

OPPORTUNITÉS D'INVESTISSEMENT



THE
FIRST
GROUP

DUBAI

Les investissements hôteliers offrent un monde de fantastiques opportunités

No.1

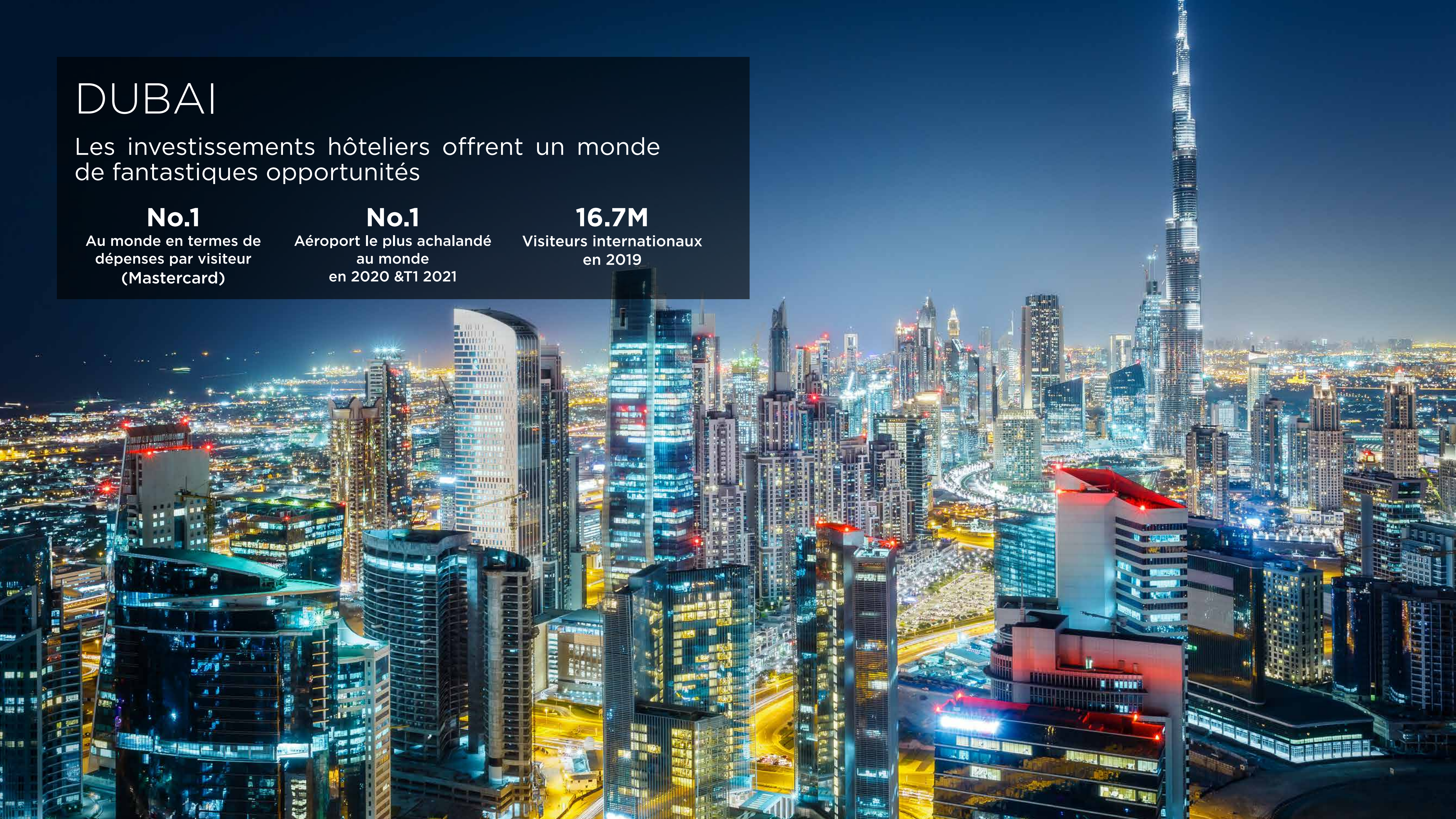
Au monde en termes de dépenses par visiteur (Mastercard)

No.1

Aéroport le plus achalandé au monde en 2020 & T1 2021

16.7M

Visiteurs internationaux en 2019



DUBAI

No.2

Le taux d'occupation des
hôtels le plus élevé au
monde en 2020

712

Hôtels à travers
les Émirats

145

Hôtels & 44 763 Clés pour
ouvrir à Dubaï



PREMIÈRE DESTINATION TOURISTIQUE AU MONDE EN 2022



TRIPADVISOR'S MOST POPULAR WORLD DESTINATION FOR 2022 IS ...

