1CTRL+

YOU CAN'T
CONTROL
EVERYTHING

BUT YOU CAN

CONTROL HOW YOU LIVE

Object 1 | DUBAI | DUBAI LAND RESIDENCE COMPLEX

A DAY ON YOUR TERMS

CTRL+

A HOME SHOULD
GIVE YOU MORE ROOM
FOR THE LIFE YOU
WANT TO LIVE

TIME TO MOVE.
A HOME SHOULD GIVE YOU MORE ROOM FOR THE LIFE YOU WANT TO LIVE

DUBAI LAND
RESIDENCE COMPLEX

TO BUSINESS BAY
E 66 ROAD (DUBAI-AL AIN ROAD)

D54 SHEIKH ZAYED BIN
HAMDAN AL NAHYAN STREET

1 CTRL+

CITY ACCESS SPACE TO COME HOME

SCHOOLS, SHOPPING AND LEISURE DESTINATIONS SIT WITHIN DRIVING REACH, SO HOME CAN REMAIN THE CALMER PART OF THE DAY

CTRL PLACES EVERYDAY LIVING IN DUBAI LAND RESIDENCE COMPLEX, WITH CONNECTIONS TO AL AIN ROAD (E66) AND EMIRATES ROAD (E611)

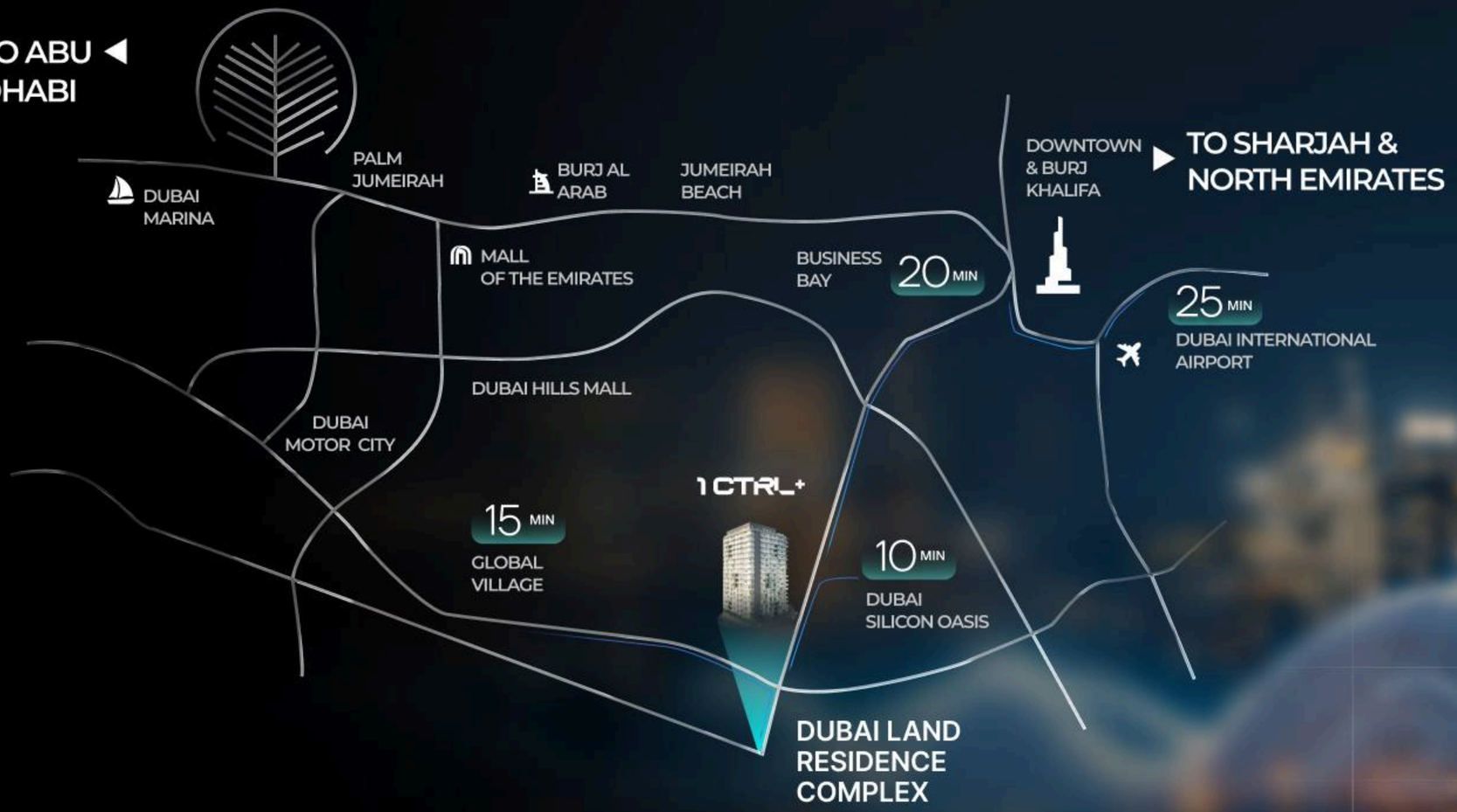
NEXT TO A TECH HUB 20 MINUTES FROM DOWNTOWN

THE DLRC MARKET, LAST 12 MONTHS

SUPERMARKETS, NURSERIES
AND CLINICS INSIDE THE COMMUNITY

BRITISH-CURRICULUM SCHOOLS
THE AQUILA SCHOOL AND GEMS FIRSTPOINT
NEARBY

Object 1



TECH — THE NEW TECH DISTRICT, JUST ACROSS THE E66 HIGHWAY

15 MIN — TO GLOBAL VILLAGE AND DUBAI OUTLET MALL

