

# CÔTE D'AZUR

— THE HEART OF EUROPE —



The Heart of Europe

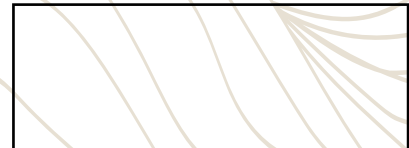
THE WORLD DUBAI

KLEINDIENST GROUP



“ EUROPE HAS NEVER BEEN SO CLOSE TO DUBAI WITHOUT HAVING TO TAKE A SINGLE FLIGHT ”

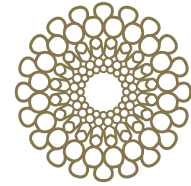
**Josef Kleindienst**  
Chairman, Kleindienst Group



# WHY DUBAI



One of the fastest growing cities in GDP rates as well as diversity



first country in the Middle East to host a world expo (Expo 2020 DUBAI) approx. 25M expected visits



A multi-cultural economy, 92% of the population are expats

# 0%

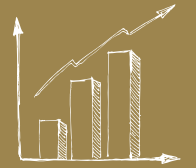
Zero income tax



World-class infrastructure



Highly liquid property market



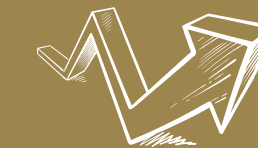
Strong capital appreciation

# 100%

100% Foreign ownership; repatriation of capital and profits



Readily-available financing options



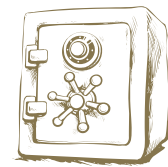
Some of the highest rental yields in the world

# 224bn

Almost AED 224 Billion in property investments for 2018



Ease of business set up



Safe and very sound



Open and free system



Stable currency

# WHY KLEINDIENST



Established over 30 years ago in Austria and Hungary and present in Dubai since 2003



Diverse portfolio of business and portfolio of products



Kleindienst Group is the largest European developer in Dubai



Contributing to DTCM target of adding 40,000 new hotel rooms by 2020



In line with The World's vision to bring the best of European experiences to Dubai

## \$ 5bn

Largest European real estate company in Dubai



Attractive investment opportunities – diversified portfolio

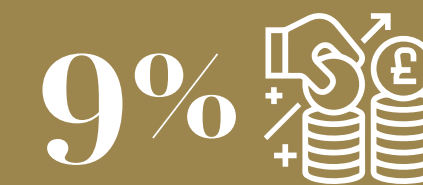


With more than 2,000 employees



Second-home real estate market in a touristic destination

## 100% ROI GUARANTEED



Direct foreign investment from Austria to UAE

## 100% COMPLETION GUARANTEE

Through escrow funding

# KLEINDIENST

## OUR PORTFOLIO



THE FLOATING  
SEAHORSE VILLA



The Heart of Europe is an exclusive European-style hospitality resort located 4km from the coast of Dubai. Providing authentic European experience in the Middle East.

The Floating Seahorse, the world's first luxury underwater living experience with three levels, a top deck, sea level living area and underwater deck with bedrooms. The Floating Seahorses will be located at St Petersburg Island, part of The Heart of Europe.

JK Yachts is an exclusive boat-builders dedicated to providing luxury watercraft and floating structures for The Heart of Europe and The Floating Venice.

JK Properties offers real estate solutions and services specializing in residential and commercial leasing and sales in Dubai's most sought after locations.

A global network of state-of-the-art, professional business facilities covering every corporate requirement in some of the world's top locations, including Dubai.

JK Bauen is a family orientated full construction services company based on values, long term vision and financial independence

# OUR PHILOSOPHY



## VISION

Building the future's most iconic solutions and experiences to our stakeholders by delivering innovation and quality.



## MISSION

Pioneering and creating new concepts in real estate and hospitality to change and advance the landscape of the real estate development in the world.



## AMBITION

To think beyond conventional boundaries to achieve success.



## INNOVATION

Create intelligent solutions and deliver innovative concepts.

## VALUES



## QUALITY

Delivering excellence all the time.



## PASSION

Relentless drive to deliver and succeed.

# WHY THE HEART OF EUROPE

The Heart of Europe is pioneering the second home market and an unrivalled, innovative, world-class tourist destination on six coral-rich islands in The World, sustainably celebrating the best of European experiences & culture in Dubai.

