

YOU ARE A GUIDE TO THE  
WORLD OF LUXURY

# ICONIC

Residential Tower In Dubai Internet City



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# ABOUT US

## WE CHANGE LIVES THROUGH OUR PROJECTS

MERED is an international real estate developer with its headquarters in Dubai. The company designs and develops innovative, high-end destinations that enrich people's lives.

MERED is more than just an ordinary luxury real estate developer.

It is a carefully curated team of industry experts, including designers, architects, engineers, contractors, artisans, and others. Their dedication lies in co-creating unique places that increase in value over time and become integral and enjoyable parts of people's lives.





# INTERNATIONAL EXPERIENCE

**36** projects in Eastern Europe and USA

**2.7** mln m<sup>2</sup> delivered over 21 years

**1.7** mln m<sup>2</sup> under design and construction





# PARTNERS



Since 1930, Pininfarina has had a global reputation as the Italian icon of style, recognized for its exceptional ability to create timeless masterpieces. Today's activities encompass car design, architecture and lifestyle product design as well as engineering services and niche production of exclusive high-quality cars.



Mirage is a highly-experienced international development management and multi-disciplinary consultant.



**STIRLING HOSPITALITY**  
ADVISORS

Hospitality Advisors is a hospitality asset management and advisory firm with a portfolio of more than 6 000 keys.



BBDO Worldwide is a full-service, global network with over 200 locations around the world, all focused on; The Work. The Work. The Work.







# ABOUT TOWER

Location:  
**Dubai Internet City**

Construction will start in **Q1 2024**

**310** apartment units

**1** penthouse

**2** premium units

**G+66** floors

**423** parking spaces

**15 000** sq.ft. retail space



**60** tower floors

**6** podium floors



# LOCATION



**2 MIN** to Dubai Internet City Metro Station

Direct access to Sheikh Zayed Road

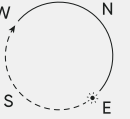
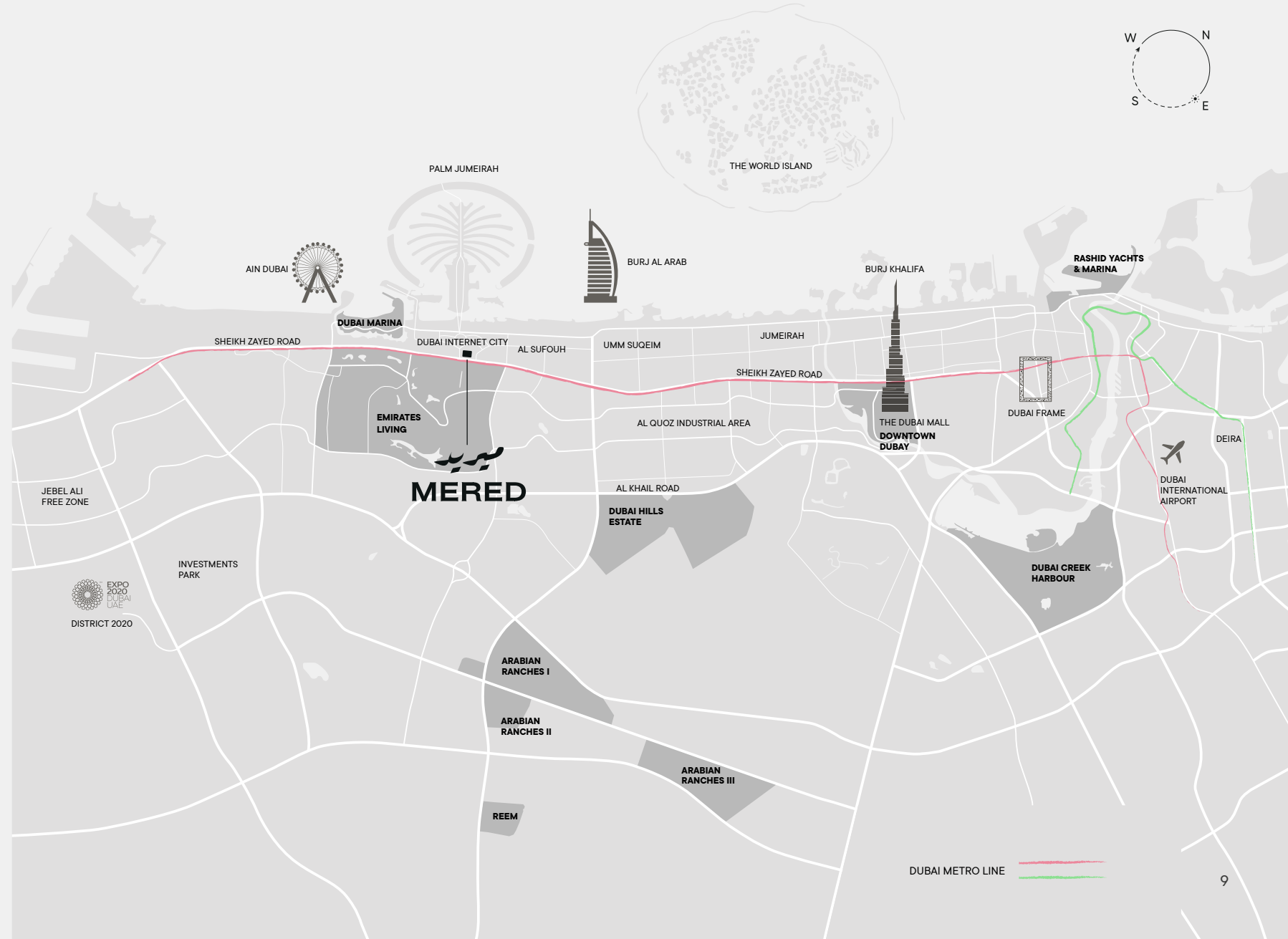


**5 MIN** to Palm Jumeirah

**10 MIN** to the Emirates Golf Club

**15 MIN** to JBR/Dubai Marina

**25 MIN** to Dubai Mall







# EVERYTHING FOR LIFE

## UNIVERSITIES

- 1 Abu Dhabi University — Dubai Campus
- 2 The University of Manchester Middle East Centre
- 3 Middlesex University Dubai
- 4 Murdoch University Dubai
- 5 University of Bradford Regional Hub, Dubai
- 6 University of Wollongong in Dubai
- 7 Heriot-Watt University Dubai
- 8 American University Dubai

## SCHOOLS

- 9 American School of Dubai
- 10 Dubai American Academy
- 11 GEMS Wellington International School
- 12 The International School of Choueifat
- 13 iCademy Middle East
- 14 U21 Global School for Global Leaders

## HOSPITALS

- 15 Saudi German Hospital
- 16 Al Zahra Hospital Dubai
- 17 MBF Health Square
- 18 German Clinic 2 DMCC

