

Introducing a New Connected Community

A VIBRANT DESTINATION
NESTLED WITHIN MARJAN BEACH DISTRICT



Welcome to The Strand

WHERE LIFE CONNECTS TO WHAT MATTERS



A NEIGHBOURHOOD
THAT FEELS AUTHENTIC



A COMMUNITY
THAT FEELS LIVED IN



A WAY OF LIVING
THAT FEELS IN SYNC

StrandStrandStrand

At a Glance



Masterplan

3 DISTRICTS
CONNECTED BY
A WALKABLE
GREEN ROUTE



Character

RESIDENTIAL-LED
MIXED-USE
PEDESTRIAN
FIRST



Project Scale

LAND AREA
C.187,000 SQM
GFA
540,000 SQM



Connected to Everything



LANDMARK
PUBLIC PARK



EXTENSIVE BEACH CLUBS,
HOTELS & DINING OPTIONS



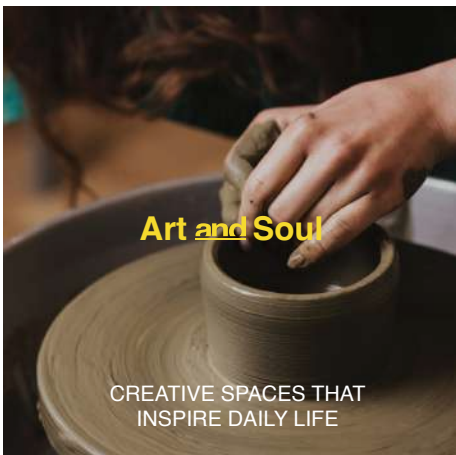
DIRECT ACCESS TO
WYNN RESORT



WITHIN ONE OF THE UAE'S
FASTEST-GROWING EMIRATES

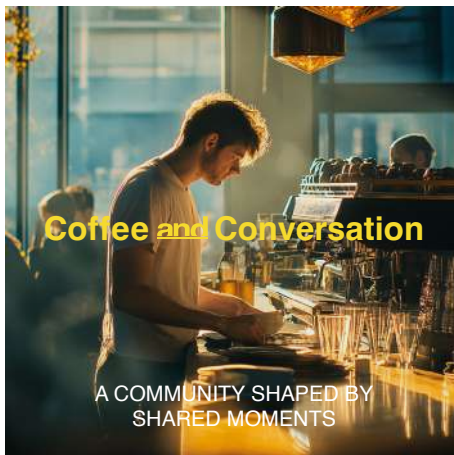
Designed for Connected Living

HOMES, RETAIL, CULTURE, AND GREEN SPACE PLANNED AS ONE CONNECTED PLACE
BUILT FOR DAILY RHYTHM, SOCIAL ENERGY, AND LONG-TERM VALUE



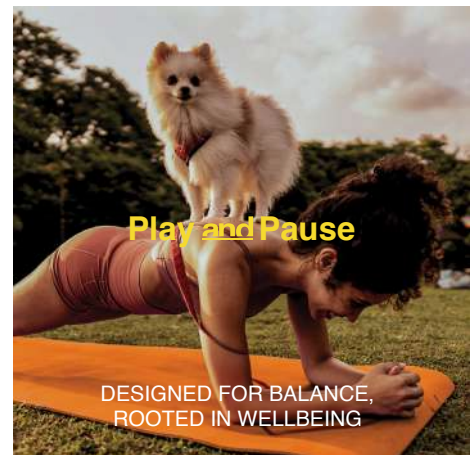
Art and Soul

CREATIVE SPACES THAT
INSPIRE DAILY LIFE



Coffee and Conversation

A COMMUNITY SHAPED BY
SHARED MOMENTS

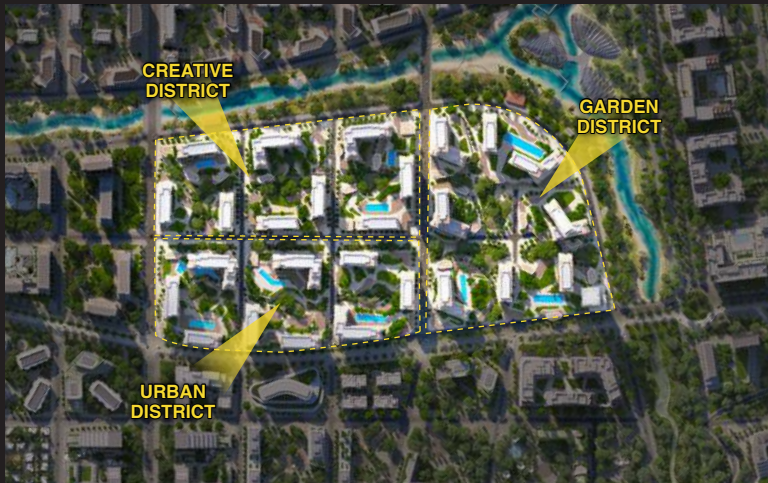


Play and Pause

DESIGNED FOR BALANCE,
ROOTED IN WELLBEING

Life, Connected

A place shaped around meaningful everyday living, where culture, nature wellbeing, and community come together effortlessly



