



Cityland
MALL

Experience the New World of Retail-tainment





Cityland سیتی لند MALL میل مول



PROJECT ESSENTIALS



One of the
Largest
single floor retail
centers in Dubai



6,000+
Parking Spaces



1.125 Million SQ.FT.
Gross Leasable Area



200,000 SQ.FT.
Open Air Gardens



75+ Dining
Options



50,000 SQ.FT.
Family Entertainment Center



350 Stores



Opening
2018

Connected to Global Village with
6 million
visitors per year



Located on
Sheikh Mohammed
Bin Zayed Road



10-12
Cinema
Screens



100,000 SQ.FT.
Hypermarket



Metro Station
(Proposed)



Bus Station



Cityland MALL
سيتزلاند مول

West Entrance-A

DEVELOPMENT PARTNERS



CITYLAND REAL ESTATE DEVELOPMENT

Cityland Real Estate Development (Cityland) is a Dubai based conglomerate that is committed to creating and building centres for entertainment in the UAE.

As the creator and operator of the unique and hugely popular Dubai Miracle Gardens and Butterfly Gardens, Cityland brings together the landscaping expertise of its sister company AKAR Landscaping Services & Agriculture, with the commitment and network of its experienced Abu Dhabi partners and its own creative capacity and operations expertise to provide an exciting and distinct proposition in Cityland Mall.

With their experience in creating original entertainment and places of natural wonder,

“We all recognize Dubai as a place for the world to be entertained and at Cityland, we believe that a mall experience should be as much about entertainment, fun and variety as it is about shopping. It must be a place that offers something active, something fresh, something for everyone, each and every time they visit.

The lush botanical garden is designed to interact with the retail and F&B venues creating a one of its kind environment for shoppers. It also opens up new opportunities for entertainment. We are very excited to bring this addition to Dubai’s world class offering.”

ABDEL NASER RAHHAL, VICE CHAIRMAN

Cityland’s proposition is to mix the both worlds to create exceptional experiences for visitors and residents alike. Cityland Mall is the latest project to follow this approach bringing a unique urban park to the centre of a highly convenient and accessible Mall.

AKAR is a leader in landscape design, management and maintenance working with private sector client and government agencies such as Dubai Properties, Al Ain and Abu Dhabi Municipalities to keep the country’s beautification program at its extraordinary level.

The Abu Dhabi partners have expansive experience in developing large and complex projects including malls across the UAE through their TMKN Property real estate development and management company.

McARTHUR + COMPANY SHOPPING CENTRE SPECIALISTS

A GLOBAL PARTNER

At the centre of the world’s most loved destinations, lies a tremendous and thriving retail industry and this is what at McARTHUR + COMPANY understand best. Retail is their core specialty and the company’s strength lies in the application of international best practices, combined with a thorough knowledge of local retail markets and shopping influences.

McARTHUR + COMPANY’s end-to-end approach meticulously covers each stage of the project, ranging from in-depth research and market analysis, to project design

and development planning, along with a strong focus on key functions such as merchandising, marketing, financial services and management functions.

With 150 years of collective experience, and over 100 successful shopping centre projects worldwide, McARTHUR + COMPANY’s forte is creating impeccably planned, popular shopping destinations that not only offer a state-of-the-art customer experience, but also a clear focus on long-term financial growth.

“We are proud of our collective experience working on over 100 excellent shopping centre projects in North Africa, the Middle East and Asia with the world’s leading developers. We proudly salute these properties and their owners for their dedication to excellence and innovation.”

