

GARDENIA BAY

BY ALDAR





YAS ISLAND

TO DUBAI
50 MINUTES >

< TO DOWNTOWN ABU DHABI
30 MINUTES

GARDENIA BAY

LOCATION MAP

- Lea Yas Island
- Yas Beach
- Yas Acres The Magnolias
- Yas Acres Golf Club
- West Yas
- Warner Bros. World™
- Yas Waterworld
- Yas Mall
- Ikea Abu Dhabi
- Yas Gateway Park North
- Yas Links Golf Course
- Ferrari World
- SeaWorld
- Water's Edge
- Yas Marina Circuit
- W Abu Dhabi
- Mayan
- Yas Plaza
- Yas Beach Club
- Yas Bay
- Eitihad Arena
- Al Zeina
- Al Muneera
- Al Bandar
- Al Hadeel
- Aldar HQ
- Al Raha Beach
- Khalifa City

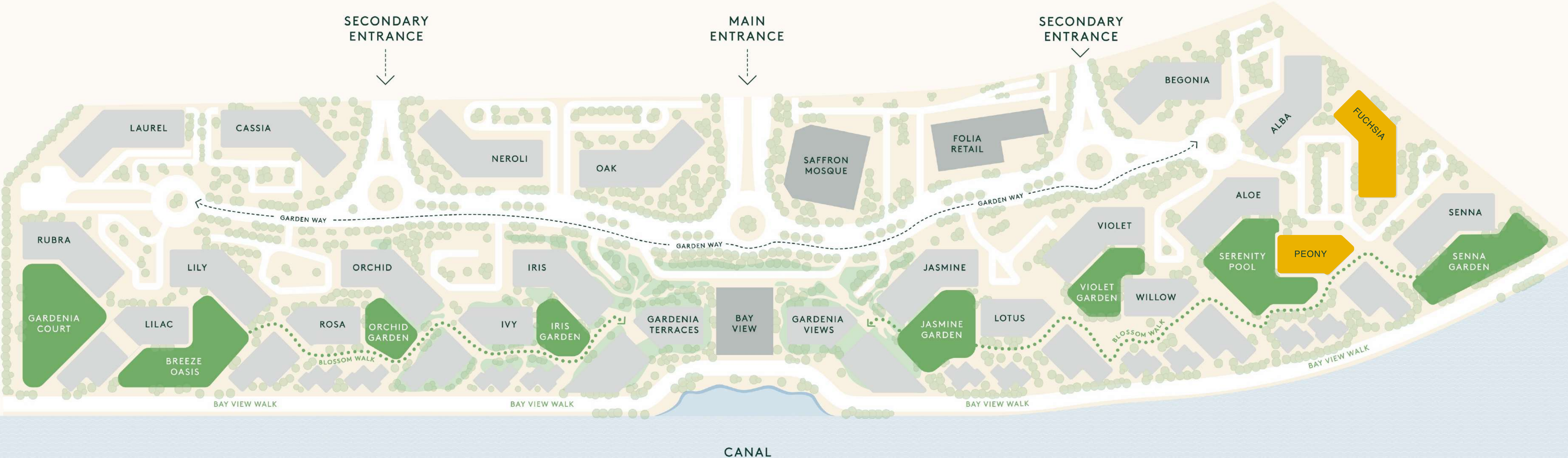


EVERYTHING
BUT ORDINARY



CLOSE TO
WORLD-CLASS
ATTRACTIONS

MASTERPLAN



MASTERPLAN





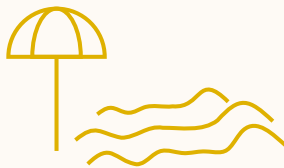
AMENITIES



Co-working spaces



Full-scale gym



Urban beach



Adult and kids' swimming pools



Pool cabanas



Kids' playroom



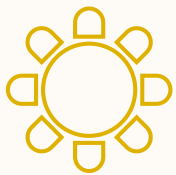
Lounge & library



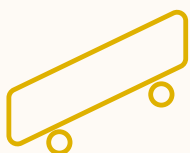
Juice bar



Coffee station



Communal dining & seating



Skate park



Outdoor kitchen



Walking trail



Fitness trail



Padel court



Basketball court



Dog park



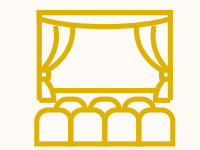
Community park



Outdoor yoga



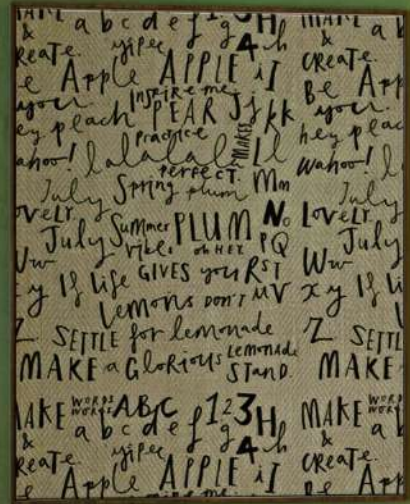
Fire pit



House cinema



LOBBY



YOU DON'T HAVE TO BE
PERFECT TO BE HERE

HOUSE CINEMA

GOOD
THINGS
COME
TO THOSE
WHO
SWEAT

GYM



SMILING... THE FLOWERS ARE BLOOMING

WORKSHOP





SPORT COURTS



TOWNHOUSES



KEY FACTS

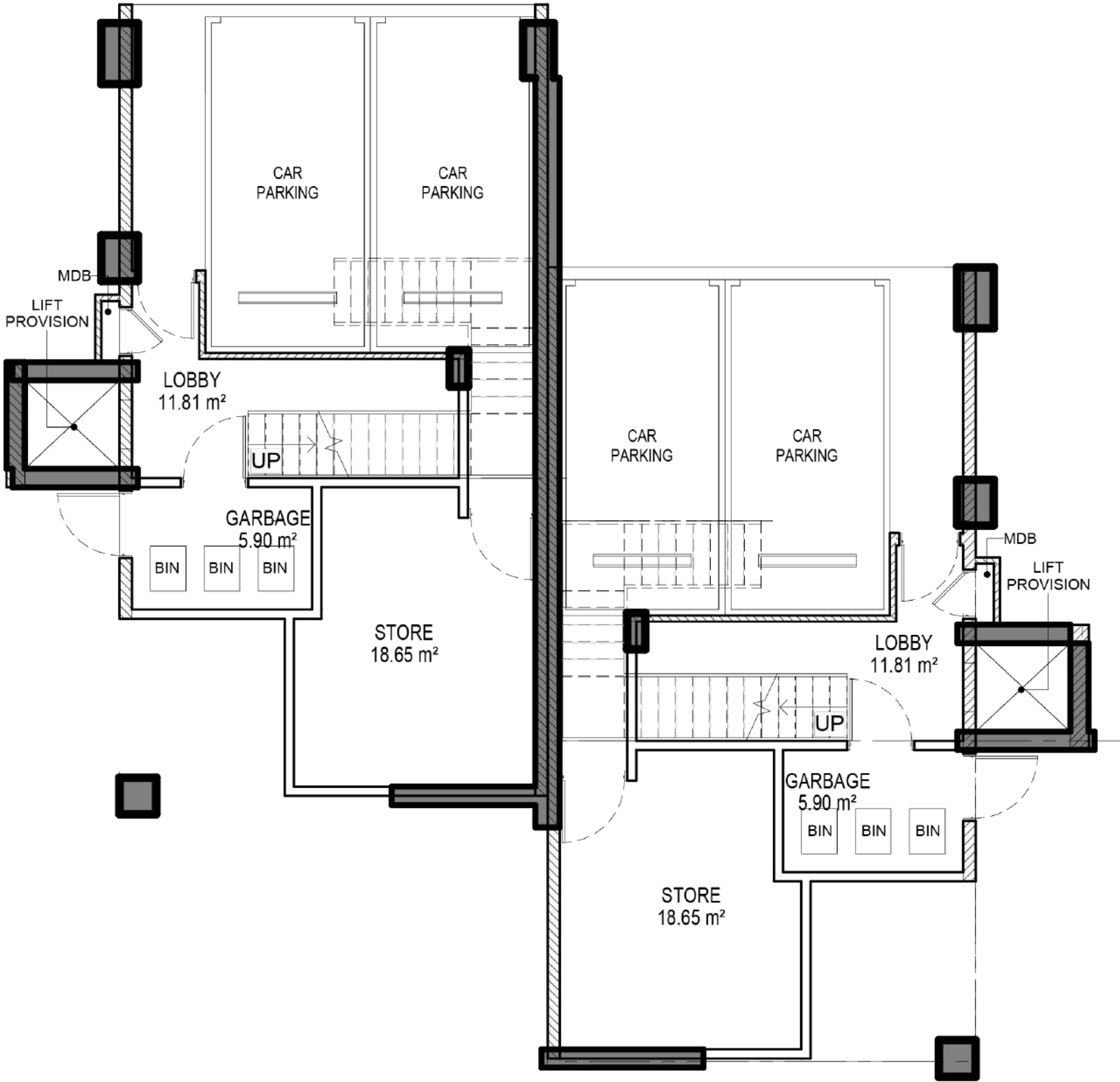
TOWNHOUSES

Unit Model	Total Units	Average of Saleable Area	Starting Price (AED)	Payment Plan	Down Payment
4BHK + M	12	304-328 sqm	5.5 M	50/50	10%



