

# HQ

by

# ROVE

MARASI BAY

HQ by Rove  
Marasi Bay Marina,  
Business Bay, Dubai

[hqbyrove.com](https://hqbyrove.com)

DEVELOPED BY  
**IRTH**

**DEVELOPER**

**IRTH**

Born from the legacy of the Alshamsi family, IRTH is a next-generation real estate investment platform driven by a philosophy of value creation, innovation, and world-class living experiences. Our vision is rooted in the future, crafting bold, innovative developments that reflect our belief in purposeful design and future-forward living. IRTH remains attuned to the city's evolving landscape and continues to build on its legacy - founded on a solid commitment to excellence, trust and quality lifestyle living.

**BRAND**

**R O V E**  
HOTELS

Rove is an award-winning lifestyle hotel and residences brand offering vibrantly designed properties in connected locations. Locally and culturally engaged, Rove's youthful and welcoming spirit celebrates creativity and community. Born in Dubai as a joint venture between Meraas Holding and Emaar Properties PJSC, Rove properties fuse 21st-century innovation with sustainability and great value, defining a new niche in the ever-evolving global hospitality sector.

## **PIONEERING THE CONCEPT OF HOSPITALITY-BRANDED WORKSPACES**

An exclusive partnership between IRTH Group and Rove Hotels marks an exciting evolution within the region's commercial space landscape.



# DUBAI OFFICE MARKET OVERVIEW



## POPULATION SURGE

Dubai's population has rapidly grown from 3.75 million in 2024 to **4 million** in 2025, with projections to surpass **5.8 million residents by 2040** - underscoring its dynamic trajectory as one of the world's fastest-expanding urban cities.

## HIGH OCCUPANCY RATES

Dubai's prime districts boast over **90% office occupancy**, reflecting unwavering confidence in the city as a global business hub.

## GLOBAL DEMAND

Multinationals are consolidating **regional HQs** into larger, high-quality, modern offices in hubs like Business Bay, DIFC and similar.

## RENTAL OUTLOOK

Premium office demand will outpace new supply, driving **continued rental growth** through the year.



# FIRST EVER HOSPITALITY-BRANDED OFFICE BUILDING IN DUBAI



Welcome to the first ever hospitality-branded office building in Dubai – setting a new benchmark in next-generation workplaces.

Designed around people, lifestyle, and productivity, HQ by Rove reimagines the traditional office into a destination that blends the warmth and vibrancy of hospitality with the efficiency of Grade-A commercial space.



# LOCATION





WELCOME TO THE OFFICE  
YOU ACTUALLY WANT TO  
SHOW UP FOR.





# VIEWS



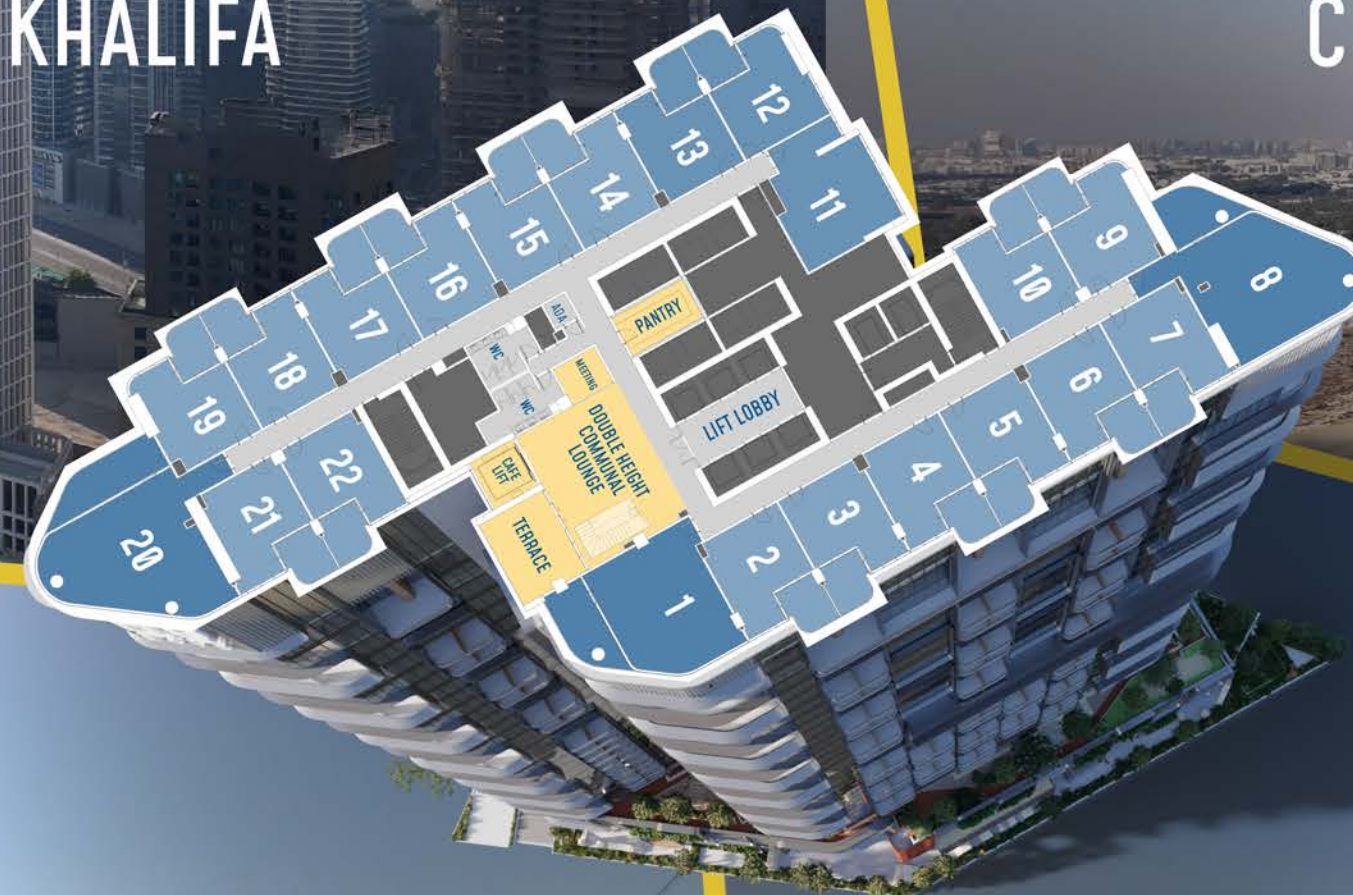
BURJ KHALIFA

CREEK HARBOUR



MARASI BAY

DUBAI DESIGN DISTRICT





# LOCATION PROXIMITY





# MARASI BAY MARINA

Just steps from HQ by Rove, Marasi Bay Marina is a vibrant waterfront destination featuring a 12-kilometer promenade of lively dining, leisure, and lifestyle experiences.

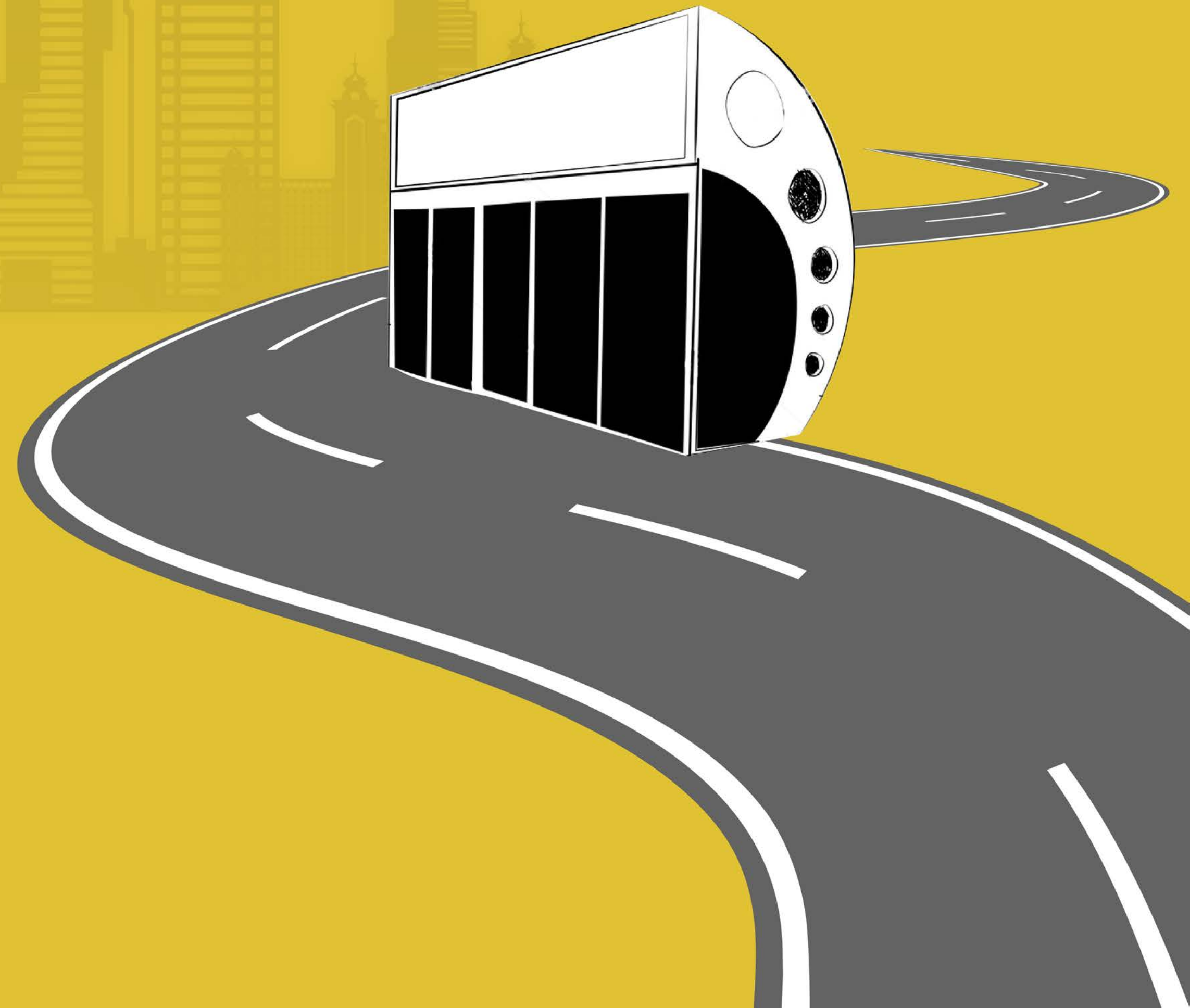
Marasi Bay promises to be a hub of elevated lifestyle experiences blending high-end living, premium workspaces, hospitality, leisure, and wellness experiences, including the first beach club in the Burj Khalifa District.





# YOUR DIRECT ROUTE TO HQ

An exclusive private road will be constructed to provide direct access to HQ by Rove, facilitating seamless entry and exit and making daily commutes faster and more convenient.







