

EMAAR

STANDING STRONGER

ANNUAL REPORT 2019

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LETTER TO SHAREHOLDERS

“With resilient performance in 2019, together, we stand stronger and look towards a future of raising the standards of property, design and experiences at home, as well as abroad.”

I would first like to express my gratitude to each and every one of you for your continued support of the Emaar family. One of the core values of Emaar—and arguably the defining aspect of our future as we begin a new decade—is the importance of being a customer-centric organisation.

We have built customer relationships rooted in the twin pillars of trust and respect. Upholding our standards and maintaining our reputation is critical to attracting and retaining our customers. But how do we measure our progress in this area? How do we ensure that customers and stakeholders remain at the core of everything we do?

To me, the answer lies in a management principle that I call positive paranoia. When channelled correctly, paranoia is not influenced by fear or anxiety, but can be used to combat complacency and amplify efficiency. Perpetuating this positive paranoia can ensure we are meeting and exceeding the needs of our customers. It enables us to meet deadlines, to have the best workforce, and to operate at a rate of unparalleled speed and efficiency.

The awards and achievements we collected this year are a testament to the impact of this work ethic. In 2019, we were ranked first by Forbes in the Top Listed Real Estate Companies in the Middle East, and twentieth among all industries in Forbes' Global 2000 list of The World's Best Regarded Companies.

These accolades are humbling, but they are not the final destination on our journey. We will not stop here or allow ourselves to become complacent about customer service.

Our customers entrust us with the most important investment decision of their lives. They buy homes from us, experience our destinations, become a part of our vibrant communities and stay at our hotels. We have a duty to be positively paranoid about customer excellence and ensure their satisfaction with our products and services. Without our customers, we would not be able to continue doing what we do.

EMBRACING THE DIGITAL ECOSYSTEM

In our endeavour to cement Emaar's position as an innovative, future-ready organisation, we are continuing our pursuit of digital transformation wherever possible.

Our tech-savvy approach takes many forms across the organisation. For instance, with Emaar One, we designed an app for our customers that enables them to manage their properties with ease digitally. In our development

business, we set a new milestone in 2019, announcing plans to build a 3D-printed home in Arabian Ranches III.

Over the coming years, we will continue to embrace digital innovation to re-imagine the way we do business. Digital transformation begins with listening to our customers and relying on advanced technologies to tell us more about our stakeholders. Digital insight tools and various touchpoints across social media, in addition to our customer care and community management platforms, bring us that much closer to our customers—albeit behind a screen. Our aim is to leverage these insights and the power of technology to respond to the evolving market rapidly.

PREPARED FOR THE FUTURE

Over recent decades, the progress and development of the UAE and Emaar have been inexorably linked. Today, we start a new chapter in our shared journey—one that is symbolised by the launch of the UAE's new national brand logo.

Unveiling the UAE Nation Brand, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, and His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, outlined the UAE's main objectives for the next 50 years. These are to enhance the country's global reputation, build on the past 50 years of international progress, and tell the UAE's story to the world.

H.H. Sheikh Mohammed bin Rashid Al Maktoum has called on all sectors and entities in the country to use the logo as part of their strategic initiatives. We are one of few organisations that can confidently say that we have delivered on our nation's vision for a future-proof city. From the landmarks we build to the destinations we nurture, we have demonstrated our unwavering commitment to telling the story of 'Unstoppable Dubai.' As we have done throughout our history, the Emaar family is ready and willing to participate extensively in building the future of the UAE at home as well as abroad.

Examples of our global expansion include Emaar Hospitality Group's scheduled opening of the new Address Beach Resorts in Bahrain and Egypt later this year. We also have exciting long-term plans for new projects over the coming years in Turkey, Saudi Arabia, Bahrain and Egypt.

We are extremely proud to be the bastions of the UAE's reputation globally, especially as we embark on this exciting new phase in our journey.

FINANCIAL SUCCESS

I am pleased to report that your company has recorded significant growth in 2019. This was due to our commitment to investment in customer-centric innovation across our businesses, interest from foreign investors in residential and commercial developments, and an uptick in first-time home buyers entering the UAE property market. Our strategy of business segmentation and geographic expansions has also contributed to achieving better results.

Emaar Properties showed a resilient performance in 2019 in the face of volatile market conditions, recording a net profit of AED 6.2 billion as

compared to the net profit of AED 6.139 billion in FY 2018. Emaar recorded revenue of AED 24.586 billion for 2019 and property sales in Dubai of AED 14.949 billion, demonstrating a year-on-year growth of 4 per cent.

Our major subsidiaries, Emaar Development, Emaar International and Emaar Malls also recorded strong performance individually. Emaar International recorded 43 per cent increase in revenues to AED 4.399 billion (USD 1.198 billion) in 2019 compared to AED 3.081 billion (USD 839 million) in 2018; contributing 18 per cent of the Group's total revenue.

Emaar Malls, on the other hand, saw 5 per cent revenue growth with AED 4.673 billion (USD 1.272 billion) in 2019, compared to AED 4.446 billion (USD 1.21 billion) in 2018.

Overall, Emaar's recurring revenue generating businesses, hospitality and leisure, entertainment, and commercial leasing, along with Emaar Malls, together represented 30 per cent of the Group's revenue through the contribution of AED 7.293 billion (USD 1.986 billion).

Reflecting on our 2019 results, I am determined to set the bar higher in 2020 and beyond as we continuously strive to maximise shareholder value. We are placing greater emphasis on optimising resources we use and at the same time improving efficiency and boosting productivity. This coupled with our investments in raising the standard of our customer service through digital transformation, will undoubtedly yield strong financial returns.

OPERATIONAL HIGHLIGHTS

Despite sector-wide uncertainty, Emaar continues to outperform its peers, resulting in increased trust of our brand.

This was formally acknowledged by YouGov in its list of the Best Brands in the UAE for 2019. Emaar and Emirates Airlines topped the YouGov Brand Index, which ranks the best and most reliable brands in the UAE throughout the year. This achievement reflects our robust business operation processes that we work so hard to maintain.

Across our ecosystem, there were several highlights in 2019. Emaar Hospitality Group opened four new hotels last year, including VIDA Emirates Hills,

VIDA Creek Harbour, Address Fountain Views and Address Sky View. The opening of Address Sky View marked our nineteenth hotel in the UAE and is the prelude to a host of upcoming openings this year in the UAE and beyond.

Emaar Development launched 22 projects in 2019, including Grand Bleu Tower, the world's first Elie Saab designer building, and South Beach, the first-of-its-kind waterfront holiday homes, at Emaar Beachfront; as well as Seashore and Sirdhana at Mina Rashid, and a new masterplan — The Valley — along with Eden, its first community project, amongst many other notable developments.

Besides these, Emaar Malls is seeing fast-paced development of Dubai Hills Mall. We also launched phase 1 of The Dubai Stars at Mohammed bin Rashid Boulevard in Downtown Dubai, which saw hundreds of visitors and notable eminent personalities grace the launch ceremony.

All of these developments across our organisation provide solid evidence of a dynamic, forward-thinking company with strong fundamentals and opportunities to grow further.

Spurred by an ethos of positive paranoia, and with your continuing support, we have a golden opportunity to build on our achievements and make this a decade to remember.

I look forward to a solid start to the new decade. This new year is another opportunity to increase the value of your company. Emaar's success starts and ends with you, and we look forward to embarking on this new journey together.

My best regards and wishes,

Mohamed Alabbar

Emaar Properties

BUSINESS OVERVIEW

Emaar continued to show strong growth in 2019, led by its property development arm in the UAE, Emaar International across key markets, Emaar Malls, as well as its entertainment and hospitality segments.

Setting new benchmarks in design, build quality, and innovation, Emaar is consistently offering premium experiences and lifestyle opportunities across market segments; and its properties remain sought-after by investors at home as well as abroad.

2019 saw Emaar Development launch 22 key projects in Dubai, including South Beach, the first-of-its-kind residential waterfront holiday home development, and Grand Bleu Tower, the first Elie Saab designer building in the world, at Emaar Beachfront.



Emaar also introduced three new masterplan developments: Arabian Ranches III, Mina Rashid and The Valley. These launches demonstrate the demand for community-focused family environments and increase the total land bank of the company to 290 million sq ft.

Mina Rashid is seeing two waterfront residential developments take shape, Sirdhana and Seashore, which are set to transform the Dubai Port community into an upscale seaside destination.

Other projects launched in 2019 include The Palace, Creek Edge, Bayshore, Summer, Surf and Vida Residences Creek Beach at Dubai Creek Harbour;

At Dubai Hills Estate, Emaar brought Executive Residences, Golf Grove, Golfville and Emerald Hills to the market. Expo Golf Villas, including Parkside, were also introduced in Emaar South with a sell-out investor response.

Dubai Hills Estate partnered with DMCC to offer ‘a home office with a business licence’ at the new Executive Residences project.

Development of properties in international markets continues to see robust growth, with key launches scheduled in 2020. Sales of Emaar International properties recorded 43 per cent growth in revenues compared to 2018.

Emaar has handed over more than 63,000 residential units in Dubai and international markets, with more than 30,000 currently under development in the UAE and 12,000 units in global markets.

With its sales backlog of AED 45.795 billion (USD 12.468 billion), of which AED 33.736 billion (USD 9.185 billion) is in the UAE, and a healthy development pipeline in the UAE as well as in high-growth international markets, Emaar will continue to deliver on its founding objective of ‘shaping the future.’ In this journey, Emaar derives its inspiration and guidance from the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai and remains committed to the transformational growth of the UAE as a global business, leisure and investment hub.

Emaar Malls, on the other hand, recorded 5 per cent revenue growth. Major projects, such as Dubai Hills Mall in Dubai Hills Estate are developing quickly, with the latter scheduled to open in 2021.

Emaar's hospitality and leisure operations have also gained further traction through geographic expansion and the creation of innovative experiences.

One of Emaar's most exciting projects was the opening of the first phase of 'The Dubai Stars', an epic walk of fame saluting eminent personalities from around the world in Downtown Dubai. Upon completion, the sidewalk will celebrate 10,000 famous personalities from the world of music, film, art, architecture, sport and literature.

The Group launched 'Ease by Emaar,' a game-changing holiday homes concept offering exceptional stays in some of Dubai's best homes.

Emaar also concluded its acquisition of Namshi, the online fashion retailer, which showed 21 per cent growth in revenues compared to 2018. Namshi's consistent success can be attributed to its 'Black November' campaign and considerable growth in the Saudi market. Its contributions to the success of Emaar Malls are a testament to the efficacy and impact of e-commerce.

2020 is set to be another year of wins, as the Group diversifies its investments and projects in an aim to develop a more robust portfolio.



FINANCIAL HIGHLIGHTS

Emaar Properties reported resilient performance in 2019, recording total revenue of AED 24.586 billion (USD 6.694 billion), with net profit of AED 6.2 billion (USD 1.688 billion) — up from AED 6.139 billion net profit in 2018 over total revenue of AED 25.694 billion.

Highlighting strong investor interest for Emaar's residential launches, Emaar reported total property sales of AED 14.949 billion in Dubai during 2019. Emaar now has a sales backlog of AED 45.795 billion, of which AED 33.736 billion is in the UAE, to be recognised as revenue in the next three to four years.

Of the 22 property launches in the UAE during 2019, Emaar Development PJSC (DFM: EMAARDEV) has successfully sold 70 per cent of its units, indicating strong brand value and trust of customers.

Emaar International's projects recorded tremendous growth, with revenues up by 43 per cent to AED 4.399 billion (USD 1.198 billion) in 2019 compared to AED 3.081 billion (USD 839 million) in 2018. The revenues were primarily led by projects in Egypt and India, with Emaar International's total revenue representing 18 per cent of the Group's total revenue for the year.

Additionally, Emaar Malls also recorded significant revenue growth with AED 4.673 billion (USD 1.272 billion); up by 5 per cent compared to AED 4.446 billion (USD 1.210 billion) revenue recorded in 2018.

The hospitality & leisure, entertainment and commercial leasing businesses, along with Emaar Malls, together recorded revenue of AED 7.293 billion (USD 1.986 billion), representing 30 per cent of the Group's total revenue in 2019.

Emaar completed its acquisition of Namshi in 2019, by buying the remaining stake from Global Fashion Group (GFG) for AED 475.5 million (USD 129.5 million). The online retailer recorded a revenue of AED 1.028 billion (USD 280 million), up by 21 per cent from the previous year. It also showcased growth in the Saudi market.

Additionally, Emaar celebrated the listing of USD 500 million Sukuk by ringing the Nasdaq Dubai market-opening bell.



