

نبني
NABNI

TOGETHER WE BUILD

CORPORATE PROFILE 2024



NABNI DEVELOPMENTS

TOGETHER WE BUILD

We are NABNI, an Emirati real estate developer, where visionary design converges with unwavering integrity, innovation, and meticulous attention to detail. We reshape the luxury real estate experience by crafting living spaces that not only redefine standards but also resonate with the essence of customer-centric excellence.

Our commitment to integrity becomes the cornerstone for crafting innovative excellence that seamlessly aligns with the unique aspirations of our valued customers.

CRAFTING ARTISTRY FROM IDEAS

LEGACY

As custodians of our legacy, we continue to shape Dubai's skyline, crafting spaces that transcend time, redefine quality, showcase visionary design, and embody the epitome of prime locations.

QUALITY

Quality is the cornerstone of NABNI'S craftsmanship, defining every aspect of our development. From concept to completion, we ardently uphold the highest standards, ensuring enduring excellence in residential and retail properties.

DESIGN

Our design is a fusion of aesthetic elegance and functional brilliance, crafting spaces as canvases reflecting community identities. NABNI projects go beyond structures, fostering vibrant, diverse environments.

LOCATION

NABNI strategically selects prime locations, crafting immersive urban experiences that seamlessly integrate with the city's heartbeat for a unique and connected living.



LEADERS
WHO REDEFINED
THE FUTURE

Abdulrahman Abdulla Alsuwaidi, the Co-Founder and Chairman of NABNI Developments, is a visionary leader with a passion for crafting exceptional residential and commercial properties in Dubai. Inspired by the vision of His Highness Mohammed bin Rashid Al Maktoum, Abdulrahman oversees strategic and financial planning to uphold Dubai's reputation as the premier global destination. With a diverse background spanning government service, entrepreneurship, and real estate development, he brings a wealth of experience to his role. Under his guidance, NABNI Developments has flourished, boasting a portfolio of prestigious properties, including the anticipated Waldorf Astoria Residences Dubai Downtown project.

ABDULRAHMAN ALSUWAIDI
CHAIRMAN AND CO-FOUNDER





LEADERS WHO REDEFINED THE FUTURE

Badr Abudulla Alsuwaidi, the Co-Founder and CEO of NABNI Developments, brings a wealth of expertise to the realm of real estate development in Dubai. With a keen eye for interior design and a dedication to excellence, Badr oversees strategic planning and ensures that every aspect of NABNI's projects reflects the pinnacle of luxury and quality. His entrepreneurial journey began early, evolving from selling Italian furniture with his father to co-founding the German Cars Company and eventually venturing into real estate development with his brother Abdulrahman Abdulla Alsuwaidi. Together, they transformed Al Jaziri Properties into NABNI Developments, with a focus on delivering unparalleled residential and commercial properties. Currently, Badr leads the operations of the Waldorf Astoria Residences Dubai Downtown project, ensuring that each detail embodies NABNI's commitment to excellence and reflects the esteemed Waldorf Astoria brand.

BADR ALSUWAIDI
CEO AND CO-FOUNDER

LEADERS WHO REDEFINED THE FUTURE

Khalid Abdulrahman Alsuwaidi, Chief Commercial Officer at NABNI Developments, brings invaluable expertise in sales, marketing, and strategic planning to the forefront of the company's operations. With a distinguished educational background, including a Bachelor of Science in Business Administration from the American University of Sharjah and executive education from Harvard, Khalid has significantly contributed to the success of various sectors before joining NABNI. Currently, he spearheads the Waldorf Astoria Residences Dubai Downtown project, applying his acumen to ensure excellence in brand adaptation and customer experience. His leadership not only enhances NABNI's commercial strategies but also sets new standards in the industry.

KHALID ALSUWAIDI
CHIEF COMMERCIAL OFFICER





A WORLD WHERE LUXURY
IS RE-IMAGINED WITH
NABNI DEVELOPMENTS

To become the leading developer who reshapes the luxury real estate experience by providing innovative living spaces that achieve a seamless fusion of great form, function, and sustainability.

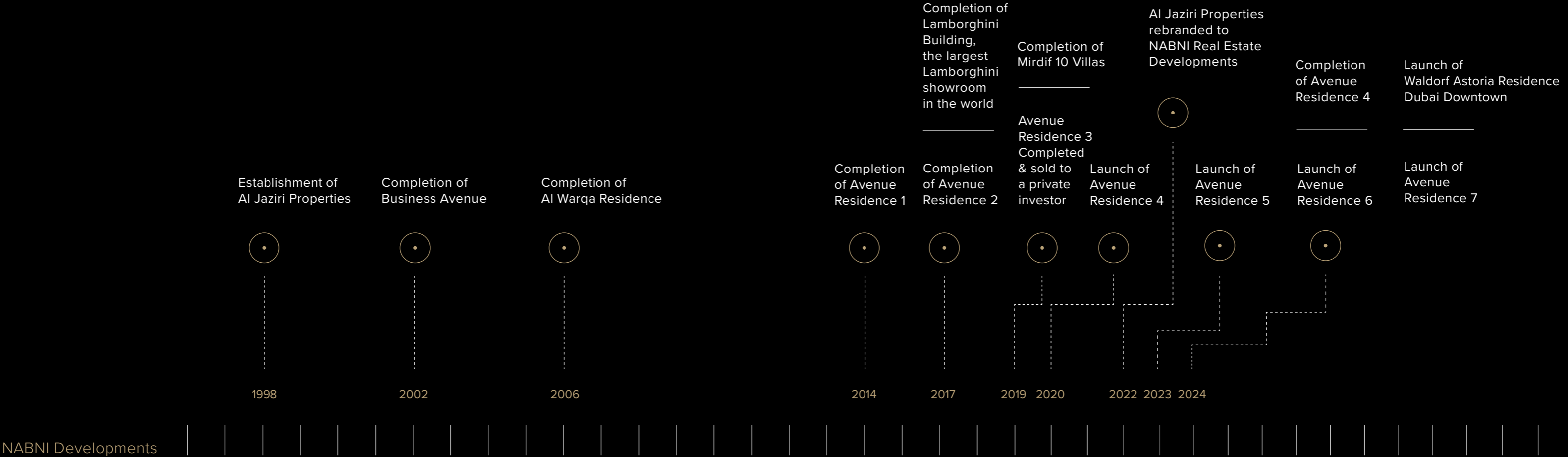


To craft living spaces that transcend expectations, we blend luxury and innovation with an unwavering commitment to style. Every residence we build seamlessly aligns with the unique aspirations of our valued customers.

MISSION

ACHIEVEMENTS AND MILESTONES

Innovative architectural feats, sustainable communities, and a legacy of transformative real estate development define NABNI's commitment to excellence. Redefining quality living, we consistently surpass expectations, delivering exceptional value and design, crafting a narrative of growth, customer satisfaction, and enduring milestones.



NABNI Developments

A Journey into Distinctive Excellence.

Spanning residential and commercial domains, each venture encapsulates innovation and quality. Witness our commitment to crafting exceptional living and working environments, leaving a lasting imprint on the landscape. Explore a spectrum of excellence that defines the essence of NABNI Development's visionary approach to real estate.

PROJECT PORTFOLIO

DEVELOPMENT OVERVIEW

Over the past years, NABNI Developments has achieved remarkable milestones as a leading Real estate developer, consistently delivering innovative and sustainable projects that redefine urban living through exemplary design and construction practices

11

TOTAL PROJECTS

800+

TOTAL UNITS

425+

FUTURE PLAN AND
PROGRESS (UNITS)

1.1M

BUILT-UP
(SQ.FT)

1.6B_{AED}

PORTFOLIO VALUE



LUXURY
RESIDENCES

RIGHT:
AVENUE
RESIDENCE 6



RIGHT:
AVENUE
RESIDENCE 1



BELOW:
AVENUE RESIDENCE 2



RIGHT:
AVENUE
RESIDENCE 4



LEFT:
AVENUE
RESIDENCE 3



TOP:
AVENUE
RESIDENCE 5

EXQUISITE LUXURY RESIDENCES FOR THE DISCERNING FEW

Join us an extraordinary voyage with NABNI Developments, where the harmonious blend of integrity, customer-centricity, and groundbreaking innovation re-imagines the very concept of quality living, taking it to uncharted heights of excellence.



WALDORF ASTORIA
RESIDENCES
DUBAI DOWNTOWN

The Waldorf Astoria Residences Dubai Downtown, the brand's inaugural standalone project outside the USA, signifies a landmark achievement for NABNI Developments in redefining luxury living in the UAE. This project combines world-class design by Carlos Ott Architects, interiors by Hirsch Bedner Associates (HBA), and a luxury hospitality experience managed by Waldorf Astoria. It offers sought-after amenities and services for contemporary residents.

