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DAMACTOWERS

by *Paramount Hotels & Resorts*

DUBAI

Remember
these words, and
you will taste
Victory

HERCULES /2014/

Give a girl
the right shoes
and she can
conquer
the world

MARILYN MONROE



HOLLYWOOD

Hollywood has always been more than just a destination. It's a living, breathing world of mystique and imagination. A peek behind the curtain where dreams and reality are one and the same.

TM, ® and © Paramount Pictures Corp. ALL RIGHTS RESERVED

PARAMOUNT PICTURES

The Paramount Pictures mountain surrounded by 22 stars: a name and icon synonymous with entertainment and, above all, creativity. With its 102 year history, Paramount has always been known for exceptional filmmaking. Today, the brand stands for adventure and escape, symbolising a lifestyle that's deeply embedded in global culture.

We're
still pioneers,
we've barely
begun

INTERSTELLAR /2014/

T.M. & © Paramount Pictures Corp. ALL RIGHTS RESERVED

Such a
brilliant
scheme!

TRANSFORMERS: DARK OF THE MOON (2011)

CREATIVITY IS EVERYTHING

The Paramount Hotels & Resorts novel brand of hospitality appeals to the visionary in everyone, by employing the same tried and tested production processes pioneered by its iconic studio ramscape to direct, design and detail world-class experiences that both engage and delight.

TM, ® and © Paramount Pictures Corp. All Rights Reserved

You know,
it's moments like these
when I realize
how much of a
superhero
I am

IRON MAN / 2013/

T.M. ® and © Paramount Pictures Corp. ALL RIGHTS RESERVED

CALIFORNIA COOL

California isn't just a dream of stardom; it's a promise of a more harmonious life that balances work and play, excitement and serenity, city and nature. Key elements of that globally coveted California lifestyle are transported to Dubai with warm and welcoming spaces that are effortlessly sophisticated and glamorous.



ESCAPE

The feeling of losing yourself in a story is a universal truth. Paramount Hotels & Resorts builds and operates wholly immersive environments where guests can enjoy the wonderful feeling of freedom that comes from fantasy, providing an entertaining transport from the mundane to the extraordinary.

Do you have your
seatbelt on?
You're asking me
that **NOW!**

MISSION IMPOSSIBLE-ROGUE NATION /2015/

T.M. & © Paramount Pictures Corp. ALL RIGHTS RESERVED

I've been a poor man,
and I've been a rich man.

And I
choose
rich
every time

THE WOLF OF WALL STREET /2013/

T.M. ® and © Paramount Pictures Corp. ALL RIGHTS RESERVED.

MYSTERY

Magic is an art that's difficult to understand and even more puzzling to explain. The special effects of our artful brand of hospitality will feature mystique, intrigue, sensuality and romance in an experience that's second to none.



Once you're declared insane,
then anything you do
is considered
part of that
insanity.

SHUTTER ISLAND /2010/

T.M. ® and © Paramount Pictures Corp. ALL RIGHTS RESERVED

INNOVATION

Creativity fuels our purpose: to imaginatively and collaboratively produce original hospitality experiences that are beautifully directed, designed and detailed. We're determined to attract and support exceptional talent to our team and we apply state-of-the-art technology as an enabler, not an end in itself.

PRODUCED BY **DAMAC**

In just a few short years, Dubai's skyline has become one of the most admired and recognised in the world. Iconic buildings and structures define the city's identity – leading the way with innovative design and daring architectural flair is DAMAC Properties.

DAMAC partners with some of the most prestigious fashion and lifestyle brands to bring new and exciting living concepts to the market. Projects include a golf course by Tigers Woods Design, luxury apartments with interiors by Italian fashion houses Versace Home and Fendi Casa, Bugatti styled villas, and uniquely conceptualised properties in collaboration with Paramount Hotels & Resorts.

To date, DAMAC Properties has completed 16,800 units, and currently has over 44,000 units at various stages of planning and progress. DAMAC Properties' hospitality portfolio will extend to reach around 13,000 hotel rooms, serviced hotel apartments and serviced villas.*

With prestigious projects spanning the entire Middle East, the DAMAC brand is synonymous with quality and luxury.

