

BELGRADE WATERFRONT

BY EAGLE HILLS



WHO WE ARE

Eagle Hills is an Abu Dhabi-based private real estate investment and development company, focused on creating new city hubs and flagship destinations in emerging markets. These projects draw on the latest technologies to build integrated lifestyle communities that positively impact the local economy. The company is currently developing mixed-use projects in Bahrain, Jordan, Morocco, Oman, Ethiopia, Serbia and the UAE.



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CURRENT PROJECT LOCATIONS

SERBIA

Belgrade Waterfront

MOROCCO

La Bahia Blanca
La Marina Morocco
Rabat square

JORDAN

Saraya Aqaba
The St. Regis Amman
Marsa Zayed

BAHRAIN

Marassi Al Bahrain

UAE

Fujairah Resort + Spa

OMAN

Mandarin Oriental
Muscat

ETHIOPIA

La Gale



7

COUNTRIES



11

CITIES

Getting A Facelift



17

MASTERPLAN

Projects



18

WATERFRONT

Destinations

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CHAIRMAN BRIEF

Belgrade is a city unlike any other, with a rich and distinctive history, friendly people, and an unmatched ability to celebrate life. It is also a city that has risen from the ashes many times in its glorious past, reinventing itself and bringing renewed prosperity to its citizens and the country as a whole. As Belgrade transforms its beautiful riverside heartland, Eagle Hills is providing the support and expertise to create a city centre for the future – one that will include showcase landmarks such as Kula Belgrade, the tallest tower, and Galerija Belgrade, the largest shopping, dining and entertainment destination in the region. I see Belgrade becoming one of central and Eastern Europe's leaders in business, tourism and retail and one of the most vibrant capitals in the world. Belgrade Waterfront, the majestic new chapter in the city's history, affirms this.

Mohamed Alabbar
Chairman, Eagle Hills



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WELCOME TO SERBIA

Serbia has continued its path toward EU membership: EU negotiation process officially started, ready for accession by 2025.



Population
7.19 million people



Area
88,499km²



GMT +01:00
(Central European Time)



GDP
51.4 billion USD

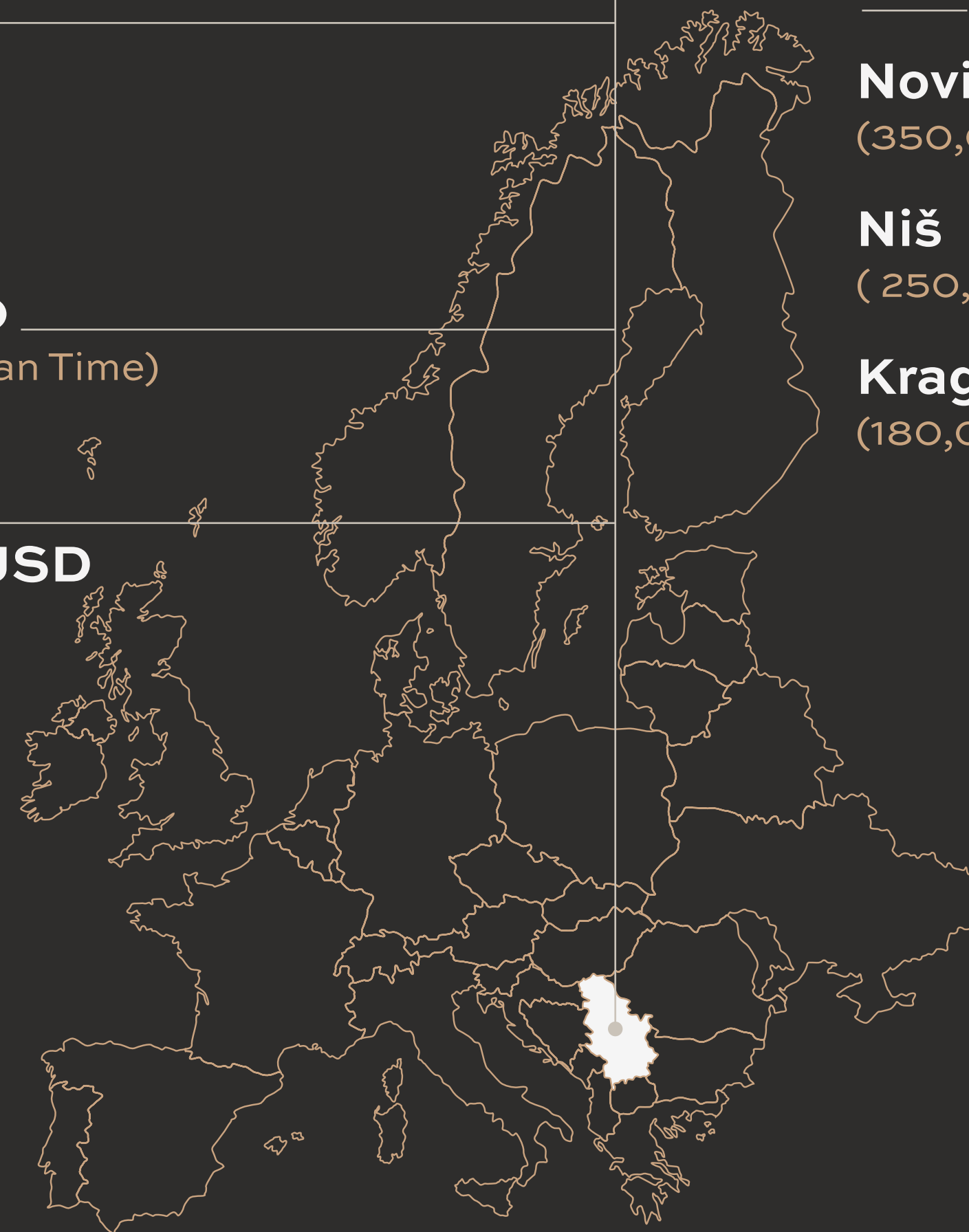


Belgrade
(capital, 1,660,000)

Novi Sad
(350,000)

Niš
(250,000)

Kragujevac
(180,000)



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BELGRADE

A MAGNET FOR INVESTMENT & TOURISM

Located at the confluence of two major rivers, the Sava and the Danube where the Pannonian plain meets the Balkan peninsula, Belgrade is the capital and the largest city of Serbia. Firmly positioned as southeast Europe's financial and business centre with rising levels of direct foreign investment, Belgrade is an engine of economic growth and a focal point of creative activities and urban regeneration. In recent years, it has also established itself as one of the key destinations for those seeking something new and different among the now familiar European landscape.

