



Jumeirah  
*Living*  
BUSINESS BAY



### Peninsula, Business Bay

## Emerging Oasis on the Doorstep of Downtown

Peninsula is a master-planned community development situated within the heart of Business Bay, offering residents a unique blend of urban city living, prime locality, and an exclusive waterfront lifestyle.

Each development within the master community has been designed with the utmost precision to ensure unobstructed views, maximising Peninsula's unique waterfront location on the doorstep of Downtown Dubai.

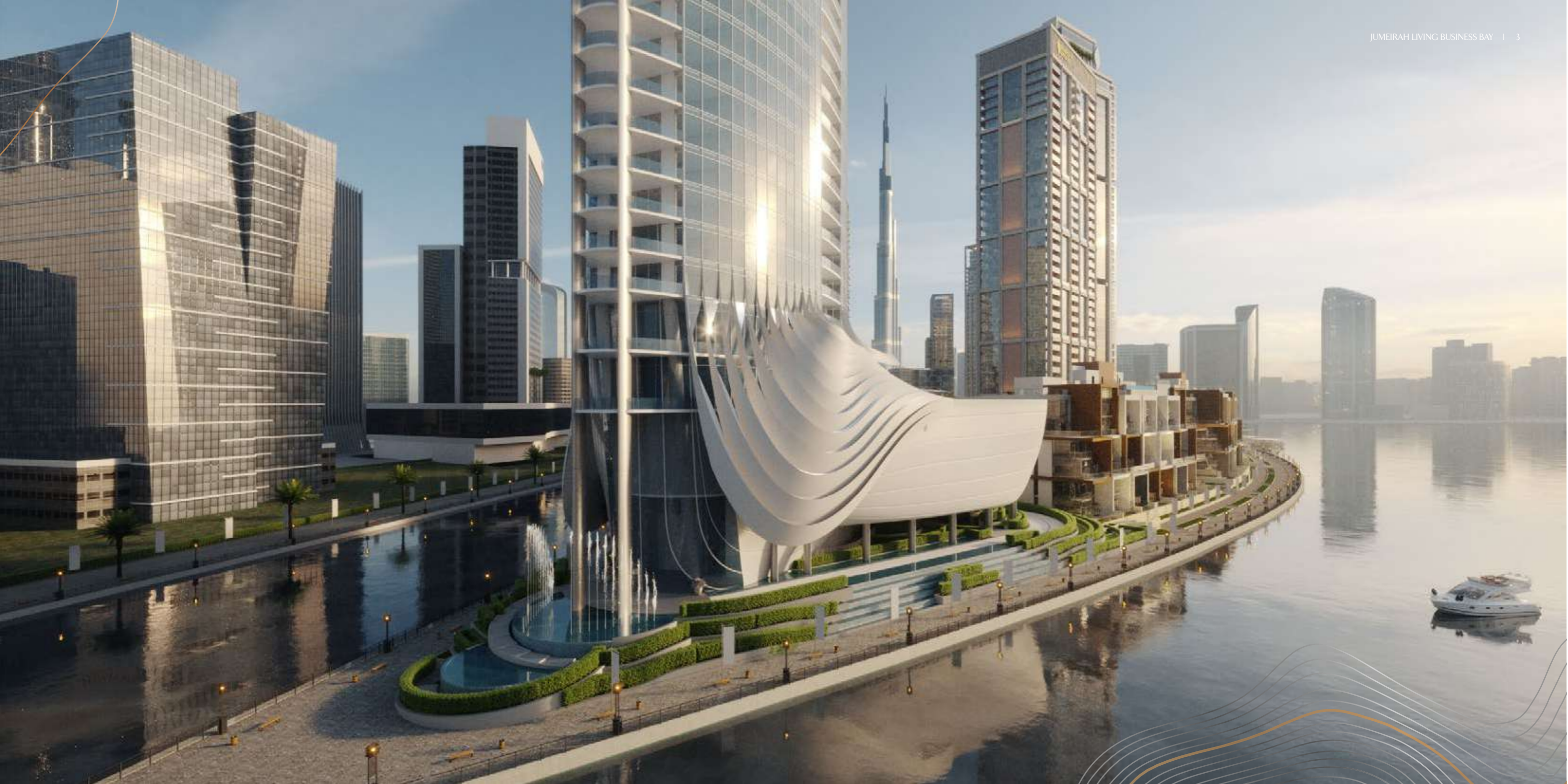
In the Heart of the City

## Seamlessly Connecting to the City's Hotspots

Peninsula is situated in the prime location of Business Bay, one of Dubai's most recognisable neighbourhoods. The area is well-connected and known for its cosmopolitan, fast-paced vibe.