## SHOPPING

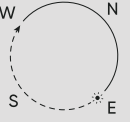
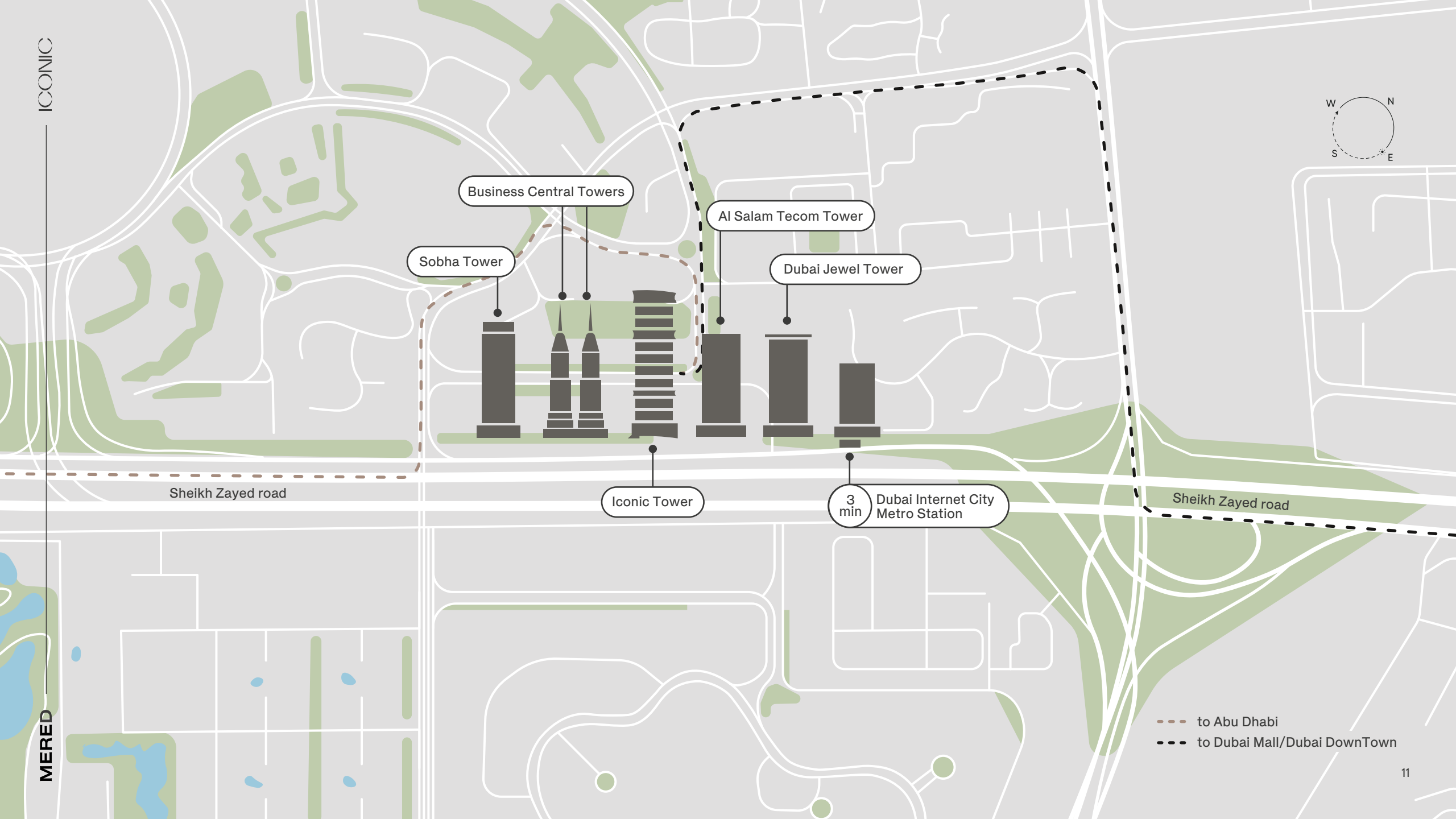
- 19 Nakheel Mall
- 20 Mall of the Emirates
- 21 Mina A Salam Madinat Jumeirah
- 22 Dubai Marina Mall

## LEISURE

- 23 Aquaventure Waterpark
- 24 Bluewaters
- 25 Sky dive Dubai
- 26 Dubai Harbour
- 27 Pier 7
- 28 Media City Park
- 29 Topgolf Dubai
- 30 Jebel Ali Racecourse

## BEACH

- 31 Palm West Beach
- 32 Private Beach
- 33 JBR Beach
- 34 Marina Beach



--- to Abu Dhabi  
--- to Dubai Mall/Dubai DownTown



## DESIGN BY PININFARINA: THE INTERNATIONALLY-RENOVED DESIGN SIGNATURE, SYMBOL OF ITALIAN STYLE IN THE WORLD

World famous premium and aspirational brand, Pininfarina is the emblem of Italian design since 1930. The symbol of a sophisticated lifestyle and vision, able to conjugate innovative experiences, performance, emotions and aesthetic excellence.

With the start in the automotive world over 90 years ago, designing some of the world's legendary cars, Pininfarina has evolved through

the years into a sought-after architecture and lifestyle design house. Today, it stands as a global standard-bearer of Italian design aesthetics.

In partnership with Pininfarina we aim to create an unprecedented project that harmoniously merges beauty and technology to make an impact in the growing cosmopolitan hub of Dubai.

B95  
AUTOMOBILI  
PININFARINA



BATTISTA  
AUTOMOBILI  
PININFARINA





TORRE CARRA  
BY PININFARINA

# ARCHITECTURE

## PARTNERSHIP OF CREATIVITY AND INNOVATION

Pininfarina manages to achieve the perfect balance between its heritage and an innate quest for innovation, especially when it comes to branded residences, for which Pininfarina is the leading brand in Italy in terms of the number of projects. The result of these attributes offers stylish and

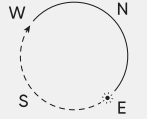
future-oriented residential spaces, where beauty acquires the softer and broader meaning of physical and mental well-being, and where technology integrates perfectly with the environment to take care of people.

### AWARDS

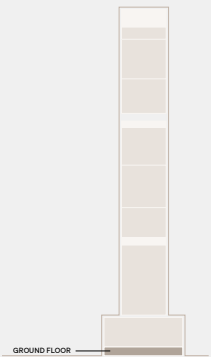




# LOBBY

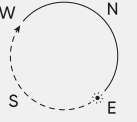
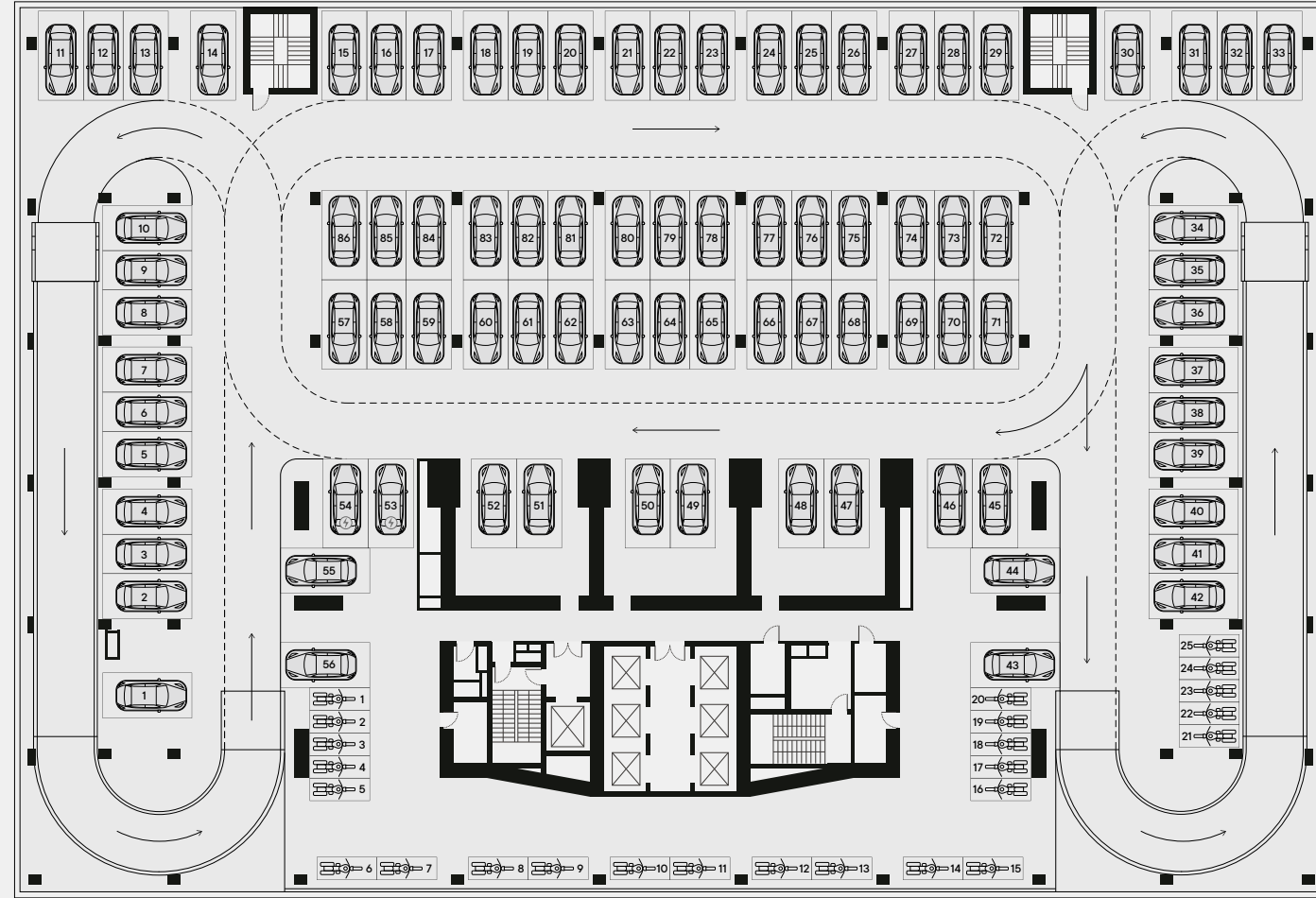
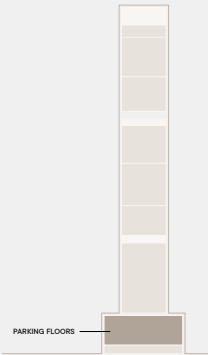


