

## *Introducing a New Connected Community*

A VIBRANT DESTINATION  
NESTLED WITHIN MARJAN BEACH DISTRICT



## *Welcome to The Strand*

WHERE LIFE CONNECTS TO WHAT MATTERS



A NEIGHBOURHOOD  
THAT FEELS AUTHENTIC



A COMMUNITY  
THAT FEELS LIVED IN



A WAY OF LIVING  
THAT FEELS IN SYNC



# Life, Connected

A place shaped around meaningful everyday living, where culture, nature wellbeing, and community come together effortlessly



## THREE INTERWOVEN DISTRICTS

Urban, creative and garden districts blended into one integrated ecosystem, designed to truly connect wellbeing and culture with work

**6000+**  
HOMES

**26**  
BUILDINGS

**170K+ SQM**  
RETAIL AND F&B

**1.5 KM**  
WALKABLE PATHS

## THE STRAND WALK

A continuous landscaped route linking. The Strand's districts, parks, and neighbourhood spaces with shaded pathways for easy movement



## CURATED RETAIL

A retail offering in tune with enhanced living, providing convenient everyday shopping alongside a curated selection of experiences that keep the community engaged throughout the day

## PUBLIC REALM & COMMUNITY SPACES

Plazas, social pockets, and gathering spaces designed for events, popups, and daily community life

## MODERN APARTMENT LIVING

High-quality finishes, efficient layouts, and abundant natural light - created for end users and long-term owners



## Why Invest

RAK'S FIRST AUTHENTIC URBAN MIXED-USE LIFESTYLE DESTINATION IN THE SOUGHT-AFTER BEACH DISTRICT

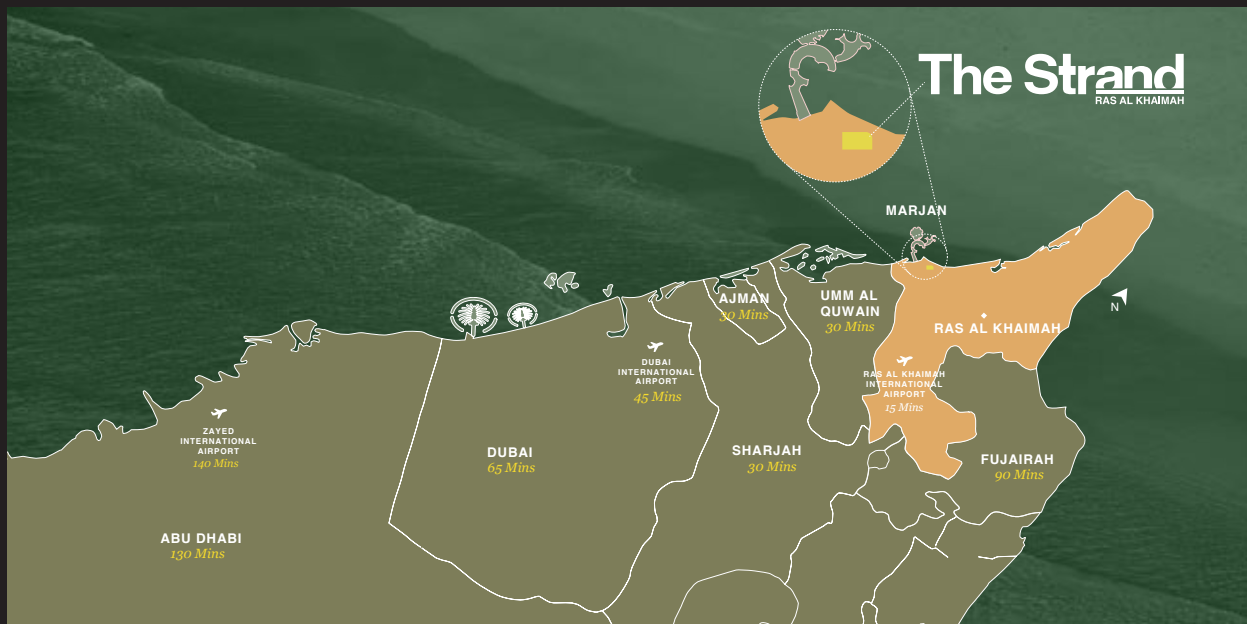
PRIME LOCATION WITHIN AL MARJAN'S HIGH-GROWTH TOURISM CORRIDOR

HIGH CAPITAL APPRECIATION DRIVEN BY INFRASTRUCTURE GROWTH, WYNN, AND LIMITED PREMIUM SUPPLY

STRONG SHORT-TERM RENTAL ROI SUPPORTED BY TOURISM DEMAND AND BEACHFRONT POSITIONING

SCARCE PREMIUM MIXED-USE SUPPLY, UNDERPINNING LONG-TERM VALUE AND RESALE RESILIENCE

TRUSTED MASTER DEVELOPER WITH 20+ YEARS' EXPERIENCE



## About the Developer

For over 20 years, RAK Properties has become one of the UAE's leading master community developers, creating iconic communities that blend innovation with luxury and sustainability

As a public company listed in Abu Dhabi Securities Exchange (ADX), with a 34% government ownership stake, RAK Properties is at the forefront of Ras Al Khaimah's Vision 2030