Boasting close proximity to the prestigious Downtown Dubai district, Dubai's Old Town and The Dubai Marina, it offers residents unrestricted access to the city's most recognisable landmarks.







Jumeirah™

## Stay Different™

Jumeirah Group, a member of Dubai Holding and a global luxury hotel company, operates a world-class 6,500+-key portfolio of 24 luxury properties across the Middle East, Europe and Asia.

Known for its exceptional service, Jumeirah prides itself on three core pillars; service beyond expectation, surprising design and architecture and sublime dining experiences.



### Jumeirah Living Business Bay

## Opulent Waterfront Lifestyle

Inspired by its location's maritime lifestyle and nautical elements, Jumeirah Living Business Bay sits on a fine line between art and architecture, in constant dialogue with the shimmering light and sparkling waters of the Dubai Canal.

Designed to be admired as a prominent highlight of the Downtown Dubai skyline, the 35-story tower features a selection of 82 spacious residences, exquisitely designed and fitted with elevated detail, coupled with curated branded amenities and services.

## Residences

### Tailored for Refined Living

With every detail curated to perfection, combined with the finest of finishes, the tower's design ensures that its owners are gifted with an elevated branded living experience, surrounded by privileged views of the Dubai Canal and/or the Burj Khalifa.

Jumeirah Living Business Bay offers a selection of two, three, and four-bedroom residences, five-bedroom simplex and duplex penthouses, and one full-floor master penthouse, located on the top floor, with each fitted to a sublime grade and quality, elevating the standards of branded residences.





Simplex & Duplex Penthouses

## New Elevation to Branded Residences

Designed for the discerning, the exquisitely crafted four and five-bedroom simplex and duplex penthouses are destined to elevate living in the sky to an entirely new plethora, with superior detailed finishes, ultra-premium appointments and a design that maximises the breathtaking views of the Dubai Canal and Downtown Dubai skyline.





