



# VIOLET

# LOCATION



# ROAD NETWORKS



# Saih Al Salam Scenic Route



**DAMAC HILLS 2**



Heritage initiatives	Camping, picnics and nature observation	Expo 2020 lake initiatives	Desert sports initiatives
<ul style="list-style-type: none"> <li>1 Saruq Al-Hadid archaeological site</li> <li>2 Horse riding/horse racing</li> <li>3 Al Marmoom Heritage Village</li> <li>4 Camel riding/camel racing</li> </ul>	<ul style="list-style-type: none"> <li>1 Caravan park</li> <li>2 Bird watching (observation towers)</li> <li>3 Camping around the lakes</li> <li>4 Yoga center</li> </ul>	<ul style="list-style-type: none"> <li>1 Retreat and domes</li> <li>2 Vertical air balloon</li> <li>3 Arabian Oryx viewing site</li> </ul>	<ul style="list-style-type: none"> <li>1 Skydiving</li> <li>2 Air balloon activities</li> <li>3 Safari activities</li> <li>4 RC Aircraft Club</li> <li>5 Off-road bikes / ATV rentals</li> <li>6 RC Car Club</li> <li>7 Off-road competitions</li> <li>8 Desert off-road</li> <li>9 Air taxi/helicopter tour</li> </ul>
Al Maha platform initiatives	Love lakes initiatives	Means of transportation	
<ul style="list-style-type: none"> <li>1 Open cinema</li> <li>2 Art gallery</li> <li>3 Cafe/Canteens</li> <li>4 Trips to Saruq Al-Hadid Archaeological Museum</li> </ul>	<ul style="list-style-type: none"> <li>1 Retreat and domes</li> <li>2 Kayaks</li> <li>3 Souvenir shop</li> <li>4 Cafe</li> <li>5 Vertical air balloon</li> </ul>	<ul style="list-style-type: none"> <li>1 Horse rental business</li> <li>2 Off-road bicycle rental</li> <li>3 Off-road autonomous vehicles</li> <li>4 Existing bicycle path</li> <li>5 Proposed cycling path</li> <li>6 Desert trail path</li> </ul>	

**Map key**

	Air Balloon station
	Center and helipad
	Vehicle parking and flexible transportation center
	Existing bicycle path
	Proposed cycling path
	Desert trail path

# MINUTES FROM IT ALL



15 mins

DAMAC  
Hills



25 mins

Global  
Village



25 mins

IMG Worlds  
of Adventure



25 mins

Dubai  
Outlet Mall



30 mins

Al Maktoum  
International  
Airport



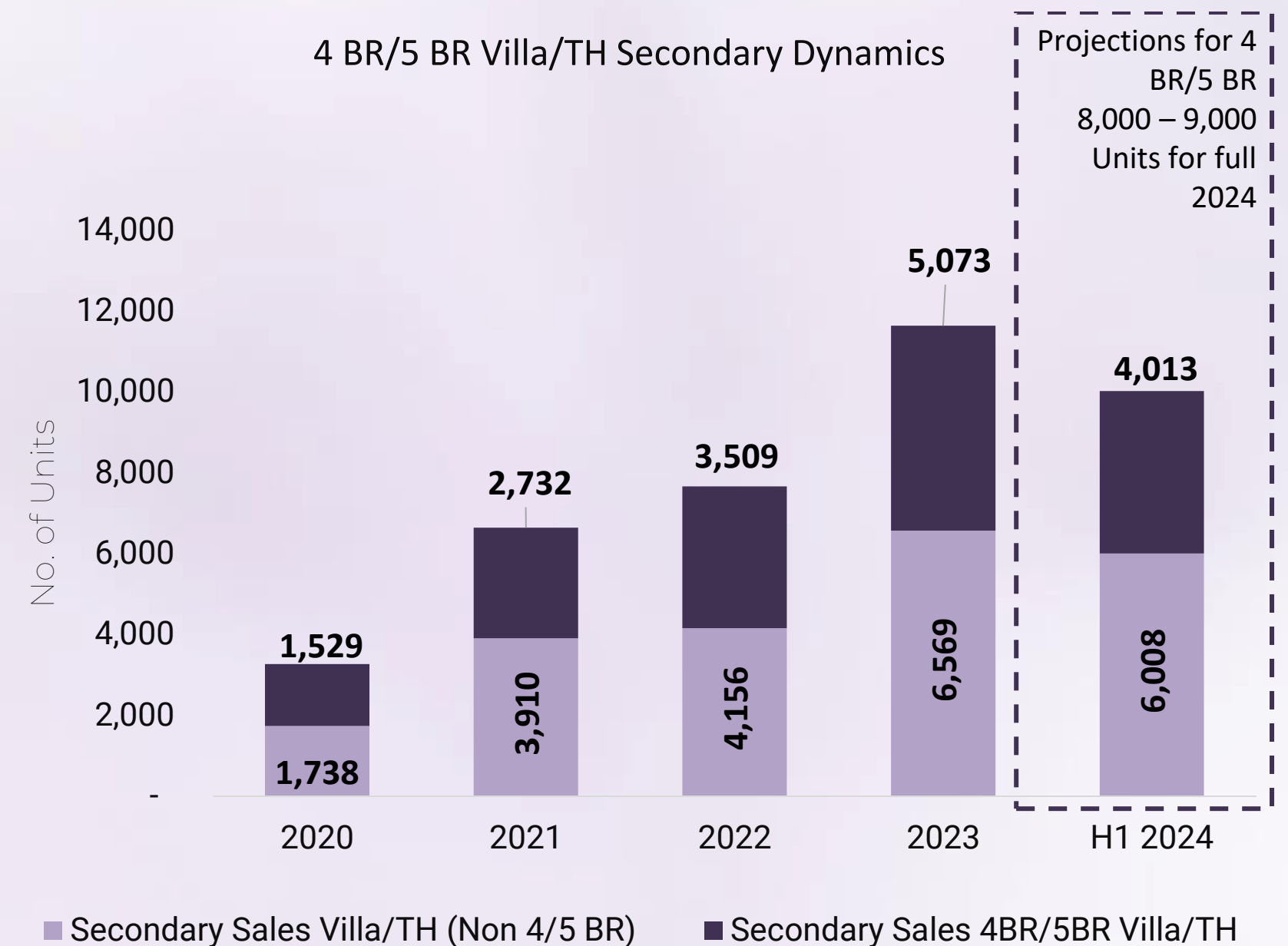
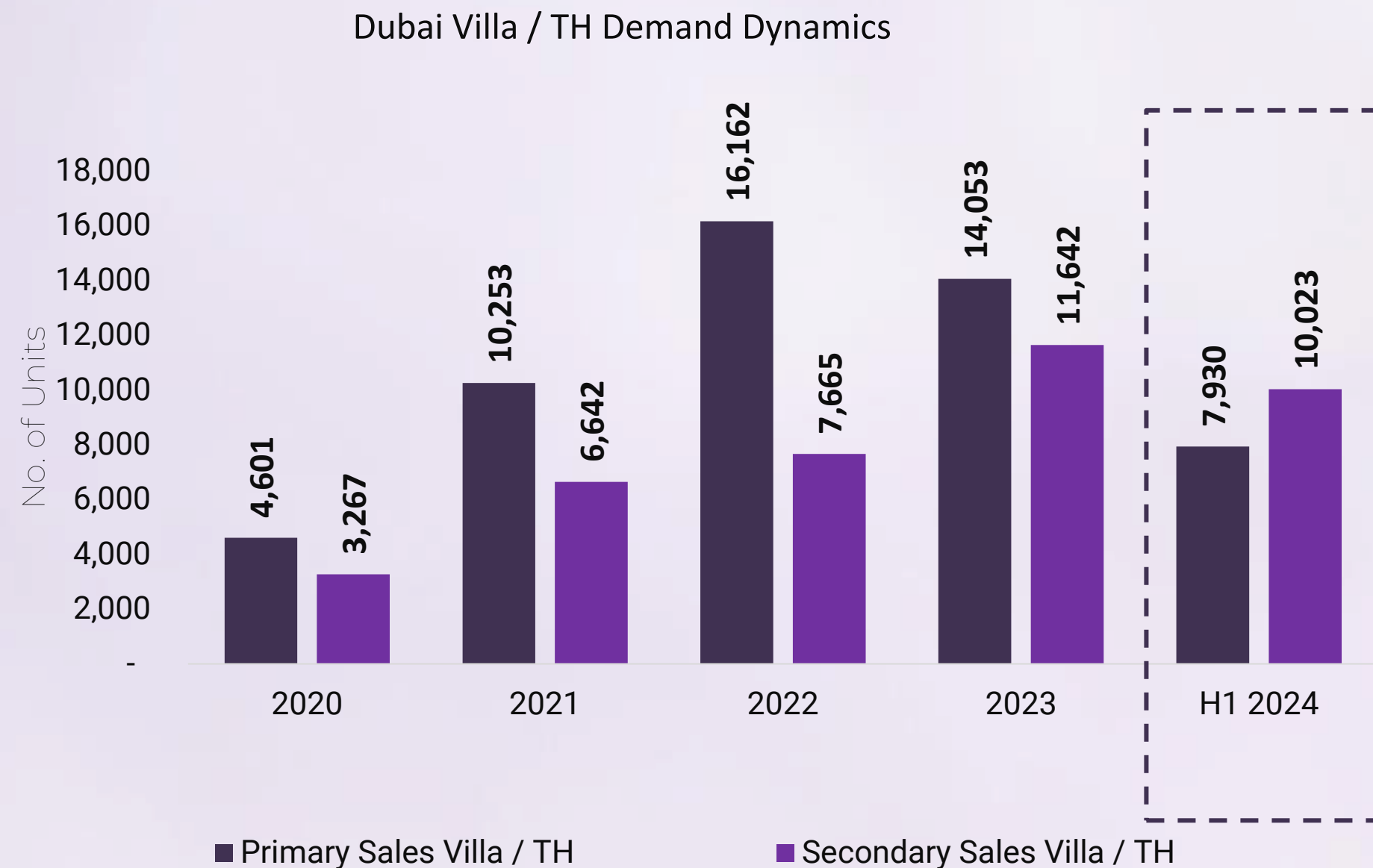
35 mins

