

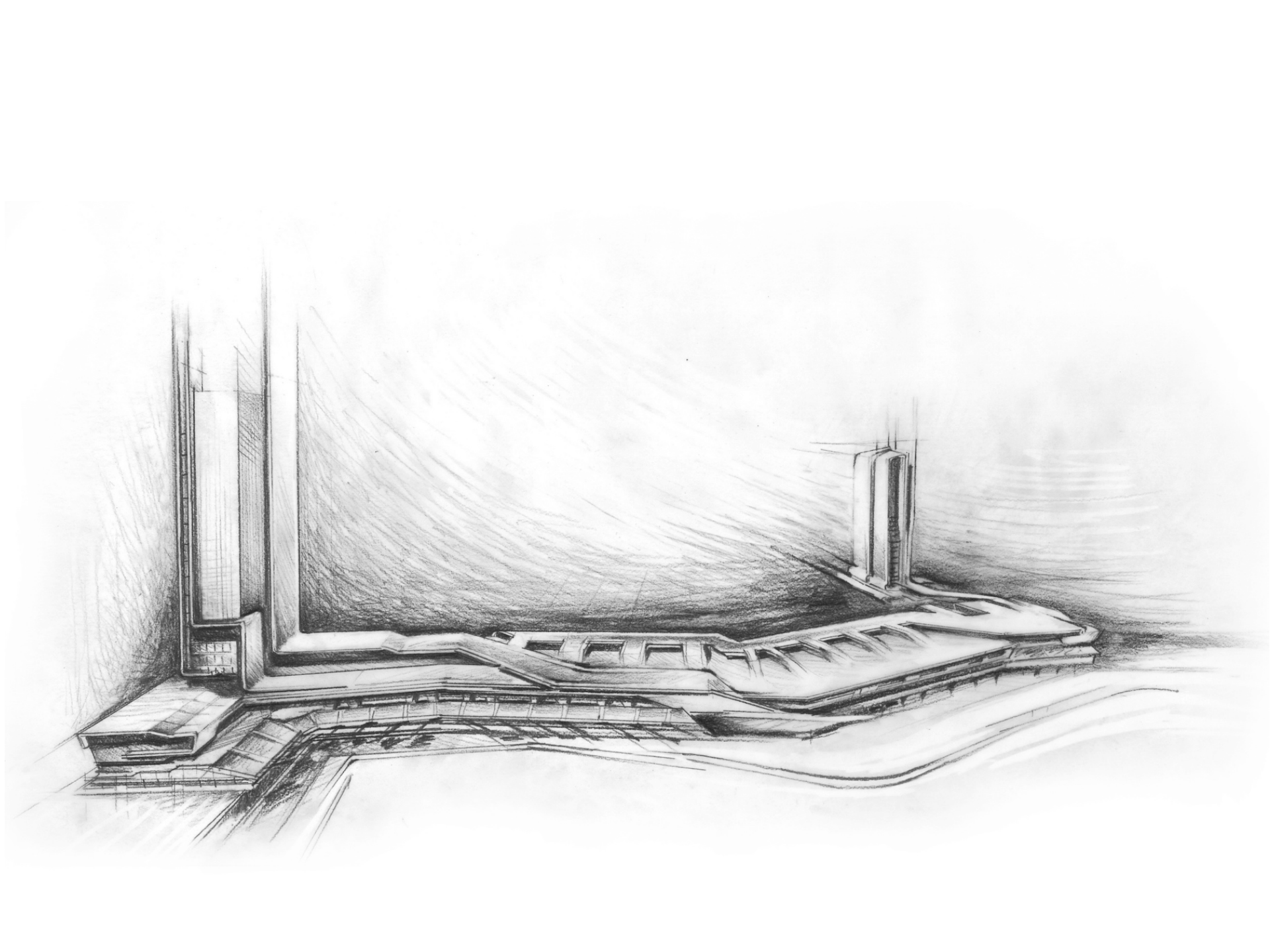
- **A real world**
- **of Value, Shopping,**
- **Entertainment & Lifestyle**

