

HQ

by

ROVE

MARASI BAY

HQ by Rove
Marasi Bay Marina,
Business Bay, Dubai

hqbyrove.com

DEVELOPED BY
IRTH

DEVELOPER

IRTH

Born from the legacy of the Alshamsi family, IRTH is a next-generation real estate investment platform driven by a philosophy of value creation, innovation, and world-class living experiences. Our vision is rooted in the future, crafting bold, innovative developments that reflect our belief in purposeful design and future-forward living. IRTH remains attuned to the city's evolving landscape and continues to build on its legacy - founded on a solid commitment to excellence, trust and quality lifestyle living.

BRAND

R O V E
HOTELS

Rove is an award-winning lifestyle hotel and residences brand offering vibrantly designed properties in connected locations. Locally and culturally engaged, Rove's youthful and welcoming spirit celebrates creativity and community. Born in Dubai as a joint venture between Meraas Holding and Emaar Properties PJSC, Rove properties fuse 21st-century innovation with sustainability and great value, defining a new niche in the ever-evolving global hospitality sector.

PIONEERING THE CONCEPT OF HOSPITALITY-BRANDED WORKSPACES

An exclusive partnership between IRTH Group and Rove Hotels marks an exciting evolution within the region's commercial space landscape.

DUBAI OFFICE MARKET OVERVIEW



POPULATION SURGE

Dubai's population has rapidly grown from 3.75 million in 2024 to **4 million** in 2025, with projections to surpass **5.8 million residents by 2040** - underscoring its dynamic trajectory as one of the world's fastest-expanding urban cities.

HIGH OCCUPANCY RATES

Dubai's prime districts boast over **90% office occupancy**, reflecting unwavering confidence in the city as a global business hub.

GLOBAL DEMAND

Multinationals are consolidating **regional HQs** into larger, high-quality, modern offices in hubs like Business Bay, DIFC and similar.

RENTAL OUTLOOK

Premium office demand will outpace new supply, driving **continued rental growth** through the year.

FIRST EVER HOSPITALITY-BRANDED OFFICE BUILDING IN DUBAI



Welcome to the first ever hospitality-branded office building in Dubai – setting a new benchmark in next-generation workplaces.

Designed around people, lifestyle, and productivity, HQ by Rove reimagines the traditional office into a destination that blends the warmth and vibrancy of hospitality with the efficiency of Grade-A commercial space.

LOCATION



WELCOME TO THE OFFICE
YOU ACTUALLY WANT TO
SHOW UP FOR.



