CÔTE D'AZUR

THE HEART OF EUROPE

The Heart of Europe

THE WORLD
DUBAI

KLEINDIENST
GROUP

"EUROPE HAS NEVER BEEN SO CLOSE TO DUBAI WITHOUT HAVING TO TAKE A SINGLE FLIGHT"

Josef Kleindienst
Chairman, Kleindienst Group

WHY DUBAI

One of the fastest growing cities in GDP rates as well as diversity

first country in the Middle East to host a world expo (Expo 2020 DUBAI) approx. 25M expected visits

A multi-cultural economy, 92% of the population are expats

Ease of business set up

Safe and very sound

Open and free system

Stable currency

0%

Zero income tax

World-class infrastructure

Highly liquid property market

Strong capital appreciation

100%

100% Foreign ownership; repatriation of capital and profits

Readily-available financing options

Some of the highest rental yields in the world

224bn

Almost AED 224 Billion in property investments for 2018

WHY KLEINDIENST

30

Established over 30 years ago in Austria and Hungary and present in Dubai since 2003

Diverse portfolio of business and portfolio of products

Kleindienst Group is the largest European developer in Dubai

Contributing to DTCM target of adding 40,000new hotel rooms by 2020

In line with The World's vision to bring the best of European experiences to Dubai

$ 5bn

Largest European real estate company in Dubai

Attractive investment opportunities – diversified portfolio

With more than 2,000 employees

Second-home real estate market in a touristic destination

100% ROI GUARANTEED

9%

Direct foreign investment from Austria to UAE

100% COMPLETION GUARANTEE

Through escrow funding

KLEINDIENST
OUR PORTFOLIO

KLEINDIENST GROUP

The Heart of Europe – The World Dubai

The Heart of Europe is an exclusive European-style hospitality resort located 4km from the coast of Dubai. Providing authentic European experience in the Middle East.

The Floating Seahorse Villa

The Floating Seahorse, the world's first luxury underwater living experience with three levels, a top deck, sea level living area and underwater deck with bedrooms. The Floating Seahorses will be located at St Petersburg Island, part of The Heart of Europe.

JK Yacht

JK Yachts is an exclusive boat-builders dedicated to providing luxury watercraft and floating structures for The Heart of Europe and The Floating Venice.

JK Properties

JK Properties offers real estate solutions and services specializing in residential and commercial leasing and sales in Dubai's most sought after locations.

Austria Business Center

A global network of state-of-theart, professional business facilities covering every corporate requirement in some of the world's top locations, including Dubai.

JK Bauen

JK Bauen is a family orientated full construction services company based on values, long term vision and financial independence

OUR PHILOSOPHY

VISION

Building the future's most iconic solutions and experiences to our stakeholders by delivering innovation and quality.

MISSION

Pioneering and creating new concepts in real estate and hospitality to change and advance the landscape of the real estate development in the world.

VALUES

AMBITION

To think beyond conventional boundaries to achieve success.

INNOVATION

Create intelligent solutions and deliver innovative concepts.

QUALITY

Delivering excellence all the time.

PASSION

Relentless drive to deliver and succeed.

WHY

THE HEART OF EUROPE

The Heart of Europe is pioneering the second home market and an unrivalled, innovative, world-class tourist destination on six coral-rich islands in The World, sustainably celebrating the best of European experiences & culture in Dubai.

The Heart of Europe, part of the Kleindienst Group, is a celebration of the best European experiences in an unrivalled holiday home destination comprising six islands – Germany, Sweden, St Petersburg, Switzerland and Main Europe - with 13 hotels and resorts including Portofino Hotel, Ikaria Hotel, Ibiza Hotel, St Petersburg Resort, Côte d'Azur, London Hotel, Nordic Hotel, Amsterdam Hotel, Munich Hotel, Empress Elizabeth Hotel, Marbella Hotel and Tsar Hotel.

The Heart of Europe is committed to delivering the best of European culture, heritage and lifestyle through traditional architecture, authentic experiences and innovative technology. The development is located in a cluster of six islands nestled in The World archipelago, 4km from the Dubai coastline.

The Heart of Europe brings never-seen-before experiences, including the world's first floating and underwater living experience, the first dedicated wedding hotel, and the world's first artificially engineered, climate controlled raining streets.

7

WORLD FIRSTS

- First Underwater Hotel with Gym and SPA
- First Dedicated Wedding Hotel
- First Floating and Underwater Living Experience
- First Coral Institute in the region
- First Dedicated 5-Star Family Hotel
- World's First Artificial Rainy Streets
- World's First Outdoor Snow Plaza

DISCOVER THE
TREASURED
ISLANDS

TAKE A MOMENT TO CATCH YOUR BREATH.

The World is visible from outer space, a collection of man-made islands that form a unique map of our planet. Surrounded by the Arabian Gulf, The World attracts a stunning variety of marine life all year round.

The Heart of Europe is a destination of 6 islands set against the backdrop of The World Islands, Dubai.

Arrival to The Heart of Europe is by boat, seaplane or helicopter.

We will run a shuttle service every 15 minutes for guests, with pick-up points from Dubai mainland.

