



FROM LAND TO LIVING

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.



WHO  
WE ARE

# 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

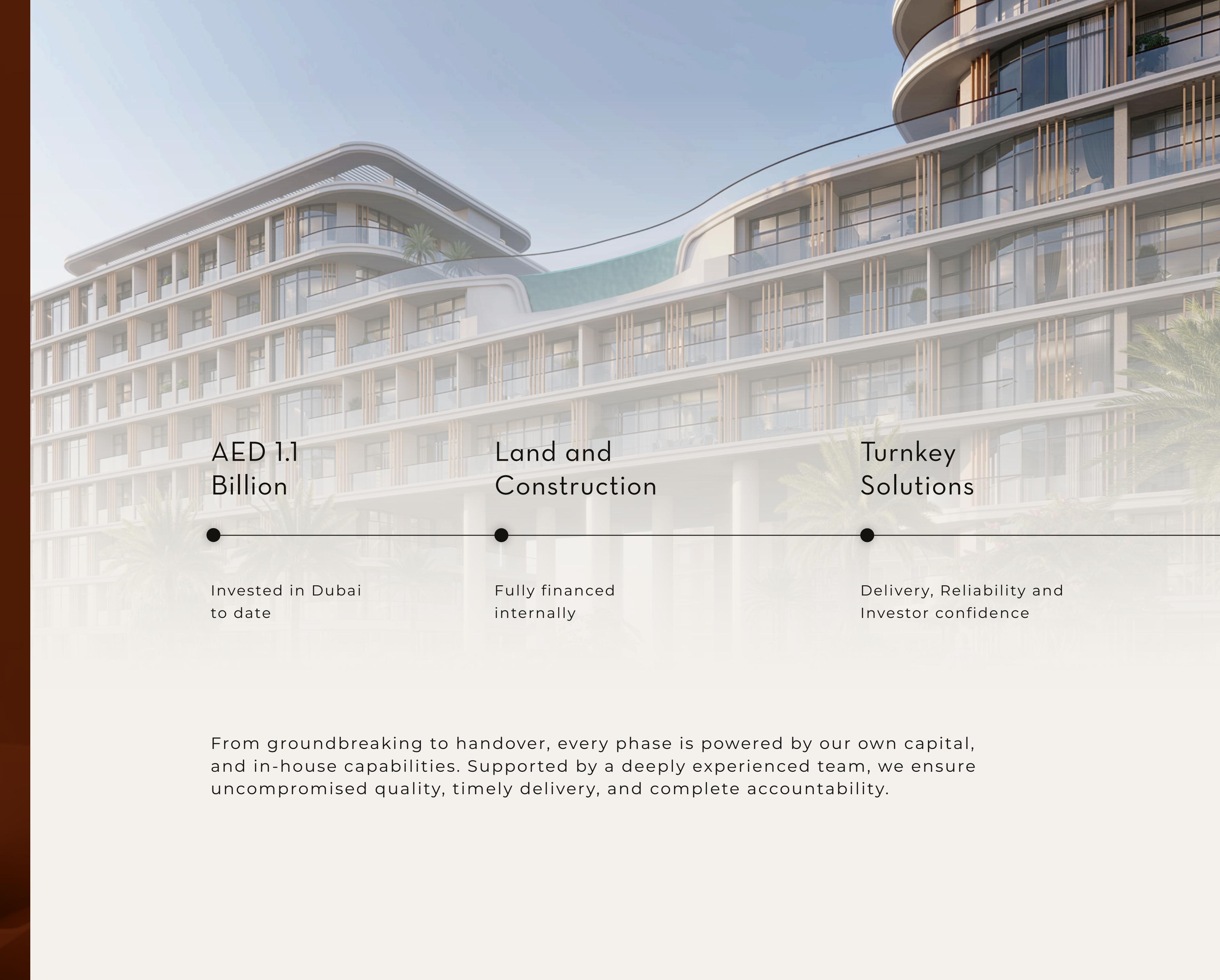
Secured

Respected

Remembered



# WHY HOLM



AED 1.1  
Billion

Invested in Dubai  
to date

Land and  
Construction

Fully financed  
internally

Turnkey  
Solutions

Delivery, Reliability and  
Investor confidence

From groundbreaking 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.



## LEADERSHIP

**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.



## LEADERSHIP

### 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.

# TIMELESSNESS: 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.



## 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

## Central locations

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.



