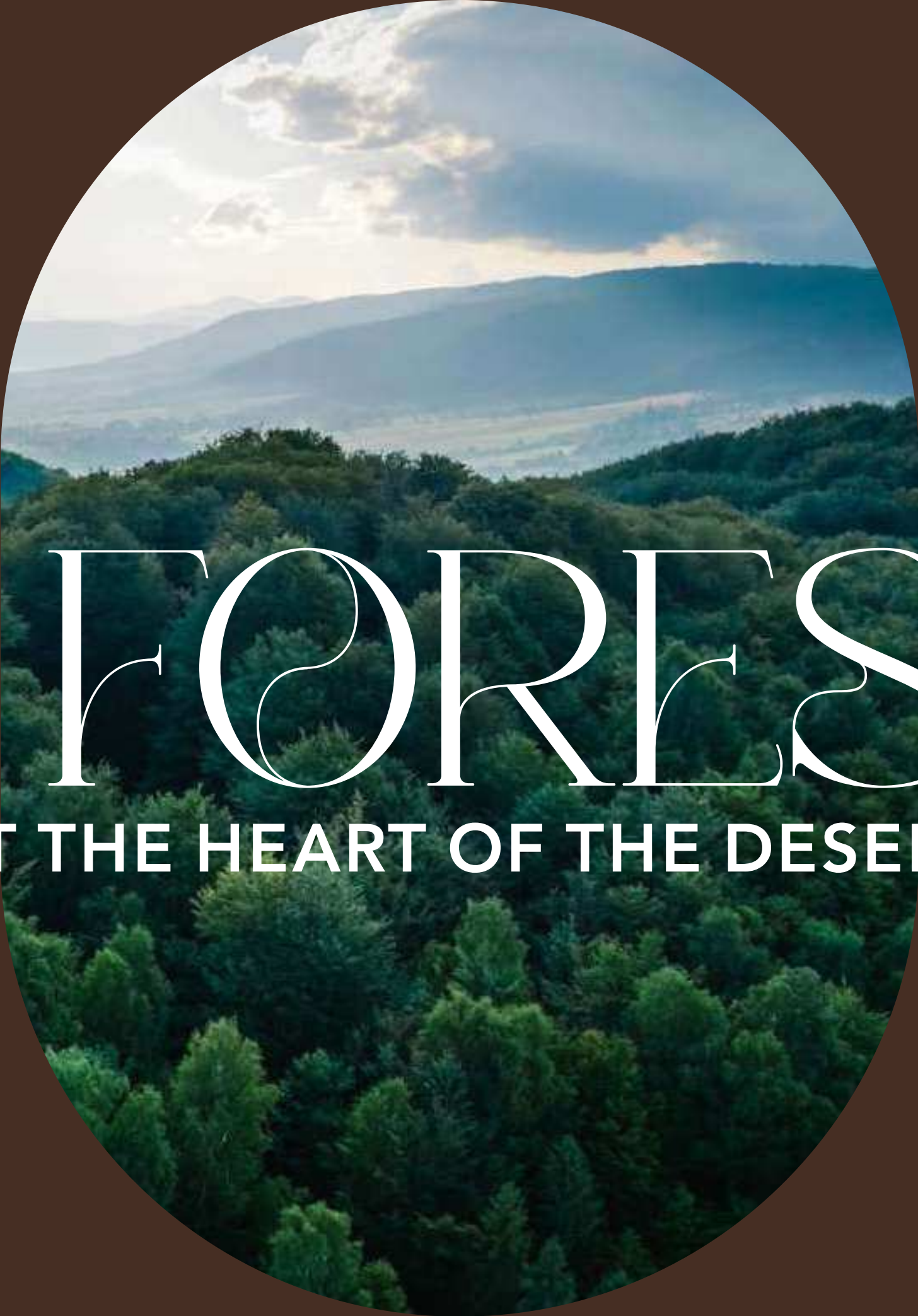


IT IS AN
ECOSYSTEM





A FOREST

AT THE HEART OF THE DESERT

JUST MINUTES FROM THE FOREST TO THE CITY



- | | |
|--|------------------------------------|
| 1
20 MINS
DUBAI INTERNATIONAL AIRPORT | 7
15 MINS
CITY CENTRE MIRDIF |
| 2
20 MINS
AL MAKTOUM INTERNATIONAL AIRPORT | 8
20 MINS
CITY CENTRE DEIRA |
| 3
20 MINS
MALL OF THE EMIRATES | 9
2 MINS
GLOBAL VILLAGE |
| 4
15 MINS
CITY CENTRE ME'AISEM | 10
2 MINS
IMG WORLD |
| 5
20 MINS
KEMPINSKI HOTEL | 11
15 MINS
TILAL AL GHAF |
| 6
35 MINS
AL ZAHIA | 12
25 MINS
DUBAI MARINA |

YOUR RELATIONSHIP WITH NATURE ISN'T MADE.

IT'S NURTURED

From the roots of our community, a beautiful enriching
bond flourishes between our residents and the forest.
It reminds us of who we are and gives us a form of
tranquility unmatched anywhere else in the city.



Serra



HARMONIOUS. SUBTLE. IMMACULATE.



