

COMPANY PROFILE



ELLINGTONPROPERTIES.AE

DEFINING
ELLINGTON


ELLINGTON
PROPERTIES

Developer to Lifestyle

Buildings to Experiences

Visiting to Belonging



Personalisation, thoughtful design, art, and lifestyle curation are the core philosophies we have been nurturing since 2014.

As a design-led property developer, every residence we create embodies a sanctuary of personalised experiences and meticulously curated lifestyles. Every element seamlessly intertwines to craft living spaces that celebrate the experience of living.

We nurture elevated living from the ground up. Rather than following trends, we trust our instincts and transform our skills and passion into creating pure beauty. This dedication translates into thoughtfully curated portfolios featuring the world's most exclusive and extraordinary homes across various communities and neighborhoods throughout the Emirates.

Every detail in life is worth your attention

LIVE BY DESIGN



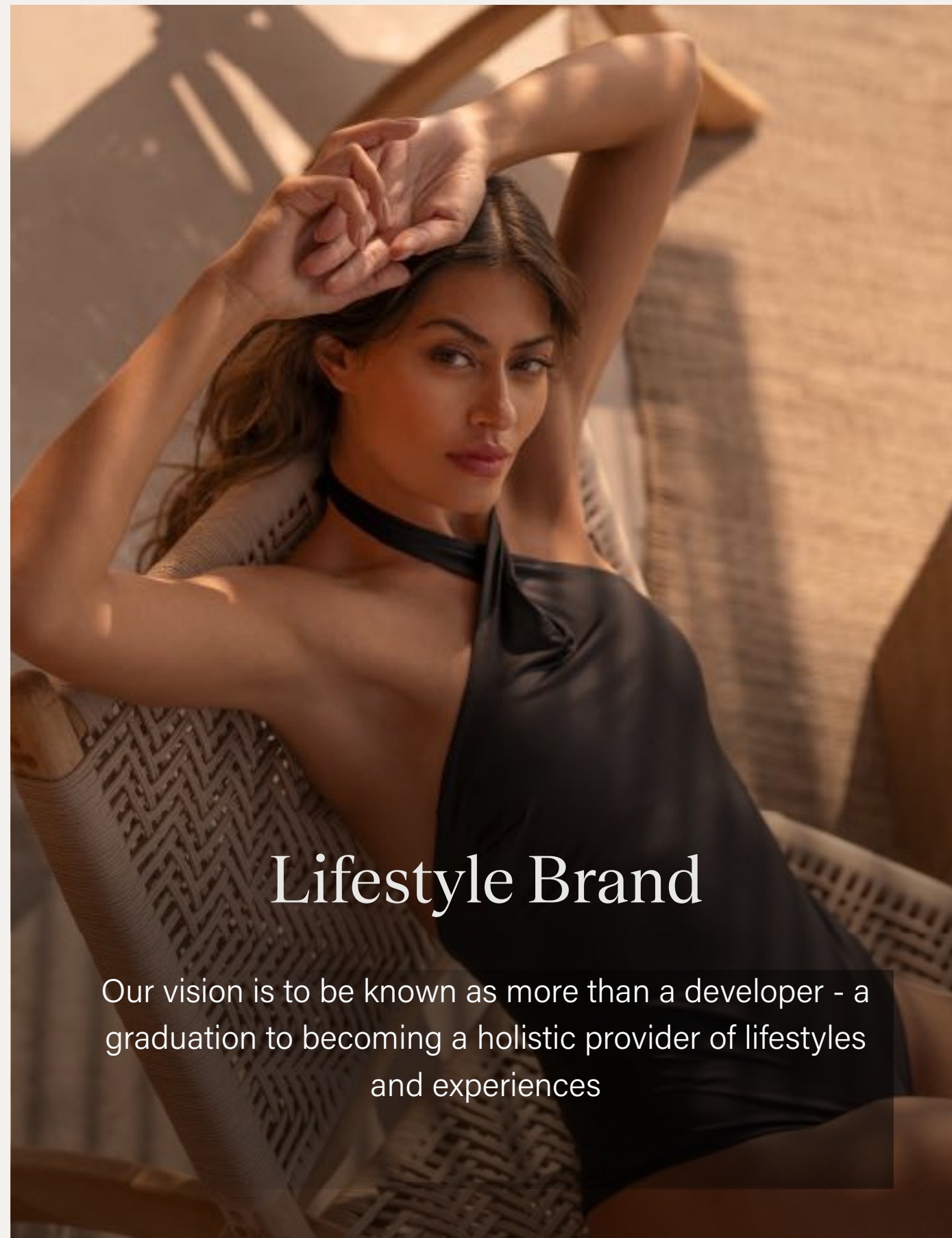
Ellington is the only experience curator that turns skill and passion into pure beauty, nurturing design-led lifestyles for customers seeking a sense of belonging.



Personalisation, thoughtful design, sustainability and lifestyle curation by Ellington Properties is centred around nurturing the human experience of living from the ground up.

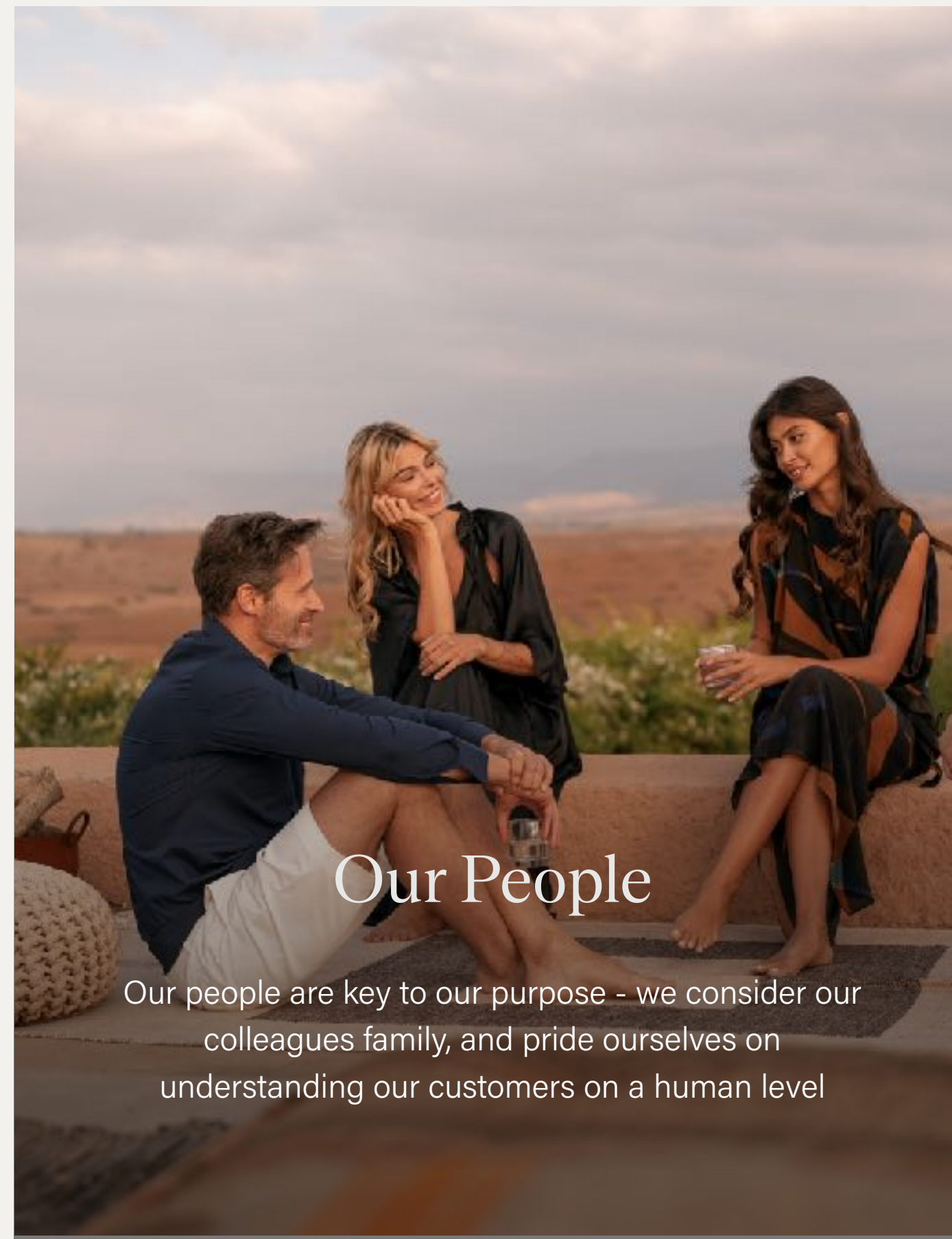
Accommodating the fundamental human need to belong, Ellington Properties is the home of personalised experiences and curated lifestyles. It's where each element of Ellington overlaps and intertwines, to create something truly special and uniquely original.