20 MIN — TO DOWNTOWN AND BUSINESS BAY

25 MIN — TO DUBAI INTERNATIONAL AIRPORT (DXB)

Source: Dubai Land Department, last 12 months (via Property Finder), data as of 26 Oct 2026

1 CTRL+

MODES OF LIVING

1 CTRL+

A LIFESTYLE WITH NO FIXED RULES — JUST **TWELVE MODES** TO MATCH YOUR RHYTHM

ARRIVE
\+ LOBBY

CREATE
\+ PODCAST STUDIO

BALANCE
\+ YOGA ZONE

RECHARGE
\+ SAUNA

MOVE
\+ GYM WITH AI TRAINER DISPLAYS

RESET
\+ MEDITATION ZONE



Object 1

MODES OF LIVING

PACE

\+ RUNNING TRACK

IMAGINE

\+ KIDS PLAY ROOM

EXPLORE

\+ OUTDOOR KIDS AREA

CONNECT

\+ ROOFTOP TERRACE GARDEN

FLOW

\+ SWIMMING POOL

SPLASH

\+ KIDS POOL

Object 1

1CTRL+

YET INSIDE YOUR OWN SPACE

THE NOISE FADES AWAY,
LEAVING YOU WITH THE
FREEDOM TO SHAPE EVERY
SINGLE MOMENT YOUR WAY





THOUGHTFULLY DESIGNED RESIDENCES

268
UNITS

2B + G + P + 17 + R
BUILDING CONFIGURATION

Q2 2029
ANTICIPATED COMPLETION

UNIT TYPE	UNITS AVAILABLE	SIZE (SQ.FT, MIN-MAX)
1 BEDROOM	227	566 - 753
2 BEDROOMS	17	1,250 - 1,785
3 BEDROOMS	24	1,455 - 2,050
TOTAL	268	

