



خليج مسقط

MUSCAT BAY




“The fine achievements of Oman today are a demonstration of her deep and ancient roots, and an affirmation of her rare and sublime qualities.”

**HM Sultan Qaboos Bin Said Al Said  
The Sultan of Oman**

# INDEX

## Table Of Contents

WHY OMAN	Potential Destination DNA Mix	04
	Strategic Location & Premium Tourism	05
	Economic Diversification	06
	Culture, Heritage & Natural Character	07
INVESTMENT	Strength & Security	09
MUSCAT BAY	Location Map	10
	Development Components	11
	Development Benefits & USPs	12-13
	Lifestyle Zones	14
	Masterplan Product Mix	15
	Masterplan Residential Products	16
		17
Boutique Hotel	18	
EXECUTIVE ACCOMMODATION	An Investment Opportunity	19-23

# WHY OMAN

## Potential Destination DNA Mix



GOVERNMENT  
MONARCHY, LED BY  
HIS MAJESTY SULTAN  
QABOOS BIN SAID



CURRENCY  
**OMANI RIYAL (OMR)**  
PEGGED TO USD AT 0.385 OMR

INT'L DIALING CODE:  
+ 968

TIME ZONE  
GMT 4+

WEEKEND  
FRIDAY, SATURDAY



POPULATION  
**4,636,262**  
(2017) - WORLD BANK



Muscat



LANGUAGES  
ARABIC (Official),  
ENGLISH,  
HINDI, URDU



CLIMATE  
HOT & HUMID  
SUMMERS,  
PLEASANT WINTERS

LAND AREA  
**309,500 km<sup>2</sup>**

National Day  
18 November

Renaissance Day  
23 July

KEY ECONOMIC  
INDICATORS

Stock Market - Muscat Securities Market  
GDP - US\$ 70.25 Billion (Dec 2015)  
GDP per capita - US\$ 16,584 (2014)  
Exports - US\$ 2,478 Million (Dec 2015)  
Imports - US\$ 2,594 Million (Dec 2015)  
Inflation Rate - 1.3 % (July 2016)

### Strategic location

At the centre of the east-west nexus joining markets in Europe, Asia and North America in addition to close proximity to Africa.



### Foreign ownership

100% foreign ownership in free zones and 70 in most sectors.%

### Political and economic stability

Monarchy led by his Majesty Sultan Qaboos who commands popular support. Sound economic management - strict control over public debt, inflation and rate of exchange



### Taxation

0% personal income tax rate, low income tax rates for companies and double taxation relief treaties available with many countries.

### Diversification

Government focus on diversification, industrialisation and privatisation to reduce reliance on hydrocarbon revenues.



### Capital and profit repatriation

No restriction on capital or profit repatriation, currency exchanges or dividend transfers.

### Transparent legal system

Investor-friendly legislative environment.



### Custom exemptions

Exemptions on import of plant, machinery and raw materials for 5 years from commencement of production.

### Trade agreements

Signatory to WTO, GCC common market, GAFTA, FTAs with USA, Singapore, Iceland, Norway, Switzerland and Lichtenstein.



### Infrastructure

Modern infrastructure with good roads, airports, sea ports and communications.

# WHY OMAN

## Strategic Location & Premium Tourism



### Strait of Hormuz:

- 35% of petroleum traded by sea of the world's petroleum passes through this strait.
- Vital strategic location for international trade.

### Trade:

- Strategic trade location for entry and exit for the Gulf.
- Sohar Commercial Port in prime location to serve trade channels & an industrial hub.
- Duqm: Special Economic Zone Authority, longer term vision will be a gateway to Asia and Europe, connecting growing markets.

### Tourism:

- Oman is emerging as a globally competitive premium tourism destination.
- Increase depth of range of experiences, which Oman has in abundance.
- Strategy to stay longer & return again: create loyalty.

