

ARANCIA YARDS

BY BEYOND

PRESENTER NOTES — UPDATED DECK v3

Sales Director Briefing · Phase 1 Launch · 1,000+ Agents & HNWI · 64 Slides



SLIDE 1

ARANCIA YARDS BY BEYOND (Cover)

Open strong. Don't rush this slide — let the room absorb it.

"Good [morning/evening], everyone. What you're looking at right now is not just a building. It is a philosophy. ARANCIA — Italian for orange. A fruit that grows in the warmth of the Mediterranean sun, sweet, vibrant, full of life. And that is exactly the spirit Beyond has poured into every single centimetre of what I'm about to show you. This is Arancia Yards. And by the time we're done today, I promise you — you'll want to be part of it."

Pause. Make eye contact with the room. Let the anticipation build.

★ Pause after you say the name. Let ARANCIA YARDS land.



SLIDE 2

THE YARDS

Sell the lifestyle BEFORE you sell the product.

"Before we talk numbers, before we talk floor plans — I want you to close your eyes for a second. Imagine waking up every morning in a place that feels like the south of France, like the Amalfi coast, like somewhere you've only ever seen on holiday. Except this isn't a holiday. This is Tuesday. This is your everyday life. That is the promise of The Yards."

Note the Mediterranean tile border — point it out. This deliberate design language runs through the entire community.

★ Sell the feeling first. Numbers come later.

Location Map



SLIDE 3

LOCATION MAP

Hit the location hard. Location is the single biggest driver of capital appreciation.

"Now let's talk about where this is, because location is everything in real estate — you all know that. The Yards sits right here — City of Arabia. Look at this map. You've got Palm Jumeirah to the left. Downtown Dubai to the right. The World Islands at the top. And The Yards sits perfectly central — connected to all of it. This is not a peripheral location. This is the geographic heart of where Dubai is growing."

Emphasise that City of Arabia is an established masterplan zone with significant infrastructure already committed.

★ Point to the map. Make them see the centrality.

Driving Distances

3 min	— IMG World
10 min	— Global Village
15 min	— Silicon Central Mall
15 min	— Dubai Miracle Garden
16 min	— Hamdan Sports Complex
18 min	— Dubai Outlet Mall
21 min	— Dubai Autodrome
23 min	— Expo City
25 min	— Dubai International Airport
27 min	— Downtown Dubai
28 min	— Blue Waters
29 min	— Palm Jumeirah
31 min	— Burj Al-Arab
38 min	— DWC Airport



SLIDE 4

DRIVING DISTANCES

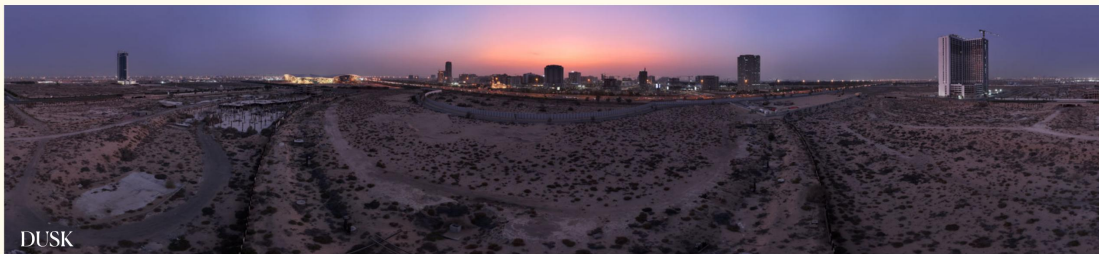
Read key distances with energy — these numbers are a selling machine.

"Let me just run through this quickly because I want this to land. IMG World — 5 minutes. Global Village — 10 minutes. Dubai Miracle Garden — 15 minutes. Downtown Dubai — 27 minutes. Palm Jumeirah — 29 minutes. Burj Al Arab — 31 minutes. Dubai International Airport — 25 minutes. Ladies and gentlemen, you are in the middle of everything Dubai has to offer. And you're not sitting in traffic to get there."

Pause after the airport distance — for investor clients, proximity to the airport is a powerful rental yield argument.

★ Deliver these numbers fast and with confidence. Like a drum roll.

Masterplan Location



SLIDE 5

MASTERPLAN LOCATION (360° Views)

This is your FOMO moment. The land is raw right now — that's an opportunity, not a weakness.

"What you're seeing here is the actual site right now. Sunset. Dusk. Look at that horizon. Look at all that open space. Do you know what that tells me? It tells me there is nothing blocking your view. This community will sit in an open, green, breathing landscape. And more importantly — you're looking at land that is still being shaped. That means the people in this room today are the ones who get in before the world catches up. The first buyers always win the most. Always."

★ Raw land = opportunity. First buyers always win. Say it with conviction.



SLIDE 6

THE YARDS COMMUNITY (Aerial Render)

Show the full scale of the masterplan from the air — pools, green, hotel, all visible.

"And this is what it looks like completed. This is not a drawing. This is what Beyond is building. Look at those pools. Look at that green. Look at the scale of this. When this is complete, there will not be another community like it in this part of Dubai. The people who bought into it at Phase 1 prices will be sitting on significant capital gains. That's not speculation — that's how every successful master community in Dubai has worked. Look at what happened to the early buyers in Emaar communities, in Dubai Hills. History is telling you something."

★ 'History is telling you something.' Pause. Look around the room.

SLIDE 7

TRANSITION (Black Slide)

This is a breathing moment. Use it.

"I'm going to take you inside The Yards now. What I'm about to show you is something that, frankly, doesn't exist anywhere else at this price point in Dubai right now."

★ Build anticipation. Slow down here.

The Yards - Masterplan



SLIDE 8

THE YARDS MASTERPLAN (Site Plan)

This is the BIG picture slide. Point out where Arancia Phase 1 sits within the full plan.

