



فرسان سنترال مول
FORSAN CENTRAL MALL

The Epicentre of Khalifa City

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THE EPICENTRE OF KHALIFA CITY

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FORSAN CENTRAL MALL





WHO WE ARE

APR

Who we are

LINE INVESTMENTS & PROPERTY

Line Investments & Property LLC (LIP) is Abu Dhabi-based Lulu Group International's shopping mall development and management arm. Spanning the Middle East and India, our significant shopping centre portfolio anchors our ambitious future.

With comprehensive retail experience across the GCC, our expert team brings, 360-degree retail solutions – from concept to strategic location-sourcing, to design, development, marketing and operations. As leaders in the shopping mall sector, we operate 19 malls internationally as we plan several further properties in new cities and markets.

We manage over 12 million square feet of retail space across the UAE, Qatar, Bahrain, Saudi Arabia, Oman and India. We offer your brand the support it needs to reach new heights.

Operating

19

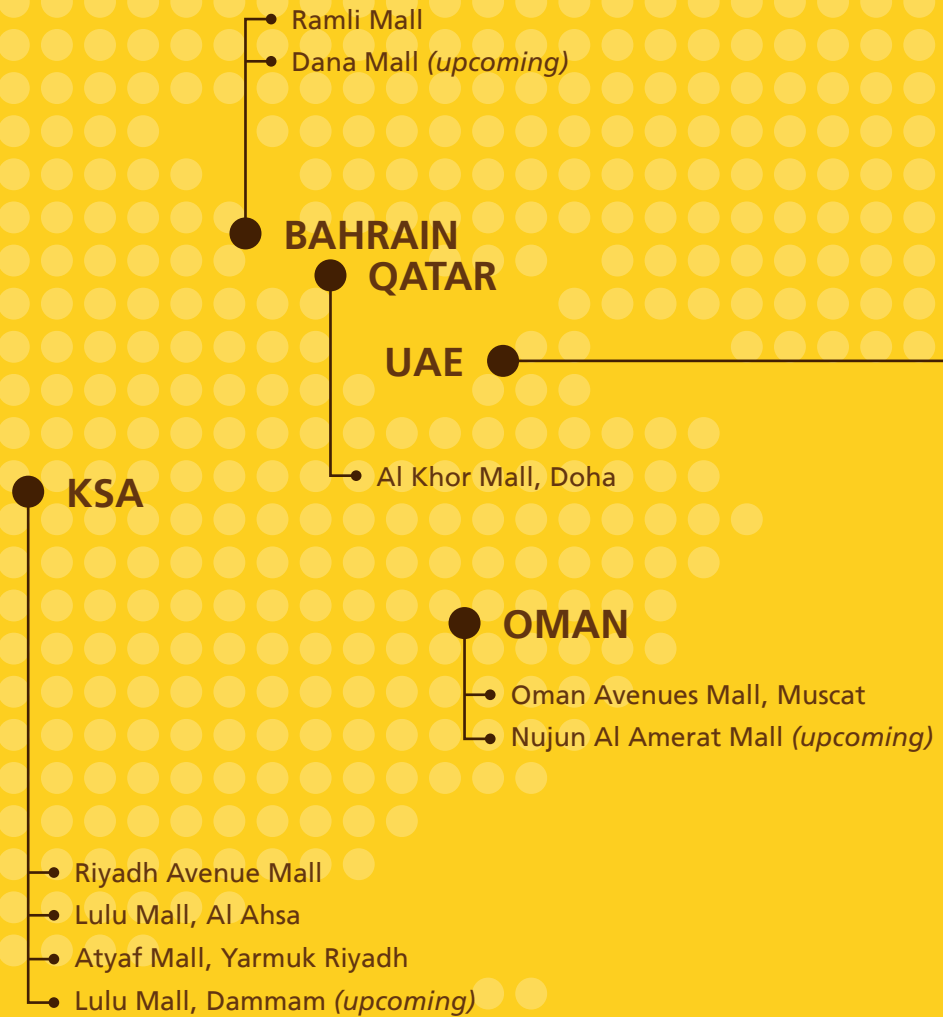
Shopping Malls

Present in

6

Countries

Who we are



125,000,000+

Annual global
mall visitors

12,000,000 sq ft

of retail space

2,000+

Retail stores

OPERATING 19 SHOPPING MALLS PRESENT IN 6 COUNTRIES



5,000

Retailing
brands

6

New projects underway,
adding over 5,000,000^{sq ft}

- Countries Line Investment have a presence
- Line Investments malls



Eleganti Vestiti



Jones

H. PARKER

T.J.S

The image features two women with long, wavy hair, smiling broadly and holding up white papers. The entire scene is overlaid with a semi-transparent green filter. Large, bold, white letters spelling 'SPACE' are positioned at the bottom of the frame, with the 'S' and 'A' partially cut off by the edges. The text 'A SPACE WHERE PEOPLE WANT TO BE' is centered in the upper half of the image in a clean, white, sans-serif font.

A SPACE WHERE