WHY CTRL STANDS OUT

A LIFESTYLE-LED RESIDENTIAL CONCEPT, DESIGNED FOR MORE WAYS TO LIVE

12 LIFESTYLE MODES

A CLEAR CONCEPT CONNECTING WELLNESS, CREATIVITY, FAMILY LIFE AND SOCIAL SPACES

CREATIVE & SOCIAL SPACES

PODCAST STUDIO, ROOFTOP TERRACE GARDEN AND SHARED GATHERING AREAS

AI-ENABLED FITNESS

GYM WITH AI TRAINER DISPLAYS, ALONGSIDE YOGA, MEDITATION AND RUNNING FACILITIES

FAMILY-FRIENDLY AMENITIES

INDOOR AND OUTDOOR PLAY AREAS, PLUS ADEDICATED KIDS POOL

A GOOD PLACE TO ARRIVE

LOBBY

+ ARRIVE

A WELCOMING FIRST IMPRESSION AND A FAMILIAR PLACE TO MEET. THE LOBBY CREATES AN EASY TRANSITION BETWEEN THE ENERGY OF THE CITY AND THE COMFORT OF HOME

LOBBY



PODCAST STUDIO

+ CREATE

A DEDICATED SETTING FOR RECORDING
CONVERSATIONS AND DEVELOPING IDEAS.
MAKE CREATIVE TIME PART
OF THE DAY, WITH A SPACE CLOSE TO HOME



PODCAST STUDIO

A DIFFERENT
KIND OF FOCUS

YOGA ZONE

+ BALANCE

A SPACE FOR STRETCHING,
BALANCE AND MINDFUL MOVEMENT
AT YOUR OWN PACE

YOGA ZONE

PAUSE
THE NOISE



MEDITATION ZONE

+ RESET

PAUSE THE NOISE. - RESET YOUR MIND






MEDITATION ZONE



YOUR NEXT
PERSONAL BEST

GYM WITH AI TRAINER DISPLAYS

+ MOVE

A DEDICATED FITNESS SPACE
WITH AI TRAINER
DISPLAYS TO SUPPORT YOUR
WORKOUT ROUTINE



GYM WITH
AI TRAINER DISPLAYS

CTRL+

ROOM
TO RECOVER

SAUNA

+ RECHARGE

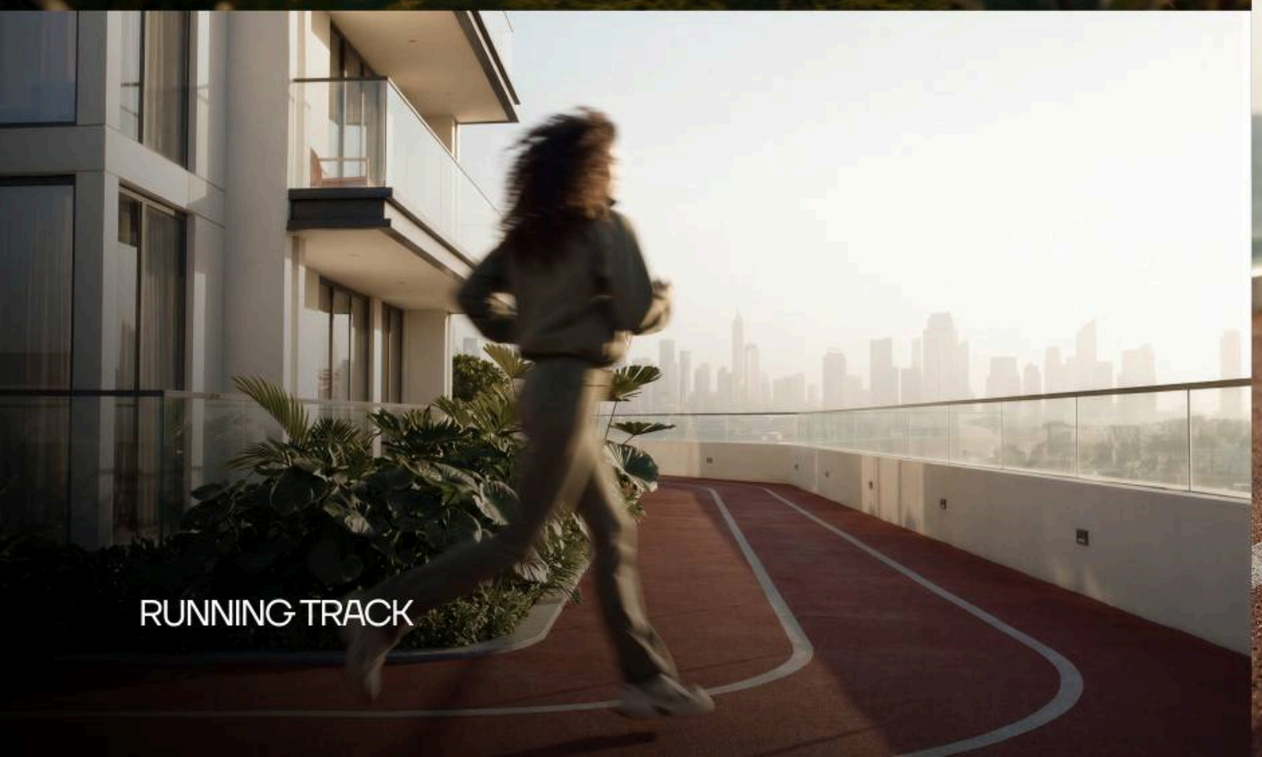
A WARM, QUIET SETTING TO UNWIND AFTER
MOVEMENT OR MAKE TIME
FOR A PAUSE IN YOUR DAY.
DEDICATED AREAS FOR MEN AND WOMEN
ADD PRIVACY ANDCONVENIENCE TO THE
AMENITY EXPERIENCE



