



# IRTH

EMBRACE THE *Future*  
OF REAL ESTATE

# About us

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**IRTH is not just a name, it represents our philosophy**

In Arabic, IRTH means "past, present, and future" symbolizing the timeless nature of our commitment to excellence.

Founded in 2023, IRTH is a premium real estate company specializing in residential properties in Dubai's most sought-after and exclusive areas.



# About us

Founded on the legacy of the renowned Alshamsi family, IRTH Group is a next-generation real estate platform driven by value creation, innovation, and the delivery of world-class living experiences.

Anchored in trust, strength, and agility, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.

## AED 1.2 BN

GROSS LANDBANK VALUE

- PRIME, STRATEGICALLY SELECTED LOCATIONS
- LIFESTYLE AND FUNCTIONALITY-DRIVEN
- BRANDED AND EFFICIENT
- NEW-GENERATION REAL ESTATE DEVELOPMENTS
- ACCESSIBLE PRICE POINTS
- DISRUPTIVE BUSINESS MODEL
- VALUE-DRIVEN INVESTMENT OPPORTUNITIES
- RIGHT PRODUCT POSITIONING
- UNIQUE ARCHITECTURAL DESIGNS
- QUALITY EXECUTION IN TIME AND BUDGET



PROJECTS LAUNCHED	SOON TO LAUNCH
LAST 16 MONTHS*	NEXT 12 MONTHS*
AREA UNDER DEVELOPMENT <b>2 MN+ SQFT</b>	AREA UNDER DEVELOPMENT <b>6 MN+ SQFT</b>
RESIDENTIAL UNITS SOLD / TO BE LAUNCHED <b>3000+</b>	RESIDENTIAL UNITS SOLD / TO BE LAUNCHED <b>6000+</b>
DEVELOPMENT VALUE <b>AED 6.3 BN+</b>	DEVELOPMENT VALUE <b>AED 14 BN+</b>

\*See Appendix for project details.

# About us

## TEAM BEHIND THE VISION

Driven by collaboration and expertise, our team is built on the synergy of specialists working together to deliver exceptional outcomes. The team structure reflects the multidisciplinary strength that brings IRTH's projects to life.

# 120+

A PASSIONATE TEAM POWERING IRTH'S VISION

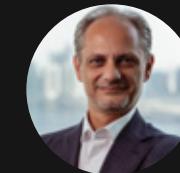
- Contracting
- Project Management
- Design
- Marketing
- Finance
- Human Resources
- Customer Service
- Sales
- Operations & Administration
- IT & Digital Solution



**Mohammad Al Shamsi**  
Chairman



**Osman Celiker**  
Chief Executive Officer



**Ogeday Topcular**  
Chief Operating & Financial Officer



**Ayca Celiker**  
Chief Design Officer



**Seyhun Demir**  
Chief Development & Execution Officer



**Ozhan Kalkan**  
Operations Director



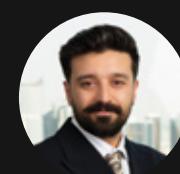
**Nigel Dsouza**  
HR Director



**Tarek Bou Ezz**  
Commercial Director



**Mohammad Atef**  
Construction Director



**Ibrahim El Sharif**  
Creative Director



**Mohamed Nassir**  
IT Director



**Fathi Abdulla**  
Senior MEP Director



**Bilal Fallaha**  
Projects Director



**Arif Moulvi**  
Interior Design Director



**Orkun Yenen**  
Design & Technical Director



**Carlos Barea**  
Lead Design Architect

# About us

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## OUR EXCLUSIVE PARTNERSHIP WITH ROVE HOTELS

Born in Dubai, ROVE Hotels is an award-winning lifestyle brand, launched as a joint venture between Dubai Holding and Emaar Properties PJSC.

ROVE Hotels are dynamic, social, and cultural hubs that unite international explorers, entrepreneurs, artists, innovators, and like-minded individuals.

This exclusive partnership between Rove Hotels & IRTH Group exemplifies our commitment to offering accessible urban homes in the most coveted locations of Dubai, developed to the highest standards of design and functionality.