A COMPELLING ARCHITECTURAL COLLAGE

For a city that has experienced many challenges in its long history, Belgrade hosts a surprisingly rich architectural offering - from ancient ruins to the Ottoman and Habsburg fortifications of the middle ages, to neoclassicism, belle epoque, art nouveau, modernism and postmodernism, Belgrade has it all, albeit with local twists in the plot.

During the era dubbed as 'golden socialism', Belgrade was the capital of Yugoslavia. With its unique position between the capitalist west and the socialist east, the country developed an original interpretation of the international style in architecture. This was a manifestation of the radical diversity, hybridity, and idealism that characterized the Yugoslav state itself.

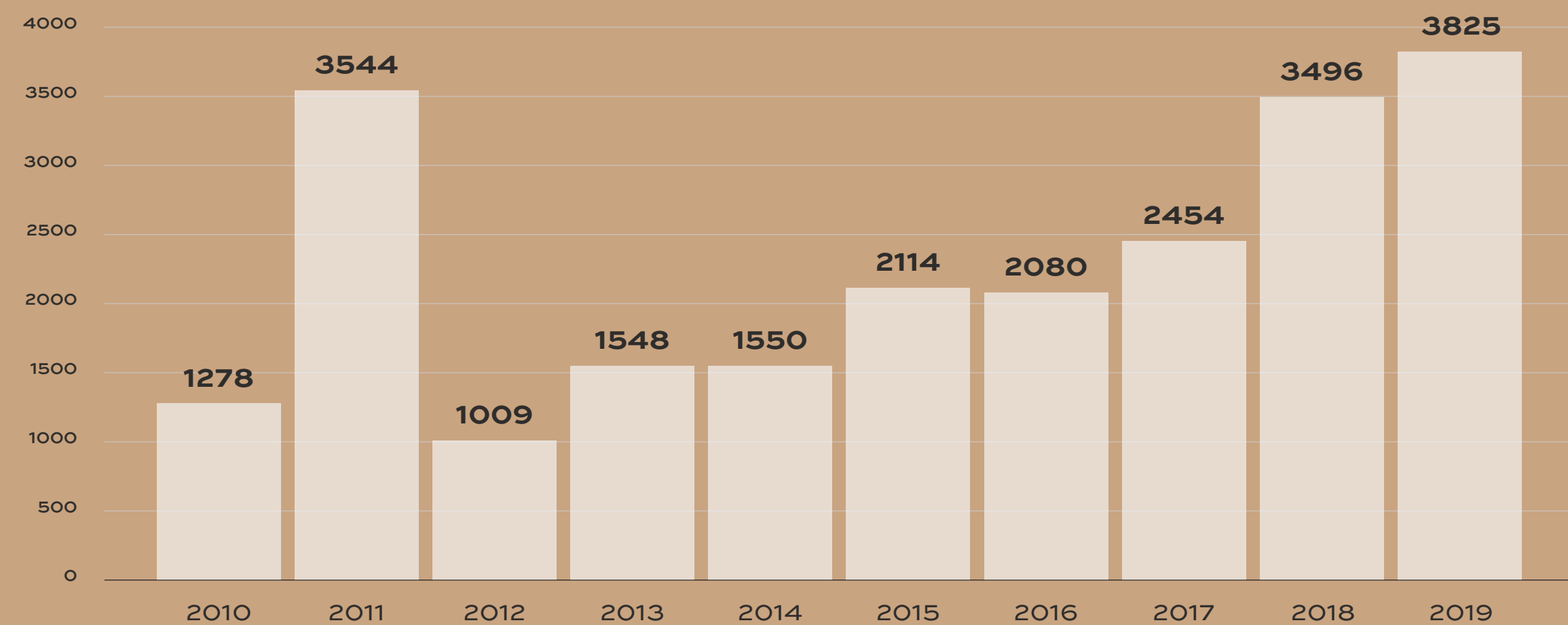


**BELGRADE
WATERFRONT**

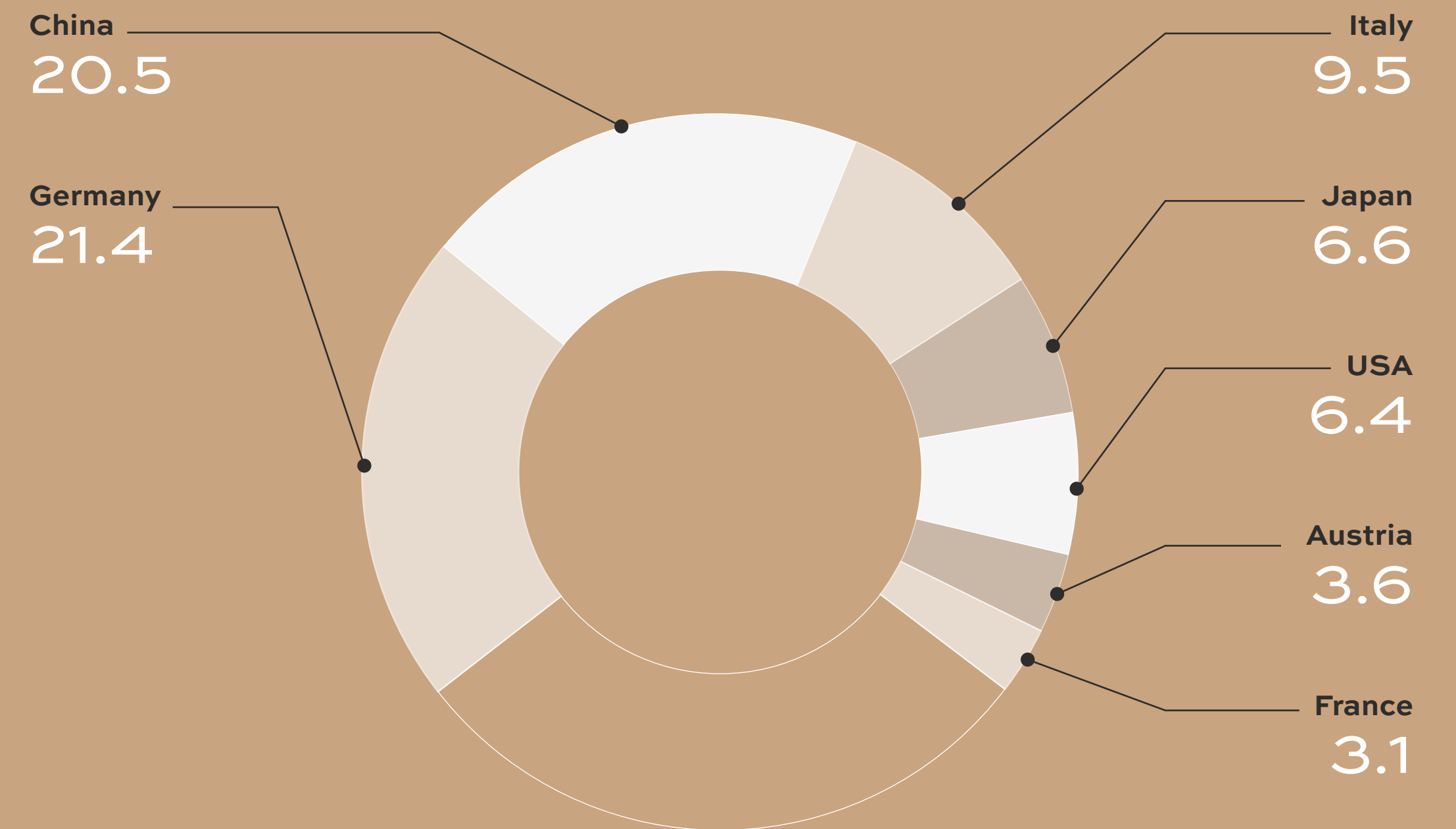
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CURRENT FOREIGN INVESTMENTS IN SERBIA

Since the onset of economic reforms, Serbia has grown into one of the premier investment locations in Central and Eastern Europe. Serbia has attracted over €31 billion of inward foreign direct investment since 2007. Serbia is ranked number 1 globally for the third year in a row, as the country that creates most FDI jobs per million inhabitants, according to “IBM Global Location Trends 2019”.



FDI Inflow (mill EUR)
Source: National Bank of Serbia



