



EMAAR

THE PRIDE OF OUR NATION

ANNUAL REPORT 2018

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## LETTER TO SHAREHOLDERS

“You inspire us, year after year, to push ourselves, set new benchmarks, and create long-term value for the Company and our nation.”

I thank you for your continued support to your Company. A defining factor that has highlighted our evolution, especially in recent years, is the true sense of ownership across all levels of operation by every member of the Emaar family.

While we have created, literally, the spirit of ownership for our customers through our master-planned communities, I have always believed that organisations perform best when it builds an ‘ownership culture’ that touches every employee.

With an ownership mindset, every action they take is guided by the organisational values, which, in turn, enable cost consciousness, resource use optimisation and higher levels of efficiency and productivity. And that is what has enabled us to achieve exceptional financial performance, even while operating in a challenging environment of global economic volatilities.

As His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, said, when people are committed to make their dreams a reality, nothing can stop them.

Our dream has always been to be one of the world’s most trusted and valuable companies that enriches lives and is powered by the best people.

This reflects every aspect of our operation, underpinned by our consistently strong financial results.

## FIRM FUNDAMENTALS

Your Company recorded exceptional growth in 2018. That is the result of the agility and flexibility with which we have operated in today’s fast-changing environment.

We recorded a net operating profit of AED 7.216 billion, a growth of 30 per cent over 2017, prior to considering the effect of the IPO of Emaar Development and forex movement. Total revenue increased by 37 per cent to AED 25.694 billion, over FY 2017 revenue.

To create sustained value for you, our shareholders, we successfully listed our UAE build-to-sell property development business, Emaar Development, by selling its 20 per cent stake through IPO, which raised AED 4.824 billion. We also announced AED 4 billion of exceptional dividend from the proceeds of the IPO.

The performance of Emaar Development has been exemplary despite the global volatilities. The Company reported total revenue of AED 15.433 billion, a growth of 74 per cent compared to 2017.

Highlighting our customers trust in Emaar as a reliable, quality developer, we achieved record sales of AED 14.394 billion in the UAE in 2018. As of December 31, 2018, Emaar has a sales backlog of AED 36.454 billion to be recognised as revenue in the next three to four years with over 29,000 residential units scheduled to be delivered over the coming years.

Underlining the success of Emaar's business segmentation, our shopping malls, hospitality & leisure, entertainment and commercial leasing businesses together generated revenue aggregating to AED 7.18 billion representing 28 per cent of the total revenue and contributing 40 per cent to the total EBITDA of FY 2018. The revenue from Emaar's international development operations stood at AED 3.081 billion, with our global operations now accounting for 12 per cent of Emaar's total revenue.

The performance of our businesses, across all markets, reflects our success in delivering high quality lifestyle choices. We will continue to grow significantly at a faster pace in the next five years – because we have set the right priorities. We believe that as One Emaar, with single-minded goals, we can achieve big wins faster.

We are committed to creating a stable revenue stream by investing for the future. Our decisions, backed by your support, has contributed to Emaar being recognised as among the world's top 10 most valuable real estate brands in 2018, according to Brand Finance, the brand valuation and strategy consultancy. We are also the world's most valuable real estate company outside of China.

## A CUSTOMER FIRST COMPANY

Our strategy for our long-term growth is based on a fundamental principle: Be customer-first. In everything we do, we intend to make sure that we are always relevant to our customers – today and in the future. That is why we invest in the best talent and continue to seek them out.

We have reimaged our businesses for the digital era and the new generation of customers, and we continue to expand our business to new, high-growth markets. We are ensuring that we are in sync with the speed with which technology is evolving, and decisions are being made.

To deliver value for our customers and to meet their aspirations through on-schedule delivery, we focus on rapid construction. Our customers trust us and are inspired by our track-record of delivery – and we will continue to be the customer-first organisation. Our achievements are the result of working and winning together – by being open to ideas, welcoming innovation and promoting smart thinking.

## BUILDING THE FUTURE OF LIVING

We have several strategic approaches in defining a new era for Emaar. The first is to pursue an asset-right strategy to improve return on investment. For example, our hospitality business has recorded robust growth since its inception in 2007 and moving to an asset-light model will enable the business to unlock its true potential.

While we continue to build premium real estate, our focus is to build for the future because that is the only way we will stay relevant. A great example of this is Dubai Creek Harbour – The World of Tomorrow - which defines the future of living. Here, we are also creating a new iconic destination for our city – Dubai Creek Tower, which is progressing well and as per our plans.

Our mega-developments including Dubai Hills Estate and Emaar South are modern urban hubs that meet the lifestyle aspirations of our customers. In 2018, we launched 16 new residential destinations, with over 6,000 units and with a total value of AED 13 billion. We also unveiled the first residences in Emaar Beachfront, a private island destination. This project was sold out immediately after its launch, generating more than AED 1 billion.

Our international development operations are equally robust – with a strong track-record of delivery and sales in Egypt, Turkey and India – part of our core and focus markets outside UAE. In India, we have completed the demerger of our business from our former joint venture partner and we are focused on strengthening our operations in the country.

Another key area that we are redefining to fuel future growth is our malls business. This is underlined by the opening of our expanded Fashion Avenue in The Dubai Mall, which added 150 outlets and sets a new standard for luxury living. It takes the total number of retail outlets in the world's most-visited retail and lifestyle destination to over 1,230.

We are also bringing innovative retail approaches, which takes us back to the fundamentals. This involves the introduction of the charm of the old town squares with the dynamism of modern retail. In the e-commerce era, we must look at retail with fresh eyes. This means that we should not only be building world-class malls, but also maintain them well, while upgrading the retail mix in line with the shifting trends.

We announced the launch ‘Dubai Hills Mall’ in Dubai Hills Estate, which is testimony to our new approach to retail; and ‘Dubai Square’, which defines the future of retailing within Dubai Creek Harbour. ‘Dubai Square’ blurs the boundaries of online and in-mall shopping, integrates indoor with the outdoor, and delivers a social experience like none other. It is being designed for the new era of customers that are digitally connected and tech-savvy, and setting a new benchmark for retail experiences in the 21st century.

## A FUTURE READY COMPANY

Your Company is future ready. That is important because digital natives are changing the world and they are doing it extremely well. It is important that we learn from them – and to learn from them, we must make them part of

our team. Emaar has been focusing on driving our digital transformation with our team of young, dynamic, innovative and creative young professionals. Backed by experienced professionals and with a bright young team, Emaar is firmly positioned as a future-ready organisation.

We are also strengthening our partnerships in the UAE – because we all stand to win together. Our partnership with Aldar is historic – as we will work to develop iconic destinations that will add to the pride of our nation.

I am confident that all these initiatives will enable us to fulfil our purpose – to create value for you. With AED 9.9 billion of revenue in 2014, growing to over AED 25.694 billion by 2018, Emaar has clearly walked the talk. The performance we’ve delivered over the last five years is a foreshadow of what is yet to come. We have the fundamentals to drive and double our growth – and with your support we will achieve our goals.

**Mohamed Alabbar**

**Chairman**

**Emaar Properties**

# BUSINESS OVERVIEW

With the development of premium real estate assets as one of its three core businesses, Emaar recorded strong growth in 2018.

The positive performance of Emaar's businesses in 2018, across all markets, reflects the success of its focus on delivering high quality lifestyle choices. Setting benchmarks in design, build quality and the choice of amenities, Emaar's property developments are sought-after by investors, including international investors, while the malls business is setting retail trends by serving as retail and leisure destinations of choice. Emaar's hospitality and leisure operations have also gained further traction through geographic expansion and the creation of innovative experiences.





With its significant sales backlog and a robust development pipeline in the UAE and 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 distributed an exceptional dividend of AED 4 billion in 2018, from the proceeds of Emaar Development IPO, highlighting the company’s commitment

to delivering sustained value. Emaar Malls and Emaar Development too distributed a cash dividend of AED 1.301 billion and special (interim) dividend of AED 1.040 billion respectively.

A driver of the company’s growth, Emaar’s property development business achieved new milestones in project delivery during 2018. To date, Emaar has handed over more than 51,800 residential units in Dubai and other international markets. More than 29,000 residences are under development in the UAE and over 15,900 units in global markets.



## FINANCIAL HIGHLIGHTS

In 2018, Emaar Properties reported a net profit of AED 7.216 billion, a 30 per cent increase over FY 2017, prior to considering the effect of the IPO of Emaar Development and forex movement. Revenue in 2018 was AED 25.694 billion, a growth of 37 per cent over FY 2017.

Emaar Development's total revenue in 2018 was AED 15.433 billion, a growth of 74 per cent over FY 2017 revenue. Highlighting the strong investor interest for Emaar's residential launches, Emaar reported total sales of AED 14.394 billion in the UAE during 2018. Emaar now has a sales backlog of AED 36.454 billion in its home-market to be recognised as revenue in the next three to four years.

In 2018, Emaar Development marked the sale of over 6,500 residential units in Dubai, which recorded positive investor response, including from international buyers. Emaar Development now has nine residential destinations in Dubai with over 29,000 homes currently under development. To date, the company has handed over 35,700 residences in Dubai.

