
HOLM
From Land to Living



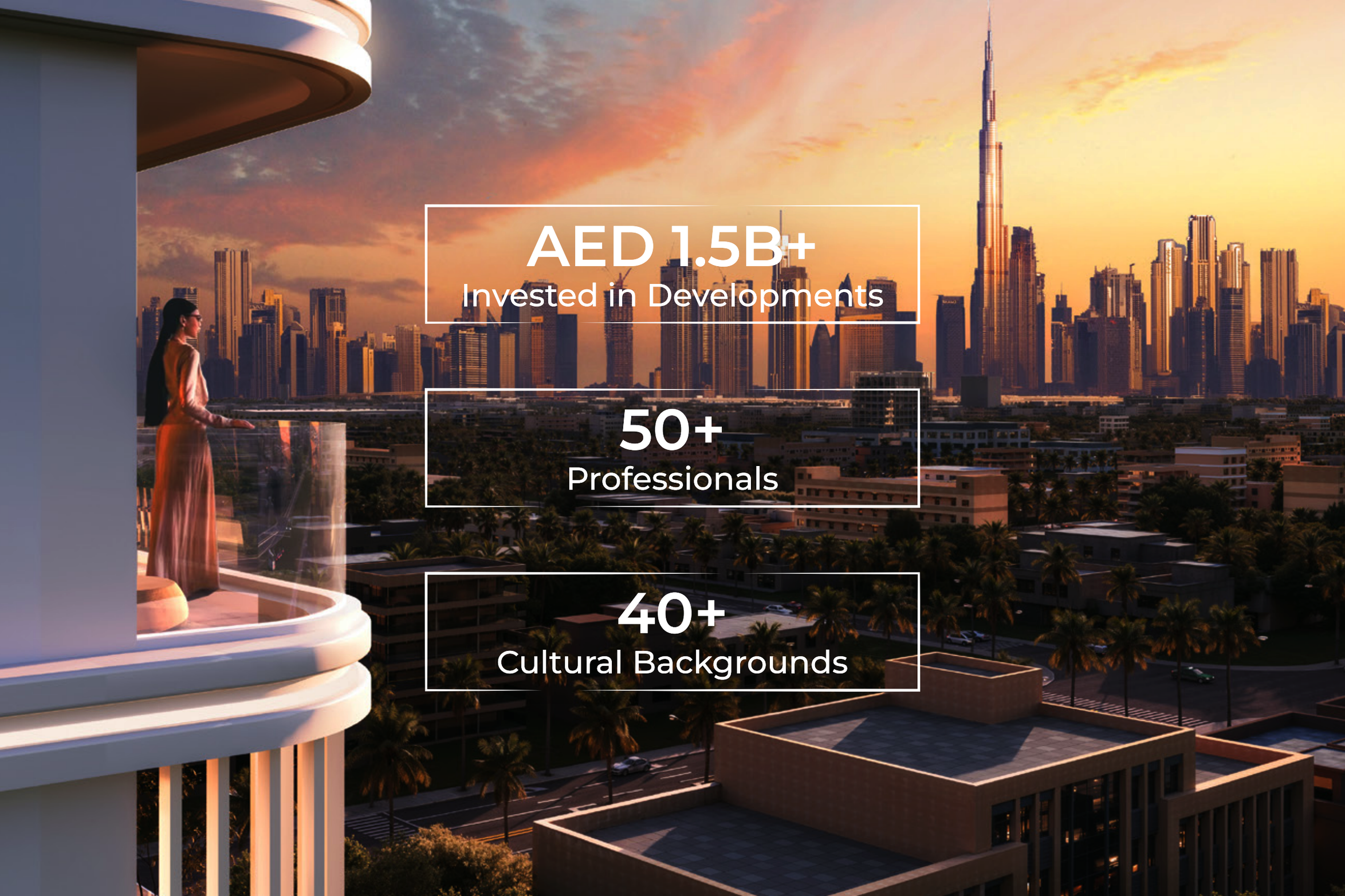

# Clarity in vision
## Permanence in form

HOLM adopts a measured approach to development. Each project is guided by planning, discipline, and long-term value.