SAUNA


NO SCHEDULE
NO PRESSURE
RUNNING TRACK
+ PACE
A DEDICATED RUNNING TRACK
CREATED FOR BOTH — MOVEMENT,
FOCUS AND THE FREEDOM TO GO
AT YOUR OWN SPEED




RUNNING TRACK



SMALL MOMENTS
BIG DISCOVERIES

KIDS PLAY ROOM

+ IMAGE

A DEDICATED INDOOR SETTING FOR PLAY,
IMAGINATION AND NEW FRIENDSHIPS.
YOUNGER RESIDENTS HAVE A PLACE
TO EXPLORE CLOSE TO HOME

KIDS PLAY ROOM

OUTDOOR
KIDS AREA

+ EXPLORE

AN OUTDOOR SPACE FOR
MOVEMENT AND EVERYDAY
ADVENTURES. FRESH AIR
AND PLAY BRING A DIFFERENT
RHYTHM TO FAMILY TIME

A LITTLE MORE OUTSIDE TIME

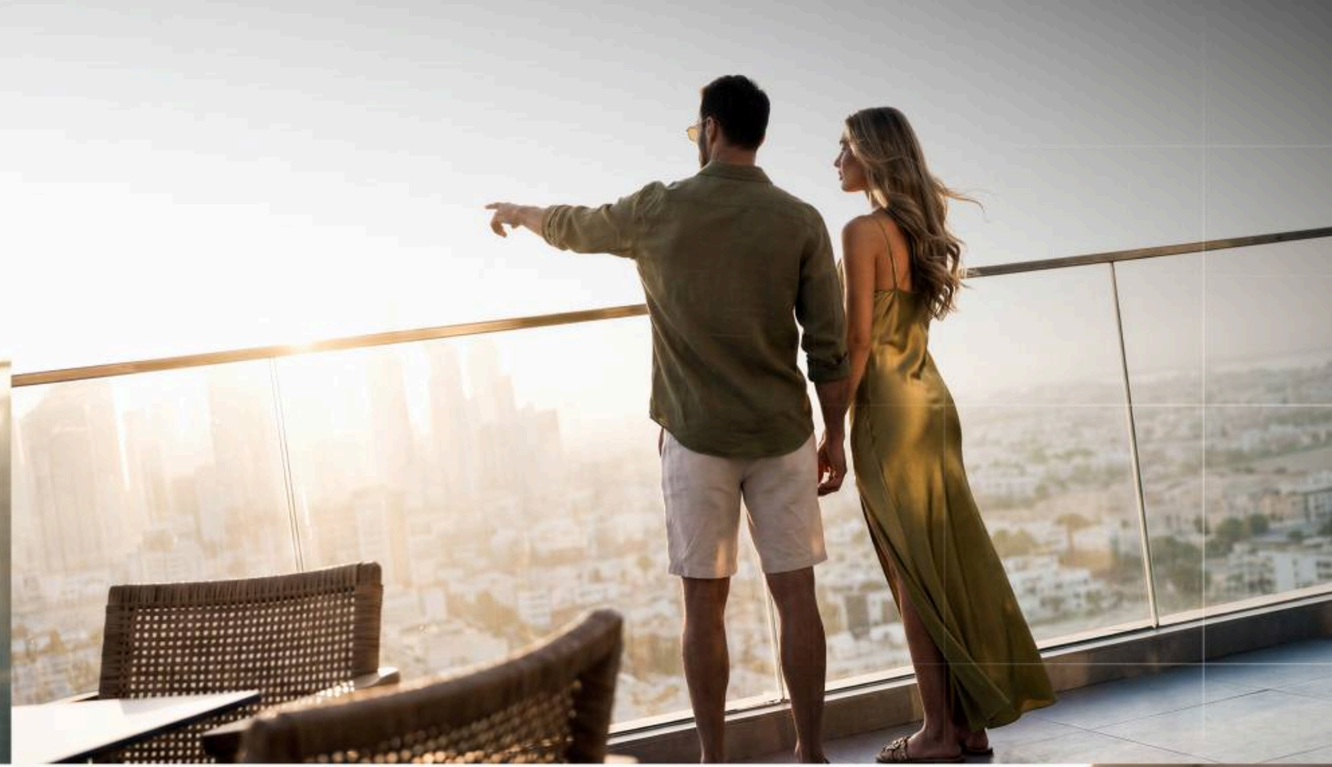
GOOD COMPANY
OPEN AIR

CONNECT WITH PEOPLE.
ELEVATE YOUR MOMENTS.
STAY FOR A CONVERSATION,
OR SIMPLY ENJOY A CHANGE OF SCENE

ROOFTOP TERRACE
GARDEN

+ CONNECT







ROOFTOP TERRACE GARDEN



SWIMMING POOL

+ FLOW

A PLACE FOR A MORNING SWIM OR
AN EASY DIP AT THE END OF THE DAY.
FIND YOUR OWN PACE IN THE WATER