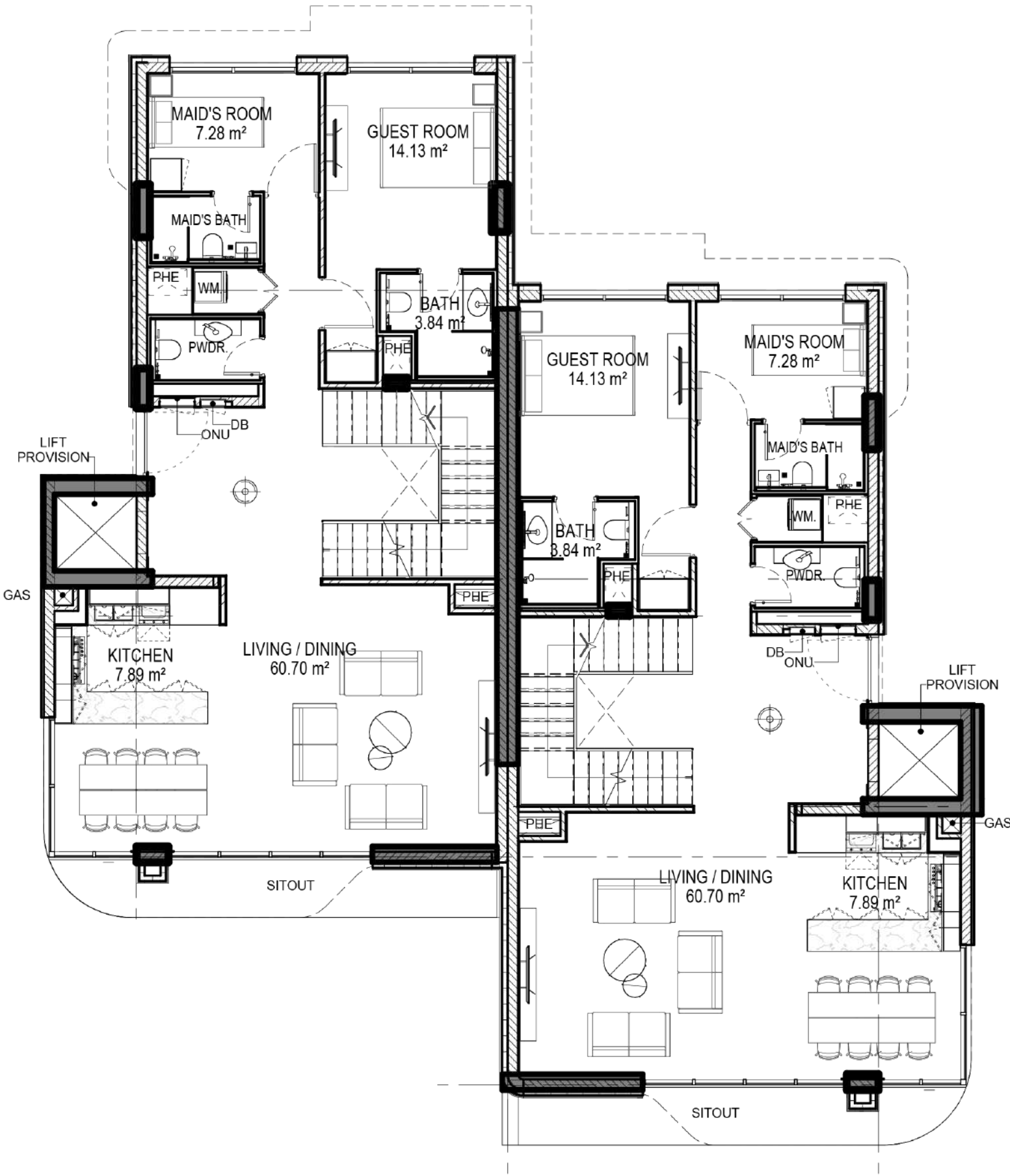
TOWNHOUSES FLOORPLANS

BASEMENT LEVEL 01



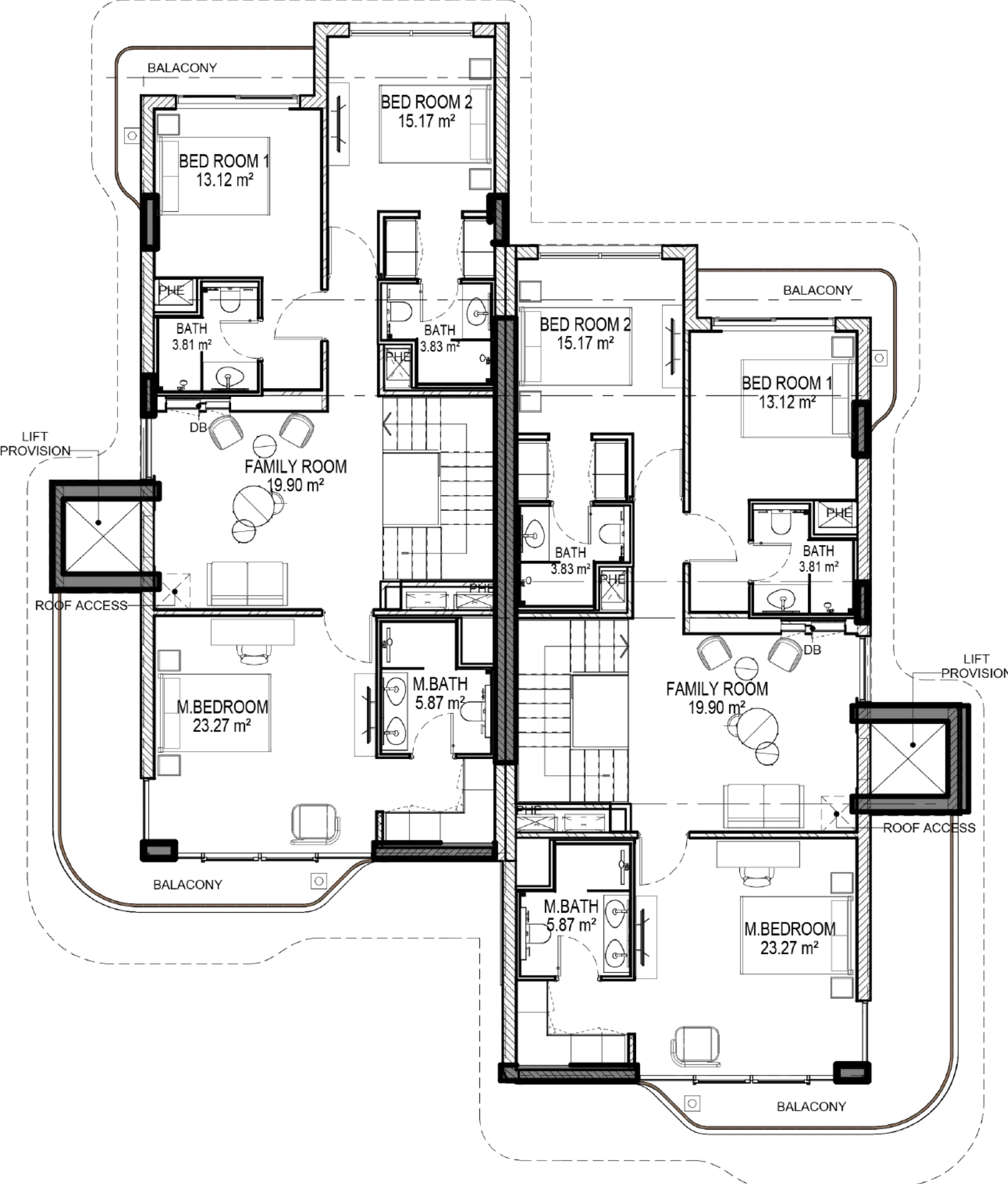
Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

GROUND LEVEL



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

LEVEL 01



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

SERVICE CHARGES & PARKING - TOWNHOUSES

Service charge calculated at:

AED 15.70 per sqft

AED 168.96 per sqm

Applicable to all residential units

All residential units have basement parking

2 spaces for Townhouses

Additional spaces available for purchase (subject to availability) at handover

APARTMENTS

AVAILABILITY

Unit Model	Fuchsia-B21	Peony-B19	Grand Total
Studio	46	10	56
1BHK	50	41	91
2BHK	18	19	37
2BHK+M	-	7	7
3BHK+M	9	13	22
Grand Total	123	90	213

PRICING

APARTMENTS

Unit Model	Total Units	Average of Saleable Area	Starting Price (iAED)
Studio	56	45	900 K
1BHK	91	77	1.4 M
2BHK	37	117	2.2 M
2BHK+M	7	142	2.8 M
3BHK+M	22	166	3.2 M

SERVICE CHARGES & PARKING - APARTMENTS

Service charge calculated at:

