

ALBA

Forty-two residences on Rothschild Boulevard, Tel Aviv

Investor and sales presentation
September 2026
Visualisation

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SUMMARY

Forty-two residences on the boulevard.

An eighteen-storey tower in the White City, set back behind the ficus trees of Rothschild Boulevard. Two to five bedrooms, two penthouses and a pool on the roof. Construction starts at the end of 2026; residents move in during 2028.

FLOORS

18

INTERIOR AREA, M²

6,592

RESIDENCES

42

DELIVERY

2028



Rothschild Boulevard

In the White City, the UNESCO World Heritage Site of Tel Aviv, between Habima Square and Neve Tzedek.

1	Habima Square	5 min
2	Neve Tzedek	11 min
3	Carmel Market	13 min
4	Sea promenade	16 min
5	Dizengoff Square	18 min

Approximate walking times. Map not to scale.

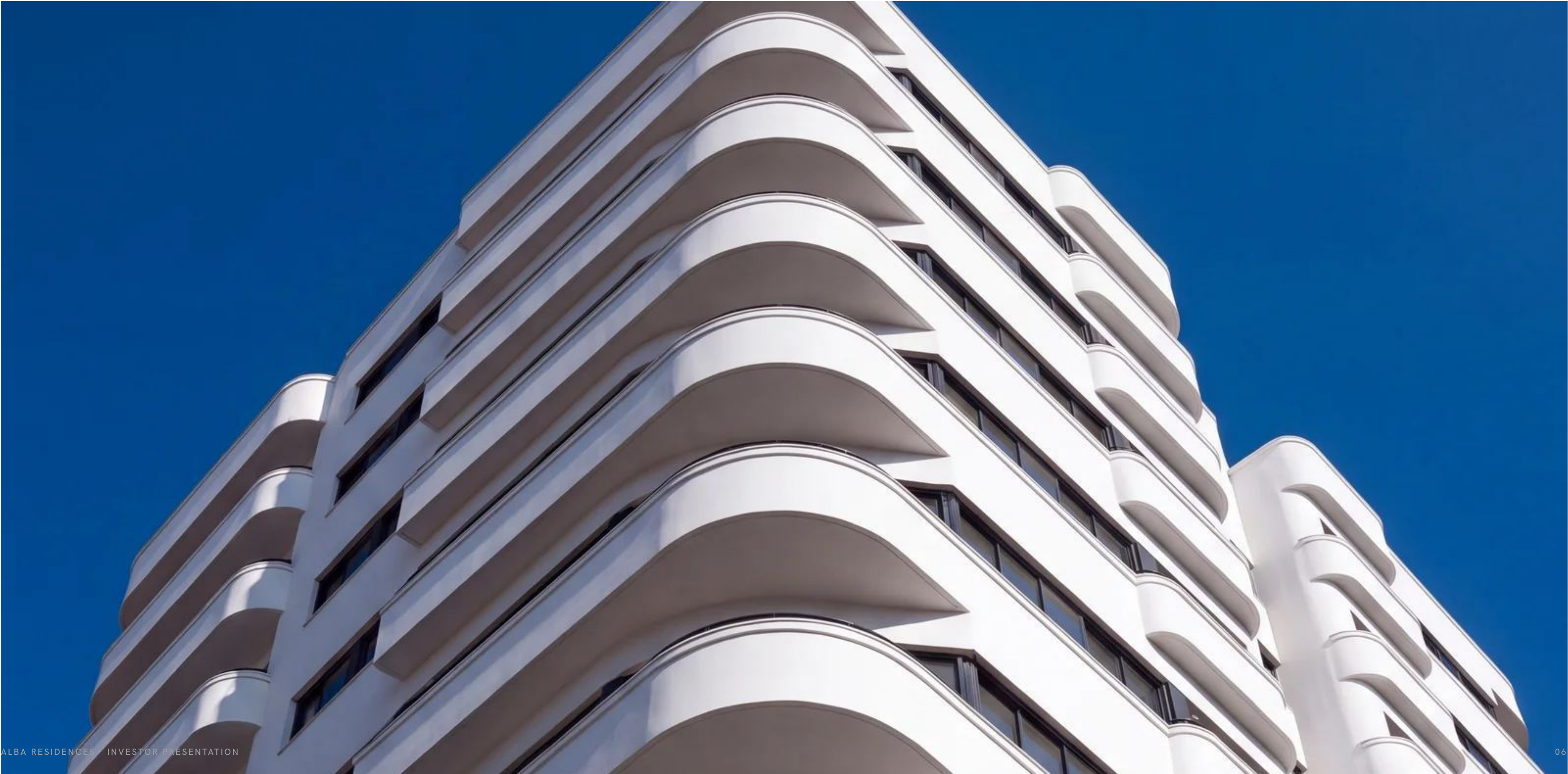


A house of the White City, raised eighteen floors.

