

*The City I Deserve*



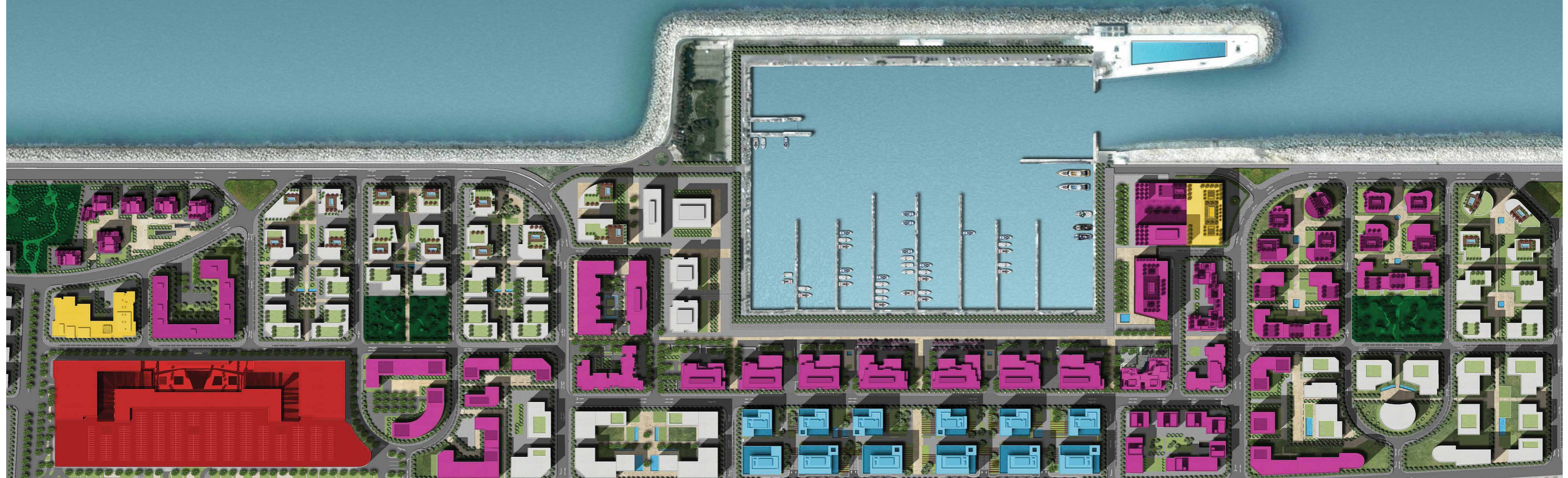
**Waterfront City**  
DBAYEH



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# Project Overview







# THE CITY WHERE CHOICES ARE LIMITLESS

When you get a home in “the city of choices,” you own an entire city.

What do you look for in a home? At Waterfront City, we offer you modern spaces, vibrant surroundings, secure neighborhoods, and above all, a living experience.

Located on the 700-berth La Marina Joseph Khoury on land double the size of the Monte Carlo Marina, this prime destination delivers an unparalleled living experience by successfully blending leisure, hospitality, business, and retail offerings.

Residents can choose from 2,000 apartments of varying sizes and have access to world-class shops, restaurants, convenience stores, green parks, a health club, and unique entertainment services. Add to that a state-of-the-art business park and leading international hotels, and you can see why Waterfront City is the ultimate choice for all your needs.





# DESIGNED FOR YOUR COMFORT

An address tailored to meet  
all your expectations.

Located only 10 km north of Beirut, Waterfront City offers you the peace of mind you dream of. With high-tech security and ample parking spaces available for you and your guests, your worries will fade away. Its urban design architecture makes it a model city, with footpaths and

roads that enhance your every move and supply you with amenities that cater to all your needs. Solar lighting solutions also reinforce Waterfront City's commitment to the environment and your overall well-being.





# THE CITY WHERE YOUR HOME IS

Whatever you imagined your dream home to be, you can find it here.

At Waterfront City, you get to experience a 360° view of life. Imagine waking up to a beautiful seaside view every morning. Picture yourself heading to work without the hassle of traffic, and returning home just as easily to reunite with your family. Think of a home tailor-made to fit your needs, complete with beautiful

interior design, room sizes that fit your style, and your own personal touch to truly call it home. Add to that the myriad amenities, shops, restaurants, activities, and entertainment spaces to enjoy at your leisure, Waterfront City is in a league of its own when it comes to modern living in Lebanon.



