



EDGE





# A BOLD STATEMENT ON THE EDGE OF DOWNTOWN DUBAI

Say hello to a truly cosmopolitan living experience on the EDGE of Downtown Dubai and Business Bay. The EDGE introduces an eclectic urban vibe to the city that is defined by its modern architecture and signature interior design of bold, contrasting colour palettes.

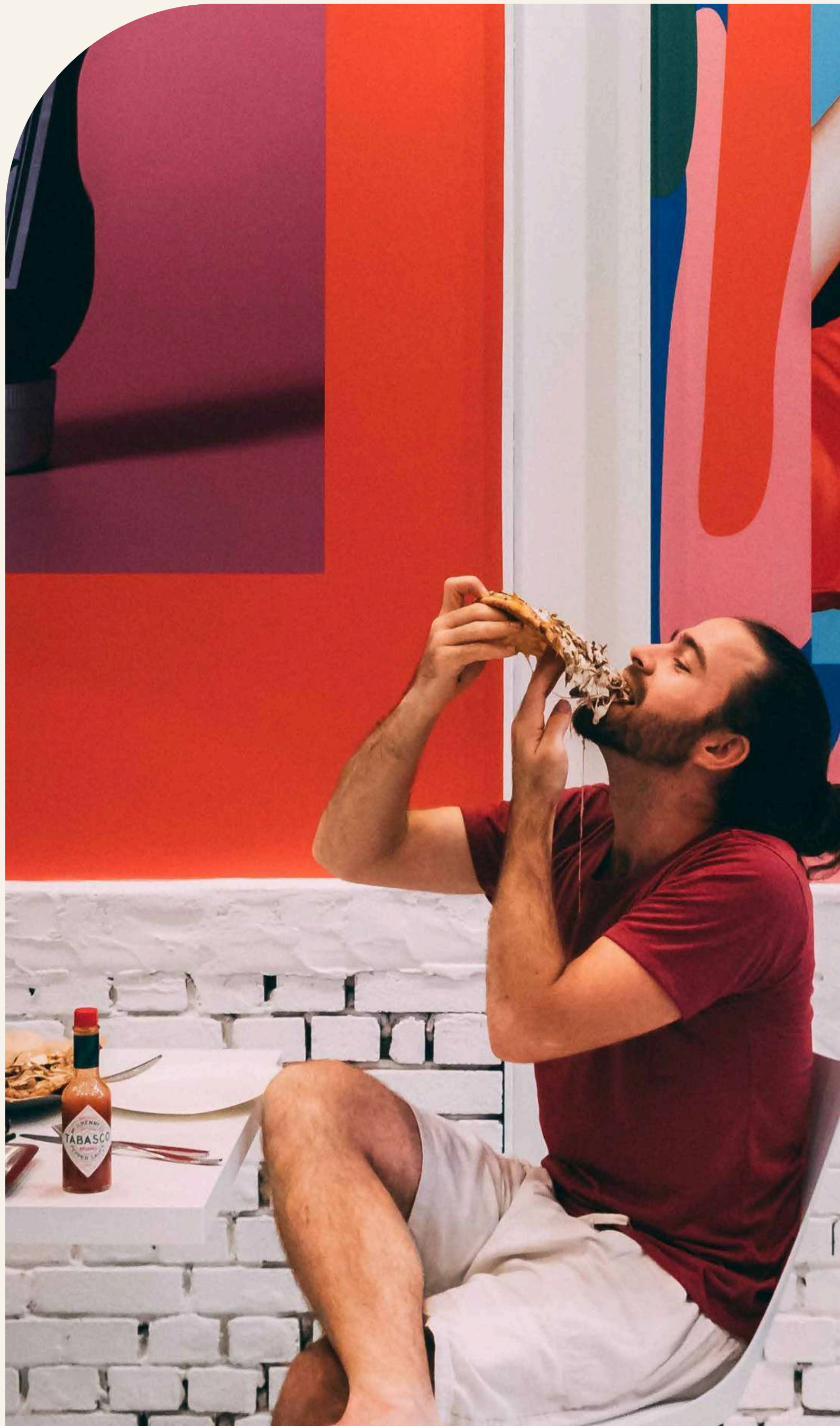


LOCATION

# THE CITY AT YOUR DOORSTEP

Strategically located to offer residents a vibrant choice of lifestyle options, The EDGE puts the best of Dubai at your doorstep. A connected address for work and play, The EDGE is minutes away from the entertainment district of Downtown Dubai in one direction, the calm waters of the Dubai Canal in the other, whilst just steps away from a wide array of retail and dining options.



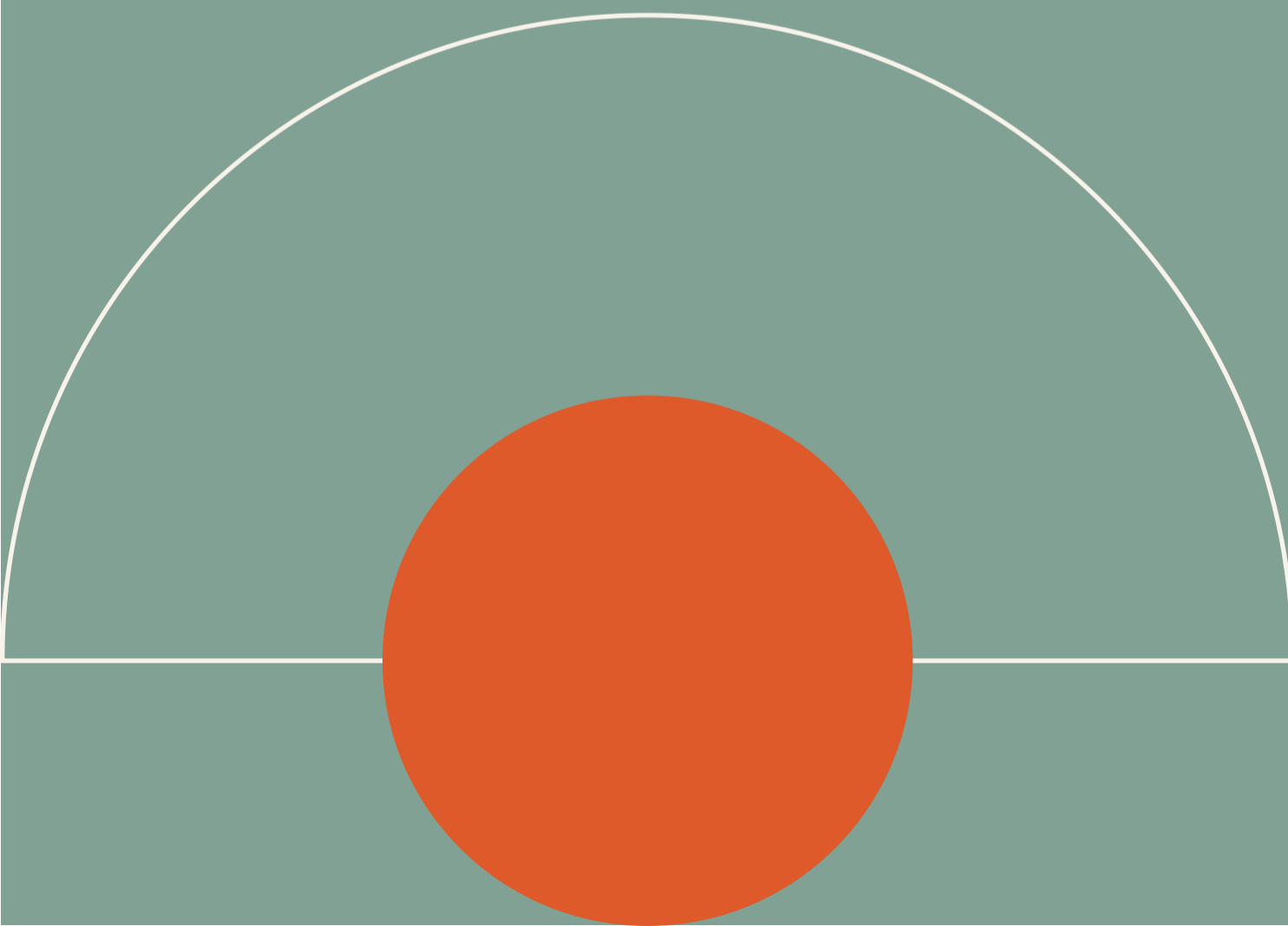


RESIDENCES

# VIBRANT DESIGN

Presenting timeless architecture fused with vibrant design, the dual towers of The EDGE have been strategically placed to ensure residents are mesmerised by the city's beauty, no matter which direction they face.

