

PLEX Management Services, by  Al-Futtaim malls



# ARABIAN CENTER MALL



  
In the heart  
of every  
family



# A ONE-STOP DESTINATION FOR FAMILIES



Arabian Center Mall is a premier leisure and lifestyle destination where there's always something to do for the entire family. There are over 200 retailers ranging from clothing, home furnishings, electronics, jewellery, perfumes, and fashion accessories to family entertainment, along with a Lulu Hypermarket at the mall. Located on two levels, Arabian Center Mall offers more than 96,000 square meters of space and 1,500 parking spots for visitors.

Arabian Center Mall provides wholesome entertainment for everyone in the family - from the latest movie experiences at Cinema City, its 8-screen digital movie hub to letting kids participate in stimulating and challenging fun activities.

For more information visit, [www.arabiancenter.com](http://www.arabiancenter.com)





## REACHING OUT TO A WIDER AUDIENCE

Al-Futtaim Malls Asset Management division, PLEX Management Services, manages Arabian Center Mall. Currently, the division delivers full Asset Management including Leasing, FM, Finance, EIT, TRD, RDT, HR, CS, and Marketing Services with specialized team of industry experts.

PLEX promises to provide its partners with continuous growth and long-term value by attracting boarder audience and implementing global best practices and deploying Al-Futtaim Malls' deep understanding of mall management and retail dynamics.

## OUR PHILOSOPHY

### IN THE HEART OF EVERY FAMILY

We understand our visitors and families visiting us even better. Arabian Center Mall has always focused on family experiences taking them to the heart of communities. By leveraging the most significant advantage of its physical location, the mall has enriched the shopping experience offers with other social experiences that emphasize the character of the mall.



In the heart  
of every  
family



IT'S A MALL OF  
**OPPORTUNITIES  
FOR RETAILERS**



Is Arabian Center Mall an excellent place to open your own business? Whether you are a first-time merchant or an experienced merchandiser, we offer short-term specialty leasing opportunities. Stand-alone stores, carts and kiosks, as well as advertising and sponsorship opportunities - we have the space to promote your business.

- POSITIVE OPERATING ENVIRONMENT
- GREAT TENANT MIX
- TOP MAKEUP & FRAGRANCE BRANDS
- LEADING FASHION BRANDS
- LULU HYPERMARKET
- VARIETY OF DINING OPTIONS
- CINEMA CITY - 8-SCREEN DIGITAL MOVIE HUB
- HOMES R US FURNITURE



# OUR LOCATION

## THE CATALYST FOR YOUR BUSINESS GROWTH

Located off Airport Road, in Al Mizhar area, the mall can be reached via Sheikh Mohammad Bin Zayed Road and Emirates Road, making it easily accessible for visitors from all emirates and residential communities.

**Key residential and commercial areas within a 15 km radius of the mall.**

- Al Mizhar
- Al Muhaisnah
- Al Khawaneej
- Mirdif
- Al Warqa
- Al Qusais
- Al Twar
- Umm Ramool
- Rashidya
- Garhoud
- Nad Al Hamar
- Nad al Sheba
- Al Jaddaf
- Dubai International City
- Dubai Silicon Oasis



### 6 minutes from Centerpoint (previously) Rashidiya Metro Station

A rapid transit station on Dubai Metro's Red Line



### 7 minutes from Dubai International Airport

The world's busiest airport.



### 10 minutes to Dubai Safari Park

Dubai's premier eco-friendly projects and landmark entertainment destination.



### 20 minutes from the iconic Burj Khalifa

Dubai's most visited tourist attraction.



### 20 minutes from Dubai World Trade Center

The region's leading events venue for over 40 years.



### Al Qusais Pond Park

20 minutes away.



# WELCOME TO ARABIAN CENTER MALL

A FAST-GROWING FAMILY DESTINATION

## 200,000+

HOUSEHOLDS IN THE PRIMARY AND  
SECONDARY TRADE AREAS.



## 2.5 MILLION

POPULATION OF PRIMARY AREAS, SECONDARY  
AREAS AND NORTHERN EMIRATES.

### PRIMARY TRADE AREAS (168,819,192.48 SQ.M.)

**Over 467,000 residents**

Core customer is within 0-5 km radius of the mall, is highly affluent, comprises a sizeable population of Emiratis, are family-oriented and seeks choice and convenience. Therefore, there are high choices of malls in these trade areas (Deira & Mirdif).

