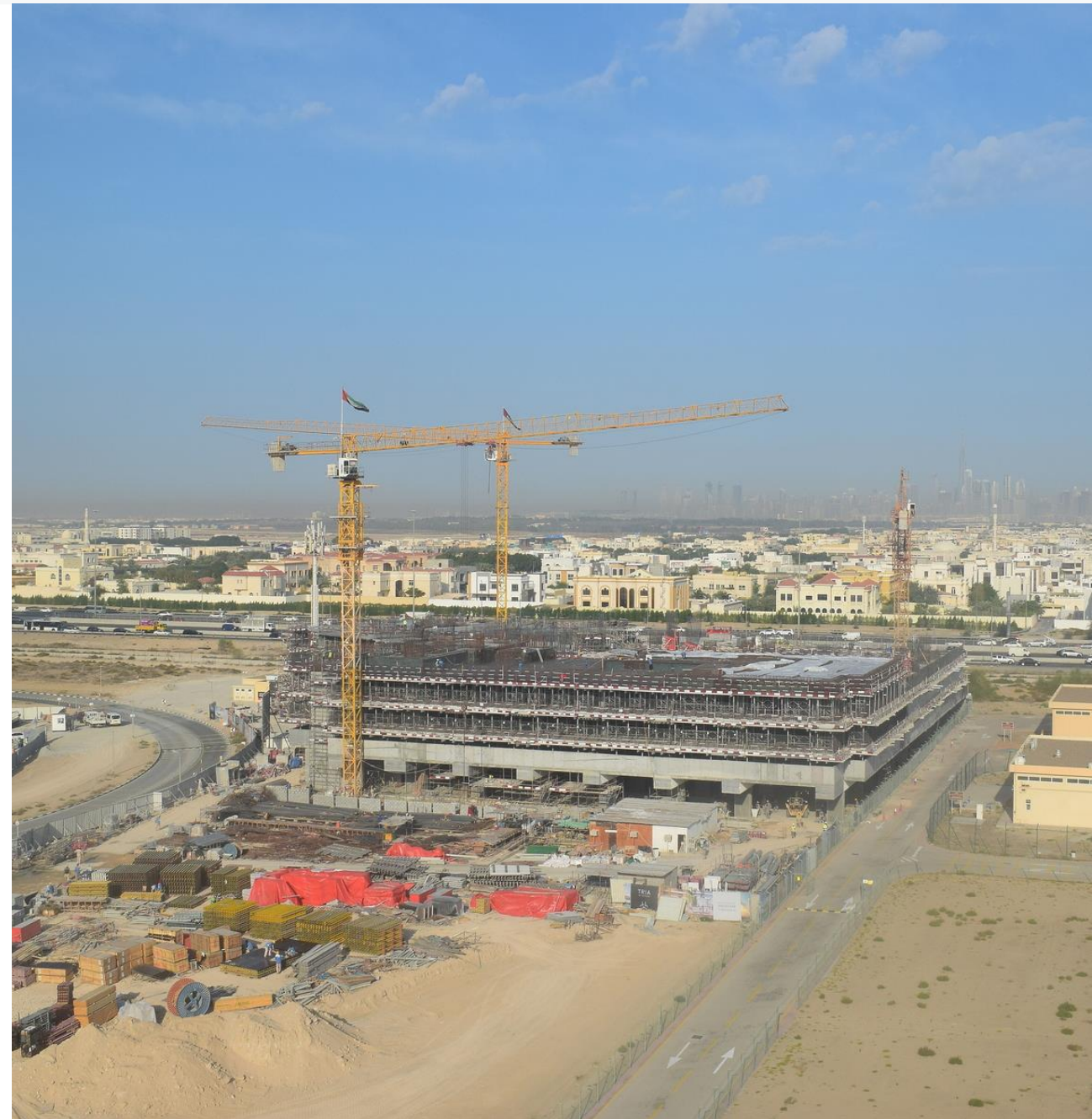
711 Units

% Units Sold till Q4-23

99.30%

Expected Project Completion

Q2 - 2025



JANNAT UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 378.9 Mn

Units Available for Sale:

360 Units

% Units Sold till Q4-23

29.44%

Expected Project Completion

Q2 - 2026



AMALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 105.1 Mn

Units Available for Sale:

95 Units

% Units Sold till Q4-23

91.58%

Expected Project Completion

Q1 - 2025



TALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 177.7 Mn

Units Available for Sale:

159 Units

% Units Sold till Q4-23

16.98%

Expected Project Completion

H2- 2025



NOOR AND MESK UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 764.6 Mn

Units Available for Sale:

793 Units

% Units Sold till Q4-23

98.99%

Expected Project Completion

Project Completed



AFNAN & DANIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 954 Mn

Units Available for Sale:

1229 Units

% Units Sold till Q4-23

95.28%

Expected Project Completion

Project Completed





4. COMPANY PROFILE

VISION, MISSION, AND VALUES

Guiding Principles for Success

Vision

To be known as a trusted, integrated real-estate Partner, creating value for stakeholders, society, and the economy.

