



# PENINSULA

—  
FOUR

THE PLAZA

A development by





Peninsula, Business Bay

## An Emerging Oasis on the Doorstep of Downtown

Peninsula is a master-planned waterfront community development in the heart of Business Bay, offering residents a unique blend of urban city living, prime locality, and an exclusive waterfront lifestyle.

Bold and exciting, the community offers luxury waterfront living in Dubai's most vibrant new lifestyle destination.

Each development within the master community has been designed with the utmost precision to ensure unobstructed views, maximising Peninsula's unique waterfront location on the doorstep of Downtown Dubai.



Location

# Seamlessly Connecting to the City's Key Hotspots

Peninsula is situated in the prime location of Business Bay, one of Dubai's most recognisable neighbourhoods. The area is well-connected and known for its cosmopolitan, fast-paced vibe.

Quickly becoming an area full of life and ripe with opportunity for those wishing to invest in a truly dynamic part of Dubai, Peninsula is leading the way with this location-defining development, setting new benchmarks for luxury living in Business Bay.

Boasting close proximity to the prestigious Downtown Dubai district, Dubai's Old Town and the Dubai Marina, it offers residents unrestricted access to the city's most recognisable landmarks.







Located at the beating core of the fully-integrated master waterfront-community development, The Plaza at Peninsula is destined to become home to a lively environment where different people from all walks of life come together at the centre of this upbeat, urban marketplace.

The Plaza

# Live in the Heart of it All

Offering a unique waterfront lifestyle amid the eclectic excitement of Downtown Dubai, The Plaza features an extensive range of indoor and outdoor dining experiences, retail and entertainment facilities, along with generous areas of gardens and public realm.





Peninsula, Business Bay

# Introducing Peninsula Four, The Plaza

Where the ultimate in style meets impeccable design, Peninsula Four, The Plaza provides a combination of sophistication and elegance with a contemporary urban twist.

Featuring two 52-storey towers and a collection of 16 premium waterfront duplex lofts, Peninsula Four, The Plaza comprises an array of exquisitely finished studio, one, two, three and four-bedroom units.

Each unit is tastefully designed to make optimum use of space and create flowing, open living spaces, enhanced by striking floor-to-ceiling windows that frame the spectacular views of Downtown Dubai landmarks such as the Burj Khalifa, the iconic Dubai skyline, as well as the glistening waters of the Dubai Canal.



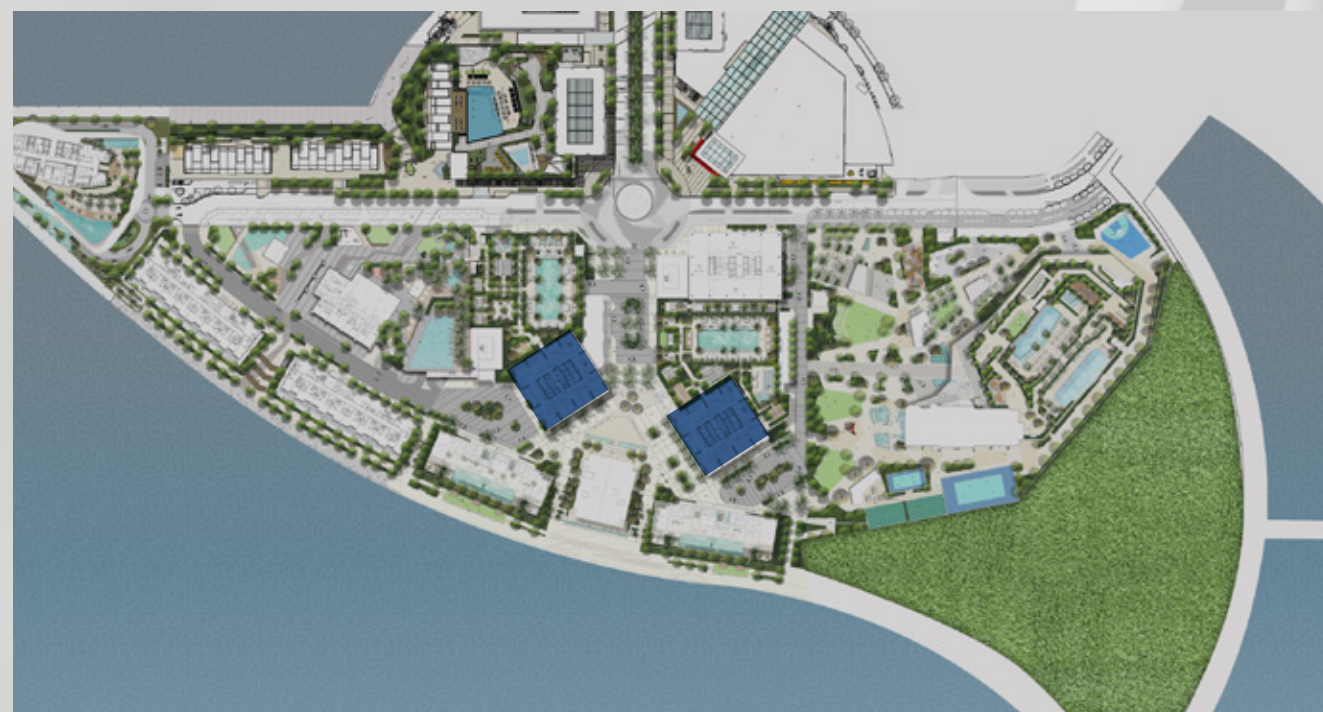


Towers Overview

# Towering Above the Ordinary

The masterfully designed towers at Peninsula Four, The Plaza, are curated to deliver an elevated living experience in vibrant surroundings.

