

MARRAKECH

Village

EAT • SHOP • ENJOY



PRESTIGIA
LUXURY HOMES

“There is a garden in
Marrakesh, for which
I feel a real passion.”

Yves Saint Laurent



CREATOR OF MARRAKESH VILLAGE

Is more than ever the expert in luxury real estate and a proven leader in creating high quality and unique living spaces. Prestigia shapes large-scale programs in the Kingdom's main cities. Prestigia is priding itself on its ability to create high-end living spaces with a keen eye for proximity, quality, comfort, leisure and safety.

PRESTIGIA IN FIGURES:

7 Urban projects that are located in unique areas such as forests, gardens, beaches and golfs...

25 500 Units

11 100 Sold units

8 000 Delivered units

1 800 Units under construction

4 Operational golfs designed by the famous designers Colin Montgomerie and Tony Jacklin

4 Operational football academies by the Paris Saint Germain Academy

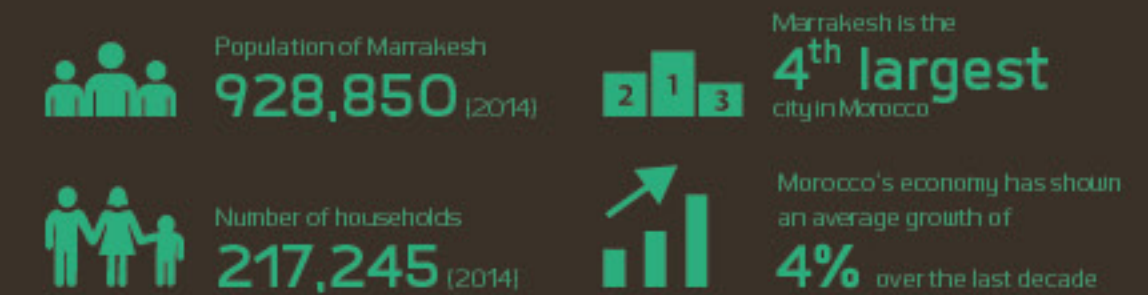
PRESTIGIA PROGRAMS ALSO INCLUDE:

- Operational Neighborhood shopping Centers
- Partnership with Schools such as : operational ones (Essec) and being developed (Groupe Atlas & Groupe Taz).
- Restaurants, Club House and SPAs that are managed by famous experts

MARRAKESH IN NUMBERS

THE CITY

Marrakesh, the touristic capital city of Morocco is one of the most vibrant cities in Africa. It became the best domestic destination for high end short vacations and week-ends all year long. The city is also known for attracting tourists from all over the world on a year-round basis and has shown a substantial diversification with the arrival of more Anglo-Saxon, Russian and Chinese visitors.



Marrakesh offers a wide range of diversified experiences and shows a steady occupancy rate of 40% to 60% all year long. 2017 confirms the touristic wellbeing of the city with a 20% increase of overnight stays at the end of July.

Marrakesh is the most visited Moroccan city (2016)



THE LOCATION

Marrakesh Village benefits from a unique location. The Mohammed VI Avenue is the most elegant avenue of the city and is very strategic since it is close to both the vibrant center of the city and the axis to Atlas mountains and nature.

This avenue has seen the substantial development of residential complexes and luxury hotels, easily accessible from all parts of the City. Marrakesh Village is part of: Marrakesh Golf City. This real estate program is ideally located in the heart of this high-end residential area. It is very close to the main areas and districts of the city.

This Area is best known for attracting local consumers whose spendings have significantly raised in the past few years.

Marrakesh Golf City is:



2500

luxurious apartments and villas



18 holes

golf course, Colin Montgomerie
Designed



Numerous other ongoing projects including
Marrakesh Village

**a Business center
and a luxury hotel**

3 Million expected
visitors per year



SOURCE :
HCP, Tourism observatory, AMS

THE CATCHMENT AREA

The key figures are the result of a crossed analysis based on the population **catchment area** and its **revenues**.

It shows a **total reach** of 1 million locals and 4.5 million tourists per year.

The **primary** area includes a big part of L'Hivernage /Guéliz and Mechouar-Kasbah neighborhoods and hotels and restaurants area along The Mohammed VI avenue all the way to the city's main train station.