# A Developer Shaped by Long-Term Thinking

HOLM Developments is built on a long-term philosophy: what we create must remain relevant beyond the moment it is delivered.

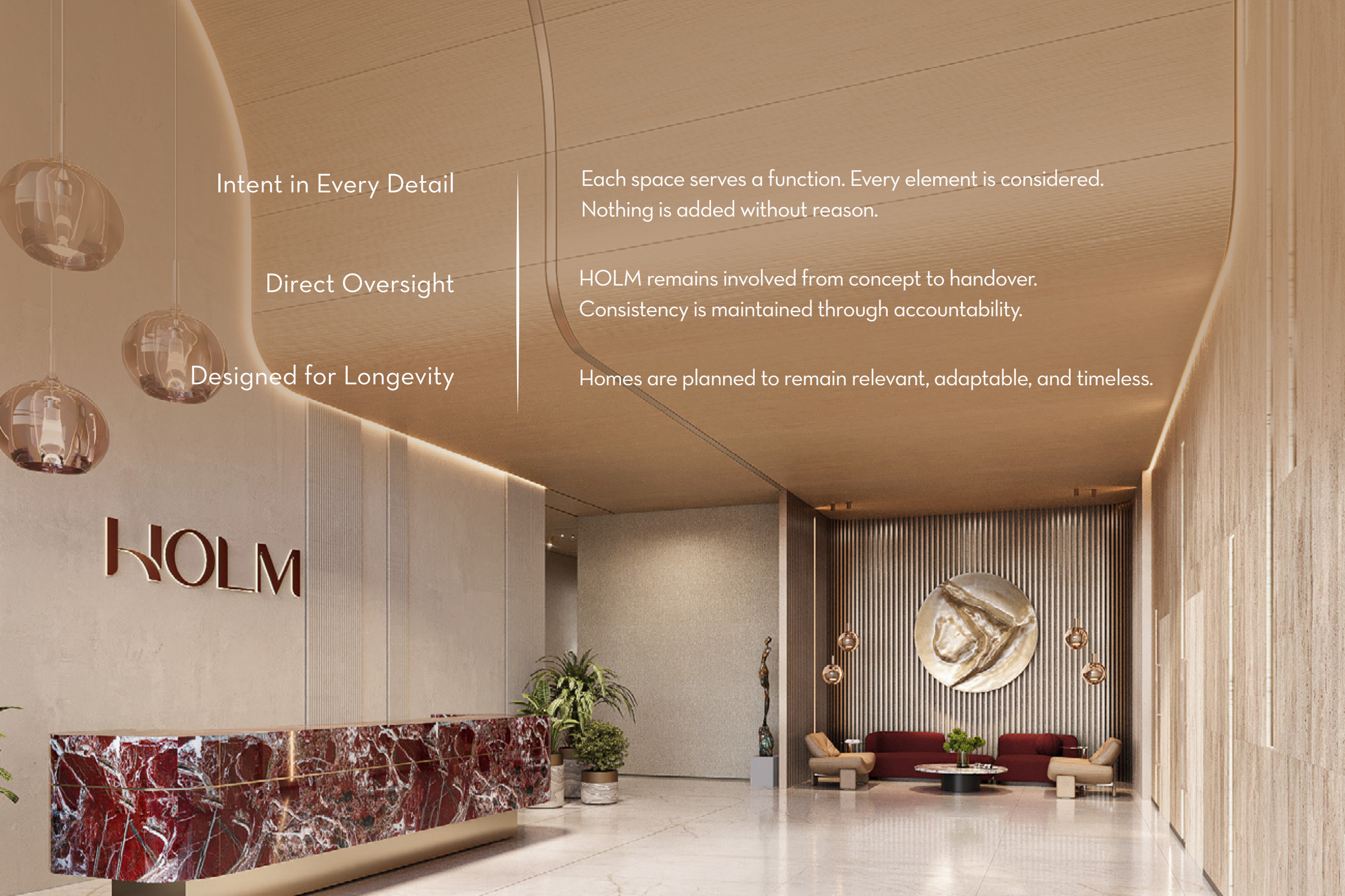
We do not approach real estate as a cycle, but as a long-term vision in motion. Every decision, from land selection to design intent, is made with a long-term view of how the city evolves and how people live within it. Our role is not to follow the market, but to build with clarity within it. We believe that value is not created at launch. It is revealed over time.