Ellington Properties is the only experience curator that thinks beyond the bounds of what already exists to create unique homes, communities and experiences for customers who seek originality.



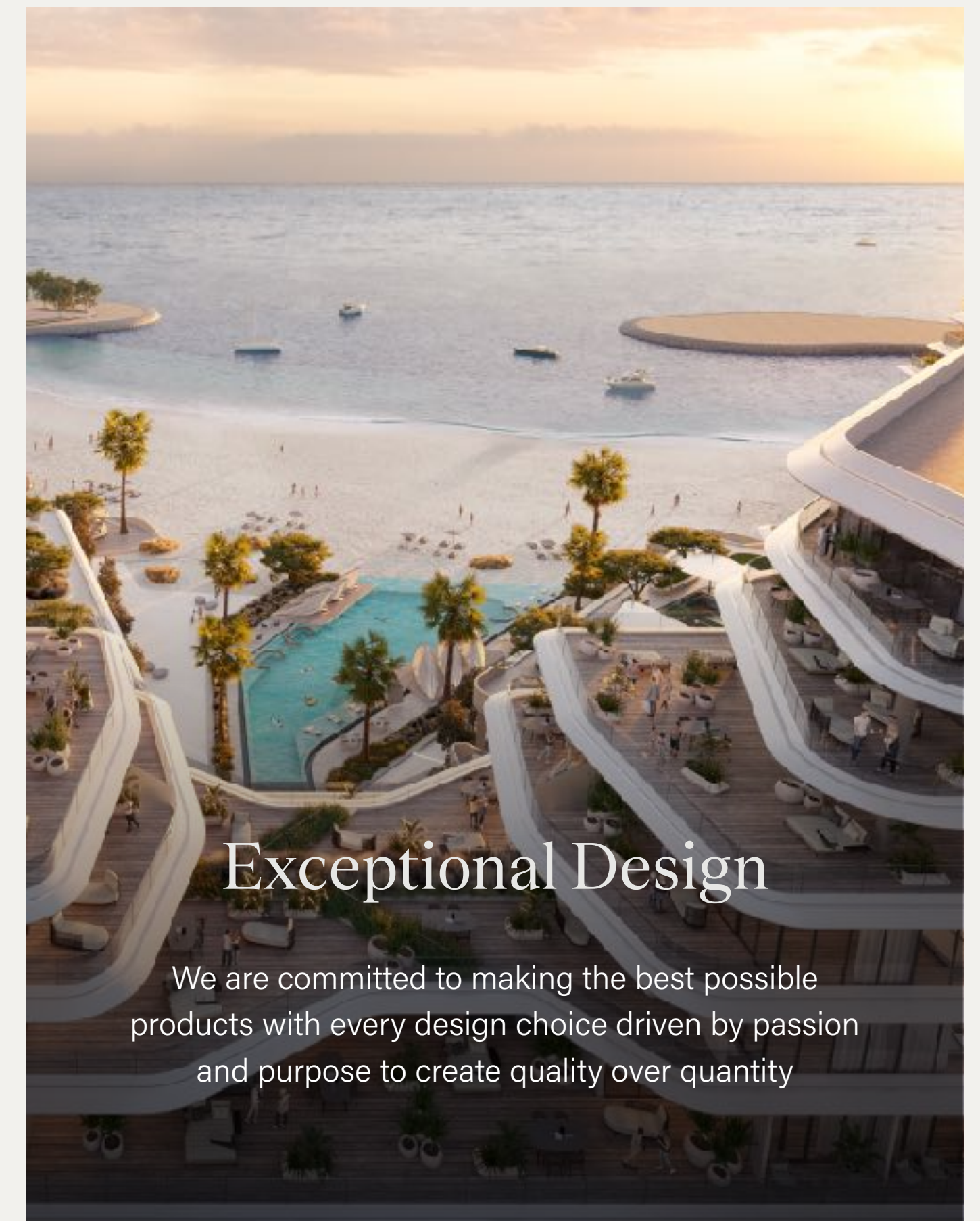
Lifestyle Brand

Our vision is to be known as more than a developer - a graduation to becoming a holistic provider of lifestyles and experiences



Our People

Our people are key to our purpose - we consider our colleagues family, and pride ourselves on understanding our customers on a human level