The Heart of Europe, part of the Kleindienst Group, is a celebration of the best European experiences in an unrivalled holiday home destination comprising six islands – Germany, Sweden, St Petersburg, Switzerland and Main Europe – with 13 hotels and resorts including Portofino Hotel, Ikarria Hotel, Ibiza Hotel, St Petersburg Resort, Côte d’Azur, London Hotel, Nordic Hotel, Amsterdam Hotel, Munich Hotel, Empress Elizabeth Hotel, Marbella Hotel and Tsar Hotel.

The Heart of Europe is committed to delivering the best of European culture, heritage and lifestyle through traditional architecture, authentic experiences and innovative technology. The development is located in a cluster of six islands nestled in The World archipelago, 4km from the Dubai coastline.

The Heart of Europe brings never-seen-before experiences, including the world’s first floating and underwater living experience, the first dedicated wedding hotel, and the world’s first artificially engineered, climate controlled raining streets.



## 7 WORLD FIRSTS

-   
 First Underwater Hotel with Gym and SPA
-   
 First Dedicated Wedding Hotel
-   
 First Floating and Underwater Living Experience
-   
 First Coral Institute in the region
-   
 First Dedicated 5-Star Family Hotel
-   
 World's First Artificial Rainy Streets
-   
 World's First Outdoor Snow Plaza





**DISCOVER THE  
TREASURED  
ISLANDS**

# TAKE A MOMENT TO CATCH YOUR BREATH.

The World is visible from outer space, a collection of man-made islands that form a unique map of our planet. Surrounded by the Arabian Gulf, The World attracts a stunning variety of marine life all year round.

The Heart of Europe is a destination of 6 islands set against the backdrop of The World Islands, Dubai.

Arrival to The Heart of Europe is by boat, seaplane or helicopter.

We will run a shuttle service every 15 minutes for guests, with pick-up points from Dubai mainland.

The Heart of Europe's distance from mainland Dubai is 4 KM





# THE HEART OF EUROPE

Located at The World islands, Dubai

## Fantastic project location

4 km from Jumeirah 1 harbour  
15 minutes by boat from the shores

## Easy and fast accessibility

Dedicated sustainable ferry  
RTA Water Taxi

Jumeirah 1 harbour is centrally located  
and minutes away from landmarks in Dubai