# The Marina Promenade

Strategically situated over the 700-berth Marina Promenade, spreading across 500m of seafront, is an ideal destination for a unique fine dining experience.

Home to 16 Seaview restaurants, the Marina Promenade will be the prime destination for Lebanon's food and lifestyle lovers who cherish the simple pleasures of having a leisurely stroll with their kids while mingling with passers-by. It combines strategic placement and lush landscapes, along with a picture-perfect location for outdoor activities such as jogging, cycling, or simply unwinding in front of a stunning sunset.

Outdoor benches are there for you to relax before heading into one of the restaurants in quest for flavors from global cuisines and live cooking, or simply for unwinding over a stunning sunset from the elevated terraces.

The Marina Promenade meets international sustainability standards; it is BREEAM certified and offers a safe environment for your family.



**16**  
Restaurants



**500m**  
F&B Strip



# The Colonnade Avenue

Hallmarked by grand colonnades drawing a magnificent perspective of the Avenue, this retail strip will reflect an eclectic, urban neighborhood.

Defined as a rich mosaic of experiences from the best local and international retail and lifestyle operators, the Avenue's energy pulsates from early morning to late night with year-round shopping and leisure that stimulates community growth and neighborly interaction. It is a unique environment to grow your retail business.



**30**  
Retail Line Shops



An aerial architectural rendering of a modern residential development. The scene features a large marina filled with numerous sailboats and yachts, bordered by a promenade. The development consists of several multi-story buildings with contemporary architectural styles, including some with white facades and others with more traditional beige tones. The buildings are arranged around a central courtyard area with greenery. In the background, a vast city skyline is visible across a large body of water, with mountains in the distance under a clear blue sky. The overall atmosphere is bright and sunny, suggesting a high-quality urban living environment.

# The Promenade Residences

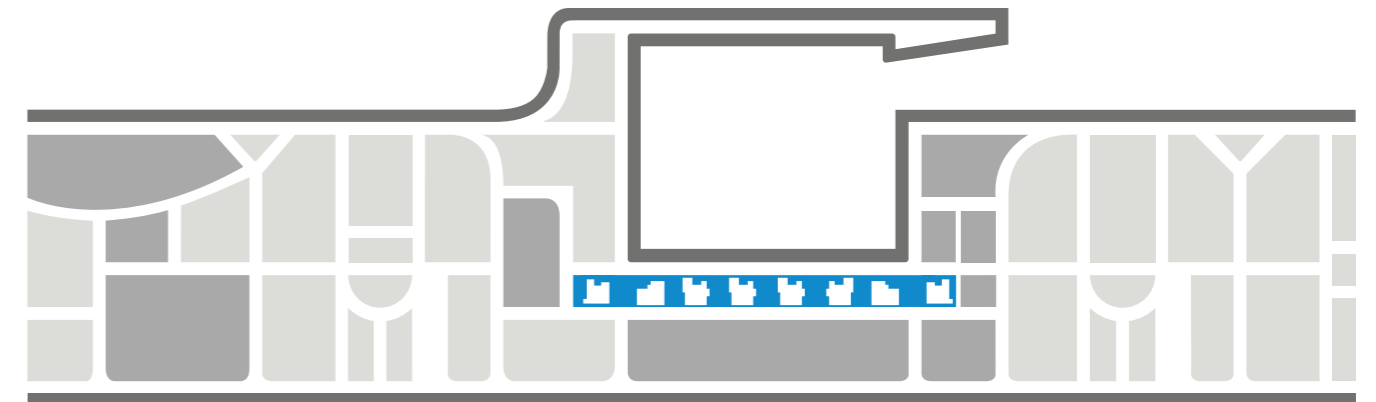




# THE ELEGANT CHOICE FOR PREMIUM LIVING

When walking into your home feels like walking into a work of art.

Do you envision having breakfast on your balcony overlooking the sea? Do you want a big family or a small one? Do you dream of having a place where your kids can play and make lifelong friends? Is it a tranquil home with a view of the gardens? Or a luxurious and vast apartment with expertly designed interiors to entertain your guests? At Waterfront City, you decide how to live. Whether you choose the Promenade Residences, Plaza Residences, Marina Vistas, or Magnolia Court, your home will be at the center of unparalleled retail and leisure experiences at the highest standard of living.