- 1 Restaurant
- 2 Central lobby
- 3 Secondary lobby
- 4 Caffe
- 5 Pininfarina pop-up store
- 6 - 11 Retail

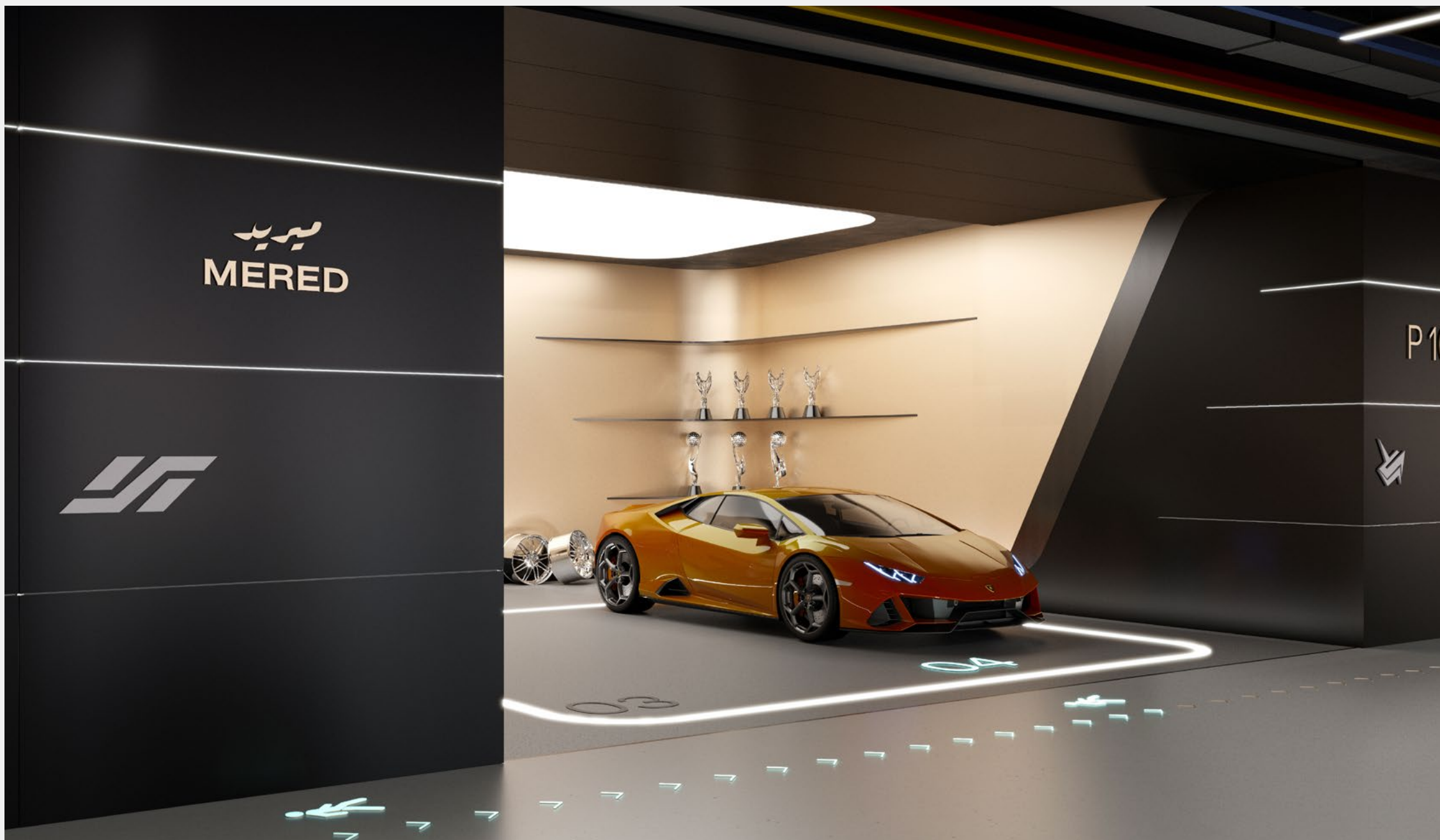




# PARKING











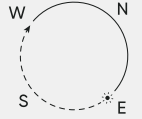
# AMENITIES

The amenities in the Tower provide everything you need to design a perfect day. An azure infinity pool overlooks the sea, while a series of lounges, barbecue areas and outdoor terraces create space for every special moment. Carefully designed yoga practice areas, a spacious equipped gym, jacuzzi, sauna and steam baths, and a private cinema — these thoughtful touches provide residents with an oasis on their doorstep where they can relax.



