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CENTRAL

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CENTRAL

**AT THE CROSSROADS OF BUSINESS,
LIFE AND ENTERTAINMENT**



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DUBAI'S CBD

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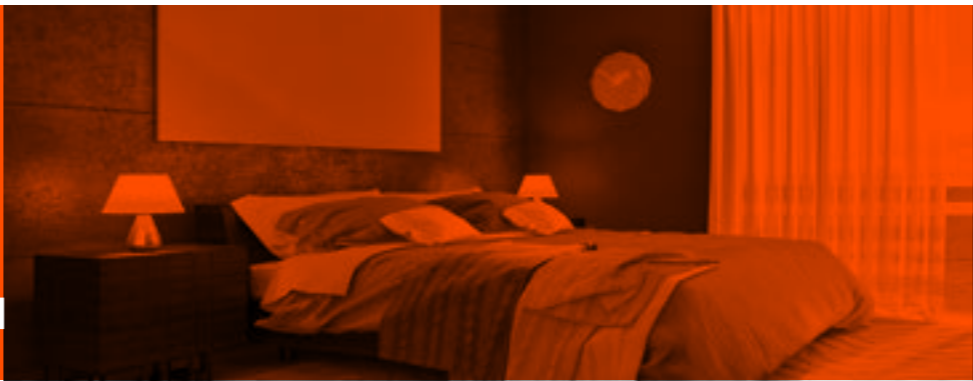
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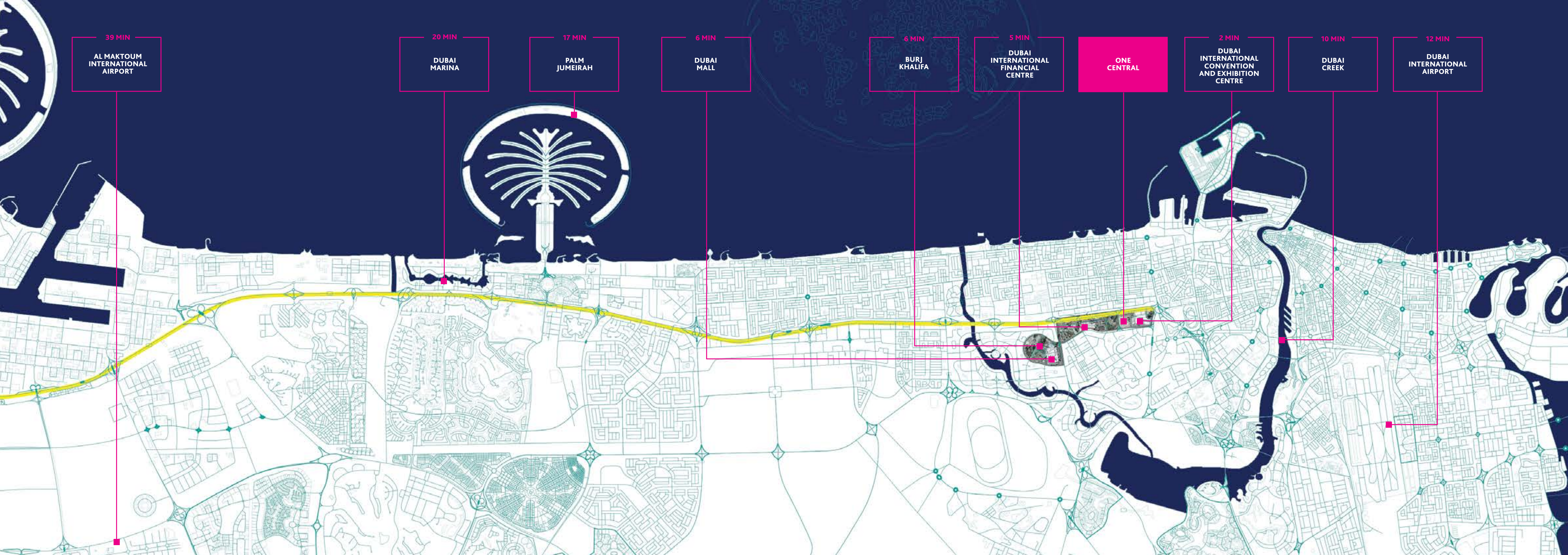
ENERGISING DUBAI'S CBD



NEW DISTRICT, NEW ENERGY

Amongst the skyscrapers and the iconic landmarks, a new district is rising. A vibrant, mixed-used development with open public spaces, live entertainment, offices, hotels and residences, One Central will add an entirely new dimension to Dubai's Central Business District.