Dubai  
International  
Airport



**VIOLET**  
DAMAC HILLS 2

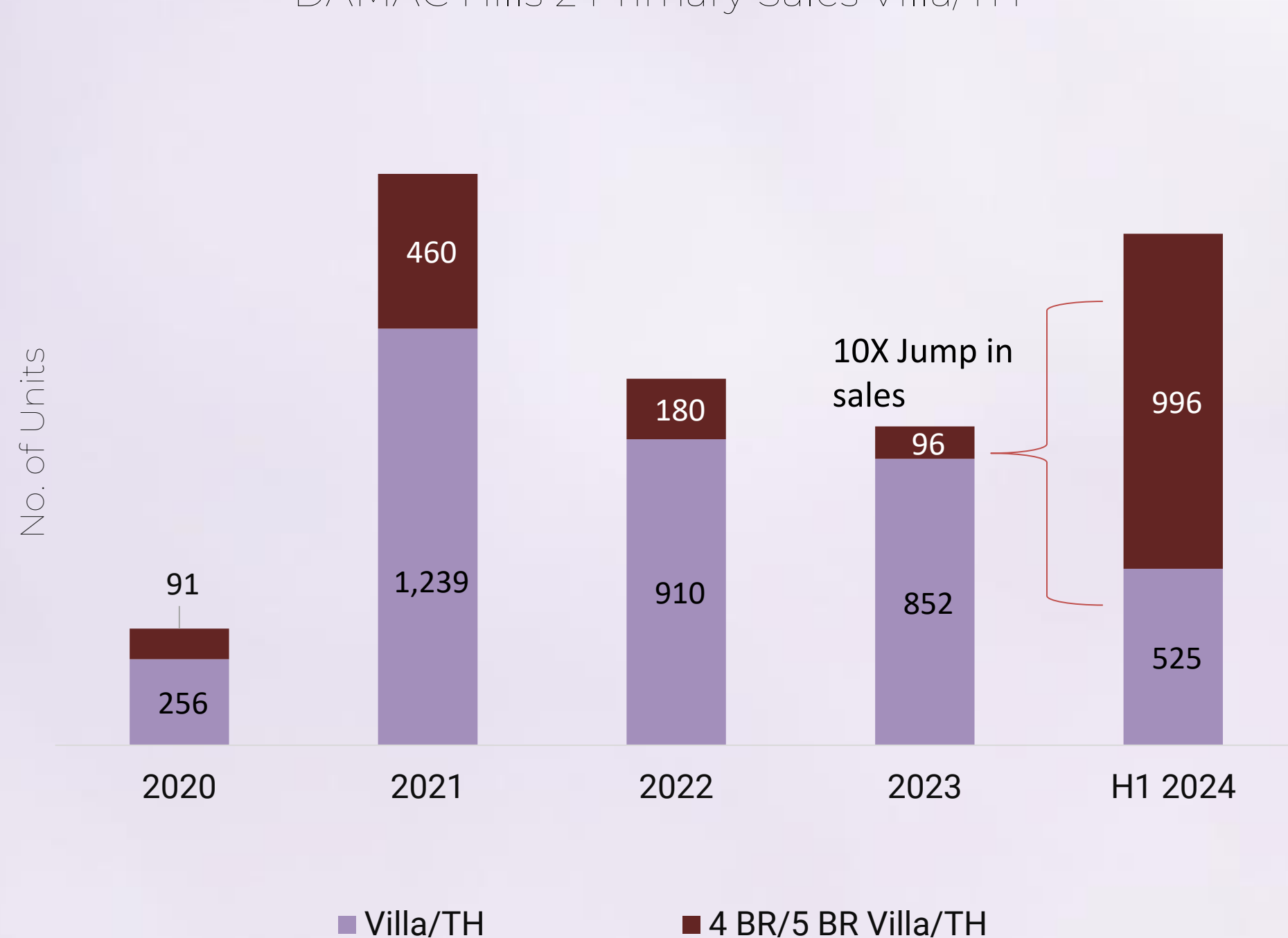
# Demand for Villa / TH to Hit a Peak in 2024



