

## LANDMARK HOSPITALITY

The Landmark Group has also diversified into the leisure, food, and hotel segments under the division Landmark Hospitality. Through this division, the Group offers its customers the best fine and casual dining, educational and recreational family entertainment centers, Fitness centers, and affordable hotels.

- Foodmark began in the UAE and expanded its reach to Qatar and KSA.
- Citymax Hotels started in the UAE, diversified its approach with six locations, and incorporated a restaurant and beverage-led strategy.
- Fitness First, initially in the UAE, now operates in KSA, Kuwait, Bahrain, and Qatar. However, its Jordanian branches remain closed.
- Landmark Leisure started in the UAE, extending its reach to Oman, Kuwait, Bahrain, and KSA.

### First Store Openings

- Foodmark: Carluccio's, Dubai Marina Mall, April 2010.
- Citymax Hotels: Al Barsha, May 2010.
- Fitness First: 2006.
- Landmark Leisure: 2009.

### Key Achievements and Opportunities

- Foodmark is an early adopter of Chatfood and dark kitchen concepts.
- Citymax Hotels have expanded across the UAE, including outdoor catering, home delivery, and the introduction of new restaurant/bar concepts.
- Fitness First introduced ladies-only clubs, dual reception/mixed clubs, and an advanced fitness app.

### Key Data Points

- Foodmark has 29 restaurants.
- Citymax Hotels 6 locations.
- Fitness First: 56 clubs, 46 locations
- Landmark Leisure: 77 outlets.
- Customer Engagement: Foodmark (20 million), Citymax Hotels (10 million), and Fitness First (60,000+ members).

### Geographical Presence

- Foodmark: 27 restaurants across the UAE, Qatar, and KSA.
- Fitness First: 33 clubs in UAE, 5 in Kuwait, 4 in Bahrain, 6 in KSA, 1 in Qatar.



### SOCIAL IMPACT AT LANDMARK HOSPITALITY

- Citymax Hotels: Involved in recycling campaigns, environmental projects, and e-waste recycling drives.
- Fitness First: Promotes inclusivity, wellness programs, active lifestyle engagements, and community outreaches.
- Landmark Leisure: "Share your joy give a toy" campaign, bringing joy to Syrian refugee camps, with positive feedback from customers and employees.
- Partnerships: Collaboration with renowned entities like Dubai Sustainable Tourism, Emirates Environmental Group, and Dubai Police.



KUWAIT

BAHRAIN



QATAR



UAE



KSA



OMAN



## SUSTAINABILITY

### ENVIRONMENTAL SUSTAINABILITY APPROACH

- Energy Management: Adopted energy efficiency plans.
- Water Management: Comprehensive conservation and reuse strategies.
- Waste Management: Emphasis on recycling and reusing.
- Purchasing Management: Prioritizing sustainable and local goods.
- Community Support: Active involvement in social and environmental initiatives.
- Compliance: Staff certifications, events minimizing waste, and efficient resource use.

### KEY PARTNERSHIPS IN SUSTAINABILITY

- Collaborations with Emirates Environmental Group, Dubai Sustainable Tourism, Dubai Can, Red Crescent, Beat Diabetes, and inclusive package offers for special needs children.

### LEADING TECHNOLOGIES IN SUSTAINABILITY

- Motion Sensor Lighting: Enhanced energy efficiency.
- Digital Guest Registration: iPads at receptions, reducing paper use.
- Waste Solutions: Efficient compactor machines.
- Paperless Mission: Transitioning to a digital environment.
- Blockchain: Streamlined contracting processes.
- Smart Energy Management: Advanced solutions for optimized energy consumption.