39 MIN
AL MAKTOUM
INTERNATIONAL
AIRPORT

20 MIN
DUBAI
MARINA

17 MIN
PALM
JUMEIRAH

6 MIN
DUBAI
MALL

6 MIN
BURJ
KHALIFA

5 MIN
DUBAI
INTERNATIONAL
FINANCIAL
CENTRE

ONE
CENTRAL

2 MIN
DUBAI
INTERNATIONAL
CONVENTION
AND EXHIBITION
CENTRE

10 MIN
DUBAI
CREEK

12 MIN
DUBAI
INTERNATIONAL
AIRPORT

AN EXCEPTIONAL LOCATION

DUBAI'S POWER CORRIDOR — THE INTERSECTION OF TRADE, FINANCE AND COMMERCE

Stretching from the iconic Sheikh Rashid Tower to the soaring Burj Khalifa lies a collection of influential centres of business. Dubai International Financial Centre (DIFC) is the region's premier financial hub, and the Dubai International Convention and Exhibition Centre brings in more than 2.7 million visitors annually. One Central is perfectly situated to add new life to the area.



- 01 / Sheikh Rashid Tower
- 02 / Dubai International Convention and Exhibition Centre
- 03 / World Trade Centre Metro Station
- 04 / One Central
- 05 / Emirates Towers
- 06 / Dubai International Financial Centre
- 07 / Emaar Square
- 08 / Burj Khalifa
- 09 / Dubai Mall

PERFECTLY PLACED

NEIGHBOURING SOME OF THE CITY'S MOST IMPORTANT BUILDINGS

One Central benefits from being located adjacent to Sheikh Zayed Road and is a 5-minute walk to the World Trade Centre Metro Station. With One Central's excellent road access and pedestrian connectivity to adjacent developments and direct access to public transport, there are convenient connections to almost anywhere in Dubai.



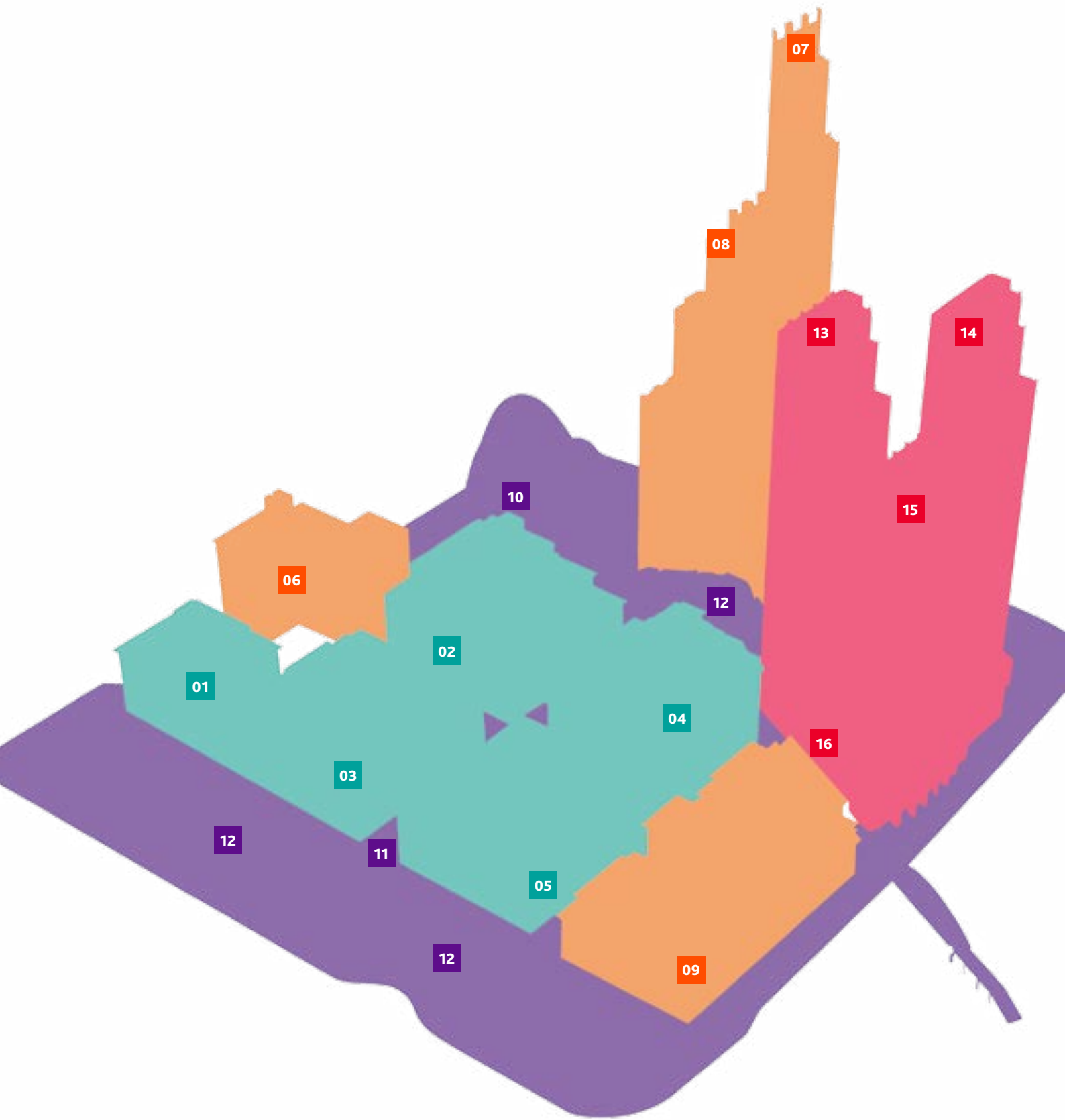
AL SA'ADA ST.