VIEWS



BURJ KHALIFA

CREEK HARBOUR

MARASI BAY

DUBAI DESIGN DISTRICT

LOCATION PROXIMITY



MARASI BAY MARINA

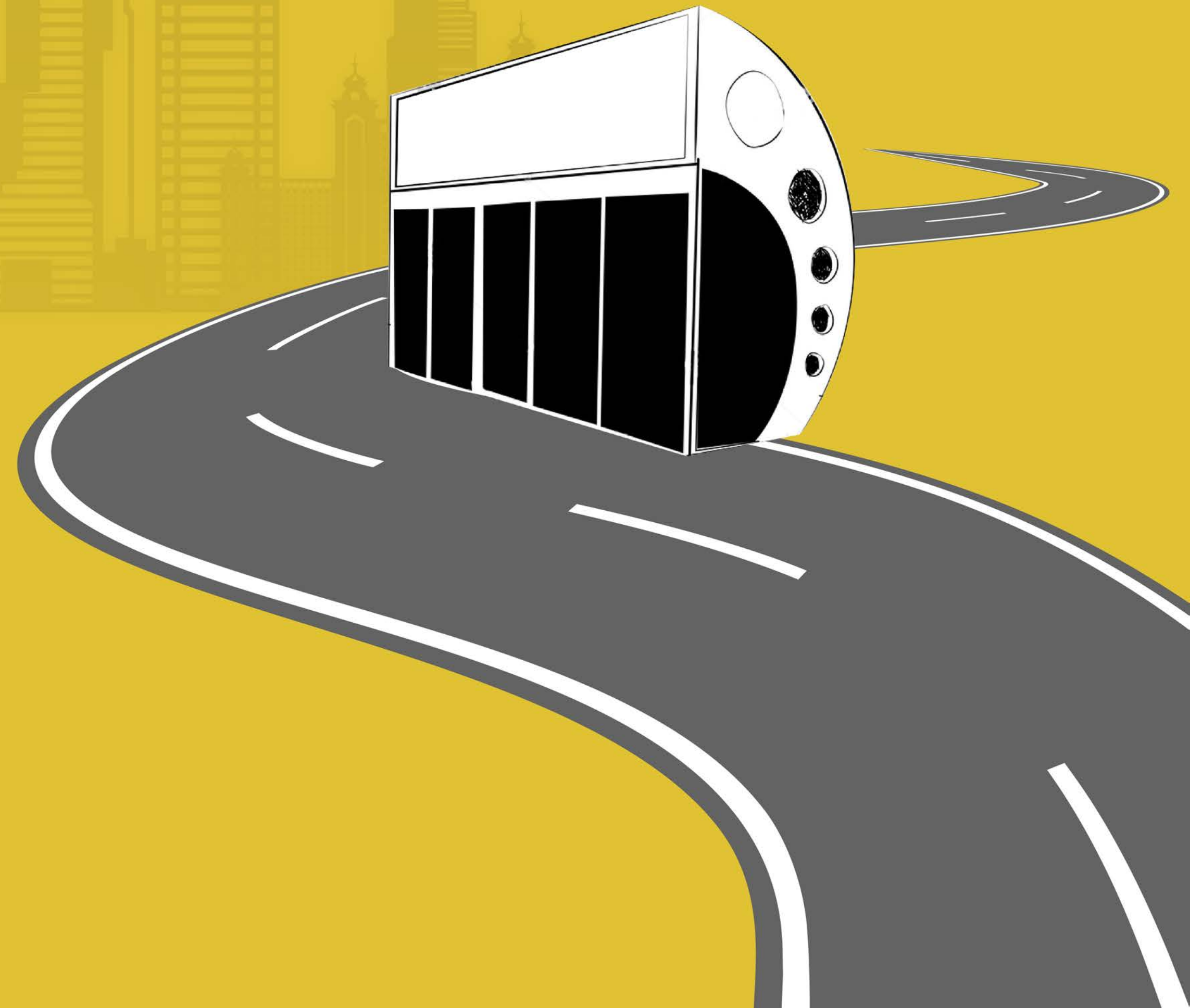
Just steps from HQ by Rove, Marasi Bay Marina is a vibrant waterfront destination featuring a 12-kilometer promenade of lively dining, leisure, and lifestyle experiences.

Marasi Bay promises to be a hub of elevated lifestyle experiences blending high-end living, premium workspaces, hospitality, leisure, and wellness experiences, including the first beach club in the Burj Khalifa District.



YOUR DIRECT ROUTE TO HQ

An exclusive private road will be constructed to provide direct access to HQ by Rove, facilitating seamless entry and exit and making daily commutes faster and more convenient.



