

The Project

The Bridge is a prestigious 28 floor Tower of a stunning, yet practical, design to maximise vista and venue. For its most recent development The First Group has again contracted Shankland Cox as Architects to deliver a modern, stylish building to house a fusion of luxury residential apartments and flexible commercial units worthy of its enviable setting in the heart of Dubai Sports City, Dubailand. The Bridge is ideally situated within easy walking distance of the magnificent sports stadia, the bustling retail hub and conveniently close to the main Dubai Sports City Metro Station.



THE BRIDGE

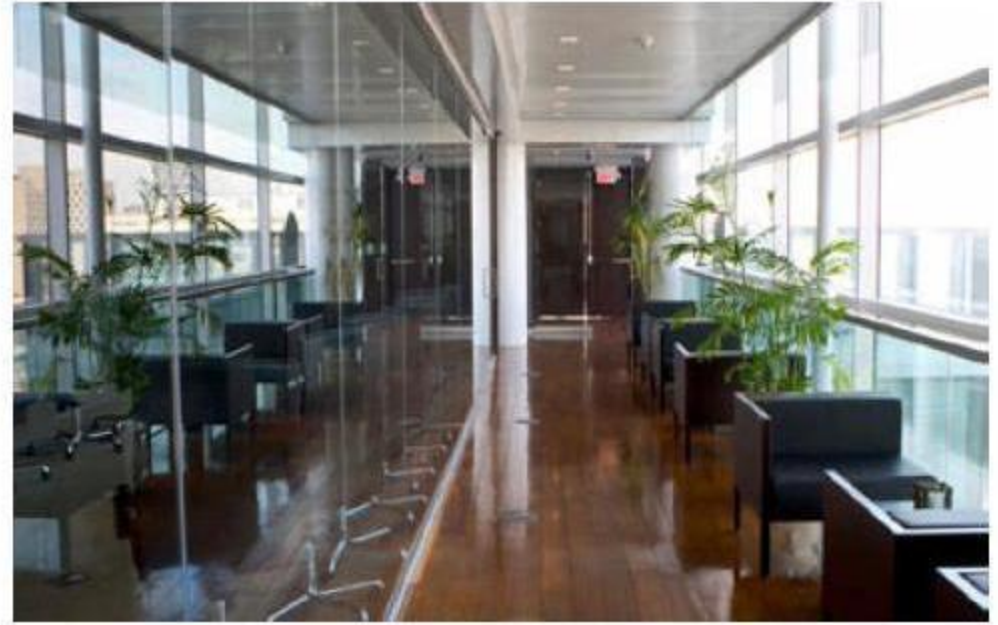
Location



Dubai Sports City is set to deliver the pulse of Dubailand in 'New Dubai' and will be the first operational 'world' in Dubailand designed specifically to host the world's most prestigious sporting events from 2009 onwards.



Dubai Sports City Metro Station will link directly to the nearby new Dubai World Centre Airport and to the key business and leisure areas of Dubai making it one of the most convenient locations in which to work, shop, rest and play.



Commercial Rationale

Any business manager who has been sent to Dubai to relocate or set up business will tell you it is virtually impossible to obtain office accommodation anywhere in Dubai let alone when trying to set up a new business in the region.

The principle concentration and focus of property developers in Dubai has been to provide residential accommodation in an attempt to satisfy Dubai's severe undersupply of living accommodation. Consequently the vast majority of all planning applications and approvals in Dubai Sports City are for residential units other than the Sports facilities and retail areas.