10 minutes from Burj Khalifa



20 minutes from DXB



15 minutes from Business Bay



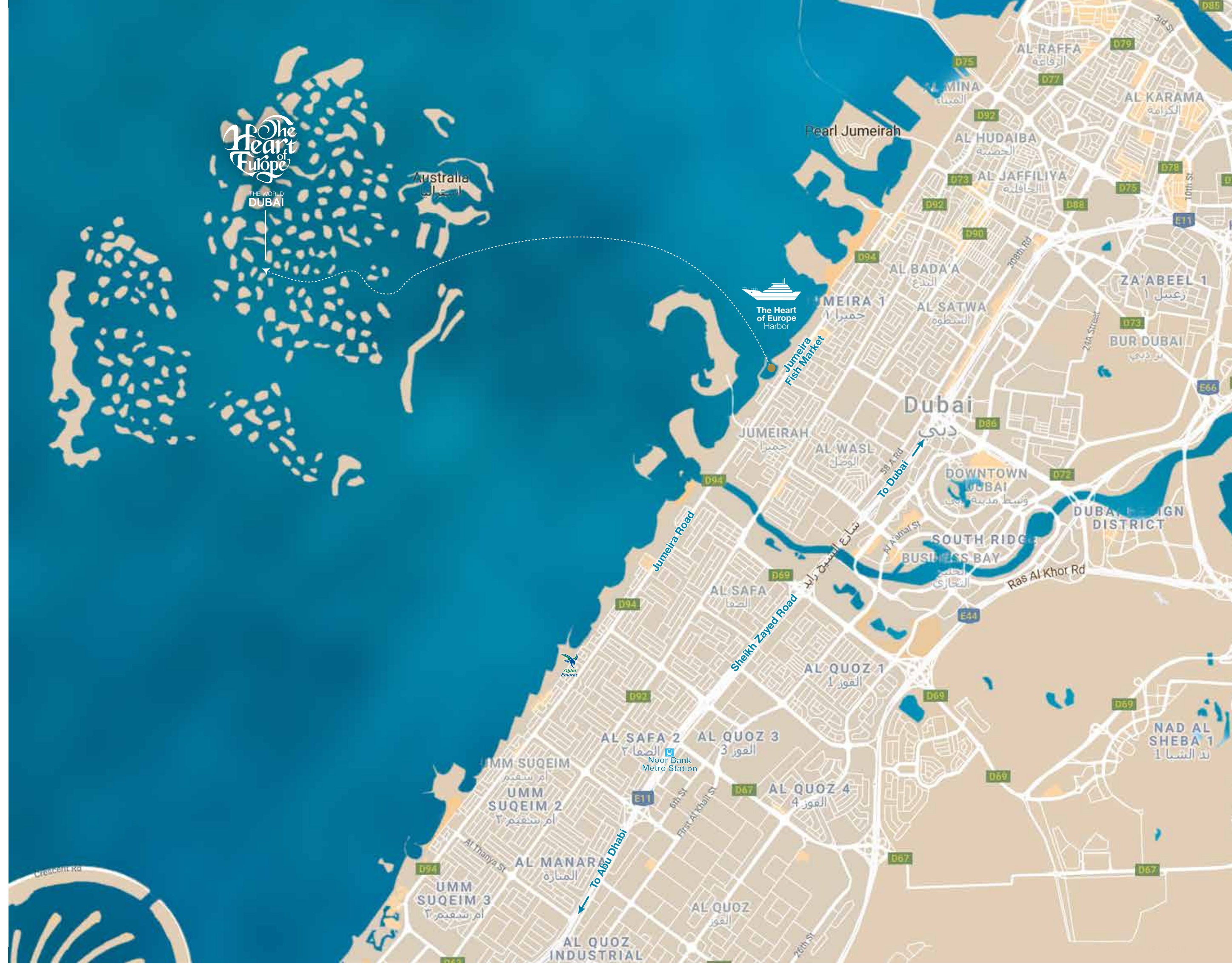
15 minutes from metro station



15 minutes from DIFC



35 minutes from Expo20 site



# 7 WORLD FIRSTS



FIRST UNDERWATER HOTEL WITH GYM AND SPA



FIRST DEDICATED WEDDING HOTEL



FIRST FLOATING AND UNDERWATER LIVING EXPERIENCE



FIRST CORAL INSTITUTE IN THE REGION



FIRST DEDICATED 5 STAR FAMILY HOTEL



FIRST ARTIFICIAL RAINY STREETS



FIRST OUTDOOR SNOW PLAZA

# 7 ISLANDS



5Bn  
USD PROJECT VALUE



4,000+  
UNITS TO BE DELIVERED



2,000+  
EMPLOYEES



4,000  
JOBS TO BE CREATED



51+  
YEARLY ATTRACTIONS



15  
HOTELS & RESORTS



# The Heart of Europe Masterplan



**THE FLOATING  
SEAHORSE VILLAS**



**HONEYMOON  
ISLAND**



**SWITZERLAND ISLAND**



**SWEDEN ISLAND**



**PORTOFINO HOTEL**

**3 WINGS:**

**Bellissima  
Dolce Vita | Felicita**



**COTE D'AZUR HOTEL**

**4 HOTELS:**

**Monaco | Nice  
St.Tropez | Cannes**



**THE FLOATING  
LIDO**



**GERMANY ISLAND**



THE WORLD  
DUBAI

A celebration of the best European experience in an unrivaled holiday and second home destination.

CÔTE D'AZUR





993 Keys Hotel Complex



Sunset Beach Access



Squash Court



Pool Access



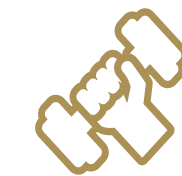
Retail and Shopping



Sea and Pool View Suites



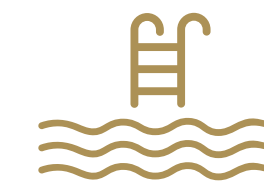
Underwater Museum



Gym



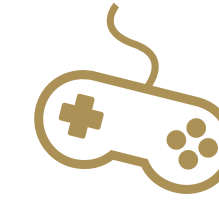
4  
Lagoons, One for Each Wing



4  
Swimming Pools



Billiards



Entertainment Hall

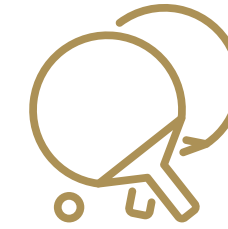
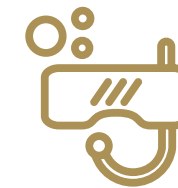


Table Tennis



Prayer Area



Pearl Diving



Bowling Hall



Sunrise and Sunset Yoga



Rainy Streets



Access to Snow Plaza



Short Walk to the Amphitheatre

THE DESTINATION  
IS THE JOURNEY



# LET YOUR JOURNEY BEGUIN...

Welcome to the French Riviera and the Côte d'Azur *the Blue Coast*. Inspired by the vibrant playground of the rich and famous in the South of France, the lavish five-star luxury beach complex will be located on the prime beachfront of Main Europe Island.

