

Cityland MALL

N E W S L E T T E R

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What Sets Us Apart?

Cityland Mall's Central Park to showcase spectacular multi-sensory attractions

The Central Park, Cityland Mall's open-air garden, is what sets us apart in the region and across the globe. The 200,000 sq. ft. green space forms the nucleus of the mall property, both literally in mall architecture and symbolically, as this will be the hallmark attraction. The open-air garden will provide a multi-sensory experience through an array of attractions such as a mini version of the famed Miracle Garden, a 300-year old ancient tree garden, Japanese garden along with a 500-meter jogging track, which positions the mall as a fabulous lifestyle space where retail satisfaction seamlessly blends with health and fitness. It will also feature

**Central Park
will have a
3,000-seater
amphitheater**

a children's waterpark, which is the first in the UAE to be located within a mall. In terms of further water-based attractions, visitors will also get to enjoy waterfalls and small lakes across the park, which will also have swans, ducks and fish in keeping with the aquatic theme. Central Park will also have an amphitheater, which will provide a platform for performing arts throughout the year and foster a culture of community in an inspired atmosphere.

An elevated section of Central Park will have a roof top garden that will feature a range of select

al fresco dining options and coffee shops with a spectacular view of the scenery. There will also be numerous fine dining restaurant options overlooking the garden on the ground floor where people can enjoy a superb meal while having a 360-degree view of the entire park. The park has also been designed to have extensive sitting areas for families and visitors to relax and enjoy themselves with numerous pergolas and gazebos adding to its overall beauty.

Furthermore, the garden's flora will be converted into a canvas as spectacular choreographed lighting projections and 3D holographic shows will delight visitors after daylight hours. 🌟



Discover some new additions to the Cityland Mall family

ENTERTAINMENT

FABYLAND

Fabyland is a family entertainment destination that exhibits an array of rides and games. It will occupy 35,700 square feet in space and feature a variety of popular attractions such as the Family Swing, XD Dark Ride, Bumper Cars and an interactive soft play area.



The arcade games will have the mix of video games, novelty games, skill games, redemption games and kiddie rides. The games and attractions at Fabyland will provide fun for kids and families and the adrenaline rush for teenagers.

Fabyland will feature action zone with dedicated attractions based on virtual reality. In addition to the adventure zone where all the games are based on sports like climbing, jumping, sliding and free fall attractions.



F&B

ICONS COFFEE

Icons Coffee Couture is a fashionable lifestyle coffee chain born to nourish your body and soul in style! Icons is famous for handcrafting your most loved sweets and treats the healthier way and serves among sugar-free, gluten-free and organic choices.



The German chain is currently expanding heavily within the GCC, including in key locations such as Cityland Mall.

"We are delighted to have secured a prime location in one of the largest single floor retail centres in Dubai and are looking forward to enriching Cityland mall with the best organic coffee's and guilt-free sweets and treats, served in style." – **Elena Weber**, Icons CEO and Founder

McDONALD'S UAE

McDonald's UAE today has 156 restaurants geographically located to service customers in many areas and committed to the quality of the products it serves at each restaurant



and also maintains an active social responsibility agenda.

"Our presence in Cityland Mall is a testament of McDonald's UAE's commitment to make feel-good moments easy and accessible for everyone. We are very excited to join the Cityland Mall community and we look forward to welcoming all of its shoppers and employees." – **Mr. Rafic Fakh**, Managing Director at McDonald's UAE





Meet Our Senior Leadership



H.H. Sheikh Theyab Bin Tahnoon Al Nahyan
Chairman, Cityland Group

MESSAGE FROM THE CHAIRMAN

Cityland Group has undergone a remarkable evolution in under five years. We have ventured in pursuit of our vision of innovating the United Arab Emirates' family entertainment industry by creating world-class destinations inspired by nature. But one of the most profound changes over this period of time has been the richer understanding of the demands of our guest that have come into focus as we have refined our views of what it means to be a leader. With a host of new attractions opening in the past few years, we have become, in five short years, one of the leading nature-inspired developers within the global

tourism industry. Our ability to conceive complex concepts that are innovative and effective, coupled with our talent for creating attractions that are highly successful, provide the formula for our rapid and successful growth in many markets across the region and the world. Together with our architectural and horticultural background, we are proud to announce the newest in retail innovation - Cityland Mall - set to open in 2018.

