



# Introducing ABC





## The Birth Of A Pioneer

# Always Leading The Way

Since its inception in 1936, ABC retail was at the forefront of the retail sector in Lebanon, continually pioneering and taking the industry and the customer experience to greater heights. In 1979 ABC opened its doors as the first department store in the Middle East at Dbayeh.

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



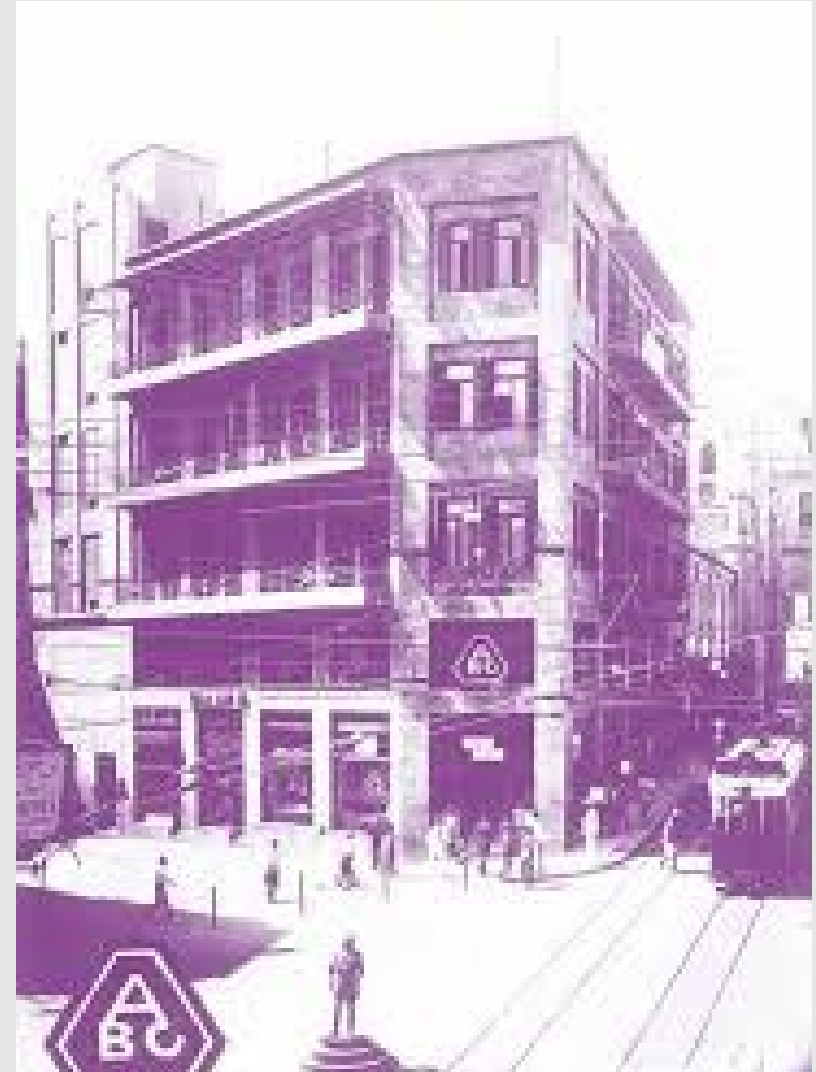
## The First Since 1936

# Eight Decades Of History

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

- Provide fixed prices when 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
- Announce the largest private photovoltaic plant in Lebanon
- Familiarize customers with Magnetic Gift Cards for speedy transactions and accuracy at all points of sales



Unique Customer Experience

The Country's First In Retailtainment

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# More Than 18 Million Visitors Per Year



## Mission

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



## Vision

"Making Lebanon a better place"