EMAAR
PROPERTY BUSINESS

PROPERTY BUSINESS

Emaar launched three new masterplans in 2019: Arabian Ranches III, Mina Rashid and The Valley. It currently holds a total land bank of 298 million sq ft in UAE.

The new masterplans are seeing developments taking shape, with the launch of seven projects in total. Mina Rashid, the new waterfront destination launched Sirdhana and Seashore, Arabian Ranches III launched Spring, Ruba, Sun and Joy, and The Valley launched its first community project, named Eden.

Development at Emaar's signature destination, Emaar Beachfront, has also seen strong growth, with Grand Bleu Tower, the first Elie Saab designer building in the world, as well as South Beach, a one-of-its-kind residential tower for holiday homes.



In Dubai Creek Harbour, 2019 saw the opening of Creek Marina in Creek Island. Schools, hospitals and recreational facilities in the vicinity, as well as Dubai's upcoming iconic mosque, will round off the ideal family and tourist destination.

Dubai Hills Estate, the 11 million sq m 'green city within the city,' is another mega-development – a joint venture with Meraas. It will feature a world-class retail hub – Dubai Hills Mall, Dubai Golf Club, Dubai Hills Park and residential communities set around an 18-hole championship golf course.

Emaar South is a golf-course neighbourhood in Dubai's new global aviation and logistics hub and set by the Expo 2021 Dubai site. It brings a genuinely fulfilling lifestyle with a focus on family-time, outdoor activities and living in harmony with nature.

Emaar Beachfront, another of Emaar's mega-developments, celebrates private beach island living in an exceptional master-planned development by the Arabian Sea. It is meticulously planned and aesthetically delivered by Emaar to celebrate life by the bay. Residents of Emaar Beachfront experience Miami-beach style living in one of Dubai's vibrant leisure hubs.

Emaar continues to create tremendous value to the economy through Downtown Dubai, which is home to Burj Khalifa, The Dubai Mall, The Dubai Fountain and Dubai Opera.

Emaar Development has welcomed the first residents in Dubai Creek Harbour in 2019 and is progressing as per schedule on the delivery of homes in Dubai Hills Estate, Emaar South and Downtown Dubai. The Creek Marina in Dubai Creek Harbour opened in 2019 with a dazzling selection of shopping, dining, leisure, and a world-class yacht club.

Emaar Development marked the launch of several exceptional residential destinations in Dubai in 2019. These included: The Grand, an exclusive collection of ultra-luxury apartments, penthouses and podium-level townhouses, Breeze and Sunset in Dubai Creek Harbour; Socio and Collective, innovative concepts for co-living spaces, Golf Place and Golf Suites in Dubai Hills Estate. Beach Vista, Sunrise Bay and Marina Vista in Emaar Beachfront, Camelia I & II in Arabian Ranches II, Grande and Burj Royale in Downtown Dubai and Parkside in Emaar South.

Active in 10 high-growth countries, Emaar has delivered 42,000 units since 2002 and achieved overall sales of 83 per cent in all its key global markets as of end-2019. Emaar's international operations is led by its significant land bank of over 1,379.42 million sq ft.

In international markets, Emaar handed over residences in key markets, including Egypt, Saudi Arabia, Turkey, India, Lebanon and Pakistan, among others.

In another key development, Emaar gained control of its Indian joint venture in 2018 with the National Company Law Tribunal (NCLT) approving the demerger scheme of Emaar India with its former joint venture partner. The goal is to lend more significant focus on Emaar's India operations to leverage potential for greater growth and expansion. This also enables Emaar Properties to manage its projects in India with greater efficiency.



PROJECT HIGHLIGHTS

UNITED ARAB EMIRATES

Some of the key ongoing projects by Emaar in the UAE are:

DOWNTOWN DUBAI

Billed as the world's most prestigious square kilometre, Downtown Dubai is the AED 73 billion flagship project of Emaar Properties. It is a mixed-use, 500-acre development featuring world-class assets including commercial, residential, hotel, entertainment, shopping and leisure components set in open green spaces dotted with lakes and other distinct water features. Located at its centre is Burj Khalifa, the global icon. Downtown Dubai adds to Dubai a vibrant retail and leisure component with The Dubai Mall, the world's largest shopping and entertainment destination.

In addition, and as a testament to traditional Arabian markets, is Souk Al Bahar, a modern shopping mall which draws inspiration from Arabesque architectural elements.

Another major attraction of the destination is The Dubai Fountain, the world's tallest performing fountain that puts on a captivating musical water spectacle every evening. It is one of the city's must-visit attractions for tourists and residents alike.

The prestigious location is also home to the Dubai Opera — a landmark cultural hub in the city that sees some of the world's best performances come to stage.

Its 3.5 km long Mohammed bin Rashid Boulevard — a testament to downtown and its urban culture — vibrant with international hotels, high-end retail labels, restaurants & cafes, saw the launch of the first phase of The Dubai Stars in the latter half of 2019, with a launch ceremony that was graced by some of the world's prominent personalities.





EMAAR BEACHFRONT

Emaar Beachfront is Emaar's pathbreaking new beachfront residential destination by the Arabian Sea, defined by panoramic views of the Arabian Sea, Palm Jumeirah, Dubai Marina and the Dubai skyline. Residents will have access to a 1.5 km private beach and an expansive range of leisure and lifestyle attractions including F&B outlets, beachside play areas, retail pop-ups set along a promenade, and more. Bringing a Miami-beach style living to Dubai, Emaar Beachfront delivers a new lifestyle choice that fulfils the aspirations of the discerning customers, standing out for its beachfront location and exemplary design maximising the views.

At 10 million sq ft (about 229 acres or the size of about 175 football fields), Emaar Beachfront will see 27 exceptionally designed towers take shape, offering a broad range of 1, 2, 3 and 4-bedroom luxury apartments—complete with spectacular views and high-end amenities. The two projects launched at Emaar Beachfront in 2019 are as follows:

GRAND BLEU BY ELIE SAAB

Grand Bleu Tower is the world's first building to be designed by Lebanese couturier Elie Saab, befitting its unparalleled location at Emaar Beachfront with panoramic views of the Arabian Sea, The Palm Jumeirah, and the Dubai skyline.

The exquisite collection of elegantly designed interiors by Elie Saab are set to become a landmark of excellence. Suiting the needs of different clientele, they come in a range of 1 to 4-bedroom homes, with a variety of amenities, such as a barbecue area, landscaped pool deck, fitness facilities, as well as children's playgrounds near the tower.





SOUTH BEACH

The rising residential tower at Emaar Beachfront offers holiday homes unlike any in the UAE. With premium 1, 2 and 3-bedroom apartments and resort-style amenities, South Beach offers a smart investment opportunity to customers to own not only exceptional holiday homes, but also be able to lease the homes on a short-term basis.

The short-term leasing is further made hassle-free with an option of complimentary 3-year holiday home property management through Ease by Emaar.

MINA RASHID

One of the largest ports in the Middle East, Mina Rashid has a strong cultural history of connecting Dubai to the world. This heritage port is now set to get a makeover by Emaar, with residences that befit the location, turning it into one of the city's new sailing destinations.

Strategically located just 15 minutes from the Dubai International Airport and 20 minutes from Downtown Dubai, the coastal destination will become the city's maritime landmark.

Mina Rashid has a 12,600 sqm beach, with a marina that can hold 100 metre long yachts at 430 wet berths. It also boasts a floating yacht club, a private beach club as well as The Dubai Mall by the Sea, offering a range of experiential touchpoints for the entire family.





SIRDHANA

The first property to be launched at Mina Rashid, named after the first vessel that docked on the port, Sirdhana is a luxurious waterfront property with residences overlooking the Arabian Sea and the marina.

Offering a collection of 1, 2, 3 and 4-bedroom apartments and 4-bedroom penthouses in a four-building complex, Sirdhana boasts a recreation room, kids' play areas, and fitness facilities, along with easy access to the 500-metre long canal-style swimming pool that is being built on its side.

SEASHORE

Seashore offers a collection of 1, 2 and 3-bedroom apartments overlooking the marina at Mina Rashid, with floor-to-ceiling windows that let in lots of natural light, as well as generously big balconies.

The elegantly designed residences also offer a range of amenities for the entire family, including a fully-equipped gym, swimming pool, kids' play area, and more.

The residences are located atop the promenade that will house The Dubai Mall by the Sea, with many cafes, restaurants and activity centres.





ARABIAN RANCHES III

The third phase of the established desert-themed destination started development in the first half of 2019. Featuring three and four-bedroom townhouses, Arabian Ranches III has seen a high demand for properties. The first community — Sun — has been sold out.

The community will feature a central park spanning 30,000 sqm along with a 4 km long boulevard, a lazy river, a clubhouse, a cinema, a retail area and community parks with play areas for children.

The central park will also feature a plaza, green lawns, adventure zones, a parkour course, a skate park, as well as barbeque areas, a gymnasium, jogging tracks and a cricket pitch.

The wider Arabian Ranches development, set across 6.67 million square metres, also features an 18-hole Championship Golf Course, Dubai Polo and Equestrian Club that residents can enjoy.

Moreover, the Global Village metro station, as per the Dubai Metro masterplan, will be located just across the road from Arabian Ranches III with a walkway leading directly to the community.

SPRING

Designed with a soft colour palette and contemporary finishing with prairie-style landscaping, Spring offers 3 and 4-bedroom townhouses for family living in a well-established community. Townhouses come with spacious architecture and floor-to-ceiling windows that allow the homes to be bright with natural light. Residents can take advantage of the various amenities in the gated community, such as parks, children's playgrounds, a treehouse, a clubhouse, alleys, and more.





RUBA

Set in Arabian Ranches III, Ruba offers 3 and 4-bedroom townhouses in three architectural styles: Siraj collection, that comes with elegant architecture and large windows that let in ample natural light; the Ather collection, which is surrounded by greenery that accentuates its contemporary design; and the Manar collection, which has homes with different light colours that blend in with the background.

Situated mere minutes away from Global Village, Ruba townhouses are well connected to the city's top hotspots through easy access to Al Khail Road.

The community is currently on track with development and is expected to be completed by Q1 2023.

SUN

Boasting five entry points and a great connection to Dubai via Sheikh Zayed bin Hamdan Al Nahyan St and Emirates Road, Sun is a community project set alongside the lazy river in Arabian Ranches III.

This attractive amenity has been a key driver for the project to be completely sold out. It consists of 3 and 4-bedroom townhouses in two colour palettes, with sophisticated designs and high-end finishing.





JOY

Following a stellar response to Sun townhouses, Emaar launched Joy, another community set just beside Sun. Also offering 3 and 4-bedroom townhouses, Joy offers customers many of the same features of Sun, such as easy connection to the city via Sheikh Zayed bin Hamdan Al Nahyan St and Emirates Road, along with 5 points of entry.

The sophisticated townhouses follow a contemporary design in white and grey colour palettes, complete with floor-to-ceiling windows that let in ample natural light.

THE VALLEY

Set in the majestic desert landscape, The Valley is a new destination by Emaar, which when complete, will offer 43.5 sqm of lush open spaces, 61,000 sqm of retail, 10,000 sqm of Kids' Dale, as well as 20,000 sqm of sports grounds, and 32,000 sqm of town centre.

What's more, the new destination will have two schools and nurseries, along with clinics, mosques, restaurants, and many other amenities.

Moreover, situated along the Dubai-Al Ain highway, the community is well connected to the city with the Dubai International Airport just 15 minutes away, and Downtown Dubai only 20 minutes away by car.





EDEN

The Valley's premier community project, Eden offers 3 and 4-bedroom villas in three architectural styles: Spruce, designed with a warm colour palette; May Bell, which comes with purist sophistication; and Iris, where homes built with simple and sleek designs.

The 1988 - 2311 sq ft villas are currently under development, on track for handover in Q4 2022.

JOINT DEVELOPMENT AGREEMENTS

DUBAI CREEK HARBOUR

Dubai Creek Harbour, a joint venture between Emaar and Dubai Holding, is unquestionably the brightest star on Dubai's ever-expanding horizon – and marks the bold new vision of the company for the city. A destination of great vision, innovation and construction excellence, it will add to Dubai's magnificent skyline and further elevate the city's position as a world-leading metropolis of the future.

A one-of-its-kind modern master-planned destination, Dubai Creek Harbour is located along the historic Dubai Creek in the heart of the city.



It is only 10 minutes from the Dubai International Airport and the iconic Burj Khalifa by Emaar in Downtown Dubai, and next to the Ras Al Khor Wildlife Sanctuary, which is protected under the UNESCO Ramsar Convention, and is a biologically diverse wetland reserve home to migratory birds including pink flamingos and over 450 animal species as well as rich mangroves.

