



so much more than a place...



hello stranger, welcome home to 25 hours heimat.

It's not like you just moved in...

Because you'll feel like you've lived here your whole life.

Like you've known your neighbours from childhood when you've just met.

Your first time here will feel like you never left.





open the doors to 25hours heimat dubai

Ennismore, in a joint venture with Accor, brought its two decades of experience in branded residential projects to life in Dubai with the world's first 25hours residence. This unique residence is inspired by the renowned German hospitality brand, 25hours.

"Heimat" is an untranslatable German word describing places and feelings alike. It's where everything's just right — the food, the music, the people around you. It's feeling safe, feeling like you belong. It's for people who carry memories like treasures. It's where the past meets the now, and where every corner tells you, 'Yeah, this is where you're supposed to be.'



the result?

- a captivating residence that will make you feel like you've lived here your entire life, when you really just moved in today
- a dynamic space that will feel like home the second you step in
- convenience that will make you feel like you had never left



a place you'll never want to leave.

Welcome to the building where every residence is a work of art waiting for you to love, live, and lounge in. Our residences are crafted to blend elegance and convenience to offer you sophistication and comfort, and that's just a fragment of its allure.

Get ready to be inspired and teleported into an immersive journey the second you step in the 25hours Heimat residence. From snug studio corners that maximise their 568 square feet to expansive Duplex

Penthouses spanning an impressive 3,000 square feet, the 25hours Heimat Dubai presents you with an array of residence options that cater to your lifestyle and make this home feel like your home.

No less thought and dedication has been put into the building's public areas that include a workplace for urban nomads, a marketplace for commodities, and a starting place for all your adventures in the city.

big city life

Tucked right in the buzzing heart of the city, 25hours Heimat Dubai is situated at the centre of the city life. And by that, we mean you get your own personal portal to culture, shopping, and endless entertainment so that you can enjoy every day to your heart's content. We're talking close enough to be neighbours with the famous Burj Khalifa, take a sunny stroll to Dubai Mall, and dive into the magic of the Dubai Fountain.

Your wish for luxury and convenience? Consider it granted.



proximity to

Burj Khalifa	4 mins
Dubai Mall	5 mins
DIFC	10 mins
DXB International Airport	15 mins
Palm Jumeirah	24 mins







SO much more than a place.









the residences







amenities and services





- Main Reception and Lobby
- Lobby Café
- Movie/Meeting Room
- Residence Lounge with Laundry,
 Air Hockey, and Barber Chair
- Outdoor Grill Areas
- Outdoor Dining Area
- Indoor Gym
- Outdoor Gym
- Music Room
- Outdoor Pools
- Kids' Swimming Pool Area
- Padel Court
- Ping Pong Tables
- Arcade Machines
- Outdoor Mini Golf
- Residence Supper Club Restaurant





Accor Ownership Benefits Programme

Residence owners are eligible to be part of the Accor Ownership Benefits Programme*, which grants them VIP status worldwide.

- Exclusive invitation to join PLATINUM Status in Accor Live Limitless
- VIP reservation desk to support travel planning across Accor's global network of hotels, resorts, and related hospitality offerings
- Automatic upgrades on arrival at 5,500+ hotels and resorts worldwide (subject to availability)**
- 20% off the best available rate worldwide at participating Accor hotels and resorts

*Eligibility continues for as long as the purchaser owns 25h-branded real estate, subject to the inclusion of the annual Residence Ownership Benefit Fee in the property service charge assessed to all residence owners.

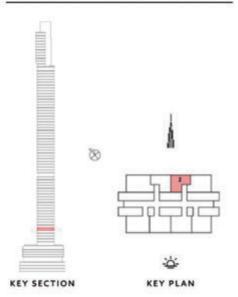
**Participating Accor brands and properties

floor plans

type A floor: 2 to 8

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UNIT SIZE	441 SQ.FT	41 SQ.M
BALCONEY SIZE	126 SQ.FT	11.67 SQ.M
TOTAL UNIT SIZE	567 SQ.FT	52.67 SQ.M

