

EMAAR MALLS MANAGEMENT

Emaar Malls Management, a wholly-owned subsidiary of Emaar Properties PJSC, helps to make us one of the largest and most integrated real estate companies in the MENA region. The 'Jewel in our Crown' is Dubai Mall, one of the most visited malls in the world, with over 80 Mn visitors every year. Quickly recapturing pre-Covid traffic levels, Dubai Mall is currently at a 99% occupancy rate and serves as the model for our retail expansions both in the domestic and international markets.

9.70+ Mn sq ft
GLA in retail is being managed in Dubai

Building on our strategy of creating high-attraction zones, Dubai Mall offers a series of immersive entertainment avenues

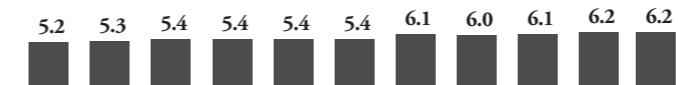
- 1 Dubai Aquarium & Underwater Zoo featuring one of the world's largest acrylic viewing panels
- 2 KidZania, a children's edutainment centre
- 3 Reel Cinemas, UAE's home-grown chain boasting the nation's largest 26-screen megaplex and different viewing experiences
- 4 Play DXB, a mix of VR attractions and Arcade Zone park spread over 75,000 sq ft
- 5 Dubai Ice Rink, an Olympic-sized ice-skating rink and events venue

How the business performed

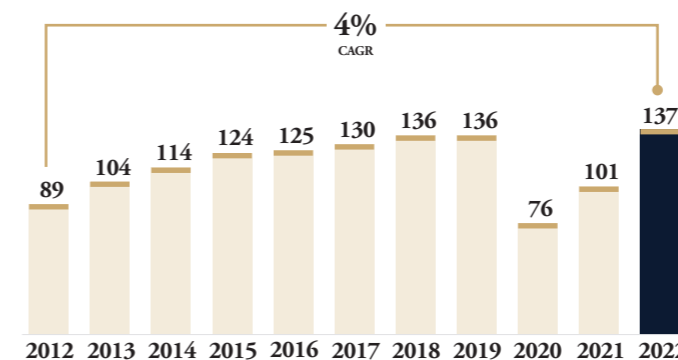
Emaar Malls continues to be a source of financial strength for the Group. We achieved 8% YoY growth in 2022 revenues reaching AED 5.4 Bn. Our revenue growth was outmatched by our profitability, which registered a YoY growth of 41% and stood at AED 2.5 Bn.

Our robust occupancy rate (97%) was achieved in a challenging market, and our malls remain attractive for sellers due to their strategic locations. Our tenant sales surpassed 2019 levels, growing by over 40% compared to 2019.

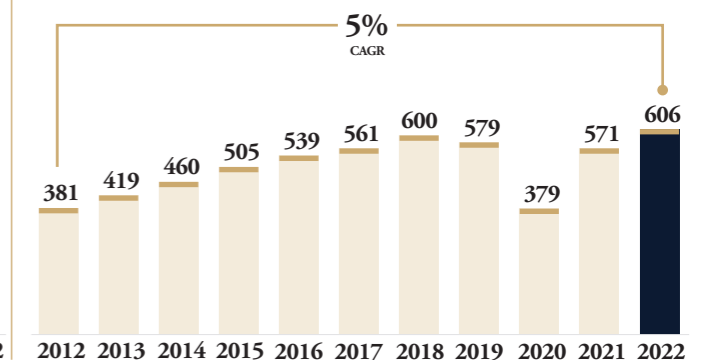
Main Units GLA (Mn Sq Ft)



Robust Growth in Footfalls...



Along with Steady Increase in Rent psf. (In AED)



Note: The above graph includes retail portfolio owned by Emaar Malls Management and excludes managed retail spaces.



Newly launched

DUBAI HILLS MALL

- + 1.80+ Mn sq ft GLA
- + Differentiated offerings with over 500 retail outlets and 7,000 parking spaces

Digitalisation: Making the best even better

Customer centricity is central to delivering exceptional experiences in our malls. In 2022, we introduced several digital initiatives that would make our customers' mall experience delightful. These include:

More customer service-focused features on Dubai Mall App

Leveraging data and analytics for much greater personalisation of information and offers.

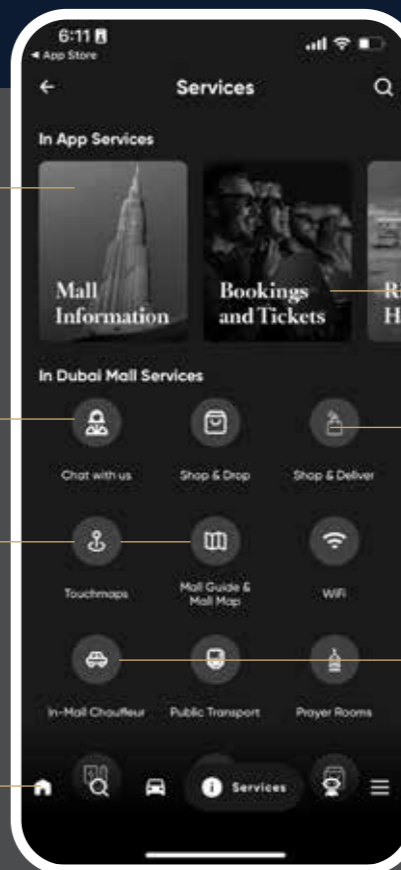


Dubai Mall App 2.0 CORE features

Directory, Events and Offers

Skywards Rewards Program

Emaar Gift card



Mall Information

Bookings and Tickets

Booking & Tickets

Lost and Found

Shopping Delivery

Mall Map

Indoor Mall Navigation

Navigation to Mall

Ride Hailing

Floor-wise Parking Availability

Easy Parking

Valet Parking

Favourites

Search

Find My Car

Profiling

Personalised Push Notification