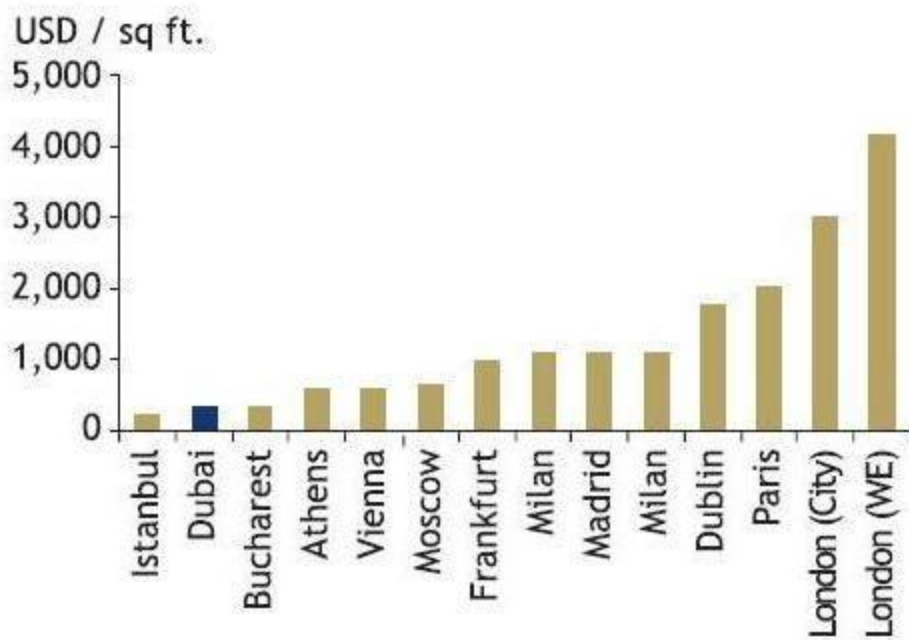
The First Group have identified that this project and location offers investors entry to one of the very few commercial opportunities in Dubai Sports City as well as an infrastructure play for the Metro and new Dubai World Centre Airport. It takes little imagination to understand the number of new business entities that will need to come to Dubai and indeed specifically to Dubai Sports City to support and promote international sporting events and to deliver service industries to Dubailand as a whole.

The vast majority of new businesses coming to Dubai (over 13,000 in 2006) start life in serviced office accommodation for at least the first 6 months of their existence and the complete lack of commercial space currently is exacerbating the problem. Even when supply increases it is evident that serviced flexible offices will likely remain at a significant premium.

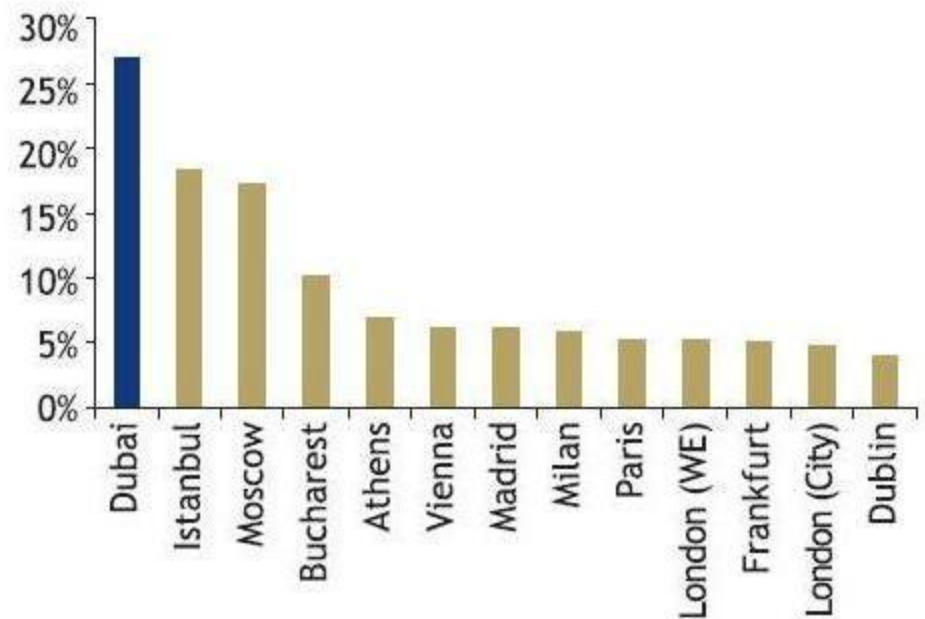
Early investors in the Bridge project are invited to take advantage of the incredible yield returns potentially available from commercial property unique to Dubai.

EFG-Hermes is the Arab world's premier investment banking firm and its December 2006 statement confirmed that the Dubai commercial property market offers a unique investor proposition; namely amongst the lowest purchase price in the world coupled with the highest rental yield in the world. Whilst seasoned commercial investors accept that high yields go with low prices the report continues on to state that Dubai's commercial rental yield is set to remain well above the international average due to the regions fundamentals.

