

من إعمار
BY EMAAR

Press Release

New 'U By Emaar' programme offers distinctively rewarding experiences for guests across Emaar's hotels, restaurants and entertainment attractions

- *An all-encompassing loyalty programme designed by Emaar Hospitality Group in association with Emaar Entertainment*
- *U By Emaar brings together various hotels, restaurants and entertainment attractions of the company*
- *Open for individuals above 18 years of age, U By Emaar rewards members Upoints for loyalty*
- *Upoints unlock unlimited possibilities across the breadth of Emaar's hospitality and entertainment attractions*
- *Guests can enroll at www.ubyemaar.com for free access to the programme*

Dubai, UAE; February 1, 2016: Global developer Emaar Properties has unveiled, 'U By Emaar,' a unique, customer-focused rewards programme that brings added value for their guests across the breadth of hotels, restaurants and entertainment attractions under the company.

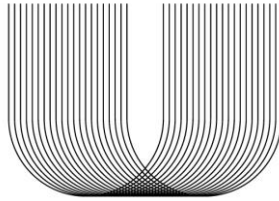
U By Emaar is designed by Emaar Hospitality Group in association with Emaar Entertainment. The distinctively rewarding programme is open for individuals over 18 years from anywhere in the world. Members are rewarded with Upoints, the currency of U By Emaar when they stay, dine or enjoy any entertainment experience offered by Emaar's diverse participating portfolio of choices.

One Upoint is earned for every one dirham of eligible spend at participating hotels and restaurants, and for every two dirhams of eligible spend at participating entertainment attractions. Ten Upoints are equivalent to one dirham when redeeming Upoints.

Enrolling in U By Emaar is effortless. Guests can enroll online or directly through any of the assets of Emaar Hospitality Group or Emaar Entertainment or the dedicated online portal www.ubyemaar.com. Signing up is simple and means that members can start to earn Upoints at participating venues on hotel stays, dining out or entertainment experiences instantly.

Upoints can be redeemed at Emaar outlets with no blackout dates. Subject to terms and conditions, residents of serviced residences of The Address Hotels + Resorts can also benefit from the U By Emaar membership rewards programme.

The participating hotel brands in the U By Emaar programme include all properties under The Address Hotels + Resorts, Vida Hotels and Resorts, and its distinctive portfolio of Emaar Leisure Clubs. U By Emaar is also applicable on dining at any of Emaar Hospitality Group's restaurants, lounges or Lifestyle Dining assets at The Address Hotels + Resorts, Vida Hotels and Resorts, Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. The participating entertainment attractions



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include all Reel Cinemas, KidZania®, SEGA Republic, Dubai Ice Rink, Dubai Aquarium & Underwater Zoo and Njoi.

Khalid Dalil, Head of Customer Relationship Management at Emaar Properties, said: “U By Emaar is our thank you gesture to the valued patrons of our hospitality assets and entertainment attractions that are today among the most sought-after in the city. An innovative rewards programme, it assures incredible benefits to our guests. With U By Emaar, we are creating a distinct experience that combines our hotels and entertainment attractions that will strengthen guest loyalty and also drive our business growth.”

Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said: “U By Emaar is the only loyalty programme in the market today that combines stays, dining and entertainment attractions. It means whether you are a frequent visitor or a resident, you will be recognised and rewarded at all participating hotels under The Address Hotels + Resorts and Vida Hotels and Resorts as well as our restaurants, leisure clubs and entertainment attractions. The programme highlights our commitment to delivering tangible value to our guests through a hassle-free rewards programme.”

Maitha Al Dossari, Chief Executive Officer of Emaar Entertainment, said: “Our fast-growing portfolio of leisure attractions is extremely popular with Dubai residents and visitors. The U By Emaar loyalty programme will further enhance the popularity of these attractions by making it simple for our repeat guests to enrol, earn and redeem for unbeatable rewards.”

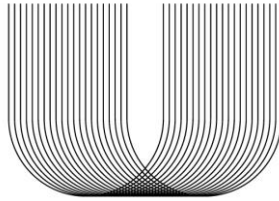
Members across all tiers can redeem their Upoints at Emaar’s participating hotels, dining and entertainment attractions. They may also use Upoints and cash to match the price of the lifestyle experience they seek. A minimum balance of 10,000 Upoints is required to start redeeming for stays at hotels while only 2,000 Upoints are needed to start redeeming for dining experiences and just 1,000 Upoints to redeem at entertainment attractions.

Emaar currently offers the loyalty programme in four tiers: Black for up to 9,999 Upoints; Silver for 10,000 to 24,999 Upoints; Gold for 25,000 to 59,999 Upoints and Platinum for 60,000 Upoints and above.

Silver, Gold and Platinum members also benefit from a wide range of benefits such as late hotel checkout at 4pm, while Gold and Platinum members receive complimentary buffet breakfast while staying at The Address Hotels + Resorts and Vida Hotels and Resorts. Gold members can further benefit from 10 percent off on food and beverage bills and spa treatments, while Platinum members receive 20 percent off in addition to 10 percent off on membership fees at participating leisure clubs, to name a few.

A call-centre operates from 9am to 9pm, seven days a week, and can be reached on 800 LOYALTY for UAE calls or +9714 567 2000 for international calls. Alternatively, members can email: customerservice@ubyemaar.com or visit the website: www.ubyemaar.com for more information. Follow on: Twitter <https://twitter.com/ubyemaar>; Facebook <https://www.facebook.com/ubyemaar>

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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 across the region. Emaar Hospitality Group owns and manages a diversified portfolio of hospitality assets including hotels, serviced residences, golf retreats, a polo and equestrian club, marina and yacht club and lifestyle dining outlets.

Emaar has defined its solid credentials in the hospitality sector with the launch of three hotel brands, each with a distinct niche – The Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

The Address Hotels + Resorts, the five star hotel brand launched by Emaar Hospitality Group, brings a fresh identity to the hospitality and service sector of Dubai and the region. The Address features a bouquet of experiences providing unique benefits for business and leisure travellers within its properties. The Address Hotels + Resorts is set to operate hotels and serviced residences in Egypt, Turkey, Bahrain and Nigeria.

Vida Hotels and Resorts is a refreshingly different hotel concept for the new generation of business executives, entrepreneurs and leisure traveller. The hotels create a stimulating environment for the younger generation who demands all the frills of modern luxury travel but none of the fuss. Vida operates two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai. Vida Hotels and Resorts is set to operate a hotel and serviced residences in Bahrain.

Rove Hotels is a contemporary new mid-market lifestyle hotel brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. They celebrate the very heartbeat of the city with its unique approach to deliver value hospitality experiences for the young and young at heart global traveller, who explores without borders. The first project in the Rove Hotels portfolio is Rove Downtown Dubai.

The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club.

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer and provider of premium lifestyles, with a significant presence in the Middle East, North Africa and Asia. One of the world's largest real estate companies, Emaar has total assets valued at over US\$42 billion and a land bank of approx. 195 million sq m in Dubai and key international markets.

With a proven track-record in delivery, Emaar has handed around 39,800 residential units in Dubai and other global markets since 2001. Emaar has over 690,000 sq m of recurring revenue generating assets, and 13 hotels and resorts, with 1,950 rooms. Today, around 60% of the Emaar's revenue is from its shopping malls & retail, hospitality & leisure and international subsidiaries.

Burj Khalifa, the world's tallest building, and The Dubai Mall, the world's largest shopping and entertainment destination, are among Emaar's trophy developments. www.emaar.com

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