

ICON PARTNERS

Company Profile

March 2026 | Dubai, UAE

Unlock the power of Brands in Real Estate & Hospitality.



Introduction | | We connect developers with brands to create *iconic* branded residences & hotels



Developers



Brands

Starting Point — Branded Residences

Prime developers have a real need for differentiation



**Oversupply of
Premium Offers**



**Limited
Differentiation**



**More Selective &
Sophisticated Buyers**



**Margins
Under Pressure**

Strategic Benefits of Branded Residences



True Differentiation

Real added value and proven client trust compared to similar prime projects



20-40%+ Pricing Premium

Moyenne de +37% dans la région ME par rapport aux projets *prime*, de taille et de locations comparables¹



25-40%+ Faster Sales

Average of 33%+ faster sales in the MENA region vs. comparable projects¹



1.3-2x Net Profit per Project

Higher prices, shorter sales time (reducing debt interest) supporting project profitability

1. Source: JLL on properties sold between 2023 and 2025 in the MENA region



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What we do



Identify the ideal brand for your market and asset - hotel or residences



Engage, structure and negotiate the brand partnership



Manage the process from first contact to signing



Align project economics with brand positioning

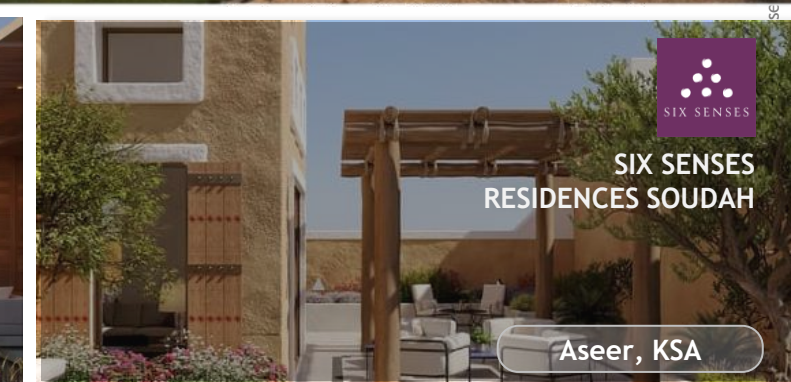
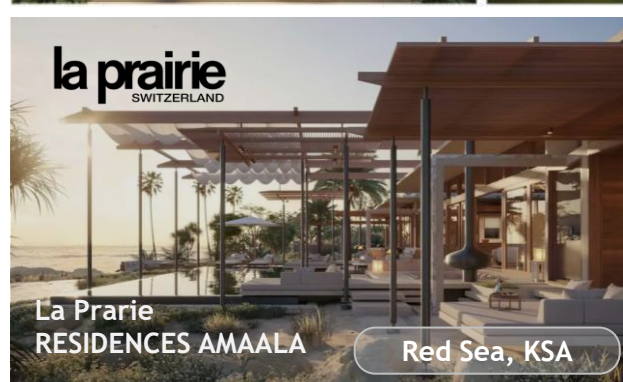
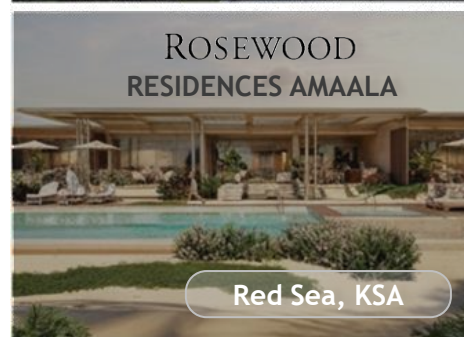
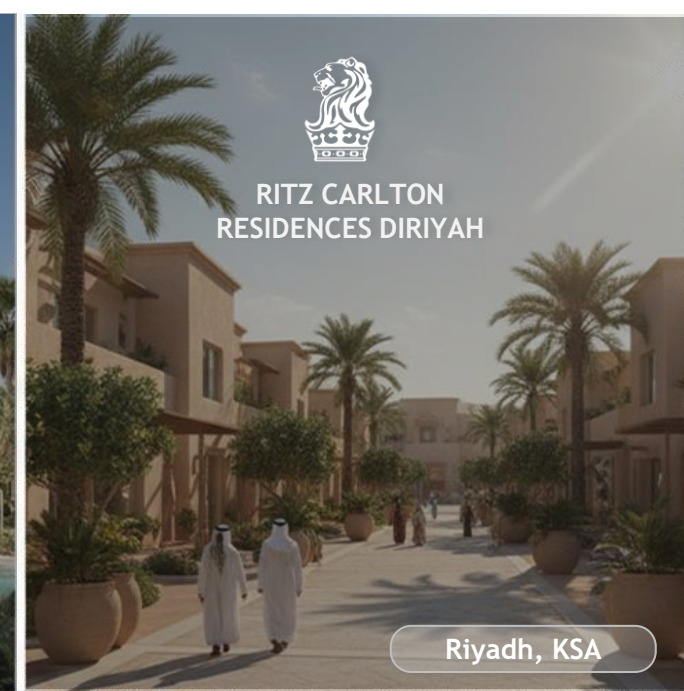
You develop. The brand creates value.
We make the **partnership** possible.