AED 15.70 per sqft

AED 168.96 per sqm

Applicable to all residential units

All residential units have basement parking

1 space for studios, 1BHK, 2BHK

2 spaces for 3BHK

Additional spaces available for purchase (subject to availability) at handover

FLOORPLATES

Peony

Typical Layout

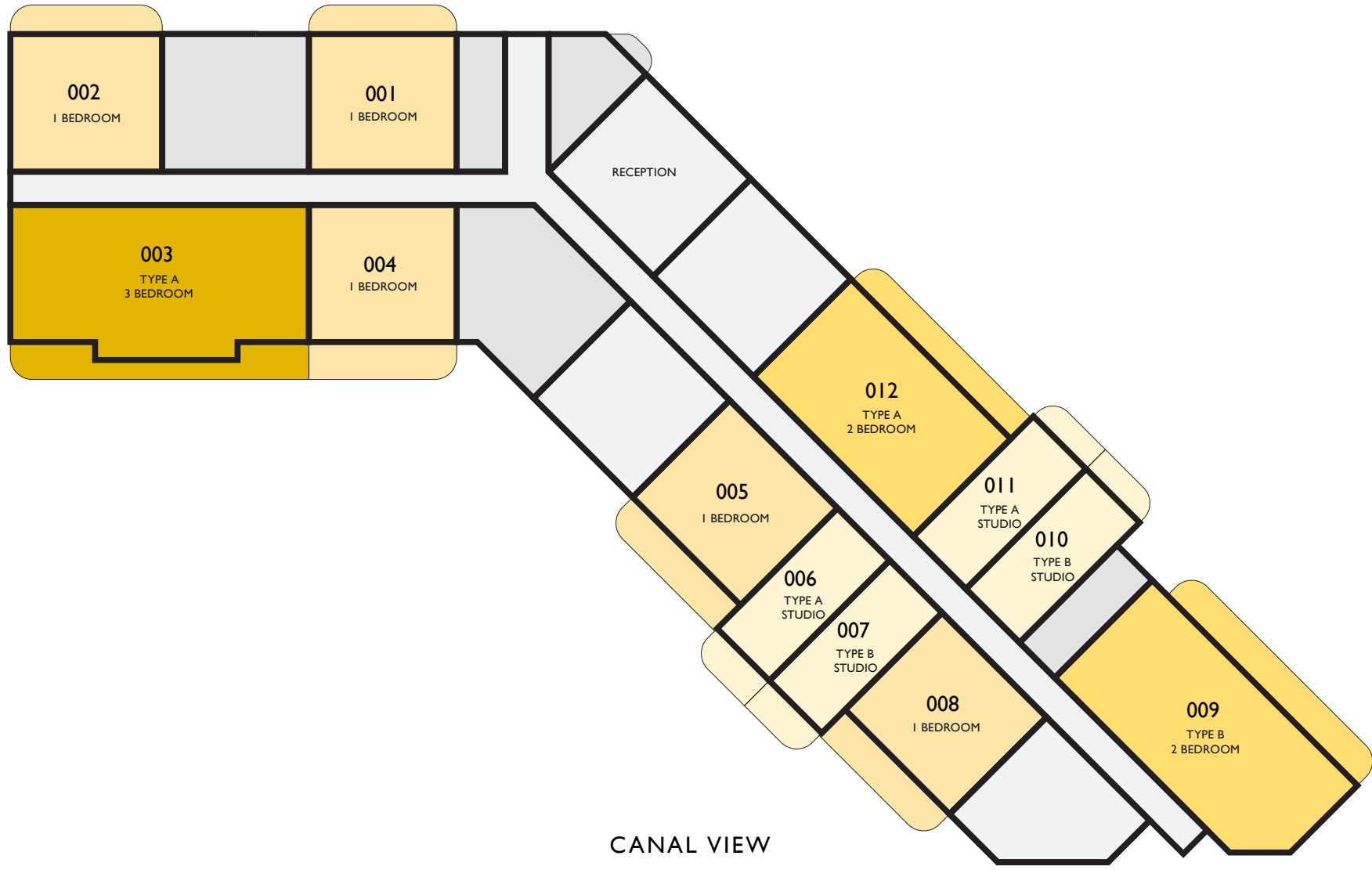
I-6 FLOORS

COMMUNITY VIEW



Ground Floor

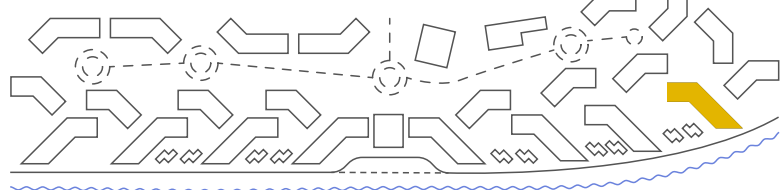
COMMUNITY VIEW



Key

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM
- COMMUNAL
- CORE

Site Plan

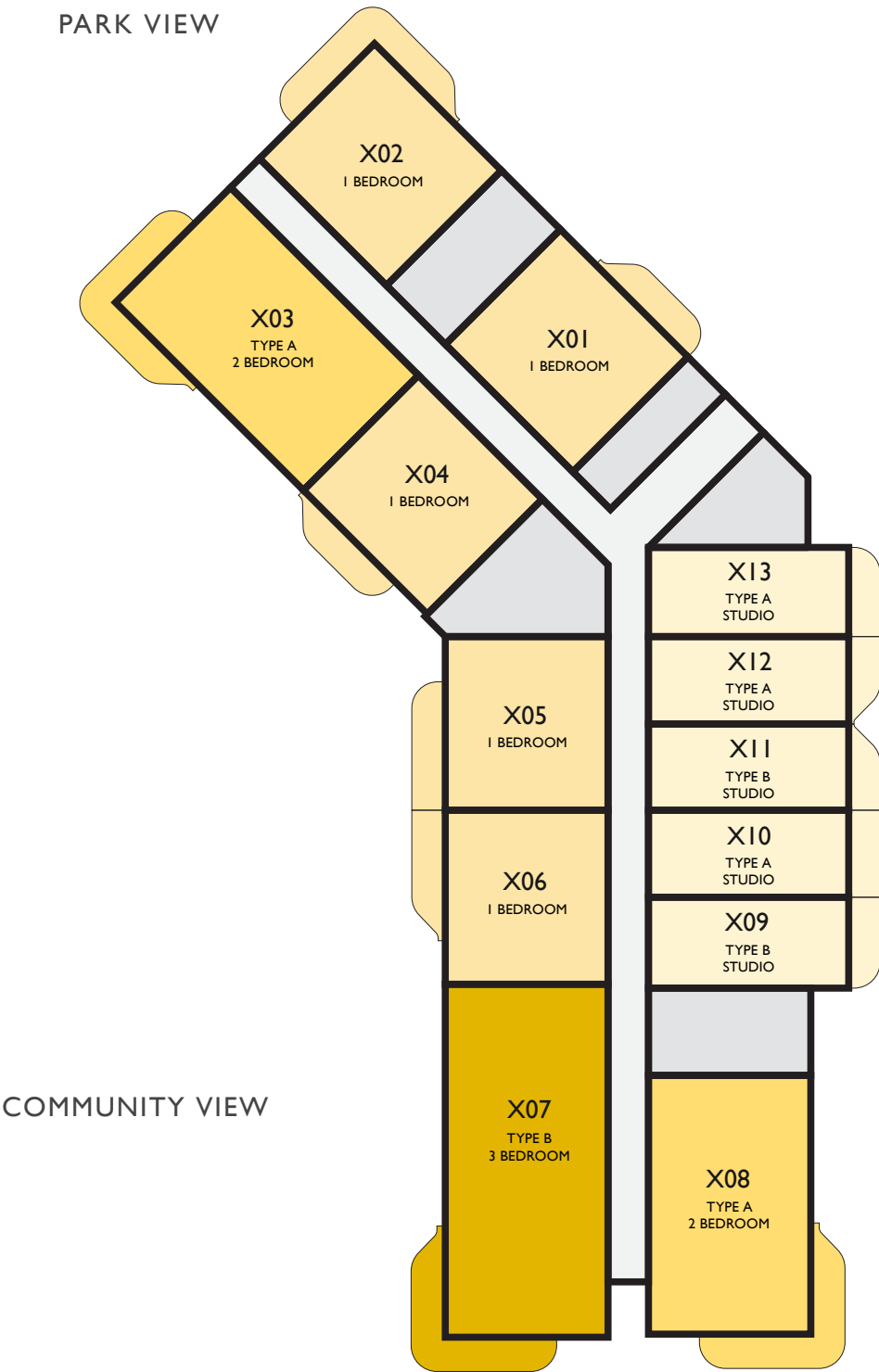


NOT TO SCALE. INDICATIVE ONLY.

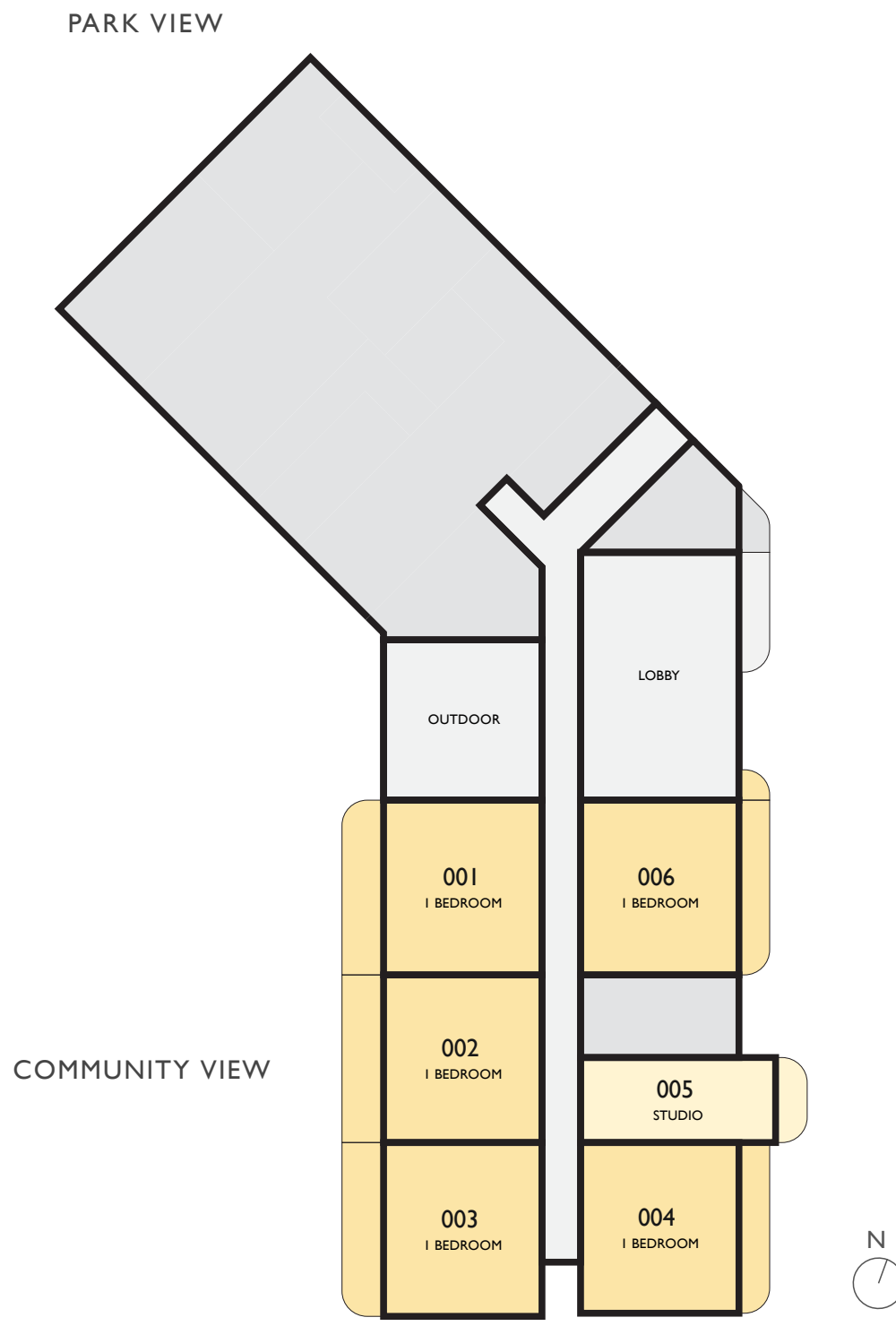
Fuchsia

Typical Layout

1-9 FLOORS



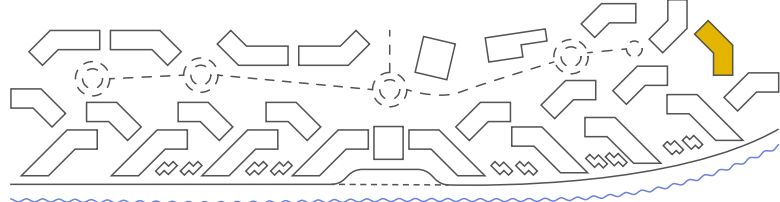
Ground Floor



Key

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM
- COMMUNAL
- CORE

Site Plan



NOT TO SCALE. INDICATIVE ONLY.

