



رأس الخيمة العقارية

RAK PROPERTIES

MASTER COMMUNITY DEVELOPER



The Strand

RAS AL KHAIMAH

BRIEFING

*Ras Al Khaimah,
a destination built on
growth, nature, and
opportunity*

ONE OF THE UAE'S FASTEST- GROWING DESTINATIONS

for tourism, investment, and quality of life.

A STRONG YIELD ENVIRONMENT

with solid rental performance and long-term
value creation.

LOWER ENTRY PRICE POINT

compared to Dubai, offering accessible
investment with high potential returns.

STRATEGICALLY POSITIONED

with easy connectivity to Dubai and the UAE's
economic and lifestyle hubs.



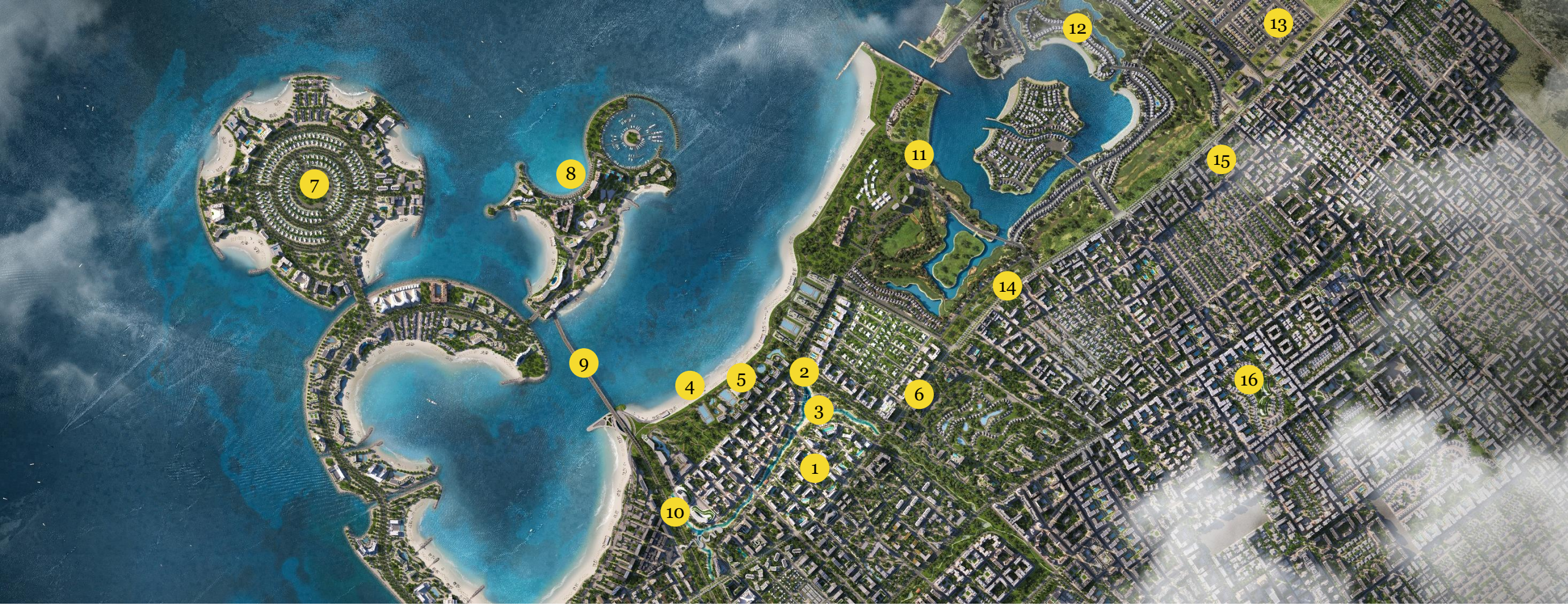


Why Marjan Beach District Matters

AT THE HEART OF RAS AL KHAIMAH'S GROWTH CORRIDOR

- Located within the **Marjan Beach District**
- Close to **Al Marjan Island beaches**, resorts, dining and leisure
- Near **Wynn Al Marjan Island**, one of the region's most significant hospitality developments
- Benefitting from **ongoing infrastructure investment**, including improved road connectivity into the Marjan area
- Positioned within a rapidly emerging lifestyle and tourism hub

Location confidence today supports demand and *value over the long term.*



Al Marjan Masterplan

- | | | | |
|----------------------------|--------------------|-----------------------|-------------------------------------|
| 1 The Strand | 5 The Corniche | 9 Bridge | 13 RAK Academy Al Hamra |
| 2 Al Marjan Beach District | 6 E11 | 10 Marjan Boulevard | 14 Al Hamra Mall |
| 3 Central Park | 7 Al Marjan Island | 11 Al Hamra Golf Club | 15 RAK Central |
| 4 Marjan Beach | 8 Wynn Resort | 12 Al Hamra Village | 16 RAL Medical Center
Al Jazeera |

*Strategically positioned,
rapidly growing*

Ras Al Khaimah combines steady economic growth with rising tourism and global investment appeal, strategically located within easy reach of Dubai, Abu Dhabi and major international airports.

The Strand
RAS AL KHAIMAH





The Strand

RAS AL KHAIMAH

Life, Connected

THE STRAND:

A NEW COASTAL MASTERPLAN DESTINATION

- Located within the **Marjan Beach District**
 - Designed as a **people-first, residential-led destination**
 - Focused on everyday living: green space, walkability, social life
 - Built around a central **green park spine**
-

Strand



Behind the brand

THE PROMISE THAT EVERYTHING HERE
WORKS TOGETHER - WHERE LIFE
CONNECTS TO WHAT MATTERS.

THE SIMPLEST WAY TO EXPRESS THIS
IS WITH ONE WORD: **AND**

- **AND** brings life's best parts together: work and play, creativity and community, movement and quiet moments
- And the underline is the Strand itself — situated on the strand, a line you move along, explore, and come back to these two symbols power the brand and the entire experienceity

