

PEARLS

OF UMHLANGA



Unlocking Final
Treasures

00

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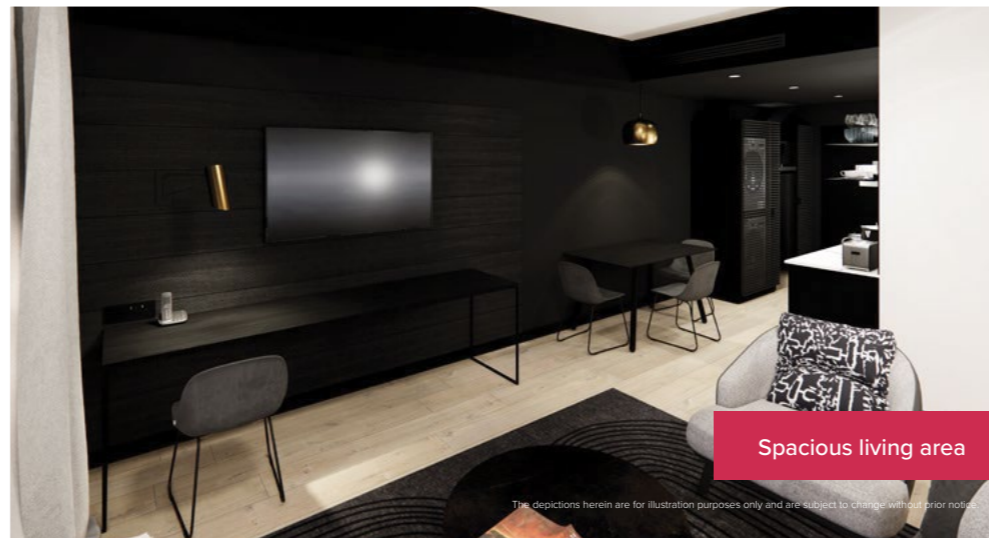
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01

Unlocking Final
Treasures

INTRODUCING PEARLS SHORE

The Pearls of Umhlanga holds iconic status in South Africa and remains the most exclusive high-rise luxury apartment estate in KwaZulu-Natal. Boasting a premium beachfront location North of Durban, it has transformed the Umhlanga skyline and created a real estate legacy beyond compare in the region. From its towering vantage point on the Umhlanga Rocks promenade, The Pearls of Umhlanga introduces to you Pearls Shore, a rare and exclusive opportunity that has been long-awaited.



“We are proud to have remained true to our vision to create the ultimate seaside living experience in the best high-rise luxury estate in South Africa. The Pearls of Umhlanga is without doubt the most iconic residential development with a rare position on one of South Africa’s finest beachfront locations.”

Anant Singh

Director of the Pearls of Umhlanga



EXQUISITE PROPERTY GEM

It has been a tremendous two-decade journey since The Pearls of Umhlanga launched in 2004, and now introduces to you Pearls Shore. The Pearls has seen demand exceed expectations as each new phase was launched. A marvel mixed-use development, The Pearls presents residential apartments, retail, restaurants, beach and leisure within a few steps of your apartment. It is the realisation of a vision of opulent luxury which has culminated in three soaring towers, the tallest of which is 31 storeys high.



EXCELLENCE CRAFTED OVER TIME

2004

Launch of The Pearls of Umhlanga's first phase

2006

Construction on The Pearls of Umhlanga commences, designed by architects Cooper Seedat & Seedat

2008

Pearl Dawn is recognised as the 5TH tallest building in South Africa

2011

The Pearls of Umhlanga opens direct beach access onto the new R70 million upgraded Umhlanga Promenade

2015

Breaking records: the final tower, Pearl Sky achieves record R1,2 billion in sales on launch day

2018

Pearl Sky is complete and open to the public

2020

The Pearls of Umhlanga named one of the top 10 best luxury apartment complexes in South Africa (New World Wealth Report)