APARTMENTS FLOORPLANS

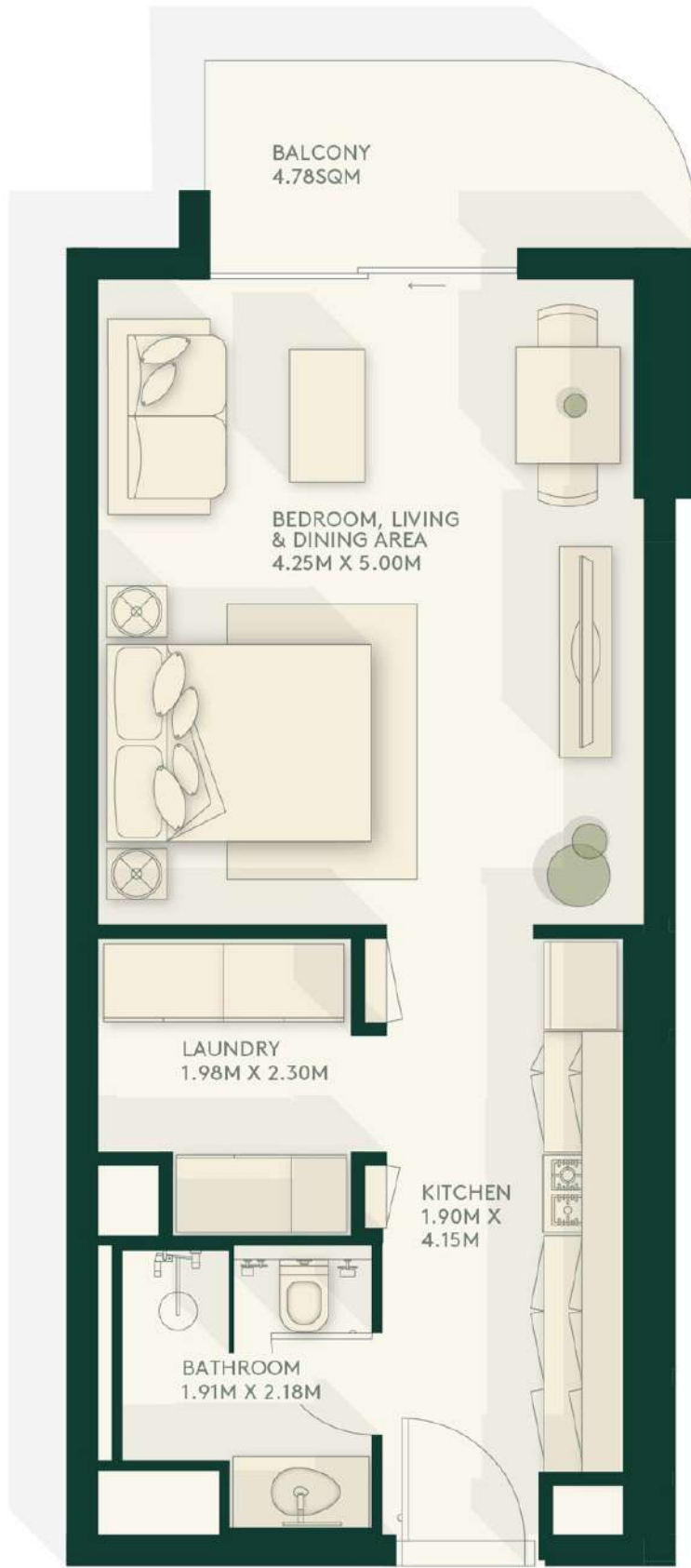
Studio Type A

43.828 SQM



Studio Type B

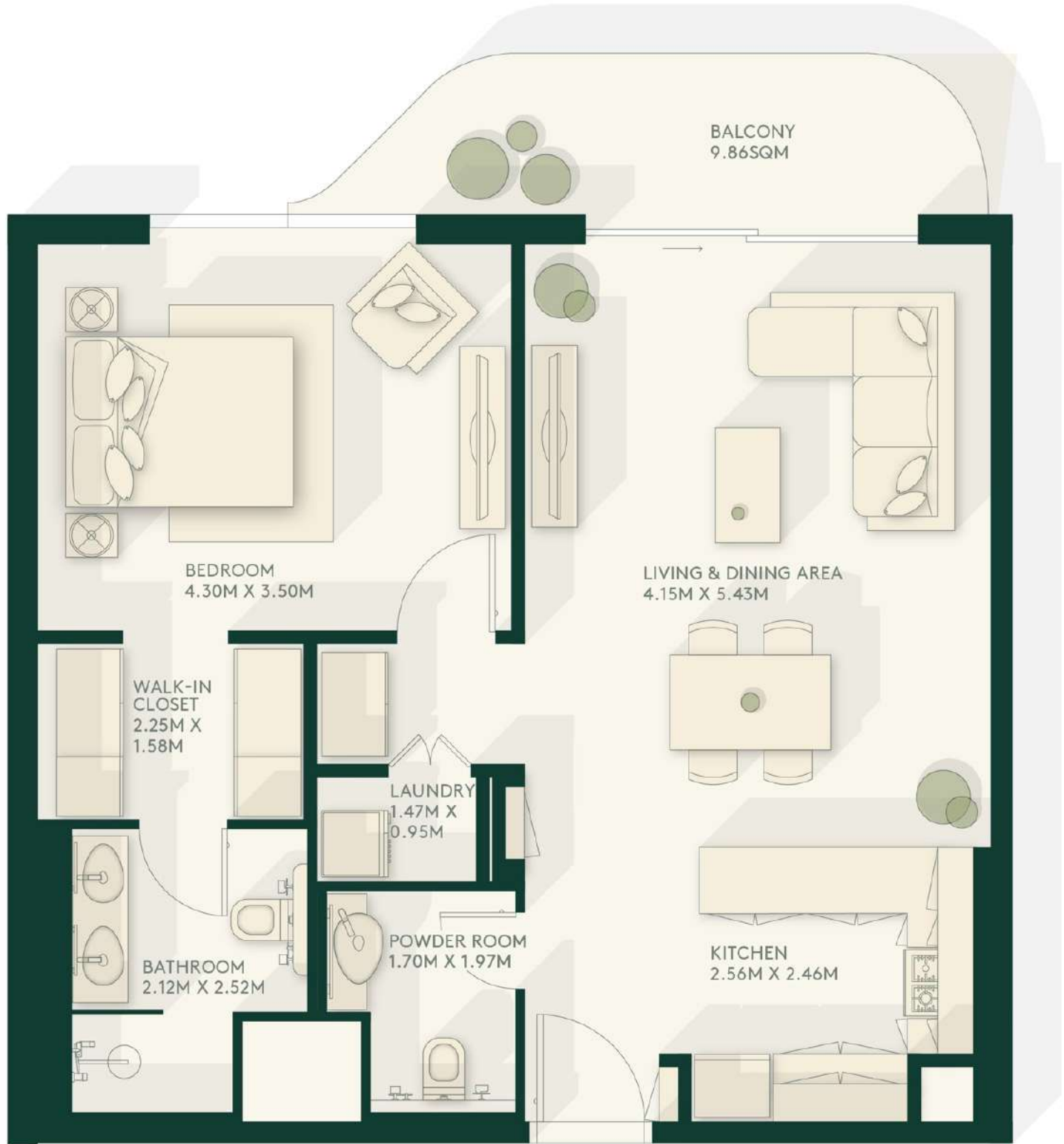
45.625 SQM



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I Bedroom Middle

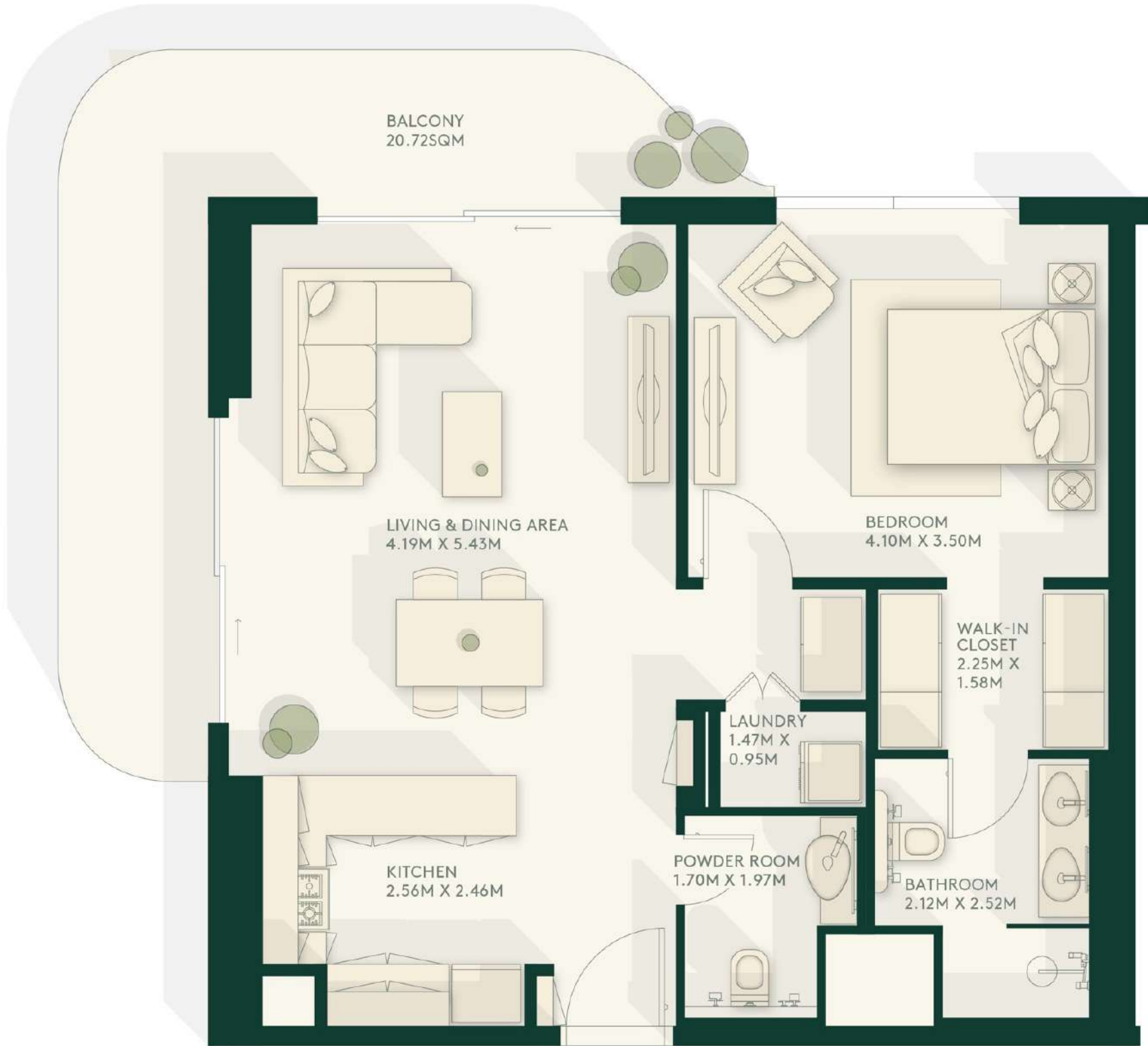
73.467 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

1 Bedroom Corner

70.780 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

2 Bedroom - Type A Corner

109.641 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

2 Bedroom - Type A Middle

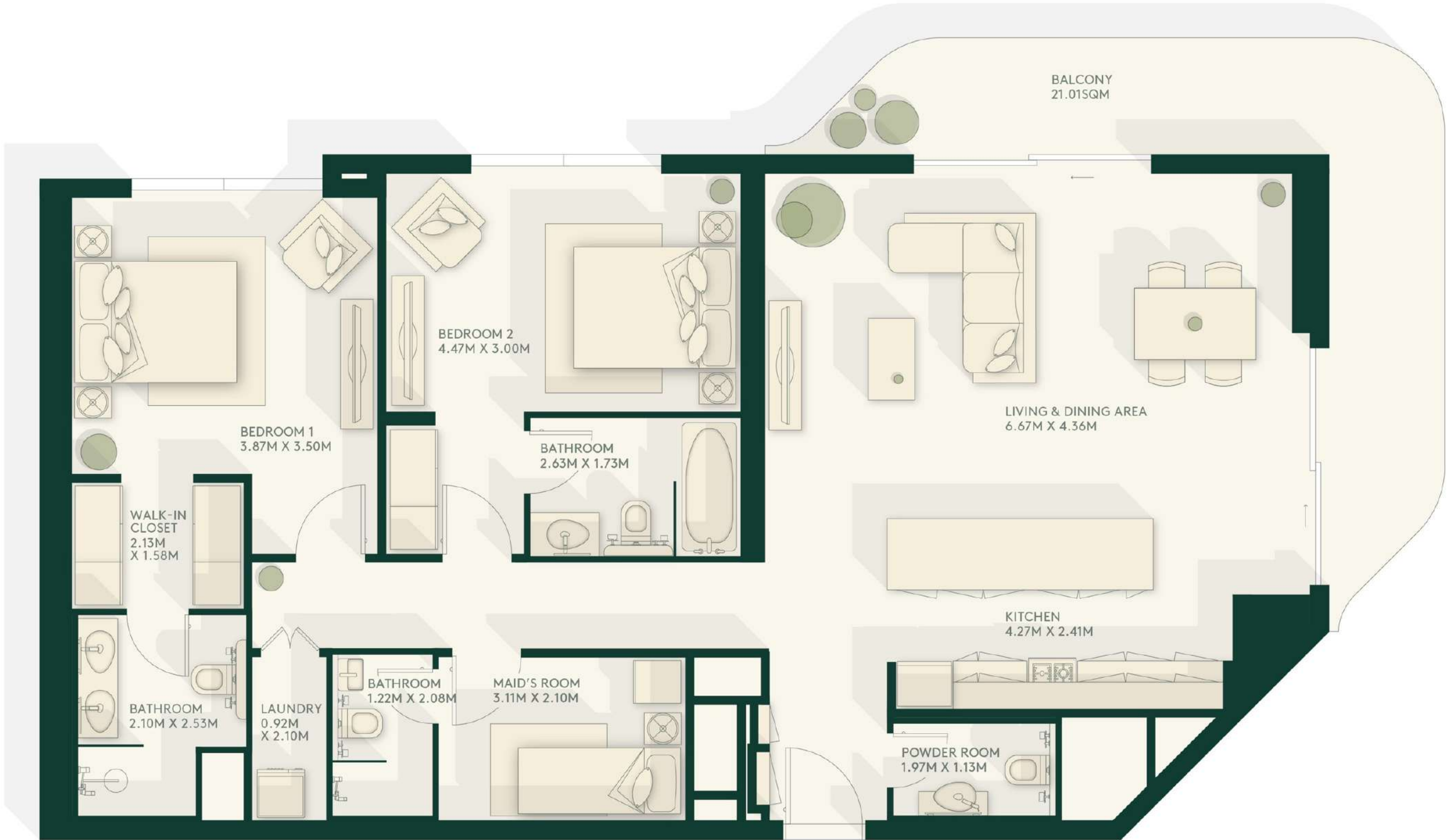
106.375 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

