

ROADSHOW PRESENTATION 2025



ELLINGTON
PROPERTIES

ELLINGTONPROPERTIES.AE



Personalisation, thoughtful design, art, and lifestyle curation are the core philosophies we have been nurturing since 2014.

As a design-led property developer, every residence we create embodies a sanctuary of personalised experiences and meticulously curated lifestyles. Every element seamlessly intertwines to craft living spaces that celebrate the experience of living.

We nurture elevated living from the ground up. Rather than following trends, we trust our instincts and transform our skills and passion into creating pure beauty. This dedication translates into thoughtfully curated portfolios featuring the world's most exclusive and extraordinary homes across various communities and neighborhoods throughout the Emirates.

Every detail in life is worth your attention

LIVE BY DESIGN



Robert D. Booth

CO-FOUNDER & MANAGING DIRECTOR



A true property guru, Robert has developed, marketed and sold some of world's most reputable projects across five continents. Embarking on his career from his native Canada, he developed the country's largest master-planned urban community; Vancouver's Concord Pacific Place - commissioned by the legendary Hong Kong magnate and philanthropist: Li Ka-shing.

From there he moved to Concord Adex Developments Corporations where, as Director of Development, he oversaw a \$2 billion development scheme in Toronto that became his stepping-stone to the world. Moving to Dubai in 2001, he joined Emaar Properties PJSC, holding a number of Senior Executive roles, including CEO of North America and CEO of Real Estate. He was instrumental in the development of Arabian Ranches, Emirates Living, Emirates Hills, The Greens, and The Dubai Marina, bringing 40,000 residential units onto the market.

His crowning achievement is the renowned flagship project 'Downtown Dubai' where from day one he has overseen everything from hiring masterplanners to launching the hotel, retail and residential components - including the iconic Burj Khalifa. Having defined international build standards, he retains his role at Emaar as Advisor to the Chairman. Robert holds a Master's degree in Real Property Development & Planning from the University of British Columbia in Canada, as well as a BA in Political Science. He is a regular speaker at key real estate

Joseph Thomas

CO-FOUNDER



Joseph Thomas is a visionary first-generation entrepreneur who is passionately committed to forging new paths for business development and growth. After earning his post-graduate degree in Business Management from the prestigious Xavier School of Management (XLRI), India's oldest and highly respected Business Management school, Joseph embarked on an ambitious entrepreneurial journey.

In the year 2000, Joseph took the bold step of launching his first business venture. This initial endeavor laid the groundwork for his keen insight into the business world and his knack for innovative problem-solving. Six years later, in 2006, he ventured into the real estate industry, a field where he has since been a prominent and influential leader. Over the past decade and more, Joseph has been at the forefront of the real estate sector, renowned for his exceptional ability to navigate complex transactions and his strategic prowess in structuring significant mixed-use projects.

Joseph's expertise particularly shines in the realm of developing world-class residential developments. His leadership has not only propelled his projects to great success but has also contributed significantly to shaping the urban landscape. With a deep understanding of market dynamics and a proactive approach to industry challenges, Joseph continues to set benchmarks in the real

Elie Naaman

CO-FOUNDER & CEO



Elie's extensive background in sales and marketing across various roles has endowed him with a unique perspective on both the brokerage and development sides of real estate. His tenure as Head of Sales at Damac Properties, before co-founding Ellington Properties, was marked by significant achievements, including the recruitment and leadership of a customer-focused sales team that adhered to the highest ethical standards.

As Co-Founder and Chief Executive Officer of Ellington Properties, Elie's visionary leadership has been instrumental in steering the company toward new opportunities and sustained growth. Under his guidance, Ellington has not only expanded its market presence but also enhanced its reputation as a developer of high-quality, innovative real estate projects. Elie's forward-thinking strategies and commitment to excellence continue to drive Ellington Properties forward, making it a beacon of success in the competitive real estate landscape.

He holds a prestigious Bachelor of Hotel Management & Tourism degree from Notre Dame University in Beirut, Lebanon, and successfully completed a Proficiency in Real Estate Valuation and Appraisal from EduDmg in 2013.

WHAT WE HAVE DONE SO FAR

COMPANY PROFILE



What We Have Done So Far



Total Portfolio

40M sq. ft.
17,000 units
72 projects



Delivered to Date

7M sq. ft.
5,493 units & 8 villas
28 projects



2026 Handover

515 units
4 projects
**Anticipated handover*



ELLINGTON
PROPERTIES

WHY INVEST WITH ELLINGTON PROPERTIES



Award-winning
boutique developer



Hotel and private club inspired
amenities



Prime locations across
the Emirates

ROI

High return on investment*

30%

Premium on average
rental returns*



High tenant retention

96%

Occupancy rate on
delivered projects*



High capital appreciation
upon handover



Quicker return of capital
compared to market average*



Multiple payment options
available including
cryptocurrency



Transparent and reliable
customer care



Sustainability compliance
with Dubai Green Building
Regulations

*ReidIn Market Data



OUR AWARDS

2016 - 2017

Arabian Property Awards

Best Residential High-rise Architecture – DT1

Highly Commended Architecture Multiple Residence – DT1

Best Architecture Single Residence - The Ellington Collection at The Palm Island

Highly Commended Interior Design Private Residence - The Ellington Collection at The Palm Island