# ARRIVAL EXPERIENCE



# PROJECT AT A GLANCE

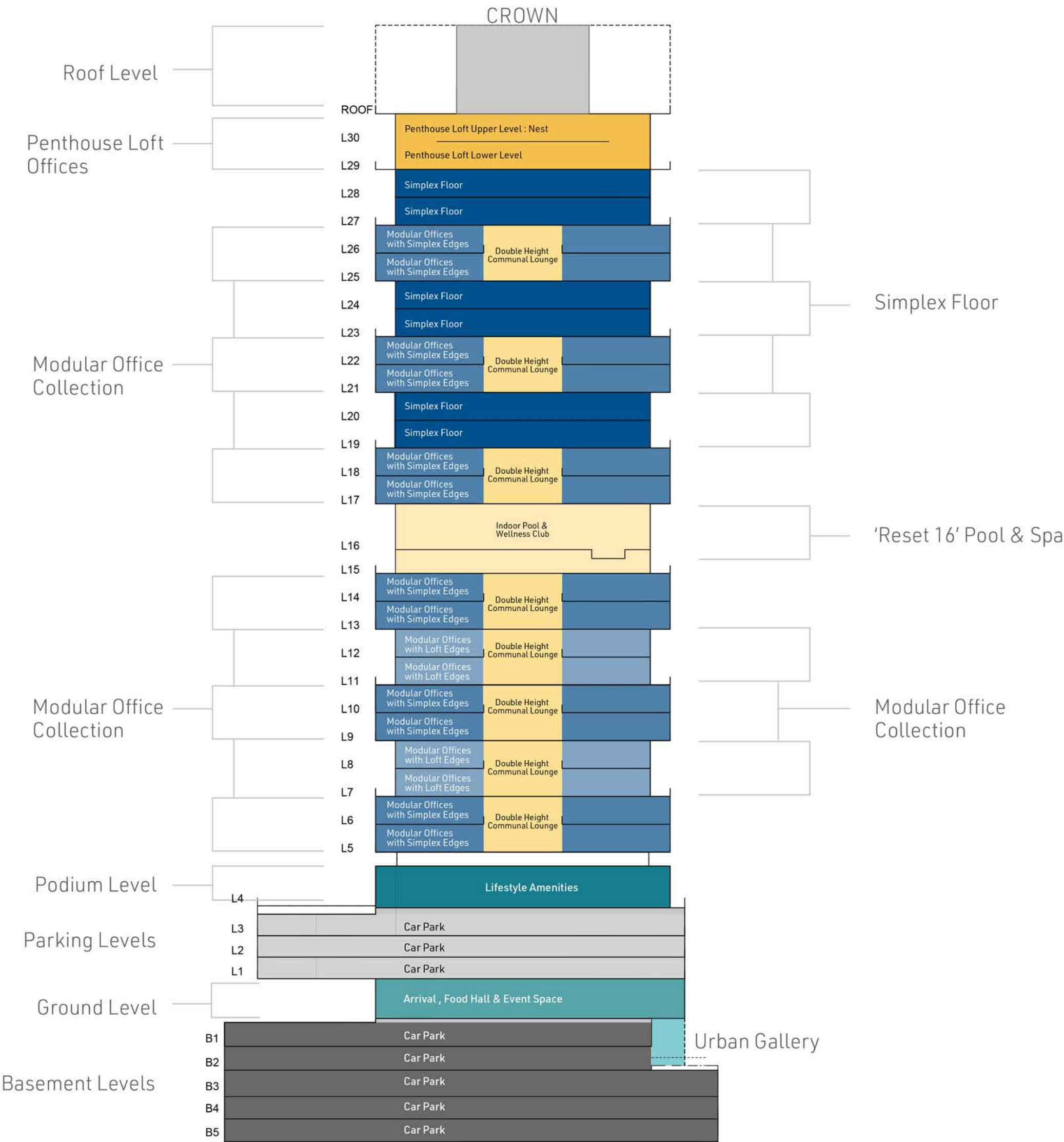


- **GROSS FLOOR SIZE:** ~22,500 SQFT
- **TOTAL OFFICE FLOORS:** 23
- **TOTAL MODULAR UNITS PER FLOOR:** UPTO 22 UNITS, STARTING FROM 625 SQFT
- **TOTAL AMENITIES:** 120,000 SQFT
- **TOTAL PARKING BAYS:** 988 ACROSS 8 FLOORS
  - 1 parking per modular unit
  - Additional Visitor and Valet Parking
  - Dedicated EV charging stations
  - Dedicated Bicycle Parking
- **TOTAL NUMBER OF ELEVATORS:** 21
  - Destination controlled high-speed passenger lifts: 14
  - Shuttle Lifts: 5
  - Service Lifts: 2

**ANTICIPATED COMPLETION DATE: Q1 2029**



# BUILDING CONFIGURATION



## MODULAR OFFICE COLLECTION

- **STUDIO: 625 - 865 SQFT**  
Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

6 - 14

- **DELUXE: 1360 - 1435 SQFT**  
**STUDIO + STUDIO = DELUXE**  
Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

11 - 21

- **EXECUTIVE: 1986 - 2264 SQFT**  
**STUDIO + DELUXE = EXECUTIVE**  
Triple-sized with expanded seating, generous storage, and versatile layouts – available in open, semi-open, or closed configurations to suit growing teams.

17 - 39

- **SIMPLEX EDGE: 1230 - 1614 SQFT**  
Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace

10 - 26

## A LA CARTE

- **2700 SQFT AND ABOVE**  
Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

## LOFT OFFICE COLLECTION

- **LOFT EDGE: 2050 - 2466 SQFT**  
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

- **PENTHOUSE LOFTS: 2185 - 5800 SQFT**  
Step into a panoramic Penthouse Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.

Size inclusive of outdoor courtyards





## MODULAR OFFICES FOR EVERY TEAM SIZE

Designed to scale with your business and available on-demand, HQ by Rove gives you the freedom to expand, reconfigure, or right-size your space, adapting to your business needs.

## FULLY-FITTED & FURNISHED SPACES THAT SPARK ACTION

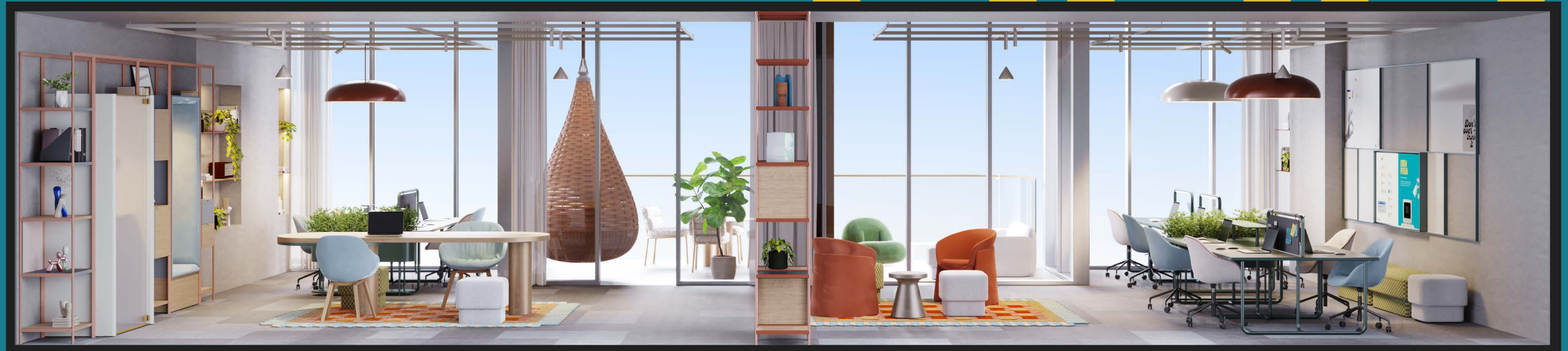
Move-in ready, fully-fitted and fully-furnished offices designed with Rove's signature style – branded, functional, and built to energize teams and inspire momentum from day one.

## FULLY-SERVICED OFFICES FOR ULTIMATE BUSINESS CONVENIENCE

From the moment you walk in, we take care of everything from high-speed internet, IT support, to a virtual reception desk, to give you ultimate convenience and peace of mind.