Emaar's international business operations were equally strong in 2018, contributing 12 per cent to the total revenue. Revenue from overseas operations was AED 3.081 billion.

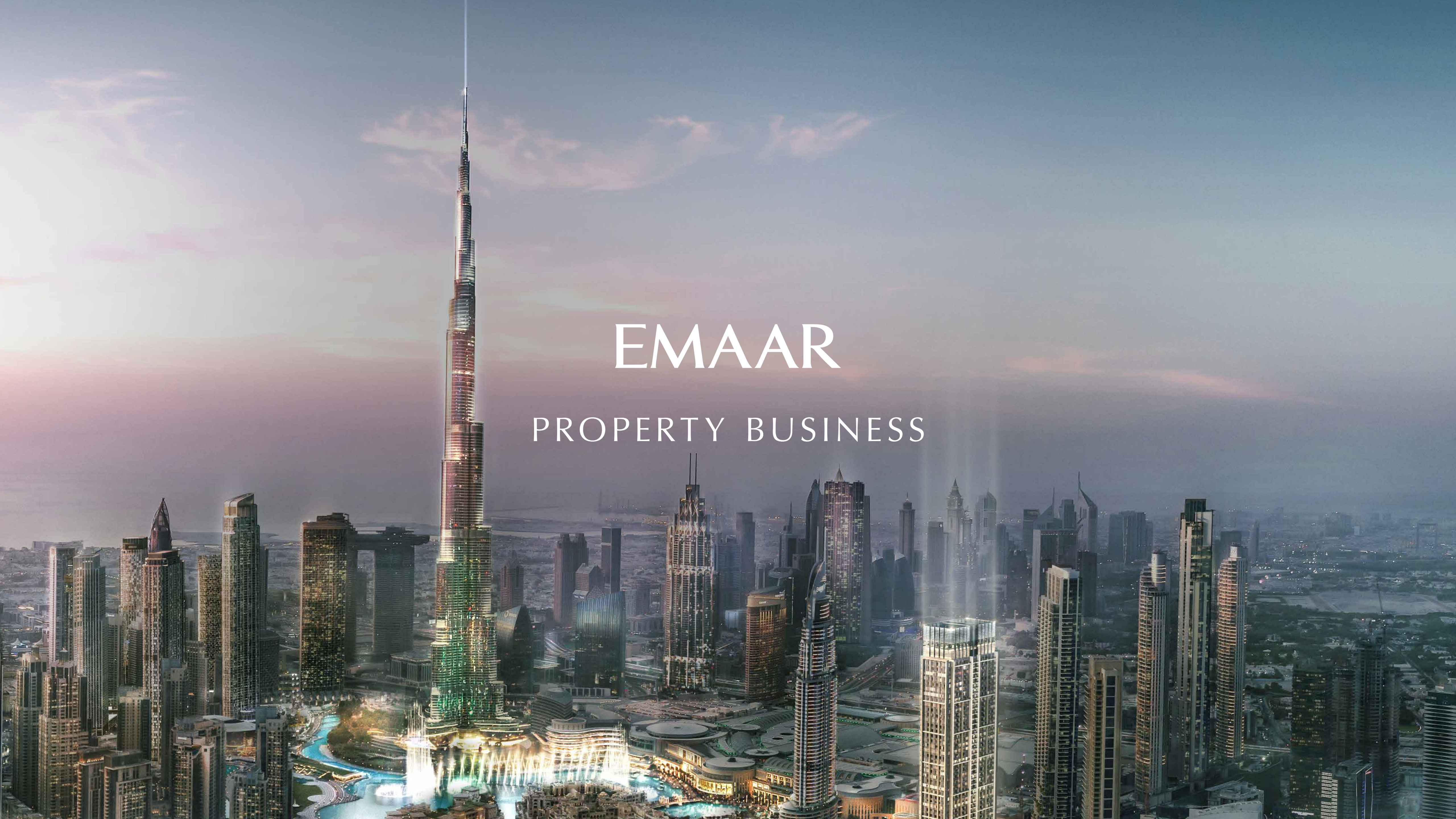
Emaar Malls posted FY 2018 revenue of AED 4.446 billion, an increase of 23 per cent over FY 2017 revenue. Together, the malls and retail centres of Emaar Malls welcomed 136 million visitors in 2018, 5 per cent higher than FY 2017. Emaar Malls marked the 10th anniversary of The Dubai Mall – underlining its reputation as the world's most-visited retail and lifestyle destination for the fifth consecutive year.

The hospitality & leisure, entertainment and commercial leasing businesses of Emaar together recorded revenue of AED 2.734 billion in line with the FY 2017 revenue. Emaar also introduced an investment project, Rove City

Walk, in 2018 where guest rooms were offered for sale with revenue share arrangement. The launch was very successful with record sale of AED 154 million.

As part of its strategy to be asset-light, Emaar Hospitality Group signed definitive documentation with Abu Dhabi National Hotels to divest its entire economic interest in a portfolio of five hotels in Dubai. In 2018, the group's hotel brands – Address Hotels + Resorts, and Vida Hotels and Resorts continued to record higher occupancy than Dubai's industry average.

The No 1 listed developer by market capitalisation in the MENA region under MSCI EM Index, Emaar has a landbank of over 1.6 billion square feet in key markets. Today, Emaar is the world's largest property company outside China, with a brand value of over US\$ 2.7 billion. Emaar is also among the top 10 brands in the Middle East, with its brand value increasing by 39 per cent over 2017.



EMAAR  
PROPERTY BUSINESS

# PROPERTY BUSINESS

Emaar's mega-developments in Dubai include Dubai Creek Harbour, a six square kilometre mega-development described as 'The World of Tomorrow' – being developed pursuant to a joint development agreement with Dubai Holding.

At the heart of Dubai Creek Harbour is Dubai Creek Tower, which defines a new skyline for the city, and adds incredible value to the development. The six square kilometre development also features Dubai Square, the retail metropolis of the future; the spectacular Creek Marina with a modern yacht club; the Dubai Creek Beach parks, green spaces and promenades; and world-class hotels.



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 2020 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 is set to welcome the first residents in 2019 in Dubai Creek Harbour 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 will also open 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 2018. 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 over 16,100 residential properties since 2006 and achieved overall sales of 87 per cent in all its key global markets as of end-2018. 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, 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 Emaar India with its former joint venture partner. The goal is to lend greater 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.

A major attraction of the development is The Dubai Fountain, a captivating musical water spectacle and the world's tallest performing fountain that is one of the city's must-visit tourist attractions and Dubai Opera, the new cultural hub of the city. The 3.5 km long Mohammed Bin Rashid Boulevard is a testament to downtown, urban culture and features cafes, high-end retail and hotels.

Among the residential projects in Downtown Dubai are:





## ACT ONE | ACT TWO

‘Act One | Act Two’ residences are seated in exceptionally designed 52- and 46-storey towers that take their façade design cues from the rhythmic sway of The Dubai Fountain. The homes open to spectacular views of Burj Khalifa and the bustling Mohammed bin Rashid Boulevard. Residents will have the unbeatable lifestyle of being close to the Dubai Opera. They are also in walking distance of The Dubai Mall, the world’s largest retail and entertainment destination. Aptly named to capture the dynamism of living right where all the action is, Act One | Act Two feature 630 residential units including one, two, and three-bedrooms, and a limited collection of penthouses located on the highest two levels. A dedicated promenade opens to the majestic view of the Dubai Opera with high-end retail and exclusive cafes. Amenities including a health club, spa, infinity pools and swimming pools are a part of the Act One | Act Two lifestyle.

## OPERA GRAND

Opera Grand is the premium and first residential tower in The Opera District, the new cultural hub in Downtown Dubai. The 70-storey residential tower features over 295 luxuriously appointed 2, 3 and 4-bedroom apartments. Opera Grand has a high-end retail podium connected by an overhead link bridge, which offers uninterrupted views of Burj Park. With a grand entrance lobby, two floors dedicated to retail and food and beverage, and ample basement parking, Opera Grand is designed to be an architectural masterpiece in harmony with its inspiring cultural environment. It also has a rooftop swimming pool that offers breath-taking views of Downtown Dubai, in addition to a modern health club.





## FORTE AT THE OPERA DISTRICT

A two-tower apartment development, Forte is set apart by its distinctive location and aesthetic architecture that adds to the overall ambience of The Opera District.

The residential development is set apart by its distinctive location and aesthetic architecture. The apartments overlook the iconic Dubai Opera, the 2,000- seat, multi-format, performing arts centre which is the centerpiece of The Opera District and host to opera, ballet, theatre, concerts, exhibitions and sport events. Forte is superbly located on Mohammed Bin Rashid Boulevard, Downtown Dubai with the apartments offering direct views of Dubai Opera, the lively Opera Plaza and The Dubai Fountain.

