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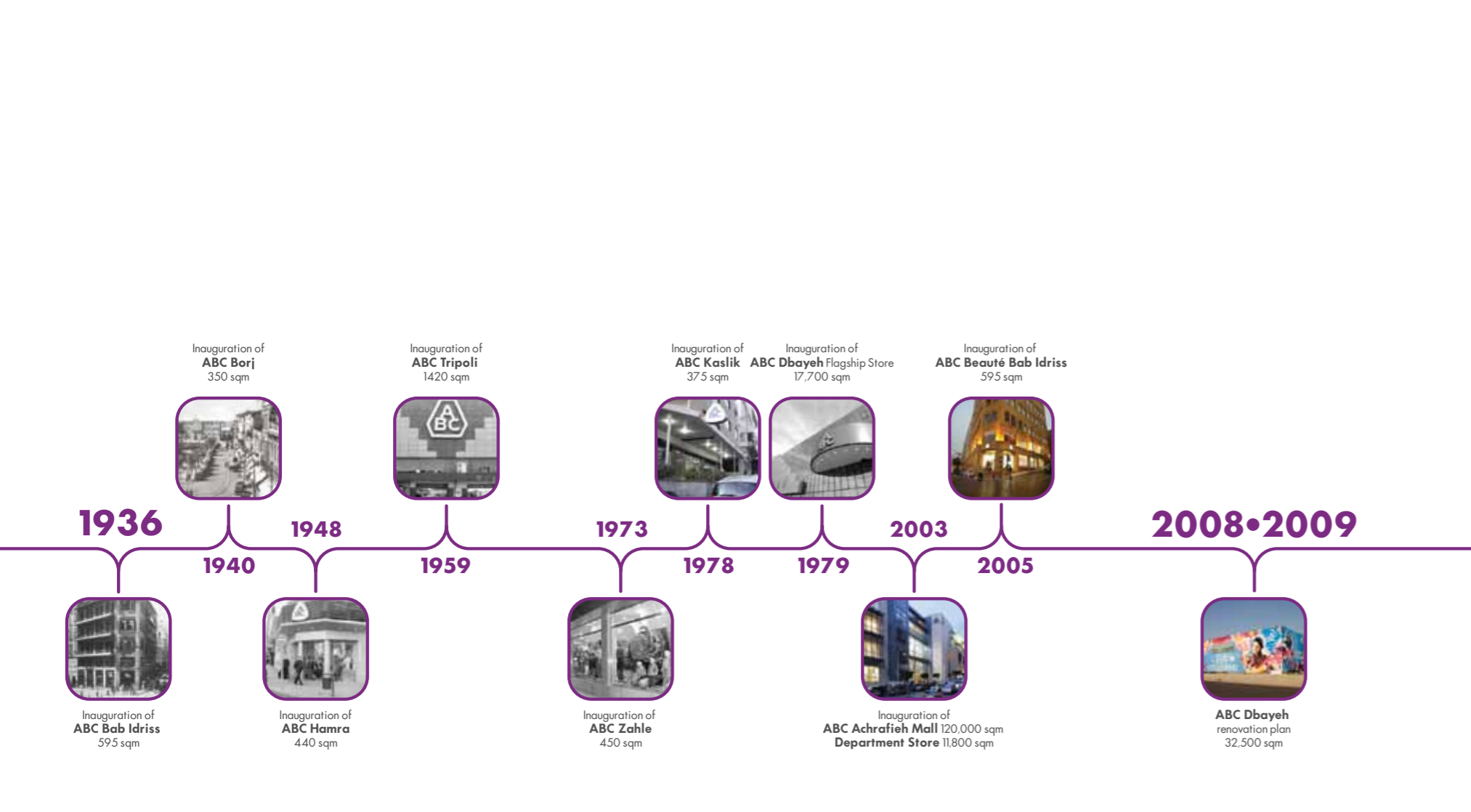
ISO Certificate number LEB85058