With over 7.3 million square metres of residential space, nearly 940,000 sq m of retail precincts, 300,000 sq m of commercial space, over 66,000 sq m of cultural space, 700,000 sq m of parks and open spaces, and 24 hotels with 5,800 rooms, Dubai Creek Harbour will serve as a strong economic catalyst for Dubai. When completed, Dubai Creek Harbour will be home to over 200,000 people, and be a thriving economy that drives the tourism, retail and hospitality sectors of the city.

CREEK MARINA

Dubai Creek Harbour features one of the world's finest city-harbour getaways, the Creek Marina in the heart of Creek Island Dubai. At Creek Marina, you explore, you dream and discover a new way of life by the very heart

and soul of the city, the historic Dubai Creek, the cradle of commerce and culture. Nearly three-fourth of a kilometre long and about a quarter wide, the Creek Marina is billed to be the new Riviera of the Middle East.

With its oyster design, a throwback to the city's rich pearling history, it will serve as a refreshing new leisure destination for visitors to Dubai from all over the world, and residents in Dubai Creek Harbour.

Creek Marina will have a capacity of over 81 single- and double-berths and will feature a dedicated world-class Yacht Club with an impressive array of shopping and dining facilities. Facilities such as fuelling services, upgraded power outlets and pedestal units will ensure smooth sailing for all throughout the year.

Creek Marina will also offer a dazzling selection of high-end retail, dining and leisure venues. Its vibrant promenade will welcome visitors with palm trees and will feature trendy cafes, high-end restaurants, fashion outlets and street-food vendors too, pampering visitors with choices like never-before.

CREEK BEACH

Discover the best of both urban and beach experiences in the most sought-after locale of Dubai, Dubai Creek Harbour. Stretching along the glimmering canal that runs between the island and mainland, Creek Beach is conceived to afford you the ultimate family-friendly retreat. From 300 metres of pristine white sands to infinity pool to spectacular sunset views, this is paradise reborn.

Designed to nourish the soul, the Creek Beach district is a pedestrian-friendly sanctuary nestled between Creek Island Dubai and the Dubai Creek Harbour mainland. Enjoy life in this prominent location that seamlessly blends the best waterfront experience with mainland convenience and connectivity.

DIVERSE RESIDENTIAL OFFERING

Emaar has launched several residential destinations in Dubai Creek Harbour which are defined by exceptional views of the Creek, the Downtown Dubai skyline highlighted by Burj Khalifa; and the mangroves of the Ras Al Khor Wildlife Sanctuary.

Dubai Creek Harbour has nine distinct districts, including the central Creek Island Dubai – home to the Creek Marina. A winding 4.5 km boulevard encircles the Creek Island Dubai delighting residents and visitors with a breadth of unparalleled lifestyle choices.

BAYSHORE

Following the overwhelming success of Breeze and Sunset at Creek Beach, Emaar launched Bayshore in Dubai Creek Harbour, with homes that provide an inspiring beach-side lifestyle.

As a residential building, Bayshore has 1, 2 and 3-bedroom apartments along with a host of amenities, such as a private courtyard for children to play, swimming pool, and gymnasium, among others. One of the key highlights of the property being situated at Creek Beach, is that residents will have direct access to the beach with varying depths suitable for children as well as adults.





CREEK EDGE

Rising on the Creek Island, Creek Edge comprises of in two elegant towers of 40 and 20 floors, each offering 1, 2 and 3-bedroom apartments with elegant finishing and amenities.

In addition to easy access to the beach, Creek Edge is in close proximity to Creek Island's central park, offering a range of experiences for every resident.

The construction is on track for the handover in Q4 2022.

PALACE RESIDENCES

Centrally located along the Dubai Creek Harbour, the Palace Residences offer 1, 2, 3 and 4-bedroom apartments, complete with an expansive range of high-end amenities, such as gym, swimming pool, yoga centre, and more.

The key highlight of the project is that residents can enjoy resort-style living with on-demand serves and dining options from the Address Hotel + Resorts that lies adjacent to the tower.

The location also offers exceptional views of Dubai Creek, easy access to the Creek Beach as well as the waterfront promenade at Creek Marina, which has 81 berths for those who enjoy sailing and have their own boats or yachts.





SUMMER

A mid-rise building situated alongside the creek beach, Summer offers 1, 2 and 3-bedroom apartments with a spacious layout.

The homes come with resort-style amenities, floor-to-ceiling windows for stunning views of the beach, and high-end finishing, along with an array of amenities, an on-site nursery, retail and dining outlets, supermarket and polyclinic within the community.

SURF

With direct access to Creek Beach and the water canal, Surf is situated within walking distance of the premium Creek Marina. Residences are also just a few steps away from the beautiful 2650 sqm waterfront plaza that boasts a vibrant promenade. In addition, Surf offers a range of resort-style amenities, including a swimming pool, fully-equipped gym, community room, children's playground, as well as barbeque and dining areas.





VIDA RESIDENCES CREEK BEACH

The tallest building at Creek Beach at Dubai Creek Harbour, Vida Residences Creek Beach offer unparalleled views of the water, the Dubai skyline and the upcoming community.

Set beside the award-winning Vida Hotel, homeowners can enjoy a resort-style lifestyle with a range of amenities and on-demand service from the hotel.

Offering a range of 1, 2 and 3-bedroom apartments, Vida Residences Creek Beach are on track to be handed over in Q4 2022.

DUBAI HILLS ESTATE

A serene golf course destination, the 11 million square metre Dubai Hills Estate is one of the largest master-planned communities in the city developed by Emaar Development as a joint venture with Meraas. It will feature a total green area & open spaces of over 2.6 million square meters that includes a championship golf course, and a central park. The golf course overlooks the Downtown Dubai skyline. The Masterplan comprises of over 38,000 residential units.

Emaar has launched exclusive residential neighbourhoods in Dubai Hills Estate that have gained strong investor response. Defining the value proposition of ‘where life is extraordinary,’ Dubai Hills Estate is already coming to life with the opening of Dubai Hills Golf Club, set on 119 hectares – nearly the size of 63 football fields – and meandering through valleys and wadis, and around a network of lakes to create a remarkable golfing experience.



Emaar will also soon launch Dubai Hills Mall, a regional retail and leisure destination scheduled to open in 2021. It will have a gross leasable area (GLA) of over 2 million sq ft (187,500 sq m). It will be home to more than 750 outlets including a range of 'fast fashion' retail and F&B choices

featuring a wide array of restaurants and cafes. Dubai Hills Mall will feature four major family entertainment and leisure centres including a cineplex, a 65,000 sq ft hypermarket, seven anchor retail experience stores, and dedicated parking spaces for over 7,000 vehicles.

EMERALD HILLS

As the largest development of its kind in the region, built around the 18-hole championship golf course, Emerald Hills offers plots starting from 5,678 sq ft.

Surrounded by landscaped greens, overlooking the golf-course, plot owners can build their homes as per their needs and requirements. The collection of plots in the Dubai Hills Estate comes with an expansive range of fitness and lifestyle amenities, situated in close proximity to Gems International Schools, King's College Hospital, Dubai Hills Mall, Dubai Hills Park, as well as the Dubai Hills Golf Club.





GOLFVILLE

Golfville introduced collaborative living in the UAE through cooperative spaces spread across its tower.

Through a choice of 1 and 2-bedroom apartments and essential fitness amenities, the residential tower is designed for individuals and small families, in answer to the growing start-up and entrepreneurial culture of Dubai. The development is on track to provide handover of homes by Q1 2022.

EXECUTIVE RESIDENCES

Spacious 1 and 2-bedroom homes are designed to offer commodious lifestyles at Dubai Hills Estate, with a range of fitness and lifestyle amenities.

The homes at Executive Residences are backed by DMCC Free Zone authority to offer a full-fledged free zone business area to residents. Offering a unique proposition to start-up founders and entrepreneurs in Dubai, the residences provide licensing with 100% ownership, opening up a network of 15,000+ companies to do business with.





GOLF GROVE

With 3 and 4-bedroom villas ranging from 2,930 sq ft to 3,365 sq ft, surrounded by parks and fairways, Golf Grove is particularly designed for family living.

Elegant homes come with high-end finishing with a colour palette that allows homeowners to decorate as per their needs and desires. Amenities include nature trails, golf course, golf club, jogging tracks, health clubs and children's play areas, to support a work-life balance. Construction is on track to handover the villas in Q2 2021.

EMAAR SOUTH

Emaar South is a mega-development in Dubai South, one of the city's most sought-after destinations of the future, just minutes from the Al Maktoum International Airport and in close proximity to the Expo 2021 Dubai site. A dedicated golf district, the nearly 7 sq km Emaar South mega-development is one of the key components of the newly planned city.

Featuring more than 23,000 residences, in a mix of tiered townhomes, townhouses, villas and apartments, Emaar South is envisaged as a smart neighbourhood.

In 2019, Emaar has launched multiple phases of Parkside and Greenview (Expo Golf Villas) in Emaar South to strong investor response. Emaar is also already handing over units across Urbana.



Interconnected through tree-lined boulevards, walking & bicycle trails, and a well-linked public transport network including autonomous vehicles for clean transport, Emaar South will feature six districts anchored by an 18-hole championship golf course & clubhouse, several large community parks, dedicated retail precincts, 3 & 4-star hotels assuring contemporary guest experiences, and a number of fascinating outdoor pursuits. Every aspect of the development is centred on the concept of open spaces that serve as the connective element.

Other amenities incorporated in the masterplan include a K-12 educational institution by a premier provider and a golf villa recreational centre. To be developed in four phases, the first phase will include tiered townhomes, villas, townhouses and apartments, in addition to retail precincts.

PARKSIDE

The Parkside townhouses stand out for their location by the Emaar South boulevard, a bustling hub of lifestyle and leisure activities, and featuring retail and F&B outlets. The neighbourhood is also seated next to two green parks, as well as in walking distance from the Emaar South Golf Course and the community centre. There are only 371 residences in 3 and 4-bedrooms, making them the first choice for families.





EXPO GOLF VILLAS

Expo Golf Villas are set by Emaar South boulevard, a bustling hub of lifestyle and leisure activities, and featuring retail and F&B outlets. The neighbourhood is also near two green parks and a community centre. Sporting a modern architecture that assures the privacy of residents, Expo Golf Villas offer prime views of green parks and immaculate landscaping. The homes are thoughtfully designed with balconies to maximise the views, while the internal finishes are in neutral tones.

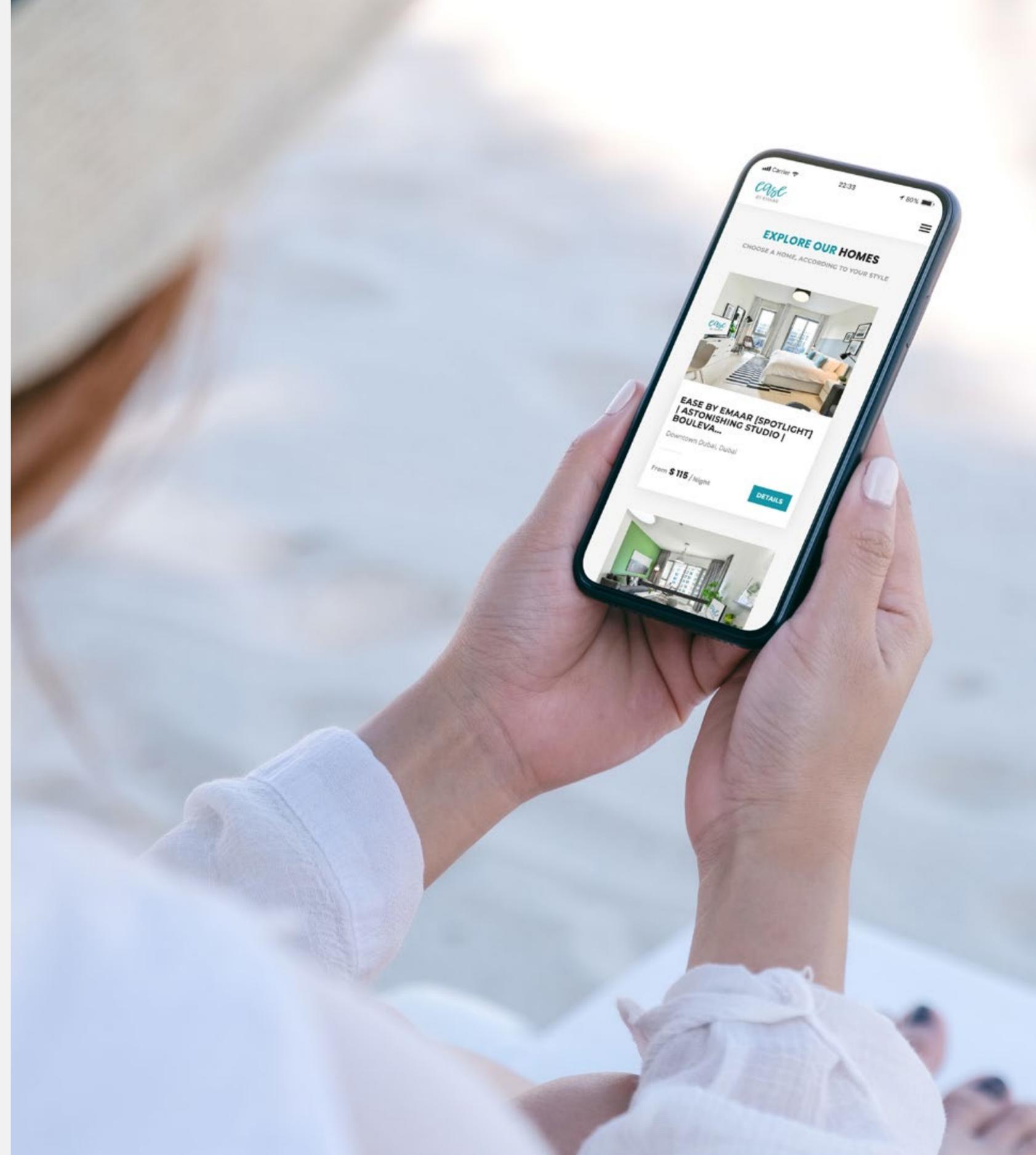
EASE BY EMAAR

Ease by Emaar is a pioneering concept that provides property management services, by handling holiday homes on behalf of investors.