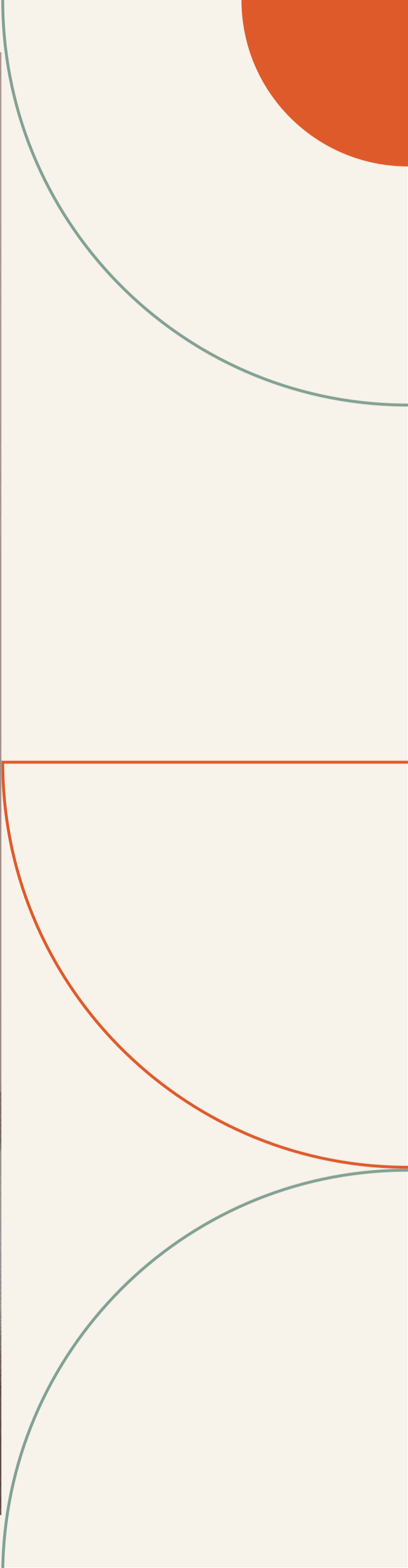
The EDGE features eclectic-styled one and two-bedroom residences with views of the Burj Khalifa, Dubai Canal and Business Bay.















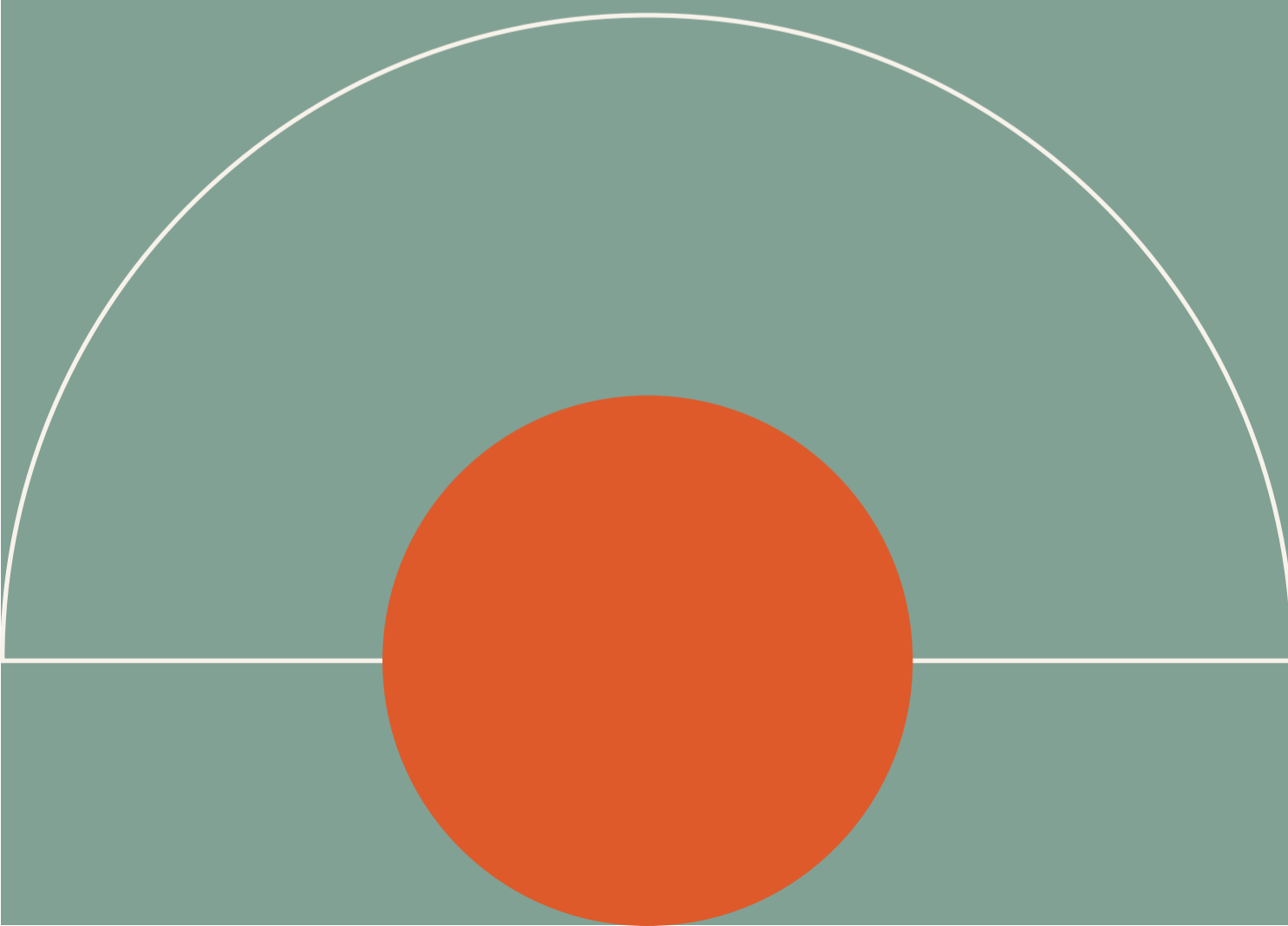


LIFESTYLE AMENITIES

# LIFE AT THE EDGE

Make the most of your downtime and go beyond condominium living at The EDGE's wide range of lifestyle facilities including a co-working space, games room, social lounge and more!

Spanning over 61,000 sq.ft., the leisure deck of the podium level offers a haven of well-being and fun for all, including a large fully equipped gymnasium, infinity pool, outdoor gym, padel courts, pickleball/basketball court, barbecue area and a selection of seating and lounge areas.





