

E max

Electronics Simplified

MARKET

Emax is the fastest growing electronics retail chain in the Middle East and an integral part of the US\$3.8 billion Landmark Group, the region's leading retail and hospitality conglomerate. The

Landmark Group has a diverse portfolio of retail and hospitality brands including Centrepoint, Babyshop, Splash, Shoe Mart, Lifestyle, Beautybay, Iconic, Home Centre, Q Home, Emax, Max, Shoexpress, Landmark International (division which operates the international franchise brands of the Group) and Shoe Mart International (division which operates the international footwear franchise brands of the Group), Fun City, Fitness First, Spaces, Citymax Hotel and

Foodmark (division which operates the own and franchised restaurants of the Group). Emax currently has 26 stores across UAE, Saudi Arabia, Oman, Qatar and Bahrain and has ambitious expansion plans which will see the brand grow to over 33 stores by the end of 2011.

Emax offers customers quality products, world-renowned brands, cutting edge trends and technology at fair prices. With more than 300 brands, and over 100,000 products across twenty categories, accompanied by unparalleled service and competitive value, Emax is a one-stop-shop for all electronics needs. The product range retailed at Emax includes: IT, Mobiles and Telecom, Audio, Video, Photography, Appliances, Gaming, E-accessories, Wellness and Fitness, Do-it-Yourself, Gifting, Personal Care, Home Solutions, Musical Instruments and more.

Gadget enthusiasts know that Emax is the destination for an extensive and ever-changing assortment of technology products.

and services. Since the opening of the first Emax store, in 2005, the brand has grown to become the number one electronics retailer in the UAE. Neelesh Bhatnagar is the CEO of Emax and joined the Landmark

Group in 1997, as CEO of the Group's operations in KSA. It was under his leadership and guidance that the Group has expanded in the Kingdom today with over 300 outlets and employing over 8,000 personnel. In 2006 Neelesh moved to UAE

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billion. Headquartered in Dubai, UAE, Emax operates across the GCC with plans to expand into India, Egypt and the Far East.

As the largest electronics retailer in the Middle East the key to Emax's success is in the variety and choice of products offered in store as well as its exceptional value and competitive pricing. Emax is a local company to the region with international standards, products

Today customer feedback shows that consumers choose Emax over competitors because they can be interactive with the item they are potentially purchasing. Viewing electrical items on shelves and behind cabinets is a thing of the past. The first Emax Big Box store was in Sharjah and raised the bar for electronic retailing with a sprawling three level electronic store of 135,000 sq ft.

The Emax offering is unique in the region as complete solutions are on offer rather than

just products. Everything is clearly laid out in-store and grouped according to lifestyle segments such as photography (SLRs, digital cameras, photographic printers and camera accessories), audio (MP3 docking stations, MP3 alarm clocks, iPods, MP3 players, speakers, stereo systems) IT (laptops, computers, accessories), mobile telephones, gaming (Xbox, Nintendo, Sony Playstation, etc), houseware, kitchenware, home appliances (washing machines, fridges and freezers), to name a few.

Emax strives to offer consumers the best for in-store experience with trained, dedicated sales staff that are knowledgeable on all items in store with technical know-how. The employees are always briefed ahead of a new launch to ensure they have all the hi-tech information and know-how to assist customers. Emax offers excellent warranty packages and insurances to give consumers total peace of mind as part of its after-sales service.

All the Emax stores offer total solutions for all electronics and accessories and showcase the latest technology in the market before any other local competition.

ACHIEVEMENTS

Emax is firmly set to dominate the GCC electronic retail market with an aggressive expansion plan. By the end of 2011, Emax will operate 33 outlets, covering over 2.2 million sq. ft at a turnover of AED 2.2

India, Egypt, Turkey, Lebanon, Sudan, Yemen and Pakistan. The Group employs over 32,000 personnel.

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HISTORY

Emax was introduced to the region in 2006 by the Landmark Group. Founded in 1973 with a single store in Bahrain, the Landmark Group has successfully grown into the region's leading retail and hospitality conglomerate. An international, diversified retail conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1,000 outlets encompassing a retail presence of over 13.8 million sq ft across the GCC, Jordan,

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PROMOTION

In addition to advertising its current ranges in the usual way, Emax creates its own catalogue of offers in the form of a magazine that is distributed to customers through the stores. Emax constantly explores ways to promote the brand through activities at Oasis Centre in Dubai, such as huge prize give-aways that attract a large number of customers.

The stores have an unparalleled range of products along with unbeatable promotions and offers to suit everyone. These offers change frequently to cover all product categories in the store.

Emax provides the most competitive prices in comparison to other electronic

responsibilities in the different fields of work.

To encourage recycling, Emax offers 'cash for mobiles' scheme where customers can exchange their old phones for money which are then recycled.

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BRAND VALUES

Although Emax is growing at a rapid rate, the company never loses sight of its vision of excellence, going by the philosophy of the Landmark Group - "creating exceptional value for all lives we touch". The cornerstone of this philosophy is listening, adapting and delivering exceptional value. Emax is dedicated to providing total customer service as well as quality and value.

Emax is a socially responsible brand and offer schools in the UAE a chance to visit the stores and enjoy a guided tour, along with talks on each section to introduce them to the world of technology and also help them understand the basics of retail. This service

Emax is the only electronics retailer in the Middle East to retail a wide range of non-Electronics in their showrooms such as Home Solutions, DIY, Stationary, Gifting and more.

The Electronics Care Unit, a division of Emax, is the only services department within an Electronics retailer offering a comprehensive package of media conversions, print solutions, IT solutions, extended warranty and much more.

Emax is the only electronics retailer in the region that provides Air Miles, Emirates Skywards Miles and Shukran Points (1.5 million members) on all purchases done at Emax stores.

Emax is a five year old brand in the region yet has registered a ten fold growth in this short time.

The total retail space of Emax if joined across the region would cover sixteen football pitches, or 184,606 32" Lcds.

Emax is renowned for its 'Visit and Win' promotions where walk-in customers are not obliged to make purchases in order to win exciting prizes.

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is offered to all schools throughout the year. Emax sponsors "Tawasol" programme of Sharjah Chamber of Commerce and Industry. It is through this programme orphans can complete their academic education in the University of

Sharjah and achieve their ambitions in order to serve themselves and to depend on their capabilities after being qualified to bear

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www.emaxme.com

Things you didn't know about Emax

Emax is the largest electronics retailer in the Middle East with 26 outlets in Qatar, Oman, Bahrain, United Arab Emirates and the Kingdom of Saudi Arabia.

Emax won the title for Best Organised Gaming Midnight Launch in the Middle East with Call of Duty: Black Ops in first place and Starcraft 2 in second place.

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