According to a study by Knight Frank, the holiday homes market has grown by 161%. The Ease by Emaar offering was developed and launched keeping this in mind, to help our investors get a higher return on their investments.

The new proposition also helps streamline short-term rental concept in the UAE, providing global travellers exceptional stays in elegant homes handpicked by Emaar in their integrated communities.

For guests, Ease by Emaar opens a new avenue to experience a premium lifestyle located in some of the most sought-after destinations in the city. Guests are provided with unrivalled hospitality such as



hotel-grade housekeeping and amenities, and a digital mobile concierge, ensuring guests get all the information needed to experience the city, anytime, anywhere.

Other amenities offered to guests include unlimited Wi-Fi, a welcome pack, and on-demand Google Smart Home devices such as Chromecasts for streaming entertainment channels and others. Guests can also get an ‘Ease Pass,’ which provides handpicked offers and deals to the city’s major attractions. This includes U by Emaar special upgrades, discounts on Emaar hospitality restaurants, and deals to Emaar entertainment attractions such as At The Top, Burj Khalifa, Reel Cinemas and others.

The first property to be listed on Ease by Emaar was South Beach at Emaar Beachfront—the first-of-its-kind premium holiday homes concept that gives guests exceptional views of the Arabian Sea, direct access to the pristine beach and a host of leisure amenities.

Investors in South Beach will also have the option to let Ease by Emaar manage their property at no additional cost for the first three years post-completion.

For investors, this innovative technological infrastructure provides them with the opportunity to fill the market gap for short-term rentals and helps them capitalise on an emerging business model, helping them earn substantial returns. It offers an end-to-end property management service, including property setup, reservations management, guest-hosting, housekeeping, maintenance, government licensing, and distribution of the listing across Airbnb, Booking.com, Expedia, Agoda, and over 50 other channels.



EMAAR

SHOPPING MALLS AND RETAIL

SHOPPING MALLS & RETAIL

Emaar Malls (DFM: EMAARMALLS), the shopping malls and retail business majority-owned by Emaar Properties, has an impressive portfolio of malls including The Dubai Mall, Dubai Marina Mall, Souk Al Bahar, Gold & Diamond Park, along with several community shopping centres.

2019 recorded AED 4.673 billion (USD 1.272 billion) in revenues, marking a 5 per cent increase from 2018 that brought in AED 4.446 billion (USD 1.21 billion).

Net profits also grew from AED 2.23 billion (USD 607 million) in 2018, to AED 2.286 billion (USD 622 million) in 2019.



Collectively, The Dubai Mall, Dubai Marina Mall, Souk Al Bahar, Gold & Diamond Park, and other community shopping centres by Emaar Malls, welcomed 136 million visitors; of which The Dubai Mall saw 84 million people visiting its iconic premises.

Retail occupancy levels also stood strong at 92 per cent.

In addition, 2019 marked the complete acquisition of online retailer, Namshi, as Emaar Malls bought the remaining stake of the company from Global Fashion Group for AED 475.5 million. Hadi Badri was appointed to oversee Namshi shortly after the buyout. Namshi also recorded strong growth in 2019, with AED 1.028 billion (USD 280 million) in revenues, marking a 21 per cent increase over the previous year.

Emaar's revenue-generating businesses, commercial leasing, hospitality, leisure and entertainment segment, along with Emaar Malls collectively recorded AED 7.293 billion (USD 1.986 billion), which represents 30 per cent of Emaar Group's total revenue.

Emaar Malls' strong performance over the year also saw it distribute AED 1.301 billion (USD 354 million) in dividends, representing 10 per cent of its share capital, equivalent to 10 fils per share.

With its malls and community shopping centres, Emaar Malls has a total gross leasable area of 6.6 million sq ft, making it one of the largest mall operators in the world.

The group is also redeveloping Meadows Village to increase its GLA by approximately 95,000 sq ft, and is scheduled for completion in 2020, further enhancing its Community Retail Centres.

Emaar Malls has partnered with Time Out Group PLC and is set to open the first Time Out Market in the region at Souk Al Bahar, an Arabic-style retail, entertainment and dining destination right at the heart of Downtown Dubai. The unique waterfront location just by The Dubai Fountain and adjacent to The Dubai Mall and Burj Khalifa is one of the region's prime destinations, attracting millions of visitors each year.

At Time Out Market Dubai, visitors will get to explore and enjoy food from 16 of Dubai's top chefs and celebrated restaurateurs with three lounges and cultural experiences. The carefully curated lifestyle experience is set to define a new niche for the city and complements the current culinary offering.

Emaar Malls is committed to bringing innovative entertainment attractions by working with global partners such as Time Out. With the opening expected in Q4 2020, Time Out Market will occupy over 30,000 sq ft, accommodating around 670 seats.



ZABEEL EXPANSION BY THE DUBAI MALL

The Dubai Mall expanded to Zabeel, connecting the two parts of the mall via a 200-metre-long footbridge over the multi-lane Financial Centre Road.

The footbridge is located on the second floor of The Dubai Mall, between the entrance to Galeries Lafayette and the main Grand Parking entrance, with a more robust and edgier architecture company to the main mall area.

The new expansion spans nine stories which home 67 retail units, and has added 3,000 more car parking spaces. The mall is also closer to Al Khail Road, offering easy access to visitors, in addition to multiple access points through highways.

Zabeel extension is spread across 150,000 sq ft, offering new and unique lifestyle experiences, dining options and retail stores.

EKART AT ZABEEL

The Dubai Mall's Zabeel expansion is home to a first-of-its-kind attraction— Ekart Zabeel —the UAE's first high-end electric karting experience.

An electric version of the go-kart arena, Ekart Zabeel offers 11 state-of-the-art Ekarts on the track, with a choice of top-speed electric karting that match international standards and have been certified by safety inspectors. The action-packed attraction offers drivers ample time to learn and improve their lap times. Moreover, they are safer for children over 140 cm tall, as well as adults, and offer all the latest safety features such as high-quality gear, race suits and helmets, along with safety briefings before each session.

Most of all, Ekarts are more environmentally friendly with zero emissions on-site. The Ekarts' record lap time with the vehicles' smart technology, which enables it to be shared online. Racing events can also take place at Ekart Zabeel for groups of 11 participants or more on a rotation basis.





Below is a snapshot of the performance of Emaar Malls' assets:

THE DUBAI MALL

The Dubai Mall reiterated its credentials as the 'world's most-visited retail and lifestyle destination' welcoming over 84 million visitors in 2019.

The high point of 2019 was the destination's very successful Fashion Avenue expansion with double-digit growth in footfall. Additionally, the successful launch of the Zabeel introduced 3,000 parking spaces for the customers.

Over the past decade, The Dubai Mall has brought tremendous value for the nation, creating over 10,000 jobs and becoming a catalyst for growth for the retail, F&B and leisure sectors.

As the preferred retail destination for the 2.5 billion people in the catchment area of just four hours of flying distance from Dubai, The Dubai Mall has been a driver of inbound tourism as the Emirate's most popular attraction, continuing to draw 97 per cent of visitors.

Today, the UAE and Dubai's reputation as the world's fourth most popular tourist destination is strengthened by The Dubai Mall's ability to attract visitors from across the world, notably high net worth individuals from

China and Europe, and the wider Middle East, Africa, South Asia and Southeast Asia.

With the expansion of the Fashion Avenue, The Dubai Mall has consolidated its reputation as a global fashion hub. Building on the success, new retail and leisure opportunities are being created for retailers and customers with the Address Boulevard, Address Fountain Views and Zabeel expansions of The Dubai Mall.

OTHER MALL ASSETS IN DUBAI

Dubai Marina Mall, the second-largest shopping mall asset of Emaar in Dubai, has over 140 plus outlets, while Souk Al Bahar, the Arabesque shopping and dining out destination, located next to The Dubai Mall established itself as a premier dining out destination with several premium outlets overlooking The Dubai Fountain. Gold & Diamond Park, a specialised retail destination focused on the gold & jewellery sector, also recorded strong visitor arrivals in 2019.

Another key addition to the Emaar portfolio is Dubai South Mall, which will have a built-up area of approximately 86,000 sq metres. It will be located in Dubai South, the 145 sq kilometre city that is also home to Emaar South, the integrated golf-course community being developed by Emaar Properties.

Several other community mall projects are also being planned to serve Emaar's integrated lifestyle developments. Following the successful opening of The Springs Souk, the concept is being expanded to future community malls projects.

INTERNATIONAL FOOTPRINT

In key international mall developments, Emaar Turkey opened Emaar Square Mall, the largest shopping mall in the country. The mall has several outlets of renowned brands from Turkey along with other established global names and is set to welcome around 25 million visitors annually.

Emaar Square Mall's Turkish Village brings the spirit of the world's oldest shopping centre, the Grand Bazaar, as well as the dynamism of small markets from all over Istanbul at one destination. Local brands are also present in the Turkish Village, celebrating the neighbourhood culture of Istanbul as well as offering a choice of delectable local cuisine.

Another attraction at the mall is the Emaar Aquarium & Underwater Zoo with over 20,000 aquatic animals of 200 different species, an ice rink, and a mega cineplex, among others. Emaar is developing the Uptown Cairo Mall, within 'Emaar Square,' a new city within a city development in Uptown Cairo, the flagship mixed-use development by Emaar Misr. Envisaged to be Egypt's largest open mall, it will also draw on Emaar's credentials as developers of The Dubai Mall.



DUBAI HILLS MALL

Scheduled to open in the second half of 2021, Dubai Hills Mall has a GLA of about 2 million sq ft and will feature approximately 600 retail outlets including an array of ‘fast fashion’ retail stores, restaurants and cafés.

The mall will have four major family entertainment and leisure centres as well as a cineplex, hypermarket, seven anchor retail experience stores, and dedicated parking spaces for over 7,000 vehicles.



EMAAR

HOSPITALITY AND LEISURE



HOSPITALITY & LEISURE

Emaar Hospitality Group, the hospitality & leisure subsidiary of Emaar Properties, recorded resilient performance in 2019. Strengthening its footprint in the UAE with four new hotels, the business also expanded its geographic presence with hotel management agreements in Saudi Arabia, Bahrain, Egypt, and Turkey.

In 2019, Emaar's hospitality & leisure, commercial leasing and entertainment businesses recorded revenue of AED 2.71 billion. With four hotel brands — Vida Emirates Hills, Vida Creek Harbour, Address Fountain Views, and Address Sky View — Emaar's hospitality business continued to record higher occupancy than Dubai's industry average.

Pursuant to the definitive Sale & Purchase Agreement entered with Abu Dhabi National Hotels (ADNH) in 2018, the conditions for this transaction have been satisfied and the sale of the five hotels valued at AED 2.2 billion was eventually completed in February 2019.