(CNN) — Tripadvisor says a 20th-century fishing village that has boomed into a 21st-century global hot spot for high-end travel is its most popular destination in the world for 2022.

The travel platform has just released its Travelers' Choice Awards for 2022: The Best of the Best Destinations.

While ultramodern Dubai snags the top spot, it's not the only Middle Eastern entry. And this year's list ranges from European stalwarts to coveted tropical and desert getaways.

TOP 10 MOST POPULAR DESTINATIONS IN THE WORLD

1. Dubai, United Arab Emirates	6. Rome, Italy
2. London, United Kingdom	7. Cabo San Lucas, Mexico
3. Cancún, Mexico	8. Istanbul, Turkey
4. Bali, Indonesia	9. Paris, France
5. Crete, Greece	10. Hurghada, Egypt

Dubai, United Arab Emirates (No. 1): Travel platform Tripadvisor is out with its annual list of the top 10 most popular destinations in the world, and for 2022, Dubai is the place to beat with its users. This 2020 photo shows an aerial view of the luxurious Burj al-Arab hotel. Click through the gallery to see the other nine most popular places:

DUBAI IS THE NO1 DESTINATION IN THE 2022 TRIPADVISOR TRAVELLERS' CHOICE AWARDS, WITH LONDON TOP IN EUROPE AND SECOND OVERALL AND LAS VEGAS THE HIGHEST-RANKED U.S SPOT

Dubai has been revealed as the best-rated destination in the world in Tripadvisor's 2022 Travellers' Choice Awards for destinations.

The winners were determined based on the quality and quantity of reviews and ratings specific to each award subcategory from travellers on Tripadvisor for accommodations, restaurants, and things to do in destinations worldwide over the 12 months between November 1, 2020, and October 31, 2021.

London is crowned the number one destination in Europe and second overall, while the rest of the top five comprises Cancun, Mexico (third), Bali, Indonesia (fourth), and the Greek island of Crete (fifth). The highest-ranking American destination is Las Vegas, which comes 25th overall.

TRIPADVISOR TRAVELLERS' CHOICE AWARDS 2022 - DESTINATIONS: THE MOST POPULAR OVERALL

IN THE WORLD

- | | |
|-----------|-------------------|
| 1. Dubai | 6. Rome |
| 2. London | 7. Cabo San Lucas |
| 3. Cancun | 8. Istanbul |
| 4. Bali | 9. Paris |
| 5. Crete | 10. Hurghada |

UNE DES
10 VILLES
LES PLUS
SÛRES
AU MONDE

DUBAI NAMED SEVENTH SAFEST CITY IN THE WORLD

And Abu Dhabi is officially the safest city on the planet for the fourth time

There's a lot to love about Dubai – from its stunning sandy beaches, top-notch restaurants, scream-inducing theme parks and world-class attractions – the list goes on.

And once again, the city can also be credited for its safety.

Dubai has been recognised as the seventh safety city in the world, out of 376 other cities, according to crowd sourced global data website Numbeo.

Abu Dhabi has also ranked as safest city in the world – around the globe – for the fourth year in a row.

The ranking is based on user feedback who report how serious they felt crime was in the city, how safe they feel and if they have concerns over being attacked due to discrimination.

Other cities that featured in the top ten safest cities include Doha, Taipei, Quebec, Sharjah, Zurich, Munich, Eskisehir and Bern.



SOYEZ LÀ POUR
**LE PLUS GRAND
SPECTACLE AU MONDE**

OCTOBRE 2021 - MARS 2022



60+

Spectacles
quotidiens



200+

Restaurants



192

Pays



200+

Pavillons



EXPO 2020 & L'AVENIR DE DUBAÏ

L'Expo 2020 marque le début d'une ère passionnante pour les émirats, l'événement devant être à l'origine d'une croissance économique majeure pour Dubaï. C'est une bonne nouvelle pour les investisseurs hôteliers, qui bénéficieront des investissements en infrastructures de la ville et de son ambition de devenir la métropole la plus visitée au monde dans les décennies à venir.

