



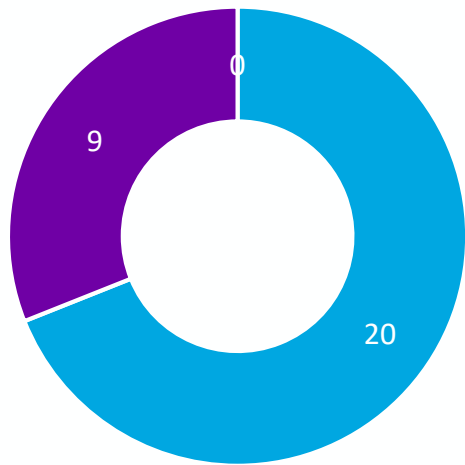
**Media Coverage Report  
Newly established Abu Dhabi based  
real estate developer “Nine Yards”  
launches “Sea La Vie” a two billion  
Dirham project at Yas Bay**

Mar 21, 2023



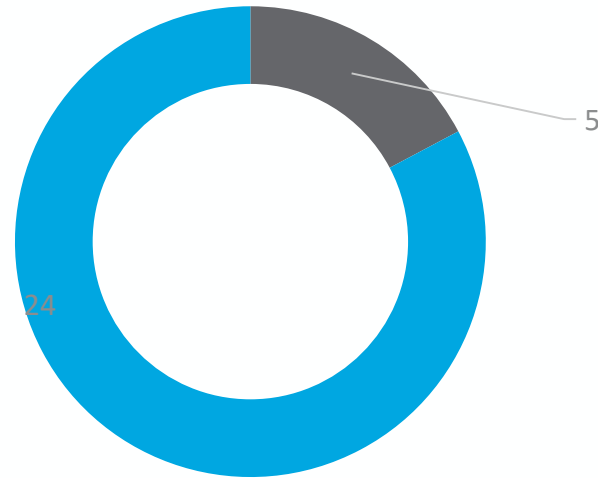
# Infographic Summary on the Coverage

## Coverage Type



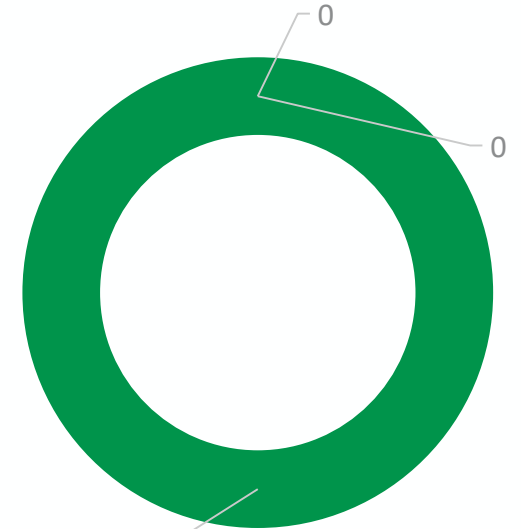
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Date	Headline	Publication
March 20 – 21, 2023	Nine Yards launches \$544m Yas Island project	MEED
	Nine Yards launches \$544mn Sea La Vie project on Yas Island	ME Construction News
	Nine Yards unveils \$544 million Yas Island residential project	UAE Times
	Abu Dhabi real estate: \$545m development launched in Yas Island	Arabian Business
	Nine Yards launches \$544m Yas Island residential project	Trade Arabia
	Newly established Abu Dhabi based real estate developer “Nine Yards” launches “Sea La Vie” a two billion Dirham project at Yas Bay	Eye of Riyadh
	في "ياس باي" بأبوظبي Sea la Vie "ناين ياردز" تعلن عن إطلاق مشروعها السكني الفاخر	Eye of Dubai
	A new Dh2 billion project will be built on Yas Island in Abu Dhabi	Property News
	New Dh2 billion project to come up on Abu Dhabi's Yas Island	Gulf News
	UAE: Nine Yards launches \$544mIn Yas Island residential project	ZAWYA
	Nine Yards launches \$544m Yas Island residential project	Gulf Construction
	ناين ياردز تطلق مشروع Sea La Vie السكني بقيمة 2 مليار درهم بأبوظبي	Argaam
	في "ياس باي" بأبوظبي Sea la Vie "ناين ياردز" تعلن عن إطلاق مشروعها السكني الفاخر	ZAWYA
	New Abu Dhabi developer launches \$545mn ‘Sea La Vie’ project at Yas Bay	Construction Week