## Full-Floor Penthouse

# The Epitome of Waterfront Living

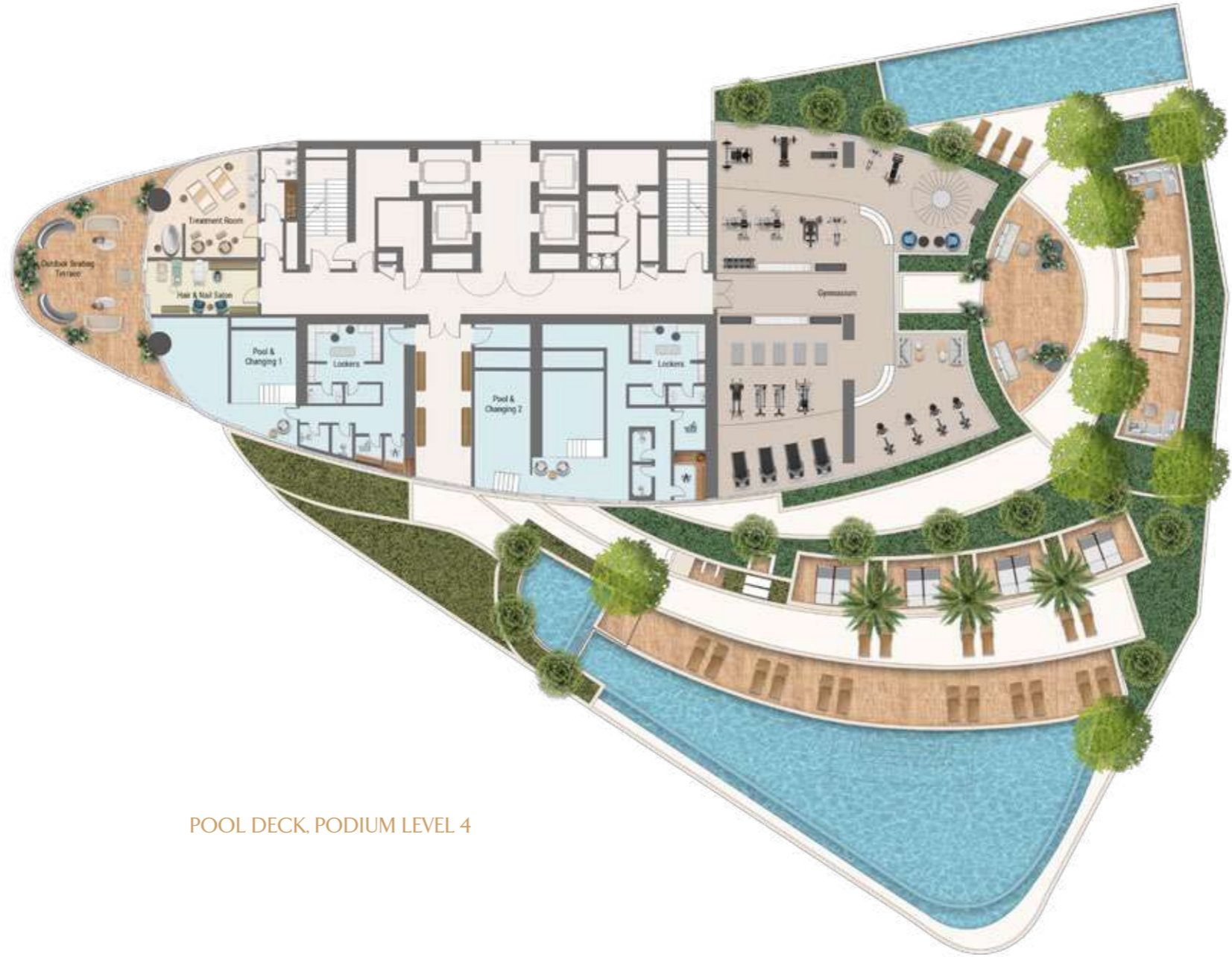
Spanning the entire 35th floor at over 12,000 sq. ft. this spectacular one-of-a-kind penthouse is the epitome of branded luxury in the heart of Dubai.

The palatial space offers elevated spaces and amenities, including five bedrooms, two maids rooms, lavish living and dining spaces, library/study, gymnasium, sauna and steam room, and large balconies at each end offering 360-degree views of the Dubai Canal, Downtown Dubai and the Burj Khalifa.









POOL DECK, PODIUM LEVEL 4



AMENITIES, PODIUM LEVEL 5

### Leisure Facilities

## Life in Perfect Balance

Life at Jumeirah Living Business Bay is like no other; residents live, work and play in the lap of luxury in the heart of Downtown Dubai. Operated by a world-class hospitality brand renowned for its elevated service and “Stay Different” promise, residents are gifted with a selection of exquisite wellness and entertainment experiences at their fingertips.

From a selection of luxurious swimming pools including a massage circuit pool and lap pool, a yoga deck, a decadent jacuzzi, sauna and steam rooms, to the spacious fully-equipped gymnasium with personal training room and cinema, these carefully curated leisure amenities provide residents with an oasis on their doorstep to relax and unwind.





### Amenities and Services

## Curated Hospitality

Delivering elevated waterfront living filled with unparalleled lifestyle facilities, Jumeirah Living Business Bay presents the elegance and luxury service of a five-star accommodation to the privacy and comfort of its residents.

Residents will enjoy seamless access to a range of deluxe branded facilities and services, including concierge services, a residents lounge, a guest relations team, an on-site residential manager, security, housekeeping and valet services, as well as a teenager lounge with gaming facilities and a co-studying area, ensuring millennial residents are also catered for.





# Jumeirah ONE

## POINTS REDEMPTION REWARDS



Stays



Dining



Lifestyle & Experiences



Partners



Rewards Store



Pay with Points

Jumeirah One Members can enjoy world-class experiences to create memories that last a lifetime.



