

EMAAR

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EMAAR SQUARE



A nighttime aerial view of Istanbul, Turkey, featuring the Bosphorus Bridge and the city skyline. The bridge's towers are illuminated in red, and the city lights are visible in the background. A white brushstroke graphic is centered over the image, containing the text "TURKEY OVERVIEW".

TURKEY OVERVIEW

TURKEY OVERVIEW - TOURISM



KEY TOURISM MARKET

TURKEY

Drive visits and new visits from Istanbul and entire country
Luxury Seekers, Families, Middle-High Class Shop Mix, Fashion,
Entertainment, Celebrity, Experience, Food

GCC

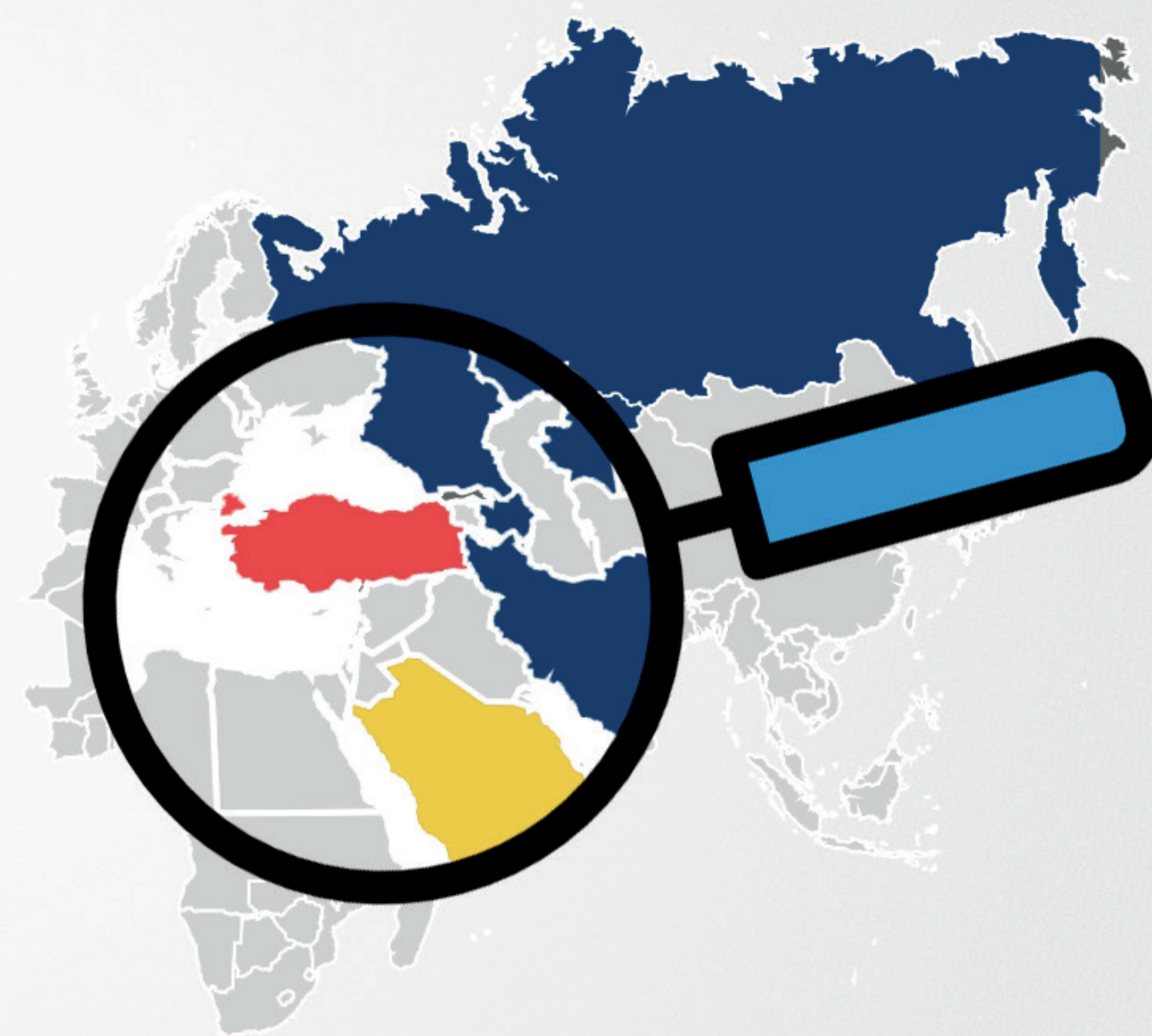
UAE, Saudi Arabia, Oman, Kuwait, Luxury Seekers, Families,
Health Tourism, Shop Mix, Fashion, Food, Entertainment,
The Address Hotel