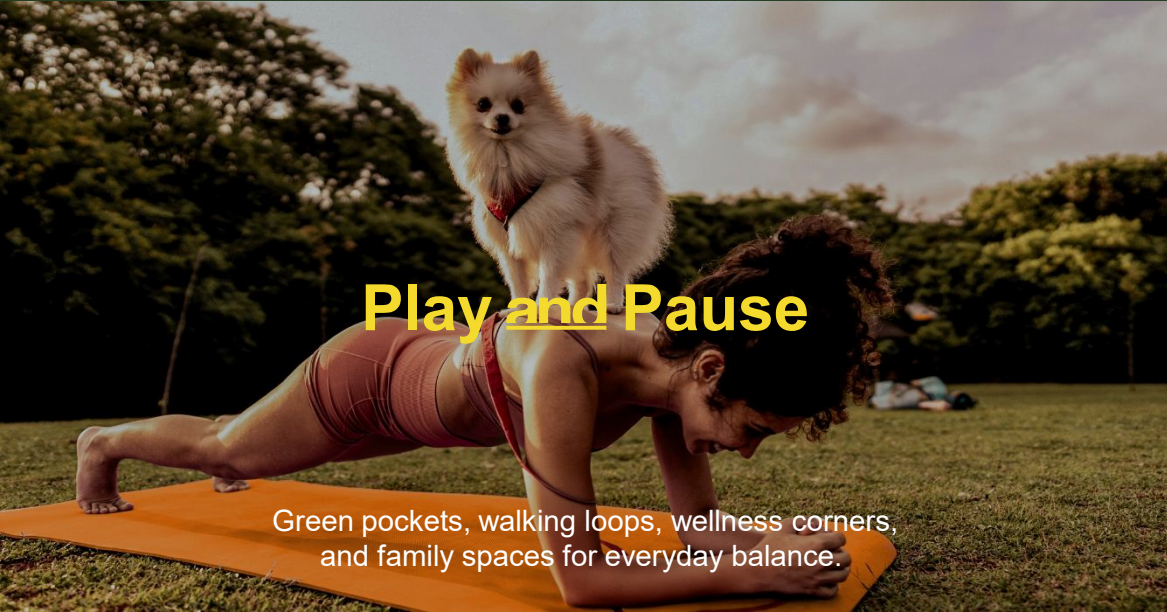
This is *Life, Connected* — and it's coming to RAK.

Life, Connected

A person with short dark hair, wearing a dark shirt and a light-colored apron, is seen from behind, painting on a canvas mounted on an easel. The studio is filled with various art supplies, including bottles of paint and brushes, and has a warm, artistic atmosphere with soft lighting.

Art and Soul

Studios, creative cafés, and cultural spaces designed to bring inspiration to daily life.

A woman with curly hair, wearing a red sports bra and leggings, is in a plank position on a yellow yoga mat outdoors. A small, fluffy white dog is sitting on her back. The background shows a lush green lawn and trees under a soft sky.

Play and Pause

Green pockets, walking loops, wellness corners, and family spaces for everyday balance.

A barista is working behind a modern coffee counter, which is equipped with various coffee-making tools and ingredients. The scene is set in a bright, airy space with large windows and indoor plants, creating a welcoming atmosphere.

Coffee and Conversation

Cafés, workshops, markets, and movie screenings support a community built around shared moments.

Four people—two men and two women—are standing together in a modern, plant-filled space, engaged in conversation. They are all holding coffee cups, suggesting a social gathering in a community space.

Gather and Grow

Coworking areas, quiet pods, and flexible spaces designed for focus and connection.



The Strand

RAS AL KHAIMAH



At a Glance

3 Districts

CONNECTED BY
THE STRAND WALK

6000+

HOMES IN
26 BUILDINGS

170K+

SQM RETAIL
AND F&B

187K

SQM OF LAND

540K

SQM OF GFA

Lifestyle with Nature as the connector



A Masterplan Designed for Community

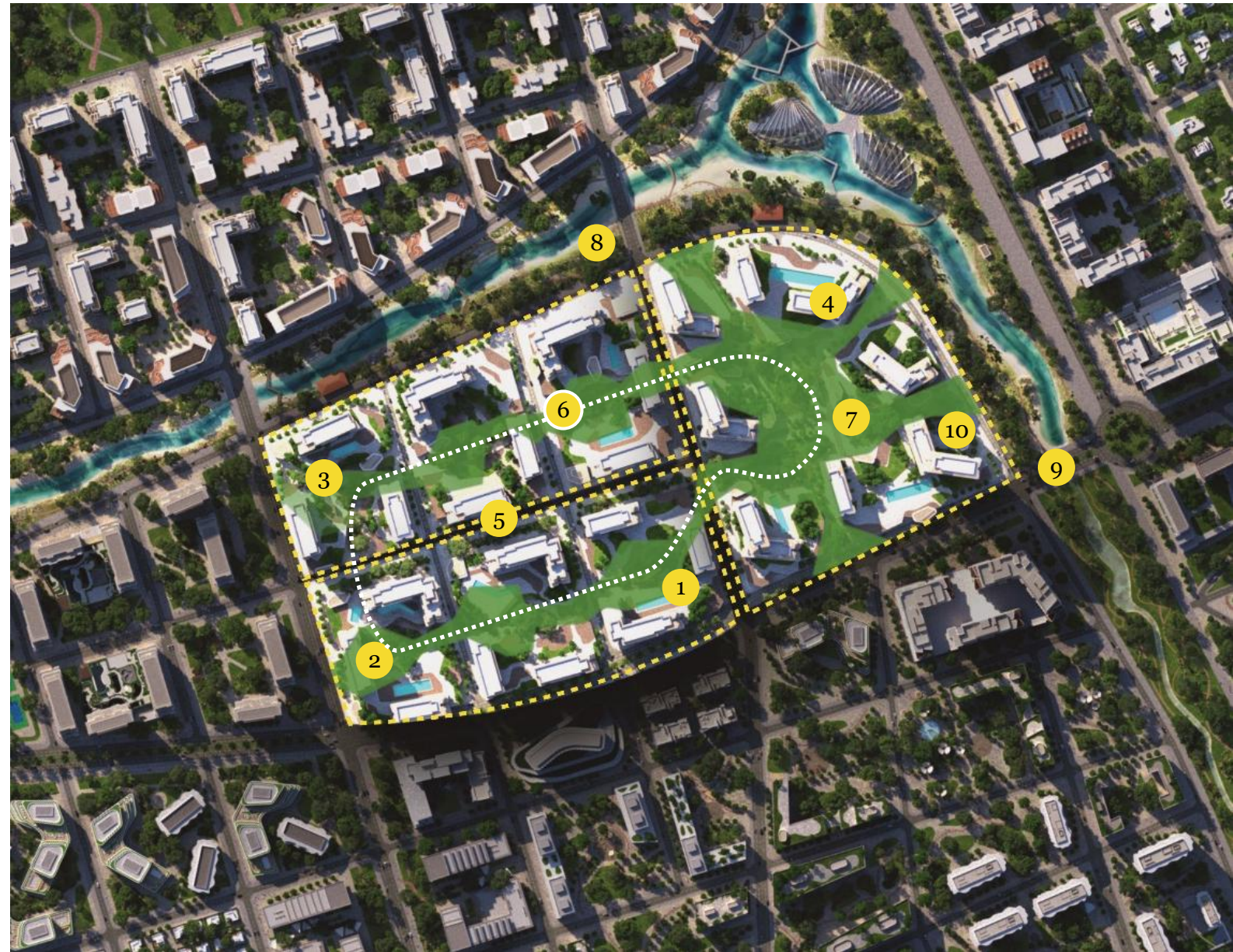
THREE DISTRICTS. ONE CONNECTED PLACE.

