

## Jumeirah Golf Estates – Frequently Asked Questions

### GENERAL

#### Where is Jumeirah Golf Estates located?

Jumeirah Golf Estates is ideally located in the Jebel Ali district on the south side of Emirates Road, opposite Jumeirah Village.

It is approximately 22km south west of Dubai's city centre. Surrounding developments include: The Green Community, Dubai Sports City, Lost City and Jumeirah Village.

#### When will Jumeirah Golf Estates be completed?

The development will be built in phases, with the Fire and Earth courses and their surrounding residences being built first, followed by Water and then Wind. The Fire & Earth Courses have been completed and open for play since early 2009.

Homes in Fire and Earth are anticipated to begin delivery commencing 2011 - 2012. Delivery schedules for homes in other phases will become available as construction progresses.

#### Who is involved in the development of Jumeirah Golf Estates?

The master developer for the Jumeirah Golf Estates project was Jumeirah Golf Estates LLC, an entity owned by Istithmar, a Dubai World company. As part of the Dubai World restructuring, Jumeirah Golf Estates is now 100% owned by the Government of Dubai and specifically owned by the Investment Corporation of Dubai (ICD). However, Nakheel will continue to provide project management services for the master development.

The Government of Dubai through the Dubai Financial Support Fund (DFSF), has confirmed its financial support for the Jumeirah Golf Estates project, with funds to be used to complete the infrastructure in the project, to host the Dubai World Championship over the next 4 years and to complete its real estate projects within the master development.

#### What is the overall size of the development?

Phase A occupies 375 hectares of the total 1,119 hectare land parcel, and incorporates 13 planned residential communities, comprising more than 1,000 individual properties, each set in beautifully landscaped surroundings with estates ranging from 4,000 to 12,000 square feet.

Throughout the communities, a sense of space has been afforded paramount importance: 75% of all properties face the golf courses, with the remainder facing lakes and nature strips.

#### Why has Jumeirah Golf Estates chosen golf superstars to design the courses?

Jumeirah Golf Estates association with brands names like Greg Norman, Vijay Singh etc add to overall profile of the exclusive development. They also believe that Dubai's golf offering is currently lacking and the experience and expertise these big name designers bring to the table will raise the bar for golf in Dubai, and help promote it internationally as a world class golfing destination.

Such associations also increase the Return on Investment as the quality and experience offered is unparalleled thereby adding to the exclusivity.

#### Better living by design

Famous names like Greg Norman, Vijay Singh, Pete Dye and Sergio Garcia add luster to a golf-course community. Research shows that buying a home in a community with a brand-name course usually translates into better appreciation and higher property values. Golfing properties are growing in popularity and Dubai is a great place to invest. Because of their desirability, golf properties are



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often seen as having strong investment potential. A neighbouring designer golf course can positively impact the value of a property by up to as much as 50% - in an ideal world; the property will be situated within easy reach of a number of different courses, thus maximizing its appeal. As such, they tend to hold their capital values better than other types of property, resisting the vagaries of market swings. They also tend to produce strong capital appreciation and good rental yields, as golfers play the year round. Some golf properties also have a guaranteed rental income, which is a nice way to mitigate the costs of running the property and its general upkeep.

## What environmental principles will the development follow?

Not content with unprecedented course designs and unparalleled golf experiences, Jumeirah Golf Estates is also committed to following eco-friendly and environmentally sound principles and practices - only developing courses that actively benefit the environment.

## What is EIFG and how is Leisurecorp involved?

EIFG stands for the Environmental Institute for Golf. EIFG is a collaborative effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment. The Institute concentrates on delivering programs and services involving information collection, research, education and outreach that communicate the best management practices of environmental stewardship on the golf course.

Jumeirah Golf Estates and its partners and ambassadors have a deep connection to EIFG. Greg Norman serves as the council's chair, and Pete Dye, Sergio Garcia and Vijay Singh are also members. In addition, Dye, Garcia and Singh have all donated portions of their design fees from the Jumeirah Golf Estates project to EIFG.

## Will landscaping be provided to the neighborhoods?

Jumeirah Golf Estates will provide landscaping for streetscapes, parks and roads. Materials will include stone and wood cladding that are consistent with the styles and color palettes of the neighborhoods and associated golf courses. Foliage and other landscaping features will also take their inspiration from the neighborhood's organizing element.