The lines come from the houses around it: curved balconies, long bands of glass, a building lifted on columns over a garden. We kept the language and gave it height, so that every residence looks over the boulevard or the sea.

View west from the 16th floor. Visualisation.

Render, glass and limestone



The building in numbers

Eighteen floors of residences above a garden, with a pool on the roof. The areas below are the sum of the residence mix on the next slide.

Floors above the garden

18

m² of interior area

6,592

Metres of pilotis over the garden

6

Residence types

4

Residences

42

m² of private terraces

1,352

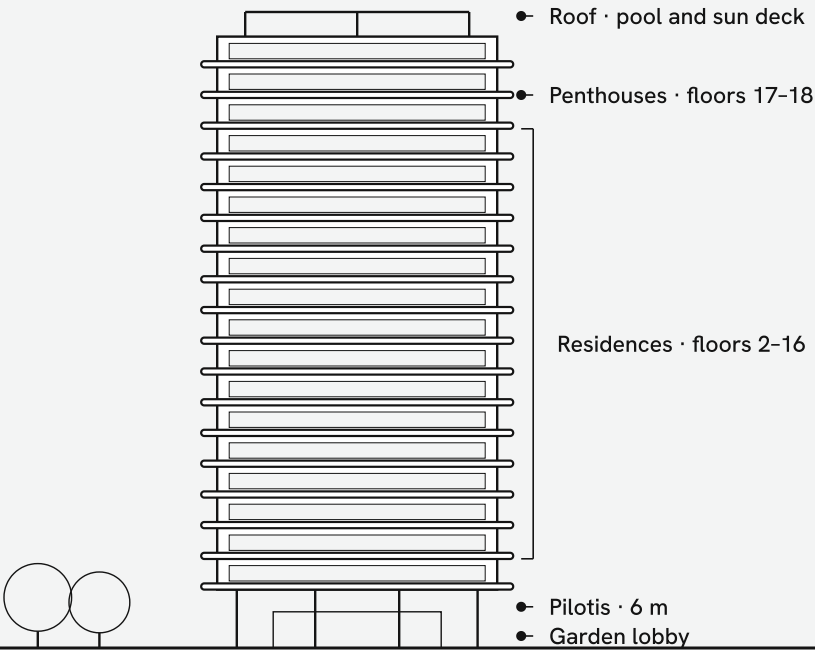
Metre pool on the roof

25

Delivery

2028

SOUTH ELEVATION



Residence mix

Four types, from 118 m² to 310 m². Three in four residences have two or three bedrooms; the larger ones take the upper floors.