ICON PARTNERS

We bring over
10 years of expertise
built across the Middle
East

Founding team track record

Non-exhaustive examples



Brands | We have access to over 120 brands across 3 segments

Non-exhaustive

Hospitality



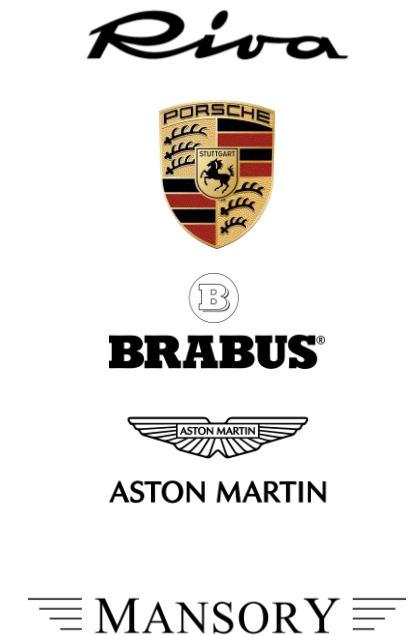
60+
brands

Fashion & Luxury



30+
brands

Cars & Automotives



20+
brands



SIX SENSES RESIDENCES, DUBAI, UAE

ICON PARTNERS

Non-exhaustive

Classic luxury



Distinctive luxury



Upper/ Lifestyle



60+ brands



Fashion & Luxury

BACCARAT RESIDENCES, RIYADH, KSA

ICON PARTNERS

Non-exhaustive

Fashion

MISSONI JACQUEMUS



ELIE SAAB



Maison Margiela
PARIS



VERSACE

**KARL
LAGERFELD**

DOLCE & GABBANA

Home

TRUSSARDI FENDI
CASA CASA

ARMANI / CASA

RALPH LAUREN

roberto cavalli
HOME
INTERIORS

**Tom
Dixon.**



VERSACE
HOME



giorgio collection
LUXURY EXPERIENCE
MADE IN ITALY

Luxury

Baccarat

Chopard
GENÈVE



HARRY WINSTON



ROLEX

30+ brands

Non-exhaustive

Cars & Automotives

MERCEDES-BENZ RESIDENCES, MIAMI, USA

Cars



Mercedes-Benz



ASTON MARTIN



BRABUS



pininfarina



≡ MANSORY ≡

Boats

Riva



FERRETTIGROUP



AZIMUT



20+ brands

Our Value-Add | A controlled, value-generating process

Process typique de “Brand Search & Closing”

1



**Analysis &
Positioning
Definition**

2



**Selection of
Target Brands**

3



**Brand Engagement
& Offer
Generation**

4



**Commercial &
Legal Partnership
Structuring**

5



**Negotiation &
Deal Closing**

IP

**Selection & Access to
Relevant Brands**

- ✓ With **genuine appetite** for the product
- ✓ With **real pricing premium value**
- ✓ With **upfront knowledge of terms**

IP

**Institutional-Grade
Process Management**

- ✓ A robust A-to-Z process
- ✓ Fixed timeline
- ✓ Interlocutors with privileged access

IP

**Royalties & Contractual
Negotiations**

- ✓ On a \$100M GDV project — a 1% reduction in royalties represents \$1M in savings



ICON PARTNERS

Why work with us

ST. REGIS RESIDENCES, COSTA DEL SOL, SPAIN

1

Exclusive focus on branded residences and brand-led real estate

2

Privileged access to decision-makers within leading brands

3

Deep understanding of brand economics and developer constraints

4

International perspective with a strong Middle East footprint

5

More than an intermediary: a dedicated partner for value creation

A wide-angle photograph of a rooftop terrace at dusk. In the foreground, a large L-shaped outdoor sofa with light-colored cushions and blue and white patterned throw pillows sits on a floor of ornate blue and white tiles. A small, dark metal table with a glass top holds a tray with coffee and pastries. In the middle ground, a rectangular swimming pool is surrounded by more of the same ornate tiles. The pool is flanked by several tall, spiky plants. In the background, a modern building with large glass windows and a balcony is visible, along with a view of the sea and a sunset sky with soft orange and pink hues.

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Let's create your next ICONIC project

DOLCE & GABANNA RESIDENCES, MARBELLA, SPAIN

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