SHEIKH ZAYED ROAD

ACCESS
EGRESS



**WELCOME TO
ONE CENTRAL**



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03

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05

12

09

LEED GOLD CERTIFIED OFFICE BUILDINGS

- 01 The Offices 1: 14,205 m² (NIA)
- 02 The Offices 2: 41,274 m² (NIA)
- 03 The Offices 3: 27,813 m² (NIA)
- 04 The Offices 4: 35,423 m² (NIA)
- 05 The Offices 5: 28,800 m² (NIA)

A RANGE OF HOSPITALITY OPTIONS

- 06 Ibis Hotel: 3 star, 588 keys
- 07 4 star hotel: 600 keys
- 08 5 star hotel: 300 keys
- 09 5 star hotel: 445 keys

A CENTRE FOR LIVE ENTERTAINMENT

- 10 Multipurpose theatre
- 11 Shopping and dining: +38,000 m²
- 12 Communal spaces: Landscaped parks and open plazas

RESIDENTIAL TOWERS WITH A VIEW

- 13 The Residences 1: 465 apartments
- 14 The Residences 2: 419 apartments
- 15 The Residences 3: 381 apartments
- 16 Podium townhouses: 39 houses



A NEW ERA IN ENTERTAINMENT

BRINGING THE SHOW TO YOU

Bridging the corporate and creative, One Central will change the face of Dubai's Central Business District forever. Anchored by an iconic multi-purpose theatre and home to a pleasant European-style plaza, the new neighbourhood will be alive with concerts, theatre productions, pop-up festivals, street performers, restaurants, cafés and bars.

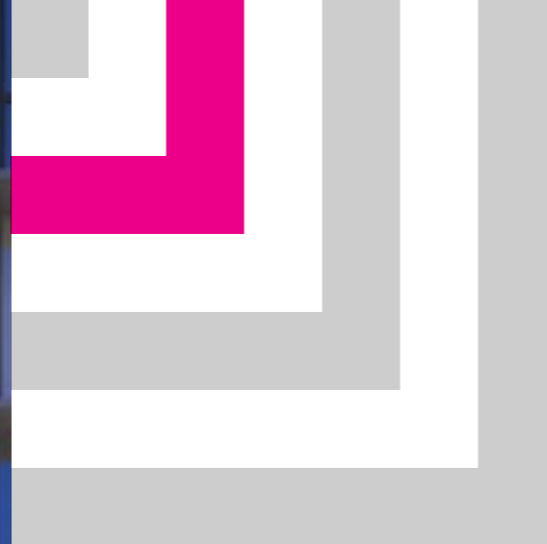
Whether you are taking in the latest show to debut in Dubai, discovering new pop-up boutiques on a lazy

weekend morning or just letting yourself be swept along with whatever's happening, One Central will buzz with energy, day and night.

