



In reconstructing Beirut city center, Solidere has built on the intrinsic qualities of this exceptional geographic and historic site and greatly enhanced it through sound urban planning and design, new infrastructure and fine landscaped public space, making it a choice location for living and working, as well as a cultural, tourist, leisure and shopping destination.



BEIRUT CITY CENTER

The fruit of an ambitious urban regeneration venture and waterfront development, a fine city center has emerged in Beirut, accommodating a broad, sustainable mix of facilities with a target floor space of 4.69 million sq m

Beirut city center enjoys a prime location in the heart of Lebanon's capital. Sloping down towards the waterfront, the site commands fine views of the sea with a surrounding landscape of mountains and hills. It is easily accessible from all parts of Beirut, including port and airport. Major roads converge on it from its east, south and west, and line its 1.5 km seafront to the north.

Continuously inhabited for more than 5,000 years, the site bears the marks of eleven civilizations, ranging from the Canaanite to the Ottoman. Beirut's maritime and trading legacy dates back to the Phoenicians. Its Roman law school was the most prominent in the Empire. Its urban character and architectural style were formed during the Ottoman period and the French mandate, when it became the seat of public institutions.

Independent Lebanon grew into a booming service economy, thanks to its inherent assets, educated population and liberal political and economic system. Beirut was a lively, modern, cosmopolitan city, its city center a focus for regional trade, business, finance and tourism. Growth was thwarted at the onset of hostilities in 1975.

With the return to peace and stability, Lebanon's economy re-emerged in the 1990's, sustained by a national recovery and development program. Massive public investment was coupled with macro-economic policies designed to stimulate private local and foreign investment. While Beirut city center benefited from this favorable environment, its entire regeneration is being achieved without recourse to public funds. In 2005, the country suffered a great loss with the assassination of former prime minister Rafic Hariri. Mr. Hariri was the godfather of national recovery. To him were owed the vision and inspiration for the rebirth of Beirut. In 2006, the country suffered from war and invasion, followed by political problems. The easing of some local issues later led to a revival of Beirut city center, as Solidere successfully pursued its efforts to make it a sought-after environment of the highest quality.

THE MASTER PLAN

Drawing on the site's natural assets and rich heritage, the Master Plan is a carefully formulated, detailed, coordinated and phased action plan for the traditional city center and its modern extension on the waterfront.

The plan subdivides Beirut city center into ten sectors, each with its own character. Some are previous city neighborhoods brought back to life; others are defined by topography or by new boundaries created in the urban fabric. The plan involves the recovery of the public domain, with the installation of a complete infrastructure. It also provides an urban design framework for restoration and new construction.

The plan reflects the site topography and natural features, protects views of the sea and mountains and creates public spaces, including gardens, squares, belvederes, promenades and trails. Recognizing the city's heritage, it also unearths layers of its history. It preserves surviving buildings and townscape features and re-establishes the urban fabric and neighborhood structures. It ensures the harmonious integration of old and new, combining tradition with innovation, control with creativity in architectural expression. With the prime objective of creating a vibrant city center, it accommodates a broad mix of land uses, business, public, residential, hotel, leisure and cultural.

The project covers some 191 ha (472 acres) of land: 118 ha (292 acres) as the traditional city center and a 73-ha (180-acre) extension reclaimed from the sea. Close to 98 ha (242 acres) will consist of public space, of which 59 ha (146 acres) in roads and 39 ha (96 acres) in landscaped open spaces.

Allocated for development are 93 ha (230 acres), including 22 ha (54 acres) of retained, public or religious property. Built-up area (BUA) guidelines are indicated in the table below.

FLOOR SPACE	SQ M	%
Residential	2,335,000	49.8
Offices	1,300,000	27.7
Mixed-use	400,000	8.5
Hotels	295,000	6.3
Government / Cultural	178,000	3.8
Retail	150,000	3.2
Religious	32,000	0.7
Maximum Total	4,690,000	100.0

Phase One, completed projects: traditional city center infrastructure, original landfill treatment; detailed sector planning; landscaping and private underground parking design and execution; historic core; banking district, Starco and Lazariya commercial centers; northern Wadi Abou Jamil, Zokak El Blatt and Saifi neighborhoods redevelopment; Beirut Souks design and underground construction.