We hope that with our expertise and knowledge, we will continue to deliver iconic nature-inspired project and a greener United Arab Emirates.



Engr. Abdel Naser Y. Rahhal
Vice Chairman, Cityland Group

Engr. Abdel Naser Y. Rahhal is the Vice Chairman and founder of Cityland Group - creator of the iconic Dubai Miracle Garden and Dubai Butterfly Garden. He is an agricultural engineer by profession, a leader, and a sought after designer in the field of horticulture. Under the Chairmanship of H.H. Sheikh Theyab Bin Tahnoon Al Nahyan, Abdel Naser first established and founded Akar Landscaping Services and Agriculture in Al Ain, UAE. There, he was instrumental in getting AKAR the recognition for its quality work and landscaping projects in both the government and private sector. In order to increase the capability of his company and to utilize a well-established and experienced firm, he decided to partner with ORKIN, the world's finest pest control company holding the American Franchise for the United Arab Emirates.

A proactive entrepreneur, he then founded Dubai Miracle Garden in 2013 followed by Dubai Butterfly Garden in 2015 - the world's largest indoor butterfly garden. Today, Dubai Miracle Garden is recognized globally as the world's largest flower garden and one of the top UAE tourist destination for family entertainment.

Despite his achievements, Engr. Abdel Naser Y. Rahhal remain humble and believes in the maxim: "Quality is never an accident. It is always the result of intelligent effort. There must be the will to produce a superior thing." - John Ruskin



Fahimuddin, Chief Executive Officer, Cityland Group

A seasoned corporate banker turned entrepreneur, Fahimuddin currently serves as CEO of Cityland Group since 2014. He also sits on the board of Cityland Group.

Fahimuddin set off his professional career as Management Trainee with a reputed local bank in Pakistan after completing his MBA degree in Finance and Banking in 1996. Having served the banking industry for nearly 18 years in different managerial positions with various banks, he concluded his last assignment as the Head of Corporate Banking Al Ain at Emirates NBD and joined Cityland Group. He initially started as the Group CFO and subsequently advanced to the CEO level, given his excellent management skills, business knowledge and exponential business growth achieved under his leadership in the span of two years.

Fahimuddin seeks his motivation and aspiration from professionally and humanly successful people around him. Fahimuddin believes in success earned through performance, respect earned through honesty and sincerity, and reward earned through hard work. He has been applauded by his seniors, peers and juniors for his quality of work and initiatives in his professional life. Major accomplishments during the banking career include but not limited to the financing of various real estate and retail projects including Bawadi Mall development in Al Ain, Al Barari Outlet Mall Al Ain and Al Etihad Towers in Al Raha Beach Abu Dhabi; with a combined project value in excess of AED 1.2 billion.

He is a highly regarded expert in the field of finance and management owing to his various assignments in banking and his current job as the CEO of Cityland Group. He is all geared up to bring landmark destinations to Dubai under his leadership.



Behind the Scenes: Who's Making it Happen?



Miracle Garden Landscaping Central Park Designer & Contractor

Miracle Garden Landscaping Services was founded in the city of Dubai, UAE in the year 2012 as part of Cityland Group.

The company stated in the commercial Agriculture Business which supplied the local market with outdoor and commercial landscaping services with the determination and handwork of our expert team. We started working on various landscaping projects, which included designing, development, maintenance, and related services utilizing the latest and most modern technology, innovative ideas and resource management.

Over the previous years of success, Miracle Garden Landscaping has completed several undertaken numerous landscaping and leisure projects in the UAE including the famed Dubai Miracle Garden and continues to expand its presence.



