



FORTYFOUR

A FLAGSHIP PROJECT BY

DEMCO

P R O P E R T I E S



LIFE IS FULL OF CHOICES HERE'S A SMART ONE

IN A BUSY, RAPIDLY GROWING CITY LIKE BEIRUT, OWNING A PROPERTY IS BECOMING A LUXURY RESERVED FOR THE VERY FEW. FORTYFOUR IS HERE TO CHANGE THAT, PRESENTING A RARE OPPORTUNITY TO HAVE IT ALL AT A REASONABLE PRICE.

THE ICONIC MIXED-USED TOWER OFFERS A SECURE AND SELF-CONTAINED PLACE TO WORK, LIVE & PLAY. IT ACHIEVES AFFORDABILITY WITHOUT COMPROMISING ON QUALITY, SECURITY, CONVENIENCE, COMFORT OR LEISURE. FINALLY, FORTYFOUR PRESENTS A REAL-ESTATE BUYER WITH A VIABLE OPTION THAT SPEAKS TO THE HEART AND MIND-OFFERING JOIE DE VIVRE AND PRACTICALITY AT A MANAGEABLE PRICE.

OVERVIEW



RESIDENTIAL

51%
SOLD



RETAIL

32%
SOLD



COMMERCIAL

58%
SOLD

ENDLESS REASONS TO MOVE IN.