LE MARCHÉ FLORISSANT DE L'INVESTISSEMENT À DUBAÏ

27,23 Md \$

Total des **ventes immobilières** entre le
T1 et le T3 2021

22,61%

Augmentation des **ventes immobilières** depuis
2020 (la **meilleure performance annuelle** du
marché en une décennie)

1er

En région MENA et **4e** dans le monde pour
l'investissement étranger direct (**FDI**) en 2020

Source : Dubai Land Department, Expo 2020 Dubai, FDI Monitor



POST-EXPO 2020 DUBAÏ

134%

Croissance prévue pour le
secteur du tourisme suite à
l'Expo 2020 Dubaï

DISTRICT 2020

Nouvelle ville intelligente à Dubai South
dotée de nombreuses installations et
d'axes de transport autonomes



THE FIRST GROUP

En tant que promoteur immobilier de premier plan à Dubaï, The First Group offre un portefeuille dynamique d'hôtels et d'appartements résidentiels iconiques dans des quartiers prisés de Dubaï depuis plus de 15 ans.

#1

Promoteur immobilier
de Dubaï

18

Hôtels & établissements
résidentiels haut de
gamme

5K+

Chambres & suites dans
des quartiers prisés de
Dubaï

1.09 M

Nuitées en 2020-2021



NOS PROJETS

DUBAI MARINA



CIEL
Dubai Marina



MILLENNIUM PLACE
MARINA
4 Étoiles Hôtel



WYNDHAM DUBAI
MARINA
4 Étoiles Hôtel



AL DAR TOWER
Appartements de
vacances

BUSINESS BAY



SKY BAY
4 Étoiles Hôtel



DOLPHIN TOWER
4 Étoiles Hôtel



THE ONE HOTEL
4 Étoiles Hôtel

DUBAI SPORTS CITY



THE DIAMOND
Tour Résidentielle



THE SPIRIT
Tour Résidentielle

DUBAI SPORTS CITY



THE MATRIX
Tour Résidentielle



THE BRIDGE
Tour Résidentielle

BARSHA HEIGHTS



TRYP BY WYNDHAM
4 Étoiles Hôtel



METRO CENTRAL
Appartements De
L'hôtel



FIRST CENTRAL
Appartements De
L'hôtel



GRAND HEIGHTS
Appartements De
L'hôtel

JUMEIRAH VILLAGE



THE FIRST
COLLECTION AT JVC
4 Étoiles Hôtel



AVALON TOWER
3 Étoiles Hôtel



THE ONE AT JVT
4 Étoiles Hôtel

NOS PARTENAIRES



DANS LES NOUVELLES



August, 2020

FOR INTERNAL USE ONLY

THE FIRST GROUP REACHES MAJOR CONSTRUCTION MILESTONE FOR CIEL, THE WORLD'S TALLEST HOTEL

Leading developer reveals foundation stone of iconic Dubai Marina property, which will set a new global hospitality benchmark when it opens in 2023, is close to completion.

Integrated global property developer The First Group is making rapid progress in the development of Ciel – its largest and most ambitious project to date – with the high-profile Dubai Marina property's foundations nearing completion.



The Dubai-headquartered firm, which ranks among the city's fastest-growing developers of upper midscale hotels, is building the future icon with development partner China Railway Construction Corporation (CRCC).

More than 11,800 cubic metres of concrete and in excess of 3,000 tonnes of steel are being used to construct the building's foundations, highlighting the sheer scale of the project. The largest concrete pour, completed this week, comprised 7,000 cubic metres of concrete over a continuous 48-hour period. A final pour consisting of 1,000 cubic metres of concrete is scheduled for 3 September.

"We are proud to mark this important milestone in the development of Ciel, which is set to become one of Dubai's most iconic buildings and a landmark hotel of global significance," said Rob Burns, CEO of The First Group.

"Ciel is The First Group's 18th project in Dubai and our largest and most complex undertaking to date. This spectacular tower will truly be a jewel in the crown of one of the world's most dynamic cities. Ideally located in Dubai Marina, Ciel guests will enjoy world-class hospitality, F&B and entertainment facilities."