2 Bedrooms



Interior 118 · Terrace 22 · Floors 2–9

3 Bedrooms



Interior 156 · Terrace 28 · Floors 3–14

4 Bedrooms



Interior 198 · Terrace 34 · Floors 10–16

Penthouse



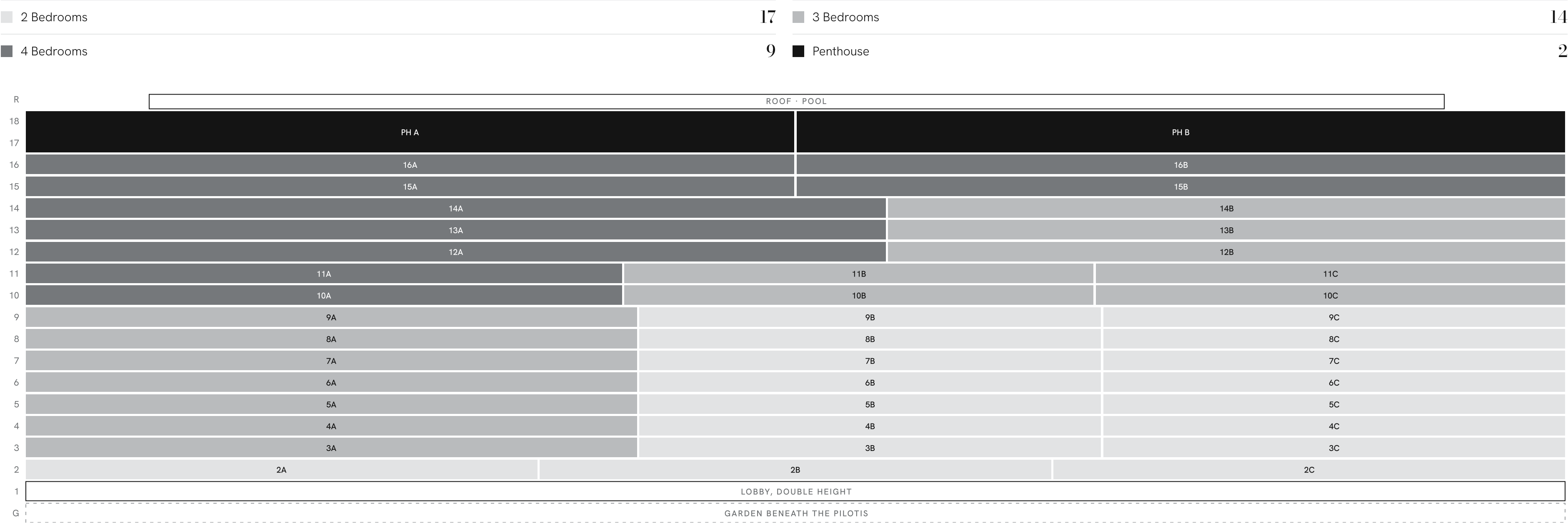
Interior 310 · Terrace 140 · Floors 17–18