Underlining its strength and contribution to shaping the hospitality sector of the nation, Emaar Hospitality Group has been awarded as the Official Partner of Expo 2020 Dubai and will provide authentic experiences with a strong local flavour at various locations across the Expo 2020 site, including VIP clubs and lounges, as well as in its hotels and restaurants in Dubai.

Emaar Hospitality Group also signed management agreements to launch a contemporary midscale Rove Hotel with 331 rooms, located at the heart of the Expo 2020 site, adjacent to Al Wasl Plaza.

NEW MANAGEMENT AGREEMENTS

In a significant deal that will boost the hospitality landscape of Sharjah, ARADA, a joint venture between KBW Investments and Basma Group, signed a management agreement with Emaar Hospitality Group to launch three new hotels in Sharjah.

A management agreement was also signed for Vida Hotels and Resorts located at Area 3, Khor 1, Umm Al Quwain, with 140 rooms.

The three hotels are under Emaar Hospitality Group's premium lifestyle Address Hotels + Resorts, upscale lifestyle Vida Hotels and Resorts, and the contemporary midscale Rove Hotels, and will be in Aljada, a 24 million square foot integrated lifestyle destination, and a new leisure and entertainment hub for Sharjah. In honour of that, the three hotels' names are announced as Address Aljada, Vida Aljada and Rove Aljada.

Emaar Hospitality Group has also signed a management agreement to operate Address Al Marjan Island, a resort-style development that draws on its exceptional natural location directly by the Arabian Sea,

in Ras Al Khaimah's Al Marjan Island. The hotel will have 248 rooms, including suites, and a wide range of lifestyle amenities.

Address Residences Al Marjan Island will comprise 234 high-end apartments. As part of Views, the largest of the four islands that make up Al Marjan Island, residents will be in close proximity to the urban core of the master-planned community and the town centre.

Further, Address Hotels + Resorts will also operate Palace Al Khan, the first luxury waterfront resort in the heart of Sharjah city. Overlooking the Arabian Sea, the luxury seaside hotel will offer 88 rooms and suites.

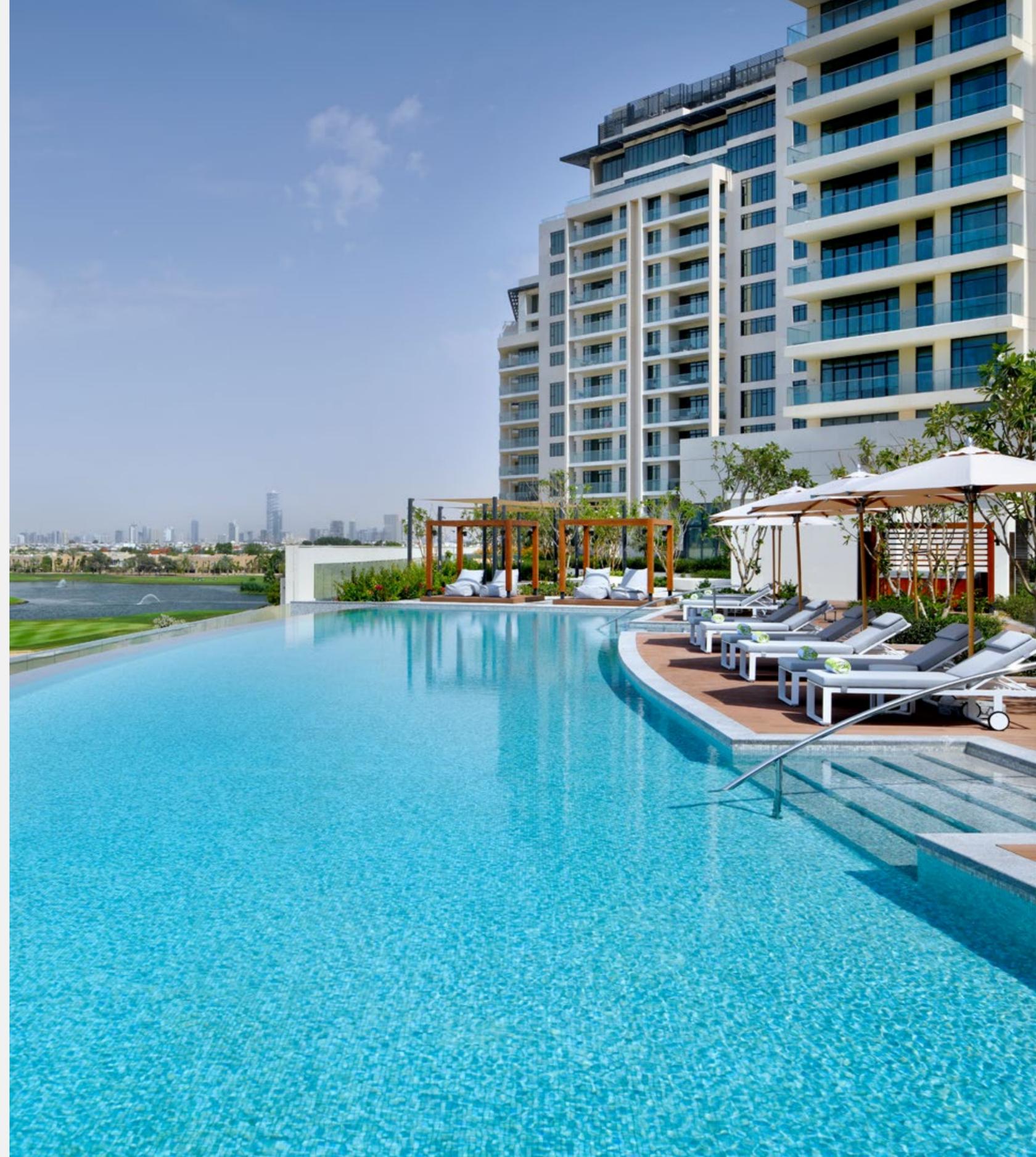
Also expanding its presence in Sharjah, Emaar Hospitality Group's Vida Hotels and Resorts has signed a management agreement to operate Vida Al Qasba Sharjah. Featuring 100 rooms and suites, Vida Al Qasba Sharjah is an upscale lifestyle hotel benefitting from its proximity to Al Qasba and ease of access to Dubai and other emirates from Sharjah.

VIDA EMIRATES HILLS

Vida Emirates Hills is one of the two Vida hotels that opened in 2019. Situated in Emirates Hills, the 4-star hotel consists of 160 rooms that overlook two golf courses and the landscaped greens of Emirates Hills.

Following a clean and chic style, the hotel has all the essential amenities, including a swimming pool, gym, parking and Wi-Fi, as well as restaurants. All units are equipped with air conditioning, flat-screen television with satellite channels, along with kitchen and bath necessities.

Its signature restaurant, Origins, also boasts a farm-to-table ethos using fresh and organic ingredients.





VIDA CREEK HARBOUR

The second Vida hotel to open in 2019 was the Vida Creek Harbour, which opened its doors on September 18, 2019 — offering magnificent views of the water and the Dubai skyline.

With 286 luxuriously designed rooms that are serviced with a 24-hour reception, concierge service as well as room service, the Vida Creek Harbour is a gem in the upcoming hub of Dubai Creek. With a neutral colour palette, kitchen and bath essentials, along with a range of fitness amenities and restaurants within the hotel, Vida Creek Harbour provides a “home away from home” style for frequent travellers as well as for the staycation market.

Centrally located just 20 minutes from the Dubai Airport, the hotel provides its guests with a great location to access the nature in Dubai with the Ras Al Khor Wildlife Sanctuary, the Creek Marina and the upcoming Creek Beach.

ADDRESS FOUNTAIN VIEWS

Comprised of three towers with a total of 193 rooms, the Address Fountain Views is one of the two new Address hotels that opened in 2019.

The luxuriously designed hotel offers spectacular views of the Burj Khalifa and The Dubai Fountain, as well as connects guests to The Dubai Mall via a direct link.

The new hotel is also home to several restaurants, and a floral tea lounge that serves guests speciality teas and coffee from around the world.

In addition to several facilities for leisure and fitness, Address Fountain Views delights its guests through its 24-hour concierge and room service.





ADDRESS SKY VIEWS

Address Sky Views marked the second Address hotel to open in 2019. Situated in Downtown Dubai, the hotel offers spectacular views of the Dubai skyline and the Burj Khalifa.

Comprising of two 60-level towers connected by a 220 metre high floating Sky Bridge, Address Sky Views houses 169 rooms and suites. It is also home to the 23 sqm Presidential suite that offers the best views in the house with floor-to-ceiling windows.

Boasting grand amenities such as the 70-metre long infinity pool, along with a host of upscale restaurants, spas, coffee shops, and leisure amenities, the Address Sky Views is designed to offer an unparalleled experience to every guest.

An overview of Emaar Hospitality Group's assets in 2019 include:

ADDRESS HOTELS + RESORTS

Address Hotels + Resorts is the first brand launched by Emaar Hospitality Group. The premium luxury hotel group has positioned itself as the perfect choice for business, leisure and group travellers.

The Address has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Positioning its messaging as 'Where life happens', Address Hotels + Resorts offers a more personal and engaging experience to guests in a premium lifestyle environment, enriching the lives of its guests with luxury, style and elegance.

Address Hotels + Resorts properties are situated in some of the most sought-after locations. The brand also owns and operates Address Residences which is a leader in the serviced and branded residences sector. Address Hotels + Resorts also extended its management to Palace Downtown, a palatial oasis in Downtown Dubai.



In 2019, Address Hotels + Resorts opened Address Sky View (169 rooms) and Address Fountain Views (193 rooms) — both located in Downtown Dubai. Existing assets include Address Downtown Dubai (220 super luxurious rooms and suites), Address Montgomerie (22 luxury hotel rooms and suites), and Palace Downtown (242 well-appointed guest rooms and suites).

In December 2019, new hotel management agreements were signed on Address Akmat Tower Grozny (180 keys). Other upcoming assets include Address Jumeirah Resort + Spa (217 rooms and suites), Address Harbour Point (223 luxury rooms and suites), Address Aljada Sharjah (150 rooms and suites), Address Al Marjan Island (248 rooms and suites), Palace Al Khan (88 rooms and suites), and Palace Fujairah Beach (167 rooms and suites). The serviced residences in its portfolio include Address Residences Downtown Dubai (626 serviced apartments), Address Residences Dubai Mall (449 serviced residences), Address Residences Dubai Marina (442 serviced apartments), and Address Residences Boulevard (532). The new additions to the serviced residences portfolio in the UAE include:

Address Residences Sky View (551), Address Residences Fountain Views (786), Address Residences Dubai Opera (809), Address Residences Jumeirah

Resort + Spa (443), The Residences Jumeirah Dubai, managed by Address Hotels + Resorts (478), Address Residences Fujairah Resort + Spa (170), Address Residences Harbour Point (741), Address Residences Aljada Sharjah (150), and Address Residences Al Marjan Island (234).

Address Hotels + Resorts marked two significant international expansions in 2018 with management agreements to operate Jabal Omar Address Makkah in Saudi Arabia featuring 1,490 guest rooms and suites, as well as units available for freehold sale to investors. Other international management agreements to operate hotels and serviced residences are in Egypt with Address Marassi Golf Resort + Spa (49 luxurious rooms) and Address Residences Marassi Golf Resort + Spa (68 Tuscan-styled branded residences); in Turkey with Address Istanbul (186 rooms), Address Residences Istanbul (197 serviced residences) and Address Residences Emaar Square Istanbul (73 luxury homes); and in Bahrain with Address Marassi Al Bahrain (112 rooms including 17 suites) and Address Residences Marassi Al Bahrain (155 serviced residences).

VIDA HOTELS AND RESORTS

Vida Hotels and Resorts is a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

Vida, meaning 'life' in Spanish, embraces warmth, simplicity and creativity in design-led spaces. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity.

The brand also operates Vida Residences, positioning itself in the branded serviced residences sector.

In 2019, it opened two new hotels: Vida Emirates Hills and Vida Creek Harbour, and announced as Vida Residences Creek Beach in Dubai Creek Harbour.

Furthermore, Vida Town Square is currently being developed in Dubai with 180 keys.



The portfolio also has hotels in Abu Dhabi, including Beach Reem Island Abu Dhabi (262 spacious guestrooms and suites), located on Reem Island, and Vida Residences Beach Reem Island Abu Dhabi (192 serviced residences).

Upcoming hotels under the brand in Dubai include Vida Za'abeel (220 rooms), Vida Harbour Point (275 rooms), Vida Dubai Marina (158 rooms), Vida The Hills (160 rooms), Vida Townsquare (180 rooms), Vida Dubai Mall (195 rooms), Vida Aljada Sharjah (175 rooms) and Vida Al Qasba Sharjah (100 rooms and suites).