- 1. Lobby Entry
- 2. Yoga Deck
- 3. Lounge Area/Outdoor Seating
- 4. Community Pool
- 5. Courtyard
- 6. Pool Deck
- 7. Sunken Seating
- 8. BBQ Area
- 9. Outdoor Fitness Area
- 10. Sprint Track
- 11. Padel Court
- 12. Pickleball/Basketball
- 13. Jacuzzi





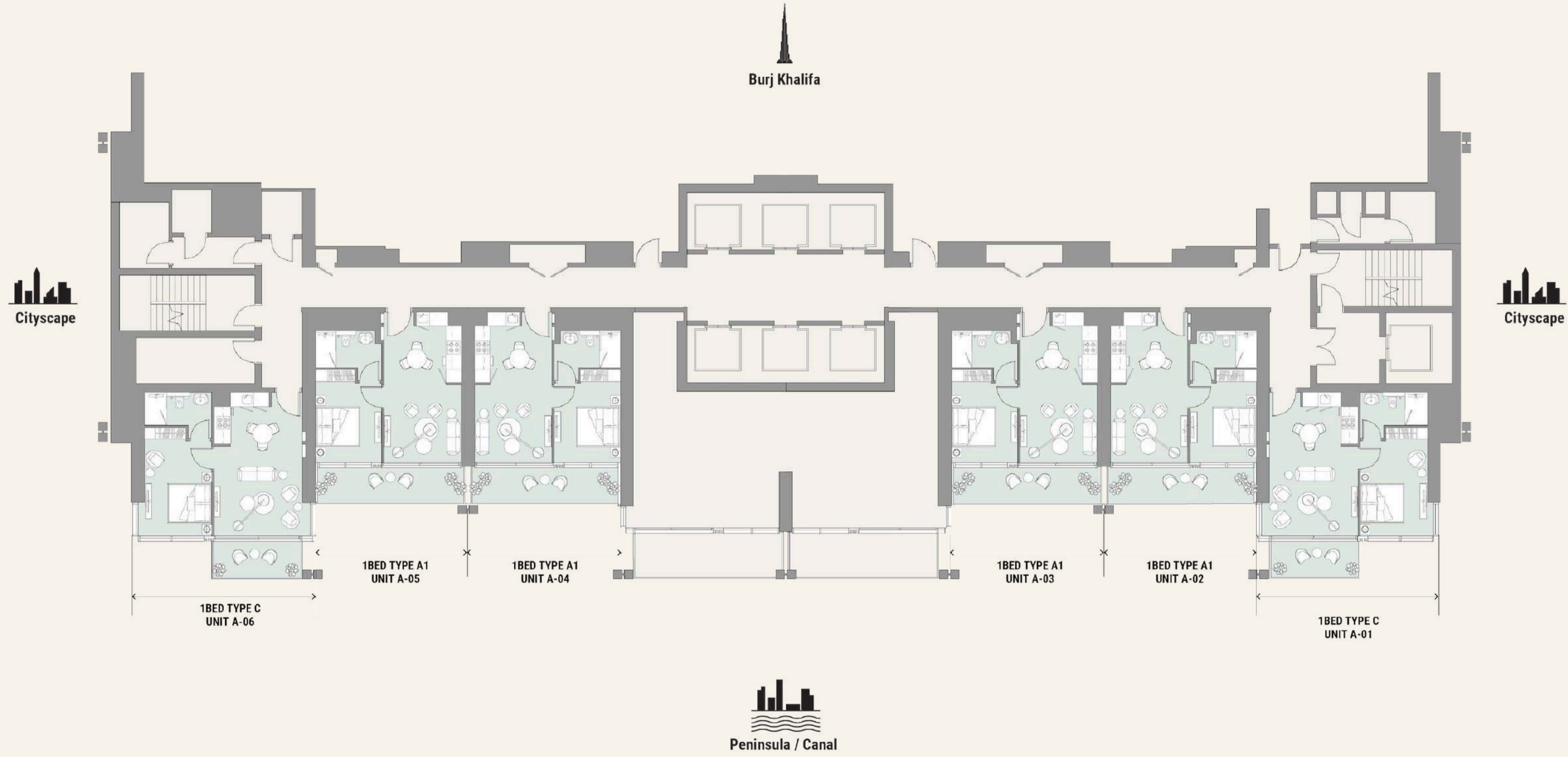


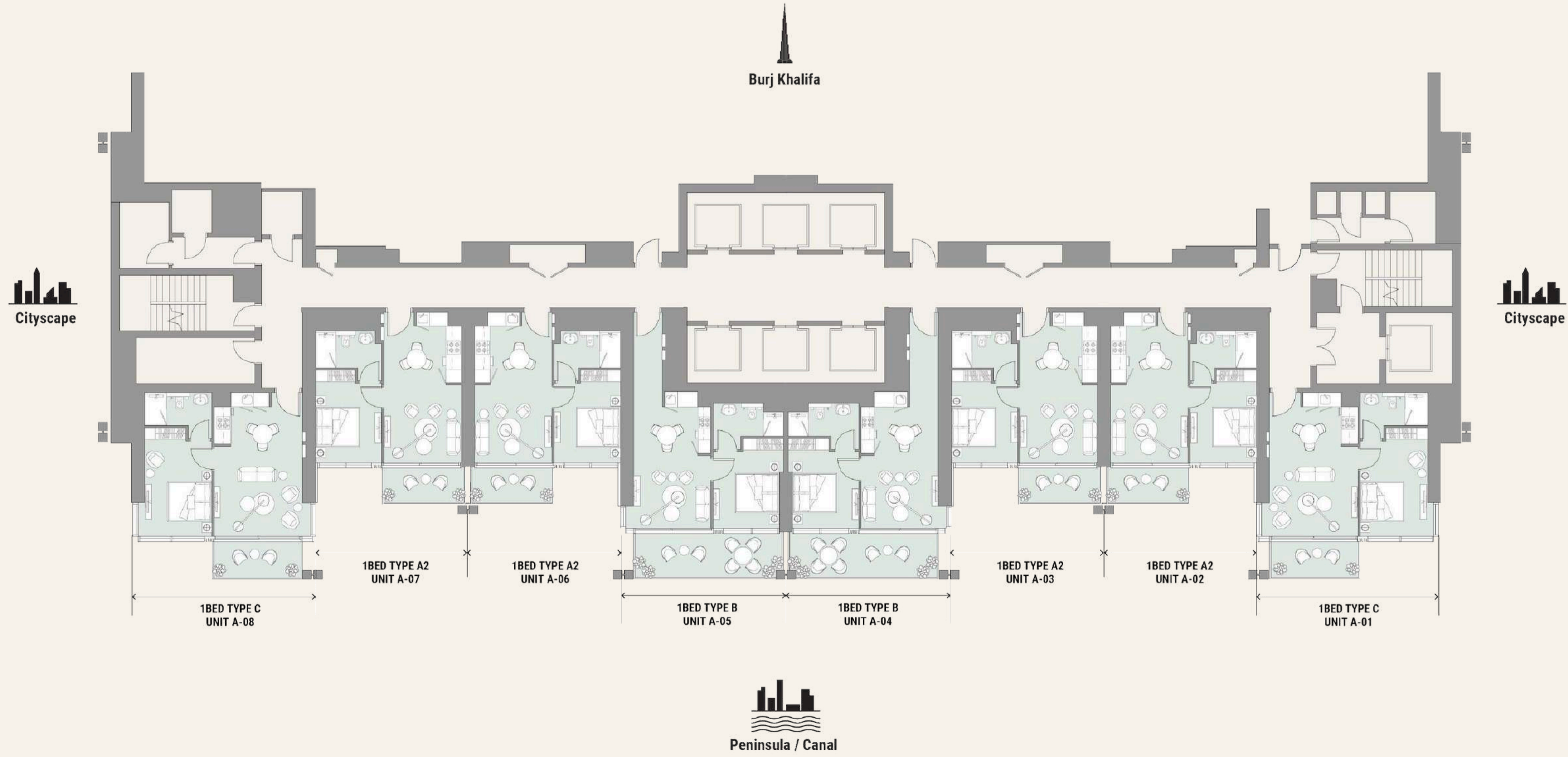




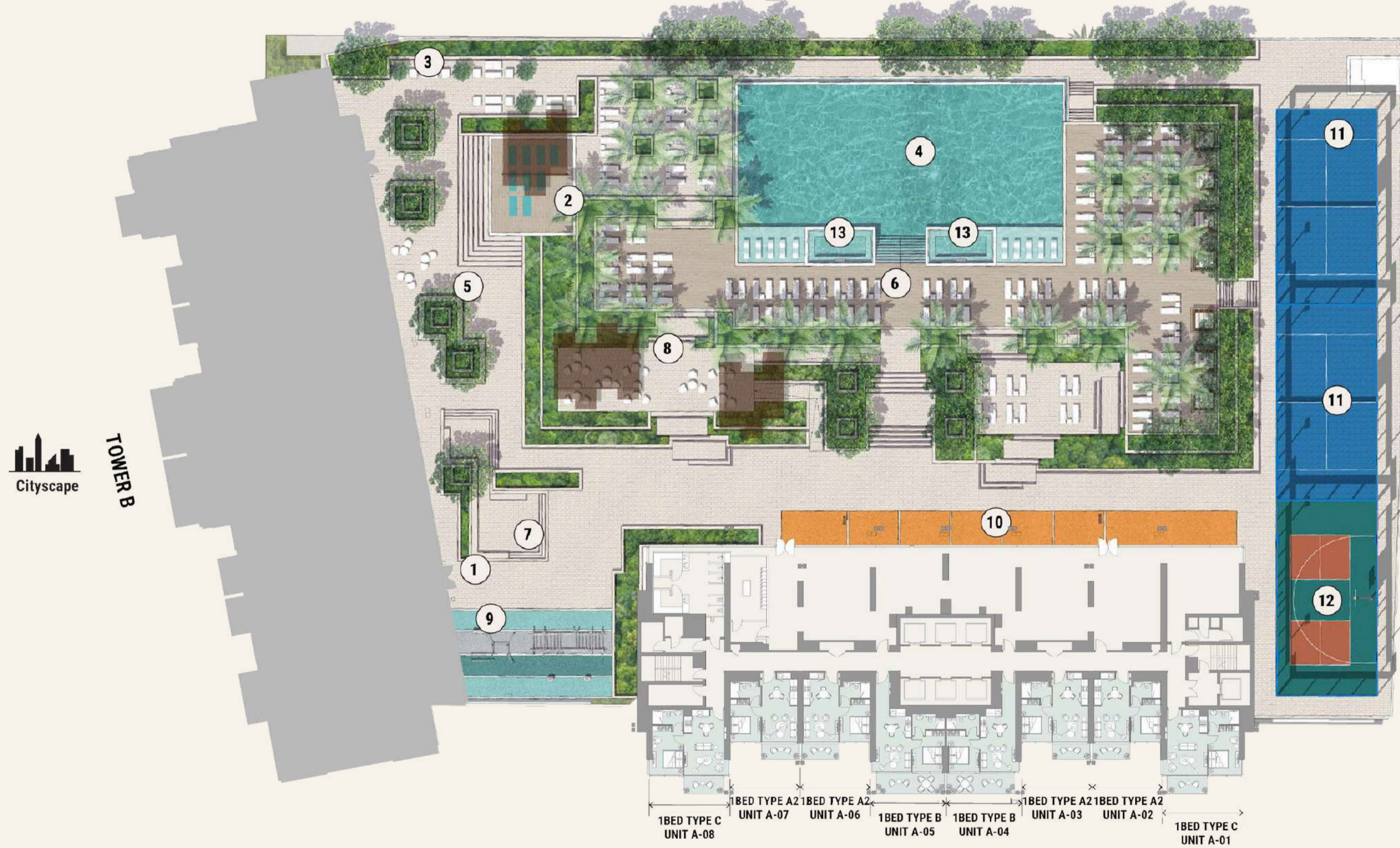








