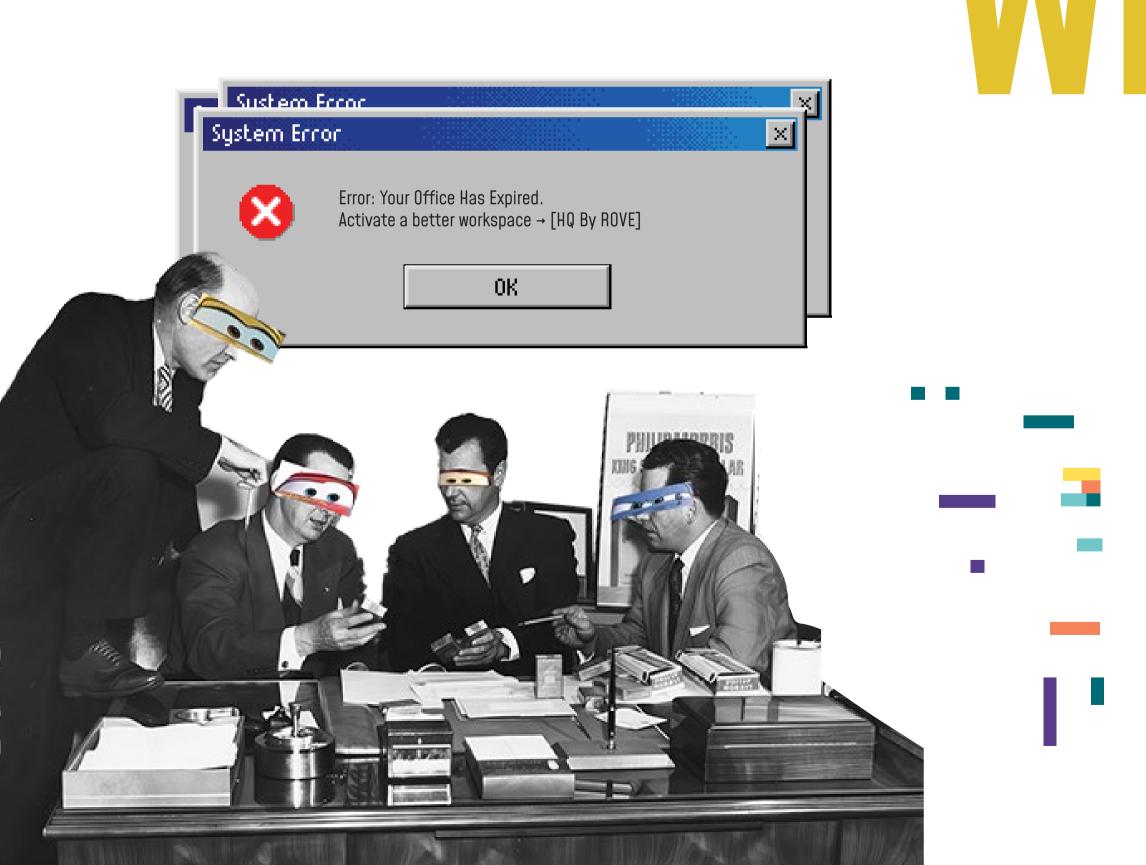




Living rooms became boardrooms, kitchens became creative hubs.

But as the world returned, the office didn't keep up.

HQ by Rove is the answer - an office with a living touch.









### ABOUT ROVE

Rove Hotels, a joint venture between Emaar Properties PJSC and Dubai Holding, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of Rove Hotels, the comfort and convenience of Rove Home residences, and the innovative flexibility of HQ by Rove workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.

R O V E

HOTELS









## 

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.

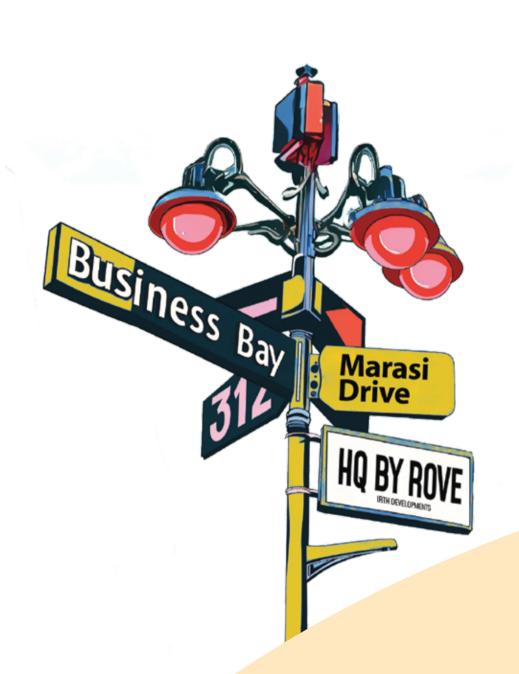








### HQ HAS ITS OWN LANE



While most offices fight for space on Al Khail or Sheikh Zayed Road, HQ by Rove takes a different route - literally. With its own private road entrance, getting to work is smoother, faster, and way less stressful. No more slip road scrambles or last-minute U-turns, just a seamless arrival that sets the tone for a better day. Because productivity starts before you even clock in.



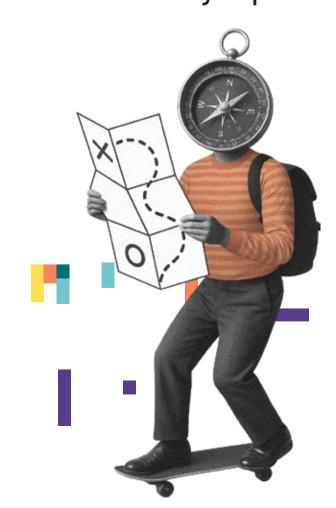




## SEAMLESSLY CONNECTED

A workspace designed for today's pace, HQ by Rove keeps you seamlessly connected.

From the Dubai Canal at your doorstep to Sheikh Zayed Road in minutes, with Downtown, DIFC and d3 all close by, you're never far from the city's pulse.

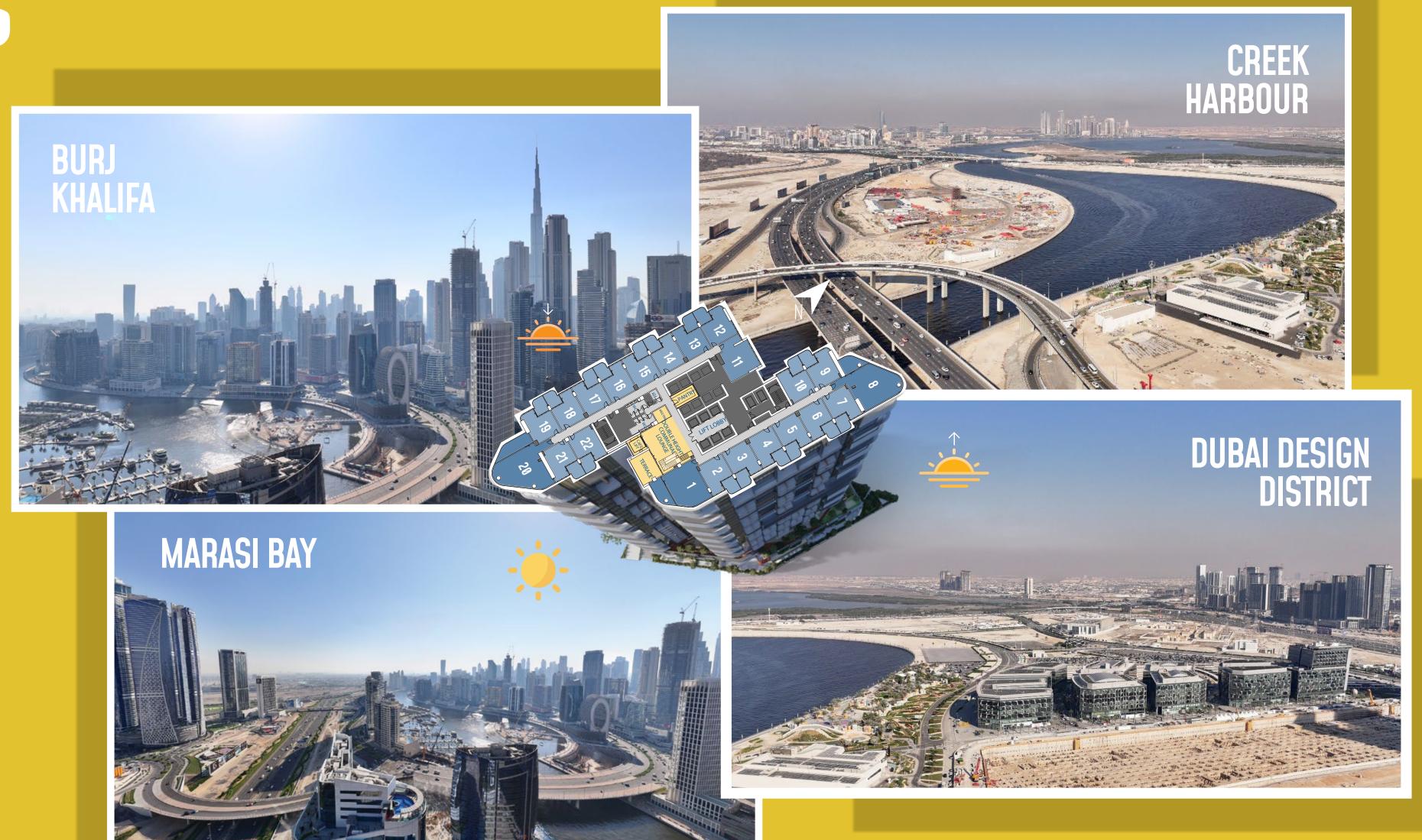




## 360° VIEWS

From sunrise over
Creek Harbour to
sunsets behind the Burj
Khalifa, HQ by Rove
opens up panoramic
views across the whole
city. With Marasi Bay
below and d3 on the
horizon, every angle
connects you to Dubai's
most iconic districts,
a workspace with a
skyline like no other.





## WHAT HQ BY ROVE STANDS FOR

### FLEXIBILITY

in every step.

#### DESIGN

that energises.

#### HARMONY

between hustle and pause.

#### **ACCESS**

to premium workspaces without barriers.

#### COMMUNITY

that brings it all together effortlessly.



