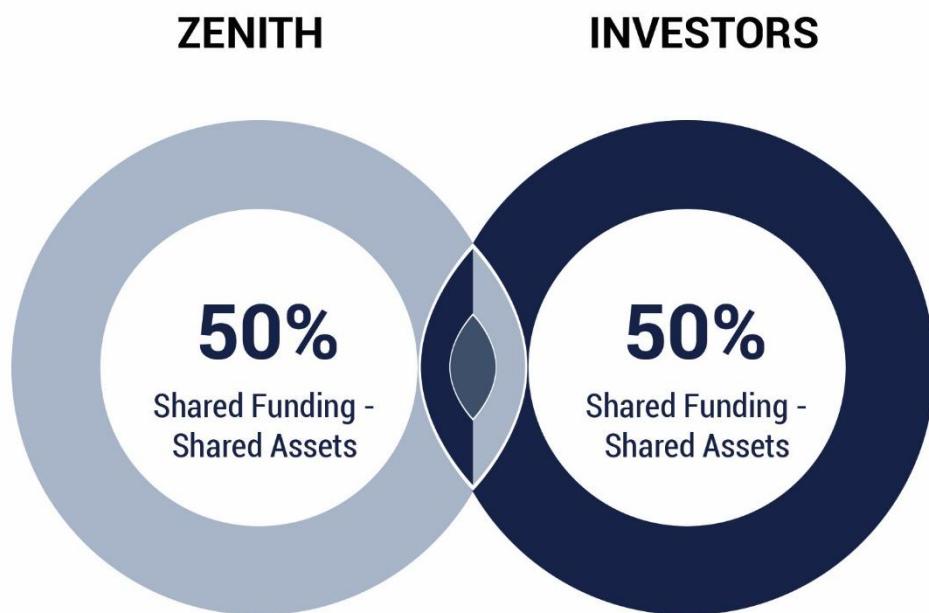




Your Partner in Property Development

Partnership in property development



ZENITH SUPPORT

- Off-Plan Sales & Marketing
- Full Development Execution & Management
- Access to Zenith's Project Portfolio & Facilities
- Cost Price Sharing Based on tendering

INVESTOR BENEFITS

- Above **100%** ROI/Profit Target in 2.5 Years
- Full Investment Security, Escrow Account Management
- Supervision Involvement & Co-Branding Authority

Partnership in property development

The investor and developer jointly contribute equal funding and receive asset shares from the project, leveraging their combined strengths to drive development, marketing, and sales

In this regard, both parties enter into a strategic partnership, progressing step by step to maximize mutual benefits and ensure the successful completion of the projects. The cost-sharing is outlined as follows

Step By Step To Develop Project		Developer	Investor
Searching for JV plots and conducting feasibility studies	50,000	50% payable	50% payable
Plot acquiring (Agent commission will be shared by both parties)	Plot Value	<i>Joint Venture with plot owner through zenith credit and portfolio and negotiation</i>	<i>Any upfront payment to plot owner if required, shall be made by the investor in exchange for a larger share</i>
Design, supervision & Interior By Zenith Only	5% ©	50% payable	50% payable
Development administration & Presentation By Zenith Only	7% ©	50% payable	50% payable
Project Management	3% ©	50% payable	50% payable
Bank Guarantee for opening escrow account.		Zenith leverages its credit to secure plots, enabling both parties to benefit from the JV.	Investor to provide 20% bank guarantee of construction cost for escrow account opening.
Construction cost evaluated through tendering by qualified contractors	Tendering	50% payable from short fall of off-plan sale	50% payable from the short fall of off-plan sale
Sales and marketing & Commission	5%	50% payable	50% payable

Note 1: Both parties shall receive the remaining asset shares, after allocation to the plot owner, on a fair basis of 50% each. If the investor has made upfront payments to the plot owner, the investor shall be entitled to receive a corresponding portion of the plot owner's asset share.

Note 2: The sellable area cost shall be finalized at the project completion stage, with an initial rate determined during feasibility, revised upon design approval, and adjusted after contractor finalization.

Note 3: If a party defaults for more than 30 days, or if asset sales do not cover project expenses, the other party may purchase their share at development cost, as per the agreed formula. Full terms will be detailed in the agreement

Note 4: If the investor is unable to provide a bank guarantee, they shall deposit 20% of the construction cost into the escrow account as an advance contribution. This amount will be deducted from their committed 50% share in each interim construction payment.

Note 5: Whereas Zenith prioritizes risk management and project quality, in the case of construction tendering, Zenith shall have the right to undertake the project at up to 5% above the average tender price quoted by qualified companies

Note 6: AED 1,000,000 deposit held by Zenith, refundable upon bank guarantee for escrow payment.

Case Study

Details of a plot in Dubai South are as follows:

Land/ Plot : 45,000 FT² | Residential | G+6

GFA / Sealable Area: 111,000 FT²

Total Build-up Area: 170,000 FT² (Including Parking, pools)



Plot Owner Share: 35 % of GFA (38,850 FT²)

Investor Share: 32.5% of GFA (36.075 FT²)

Developer Share: 32.5% of GFA (36.075 FT²)

Total Development Cost: 65 million Dirhams (Excluding plot cost)

- CONSTRUCTION COST: 310 AED/ FT²
- DESIGN: 5% OF CONSTRUCTION VALUE
- GOVERNMENT: ESTIMATED 2.5M AED
- VAT TAX: 5% OF CONSTRUCTION
- AGENT FEE: AED 2M: MIN. TWO AGENTS, 3% LAND, AND 3% INVESTOR ACQUISITION.
- PROJECT MANAGEMENT: 3% OF CONSTRUCTION
- DEVELOPMENT ADMINISTRATION & MARKETING PRESENTATION: 7% OF CONSTRUCTION VALUE

SALE VALUE: 1,500 AED/FT² | 72,150 FT² X 1,500 AED/FT²: 108.2M AED

(EXCLUDING PLOT OWNER SHARE)

COMMISSION TO AGENT: 5% OF SALE: 5.4M AED

PROFIT: 35M AED

ROI Calculation

- Pessimistic view: Sales occur only after the full development cost is paid.
35M profit / 65M (equity) | ROI: 53.8%
- Realistic view: Sales begin once 20% of the development cost is paid.
35M Profit / 13M (equity) | ROI: 269%
- Optimistic view: Sales start with a bank guarantee (BG), and only 5% of the development cost is paid.
35M Profit / 3.2M (equity) | ROI: 1094%

Note 1: The profit or asset share shall be divided between the investors and the developer.

Note 2: The price is considered fixed, without market inflation, which ensures a higher profit.

Note 3: Rental income is estimated at 15% per annum.

Note 4: Project duration: 2.5 years (6 months design + 2 years construction).

Note 5: With Zenith's value-added services, branding, and full in-house capabilities, sales success will be maximized and risks effectively mitigated.

Who is Zenith

Zenith, founded in 2006, is a fully integrated property development company that has delivered over 50 projects in Dubai. Through its 15 group companies, Zenith provides comprehensive services including design, construction, development, and post-handover management.



Zenith Projects

