

VXP

VERTEX POINTE

At the height of possibility,
progress requires ground to stand on.
Vertex Pointe is built upon that ground.

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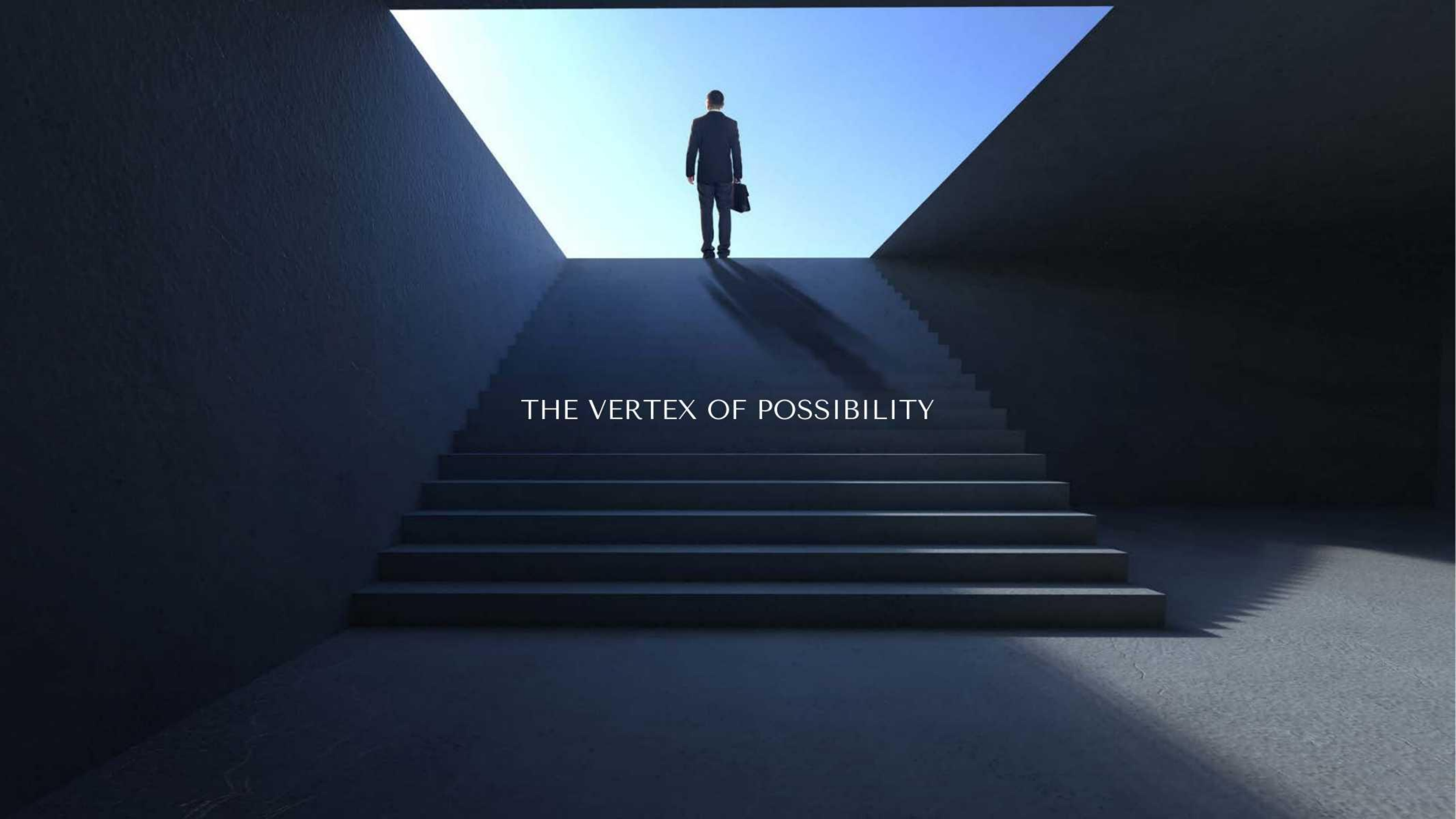
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A conceptual photograph featuring a person in a dark suit standing at the top of a long, wide staircase. The person is silhouetted against a bright, clear blue sky that is visible through a large, triangular opening in a dark, textured wall. The staircase is made of dark steps, and the person's shadow is cast onto the steps. The overall mood is one of achievement and looking towards the future.