EUROPE

UK, Germany, Netherlands, Tourism, Families,
Health Tourism, Entertainment, Food, Experience, Shop Mix

OTHER KEY MARKETS

Iran, Azerbaijan, Kazakhstan, Russia, Health Tourism, Fashion
Luxury Seekers, Shop Mix, Food, Entertainment



ISTANBUL'S RISING STAR on the ASIAN SIDE



▶▶ Istanbul's GDP From Asian Side ▶▶ **43%**

▶▶ Offices Located in the Asian Side ▶▶ **48%**

▶▶ Asian Side Population ▶▶ **6.5M**

CATCHMENT AREA



ÇAMLICA DISTRICT on the ASIAN SIDE

Welcomes **3 Main** Neighborhoods
1.8M Clients in 15 Min Drive



Ataşehir

Distinguished as Luxury Residential Area

The Most Preferred Living Area is Anatolian Side



Kadıköy

Uplifted Social Economic Profile



Ümraniye

Emerging Residential and Office Market



Relocation of the Head Quarters of Finance

Central Bank, Ziraat Bank, Vakıf Bank and Halk Bank Have Started to Operate

Estimate to Generate 90,000 Footfall Per Day

Transportation >>



Opened in 2016
EuroAsia Tunnel
Connects Two Continents in 15 Minutes



Metro Lines
Connects Suburban Luxury Neighborhoods in Anatolian Side

EMAAR SQUARE ISTANBUL



EMAAR SQUARE ISTANBUL



Emaar Square

is Developed on
7 hectare in Çamlıca
2.3 Billion USD
investment



Emaar Square Mall

150.000 Sqm GLA
5 Floors



THE ADDRESS
RESIDENCE

I S T A N B U L

Five - Star Luxury

The Address Hotel



Over
1.000 Luxury
Residential Units



Office Space
47k Sqm GLA
28 Floors



2 Million
visitors
Visitors YTD June

3 RESIDENCE TYPES LUXURY LIVING in ISTANBUL

Emaar Square Invites
You to Share a Privileged Life
With 3 Residence Types Created For
Different Lifestyles

- ▶▶ Residences
- ▶▶ Heights
- ▶▶ The Address Residences



EMAAR SQUARE RESIDENCES

Emaar Square Residences



EMAAR SQUARE RESIDENCES LIFE MEETS STYLE



Traditional & Welcoming,
Unfurnished Designed Life Style Residences,
Mix of Classical Style Meets the
Feel of Luxury and Comfort