IRTH  ROVE  
HOTELS

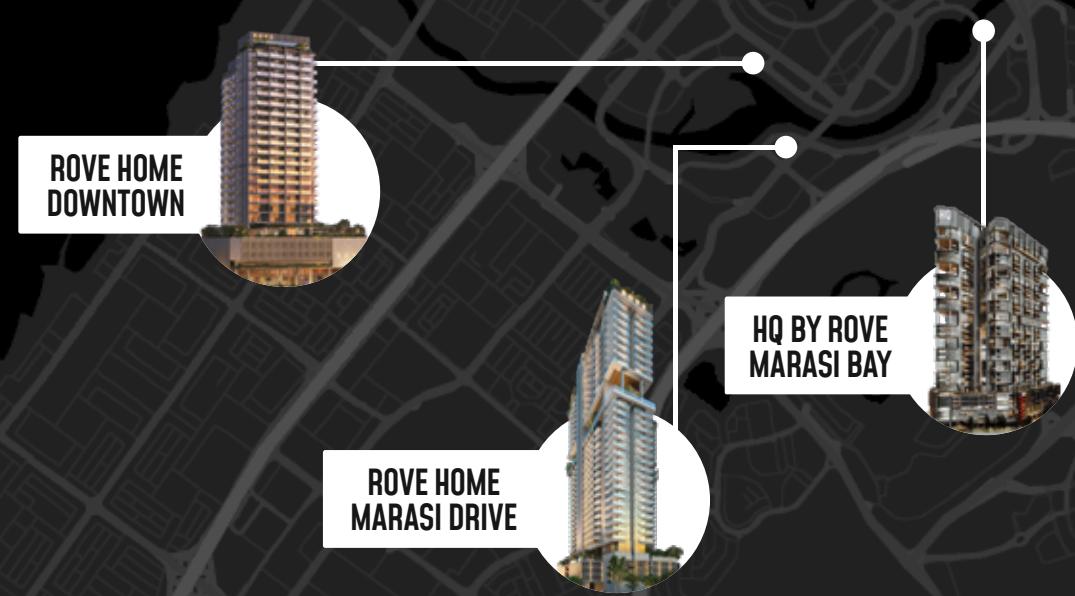


# OUR FLAGSHIP PROJECTS

Rove Home branded residences are an addition to the Rove Hotels brand, being developed exclusively by IRTH. Following the sold-out launch of Rove Home in Downtown Dubai, IRTH announced the partnership with Rove Hotels for two new Rove Home developments in Business Bay and Dubai Marina, along with HQ by Rove - the first ever hospitality-branded commercial building in the region, redefining the modern workspace experience in Dubai.



ROVE HOME  
DUBAI MARINA



ROVE HOME  
DOWNTOWN



HQ BY ROVE  
MARASI BAY



ROVE HOME  
MARASI DRIVE



# ROVE HOME

IT'S NOT JUST  
WHERE YOU LIVE.  
IT'S A LIFESTYLE.

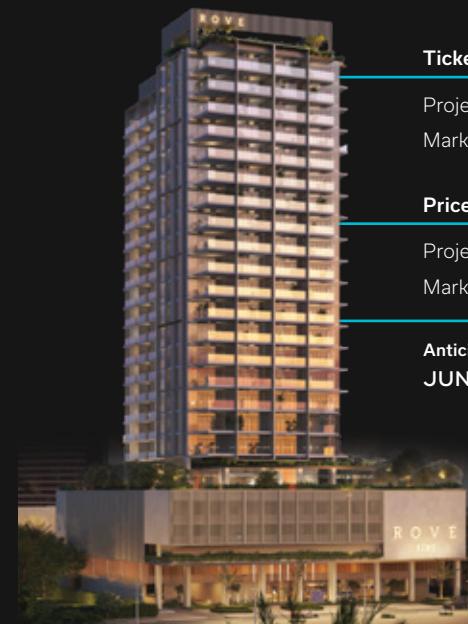
Consciously designed to celebrate creativity and community, these residences offer inspiring design, vibrant art installations, and fully furnished apartments. With an extended playlist of life-enhancing amenities, Rove Home is a complete ecosystem that has everything you'll ever need.



# STRONG PROPOSITION FOR BUYERS & INVESTORS

## AMENITY-RICH LIVING

Rove Home offers the highest amenity-to-living space ratios in Dubai, with an average of 22-25% of area dedicated to indoor and outdoor amenities



ROVE HOME  
DOWNTOWN DUBAI

## SMARTER PRICE, STRONGER VALUE

Rove Home units stand at lower ticket prices while delivering higher price per sq. ft. making it a smarter choice for both end-users and investors

