



**OMNIYAT<sup>®</sup>**  
PRESENTS AN  
EXCLUSIVE  
ADDRESS FOR  
BUSINESS AT THE  
BURJ DISTRICT  
**THE BINARY**





THE BINARY  
BY OMNIYAT

## BUILT FOR BUSINESS

The Binary is located just off Dubai's commercial corridor; Sheikh Zayed Road, in the heart of Business Bay, or what is now called the Burj District - the region's business capital, easily accessible by road and rail.

Fringed by the Burj Dubai development, The Binary has prestigious neighbours including the Dubai International Financial Centre, World Trade & Convention Centre and Emirates Towers.

STATEMENT OF GENERAL POLICY

This report and the particulars contained herein do not form part of any contract.

# DUBAI MAKES BUSINESS SENSE

Dubai has emerged as a leading international commercial hub and world-class business environment. It has now become the primary center for business in the Middle East, providing investors with a unique and comprehensive value-added platform. Dubai provides for very powerful destination drivers such as no corporate or personal income taxes, competitive financing costs, high levels of liquidity, no foreign exchange controls, and no trade barriers.

Now, Dubai with its highly developed economy attracts talent from across the globe. The overall growth supported by this multinational union of human resources, establishes Dubai as an attractive investment proposition for the insightful.

The new developments underway include luxury residential developments, state-of-the-art commercial facilities, world-class hotels, shopping malls and outstanding leisure and sports facilities, will meet the increasing demand for infrastructure and facilities needed by this burgeoning city.

Connect to

**ONETHIRD**  
of the world's population

Access over

**2 BILLION**  
**PEOPLE**  
within a 4-6 hour flight path

A destination for over

**41 MILLION**  
visitors annually

A melting pot for over

**200** nationalities



# A STRATEGIC LOCATION

The Binary is located within the Business Bay / Burj District, designed to be the new centre of Dubai's commercial district. Business Bay consists of a selection of high and low-rise freehold buildings, catering to offices as well as freehold residential property.

Located a short distance from Dubai's arterial highways and the Emirate's two international airports, the district is in sight of the Creek, Dubai's historic trading epicentre, the Burj Khalifa, the world's tallest building, and Dubai Mall, the world's largest shopping and leisure destination, which welcomed 65 million visitors in 2012 - more than the number of people who visited New York.

With a population of over 300,000, the area is a prime hub for residential living, international and local businesses, financial institutions, retail and hospitality.



# DEVELOPMENT SUMMARY

## FORMAL ADDRESS

Plot BB.A03.050, Business Bay, Dubai, UAE

## LOCATION

Binary is centrally located off Dubai's commercial corridor; Sheikh Zayed Road. Minutes from Emirates Towers and DIFC.

## THE BUILDING

- 3 basement levels, ground floor and 4 podiums provide 1223 car parking spaces
- 24 floors of quality office space
- Retail amenities at ground floor

## ZONING

Mixed Use (Commercial / Retail) controlled by Dubai Technology Media Free Zone Authority.

## FLOOR AREAS

486,038 square feet (gross floor area) offered to the market in multiples of office units starting from around 1000 square feet.

## CAR PARKING

1,223 spaces over 3B + G + 4P

## TENANCY

Vacant possession. Omniyat will be offering exclusive leasing, property management, fit out and re-sale opportunities to investors.

## METHOD OF SALE

Freehold, in multiples of office units and half floors.