THE HEART OF EUROPE

Located at The World islands, Dubai

Fantastic project location

4 km from Jumeirah 1 harbour
15 minutes by boat from the shores

Easy and fast accessibilty

Dedicated sustainable ferry
RTA Water Taxi

Jumeirah 1 harbour is centrally located and minutes away from landmarks in Dubai

10 minutes from Burj Khalifa

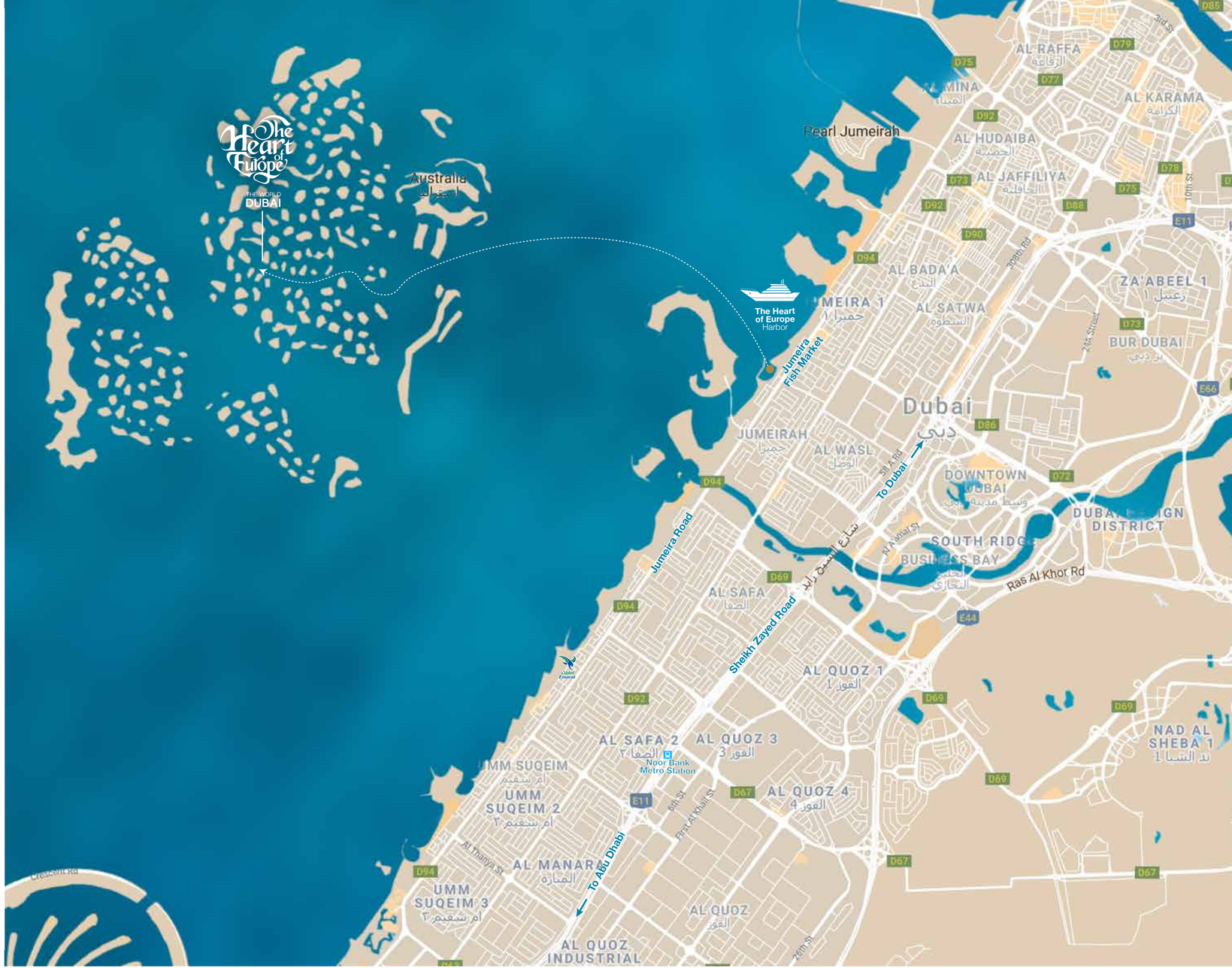
20 minutes from DXB

15 minutes from Business Bay

15 minutes from metro station

15 minutes from DIFC

35 minutes from Expo20 site



7 WORLD FIRSTS

- FIRST UNDERWATER HOTEL WITH GYM AND SPA
- FIRST DEDICATED WEDDING HOTEL
- FIRST FLOATING AND UNDERWATER LIVING EXPERIENCE
- FIRST CORAL INSTITUTE IN THE REGION
- FIRST DEDICATED 5 STAR FAMILY HOTEL
- FIRST ARTIFICIAL RAINY STREETS
- FIRST OUTDOOR SNOW PLAZA

7 ISLANDS

5Bn
USD PROJECT VALUE

4,000+
UNITS TO BE DELIVERED

2,000+
EMPLOYEES

4,000
JOBS TO BE CREATED

51+
YEARLY ATTRACTIONS

15
HOTELS & RESORTS

The Heart of Europe Masterplan

The Heart of Europe
THE WORLD
DUBAI
A celebration of the best European experience in an unrivaled holiday and second home destination.
CÔTE D'AZUR