The **secondary** area includes the main neighborhoods of Marrakesh, as well as the historic districts : Menara, Sidi Youssef Ben Ali, the Medina, Guéliz, AnnaKhil,...

Last comes the **tertiary** area that includes the rest of Marrakesh.

VISITORS By ZONE

PRIMARY AREA 0 to 10 km
1 000 000 visitors

SECONDARY AREA 10 to 20 km
830 000 visitors

TERTIARY AREA 20 to 30 km
115 000 visitors

+ 1 000 000
tourists

THE VISION

Marrakesh Village is designed as a great family destination and a perfect gateway to a unique, relaxing and social experience. It will offer a diversified shopping and food offer that caters to all needs.

Marrakesh Village is a green, shaded and enjoyable semi open-air mall, punctuated by fountains and resting areas in a shape that celebrates the marvel of Arab-Andalusian architecture and way of life.

12 000 m²

of retail space along a 200 meters
beautifully designed semi open-air and
naturally shaded shopping avenue.

60

shops, restaurants, services,
facilities, leisure centers... etc.

3

million expected
yearly visitors





MARRAKECH VILLAGE IN THE SPRIT

Eat - Shop - Enjoy

Marrakech Village is aiming to be the ultimate urban escape of Marrakech. It is an inviting place, designed as a village of world-class brands, unique boutiques, concept stores and culinary craft.

Marrakech Village is a human-sized area that invites both Marrakech locals and visitors to shop and go out in a different set of mind. An enjoyable, friendly and safe space that is part of Marrakech Golf City but can also stand on its own offering the luxury lifestyle of a private community with all the convenience and proximity of the city center.

Marrakech Village is the perfect family destination, made for a unique, relaxing and social experience. It is the perfect combination of a small town feel and a big city offer.



MARRAKECH VILLAGE THE OVERVIEW

THE STRENGTHS:

- Distinctive offer
- Great location
- Safe atmosphere
- Convenience
- Family orientated destination

SERVICES DISPONIBLES:

- | | |
|--|---|
|  Escalators |  Supermarket |
|  Lifts |  WC |
|  Connexion Wifi |  Changing tables |
|  Information desk |  Pharmacy |
|  Stores |  Strollers |
|  Restaurants |  Banks / ATM |
|  Parking Facilities |  Wheelchair services |



A PLACE TO **EAT**

Marrakech Village will offer several options to suit everyone, from casual to fine dining, and from family-friendly and affordable places to celebratory treat spots both day and night. The main alley will offer a wide range of dining options, both indoor and outdoor, punctuated by various businesses for a unique experience.

Marrakech Village is the perfect place to escape from city rush, discover new horizons, enjoy new flavors, explore new tasty sensations and indulge oneself the right way.





STRABUCKS



A PLACE TO SHOP

With more than 60 international and local brands, flagship stores, and unique concept stores, Marrakech Village is meant to be the perfect urban escape for the ones who like to shop in a unique atmosphere.

A perfect place to stroll through beautiful Arab-Andalusian semi open-air alleys and shop at fine stores partitioned by service shops, various convenience businesses and a diversified range of products for all occasions.