THREE INTERWOVEN DISTRICTS

Urban, creative and garden districts blended into one integrated ecosystem, designed to truly connect wellbeing and culture with work

6000+
HOMES

26
BUILDINGS

170K+ SQM
RETAIL AND F&B

1.5 KM
WALKABLE PATHS

THE STRAND WALK

A continuous landscaped route linking The Strand's districts, parks, and neighbourhood spaces with shaded pathways for easy movement



CURATED RETAIL

A retail offering in tune with enhanced living, providing convenient everyday shopping alongside a curated selection of experiences that keep the community engaged throughout the day

PUBLIC REALM & COMMUNITY SPACES

Plazas, social pockets, and gathering spaces designed for events, popups, and daily community life

MODERN APARTMENT LIVING

High-quality finishes, efficient layouts, and abundant natural light - created for end users and long-term owners



Why Invest

RAK'S FIRST AUTHENTIC URBAN MIXED-USE LIFESTYLE DESTINATION IN THE SOUGHT-AFTER BEACH DISTRICT

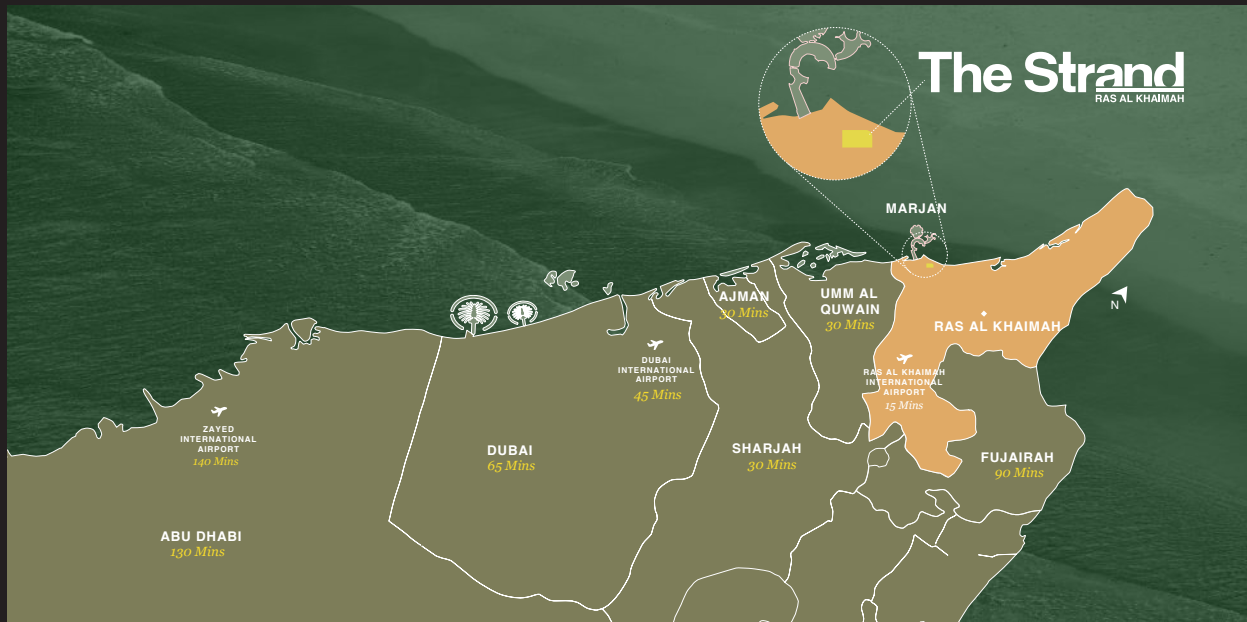
PRIME LOCATION WITHIN AL MARJAN'S HIGH-GROWTH TOURISM CORRIDOR

HIGH CAPITAL APPRECIATION DRIVEN BY INFRASTRUCTURE GROWTH, WYNN, AND LIMITED PREMIUM SUPPLY

STRONG SHORT-TERM RENTAL ROI SUPPORTED BY TOURISM DEMAND AND BEACHFRONT POSITIONING

SCARCE PREMIUM MIXED-USE SUPPLY, UNDERPINNING LONG-TERM VALUE AND RESALE RESILIENCE

TRUSTED MASTER DEVELOPER WITH 20+ YEARS' EXPERIENCE



About the Developer

For over 20 years, RAK Properties has become one of the UAE's leading master community developers, creating iconic communities that blend innovation with luxury and sustainability

As a public company listed in Abu Dhabi Securities Exchange (ADX), with a 34% government ownership stake, RAK Properties is at the forefront of Ras Al Khaimah's Vision 2030