993 Keys Hotel Complex

Sunset Beach Access

Squash Court

Pool Access

Retail and Shopping

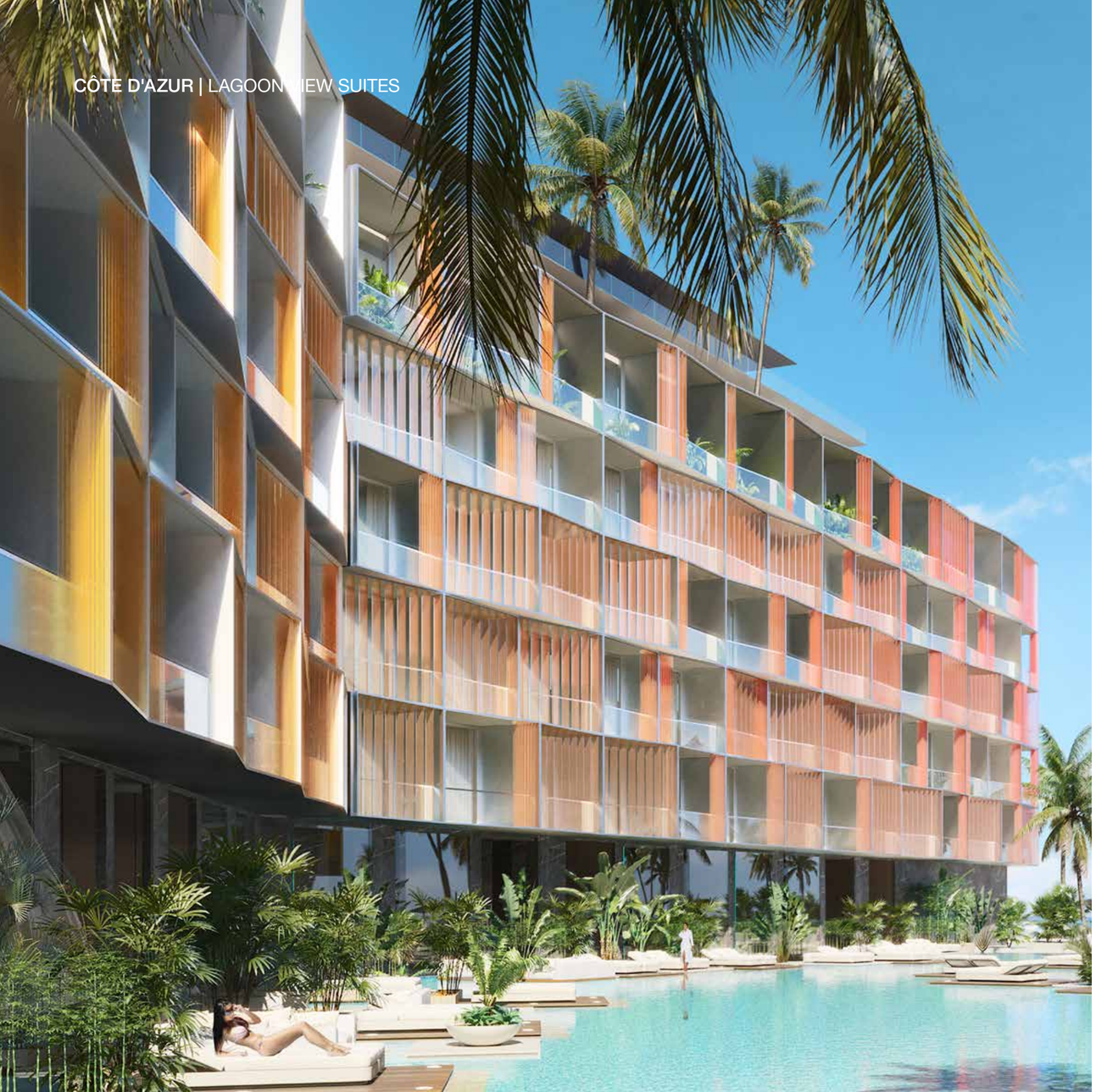
Sea and Pool View Suites

Underwater Museum

Gym

4
Lagoons, One for Each Wing

4
Swimming Pools



Billiards

Entertainment Hall

Table Tennis

Prayer Area

Pearl Diving

Bowling Hall

Sunrise and Sunset Yoga

Rainy Streets

Access to Snow Plaza

Short Walk to
the Amphitheatre

THE DESTINATON
IS THE JOURNEY

LET YOUR JOURNEY BEGUIN...

Welcome to the French Riviera and the Côte d'Azur *the Blue Coast*. Inspired by the vibrant playground of the rich and famous in the South of France, the lavish five-star luxury beach complex will be located on the prime beachfront of Main Europe Island.

The Côte d'Azur complex comprises of 4 five-star hotels, all named after the most famous and picturesque cities of the French Riviera: Monaco, Nice, Cannes and St. Tropez.

The Côte d'Azur design was driven by beautiful, modern Mediterranean architecture that echoes timeless style and features some of Southern Europe's most impressive architecture.