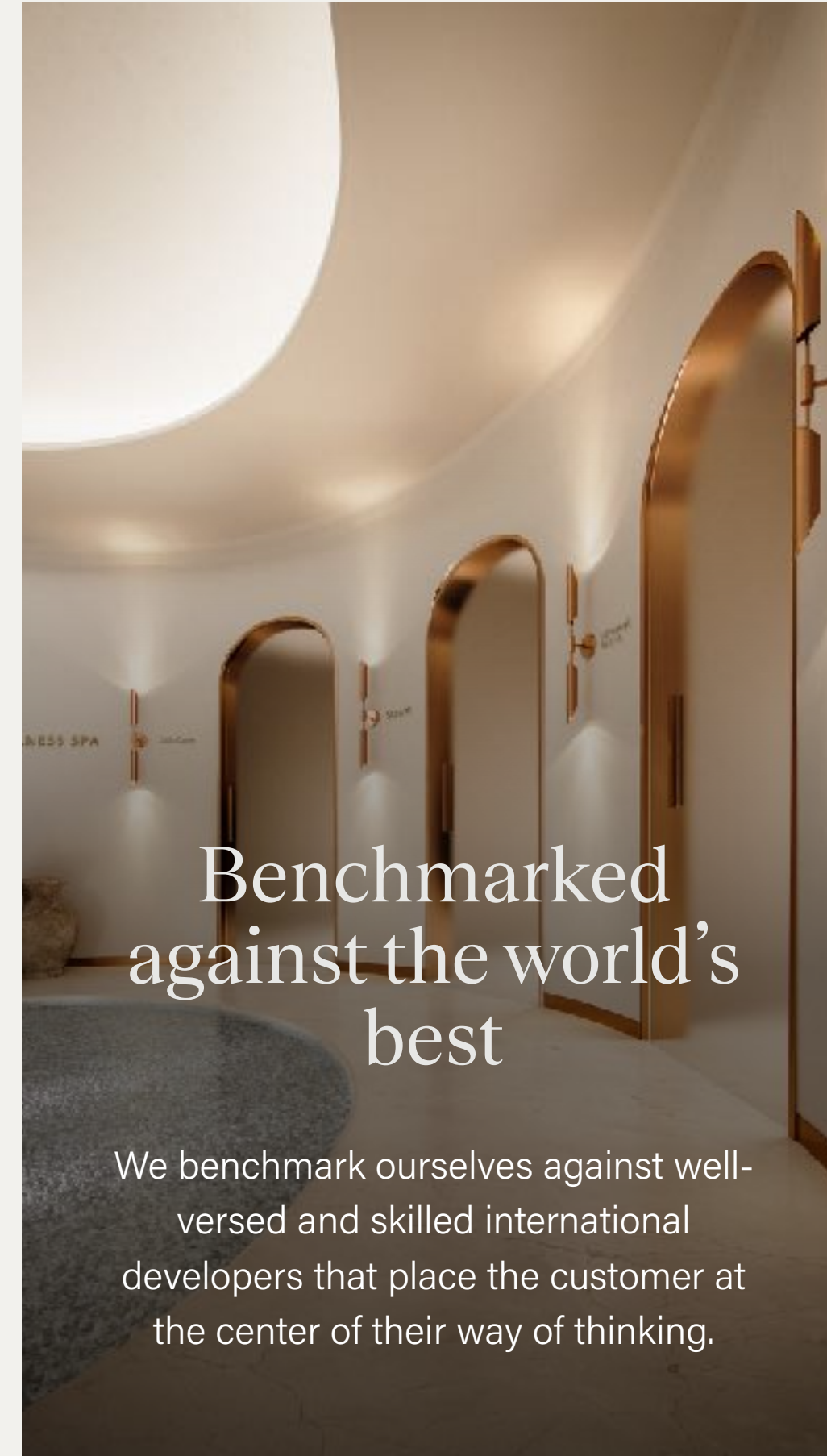
Exceptional Design

We are committed to making the best possible products with every design choice driven by passion and purpose to create quality over quantity



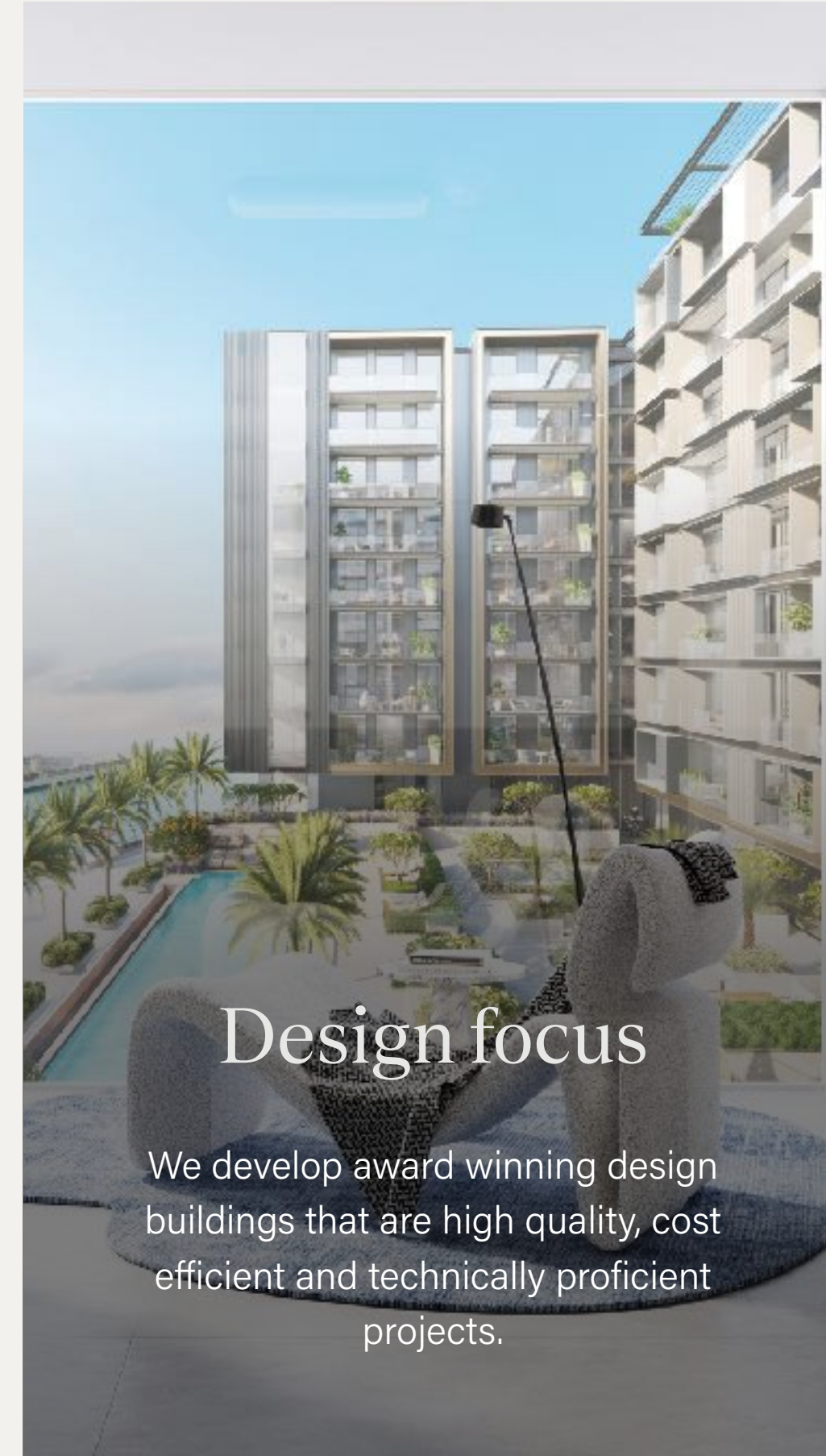
We are a boutique developer

We build residences for people who truly appreciate design from first principles to last detail.



