

EMAAR

ANNUAL REPORT 2020



LETTER TO SHAREHOLDERS

“The challenges of 2020 were overcome through strength, resilience and community spirit, all of which are at the heart of our company’s ethos; at Emaar, we are family. We look ahead to a future filled with innovative projects that serve the local and international communities.”

Firstly, I would like to thank the UAE’s wise rulers and the UAE Government who have shown incredible strength and resilience, with the UAE now emerging positively from the effects of Covid-19. I would also like to express my deepest gratitude to Emaar’s frontline staff as well as the UAE’s frontline workers, who have worked tirelessly throughout the pandemic taking care of our customers and helping to keep our communities safe.

To support the UAE community, we donated AED 100 million (\$27.2 million) to the Community Solitary Fund to contribute to the fight against Covid-19. We also officially opened a vaccination hub at The Dubai Mall, and we will continue our efforts to support the wider community. To help support SME’s, we could provide some of our tenants with rental relief from 2020 Q2 to assist SMEs and local businesses during this challenging period.

Without the incredible contribution of every one of our shareholders and employees in the past year, Emaar would not be in the strong position it is today. I cannot thank you enough for how, in the most challenging times we have ever faced,

you have shown flexibility and adaptability, enabling the Emaar family to excel.

We set out in 2020 for Emaar to be known for its superior customer service. The changes we have made within our own working culture are now being positively felt by the people who matter most: our customers. It was for this reason that we decided to remove all job titles for Emaar staff. Our focus on talent, not titles, in 2020 has reaped enormous benefits across the Group. It has led to greater teamwork across different business units and created a sense of unity across the company.

Customer service excellence runs through the veins of Emaar, and our customers must remain a priority when trusting us with such crucial investment decisions. We always aim to exceed customers’ expectations through unparalleled efficiency, but 2020 has taught us that we can never take anything for granted.

Emaar’s investment in international operations continues to show positive momentum, with Egypt recording the highest sales when compared to other listed real estate developers in the country; this is complemented by the handover of 3,900 units across international markets, mainly in India (2,313) and Pakistan (457).

Other examples of our continued global developments include Emaar Hospitality Group’s scheduled opening of the new Address Beach Resorts in Bahrain and Egypt, with long-term plans for upcoming projects in Turkey, Saudi Arabia, Bahrain and more in Egypt.

WE SPEAK DIGITAL

In a new-found world where the most important language is digital, Emaar continues to drive its position as an innovative, future-forward corporation, transforming transactions and experiences digitally.

We spearheaded digital innovation in 2020 with the delivery of 3MR; a first-of-its-kind 3D printed home in Arabian Ranches III using ground-breaking technology. The initiative is in line with a directive from His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, to construct 25 per cent of buildings in the Emirate using 3D printing technology by 2030.

Another testament to our digital success was the launch of The Dubai Mall's virtual store in partnership with noon.com, which was launched within days of mall closures forced upon us by the pandemic. As we continue to embrace digital innovation, we strive to reimagine intelligent ways of connecting and communicating with our customers and shareholders.

THE UAE VISION 2021

Emaar's progress and development for the UAE support the UAE Vision 2021, translating this incredible vision into reality. We are one of the region's key players that have delivered on our nation's vision to set ourselves apart from the rest and strive to become one of the world's best countries. From the iconic landmarks we have created from the ground-up to the destinations we cultivate, we have proven our commitment to supporting the UAE's Vision 2021.

FINANCIAL RESILIENCE

I am pleased to report that the company continued to be profitable in 2020, despite the business challenges faced across the globe. This was due to our staff and shareholders' hard work and commitment and the unwavering resilience of the Emaar spirit.

In the face of unstable market conditions, Emaar Properties PJSC had a committed performance in 2020 with a revenue of AED 19.710 billion (US\$ 5.366 billion) and a net profit of AED 2.617 billion (US\$ 712 million). Emaar now has a total sales backlog of AED 36.677 billion (US\$ 9.986 billion), of which AED 24.738 billion (US\$ 6.735 billion) is in the UAE and will be recognised as revenue in the coming years.

Emaar Development PJSC reported revenue of AED 9.758 billion (US\$ 2.657 billion) with a net profit of AED 1.657 billion (US\$ 451 million). Emaar Development remains committed to its projects' delivery timeframes.

Emaar recorded overall property sales of AED 10.902 billion (US\$ 2.968 billion), of which AED 6.321 billion (US\$ 1.721 billion) was achieved in UAE. Also, Emaar International recorded a 10 per cent increase in revenue to AED 4.826 billion (USD 1.314 billion) in 2020 compared to AED 4.399 billion (USD 1.198 million) in 2019, contributing 24 per cent of the Group's total revenue with successful operations in Egypt and Pakistan, in particular.

Emaar's hospitality & leisure, entertainment and commercial leasing business contributed AED 1.618 billion (US\$ 441 million) to the Group's total revenue. Along with Emaar Malls, these businesses recorded revenue of AED 5.126 billion (US\$ 1.396 billion), representing 26 per cent of Emaar's overall revenue.

Reflecting on 2020, we are determined to strive for better results in 2021 and the future as we consistently endeavour to boost shareholder value.

OPERATIONAL FOCUS

The wheels are constantly in motion at Emaar, and we are proud of our operational achievements in 2020. 2020 saw Emaar Development launch key projects in Dubai, including Burj Crown and Beach Isle, boosting innovative design and build quality, providing our customers with an exclusive lifestyle experience. We completed three prestigious projects; Harbour Views, Creek Horizon and Creekside 18, all located in the idyllic Creek Island. Main contracts were awarded for Creek Beach: Breeze, Bayshore, Summer, Sunset, Surf as well as Vida Residences in 2020.

Emaar Hospitality has successfully launched five new exciting projects in 2020, Vida Downtown Residences, Address Beach Resort JBR, Address Marassi Golf Resort, Rove La Mer and Vida Beach Resort UAQ launched Feb 2021.

A series of monumental hospitality resorts will be opening soon across the UAE, Saudi Arabia, Bahrain, Turkey and Egypt.

Emaar Malls opened Foundry, located in Downtown Dubai, a first-of-its-kind art, cultural and co-working space, and is also nearing the Dubai Hills Mall's completion in Dubai Hills Estate.

Emaar Mall's acquisition of Namshi, the online fashion retailer, has proven to be fruitful with incredible growth for the Middle East's e-commerce sector.

Amidst the challenges of 2020, our passion, drive, and determination shone through as we continued to excel across our business portfolio. Driven by an ethos of positive paranoia, unwavering support of our shareholders and a willingness to embrace this digital era, we look forward to continuing to make our mark in history, with no limit of what we are capable of.

Emaar's success story is because of each and every one of you, and we look forward to a prosperous journey ahead of us.

My best regards and wishes,

Mohamed Alabbar
Emaar Properties



— BUSINESS OVERVIEW

Emaar continued to show strong growth in 2020, led by its property development arm in the UAE as well as Emaar International across key markets.

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

2020 saw Emaar launch key projects in Dubai, including Burj Crown, set in a prestigious location on the trend-setting Sheikh Mohammed bin Rashid Boulevard. From here, it's just a short stroll to Dubai's iconic landmarks such as Burj Khalifa, The Dubai Mall, The Dubai Fountain, Dubai Opera and Burj Park. Another notable achievement was the launch of Beach Isle, where residents can come home to their own beach resort; the true meaning of sophisticated living at Dubai's most exclusive island, with exceptional dining, retail and entertainment venues within walking distance.

The construction of three prestigious projects was completed in 2020: Harbour Views, Creek Horizon and Creekside 18 all located in Creek Island. Main contractors were awarded for Creek Beach: Breeze, Bayshore, Summer, Sunset, Surf as well as Vida Hotel & Residences in 2020.

2020 also saw the launch of construction of their recent master-planned development, Arabian Ranches III, set to deliver 1071 townhouses.

Dubai Creek Harbour witnessed the opening of a 740m bridge from Ras Al Khor Road.

These launches demonstrate the demand for community-focused family environments.

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

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

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

Development of properties in international markets continues to see robust growth.

Emaar International recorded 10 per cent increase in revenues to AED 4.8 billion (USD 1.3 billion) in 2020 compared to AED 4.4 billion (USD 1.2 billion) in 2019; contributing 24 per cent of the Group’s total revenue.

Emaar has handed over more than 72,000 residential units in Dubai and international markets, with more than 26,000 currently under development in the UAE and 12,000 units in global markets.

With its sales backlog of AED 36.677 billion (USD 9.986 billion), of which AED 24.738 billion (USD 6.735 billion) is in the UAE, and a healthy development pipeline in the UAE as well as in high-growth international markets, Emaar will continue to deliver on its founding objective of ‘shaping the future.’ In this journey, Emaar derives its inspiration and guidance from the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai and remains committed to the transformational growth of the UAE as a global business, leisure and investment hub.

Emaar Malls, on the other hand, remained resilient during 2020 with 91 per cent occupancy level across its assets.

