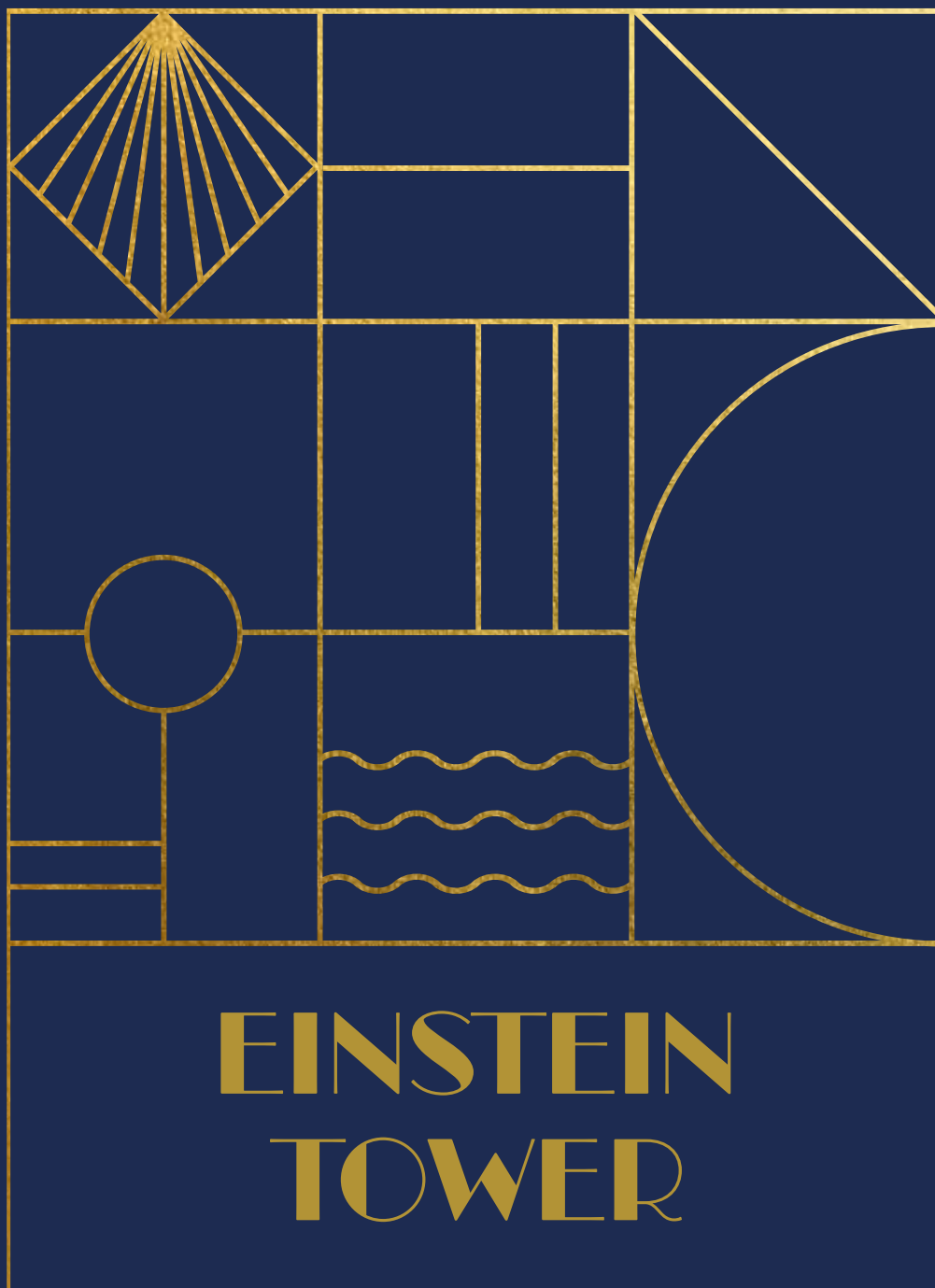




קבוצת חג'ל
HAGAG GROUP



A blurred photograph of a beach with waves and sand, occupying the left half of the page.

**IMAGINATION
IS EVERYTHING.
IT IS THE PREVIEW
OF LIFE'S COMING
ATTRACTIONS.**

ALBERT EINSTEIN



THE CONCEPT	6
H-BLVD	9
THE PROJECT	15
THE LOCATION	17
A LOOK INSIDE	23
THE AREA	49
HAGAG GROUP	57



EINSTEIN TOWER

TEL AVIV'S NEXT RESIDENTIAL EXPERIENCE

H-BOULEVARD TEL AVIV



BOND STREET
LONDON



FIFTH AVENUE
NYC



KUDAMM
BERLIN



CHAMPS ÉLYSÉES
PARIS



WELCOME TO H-BLVD

London has Bond Street,
New York has Fifth Avenue,
Berlin has Kudamm,
Paris has Champs-Élysées
Now, meet H-BLVD,
and Hagag Group's
EINSTEIN TOWER PROJECT
currently under construction
at its center.