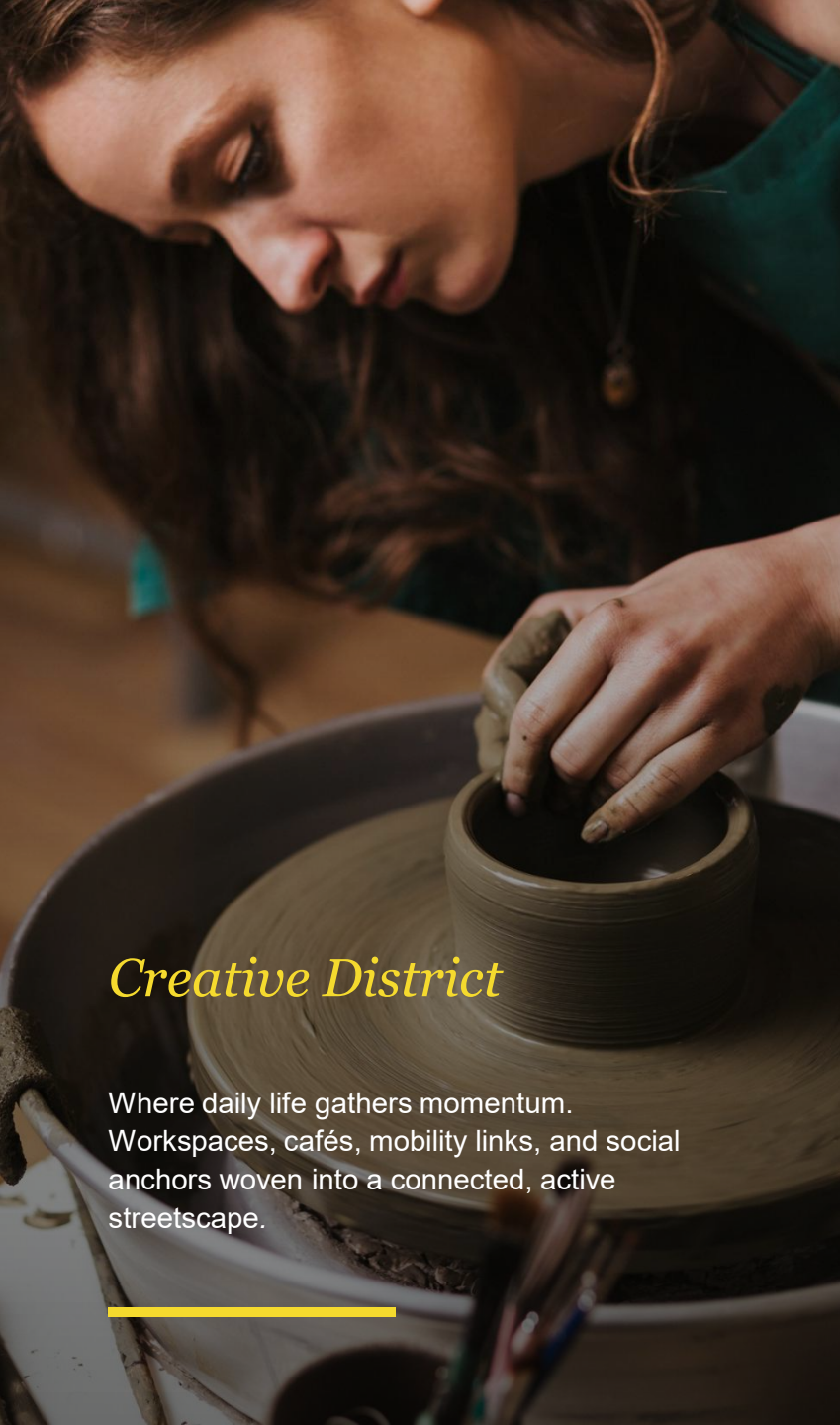
- **Garden District:** nature-led living, park-facing homes, wellness
- **Urban District:** contemporary lifestyle, amenities, energy
- **Creative District:** culture, art, expression, community life

All districts connected by landscape, pedestrian routes, and shared spaces designed to encourage movement, interaction, and belonging.

Buyers aren't choosing just a home — *they're choosing a way of living.*

- | | |
|---------------------|-------------------------|
| 1 Lunara | 6 The Strand Walk/Spine |
| 2 Urban District | 7 Strand Central Park |
| 3 Creative District | 8 Marjan Park |
| 4 Garden District | 9 E11 |
| 5 The Boulevard | 10 The Strand Tower |





Creative District

Where daily life gathers momentum.
Workspaces, cafés, mobility links, and social
anchors woven into a connected, active
streetscape.



Urban District

Where daily life gathers momentum.
Workspaces, cafés, mobility links, and social
anchors woven into a connected, active
streetscape.



Garden District

Where calm settles naturally. Green open
spaces, family-friendly living, and homes that
sit comfortably beside parkland.

The Strand Walk

The Strand Walk is a **pedestrian-first green spine and network of walkways** that connect the different districts and lifestyle elements of *The Strand* community.

It's more than a pathway — it's a **central organizing feature of the urban design** that brings together public spaces, leisure, retail, residential, and natural landscapes and, walkable layout.



The Strand Walk/Spine





The Strand Walk

A continuous landscaped route linking districts, parks, and shared spaces. Shaded pathways ensure comfort throughout the year, encouraging movement at a natural pace.

Not simply a connection, but a rhythm that brings the neighborhood together.

1.5km

WALKABLE PATHS

5000+

TREES

Lifestyle Context & Market Appeal

A DESTINATION THAT MATCHES HOW PEOPLE WANT TO LIVE

- Proximity to **golf courses**, beaches, resorts, and outdoor recreation
- Balanced lifestyle appeal: coastal living + green space + leisure

Strong relevance for:

- End users seeking quality of life
- Second-home buyers
- Long-term investors focused on location fundamentals

The Strand sells a lifestyle story that resonates across buyer types.



*An integrated
community
with a human heart*

Strand



LUNARA

*The first release.
Three buildings.
One connected community*

Introducing Lunara, a collection of 583 contemporary apartments in the heart of The Strand's Urban District.