Located near the Main Gate and a short stroll from the majestic amphitheatre, this elegant hotel will play host to 992 suites including deluxe and super deluxe suites and seven duplex penthouses for an exquisite stay.

FORCES OF NATURE

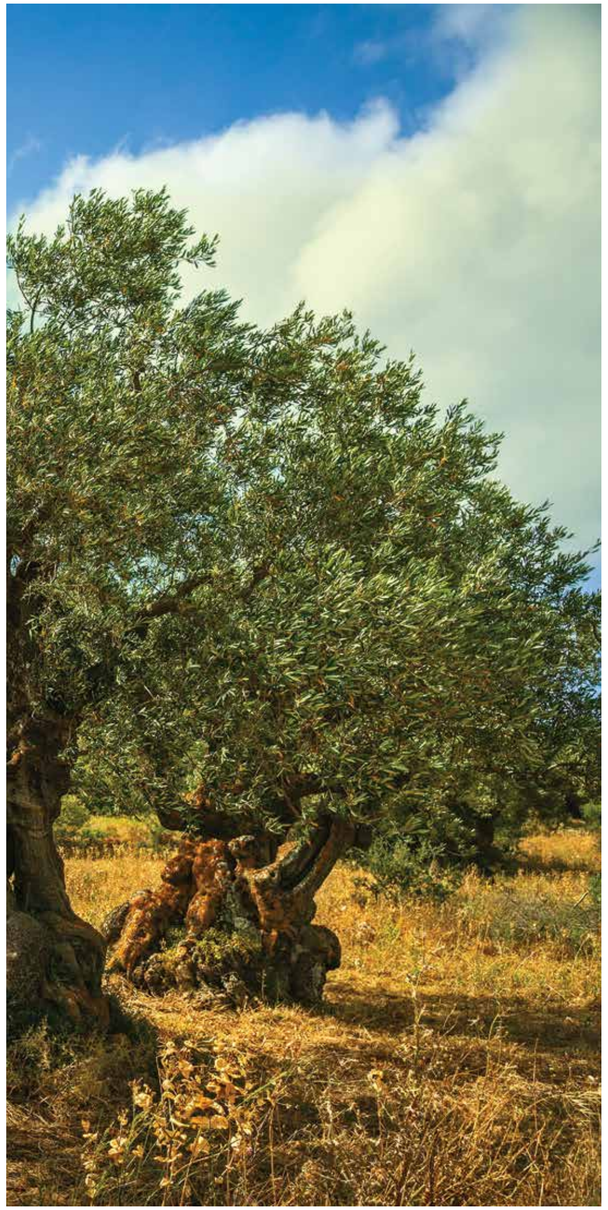
The Heart of Europe defies the impossible to pioneer new concepts. Where it doesn't exist, we build it, source it, invent it. This is the only place in the world where you can experience climate-controlled, outdoor streets with rain and snow, new coral reefs, underwater luxury living and the importing of ancient olive trees, some over 1,500 years old, from Andalucia in Southern Spain.

It is truly a magical destination making it the perfect place for a weekend getaway or holiday either as a guest or second home owner looking for a quick yet rewarding break just 20 minutes from shore. No two days can be the same if you want to explore the best that Europe has to offer.

RAIN ON DEMAND

Innovative technology and know how have successfully created the first climate-controlled streets in a resort. The weather is an important part of European culture and some apartments and suites will have a street view.

Looking out over narrow, cobbled streets, wondering whether to brave the weather, scoop up an umbrella and venture outside to feel cool rain on your skin as you walk through 300metres of climate-controlled pedestrian walkways. A memorable moment in an island setting before returning to the mainland desert.

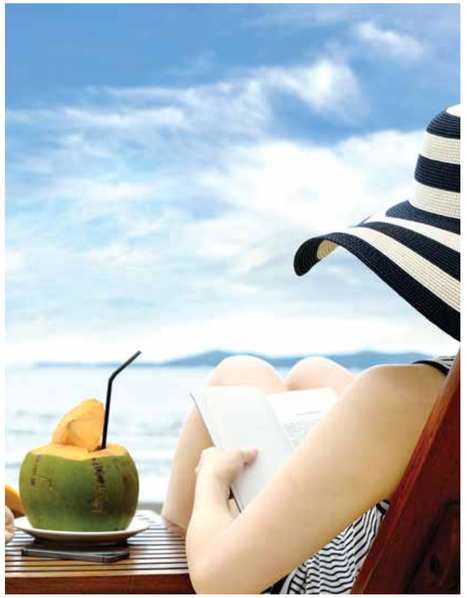


CRÈME DE LA CRÈME

Côte D'Azur will offer unique experiences and each resident and suite will command either a breathtaking sea and Dubai skyline views or the adjacent European styled street where you can find luxury boutiques, cafes, restaurants and much more.

The Côte D'Azur will be a sublime and elegant holiday destination for couples, families and groups and is perfectly located on the exhilarating island of Main Europe.

This is a fascinating world, familiar to those who have frequented the South of France and love the ocean, with picturesque courtyards, landscaped gardens, white sandy beaches, clear waters, children's clubs and all manner of waters sports including snorkelling, diving for pearls and the coral reefs, and sailing.



AMAZING IS EVERYWHERE

There are wonders and wow moments wherever you find yourself at The Heart of Europe.