With its unquestionable architectural merit, the towers comprise a selection of studio, one, two, three and four-bedroom units synonymous with luxury urban living.







By day, the apartments are flooded with natural light, providing an ambience that is both energising and life-enhancing.

By night, residents will enjoy privileged views of the lights and romance of one of the world's most famous cities, with the towers spectacularly facing onto the landscaped plaza and breathtaking waterfront panoramas.

Unit sizes will range from 494 sq.ft. studios to 5,260 sq.ft. four-bedroom penthouses.





Studio



# One Bedroom Kitchen



Master Bedroom



# Three Bedroom Living



# Penthouse Living



Penthouse Dining







The Lofts

# Low-rise Luxury Living

Rich and unencumbered, the waterfront lofts at Peninsula Four, The Plaza welcome residents home to a relaxing refuge away from the bustle of city life.

Featuring three and four-bedroom duplexes, these exceptionally designed, spacious lofts are an impressive medley of style and sophistication.





Every last detail of The Lofts has been designed to exude a timeless elegance that creates a superb feeling of space and light.

Set to transcend all expectations with lush interiors and thoughtfully designed living areas, The Lofts are perfectly tailored for family living and for those who prefer the comfort of larger homes.

Taking luxury waterfront living to new heights, The Lofts feature three and four-bedroom duplexes ranging from 3,674 sq.ft. to 4,513 sq.ft, each meticulously designed for those who appreciate copious open spaces.





# Four Bedroom Living



Three Bedroom Living



Four Bedroom Dining



# Master Bedroom



Master Bathroom





The Lofts Gym

Amenities and Facilities

# Refresh, Re-Energize & Relax

Committed to world-class standards, each of The Lofts includes an exclusive array of onsite amenities designed to engage all your senses.

From lazing away sunny afternoons on the sundeck by the infinity lap pool, enjoying some downtime in the sauna, to hitting the weights at the state-of-the-art gym or breaking a sweat at the squash courts, Peninsula Four, The Plaza has something for everyone.



# The Lofts Pool



**Tower Pool**

Residents can unwind to a host of thoughtful amenities designed to energize and rejuvenate, with both towers featuring a spectacular swimming pool, kids pool, state-of-the-art gym and sauna.

Each tower at Peninsula Four, The Plaza has been designed with the ultimate facilities for exercise, relaxation, and socializing, enabling residents to enjoy an active life to the fullest.



**Landscape BBQ Area**



Retail, Dining & Entertainment

## Where Active Living Comes Naturally

At The Plaza, an exceptional living experience continues outside your condominium, with a varied selection of cutting-edge amenities and lifestyle facilities.

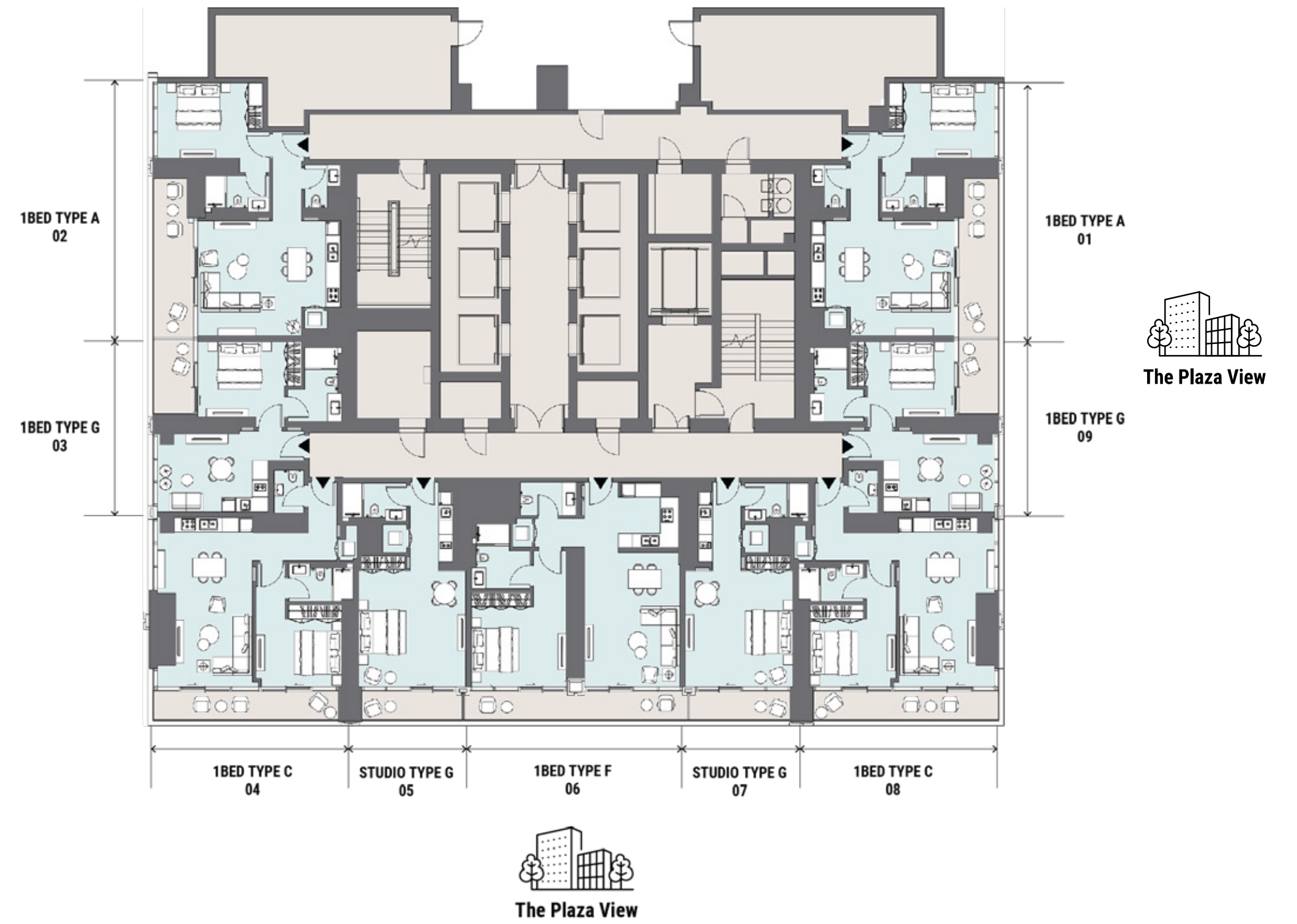
Whether you're seeking tranquillity or lively interaction, The Plaza is the perfect stage for immersing yourself in the best that Peninsula, Business Bay has to offer.