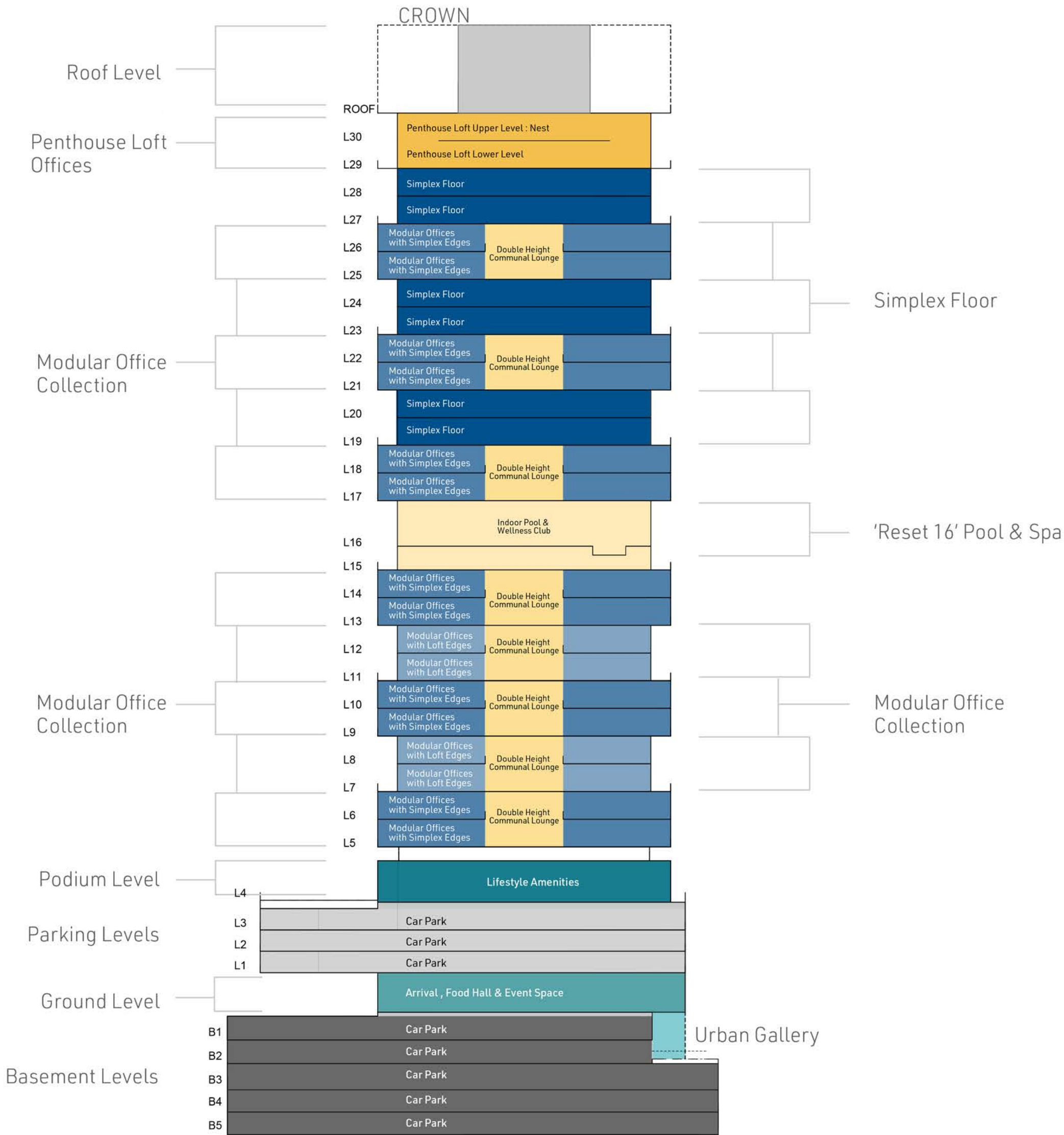
PROJECT AT A GLANCE



- **GROSS FLOOR SIZE:** ~22,500 SQFT
- **TOTAL OFFICE FLOORS:** 23
- **TOTAL MODULAR UNITS PER FLOOR:** UPTO 22 UNITS, STARTING FROM 625 SQFT
- **TOTAL AMENITIES:** 120,000 SQFT
- **TOTAL PARKING BAYS:** 988 ACROSS 8 FLOORS
 - 1 parking per modular unit
 - Additional Visitor and Valet Parking
 - Dedicated EV charging stations
 - Dedicated Bicycle Parking
- **TOTAL NUMBER OF ELEVATORS:** 21
 - Destination controlled high-speed passenger lifts: 14
 - Shuttle Lifts: 5
 - Service Lifts: 2