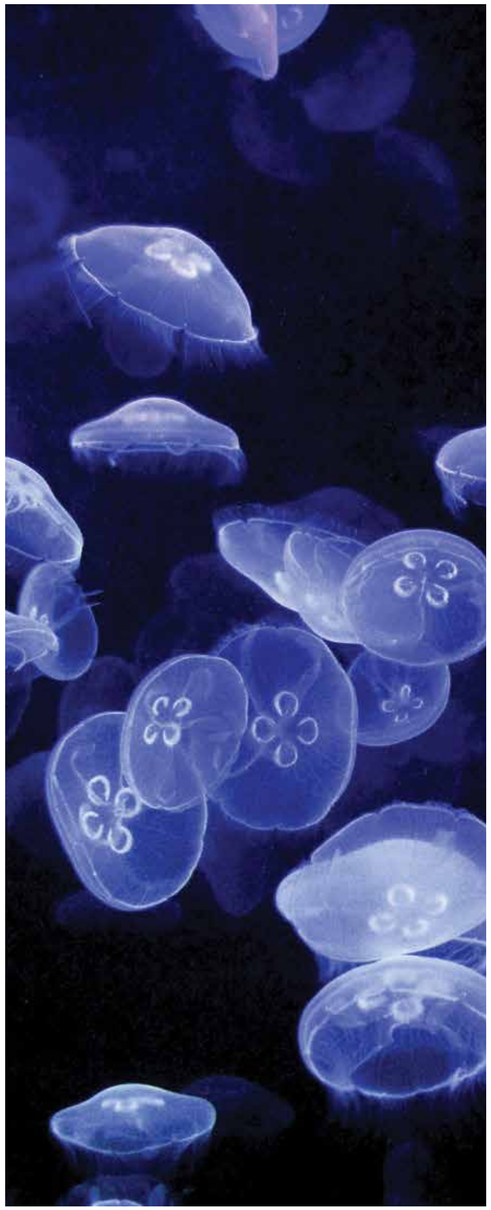
Be captivated and entertained by the underwater museum, take in the wonderful sights of spectacular nightly firework shows or the rush of beautiful corals, over 100,000 of them, exciting nightlife for all ages. Indulge in your favourite activities and take to the water to sail, dive and enjoy a complete European shopping experience with the best brands in the world.

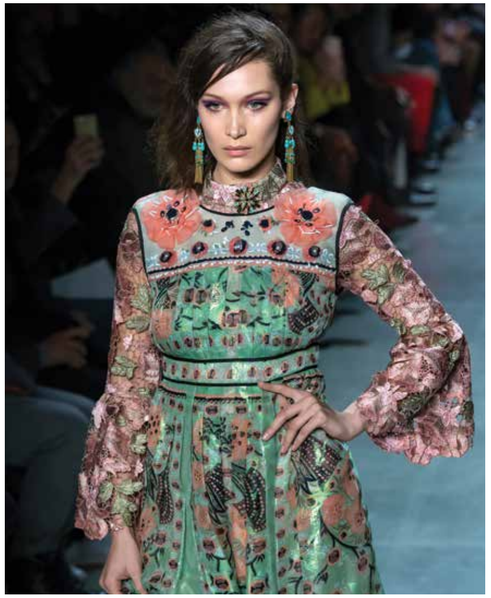
OVERVIEW OF FACILITIES

Sea view suites
Lagoon view suites
Swimming pools
Beach access
Entertainment area
Fitness Facilities
Squash Court
Retail shops
Rainy streets
Access to Snow Plaza