#### **MODULAR OFFICES**

**FOR EVERY TEAM SIZE** 

#### FULLY-FITTED & FURNISHED

**SPACES THAT SPARK ACTION** 

## FULLY-SERVICED OFFICES

FOR ULTIMATE BUSINESS CONVENIENCE



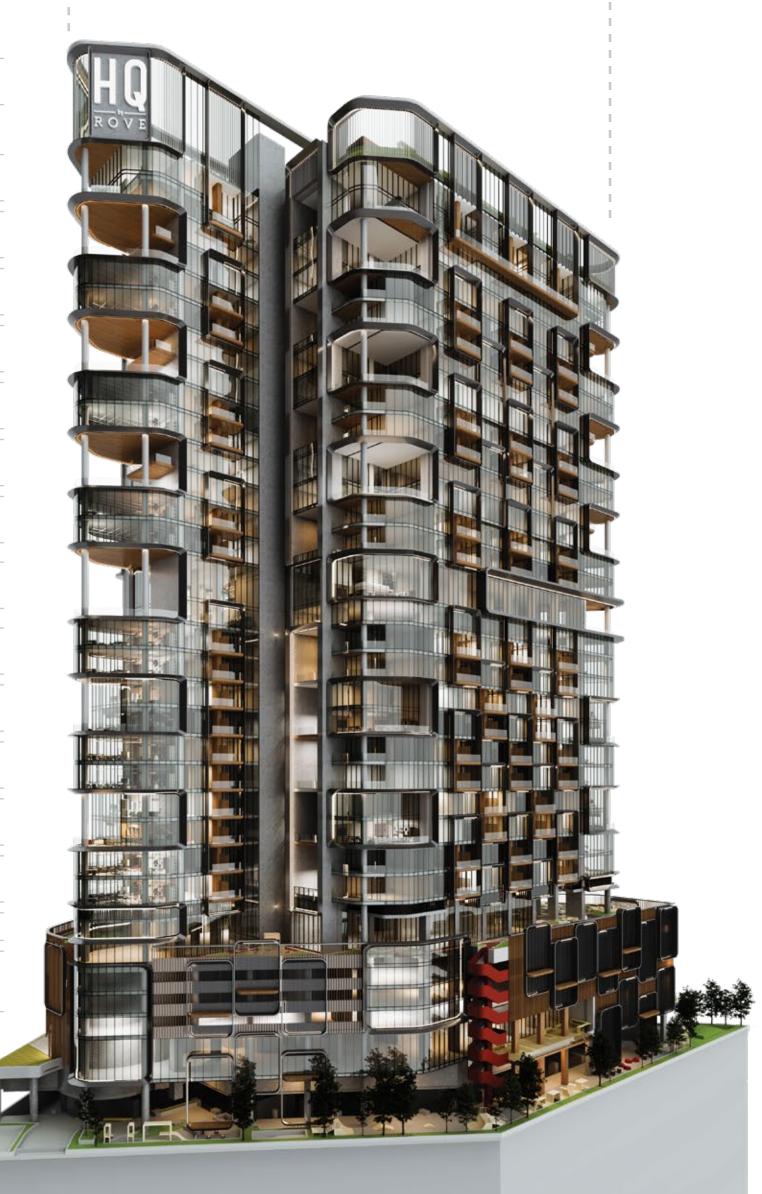
### BUILDING OVERVIEW



ROOF LEVEL

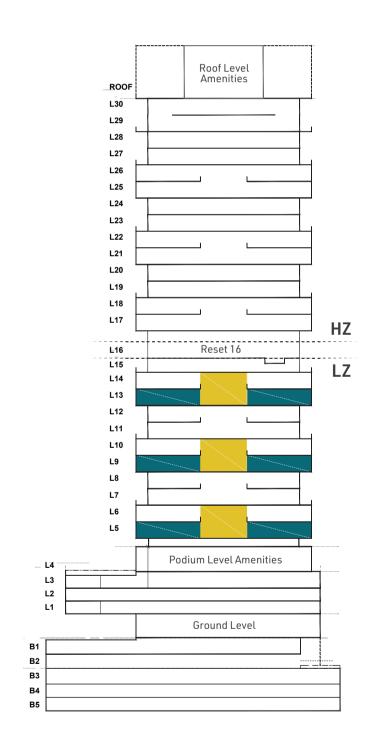


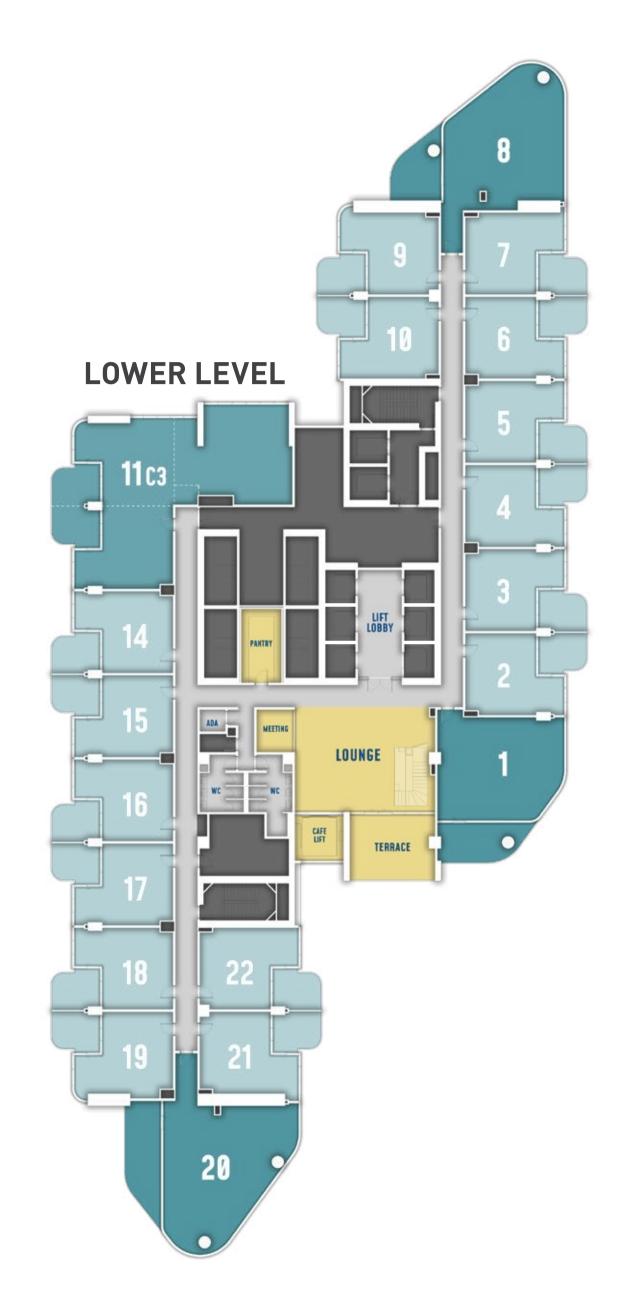
ARCADE LEVEL

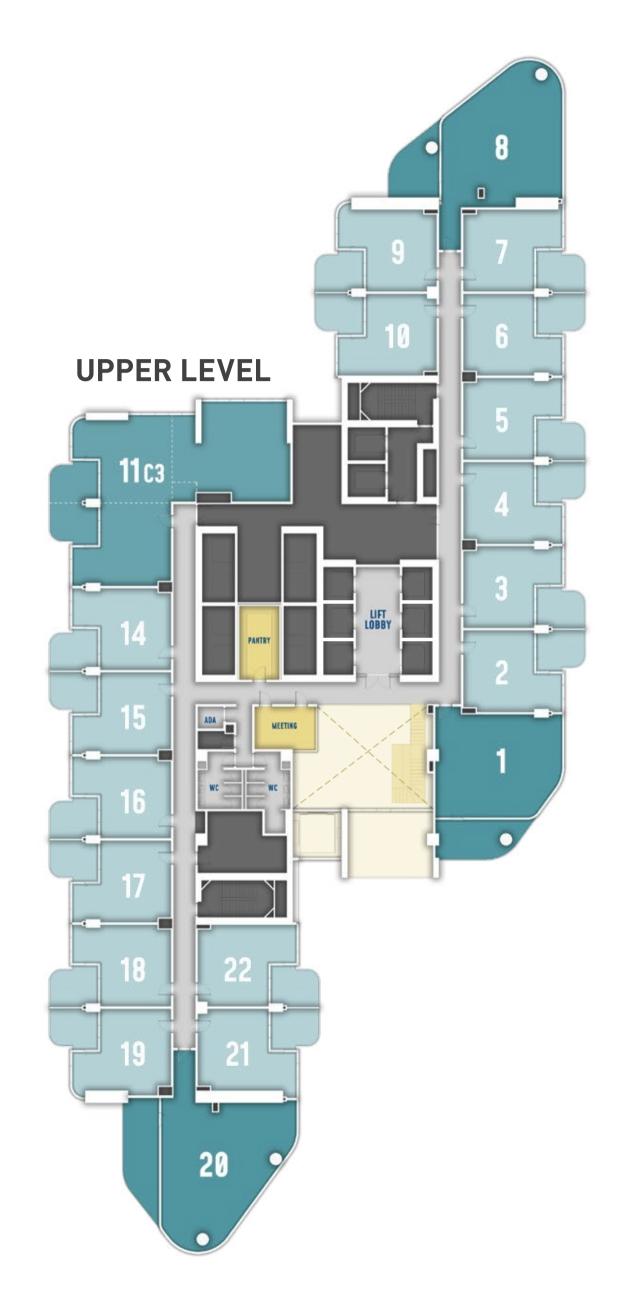


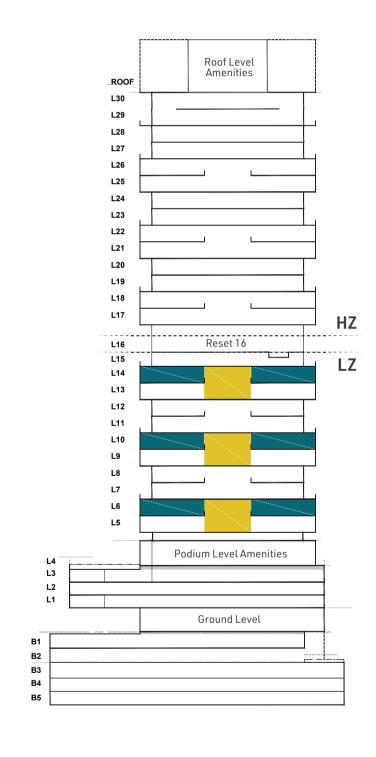
----- CROWN ------

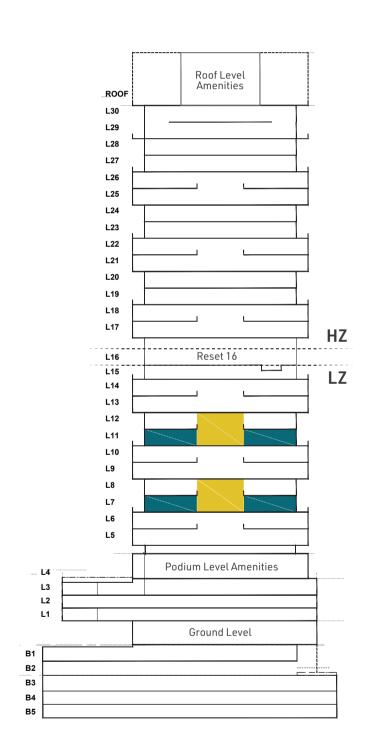
**BASEMENT LEVELS** 

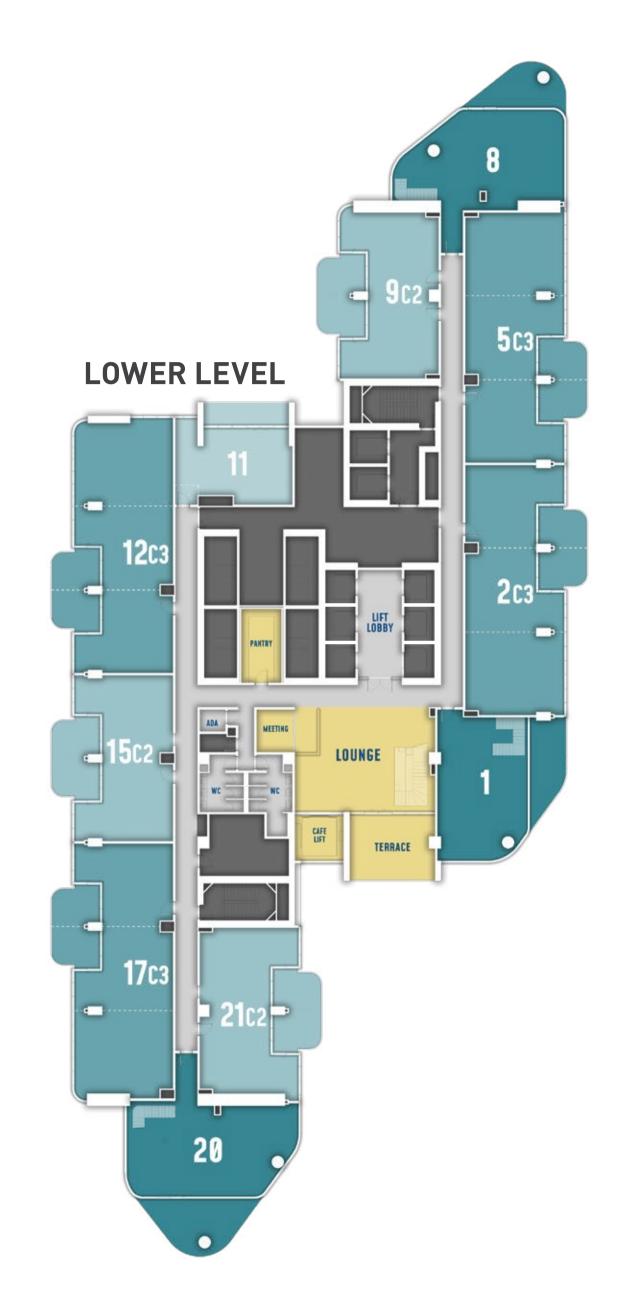


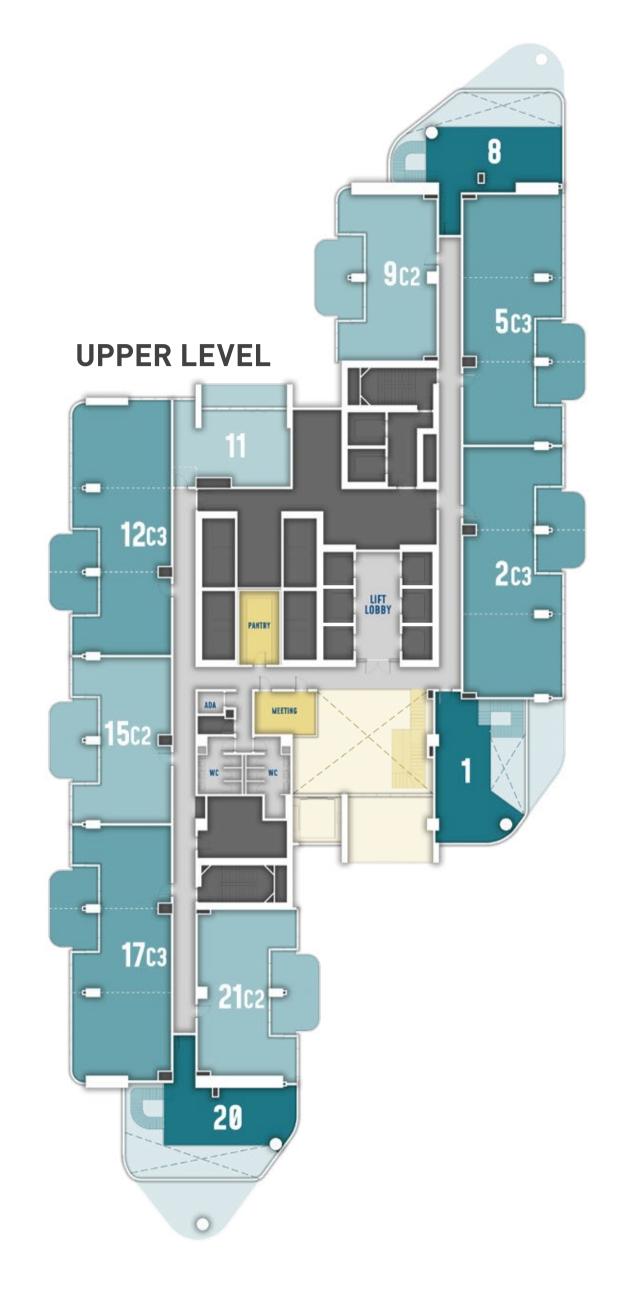


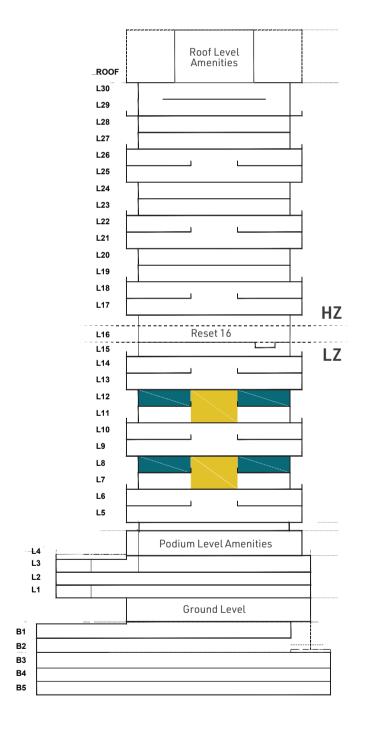


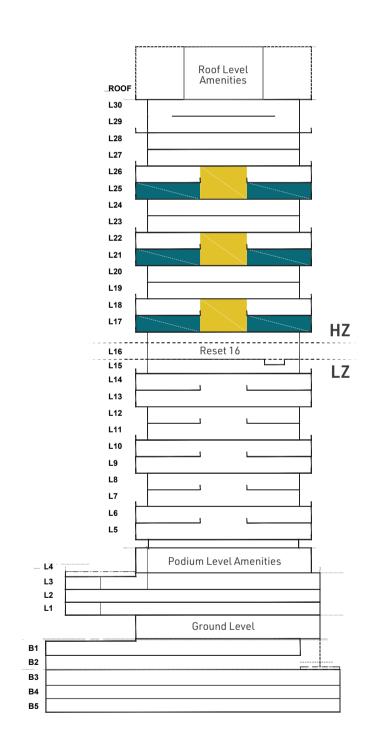


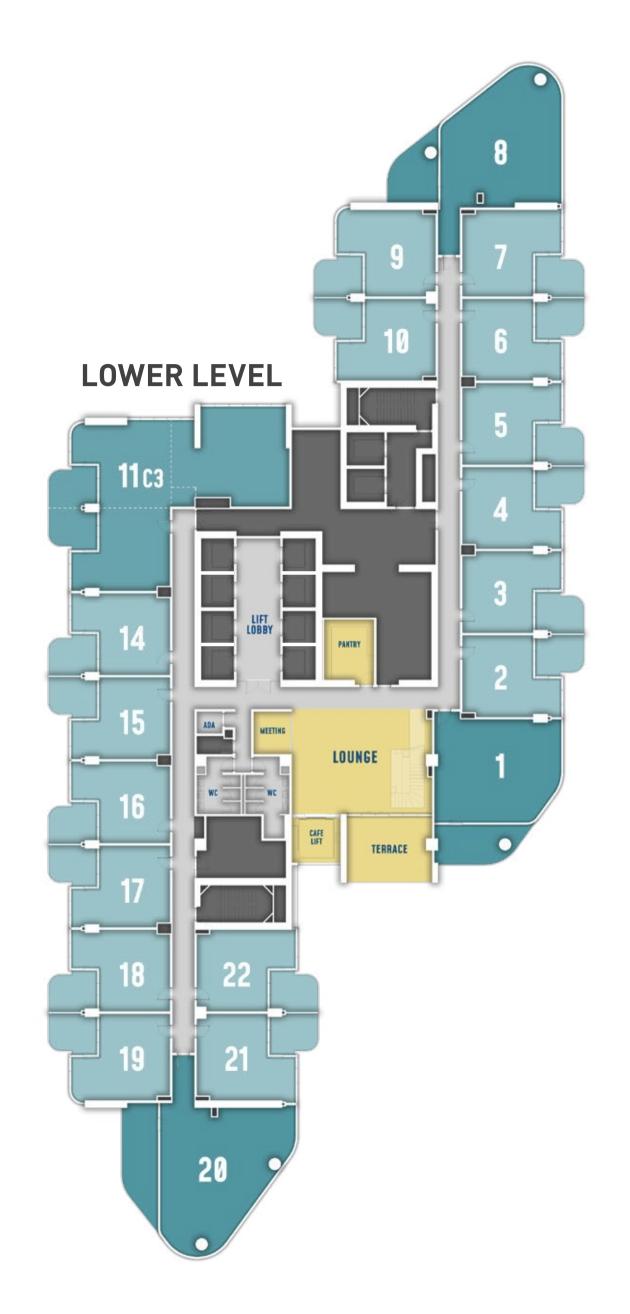


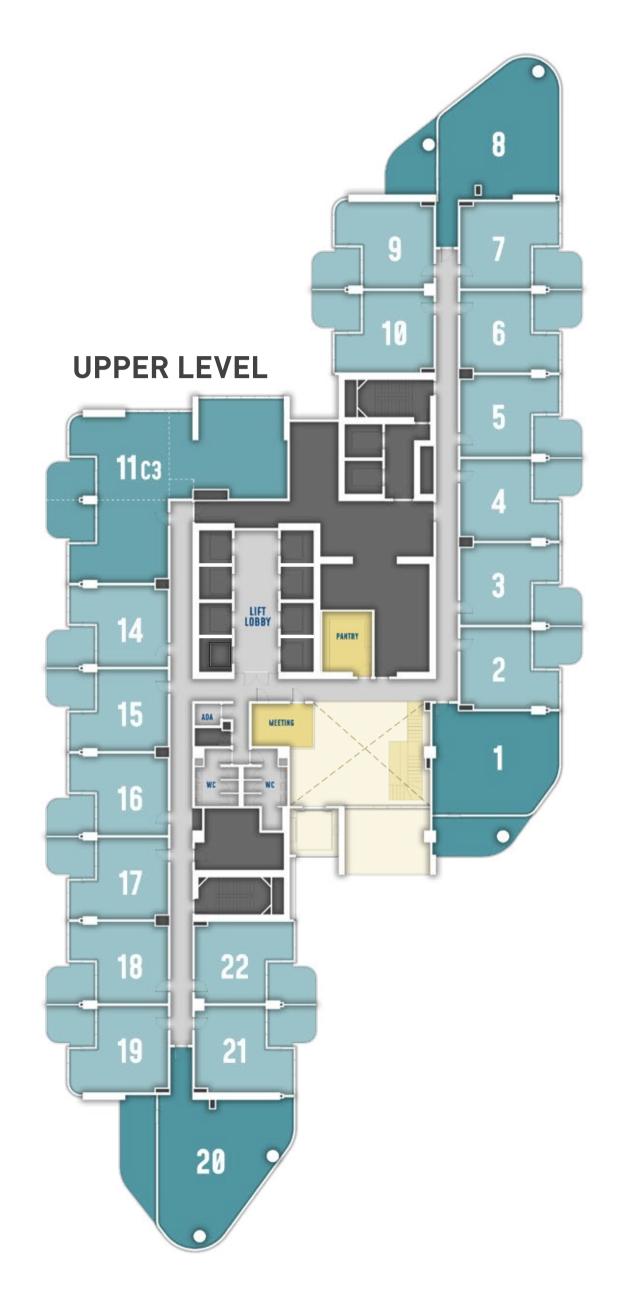


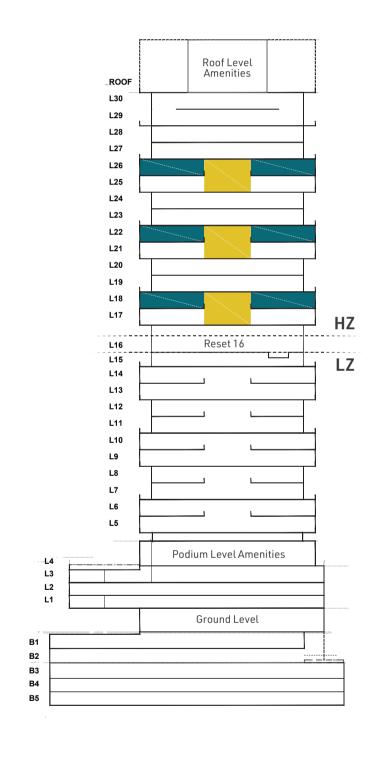


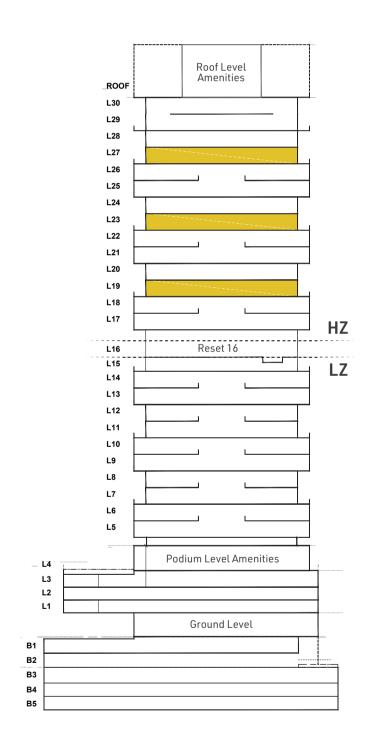


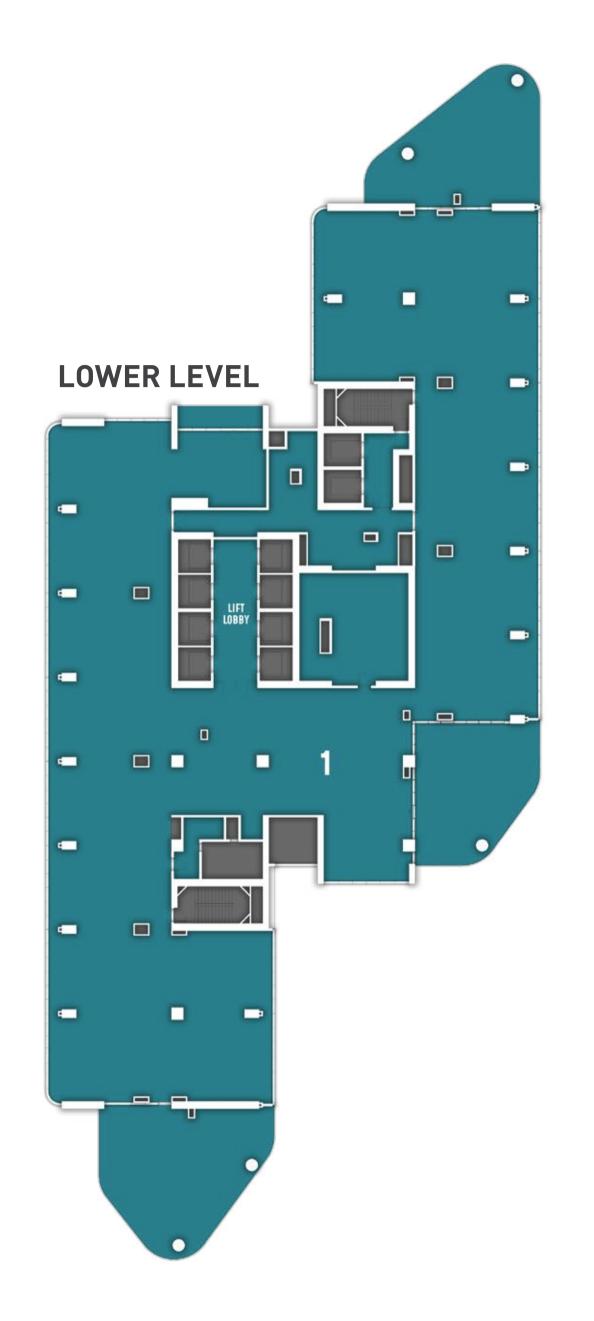


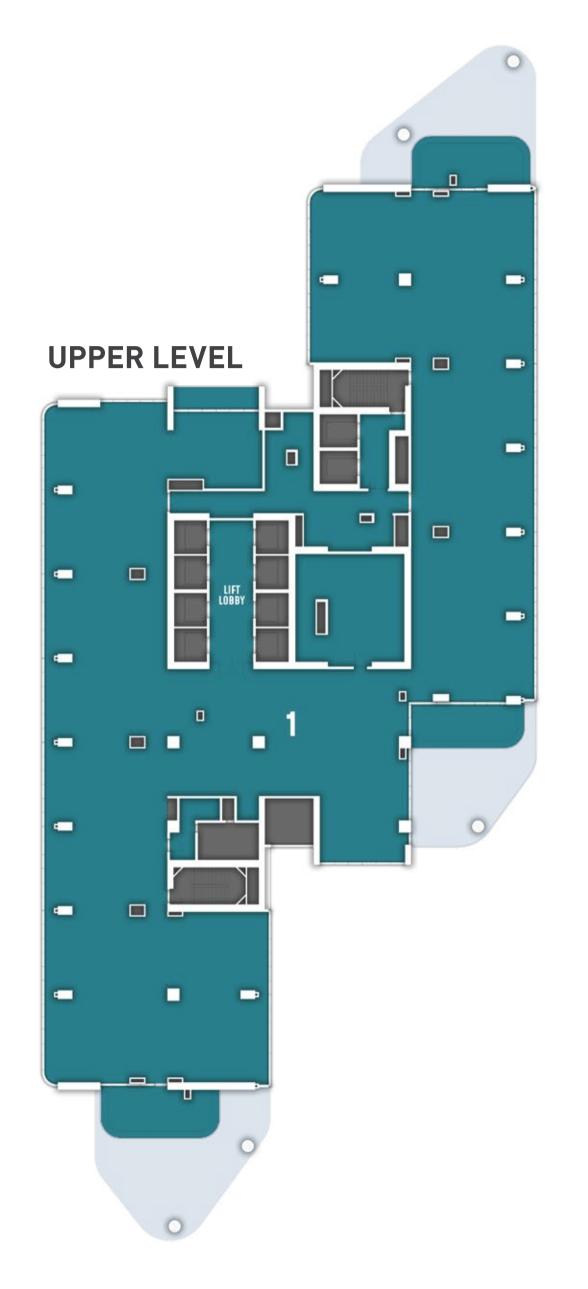


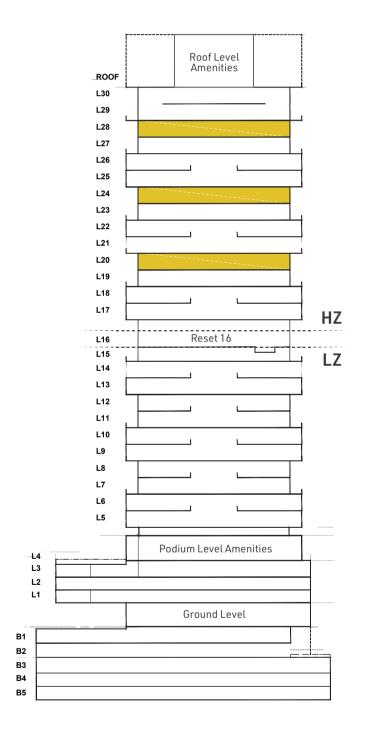


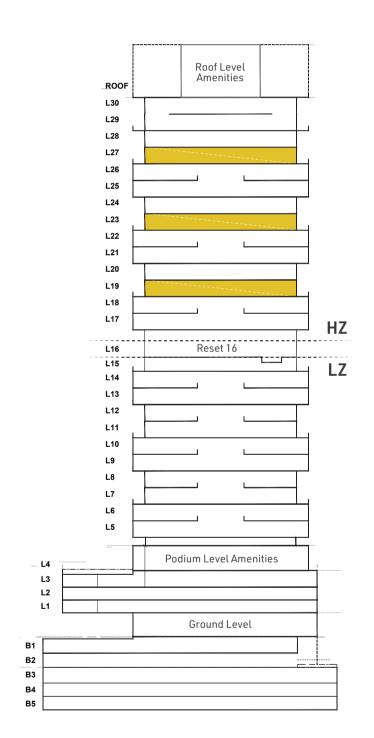


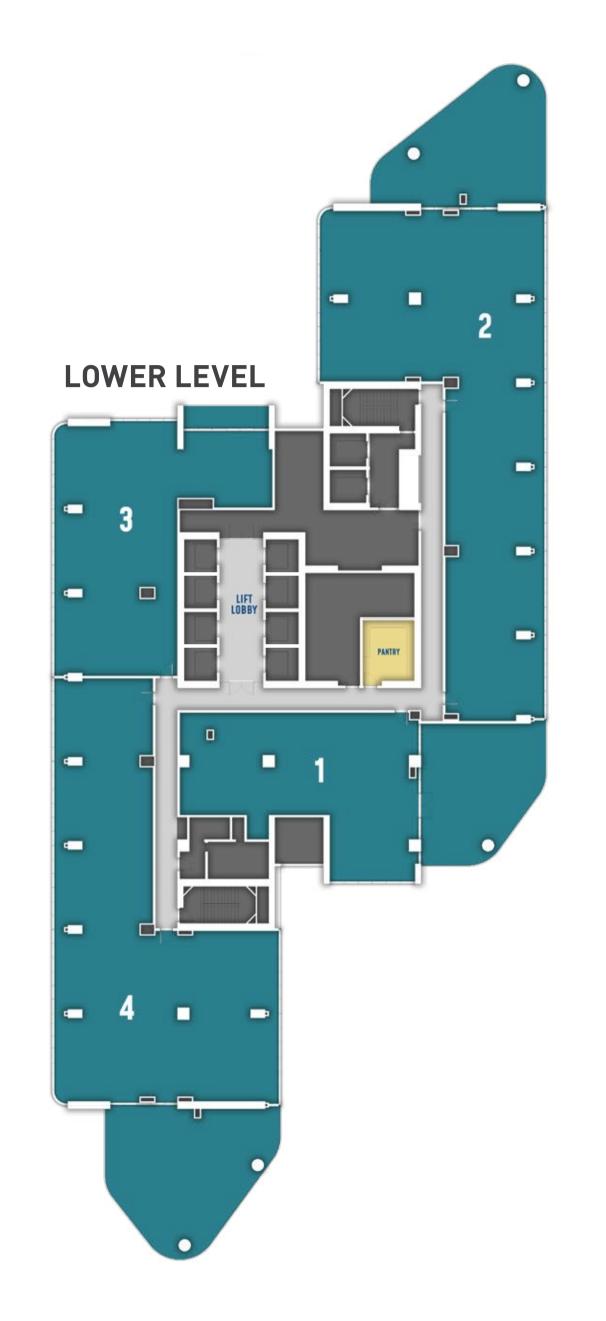


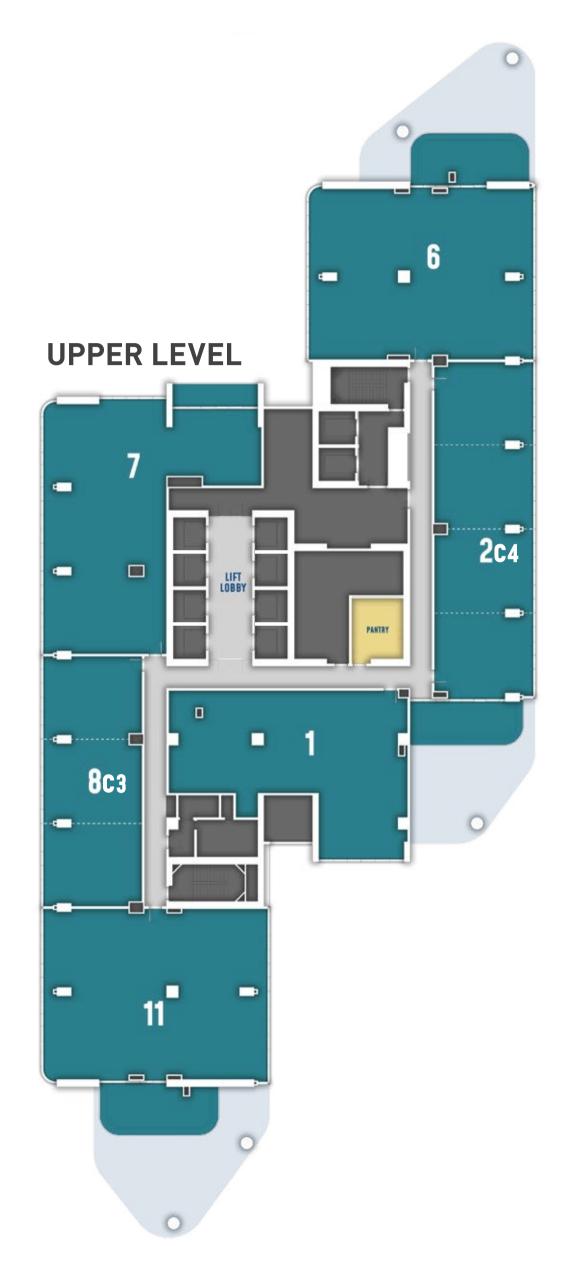


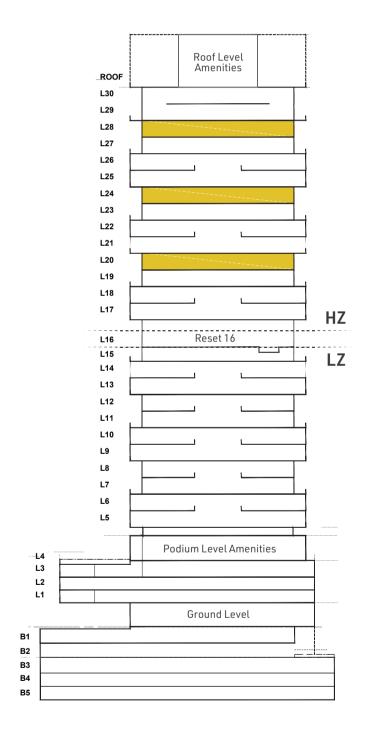


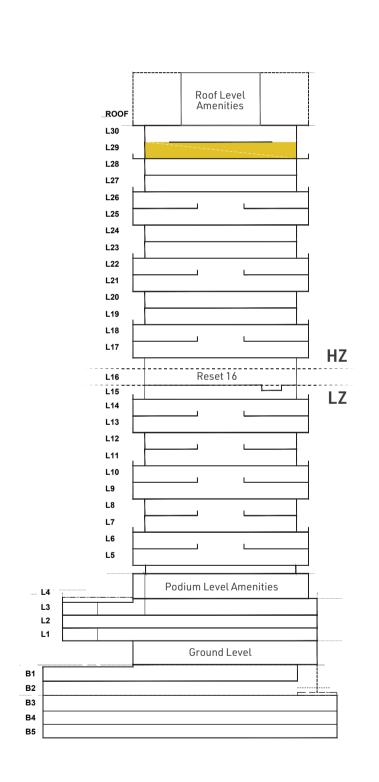


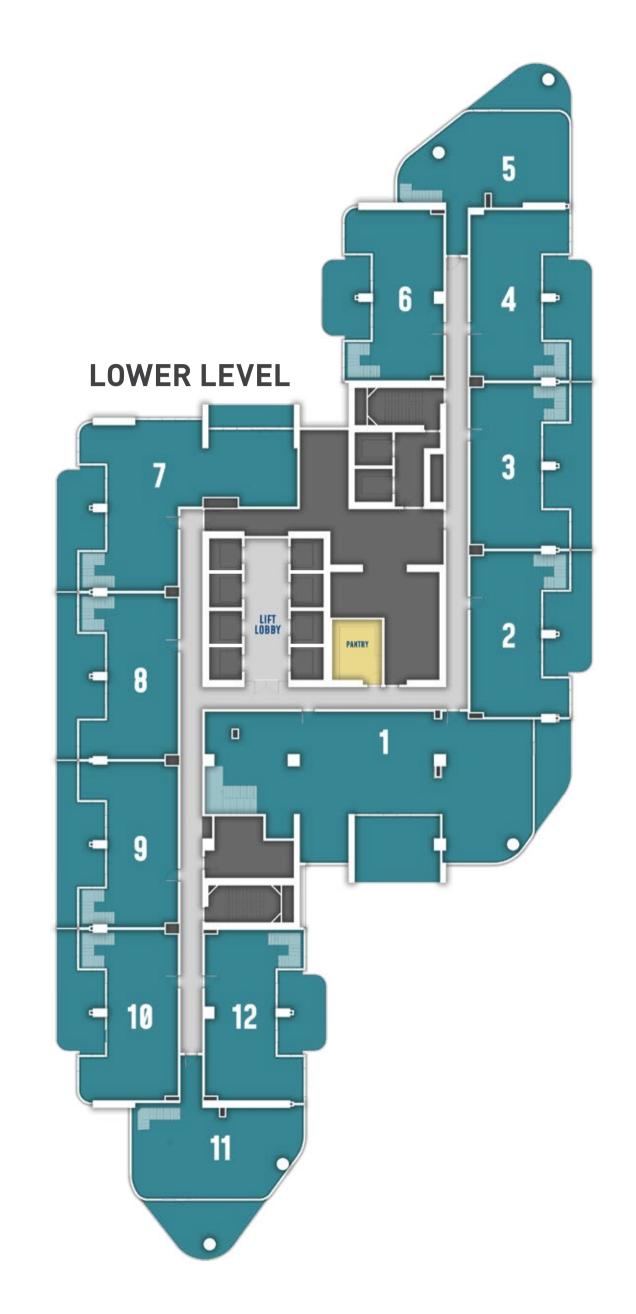


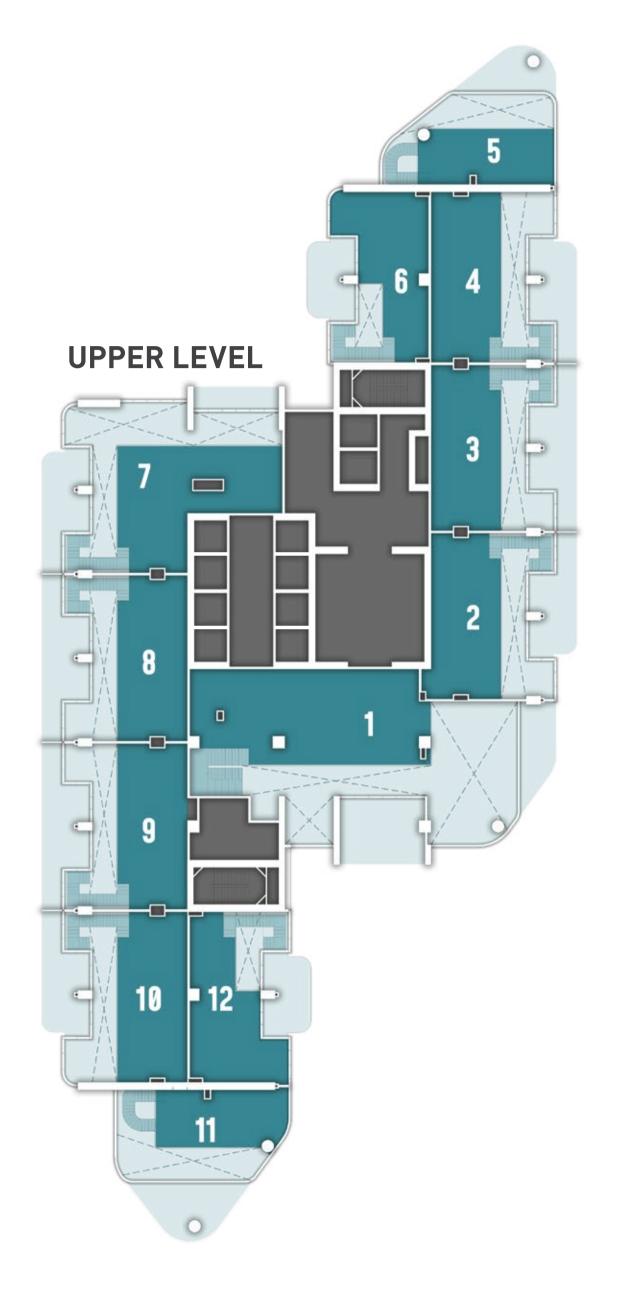


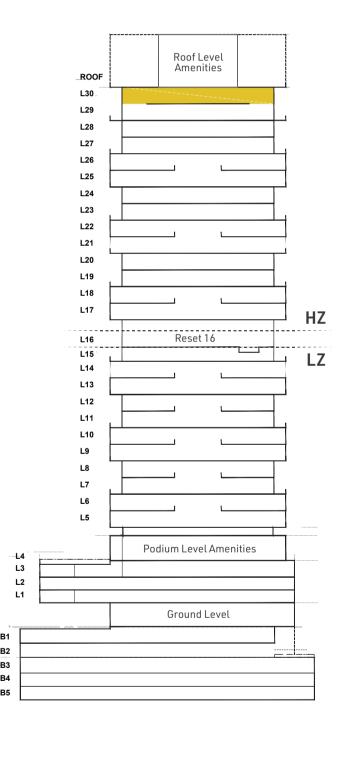
















#### **ARCADE LEVEL** POWER UP BELOW GROUND

**ARRIVAL NODE** 

**URBAN GALLERY** 

**SUNKEN SEATING** 

**SKATE PARK** 

**URBAN GYM** 

**CONNECTING STAIRCASE TO GF** 

**SCULPTURAL RIBBON SEATING** 

**CHILL ZONE** 

**PROMENADE ARRIVAL** 





#### **GROUND LEVEL** WELCOME WAGON

**CONCIERGE** 

**LOBBY LOUNGE** 

**LIFT LOBBY** 

**CO-WORKING ZONE** 

**FOOD HALL - THE BLOCK** 

**SERVING KITCHENS** 

**SOCIAL SPACES** 

**EVENTS STAGE** 

**COFFEE CORNER** 

**LIBRARY** 

**DROP OFF AREA** 

**VALET** 

**SCOOTER PARKING** 

**OUTDOOR COURTYARD** 

**CONNECTION STAIRCASE** 

#### **PODIUM LEVEL** HQ LAND

**FULLY-FITTED GYM** 

**CRANK STUDIO** 

**BEAUTY LOUNGE** 

**NAIL SALON** 

**ONE-STOP SHOP** 

**VITAMIN BAR** 

**PODCAST CABIN** 

**FOAM PIT** 

RENTABLE MULTIPURPOSE AREA

**CO-WORKING ZONE** 

**EVENT SPACES** 

**YOGA SPACE** 

**PADEL COURT** 

**BASKETBALL COURT** 

**SKYLINE TERRACE** 

**VIEWING DECK** 

**FLOATING TREEHOUSE PODS** 

**SUNKEN SEATING** 

**PLAY & PAUSE ZONE** 

**RUNNING TRACK** 





#### RESET 16 DIVE IN, ZONE OUT

SPA PODS

**JACUZZI** 

**STEAM POD** 

**SAUNA POD** 

**PLUNGE POOL** 

NAP PODS

**SEMI-OLYMPIC POOL** 

**SUN LOUNGERS** 

**JUICE BAR** 

**ZEN GARDEN** 

**CHILL GARDEN** 

**CHANGING ROOMS** 



#### THE HUB

PLUG, UNPLUG

**COFFEE CORNER** 

**UPRESSO VERTICAL CAFE** 

**COMMUNAL LOUNGE** 

**CO-WORKING ZONE** 

**COMBINABLE MEETING ROOMS** 

**000 P0DS** 

INDOOR | OUTDOOR

**SHARED PANTRY** 

**INTEGRATED STAIR SEATING** 

**FEATURE STAIRCASE** 

**OUTDOOR COURTYARD** 

#### ROOFTOP

WORK WITH VIEWS

LIFT LOBBY

**GARDEN MEETING PODS** 

**SCULPTURAL RIBBON SEATING** 

**SOCIAL CORNER** 

**OBSERVATION DECK** 

**CO-WORKING ZONE** 







DESIGN THAT OF SPEAKS EVERY SPEAKS LANGUAGE LANGUAGE









