



PLAYA

—
CLIENT PITCH
PRESENTATION

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01

INTRO
TO PLAYA



INTRO TO PLAYA

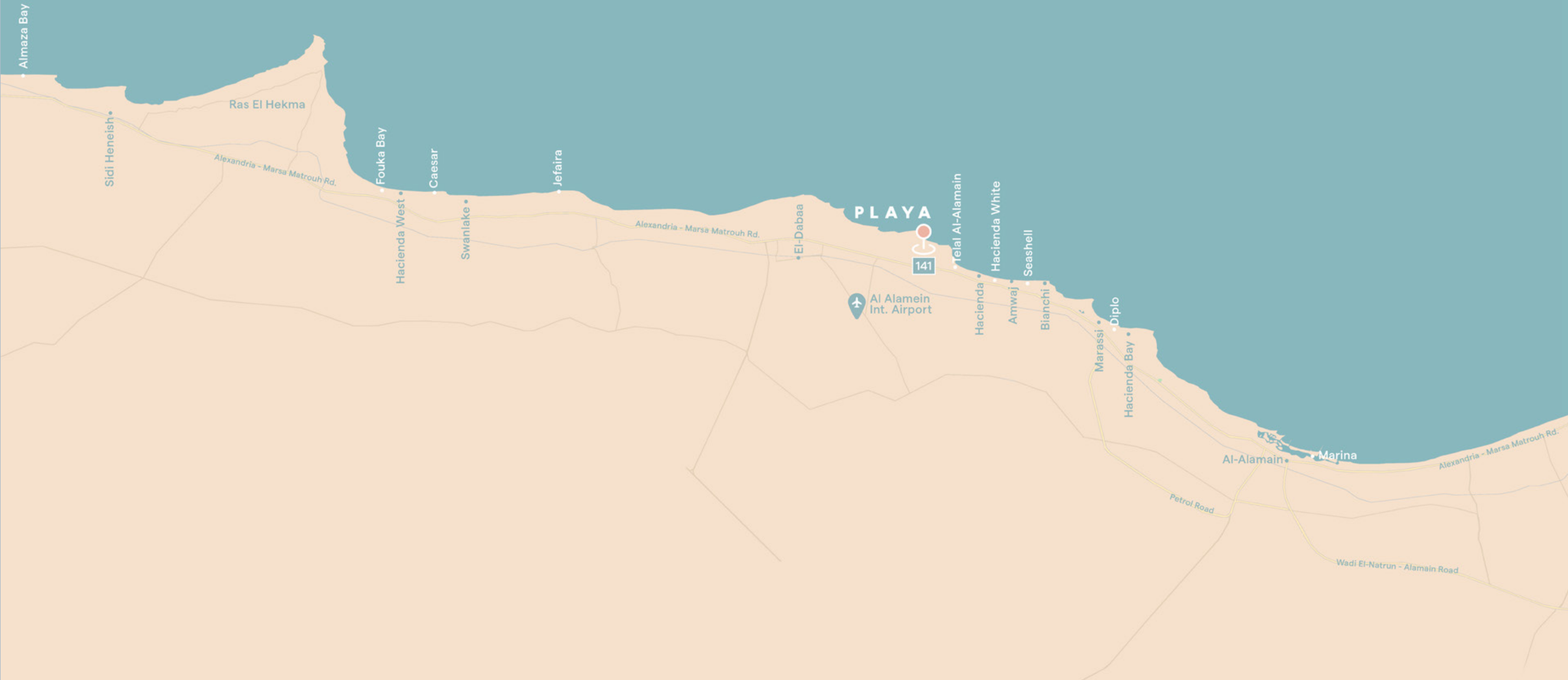
- Playa is a NEWGIZA development in Sahel.
- Playa is a separate distinct project and brand from Seashell.
- It is the prime summer destination in the North Coast.