Mission

To create an urban environment that meets the high standards set by the nation's leaders, with a diverse portfolio of quality real estate developments and differentiated services, a return on investment for stakeholders, and value for customers, whilst providing the tools to our employees to realize their potential.

Values

Ethical and transparent;
Enterprising and agile,
Trustworthy and reliable,
Quality and Value conscious
and committed to the
transformation of the UAE
under our leadership.

ORGANIZATION STRUCTURE



BUSINESS SEGMENTS

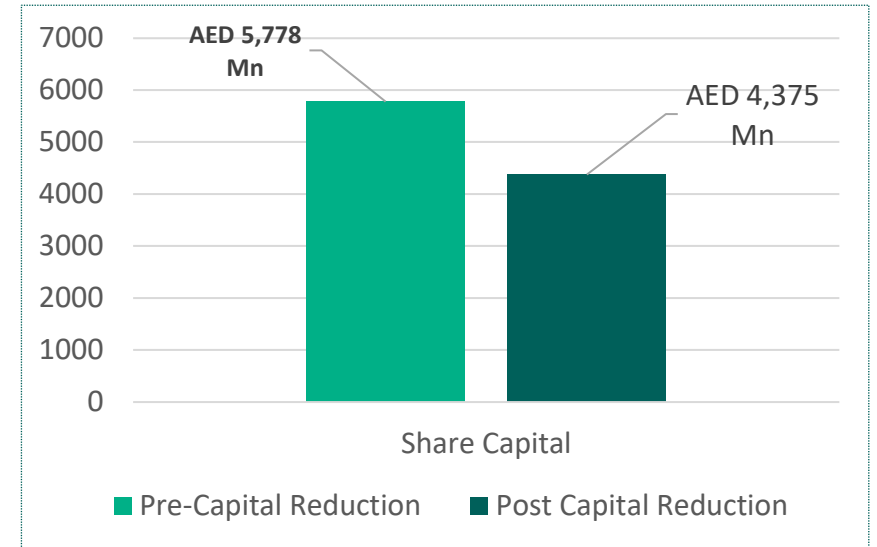
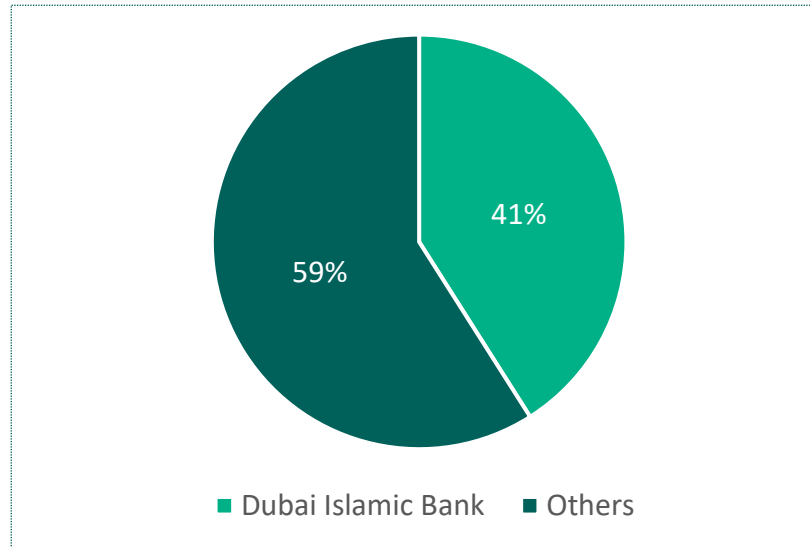
- Founded in 2002, Deyaar Development PJSC (listed in Dubai Financial Market) is one of Dubai’s leading property developers and real estate service providers in UAE, headquartered in Dubai.
- Deyaar has 7 divisions grouped into 3 main business segments with the current biggest contributor to revenue being Property Development.