# MODULAR OFFICE COLLECTION



## STUDIO + STUDIO = DELUXE

Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



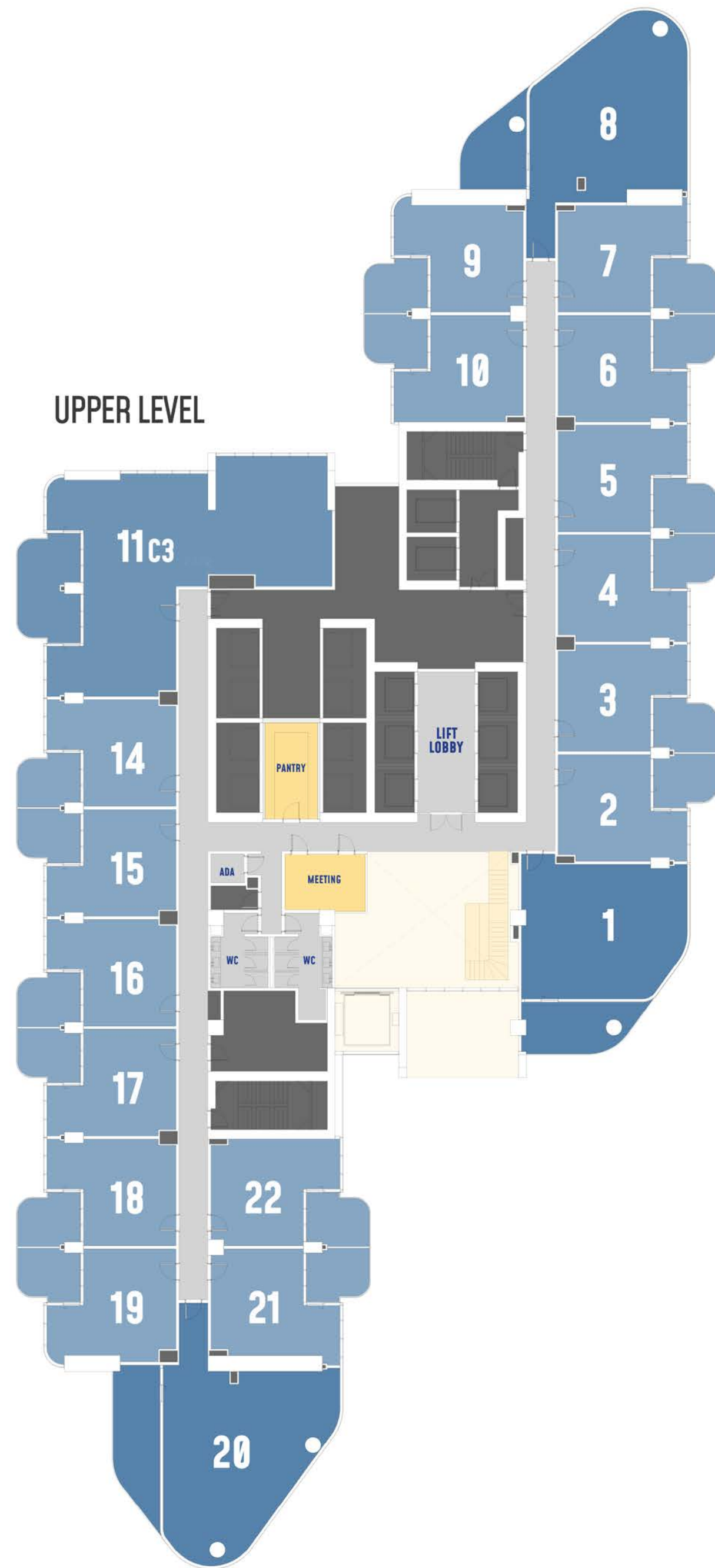
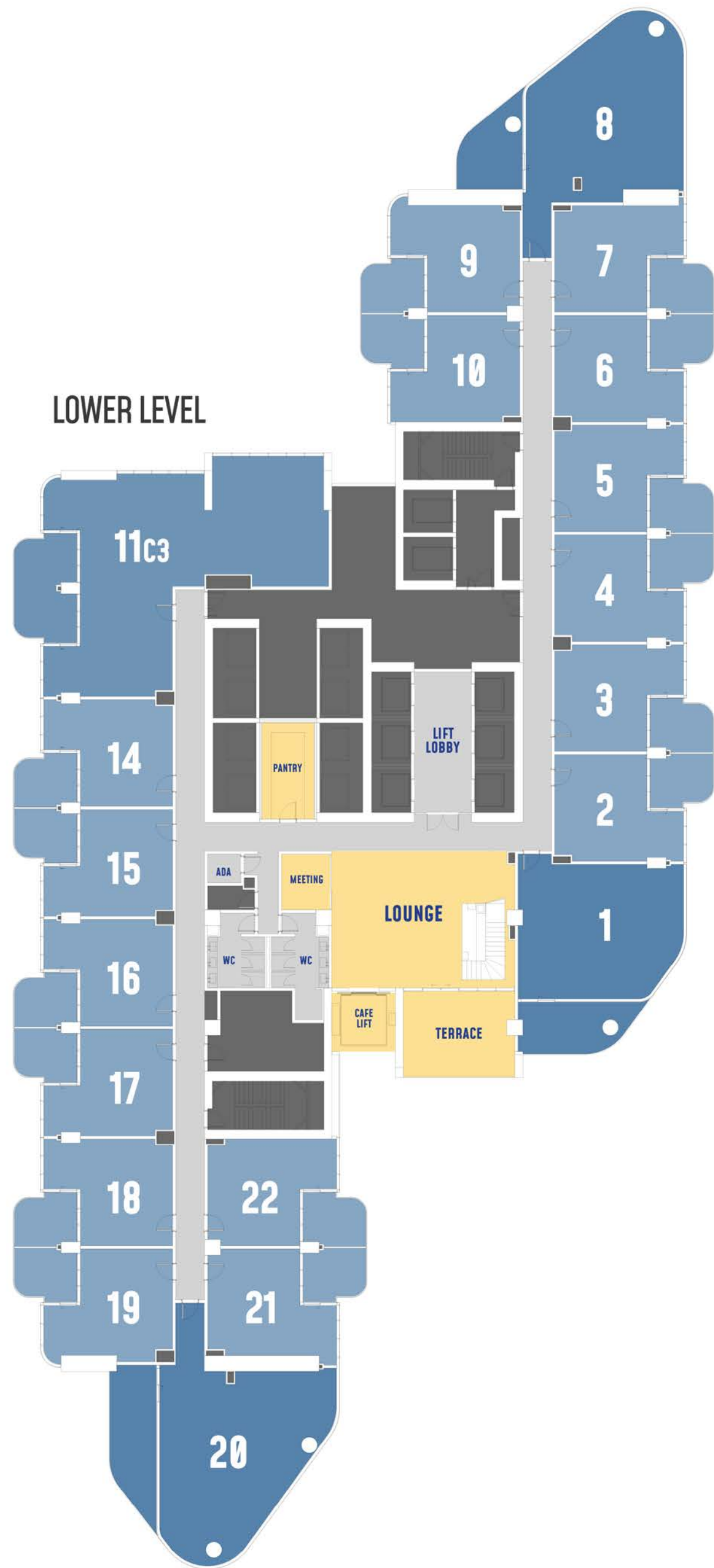
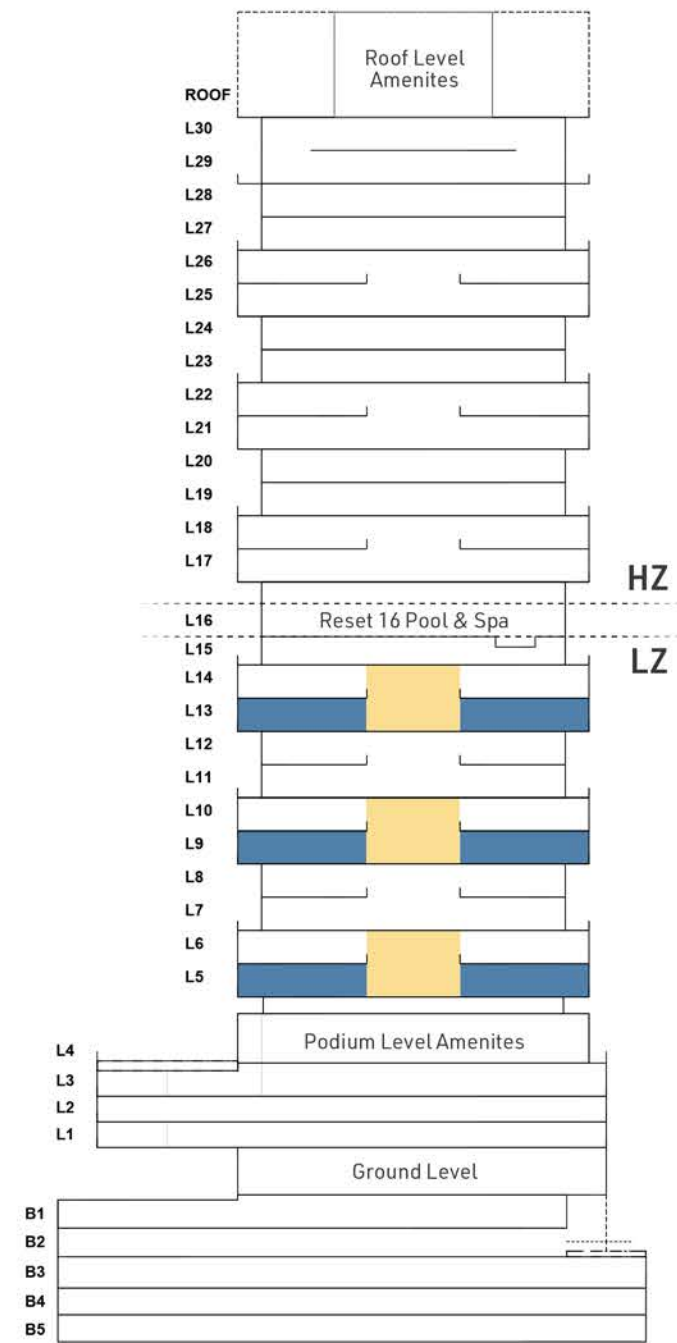