LOCATION, PROXIMITY & ACCESSIBILITY



PROXIMITY



ACCESSIBILITY



SPINE & RING ROAD

SPINE

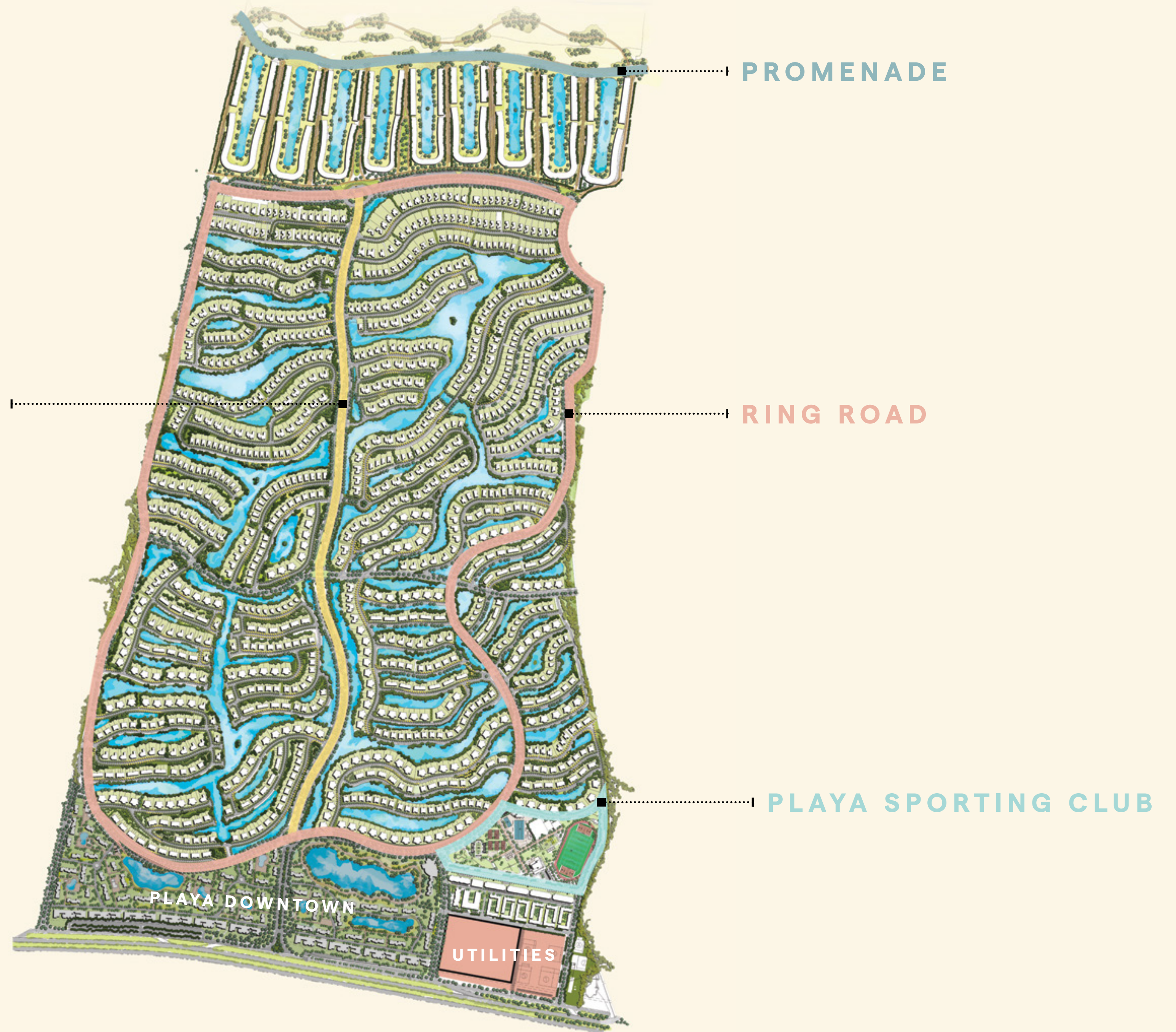
PROMENADE

RING ROAD

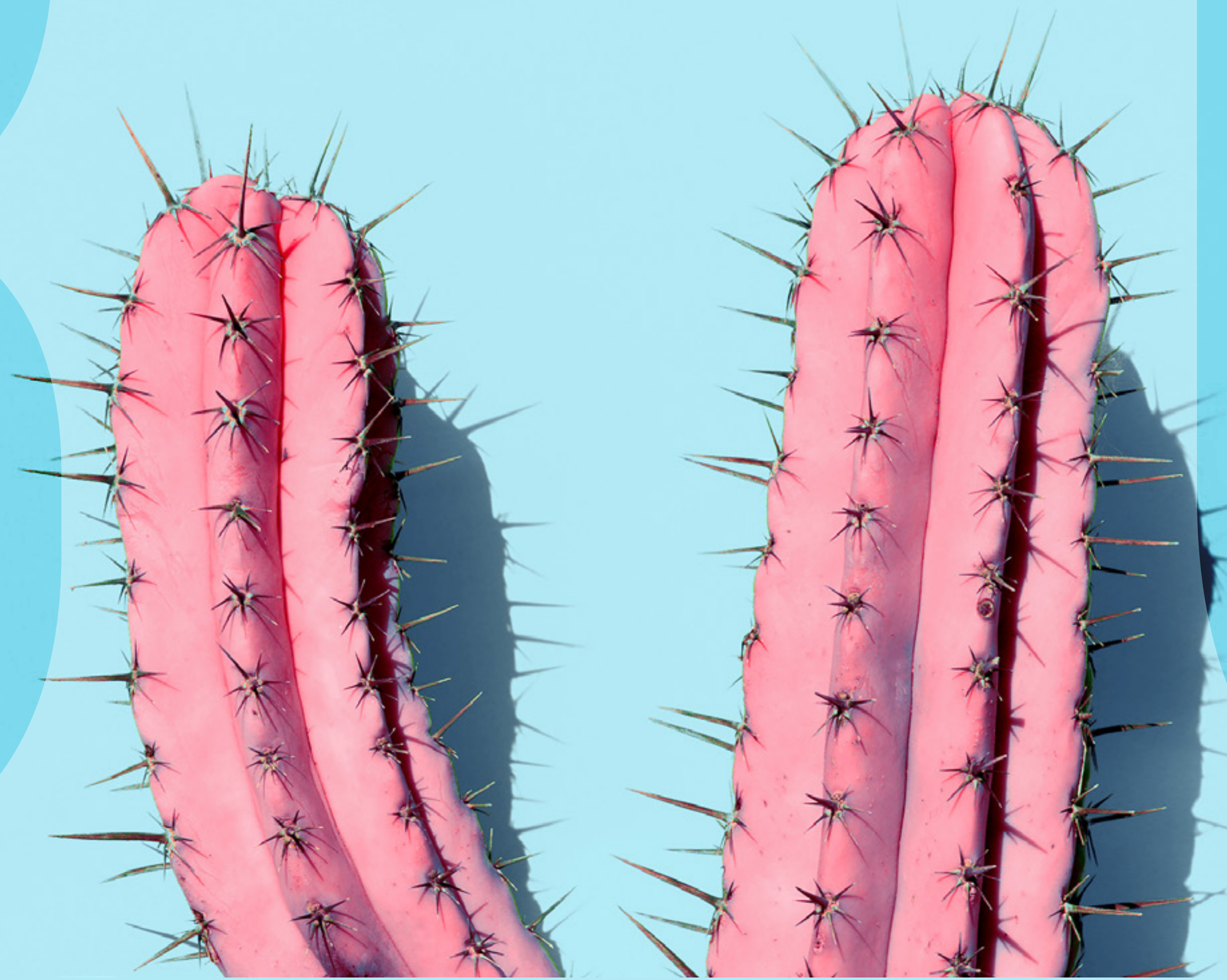
PLAYA SPORTING CLUB