## GOLF COURSES

### How many courses are there?

Jumeirah Golf Estates has four peerless environmentally themed 18-hole championship courses - Fire, Earth, Water, and Wind, which inspired four legends of golf to create four magnificent courses, each one being the centerpiece of a distinctive neighborhood. Together, a golfing experience available nowhere else; featuring a variety of investment opportunities, world class amenities and premier services.

The courses pay tribute to the power of nature, each employing the distinctive characteristics of its own surroundings to deliver a unique challenge. Together, they promise a playing experience that is exhilarating, exciting and unforgettable.

Jumeirah Golf Estates will also feature the world-class golf academy: a 9-hole, par-3 course aimed at families and the beginner, featuring driving ranges and associated practice facilities.

### Who is designing the courses?

#### Greg Norman designed - Earth and Fire Courses

Greg Norman, known as 'The Great White Shark', named for the determination and single-mindedness of the legendary predator, is a legend in the game of golf. His astounding career includes 86 professional wins around the world, including 20 US PGA Tour titles and two major championships, and was ranked number one in the world for a record-breaking 331 weeks.

In addition to his playing career, - The Great White Shark - is an astute businessman; he has created a diverse and successful



business empire spanning apparel, wine, specialty meats, events and sports marketing, along with luxury real estate.

Norman has also become one of the world's leading golf course designers, with Greg Norman Golf Course Design holding a portfolio of 65 open-for-play courses with an additional 53 projects in various stages of development. Chair of the Advisory Council of the Environmental Institute for Golf, Norman designs courses that are sensitive to the environment.

#### **Vijay Singh is designing the Water Course.**

He is perhaps one of the most aptly named players on the Tour, his first name is Hindi for victory, and Vijay Singh's career to date has been nothing short of remarkable. Turning pro in 1982, he won the Malaysian Open in 1984 and joined the European PGA Tour in 1988. Named Rookie of the Year when he joined the US Tour in 1993, Singh's real breakthrough came in 1998, when he took his first Major. After being inducted into the World Golf Hall of Fame in 2006.

His commitment to practice and preparation is legendary. Singh brings the same approach to excellence to the Water course. His design philosophy centres on the idea of least disturbance, utilizing and enhancing the features of the natural surroundings in courses that are developed as opposed to constructed.

#### **Sergio Garcia, Greg Norman and Pete Dye are designing the Wind Course.**

Consistently ranked with the world's top-ten player, Garcia is one of the game's fastest rising stars and was widely acclaimed as the hero of the 2006 European Ryder cup team. His collaboration with Greg Norman and Pete Dye on the design of Wind marks his first foray into course design, and promises to reflect the enthusiasm and dynamism that marks out his game.

A towering figure in the game, widely accepted as the one of the world's greatest golf architects Pete Dye has designed some of golf's most iconic courses, include the Stadium Course at TPC at Sawgrass, Carmels Crooked Stick and The Club at PGA West. In over five decades, Dye has never failed to delight and frustrate generations of golfers, and his contribution to the game is such that in 2005 he was honoured with a PGA Lifetime Achievement Award.

### **What kind of design features do the courses have that make them unique?**

#### **Earth**

A sharply defined, sculptured course inspired by the great parklands of Europe and North America, Earth by Greg Norman paints a magnificent pastiche of flora, rolling terrain and rushing water. These natural components also provide differing angles and changing perspectives from each tee. The meandering, and occasionally daunting, water features are an ever-present factor when lining up the next shot, forcing a careful drive and constant consideration of ball carry.

The Earth course is also the proud host of the Dubai World Championship, the culmination of The European Tour season end, with a prize purse of a staggering USD \$7,500,000/- and a further bonus pool of USD \$7,500,000/-, making it one of the richest golf tournaments in the world.

Held annually since November 2009, the event has welcomed over 120,000 spectators from all over the world who have flown in to watch their favorite players play the challenging Greg Norman designed Earth course.