OVERVIEW

- 3 blocks
- Total 420 units with french balcony

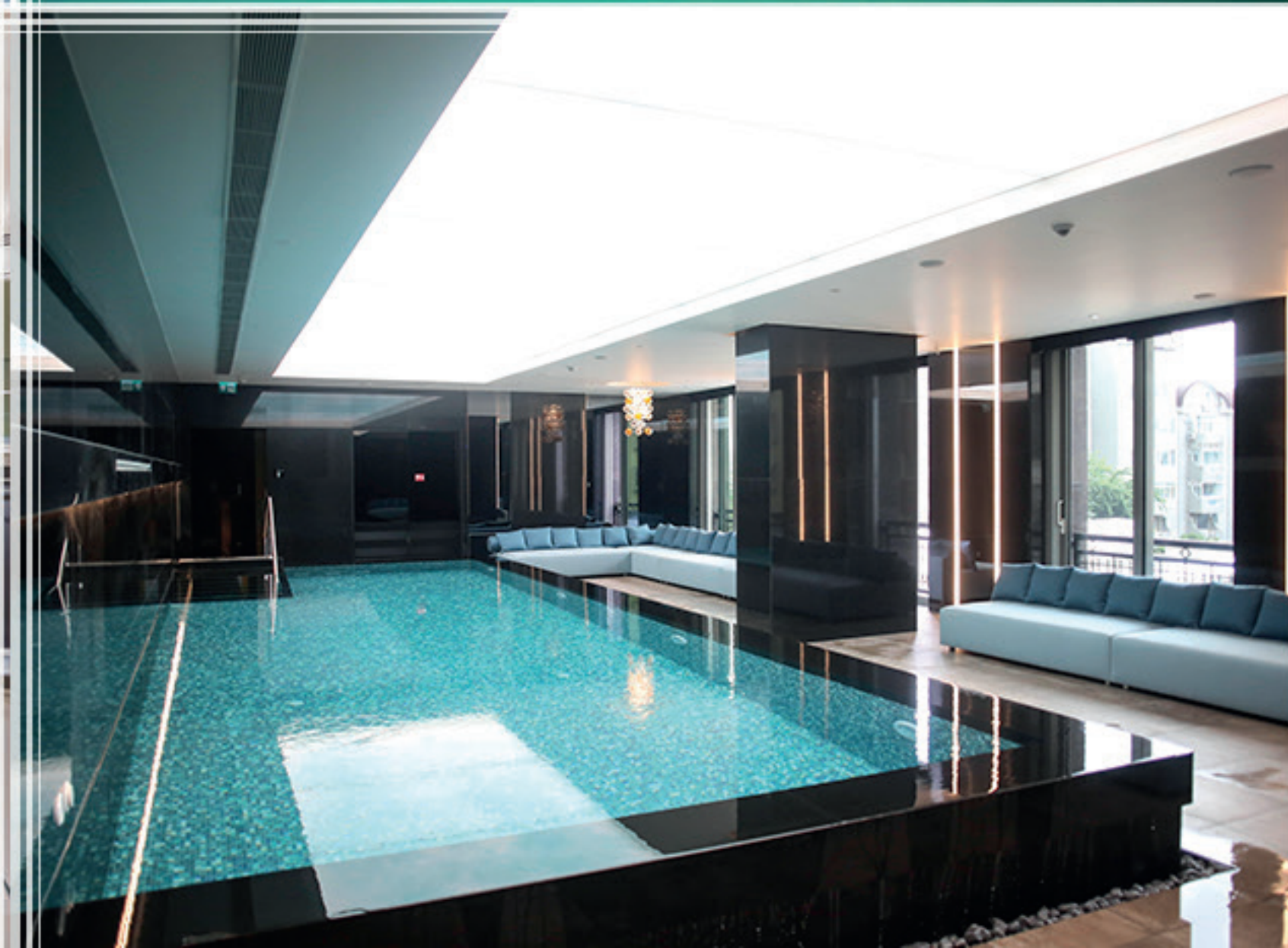
THE TEAM

Developer: Emaar Properties PSJC
Architect: KTZZGY, USA

RESIDENTIAL FEATURES

- 3m net ceilings in all rooms
- Entrance lobby and lounge
- Reception and concierge
- Outdoor & indoor swimming pools
- In-door parking area
- Kids Club
- Club house
- TV and game areas
- Fitness studios & gym
- Storage areas for each unit
- Security
- Direct connection to the Emaar Square Mall

EMAAR SQUARE RESIDENCES



An aerial view of a city at sunset, with a warm orange and red glow. Two prominent skyscrapers are visible, both with 'EMAAR' written on their upper sections. The skyscraper on the left is taller and has a more complex facade. The skyscraper on the right is shorter and has a simpler facade. In the foreground, there are several smaller residential buildings with balconies. The background shows a dense urban landscape with many other buildings.