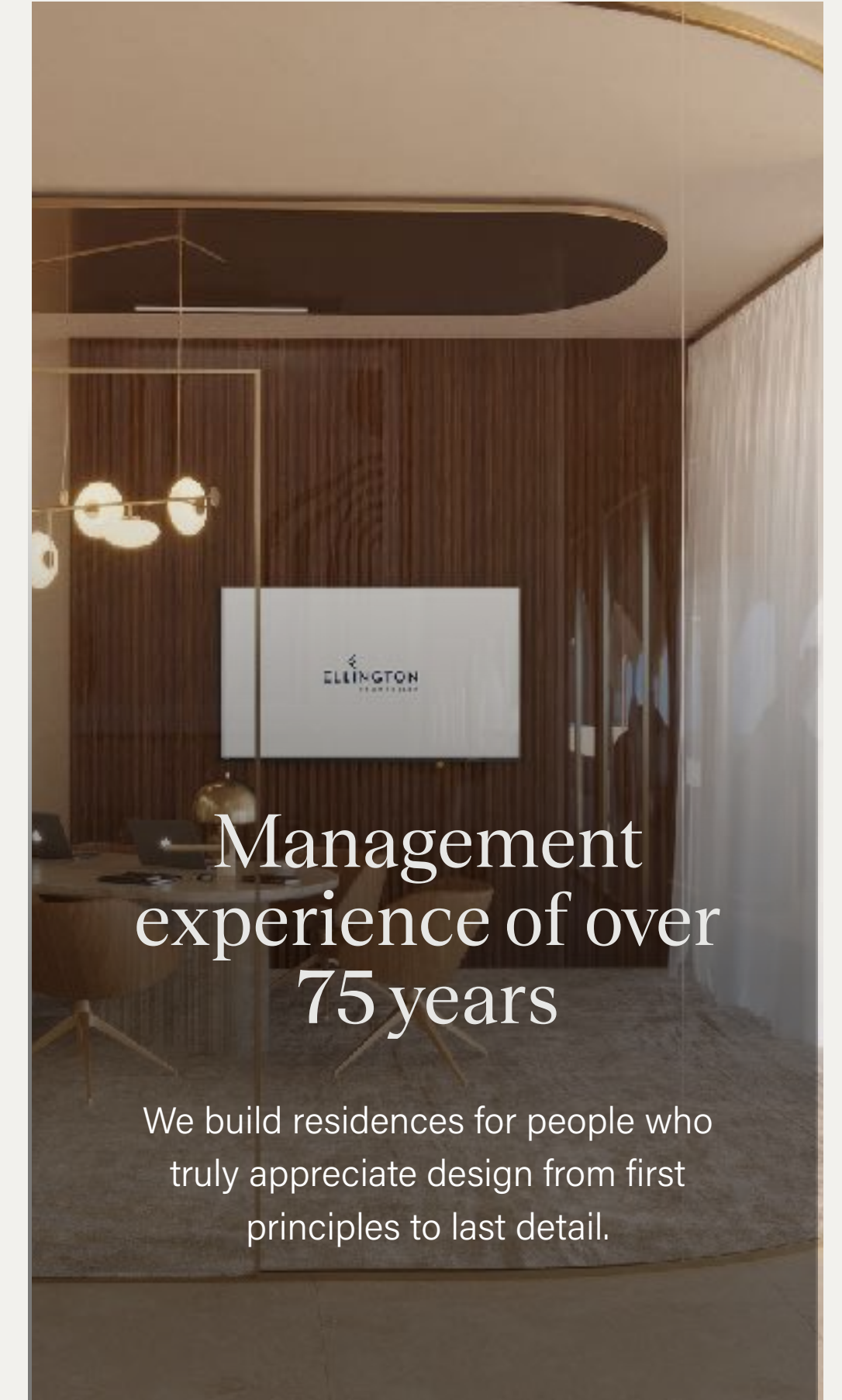
Benchmarked against the world's best

We benchmark ourselves against well-versed and skilled international developers that place the customer at the center of their way of thinking.



Design focus

We develop award winning design buildings that are high quality, cost efficient and technically proficient projects.



Management experience of over 75 years

We build residences for people who truly appreciate design from first principles to last detail.



Building homes that inspire

At Ellington Properties, we believe that everything around you should feel just like your home. This is why we design lobbies that feel like your own living room and we offer free Wi-Fi even at our pools. So that the time you spend at home can be a flawless experience that doesn't stop at your door but extends to the full property.



Design makes for a more beautiful life

Design is the art of creating homes that are in synergy with all of your needs. Spaces that feel blissful. Where you and everything around you are in perfect harmony. Because Design is more than simple aesthetic. Design is a feeling. A feeling that you will get in any of our properties.



Ellington provides a commitment to their stakeholders and genuinely understands their customers. Through our bold, trend setting design we have created a unique experience for our customers.

Like any building, the most important are its pillars, Ellington Properties too has been built on 4 pillars.

PILLAR 1



Change Mindsets

There is a new alternative to luxury living

PILLAR 2



Establish Credibility

Build a trust in the brand and our offering

PILLAR 3



Evoked Emotion

Extend the rational purchase behavior to
establish emotional connection

PILLAR 4



Differentiation

A true offering that is not available anywhere else in Dubai

Robert D. Booth

CO-FOUNDER & MANAGING DIRECTOR



A true property guru, Robert has developed, marketed and sold some of world's most reputable projects across five continents. Embarking on his career from his native Canada, he developed the country's largest master-planned urban community; Vancouver's Concord Pacific Place - commissioned by the legendary Hong Kong magnate and philanthropist: Li Ka-shing.

From there he moved to Concord Adex Developments Corporations where, as Director of Development, he oversaw a \$2 billion development scheme in Toronto that became his stepping-stone to the world. Moving to Dubai in 2001, he joined Emaar Properties PJSC, holding a number of Senior Executive roles, including CEO of North America and CEO of Real Estate. He was instrumental in the development of Arabian Ranches, Emirates Living, Emirates Hills, The Greens, and The Dubai Marina, bringing 40,000 residential units onto the market.

His crowning achievement is the renowned flagship project 'Downtown Dubai' where from day one he has overseen everything from hiring masterplanners to launching the hotel, retail and residential components - including the iconic Burj Khalifa. Having defined international build standards, he retains his role at Emaar as Advisor to the Chairman. Robert holds a Master's degree in Real Property Development & Planning from the University of British Columbia in Canada, as well as a BA in Political Science. He is a regular speaker at key real estate conferences around the world.

Joseph Thomas

CO-FOUNDER



Joseph Thomas is a visionary first-generation entrepreneur who is passionately committed to forging new paths for business development and growth. After earning his post-graduate degree in Business Management from the prestigious Xavier School of Management (XLRI), India's oldest and highly respected Business Management school, Joseph embarked on an ambitious entrepreneurial journey.

In the year 2000, Joseph took the bold step of launching his first business venture. This initial endeavor laid the groundwork for his keen insight into the business world and his knack for innovative problem-solving. Six years later, in 2006, he ventured into the real estate industry, a field where he has since been a prominent and influential leader. Over the past decade and more, Joseph has been at the forefront of the real estate sector, renowned for his exceptional ability to navigate complex transactions and his strategic prowess in structuring significant mixed-use projects.

