ICONIC

Residential Tower In Dubai Internet City

ABOUT US 3

ABOUT TOWER 7

LOCATION 9

ARCHITECTURE 12

LOBBY 14

PARKING 16

AMENITIES 19

LAYOUTS 26

PAYMENT PLAN 34

BROKER'S PORTAL 35

CLIENT'S PORTAL 36

CONTACTS 38

ABOUT US

WE CHANGE LIVES THROUGH OUR PROJECTS

MERED is an international real estate developer with its headquarters in Dubai. The company designs and develops innovative, high-end destinations that enrich people's lives.

MERED is more than just an ordinary luxury real estate developer.

It is a carefully curated team of industry experts, including designers, architects, engineers, contractors, artisans, and others. Their dedication lies in co-creating unique places that increase in value over time and become integral and enjoyable parts of people's lives.

INTERNATIONAL EXPERIENCE

36 **projects** in Eastern Europe and USA

2.7 **mln m²** delivered over 21 years

1.7 **mln m²** under design and construction

PARTNERS

Since 1930, Pininfarina has had a global reputation as the Italian icon of style, recognized for its exceptional ability to create timeless masterpieces. Today's activities encompass car design, architecture and lifestyle product design as well as engineering services and niche production of exclusive high-quality cars.

STIRLING HOSPITALITY ADVISORS

Hospitality Advisors is a hospitality asset management and advisory firm with a portfolio of more than 6 000 keys.

mirage

Mirage is a highly-experienced international development management and multi-disciplinary consultant.

BBDO

BBDO Worldwide is a full-service, global network with over 200 locations around the world, all focused on; The Work. The Work. The Work.