### GOLD MEMBER

For owner and spouse upon purchase of 3 to 5 bedroom apartments  
Membership is valid, as long as you own the property

#### STAY BENEFITS

Complimentary wi-fi  
Welcome amenity  
Complimentary breakfast

Daily free mini bar (soft drinks)  
One-way airport transfer  
Complimentary pressing (2 items/stay)

#### DINING BENEFITS

10% savings at Jumeirah restaurants in UAE hotels  
Priority restaurant reservations  
Chef's Welcome

#### LIFESTYLE & ENTERTAINMENT BENEFITS

35% savings on entrance to Wild Wadi Waterpark™  
20% savings on spa treatments



### SILVER MEMBER

For owner and spouse upon purchase of 2 bedroom apartments  
Membership is valid, as long as you own the property

#### STAY BENEFITS

Complimentary wi-fi  
Welcome amenity  
Complimentary breakfast

#### DINING BENEFITS

10% savings at Jumeirah restaurants in UAE hotels

#### LIFESTYLE & ENTERTAINMENT BENEFITS

15% savings on entrance to Wild Wadi Waterpark™  
10% savings on spa treatments

## DEVELOPMENT TIMELINE

|  |  |   |      |
|--|--|---|------|
| Six Senses Residences The Palm, Dubai Peninsula Three                                    | Dubai, UAE<br>Dubai, UAE                                       | Under Development<br>Under Development                      | 2022 |
| 15 Northside<br>98 Baker Street<br>Echo Building<br>Avenue Road                          | Dubai, UAE<br>London, UK<br>Liverpool, UK<br>London, UK        | Under Development<br>Under Development                      | 2021 |
| Peninsula One<br>Peninsula Two<br>Peninsula Five   | Dubai, UAE<br>Dubai, UAE<br>Dubai, UAE                         | Under Development<br>Under Development<br>Under Development | 2020 |
| Jumeirah Living Marina Gate<br>Niu Air   | Dubai, UAE<br>Frankfurt, Germany                               |   | 2019 |
| Studio One<br>Marina Gate II<br>Ibis Hotel   | Dubai, UAE<br>Dubai, UAE<br>Sheffield, UK                      |   | 2018 |
| Marina Gate I<br>No. 9<br>The Hive   | Dubai, UAE<br>Dubai, UAE<br>Dubai, UAE                         |   | 2017 |
| Pacific  | Ras Al Khaimah, UAE  |   | 2016 |
| Ballochmyle Estate   | Scotland, UK   |   | 2015 |
| InterContinental Dubai Marina<br>Alexandra Tower<br>Radisson Blu Hotel<br>Velocity Tower | Dubai, UAE<br>Liverpool, UK<br>Birmingham, UK<br>Sheffield, UK |   | 2014 |
| West Avenue<br>Nottingham One  | Dubai, UAE<br>Nottingham, UAE                                  |   | 2012 |
| Bay Central  | Dubai, UAE   |   | 2011 |
| Botanica<br>The Torch  | Dubai, UAE<br>Dubai, UAE                                       |   | 2009 |
| The Point<br>Royal Oceanic   | Dubai, UAE<br>Dubai, UAE                                       |   | 2007 |
| Yacht Bay  | Dubai, UAE   |   | 2002 |
| SELECT GROUP   | Dubai, UAE   |   | 2002 |



## SELECT GROUP

Select Group is a multidisciplinary group with real estate and property development at its core, setting industry standards since its inception in 2002. Today, it is one of the region's largest privately-owned real estate developers with a portfolio of award-winning residential, commercial, hospitality, retail and mixed-use developments.

The group boasts 20 million square feet of development, with a combined Gross Development Value (GDV) in excess of AED 17 billion. A total of 7,000 homes have been delivered, accounting for over 13.5 million square feet of Built-Up Area (BUA), with a further 6.5 million square feet at various stages of development. Through astute financial planning, technical expertise and strong asset management, the group is committed to identifying, executing and delivering real estate projects that generate maximum return for all stakeholders.



## JUMEIRAH GROUP

Jumeirah Group was founded in 1997 with the aim of becoming a hospitality industry leader through establishing a world-class portfolio of luxury hotels and resorts. A natural extension to the Jumeirah Hotels & Resorts brand, JUMEIRAH LIVING™ encapsulates the STAY DIFFERENT™ promise by offering an outstanding hospitality experience, which combines the privacy and comfort of home with the refined services of a luxury hotel.

Jumeirah Group currently operates 25 properties worldwide, including the Grosvenor House Suites by Jumeirah Living in London and Jumeirah Living World Trade Centre Residence in Dubai.