LANDMARK
MIXED-USE TOWER



TRUSTED PROPERTY
DEVELOPERS



CLOSE PROXIMITY
TO BEIRUT CENTER



PEACE & QUIET IN
AN URBAN LOCATION



MODERN & VARIED
AMENITIES



CONTEMPORARY
LIVING EXPERIENCE



ACCESSIBILITY



FLEXIBLE PAYMENT
FACILITIES



BREATHTAKING
VIEWS



COMPETITIVE &
AFFORDABLE PRICING



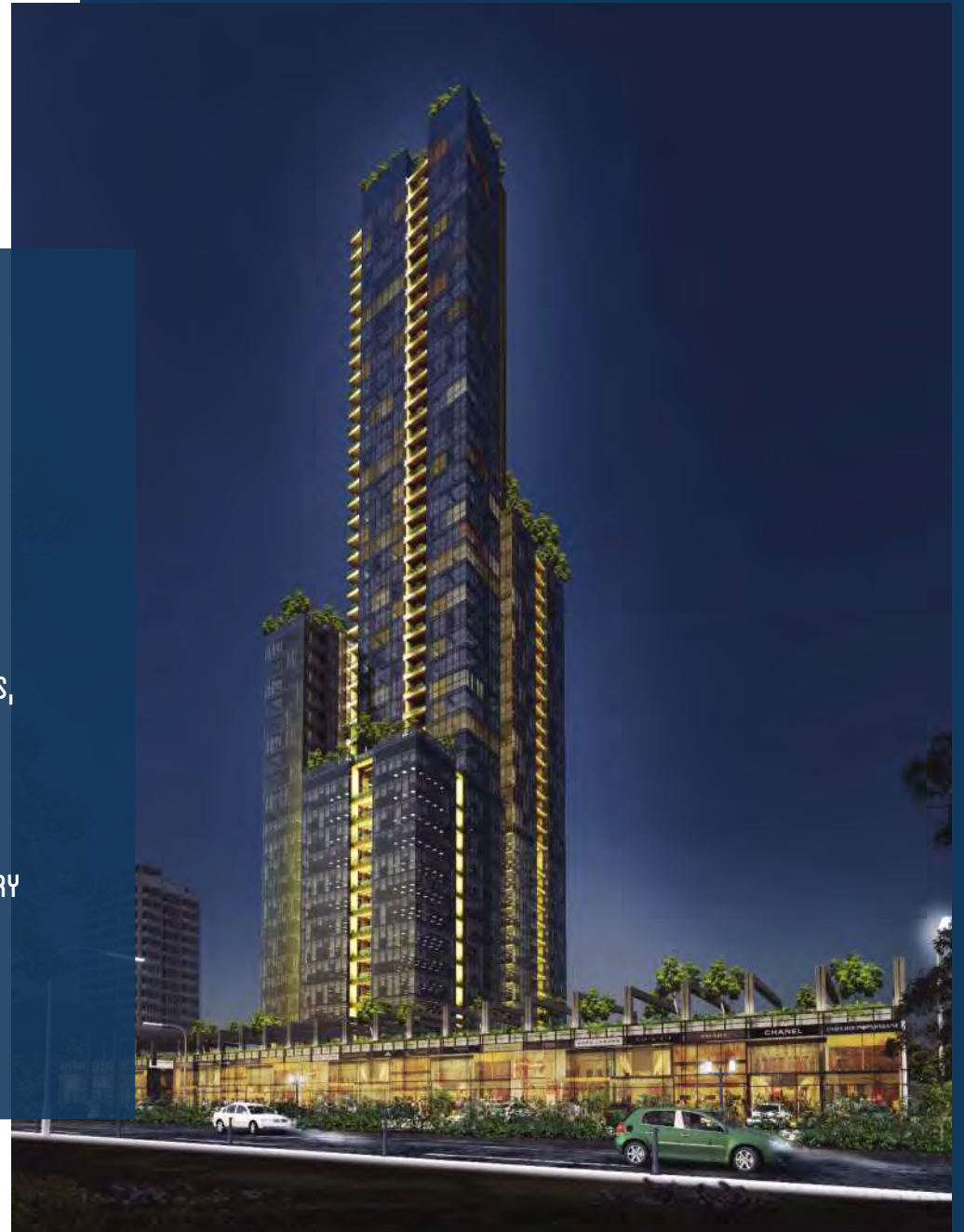
LANDSCAPED
GREENERY

WHERE THE TOP IS WITHIN REACH

FORTYFOUR TOWERS ABOVE BEIRUT AS ONE OF THE CITY'S TALLEST BUILDINGS. WITH ITS GLAZED FACADE, THIS EYE-CATCHING AND ELEGANTLY EXECUTED MIXED-USE LANDMARK OFFERS 360° VIEWS, WITH APARTMENTS FACING BEIRUT PORT, THE MEDITERRANEAN SEA, THE SURROUNDING MOUNTAINS THAT EMBRACE THE CAPITAL AND THE ENERGETIC SKYLINE OF DOWNTOWN BEIRUT.

THE DEVELOPMENT IS AMONG THE FIRST OF ITS KIND IN BEIRUT. RESIDENTIAL AND COMMERCIAL SPACES ARE SEAMLESSLY INTEGRATED WITH GREENERY AND CREATE THE KIND OF AFFORDABLE LUXURY YOU'VE ONLY EVER DREAMED OF.

LUXURY. LEISURE. AFFORDABILITY.



FORTYFOUR AT A GLANCE



MIXED USE RESIDENTIAL
& COMMERCIAL TOWER



CENTRAL
LOCATION



24/7
ONSITE SECURITY



EXTENSIVE
UNDERGROUND
PARKING



DOUBLE-HEIGHT
ENTRANCE LOBBY



PANORAMIC
360° VIEWS



ONSITE GYM, POOL,
CLUBHOUSE & NURSERY



HIGH QUALITY FIXTURES
& FITTINGS



ONSITE SHOPPING AMENITIES,
INCLUDING SUPERMARKET,
BANK & PHARMACY



ONSITE CAFES & RESTAURANTS
WITH EXTENSIVE INDOOR &
OUTDOOR SEATING

A DESTINATION THAT HAS IT ALL

FORTYFOUR SOARS INTO THE SKY, HOSTING 55,000m² OF HIGH-QUALITY RESIDENTIAL, OFFICE & RETAIL ACCOMODATION. THE FIRST 12 FLOORS ARE DEDICATED TO FLEXIBLE OFFICE SPACES, WHILE HIGH-SPECIFICATION LUXURY APARTMENTS ARE ASSIGNED TO THE 14TH TO 44TH FLOORS, GUARANTEEING UNOBSTRUCTED PANORAMIC VIEWS OF THE MOUNTAINS, SEA & CITYSCAPE.

THE TOWER'S GLASS EXTERIOR & FLOOR-TO-CEILING WINDOWS INVITE NATURAL LIGHT INTO THE APARTMENTS & OFFICE SPACES, CREATING BRIGHT AND AIRY INTERIORS. AT SEVERAL LEVELS, FORTYFOUR OFFERS SUSPENDED LANDSCAPED GREEN TERRACES, ONE OF WHICH INCLUDES A SWIMMING POOL, GYM AND CLUBHOUSE. BUT THAT'S NOT ALL- A WELCOMING 1ST FLOOR TERRACE WHERE RESTAURANTS AND SHOPPING OUTLETS INVITE THE FORTYFOUR COMMUNITY TO KICK BACK AND RELAX.



AREAS AT A GLANCE.

