

REEF

LUXURY DEVELOPMENTS

# ABOUT

At REEF Luxury Developments, we redefine luxury living in Dubai by blending innovation with practical solutions. Our commitment to excellence delivers high-quality, elegant homes that integrate thoughtful practices with timeless design.

We create vibrant, connected communities that offer exceptional value.

Aligned with HH Sheikh Mohammed bin Rashid's vision of positioning Dubai as number one across all sectors, and in accordance with the Dubai 2030 vision, which emphasizes innovation and technology, we have unveiled our pioneering Climate-Controlled Sunken Balcony.

This patented concept, the first of its kind globally and initiated in Dubai, merges innovation with luxury and value.

At REEF Luxury Developments, we are crafting interconnected, vibrant, and practical communities, enriched with lush amenities and a variety of sports activities.





# OUR VISION

Our vision is to shape future communities that stand as symbols of innovation, convenience and simplistic designs.

# OUR MISSION

Transforming everyday life by integrating innovative and seamless design into every home we build by setting the highest standard of living.





# OUR INVESTMENT APPROACH

Our approach is designed to significantly impact the real estate market by launching unique projects within rapidly developing communities. We are committed to ensuring both an exceptional living experience and a high return on investment (ROI) for our buyers. We are excited to lead the way in shaping vibrant communities that enrich the quality of life for all residents.

A testament to our dedication to innovation is the successful launch of REEF 1000, which features our groundbreaking, patented Climate-Controlled Sunken Balconies. This one-of-a-kind feature set us apart in the industry, establishing new standards in real estate and demonstrating our unwavering commitment to excellence and forward-thinking design.

# CEO MESSAGE

“Our projects deliver an exceptional experience and investment value by maximizing livable space and integrating innovative design elements, tailored to the modern lifestyle. We believe luxury living should transcend aesthetic appeal to include functionality and sustainability. The Climate-Controlled Sunken Balconies and Winter Gardens are a testament to our commitment to enhancing the quality of life for our residents.”



Samer Ali Nasser Ambar  
CEO and Co-Founder

# CEO PROFILE

Samer Ambar is a highly regarded CEO in the real estate industry, known for his innovative approach to property development, investment strategies, and leadership. With over two decades of experience, Samer has consistently demonstrated an ability to adapt to market shifts and capitalize on emerging trends in both residential and commercial real estate. Under his stewardship, many companies have been founded and grown to become a market leaders in their field.

Samer attended the University of Dubai, where he earned a bachelor's degree in Banking and Finance, followed by an MBA from London Business School. During his time at London Business School, he focused on Private Equity, Management and Finance, gaining a strong foundation in both the financial and operational aspects of the industry.

Samer's professional journey began at a prestigious International Financial Institution, Citigroup, where he climbed the ladder from a Credit Analyst to Credit Manager, to Alternate Channels Sales Head and some other function within the Bank in different international regions. He honed his skills in financial Analysis, Operations, marketing, Sales and strategic acquisition. After 10 successful years in Citigroup, Samer transitioned into the entrepreneurship side of the business, where he Founded Several Real Estate related companies in Brokerage, Property Management, Facility Management and Property Development. His reputation as a visionary young leader grew as he successfully launched multiple residential and mixed-use projects.

Samer is known for his dynamic and inclusive leadership style. He believes in empowering his team and fostering a culture of innovation and accountability. He places a strong emphasis on collaboration, often bringing together experts from different areas of real estate development to tackle complex challenges and create unique and innovative solutions.

He is also a firm believer in the power of technology to drive efficiency and customer satisfaction. He has invested heavily in innovative real estate solutions, smart building technologies, and digital platforms to streamline operations and enhance clients experience.

# OUR 6 CORE VALUES

1. INNOVATION

2. VALUE

3. ELEGANCE

4. TIMELESS

5. COMMUNITY

6. EXCELLENCE





NEWS AND  
PRESS RELEASE

# ENGLISH NEWS AND PRESS RELEASES

**Middle East Economy**



**Reef Luxury Developments launches in UAE with unique temperature-controlled sunken balconies**

The company has acquired a substantial land bank that will bring 5,000 residential units to Dubai.

Dubai-based Reef Luxury Developments has officially launched in the UAE with an innovation that's set to make year-long outdoor living a breeze. All apartments in Reef properties will come with temperature-controlled sunken balconies, an innovation patented by the developer.

With over a decade of industry experience collaborating with renowned developers, Reef is set to make a significant impact on the real estate sector. Reef Luxury Developments will focus on launching unique projects in fast-growing communities to ensure both an exceptional living experience and high return on investment (ROI) for buyers.