BRANDED
RESIDENCES



LEGACY
PROJECTS

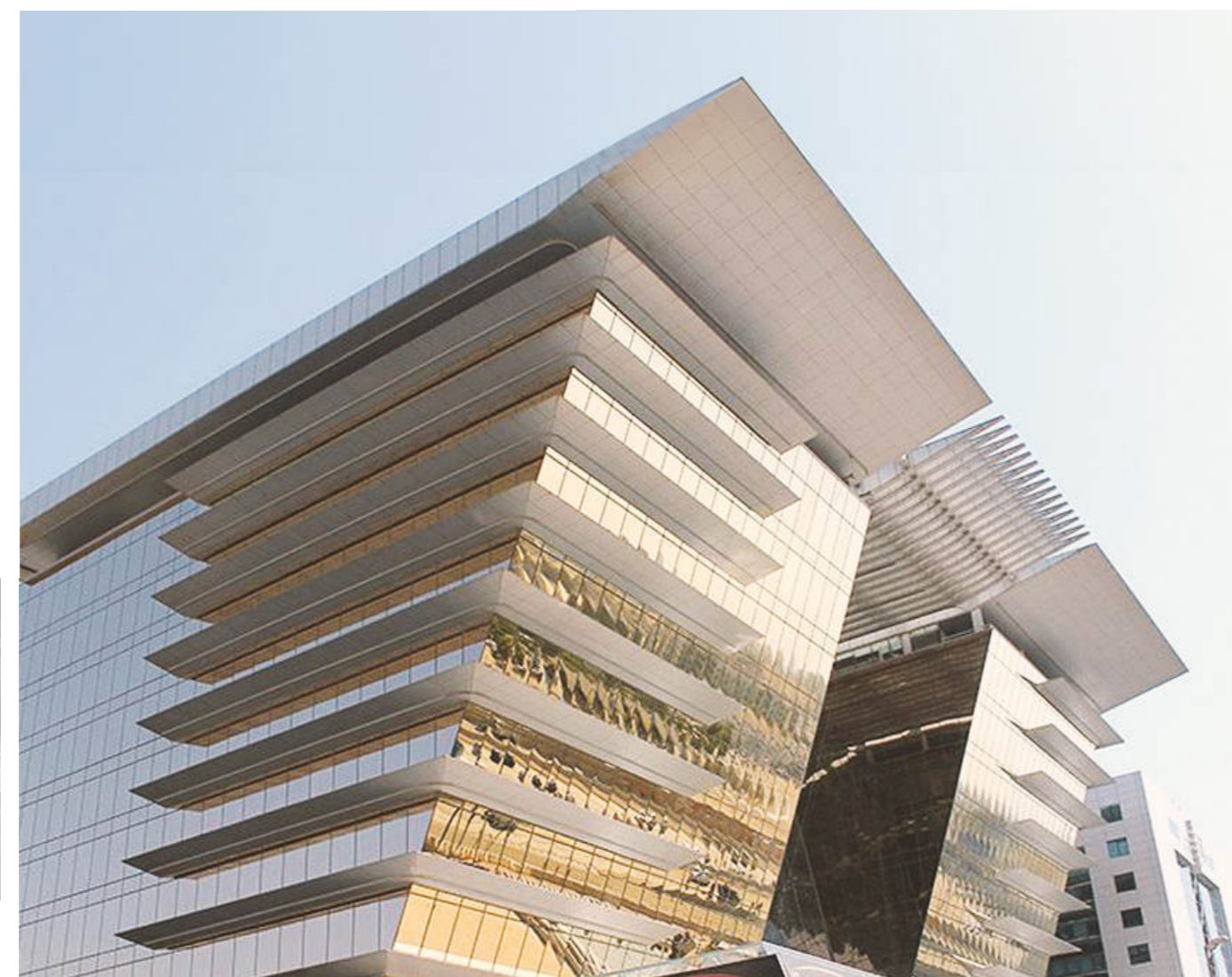


LEFT:
LAMBORGHINI
BUILDING

BELOW:
BUSINESS AVENUE
BUILDING



TOP:
MIRDIF 10 VILLAS



SCULPTING TIMELESS LEGACIES

As guardians of our heritage, we remain dedicated to shaping Dubai's urban environment. Our commitment is evident in our creation of enduring spaces, exemplified by landmarks such as Business Avenue, the largest commercial building upon its completion in 2002, and the world's largest Lamborghini showroom on Sheikh Zayed Road in Dubai. These projects redefine standards of quality, showcase innovative design, and epitomize prime locations.

PARTNERSHIP & COLLABORATIONS

At NABNI Developments, partnerships and collaborations are the cornerstone of our success. We thrive on cultivating synergies with industry leaders, fostering innovation, and creating transformative spaces.

CARLOS OTT

AN AWARD-WINNING ARCHITECT

With over 50 years of renowned expertise in architecture and urban planning, Carlos Ott is globally celebrated for his visionary designs. His iconic projects, including the concept for the iconic Burj Al Arab in Dubai, the Waldorf Astoria Hotel and Residences in Miami, and the Opéra Bastille in Paris, have earned him international acclaim. As a valued collaborator with NABNI Development for over 25 years, Carlos Ott has contributed his visionary touch to projects such as Business Avenue in Deira, the Lamborghini Building on Sheikh Zayed Road, and the prestigious Waldorf Astoria Residences Dubai Downtown, showcasing a commitment to innovation and excellence.

HBA

THE WORLD'S NO. 1 HOSPITALITY DESIGN FIRM

With a stellar reputation, Hirsch Bedner Associates brings unparalleled expertise and a proven track record in creating iconic and immersive environments. This collaboration aims to leverage the unique strengths of both NABNI Developments and HBA, combining innovative design concepts with a commitment to delivering exceptional hospitality experiences. Together, we look forward to setting new standards in the realm of luxury hospitality and creating unforgettable spaces that resonate with sophistication and excellence.



FINANCIAL HIGHLIGHTS

Unlocking prosperity, NABNI Development's financial highlights illuminate a path of fiscal strength and strategic acumen. With a robust balance sheet and prudent financial management, we ensure sustainable growth, delivering value to stakeholders. Our commitment to financial excellence propels us forward, shaping a future of enduring success in real estate development.

AGGREGATE PROJECT VALUATION

 **1.6B**_{AED}

TOTAL VALUE OF COMPLETED
PROJECTS TO DATE

LAND PORTFOLIO VALUE

 OVER
500M_{AED}

MARKET VALUE OF OWNED
LAND ASSETS

PIPELINE INVESTMENT

 OVER
2.2B_{AED}

ESTIMATED VALUE OF
UPCOMING PROJECTS IN THE
DEVELOPMENT PIPELINE

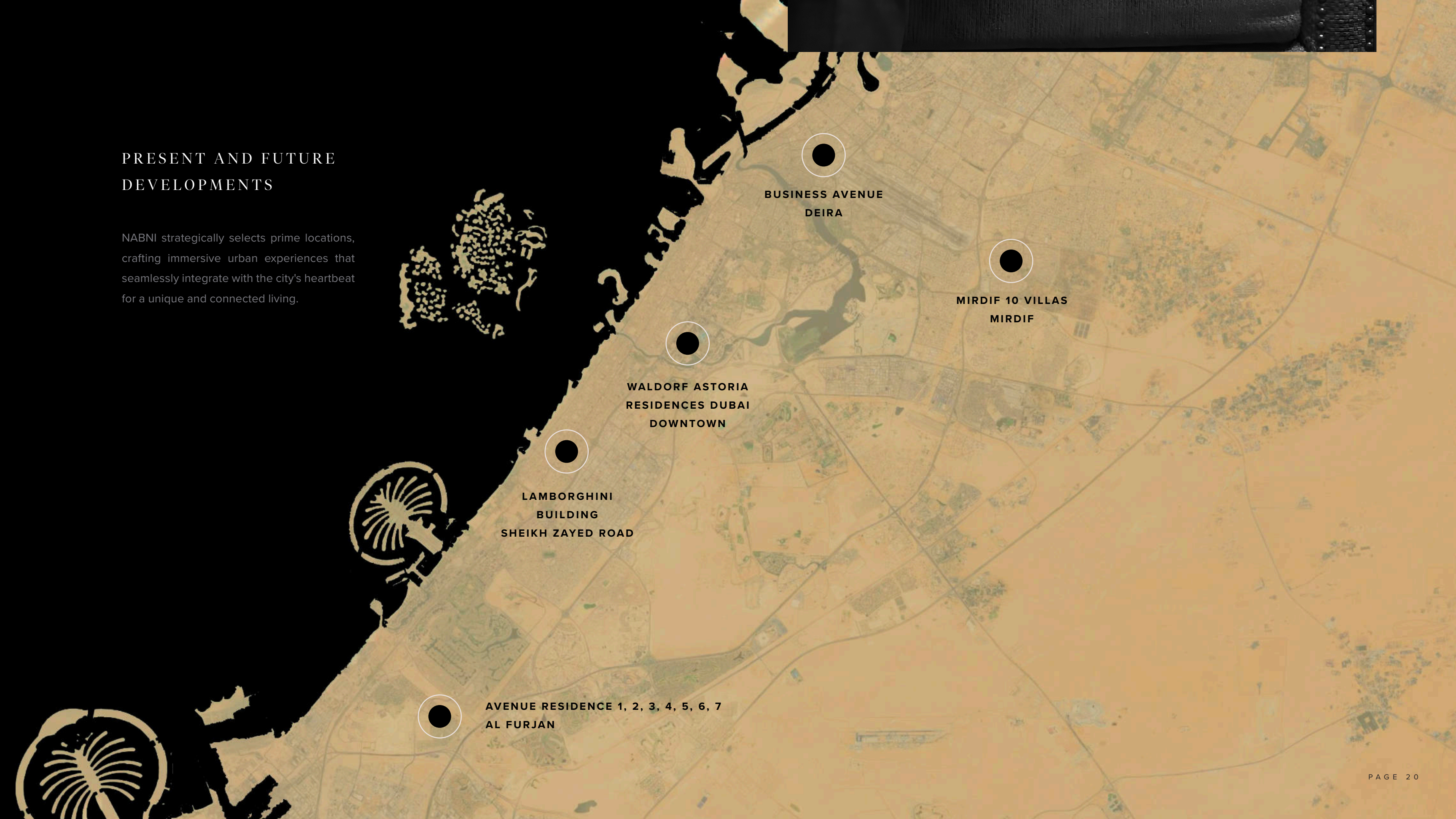
SALES VELOCITY

 **3** WEEKS

THE AVERAGE TIME IT TAKES
TO SELL UNITS ONCE THE
PROJECT IS LAUNCHED

PRESENT AND FUTURE DEVELOPMENTS

NABNI strategically selects prime locations, crafting immersive urban experiences that seamlessly integrate with the city's heartbeat for a unique and connected living.