The birth of a *pioneer*

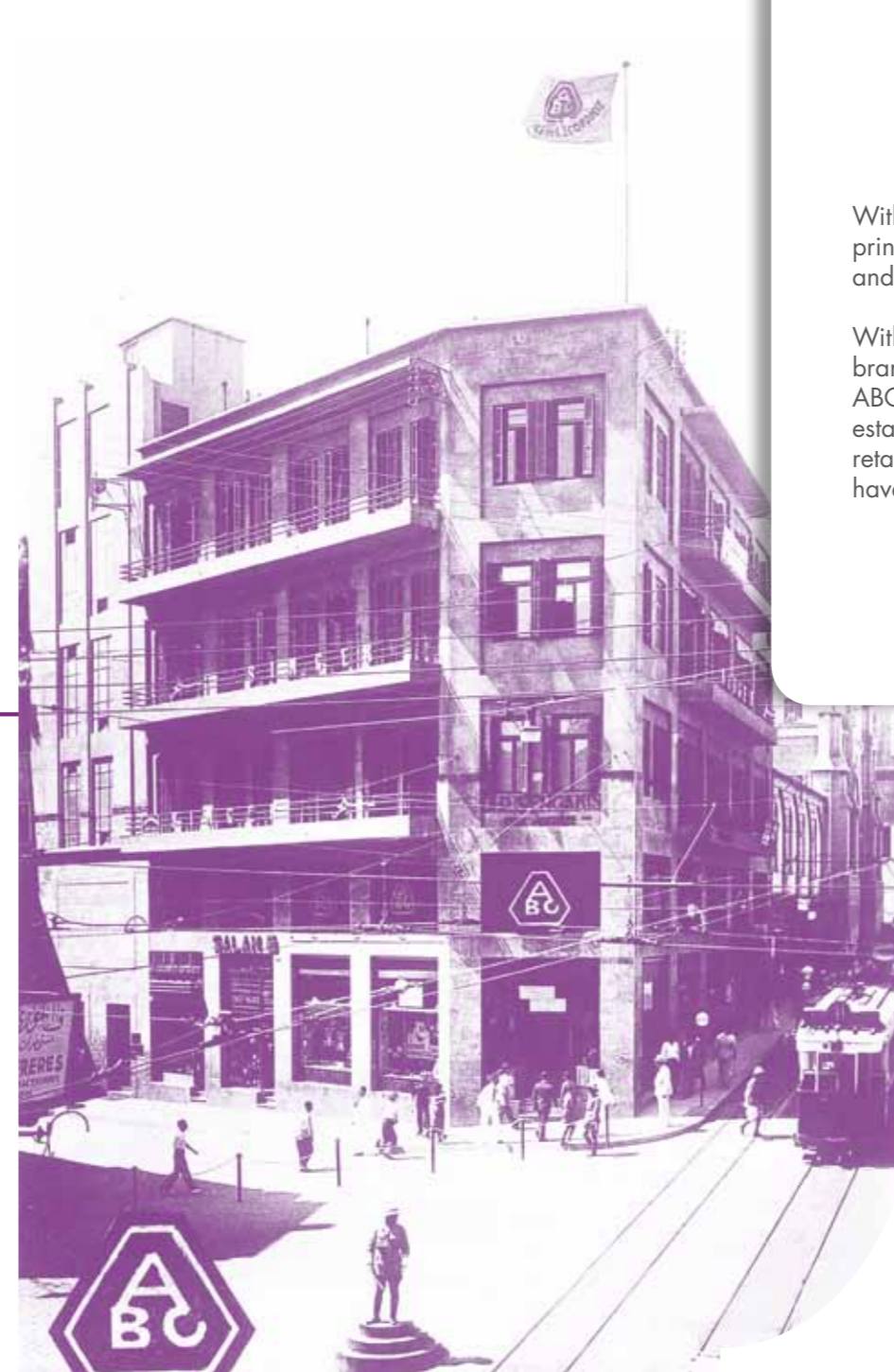
Established in 1936, ABC was the first department store to open its doors in the Middle East. In 2003, with the opening of ABC Achrafieh Mall, ABC introduced the first mall in Lebanon.

1936





Our history dates back to 1936
including many milestones



With professionalism and determination as two of its core business principles, ABC was the first retail store to branch throughout the country and expand its reach to a wider scope of customers.

With its six branches spread across Lebanon displaying a full range of brand name products as well as an average of 11 million visitors per year, ABC Group has evolved from being a single retailer to a commercial real estate developer and a franchisee. Meeting the demands of dynamic retailers and catering to the needs of a broad consumer base are what have made ABC Group what it is today.

- **1st retailer to provide fixed prices in a country where bargaining was a tradition**
- **1st to employ women on its sales force**
- **1st to advertise**



Achrafieh
 Dbayeh
 Bab Idriss
 Hamra
 Tripoli
 Zahle

reach

ABC currently operates 6 retail outlets. They include 2 flagship department stores in prime locations as well as the first open air mall to meet international standards in the region. The other 4 regional stores are spread throughout Lebanon.