PHIL McARTHUR

PROJECTS THE TEAM HAVE WORKED ON INCLUDE

North America

Rockland Centre
Montreal, Canada

Burlington Mall
Burlington Ontario,
Canada

Guildford Town Centre
Surrey, Canada

United Kingdom

Intu Victoria Centre
Nottingham, UK

Intu Derby
Derby, UK

Intu Broadmarsh
Nottingham, UK

North Africa

Citystars
Cairo, Egypt

Cairo Festival City
Cairo, Egypt

Europe

Polus City Center
Bratislava, Slovakia

Shopping Palace
Bratislava, Slovakia

Silesia City Center
Katowice, Poland

Asia

DLF Cyber Greens
Gurgaon, India

Suzhou Village
Suzhou, China

Shanghai Village
Shanghai, China

Middle East

Deira City Centre
Dubai, UAE

Mall of the Emirates
Dubai UAE

Yas Mall
Abu Dhabi, UAE

Dubai Festival City
Dubai, UAE

Oceania

Warringah Mall
Sydney, AUS

Macquarie Centre
Sydney, AUS

World Square Mall
Sydney, AUS

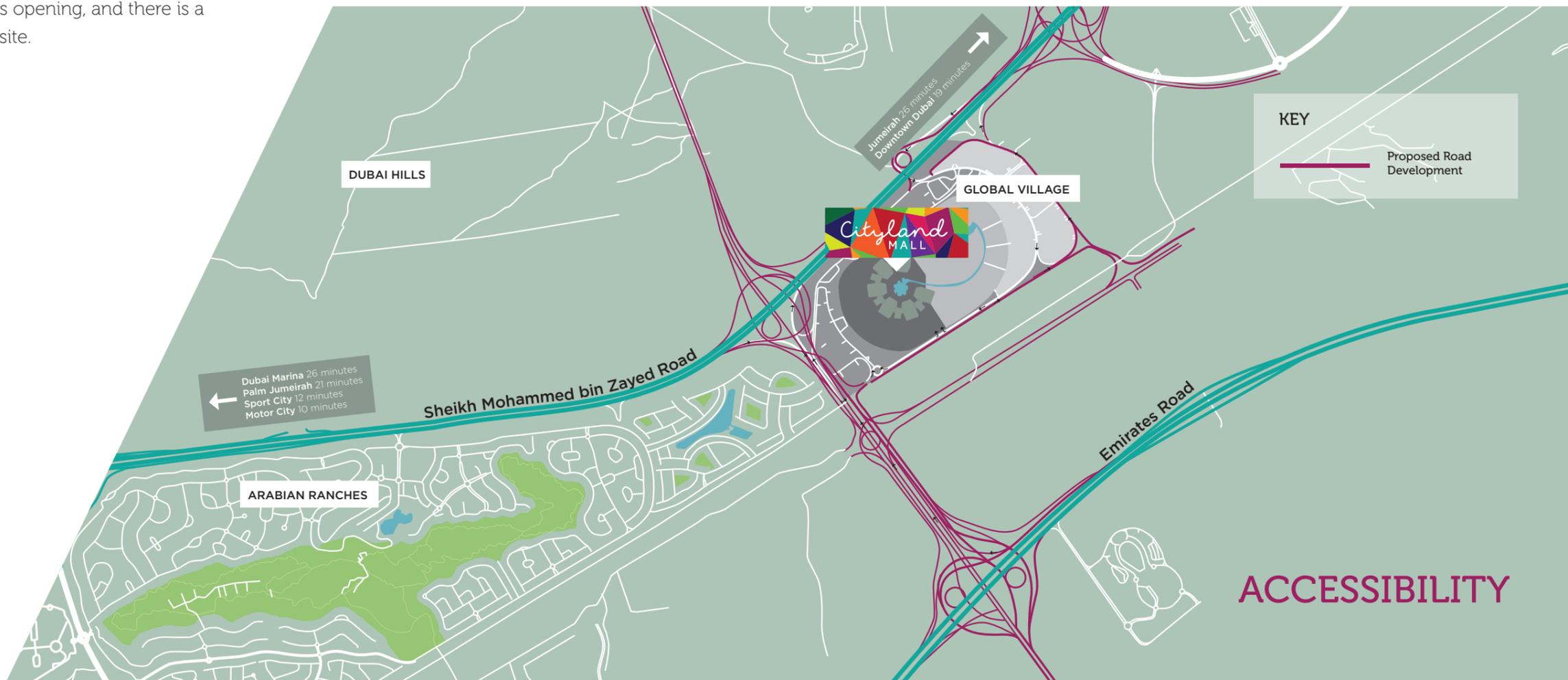


PROJECT SITE

Easily accessible from both Sheikh Mohammed bin Zayed Road (E311) and the Emirates Road (E611), the project site is strategically located immediately adjacent to Global Village, one of Dubai's most popular destinations with 6 million visitors every year. Set to open in 2018, Cityland Mall is a convenient destination for residents in the surrounding affluent and fast growing districts of Arabian Ranches, Motor City and Sports City, as well as several up and coming developments such as Arabian Ranches Phase II, Falcon City, Sustainable City and Mudon.