PEOPLE WANT TO BE

A space where people want to be

FORSAN CENTRAL MALL THE EPICENTRE OF KHALIFA CITY

Designed around the concept of a bamboo forest, the Forsan Central Mall exudes a restful 'garden in the city' feel. Known for its exceptional growth rate and versatility, bamboo reflects Abu Dhabi's unique character and rapid development on the world stage. On the Mall's façade, a series of vertical green and brown elements create a bamboo forest effect.

Forsan Central Mall is set to be the primary and only all-in-one shopping, dining and entertainment destination in the Khalifa City catchment area. Offering a rich variety of options, the Mall will cater to the basic and aspirational needs of the residents of this upscale community, while also serving as its thriving social hub.

Strategically located to offer residents easy access, the Mall will be home to a state of the art Lulu Hypermarket with a brand new design concept, diverse and exciting dining choices, a nine-screen cinema, extensive family entertainment centre and a full range of community services.

The
Only

**shopping, dining and
entertainment destination
in Khalifa City**

An aerial photograph of a city with a yellow overlay. The text 'ABOUT THE CATCHMENT AREA' is written in white, uppercase letters. Below it, the word 'WATER' is written in large, semi-transparent, light-colored letters.

ABOUT THE
CATCHMENT AREA

WATER

About the catchment area

Set in Abu Dhabi between International Airport Road and Dubai-Abu Dhabi highway, the Mall is positioned in Khalifa City A. This area encompasses residential neighbourhoods of Al Raha Gardens, the gated communities of Rayyana, Golf Gardens and Sas Al Nakhl Village, among others, and the Emirati community of Al Watani. Masdar, the world-famous sustainable city, is close by.

There are approximately 15,000 residential units in the primary catchment area and around 15,000 residential units in the secondary catchment area.