"Now I want everyone to look at this carefully. This is the full masterplan of The Yards. 165,000 square metres. 2.3 million square feet of gross floor area. And here is what I need you to understand — 70% of this entire site is landscaped open space. Seventy percent. That is unheard of in Dubai. Most developers give you a rooftop pool and call it a lifestyle. Beyond has given you a park with buildings in it. Not the other way around. And what you are buying today — Arancia — is Phase 1 of this entire vision. Every phase that comes after you will be priced higher. Every single one of them will add value to what you're buying right now."

Point to Phase 1 on the plan. This is the investment entry point.

★ PHASE 1 = LOWEST PRICE EVER. Say this clearly here.



- Site Area: 165,000 sqm (1.77M sq.ft.)
- Total GFA: 2.3M sq ft
- 70% landscaped open space
- Mixed-use: Residential, Office & Retail
- 1 km green spine connecting residential clusters
- 1+ km jogging & walking paths
- F&B within a 350 m walkable catchment
- Retail positioned on the main road for accessibility

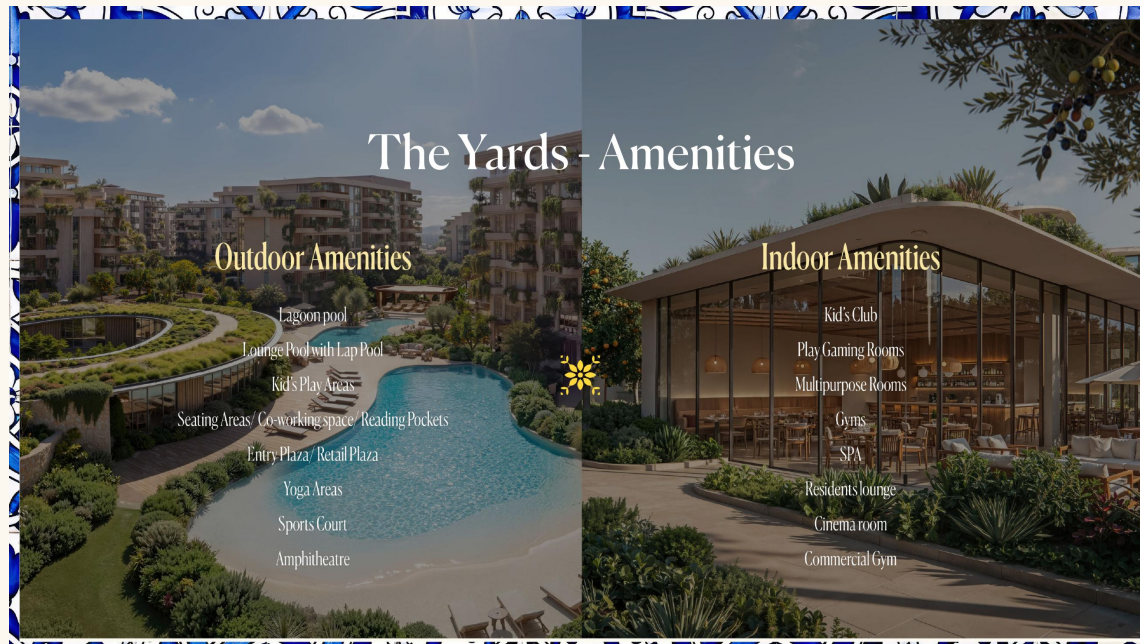
SLIDE 9

THE YARDS KEY FACTS

Rattle off these stats with confidence and pace — they're your credibility bullets.

"Let me give you the facts. Site area: 165,000 sqm — that's 1.77 million square feet. Total GFA: 2.3 million sq ft. 70% landscaped open space. Mixed-use — residential, office and retail, so there's life and activity in this community 24/7. A 1km green spine connecting all the residential clusters. Over 1km of jogging and walking paths. F&B; within a 350m walkable catchment — you never have to get in a car for your morning coffee. Retail on the main road for accessibility. This is not an apartment block. This is a complete, self-sustaining Mediterranean community."

★ Pace. Confidence. Facts build credibility before the close.

**SLIDE 10****THE YARDS AMENITIES**

This is a completely upgraded amenities slide — indoor AND outdoor listed. Make the most of it.

"Look at what's on offer here. Outdoors: Lagoon pool. Lounge pool with lap pool. Kids play areas. Co-working and reading pockets. Entry plaza and retail plaza. Yoga areas. Sports court. Amphitheatre. And indoors: Kids Club. Play gaming rooms. Multipurpose rooms. Gyms. SPA. Residents lounge. Cinema room. Commercial gym. Ladies and gentlemen — this is the amenity list of a five-star resort. And it belongs to the residents. Exclusively. Every single day."

★ 'Belongs to residents exclusively.' Own it. Say it like it matters — because it does.

Amphitheatre Zone



SLIDE 11

AMPHITHEATRE ZONE

Grand tree-lined promenade — olive and orange trees at golden hour. This is the arrival.

"This is how you arrive home every single day. The Amphitheatre Zone. Orange trees lining your path. The sun setting between the buildings. An amphitheatre space in the landscape — so this is also where community events happen, where people gather, where life plays out. This is not a driveway. This is a statement."

★ 'This is not a driveway. This is a statement.' Strong close on this slide.

The Athletic Zone



SLIDE 12

THE ATHLETIC ZONE

Olympic lap pool, leisure lagoon, sports facilities — resort-grade infrastructure.

"For the athletes in your client base — the Athletic Zone. Full lap pool, leisure pool, tennis court. Whether you're training for a triathlon or just want to swim laps before work — it's all here. This is resort-grade sporting infrastructure. And it's yours, as a resident."

★ Resort-grade sport. Resident-exclusive. Price it against any hotel membership.

The Beach Lagoon and Clubhouse



SLIDE 13

THE BEACH LAGOON AND CLUBHOUSE

Sandy-edge lagoon, spiral green-roof clubhouse — the Maldives inside Dubai.