#### PRIMARY

- Al Mizhar • Al Khawaneej • Muhaisnah • Mirdif • Al Warqa • Oud Al Muteena
- Al Rashidiya • Nad Al Hamar

### SECONDARY TRADE AREAS

**Over 1,944,904 residents**

The core customer is within a 5-10 km radius - an upwardly mobile customer who seeks a different retail mix or shopping destination. Unique, entertaining and lifestyle-oriented offerings appeal to this mostly expat family customer.

#### SECONDARY


- Sharjah • Al Qusais • Al Twar • Umm Ramool • Al Garhoud • Dubai International City

### TERTIARY TRADE AREAS

**Over 1,236,000 residents**

5% of Dubai's population commute for work or leisure. This provides an opportunity to deliver to this segment a combination of convenience and retail offer – the appeal of a 'last stop', or a 'rest stop' destination.

#### TERTIARY

- Bur Dubai • Karama • Oud Metha • Deira North • Deira South • Al Barsha • Al Satwa
  - Business Bay • Ras Al Khor • International City • Global Village • The Villa • Motor City
  - Sports City • Dubai Investments Park • Umm Suqeim • Dubai Marina
  - Jumeirah Lake Towers • Discovery Gardens
- 

## AL MIZHAR COMMUNITY

An Arabic word which means 'blossom', Mizhar is a popular gated residential community comprising contemporary three-bedroom townhouses located on the corner of International City. This suburb within Dubai is perfect for large families due to the size of the homes. Near the Sharjah border, Al Mizhar is one of the southernmost regions of Dubai. It is a large community comprising two sub-communities, Al Mizhar 1 and Al Mizhar 2. One of its most distinguishing features is its proximity to Mushrif Park, one of Dubai's largest parks. In addition, there are primarily villas available for rent or investment in the community for people looking to live there. As a result, the community has, over the years, seen a rise in popularity. Furthermore, the district has a family-friendly vibe due to its proximity to parks, malls and schools.

# 4.3 MILLION SQ.M.

TOTAL AREA

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# 200,000+

HOUSEHOLDS IN THE PRIMARY & SECONDARY TRADE AREAS.

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# 5,900+

HOUSEHOLDS WITHIN AL MIZHAR COMMUNITY ONLY

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## EDUCATION

There are 39 schools in PTA close to Arabian Center Mall, 7 of which are located in Al Mizhar community. Catering to 70,000 students overall. The neighborhood has some of the best British, American, Indian, Pakistani and International curriculum schools. They include the School of Modern Skills, Greenwood International School, Dubai Arabian American School, Dubai Modern Education School, Al Mizhar American Academy, Arab Unity School, North American International School, Mirdif American School, GEMS Royal Dubai School, and GEMS Founders School.

# ARABIAN CENTER

OUR FIGURES SPEAK VOLUMES



**82%**

ANNUAL  
RESIDENTS

**20+**

RESTAURANTS  
& CAFES

**7.7+ MILLION**

ANNUAL  
FOOTFALL

**56,555 SQ.M.**

GROSS LEASING  
AREA

**200+**

BRANDS

**1,500**

PARKING  
SPACES

**600+**

FOOD COURT  
SEATING

**AED 18.8 BILLION**

RETAIL MARKET POTENTIAL IN PRIMARY  
AND SECONDARY TRADE AREAS  
(PTA has the highest share of AED 14.1 Billion)



OUR

## CUSTOMER PROFILE

MAKES A WORLD OF DIFFERENCE



### THE SHOPPERS

Mid to high net worth & established residential areas and surrounding educational facilities. Arabian Center Mall is the preferred choice for over a quarter of a million high-income homes of locals and expats from the region and worldwide.

### SPENDING PATTERNS

Young Families with children from the largest group within Arabian Center Mall shopper base with an average spend of AED 590.

### DIGITAL CUSTOMERS

With over 100,000 fans on our social media channels, Arabian Center Mall is one of the well engaged shopping malls in Dubai.

GENDER

58%

MALE

42%

FEMALE

AVERAGE AGE

33 YEARS



INCOME

AED 30,100

AVERAGE HOUSEHOLD  
INCOME PER MONTH

NATIONALITIES

UAE Nationals	35%
Expat & GCC Arabs	28%
Asians	32%
Westerners	2%
Others	2%



48%

MARRIED WITH KIDS

4.7 AVERAGE HOUSEHOLD SIZE  
WITH 2.1 CHILDREN



# The Perfect Mix





# SHOP



**DUBAI'S LEADING COMMUNITY MALL AND FAVORITE DESTINATION FOR FAMILIES.**

Welcome to a unique world of great shopping. Arabian Center Mall is home to more than 150+ retail stores ranging from clothing to home furnishings, electronics, jewelry, perfumes, fashion accessories, and health & beauty.