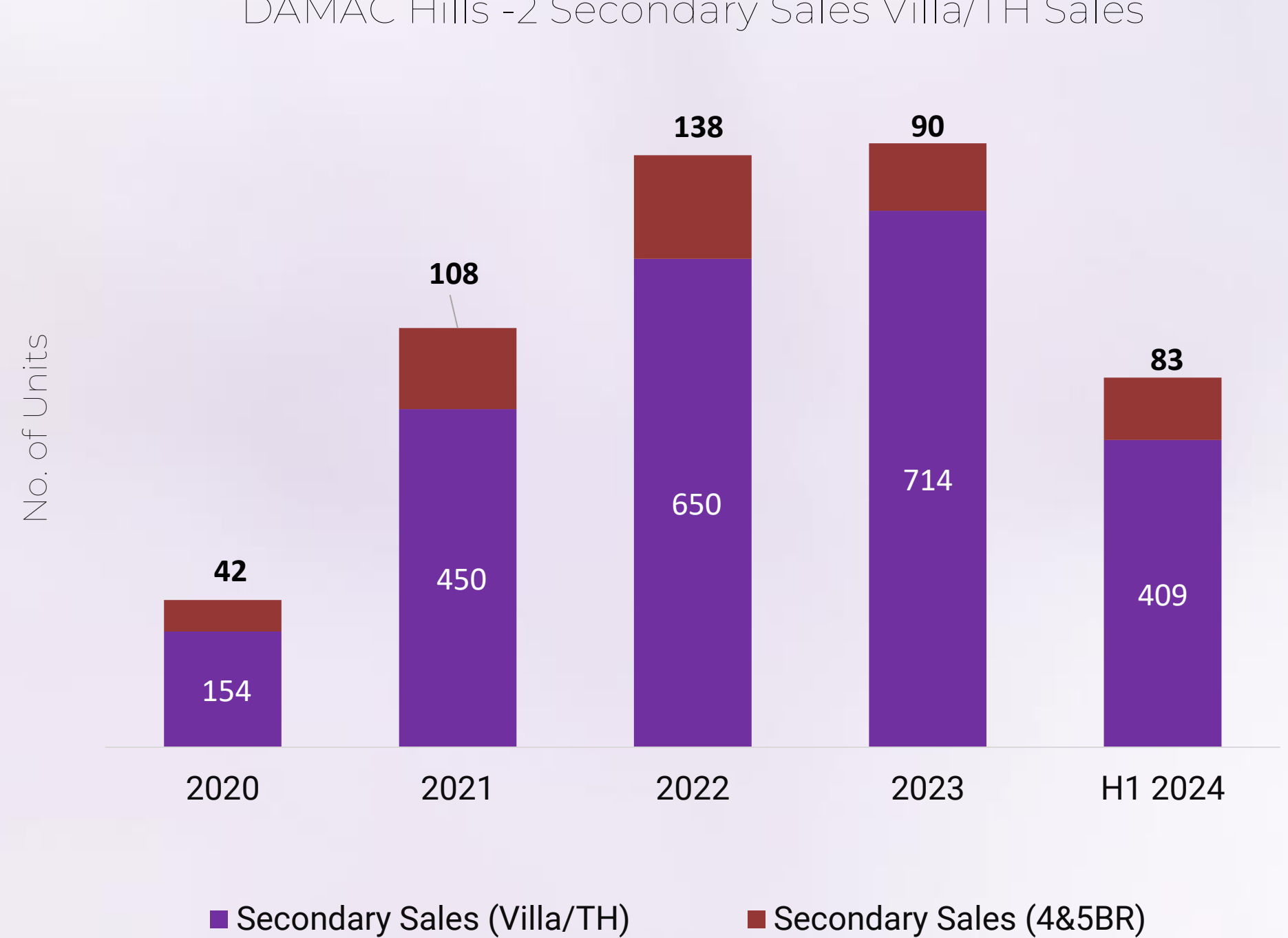
- In the post-pandemic landscape, the market has experienced a notable increase in the demand for villas and, more specifically, for affordable townhouses.
- This trend is driven by robust end-user demand and appealing rental yields, as evidenced by the surge in secondary sales from 2020 to 2023.
- This shift can be attributed to the scarcity of new projects by renowned developers in master-planned communities, coupled with the availability of large homes at an attractive entry price point below AED 1,000 per square foot.

# Healthy Demand for 4 / 5 BR in DH 2

DAMAC Hills 2 Primary Sales Villa/TH



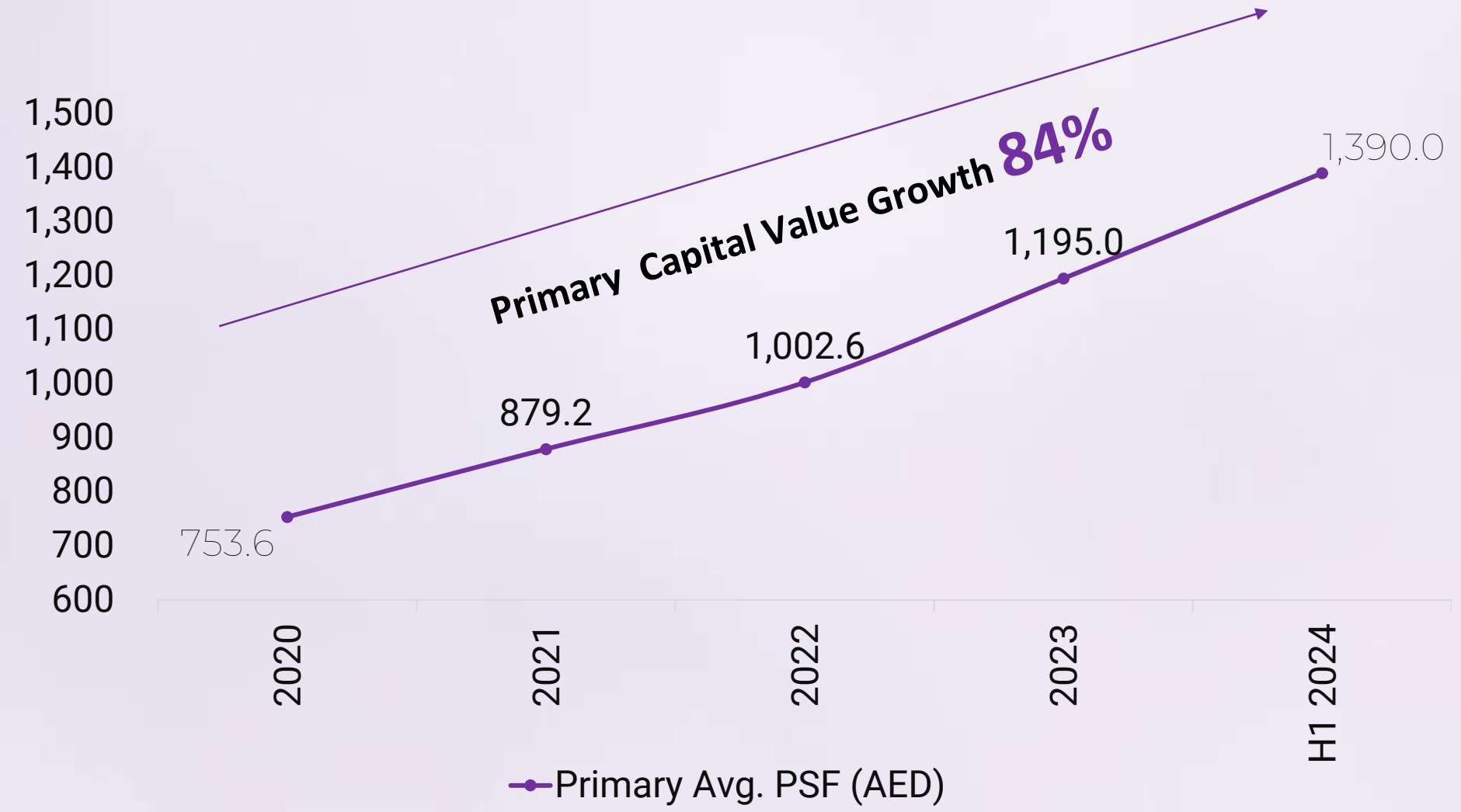
DAMAC Hills -2 Secondary Sales Villa/TH Sales



- H1 2024 recorded a phenomenal sales of 4/5 BR townhouses driven by the healthy sales in Natura and Park Green 1,2 & 3.
- The first half of 2024 has surpassed the 2022 & 2023 sales volume with respect to townhouses / villas and 2024 is set to see the new peak for villa/townhouses sale.
- Even the secondary sales have recorded a positive growth on a year-on-year basis and 2024 is projected to see more investors investing in this matured community.

