

Press Release

Rove Hotels signs agreement with Al Hamra for 250-room Rove Manar Mall hotel in Ras Al Khaimah

- *Rove Manar Mall is one of two Rove Hotels properties to operate in Ras Al Khaimah following the announcement of Rove Marjan Island*
- *A joint venture between Emaar Properties and Meraas, Rove Hotels is a contemporary midscale brand for the new generation travelers*
- *Rove Manar Mall will be directly linked to the largest retail and leisure destination in Ras Al Khaimah, Al Hamra's Manar Mall*

Dubai, UAE; April 25, 2018: Rove Hotels, the contemporary midscale hotel brand, has strengthened its operations in Ras Al Khaimah, with a management agreement to operate the Rove Manar Mall, directly linked to one of the most popular retail and leisure destinations in the emirate.

A joint venture between Emaar Properties and Meraas, Rove Hotels signed the agreement with Al Hamra, the developer of Manar Mall and Ras Al Khaimah's (RAK) largest real estate developer and investment company, for the 250-room hotel that is designed for the value-conscious modern traveller, who demand reliable, modern and fuss-free service in a tech-driven environment.

Construction work will commence this year with the hotel, situated in the heart of the city, scheduled to be operational in 2020. In addition to serving leisure tourists, who are charmed by the beaches, mangroves and other natural attractions in the emirate, Rove Manar Mall will also appeal to business guests, given the fast pace of growth in industrial and manufacturing activity in Ras Al Khaimah. The hotel's proximity to the Ras Al Khaimah Free Zone, with over 13,000 companies, will bolster tourism guest arrivals.

Benoy Kurien of Al Hamra said: "Manar Mall is the leading hub for social, retail and leisure activity in Ras Al Khaimah, and a major draw for the growing number of tourists to the emirate. With Rove Manar Mall, we are offering visitors, tourists and residents a distinctive hospitality experience that focuses on value, excellent service and connectivity. The new hotel will further add to the burgeoning tourism and hospitality sector in Ras Al Khaimah, and boost the local economy."

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "We are thankful to the Ras Al Khaimah government and Al Hamra for their trust in us in contributing to the emirate's hospitality sector. The young Rovers of Ras Al Khaimah will have a destination that truly meets their aspirations in Rove Manar Mall. In addition to serving tourists, it will also be an ideal stop-over for visitors to the mall as well as for the growing staycation segment. The value offering of Rove Manar Mall will be underpinned by our commitment to super-efficient service that sets the Rove hotels apart."

Paul Bridger, Corporate Director of Operations of Rove Hotels, added: "Rove Manar Mall marks the continued expansion of the Rove brand in the UAE, having successfully opened five hotels in Dubai and announced another Rove hotel in Ras Al Khaimah – Rove Marjan Island. The hotel will serve the fast-growing mid-market segment, especially with the current hotel development portfolio focused largely on premium hotel developments. With tourism to Ras Al Khaimah growing at 19 per cent in 2017, this is a great time to expand our offering to this fascinating emirate, rich in natural diversity and scenic attractions."

Each of the rooms at Rove Manar Mall will offer a memorable experience for leisure and business guests. The rooms, several of them inter-connected to meet the needs of families, feature comfortable mattresses, 48-inch TV with a smart media hub for super-charged entertainment, free high-speed Wi-Fi, ultramodern bathrooms, 24-hour boutique convenience store, outdoor pool, sun decks to relax, a 24-hour gym, 24-hour self-service laundromat, luggage store rooms, safety deposit boxes, sofa beds for extra guests, mini-fridge and more. Following the norm of Rove hotels to offer culturally-inspiring surroundings, the hotel will have creative artworks by local and international artists.

In restaurant choices, Rove Manar Mall will feature The Daily, an all-day restaurant that serves international flavours. The hotel will also offer convenient meeting facilities with the Rove Pit Stop serving as an ideal venue for informal chats and socialising. Guests also have the convenience of late check-out at 2pm.

Rove Hotels has five operational hotels in key locations in Dubai – Rove Downtown, Rove City Centre, Rove Healthcare City, Rove Trade Centre and Rove Dubai Marina. Several Rove Hotels are being planned in Dubai and other locations in the UAE as well as in Saudi Arabia.

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Note to Editors

About Al Hamra Group:

Al Hamra Group is focused on providing premier lifestyle real estate developments, and investing in the luxury hospitality and leisure segments. The Group has four major business segments: real estate, hospitality, retail and leisure. The leading real estate developer in Ras Al Khaimah and one of the most dynamic ones in the Middle East, its key holdings include: Manar Mall, Al Hamra Mall, Al Hamra Golf Club, Al Hamra Marina and Yacht Club, Hilton Al Hamra Beach and Golf Resort, Waldorf Astoria and The Ritz Carlton Al Hamra Beach.

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.

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 five properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre, Rove Trade Centre and Rove Dubai Marina. Other upcoming hotels in the pipeline include Rove Mina Seyahi, Rove Al Marjan Island, Rove Aljada Sharjah, one nearby Dubai Parks and Resorts as well as Rove King Abdullah Economic City in Saudi Arabia. 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, La Mer, Al Seef, The Yard and Bluewaters – are open places for communities to socialise, explore, learn, play, create and innovate. www.meraas.com

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 170 million sq m in the UAE and key international markets.

R O V E
HOTELS



With a proven track-record in delivery, Emaar has delivered over 45,900 residential units in Dubai and other global markets since 2002. Emaar has strong recurring revenue generating assets with over 838,000 square metres of leasing revenue generating assets and 18 hotels and resorts with 3,490 rooms. Today, around 53 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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