A modern multi-story residential building with a light-colored stone facade and cantilevered balconies. The balconies have glass railings and dark brown louvered screens. The building is set against a clear blue sky. The text 'Marina Lofts' is overlaid on the right side of the image in a white, cursive font, with a green horizontal bar behind the word 'Lofts'.

# Marina Lofts

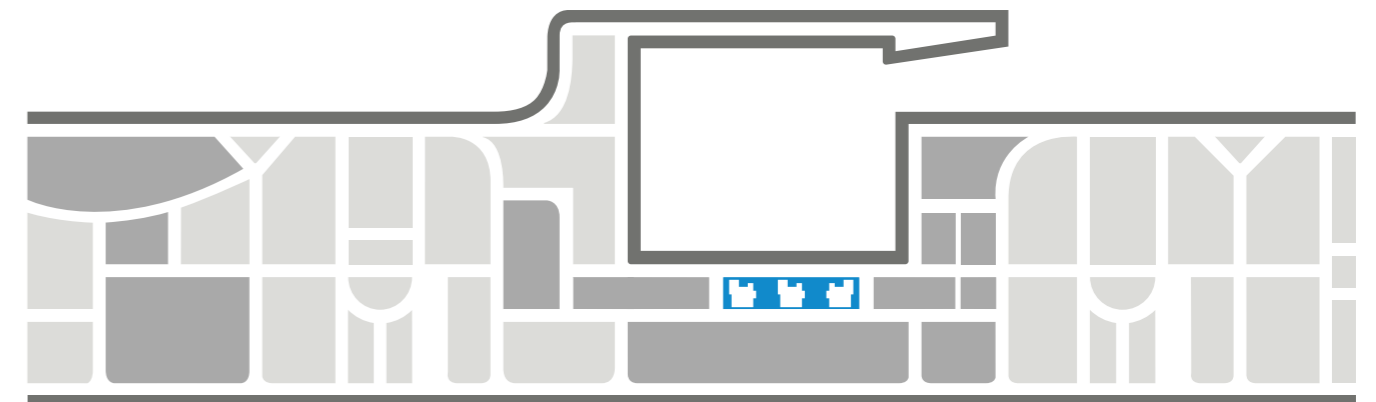




# DOUBLE THE SPACE, DOUBLE THE LUXURY

If you are looking to live on another level, Waterfront City's Marina Lofts offer an experience like no other.

By owning a deluxe two-floor apartment in the Marina Lofts, you can enjoy 260m<sup>2</sup> of comfort, health clubs, exclusive leisure facilities, and a private 108m<sup>2</sup> garden overlooking the yachts with direct access to the Marina Promenade. It is simply the elegant choice for premium living.





# The Plaza Residences







# YOUR HAVEN OF RELAXATION AND PEACE

Nestled within lush green spaces, the Plaza Residences offers 1 to 4 bedroom apartments that you can call home.

Private courtyards provide a safe space for your kids to play and grow surrounded by nature and friends. Access to the various offerings of Waterfront City, with the Marina Promenade and the Promenade Residences right at your doorstep, provide you the freedom to explore with the security of always feeling at home.

Whether you are relaxing on your rooftop terrace or mingling in the buzz of all the features, Waterfront City offers the Plaza Residences that is uniquely located to offer a choice between a vibrant environment and serenity.