The Côte d'Azur complex comprises of 4 five-star hotels, all named after the most famous and picturesque cities of the French Riviera: Monaco, Nice, Cannes and St. Tropez.

The Côte d'Azur design was driven by beautiful, modern Mediterranean architecture that echoes timeless style and features some of Southern Europe's most impressive architecture.

Located near the Main Gate and a short stroll from the majestic amphitheatre, this elegant hotel will play host to 992 suites including deluxe and super deluxe suites and seven duplex penthouses for an exquisite stay.





# FORCES OF NATURE

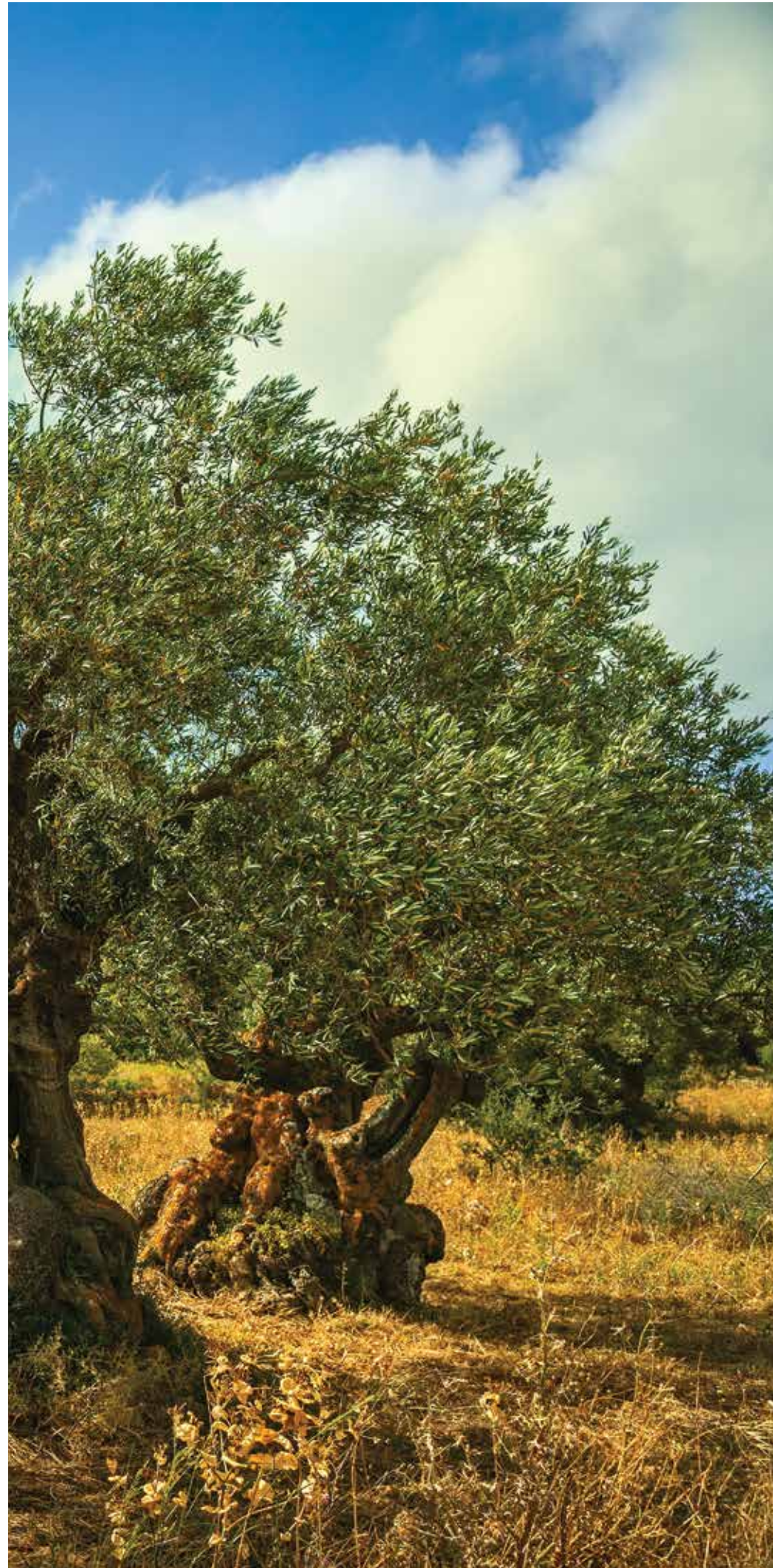
The Heart of Europe defies the impossible to pioneer new concepts. Where it doesn't exist, we build it, source it, invent it. This is the only place in the world where you can experience climate-controlled, outdoor streets with rain and snow, new coral reefs, underwater luxury living and the importing of ancient olive trees, some over 1,500 years old, from Andalusia in Southern Spain.

