

Me

PREFACE TO THE BUILDING BOOK 楼书序言

序言

THE BRIEF

IN THE VAST EXPANSE OF STARS, ACROSS THE BOUNDLESS SKIES.

星辰大海 云月长空

COMPANY IMPLEMENTS THE BRAND CONCEPT OF "BEING NEW FROM THE HEART AND MAKING LIFE MORE BEAUTIFUL", BASED ON THE CITY'S HIGH QUALITY RESOURCES AND THE OUR OWN ADVANTAGES, ADAPTING THE CHANGES OF THE GENERATION, CONSTANTLY INNOVATING THE MODEL, AND CONSTANTLY SHAPING AND REFRESHING THE CITY'S LANDMARK BUSINESS CARD THROUGH THE EMPOWERMENT OF BUSINESS +: THROUGH CULTURE AND TOURISM + MODEL, CONSTANTLY OPTIMIZING THE NEW PATTERN OF URBAN CULTURE, TOURISM, COMMERCE, AND HUMAN SETTLEMENTS, AND BRINGING A NEW NEW LIFESTYLE TO THE CITY.

公司贯彻以心至新,人生更美的品牌理念,立足城市优质资源

及企业自身优势,紧随时代的更迭,不断创新模式,通过商业+的赋能,

不断塑造刷新城市地标名片:通过文旅+的模式,不断优化城市文化、旅游、商业、人居新格局,

给城市带来全新的新生活方式。





XINWAN GROUP

ORIGINATED FROM THE GREATER BAY AREA AND 30 YEARS OF HARD WORK

原 起 湾 区 30载 砥 砺

XINWAN HOLDING GROUP IS A COMPREHENSIVE, DIVERSIFIED, LARGE-SCALE GROWTH GROUP COMPANY FOUNDED IN 1993 AND HEADQUARTERED IN SHENZHEN, THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA. THE GROUP HAS A NUMBER OF CORE BUSINESS SUBSIDIARIES, SUCH AS SHENZHEN CAUSEWAY BAY CULTURAL TOURISM GROUP CO., LTD., JIUJIANG CAUSEWAY BAY INVESTMENT CO., LTD., SHENZHEN SHIFANG COMMERCIAL MANAGEMENT CO., LTD., FUHANG COMMERCIAL MANAGEMENT CO., LTD., ETC., PROMOTING THE GROUP'S ALL-ROUND HIGH-QUALITY DEVELOPMENT .THE GROUP AND ITS SUBSIDIARIES HAVE BEEN SUCCESSIVELY HONORED SUCH AS "SHENZHEN'S TOP TEN REAL ESTATE BRAND SERVICE ORGANIZATIONS", "CHINA'S TOP 100 REAL ESTATE PLANNING AND OPERATION ENTERPRISES" AND "CHINA'S TOP 100 COMMERCIAL RETAIL ENTERPRISES".

THE GROUP HAS ALWAYS ADHERED TO THE CORPORATE MISSION OF "LIGHTING UP PROSPERITY FOR THE CITY AND CREATING BEAUTY FOR LIFE", CONTINUED TO PRACTICE THE BRAND CONCEPT OF "MAKING A NEW LIFE MORE BEAUTIFUL WITH HEART", AND IMPLEMENTED THE DEVELOPMENT OF "SHAPING NEW LANDMARKS IN THE CITY AND ACTIVATING NEW CULTURAL AND TOURISM LIFE" THE GOAL IS TO COORDINATE THE FOUR CORE SECTORS OF COMMERCIAL DEVELOPMENT AND OPERATION, CULTURAL TOURISM LANDMARK CREATION, COMPREHENSIVE REAL ESTATE DEVELOPMENT, AND ASSET MANAGEMENT TO GRADUALLY MOVE TOWARDS A COMPREHENSIVE CULTURAL, COMMERCIAL AND TOURISM GROUP INNOVATION, AND BUILD SUSTAINED AND UPWARD URBAN VALUE AND A BETTER LIFE.

SINCE THE DEVELOPMENT OF THE GROUP, THE CUMULATIVE INVESTMENT AND DEVELOPMENT AREA HAS EXCEEDED 4 MILLION SQUARE METERS, THE SELF-OWNED PROPERTIES HAVE REACHED NEARLY 1.2 MILLION SQUARE METERS, AND THE CUMULATIVE EXTERNAL INVESTMENT AMOUNT HAS EXCEEDED 30 BILLION YUAN. OVER THE YEARS, WE HAVE RELIED ON OUTSTANDING FORESIGHT AND PRECISE LAYOUT TO CONTINUOUSLY CONSOLIDATE THE SUSTAINABLE DEVELOPMENT AND GROWTH OF CITIES, INDUSTRIES, AND CUSTOMERS, AND STRIVE TO BECOME A WORLD-CLASS CULTURAL TOURISM COMMERCIAL REAL ESTATE OPERATOR.

新湾控股集团是一家综合性、多元化发展的大型成长型集团公司,始于1993年,总部位于粤港澳大湾区-深圳。集团旗下拥有多个核心业务子公司,如深圳市铜锣湾文旅集团有限公司、九江铜锣湾投资有限公司、深圳市世方商业管理有限公司、富航商业管理有限公司等,推动集团全方位高质量发展。集团及旗下子公司先后获得"深圳十大地产品牌服务机构"、"中国房地产策划运营百强企业""中国商业零售百强企业"等荣誉。

集团始终秉持"为城市点亮繁华、为生活缔造美好"的企业使命,持续践行"以心致新 人生更美"的品牌理念,贯彻"塑造城市新地标,激活文旅新生活"的发展目标,协同商业开发运营、文旅地标打造、综合地产开发、资产管理四大核心板块逐步向综合性文商旅集团化革新迈步,建设持续向上的城市价值和美好生活。

集团发展至今,累计投资开发面积超 400 万平米,自持物业近 120 万平米,对外累计投资金额超 300 亿元。多年来凭借卓越远见和精准布局,不断夯实城市、行业、客户的可持续发成长,致力成为全球一流的文旅商业地产运营商。





XINWAN GROUP

D E V E L O P M E N T H I S T O R Y

历

程

TOP TEN BRAND REAL ESTATE CONSULTING COMPANIES AT

993

CHINA LAND EXPO 2004

2004年中国地博会十大品牌地产顾问公司

EXCELLENT URBAN TAX PAYING ENTERPRISE

城市纳税优秀企业

EXCELLENT CITY CULTURAL AND TOURISM ENTERPRISE

城市优秀文化和旅游企业

MEMBER OF JIANGXI PROPERTY MANAGEMENT INDUSTRY

江西省物业管理行业协会会员

TOP 10 COMPANIES IN THE INDUSTRY IN SHENZHEN, CHINA

中国深圳行业10强企业

THE 15TH CHINA REAL ESTATE INNOVATION AND DEVELOPMENT

THE MOST INFLUENTIAL BRAND SERVICE ORGANIZATION OF CHINA'S REAL

ESTATE IN 2015

2015年中国房地产最具影响力品牌牌服务机构 2015 BEST COMMERCIAL REAL ESTATE BRAND AWARD 2015年度最佳商业地产品牌大奖

2015

2008

TOP TEN BRAND REAL ESTATE CONSULTING AGENCIES IN SHENZHEN IN2008

2008 年深圳十大品牌地产顾问机构

2020 PROFESSIONAL EXISTING COMMERCIAL PROPERTY OPERATION AND ASSET MANAGEMENT EXPE 2020年专业存量商业物业运营与资产管理专家

2017

BEST COMMERCIAL REAL ESTATE PLANNING AND MARKETING SERVICE

AGENCY IN 2017

2017年最佳商业地产策划营销服务机构

TOP TEN PLANNING SERVICE ORGANIZATIONS IN THE NATIONAL

COMMODITY TRADING MARKET INDUSTRY IN 2017 2017年全国商品交易市场行业十大策划服务机构

JIANGXI PROVINCE PROPERTY SERVICE BENCHMARK IN 2023 2023 年江西省物业服务标杆

ENTERING DUBAI

成立 STAMN 进军迪拜

2023

2022

TOP 100 RETAIL COMMERCIAL REAL ESTATE ENTERPRISES IN COMPREHENSIVE STRENGTH IN 2022

2022 年度零售商业地产企业综合实力百强

Top 100 Commercial Assets Comprehensive Strength in 2022

2022年商业资产综合实力百强

2022 Innovation and Development Enterprise

2022 年度创新发展企业



XINWAN GROUP

PROJECT EFFECT DISPLAY

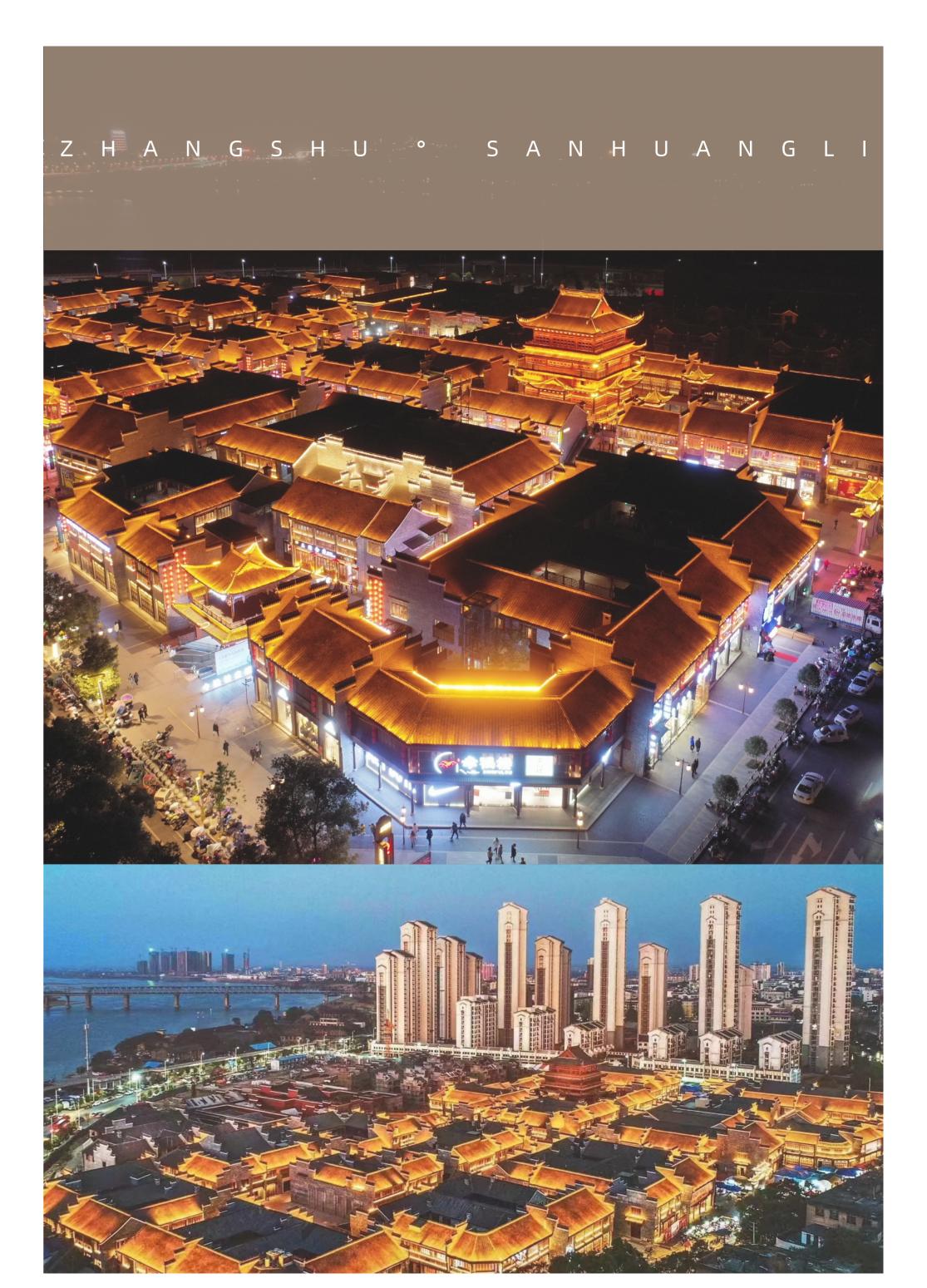
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SHENZHEN° RONGYUE SHIFANG LI