# Marina Vistas





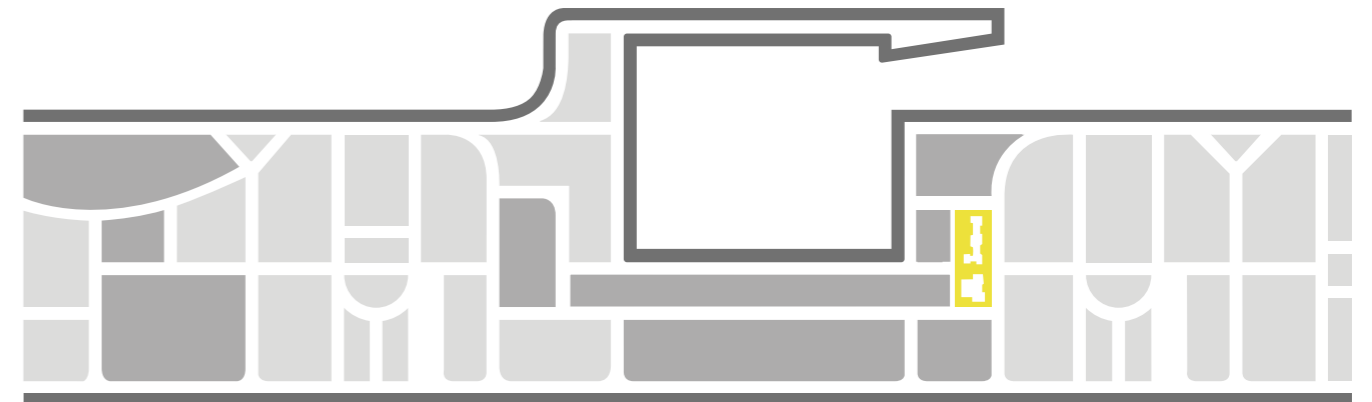


## DESIGNED FOR MODERN LIVING

Imagine if your residence was more than a home, and rather the perfect representation of modern life: excellently designed, contemporary apartments, picturesque neighborhood feel, and an exceptional location overlooking the large open piazza.

Waterfront City's Marina Vistas boasts 1 to 4 bedroom apartments that are superbly thought out with both private family life and guest entertainment in mind, with each unit providing a well-designed living and dining area comprising of balconies, separate kitchens, and washrooms.

And to top off this unique living experience, beautifully landscaped green spaces offer families an unrivaled urban oasis.





