



Founded in 1973 with a single store in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail and hospitality conglomerates in the Middle East and India, with a growing presence across South East Asia and Africa. Consistently striving to deliver exceptional value, Landmark Group has over **42,000 employees**, operates over **2200 outlets** with a retail presence of over **30 million sq. ft.** across **24 countries**.

**Retail:** Centrepoint (a destination bringing together the Group's core retail brands), Babyshop (one-stop destination for kids between 0-16 years), SHOEMART (multi-brand footwear and accessories store), Splash (multi-brand fashion retailer), Home Centre (home furniture and accessories), Lifestyle (home décor, fashion accessories, beauty products, gifts and much more), Emax (large format electronics store), Shoe Mart International Footwear Division (a division that includes franchise footwear brands – Kurt Geiger, Ecco, Pablosky, Steve Madden, Aerosoles & Carpisa), VIVA (UAE first food discounter) and Styli (the Group's first online-only fashion offering).

The Group also includes value retail brands such as Max (value fashion and footwear store), Shoexpress (value footwear and accessories store) and Home Box (value furniture & home furnishings). The offerings have evolved to be the preferred choice for consumers and positioned as 'category killers'.

### **Landmark Hospitality**

The Group has also diversified into leisure, food, wellness and hotels segment with Landmark Leisure (chain of indoor entertainment centres and confectionary stores for children and teens, operating with Fun City, Fun Ville and Fun Works), Foodmark (a division that includes franchise and joint venture brands such as Carluccio's, Max's and Nando's; as well as the home-grown brand Zafran), Balance Spa & Salon, Fitness First (fitness and wellness centres), and Citymax Hotels (comfortable budget hotels).

### **Loyalty programme**

Two of the largest retail loyalty programmes, Shukran in the Middle East and Landmark Rewards in India are testament to the Landmark Group's commitment and passion towards enhancing its relationships with customers across diverse brands. Both programmes offer a world of privileges to its members including added value, enriching rewards and an enhanced customer experience. The programme includes over 43 brands and has over 30 million loyal members.

### **Logistics and distribution**

Landmark Group has created a comprehensive infrastructure including a full-fledged logistics and distribution division to support its retail operations. The Group has a total warehouse space of over 9.3 million sq. ft. spanning across GCC and Levant. The Group's Logistics and Re-distribution Centre is one of the largest privately owned in the Jebel Ali Free Zone and Dubai encompassing 3.1 million sq. ft. As a high-volume retailer, the Group also operates the MENA region's largest privately-owned logistics and distribution hub. The state-of-the-art Mega DC is designed to process 300 million units per year, interchangeably handling pallets, cartons, pieces and garments-on-hanger (GOH). Built with a storage capacity upto 2.2 million cartons and 2 million GOH, the new distribution centre has 10 automated and 3 manual docks to receive over 74,000 cartons per day.



### **Corporate Social Responsibility**

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 (customers, partners and employees), environment, society and the world at large.

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 in seven countries namely UAE, Kuwait, Oman, Qatar, Bahrain, KSA and India.

**For more details, log on to: [www.landmarkgroup.com](http://www.landmarkgroup.com)**