SWIMMING POOL

THEIR OWN
POOL TIME

KIDS POOL

+ SPLASH

A SEPARATE POOL GIVES YOUNGER
RESIDENTS THEIR OWN SPACE FOR A
SPLASH AND SHARED FAMILY MOMENTS






KIDS POOL



YOUR SPACE
YOUR RHYTHM

+ BELONG

A HOME FOR THE ROUTINES THAT
MAKE A DAY YOUR OWN.
CTRL BRINGS CONTEMPORARY RESIDENCES TOGETHER
WITH SHARED SPACES FOR THE MOMENTS
BEYOND YOUR FRONT DOOR


VOGUE
Modern
Living
Beautiful
Spaces
+ BELONG

THE EVERYDAY
MADE PERSONAL

ROOM FOR THE EVERYDAY

FROM THE FIRST COFFEE TO DINNER
WITH COMPANY, HOME HOLDS
THE SMALL ROUTINES THAT MAKE LIFE
FEEL SETTLED

+ BELONG

THE EVERYDAY MADE PERSONAL

SPACE TO SWITCH OFF

+ BELONG

A QUIETER SETTING FOR THE END OF THE DAY, WITH ROOM TO LEAVE THE PACE OF THE CITY BEHIND

COMFORT
WITH CONTROL

+ BELONG

THE CTRL CONCEPT BRINGS SMART
LIVING INTO A HOME THAT STILL FEELS
PERSONAL. THOUGHTFUL COMFORT
GIVES YOU THE FREEDOM TO SETTLE
INTO YOUR OWN ROUTINES