"The Beach Lagoon and Clubhouse. Look at this. Tell me this doesn't look like a five-star resort in the Maldives. Sandy-edge lagoon, sunbeds, the clubhouse curving around it with a rooftop garden. This is inside a residential community in Dubai. Your clients don't need to fly to a resort — the resort came to them. And for the investors in the room, this is exactly the kind of amenity that drives rental premiums. Tenants will pay more to live here. Full stop."

★ 'The resort came to them.' Energy up on this one.



SLIDE 14

THE OFFICE PLAZA ZONE

Grade-A office inside the community = built-in tenant pool for investors.

"One of the things that makes The Yards genuinely unique is the mixed-use integration. This is the Office Plaza Zone. Grade-A office space surrounded by gardens, retail, F&B.; So if you're buying here as an end-user, your workplace could literally be in the same community. And if you're an investor — you have an office population next door who all want to rent in the most beautiful community they can find. Your tenant pool is built in."

★ Built-in tenant pool. Investors need to hear this clearly.

The Active Green Spine — Playground Zone



SLIDE 15

THE ACTIVE GREEN SPINE (Playground Zone)

1km spine — sculptural playground, orange and lemon trees, lavender paths.

"The Active Green Spine. This runs the entire kilometre through the community — and along it, you have the Playground Zone. Look at this — it's not a standard plastic playground. It's a sculptural landscape, a mound children can climb and slide down, surrounded by orange and lemon trees, lavender, stone paths. It's beautiful for adults and magical for children. If you have family-oriented clients, this image alone will close them."

★ 'This image alone will close them.' Say it — then let it do its job.



SLIDE 16

THE OFFICE PODIUM SPACES

Café, retail, F&B; activated all day — 24/7 community life.

"The office podium brings another layer of life to the community. Cafés, restaurants, street-level retail — activated all day long. This isn't a ghost town on weekdays when residents go to work. There is life here at 8am, at lunch, at 6pm. That kind of activation is what protects and grows your property value long-term."

★ 24/7 activated = sustained value. Connect it directly to yield.

Residential Cluster Active Spine



SLIDE 17

RESIDENTIAL CLUSTER ACTIVE SPINE

Each cluster has its own pool, garden, community feel — boutique + masterplan.

"The Residential Cluster Active Spine. Each cluster has its own spine — its own garden, its own pool, its own community feel within the larger community. So you get the best of both worlds: the intimacy of a boutique building, and the full-scale amenities of a masterplan. You belong to your cluster AND to The Yards. It's genuinely a community within a community."

★ 'A community within a community.' Boutique + masterplan. Both.



SLIDE 18

THE RETAIL PAVILION

Boutique restaurant pavilion — destination, not convenience.

"The Retail Pavilion. Not a strip mall. Not a convenience store. A curated pavilion experience — think boutique restaurants, specialty cafés, lifestyle brands. The kind of retail that makes people want to spend their Saturdays there. When you have this quality of retail inside your community, you don't just have a place to live. You have a destination. And destinations appreciate."

★ 'Destinations appreciate.' Short. Sharp. True.

BEYOND's extended masterplan



SLIDE 19

BEYOND'S EXTENDED MASTERPLAN

THIS IS A KEY NEW SLIDE. Beyond is building a complete community ecosystem — multiple phases.

"Now I want to take a moment to show you something important. This is Beyond's extended masterplan. What you're buying today — Arancia — is not a standalone building. It is the first chapter of a much larger vision. Beyond is building a complete, phased community here. And here is what you need to understand as an investor: every single phase that comes after Arancia Phase 1 will be launched at a higher price. The community grows. The amenities multiply. The value of what you hold today increases with every phase that follows. You are not buying a unit. You are buying the foundation."

This is the FOMO engine. Let the extended plan land visually — then drive the investment argument home.

★ 'You are buying the foundation.' The most powerful investment sentence in the deck.

Internal Hotel



SLIDE 20

INTERNAL HOTEL

A full hotel inside the residential community — the ultimate differentiator.

"This right here — this is the internal hotel. Not a lobby. Not a clubhouse. A full hotel. Integrated inside the residential community. So when your family visits, when your clients come to stay, when you want to host in style — the hotel is right there, on your doorstep. This is hotel living without leaving home. You'd pay a premium for this in any city in the world."

★ Internal hotel = unique. No other community at this price has one.

Edible Gardens



SLIDE 21

EDIBLE GARDENS

Living, productive gardens — farm-to-table as a way of life.

"Edible gardens. Living, breathing, productive gardens that are part of the community fabric. You literally walk out of your building and pick fresh herbs, lemons, produce. There's an open-air café right there alongside it. This is the Mediterranean dream — farm to table is not a restaurant concept here. It's a way of life. And for any parent in this room, tell me honestly — is there a better environment to raise children in?"

★ Ask the question to the room. Let them answer it silently.

Garden Retreat



SLIDE 22

GARDEN RETREAT

Moorish arches, ancient trees, curved stone seating — slow down here.

"The Garden Retreat. Look at those arches. Look at that tree. This isn't an amenity — it's a sanctuary. After a long day, you walk down here, you sit in that curved seat, the city disappears. This is the Mediterranean courtyard lifestyle that people travel the world to experience. And your residents are waking up to this every single day."

★ Slow down. Let the image breathe before you speak.



SLIDE 23

WELLNESS DECK

Lily pond, water features, Islamic arch colonnades — wellness is the new luxury.

"Wellness is the new luxury. Every single HNWI I meet today is not just asking about the property — they're asking about the lifestyle. Where do I decompress? Where do I breathe? The Wellness Deck answers that. Lily pond, water features, shaded seating, the sound of water. This is mental real estate. And mental real estate is priceless."

★ 'Mental real estate.' Say that phrase. It lands every time.



SLIDE 24

ARANCIA YARDS BRAND MOMENT

Lifestyle reset — 'Living in Full Bloom, Thriving Communities.'