- **Overview**
- • The Opportunity at hand
- • Our Management Formula

- **The Opportunity**

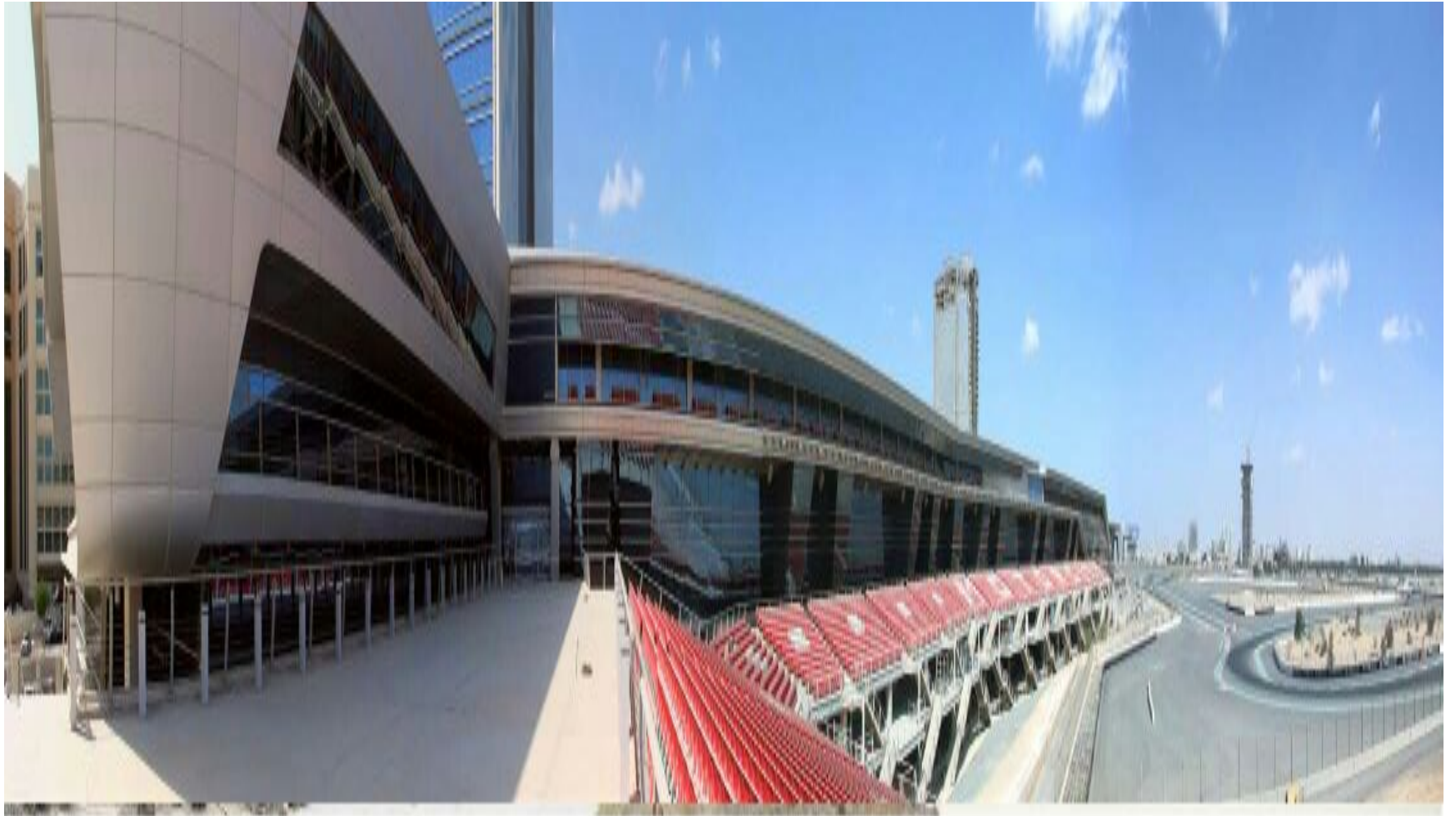
- **The Opportunity**
- Own the one and only
- **FREEHOLD** Shopping Mall in Dubai