With plentiful waterside eateries and al-fresco dining experiences, boutique stores and entertainment facilities, The Plaza is surrounded by a multitude of indoor and outdoor areas, making it an idyllic lifestyle destination to savour the full experience of urban living.

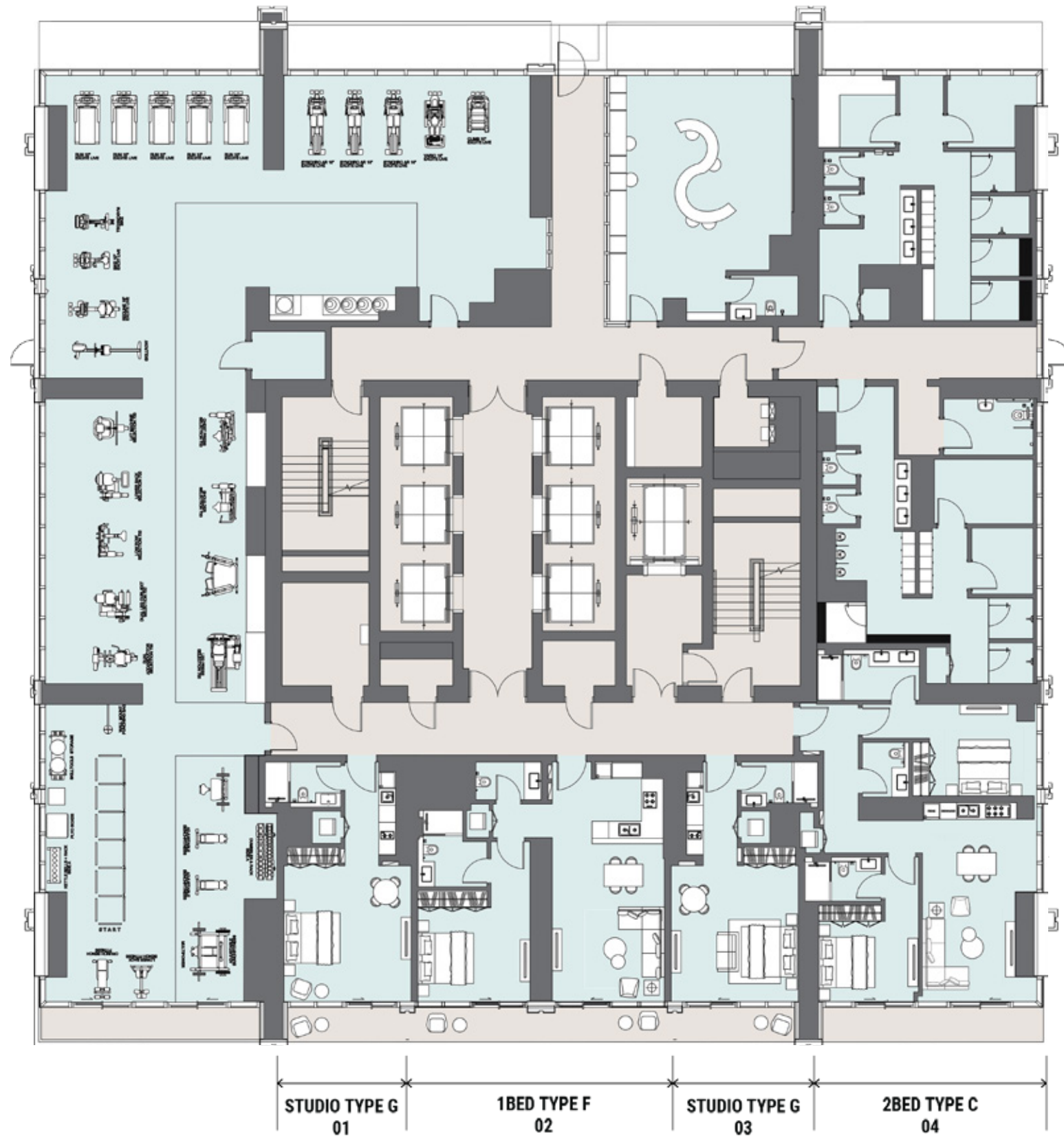




Towers  
Ground Level



Towers  
Podium Level 2



Towers Podium Level 3



The Plaza View



Towers Levels 4-5



Community View



City/Skyline View



Canal View



Canal View

Towers  
Level 6



Burj Khalifa  
View