LUSHAN° XINWAN YUNYA/YUNZHU







XINWAN GROUP

PROJECT EFFECT DISPLAY

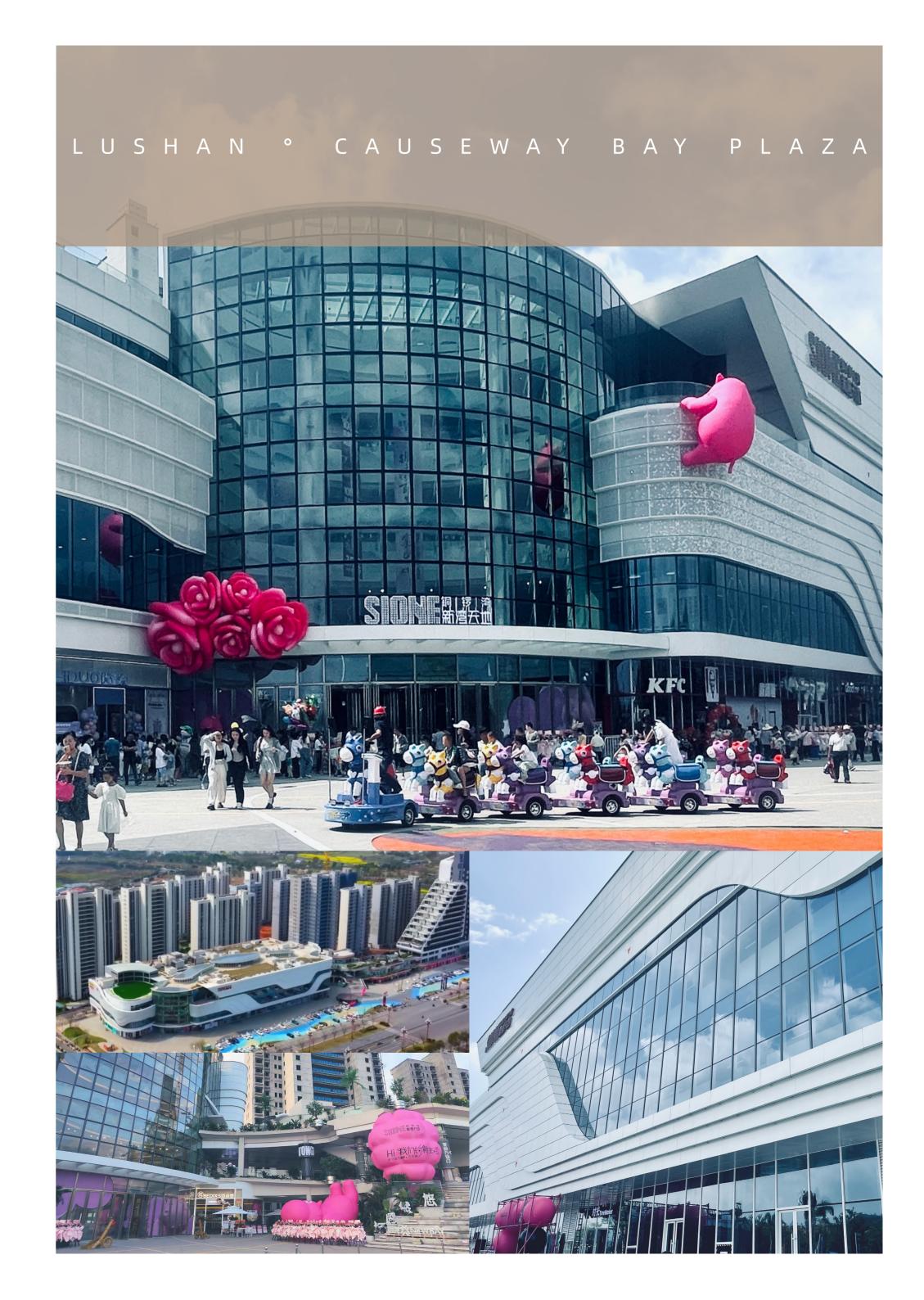
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LOTUS° CAUSEWAY BAY PLAZA

Y O N G X I U °
CAUSEWAY BAY
PLAZA







XINWAN GROUP

STAR AND MOON REAL ESTATE

S T A M N

DUBAI STAMN L.L.C IS AN INDEPENDENT OVERSEAS BRANCH OF "XINWAN HOLDINGS", A GROUP COMPANY HEADQUARTERED IN NANCHANG,
JIANGXI, CHINA, WITH 30 YEARS OF COMPREHENSIVE DEVELOPMENT EXPERIENCE; THE GROUP COMPANY WAS ESTABLISHED IN 1993.

REAL ESTATE DEVELOPMENT AND OPERATION, COMMERCIAL INVESTMENT OPERATION, REAL ESTATE SALES AND LEASING, AND IMMIGRATION AND STUDY ABROAD SERVICES. THE FOUR MAJOR SECTORS ASSIST EACH OTHER AND DEVELOP INTEGRATEDLY; THE COMPANY IS COMMITTED TO BUILDING THE FOUR CORE SECTORS OF DUBAI REAL ESTATE-RELATED CHAIN BUSINESS, ESTABLISHING A SOLID PROFESSIONAL FOUNDATION, AND PROVIDING CUSTOMERS WITH A FULL RANGE OF PRODUCTS AND SERVICES.

迪拜 STAMN,是一家总部位于中国江西南昌,且拥有着 30 年综合性开发经验的集团化公司"新湾控股"在海外的独立分公司;集团公司成立于 1993 年。

新湾集团海外公司-STAMN 未来业务发展模式,以四大模块"驱动",分别为地产开发运营、商业投资运营、房产销售租赁、移民留学服务,四大板块相互协助、相互融合发展;公司致力于打造迪拜房地产相关链条业务的四大核心板块,建立坚实的专业基础,为客户提供全方位的产品服务。

R E A L E S T A T E DEVELOPMENT AND OPERATION

BUSINESS INVESTMENT M A N A G E M E N T 地产开发运营

商业投资管理

R E A L E S T A T E S A L E S A N D L E A S I N G

I M M I G R A T I O N A N D STUDY ABROAD SERVICES

房产销售租赁

多民留学服务







2024 URBAN DEVELOPMENT AND D33 DEVELOPMENT TRENDS

2024 年 城 市 发 展 及 D 3 3 发 展 趋 势

DUBAI URBAN MASTER PLAN 2040- THE SEVENTH PLAN DEVELOPED SINCE 1960

FIVE MAJOR URBAN CENTERS WITH PLANNED LAYOUT:

- 01. DEIRA, BUR DUBAI (FOCUSING ON TRADITIONAL CULTURE AND URBAN HERITAGE)
- 02. DOWNTOWN, BUSINESS BAY (FOCUS ON BUSINESS AND FINANCIAL SERVICES)
- 03. DUBAI MARINA, JBR (FOCUSING ON TOURISM AND ENTERTAINMENT)
- 04. EXPO 2020 CITY (FOCUSING ON EXHIBITIONS, TOURISM, AND LOGISTICS)
- 05. DUBAI SILICON OASIS (FOCUSING ON INNOVATIVE DIGITAL ECONOMY DEVELOPMENT AND TALENT CULTIVATION)

AFTER THE COMPLETION OF THE 2040 PLAN, THE MAIN GOALS WILL BE ACHIEVED:

- 01. DAYTIME POPULATION INCREASED FROM 4.5 MILLION TO 7.8 MILLION
- 02. DEVELOP TWO ADDITIONAL MAJOR CITY CENTERS
- 03. INCREASE THE TOTAL LENGTH OF PUBLIC BEACHES BY 400%
- 04. RECEPTION AND TOURISM ACTIVITY SPACE INCREASED BY 134%
- 05. INCREASE LAND USE FOR EDUCATION AND HEALTH SERVICE FACILITIES BY 25%
- 06. THE POPULATION HAS INCREASED FROM THE CURRENT 3.3 MILLION TO 5.8 MILLION
- 07. INCREASE GREEN AND LEISURE AREAS BY 150%
- 08. DUBAI'S LOCAL NATIONAL LAND AREA OF 1.7 BILLION SQUARE FEET
- 09. 60% OF DUBAI'S AREA IS USED FOR NATURE RESERVES AND RURAL NATURAL AREAS



CITY REDEMPTION OF MAJOR SCENIC SPOTS - CITY NODES IMPLEMENTED BY TIMELINE

城市兑现大景点-时间轴实现的城市节点

1960

阿勒马克图姆大桥和迪拜国际机场 Al Maktoum Bridge and Dubai International Airport





杰贝阿里港和迪拜世界贸易中心(建国时间) Jebel Ali Port and Dubai World Trade Center (founding date)



RA/BUR DUBAI



阿联酋航空和杰贝阿里自由区

Emirates Airlines and Jebel Ali Free Zone

1985

BURJ KHALIFA/BUSINESS BAY

2040

1995





迪拜地铁、阿勒马克图姆机场和迪拜国际机场 3 号航站楼

DIFC、朱美拉棕榈岛和穆罕默德·本·拉希德航天中心

DIFC、Jumeirah Palm Island and Mohammed bin Rashid Space Center

2008









迪拜运河、穆罕默德·本·拉希德·阿勒马克图姆太阳能公园和未来博物馆启动

2012

Dubai Canal, Mohammed bin Rashid Al Maktoum Solar Park, and Future Museum Launch

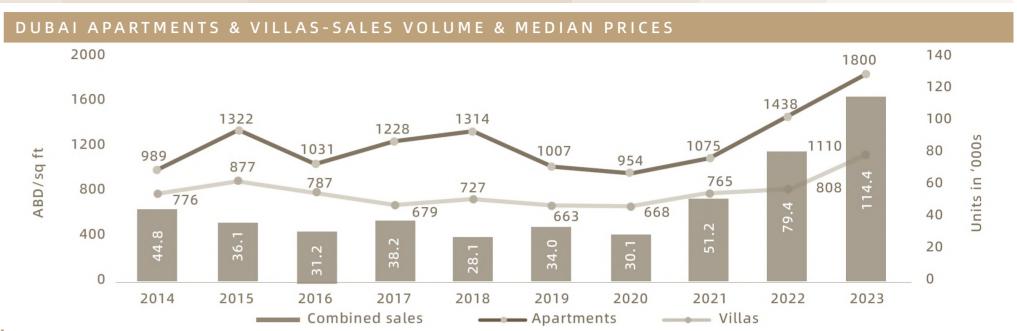


规划定调的五大城市中心 FIVE MAJOR URBAN CENTERS WITH PLANNED LAYOUT



ANNUAL DEVELOPMENT AND POPULATION DATA OF DUBAI REAL ESTATE OVER THE PAST 10 YEARS





BEFORE 2008, THE HIGHEST HOUSING PRICE IN DUBAI REACHED 1950 DIRHAMS PER SQUARE FOOT. IN 2008, DUE TO THE GLOBAL FINANCIAL CRISIS, THE REAL ESTATE MARKET EXPERIENCED A DECLINE.

FROM 2009 TO 2012, AFTER A SERIES OF ADJUSTMENTS BY THE DUBAI GOVERNMENT, HOUSING PRICES RETURNED TO A POSITIVE STATE. AT THAT TIME, THE AVERAGE HOUSING PRICE PER SQUARE FOOT WAS 1380 DIRHAMS.