AED 1.5B+
Invested in Developments
50+
Professionals
40+
Cultural Backgrounds

# Design Philosophy

Designed Around Living. Every layout is based on movement, light, and proportion. Design decisions follow function.






## Intent in Every Detail

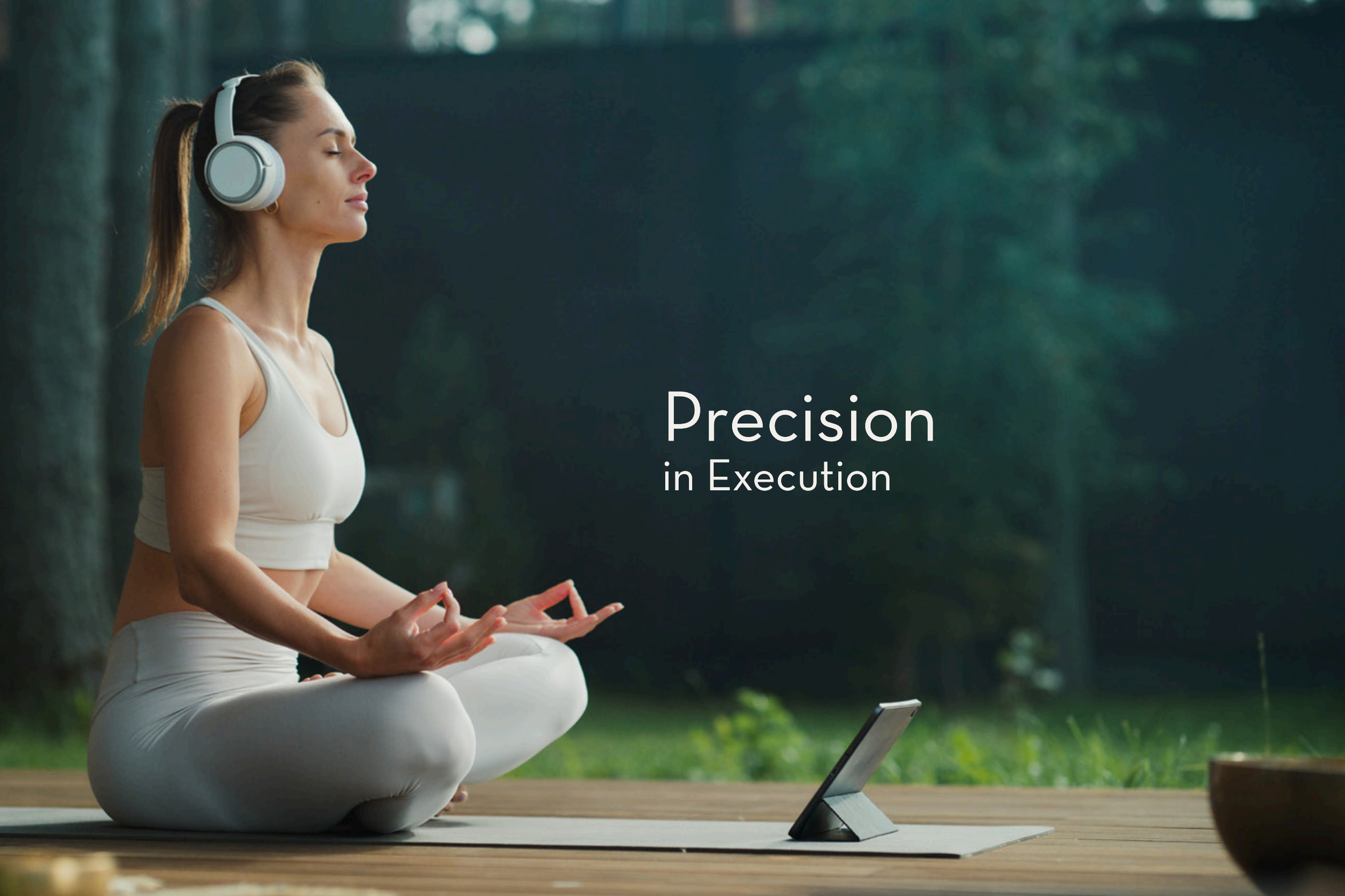
Each space serves a function. Every element is considered.
Nothing is added without reason.