## ADDRESS RESIDENCES DUBAI OPERA

Everything about Address Residences Dubai Opera is designed to make residents and guests feel at home. Life in the unique development offers five-star concierge style service, as well as some of the world's best dining destinations and attractions right outside the door. Exclusive residential amenities such as a pool and health club are located on the terrace level over the retail podium offering unobstructed views of Burj Khalifa, Burj Park, and Burj Lake.





## ADDRESS FOUNTAIN VIEWS I, II AND III

Address Residences Fountain Views is the first dedicated serviced residence complex in the 500-acre mega-development. Elegantly designed by an international team of architects, it is a three-tower complex overlooking Burj Khalifa and The Dubai Fountain. The 60-storey towers offer 786 serviced apartments while a new Address hotel is home to 194 rooms. Address Residences Fountain Views offers a choice of spacious one, two, three, and four-bedroom apartments, as well as duplex apartments and penthouses as part of its Sky Collection.

## BOULEVARD POINT

Boulevard Point in Downtown Dubai is positioned to be a referral point in real estate, architecture, and luxury living in the most coveted community. Featuring 449 residences across 63 storeys, it has one- to three-bedroom residences. Located above The Dubai Mall extension, Boulevard Point has direct access to The Dubai Mall through a dedicated bridge link.





## BLVD CRESCENT

A stylish and contemporary residential development in the heart of Downtown Dubai, BLVD Crescent features two towers of 39 and 21 storeys, connected by a podium with an infinity pool that opens to expansive views of the city. With over 300 residential units, BLVD Crescent have immaculately landscaped parks, open green spaces, and water features cascading down the façade of the retail podium.



## BLVD HEIGHTS

BLVD Heights in Downtown Dubai comprises two residential towers connected by a podium. It features 550 luxuriously appointed homes that offer spectacular views. Designed for families, the one to three-bedroom apartments are also near The Opera District. BLVD Heights has a central location that provides residents with easy access to The Dubai Mall and several world-class hotels, as well as Mohammed Bin Rashid Boulevard.





## VIDA RESIDENCES DOWNTOWN

The second serviced residence project under the upscale Vida Hotels and Resorts brand by Emaar, the 57-storey Vida Residences Downtown has 328 units, including 1, 2, 3, and 4-bedroom serviced apartments. It combines stylish, world-class design with contemporary finishes and fittings, in an elegant architectural expression in stone and glass, inspired by 1920s New York art deco.

## DOWNTOWN VIEWS

A tower consists of 478 one, two and three-bedroom apartments. It was launched in 2015 and is expected to be completed in 2019. The development will include landscaped community pools, gym and a function room.

## DOWNTOWN VIEWS II

Located in the Zabeel area of Downtown Dubai, Downtown Views II offers smooth access to The Dubai Mall and Mohammed bin Rashid Boulevard, and in a central plot of land that will offer vantage views without being compromised by any other high-rises. Customers can choose from perfectly appointed 1-bedroom, 2-bedroom and 3-bedroom chic family homes and a collection of duplexes on the higher levels. The development has 1,355 luxury residential apartments.





## ADDRESS SKY VIEWS

A hotel and serviced apartment development, Address Sky Views comprises twin towers with a sky deck that connects the two towers at the 50th floor. The sky deck will consist of an observation deck, food and beverage facilities and infinity pools overlooking the sea, Downtown Dubai and Sheikh Zayed Road. Address Sky Views comprises 551 one to six-bedroom serviced apartments and 169 hotel keys.

## BURJ ROYALE

With unobstructed views of the iconic Burj Khalifa and The Dubai Fountain, the Burj Royale apartments bring a vibrant lifestyle choice for investors and residents, who will be within walking distance of The Dubai Mall and Dubai Opera. Effortless access to a wide range of amenities is the most appealing factor of Burj Royale, designed as an extension of the Old Town neighbourhood with several hotels including Address Downtown, Vida Downtown and Manzil Downtown nearby. Residents also step out to Sheikh Mohammed bin Rashid Boulevard, a lively destination featuring several popular F&B outlets and cafes.





## GRANDE

The 78-storey Grande residential tower is located in the heart of The Opera District that is home to the iconic Dubai Opera. Assuring a premium lifestyle in Dubai's most popular cultural and entertainment destination, Grande features 1, 2, 3 and 4-bedroom apartments. Elegantly designed, Grande's slender, sleek architecture is underpinned by a vast footprint by the Burj Lake with residents stepping out directly to a promenade with retail outlets and restaurants. The waterfront avenue winds up to The Dubai Mall. Residents are also in walking distance of the Sheikh Mohammed bin Rashid Boulevard, which features an inspiring selection of restaurants, trendy cafes and artistic attractions. Another unique feature of Grande is its podium level that includes an infinity swimming pool and expansive deck that opens to spectacular views of The Dubai Fountain. An infinity pool, kids' playground and barbeque areas, a state-of-the-art fitness centre and health club add to the lifestyle choices.

## EMAAR BEACHFRONT

Emaar Beachfront is Emaar's pathbreaking new beachfront residential destination by the Arabian Sea. Defined by spectacular views of the seafront, Emaar Beachfront offers 1.5 km of private beach for residents. At 10 million sq feet (about 229 acres or the size of about 175 football fields), Emaar Beachfront stands out for its beachfront location and exemplary design maximising the views. Comprising 27 exceptional towers, Emaar Beachfront offers a broad range of 1, 2, 3 and 4-bedroom luxury apartments – all with spectacular views.





## BEACH VISTA

Beach Vista was launched to overwhelming response by Emaar. All 445 residences were sold out recording total sales worth over AED 1 billion, underlining the strong investor confidence in Emaar's development competencies and the appeal of Emaar Beachfront as a sought-after residential destination. The unique value propositions of Emaar Beachfront are the uninterrupted views of the Arabian Sea, The Palm Jumeirah, Dubai Marina and the Dubai skyline. Residents will have access to a private beach and a wide 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. The thoughtfully designed collection of Beach Vista homes is set in a twin-tower development of 33-storeys and 26-storeys. The homes have glass facades and bask in natural sunlight, and feature large balconies overlooking the sea.



## MARINA VISTA

Marina Vista residences stand out for their prestigious location, right at the entry to Emaar Beachfront, as well as their close proximity to Dubai Marina, and effortless access from Sheikh Zayed Road. At 28 and 37 storeys high, the Marina Vista towers are connected by a podium level that features a community swimming pool. Other lifestyle amenities include a multi-purpose room, fitness area, children's play area, barbeque areas and retail outlets at the ground level. More dining, shopping and entertainment options await them at the Emaar Beachfront Boulevard. There are only 620 apartments, which appeal to discerning customers seeking a truly exceptional Miami beach lifestyle in one of Dubai's most sought-after destinations.





## SUNRISE BAY

Sunrise Bay in Emaar Beachfront is 26-storey premium twin tower, only steps away from a glimmering bay and a vibrant marina. Elegantly designed to blend artfully with its beachfront setting, Sunrise Bay residences are for the discerning customers who value a Miami Beach-like lifestyle in the heart of Dubai, with their homes opening to views of the Dubai Marina and the beachfront. Sunrise Bay residents step out to 1.5 km of sandy beach with an array of beach and resort-style amenities and children's play areas, as well as a vibrant boulevard that stretches across the island, right by the tower. The promenade will feature restaurants, retail pop-ups and chic cafés. A differentiating feature of Sunrise Bay is its state-of-the-art infinity pool, with views of the awe-inspiring skyline of Dubai Marina and beyond.

## ARABIAN RANCHES I

A premium desert-themed development set on 6.67 million square metres, Emaar's Arabian Ranches features a championship golf course and luxury homes set in a tranquil landscape a short distance from Burj Khalifa and Dubai Polo & Equestrian Club. The established Arabian Ranches community is among the most sought-after residential destinations in Dubai.

## ASEEL

Aseel in Arabian Ranches is a limited collection of only 55 luxurious Spanish-style villas, overlooking the golf course. Featuring high-quality finishes, world-class fixtures, and unmatched amenities, the Aseel villas derive inspiration from renowned Spanish design and architecture and are set against the serene backdrop of desert life. There are four, five, six, and seven-bedroom homes, offered in five different types of villas.





## ARABIAN RANCHES II

Following the successful launch of Arabian Ranches I is Arabian Ranches II. It comprises of approximately 1,585 freehold units made up of three to six-bedroom independent villas ranging from 2,276 to 4,948 square feet in size, divided into 10 distinct communities.

## CAMELIA

A part of Arabian Ranches II, Camelia townhouses are located near the access points to the established community, which has set standards in quality, design and family ambience. Camelia townhouses have its own dedicated neighbourhood park with swimming pools for adults and children, kids' play area, changing room and traditional green-lined sikka corridors. Camelia townhouses are available in three and four-bedrooms with spacious balconies and backyard garden. With a simple façade, clean lines and large windows, the homes are thoughtfully laid out while the interiors are elegant in neutral light tones. Each residence also has two parking bays, ideal for families.

