

HOLM

DEVELOPMENTS

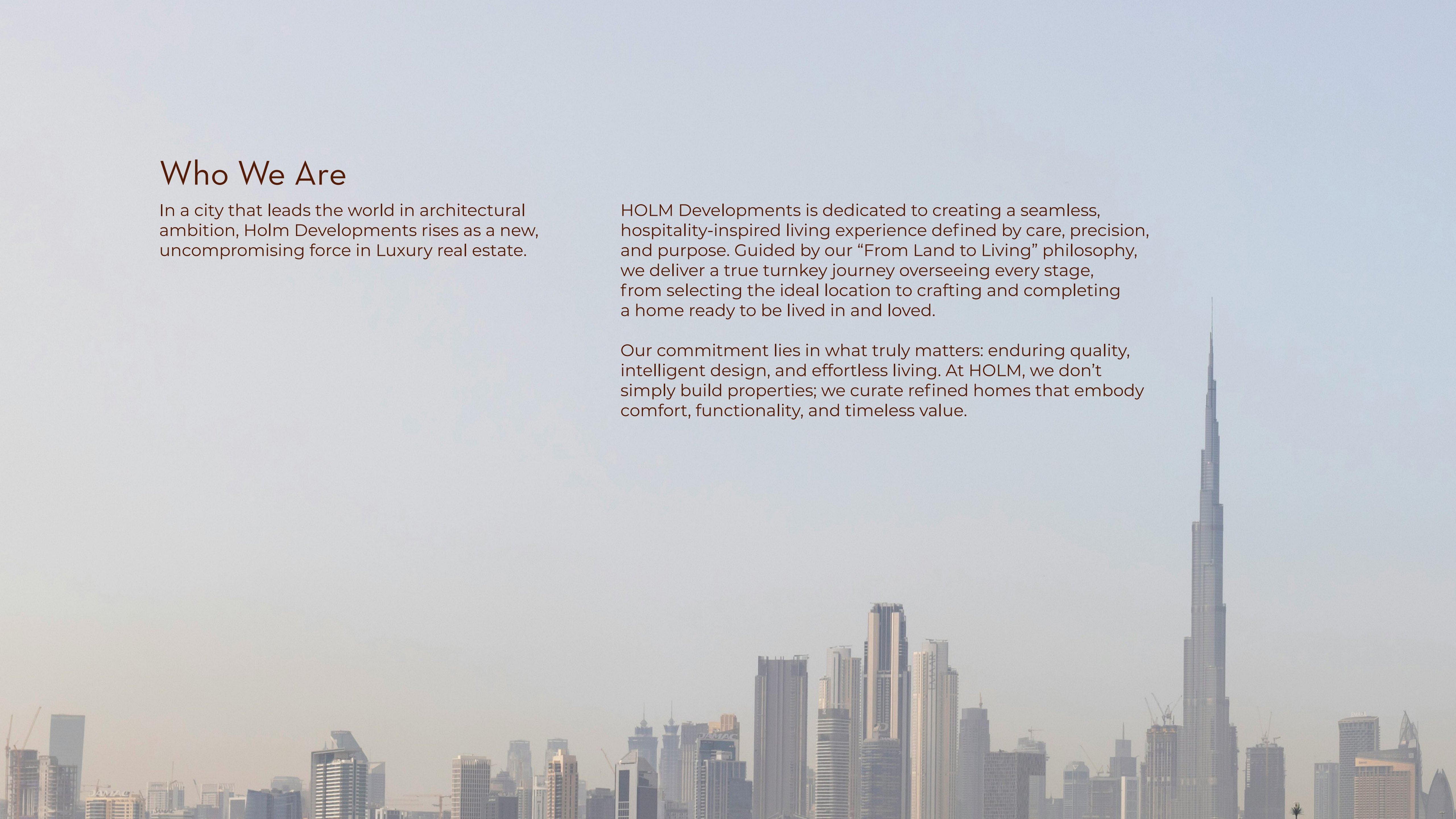
From Land to Living

Who We Are

In a city that leads the world in architectural ambition, Holm Developments rises as a new, uncompromising force in Luxury real estate.

