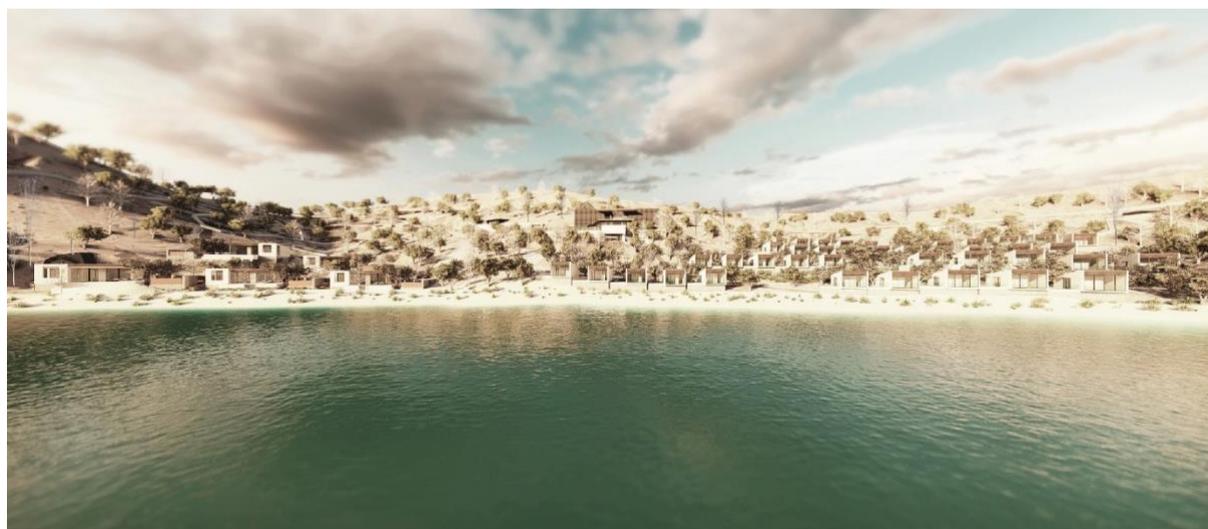


The Lux Collective and Sharjah Investment and Development Authority Announce Two Upcoming Projects in the United Arab Emirates



LUX Al Jabal Resort sits on a terrain hill overlooking the bay and Gulf of Oman beyond*

2 November 2021, Singapore - The Lux Collective, a luxury hospitality management company headquartered in Singapore, and Sharjah Investment and Development Authority (Shurooq) announced plans for two new innovative hospitality projects in the United Arab Emirates.

The upcoming properties will be located in the Al Bridi Nature Reserve and on the spectacular Al Soueifa mountain, overlooking Khorfakkan Beach, in the emirate of Sharjah, both renowned for their scenic settings and natural beauty.

Chief Executive Officer of The Lux Collective, Paul Jones, said, "We are honoured to be given the opportunity by His Excellency Marwan bin Jassim Al Sarkal to manage these two extraordinary properties in Sharjah, the perfect showcases for LUX* Resorts & Hotels to deliver its **Lighter, Brighter* hospitality concept to the United Arab Emirates whilst offering imaginative experiences to help people celebrate life."

His Excellency Marwan bin Jassim Al Sarkal, Executive Chairman of Shurooq, said: "Our new partnership with The Lux Collective is in line with our vision to add new and exciting dimension to the luxury hospitality experience in the region, and offer the upscale, modern traveller a multitude of sophisticated experiences that not just satisfy but elevate their unique aspirations. Shurooq and The Lux Collective are bound by common values and are committed to providing the highest standards of quality to enhance guest experiences."



Get close to nature at the viewing lounge of LUX Al Bridi Resort*

LUX* Al Bridi Resort

Located within the Sharjah safari project in the city of Al Dhaid overlooking 1,690 hectares of conservation, the Al Bridi Nature Reserve is the largest safari in the world outside Africa. Home to over 50,000 animals including the native mountain gazelles, the park has a natural lake and will offer a variety of dining establishments as well as a safari camp led by nature guides.

LUX* Al Bridi Resort will feature 35 luxurious private retreats, LUX* Resorts & Hotels' branded LUX* Me Spa as well as a discovery centre where guests can partake in conservation-focused initiatives in collaboration with the Environment and Protected Areas Authority. Children can also learn about domestic farm animals with interactive, educational activities over at the Al Dhaid Farm, the city's first petting zoo, located within the conservation zone.