THE VERTEX OF POSSIBILITY



VXP stands as Arjan's boutique commercial answer, with thirty-two offices and twenty retail spaces built for operators who have stopped making compromises. Every office opens onto a private balcony. A gym sits on the top floor, paddle courts are woven into landscaped greens, and ground-level retail is positioned so your team is not forced into cars for coffee.

The environment combines productivity with wellbeing in ways that feel less like corporate theater and more like a workplace shaped around how business days unfold.



THE OPPORTUNITY

DUBAI. WHERE GLOBAL BUSINESS THRIVES.

Dubai sits at the intersection of Europe, Asia, and Africa. Your morning overlaps London and your afternoon catches New York. Here, closing deals across continents is business as usual.

Built on Clarity and Continuity

- Predictable commercial and company laws reduce operational risk.
- Clear ownership and licensing frameworks support regional headquarters.
- A strong banking system enables cross-border trade, treasury, and capital flows.
- Tax structures favor reinvestment and long-term growth.
- Two international airports and a major seaport sustain global access.
- A mature hospitality sector supports constant movement of talent and clients.





WHY COMMERCIAL VALUE KEEPS BUILDING IN DUBAI

- Businesses keep growing.
- Good office space is in short supply.
- High-quality buildings are limited.
- Most offices stay full, around 90 to 95 percent occupied.
- Companies sign longer leases.
- Rents keep rising.
- Demand stays strong in both older and newer areas.



FIGURES THAT MATTER

- 24% growth in commercial sales transactions (2024)
- AED 90+ billion total commercial sales value (2024)
- 93% rise in office sales values (2025)
- 14% rental growth recorded (2025)
- 77,000 new company registrations (2024)
- AED 200 PSF commercial vs AED 87 residential
- 3-5 year average lease terms
- 28% year-on-year increase in office prices (2024-2025)



A TIGHTER SUPPLY PROFILE

- Demand continues to outpace supply for Grade A, medium-sized offices combining quality and flexibility.
- Business expansion remains steady across sectors.
- Decentralized work patterns stay in place.
- Core operational requirements remain unmet in many buildings.
- Parking needs to function smoothly.
- Access needs to support daily movement.
- Layouts need to adapt as teams evolve.
- Demand concentrates on well-located offices ready for immediate use.
- Spaces retain value when built for reliable, everyday performance.



THE NEIGHBOURHOOD

ARJAN: WHERE STABILITY LEADS

Arjan sits between Al Barsha and Motor City, connected via Sheikh Mohammed Bin Zayed Road and Umm Suqeim Road to the wider city's commercial and residential fabric.

The infrastructure has moved beyond promise into presence. Schools, hospitals, retail, open-air destinations like Dubai Miracle Garden. This is a district that's progressed past early potential into stability, accessibility and sustained demand.





WORK, WELL PLACED

- Established residential density for workforce access
- Retail, fitness, cafés within district
- Schools, clinics, hospitals nearby
- Lower-density environment
- Shorter commutes translating to efficiency

ACCESS WITHOUT COMPROMISE

Arjan offers an alternative to central business districts where parking limitations, traffic patterns, and elevated occupancy costs have become part of the operational calculus you'd rather not factor in.

Positioned between established commercial zones, the location maintains connectivity while supporting smoother access and movement.

The difference between a 12-minute commute and a 45-minute crawl isn't just time, it's whether your team arrives ready to engage or already depleted. These details compound daily.