Major projects, such as Dubai Hills Mall in Dubai Hills Estate are developing quickly, with the latter scheduled to open in 2021.

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

Emaar hospitality have successfully launched four new exciting projects in 2020, Vida Downtown Residences, Address Beach Resort, Address Marassi Golf Resort. Additionally, Rove Hotels (Joint Venture) also launched Rove La Mer Beach.

One of Emaar's most exciting projects was the opening of 'Foundry' a progressive art, cultural and co-working space located on Sheikh Mohammed Bin Rashid Boulevard in Downtown Dubai. Not only is it perfect for the vibrant and busy neighbourhood, it is also a great addition to the art and culture scene in the city and region.

In its first complete year of operations under EMAAR's full ownership, Namshi recorded a revenue of AED 1.330 billion (USD 362 M), up by 29% over 2019. Namshi also improved its operating profit (EBITDA) from -3.4% in 2019 to -0.2% in 2020. The online retailer has deepened its partnerships with existing brands, added new in-demand brands, fast-tracked new business models and invested to grow in high potential categories like beauty, home and kids.

2021 is set to be another year of wins, as the Group diversifies its investments and projects in an aim to develop a more robust portfolio.



— FINANCIAL HIGHLIGHTS

Emaar Properties reported resilient performance in 2020, recording total revenue of AED 19.710 billion (USD 5.366 billion), with net profit of AED 2.617 billion (USD 712 million) — compared to AED 6.200 billion (USD 1.688 billion) net profit in 2019 over total revenue of AED 24.586 billion (USD 6.694 billion).

Highlighting strong investor interest for Emaar's residential launches, Emaar reported total property sales of AED 6.321 billion (USD 1.720 billion) in Dubai during 2020. Emaar now has a sales backlog of AED 36.677 billion (USD 9.99 billion), of which AED 24.738 billion (USD 6.735 billion) is in the UAE, to be recognised as revenue in the next three to four years.

From the property launches in the UAE during 2020, Emaar Development PJSC (DFM: EMAARDEV) has successfully sold 49 percent of its units, indicating strong brand value and trust of customers.

Emaar International's projects recorded tremendous growth, with a 10 per cent increase in revenue to AED 4.8 billion (USD 1.306 billion), compared to AED 4.4 billion (USD 1.197 billion) in 2019. The revenues were primarily led by projects in Egypt and India, with Emaar International's total revenue representing

24 per-cent of the Group's total revenue for the year.

Emaar Malls recorded revenue of AED 3.508 billion (US\$ 955 million) in 2020.

Overall net profit in 2020 amounted to AED 704 million (US\$ 192 million).

Occupancy levels across Emaar Malls' assets – The Dubai Mall, Dubai Marina Mall, Gold & Diamond Park, Souk Al Bahar and the Community Retail

Centres – remained positively resilient during 2020 at 91 per cent. Notably, Emaar Malls was proud to announce the opening of new community projects, Foundry – a co-working art space, Downtown Kitchens – a gourmet food hall concept as well as the new community mall – Dubai South Village. Meadows Village also underwent extensive redevelopment.

In 2020, The Dubai Mall became the first mall in the world to receive GBAC STARTM accreditation in June 2020, an international performance-based programme that helps facilities establish and maintain systematic cleaning, disinfection, and disease prevention measures. The Dubai Mall was also recently awarded for exceeding service standards under the Dubai Service Excellence Scheme from Dubai Government and Dubai Economy.

Namshi, the regional e-commerce fashion and lifestyle platform recorded sales of AED 1.316 billion (US\$ 358 million) increasing 28 per cent compared to the previous year. Namshi's strong performance is attributed to its continual growth in Saudi Arabia, increase of 283 brands on the platform and providing customer with latest trends.

Emaar Malls' past achievements, strengthened by recent strategic investments, have enabled the business to quickly adapt and introduce changes that will help the portfolio grow and succeed long after the pandemic passes.

The hospitality & leisure, entertainment and commercial leasing businesses, along with Emaar Malls, together recorded revenue of AED 5.126 billion (USD 1.396 billion), representing 26 per cent of the Group's total revenue in 2020.

EMAAR

PROPERTY BUSINESS





— PROPERTY BUSINESS

Emaar launched two new projects in 2020: Burj Crown, located in Downtown Dubai and Beach Isle, located in Emaar Beachfront, a one-of-a-kind residential tower. Emaar currently holds a total land bank of 287 million sq ft in UAE.

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

Dubai Hills Estate, the 11 million sq m 'green city within the city,' is another mega-development – a joint venture with Meraas. It features a world-class retail hub – Dubai Hills Mall set for completion in 2021, Dubai Golf Club, Dubai Hills Park and residential communities set around an 18-hole championship golf course.

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

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

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

Emaar Development has welcomed residents 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 offers a dazzling selection of shopping, dining, leisure, and a world-class yacht club.

Active in 10 high-growth countries, Emaar has handed over more than 47,000 properties since 2002 and achieved overall sales of 88 per cent of its inventory in all its key global markets as of end-2020.

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



— PROJECT HIGHLIGHTS

UNITED ARAB EMIRATES - Some of the key ongoing projects by Emaar in the UAE are:

BURJ CROWN

There's living, and then there's Burj Crown living. Rising on the vibrant Sheikh Mohammed bin Rashid Boulevard in Downtown Dubai, Burj Crown homes come with priceless views of Dubai's iconic landmarks and an abundance of shopping, cultural, entertainment and culinary experiences — all at the fingertips of its residents. Burj Crown enjoys a prestigious location on the trend-setting Sheikh Mohammed bin Rashid Boulevard. From here, it's just a short stroll to Dubai's iconic landmarks such as Burj Khalifa, The Dubai Mall, The Dubai Fountain, Dubai Opera and Burj Park.

At Burj Crown, convenience, wellness and entertainment are of prime importance. Savour every lasting moment of free time as sweeping panoramic views and vibrant greenery adorn the lavish facilities purposefully designed to enrich its dwellers.

BEACH ISLE

Discover the true meaning of sophisticated living at Dubai's most exclusive island; where the blue sky is an extension of the open sea; where exceptional dining, retail and entertainment venues are a delightful stroll away; and every minute is made calming and beautiful by the sound of waves rolling onto the shore. This is Beach Isle.

With a great location, an array of high-end amenities, unhindered views of the sea, and direct access to an exclusive beach, residents will never have to compromise on meaningful downtime with family, or sacrifice spending quality time with yourself to rejuvenate.

Residents can enjoy an infinity-edge swimming pool fitness area, a ground-level retail and dining strip, as well as a splash pad and play zone for little ones.





DOWNTOWN DUBAI

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

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

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

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

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





BURJ KHALIFA

Described as both a ‘Vertical City’ and ‘A Living Wonder,’ Burj Khalifa, developed by Dubai-based Emaar Properties PJSC, is described as a ‘Global Icon’ by the Council on Tall Buildings & Urban Habitat.

Rising gracefully from the desert, Burj Khalifa honours the city with its extraordinary union of art, engineering and meticulous craftsmanship. At 828 metres (2,716.5 ft), the 200 plus storey Burj Khalifa has 160 habitable levels, the most of any building in the world. The tower was inaugurated on January 4, 2010, to coincide with the fourth anniversary of the Accession Day of His Highness Sheikh Mohammed Bin Rashid Al Maktoum as the Ruler of Dubai.

With a total built-up area of 5.67 million square feet, Burj Khalifa features 1.85 million square feet of residential space and over 300,000 square feet of prime office space. That is in addition to the area occupied by the Armani Hotel Dubai and the Armani Residences.

Visitors can experience the world's fastest double-deck elevators, cruising at 10m/s and take a closer look at the world below through avant-garde, high powered, telescopes. Visitors can step out onto the public outdoor observation terrace overlooking the ever-growing skyline from Level 124. Guests can also visit Level 125, positioned 456 metres from ground-level, which offers a spacious deck

tastefully decorated in Arabic mashrabiya for stunning 360-degree views. Set off on a virtual reality experience to the pinnacle of Burj Khalifa and enjoy a new immersive experience; step on an inspired glass-floor with a twist.



EMAAR BEACHFRONT

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

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

ARABIAN RANCHES III

With construction in full swing throughout 2020, Arabian Ranches III will deliver over 1000 townhouses in this desirable location. Featuring three and four bedroom townhouses, Arabian Ranches III has seen a high demand for properties. The first community — Sun — was sold out.

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

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

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

Moreover, the Global Village metro station, as per the Dubai Metro masterplan, will be located just across the road from Arabian Ranches III.





SPRING

Designed with a soft colour palette and contemporary finishing with prairie-style landscaping, Spring offers 3 and 4-bedroom townhouses for family living in a well-established community. Townhouses come with spacious architecture and floor-to-ceiling windows that allow the homes to be bright with natural light.

Residents can take advantage of the various amenities in the gated community, such as parks, children's playgrounds, a treehouse, a clubhouse, alleys, and more.