2 Bedroom - Type B Corner

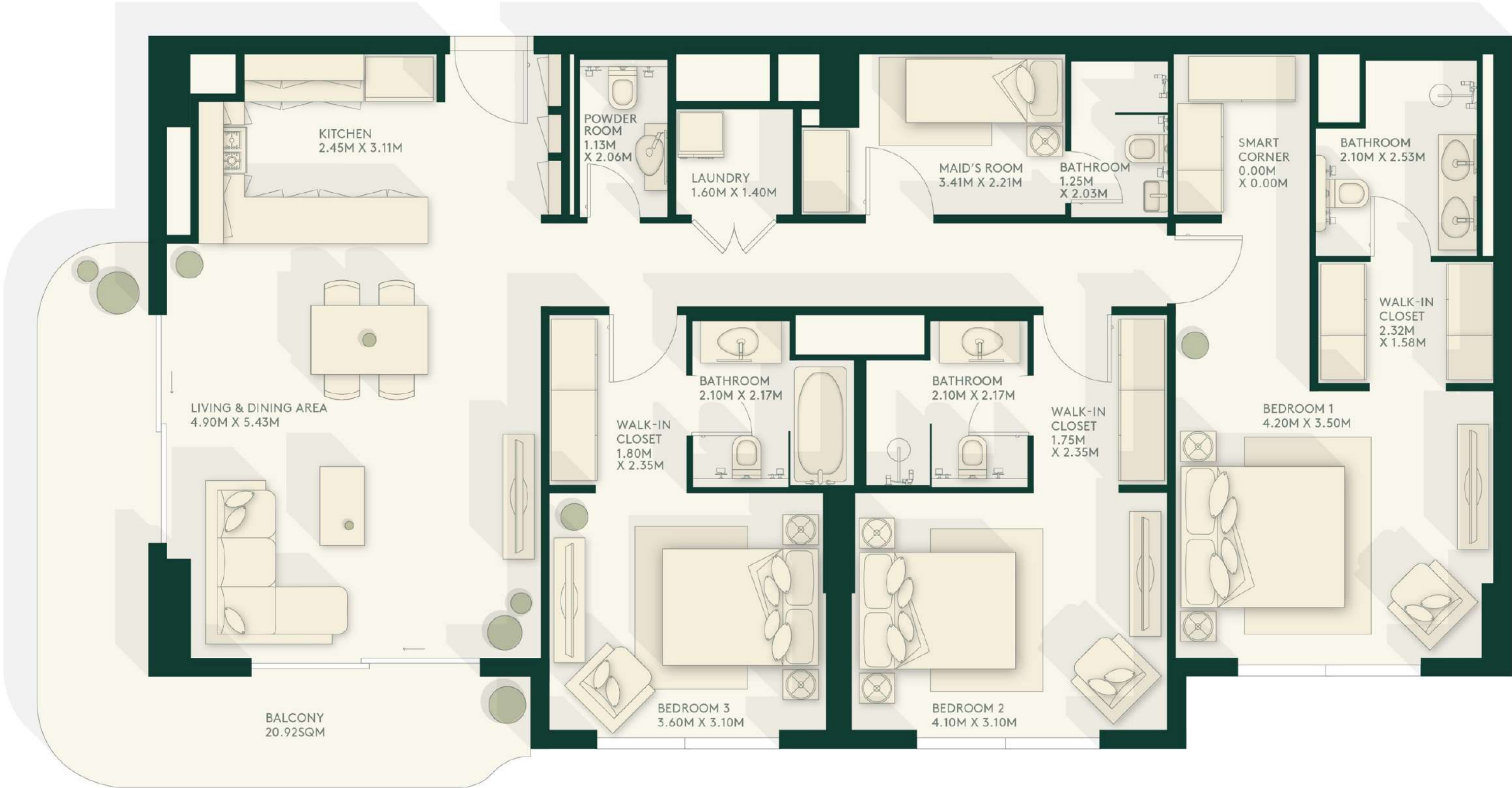
132.289 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

3 Bedroom - Type A Corner

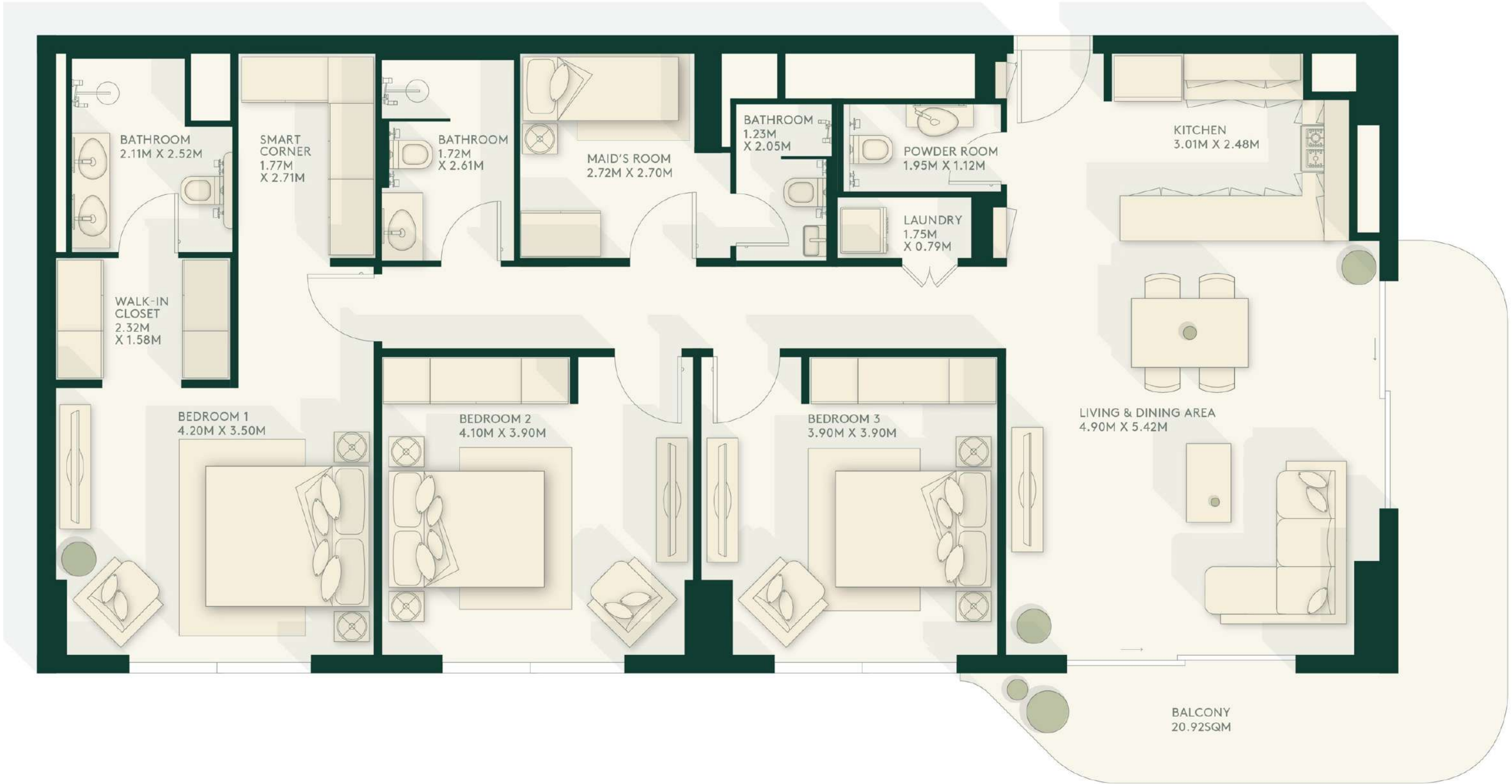
153.224 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

3 Bedroom - Type B Corner

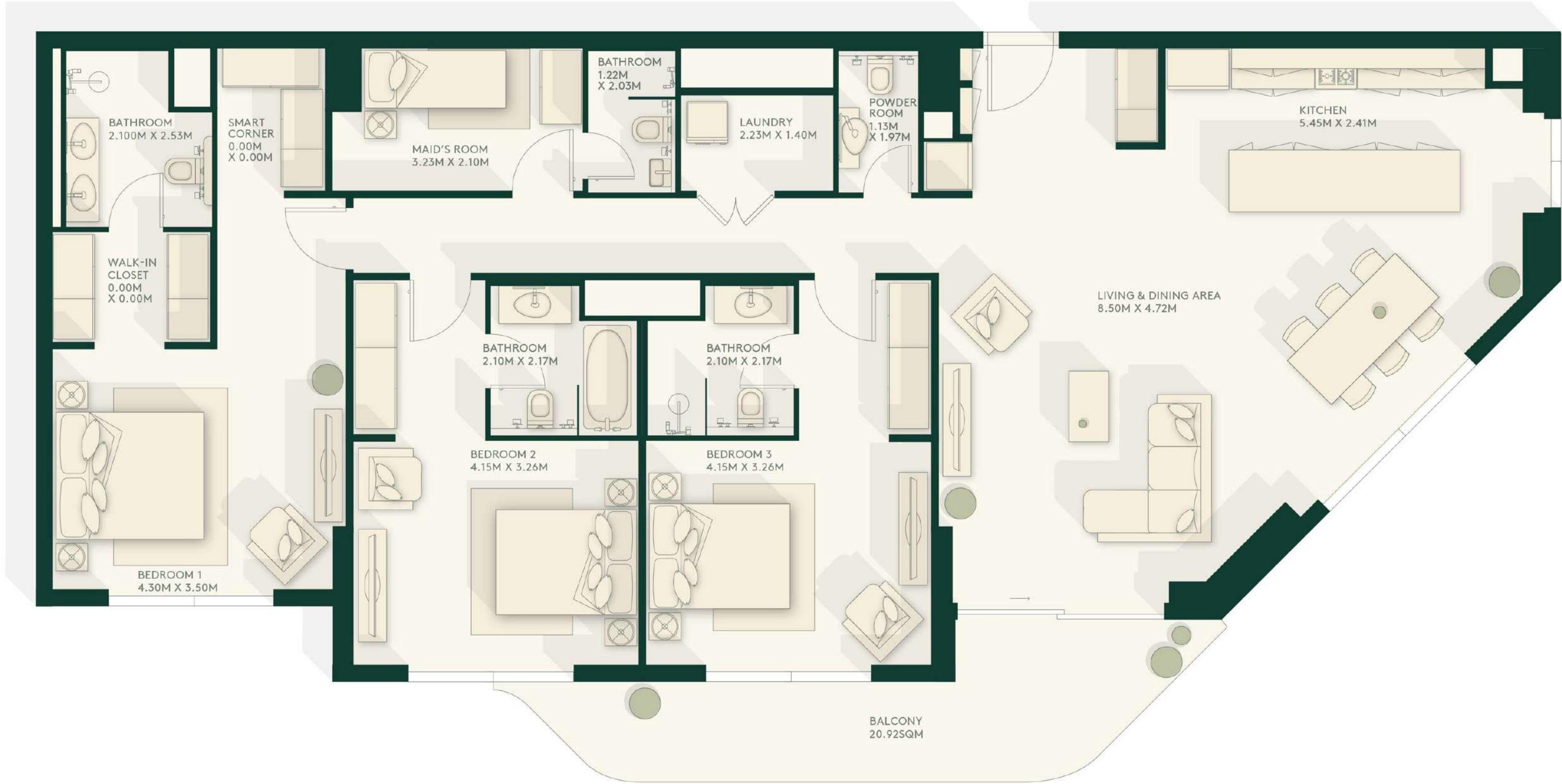
145.533 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

3 Bedroom - Type C Corner

179.719 SQM



Areas shown within each apartment reflect the sellable area not GFA. Not to scale. Indicative only.

