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

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

CTRL+

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

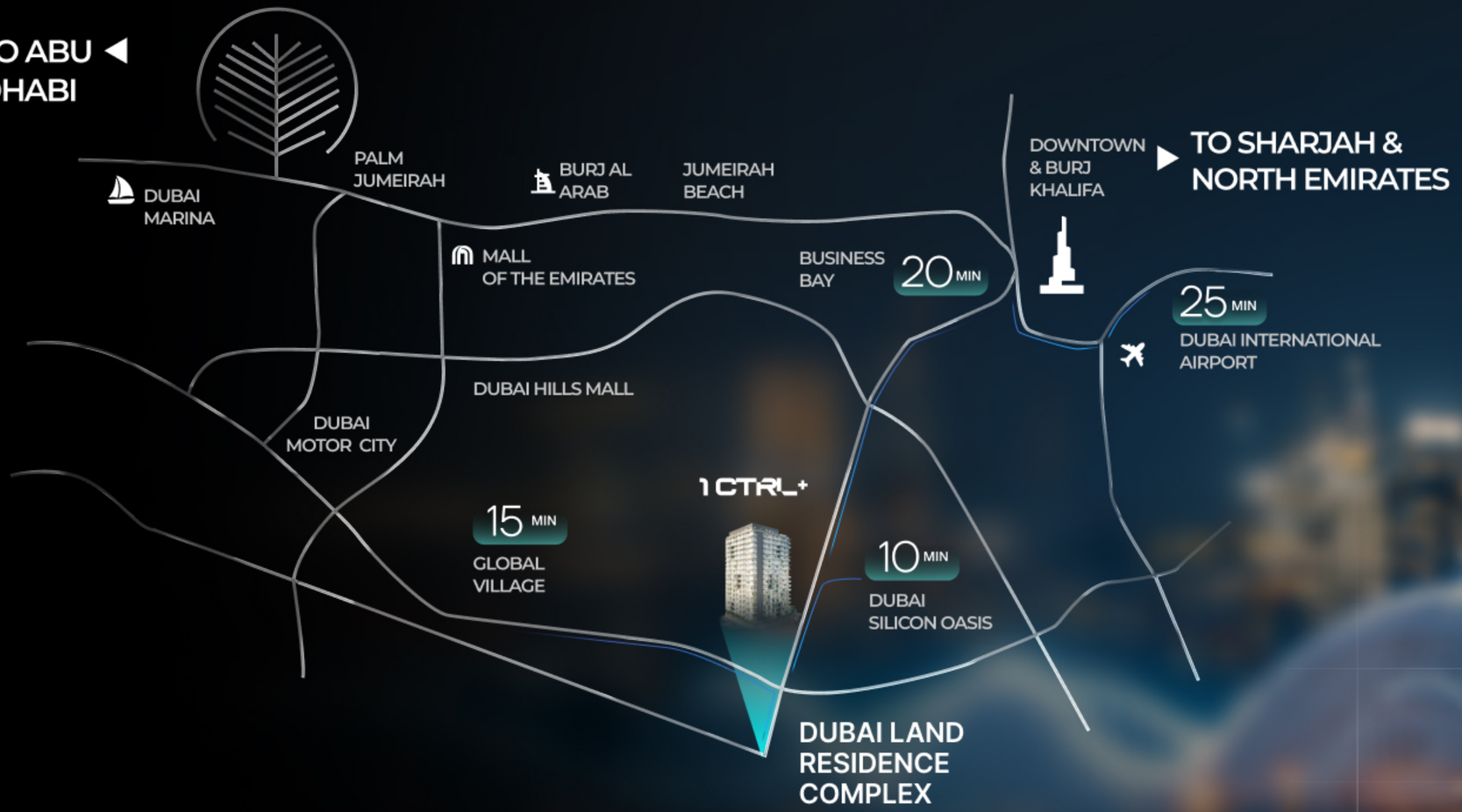
CTRL PLACES EVERYDAY LIVING IN DUBAI LAND RESIDENCE COMPLEX, WITH CONNECTIONS TO AL AIN ROAD (E66) AND EMIRATES ROAD (E611)

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



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

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 - 750
2 BEDROOMS	17	1,250 - 2,740
3 BEDROOMS	24	1,464 - 2,700
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