2018 - 2019

International Property Awards

Best Interior Design Show Home – Belgravia Heights 1

Best Bathroom Design – DT1

Best Regional Residential Property – Emirates Hills 181

Best Global Residential Property – Emirates Hills 181

Best Office Interior – Ellington Office

Arabian Property Awards

Innovative Company of the Year

Best Luxury Project - DT1

2019 - 2020

Customer Happiness Awards

Real Estate Developer of the Year

Build Magazine

Best Boutique Property Development Company Middle East

2020 - 2021

International Property Awards

Best Residential Development - Wilton Park Residences

Best Bathroom Design - Wilton Park Residences

Best Development Marketing - Live In Design campaign

Best Residential Interior - Apartment - Eaton Place

Best Residential Interior - Showhome - Belgravia Square

Luxury Lifestyle Awards

Best Luxury Real Estate Developer in Dubai

Customer Happiness Awards

Best Customer Happiness Centre of the Year

OUR AWARDS

2021 - 2022

International Property Awards

Best Architectural Multiple Residence -
Kensington Waters

Best Bathroom Design – Kensington Waters

Best Residential Development – Belaravia III

Best Residential Interior - Showhome –
Kensington Waters

Design Middle East

Best Future Project - Ellington Beach House

2022 - 2024

Global Brand Awareness

Fastest Growing Real Estate Brand

Leading Designer Residential Development Brand

International Business Magazine

Leading Design-led Property Development Company

Best Residential Property Development

International Property Awards

Best Residential Development - Ellington Beach House

Best Architecture Multiple Residence - Ocean House

Best Kitchen Design - Ellington House

Best Residential Interior Show Home - Ellington House

Best Bathroom Design - Ellington House

2024 - 2025

International Property Awards

Best Mixed-Use Development - Mercer House

Best Residential Development - UH by Ellington

Best Residential High-Rise Development -
One River Point

Best Kitchen Design - Ellington Beach House

Best Bathroom Design - Ellington Beach House

Best Kitchen Design - Berkeley Place

Best Bathroom Design - Berkeley Place

REAL VS. RENDER: KENSINGTON WATERS



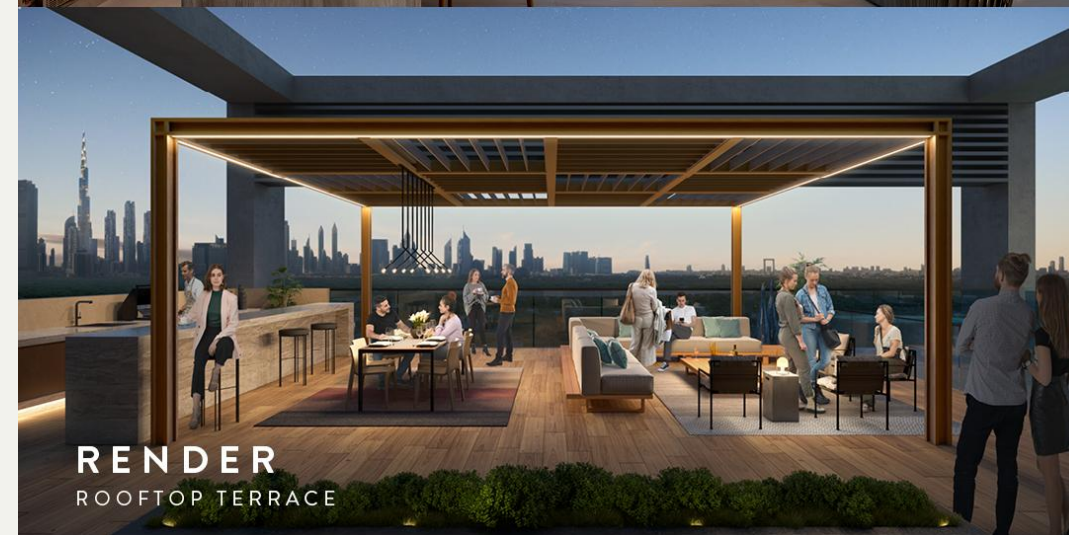
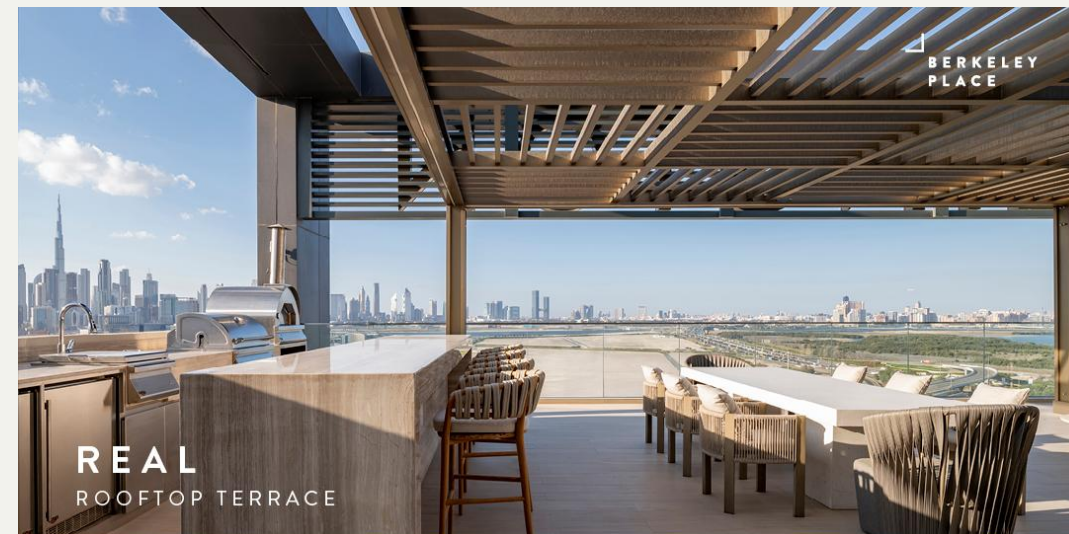
REAL VS. RENDER: KENSINGTON WATERS