RUBA

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

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

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





SUN

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

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

JOY

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

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





THE VALLEY

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

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

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

EDEN

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

The 1988 - 2311 sq ft villas are currently under development, on track for handover in Q1 2023.





DUBAI CREEK HARBOUR

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

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

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

With over 7.3 million square metres of residential space, nearly 940,000 sq m of retail precincts, 300,000 sq m of commercial space, over 66,000 sq m of cultural space, 700,000 sq m of parks and open spaces, and 24 hotels with 5,800 rooms, Dubai Creek Harbour will serve as a strong economic catalyst for Dubai.

CREEK MARINA

Dubai Creek Harbour features one of the world's finest city-harbour getaways, the Creek Marina in the heart of Creek Island Dubai. At Creek Marina, you explore, you dream and discover a new way of life by the very heart and soul of the city, the historic Dubai Creek, the cradle of commerce and culture. Nearly three-fourth of a kilometre long and about a quarter wide, the Creek Marina is billed to be the new Riviera of the Middle East.

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

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

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





CREEK BEACH

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

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

DIVERSE RESIDENTIAL OFFERING

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

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





BAYSHORE

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

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

CREEK EDGE

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

Creek Edge is in close proximity to Creek Island's central park, the Address Harbour Point and Creek Marina, offering a range of experiences for every resident. The construction is on track for the handover in 2024.





SUMMER

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

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

SURF

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





VIDA RESIDENCES CREEK BEACH

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

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

Offering a range of 1, 2 and 3-bedroom apartments, Vida Residences Creek Beach is on track to be handed over in 2023.

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 more than 38,000 residential units.

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

Emaar will also soon launch Dubai Hills Mall, a regional retail and leisure destination scheduled to open in 2021. It will have a gross leasable area (GLA) of over 2 million sq ft (187,500 sq m). It will be home to more than 750 outlets including a range of 'fast fashion' retail and F&B choices featuring a wide array of restaurants and cafes. Dubai Hills Mall will feature four major family entertainment and leisure centres including a cineplex, a 65,000 sq ft hypermarket, seven anchor retail experience stores, and dedicated parking spaces for over 7,000 vehicles.





EMERALD HILLS

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

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

GOLFVILLE

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

Through a choice of 1 and 2-bedroom apartments and essential fitness amenities, the residential tower is designed for individuals and small families, in answer to the growing start-up and entrepreneurial culture of Dubai. The development is on track to provide handover of homes by Q3 2022.





EXECUTIVE RESIDENCES

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

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

EMAAR SOUTH

Emaar South is a mega-development in Dubai South, one of the city's most sought-after destinations of the future, just minutes from the Al Maktoum International Airport and in close proximity to the Expo 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.



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

Other amenities incorporated in the masterplan include a K-12 educational institution by a premier provider and a golf villa recreational centre. To be developed in four phases, Emaar has completed Phase 1 which include tiered townhomes, villas, and apartments in addition to the community retail centre while the construction is progressing on Phase 2.



PARKSIDE - EXPO GOLF VILLAS

Expo Golf Villas are set by Emaar South boulevard, a bustling hub of lifestyle and leisure activities, and featuring retail and F&B outlets. The neighbourhood is also near two green parks and a community centre. Sporting a modern architecture that assures the privacy of residents, Expo Golf Villas offer prime views of green parks and immaculate landscaping. The homes are thoughtfully designed with balconies to maximise the views, while the internal finishes are in neutral tones. Expo Golf Villas boasts 1,736 units of 3 and 4 bedroom homes. Communities located in Expo Golf Villas include:

PARKSIDE 1, 2 & 3

The Parkside townhomes 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 a total of 1,158 units of 3 and 4 bedroom properties, making them the first choice for families.

GREENVIEW 1 & 2

578 limited edition townhomes located on the doorstep of Expo, dwellers can come home to their timelessly 3 or 4 bedroom modern villa. Defined by the simplicity of form and clean architectural lines, perfect for the sophisticated resident.

With two architectural styles to choose from, every villa is elegant and high-windowed to amplify views of the inviting shared spaces, parks and freshly cut lawns. Generous private balconies and delightful patios will bring homeowners closer to nature's arms.

Residents can enjoy a fully equipped gym, soak up the sun by the pool or unwind with a game of golf at the 18-hole championship golf course. With a buzzing community centre, and an impressive array of parks and walkways, staying active has never been easier.



Other amenities offered to guests include unlimited Wi-Fi, a welcome pack, and on-demand Google Smart Home devices such as Chromecasts for streaming entertainment channels and others. Guests can also get an ‘Ease Pass,’ which provides handpicked offers and deals to the city’s major attractions.

This includes U by Emaar special upgrades, discounts on Emaar hospitality restaurants, and deals to Emaar entertainment attractions such as At The Top, Burj Khalifa, Reel Cinemas and others.

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

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

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

EMAAR

SHOPPING MALLS & RETAIL





— SHOPPING MALLS & RETAIL

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

2020 recorded AED 3.508 billion (USD 955 million) in revenues and Net profits of AED 704 million (USD 192 million) in 2020 despite challenging business conditions.

Collectively, The Dubai Mall, Dubai Marina Mall, Souk Al Bahar, Gold & Diamond Park, and other community shopping centres by Emaar Malls, welcomed 76 million visitors; of which The Dubai Mall saw 43 million people visiting its iconic premises. A steady return to footfall across the group's mall assets was also noted due to their prioritisation of its visitors', tenants' and employees' wellbeing.

Occupancy levels across Emaar Malls' assets – The Dubai Mall, Dubai Marina Mall, Gold & Diamond Park, Souk Al Bahar and the Community Retail Centres – remained stable on steady levels. The strong 91 per cent occupancy in the face of

the pandemic demonstrates Emaar Malls' commitment to its partners. 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.

During 2020, the wholly owned subsidiary, Namshi recorded sales of AED 1.316 billion (US\$ 358 million) increasing 28 per cent compared to the previous year. Namshi's strong performance is attributed to its strong 'Black November' campaign and its continual growth in Saudi Arabia.

Revenue-generating businesses, commercial leasing, hospitality, leisure and entertainment segment, along with Emaar Malls collectively recorded AED 5.126 billion (USD 1.396 billion), which represents 26 percent of Emaar Group's total revenue.

The group has redeveloped Meadows Village to increase its GLA by approximately 95,000 sq ft. The spacious expansion includes a supermarket and multiple new F&B and retail outlets serving the residents of The Meadows, The Springs and Emirates Living communities.

Emaar Malls' partnership with Time Out Group PLC will see the opening of the region's first Time Out Market in Souk Al Bahar in Q1 2021. Visitors to the 43,000 sq. ft venue will enjoy delicacies from some of Dubai's top chefs, under one roof. The unique waterfront location just by The Dubai Fountain and adjacent to The Dubai Mall and Burj Khalifa is one of the region's prime destinations, attracting millions of visitors each year.

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

THE DUBAI MALL

The Dubai Mall reiterated its credentials as the 'world's premium retail and lifestyle destination. The Dubai Mall became the first mall in the world to receive GBAC STARTM accreditation in June 2020, an international performance-based programme that helps facilities establish and maintain systematic cleaning, disinfection, and disease prevention measures.

The Dubai mall received a prestigious award within the shopping mall category from Dubai Government, the Emirates Business Rating Scheme and Business Excellence Award in November 2020, an initiative of H.H Sheikh Mohammed bin Rashid Al Maktoum, to help improve business services in line with the UAE vision 2021.

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



Today, the UAE and Dubai's reputation as the world's fourth most popular tourist destination is strengthened by The Dubai Mall's ability to attract visitors from across the world, notably high net worth individuals from China and Europe, and the wider Middle East, Africa, South Asia and Southeast Asia.

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



ZABEEL EXPANSION BY THE DUBAI MALL

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

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

The new expansion spans nine stories which home 66 retail units and has added 3,000 more car parking spaces. The mall is also closer to Al Khail Road, offering easy access to visitors, in addition to multiple access points through highways.

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

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 resilient visitor arrivals in 2020.

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 is 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.





DUBAI HILLS MALL

Scheduled to open in the second half of 2021, 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 boast 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.

INTERNATIONAL FOOTPRINT

Emaar also operates Istanbul's Emaar Square Mall, which opened in 2019. It is the largest shopping mall in the country with over 300 outlets and is home to several renowned brands from Turkey, along with other established global names. It is expected to welcome around 20 million visitors annually in 4 years. The mall saw a year of robust performance despite the pandemic and has implemented the highest standards of health and safety.

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 rich cultural heritage of Istanbul as well as offering a choice of delectable local cuisine. Other attractions at the mall include the Emaar Aquarium & Underwater Zoo with over 20,000 aquatic animals of 200 different species, an ice rink, and a mega cineplex.

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.