HOLM Developments is dedicated to creating a seamless, hospitality-inspired living experience defined by care, precision, and purpose. Guided by our “From Land to Living” philosophy, we deliver a true turnkey journey overseeing every stage, from selecting the ideal location to crafting and completing a home ready to be lived in and loved.

Our commitment lies in what truly matters: enduring quality, intelligent design, and effortless living. At HOLM, we don’t simply build properties; we curate refined homes that embody comfort, functionality, and timeless value.



A Dream Carried with Care A Home Created to Hold that Dream

Mission

To develop timeless, purpose-driven properties through patient planning, restrained design, and a deep commitment to legacy.

Vision

To shape places that carry meaning across generations, where homes are not only lived in, but remembered.

Our Core Values

Grounded

Inspired

Secured

Respected

Remembered



Why HOLM

From ground breaking to handover, every phase is powered by our own capital, and in-house capabilities.

Supported by a deeply experienced team, we ensure uncompromised quality, timely delivery, and complete accountability.

AED 1.1
Billion

Invested in
Dubai to date

Land and
Construction

Fully financed
internally

Turnkey
Solutions

Delivery, Reliability
and Investor confidence

Sergey Avayan

Chief Executive Officer

A visionary entrepreneur with a profound passion for purposeful and enduring developments. With over 15 years of experience in shaping Dubai's dynamic real estate sector, Sergey has built a reputation for leading ventures that place long-term value and integrity above short-term gain. He believes the true measure of real estate lies not only in what is built, but in the intention, precision, and principle behind it.

As CEO of Holm Developments, he combines strategic foresight with an intuitive grasp of the luxury market, steering the company with clarity, conviction, and a deep sense of responsibility. His mission is to craft meaningful spaces that foster trust, elevate lifestyles, and stand the test of time, as both homes and legacy investments.





Mahmud Raad

Chief Development & Delivery Officer

As Chief Development & Delivery Officer at HOLM Developments, Mahmud Raad orchestrates all phases of project execution, from land acquisition to final handover. Calling Dubai home for over three decades, and delivering thousands of residential units across the city, Mahmud brings a deep, hands-on expertise in finance, construction and project management, guided by the “From Land to Living” ethos.

Before HOLM, he was instrumental in transforming the Expo 2020 site from undeveloped land into a vibrant community, delivering over 2,300 homes, 15 towers, world class parks and public infrastructure, a regional shopping mall, and the largest conference and exhibition centre in the Middle East. This, combined with his work on ultra luxury towers in Dubai’s DIFC district, underscores his commitment to operational efficiency and his proven ability to deliver high-quality, lasting communities that enhance Dubai’s urban landscape.



Our Design Philosophy

Holm is not bound by seasons or fleeting trends. Our vision is sculpted in permanence, designs that transcend fashion, and homes that hold their grace as decades unfold.

To us, timelessness is not an aspiration but a responsibility to craft living spaces that will stand as symbols of beauty, purpose, and trust for generations to come.

The HOLM Advantage

Well-Funded Model

A robust, self-funded model that ensures reliability and an unwavering focus on quality.

Experienced Leadership

A team with a proven history of success in the UAE's development and luxury sectors.

Prime Locations

A carefully curated portfolio of assets in Dubai's key growth corridors.

The Entrance of Intent

A meticulously planned launch designed for maximum impact and sustained success.