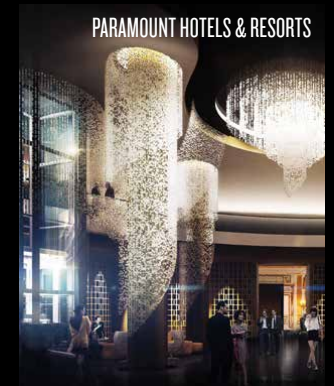
*As of 30th September 2016.



HOTEL APARTMENTS AND ICONIC TOWERS



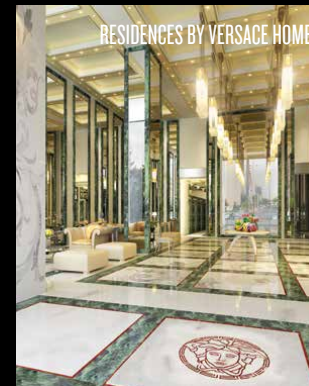
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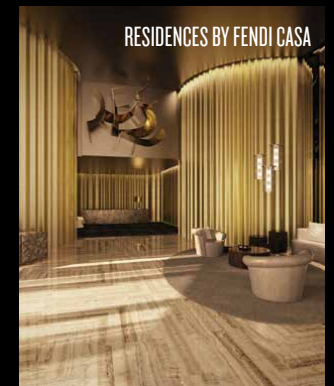
PARAMOUNT HOTELS & RESORTS



BUGATTI STYLED VILLAS



RESIDENCES BY VERSACE HOME



RESIDENCES BY FENDI CASA

SET IN DUBAI'S PRESTIGIOUS BURJ AREA

Life comes alive in the buzzing Burj area with sights and sounds reminiscent of the world's greatest cities. This highly sought-after iconic hotspot is where world-class shopping, epicurean adventures and high-octane festivities converge.

Your luxury hotel apartment is right in the midst of an exquisite world of landmark icons. Dubai International Financial Centre, educational institutions, medical facilities, museums, art galleries and Dubai International Airport are also nearby.