"It such an honour to be part of the Cityland Mall which recognized as the first nature-inspired mall located at the heart of Dubai. Our experience with building and maintaining the iconic Dubai Miracle Garden lends us the expertise and credibility to execute this ambitious

project, and in addition to this, we have the best in-house designer team on board to execute the Central Park with perfection percolating down to its most intricate details." – **Engr. Farhan Shehzad**, General Manager - Developments



"We are incredibly proud to be part of the team helping Cityland Mall come to life. The mall offers a destination shopping and entertainment experience unlike any other in Dubai. With its distinct theming to six individual pavilions circulating a one of a kind Central Park landscape garden designed to provide botanical respite from the outside environs. Cityland Mall will stand out as a unique attraction to all residents and visitors to Dubai." – **Cameron McKenzie**, Cityland Mall, Project Director



JLL Project Management and Cost Management

JLL is a leading professional services firm that specializes in real estate and investment management. A Fortune 500 company, JLL helps real estate owners, occupiers and investors achieve their business ambitions. Across the Middle East and North Africa (MENA) JLL is a leading player in the real estate and hospitality services markets. The firm has worked in 40 countries across the region and employs over 520 internationally qualified professionals across offices in Dubai, Abu Dhabi, Riyadh, Jeddah, Al Khobar, Cairo, Casablanca, Johannesburg, Lagos and Nairobi.

Our Project & Development Services team is globally integrated and a major strength of JLL. We specialize in development and project management, technical construction and cost advisory services throughout the lifecycle of a project.

Our team is responsible for managing all kinds of projects from large-scale mixed use developments, major renovations and refurbishments and fit-out and office relocations. In addition to these traditional services we also deliver technical real estate consultancy, technical due diligence, building inspection and condition surveys for our clients, who are typically investors or occupiers of commercial office, residential, retail, hospitality, industrial, schools or mixed-use real estate developments.



McARTHUR + COMPANY

SHOPPING CENTRE SPECIALISTS

McARTHUR + COMPANY

Exclusive Leasing Partner and Mall Operator

The creation of shopping centres that generate strong returns for investors and profitable businesses for retailers is at the heart of the McARTHUR + COMPANY approach to shopping centre development, leasing and management.

Today, McARTHUR + COMPANY boasts a talented team of over 30 industry professionals based in 5 countries with decades of global shopping centre development experience. Our strategy is to add real financial value to each retail development project.

McARTHUR + COMPANY believes in well-planned, highly popular shopping destinations with long-term financial growth in value. Our philosophy is to use international best practices combined with local knowledge of retail markets and shopping influences to meet each project's goal.

McARTHUR + COMPANY has provided valuable strategic advice as well as leasing and management services to projects in over a dozen countries and territories including the United States, United Arab Emirates, Saudi Arabia, Bahrain, Qatar, Kuwait, Jordan, Oman, Lebanon, Iraq, Egypt, Iran, India, Azerbaijan, Monte Carlo, South Korea and Malaysia.

"McARTHUR + COMPANY has worked with the developers of Cityland Mall for the past two years,



planning and designing this exciting retail destination. Working in close coordination with the developer, the architect, the project manager and the retail community we have found the right balance between convenient retail shopping and popular entertainment and food and beverage attractions.

"Our research teams diligently studied the local market and determined that there are over 200,000 residents living within a 12-minute drive of Cityland Mall. This affluent catchment area is without a regional mall and in many cases, customers are forced to travel 30-45 minutes simply to get to a mall in another part of town. Cityland Mall is designed to make their lives easier,

more convenient and more relaxing. "Cityland Mall has several key unique features that we separate it from its competition. Firstly, it's simple to shop... guests will park in over 6000 shaded parking spaces. The mall is single level so it is easy to navigate and easy to find the shops. When guests are not shopping, they can retreat to Central Park, a 200,000 sq. ft. open-air botanical garden filled with cafes, restaurants and children's attractions.

"Cityland will feature the perfect combination of convenience shopping lead by Carrefour with their largest hypermarket in Dubailand. Our fashion area will feature the most popular brands in the market as well as a few new surprises. 'Retailtainment' is another part of our formula as well will feature a state of the art Vox 10-screen cinema complex, Fabyland, a 35,000 sq. foot family entertainment centre, a 24-lane high tech bowling centre, a trampoline park as well as a 3,000-seat amphitheatre that

will host musical performances year round. Capping off the retailer mix will be more than 75 food and beverage locations."