The Cityland Mall project site is a comfortable 20-minute drive from 52% of Dubai's main districts, and enjoys strong visibility from the Sheikh Mohammed bin Zayed Road. With a prime user-friendly focus, the property is designed to be family oriented and easily accessible, especially to residents of Dubai's well-known housing developments.

The Mall's location offers all-round convenience for visitors even at peak times. Easy road accessibility from both the E611 and E311 will be further improved by significant road infrastructure enhancements already announced by authorities. There is ample parking for over 6,000 cars, a fully operational bus terminus that will be on site prior to the Mall's opening, and there is a planned metro line extension and station on the site.



52%

of Dubai can drive to the Mall within



20 mins



1,125,000 SQ.FT.

ONE OF THE LARGEST SINGLE-LEVEL SHOPPING CENTRES IN THE UAE

LOCAL DEMOGRAPHICS



2.46_{MN}

POPULATION IN 2016

\$103_{BN}

GDP IN 2016 (PROJECTED)

4.2_{PC}

GDP GROWTH RATE IN 2016

\$41.733

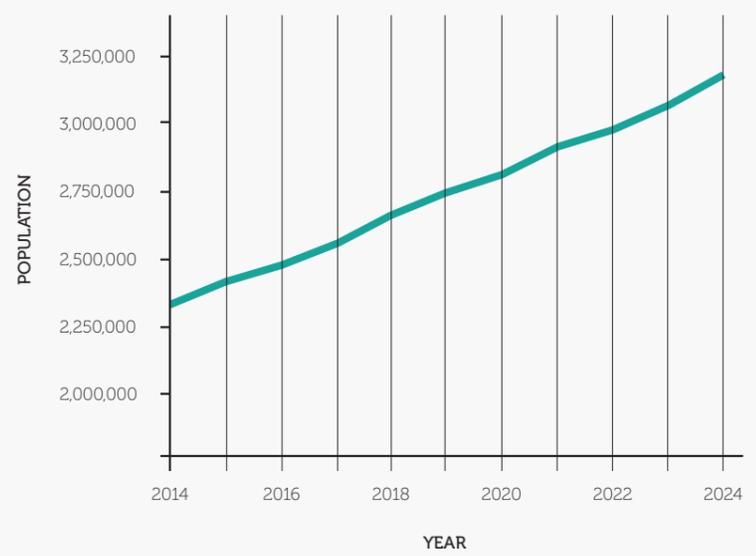
GDP PER CAPITA IN 2016 (PROJECTED)

DUBAI IN NUMBERS

4.9_{PC}

POPULATION GROWTH RATE IN 2014-2018

Dubai's population of 2.42 million residents in 2015 is anticipated to grow to reach 2.97 million by 2022. At the opening year of the project site in 2018, the city's population will have grown to 2.53 million.



Source: McARTHUR + COMPANY

Well-known for its trademark zest for life, the city of Dubai is equally famous for its skyscrapers, tourist attractions and shopping malls, offering flourishing business opportunities for international and local companies alike. A well-known hub for tourism and residential growth, the Emirate provides residents with a comfortable work-life balance between its busy metropolitan ethos and luxurious living standards.

With Dubai International Airport projecting annual footfall of 79 million for 2015, Dubai is a pioneer amongst cities across the world for business prospects. A central hub for

innovation, technology and construction, the emirate is committed to infrastructure development across industries. In the lead-up to Expo 2020, Dubai's economy is set to scale new heights whilst continuing to generate employment opportunities across multiple industries.