REAL VS. RENDER: BERKELEY PLACE



REAL VS. RENDER: BERKELEY PLACE



REAL VS. RENDER: ELLINGTON BEACH HOUSE



REAL VS. RENDER: ELLINGTON BEACH HOUSE



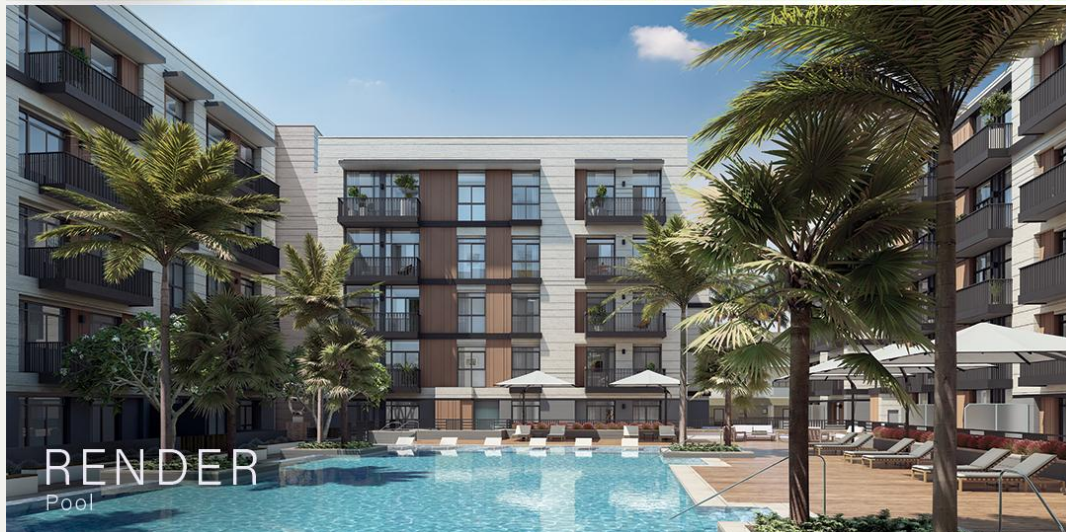
REAL VS. RENDER: ELLINGTON BEACH HOUSE



REAL VS. RENDER: BELGRAVIA SQUARE



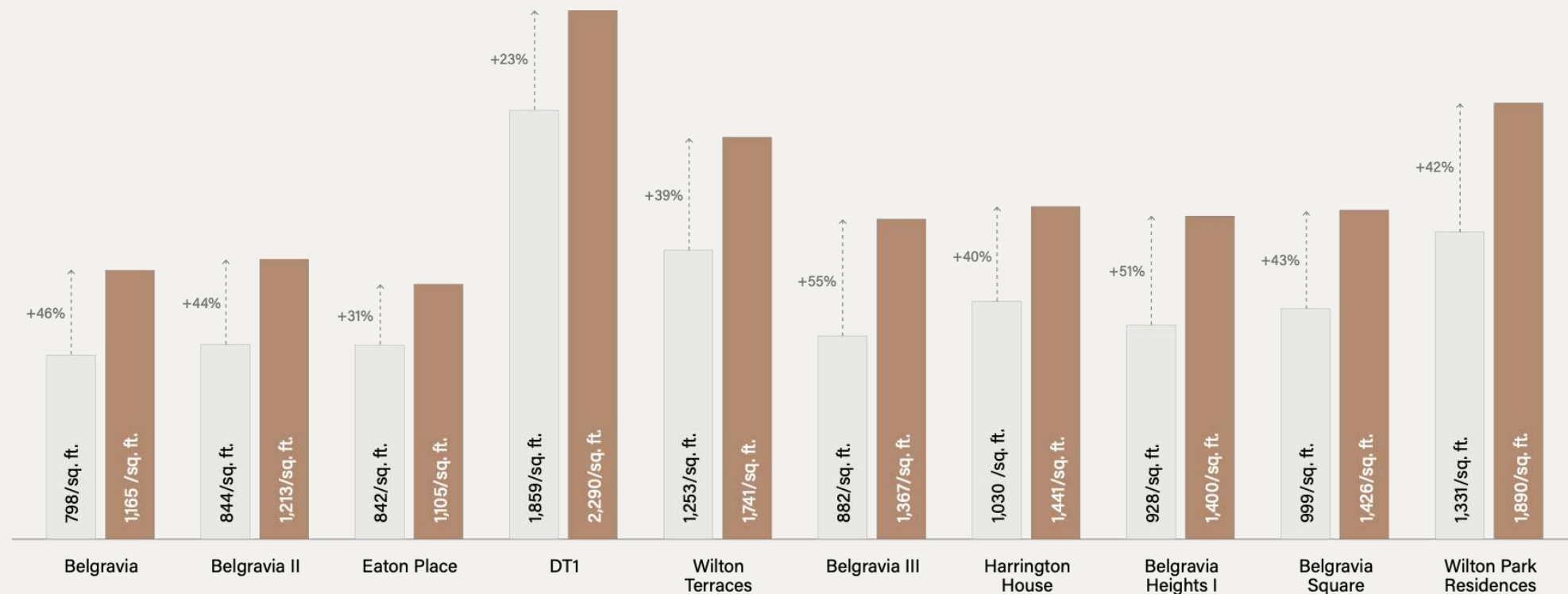
REAL VS. RENDER: BELGRAVIA SQUARE



REAL VS. RENDER: BELGRAVIA SQUARE



ELLINGTON PROJECTS KEY INDEX (2021-2024)



"All prices per square foot are in AED (United Arab Emirates Dirham)."

ELLINGTON PROJECTS RENTAL PERFORMANCE

CURRENT MARKET RATE VS. RESIDENTIAL DEVELOPMENTS IN THE AREA



ANNUAL RATE BASED ON 1-BEDROOM APARTMENT TYPE

**Current market data based from Bayut and Property Finder*

PROPERTY FINDER: FACTS AND FIGURES



ELLINGTON HOUSE

- Located in Dubai Hills
- Handed over in q2 2025



This property costs 49% more than the average price of 1 bedroom in Dubai Hills Estate

Average Rent is **106,831 AED**



This property is 25% bigger than the average size of 1 bedroom in Dubai Hills Estate

Average size is **677 sqft**

The data displayed is based on average prices and sizes of all listings that were live on Property Finder in Dubai Hills Estate

Rental Performance

Ellington House 1, Dubai Hills Estate

1 Bed

SalesRental

All

Type

More

Search

Location	Specs	Rental (AED) Rental Yield	Duration	Purchase price
