



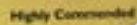
Foundation for Growth

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A photograph of the The First Group logo mounted on a dark wall, with a large, light-colored diamond shape overlaid on the left side of the image.

THE  
FIRST  
GROUP

REASONS FOR  
INVESTING WITH  
**THE FIRST GROUP**

A photograph of a wall covered in numerous framed awards and certificates, with a large, light-colored diamond shape overlaid on the left side of the image.

Highly Commended

Apartment  
Dubai

2012 Winner of  
the Best



Foundation for Growth

**#1**  
UNRIVALLED  
REPUTATION

**#2**  
WORLD-CLASS  
DEVELOPMENTS

**#3**  
PRESTIGIOUS  
PARTNERSHIPS

**#4**  
THE TFG  
DIFFERENCE

THE ROAD  
TO BECOMING AN  
INVESTOR WITH  
THE FIRST GROUP

LEARN MORE

## REASON #1

# UNRIVALLED REPUTATION

*With a fast-growing and dynamic portfolio of upper midscale hotels, residential properties and F&B brands, The First Group is one of the UAE's most-respected and ambitious property and hospitality conglomerates.*

### GLOBAL PRESENCE:

With our global headquarters in Dubai and 15 regional sales and marketing offices worldwide, we deliver a comprehensive range of customised VIP services to our clientele, who now hail from more than 70 countries worldwide.

### FAMOUS AMBASSADORS:

Our reputation for excellence has attracted global sporting icons including former England striker Michael Owen, Indian cricketing legend Sunil Gavaskar and South African rugby star Bryan Habana, who are all TFG Ambassadors.

These former greats proudly deliver our unique investment message to potential clients in markets around the world.



## REASON #1

# UNRIVALLED REPUTATION

### PROFESSIONAL ASSET MANAGEMENT:

With more than 50 years' combined experience and 4,000+ residential and commercial units currently under management, TFG Asset Management leverages our clients' property assets to their absolute potential, delivering the strongest possible returns on their investments and ensuring their portfolios always remain in safe hands.

### CLIENT SATISFACTION:

*"The VIP service provided by The First Group is second to none. On our last trip to Dubai, my wife and I took advantage of the Travel Concierge service, with our visas, airfares and airport transfers arranged by a member of The First Group team. The attention to detail was extraordinary. We truly enjoyed the stay and appreciated the personal tour of The First Group's upcoming projects and existing properties. We did not hesitate to invest in two new apartments."*



## REASON #2

# WORLD-CLASS DEVELOPMENT

*The First Group's award-winning collection of upper midscale hotel properties ranks among the finest in the Middle East.*

*With 13 branded hotels currently open or under*

*development in prime locations across Dubai,*

*The First Group has carved a highly successful niche in Dubai's world-renowned hospitality sector.*

### AWARD-WINNING PROPERTIES:

Our enviable collection of international awards is testament to the esteem in which our property portfolio is held by industry experts. We take an innovative approach to property development – one that best represents our values as an organisation – modern, agile and dynamic.

This is also reflected in our properties' innovative, ultra-modern exterior and interior designs. Our developments not only feature exceptional amenities but are renowned for delivering world-class services to residents and guests.

Many of our developments are now recognised as landmarks in their own right, proving notable additions to Dubai's iconic skyline.

### QUALITY CONSTRUCTION:

We pride ourselves on our total commitment to reaching the highest standards when bringing these world class, innovative designs to life. We work with the region's most respected contractors to develop properties that are built to last.

Our onsite team manages every phase of construction, ensuring each project is delivered on time and to budget, while our professional asset management team ensures every detail is covered during the pre and post-opening phases. Our Investors can simply sit back and enjoy the lucrative returns generated by their asset.

## REASON #2

# WORLD-CLASS DEVELOPMENT

### POPULAR LOCATIONS:

Our vast experience provides us with unrivalled insight into Dubai's market dynamics, ensuring we successfully identify and secure prime development sites in central locations with huge potential across Dubai.

