

Press Release

Rove Hotels strengthens UAE portfolio with management agreement to operate Rove Mina Seyahi

- *Set in an iconic 50-storey tower in the heart of Marina Arcade, Dubai Marina's chic new waterfront development, Rove Mina Seyahi will feature 270 hotel rooms and 443 Rove Residences for sale*
- *Developed by Mada'in Properties PJSC, Rove Mina Seyahi will be in walking distance of the beach, marina promenade, Dubai Harbour and adjacent to Al Sufouh Road assuring effortless connectivity*
- *Rove Mina Seyahi marks the first hotel management agreement in the UAE by the contemporary midscale brand*

Dubai, UAE; March xx, 2018: Rove Hotels, a joint venture between Meraas and Emaar Properties PJSC, has announced that it has reached a landmark first hotel management agreement in the UAE, with Mada'in Properties PJSC, to operate Rove Mina Seyahi in the heart of Dubai Marina.

A contemporary midscale hotel brand, Rove Hotels has signed a long-term management agreement with Mada'in Properties PJSC to operate the 270-room Rove Mina Seyahi and Rove Residences Mina Seyahi, an exclusive collection of 443 serviced residences which will soon open for sale. The Rove Mina Seyahi is envisioned as a 50-story tower featuring a hotel and serviced residences, and is expected to be operational in 2021.

Rove Mina Seyahi will offer several lifestyle amenities, including a swimming pool, fitness facilities, meeting rooms, children's play area, and the signature all-day restaurant – The Daily Mina Seyahi. Key elements of Rove including a double-height ceiling lobby, outdoor pool and deck, 24-hour self-service laundromat, convenience store, luggage store rooms, safety deposit boxes, and ample parking will be featured at the Rove Mina Seyahi. Hotel guests have the convenience of a late check-out time of 2pm and a range of smart services including Wi-Fi connectivity.

Underlining the focus of Rove Hotels to assure guests effortless connectivity, Rove Mina Seyahi is located adjacent to Al Sufouh Road, with easy access to the Dubai Metro and Dubai Tram. The beach and Dubai Marina promenade are within walking distance ensuring that a range of leisure and lifestyle choices are available to hotel guests and residents.

Abdulaziz Al Awar, Chairman of Mada'in Properties PJSC, said: "Rove Mina Seyahi is our first mixed-use hospitality development in the UAE, having delivered Marina Arcade, a chic residential super-tower. With the strong focus of the Dubai Marina district and the surrounding areas on luxury hotel projects, the contemporary midscale value proposition of Rove Hotels will make Rove Mina Seyahi stand-out and appealing to the new generation of travellers, entrepreneurs and investors. We will roll out the launch of Rove Residences Mina Seyahi shortly, enabling customers to own a signature Rove Residence in one of the region's most sought-after waterfront developments, the Dubai Marina."

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "The agreement to operate Rove Mina Seyahi underlines the clear value-add and distinctive identity that the home-grown Rove Hotels brand has earned in a short span of time since its inception. It delivers the positioning of Rove Hotels of being designed for new generation travellers who recognise value, stay connected, and seek culturally inspired surroundings. Dubai Marina's central location, the access to the wide choice of lifestyle amenities, and the signature identity of Rove Hotels to deliver fuss-free and super-efficient service will be key selling points of the development. We will continue to explore such management contracts in the UAE and the region for Rove Hotels."

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Paul Bridger, Corporate Director of Operations of Rove Hotels, added: “Rove Mina Seyahi brings a refreshing choice in the hotel and serviced residences scene of Dubai Marina with its value offering and aspirational brand ethos. Mada’in Group will benefit from significant revenue and cross-selling opportunities as well as cluster services and operational synergies that arise from the rapidly-growing Rove Hotels portfolio in the UAE.”

A UAE-based private joint stock company, Mada’in Properties PJSC is currently also developing a residential community in Dubai South near the Al Maktoum International Airport as well as a community retail centre in Dubai Marina.

Rove Hotels currently has four operational hotels in Dubai: Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre.

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Photocaption:

Standing (L-R)

- Jaidev Menezes, Corporate Director, Development (Emaar Hospitality Group)
- Riyaz Gulamani, Chief Operating Officer (Mada’in Properties PJSC)
- Paul Bridger, Corporate Director, Operations (Rove Hotels)

Seated (L-R)

- Olivier Harnisch, Chief Executive Officer (Emaar Hospitality Group)
- Mr. Abdulaziz Al Awar – Chairman (Mada’in Properties PJSC)

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 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, 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.

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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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About Mada'in Properties PJSC:

Mada'in Properties is a UAE based Real Estate Development company located in the heart of Dubai, and was founded late 2006. It was established as a private joint-stock company by prominent individuals, Sharia Compliant banks, investment banks, public joint stock companies, government organisations and semi government organisations. The company's phase 1 Tower Marina Arcade is completed and delivers nothing but class, elegance and sophistication. Besides this, Mada'in's business strategy is underlined by a passion for cutting edge design, quality, customization, personalisation, timely delivery and excellent sales and after sales standards.

For more information, please contact:

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