- **Ready structure – ready for possession**





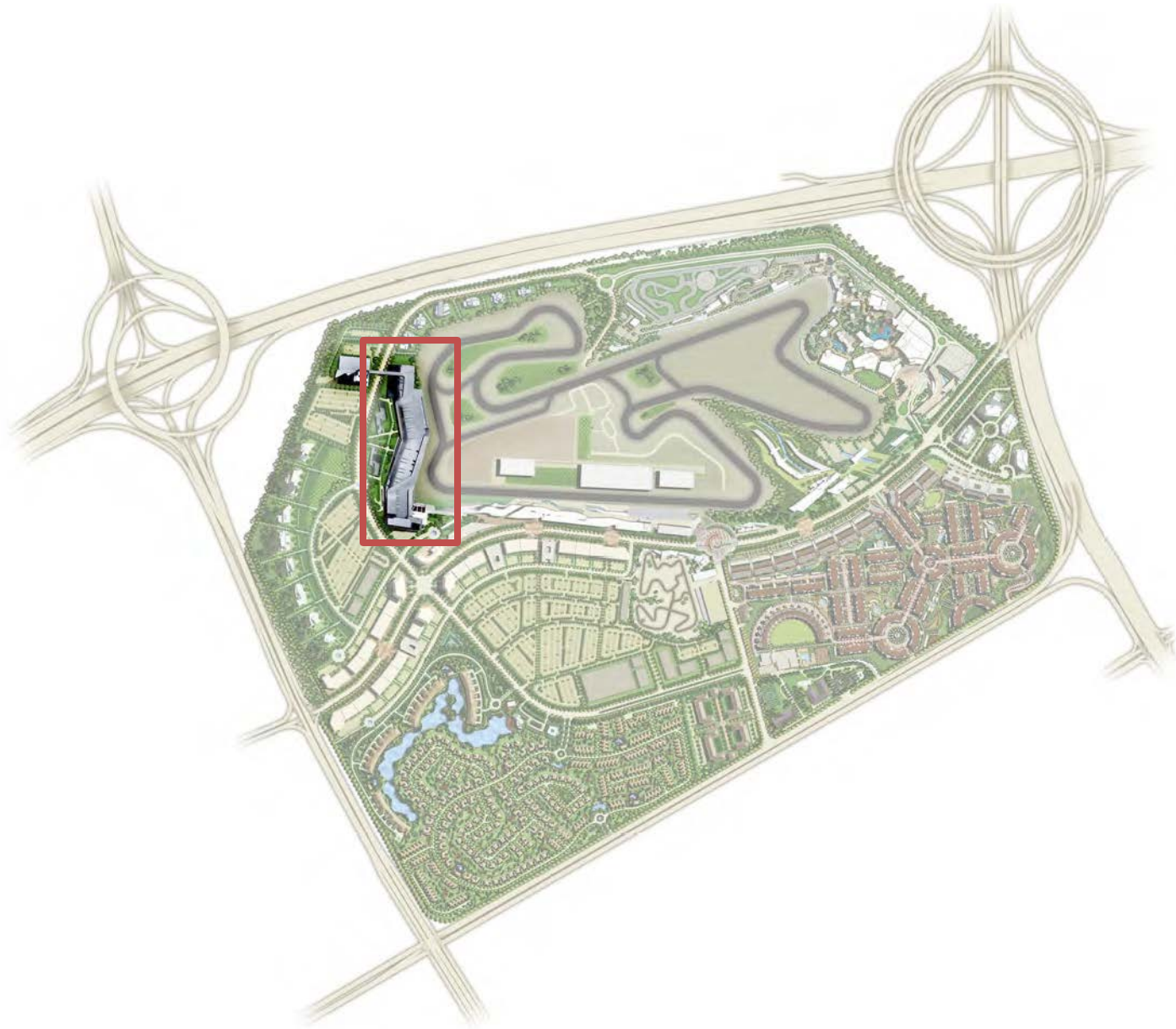
















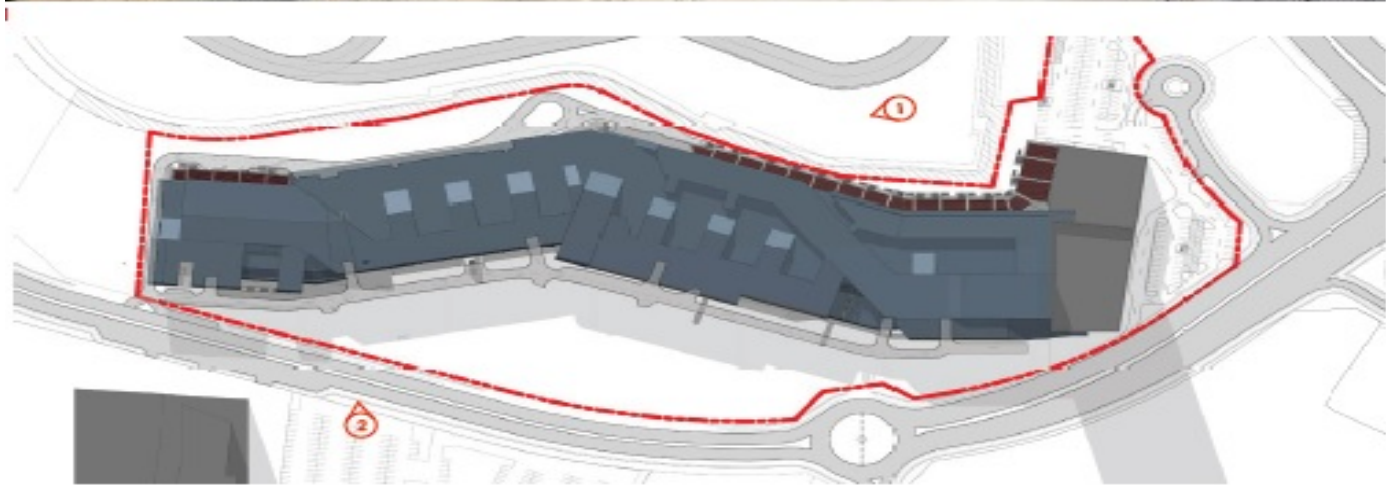








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A new world of Shopping, Entertainment & Lifestyle