The portfolio of upcoming Vida Residences includes: Vida Residences Za'abeel (1,718 serviced residences), Vida Residences Dubai Marina (360 serviced residences), Vida Residences The Hills (136 serviced residences); Vida Residences Downtown (328 serviced residences), Vida Residences Town Square (172 serviced residences), Vida Residences Dubai Mall (380 serviced residences), Vida Residences Aljada Sharjah (120 serviced residences), Through management contracts internationally, Vida also operates hotel projects in Saudi Arabia, Bahrain and Egypt. These include: Vida Jeddah Gate with 202 thoughtfully designed hotel rooms and Vida Residences Jeddah Gate (162 serviced residences) located in the heart of Jeddah Gate,

the elegant master-planned mixed-use development community by Emaar Middle East. Vida Marassi Al Bahrain is a 157-room lifestyle hotel, offering sea-facing views, elegant restaurants and lounges, business centre, spa and a pool; Vida Residences Marassi Al Bahrain features 145 elegantly designed 1-2-3-bedroom serviced residences set in an idyllic lifestyle development.

Vida Marassi Marina in Egypt overlooks the turquoise waters of Sidi Abdel Rahman Bay in Marassi and is elegantly designed with 122 hotel rooms and suites offering marina views, while Vida Residences Marassi Marina has 110 serviced apartments in high-quality finishes and equipped with modern amenities.



ROVE HOTELS

A contemporary midscale hotel and residences brand that reflects the pulse of Dubai, Rove Hotels, a joint venture between Emaar Properties and Meraas.

Designed for the new generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings, Rove Hotels defines a new niche in Dubai's vibrant hospitality sector.

Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart who lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the mindset of the highly mobile socially connected global nomads, who explore without borders.

With a focus on design, urban life and uplifting experiences, Rove Hotels assure total harmony with seamless guest service, high aesthetic standards in design and superior comfort. Rove Hotels operates numerous properties in well-connected locations across Dubai, along with an ambitious pipeline of hotels in other key markets.

As of 2018, there are six Rove properties - Rove Downtown, with 420 rooms in Downtown Dubai just 20 minutes from Dubai International Airport; Rove City Centre, a 270-room lifestyle hotel is situated minutes from Dubai International Airport and Dubai Creek; Rove Healthcare City with 286 design-influenced rooms; Rove Trade Centre, a 270-room hotel,

and Rove Dubai Marina, with 384 rooms in a stylish marina-front address. The latest addition is Rove At The Park with 57 keys, which opened its doors to guests in 2019.

Other Rove Hotels under development include: Rove Mina Seyahi (270 rooms) along with Rove Residences Mina Seyahi (443 serviced residences), Rove La Mer (366 rooms), Rove City Walk (566 rooms), Rove Aljada Sharjah (300 rooms), Rove Al Marjan Island (450 rooms), and Rove Manar Mall (250 rooms). In Saudi Arabia, Rove Hotels will operate Rove King Abdullah Economic City (240 hotel rooms).

EMAAR LEISURE GROUP

True to its promise to deliver memorable lifestyle experiences, Emaar Hospitality Group operates five leisure clubs in Dubai, each offering distinctive lifestyle experiences to the yachting, equestrian and golfing communities. The leisure clubs all enjoy excellent dining options and offer spectacular lifestyle events facilities for business and leisure alike.

The leisure clubs include: Arabian Ranches Golf Club with a golf course built as a true 18-hole, par 72 signature course designed by Ian Baker-Finch in association with Nicklaus Design. The club also features 11 rooms, restaurants as well as meeting and lifestyle events facilities; Address Montgomerie is managed by Troon Golf (is widely recognised as golf's only luxury brand. This unique combination of championship golf and luxury hospitality, known around the world as the Troon Golf Experience, has established Address Montgomerie as the Middle East's premier luxury golf destination. A design collaboration between golfing great Colin Montgomerie and Desmond Muirhead, Address Montgomerie is a links-land style oasis encompassing over 200 acres and featuring 14 lakes and 81 bunkers which challenge and intrigue all levels of players; Dubai Marina Yacht Club - boasting its own

600-berth private marina in the Dubai Marina canal; and Dubai Polo & Equestrian Club - extending over 68 acres with 357 stables, 17 paddocks, two polo fields, one practise field and two riding/showjumping arenas that play host to some of the region's most prestigious events.

Emaar Hospitality Group will also operate Dubai Hills Golf Club. Designed by European Golf Design and operated by Troon Golf, this 18-hole par-72 championship course is as challenging as it is stunning. Spanning 1.2 million square metres – the size of about 63 football fields – the course meanders through a series of valleys and wadis with Downtown Dubai as its backdrop. In addition to the course, Dubai Hills Golf Club has a spacious floodlit practice facility that includes a driving range, putting green and short game area. Avid golfers can brush up on their technique at the Academy's teaching bays or compare handicaps with fellow enthusiasts at the Club's delightful eateries.

The Group's portfolio also includes Creek Marina Yacht Club at Harbour Point, situated at Dubai Creek Harbour, that has 81 berths.

RESTAURANTS

Emaar Hospitality Group manages a number of restaurants across its hotel and leisure portfolio including At.mosphere, Burj Khalifa – the exclusive, award-winning fine dining restaurant offering contemporary cuisine, and located on Level 122 of Burj Khalifa.

U BY EMAAR

U By Emaar is a multi-tier rewards programme designed by Emaar Hospitality Group and Emaar Entertainment that offers unique customer-focused rewards. Designed with the guest at its heart, U By Emaar is defined by an all-encompassing experience it delivers across multiple Emaar's assets.

Launched in 2016, U By Emaar is Dubai's most rewarding loyalty programme that offers unprecedented value to members allowing them to earn and redeem points. With no membership fees, it has a simple, easy to understand earning system with flexible redemption either through Upoints or Upoints and cash. The programme is designed with the guest in mind and benefits are not restricted by blackout dates.

Participating brands encompass all properties under Address Hotels + Resorts, Vida Hotels & Resorts, Rove Hotels, restaurants, spas, leisure clubs and popular attractions, across Emaar Hospitality Group and Emaar Entertainment.

Members can also benefit from dining out at our award-winning locations as Arabian Ranches Golf Club, Dubai Polo & Equestrian Club as well as At.mosphere, Burj Khalifa.

The participating entertainment attractions include all Reel Cinemas, KidZania®, Dubai Ice Rink, VR Theme Park, and Dubai Aquarium & Underwater Zoo that are all located across Dubai.

EMAAR ENTERTAINMENT

Emaar Entertainment is the specialised provider of premium leisure experiences, owned by Emaar Properties PJSC. Its portfolio includes one of the largest aquariums in the region, Dubai Aquarium & Underwater Zoo; the unique children's' edutainment centre KidZania®; Reel Cinemas, the UAE largest megaplex with 26 screens; Dubai Ice Rink, the Olympic-sized ice-skating and events venue; VR Theme Park, the largest Virtual Reality Park in the world spread over 75,000 sq ft, all in The Dubai Mall.

Setting a new standard for cinema experiences with its flagship megaplex at The Dubai Mall, Reel Cinemas has continued to redefine the cinematic landscape, with a boutique cineplex at Dubai Marina Mall as well as the region's first dine-in cinema at Jebel Ali, marking the partnership with international celebrity restaurateur, Guy Fieri.

Reel Cinemas has also opened an 18-screen cineplex in Al Ghurair Center, in addition to introducing a brand-new concept – the first



hotel-cinema – located in Rove Downtown, the contemporary midscale hotel in Downtown Dubai. Further, Reel Cinemas announced the operation of a 5-screen luxury movie and entertainment centre at The Pointe located in the Palm Jumeirah.

Reel Cinemas dine-in cinema concept is in collaboration with international celebrity chef and television personality, Guy Fieri. At Guy Fieri's Kitchen & Bar and Dine-in Cinema by Reel Cinemas at Jebel Ali Recreation Club and The Pointe, film and food lovers can indulge in Guy's signature American comfort foods with an exciting twist while enjoying the latest cinematic blockbusters on the big screen.

Reel Cinemas has also expanded its local footprint with a brand-new concept – the first hotel-cinema – located in Rove Downtown, the contemporary midscale hotel in Downtown Dubai. The hotel-cinema adds to the convenience of hotel guests, catering to the needs of contemporary travellers and urban residents.

Another path-breaking initiative was the opening of Reel Junior is a dedicated screen for the little ones at Reel Cinemas - The Springs Souk and

The Dubai Mall. Besides the standard seats, Reel Junior also offers cool & quirky beanbag seats specially designed for children to sit back and enjoy their favourite movie.

Reel Cinemas circuit has undertaken a transformation, redefining the cinema experience for movie-lovers in the UAE. The digital transformation propelled Reel Cinemas to the forefront of innovation, with a wholly digital-focused on-ground customer journey, streamlining the pre-cinema experience and enhancing the overall guest journey for visitors.

Complementing the pre-cinema journey, each cinema across the Reel Cinemas circuit has been fitted with Dolby Atmos surround sound, which fills the cinemas with rich, breath-taking audio from every direction, and Barco Flagship Laser Projectors. As the largest flagship laser cineplex in the world, each system has been specifically designed to fit each theatre, ensuring the ultimate visual experience for an overall unparalleled cinematic journey with every visit, no matter where you are seated.

Emaar Entertainment also opened 'Dig It', an incredible play environment based around a real working building site in The Springs Souk.

The unique construction-activity based entertainment concept enables children to learn how to work together as they dig, move, build and create using various means that stimulate their imagination and provides an active, educational play experience.

In June 2019, KidZania spread its footprint in the UAE by opening at Yas Mall in Abu Dhabi. In addition, Ekart Zabeel, the UAE's first electric karting experience opened in The Dubai Mall's Zabeel expansion in October 2019.

Furthermore, The Lounge at the Burj Khalifa was awarded the Guinness World record title for the highest lounge in the world.

The Entertainment arm of Emaar has also recorded the longest-running theatre production of the Phantom of the Opera, from 16 October 2019 to 9 November 2019 in the Dubai Opera, with 30 performances. The Dubai Opera Box Office also recorded unprecedented attendance of 41,000 people, with sold-out shows including Gipsy Kings, Omar Kamal, Bootleg Beatles, Passenger, Guy Manoukian, Gladiator in Concert, The Godfather in Concert, Umm Kulthum Hologram Concert and the Tribute to Dalida.

Projects in the pipeline include the opening of one of the world's tallest indoor roller coasters in the Dubai Hills Mall, expected to open in 2021, before the Expo.

Emaar Entertainment is now expanding its footprint outside the UAE with an MoU to operate exceptional entertainment experiences in Bahrain.



EMAAR

INTERNATIONAL OPERATIONS



INTERNATIONAL OPERATIONS

Emaar Properties has a growing international footprint that reflects the company's strategy to create long-term value for its stakeholders. Taking the Dubai model of developing world-class integrated communities globally, Emaar—through its listed companies, wholly-owned subsidiaries, joint ventures and partnerships—is focused on creating master-planned communities with high-quality homes, offices, retail, hospitality and leisure attractions.

Active in 10 high-growth countries, Emaar has handed over 21,000 properties since 2002 and achieved overall sales of 88 per cent of its inventory in all its key global markets as of end-2019.

Emaar's international operations is led by its significant land bank of over 211 million sq ft, of which 147 million sq ft is in India and 36 million sq ft is in Egypt.

In 2019, Emaar International recorded a 43 per cent increase in revenue to AED 4.399 billion (USD 1.198 billion), compared to AED 3.081 billion (USD 839 million) in 2018. In 2019, Emaar International's revenues reflected 18 per cent of the total Group's revenue. This growth was primarily led by Emaar's operations in Egypt and India.

2019 also saw Emaar International record AED 0.8 billion EBITDA for the first time since its inception, which also reflected a 156 per cent growth in YoY EBITDA across countries.

Today, Emaar has established itself in several markets spanning the Middle East, North Africa, Pan-Asia, Europe and North America. The company is active in Saudi Arabia, Jordan, Lebanon, Egypt, Morocco, India, Pakistan, Turkey, USA, and Italy. Emaar is also expanding its hospitality & leisure and malls & retail operations to the international markets.

Below is an overview of some of the key international project launches and deliveries by Emaar:

SAUDI ARABIA

Currently, Emaar has two key developments in Saudi Arabia, Jeddah Gate and Emaar Residences at Fairmont Makkah.