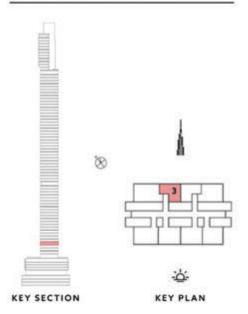


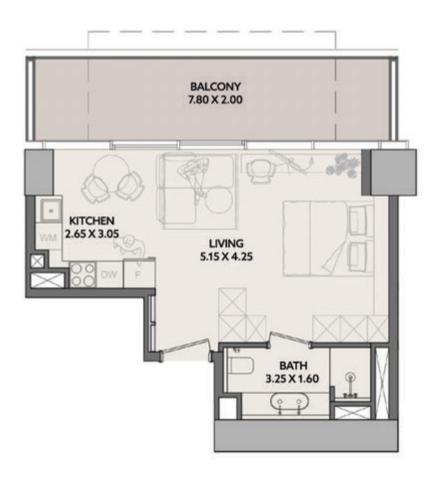


type B

floor: 2 to 8

UNITSIZE	417 SQ.FT	38.78 SQ.M
BALCONEY SIZE	161 SQ.FT	14.96 SQ.M
TOTAL UNIT SIZE	578 SQ.FT	53.74 SQ.M





type A

floor: 2 to 8

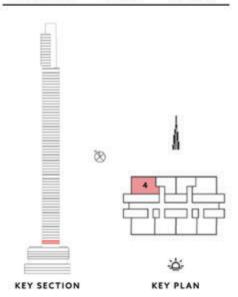
1 bedroom from A to G



type B

floor: 2 to 8

UNIT SIZE	638 SQ.FT	59.23 SQ.M	
BALCONEY SIZE	216 SQ.FT	20.1 SQ.M	
TOTAL UNIT SIZE	854 SQ.FT	79.33 SQ.M	



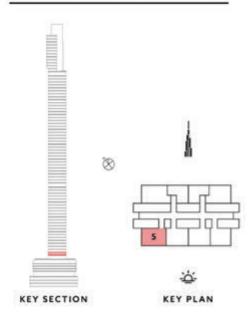


type C

floor: 2 to 60

(not available in floors 25 and 48)

UNITSIZE	643 SQ.FT	59.76 SQ.M	
BALCONEY SIZE	314 SQ.FT	29.16 SQ.M	
TOTAL UNIT SIZE	957 SQ.FT	88.92 SQ.M	



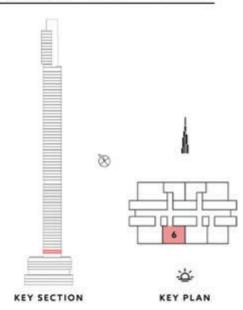


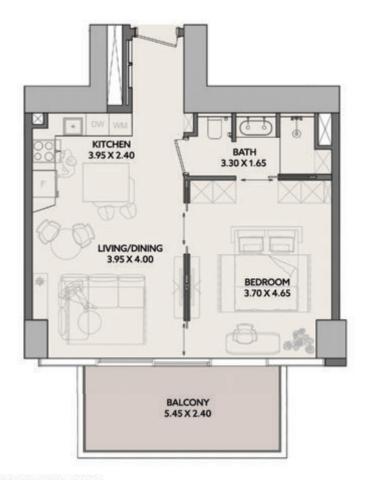
type D

floor: 2 to 60

(not available in floors 25 and 48)