# WHY OMAN

## Economic Diversification



### Robust economic backbone

- Energy sector making up 51% GDP. GDP has dipped due to decrease in oil price, globally.
- 41% of Oman's GDP is attributed to other industries which are booming with an average of 10% growth rate year on year.
- International Real Estate restricted by ITC (Integrated Tourism Complex), of which only 5 exist today - limiting supply to c.500 primary properties in young market

### Economic Forecast

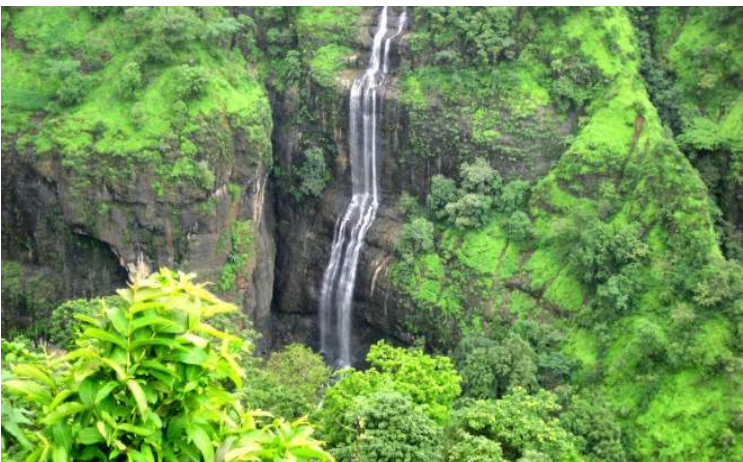
- Overall GDP moved towards a positive trend at the turn of 2017, despite global oil prices.
- Key industries such as Construction, Services and Transport continue to drive forward with positive growth across the board.

# WHY OMAN

## Culture, Heritage & Natural Character



- **Spice Route:** Oman was a crucial landing stage as part of the highly profitable Portuguese Indies spice trade. Oman has grounded its cultural food and heritage from ancient times.
- **British Protectorate:** Strong and strategic relationship exists between the UK and Oman with long lasting military ties ensuring security of a nation in a volatile region. Oman ranks fifth in global peace index in MENA region.
- **Switzerland of the Middle East:** Politically neutral, peaceful, driven by His Majesty and Court.
- Authentic hospitality, where people of Oman are open, welcoming, proud & friendly.
- Oman was ranked 2nd happiest country in the Middle East and 22nd in the world





# INVESTMENT

Strength & Security

Two gilt-edged & experienced joint equity partners:



**OMRAN:** Government driving investment, growth and development of rapidly growing tourism and real-estate sectors. The master planner of the country with currently, recently acquired 8 new firms in Oman.

**Saraya Oman Holding:** A Omani development company with international expertise focusing on building communities and contributing to Oman's national vision.

- Limited Supply of Prime Product, 1st cycle: Cap Growth opportunity
- Strongest 5 Star Hotel Partner: Accelerating the destination demand
- Proven sales performance and track record: 50% of project sold in 3.5 years, proven attractiveness and market performance without an integrated benefit based push or clear brand positioning.

# MUSCAT BAY

## Location Map



### LANDMARKS

#### Ruwi

- Sheraton Hotel
- Apollo Hospital
- Ruwi High Street
- Al Falaj Hotel
- Ruwi Clock Tower
- VOX Cinema

#### Wadi Al Kabir

- Lulu Hypermarket
- Nesto Hypermarket
- Wadi Kabir Park
- ISWki School
- Indian School
- Al Amal Medical Centre

#### Qurum

- Qurum Natural Park
- Crowne Plaza Hotel
- Shatti Al Qurum
- Qurum City Centre
- Al Sahwa Schools
- Jawharat Al Shatti

#### Muttrah

- Muttrah Souq
- Muttrah Corniche
- Muttrah Fort
- Muttrah Fish Market
- Bait Al Zubair
- Bait Al Baranda

# MUSCAT BAY

## Development Components



**5 HECTARES**  
resort parklands

**280**   
Hotel rooms

**2.2 MILLION**  
square meters

# MUSCAT BAY

## Development Benefits & USPs



### Heritage:

- 7000 year old site that is an ancient gateway to Oman with archaeological ruins. The History, heritage and beginnings of Oman are rooted into this site.

