



Press Release

Emaar launches urban cosmopolitan, fully-serviced Vida Residence Downtown Dubai

- *57-storey tower comprising 320 apartments situated on 3-storey podium, which offers an array of restaurants, shops, and amenities*
- *Vida Residence Downtown Dubai to offer stunning prime views of Burj Khalifa, The Dubai Fountain, Mohammed Bin Rashid Boulevard and The Old Town*
- *Vida serviced residences mark youthful vitality and appeal to the business-savvy and trendy*
- *Vida Residence Downtown Dubai to launch in Dubai, Abu Dhabi, London and Baku; dedicated showcase in Riyadh on January 18, 2014*
- *Online registration for 1-, 2-, 3-, and 4-bedroom apartments commences on January 15, from 10am, at www.emaar.com for Dubai and Abu Dhabi*
- *First come, first serve basis for London and Baku launch and Riyadh showcase*

Dubai, UAE; January 14, 2014: Following the successful launch of Vida Residence, The Hills, Emaar Properties has launched the second serviced residence project under the upscale hotel concept Vida brand in Downtown Dubai, the company's flagship mega-development.

Defined by the urban cosmopolitan, avant-garde, and vibrant energy of Vida Hotels and Resorts, Vida Residence Downtown Dubai features 320 units, including 1-, 2-, 3-, and 4-bedroom serviced apartments.

The 57-storey Vida Residence Downtown Dubai will be linked directly to Vida Downtown Dubai via an air-conditioned glass bridge, giving residents seamless access to the world-class hotel.

With all homes to be serviced by Vida Hotels and Resorts, Vida Residence Downtown Dubai combines stylish, world-class design with contemporary finishes and fittings, in an elegant architectural expression in stone and glass, inspired by 1920s New York art deco. Residents will have access to modern amenities including a swimming pool, fitness centre, and a dedicated area for children, set within the 3-storey podium.

The property is set apart by the exceptional views it offers to residents of Mohammed Bin Rashid Boulevard, the thoroughfare that encircles Downtown Dubai; The Dubai Mall, the world's largest shopping and entertainment destination; Sheikh Zayed Road; Burj Khalifa, the world's tallest building, and The Dubai Fountain, the world's tallest performing fountain.

Vida Residence Downtown Dubai will also provide residents with easy access to the diverse dining outlets and varied retail options that line Mohammed Bin Rashid Boulevard, such as La Serre, the rustic Parisian Boulangerie and café.

Ahmad Al Matrooshi, Managing Director, Emaar Properties PJSC, said: "The Vida Residence brand has set a new benchmark in innovative design and aesthetics that appeal to discerning customers. Offering all outstanding amenities and the exemplary service provided by Vida Hotels and Resorts, Vida Residence Downtown Dubai will appeal to young professionals and families who will become part of a vibrant community, and one of the most sought-after lifestyle destinations in the city."



Emaar will launch Vida Residence Downtown Dubai in several cities on January 18, 2014, including Dubai, Abu Dhabi, London, and Baku, along with a dedicated showcase in Riyadh.

Potential investors can register their interest for homes in Vida Residence Downtown Dubai online at www.emaar.com from January 15. The sales on January 18, for Dubai will be held at the Emaar Sales Centre in Emaar Square, Downtown Dubai and in Abu Dhabi, at the Emaar Sales Centre in Al Nahda Tower, from 1pm; at the InterContinental London Park Lane, from 9am; the Fairmont Baku, from 1pm; and the showcase in Riyadh will be held at Al Faisaliah Hotel, from 12pm.

For more information please call, +9714 366 1688 (International) or 800 36227 (UAE), or email globalsales@emaar.ae.

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Note to Editors

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in the Middle East, North Africa and Asia. A provider of premium lifestyles through its world-class portfolio of integrated communities, the company also has proven competencies in shopping malls & retail, and hospitality & leisure. Burj Khalifa, the world's tallest building, and The Dubai Mall, the world's largest shopping and entertainment destination, are among Emaar's trophy developments.

Emaar is currently expanding The Dubai Mall's Fashion Avenue by 1 million sq ft and also redefining the cultural scene of the city with The Opera District in Downtown Dubai, to feature the city's first opera house and several art and design galleries. The company is partnering with Meraas Holding to develop Dubai Hills Estate, the first phase of Mohammed Bin Rashid City (MBR City). Emaar and Dubai Holding have also joined hands to develop a magnificent 1,500-acre mixed-use waterfront development within MBR City that draws inspiration from the Dubai Creek.

Among other mega-projects of Emaar is the King Abdullah Economic City in Saudi Arabia the region's largest private sector-led project. Emaar is also the largest foreign direct investor in India's real estate sector and its joint venture has a country-wide presence covering the residential, commercial, retail and hospitality sectors. www.emaar.com

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