UNIT SIZE	618 SQ.FT	57.37 SQ.M
BALCONEY SIZE	125 SQ.FT	11.67 SQ.M
TOTAL UNIT SIZE	743 SQ.FT	69.04 SQ.M

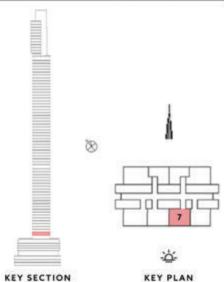


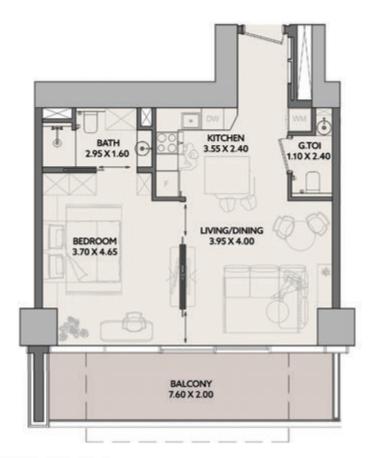


type E

floor: 2 to 24

UNIT SIZE	615 SQ.FT	57.18 SQ.M	
BALCONEY SIZE	162 SQ.FT	14.96 SQ.M	
TOTAL UNIT SIZE	777 SQ.FT	72.14 SQ.M	

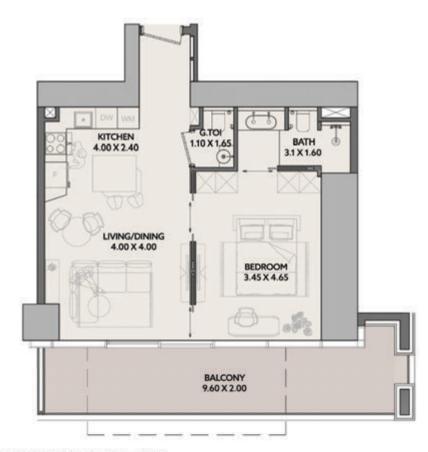




type F

floor: 2 to 24

UNIT SIZE	642 SQ.FT	59.61 SQ.M
BALCONEY SIZE	216 SQ.FT	20.1 SQ.M
TOTAL UNIT SIZE	858 SQ.FT	79.71 SQ.M
	*	B 8





Properties

Founded in 1993, East & West Properties (EWP) is a prominent integrated real estate group in the UAE. Initially specialising in villa construction, the company swiftly expanded its portfolio to meet increasing demand. EWP is recognized for challenging industry norms and employing innovative and comprehensive methods to navigate dynamic market conditions.

With a strong presence in all the UAE, particularly in Dubai and Abu Dhabi, EWP has collaborated with renowned entities such as Select Group, resulting in luxurious projects such as Six Senses Palm, Peninsula Business Bay, The Edge, Jumeirah Living Business Bay, and Marina Gate.

Engaging in master-planning,
master-development, and property-related
fields, EWP has pivotal developments
underway in Abu Dhabi, Al Ain, Dubai,
Sharjah, and beyond, closely collaborating
with the Abu Dhabi Government and
aligning with the Plan Abu Dhabi 2030. The
company's success hinges on a team of
professionals adept at addressing
environmental, economic, physical, and
political challenges in complex
development projects.



Ennismore – a joint venture with Accor

Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021 to create a new autonomous entity, with Accor holding a majority shareholding.

It brings together Ennismore's know-how in building brands with creative storytelling, design, and authentic experiences, with Accor's wealth of knowledge in delivering scale, network growth and distribution.

In 2022, Ennismore expanded across the lifestyle and leisure segments with the additions of Rixos, the luxury all-inclusive brand, and Paris Society, a leading operator of luxury restaurants & entertainment venues, joining its existing lifestyle collective — creating three new distinct business residences.

the essentials:

we've got the comforts covered

- Concierge services
- Security and residence owner services
- Accor Ownership Benefits Programme
- Public area maintenance, including housekeeping and utilities
- Common area reserve for replacements

- Access to Wi-Fi internet in the common areas of 25h Heimat
- General and administrative services
- Property insurance for the base building and common areass

You're always a VIP with:

- Dedicated residential facilities, such as an in-house wellness oasis and an adult swimming pool, as well as a resident's gym
- The 63rd Floor Supper Club
- Priority reservation for public spaces,
 BBQ areas, community kitchen, and
 cinema within 25h Heimat

the extras:

little luxuries go a long way

- Private transportation
- In-residence housekeeping, turnkey, and/or household maintenance
- Babysitters
- Caretakers, dog walkers, and stylists for your pets

- Fresh flower and special occasion residence styling
- A full refrigerator upon your return from travels
- Dry cleaning, laundry service, and tailoring

- Personal trainer, including yoga, meditation, and Reiki
- Preferred rates at the Extra Hour Spa at the 25hours Hotel Dubai
- Last table availability at all restaurants and bars in 25hours Hotels*

THE EXCITING think big, think wild

- The wildest event planners in your apartment, the 25h Heimat public spaces, in town, or on a boat
- Private dining at the in-house social club
- Photographer and videographer for hire

welcome home.