"'Living in Full Bloom.' That's not a tagline someone wrote in a marketing meeting. That is a genuine philosophy. Beyond didn't just design buildings — they designed a quality of life. And the people sitting in this room today have the rare opportunity to be the first chapter of that story. Arancia Yards — Phase 1. The beginning."

★ 'The first chapter.' Phase 1 buyers write the opening of this story.



SLIDE 25

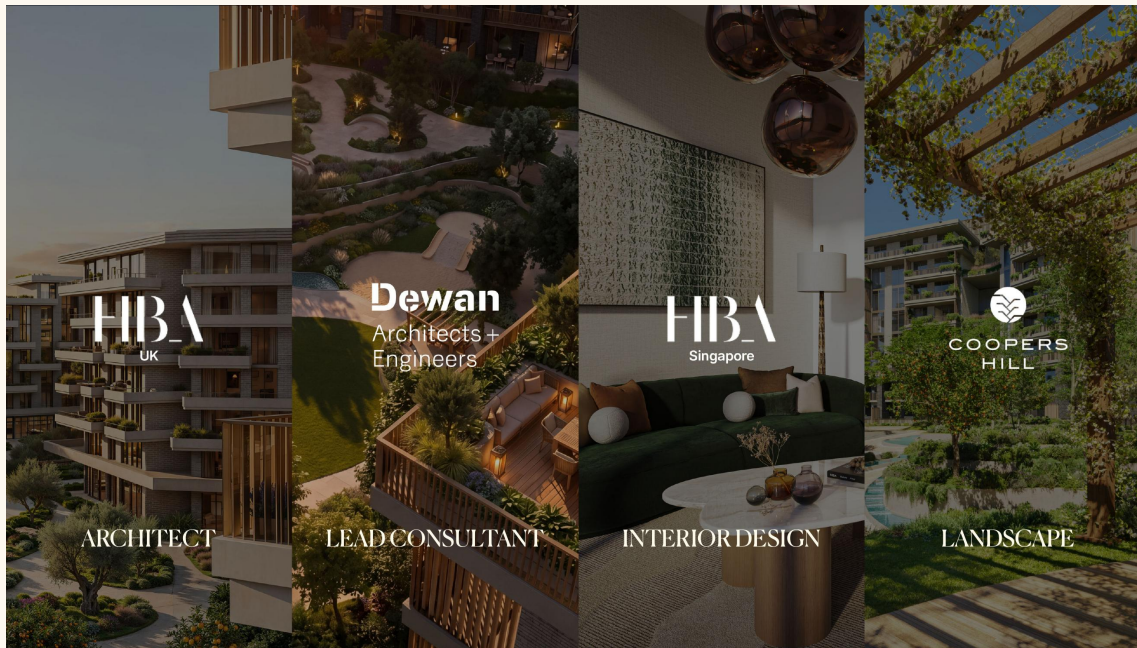
LIFESTYLE IMAGE (Woman in wildflowers)

Emotional pause. Let the room breathe and feel.

"And this is the feeling. Peace. Stillness. Beauty. In the middle of the world's most dynamic city. That's what Beyond has built. That's what your clients are buying."

Take a beat. Look around the room. Let it land.

★ Don't rush. Silence here is powerful.



SLIDE 26

DESIGN TEAM

HBA UK, Dewan, HBA Singapore, Coopers Hill — world-class credentials.

"Now let's talk about who built this. Because when you're investing serious money, you need to know the people behind the product. Architecture by HBA UK — one of the most respected hospitality and residential design firms in the world. Lead Consultant, Dewan Architects + Engineers — over 40 years of landmark projects across the GCC. Interior design by HBA Singapore — the same firm behind some of the finest luxury hotels in Asia. Landscape by Coopers Hill — specialists in creating exactly the kind of living, breathing green environments you've been looking at. This is a world-class team delivering a world-class product."

★ HBA Singapore = five-star hotels globally. That's the interior design standard here.



SLIDE 27

ARANCIA AERIAL (Phase 1 Close-Up)

3 buildings, rooftop gardens, open desert context — the investment picture.

"This is Arancia. Phase 1. Three buildings — Building A, B and C. Look at the rooftop gardens. Look at the central green. Look at how much open land surrounds it right now. That land is the rest of The Yards masterplan — the phases that will come after this one. Every single one of those future phases will be priced higher than today's. And every single one of them will add value to what you're buying right now. You are not buying an apartment. You are buying the foundation of a community that will grow around you and appreciate with every phase that launches."

★ Open land = future phases = future value. Connect the dots.



Plot Area
19,720 sqm

Building A (G+7)	Building B (G+7)
97 units	96 units
Building C (G+6)	
79 units	

1 Bedroom	2	5
199	Bedroom	Bedroom
units	67 units	6 units

Retail
2,014 sqm
Residential Ceiling Height
3.1m (4m GF units)

SLIDE 28

UNIT BREAKDOWN

Plot 19,720 sqm | Bldg A 97 units | Bldg B 96 units | Bldg C 79 units | 1BR 199 | 2BR 67 | 3BR 6.

"Let's get into the specifics. Arancia Phase 1 sits on a plot area of 19,720 sqm. Three buildings: Building A — 7 floors, 97 units. Building B — 7 floors, 96 units. Building C — 6 floors, 79 units. Total: 272 homes. We have 1-bedroom units — 199 available. 2-bedroom units — 67. And 3-bedroom units — just 6. Six. If anyone in this room wants a 3-bedroom at Arancia, the conversation needs to happen today. Plus 2,014sqm of retail on the ground floor. Ceiling heights — 3.1m throughout, and 4m on the ground floor units."

Pause after mentioning only 6 three-bedroom units. Let that sink in.

★ SIX three-bedrooms. Pause. Let that number land.



SLIDE 29

EXPERIENCE (Lifestyle Break)

Pool, floating breakfast, orange tree — the Sunday morning they're buying.

