

GZA: ONE MAN'S VISION

The GZA Group is George Zard Abou Jaoude's lifetime achievement. An innovative company that has laid the platform for growth in Lebanon, creating jobs and exciting new opportunities as it progresses



George Zard Abou Jaoude set out to build a career and ended up building an empire. His company the GZA Group has made a huge contribution to Lebanese society by stimulating the nation's economy and creating hundreds of jobs in the real estate sector. Today, it is expanding its reach into other industries.

The group principally incorporates Mr Zard Abou Jaoude's real estate developments, activities, investments and current expansion plans, all the while planning for new acquisitions. Although the company is a multi-awarded key real estate player in Lebanon and the region, it

has been progressively diversifying its business portfolio to include assets in the media and automotive industries. It has also recently expanded into the development of some of the most sought after resorts in the Middle East.

Building a future

Mr Zard Abou Jaoude's real estate involvements began in Saudi Arabia and grew to include several projects across the Kingdom, which helped the company grow to invest in and develop over 50 mixed-use developments in Lebanon. Over the years, the group has undertaken different types of projects ranging





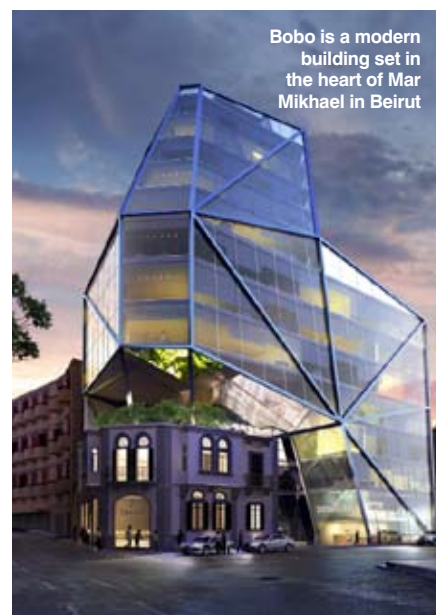
BeitMisk's vibrant town centre



from interior design, redecoration, restoration, to expansion plans and building new residential and commercial buildings. Today, GZA group is a backer of various real estate investment firms, therefore positioning itself as one of the largest real estate developers in Lebanon. It is one of the major investors in ZARDMAN, which has over 30 iconic projects in prime locations all over Lebanon and is also known for having constructed one of the most extensive residential communities – BeitMisk. Located minutes from central Beirut and accessible via the highway, GZA Group co-developed BeitMisk alongside EMAAR.

Spread over 650,000sqm, the village confirmed the group as a forward-thinking company, creating an innovative, comfortable and practical residential area within safely guarded and gated communities gathered around boutiques, shops, restaurants and cafés. More importantly, BeitMisk is a green project that actively promotes green initiatives and participates in the reforestation of Lebanon.

Some of the group's other real estate projects include contemporary apartment buildings in the city and other more traditional ones in the suburbs that have been adapted to modern living standards. The apartments



Bobo is a modern building set in the heart of Mar Mikhael in Beirut



The Wave is located in Ashrafiye, one of Beirut's most sought after residential areas

range in sizes and cater to all individuals but what they all have in common is their key locations and their artistic yet functional approach to the design.

Steering growth

Another of the group's achievements is acquiring the local dealership of world famous sports car manufacturer, Lotus. After having trumped 28 other car agents and alongside its partner RYMCO, GZA Group became the official agent and representative of the prestigious and exclusive Lotus cars in Lebanon. The brand is known as an icon in the Formula 1 world.

Listening to the nation

Just under two years ago, GZA Group added another valuable asset to its portfolio: Virgin Radio Lebanon. Accessing the media world gave the group backstage access into the entertainment industry, which in turn brought about new levels of understanding about the market. Virgin Radio Lebanon's online Key Performance Indicators are a demonstration of its top performance not only in Lebanon but worldwide. It has over 9.1 million likes, reaches over 300 million Facebook users and has an equally impressive engagement rate. Using the media channel as a listening tool allowed the group to feel the pulse of the country and respond accordingly by creating new opportunities and environments in which it could prosper.

Giving back

Success breeds success. However, GZA Group makes it a point to give back to the community that enabled its growth and helped foster its achievements. That's why it has invested its resources into a variety of socially responsible programmes that have contributed to improving the Lebanese society.