EXCEPTIONALLY WELL CONNECTED

Within 10 minutes		Within 15 minutes		Within 25 minutes			Within 20 minutes
5 Min	9 Min	12 Min	9 Min	14 Min	16 Min	18 Min	22 Min
Dubai Miracle Garden	Dubai Hills Mall	Global Village	Dubai Hills Mall	Expo City	Burj Al Arab	Dubai Mall	Dubai Internationall Airport
7 Min	10 Min	12 Min	12 Min	15 Min	16 Min	18 Min	24 Min
Dubai Sports City	Dubai International Cricket Stadium	Dubai Autodrome	Mall of the Emirates	IMG Worlds of Adventure	Palm Jumeira	The Beach, JBR	Al Maktoum International Airport





VERTEX POINTE

HIGHLIGHTS

- 32 boutique office units
- 20 ground-floor retail spaces
- Double-height atrium
- Full-height glazing throughout
- Private balcony for every office
- Upper outdoor terraces
- Rooftop gym and wellness facilities
- Paddle courts and landscaped greens
- 229 parking spaces (over 2.5x standard capacity)
- Architectural lighting defining atrium, roofline, landscape





AN ARRIVAL THAT SETS THE TONE

VXP establishes a professional impression before conversation begins. A double-height arrival lobby sets measured scale. Generous glazing draws in natural light and reinforces transparency. Shared spaces support daily business use instead of visual display.

From the moment clients, partners, or your team enter, the environment signals intent: a business focused on operations, attentive to quality, and deliberate in how space is occupied.

An office address speaks before any introduction. VXP aligns that signal with the standard already set across your organization.

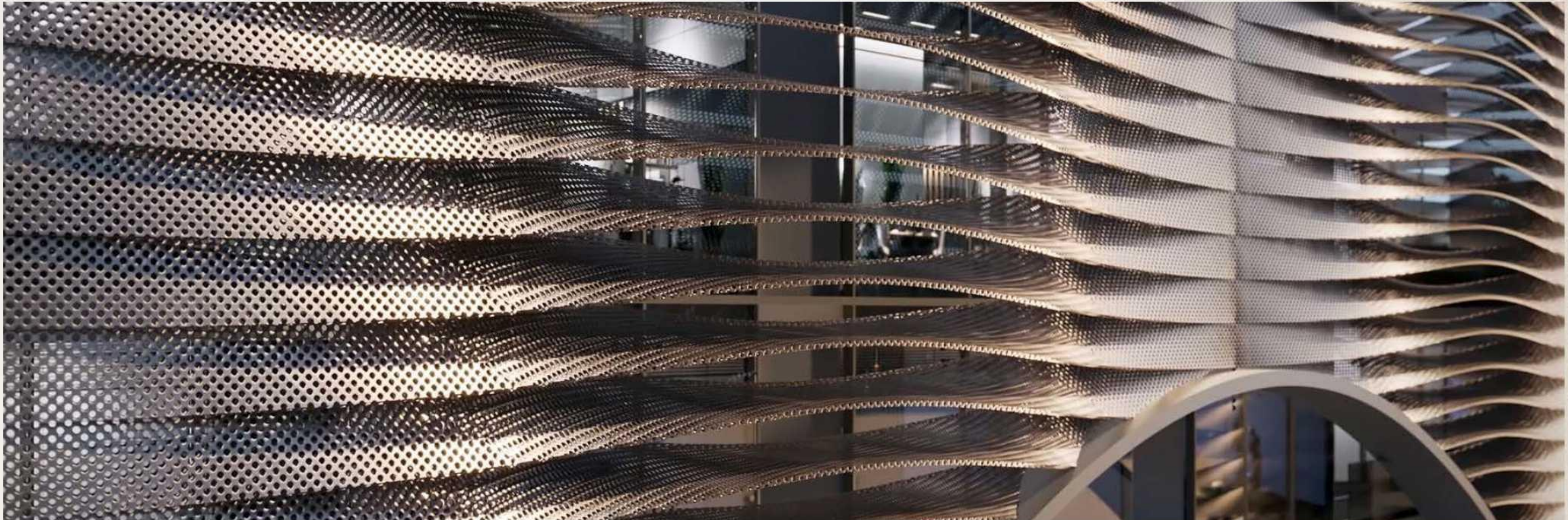
PLACED WITH PURPOSE

VXP's façades shift with the day, maintaining clarity at every hour. Street-level glazing keeps the building open and easy to read. As the structure rises, upper floors step back and fold inward, introducing depth while preserving proportion.