# DINE



**A VOYAGE THROUGH TASTES WITH UNIQUE DINING EXPERIENCES.**

Whether one prefers traditional Arabic, colorful Indian, modern Chinese, or fast American, one can find a variety of restaurants, diners, cafes, and coffee shops from around the world.



# ENTERTAIN



**GREAT ENTERTAINMENT FOR EVERYONE IN THE FAMILY.**

From catching the latest blockbusters at Cinema City an 8-screen digital movie hub to letting children enjoy stimulating and challenging fun activities, there's always room for more at Arabian Center Mall Cinema city.



# MAKE A STATEMENT



Check out the latest trends for everyone in the family. Discover an unbeatable array of fashion for men, women and children from top international brands, giving you much to choose from. Refresh your wardrobe and constantly reinvent your style with curated modern footwear and accessories collections. And for that final stride of elegance, there's a whole glittering world of jewellery and perfumes.

**SKECHERS**

**crocs™**

**adidas**

**babyshop**

**mothercare**

**Brands For Less**

**OUZAN**  **اوزان**

**FARADA**  
MILANO

**KIKO**  
MILANO

**NINE WEST**

**جوهرة**  
**Jauhara**  
Jewelers Since 1907

**next**

**MAGRABi**  
1927  
NOW

**ALDO**

**الجابر للنظارات**  
**Al Jaber Optical**

**Splash**

**Bath & Body Works**

**RITZ**

**claire's**

**MANDOOS**  
JEWELLERY & WATCHES

**MAC**

**H&M**

**max**

**CHARLES & KEITH**

**damas**

**CAVALLO**

**AMAL**  
SINCE 1981

# ANCHOR & MINI-MAJOR RETAILERS



Arabian Center Mall offers a range of stores that aim to make your everyday choices broader and more accessible.



**Where the world comes to shop safely.**

LuLu offers an ultra-modern shopping ambience by integrating all conceivable needs of the consumers under one roof. LuLu Hypermarket provides an array of international and regional brands.



**One-stop store for a stylish home!**

Fusing modern-day needs with consumers' varying lifestyles, Homes r Us offers a stunning variety of furniture, decor and accessories for homes and offices.



**Get all your houseware equipment.**

Waayan Houseware trading is one of the most trusted names in houseware items, furniture, kitchenware, household equipment, baking items & baking tools.



**High Street fashion at prices everyone can afford!**

Matalan is one of the UK's leading department stores that offers up-to-date ladies', men's and children's fashion, quality homewares, and footwear – all under one roof.



**More Fashion. More Value.**

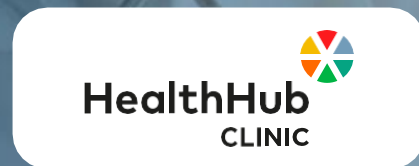
The Emirati fashion brand is the leading value-fashion retailer in the region. It offers its own-label apparel for men, women and children, footwear and home accessories at great prices.



**More Fashion. More Value.**

The No.1 Fashion Store in Saudi Arabia offers a pleasant shopping experience with an excellent variety of clothing, footwear, homeware products, accessories, cosmetics and household items at unbeatable prices.

# SPECIALTY SERVICES



**PRIME MEDICAL CENTER** Centered Around Your Health.  
The medical center delivers multi-speciality out-patient services ranging from General Practice to Super Specialty, supported by complete diagnostic facilities all under one roof.

**HEALTHHUB CLINIC BY AL FUTTAIM** The best healthcare clinic in UAE.  
HealthHub multi-speciality clinic gives you access to the best medical services and facilities with advanced diagnostics, proven medical expertise and specialized services that work together for your well-being.

**DERMAZONE** Aesthetic beyond expectation.  
A premium clinic that sets a new standard in Aesthetic Treatments in the UAE. The center offers high-quality Dermatology, Dental, Laser, nonsurgical aesthetic treatments, Body Slimming, etc.

**ADVANCED SPECIALISTS MEDICAL CENTER**  
Bringing patients a smile.  
Under the professional care of trained and well-experienced staff, physicians, therapists, and nurses, the center offers wide-ranging treatments and therapies for the skin, teeth, ENT, women and children's health.