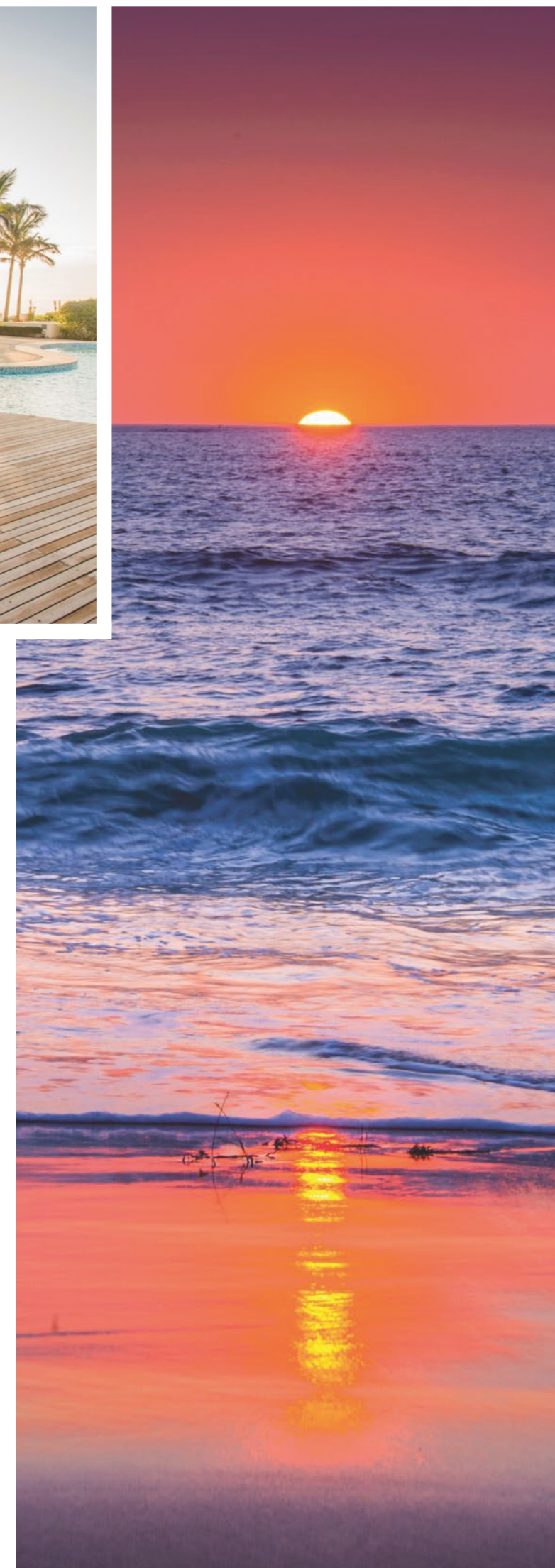
2022

The Pearls of Umhlanga boasts the most expensive real estate in the region with apartments fetching up to R78 820 per m²

2024

The Pearls of Umhlanga unlocks final opportunities with Pearls Shore set to be completed in May 2025

Rainmaker Marketing Independent Research findings



INVEST IN THIS RARE OPPORTUNITY

Seek the riches of the ocean in this rare find, The Pearls of Umhlanga, and now Pearls Shore, is one of the largest private sector investments in KwaZulu-Natal. Over the last 10 years, property value in the Umhlanga Rocks suburb has experienced 45%* capital appreciation.

WHY CHOOSE PEARLS SHORE?

1

Own sought-after beachfront property in Umhlanga Rocks

2

Earn impressive rental yields with solid rental income through The Capital Hotel Group

3

Iconic development status

4

Gain significant increase in the value of your property due to the economic growth of the suburb and the status of The Pearls of Umhlanga

5

Enjoy the final units remaining in The Pearls of Umhlanga and enjoy an option for a fully managed letting solution

**Source: Lightstone data 2022*



The final treasures

The depictions herein are for illustration purposes only and are subject to change without prior notice.

04

ONLY THE FINEST WILL DO

With only 44 apartments available within Pearls Shore, these studio and 2-bedroom apartments offer the ultimate in sophistication. Apartments are well-positioned with sunlit interiors, a sleek open-plan kitchen and a spacious living room design. Choose from Sea facing, Oceans Mall facing and Cabanas Beach facing apartment types with air-conditioning included. Each unit is furnished with contemporary modern design and premium amenities for the perfect luxury retreat.