ABOUT TOWER

Location:
Dubai Internet City

Construction will start in **Q1 2024**

310 apartment units

1 penthouse

2 premium units

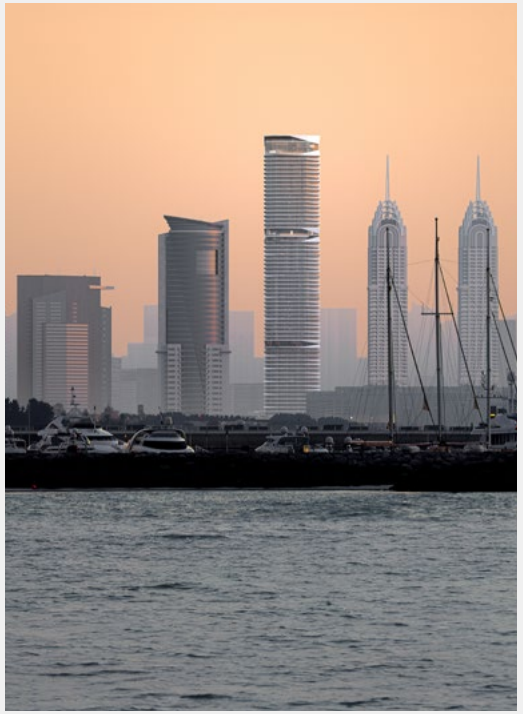
G+66 floors

423 parking spaces

15 000 **sq.ft.** retail space

60 tower floors

6 podium floors



Penthouse rooftop
Penthouse floors
Premium floor

Amenities floor
Tech floor

Residential floors

Tech floor

Amenities floor
5 Parking floors
Ground floor

LOCATION

2 MIN to Dubai Internet City Metro Station

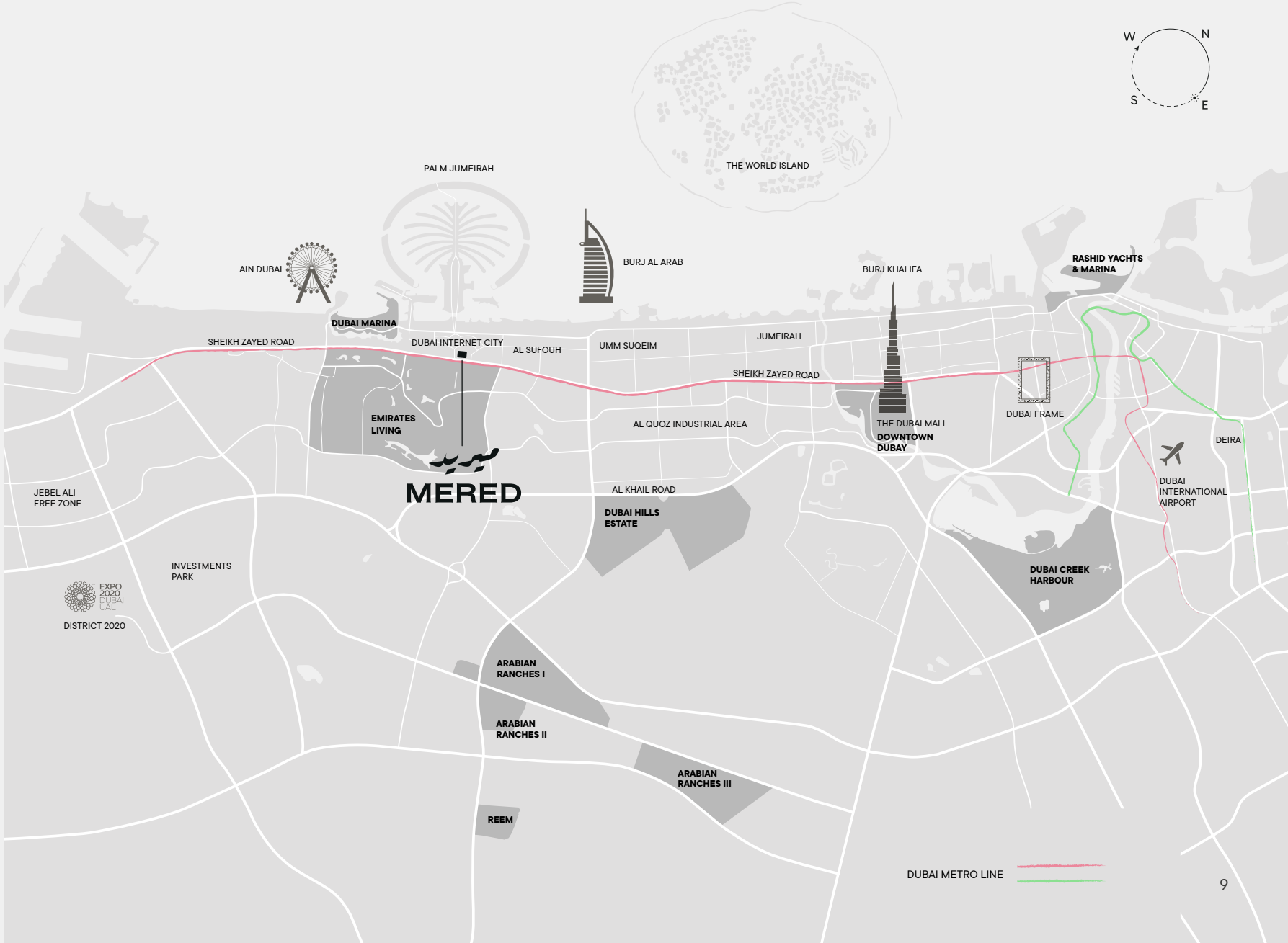
Direct access to Sheikh Zayed Road

5 MIN to Palm Jumeirah

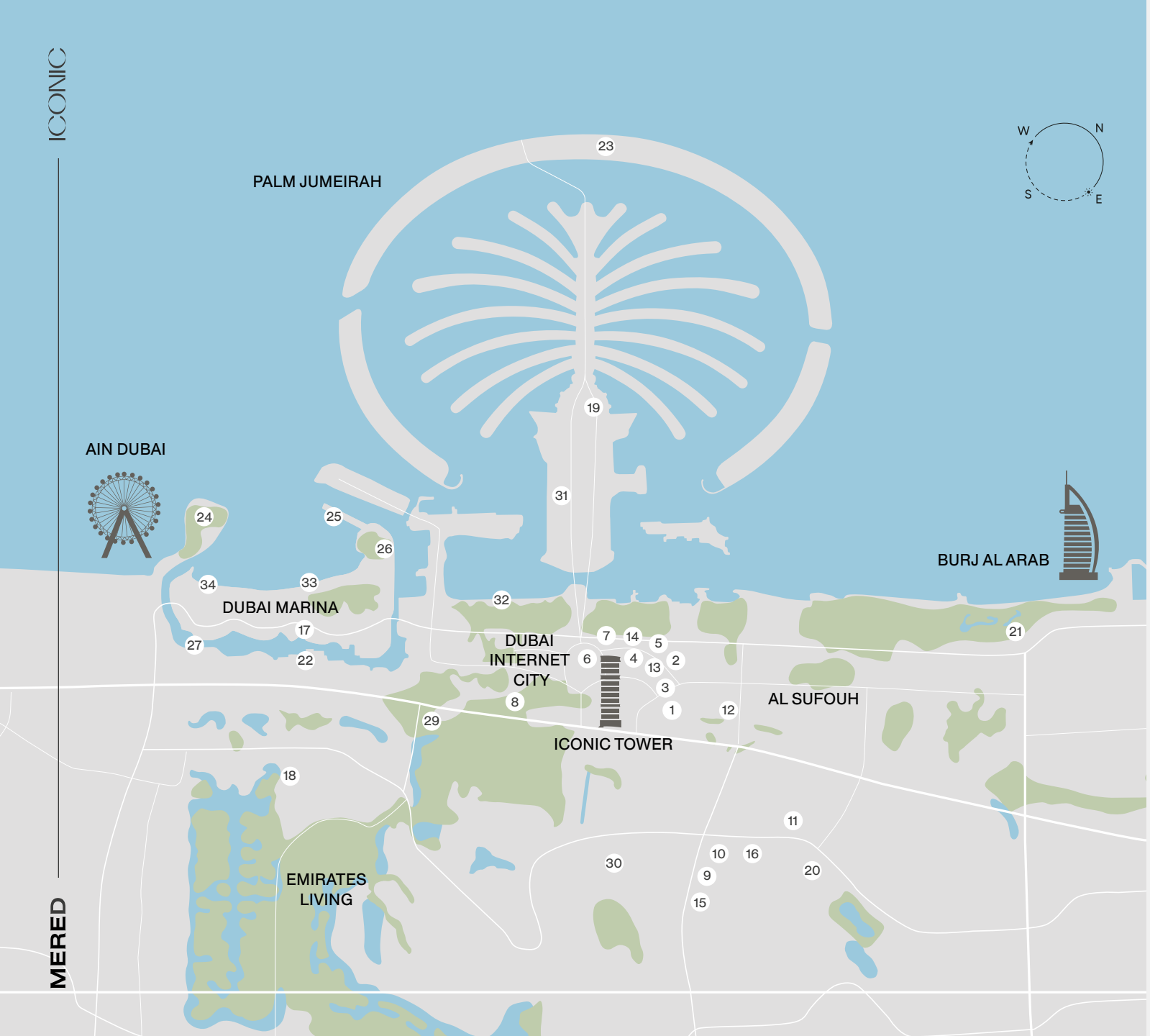
10 MIN to the Emirates Golf Club

15 MIN to JBR/Dubai Marina

25 MIN to Dubai Mall



ICONIC



MERED

EVERYTHING FOR LIFE

UNIVERSITIES

1. Abu Dhabi University — Dubai Campus
2. The University of Manchester Middle East Centre
3. Middlesex University Dubai
4. Murdoch University Dubai
5. University of Bradford Regional Hub, Dubai
6. University of Wollongong in Dubai
7. Heriot-Watt University Dubai
8. American University Dubai

SCHOOLS

9. American School of Dubai
10. Dubai American Academy
11. GEMS Wellington International School
12. The International School of Choueifat
13. iCademy Middle East
14. U21 Global School for Global Leaders