An Investment Proposal

Overview

- The Opportunity at hand
- How can we help you

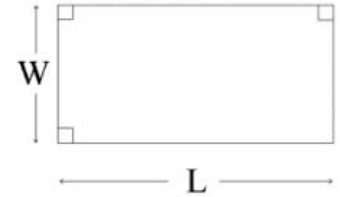
The Opportunity

The Opportunity

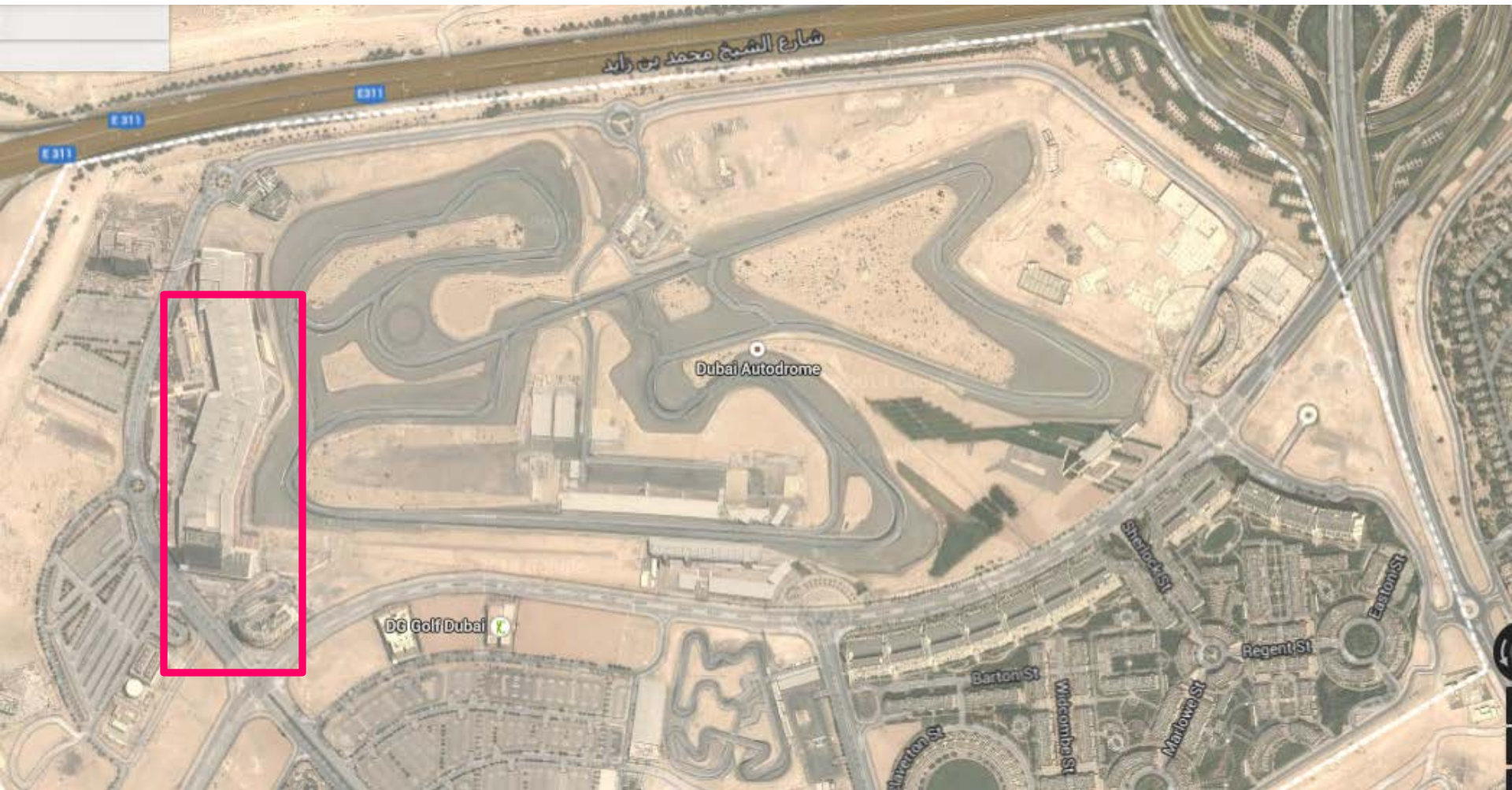
Own a freehold 1.24 mln. sq.ft.