#### GROUND LEVEL

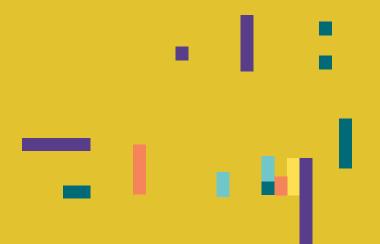
- 01 DROP-OFF AREA
- 02 VALET
- 03 SCOOTER PARKING
- 04 CONCIERGE
- 05 LOBBY LOUNGE
- 06 LIFT LOBBY
- 07 CO-WORKING ZONE
- 68 FOOD HALL THE BLOCK
- 9 SERVING KITCHENS
- 10 SOCIAL SPACES
- 11 EVENTS STAGE
- 12 COFFEE CORNER
- 13 LIBRARY
- 0UTDOOR COURTYARD
- **15** CONNECTION STAIRCASE







## STEP IN. STAND OUT. DROP-OFF AREA





# ARRIVAL, THE ROVE WAY

The reception lobby is more than a transition - it's a curated pause.

Blending art, greenery, and comfort, it carries the signature Rove

DNA that makes every arrival feel alive.



## THE BEGINNING OF EVERY JOURNEY

This is more than just an entrance; it's a space that connects people instantly. From the very first moment, the atmosphere sets the tone for the day ahead.

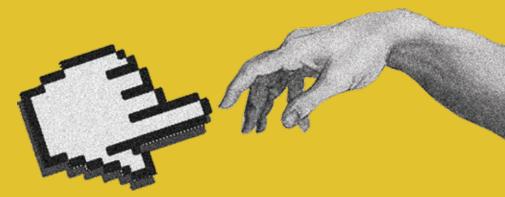








## THE BLOCK: REFUEL





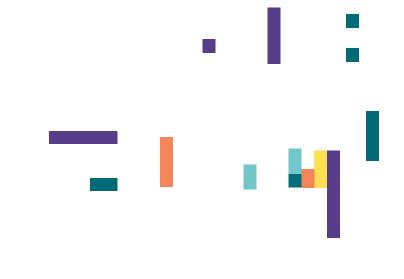
## THE BLOCK: FOCUS





#### THE BLOCK: PLAY

The Block blends a buzzing food hall with event corners, social hangouts, and quiet reading nooks - making it the heart of HQ's everyday life.











# NO WAITING, ALWAYS MOVING

Every second matters. That's why HQ by Rove features 21 destination-controlled high-speed elevators, ensuring your next stop is never more than 30 seconds away. Each one is designed to carry up to 21 people, so everyone moves with ease.





#### PODIUM LEVEL

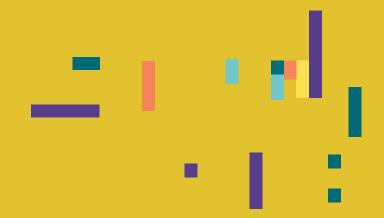
- 01 LIFT LOBBY
- 02 VITAMIN BAR
- 03 GYM-OUTDOOR/INDOOR
- 04 FOAM PIT
- OS RENTABLE MULTI-PURPOSE AREA INDOOR/OUTDOOR
- 06 BEAUTY LOUNGE
- 07 NAIL SALON
- 08 ONE-STOP SHOP
- 09 MASSAGE ROOM
- 10 CRANK STUDIO
- 11 CO-WORKING ZONE
- 12 YOGA SPACE
- 13 BASKETBALL COURT
- 14 PADEL COURT
- 15 FLOATING TREEHOUSE PODS
- 16 PODCAST CABIN
- 17 SUNKEN SEATING
- 18 STEPPED GARDEN
- 19 PLAY & PAUSE ZONE
- 20 RUNNING TRACK
- 21 CONNECTION STAIRCASE





## VITAMIN BAR

With its complete setup and inviting design, this space stands out as a signature of HQ by Rove, bringing wellness and refreshment into daily life.







#### POWERED BY CRANK

Crank brings a dynamic fitness experience right into HQ, giving you the chance to reset, recharge, and rise stronger - without ever leaving the building.



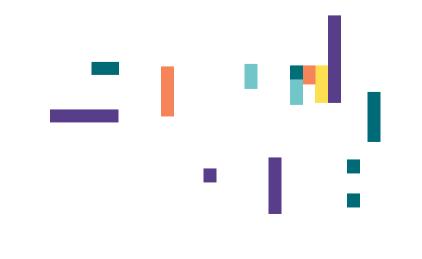






# WORK HARD, PLAY ALWAYS

The Podium is your outdoor arena featuring basketball court, padel court, floating treehouse pods and all the space you need to recharge between the grind.







### CREATIVITY ABOVE GROUND

Perched among the trees, these floating treehouse pods give meetings and ideas a new perspective. Cooled by AC, they make sure you're out of office without leaving HQ.

# FRESH PERSPECTIVES

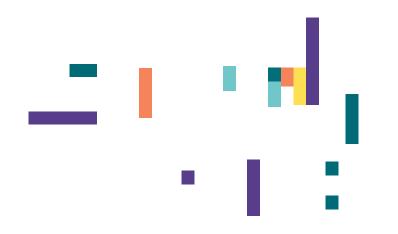
The terrace offers a space to pause, breathe, and reconnect with your surroundings. Here, inspiration flows as naturally as the breeze.





## A STAGE FOR EVERYDAY CONNECTIONS

The Podium level brings people together in ways that feel effortless. Conversations, encounters, and shared moments naturally rise above the ordinary.