## Direct Oversight

HOLM remains involved from concept to handover.
Consistency is maintained through accountability.

## Designed for Longevity

Homes are planned to remain relevant, adaptable, and timeless.


Precision
in Execution

# The Holm
## Advantage

HOLM operates with full alignment between land, capital, and development. This allows us to make decisions early, define direction clearly, and maintain consistency throughout the lifecycle of each project. We do not rely on fragmented structures or external dependencies. Control is maintained from the first step to the final outcome.

This approach enables:

- Clear investment strategy
- Defined project positioning
- Consistent execution
- Measured growth

Our advantage is not scale. It is clarity.




We Are
HOLM
We select with precision.
We develop with structure.
We deliver with accountability.



# Our Values

- Purpose before scale
- Thought before action
- Discipline in execution
- Respect for place and people
- Long-term thinking
- Values are delivered through action

## Mission

To develop considered projects through disciplined planning, restrained design, and responsible delivery.

## Vision

To shape places that remain relevant over time, where architecture, location, and intent create lasting value.

## Goal

To grow selectively, maintaining consistency in design, execution, and long-term performance across every development.

# Guiding
## Principles

Our strategy is built around five core priorities:

- Selective land acquisition in established urban locations
- Disciplined capital management
- Design integrity and execution quality
- Responsible growth over volume expansion
- Long-term value creation for stakeholders

# Every Stage is Refined

## Before the next begins



“True value is created when ambition is guided by intention and discipline.”

— Sergey Avayan

Chief Executive Officer

Sergey Avayan has spent more than 15 years building, investing, and growing within Dubai's real estate landscape, supported by nearly 30 years of living in the city. Raised in Dubai, his perspective is shaped by a deep understanding of its evolution, long-term potential, and continued growth. He operates with a fully integrated approach to real estate, spanning land acquisition, investment structuring, fund management, and development planning, guided by strategic thinking and capital discipline.

As CEO of HOLM Developments, he leads with a long-term view, developing projects that balance architectural quality, thoughtful design, and practical execution, built for how people will live in the future. In a market that moves quickly, he prioritises clarity, patience, and considered decision-making, with a belief that what is built should remain relevant not only at launch, but well into the future.



"Design intent is preserved. Quality is protected. Delivery is assured."

— Mahmud Raad

Chief Development & Delivery Officer

Mahmud Raad leads development and delivery across all HOLM projects, overseeing each stage from land acquisition to handover. With decades of experience delivering complex developments across Dubai, he has managed thousands of homes, ranging from ultra-luxury towers in DIFC to large-scale residential communities. His approach is defined by structured planning, coordination, and disciplined execution.

Before joining HOLM, he played a key role in transforming the Expo 2020 site into a fully integrated neighbourhood, including 15 towers and 2,300 homes, alongside world-class parks, public infrastructure, a regional shopping mall, and the Middle East's largest conference and exhibition centre. His experience spans construction, finance, and project management, ensuring alignment between planning, execution, and delivery across every development.



# Go-To-Market
## Timeline

**2023 - 2024**

Foundation, land acquisition,
and project planning

**2025**

Brand introduction and first
development launch, Holm One

**2026**

Second development launch, LINEA
Each phase progresses with planning and readiness

Dubai offers clarity, security, and long-term confidence for global investors.

