

LANDMARK RETAIL IN THE UAE

- Landmark Group established its presence in UAE in 1993.
- Landmark Group operates over 40 brands in the UAE, half of which are homegrown, including Babyshop, Centrepoint, Home Centre, Emax, and Max. The company also has several hospitality and leisure brands, such as Citymax Hotels and Fitness First.
- The group operates over 300 outlets, encompassing over 6 million square feet in the country, making it the biggest non-food omnichannel retailer in the country.
- In 2022, Landmark Group won the Dubai Quality Award, the highest recognition for quality in the UAE. The award is given to organizations that have demonstrated excellence in quality management.
- Retail concepts include Centrepoint, Babyshop, Splash, Shoemart, Lifestyle, Max Fashion, Home Centre, Home Box, Emax, and UAE's first food discounter Viva.
- Since 2017, we have consistently achieved the certified Great Place to Work status yearly.

UAE







PEOPLE, CULTURE AND EMPLOYMENT

- Employs a strong workforce of over 8,000 employees in the UAE, with more than a third of employees being women.
- We have 97 nationalities across the group to serve our diverse customer base.
- There is a focus on Landmark's values, specifically through the iLEAD framework, to empower their employees and adhere to guide business decisions; it focuses on integrity, listening, empowering, adapting, and delivering.
- Our retail learning programs have positively impacted the growth of our organization, benefiting a remarkable 14,000+ employees. 70% of our Store Leadership employees have risen through our ranks.
- Landmark Clinic/ Smart Clinics – launched in UAE 2021 in partnership with Health Hub, offers our employees 100% free medical care.
- We have been certified GPTW since 2017. In 2023, five Landmark Group brands—Splash, Centrepoint, Shoemart, Babyshop, and E-max—have been awarded the Great Place to Work Certification(s) and ranked amongst the Middle East's top 20 Best Workplaces list.
- Our flexible work options empower you to create a harmonious balance between work and personal commitments.
- The Landmark Happiness Movement has enabled us to understand and connect deeply with our employees. Our 'care' for employees has been a central thought in designing policies and the new workplace.
- Honored with the Dubai Government Excellence Award for Human Resources Management and recognized as a Global Lighthouse Network Lighthouse by the World Economic Forum.



SOCIAL IMPACT IN UAE

- Landmark Group collaborates with various local and global charitable organizations such as UAE Red Crescent, Al Jalila Foundation, Dubai Cares, UNHCR, Big Heart Foundation, and Sheikh Mohammed bin Rashid Al Maktoum Humanitarian and Charity Establishment to extend its social reach, focusing on education, wellness, and disaster relief.
- Landmark Group launched the Beat Diabetes initiative was launched in 2009 in the UAE as part of the Landmark Group's Corporate Social Responsibility. Since its launch, the initiative has engaged 100+ partners, over 550 thousand blood tests, and over 24,000 volunteering hours.

SUSTAINABILITY

- Landmark Group has adopted a science-based holistic approach to carbon accounting, covering Scope 1, 2, and 3 emissions. This methodology enables the measurement of emissions, water, and waste for approximately 40,000 product types across their brands.
- The company has a strategic roadmap to achieve net-zero emissions by 2040.
- The group collaborated with Siraj Power, a leading provider of distributed solar energy in the GCC region, to enhance its commitment to sustainable practices. Plans to expand its existing solar capacity of 8.3MWp by an additional 2.1MWp, aiming for a total capacity of 10.4 MWp by the end of 2023.
- The group achieved a 10% reduction in energy consumption in the past five years, aiming for netzero emissions by 2040.
- Landmark Group has partnered with leading banks in the UAE to secure \$400 million in sustainable finance to fund its sustainability initiatives. These partnerships will help Landmark Group to reduce its carbon emissions and water consumption, invest in renewable energy and energy efficiency measures, and track its environmental and social performance.



ENTREPRENEURSHIP AND INNOVATION

- The fully automated Mega Distribution Centre at JAFZA, Dubai, is a testament to Landmark's strides in logistics.
- Operates the MENA region's largest privately-owned logistics and distribution hub and offers 3PL Logistics services through its Mega Distribution Centre at JAFZA, Dubai, under the brand name Omega Logistics.
- The Omega DC is a logistics and distribution hub for the region. It is vastly automated and has over 6,000 solar panels, producing 4,200 megawatt-hours of energy annually.
- The Omega DC is designed to process 300 million units annually. It can handle pallets, cartons, pieces, and garments-on-hanger (GOH) and has a storage capacity of up to 2.2 million cartons and 2 million GOH.
- VIVA is the first UAE food discounter in the region operating on a discount model, offering the highest quality products to its customers at the lowest price.
- In sync with the UAE's digital transformation objectives, e-commerce constitutes a rapidly growing segment of Landmark UAE's operations, with the group achieving double-digit growth in e-commerce annually.
- Recognizing the significant role of digital platforms and innovations, Landmark UAE is intensifying its efforts in integrating technology across its retail and hospitality ventures to meet its customers' contemporary needs and stay ahead in the competitive market.