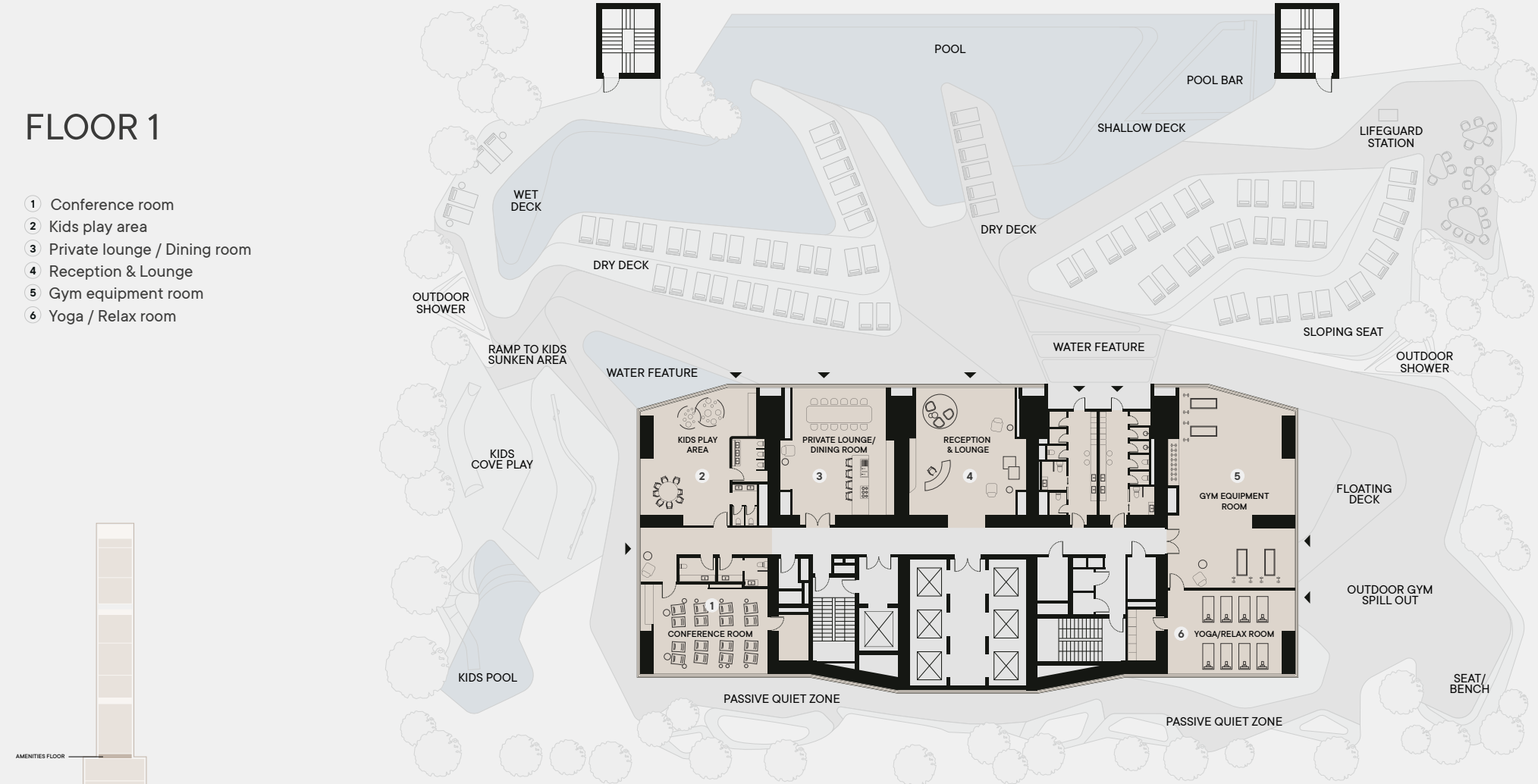


# AMENITIES

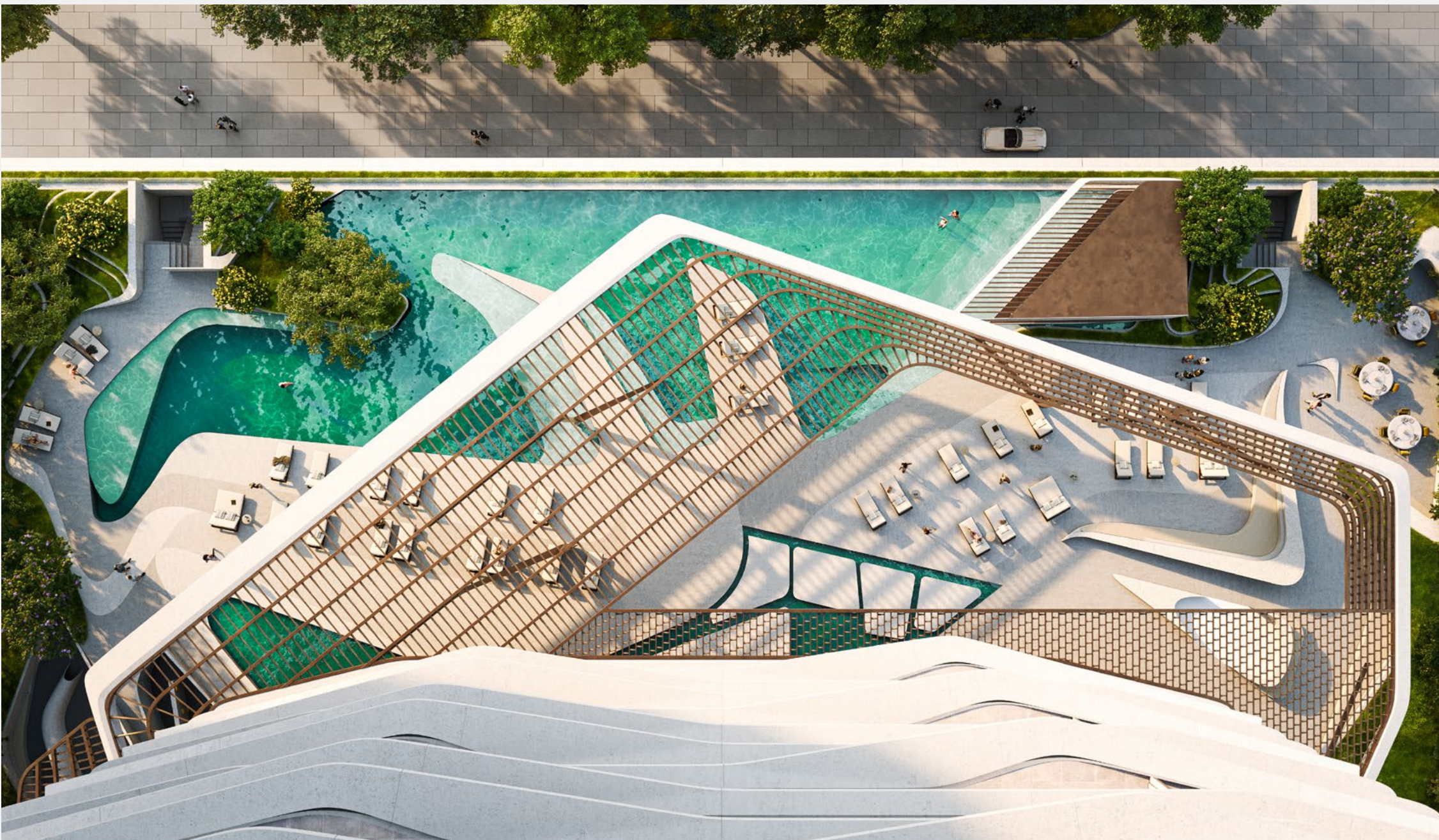


## FLOOR 1

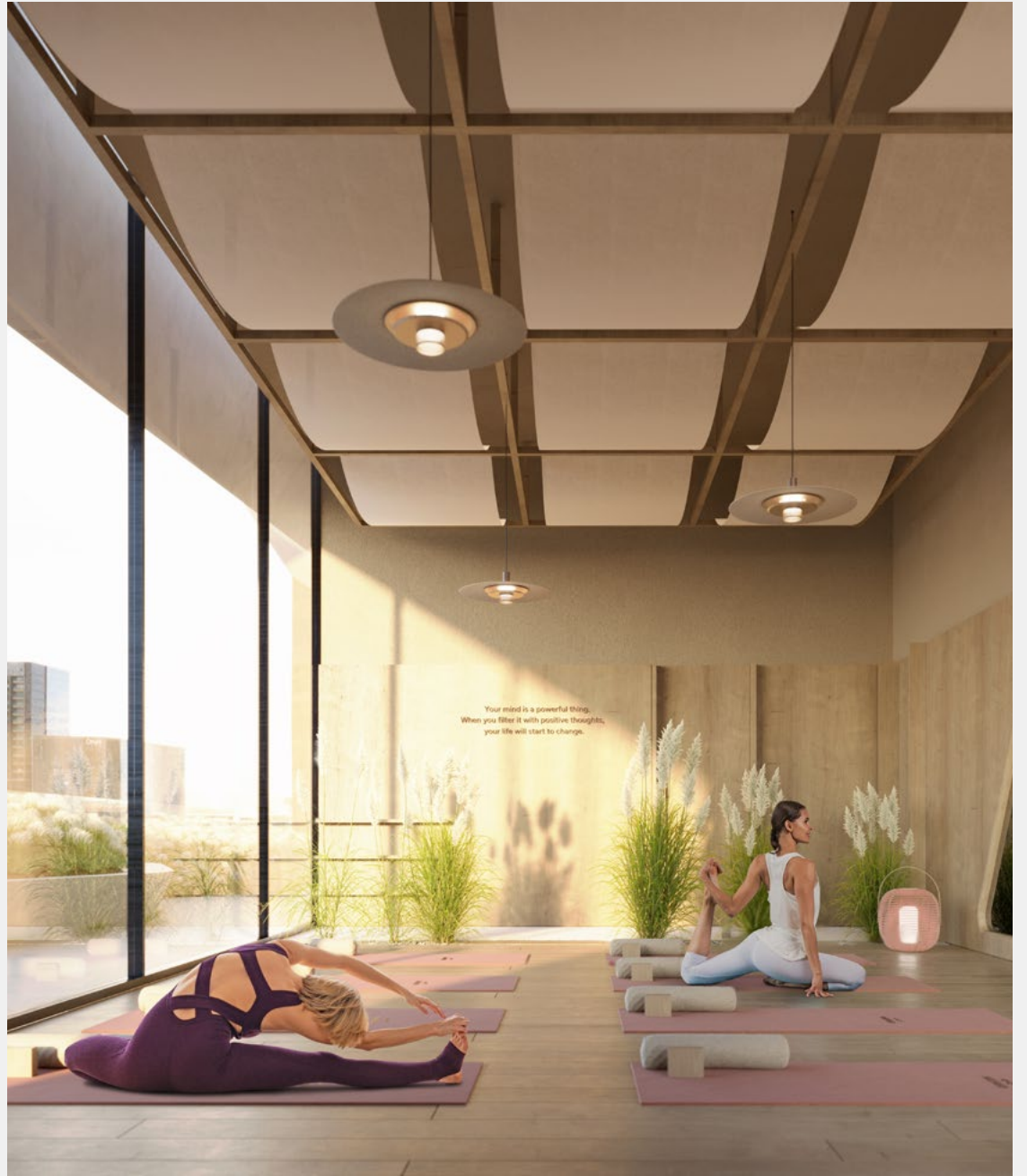
- ① Conference room
- ② Kids play area
- ③ Private lounge / Dining room