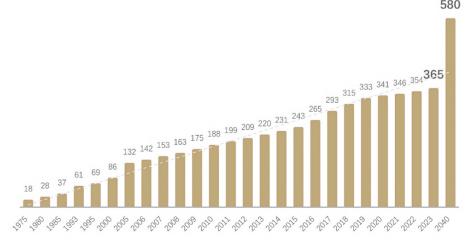
FROM 2015 TO 2019, DUE TO OVERSUPPLY IN THE REAL ESTATE MARKET AND AN INVERTED SUPPLY-DEMAND RELATIONSHIP, A LARGE NUMBER OF PROJECTS WERE BACKLOGGED, LEADING TO A DECLINE IN THE REAL ESTATE MARKET. BY THE END OF 2020, THE AVERAGE PRICE PER SQUARE FOOT HAD DROPPED BELOW 900 DIRHAMS, RESULTING IN A LOSS OF 9% IN THE PROCESS. THIS IS WHEN THE DUBAI MARKET IS TRULY EXPERIENCING A CYCLICAL DOWNTURN.

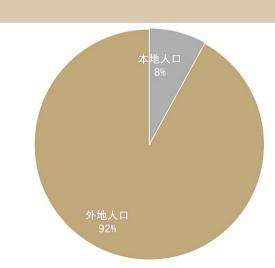
IN THE FIRST HALF OF 2022, DUBAI'S HOUSING PRICES CONTINUED TO RISE, AND SALES ONCE AGAIN SET A NEW RECORD. HOWEVER, THE PACE OF PRICE GROWTH HAS SLOWED DOWN, WITH VILLAS GROWING AN AVERAGE OF 2.3% PER MONTH LAST YEAR. IN ADDITION, THE VAST MAJORITY OF APARTMENTS, WHICH ACCOUNT FOR 85% OF THE MARKET, SEEM TO HAVE ACHIEVED PRICE STABILIZATION.

ACCORDING TO THE VALUSTRAT PRICE INDEX (VPI), A HOUSING PRICE INDEX BASED ON A VALUATION OF 100 POINTS SET IN JANUARY 2014, IT HIT A LOW OF 65.4 POINTS IN DECEMBER 2020. AS OF APRIL 2024, THE VPI INDEX HAS GROWN NEARLY THREEFOLD TO 170.8 POINTS.

COMPARED TO THE PRICE OF 900 DIREES PER SQUARE FOOT IN 2020, THE PRICE WILL RECOVER TO 1350 DIREES PER SQUARE FOOT BY THE END OF APRIL 2024. HOWEVER, THERE IS STILL A CERTAIN DISTANCE TO GO COMPARED TO THE HISTORICAL HIGH OF 1950 DIREES PER SQUARE FOOT IN 2008.

POPULATION TRENDS IN DUBAL FROM 1975 TO 2040





IN 2000, THE POPULATION WAS LESS THAN ONE MILLION. BY 2010, THE POPULATION HAD APPROACHED 2 MILLION IN 10 YEARS. IN 2012, IT EXCEEDED 2 MILLION, AND IN 2018, IT EXCEEDED 3 MILLION. IN 2020, IT EVEN EXCEEDED 3.4 MILLION. FROM 2000 TO 2023, THE URBAN POPULATION OF DUBAI HAS MORE THAN DOUBLED IN 23 YEARS, REACHING 3.65 MILLION IN 2023 (COVERING MORE THAN 200 ETHNIC GROUPS - A MORE OPEN AND INCLUSIVE CITY, WITH A DIRECT INCREASE OF 100000 POPULATION IN 2023). WITH DEVELOPMENT, THE PLANNED URBAN POPULATION IS 5.8 MILLION BY 2040, WHICH MEANS THE URBAN POPULATION WILL INCREASE BY 0.6 TIMES.

BEFORE THE EPIDEMIC, THE POPULATION GROWTH RATE WAS ABOVE 5%, AND DURING THE EPIDEMIC, THE POPULATION GROWTH RATE
WAS BETWEEN 1% AND 3%. THE INCREASE IN POPULATION HAS STIMULATED GREATER DEVELOPMENT SPACE IN CITIES.



VALUE OF PROJECT AREA

项目区域价值





CLOSEST LANDMARKS

NEARBY ATTRACTIONS

- Burj Khalifa
- Coca Cola Arena
- Museum of the Future
- Dubai Frame
- Dubai World Trade & Convention Centre
- Dubai International Financial Center (DIFC)

SCHOOLS

- Westfield Nursery
- Citizens British School
- Canadian University
- Al Wasl girls School

HOSPITALS/CLINICS

- Emirates Hospital Jumeirah
- GMC Clinics Jumeirah
- Iranian Hospital
- Aster Clinic

SHOPPING/SUPERMARKETS

- Carrefour Market City Walk
- Union Coop Al Wasl Hypermarket
- Westzone Supermarket
- Nesto Hypermarket

MALLS

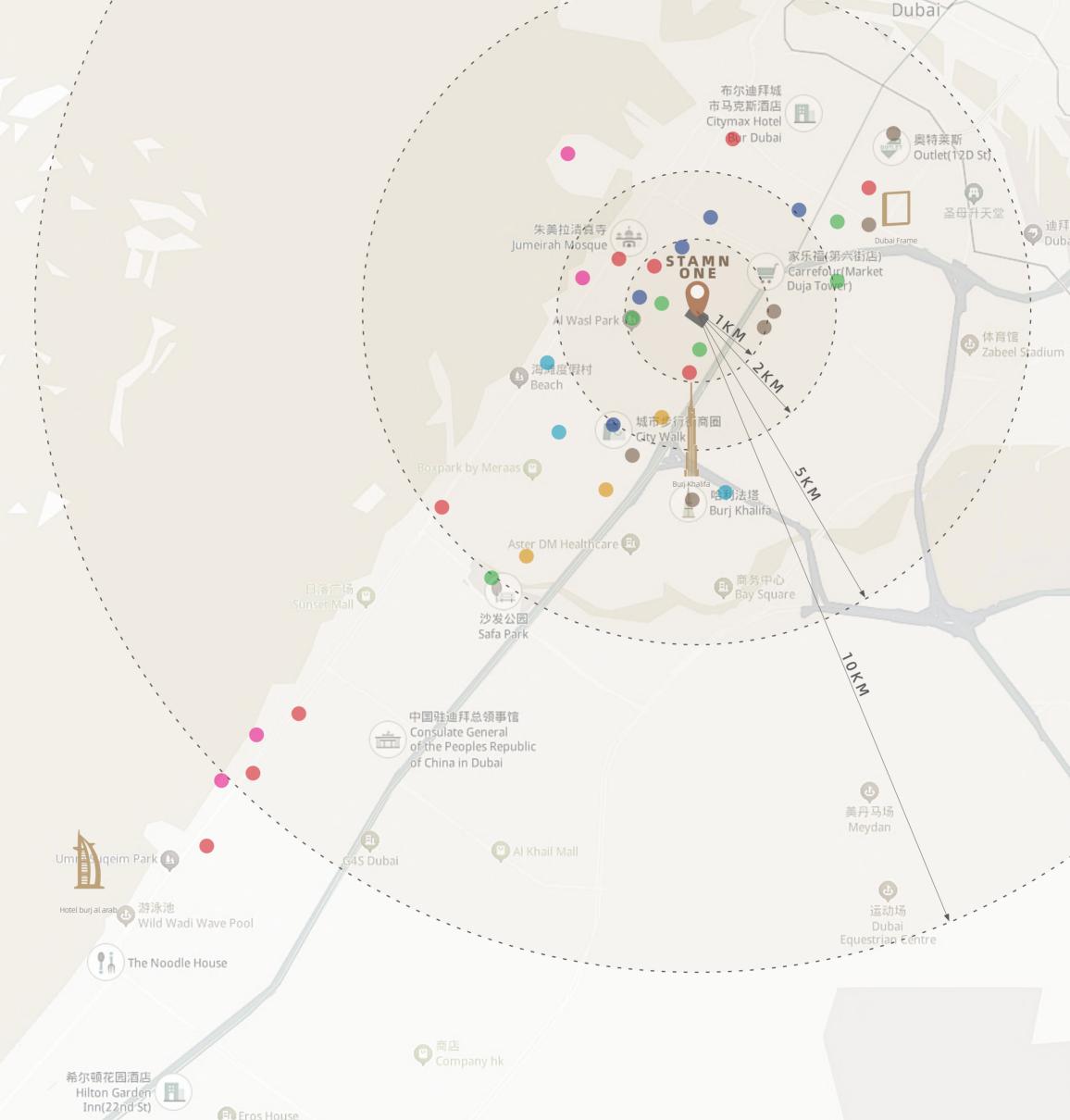
- Dubai Mall
- Mercato Mall
- Galleria Mal

BEACHES

- La Mer
- Kite Beach
- Nikki Beach
- Jumeirah Beach

PARKS/GARDENS

- Al Wasl Park
- Al Satwa Park
- Zabeel Park
- Al Badaa Park 1
- Dubai Glow Garden





Al Thuraya Tower 1













Abu Hail Center

Beef Bistro

•

Main Office

迪拜海豚馆 Dubai Dolphinarium

迪拜国际机场

Dubai International

Nadd Al Hamar Park 1

Ace Hardware

Dubai Properties Sales Center

公寓大厦 7 Towers

迪拜

INDICATORS ECONOMIC P A R A M E T E R S

F.A.R CALCULATION

4,604.00 SQ.M TOTAL GROSS FLOOR AREA (49.557.04SQ.FT) 1,315.38SQ.M

(14,158.61 SQ.FT)

3.50 FLOOR AREA RATIO ALLOWED

PLOT AREA

TOTAL NO.OF APARTMENT

77 **GRAND TOTAL** 42 STUDIO 35 1 BHK

PROJECT PLANNING CONCEPT

项 目 规 划 理 念

INTRODUCING

S T A M N O N E

STAMN ONE PROVIDES YOU WITH A COZY AND TRANQUIL HOME

STAMN ONE 为您提供一个温馨静逸的舒适家园

STAMN ONE IS A MASTERPIECE THAT PERFECTLY BLENDS CONTEMPORARY ARCHITECTURAL AESTHETICS WITH PROFOUND ARAB CULTURAL HERITAGE. THIS BUILDING IS NOT ONLY AN AVANT-GARDE LIVING SPACE, BUT ALSO AN EXTRAORDINARY CULTURAL ARTWORK. IT SHOWCASES A DEEP DIALOGUE BETWEEN TRADITION AND INNOVATION THROUGH EXQUISITE DESIGN LANGUAGE, WHILE ELEVATING THE PERFECT INTEGRATION OF ARCHITECTURE AND CONTEMPORARY LIFESTYLE.