55,000m² OF BUILT SPACE OVER A 16,550m² LAND AREA



RESIDENTIAL

27,000m² TOTAL SPACE
2 TYPES OF APARTMENTS
178 UNITS ACROSS 31 FLOORS (14TH TO 44TH)
GUARANTEED VIEWS ON EVERY FLOOR



OFFICES

19,000m² TOTAL SPACE
201 UNITS ACROSS 12 FLOORS (1TH TO 12TH)
18 UNITS PER FLOOR
50 TO 166m² AREAS
CORE AND SHELL OFFICE SPACE



RETAIL

12,000m² TOTAL SPACE
43 UNITS ARRANGED ACROSS BASEMENT
GROUND FLOOR & MEZZANINE
VISITOR PARKING



SALOUMI



DEKWANEH

SIN EL FIL

WHERE HAPPINESS, COMFORT &
LUXURY ARE ALL PART OF THE PLAN

FINALLY, CITY LIVING WITH A WEALTH OF GREENERY



GREENERY AT A GLANCE.



GREEN AREAS



240 m² GARDEN
WITH WATER FEATURES



A VARIETY OF
EXOTIC PLANTS & TREES



PROFESSIONAL
YEAR-ROUND UPKEEP
OF GREEN SPACES



LANDSCAPED
SUSPENDED GARDENS



SERENITY AT A GLANCE.



EXTENSIVE & MANICURED
GROUND FLOOR GARDEN
WITH WATER FEATURES



OUTDOOR POOL & FULLY-
EQUIPPED GYM FOR RESIDENT-USE
ONLY (14TH FLOOR)



DEDICATED NURSERY
& CHILDREN'S PLAY
AREA WITHIN THE GARDEN



RESTAURANTS WITH
LARGE FIRST-FLOOR
TERRACE



SUSPENDED GARDENS FOR
RESIDENT-USE ONLY
(14TH, 25TH & 33RD FLOORS)