PLAYA DOWNTOWN

UTILITIES

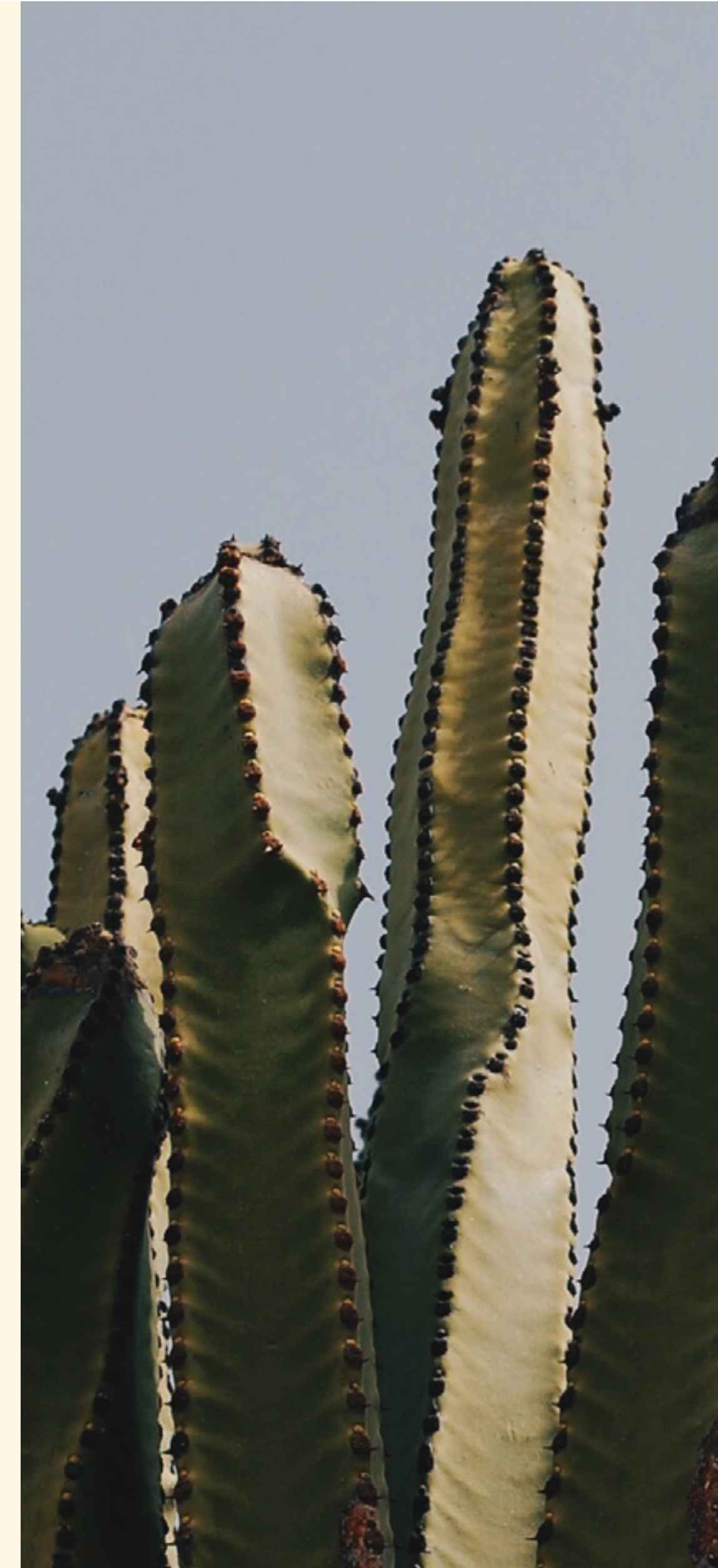


PROJECT DETAILS



PROJECT DETAILS

- **Size of project:** Approx. 700 acres
- **Number of Units:** 2,000
- **Footprint:** 12%
- **Ring road length:** 6km
- **Spine length:** 2km
- **Elevations:** first row higher than cabins by 10m from ground floor.
- **Length of beach:** 1.5km
- **Distance of beach to cabins:** 200m
- **Number of Entrances:** 5