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 8 , No.	1 Bed 866 sqft	140,000 +7.67% ★ New	10 Aug, 2026 – 9 Aug, 2027 12 Months	AED 1.8M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 3 , No.	1 Bed 841 sqft	125,000 +6.76% ★ New	29 Apr, 2026 – 28 Apr, 2027 12 Months	AED 1.9M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 3 , No.	1 Bed 890 sqft	195,000 +10.66% ★ New	5 Apr, 2026 – 4 Apr, 2027 12 Months	AED 1.8M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 7 , No.	1 Bed 841 sqft	170,000 +7.01% ★ New	1 Mar, 2026 – 28 Feb, 2027 12 Months	AED 2.4M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 9 , No.	1 Bed 793 sqft	165,000 +11.87% ★ New	26 Feb, 2026 – 25 Feb, 2027 12 Months	AED 1.4M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 10 , No.	1 Bed 866 sqft	155,000 +7.75% ★ New	26 Jan, 2026 – 25 Jan, 2027 12 Months	AED 2M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 6 , No.	1 Bed 794 sqft	165,000 +11.88% ★ New	23 Jan, 2026 – 22 Jan, 2027 12 Months	AED 1.4M
Ellington House 1, Dubai Hills Estate Apartment , Floor No. 9 , No.	1 Bed 866 sqft	165,000 +10.84% ★ New	15 Jan, 2026 – 14 Jan, 2027 12 Months	AED 1.5M

LATEST RENT TRANSACTIONS

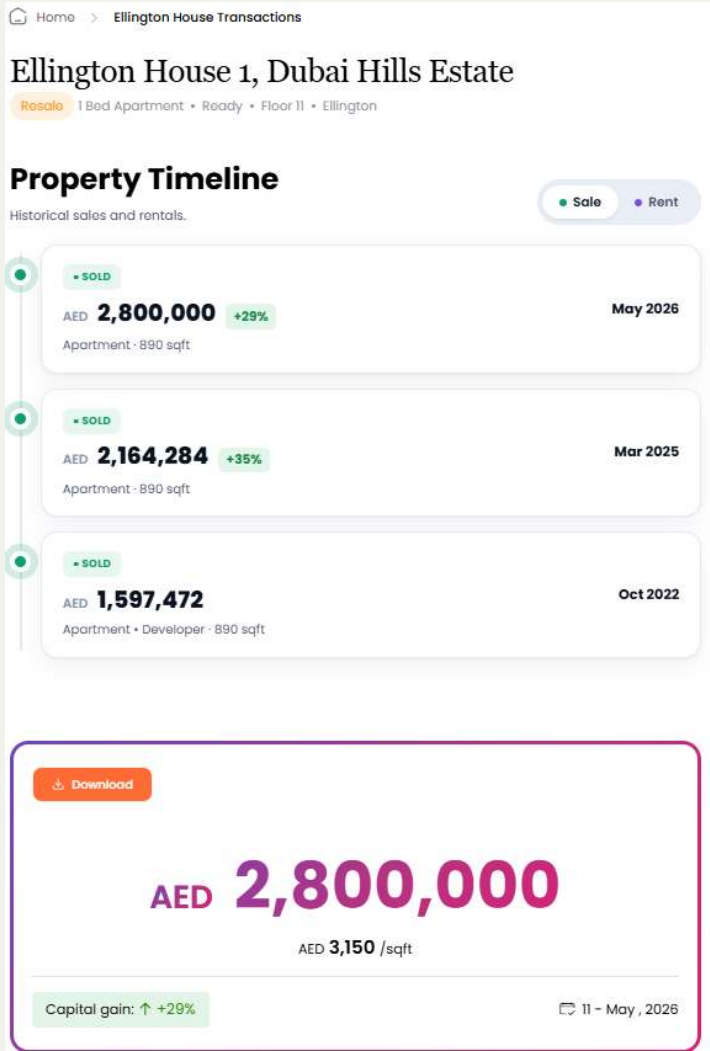
1 BD Sale Transaction

7–12%

ROI

Based on the transactions shown in the source slide.