## THE HILLS

Overlooking the Emirates Golf Club, with easy access from Sheikh Zayed Road, The Hills features two residential buildings of 12 and 15 storeys, each with one, two, and three-bedroom apartments. All apartments will overlook the rolling greens of the golf course or offer spectacular views of Dubai's skyline. The Hills will have world-class amenities and several swimming pools, a value addition that enhances the quality of life of residents seeking a leisurely lifestyle. A key component of the development is a new Vida hotel and serviced residences, which will cater to business and leisure visitors.





# JOINT VENTURE PROJECTS

## DUBAI CREEK HARBOUR

Dubai Creek Harbour by Emaar 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.



## DUBAI CREEK TOWER

At the heart of the 6 square kilometre waterfront development is the Dubai Creek Tower, which defines a new skyline for the city, and adds incredible value to the development. Designed by neo-futuristic Swiss-Spanish architect Santiago Calatrava, the tower will be a global icon and add to the skyline of the nation. It will feature multiple cutting-edge observation decks with 360° views of Dubai Creek Harbour and the metropolis beyond.

At the foot of Dubai Creek Tower, an exciting experiential destination awaits. The Dubai Creek Plaza is a clock-shaped haven of landscaping, palm trees and water features sprawling across half a kilometre of land – the length of ten Olympic sized swimming pools. It is connected to Dubai Square through a cutting-edge underground extension.



## DUBAI SQUARE

Set by the historic Dubai Creek, Dubai Square will re-imagine the future of retail. Blurring the boundaries of online and in-mall shopping, integrating indoor and outdoor, and delivering a social experience like none other, the all-new Dubai Square is designed for the new era of customers, digital, connected and tech-savvy. Its inspiration comes from London's Oxford Street, Los Angeles's Beverly Hills, Paris's Champs-Élysées, Tokyo's Ginza, Piazza della Republica in Florence and Madrid's Plaza Mayor, to name a few.

With over 750,000 sq m of gross floor retail space, equivalent to the size of more than 100 football pitches, Dubai Square pushes the boundaries of design and mall layout. It is spread across three levels, each presenting a unique set of experiences to the customer. Technological innovation permeates every aspect of Dubai Square's function. Championing 'omnichannel retailing', it will offer customers a seamless blend of shopping via desktop, mobile or at a retail store. Dubai Square will also feature the Middle East's largest Chinatown in a central location.

## 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 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 Tower. 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.

## DUBAI CREEK RESIDENCES

A collection of six residential towers line the promenade, all towers featuring incredible panoramas over the harbour and Dubai skyline, Dubai Creek Residences in Creek Island Dubai captures the essence of harbour and marina lifestyle with its architecture and place making. With the first homes to be delivered in 2019, Creek Island Dubai will come to life promising residents a vibrant, marina lifestyle.





## CREEKSIDE 18

Promising a sophisticated new lifestyle choice, ‘Creekside 18’ has around 440 residential units with modern finishes. The 1, 2 and 3-bedroom glass-fronted apartments are located in two 37-storey towers. An additional level of podium apartments is offered that redefines upscale island living. Creekside 18 brings exceptional value for its residents led by its location in Creek Island Dubai.

## CREEK HORIZON

The 'Creek Horizon' homes are prominently located in Dubai Creek Harbour, near to Dubai Creek Tower, and in the heart of Creek Island Dubai, which evokes the experience of living in an island of luxury. The two elegant residential towers, 35 and 41 floors high, overlook the Dubai Creek, the Downtown Dubai skyline, and the Ras Al Khor Wildlife Sanctuary.





## HARBOUR VIEWS

The opulent ‘Harbour Views’ residences are in Creek Island Dubai, the vibrant lifestyle hub in Dubai Creek Harbour. A two-tower development with a three-level podium, Harbour Views will be the tallest residential project of its kind in the Creek Island Dubai and is defined by its central unmatched location within this vibrant area and its unparalleled views.

## THE COVE

The Cove comprises three integrated high- and low-rise buildings in Creek Island Dubai of Dubai Creek Harbour. It stands out for its exceptional location right by the creekside with spectacular views of the Dubai Creek Tower, Downtown Dubai and the Ras Al Khor Wildlife Sanctuary. Nestled at the southern tip of Creek Island Dubai, The Cove is ideally located next to the stylish bridge connecting the district to the Dubai Creek Harbour mainland. With one- to three-bedrooms, The Cove homes are set apart by floor-to-ceiling windows for maximising views and natural light.





## 17 ICON BAY

A 43-storey sleek residential tower, 17 Icon Bay in Dubai Creek Harbour stands out for the direct views it offers of Burj Khalifa, the global icon; Dubai Creek Tower and the Ras Al Khor Wildlife Sanctuary. With over 300 apartments featuring 1, 2 and 3 bedrooms, 17 Icon Bay is only minutes from the vibrant Creek Marina and Dubai Square, the new global retail destination. It is also in close proximity to event spaces, galleries, parks, water attractions and a trendy Vida hotel in Dubai Creek Harbour.



## HARBOUR GATE

Harbour Gate residences in Dubai Creek Harbour offer the promise of a 'bespoke island lifestyle'. Set in Creek Island Dubai, it is in close proximity to the Dubai Creek Tower. There are only 513 elegantly designed 1, 2, and 3-bedroom apartments offering spectacular views. Residents of Harbour Gate can take in 270-degree stunning views of the Dubai Creek Tower, from a communal rooftop terrace with lounge seating. A limited collection of only six penthouses on the upper floors, and six townhouse duplex homes set on the podium pool deck level are also part of Harbour Gate.





## ADDRESS HARBOUR POINT

Address Harbour Point in Dubai Creek Harbour is a signature mixed-use project that celebrates waterfront living, with luxury homes opening to spectacular views of Burj Khalifa, the iconic new Dubai Creek Tower or the historic creek. Address Harbour Point consists of two towers of 66 and 54 storeys; one dedicated to serviced residences while the other hosts a hotel as well as serviced residences. Both are operated by Address Hotels + Resorts, the premium luxury brand of Emaar Hospitality Group.

## BREEZE

Breeze is the first residential offering in the Creek Beach district of Dubai Creek Harbour. The Creek Beach district is Dubai's first-of-its-kind urban beach in the heart of the six square kilometre destination. Creek Beach stands out for its pedestrian-friendly environment with a modern twist on 'old town' homes. The district also offers effortless connectivity to the wider city through a dedicated metro station and an efficient road network. Creek Beach district has private beach access, a vibrant boardwalk, infinity pool, sand bar mounds, and much more. Most of the 1, 2 and 3-bedroom Breeze residences overlook the courtyard and the green plazas, while the 4-bedroom penthouses offer direct views of the waterfront canal.





## SUNSET

Sunset residences in Dubai Creek Harbour is a limited edition of 1, 2, 3 and 4-bedroom apartments in a pedestrian-friendly community with private gardens, waterfront views and resort-style amenities. Sunset residences have a stand-out location right by Creek Beach, ‘where the city meets the beach’ and are located near the iconic Dubai Creek Tower, Creek Marina and the retail metropolis of the future, Dubai Square. Sunset apartments are housed in three stylish low to mid-rise buildings connected by a podium that hosts several lifestyle amenities including a swimming pool. While two of the three buildings have a contemporary architecture, the third is designed in Arabesque style.

## THE GRAND

The Grand is a spectacularly designed residential tower located near the heart of Creek Island at Dubai Creek Harbour. At 62-storeys, The Grand features premium 1, 2, and 3-bedroom apartments, 4-bedroom penthouses, and spacious podium-level townhouses with private gardens. Celebrating its prime location by the marina and the waterfront promenade, The Grand offers resort-style living with upper-level homes opening to uninterrupted views of the new global icon, Dubai Creek Tower, and the Downtown Dubai skyline.





## 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 stunning golfing experience.

Emaar has also launched 'Dubai Hills Mall,' a regional retail and leisure destination scheduled to open late-2019. 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.

## MULBERRY AT PARK HEIGHTS

Mulberry at Park Heights is the first residential apartment complex in Dubai Hills Estate. Around 676 elegantly designed and premium quality apartments, ideal for families, redefine luxurious community living and will appeal to connoisseurs who value the finer aspects of life. The homes are also near the 18-hole championship golf course. Residents can enjoy an array of outdoor lifestyle choices including a tennis academy, an outdoor pool for adults and kids, and jogging and bicycle tracks at their doorstep.







## ACACIA AT PARK HEIGHTS

Acacia at Park Heights is defined by the panoramic views it offers of the lush-green neighbourhood and the high-quality finishes apart from access to world-class amenities including a championship golf course and tennis academy. Celebrating the joy of an outdoor lifestyle, Acacia at Park Heights features over 530 residences in a choice of one, two and three-bedrooms.

## MAPLE TOWNHOUSES

Enveloped in a green corridor, Maple 1 offers 646 units while Maple 2 offers a limited number of 666 contemporary-styled townhouses with 3 to 5 bedrooms and ranging from 2,200 to 2,700 sq ft and Maple 3 offers 562 units of 3 to 5 bedrooms. The greenbelt serves as the 'natural lungs' of the development, providing shaded pathways with seating areas, exercise courses, fitness stations, play grounds and jogging and cycling trails.