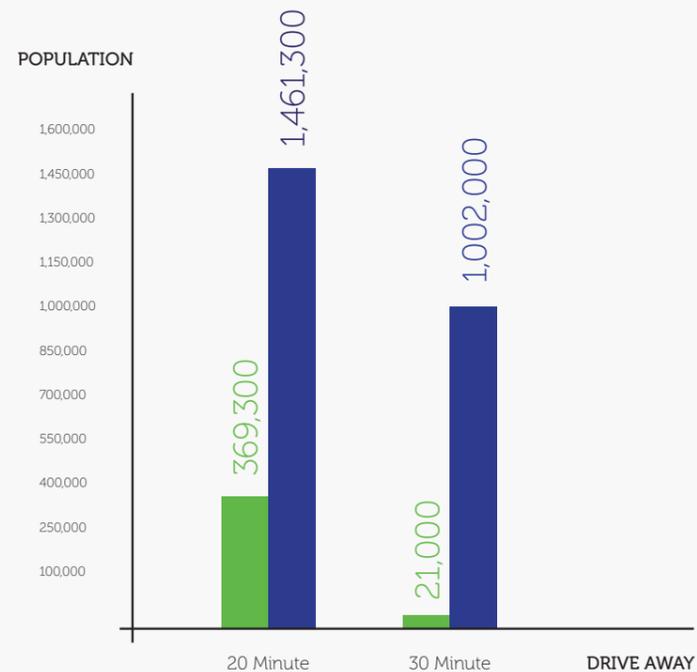
TRADE AREA ANALYSIS

Due to the on-going construction and proposed housing development plans in and around the site, rapid growth is projected for the catchment area.

In line with the booming growth of Dubai, Cityland Mall's current Primary Trade Area (PTA) population of 148,039 residents (2014) is expected to triple over the next decade.

The Secondary Trade Area (STA) is set to grow from 629,779 (2014) to an estimated population of one million by 2024.

In terms of the drive time to the site it is estimated that the population living within a 10-minute drive will reach as high as 52,800, while the population living within a 10-20 minute drive should reach 1.85 mn and from 20-30 minutes over 1.0 mn.



POPULATION GROWTH PROJECTION FOR TRADE AREAS

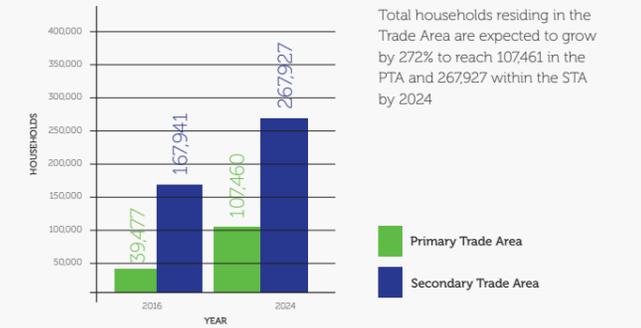
Population within the Cityland Mall's drive time districts is projected to grow substantially.



Source: McARTHUR + COMPANY

INCREASING RETAIL MARKET OPPORTUNITY

Households within the Trade Areas



Total households residing in the Trade Area are expected to grow by 272% to reach 107,461 in the PTA and 267,927 within the STA by 2024

Source: McARTHUR + COMPANY

Retail Spend Per Capita



Retail spending within the Primary Trade Area is projected to increase by 280% over the next decade to reach an average per capita of AED 87,139 by 2024.

