

IN THE NEWS

Meraas to Showcase Cultural Development 'Marsa Al Seef' at Cityscape Global 2015

*Culturally Rich yet Contemporary, Vibrant Retail, Hospitality
and Entertainment Destination Set to Give Dubai Creek
Landmark Facelift upon Completion*

Dubai-UAE: 8 September, 2015 – Dubai-based holding company, Meraas, today announced it will showcase 'Marsa Al Seef', a tourism development that is taking shape in the Al Seef area, alongside Al Fahidi Cultural and Historical District. Construction of Marsa Al Seef has begun and the landmark project is set for completion in 2017.

Marsa Al Seef is conceptualized to combine modern lifestyle attractions and traditional cultural influences in a new development that will further enrich the experience of both visitors from around the world and the local community. The development will extend over 1.8km along the Creek and serve as a showcase of Emirati heritage and culture. Marsa Al Seef will offer tourists and residents a wide variety of hospitality, retail, food and beverage, leisure and entertainment outlets.

Meraas will display a model of the project at their Stand SAC10 in Sheikh Saeed Hall at Cityscape Global 2015, the region's definitive real estate event taking place at the Dubai World Trade Centre 8-10 September.

Abdul Wahab Al Halabi, CEO of Marsa Al Seef, said: "Meraas is committed to playing a vital role in developing key Dubai touristic projects in line with Dubai's Tourism Vision for 2020. Marsa Al Seef is set to enrich Dubai's vibrant tourism industry by complementing and also rejuvenating the bustling trading locale along Dubai Creek as a hospitality, leisure and retail destination that will appeal to residents and tourists alike.

"We are confident that the development will raise awareness and teach visitors about the rich history of the UAE and its people. While benefiting from its proximity to historic and cultural attractions, Marsa Al Seef will host abra stations, dhow and private yacht moorings along its edge. Additionally, visitors will have the chance to experience the UAE way of life, and familiarize themselves with the traditions of pearl diving, fishing and boat building."

Marsa Al Seef will boast an open-air museum and an amphitheater to help visitors discover and absorb the time-honored aspects of Emirati life and culture. Furthermore, the destination will also feature traditional souks, floating markets, art galleries and shops for Emirati handicrafts to demonstrate the trade and retail behaviors of the people of the UAE.

With a 200-key heritage hotel, a 150-key contemporary upscale hotel, and a 200 room contemporary luxury hotel, the destination will give culture-seeking visitors a unique opportunity to stay in the heritage-focused area to enrich their insights and experience.

Marsa Al Seef will, when completed, help to shape new memories of Dubai, embracing the past through experiences that are deeply rooted in Emirati culture and heritage, while also

revitalizing the tourism experience around Dubai Creek, one of the UAE's most famous and best-loved locations.

Meraas is a Dubai-based holding company with operations and assets in the UAE and overseas. The company operates with a mission to create integrated master-planned communities that embody global standards of sustainability and quality.

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