

R O V E H O T E L S

Press Release

Rove Hotels expands to Saudi Arabia with first hotel in King Abdullah Economic City's Bay La Sun waterfront district

- *Rove Hotels, the contemporary midscale lifestyle brand, marks entry to Saudi Arabia*
- *Rove King Abdullah Economic City brings successful Rove concept to the Kingdom that will appeal to all*
- *Centrally located in Bay La Sun waterfront district, the new Rove property will feature 240 rooms and convenient amenities*

Dubai, UAE/Jeddah, KSA; February 5, 2018: Rove Hotels, a joint venture of Meraas and Emaar Properties PJSC, has announced its expansion to Saudi Arabia with Rove King Abdullah Economic City, located centrally in the Bay La Sun waterfront district of King Abdullah Economic City (KAEC) in the vicinity of the Prince Mohammad Bin Salman College of Business & Entrepreneurship (MBSC) and a newly established entrepreneurship hub.

Marking the debut of Rove Hotels in Saudi Arabia, Rove King Abdullah Economic City is the first hotel under the contemporary midscale lifestyle hotel brand outside the UAE. It will feature 240 rooms, fitness centres for ladies and gentlemen, and a wide range of lifestyle amenities that underpin the brand values of Rove Hotels to deliver reliable, modern and super-efficient hospitality services that appeal to all. The construction work is anticipated to start in the second quarter of 2018 with the soft opening scheduled for the fourth quarter of 2019.

Designed for the highly mobile and socially connected generation of travellers and entrepreneurs, Rove Hotels offers value-driven lifestyle choices and uplifting experiences. It has four operational hotels and four upcoming properties in Dubai. The operational hotels - Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre - are popular among Saudi visitors to Dubai for their convenient location and easy access to the city's attractions.

Like all Rove Hotels, Rove King Abdullah Economic City also takes its contemporary design cues from its surroundings. All rooms will have 48-inch interactive TV screens with smart media hubs and free Wi-Fi. Comfortable mattresses, sofa beds for extra guests, mini-fridges, safety lockers and modern bathrooms with power rain showers are standard for all rooms. Several rooms will be interconnected, ensuring the hotel is suitable for groups and families with children.

Other amenities include a 24-hour gym, food & beverage outlets, lobby areas, outdoor pool and deck, kids pool, parking spaces, spacious meeting rooms, 24-hour self-service laundromat, convenience store, luggage store rooms and safety deposit boxes. Guests have the convenience of a late check-out time of 2pm and a range of smart services including Wi-Fi connectivity.

"KAEC is fast establishing a reputation as the domestic destination of choice for leisure visitors and business events & conferences. Our expanding range of entertainment & leisure offerings are having a tremendous impact on the city's appeal and ability to deliver a standout experience for visitors," said Ramzi Solh, CEO, Real Estate Operation and Management Company. "We have an aggressive development plan to expand our hotel and resort portfolio. Rove King Abdullah Economic City will be a valuable addition to our existing offer and will further expand our appeal to Saudi millennials seeking a quality hotel experience."

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Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: “Rove King Abdullah Economic City brings the innovative concept of contemporary midscale hospitality experiences to the Kingdom. Its location in KAEC, one of the fastest growing business and leisure hubs, will make it a preferred choice not only for the young and trendy but also to travellers from around the world seeking value hospitality in a premier setting. The expansion complements the goals of the Saudi Vision 2030 to drive economic diversification with tourism development as a strategic growth area.”

Paul Bridger, Corporate Director of Operations, Rove Hotels, said: “With five star hotels accounting for the majority of hotel rooms¹, the need for high quality midscale hotels is significant in the Kingdom. Rove Hotels is addressing the industry ‘white space’ through a new hotel concept that not only helps address the gap in midscale hotel rooms but also creates vibrant social spaces for the young tech-savvy Saudis. The philosophy of Rove Hotels is to deliver culturally inspiring and fuss-free service in central locations. Bay La Sun in KAEC is an ideal destination for the first Rove hotel in Saudi Arabia.”

A destination for everyone, KAEC, developed by the Tadawul-listed Emaar, The Economic City (EEC), is set by the Red Sea, one of the world's busiest maritime trade routes and a gateway to some of the fastest developing global economies.

KAEC covers an area of 181 square kilometres of land, approximately the size of Washington DC, and comprises the King Abdullah Port, the Coastal Communities residential districts, the Hejaz district and the Industrial Valley, highlighting the business and leisure opportunities it offers. The City is one of five stops on the soon-to-open Haramain high Speed rail network, placing it on one-hour journey from each of the Holy Cities of Makkah and Madinah.

KAEC welcomed 400,000 visitors in 2017, more than double the number of visitors in 2016² and hosted a wide range of high-profile leisure events including concerts by Michel Fadel, Yanni, Cheb Khalid and Nelly. KAEC is also home to a number of world-class leisure amenities, including the international award-winning Royal Greens Golf Club and the brand-new Bay la Sun Yacht Club and Marina.

A picturesque residential district, Bay La Sun waterfront district is one of the most prestigious residential communities in KAEC with exquisite views of the turquoise and blue waters of the Red Sea. The district also hosts the Bay View Business Park, the Marina canal with provision for berthing yachts, public parks, landscaped green areas, and the state-of-the-art Juman Park.

Rove King Abdullah Economic City is set by the coast of the Red Sea and offers effortless connectivity with all the business and leisure attractions in the Bay La Sun Residential District.

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Sources:

1. <http://www.knightfrank.ae/blog/2017/10/09/riyadh-jeddah-hospitality-market-review-winter-2017>
2. http://www.kaec.net/press_releases/bay-x-conference-and-entertainment-center-to-open-at-king-abdullah-economic-city/

Note to Editors

About Rove Hotels:

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.

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Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart who lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the mindset of the highly mobile socially connected global nomads, who explore without borders.

With a focus on design, urban life and uplifting experiences, Rove Hotels assure total harmony with seamless guest service, high aesthetic standards in design and superior comfort.

Rove Hotels has four properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre and Rove Trade Centre. Other properties will be in Dubai Marina and nearby to Dubai Parks and Resorts. www.rovehotels.com

About Meraas:

Meraas is dedicated to making Dubai and the UAE better for people to live, work and play in. We design for a diverse mix of people to stimulate a creative urban culture where the next generation of ideas, businesses and communities can take root. Our investments ensure a better future for generations to come and stretch across different sectors including food, retail, leisure, hospitality, health and education. Our destinations which include to date – City Walk, The Beach, Boxpark, Last Exit, The Outlet Village, Kite Beach, Bluewaters, La Mer and Al Seef – are open places for communities to socialise, explore, learn, play, create and innovate.

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 a land bank of 188 million sq m in the UAE and key international markets.

With a proven track-record in delivery, Emaar has delivered over 43,200 residential units in Dubai and other global markets since 2001. Emaar has strong recurring revenue generating assets with over 690,000 sq. m of leasing revenue generating assets and 17 hotels and resorts with over 3,400 rooms.

Today, around 60 per cent of the Emaar's revenue is from its shopping malls & retail, hospitality & leisure and international subsidiaries. Burj Khalifa, a global icon, and The Dubai Mall, the world's largest shopping and entertainment destination, are among Emaar's trophy developments. Emaar has now launched a magnificent new tower that will serve as the centrepiece of the Dubai Creek Harbour development. www.emaar.com

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