# 4 BR/5 BR Capital Value Analysis – DUBAI vs DH2

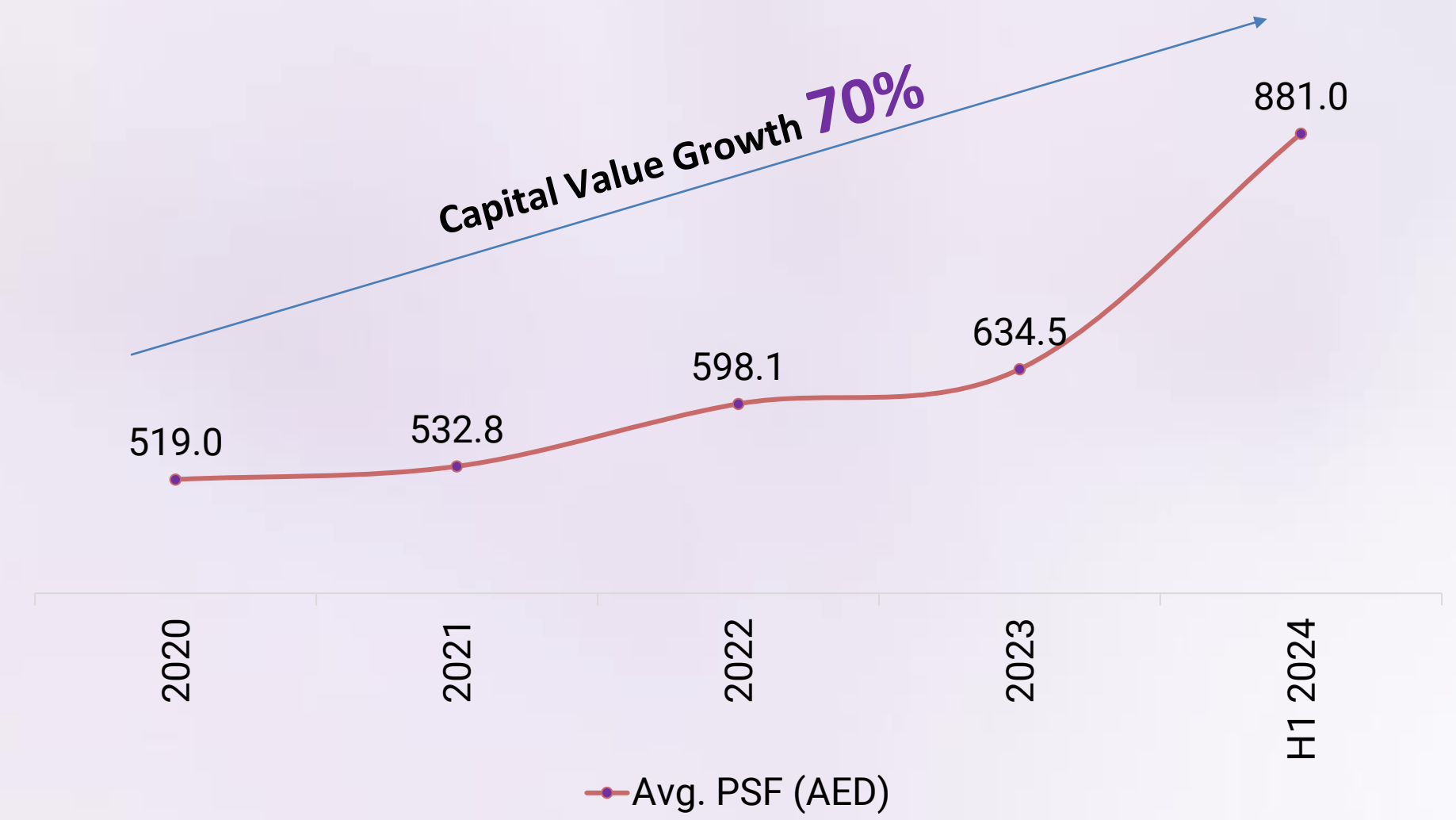
Dubai Primary Sale Avg. PSF 4/5 BR (AED)



- In the last three years 4 BR villa/townhouses primary prices grew by 84% due to affordability of the unit starting price when compared to a large size apartment.
- Further, in the last 12–18-month, demand for 4 BR configuration in a master communities such as Dubai South, and Dubai land have become popular. Which can be seen in developers increasing the primary prices to maximize the trend.

Sources: REIDIN, DLD & Property Monitor

DAMAC Hills 2 Secondary Sale Avg. PSF 4/5 BR (AED)