Phase Two, completed projects: the New Waterfront District land reclamation, and master planning; infrastructure and landscaping design and implementation; developing the eastern marina. Other developments include the South and North Souks, Beirut Waterfront Development, Marina Towers, Beirut Tower, Platinum Tower and projects on the Martyrs' Square Axis.

15

Phase One 1994 – 2004 This phase saw the completion of: infrastructure in the traditional city center and the treated part of the original landfill; detailed sector planning of existing and new development areas; landscaping and private underground parking design and execution; historic core restoration; renovation of the banking district, Starco and Lazariya commercial centers; northern Wadi Abou Jamil, Zokak El Blatt and Saifi neighborhoods redevelopment; Beirut Souks design and underground construction.

New construction included Solidere's UN House, Saifi Village, embassy compound, Rue de France multiuse complex; Bank Audi, Medgulf and Bankers' Association headquarters, Monroe hotel, Al-Bourj and Atrium office buildings, the Consulting Clinics, Block 24 and Park View Realty residential buildings.

Still ongoing real estate projects involved predominantly residential clusters in Saifi and Wadi Abou Jamil, residential and hotel towers facing Beirut Marina and the waterside city park.

Completed on the waterfront were: marine works, defense structure, sea promenades and Beirut Marina; with major advances in land treatment and reclamation.

Phase Two 2005 – 2030 Phase Two will complete the urban fabric in the traditional city center by developing Beirut Souks, finalizing Saifi and Wadi Abou Jamil urban villages and establishing prime new areas in the Serail corridor, Hotel District, Ghalghoul sector and Martyrs' Square Axis. Its focus on high-density zones will intensify the thrust towards making Beirut city center a favored location to global businesses, financial and other specialized services and institutions, as well as a prime residential area, tourist destination and cultural hub.

In the New Waterfront District, this phase has seen the completion of land reclamation. It also involves finalizing master planning; infrastructure and landscaping design and implementation; developing the eastern marina; coordinating with the port authority over the development of the first basin; and launching real estate projects with a distinct architectural style.

Ongoing real estate development includes the South and North Souks; Beirut Waterfront Development and projects on the Martyrs' Square Axis; The Landmark and other gateway towers on the southern edge of the city center; northeast gateway towers marking the point where the coastal highway terminates in the city center. Completed projects include the South Souks, Marina Towers, Beirut Tower, Platinum Tower and other.

SOLIDERE

Solidere was initially capitalized with US\$1.82 billion: US\$1.17 billion as contributions in kind of property right holders, and US\$650 million as cash subscriptions following an oversubscribed initial offering. After the retirement in 1997 of 17,000,129 shares representing recuperated properties, its capital now stands at US\$1.65 billion.

Solidere's duration was extended by decree 13909 of 2005 from 25 to 35 years, starting from May 10, 1994, the date of its registration at the Commercial Register.

The Company has established a solid base for central Beirut prosperity through high value-added land development action, competitive real estate projects and property management services. Real estate projects are implemented directly, in joint venture with partners, and through or in liaison with other developers. Solidere offers developers services ranging from real estate and architectural concepts to complete development packages.

As supervisory body and lead developer, the Company controls the pace, components and quality of development. Solidere outsources construction to focus on its core competencies: managing real estate project development, marketing development land, marketing and servicing rental properties. The Company provides management and operation services to public utilities, infrastructure, marinas, car parks and landscaped open areas.

In 2007, after amending its bylaws, Solidere expanded the scope of its activities beyond Beirut city center. The Company established for that purpose Solidere International Limited, which was incorporated in DIFC, Dubai. Several urban and waterfront projects were identified in the Middle East and around the Mediterranean Basin, and subsidiary companies were established for their development. Services provided in 2008 to Solidere International, its projects and subsidiaries include: master planning, urban design, infrastructure, landscaping and real estate design; project development; legal and corporate structuring; financial engineering; implementation; marketing and sales.

14