SHARE OF INTERIOR AREA

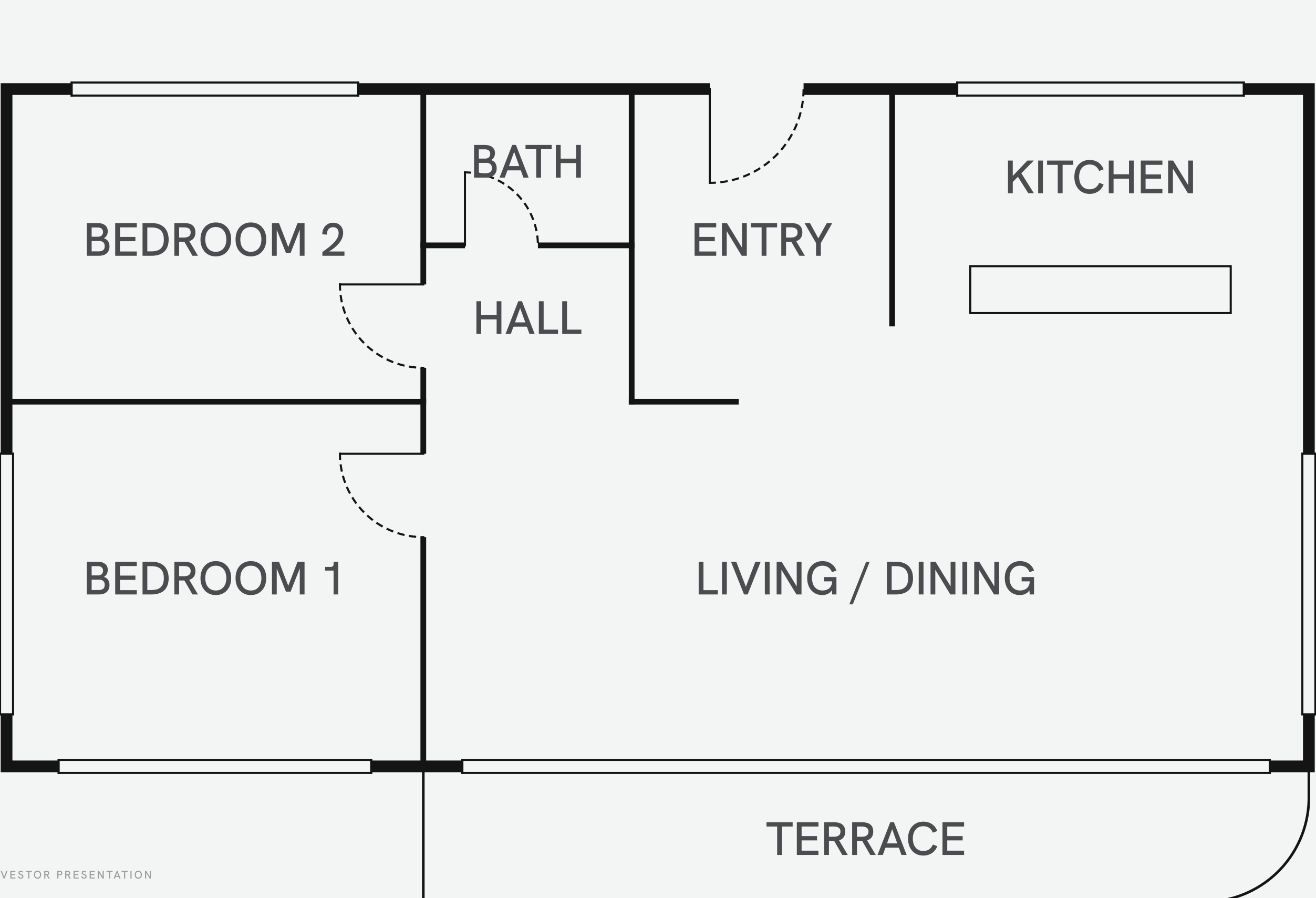


Stacking plan

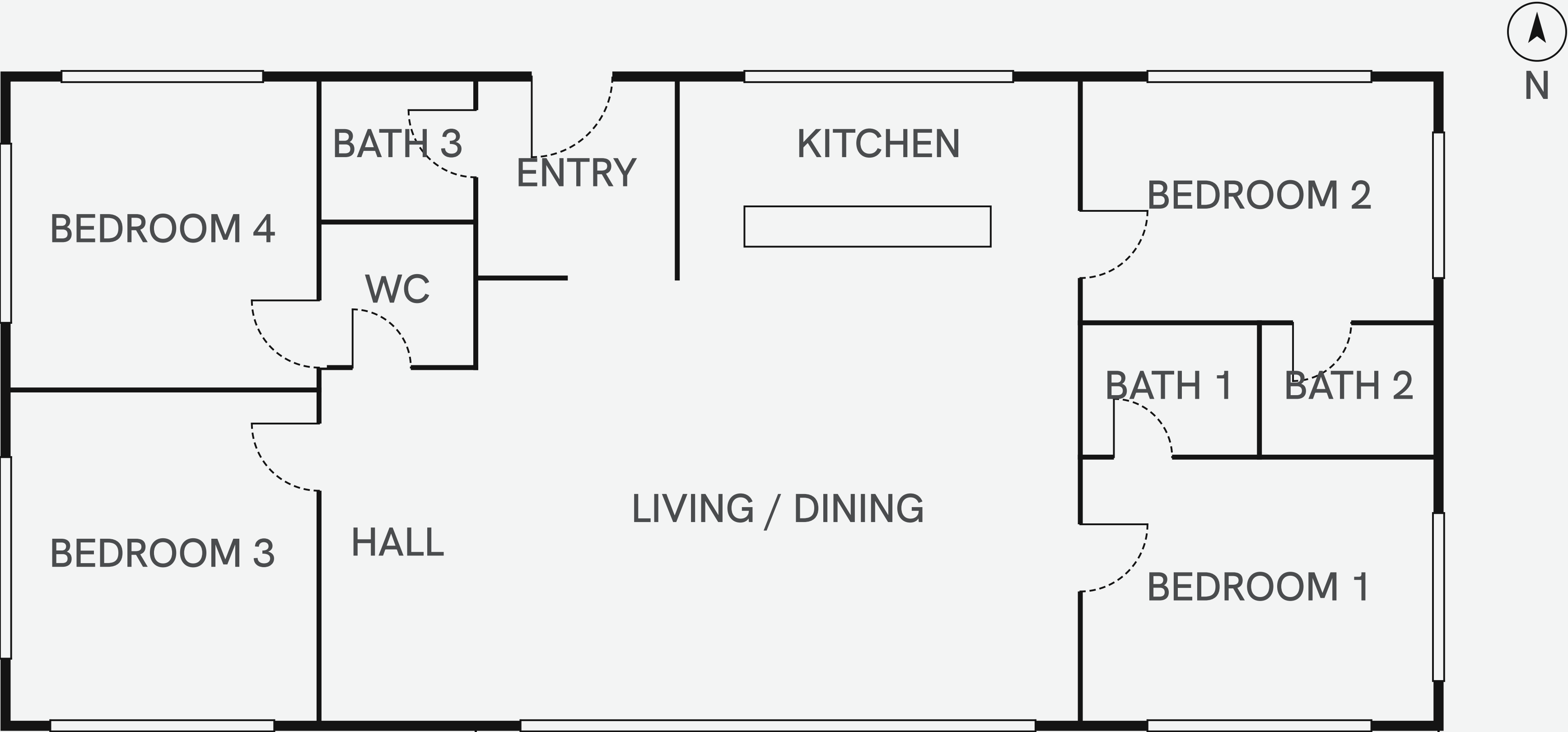
Three residences a floor at the bottom, two at the top. Residences grow as the building rises; the two penthouses share floors 17 and 18.