- ④ Reception & Lounge
- ⑤ Gym equipment room
- ⑥ Yoga / Relax room





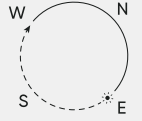






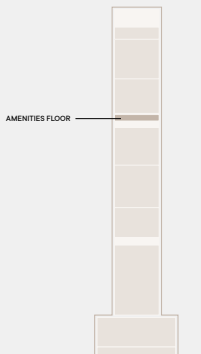
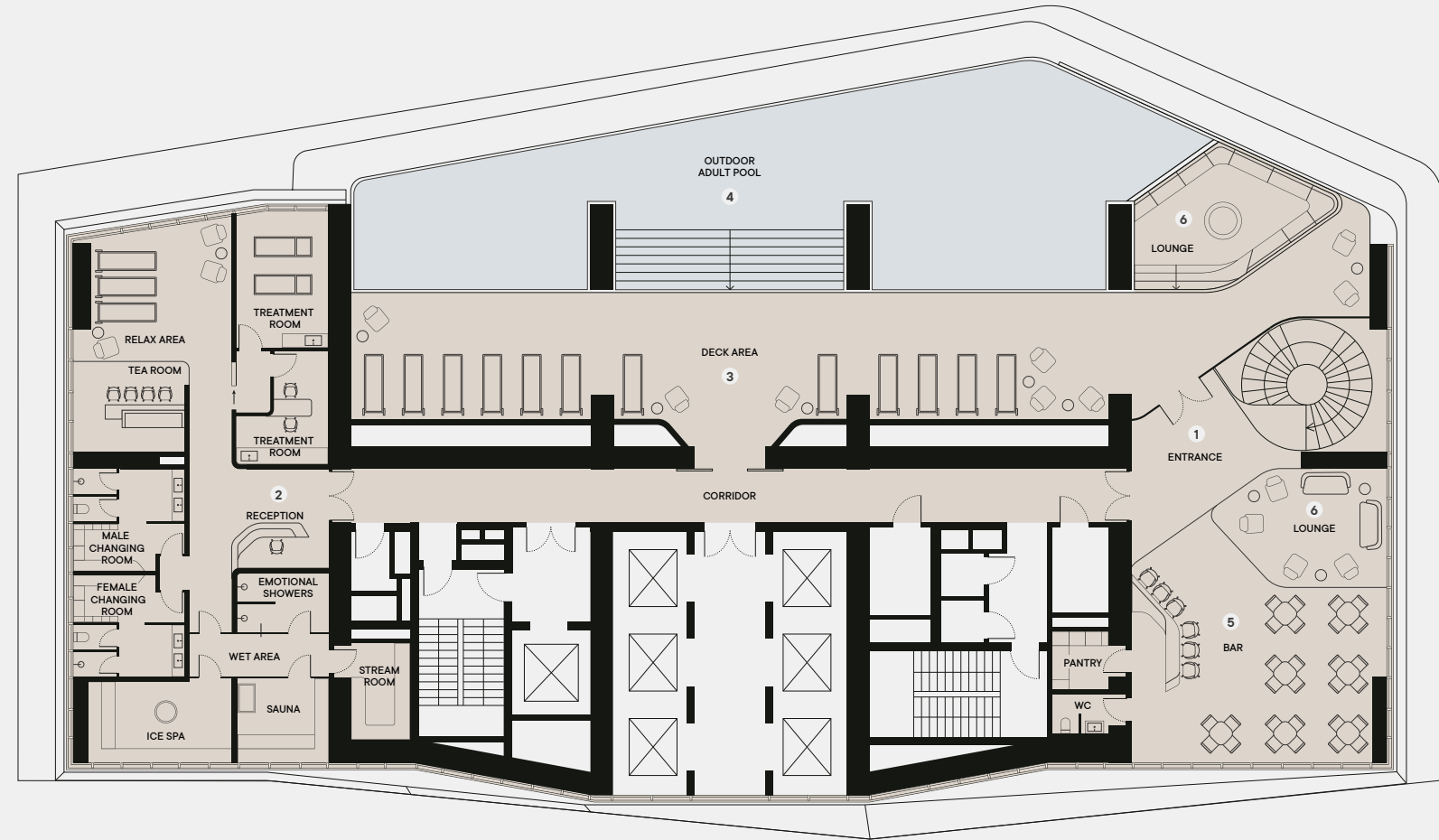