Shopping Mall in Dubai

Key Highlights – Area



Description	sq. m.	sq. ft.
Gross Built-up Area	115,600	1,244,308.04
OPTION 1 Retail Area	370,000	394,000
OPTION 2 Retail Area	100,000	1,100,000



***Located at the heart of Dubai Motor City
and along the Dubai Autodrome***

Key Highlights – Parking

- The mall has a total of
- 1,400 spaces
- • Additional public parking area
- across the main road along the
- entire shopping mall façade
- has a capacity of more than
- 1,900 spaces
- • Overall, a total of 3,300 vehicles
- can be accommodated



Key Highlights – Dubai Autodrome View

- The main face of the shopping mall faces the Dubai Autodrome
- This area has a stadium-style seating for 6,940 persons with 36 fully finished hospitality suites located on the 3rd floor of the building



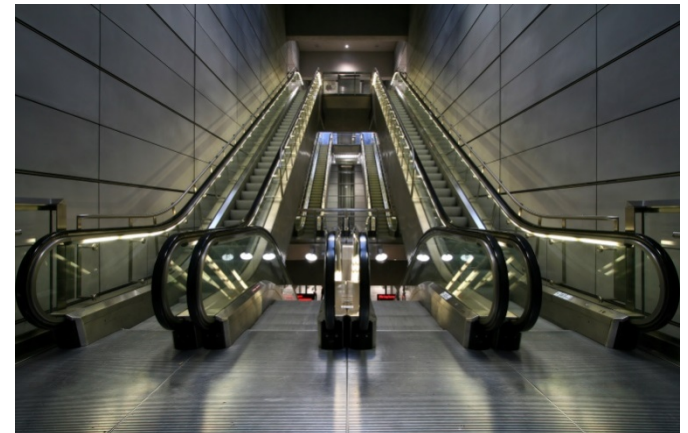
Key Highlights – Showroom & Retail

- All leasable showroom and retail space is shell and core
- All public areas, including washrooms are fully furnished



Key Highlights – Access

- Passenger elevators – 9 nos
- Escalators – 12 sets (one up and one down in each set)
- Two service floors are located between the upper and lower levels in the shopping mall



Key Highlights – Other Areas

- The shopping mall also has three banquet/ball room spaces that include pre-function areas and back of the house areas
- Perfect for hosting weddings, small parties, conferences, etc.



Key Highlights – Expertise

- Design Consultant: BurtHill
- Cost Consultant/Quantity Surveyor: DG Jones & Partners
- Main Contractor: Brookefield Multiplex
- MEP Contractor: Thermo LLC
- Lifts/Escalator Contractor: ETA Melco LLC
- Façade and Cladding Contractor: Multifforms LLC



Why does this make sense?

To begin with, three reasons:

1. Location
2. Location
3. Location

Why does this make sense?

1. Motor City
2. Uptown Motor City
3. Dubai Sports City
4. Victory Heights
5. Arabian Ranches
6. The Villa Community
7. Dubailand
8. AKOYA by Damac
9. Arjan Community
10. Villa Lantana
11. REMRAAM
12. DUBIOTECH
- 13. Nashama evelopment
- 14. Mohammed BinRashid City
- 15. Al Waha
- 16. Layan
- 17. Mudon
- 18. Dubai Studio City
- 19. Jumeirah Village Circle
- 20. Jumeirah Village Triangle
- 21. Al Barsha South
- 22. Green Community
- 23. IMPZ
- 24. Al Furjan Community

and other surrounding areas..

Currently, the Mall of the Emirates is the closest existing shopping mall for this catchment area.

Why does this make sense?

Ready Structure – *no construction issues, ready for possession*

Free hold – *permanent and absolute tenure of property*

An opportunity that's waiting and within reach...

Why does this make sense?

Ideal location for a shopping mall with a hypermarket, middle to upper-middle brands, appropriate F&B outlets and service outlets.

It's a guaranteed best-seller

Why does this make sense?

