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01

Introducing
ABC

THE Birth
OF A Pioneer.



ALWAYS *leading* the way

In 1936 ABC opened its doors as the first department store in the Middle East. Since that time it has remained at the forefront of the retail sector in Lebanon, continually pioneering and taking the industry and its customer experience to even greater heights.

In 2003, with the opening of ABC Achrafieh it became the first retailer to introduce an **international standard open air mall** in Lebanon. The launch of ABC Verdun in 2017 consolidated ABC's leading position as a real estate and retail developer.





“ Being the First *Since* 1936 ”

ABC is proud of its record as the first real estate developer and retailer in the country to:

- ▲ Provide fixed prices where bargaining was the tradition
- ▲ Be the first retailer to employ women in its sales force
- ▲ Be the first retailer to advertise
- ▲ Introduce the Middle East's first international standard open air mall
- ▲ Introduce a no smoking ban to a mall
- ▲ Implement waste management in a mall
- ▲ Implement the largest private photovoltaic plant in Lebanon





A Pioneer in *real estate* & retail

ABC's core business activities are:

Retail real estate

As a real estate developer, ABC offers tenants expert retail management services in a state-of-the-art shopping environment.

Department store

As the most prominent department store in Lebanon, ABC offers an extensive range of quality fashion merchandise, ranging from apparel to accessories, as well as beauty and home categories.

Franchising

ABC's expert team of buyers works to secure exclusive and well-known brands to provide ABC customers with a wide choice.

More than **11 million** visitors *per year*

More than 75 years ago ABC laid the basis of what would become Lebanon's way of conceiving shopping and leisure. Since its establishment, this pioneering group has led the way in the retail industry to become the country's favorite brand and preferred lifestyle and shopping destination.

By blending retail and entertainment, ABC has created a **one-of-a-kind customer experience** that attracts more than 11 million visitors per year. With exclusive loyalty programs, outstanding events, ABC is without doubt Lebanon's brightest example of **'retailtainment'**.





Prime & urban *Destination*

With the opening of ABC Verdun in 2017, the group will operate 107,000 square meters of GLA. ABC is **ISO 9001:2008 certified**, an international standard that ensures ABC's scope of operations, mall management operation as well as general retail.