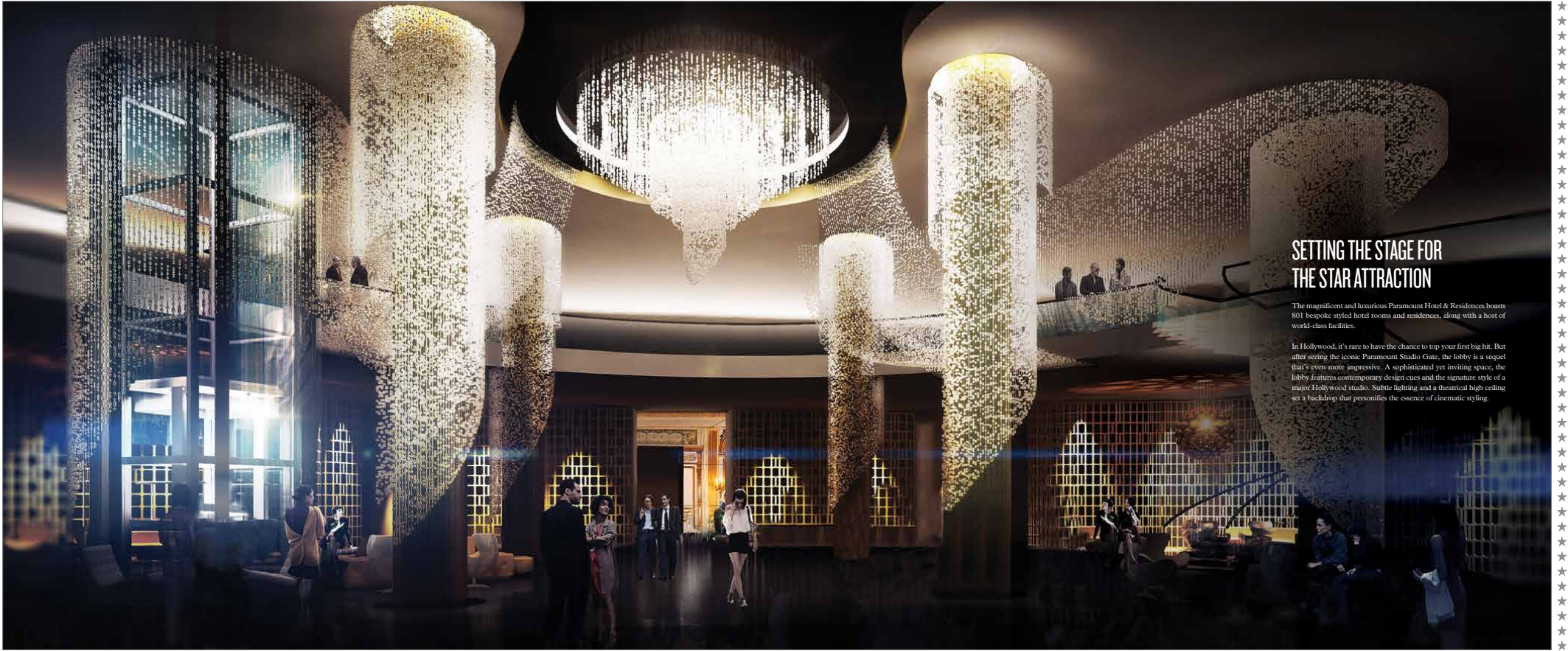
STARRING DAMAC TOWERS BY PARAMOUNT HOTELS & RESORTS

DAMAC Towers by Paramount Hotels & Resorts is an iconic hotel and residential complex located in the heart of Dubai's prestigious Burj area. This four-tower development, comprising 1,400 luxury serviced hotel apartments and the world's first Paramount Hotel & Residences, will present sumptuous living with a Hollywood flavour.

The multi-level plaza, which links the four 250-metre towers, will offer an eclectic selection of speciality dining, Dine-in Cinema, wellness centres, swimming pools, a Kids Studio Club and The Vault - Paramount Hotels & Resorts merchandise store.

Construction update as of January 2017





SETTING THE STAGE FOR THE STAR ATTRACTION

The magnificent and luxurious Paramount Hotel & Residences boasts 801 bespoke styled hotel rooms and residences, along with a host of world-class facilities.

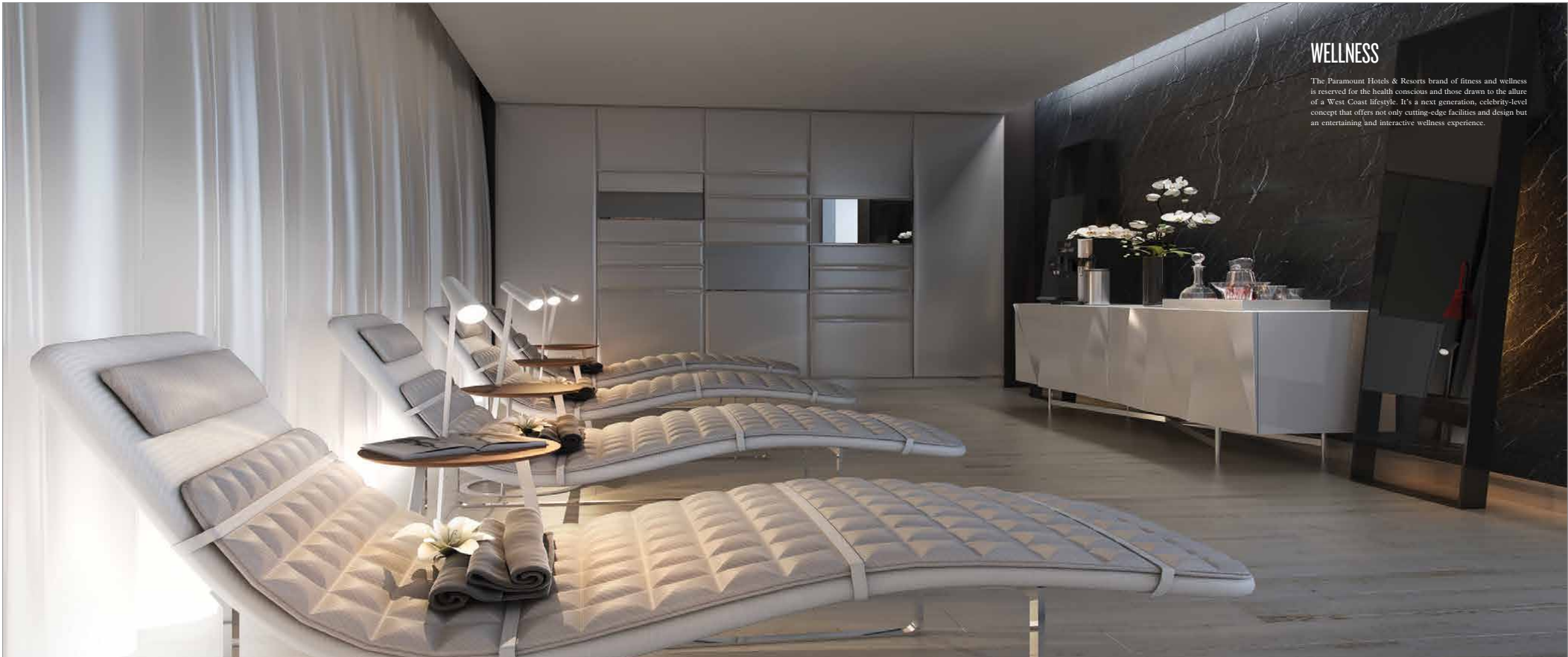
In Hollywood, it's rare to have the chance to top your first big hit. But after seeing the iconic Paramount Studio Gate, the lobby is a sequel that's even more impressive. A sophisticated yet inviting space, the lobby features contemporary design cues and the signature style of a major Hollywood studio. Subtle lighting and a theatrical high ceiling set a backdrop that personifies the essence of cinematic styling.