Typical residences



Four bedrooms and penthouses





05 RESIDENCES

Interiors

By Studio Mira Lenz: white lime plaster, pale oak floors, grey stone in the kitchens and bathrooms. Floor-to-ceiling glass on every terrace.

Penthouse living room, floor 18. Visualisation.

Amenities

Shared by forty-two households, run by a staff on site day and night.



The team

DEVELOPER

Alba Development Ltd.

Owner of the site. Finance, construction management and sales.

ARCHITECT

Adar Weiss Architects

The building, the facade and the common areas.

INTERIORS

Studio Mira Lenz

The residences, the lobby and the spa.

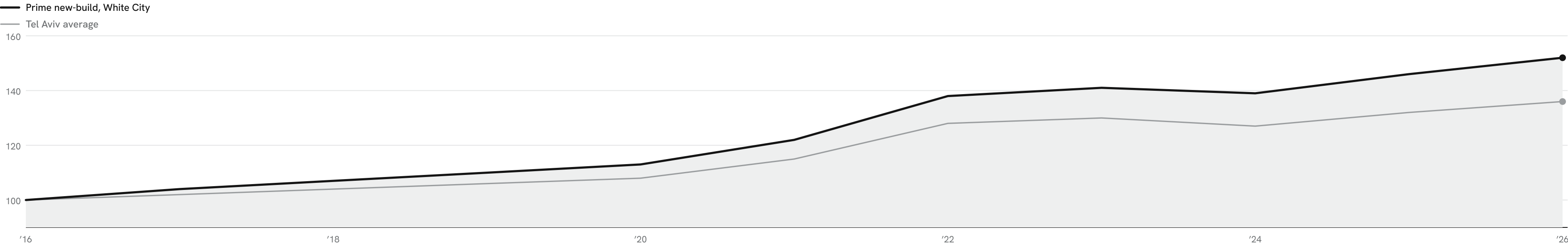
LANDSCAPE

Orly Ben-Ami Landscape

The garden beneath the pilotis and the roof terrace.

