COMPANY OVERVIEW

The Jumeirah Beach Hotel is a luxury resort and provides facilities and experiences for guests from across the globe. Conceptualised in 1995 by HH Sheikh Mohammed Bin Rashid al Maktoum, our hotel was built on the site of the former Chicago Beach Hotel. The hotel structure is curved both in plan and on elevation, representing a stunning breaking wave. Since the opening, Jumeirah Beach Hotel has been a flagship for tourism in Dubai and the most popular destination for holiday makers travelling to the Middle East.

We are a strategic business unit of Jumeirah Hotels and Resorts, a part of Jumeirah Group (our company). Our company is an entity of Dubai Holding. Our hotel's location in Dubai, United Arab Emirates, positions us in one of the world’s most progressive tourism and hotel markets.

OUR MISSION

To be the world’s leading family resort offering luxury service and memorable experiences through our colleagues.

OUR COMMUNITY

We are committed to conducting our business in a responsible and transparent manner balanced economically, socially and environmentally. Our practices and related policies come together under our company’s strategic Corporate Social Responsibility model.

SOCIETY PERCEPTIONS

Jumeirah Beach Hotel is committed to drive and conduct out business in a responsible and transparent manner balanced economically, socially and environmentally. JBH has developed many policies that fall under the Jumeirah Strategic Corporate Social Responsibility (CSR) Model. JBH has developed a set of initiatives in the work place with authorities and local community to promote Dubai and support tourism. We have actively implemented the below since 2007

- Jumeirah Business Conduct and Ethics
- Supporting medical and welfare provision for colleagues
- Emiratization program for UAE Nationals
- Local community events to promote CSR

JBH supports our local community through several initiatives annually as part of our wider Corporate Social Responsibility Strategy. The company ensures to initiate and launch a CSR activity every quarter to support the community and ensure sustainability. Below are some examples.

<table>
<thead>
<tr>
<th>Event</th>
<th>Year</th>
<th>Objective</th>
<th>Outcome</th>
<th>Jumeirah Tawasul</th>
<th>Jumeirah-Senses Sports Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dar Zayed</td>
<td>February 2013</td>
<td>Work and align with reputable local charity</td>
<td>School invited for fun activities in the resort</td>
<td>March 2013</td>
<td>April 2013</td>
</tr>
<tr>
<td>Local Schools and Colleagues</td>
<td>Ongoing</td>
<td>Joint project to cultivate environmental and cultural awareness</td>
<td>Conducted Reef, Scuba &amp; Pearl Diving for local Schools and Colleges</td>
<td>Help individuals with special needs to learn and experience the disabled diving program</td>
<td>Donation of colleagues to assist Senses Residential Care Centre</td>
</tr>
<tr>
<td>Jumeirah Tawasul</td>
<td>March 2013</td>
<td></td>
<td>Sponsors the training of the individuals through pool &amp; Deep Ocean diving sessions</td>
<td></td>
<td>Full fun day of leisure activities with dinner and beach access vouchers</td>
</tr>
<tr>
<td>Jumeirah-Senses Sports Day</td>
<td>April 2013</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

JBH has participated in several local environmental initiatives to ensure it remains as a responsible member of the community and is positively perceived by the Dubai community. Below are some examples of some of the ongoing environmental initiatives JBH has participated in over the last 5 years.
MEMBERSHIP WITH SUSTAINABLE ASSOCIATIONS

Jumeirah Beach Hotel is proudly associated with the following organisations:

- **Green Globe** – certification for sustainable tourism
- **Emirates Environmental Group** – A local non-profit organization dedicated to promoting civic awareness and community action to protect the local environment of the UAE
- **Dubai Natural History Group** - A non-profit, all-volunteer group with a shared interest in learning more about natural history in general and of the UAE in particular
- **Department of Tourism and Commerce Marketing (DTCM)** - The Government of Dubai promote sustainability across all sectors and industries in the Emirate.

**Sheikh Mohammed Centre for Cultural Understanding**
Discover Arabia through a selection of walking tours, visits to the mosque and the local souks with the Sheikh Mohammed Centre for Cultural Understanding. Located in the historic Al Fahidi neighbourhood, the Centre offers visitors dining experiences with traditional Emirati cuisine, tours of old Dubai and cultural awareness sessions with the locals. Please contact a member of our Concierge team for more information on tour availability and for bookings.

**Arabian Adventures – Nature Trails**
In a world where maps are updated every day, the desert presents a unique opportunity to explore a natural habitat and a fragile ecosystem. Explore the [Dubai Desert Conservation Reserve](#), home to a wealth of flora, fauna and birds – to spot the Arabian oryx and gazelles. Surrounded by serenity, and untold beauty, this tour offers a rare chance to see the Arabian Desert, and its wildlife, at close quarters.
Arabian Adventures tour desks operate from Jumeirah Beach Hotel daily.

**Energy and Water Saving**
In Jumeirah Beach Hotel we always try to work towards a greener Dubai and we strive to implement innovated technologies whatever is the best for our guest, the environment and also for all Jumeirah colleagues working towards greener Dubai. As part of our commitment to the environment, we have Grey Water for Irrigation (TSE)
- **Energy Wheel - Guest Rooms Toilet Exhaust**
- **Room Management System (RMS)**
- **Variable Frequency Drives**
- **Lamps Replacement to LED lights**

<table>
<thead>
<tr>
<th>Event</th>
<th>Earth Hour</th>
<th>Turtle Release</th>
<th>Light It Up Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>Ongoing since 2007</td>
<td>Ongoing since 2006</td>
<td>Ongoing Since 2012</td>
</tr>
<tr>
<td>Objective</td>
<td>International support of Earth Hour</td>
<td>Raise awareness turtle rehabilitation</td>
<td>Raise awareness of global Autism Awareness Day</td>
</tr>
<tr>
<td>Outcome</td>
<td>Reduced lights throughout resort</td>
<td>Turtles released and satellite tagged to tracked location</td>
<td>Lighting up of the property in blue as part of the global campaign</td>
</tr>
</tbody>
</table>