It is truly a magical destination making it the perfect place for a weekend getaway or holiday either as a guest or second home owner looking for a quick yet rewarding break just 20 minutes from shore. No two days can be the same if you want to explore the best that Europe has to offer.

# RAIN ON DEMAND

Innovative technology and know how have successfully created the first climate-controlled streets in a resort. The weather is an important part of European culture and some apartments and suites will have a street view.

Looking out over narrow, cobbled streets, wondering whether to brave the weather, scoop up an umbrella and venture outside to feel cool rain on your skin as you walk through 300metres of climate-controlled pedestrian walkways. A memorable moment in an island setting before returning to the mainland desert.



# CRÈME DE LA CRÈME

Côte D'Azur will offer unique experiences and each resident and suite will command either a breathtaking sea and Dubai skyline views or the adjacent European styled street where you can find luxury boutiques, cafes, restaurants and much more.

The Côte D'Azur will be a sublime and elegant holiday destination for couples, families and groups and is perfectly located on the exhilarating island of Main Europe.

This is a fascinating world, familiar to those who have frequented the South of France and love the ocean, with picturesque courtyards, landscaped gardens, white sandy beaches, clear waters, children's clubs and all manner of waters sports including snorkelling, diving for pearls and the coral reefs, and sailing.



# AMAZING IS EVERYWHERE

There are wonders and wow moments wherever you find yourself at The Heart of Europe.

Be captivated and entertained by the underwater museum, take in the wonderful sights of spectacular nightly firework shows or the rush of beautiful corals, over 100,000 of them, exciting nightlife for all ages. Indulge in your favourite activities and take to the water to sail, dive and enjoy a complete European shopping experience with the best brands in the world.

## OVERVIEW OF FACILITIES

- Sea view suites
- Lagoon view suites
- Swimming pools
- Beach access
- Entertainment area
- Fitness Facilities
- Squash Court
- Retail shops
- Rainy streets
- Access to Snow Plaza

## RESTAURANTS

- Bistro Des Iles A classic French Bistro
- Levant or Andalo: A Mediterranean restaurant
- La Provence: A signature restaurant
- Absinthe Lounge A luxury champagne and piano bar
- La Boulangerie: All day dining
- Pool and Beach Club/Lounge
- Lobby Lounge
- Occitania Café & Restaurant (Austrian touch)







LA PROVENCE, SIGNATURE RESTAURANT





DELUXE SUITES





DELUXE SUITES



SUPER DELUXE SUITES



SUPER DELUXE SUITES



SUPER DELUXE SUITES



**CÔTE D'AZUR  
FLOOR PLANS**

# CÔTE D'AZUR

## 4 HOTELS

1. Monaco
2. Nice
3. Cannes
4. St. Tropez





## Cote d'Azur - Deluxe Suites

Total Area: 57 sq.m | 457-480 sq.ft

Viewing Deck | Outdoor Lounge Area | Bedroom | En-suite Bathroom



## Cote d'Azur - Deluxe Superior Suites

Total Area: 114 sq.m | 1,228 sq.ft

4 Viewing Decks | Outdoor Lounge Area | Bedroom | En-suite Bathroom  
Living Room & Dining Area | Guest Bathroom



# MONACO de DUBAI

— THE HEART OF EUROPE —



# MONACO de DUBAI

THE HEART OF EUROPE

Open Sea Views

Climate Controlled  
Rainy Streets

Open Sea Views

Monaco Yacht Club

Dubai Views



# MONACO de DUBAI

THE HEART OF EUROPE



Floor Plan

AREA	SQM	SQFT
ROOM AREA	29.9616	322.5045
TERRACE	8.9970	96.8430
COMMON AREA	7.7917	83.8695
<b>TOTAL SELLABLE AREA</b>	<b>46.7503</b>	<b>503.2170</b>

The background is a complex, golden, low-poly geometric pattern. It features a repeating motif of starburst or sunburst shapes, each composed of numerous triangular facets radiating from a central point. These starbursts are arranged in a grid-like fashion, with small circular accents placed at the intersections between them. The overall effect is a shimmering, textured surface with a warm, metallic gold color palette.