EMAAR

HOSPITALITY, LEISURE
AND ENTERTAINMENT





— EMAAR HOSPITALITY AND LEISURE

Emaar Hospitality Group, the hospitality & leisure subsidiary of Emaar Properties, recorded resilient performance in 2020. Strengthening its footprint in the UAE with three new hotels, the business also expanded its geographic presence with hotel management agreements in Saudi Arabia, Bahrain, Egypt, Turkey and the UAE.

In 2020, Emaar's hospitality & leisure, commercial leasing and entertainment businesses recorded revenue of AED 1.618 billion (US\$ 441 million). With three new hotels opened — Address Beach Resort, Address Marassi Golf Resort, and Rove La Mer Beach (Joint Venture). With Vida Beach Resort UAQ set to open in February 2021.

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

EMAAR LEISURE GROUP

True to its promise to deliver memorable lifestyle experiences, Emaar Hospitality Group operates six 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; Montgomerie Golf Club Dubai 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 Montgomerie Golf Club Dubai as the Middle East's premier luxury golf destination.

A design collaboration between golfing great Colin Montgomerie and Desmond Muirhead, Montgomerie Golf Club Dubai 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/showjumping arenas that play host to some of the region's most prestigious events.

Emaar Hospitality Group also operates Dubai Hills Golf Club. Designed by European Golf Design and operated by Troon Golf, this 18-hole par72 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 floodlit practice facility that includes a driving range, putting green and short game area. Avid golfers can brush up on their technique at the Academy's teaching bays or compare handicaps with fellow enthusiasts at the Club's delightful eateries.

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



RESTAURANTS

Emaar Hospitality Group also manages At.mosphere, Burj Khalifa – the exclusive, award-winning fine dining restaurant offering contemporary cuisine, and located on Level 122 of Burj Khalifa.

An overview of Emaar Hospitality Group's assets include:

ADDRESS HOTELS + RESORTS

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

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

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

In 2020, Address Hotels + Resorts opened Address Beach Resort JBR (217 rooms and suites), a luxury beachfront resort. In 2019, Address Hotels + Resorts opened Address Sky View (169 rooms), Address Residences Sky View (551), Address Fountain Views (193 rooms) and Address Residences Fountain Views (786) — all located in Downtown Dubai. Existing assets include Address Downtown Dubai (220 super luxurious rooms and suites), Address Montgomerie (22 luxury hotel rooms and suites), and Palace Downtown (242 well-appointed guest rooms and suites).

Upcoming assets include Address Harbour Point (223 luxury rooms and suites), Address Al Marjan Island (248 rooms and suites), Address Fujairah ((196 rooms, 10 villas and 172 serviced apartments) and Palace Fujairah Beach (167 rooms and suites). The serviced residences in its portfolio include Address Residences Downtown Dubai (626 serviced apartments), Address Residences Dubai Mall (449 serviced residences), Address Residences Dubai Marina (442 serviced apartments), and Address Residences Boulevard (532). The new additions to the serviced residences portfolio in the UAE include:

Address Residences Dubai Opera (866), Address Beach Residences (443), The Beach Residences by Address, managed by Address Hotels + Resorts (478), Address Residences Fujairah Resort + Spa (172), Address Residences Harbour Point (794), Address Residences Aljada Sharjah (150). Address Hotels + Resorts marked two significant international expansions in 2018 with management agreements to operate Jabal Omar Address Makkah in Saudi Arabia featuring 1,484 guest rooms and suites, as well as units available for freehold sale to investors.

Other international management agreements to operate hotels and serviced residences are in Egypt with Address Marassi Golf Resort + Spa (48 luxurious rooms) and Address Residences Marassi Golf Resort + Spa (82 Tuscan-styled branded residences); in Turkey with Address Istanbul (182 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).

ADDRESS SKY VIEW

Situated in Downtown Dubai, the hotel offers spectacular views of the Dubai skyline and the Burj Khalifa.

Comprising of two 60-level towers connected by a 220-metre-high floating Sky Bridge, Address Sky View houses 169 rooms and suites. It is also home to a 23 square metre presidential suite that offers exquisite views with floor-to-ceiling windows.

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





ADDRESS BEACH RESORT

Housed in one of the 2 iconic 77-storey towers with 217 rooms and suites located at the end of Jumeirah Beach Residences, Address Beach Resort boasts over 100 metres of beach frontage in direct view of Ain Dubai with excellent leisure and entertainment facilities for guests to enjoy.

Just 300m from Marina Beach, Address Beach Resort provides luxury accommodation with best-in-class dining, free private parking, an outdoor swimming pool and a spacious fitness centre. With free WiFi, this 5-star resort offers a whimsical beach getaway for everyone to enjoy.

ADDRESS FOUNTAIN VIEWS

The luxuriously designed hotel offers spectacular views of the Burj Khalifa and The Dubai Fountain, and is conveniently connected to The Dubai Mall via a direct link, as well as Downtown Kitchens which boasts flavours and menus from internationally renowned chefs.

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

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





ADDRESS RESIDENCES MARASSI GOLF RESORT + SPA EGYPT

A hidden gem on the northern coast, alongside the idyllic waterfront of Sidi Abdel Rahman Bay, Marassi is a tranquil 6.5 million-square metre resort that looks like it belongs on a postcard: think flawless white beaches, crystal clear turquoise waters and vast stretches of greenery.

Situated adjacent to the 18-hole golf course and part of the Marassi master-planned community developed by Emaar Misr is 48 hotel rooms and 82 Tuscan-style branded residences benefiting from onsite restaurants, luxurious health spa, fitness club and swimming pool.

VIDA HOTEL & RESORTS

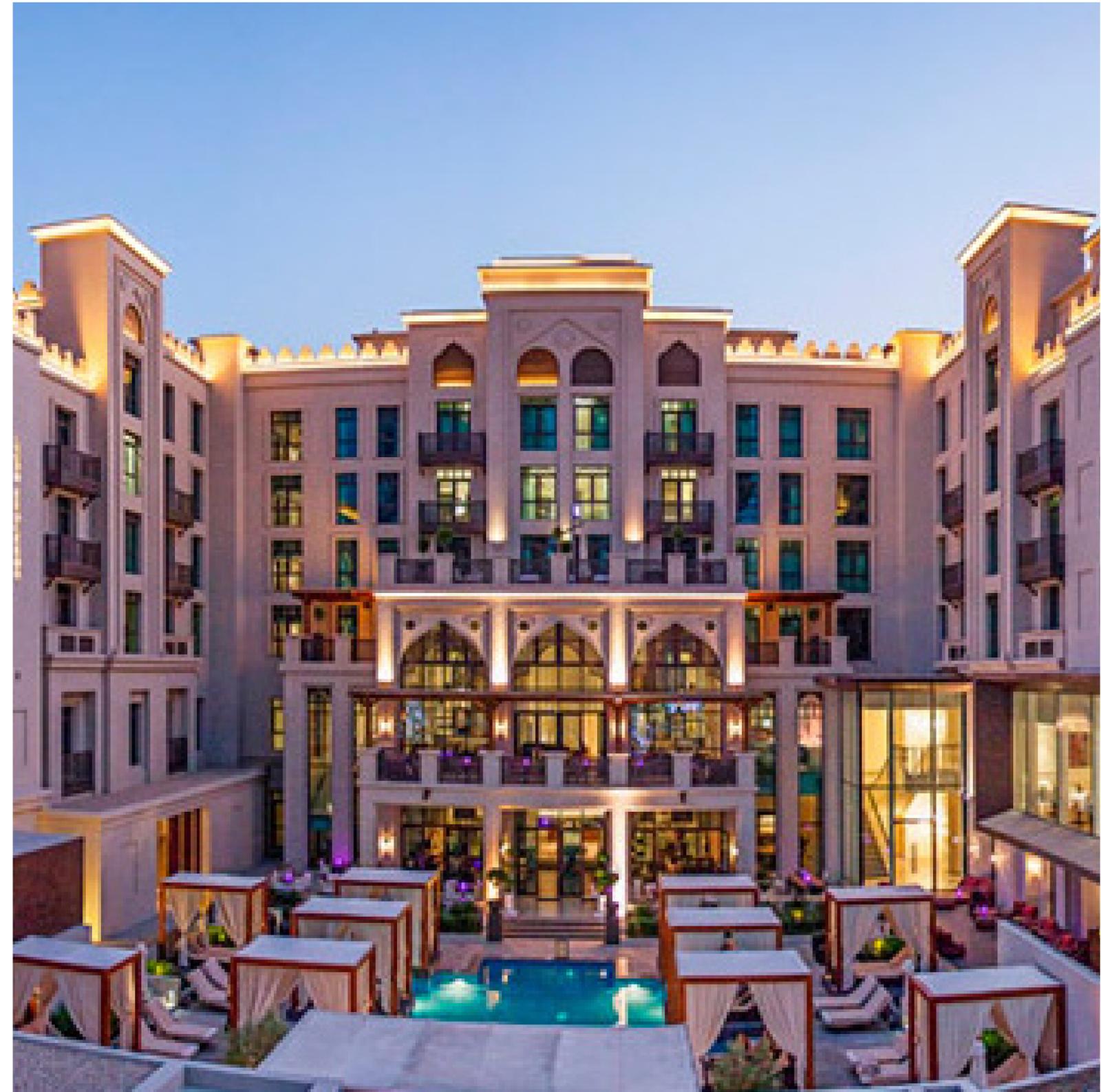
Vida Hotels and Resorts is a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

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

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

In 2019, it opened three new hotels: Vida Emirates Hills and Vida Creek Harbour and announced Vida Residences Creek Beach in Dubai Creek Harbour and Vida Residences Downtown (344 serviced residences).