LUX* Al Jabal Resort

This hillside retreat sits on a spectacular terrain hill between Khorfakkan Beach and Luluya Beach, facing the stunning Gulf of Oman.

Khorfakkan, which means Creek of the Two Jaws, is set within a crescent-shaped bay and is a favourite amongst the locals and residents for watersports activities. Those preferring a low-impact getaway can spend the day at the Sharjah Archaeological Museum, discovering the region's little-known history spanning from the second century B.C.

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LUX* Al Jabal Resort is located on 18.7 hectares of land, featuring 45 rooms and suites from one- to three-bedrooms, including a royal suite with a swimming pool, offering complete privacy and intuitive service.

Guests will also have exclusive access to a private beach, world-class dining options, restorative spa treatments, children's activities and authentic experiences that will connect travellers more meaningfully with the local culture and community.

LUX* Al Jabal Resort and LUX* Al Bridi Resort are both expected to open in 2023.

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About The Lux Collective

The Lux Collective is a global hotel operator headquartered in Singapore and manages brands LUX* Resorts, SALT, Tamassa, SOCIO and Café LUX*. Other properties managed by The Lux Collective include Hotel Le Recif, Reunion Island as well as Ile des Deux Cocos, Mauritius, a private paradise island.

Successful hospitality experiences are created through hard work, passion and the collaboration of people with diverse skills. The Lux Collective work together with some of the most passionate and creative thinkers and doers. Together with their team members, stakeholders, vendors and partners, they create and deliver some of the leading hospitality experiences in the world. Putting people first is the core of their culture as well as staying true to its values of being passionate, responsible and innovative in all that they do. The Lux Collective make each moment matter and cares about what matters. By providing comfort through thoughtful and exquisite designs, they create experiences that make each moment matter for all guests.

The Lux Collective is committed to operating in a considered and respectful manner that is mindful of future generations.

An affiliate member of IBL, a major economic player in the Indian Ocean, and a leader of the "TOP 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

The Lux Collective currently manages:

LUX* Resorts & Hotels

Mauritius: LUX* Grand Gaube Resort & Villas, LUX* Belle Mare Resort & Villas, LUX* Le Morne Resort and LUX* Grand Baie Resort & Residences (opening 1 December 2021)

Maldives: LUX* South Ari Atoll Resort & Villas

Ile de la Reunion: LUX* Saint Gilles Resort

China: LUX* Tea Horse Road China (Lijiang, Benzilan, Stone Town, Peach Valley, Daju Village, Sangushui, Dali – opening 2021, Shangri-La – opening 2021, Pu'er – opening 2022), LUX* Chongzuo, Guangxi, LUX* Liyang (opening 2022) and LUX* Luxelakes, Chengdu (opening 2025)

Vietnam: LUX* Phu Quoc (opening 2022)

France: LUX* La Baraquette Resort & Residences (opening 2023)

SALT Resorts

Mauritius: SALT of Palmar

Tamassa

Mauritius: Tamassa Bel Ombre

SOCIO

Mauritius: SOCIO Trianon (opening 2022)

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About LUX* Resorts & Hotels

LUX* Resorts & Hotels helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; hospitality that is Lighter. Brighter. LUX* stages exceptional experiences in different locales – whether on the Beach, in the City or in Nature – by banishing thoughtless patterns and being more simple, fresh and sensory for the benefit of all our guests.

About the Sharjah Investment and Development Authority (Shurooq):

The Sharjah Investment and Development Authority (Shurooq) is currently leading a diversified portfolio of infrastructure projects, with a total value of more than AED 10 billion (USD 2 billion) and covering a total land space of more than 12.4 million sqm across Sharjah's western, central and eastern regions.

Shurooq's portfolio of projects reflects its mission to enhance long-term investment prospects offered by Sharjah to businesses, SMEs and startups across a wide range of sectors. Furthering this goal, the authority has been driving Sharjah's Public Private Partnerships (PPPs) through joint ventures with key local and global brands.

Through each of its focus sectors, Shurooq takes the responsibility of driving investments and creating new partnerships that effectively boost Sharjah's economy and FDI growth, working closely in partnership with numerous state and federal entities contributing Sharjah and UAE's economic standing and development.

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