

# About Landmark Group

Founded in 1973 with a single store in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organisations in the Middle East. An international, diversified retail conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1,200 outlets encompassing a retail presence of over 18 million square feet across the GCC, Jordan, India, Egypt, Turkey, Lebanon, Kenya, Sudan, Yemen, Libya, Nigeria and Pakistan. The Group employs over 40,000 employees.

The Landmark Group provides a value-driven product range for the entire family through a diverse portfolio of core retail brands. Centrepunkt (a destination bringing together the Group's core retail brands), Babyshop (one-stop destination for kids between 0-16 years); Shoe Mart (multi-brand footwear and accessories store); Splash (multi-brand fashion retailer); Lifestyle (home décor, fashion accessories, beauty products, gifts and much more); Beautybay (beauty, health and well-being store); Iconic (fashion, art, make up, salon, café, and gadgets); Home Centre (a complete home experience); Q Home Décor, (premium home ware, furniture and home accessories store), Candelite (snacks and confectionery store) and Emax (large format electronics store). Landmark International (a division that includes international franchise brands – New Look, Koton, Reiss and Lipsy); Shoe Mart International Footwear Division (a division that includes franchise footwear brands – Kurt Geiger, Ecco, Pablosky, Dumond, Nose, Radley, Foot Solutions, Steve Madden and Carpisa). The Group also includes value retail brands such as Max (value fashion and footwear store); and Shoexpress (value footwear and accessories store). The offerings have evolved to be the preferred choice for consumers and positioned as 'category killers'.

An international retail company that grows with its customers, the Group continues to capture greater market share in the Middle East. As it ventures into new markets, the company remains focused on the needs of its

## Corporate Overview Document

customers. Quality for Landmark is not a question of price. Across its retail concepts, the company strives to provide value at every price point, a strategy that has helped the Group achieve a consistent annual growth rate of 23 per cent.

The Group was awarded the **Retail Company of the Year** at the Arabian Business Awards in 2010, **Business Excellence award** in the Re-export category at the Mohammed Bin Rashid Al Maktoum Business Awards 2008 & 2010, **Retailer of the Year** at the Retail City Awards 2008, the **Middle East Retailer of the Year** at the Retail Middle East Awards in 2007 and 2008, the **Most Admired Middle East Retailer of the Year** and the **Most Admired Retail Company of the Year** at the Retail Middle East Awards 2011.

Besides retail, the Group has also diversified into leisure, food and hotels segments with Fun City (chain of indoor entertainment centres for children and teens); Foodmark (a division that includes franchise and joint venture brands such as Mango Tree, Mango Tree Bistro, Carluccio's, Chi' Zen, Max's, The Meat Company, Tribes, La Gaufrette, Bazerkhan and Ushna; as well as the home-grown brand Wild Ginger and Zafran), Spaces (grooming and relaxation centres), Balance Wellbeing 360 (includes holistic Wellness Club and Balance Café), Citymax Hotels (comfortable budget hotels) and Fitness First (fitness and wellness centres).

The Landmark Group has also created a comprehensive infrastructure including its own logistics and distribution division to support its retail operations. Landmark's Logistics and Re-distribution Centre is one of the largest privately owned and operated re-distribution centres in the Jebel Ali Free Zone. It handles up to 56,000 containers on an annual basis and is spread across a sprawling 3.1 million square feet, equipped with state-of-the-art systems.

A company that is founded on sound ethical fundamentals, the Group also seeks opportunities to contribute to the societies and communities where it operates. Its commitment as a Group to Corporate Social Responsibility (CSR) is not merely about charity, but also about playing a more responsible part in the society, be it within the organisation or towards its stakeholders, environment, society and the world at large.

## Corporate Overview Document

In 2009, the Landmark Group adopted diabetes awareness as part of its long term CSR initiative. An initiative that aims to increase awareness amongst people regarding the condition, Beat Diabetes was kicked off in the UAE. Today 'Beat Diabetes' has a presence seven countries namely UAE, Kuwait, Oman, Qatar, Bahrain, KSA and India. In 2011 over 35,000 people walked with the Group for the cause and free blood glucose tests were conducted for over 40,000 people.

In India, the Group's Chairman, Micky Jagtiani initiated the LIFE Trust programme (Landmark International Foundation for Empowerment) in 2000. LIFE focuses on rehabilitating the less fortunate through various programmes and initiatives such as delivering non-formal education in rural areas, setting up health centres in urban slums as well as training centres for the underprivileged youth and imparting life skills training.

For further information, please visit [www.landmarkgroup.com](http://www.landmarkgroup.com)