100% foreign ownership for all nationalities

10-Year Golden Visa for property investments from AED 2 million

5-Year UAE Property Investor Residency Visa

# Governance
## And Control

We operate under a structured governance framework across all developments. Decision-making is based on long-term value creation and disciplined execution.

The system includes:

- Defined approval processes
- Capital discipline
- Experienced partners and consultants
- Clear accountability structures

This ensures risk is managed through structure and planning rather than correction during execution.



# Dubai

Dubai's long-term planning, global connectivity, and commitment to growth create a strong foundation for enduring development. Positioned within eight hours of major global markets and four hours from one-third of the world, the city continues to strengthen its role as an international hub.

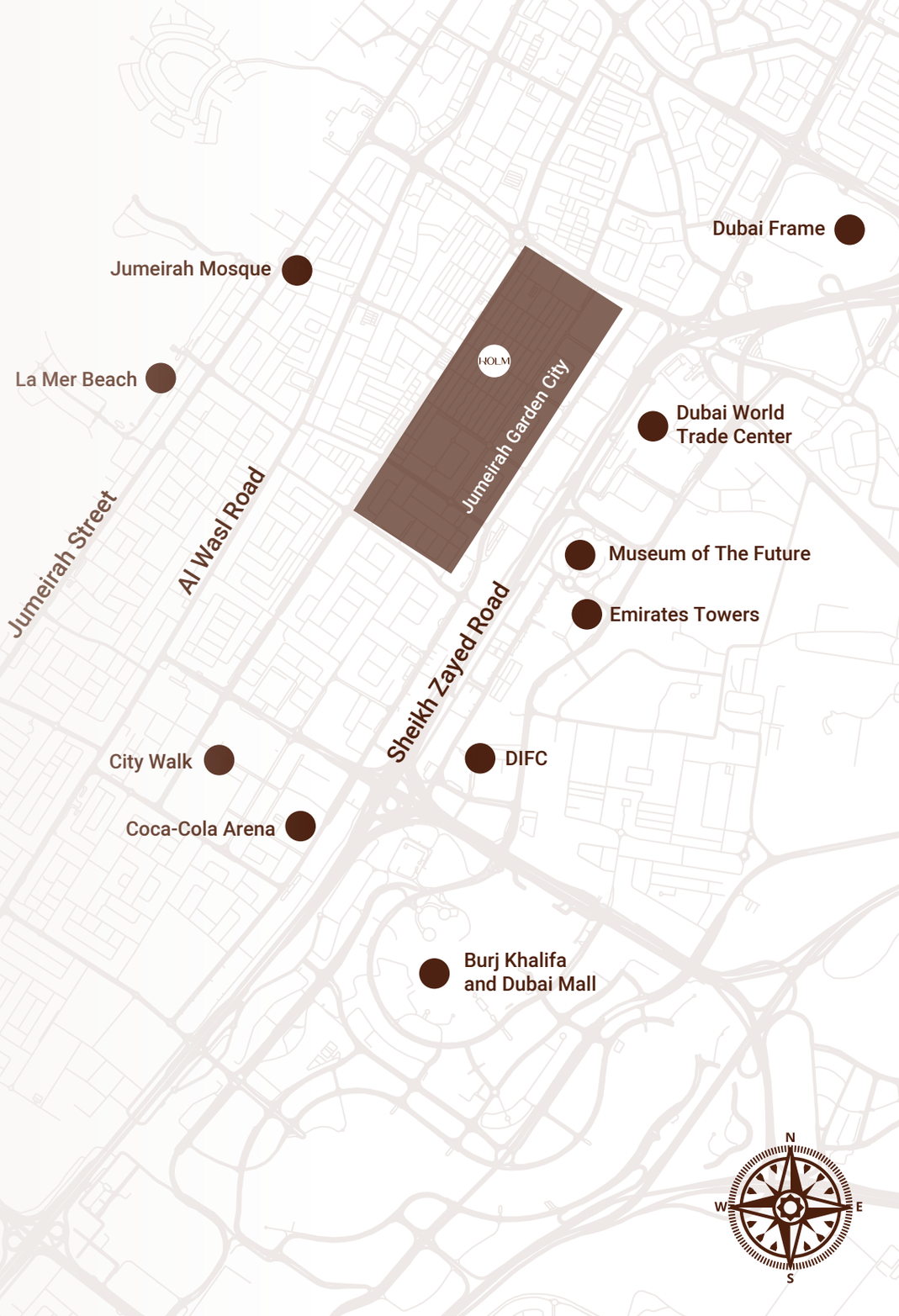
Ongoing investment in infrastructure, transport, and urban planning supports long-term residential demand.