STAMN ONE 是一座将当代建筑美学艺术与深厚阿拉伯文化底蕴完美融合的杰作。这座建筑不仅是一个前卫的居所空间,更是一件超凡脱俗的文化艺术品。它以精巧的设计语言,展现了传统与创新的深度对话,同时升华了建筑与当代生活方式的完美融合。

W E L C O M E T O

S T A M N O N E

R E S I D E N C E S

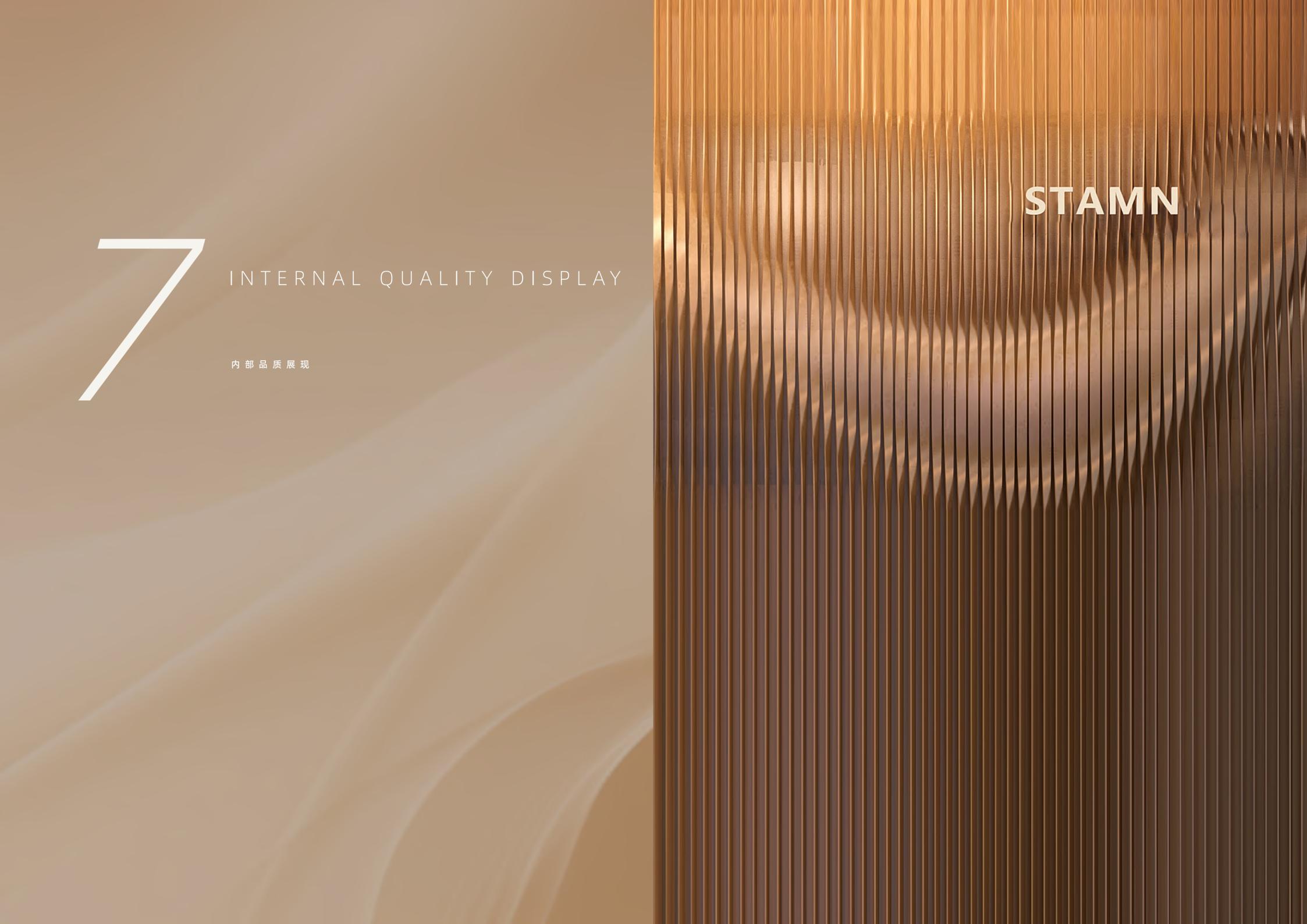




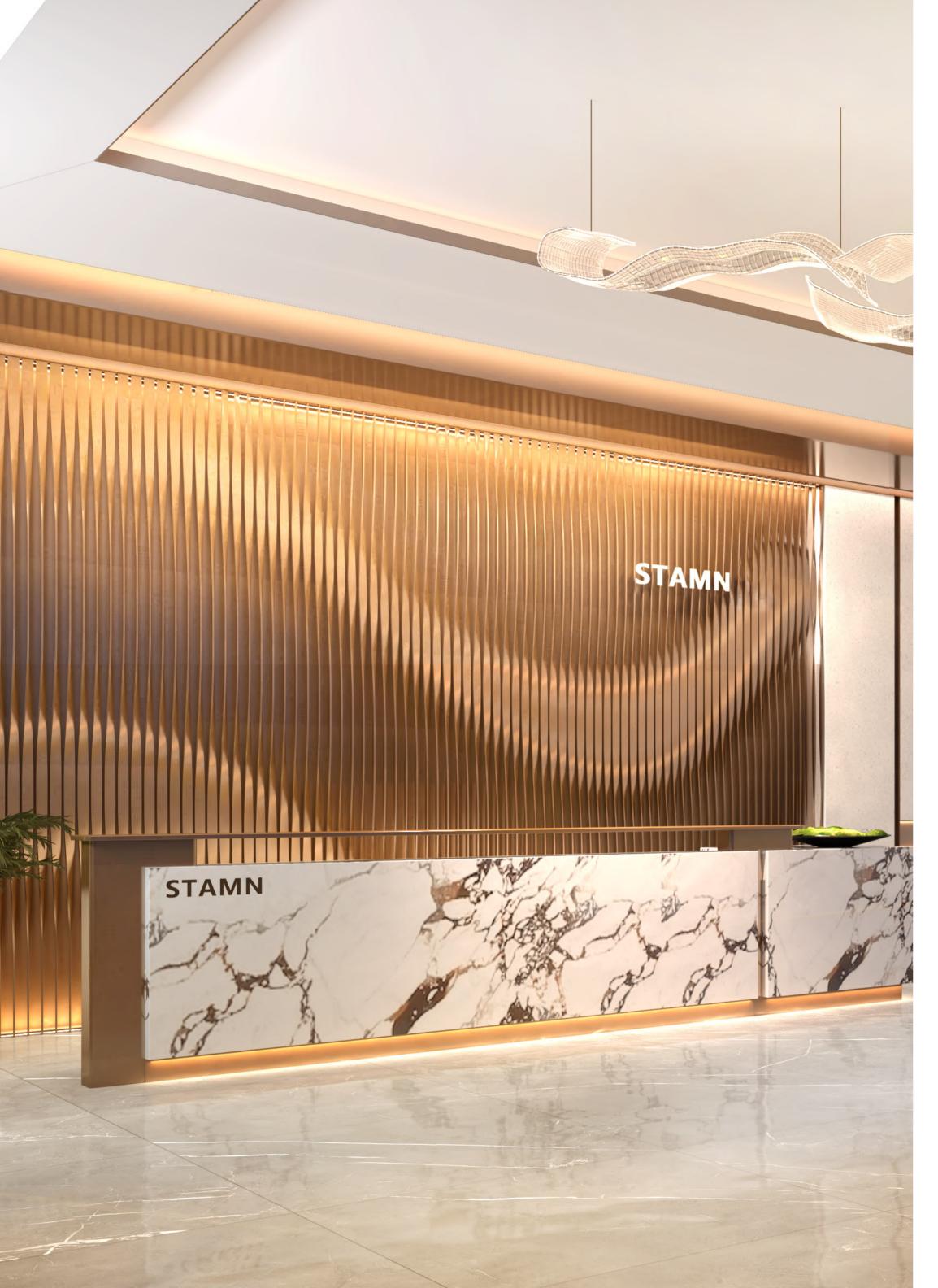


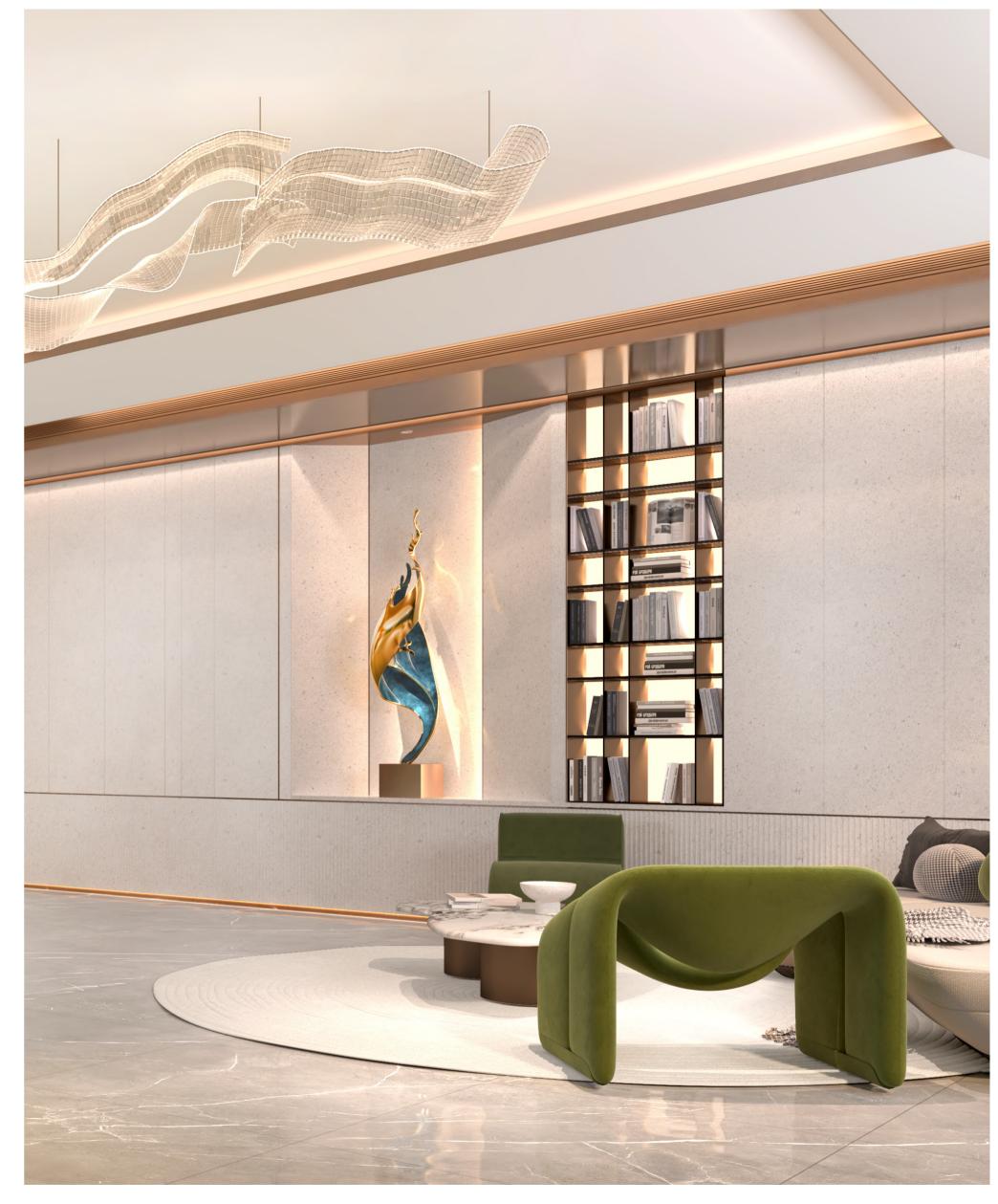












LOBBY

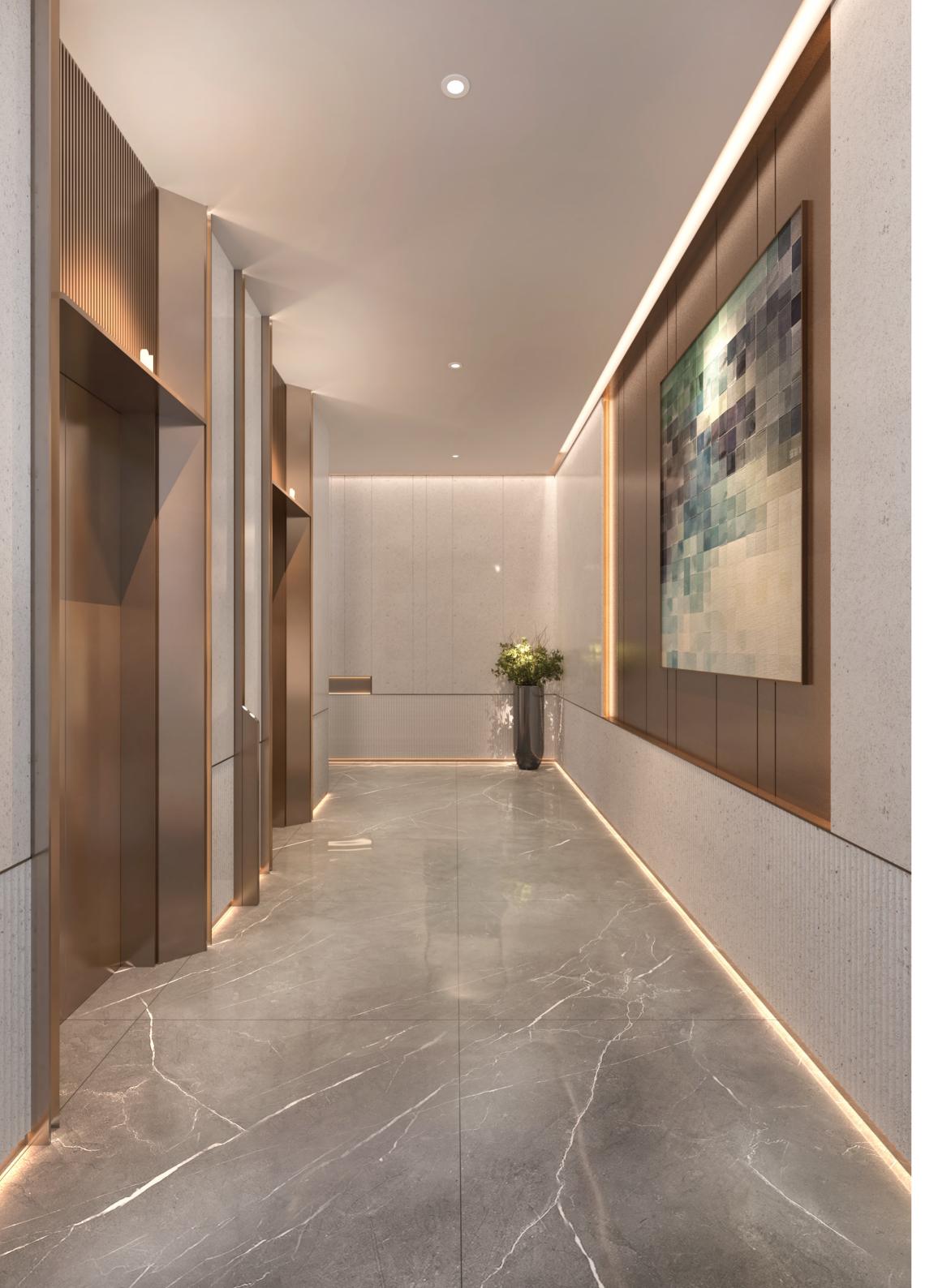
ELEGANT ENTRANCE SPACE WELCOMING RESIDENTS AND GUESTS