# AMENITIES



## FLOOR 40

- ① Entrance
- ② Spa
- ③ Deck area
- ④ Outdoor adult pool
- ⑤ Bar
- ⑥ Lounge







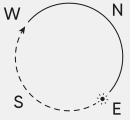




# RESIDENTIAL FLOORS

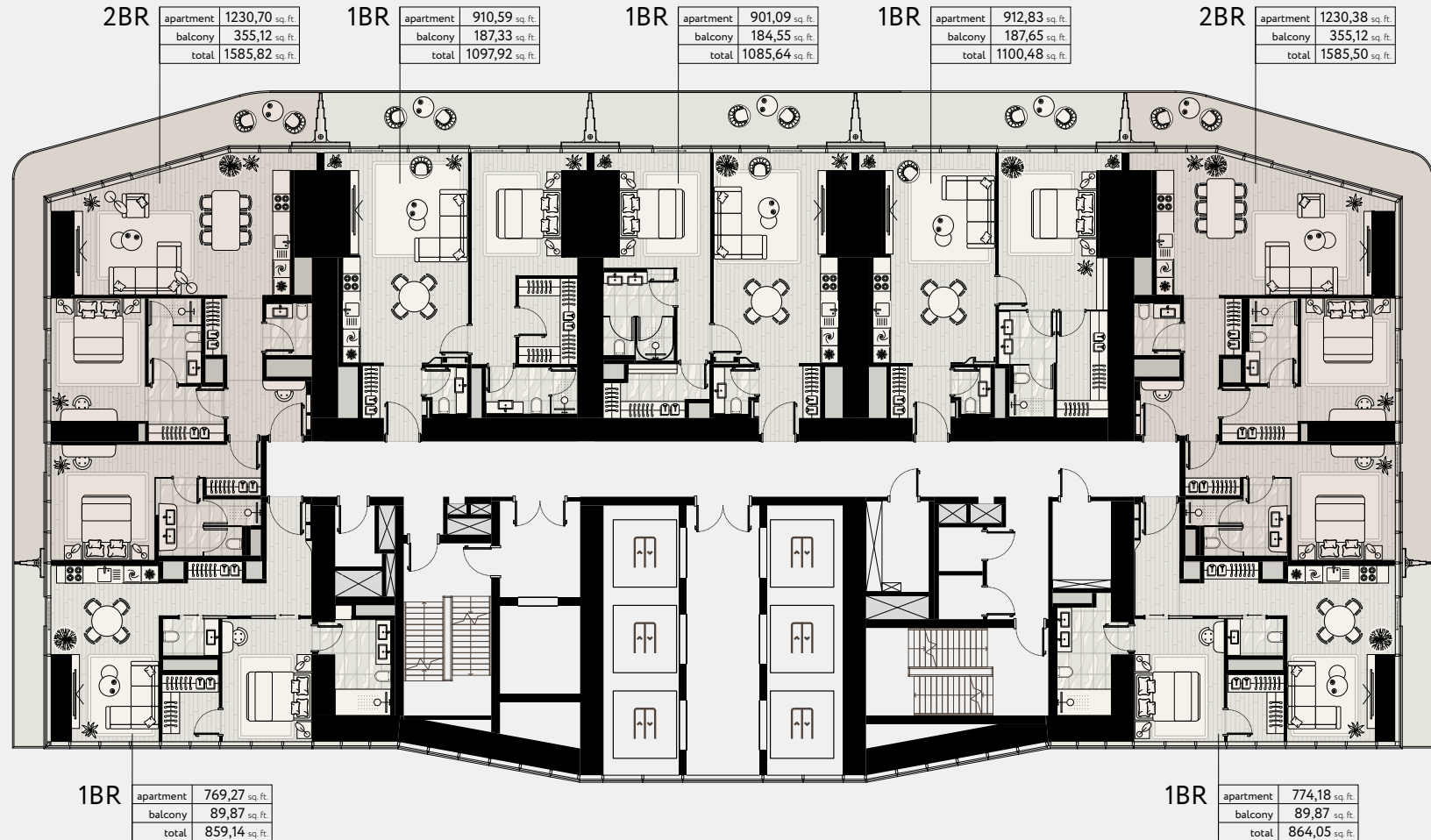
TIER 1 — TYPE A  
FLOOR 2

PALM JUMEIRAH



DUBAI MARINA  
BLUEWATERS ISLAND

BURJ AL ARAB  
BURJ KHALIFA

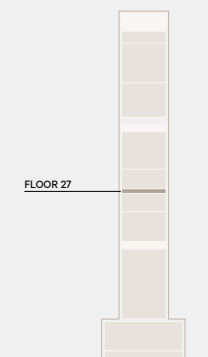


FLOOR 2

SHEIKH ZAYED ROAD

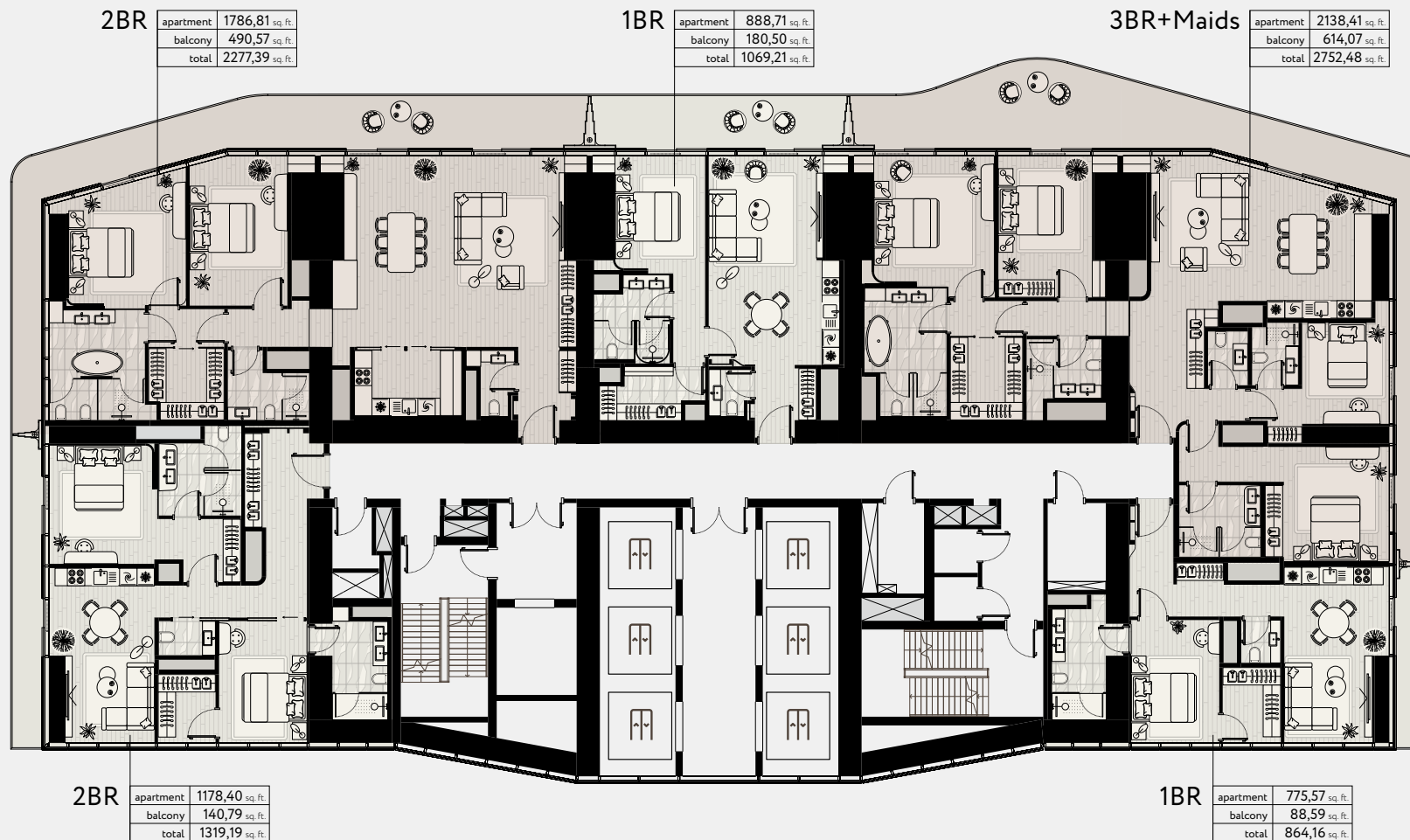
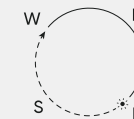
# RESIDENTIAL FLOORS