Price per SQ.FT



Rental Yields



Sources: CBRE and EFG-Hermes

Selling price	Rates	Rent Yield
<ul style="list-style-type: none"> One of the lowest sq ft selling prices among major business cities Higher Selling prices for new development 	<ul style="list-style-type: none"> Escalating rent rates, a reflection of the current severe supply shortage and the huge growth in demand Higher rates for new development in New Dubai area 	<ul style="list-style-type: none"> A rent yield averaging 27% but reaching + 30% in some cases Significant premium compared to global average

Introducing our Product - SOLO

The First Group is proud to introduce yet another innovation in overseas property investment known as a SOLO[®] (Served Office Leaseback Opportunity). This unique concept coupled with the insatiable demand for commercial office space in Dubai offers a unique investment vehicle and creates a new benchmark in commercial real estate investment.

The SOLO concept will cater for the vast number of new companies moving to Dubai and will also allow SOLO investors in the building to enjoy the significant rewards and stability of a commercial real estate investment.

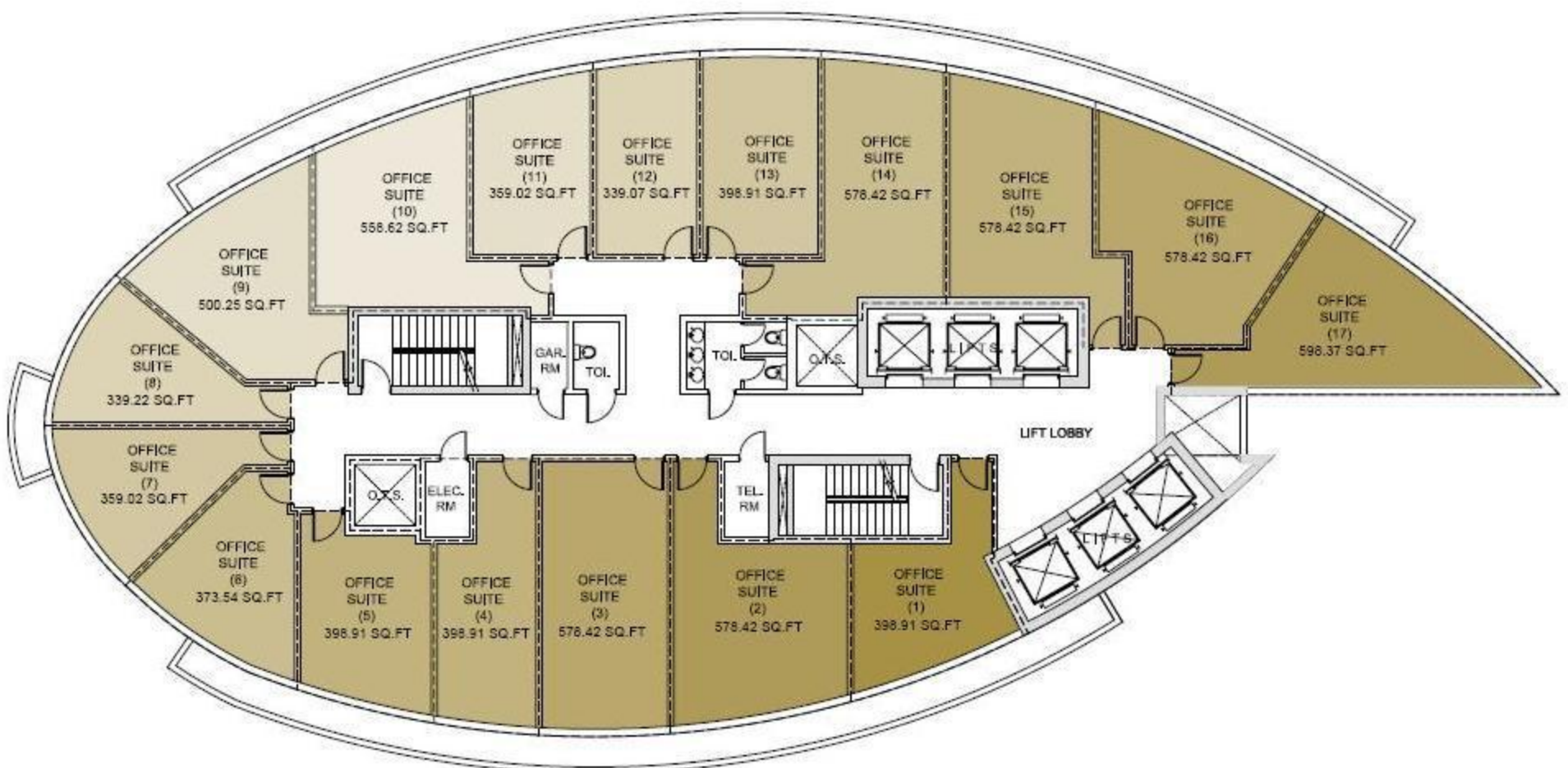
SOLO offers prime office space complete with state-of-the-art technology and individual units are made available to discerning investors. SOLO units will be operated by a serviced office letting specialist and leased as flexible fully serviced office space. All business amenities will be in place offering services from receptionists through to board rooms, video conferencing facilities and breakout areas for relaxing. Whilst enjoying the prospect of significant capital growth, the investor will enjoy a 50% share of rental yield after deduction of operational expenses. Example returns as follows:

Unit Size	Dirham Price (AED)	Investment Term (Years)	Occupancy Rate %	Annual SOLO Income	Annual SOLO Return	Annual Capital Growth	Total Capital Growth	Total Return (AED)
300	407,228	5	50%	35,100	8.62	5%	112,507	288,007
300	407,228	5	70%	50,000	12.28	10%	248,616	498,420
300	407,228	5	85%	61,178	15.02	15%	411,847	717,760
500	678,713	10	60%	70,920	10.45	5%	426,657	1,135,857
500	678,713	10	75%	89,546	13.20	10%	1,081,238	1,976,738
500	678,713	10	90%	108,180	15.95	15%	2,066,191	3,147,991

Money is dominated in UAE Dirham

E.&O.E

A typical floor layout shows the potential distribution of these units within a floor plan.





The Serviced Office Concept

Serviced offices provide immediately available and fully fitted turnkey offices, with telephone answering and a full range of services available on a “pay as you go” basis. They enable businesses to eliminate the substantial investment, restrictive lease terms and drain on management time normally involved in procuring office accommodation. Clients range from large blue chip organisations to small startups requiring space from one to 50 people. They are essential and immensely popular with rapidly-growing enterprises and foreign companies seeking a Dubai base.

Discussions are now under way with a range of serviced & flexible office managers including Servcorp, MWB and Regus. The Ground floor of The Bridge hosts a stunning reception area and incorporates the main business centre and cafés. Tenants have access to the boardrooms and conference facilities and of course all you would expect in this modern state-of-the-art techno-business environment.

Planned Facilities

- State-of-the-art new building
- Central location
- Car parking
- Reception services
- High speed Broadband Internet
- Virtual office facility
- Telephone answering
- AV equipment
- 24-hour access
- IT support
- Showers
- Branded centre
- Close to mainline Dubai Metro train station
- Meeting / Board rooms
- ISDN
- Cat 6 cabling
- Gym and Health Club
- Secretarial services
- Conference suite
- Security systems
- Air-conditioning

Resources



The First Group is a British owned specialist real estate developer and its family of companies have a proud record of more than 20 years in successful residential, commercial and resort property development with sales of over \$1 billion to date. The Groups focus is now firmly concentrated on high quality investment property in Dubai and the Northern Emirates.



The First Group is delighted to have contracted Shankland Cox as Architect and Project manager for The Bridge. They have been established for over 50 years as an international consultancy specialising in architecture, planning, engineering and project management with offices throughout Europe, the Middle East and Asia and are the preferred choice for many of the government backed developments in Dubai.



The serviced office units at The Bridge enjoy the unrivalled benefits provided by The First Group's SOLO programme which will be professionally managed by a serviced office specialist operator. This is an absolutely unique investment vehicle as the SOLO concept will cater for the vast number of new companies moving to Dubai and will also allow SOLO investors in the building to enjoy the rewards and stability of a commercial real estate investment. With current office occupancy level standing at 100% across Dubai, commercial office space is at a premium and demand will further increase due to the massive anticipated growth in the region. The SOLO programme offers investors the potential of substantial capital growth and a sustainable rising income stream.