Go to Market Time Line

2023 - Mid 2025
Foundation & Growth

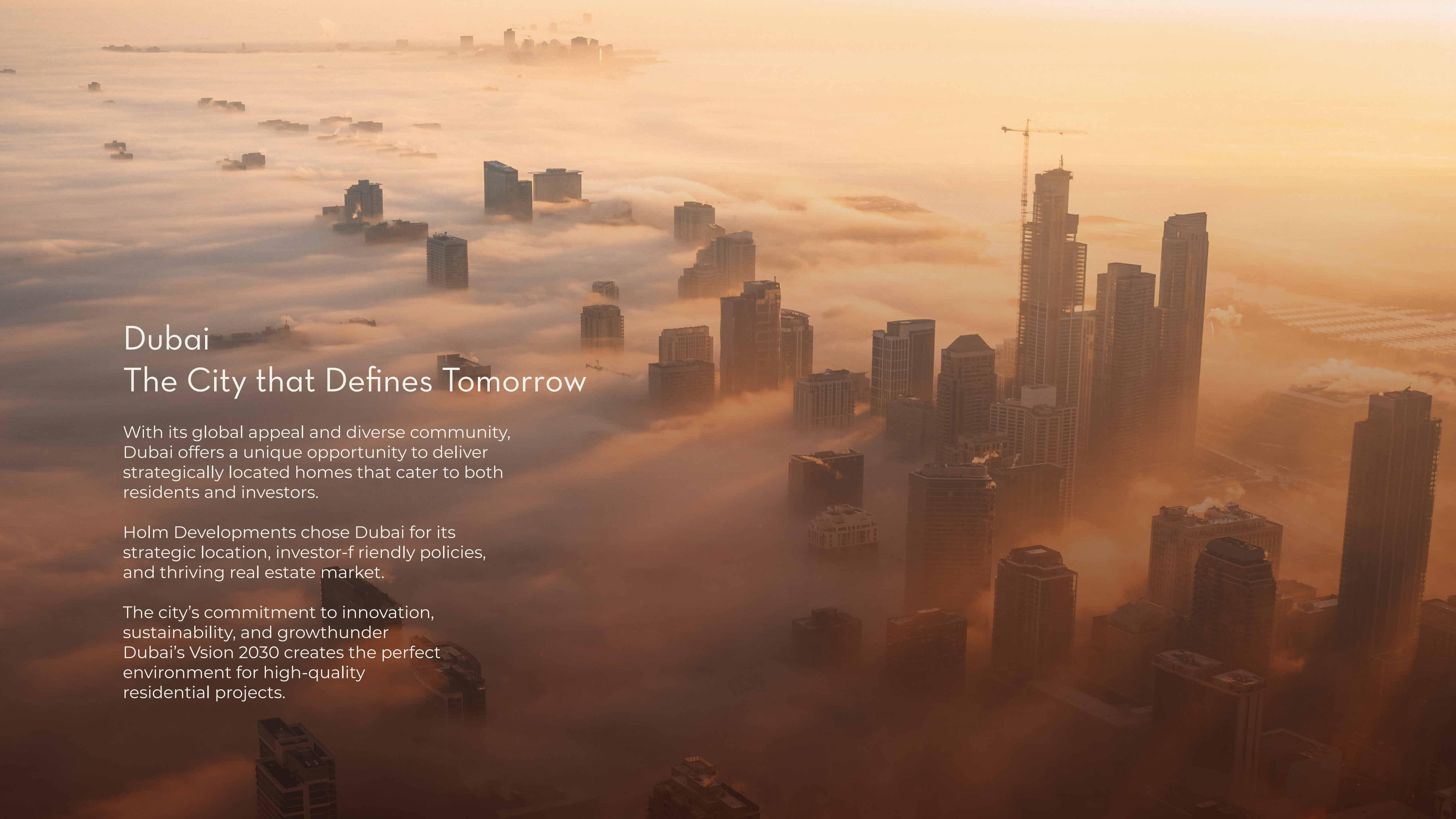
- Company established and leadership team formed.
- Strategic land acquisition and construction initiated.
- Established strategies for brand and marketing development.

September 2025
Official Market Entry

- Launch of the Holm Developments brand, website, and public presence.

November 2025
First Project Launch

- Unveiling our inaugural residential project.

An aerial photograph of the Dubai skyline at sunrise. The city is shrouded in a thick layer of low-lying clouds and fog, with the sun's golden light illuminating the scene from the right. Numerous skyscrapers and modern buildings are visible, some partially obscured by the mist. A construction crane is visible on the right side, standing tall above the buildings. The overall atmosphere is serene and futuristic.

Dubai

The City that Defines Tomorrow

With its global appeal and diverse community, Dubai offers a unique opportunity to deliver strategically located homes that cater to both residents and investors.

Holm Developments chose Dubai for its strategic location, investor-friendly policies, and thriving real estate market.

The city's commitment to innovation, sustainability, and growth under Dubai's Vision 2030 creates the perfect environment for high-quality residential projects.

Dubai - Masterplan

The city is the global leader when it comes to luxury living. Dubai hosts the most iconic buildings in the world, including the Burj Khalifa and Burj Al Arab, to push the envelope for what it means to be a quality luxury destination.