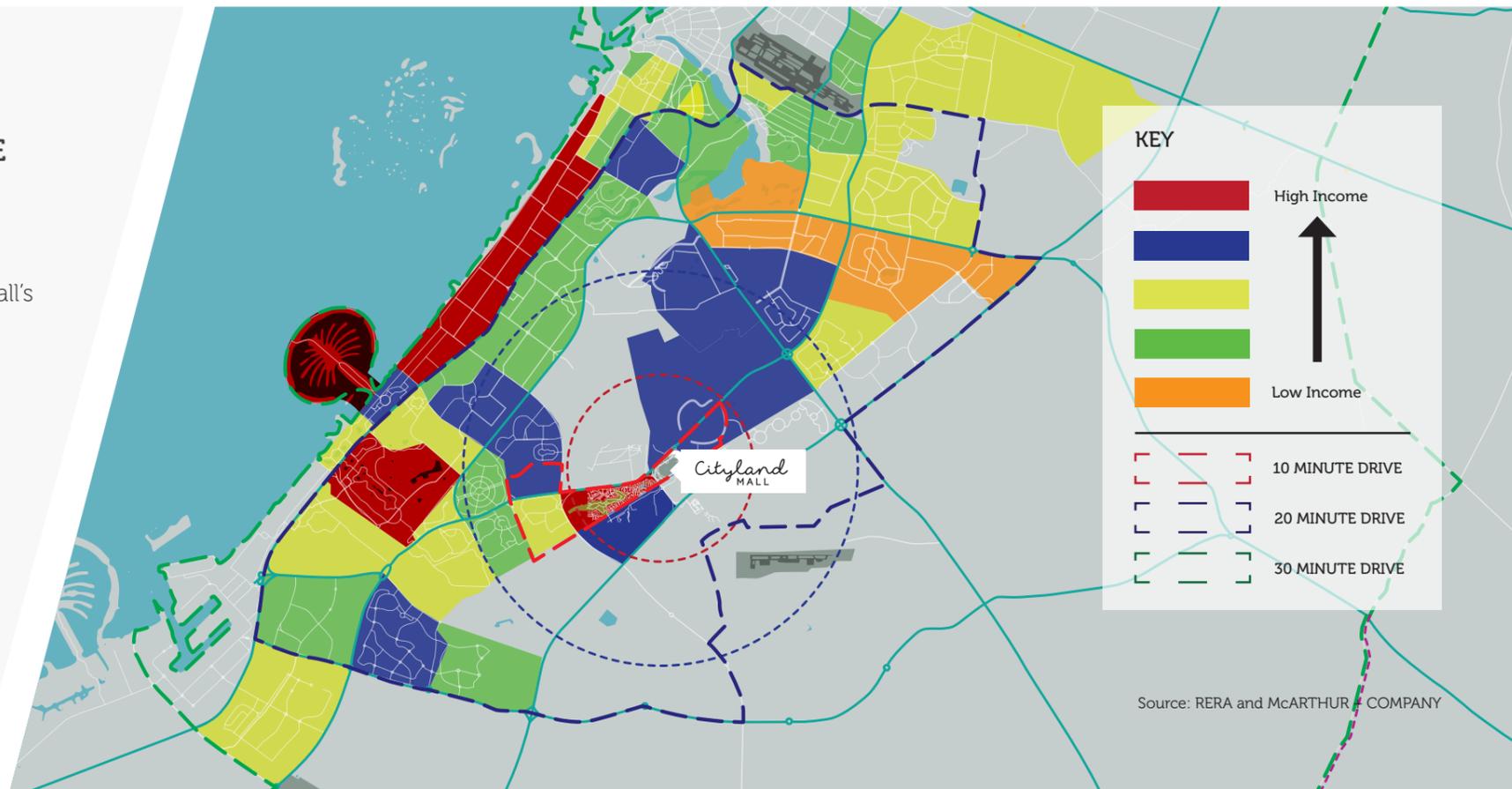
Source: McARTHUR + COMPANY

There are approximately 27,449 households residing in the PTA, each with an average household size of 3.75.

The retail, dining and entertainment spending of residents in the PTA is currently high, estimated at AED 32,457 per capita in 2016, and is projected to increase at almost 4% per annum through to 2021 to reach 40,648 per capita.

4% GROWTH

per annum in per capita spend to 2024



Source: RERA and McARTHUR + COMPANY

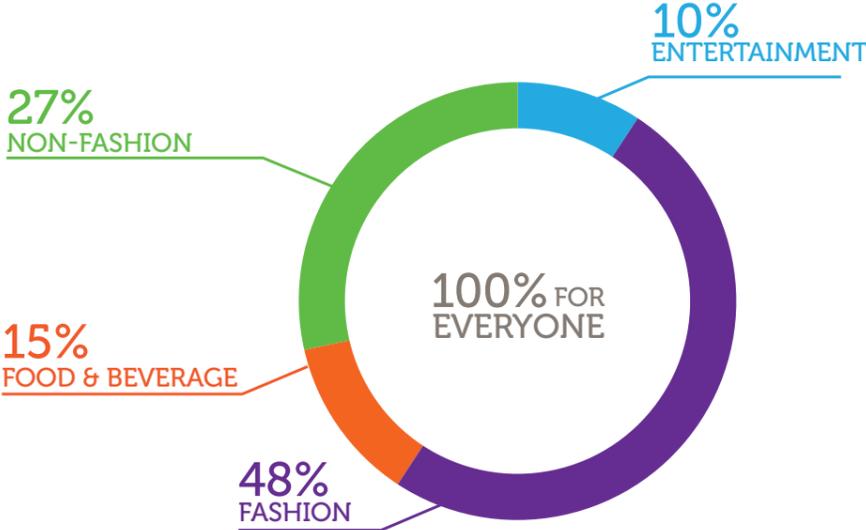
THE CITYLAND MALL EXPERIENCE

With over 350 stores covering 1,125,000 sq.ft., Cityland Mall is the ideal combination of convenience and shopping, with a retail mix showcasing its versatility and a single-level, circular design that allows for continuous customer flow.

