NEWSLETTER I Q4 Issue

Cityland Mall Sponsored the 6th Middle East Retail Forum 2017

Cityland Mall participated as the 'Platinum Partners' at the reputable Middle East Retail Forum 6th Edition held on the 27th & 28th November 2017, at the One&Only Royal Mirage, Dubai UAE.

MRF17 is an independent retail knowledge platform in the Middle East bringing together global retailers and experts discussing key issues facing the retail fraternity and exchanging practices.

The 2-day forum was a great opportunity meeting the top executives of the retail industry, and also learning and sharing what is relevant for the development of retail business in the Middle East.

As part of the sponsorship, Cityland had an opportunity to speak and give an overview about the Cityland Mall development.

Fahimuddin, CEO at Cityland Group shared his excellence insights with his experiences and strategy in building the world's first Nature-inspired Cityland Mall. During the forum, Fahimuddin explained the Relevance of physical retail spaces in the digital space, and he quoted;

"Physical retail will continue to dominate for the next few years as digital retail outlets do not cater to all needs of households. Digital could be a means to get a few items or buy some items which are attractively priced at a discount in case of online shops.

However, people will still prefer to go to a physical shop for evaluating the products in person. Shopping in the UAE has also become like a lifestyle activity and it is part of the culture with people wanting to go out and frequenting malls for purchases, entertainment options and to dine out across various restaurants.

Malls in the UAE are still important social environments and they are being designed in such a way that it becomes very much a leisure destination with customer experience being a major driver and that is how we have conceived the Cityland Mall concept as well.

Physical stores will continue to coexist with online stores. Even if you look globally, Amazon has opened physical stores, Alibaba has bought spent US$2.6 billion to acquire a leading domestic department store and Souq here in the UAE has opened a physical store highlighting the fact that traditional shopping experience still carries weight with UAE consumers."

Most Admired Store Design of the Year - Food & Pharmacy - Nahdi, Lifecare Tahlia, Jeddah Saudi Arabia

A celebration of Retail Excellence

Images RetailME Awards 2017

Images RetailME Awards is the annual industry recognizing the top performing retailers and retail practices every year and reward excellence across retail categories. Cityland chosen to be one of Platinum Sponsor of the most prestigious event in the Middle East retail calendar.

It's been an honor for Cityland Mall sponsoring the Images RetailME Awards 2017. The event was a great opportunity to meet exceptional market leaders who empower the retail industry.

Apart from the Platinum Sponsorship, Cityland presented four major awards entitled Most Admired Retail Lunch of the Year, Most Admired Store Design of the Year - Fashion & Lifestyle, Most Admired Store Design of the year - Food & Pharmacy and Most Admired Store Design of the Year - Home & Entertainment. The winners includes Nahdi Lifecare Tahlia, Jeddah for winning the "Most Admired Store Design of the Year – Food & Pharmacy" and Safforiland, Grand Mall, KSA or winning the "Most Admired Store Design of the Year – Home & Entertainment" awarded by our CEO, Fahimuddin. Bloomingdales Kuwait received the "Most Admired Retail Launch of the Year" and GHAWALI for the "Most Admired Store Design of the Year - Fashion & Lifestyle" awarded by Phil McArthur, Founder and Managing Director of McArthur + Company and Cityland Mall Operator.

Most Admired Store Design of the Year - Home & Entertainment - Safforiland Grand Mall, KSA

The 2017 Images RetailME Awards, which recognize Middle East's best retailers, were presented at a gala ceremony hosted at the prestigious One&Only Royal Mirage Dubai, UAE, bringing with more than 400 industry leaders in attendance.

Fahimuddin
Chief Executive Officer
Cityland Group

A MESSAGE FROM THE CEO

UAE customers today are among one of the most discerning and demanding audiences and look forward to the novelty of new brands and new value propositions.

We are proud to announce that Cityland Mall has made significant progress in its leasing program with nearly 40% of the mall space leased out as of date. In line with this, we are committed to having a unique retail mix and as part of this approach, we are aiming to introduce in our retail portfolio atleast 15-20% new brands which are entering the region for the first time.

As part of this move, we recently signed up with the renowned European home furnishing retailer JYSK to bring the brand to the Middle East for the very first time. This momentum with new brands will continue as Cityland Mall's leasing programme gathers pace and we look forward to introducing more new brands to delight customers in the coming months.

Retailers Update

Introducing the new brands to the UAE retail landscape

JYSK Enters Middle East Market

Cityland Mall to introduce European brand JYSK first time in the UAE

Cityland Group – developer of Cityland Mall, UAE's first nature-inspired mall scheduled for launch in 2018 – today announced that it has signed up with the Danish home furnishing retailer JYSK to bring the brand to the Middle East. With more than 2,500 stores worldwide across 48 countries, JYSK is one of the world's largest retail furniture groups.

With a passion for Scandinavian design, JYSK delivers furniture and accessories, including mattresses, bedding, and outdoor products that enhance living spaces with a sense of sophistication at affordable prices. The 14,400 square foot store will enable UAE consumers to experience JYSK's product designs in a welcoming atmosphere.