Prime residential, Tel Aviv

● ILLUSTRATIVE DATA FOR THIS CONCEPT



+52%

Prime new-build index, 2016-2026

+36%

Tel Aviv average, same period

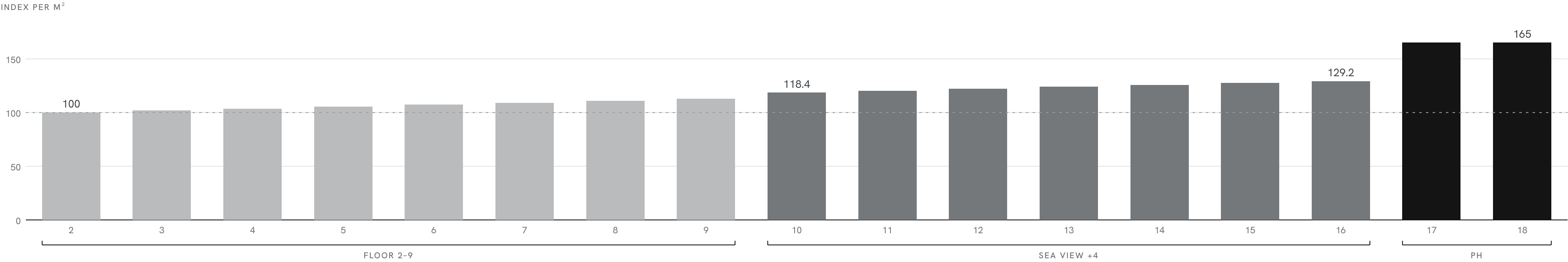
11

Comparable new schemes within one kilometre since 2020

Index, 2016 = 100. The figures on this slide are illustrative, drawn for this concept; they are not market research and not a forecast.

Pricing framework

● ILLUSTRATIVE DATA FOR THIS CONCEPT



Prices are set as an index per square metre. The base, 100, is a two-bedroom residence on the second floor; each factor adds to it.

Height	+1.8 per floor
Sea view, floor 10 and above	+4
Corner aspect	+3
Terrace over 30 m ²	+2
Penthouses	165