RESTAURANTS

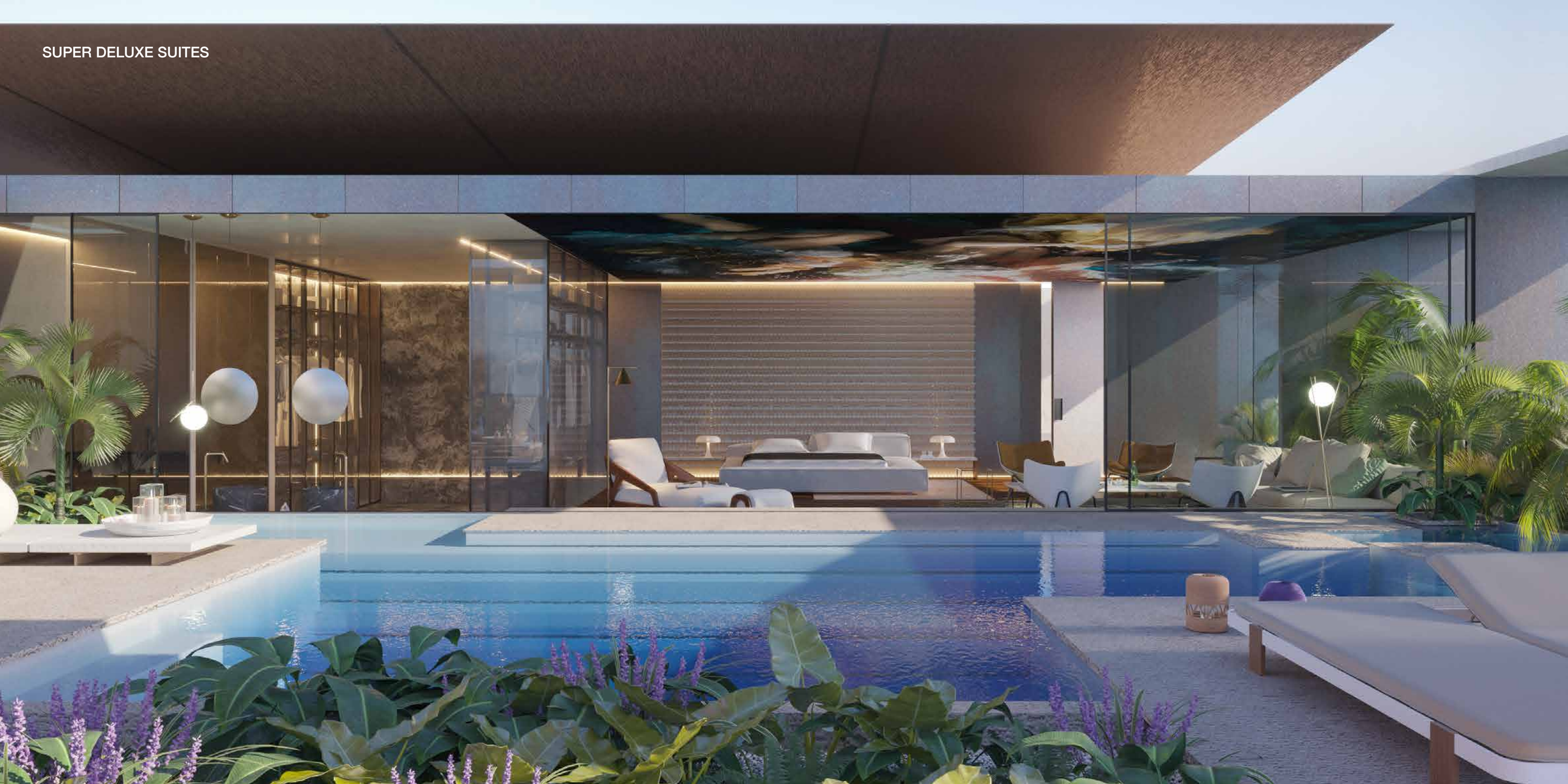
Bistro Des Iles A classic French Bistro
Levant or Andalo: A Mediterranean restaurant
La Provence: A signature restaurant
Absinthe Lounge A luxury champagne and piano bar
La Boulangerie: All day dining
Pool and Beach Club/Lounge
Lobby Lounge
Occitania Café & Restaurant (Austrian touch)