With entertainment options to suit all interests, it won't be uncommon to see families enjoying an evening get-together in a restaurant while young professionals group at their favourite after-work gathering place next door.



THE PLAZA ACTS AS A MAIN GATHERING PLACE
IN FRONT OF ONE CENTRAL THEATRE



TAKING CENTRE STAGE

AN ICONIC CENTREPIECE WORTHY OF DUBAI

A multi-purpose theatre will be the crown jewel of One Central's entertainment district. Its distinct architectural design will make it an instant icon, becoming a part of Dubai's collection of renowned landmarks.

The theatre will host international productions and live performances and become a highly sought-after venue for corporate and private events. The

energy from the stage will continue out onto the street and into the shops and restaurants lining Boulevard West.

The theatre will also be able to be transformed into an elegant hall for grand events or a platform for unconventional shows. The One Central Theatre will bring the world to Dubai and secure its place amongst the UAE's cultural centres.



**FOSTERING DUBAI'S
CULTURAL TALENTS**

One Central will be a welcome addition to Dubai's blossoming cultural landscape. With concerts, award ceremonies and celebrations, the district will help nurture and promote local, regional and international talent.

SUSTAINABLY DESIGNED SPACES

One Central's masterplan was designed to be adaptable; changing from a busy commercial hub during the working week to an environment for socialising, entertainment and food during the evening and weekends. Pedestrian access roads, ample parking, and a collection of indoor and outdoor public spaces add to the vitality of the destination.



INTEGRATED RETAIL AND DINING

SHOPPING AND F&B OPTIONS ARE WOVEN THROUGHOUT THE DEVELOPMENT

From iconic brands and independent boutiques to casual cafés and fine-dining restaurants, One Central will offer a wealth of places to shop, eat and drink. Street-level stores and cafés will provide a perfect place to sip coffee and people-watch or be part of the crowd and peruse the newest fashions.

Retail and dining outlets will be dotted throughout the development, although the shops, restaurants and cafés

in the entertainment district will be the main attraction. In addition to street-level outlets, terrace restaurants will offer great food and views of the bustling street below. The landscaped parks, meanwhile, will be home to exciting new food and retail concepts that will change with the seasons.



OPEN SPACES TO SHOP AND DINE

One Central's pedestrian-friendly streets will encourage residents, office workers and visitors to get out on foot and mingle with others, creating a vibrant community feel. A no-car policy on Boulevard West will provide a place for people to stroll from shop to shop, while allowing restaurants the space to offer outdoor dining in the nice-weather months.





RAISING THE STANDARD IN OFFICE SPACE

A DISTINGUISHED COMMERCIAL SPACE

One Central offers premium commercial space in Dubai's Central Business District. The central location and seamless connectivity with existing convention and exhibition facilities, hotels, amenities and transport links make The Offices at One Central ideal for leading companies that are looking to expand their operations in the region or to consolidate their presence into a single location.

With more than 147,500 m² of high-quality, flexible commercial space, The Offices at One Central are so much more than LEED Gold Certified, international Grade A office buildings. Tenants will also benefit from being located in a free zone administered by the Dubai World Trade Centre Authority (DWTC), which provides numerous tax benefits, dual-licensing options, and a business-friendly environment in the heart of one of the world's fastest-growing business hubs.





MEETING THE HIGHEST STANDARDS

LEED certification is the globally recognised standard for measuring building sustainability. Achieving LEED Gold Certification confirms that The Offices at One Central meet the highest standards in construction, materials and design. As an added benefit to the end user, the certification requires the use of energy-saving materials that ultimately reduce operating costs for the building and improve the health and well-being of occupants.