LUNARA



Lunara
Apartment types

Strand

1 Bedroom

	<i>no.</i>	<i>bathrooms</i>	<i>location</i>
SUITE	169+6	1	Middle / Spine
DELUXE	193	1	Middle
PREMIUM	126	2	Corners

2 Bedroom

	<i>no.</i>	<i>bathrooms</i>	<i>location</i>
PREMIUM	68	2	Middle
PREMIUM + MAID	20	2.5	Corners

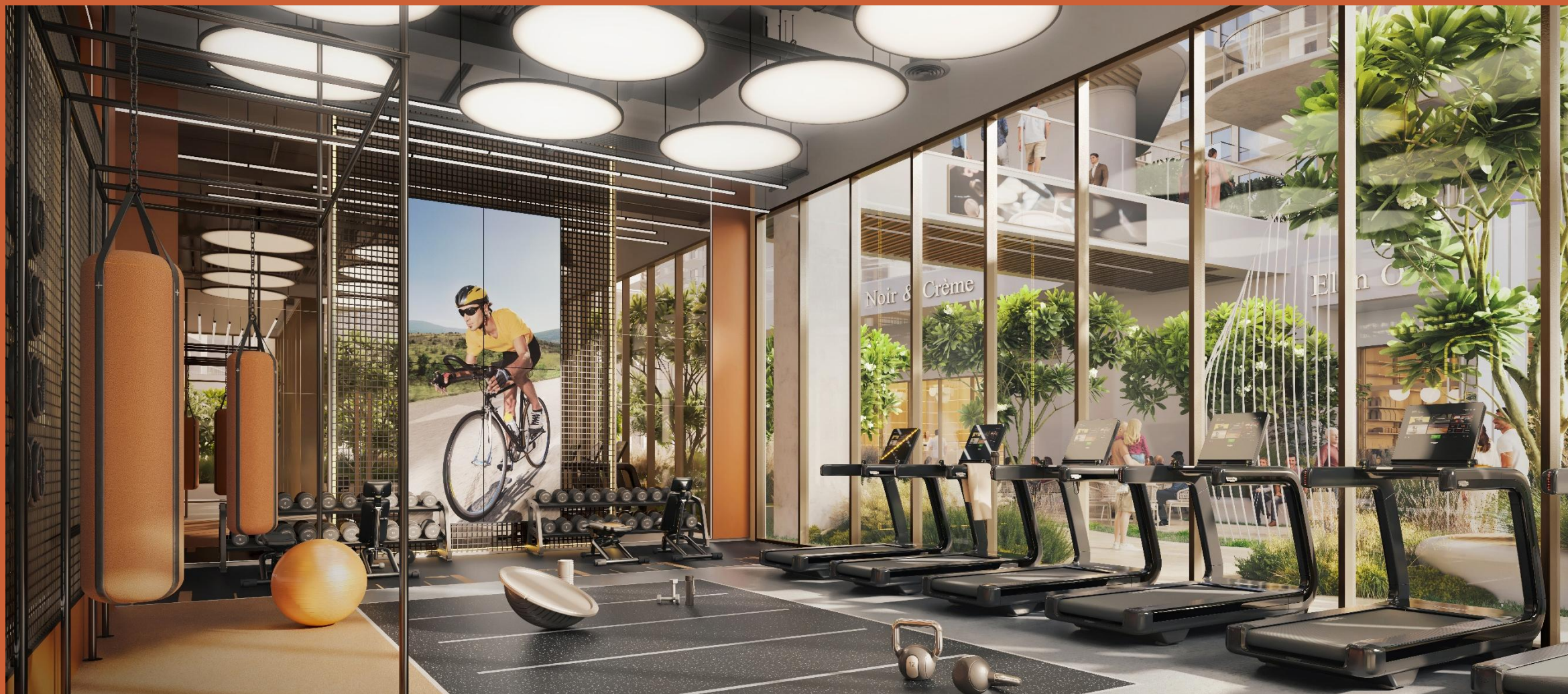
3 Bedroom

	<i>no.</i>	<i>bathrooms</i>	<i>location</i>
PENTHOUSE	1	3.5	Corners

* Floor plan numbers, square footage, and floor plans are approximate and are subject to change. Final dimensions, square footage, and floor plans may vary or be mirrored. Balcony areas may differ depending on the location of the unit on the floor

Entrance lobby





Coworking space



Modern apartment living

Thoughtfully planned layouts. Light-filled spaces. Enduring quality throughout. Created for long-term living.

Strand
Strand
Strand





Master bedroom

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Main bathroom





Second bedroom

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One-bedroom suite

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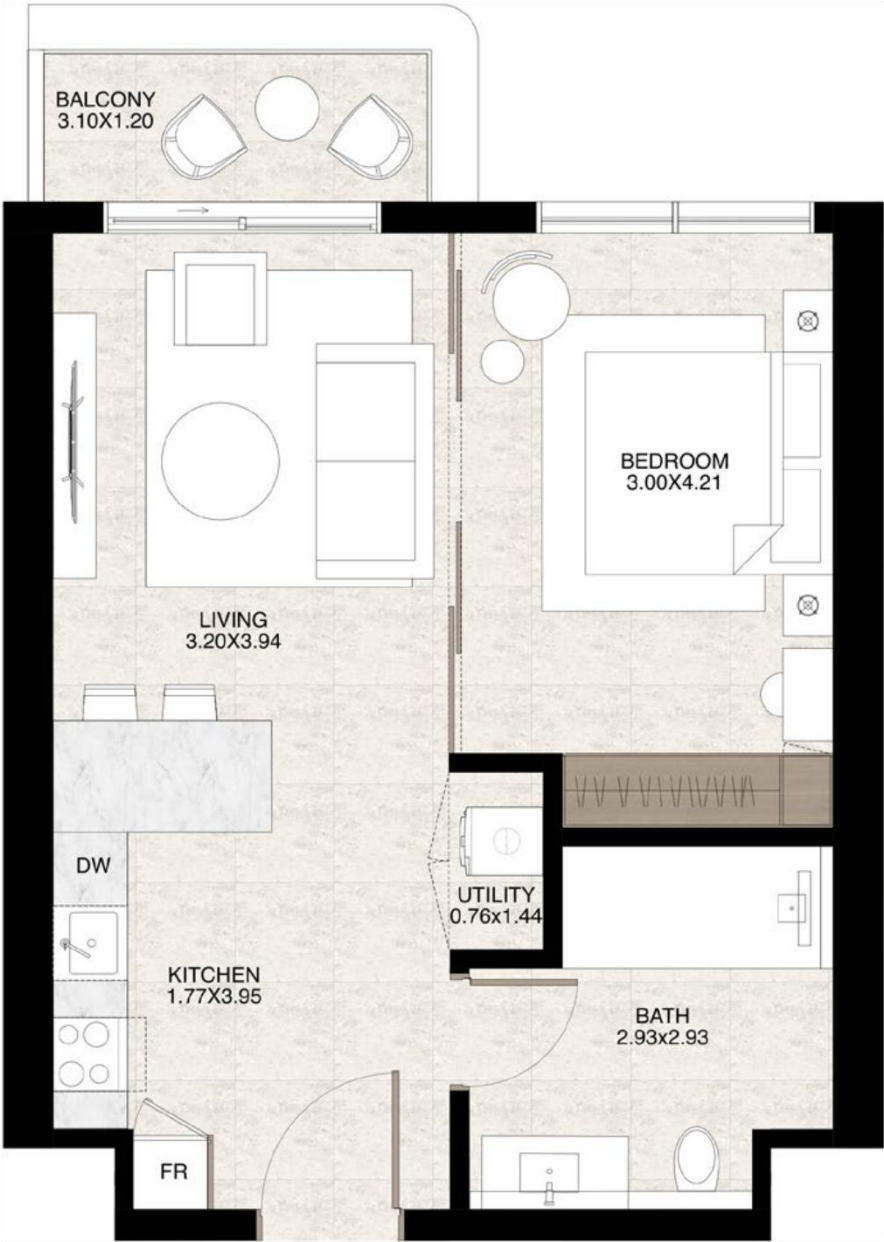
	TOTAL AREA			
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	551.11	567.90	51.20	52.76
Outdoor Area	45.96	48.01	4.27	4.46
Total Area	597.50	615.91	55.51	57.22