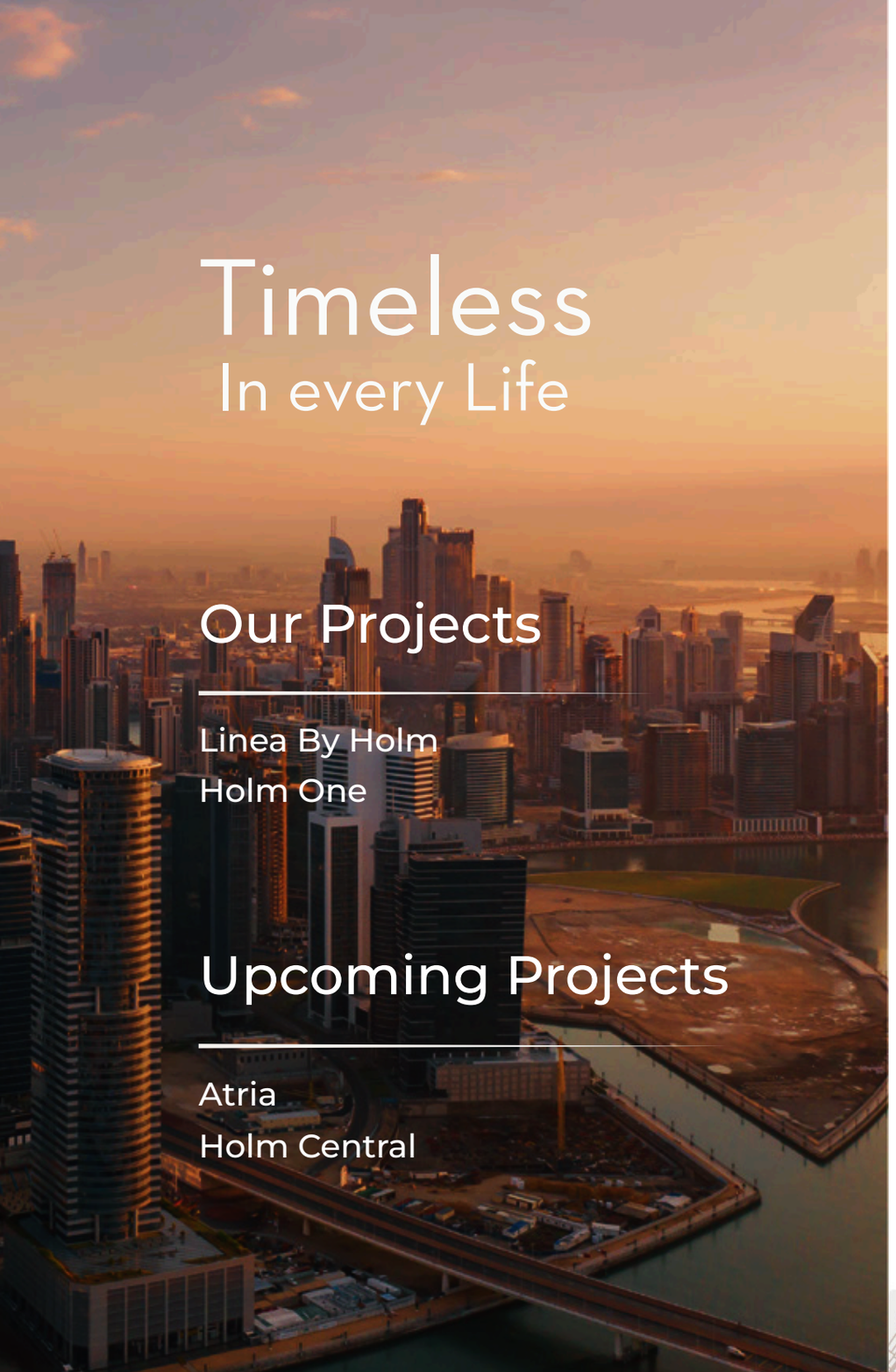
HOLM develops in Dubai with a focus on stability, central locations, and lasting value.