5. OWNERSHIP STRUCTURE & STOCK PERFORMANCE

OWNERSHIP STRUCTURE



In the General Assembly Meeting held on 27 April 2022, the shareholders approved the capital reduction of the company to write-off the accumulated losses.



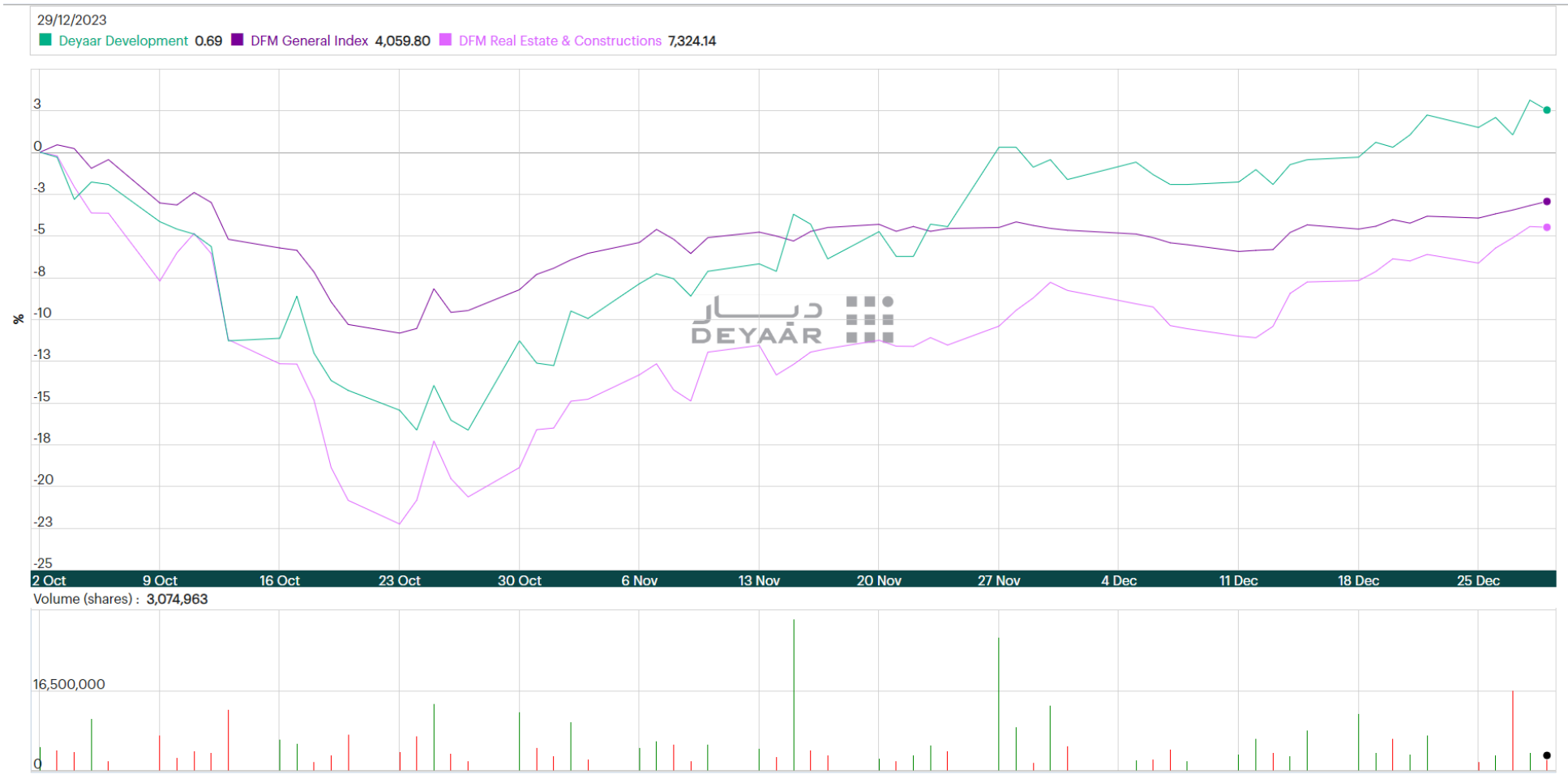
The company reduced its capital from AED 5,778,000,000 to AED 4,375,837,645.



The capital reduction executed successfully on Dubai Financial Market on Monday, 13 June 2022 and the first trading date after the reduction was Tuesday 14 June 2022.

STOCK PERFORMANCE

Performance of Deyaar share price vs DFM General Index Vs DFM Real Estate Index



THANK YOU!