HOSPITALS

15. Saudi German Hospital
16. Al Zahra Hospital Dubai
17. MBF Health Square
18. German Clinic 2 DMCC

SHOPPING

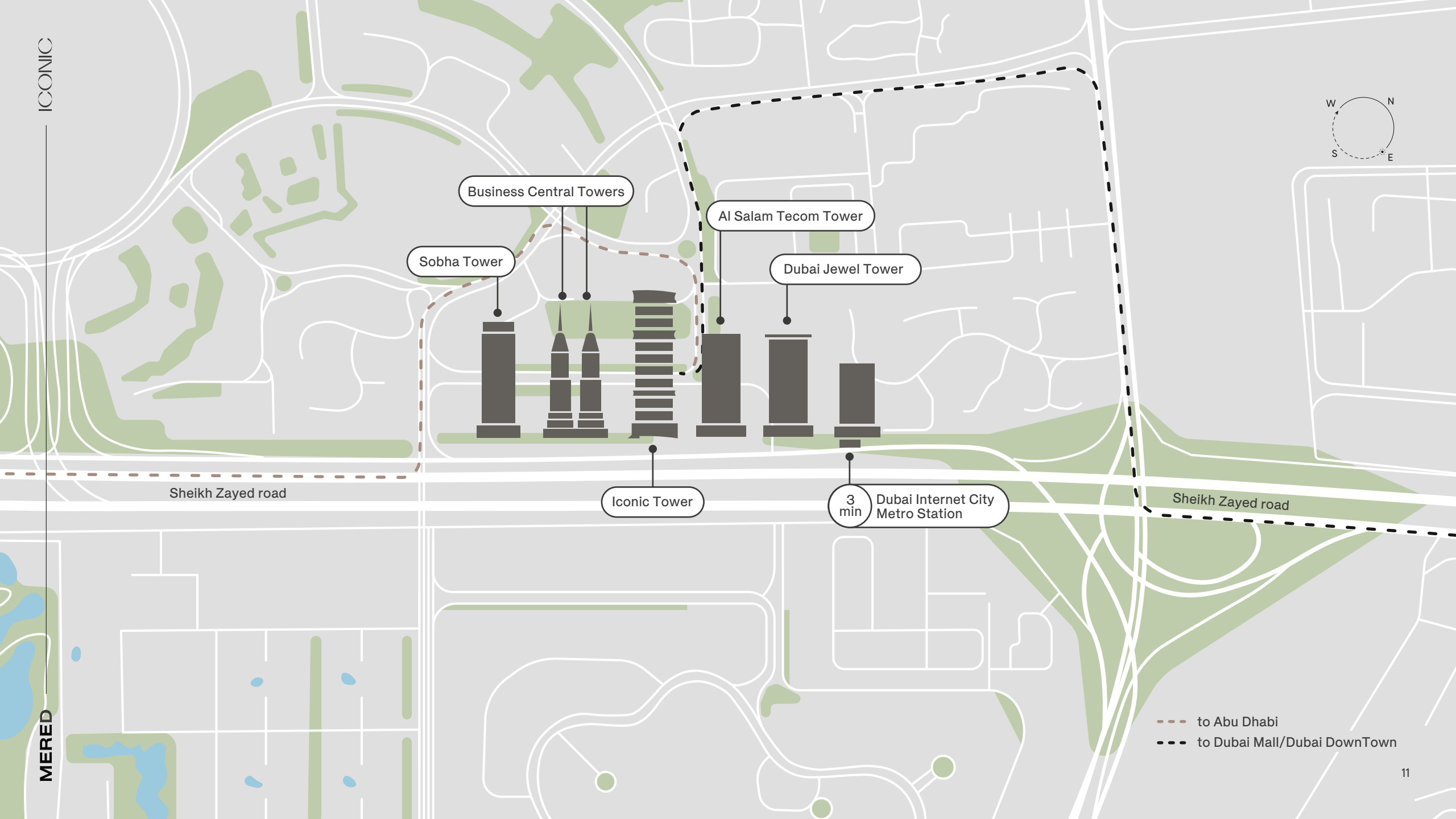
19. Nakheel Mall
20. Mall of the Emirates
21. Mina A Salam Madinat Jumeirah
22. Dubai Marina Mall

LEISURE

23. Aquaventure Waterpark
24. Bluewaters
25. Sky dive Dubai
26. Dubai Harbour
27. Pier 7
28. Media City Park
29. Topgolf Dubai
30. Jebel Ali Racecourse

BEACH

31. Palm West Beach
32. Private Beach
33. JBR Beach
34. Marina Beach


Business Central Towers
Al Salam Tecom Tower
Sobha Tower
Dubai Jewel Tower
Iconic Tower
3 min
Dubai Internet City Metro Station
Sheikh Zayed road
Sheikh Zayed road
W
N
S
E
to Abu Dhabi
to Dubai Mall/Dubai DownTown

DESIGN BY PININFARINA: THE INTERNATIONALLY-RENOWNED DESIGN SIGNATURE, SYMBOL OF ITALIAN STYLE IN THE WORLD

World famous premium and aspirational brand, Pininfarina is the emblem of Italian design since 1930. The symbol of a sophisticated lifestyle and vision, able to conjugate innovative experiences, performance, emotions and aesthetic excellence.

With the start in the automotive world over 90 years ago, designing some of the world's legendary cars, Pininfarina has evolved through the years into a sought-after architecture and lifestyle design house. Today, it stands as a global standard-bearer of Italian design aesthetics.

In partnership with Pininfarina we aim to create an unprecedented project that harmoniously merges beauty and technology to make an impact in the growing cosmopolitan hub of Dubai.

B95
AUTOMOBILI
PININFARINA

BATTISTA
AUTOMOBILI
PININFARINA

TORRE CARRA
BY PININFARINA

ARCHITECTURE

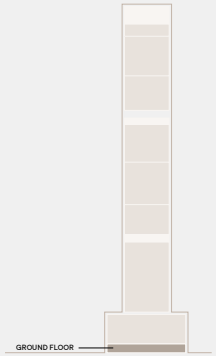
PARTNERSHIP
OF CREATIVITY AND INNOVATION

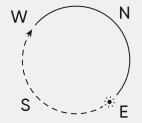
Pininfarina manages to achieve the perfect balance between its heritage and an innate quest for innovation, especially when it comes to branded residences, for which Pininfarina is the leading brand in Italy in terms of the number of projects. The result of these attributes offers stylish and future-oriented residential spaces, where beauty acquires the softer and broader meaning of physical and mental well-being, and where technology integrates perfectly with the environment to take care of people.