Joseph's expertise particularly shines in the realm of developing world-class residential developments. His leadership has not only propelled his projects to great success but has also contributed significantly to shaping the urban landscape. With a deep understanding of market dynamics and a proactive approach to industry challenges, Joseph continues to set benchmarks in the real estate world, driving innovation and excellence in every venture he undertakes. His entrepreneurial spirit and comprehensive industry knowledge make him a respected figure in the business community and an inspiration to many aspiring entrepreneurs.

Elie Naaman

CO-FOUNDER & CEO



Elie Naaman is a visionary leader whose career bridges the worlds of hospitality, real estate, architecture, and design. As Co-Founder and CEO of Ellington Properties, he has helped shape a new standard of contemporary living in the UAE, where quality, creativity, and customer experience come first.

With over two decades of experience across the region, Elie brings a rare blend of strategic insight and creative intuition to his role. His background in hospitality instilled a deep understanding of how thoughtful environments can elevate everyday living – an ethos that defines Ellington’s approach to every project.

Elie’s leadership is rooted in a people-first philosophy, a deep respect for architectural integrity, and a strong belief in cross-disciplinary collaboration. He fosters a culture of openness and shared vision across all aspects of the organization, ensuring that each project reflects Ellington’s core values of design excellence and long-term value.

Today, Ellington is recognized not only for its distinctive homes but for crafting lifestyle-driven communities that are carefully curated, future-ready, and designed to inspire.

Our Milestones



Our Milestones



2021

2022

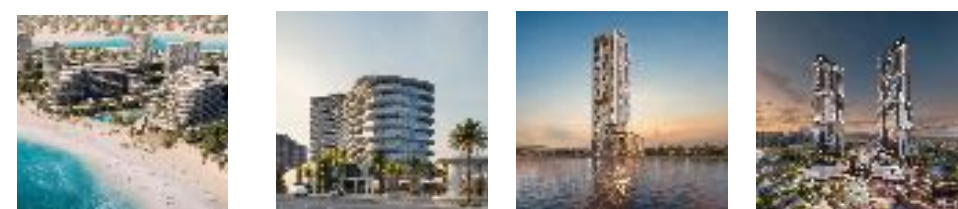
2023

2024

2025



Launch of Berkeley Place, Ellington House I and II, The Portman, Hamilton House, Oakley Square Residences, Ellington Beach House, The Highbury and Ocean House



Launch of Belmont Residences, UH by Ellington, Ellington House III and IV, La Mer Ellington Villa Collection, The Quayside, The Crestmark, Arbor View, The Sanctuary, Porto Playa, Ellington Views I and II, One River Point and Mercer House



Launch of Art Bay, Rosemont Residences, Claydon House, Hillmont Residences, Cala del Mar, The Watercress, Belgrove Residences, Playa del Sol, The Highgrove, The Hillgate and Ellington Sands I and II



Launch of Belgravia Gardens, Costa Mare, Eltiera Heights, Windsor House I & II, Eaton Square, and Riverton House, 21 Eltiera Views, Portside Square, Soto Grande

What We Have Done So Far



Total Portfolio

24.1 m sq. ft.
13,800 units
64 projects



Total Handover

6.5 m sq. ft.
2,992 units & 8 villas
25 projects



2025 Handover

600 units
4 projects
**Anticipated handover*

Our Awards

2016 - 2017

Arabian Property Awards

Best Residential High-rise Architecture – DT1

Highly Commended Architecture Multiple Residence – DT1

Best Architecture Single Residence - The Ellington Collection at The Palm Island

Highly Commended Interior Design Private Residence - The Ellington Collection at The Palm Island

2018 - 2019

International Property Awards

Best Interior Design Show Home – Belgravia Heights 1

Best Bathroom Design – DT1

Best Regional Residential Property – Emirates Hills 181

Best Global Residential Property – Emirates Hills 181

Best Office Interior – Ellington Office

Arabian Property Awards

Innovative Company of the Year

Best Luxury Project - DT1

2019 - 2020

Customer Happiness Awards

Real Estate Developer of the Year

Build Magazine

Best Boutique Property Development Company Middle East

2020 - 2021

International Property Awards

Best Residential Development - Wilton Park Residences

Best Bathroom Design - Wilton Park Residences

Best Development Marketing - Live In Design campaign

Best Residential Interior - Apartment - Eaton Place

Best Residential Interior - Showhome - Belgravia Square

Luxury Lifestyle Awards

Best Luxury Real Estate Developer in Dubai

Customer Happiness Awards

Best Customer Happiness Centre of the Year

Our Awards

2021 - 2022

International Property Awards

Best Architectural Multiple Residence - Kensington Waters

Best Bathroom Design - Kensington Waters

Best Residential Development - Belgravia III

Best Residential Interior - Showhome - Kensington Waters

Design Middle East

Best Future Project - Ellington Beach House

2022 - 2024

Global Brand Awareness

Fastest Growing Real Estate Brand

Leading Designer Residential Development Brand

International Business Magazine

Leading Design-led Property Development Company

Best Residential Property Development

International Property Awards

Best Residential Development - Ellington Beach House

Best Architecture Multiple Residence - Ocean House

Best Kitchen Design - Ellington House

Best Residential Interior Show Home - Ellington House

Best Bathroom Design - Ellington House

2024 - 2025

International Property Awards

Best Mixed-Use Development - Mercer House

Best Residential Development - UH by Ellington

Best Residential High-Rise Development - One River Point

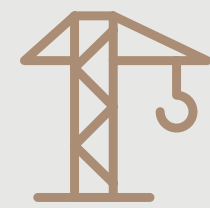
Best Kitchen Design - Ellington Beach House

Best Bathroom Design - Ellington Beach House

Best Kitchen Design - Berkeley Place

Best Bathroom Design - Berkeley Place

Why Choose to Buy an Ellington Property?



We are an award-winning, design-led boutique developer



We are customer-centric — Ellington envisions a new way of living for discerning customers in Dubai and beyond



Our delivered property achieved a higher ROI than neighboring buildings, attributed to the exceptional quality of the product we hand over



We pride ourselves on offering exceptional customer care, ensuring a seamless experience for our clients throughout the entire process



We promise that what you see in our renders is exactly what you will experience upon completion, delivering on our commitment to transparency and quality



Our payment plans have a 30% on handover and 70% during construction to give client comfort and flexibility with their investments



We benchmark our projects against the world's best, constantly pushing the boundaries of innovation and design to deliver superior quality



All public areas in our properties are equipped with Wi-Fi, ensuring seamless connectivity for our clients and their guests at all times



We have a wide collection of art pieces displayed in the common areas of all our completed projects, provided by the Ellington Art Foundation.