TIER 2.2 — TYPE C  
FLOOR 27



DUBAI MARINA  
BLUEWATERS ISLAND

PALM JUMEIRAH



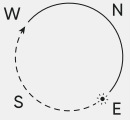
BURJ AL ARAB  
BURJ KHALIFA

SHEIKH ZAYED ROAD

# RESIDENTIAL FLOORS

TIER 2.3 — TYPE B  
FLOORS 33-36, 38-39

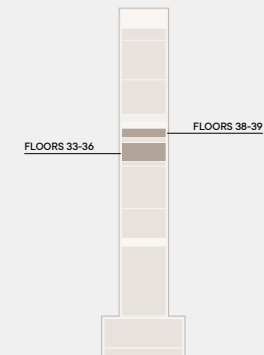
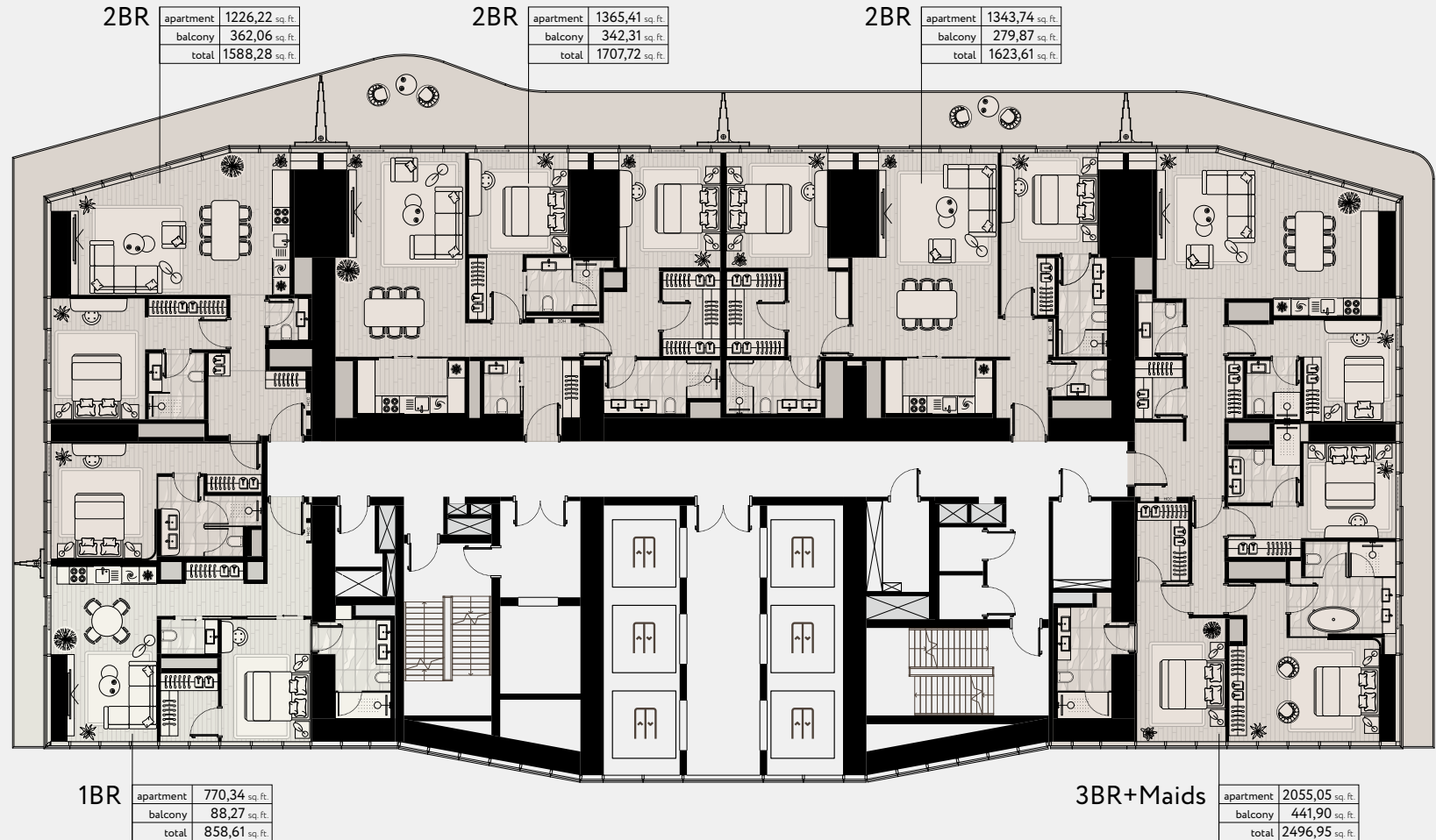
PALM JUMEIRAH



DUBAI MARINA  
BLUEWATERS ISLAND

BURJ AL ARAB  
BURJ KHALIFA

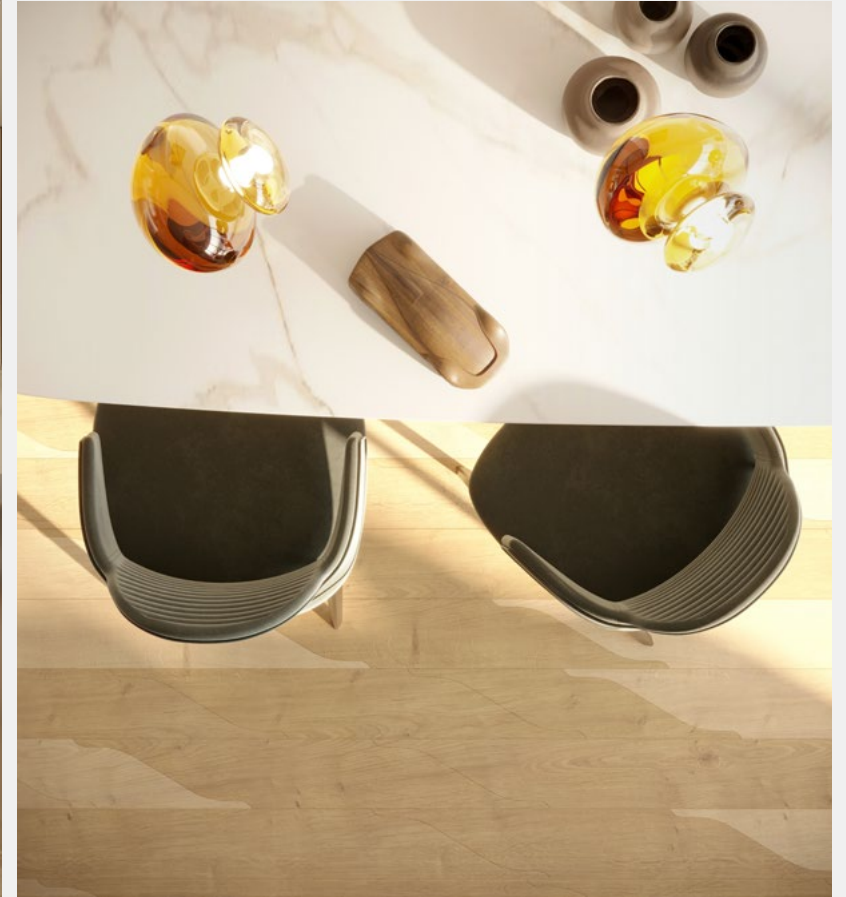
SHEIKH ZAYED ROAD





# PREMIUM FINISHING













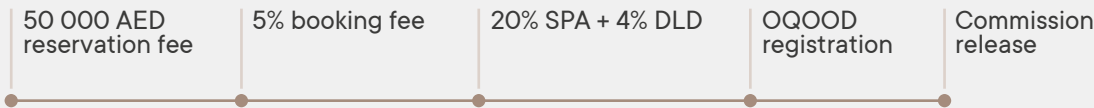
# SPECTACULAR VIEWS



# PAYMENT PLAN

Percentage (%)	Payment Date
5%	EOI / Booking Deposit
20%	SPA Agreement date
5%	Within 6 months SPA Agreement date
5%	Within 12 months SPA Agreement date
5%	Within 18 months SPA Agreement date
5%	Within 24 months SPA Agreement date
5%	Within 30 months SPA Agreement date
50%	Handover