"I want to pause here for a second. Because sometimes in real estate we can get so focused on the numbers that we forget what we're actually selling. We are selling this. This moment. This feeling. The Sunday morning by the pool. The floating breakfast. The orange tree overhead. The warmth. The peace. This is what money is for. And Arancia Yards is where you buy it."

★ 'This is what money is for.' A line that resonates with every HNWI in the room.



SLIDE 30

THE ARRIVAL (Exterior)

Dark brick, amphora pots, trailing greenery, warm lobby glow — intentional detail.

"The arrival experience at street level. This is how your residents come home every single day. Those giant Mediterranean amphora pots — intentional. The trailing greenery from every balcony — intentional. The warm, inviting glow from the lobby. Every detail has been curated to make you feel like you're arriving somewhere special. Because you are."

★ Every detail is intentional. Point to the amphora pots specifically.



SLIDE 31

THE ARRIVAL — RETAIL

Ground floor retail activated at night — community life, not empty units.

"And the retail arrival. Ground floor activated with cafés, restaurants, warm light. Look at this scene — this is what a healthy community looks like after dark. For investors, this is critical: an activated, vibrant ground floor means tenants want to live above it, and are willing to pay for it. A dark, empty retail floor kills rental demand. This is the opposite of that."

★ Activated at night = healthy community = premium rental demand.



SLIDE 32

LOBBY (View 1)

Travertine stone, floor-to-ceiling glass, sculptural art — HBA Singapore's fingerprint.

"The lobby. HBA Singapore's work is evident right here. Travertine stone. Floor-to-ceiling glazing framing the landscape outside. Sculptural artwork. Custom furniture. This lobby would not look out of place in a five-star hotel on the Champs-Élysées. And it belongs to the residents of Arancia. Every time a client, a family member, a guest walks through that door — this is what they see."

★ First impressions protect value. This lobby does exactly that.



SLIDE 33

LOBBY (View 2)

Textured stone feature wall, sculptural centrepiece, bespoke chandelier.

"Another angle of the lobby — and look at that feature wall. That textured stone, that sculptural centrepiece, that chandelier. This is interior design at a level that is typically reserved for ultra-luxury branded residences. HBA Singapore has designed spaces for the world's most prestigious properties. And they brought that same approach here."

★ Ultra-luxury standard at Arancia prices. That gap is the opportunity.



SLIDE 34

KIDS CLUB

Treehouse, cloud pendants, learning zones, glass walls — closes family buyers.

"The Kids Club. And I want every agent in this room to hear this — this is one of your single most powerful closing tools for family buyers. Look at it. This isn't a corner with some plastic toys. This is a fully designed, professionally considered children's space. A treehouse with a slide. Cloud pendant lighting. Dedicated learning zones. And look — glass walls so parents can watch their children play from outside while they're in the garden. This is the detail that makes parents say yes."

★ 'The detail that makes parents say yes.' Use this phrase verbatim.



Residential Lounge

SLIDE 35

RESIDENTIAL LOUNGE

NEW SLIDE — a dedicated residents' lounge, full garden views, premium finishes.

"The Residential Lounge. A dedicated space for residents to unwind, meet neighbours, take a call, or simply sit in a beautifully designed room and watch the garden. Look at that light. Look at those finishes. This is not a corridor with a sofa. This is a lounge you'd find in a private members club in London or Hong Kong. And it belongs to every resident in Arancia."

★ 'A private members club — inside your building.' Say it exactly like that.

Multi-purpose Room



SLIDE 36

MULTI-PURPOSE ROOM

Library lounge, pool table, floor-to-ceiling views — the building's social heart.

"And the Multi-Purpose Room — a library lounge, pool table, designer seating. This is your building's social heart. The place where neighbours become friends. Where you have a quiet hour with a book. Where your kids do homework while you work. This is community infrastructure. And community is what creates long-term value."

★ Community creates value. Simple. True. Say it.

Rooftop Terraces



SLIDE 37

ROOFTOP TERRACES

Fully landscaped rooftops — garden beds, timber decking, lanterns, water features below.

"Rooftop Terraces. In Dubai, rooftop space is some of the most coveted real estate in any building. At Arancia, the rooftops are fully landscaped — garden beds, timber decking, entertaining areas with lanterns. Look at the detail. This is the rooftop of a boutique hotel, not a typical residential building. Sunrise yoga. Sundowner gatherings. Quiet evenings under the stars. It's all up here."

★ Fully landscaped rooftops. Compare to any 5-star hotel rooftop in the city.

Private Terraces



SLIDE 38

PRIVATE TERRACES

Ground-floor private terraces opening directly to the landscape — rare in Dubai.

"Private Terraces. Select units — particularly the ground floor apartments — come with their own private terraces that open directly onto the landscape. You step out from your living room into your garden. In Dubai, this kind of direct garden access is extremely rare, extremely desirable, and extremely valuable. If you have clients who want privacy and outdoor space — this is their unit."

★ Direct garden access in Dubai = rare and premium. Plant that seed.

Courtyard/Green Spine Connection



SLIDE 39

COURTYARD / GREEN SPINE CONNECTION

Courtyard to green spine — Kids Club visible, parent peace of mind built in.

"Look at this — you're standing in your private courtyard, you can see straight through to the Green Spine. The Kids Club is right there, visible from the courtyard. As a parent, that peace of mind — being able to see your children from where you're relaxing — is priceless. Beyond thought about how families actually live. And they designed for it."

★ Parents in the room will feel this immediately. Watch their faces.



SLIDE 40

SUNKEN GARDEN

Below grade, orange trees, water channels, sunbeds — Arancia's design signature.

"The Sunken Garden. This is one of Arancia's signature design moments. You walk down into it — the noise of the world fades away, you're below grade, surrounded by orange trees and water channels, stone terraces and sunbeds. It's cooling, it's private, it's beautiful. On a warm Dubai afternoon, this is where you'll find the most popular spot in the building."