Capital Appreciation in 4 years



REGISTERED DLD TRANSACTION

1 BD Sale Transaction

AED 1.5M → AED 2.8M

TRANSACTION VALUE

75%

APPRECIATION

ELLINGTON HOUSE

Capital Appreciation

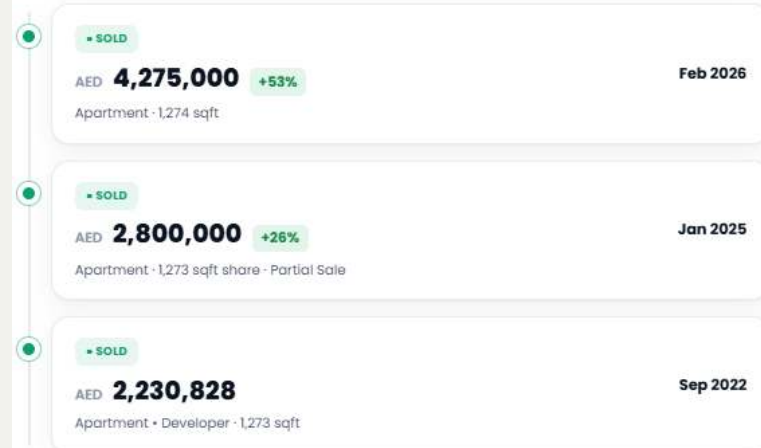
Ellington House 1, Dubai Hills Estate

Resale • 2 Bed Apartment • Ready • Floor 7 • Ellington

Property Timeline

Historical sales and rentals.