According to IBM Global Locations Trends 2019 report, Serbia continued to show strong results for the third year in a row, as the next wave of preferred locations for companies in Europe.

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WHY IS SERBIA ATTRACTIVE FOR INVESTMENT?

According to the World Investment Reports, Serbia is mentioned as one of the few countries from the South-Eastern part of Europe where foreign direct investments and companies from abroad found the proper place for development and stability. Also, the World Bank Report revealed that Serbia improved the business climate in the past few years and worked on the conditions related to fast incorporation and a favourable tax regime for foreign investors.

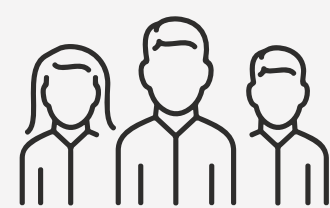
MAIN REASONS TO INVEST IN SERBIA:



OPTIMAL
GEOGRAPHIC
LOCATION



COMPETITIVE
OPERATING
COSTS



FREE ACCESS TO
A MARKET OF
1.3 BN CONSUMERS



HIGHLY
QUALIFIED
LABOUR



FREE
ZONES



FINANCIAL
BENEFITS AND
INCENTIVES

POSITIVE TRENDS

- Over the past several years Serbia took steps to further improve political and economic stability.
- Serbia is the only country outside of the Commonwealth of Independent States that has a Free Trade Agreement with Russian Federation.
- On WB Doing Business List, Serbia moved up by 43 places over the past 3 years, and is now ranked 48rd globally.
- Belgrade was named a City of the Future in Southern Europe.

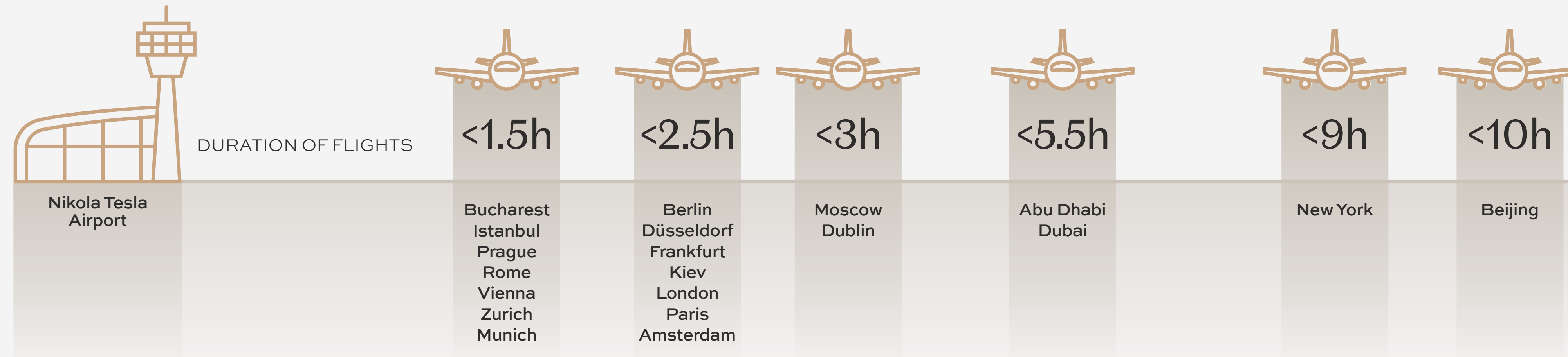
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GETTING TO SERBIA IS EASIER THAN EVER