★ Below grade = naturally cooler. A practical luxury in Dubai's climate.



The Amphitheatre

SLIDE 41

THE AMPHITHEATRE (Aerial Active Spine)

Aerial of the active spine — amphitheatre lawn, winding water, jacuzzi pods.

"Aerial view of the Active Spine running through the residential cluster. An amphitheatre lawn, winding water features, private jacuzzi pods tucked into the gardens, shaded cabana areas. Every corner of this outdoor space has a purpose, a programme, a reason to be there. This is 365 days a year of outdoor living. And in Dubai, that's not just a luxury — it's a lifestyle identity."

★ 365 days of outdoor living. In Dubai, that is the ultimate differentiator.



SLIDE 42

COURTYARD (View 1)

Sunrise — circular lawn, orange trees, clipped hedges, golden light.

"Sunrise in the courtyard. That lawn, those orange trees, the hedges perfectly clipped. This is what your residents wake up to. Not a car park. Not a concrete wall. A garden. And a Mediterranean one at that — fragrant, colourful, alive. This is the moment that justifies every dirham of the purchase price."

★ 'Justifies every dirham.' Say it slowly. It sticks.



SLIDE 43

COURTYARD (View 2)

Three buildings wrapping a private green, winding stream — residents only.

"And from above — the full courtyard. Three buildings wrapping around a private green. A winding stream running through it. Mature trees giving full shade. This is the green heart of Arancia. Private to residents only. No through traffic. No strangers. Just neighbours. That sense of belonging, of community — it is the thing that keeps people in a home forever. And forever tenants are exactly what your investors need."

★ 'Forever tenants.' Two words that close investor buyers.

Retail Pavilion



SLIDE 44

RETAIL CAFÉ

Sweeping curved café, cascading greenery, orange trees — the neighbourhood's soul.

"The Retail Café. Look at this architecture. That curved façade, the cascading greenery from the upper terrace, the orange trees framing the outdoor dining. This is the kind of neighbourhood café that people choose where to live based on. The morning coffee ritual. The working lunch. The weekend brunch spot where you bump into your neighbours. This is community culture, designed into the brickwork."

★ People choose where to live based on their morning coffee spot. This is it.

Ground Floor Retail



SLIDE 45

GROUND FLOOR RETAIL

Night scene — activated retail, warm light, people, life.

"Ground floor retail, activated at night. Look at this scene — warm lighting, people, life. This is what a healthy community looks like after dark. For investors, this is critical: an activated, vibrant ground floor means tenants want to live above it, and are willing to pay for it."

★ Activated at night = healthy community = premium rental demand.



SLIDE 46

INTERIORS (Lifestyle Break)

Family dining on sunlit terrace — the most emotionally powerful image in the deck.

"I want to show you this image and ask you to really look at it. A family. A table full of food. The sun streaming in. The city below. This is the life. Not 'a life' — the life. The one we all work for. The one we want to give our families. Arancia Yards is where that life happens. And in that context — a decision to invest here is not a real estate transaction. It's a life decision. Help your clients understand that. Because when people buy for life, they don't regret it."

★ 'A life decision, not a transaction.' The most powerful reframe in the room.

1 Bedroom – Living/Dining Area



SLIDE 47

1BR LIVING/DINING

Green velvet sofa, marble, open kitchen, balcony orange tree — 199 units, entry sweet spot.

"Let's go inside. 1-bedroom. Look at that sofa. That marble. That kitchen finish. This is not a standard 1-bedroom apartment. This is a 1-bedroom home — designed by HBA Singapore. The same team who do five-star hotels. And look at that balcony — right there, an orange tree. The Mediterranean isn't something you see on a postcard here. It's literally outside your window. 199 one-bedroom units available. At the most competitive entry-level price point in this community. This is your investment sweet spot."

★ 199 units. Entry price. Investment sweet spot. Three phrases, one close.

1 Bedroom – Bedroom



SLIDE 48

1BR BEDROOM

Upholstered headboard, bespoke pendants, private balcony with garden view.

"The bedroom. That headboard. Those pendants. The curtains parting onto the balcony and the garden beyond. Honestly — how many people do you know who sleep in a room that looks like this? For your end-user clients, this is the room that seals the deal. For your investor clients — this is the room that seals the lease. Tenants pay more for a bedroom that feels like this."

★ End-users: seals the deal. Investors: seals the lease. Both in one sentence.

2 Bedroom – Living/Dining Area



SLIDE 49

2BR LIVING/DINING

Two seating zones, marble island, statement pendants — 67 units, limited supply.

"Two bedrooms. Look at the scale of this space. Two distinct seating zones. A full open-plan kitchen with marble backsplash, statement pendants, island breakfast bar. Floor-to-ceiling glass opening onto the balcony. 67 units available. That's your entire 2-bedroom supply across three buildings. Demand will significantly outstrip that. If your clients need two bedrooms — they need to act now."

★ 67 units total. Demand will outstrip supply. Act now.

2 Bedroom – Master Bedroom



SLIDE 50

2BR MASTER BEDROOM

Rich taupe palette, bespoke headboard, gold pendants, private balcony.

"The 2-bedroom master. Rich taupe palette, bespoke headboard, statement pendants, private balcony right there. In the rental market, a bedroom like this commands a premium. Tenants who can afford to choose — choose quality. And quality is exactly what Beyond has delivered."

★ 'Tenants who can choose — choose quality.' Direct. Honest. Effective.

2 Bedroom – Bathroom



SLIDE 51

2BR BATHROOM

Full-height green marble, spa-grade wet room, floating vanity, original art.

"The bathroom. Green marble, full height. Spa-grade wet room. Floating vanity. Original artwork. I'm going to say something — some people buy a home because of the bathroom. I'm not joking. When someone walks into a bathroom that looks like this, they stop questioning the price. They start wondering how quickly they can sign."

★ 'They stop questioning the price.' That is the bathroom's job. It does it.