From the iconic Dubai Marina to fast-expanding precincts including Business Bay and Jumeirah Village, our development footprint spans the city's most popular areas.

### HIGH HOTEL OCCUPANCY RATES:

In a city that prides itself on its reputation as one of the world's premier hotel markets, our properties excel, reporting occupancy rates that are consistently higher than the market average.

The combination of strong occupancy rates and premium average daily rates deliver the strongest financial returns to our investors.

## REASON #3

# PRESTIGIOUS PARTNERSHIPS

*The First Group is proud to call some of the  
biggest names in hospitality, aviation,  
tourism and travel trusted partners.*

### JUMEIRAH HOTELS & RESORTS:

Dubai-based Jumeirah Group operates some of the world's most luxurious and innovative hotel properties, including the seven-star Burj Al Arab.

Our partnership with Jumeirah entitles our property investors to a range of privileges, including room upgrades and other benefits at Jumeirah properties via our TFG Rewards Loyalty Programme, which is linked to the Jumeirah Group's Sirius Rewards Programme.



### EMIRATES SKYWARDS:

The First Group is a proud partner of Emirates, the world's leading international airline.

Members of our TFG Rewards Loyalty Programme can earn and spend Emirates Skywards Miles entitling them to a range of benefits including flight upgrades and lifestyle rewards.



## REASON #3

# PRESTIGIOUS PARTNERSHIPS



### MILLENNIUM & COPTHORNE HOTELS:

One of the world's fastest-growing hotel management firms with more than 135 properties in 28 countries worldwide, Millennium & Copthorne Hotels has significant plans for expansion in key markets over the coming decade, with more than 20,000 additional rooms in its global pipeline. The firm will manage our upcoming properties including The One Dubai Marina ('Millennium Place Dubai Marina') and The One Business Bay ('Millennium Place Business Bay').



### WYNDHAM HOTEL GROUP:

Wyndham Hotel Group is the world's largest and most diverse hotel company, with a portfolio of more than 9,000 hotel properties in 80 countries across six continents.

We are honoured to be associated with the Wyndham brand, which adorns our hotels comprising Wyndham Dubai Marina and TRYP by Wyndham Barsha Heights.





## REASON #4

# THE TFG DIFFERENCE

*Your investment with The First Group grants you access to a world of exciting and exclusive privileges, from hotel and restaurant discounts, to free flights and travel incentives.*

When you invest in property with The First Group, our promise is to provide you with much more than amazing real estate and lucrative returns. Upon your first investment, you will be amongst the first to hear about our new projects, as well as the first to avail of amazing pre-launch prices. You will also receive exclusive promotional opportunities that are available only to our existing investors.

### WHITE GLOVE SERVICE:

The First Group's White Glove Service is a commitment to provide the superior personal service that our property owners deserve. When you invest with us, we assign you a personal Client Account Manager who is there to help manage every aspect of your property portfolio, enabling you to sit back, relax and enjoy the significant returns on your investment.

**Complimentary travel concierge:** Our dedicated clients-only travel management service is on hand at all times to take care of your travel plans, from arranging flights and visas to booking hotel accommodation in Dubai, as well as tours.

**Communication in your language:** Our highly professional staff are fluent in more than 40 languages, including Arabic, English, French and Russian.

**Expert legal advice:** Our experienced in-house legal team will draft all relevant documentation on your behalf, from rental agreements to financial contracts.

## REASON #4

# THE TFG DIFFERENCE

### HASSEL-FREE MANAGEMENT:

On completion and handover of your property, TFG Asset Management will oversee every aspect of the leasing process, from marketing and promotion to arranging rental contracts and maintenance.

TFG Asset Management also works in conjunction with our leading partners, including Millennium & Copthorne Hotels and Wyndham Hotel Group, to oversee the management of your hotel property.

Information at your fingertips: In addition to the high-quality personalised service we provide all owners, our secure online owner portal, First Online, provides investors with updates on their properties, access to live statement of accounts and self-service functions including online instalment payments.