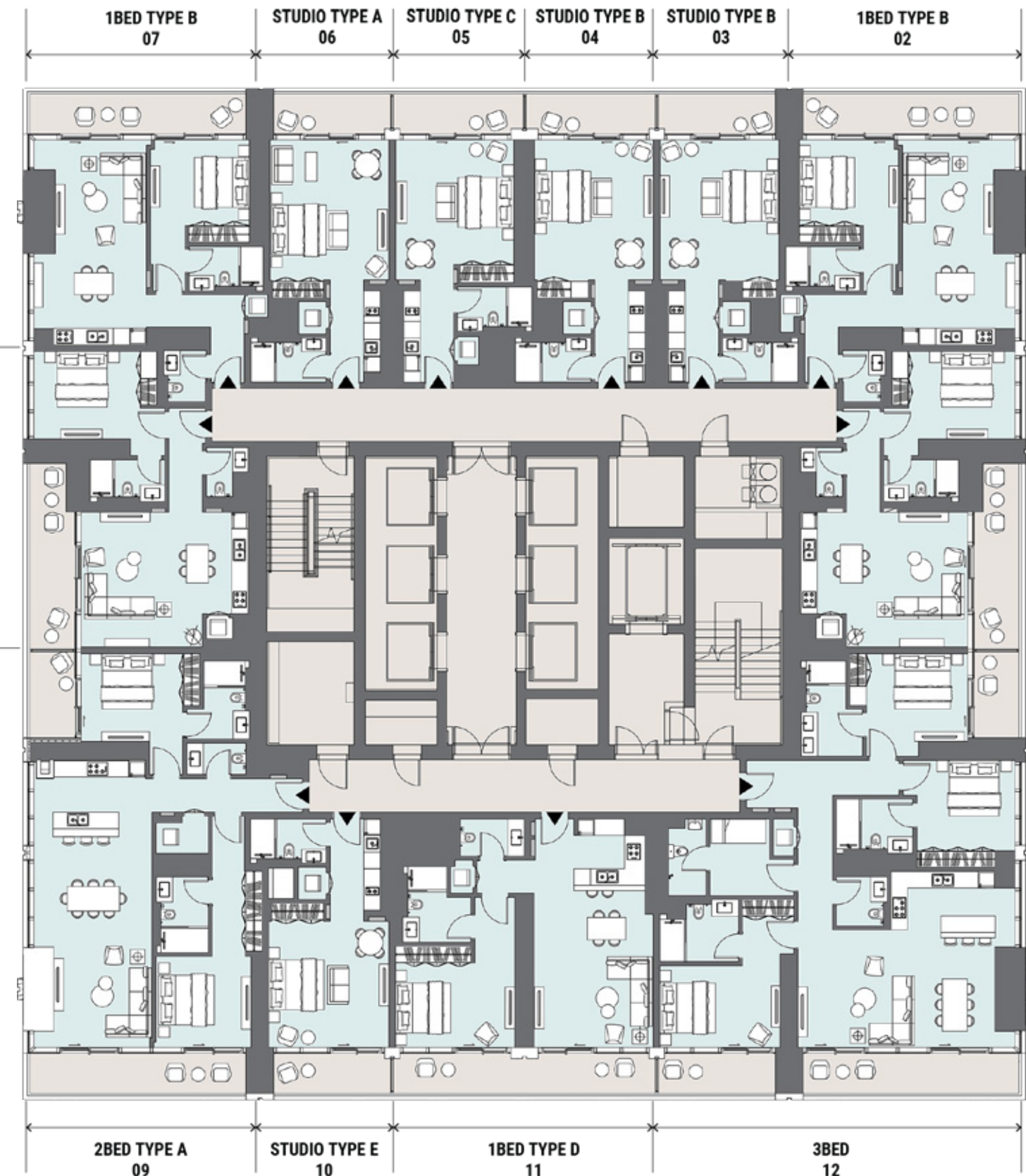
Canal View



Burj Khalifa  
View

1BED TYPE A 08

1BED TYPE A 01



Canal View

Towers  
Levels 7-22

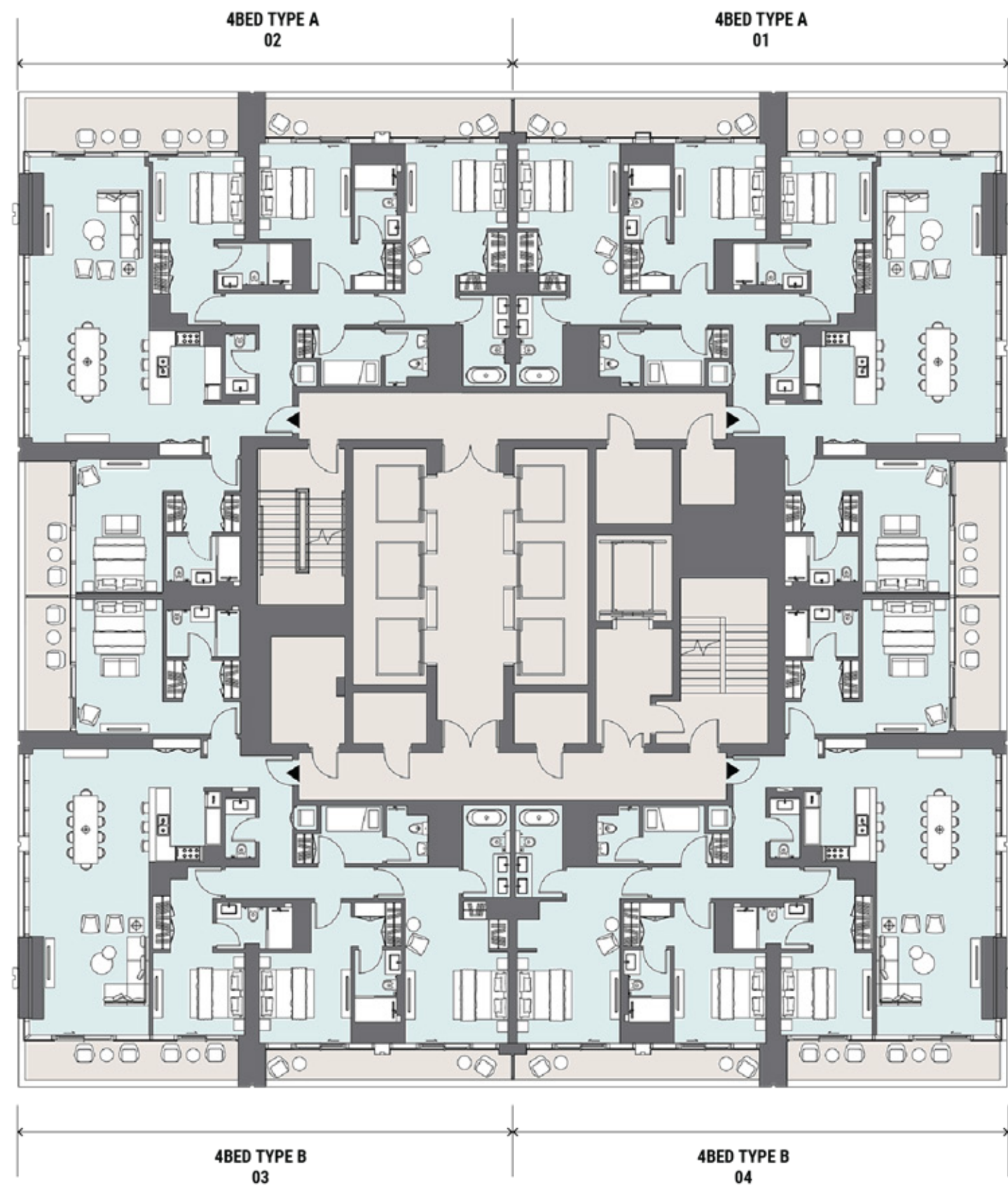


Towers Level 23



Towers Levels 24-47





Canal View



Burj Khalifa View

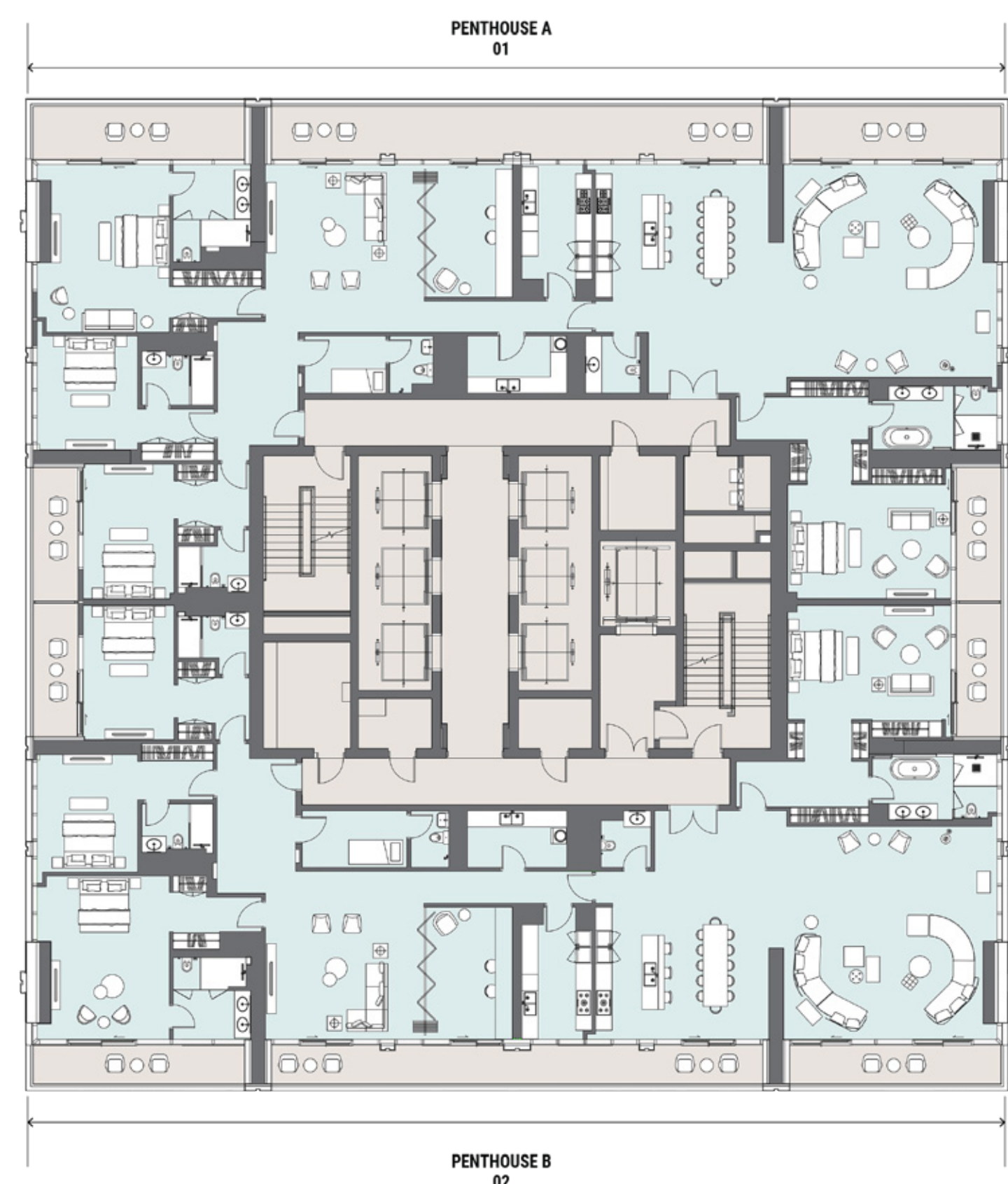