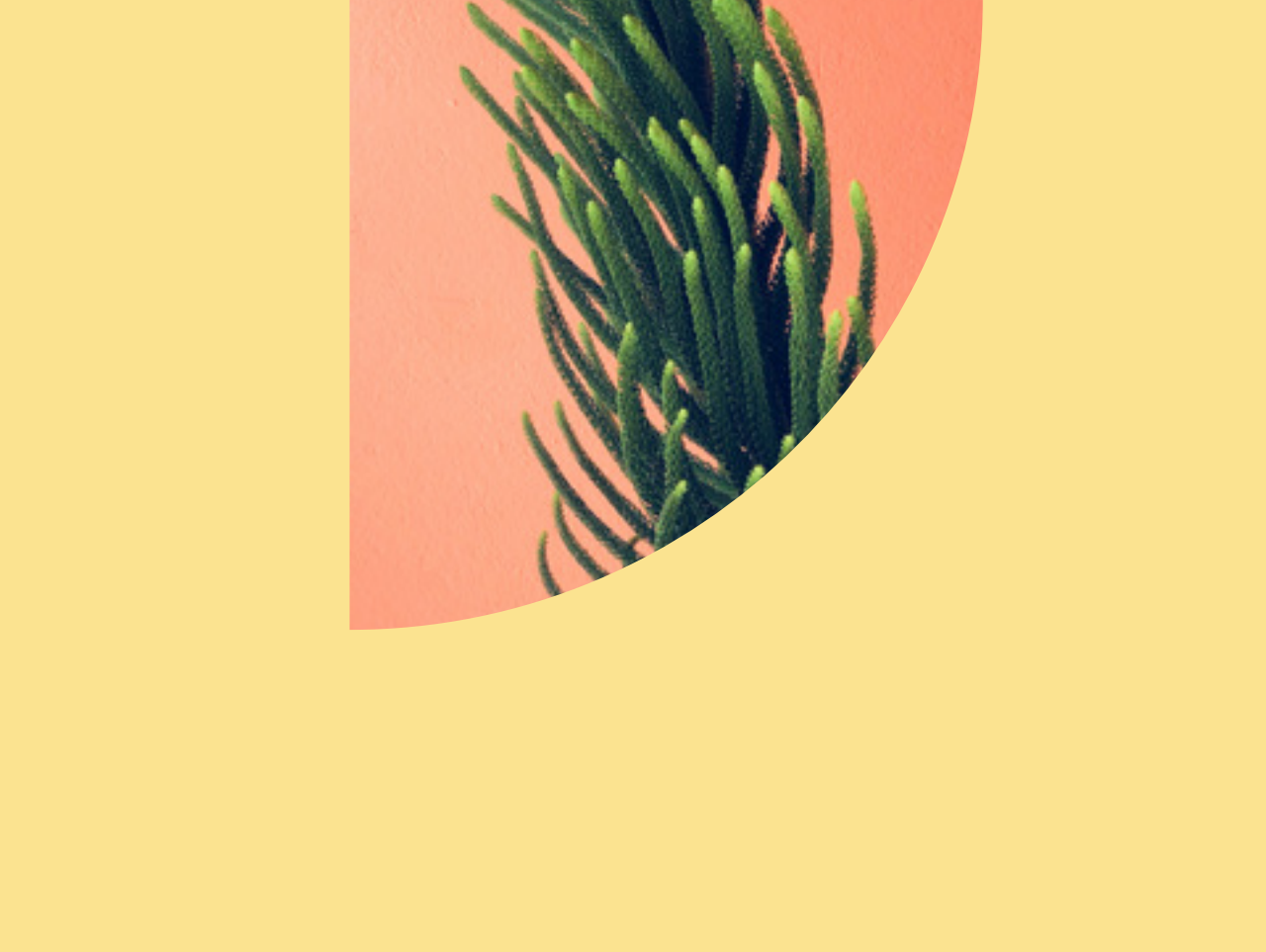
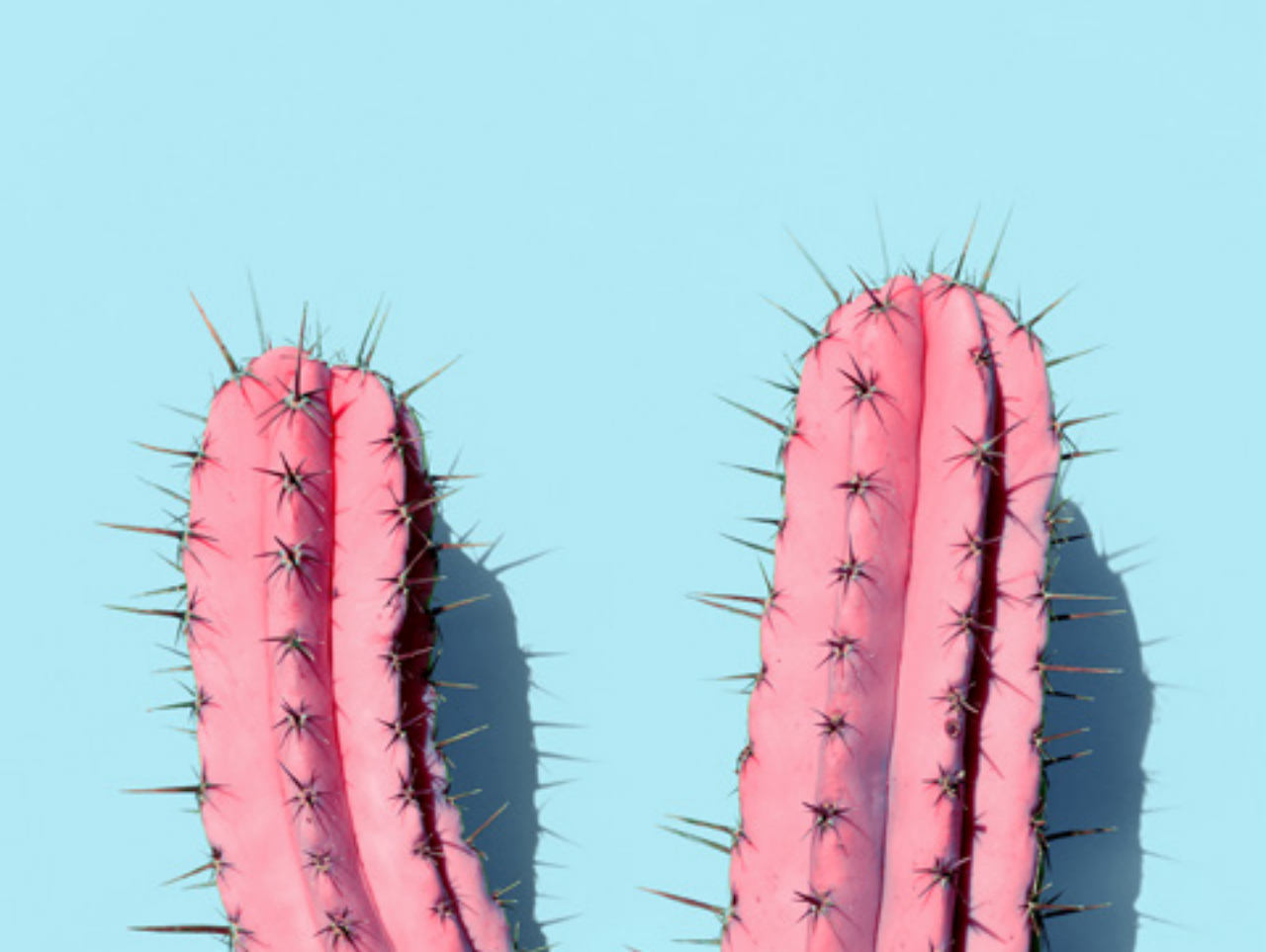