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



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



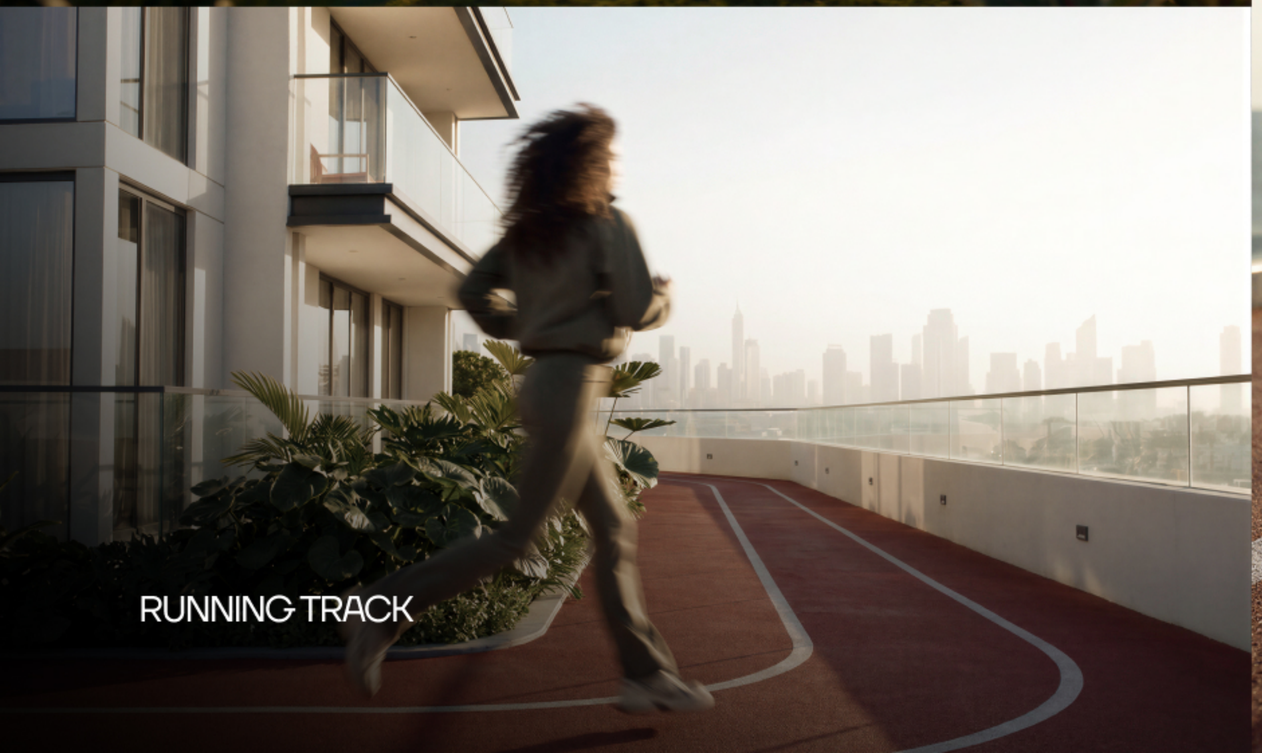
NO SCHEDULE
NO PRESSURE

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

ROOFTOP TERRACE GARDEN

+ CONNECT

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

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

THEIR OWN
POOL TIME

KIDS POOL

+ SPLASH

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

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
NEXT
CHAPTER

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

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



FLOOR 1

THE AMENITY LEVELS

SPACE FOR PLAY AND CONNECTION

THE SUPPLIED PLAN BRINGS INDOOR SHARED SPACES TOGETHER WITH PLANTED OUTDOOR AREAS

1 — KIDS ROOM
2 — PODCAST STUDIO
3 — OUTDOOR KIDS AREA
4 — GARDEN AREA
5 — RUNNING TRACK



ROOF FLOOR

THE AMENITY LEVELS

A CHANGE OF PACE ABOVE THE EVERYDAY

THE SUPPLIED ROOF PLAN INCLUDES
THE POOL, KIDS POOL, SUN DECK
AND GYM,WITH SUPPORTING FACILITIES

1 — ROOFTOP TERRACE GARDEN
2 — KIDS POOL
3 — SWIMMING POOL
4 — SAUNA
5 — GYM
5 — YOGA & MEDITATION ZONE

50/50

PAYMENT PLAN

+ EOI 30K Đ

PAYMENT PLAN

1 BEDROOM	2 BEDROOM	3 BEDROOM
Đ 945 K	Đ 1,636 M	Đ 1,869 M
from 591 sq. ft	from 1,250 sq. ft	from 1,474 sq. ft

RESIDENCES / 1 BEDROOM

1 BEDROOM

A FLEXIBLE SPACE FOR YOUR EVERYDAY

A SMART, VERSATILE HOME DESIGNED AROUND EVERYDAY COMFORT. IDEAL FOR INDIVIDUALS AND COUPLES SEEKING A PRACTICAL BASE WITH ACCESS TO CTRL'S LIFESTYLE AMENITIES

UNIT TYPE	TOTAL UNITS	SIZE RANGE
1 BR	227	566–750



Illustrative slide template. Insert an approved floor plan before publication. Areas are min–max ranges, not a single unit size.

RESIDENCES / 2 BEDROOM

2 BEDROOM

ROOM TO LIVE ON YOUR TERMS

MORE ROOM TO LIVE, WORK AND CONNECT. TWO-BEDROOM RESIDENCES OFFER FLEXIBLE SPACE FOR HOUSEHOLDS WHO VALUE COMFORT AND A BALANCE OF SHARED AND PRIVATE AREAS

UNIT TYPE	TOTAL UNITS	SIZE RANGE
2 BR	17	1,250–2,740



Illustrative slide template. Insert an approved floor plan before publication. Areas are min–max ranges, not a single unit size.

RESIDENCES / 3 BEDROOM

3 BEDROOM

MORE ROOM FOR EVERY MOMENT



GENEROUS SPACE FOR BIGGER ROUTINES AND FAMILY LIFE. THREE-BEDROOM RESIDENCES OFFER ROOM TO GROW, COMPLEMENTED BY LEISURE AND WELLNESS FACILITIES WITHIN THE BUILDING

UNIT TYPE	TOTAL UNITS	
3 BR	24	1,464 - 2,700

Illustrative slide template. Insert an approved floor plan before publication. Areas are min–max ranges, not a single unit size.

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	Đ 56,155	+4.5%
RENEWALS, AVERAGE	Đ 51,470	+8.5%
STUDIO, NEW LEASE	Đ 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

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

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



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