	25H HEIMAT							
Unit 601	1 Bedroom - FloorP	MONTHLY ELECTRIC						
Total Price (AED)	2,394,006			30			PAID BY TENANT	
Total Price (USD)	\$687,881 - Inclu	sive of 1	Tax & Admin fee				PROPERTY INSURAN	ICE
Payment Plan	60/40 - 60% payment	plan durin	g construction / 40% due a	at time of closing	9		NOT REQUIRED	
Closing	Q2 2027						YEARLY TAXES	
Resale Threshold	30%			NO				
							RENTAL MANAGEME	NT FEE
				AED	USD	Cumulative (USD)	5% OF RENT	
Due at Booking	1 Apr 2024	10%	Escrow Account	239,401	65,589	65,589	FURNITURE PACAKG	E
Dubai Tax Due At Booking	April 2024	4%	Company Account	95,760	26,236	91,825	\$10,000	
Admin Fee Due at Booking	April 2024		Company Account	21,000	5,753	97,578		
Due Signing of Contract	April 2024	10%	Escrow Account	239,401	65,589	163,167 DUE	AT SIGNING	
Installment 1	June 2024	10%	Escrow Account	239,401	65,589		RESALE ESHOLD MET	
Installment 2	October 2024	5%	Escrow Account	119,700	32,795	261,551		
Installment 3	January 2025	5%	Escrow Account	119,700	32,795	294,346		
Installment 4	April 2025	5%	Escrow Account	119,700	32,795	327,140	RENTAL PROJECTION	NS (USD)
Installment 5	August 2025	5%	Escrow Account	119,700	32,795	359,935	Rent	\$50,374.40
Installment 6	January 2026	5%	Escrow Account	119,700	32,795	392,730	Gross ROI	7.73% \$4.107.28
Installment 7	May 2026	5%	Escrow Account	119,700	32,795	425,524	Rental Manage Fee Net Cashflow	\$4,107.28 \$46,267.12
Final Installment	Closing (Q2 2027)	40%	Escrow Account	957,602	262,357	687,881	Net ROI	7.10%

		2	25H HEIMAT				MONTHLY HOA FEE \$258.90	(USD)
Unit 602	Studio - Floorplan	MONTHLY ELECTRIC						
Total Price (AED)	1,382,793			19300		,,,,	PAID BY TENANT	
Total Price (USD)	\$399,755 - Inclu	sive of	Tax & Admin fee				PROPERTY INSURAN	ICE
Payment Plan	60/40 - 60% paymen	t plan duri	ng construction / 40% due	at time of closing			NOT REQUIRED	
Closing	Q2 2027						YEARLY TAXES	
Resale Threshold	30%						NONE	
							RENTAL MANAGEME	NT FEE
				AED	USD	Cumulative (USD)	5% OF RENT	
Due at Booking	1 Apr 2024	10%	Escrow Account	138,279	37,885	37,885	FURNITURE PACAKO	iΕ
Dubai Tax Due At Booking	April 2024	4%	Company Account	55,312	15,154	53,039	\$8,000	
Admin Fee Due at Booking	April 2024		Company Account	21,000	5,753	58,792		
Due Signing of Contract	April 2024	10%	Escrow Account	138,279	37,885	96,677 DUE	AT SIGNING	
Installment 1	June 2024	10%	Escrow Account	138,279	37,885		RESALE ESHOLD MET	
Installment 2	October 2024	5%	Escrow Account	69,140	18,942	153,504		
Installment 3	January 2025	5%	Escrow Account	69,140	18,942	172,446		
Installment 4	April 2025	5%	Escrow Account	69,140	18,942	191,389	RENTAL PROJECTIO	NS (USD)
Installment 5	August 2025	5%	Escrow Account	69,140	18,942	210,331	Rent	\$36,759.70
Installment 6	January 2026	5%	Escrow Account	69,140	18,942	229,273	Gross ROI Rental Manage Fee	9.76% \$3.087.81
Installment 7	May 2026	5%	Escrow Account	69,140	18,942	248,216	Net Cashflow	\$3,087.81
Final Installment	Closing (Q2 2027)	40%	Escrow Account	553,117	151,539	399,755	Net ROI	8.94%