ABC Dbayeh
 Population of the catchment area: 1,006,000

ABC Achrafieh
 Population of the catchment area: 1,020,000

**Source: Reach Lebanon 2008*

Achrafieh
 Dbayeh
 Bab Idriss
 Hamra
 Tripoli
 Zahle





trust

pioneer . professional . qualitative . expert
the premier shopping destination since 1936

ABC is a name that remains engraved in the minds and hearts of regional shoppers. For 75 years, ABC has provided customers with quality merchandise, professional service and a vibrant and eclectic shopping environment.

Each and every employee at **ABC** is ready, willing and able to assist customers in finding what they are looking for.



SUCCESS

In 2009, ABC obtained the ISO 9001:2008 certification: this accreditation covers both of ABC's scope of operations; Mall Management and Operation as well as General Retail.

4 cornerstone principles *of our business philosophy*

- Our customers always come first
- Integrity and respect are vital
- Commitment and diversity make us stronger
- Passion and hard work lead to success



ABC CORE BUSINESS *Activities*

1

RETAIL REAL ESTATE

ABC is a pioneer retail developer. The company offers tenants expert retail management services in a state of the art shopping environment.

2

DEPARTMENT STORE

ABC is the most prominent department store in Lebanon. ABC offers an extensive range of quality fashion merchandise ranging from apparel to accessories in addition to home categories.

3

FRANCHISE

ABC is presently the exclusive franchisee in Lebanon for major international brands such as André, Caroll, Kookaï, Maje, Sandro, Adolfo Dominguez, Desigual and Tommy Hilfiger.



ABC MALL Achrafieh

Inaugurated in October 2003, ABC Mall Achrafieh was designed by BDP, a UK architecture firm, and is the first open air mall up to international standards in the Middle East. Located in the heart of the capital, ABC Mall Achrafieh offers a wide spectrum of stores in an entertaining environment with 8 movie theatres, 20 cafés and restaurants as well as an 850 sqm kids playground.

- 120,000 sqm of built up area with 35,000 sqm of GLA
- More than 200 renowned stores: H&M, Hugo Boss, Lancel, Mango, Nokia, Sony World, Virgin Megastore and many others
- 1,200 parking spaces

Services

Information desk, tourist visitors information center, tax free shopping, kids playground, free wifi, money exchange, car service center, taxi service.



• 20 restaurants and cafés

• 75% occupancy rate for the movie theatres

• More than 120,000 kids per year

at ABC Jungle Land

In addition to a unique dining offer, ABC visitors can enjoy a movie complex with 8 state of the art theatres. And for a top notch audiovisual experience, visitors can experience digital cinema while entering the 3D world.

ABC's 850 sqm playground, Jungle Land, offers kids a unique experience of fun and excitement. Parents can also customize their kid's birthday by choosing from a wide variety of shows, characters, animations and food menus.



ABC Tenants

ABC is the first retail developer in Lebanon with over 200 tenants including internationally renowned names such as H&M, Hugo Boss, MAC, Mango, Nike, Sony, Virgin Megastore, Zara Home and many others. Leading local retailers such as Aizone and Librairie Antoine have also chosen to make ABC their home. Many restaurants have opened in ABC some of which are Casper and Gambini's, La Mie Dorée, Leila, Lina's, Roadster Diner and Starbucks.

The group's success stems from retail management services that focus on one goal: maximizing traffic.

ABC tenants know that they will receive the best that retail management has to offer.



ABC Mall Management

ABC's extensive experience in Mall Management and operations provides developers with a highly credible and professional partner:

- ABC builds on its experience to offer Asset Optimization expertise to maximize leasable space by reducing non-leasable areas and optimizing unit size distribution
- ABC's Brand Awareness secures higher demand – ABC Achrafieh is rated among the top 45 most expensive malls in the world*
- ABC has expert knowledge in defining Optimum Retail Programs that best correspond to a mall's target audience and positioning strategy
- ABC's ISO 9001: 2008 certification as a Mall Manager and Operator clearly demonstrates that "Quality is at the Heart of ABC's Operating Standards"

*Source: Cushman & Wakefield Research – Main Streets Across The World 2008

maximizing
traffic





ABC Department Stores

ABC is the first and only Middle Eastern concept of Department Store and the only Middle Eastern member of the IADS (International Association of Department Stores).