# Nine Yards launches \$544m Yas Island project

21 MARCH 2023 | BY EVA LEVESQUE



Nine Yards is a partnership between Ethmar International Holding and Al-Nahda International Holding

PROPERTY

## Nine Yards launches \$544mn Sea La Vie project on Yas Island

By Jason Saundalkar

Posted on March 21, 2023

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The developer aims to be a positive contributor to Abu Dhabi's long-term development as a sustainable, diversified, globally-integrated economy



Developer Nine Yards has entered the UAE's real estate market with a \$544.53mn waterfront project that is taking shape at Yas Bay on Yas Island. Sea La Vie will include a range of luxury homes from one- to four-bedroom apartments, lofts, townhouses, duplexes and penthouses.

The developer, born out of a partnership between Ethmar International Holding and Al Nahda International Holding, said the project is inspired by a blend of tranquillity, style and architecture in an exceptional waterfront destination that is perfectly placed at the heart of Yas island, and is set apart by its unique design, ambiance and facilities.

"Nine Yards will be at the forefront of shaping the nation's future lifestyle, creating beautiful state-of-the-art projects in some of the country's most iconic locations. We are constantly thinking about how communities, society and families evolve, grow, interact and live together and we believe deeply that our developments will ultimately lead to healthy, vibrant and happy communities," said Ahmed Selet, CEO of Nine Yards.






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BUSINESS

## Nine Yards unveils \$544 million Yas Island residential project

By Admin March 20, 2023

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Nine Yards, a real estate development partnership between Ethmar International Holding and Al Nahda International Holding, has entered the UAE real estate market with a AED 2 billion (\$544.55 million) waterfront project in Yas Bay, Yas Island.

The company's first real estate project, Sea La Vie, in Yas Bay, was unveiled at an exclusive event attended by many VIPs. The development will be purely residential, comprising a range of luxury residences ranging from one- to four-bedroom apartments, lofts, townhouses, duplexes and penthouses.

The developer says it was inspired by the blend of serenity, style and architecture of a unique seaside destination, perfectly located in the heart of the capital's iconic Yas Island and distinguished by its unique design, ambiance and amenities.

Ahmed Selet, CEO of Nine Yards, said: "Nine Yards will be at the forefront of shaping the future of the nation's lifestyles, creating beautiful state-of-the-art projects in some of the country's most iconic locations. We are always thinking about community, society and family how to develop, grow, interact and live together, we deeply believe that our development will ultimately lead to healthy, vibrant and happy communities."

Selet said that through its upcoming development projects, Nine Yards aims to contribute positively to the long-term development of Abu Dhabi as a sustainable, diversified and globally integrated economy.

He concluded: "The real estate markets in Abu Dhabi and the UAE are witnessing a significant increase in demand from local, regional and international buyers and investors, with luxury clients from all over the Bay area are not only looking for luxury options, they are looking for the added value of a true community atmosphere where they can find comfort and style with their families. At Nine Yards, we create projects and developments that meet the holistic needs of living a good life projects to design our legacy." - trade arab news agency







# A new Dh2 billion project will be built on Yas Island in Abu Dhabi

March 21, 2023 in Abu Dhabi, New Development, Reports and Updates, UAE Reading Time: 1 min read

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Yas Island will soon see the construction of a new Dh2 billion waterfront project, it was announced on Monday.

The Sea La Vie project, located at Yas Bay, is being launched by Nine Yards, a real estate development partnership between Ethmar International Holding and Al Nahda International Holding.