The city is also renowned for its yearly festivals and activities such as the Dubai Shopping Festival, Art Dubai, Dubai International Film Festival, and recently the Dubai 2020 Expo to attract international travelers and maintain the city's competitiveness as a year-round tourist destination.

The city will continue thriving as the Dubai 2040 Urban Master Plan will provide diversity in lifestyle and investment opportunities for citizens, residents, and visitors over the coming 20 years. These projects will further cultivate a touristic and business climate that will allow for improved urban centers, sustainable developments and infrastructure enhancements as part of this plan.

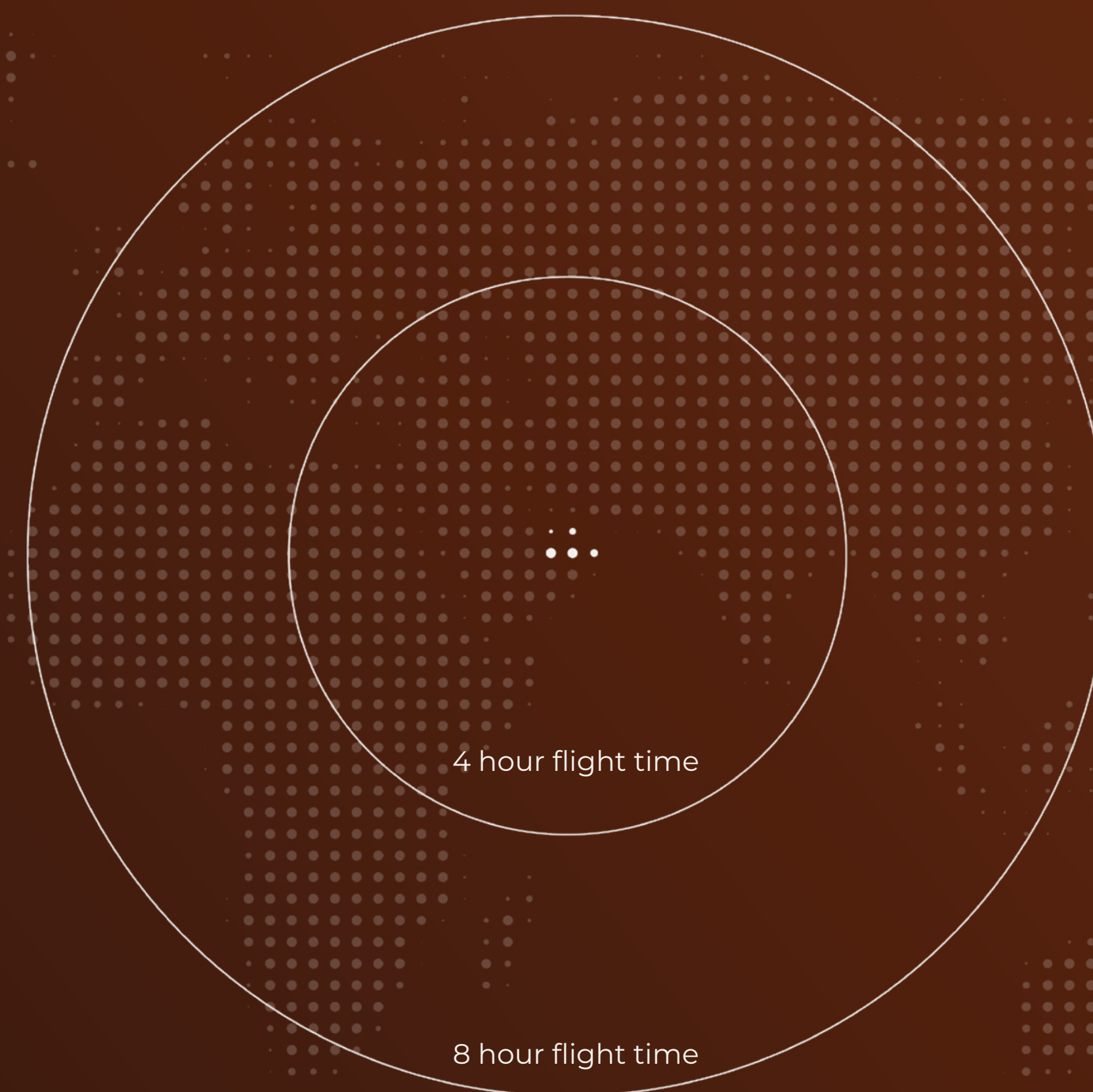


Gateway to the World

Dubai's economy is set for strong growth, with GDP forecasts for 2025 projecting a 4.5% expansion, driven by its resilient non-oil sectors. The city's secure position as a global business hub is confirmed by its continued top-ranking for attracting foreign direct investment, reflecting deep international confidence in its financial stability.

