# 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.

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Arabian Business — News Opinion World Podcasts Life Lists Events GITEX

**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.

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ZAWYA



Reef Developments is dedicated to making Luxury living accessible. Image Courtesy: Reef 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

Press Release

October 3, 2024

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



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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**

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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

UAE News 24/7



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

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**



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

biz Today



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.

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# ARABIC NEWS AND PRESS RELEASES

الرؤية

## «الحديقة المغمورة المكيفة» مفهوم المتعة على مدار السنة



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الإمارات اليوم

## ريف للتطوير العقاري تعتزم زيادة استثماراتها في دبي 2025



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الوطن
يومية سياسية مستقلة

## افتتاح شركة ريف للتطوير العقاري في دبي



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أوقات

## "ريف للتطوير العقاري" تطلق مشروعها الأول من نوعه "الشرفة الفارهة" في الإمارات



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البيان

## ريف للتطوير العقاري تعتزم زيادة استثماراتها في دبي 2025



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المؤشر الاقتصادي

## تُفتتح شركة ريف للتطوير العقاري في دولة الإمارات العربية المتحدة بابتكارها الأول من نوعه

الحديقة المغمورة المكيفة" وباستثمار تبلغ قيمته أربعة عشر مليار درهم بحلول ديسمبر 2025



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نبض

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



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Entrepreneur العربية

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

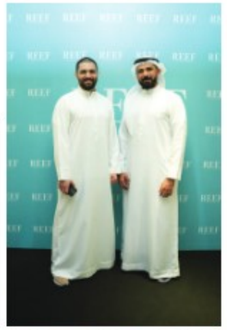


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