THE CAPITAL PEARLS AMENITIES



Access to
The Pearls Mall



Restaurant



Bar



Swimming
pool



Childrens'
playground



Access to
Planet Fitness

05

THE CAPITAL PEARLS OPPORTUNITY

Pearls Shore apartments are exclusively available for purchase with a complete rental management solution from The Capital, including a furniture pack! Using the innovative business model of short-term letting with the professionalism and service standards of a high-end hotel, purchasers receive a *guaranteed rental income from The Capital as the official long-term tenant.

PRICING

Studios from **R2.187 million**
Incl. furniture pack valued at **R147 000**

2-Bedrooms from **R5.2 million**
Incl. furniture pack valued at **R200 000**

OWNER BENEFITS

Monthly
RETURNS

Full
MAINTENANCE

Cleaning
SERVICE

Short-term
RENTAL MANAGEMENT



(*Terms and Conditions apply)

FIXED LEASE WITH THE CAPITAL

3 years with option to renew up to 9 years.
5% Annual rental increase.

UNIT DESCRIPTION	RENTAL / MONTH (EXCL. VAT)
Studio - Oceans Mall facing (West)	R13 260
Studio – Sea facing (East)	R16 000
Studio - Cabanas Beach facing (North)	R14 800
2-Bedroom - Sea facing (East)	R25 000

VARIABLE LEASE WITH THE CAPITAL

3 years with option to renew up to 9 years.
We share 50% of the revenue we achieve after paying for utilities, housekeeping and data / DSTV.

UNIT DESCRIPTION	HISTORIC OCCUPANCY	SHARED COSTS	AVG ESTIMATED VARIABLE MONTHLY INCOME* (EXCL. VAT)
Studio - Oceans Mall facing (West)	89%	R5 000	R17 500
Studio – Sea facing (East)	95%	R5 000	R21 000
Studio - Cabanas Beach facing (North)	90%** (estimated as not historic product)	R5 000	R19 000
2-Bedroom - Sea facing (East)	80%	R7 000	R38 000

*Based on historic income

** Estimated – not based on historic occupancy

The fixed and variable lease rental per month is subject to the acquisition of our standard furniture package. Please note that this is a standard residential lease meaning that you as the landlord are responsible for rates, taxes and levies.



25% DISCOUNT FOR LANDLORDS

Get 25% discount off our standard rates at any of our properties nationwide when you sign a lease with The Capital.

LAUNCHED
IN 2008,
THE CAPITAL
MANAGE
KEY
performing
PROPERTIES

IN Johannesburg, Pretoria, Cape Town,
Durban and Mbombela.

25% DISCOUNT FOR **LANDLORDS**

Get 25% discount off our standard rates at any of our properties nationwide when you sign a lease with The Capital.



06

VALUE BEYOND COMPARE

With its prime location and impressive range of amenities, Pearls Shore provides an exceptional investment proposition that cannot be matched. The limited availability of real estate in Umhlanga Rocks has led to significant price escalation in the resale of units. The area enjoys high occupancy rates and returns for investors seeking a high-value opportunity.

BETWEEN
2015
and
2021

Studios averaged a 24% price escalation and 2-bedroom units averaged 10% price escalation*

During peak periods, studios in Umhlanga have the potential

To reach
95%
OCCUPANCY**

* Source: The Pearls of Umhlanga Sales data 2015 - 2021

**Source: AirDNA 2019-2021

UMHLANGA'S PREMIER LOCATION

From sun-kissed beaches to the welcoming promenade and fine restaurants, Umhlanga has transformed from a small coastal town to a premium location for holidaymakers, corporates and other high-end clientele seeking to embrace the unique lifestyle it offers. Recognised by leisure and business tourists as a secure and thriving environment and by investors across South Africa for its growth potential, The Pearls of Umhlanga, and now Pearls Shore, sets itself apart with the advantage of having The Capital brand forming part of the holistic offering for investors. Not only does it attract higher price premiums on average daily rates, but it also serves as an attractive avenue for investors.