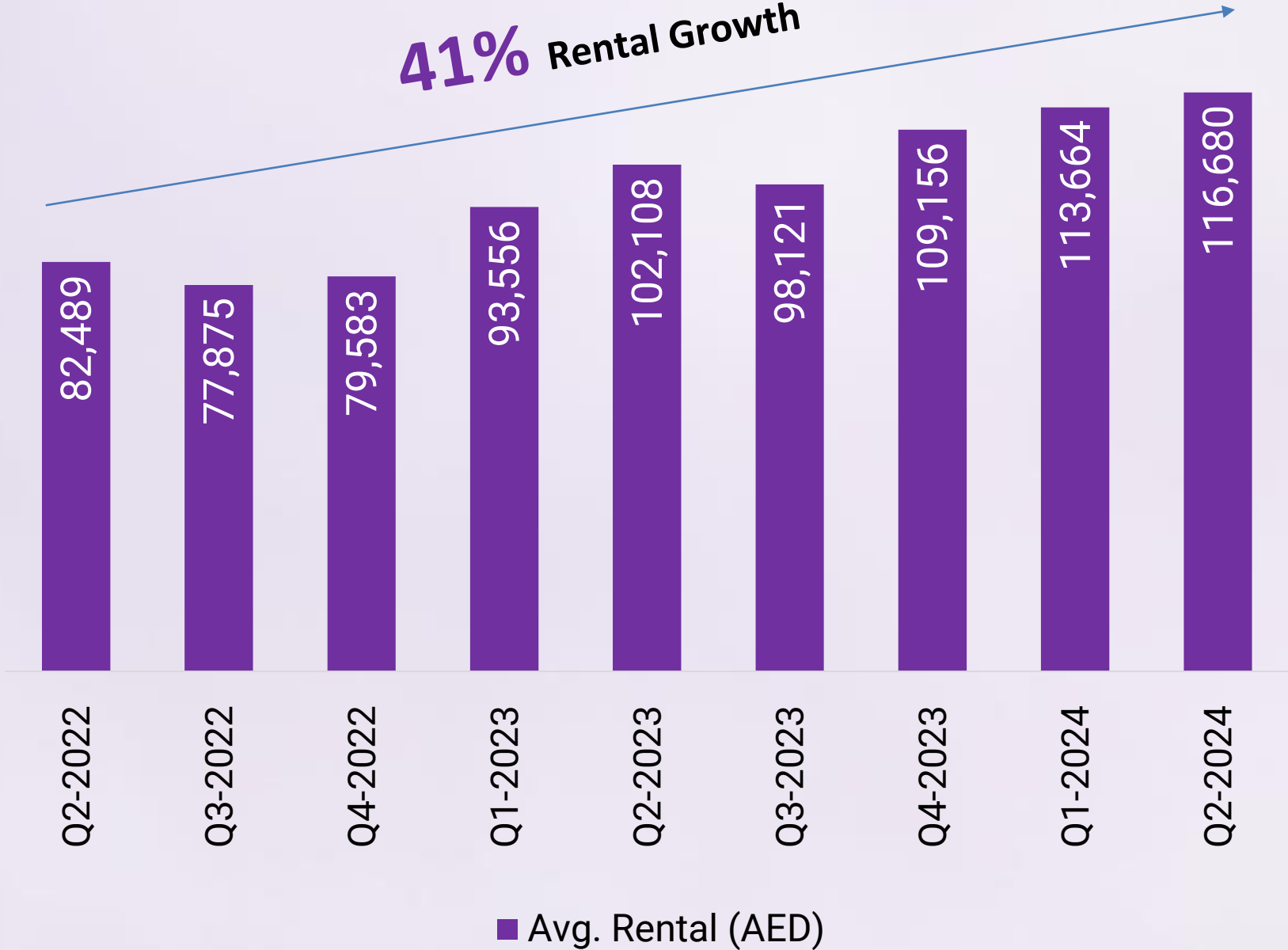


- Despite a slowdown in 2023, due to the limited availability of new Off plan 4/5 BR projects in the DAMAC Hills 2, investors have off loaded their inventory at lower capital values.
- However, as 2024 recorded new influx of inventory in 4/5 BR configuration, prices spiked in the secondary market as investors saw the renewed interest in this configuration.
- For example, investors bought in Victoria cluster in 2022 at an avg. AED524 PSF are now selling at AED635-AED650 in H1 2024 recording around 21-25% appreciation in less than two years.



# DH2 Record Robust Rental Performance in Townhouse

Avg. Annual Rental Contract (AED)



## On Going Rental Yields

GROSS RENTAL DYNAMICS* - 4 BR		
Type	Rent	Yield %*
4 BR (Long Term)	Up to AED150,000	Up to 8.3%
3 BR (Short Term)	Up to AED130,000	Up to 9.6%

- The annual rental contracts for 4 BR townhouses in DAMAC hills 2 with area more than 2,000 sqft is reaching up to AED150,000 per annum.
- With consistent increasing trend in rentals values and with attractive entry price investor are expected to generate a yield up to 8.3%.

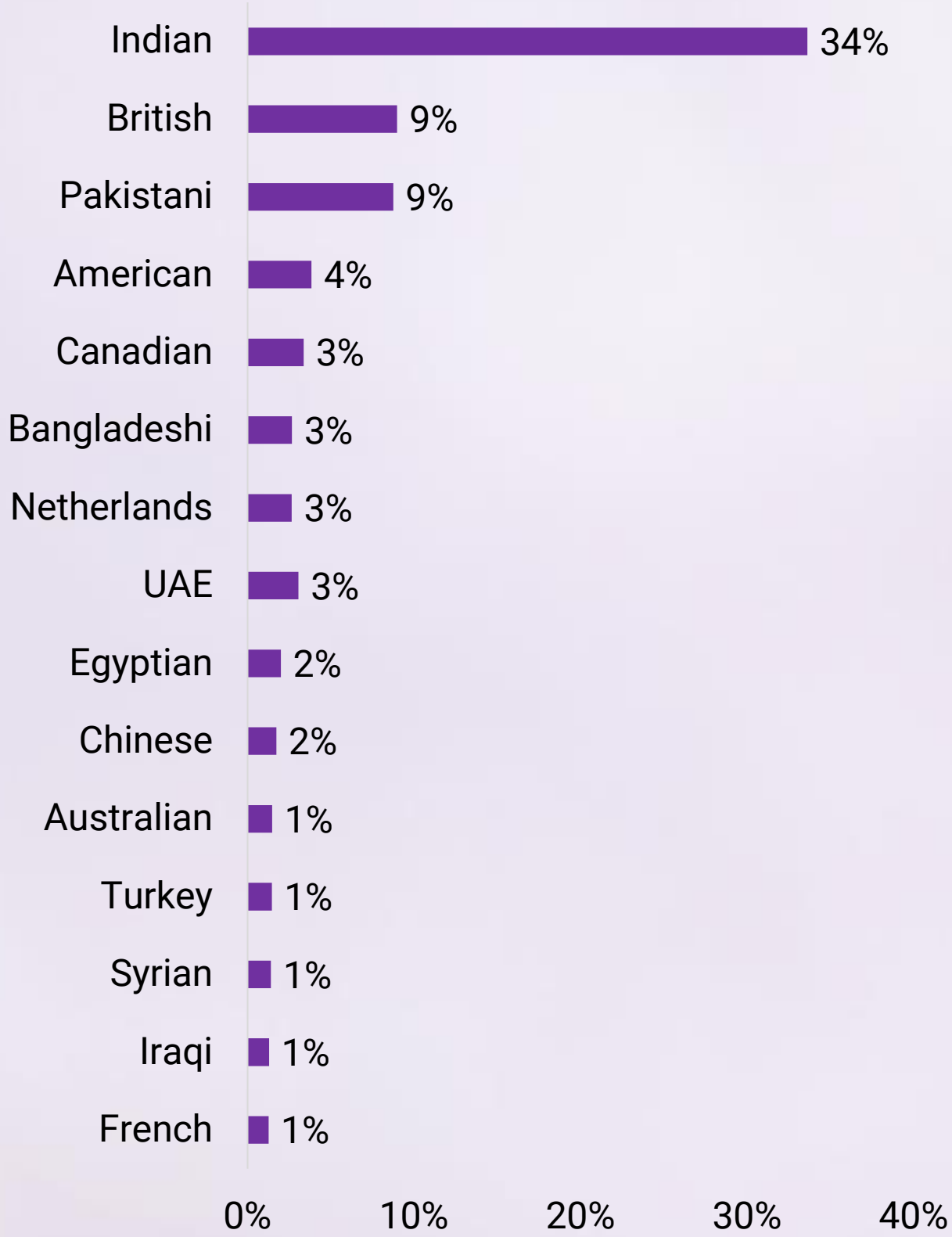
\*For long term rental yields are based on the annual rental contracts as of Q2 2024 for units more than 2,000 sqft and may vary depending on market conditions.