**DUBAI STAR POLYCLINIC** It is all about your beauty.  
The clinic's highly qualified doctors and experienced team cater to all types of Dental and beauty care and ensure the best aesthetic and functional results.

**FITNESS 360** World Class Gym that's affordable.  
Fitness 360 is all about being fit and lifestyle changes. We develop and design a unique approach to attain a balance between lifestyle and fitness that aims to develop the skills and confidence to lead healthy, happy and productive lives.

## ADDITIONAL SERVICES

**AMER** One-stop solution for Dubai visa & residency services  
The center provides typing services for all immigration documents, including TADBEER, Emirates ID, insurance, and medical records. It also provides Amer and Tas-heel Services, Translation, Business Setup, and Immigration VISAs.

**BELHASA DRIVING CENTER** Want a Dubai driving license?  
Dubai's futuristic driving school maintains an extensive fleet of more than 1000 modern automobiles and has highly experienced names in professional driving.

**EMIRATES DRIVING INSTITUTE** The largest Driving Institute in Dubai!  
EDI is the largest and the most successful Driving Institute in Dubai and the Middle East. EDI provides Driver License Acquisition Training Courses using its fleet of over 500 vehicles.

**GALADARI DRIVING CENTER** Best Driving School in Dubai.  
The school's highly experienced driving instructors will ensure the student's driving success while enabling them to become safe drivers.

# A GASTRONOMIC VOYAGE OF GREAT INDULGENCES



Arabian Center Mall takes its visitors on a culinary journey with a fusion of flavours ranging from traditional Arabic to colorful Indian, modern Chinese to fast American; all served in a lively ambience. Hard-core foodies can look forward to a range of tempting choices of great treats at the most famous restaurants and cafés and endless options at the spacious food court.



# GREAT ENTERTAINMENT WITH A TWIST



When it comes to complete entertainment, Arabian Center Mall offers some great avenues for everyone in the family.



## ARABIAN EXPRESS

Boarding call for an exciting train ride.

It's a train ride through the mall. The colourful carriages connected in together chug their way through, letting everyone enjoy a fantastic ride together.



## CINEMACITY

Catch the latest blockbusters in town!

This multiplex boasts 8 digitally equipped theatres, a brand-new VIP cinema, and a Club Class theatre that takes the movie experience to the next level.



## FUN CITY

Come & play!

The indoor playground maintains the highest safety standards and has highly trained staff to ensure the child's safety. Its multi-level soft play area features climbing frames, colourful ball pools, crawl tunnels and giant slides.



## Airmaniax

Air Maniax, the UAE's first large-scale indoor Inflatable and adventure park, offers a vast range of activities for all ages from 2 to 65 years. The multi-activity sports and recreational facility is an indoor recreation hub with slides, a giant trampoline zone, and a cafe, all decorated with street art.

# SIGNATURE SERVICES



## OTHER SERVICES



### CONCIERGE

The mall offers a full-service Concierge providing excellent services and an array of superior amenities.



### PRAYER ROOMS

A calm and undisturbed atmosphere designed solely for prayers and spiritual activities.



### BABY CARE ROOMS

Our convenient and safe infant care facilities include a changing station and comfortable seating for breastfeeding mothers.



### WHEELCHAIRS & BABY STROLLERS



### TAX REFUND

Buy anything here at a tax-free rate, or extremely low rates of taxes.



### CAR WASH



### ABU DHABI COMMERCIAL BANK BRANCH

Access a host of banking solutions for your daily and long-term needs & enjoy the convenience of ATM bank services from six banks.



### MONEY EXCHANGES

For your convenience, we present Al Ansari and LM Exchange - the leading and most trusted Money Transfer and Currency Exchange companies in the UAE.



### WASEL VEHICLE TESTING

A convenient solution for all your vehicle testing & registration needs.

## DELIVERY SERVICE (Coming soon)

### DROP & COLLECT SERVICE

Visitors can drop their shopping bags at this safe and secure place for a hassle-free shopping experience.

### UNLIMITED FREE WIFI

Explore the world for free while being here.

### VALET PARKING

Visit the mall without having to worry about parking.

### EV STATION

Enjoy free EV stations at multipliable locations in the mall parking area.

### MAXGUARD AUTO SERVICES

Find the real protection for your car.

### UDRIVE CAR SHARING

Drive yourself home with an easily accessible car-sharing service.