This is a part of huge master plan called 'City Sports' which includes,

- Existing Autodrome
- Dubai Future Formula 1
- Future largest Theme Park & Entertainment City

It's a guaranteed best-seller

Your Investment

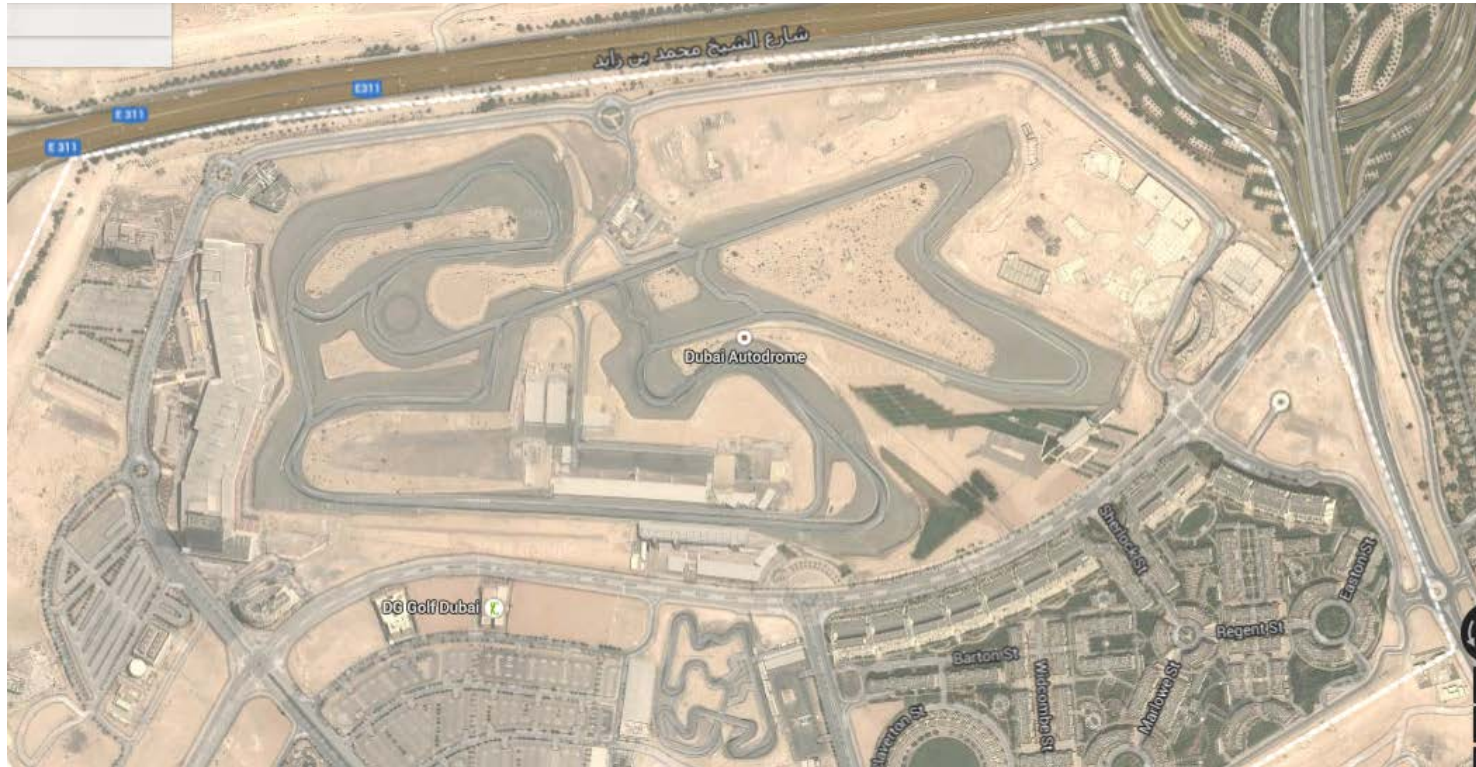
AED 1.2 billion

One-time investment for a completed turnkey shopping mall.

It will be a ready-for-business structure.

Why does this make sense?

- Existing Autodrome



It's a guaranteed best-seller

Why does this make sense?

- Dubai Future Formula 1



It's a guaranteed best-seller

Why does this make sense?

- Future largest Theme Park & Entertainment City



It's a guaranteed best-seller

Why does this make sense?

- Retail environment in Dubai
- Supply and Demand of space
- Dubai Events and Festivals
- Dubai Expo 2020



It's a guaranteed best-seller

Financial Projections

Financial Projections

650K SQ/FT

SQ/FT	RENT/SQ.FT AED	CAM/SQ.FT AED	RENT (AED) 000s	CAM (AED) 000s	TOTAL (AED) 000s
130,000	80	30	10,400	3,900	14,300
65,000	155	45	10,075	2,925	13,000
130,000	265	45	34,450	5,850	40,300
260,000	355	45	92,300	11,700	104,000
65,000	450	45	29,250	2,925	32,175

650,000

176,475

27,300

203,775

20% of the Other revenue includes Adver2sing, Speciality Leasing, and

Marketing events	40,755
Total Revenue	244,530
Landlord participation in general overheads is 22% of revenue	48,906
EBITD	195,624

Ideal Annual Scenario 000s

Total rent	203,775
Other revenues	40,755
Total revenue	244,530
Overheads	48,906
EBITD	195,624