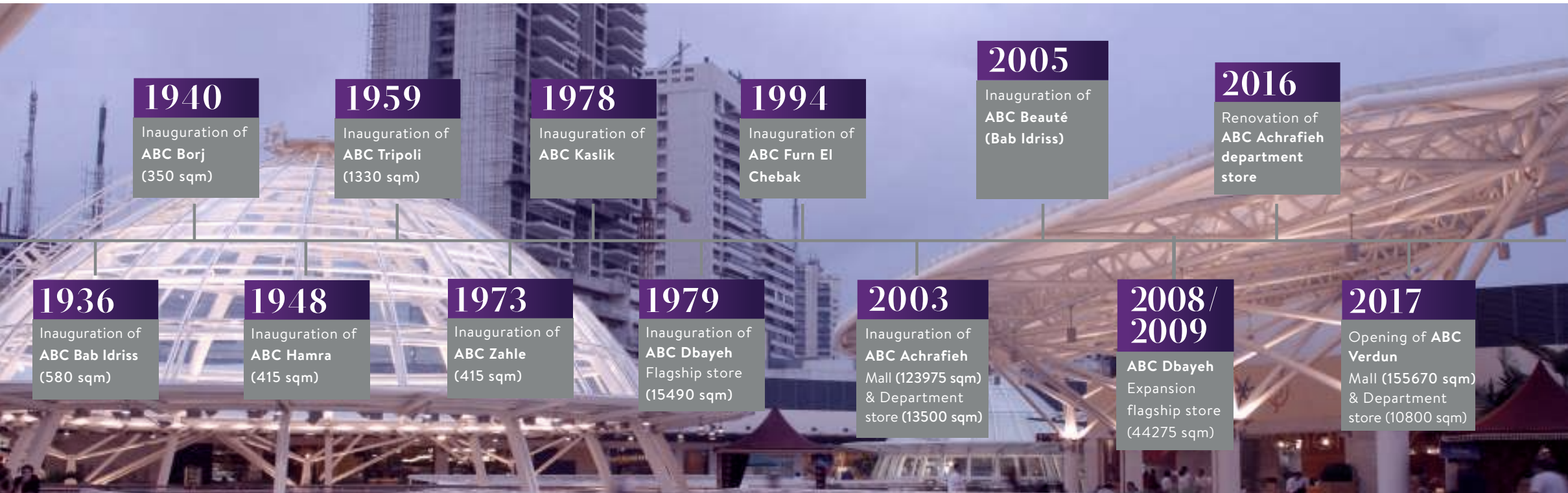


02

Eight Decades of
Making History

ABC Milestones

More than *75 years* of continuous success



1940

Inauguration of
ABC Borj
(350 sqm)

1959

Inauguration of
ABC Tripoli
(1330 sqm)

1978

Inauguration of
ABC Kaslik

1994

Inauguration of
ABC Furn El
Chebak

2005

Inauguration of
ABC Beauté
(Bab Idriss)

2016

Renovation of
ABC Achrafieh
department
store

1936

Inauguration of
ABC Bab Idriss
(580 sqm)

1948

Inauguration of
ABC Hamra
(415 sqm)

1973

Inauguration of
ABC Zahle
(415 sqm)

1979

Inauguration of
ABC Dbayeh
Flagship store
(15490 sqm)

2003

Inauguration of
ABC Achrafieh
Mall (123975 sqm)
& Department
store (13500 sqm)

**2008/
2009**

ABC Dbayeh
Expansion
flagship store
(44275 sqm)

2017

Opening of ABC
Verdun
Mall (155670 sqm)
& Department
store (10800 sqm)



03 Mission

“INSPIRING
YOU
Every Day.”

Brand Purpose: Making Lebanon a better place

Brand Mission: Being a **great social hub** offering the best **brand mix** and outstanding **customer experience**, makes ABC Lebanon's favorite brand





04  Reach

“3 Flagships / 4 Regional” *Stores*”

ABC currently operates **3 flagship malls** including three stores in prime locations and **4 regional stores**. From strategically positioned outlets in Lebanon’s capital to regional stores in the north and east of the country (Hamra, Tripoli, Zahle, Furn El Chebbek) as well as franchise stores, ABC has a reach that makes it always close to its clientele.

- ▲ CK Jeans ABC Verdun
- ▲ Isabel Marant Downtown Beirut Boutique
- ▲ Sacoor ABC Achrafieh
- ▲ Ted Baker ABC Verdun
- ▲ Ted Baker Beirut City Center
- ▲ Tommy Hilfiger ABC Achrafieh
- ▲ Tommy Hilfiger ABC Verdun
- ▲ Tommy Hilfiger Beirut Souks
- ▲ Tommy Hilfiger Beirut City Center
- ▲ Tommy Hilfiger Citymall

Building on the group’s success, 2017 witnessed the opening of ABC Verdun, the prime, urban retail and entertainment destination in Beirut, in the city’s toniest neighborhood.



- ▲ Achrafieh
- ▲ Dbayeh
- ▲ Verdun

- ▲ Furn el Chebbek
- ▲ Hamra
- ▲ Tripoli
- ▲ Zahle

CK Jeans ABC Verdun
Isabel Marant Downtown Beirut Boutique
Sacoor ABC Achrafieh
Ted Baker ABC Verdun
Ted Baker Beirut City Center
Tommy Hilfiger :
ABC Achrafieh • ABC Verdun
Beirut Souks • Beirut City Center
Citymall





05

Malls Lifestyle Destinations

EXPERTISE IN *Tenant* Management

ABC tenants know that they will receive the best that retail management has to offer. ABC was the first real estate developer in Lebanon to have more than 200 tenants including internationally renowned brands such as **COS, Nespresso, Nike, Victoria's secret, Zara, Zara Home** and many more.



LEADING International *Retailers*

ABC is the preferred choice for **leading international retailers**, while its food & beverage choices combine the best of global and homegrown brands.



