

July 2024

INVESTOR PRESENTATION

Q2- 2024



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The Presentation is on the date hereof.



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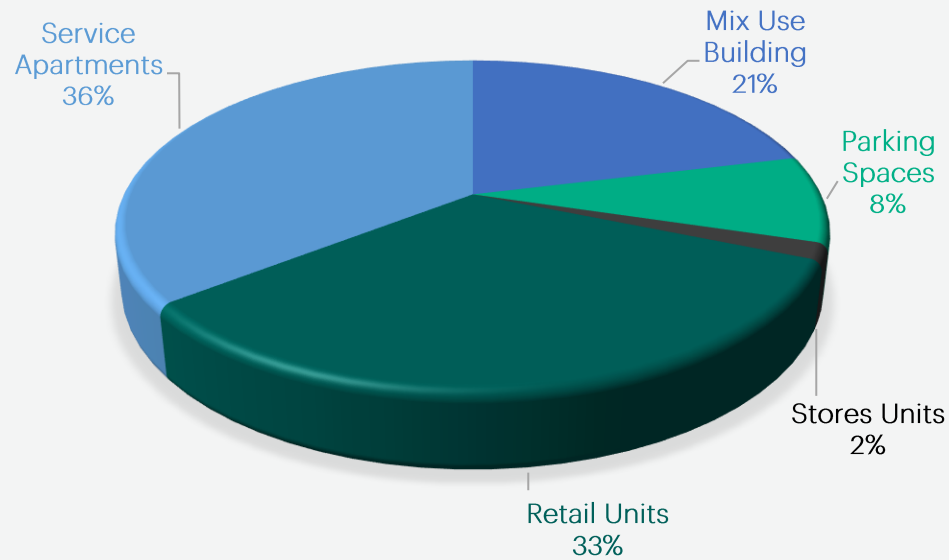
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1. KEY HIGHLIGHTS

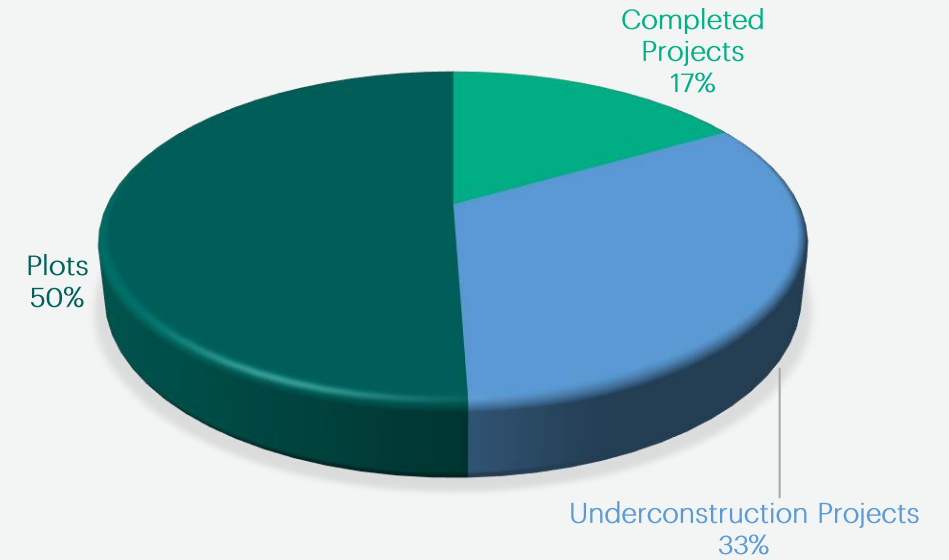
Revenues (YTD) +6%	Pre-Tax Net Profit (YTD) +71%	EBITDA (YTD) +52%
AED 664.4 Mn (YTD Jun'23 : AED 628.9 Mn)	AED 202.6 Mn (YTD Jun'23 : AED 118.5 Mn)	AED 224.4 Mn (YTD Jun'23 : AED 147.7 Mn)
Total Assets (YTD) +6%	Cash & Bank balance	Debt/Equity Ratio
AED 6,598.3 Mn (As of Jun'23: AED 6,226.3 Mn)	AED 1,642.8 Mn (As of Jun'23: AED 1,036.3 Mn)	11.2% (As of Jun'23: 15.5%)
Earnings Per Share		
Fils 4.31 (YTD Jun'23 : Fils 2.71)		

REAL ESTATE INVESTMENT PROPERTIES



Deyaar Real Estate Investment properties are carried at a fair value of AED 871.6 million as of Q2'2024.