ABC Department Store is the best lifestyle destination, targeting middle to upper-middle customers, providing a wide selection of fashion goods and entertainment for the whole family in a unique setting and a warm atmosphere.

- 47,600 sqm of cumulated built up area
- Over 100,000 products from leading local and international brands

Services

The ABC Privilege Card, the ABC Gift Card, customer service desk, wedding list, birth list, tax free shopping, free wifi, free tailoring



ABC Department Store Achrafieh

ABC Department Store Achrafieh is a one-stop shopping destination offering a wide range of merchandise including women's wear, menswear, kids wear, jewelry, homeware and more. A wide selection of brands such as Bonpoint, Caroll, Chanel, Gérard Darel, Kookai, Maje, Polo Ralph Lauren, Swarovski, Tartine et Chocolat, Tommy Hilfiger, Zara Home, Paule Ka, M. Missoni, Sonia By Sonia Rykiel and many others can be found at ABC Department Store.

ABC maintains a constant will to surprise and assert itself in the most modern way. In 2012, ABC Achrafieh Department Store will undergo a complete uplift of its premises. This renovation is the result of genuine work and a search for authenticity which will allow ABC customers to experience a new shopping experience. The renovated Department Store will host in its Beauty Section the finest selection of premium skincare, cosmetics and perfume brands. Customers can also enjoy beauty care treatments, a nail bar and a hair styling studio and much more. It will also offer an extended choice of the best brands and the most creative designers and talents.

- 11,800 sqm of built up area
- 80 shop in shops
- 2 restaurants



ABC Department Store Dbayeh

Ideally located on the main highway a few kilometers North of Beirut, ABC Dbayeh department store offers a broad selection of fashion apparel, footwear, accessories, cosmetics and fragrances, homeware, books and multimedia to satisfy all shopping needs. True to its pioneering vision, ABC Dbayeh Department Store has once again introduced a new concept to the region with the opening of Kidsville, the largest fashion and entertainment area just for kids. With its 8,000 sqm, Kidsville offers over 100 brands in kids wear, kids shoes, accessories, school supplies and toys.

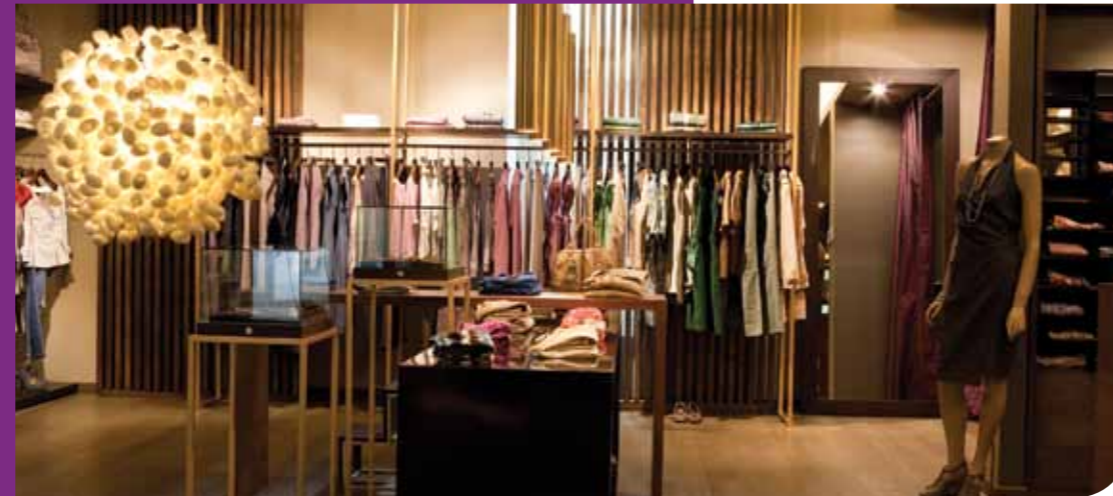
Sparking off desire, creating surprise and opening the way to a new lifestyle, ABC is underpinned by a constant concern with providing its customers with a faultless total shopping experience. ABC Dbayeh Department Store is currently being expanded to pre-empt and address the desires of ABC loyal customers. With the expansion, ABC will introduce new categories to its current offer ranging from electronics, to gourmet and kids furniture. For a convenient shopping, ABC will also introduce a top notch movie complex with 7 screens and a new food court hosting the best in class restaurants and cafés concepts.