AWARDS

LOBBY

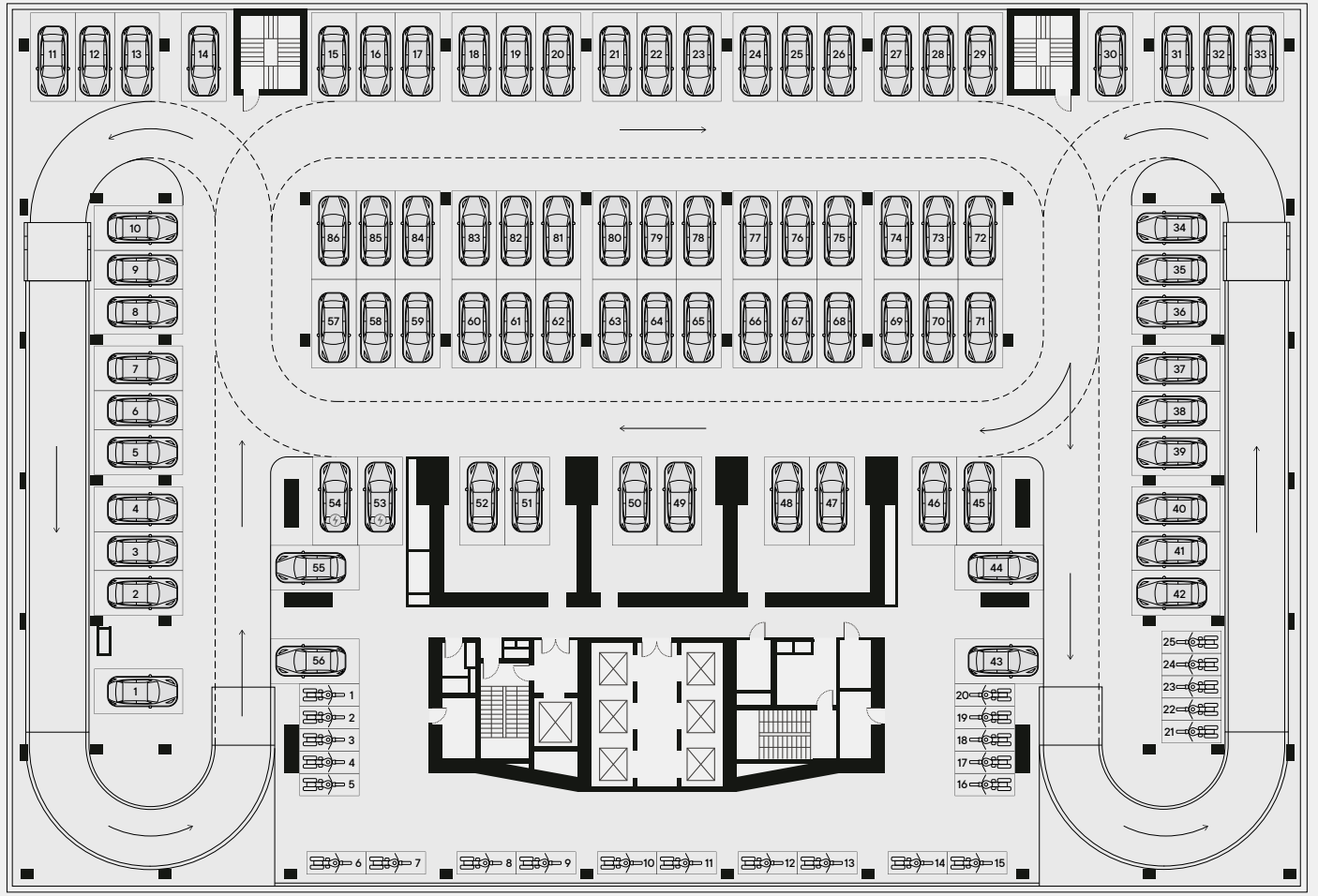
1 Restaurant
2 Central lobby
3 Secondary lobby
4 Caffe
5 Pininfarina pop-up store
6 – 11 Retail





MERED

PARKING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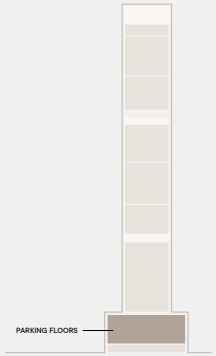
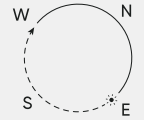

PARKING FLOORS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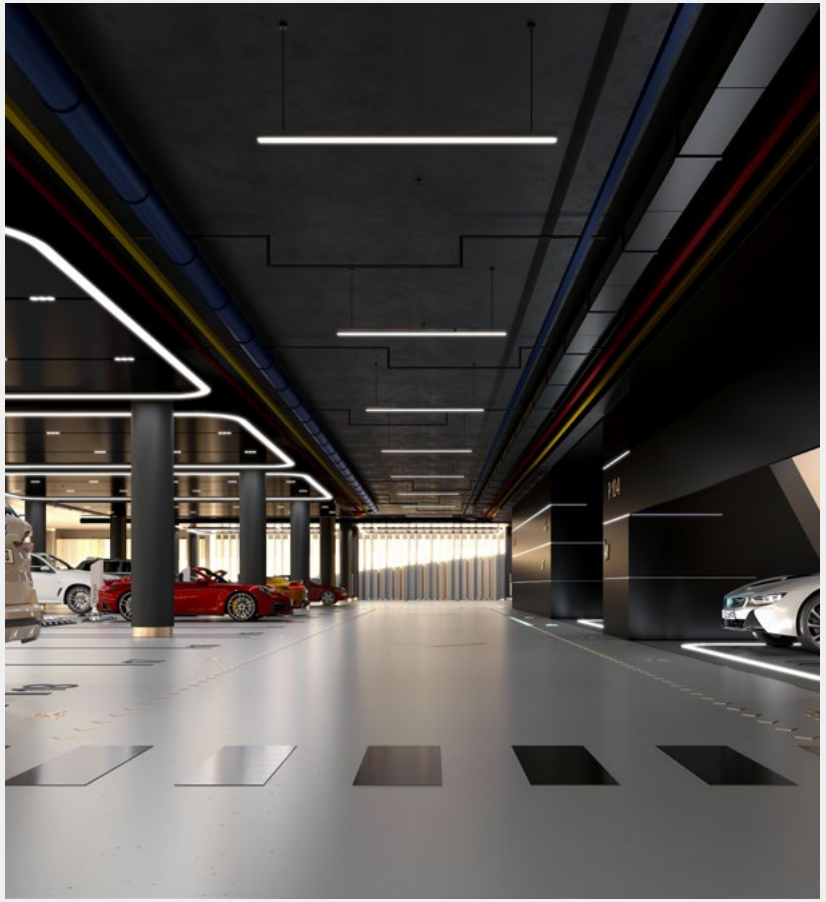