EAT AND DRINK

An important part of the guest's journey, and a dynamic form of entertainment in its own right, is the wide choice of contemporary, timeless, and memorable dining options. A table of global delicacies will be set, with alluring aromas of exceptional dining outlets that serve up an eclectic celebration of flavours.

From modern Lebanese fare and family friendly casual dining to a gourmet grocer and an Italian pizzeria, there will be something to tempt every taste imaginable. Each food and beverage outlet will be sprinkled with Paramount branded themes from iconic films and distinct Hollywood flavours, from the interior design to the menu.



WELLNESS

The Paramount Hotels & Resorts brand of fitness and wellness is reserved for the health conscious and those drawn to the allure of a West Coast lifestyle. It's a next generation, celebrity-level concept that offers not only cutting-edge facilities and design but an entertaining and interactive wellness experience.



FITNESS

A well-equipped fitness centre is designed to meet the needs of business and leisure travellers.

Paramount Hotels & Resorts will partner with personal trainers, yoga teachers and skin-care specialists to the stars to create exclusive, customised programmes, activities and products not available anywhere else.



DINE-IN CINEMA

A social centrepiece of every Paramount Hotels & Resorts property is an intimate projection-screen cinema. Modelled on the professional screening rooms in the Studios at Paramount, each cinema will offer reserved seating in luxury chairs as well as food and beverage service.



THE VAULT

Paramount Hotels & Resorts' retail offering is the perfect combination of global luxury and California cool, inspired by the classic Rodeo Drive. All of the brands and products at The Vault will be carefully selected and curated to ensure they deliver the cachet and sensibility that guests expect from Paramount Hotels & Resorts.

Relevant international luxury brands will mix with authentic local and regional experiences such as art galleries, artisan services or antiques sellers to provide a meaningful sense of place.



LIVE

Your state-of-the-art living room is ideal for business and pleasure. Designed with a 'studio' feel, the living room is equipped with spacious work areas, lounge-style seating and high-end digital presentation equipment.



SLEEP

Your deluxe room or suite is the ultimate signature of luxury. You can see attention to detail in every aspect of this icon; be it the architectural finesse, thoughtful space allocation or the endless opulent appointments.



DAMAC MAISON

HOTELS & RESORTS

THERE'S NO PLACE LIKE MAISON

DAMAC Maison is the only luxury brand of its kind, combining opulent architecture and design with the welcoming informality of your own home. The highest service levels are artfully fused with a personal touch that will make you feel uniquely well looked after.

Towers A, B and D at DAMAC Towers by Paramount Hotels & Resorts will house the most luxurious suites, managed and operated by DAMAC Maison.

- ⦿ Fully-fitted kitchen
- ⦿ Kids Studio Club
- ⦿ Rental pool
- ⦿ Concierge
- ⦿ Wellness centre
- ⦿ 24-hour check in and check out
- ⦿ Personalised services
- ⦿ Children stay for free
- ⦿ No tipping policy

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DAMAC

DAMACPROPERTIES.COM

January 2017