### Unique blend of amenities:

- **Jumeirah**  
MUSCAT BAY
- Food and Beverage outlets
- Spas and Wellness Centre
- Boutique and Convenience Retail
- Beach, Water and Diving activities
- Parks and Sports areas
- Community village / club

### Privacy and peace:

- True to the Omani culture, the site allows for privacy through careful design.
- Only 20% of the 2.2 million square meters of site will be developed.

# MUSCAT BAY

## Development Benefits & USPs



### Community:

- Creation of resort community satisfying convenience, health and retail needs on site.
- Self sustaining community
- One of the most beautiful secluded Bays in Oman & the Gulf, nestled in a valley of the Hajar Mountains.

### Security through Deliverability & Limited supply:

- Properties are ready for occupancy
- Important strategic project for Oman
- Best partners and financing with strong management team.

### Residency:

- Tax, health, schooling, freehold title, residence permit.

# MUSCAT BAY

## Lifestyle Zones



### Community Center and Parkland, to include:

- Sports area, gym, running track, multi-purpose courts and swimming pools
- Nursery and Kids Club
- Community Clubhouse
- Organic café, Deli and mini market
- High-end boutiques pop up
- Destination F & B, and Pizzeria
- Deluxe residences and penthouses
- Art and Culture spaces for exhibitions & a community square for events & festive markets

### Conveniences - Zone at entrance to include:

- Mini-market and Mosque.
- A Medical Centre and an Pharmacy
- Helipad Tour Operator

### Beach Life & Sea Escape:

- Professional Dive Centre and Beach Club

# MUSCAT BAY

## Masterplan Product Mix



### MARKET TYPE

### OFFERING

Top end lifestyle buyer	Wajd Grand Hilltop Villas
High end lifestyle	Nameer Villas
High end lifestyle	Zaha Villas
Mid range and investment lifestyle	3 BR Duplex and 2 bedroom premium apartments
Investor	1 & 2 bed bedroom apartments

### Residential Zones:

Aligned to the market type, Muscat Bay has a distinct offering per type through each residential zone: Wajd, Branded Residences, Nameer and Zaha.



# MUSCAT BAY

## Masterplan Residential Products



ZONE	TOTAL NUMBER OF UNITS
Wajd (Ready)	22 Grand Villas – 5BR
Nameer Villas (Ready)	33 Lagoon Villas - 3BR & 4BR
Zaha Villas (Ready)	29 Villas – 4BR 16 Twin Villas – 3BR
Zaha Duplex Apartments (Ready)	42 Duplexes – 3BR with private backyard and swimming pool
Zaha Apartments (Ready)	120 Apartments – 1 & 2 Bedrooms



# MUSCAT BAY

Hotel Resort



## The Hotel Offers Unique Aspects

- Large beachfront ballroom, up to 900 Guest
- 6 Private villas with a secluded beach
- Swimming Pools & Full Spa
- Retail shops & International cuisine