#### **Fire**

Framed by a wide variety of captivating flora, carefully selected to reflect the overall theme and to enhance its natural setting, Fire is in complete harmony with its surroundings. The undulating topography, with its considerable protrusions, creates a more challenging level of play. Rustic, and so visually stunning as to captivate even those who do not golf, the Fire course demands a well-thought-out strategy. Going directly at the flag may not always be the best approach, which gives Fire a strong sense of classic links-style play.

#### **Water**

Winding its way through naturally vegetated dune troughs, following ribbons of wetlands, with oasis and pond areas fringed by palm trees, the Water course offers a plethora of water features. Though beautiful, these can be formidable hazards. Water by Vijay Singh will accommodate a more conservative approach, while at the same time tempting more aggressive play at greater risk. The result is a course unique in Dubai, challenging, with a traditional style of play that's enthralling in both appearance and feel.



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## Wind

With a varied range of teeing options, the Wind course promises to pose a unique challenge to golfers of every skill level. Tight fairways cushioned between rolling dunes will allow little room for error with approach shots, and well-protected, undulating greens mean precision is key. Co-designed by Sergio Garcia, Greg Norman and Pete Dye, the Wind course takes golf back to its roots with a traditional Scottish-links-style course in which the power of energy and nature is key.

## Will the courses be public or private?

Five years in the making, from a barren area of desert to one of the world's most anticipated golf course developments, Jumeirah Golf Estates has opened its doors to a select few to take on the varied challenges of Greg Norman's masterpieces, Fire and Earth.

Offering 36 holes of Championship golf across both courses, each with its own distinct style and challenges, the courses have garnered critical acclaim since being opened for play in early 2009. With over 200 members now a part of this exclusive golf club, the honor of playing on Fire and Earth is restricted to its members. Only members of 'The Club' at Jumeirah Golf Estates will walk in the footsteps of the top 60 players from the Race to Dubai schedule who compete in the Dubai world Championship.

## What are the membership options available?

A range of options are on offer for membership to The Club at Jumeirah Golf Estates with three tiers available:

### Founder Member

For the golfing elite, this premium membership is activated by a one-off payment and offers an unrivalled spread of unique benefits befitting the status and kudos of Jumeirah Golf Estates. Founder memberships are valid for 25 years, can be passed on to family members and will only increase in value as the club matures with full clubhouse and leisure facilities.

### Debenture Member

For dedicated golfing enthusiasts the benefits of this deluxe membership tier includes unlimited golf and preferential tee-time bookings. The membership automatically allocated to residents, should you sell your JGE property your debenture membership will pass to the new owner, however should you wish to continue playing at JGE you will be given priority on the debenture waitlist.

Residents of Sanctuary Falls automatically qualify as a Debenture Member and the AED 120,000 joining fee for the Debenture Membership has been waived as a goodwill gesture by JGE. Residents will only be required to pay the AED 20,000 annual fee to activate their Debenture golf membership.

### Annual Member

JGE management understand some golfers may prefer to take their time before committing to a higher level of membership, so for a limited period of time Jumeirah Golf Estates will be offering a select number of annual memberships on a first come first served basis.

### Off-peak membership

For the casual week-day golfer, not interested in weekend tee-times, this option is a cost effective way of experiencing the benefits and unique golfing experience of The Club at Jumeirah Golf Estates.

### Memberships:

- Founder Member AED 750,000
- Debenture Member AED 120,000
- Annual Membership AED32,000 per year

The Club also has a series of other programs available including 5 lessons with a PGA Professional, Individual lessons, long term development lessons, group golf clinics, corporate clinics etc that can be tailored to suite individual needs.



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## Will each course have its own clubhouse?

Servicing the Fire and Earth courses, the 131,000 sq.ft. Norman Clubhouse, the largest clubhouse in the world, provides a stunning focal point to the estates, bringing to mind the palatial royal estates of old Arabia. The Alhambra-style architecture combines with the finest modern leisure facilities to create a relaxing, resort-like atmosphere, complete with shaded courtyards and extensive gardens and terraces.

The Norman Clubhouse is also the ideal place for relaxation with two championship golf courses, an exclusive hotel, luxurious spa, an array of signature restaurants, golf academy, tennis academy, some of the world's most advanced fitness resources, first-class shopping, and well-appointed venues for conferences and private functions. With this collection of offerings, the Norman Clubhouse is the premier destination for leisure in Dubai

Other sports facilities and activities are well catered for too, with the Sports Centre featuring a fully-equipped gymnasium and racquet courts.

