



Press Release

Emaar Hospitality Group strengthens global expansion with management contracts in Nigeria & Bahrain

- *Builds on existing international footprint of The Address Hotels + Resorts in Turkey and Egypt*
- *The Address Hotels + Resorts signs management contract to operate The Address Centenary City Abuja & The Address Residences Centenary City Abuja in Nigeria*
- *In Bahrain, Emaar Hospitality Group will operate The Address Marassi Al Bahrain, The Address Residences Marassi Al Bahrain, Vida Marassi Al Bahrain and Vida Residences Marassi Al Bahrain*
- *Underlines strong global credentials as provider of niche lifestyle experiences, especially in mixed-use projects comprising hotels and serviced residences*

Dubai, UAE; May 4, 2015: At the Arabian Travel Market today, Emaar Hospitality Group, the hospitality & leisure business of global developer Emaar Properties, announced its ambitious international expansion to Nigeria and Bahrain through hotel and serviced residence management contracts. Building on its strong competencies in managing mixed-use projects including hotels and serviced residences, the new markets add to the existing international presence of Emaar Hospitality Group's flagship hotel brand, The Address Hotels + Resorts in Turkey and Egypt.

Emaar Hospitality Group has signed the management contracts for hotels and serviced residences in Nigeria and Bahrain with Eagle Hills, an Abu Dhabi-based private investment company, which develops new city hubs and mixed-use projects in high-growth international markets.

Philippe Zuber, Chief Operating Officer of Emaar Hospitality Group, said: "Our management contracts to operate hotels and serviced residences in Nigeria and Bahrain, further adding to our presence in Turkey and Egypt, is a strong testament to our credentials in delivering world-class hospitality services. Emaar Hospitality Group is set apart by our exceptional track-record in managing hotels and serviced residences, a skillset that has enabled us to drive our rapid international growth. Expanding to new markets has always been part of our development strategy and our strong operations in Dubai, a multicultural city with over 200 nationalities, have instilled in us the confidence and competency levels to meet region-specific hospitality requirements in global markets."

He added: "We have built distinctive niche hospitality experiences in Dubai through our three hotel brands, leisure assets and lifestyle dining division. We will draw on the success of these as well as our fundamental differential – the ability to deliver tangible guest benefits matched by superior service standards and technology integration – across all these new properties. In all our international markets, the properties are located in breathtaking locations and are part of integrated lifestyle developments. This enables us not only to deliver world-class hospitality but also to support these economies in boosting their tourism sectors."



In Nigeria, The Address Hotels + Resorts will operate **The Address Centenary City Abuja** and **The Address Residences Centenary City Abuja**. The hotel and residence projects are part of Centenary City, Abuja, a path-breaking development which also features an international commercial centre, The Mall of Nigeria and Africa Square & Tower, all iconic destinations.

In Bahrain, the five star premium hotel brand will operate **The Address Marassi Al Bahrain** and **The Address Residences Marassi Al Bahrain**, in addition to Vida Hotels and Resorts, a young brand launched by Emaar Hospitality Group for the new generation of tech-savvy entrepreneurs and professionals, to operate **Vida Marassi Al Bahrain** and **Vida Residences Marassi Al Bahrain**. This marks the first international expansion of the Vida Hotels and Resorts brand, which currently operates two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai. All the projects are scheduled for opening in 2018.

A smart city for the future that combines tourism and the community, Marassi Al Bahrain is a distinguished urban project by Eagle Hills, as part of a joint venture agreement with Diyar, the developer of mega-project Diyar Al Muharraq. Both The Address and Vida properties in Marassi Al Bahrain are integrated within a new 190,000 sq m lifestyle mall offering high-end retail, private residential facilities and a world-class waterfront boardwalk promenade.

The Address Hotels + Resorts already has an impressive international footprint with three properties under its remit in Turkey. These include The Address Istanbul, a 49-storey architectural marvel that is in the heart of Emaar Square, a mixed-use project by Emaar Properties, and the premium collection of 5-star homes, The Address Residence Istanbul, located on levels 12 to 19 of the property. Further, it manages The Address Residences Emaar Square, a limited collection of only 73 fully-furnished, luxury homes.

In Egypt, The Address brand operates The Address Marassi Golf Resort & Spa in Egypt, which is an integral part of the Marassi master-planned community developed by Emaar Misr.

The Address Centenary City Abuja and The Address Residences Centenary City Abuja mark the first phase of development of Centenary City, Abuja, a vibrant mixed-use city district centred on the principles of sustainable urban development, located just 12 km away from the International Airport and 20 km from the existing Abuja City Centre.

Assuring a five-star hospitality experience, the projects are set in approximately 25 hectares with over 520,000 sq m of hotel suites and residential apartments. The Address hotel will have 242 rooms, and modern amenities for business and leisure including two restaurants, a destination lounge, advanced business centre, spa & wellness centre, and outdoor pool and deck opening to landscaped areas. The Address Residences include 424 apartments with 1, 2 and 3 bedrooms set in four towers, as well as exclusive luxury villas set in approximately 6.3 hectares of land.

The Address Marassi Al Bahrain hotel will feature 110 rooms including 17 suites, and will have all advanced lifestyle facilities including oceanfront restaurants and lounges, meeting facilities, spa & wellness centre, and outdoor pool and deck areas. The hotel offers direct access to the lifestyle mall and a dedicated beachfront area managed by The Address Hotels + Resorts. There are 130 residences of The Address, in 1, 2, and 3-bedrooms, all overlooking the waterfront.



Vida Marassi Al Bahrain hotel has 160 rooms that serve as smart hubs where inspiring mind meet and connect. Also offering sea-facing views, the hotel's amenities include elegant dining destinations, poolside F&B, business centre, spa, wellness centre and outdoor pool. The hotel offers direct access to the lifestyle mall. Vida Hotels and Resorts will also manage 140-branded serviced residences in 1, 2 and 3-bedrooms.

At the forefront in embracing digital technology across all touch-points, Emaar Hospitality Group will bring new digital experiences to guests across all these properties, while continuously pushing the boundaries of world-class hospitality through innovation, creativity, passion and a commitment for service excellence.

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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, lifestyle dining outlets and the Dubai Marina Yacht Club.

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 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 Hotels and Resorts operates two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai.

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 Za'abeel.

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

Emaar Hospitality Group manages a number of food and beverage venues across its hotel and leisure portfolio, and has expanded into the management of independent restaurants. The current portfolio includes At.mosphere, Burj Khalifa; The Palace Café and La Serre Bistro & Boulangerie on Mohammed Bin Rashid Boulevard; and CUT by Wolfgang Puck at The Address Downtown Dubai, and The Pavilion Downtown Dubai.

About Eagle Hills Abu Dhabi:

Eagle Hills is an Abu Dhabi-based private real estate investment and development company focused on the development of new city hubs in high-growth international markets. With a focus on developing large-scale real estate projects, Eagle Hills designs and implements mixed-use facilities. These communities draw on the latest technologies to build smart and sustainable projects that add significant value to the local economy. The company is currently developing projects in Bahrain, Jordan, Morocco, Serbia and Nigeria.

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