The team brings a combined 75 years of experience in Dubai, having developed \$35 billion in residential real estate, 40,000 homes, and \$50 billion in total real estate projects

BELGRAVIA

BUILDING CONFIGURATION

Basement + Ground + 4 Residential Floors

NUMBER OF UNITS

181 units; one, two, and three bedroom apartments

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

BELGRAVIA II

BUILDING CONFIGURATION

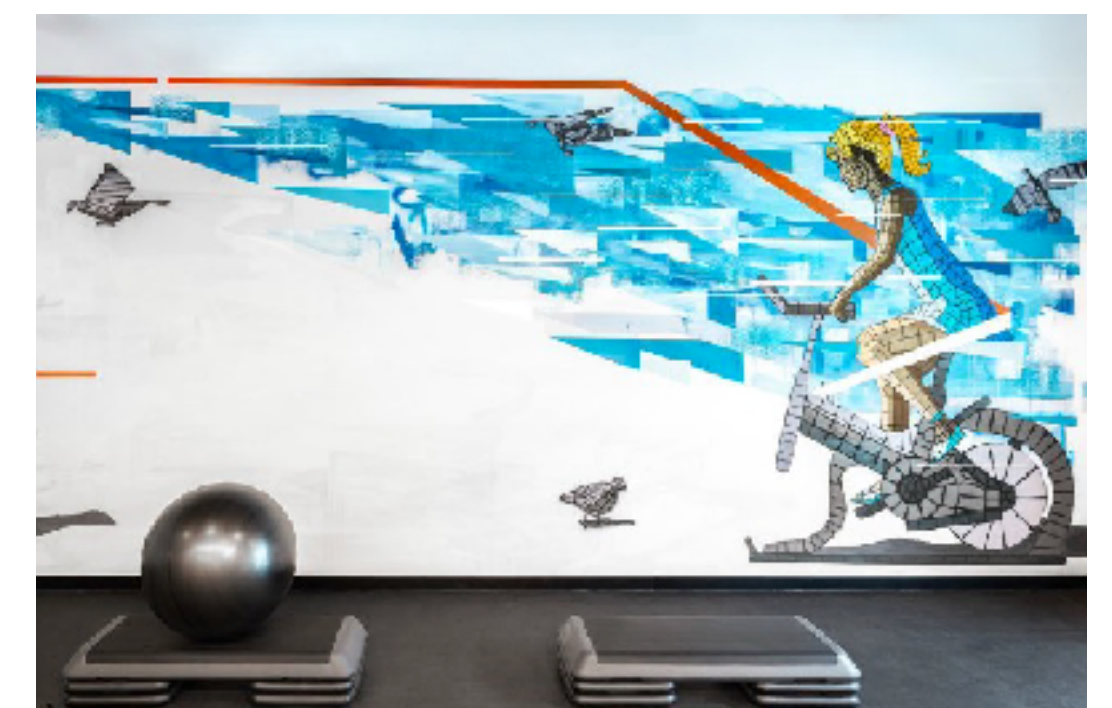
Ground + Podium + 4 Residential Floors

NUMBER OF UNITS

188 units; studios, one, two, three bedroom apartments, and townhouses

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

BELGRAVIA III

BUILDING CONFIGURATION

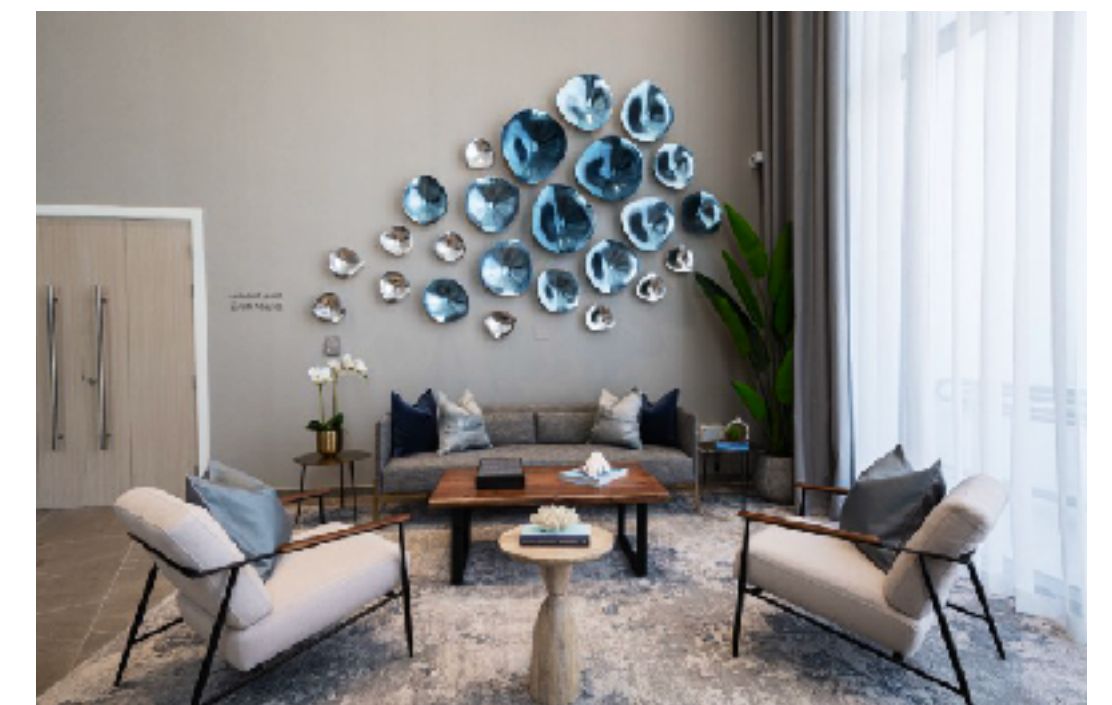