Financial Projections

Year	1	2	3	4	5	6	7	8	9	10	total
accupancy	80%	80%	90%	90%	95%	95%	98%	98%	98%	98%	
increase	--	--	10%	---	15%	--	10%	---	10%	---	
Revenue	195,624	195,624	242,085	242,085	278,397	278,397	287,189	287,189	315,908	315,908	2,638,406
Overheads	39,125	39,125	53,259	53,259	55,679	55,679	57,438	57,438	63,182	63,182	537,365
EBITD	156,499	156,499	188,826	188,826	222,718	222,718	229,751	229,751	252,726	252,726	2,101,041

CASH FLOW

Year	1	2	3	4	5	6	7	8	9	10
Opening	---	156,499	312,998	501,824	690,651	913,368	1,136,086	1,365,838	1,595,589	1,848,315
Inflow	195,624	195,624	242,085	242,085	278,397	278,397	287,189	287,189	315,908	315,908
outflow	39,125	39,125	53,259	53,259	55,679	55,679	57,438	57,438	63,182	63,182
balance	156,499	312,998	501,824	690,651	913,368	1,136,086	1,365,838	1,595,589	1,848,315	2,101,041

How to handle the Project

1. Conventional Shopping Mall
2. Operate and Sell
3. Use the Project as a Freehold
4. Run the Project as Factory Outlet

How does it work

The management

A total real estate marketing management service will be provided - inside and outside. From consultancy and management services to operational delivery, they provide a range of customised services that are designed to meet your requirements.



About management

Key function

Management can play a key role in aiding investors find the right investment opportunity. It can also work with key sellers/leasers to identify suitable buyers or tenants.

In other words, it makes it happen.



About management

OTHER MULTI-SERVICE, END-TO-END OFFERING - FROM DESIGN TO OPERATIONS -

1. Identify & recommend specialist companies in the field of
 - i. Branding, logo and corporate Identity
 - Signages & Way finding Solutions
 - Advertising & communication
 - ii. Marketing Services
 - iii. Interior Design & fit outs
 - iv. Furniture, Fixtures and Equipment (FF&E)
 - v. Restaurants and Cafés (F&B)
 - vi. Housekeeping
 - vii. Maintenance
 - viii. Recreational facilities
 - ix. Hotel management
 - x. Security services
2. Attracting suitable brands for leasing out retail space
3. Company management and setup of the Shopping Mall
4. Staff Resource planning and administration
5. Day-to-day operations management on an ongoing basis (complete operations of the Shopping Mall)

From Design to Operations

The management's comprehensive service offerings are customized to meet your wide ranging needs. It brings the attention to detail and commitment to excellence in whatever it does.

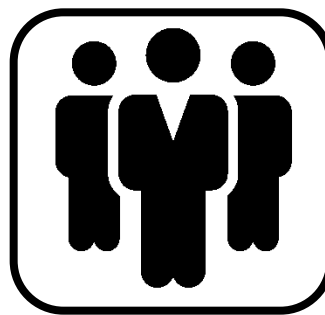
Our end-to-end approach entails:



CONSULT



BUILD



MANAGE

Management... in detail

Branding, Logo and Corporate Identity

- One of the first steps would develop an identity – a personality for the brand
- This identity would then translate into other interior design elements
- Along side, a corporate identity entailing elements like letterheads, business cards, etc. would also be developed once the branding and logo is onfirmed and approved
- The management has already been identified as an award-winning creative agency in order to meet this requirement



Signages & Way Finding

- Signages will be developed and their locations ascertained after taking into account their respective visibility and local laws
- Way-finding – a scientific approach in itself, will first entail an on-ground understanding of the 'path' likely to be taken by the guest
- Here again, the management will deploy a specialist team for developing long-lasting signages and effective way-finding solutions



Marketing Services

- Effective marketing is all about sending the right message to the right audience for it to convert into ROI
- Effective marketing strategies help businesses achieve not just its financial objectives but also aid in building a lasting impression and creating superior brand value



Interior Design & fit outs

- Dipping into vast knowledge and pool of available resources, the management will search, shortlist and identify the right interior design house that will help translate the vision into reality
- The design house will also carry out the complete fit-out work in a manner that is in line with our requirement and meets standards of the highest order



Furniture, Fixture and Equipment (FF&E)

- The management will offer a complete solution by way of selection, purchase and installation of all furniture, fixtures and the necessary equipment
- This will be done on the basis of an inventory carried out to determine exact requirements prior to purchase and/or fabrication