TOWER A KEYPLAN  
Podium Level 4, Pool Deck



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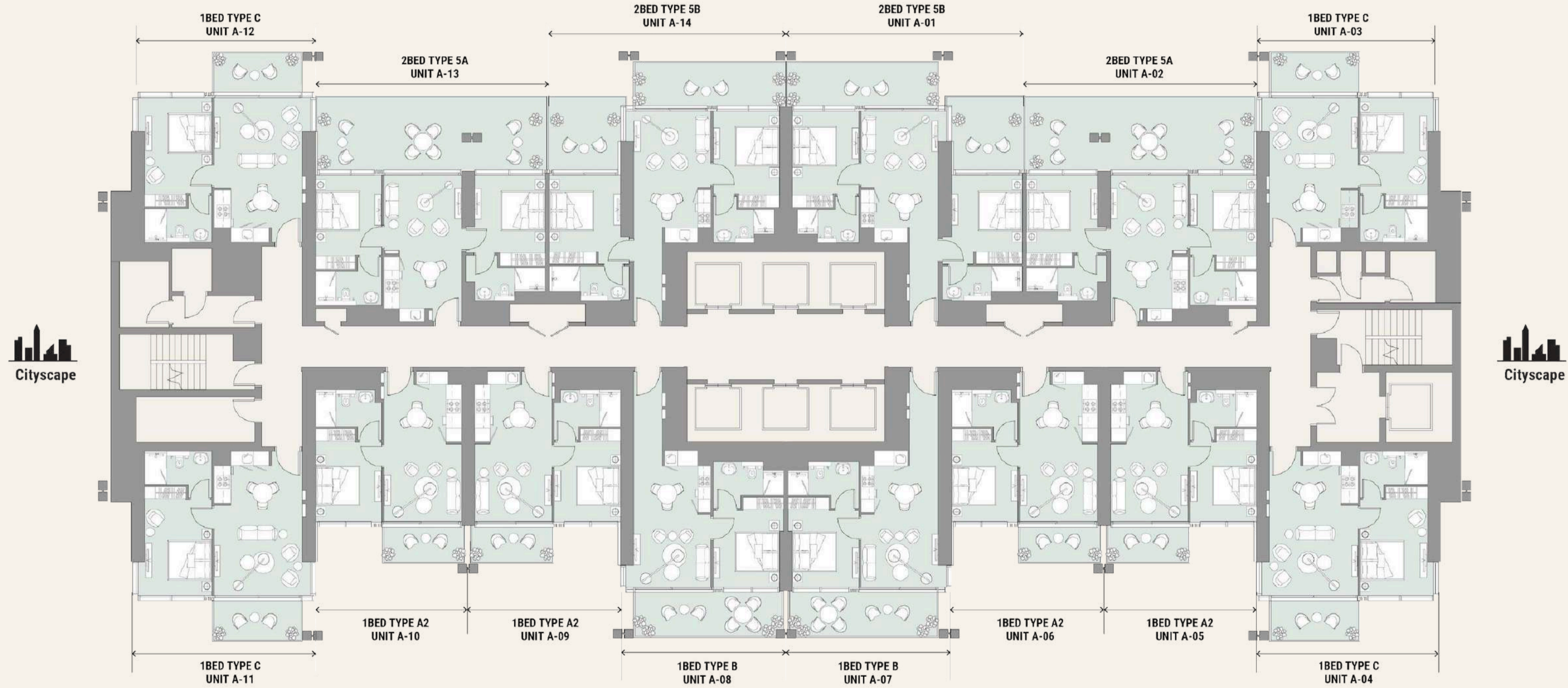
TOWER B



1BED TYPE C UNIT A-08    1BED TYPE A2 UNIT A-07    1BED TYPE A2 UNIT A-06    1BED TYPE B UNIT A-05    1BED TYPE B UNIT A-04    1BED TYPE A2 UNIT A-03    1BED TYPE A2 UNIT A-02    1BED TYPE C UNIT A-01