Ground + Podium + 4 Residential Floors

NUMBER OF UNITS

260 units; studio, one and two bedroom apartments

STATUS

Handed over



EATON PLACE

BUILDING CONFIGURATION

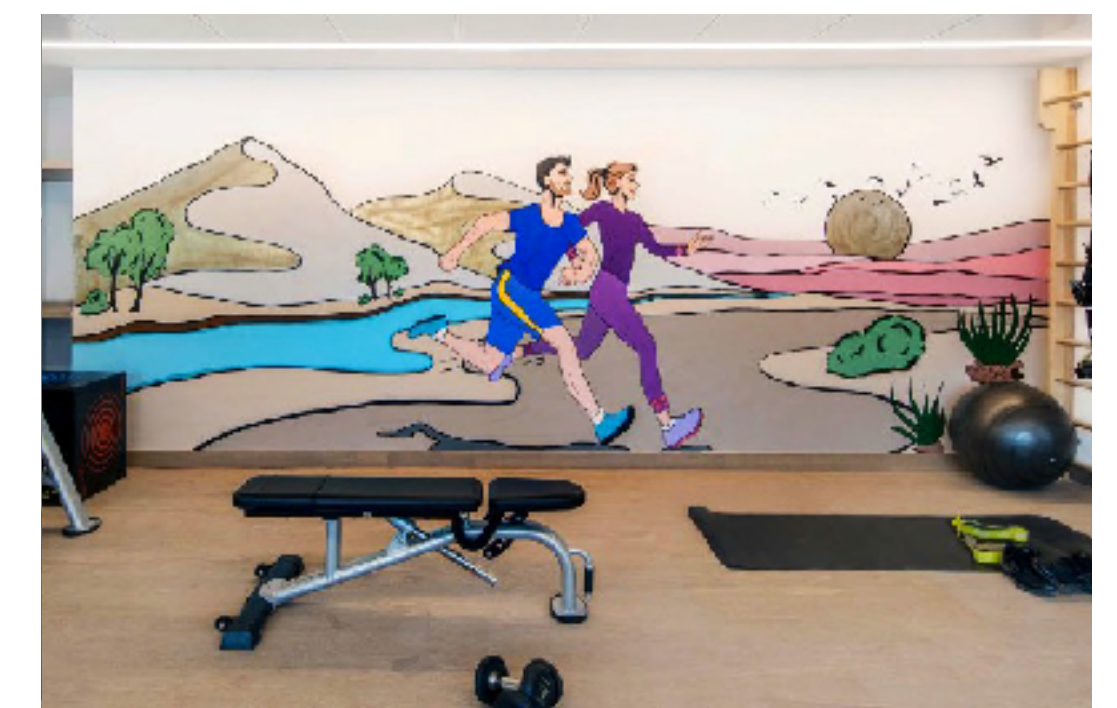
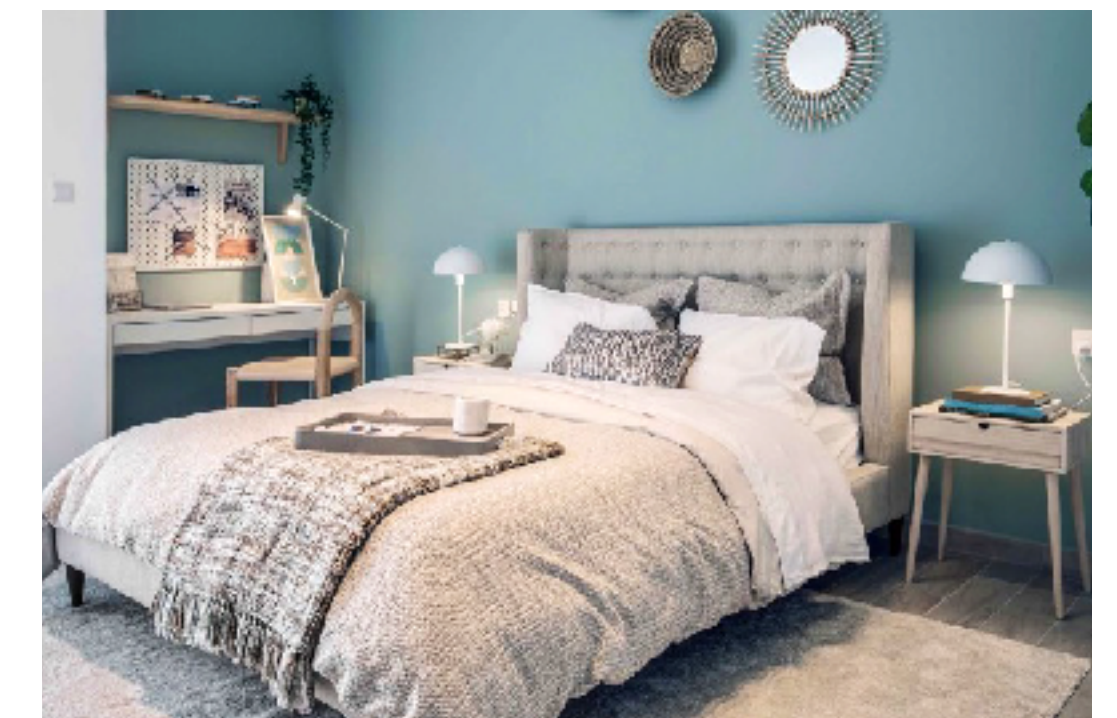
Ground + Podium + 4 Residential Floors

NUMBER OF UNITS

110 units; studios, one and two bedroom apartments

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

Harrington HOUSE

BUILDING CONFIGURATION

Basement + Ground + 4 Residential Floors

NUMBER OF UNITS

92 units; studio, one and two bedroom units

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

BELGRAVIA HEIGHTS I

BUILDING CONFIGURATION

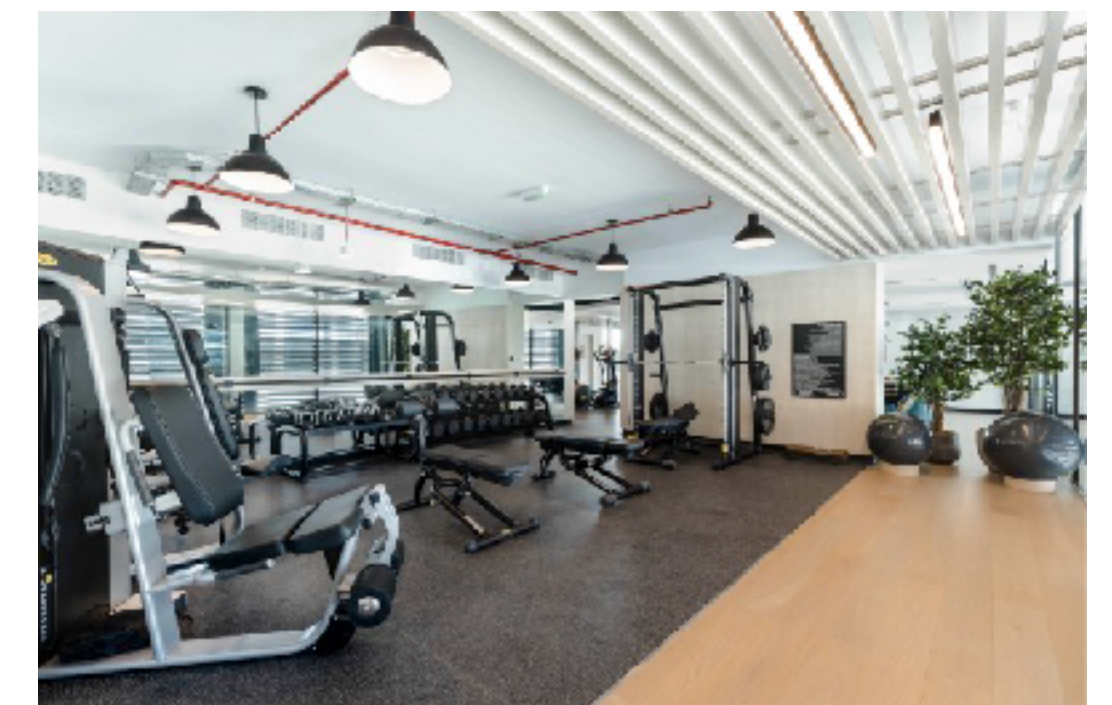
Ground floor + 4 Podiums + 15 Residential Floors + Roof