## SIDRA VILLAS

A collection of villas designed along a network of green corridors, Sidra features premium villas at 3,100 to 4,300 sq ft. Elegantly designed to reflect contemporary architectural styles, the homes offer a perfect haven of tranquillity for residents. The villas at Sidra are equipped with the modern amenities state-of-the-art kitchens, stunning bathroom fixtures and energy efficient lighting.

## FAIRWAY VISTAS

Situated on The Fairway development in Dubai Hills Estate, the 6 and 7-bedroom Fairway Vistas homes offer direct views of the 18-hole golf course. There are only 65 villas of modern and contemporary design, which offer access to a wide range of sporting and leisure amenities.

## PARKWAY VISTAS

Parkway Vistas is a community overlooking the golf course in Dubai Hills. It consists of 61 six to seven-bedroom villa units.





## PARK POINT

Park Point is highlighted by elevated views of green parks from the limited collection of 1 to 3-bedroom residences and duplex units. Park Point stands out for the serene lifestyle it offers with all homes set near a championship golf course, nature trails, jogging tracks, tennis academy, children's play areas, health club and other sporting, entertainment and leisure attractions. Assuring a 'naturally beautiful lifestyle' experience, Park Point residences are set in an aesthetic environment with shaded pathways that connect parks, swimming pools and other outdoor sports amenities.

## PARK RIDGE

Effortlessly combining urban living with nature, Park Ridge epitomises a community-oriented lifestyle and offers quality amenities. Residents can enjoy the green spaces that surround the towers and also seamlessly access the numerous retail outlets, cafés and restaurants, as well as recreational facilities.

## PARK HEIGHTS

Minutes away from the central park, Dubai Hills Mall and the main boulevard, Park Heights is an incredible project with apartments overlooking landscaped parks and offering world-class amenities.





## COLLECTIVE 2.0

Collective 2.0 is the second phase of Collective, the first co-living community in Dubai Hills Estate. A contemporary social hub, Collective 2.0 homes are ideal for millennials, young professionals and entrepreneurs seeking an all-inclusive 'work-live-play' environment. Collective 2.0 is nestled alongside Rove Hotel and Business Park, which increases the property value. Collective 2.0 offer a rich choice of amenities for residents with the Dubai Hills Boulevard, featuring trendy retail outlets; the Dubai Hills Park, serving as a serene retreat; and the Dubai Hills Mall, with over 650 retail and F&B outlets, in walking distance.

## GOLF SUITES

Golf Suites in Dubai Hills Estate offers superb views of the Dubai Hills Club golf course. At only 18 storeys high, Golf Suites offer 1, 2 and 3-bedroom residences with deep balconies and extended interiors that maximise the views. Situated near the 1.8 million square foot Dubai Hills Mall, Golf Suites homes are right on a vibrant boulevard with retail and F&B choices and offering easy access to the main thoroughfares that link the city to the development. It is the first building in Dubai Hills Estate with the golf course on one side and views of the Downtown Dubai skyline on the other.

Golf Suites also has an infinity pool on its roof and located nearby are a community retail centre, nursery for children, neighbourhood park, as well as several amenities at the podium level including a landscaped deck and pool. Other facilities include a gym, swimming pool, shallow pool for children, community lawn, BBQ facility, viewing areas and retail outlets at the ground level.







## 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 easy proximity to the Expo 2020 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 addition to being home to thousands of people, it will create several hundred new jobs in the hospitality, retail and leisure sectors.

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 that are 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. Emaar has launched Urbana townhomes to strong response.

## URBANA II

Urbana II are innovative tiered townhouses promising a 'villa-like house' experience. Redefining urban living, Urbana II townhomes are set centrally in Emaar South. There are only 236 two- and three-bedroom Urbana II residences. A cross between residential apartments and townhouses, these tiered townhomes present the concept of two apartments in one, assuring spacious living and privacy, and ideal for young professionals and families, who cherish a suburban style of living.





## GOLF LINKS

The Golf Links neighbourhood is the first-of-its-kind villa community in Emaar South. Golf Links is set apart by its focus on family living, offering only four and five-bedroom golf villas that overlook the greens, have extensive backyards, and assure a serene lifestyle away from the bustle of the city. Bringing first villa-like-house experience to Dubai, Golf Links has been thoughtfully designed to meet the lifestyle aspirations of large families.

The G+1 four-bedroom villas in Golf Links have a built-up area of approximately 275 sq m (over 2,950 sq ft) while the five-bedroom homes are spacious at approximately 356 sq m (more than 3,840 sq ft).

## 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 premium 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.

## 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 a first choice for families.





## SAFFRON

Saffron is the first townhouse community in Emaar South. The Saffron garden townhouses are located centrally in the new neighbourhood, along the Emaar South Boulevard, minutes away from Al Maktoum International Airport and 10 minutes away from the home to the Expo 2020 Dubai. Saffron garden townhouses have a private rear garden and are linked to an 18-hole championship golf course promenade through a network of landscaped walkways. Available in 3 and 4-bedrooms, Saffron homes bring the serene charm of park-side living.

## OTHERS

### ROVE CITY WALK

Rove City Walk, a contemporary hotel operated by the award-winning Rove Hotels, launched the sale of its guest rooms, promising investors the opportunity to earn 40 per cent share of revenue and up to 8 per cent return on investment. Meeting the lifestyle aspirations of millennials, Rove City Walk has a spectacular location in the heart of the city, only 15 minutes from the Dubai International Airport. It is within walking distance of the iconic Burj Khalifa, The Dubai Mall, The Dubai Fountain and Dubai Opera in Downtown Dubai, as well as Dubai Arena in City Walk and the Jumeirah beach.





# EMAAR

HOSPITALITY AND LEISURE







## HOSPITALITY & LEISURE

Emaar Hospitality Group, the hospitality & leisure subsidiary of Emaar Properties, recorded robust growth in 2018. Strengthening its footprint in the UAE, the business also expanded its geographic presence with hotel management agreements in Saudi Arabia, Bahrain, Egypt, Turkey and the Maldives.

In 2018, Emaar's hospitality & leisure, commercial leasing and entertainment businesses recorded revenue of AED 2.734 billion. With three hotel brands – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels (joint venture of Emaar Properties with Meraas) – Emaar's hospitality business continued to record higher occupancy than Dubai's industry average.

In a strategic move, Emaar Hospitality Group entered a definitive Sale & Purchase agreement with Abu Dhabi National Hotels (ADNH) to divest its entire economic interest in a portfolio of five hotels in

Dubai for a total consideration of AED 2.198 billion, plus the net working capital after employee entitlements. The transaction remains subject to conditions and the mandatory approvals.

The portfolio of five hotels consists of Address Dubai Mall, Address Boulevard, Address Dubai Marina, Vida Downtown and Manzil Downtown, together with about 1,000 hotel rooms. All the five hotels have consistently been top-ranked on RevPAR (Revenue per Available Room), compared to their competitive peer group.

As part of the transaction, ADNH will enter into long-term hotel management agreements with Address Hotels + Resorts and Vida Hotels and Resorts brands. The transaction is in line with Emaar's objective of unlocking shareholder value and its strategy of migrating the Emaar Hospitality Group business to an asset light model, which will enable it to focus on core hotel operations and brand expansion.

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.

In other milestones in 2018, Emaar Hospitality Group marked the opening of Address Downtown in Downtown Dubai. Sporting an elegant façade, the post-modern architectural splendour of Address Downtown is crowned with designs reminiscent of the art deco era.

Towering high at 302 metres in 63 levels, the hotel has opened with several innovative features including new restaurant concepts, a wellness floor featuring The Spa and 220 guest rooms and suites, several of them opening to spectacular views of the iconic Burj Khalifa and The Dubai Fountain. Guests can choose from 16 spacious, welcoming and immaculately appointed room and suite choices.

The hotel bears the hallmarks of great public spaces throughout the world, for example, the lobby has fine architectural detailing and hand-crafted accessories. There are over 10 chandeliers in public areas, including at the reception desks and above the escalators leading to the Fitness Centre and Spa at Address Downtown.

Emaar Hospitality Group also welcomed guests to the boldly reimagined Address Dubai Mall, an exceptional and exclusive city shopping retreat in The Dubai Mall. With a new look and sparkle, the all-new Address Dubai Mall redefines premium luxury with its ultra-modern hotel rooms and suites, exceptional dining concepts and avant-garde wellness facilities.

The renovation of the hotel was undertaken with a new design spanning the welcome entrance, lobby, hotel rooms & suites, the restaurants, fitness centre, and Qix, the children's club, among others. Alongside, there are spectacular new additions that will delight visitors, who value the hotel for its proximity it offers to the varied lifestyle attractions in Downtown Dubai.

Further, Rove Dubai Marina, the fifth hotel in Dubai under the contemporary midscale Rove Hotels brand, opened doors to guests in 2018 with a vibrant setting, central location and tech-savvy environment for the socially connected new generation. A differentiating factor of Rove Dubai Marina is its techno-hub, which creates lively social places for the connected generation.