RESET 16

01 SPA PODS

05 PLUNGE POOL 02 JACUZZI

06 NAP PODS

**10** ZEN GARDEN

JUICE BAR

03 STEAM POD

97 SEMI-OLYMPIC POOL

11 CHILL GARDEN

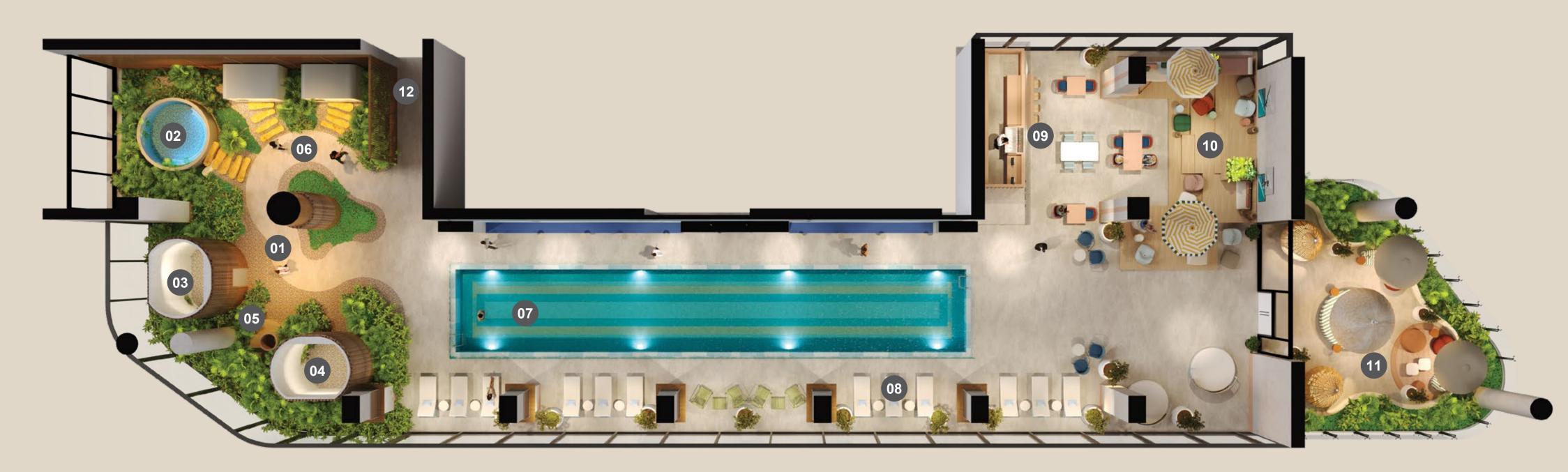
04 SAUNA POD

**SUN LOUNGERS** 

12 CHANGING ROOMS



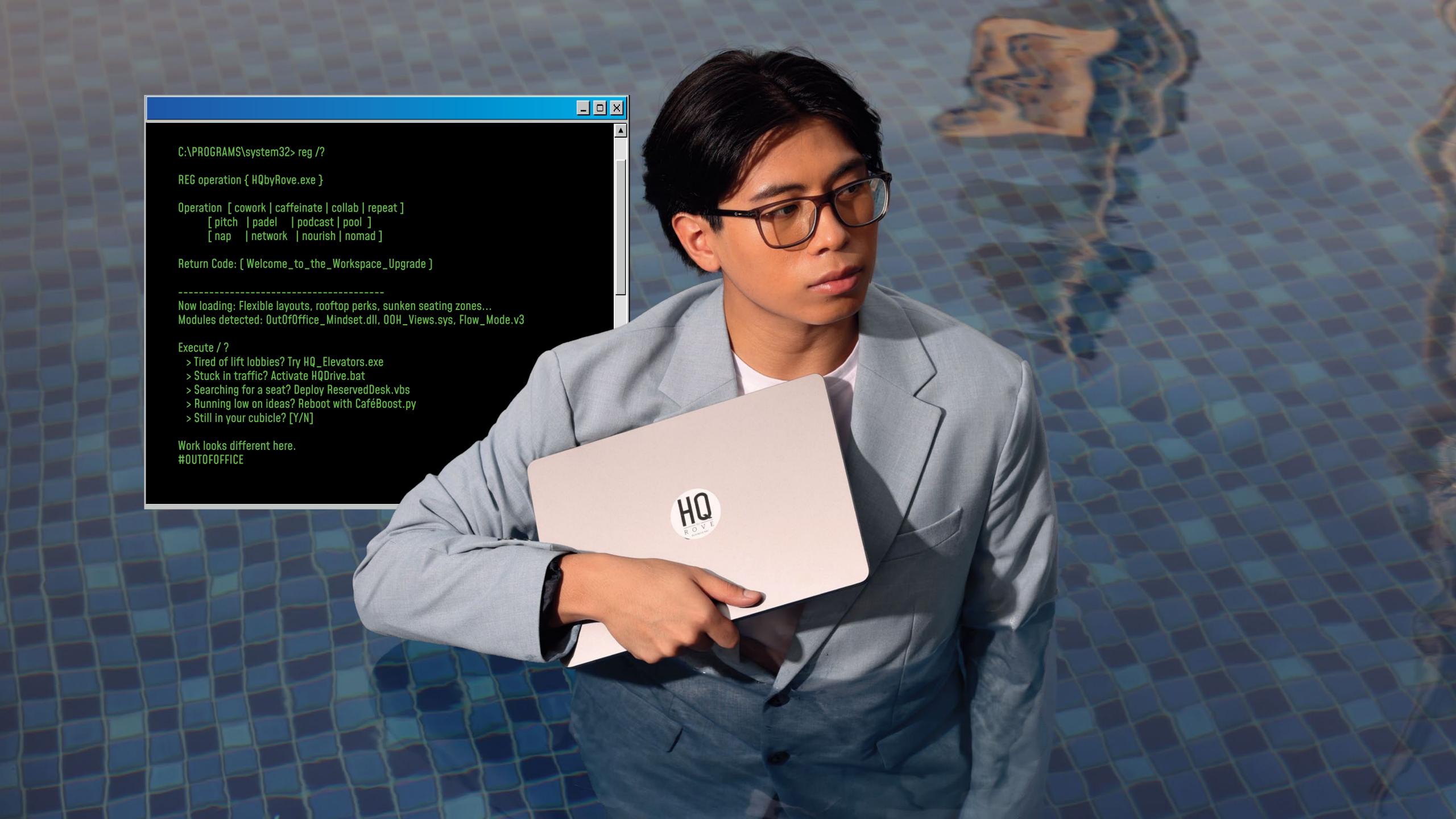














#### THE HUB

- 01 COFFEE CORNER
- 02 UPRESSO VERTICAL CAFE
- 03 COMMUNAL LOUNGE
- 04 CO-WORKING ZONE
- 05 COMBINABLE MEETING ROOMS

- 06 000 PODS
- 07 SHARED PANTRY
- **108** INTEGRATED STAIR SEATING
- 09 FEATURE STAIRCASE
- 10 OUTDOOR COURTYARD









# THE HUB: HQ'S SOCIAL HEART

With the vertical
Upresso café at its core,
versatile meeting
rooms, and open
lounge areas, it's
designed for everyday
convenience - whether
you're grabbing a
coffee, catching up, or
collaborating.



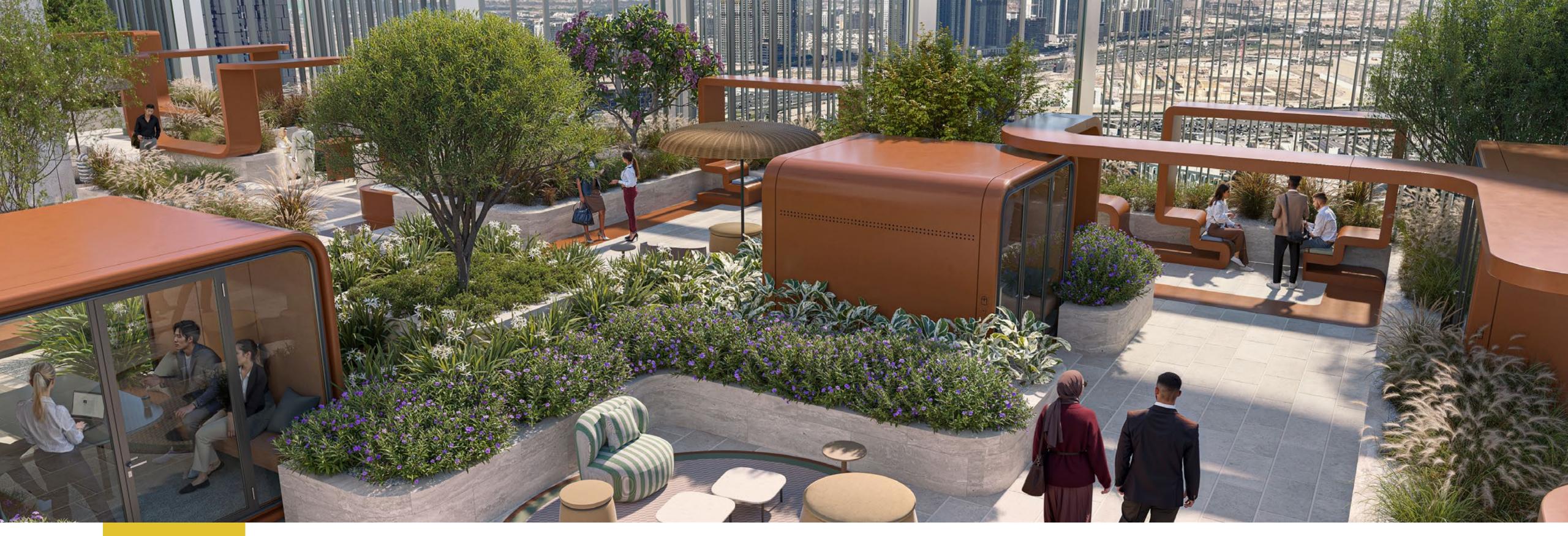


#### **UPRESSO**









ROOFTOP LEVEL

## INSPIRATION AT NEW HEIGHTS

The rooftop terrace opens up to sweeping city views that spark imagination and calm the mind. It's a place for golden hours, fresh air, and unforgettable moments.

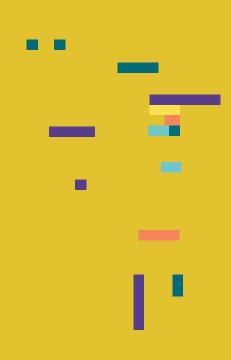








## UNIT TYPES



## MODULAR OFFICE COLLECTION

#### STUDIO: 680-865 SQFT

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

#### **DELUXE: 1360-1446 SQFT** STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

#### **EXECUTIVE: 1986-2264 SQFT** STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts, available in open, semi-open, or closed configurations to suit growing teams.

#### SIMPLEX EDGE: 1230-1614 SQFT

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

#### **A LA CARTE**

#### **2700 SQFT AND ABOVE**

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

## LOFT OFFICE COLLECTION

#### **LOFT EDGE: 2051-2467 SQFT**

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

#### PENTHOUSE LOFTS: 2185-3708 SQFT

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.

#### PRESIDENTIAL LOFT: 5800 SQFT

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.

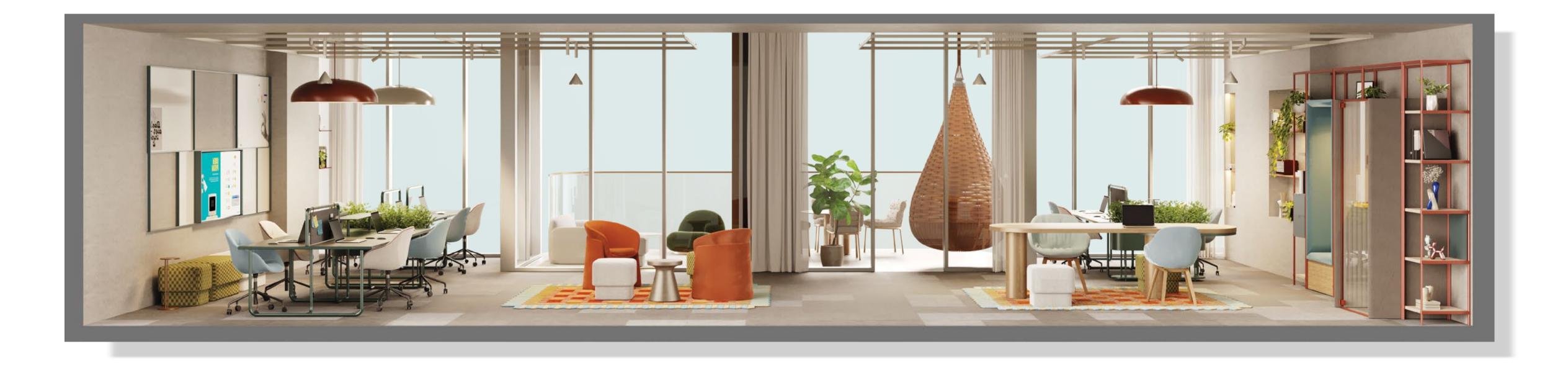




Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



# STUDIO + STUDIO = DELUXE



Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



# STUDIO + DELUXE = EXECUTIVE



# YOUR INTERNAL ROUTE



# STUDIO (680-865 SQFT)

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

OCCUPANCY 😂 6-14







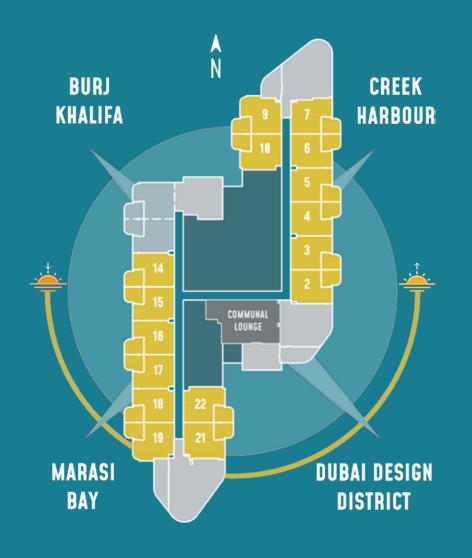


STUDIO FLOOR PLAN



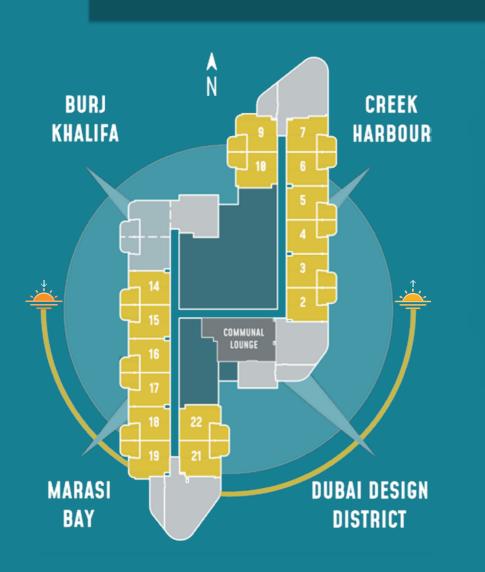
- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

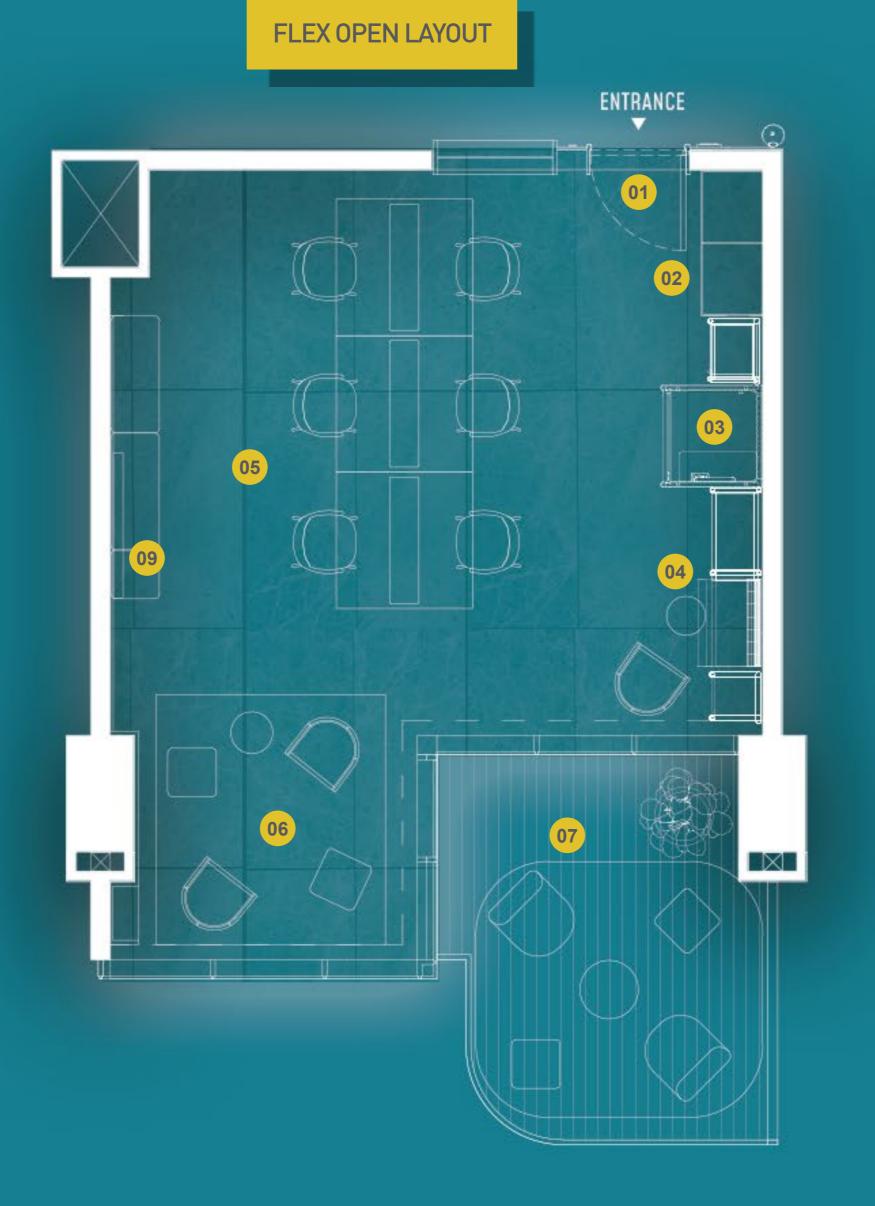
SIZE	(FROM - TO)
INTERNAL AREA	539-595 SQFT
OUTDOOR AREA	141 SQFT
TOTAL AREA	680-736 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	1 SPOT



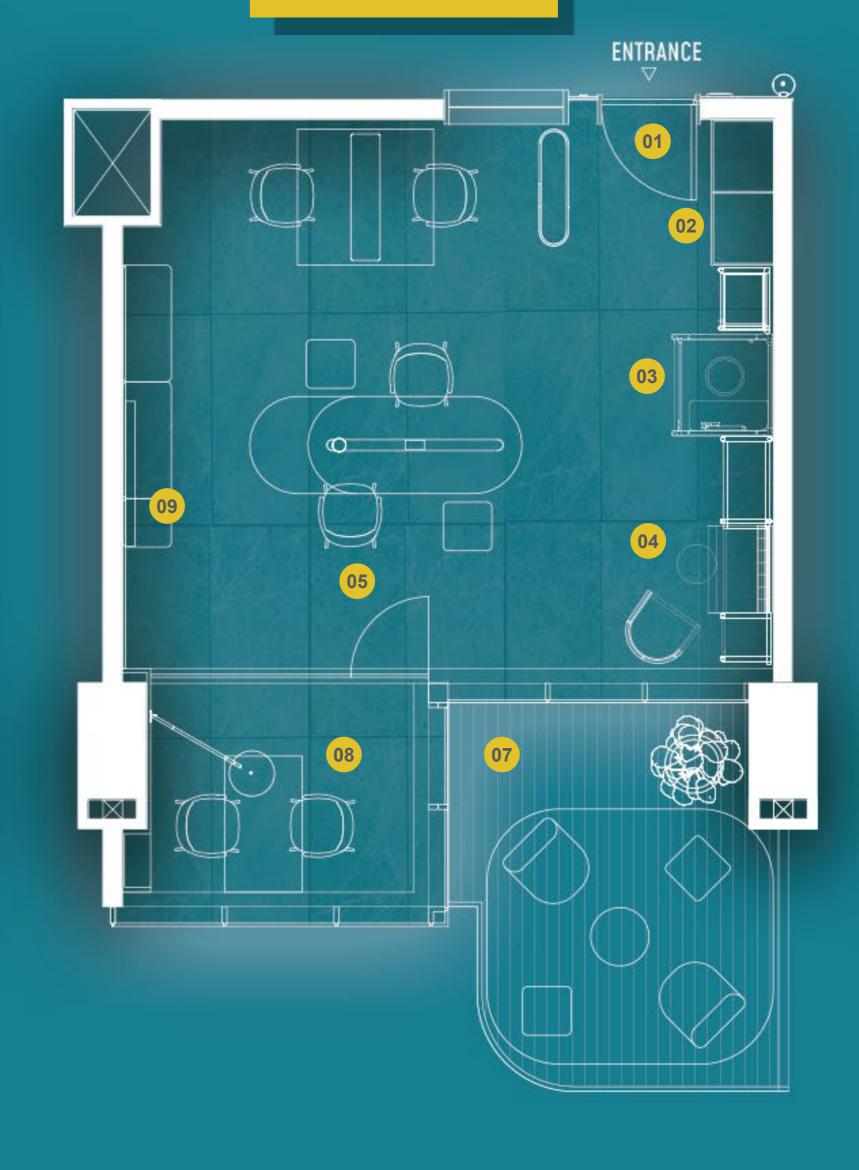


- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 COURTYARD
- 08 PRIVATE OFFICE
- 9 THINK WALL