ANTICIPATED COMPLETION DATE: Q1 2029

BUILDING CONFIGURATION



MODULAR OFFICE COLLECTION

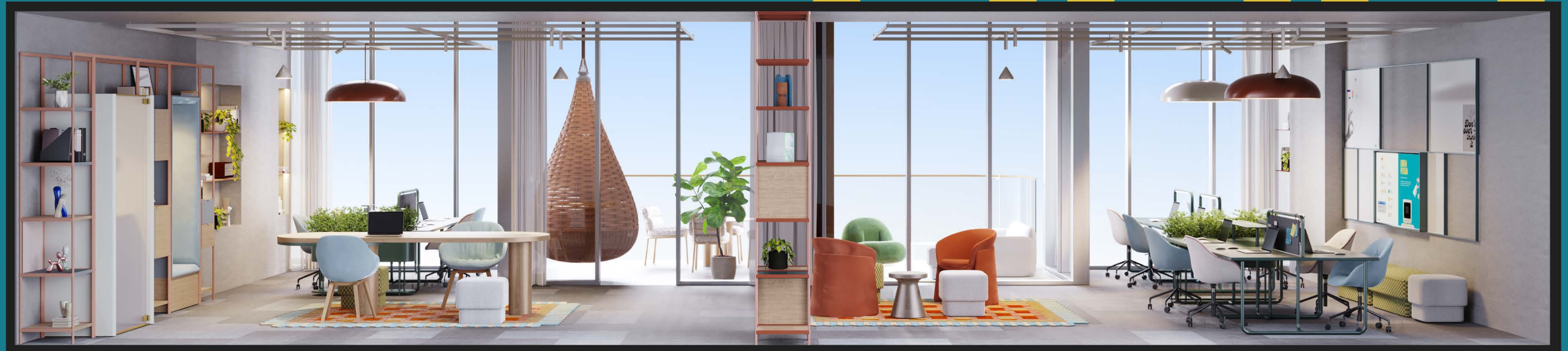
- **STUDIO: 625 - 725 SQFT**
Compact, smartly designed for efficiency and everyday functionality
- **DELUXE: 1360 - 1435 SQFT**
Designed with added comfort, dedicated meeting rooms, and upgraded furnishings
- **EXECUTIVE: 1986 - 2227 SQFT**
Double the size, offering more seating, storage, and flexible layouts to suit growing teams.
- **SIMPLEX EDGE: 1230 - 1614 SQFT**
Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace
- **A LA CARTE: 2700 SQFT AND ABOVE**
Bespoke offices for exactly what you need – modular, on-demand spaces tailored to your size requirements.

LOFT OFFICE COLLECTION

- **LOFT EDGE: 2050 - 2466 SQFT**
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.
- **PENTHOUSE LOFTS: 2183 - 5790 SQFT**
Step into a panoramic Penthouse Loft Office on highest floors - spacious, light-filled, and beautifully designed with a living touch.

Size inclusive of outdoor courtyards

MODULAR OFFICE COLLECTION



STUDIO + STUDIO = DELUXE

Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.





MODULAR OFFICES FOR EVERY TEAM SIZE

Designed to scale with your business and available on-demand, HQ by Rove gives you the freedom to expand, reconfigure, or right-size your space, adapting to your business needs.

FULLY-FITTED & FURNISHED SPACES THAT SPARK ACTION

Move-in ready, fully-fitted and fully-furnished offices designed with Rove's signature style – branded, functional, and built to energize teams and inspire momentum from day one.

FULLY-SERVICED OFFICES FOR ULTIMATE BUSINESS CONVENIENCE

From the moment you walk in, we take care of everything from high-speed internet, IT support, to a virtual reception desk, to give you ultimate convenience and peace of mind.

YOUR HQ DESK – CORPORATE CONCIERGE SERVICES

Access a full suite of services designed to keep your business moving fast, efficiently, and without distraction and elevate your workday with seamless support and instant resources.



Professional Call Handling

A local phone number with dedicated receptionist support, so you never miss an important call, without the added cost of hiring a helpdesk. Also, enjoy access to 24/7 voicemail to email.



High-Speed Internet Everywhere

Secure, lightning-fast Wi-Fi with a unique password that follows you throughout the building.



Full Support Team

Office Assistant, Receptionist, Secretary, dedicated Account Manager, IT Enablers available to assist your business.



On-Site Tech Support

Dedicated IT assistance and a responsive team, ready to solve issues instantly.



Smart Bookings Made Easy

Advanced system to reserve premium coworking zones, meeting rooms, and private pods effortlessly.



Mail and Courier Management

Professional handling of incoming and outgoing mail, deliveries, and parcel logistics to streamline operations, ensure security, and free up staff to focus on core business activities.

- MORE THAN JUST A WORKSPACE
- A RECEPTIONIST TO ANSWER YOUR CALLS
- A TEAM TO DELEGATE TO
- IT SUPPORT

WORK-LIFE HARMONY BUILT INTO DESIGN



AMENITIES



Packed with lifestyle-driven indoor and outdoor amenities like stylish meeting pods, fully equipped gym, breakout zones, event spaces, food hall and creative corners that make the workday feel more like a getaway. With everything you need to work and play under one roof, you will want to stay longer.

120,000 SQFT
OF LIFE-ENHANCING AMENITIES

28%
AMENITIES TO OFFICE SPACE RATIO

PAYMENT PLAN

15%

Down payment

5%

on 1st of November 2025

5%

on 1st of April 2026

5%

on 1st of September 2026

5%

on 1st of February 2027

5%

on 40% construction progress*
On or before 1st December 2027

5%

on 60% construction progress*
On or before 1st May 2028

5%

on 80% construction progress*
On or before 1st November 2028

50%

on completion

*As per the construction schedule

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