MERED
P 104
Charger
Charger
28
29

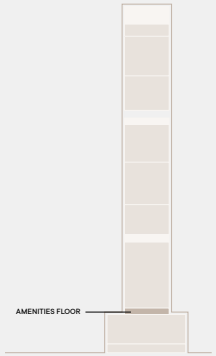
AMENITIES

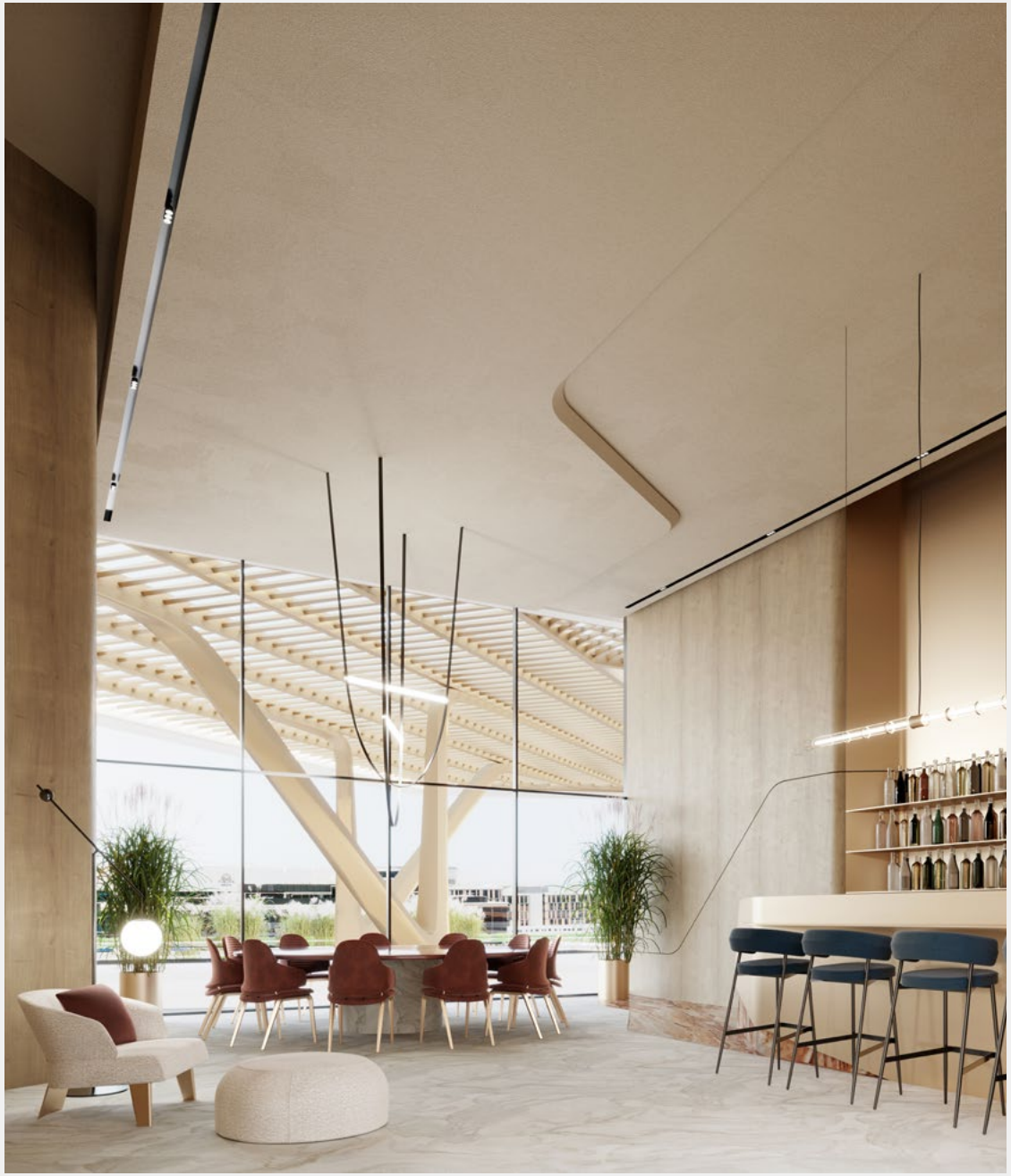
The amenities in the Tower provide everything you need to design a perfect day. An azure infinity pool overlooks the sea, while a series of lounges, barbecue areas and outdoor terraces create space for every special moment. Carefully designed yoga practice areas, a spacious equipped gym, jacuzzi, sauna and steam baths, and a private cinema — these thoughtful touches provide residents with an oasis on their doorstep where they can relax.

AMENITIES

FLOOR 1

1. Conference room
2. Kids play area
3. Private lounge / Dining room
4. Reception & Lounge
5. Gym equipment room
6. Yoga / Relax room