Canal View



Canal View

Towers  
Levels 49-50

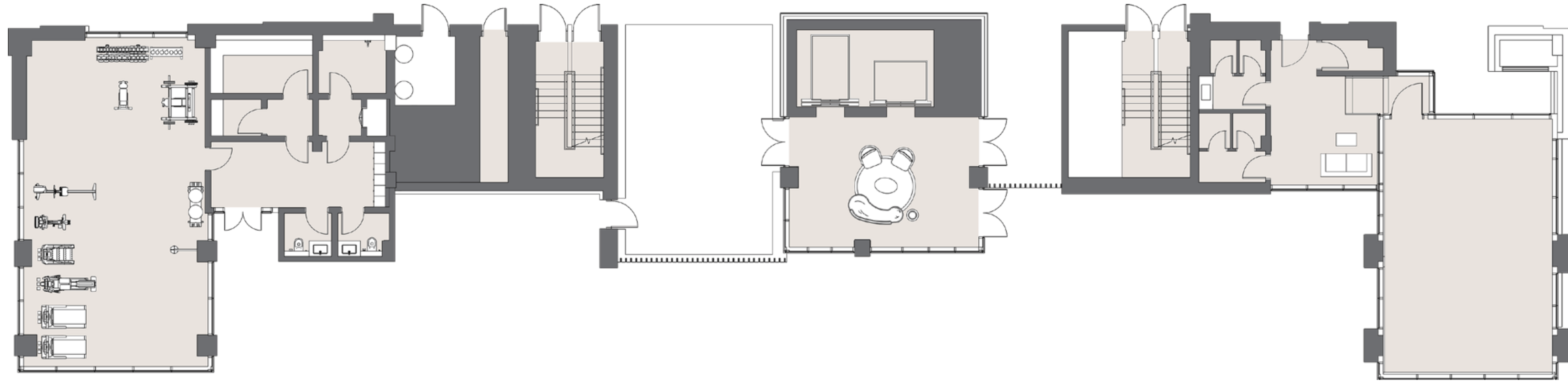


Burj Khalifa View

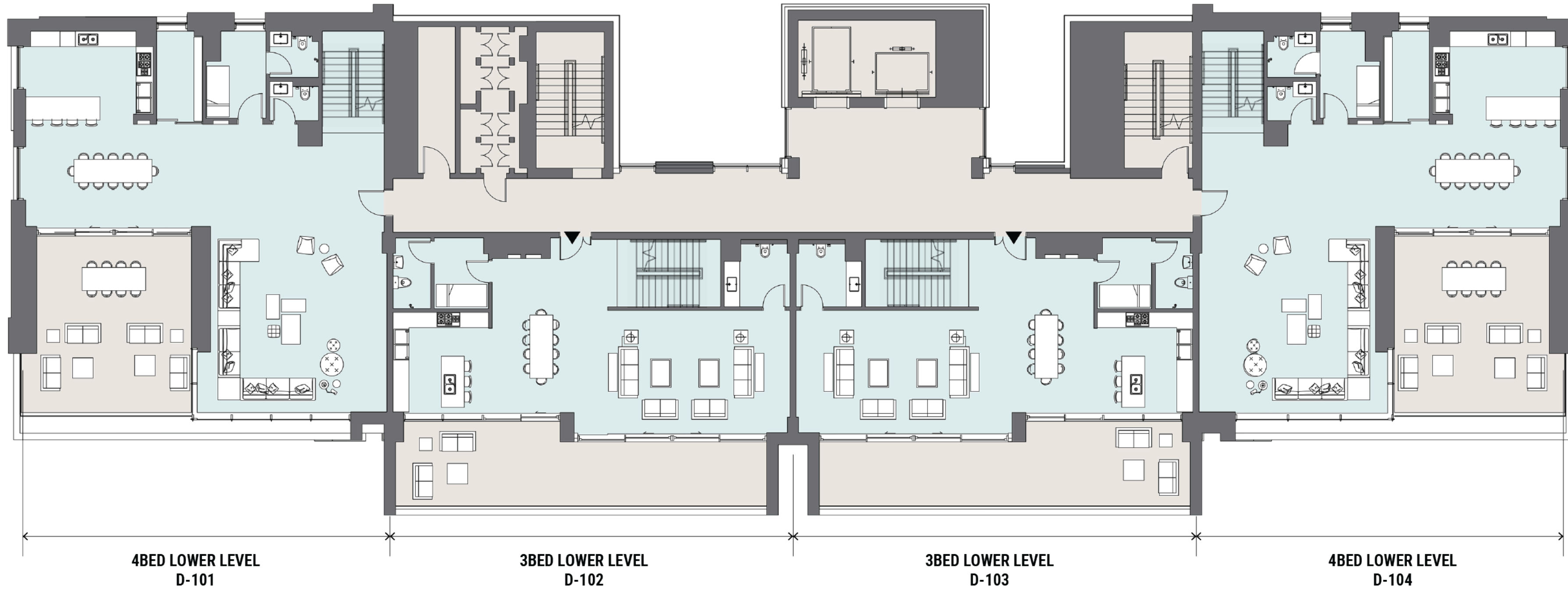


Canal View

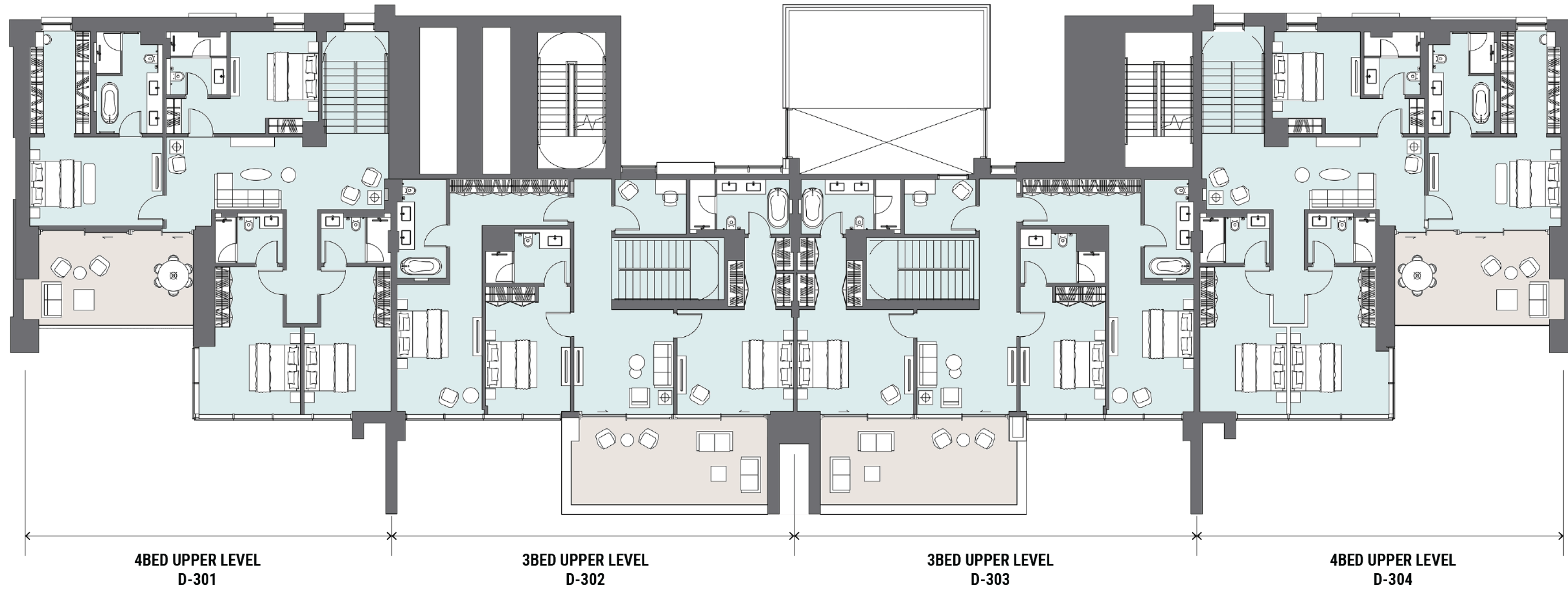
Towers  
Level 51



Premium Waterfront Lofts  
Ground Level



Premium Waterfront Lofts  
Level 01 and 03



Premium Waterfront Lofts  
Level 02 and 04



# Refined in the Details

## TOWERS / LOFTS

### 📍 Towers

Total Floors: 52

Unit Breakdown

- Studio: 302
- One Bed: 473
- Two Bed: 132
- Three Bed: 82
- Four Bed: 16
- Four Bed Penthouse: 4