FINISHES

DARK SCHEME



LIVING ROOM / KITCHEN AREA



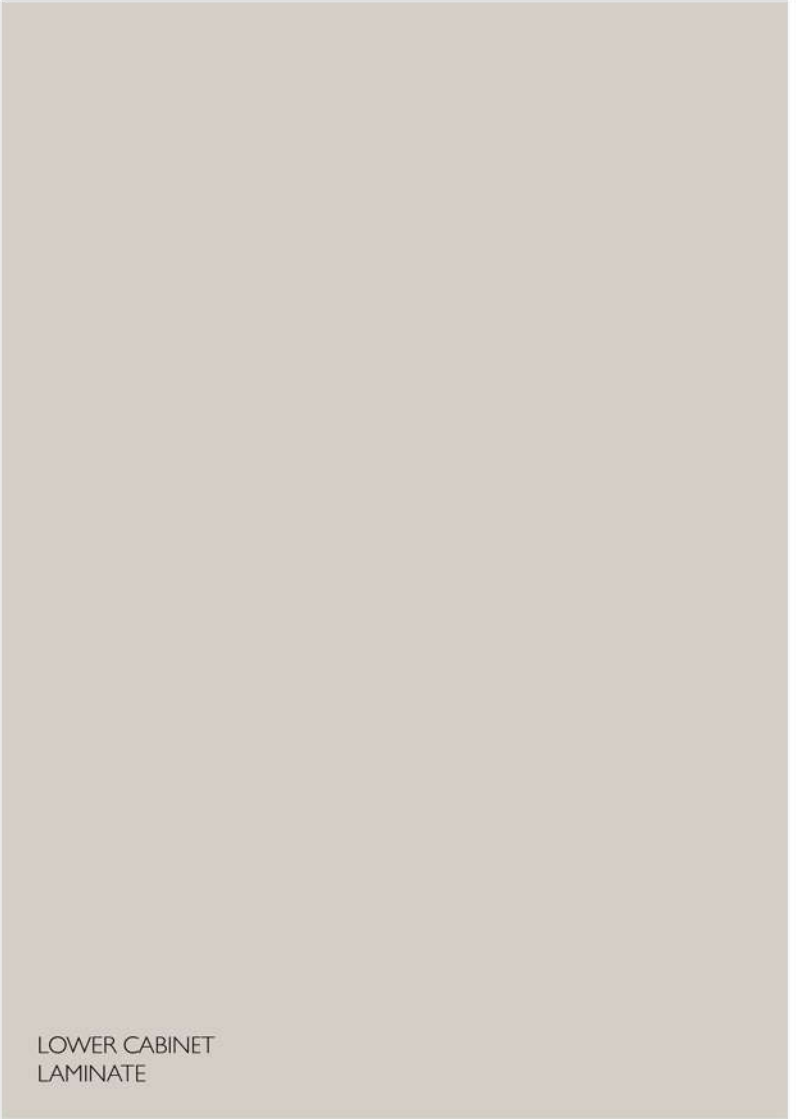
BED ROOM



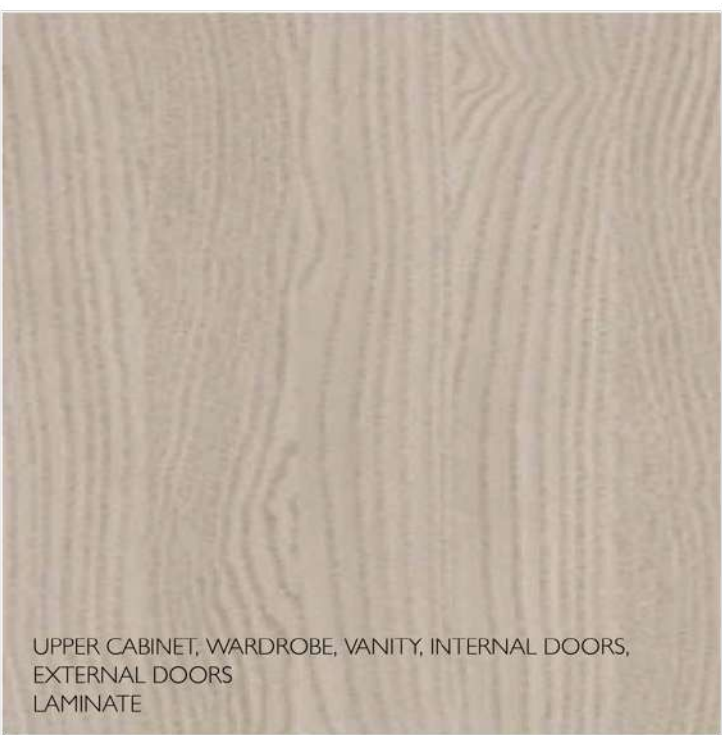
BATHROOM



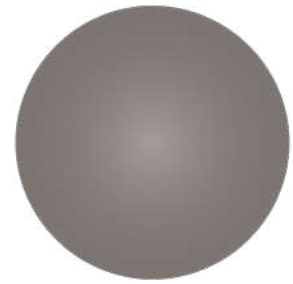
APARTMENT PAINT
WALLS & CEILING



LOWER CABINET
LAMINATE



UPPER CABINET, WARDROBE, VANITY, INTERNAL DOORS,
EXTERNAL DOORS
LAMINATE



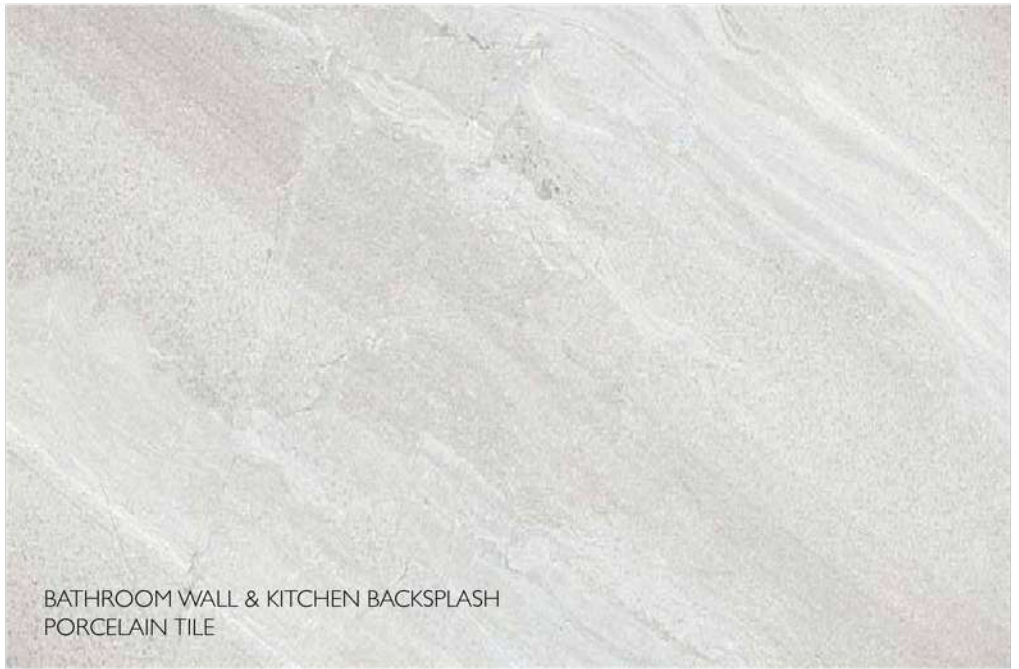
COFFEE
SANITARY WARE



MAT BLACK
SANITARY WARE



APARTMENT FLOOR
PORCELAIN TILE



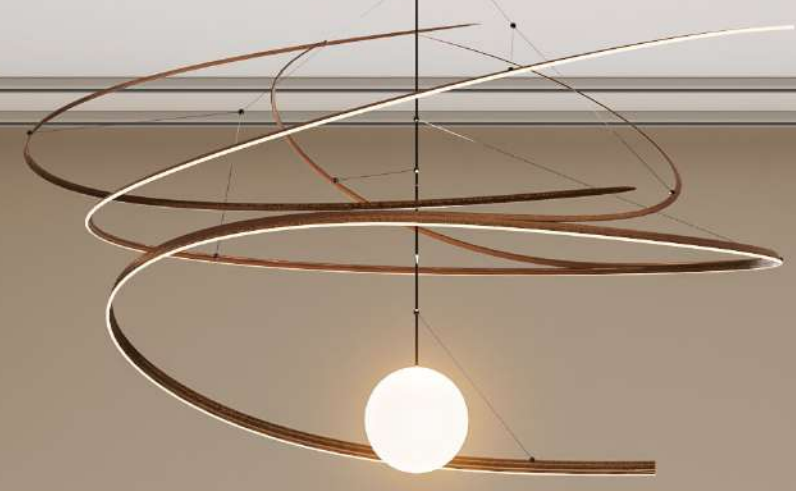
BATHROOM WALL & KITCHEN BACKSPLASH
PORCELAIN TILE



SHOWER WALL
PORCELAIN TILE



COUNTER TOP
ENGINEERED STONE







PAYMENT PLAN

Peony

INSTALMENT #	DATE	PPI - 40/60
1	TBD	5%
2	31-Mar-25	5%
3	31-Oct-25	10%
4	30-Jun-26	5%
5	28-Feb-27	10%
6	31-Oct-27	5%
7	30-Jun-28	60%

*Payment Plan milestone dates vary building wise

PAYMENT PLAN

Fuchsia

INSTALMENT #	DATE	PPI - 40/60
1	TBD	5%
2	30-Apr-25	5%
3	30-Nov-25	10%
4	31-Jul-26	5%
5	31-Mar-27	10%
6	30-Nov-27	5%
7	30-Sep-28	60%

*Payment Plan milestone dates vary building wise

Brokers
Commission
4%



GARDENIA BAY PUBLIC RELEASE

DATE & TIME:

16th of August 2024

10:00AM- 5:00PM

LOCATIONS:

Dubai : Dubai Sales Center

Applicable only for Dubai, & Northern emirates
real estate licensed brokers.

Abu Dhabi: Yas Island, Aldar Square

Applicable only for Abu Dhabi real estate licensed
brokers.

Appointments system TBC



Gardenia Bay Launch Journey



Aldar Square and Dubai Sales Center Protocols

Entry Points:

Agents and clients will go through 3 verification points:

- Queue 1: Upon arrival at the entrance of the venue, our team will conduct a verification process for your appointment timing, QR codes, IDs, and chosen payment methods. Following this, guests will be directed to Queue 2. Please note: Only brokers possessing a QR code will be allowed to proceed from Queue 1 to Queue 2.
- Queue 2: Once in Queue 2, guests are guided to queue according to their appointment timings for a secondary verification process.
- Queue 3: Following Queue 2, guests will receive a token. They are then required to wait until their token number is called. At that point, guests may proceed to the designated sales manager.

Launch Protocols:

1. Early Appointments: First queue starts at 09:00 AM.
2. No Walk-ins: Only confirmed appointments allowed.
3. No Queuing Outside: No assembling or overnight queuing permitted.
4. Authorization Required: Brokers need to present an official authorization letter in cases where the client is not present at the venue. Additionally, an approved NOC from Aldar is required for third-party payments.
5. No Appointment Swaps: Appointments cannot be swapped or replaced.
6. No Multiple Bookings: Brokers should avoid booking multiple appointments at the same time.
7. No Changes Allowed: Appointments cannot be edited or changed once booked.

Broker QR Code/Unique ID

Broker QR Code/Unique ID

- It is mandatory for each agent to present their Unique ID along with QR code when attending Aldar Launch or Sales Center.
- The Unique ID is linked with the name of the agent and cannot be used by anyone else.
- Brokerage can register in Broker Portal only agents who are fully employed under their business license.

Brokers can view their QR Code/Unique ID on the Home Page of the Broker Portal.