Ahmed Selet, CEO of Nine Yards, said: "Nine Yards will be at the forefront of shaping the nation's future lifestyle, creating beautiful state-of-the-art projects in some of the country's most iconic locations. We are constantly thinking about how communities, society, and families evolve, grow, interact, and live together and we believe deeply that our developments will ultimately lead to healthy, vibrant, and happy communities."



New Dh2 billion project to come up on Abu Dhabi's Yas Island

# New Dh2 billion project to come up on Abu Dhabi's Yas Island

To offer luxury homes with 1-4 bedroom apartments, townhouses, duplexes, penthouses

Published: March 20, 2023 15:11  
 Gulf News Report



The Sea La Vie project, located at Yas Bay, is being launched by Nine Yards.  
 Image Credit: Supplied

Abu Dhabi: A new Dh2 billion waterfront project is set to come up on Yas Island, it was announced on Monday.

The Sea La Vie project, located at Yas Bay, is being launched by Nine Yards, a real estate development partnership between Ethmar International Holding and Al Nahda



Newly established Abu Dhabi based real estate developer "Nine Yards" launches "Sea La Vie" a 2b1n Dirham project at Yas Bay

## UAE: Nine Yards launches \$544m Yas Island residential project

The company's first real estate project, Sea La Vie, located at Yas Bay, was revealed at an exclusive event attended by a number of distinguished guests

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Nine Yards launches \$544m Yas Island residential project

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Nine Yards, a real estate development partnership between Ethmar International Holding and Al Nahda International Holding, has entered the UAE's real estate market with a AED2-billion (\$544.53 million) waterfront project, located at Yas Bay on Yas Island.

The company's first real estate project, Sea La Vie, located at Yas Bay, was revealed at an exclusive event attended by a number of distinguished guests. The development will be purely residential with a range of luxury homes from one to four bedroom apartments, lofts, townhouses, duplexes and penthouses.

Inspired by a blend of tranquility, style and architecture in an exceptional waterfront destination, perfectly placed at the heart of the capital's iconic Yas Island, it is set apart by its unique design, ambience and facilities, said the developer.

Ahmed Selet, CEO of Nine Yards, said: "Nine Yards will be at the forefront of shaping the nation's future lifestyle, creating beautiful state-of-the-art projects in some of the country's most iconic locations. We are constantly thinking about how communities, society and families evolve, grow, interact and live together and we believe deeply that our developments will ultimately lead to healthy, vibrant and happy communities."

Through its upcoming developments, Nine Yards aims to be a positive contributor to Abu Dhabi's long-term development as a sustainable, diversified, globally-integrated economy, said Selet.





مؤرخ المشروع New La Vie الممكّن

أعلنت شركة التطوير العقاري، ناين ياردز، إطلاق مشروع جديد باسم Sea La Vie السكني، وبقيمة مليار درهم.

ويقع هذا المشروع الزراعي في منطقة ياس باي، بحزيرة ياس في أبوظبي.

وأشارت الشركة في بيان إلى أن المشروع يتكون من مجموعة متنوعة من الوحدات السكنية التي تتراوح ما بين شقق مكونة من غرفة و4 غرف، لوفت (شقق علوية) أو تاون هاوس أو دوبلكس أو بنتهاوس.

وبينت شركة ناين ياردز التي تأسست بتعاون مشترك بين شركة إثمار الدولية القابضة وشركة النهضة الدولية القابضة، أنها ستقوم بطرح مشاريع عقارية تطل على أبرز للعالم في ياس باي بأبوظبي.



ADVERTISING

The screenshot shows the top section of the Construction Week website. At the top left is the "Construction Week" logo, with "Construction" in black and "Week" in large, bold black letters. Below it is the date "March 2022". A horizontal navigation bar contains several links: "Business", "People", "Projects", "Products & Services", "Lists", "Multimedia", "Magazine", "Saudi Arabia", and "CW Events" (which is highlighted in orange). Below the navigation bar, there are two product listings:

- iPhone 14 Pro Max**: Space Black, 256 GB. Price: AED 214 per month.
- iPhone 14 Plus**: Red, 128 GB. Price: AED 150 per month.