The tourism sector remains a key economic engine, posting a record 17.7 million international visitors in 2024. This momentum is expected to continue, with Dubai International Airport (DXB) forecasting it will handle 90 million passengers in 2025, solidifying its status as the world's leading hub for international travel.

Mirroring this vitality, the real estate market shows exceptional strength, having recorded over 157,000 transactions valued at more than AED 500 billion in 2024. Projections for 2025 indicate sustained price growth and high investor demand, particularly in the off-plan segment, underscoring unwavering confidence in the sector's long-term value.



Prime Location

Iconic Landmark

Jumeirah Garden City is a growing community and residential district in Dubai. Strategically located near Sheikh Zayed Road, it brings together hospitality, residential, and retail developments.

Discover Jumeirah Garden City

We're located just minutes away from Dubai's prime destinations. 5 minutes from DIFC, Dubai Opera, Dubai Mall and Burj Khalifa, 10 minutes from Business Bay, Dubai International Airport and Jumeirah Beach Area, 20 minutes from The Palm Jumeirah and only 25 minutes from JBR

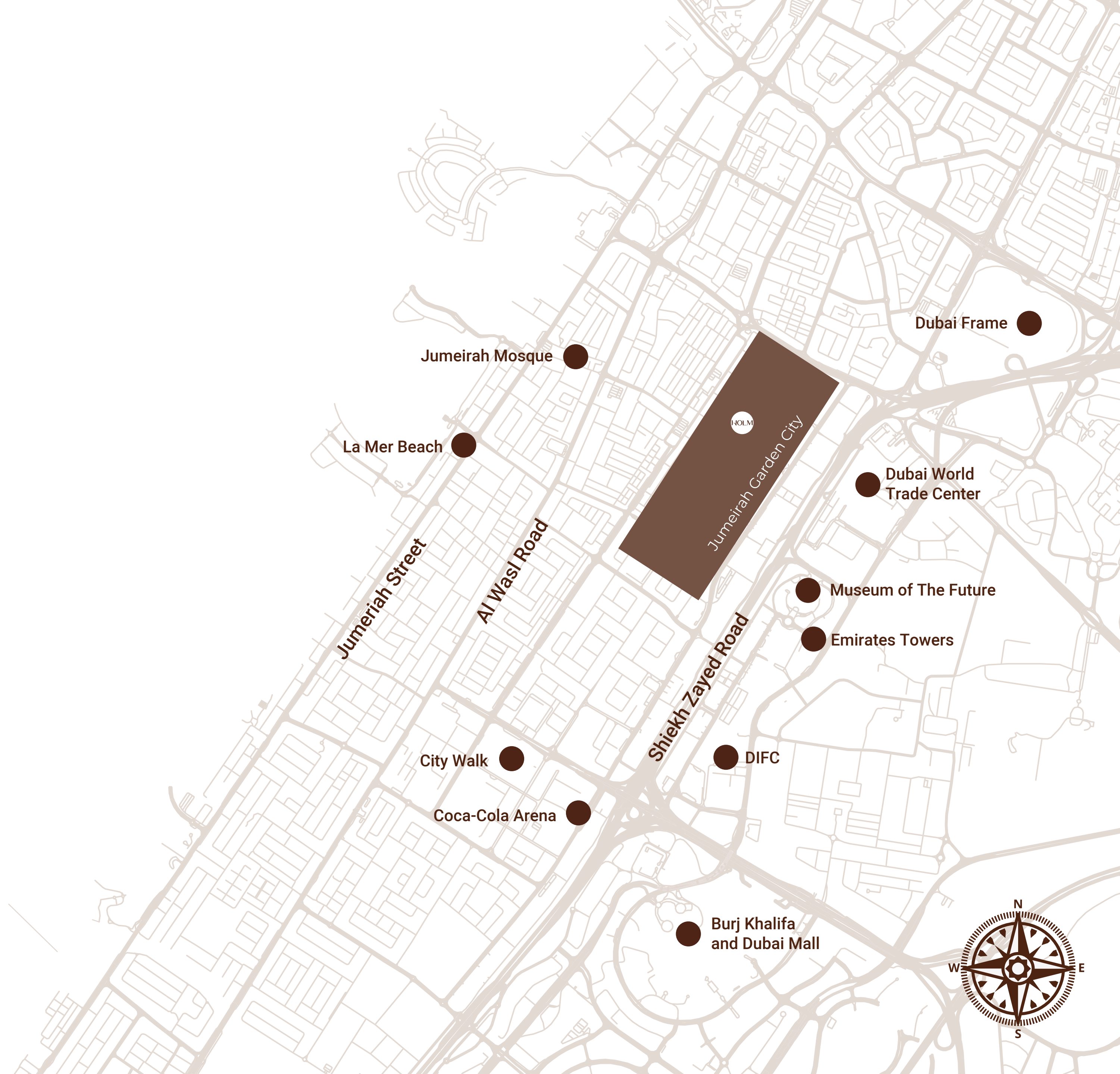
DIFC



THE
DUBAI MALL
BURJ KHALIFA

DOWNTOWN
DUBAI

DXB



The Community

Jumeirah Garden City offers a host of amenities, including the Jumeirah Garden City North Park, featuring an outdoorfitness zone and a safe, shaded playground for children.

These, among many other facilities, make daily life feel grounded, balanced, and effortlesslyenjoyable.





Crafted with Intention

Every form begins with purpose, every detail shaped by feeling.
From the warmth of material to the rhythm of space,
design becomes emotion - quiet, lasting, alive.

***A Landmark of
Quiet Confidence***

Defined by symmetry and light, HOLM One rises as a statement of balance and precision. Its form is timeless - sculpted with intention, layered with rhythm, and softened by calm.



Overview

From refined studios to elegant one-bedroom apartments, every detail is designed to move with life - gracefully, quietly, and with purpose.

Studio Apartments

Fully furnished and thoughtfully designed for modern city living. Smart layouts filled with light, offering flow, comfort, and calm.

1 Bedroom Apartments