UNITS	
Tower A	A-105, A-106, A-107, A-108, A-113, A-114, A-115, A-116, A-206, A-207, A-208, A-209, A-214, A-215, A-216, A-217, A-306, A-307, A-308, A-309, A-314, A-315, A-316, A-317, A-406, A-407, A-408, A-409, A-414, A-415, A-416, A-417, A-506, A-507, A-508, A-509, A-514, A-515, A-516, A-517, A-606, A-607, A-608, A-609, A-614, A-615, A-616, A-617, A-712, A-713, A-714, A-715
Tower B	B-106, B-107, B-112, B-113, B-114, B-115, B-206, B-207, B-208, B-209, B-214, B-215, B-216, B-217, B-306, B-307, B-308, B-309, B-314, B-315, B-316, B-317, B-406, B-407, B-408, B-409, B-414, B-415, B-416, B-417, B-506, B-507, B-508, B-509, B-514, B-515, B-516, B-517, B-606, B-607, B-608, B-609, B-614, B-615, B-616, B-617, B-706, B-707, B-708, B-709, B-714, B-715, B-716, B-717, B-806, B-807, B-808, B-809, B-814, B-815, B-816, B-817, B-912, B-913, B-914, B-915
Tower C	C-111, C-112, C-113, C-114, C-115, C-116, C-121, C-122, C-123, C-124, C-211, C-212, C-213, C-214, C-215, C-216, C-221, C-222, C-223, C-224, C-311, C-312, C-313, C-314, C-315, C-316, C-321, C-322, C-323, C-324, C-411, C-412, C-413, C-414, C-415, C-416, C-421, C-422, C-423, C-424, C-511, C-512, C-513, C-514, C-515, C-516, C-609, C-610, C-611, C-612, C-613, C-614

KEY PLAN



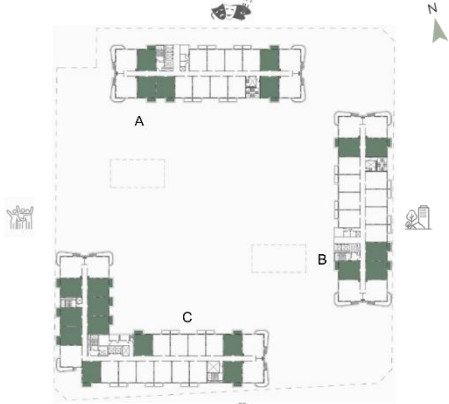
1 Bedroom Suite



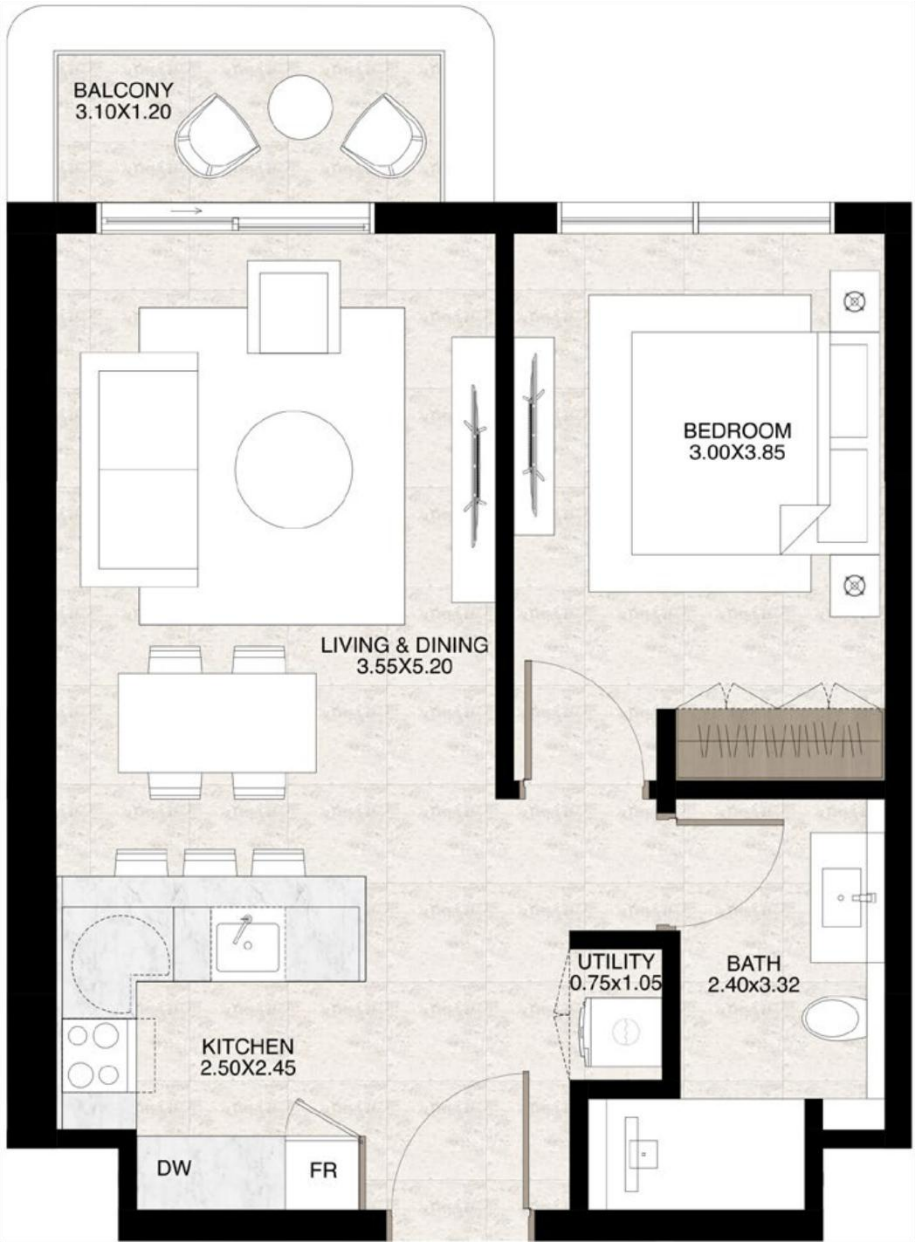
TOTAL AREA				
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	584.70	602.35	54.32	55.96
Outdoor Area	45.96	47.36	4.27	4.40
Total Area	630.87	649.28	58.61	60.32