**REEF**  
LUXURY DEVELOPMENTS

**ArabianBusiness** News Opinion World Podcasts Life Lists Events BTEX

**Dubai real estate developer unveils unique 'Sunken Balcony', plans 30 projects worth AED 14bn by 2025**

Reef Luxury Developments has confirmed that it will launch its first residential project in Dubai in the coming days




Dubai-based real estate developer Reef Luxury Developments has announced the launch of its 'sunken balcony' project, aimed at focusing on innovative concepts.

**REEF**  
LUXURY DEVELOPMENTS

**AWYA**

Reef Luxury Developments launches in UAE with first-of-its-kind innovation 'sunken balcony' and an investment of AED 14 billion by December 2025

Press Release  
October 3, 2024




Reef Luxury Developments is pleased to make luxury living accessible. Image Courtesy: Reef Developments.

**REEF**  
LUXURY DEVELOPMENTS

**THE GULF TIME**

REEF LUXURY DEVELOPMENTS LAUNCHES IN UAE WITH FIRST-OF-ITS-KIND INNOVATION 'SUNKEN BALCONY' AND AN INVESTMENT OF AED 14 BILLION BY DECEMBER 2025



DUBAI / 03 OCT 2024

Reef Luxury Developments – a pioneering real estate developer based in Dubai – has officially launched, setting its sights on reshaping the emirate's residential landscape through innovative concepts and community-focused projects.

**REEF**  
LUXURY DEVELOPMENTS

**MENAFN**



**Reef Luxury Developments launches in UAE with first-of-its-kind innovation 'sunken balcony' and an investment of AED 14 billion by December 2025**


**MENAFN** - Dubai, 03 October 2024, UAE: Reef Luxury Developments – a pioneering real estate developer based in Dubai – has officially launched, setting its sights on reshaping the emirate's residential landscape through innovative concepts and community-focused projects.

**REEF**  
LUXURY DEVELOPMENTS

**GULF NEWS**

**Reef Luxury Developments launches in Dubai with AED 14 billion investment and innovative concepts**

Developer aims to reshape Dubai's real estate with patented 'Sunken Balcony' technology



**REEF**  
LUXURY DEVELOPMENTS

**CW PROPERTY**

**Reef Luxury Developments enters Dubai's real estate market with innovative 'sunken balcony' concept**

Reef aims to complete 30 projects worth \$3.8 billion by December 2025





**REEF**  
LUXURY DEVELOPMENTS

**NEWS247**


REEF LUXURY DEVELOPMENTS PLANS TO UNVEIL 30 PROJECTS VALUED AT APPROXIMATELY AED 14 BILLION BY DECEMBER 2025

23 October 2024, Dubai, UAE: Reef Luxury Developments – a pioneering real estate developer based in Dubai – has officially launched, setting its sights on reshaping the emirate's residential landscape through innovative concepts and community-focused projects.



**REEF**  
LUXURY DEVELOPMENTS


**Reef Luxury Developments launches in UAE with first-of-its-kind innovation 'sunken balcony' and an investment of AED 14 billion by December 2025**



DUBAI: Reef Luxury Developments – a pioneering real estate developer based in Dubai – has officially launched, setting its sights on reshaping the emirate's residential landscape through innovative concepts and community-focused projects.

**REEF**  
LUXURY DEVELOPMENTS

**Reef Luxury Developments launches in UAE with first-of-its-kind innovation 'sunken balcony' and an investment of AED 14 billion by December 2025**



DUBAI: Reef Luxury Developments – a pioneering real estate developer based in Dubai – has officially launched, setting its sights on reshaping the emirate's residential landscape through innovative concepts and community-focused projects.

**REEF**  
LUXURY DEVELOPMENTS

**إقامة**

استثمارات 1% على مدار العام بحلول ديسمبر 2025

**ريف للتطوير العقاري تطلق مشروعها الأول من نوعه "الشقة الفاخرة" في الإمارات**



أعلنت شركة ريف للتطوير العقاري الخيرية في مجال العقارات الفاخرة وتحتوي على بعضاً جيد نوعاً إلى إنشاء أفضل العقود السكنية في المنطقة من خلال توفير مساحة متكاملة وسكنية لكل على المجتمع سكنيون جميع الشقق في مشروع ريف على شاطئ دبي فاخرة مع الحدائق في حديقة مرفوعة وهو أفضل سكن على واجهة البحر من قبل المصور والذكي عيسى السليمان، في استضافة فاخرة في الهواء الطلق على مدار العام

**REEF**  
LUXURY DEVELOPMENTS

**الوطن**  
يوميات سياسيات مستقلة

**افتتاح شركة ريف للتطوير العقاري في دبي**



أعلنت شركة ريف للتطوير العقاري الفاخر وهي شركة رائدة في مجال التطوير العقاري في دبي، رسمياً تفتتح الشركة إلى إنشاء الشكل النهائي السكني في الإمارات من خلال مشاريعها ومشاريعها التي على طاقم مهندسات مرمقات

