



NEW VENTURES

alfa home

02 · BRANDED REAL ESTATE + FURNITURE

Alfa Home

Three independent engines under
one controlled luxury brand.

CONDITIONAL GO
UAE

CONTROLLED VENTURE DECK · 2026



01 • WHAT THE BUSINESS DOES

One model. Four controlled steps.

**01 Existing fleet**

Brand and operate selected UAE rental properties.

02 Villa value-add

Acquire, renovate and rent or sell property by property.

03 Furniture

Produce for Alfa assets and selective external sales.

04 Combine selectively

Use all three only where the property case supports it.

02 · MARKET AND REVENUE POTENTIAL

A real ultra-prime market. Returns remain property-specific.

435

Dubai deals above USD 10M

INDUSTRY ESTIMATE · 2024

AED 36.7B

Value of those transactions

INDUSTRY ESTIMATE · 2024

NOT ESTABLISHED

Portfolio TAM / SAM / SOM

NO APPROVED PORTFOLIO BASELINE

PUBLICATION RULE

Modelled figures stay modelled. Missing market data stays unverified.

03 · EXECUTION MODEL

Where the group creates an edge.

- 01 Existing UAE property base
- 02 Imperial Alfa acquisition and asset management
- 03 Internal renovation coordination
- 04 Furniture production and design catalogue



04 · COMMERCIAL MECHANICS

Money in. Revenue out.

AED 20-50M

Preferred villa acquisition band

**12-15
MONTHS**Target acquisition-to-market
cycle**PROPERTY LEVEL**

Capital approval rule

REVENUE STREAMS

01 Branded rental income**02 Villa resale proceeds****03 Furniture and fit-out sales**

05 · COST DRIVERS AND BOTTLENECKS

The operating model breaks here first.

COST DRIVERS

- 01 **Property acquisition and holding**
- 02 **Renovation and contingency**
- 03 **Furniture production**
- 04 **Leasing and asset management**

OPERATING BOTTLENECKS

- 01 **Asset selection**
- 02 **Scope and programme control**
- 03 **Property-level exit evidence**
- 04 **Production capacity and lead time**

06 · RETURN PROFILE

No portfolio-wide return is approved.

**NOT
MODELLED**

NOT MODELLED · EACH PROPERTY REQUIRES ITS OWN CASE

RISK LEVEL

MEDIUM-HIGH

THE NEXT CAPITAL STEP

**Owned-property
schedule**

Property-level model

**Furniture cost and
capacity**

07 · DECISION GATE

**Operate the three engines independently;
approve every new villa through property-level
underwriting.**

REQUIRED BEFORE COMMITMENT

01	02	03
Owned-property schedule	Property-level model	Furniture cost and capacity

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