UNITS	
Tower A	A-101, A-104, A-109, A-112, A-201, A-204, A-205, A-210, A-213, A-301, A-304, A-305, A-310, A-313, A-401, A-404, A-405, A-410, A-413, A-501, A-504, A-505, A-510, A-513, A-601, A-604, A-605, A-610, A-613, A-701, A-704, A-705, A-708, A-711, A-801, A-804, A-805, A-808, A-811, A-901, A-904, A-905, A-908, A-911, A-1001, A-1004, A-1005, A-1101, A-1104, A-1105, A-1201, A-1204, A-1205
Tower B	B-101, B-104, B-105, B-108, B-111, B-201, B-204, B-205, B-210, B-213, B-301, B-304, B-305, B-310, B-313, B-401, B-404, B-405, B-410, B-413, B-501, B-504, B-505, B-510, B-513, B-601, B-604, B-605, B-610, B-613, B-701, B-704, B-705, B-710, B-713, B-801, B-804, B-805, B-810, B-813, B-901, B-904, B-905, B-908, B-911, B-1001, B-1004, B-1005, B-1008, B-1011, B-1101, B-1104, B-1105, B-1108, B-1111, B-1201, B-1204, B-1205, B-1301, B-1304, B-1305, B-1401, B-1404, B-1405
Tower C	C-101, C-102, C-103, C-106, C-107, C-108, C-110, C-117, C-120, C-201, C-202, C-203, C-206, C-207, C-208, C-210, C-217, C-220, C-225, C-301, C-302, C-303, C-306, C-307, C-308, C-310, C-317, C-320, C-325, C-401, C-402, C-403, C-406, C-407, C-408, C-410, C-417, C-420, C-425, C-501, C-502, C-503, C-506, C-507, C-508, C-510, C-517, C-520, C-523, C-601, C-602, C-605, C-606, C-608, C-615, C-618, C-621, C-701, C-702, C-705, C-706, C-708, C-712, C-715, C-718, C-801, C-802, C-804, C-805, C-807, C-815, C-903, C-911, C-1002, C-1009

KEY PLAN



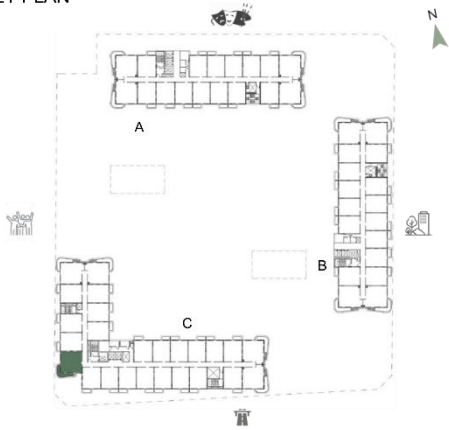
1 Bedroom Deluxe



	TOTAL AREA			
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	695.78	695.99	64.64	64.66
Outdoor Area	142.19	142.19	13.21	13.21
Total Area	837.97	838.19	77.85	77.87

UNITS	
Tower C	C-109, C-209, C-309, C-409, C-509, C-607, C-707, C-806, C-902, C-1001

KEY PLAN

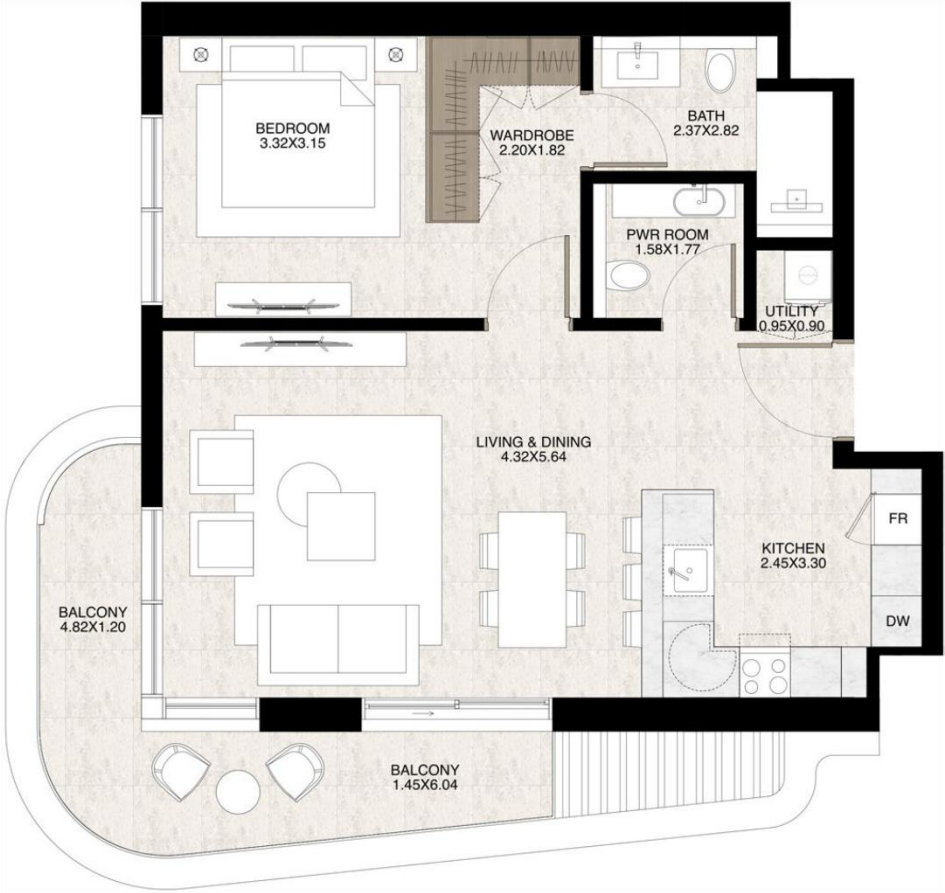
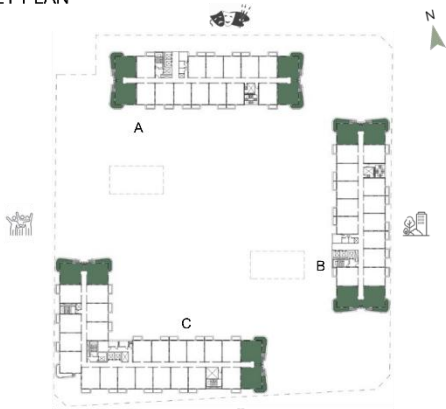