An aerial map of Dubai, United Arab Emirates, with a black silhouette of the city's coastline on the left. Five specific development locations are marked with a black dot inside a white circle. The locations are: Business Avenue Deira (top center), Mirdif 10 Villas Mirdif (top right), Waldorf Astoria Residences Dubai Downtown (center), Lamborghini Building Sheikh Zayed Road (middle left), and Avenue Residence 1, 2, 3, 4, 5, 6, 7 Al Furjan (bottom left).

**BUSINESS AVENUE
DEIRA**

**MIRDIF 10 VILLAS
MIRDIF**

**WALDORF ASTORIA
RESIDENCES DUBAI
DOWNTOWN**

**LAMBORGHINI
BUILDING
SHEIKH ZAYED ROAD**

**AVENUE RESIDENCE 1, 2, 3, 4, 5, 6, 7
AL FURJAN**

DEVELOPER'S PRIMARY COMPETITIVE EDGE



PREMIUM QUALITY BUILDING MATERIAL

Top-tier building materials synonymous with excellence, ensuring durability, aesthetics, and structural integrity for projects that demand the best in quality and performance.



STRATEGIC LAND BANK

Prime parcels strategically acquired for optimal development, offering lucrative opportunities for future projects and investment in key locations.



STRONG BALANCE SHEET

A robust financial foundation, our strong balance sheet underscores stability and fiscal resilience, reinforcing confidence in our ability to navigate and excel in dynamic market conditions.



ESTABLISHED MARKETING CHANNELS WITH AN AGILE & EFFICIENT TRACK RECORD.

Agile and efficient with well-established marketing channels, our proven track record attests to a dynamic approach, ensuring success in navigating and thriving in diverse market landscapes.



STRONG PRESENCE IN THE UAE MARKET

A well-established position in the thriving UAE market, underscoring our dedication to thriving and succeeding in one of the world's most dynamic and impactful business environments.

ENERGY EFFICIENCY MEASURES

Implementing strategies and technologies to optimize energy consumption, reduce environmental impact, and promote sustainability across various operations and projects.

WATER CONSERVATION INITIATIVES

Implementing effective measures and strategies to responsibly manage water resources, promoting conservation and sustainable practices in our operations and projects.

STREAMLINING MATERIAL USAGE

Utilizing effective techniques to reduce material consumption, minimizing waste, and promoting sustainable practices in our operations and projects.

WASTE MINIMIZATION AND LANDFILL DIVERSION

Implementing strategies to reduce waste generation and divert materials away from landfills, contributing to environmentally responsible practices in our operations.

SUSTAINABILITY

NATURAL STONE FACADE FOR THERMAL CONTROL

Implementing energy-efficient solutions to optimize resource consumption, reduce environmental impact, and enhance sustainability across projects and operations.

GREEN ROOF IMPLEMENTATIONS

Installing green roofs to enhance environmental sustainability, providing energy efficiency, stormwater management, and contributing to a greener urban landscape.

RENEWABLE ENERGY INTEGRATION

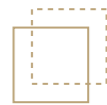
Integrating renewable energy sources into our operations, fostering sustainability and reducing environmental impact through the use of clean and renewable power.

WATER CONSERVATION STRATEGIES

Implementing effective measures and practices to responsibly manage and preserve water resources, promoting sustainability across various operations and projects.

CORPORATE GOVERNANCE

In a fragmented industry, our emphasis on integrity and reliability is underscored by a robust corporate governance framework, ensuring steadfast commitment to ethical standards and trustworthiness.



TRANSPARENCY

A commitment to openness and clarity, fostering trust by providing a clear view into operations, decision-making, and communication practices.



ACCOUNTABILITY

A cornerstone of our commitment, ensuring responsibility and ownership in actions and decisions, fostering trust and reliability in all aspects of our operations.



RESPONSIBILITY

A core value that drives our commitment to ethical actions, accountability, and proactive engagement, ensuring a positive impact on both our stakeholders and the wider community.



ESG/SUSTAINABILITY

A dedicated focus on Environmental, Social, and Governance factors, integrating sustainable practices into our operations to create long-term value for both stakeholders and the planet.



INTEGRITY AND FAIRNESS

Upholding a commitment to honesty, ethical conduct, and equitable practices, fostering trust and a sense of justice within all aspects of our endeavors.

NABNI NAMOUS AWARDS



NABNI NAMOUS AWARDS: CELEBRATING EXCELLENCE

Welcome to the prestigious NABNI Namous Awards, celebrating excellence in real estate development and sales. We recognize partners for their dedication and exceptional performance in selling our projects, positioning them as the top-performing real estate agency.

ABOUT NABNI NAMOUS AWARDS

The NABNI Namous Awards celebrate excellence among our channel partners, recognizing their remarkable sales achievements in NABNI Developments' projects. 'Namous,' meaning 'Honour' in Arabic, embodies the essence of these awards, highlighting our partners' commitment to excellence and professionalism.



Award presented to one of our channel partners for Avenue Residence 5

CORPORATE SOCIAL RESPONSIBILITY (CSR)



RAMADAN IFTAR MEAL DISTRIBUTION 2024

During the holy month of Ramadan in 2024, NABNI Developments demonstrated its unwavering commitment to corporate social responsibility by distributing 4000 meals in Dubai.

This initiative is a testament to NABNI Developments' commitment to making a meaningful difference in society. Through initiatives like these, NABNI Developments remains steadfast in its mission to contribute positively to the well-being of our community, ensuring that no one is left behind.

PRESS COVERAGE

WALDORF ASTORIA RESIDENCES
DUBAI DOWNTOWN

Forbes

The screenshot shows the Forbes website header with 'Newsletters' and 'Subscribe' buttons. The main headline reads 'Waldorf Astoria Residences announces first independent overseas location'. Below the headline is a photograph of a modern, high-rise apartment interior with large windows overlooking a city skyline. A short paragraph below the image states: 'This will be the first residential project for the brand outside the U.S. WALDORF ASTORIA RESIDENCES'. Another paragraph begins with 'Dubai will be home to the new Waldorf Astoria Residences Dubai Downtown, the first standalone location outside of the United States. Due for completion in 2028, the property will have local investors that want to have their own luxury home.'

[Click here to view the article](#)

The screenshot shows the FOX 21 news website header with navigation menus for News, Remarkable Women, Weather, Sports, and More. The main headline reads 'Waldorf Astoria Residences Dubai Downtown to Mark First Standalone Residence Outside of the U.S.' with logos for Hilton and NABNI. Below the headline, it says 'NEWS PROVIDED BY NABNI Developments' and 'Mar 06, 2024, 9:00 AM ET'. A sub-headline reads 'Hilton and NABNI Developments partner to heighten prestigious luxury brand's global presence'. The main text states: 'NEW YORK and MCLEAN, Va., March 6, 2024 /PRNewswire/ -- Hilton (NYSE: HLT) and NABNI Developments, the visionary real estate developer behind the most sought-after residential and commercial properties in Dubai, have announced plans for Waldorf Astoria Residences Dubai Downtown, set for completion in 2028. Located in the most populous city in the United Arab Emirates, Waldorf Astoria Residences Dubai Downtown will heighten the prestigious hospitality brand's global presence as the first-ever standalone Waldorf Astoria residential address outside of the United States.' Below the text is a photograph of a signing ceremony with three men at a table, with a backdrop featuring the NABNI and Hilton logos. The caption below the photo reads: 'WALDORF ASTORIA RESIDENCES DUBAI DOWNTOWN SIGNING CEREMONY MARCH 04, 2024'. The final paragraph begins: 'The partnership between NABNI Developments and Hilton commenced with a signing ceremony in Downtown Dubai. The occasion was attended by leading representatives of both entities, including Abdulrahman Alsuwaidi, co-founder and chairman of NABNI Developments; Badr Alsuwaidi, co-founder and CEO of NABNI Developments; and Daniel Wakeling, vice president of development,'

[Click here to view the article](#)

PRESS COVERAGE

WALDORF ASTORIA RESIDENCES
DUBAI DOWNTOWN



The screenshot shows the elite traveler website with the article "Waldorf Astoria Announces Dubai Branded Residence". The article is dated Mar 18, 2024 and written by Kim Ayling. It features a large image of a modern living room with a view of Dubai. A related article titled "Principal Tower: Penthouse Living in the Heart of London" is also visible.