KZN tourism reported

702 735

people visited the city during the 2022 festive period



Based on the historic high

90%

average occupancy of The Capital Pearls, rates charged historically exceed the market by approx. 25%



Owners have experienced

45%*

capital appreciation in The Pearls, over the past 10 years

**Source: Lightstone data 2022*

'The remarkable escalation in value witnessed year-on-year is a testament to the development's unparalleled location and luxurious amenities, cementing its status as an exceptional investment opportunity.'

Nico Van Rooyen

Director of Pearls of Umhlanga



Umhlanga
PROMENADE

UMHLANGA VILLAGE

Umhlanga Village sets the standard for inspired coastal living. From Pearls Shore, a short elevator ride down to The Pearls Mall will take you to luxury boutiques and restaurants with mouth-watering cuisine. Tourists can stroll along Lagoon Drive or walk to their heart's content along the Umhlanga Promenade and beach.

UMHLANGA AMENITIES

WALKABLE 15-MINUTE NEIGHBOURHOOD

SHOPPING

The Pearls Mall - *within The Pearls of Umhlanga*

Oceans Mall - *2-min walk*

Gateway Theatre of Shopping - *7-min drive*

DINING

Daruma - *within The Pearls Mall*

Grimaldi's - *within The Pearls Mall*

Mozambik - *within The Pearls Mall*

Julios - *2-min walk*

Olive & Oil - *2-min walk*

The Chef's Table - *2-min walk*

Steak & Oyster - *3-min walk*

OUTDOOR LEISURE

Umhlanga Promenade - *direct access*

Umhlanga Lagoon nature reserve - *19-min walk*

SPAS

Camelot Spa - *within The Pearls Mall*

The Oyster Box Spa - *6-min walk*

HOSPITALS

The Pearls Medical Suite - *within The Pearls Mall*

Netcare Umhlanga Hospital - *5-min drive*

Busamed Gateway private hospital - *5-min drive*

AIRPORT

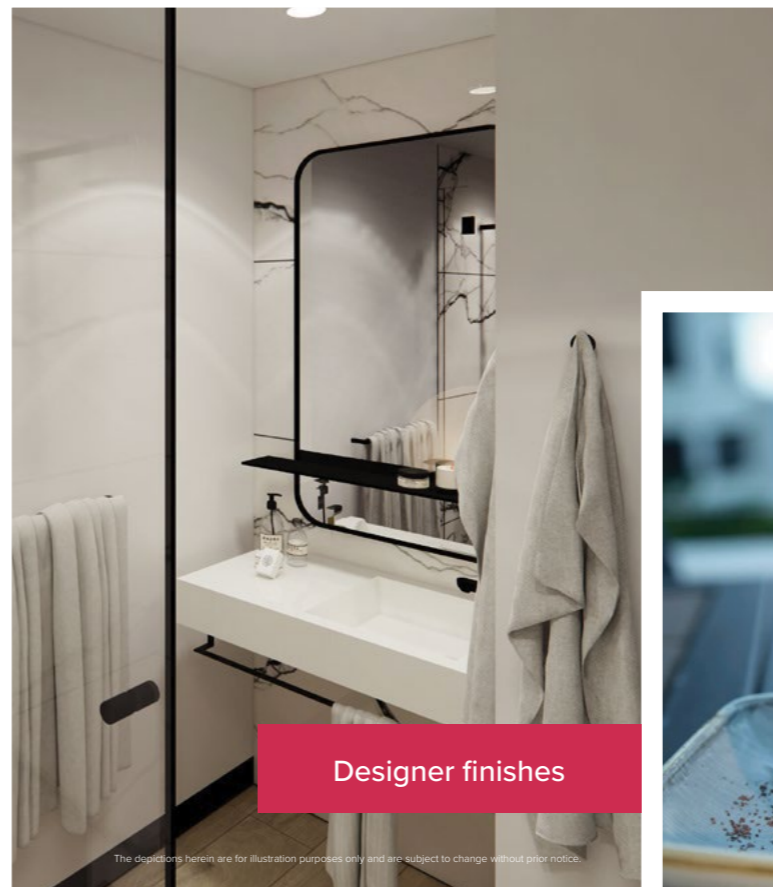
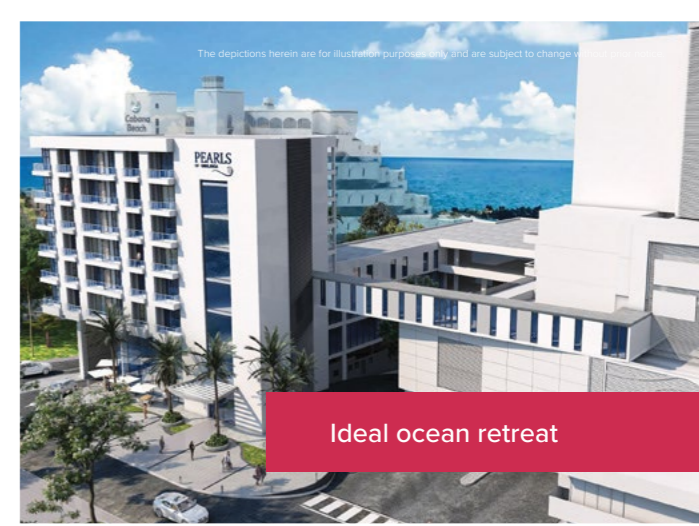
King Shaka International Airport - *15-min drive*