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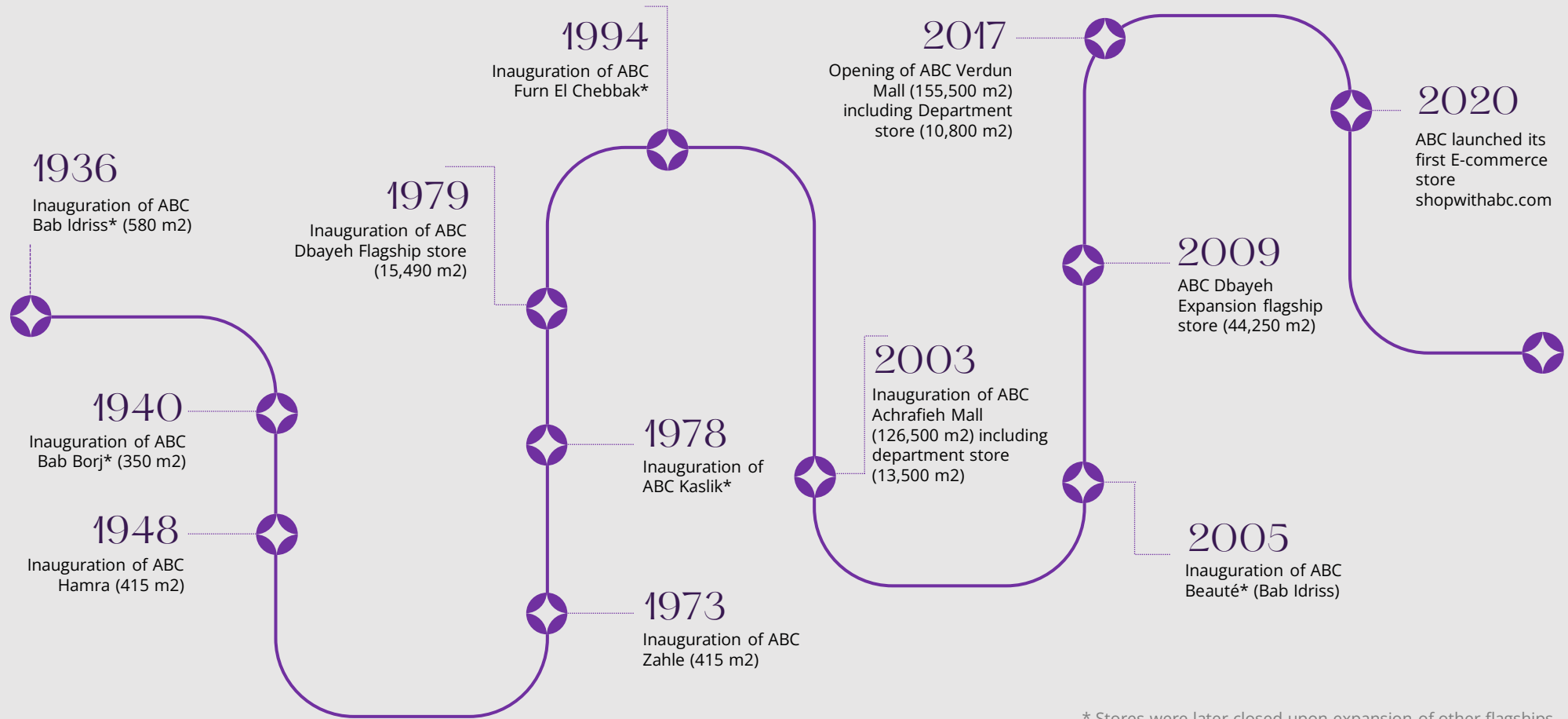


## Reach

The group operates more than 115,000 m<sup>2</sup> of GLA and is ISO 9001:2022 certified. ABC currently operates 3 flagship malls with department stores, 3 regional, and several stand-alone stores. More than 85 years ago, ABC has led the way in the retail industry to become the country's favorite destination, preferred lifestyle, and shopping destination. By blending retail and entertainment, ABC has created a one-of-a-kind customer experience that attracts more than 18 million visitors per year. With its exclusive loyalty program and its calendar of events, ABC is Lebanon's brightest example of 'RETAILTAINMENT'.