BENEFITS OF THE FREE ZONE

THE BEST PLACE TO BE FOR INTERNATIONAL BUSINESS

One Central is located within a free zone governed by the Dubai World Trade Centre Authority (DWTC). Established by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the DWTC provides businesses with a flexible, one-stop solution within a strong regulatory environment. This unique proposition enables businesses to compete more effectively on a regional and global scale.

As a public corporation that enjoys corporate body status, financial and administrative autonomy, and full legal capacity to help it carry out its duties and activities, DWTC provides a business-conducive environment in one of the world's most dynamic cities.

Companies established within the free zone are offered enhanced incentives such as a dual-licensing option that allows co-location of onshore and offshore licensing and operations. Supporting this

is an advantageous regulatory environment that maintains internationally benchmarked legislative policies and operational procedures. In addition to this, DWTC provides a simplified incorporation process, clear regulations and government services, including company registration, licensing, visa and other regulatory services.

Under the jurisdiction of the DWTC, the free zone spans locations within the iconic Dubai World Trade Centre and the adjoining One Central, as well as the upcoming new Dubai Trade Centre Jebel Ali, adjacent to Al Maktoum International Airport, when it comes online.

The free zone provides a strong incentive for multinationals to use Dubai as the springboard to enter local and regional markets, as well as incentivising global associations to establish a permanent, regional base in the free zone.

FREE ZONE BENEFITS

- 100% foreign ownership
- 100% repatriation of capital
- Zero income tax for 50 years
- Zero corporate tax for 50 years
- No export tax
- No restriction on currency and repatriation of funds
- Freedom to initiate multiple options for legal operating structures

MULTIPLE COMPANY TYPES ALLOWED

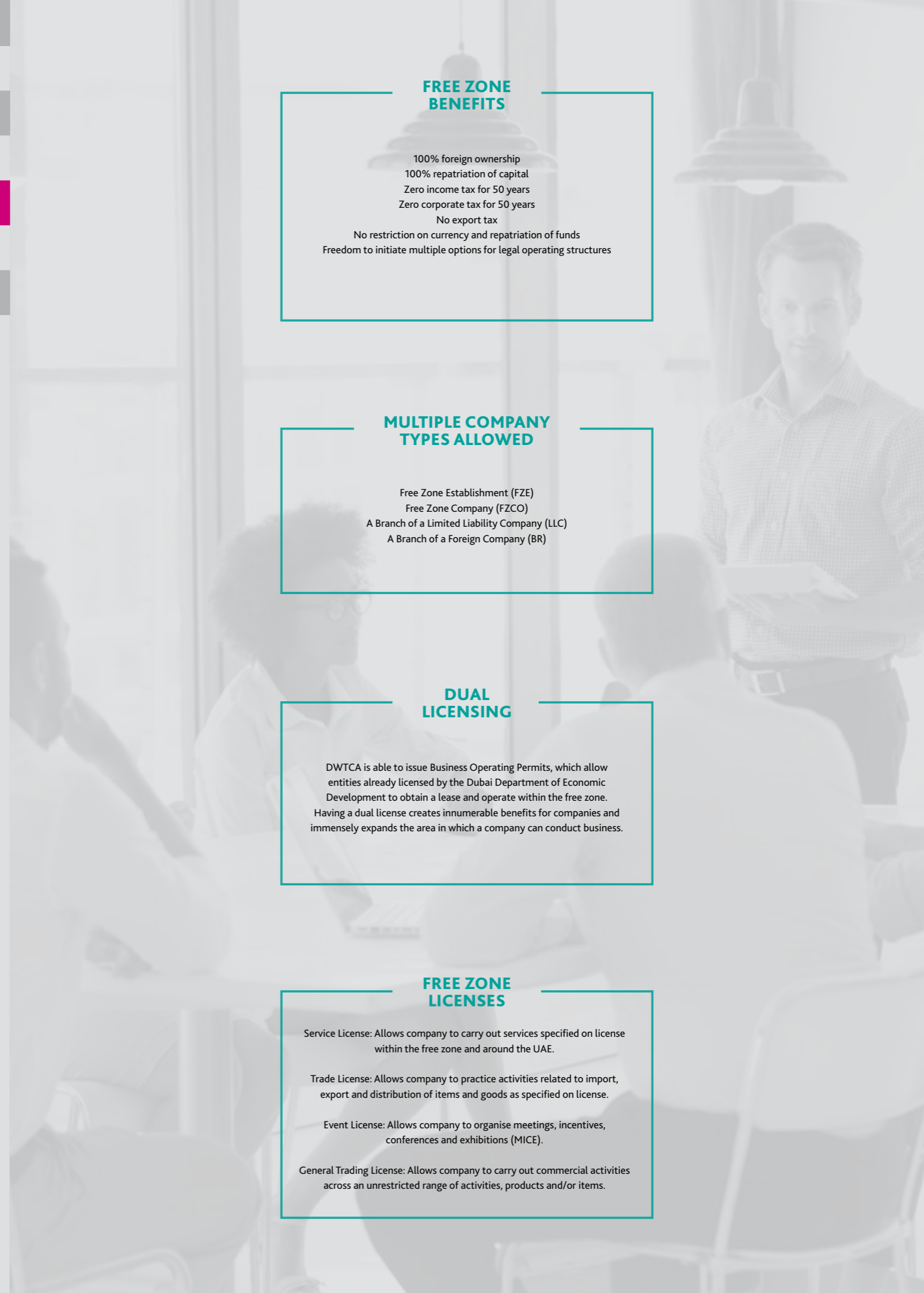
- Free Zone Establishment (FZE)
- Free Zone Company (FZCO)
- A Branch of a Limited Liability Company (LLC)
- A Branch of a Foreign Company (BR)