# Magnolia Court





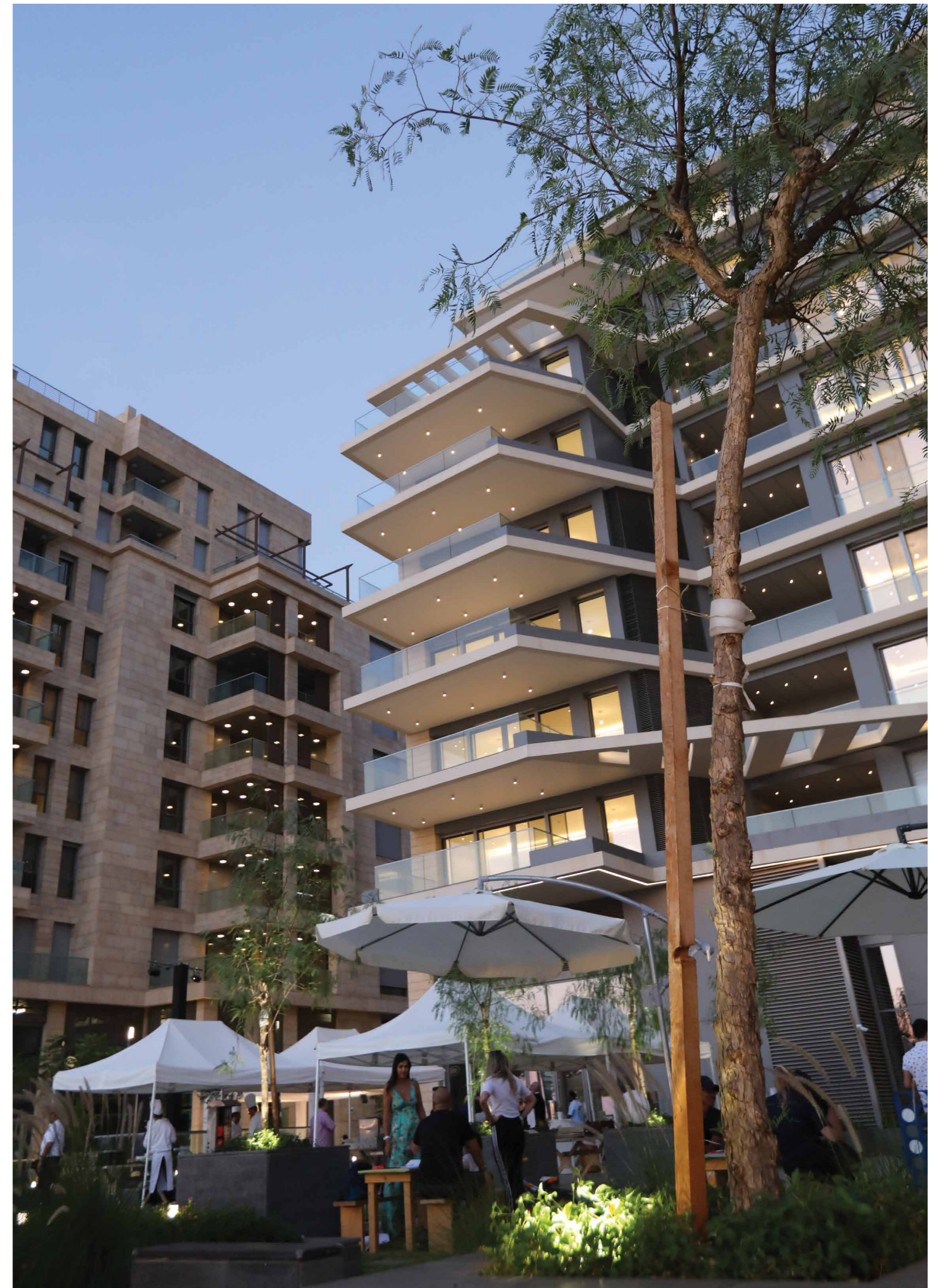
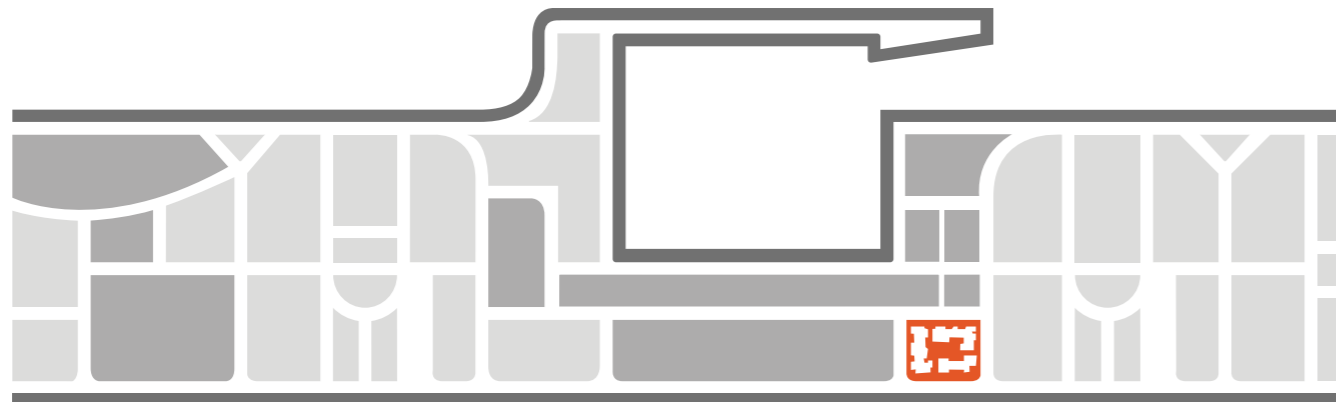
# PERFECT BALANCE OF MODERN AND CLASSIC FAMILY LIFE

With Waterfront City's Magnolia Court,  
there is such a thing as having it all.

Picture this: your kids running freely on a wonderfully landscaped garden while you enjoy the breathtaking sunset view from your very own terrace.

Offering contemporary 1 to 3 bedroom apartments with practical interiors, courtyards with secure play areas for children, dedicated underground parking, and basement storage space, Magnolia Court is the ultimate combination of modern and classic family life.

Residents can also benefit from a private terrace included in a limited number of prime ground floor and top floor homes, some of which are duplexes.





# The Business Park







# THE FIRST OF ITS KIND BUSINESS HUB IN LEBANON

Waterfront City's Business Park is the ideal platform to take your business to the next level.

