

TAMOUH INTRODUCES 'HAPPY LIVING' AT CITYSCAPE ABU DHABI 2019

- *Master developer introduces 'happy architecture' approach in its prestigious landmarks across Abu Dhabi.*
- *Unique 5 year post-handover payment plan for Horizon Towers launched*
- *Development of the ambitious 104.7 hectare Reem Downtown project continues on track*

Abu Dhabi, April 16, 2019: Leading Abu Dhabi property development firm, Tamouh, has today announced its new 'Happy Living' strategy, which will be adopted in its renowned developments.

The holistic strategy has been inspired by the National Programme for Happiness and Positivity, and international efforts geared toward promoting happier lifestyles within communities. Using the latest designs in architecture, it aims to create buildings and communities that provide families, individuals and businesses with the environment to grow and thrive in a happy and productive atmosphere, on individual and corporate levels.

The master developer made the announcement on the first day of Cityscape Abu Dhabi, where it also gave an update on its Reem Downtown project and announced a unique post-handover payment plan for its Horizon Towers mixed-use waterfront project on Reem Island.

As well as delivering excellent living and working environments, Tamouh is taking the commitment further by incorporating scientifically proven practices to increase levels of happiness amongst residents focussing on factors such as light, space, airflow and by creating positive green social spaces in key areas.

The concept, backed up with global research and surveys, will be implemented through community services and events supported by the community management company Three60 Communities.

Ghanem Al Mansoori, CEO of Tamouh, explains: "Our 'Happy Living' initiative will become at the very heart of everything we do as we strive to build world-class infrastructure that will not only provide homes and comfort for individuals and families for generations to come but provide businesses easy connectivity and help companies to increase productivity."

Horizon Towers, a completed mixed-use waterfront project on Reem Island, was also showcased at the property investment event by Tamouh. The master developer launched a new 5-year post-handover payment plan, giving the opportunity to investors to book their apartment with as low as 10% and pay 5% every quarter.

Al Mansoori added: "Horizon Towers project is located on Reem Island, surrounded by mangroves and offering panoramic views in the City of Lights. We believe our new payment plan will make it an even more compelling investment to home buyers.

Tamouh also shared the progress on the masterplan for Reem Downtown, a mixed-use residential district spread across 104.7 hectares of land. Located at the north-western shores of Reem Island, key facilities include parks and open spaces, waterfront promenade, sports fields, school, mosques, pedestrian and cycling links, and mangrove observation centre.

Tamouh's ongoing commitment to the UAE's real estate industry was reflected in its participation in this year's Cityscape Abu Dhabi.

Home to thousands of residents, retailers and businesses, Tamouh's developments include Marina Square, City of Lights and Paragon Bay Mall, with ambitious projects in the pipeline including the upcoming Reem Downtown.

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About Tamouh

True to its mission of building communities that create a lifestyle of comfort, productivity and ease to their residents, Abu Dhabi based Tamouh has been steadily developing projects centred around residential, commercial and mixed-use communities that provide a lasting, positive impact to Abu Dhabi and the United Arab Emirates. Tamouh offers a diverse portfolio of properties. With a long-term outlook, its growth plans address every aspect of real estate development and allow the company to support Abu Dhabi governments' vision for the emirate.

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