# More than 85 years of continuous success

## Our Story In A Timeline



\* Stores were later closed upon expansion of other flagships



# Leading international retailers Expertise In Tenants Management

ABC is the first real estate developer in Lebanon to have more than 200 internationally renowned brands.

ABC has been throughout the years the preferred choice of leading international retailers.

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# ABC Malls & Department Stores







# ABC Dbayeh Mall

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.

- AIA NYS Merit Award
- 25,280 sqm of GLA
- 44,250 sqm of built-up area
- 285+ shop in shops
- 8 movie theaters
- 12 cafes & restaurants

# ABC Dbayeh Department Store

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The Dbayeh flagship guarantees satisfaction to all shopping lovers from designer luxury shops to lower-end cooler brands. Other entertainment services include a children's play area, beauty services, and a wide variety of casual eateries and restaurants for the entire family.

- 24,157 sqm of GLA
- 44,275 sqm of built-up area
- 123+ international renowned brands
- 13 cafes and restaurants





# ABC Achrafieh Mall

Designed by major award-winning international architecture practice BDP, ABC Achrafieh is the first international standard open-air mall to be launched in Lebanon.

- 40,000 sqm of GLA
- 126,500 sqm of Built-Up Area for the Mall
- 105+ internationally renowned stores
- 7 movie theaters
- 650 sqm kids playground
- 1,200 parking spaces
- 21 cafes & restaurants



# ABC Achrafieh Department Store

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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.

- 7,800 sqm of GLA
- 13,500 sqm of built-up area
- 165+ international renowned brands
- 2 restaurants







# ABC Verdun Mall

Designed by Callison, a multiple award-winning international architecture firm, ABC Verdun is a prime urban retail & entertainment destination.

- 50,000 sqm of GLA
- 155,500 sqm of Built Up Area for the Mall
- 200+ internationally renowned stores
- Easy pedestrian and car access
- 1600 sqm of entertainment
- 11 movie theaters
- 1,700 parking spaces
- 5 Cafes and 11 Restaurants



# ABC Verdun Department Store

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Launched 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.

- 6,453 sqm of GLA
- 10,600 sqm of built-up area
- 150+ international renowned brands





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 kid's experience is part of ABC's mission to continually inspire its customers.

Every year 250,000 admissions to our kid playgrounds prove that ABC is adept at delivering a creative and fun environment that young ones love to come to.

# Retailtainment

## All about customer experience





## Hand In Hand With Local Talent

# BY the ROOTS

Whilst Lebanon was passing through one of its hardest economic and cultural crises, and the brain drain has been at its highest across all sectors; it was time for local businesses to stand in solidarity and support the Lebanese talent scene.

For this purpose, ABC launched “BY the ROOTS”: a unique initiative that instills faith and hope in the hearts of Lebanese designers by offering them a dedicated space to showcase their latest creations.

BY the ROOTS was officially inaugurated on August 9, 2021, at ABC Dbayeh Level 1. The New Lebanese concept corner includes several categories as kidswear, womenswear, menswear, pet-related items, artisanal, home accessories, shoes & bags, accessories, and packaged food.







## Artworks Made Out Of Passion

# ABC Art Space

With 955 sqm, ABC ART SPACE at ABC Verdun provides local, multinational, and international artists with the opportunity to present their art through curated exhibitions.

The Successful Art Booth “Survivors Ability” & Hunna Exhibitions, made ABC Art Space the destination to be for painters and talented artists.



# ABC Services & Programs







# Rewarding Loyalty With Privileges

Since the launch of the ABC Privilege Card in 2010, ABC has been the leader in the retail loyalty program in Lebanon and has won industry recognition in the 2014 Loyalty Awards as a finalist in Best Loyalty Program of the Year – Retail and Best Loyalty Program MENA categories.