LA PROVENCE, SIGNATURE RESTAURANT

SUPER DELUXE SUITES

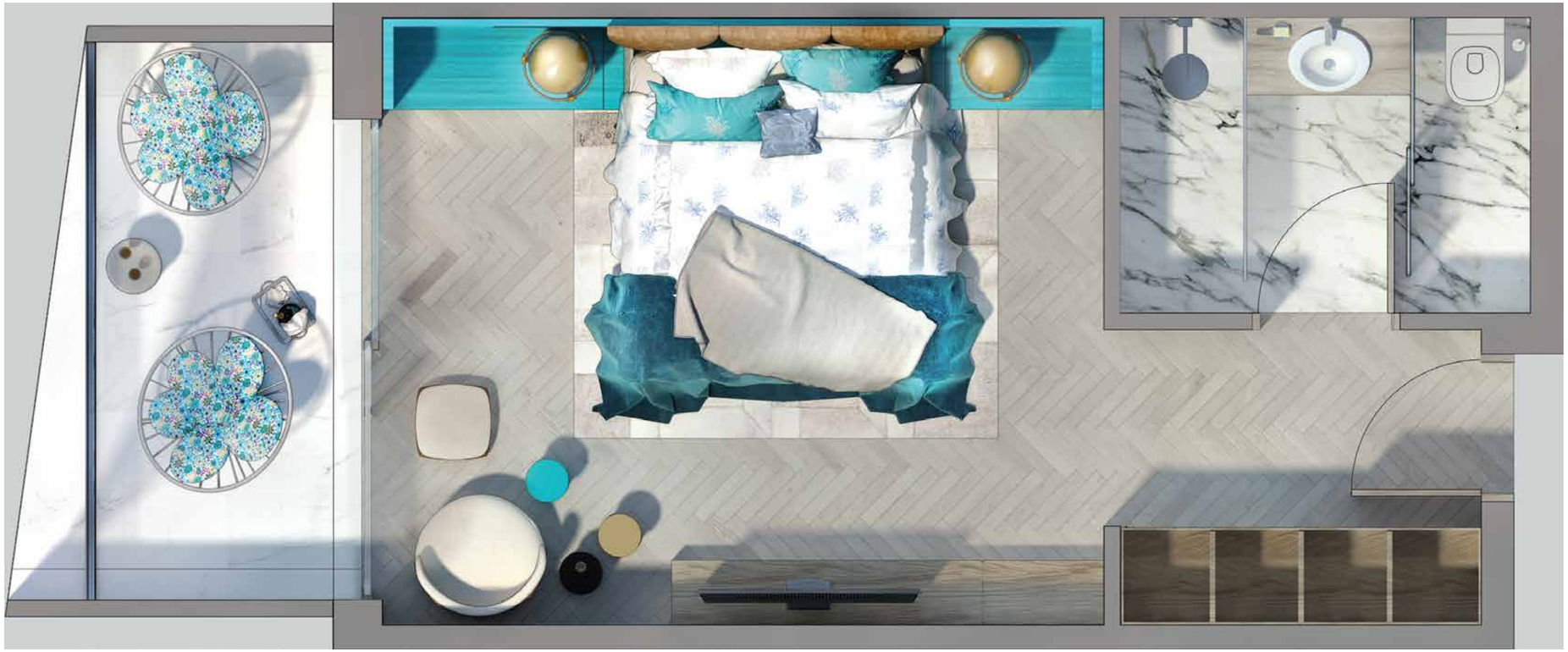


CÔTE D'AZUR FLOOR PLANS

CÔTE D'AZUR

4 HOTELS

1. Monaco
2. Nice
3. Cannes
4. St. Tropez



Cote d'Azur - Deluxe Suites

Total Area: 57 sq.m | 457-480 sq.ft

Viewing Deck | Outdoor Lounge Area | Bedroom | En-suite Bathroom

Cote d'Azur - Deluxe Superior Suites

Total Area: 114 sq.m | 1,228 sq.ft

4 Viewing Decks | Outdoor Lounge Area | Bedroom | En-suite Bathroom
Living Room & Dining Area | Guest Bathroom

MONACO de DUBAI

THE HEART OF EUROPE

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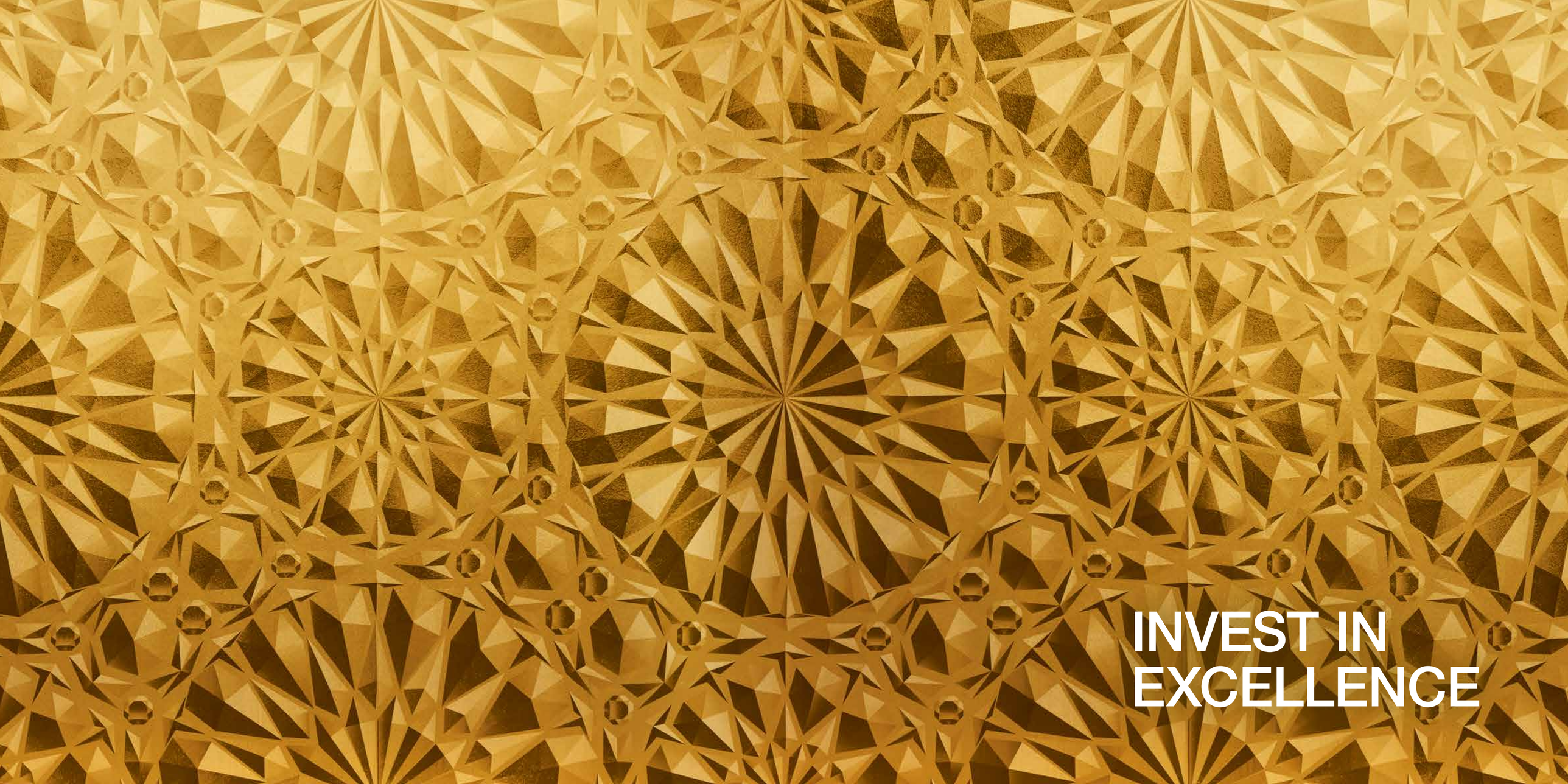
MONACO de DUBAI