In Jeddah Gate development, Emaar KSA has successfully completed three residential projects (864 apartments). Moreover, Jeddah Gate retail has emerged as a unique F&B destination in the city, and has generated a decent footfall having top F&B brands available in its vicinity. Emaar Residences at Fairmont Makkah is located in the holy city of Makkah within Abraj Al Bait project.

Emaar concluded the split with its former JV partner in 2019 whereby Al Khobar Lakes project is transferred to the outgoing partner.





EGYPT

Emaar Misr, the Egyptian subsidiary of Emaar Properties listed on The Egyptian Exchange, achieved significant growth with the sale of 94 per cent of released units since inception. Emaar Misr currently has five residential developments – Uptown Cairo, Marassi, Mivida and Cairo Gate & New Zayed.

With an existing land bank of about 3.8 million and another 2.1 million sqm at the upcoming New Zayed landmark, distributed among five prime locations strategically in east, west and central Cairo, as well as Egypt’s Mediterranean coast, Emaar Misr is expanding its footprint in the country, creating sustained value for the local economy.

Uptown Cairo is spread over 4.2 million sqm and features a business park, town centre, mall, resorts, spa, sports and leisure facilities, along with a world-class golf course and a variety of luxurious residential projects.

At the heart of Uptown Cairo is Emaar Square, a ‘city within a city’ development, featuring a five-star premium Address hotel project.

Emaar Square will feature Egypt’s largest open mall, along with a five-star premium Address hotel and serviced residences that boast of panoramic views of the city, set along a spectacular boulevard, reminiscent of global landmarks such as Las Ramblas in Barcelona, Beverly Hills’ Rodeo Drive and Champs-Élysées in Paris.

The 3.7 million sqm Mivida pioneers a new residential concept in Egypt, by introducing smaller, smarter and cost-competitive fully-finished and ready-to-furnish residences.

Marassi is a 6.5 million sqm tourist resort project located on Sidi Abdel Rahman and Alamein. It has seven distinct lifestyle districts, over 1,700 hotel rooms that will be operated by Address Hotels + Resorts and Vida Hotels and Resorts, along with a marina, a golf course and multiple healthcare facilities. In 2018, Emaar marked the opening of the historic Al Alamein Hotel.

Cairo Gate is an enchanting 0.5 million sqm development in the most premium location of Sheikh Zayed. It offers an upscale lifestyle for the discerning elites looking to find a destination where elegance and intimacy blend together in a perfect balance. With a collection of villas, townhouses, twin houses, apartments and serviced apartments that take opulent living to the next level, Cairo Gate is an ideal place for homeowners to grow and thrive.

Cairo Gate also houses some of the most upscale world-class services and amenities in the city, surrounded by spectacular landscapes, upscale dining experience, and an exclusive social club, fitted with security and technology. Emaar Misr’s newest landmark—New Zayed—lays on 2.1 million sqm of land. With access to main roads and close proximity to the Sphinx Airport, New Zayed is specially designed for the youth.

Emaar Misr is currently focused on creating one of the largest real estate companies in Egypt, with a focus on providing significant impetus to the local economy through exploring more growth opportunities.

TURKEY

Emaar Turkey, the wholly-owned subsidiary of Emaar Properties, has launched integrated master-planned communities in the country including Tuscan Valley – now a fully-established neighbourhood – and Emaar Square, which features a world-class Address hotel project, as well as one of the largest malls in Turkey, Emaar Square Mall, which opened in 2017.

Inspired by Tuscan architecture and enriched with magnificent views of Lake Büyükçekmece and Marmara Sea, Tuscan Valley is home to 493 luxury villas, apartments and townhouses.

Emaar Square takes inspiration from the rich cultural heritage and spirit of Istanbul and will comprise over 1,000 luxury homes in addition to the mall and hotel. Emaar Square Mall, a trophy asset, will offer city dwellers an unrivalled shopping and leisure destination. Emaar Square will also boast the country's first Address hotel – Address Istanbul – and Address Residences Istanbul and serviced residences under Address Residences Emaar Square.





MOROCCO

Emaar Morocco, a wholly-owned country subsidiary, handed over exclusive Hattan Villas in its flagship master-planned community, Amelkis Resorts, in Marrakech. Offering the choice of tranquil living within a green golf environment, the Hattan community has villas designed by renowned architects, several of which are now being handed over.

LEBANON

Emaar recently launched the 6th phase of BeitMisk, with phase 5 currently under construction. With more than 200 families already living at BeitMisk full time, phases 1, 2 and 3 are completed, and homes in phase 4 are currently being handed over.

BeitMisk, one of the most attractive residential gated communities in Lebanon, is beautifully located in the Northern Metn region at an altitude of 600 to 900 meters, and spreads over approximately 655,000 sqm of land, offering its residents an exceptional view overlooking Beirut and the Mediterranean Sea.

INDIA

In 2018, Emaar formalised its demerger from its former joint venture partner following the approval from National Company Law Tribunal.

2019 saw two new projects launched in the country: DigiHomes and the third phase of Jaipur Greens. This takes the total number of projects currently under development to 12. Of this, two projects are commercial, while ten are residential, spread across Mohali, Delhi, Gurgaon, Chennai, Jaipur, Lucknow, Indore, and Hyderabad.

Emaar has a land reserve of 23.9 million sqm as of December 2019, spread across the country, up from 22.81 million sqm in 2018. The existing land reserves are identified for development — expected to provide approximately 58 million sq ft of developable area for residential, retail and hospitality assets. As of December 2019, approximately 79 per cent of the launched area has been sold, which accounts for 19,651 units. Sales backlog stands at 3,563 units.



Post demerger, Emaar launched its first residential project in June 2019 — Digi Homes in Sector 62, Gurgaon. The entire project is planned on approximately 14 acres of land parcel, of which the launched area — Phase 1 is spread on 6 acres of land.

Phase 1 of the DigiHomes project will have three residential towers with 369 homes. This would reflect a total saleable area of approximately 0.69 million sq ft.

Emaar has already sold ~0.17 million sq ft of Phase 1, which accounts for 87 of the 369 units. The project is planned to be completed by 2022, with the handover scheduled for the fourth quarter of the year.



PAKISTAN

Emaar Pakistan has pioneered the concept of master-planned communities in Pakistan that integrate residential amenities, offices, healthcare, shopping malls, hotels, dining and entertainment to bring a world-class lifestyle to the country with two mega-developments located at Crescent Bay Karachi and Canyon Views Islamabad.

Crescent Bay, Karachi, enjoys a spectacular location in the DHA Phase VIII, to Karachi's southwest coast. With a beautiful two-kilometre seafront along the shores of Arabian Sea, the community will include parks and a mosque, with a mix of tall towers and mid-sized buildings that will provide luxury residential apartments and penthouses with a range of prices, styles and finishes.

Seven high rise towers, namely Coral, Pearl and Reef Towers are under construction on the coast with another phenomenal development named Panorama with 46 floors providing captivating sea views.



EMAAR

BOARD OF DIRECTORS

MOHAMED ALABBAR

Founder of Emaar Properties, Founder & Director of noon.com, Americana Group, Eagle Hills, Alabbar Enterprises.

In 1997, Mohamed Alabbar founded Emaar properties, today the largest real estate development company outside of China and leading developer of iconic assets such as Burj Khalifa and The Dubai Mall. A global entrepreneur with active interests in real estate, retail, luxury hospitality, and now e-commerce and technology, Mohamed Alabbar is also the founder and director of the Middle East's homegrown marketplace noon.com, today the largest GCC e-commerce company.

Alabbar also serves as the Chairman of Eagle Hills Properties, the Abu Dhabi based private investment and real estate development company and Chairman of Americana Group, the largest integrated food company in the Middle East.





JAMAL BIN THENIYAH

Mr Jamal Majid Bin Theniyah is Non-Executive Director and Vice-Chairman of DP World Limited. A UAE national, he joined Port Rashid Authority (PRA) in October 1981, becoming Assistant Managing Director of Dubai Ports Authority in 1991.

In 2001, he was appointed Managing Director. In 2005, during the merger of Dubai Ports Authority and Dubai Ports International, he became the DP World Vice Chairman, and in October 2009 became Non-Executive Director and Vice Chairman. Mr Bin Theniyah is the Chief Executive Director of Port & Free Zone World, the holding company of DP World Limited, Economic Zones World (EZW) and P&O Ferries. In September 2009 he was appointed Non-Executive Independent Director of Etihad Rail Company PJSC (Abu Dhabi).

AHMED JAMAL HASSAN JAWA

A self-made Saudi Arabian entrepreneur with deep expertise on strategic international investments and corporate governance, Mr. Ahmed Jawa has extensive business interests in oil and gas, healthcare, hospitality, home entertainment and real estate development, in the Middle East, Europe, USA, North Africa and South Asia.

Mr Jawa is a trusted strategic advisor for major listed companies in the Middle East and internationally, and lends insightful guidance on investments that create long-term value. With a keen eye for next-generation business propositions, he is regarded as a pioneering investor from the Arab world in strategic sectors such as oil and gas, biotechnology and hospitality & real estate ventures.

Mr Jawa is the Vice Chairman, President & Chief Executive Officer of Starling Holding Limited, an international investment group with diversified investments, including direct deals with Euro Disney, as one of its largest shareholders; Emaar Properties, the developer of global icons including Burj Khalifa and The Dubai Mall;



RAK Petroleum, one of the largest oil and gas companies in the Middle East; and Samumed, a US-based bio-tech leader in medical research and development for tissue-level regeneration.

He established Starling Holding fresh from college, at a time when the concept of private equity was practically non-existent in the region. His illustrious business career is defined by his strong acumen to identify high-value growth opportunities, and his commitment to the highest standards of corporate governance and transparency.

Mr Jawa serves on the Board of Emaar Properties, and is the Chairman of its Investment Committee, offering strategic support for the company's aggressive global expansion. He also serves on the board of Emaar Turkey, Emaar Misr in Egypt, and Emaar, The Economic City, the developer of the largest of its kind masterplanned community in the region, the King Abdullah Economic City, in Saudi Arabia.

He is a Member of the Nomination & Remuneration Committee of Emaar Properties, listed on Dubai Financial Market, and Chairman of the Nomination & Remuneration Committee Emaar, The Economic City, listed on the Saudi

Tadawul exchange. He is also on the Board of RAK Petroleum, an Oslo Børs-listed oil and gas investment company, and serves as the Chairman of its Audit Committee. Mr Jawa is also a Board Member of the newly spun off Emaar Development publicly traded on Dubai Financial Market and he is also a member of the Investment and Nomination Committees.

Mr Jawa has an extensive breadth of corporate leadership expertise, having served as Chairman of Disney Jawa Enterprises, which introduced a range of Walt Disney licenced products to the Middle East region. He was the Chairman & CEO of Stallions Home Video, which redefined home entertainment in the region, and Coflexip, a joint venture with France's Elf Aquitaine, to lay underwater pipes for crude oil distribution.

His visionary thinking, expertise, professionalism and contribution to international business was underscored at the World Economic Forum in Davos, Switzerland, where he was honoured as one of the 'Global Leaders of Tomorrow.' Mr Jawa holds a Master's in Business Administration (MBA) and a Bachelor of Science in Business Administration, both from the University of San Francisco. He is fluent in Arabic, English and French.



AHMAD AL MATROOSHI

Ahmad Al Matrooshi oversees the day to day operations within Emaar including government affairs, media, public and community relations.

Al Matrooshi is Founder & Chairman of Dubai Property Society (DPS) and is dedicated to an ongoing forum that ensures a code of ethics for real estate practices and procedures.

He is also the Chairman of Emrill Services LLC; member of the Consultation Committee for the Dubai Supreme Council of Energy, a member of the Committee at UAE Council of UAE companies invested abroad. He holds memberships to a number of prominent organizations.

Prior to joining Emaar in November 2005, Al Matrooshi held the position of Chief Executive Officer at the government-run Dubai Development Board (DDB) for almost a decade. At the DDB, he ensured affordable housing and competitive financing rates to all residents across the Emirate. Before this move, Al Matrooshi was Deputy Director of the Dubai Chamber of Commerce & Industry for 14 years.

Born and brought up in Dubai, United Arab Emirates, Al Matrooshi holds a Bachelor of Arts in Public Administration and a Diploma in Property Management from NCFE - UK.

JAMAL AL MARRI

Jamal Al Marri, a non-Executive Director, was appointed to the Board of Emaar Properties PJSC, in May 2013.

He is the Executive Director of Central Accounts at the Department of Finance of the Government of Dubai and Member of the Professional Communication Corporation “Nedaa”. He also serves as Board Member and Chairman of the Audit Committee of Imdaad.