# First Floor



Prayer Rooms

Escalators/Travelators

Lift

Toilets

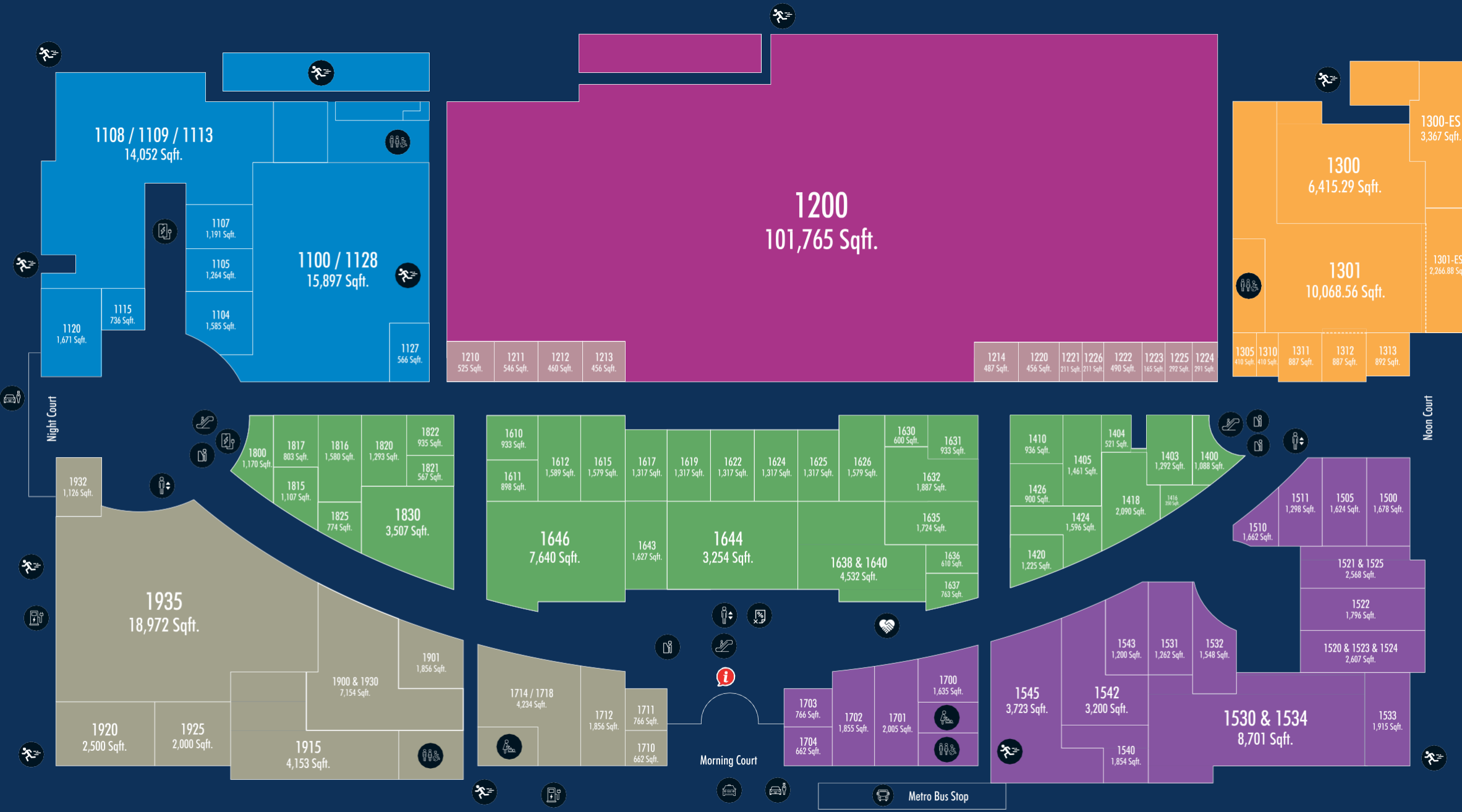
Mother & Baby Care Rooms

Taxis

ATM

Emergency Exits

# Ground Floor



Prayer Rooms

Escalators/Travelators

Lift

Toilets

Mother & Baby Care Rooms

Taxis

ATM

Emergency Exits


# LET'S TALK



## SHABNAM BOUSHEHRI

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# LET'S BE SOCIAL



SCAN TO VIEW OUR  
E-BROCHURE



STAY CONNECTED

SCAN  
TO FOLLOW US



ON SOCIAL MEDIA



**+3,000 Unique Visits**  
Per month



**Unlimited  
wi-fi access**



**Integrated Marketing  
Campaigns**



**Customer Intelligence**  
Salesforce & Aislelabs



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