Recognised as the world's second largest construction and engineering company by revenue, CRCC is the main contractor overseeing the prestigious project, bringing its globally renowned expertise in mega developments to building what will become the tallest hotel on the planet.

"Having worked with The First Group constructing major hotel projects in Dubai for more than a decade, we are proud to partner with the firm in the development of Ciel, the world's tallest hotel," commented Gao Jinping, General Manager of China Railway 18th Bureau Group. "I am confident our partnership will continue to go from strength to strength in the years ahead."



August, 2020

FOR INTERNAL USE ONLY

CIEL, THE FIRST GROUP'S STUNNING HIGH-RISE HOTEL DEVELOPMENT IN DUBAI MARINA, CROWNED WORLD'S BEST

Ciel, which is set to become the world's tallest hotel, receives three major prizes at 2019 International Property Awards, including 'Best International Hotel Architecture'

Ciel, The First Group's landmark hotel currently under development in Dubai Marina, has outshone rivals from around the world to claim the top prize in three major categories at the prestigious 2019 International Property Awards (IPAs).



Ciel, which will be the world's tallest hotel upon its completion, received awards for Best International Hotel Architecture, Best Hotel Architecture Arabia and Best Residential High-rise Architecture Arabia, at this year's glittering awards ceremony, which was recently staged in London.

Designed by award-winning architectural firm, NORR, Ciel will reach a height of 360 metres and will house 1,042 luxury suites upon completion.

Featuring contemporary interiors and a remarkable Sky Terrace providing stunning 360-degree vistas across Dubai Marina, The Palm Jumeirah and the Arabian Gulf, Ciel is an exciting addition to this iconic precinct's world-famous skyline.

"We are extremely honoured to receive these prestigious awards for Ciel," said Rob Burns, CEO of The First Group, who received the awards on behalf of the firm.

"Ciel is a remarkable project that will become a landmark in its own right, further enhancing Dubai's reputation as one of the world's great cities and tourism destinations.

"The ambition and character evident in Ciel's striking design reflects our unique approach to developing quality hotels that strive to set a new benchmark for upper midscale accommodation." The latest awards success caps a remarkable year for Ciel and The First Group. In June, Ciel received the top prize in four major categories at the 2019-20 Dubai, Africa & Arabia Property Awards: Hotel Architecture; New Hotel Construction and Design; Commercial High-rise Development; and Residential High-rise Architecture.

The International Property Awards are judged by an independent panel comprising more than 80 industry experts and chaired by Lord Caithness, Lord Best, The Earl of Liverpool, and Lord Thurso, who are all members of the House of Lords in the UK Parliament.



November, 2020

FOR INTERNAL USE ONLY

THE FIRST GROUP SWEEPS FIVE MAJOR CATEGORIES AT 2020-21 ARABIAN PROPERTY AWARDS

The Dubai-headquartered firm, which ranks among the city's fastest-growing developers of upper midscale hotels, celebrates key wins for its upcoming projects in the dynamic districts of Business Bay and Jumeirah Village



Dubai, 8 November, 2020: Integrated global property developer The First Group is celebrating another strong showing at the prestigious Arabian Property Awards, with two of its most exciting upcoming projects – The One at Jumeirah Village Circle and The One Hotel at Business Bay – winning in five major categories in this year's programme.

The stylish 491-guestroom The One Hotel at Jumeirah Village Circle, which will operate under the renowned Ramada Plaza brand upon completion, claimed the top prize in three Dubai-based categories: New Hotel Construction & Design; Hotel Architecture; and Hotel Interior.

Meanwhile, the centrally located, 492-guestroom The One Hotel at Business Bay, which will operate as Millennium Place Business Bay, was an award winner in the Hotel Architecture – Dubai and New Hotel Construction & Design – Dubai categories.