# Jumeirah
## Garden City

Located along Sheikh Zayed Road, Jumeirah Garden City offers central access within an established residential setting. Close to DIFC, Downtown Dubai, and key business districts. The location supports walkability, short commute times, and long-term residential demand.

HOLM develops across strategically selected districts, including Jumeirah Garden City and emerging areas such as Arjan.





# Timeless
## In every Life

## Our Projects

Linea By Holm
Holm One

## Upcoming Projects

Atria
Holm Central

HOLM ONE

LINEA BY HOLM


A Lifestyle Shaped
With Intention

LINEA
BY HOLM

LINEA is a residential development in Jumeirah Garden City.

The project focuses on efficient layouts, mid-rise scale, and practical amenities. Designed for privacy, functionality, and long-term value. The development combines central location with controlled building density.

| | | |
|---|---|---|
| **Configuration** | : | G + 2P + 7 Floors + Roof |
| **Unit Types** | : | Studio \| 1-Bedroom \| 2-Bedroom |
| **Total no. of unit** | : | 210 |
| **Completion** | : | Q2 2028 |

# Thoughtfully
## Curated Amenities

Every Detail Designed for Living



Rooftop
Infinity Pool



Commercial
Sized Gym



Garden of
Longevity



Rooftop
Padel Court



Outdoor Seating



BBQ Areas



Kids Play Area


HOLM
HOLM



# Longevity
## Is The Key


EAT
DRINK




Built With Discipline
Designed For Longevity





# A Landmark of
## Quiet Confidence



HOLM
ONE

HOLM One is the first residential development by HOLM Developments.

Located in Jumeirah Garden City, the project focuses on efficient layouts, controlled architectural design, and practical living spaces.

The building prioritises proportion, natural light, and functional planning. HOLM One reflects the company's approach to measured development and long-term value.

| | | |
|---|---|---|
| **Configuration** | : | G + 2P + 8 Floors + Roof |
| **Unit Types** | : | Studio \| 1-Bedroom |
| **Total no. of unit** | : | 218 |
| **Completion** | : | Q1 2028 |

# A Life that feels
## Like Home

Built for mornings that begin softly, laughter that lingers,
and the ease of simply belonging.


Sauna


Swimming Pool


Steam Room


Rooftop Garden


Gym


Yoga Corner


Games Room


Indoor Cinema


Co-working Space




HOLM®







# In the Press

Holm Developments has received media coverage across regional platforms, including Dubai One TV and Construction Week Middle East, highlighting our projects and industry insights within Dubai's real estate market.



# Launch
## Event

HOLM
# ONE

The launch of Holm One brought together clients and partners for an exclusive first look at its design-led concept and carefully curated residential vision.




HOLM
DEVELOPMENTS






HOLM
DEVELOPMENTS

# Launch
## Event

LINEA
BY HOLM

The launch event for Linea celebrated its success after selling out before the public release. It brought together brokers to acknowledge the strong market response and design-led vision behind the project.