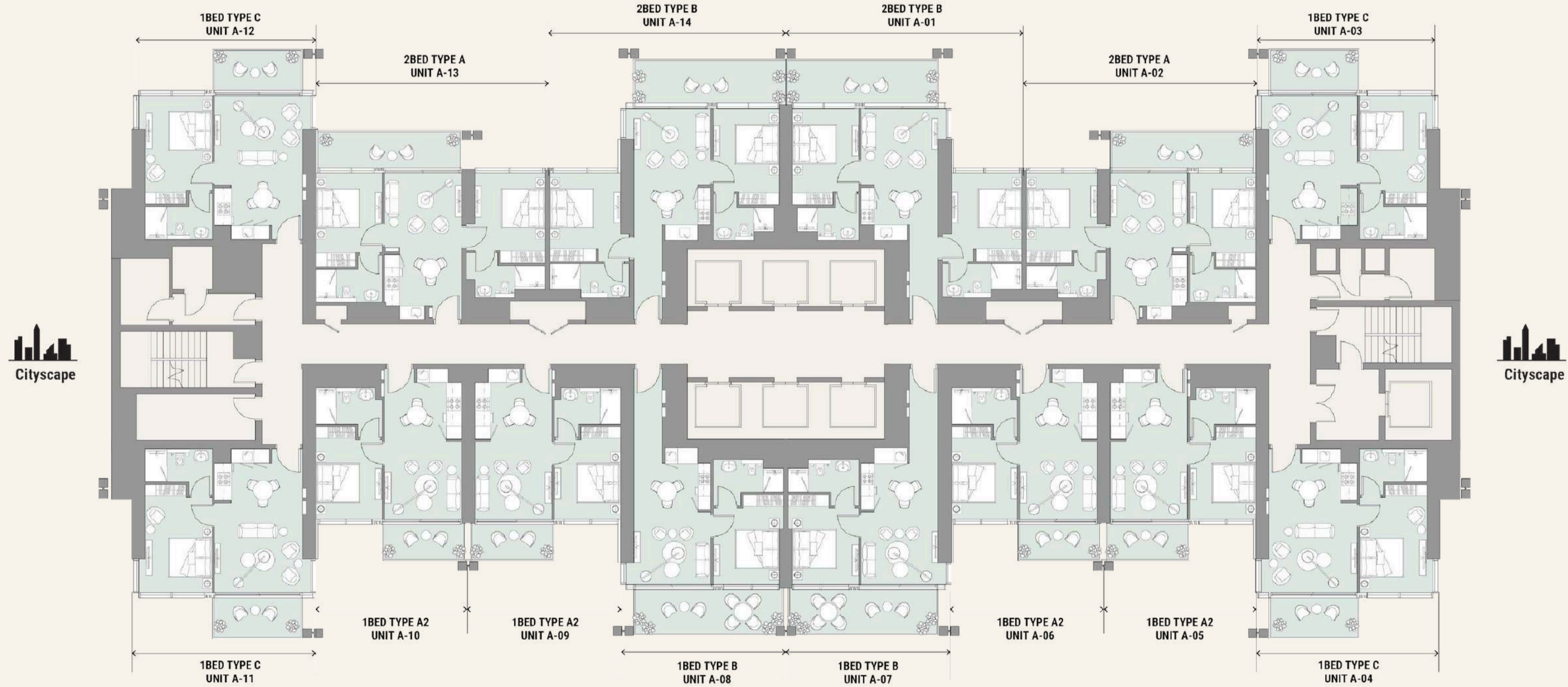
TOWER A

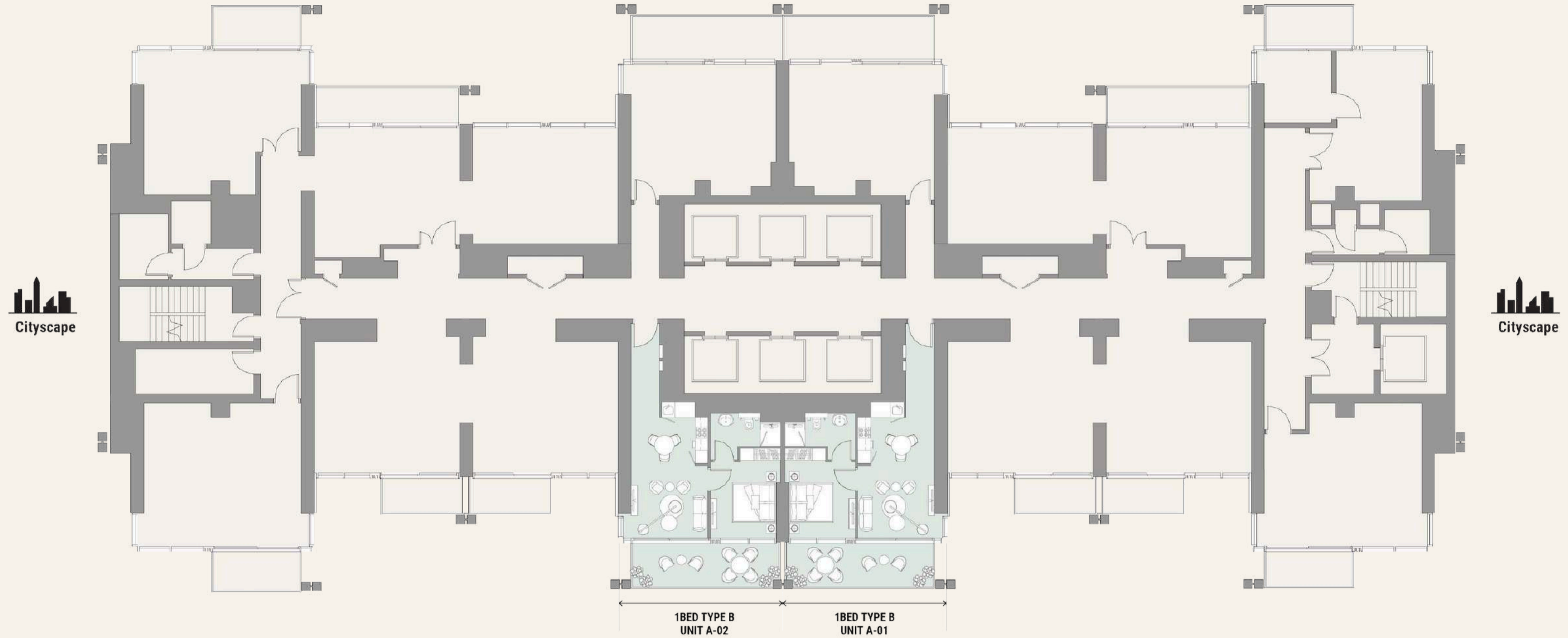




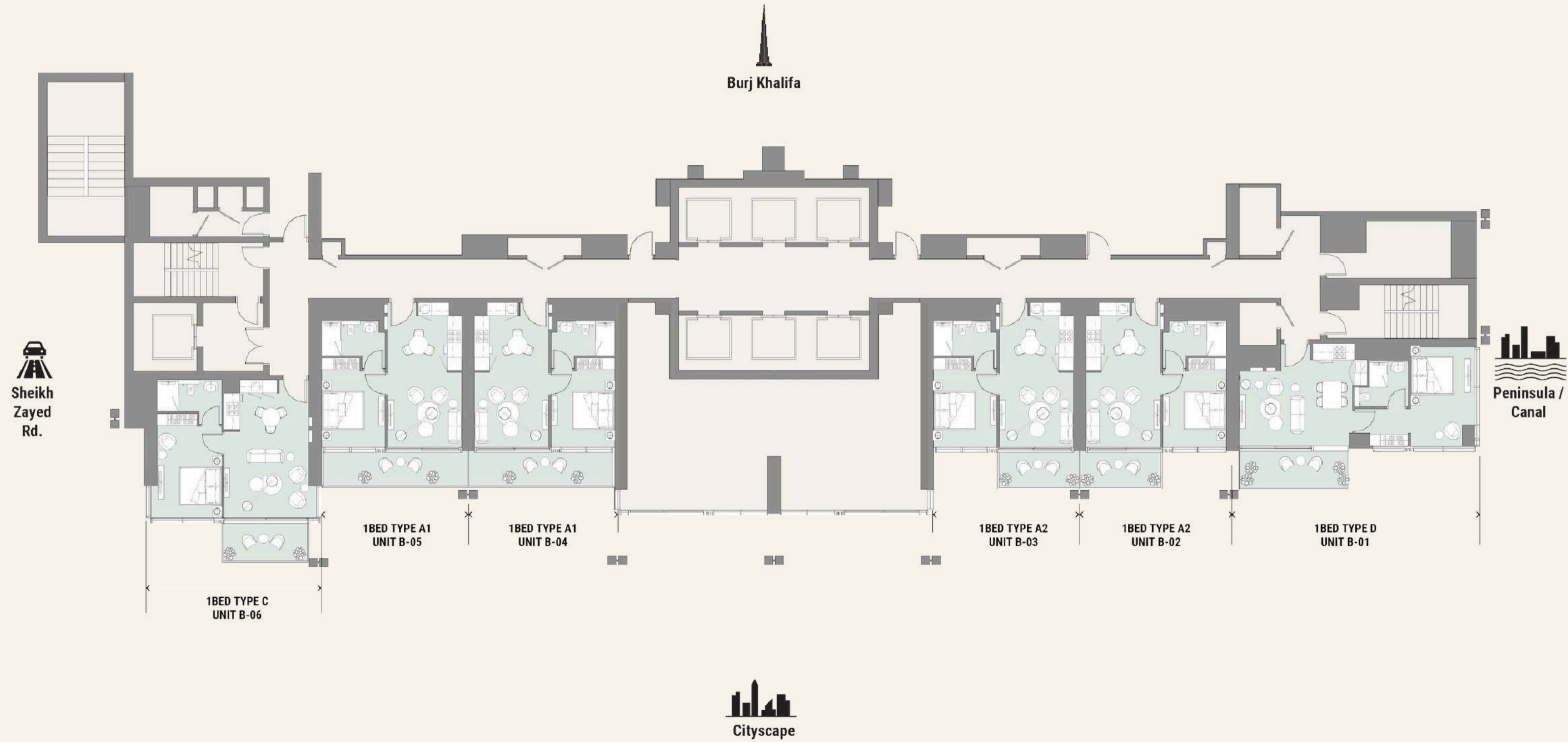