The project was constructed on the
prestigious shopping boulevard,
H-BLVD,
which is located between Levi Eshkol
Street to the east and Ibn Gabirol
Street to the west. The boulevard
comprises of approximately 40,000
sqm of commercial areas, restaurants
and a leisure and recreation
complex, inspired by the world's most
prestigious shopping avenues.

The boulevard has been tailored
to provide a perfect shopping
experience in Tel Aviv, blending a rich
community life and an urban lifestyle
with fast and easy accessibility via
the light rail.

This is your chance to live in a central
location in Tel Aviv and enjoy the city's
most exclusive residential experience:
Living in a luxury tower, constructed at
the Hagag Group's highest standard,
having a great time on Tel Aviv's
next big shopping and recreation
boulevard, living by the sea and near
the vibrant Tel Aviv Port and enjoying
an endless selection of coffeeshops
and trendy restaurants.
All a short walk from your home.



EINSTEIN TOWER

THE PROJECT

Einstein Tower, Tel Aviv



EINSTEIN TOWER

A residential complex containing a 28-floor tower alongside two 13-floor boutique buildings atop commercial areas.

The complex blends Hagag Group’s luxury residential style with the spectacular planning of top architect Moshe Tzur, and will be the first of its kind in the entire region.

Prof. Tzur amassed an extensive reputation thanks to his ability to plan complex high-end projects at every scale: from commercial complexes, offices and recreation, to urban planning and public projects both in and outside Israel.

The project’s unique location at the corner of Einstein and Levi Eshkol Streets will enable its residents to live in a building overlooking the sea, in a desirable and central residential environment near Tel Aviv Port, Ramat Aviv Mall and the centerpiece: the prestigious H-BLVD shopping boulevard.

The project allows quick and easy access to all parts of the city and outside the city, thanks to the light rail line (the Green Line) connecting it to all of the Gush Dan region.