Moreover, Jamal worked for ten years in various positions at Emirates General Petroleum Corporation (Emarat) until he served as Financial Accountant and Chairman of the Tender Committee. In 2006, he joined the Department of Finance at H.H. The Ruler’s Court in Dubai where he held several positions until he was appointed to his current position of Executive Director of Central Accounts at the Department of Finance.



In 2010, he headed the Dubai Government's Finance Team. Furthermore, he previously served as representative of the Government of Dubai to the Restructuring Committee of Amlak Finance.

In addition to his day-to-day duties, Jamal takes part in drafting and reviewing various local legislations referred to the Department of Finance.

Born in UAE in 1971. In 1995, he received a bachelor's degree in Business Administration (Finance and Banking) from the College of Business and Economics (CBE) at the United Arab Emirates University (UAEU).



ARIF OBAID AL DEHAIL

Mr Arif Obaid Al Dehail currently serves as Chief Executive Officer of Dubai Port Authority - Ports, Customs and Free Zone Corporation since 2017.

Mr Al Dehail has extensive experience in international ports and terminal operations and management through his vast knowledge and leadership during his 28 years in port and maritime industry. He has held several leading positions in ports and maritime sector such as Chairman and CEO of P&O Ports between 2014 and 2016, also in the regulatory arm of Ports, Customs & Free zone Corporation as CEO of the Department of Planning & Development. DP World as Assistant Managing Director of DP World - UAE Region, and prior to that, Senior Vice President - DP World, Global Operations & Engineering and Acting Senior Vice President & Managing Director for Africa region. He also served on several key roles in DP World and Dubai Ports Authority as Chief Operating Officer of DP World - UAE Region.

Al Dehail has worked on several key projects in the UAE and internationally within the portfolio of DP World. He was actively involved in the master plan development of Jebel Ali port and future terminal phases planning for port expansion. He was a board member at DP World in Sukhna - Egypt in 2008. He was recognized as a valued contributor in the successful integration of DPA, DPI & CSXWT as well as P&O company merger in 2007. Additionally, Mr Al Dehail is a board member of various companies such as a board member of Etihad Rail – UAE, Etihad Rail DB (Rail Operator of stage 1), Emirates Transport, DP World UAE region, & Dubai World Travel.

Al Dehail holds a Bachelor's degree in Geo-Economics from UAE University -1989, and holds Diplomas in Ports and shipping Management from Singapore Port Authority and University of Delaware - USA; and a Diploma in International Program in Port Planning and Management jointly organized by University of New Orleans – Louisiana USA, and Port of New Orleans, Louisiana, and he has a Diploma- SEPME (Senior Executive Program) from Harvard Business School, Boston USA -2004, and successfully completed Government of Dubai leadership program – Sheikh Mohammed bin Rashid Leadership Program – Dubai School of Government.

ABDUL RAHMAN AL HAREB

Abdulrahman Hareb Rashid Al Hareb is the Chief Internal Audit Officer at Dubai Holding, a global investment group. In his role at Dubai Holding, Al Hareb is responsible for managing, planning and supervising the annual Dubai Holding Audit, overall risk assessment, and internal control structure and corporate governance evaluation. Al Hareb also oversees the auditing of all Dubai Holding subsidiaries.

In addition to his responsibilities at Dubai Holding, Al Hareb is the Chairman of the Board of TAIB Bank. He is also the Vice-Chairman for Awqaf & Minors Affairs Foundation and a board member of Emaar Properties, Emaar Malls and Emirates Transport.

Al Hareb has over twenty-three years of experience in audit, risk management and banking. Prior to joining Dubai Holding, Al Hareb has held various senior positions in the National Bank of Dubai and Financial Audit Department – Government of Dubai.



Most recently, Al Hareb has been the Chairman of Shuaa Capital, Gulf Finance, Oman National Investment Corporation Holding, as well as a board member of StandardAero US and Chairman of the Audit Committee of Dubai Aerospace Enterprise (DAE) Ltd. In the past, Al Hareb was the Vice President – Internal Audit at Dubai Islamic Bank.

Al Hareb is a UAE National and holds an MBA from Hult International Business School, Bachelor degree in Business Administration-Accounting from Seattle University, United States. He is a Certified Public Accountant (CPA), and a Certified Internal Auditor (CIA).



ABDULLAH BELYOAHAH

Abdullah Saeed Bin Majid Belyoahah serves as a Non-Executive Director of Emaar Properties, having been appointed to the board in 2012 and was appointed in September 2014 as Board Member of Emaar Malls Group. He is also a Board Member of the National Bonds Corporation and a member of its Audit Committee.

Abdullah is currently the Director of the Public Debt Management Division of the Department of Finance, Government of Dubai, and is responsible for the consolidation of Dubai sovereign debt, establishing the Debt Management Office and investor relations operation. In the past, he served as Head of Operations of the Dubai Financial Support Fund, an entity under the Government of Dubai, and was actively involved in the successful completion of the restructuring of Dubai World and Nakheel PJSC.

Abdullah worked on several key financing initiatives of the Government of Dubai including a US\$1.93 billion Sukuk in 2009, a US\$1.25 billion bond in 2010 (which won from Credit Magazine as Credit Deals of the Year), a US\$800 million Salik Securitisation Programme in 2011, the US\$675 million Al Sufouh tram financing (the first-ever 30-year conventional bonds in 2013) and the 15-year Sukuk with a benchmark sized of US\$750 million in April 2014. He was also part of the team that represented the Department of Finance, spearheaded by its Director General, to win the Dubai Government Excellence Award Programme.

He started his professional career with Istithmar, serving in the consumer products and real estate vertical departments, worked on several key acquisitions and strategic divestments, and evaluated real estate investment opportunities globally.

Abdullah is a graduate from the American University in Dubai with a degree in Business Administration, and had won several awards for his work on Salik Securitisation and other financial strategies.

JASSIM AL ALI

Mr Jassim Mohammed Abdul Rahim Al Ali is the Chief Executive Officer of Al Ali Property Investments (API). He has gained experience in planning, construction and development of the family assets. He is also the Chief Executive Officer of API Hotels and Resorts and is working with operators such as Accor and IHG.

In 2006, Jassim finished his Bachelor's in Business Administration from American University of Sharjah (AUS). After graduation, Jassim joined his family business - API in 2006 as the Commercial Director. During his tenure, he worked on numerous projects and is currently accountable for over 50 property assets that are in the UAE. Jassim is an out of the box thinker and innovator, keeps himself updated by investing his time in books, current global affairs and market economy. He is a true visionary for tenants residing in his properties where he is aiming to deliver a change from the traditional way of living to a unique experience by introducing technology and new ways of making life as a tenant better.





EMAAR
PRINCIPAL OFFICERS

PRINCIPAL OFFICERS

AHMAD AL MATROOSHI
Management
Emaar Properties PJSC

IBRAHIM ALHASHMI
Corporate Services
Emaar Properties PJSC

MARK PHOENIX
Procurement
Emaar Development PJSC

SUNIL GROVER
Finance
Emaar Development PJSC

AMIT JAIN
Management
Emaar Properties PJSC

AVINASH PANGARKAR
Finance
Emaar Properties PJSC

FAWAZ SOUS
Sales
Emaar Development PJSC

ZEINA DAGHER
Management
Emaar Entertainment LLC

BADER AL MHEIRI
Management
Emaar Development PJSC

AYMAN HAMDY
Legal
Emaar Properties PJSC

AJAY MUNOT
Management
Emaar India

AKASH VEERWANI
Finance
Emaar International

FAISAL MASUD
Digital
Emaar Properties PJSC

DMITRII BELIANINOV
People & Performance
Emaar Properties PJSC

MOSTAFA EL KADY
Management
Emaar Misr

NATALIE BOGDANOVA
Operations
Emaar Malls PJSC

FAHAD AL SABERI
Security
Emaar Properties PJSC

HADI BADRI
Management
Emaar International

FEYZE TECELLIOGLU
Management
Emaar Turkey

ANEES MUNDASSERY
Finance
Emaar Malls PJSC

AMAR TAHILANI
Mirage Leisure
and Development Incorporation
Emaar Properties PJSC

AHMAD AL FALASI
Group Operations
Emaar Properties PJSC

SOHAIL BAIG
Management
Emaar Pakistan

CHRISTOPHER NEWMAN
Operations
Emaar Hospitality

MAITHA AL DOSSARI
Strategic Projects
Emaar Properties PJSC

IRFAN SADIQ
Audit
Emaar Properties PJSC

RAHAL LAGHROUDI
Management
Emaar Morocco

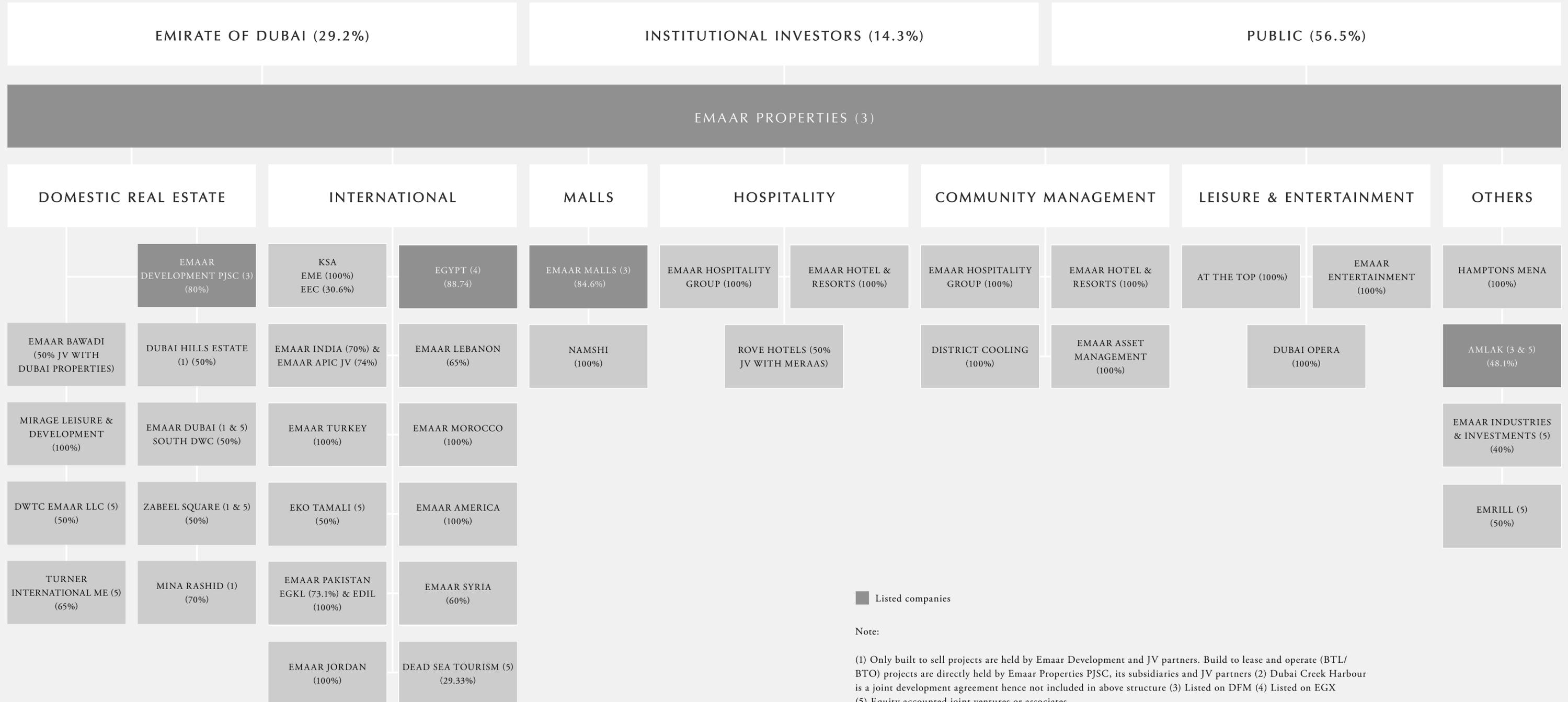
CHUA WEE MENG
Finance
Emaar Hospitality

A scenic sunset over a body of water. The sky is filled with orange and yellow clouds. In the foreground, there is a calm body of water reflecting the sunset. On the right side, a tall, thin fountain jet rises from the water. In the middle ground, there are rolling green hills or dunes. On the left side, there is a large, multi-story building with a dome and several palm trees in front of it.

EMAAR

GROUP STRUCTURE

GROUP STRUCTURE



EMAAR