Ticket Price	AED
Project Average	1,879,526
Market Average	2,500,000

Price Per SQFT	AED
Project Average	3,200
Market Average	2,900

Anticipated Completion  
JUNE 2026



ROVE HOME  
MARASI DRIVE

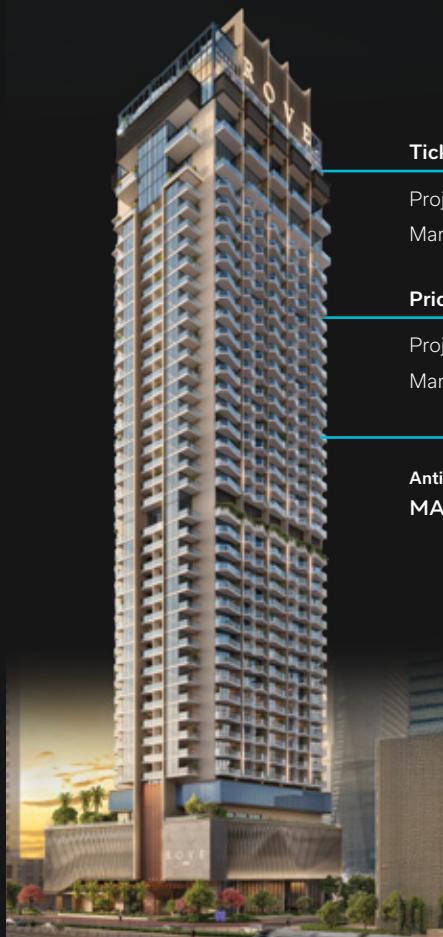
## HIGH MARKET ABSORPTION

With an impressive average sales absorption rate of 85% in 90 days from launch, Rove Home projects demonstrate strong market appeal and investor confidence

Ticket Price	AED
Project Average	1,515,398
Market Average	2,100,000

Price Per SQFT	AED
Project Average	2,800
Market Average	2,500

Anticipated Completion  
AUGUST 2027



ROVE HOME  
DUBAI MARINA

Ticket Price	AED
Project Average	1,800,000
Market Average	2,400,000

Price Per SQFT	AED
Project Average	3,500
Market Average	2,400

Anticipated Completion  
MARCH 2028

# INNOVATIVE LIVING IN DUBAI

## ORI BED

Rove Homes partners with US-based Ori Living to introduce intelligent and modular living solutions to the UAE and MENA region for the first time, featuring the transformative Ori Cloud Bed and a new era of adaptable home design.



## COMBINABLE APARTMENTS

A truly unique concept in Dubai: adjacent units can merge on demand to create larger, customizable homes. Start small, scale up, and shape your space to fit your lifestyle

## STUDIO FLEX

Studio Flex introduces the Ori Cloud Bed, a breakthrough in modular living that transforms space with ease. Every inch is designed for comfort and functionality, expanding usable area by up to 33% and redefining the possibilities of compact living.

## STUDIO<sup>2</sup>

Studio<sup>2</sup> features the Flexibed – a smart innovation that adapts effortlessly to your needs. Fold it away to reveal a generous living space that blends seamless design with intelligent functionality, proving that small spaces can live large.

## 1 BEDROOM<sup>2</sup>

1 Bedroom<sup>2</sup> enhances everyday living through next-generation adaptability. With pocket walls that vanish and a Flexibed that converts your living area into an extra bedroom, your home transforms instantly to suit your rhythm and routine.

## 2 BEDROOM<sup>2</sup>

2 Bedroom<sup>2</sup> introduces expanded functionality and exceptional value. Whether used as a multipurpose room or an additional bedroom, every element is designed to make your home feel larger, smarter, and perfectly aligned with how you live.



# PROJECT GALLERY



**HQ**  
by  
ROVE  
MARASI BAY

WORK LOOKS DIFFERENT HERE

# STRONG PROPOSITION FOR BUYERS & INVESTORS

- **PIONEERING ASSET CLASS**

The region's first hospitality-branded commercial building, offering unmatched brand equity and long-term value creation.

- **PLUG-AND-PLAY EFFICIENCY**

Fully furnished, modular office layouts that reduce fit-out costs and accelerate leasing timelines.

- **SEAMLESS CONNECTIVITY**

Direct access via an exclusive private road, ensuring premium arrival experiences and enhanced tenant desirability.

- **MAXIMIZED USABLE AREA FOR LIFESTYLE AMENITIES**

A market-leading 28% amenity-to-office ratio, the highest in Business Bay driving stronger tenant retention and premium rents.

- **TRUSTED GLOBAL EXPERTISE**

Cushman & Wakefield | Core brings international standards of concierge, property management, and workplace services.

- **CORPORATE CONCIERGE SERVICES**

World-class services and round-the-clock support like IT, virtual receptionist, parcel handling, the corporate concierge services caters for every professional need.



**HQ BY ROVE MARASI BAY**

# REIMAGINING WORK IN DUBAI

## THE FIRST HOSPITALITY-BRANDED OFFICE SPACES IN THE MIDDLE EAST

A regional first. HQ by Rove introduces standalone hospitality-branded offices that merge hotel-style warmth with the functionality of contemporary work environments.