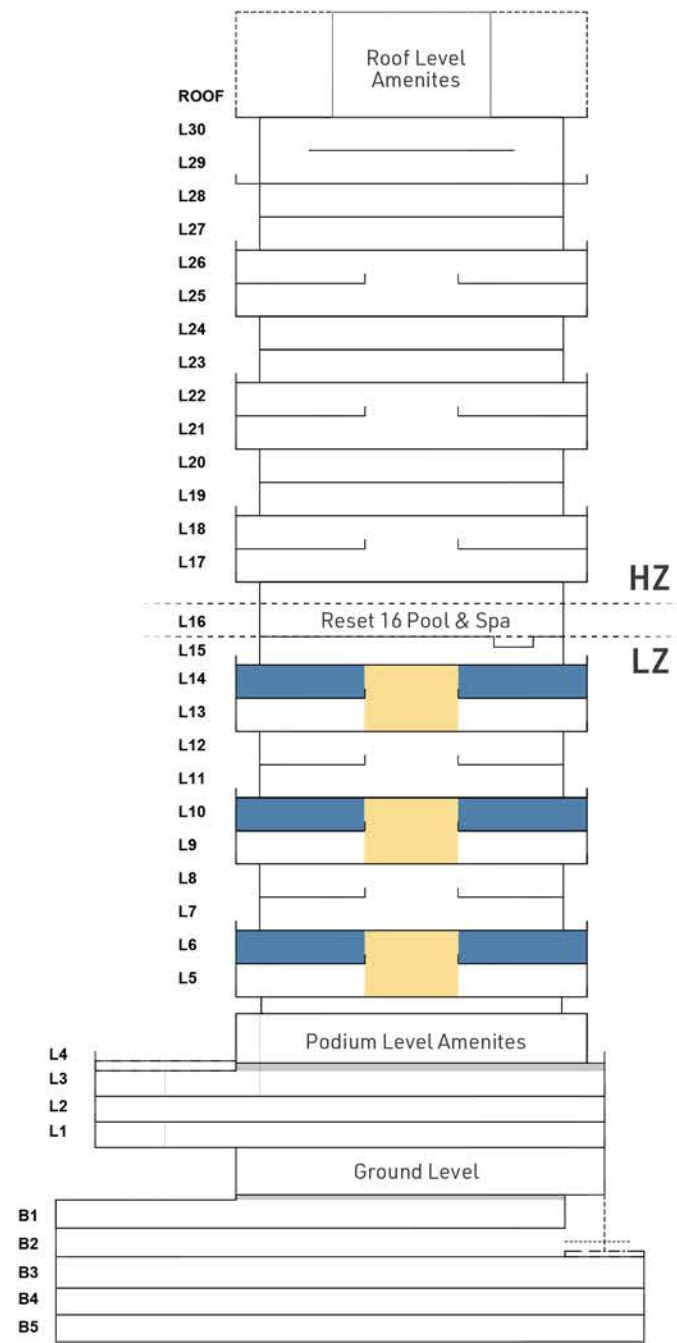
# EXECUTIVE OFFICE



L05 - L09 - L13  
MODULAR OFFICE COLLECTION  
WITH SIMPLEX EDGES



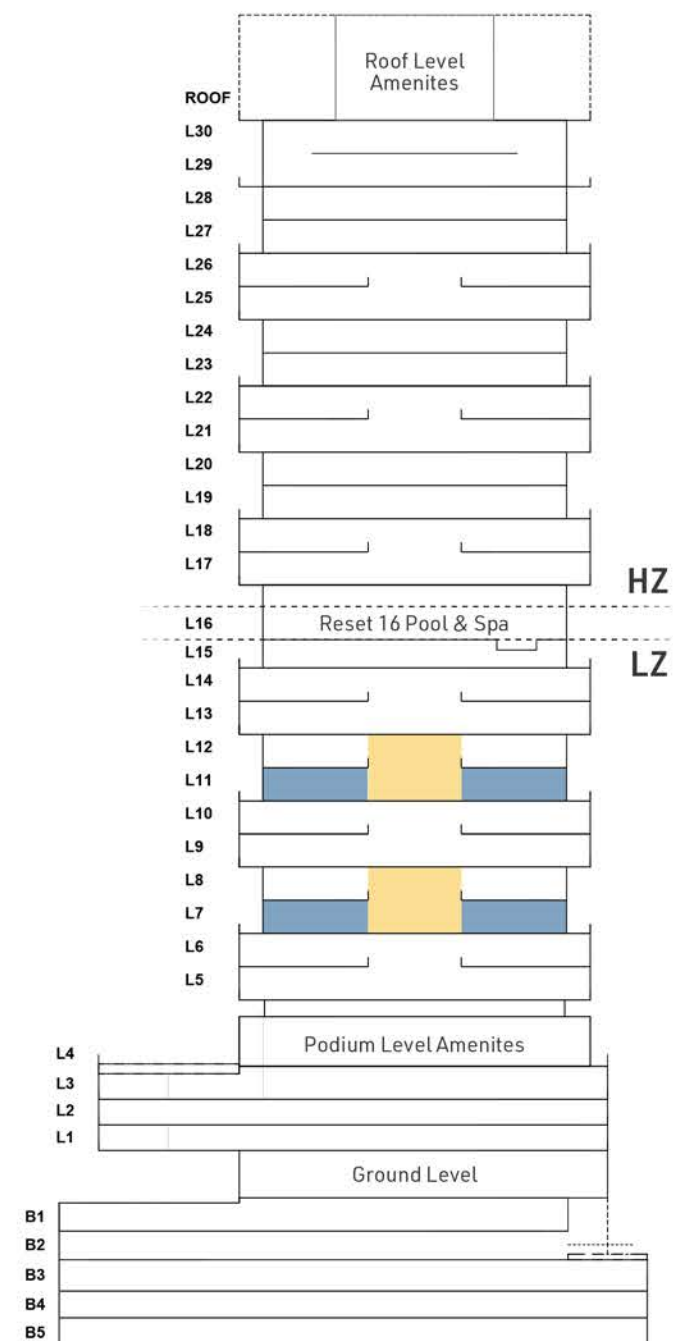
STUDIO: 680 - 725 SQFT  
SIMPLEX EDGE: 1230 - 1615 SQFT  
EXECUTIVE: 2264 SQFT



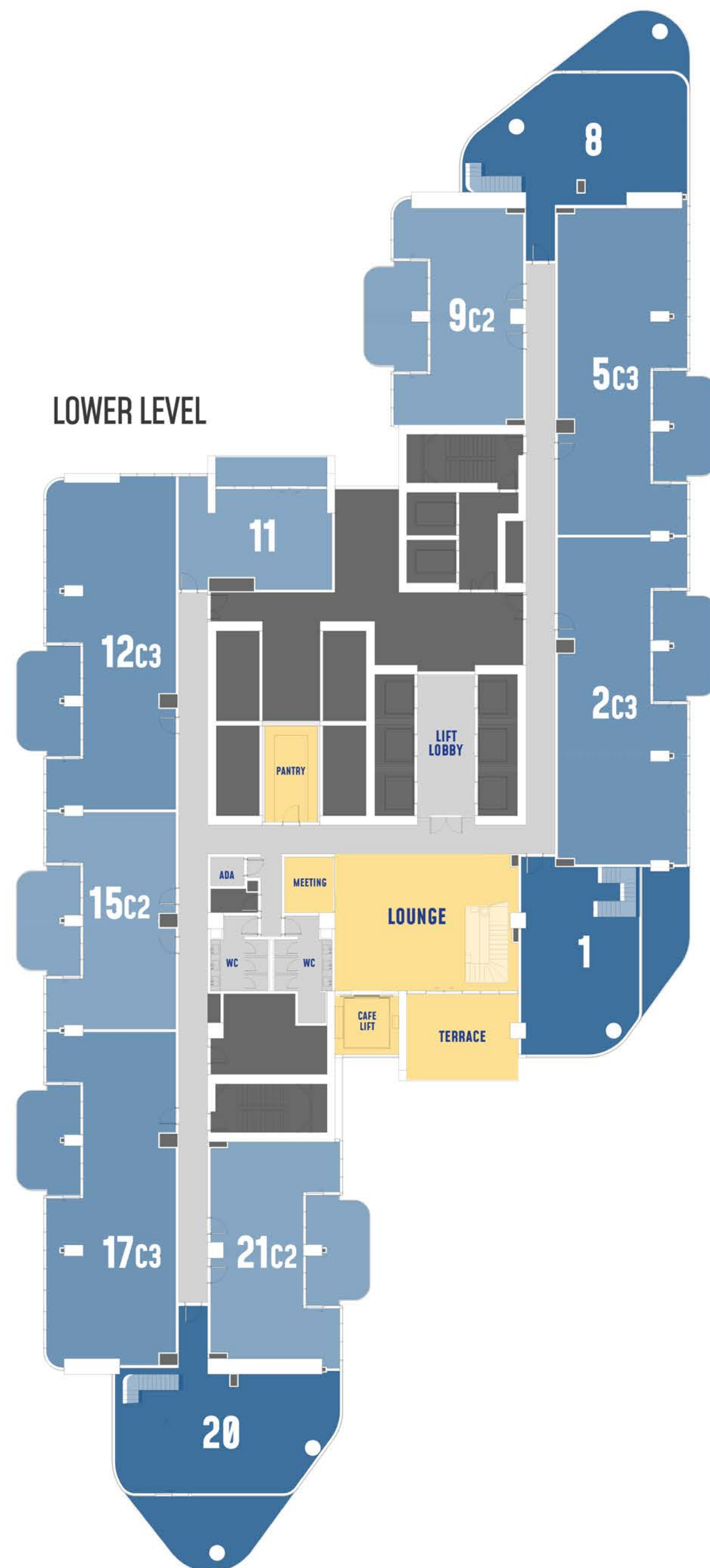
L06 - L10 - L14  
MODULAR OFFICE COLLECTION  
WITH SIMPLEX EDGES



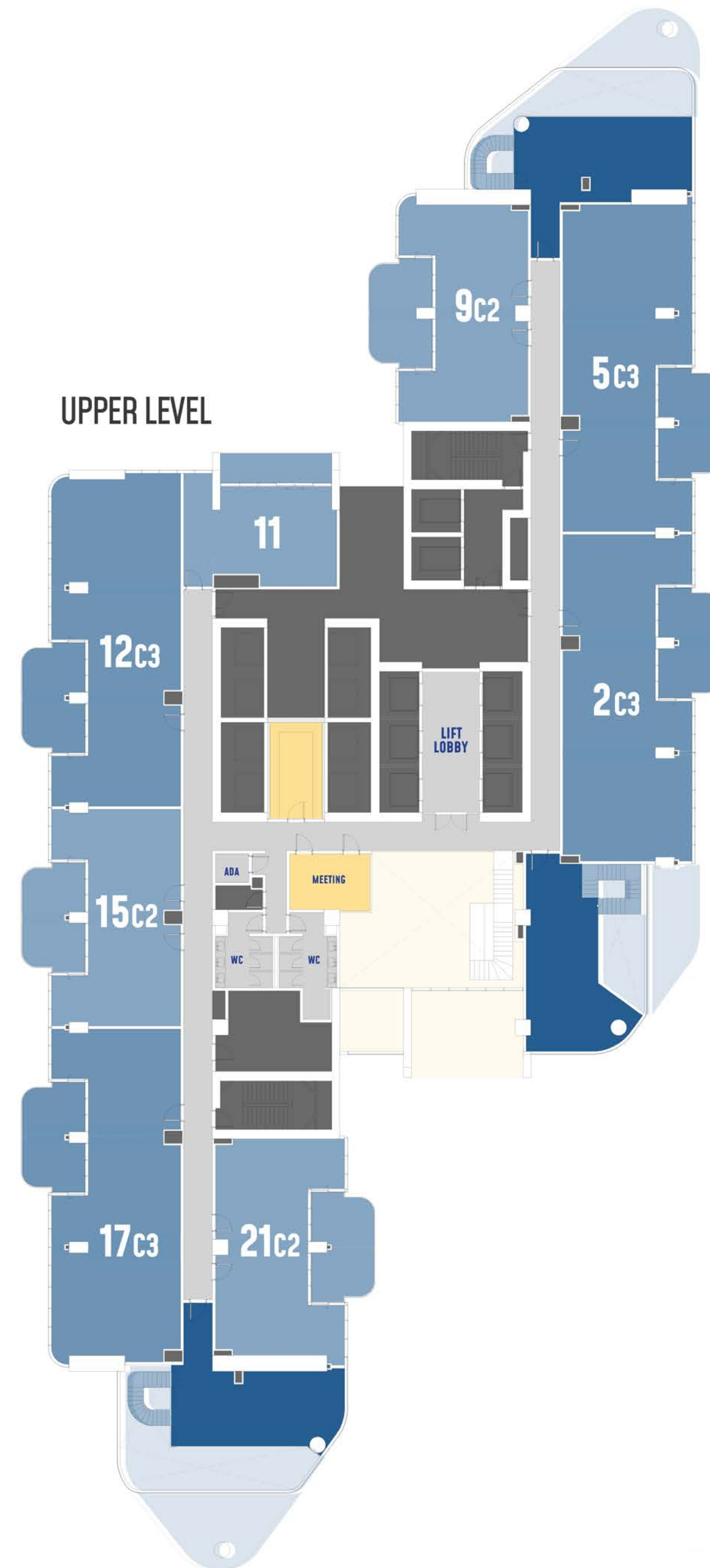
