
Press Release

Bulgari Hotel to Open in Dubai with Meraas

- *Bulgari Hotel Marks Luxury Hotel Group's Debut Offering in Dubai*
- *Hotel to be Located on Jumeirah Bay Island off Jumeirah Beach Road*
- *Set to Emerge as New Landmark on Dubai's Shoreline*

Dubai-UAE: May, 2014 – Dubai-based real estate development company Meraas Holding today signed an agreement with Bulgari Hotels and Resorts to bring the luxury hospitality brand to Dubai. The Bulgari Hotel in Dubai will be the world's fifth Bulgari Hotels and Resorts property following the opening of Milan in 2004, Bali in 2006, London in 2012, and Shanghai that is anticipated to open in 2015.

The agreement was signed in the presence of His Excellency Abdulla Al Habbai, Group Chairman of Meraas Holding, and Jean-Christophe Babin, Chief Executive Officer of Bulgari Group, in Rome at Bulgari's historic flagship store dating back to 1933 that was recently reopened after a spectacular renovation.

The Bulgari Hotel at Jumeirah Bay island in Dubai, a six million sq ft mixed-use development, sculpted in the shape of a titanic seahorse and located off the coast of Jumeirah Beach Road, will feature low rise residential villas and a marina.

Framed by lush landscaped gardens, the luxury marine complex will spread over 1.7 million sq ft. The Bulgari Hotel will comprise 101 rooms and suites in the main hotel buildings, as well as 20 hotel villas and a full range of luxury hotel facilities.

The Bulgari Hotel has been designed by Italian architectural firm Antonio Citterio Patricia Viel and Partners and will offer a mix of traditional and modern themes through the juxtaposition of new and conventional architecture, aptly reflecting the design and style of the surrounding area.

Commenting on the announcement, Al Habbai said: "In keeping with the tourism directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, our agreement with Bulgari Hotels and Resorts marks a new milestone in our journey to play a pivotal role in shaping Dubai's tourism and hospitality landscape. We are confident the new resort will emerge as a welcome addition to Dubai's iconic shoreline. Through this key partnership, we will be expanding our portfolio in the hospitality sector in line with Dubai Vision 2020 for tourism."

Jean-Christophe Babin said: “We are delighted to launch this visionary project that will convey Bulgari’s core values of contemporary design, magnificent craftsmanship and artistic detail. This project is for us part of a larger plan to forge a stronger presence in the GCC. It is a privilege to work with Meraas Holding, a leader in its field, and we look forward to unveiling the Bulgari concept in Dubai as our debut offering in the region.”

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About Meraas Holding

Meraas Holding is a Dubai-based development company with operations and assets in the UAE and overseas. The company has established itself as a key innovator in UAE and follows a clear mandate to strengthen Dubai’s global position. Through its portfolio of refreshingly innovative landmark concepts, Meraas aims to redefine industries across multiple sectors. Meraas has also forged collaborative relationships with key partners who will add value to its offering. The company has launched several projects in the tourism, retail, leisure and entertainment sectors.

About Bulgari Hotels and Resorts

Stunning locations in harmony with the surrounding area, contemporary design by the architectural firm Antonio Citterio and Partners and superior service are the key elements that characterize Bulgari Hotels and Resorts’ collection. Each detail is a tribute to absolute luxury: from the research of rare, precious and lavish materials to unique facilities and personalized services, from the delicacies of its Restaurants to exclusive Spa treatments.

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