For short term rentals, are based on listed ready properties sold with avg. ticket cost AED1.35 mn

Sources: Property Monitor, short term rentals – property finder, & Bayut listed properties

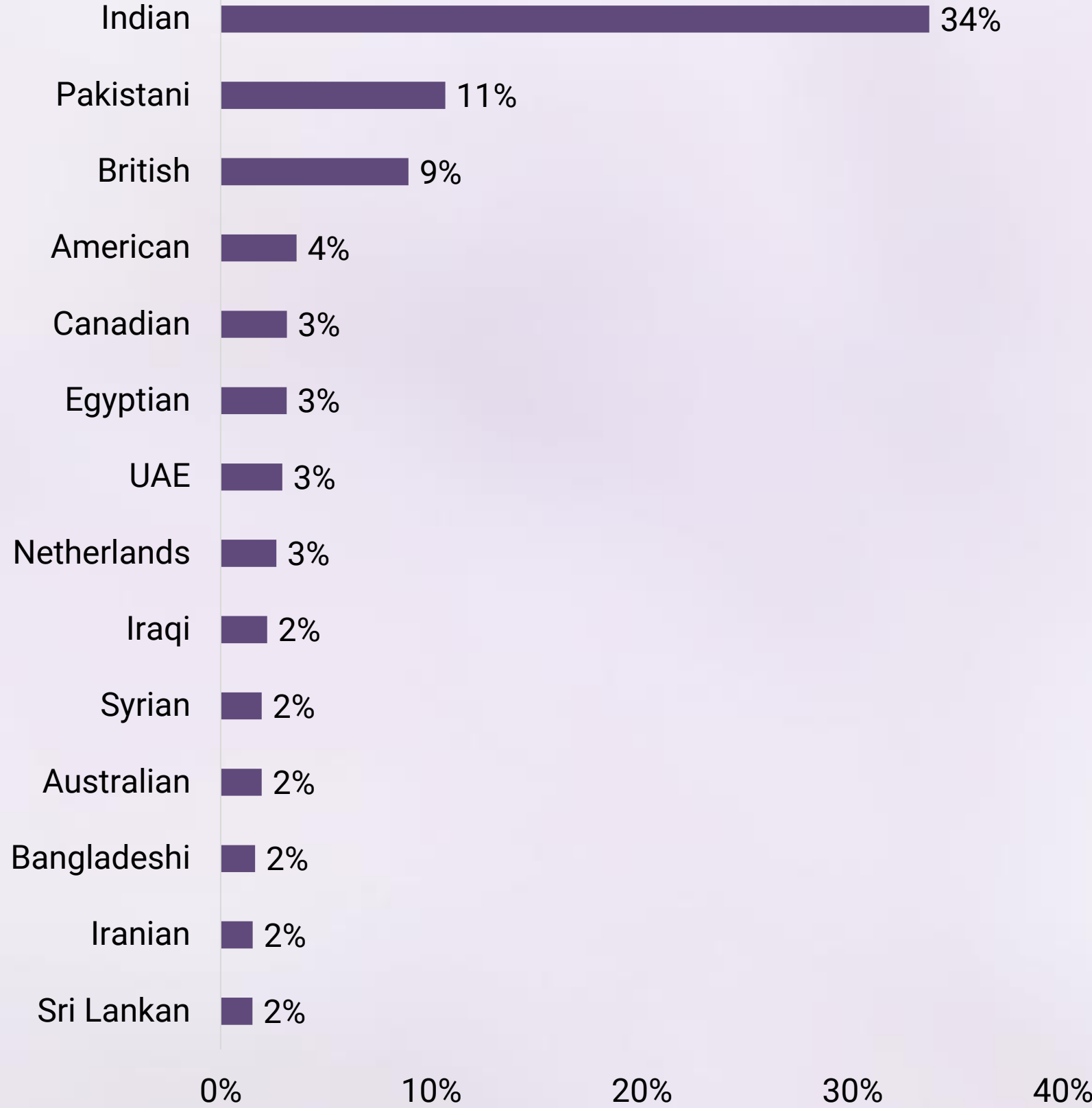
# Customer Nationalities Invested in DH 2 – (2023 – H1 2024)

DAMAC Hills – 2 (All Clusters)



■ % Share in Active Sale (All Clusters)

% Share in Active Sale (Natura + Verona)



■ % Share in Active Sale (Verona + Natura)

*\*Note: The active sales are for the units' price between AED1Mn-AED3.5 Mn in the last 18 months*

With 70% capital value growth in 3.5 years, strong capital appreciation is attracting more investors in this location



One of most preferred ready communities in Dubai which offers investors high rental yield up to 8.3%

Ready in 2 years (ACD: June 2026)

**IMPORTANT FACTS**



Competitive price point and SA PSF

Relaxed payment plan



Located right next to the world class amenities

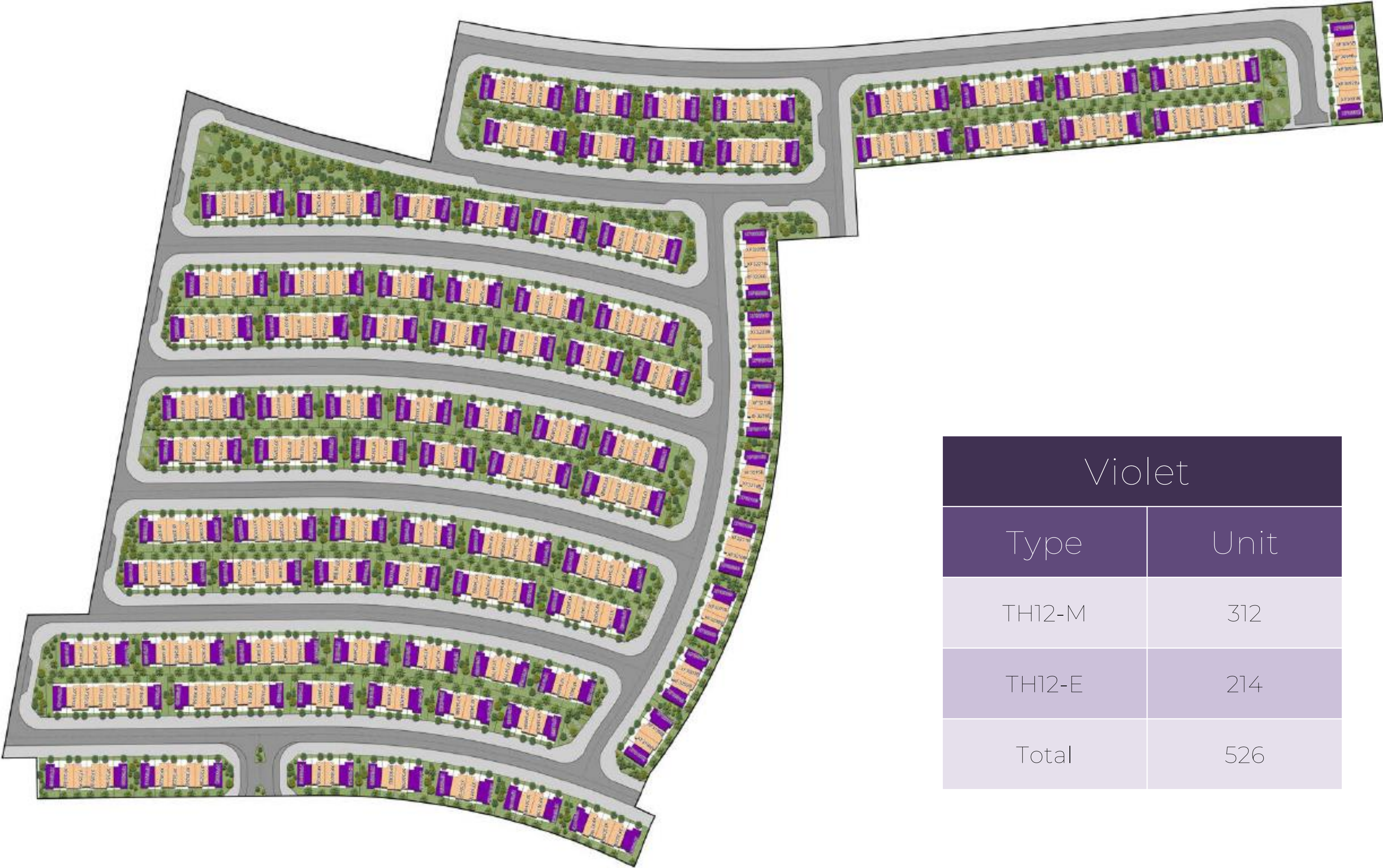
Enhanced connectivity to enter and exit point