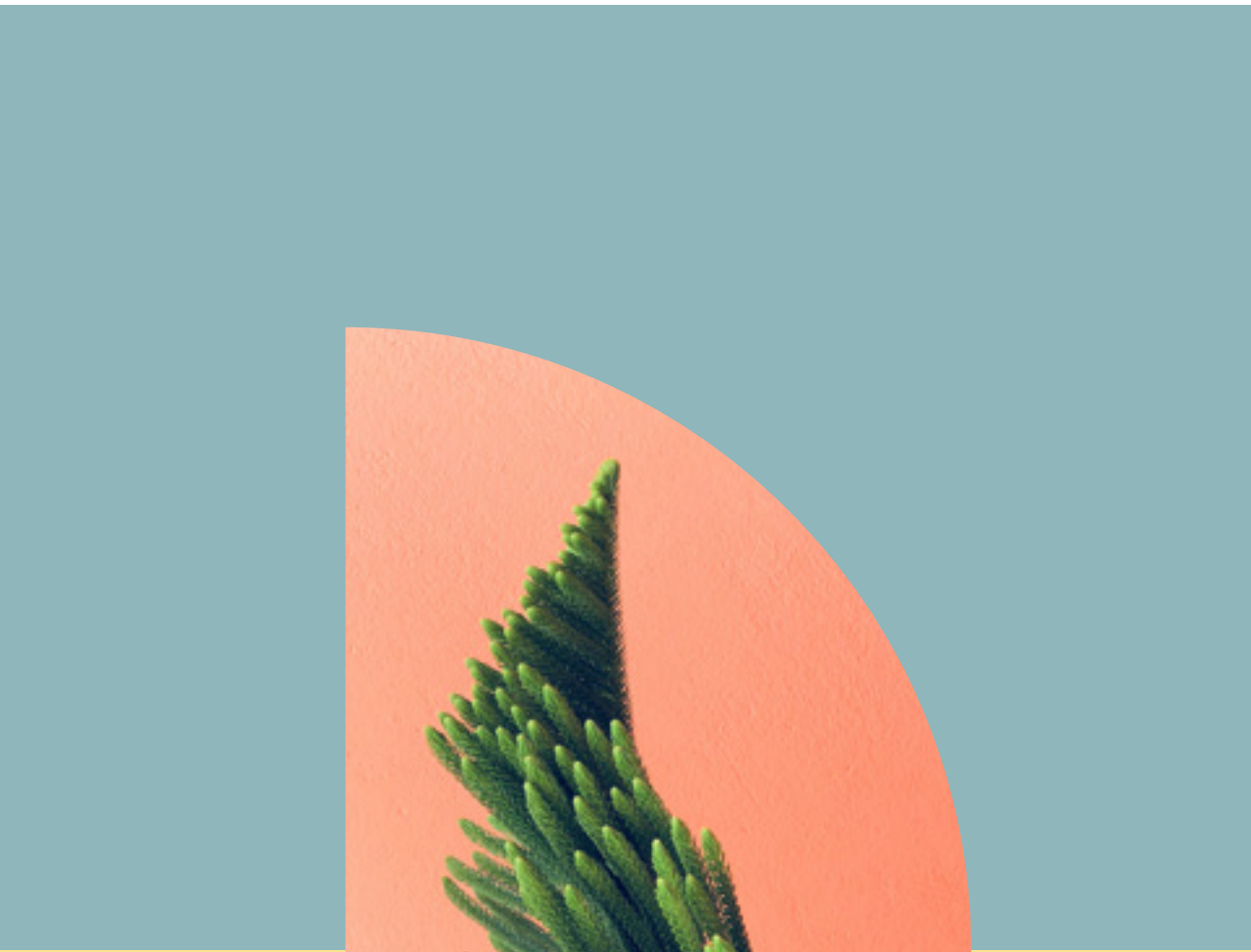




