

Press Release

Minor Hotels Announces Management Agreement with Basma Group and ARADA for Anantara Sharjah Resort

Bangkok, 5 December 2017: Minor Hotels, a hotel owner, operator and investor, currently with a portfolio of 157 hotels and resorts in 24 countries across Asia Pacific, the Middle East, Europe, South America, Africa and the Indian Ocean, has signed a management agreement with Basma Group and ARADA for a new Anantara resort in Sharjah in the United Arab Emirates.

Scheduled to open in mid-2020, the 233-key **Anantara Sharjah Resort** will be located on a prime beachfront location in Sharjah, approximately 30 minutes' drive from Dubai International Airport and 15 minutes' drive from Sharjah International Airport. The new-build resort will offer a selection of accommodation options including Deluxe Rooms and Luxury Suites. Facilities will include multiple dining options with a specialty restaurant located on a pier, a male and female spa and wellness centre, a kids' club, a swimming pool and a ballroom able to accommodate up to 540 guests for a banquet.

Basma Group and ARADA will be the joint owners of the hotel, with the latter playing a developer management role in the delivery of the property. Both companies are headquartered in Sharjah, under the chairmanship of HE Sheikh Sultan bin Ahmed Al Qasimi.

The third-largest emirate in the UAE, Sharjah is an established tourism destination which is growing significantly in popularity. Home to great beaches, it is well known for its commitment to art, culture and preserving the local heritage, with an impressive selection of museums, art galleries and beautifully restored traditional areas. The Sharjah tourism authority is continuing to enhance the tourism and hotel industries, with the Emirate having adopted a long-term development strategy aimed at diversification of the economy and becoming a cultural and leisure centre for the region. Sharjah International Airport accommodates a number of international carriers as well as regional airlines and is the official hub of Air Arabia, the Middle East's first low-cost carrier.

Anantara Hotels, Resorts & Spas was launched by Minor Hotels in 2001 and currently operates 39 properties in 12 countries. The luxury brand has nine hotels and resorts in the Middle East – six in the UAE, two in Oman and one in Qatar. In addition Anantara has further properties under development in the region including in the UAE and the brand's first properties in Saudi Arabia, Tunisia and Morocco.

At the signing, which took place yesterday in Sharjah, William E. Heinecke, Founder, Chairman and CEO of Minor International PCL, said, *"We are delighted to be partnering with Basma Group and ARADA to bring our luxury Anantara brand to Sharjah. There is a huge opportunity within the luxury segment in this fast-growing destination and we are confident that Anantara will be well received within the market."*

HE Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Basma Group and Chairman of ARADA, said: *“Anantara is one of the world’s most prestigious luxury hotel brands, and this new property marks yet another hospitality milestone for Sharjah. We’re looking forward to launching the Anantara Sharjah Resort in 2020, and delivering on our commitment to providing exceptional new destinations to the residents of Sharjah, as well as tourists to our fast-growing Emirate.”*

Dillip Rajakarier, CEO Minor Hotels, also commented, *“Anantara is very well established in the Middle East market and adding a resort in Sharjah is a great opportunity to further extend the brand in the region and reach new markets. We look forward to working with Basma Group and ARADA to bring the new resort to market and to ensuring its success as one of the leading hotels in the emirate.”*

Minor Hotels currently operates 13 properties in the Middle East across four of its brands – Anantara, AVANI, Tivoli and Oaks – and has a further strong pipeline in the region across these four brands.

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About Minor Hotels

Minor Hotels is an international hotel owner, operator and investor currently with 157 hotels in operation. Minor Hotels passionately explores new possibilities in hospitality with a diverse portfolio of properties designed intelligently to appeal to different kinds of travellers, serving new passions as well as personal needs. Through our Anantara, AVANI, Oaks, Elewana, Tivoli, Four Seasons, St. Regis, Marriott and Minor International properties, Minor Hotels operates in 24 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and South America.

With dynamic plans to expand existing brands and explore strategic acquisitions throughout opportunistic markets, Minor Hotels pursues a vision of a more passionate and interconnected world. For more information, please visit www.minorhotels.com.

About Anantara Hotels, Resorts & Spas

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world’s most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 35 stunning properties located in Thailand, the Maldives, Indonesia, Vietnam, China, Cambodia, Sri Lanka, Mozambique, Zambia, the UAE, Qatar, Oman and Portugal, with a pipeline of future properties across Asia, the Indian Ocean, Middle East and Africa.

For more information on Anantara Hotels, Resorts & Spas, please visit www.anantara.com. Follow us on Facebook: www.facebook.com/anantara; Twitter and Instagram: @anantara_hotels

About Basma Group Sharjah

Basma Group was founded in 2005 in the Emirate of Sharjah. Chaired by HE Sheikh Sultan bin Ahmed Al Qasimi, the Group is operating in the field of investments in economic projects. Basma Group achieved strategic partnerships and contributions in various sectors, including land development, commercial real estate, agricultural and environmental services. Basma Group strives to constantly introduce new concepts toward growing further in becoming a pioneer in developing and contributing in new ventures.

For more information and high-resolution images contact info@basmagroup.ae

For more information about Basma Group Sharjah www.basmagroup.com

About ARADA

ARADA, the UAE's newest developer, dedicated to the creation of prime residential properties. Headquartered in the United Arab Emirates, ARADA commenced operations in early December 2016 with a focus on 'creating communities' aiming to address the ever-expanding mid-market segment. ARADA has been founded by HE Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Basma Group, and HRH Prince Khaled bin Alwaleed bin Talal, founding Chairman of KBW Investments, with the intention of delivering superior properties to the UAE real estate segment.

For more information and high-resolution images contact media@arada.com

For more information about ARADA and Nasma Residences www.arada.com

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