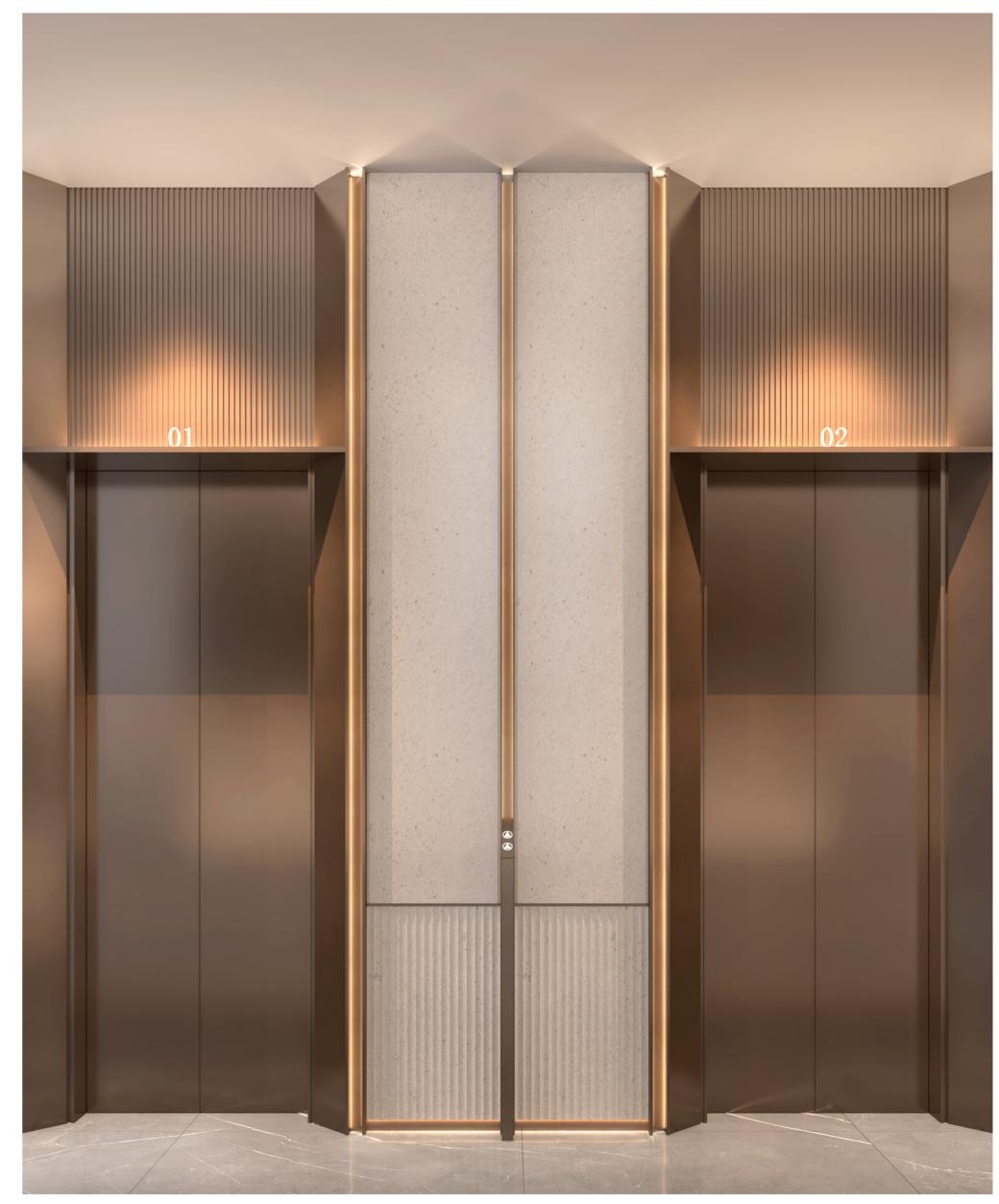




LOBBY

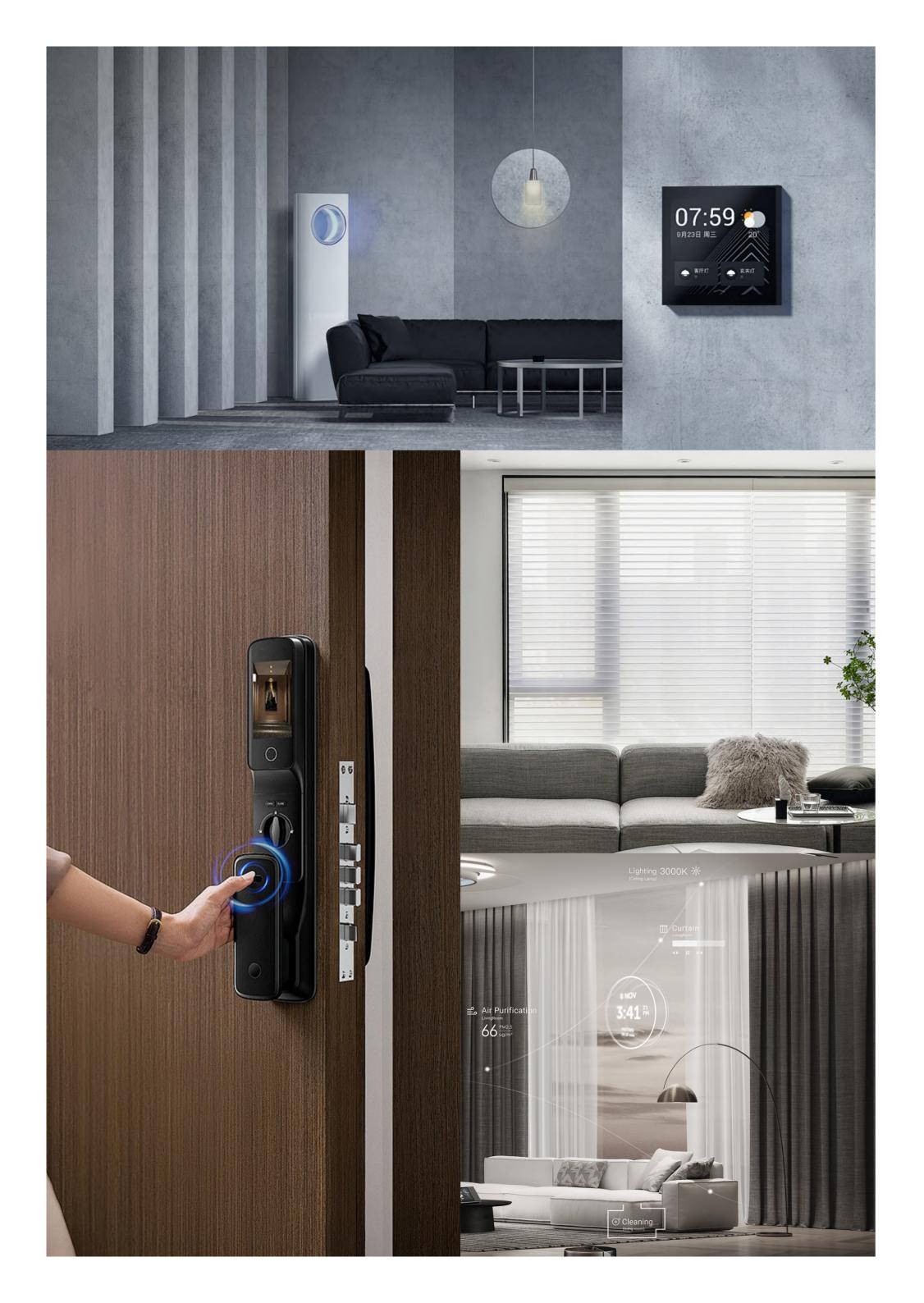
ELEGANT ENTRANCE SPACE WELCOMING RESIDENTS AND GUESTS





ELEVATOR HALL

BRIGHT, COMFORTABLE, AND REASONABLY SIZED ELEVATOR HALL SPACE





HOME AUTOMATION

SMART DOOR LOCK WITH MOBILE APP CONTROL



PLANNING AND SUPPORTING FACILITIES

项 目 规 划 配 套



LANDSCAPE OF PARKING LOT

停车场场景化



SMART HOME

智能家居



KID'S PLAY AREA

儿童游乐区



FITNESS CENTRE

健身房