• Sale • Rent



Download

AED **4,275,000**

AED 3,360 /sqft

Capital gain: ↑ +53%

📅 03 - February, 2026

REGISTERED DLD TRANSACTION

2 BD Sale Transaction

AED 2.2M → **AED 4.2M**

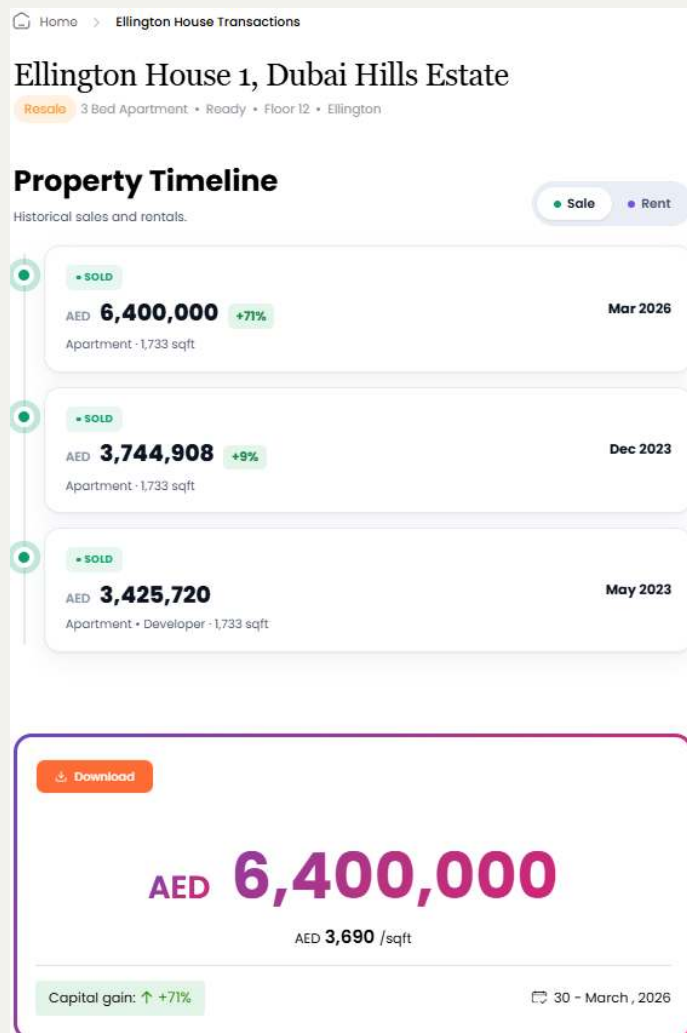
TRANSACTION VALUE

90%

APPRECIATION

ELLINGTON HOUSE

Capital Appreciation in 3 years



REGISTERED DLD TRANSACTION

3 BD Sale Transaction

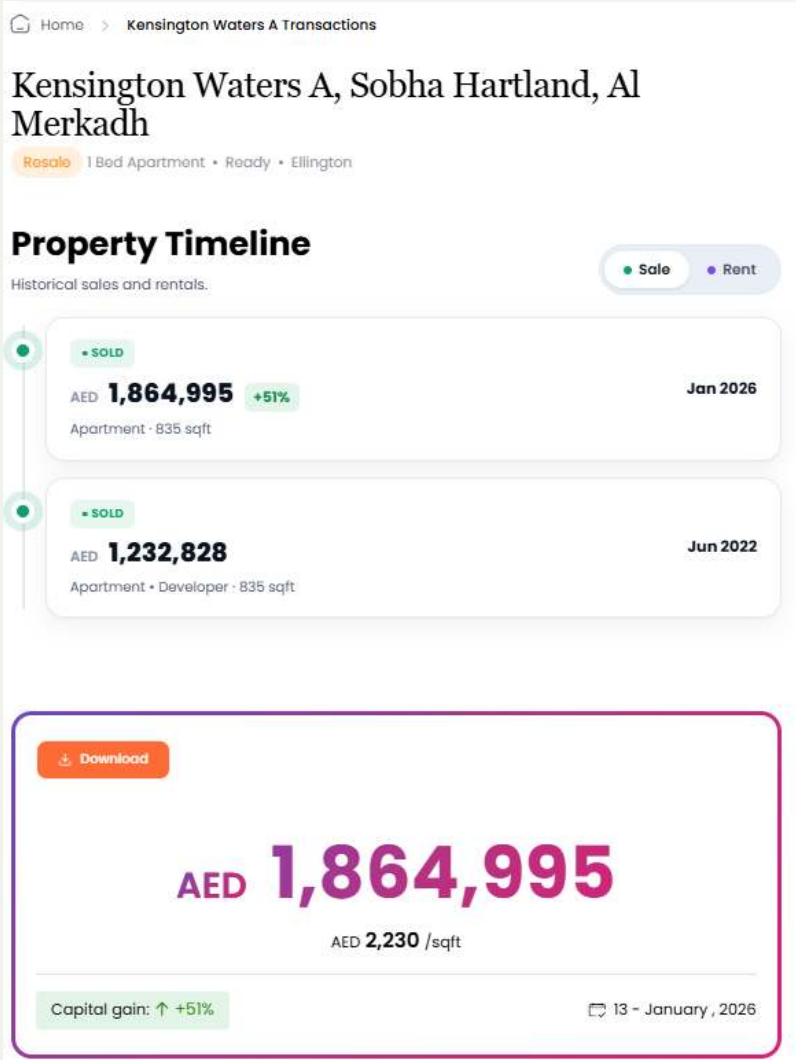
AED 3.4M → **AED 6.4M**

TRANSACTION VALUE

90%

APPRECIATION

Capital Appreciation



ADDITIONAL TRANSACTION EVIDENCE

1 BD Sale Transaction

AED 1.2M → AED 1.8M

TRANSACTION VALUE

50%

APPRECIATION

Kensington Water

Capital Appreciaton

Kensington Waters B, Sobha Hartland, Al
Merkadh

Resale 3 Bed Apartment • Ready • Ellington

Property Timeline

Historical sales and rentals.

• Sale • Rent

• SOLD

AED **4,000,000** +63%

May 2026

Apartment • 1,608 sqft

• SOLD

AED **2,450,000** +4%

Feb 2024

Apartment • 1,609 sqft

• SOLD

AED **2,364,828**

Oct 2022

Apartment • Developer • 1,609 sqft

ADDITIONAL TRANSACTION EVIDENCE

3 BD Sale Transaction

AED 2.3M → AED 4M

TRANSACTION VALUE

70%

APPRECIATION



Home



Mercer House South Tower Transactions

Mercer House South Tower, Uptown Dubai, Jumeirah Lake Towers (JLT)

Resale

1 Bed Apartment • Offplan • Ellington

Property Timeline

Historical sales and rentals.