## The Community

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

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

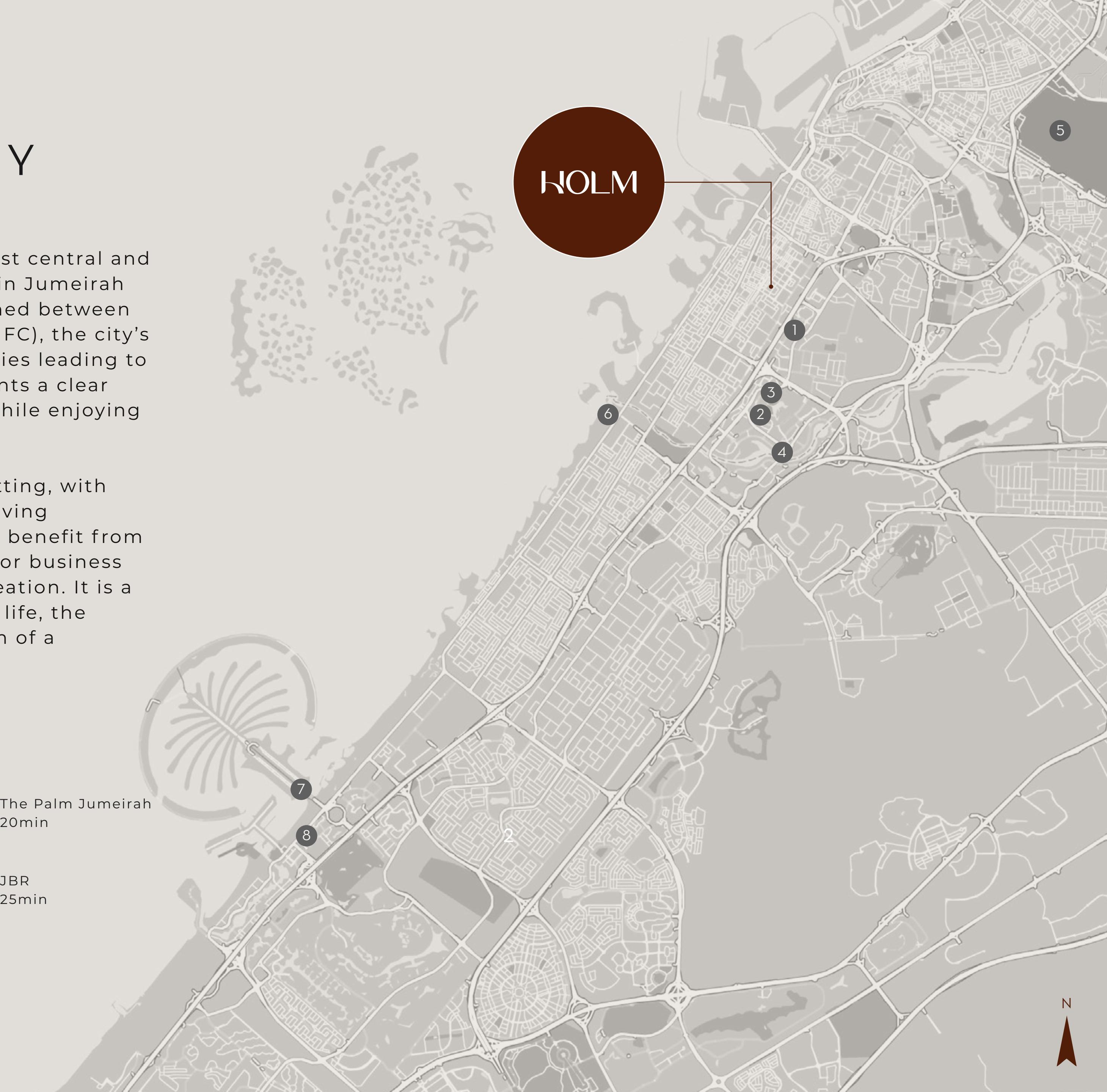
# THE ADDRESS OF NOVELTY

Holm focuses on developing exclusively within Dubai's most central and premium urban destinations. Its first projects are located in Jumeirah Garden City, a distinct neighborhood strategically positioned between two key districts - Dubai International Financial Centre (DIFC), the city's fast-paced commercial hub, and the residential communities leading to Jumeirah's public beaches. This rare location offers residents a clear advantage: seamless access to Dubai's professional core while enjoying the calm and relaxation of a coastal neighborhood.

The development is designed to capitalize on its prime setting, with main views oriented toward the Dubai skyline, shaping a living experience visually connected to the city's core. Residents benefit from unmatched convenience, enjoying short commutes to major business areas and easy access to the coast's open spaces and recreation. It is a location that truly delivers the best of both sides of Dubai life, the vibrant energy of the urban center and the peaceful charm of a Jumeirah address.

## Time travelled by car

- 1 DIFC 5min
- 2 Dubai Opera 5min
- 3 Dubai Mall/Burj Khalifa 5min
- 4 Business Bay 10min
- 5 Dubai International Airport (DXB) 10min
- 6 Jumeirah Beach Area 10min
- 7 The Palm Jumeirah 20min
- 8 JBR 25min



# GO-TO MARKET TIMELINE

## 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.
- Rollout of a major marketing campaign.

## November 2025

### First Project Launch

- Unveiling our inaugural residential project.

# INTERIORS WITH SOUL

Inspired by the quiet poetry of nature, this design philosophy embraces the raw beauty of stone, wood, clay, and mineral tones. Each space is crafted with natural textures, organic forms, and a palette of warm neutrals and soft greens. The result is a setting that evokes serenity, permanence, and a true sense of belonging.

Refined craftsmanship and subtle detailing add depth and character. Together, they create an atmosphere of timeless sophistication, where understated luxury feels effortless. This is more than a home. It is a sanctuary, grounded in nature and deeply connected to the self.



# THE HOLM ADVANTAGE

## Experienced Leadership

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

## Well-Funded Model

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

## 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.

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.

**Sergey Avayan**  
CEO





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