ASSETS HELD FOR SALE AND DEVELOPMENT



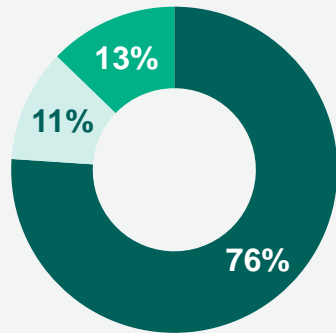
Deyaar Assets held for sale are valued at AED 969.6 million as of Q2'2024 (carried at Lower of Cost or Net Realizable Value).

KEY FINANCIAL HIGHLIGHTS YoY – 2024 vs 2023

Gross Revenue Mix by Segment (YoY)

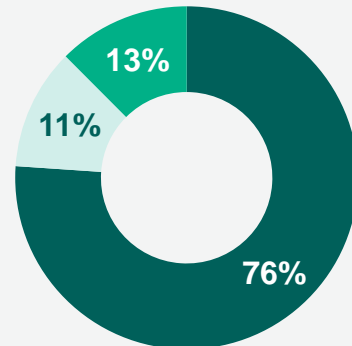
YTD Jun'2024 (A)

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



YTD Jun'2023 (A)

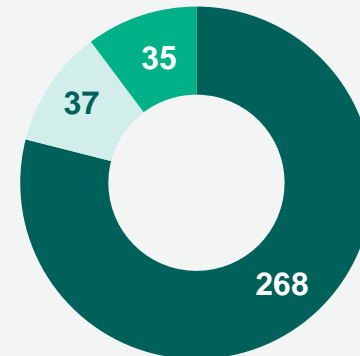
- Property Development
- Service Sector (PM, FM & DCM)
- Asset Management (Leasing, Hospitality)



Gross Revenue (AED Mn) by Segment (Q2'24 vs Q2'23)

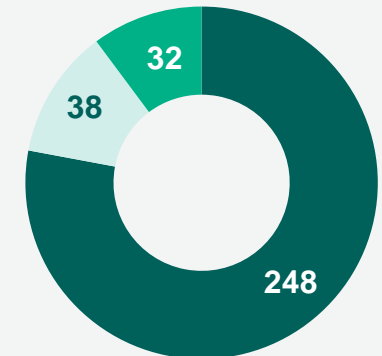
Q2'2024 (A)

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



Q2'2023 (A)

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



Key Highlights:

Q2' 2024 (A) Gross Revenue has increased due to increased sales and construction progress in ongoing projects, as well as increase in revenue of Asset Management division.

Pre-tax Net Profit for Q2'2024 (A) is AED 125 Mn compared to AED 62.1 Mn in Q2'2023 (A)



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 Junketing 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 1,166.3 Mn

Units Available for Sale:

580 Units

% Units Sold till Q2-24

99.7%

Expected Project Completion

Q4 - 2026

% Completion till Q2-24

5.3%



REGALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,037.2 Mn

Units Available for Sale:

911 Units

% Units Sold till Q2-24

100%

Expected Project Completion

Q1-2025

% Completion till Q2-24

63.4%



TRIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 665.8 Mn

Units Available for Sale:

711 Units

% Units Sold till Q2-24

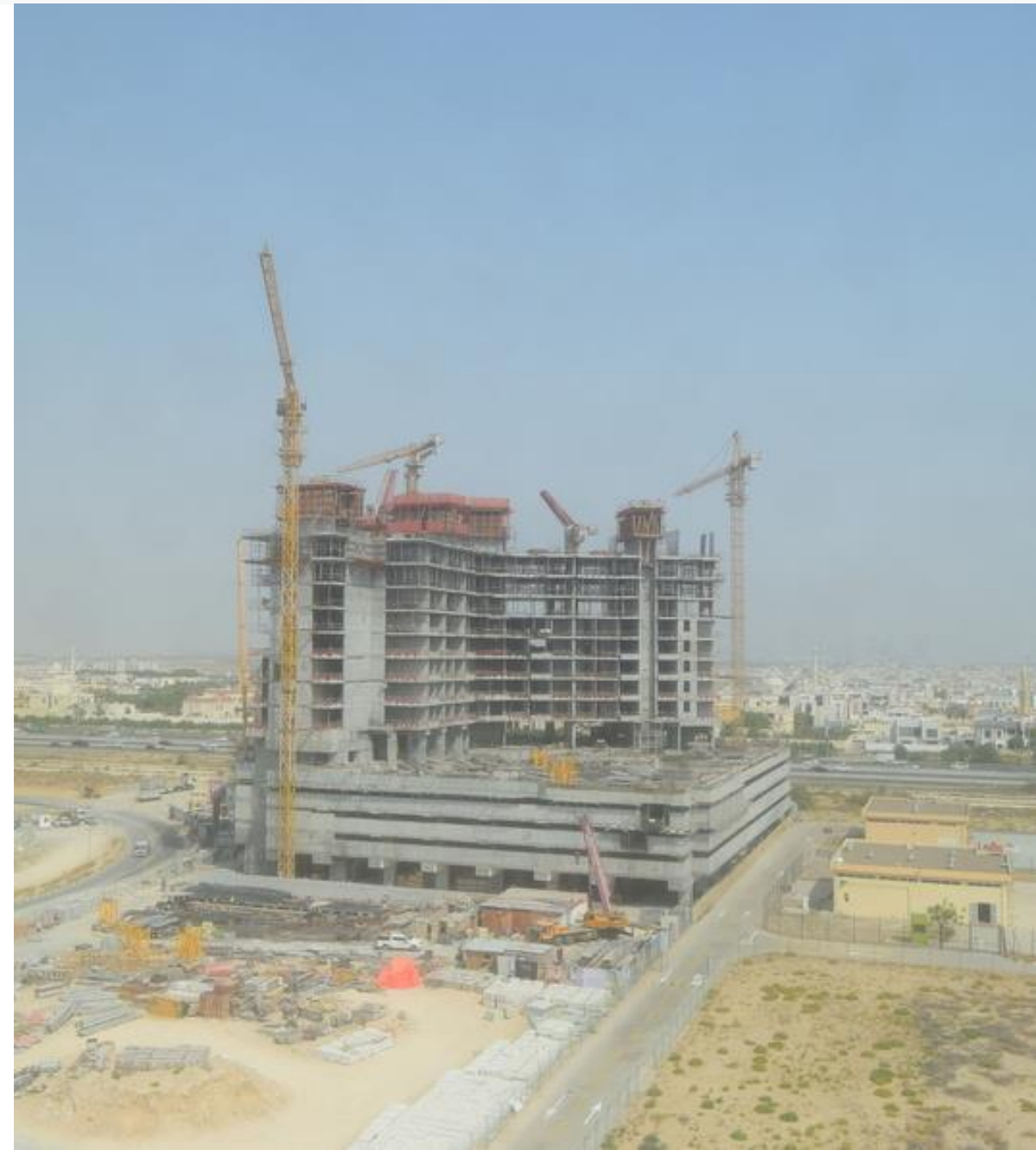
100%

Expected Project Completion

Q2 - 2025

% Completion till Q2-24

30.5%



ELEVE UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 1,037.2 Mn

Units Available for Sale:

814 Units

% Units Sold till Q2-24

34%

Expected Project Completion

Q2 - 2027

% Completion till Q2-24

Project Launched



JANNAT UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 378.9 Mn

Units Available for Sale:

360 Units

% Units Sold till Q2-24

69.4%

Expected Project Completion

Q2 - 2026

% Completion till Q2-24

7.4%



AMALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 105.1 Mn

Units Available for Sale:

95 Units

% Units Sold till Q2-24

100%

Expected Project Completion

Q1 - 2025

% Completion till Q2-24

34.2%



TALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 175.9 Mn

Units Available for Sale:

159 Units

% Units Sold till Q2-24

30.8%

Expected Project Completion

H2- 2025

% Completion till Q2-24

31.5%



ROSALIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 150.5 Mn

Units Available for Sale:

117 Units

% Units Sold till Q2-24

99.1%

Expected Project Completion

Q3- 2025

% Completion till Q2-24

24.1%



NOOR AND MESK UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 765.2 Mn

Units Available for Sale:

793 Units

% Units Sold till Q2-24

99.8%

Expected Project Completion

Project Completed

% Completion till Q2-24

100%



AFNAN & DANIA UPDATE

Type of Project

Residential Apartments

Total Sales Value:

AED 940.7 Mn

Units Available for Sale:

1229 Units

% Units Sold till Q2-24

99.8%

Expected Project Completion

Project Completed

% Completion till Q2-24

100%





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

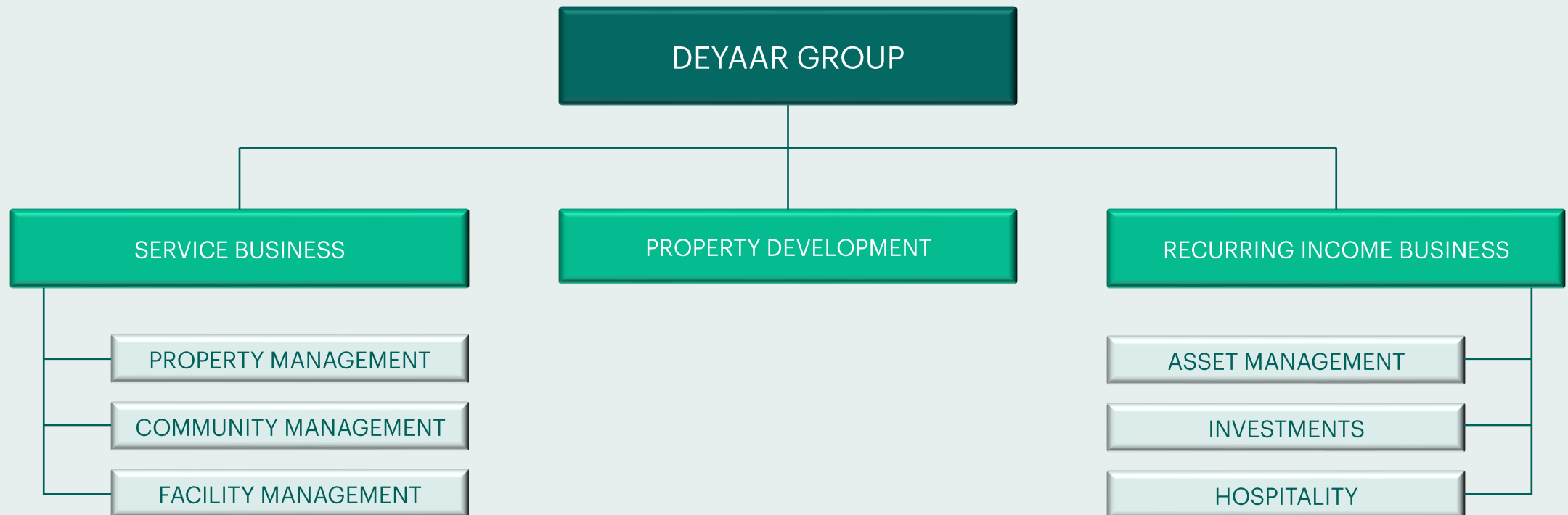
Ethical and transparent;
Enterprising and agile,
Trustworthy and reliable,
Quality and Value conscious
and committed to the
transformation of the UAE
under our leadership.

ORGANIZATION STRUCTURE



BUSINESS SEGMENTS

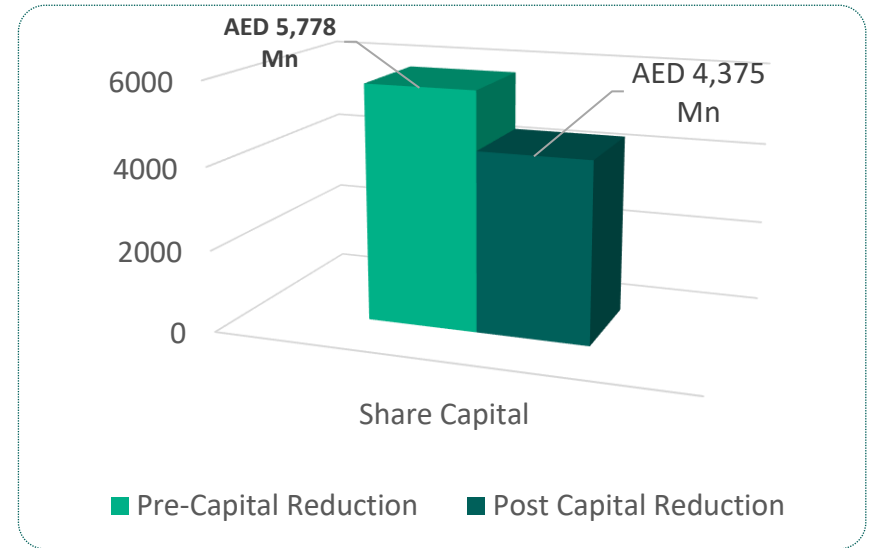
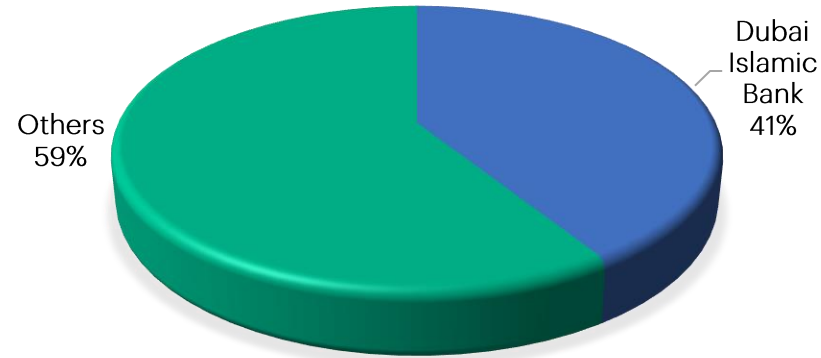
- Founded in 2002, Deyaar Development PJSC (listed in Dubai Financial Market) is one of Dubai’s leading property developers and real estate service providers in UAE, headquartered in Dubai.
- Deyaar has 7 divisions grouped into 3 main business segments with the current biggest contributor to revenue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





5. OWNERSHIP STRUCTURE & STOCK PERFORMANCE

OWNERSHIP STRUCTURE



In the General Assembly Meeting held on 27 July 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 Junket 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!