

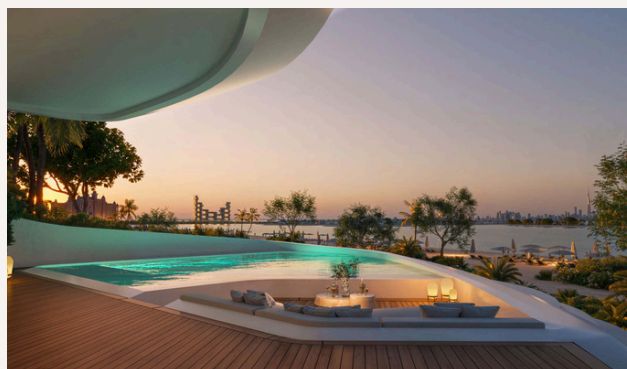


BELLA BY PASSO

WEST CRESCENT, PALM JUMEIRAH, DUBAI



Rising fourteen storeys on the West Crescent of Palm Jumeirah, BELLA is the second sculptural tower of PASSO, the flagship beachfront development by BEYOND. The tower comprises 268 residences, three penthouses, and three standalone six-bedroom Beach Mansions, arranged across five distinctive collections, including the Wellness Collection of garden duplexes with private plunge pools. With flowing curved facades inspired by the tides, floor-to-ceiling glazing, and 250 metres of private white-sand beach, BELLA frames uninterrupted views of the Arabian Gulf, Atlantis The Royal, and the Dubai Marina skyline.



The West Crescent is one of the final prime beachfront plots on Palm Jumeirah, and new supply is structurally limited. In my view, BELLA's appeal is scarcity: a design-led, non-branded prime product on Dubai's most recognisable address, priced below the surrounding branded residences. For clients seeking long-term capital preservation, I consider this one of the most compelling launches of the current cycle.

UNIT TYPES AND STARTING PRICES

TYPE	SIZE	STARTING PRICE
2 Bedrooms	1,300 to 2,130 sq ft	AED 6.2 Million
3 Bedrooms	1,800 to 2,580 sq ft	AED 13 Million
Penthouses (4 to 5 Bedrooms)	approx. 7,810 sq ft	Price on Request
Beach Mansions (6 Bedrooms)	approx. 11,830 sq ft	Price on Request



AMENITIES

- 250 m Private Beach
- Experience Pool
- Family Pool
- Kids Pool
- Pool Decks
- Sky Pool and Sky Garden
- Rooftop Spa with Infrared Sauna, Steam Room and Treatment Suites
- Wellness Pavilion
- Kids Pavilion (Montessori-inspired)
- Starlit Cinema and Social Deck
- Arrival Lounge and Library
- Social Club
- Piano Café
- Working Lounge
- Executive Library
- Open Lawn

LOCATION

Set on the West Crescent, BELLA is 4 minutes from Atlantis The Royal, 10 minutes from Nakheel Mall, 15 minutes from Dubai Marina, 25 minutes from Downtown Dubai, and 35 minutes from both DXB and DWC airports.



PAYMENT PLAN



10%
On
Booking



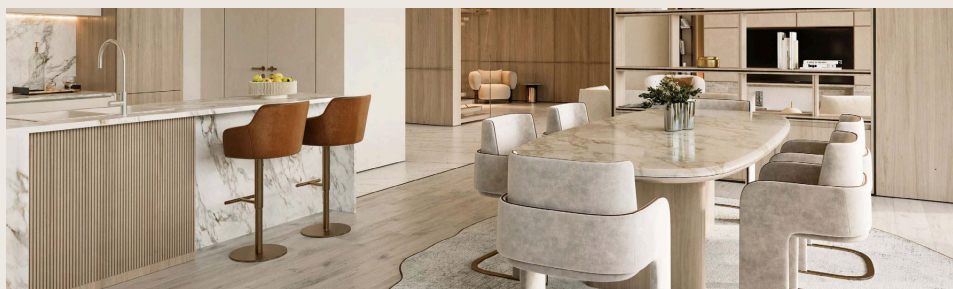
50%
During
Construction



40%
On
Handover



**Q3
2029**
Handover



KEY NUMBERS

268 Residences

3 Penthouses

3 Beach Mansions

5 Collections

250 m Private Beach

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All renders are non-binding and for illustrative purposes only. In case of conflict,
the Sale and Purchase Agreement prevails. Independent advice recommended.