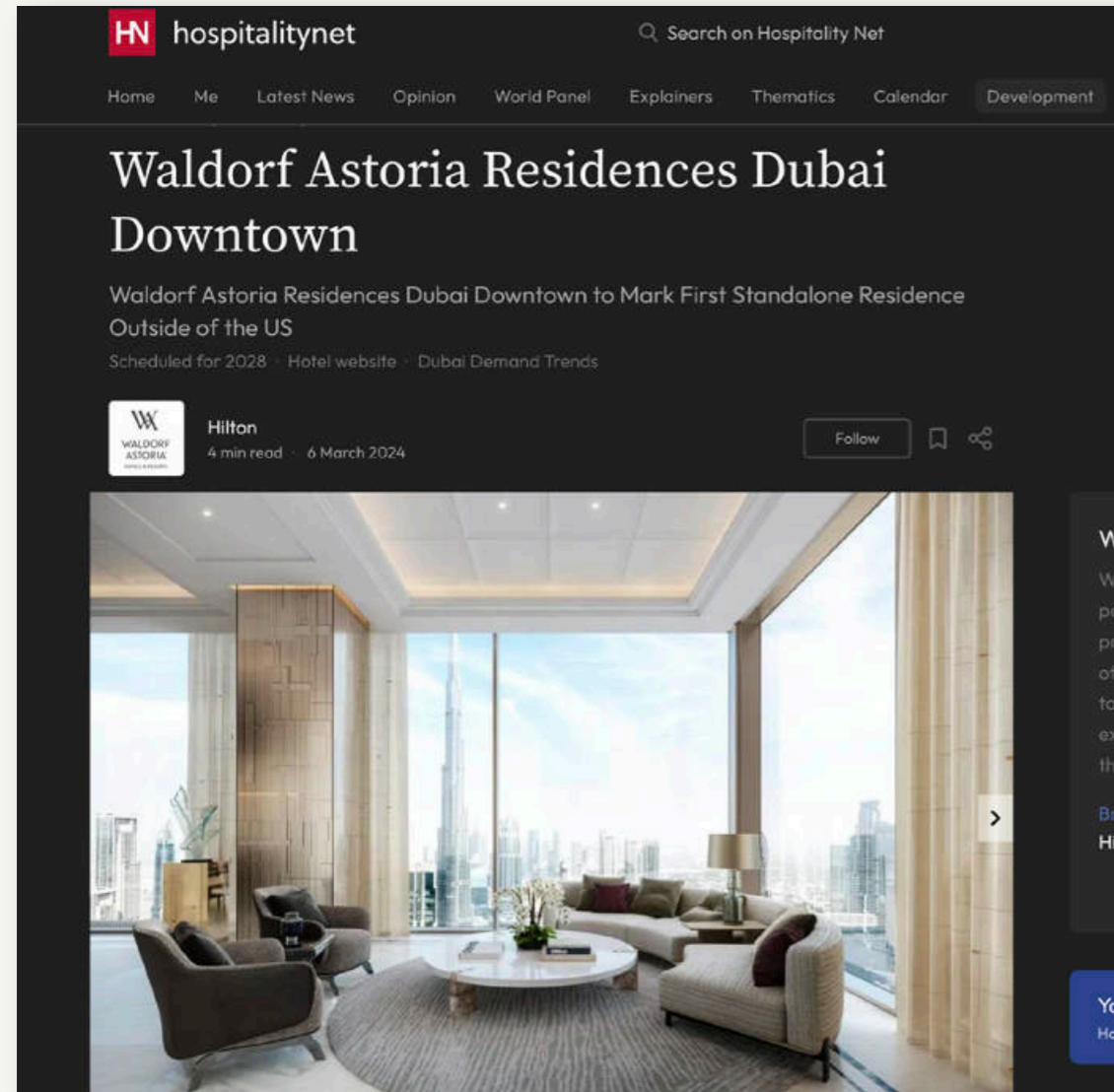
The screenshot shows the Global Traveler website with the article "Waldorf Astoria Residences Dubai Downtown Coming 2028". The article is dated Mar 13, 2024 and written by Aoife O'Riordan. It features a large image of a modern living room with a view of Dubai. A "Newsletter" sign-up box is visible at the bottom right.

🖱️ [Click here to view the article](#)

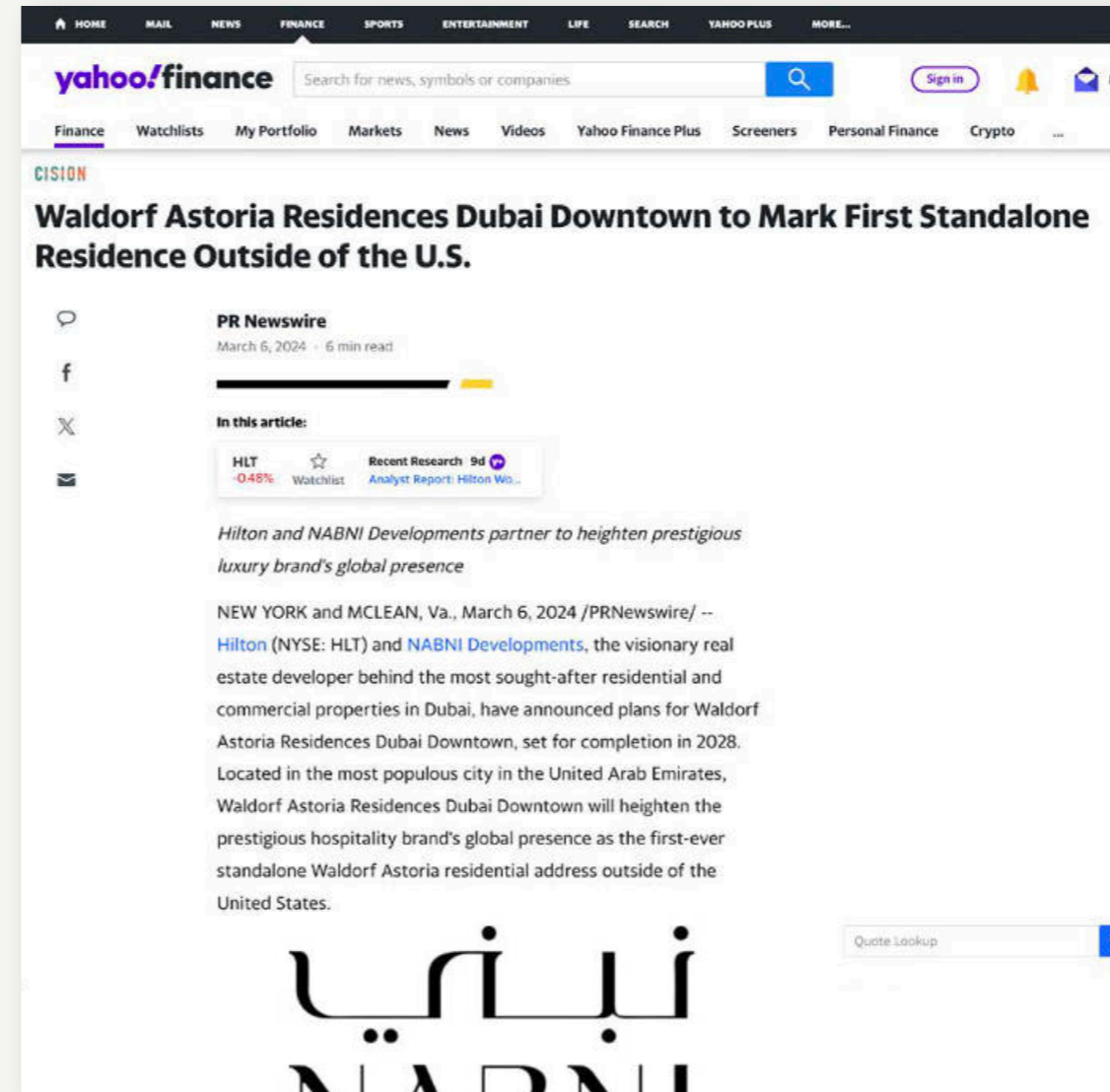
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PRESS COVERAGE

WALDORF ASTORIA RESIDENCES
DUBAI DOWNTOWN



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PRESS COVERAGE

WALDORF ASTORIA RESIDENCES
DUBAI DOWNTOWN



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Waldorf Astoria to Launch Branded Residences in Dubai

The forthcoming property from Hilton is expected to come online in 2028

Words by: Stephanie Chen

Rendering courtesy of Waldorf Astoria

PREVIOUS ARTICLE

NEXT ARTICLE

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RESIDENT
A LUXURY LIFESTYLE MAGAZINE

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Waldorf Astoria Residences Dubai Downtown to Mark First Standalone Residence Outside of the U.S.

Hilton and NABNI Developments partner to heighten prestigious luxury brand's global presence

WALDORF ASTORIA RESIDENCES DUBAI DOWNTOWN SIGNING CEREMONY

Signing of Waldorf Astoria Residences Dubai Downtown - (Left to Right) Abdulrahman Alsuwaidi, co-founder and chairman of NABNI Developments; Badr Alsuwaidi, co-founder and CEO of NABNI Developments; and Daniel Wakeling, vice president of development, luxury & residential - Europe and Africa, Hilton. BIJU ELAYADATH

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PRESS COVERAGE

WALDORF ASTORIA RESIDENCES DUBAI DOWNTOWN



Waldorf Astoria Residences Dubai Downtown to Mark First Standalone Residence Outside of the U.S.

NABNI Developments and Hilton partner to heighten prestigious luxury brand's global presence Dubai, UAE (March 5, 2024) – Hilton (NYSE: HLT) and NABNI Developments, the visionary real estate developer behind the most sought-after residential and commercial properties in Dubai, have announced plans for Waldorf Astoria Residences Dubai Downtown, set for completion in 2028.

Set to be located in the iconic district of Downtown Dubai, Waldorf Astoria Residences Dubai Downtown will heighten the prestigious hospitality brand's global presence as the first-ever standalone Waldorf Astoria residential address outside of the United States. The residential address marks a significant milestone for NABNI Developments as it continues to redefine luxury living in the Middle East.