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



# Our Services

- ABC Privilege Card
- ABC Gift Card
- ABC Credit Card
- ATM Machines
- Currency Exchange
- Money Transfer
- Ticket Dispenser
- Digital Directory
- Wheelchair
- Photobooth
- Car Wash
- Customer Service Desks
- Fashion Consultant
- Free Mobile Charging
- Free Tailoring
- Free WIFI
- EV Services
- Bicycle Station
- Hairdresser
- Nail Lounge
- Solarium
- Lost & Found
- Personalized Shopper
- Free Lockers
- Baby Stroller Station
- Exchange Policy
- ECOM Website
- Baby Feeding Room
- Baby Changing Tables
- Prayer Room
- Tax-Free Shopping
- Taxi Pick Up And Drop Off
- Valet Parking
- Wedding and Birth Registry
- Wireless Benches



# ABC Awards

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## 2015 ICSC Mena shopping center and retailer awards

ABC Achrafieh Mall Photovoltaic Plant has won the Silver award for the Cause Related Marketing.

ABC Achrafieh Mall employs photovoltaic energy to generate electricity, with an aim to save energy, reduce pollution, provide a healthier environment for its community, whilst lowering operational costs.

## 2016 Retail Concept of the Year

ABC has won the Retail Concept of the Year Award for ABC Verdun at the Board of Editors of Lebanon Opportunities in 2016.

## 2018 ENR

ABC Verdun Mall won the "Retail/Mixed-Use Development Category" award from Engineering News-Record (ENR) Global Best Projects Competition in 2018



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2018 ABC Verdun Department Store  
wins “Index Architecture & Design” award

2018 & 2019 VM Awards

ABC’s visual merchandising team has proved astonishing results worldwide. With its unique window displays, ABC became a destination for visual and self-entertainment, where not only do people come to enjoy the various options and shopping experience at the mall but also as a must stop for taking pictures next to our iconic focal points, especially during the Christmas season.

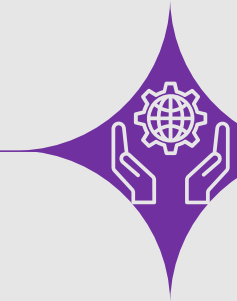




# ABC Sustainability Strategy

## Five Main Pillars

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### Corporate Governance

- Corporate Identity
- Governance Structure
- Policies, Codes & Guidelines



### Community Engagement

- Children Rights
- Breast cancer awareness
- Youth Empowerment
- Women Health & Empowerment



### Customer Centricity

- Diverse Brands & Retailers
- Superior Customer Service
- ABC Loyalty Program
- Digital Presence
- Customer Satisfaction
- Customer Health & Wellbeing



### Employee Nurturing

- Inclusive & Diverse Workforce
- Progressive HR Policies
- Training, Development & Performance Management



### Environment Focus

- Environmental Policies
- New Photovoltaic Plant
- Waste Management
- Campaign Green Pledge

# Together We Can Make A Difference

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ABC's Corporate Social Responsibility program targets 2 main SDGs:

- Environment sustainability
- Community engagement

ABC's CSR calendar aims to cover most charitable and community based goals throughout the year; "Small Bear, Big Heart" initiative, for instance, was a successful repetitive campaign that took place during the Christmas season; All proceeds raised were donated to NGOs that work with underprivileged children.



Another main initiative was "Mission Pink"; in partnership with the Lebanese Breast Cancer Foundation, Faire Face and May Jallad Foundations, where ABC launched a raft of Mission Pink events to engage customers in awareness-raising and fundraising for this cause.





# Committed to Green

Make Lebanon a greener space!

ABC is proud to be the first mall in Lebanon to use photovoltaic solar energy, a clean, renewable source of energy that uses solar radiation to produce electricity.



Keen on building a healthy clean environment and playing a key role in protecting and sustaining the natural resources circulating within its business units, ABC's 'GREEN MOVEMENT' initiative ensures that practices as simple as recycling and going plastic and as complex as energy consumption are being executed on a daily basis across all divisions and functions.

As a testament to the group's drive to develop green shopping malls that embrace environmentally friendly approaches to construction and operations whereby ABC Verdun was qualified for a LEED Certification, as per USGBC.





MORE  THAN  
A DESTINATION



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