A PLACE TO ENJOY

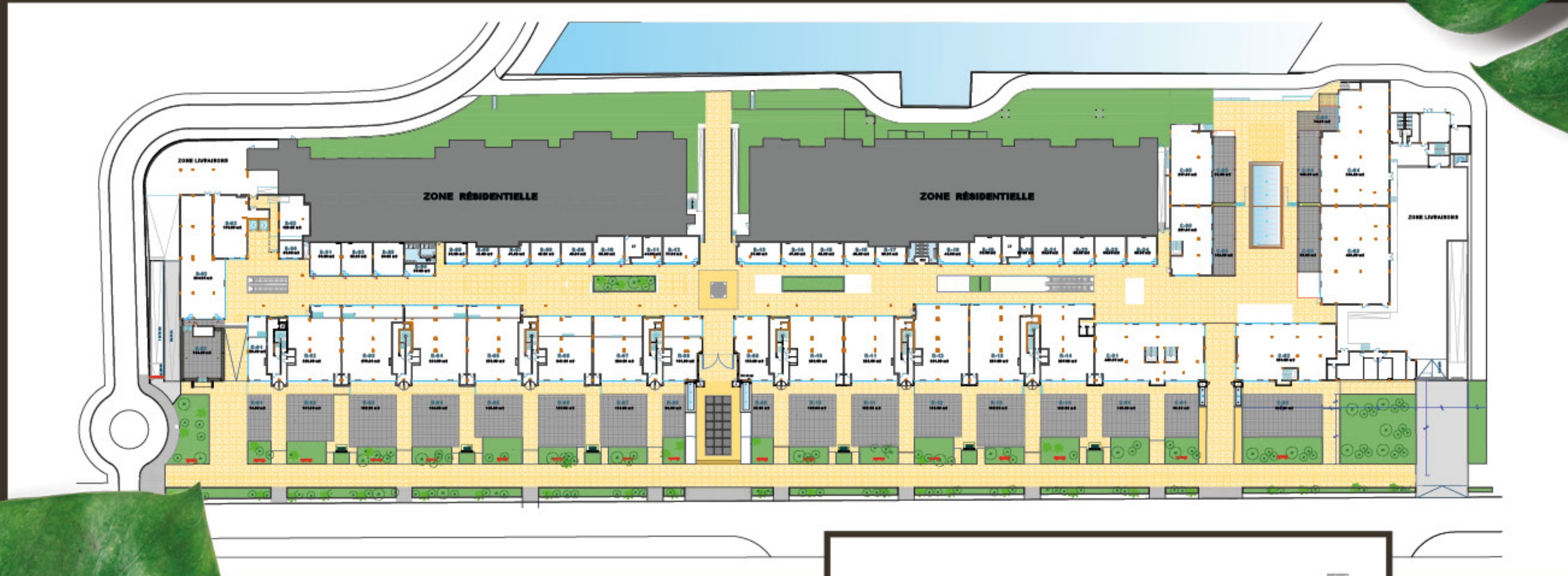
Marrakech Village is bringing a different shopping experience in a place that is both close to the city heart and to people's heart. It is a place that brings people together around an enjoyable environment such as the fountain Plaza, or the many wellness oriented areas.

More than just an elegant atmosphere, Marrakech Village offers a wide range of complimentary services and a unique opportunity to live unexpected experiences.





MARRAKECH VILLAGE GROUND FLOOR PLAN



THE 1st
FLOOR
PLAN



PRESTIGIA HANDS THE MARKETING OF MARRAKECH VILLAGE TO:

AMS MOROCCO:

AMS Morocco is a multidisciplinary company that provides a proven real estate expertise through an end-to-end approach, that covers every stage of projects from consultancy, valorization strategies, to sales, leasing and management services to residential, office and retail properties alike.

AMS Morocco is a joint-venture between pioneer French Shopping Center Company (SCC) and Aswaaq Management and Services Abu Dhabi, belonging to H.H. Sheikh Mohammed Bin Suroor Al Nahyan and H.E. Nasser Al Nowais. With over half a century of know-how and a team of 500 experts, AMS and SCC now offer a combined portfolio of more than 80 real estate projects totaling 4 million sqm of floor space and nearly 10,000 leases in Europe and the MENA region (retail, offices and residential).

With the recently obtained CFC status, AMS Morocco is the Group's regional hub that is commissioned to assist investors in Africa using its cumulated 50 years' experience within the retail sector. It has built a strong network across Europe and the entire Middle East region, strengthened by a perfect local knowledge of market practice and trends.

The company aims to develop impeccably planned and managed shopping destinations that offer a state-of-the-art customer experience with a clear focus on sustainability and long term financial growth.

MARRAKESH FINEST URBAN ESCAPE



MARRAKESH
Village
SKT - DWIP - ELANY

Kenza KAGHAT
Leasing & Marketing Manager
+212 (0)6 56 51 05 51
k-kaghat@amsmorocco.com

Ghita AMMOR
Leasing Manager
+212 (0)6 2149 95 66
gammor@aswaqms.ae