KEY PLAN

NEIGHBOURHOOD



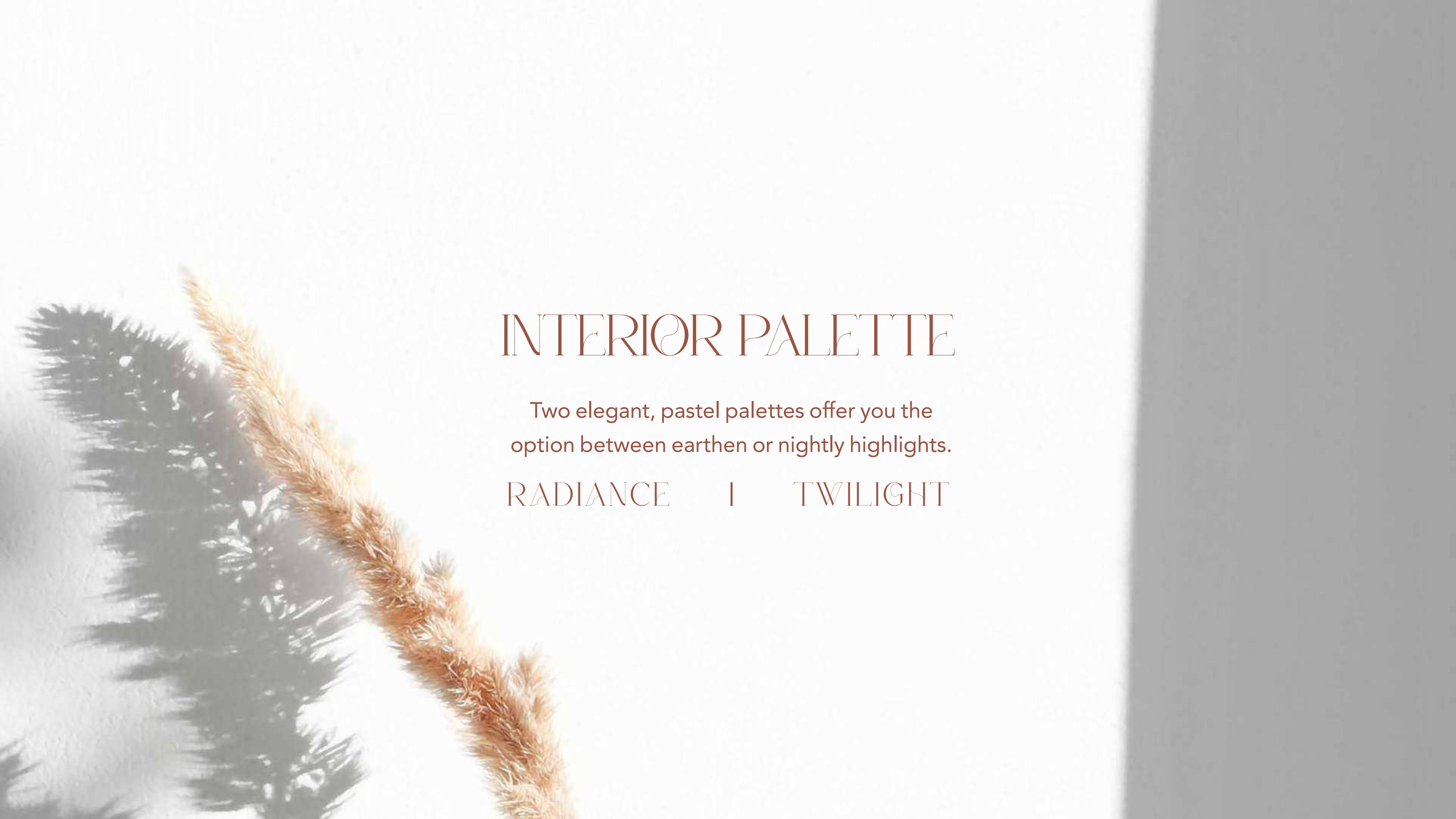
Serra



THE ECOSYSTEM

Serra emanates a synergy, beautifully blending contrasting ideas into one incredible living space. Blurring the boundaries between nature and home, welcome to a calming, soothing experience.

- | | | | | | |
|---|--|---------------------------|---|--|----------------------|
| A | | SWIMMING POOL | K | | FOREST SWIMMING POOL |
| B | | NORTH ENTRANCE | L | | WELCOME FOREST |
| C | | CONNECT TO CENTRAL FOREST | M | | CHILDREN'S PLAY AREA |
| D | | CASCADE GARDEN | N | | EXISTING GHAF TREE |
| E | | SUNKEN FOREST | O | | CASCADE GARDEN |
| F | | CHILDREN'S PLAY AREA | P | | FITNESS STATION |
| G | | CONNECT TO CENTRAL FOREST | Q | | FOREST PLAY |
| H | | OUTDOORS STRETCHING | R | | SOUTH ENTRANCE |
| I | | MULTIPURPOSE LAWN | S | | THERAPEUTIC GARDEN |
| J | | CHILDREN'S POOL | T | | EXISTING GHAF TREE |



INTERIOR PALETTE

Two elegant, pastel palettes offer you the
option between earthen or nightly highlights.

RADIANCE | TWILIGHT

In 1992, our founder Mr. Majid Al Futtain envisioned how to create a space in which families, friends and communities could craft lifelong memories. He wanted to transform shopping, entertainment, and leisure to create great moments for everyone, every day. As well as our world-renowned retail establishments, we create masterful living spaces within five mixed-use communities through the art of placemaking, housing more than 2,500 families across the UAE, Oman, and Lebanon.

SIGNATURE LIVING

BY MAJID AL FUTTAIM

AN UNPARALLELED PRESENCE ACROSS THE MENA REGION

Majid Al Futtaim has continued to set the standard for sustainable growth through its **Dare Today, Change Tomorrow** sustainability strategy. The Group is committed to becoming Net Positive in water and carbon by 2040.

5
OPERATING COMPANIES

14
COUNTRIES

550+
ASSETS

600m+
ANNUAL VISITORS