**L07 - L11**  
**MODULAR OFFICE COLLECTION**  
**WITH LOFT EDGES**



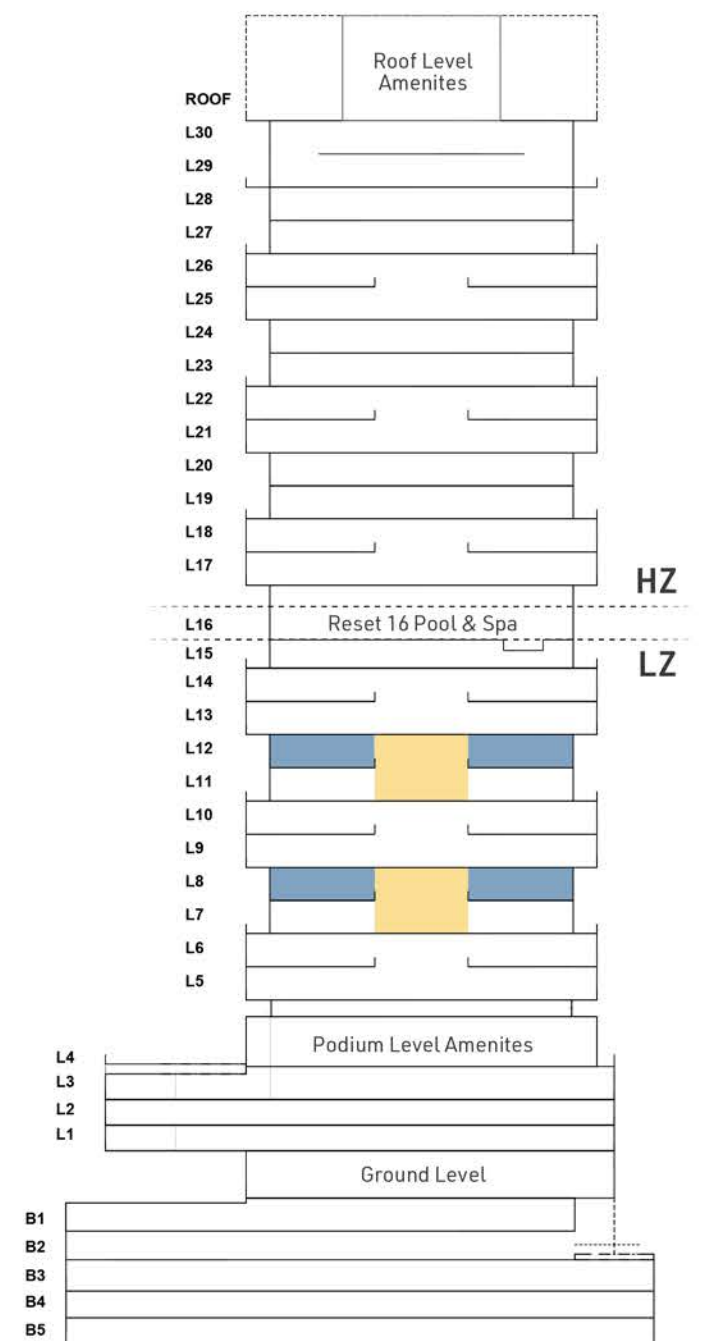
**LOWER LEVEL**



**UPPER LEVEL**



**STUDIO: 865 SQFT**  
**DELUXE: 1360 - 1435 SQFT**  
**EXECUTIVE: 1986 - 2031 SQFT**  
**LOFT EDGE: 2050 - 2466 SQFT**

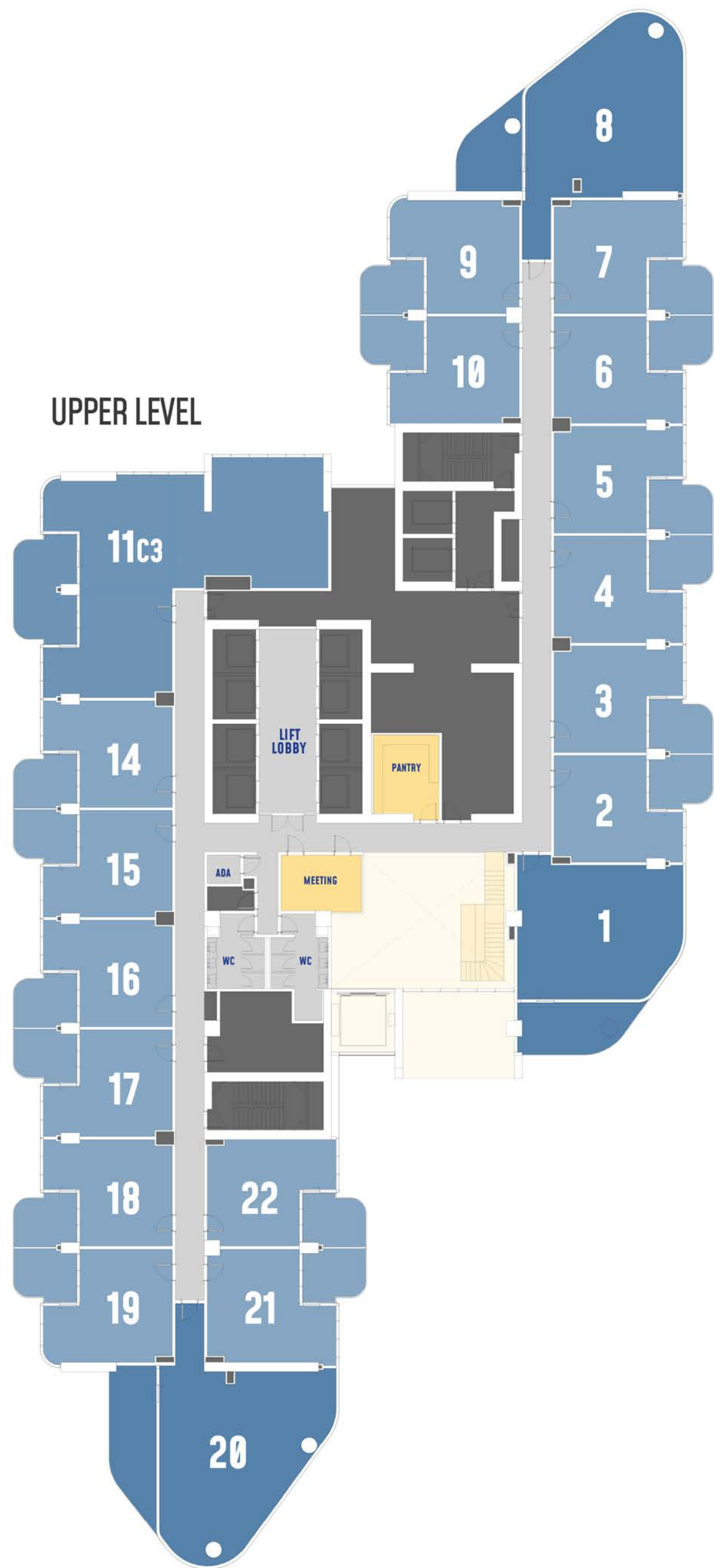
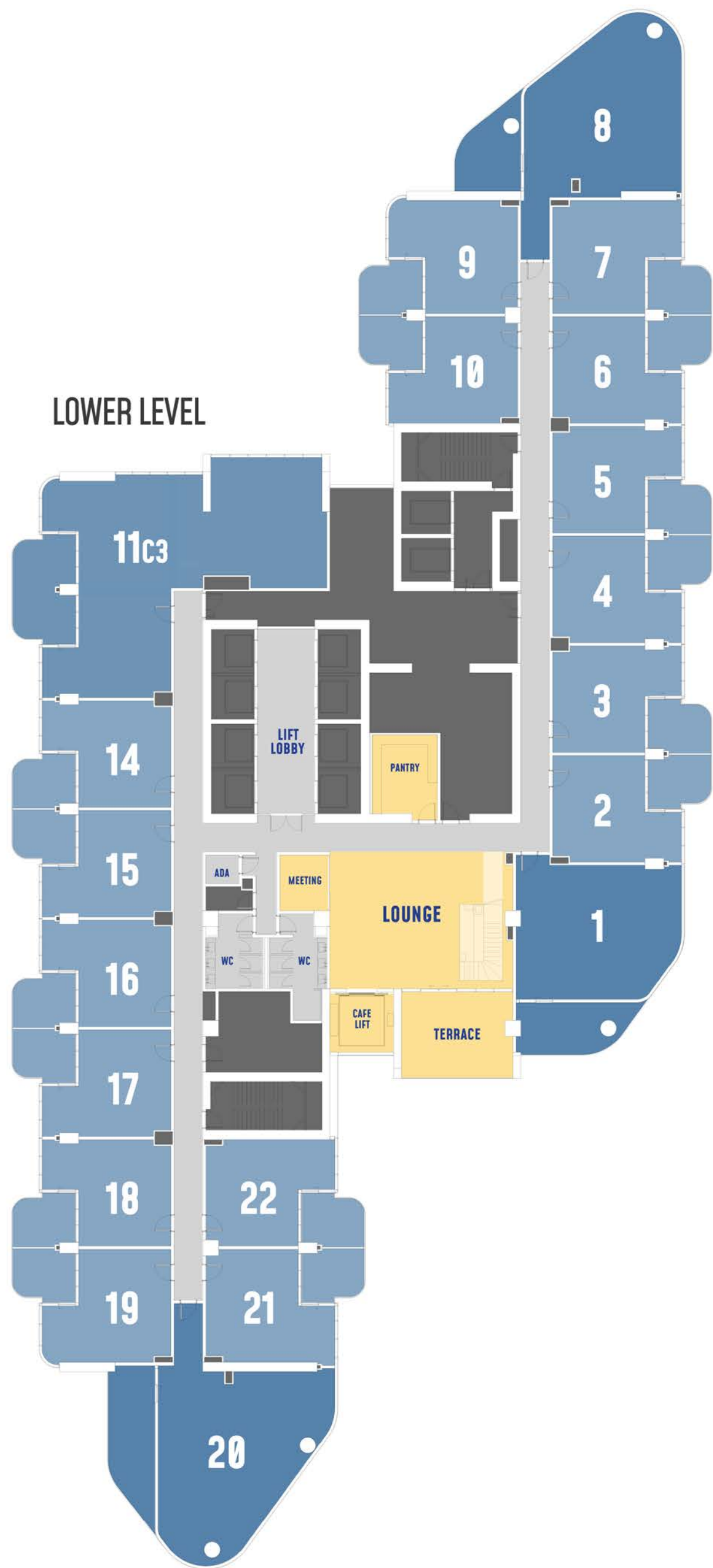
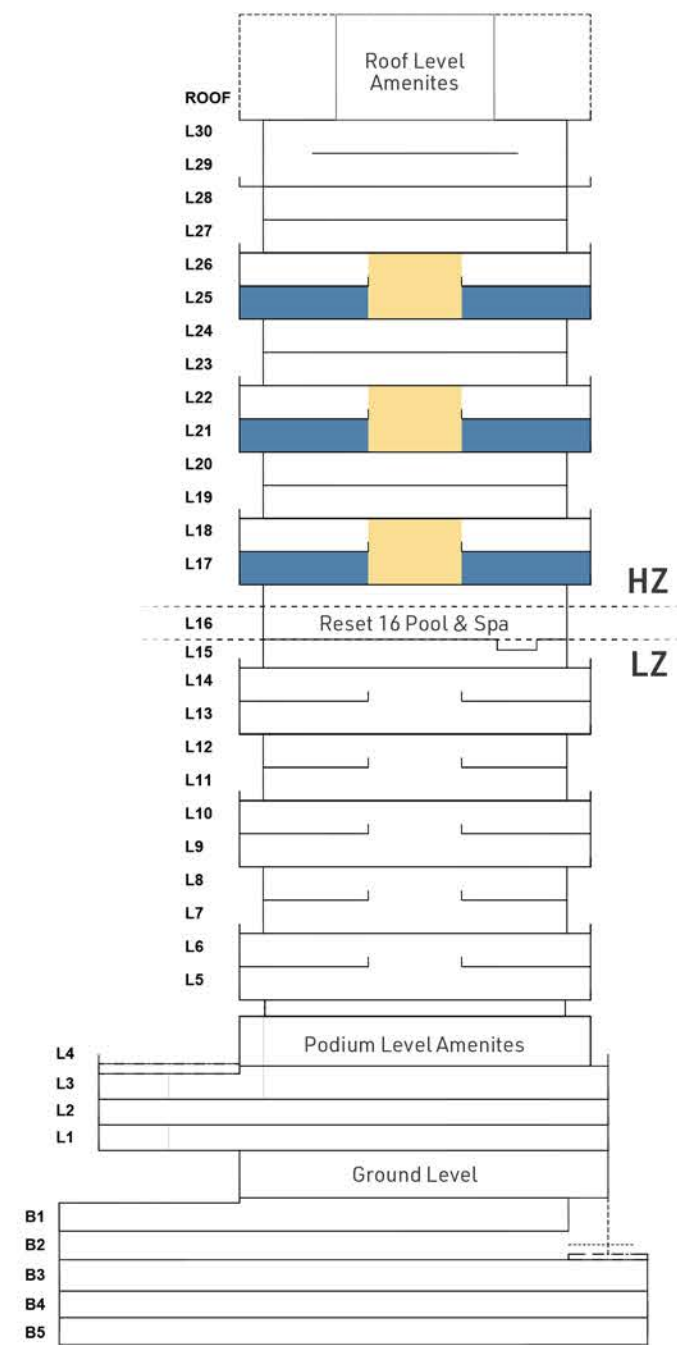