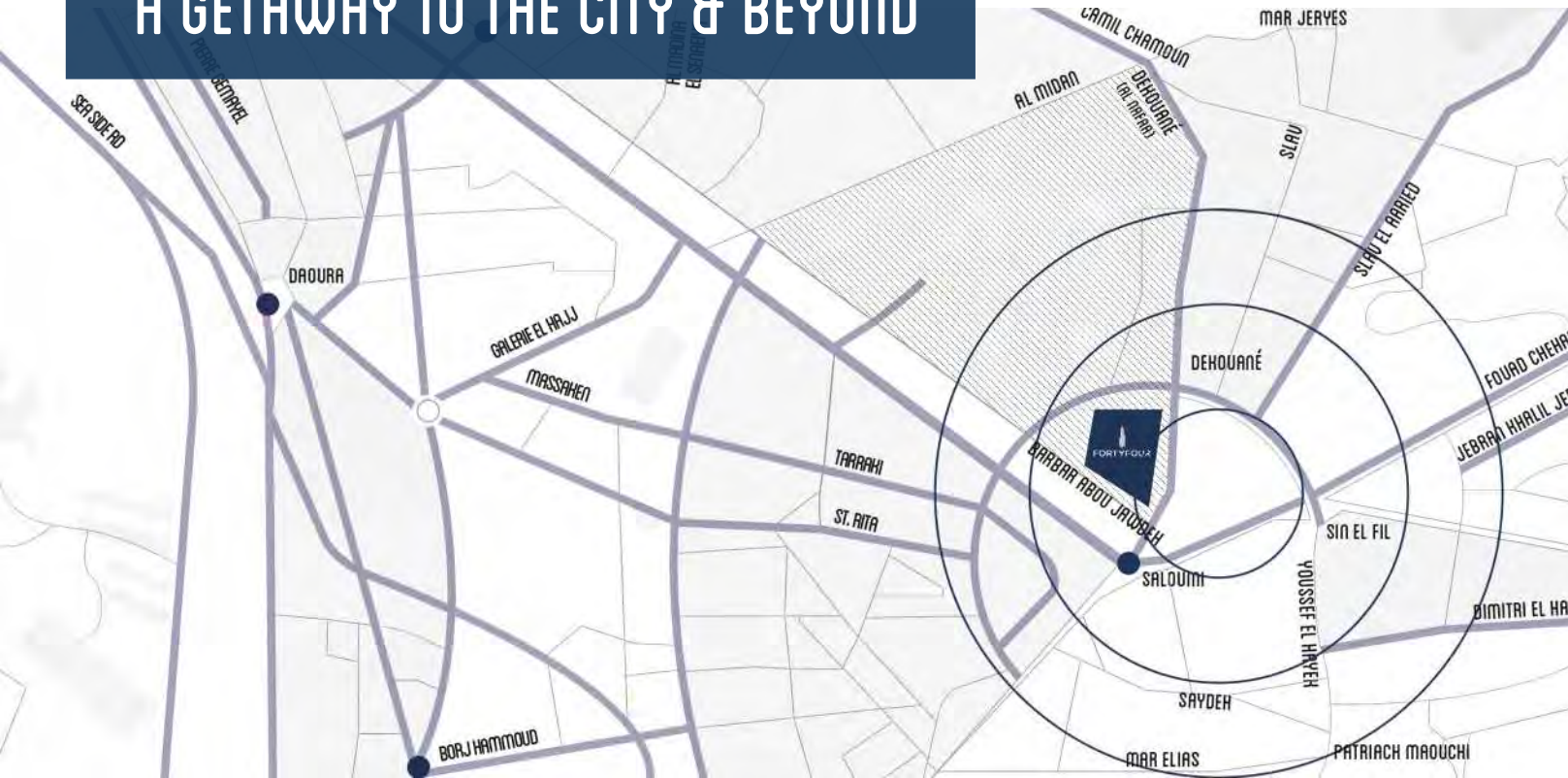


DEVELOPMENT SET BACK FROM
MAJOR HIGHWAYS,
REDUCING NOISE



CONVENIENT ONSITE
RETAIL OUTLETS

SALOUMI ROUNDABOUT: A GETAWAY TO THE CITY & BEYOND



THE NEIGHBORHOOD AT A GLANCE.



SHOPPING
DESTINATIONS

ABC ACHRAFIEH
LE MALL, SIN EL FIL
CITY MALL, NAHA EL MOT



SCHOOLS &
UNIVERSITIES

ALBA UNIVERSITY
COLLÈGE MONT LA SALLE, AIN SAADÉ
COLLEGE DU SACRÉ-COEUR, ACHRAFIEH
LE COLLÈGE DE LA SAGESSE SAINT JOSEPH, ACHRAFIEH



BANKS

SGBL BANK HEADQUARTERS, SALOUMI
BANK OF BEIRUT, JDEIDEH

THE SKY-HIGH VIEWS.
NOT THE SKY-HIGH PRICES.