With an extensive selection of fashion and non-fashion brands from around the world, Dubailand's largest hypermarket, trendy home furnishing stores, popular electronics and cosmetic outlets, as well as personal and banking services, the Mall's main shopping areas are strategically segregated by category to maximize customer convenience.

With a 10-12-screen cinema experience and a unique family entertainment concept, along with global cuisine options surrounding the central gardens, Cityland Mall is built to entertain.

From a grocery run, dinner with friends, or a day with the family, Cityland Mall offers definitive versatility due to its location, accessibility, parking facilities and multi-entrance design. Strong brand management and an effective combination of local and regional marketing activity, will further support its growth.





SEASIDE COFFEE

coffeeparadise

MARKS





FASHION FOR ALL THE FAMILY

With stores offering diversity and variety in everything from clothing, footwear, accessories and handbags, as well as jewellery, perfumes and cosmetics, Cityland Mall is focused on developing a retail mix that offers the best of the world's international and local brands for men, women and children.

Developed to serve the mid to upper income catchment, the Mall's retail approach is designed to generate regular footfall and higher spends, while simultaneously ensuring visitors enjoy a convenient shopping experience.

541,000_{SQ.FT.}

PRIME FASHION AREA FOR LEASING





THE PERFECT MIX

In an area covering 405,000 sq.ft., the non-fashion segment of the Mall is made up of Dubailand's largest hypermarket, as well as one of the largest homewares areas in the Emirate's, offering customers a complete range of home décor, furnishing and electronics options, along with banking, personal and self-care outlets.

With the overall customer journey in mind, a comprehensive electronics and services offer is conveniently located close to the hypermarket. Leisure and entertainment segments of the Mall are also easily accessible from this area, allowing visitors comfortable and convenient shopping experience.

415,000_{SQ.FT.}

PRIME NON-FASHION AREA FOR LEASING





A WHOLE NEW DINING EXPERIENCE

Located all around the central hub of Cityland Mall, is Dubai's first of its kind botanical dining venue. Visitors will select from a huge range of dining options from the best international and regional restaurants and cafes, offering a truly diverse mix of sizes, flavours and styles. With indoor and outdoor seating overlooking the landscaped garden, this unique attraction will present consumers with a new dining experience, coupled with extraordinary outdoor ambience.

An integral part of any mall, the Cityland Mall foodcourt is located adjacent to the cinema and family entertainment centre, and is a short walk from the children's wear and toy store locations. Visitors will enjoy a wide range of food and beverage options in an attractive, comfortable space, designed to allow outlets quick and effective service and maximum customer reach.

169,000_{SQ.FT.}

F&B AREA FOR LEASING WITHIN
THE MALL'S CENTRAL HUB





A GARDEN PARADISE IN THE CITY

- Restaurants overlooking the Garden
- 2,450 Seat Amphitheatre
- Children's Amphitheatre
- 360 Degree Rooftop Garden
- Japanese Garden
- Ancient Tree Garden
- Miracle Garden at CityLand
- Garden Pavillions
- Children's Water Park
- Seasonal Entertainment
- Endless Fun for All

Located at the heart of Cityland Mall is 200,000 sq.ft. of exquisite landscape. From the creators of Dubai Miracle Garden, open-air gardens, complete with shaded seating areas and casual cafe's, perfect for meeting with friends.

200,000 SQ.FT.
OF BEAUTIFULLY LANDSCAPED GARDEN



FUN FOR EVERYONE

Along with state-of-the-art cinemas offering 10-12 screens, Cityland Mall aims to be the leisure and entertainment destination of choice for families, who look forward to a day out together, spent having fun. Built to entertain, Cityland Mall offers a unique family entertainment concept to visitors in a community-based environment, with different activities for everyone to enjoy, from experiences ranging from creative games and learning experiences, to rides and family activities.



LEASING OPPORTUNITIES

McARTHUR + COMPANY
SHOPPING CENTRE SPECIALISTS

EXCLUSIVE LEASING ADVISOR

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