**L08 - L12**  
**MODULAR OFFICE COLLECTION**  
**WITH LOFT EDGES**

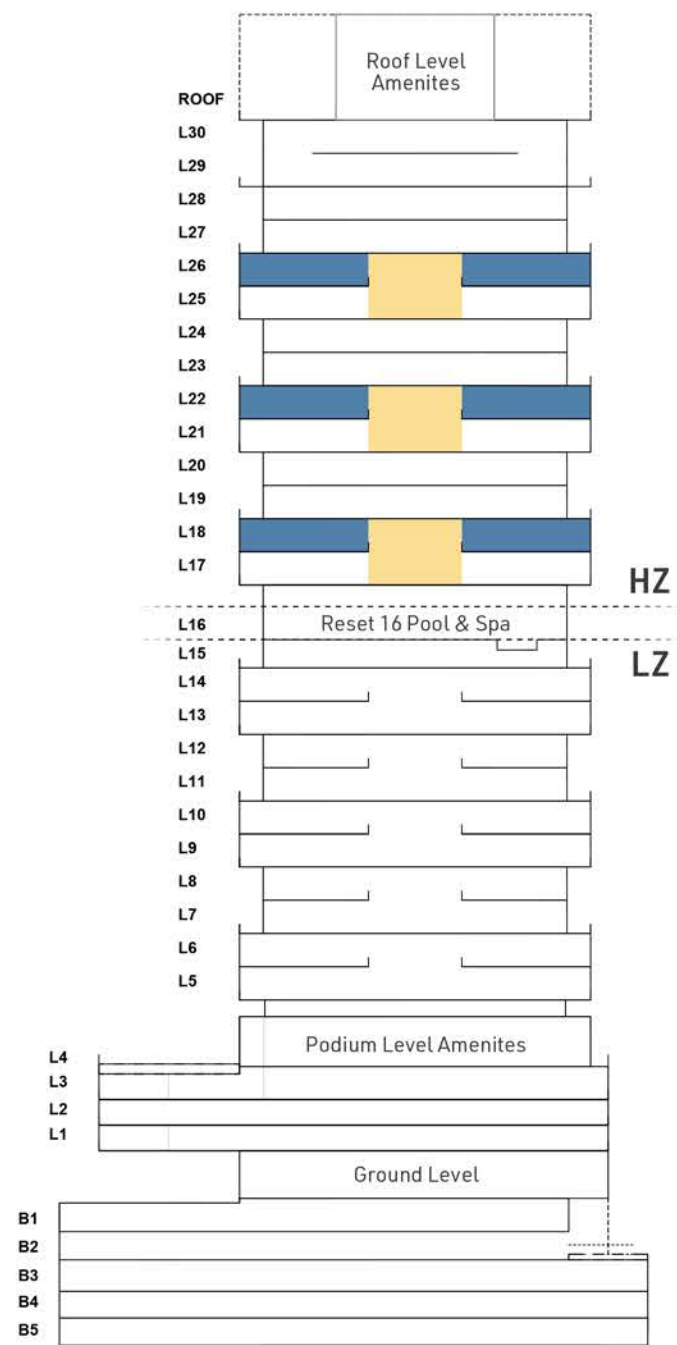


L17 - L21 - L25

MODULAR OFFICE COLLECTION  
WITH SIMPLEX EDGES



STUDIO: 680 - 736 SQFT  
SIMPLEX EDGE: 1230 - 1597 SQFT  
EXECUTIVE: 2264 SQFT

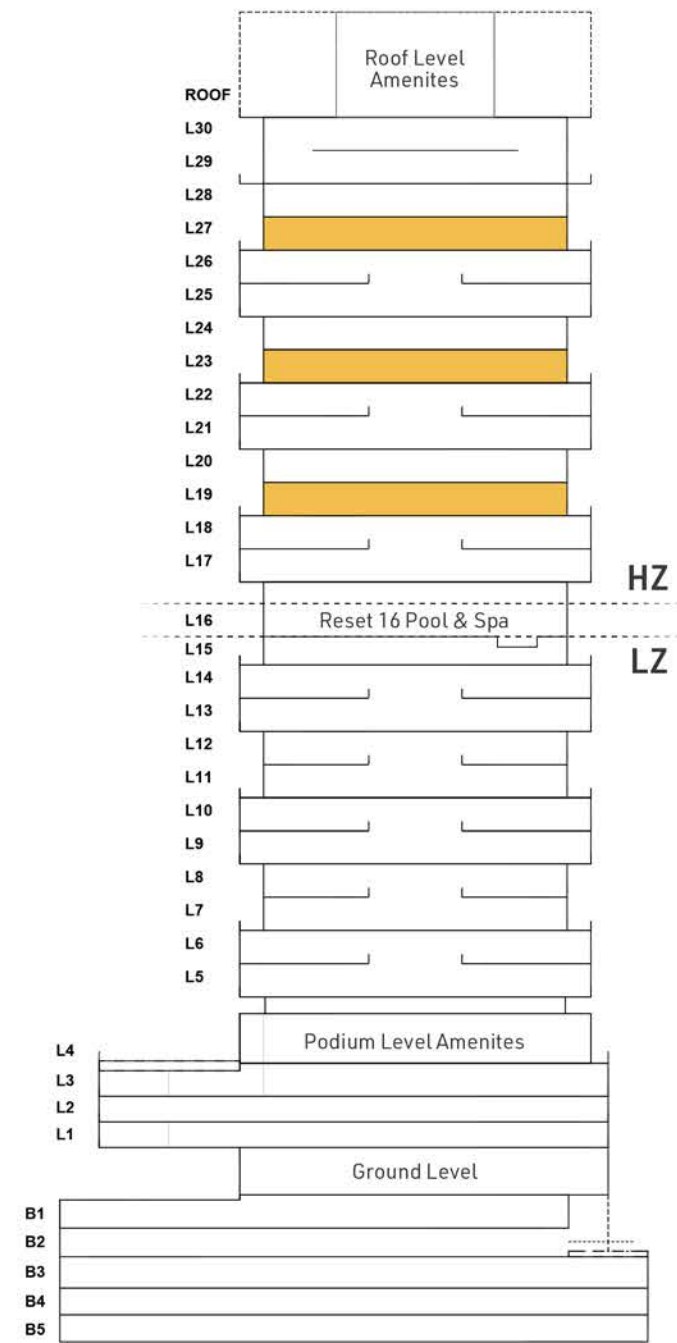


L18 - L22 - L26

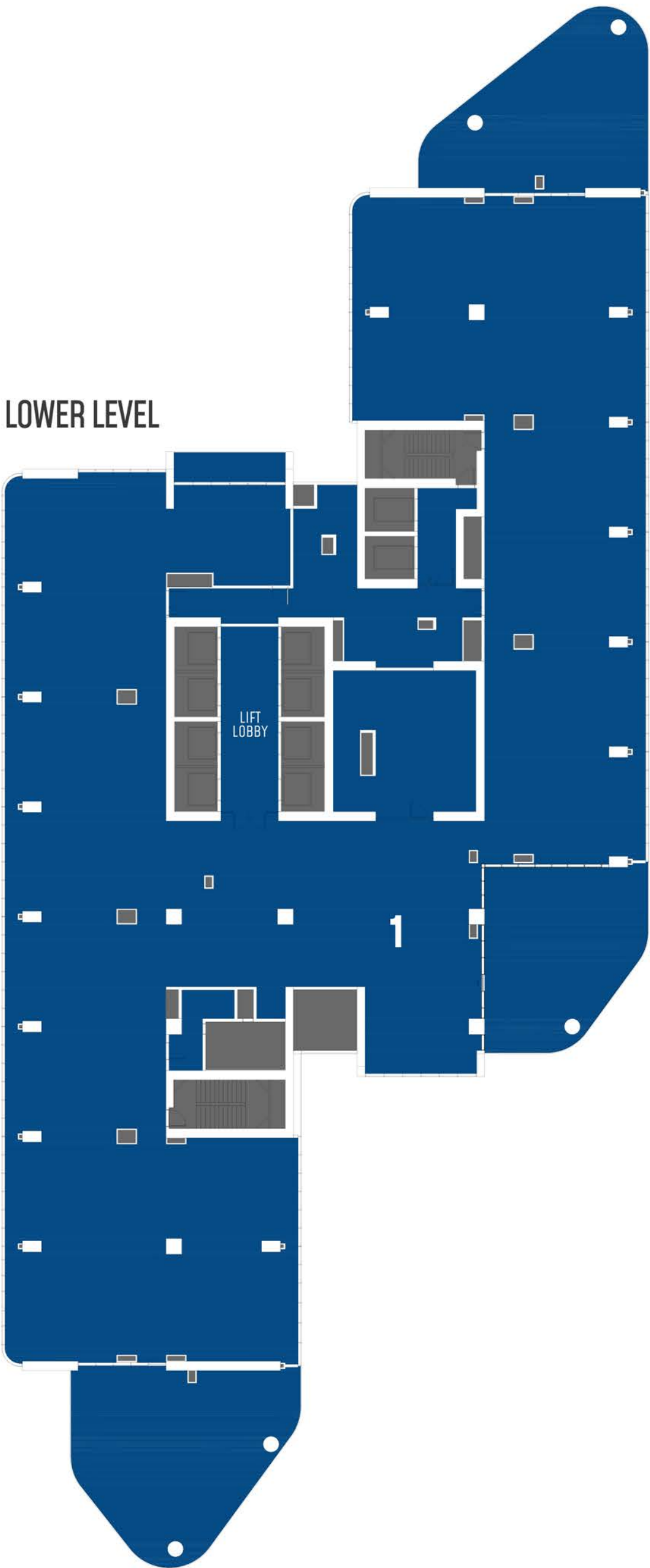