PLAYA
MOODBOARD

PLAYA

MOODBOARD





ELEMENTS
OF PLAYA



ELEMENTS OF PLAYA

- Playa Downtown
 - The Village
 - Hotel
- Playa Sporting Club
- Cable Park
- Spine & Ring Road
- Promenade

PLAYA DOWNTOWN

- **63 ACRES**
- **VILLAGE & CABLE PARK HIGHER THAN THE REST OF THE PROJECT WITH 6M.**
- **RETAIL, OFFICES, RESTAURANTS & COFFEE SHOPS**



CABLE PARK

Playa's Cable Park offers clockwise and anti-clockwise cables for every age, complimented by breathtaking views and robust infrastructure, guaranteeing a ride of a lifetime. The park is in short, unfolding stories of non-stop excitement, thanks to a variety of sporting courts, a fun playground for the little ones, in addition to an aqua park and wake park, ideal for those wishing to collect water- filled memories, all summer long.



SPINE & RING ROAD

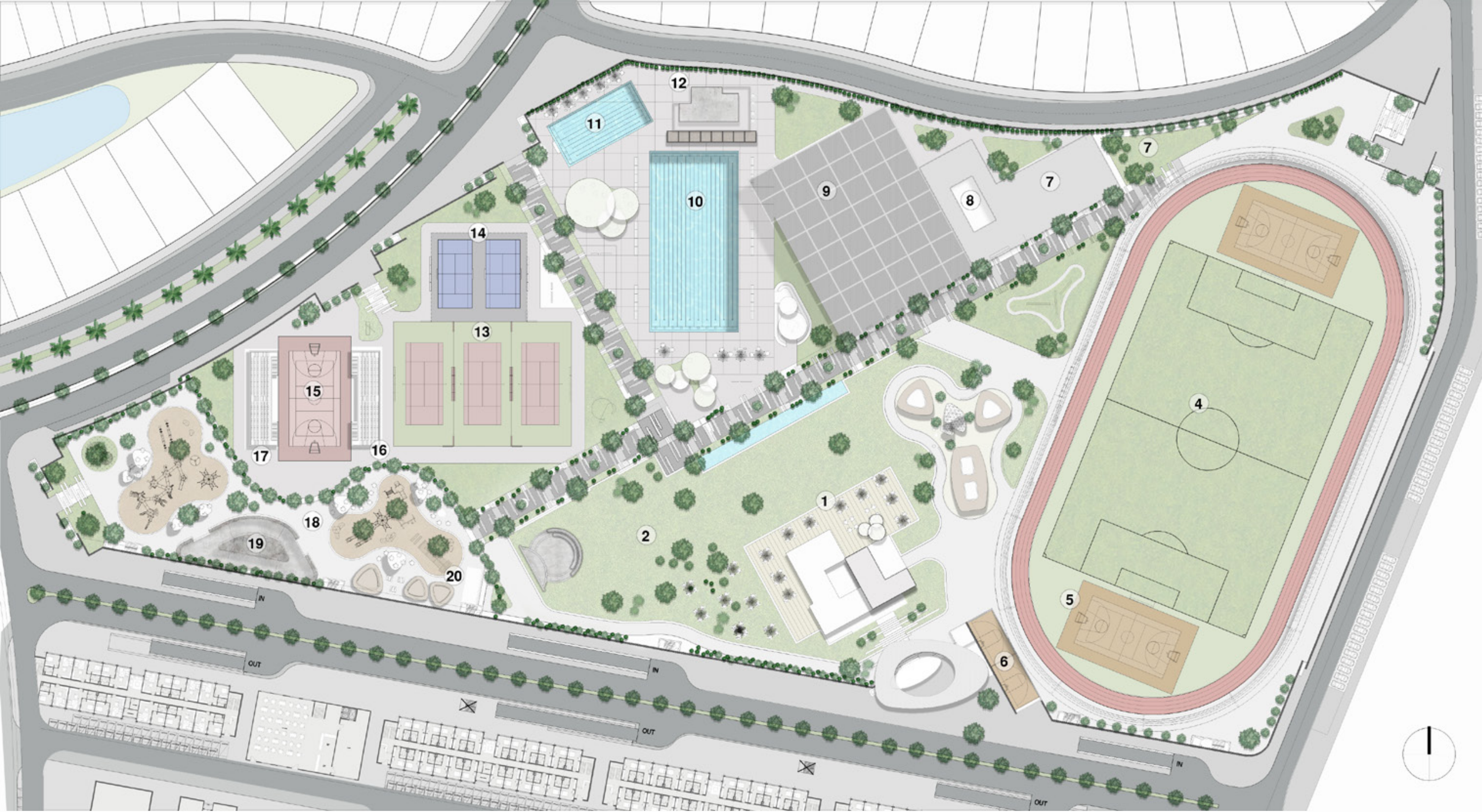
- SPINE:
LENGTH: 2KM
- RING ROAD:
LENGTH: 6KM