Approximately
50,000

people now in the primary
catchment area

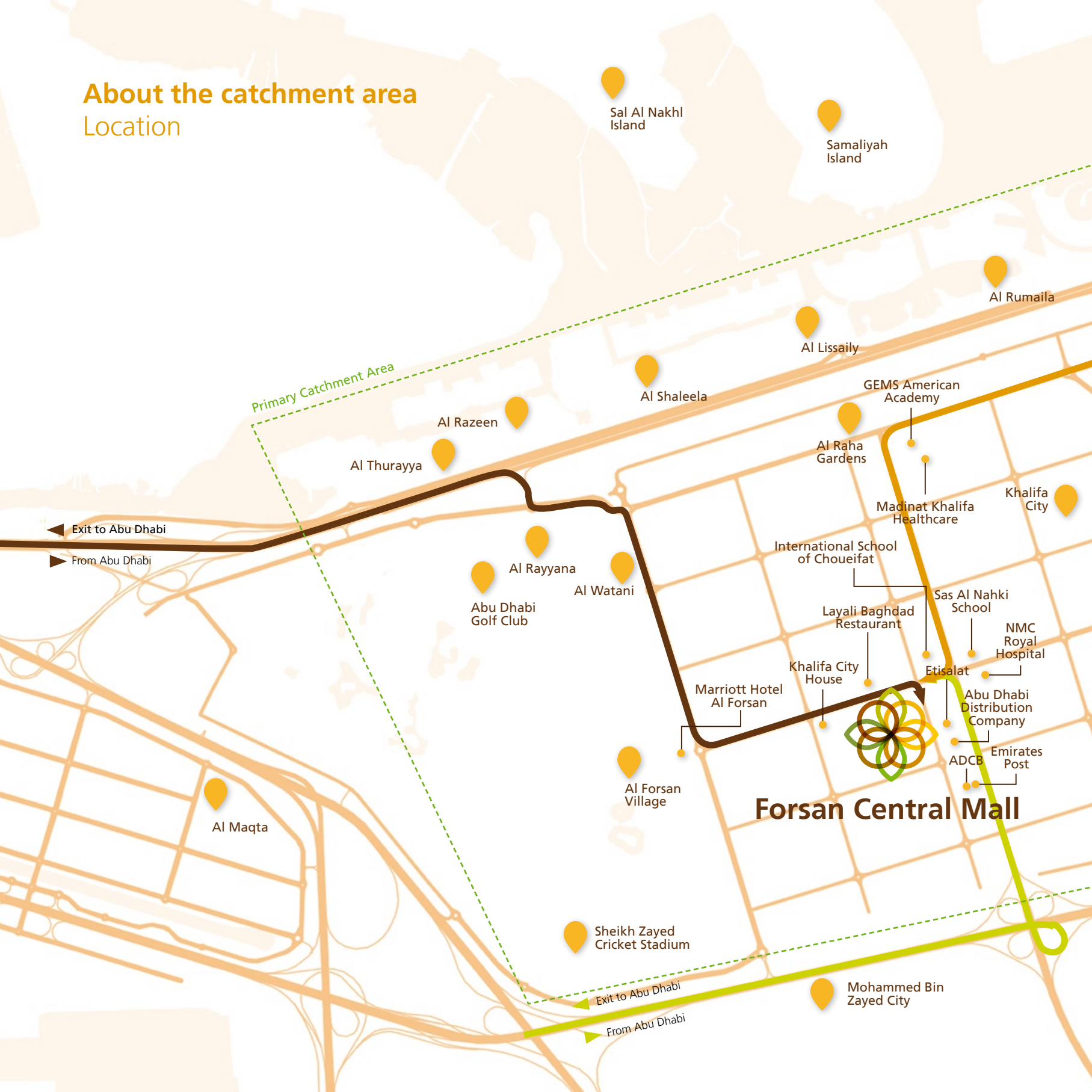


Approximately
100,000

by 2023

About the catchment area

Location





Yas Marina

Al Zeina

Al Muneer

Al Hadeel

Al Bandar

Al Seef

Al Dana

Abu Dhabi International Airport

Khalifa City Police Station

ProVita International Medical Center

HCT - Khalifa City Women's College

Canadian International School

Khalifa City A School

Al Bustan Medical Center

Al Ittihad National Private School

ADNOC Service Station

Masdar City

Zayed City

Khalifa City C

- From Yas Island to Dubai / Abu Dhabi Highway
- Mussafah to Abu Dhabi International Airport Road
- From Sheikh Zayed Bridge

A woman wearing a black hijab is smiling and looking towards the right. She is holding a small white cup with a straw. In the background, there is a food stall with a menu board and a person behind the counter. The entire image has a yellow overlay. The text "WHO ARE THE MALL VISITORS?" is written in white, bold, uppercase letters across the middle of the image.

WHO ARE THE
MALL VISITORS?

Who are the mall visitors?

The Mall will fulfil the local communities aspirations relating to; dining, entertainment, fashion and personal services. The visitor demographic will mostly consist of high disposable income earning Emiratis and western expats and their families. It will be the go-to destination for mothers or home-makers. The Mall's tenants will meet the broad spectrum of needs of the catchment residents, from groceries to fashion, services and salons.

* **58%**

Female



* **77%**

Aged between



* **60%**

Married with children



* **60%**

Have four or more household members



*** Based on market research**

This survey was conducted independently by YouGov using their proprietary online panel, targeting respondents residing in the primary catchment area: Al Raha Beach, Khalifa City, Masdar City and Yas Island and secondary catchment: MBZ City.