RESIDENCES AT A GLANCE. 130m² - 170m²



EXQUISITELY FASHIONED BEDROOMS FITTED
WITH EN-SUITE BATHROOMS



BEAUTIFULLY DESIGNED RELAXING BATHROOMS



KITCHENS COMBINING STYLE WITH
FUNCTIONAL FLAIR



APARTMENTS WITH DIRECT VIEWS OF SUSPENDED
GARDENS & POOL

EVERYTHING YOU CAN NEED & WANT



SECURE UNDERGROUND
PARKING



CCTV VIDEO SYSTEM FOR
MAIN ENTRANCES & CAR
PARK ACCESS POINTS



24-HOUR
CONCIERGE
SERVICE



LANDSCAPED
GARDENS



FULL LENGTH
BALCONIES OR TERRACES
FOR ALL APARTMENTS



FULL LENGTH
EXTERNAL DOORS
& WINDOWS



ACCESS TO SUSPENDED
GARDENS ON THE
25TH & 33RD FLOOR



POOL ACCESS
ON THE 14TH FLOOR



MOOD LIGHTING IN
COMMUNAL LOBBIES
& HALLWAYS



HIGH SPEED
ELEVATORS



ACCESS TO BALCONIES
FROM LIVING ROOMS
& BEDROOMS

130 SQM



130 SQM



170 sqm



170 sqm



A NEW RETAIL HUB IN TOWN

RETAIL AREAS AT A GLANCE. 8,000m² OF RETAIL SPACE



43 UNITS



EFFICIENT LAYOUT ACROSS
THE BASEMENT, GROUND
FLOOR & MEZZANINE



LARGE FIRST-FLOOR
TERRACE WITH
RESTAURANTS



CONVENIENT
PARKING

SHOPS





WHERE YOUR FIRST BIG DEAL IS
THE OFFICE ITSELF

WORK AREAS AT A GLANCE FROM 60m² TO 165m²



DESIGN

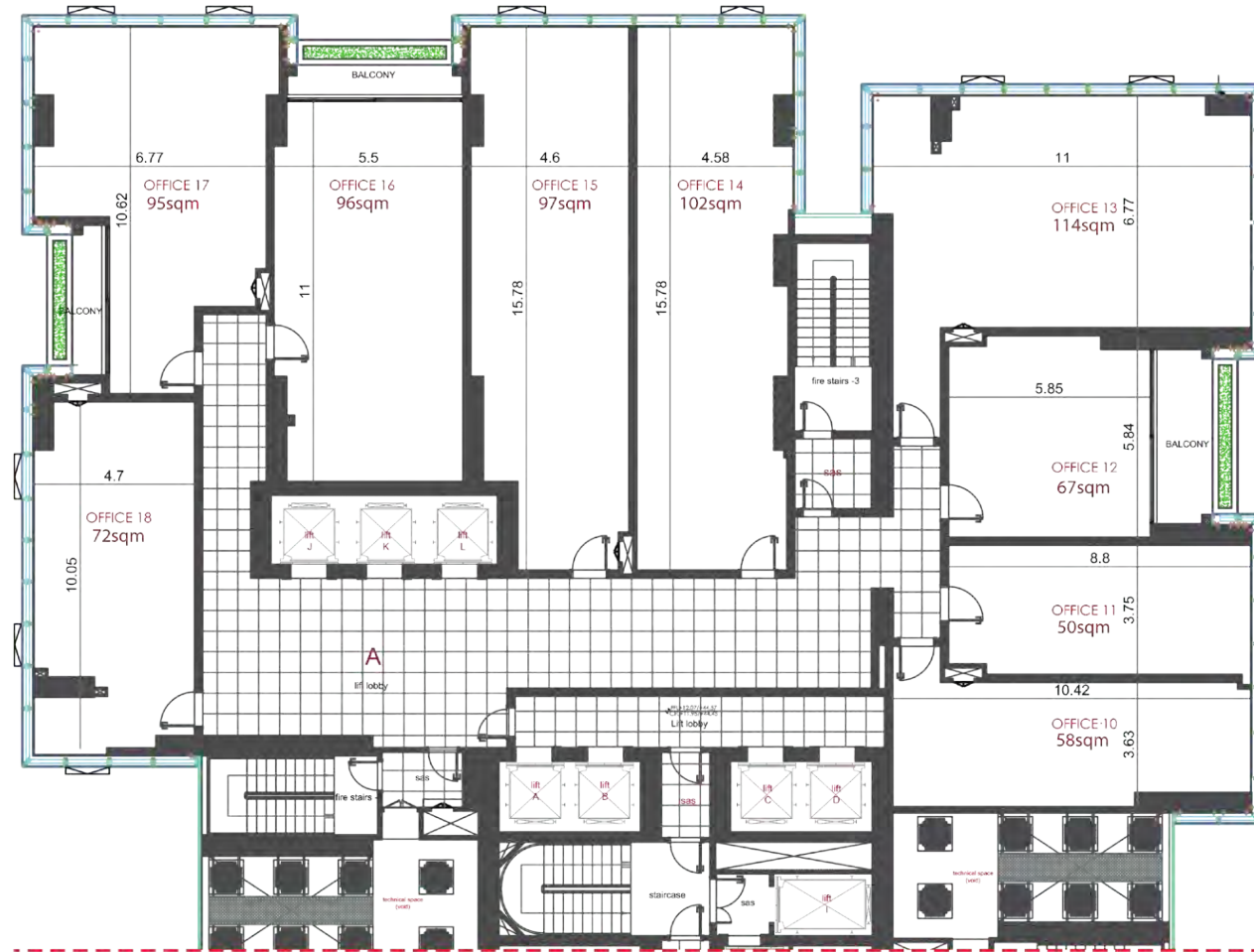
FLEXIBLE DIVIDING WALLS CREATE EXPANDABLE SPACES
CUSTOMIZABLE MATERIALS, FINISHES & COLORS FOR INTERIORS
GLASS FACADE & FLOOR-TO-CEILING WINDOWS
NATURAL LIGHT