### PERSONAL STAYS:

In addition to the accommodation-related benefits outlined above, investors are entitled to 14 days' complimentary stay annually for the first five years of their investment at their hotel guest suite or residential apartment in Dubai.

## REASON #4

# THE TFG DIFFERENCE

### TFG REWARDS LOYALTY PROGRAMME:

When clients invest with us, they receive more than just cash returns. They also become members of our TFG Rewards programme, an exciting and innovative client loyalty programme that delivers a range of exciting and exclusive benefits from complimentary travel to hotel stays and discounts at selected restaurants and F&B outlets.

**How it works:** Clients receive membership points that grant them promotion through the tier-based programme when they increase the value of their investment; make successful referrals; or even simply pay their instalments on time.

**Benefits:** TFG Rewards provides members access to a world of lucrative benefits, from complimentary return airfares to Dubai, to discounts on stays at TFG hotels and restaurants, to membership of Jumeirah Group's Sirius loyalty programme and Emirates Airline's Emirates Skywards loyalty programme.

# THE ROAD TO BECOMING AN INVESTOR WITH THE FIRST GROUP



## EDUCATION

(Current)

- Learn about The First Group and our award-winning projects.
- Decide if Dubai hotel property investments are a good fit for your portfolio.



## INVESTMENT VISIT

(Dates to be confirmed)

- Meet with a hotel investment specialist in Dubai to review your options.
- Invest with The First Group and begin enjoying



## OWNER PRIVILEGES

(Upon your first investment)

- Receive exclusive entitlements from our preferred partners, Jumeirah Resorts and Emirates.
- Gain access to Owner Privileges and earn valuable cash rewards
- Enjoy special privileges and savings for future Dubai visits with our Travel Concierge team.



## WHITE GLOVE SERVICE

(Lifetime)

- Dedicated Client Services Account Manager to fully manage your portfolio.
- Private invitations to promotions and new project launches.
- Monthly construction updates on all owned projects.
- Assigned Asset Manager upon project handover to provide ongoing support.
- Secure access to First Online on iPad, iPhone or any web browser.

**REASON #1**  
UNRIVALLED REPUTATION

**REASON #2**  
WORLD-CLASS DEVELOPMENTS

**REASON #3**  
PRESTIGIOUS PARTNERSHIPS

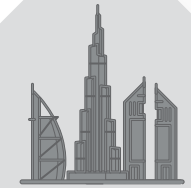
**REASON #4**  
THE TFG DIFFERENCE

**THE ROAD TO BECOMING AN INVESTOR WITH THE FIRST GROUP**



# WHY THE FIRST GROUP?

THE FIRST GROUP AND OUR PARTNERS MAKE IT POSSIBLE FOR YOU AS AN INVESTOR TO BENEFIT AND PROFIT FROM THE MOST EXCITING AND LUCRATIVE TOURISM MARKET IN THE WORLD



## DUBAI

THE FIRST GROUP DEVELOPS TOP-QUALITY INVESTMENT PROPERTIES IN HIGH-DEMAND LOCATIONS.



OUR INVESTORS BENEFIT FROM PERSONALISED 'WHITE GLOVE' PRE- AND POST-SALE SERVICES, AS WELL AS AN EXTENSIVE COLLECTION OF EXCLUSIVE OWNER PRIVILEGES IN CONJUNCTION WITH OUR PARTNERS INCLUDING EMIRATES AIRLINE AND JUMEIRAH HOTELS & RESORTS.



INVESTING WITH THE FIRST GROUP ALSO ENTITLES OUR CLIENTS TO 14 DAYS OF COMPLIMENTARY USE OF THEIR HOTEL ROOM EACH YEAR.



THESE PROPERTY ASSETS DELIVER GREAT RETURNS TO OUR INVESTORS IN A STABLE CURRENCY PEGGED TO THE U.S. DOLLAR .



THEY ALSO GAIN FREEHOLD OWNERSHIP OF THEIR ASSET IN QUALITY LANDMARK BUILDINGS.



SCHEDULE A CONSULTATION



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