THE HEART OF EUROPE

Floor Plan

AREA	SQM	SQFT
ROOM AREA	29.9616	322.5045
TERRACE	8.9970	96.8430
COMMON AREA	7.7917	83.8695
TOTAL SELLABLE AREA	**46.7503**	**503.2170**


INVEST IN
EXCELLENCE

INVEST IN EXCELLENCE

Dubai is one of the world's key points of connection. One-third of the global population lives within a four-hour flight. Dubai itself is consistently ranked as one of the world's most globalised cities. It is home to people of many nations, the world's busiest airport by international passengers served, and the world's largest man-made harbour.

The city has developed significantly over the last 40 years and is a magnet for international visitors, attracting 15.8 million travellers in 2017.

Where once there was sand, now there is one of the world's most modern urban landscapes, linked by multi-lane highways and a technologically advanced Metro and tram system. The city is a thriving centre for business. 70% of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual report for Ease of Doing Business in the Arab world.

There is no better place to invest in property and The Heart of Europe offers the very best premium you can expect.

One-third of the global population lives within a four-hour flight from Dubai

Fortune 500

70% of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual report for Ease of Doing Business in the Arab world

Dubai has the world's busiest airport by international passengers served

15.8 M

Nearly sixteen million tourists enjoyed and discovered the wonder of Dubai in 2017

The city has developed significantly over the last 40 years. Where once there was sand, now there is one of the world's most modern urban landscapes

Multi-lane highways and a technologically advanced Metro, tram and public transport system

EXPO 2020

The Expo 2020 edition is expected to lure 25 million visitors over 6 months. The event is likely to generate around $23 billion

KLEINDIENST GROUP

Kleindienst Group is committed to pushing the boundaries of achievement, pioneering new concepts in real estate and hospitality to deliver excellence.

Established over 30 years ago in Austria and Hungary and present in Dubai since 2003, Kleindienst Group is the largest European real estate company in Dubai with more than 1,500 employees over its diverse portfolio of businesses which include property development, construction, hospitality, property brokerage, and corporate business centres.

Kleindienst pushes the boundaries of innovation, creating new concepts such as Dubai's second-home real estate market in a touristic destination, as well as exceptional hospitality attractions and world firsts.

Kleindienst Group offers unique investment opportunities, attracting local and global wealth to support the UAE National Agenda 2021 and bolster the country's economic, commercial and touristic aims.

Kleindienst Group is committed to Dubai's vision to bring the best global experiences to the emirate and assisting in helping the DTCM meet its goal of adding 40,000 new hotel rooms by 2020.

The Heart of Europe THE WORLD DUBAI

THE FLOATING SEAHORSE VILLA

AUSTRIA BUSINESS CENTER

JK PROPERTIES

JK BAUEN

ESCROW ACCOUNTS

The Developer: THOE REAL ESTATE DEVELOPMENT LLC

Escrow Account: The Heart of Europe - Sweden Island

Bank Account Name
ESCROW AC THE HEART OF EUROPE THOE REAL ESTATE DEVELOPMENT LLC

Account No 001-582-0850359-01

Escrow Account: The Heart of Europe 1 - Germany Island

Bank Account Name
ESCROW AC THE HEART OF EUROPE 1 THOE REAL ESTATE DEVELOPMENT LLC

Account No 001-582-1004853-01

Escrow Account: The Heart of Europe 2 - Côte d'Azur/Portofino

Bank Account Name
ESCROW AC THE HEART OF EUROPE 2 THOE REAL ESTATE DEVELOPMENT LLC

Account No 001-582-1088355-01

Bank: Dubai Islamic Bank

THE HEART OF EUROPE
OTHER PROJECTS

Tzar Hotel

Category: 5*
Keys: 373
Location: Main Europe Island

Munich Hotel

Category: 5*
Keys: 82
Location: Main Europe Island

Ibiza Hotel

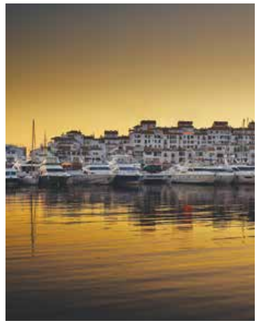
Category: 5*
Keys: 469
Location: Main Europe Island

NORDIC HOTEL

Category: 5*
Keys: 122
Location: Main Europe Island

London Hotel

Category: 5*
Keys: 115
Location: Main Europe Island



Marbella Hotel

Category: 5*
Keys: 196
Location: Main Europe Island

Empress Elisabeth Hotel

Category: 7* Experience
Keys: 1
Location: The Gate

Amsterdam Hotel

Category: 5*
Keys: 115
Location: Main Europe Island

Ikaria Hotel

Category: 5*
Keys: 220
Location: Main Europe Island