EINSTEIN TOWER

THE APARTMENTS

Einstein Tower, Tel Aviv













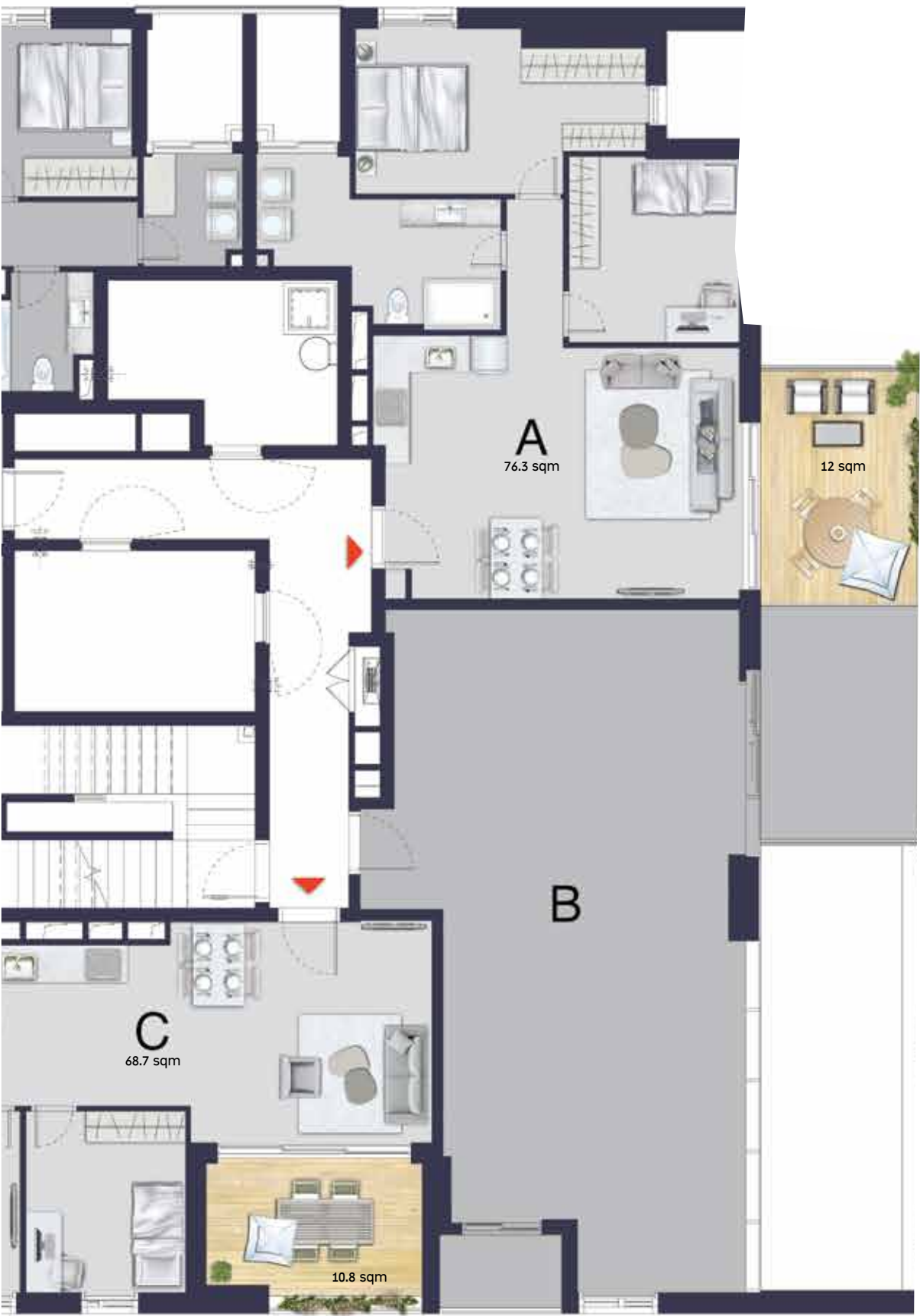












EINSTEIN TOWER

THE SURROUNDING AREA

Einstein Tower, Tel Aviv

Living the Sea and Tel Aviv Port

Tel Baruch Beach

Fresh air, the sun's caress, open spaces... Multiple studies done all over the world show that living next to the beach has a positive impact on your quality of life, and are even beneficial to your health and to lowering stress levels. The project is uniquely located just a stone's throw away from the gorgeous Tel Baruch beach, allowing one to enjoy all of the mind and body health benefits, as well as enjoying countless experiences every day.

Simply start your morning with a jog along the waves, enjoy a pleasant afternoon breeze or walk hand-in-hand in the evening facing a magical sunset at the Tel Aviv Port. A new promenade and bridge have recently been constructed at the beach, connecting the beach strip to the Tel Aviv port.
About a 5-minute walk from the project

Tel Aviv Port

The story of the Tel Aviv Port began as early as in 1936, and the port soon became one of the symbols of the city. In recent years, the port has undergone a transformation and today serves as a leisure and recreation center for families, couples and sports enthusiasts.

Where the city and the sea come together, dozens of fashion, sports and designer stores await you, as do art galleries, a variety of restaurants, coffeeshops, fitness areas, playgrounds for children and toddlers, bike trails along a wooden boardwalk spanning across kilometers and facing an endless blue horizon

About a 9-minute drive from the project



Body and mind

Sports, fitness and a healthy lifestyle are an integral part of your new living environment

Right next to your new home, you will find a variety of venues offering yoga, pilates, fitness classes, and more.

URBAN SPA TLV

A cutting-edge spa complex characteristic of the new generation of urban spa complexes, combining an urban experience with authentic and traditional Thai touches. The spa was designed by architect Marcus Savra and occupies three floors at the beating heart of Tel Aviv’s urban life, and offers its guests a selection of treatments and a unique experience blending east and west while providing a heavenly experience. 7 Einstein, Tel Aviv | A step away from the project

FLEX BODY TLV | Pilates Studio

7 Einstein, Tel Aviv | A step away from the project

YOGA WITH LIN | Yoga Studio

A studio enabling you to properly learn yoga, by ensuring that the classes are held in small groups where everyone can get personal attention, with excellent teachers and in inspirational venue and ambience. You are welcome to feel at home. 5 Yehezkel Streichman, Tel Aviv. About a 10-minute walk from the project

FITNESS FACTORY

A fitness studio for women only. Offers a variety of strong and toning exercises, such as functional, kickbox, Zumba, Kangoo, and more. 6 Yehezkel Streichman, Tel Aviv. About a 10-minute walk from the project



Education

Tel Aviv’s educational system is one of the most prominent symbols of the city.

A short distance from the project, you can find a variety of top-notch educational institutions, ranging from kindergarten to university, bringing with them values of excellence, initiative, progress and aptitude for the professions of tomorrow.