Rove Dubai Marina has 384 rooms that present a design-influenced lifestyle choice for value-conscious leisure and business travellers. Located centrally in one of the region's largest waterfront developments, the hotel offers leisure guests the ease of accessing Dubai's popular beaches as well as a vibrant marina. Another key achievement in 2018 was the opening of the Al Alamein Hotel in Egypt. Located centrally in Marassi, the master-planned lifestyle and tourism destination by Emaar Misr, the hotel features 189 rooms including luxury chalets. Al Alamein Hotel will have several enhanced features that maximise its beachfront location. Among the amenities are a beach outlet, a rooftop lounge, a fully-equipped fitness centre, swimming pool, tennis court, and spa with treatment rooms and external marquees.

## 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.

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.

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 island that make up Al Marjan Island, residents will be close proximity to the urban core of the master-planned community and will be in close proximity to a 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.

## EXPANSION BY ROVE HOTELS

In new expansion by Rove Hotels, it has announced Rove La Mer, located in the heart of La Mer, Dubai's world-class beachfront. The hotel is set by the Arabian Gulf with spectacular views of the city skyline and features 366-rooms tailored for leisure guests and business travellers seeking a refreshing new hotel choice.

Rove Hotels also signed a management agreement to operate two hotels in Ras Al Khaimah. Rove Al Marjan Island is the first contemporary midscale hotel in Al Marjan Island, the mega-development in Ras Al Khaimah. It will feature 450 rooms, The Daily, an all-day restaurant that serves international flavours, convenient meeting facilities and the Rove Pit Stop which is ideal for informal chats and socialising. Rove Manar Mall is a 250-room hotel developed by Rove Hotels in agreement with Al Hamra, the developer of Manar Mall. The hotel will be designed for the value-conscious modern traveller, who demand reliable, modern and fuss-free service in a tech-driven environment.





An overview of Emaar Hospitality Group's assets in 2018 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 a choice perfect for business, leisure and group travellers.

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 2018, Address Hotels + Resorts added opened Address Downtown Dubai (220 super luxurious rooms and suites), and the newly designed & renovated Address Dubai Mall (244 signature rooms and suites). Other hotels operated by the brand include: Address Boulevard (196 rooms and suites), Address Dubai Marina (200 luxurious rooms and suites), Address Montgomerie (21 luxury hotel rooms and suites), and Palace Downtown (242 well-appointed guest rooms and suites). Address Hotels + Resorts is also expanding in Dubai with the addition of new hotels including Address Sky View (169 rooms), Address Fountain Views (193 rooms), – both located in Downtown Dubai, as well as Address Jumeirah Resort + Spa (200 rooms and suites), Address Fujairah Resort + Spa (196 luxury hotel rooms and suites), Address Harbour Point (223 luxury rooms and suites), Address Aljada Sharjah (150 rooms and suites), Address Al Marjan Island (248 rooms & suites), Palace Al Khan (88 rooms and suites), and Palace Fujairah Beach (167 rooms & suites).

The serviced residences in its portfolio are: 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 which are currently under development in 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 (478), Address Residences Fujairah Resort + Spa (170), Address Residences Harbour Point (741), Address Residences Aljada Sharjah (150), Address Residences Al Marjan Island (234). Address Hotels + Resorts has marked two significant international expansions 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; and Address Madivaru Maldives Resort + Spa, a picturesque beachfront resort set in a private island in the Indian Ocean, only 20 minutes by seaplane from Male International Airport.

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. Vida Hotels and Resorts also extended its management to Manzil Downtown, a contemporary arabesque boutique lifestyle hotel in Downtown Dubai. The current portfolio includes Vida Downtown (156 rooms) and Manzil Downtown (197 rooms) in Downtown Dubai. In addition to announcing new Vida hotel projects in Dubai, Emaar Hospitality Group also marked the expansion of the brand to Abu Dhabi in 2017 with the Vida





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 the 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 Townsquare (172 serviced residences), Vida Residences Dubai Mall (380 serviced residences), Vida Residences Aljada Sharjah (120 serviced residences),

Vida has marked its international expansion with management contracts to operate 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 five 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 the 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.

Other Rove Hotels under development include: Rove At The Park (552 rooms), Rove Mina Seyahi (270 rooms) 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 practice field and two riding/show jumping 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.

## 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

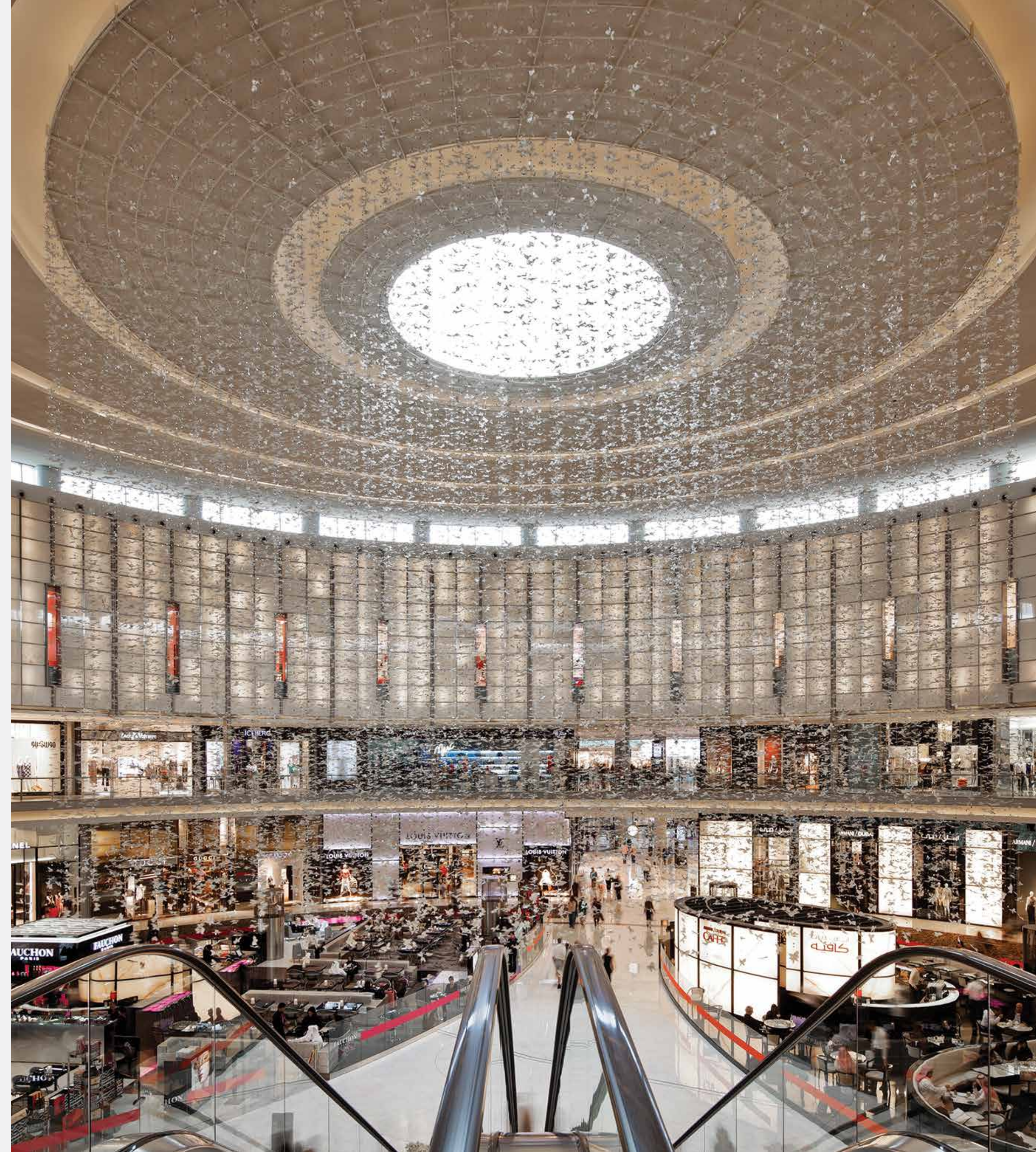
SHOPPING MALLS AND RETAIL



# SHOPPING MALLS & RETAIL

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

Marking its digital transformation that reflect the changing aspirations of the community, Emaar Malls announced the launch of Dubai Square, a new retail metropolis that pushes the boundaries of modern retail and leisure in Dubai Creek Harbour by drawing on next-generation technology.



Blurring the boundaries of online and in-mall shopping, integrating indoor and outdoor, and delivering a social experience like none other, Dubai Square is designed for the new era of customers, digital, connected and tech-savvy, and setting a benchmark for retail experiences in the 21st century. Dubai Square will be home to the Middle East's largest of its kind Chinatown, offering a wide range of retail attractions on the league of similar precincts globally.

Emaar Malls also marked the opening of the expanded Fashion Avenue in its flagship asset, The Dubai Mall, adding over 150 new retail outlets, which takes the total number of retailers in the world's most visited retail and lifestyle destination to 1,230.