## Who will operate the courses and facilities?

Fire, Earth, Water and Wind are managed by Troon Golf, the world's leading luxury golf operator. Loved for the pristine course conditions, superior amenities and matchless service it provides, Troon's mission is to help guests fulfill their ultimate golf dream on every visit. During its 17-year history, Troon has amassed an unrivalled level of experience in caring for the world's very best courses—winning the loyalty of millions of golfers who have played at the more than 200 Troon-managed courses in more than 30 countries that it is responsible for.

## The European Tour

### What is the Dubai World Championship (DWC)?

The Dubai World Championship is the culmination of The Race to Dubai, the new season-long competition that replaces The European Tour Order of Merit and encompasses The Tour's most prestigious tournaments, the Major Championships and the World Golf Championships. The top 60 players will tee off over four days with no cut on the spectacular Earth by Greg Norman course. The winners of the Championship will share the US \$7.5 million purse; those finishing in the top 15 in the last four holes known as the Golden Mile of Golf on The Race to Dubai will split the US\$ 7.5 million bonus pool.

Played on the most challenging new course in the most exciting city on the planet, the Dubai World Championship has become an annual test of the best of the best—and one of the sport's newest signature events.

### Is it true that the European Tour has chosen Jumeirah Golf Estates as their new International Head Quarters?

The European Tour has selected Jumeirah Golf Estates as the location of its international headquarters for the next 7 years (2010 – 2017). A members' organization of world-class professional golfers from around the globe, The European Tour has as its mission to present the full colour, range, skill and personality of Members to golf enthusiasts worldwide. That mission will be partly fulfilled through the establishment of a new, state-of-the-art complex at Jumeirah Golf Estates, which acts as a focal point for managing The Tour's increasingly global schedule and training Members year-round.

### Will there also be a European Tour Performance Institute on site?

The European Tour Performance Institute is an ultra-modern, custom-built training facility located on the practice fairway that serves both the Fire and Earth courses at Jumeirah Golf Estates. This innovative complex is exclusively for the use of The European Tour Members; it is also the home of The European Tour Performance Institute Academy, which features a full complement of instructional programmes for the amateur golfer.

The Performance Institute is outfitted with a state-of-the-art gymnasium and fitness centre; bio-mechanic swing studios with interactive high-performance video technology (utilizing fast-motion video capture); a putting lab; dedicated short-game holes;



expansive practice fairways and teeing areas; bunker practice greens; a large contoured putting green; physiotherapy treatment rooms; and a player sanctuary area with a player concierge, plunge pool, and steam and sauna rooms.

The European Tour Performance Institute allows guests the opportunity to rub shoulders with the very best players in the game while benefitting from the expert guidance of PGA professionals. The Performance Institute Academy's instructional programmes provide golfers with informative coaching in a relaxed and fun environment that enables them to improve their swing, their strategy and ultimately, their score.

## LEISURE & AMENITIES

### Is it true that there will be a tennis facility?

For those family members who do not play golf, Jumeirah Golf Estates also has a fully setup Tennis Academy offering state of the art coaching facilities and various playing surfaces for members, residents and guests.

Some of the other facilities available to residents and guests include Tennis Center & Academy, Swimming Pools & a dedicated fitness Facility

### Will there be driving ranges and practice facilities? Will lessons be available?

For the first time anywhere in the world, Jumeirah Golf Estates will have The European Tour Performance Institute. This institute will have multiple programs that will offer golfers of all ages and abilities the chance to improve their game with professional coaching, and a facility at par with PGA standards.

Based around the Academy's Tour Player for a Day experience and offering access to all areas of The European Tour Performance Institute, these are the exceptional programmes available:

Tour Player for a Day Signature Academy; ideal for golfers visiting Dubai for a short time or residents looking for intensive training who want to take full advantage of the Institute's world-class coaching and facilities. A morning clinic focuses on video swing analysis, short game technique and bunker play; the afternoon's on-course playing lesson teaches course management and shot strategy.

Three-Day Player Academy; consecutive days of comprehensive instruction that give students a better understanding of their individual swings and the techniques needed to improve. All aspects of the game are analyzed and addressed, including swing characteristics, ball flight control, short game style, course management and shot strategy.