MODULAR OFFICE COLLECTION  
WITH SIMPLEX EDGES



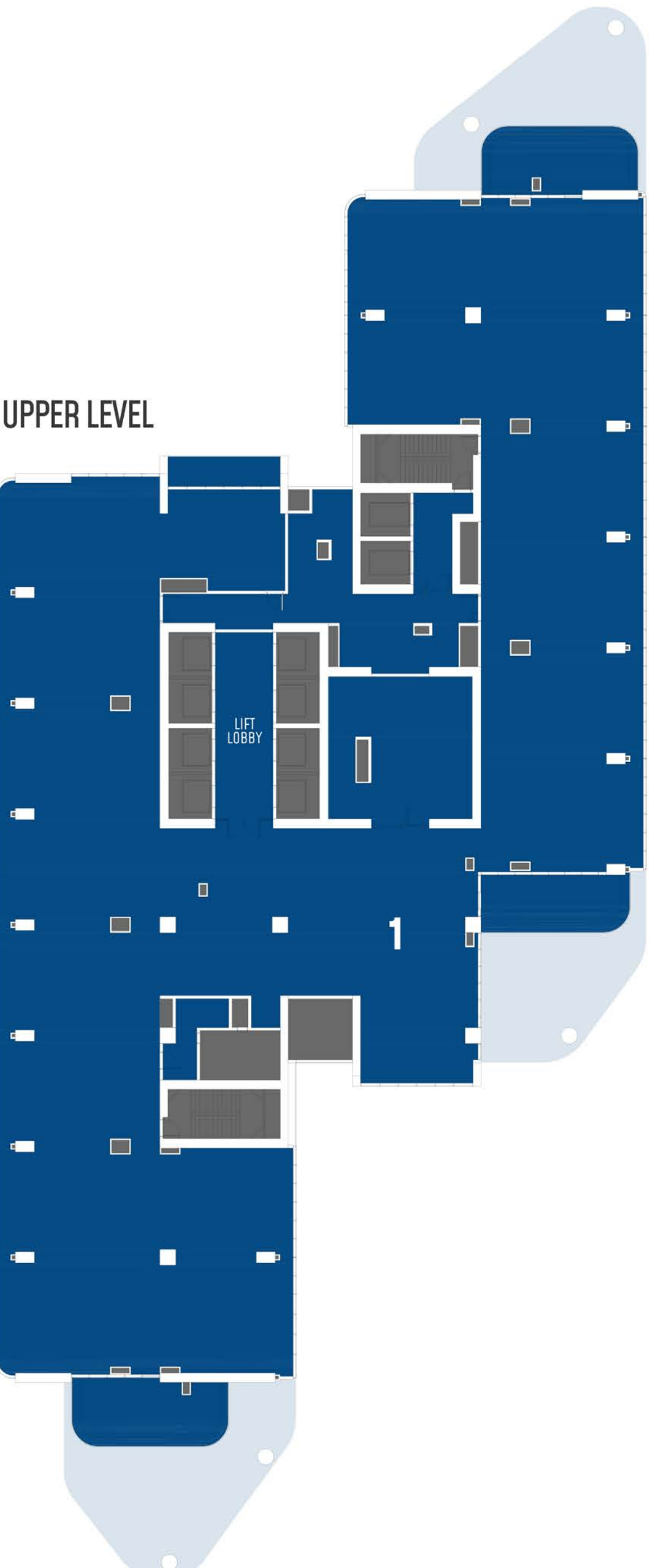
L19, L23, L27  
SIMPLEX FLOOR



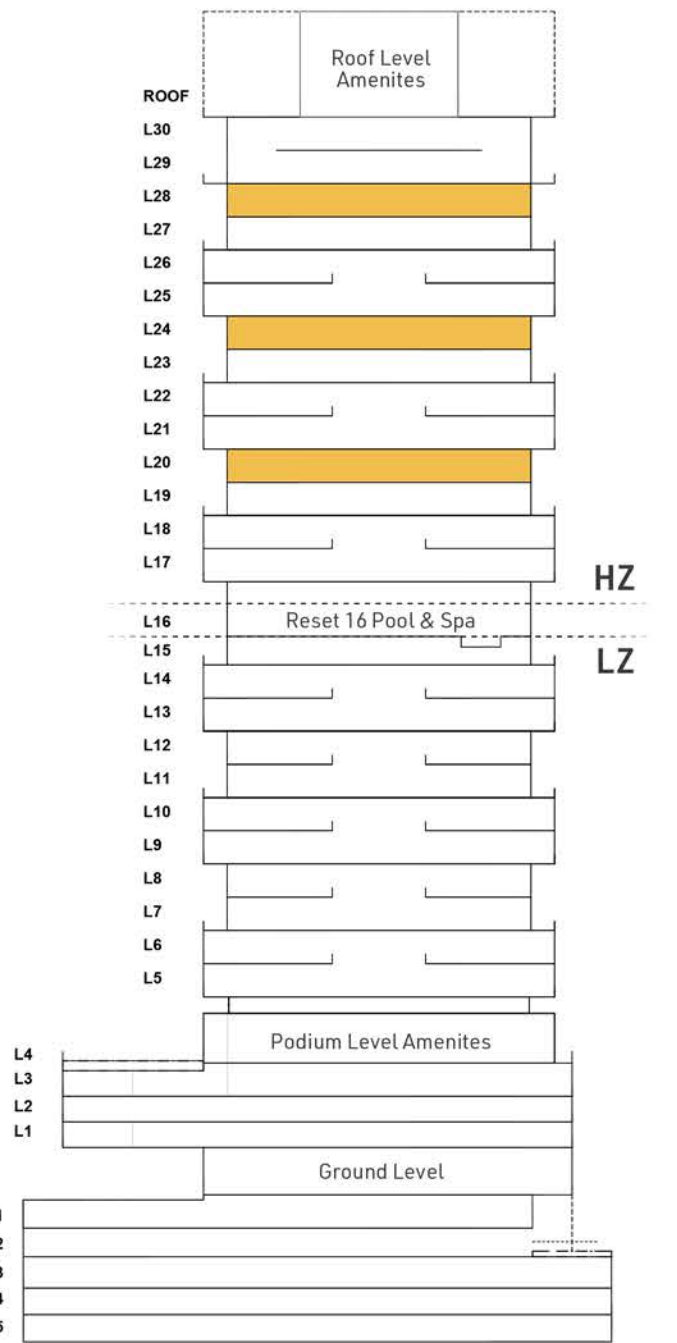
LOWER LEVEL



UPPER LEVEL



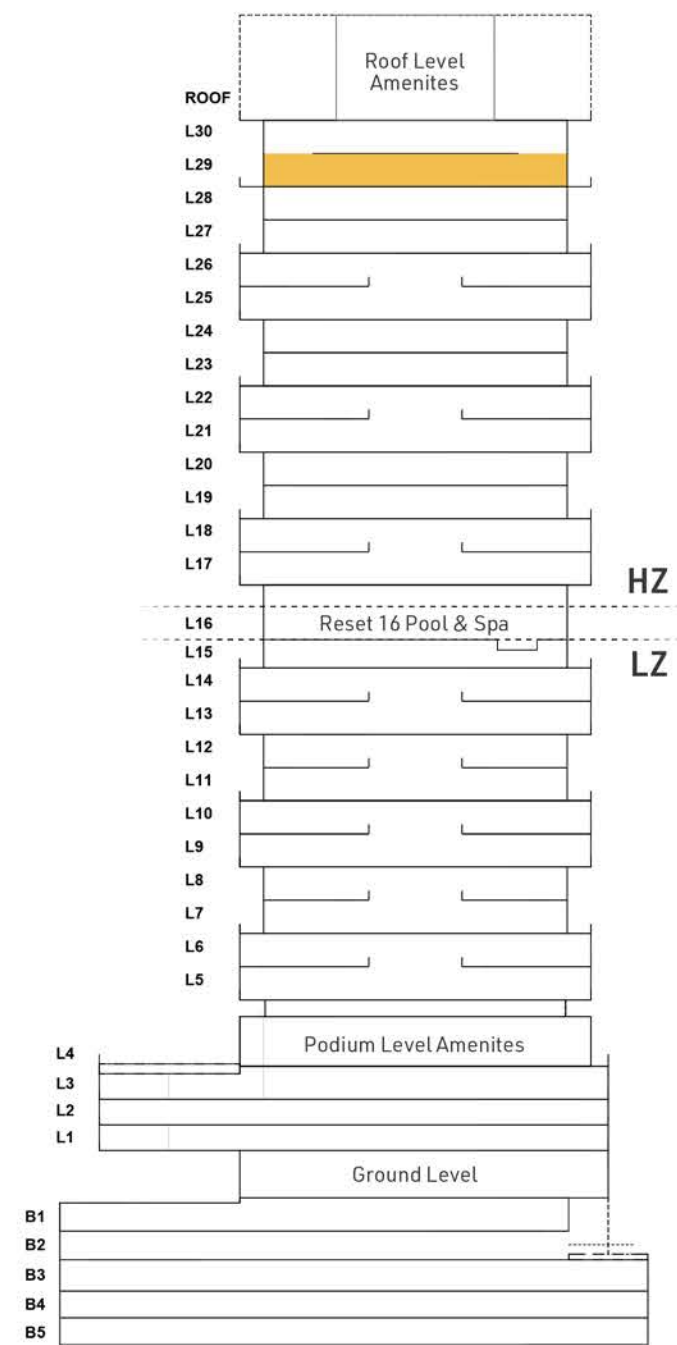
**SIMPLEX FLOOR :**  
**24,250 SQFT (LOWER LEVEL)**  
UPTO 4 TITLE DEEDS  
**21,560 SQFT (UPPER LEVEL)**  
UPTO 6 TITLE DEEDS