## BUYING PROCESS:





# BROKER'S PORTAL

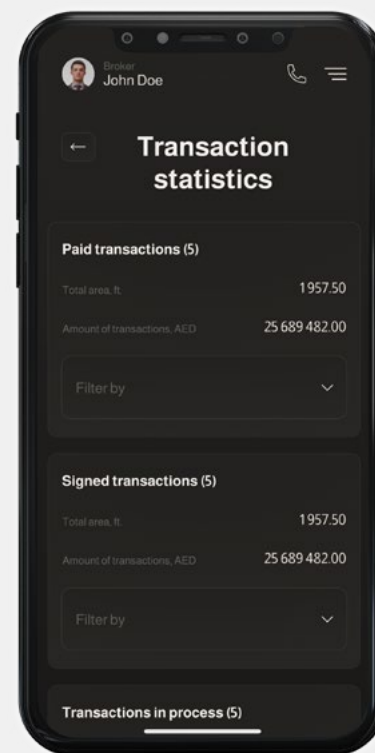
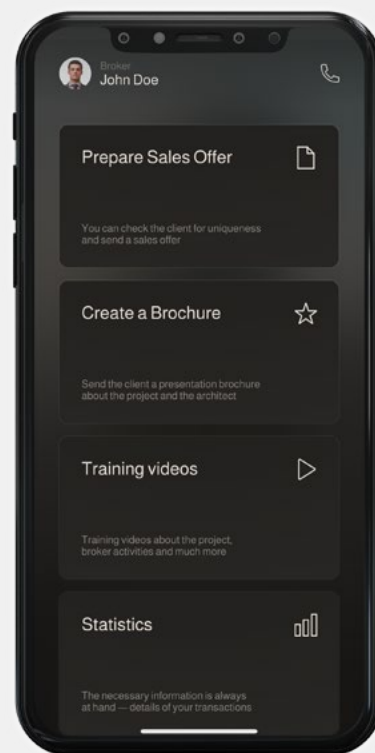
Full cycle of buying apartment in one place

Online payment and financial control

Personalized notifications

Interaction with the developer

Secured storage for documents



# CLIENT'S PORTAL

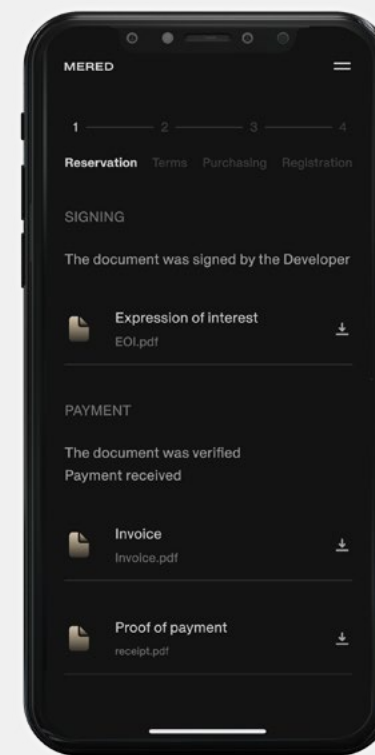
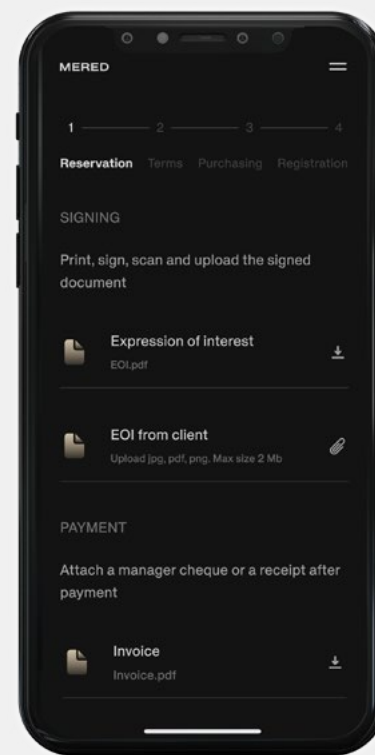
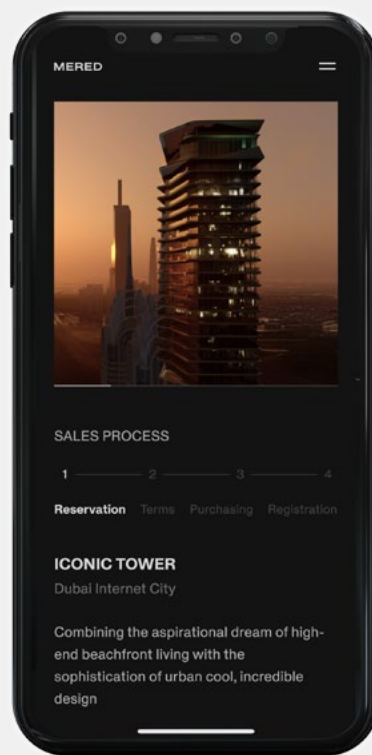
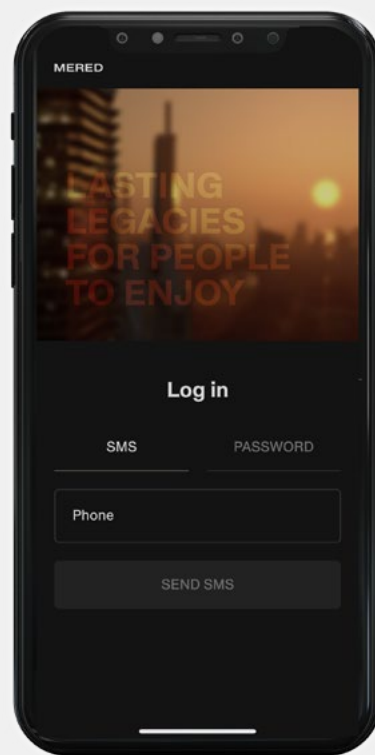
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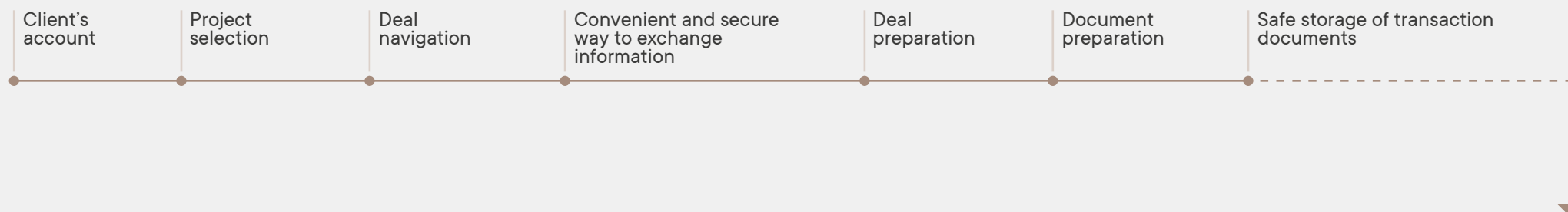
Interaction with the developer

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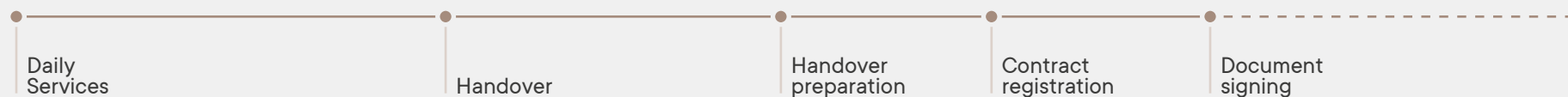


# MERED'S SERVICE ECOSYSTEM BASED ON APPLICATION

## CLIENT



## OWNER







# CONTACTS

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AL SALAM TECOM TOWER


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# THANKS FOR WATCHING


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