ABC ACHRA FIEH MALL

Located in the heart of the capital, ABC Achrafieh is a **lifestyle destination** that combines a wide spectrum of stores with entertainment and leisure amenities which include **movie theaters, cafés, restaurants** and a state-of-the-art **kids playground**, in a uniquely-themed experience for kids.





Designed by major award winning international architecture practice BDP, ABC Achrafieh was the first international standard open air mall to launch in the country.

IN *Focus*

- ▲ 41,000 sqm of GLA
- ▲ 7,800 sqm of Department Store GLA
- ▲ 105+ internationally renowned stores
- ▲ 7 movie theaters
- ▲ 24 cafes & restaurants
- ▲ 650 sqm kids playground
- ▲ 1,200 parking spaces

ABC DBAYEH MALL

Ideally located on the main highway a few kilometers North of Beirut, ABC Dbayeh 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 has introduced a new concept with **the opening of the largest fashion and entertainment area just for kids. 8,000 sqm and 100 brands** in kids wear, kids shoes, accessories, school supplies and toys.

IN *Focus*

- ▲ AIA NYS Merit Award granted for ABC Dbayeh Façade designed by nARCHITECTS
- ▲ 24,157 sqm of GLA
- ▲ 123+ shop in shops
- ▲ 8 movie theaters
- ▲ 13 cafes & restaurants

ABC VERDUN MALL

Set to open in 2017 , ABC Verdun is conceived to be a **prime urban retail & entertainment** destination. The mall is designed by **Callison**, a multiple award winning international architecture firm based in Seattle which was ranked #1 in retail design by Building Design + Construction.





Featuring lush landscaping, easy access and impressive architectural features, ABC Verdun is conceived as an **interconnected urban park** with both indoor and outdoor spaces; the result is a unique sense of place and a signature profile only ABC could offer.

Highlights of ABC Verdun

- ▲ 5 Levels of upscale shopping
- ▲ Lush gardens creating a unique interior focal point of 1800 sqm
- ▲ Natural flow from indoor to outdoor spaces

IN *Focus*

- ▲ Mall **50,000 sqm**
 - & Department Store **6,500 sqm** of GLA
- ▲ **200+** internationally renowned stores
- ▲ Easy pedestrian and car access – **3** pedestrian entrances, **4** car entrances
- ▲ **1600 sqm** of entertainment
- ▲ **11** movie theaters
- ▲ **1,700** parking spaces



06 Department Stores



“ *Where*
Fashion
Meets *Lifestyle.*”

A unique setting and warm atmosphere greet every client of ABC department stores, as well as **a wide selection of fashion brands and leisure amenities**. At heart, each department store is a lifestyle destination, with quality as the pervasive theme. ABC is proud to be the only Middle Eastern

member of the International Association of Department Stores, a symbol of its adherence to global standards that ultimately secure customer satisfaction, among the most prominent international department stores in the world.



Our *Services*

- ▲ ABC Privilege Card
- ▲ ABC Gift Card
- ▲ ABC Credit Card
- ▲ ATM Machines
- ▲ Baby Feeding Room
- ▲ Currency exchange
- ▲ Car wash
- ▲ Customer service desks
- ▲ Fashion Consultant
- ▲ Free mobile charging
- ▲ Free tailoring
- ▲ Free WiFi
- ▲ Hairdresser
- ▲ Liban Post
- ▲ Lost & Found
- ▲ Personalized shopper
- ▲ Prayer room
- ▲ Tax free shopping
- ▲ Taxi pick up and drop off
- ▲ Valet parking
- ▲ Wedding and birth lists

ABC Department Store

Achrafieh

A one-stop shopping destination in a highly strategic location where the best in apparel for **men, women and kids** joins accessories, beauty, homeware and more, continually raising the bar in its creative approach to deliver an **excellent customer experience**.

IN *Focus*

- ▲ 7,736 sqm of GLA
- ▲ 12,298 sqm of built-up area
- ▲ 300+ international renowned brands
- ▲ 2 restaurants



ABC Department Store *Dbayeh*

Strategically positioned on the main highway leading north out of Beirut, ABC Dbayeh has a pioneering vision that blends the finest in fashion, beauty, homeware, multimedia, movies and F&B.