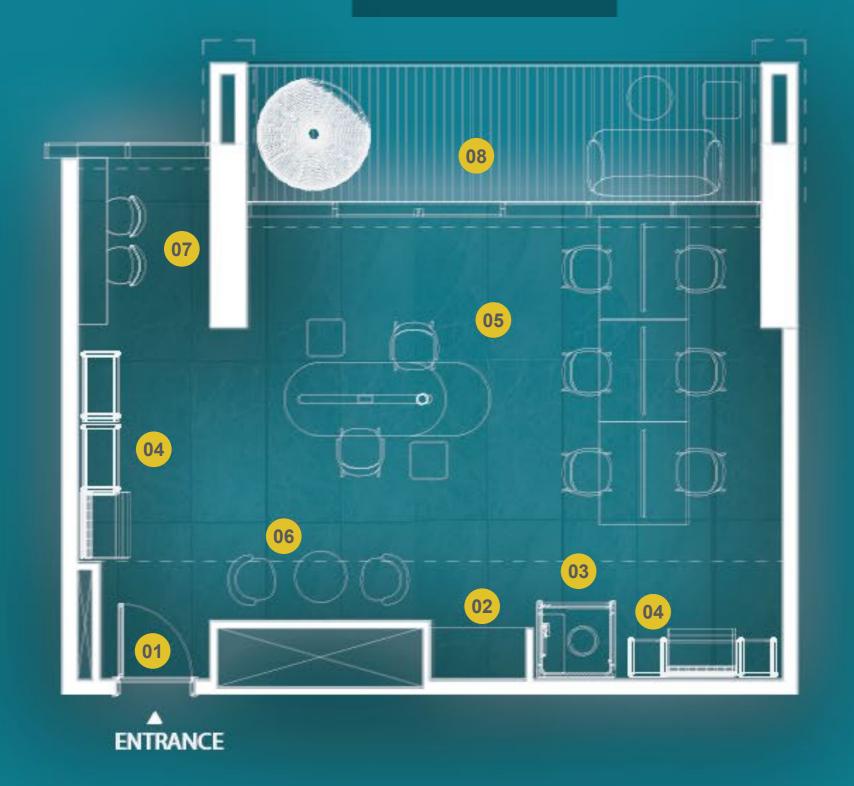


#### FLEX FOCUSED LAYOUT

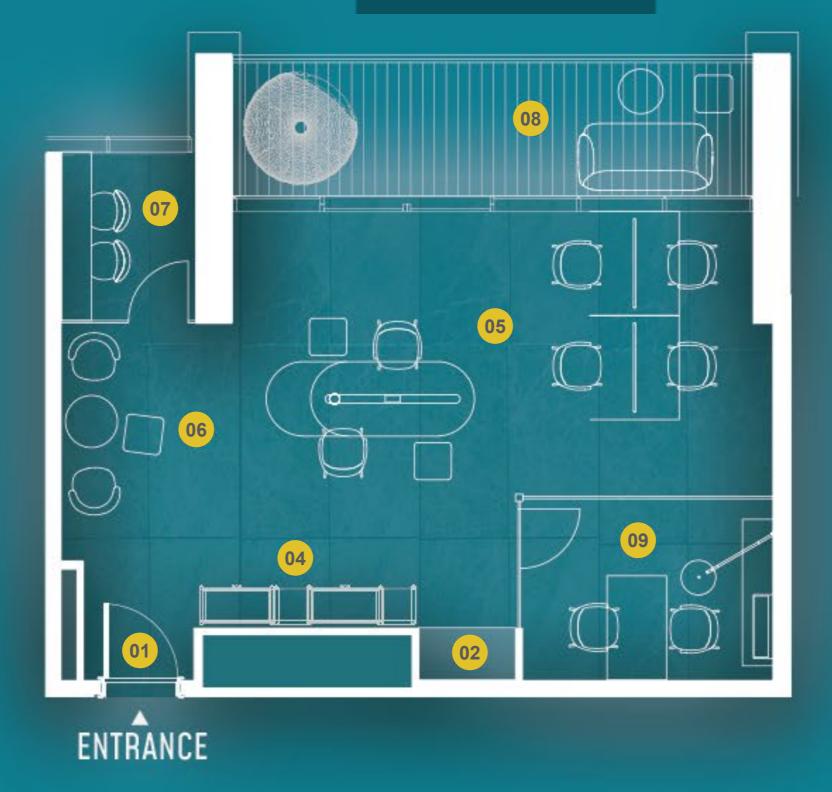




#### **FLEX OPEN LAYOUT**



#### FLEX FOCUSED LAYOUT

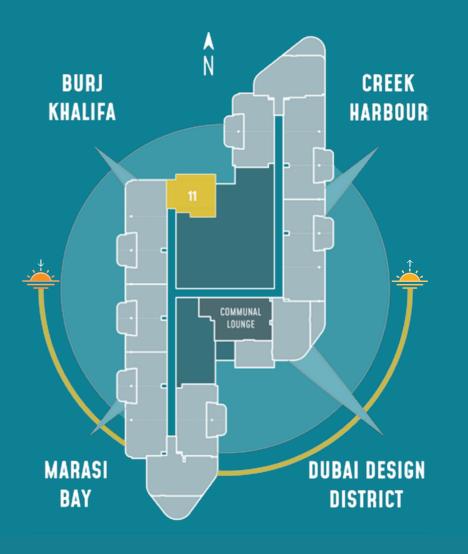


01 ENTRANCE

n i

- 02 SERVER/PRINTER
- 63 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 HOT DESKS
- 08 COURTYARD
- 9 PRIVATE OFFICE

DEDICATED PARKING	2 SPOTS
LEVELS	L7-L8-L11-L12
TOTAL AREA	865 SQFT
OUTDOOR AREA	163 SQFT
INTERNAL AREA	702 SQFT





# **DELUXE** (1360-1446 SQFT)

STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

OCCUPANCY 🙈 11-21





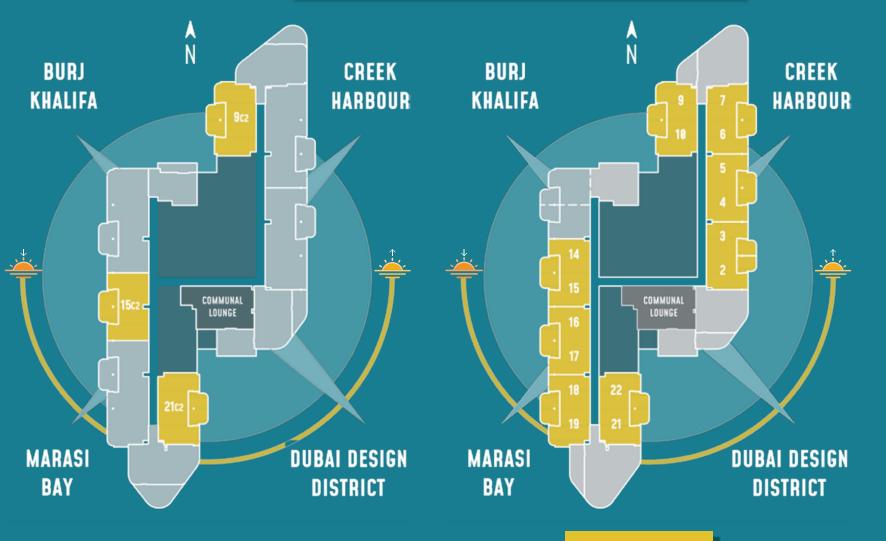






- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 THINK WALL
- 07 COURTYARD
- 08 FOCUS BOOTH

SIZE	(FROM - TO)
INTERNAL AREA	1078-1153 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1360-1446 SQFT
LEVELS	
LEVELS	L07-L08-L11-L12
ON-DEMAND LEVELS	L07-L08-L11-L12 L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26



ON-DEMAND





# **EXECUTIVE**

(1986-2264 SQFT)

#### STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts available in open, semi-open, or closed configurations to suit growing teams.

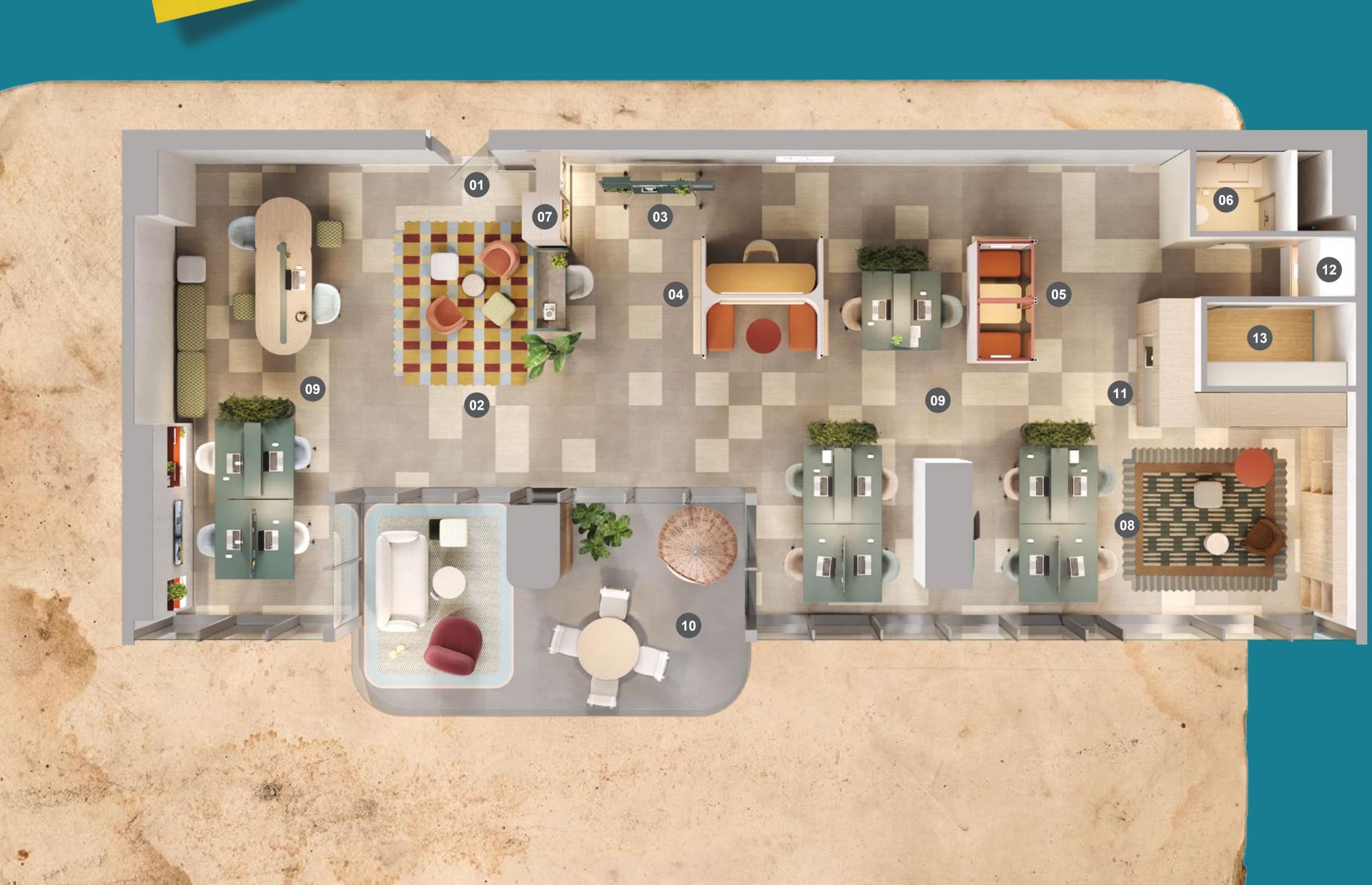
OCCUPANCY A 17-39





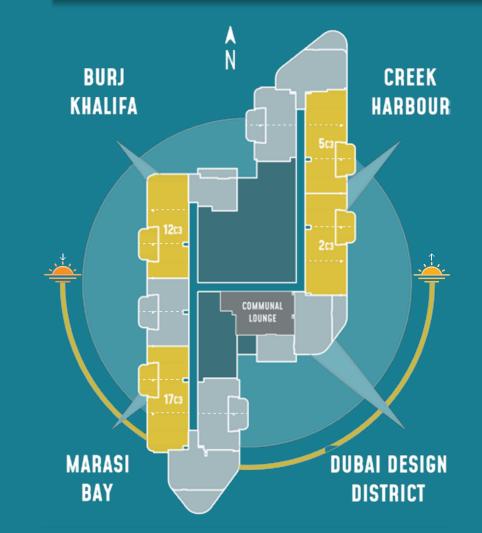


EXECUTIVE



- 01 ENTRANCE
- 02 RECEPTION
- 03 THINK WALL
- MODULAR PAVILION
- FOCUS BOOTH
- OF POWDER ROOM
- SERVER/PRINTER
- BREAKOUT AREA
- OPEN WORKSTATIONS
- 10 COURTYARD
- 11 PANTRY
- 12 SHELVING/STORAGE UNIT
- 13 STORAGE ROOM

DEDICATED PARKING	3 SPOTS
LEVELS	L07-L08-L11-L12
TOTAL AREA	1986-2031 SQFT
OUTDOOR AREA	282 SQFT
INTERNAL AREA	1704-1749 SQFT
SIZE	(FROM - TO)



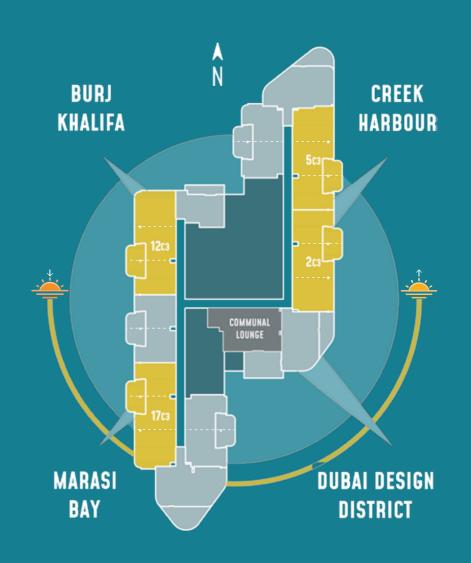
EXECUTIVE CONFIGURATIONS



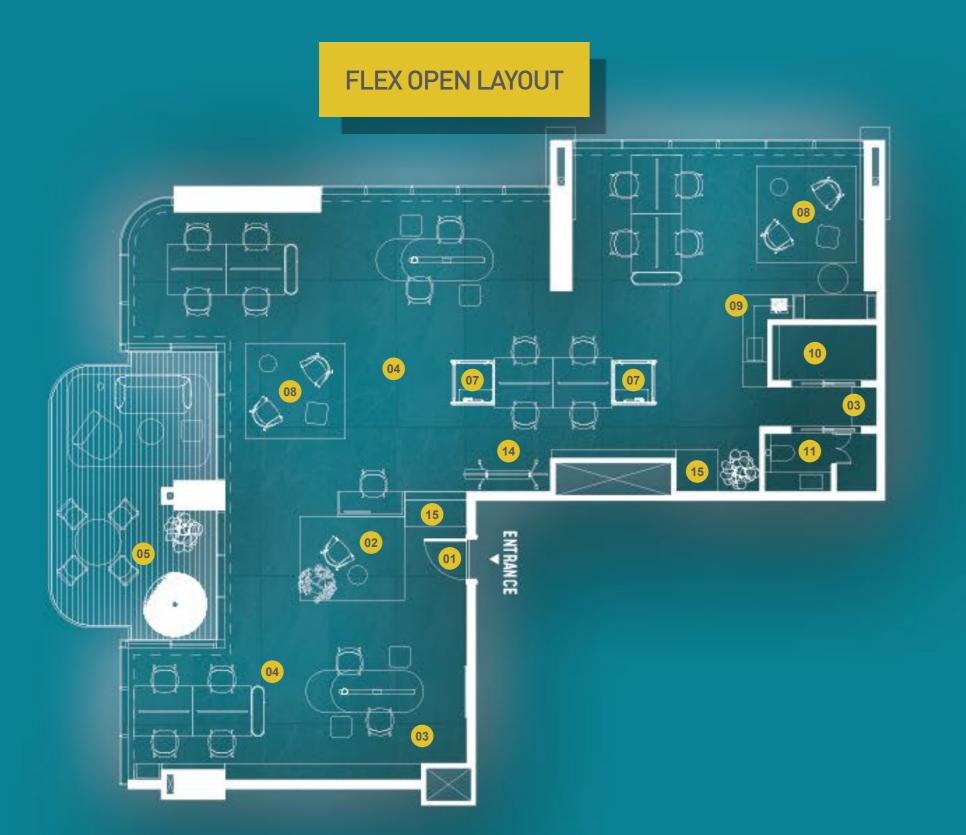


- 01 ENTRANCE
- 02 RECEPTION
- 93 PRIVATE OFFICES
- MODULAR PAVILION
- 05 COURTYARD
- 06 OPEN WORKSPACE
- 07 FOCUS BOOTH
- 08 PANTRY
- 09 BREAKOUT AREA
- 10 SERVER/PRINTER
- 11 SHELVING/STORAGE UNIT
- 12 POWDER ROOM
- 13 MEETING ROOM
- 14 THINK WALL

15 STORAGE ROOM



EXECUTIVE (UNIT-11C3) CONFIGURATIONS





- **01** ENTRANCE
- 02 RECEPTION
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 COURTYARD
- 06 MODULAR PAVILION
- FOCUS BOOTH
- 08 BREAKOUT AREA
- 09 KITCHENETTE
- 10 STORAGE ROOM
- 11 POWDER ROOM
- 12 MEETING ROOM
- 13 PRIVATE OFFICES
- THINK WALL
- 15 SERVER/PRINTER

INTERNAL AREA	1982 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2264 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	4 SPOTS



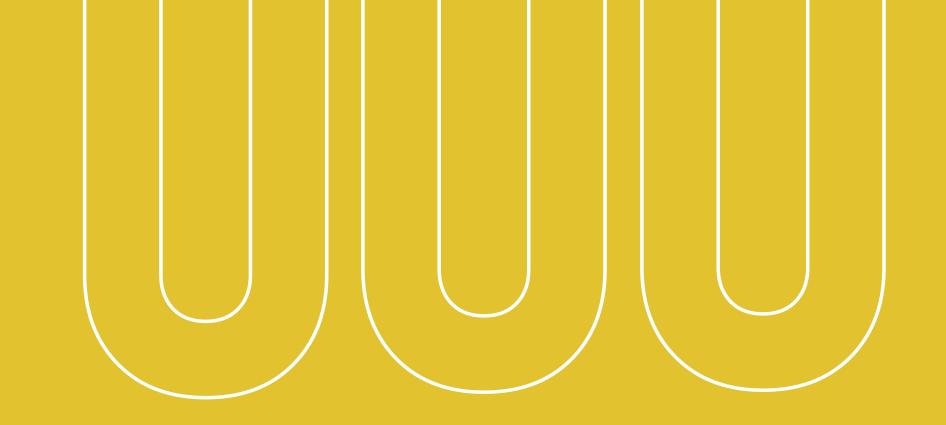


# SIMPLEX EDGE

(1230-1614 SQFT)

Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace.







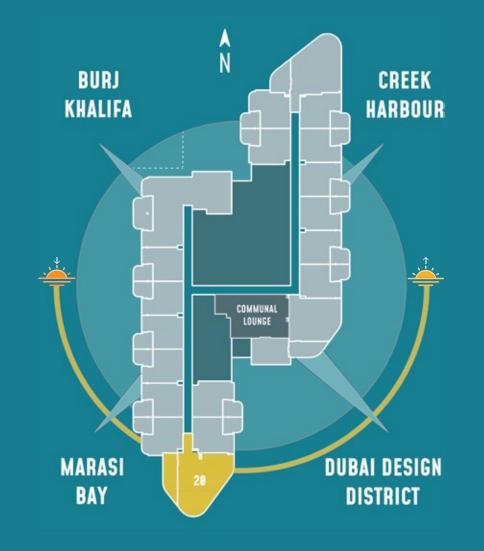


SIMPLEX EDGE (UNIT-20)



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 FOCUS BOOTH
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

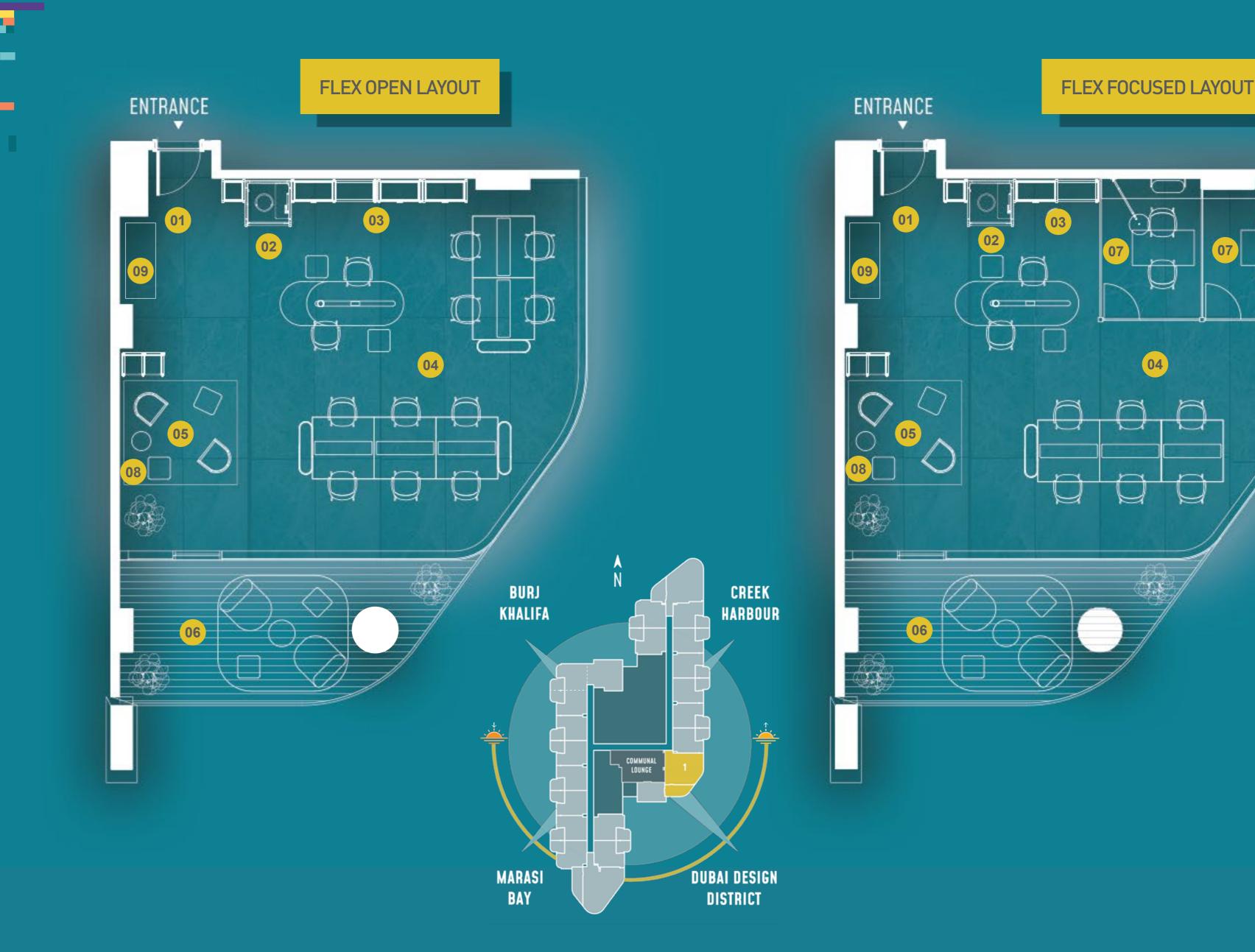
INTERNAL AREA	1327 SQFT
OUTDOOR AREA	287 SQFT
TOTAL AREA	1614 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18
	L21-L22-L25-L26