- 32,500 sqm of built up area
- 150 shop in shops & 7 restaurants
- Kidsville, 8,000 sqm of fashion and fun with 450 sqm playground



ABC Franchises

As part of its commercial program, ABC has undertaken a line of business in the world of franchise. With renowned names such as André, Caroll, Kookaï, Maje, Sandro, Desigual, Adolfo Dominguez, Silvan Heach and Tommy Hilfiger, ABC is continuously developing this core business activity in order to offer its customers a wider choice of exclusive brands.



Expansion

ABC is a leader in its home market in its business sectors.

While continuously seeking new opportunities in its home market, ABC is actively considering new opportunities outside Lebanon which will allow the company to evolve from a local to a regional player.

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The international expansion effort builds on the company's brand equity, its impeccable financial track record as well as the group's commitment to provide what it takes in terms of human resources and processes.

The leader of the Lebanese retail industry with 75 years of continued success and experience

facts and figures



- Over 11 million visitors per year
- Over 1,000 employees
- 97% brand awareness in Lebanon



facts and figures

financial figures

Total Generated Sales
Consolidated Generated Sales amounted to \$316 million in 2010

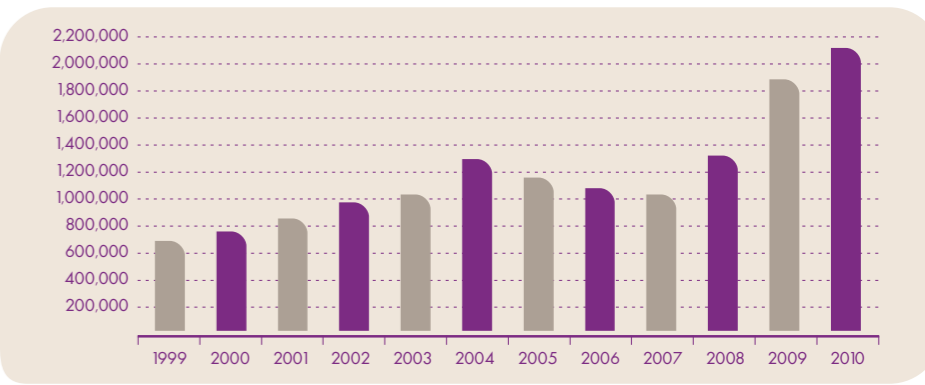
Total Generated Sales by Activity (Department Store versus Shopping Mall)
63% of total 2010 Sales were generated within ABC Department Stores
37% of total 2010 Sales were generated within the ABC Shopping Mall

Lebanon
Population: 4,099,114
GDP: \$39,1 billion in 2010
GDP per Capita: \$10,000

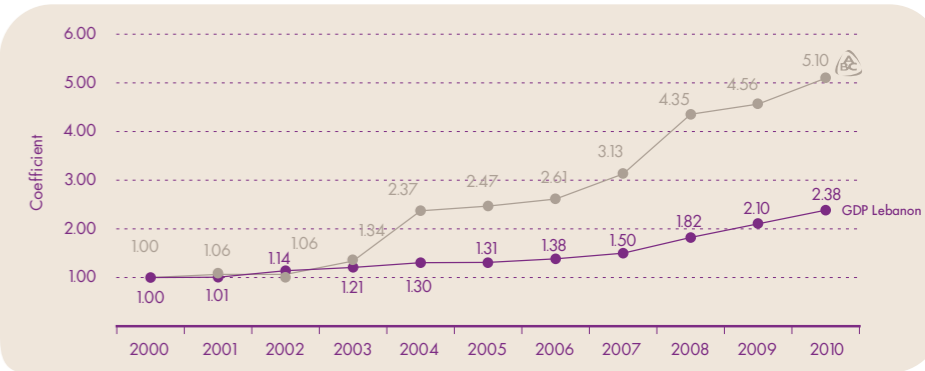
* Source: Internal ABC

* Source: International Monetary Fund

Lebanon's Number of Tourists*



ABC Growth (in USD million) compared to Lebanon's GDP (in USD billion)**



ABC Generated Sales (in USD million)***



* Source: Lebanese Ministry of Tourism

** Source: Internal ABC, IMF & Audi's Research Department

*** Source: Internal ABC



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