DUAL LICENSING

DWTC is able to issue Business Operating Permits, which allow entities already licensed by the Dubai Department of Economic Development to obtain a lease and operate within the free zone. Having a dual license creates innumerable benefits for companies and immensely expands the area in which a company can conduct business.

FREE ZONE LICENSES

- Service License:** Allows company to carry out services specified on license within the free zone and around the UAE.
- Trade License:** Allows company to practice activities related to import, export and distribution of items and goods as specified on license.
- Event License:** Allows company to organise meetings, incentives, conferences and exhibitions (MICE).
- General Trading License:** Allows company to carry out commercial activities across an unrestricted range of activities, products and/or items.





TRANSPARENT AND SIMPLE

All commercial tenants of One Central will benefit from having Dubai World Trade Centre (DWTC) as an institutional landlord with FM services provided by world class suppliers. In addition to competitive market rates and transparent operating costs, our experienced in-house team will handle the full scope of lease administration, space management, market intelligence, technical coordination, facilities management coordination and helpdesk services, enabling you to make the most of our commercial spaces.

FLEXIBLE SPACES FOR A RANGE OF COMPANIES

The Offices were designed with large floor plates that can accommodate 1 to 14 tenants and easily house a headquarters, executive offices, a sales office or back-of-house service centres. By occupying large, flexible floor plates that benefit from an efficient planning grid of 1.5 m x 1.5 m, companies can achieve a high occupational density of 1 person per 9 m² to consolidate their business operations.





QUALITY, ADAPTABLE OFFICE SPACE

GRADE-A SPECIFICATIONS AND LEED GOLD CERTIFICATION

INTERNATIONAL MANAGEMENT REGIME IN ACCORDANCE WITH THE RICS

FLEXIBILITY TO HAND OVER AS SHELL-AND-CORE, CAT A OR FULLY FITTED

HIGH-QUALITY OF COMMON AREA FINISHES AND GREEN ROOF TERRACES

HIGH OCCUPATIONAL DENSITY OF 1 PERSON FOR EVERY 9 M²

PREMIUM INTERIORS AND FINISHES

OTHER AMENITIES

RETAIL AND DINING LOCATED WITHIN EACH BUILDING

1 PARKING SPOT PER 46 M² OF OFFICE SPACE

EXCELLENT VERTICAL TRANSPORTATION WITH AN AVERAGE WAIT OF LESS THAN 25 SECONDS

24-HOUR PARKING AND BUILDING SECURITY



HOSPITALITY FOR BUSINESS AND LEISURE



IDEAL LOCATION, DIVERSE HOSPITALITY OPTIONS

From affordable hotels to luxury 5 star properties, One Central's range of accommodations allows business and leisure travellers to stay right where the action is. Forming the backdrop to the central plaza, the 4 and 5 star hotels will offer convenient access to world-class entertainment and dining, while visitors in town for business can walk to the Dubai International Convention and Exhibition Centre and Dubai World Trade Centre in mere minutes.