Serbia is seen as a gateway to Europe, due to its strategic geolocation which sustains businesses from abroad. In this sense, Serbia is the link between the Eastern and the Western part of the old continent. The well-developed infrastructure allows foreigners to have great connections with Russia, Germany, Austria, Benelux, UK, France, Spain, Italy and many more. The air, water, and land transportation sustain a good way of doing business in Serbia.



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SERBIA IS WELL CONNECTED TO KEY HUBS



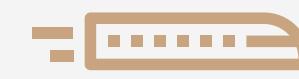
Connection to Rhine-Main-Danube Canal
Access to Port of Hamburg



Connection to Adriatic Sea
Access to Port of Rijeka and Port of Kopar



Connection to Adriatic Sea
Access to Port of Bar



Access to rail port of Budapest



CORRIDOR 7

Danube, a waterway connecting Western and Central European countries with the countries of Southeastern and Eastern Europe.



Connection to Black Sea
Access to Port of Constanza

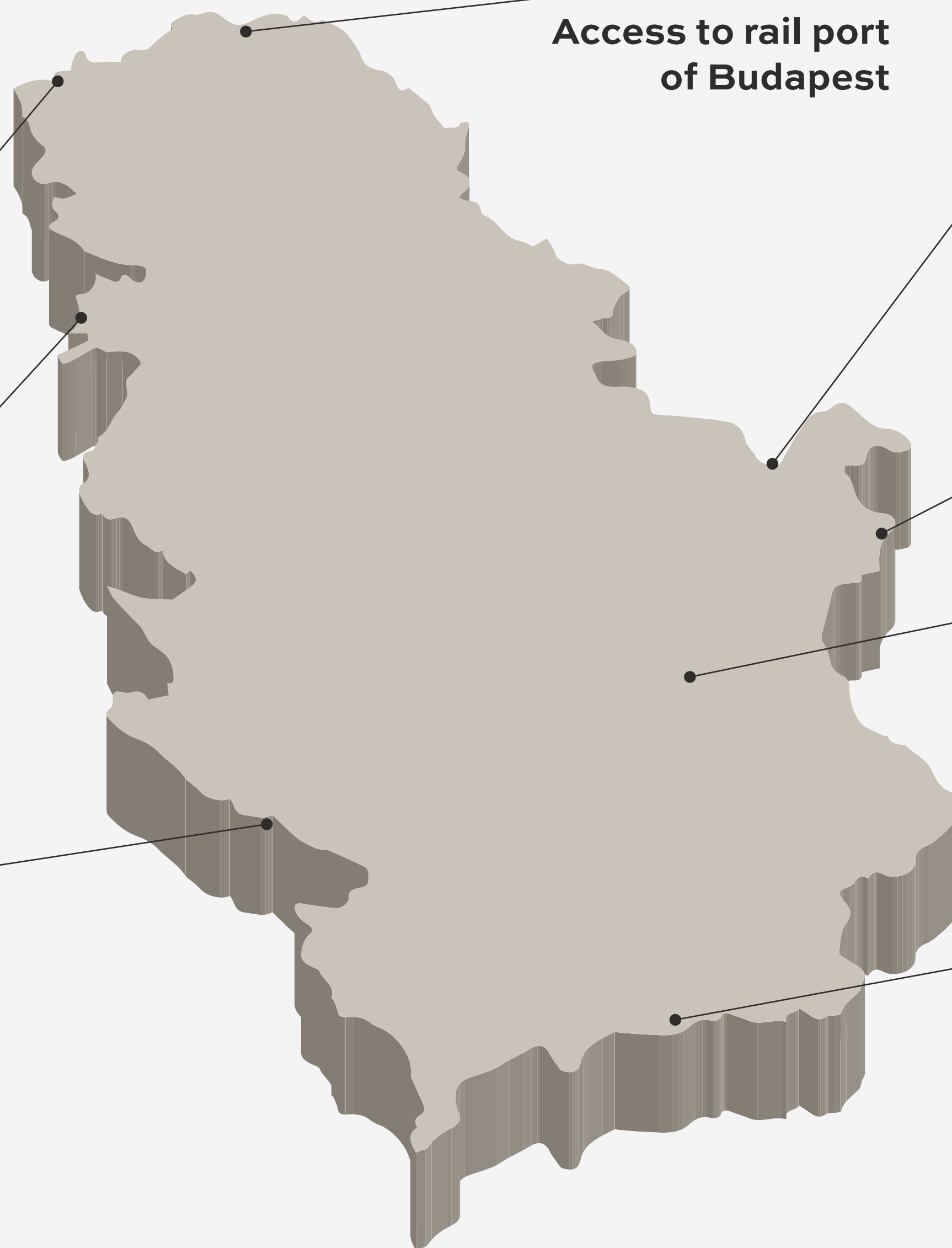


CORRIDOR 10

Splits into two near the city of Nis, with one route going towards Thessaloniki and the other one towards Sofia and Istanbul.