THE FIRST GROUP
PRÉSENTE FIÈREMENT
CIEL, DUBAI MARINA
L'HÔTEL LE PLUS HAUT DU MONDE

CIEL
DUBAI MARINA

INTERNATIONAL
PROPERTY
AWARDS



WINNER 2019 - 2020



DUBAI MARINA

La plus grande marina artificielle au monde

84%

Taux d'occupation
- 2019

À 5 Minutes

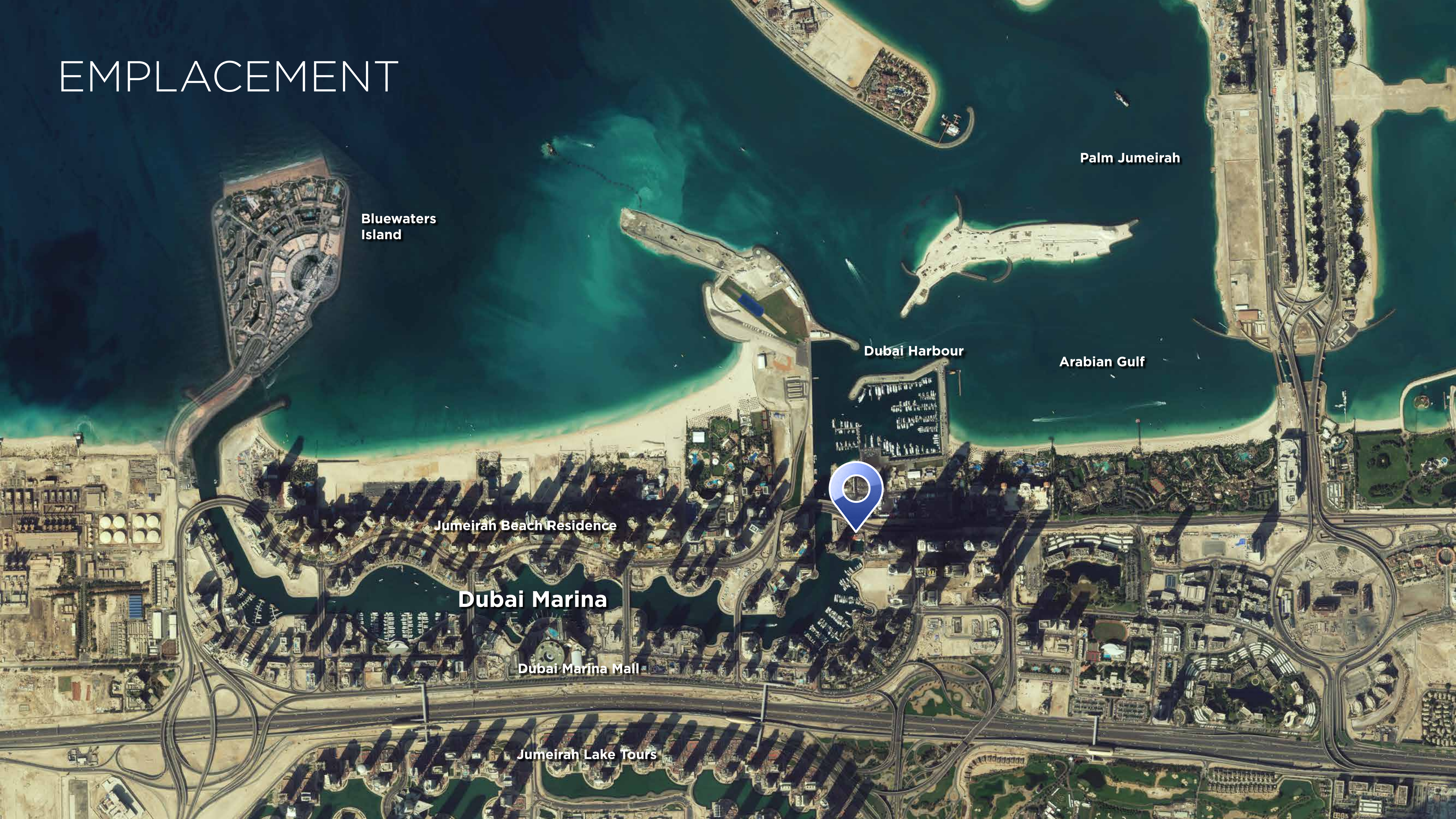
de Jumeirah Beach
Residence & des plages

#1

Location for
Water-sports



EMPLACEMENT



Bluewaters
Island

Palm Jumeirah

Dubai Harbour

Arabian Gulf

Jumeirah Beach Residence

Dubai Marina

Dubai Marina Mall

Jumeirah Lake Towers

CIEL, DUBAI MARINA

L'hôtel le plus haut au monde une fois achevé

S'élevant à l'impressionnante hauteur de 365 mètres, Ciel est l'établissement emblématique de The First Group, qui deviendra officiellement l'hôtel le plus haut au monde une fois achevé. Ce développement iconique – notre projet le plus ambitieux à ce jour – comptera 82 étages et offrira des vues panoramiques imprenables sur la Péninsule arabe.