THE DLRC MARKET, LAST 12 MONTHS

HIGH YIELDS
AND GROWING DEMAND

+9.7%
AVERAGE SALE PRICE GROWTH, YEAR ON YEAR

1.068M
AED AVERAGE PRICE, 1BR OFF-PLAN
AED 1,315 / SQ F

6,334
SALES TRANSACTIONS
+16.4% YEAR ON YEAR

8,568
LEASE CONTRACTS IN A YEAR
+0.6% YEAR ON YEAR

PRICES ARE RISING, DEAL VOLUME IS GROWING AND YIELDS ARE HOLDING — THE MARK OF A MARKET DRIVEN BY REAL DEMAND, NOT SPECULATION

Source: Dubai Land Department, last 12 months (via Property Finder), data as of 26 Oct 2026

RENTS KEEP RISING

NEW LEASES, AVERAGE	AED 56,155	+4.5%
RENEWALS, AVERAGE	AED 51,470	+8.5%
STUDIO, NEW LEASE	AED 40,618	+4%

ANNUAL RENT ON REGISTERED CONTRACTS, CHANGE VS. THE PREVIOUS PERIOD

WHO RENTS HERE

- **EMPLOYEES** OF THE DUBAI SILICON OASIS TECH CLUSTER
- **ACADEMIC CITY STUDENTS AND STAFF** — 50,000+ BY 2029
- **MIDDLE-INCOME FAMILIES** WHO VALUE PRICE AND NEARBY SCHOOLS

Sources: Dubai Land Department (via Property Finder), 26 Oct 2026; Gulf Business, Blue Line route

WHAT WILL DRIVE VALUE

Object 1

THREE GROWTH CATALYSTS BY 2030

METRO BLUE LINE

9.09.2029

OPENING OF THE LINE WITH DUBAI SILICON OASIS AND ACADEMIC CITY STATIONS — THE AREA'S FIRST METRO LINK

DSO EXPANSION

12.8 BN

AED EXPANSION LED BY THE NEW TECH DISTRICT: 6,500+ COMPANIES AND 70,000+ JOBS

ROADS

6 LANES

EMIRATES ROAD AT THE AL AIN ROAD INTERCHANGE WIDENS FROM 3 TO 6 LANES IN EACH DIRECTION

NEW JOBS AND A METRO A FEW MINUTES FROM DLRC — THE CLASSIC SETUP FOR A RESIDENTIAL REVALUATION

Sources: Dubai Media Office (RTA, DSO), Gulf News

Object 1

DUBAI IS GROWING FASTER THAN THE PLAN EXPECTED

4.81 M
RESIDENTS IN SEPTEMBER 2026

→

5.8 M
THE PLAN'S TARGET FOR 2040

Dubai Silicon Oasis is one of the plan's five urban centres. DLRC is its residential belt, with affordable homes for a growing city.

Sources: Gulf News, u.ae — Dubai 2040 Urban Master Plan

THE BEST ENTRY WINDOW IS BEFORE THE METRO OPENS

2026
LOCK IN TODAY'S DEVELOPER PRICE BEFORE THE METRO

2029
BLUE LINE OPENS NEXT TO THE TECH DISTRICT

2030
CHECKPOINT: THE METRO EFFECT IN PRICES

2040
5.8 M RESIDENTS; THE TECH DISTRICT FULLY ESTABLISHED

TODAY — 2029 — 2030 — 2040

Buying in 2026–2028 locks in today's price before the area gains a metro and new jobs

Sources: Dubai Media Office, Gulf News, Khaleej Times, Cushman & Wakefield

Object 1

YOUR SPACE
YOUR TIME
YOUR CTRL

Dubai Land Residence Complex