Who are the Mall visitors

Khalifa City's new social, dining & entertainment hub

*



The preferred destination for over

80%

of respondents is 15-20 km from their residence



Almost

80%

of respondents feel they need a shopping / dining / entertainment destination in Khalifa City



Almost

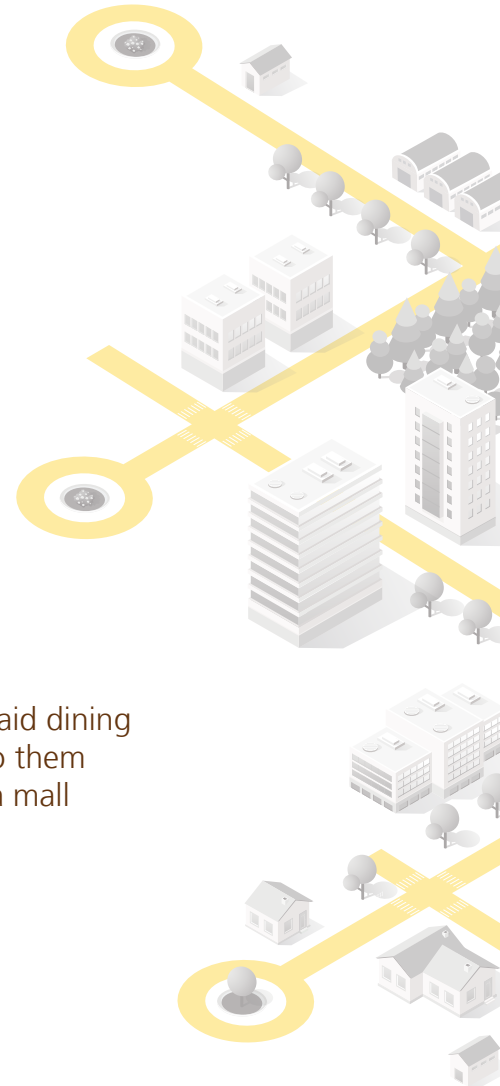
74%

of respondents said dining was important to them when choosing a mall

Other important factors were entertainment choices, kids' activities and services

* Based on market research

This survey was conducted independently by YouGov using their proprietary online panel, targeting respondents residing in the primary catchment area: Al Raha Beach, Khalifa City, Masdar City and Yas Island and secondary catchment: MBZ city.





DINING



*** 25%**
of respondents dine out
at least 2-3 times a week

*** 64%**
of respondents dine out
at least once in a week

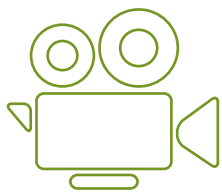
SPA



*** 16%**
of respondents visit a spa
at least once per week

*** 34%**
of respondents visit a spa
at least once in 2 weeks

FORSAN CENTRAL MALL AT A GLANCE



9

Cinema
Screens



22

Food & Beverage
Outlets



3

Shopping
Levels



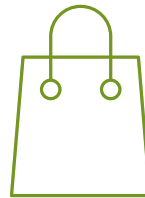
1,258

Parking Spaces
Across Two Levels



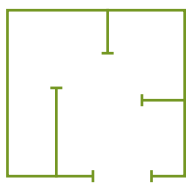
15,000m²

Lulu Hypermarket &
Department Store



89

Retail
Stores



43,114m²

Gross Leasable
Area (GLA)



3,123m²

Entertainment
Area

A smiling woman with long dark hair is holding a glass of iced coffee with a straw. She is wearing a light-colored sleeveless top. The background is a blurred restaurant interior with other people and tables. The entire image has a warm, golden-yellow overlay. Large, semi-transparent white letters spell out 'DINING & ENTERTAINMENT' across the middle. A large, semi-transparent white letter 'D' is positioned on the left side, partially overlapping the text.

DINING & ENTERTAINMENT

Dining & entertainment

A food-lover's nucleus, Forsan Central Mall's main draw card is its huge range of casual dining options. It's the go-to destination for sheer choice of international cuisines and versatility – from family meals to business meetings to social ladies' lunches, or for grabbing a quick bite on the run. A broad range of dining alternatives are on offer in the highly atmospheric indoor garden. Expect to be surprised.

The first floor features thirteen international restaurants and six Quick Service Restaurants (QSR), in addition to the three cosy cafés found on the ground and basement. Choose between diverse global cuisines and specialties including Indian, Arabic, gourmet burgers, vegan, seafood, popular brands and themed restaurants, as well as a juice bar, gourmet food vendors and ice cream. There is something for everyone, any time of the day.

Attracting and engaging people of all ages, the family-centric leisure options, including the nine-screen cinema, are integral to the mall's appeal.