Upcoming hotels under the brand include Vida Dubai Marina Yacht Club (158 rooms) , Vida Dubai Mall (195 rooms) and Vida Umm Al Quwain (135 rooms and 8 chalets).



The portfolio of upcoming Vida Residences includes: Vida Residences Dubai Marina (360 serviced residences), Vida Residences Dubai Mall (380 serviced residences), Vida Residences Aljada Sharjah (120 serviced residences).

Through management contracts internationally, Vida also operates hotel projects in Saudi Arabia, Bahrain and Egypt. These include: Vida Marassi Al Bahrain is a 158 room lifestyle hotel, offering sea-facing views, elegant restaurants and lounges, business centre, spa and a pool; Vida Residences Marassi Al Bahrain features 141 elegantly designed 1-2-3-bedroom serviced residences set in an idyllic lifestyle development.

A future development, Vida Marassi Marina in Egypt will overlook the turquoise waters of Sidi Abdel Rahman Bay in Marassi. An elegantly designed resort with 122 hotel rooms and suites that will offer marina views, while Vida Residences Marassi Marina will host 108 serviced apartments with high-quality finishings and fully equipped with modern amenities.



VIDA EMIRATES HILLS

Situated in Emirates Hills, the 4-star hotel consists of 160 rooms that overlook two golf courses and the landscaped greens of Emirates Hills. Following a clean and chic style, the hotel has all the essential amenities, including a swimming pool, gym, parking and Wi-Fi, as well as restaurants.

All units are equipped with air conditioning, flat-screen televisions with Apple TV solutions, along with bathroom necessities. Its signature restaurant, Origins, also boasts a farm-to-table ethos using fresh and organic ingredients.

VIDA CREEK HARBOUR

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

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

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



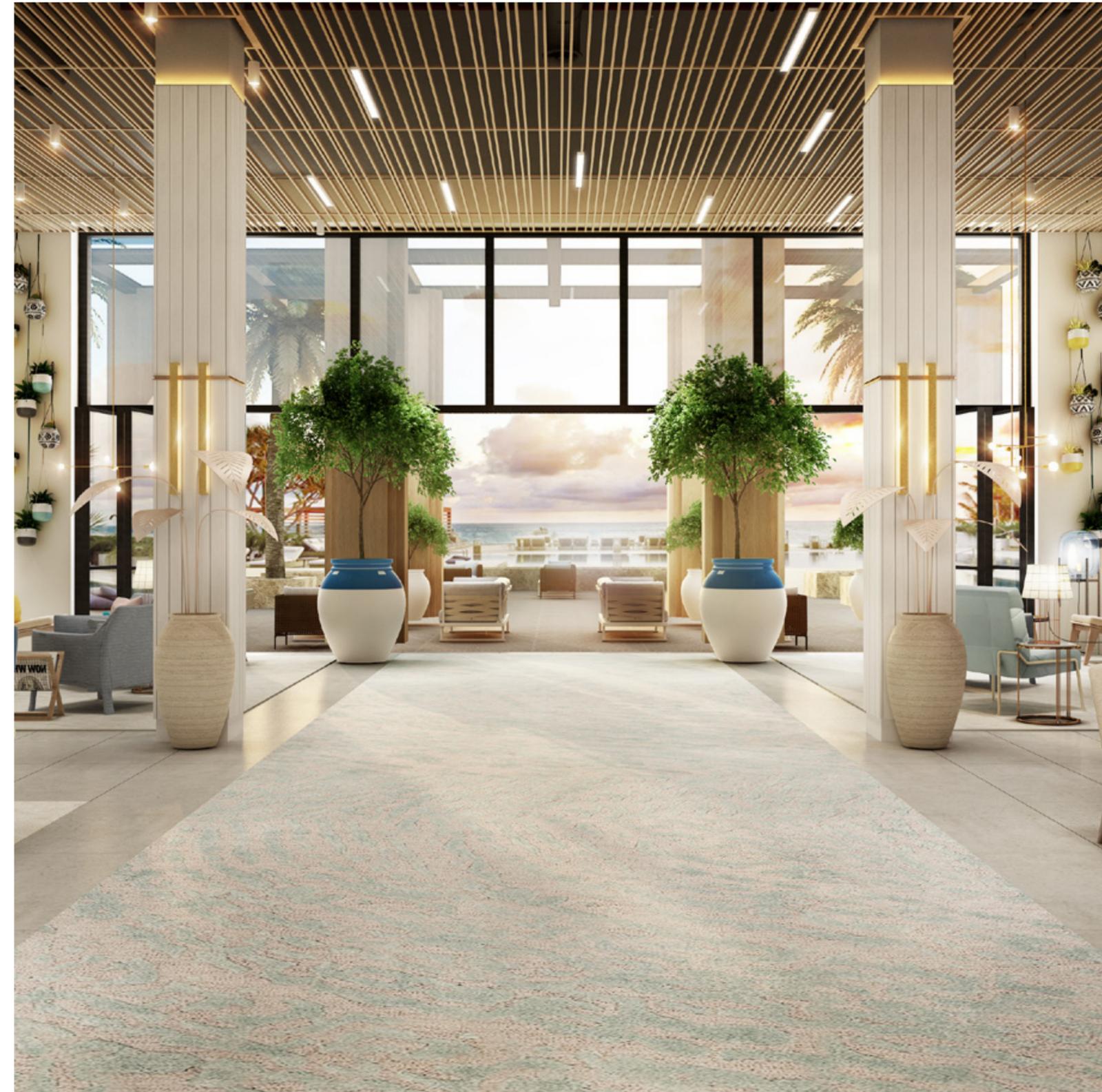


VIDA DOWNTOWN RESIDENCES

With 344 thoughtfully designed apartments, all of which are fitted with a full kitchen and with complete utensil sets, residents can enjoy views of glistening skyscrapers and man-made rivers in Downtown Dubai. A symphonic opera, a very tall building, some heavy shopping – Vida Downtown Residences is a haven to relax and unwind. Residents can wake up to stunning views of Burj Khalifa and the sound of life in Downtown Dubai. Features of the hotel residence include a swimming pool, gymnasium fitted with a large range of stations, a barbecue area for socializing with friends and family as well as a bright and lively playroom for children, allowing for afternoons of fun and learning. Guests can enjoy room service, from Vida Downtown's delectable menu.

VIDA BEACH RESORT, UMM AL QUWAIN

Located on the idyllic beachfront, Vida Beach Resort, Umm Al Quwain offers endless attractions to tourists and residents of Umm Al Quwain at the stunning design-lead resort. From sophisticated rooms and suites, captivating views of the sea and endless water sport facilities, to wholesome eateries, a vibey rooftop bar, sandy white beach access and an expansive pool, Vida Beach Resort, Umm Al Quwain is the ultimate destination to unwind and come alive with friends, family and pets in the picturesque location of Umm Al Quwain. Vida Beach Resort, Umm Al Quwain includes 135 rooms and suites plus 8 beach chalets which showcase breathtaking views of the sea and offers mesmerizing sounds of the waves providing the ultimate tranquil experience for guests who stay at the resort.





ROVE HOTELS

Born in Dubai, Rove Hotels is a joint venture between Meraas Holding and Emaar Properties PJSC. An award-winning lifestyle hotel brand offering well designed hotels in connected locations, Rove Hotels is designed for the traveller who likes to explore without borders, receive fuss-free service and some touches of local culture. Rove Hotels defines a new niche in the ever-evolving global hospitality sector.

Rove Hotels are reliable, modern and efficient. Regardless of their location, Rovers (guests) will always find locally-inspired modern interiors, relaxed service and all the essentials to enjoy their stay.

The first Rove hotel opened at Downtown Dubai in 2016 and the brand now has over 4000 rooms open or under development across the Middle East.

There are currently seven Rove properties - Rove Downtown, with 420 rooms in Downtown Dubai just 20 minutes from Dubai International Airport; Rove City Centre, a 270-room lifestyle hotel is situated minutes from Dubai International Airport and Dubai Creek; Rove Healthcare City with 286 design-influenced rooms; Rove Trade Centre, a 270-room hotel, Rove Dubai Marina, with 384 rooms in a stylish marina-front address and Rove At The Park with 579 keys. The latest addition is Rove La Mer Beach (366 rooms).