One of the group's main interests is the reforestation of Lebanon. It has plans to plant over 200,000 trees in the upcoming years. Also, to ease the aftermath of some of Lebanon's devastation, the group has also participated in a United Nations programme to de-mine some of the southern regions of Lebanon. It has also commissioned Magicians Without Borders to tour the affected regions and spread a little cheer among the unfortunate victims of the struggles.

In order to encourage young talent, the group also openly awards scholarships to students in need of financial assistance. One step further and geared towards economic growth and job creation, it also promotes local crafts and supports local businesses by giving away entrepreneurial grants.

Having established itself as a key local and regional player in the MENA region, GZA Group prides itself on its successes and on playing a pivotal role in shaping the future of Lebanon. That said, the group still has aspirations and a new set of business objectives that it is currently pursuing as part of its never ending quest for success.

Further information

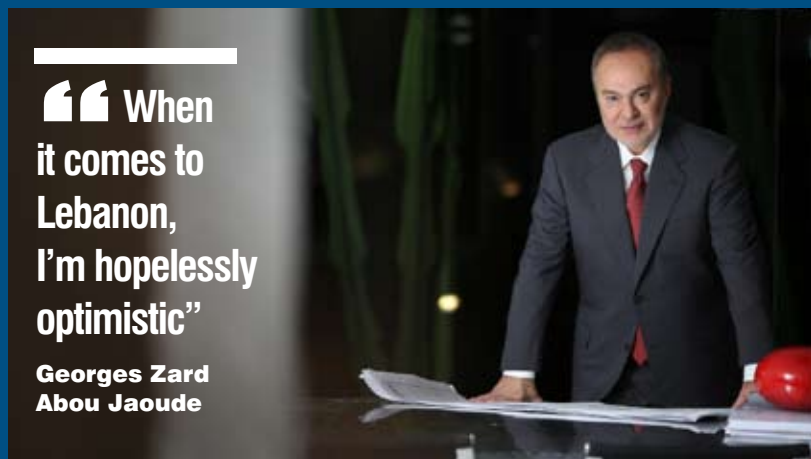
To find out more please visit:
www.gzagroup.com

ABOUT GEORGES ZARD ABOUT JAOUDE, CEO, GZA

Born in Jal El Dib on February 27, 1952, George Zard About Jaoude was brought up with traditional and hard working family values. He graduated from the American University of Beirut with a BA in architecture and moved to Saudi Arabia in 1976, where he put his knowledge and connections to good use and began a career in real-estate. Mr Zard About Jaoude went on to acquire the majority of shares at the Royal Bank of Canada in the Middle East in 1988 and from this the Lebanese Canadian Bank (LCB) came into existence. He served as Chairman and General Manager of

investors and entrepreneurs and created a flow of job opportunities for Lebanese living locally and abroad.

Mr Zard About Jaoude feels passionate about giving back to society. He is known for his foresight and business acumen yet he has his heart set on philanthropy and has sponsored a range of charitable activities over the years aimed at improving Lebanese living standards. Moreover, he is currently setting up his own foundation that aims to encourage and guide entrepreneurs, who he hopes will contribute to a brighter future for Lebanon by stimulating



the LCB until 2010 and raised its standards to meet the Alpha Banks Group. Mr Zard About Jaoude regularly attended courses at both INSEAD and Harvard in order to keep pace with the latest financial developments during his period at the LCB.

As a successful businessman and entrepreneur, Mr Zard About Jaoude used his knowledge and experience to gain a reputation as a real estate magnate; building, renovating and developing projects. Further down the line, his business ventures diversified as he branched out into the automotive and media industries. Over the years, he also collaborated with Lebanese

economic growth. As a successful businessman and entrepreneur, Mr Zard About Jaoude has great hopes for future expansion plans and urban developments. Completely devoted to Lebanon, he sees great potential in his country. He aspires to rebuild Lebanon's image so that it will one day regain its reputation as the Switzerland of the Middle East. He aims to do so by building new residential and mixed-use developments, engineered to cater to future generations by adapting to changing needs and lifestyles. He wants to promote growth and entrepreneurial spirits by sharing his know-how and ultimately encouraging local investment.