CIEL
DUBAI MARINA



82
Étages

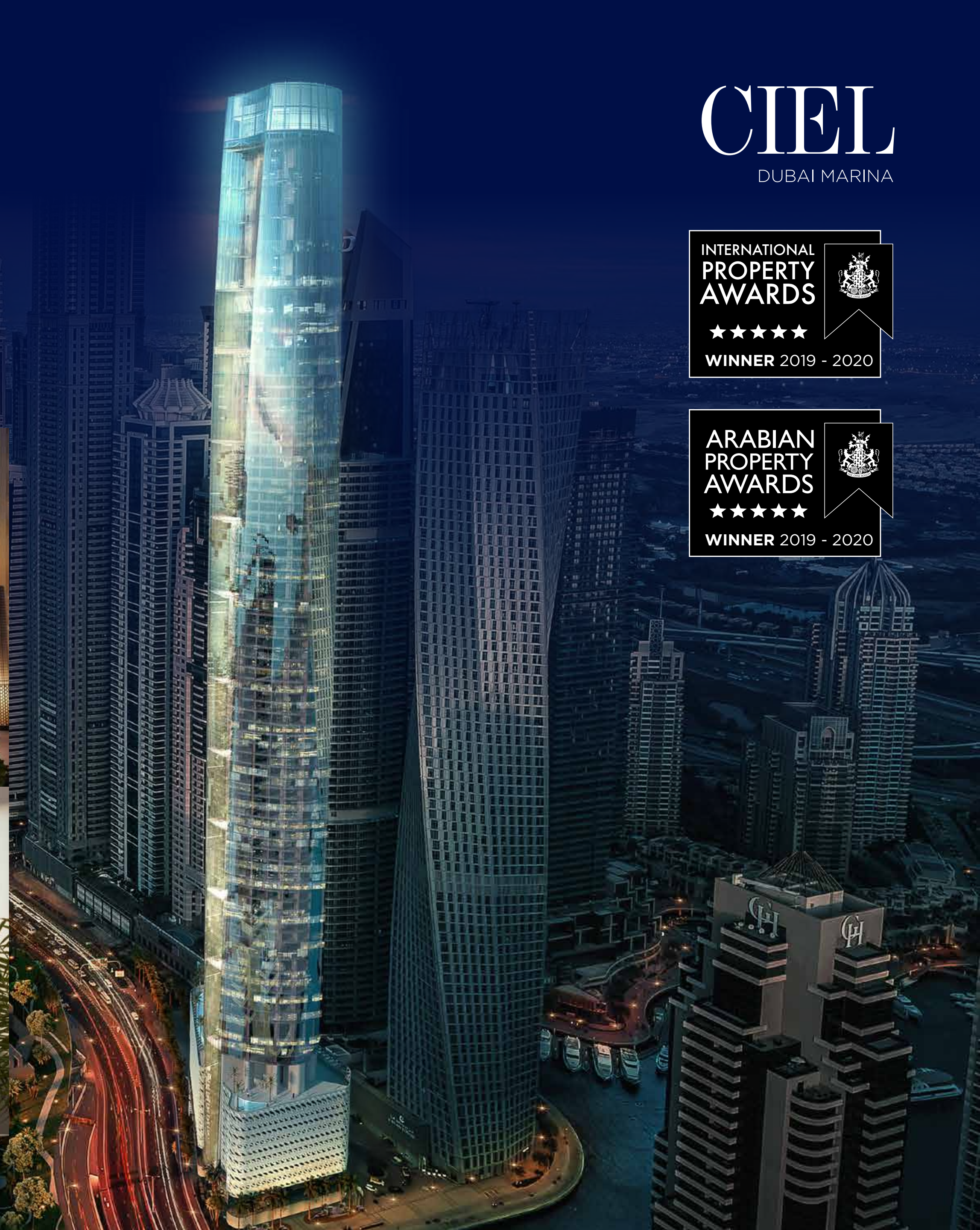
1,042
Suites

4

Restaurants signatures

Lauréat de plusieurs
prix including plus belle
architecture d'hôtel
international