**INVEST IN  
EXCELLENCE**

# INVEST IN EXCELLENCE

Dubai is one of the world's key points of connection. One-third of the global population lives within a four-hour flight. Dubai itself is consistently ranked as one of the world's most globalised cities. It is home to people of many nations, the world's busiest airport by international passengers served, and the world's largest man-made harbour.

The city has developed significantly over the last 40 years and is a magnet for international visitors, attracting 15.8 million travellers in 2017.

Where once there was sand, now there is one of the world's most modern urban landscapes, linked by multi-lane highways and a technologically advanced Metro and tram system. The city is a thriving centre for business. 70% of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual report for Ease of Doing Business in the Arab world.

There is no better place to invest in property and The Heart of Europe offers the very best premium you can expect.



One-third of the global population lives within a four-hour flight from Dubai



Fortune 500

70% of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual report for Ease of Doing Business in the Arab world



Dubai has the world's busiest airport by international passengers served

15.8 M



Nearly sixteen million tourists enjoyed and discovered the wonder of Dubai in 2017



The city has developed significantly over the last 40 years. Where once there was sand, now there is one of the world's most modern urban landscapes



Multi-lane highways and a technologically advanced Metro, tram and public transport system



EXPO 2020

The Expo 2020 edition is expected to lure 25 million visitors over 6 months. The event is likely to generate around \$23 billion



Kleindienst Group is committed to pushing the boundaries of achievement, pioneering new concepts in real estate and hospitality to deliver excellence.

Established over 30 years ago in Austria and Hungary and present in Dubai since 2003, Kleindienst Group is the largest European real estate company in Dubai with more than 1,500 employees over its diverse portfolio of businesses which include property development, construction, hospitality, property brokerage, and corporate business centres.

Kleindienst pushes the boundaries of innovation, creating new concepts such as Dubai's second-home real estate market in a touristic destination, as well as exceptional hospitality attractions and world firsts.

Kleindienst Group offers unique investment opportunities, attracting local and global wealth to support the UAE National Agenda 2021 and bolster the country's economic, commercial and touristic aims.

Kleindienst Group is committed to Dubai's vision to bring the best global experiences to the emirate and assisting in helping the DTCM meet its goal of adding 40,000 new hotel rooms by 2020.



THE FLOATING SEAHORSE VILLA



## ESCROW ACCOUNTS

The Developer: THOE REAL ESTATE DEVELOPMENT LLC

**Escrow Account: The Heart of Europe - Sweden Island**

**Bank Account Name**  
ESCROW AC THE HEART OF EUROPE THOE REAL ESTATE DEVELOPMENT LLC  
**Account No** 001-582-0850359-01

**Escrow Account: The Heart of Europe 1 - Germany Island**

**Bank Account Name**  
ESCROW AC THE HEART OF EUROPE 1 THOE REAL ESTATE DEVELOPMENT LLC  
**Account No** 001-582-1004853-01

**Escrow Account: The Heart of Europe 2 - Côte d'Azur/Portofino**

**Bank Account Name**  
ESCROW AC THE HEART OF EUROPE 2 THOE REAL ESTATE DEVELOPMENT LLC  
**Account No** 001-582-1088355-01

**Bank: Dubai Islamic Bank**

# THE HEART OF EUROPE

## OTHER PROJECTS



**Tzar Hotel**  
**Category:** 5\*  
**Keys:** 373  
**Location:** Main Europe Island



**Munich Hotel**  
**Category:** 5\*  
**Keys:** 82  
**Location:** Main Europe Island



**Ibiza Hotel**  
**Category:** 5\*  
**Keys:** 469  
**Location:** Main Europe Island



**NORDIC HOTEL**  
**Category:** 5\*  
**Keys:** 122  
**Location:** Main Europe Island



**London Hotel**  
**Category:** 5\*  
**Keys:** 115  
**Location:** Main Europe Island



**Marbella Hotel**  
**Category:** 5\*  
**Keys:** 196  
**Location:** Main Europe Island



**Empress Elisabeth Hotel**  
**Category:** 7\* Experience  
**Keys:** 1  
**Location:** The Gate



**Amsterdam Hotel**  
**Category:** 5\*  
**Keys:** 115  
**Location:** Main Europe Island



**Ikaria Hotel**  
**Category:** 5\*  
**Keys:** 220  
**Location:** Main Europe Island