To the right of these listings is a sidebar with a "Shop by category" section containing icons for "Smartphones", "Wearables", and "Accessories". At the bottom right of the sidebar is a blue button labeled "Buy now".

[Home](#) > [Projects and Tenders](#) > [New Abu Dhabi developer launches \\$545mn 'Sea La Vie' project at Yas Bay](#)

## New Abu Dhabi developer launches \$545mn 'Sea La Vie' project at Yas Bay

Nine Yards was formed as a collaboration between Ethmar International Holding and Al Nahda International Holding

by [Julianne Talentino](#) | March 21, 2023 [SHARE](#) [f](#) [t](#) [e](#) [in](#)



Nine Yards, a real estate development partnership between [Ethmar International Holding](#) and Al Nahda International Holding, enters the UAE's real estate market by launching a unique \$545 million waterfront project, located at Yas Bay on Yas Island.

Driven by strong government incentives and the recovery of the economy leading sustainable growth post-COVID across the UAE and Abu Dhabi, real estate is riding the waves of a buoyant market which is in need of exciting new projects, and Nine Yards is ideally placed to fill the gap in the demand for luxury homes.





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## Nine Yards launches \$544m Yas Island residential project

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Nine Vents, a real estate development partnership between Scherer International Holding and Al Nahda International Holding, has entered the U.S. real estate market with a \$250 billion (\$201.22 million) waterfront project located at Yas Viceroy on Yas Island.

The company's first real estate project, Sea La Vie, located at Yas Viceroy, was revealed at an exclusive event attended by a number of distinguished guests. The development will be purely residential with a range of luxury homes from one to four bedroom apartments, lofts, townhouses, duplexes and penthouses.

Inspired by a blend of tranquility, style and architecture in an exceptional waterfront destination, perfectly placed at the heart of the capital's iconic Vasa Island, it is set apart by its unique design, ambience and facilities, said the developer.

Shirred Sauer, CEO of Nine Yards, said: "Nine Yards will be at the forefront of shaping the nation's future lifestyle, creating beautiful state-of-the-art projects in some of the country's most iconic locations. We are constantly thinking about how communities, schools and families evolve, grow, interact and live together and we believe deeply that our developments will ultimately lead to healthy, vibrant and happy communities."

Through its upcoming developments, Nine Yards aims to be a positive contributor to Abu Dhabi's long-term development as a sustainable, diversified, globally-integrated economy, said Seles.

He concluded: "The real estate market in Abu Dhabi and the UAE is witnessing a huge increase in demand from local, regional and international buyers and investors, with luxury-minded customers from around the world showing keenness to buy properties in the UAE, but these home-buyers aren't only looking for extravagant options; they are also seeking added value from a genuine community vibe, where they can find comfort and style with their families. At Nile Vida, we are dedicating our legacy through our commitment to create inspired and



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## Nine Yards launches \$544mn Sea La Vie project on Yas Island

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March 21, 2023

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The sixth and penultimate phase of Arada's woodland residential community project, Masaar, has been launched. The release of a further 338 homes within Sequoia comes...

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# Online

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The Sea La Vie project, located at Yas Bay, is being launched by Nine Yards, a real estate development partnership between Ethmar International Holding and Al Nahda International Holding.



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New Dh2 billion project to come up on Abu Dhabi's Yas Island  
To offer luxury homes with 1-4 bedroom apartments, townhouses, duplexes, penthouses

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Nine Yards, has entered the UAE's real estate market with a AED2 billion (\$544.53 million) waterfront project, located at Yas Bay on Yas Island, find out more at [gulfconstructiononline.com/ArticleTA/4076...](https://gulfconstructiononline.com/ArticleTA/4076...)

#GCnews #NineYards #RealEstateMarket #WaterfrontProject

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