– **Phil McArthur**, Founder and Managing Director

"Our research teams diligently studied the local market and determined that there are over 200,000 residents living within a 12-minute drive of Cityland Mall"



中国航空技术国际工程有限公司
CHINA NATIONAL AERO-TECHNOLOGY INTERNATIONAL ENGINEERING CORPORATION

AVIC-INT'L

Main Contractor

Founded in 1980, China National Aero-technology International Engineering Corporation (AVIC-ENG) is a large state-owned enterprise affiliated to Aviation Industry Corporation of China (AVIC, a Fortune 500 company). Our main business covers international engineering contracting, overseas real estate development, domestic engineering, trade and labor services.

Today, conducting key business in Africa, the Middle East, South Asia and Southeast Asia, we have established more than 10 branches and subsidiaries in countries including the United Arab Emirates, Tanzania, Algeria, Sri Lanka, Kenya, Uganda, Zambia and Malaysia, etc.

“prioritizing key regions, integrating resources for cooperative development, and balancing the development of comprehensive services”

In recent years, we are growing healthily and rapidly with our long-time accumulated international operation experience and global market development capability. Now, we have successfully built a unique mode for strategic cooperation and a marketing network with profound value.

We have a dedicated management team and employees who are loyal to international engineering and willing to devote themselves to building the brand of AVIC-ENG (CATIC-ENG). Following our vision, which says: “To be a leading international engineering contractor with strong competitiveness in the global regional market” and the operation mode of “prioritizing key regions, integrating resources for cooperative development, and balancing the development of comprehensive services”, we adhere to our philosophy of “conducting first-class engineering projects with honesty and excellence” for mutual benefits and win-win results with our clients.



MBA

Lead Architect

Bayaty Architects was established in Baghdad in 1978 by Dr. Muthana Al Bayaty. Since then, the firm, with its rapidly growing staff, became one of the most dependable consultancy names in all of the Emirates. Our vision is to be a recognized and respected provider of professional consulting services, operating on par with top tier international consultants, to expand our operations while maintaining the distinguished calibre of professionalism and commitment to our core value of excellence, in addition to fulfilling the clients' requirements and exceeding their expectations.

“We are delighted to be part of Cityland Mall’s uniqueness in style with exceptional theming that exposes consumers to a pan-global voyage throughout the six shopping pavilions.



Each pavilion is characterized by a distinct architectural style that represents different continent which accommodates variety of luxurious dining destinations presenting the global cuisine where every restaurant overlooks and extends to the Central Park.”

– Arqem Ahmed, Project Manager



Construction Update

JLL have been appointed as Project and Cost Managers and now have a team of experienced professionals leading the project team to ensure that the project progresses in line with the contract schedule and the needs of the end users. The construction works are progressing well in line with the contract schedule with completion of the construction works on target for Q2 2018.



DEMOLITION

The demolition works as per the programme are now 100 percent complete, with minimal additional demolition works ongoing.

ENGINEERING

The MEP dismantling works within Pavilion 1 is complete, with Pavilion 2 and Pavilion 3 to be completed this month. MEP works are progressing with the installation of cable trunking, tray and conduits along with the installation of plumbing pipework and underground drainage services. The approval of the MEP shop drawings is ongoing in line with the programme.

STRUCTURES & CIVILS

Dubai Municipality approval was received for the hypermarket steel shop drawings, which is currently the main focus of the project. Fabrication of the steel has commenced with the first delivery to site due in early May. The steel works for the central park sump pit



raft slabs are complete with the rebar works for the central part ongoing. The steel work design of the central part is making good progress and will be complete by the end of April with the Main Entrance steel work design following on in early May.

SPECIALIST PACKAGES

The specialist lighting is complete and has been issued for tendering of which the tender returns are due early May with an award to be made swiftly. The interior design award/contract is imminent of which the final negotiations are taking place. The skylight packages have now been awarded.



Cityland Real Estate Development
A company of Cityland Group



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