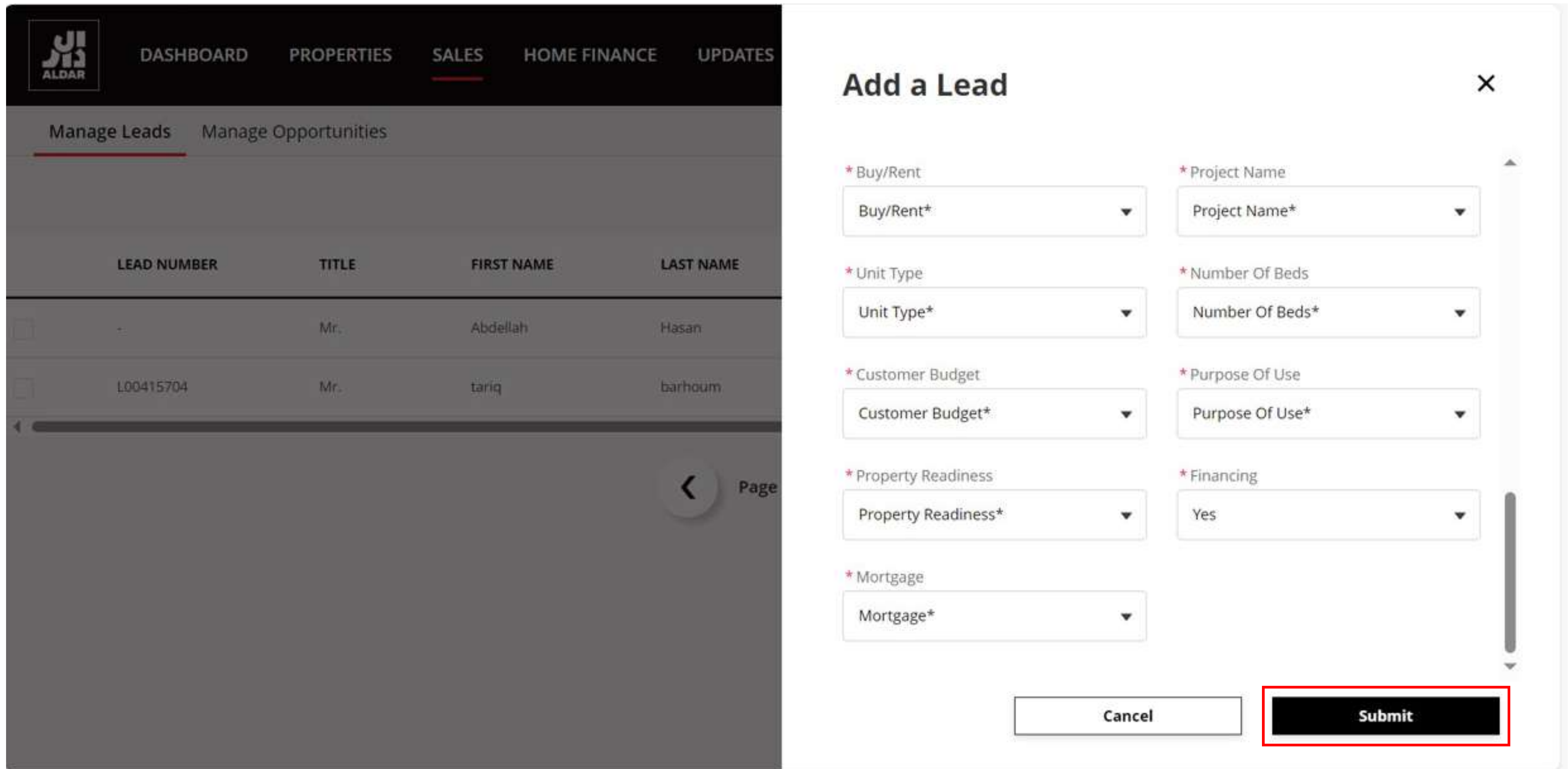
The screenshot displays the Aldar Broker Portal dashboard. At the top, a navigation bar includes the Aldar logo and menu items: DASHBOARD (highlighted), PROPERTIES, SALES, SALES KIOSK, HOME FINANCE, UPDATES, REPORTS, HELP, and ALDAR. A user profile for 'Aldar' is visible on the right. The main content area features a greeting 'Good Afternoon!' and a QR code, which is highlighted with a red box. Below the QR code are four key performance indicators (KPIs) in white cards: '10 Open Leads', '2 Open Opportunities', '0 Units Sold', and '0 Total Sales Value'. Each KPI card has a right-pointing arrow. To the right of the KPIs is a calendar for May 2024, with the 2nd of May highlighted. Below the calendar is a 'Launch' section with a date of '2024-03-20' and a 'CREATE LEAD' button with a plus icon. At the bottom left, there is an 'Announcements' section with a 'View All >' link.

Creating Leads

Once logged in to the Broker Portal, you will find the new “Create Lead” tab on the dashboard which will take you directly to the lead registration form page on the portal.

The screenshot displays the Aldar Broker Portal dashboard. At the top is a navigation bar with the Aldar logo and menu items: DASHBOARD (underlined), PROPERTIES, SALES, SALES KIOSK, HOME FINANCE, UPDATES, REPORTS, HELP, and ALDAR. On the right of the navigation bar are a notification bell and a user profile icon labeled 'Aldar'. The main content area starts with a greeting 'Good Afternoon!' and a QR code. Below this are four performance metrics cards: '10 Open Leads', '2 Open Opportunities', '0 Units Sold', and '0 Total Sales Value', each with a right-pointing arrow. At the bottom left is an 'Announcements' section with a 'View All >' link. On the right side, there is a calendar for May 2024 with the 2nd highlighted. Below the calendar is a 'Launch' event for 2024-03-20 and a 'Webinar' event for 2024-03-14. A prominent red arrow points to an orange 'CREATE LEAD' button with a person icon and a plus sign.

Fill in required Client details and click on 'Submit'.



The screenshot shows the ALDAR dashboard with the 'SALES' tab selected. The 'Add a Lead' form is open, displaying the following fields:

- * Buy/Rent: Buy/Rent*
- * Project Name: Project Name*
- * Unit Type: Unit Type*
- * Number Of Beds: Number Of Beds*
- * Customer Budget: Customer Budget*
- * Purpose Of Use: Purpose Of Use*
- * Property Readiness: Property Readiness*
- * Financing: Yes
- * Mortgage: Mortgage*

The 'Submit' button is highlighted with a red box.

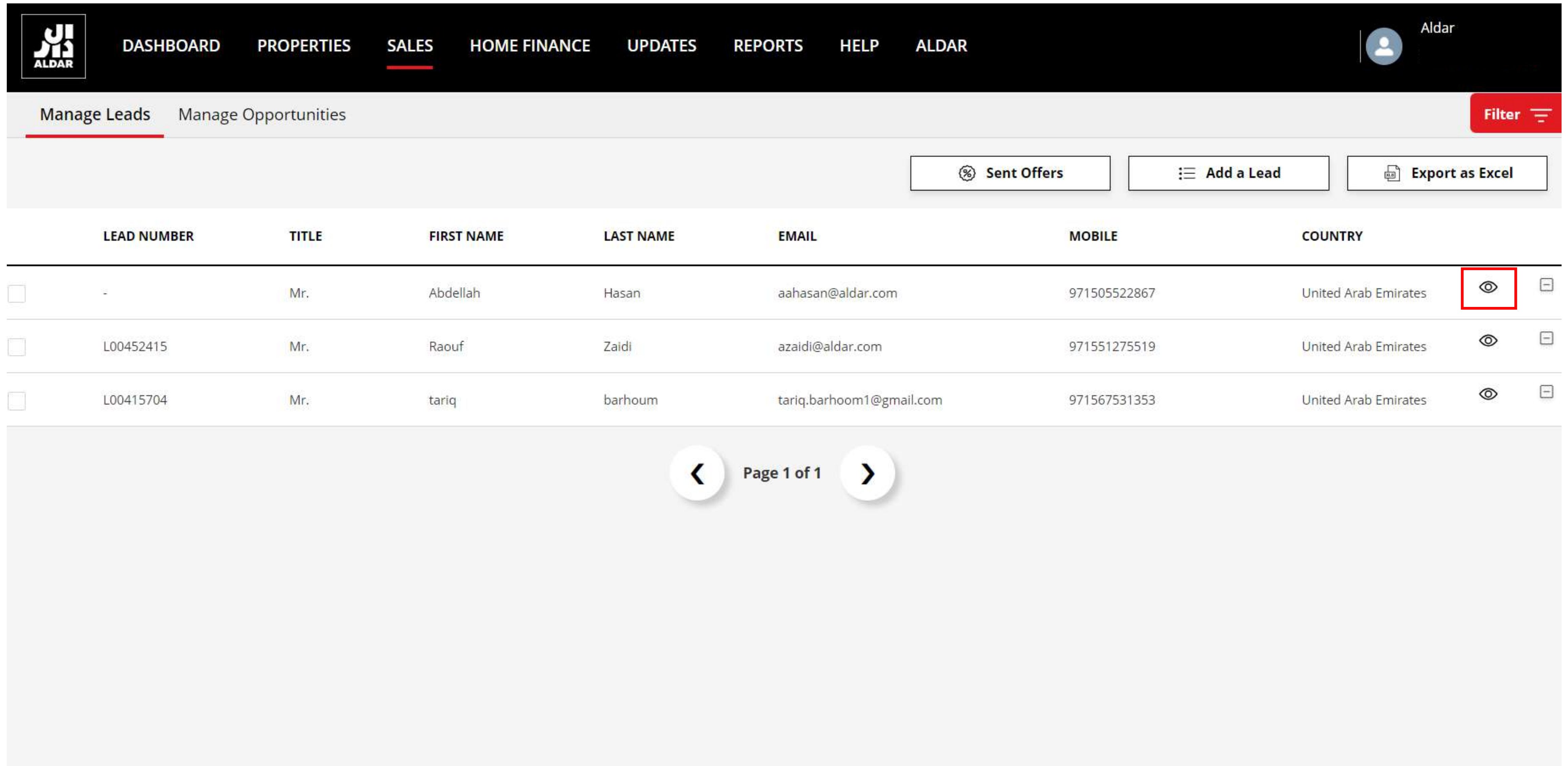
LEAD NUMBER	TITLE	FIRST NAME	LAST NAME
	Mr.	Abdellah	Hasan
L00415704	Mr.	tariq	barhoum

After submission, the system assigns a unique Lead number for tracking on the lead overview page.







The screenshot displays the Aldar CRM interface. The top navigation bar includes the Aldar logo and menu items: DASHBOARD, PROPERTIES, SALES (highlighted), HOME FINANCE, UPDATES, REPORTS, HELP, and ALDAR. A user profile for 'Aldar' is visible in the top right. Below the navigation, there are two tabs: 'Manage Leads' (active) and 'Manage Opportunities'. A 'Filter' button is located on the right. Below the tabs, there are three buttons: 'Sent Offers', 'Add a Lead', and 'Export as Excel'. The main content area is a table with the following columns: LEAD NUMBER, TITLE, FIRST NAME, LAST NAME, EMAIL, MOBILE, and COUNTRY. The table contains three rows of lead data. The second row, with lead number L00452415, is highlighted with a red box. Below the table, there is a pagination control showing 'Page 1 of 1' with left and right navigation arrows.

LEAD NUMBER	TITLE	FIRST NAME	LAST NAME	EMAIL	MOBILE	COUNTRY
-	Mr.	Abdellah	Hasan	aahasan@aldar.com	971505522867	United Arab Emirates
L00452415	Mr.	Raouf	Zaidi	azaidi@aldar.com	971551275519	United Arab Emirates
L00415704	Mr.	tariq	barhoum	tariq.barhoom1@gmail.com	971567531353	United Arab Emirates

You can access the lead overview page by clicking on the 'Eye Icon'.



The screenshot displays the Aldar CRM dashboard. The top navigation bar includes the Aldar logo and menu items: DASHBOARD, PROPERTIES, SALES (highlighted), HOME FINANCE, UPDATES, REPORTS, HELP, and ALDAR. A user profile for 'Aldar' is visible in the top right. Below the navigation bar, there are two tabs: 'Manage Leads' (active) and 'Manage Opportunities'. A 'Filter' button is located on the right. Below the tabs, there are three buttons: 'Sent Offers', 'Add a Lead', and 'Export as Excel'. The main content area shows a table of leads with the following columns: LEAD NUMBER, TITLE, FIRST NAME, LAST NAME, EMAIL, MOBILE, and COUNTRY. The first lead's 'Eye Icon' is highlighted with a red box. At the bottom, there is a pagination control showing 'Page 1 of 1' with left and right navigation arrows.

LEAD NUMBER	TITLE	FIRST NAME	LAST NAME	EMAIL	MOBILE	COUNTRY		
<input type="checkbox"/>	-	Mr.	Abdellah	Hasan	aahasan@aldar.com	971505522867	United Arab Emirates	 
<input type="checkbox"/>	L00452415	Mr.	Raouf	Zaidi	azaidi@aldar.com	971551275519	United Arab Emirates	 
<input type="checkbox"/>	L00415704	Mr.	tariq	barhoum	tariq.barhoom1@gmail.com	971567531353	United Arab Emirates	 

Leads Overview

Agency Admins:

1. Can view all leads within their agency.
2. Cannot create client leads.

Sales Agents:

1. Can create client leads and generate lead numbers.
2. Access a list of leads they've created.
3. Book appointment slots through their agent portal account when the appointment system is live.

FAST TRACK PROCESS

Once the lead is created by the brokers on Broker Portal, respective customer will receive an automated email titled "Mandatory Aldar Digital Onboarding Process".

This email will guide them through updating personal information, uploading the necessary documents, and digitally signing KYC information in advance before entering the event venue to save the time and complete the onboarding process for booking the unit.

Fast Track Process Flow:

- Ensure that the lead is created with the customer's registered email address to enable completion of the Fast Track journey.