Connection to Mediterranean Sea
Access to Port of Thessaloniki



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A romantic couple is shown from the chest up, leaning against a white railing on a boat. The woman, on the left, has long brown hair, wears sunglasses, a teal dress, and a necklace. The man, on the right, has dark hair and a beard, wearing a dark suit jacket over a white shirt. They are both smiling and looking towards the left. In the background, a city skyline is visible across a body of water, with a prominent, curved skyscraper. A seagull is flying in the clear blue sky. The scene is brightly lit, suggesting a sunny day.

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GROSS SITE
AREA

100 HA



GROSS CONSTRUCTION
AREA

1,800,00 SQM

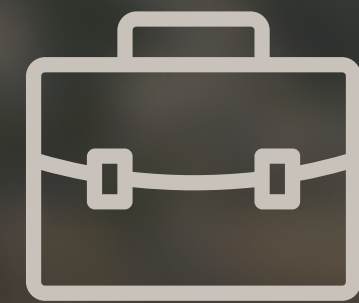
THE ST. REGIS BELGRADE
AND THE RESIDENCES AT
THE ST. REGIS BELGRADE

168 M



APARTMENTS

9,000



OFFICE SPACE

290,000



HOTELS

5



BW GALERIJA

92,728 SQM

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BELGRADE WATERFRONT MASTERPLAN

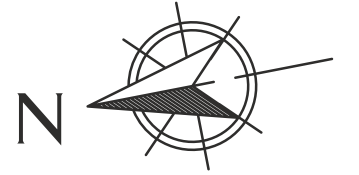
Belgrade Waterfront, new urban complex in capital of Serbia, extends over one million m². This high quality public realm is supported and enlivened through a mixture of uses and activities, and provides the framework of opportunity for a range of development - hotels, offices, residences, schools, cultural and community buildings.

The master plan is a commitment to sustainable environments and a dedication to smart growth and connections to sustainable movement - including walking, cycling and mass transit.



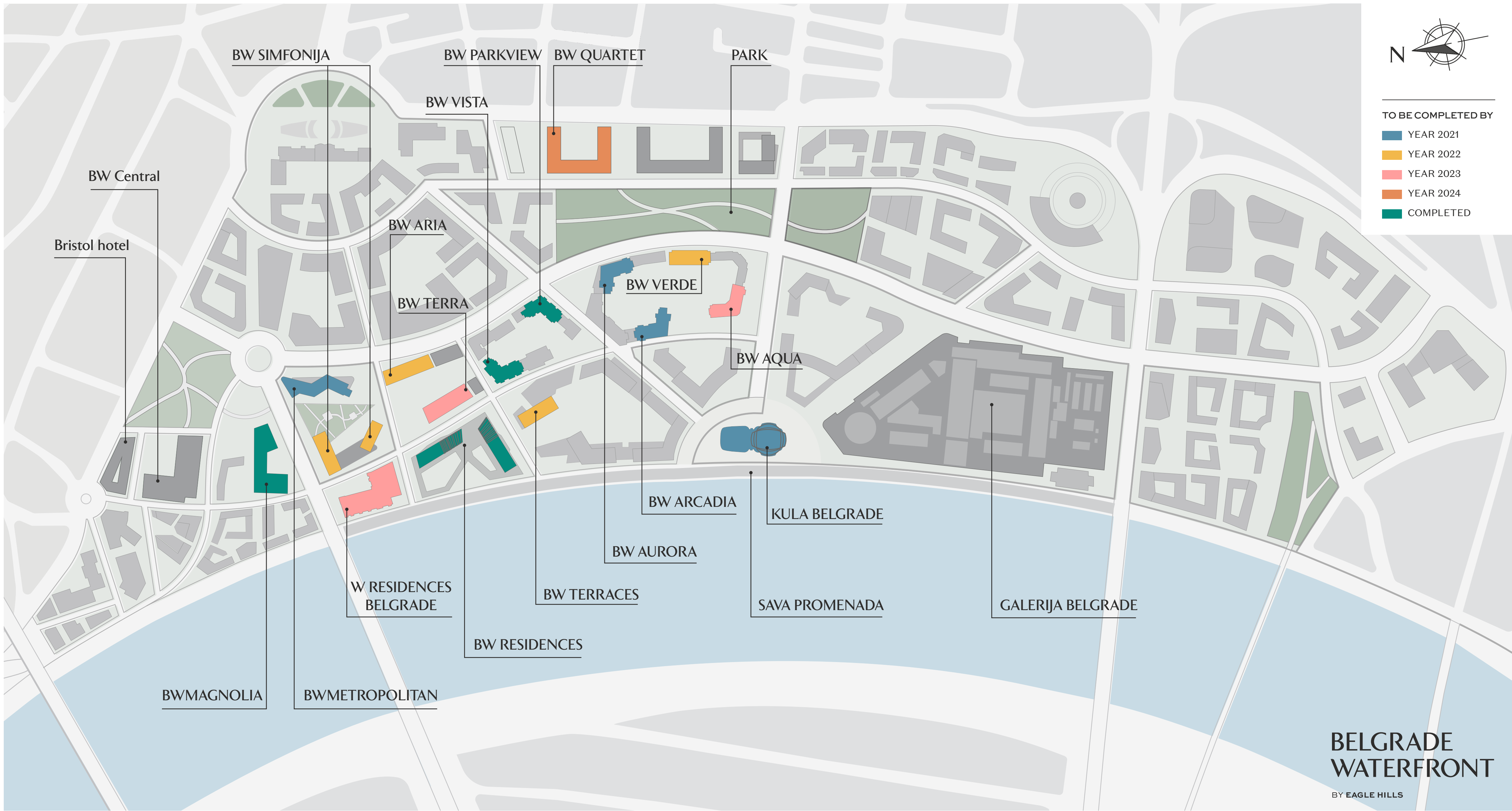
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TO BE COMPLETED BY