### 📍 The Lofts

Total Floors: 4

Unit Breakdown

- Three Bed Duplex: 8
- Four Bed Duplex: 8

### 📍 Layouts Available Per Unit

Towers

- Studio: 6 Unit Types
- One Bed: 7 Unit Types
- Two Bed: 3 Unit Types
- Three Bed: 1 Unit Type
- Four Bed: 2 Unit Types
- Four Bed Penthouse: 2 Unit Types

The Lofts

- Three Bed Duplex: 1 Unit Type
- Four Bed Duplex: 1 Unit Type

### 📍 Available Views:

- The Plaza/Community (Tower Only)
- City/Skyline View (Tower Only)
- Canal View
- Burj Khalifa View (Tower Only)

📍 Height of Lobby Ceiling - Towers: 5.3m; The Lofts: 4.5m

📍 Height of Unit Ceiling - Towers: 2.4m-3m; The Lofts: 3.25m

📍 Number of Elevators: 7 (Tower Only)

📍 Lobby Area: Yes

📍 Drop Off Area: Yes (Tower Only)

📍 Kitchen Fittings/Specs:

- Fridge/ Freezer
- Stainless Steel Sinks
- Oven (Gas)
- Hob Extract Hood
- Provision for Dishwasher (One, Two & Three Bed Units)
- Dishwasher (Four Bed Penthouse & The Lofts)
- Provision for Washing Machine (One, Two & Three Bed Units)
- Washing Machine (Four Bed Penthouse & The Lofts)

📍 Parking Space Per Unit

Towers

- Studio: 1
- One Bed: 1
- Two Bed: 1
- Three Bed: 2
- Four Bed: 2
- Four Bed Penthouse: 4

The Lofts

- Three Bed Duplex: 3
- Four Bed Duplex: 3

📍 Lobby Facilities

- 24-hour Security and Reception (Tower Only)
- Co-working Space (Tower Only)
- Lounge Area

📍 District Cooling: Yes



### CRAFTING A SECURE TOMORROW SINCE 2002

Select Group is a multidisciplinary group with real estate and property development at its core, setting industry standards since its inception in 2002. Today, it is one of the region's largest privately-owned real estate developers with a highly experienced and committed workforce.

Select Group's projects comprise award-winning residential, commercial, hospitality, retail and mixed-use developments. The group boasts 20 million square feet of development, with a combined Gross Development Value (GDV) in excess of AED 17 billion. A total of 7,000 homes have been delivered, accounting for over 13.5 million square feet of Built-Up Area (BUA), with a further 6.5 million square feet at various stages of development. Through astute financial planning, technical expertise and strong asset management, the group is committed to identifying, executing and delivering real estate projects that generate maximum return for all stakeholders.

With diversification being a key component of its DNA, Select Group is engaged in both real estate and direct investments, while its reach goes well beyond the UAE, extending into Croatia, Germany and the UK. Passive investment doesn't have a place at Select Group – as it is actively involved in the day-to-day control of assets to not only grow its portfolio, but also improve its performance. Partnering with world-renowned brands like InterContinental, Radisson Blu, Jumeirah™ Group, Ibis, Meliá Hotels International and Niu Air Hospitality reflects the hospitality division's continuous quest for quality.

The group's direct investment interests extend further into the realms of leisure, health and fitness, and digital technology. With expertise in development, redevelopment, regeneration and investment, Select Group is focused on a value investing approach and works with the best in the industry – whether that's suppliers, partners or employees – for unparalleled results.

### DEVELOPMENT TIMELINE

Six Senses Residences The Palm, Dubai Peninsula Three Peninsula Four Peninsula Five, The Signature Collection Jumeirah Living Business Bay	Dubai, UAE Dubai, UAE Dubai, UAE Dubai, UAE Dubai, UAE	Under Development Under Development Under Development Under Development Under Development	2022
15 Northside 98 Baker Street Echo Building Peninsula One Peninsula Two	Dubai, UAE London, UK Liverpool, UK Dubai, UAE Dubai, UAE	Under Development Under Development Under Development Under Development	2021
Jumeirah Living Marina Gate Niu Air	Dubai, UAE Frankfurt, Germany		2020
Studio One Marina Gate II Ibis Hotel	Dubai, UAE Dubai, UAE Sheffield, UK		2019
Marina Gate I No. 9 The Hive	Dubai, UAE Dubai, UAE Dubai, UAE		2018
Pacific	Ras Al Khaimah, UAE		2017
Ballochmyle Estate	Scotland, UK		2016
InterContinental Dubai Marina Alexandra Tower Radisson Blu Hotel Velocity Tower	Dubai, UAE Liverpool, UK Birmingham, UK Sheffield, UK		2015
West Avenue Nottingham One	Dubai, UAE Nottingham, UAE		2014
Bay Central	Dubai, UAE		2012
Botanica The Torch	Dubai, UAE Dubai, UAE		2011
The Point Royal Oceanic	Dubai, UAE Dubai, UAE		2009
Yacht Bay	Dubai, UAE		2007
SELECT GROUP	Dubai, UAE		2002



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