**REEF**  
LUXURY DEVELOPMENTS

**الإمارات اليوم**

**ريف للتطوير العقاري تعزز زيادة استثماراتها في دبي 2025**



أعلنت شركة ريف للتطوير العقاري الفاخر رسمياً في دبي، حيث استحوذت الشركة على مجموعة أراضٍ من شأنها توفير 5000 وحدة سكنية في الإمارات مع مشاريع بناء قيمتها حوالي 5 مليارات درهم من المقرر إنطلاقها خلال الأشهر الثلاثة المقبلة كما ستنفذ ريف للتطوير العقاري للكشف عن 30 مشروعاً بقيمة تقريبا سلا 14 مليار درهم بحلول 2025

**REEF**  
LUXURY DEVELOPMENTS

**الخليج**

**«الحديقة المغفورة المكيفة» مفهوم المتعة على مدار السنة**



ريف للتطوير العقاري الفاخر في دبي، على مدار العام، حيث استحوذت الشركة على مجموعة أراضٍ من شأنها توفير 5000 وحدة سكنية في الإمارات مع مشاريع بناء قيمتها حوالي 5 مليارات درهم من المقرر إنطلاقها خلال الأشهر الثلاثة المقبلة كما ستنفذ ريف للتطوير العقاري للكشف عن 30 مشروعاً بقيمة تقريبا سلا 14 مليار درهم بحلول 2025

**REEF**  
LUXURY DEVELOPMENTS

**Entrepreneur**

**ريف للتطوير العقاري الفاخر تطلق 30 مشروعاً في الإمارات وتستثمر 14 مليار درهم حتى ديسمبر 2025**



استحوذت الشركة على مجموعة من الأراضي بأكثر من 5000 وحدة سكنية في الإمارات دبي، وتخطط لإطلاق 30 مشروعاً بحلول ديسمبر 2025

**REEF**  
LUXURY DEVELOPMENTS

**نبض**

**ريف للتطوير الفاخر تطلق مشروعها الأول من نوعه الشرفة الغارقة في الإمارات باستثمارات 14 مليار درهم إماراتي بحلول ديسمبر 2025**



أعلنت شركة ريف للتطوير العقاري الفاخرة في مجال العقارات الفاخرة وتحتوي على بعضاً جيد نوعاً إلى إنشاء أفضل العقود السكنية في المنطقة من خلال توفير مساحة متكاملة وسكنية لكل على المجتمع سكنيون جميع الشقق في مشروع ريف على شاطئ دبي فاخرة مع الحدائق في حديقة مرفوعة وهو أفضل سكن على واجهة البحر من قبل المصور والذكي عيسى السليمان، في استضافة فاخرة في الهواء الطلق على مدار العام

**REEF**  
LUXURY DEVELOPMENTS

**المؤشر الاقتصادي**

**تفتتح شركة ريف للتطوير العقاري في دولة الإمارات العربية المتحدة بإبتكارها الأول من نوعه الحديقة المغفورة المكيفة» ويستثمر مبلغ قيمته أربعة عشر مليار درهم بحلول ديسمبر 2025**



أعلنت شركة ريف للتطوير العقاري الفاخر رسمياً في دبي، حيث استحوذت الشركة على مجموعة أراضٍ من شأنها توفير 5000 وحدة سكنية في الإمارات مع مشاريع بناء قيمتها حوالي 5 مليارات درهم من المقرر إنطلاقها خلال الأشهر الثلاثة المقبلة كما ستنفذ ريف للتطوير العقاري للكشف عن 30 مشروعاً بقيمة تقريبا سلا 14 مليار درهم بحلول 2025

**REEF**  
LUXURY DEVELOPMENTS

**البيان**

**ريف للتطوير العقاري تعزز زيادة استثماراتها في دبي 2025**



أعلنت شركة ريف للتطوير العقاري الفاخر رسمياً في دبي، حيث استحوذت الشركة على مجموعة أراضٍ من شأنها توفير 5000 وحدة سكنية في الإمارات مع مشاريع بناء قيمتها حوالي 5 مليارات درهم من المقرر إنطلاقها خلال الأشهر الثلاثة المقبلة كما ستنفذ ريف للتطوير العقاري للكشف عن 30 مشروعاً بقيمة تقريبا سلا 14 مليار درهم بحلول 2025

**REEF**  
LUXURY DEVELOPMENTS

REEF LUXURY DEVELOPMENTS  
LAUNCH

# REEF LUXURY DEVELOPMENTS LAUNCH



Click to watch



FIND OUT MORE

**REEF**  
LUXURY DEVELOPMENTS

☎ 80037333 | ✉ [info@reefdevelopments.ae](mailto:info@reefdevelopments.ae) | 🌐 [www.reefdevelopments.ae](http://www.reefdevelopments.ae)

📍 Office - 906 Park Heights Square 1, Dubai Hills, Dubai | REEF Villa 522, Jumeirah Third, Dubai, UAE