Peninsula / Canal

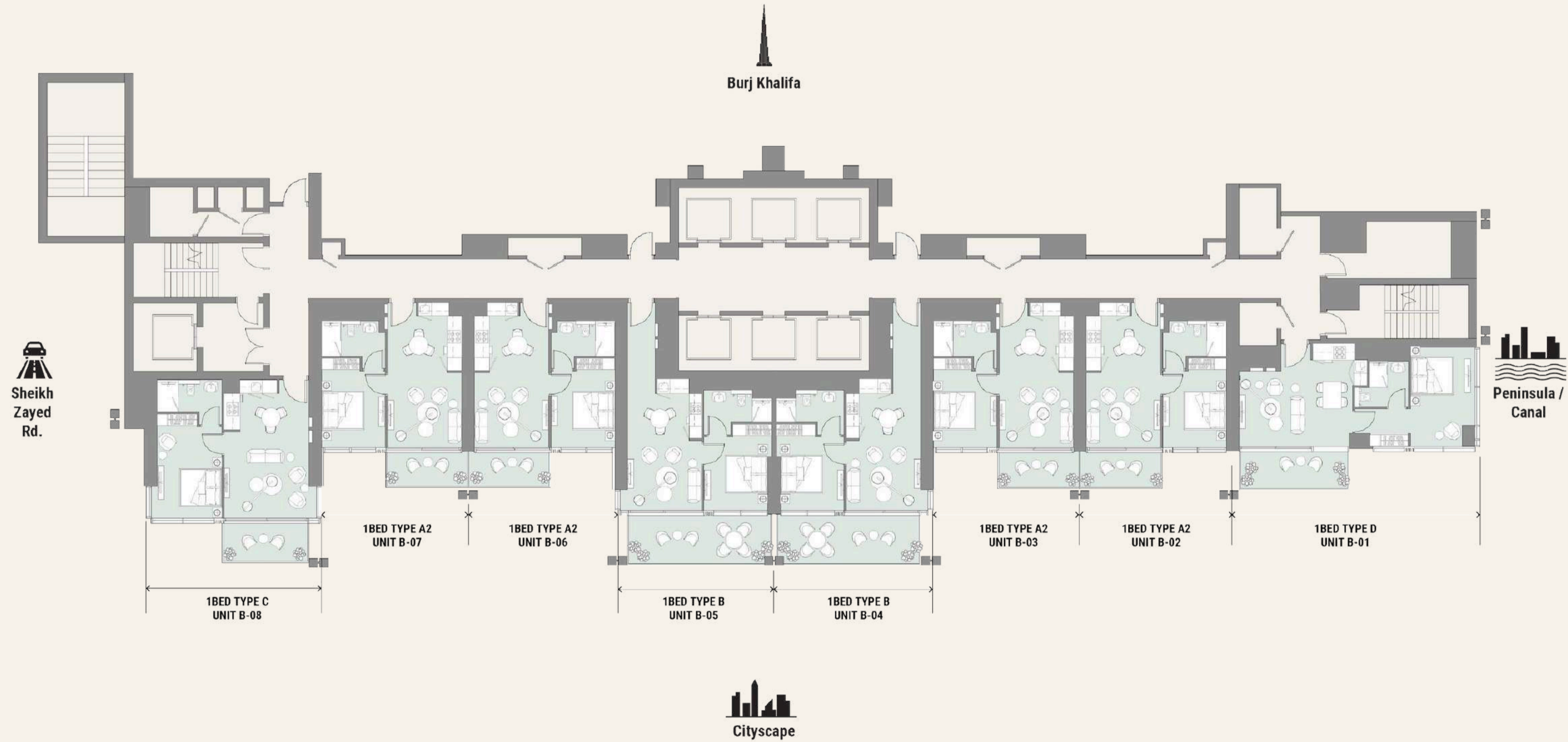


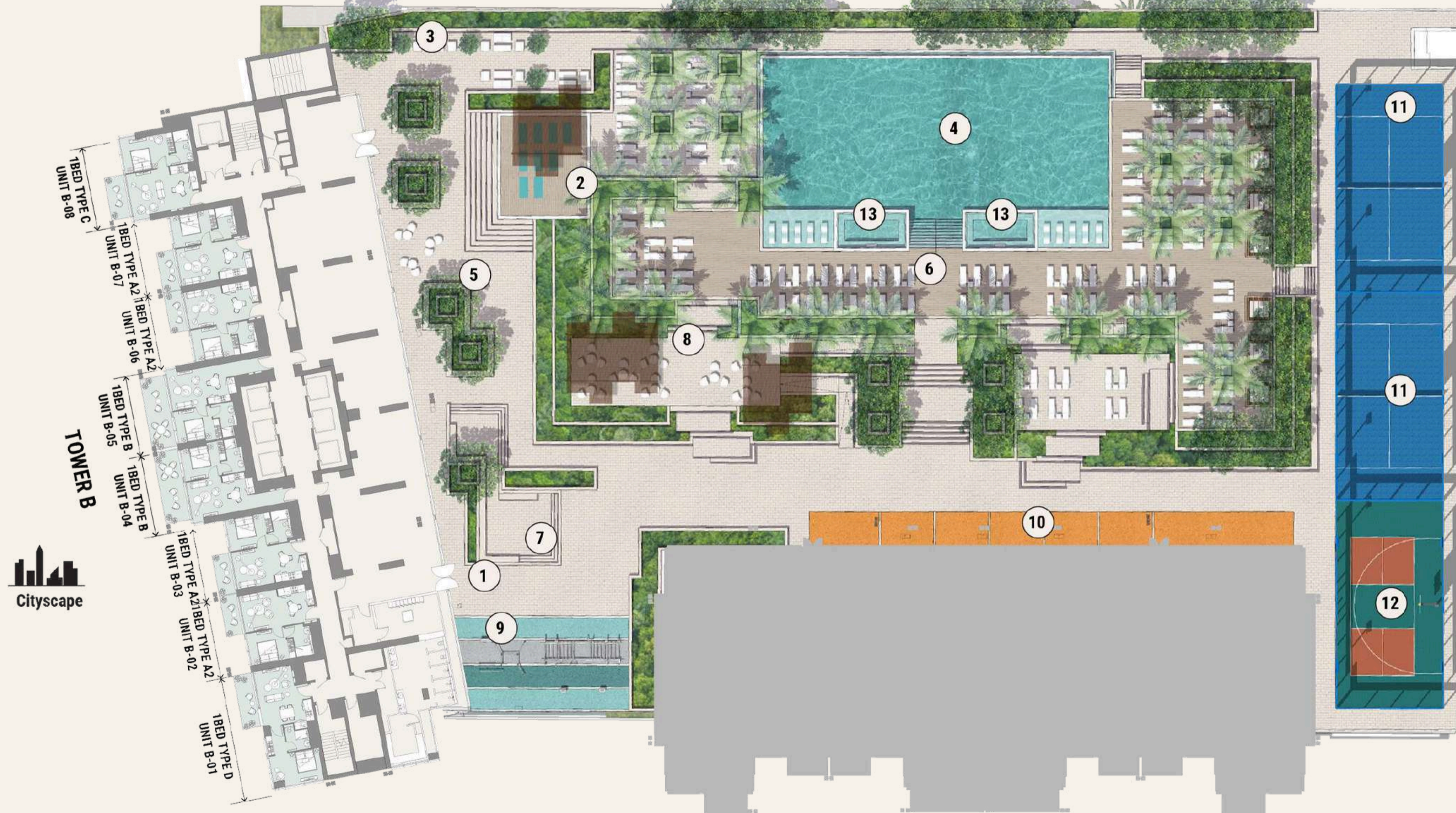










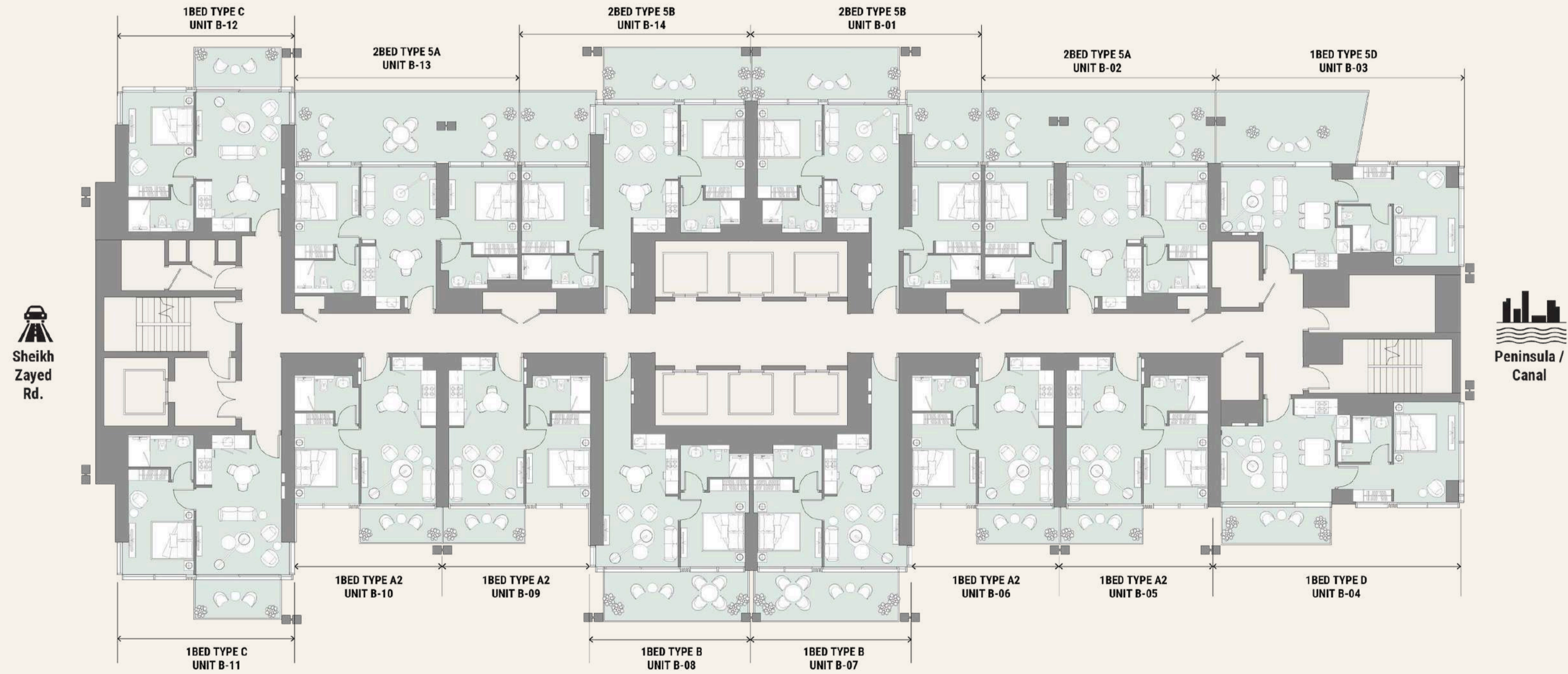