# MUSCAT BAY

Hotel Resort

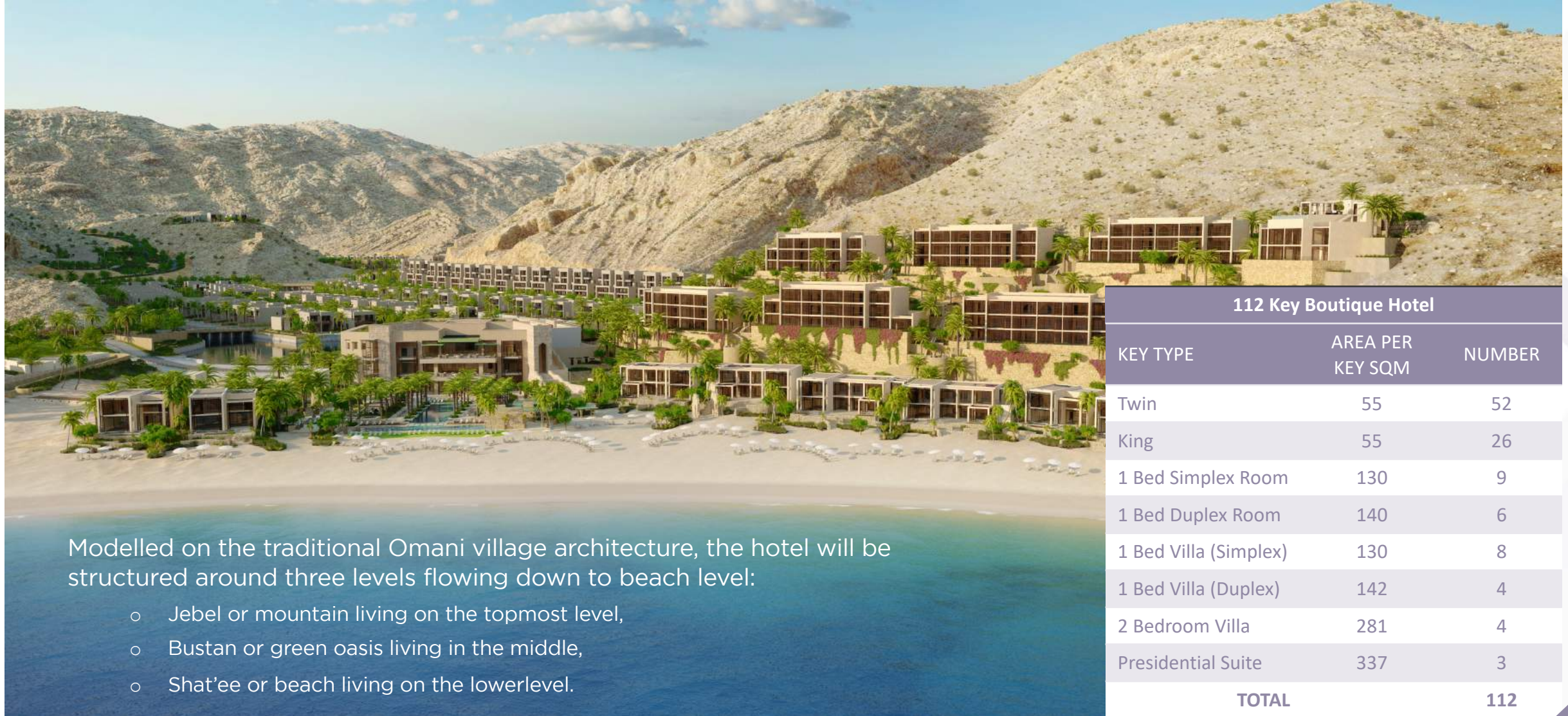


## LUXURY ROOMS OF 206 KEY RESORT HOTEL

KEY TYPE	AREA PER KEY SQM	NUMBER
Twin	50	30
King	50	86
Club King	50	31
Club Twin	50	24
Executive Suites	101	34
Presidential	250	1
<b>TOTAL</b>		<b>206</b>

# MUSCAT BAY

## Boutique Hotel



Modelled on the traditional Omani village architecture, the hotel will be structured around three levels flowing down to beach level:

- Jebel or mountain living on the topmost level,
- Bustan or green oasis living in the middle,
- Shat'ee or beach living on the lowerlevel.

### 112 Key Boutique Hotel

KEY TYPE	AREA PER KEY SQM	NUMBER
Twin	55	52
King	55	26
1 Bed Simplex Room	130	9
1 Bed Duplex Room	140	6
1 Bed Villa (Simplex)	130	8
1 Bed Villa (Duplex)	142	4
2 Bedroom Villa	281	4
Presidential Suite	337	3
<b>TOTAL</b>		<b>112</b>

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