DYNAMIC BIKE 动感单车



YOGA SPACE 瑜伽空间



BALL GAME

球类



ROOF LANDSCAPE

屋顶景观



BALCONY LIVING SCENE

阳台生活场景



AQUATIC SPORTS

水上运动



SCENE BASED LIVING OF CORNER BUBBLE POOL

转角泡池生活场景化



SWIMMING POOL

泳池

PLANNING SUPPORTING FACILITIES





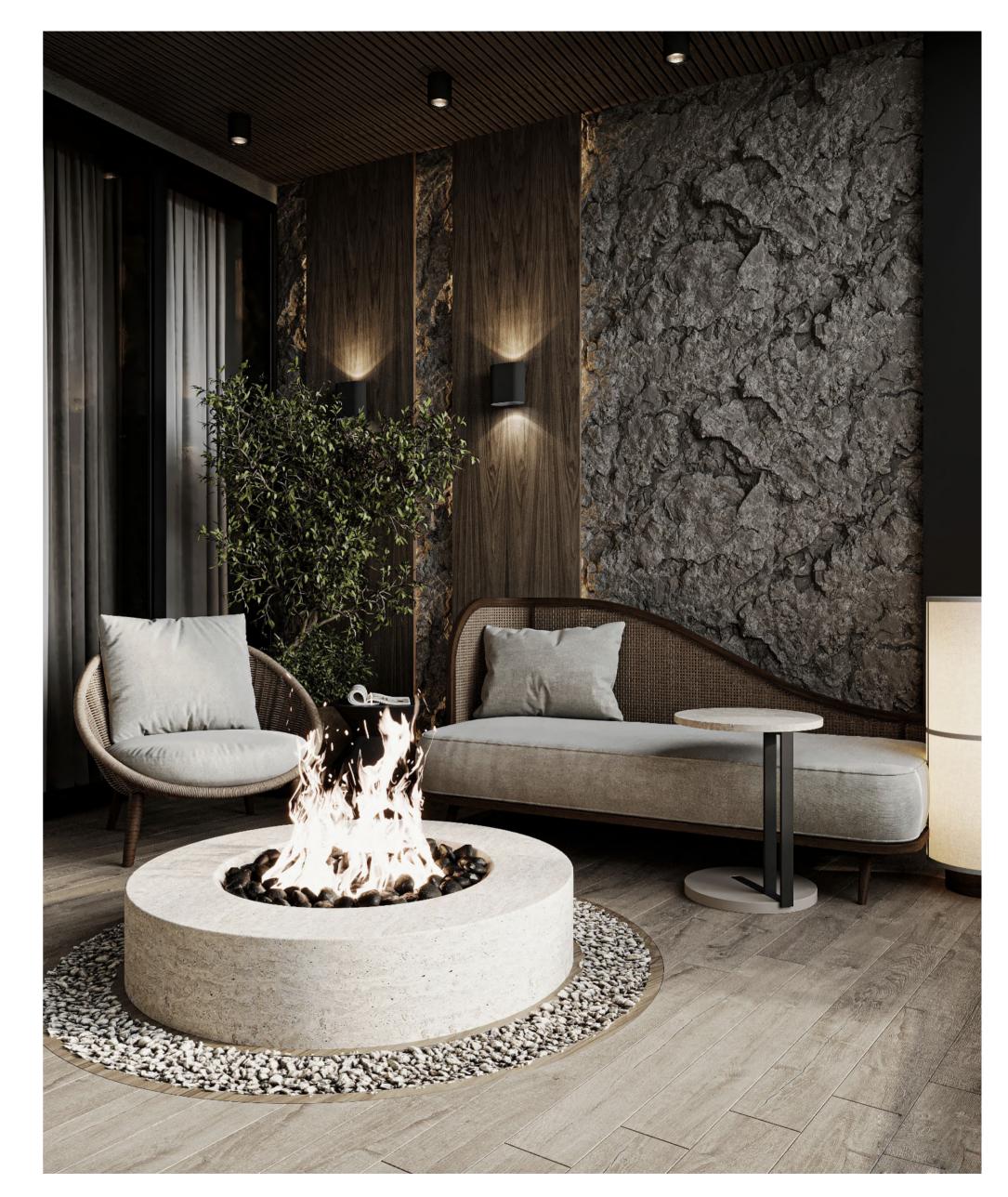




KID'S PLAY AREA

ENGAGING SPACE DESIGNED FOR CHILDREN'S RECREATION AND ENJOYMENT

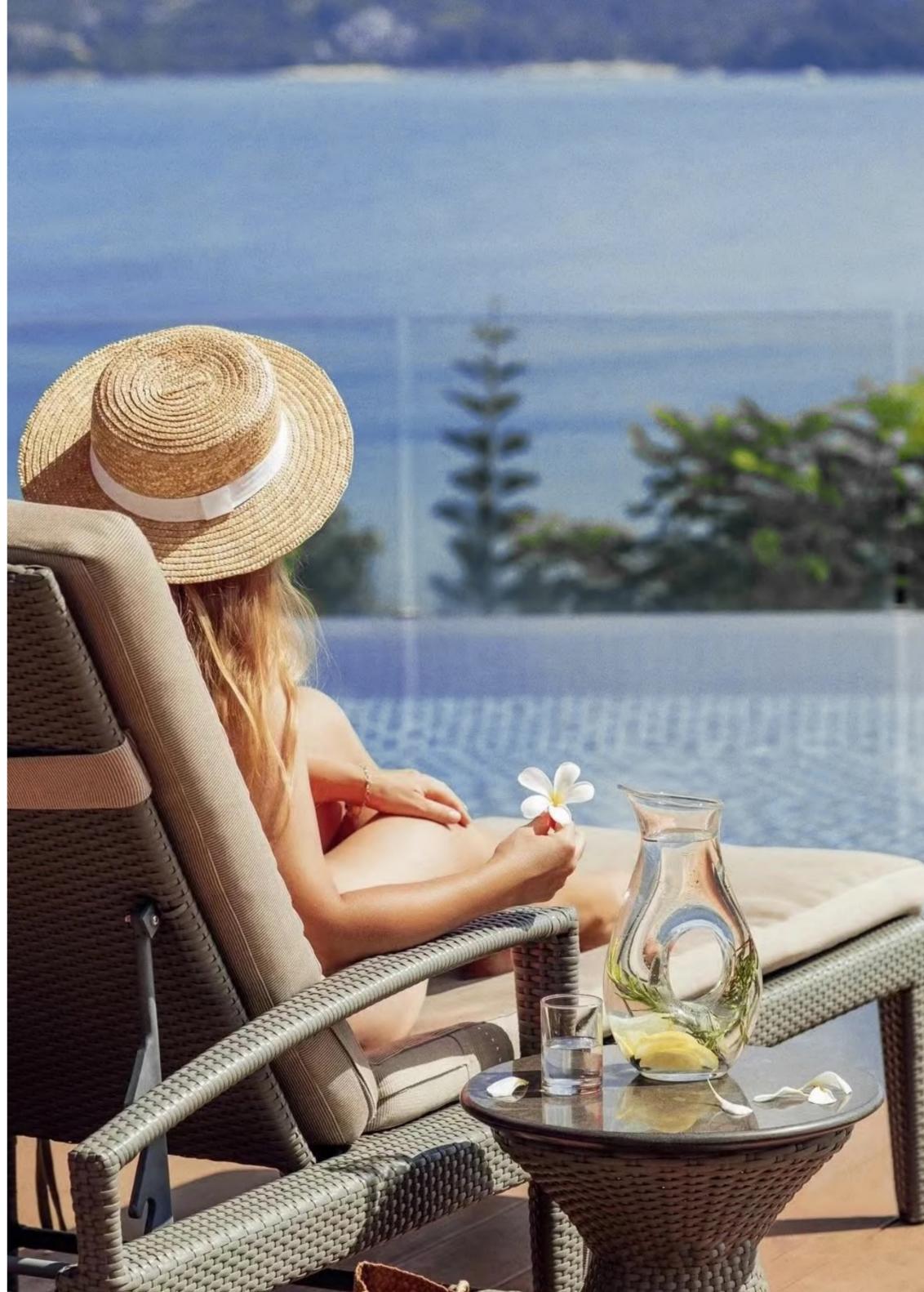




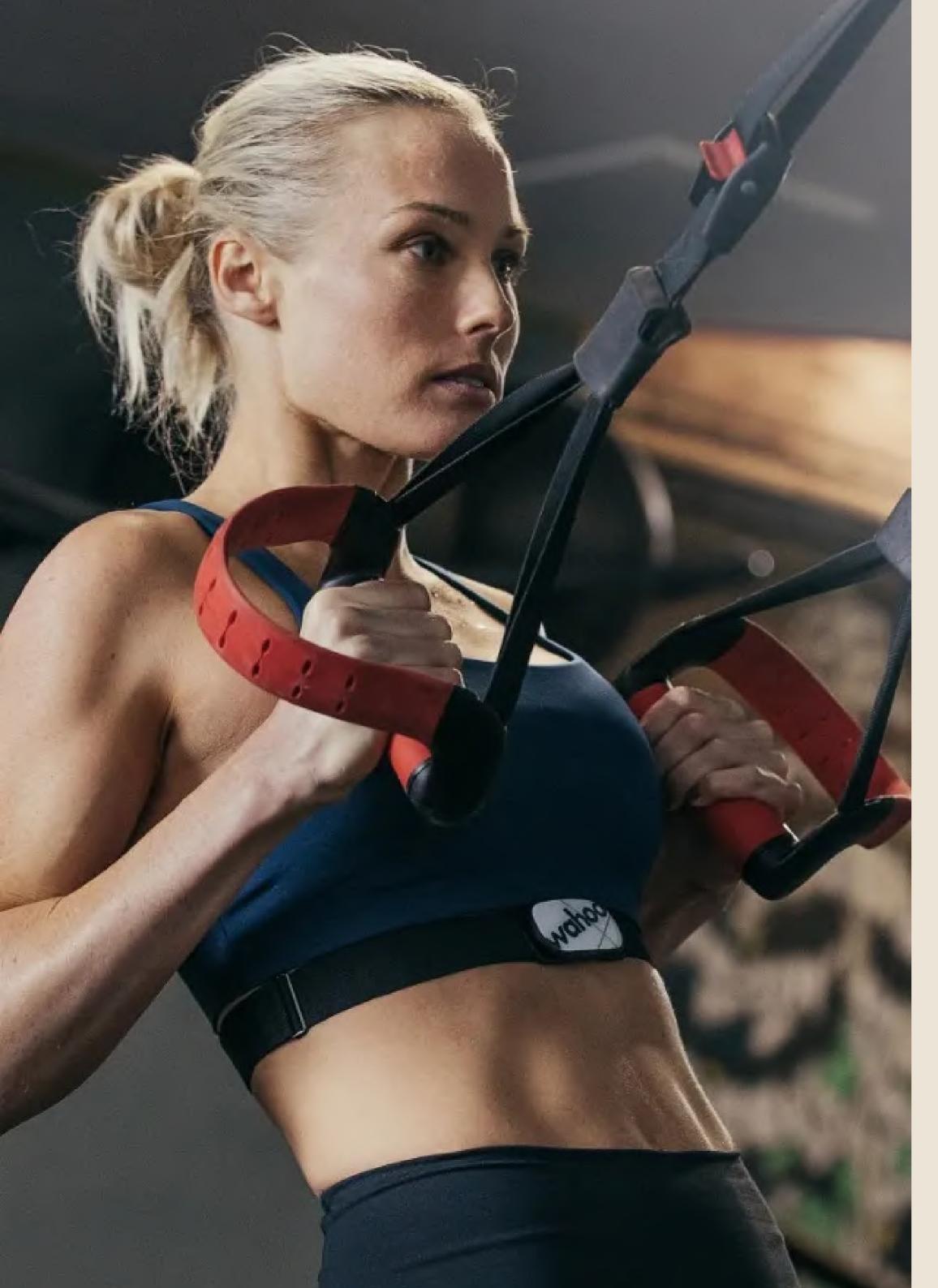