According to Mr. Jens Nordahl Ravnbol, JYSK Franchise Partner in UAE: "We are delighted to announce our entry into the Middle East. We are excited to open a flagship store at Cityland Mall, which is all set to be an iconic retail destination in the UAE.

As home to a very cosmopolitan and sophisticated consumer base, the UAE is definitely an exciting retail market. We look forward to bringing our wide range of designs and products and aim to become the destination of choice for savvy customers who are looking to spruce up their indoor and outdoor living spaces irrespective of their taste and budget."

Mr. Fahimuddin Sharfuddin, Chief Executive Officer and Board Member, Cityland Group, said: "We are pleased to welcome a renowned brand like JYSK to introduce it to Middle East consumers through the Dubai flagship store at Cityland Mall.

As part of our retail strategy, we want to consciously bring in novel retail concepts and delight our customers and the presence of JYSK in our mall is proof of that endeavour."

Cityland Mall will be the only mega shopping destination to be unveiled in 2018 and is poised to become a key attraction for both residents and visitors. It will feature over 350 retail outlets, unique dining options, a variety of entertainment offerings and an expansive 'Central Park' – a 200,000 sq ft. botanical garden that will form the nucleus of the single-storey circular-shaped mall.

One of the
Largest
single floor retail centres in Dubai

GLA
1.2 Million sq.ft.

SHOPS
+350

Yateem Opticians

Providing quality vision care through top-notch services and International brands of eye-wear

Spreading across the Middle East with over 80 state-of-the-art showrooms, we cater to a diverse clientele. Experienced optometrists, availability of quality ophthalmic lenses and a plethora of international eyewear brands make us one of the most preferred optical outlets in the region.

WOW Beauty Salon

Relax, unwind, and treat yourself to a classy, customized look with WOW Beauty Salon!

Is a leading name in the professional beauty industry in Dubai. Offering a world of uncompromising comfort with luxurious hair, nail, skin, massage hair removal, and make up treatments, it strives to achieve just one goal – making every woman beautiful!

Super Trim Salon

At Super Trim Salon, we are pleased to provide our clients with a nurturing environment and menu of salon & spa services that will leave you feeling refreshed and ready to face the world!

From trendy to classic, our experienced hair stylists are prepared to give you the cut and color you've always wanted."

Medicina Pharmacy

Medicina is a group of healthcare outlets distributed strategically throughout the UAE.

Our focus revolves around the promotion of health in addition to bringing back care into the framework of total wellness. We are driven by our fundamental purpose to play an active and supportive role in each person's life.

Bin Sina Pharmacy

BinSina Pharmacy chain offers its wide client base medicines, healthcare products, baby products, personal care products, beauty products and oral care products that best meet community's health needs.

Harman House

Harman House boasts of elegant, ultra-modern and state of art stores with a complete demonstration facility on the entire range of products strategically located around the emirates. While each of the store is equipped with three to four demonstration rooms, we have three home theatre demonstration rooms across UAE featuring the Synthesis hi- end Home cinema system from Industry Leader JBL, which is being used by several heads of state, sound professionals, movie makers, rock stars, Hollywood celebrities and high profile corporate executives worldwide.

iSTYLE

iSTYLE Apple Premium Reseller operates one of the biggest chain of Apple stores in CEMEA (Central Europe Middle East & Africa) running 49 dedicated Apple points of sale. We live and breathe the Apple experience, offering the full range of Apple products and complementary offering, coupled with unmatched Apple expertise, advice, and proficiency.

Construction on Track

Construction work on 2.2 million square feet mall complex is well under way

Procurement

The high value Interior Fit Out and Feature Lighting packages were both recently awarded, with both disciplines making good progress on shop drawing, coordination and engineering works. The internal and external Signage works will be next to be awarded in the month of January 2018 and is currently undergoing final negotiations. This only leaves the unique Landscaping and Water Feature works to be awarded with a target nomination date of February 2018.

Structures and Civils

Structural steelwork extensions to the Hypermarket, all Secondary Entrances, Pavilions 3, 4 & 6 and the Family Entertainment Centre are all complete. The VOX Cinema extension and Main Entrance structural steel works are ongoing and making good progress. Structural steelwork to the magnificent Central Atrium is also underway and is set to make excellent progress in the coming weeks. Roofing works to the new and existing structures continue to progress in parallel with block work. MEP excavations and preparations for the Interior Fit Out works.

Steel Repair in Hypermarket Carrefour

Central Park Steel Erection

MEP

Sub ground MEP to 60% of the structure is complete with the balance making strong progress. At high level, roof and ceiling MEP installations such as AHU's, smoke extract and firefighting systems are progressing well. Cable trays for lighting, power and IT/AV are also progressing well as the site develops. Externally, manhole installation has commenced and final preparations for the underground utilities is taking place.

Rebar for Slab on Grade Second Entrance 2

Our major partners:

Carrefour · VOX Cinemas · Fabyland

CITY LAND

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