1 Bedroom Premium Corner 1

TOTAL AREA				
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	727.96	728.72	67.63	67.70
Outdoor Area	117.86	161.57	10.95	15.01
Total Area	846.37	890.07	78.63	82.69

UNITS	
Tower A	A-102, A-103, A-110, A-111, A-202, A-203, A-211, A-212, A-302, A-303, A-311, A-312, A-402, A-403, A-411, A-412, A-502, A-503, A-511, A-512, A-602, A-603, A-611, A-612, A-702, A-703, A-709, A-710, A-802, A-803, A-809, A-810, A-902, A-903, A-909, A-910, A-1002, A-1003, A-1102, A-1103, A-1202, A-1203
Tower B	B-102, B-103, B-109, B-110, B-202, B-203, B-211, B-212, B-302, B-303, B-311, B-312, B-402, B-403, B-411, B-412, B-502, B-503, B-511, B-512, B-602, B-603, B-611, B-612, B-702, B-703, B-711, B-712, B-802, B-803, B-811, B-812, B-902, B-903, B-909, B-910, B-1002, B-1003, B-1009, B-1010, B-1102, B-1103, B-1109, B-1110, B-1202, B-1203, B-1302, B-1303, B-1402, B-1403
Tower C	C-104, C-105, C-118, C-119, C-204, C-205, C-218, C-219, C-304, C-305, C-318, C-319, C-404, C-405, C-418, C-419, C-504, C-505, C-518, C-519, C-616, C-617, C-713, C-714

KEY PLAN



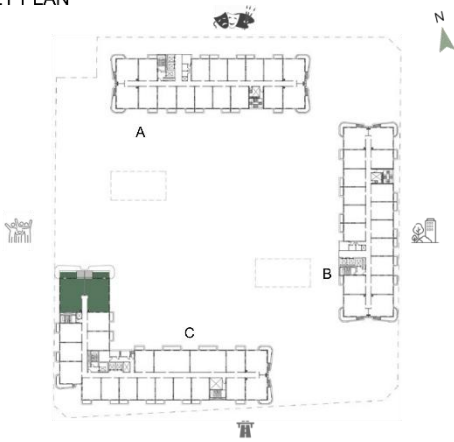
1 Bedroom Premium Corner 2

	TOTAL AREA			
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	727.96	728.72	67.63	67.70
Outdoor Area	117.86	161.57	10.95	15.01
Total Area	846.37	890.07	78.63	82.69

UNITS	
Tower A	A-1008, A-1009, A-1108, A-1109
Tower B	B-1208, B-1209, B-1308, B-1309
Tower C	C-603, C-604, C-703, C-704, C-811, C-812, C-907, C-908

2 Bedroom Premium + Maid 1

KEY PLAN

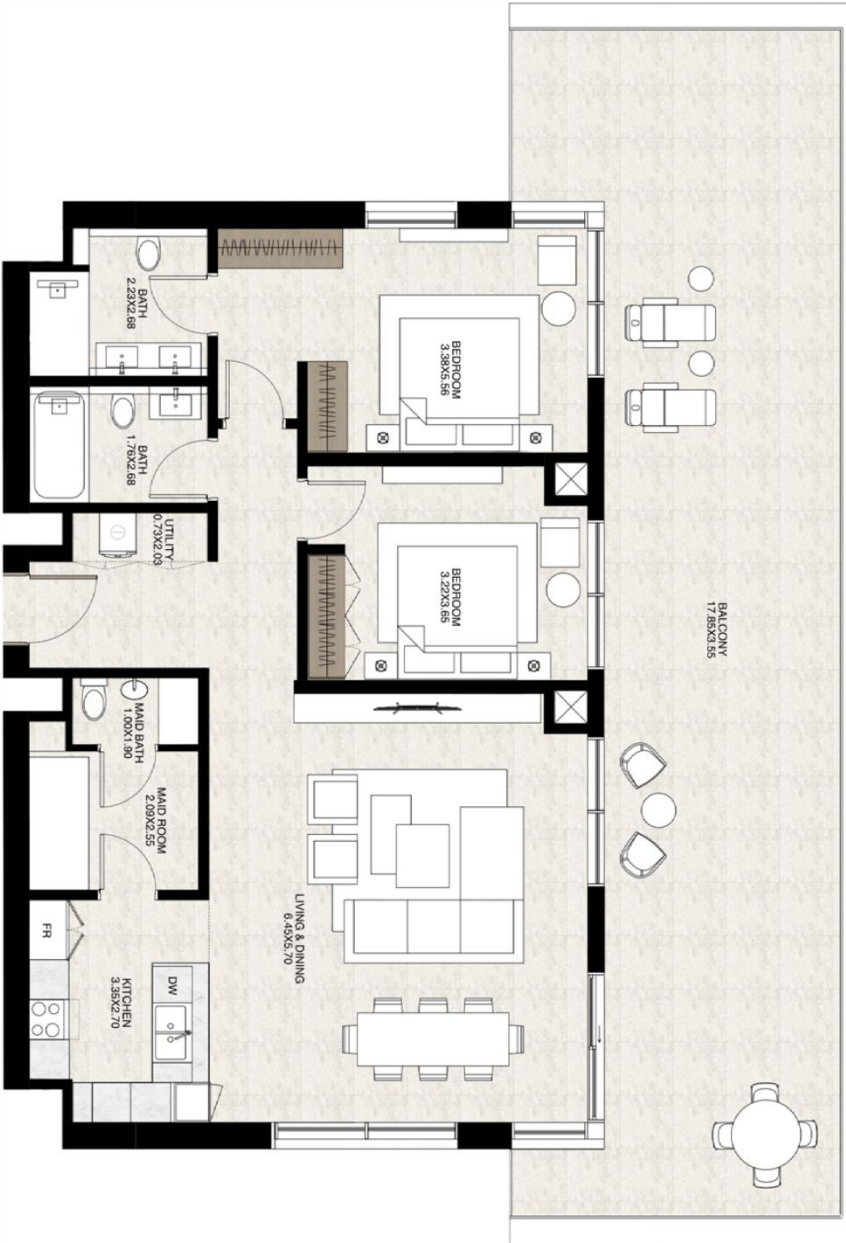
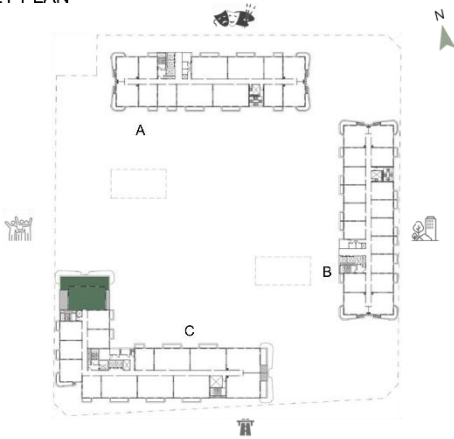