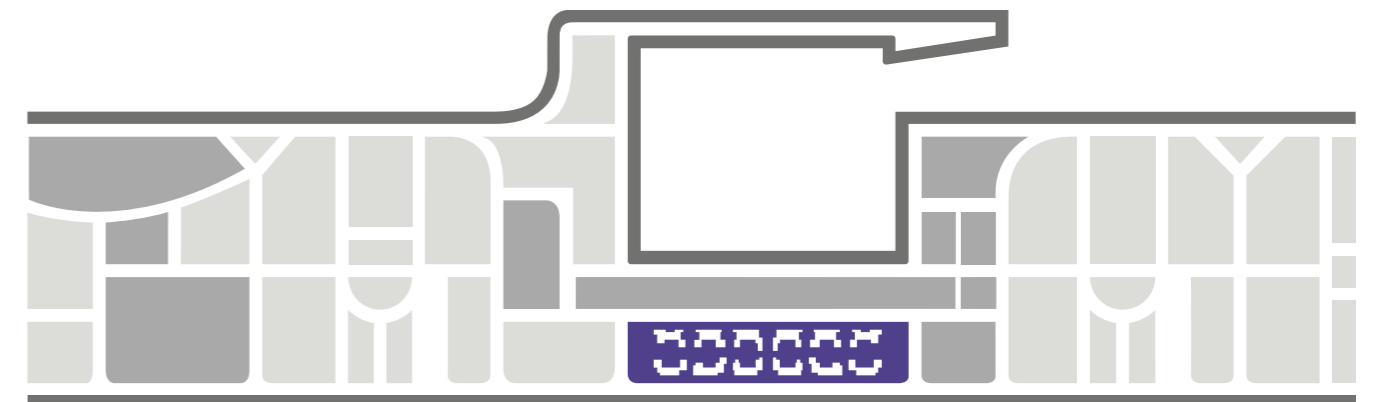
Designed with excellence in mind and advanced facility criteria not present in any other development in Lebanon, the Business Park promises to revolutionize how business is conducted in the region.

The Business Park is based on an integrated business model, with a state-of-the-art Campus Design and an open space designed to maximize productivity and ensure a stimulating environment, allowing social interaction with clients and colleagues.

In addition to Grade A offices, the Business Park includes the following amenities:

- Front desk
- 24-hour on-site security
- Facilities and tenant fit-out management
- Centrally managed tenant, visitor, and valet parking
- Courier collection and deliveries
- Fiber-optic backbone (supporting high-speed internet, video conferencing, virtual private networking for corporate users, IPTV services, public Wi-Fi, and IP telephony)

Waterfront City's Business Park provides all the resources and peace of mind you need to ensure a healthy and productive environment, an advocate of your business's growth.

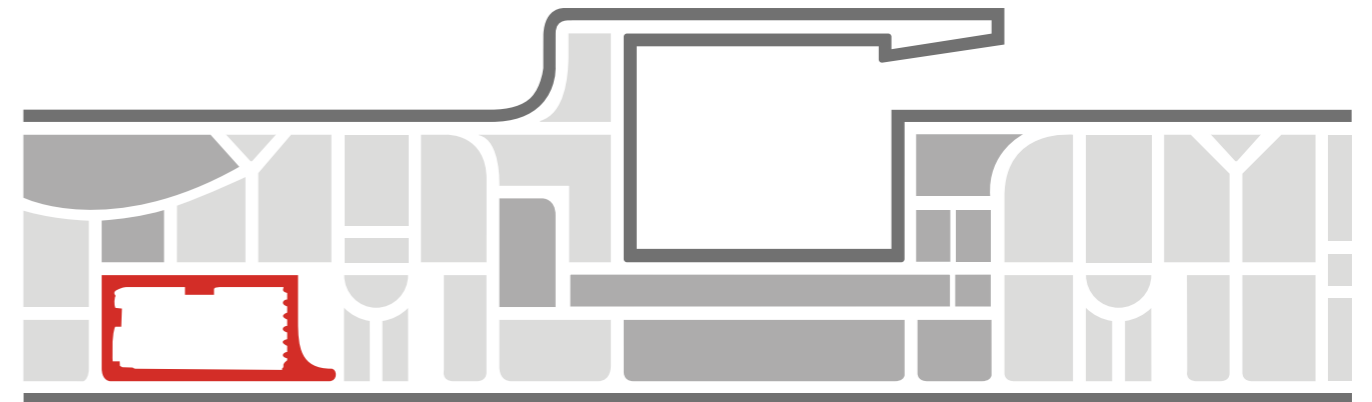






# ONE CITY, A WORLD OF ENTERTAINMENT

Find the lively Shopping Mall right at your doorstep. The 65,000m<sup>2</sup> Waterfront City Shopping Mall features the best in retail, food and beverage, and entertainment offerings. At the heart of it all, this blend of shopping, leisure, and recreation will be a focus of activity and fun that the whole family can enjoy.