• SOLD

AED **2,741,828**

+48%

Apartment • 968 sqft

Sep 2025



• SOLD

AED **1,850,828**

Apartment • Developer • 968 sqft

Oct 2024

ADDITIONAL TRANSACTION EVIDENCE

1 BD Sale Transaction

AED 1.8M

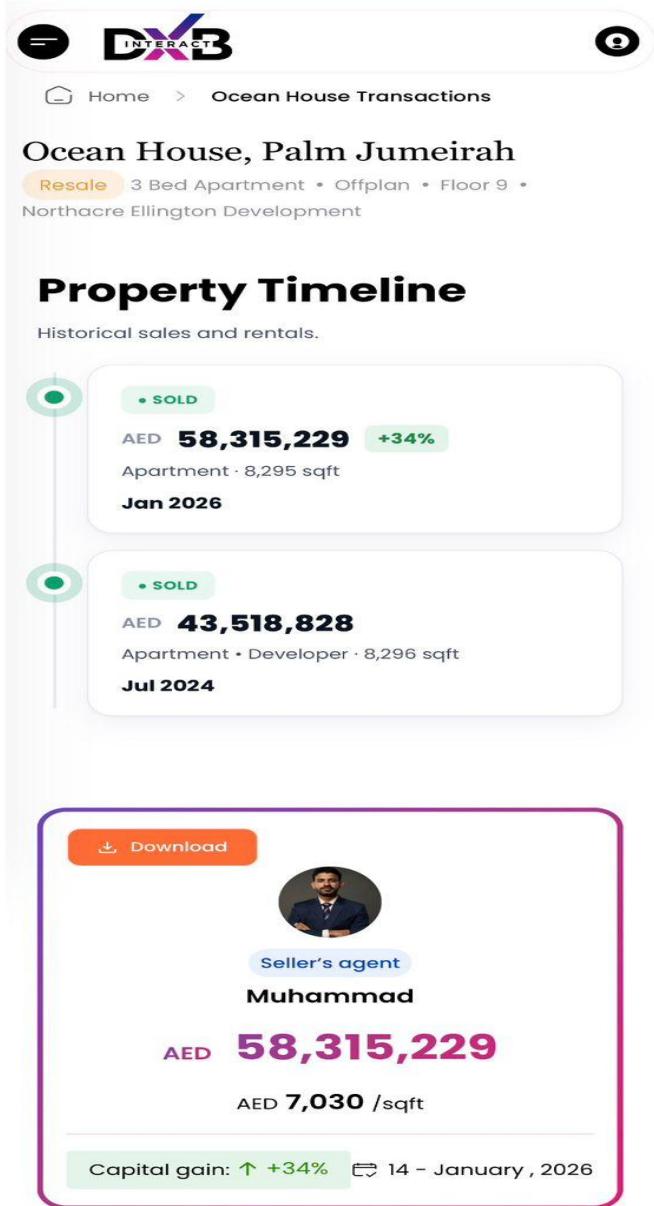


AED 2.7M

TRANSACTION VALUE

48%

APPRECIATION



ADDITIONAL TRANSACTION EVIDENCE

3 BD Sale Transaction

AED 43.5M

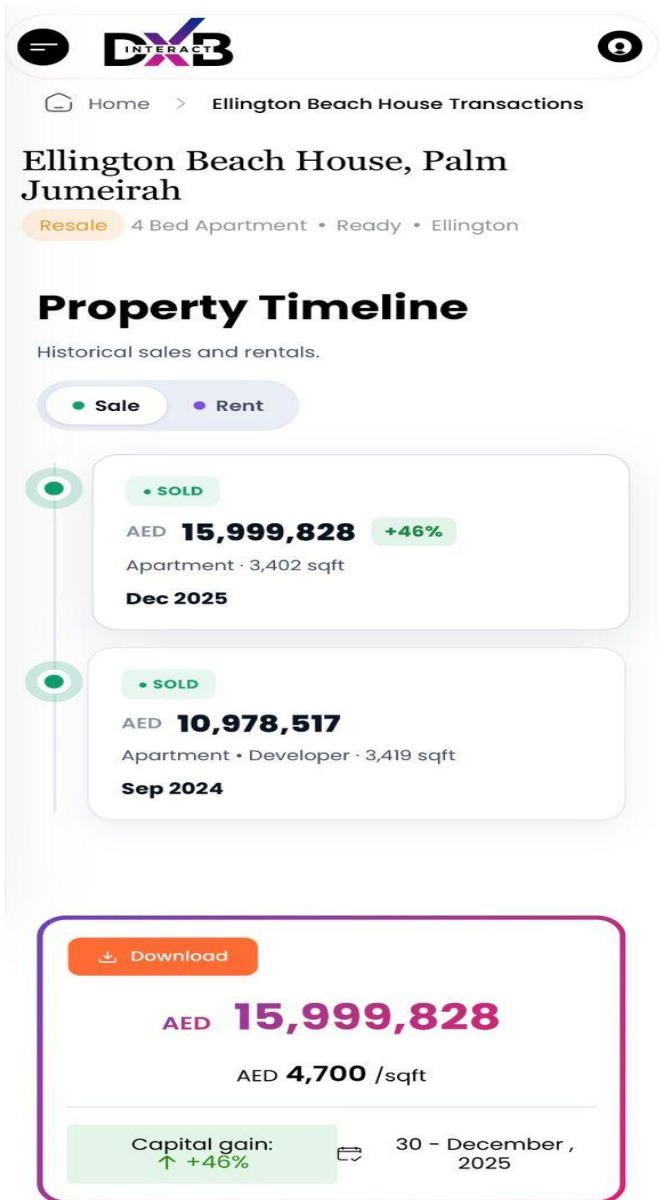


AED 58.3M

TRANSACTION VALUE

34%

APPRECIATION



ADDITIONAL TRANSACTION EVIDENCE

4 BD Sale Transaction

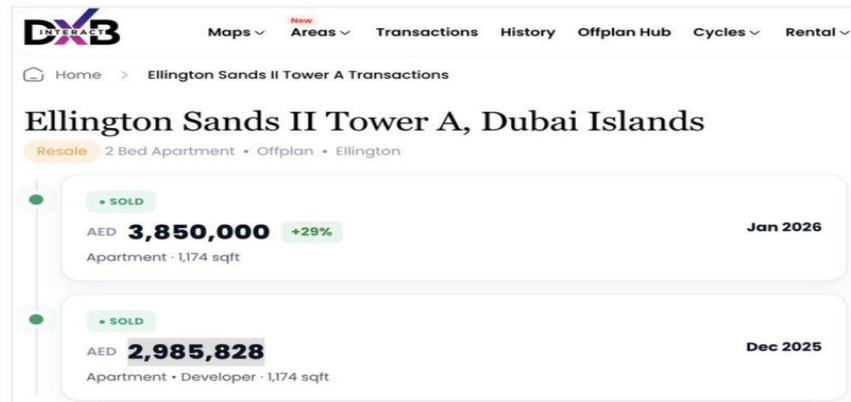
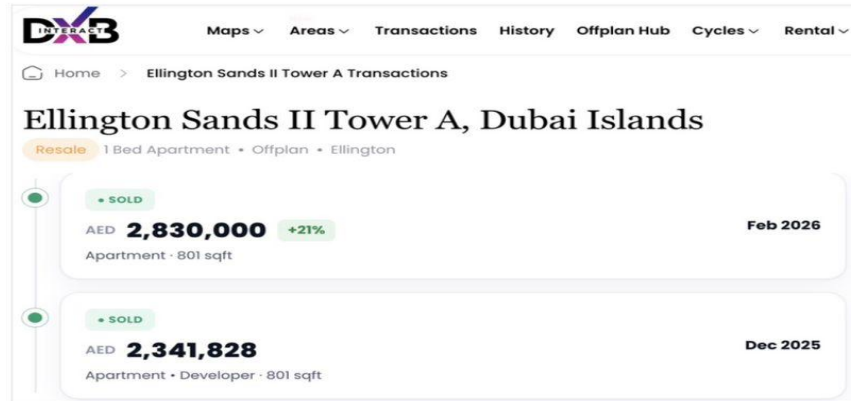
AED 10.9M → AED 15.9M

TRANSACTION VALUE

46%

APPRECIATION

Ellington holds its value.



Under construction. Still appreciating.
Brand isn't marketing — it's what survives the cycle.

ADDITIONAL TRANSACTION EVIDENCE 2 BD Sale Transaction

AED 2.9M → AED 3.8M

TRANSACTION VALUE

29%

APPRECIATION

Ellington Beach House, Palm Jumeirah

Resale • 3 Bed Apartment • Ready • Ellington

Property Timeline

Historical sales and rentals.

• Sale • Rent

• SOLD

AED **14,900,000** +6%

Apartment • 2,045 sqft

May 2025

• SOLD

AED **14,000,000** +50%

Apartment • 2,045 sqft

May 2025

• SOLD

AED **9,347,828**