3 Bedroom – Living/Dining Area



SLIDE 52

3BR LIVING/DINING

SIX units only — maximum scarcity, maximum urgency.

"Three bedrooms. And I need to be very direct with everyone in this room right now. There are SIX three-bedroom units in Arancia Phase 1. Six. In a development of 272 homes. These will be gone before this presentation is over. If you have a client who needs space — a family, a buyer who works from home, someone who wants to host — these are for them. Look at this living space — the volume, the light, the quality. This is a home, not an apartment. And there are six of them."

Pause. Let the scarcity land. Watch the room.

★ SIX. Pause. Watch the room. Then continue.

3 Bedroom — Living/Kitchen Area



SLIDE 53

3BR LIVING/KITCHEN (View 1)

Kitchen island, fluted cabinetry, marble backsplash, terrace visible.

"Look at the kitchen. That island. The fluted cabinetry detail. The marble backsplash. And right through that glass — the private terrace. The seamless flow from kitchen to dining to terrace to garden. This is how a home should work. And there are six of them in Arancia."

★ Six. Keep reminding them. Scarcity is the engine here.

3 Bedroom — Living/Kitchen Area



SLIDE 54

3BR LIVING/KITCHEN (View 2)

Third angle — dining table, city view terrace, open plan.

"And now the full kitchen and dining zone. A proper marble dining table. The terrace right there — outdoor dining with a view. A family home, designed to host. For your HNWI clients who entertain, who host, who want to live at scale — this is the unit. And there are six."

★ HNWI clients who entertain. This is their unit. Six exist. Close.

3 Bedroom – Master Bedroom



SLIDE 55

3BR MASTER BEDROOM

Sculptural upholstered headboard, bronze pendants, private terrace with lounge chair.

"The 3-bedroom master bedroom. That headboard is sculptural. Those bronze disc pendants — custom. And look at the private terrace off the bedroom — a morning coffee spot that belongs only to you. This is the kind of bedroom you find in a luxury hotel suite in Paris or Milan. Except here, you own it. You don't check out."

★ 'You don't check out.' You own it. That contrast lands.

3 Bedroom – Powder Room



SLIDE 56

3BR POWDER ROOM

Sage walls, pendant lighting, full marble vanity — even the powder room is this considered.

"Even the powder room. Sage plaster walls. Pendant lighting. Full-length marble vanity. Curated art. If Beyond put this much care into the powder room — imagine what they've done everywhere else. This is the mentality of a developer who doesn't cut corners. And that matters enormously when you're making a significant investment decision."

★ If the powder room looks like this — everything else is even better. Simple logic.



SLIDE 57

FLOOR PLANS (Section Break)

Transition — signal the shift to specifics, keep energy high.

"Now let's look at the floor plans — because what you've seen is the dream, and the floor plans are the reality that backs it up. And I want you to see just how well Beyond has used every square foot."

★ Dream + reality. The floor plans prove the dream is deliverable.

UNIT A-314

1 BEDROOM

TYPE A-1



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ARANCIA
Yards

BUILDING A		
INTERNAL AREA	608.59	SQ.FT
EXTERNAL AREA	125.14	SQ.FT
TOTAL AREA	731.73	SQ.FT

KEY SECTION



BUILDING A	
03	
BUILDING A	

BEYOND

SLIDE 58

1BR FLOOR PLAN (Unit A-314)

Internal 608.59 sq.ft | External 125.14 sq.ft | Total 751.73 sq.ft.

"1-bedroom, Type A-1. 608 sq.ft internally, plus 125 sq.ft of external terrace space — so over 750 sq.ft total. Look at the layout — no wasted corridors, no awkward angles. A generous terrace. A powder room. A walk-in wardrobe. This is an efficiently planned, beautifully proportioned home. The key section diagram shows you exactly where Unit A-314 sits in Building A — orientation, floor level, views. Everything you need for an intelligent client conversation."

★ 750+ sq.ft. Terrace. Walk-in wardrobe. Powder room. Exceptional value.

UNIT A-313

2 BEDROOM

TYPE A-1



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ARANCIA
Yards

BUILDING A

INTERNAL AREA 917.86 SQFT

EXTERNAL AREA	174.27	SQ.FT
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TOTAL AREA	1092.11	SQ.FT
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KEY SECTION



03

BUILDING A

BEYOND

SLIDE 59

2BR FLOOR PLAN (Unit A-313)

Internal 917.84 sq.ft | External 174.27 sq.ft | Total 1,092.11 sq.ft.

"2-bedroom, Type A-1. Over 1,092 sq.ft total. Nearly 918 sq.ft internally. Look at the layout — master suite with its own bathroom, second bedroom with bathroom, powder room, generous kitchen and dining, and a wide terrace. This is a proper family home. For investors — a 2-bedroom of this size and quality in this community will rent exceptionally well, to couples, small families, and corporate tenants alike."

★ Over 1,000 sq.ft. Two bathrooms. Powder room. Wide terrace. Strong yield profile.

UNIT A-706

3 BEDROOM

TYPE A



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ARANCIA
Yards

BUILDING A

INTERNAL AREA	1516.45	SQ.FT.
EXTERNAL AREA	428.08	SQ.FT.
TOTAL AREA	1744.51	SQ.FT.

KEY SECTION



07

BUILDING A

BEYOND

SLIDE 60

3BR FLOOR PLAN (Unit A-706)

Internal 1,516.45 sq.ft | External 428.08 sq.ft | Total 1,744.51 sq.ft.

"Three-bedroom. Unit A-706 — seventh floor of Building A. 1,744 sq.ft total. Look at what you get: master suite, two further bedrooms, maid's room with bathroom, powder room, a full kitchen, dining and living area — and a terrace of 428 sq.ft. Nearly 430 sq.ft of outdoor space on the top floor. There are six of these. If anyone in this room has a client who wants this — please talk to us today, not tomorrow."