IN *Focus*

- ▲ 24,157 sqm of GLA
- ▲ 44,274 sqm of built-up area
- ▲ 300 international renowned brands
- ▲ 13 restaurants



ABC Department Store *Verdun*

Set to open its doors in 2017, ABC Verdun department store will occupy a prime corner on Verdun Street, securing a powerful presence in the neighborhood while integrating into the composition of the overall project and expanding ABC's already impressive reach in the capital.

IN *Focus*

- ▲ 6,505 sqm of GLA
- ▲ 10,799 sqm of built up area
- ▲ 300 international renowned brands
- ▲ 1 restaurant





07  Retailtainment



“It's all about
the customer
Experience.”

From department store and mall development pioneer to **leader in 'retailtainment'**, ABC has always strived to offer its customers an experience that goes far beyond the ordinary. Providing international standard entertainment and a unique themed kids experience

is part of ABC's mission to continually inspire its customers. Every year **250,000 admissions** to our kids playgrounds prove that ABC is adept at delivering a creative and fun environment that young ones love to come to.





08

Loyalty Programs



Rewarding Loyalty with *Privileges.*

Since the launch of the ABC Privilege Card, ABC is a leader in retail loyalty programs in Lebanon, and has won industry recognition in the **2014 Loyalty Awards** as a finalist in **Best Loyalty Program of the Year – Retail (Non Food)** and **Best Loyalty Program Middle East & Africa** categories.



Today ABC Privilege cardholders represent more than two third of the in-store sales volume, a figure that has been steadily increasing as has the number of cardholders.





United Against
Cancer



“Together
We can
make
a difference.”

ABC's Corporate Social Responsibility program targets **raising awareness** and funds for sustainable initiatives that seek to improve **society, the community and the environment**. A mainstay of ABC's CSR calendar is the yearly campaign 'Small Bear, Big Heart', at Christmas time.

All proceeds raised go to NGOs that work with underprivileged children to help to empower them. In partnership with **Faire Face, May Jallad Foundation and the Lebanese Breast Cancer Foundation**, every year ABC launches a raft of **Mission Pink** events to engage customers in awareness-raising and fundraising for this cause.



Throughout the year ABC is committed to supporting non-governmental organizations (NGOs) in their valuable missions. This collaboration is wide-ranging and has included many NGOs of which: **Children's Cancer Center of Lebanon, Brave Heart Fund, Ajjalouna, Lebanese Breast Cancer Foundation, Afel, Lebanese Autism Society, Bassma, Tamanna, Teach a Child, Teach for Lebanon, May Jallad Foundation, Himaya, Myschoolpulse, Chance, Oum El Nour, Teach a Child** and many more..

IN *Focus*

- ▲ **Mission pink:** 233,000\$ in 6 years
- ▲ **Small Bear Big Heart:** 250,000\$ in 7 years
- ▲ **Fashion for everyone:** 54,521\$ in 6 years
- ▲ **Waste management:** from 2015 till 2018 : our waste management program recycled more than 873000 kg of recyclable material, altogether, that is 25 times what a municipality of 800 people recycles in the same amount of time.



- ▲ **Photovoltaic:** ABC Achrafieh has saved 600 MWH, 155250 Liters of oil and 94 trees.
In 2018, a solar power plant was installed in ABC Dbayeh with total capacity of 229 KW which cover 5% of the store consumption.
ABC Verdun Mall Photovoltaic System capacity is 51.84 KW, expected to produce 72.6 MWH/year leading to a total saving of 57.9 tons of CO2/year, it is connected to the Mall grid through a grid inverter.

“Committed to *Green*”

ABC Verdun is committed to achieving **LEED certification**, as a testament to the group’s drive to develop **green shopping malls** that embrace environmentally friendly approaches to construction and operations. ABC was the first mall in Lebanon to use the **photovoltaic energy**.



LEED certification will reflect on the visitor experience as well as staff working inside the mall, thus enhancing the shopping as well as the working experience and driving improved results for tenants.





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