F&B Outlets, Include:



Quick Service Restaurants (QSR)



Cafés



Dining Restaurants



FASHION,
SPECIALITY STORES,
HYPERMARKETS &
COMMUNITY SERVICES

Fashion, speciality stores, hypermarkets & community services

The mall will be home to a variety of speciality stores



Fashion retailers



Hobbies



Electronics



Books, School Supplies,
Stationery



Home Decor
Appliances & DIY



Perfume, Fragrance,
Cosmetics & Personal Care

Extensive range of family essentials & conveniences



Grocery
Shopping



Banks &
Financial Services



Salons &
Beauty Spas



Telecommunications



Laundry



Tailors

H.G.C

H
G
C

Summer





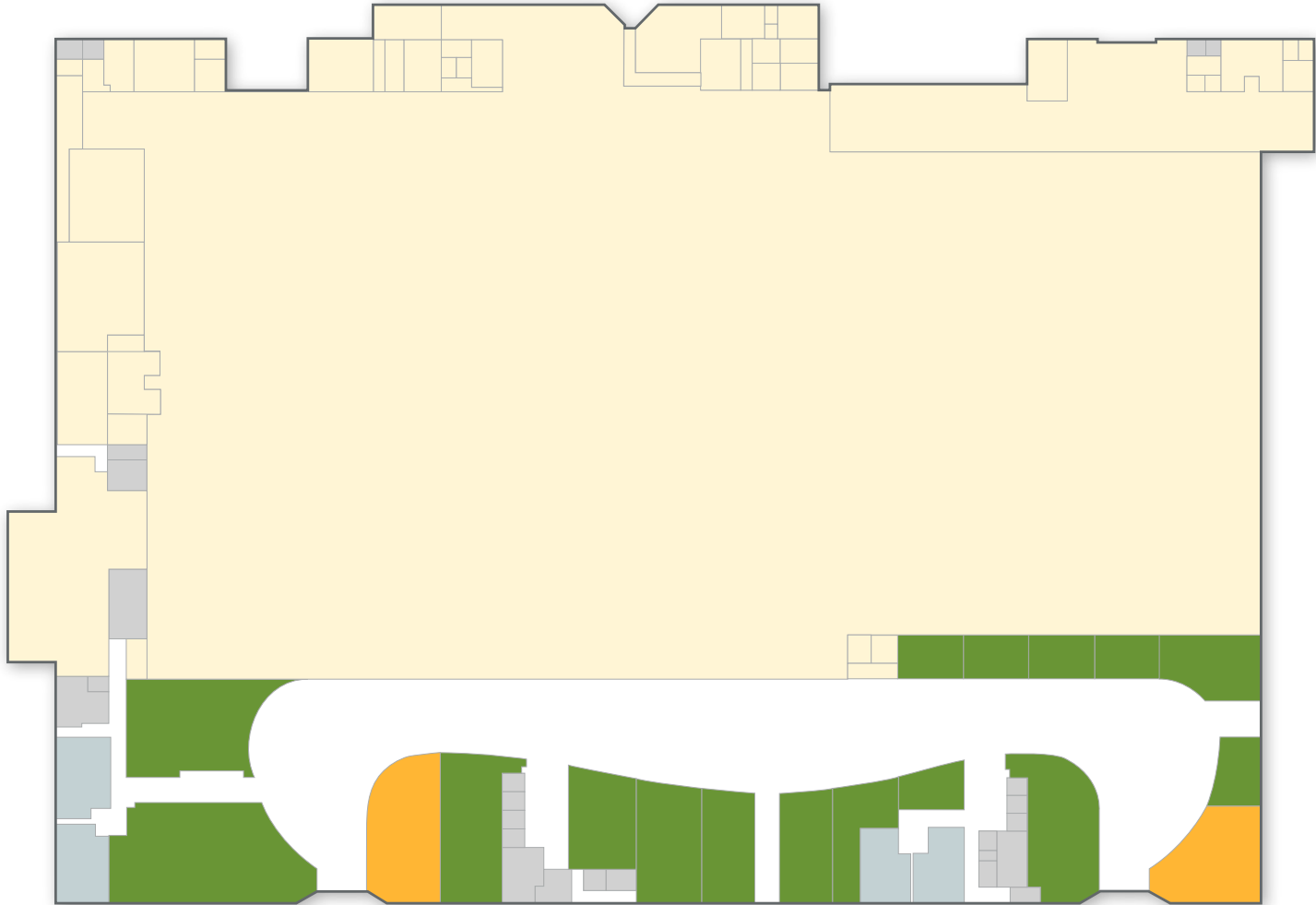
GALAXY COFFEE



FLOOR PLANS

Floor plans

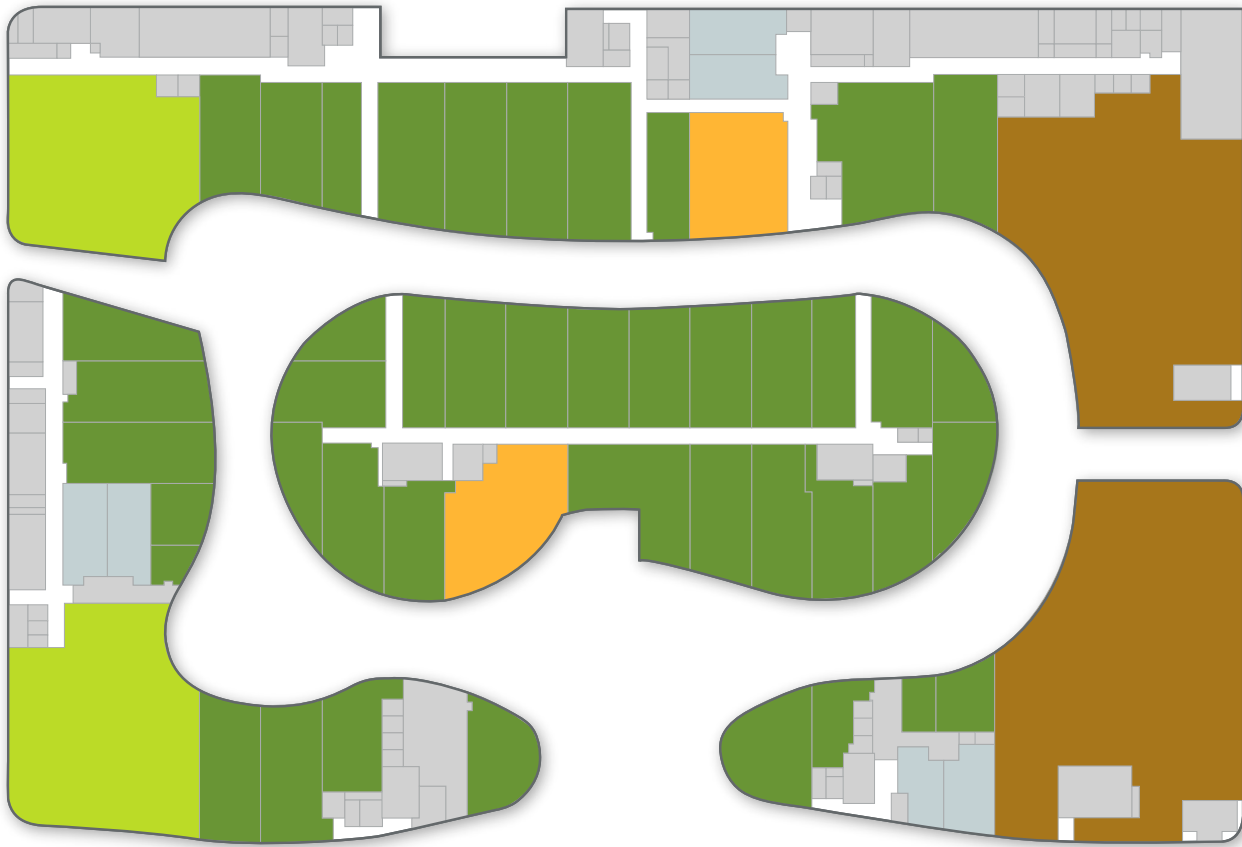
Basement floor



- Lulu Hypermarket & Department Store
- Retail
- Food & Beverage

Floor plans

Ground floor



- Anchors
- MSU's
- Retail
- Food & Beverage

Floor plans

First floor



- Office
- MSU's
- FEC – Cinema
- Retail
- Food & Beverage



SPLENDOR PROSPECT SYNTHAX

KHALIFA CITY MALL



مركز خليفة بن زايد مول



Get in touch

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DEVELOPER:



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