HEIGHTS

OFFICE

RESIDENCES

HEIGHTS COOL MEETS COSMOPOLITAN



Heights

Contemporary / Metropolitan Architecture and High-Quality Residences. Residences Equipped with the Latest Technology, Unfurnished Modern Design

OVERVIEW

- 1 block with 35 floors
- Total 333 units
- From studio to penthouses

THE TEAM

Developer: Emaar Properties PSJC
Architect: IKI Design Group, Turkey

RESIDENTIAL FEATURES

- Entrance lobby and lounge
- Reception and concierge
- Club lounge - TV and game areas
- Outdoor pool - Roof-top pool
- Kids Club
- Fitness studios & gym
- Meeting rooms
- Storage areas for each unit
- Security
- In-door parking area
- Direct connection to Emaar Square Mall

HEIGHTS



HEIGHTS



THE ADDRESS RESIDENCES ISTANBUL



THE ADDRESS RESIDENCES ISTANBUL STATUS MEETS SHOPISTICATION



The Address Residences Istanbul
Niche and Sophisticated, A “New Luxury”
Experience in the Asian Side Designed by
Foster + Partners

OVERVIEW

- In 46 floors The Address Tower, the first
- 11 floors of The Address Istanbul are devoted to The Address Hotel.

- From 12 to 29 Floors
- The Address Residences
- Total 197 units fully furnished and serviced
- From 1 to 3 bedrooms

- From 30 to 46 Floors
- The Address Residence Skyview
- Total 123 units unfurnished and serviced
- From 1 bedroom to penthouses as well as luxury penthouses

THE TEAM

Developer: Emaar Properties PSJC
Architect: Foster + Partners, UK

RESIDENTIAL FEATURES

- Executive clubs
- Meeting rooms
- Reception and concierge
- Lounges
- Spa and wellness centre
- Fitness studio
- Direct connection to the Emaar Square Mall, featuring world-famous brands
- 24-hour reception & concierge service
- 24-hour security
- Private entrance for residences
- Cleaning and laundry services
- Private storage area
- Gourmet room service
- In-door parking area

THE ADDRESS ISTANBUL



EMAAR SQUARE MALL



- The Biggest Concept Shop of Turkey
- The Biggest Family Fun Center
- Ultimate Shopping Experience With Luxury Brands
- International and Local Department Stores
- Local Experiences Embedded to Turkish Village
- Open Air Terraces
- Entertainment
- Personal - Hands - Free Shopping
- Concierge
- Valet Parking

WORLD FAMOUS BRANDS ARE AS CLOSE AS EMAAR

Revel in Retail at the Largest Shopping Mall of Anatolian Side of Istanbul New Trend in Town



Cartier
Paris

*Galeriées
Lafayette*



BOSS
HUGO BOSS


HARRY WINSTON


TOURBILLON
BOUTIQUE


Mercedes-Benz

ANCHORS

Over 20 anchors and variety of flagship stores

ZARA

mavi

LC Waikiki

boyner

MANGO

PULL&BEAR

DeFacto



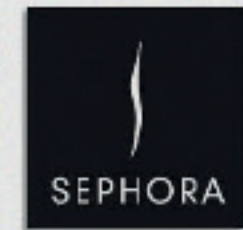
Bershka

Stradivarius

MARKS & SPENCER

ZARA HOME

MAX&Co.



adL



JO MALONE LONDON



VANS

Samsonite

CALZEDONIA



Massimo Dutti

OYSHO



intimissimi

PANDORA

NARS

swatch+

MAC

EMAAR SQUARE MALL



4DX
Cinema First in
Anatolian Side



First Aquarium and
Underwater Zoo
in Istanbul



Funlab a Holistic
Entertainment center
For Kids and
Edutainment Events



Fountain Shows in the
Square and Podium Level
Anchoring Luxury Plaza

EMAAR AQUARIUM & UNDERWATER ZOO

Emaar Aquarium & Underwater Zoo
is a Part of Emaar Square Mall's Diverse Entertainment Portfolio



Over 200 Species
With 20,000 Animals



Welcoming
Endangered Species
The Humboldt Penguins



5 Mt Long
Crocodile



48 Aquarium Tanks Holds
1.2M Liters of Water

International Property Awards Europe 2012 - 2015



Emaar Square Project is Awarded as;

- 2013 - 2015 European Property Awards - Mixed Use Interior Turkey
- 2013 - 2015 European Property Awards - Interior Design Show Home Turkey
- 2013 - 2015 European Property Awards - High Rise Architecture Turkey
- 2012 - 2013 International Property Awards - Best Mix Use Architecture - Turkey
- 2012 - 2013 International Property Awards - Best Mix Use Architecture - Europe
- 2012 - 2013 International Property Awards - Best International Mix Use Architecture