



MARKET

Over the last fifteen years, the retail market, especially the furniture and homewares market, has become fiercely competitive. The growth of the country has led to an increase in the inflow of expatriates, which further drove the growth of the housing industry. As a result the demand for furniture and homewares also grew steadily. This development brought about an influx of retailers and operators in this sector that came in with their own formats of stores.

Historically local residents living in villas and large properties have been one of Home Centre's key market segments, supported by its traditionally designed range of furniture and accessories.

This segment is expanding rapidly with the launch and development of numerous community-based projects comprising villas, town houses and apartments. The demand for various types of contemporary, space-friendly and affordable furniture will multiply with the focus on catering to the growing number of expats in the country.

Although much of the perceived property development is currently just on paper, with changing market conditions and major changes in policies, the property market is all set to find its real valuation with expats and locals ready to take occupancy of these properties. This, in turn, is expected to

generate an increased demand for the furniture and homewares industry benefiting players like Home Centre.

Home Centre's MENA region footprint covers all six markets of the GCC – in addition to Jordan and Egypt. That apart, Home Centre's Middle East presence is driven by its strong and growing operations in India. Collectively, as a brand, Home Centre today covers a retail space of over 2.89 million square feet.

ACHIEVEMENTS

Home Centre's key brand achievements are evident from its leadership position as the

country's largest retailer of furniture and homewares and continuously chasing and achieving a double-digit revenue growth, year on year, over the last fifteen years.

Home Centre has also won the award for 'Best Retailer of the Year' and 'Home-Wares Retailer of the Year' for the outlet at the Mall of the Emirates at the prestigious Majid Al Futtaim

Awards 2011. The Road and Transport Authority also awarded Home Centre the Dubai Award for Sustainable Transport in the 'Safe Driving Campaign' category.

HISTORY

Launched in the UAE in 1995 as a Division of the Landmark Group - a retailing giant in the region - Home Centre has emerged as the flagship retail concept of the Group contributing over 30% of the business across the region.

The first Home Centre showroom was launched in Sharjah in 1995. This was followed by the second, third and fourth showrooms in 1999 in Dubai, Abu Dhabi and Fujairah. The growth eventually resulted in the opening of another showroom in Deira in 2005.

The following year Home Centre opened three more showrooms, one each in Ras Al Khaimah, Al Ain and Abu Dhabi. It also proved to be a very eventful year when Home Centre moved into a new corporate office, with its own purpose-built logistics facility at the Jebel Ali Industrial Area. The corporate management of the Landmark Group also moved into this facility.

Further growth opportunities led Home Centre to launch more stores. 2007 saw the launch of additional Home Centre stores in Sharjah and Abu Dhabi. In 2009 the tenth store was launched in the iconic Oasis Centre at Dubai. 2010 saw the launch of more stores at Mirdiff City Centre and the latest store at Dalma Mall on the Musaffa – Tarif – Al Ain highway.

Home Centre today has twelve large format showrooms across the country with a team size of over 1,500, retail space measuring over 750,000 square feet and back-end logistics and office infrastructure totalling over one million square feet in the UAE.

PRODUCT

Home Centre's products make customers feel at home, both literally and figuratively. With over 15,000 categorised products available in store for living rooms, bedrooms, dining, kids rooms, home office, garden and outdoor space in the furniture category to lighting, kitchen accessories, cookware, glassware, bath and laundry, storage, furnishings, gift items, decoratives and a growing

range of eco-friendly products, Home Centre offers one of the widest range in customer appeal and variety.

What makes Home Centre different is not just its range of products but the way they are presented. To help customers understand the true appeal of products as they will appear at home, key product offerings such as living room, bedroom and dining segments are arranged in typical room settings with complete options of accessories and decoratives to bring in the lived in feel.

The styles range from the traditional to modern, contemporary to the transitional, meeting the taste of every nationality, age and budget.

Most products come detailed with all key features, options, accessories available and valuable tips on product care. The use of gondolas and structured shelves and display units further enhance the retail shopping experience through visual appeal.

RECENT DEVELOPMENTS

Home Centre today boasts 71 stores across the Middle East and North Africa region and the Indian subcontinent, covering over 2.89 million sq. ft. of retail space.

The other significant development has been a shift towards corporate social responsibility. Home Centre has raised funds for UNICEF by auctioning off paintings created by talented youth in the UAE in the 5-12 year age group.

Home Centre has been involved at a Group level to raise funds and awareness for various community initiatives. Other activities have been raising funds for the Dubai Cares Foundation and extending support for the Beat Diabetes Walkathon organised by the Landmark Group.

PROMOTION

Marketing and Brand Development exercises are an integral part of Home Centre's forward movement. Home Centre has effectively been using all key media segments for its promotional activities. Brand Campaigns, done on a quarterly basis, are designed to carry

day when one steps out of the house and does not encounter a Home Centre truck before returning back home.

Key revenue generators are its immensely popular and much awaited sale promotions. With its strong belief in providing value for money, Home Centre Sale campaigns are known for their genuine discounts throughout the stores – irrespective of the category and price. The popular Gift Voucher promotion continues to run successfully during the key Dubai experiences – the Dubai Shopping Festival and the Dubai Summer Surprises.