	TOTAL AREA			
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	1245.38	1249.47	115.70	116.08
Outdoor Area	768.22	768.33	71.37	71.38
Total Area	2013.60	2017.80	187.07	187.46

UNITS	
Tower A	A-1208
Tower B	B-1408
Tower C	C-803, C-1006

2 Bedroom Premium + Maid 2

KEY PLAN

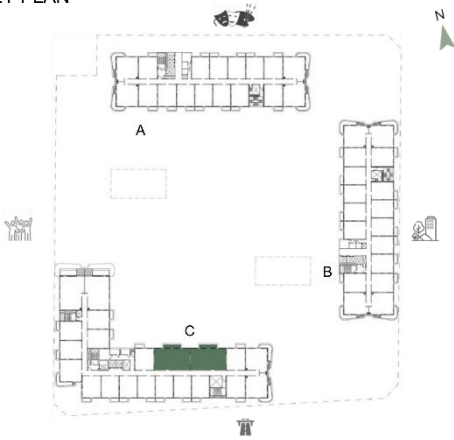


	TOTAL AREA			
	SQFT		SQM	
	Min	Max	Min	Max
Indoor Area	1118.91	1135.81	103.95	105.52
Outdoor Area	94.08	94.72	8.74	8.80
Total Area	1213.09	1229.99	112.70	114.27

UNITS	
Tower A	A-706, A-707, A-806, A-807, A-812, A-813, A-906, A-907, A-912, A-913, A-1006, A-1007, A-1010, A-1011, A-1106, A-1107, A-1110, A-1111, A-1206, A-1207, A-1209, A-1210
Tower B	B-906, B-907, B-1006, B-1007, B-1012, B-1013, B-1106, B-1107, B-1112, B-1113, B-1206, B-1207, B-1210, B-1211, B-1306, B-1307, B-1310, B-1311, B-1406, B-1407, B-1409, B-1410
Tower C	C-521, C-522, C-619, C-620, C-709, C-710, C-711, C-716, C-717, C-808, C-809, C-810, C-813, C-814, C-904, C-905, C-906, C-909, C-910, C-1003, C-1004, C-1005, C-1007, C-100

2 Bedroom Premium

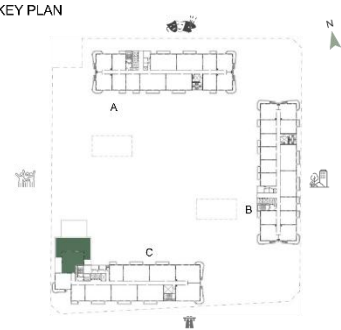
KEY PLAN



	TOTAL AREA	
	SQFT	SQM
Indoor Area	2035.78	189.13
Outdoor Area	816.44	75.85
Total Area	2852.22	264.98

UNITS

Tower C C-901



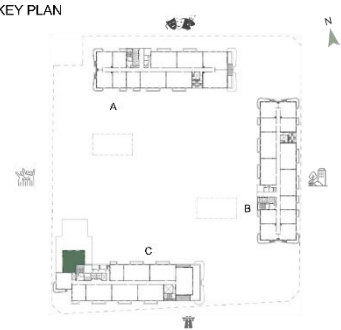
3 Bedroom Penthouse (lower)



	TOTAL AREA	
	SQFT	SQM
Indoor Area	2035.78	189.13
Outdoor Area	816.44	75.85
Total Area	2852.22	264.98

UNITS

Tower C C-901



3 Bedroom Penthouse (upper)



Lunara
Unit Mx: Area & Prices

Strand

<i>1 Bedroom</i>	<i>no.</i>	<i>Area SQ FT</i>	<i>Starting From</i>
SUITE	170	598-616	1.28M
DELUXE	192	614-649	1.36M
PREMIUM	126	839-890	1.61M

<i>2 Bedroom</i>	<i>no.</i>	<i>Area SQ FT</i>	<i>location</i>
PREMIUM	68	1,213-1230	2.58M
PREMIUM + MAID	20	1,274-2018	2.7M

<i>3 Bedroom</i>	<i>no.</i>	<i>Area SQ FT</i>	<i>Starting From</i>
Penthouse	1	2,852	5.81M

* Floor plan numbers, square footage, and floor plans are approximate and are subject to change. Final dimensions, square footage, and floor plans may vary or be mirrored. Balcony areas may differ depending on the location of the unit on the floor



Payment Plan **40/60**

ANTICIPATED COMPLETION Q1-2029

10%

DOWNPAYMENT

5%

EVERY 3 MONTHS

60%

ON COMPLETION

Key (USPs) of The Strand RAK

A DESTINATION THAT FITS FOR **LIVING AND INVESTING**

- **Integrated Mixed-Use Masterplan** Proximity to beaches, resorts, hospitality, golf, and major leisure destinations supports strong rental appeal to residents
- **Prime Coastal Location** positions within the Marjan beach district –One of RAK's fastest growing areas. Close proximity to and direct access to the Wynn Resort, plus cafes, clubs, dining and entertainment
- **Walkable, Community-First Design, Pedestrian-friendly green routes** (The Strand Walk) connect districts and public spaces. Integrated parks, trails, and outdoor gathering spaces enhance everyday wellbeing
- Backed by **RAK Properties' delivery track record**, reducing execution risk for off-plan buyers
- **Early-phase masterplan positioning** offers **upside potential** as the destination evolves

The Strand appeals to buyers who want to live well today — *and to investors focused on liquidity, rental demand, and long-term fundamentals.*

Strand



Why The Strand

A DESTINATION THAT WORKS FOR LIVING AND INVESTING

- Located within the **Marjan Beach District**, one of Ras Al Khaimah's fastest-growing lifestyle corridors
- Proximity to beaches, resorts, hospitality, golf, and major leisure destinations supports strong rental appeal
- Designed as a **walkable, park-led community**, which attracts long-term residents as well as short-stay demand
- Early-phase masterplan positioning offers upside potential as the destination evolves

The Strand appeals to buyers who want to live well today — *and to investors focused on liquidity, rental demand, and long-term fundamentals.*



“

The Strand is the new story to tell

*Grounded in place, backed by a trusted
developer, and aligned with where
Ras Al Khaimah is going.*

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Life, Connected