Apartment • Developer • 2,048 sqft

Jul 2023

Download

AED **14,000,000**

AED **6,850** /sqft

Capital gain: ↑ +50%

05 - May , 2025

ADDITIONAL TRANSACTION EVIDENCE

3 BD Sale Transaction

AED 9.3M



AED 14.9M

TRANSACTION VALUE

56%

APPRECIATION



Maps ▾

^{New} Areas ▾

Transactions

History

Offplan Hub

Cycles ▾

Rental ▾



Home > The Watercrest Transactions

The Watercrest , Wadi Al Safa 3

Resale 3 Bed Villa • Offplan • Ellington

Property Timeline

Historical sales and rentals.



• SOLD

AED **7,277,828** **+13%**

Jul 2026

Villa • 2,001 sqft



• SOLD

AED **6,439,828**

May 2025

Villa • Developer • 2,001 sqft

ADDITIONAL TRANSACTION EVIDENCE 3 BD Sale Transaction

AED 6.4M → AED 7.2M

TRANSACTION VALUE

13%

APPRECIATION



Maps ▾ Areas ▾ Transactions History Offplan Hub Cycles ▾ Rental ▾

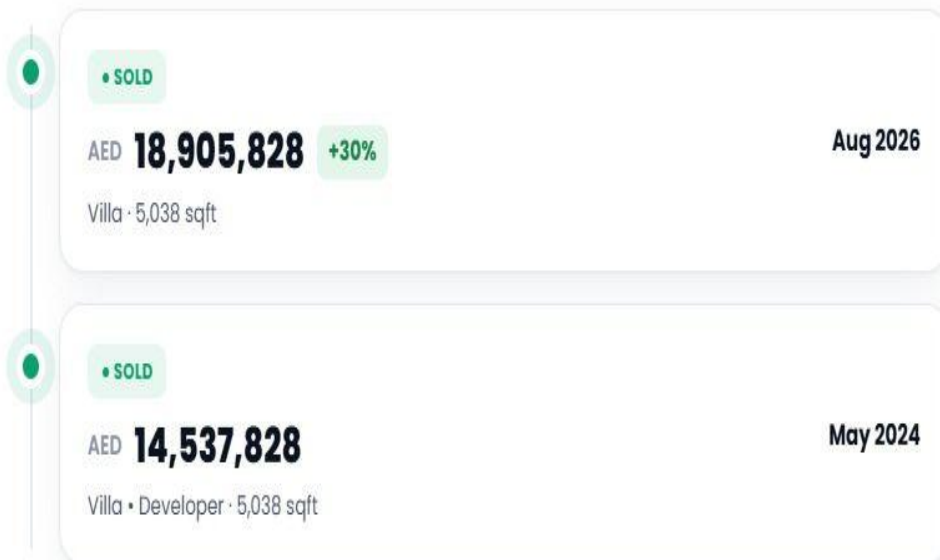
Home > The Lakeshore Villas By Ellington Transactions

The Lakeshore Villas By Ellington, Wadi Al Safa 3

Resale 5 Bed Villa • Offplan • Ellington

Property Timeline

Historical sales and rentals.



ADDITIONAL TRANSACTION EVIDENCE

5 BD Sale Transaction

AED 6.4M → AED 7.2M

TRANSACTION VALUE

30%

APPRECIATION



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