NUMBER OF UNITS

155 units; studio, one and two bedrooms apartments

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

SOMERSET MEWS

BUILDING CONFIGURATION

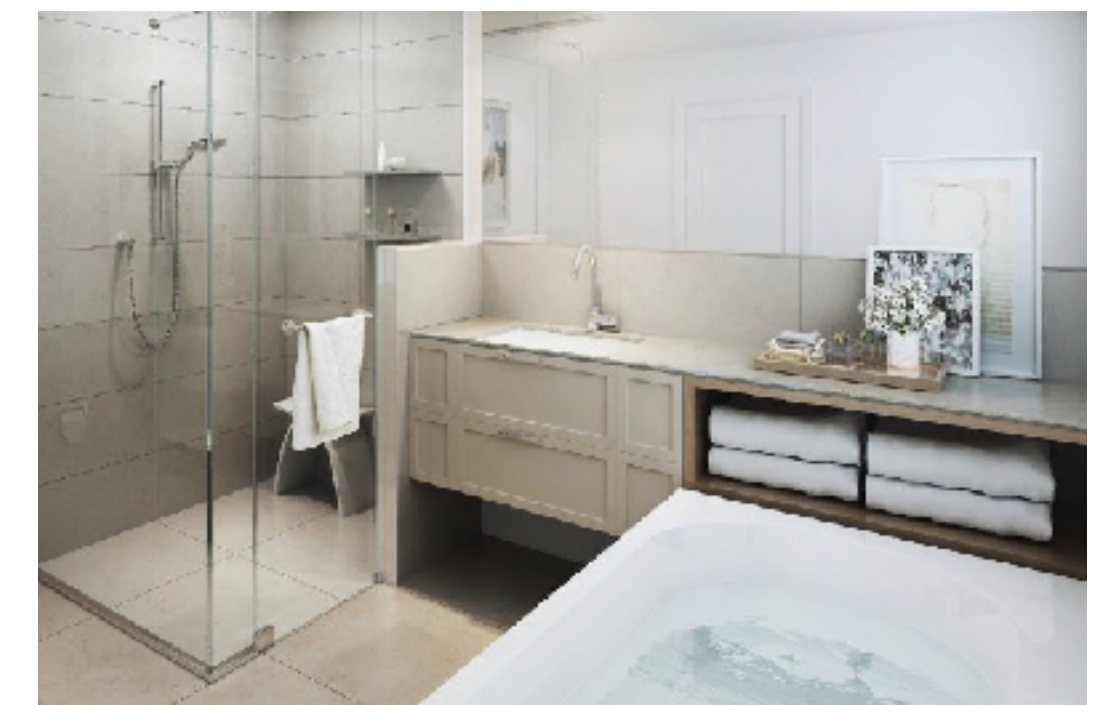
Ground + 2 Floor

NUMBER OF UNITS

17 Townhouses

STATUS

Handed over



Jumeirah Village Circle (JVC)

BELGRAVIA

Square

BUILDING CONFIGURATION

Basement + Ground + 4 Residential Floors

NUMBER OF UNITS

225 units; studio, one and two bedrooms apartments

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

THE SLOANE

by BELGRAVIA HEIGHTS

BUILDING CONFIGURATION

Ground floor + 3 Podiums + 13 Residential Floors

NUMBER OF UNITS

141 units; studio, one & two bedrooms apartments

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

H HAMILTON HOUSE

BUILDING CONFIGURATION

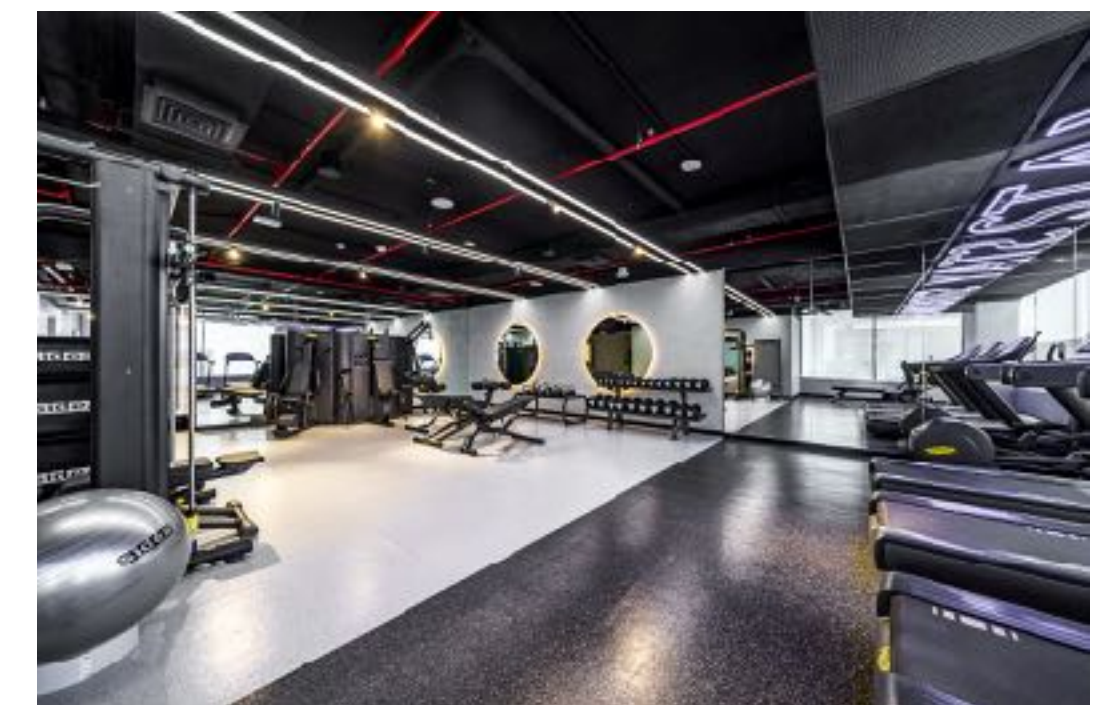
Ground floor + Podium + 5 Residential Floors

NUMBER OF UNITS

101 units; studio, one and two bedroom apartments

STATUS

Handed over



Jumeirah Village Circle (JVC)

*actual project photos

OAKLEY

SQUARE RESIDENCES

BUILDING CONFIGURATION

Basement + Ground + 4 Residential Floors

NUMBER OF UNITS

269 units; studio, one and two bedroom apartments

STATUS

Handed over



THE PORTMAN

BUILDING CONFIGURATION

Ground floor + 3 Podiums + 16 Residential Floors

NUMBER OF UNITS

173 units; studios, one and two bedroom apartments

STATUS

Under construction



HILLMONT

RESIDENCES

BUILDING CONFIGURATION

Ground + 4 Podiums + 12 Residential Floors

NUMBER OF UNITS

144 units; studio, one, two and three bedroom apartments

STATUS

Under construction



Jumeirah Village Circle (JVC)

BELMONT RESIDENCES

BUILDING CONFIGURATION

Ground floor + Podium + 5 Residential Floors

NUMBER OF UNITS

68 units; studio, one and two bedroom apartments

STATUS

Under construction



Jumeirah Village Triangle (JVT)

ROSEMONT

RESIDENCES

BUILDING CONFIGURATION

Ground + Podium + 5 Residential Floors

NUMBER OF UNITS

47 units; one and two bedroom apartments

STATUS

Under construction



Jumeirah Village Triangle (JVT)