In 2018, The Dubai Mall celebrated its tenth anniversary with a month-long extravaganza. From luxury fashion showcases to spectacular entertainment, plus a host of incredible prizes to win including three apartments from Emaar Properties, The Dubai Mall 10 Year Celebrations were a must-attend event of the year.

In other highlights of the year that demonstrated the value creation and digital focus of Emaar Malls, the company distributed 10 per cent of its share capital, equivalent to AED 1.301 billion, as cash dividend to the shareholders.

As part of its omnichannel strategy, Emaar Malls continued to build on the operational efficiency of the leading Middle East online fashion retailer Namshi, which it acquired in 2017. Following this Namshi recorded sales of AED 849 million, an increase of 16 per cent compared to the same period in 2017.

Emaar also made remarkable progress in the construction of Dubai Hills Mall, a family retail district in Dubai Hills Estate. Emaar Malls new retail addition under its 'The Souk' concept – The Springs Souk - with over 240,000 sq ft gross leasable area also opened in 2018.

In 2018, Emaar Malls recorded a net profit of AED 2.230 billion, 7 per cent higher than the net profit of AED 2.086 billion during 2017. Revenue for full-year 2018 was AED 4.446 billion, a growth of 23 per cent over 2017 full-year revenue of AED 3.629 billion.



Gross Leasable Area occupancy levels across Emaar Malls assets averaged 93 per cent during 2018. Together, the malls and retail centres of Emaar Malls welcomed 136 million visitors in 2018, 5 per cent higher than the visitor turnout of 130 million during 2017.

The Dubai Mall, the flagship retail and leisure destination of Emaar Malls, welcomed 83 million visitors in 2018, an increase of 4 per cent compared

to 80 million visitors it welcomed during 2017. Further underlining its reputation as the world's most visited retail destination.

Today, with its malls and community shopping centres, Emaar Malls has a total gross leasable area of 6.7 million sq. ft., making it one of the largest mall operators in the world.



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 83 million visitors in 2018.

The high point of 2018 was the mall’s 10th year anniversary. 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 flying distance from the city, The Dubai Mall has been a driver of inbound tourism as Dubai’s most popular attraction, drawing 97 per cent of visitors according to the DTCM Annual Visitor Report 2017.

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 Boulevard, 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 2018.

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.

## UPCOMING DEVELOPMENTS:

### DUBAI SQUARE

Dubai Square is set in the heart of Dubai Creek Harbour, the 6 square kilometre mega-development only 10 minutes from the Dubai International Airport and the iconic Burj Khalifa by Emaar, as well as set by the historic Dubai Creek. Adjacent to Dubai Creek Tower, the astonishing new icon, Dubai Square – in its totality – represents a 2.6-million square metre (about 30 million square feet) retail, hospitality and residential district for the future.

With Dubai being the fourth most visited destination in the world, Dubai Square will also be the closest mega-retail district to millions of visitors passing through Dubai International Airport, which is just 10 minutes away. In addition to serving the over 3 million population of Dubai, and over 13 million unique transit passengers to Dubai, it will also serve over 2.5 billion people who are only 4 hours flying time from Dubai.



Equivalent to the size of more than 100 football pitches - with over 750,000 square metres (8.07 million sq ft) of gross floor retail space – Dubai Square pushes the boundaries of design and mall layout. Dubai Square has nearly more than twice the gross leasable area of The Dubai Mall. Dubai Square is spread across three levels, each presenting a unique set of experiences to the customer. Skylights, glazed roofs and shopfront windows will be part of the sensory visitor experience. Parks, patches of green and lush landscaping will provide a natural balance to state-of-the-art facilities.

Following in the footsteps of Dubai's postmodern evolution, Dubai Square will also feature an eclectic mixture of styles and references. The inspiration comes from leading cities across the world, with the fashion selection at the retail outlets drawn from London's Oxford Street, Los Angeles's Beverly Hills, Paris's Champs-Élysées, Tokyo's Ginza, Piazza della Republica in Florence and Madrid's Plaza Mayor, to name a few.

Dubai Square will be linked directly to Dubai Creek Tower through a cutting-edge underground extension. Here, they can revel at a plaza at the base of the Tower. The Plaza is a clock-shaped haven of landscaping, palm trees and water features sprawling across half a kilometre of land – the length of ten Olympic sized swimming pools.



## DUBAI HILLS MALL

Scheduled to open in late 2019, Dubai Hills Mall has a GLA of about 2 million square feet 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 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.

A key expected opening in June 2019 is KidZania Abu Dhabi which will be an extension of the KidZania that is already operating in Dubai. Also, in the pipeline is the opening of one of the world's tallest indoor rollercoasters in the Dubai Hills Mall which will open before Expo 2020.

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

## OTHER SECTORS

Hamptons International, the real estate service arm of Emaar properties, with strong leadership, quality standards, innovative practice and process, efficiency through the use of technology, experienced consultancies to ensure hassle-free investment and long-term value, demand for Property Management services spiked.

Hamptons also reported its valuations and research operations with demand

coming from corporate entities and financial institutions. The total value of valued assets reviewed was over AED 29.3 billion. The total number of properties valued was 1,711. While the Dubai real estate market continues to mature, the additional supply of properties throughout the region is pressurising the rental market.

As a result, Property Management is experiencing a seemingly challenging period while Landlord's offer incentives such as rent-free periods and multiple cheque payments in the interest of retaining their tenants.

Having said that, rental inquiries from tenants are frequent as tenants continue to gauge the market and negotiate their tenancy renewals for a rental reduction or an upgrade based on size, quality, amenities and/or location. In tune with the growth in digital-driven business, Hamptons posted a growth in online sales leads by 145 per cent in 2018.

Hamptons International offers the full spectrum of property services including residential and commercial property sales, residential and commercial leasing and property management, international property sales, valuations, research and feasibility studies.

An aerial photograph of a coastal city, likely Dubai, featuring a large harbor with numerous boats and a turquoise ocean. The city buildings are visible in the foreground, and the sky is a mix of blue and light purple, suggesting a sunset or sunrise. The text 'EMAAR' is centered in the upper half of the image.

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 delivered over 16,100 residential properties since 2002 and achieved overall sales of 87 per cent in all its key global markets as of end-2018. Emaar's international operations is led by its significant land bank of over 1,379.42 million sq. ft.

Emaar has listed its Egypt operations under Emaar Misr on the Egyptian Exchange since 2015, and the company continues to record strong sales and revenues.

In another key development, Emaar gained control of its Indian joint venture in 2018 with the National Company Law Tribunal approving the demerger scheme Emaar India with its former joint venture partner. The goal is to lend greater 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.

Underlining the success of Emaar's strategy, international operations recorded revenue of AED 3.081 billion in 2018, accounting for 12 per cent of the total Group revenue. Sales in Emaar's international markets during 2018 were valued at AED 3.3 billion.

Emaar has a strong development pipeline in its international markets with over 6,214 residential units completed in Egypt and over 6,698 units under development; Emaar Middle East has completed 644 units and has 283 units under development in Saudi Arabia, while in Turkey, Emaar has handed over 1,034 units and has over 271 units under development. In Pakistan, Emaar has over 1,126 units under development and has handed over more than 583 units as of end-2018.

Today, Emaar has established operations 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

Emaar Middle East, the company's subsidiary in Saudi Arabia, has three key developments – Jeddah Gate, Al Khobar Lakes and Emaar Residences at Fairmont Makkah. Emaar Square, the dedicated commercial precinct in Jeddah Gate, brings the world-class 'Emaar Square' office developments in Dubai, Istanbul and Cairo, which have received overwhelming response from international investors.





## EGYPT

Emaar Misr, the Egyptian subsidiary of Emaar Properties, which is listed on The Egyptian Exchange, achieved significant growth with 94 per cent of units released sold. Emaar Misr has three residential developments – Uptown Cairo, Marassi, and Mivida.

With an existing land bank of about 52.79 million sq. ft, distributed among four 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 4.5 million sq metres, and features a business park, town centre, mall, resorts, spa, sports & leisure facilities, a world-class golf course and a variety of luxurious residential villages.

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, and a five-star premium Address hotel and serviced residences, with panoramic views of the city, set along a spectacular boulevard, reminiscent of global landmarks such as Las Ramblas in Barcelona, Beverley Hills’ Rodeo Drive and Champs-Élysées in Paris.

The 3.7 million sq metres Mivida pioneers a new residential concept in Egypt, by introducing smaller, smarter and cost-competitive fully-finished, ready-to-furnish residences. Marassi is a 6.5 million sq metres tourist resort

project located on Sidi Abdel Rahman and Alamein, and has seven distinct lifestyle districts, over 1,700 hotel rooms to be operated by Address Hotels + Resorts and Vida Hotels and Resorts, a marina, golf course and healthcare facilities. In 2018, Emaar marked the opening of the historic Al Alamein Hotel.

Emaar is currently focused on creating one of the largest real estate companies in the country, and to provide significant impetus to the local economy by 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 Büyükçekmece Lake 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 also has 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 is developing the third phase of Beit Misk, a residential community that spreads over approximately 655,000 sq m on an exceptional mountainous location of the Northern Metn region. The first phase was fully sold out and homes are currently being handed over.