A private retreat shaped by proportion and purpose. Spacious, elegant, and balanced designed to move with life.

A person wearing a long, flowing white dress stands on a sandy beach. The dress is caught in a breeze, creating soft folds and movement. The person's hands are visible, holding the edges of the fabric. The background shows the gentle waves of the ocean meeting the shore. A large, dark brown oval is superimposed over the center of the image, partially obscuring the dress. The overall mood is serene and ethereal, with warm, golden-hour lighting.

***Where Light
Touches Life***

Each moment feels suspended between earth
and sky, where movement turns graceful and
stillness feels alive. It's a quiet rhythm - simple,
timeless, and endlessly human.



Every Detail Designed for Living



Gym

Equipped with machines for high-performance training.



Wellness Club

Sauna, steam, and yoga zones designed for renewal and focus.



Indoor Cinema

A cozy escape with soft seating and immersive sound.



Games Room

Classic leisure reimaged with a modern touch.



Rooftop Garden

Dine, unwind, or simply watch the sunset above the city.



Pool

Tranquil waters that reflect both movement and stillness.



Coworking Lounge

Quiet, inspiring spaces for productivity and connection.







IOLM







Sergey Avayan

Chief Executive Officer

Calling Dubai home for three decades, I've had the privilege of witnessing this city evolve from a humble outpost into a global benchmark for innovation and design. It's in this dynamic environment that our vision for development has taken root without compromise to quality, integrity and livability.

With over 15 years of international real estate development and infrastructure experience, I have had the honor to lead mixed-use projects across different markets each bringing forth valuable lessons learned. This journey has been instrumental in helping us achieve best-in-class developments that are both locally and globally applauded.

At our core, we understand that actual development is not all about constructing buildings, it's about creating communities, enhancing lifestyles, and leaving a positive impact for generations to come. Our team shares this vision and brings passion, precision, and purpose to everything we do.

We look forward to creating impactful communities with you.



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