A PLACE FOR PEOPLE

Few hotels along Sheikh Zayed Road can offer their guests the ability to step outside right into an open-air plaza where residents and visitors alike come to relax and mingle. Taking a stroll along the pedestrian-only pathways, hotel guests will enjoy cafés, restaurants and street entertainment, and discover a delightfully different side to Dubai's Central Business District.





5 STAR LUXURY

One of two 5 star hotels will be situated on a prominent corner of One Central, opposite the iconic Emirates Towers and the groundbreaking Museum of the Future. Open landscaped areas will be the hotel's signature, providing a uniquely tranquil place within the busy CBD where guests can relax and unwind.

An architectural rendering of a modern hotel complex at night. The scene features several tall, slender towers with a facade of vertical slats and large glass windows. The towers are illuminated from within, showing interior spaces and balconies. In the foreground, a large, open plaza is filled with a diverse crowd of people. The plaza is lined with palm trees and modern street lighting. To the left, a large, white, curved structure with a translucent facade is visible. The overall atmosphere is vibrant and contemporary.

CONNECTED 4 AND 5 STAR HOTELS

Two signature hotel towers will rise above One Central at the intersection of One Boulevard South and West. A 5 star luxury hotel will occupy one tower, while the second tower will house a 4 star hotel. A sky bridge connecting the two towers will feature specialty restaurants and a gym, spa and private outdoor infinity pool.

IBIS ONE CENTRAL



READY FOR BUSINESS

Next to the Dubai International Convention and Exhibition Centre and a short walk from Dubai World Trade Centre, Ibis One Central is the first hotel to open in One Central. The 15-storey, 588-room, 3 star, Accor-managed hotel is the largest Ibis-branded property in the region and sits adjacent to The Offices at One Central. It features free Wi-Fi, a gym, five meeting rooms with breakout areas, and twin or double bedroom configurations.



AN OASIS IN THE HEART OF THE CITY



ENJOY THE DYNAMIC ATMOSPHERE, OR SWITCH OFF AND RELAX

Among the towering skyscrapers of Sheikh Zayed Road, One Central will provide a unique place to stay in Dubai's Central Business District. Visitors will appreciate the convenience of the central location, while tree-lined parks, rooftop terraces and outdoor cafés provide spaces for a well-earned rest after a day of sightseeing.





AT HOME IN ONE CENTRAL

A RANGE OF EXQUISITE ABODES WITH AMENITIES TO MATCH

Whether you're a professional working in Dubai's dynamic business district or a family looking for an active community that's connected and convenient, The Residences will have a range of sizes and layouts to accommodate everyone. With a combined total of

1,265 one-, two- and three-bedroom apartments and 39 exclusive podium townhouses, as well as plenty of amenities like swimming pools, gyms, and ground-level retail, dining and entertainment offerings, One Central will be an accessible and exciting place to live.

ELEGANT, URBAN LIVING

With excellent views of DIFC, Downtown Dubai and Za'abeel Park, The Residences at One Central will offer premium apartments and townhouses that set a new benchmark in city living. The Residences will complement the commercial and entertainment districts and ensure One Central is a lively, year-round destination.



HIGH-QUALITY QUARTERS

With high-end finishes and quality craftsmanship, The Residences at One Central will be equipped for luxurious living. With an emphasis on style, comfort, convenience and functionality, The Residences will work for you, whatever your requirements.





ARCHITECTURE AND STYLE

Over 50 stories high, The Residences will feature prominently amongst the iconic Dubai skyline. Incorporating an active podium with retail and amenities for residents, each building is positioned to maximise the views in all directions.



EASY ACCESS AND COMMUNITY CONNECTION

With a short walk to World Trade Centre Metro Station and with immediate connections to Sheikh Zayed Road, getting in and out of One Central is a breeze. Pedestrian connectivity within the development allows residents to walk and meet a friend for lunch, or pick up something from a local shop without ever having to get in their car.