09

MAKE PEARLS SHORE YOURS

There is nothing in existence in KwaZulu-Natal that is comparable to Pearls Shore, within The Pearls of Umhlanga. Every aspect has been thoughtfully crafted to offer the prestige and exclusivity of owning a piece of this iconic development. Our investors rarely let go of their units and there is no question as to why. The distinction that comes with living or investing in The Pearls of Umhlanga is exclusively yours.



10 UNIT TYPES AND FLOOR PLANS

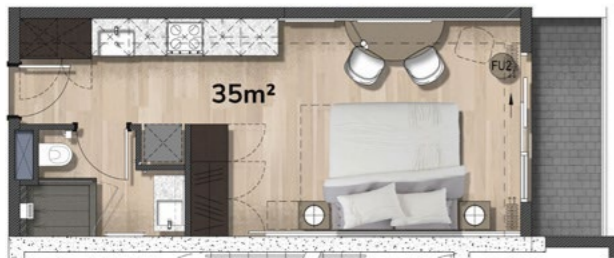
STUDIO
OCEANS MALL FACING (WEST)

34m²



STUDIO
SEA FACING (EAST)

35m²



STUDIO
CABANAS BEACH FACING (NORTH)

41m²

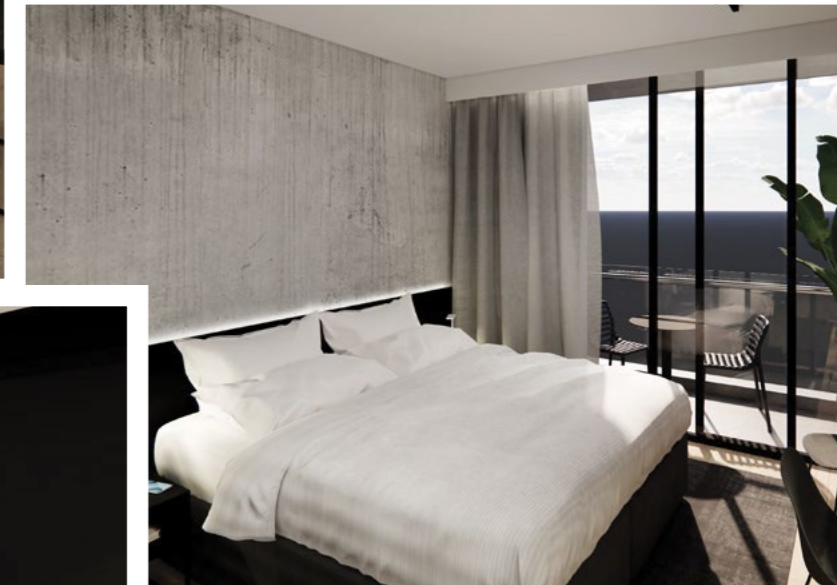


2-BED, 1-BATH
SEA FACING (EAST)

79m²



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Invest

IN THIS RARE OPPORTUNITY

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VRG

THE DEVELOPERS

PEARLS OF UMHLANGA PTY (LTD)

PEARLS
OF UMHLANGA