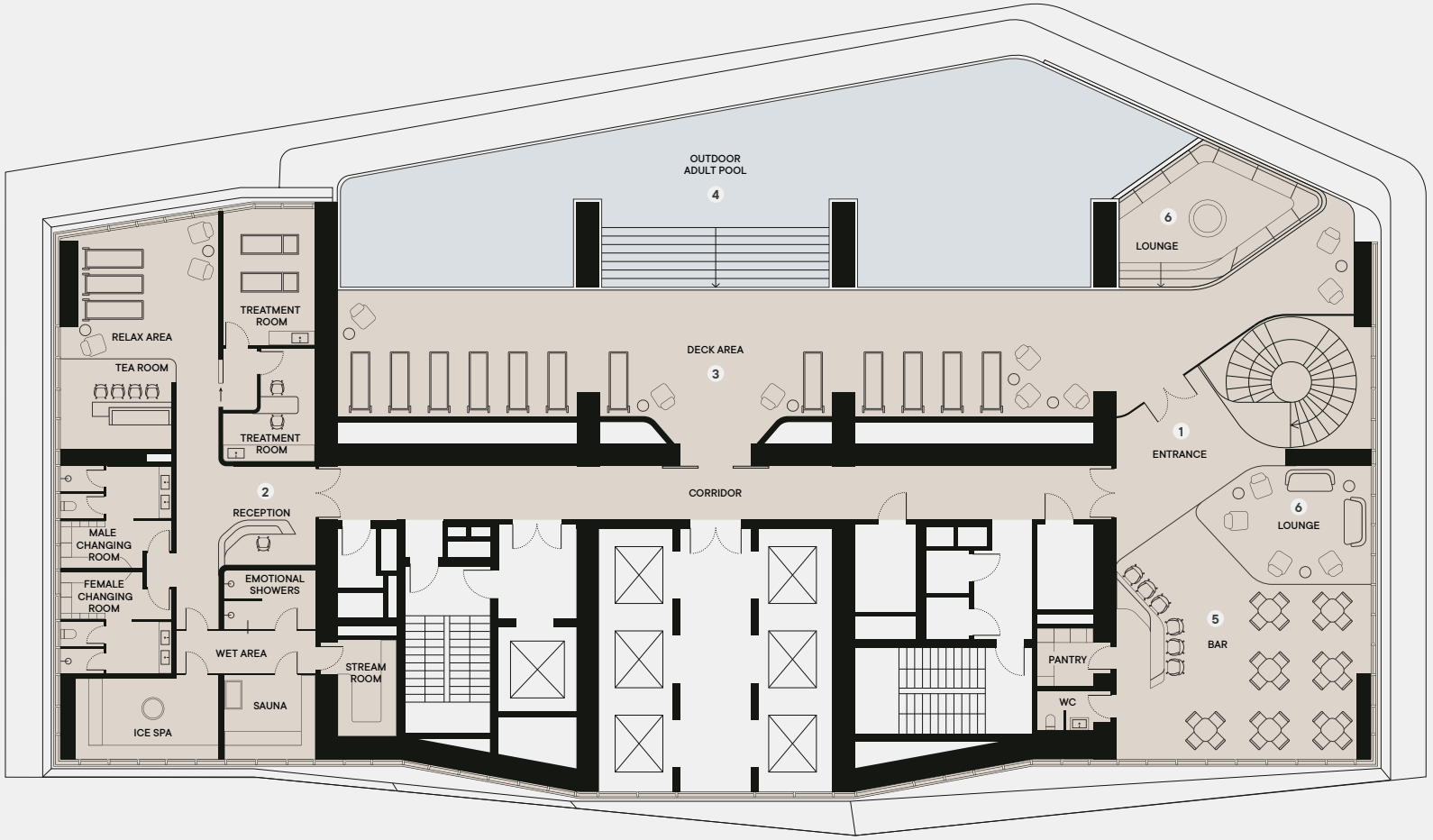


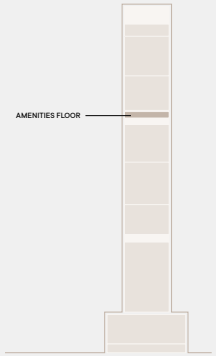
Your mind is a powerful thing.
When you filter it with positive thoughts,
your life will start to change.

AMENITIES

FLOOR 40

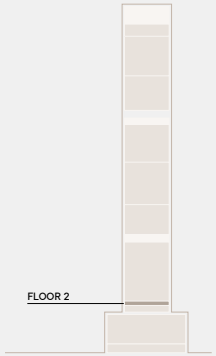
1. Entrance
2. Spa
3. Deck area
4. Outdoor adult pool
5. Bar
6. Lounge



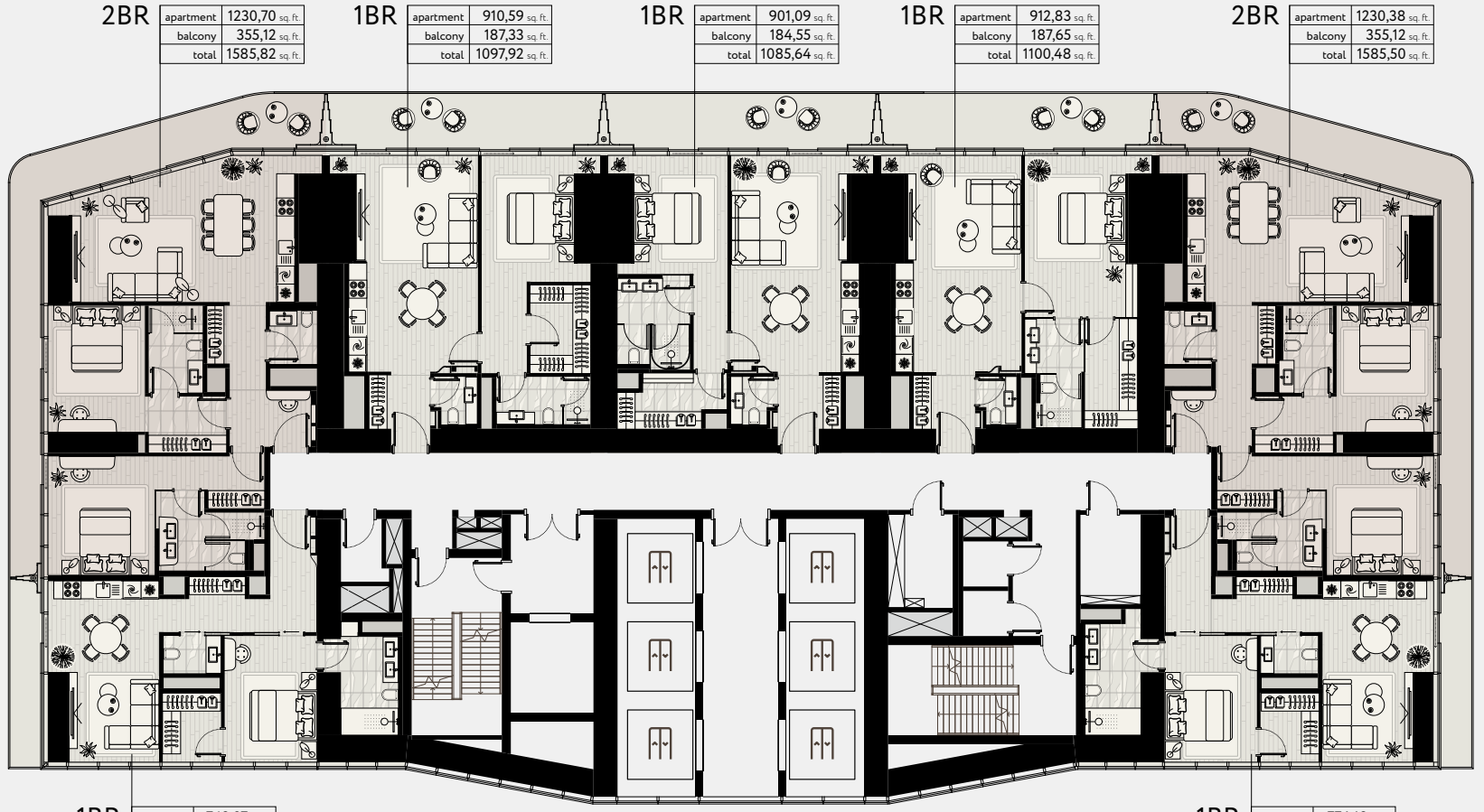


RESIDENTIAL FLOORS

TIER 1 — TYPE A
FLOOR 2



PALM JUMEIRAH



DUBAI MARINA
BLUEWATERS ISLAND

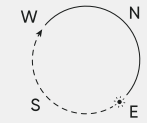
BURJ AL ARAB
BURJ KHALIFA

SHEIKH ZAYED ROAD

RESIDENTIAL FLOORS

TIER 2.2 — TYPE C
FLOOR 27

PALM JUMEIRAH



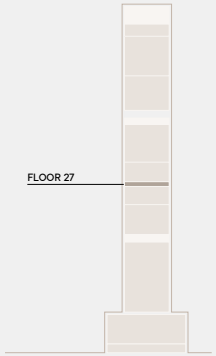
2BR		
apartment	1786,81	sq. ft.
balcony	490,57	sq. ft.
total	2277,39	sq. ft.