A SIMPLE AND STRESS-FREE COMMUTE





DUBAI WORLD TRADE CENTRE

DEVELOPER OF DUBAI'S FIRST HIGH-RISE BUILDING

Dubai's Sheikh Zayed Road is now a bustling business hub, lined with gleaming skyscrapers, within one of the world's most forward-thinking cities. In 1979, our own Sheikh Rashid Tower started it all.

Dubai's very first major tower and business centre, Sheikh Rashid Tower instantly became the heartbeat of Dubai's growing global business community. A focal point for overseas businesses to establish their presence in a country rich in opportunity, the tower embodied Sheikh Rashid's vision of a modern city that would attract the world's leading companies.

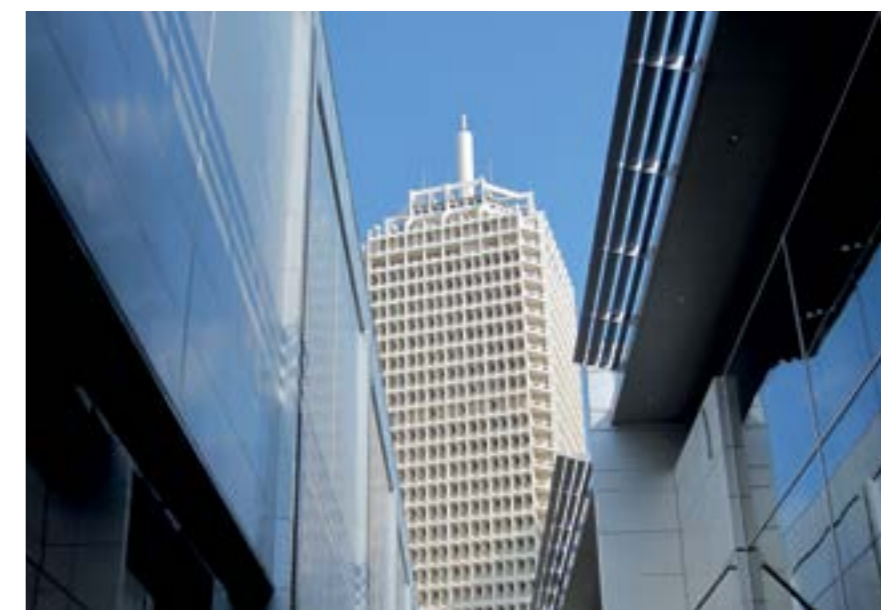
Today, we connect people, products and ideas from around the globe through our year-round calendar of international trade fairs, blockbuster consumer shows and prestigious international conferences.

The epicentre for business tourism in the region, we play a major role within Dubai's economy,

attracting revenue for the city's sights, restaurants and hotels. Each year, DWTC events create more than 57,000 jobs, or 80,000 including ancillary sectors that benefit from our events.

DWTC also currently provides offices to over 100 commercial tenants, including leading international companies such as Shell, General Motors and Halliburton, with an average occupancy length of over nine years.

One Central is the natural progression of DWTC's development strategy and is closely aligned with the overall vision and mission of the company and the emirate of Dubai. With a track record of developing in step with the future growth plans of Dubai, DWTC's mission is to deliver 'Destination Dubai' by providing a world-class business networking platform with integrated end-to-end services.



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

DWTC HAS PLAYED AN INTEGRAL ROLE IN BUILDING DUBAI'S ECONOMIC INFRASTRUCTURE FOR MORE THAN 35 YEARS.

A panoramic view of the Dubai skyline at dusk. The sky transitions from a deep blue at the top to a soft orange and pink near the horizon. The city's skyscrapers are illuminated with various lights, including the Burj Khalifa on the left and the Burj Khalifa's spire. The foreground shows a busy road with traffic lights and streetlights, and some lower-rise buildings. The overall scene is a vibrant and modern urban landscape.

COMMITTED TO DUBAI'S VISION

Part of the Investment Corporation of Dubai, DWTC plays an integral role in Dubai's economic future and is currently developing Dubai Trade Centre Jebel Ali – the master district that will host Expo 2020 Dubai.

As it continues on a path aligned with Dubai's growth, DWTC continues to evolve and support Dubai's endeavours in being a leading international destination for business and finance.

ONE CENTRAL

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ALWAYS CONNECTED