		2	5H HEIMAT				MONTHLY HOA FEE \$354.25	(USD)
Unit 607	1 Bedroom - Floorf	MONTHLY ELECTRIC						
Total Price (AED)	1,968,432							
Total Price (USD)	\$566,622 - Inclus	PROPERTY INSURAN	ICE					
Payment Plan	60/40 - 60% payment	plan during	g construction / 40% due a	at time of closing			NOT REQUIRED	
Closing	Q2 2027						YEARLY TAXES	
Resale Threshold	30%						NONE	
							RENTAL MANAGEME	NT FEE
				AED	USD	Cumulative (USD)	5% OF RENT	
Due at Booking	22 Mar 2024	10%	Escrow Account	196,843	53,930	53,930	FURNITURE PACAKO	iΕ
Dubai Tax Due At Booking	April 2024	4%	Company Account	78,737	21,572	75,502	\$10,000	
Admin Fee Due at Booking	April 2024		Company Account	21,000	5,753	81,255		
Due Signing of Contract	April 2024	10%	Escrow Account	196,843	53,930	135,185 DUE	AT SIGNING	
7.0					160	- 1		
Installment 1	June 2024	10%	Escrow Account	196,843	53,930		RESALE SHOLD MET	
Installment 2	October 2024	5%	Escrow Account	98,422	26,965	216,079	SHOLD MET	
Installment 3	January 2025	5%	Escrow Account	98,422	26,965	243,044		
Installment 4	April 2025	5%	Escrow Account	98,422	26,965	270,009	RENTAL PROJECTIO	NS (USD)
Installment 5	August 2025	5%	Escrow Account	98,422	26,965	296,974	Rent	\$44,928.52
Installment 6	January 2026	5%	Escrow Account	98,422	26,965	323,938	Gross ROI	8.02%
Installment 7	May 2026	5%	Escrow Account	98,422	26,965	350,903	Rental Manage Fee	\$4,399.72
Final Installment	Closing (Q2 2027)	40%	Escrow Account	787,373	215,719	566,622	Net Cashflow Net ROI	\$40,528.79 7.23%

25H HEIMAT								MONTHLY HOA FEE (USD) \$368.90	
Unit 608	1 Bedroom - Floorplan F - Sunset View - 642 Sq Ft + 125 Sq Ft Balcony = 767 Total Sq Ft						MONTHLY ELECTRIC PAID BY TENANT		
Total Price (AED)	2,057,377								
Total Price (USD)	\$591,965 - Inclusive of Tax & Admin fee						PROPERTY INSURANCE NOT REQUIRED		
Payment Plan	60/40 - 60% payment plan during construction / 40% due at time of closing								
Closing	Q2 2027						YEARLY TAXES NONE		
Resale Threshold	30%								
							RENTAL MANAGEMENT FEE		
				AED	USD	Cumulative (USD)	5% OF RENT		
Due at Booking	22 Mar 2024	10%	Escrow Account	205,738	56,366	56,366	FURNITURE PACAKG	E	
Dubai Tax Due At Booking	April 2024	4%	Company Account	82,295	22,547	78,913	\$10,000		
Admin Fee Due at Booking	April 2024		Company Account	21,000	5,753	84,667			
Due Signing of Contract	April 2024	10%	Escrow Account	205,738	56,366	141,033 DUE	AT SIGNING		
1510-2-20	A		***						
Installment 1	June 2024	10%	Escrow Account	205,738	56,366		RESALE SHOLD MET		
Installment 2	October 2024	5%	Escrow Account	102,869	28,183	225,583	SHOLD FILT		
Installment 3	January 2025	5%	Escrow Account	102,869	28,183	253,766			
Installment 4	April 2025	5%	Escrow Account	102,869	28,183	281,949	RENTAL PROJECTIONS (USD)		
Installment 5	August 2025	5%	Escrow Account	102,869	28,183	310,132	Rent	\$50,374.40	
Installment 6	January 2026	5%	Escrow Account	102,869	28,183	338,316	Gross ROI	7.73%	
Installment 7	May 2026	5%	Escrow Account	102,869	28,183	366,499	Rental Manage Fee Net Cashflow	\$4,107.28 \$46,267.12	
Final Installment	Closing (Q2 2027)	40%	Escrow Account	822,951	225,466	591,965	Net ROI	7.10%	