The esteemed partnership was made official with a signing ceremony marking a new era of excellence in the heart of Dubai. In attendance was Daniel Wakeling, Vice President of Development, Luxury & Residential - Europe & Africa at Hilton, Abdulrahman Alsuwaidi, Chairman of NABNI Developments, and Badr Alsuwaidi, CEO of NABNI Developments.

Abdulrahman Alsuwaidi, Chairman of NABNI Developments says, "At NABNI Developments, we strive to deliver exclusive living experiences that will continue to redefine the growing luxury branded residences segment in



East, especially to the UAE's thriving real estate sector. Our partnership with Hilton is not just about creating residences but crafting an iconic landmark that reimagines modern living in the Middle East.

The partnership agreement aligns with NABNI Developments' commitment to delivering high-quality luxury residences, and its ambitious expansion plans. The leading real estate developer

Along with signature resident services and over 100 years of world-class hospitality and exclusive Residence Owner Benefits including elite Hilton Honors status and more, residents

what Putin wants" by not sending the Taurus missiles, said conservative member Norbert Röttgen, a foreign policy specialist.

"That is disastrous as a signal to Moscow, because it shows that Russian pressure works."

German politician Reinhard Brandl, who sits on a defence committee in parliament, said it was time for ministers to strengthen Germany's cyber defence after the latest Russian spy scandal.

An alleged Russian spy in Germany's foreign intelligence service was arrested on suspicion of treason in 2023.

The same year, a guard at the British embassy in Berlin admitted passing secrets to Moscow.

"Russia listened to a conversation among military officers about the deployment of Taurus in Ukraine," Mr Brandl said.

"That shows once more that we're still waiting for the Zelenskyy in cyber defence."

German officials have hit back by accusing Russia of spreading propaganda and trying to sow division among Ukraine's biggest backers.

Mr Pistorius said the leak was a one-off security mistake by a general who dialled into a WeChat call on an unsecured line

He [Putin] just wanted to embarrass us, and to try to divide our unity and try to undermine our support for Ukraine

sons restore

German Defence Minister

from Singapore, possibly using hotel Wi-Fi.

"The call is believed to have been a "random hit" for Russian wiretappers and German military chiefs do not think it that they have a mole, Mr Pistorius said.

"The fact that Russia went public with its secret intelligence shows that "Putin is not interested in the information itself that he gathers," Mr Pistorius said.

"He just wanted to embarrass us, and not to divide our unity and try to undermine our support for Ukraine."

Ms Baerbock will follow her



"with the advent of Ramadan, the country's markets are experiencing an abundance of supply of goods and products – especially strategic goods," said Abdullah Sultan Al-Fan Al-Shamsi, Assistant Undersecretary for the Monitoring and Follow-Up Sector at the Ministry of Economy.

During Ramadan, the Ministry's task forces will also focus on ensuring that the supply of goods and products, especially strategic goods, is not disrupted.

—M.A.

outlets in the country, related to discount campaigns on prices of goods and products, the official added.

Discounts

Ahead of Ramadan, which starts next week, the Ministry has also held meetings with retail and other industry representatives to keep them updated of how oversight will be maintained.

at UAE cooperative-owned supermarkets.

Promotions have also been introduced for multiple products by certain cooperative associations during the month of Ramadan 2024. Nearly 4,000 items are being promoted through advertising campaigns at the UAE market level, with discounts ranging between 25-75 per cent.

how high will the digital token go before seeing another correction? Also, what's fuelling the recent rally?

— Justin Varghese, Your Money Editor

Waldorf Astoria Residences Dubai Downtown to mark first standalone residence outside US

NABNI Developments and Hilton partner to boost brand's global presence

DUBAI
Gulf News Report

Hilton, the global hospitality company, and real estate developer NABNI Developments have unveiled plans for a new landmark in the heart of Dubai – Waldorf Astoria Residences Dubai Downtown.

Scheduled for completion in 2028 in Downtown Dubai, The Residences will enhance the hospitality brand's global footprint as the first standalone Waldorf Astoria residential address outside the United States.

Abdulrahman Alsuwaidi, Chairman of NABNI Developments, said: "At NABNI Developments, we strive to deliver exclusive living experiences that will continue to redefine the growing luxury branded residences segment in the UAE. With the introduction of Waldorf Astoria Residences, we will deliver exclusive living experiences that set the precedent for sophistication and bespoke services in luxury living."

This residential development marks a significant milestone for NABNI Developments as it continues to redefine luxury living in the Middle East.

The partnership was formalised at a ceremony attended by Daniel Wakeling, Vice-President of Development, Luxury & Residential – Europe & Africa at Hilton; Abdulrahman Alsuwaidi, and Badr Alsuwaidi, CEO of NABNI Developments.

World-class design

Situated on a 1.5-acre (65,000-square foot) plot in Downtown Dubai, The Residences will blend world-class design by Carlos Ott Architects and interiors by award-winning hospitality design firm Hirsch Bedner Associates with a Waldorf Astoria managed luxury hospitality experience.

"It is an honour to bring Waldorf Astoria Residences to the Middle East, especially to the UAE's thriving real estate sector. Our partnership with Hilton is not just about creating residences but crafting an iconic landmark that reimagines modern day luxury for those who appreciate timeless elegance," said Badr Alsuwaidi.

"The addition of Waldorf Astoria Residences Dubai Downtown marks a significant milestone in strengthening our presence in the EMEA market," said Dino Michael, Senior Vice-President & Global Head, Hilton Luxury Brands. "This collaboration not only underscores our commitment to delivering unparalleled luxury experiences but also highlights our confidence in the continued growth potential of the region."

The partnership agreement aligns with NABNI Developments' dedication to delivering high-quality luxury residences and its ambitious expansion plans. The real estate developer is committed to preserving the sophisticated essence of Waldorf Astoria, introducing its familiarity and allure to Dubai's luxury living segment.

Innovation and luxury

Carlos Ott Architects' previous collaborations with NABNI include the Lamborghini Building Dubai, the world's largest brand showroom and dedicated service centre, on Sheikh Zayed Road, and the striking gold glass-clad office building, Business Avenue office building in Al Khubais.

The Residences will further establish Hilton's hospitality brand at the forefront of innovation and luxury. Alongside signature resident services and more than 100 years of world-class hospitality and exclusive Residence Owner Benefits, including elite "Hilton Honors" status and more, residents will have access to Dubai's premier attractions and luxury offerings. These include the Burj Khalifa and Dubai Mall, all conveniently situated within walking distance from Waldorf Astoria Residences Dubai Downtown.

In association with NABNI Developments

PARTNERSHIP FORGED

65,000 sqft is the size of the plot for The Residences in Downtown Dubai

2028 the year The Residences project is set to be completed

From left: Badr Alsuwaidi, Abdulrahman Alsuwaidi and Daniel Wakeling formalise the partnership for The Residences.



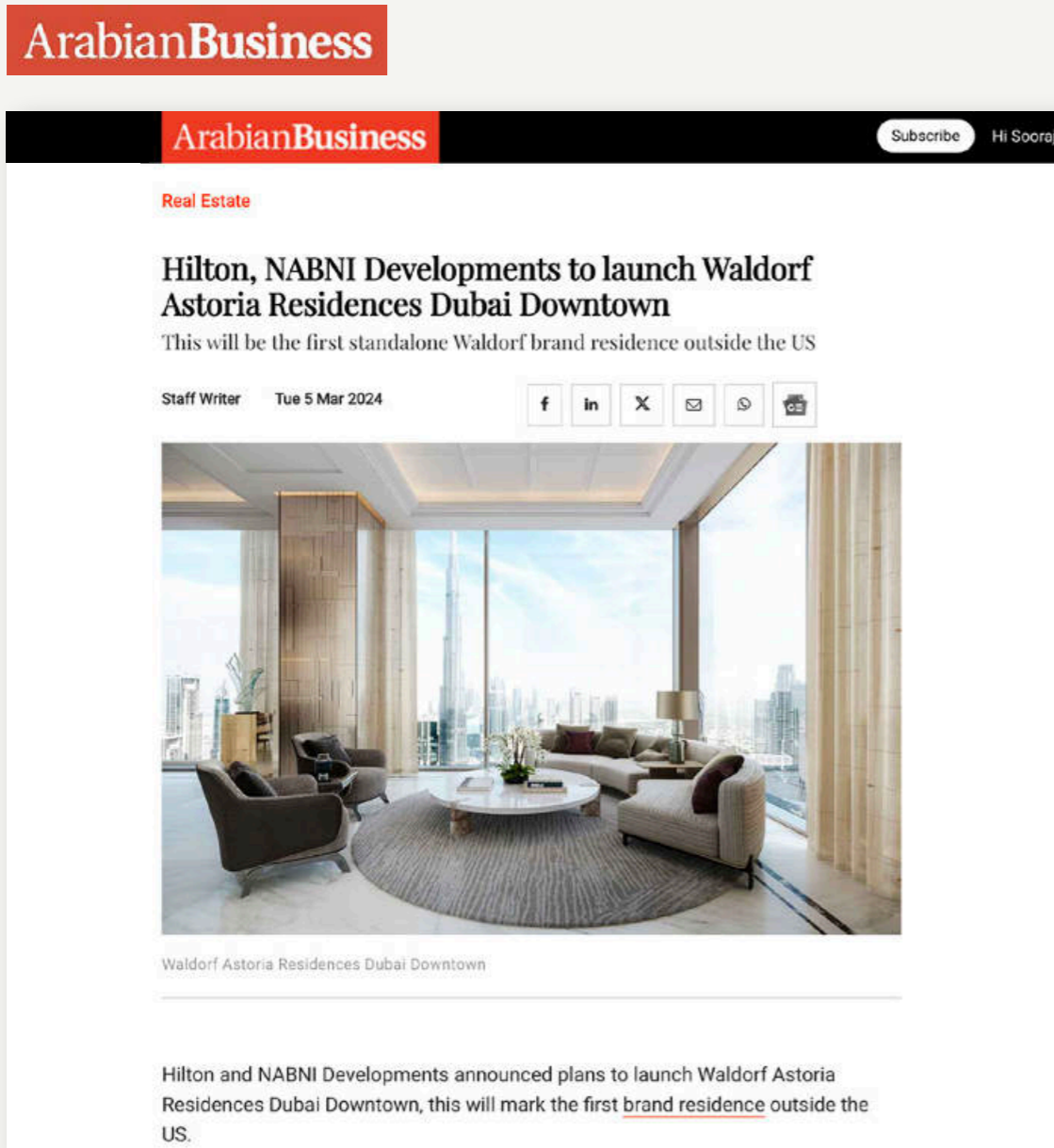
The Residences will blend world-class design by Carlos Ott Architects and interiors by award-winning hospitality design firm Hirsch Bedner Associates.