## INDIA

In 2018, Emaar formalised its demerger from its former joint venture partner following the approval from National Company Law Tribunal. Currently operating projects in Punjab, Delhi, Haryana, Tamil Nadu, Rajasthan, Madhya Pradesh and Andhra Pradesh. Emaar has land reserves over 23 million sq metres fully paid. The existing land reserves identified for development are expected to provide approximately 51 million sq ft square feet of developable area for residential, retail and hospitality assets. In 2018, 85 per cent of residential units launched for sale were sold.





## PAKISTAN

Emaar Pakistan has pioneered the concept of master-planned communities 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.

Crescent Bay, Karachi, enjoys a spectacular location in the DHA Phase VIII, to Karachi's southwest. With a beautiful two-kilometre seafront along the shores the Arabian Sea, the community will include parks and 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.

Canyon Views, Islamabad, is an exclusive gated community designed with a wide variety of natural attractions combined with exceptional architectures and the finest leisure facilities. Canyon Views offers luxury single-family town homes and villas in a range of architectural styles with easy access to amenities including retails, community club houses, parks, school and mosques.

A nighttime photograph of the Dubai skyline, featuring the Burj Khalifa as the central focus. The city lights are visible in the background, and the sky is a deep blue. The text 'EMAAR' is overlaid in the center in a white, serif font.

EMAAR

BOARD OF DIRECTORS

## H.E. MOHAMED ALABBAR

Chairman

Founder & Chairman 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

Vice-Chairman

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, Mr. Bin Theniyah 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

Board Member

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

Managing Director

As Managing Director – Emaar Properties PJSC, 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; Vice Chairman of Emaar Malls PJSC, 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 important 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

Board Member

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

Board Member

Mr. Arif Obaid Al Dehail currently serves as Chief Executive Officer of Dubai Port Authority - Ports, Customs and Free Zone Corporation since Jan, 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 year 2014 & 2016, also in 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

Board Member

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 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 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

Board Member

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

Board Member

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, global current 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  
Managing Director  
Emaar Properties PJSC

ZIAD EL CHAAR  
Chief Executive Officer  
Emaar International

BILAL AL MATARNEH  
Chief Procurement Officer  
Emaar Properties PJSC

GEORGE ABOU JAOUDE  
Managing Director  
Emaar Lebanon

AMIT JAIN  
Group Chief Executive Officer  
Emaar Properties PJSC

AVINASH PANGARKAR  
Group Chief Financial Officer  
Emaar Properties PJSC

FAWAZ SOUS  
Head of Sales  
Emaar Properties PJSC

AHMED LINJAWY  
Chief Operating Officer  
Emaar, The Economic City

BADER AL MHEIRI  
Chief Executive Officer  
Emaar Development

AYMAN HAMDY  
Chief Legal Officer  
Emaar Properties PJSC

PRASHANAT GUPTA  
Chief Executive Officer  
Emaar India

WALEED DHADUK  
Chief Executive Officer  
Emaar Industries & Investments

PATRICK BOUSQUET-CHAVANNE  
Chief Executive Officer  
Emaar Malls

OLIVIER LAMBRECHT  
Group Chief Human Resources Officer  
Emaar Properties PJSC

MOHAMED EL DAHAN  
Chief Executive Officer  
Emaar Misr

ARIF ALHARMI  
Chief Executive Officer  
Amlak Finance

OLIVIER HARNISCH  
Chief Operating Officer  
Emaar Hospitality

HADI BADRI  
Chief Strategy Officer  
Emaar Properties PJSC

FEYZE TECELLIOGLU  
Chief Executive Officer  
Emaar Turkey

ALI ODEH  
Chief Executive Officer  
Turner International Middle East

DAMIEN LATHAM  
Chief Executive Officer  
Emaar Entertainment

AHMAD AL FALASI  
Executive Director  
Emaar Group Operations

SOHAIL BAIG  
Chief Executive Officer  
Emaar Pakistan

MAITHA AL DOSSARI  
CEO Strategic Projects  
Emaar Properties PJSC

IRFAN SADIQ  
Group Chief Audit Officer  
Emaar Properties PJSC

REDWAN ZAOUK  
Chief Operating Officer  
Emaar Middle East

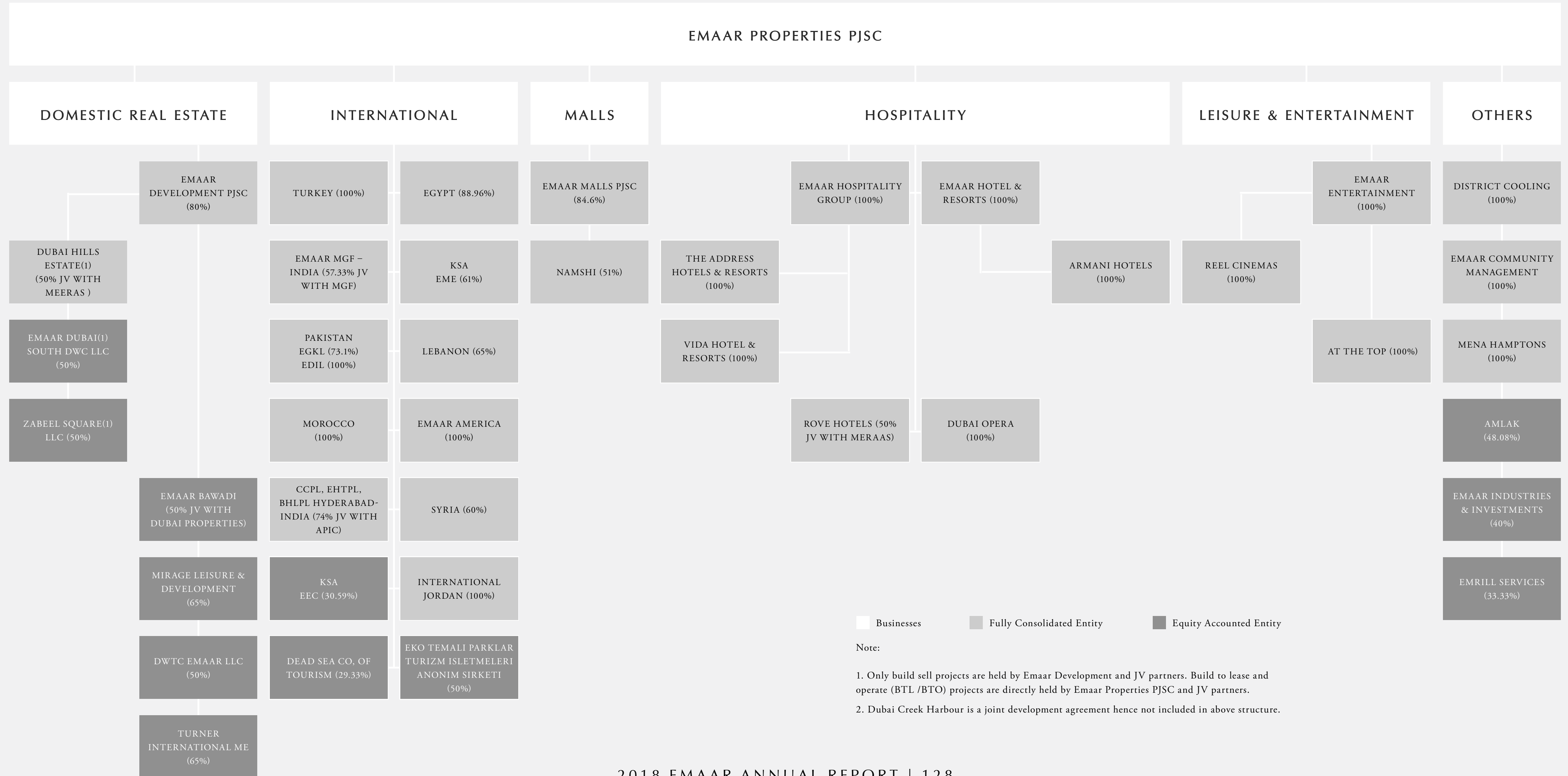
A wide-angle photograph of a sunset over a body of water. The sky is filled with large, billowing clouds in shades of orange, red, and purple. In the foreground, the water is calm and reflects the warm colors of the sky. On the right side, a tall, thin fountain jet of water rises into the air. In the middle ground, there are rolling green hills or dunes. On the left side, a large, multi-story building with a domed roof and several palm trees are visible. The overall atmosphere is serene and majestic.

# EMAAR

## GROUP STRUCTURE

# GROUP STRUCTURE

## EMAAR PROPERTIES PJSC



Businesses
  Fully Consolidated Entity
  Equity Accounted Entity

**Note:**

1. Only build sell projects are held by Emaar Development and JV partners. Build to lease and operate (BTL /BTO) projects are directly held by Emaar Properties PJSC and JV partners.
2. Dubai Creek Harbour is a joint development agreement hence not included in above structure.



EMAAR