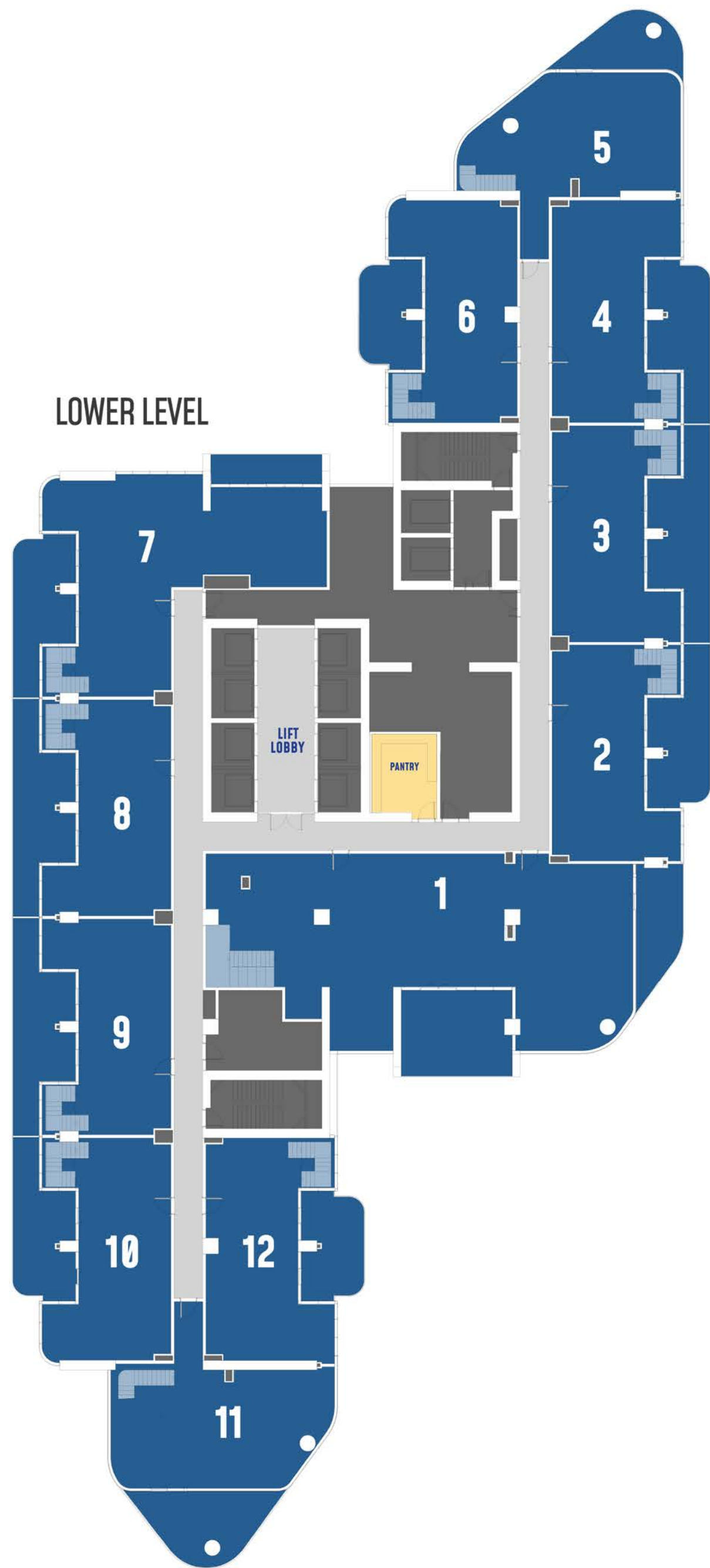
L20, L24, L28  
SIMPLEX FLOOR



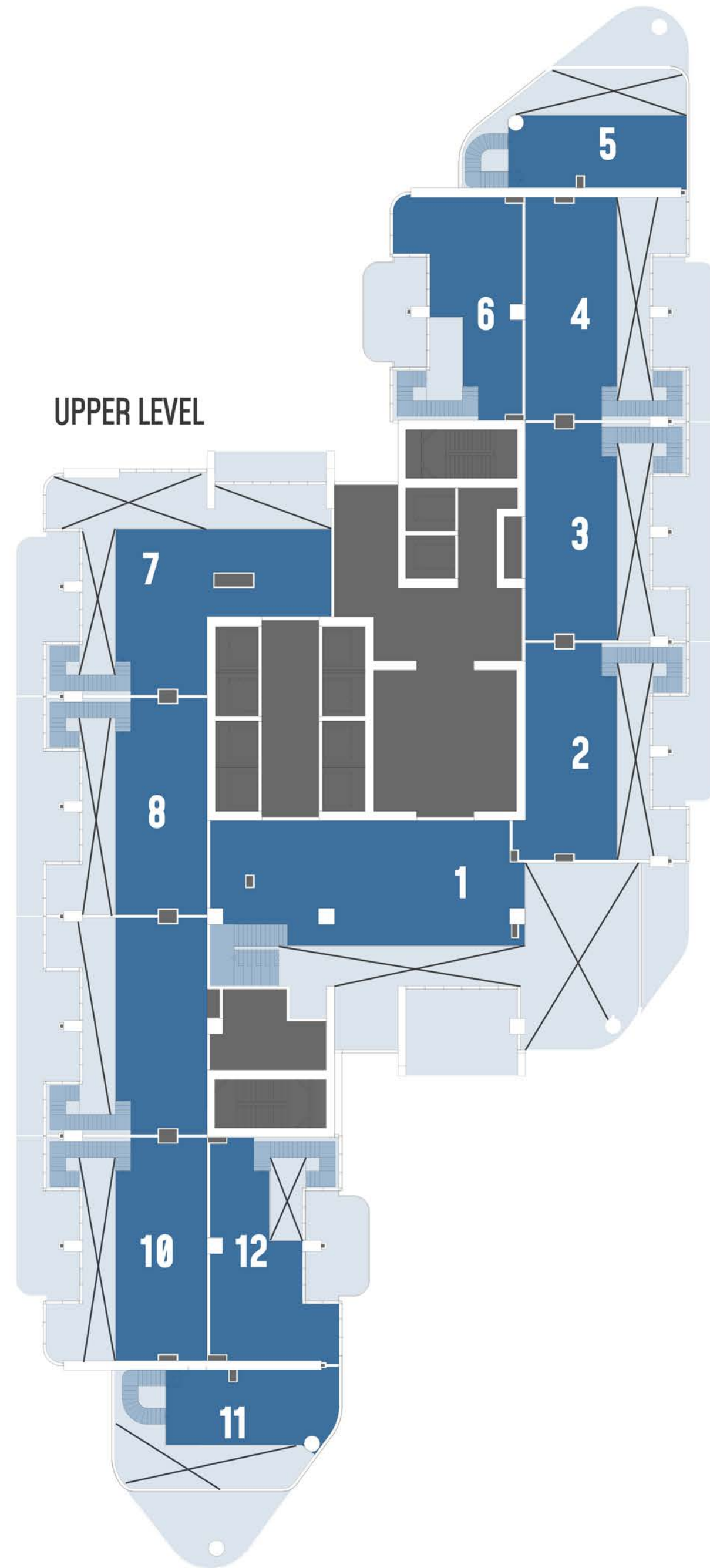
L29  
PENTHOUSE LOFTS



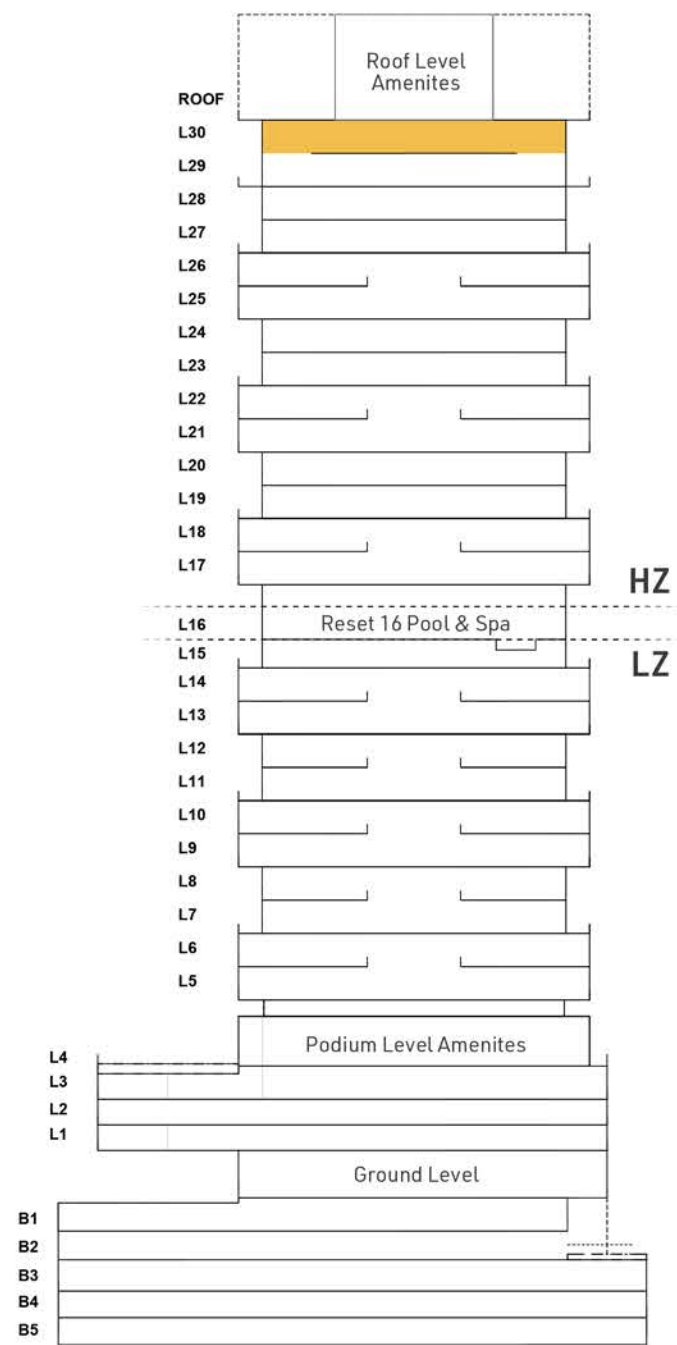
LOWER LEVEL



UPPER LEVEL



PENTHOUSE LOFT:  
2185 - 5800 SQFT



L30  
PENTHOUSE LOFTS



# YOUR HQ DESK – CORPORATE CONCIERGE SERVICES

Access a full suite of services designed to keep your business moving fast, efficiently, and without distraction and elevate your workday with seamless support and instant resources.



## Professional Call Handling

A local phone number with dedicated receptionist support, so you never miss an important call, without the added cost of hiring a helpdesk. Also, enjoy access to 24/7 voicemail to email.



## High-Speed Internet Everywhere

Secure, lightning-fast Wi-Fi with a unique password that follows you throughout the building.



## Full Support Team

Office Assistant, Receptionist, Secretary, dedicated Account Manager, IT Enablers available to assist your business.



## On-Site Tech Support

Dedicated IT assistance and a responsive team, ready to solve issues instantly.



## Smart Bookings Made Easy

Advanced system to reserve premium coworking zones, meeting rooms, and private pods effortlessly.



## Mail and Courier Management

Professional handling of incoming and outgoing mail, deliveries, and parcel logistics to streamline operations, ensure security, and free up staff to focus on core business activities.

- MORE THAN JUST A WORKSPACE
- A RECEPTIONIST TO ANSWER YOUR CALLS
- A TEAM TO DELEGATE TO
- IT SUPPORT





# COMMUNAL LOUNGE



# AMENITIES



Packed with lifestyle-driven indoor and outdoor amenities like stylish meeting pods, fully equipped gym, breakout zones, event spaces, food hall and creative corners that make the workday feel more like a getaway. With everything you need to work and play under one roof, you will want to stay longer.

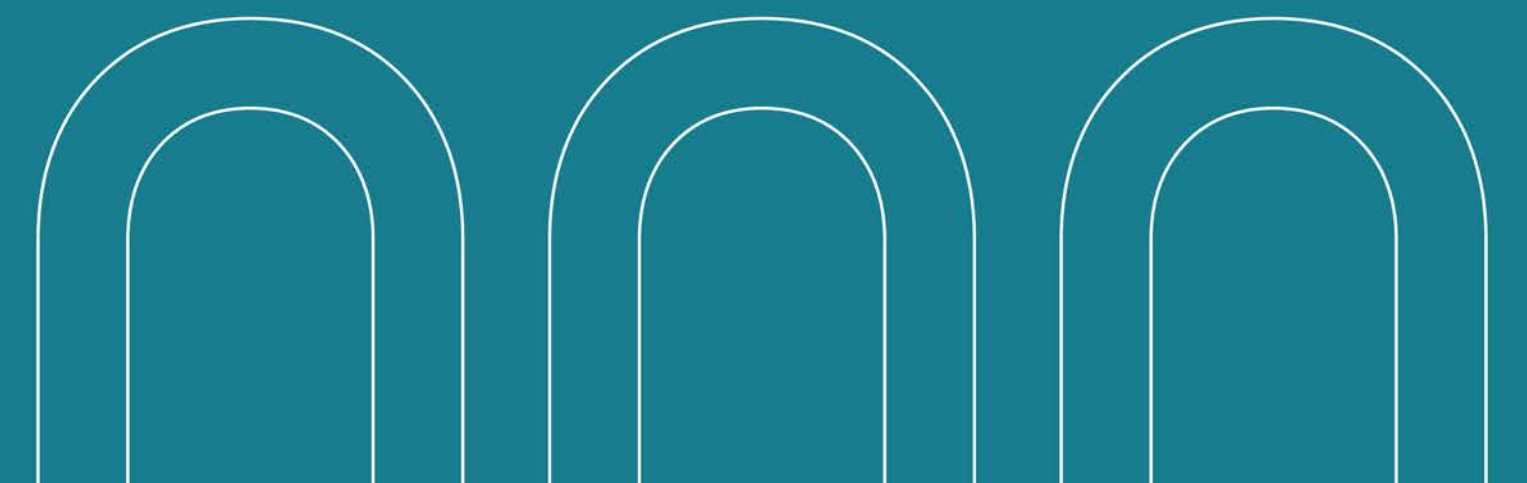
**28%**  
AMENITIES TO OFFICE SPACE RATIO

**120,000 SQFT**  
OF LIFE-ENHANCING AMENITIES





# PODIUM OUTDOOR





# WORK-LIFE HARMONY BUILT INTO DESIGN





# PAYMENT PLAN

15%

Down payment

5%

on 1<sup>st</sup> of November 2025

5%

on 1<sup>st</sup> of April 2026

5%

on 1<sup>st</sup> of September 2026

5%

on 1<sup>st</sup> of February 2027

5%

**on 40% construction progress\***  
On or before 1<sup>st</sup> December 2027

5%

**on 60% construction progress\***  
On or before 1<sup>st</sup> May 2028

5%

**on 80% construction progress\***  
On or before 1<sup>st</sup> November 2028

50%

**on completion**  
Q1 2029

\*As per the construction schedule



# HQ

by

## ROVE

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DEVELOPED BY

# IRTH

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