SIMPLEX EDGE
(UNIT-01)
CONFIGURATIONS

- 01 ENTRANCE
- FOCUS BOOTH
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- O7 PRIVATE OFFICES
- 08 THINK WALL
- 09 SERVER/PRINTER

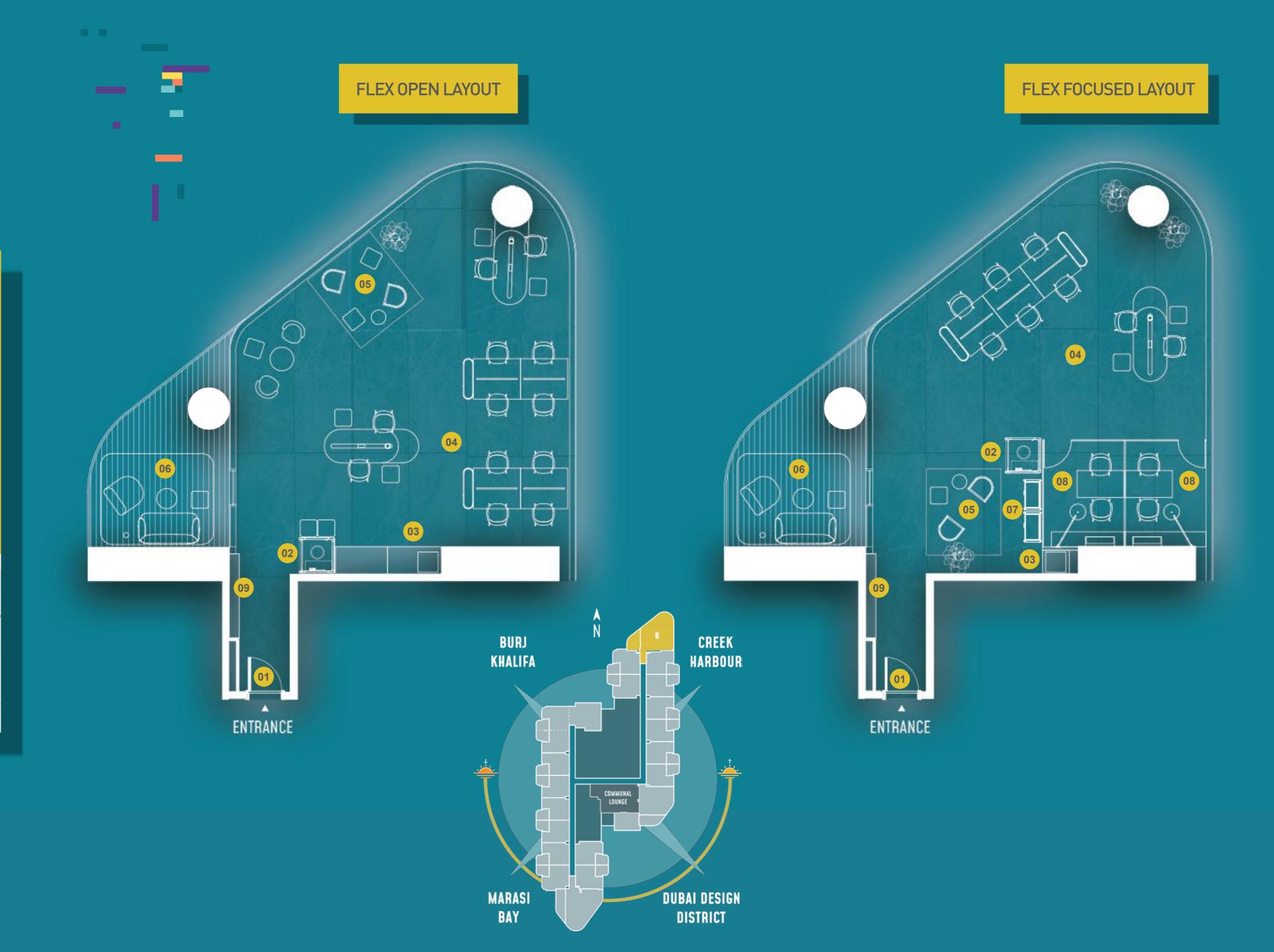
INTERNAL AREA	981 SQFT
OUTDOOR AREA	249 SQFT
TOTAL AREA	1230 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	2 SPOTS

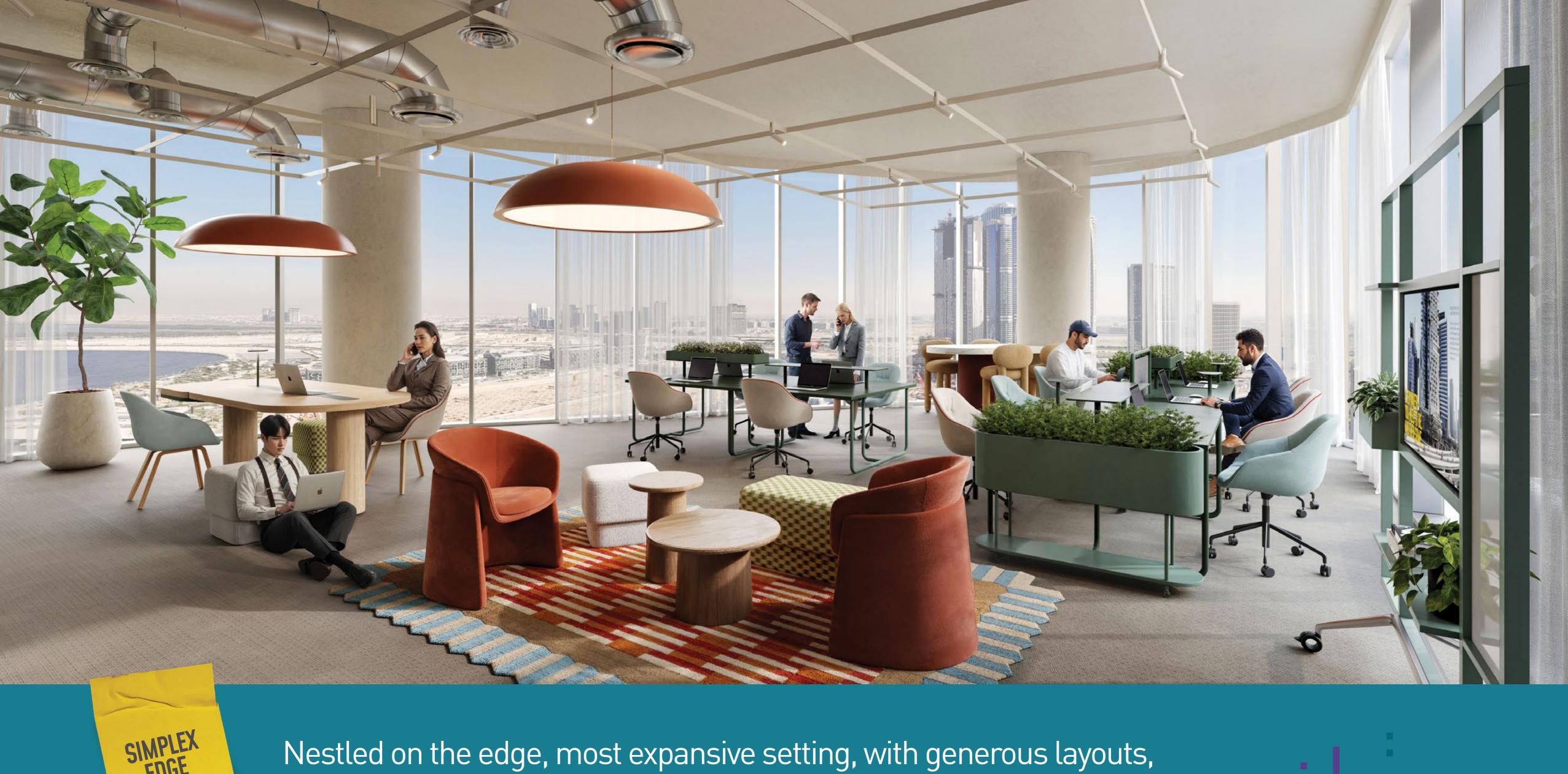




- 01 ENTRANCE
- **62** FOCUS BOOTH
- 03 SERVER/PRINTER
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- **O7** SHELVING/STORAGE UNIT
- 08 PRIVATE OFFICE
- 09 THINK WALL

DEDICATED PARKING	3 SPOTS
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
TOTAL AREA	1472 SQFT
OUTDOOR AREA	240 SQFT
INTERNAL AREA	1232 SQFT





Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

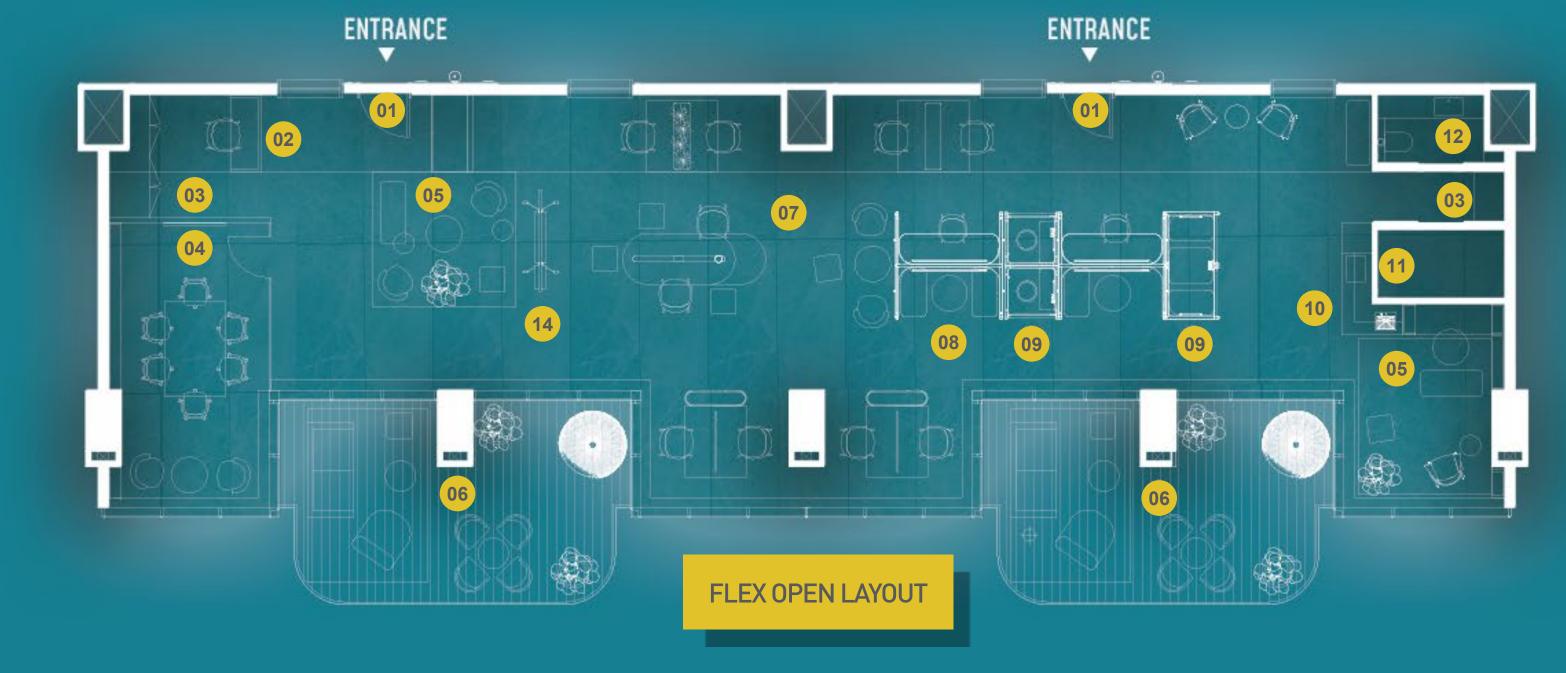


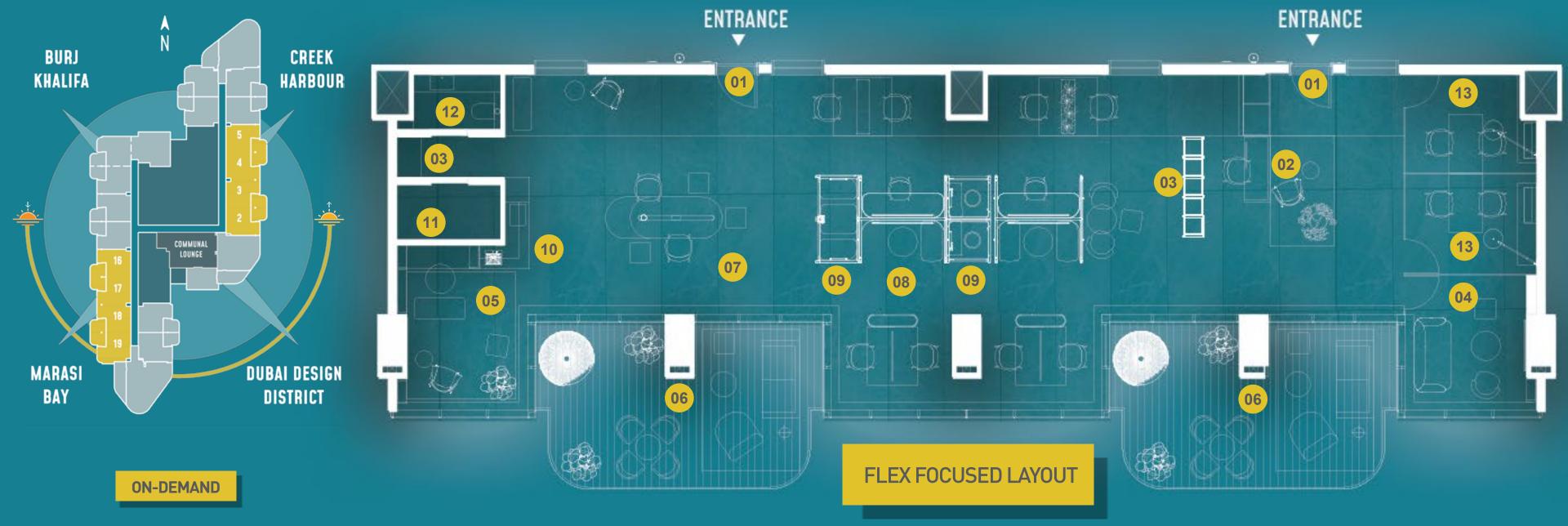
# 2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

- 01 ENTRANCE
- 02 RECEPTION
- 03 STORAGE
- 04 MEETING ROOM
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 OPEN WORKSTATION
- **08 MODULAR PAVILION**
- 9 FOCUS BOOTH
- 10 KITCHENETTE
- 11 SERVER/PRINTER
- 12 POWDER ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL

DEDICATED PARKING	5 SPOTS
ON-DEMAND LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
TOTAL AREA	2720 SQFT
OUTDOOR AREA	564 SQFT
INTERNAL AREA	2156 SQFT





# LOFT EDGE

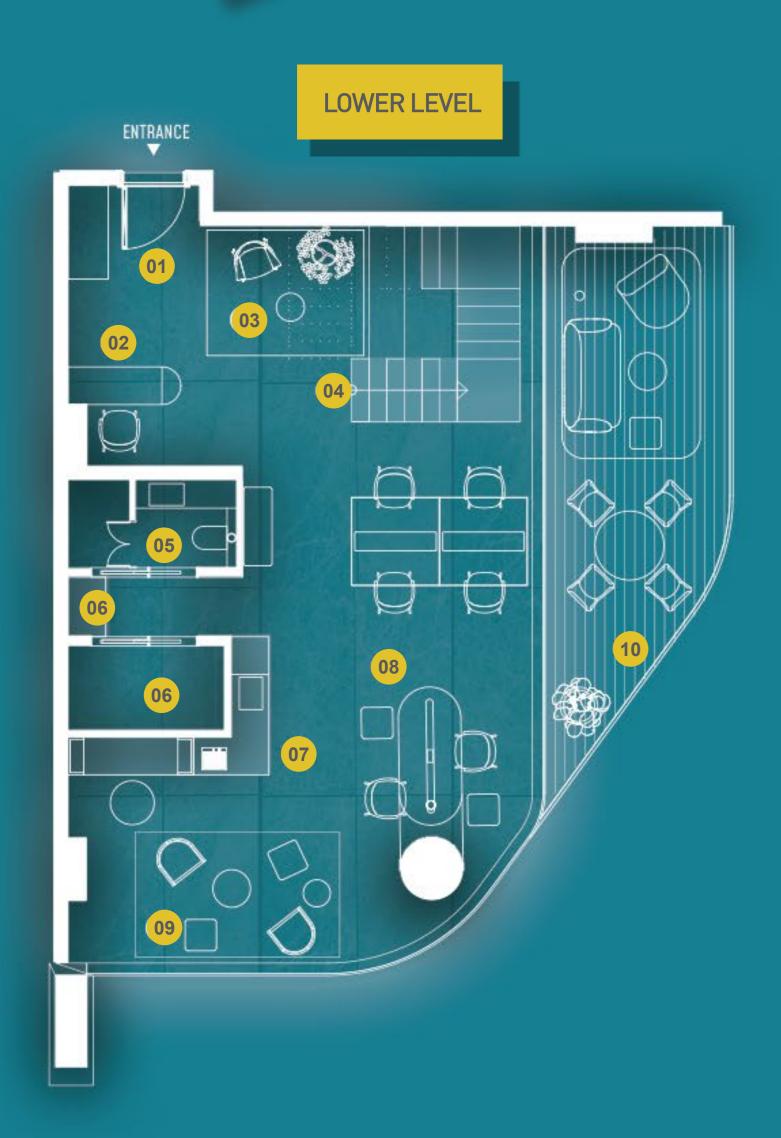
(2051-2467 SQFT)

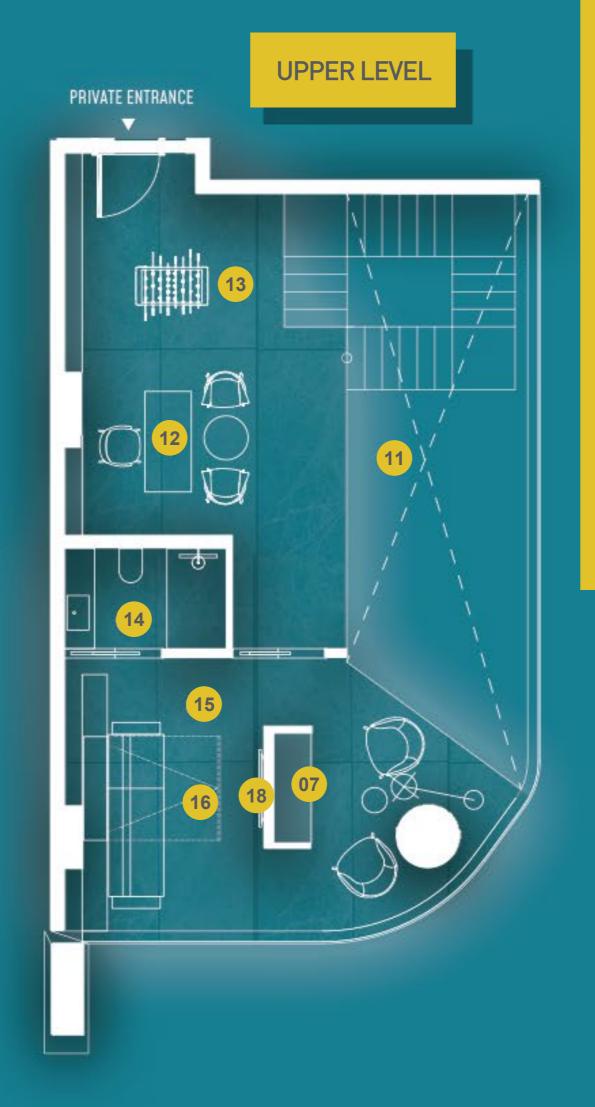
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.