# WORK IN PROGRESS



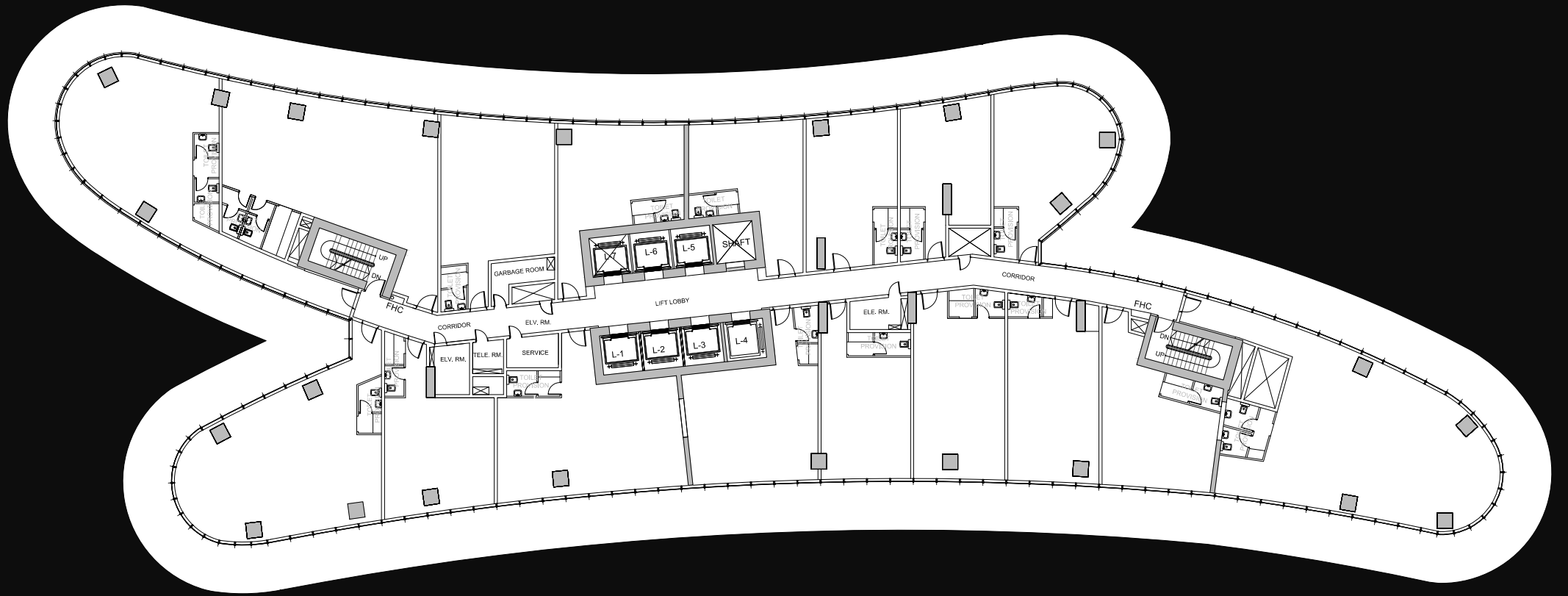
## PAYMENT PLAN

Milestone	Payment %	Total Payment %
Deposit to be Paid at Signing of Reservation Contract	30%	30%
Office Level 10 Tower Slab Concrete Substantially Poured	10%	40%
Office Level 15 Tower Slab Concrete Substantially Poured	10%	50%
Office Level 20 Tower Slab Concrete Substantially Poured	15%	65%
Tower Roof Slab Concrete Substantially Poured	15%	85%
Handover of Unit, Ready for Fit Out	20%	100%
Anticipated Completion Date - Quarter 4, 2014		