Other Rove Hotels under development include: Rove Expo 2020, the only on-site hotel at Expo 2020 Dubai (331 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).

ROVE LA MER BEACH

Located at the heart of Dubai's coolest 'playcation' spot, La Mer by Meraas, the hotel surroundings are loaded with interactive art, contemporary culinary concepts, adventure waterparks and sandy sun-downers. Those visiting the rest of the city will revel in its close proximity to Dubai's major city attractions, including Downtown Dubai and The Dubai Mall.

Rove La Mer Beach boasts a total of 366 rooms with interconnecting options available that are perfect for friends and families that travel together. Guests can rise and shine to the glistening Arabian Gulf in a Rover Room with sea view, or inspiring cityscapes reminiscent of the adventures that lay ahead. Juliette balconies are available across all rooms adding to the comfort of space the 26 sqm provides.

Rove's fuss-free budget conscious ethos means that guests have access to a self-service Laundromat and luggage storage rooms around the clock, whilst providing the beach-front bonus of a sea-view pool, sun deck, 24hr gym and an outdoor terrace for refuelling with beach front bites and signature thirst quenchers.





NEW MANAGEMENT AGREEMENTS

Three new hotels under Emaar Hospitality Group's premium lifestyle Address Hotels + Resorts, upscale lifestyle Vida Hotels and Resorts, and one Rove Hotel (joint venture), will be located in Aljada, a 24 million square foot integrated lifestyle destination, and a new leisure and entertainment hub for Sharjah. In honour of that, the hotels' names are announced as Address Aljada, Vida Aljada and Rove Aljada.

Furthermore, Address Hotels + Resorts will also operate a luxury waterfront resort in the heart of Sharjah city that is currently being resigned. Overlooking the Arabian Sea, the luxury seaside hotel will offer rooms and suites.

Rove Hotels (Joint Venture) also signed management agreements to launch a contemporary midscale hotel with 331 rooms, located at the heart of the Expo 2020 site, adjacent to Al Wasl Plaza.

U BY EMAAR

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

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

Participating brands encompass all properties under Address Hotels + Resorts, Vida Hotels & Resorts, Rove Hotels, restaurants, spas, leisure clubs and popular attractions, across Emaar Hospitality Group and Emaar Entertainment. Members can also benefit from dining out at our award-winning locations as Arabian Ranches Golf Club, Dubai Polo & Equestrian Club as well as At.mosphere, Burj Khalifa.

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





EMAAR ENTERTAINMENT

Emaar Entertainment is a leading operator of exceptional experiences that bring delight, enrich lives and ‘inspire joy’ for all. Defined by pioneering attractions that are unique, and transcend entertainment and leisure, Emaar Entertainment focuses on delivering top quality entertainment, led by unmatched industry expertise. Emaar Entertainment today manages a world-class portfolio of attractions that delight millions of customers. Driving the entertainment and leisure operations at all mall developments under Emaar Malls (DFM: EMAARMALLS), Emaar Entertainment is credited with developing and managing some of Dubai’s most-visited leisure attractions.

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, and Dubai’s world-class performing arts icon, Dubai Opera, overlooking the world’s tallest building, Burj Khalifa. Customer-focused and committed to developing unparalleled leisure and entertainment choices, Emaar Entertainment is building its portfolio through strategic global alliances, joint ventures, franchises and licenses with premium brands in the UAE and across the MENA region.

DUBAI OPERA

Dubai Opera is a truly unique venue and the city's only purpose-built multi-format performing arts theatre, situated in the heart of Downtown Dubai. Dubai Opera's stage hosts an incredible array of world-class talent. With opera, ballet and classical music concerts and productions at the core, Dubai Opera also stages musical theatre, fashion shows, jazz, comedy, family shows and a full range of live entertainment. With an iconic dhow shaped design rooted in Emirati heritage, Dubai Opera offers the ultimate flexibility easily converting from a proscenium arch theatre to an acoustic concert hall, to a 2000m² flat floor event space and is the definitive destination for quality entertainment productions and performances.

The iconic dhow-shaped building of Dubai Opera is a contemporary design masterpiece and a stylish tribute to Dubai's maritime history. The building's exquisite design, by Atkins and lead architect Janus Rostock, gives the exceptional ability to transform into three modes; from a theatre into a concert hall, and into a 'flat floor' mode becoming a banquet or event hall.



Theatre mode, the space is suitable for large-scale drama productions, musicals, ballets, lectures, and conferences, seating up to 2,000 people, depending on the configuration. When transformed into a concert hall, a series of towers and reflectors on stage and overhead are designed to create an acoustic shell around the orchestra, enabling a perfect acoustic environment for fantastic sound quality. The building's unique architecture also allows for hosting various events such as weddings, trade shows, art galleries and exhibitions, receptions and parties, using its 'flat floor' mode.

Dubai Opera boasts several spaces and venues, including a stunning rooftop restaurant and sky garden with the Dubai Fountain's views and the world's tallest building, Burj Khalifa.



REEL CINEMAS

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 opened an 18-screen cineplex in Al Ghurair Center and introduced a brand-new concept – the first hotel-cinema – located in Rove Downtown, the contemporary midscale hotel in Downtown Dubai. Further, Reel Cinemas announced a 5-screen luxury movie and entertainment centre at The Pointe located in the Palm Jumeirah. In 2019 Reel Cinemas opened an 18-screen cineplex in Al Ghurair Centre. In 2020, the Dubai Mall Zabeel and the Dubai Hills Estate witnessed the opening of Reel Cinemas' first-ever drive-in cinema experience.

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 food.

Another ground-breaking initiative was Reel Junior's opening 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.

DUBAI ICE RINK

Dubai Ice Rink is one of the key leisure attractions at The Dubai Mall, the world's largest shopping and entertainment destination. Located on the ground floor of the mall next to The Souk, the Olympic-size Dubai Ice Rink has become a social hotspot, appealing to the entire spectrum of the society, both young and old alike.

Dubai Ice Rink has enhanced its range of facilities to define its credentials as the must-visit leisure destination in the city. The make-over of the popular attraction at The Dubai Mall has established it as a vibrant party venue for youthful events.

Assuring unlimited fun for skating enthusiasts and visitors, the newly trendy refurbished Dubai Ice Rink is a venue of choice for fun events and get-togethers. It also offers several unmatched youthful features, including the recently introduced Dubai Ice Rink Skating Academy (DIRSA). Dubai Ice Rink hosts one-of-a-kind experiences such as entertainment shows on ice in addition to being a venue of choice for big-screen telecasts of popular sporting events. Dubai Ice Rink has hosted various events and activities including the telecast of the FIFA World Cup matches. It also serves as the venue for the Emirates Hockey League Cup's Dubai tournaments and hosts Broomball games for Corporate team building.

A selection of cafés offer a leisurely and relaxing experience for the entire family.





EKART ZABEEL

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

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

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

DUBAI AQUARIUM & UNDERWATER ZOO

Dubai Aquarium & Underwater Zoo is home to thousands of aquatic animals, comprising over 140 species. Over 400 Sharks and Rays live in our 10 million litre tank, including Sand Tiger Sharks, Giant Groupers, and a host of other marine species. A series of carefully designed experiences will allow our visitors to come face to face with our aquatic residents for memorable moments with friends and family.

We have carefully designed a series of animal encounters and diving experiences for our visitors to come face-to-face with our aquatic residents. From interacting with our Small-Clawed Asian Otters to sharing the water with our Sharks and Rays, there is a series of exclusive experiences for guests to enjoy.

In 2010, Dubai Aquarium & Underwater Zoo was the first facility in the region to introduce Gentoo penguins. The flightless charismatic birds are brought back today through an ultra-modern exhibit and an encounter that will enhance visitors' experience like no other, thus setting a new benchmark.





KIDZANIA - DUBAI & ABU DHABI

Located at The Dubai Mall and Yas Mall, KidZania provides children and their parents a safe, unique, and very realistic educational environment. It allows kids between the ages of four and sixteen to do what comes naturally to them role-playing by mimicking adults' activities in real life.

An interactive city, run by kids, KidZania is a 7,000m² scaled replica of an actual city that combines entertainment and education, with over 70 real-life activities for children aged 4-16. They'll discover all about various jobs through exciting role-play, and develop decision-making, teamwork, creativity and social skills in ways that can't be taught in a classroom.