# Cluster Plan & Floor Plans

VIOLET DAMAC HILLS 2

# CLUSTER PLAN



PROTOTYPE  
 TH12-4M  
 TH12-4E

Violet	
Type	Unit
TH12-M	312
TH12-E	214
Total	526

# Unit Layout

VIOLET DAMAC HILLS 2

# 4-BR TOWNHOUSE

TH12-4E/TH12-4M

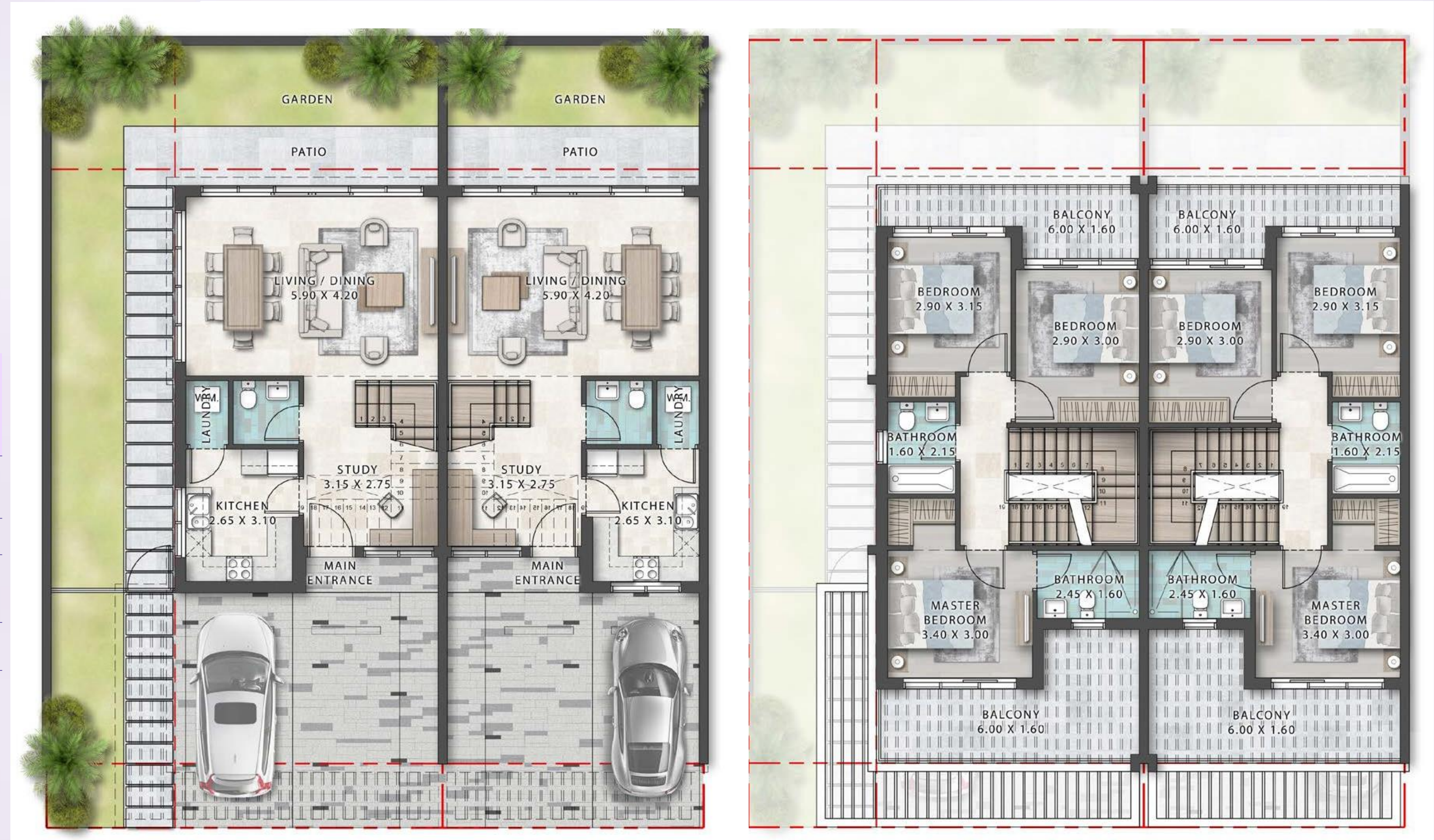
## G+1+R

TH12 - 4E

TH12 - 4M

TH12 - 4E

TH12 - 4M



GROUND FLOOR

FIRST FLOOR

	Ground Floor / First Floor / Roof Area (sq. ft.)	Garage / Balcony / Terrace Area (sq. ft.)	Total Sellable Area (sq. ft.)
TH12-4E	1,556.89	858.44	2,415.33
	145 Sqm	80 Sqm	224 Sqm
TH12-4M	1,518.25	834.01	2,352.26
	141 Sqm	78 Sqm	219 Sqm