Click here to view the article

Click here to view the article

PRESS COVERAGE

WALDORF ASTORIA RESIDENCES
DUBAI DOWNTOWN



The screenshot shows the ArabianBusiness website with a red header. The article title is "Hilton, NABNI Developments to launch Waldorf Astoria Residences Dubai Downtown". Below the title is a sub-headline: "This will be the first standalone Waldorf brand residence outside the US". The author is listed as "Staff Writer" and the date is "Tue 5 Mar 2024". There are social media sharing icons for Facebook, LinkedIn, X, Email, and WhatsApp. A large image shows a modern, high-rise apartment interior with a view of the city. Below the image is a caption: "Waldorf Astoria Residences Dubai Downtown". At the bottom of the article, it states: "Hilton and NABNI Developments announced plans to launch Waldorf Astoria Residences Dubai Downtown, this will mark the first brand residence outside the US."

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The screenshot shows the Khaleej Times website with a white header. The article title is "Waldorf Astoria Residences Dubai Downtown to mark first standalone residence outside of the US". Above the title is a banner image showing three men in traditional Emirati attire and a man in a suit sitting at a table during a signing ceremony. The banner includes the text: "WALDORF ASTORIA RESIDENCES DUBAI DOWNTOWN SIGNING CEREMONY MARCH 04, 2024". Below the banner is a caption: "Signing of Waldorf Astoria Residences Dubai Downtown - (Left to Right) Badr Alsuwaidi, Co-Founder and CEO of NABNI Developments; Abdulrahman Alsuwaidi, Co-founder and Chairman of NABNI Developments; and Daniel Wakeling, Vice President of Development, Luxury & Residential - Europe and Africa, Hilton."

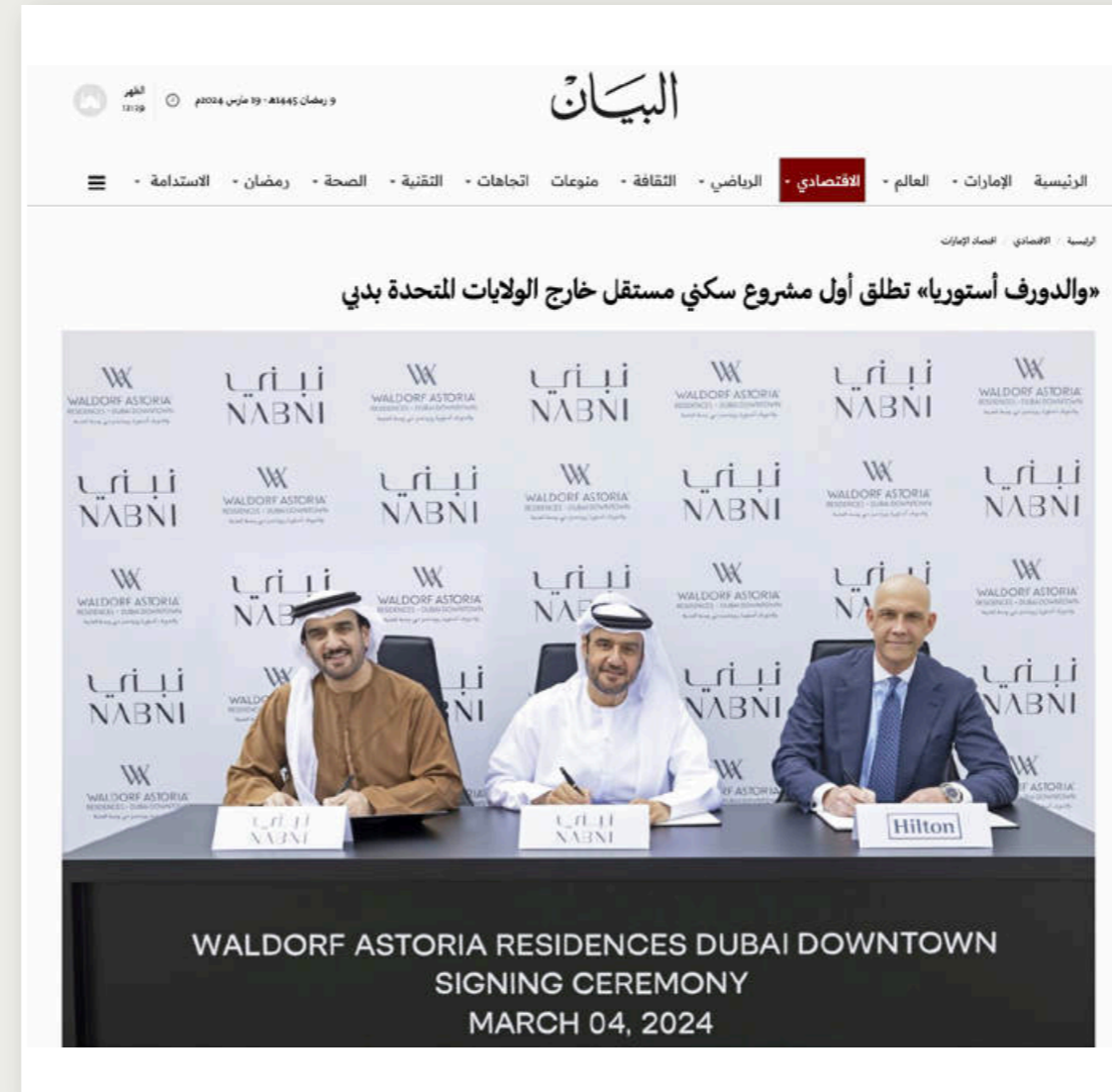
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WALDORF ASTORIA RESIDENCES DUBAI DOWNTOWN

الإمارات اليوم



البكان



PRESS COVERAGE

الاتحاد



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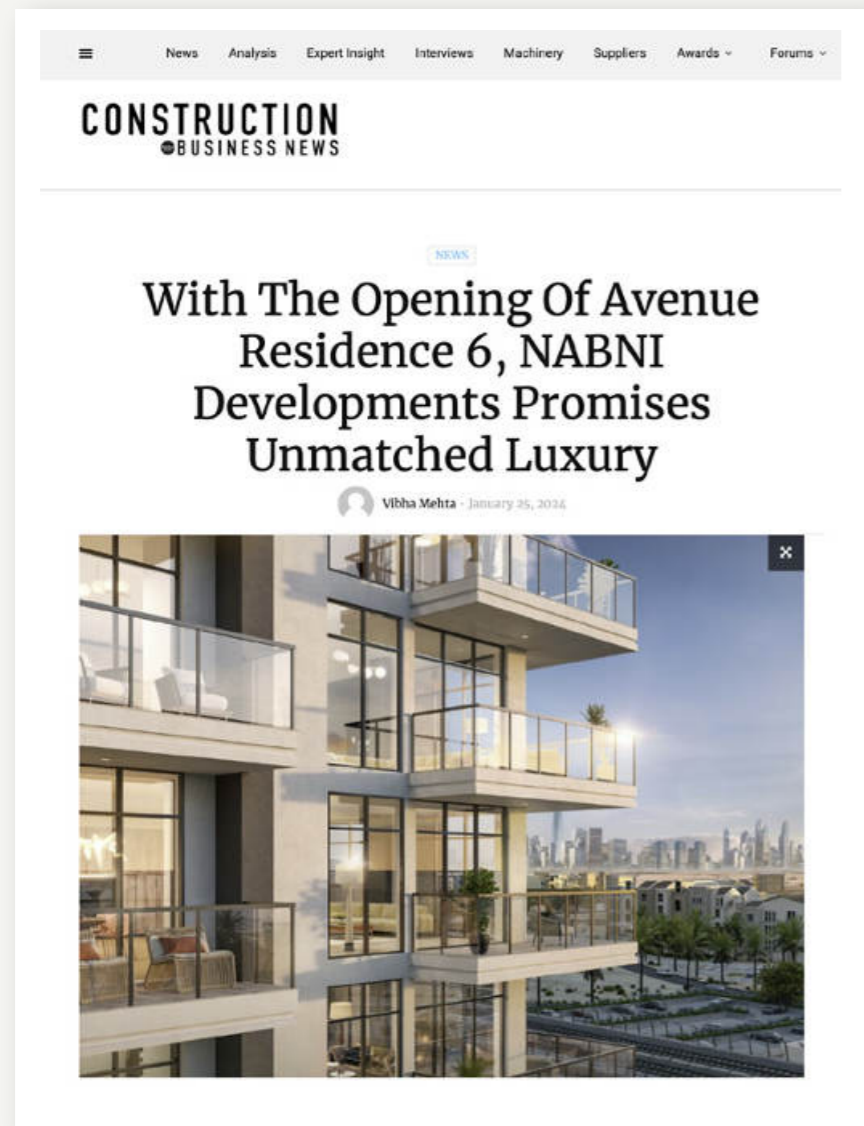
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PRESS COVERAGE