OUTDOOR BALCONY

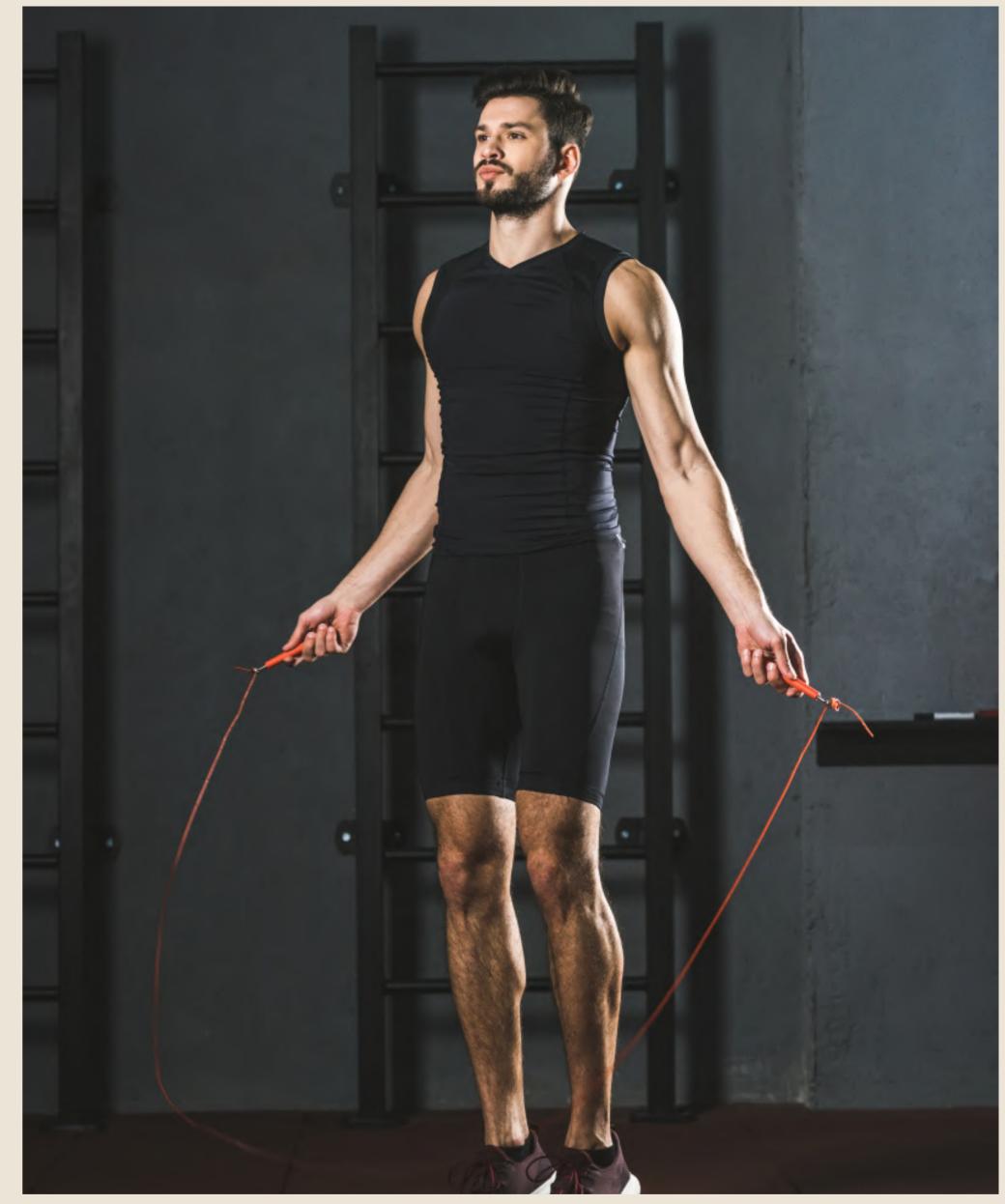
VERSATILE OUTDOOR SPACE FOR SOCIALIZING AND LEISURE ACTIVITIES











FITNESS STUDIO

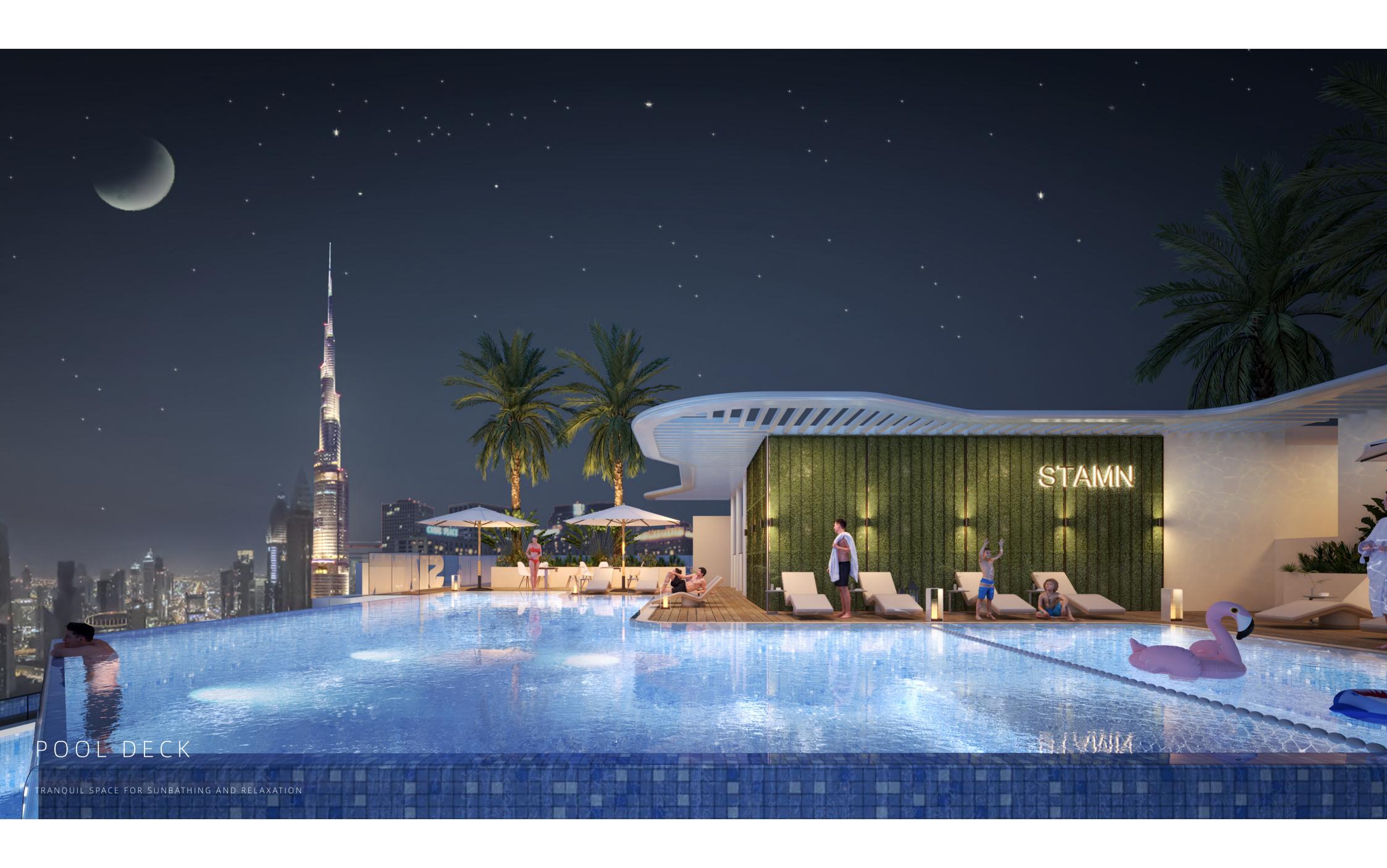
STATE-OF-THE-ART FACILITY FOR HEALTH AND WELLNESS PURSUITS



YOGA SPACE

STATE-OF-THE-ART FACILITY FOR HEALTH AND WELLNESS PURSUITS





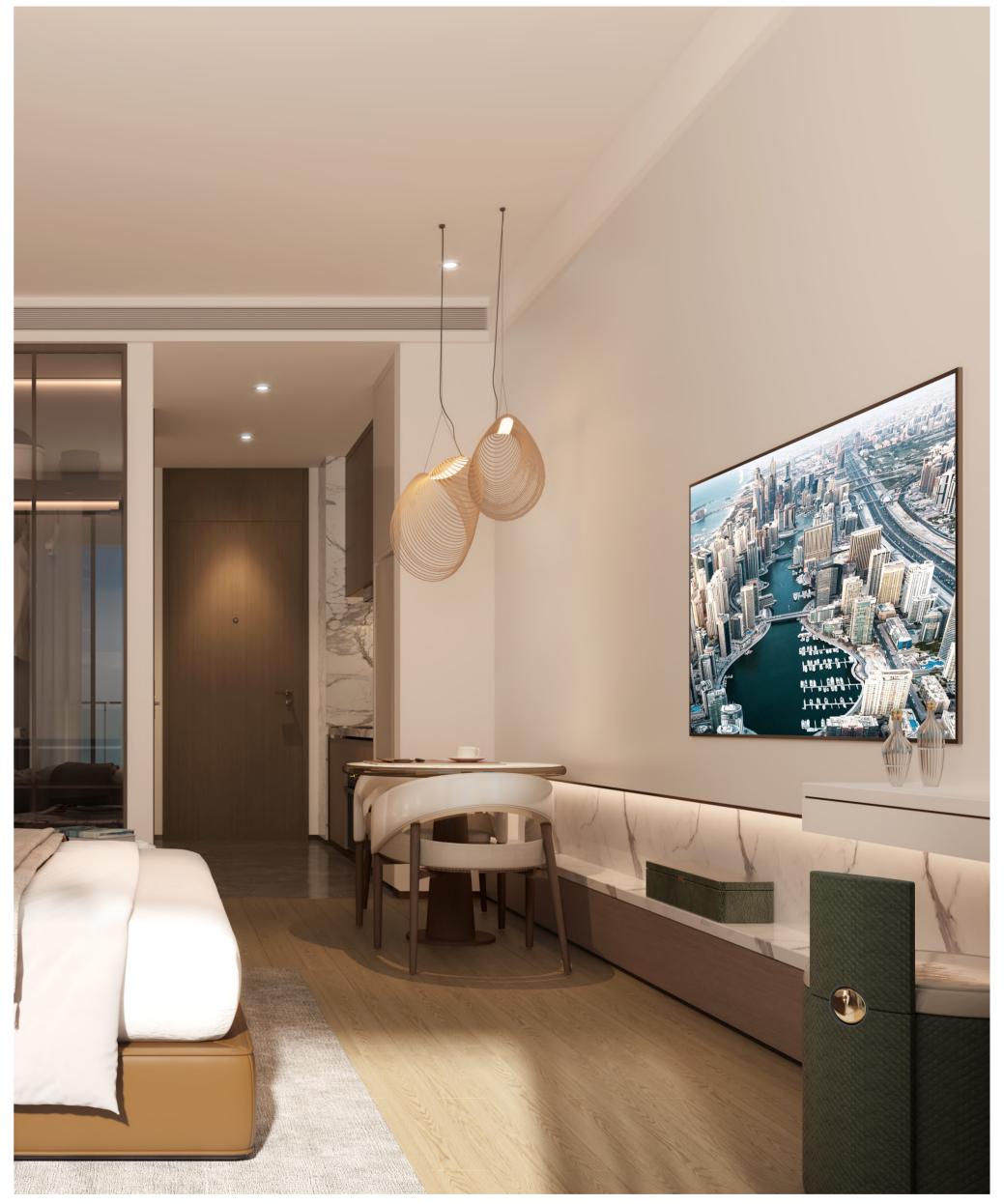










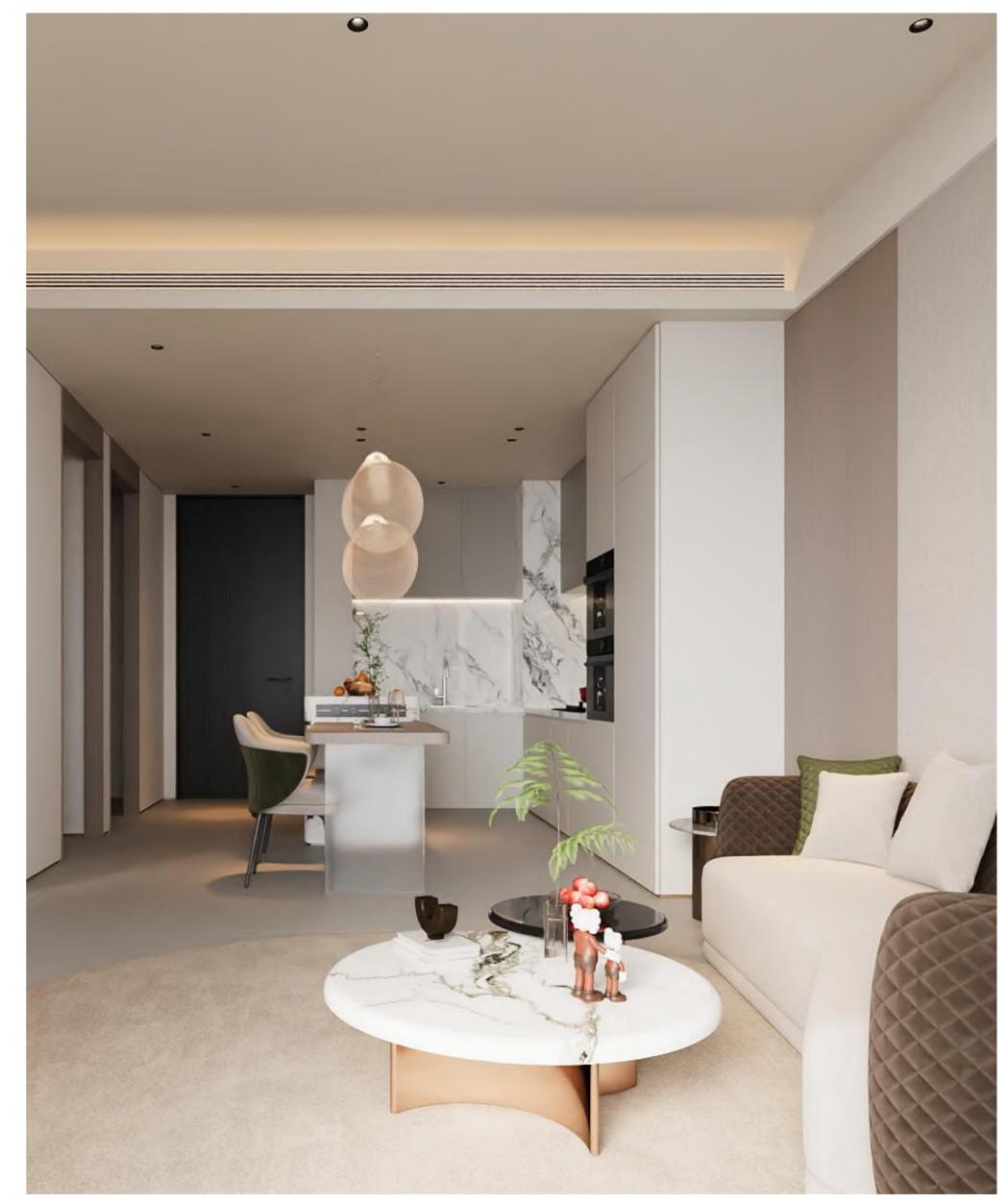