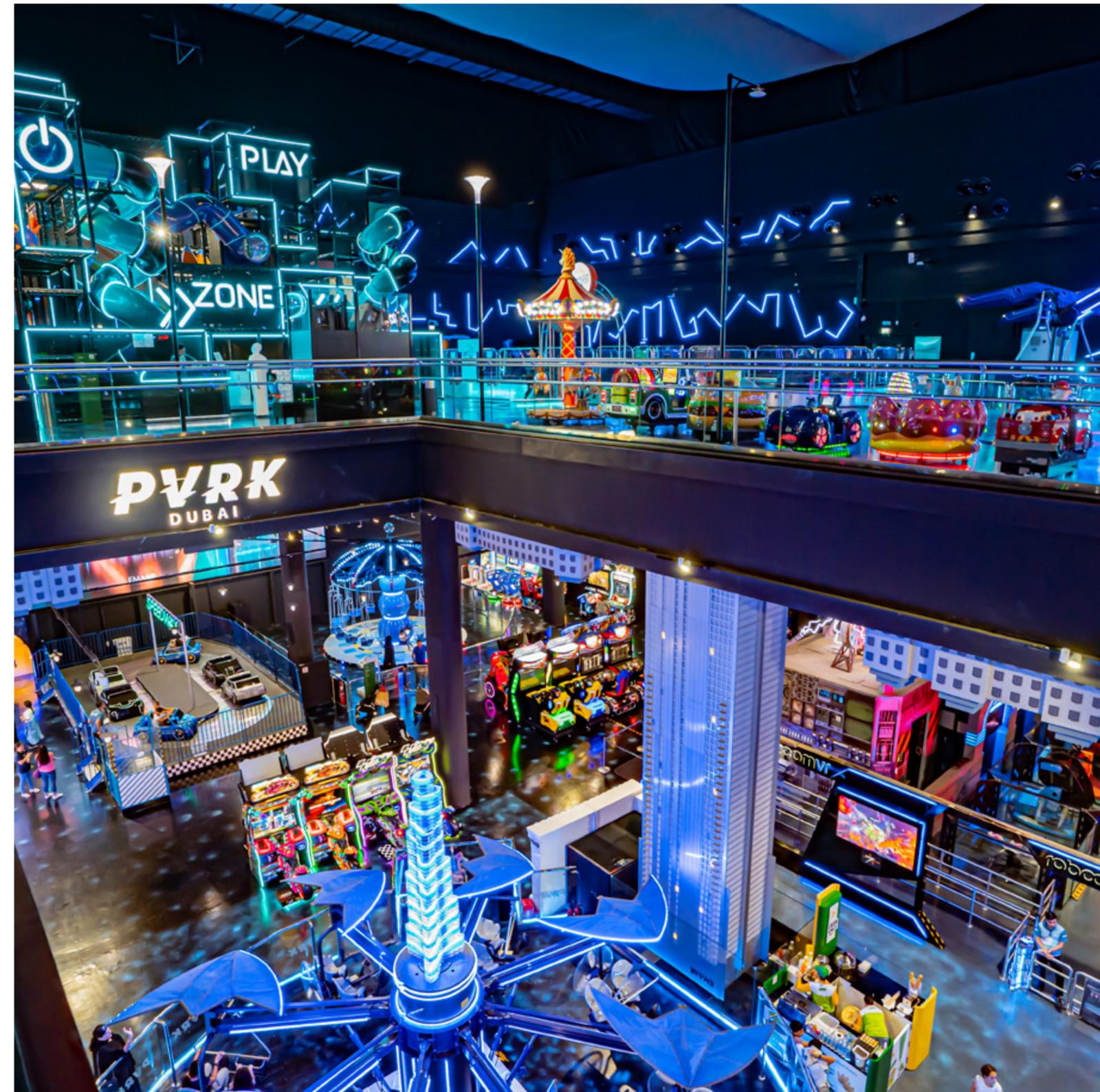
With KidZania cities in 28 locations worldwide, the brand has won numerous local and international awards, from Best New Theme Park to Top Family Entertainment Centre and Best Concept awards. Its awards are a testament to our commitment to keeping the KidZania concept fresh and innovative and putting children at the heart of everything we do, unlike any other theme park on Earth.

VR PARK

Turn your world upside down and lose yourself at the one-of-a-kind VR Park, a family favourite with activities for everyone to enjoy. VR Park is centered around “family fun”, with an unprecedented breadth of the latest video games to suit all ages, with over 30 experiences and rides as well as an epic VR roller coaster that blows minds. Additionally, there’s a plethora of nostalgic video games for those who want some classic gaming fun.

VR Park is unique to the Middle East and is not just a gamers haven, it is a revolutionary experience offering cutting edge experiences within an exciting setting for both kids and parents. This players paradise also features a must-visit soft play area for kids where the little ones can clamber and climb. The dedicated space ensures safety and fun, all day long. Young visitors with lots of energy to burn off can try out the trampolines for bouncing bliss.

Whether you are looking for individual fun or multi-player experiences, there are plenty of activities for the whole family to explore at VR Park.





DIG IT

Located at the Springs Souk, Dig It is an incredible play space based on a real-life construction site. Dig It enables kids, between the ages of 3-10, to learn how to work together as they dig, move, build and create using various means that stimulate their imagination and provide an active, enriching play experience.

The fun is building at Dig It with loads of great activities and games for little guests to enjoy. Explore our huge climbing frame, with its tunnels and slide. Check out our Lego® racers or see who can build the highest tower.

The Dig It crew also delivers great workshops featuring lots of fun activities. The workshops change every month to test the little diggers' creative and artistic side. Workshops include slime-making, paper bag craft, pasta art, clay activities, cookie and cupcake decorating, sand art, jewellery making, tie-dye and more.

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

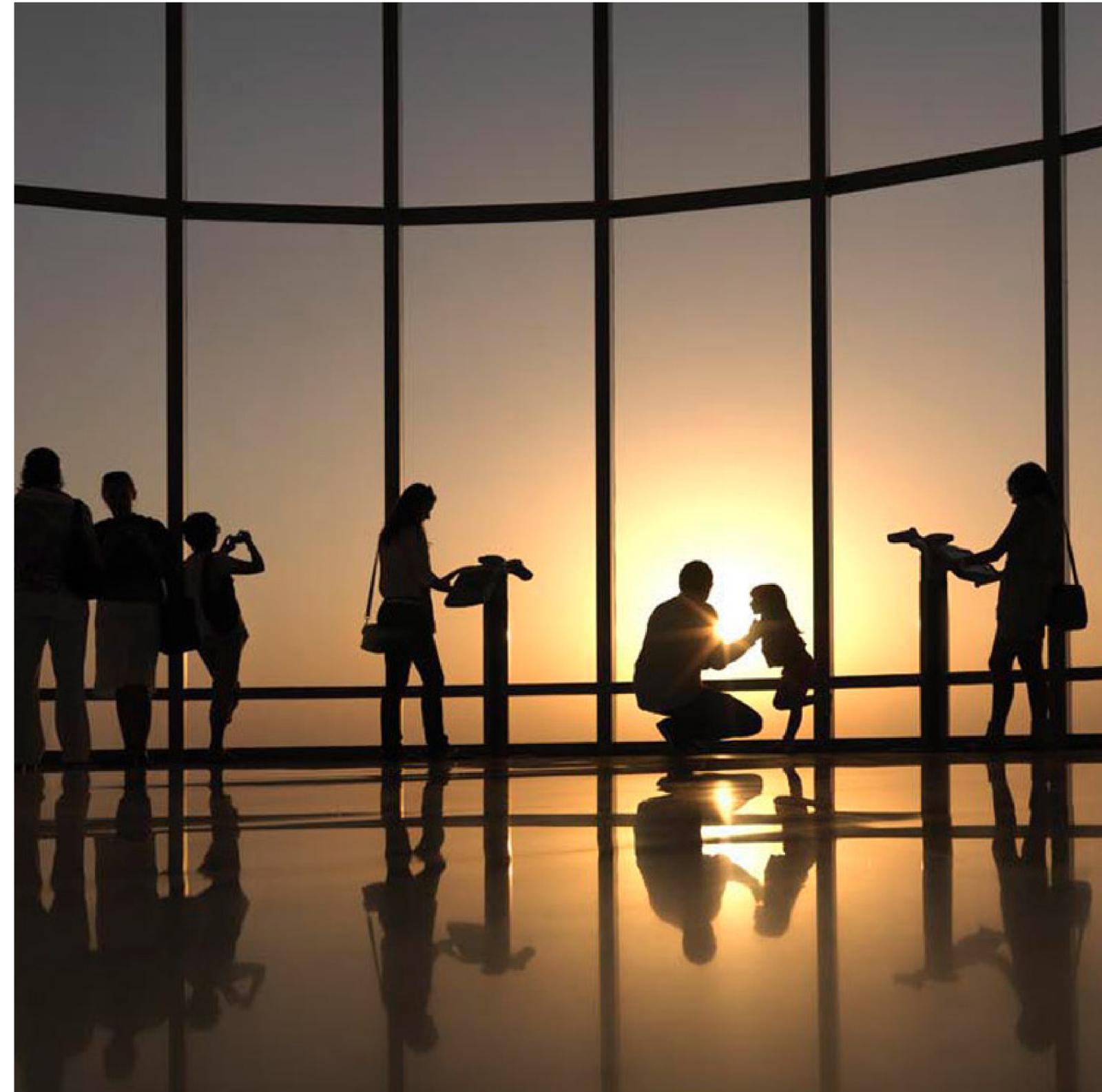
Emaar Entertainment is now expanding its footprint outside the UAE with Joint venture arrangements with key local partners in KSA and Bahrain, to operate exceptional entertainment and Cinema experiences.