1BR		
apartment	888,71	sq. ft.
balcony	180,50	sq. ft.
total	1069,21	sq. ft.

3BR+Maids		
apartment	2138,41	sq. ft.
balcony	614,07	sq. ft.
total	2752,48	sq. ft.

DUBAI MARINA
BLUEWATERS ISLAND

BURJ AL ARAB
BURJ KHALIFA



2BR		
apartment	1178,40	sq. ft.
balcony	140,79	sq. ft.
total	1319,19	sq. ft.

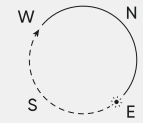
1BR		
apartment	775,57	sq. ft.
balcony	88,59	sq. ft.
total	864,16	sq. ft.

SHEIKH ZAYED ROAD

RESIDENTIAL FLOORS

TIER 2.3 — TYPE B
FLOORS 33-36, 38-39

PALM JUMEIRAH



2BR

apartment	1226,22 sq. ft.
balcony	362,06 sq. ft.
total	1588,28 sq. ft.

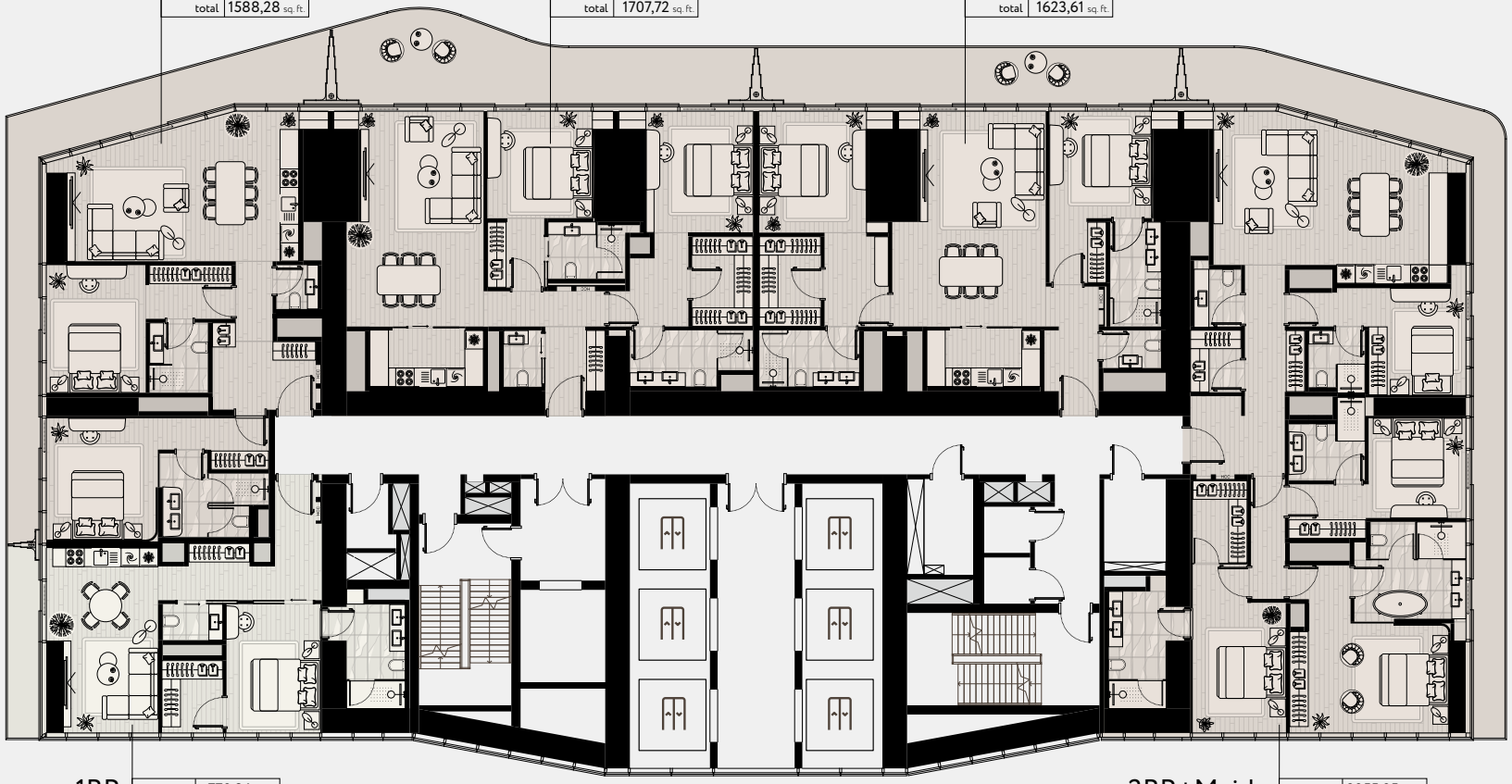
2BR

apartment	1365,41 sq. ft.
balcony	342,31 sq. ft.
total	1707,72 sq. ft.

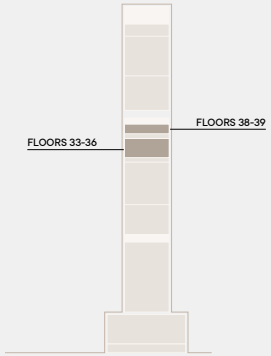
2BR

apartment	1343,74 sq. ft.
balcony	279,87 sq. ft.
total	1623,61 sq. ft.

DUBAI MARINA
BLUEWATERS ISLAND



BURJ AL ARAB
BURJ KHALIFA



1BR

apartment	770,34 sq. ft.
balcony	88,27 sq. ft.
total	858,61 sq. ft.

3BR+Maids

apartment	2055,05 sq. ft.
balcony	441,90 sq. ft.
total	2496,95 sq. ft.