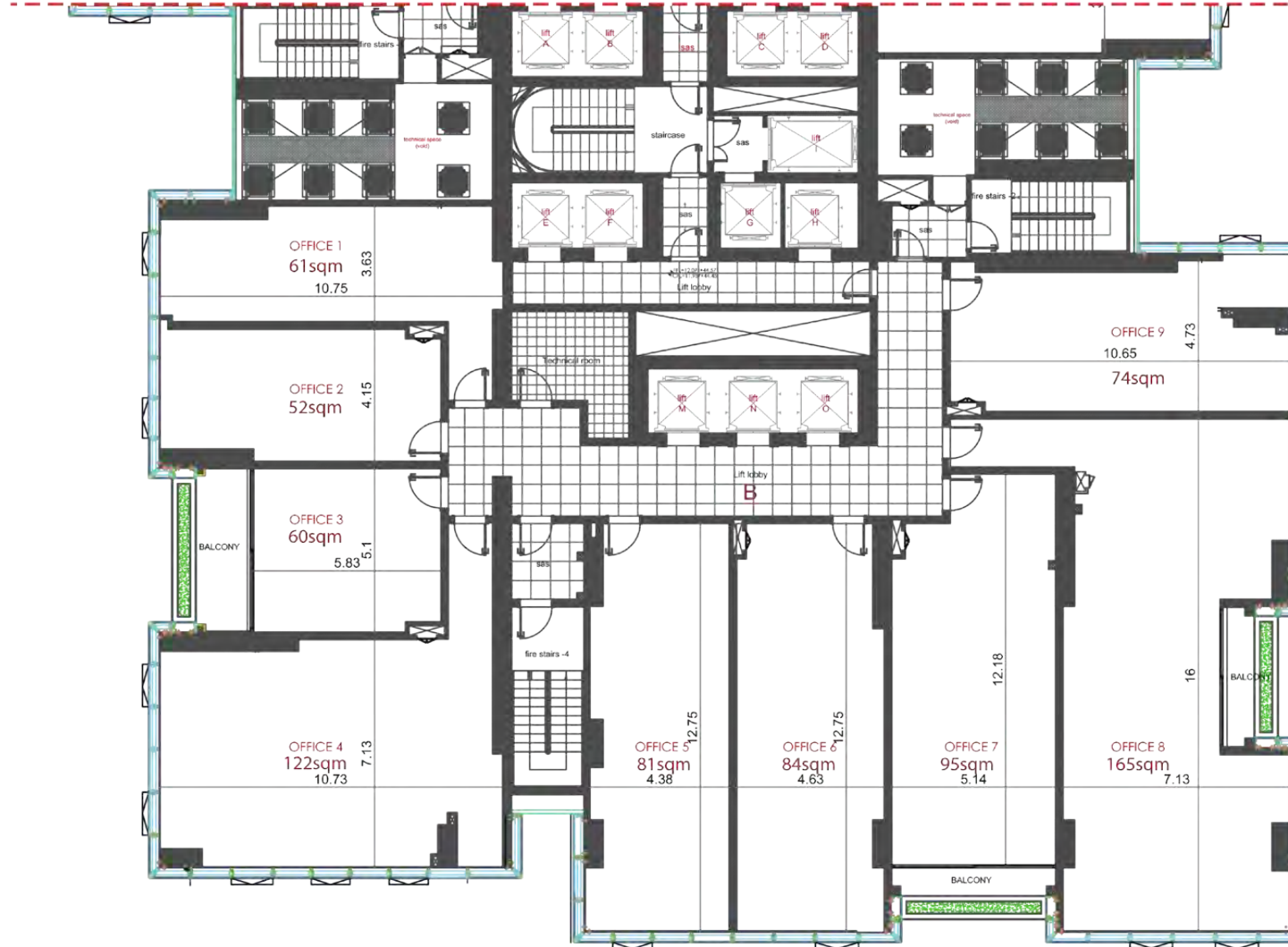
FEATURES

STRATEGIC LOCATION CLOSE TO HIGHWAYS, SHOPS & RESTAURANTS
AIR CONDITIONING
IMPRESSIVE VIEWS
BASEMENT CAR PARK
ONSITE VISITOR PARKING

BLOC A



BLOC B



SPECIFICATIONS

RESIDENTIAL TOWER GENERAL SPECIFICATIONS



MASONRY WORKS:

- 20CM PLASTERED HOLLOW BLOCK BETWEEN APARTMENTS
- 10CM PLASTERED HOLLOW BLOCK FOR INTERNAL PARTITIONING

MAIN ENTRANCE:

- NATURAL STONE FLOORING
- WALLS IN NATURAL WOOD CLADDING
- CEILING IN RIBBED WOOD
- WATER FOUNTAIN FEATURE
- 9-METER-HIGH CEILING

SANITARY WORKS:

- ALL MIXERS HANSGROHE OR EQUIVALENT
- WC+ BIDET: IDEAL STANDARD OR EQUIVALENT
- PROVISION FOR RAIN SHOWER IN MASTER BATHROOM
- PROVISION FOR HAND SPRAY NEXT TO WC.

ELECTROMECHANICAL WORKS

- COOLING SYSTEMS: SAMSUNG URV LATEST GENERATION AT THE TIME OF ORDER
- VIDEOPHONE IN ALL APARTMENTS
- "LIBAN CABLE" ELECTRICAL CABLES
- EUROPEAN LIGHTING BRANDS
- BUILDING MANAGEMENT SYSTEM (BMS)

FIRE SAFETY:

- FIRE RATED WALLS BETWEEN FIRE ZONES & AROUND SHAFTS

- PRESSURIZED EVACUATION STAIRCASES EQUIPPED WITH FIRE RATED DOORS
- SPRINKLER SYSTEM & FIRE ALARM IN COMPLIANCE WITH NFPA (NATIONAL FIRE PROTECTION ASSOCIATION)

FLOORING TILES:

- BUILDING LOBBY AT GF LEVEL IN MARBLE FLOORING
- RECEPTION, ENTRANCE HALL, DINING ROOM & RECEPTION BALCONIES IN MASS CERAMIC 80X80
- ALL BEDROOMS IN MASS CERAMIC
- BALCONIES OF BEDROOMS SAME AS BEDROOMS
- ALL BATHROOMS & MAID ROOMS IN MASS CERAMIC TILES 30X60

ALUMINUM & GLAZING WORKS:

- UNITIZED CURTAIN WALL SYSTEM, LOW E DOUBLE GLAZED: WICONA ALUMINUM PROFILE WITH DOUBLE GLAZING SAINT GOBAIN GLASS SHN 165; HIGH PERFORMANCE GLASS (U-VALUE 1.3).
- OPERABLE WINDOWS IN EVERY APARTMENT

LIFTS:

- 8 HONE HIGH-SPEED ELEVATORS, 3M/S, EQUIPPED WITH AC, HIGH CABIN CEILING.

KITCHENS:

- KITCHEN CABINETS IN EUROPEAN MELAMINE WOOD.
- EUROPEAN HARDWARE
- PROVISION FOR INDIRECT LIGHTING UNDER CABINET.

BUILDING GENERAL

- WATER TREATMENT PLANT
- EMERGENCY POWER GENERATION.
- IP CAMERAS ON CCTV LINKED TO A COMMAND CENTER.
- PROVISION FOR PHOTOVOLTAIC PANELS
- SWIMMING POOL AT THE 14TH FLOOR
- SPACE FOR GYM AT THE 14TH FLOOR.
- COMPLETE BUILDING GSM COVERAGE (INCL. BASEMENT FLOORS)
- WINDOW CLEANING SYSTEM BY MITSULIFT (MADE IN SPAIN)
- VISITORS CAR PARK
- ONE SERVICE ELEVATOR, 1600 KGS CAPACITY, 3M/S SPEED.
- KIDS PLAYING AREA AT GROUND FLOOR.

MAIN CONTRACTORS:

- HFOURY ENGINEERING FOR STRUCTURE AND FINISHING WORKS.
- GLASSLINE INDUSTRIES FOR ALUMINUM AND GLAZING.
- CLIMATE TECHNOLOGY SAL FOR ELECTRO-MECHANICAL WORKS.
- HAY SYSTEM (HONE ELEVATORS)
- FITZPATRICK FIRE DOORS & HARDWARE
- OPEN DOORS WOOD DOORS
- SIGMA FOR STRUCTURAL STEEL.
- WATERMASTER FOR POOLS AND WATER TREATMENT PLANT.
- ARIS LUMIERE GROUPE FOR INTERIOR LIGHTING.

SPECIFICATIONS

COMMERCIAL TOWER GENERAL SPECIFICATIONS



OFFICES

INTERIOR WORKS

- CORE & SHELL BASIS
- WOOD VENEER DOOR.

MAIN ENTRANCES

- TWO MAIN LOBBIES, ONE FOR EACH BLOCK.
- 3 HIGH-SPEED ELEVATORS FOR EACH BLOCK.
- WALLS AND CEILING IN STAINLESS STEEL.
- 6-METER-HIGH CEILING.

ALUMINUM & GLAZING WORKS

- UNITIZED CURTAIN WALL SYSTEM, LOW E DOUBLE GLAZED: WICONA ALUMINUM PROFILE WITH DOUBLE GLAZING SAINT GOBAIN GLASS SKN 165; HIGH PERFORMANCE GLASS (U-VALUE 1.3). ALUMINUM & GLASS CONTRACTOR IS GLASSLINE INDUSTRIES.

ELECTROMECHANICAL WORKS

- CCTV IP CAMERAS WITH CENTRAL COMMAND CENTER
- BUILDING MANAGEMENT SYSTEM (BMS)
- MECHANICAL VENTILATION INSIDE OFFICES IN COMPLIANCE WITH ASHRAE (THE AMERICAN SOCIETY OF HEATING REFRIGERATING AND AIR-CONDITIONING ENGINEERS)

- MECHANICAL VENTILATION FOR BASEMENT FLOORS

FIRE SAFETY

- FIRE RATED WALLS BETWEEN FIRE ZONES & AROUND SHAFTS
- PRESSURIZED EVACUATION STAIRCASES EQUIPPED WITH FIRE RATED DOORS
- SPRINKLER SYSTEM & FIRE ALARM IN COMPLIANCE WITH NFPA (NATIONAL

FIRE PROTECTION ASSOCIATION)

LIFT

- 6 HONE ELEVATORS, THREE FOR EACH BLOCK, HIGH CEILING CABINS, 2.5 M/S SPEED.