Private Instruction, Including Individual Long-Term Development Programmes; A combination of development and on-course one-on-one lessons and access to the Institute practice areas over one, two or three months. The academy will also offer Ladies Golf Coaching, and Junior Master Classes; perfect for young golfers.

### My partner does not play golf. What other amenities and recreational activities will be available?

There are many aspects of the golf lifestyle. At the centre is the game, but eating well, staying fit, pausing to relax and celebrating life's milestones are also important. The Norman Clubhouse at Jumeirah Golf Estates is a place to do all those things in comfort and style, among friends. As carefully designed as any of my courses, the clubhouse epitomizes the unsurpassable standards I demand of all my endeavors'. —Greg Norman

Two championship golf courses. An exclusive hotel. A luxurious spa. An array of signature restaurants. A golf academy, a tennis academy and some of the world's most advanced fitness resources. First-class shopping. Well-appointed venues for conferences and private functions. With this collection of offerings, the Norman Clubhouse is the premier destination for leisure in Dubai. A monumental, elegantly designed facility spread over seven hectares of beautiful landscape, the clubhouse is where locals and visitors alike gather to enjoy free time—morning, noon and night.

### Exceptional Fitness Facilities

For those who love choice in the way they stay fit, there is no better place to work out and play than the Norman Clubhouse. Far more than a gym, its variety of cardiovascular and conditioning activities are complemented by several types of swimming pools,



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as well as a tennis academy that provides everything from courts for casual matches to lessons that seriously improve skills. Enjoy these premium amenities and conveniences:

- Fully-equipped fitness centre
- Yoga and Pilates studio
- Lap pool
- Relaxation swimming lagoon
- Tennis academy
- Concierge services

## Restaurants that tantalize your taste buds

Casual or gourmet, indoor or alfresco, quick or leisurely—it's the stunning variety of cuisines and atmospheres available at venues throughout the Norman Clubhouse that make it a dining destination. A new food concept by Jamie Oliver anchors an assembly of superb restaurants. Inspired by the Jamie at Home television series, this signature eatery cooks up rustic fare that returns to basics with simple ingredients and fresh herbs that please every sense, beginning with the palate.

Grab a bite as you come off the links, enjoy a working lunch or make a reservation for a meal that will be a real event at one of these restaurants:

- **S E A R** - Tableside grilling of waygu beef, meat and fish accompanied by thoughtfully prepared foods from around the world
- **P O U R** - Chef's specialties paired with wines that bring out their best in eat-in, catering and private dining settings
- **B L U E** - Relax pre- or post-golf with hot and cold food and drink in a congenial atmosphere
- **P I N K** - Tasty essentials for ladies starting or finishing a round
- **R I S E** - Read the paper or watch a little tennis while munching on sandwiches and baked goods
- **D E C K** - Healthy, easy-to-eat dishes served poolside or at the spa
- **C A K E** - Tea, coffee, juice and snacks in a relaxed lounge atmosphere
- **M I S T** - Rooftop tapas spot serving wine, shisha and cigars

## Rejuvenate yourself

Inspired by fire as a force of nature, The Spa at the Norman Clubhouse is a dramatic sanctuary for physical and mental regeneration. Created and managed in conjunction with one of the world's most luxurious spa brands, this beautiful retreat offers the latest rejuvenating treatments: aromatherapy, marine and phytotherapy, as well as ancient and modern Eastern and Western healing methods. Visitors can leave behind everyday worries in settings that incorporate elements of flame, steam and volcanic rock. Highly trained staff carefully regulate every sound, smell, touch and movement along clients' personal journeys toward wellness and renewal.

## Well planned gatherings

With a selection of well-appointed meeting rooms and a flexible, individualized approach to event planning, the clubhouse is ideal for any person or company wishing to host a function:

- Banquets
- Exhibitions
- Launches and openings
- Workshop and seminars
- Day conferences

## How can I receive updates on Jumeirah Golf Estates?

To receive updates on Jumeirah Golf Estates you can register your details here on the Sanctuary Falls website, or registering your detail in the Jumeirah Golf Estates website, or by providing your details to a member of the Sanctuary Falls team.