### A LA CARTE - TAILORED TO YOUR VISION

Because no two companies think alike. A La Carte empowers you to craft a workspace that is uniquely yours, fully customized to your culture, operations, and brand DNA. Designed from the ground up to fit your ambitions, not just your space.

### THE LOFTS OFFICE COLLECTION

Where openness meets inspiration. Loft Offices by HQ by Rove redefine workspace volume and atmosphere with soaring ceilings, refined interiors, and a residential touch that makes the office a place you actually want to be.

### MODULAR, FULLY FURNISHED WORKSPACES

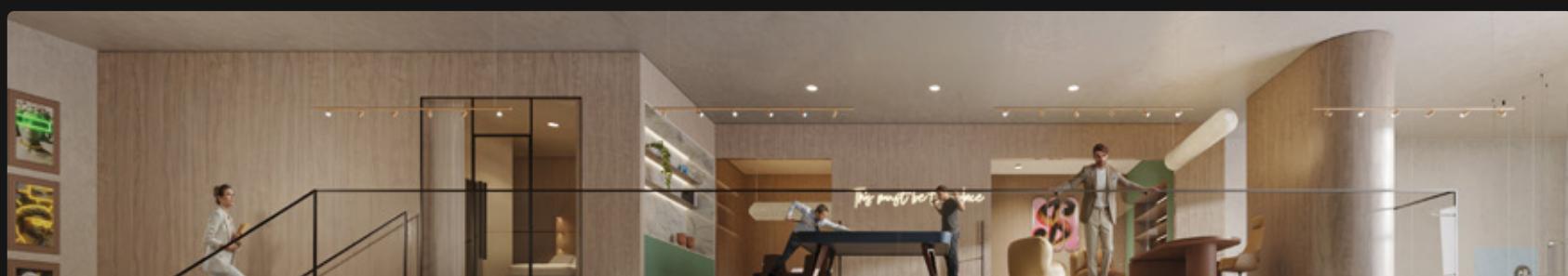
An innovative system that lets teams shape their space around how they work. Modular layouts evolve with your growth, combining intelligent planning, premium finishes, and flexible configurations for every stage of your journey.

### FULLY SERVICED WORKSPACES

Fully-serviced and ready from day one, with virtual reception, IT support, and corporate concierge services, powered by Cushman & Wakefield Core. HQ offices make working effortless, all you need, is to move in.



# PROJECT GALLERY



# BUYER DEMOGRAPHICS & CHANNEL INSIGHTS

## NUMBER OF AGENCIES REGISTERED WITH IRTH

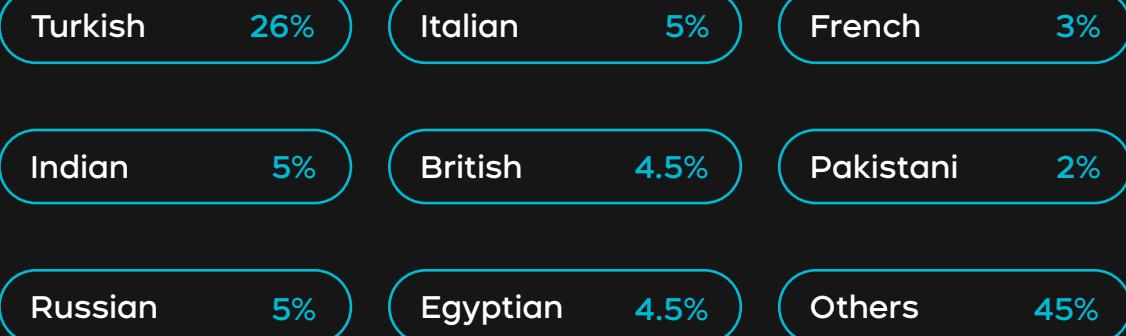
IRTH operates on a B2B2C model—partnering with agents and broker networks who, in turn, present our projects to end customers and investors.

**+1200**  
Brokerages/Agencies

## DEMOGRAPHICS OF BUYERS RESIDENTS/NON-RESIDENTS

**33%**  
UAE Residents  
**67%**  
Non-UAE Residents

## DEMOGRAPHICS OF BUYERS NATIONALITY



## TOTAL NATIONALITIES WHO BOUGHT ROVE HOME RESIDENCES

**102**



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IRTH Group, B1501 OPUS Tower, Dubai

IRTH Group, Floor 38, Vision Tower, Business Bay, Dubai

info@irth.ae | 800 IRTH (4784) | www.irth.ae | P.O.Box: 392335