Four releases

● ILLUSTRATIVE DATA FOR THIS CONCEPT

RELEASE 1 · Q1 2027

10 Registered buyers
Index 100

RELEASE 2 · Q2 2027

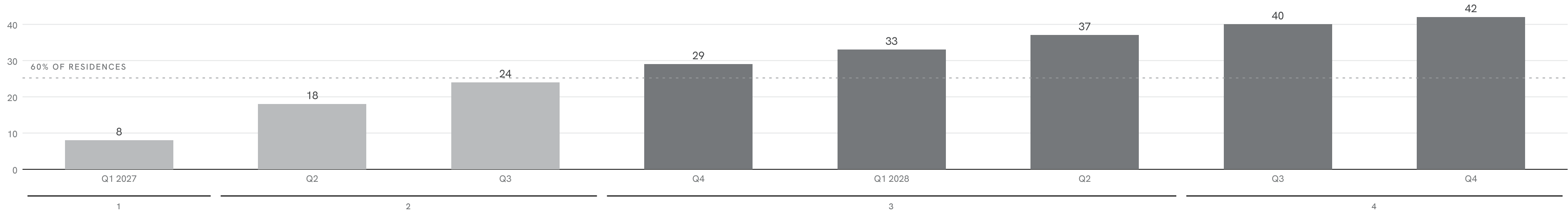
16 Public launch
Index 104

RELEASE 3 · Q4 2027

14 During construction
Index 109

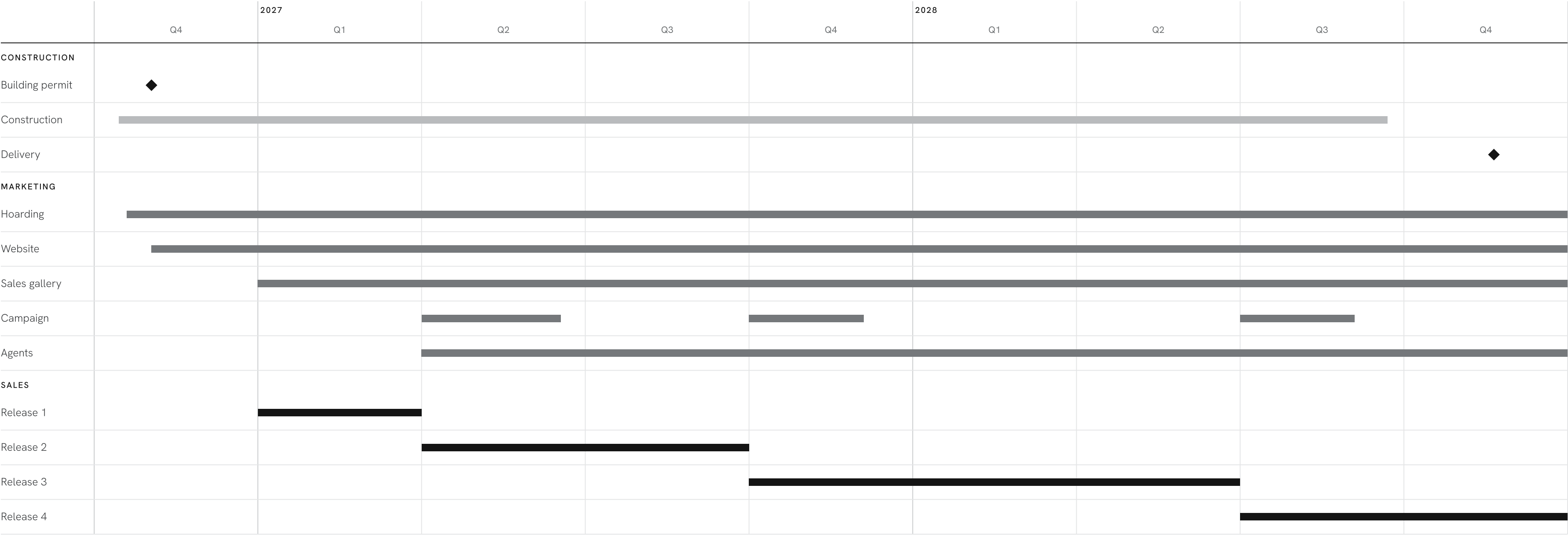
RELEASE 4 · Q3 2028

2 Penthouses
Index 116



Timeline

From the building permit at the end of 2026
to the keys at the end of 2028.



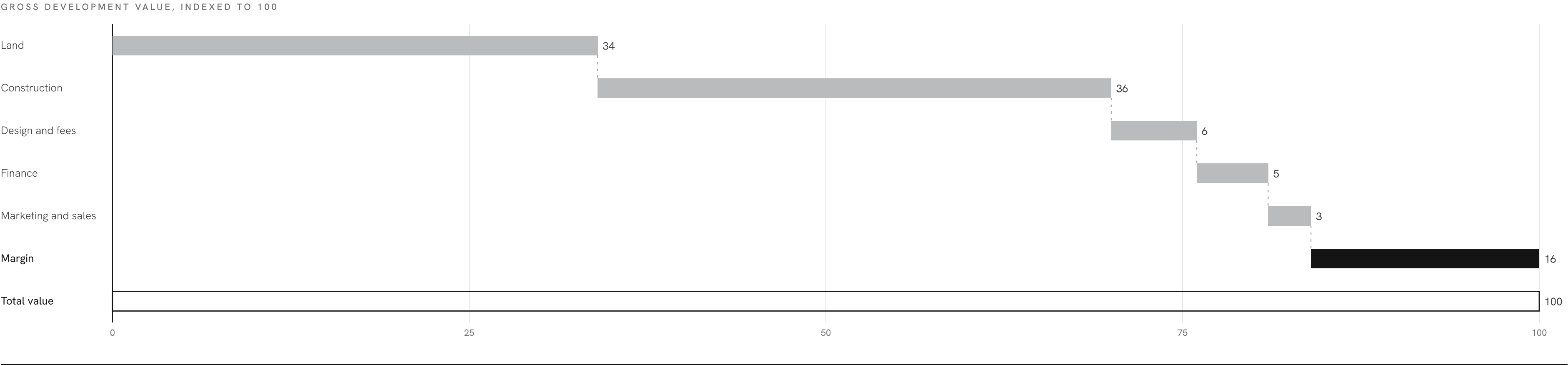
Marketing plan

Five channels, one identity. Every channel leads to the same place: a visit to the sales gallery.



Investment summary

● ILLUSTRATIVE DATA FOR THIS CONCEPT



SELLABLE INTERIOR AREA
6,592 m²

PRIVATE TERRACES
1,352 m²

PRESALES BEFORE FINANCIAL CLOSE
25%

CAPITAL STRUCTURE
Equity 25 · Senior debt 50 · Buyer payments 25

DEVELOPMENT MARGIN ON VALUE
16%

PROGRAMME
Q4 2026 – Q4 2028



A L B A

SALES GALLERY

Rothschild Boulevard,
Tel Aviv. By appointment.

EMAIL

sales@alba-residences.co.il

WEBSITE

alba-residences.co.il

A concept by Libra Intelligence. ALBA Residences, its team and all figures in this presentation are fictional.