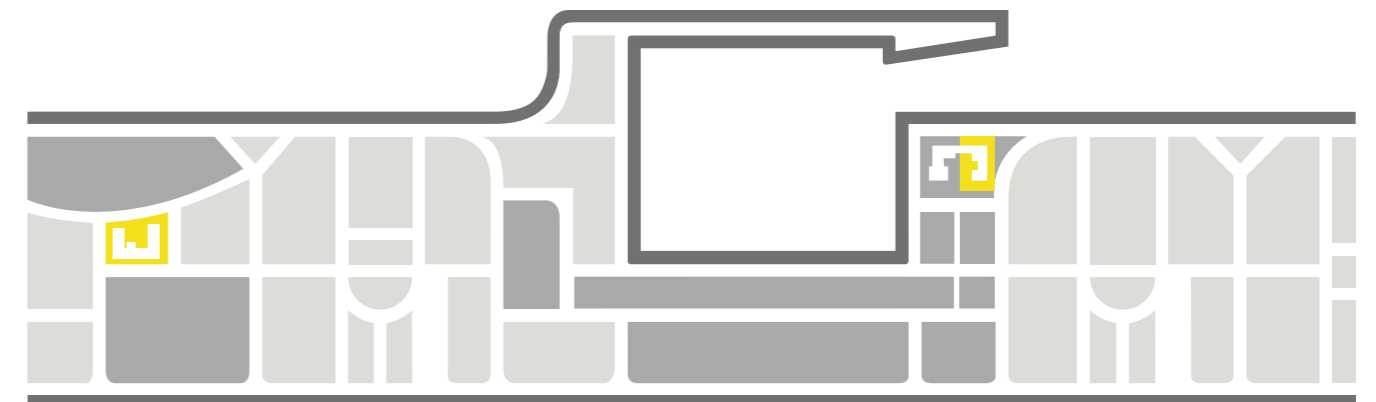






# YOUR LUXURY GETAWAY

If your ideal vacation is a combination of pure luxury and comforting serenity, our hotels are perfect for you. Do you often travel on business and need a home away from home? Pick either our 4-star or 5-star hotels to get the treatment of home in a city that provides all the amenities you may desire. Whether relaxing on the seaside during your free time or catering to your busy schedule, our luxury rooms will absolutely exceed your expectations.





# Infinite Vision and Expertise







Waterfront City is a strong joint venture between Lebanese contractors Société Joseph G. Khoury et Fils Holding and regional owner Majid Al Futtaim Properties.

## Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, community, retail, and leisure pioneer across the Middle East, Africa, and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment, and leisure to "create great moments for everyone, every day." It has since grown into one of the United Arab Emirates' most respected and successful businesses, spanning 15 international markets, employing more than 40,000 people, and obtaining the highest credit rating (BBB) among privately-held corporations in the region.

Majid Al Futtaim owns and operates 23 shopping malls, 13 hotels, and three mixed-use communities, with further developments underway in the region. The shopping mall portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighborhood centers, and four community malls, which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in 38 markets across the Middle East, Africa and Asia, and operates a portfolio of more than 230 outlets in 15 countries.

