



Press Release

Emaar Hospitality Group and ARADA join hands to launch three distinctive hotels in Aljada, Sharjah's new lifestyle hub

- *Emaar Hospitality Group to operate Address, Vida and Rove hotels in ARADA's flagship destination Aljada in Sharjah*
- *A joint venture between KBW Investments and Basma Group, ARADA launched Aljada, a 24 million sq ft mixed-use megaproject, in September 2017*
- *Emaar Hospitality Group's three hotel and serviced residences brands will enrich the hospitality offering of Aljada setting a new benchmark in the emirate's hospitality sector*
- *Address Aljada Sharjah (150 rooms), Vida Aljada Sharjah (175 rooms) and Rove Aljada Sharjah (300 rooms) to support emirate's growing tourism sector*

Dubai/Sharjah; UAE; April 12, 2018: In a significant deal that will boost the hospitality landscape of Sharjah, **ARADA**, a joint venture between KBW Investments and Basma Group, today signed a management agreement with **Emaar Hospitality Group**, the hospitality & leisure subsidiary of Emaar Properties PJSC, to launch three new hotels in Sharjah.

The three hotels under Emaar Hospitality Group's premium lifestyle Address Hotels + Resorts, upscale lifestyle Vida Hotels and Resorts, and the contemporary midscale Rove Hotels will be located in **Aljada**, a 24 million square foot integrated lifestyle destination, and a new leisure and entertainment hub for Sharjah.

The agreement was signed by HE Sheikh Sultan bin Ahmed Al Qasimi, Chairman of ARADA, HRH Prince Khaled bin Alwaleed bin Talal, Vice Chairman of ARADA, and Mohamed Alabbar, Chairman of Emaar Properties, in the presence of senior officials of the two companies as well as Emaar Hospitality Group.

Under the terms of the agreement, Emaar Hospitality Group will manage **Address Aljada Sharjah** with 150 rooms, and **Address Residences Aljada Sharjah**, an exclusive selection of only 150 serviced residences, located in Aljada's Central Hub, the heart of the megaproject. Designed by Zaha Hadid Architects, the 1.9 million square foot Central Hub will be a new focus for leisure and entertainment in the UAE, and a significant addition to an Emirate that is already widely regarded as the cultural capital of the Arab world. Aljada's Central Hub will be a major destination for tourists and residents in its own right, offering a carefully selected mix of world-class offerings, complemented by community facilities and an array of retail and dining experiences.

In close proximity is the **Vida Aljada Sharjah** with 175 hotel rooms and **Vida Residences Aljada Sharjah** with 120 residences. Located within Aljada's Business Park is the 300-room **Rove Aljada Sharjah**. The serviced residences under Address and Vida will be offered for sale in the fourth quarter of 2018.

His Excellency Sheikh Sultan bin Ahmed Al Qasimi said: "Our flagship development, Aljada is a first-of-its-kind integrated lifestyle destination in Sharjah that will add tremendous value to the economy. Hospitality is one of the core aspects of the mega-development. With the growth in tourist arrivals to Sharjah, and the emirate's status as a cultural hub, there is strong potential for building a robust hospitality infrastructure. Our agreement with Emaar will bring proven hospitality competencies to this spectacular development that will transform Sharjah's economy."



Mohamed Alabbar said: “ARADA is redefining the residential and commercial landscape of Sharjah with Aljada, its ambitious master-planned destination that will catalyse all sectors of the economy. Through our partnership, we are bringing three distinctive hotel experiences that will meet the requirements of visitors and residents. This is a great example of the collaborations we foster to create iconic destinations of the future. Our three hotel brands – Address, Vida and Rove – have set high industry standards and will be a sterling addition to Aljada.”

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, added: “Sharjah has unique touristic value that is defined by its cultural museums as well as natural attractions. With our three hotel brands marking their entry to Sharjah for the first time, we are not only expanding our footprint in the UAE but also contributing to strengthening the tourism sector of the emirate. While Address Aljada Sharjah will appeal to luxury travellers, Vida Aljada is for the new generation of entrepreneurs and travellers, and Rove Aljada Sharjah brings the midscale offering. All hotels stand out for their brand philosophy and design approach, and are located centrally adding to the connectivity and mobility of our guests.”

Address Aljada Sharjah brings the same ‘where life happens’ approach to ensure that guests receive the highest service standards in a central location. The hotel will have all modern amenities such as a selection of exclusive restaurants, including The Restaurant at Address Aljada Sharjah as well as a fitness centre, meeting rooms and more. Address Hotels + Resorts has already announced its expansion to operate hotels in Saudi Arabia, Bahrain, Egypt, Turkey and the Maldives as well as the UAE.

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. **Vida Aljada Sharjah** will deliver its differentiating value proposition in Sharjah with a wide range of amenities and lifestyle choices. Emaar Hospitality Group has expanded the footprint of Vida to Saudi Arabia, Bahrain and Egypt in addition to several new hotels in the UAE.

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC. Designed for the new generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings, Rove Hotels defines a new niche in Dubai’s vibrant hospitality sector. Rove Hotels already has five operational properties in well-connected locations across Dubai – Rove Downtown, Rove City Centre, Rove Healthcare City, Rove Trade Centre and the most recent addition, Rove Dubai Marina, which opened in April.

Launched in September 2017 by His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, the AED 24 billion Aljada has swiftly become Sharjah’s fastest-selling residential community. Delivered in phases starting in 2019, the entire project is expected to be completed by 2025.

The Aljada masterplan is carefully designed with walkability and wide green spaces in mind, allowing residents, workers and visitors the ability to live, work, play and be entertained within a fully integrated and sustainable community. Aljada is ideally situated on the last major plot of undeveloped land in the heart of Sharjah, with exceptional connectivity to surrounding areas, and is an all-encompassing district that comprises considerable retail, leisure and entertainment options, in addition to a wide range of residential and commercial offerings.

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Note to Editors

About Emaar Hospitality Group:

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar's hospitality and leisure projects globally.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf clubs, polo club, marina and lifestyle dining restaurants.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

Address Hotels + Resorts has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Address 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 is set to operate hotels and serviced residences in Saudi Arabia, Egypt, Turkey, Bahrain, Maldives and other key markets in the region as well as in Dubai.

An upscale lifestyle hotel and residences brand, Vida Hotels and Resorts is for the new generation of business executives, entrepreneurs and leisure travellers. 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. Vida Hotels and Resorts has two properties in Dubai and is set to operate hotels and serviced residences in Abu Dhabi, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.

Rove Hotels is a contemporary midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. Designed for the new generation traveller and highly mobile socially connected global nomads who recognise value, stays connected through technology and gravitate towards culturally-inspired surroundings, Rove Hotels are reliable, modern, fuss-free and super-efficient. Rove Hotels has five properties in well-connected locations across Dubai and is set to operate further properties in the city. The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. www.emaar.com

About ARADA:

Founded in early 2017, ARADA is dedicated to building breathtaking communities that inspire, enrich and engage their residents. The UAE's newest developer leverages the strength and experience of its two founding companies, Basma Group, led by His Excellency Sheikh Sultan bin Ahmed Al Qasimi, and KBW Investments, founded by His Royal Highness Prince Khaled bin Alwaleed bin Talal Alsaud. ARADA is a driver of economic growth and is perfectly positioned to contribute to the rapid development of the UAE, in line with the government's commitment to ensure a better life for everyone.

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