BEDROOM

OFFERING RESTFUL NIGHTS AND REJUVENATING MORNINGS



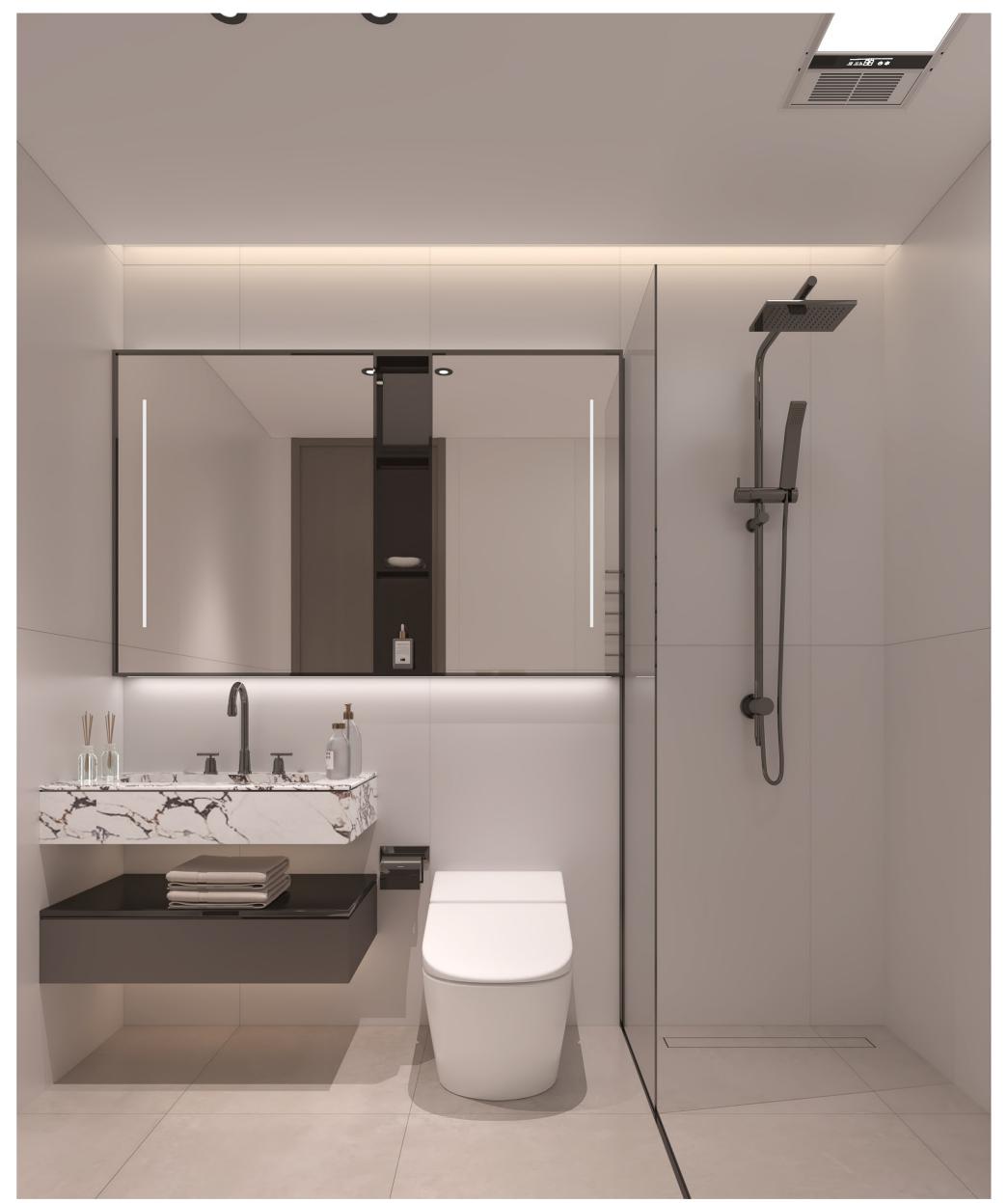




LIVING & DINING

A SANCTUARY FOR RELAXATION AND SOCIAL GATHERINGS





BATHROOM

DESIGNED FOR INDULGENT SELF-CARE AND REVITALIZATION



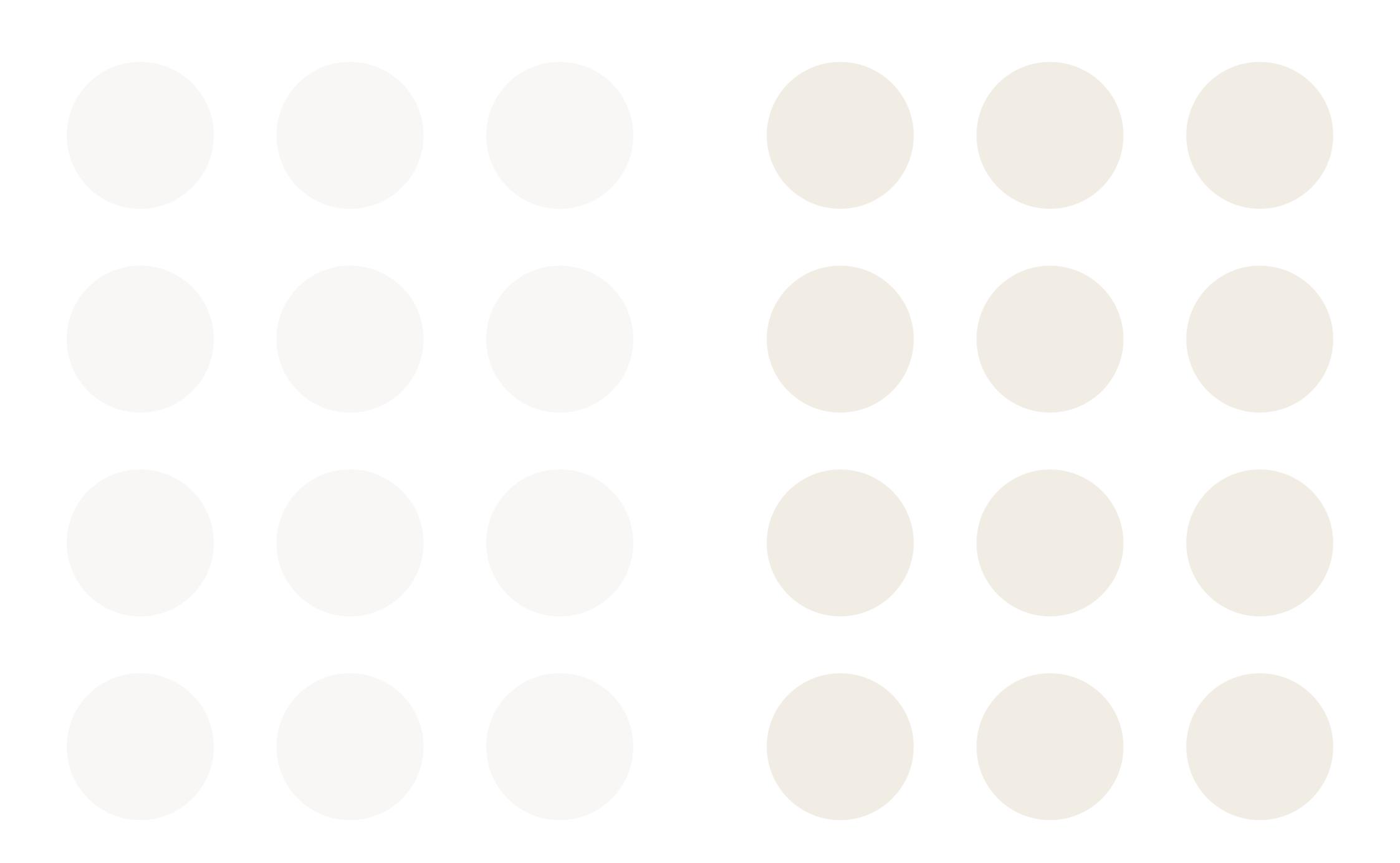


BUILDING FACADE

RICH IN DETAILS AND FULL OF PERSONALITY



BRAND COOPERATION
品牌合作





STAMN IN THE VAST EXPANSE OF STARSACROSS THE BOUNDLESS SKIES