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TOWER A







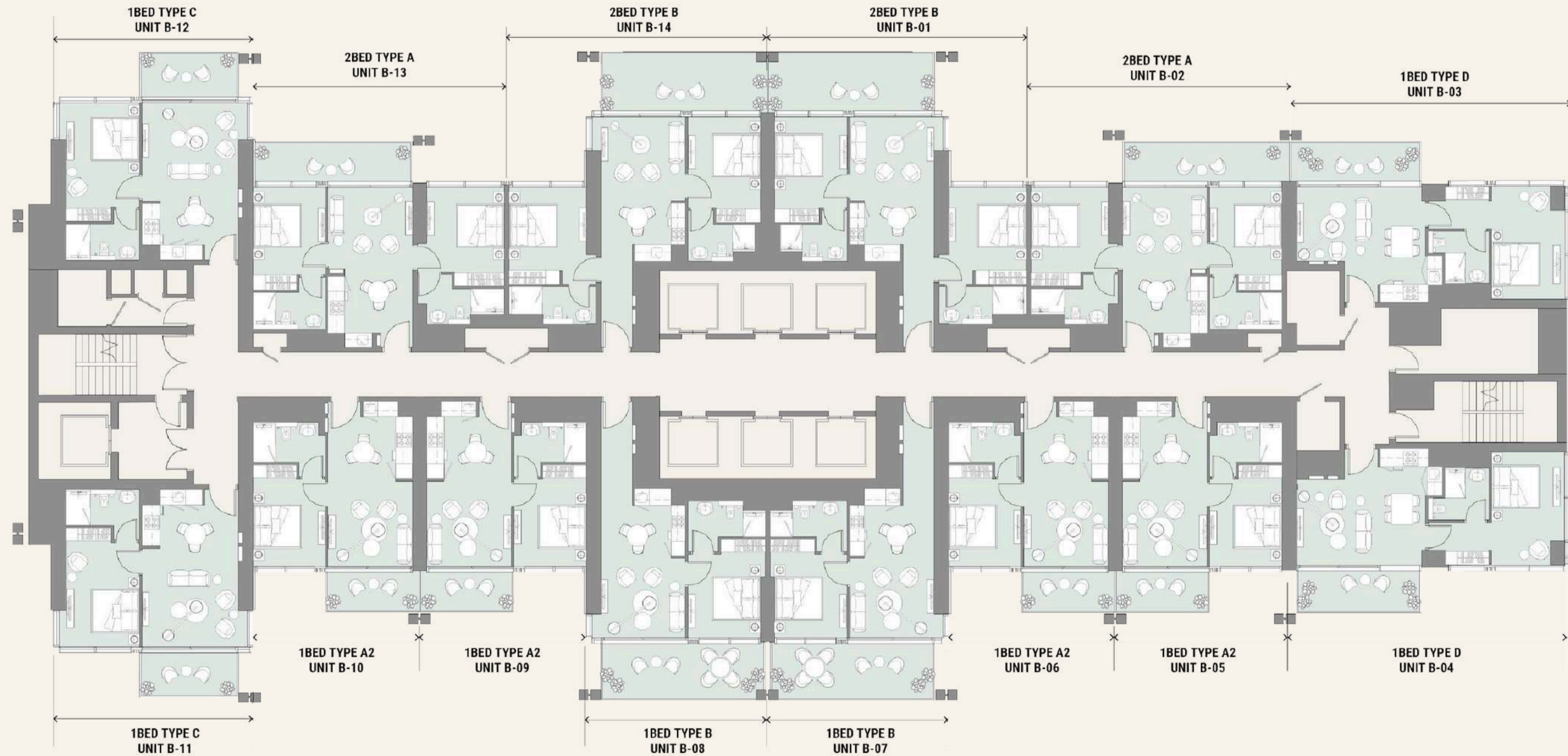
Burj Khalifa



Sheikh Zayed Rd.