AT THE TOP: BURJ KHALIFA

Be thrilled by the world's fastest double-deck elevators, cruising at 10m/s and take a closer look at the world below through avant-garde, high powered, telescopes. Visitors can step out onto the public outdoor observation terrace overlooking the ever-growing skyline from Level 124.

Guests can visit Level 125, positioned 456 metres from ground-level, which offers a spacious deck tastefully decorated in Arabic mashrabiya for stunning 360-degree views. Capture your Burj Khalifa moments forever and integrate reality and special effects with green screen photography.

Set off on a virtual reality experience to the pinnacle of Burj Khalifa and enjoy a new immersive experience; step on an inspired glass-floor with a twist. Feel the glass crack underneath your feet, as you explore the lofty heights from 456 meters in the air.



EMAAR

INTERNATIONAL OPERATIONS





— INTERNATIONAL OPERATIONS

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

Active in 10 high-growth countries, Emaar has handed over more than 24,800 properties since 2002 and achieved overall sales of 89 per cent of its inventory in all its key global markets as of end-2020.

Emaar's international operations is led by its significant land bank of over 209 million sq ft, of which 154 million sq ft is in India and 33 million sq ft is in Egypt. In 2020, Emaar International recorded a 10 per cent increase in revenue to AED 4.826 billion (USD 1.314 billion), compared to AED 4.399 billion (USD 1.198 billion) in 2019. In 2020, Emaar International's revenues reflected 24 per cent of the total Group's revenue. This growth was primarily led by Emaar's operations in Egypt and Pakistan.

EGYPT

Emaar Misr, the Egyptian subsidiary of Emaar Properties listed on The Egyptian Exchange, achieved significant growth with the sale of 95 per-cent of released units since inception. Emaar Misr currently has five residential developments – Uptown Cairo, Marassi, Mivida and Cairo Gate & New Zayed.

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

Uptown Cairo is spread over 4.2 million sqm and features a business park, town centre, mall, resorts, spa, sports and leisure facilities, along with a world-class golf course and a variety of luxurious residential projects. At the heart of Uptown Cairo is Emaar Square, a 'city within a city' development, featuring a five-star premium Address hotel project.

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



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

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

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

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

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



INDIA

Emaar India, the wholly-owned subsidiary of Emaar Properties, first launched its master-planned communities in India in 2019. In 2018, Emaar formalised its demerger from its former joint venture partner following the approval from National Company Law Tribunal.

2020 saw four new projects launched in the country: Emerald Classic P-tower, Palm Select, Emaar Business District Sec 65 and Emaar Continental City. This takes the total number of projects currently under development to seven (Palm heights, DigiHomes, Emerald Classic P-tower, Colonade, EBD Sec 65; Viakunth Villa, ECC). Of this, two projects are commercial, whilst five are residential, spread across Gurgaon, Jaipur and Indore .Emaar has a land reserve of 154 million sq ft spread across the country. The existing land reserves are identified for development — expected to provide approximately 54 million square feet of developable space for residential, retail and hospitality assets. As of December 2020, approximately 70 per cent of the launched area has been sold, which accounts for 21,045 units. Sales backlog stands at 3,932 units.

Post demerger, Emaar has launched 8 successful projects - Palm Premiere, Palm Heights, Digi Homes, Emerald Classic P-tower, Palm Select, and Emaar Business District 65 in Gurgaon; Vaikunth Villas in Jaipur and Emaar Continental City in Indore.

TURKEY

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

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

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





BELEK PROJECT

The 'Land of Legends' is Turkey's largest life and entertainment centre, containing a 111 meter long Chateau Tower, a 17,000 m² area and a 401 guest room hotel, each of which has a double screen led TV and PlayStation. The theme park also includes an Aqua park allowing visitors to experience swimming with the dolphins, an exciting underwater safari, as well as enjoying other activities such as a wave ball pool, a lazy river, 70 water slides, an extreme park with a 43 meter long water coaster, 5D cinema, a 1287 by 65 meter hyper coaster, over 30 different rides and a shopping avenue containing a 66,410 m² GLA (Gross Leasable Area), which is the area excluding other spaces in the avenue such as display corridors, upper floors of the Chateau and mechanical areas of some department stores.

The mega theme park is a joint venture between Emaar Group and Rixos Group, one of the leading hospitality groups in Turkey and the region, with a 50 per-cent share owned by each party. Joint Venture has 49 years for concession rights for the land.

PAKISTAN

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

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

The Karachi master-plan has seven high rise towers, namely Coral, Pearl and Reef Towers which are being handed over. In 2020, Emaar Pakistan launched the successful high-rise Panorama tower with captivating sea views.





SAUDI ARABIA

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

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

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

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, which have been handed over.

Another project in the pipeline sits amidst the stillness of a diverse natural landscape, Tinja is truly a haven of peace which moves at its own pace. The resort-style residential retreat is nestled in a cozy triangle that borders the Atlantic Ocean, a lush coastal forest and a serene river delta.

Emaar's developments in Morocco combine the most breathtaking natural scenery with superb residences and a wonderful leisure and hospitality mix. Located in Marrakech at the feet of the Atlas Mountains and in Tangier in the beautiful pristine Atlantic coast, they set exceptional lifestyle benchmarks, ranking alongside the world's very best and most impressive integrated developments.





LEBANON

Emaar recently launched the 6th phase of BeitMisk, with phase 5 currently under construction. With more than 600 families already living at BeitMisk full time, phases 1, 2 and 3 are completed, and homes in phase 4 are currently being handed over.

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

EMAAR

BOARD OF DIRECTORS



JAMAL BIN THENIYAH

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





MOHAMED ALABBAR

MANAGING DIRECTOR

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

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

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

AHMED JAMAL HASSAN JAWA

VICE-CHAIRMAN

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 biotech 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 master-planned 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

EXECUTIVE BOARD MEMBER

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

Al Matrooshi is Founder & Chairman of Dubai Property Society (DPS) and is dedicated to an ongoing forum that ensures a code of ethics for real estate practices and procedures. He is also the Chairman of Emrill Services LLC; member of the Consultation Committee for the Dubai Supreme Council of Energy, a member of the Committee at UAE Council of UAE companies invested abroad. He holds memberships to a number of prominent organizations.

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

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

JAMAL AL MARRI

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.

Mr. Jamal was 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 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 the port and maritime industry. He has held several leading positions in ports and maritime sector such as Chairman and CEO of P&O Ports between 2014 and 2016, also in the regulatory arm of Ports, Customs & Free zone Corporation as CEO of the Department of Planning & Development. DP World as Assistant Managing Director of DP World - UAE Region, and prior to that, Senior Vice President - DP World, Global Operations & Engineering and Acting Senior Vice President & Managing Director for the 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 the Board of TAIB Bank. He is also the Vice Chairman for Awqaf & Minors Affairs Foundation and a board member of Emaar Properties, Emaar Malls and Emirates Transport.

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

*Abdulrahman Al Hareb resigned on October 21st, 2020.



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 size 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 has 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, current global affairs and market economy. He is a true visionary for tenants residing in his properties where he is aiming to deliver a change from the traditional way of living to a unique experience by introducing technology and new ways of making life as a tenant better.



EMAAR

GROUP STRUCTURE



EMAAR PROPERTIES (3)



EMAAR

PRINCIPAL
OFFICERS

MOHAMED ALABBAR

Management Emaar Properties PJSC

AHMAD AL MATROOSHI

Management Emaar Properties PJSC

AMIT JAIN

Management Emaar Properties PJSC

HADI BADRI

Management Emaar International

MAITHA ALDOSSARI

Management Emaar Properties PJSC

AHMAD AL FALASI

Management Emaar Properties PJSC

FAHAD ALSABERI

Security Emaar Properties PJSC

IRFAN SADIQ

Audit Emaar Properties PJSC

HESHAM HEIKAL

Finance Emaar Properties PJSC

JOSEPH AZAR BERTI

Legal Emaar Properties PJSC

BINOO JOSEPH

Digital Emaar Properties PJSC

BADER HAREB AL MHEIRI

Management Emaar Development PJSC

SUNIL GROVER

Finance Emaar Development PJSC

FAWAZ SOUS

Sales Emaar Development PJSC

AKASH VEERWANI

Finance Emaar International

MOSTAFA EL KADY

Management Emaar Misr

FEYZE TECELLIOGLU

Management Emaar Turkey

SOHAIL BAIG

Management Emaar Pakistan

RAHAL LAGHROUDI

Management Emaar Morocco

RAJIV SURI

Management Emaar Malls PJSC

ANEES MUNDASSERY

Finance Emaar Malls PJSC

CHRISTOPHER NEWMAN

Management Emaar Hospitality

HEMANT NARULA

Finance Emaar Hospitality

ZEINA DAGHER

Management Emaar Entertainment LLC