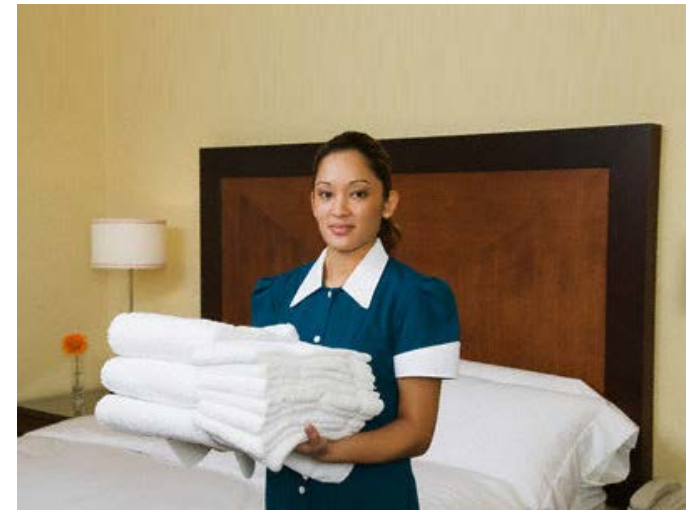
Restaurants & Cafés (F&B)

- The management will identify the right persons or establishments or international franchises to operate the F&B restaurants and cafés
- Alternatively, the management is also in a strong position to design and put in place a customised restaurant and café that complements the property



Housekeeping

- Quality housekeeping services require a pride of workmanship matched by few other services. Our attention to detail ensures that all housekeeping work is performed to perfection
- The management will engage and manage appropriate professional staff to provide housekeeping services befitting the shopping mall
- The management will deploy top industry service practices and utilities trend analysis and predictive techniques for cleaning and maintenance of all surfaces, finishes, fixtures and furnishings.



Maintenance

- The cornerstone of our maintenance programme is the management proven quality assurance and safety systems.
- The management performs rigorous inspections and follow-up checks to ensure that all maintenance activities meets the client's program objectives for quality and safety, as well as exacting standards
- Maintenance is carried out in the areas of:
 - Electrical
 - Mechanical
 - HVAC (heating, ventilation, and air conditioning)
 - Plumbing
 - Carpentry
 - Masonry
 - Interior & exterior painting
 - Swimming pool maintenance



Recreational Facilities

- The management will identify source, short-list the right partner to build and maintain recreational facilities like soccer fields, tennis courts, etc.
- With the help of world-class professional vendors, The management will ensure that all facilities are properly maintained with minimum shutdown time



Hotel Management

- A shopping mall, like any other business needs to be a profitable venture in order to deliver a superior ambience and survive as an entity. This can only be achieved by a proper management at the helm of affairs
- The management will identify, engage and appoint personnel with the relevant experience and vision in order to make the shopping mall's banqueting and ballroom services sought-after by the catchment area



Security Services

- A secure facility complex means your employees, visitors, guests and partners can focus their attention on what is important: business, productivity, living and enjoying their activities. The management considers all details.
- With decades of experience in managing security services, The management will identify the right security service that meets the highest of standards to guarantee the safety of the premises and guests



Attracting Retailers

- The management will identify the right retail mix and get the right brands on board that will be in line with the Shopping Mall's positioning
- With its access to the leading brands in the UAE and overseas, The management will also be in a strong position to negotiate the right lease rates and make it mutually beneficial for all parties involved
- The management's long standing relationship with brands will also help in maintaining cordial relationships between owners and tenants



The Management & Setup

- The management will be responsible for appointing key management personnel that hold the relevant experience to lead from the front
- Effective leadership at the top will ensure that the Shopping Mall delivers on its promise and continues to remain a popular place in the years to come
- Also, the management team will be responsible for setting up the Shopping Mall and guiding it through its initial growth phase



Staff Resource Planning & Admin.

- Employing the right personnel for the right job is key in ensuring smooth operations of any enterprise.
- With the help of experts in the field, The management will plan the Shopping Mall's operation to determine for the right number of people required
- The management will not just develop the Shopping Mall's HR policy but also sources, select and appoint the appropriate people basis a detailed job description for each area of activity



Day-to-day Operations

- First time, every time: a philosophy that guides us in day-to-day management approach i.e. doing it right the first time, every time
- With an eye for detail combined with management enthusiasm and sense of ownership, the management will manage the day-to-day operations of the Shopping Mall and ensure its smooth running



Financial Arrangements

Financial Arrangements

Stage 1 – Arrangement Fee

- The management will charge a fee of AED XX million as an Arrangement fee

Stage 2 – End-to-end services

- The management is open to working on two different financial arrangements
 - Fixed Retainer Module
 - Revenue-linked remuneration
- A fixed retainer model would be most suitable in the initial stages
- Once the Shopping Mall is operational, management could shift to a revenue-linked remuneration



Thank You