Resident Customers: Can register through UAE Pass.

International Customers: Need to complete the registration process with Fast Track using the email address registered with Aldar.

- After logging in, customers should complete personal details, address information, employment and wealth details, and upload all mandatory documents.
- Upon completion, a KYC document will be generated, which needs to be digitally signed on the same screen. This will conclude the Fast Track process, and the customer will receive confirmation email.

Document Checklist:

Ensure that your clients have uploaded all necessary documents and bring the originals to the sales venue for the booking process. The required documents include:

- Original Passport
- Emirates ID (for residents only)
- Cheque Book/Credit Card
- Power of Attorney (if applicable)

Booking Appointments

Once logged in, navigate to the "Sales" section and click on "Manage Leads."

The screenshot displays the Aldar CRM interface. The top navigation bar includes the Aldar logo and menu items: DASHBOARD, PROPERTIES, SALES (highlighted), HOME FINANCE, UPDATES, REPORTS, HELP, and ALDAR. The user profile 'Aldar' is visible in the top right. Below the navigation bar, the 'Manage Leads' button is highlighted in red. To its right is the 'Manage Opportunities' button. A red 'Filter' button is located in the top right corner of the leads section. Below the buttons are three action buttons: 'Sent Offers', 'Add a Lead', and 'Export as Excel'. The main content area features a table with the following columns: LEAD NUMBER, TITLE, FIRST NAME, LAST NAME, EMAIL, MOBILE, and COUNTRY. The table contains three rows of lead data. At the bottom of the table, there is a pagination control showing 'Page 1 of 1' with left and right navigation arrows.

LEAD NUMBER	TITLE	FIRST NAME	LAST NAME	EMAIL	MOBILE	COUNTRY
-	Mr.	Abdellah	Hasan	aahasan@aldar.com	971505522867	United Arab Emirates
L00452415	Mr.	Raouf	Zaidi	azaidi@aldar.com	971551275519	United Arab Emirates
L00415704	Mr.	tariq	barhoum	tariq.barhoom1@gmail.com	971567531353	United Arab Emirates

Page 1 of 1

select the lead for whom you want to schedule an appointment. Click on the lead overview and then the calendar icon.

The screenshot displays the ALDAR CRM interface. The top navigation bar includes the ALDAR logo and menu items: DASHBOARD, PROPERTIES, SALES (highlighted), HOME FINANCE, UPDATES, REPORTS, HELP, and ALDAR. A user profile for 'Aldar' is visible in the top right. Below the navigation bar, there are tabs for 'Manage Leads' (active) and 'Manage Opportunities', along with a 'Filter' button. Action buttons include 'Sent Offers', 'Add a Lead', and 'Export as Excel'. The main content area is a table of leads with columns: LEAD NUMBER, TITLE, FIRST NAME, LAST NAME, EMAIL, MOBILE, and COUNTRY. The second lead, with ID L00452415, is selected, indicated by a blue background and a checked checkbox. Below the main table, there is a row with additional details for the selected lead: 'Project: Al Ain Operative Village', 'Unit Type: Apartment', 'Created Date & Time: 06/10/2023, 11:20:20 AM', and 'Agent Name: Fatima Hassan'. A calendar icon in this row is highlighted with a red box. At the bottom, there is a pagination control showing 'Page 1 of 1' with left and right navigation arrows.

LEAD NUMBER	TITLE	FIRST NAME	LAST NAME	EMAIL	MOBILE	COUNTRY	
<input type="checkbox"/>	-	Mr.	Abdellah	Hasan	aahasan@aldar.com	971505522867	United Arab Emirates
<input checked="" type="checkbox"/>	L00452415	Mr.	Raouf	Zaidi	azaidi@aldar.com	971551275519	United Arab Emirates
Project: Al Ain Operative Village		Unit Type: Apartment		Created Date & Time: 06/10/2023, 11:20:20 AM		Agent Name: Fatima Hassan	
<input type="checkbox"/>	L00415704	Mr.	tariq	barhoum	tariq.barhoom1@gmail.com	971567531353	United Arab Emirates

The appointment details will be auto-populated with agent and buyer information. To proceed, you'll only need to select the project, appointment location, date, and your preferred time slot then click on submit.

The screenshot displays the ALDAR CRM interface. The top navigation bar includes 'DASHBOARD', 'PROPERTIES', 'SALES', 'HOME FINANCE', 'UPDATES', and 'REPORTS'. The 'SALES' tab is active. Below the navigation, there are two tabs: 'Manage Leads' (selected) and 'Manage Opportunities'. A table of leads is visible, with columns for 'LEAD NUMBER', 'TITLE', 'FIRST NAME', and 'LAST NAME'. The second lead is selected, showing details: 'Project: Al Ain Operative Village' and 'Unit Type: Apartment'. A 'Book Appointment' modal is open, containing the following fields:

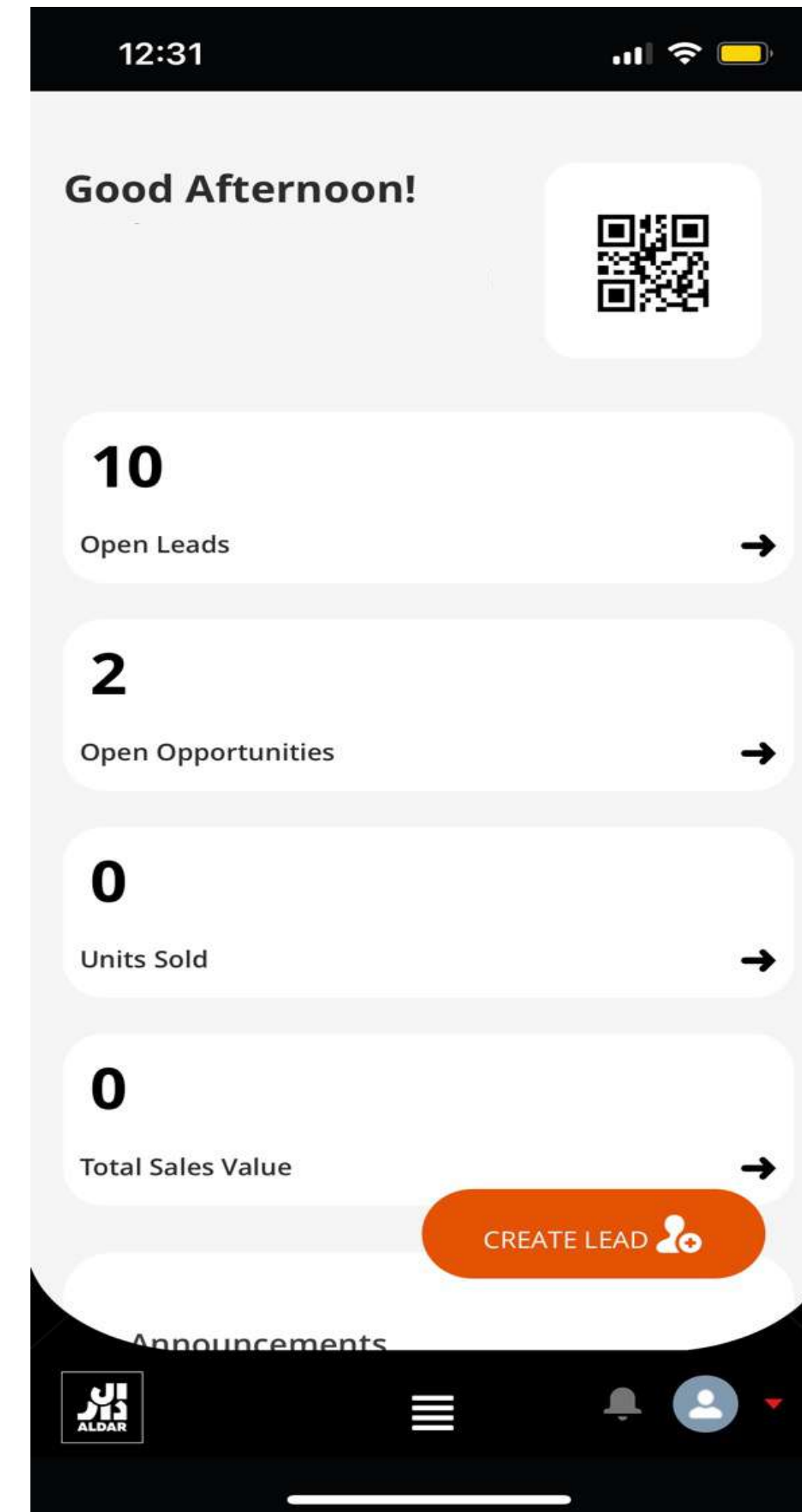
- User Details** (expanded)
- Buyer Details** (collapsed)
- First Name**: Raouf
- Last Name**: Zaidi
- *Email**: azaidi@aldar.com
- Country Code**: United Arab Emirates(+971)
- *Mobile**: 551275519
- Nationality**: Tunisia
- Residence**: Resident
- Emirates**: Emirates
- *Emirates Id**: (empty field)

At the bottom of the modal, there are two buttons: 'Cancel' and 'Submit'. The 'Submit' button is highlighted with a red border.

You can now conveniently Add Leads and Schedule Appointments using the Aldar Experts App on your phone, as previously announced.



Available on the App Store and Google Play



GARDENIA BAY – LAUNCH PROTOCOL

Appointments:

- Lead must be filled with the correct customer information and registered by the agent, not the Agency Admin.
- Brokers must have the lead number at the time of booking.
- Appointments are booked through the broker portal.
- Brokers must book appointments according to their trade license.
- Brokers must attend the venue on the time as per your appointment booking, early entry will not be allowed.
- Appointment slots booking is based on 'first come first serve'.
- Booked slot cannot be exchange or swapped with a different client.

Tokens:

- To receive a token at the venue the appointment QR code information must match the customer entering the venue.
- One token is equivalent to one customer, sales team will not accept transactions without the presentation of a token.

Dispute:

- If different brokers register same customer there will be no mediation who register first during launch time period.
- Brokers or Buyers purchasing the units under their name cannot transfer or change the name unless registration is paid and processed as a resale.
- Make sure the customer has enough cheques to book the property, a transaction will not be accepted with a down payment only.
- Customers with UAE residency will be required to sign DDA form "direct debit authorization form" to complete their purchase.
- Clients with UAE residency must have a working UAE PASS application.
- Any non-compliance towards launch protocol will result in immediate suspension.

LAUNCH PROCESS & DOCUMENTS REQUIRED AT VENUE

When the Client is Present at the venue:

- Clients must present Appointment Confirmation email with QR code.
- Valid ID documents required for clients: Passport, Emirates ID, Visa (if applicable), or GCC ID for GCC nationals.
- For Company Bookings: Company Trade licenses, Power of Attorney (POA), and Valid NOC from the company authorizing a particular party.

When the Broker is representing the Client:

- Brokers must present QR Code and Client Appointment Confirmation email with QR code.
- Valid Authorization letter signed by the client.
- Valid ID documents required for both client and broker: Passport, Emirates ID, Visa (if applicable), or GCC ID.

Third Party Payment:

Required documents for third-party payments:

- Valid, duly signed NOC by the third-party payer.
- Passport/Emirates ID copy of the third-party payer.

UNIT BOOKING & PAYMENT PROTOCOL

Booking Process:

- Upon selection & booking of a unit in our system, the client will receive the "UNIT BOOKING FORM" which outlines the terms and conditions of the booking.
- The client can sign the form digitally through an online platform or provide a wet signature if preferred.

Payment Process:

On the launch day, the client is required to make the following payments:

- Down payment: Town Houses Initial 10% down payment and Apartments initial 5% down payment made to secure the unit.
- Government fees: This includes the ADM Fees and Administrative fees.

Payment Methods:

Clients have the flexibility to choose from various payment methods:

- Cheque: Payment by cheque is accepted, subject to clearance.
- Credit card: Clients may use their credit card to make the payment.
- Online payment link: An online payment link will be provided for convenient and secure payment processing.

Q&A



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