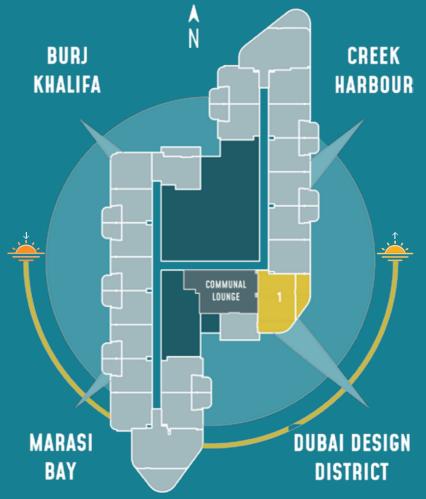


#### **LOWER LEVEL**

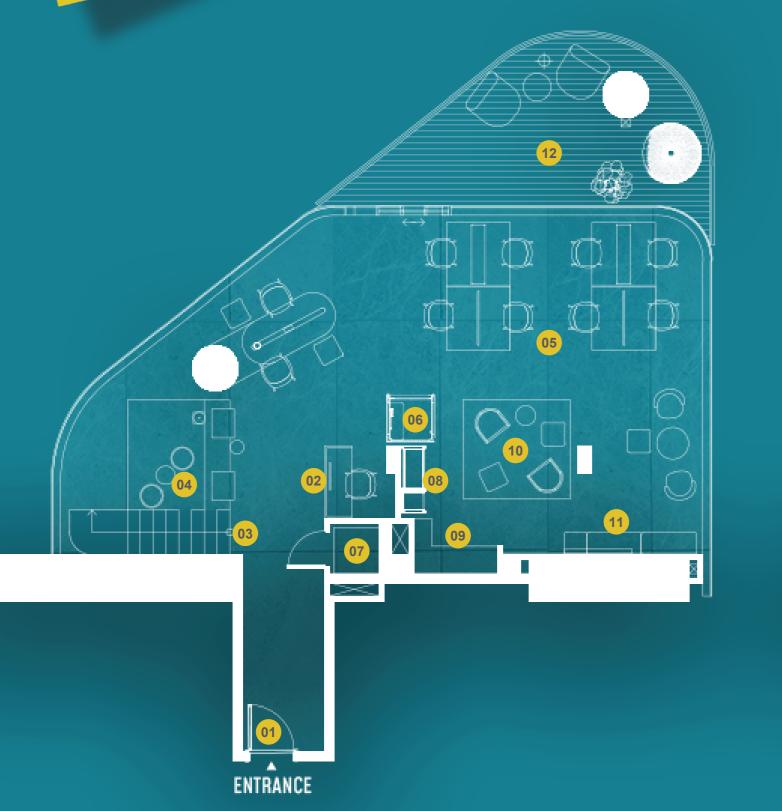
- 01 ENTRANCE
- 02 RECEPTION
- 3 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 POWDER ROOM
- 06 SHELVING/STORAGE UNIT
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 COURTYARD

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- **GAME CORNER**
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 FLEXIBED
- **MOTORIZED BLINDS**
- 18 TV

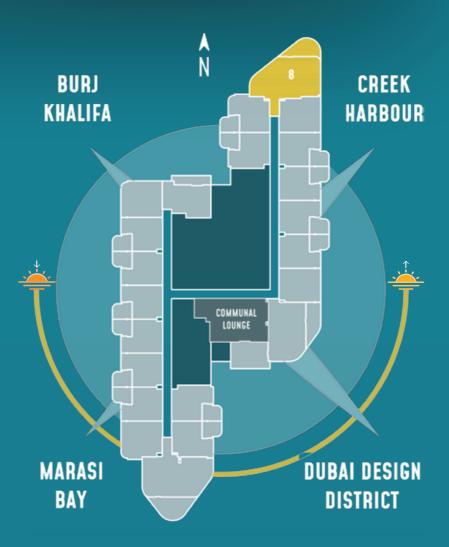
DEDICATED PARKING	4 SPOTS
LEVELS	L07-L11 (Office Entrance Level), L08-L12 (The Nest with Private Entrance)
TOTAL AREA	2052 SQFT
OUTDOOR AREA	242 SQFT
INTERNAL AREA	1810 SQFT



LOFT EDGE (UNIT-08) CONFIGURATIONS







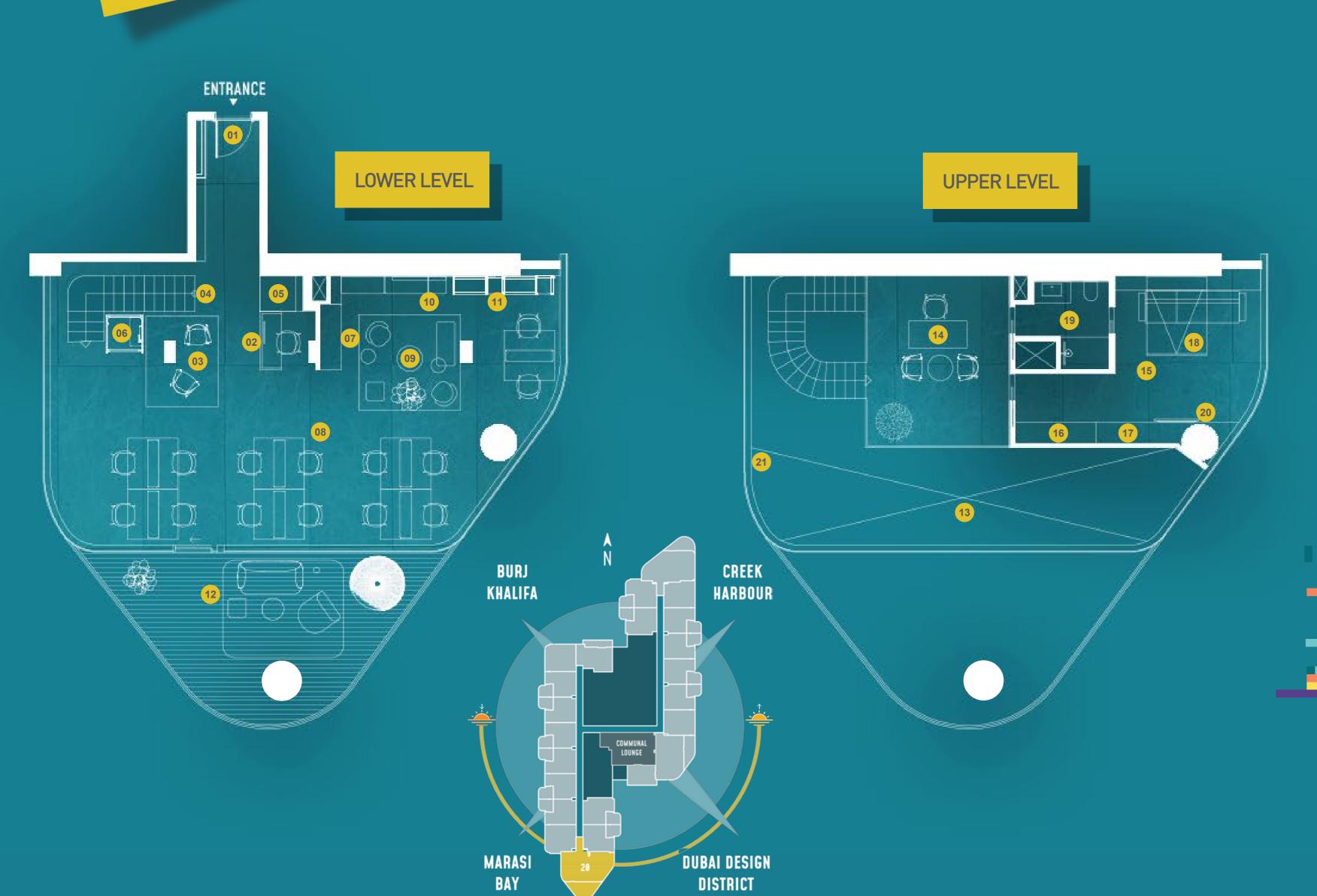
#### **LOWER LEVEL**

- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 OPEN WORKSTATIONS
- 06 FOCUS BOOTH
- 07 PRINTER/SERVER
- 08 SHELVING/STORAGE UNIT
- 09 KITCHENETTE
- 10 BREAKOUT AREA
- 11 THINK WALL
- 12 COURTYARD

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 FLEXIBED
- 18 POWDER ROOM / SHOWER
- 19 MOTORIZED BLINDS
- 20 T
- 21 WARDROBE

DEDICATED PARKING	5 SPOTS
LEVELS	L07-L11 (Office Entrance Level), L08-L12 (The Nest with Private Entrance)
TOTAL AREA	2359 SQFT
OUTDOOR AREA	241 SQFT
INTERNAL AREA	2118 SQFT





#### **LOWER LEVEL**

- **01** ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 PRINTER/SERVER
- of FOCUS BOOTH
- 07 KITCHENETTE
- **OB** OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 THINK WALL
- 11 SHELVING/STORAGE UNIT
- 12 COURTYARD

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 POWDER ROOM / SHOWER
- 20
- 21 MOTORIZED BLINDS

INTERNAL AREA	2124 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2466 SQFT
LEVELS	L07-L11 (Office Entrance Level), L08-L12 (The Nest with Private Entrance)
DEDICATED PARKING	5 SPOTS



living touch that makes the office feel like home.



# PENTHOUSE LOFTS

(2185-3708 SQFT)

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.





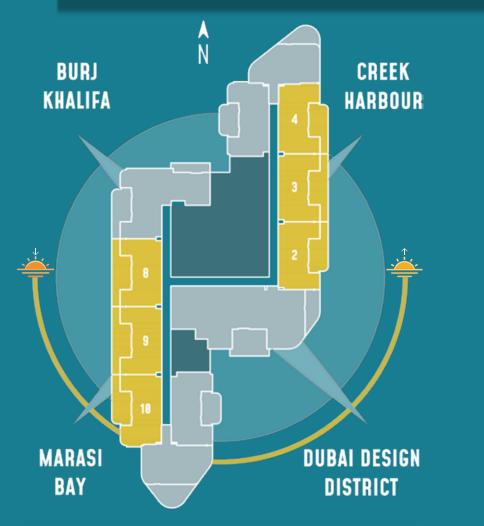
PENTHOUSE LOFTS



### **LOWER LEVEL**

- 01 ENTRANCE
- 02 RECEPTION
- 03 MEETING ROOM
- 04 BREAKOUT AREA
- 05 FEATURE STAIRCASE
- 06 OPEN WORKSTATIONS
- **07** SERVER/PRINTER
- 08 KITCHENETTE
- 09 POWDER ROOM
- 10 COURTYARD
- 11 INTEGRATED SEATING

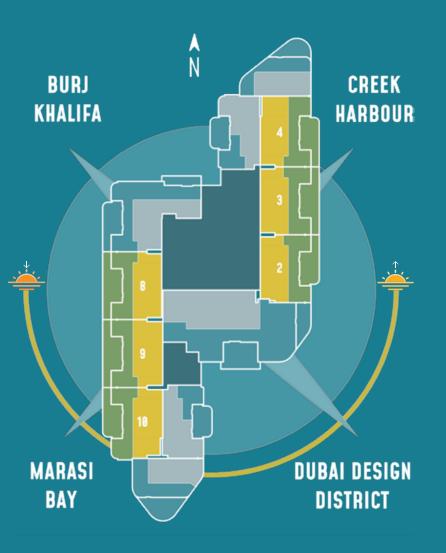
DEDICATED PARKING	5 SPOTS
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
TOTAL AREA	2507-2537 SQFT
OUTDOOR AREA	353-425 SQFT
INTERNAL AREA	2095-2177 SQFT
SIZE	



PENTHOUSE LOFTS

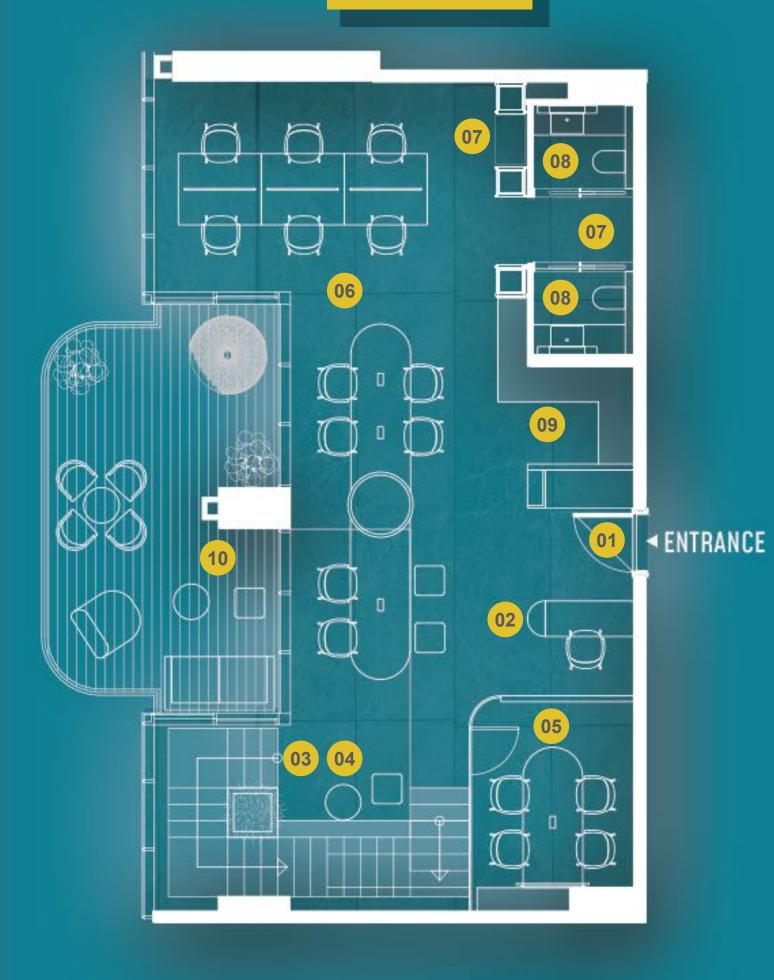


- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 MEETING CORNER
- 13 RESTING DEN
- 14 WARDROBE
- 15 POWDER ROOM & SHOWER
- 16 FLEXIBED
- 17 KITCHENETTE
- 18 MOTORIZED BLINDS
- 19 TV

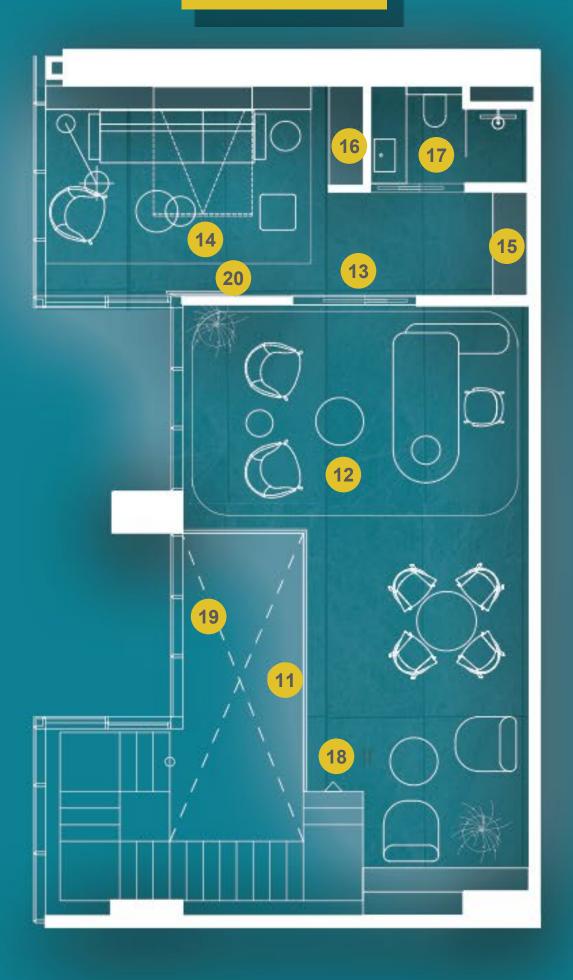


PENTHOUSE LOFTS
(UNIT-2906
& 2912)
CONFIGURATIONS





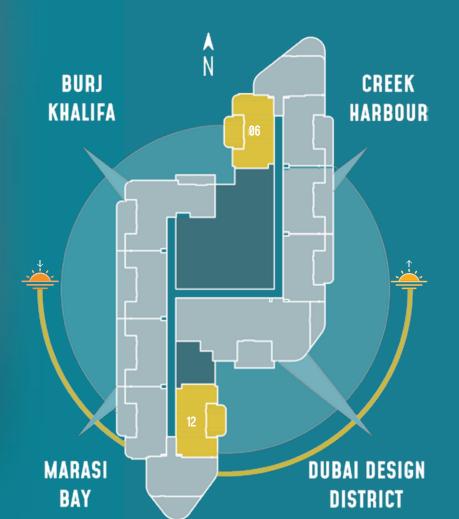
#### UPPER LEVEL



#### **LOWER LEVEL**

- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- **MEETING ROOM**
- 06 OPEN WORKSTATIONS
- 97 SHELVING/STORAGE UNIT
- 08 POWDER ROOM
- 09 KITCHENETTE
- 10 COURTYARD

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 RESTING DEN
- 14 FLEXIBED
- 15 KITCHENETTE
- 16 WARDROBE
- 17 POWDER ROOM & SHOWER
- **18** MEETING CORNER
- 19 MOTORIZED BLINDS
- 20 TV



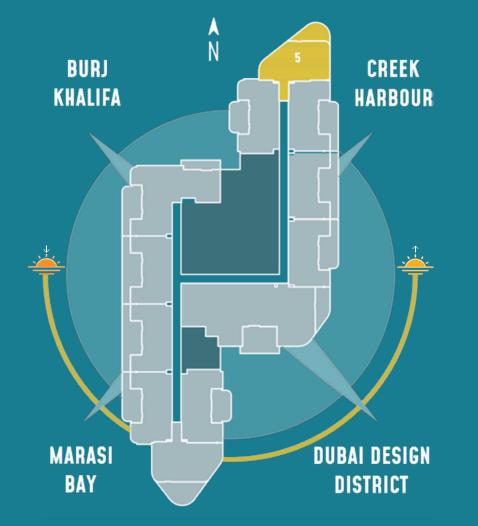
	UNIT NO. 2906 & 2912
INTERNAL AREA	2195 & 2181 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2477 & 2463 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	5 SPOTS

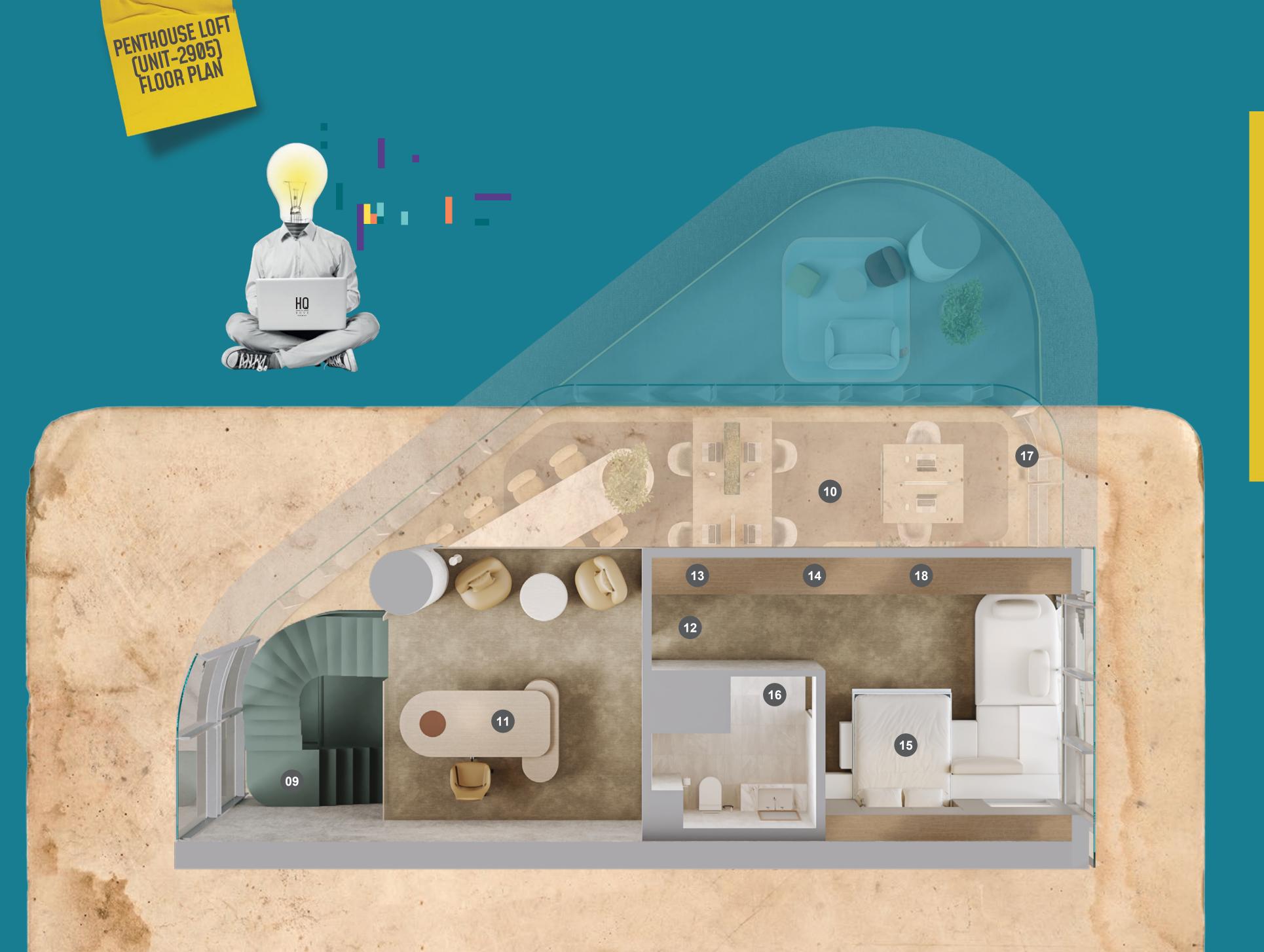


### LOWER LEVEL

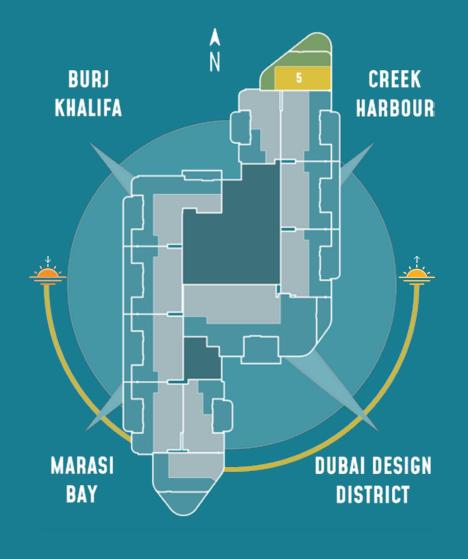
- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 INTEGRATED SEATING
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 KITCHENETTE
- 07 SERVER/PRINTER
- 08 POWDER ROOM
- 9 MEETING CORNER
- 10 COURTYARD