Avg PSF

TH12E 892.18

TH12M 809.8



# 4-BR TOWNHOUSE

TH12-4E/TH12-4M

TH12 - 4 E

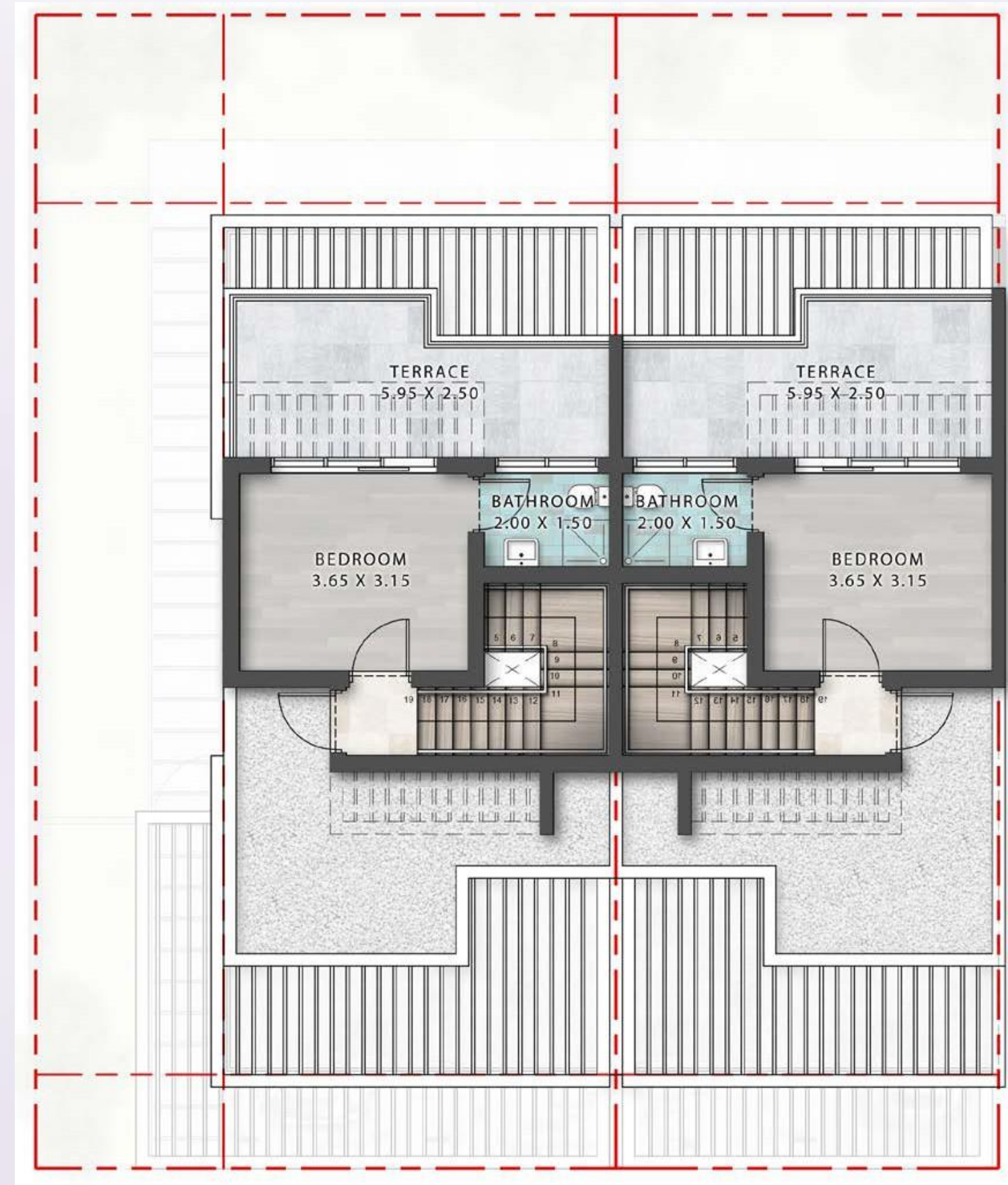
TH12 - 4 M

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	145 Sqm	80 Sqm	224 Sqm
TH12-4M	1,518.25	834.01	2,352.26
	141 Sqm	78 Sqm	219 Sqm

Avg PSF

TH12E                    **892.18**

TH12M                   **809.8**



ROOF FLOOR

# F&A

## Living Dining & Bedrooms

- All rooms feature double glazed windows
- Porcelain tiled floors throughout
- Painted plastered walls and soffit
- Wardrobes in Bedrooms

## Kitchen

- Kitchens fitted with cabinets in some areas and counter tops with space and hook up provision for washing machine, refrigerator and Cooker with hood.
- Ceramic tiled floors
- Emulsion paint for walls
- Laminated kitchen cabinet
- Stone countertop.
- Stainless Steel sink

## Bathroom Features

- Floor / Wall ceramic tiles
- Standard sanitary ware
- Standard sanitary fittings and accessories.
- Mirror
- Threshold

## Plot Features

- Boundary wall on three sides of the Plot
- Area between the boundary and the unit will be levelled
- Water / Electrical supply outlets in the yard

# Amenities

VIOLET DAMAC HILLS 2



One community. Three towns.  
*Infinite possibilities.*

WATER TOWN

SPORTS TOWN

DOWN TOWN



# WATER TOWN

LAZY RIVER

MALIBU BEACH

BOATING LAKE & CAFE

WAVE SURF

FLOATING CINEMA

JOGGING TRACK





VIOLET DAMAC HILLS  
2



## DO WNTOWN

BBQ AREA

HEDGE MAZE

CHILDRENS' PLAY AREA

AMPHITHEATRE

ZEN GARDEN

CHESS SLATE

SNAKES & LADDERS

JOGGING TRACK

OUTDOOR CINEMA





# SPORTS TOWN

OUTDOOR GYM

CRICKET PITCH & NETS

TENNIS & PADDLE COURTS

VOLLEYBALL COURT

BASKETBALL COURT

FOOTBALL COURT

JOGGING TRACK



# Unit Pricing

VIOLET DAMAC HILLS 2



# Unit Pricing

Violet		Saleable Area			Price (AED)		
Type	Unit	Sqft.	Sqm	Avg. PSF AED	Min	Max	Avg
TH12-M	312	2,352	219	809.8	1.87M	2.03M	1.90M
TH12-E	214	2,415	224	892.18	2.07M	2.63M	2.15M
Total	526						

**ACD : JUNE 2026**

# Payment Plan

VIOLET DAMAC HILLS 2

## Launch Payment Plan

Description	Milestone Event	Value (%)
Deposit	Immediate	24
1st Instalment	Within 3 months from sale	1
2nd Instalment	Within 4 months from sale	1
3rd Instalment	Within 5 months from sale	1
4th Instalment	Within 6 months from sale	1
5th Instalment	Within 7 months from sale	1
6th Instalment	Within 8 months from sale	5
7th Instalment	Within 9 months from sale	1
8th Instalment	Within 10 months from sale	1
9th Instalment	Within 11 months from sale	1
10th Instalment	Within 12 months from sale	1
11th Instalment	Within 13 months from sale	1
12th Instalment	Within 14 months from sale	5
13th Instalment	Within 15 months from sale	1
14th Instalment	Within 16 months from sale	1
15th Instalment	Within 17 months from sale	1
16th Instalment	Within 18 months from sale	1
17th Instalment	Within 19 months from sale	1
18th Instalment	Within 20 months from sale	5
19th Instalment	On 80% of Villa Completion	5
20th Instalment	On 90% of Villa Completion	5
21st Instalment	On Completion	40
	Total	104

## Regular Payment Plan

Description	Milestone Event	Value (%)
Deposit	Immediate	24
1st Instalment	Within 3 months from sale	1
2nd Instalment	Within 4 months from sale	1
3rd Instalment	Within 5 months from sale	1
4th Instalment	Within 6 months from sale	1
5th Instalment	Within 7 months from sale	1
6th Instalment	Within 8 months from sale	8
7th Instalment	Within 9 months from sale	1
8th Instalment	Within 10 months from sale	1
9th Instalment	Within 11 months from sale	1
10th Instalment	Within 12 months from sale	1
11th Instalment	Within 13 months from sale	8
12th Instalment	Within 14 months from sale	1
13th Instalment	Within 15 months from sale	1
14th Instalment	Within 16 months from sale	1
15th Instalment	Within 17 months from sale	1
16th Instalment	Within 18 months from sale	1
17th Instalment	Within 19 months from sale	8
18th Instalment	On 70% of Villa Completion	4
19th Instalment	On 80% of Villa Completion	4
20th Instalment	On 90% of Villa Completion	4
21st Instalment	On Completion	30
	Total	104

**4% DLD Waiver for Launch Payment Plan**

# EXCLUSIVE LAUNCH OFFERS\*

## 4% DLD Waiver

## AED 5K Gold Voucher

On Each Booking for Agents

## 60/40

Launch Payment Plan

### Discounts for Bulk Bookings

UNIT	DISCOUNT
2	1%
3	2%
5	3%
7	4%
10	5%

### July Promo for any DH2 Townhouses

UNIT	DISCOUNT
5.5%	5
6%	10
6.5%	15