Nofei Yam Elementary School

The school was founded in 2021 and is located in the “HaGush HaGadol” neighborhood, with a view of the sea. About a 4-minute drive from the project

Nofei Yam Kindergarten Cluster

A kindergarten cluster (municipal kindergartens) is an educational model incorporating several kindergartens under one roof and one management. About a 5-minute drive from the project

Nitzanim Elementary School

Nitzanim School was founded in 1961 and is located on Andersen Street in Tel Aviv. About a 5-minute drive from the project

Tel Aviv University

Israel’s largest research university, offering the widest variety of study and research fields. About a 7-minute drive from the project

Alliance School “Kol Israel Haverim”

A high school (Grades 7-12) playing a significant part in the general and educational history of the city of Tel Aviv. About a 8-minute drive from the project



Restaurants and culinary arts

Here’s a small taste of the culinary experience waiting for you near your home!

Serafina

An Italian restaurant that began its journey in New York in 1995 and today has about 33 branches around the world. The 34th branch has arrived in Israel and is located on the Einstein complex and led by entrepreneur and restaurateur Yaki Kabir. 10 Einstein, Tel Aviv | A step away from the project



Lachmanina

A coffeeshop and boutique bakery featuring incredible aromas. The venue offers a variety of types of breads, pastries and focaccias, all baked on the spot. 7 Einstein, Tel Aviv | A step away from the Project

Yauza

An Asian chef restaurant with a “Culinary House” concept, forming a one-of-a-kind culinary complex in Israel led by entrepreneur and restaurateur Yaki Kabir. The restaurant emphasizes ingredients of the highest quality, alongside cocktails and alcohol, in an Asian aroma achieving a unique culinary experience. 10 Einstein, Tel Aviv | A step away from the project



Delicatessen

Delicatessen, of the R2M Group of restaurateurs Ruthie and Mati Brudo. Here you can enjoy quality coffee and desserts, as well as a variety of exquisite dishes and a deli where you can buy - out meals. The restaurant space also offers flowers and unique houseware for sale. 19 Meir Yaari, Tel Aviv | About a 5-minute drive from the project



Grand Café Turkiz

A brasserie restaurant from the creator of the veteran Turkiz. The restaurant offers a blend of excellent food and an attractive recreation venue. It offers a variety of dishes for the entire family, from breakfasts to business meals, cocktails and wines. Einstein 40, Tel Aviv (inside Ramat Aviv Mall). About a 3-minute drive from the project



Sulica

The “Sulica” deli was opened in 2017, as the result of an old dream of Chef Avi Bitton to return to his grandmother’s kitchen and serve the delicacies, aromas and memories from his childhood in Pardes Katz Neighborhood. At the deli, you will find the food we all miss everyday: The well-made, succulent meatballs cooked in homemade tomato sauce, casseroles cooked for hours on a small fire, fresh fish roasted in olive oil on a scalding grill, as well as a large variety of fresh, invigorating and healthy salads. 7 Einstein, Tel Aviv | A step away from the project



Turkiz

Turkiz restaurant has been around since 1991 and is located on the Sea & Sun complex. The sea vista complements the Mediterranean ambience characteristic of the restaurant. Here you can find a rich variety of specialty dishes, changing daily and fitting every possible palate, made under the direction of Chef Raz Sela. 6 Herzl Rosenblum, Tel Aviv | About an 8-minute drive from the project



Seatarra

Another restaurant located at the Sea & Sun complex, overlooking a breathtaking view of the shoreline. The menu offers fish and seafood dishes, alongside excellent wines from the restaurant’s top-notch wine cellar, with an impressive selection of wine and champagne types from Israel and around the world. 8 Herzl Rosenblum, Tel Aviv | About an 8-minute drive from the project

EINSTEIN TOWER

HAGAG GROUP

Einstein Tower, Tel Aviv



The Reputation Behind the Prestige

Hagag Group was founded by brothers Tzahi and Eido Hagag in 2003. In 2010, The brothers became the controlling shareholders of “Hagag Group Real Estate Development Ltd.”, issued at the Tel Aviv Stock Exchange.

Hagag Group is a reputable and experienced public company for project development, management and marketing, specializing in construction projects, commercial projects and urban renewal. Its dozens of successful luxury projects position Hagag Group at the forefront of Israel’s real estate industry. Today, the company is included on the 90 Index and on the prestigious 125 Index of the Tel Aviv Stock Exchange.

We at Hagag group believe that our success originates in our bold and steadfast partnership with each of our thousands of customers.

By selecting the best locations, working with service providers each of whom is an expert in their own field, and by selecting excellent partners, the Hagag Group has been able, over the years, to become one of Israel’s top and most influential real estate companies.



Havat Gordon, Kokhav HaTzafon



H - INFINITY TOWER



MOMA TEL AVIV



Ha'Arbaa Towers







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