DEDICATED PARKING	5 SPOTS
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
TOTAL AREA	2185 SQFT
OUTDOOR AREA	241 SQFT
INTERNAL AREA	1944 SQFT





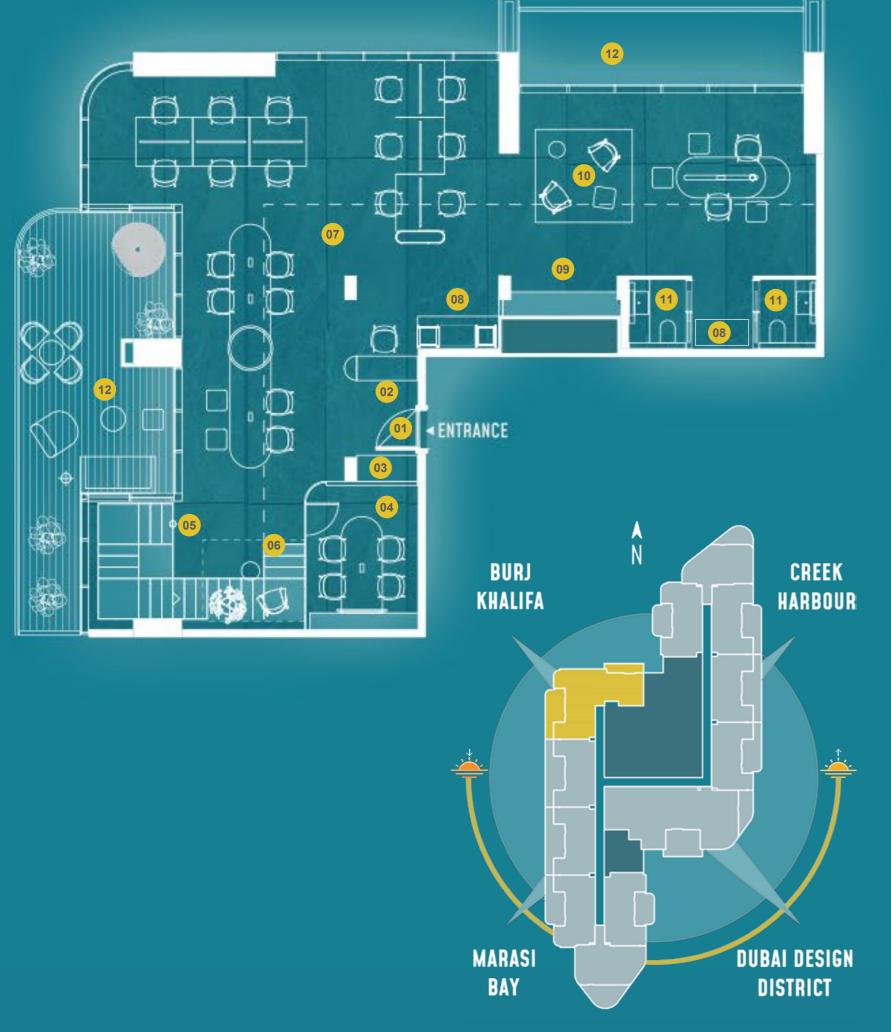
- 09 FEATURE STAIRCASE
- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 RESTING DEN
- 13 KITCHENETTE
- 14 WARDROBE
- 15 FLEXIBED
- 16 POWDER ROOM & SHOWER
- 17 MOTORIZED BLINDS
- 18 TV





LOWER LEVEL

UPPER LEVEL





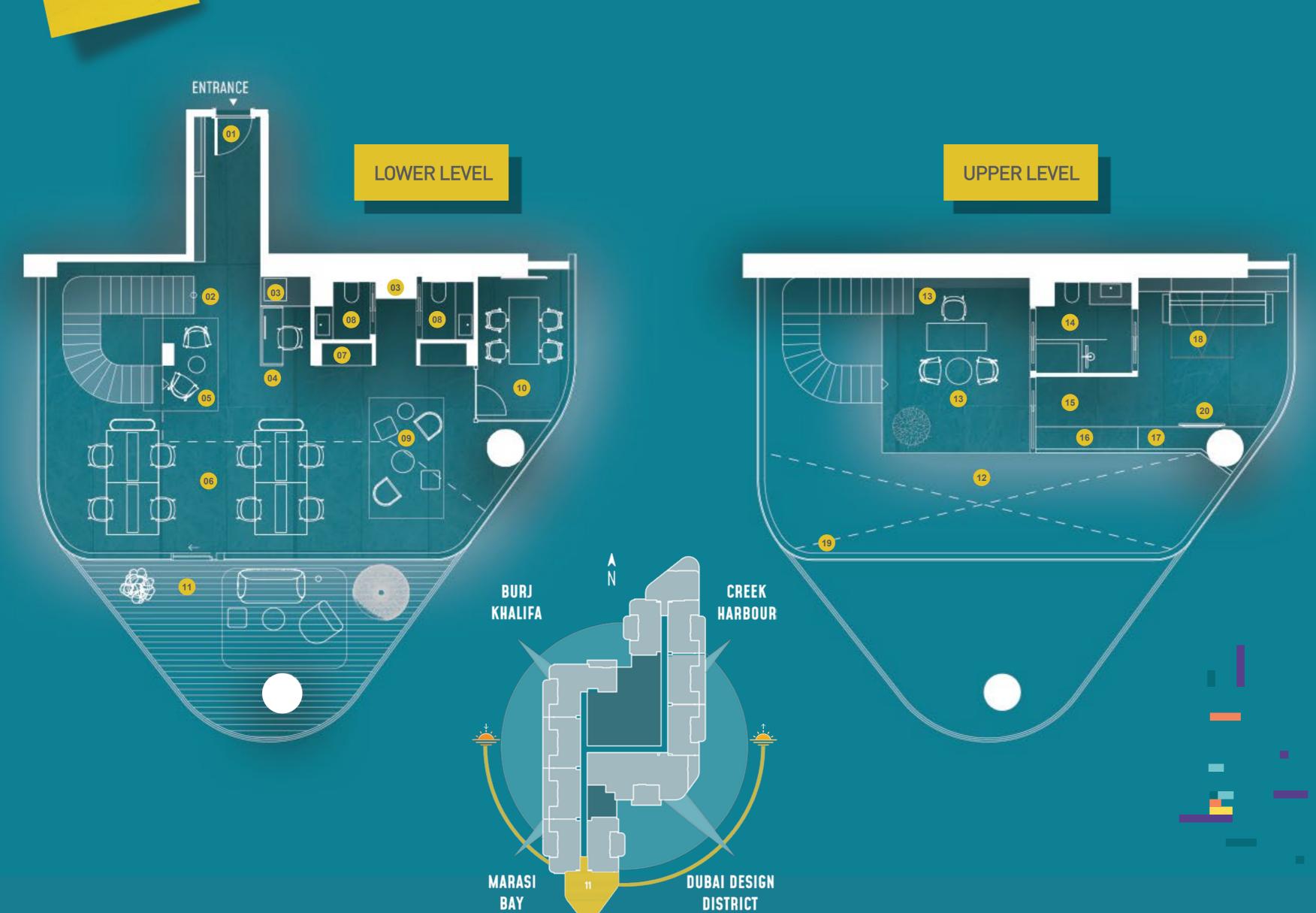
DEDICATED PARKING	7 SPOTS
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
TOTAL AREA	3709 SQFT
OUTDOOR AREA	517 SQFT
INTERNAL AREA	3192 SQFT

#### **LOWER LEVEL**

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRINTER
- 04 MEETING ROOM
- FEATURE STAIRCASE
- **06 INTEGRATED SEATING**
- **07 OPEN WORKSPACE**
- **OB** SHELVING/STORAGE UNIT
- 09 PANTRY
- 10 BREAKOUT AREA
- 11 POWDER ROOM
- 12 COURTYARD

- 13 DOUBLE HEIGHT VOID
- MEETING ROOM
- 15 BUSINESS QUARTER
- 16 COFFEE COUNTER
- 17 GAME CORNER
- 18 POWDER ROOM & SHOWER
- 19 RESTING DEN
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 WARDROBE
- 23 MOTORIZED BLINDS
- 24 TV

PENTHOUSE LOFT (UNIT-2911) CONFIGURATIONS



#### **LOWER LEVEL**

- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 SERVER/PRINTER
- 04 RECEPTION
- 05 INTEGRATED SEATING
- OPEN WORKSTATIONS
- 07 KITCHENETTE
- 08 POWDER ROOM
- 09 BREAKOUT AREA
- 10 MEETING ROOM
- 11 COURTYARD

#### **UPPER LEVEL (THE NEST)**

- 12 DOUBLE HEIGHT VOID
- 13 BUSINESS QUARTER
- POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 MOTORIZED BLINDS
- 20 TV

DEDICATED PARKING	5 SPOTS
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
TOTAL AREA	2351 SQFT
OUTDOOR AREA	342 SQFT
INTERNAL AREA	2009 SQFT



# PRESIDENTIAL LOFT

(5800 SQFT)

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.





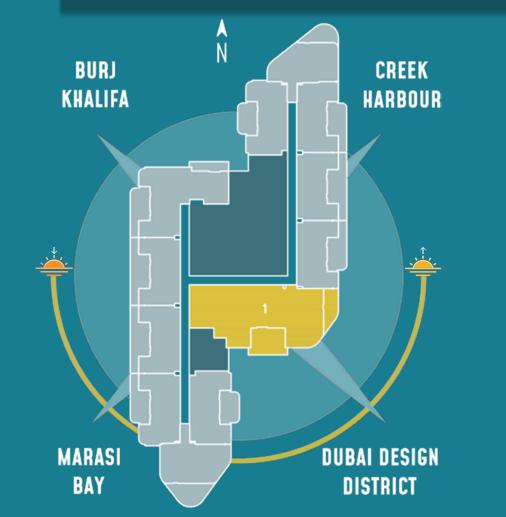




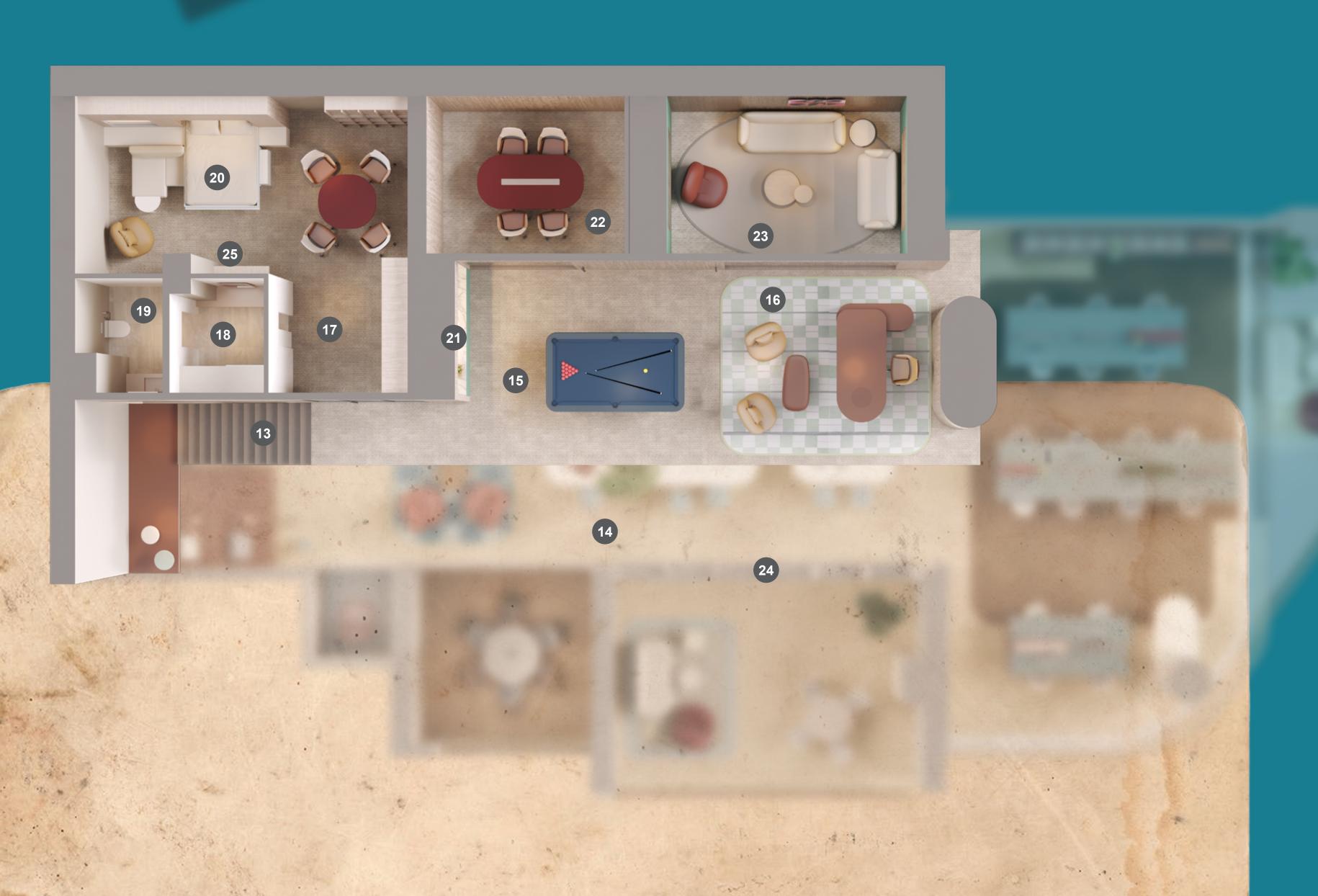
#### **LOWER LEVEL**

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICE
- 04 OPEN WORKSTATIONS
- 05 POWDER ROOMS
- 06 KITCHENETTE
- 07 BREAKOUT AREA
- 08 INTEGRATED SEATING
- 09 FEATURE STAIRCASE
- 10 FOCUS ROOM
- 11 MEETING ROOM
- 12 COURTYARD
- 13 SHELVING/STORAGE UNIT

DEDICATED PARKING	10 SPOTS
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
TOTAL AREA	5800 SQFT
OUTDOOR AREA	672 SQFT
INTERNAL AREA	5128 SQFT
INTERNAL AREA	5128 SQFT

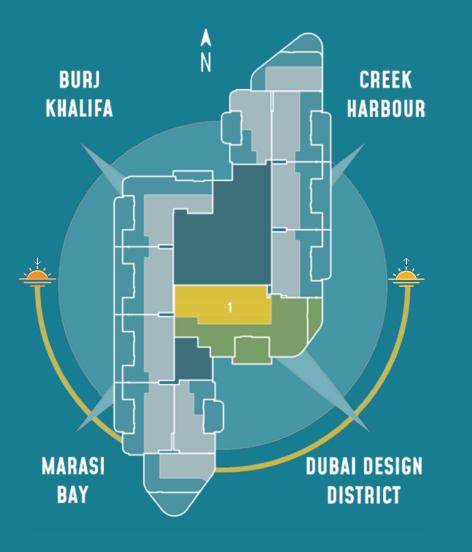






#### UPPER LEVEL (THE NEST)

- 13 FEATURE STAIRCASE
- 14 DOUBLE HEIGHT VOID
- 15 GAME CORNER
- 16 BUSINESS QUARTER
- 17 RESTING DEN
- 18 WARDROBE
- 19 POWDER ROOM & SHOWER
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 PRIVATE MEETING ROOM
- 23 CIGAR LOUNGE WITH HUMIDOR
- 24 MOTORIZED BLINDS
- 25 TV

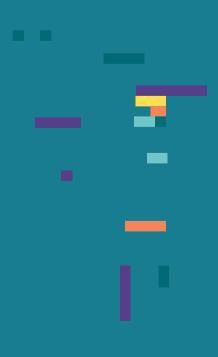






# THE ONE & ONLY. YOU'VE ARRIVED

Perched at the peak, the Presidential Loft Office is a double-height haven featuring an expansive, all-glass, open space with a cigar lounge, private meeting room, and resting suite. A seamless blend of work and life at the very top.





### MODULAR COLLECTION FURNITURE MATRIX

Fully adaptable pieces, designed for your work style.



## INTRODUCING THE HQ DESK CORPORATE CONCIERGE SERVICES

Powered by Cushman & Wakefield Core

A strategic partnership between IRTH and Cushman & Wakefield Core brings global expertise and enterprise-grade services into Dubai's first hospitality-branded office building.

The HQ desk will provide enterprise-class concierge services directly into HQ, enabling founders, lean teams, and established businesses to work faster, smarter, and with fewer friction points from day one.



### YOUR HQ DESK SERVICES

Access a full suite of services designed to keep your business moving fast, efficiently, and without distraction and elevate your workday with seamless support and instant resources.

- More than just a workspace - A receptionist to answer your calls answer your calls - A team to delegate to - IT support



#### **PROFESSIONAL CALL HANDLING**

A local phone number with dedicated receptionist support, so you never miss an important call, without the added cost of hiring a helpdesk. Also, enjoy access to 24/7 voicemail to email.

#### **HIGH-SPEED INTERNET EVERYWHERE**

Secure, lightning-fast Wi-Fi with a unique password that follows you throughout the building.

#### **FULL SUPPORT TEAM**

Office Assistant, Receptionist, Secretary, dedicated Account Manager, IT Enablers available to assist your business.

#### **ON-SITE TECH SUPPORT**

Dedicated IT assistance and a responsive team, ready to solve issues instantly.

#### **SMART BOOKINGS MADE EASY**

Advanced system to reserve premium co-working zone, meeting rooms, and private pods effortlessly.

#### MAIL AND COURIER MANAGEMENT

Professional handling of incoming and outgoing mail, deliveries, and parcel logistics to streamline operations, ensure security, and free up staff to focus on core business activities.

## ADD-ON SERVICES

Add-ons with extra charges



#### **CRANK Studio**

**Housekeeping Services** 

Laundry, Dry-cleaning and Alteration

Personal Services, from Fitness to Shopping

Accommodation, Storage and Event Spaces

**Chef Services** 

Food and Beverage Services

**Assistant/Secretarial** 

**Air and Land Transportation Services** 

**Off-site Restaurant Reservations** 

**Florist Services** 

**Tour Organisations** 



### ROVE CONNECT

Your new office promises exclusive perks and benefits.





#### **HQ OWNERS ENJOY**

Discount on hotel room rates at Rove Hotels for business guests, partners, or extended stays.

Tenants at HQ get preferred rates for long-stay accommodation at Rove Hotels.

Special F&B offers across Rove cafés and lounges - whether you're a resident, tenant, or a hotel guest.

HQ investors/tenants enjoy special rates for future Rove branded projects.

Investors and tenants access priority information for launches/community events, etc.

HQ desk can facilitate transport logistics, relocations, short-term accommodation in sync across the Rove Hotels network.

## PROJECT DETAILS

**PROJECT NAME** 

HQ by Rove

**DEVELOPER** 

IRTH Urban Development LLC

**BRAND** 

**Rove Hotels** 

**PLOT AREA** 

76,038 SQFT

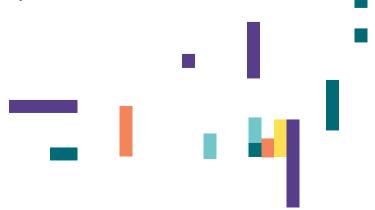
**GROSS FLOOR SIZE** 

~22,500 SQFT

**TOTAL OFFICE FLOORS** 23

TOTAL MODULAR UNITS PER FLOOR

Up to 22 units



#### **TOTAL AMENITIES AREA**

120,000 SQFT

Amenities make 28% of the project

### TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS

1 parking per modular unit Additional visitor & valet parking Dedicated EV charging stations Dedicated bicycle parking

#### **TOTAL NUMBER OF ELEVATORS: 21**

Destination controlled high-speed

passenger lifts: 14 Shuttle Lifts: 5 Service Lifts: 2

#### **SERVICE CHARGES: AED 24 APPROX.**

Special pass for gym and Reset 16

**ANTICIPATED HANDOVER DATE** Q1 2029



#### CONSULTANTS

ID TEAM



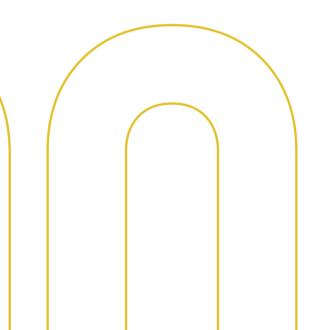
LANDSCAPE ARCHITECT



ART TEAM

stry, o , eef

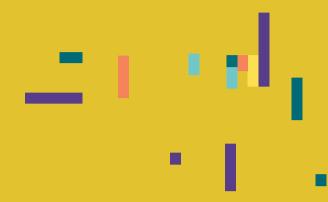
Art Consultancy



# CONVENIENT PAYMENT PLAN

Enjoy a mortgage-friendly payment plan.







15%

**Down Payment** 

5%

on 1st of November 2025

5%

on 1st of April 2026

5%

on 1st of September 2026

5%

on 1st of February 2027

5%

on 40% construction progress\*

On or before 1st of December 2027

5%

on 60% construction progress\*

On or before 1st of May 2028

5%

on 80% construction progress\*

On or before 1st of November 2028

50%

on completion



**DEVELOPED & BROUGHT TO YOU BY** 