Metallic fins manage sun exposure and soften the exterior as clean glass lines keep the architecture clear.

Movement continues beyond the façade. Landscaping draws people from street to entrance as the rooftop terraces extend the building into usable space for hospitality and wellness.

Every decision serves use. Retail stays visible and active at ground level. Upper floors remain calm and focused.



SPACES THAT WORK WITH YOU

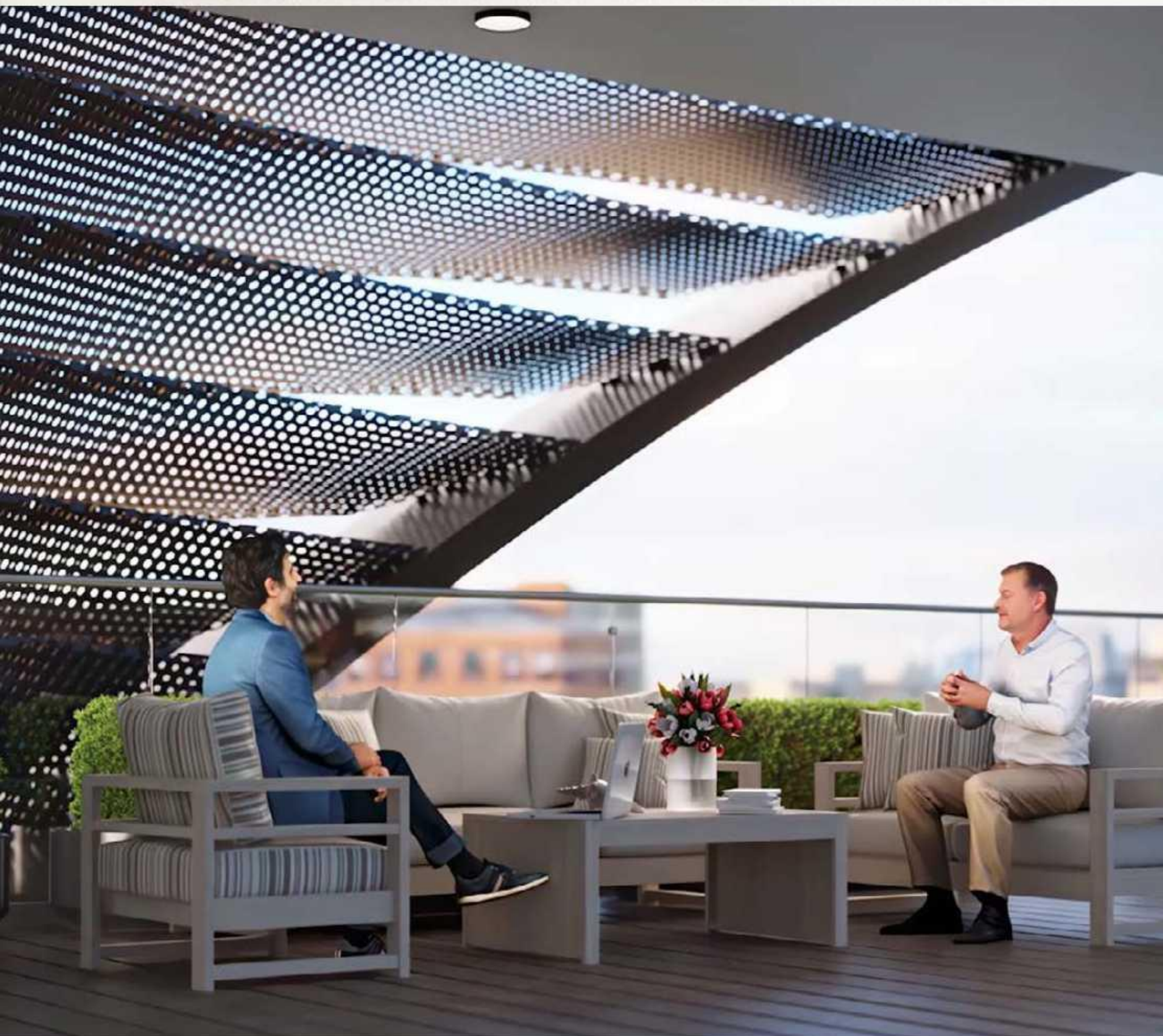
The interior is organized around the way your team operates each day, allowing movement, focus, and interaction to occur without friction. Natural light travels deep into offices and shared areas through full-height glazing, creating a consistent working environment from morning through late afternoon. Ceiling treatments regulate acoustics so conversations remain contained and concentration holds, while stone flooring establishes clear circulation paths across the workspace.