PLAYA SPORTING CLUB

Catered to its community's physical and mental health, Playa Sports Club brings diverse human experiences that go beyond international standards. The club is the perfect setting for fitness lovers, sports professionals, family members, children and seniors all together. From a world-class soccer field, a running track and squash courts to official clay and hard tennis courts, Playa Sports Club is summer fitness redefined by the sea, powered by expert coaches and certified global academies.

15 ACRES | SPORTS ACADEMIES



- 1 MAIN BUILDING 1025 m²
- 2 MAIN PARK | 4300 m²
- 3 FOOD COURT 2100 m²
- 4 FOOTBALL COURT 580 seat
- 5 M.P. COURT
- 6 BASKETBALL HALF-COURT
- 7 GYM 15*28 | 420 m²
- 8 OUTDOOR GYM | 560 m²
- 9 GYMNASTICS 40*50 | 2000 m²
- 10 SWIMMING POOL 25*50
- 11 KIDS POOL 12.5*25
- 12 CHANGING ROOMS | 140 m²
- 13 TENNIS
- 14 PADDLE TENNIS
- 15 CENTER COURT 530 seat
- 16 CHANGING ROOMS | 185 m²
- 17 OFFICES | 185 m²
- 18 KIDS PARK | 4000 m²
- 19 SKATE PARK
- 20 MINI BOWLING





PLAYA

seashell
PLAYA

PLAYA
sports club









Seashell
DIARY





Cafe & Bistro













FLOW





PROMENADE



PLAYA BEACH



SHIRT AND SHORT

PLAYA
GRAZALA BAY

FOOD SHACKS >
PIAZZA <

BEACH BAR
PIZZA
SHOPS







SHIRT AND SHORT

GIN AND SODA

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DELIVERY



DELIVERY

4 YEARS

2 YEARS G RESIDENCE





**PLAYA
HIGHLIGHTS**

PLAYA HIGHLIGHTS

- A strategic location boasting the clearest shore in the North Coast and a 1.5 km crystalline beachfront
- Full-fledged services including a cutting-edge Club, a mixed-use business Village and a recreational Cable Park
- Flexible payment plans over 6 years
- A prime location with ideal proximity to established projects and rising new ones in the North Coast
- An exclusive community with a 12% footprint of flowing lakes and manicured landscapes
- Finished units with the highest in quality standards
- A lively pedestrian spine, designed to introduce unique experiences discovered on foot
- A convenient lifestyle thanks to an underground parking with designated spots

THANK YOU

MAY - 2021