- YEAR 2021
- YEAR 2022
- YEAR 2023
- YEAR 2024
- COMPLETED





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SAVA PROMENADA

- The inexhaustible part of Belgrade Waterfront and the favorite destination for lovers of the river
- A full range of family activities throughout the year
- Playgrounds, sports fields, restaurants, terraces over the river
- It is 1.8 km long, it is the ideal destination for jogging, cycling, walking and spending quality free time on the river bank

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ECOLOGY

- Adapted for pedestrians and bikers
- Cars account for only 25% of total traffic
- Only purified atmospheric waters will be poured into the Sava River
- Watering green areas with rainwater





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KULA  BELGRADE

BELGRADE
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KULA BELGRADE

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KULA BELGRADE

TOTAL SITE AREA

12,157 sqm

NUMBER OF LEVELS

42 levels

ARCHITECTURAL HIGHLIGHTS

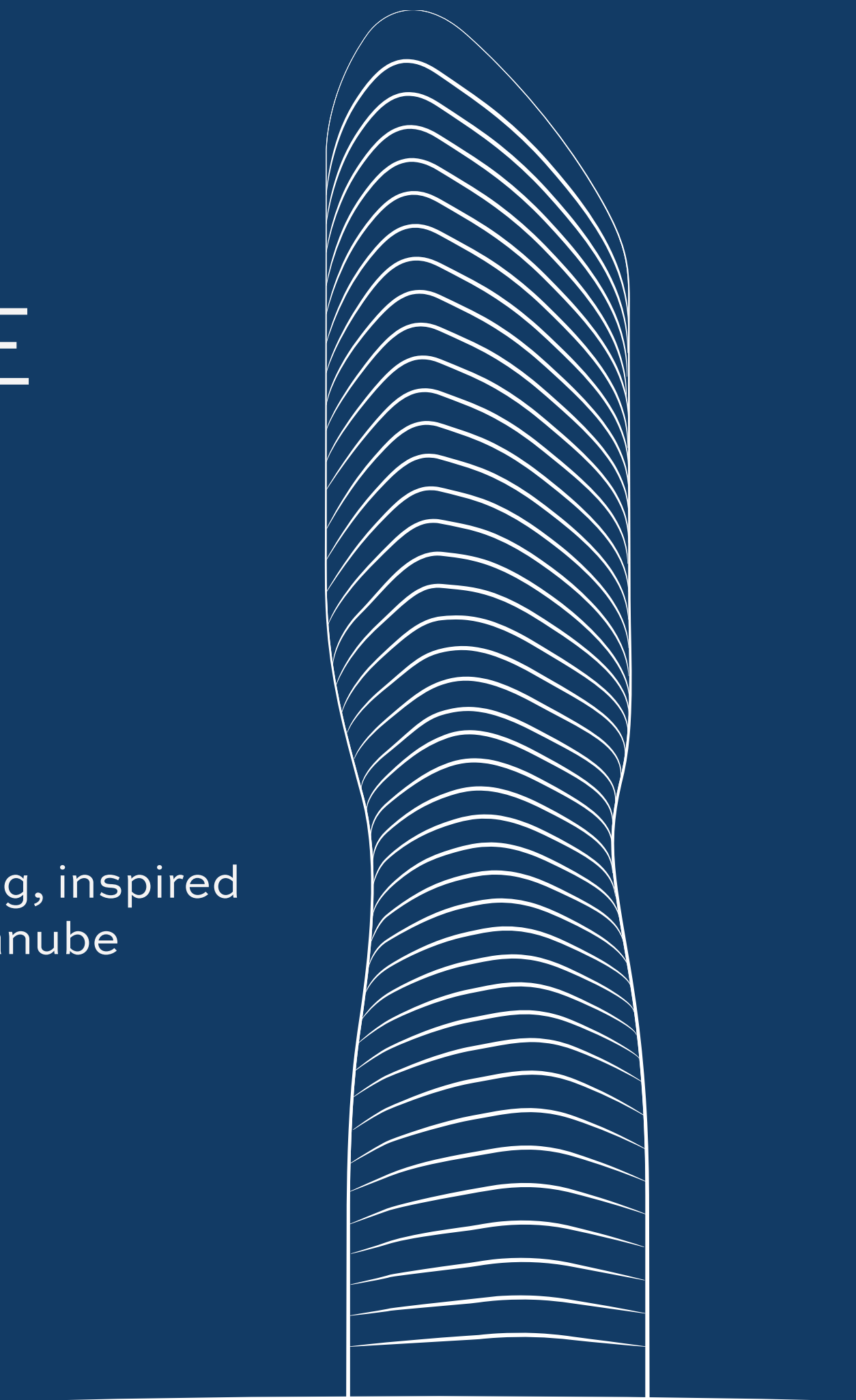
- The unique rotated shape of the building, inspired by the fluidity of the rivers Sava and Danube
- Landscaped plaza

CONSTRUCTION GROUND DATE

2018

ESTIMATION COMPLETION DATE

2021



TOTAL NUMBER OF UNITS

220 residential units

NUMBER OF UNITS PER LEVELS

From 6 to 10 per level

TECHNICAL INFORMATION

Designed by the prestigious international companies:

- Architecture and landscape by Skidmore, Owings & Merrill (designer of Burj Khalifa)
- Structural and MEP design developed by AECOM
- Interior design by HOK