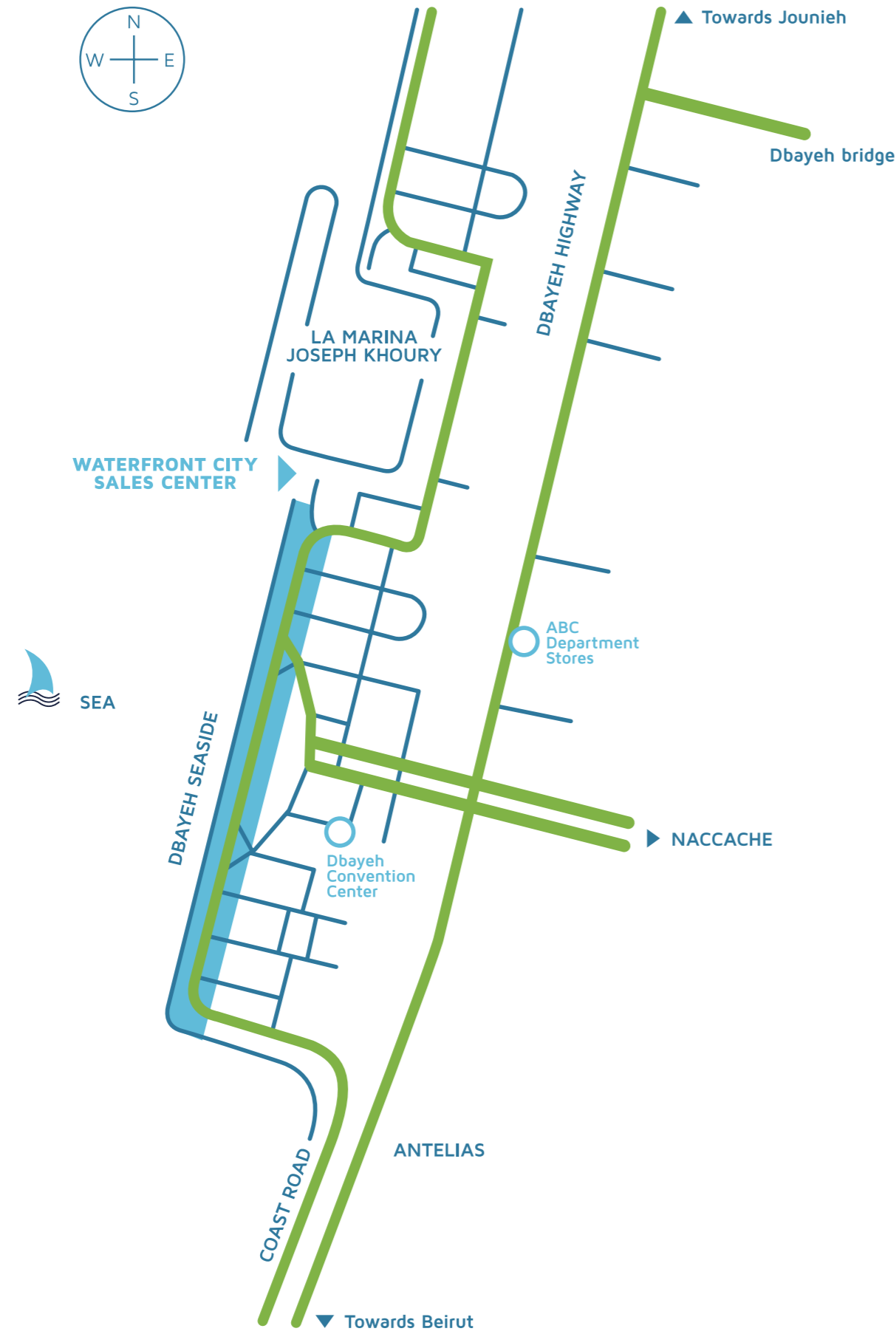
Majid Al Futtaim operates 322 VOX Cinema screens and 34 Magic Planet family entertainment centers across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, Orbi Dubai, and Ski Egypt, among others. The Company is parent to the consumer finance company <Najm>, a fashion retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, Crate & Barrel, and Maisons du Monde. In addition, Majid Al Futtaim operates Enova, a facility and energy management company through a joint venture operation with Veolia, a global leader in optimized environment resource management. The Company also owns the rights to The LEGO Store and American Girl in the Middle East, and operates in the food and beverage industry through a partnership with Gourmet Gulf.



## Société Joseph G. Khoury et Fils

Joseph G. Khoury, the founder of Société Joseph Khoury & Fils Holding SAL has been a long time market leader and pioneer. Since first creating the Société Nationale d'Entreprises in 1960, Joseph G. Khoury was embarking on the long fruitful road of a master-builder with a passion for perfection and work well-done. Under his directorship, the Société Nationale d'Entreprises has executed a multitude of projects in Lebanon and the Arab world in many diversified fields. This work was crowned by the project Reclamation and Development of the "Littoral Nord," consisting of approximately 2,600 linear meters of coastline and a total area of 1,003,000 square meters. Visionary and always looking for a competitive edge, Joseph G. Khoury founded many companies. After he passed away, the Société Joseph G. Khoury & Fils Holding SAL has taken over his mission and continues the journey the way he intended it.





### Contact Details

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A PARTNERSHIP BETWEEN