SHEIKH ZAYED ROAD

PREMIUM FINISHING

SPECTACULAR VIEWS

PAYMENT PLAN

Percentage (%)	Payment Date
5%	EOI / Booking Deposit
20%	SPA Agreement date
5%	Within 6 months SPA Agreement date
5%	Within 12 months SPA Agreement date
5%	Within 18 months SPA Agreement date
5%	Within 24 months SPA Agreement date
5%	Within 30 months SPA Agreement date
50%	**Handover**

BUYING PROCESS:

50 000 AED reservation fee → 5% booking fee → 20% SPA + 4% DLD → OQOOD registration → Commission release

BROKER'S PORTAL

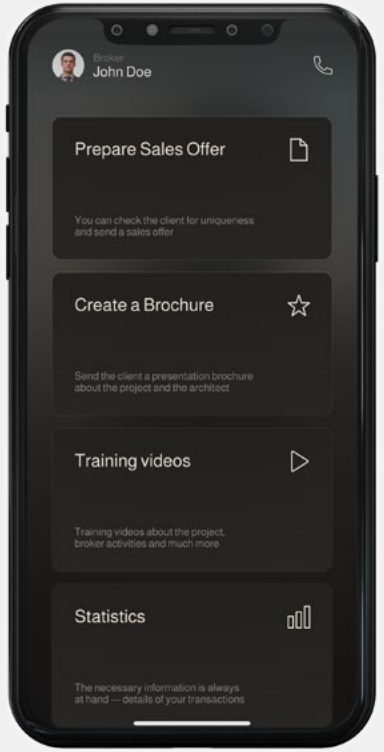
Full cycle of buying apartment in one place

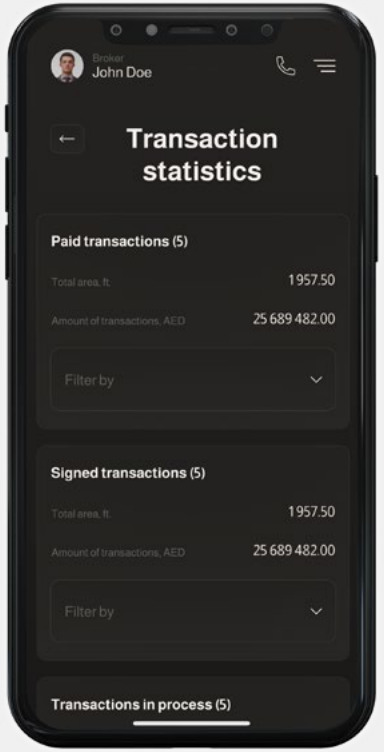
Online payment and financial control

Personalized notifications

Interaction with the developer

Secured storage for documents





CLIENT'S PORTAL

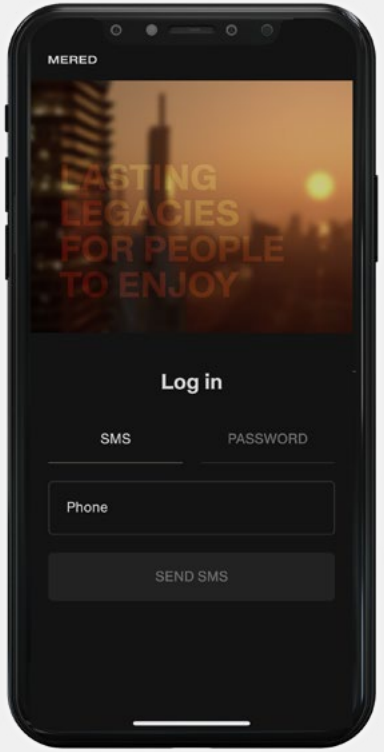
Full cycle of buying apartment in one place

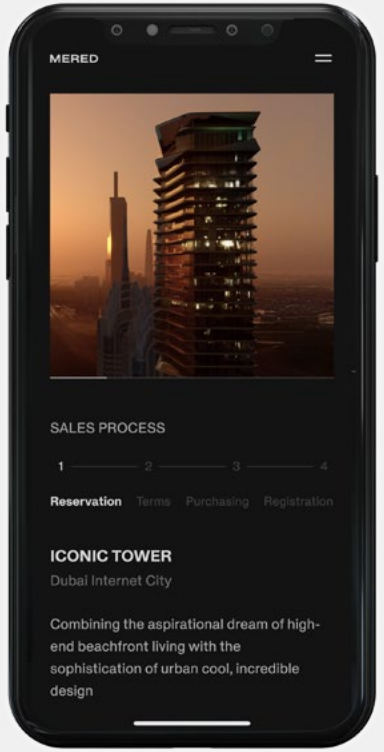
Online payment and financial control

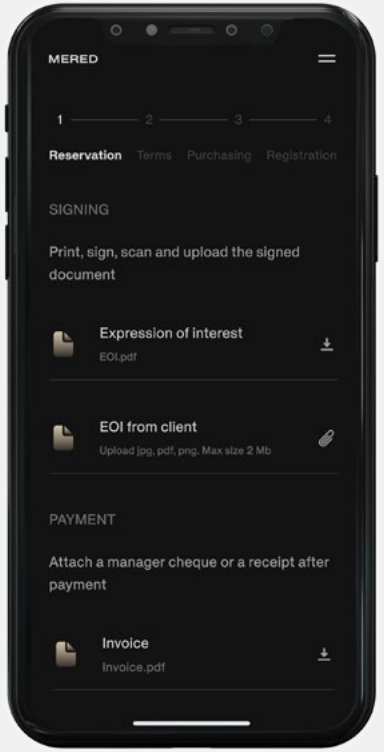
Personalized notifications

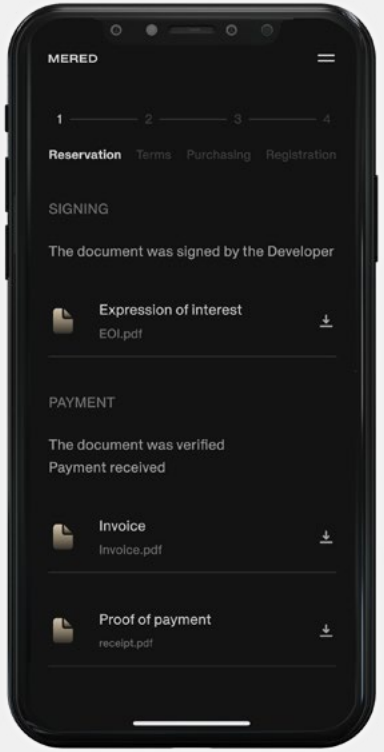
Interaction with the developer

Secured storage for documents



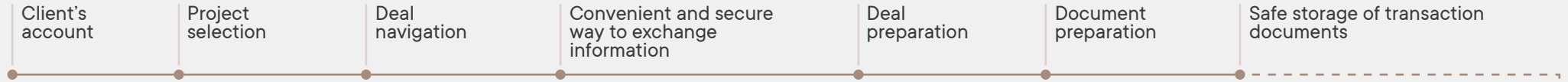






MERED'S SERVICE ECOSYSTEM BASED ON APPLICATION

CLIENT



OWNER

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