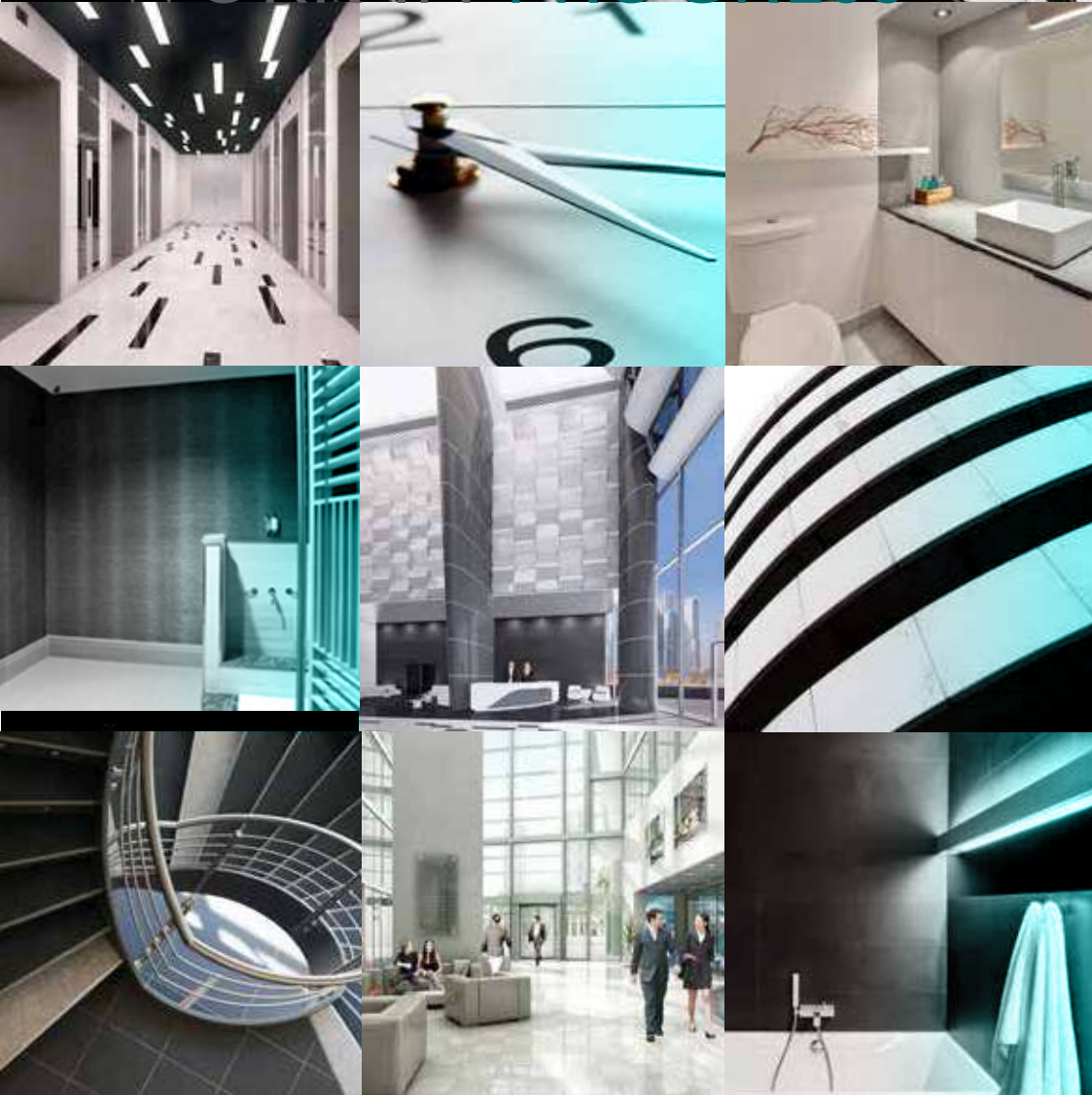


The payment schedule above is subject to change without prior notice.

# FLOOR PLAN



# WORK IN PROGRESS



# WORKSPACES BY THE BINARY

The Binary is comprised of connected 21-storey and 24-storey towers with unique and inspiring amenities. Designed by Dubarch for optimum efficiency, the exterior façade, inspired by the binary code is a striking blend of steel and glass. Taking advantage of the excellent location, the bi-tower structure maximizes the waterside view.

## SHELL & CORE

The units will be sold “shell & core”, offering tenants and investors the ability to purchase office units from 1000 square feet up to whole floors of 8000 square feet. The project is comprised of dual 21-storey and 24-storey towers with unique and inspiring amenities.

## INTERIORS

The interiors of The Binary compliment the contemporary exterior with an awe inspiring 4-storey lobby, bustling public areas, private alcoves and state-of-the-art offices. Public areas will be completed and finished with high quality materials and completed with state-of-the-art lighting systems.

## AMENITIES

It is intended for the Binary to have a number of amenities, set between an extensive landscaped area. These features will be complemented by top quality restaurants and retail units located on the podium deck and the promenade.



# MANAGING YOUR ASSETS

Our services combine our wealth of experience with the strength of our strategic estate assets. Omniyat Property Services offers key functions and services that are essential to the ongoing management of your asset so they will add considerable value, and sustainability, to your investment. These include property management, leasing, turnkey fit out, sales brokerage and value add services.

## **PROPERTY MANAGEMENT**

Our property management team brings new thinking and, through extensive research and sound market knowledge, offers you a stress-free and wholly transparent package to make your property work for you.

## **COMMERCIAL LEASING**

Omniyat Property Services provides a wealth of in-depth knowledge of the local market, and provides you with exclusive access to top quality information. Our unique marketing tools, campaigns and strategies ensure that your investment will be promoted professionally. We provide you with regular updates on the progress of your investment.

## **RESIDENTIAL LEASING**

We put our exceptional resources and high standards to work for you. Experience first-hand what it means to get personalized, dedicated service from management professionals who adhere to complete transparency. With your best interests at heart, the team promises satisfactory procedures and use unrivalled, leading-edge, management tools to safeguard your investment.



### TURN KEY FIT-OUT SERVICE

Omniyat Property Services makes this task easy for you by providing the finest project managers, architects, designers and contractors. We have already developed world-class interiors with a host of leading companies, which means you can take advantage of existing designs, save time and money while only having to deal with one contact, a highly regarded member of the Omniyat Property Services team.

### SALES BROKERAGE

To streamline the sale of your property and for your added convenience, our sales brokers work with numerous local and international real estate companies and focus on results.

### VALUE ADD SERVICES

What makes Omniyat Property Services stand out from the crowd is our unsurpassed range of value-added services. From third party negotiations to portfolio expansion and management, you can rest assured that your asset is not only in safe hands, but is also working for you 24 hours a day, 365 days of the year.





OMNIYAT®

## WE INNOVATE, INTELLIGENTLY

Omnijat is a premium real estate development company devoted to redefining innovation. Established in 2005 and headquartered in Dubai, UAE, it is considered as the most innovative and premium development brand in the region, conceptualizing and creating real estate assets with a combined gross realization of over AED 6 Billion. Omnijat undertakes investment, development and asset management across a broad spectrum of assets, providing sustained value and tangible benefits to all stakeholders.

Omnijat's international and multi-disciplinary team is the best in the industry and they work with the world's best known architects, specialty consultants and contractors to deliver large scale, iconic properties.

OMNIYAT<sup>®</sup>

INTELLIGENT  
*innovations in*  
REAL ESTATE

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Invest | Develop | Manage

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