Wood finishes and soft textiles temper the material palette and introduce visual balance. Metallic details are applied with restraint, preserving a composed and professional atmosphere rather than competing for attention.

Private offices and meeting rooms provide settings suited for confidential discussions and sustained focus. Open work areas support collaboration when exchange is required, and lounge spaces accommodate informal conversations or short resets between tasks.

That the layout functions as it does should not surprise – your daily movement and work patterns shaped the design.





DESIGNED TO ADAPT

- Shell-and-core layouts allow setup based on real workflow.
- Natural light reaches every layout. Windowless offices no longer fit how people work.
- Wet pantry and shared utilities sit on every floor, removing the need for cross-building trips.
- Water and drainage reach every unit, allowing layouts to shift as needs change.

The objective stays simple. Infrastructure supports what you plan to build. Architecture stays out of the way.



AMENITIES INTEGRATED INTO YOUR DAY



VXP concentrates amenities where they affect daily operations. Spaces to work, meet, move, host, adapt, arranged to respect both time and focus.

Essential facilities integrated on-site mean your day flows with fewer interruptions and less dependency on leaving the building between activities.

WELLNESS AND FITNESS



Gym



Paddle courts



Yoga deck



Wellness terraces



Nap pods





OUTDOOR AND LANDSCAPE



Landscaped greens



Outdoor seating areas

WORK AND PRODUCTIVITY



Co-working lounge



Podcast and content studio



CONVENIENCE AND RETAIL



Retail spaces on ground floor



Click and collect lockers



Valet parking





INFRASTRUCTURE AND SERVICES



Dedicated, parking,
over 2.5x the standard capacity



EV charging & 24x7 security



Smart climate control



A detailed architectural rendering of a modern, multi-story building at dusk. The building features a prominent, wavy, metallic-looking facade that reflects the ambient light. Large glass windows reveal the interior structure and floors. The ground floor is a commercial space with various retail stores. The sky is a deep blue, and palm trees are visible in the foreground.

PROJECT OVERVIEW

Splush

GUESSES

GAPS

levels

Diar

LUSSH

Splush

TYPE

Commercial Building

CONFIGURATION

2B + G + 4 Floors

TOTAL OFFICES

32

RETAIL SPACES

20

PARKING

229 Spaces (Over 2.5X standard capacity)

GROUND FLOOR AREA

22,135 sq.ft

FIRST FLOOR AREA

13,250 sq.ft. + 10,000 sq.ft. amenities

TYPICAL FLOOR AREA

13,000 sq.ft. office space

PAYMENT PLAN

To be specified





THE DEVELOPER

Energy in Every Creation

AUM Development is a Dubai-based firm with 21 years of experience in real estate.

Led by Deepak Batra, a recognized industry expert and DLD promotional trustee, AUM delivers high-quality, high-speed projects with clear market value.

Backed by an integrated ecosystem of group companies, AUM stands out for precision, execution, and a unique vision for each development.

**21 YEARS OF EXPERIENCE | \$500M USD TOTAL VALUE |
OFFICIAL DLD PARTNER**

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