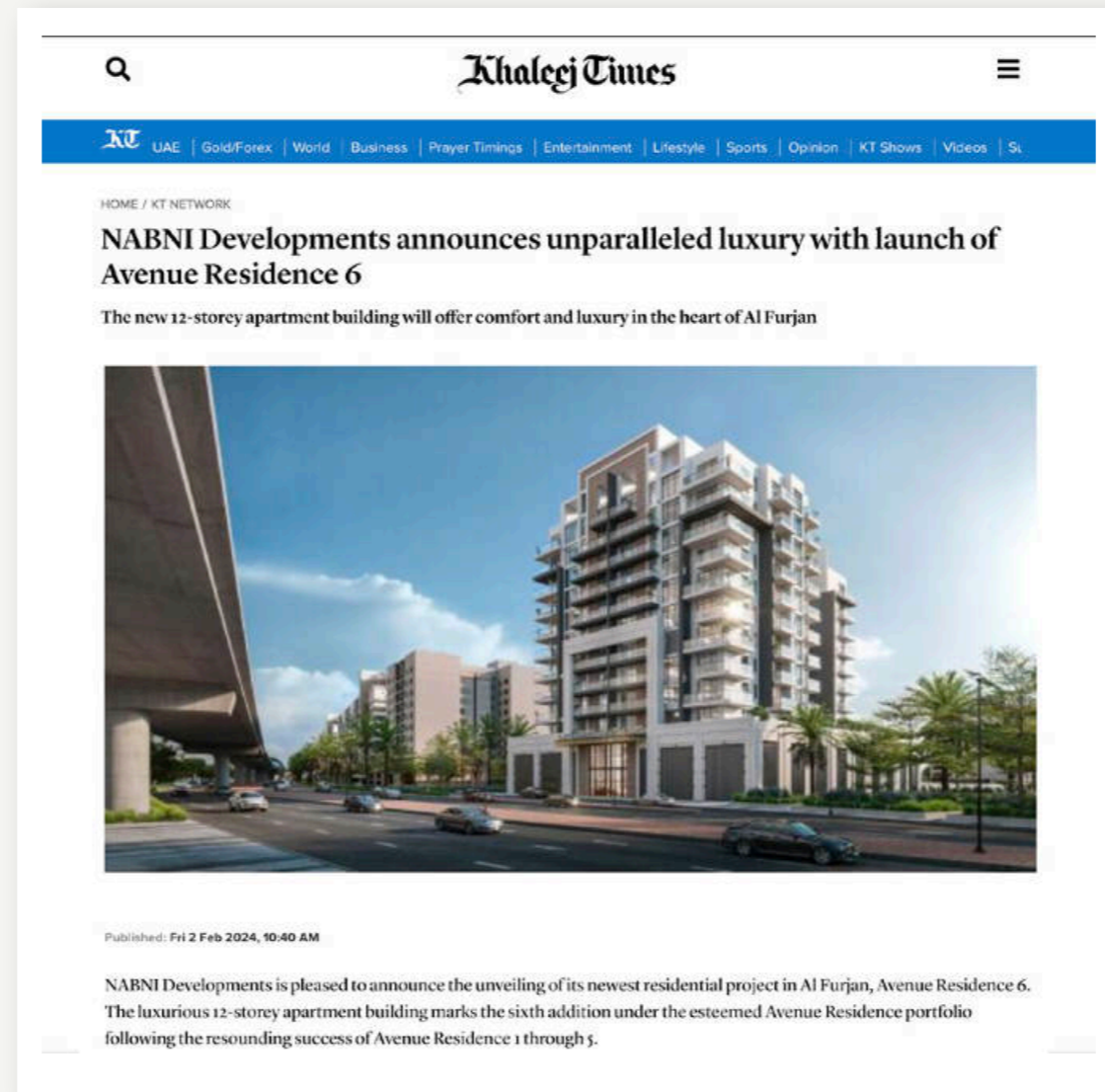
AVENUE RESIDENCE 6
AL FURJAN

CONSTRUCTION
BUSINESS NEWS



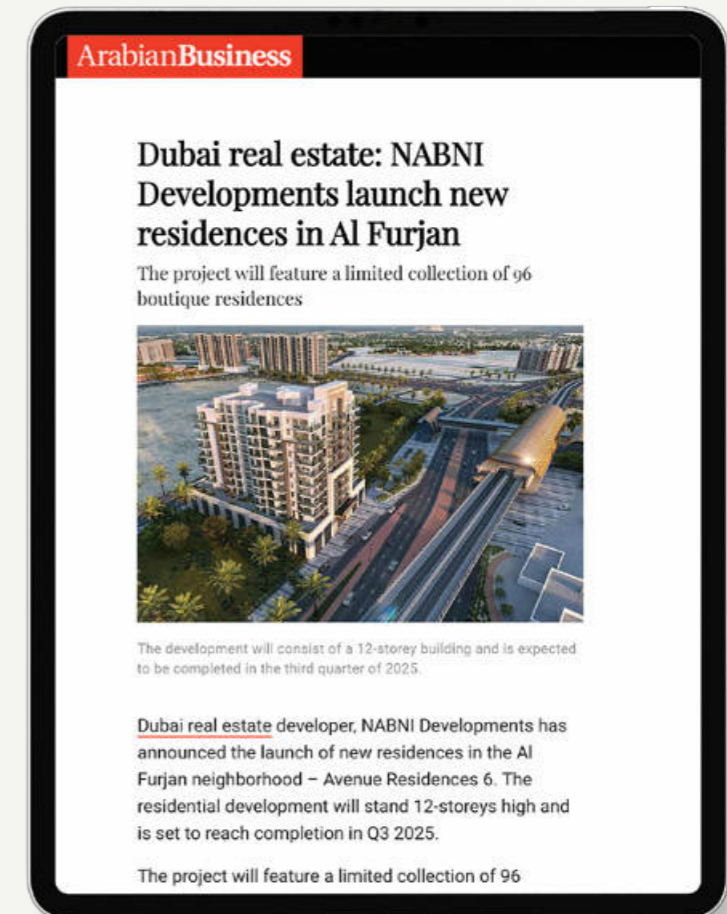
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Khaleej Times



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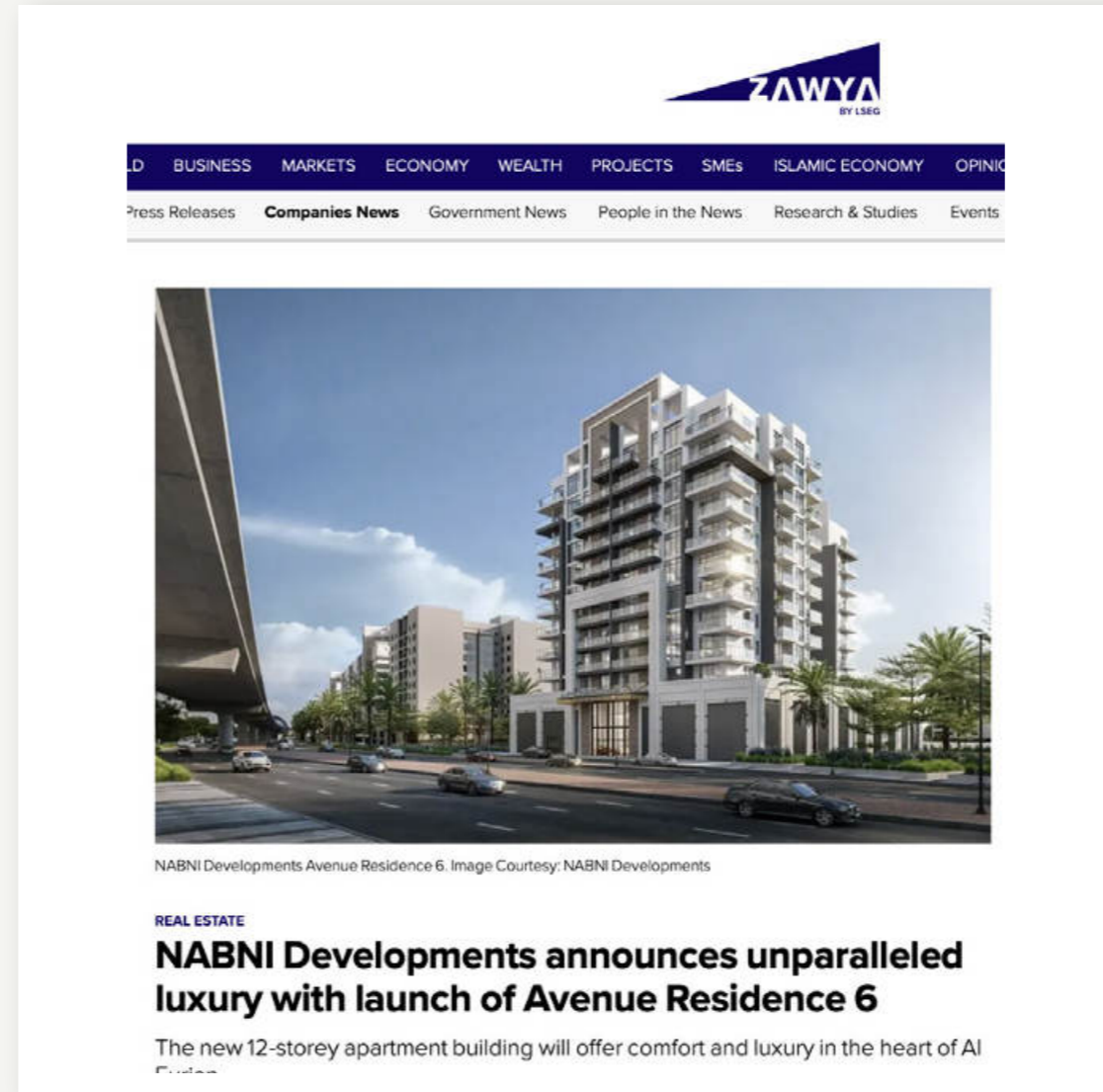
PRESS COVERAGE