Home Centre organised a series of activities including a special 'Room Makeover' campaign to mark its fifteenth anniversary celebrations in the UAE. The campaign attracted over 3,200 entries from across the UAE. During the campaign, fifteen residents from various emirates in the UAE won a free room makeover worth AED10,000 each. The room makeover was designed to make their space come alive while reflecting their personal tastes and providing a solution for makeover challenges. The USP of the 'Room Makeover' campaign was that it was not a purchase linked campaign and was an innovative way of giving back to the society and adding a personal touch to people's lives through the Home Centre products.

As part of the celebrations, Home Centre also gave away a specially published cook book titled 'Taste of the World' on a minimum purchase of AED250. The recipes were carefully selected from across the world as a tribute to the multi-cultural and multi-national customer base of Home Centre.



friendly and easy to shop environment. The pricing has no hidden costs and comes with the peace of mind that the products bought, as per the brand terms and conditions, will be delivered to their destination with professional installation and after sales support as required.

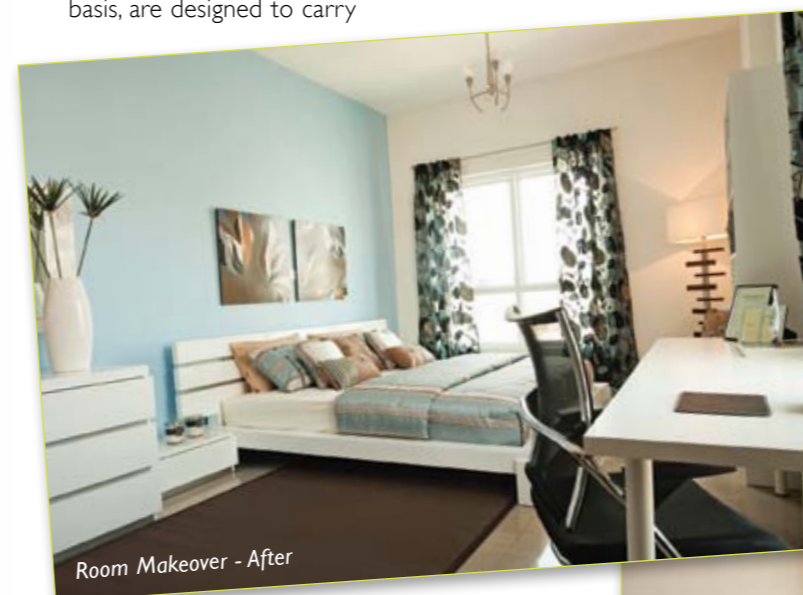
As a mass retailer, the Home Centre Brand offers value for money across its entire range of products. No matter what the budget or variance of taste and customer expectation, it delivers exceptional value in terms of choice and price, to ensure that customers go back with their dreams of a beautiful home fulfilled.

Its mission is to make customers feel inspired with new products, new colours and new themes across its 15,000 product range backed by comprehensive standards of service each time they visit one of its many showrooms.

Its vision is to be one of the biggest and the most loved retailers of furniture and homewares across the Middle East, India and every market it enters.

Its obsession with delivering value to its customers has led it to have a completely dedicated customer service centre to handle all customer needs. It is one of the very few retailers in the industry to be backed by its own strong infrastructure of warehouses, logistics and in house delivery fleets.

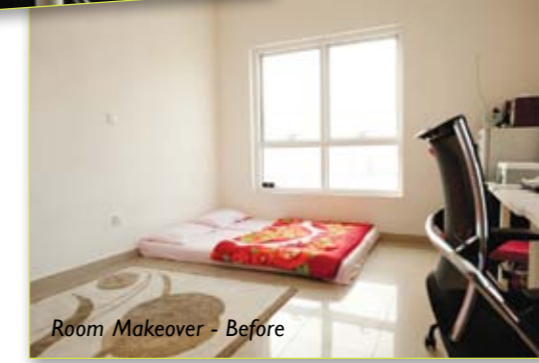
www.homecentre.net



Room Makeover - After

a mix of intense homely emotions, quirky humour and also a fair level of intelligence.

Key amongst the above-the-line promotion is a balanced mix of print, radio, cinema and on-line media where the brand has a strong presence. Amongst below-the-line activities is a strong outdoor presence across the country. One of its strongest brand ambassadors is the classic Home Centre delivery truck. There's hardly a



Room Makeover - Before

BRAND VALUES

The key value for Home Centre is to offer a very wide range of affordable home products in a

Things you didn't know about home centre

Home Centre runs a huge fleet of delivery and other service vehicles. All of which, if lined up nose to tail, would be as tall as the world tallest Burj Khalifa tower.

If you were to purchase one product every minute, it would take you over twelve full days to shop for Home Centre's entire product range.

Home Centre retail space in 2010 spread over 750,000 square feet. With a huge infrastructure support of its logistics and warehousing areas of about one million square feet it is totally equivalent to 30 football fields.

Most consumables of Home Centre in its stores and operations are bio-degradable, from recyclable papers for packaging to bio-degradable shopping bags.