Terrasse panoramique &
Piscine à débordement



50%
SUPERSTRUCTURE
TERMINÉE

CIEL
DUBAI MARINA



JUMEIRAH VILLAGE TRIANGLE

Centres commerciaux voisins

Al Khail Avenue
The Circle Mall

À 10 Minutes De

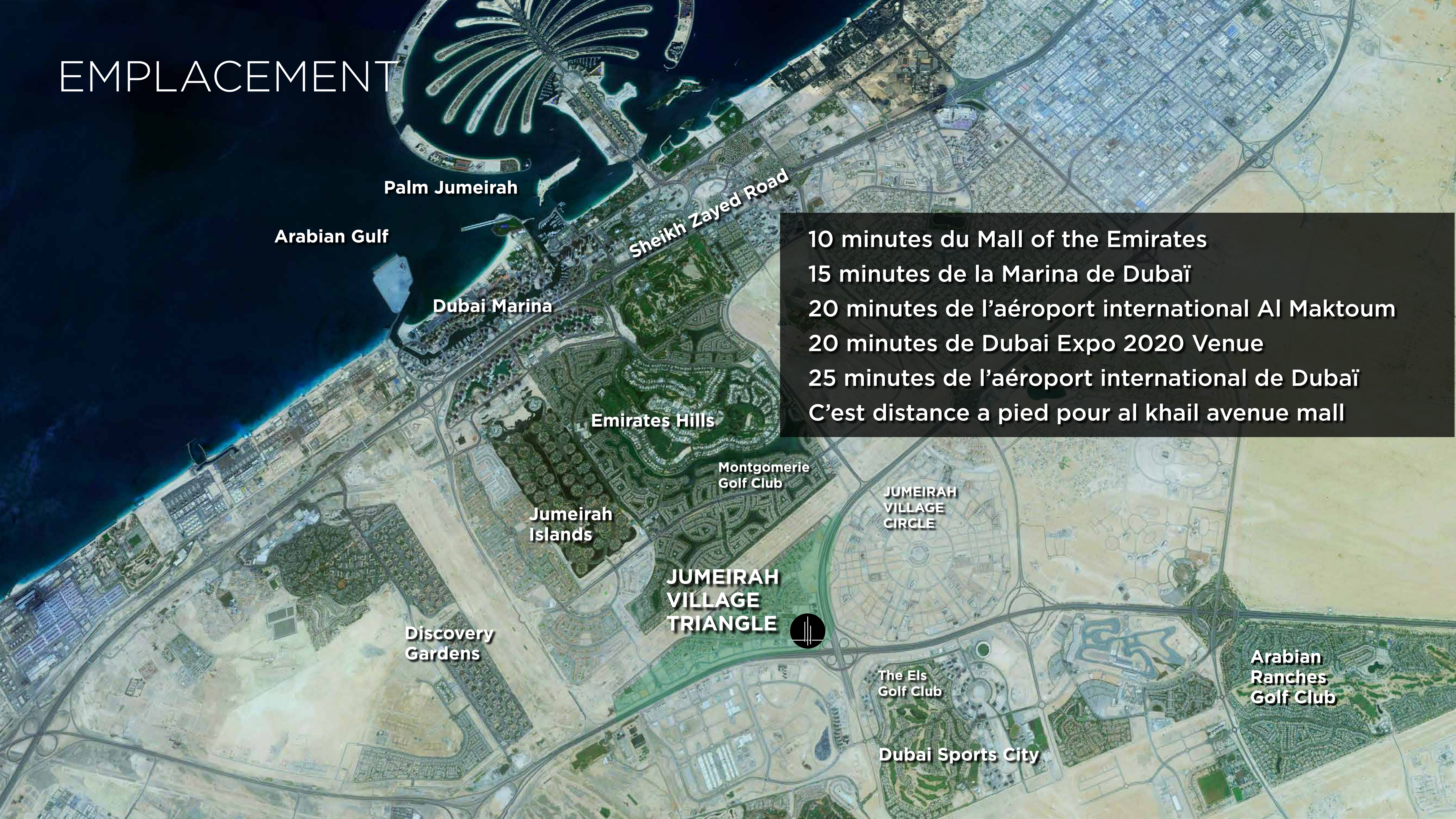
Autodrome de Dubaï
Dubai Sports City

À 20 Minutes De

Dubai World Central
Expo 2020 Venue
Dubai Marina & Palm Jumeirah



EMPLACEMENT



Palm Jumeirah

Arabian Gulf

Dubai Marina

Sheikh Zayed Road

Emirates Hills

Montgomerie
Golf Club

Jumeirah
Islands

JUMEIRAH
VILLAGE
CIRCLE

Discovery
Gardens

JUMEIRAH
VILLAGE
TRIANGLE

The Els
Golf Club

Dubai Sports City

Arabian
Ranches
Golf Club

10 minutes du Mall of the Emirates
15 minutes de la Marina de Dubaï
20 minutes de l'aéroport international Al Maktoum
20 minutes de Dubai Expo 2020 Venue
25 minutes de l'aéroport international de Dubaï
C'est distance a pied pour al khail avenue mall

THE ONE AT JVT

The One at Jumeirah Village Triangle est un hôtel 4 étoiles contemporain situé dans le quartier animé de Jumeirah Village. Cet hôtel primé compte 579 chambres et offre des équipements de premier choix, notamment un spa de classe mondiale, une magnifique piscine sur le toit et un centre de fitness entièrement équipé.

**Construction
Terminée**

S1 2023

Date d'ouverture
prévue

4 Étoiles
Hôtel

579
Suites & Chambres

33
Étages

2
Restaurants



THE ONE
AT JUMEIRAH VILLAGE TRIANGLE



THE ONE
AT JUMEIRAH VILLAGE TRIANGLE

AVANTAGES OFFERTS AUX **PROPRIÉTAIRES**

UN INVESTISSEMENT RENTABLE

Votre investissement vous offre des retours financiers lucratifs et l'opportunité de réaliser une plus-value.