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AVENUE RESIDENCE 6
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PRESS COVERAGE

AVENUE RESIDENCE 5
AL FURJAN



The screenshot shows the ZAWYA website interface. At the top, there's a navigation bar with categories like BUSINESS, MARKETS, ECONOMY, WEALTH, PROJECTS, SMEs, ISLAMIC ECONOMY, and OPINION. Below this is a sub-menu with options like Press Releases, Companies News, Government News, People in the News, Research & Studies, and Events. The main content area features a large image of a balcony with a view of the Dubai skyline at sunset. Below the image is a caption: "Nabni Developments launches 'Avenue Residence 5': A new standard of luxury living in Al Furjan, Dubai". The article title is "Nabni Developments launches 'Avenue Residence 5': A new standard of luxury living in Al Furjan, Dubai". The sub-headline reads: "The property stands out with the inclusion of penthouse units for the first time in Al Furjan". There are social media sharing icons at the bottom right and the date "September 6, 2023" at the bottom left.

Gulf Today

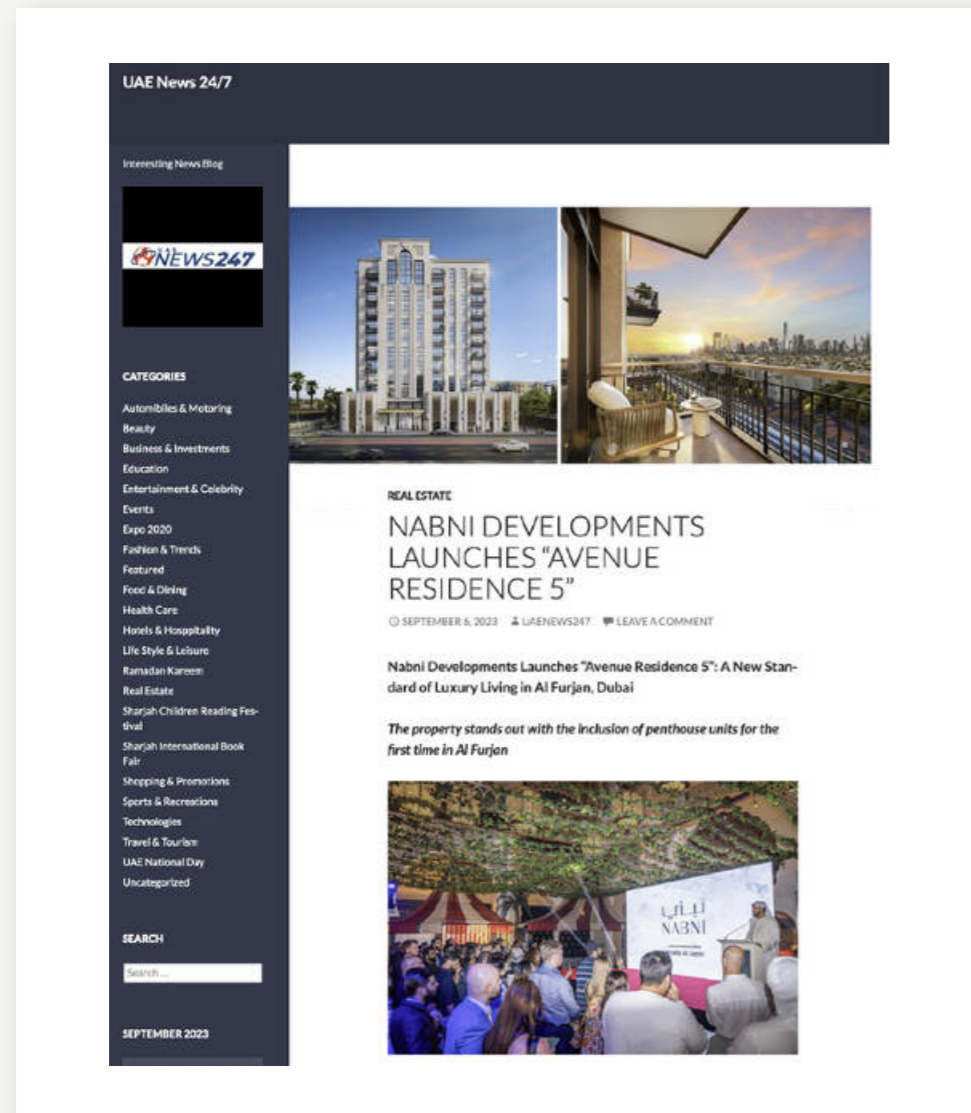
The screenshot shows the Gulf Today website interface. The article is categorized under "BUSINESS". The title is "Nabni Developments unveils new project with four penthouse units in Al Furjan". The date is "07 Sep 2023". There are social media sharing icons for Facebook, X, WhatsApp, and Email. The main image shows a man speaking at a podium during a launching ceremony. Below the image is a caption: "Khalid Al Jaziri speaks during the launching ceremony in Dubai." The article title is "Nabni Developments unveils new project with four penthouse units in Al Furjan".

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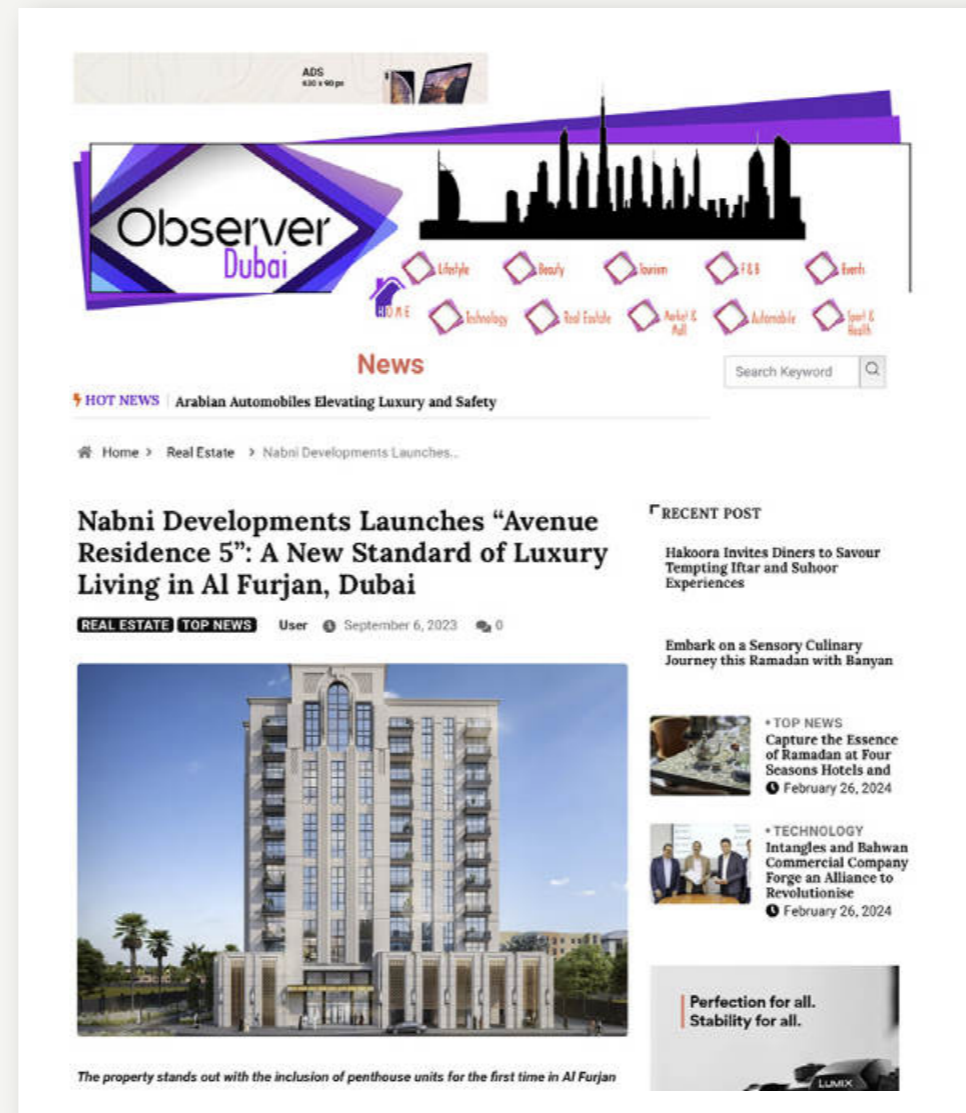
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