LINEA
BY HOLM




HOLM

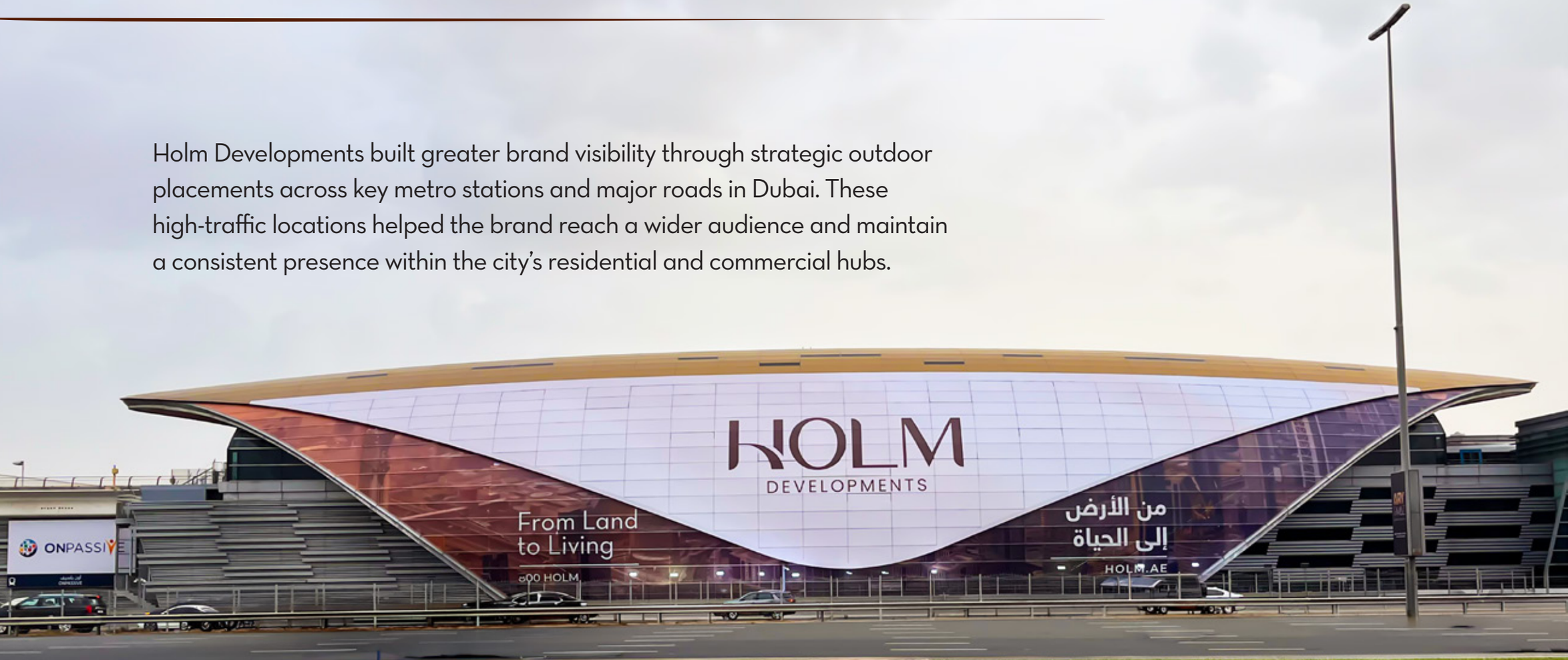



HOLM
TOPCAT


LINEA

# Outdoor
## Media

Holm Developments built greater brand visibility through strategic outdoor placements across key metro stations and major roads in Dubai. These high-traffic locations helped the brand reach a wider audience and maintain a consistent presence within the city's residential and commercial hubs.




From Land
to Living
HOLM
DEVELOPMENTS
من الأرض
إلى الحياة


FROM
LAND
TO
LIVING
HOLM.AE
هولم
800 HOLM


HOLM
DEVELOPMENTS
From Land to Living
800 HOLM


HOLM
HOLM


HOLM
DEVELOPMENTS
FROM LAND
TO LIVING
HOLM.AE


FROM LAND TO LIVING
800 HOLM
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من الأرض إلى الحياة


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Al Safa St
(West)
Jumeira
300m


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88
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www.rta.ae




www.holm.ae info@holm.ae 800 HOLM