★ 428 sq.ft terrace on the top floor. Six exist. The urgency is real.



SLIDE 61

PAYMENT PLAN

NEW SLIDE — 10/10/5/5/5/5/60 structure | Completion Q1 2029.

"Now the payment plan — and this is where it gets very interesting. 10% on booking. 10% on 1st August 2026. Then 5% installments in May 2027, September 2027, May 2028, and September 2028. And 60% on completion — anticipated Q1 2029. Ladies and gentlemen, that means you are securing this asset today with just 10%. Your full investment is spread over nearly three years. You are buying into Phase 1 pricing, with a manageable installment structure, in a community that will be repricing upward around you the entire time you're paying. That is a compelling investment case."

★ 10% today secures Phase 1 pricing. The rest is time. Say it exactly like that.



COMMISSION RATE

5%



SLIDE 62

COMMISSION RATE: 5%

NEW SLIDE — 5% commission for all agents in the room.

"And for every agent in this room — your commission rate on Arancia Yards is 5%. Five percent. On a product of this quality, in a masterplan of this scale, with this payment plan. Ladies and gentlemen, this is one of the strongest commission opportunities in the market right now. The product sells itself — and you are well rewarded for every unit you close. Talk to our sales team, get registered, and let's get to work."

★ 5% commission. Say it with energy. The agents in the room need to feel this.

SCAN THE
QR CODE



FOR THE
COLLATERALS

BEYOND

SLIDE 63

QR CODE / COLLATERALS

Scan for full collateral pack — direct the room to register and access materials.

"Before you leave today — please scan this QR code. You'll get access to the full collaterals package: floor plans, pricing, project details, everything you need to take to your clients tomorrow morning. If you're an agent, this is where you register. If you're an investor, this is where you learn more. Don't leave today without scanning this. The opportunity is now — the information to act on it is right here."

★ Direct every person in the room to scan. Make it a moment, not a footnote.



SLIDE 64

CLOSING: ARANCIA YARDS BY BEYOND

Close with total conviction. This is your moment.

"Ladies and gentlemen. You've now seen everything. The location. The masterplan. The amenities. The architecture. The interiors. The floor plans. The payment plan. And I want to bring it back to what matters most — the opportunity. This is Phase 1 of The Yards. A full Mediterranean master community by Beyond. The first and lowest entry price this development will ever have. Every phase that follows will be priced higher. Every time a new amenity opens, the community gets more valuable. Every time another phase sells out, the Phase 1 buyers are sitting on more equity. History tells us this is how master communities work in Dubai. The first movers win. The evidence is everywhere. The pattern is always the same. Early buyers always outperform. Arancia Yards by Beyond is that opportunity right now. Today. The sales team is available immediately. Please do not leave this room without having a conversation. Thank you."

★ 'Do not leave this room without a conversation.' End on action.

MASTER SUMMARY

THE PROJECT

Arancia Yards is Phase 1 of The Yards — a 2.3M sq.ft Mediterranean master community by Beyond in City of Arabia, Dubai. 272 units across Buildings A, B & C. Architect: HBA UK | Consultant: Dewan | Interiors: HBA Singapore | Landscape: Coopers Hill.

UNIT MIX

- 1 Bedroom — 199 units — ~751 sq.ft total
- 2 Bedroom — 67 units — ~1,092 sq.ft total
- 3 Bedroom — 6 units ONLY — ~1,744 sq.ft total
- Retail — 2,014 sqm ground floor

PAYMENT PLAN

10% on booking | 10% Aug 2026 | 5% May 2027 | 5% Sep 2027 | 5% May 2028 | 5% Sep 2028 | 60% on completion (anticipated Q1 2029)

COMMISSION: 5%

KEY NUMBERS

Site: 165,000 sqm (1.77M sq.ft) | GFA: 2.3M sq.ft | Green: 70%

Phase 1 plot: 19,720 sqm | Ceilings: 3.1m / 4m GF

Green spine: 1km | Paths: 1km+ | F&B; zone: 350m walk

Outdoor: Lagoon pool, Lap pool, Sports court, Yoga, Amphitheatre

Indoor: Kids Club, Gaming rooms, MPR, Gyms, SPA, Residents Lounge, Cinema, Commercial gym

DRIVING DISTANCES

5 min: IMG World | 10 min: Global Village | 15 min: Miracle Garden

25 min: Expo City & Airport | 27 min: Downtown | 29 min: Palm | 31 min: Burj Al Arab

THE INVESTMENT ARGUMENT

- Phase 1 = lowest price this masterplan will EVER be
- Every future phase prices HIGHER — early buyers always win
- Beyond's extended masterplan = community grows = equity grows
- 70% green space — unprecedented in Dubai at this scale
- Mixed-use 24/7 activation = sustained rental demand
- World-class design team protects quality and value retention
- Internal hotel — no other community at this price has one
- Only 6 three-bedrooms — extreme scarcity = immediate FOMO
- Payment plan: 10% secures Phase 1 price today

FOMO TRIGGERS — USE THESE THROUGHOUT

1. 'Only 6 three-bedroom units.' — say it twice, minimum.
2. 'Phase 1 is the only time you buy this community at this price.' — repeat late.
3. 'Every phase around you reprices upward.' — the equity story.
4. 'Beyond's extended masterplan means this community keeps growing.' — new point.
5. '10% today secures Phase 1 pricing.' — payment plan close.
6. '5% commission — and the product sells itself.' — agent motivation.
7. 'Do not leave without a conversation.' — every close.

TONE GUIDE

- Warm and conversational — not scripted or corporate
- Paint pictures: 'imagine waking up here', 'picture your Saturday morning'
- Be direct on scarcity — no apology for urgency, it is honest
- Trust the visuals — let renders breathe, do not talk over them
- Bridge every feature back to lifestyle OR investment — always
- Key phrases: 'Mental real estate' / 'Forever tenants' / 'Destinations appreciate' / 'You are buying the foundation'