SÉJOURS À DUBAÏ

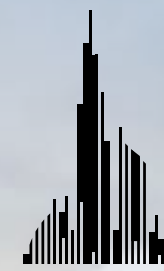
Profitez de 3 séjours luxueux à Dubaï grâce à votre adhésion au programme Dubai Lifestyle.

ACCÈS EXCLUSIF

Recevez le statut Gold des programmes Emirates Skywards et Jumeirah One, et beaucoup plus encore.

OWNER
RETURNS



 **DUBAI
LIFESTYLE**
ELITE MEMBERSHIP



EXCLUSIVE
PRIVILEGES



AVANTAGES OFFERTS AUX
PROPRIÉTAIRES

EXCLUSIVE
PRIVILEGES

**EMIRATES SKYWARDS
STATUT GOLD**



**CARTE
JUMEIRAH ONE**



**CADEAU
MONTBLANC**



**RÉCOMPENSES
FINANCIÈRES**



DUBAI LIFESTYLE INVESTMENT VISIT

Nous avons conçu une visite d'investissement spécialement pour les investisseurs avertis qui souhaitent explorer de première main notre portefeuille primé d'investissements dans les propriétés hôtelières et voir les avantages de posséder avec The First Group.

Votre visite d'investissements Dubai Lifestyle comprend :



ACCOMMODATION
A 4 STAR HOTEL



INTERNATIONAL
BREAKFASTS



AED 500 DINING
VOUCHERS



EXCLUSIVE AIRLINE
OFFER



UAE VISA
ARRANGEMENTS



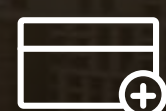
TRAVEL
CONCIERGE



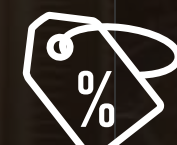
RETURN AIRPORT
TRANSFER



AIRPORT
WELCOME



HOTEL VIP
BENEFITS



FIRST TIME
INVESTOR DISCOUNT

25%

OFF AT ANY TFG
RESTAURANT
FOR ONE YEAR

25%

OFF ANY TFG
HOTEL
FOR ONE YEAR



Profitez d'une visite privée de Dubaï avec votre consultant en investissement TFG et recevez une réduction réservée aux membres sur votre premier investissement ainsi qu'un remboursement à 100% du coût de votre visite d'investissement

