



Press Release

Emaar Hospitality Group is world's first hotel chain to win ISO 28000: 2007 certification for its Security Management System

Dubai, UAE; January 3, 2017: Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties PJSC, is now the world's first hotel chain to secure the ISO 28000: 2007 certification from British Standards Institute (BSI) for its Security Management System.

Following an intense review of the security supply chain management system, BSI awarded the prestigious certification, valid for three years, which underlines Emaar Hospitality Group's competencies and readiness in implementing appropriate controls to manage potential security threats – both tangible assets such as our buildings as well as our information and data security.

Chris Newman, Chief Operating Officer of Emaar Hospitality Group, said: "As the only certifiable standard available today, focusing on a holistic Security Management System, winning the certification is a strong statement on our capabilities to mitigate safety & security risks proactively. It demonstrates our ability to optimise operational & capital expenditure, and manpower management, contributing to our strong financial fundamentals and our commitment to deliver superior guest experiences. We are committed to ensuring that our supply chain is secure, resilient and well-managed at all touch-points, and will continue to build on this prestigious citation."

The ISO 28000 framework evaluates security as a core business function and integrates security prerogatives across all activities. The BSI team reviewed the Security Management System for how Emaar Hospitality Group manages security risks and the processes the Group has put in place to mitigate any potential threats.

The ISO 28000: 2007 certification positions Emaar Hospitality Group to integrate and seamlessly manage Information Security, Health & Safety and Business Continuity across all its operations. It also supports the Group in our expansion plans to new geographies as it creates a robust framework to put in Security Management Systems with efficiency and reliability.

In addition to the cost efficiency, the certification highlights Emaar's improved asset management strengths, and assures great competitive and commercial advantage. Adding to its brand equity, the certification assures that Emaar Hospitality Group sets its security standards as well as the safety aspects of all the services as per international standards.

Adopting a business-centric approach to risk management through professional decision-making, the certification will further drive Emaar Hospitality Group to eliminate any inefficient resource management practices, and brings greater accountability and transparency across its operations.

Emaar Hospitality Group has defined its credentials in the hotel industry with its three hotel brands, each with a distinct niche – The Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels. The certification covers all hotels and serviced residences under these brands as well as the leisure assets of Emaar Hospitality Group including Arabian Ranches Golf Club and Dubai Polo & Equestrian Club.

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Note to Editors

About Emaar Hospitality Group:

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar's hospitality and leisure projects across the region.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf retreats, a polo and equestrian club, marina and yacht club and lifestyle dining outlets.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – The Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

The Address Hotels + Resorts, a premium luxury hotel and residences brand, brings a fresh identity to the hospitality and service sector of Dubai and the region. The Address features a bouquet of experiences providing unique benefits for business and leisure travellers within its properties. The Address Hotels + Resorts is set to operate hotels and serviced residences in Egypt, Turkey, and Bahrain, apart from expanding its presence in Dubai.

An upscale boutique lifestyle hotel and residences brand, Vida Hotels and Resorts is a refreshingly different concept for the new generation of business executives, entrepreneurs and leisure travellers. The hotels create a stimulating environment for the younger generation. Vida currently operates two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai. Vida Hotels and Resorts is set to operate a hotel and serviced residences in Bahrain and other key markets in the region as well as in Dubai.

Rove Hotels is a contemporary new midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. Rooted in culture and design-influenced, Rove Hotels celebrate the very heartbeat of the city with its unique approach to delivering value hospitality experiences for the young and young at heart global traveller, who explores without borders. The first project in the Rove Hotels portfolio is Rove Downtown Dubai, which opened doors in May 2016.

The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club and Dubai Polo & Equestrian Club.

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