



Photo Release

Emaar Retail renews partnership with Standard Chartered Bank to strengthen customer engagement

Dubai, UAE; July 9, 2011: Drawing on the success of attracting over 47 million eyeballs – equivalent to the number of visitors to The Dubai Mall in 2010 - Emaar Retail LLC, the provider of premium leisure and retail experiences in the region, has renewed its strategic partnership with Standard Chartered Bank to continue offering the benefit of value-added branding platforms and strategic customer engagement opportunities.

Standard Chartered will benefit from several brand building and marketing opportunities across Emaar Retail's popular leisure attractions in Dubai as well as the leading leisure assets of Emaar in Dubai – the Dubai Polo & Equestrian Club and The Address Montgomerie Dubai.

Mr Arif Amiri, Chief Executive Officer, Emaar Retail LLC, said: "A successful marketing partnership is marked by the sustained benefits that it brings to the stakeholders. Emaar Retail offers creative, unprecedented and highly effective marketing platforms that have benefited our partners, several of them global brand leaders such as Standard Chartered Bank. We are raising the bar in marketing and customer outreach by offering a diverse breadth of choices – all guaranteed to connect with the desired target group."

Pramod Veturi, Acting Head of Consumer Banking, Standard Chartered Bank UAE, said: "We are pleased to renew our association with Emaar Retail, which in the past year has been successful in achieving our marketing goals. Standard Chartered is focused on becoming a truly customer-centric Bank, and Emaar Retail's leisure assets complement our strategic marketing activities."

With this partnership, Standard Chartered, which is the exclusive Bank partner at the Dubai Ice Rink, will offer several customer initiatives at Dubai Ice Rink and Reel Cinemas, both popular attractions managed by Emaar Retail in The Dubai Mall. The bank's brand promise, 'Here for Good' is also being displayed on the Middle East's largest indoor advertising board, measuring 64 m x 20 m on the wall at Dubai Ice Rink.

From Fridays to Tuesdays, 10am to 12pm, the Bank's customers can benefit from a special 'Happy Hours' at Dubai Ice Rink. For every skating session, they will get one session free. They also get discounts of up to 25% for the Learn to Skate programme that offers five tutorial sessions and five skating classes.

Standard Chartered Premium cardholders will receive 50% discount on Ice Rink tickets while regular cardholders get 25% off. Priority Banking members will also have privileged access to polo matches by invitation at Dubai Polo & Equestrian Club and value added benefits at The Address Montgomerie Dubai. In addition, the Bank will have an exclusive Platinum Suite Hall Adoption at Reel Cinemas.

Emaar Retail LLC manages a strong portfolio of exclusive leisure and retail concepts including Dubai Aquarium & Underwater Zoo featuring the Guinness World Record for the largest acrylic viewing panel and featuring over 33,000 aquatic animals; the Olympic sized Dubai Ice Rink; the unique children's' edutainment centre KidZania®; Reel Cinemas, the UAE largest megaplex with 22-screens; and SEGA Republic, the region's first and largest SEGA indoor theme park - all in The Dubai Mall. Reel Cinemas has also introduced the first 'premier' boutique 6-screen Cineplex at Dubai Marina Mall.

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About Emaar Retail LLC:

Emaar Retail LLC, a premier provider of leisure and entertainment experiences, is developing a portfolio of brands in key growth markets and is strategically building new alliances, joint ventures, franchises and licenses for the mall developments of Emaar. Emaar Retail developed and manages the business operations for The Dubai Mall's entertainment components including KidZania®, SEGA Republic, the Olympic-sized Dubai Ice Rink and Dubai Aquarium & Underwater Zoo. In addition, Emaar Retail developed and manages the 22-screen Reel Cinemas at The Dubai Mall and the first 'Premier' Reel Cinemas Cineplex at Dubai Marina Mall and will develop cinemas across the region.

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in several key markets world-wide. Besides building residential and commercial properties, the company also has proven competencies in shopping malls & retail and hospitality & leisure. For more information, visit www.emaar.com.

Standard Chartered – leading the way in Asia, Africa and the Middle East:

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for around 85,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit www.standardchartered.com.

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