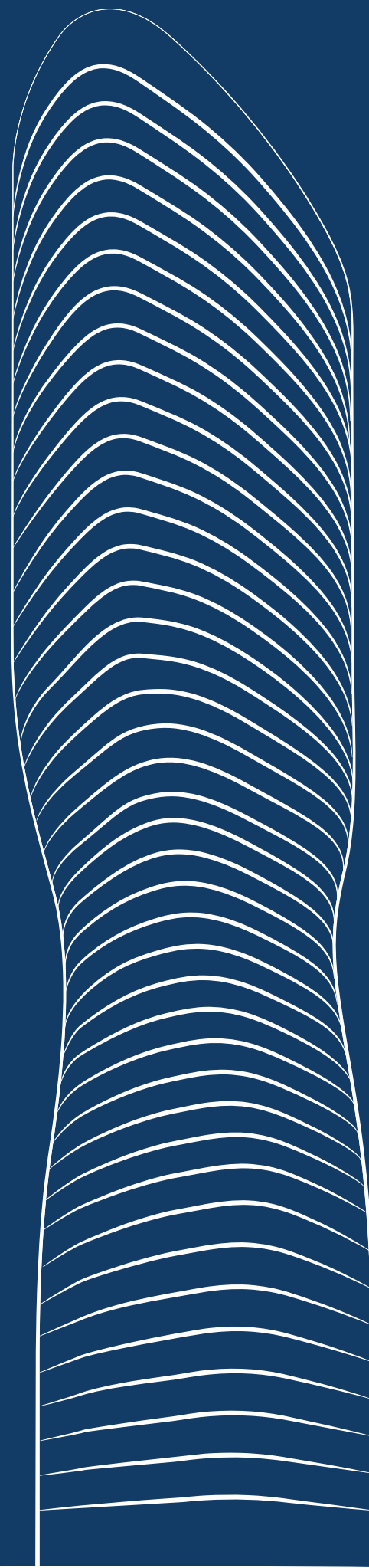
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KULA BELGRADE

TRAVEL TIMES

- **At** Sava Promenada
- **2 minutes walk** to W Belgrade
- **5 minutes walk** to the park
- **Adjacent** to Galerija Belgrade
- **7 min** walk to Savamala Urban District
- **3-5 min drive** to New Belgrade Business HQ
- **7 min drive** to Slavija Square
- **15 min drive** to “Nikola Tesla” Airport



LEISURE

- Observation deck & Restaurant on last floor
- Green spaces at landscaped plaza
- Sava Promenada with activities throughout the year

DINING & SHOPPING

- Fine dining
- The biggest shopping and lifestyle district in the region

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- The first European St. Regis' branded residences situated in Kula Belgrade, at the most prestigious address in Serbian capital
- 220 high-end residential units ranging from 56 to 175 sqm, spread across 14th and 39th floors
- The Residences at The St. Regis Belgrade offer unparalleled quality, bringing Belgrade's real estate market to a completely new level



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- Unparalleled lifestyle experience at the riverbank, with access to unique services and amenities
- Limitless access to St. Regis Belgrade's premium services for a surcharge, including marble pool room, soothing spa and massage services, and the state-of-the-art gym
- Additional services may be arranged through the Concierge*

*at an additional cost

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- One, two or three bedroom apartments available on each level
- Stunning views accross the city through floor-to-ceiling windows, which allow abundance of natural light into the apartments
- Each apartment includes a powder room at residence entry



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- Services included in the building service charges:

- Director of Residences
- 24-hour front desk
- 24-hour Concierge
- Doorman and Porters

- Additional services provided by the hotel available on demand and fee-based





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W RESIDENCES BELGRADE

168
apartments

15
floors

Premium hotel services
at the peace and serenity
of your home



BW TERRACES

132
apartments

17
floors

Spacious terraces with
exquisite panoramic views

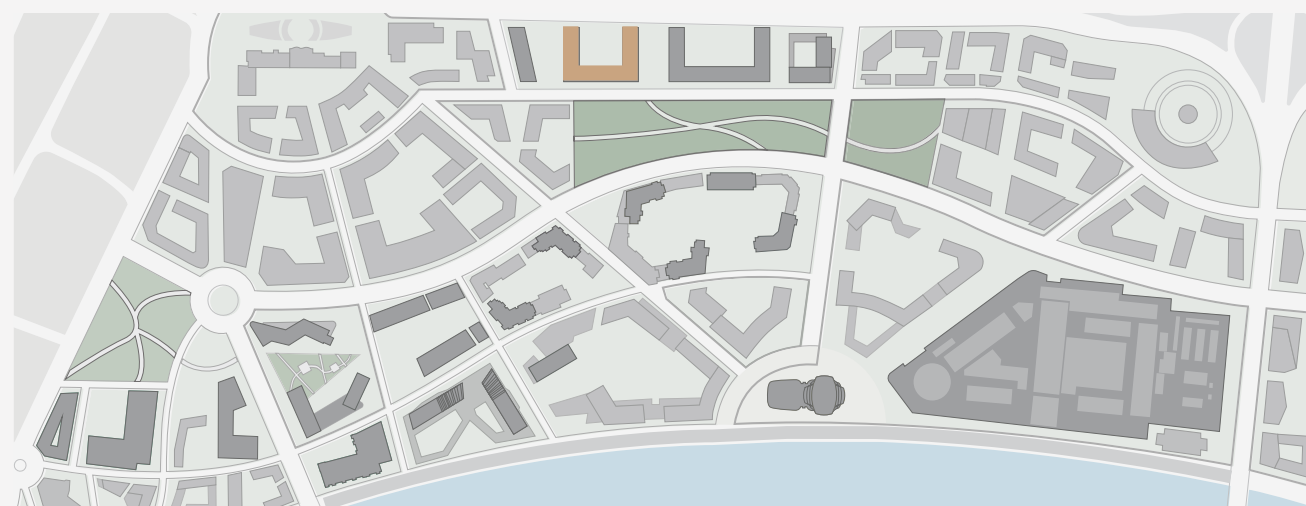


BW QUARTET

232
apartments

8
floors

The base of the building is Cyrillic letter “П” shaped, forming the inner courtyard with the relaxation space for the residents