BUILDING GENERAL

- WATER TREATMENT PLANT
- EMERGENCY POWER GENERATION.
- IP CAMERAS ON CCTV LINKED TO A COMMAND CENTER.
- PROVISION FOR PHOTOVOLTAIC PANELS
- COMPLETE BUILDING GSM COVERAGE (INCL. BASEMENT FLOORS)
- WINDOW CLEANING SYSTEM BY MITSULIFT (MADE IN SPAIN)
- VISITORS CAR PARK
- ONE SERVICE ELEVATOR, 1600 KGS CAPACITY, 3M/S SPEED.
- OUTDOOR LANDSCAPED AREA (AROUND 12,000 SQM)

MAIN CONTRACTORS

- HFOURY ENGINEERING FOR STRUCTURE AND FINISHING WORKS.
- GLASSLINE INDUSTRIES FOR ALUMINUM AND GLAZING.
- CLIMATE TECHNOLOGY SAL FOR ELECTRO-MECHANICAL WORKS.
- HAY SYSTEM (HONE ELEVATORS)
- FITZPATRICK FIRE DOORS & HARDWARE
- OPEN DOORS WOOD DOORS
- SIGMA FOR STRUCTURAL STEEL.
- WATERMASTER FOR POOLS AND WATER TREATMENT PLANT.
- ARIS LUMIERE GROUPE FOR INTERIOR LIGHTING.

COMMERCIAL SHOPS GENERAL SPECIFICATIONS



RETAIL

INTERIOR WORKS

CORE & SHELL BASIS

FLOORING TILES

ELEVATOR LOBBIES IN CERAMIC 80X80

ALUMINUM & GLAZING WORKS

WICONA ALUMINUM PROFILE WITH SINGLE GLAZING SAINT GOBAIN GLASS SKN176

FIRE SAFETY

FIRE RATED WALLS BETWEEN FIRE ZONES & AROUND SHAFTS
SPRINKLER SYSTEM IN COMMON AREAS/ LOBBIES.

LIFTS

HONE ELEVATORS OR EQUIVALENT

DEVELOPERS WITH AN UNBEATABLE TRACK RECORD



M1 Real Estate

An M1 Group Company

M1 REAL ESTATE, AN M1 GROUP SUBSIDIARY, IS AN INVESTMENT & DEVELOPMENT COMPANY SET UP IN 2008 TO PROVIDE ITS NETWORK OF GLOBAL INVESTORS & CLIENTS WITH PROFESSIONAL & STRATEGIC REAL ESTATE OPPORTUNITIES AROUND THE WORLD.

WITH OFFICES IN MONACO, LONDON, NEW YORK, DUBAI & BEIRUT, M1 REAL ESTATE IS AN ENTREPRENEURIAL ESTABLISHMENT WITH A WORLDWIDE PRESENCE, DETERMINED TO LOOK BEYOND THE PRESENT TO TAP INTO NEW & UNIQUE OPPORTUNITIES ACROSS THE GLOBE THAT HAVE HIGH POTENTIAL FOR SUCCESS.

THE COMPANY'S STRATEGY IS BASED ON ADDING VALUE TO EVERY PROJECT IT TAKES ON, WHETHER THROUGH SUSTAINABLE DESIGN, DEVELOPMENT OR MANAGEMENT, IN ORDER TO GENERATE SOLID RETURNS.



DEMCO

P R O P E R T I E S

DEMCO PROPERTIES PRIDES ITSELF ON BEING PART OF DEMCO GROUP, WHICH HAS SERVED THE LEBANESE & INTERNATIONAL REAL ESTATE SECTORS THROUGH DEMCO STEEL FOR OVER A CENTURY.

BACKED BY THE LEGACY OF DEMCO STEEL, THE QUALITY FOUNDATION OF SOME OF THE LARGEST, MOST UPSCALE CONSTRUCTION PROJECTS IN LEBANON, DEMCO PROPERTIES SUCCESSFULLY MOVED INTO THE CONSTRUCTION & REAL ESTATE MARKET. THE COMPANY'S PORTFOLIO TODAY INCLUDES FIVE PROJECTS VALUED AT 610\$ MILLION, SPANNING COMMERCIAL, RESIDENTIAL & MIXED-USE PROPERTY DEVELOPMENTS.

A TRENDSETTER SINCE ITS INCEPTION, DEMCO PROPERTIES HAS ESTABLISHED ITSELF AS A PIONEER IN THE REAL ESTATE MARKET IN LEBANON, INTRODUCING LUXURIOUS LANDMARK DEVELOPMENTS THAT REMAIN AFFORDABLE FOR THE RESIDENTIAL & COMMERCIAL MARKET ALIKE.

DEMCO
P R O P E R T I E S



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