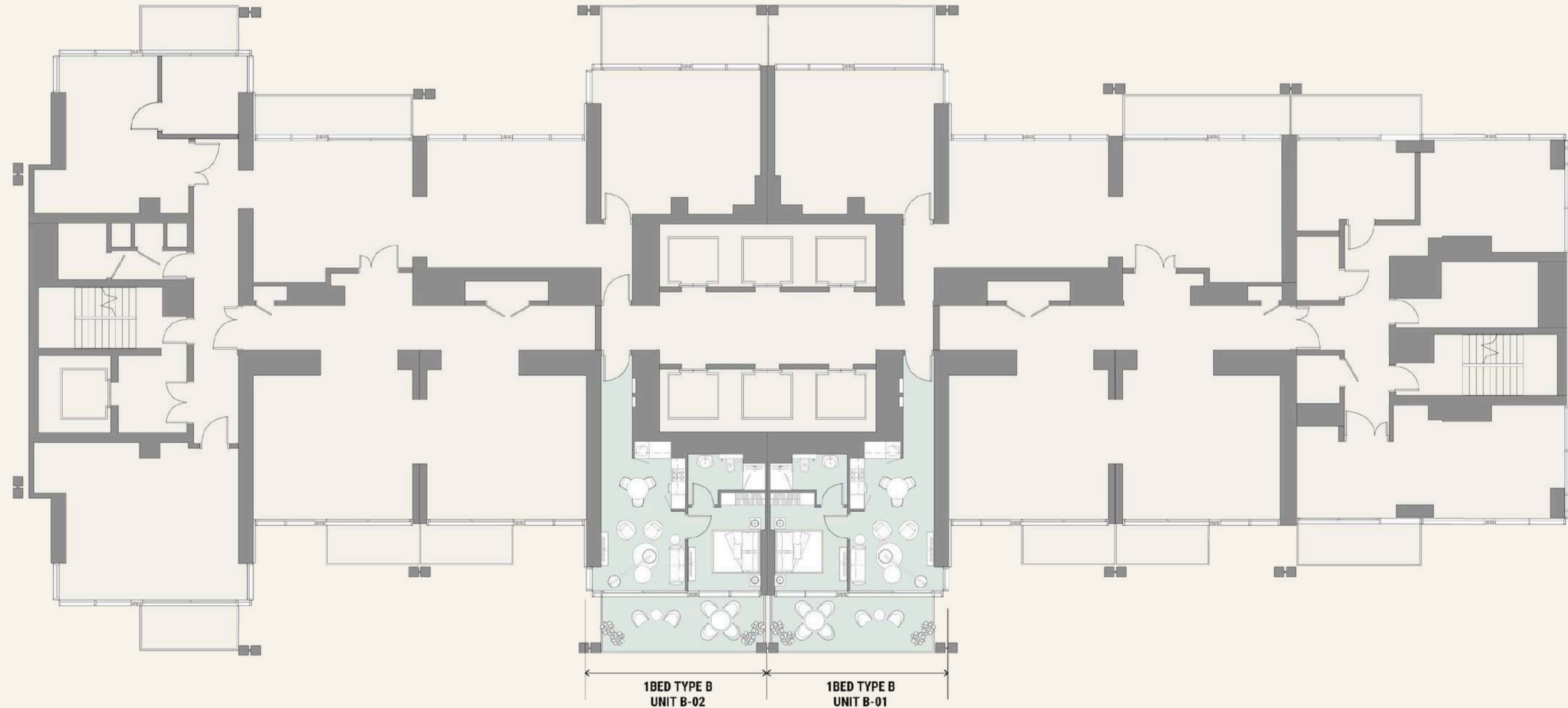


Peninsula / Canal



Cityscape







## CRAFTING A SECURE TOMORROW SINCE 2002

Select Group is a multidisciplinary group with real estate and property development at its core, setting industry standards since its inception in 2002. Today, it is one of the region's largest privately-owned real estate developers with a highly experienced and committed workforce. Select Group's projects comprise award-winning residential, commercial, hospitality, retail and mixed-use developments. The group boasts 20 million square feet of development, with a combined Gross Development Value (GDV) in excess of AED 17 billion. A total of 7,000 homes have been delivered, accounting for over 13.5 million square feet of Built-Up Area (BUA), with a further 6.5 million square feet at various stages of development. Through astute financial planning, technical expertise and strong asset management, the group is committed to identifying, executing and delivering real estate projects that generate maximum return for all stakeholders. With diversification being a key component of its DNA, Select Group is engaged in both real estate and direct investments, while its reach goes well beyond the UAE, extending into Croatia, Germany and the UK. Passive investment doesn't have a place at Select Group – as it is actively involved in the day-to-day control of assets to not only grow its portfolio, but also improve its performance. Partnering with world-renowned brands like InterContinental, Radisson Blu, Jumeirah™ Group, Ibis, Meliá Hotels International and Niu Air Hospitality reflects the hospitality division's continuous quest for quality. The group's direct investment interests extend further into the realms of leisure, health and fitness, and digital technology. With expertise in development, redevelopment, regeneration and investment, Select Group is focused on a value investing approach and works with the best in the industry – whether that's suppliers, partners or employees – for unparalleled results.

## DEVELOPMENT TIMELINE

|  |                     |                   |      |
|--|---------------------|-------------------|------|
| Residence 110                            | Dubai, UAE          | Acquired          | 2023 |
| Six Senses Residences The Palm, Dubai    | Dubai, UAE          | Under Development | 2022 |
| Peninsula Three                          | Dubai, UAE          | Under Development |      |
| Peninsula Four, The Plaza                | Dubai, UAE          | Under Development |      |
| Peninsula Five, The Signature Collection | Dubai, UAE          | Under Development |      |
| Jumeirah Living Business Bay             | Dubai, UAE          | Under Development |      |
| Mushrif Village                          | Dubai, UAE          | Acquired          |      |
| The Mere Golf Resort & Spa               | Knutsford, UK       | Under Development |      |
| Sherlock Mews                            | London, UK          | Acquired          |      |
| XLV Residence                            | Dubai, UAE          | Acquired          |      |
| Velocity Tower                           | Sheffield, UK       |                   |      |
| 15 Northside                             | Dubai, UAE          | Under Development | 2021 |
| 98 Baker Street                          | London, UK          | Under Development |      |
| Peninsula One                            | Dubai, UAE          | Under Development |      |
| Peninsula Two                            | Dubai, UAE          |                   |      |
| Jumeirah Living Marina Gate              | Dubai, UAE          |                   | 2020 |
| Niu Air Hotel                            | Frankfurt, Germany  |                   |      |
| Studio One                               | Dubai, UAE          |                   | 2019 |
| Marina Gate II                           | Dubai, UAE          |                   |      |
| Ibis Hotel                               | Sheffield, UK       |                   |      |
| Marina Gate I                            | Dubai, UAE          |                   | 2018 |
| No. 9                                    | Dubai, UAE          |                   |      |
| The Hive                                 | Dubai, UAE          |                   |      |
| Innside, by Meliá                        | Liverpool, UK       |                   |      |
| Pacific                                  | Ras Al Khaimah, UAE |                   | 2017 |
| Ballochmyle Estate                       | Scotland, UK        |                   | 2016 |
| InterContinental Dubai Marina            | Dubai, UAE          |                   | 2015 |
| Alexandra Tower                          | Liverpool, UK       |                   |      |
| Radisson Blu Hotel                       | Birmingham, UK      |                   |      |
| West Avenue                              | Dubai, UAE          |                   | 2014 |
| Nottingham One                           | Nottingham, UAE     |                   |      |
| Bay Central                              | Dubai, UAE          |                   | 2012 |
| Botanica                                 | Dubai, UAE          |                   | 2011 |
| The Torch                                | Dubai, UAE          |                   |      |
| The Point                                | Dubai, UAE          |                   | 2009 |
| Royal Oceanic                            | Dubai, UAE          |                   |      |
| Yacht Bay                                | Dubai, UAE          |                   | 2007 |
| SELECT GROUP                             | Dubai, UAE          |                   | 2002 |

# TOTALLY HOME

## REAL ESTATE LLC



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