BW AQUA

248
apartments

23
floors

Terraces and large windows allow an abundance of daylight



BW VERDE

261
apartments

23
floors

Calming green tones in
the interior are continuation
of the outside greenery

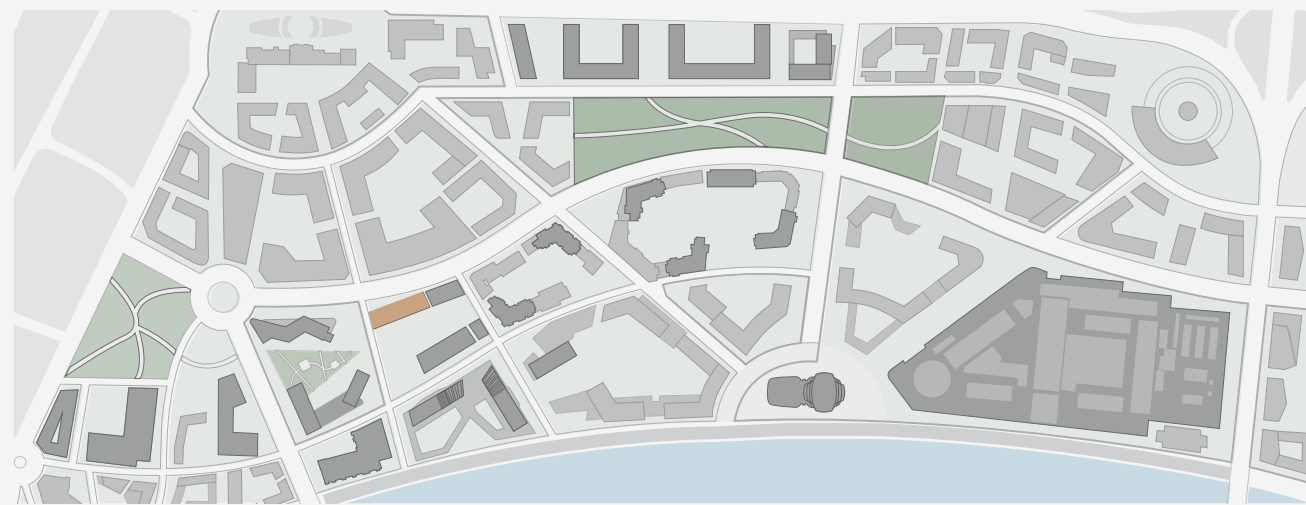


BW ARIA

190
apartments

21
floors

Landscaped communal
courtyard



BW TERRA

153
apartments

19
floors

Three cascading-height
blocks



BW SIMFONIJA 1+2

280

apartments
in two buildings

BW SIMFONIJA 1

16 floors

BW SIMFONIJA 2

17 floors

Inner courtyard with
lush greenery

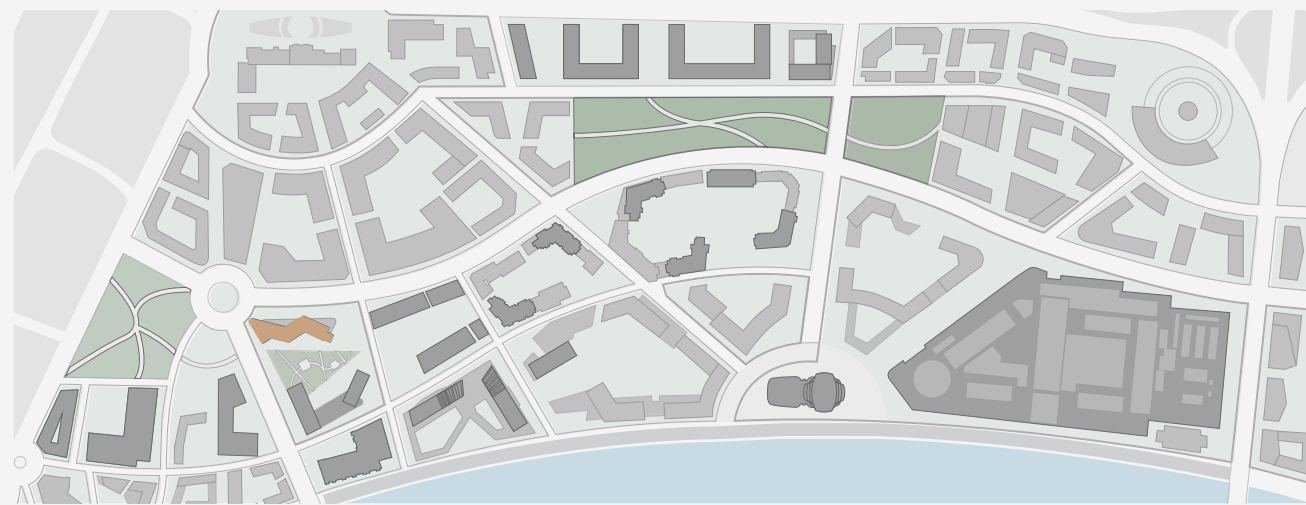


BW METROPOLITAN

325
apartments

17
floors

Spacious terraces with
exquisite panoramic views



BW AURORA

244
apartments

23
floors

In the immediate vicinity
of the Savski Park



BW ARCADIA

244
apartments

23
floors

Landscaped gardens
around the building



BW MAGNOLIA

110
apartments

5
floors

Safe and secluded location
within walking distance of the city's
cosmopolitan commercial centres
and recreational amenities



SOLD OUT

BW PARKVIEW

244
apartments

23
floors

The building has an on-site kindergarten and the attractive courtyard with a children's playing area and space for adults to relax



SOLD OUT

BW VISTA

228
apartments

23
floors

All residential units have balconies,
most featuring stunning views
of the Sava River, the impressive
Kula Belgrade or Savski Park



BW RESIDENCES

296
apartments

20
floors

Premium apartments
with exclusive amenities
and direct access to the river



SOLD OUT

THANK YOU

BELGRADE
WATERFRONT

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