



Le Jardin de Fleur

BEACH & GOLF RESORT

M O R O C C O

NEWSLETTER / MAY - JULY 2008

Radisson SAS

RADISSON RESORT & SPA, SAÏDIA

Le Jardin de Fleur has recently announced its first hotel partnership in Mediterranean-Saïdia with Radisson Hotels & Resorts.

Radisson Hotels & Resorts will be managing two of Le Jardin de Fleur's 11 touristic developments (formerly known as Sahara:RT6 & Villas de la Plage:VVT6) which will now be collectively named Radisson Resort & Spa. Both have been strategically chosen by the operator due to their front-line beach location adjacent to Le Jardin de Fleur's 2,000 sqm beach club. The resort's major attractions include ample leisure facilities such as a thalassotherapy centre, five outdoor swimming pools with fresh and sea water plus a 1,500 sqm conference centre.

President and CEO of the Group, Kurt Ritter, comments "With this signing we are adding a new and emerging country to our pipeline. In the Middle East and Africa we now have 47 hotels with almost 11,500 rooms in operation and under development – a clear sign of our commitment to this region."

Le Jardin de Fleur Managing Director, Sean Cusack adds "Our strategy is based on selecting only

the best hotel partners to provide the high levels of service and quality that these resorts demand. Radisson, with its international experience and reputation for quality, shares our vision to create a world class tourism destination in Saïdia."

The Radisson brand has become a first class, worldwide operation by developing successful hotels in strategically important locations. Le Jardin de Fleur now feels confident that introducing such a brand to Mediterranean-Saïdia will not only increase international interest in Le Jardin de Fleur resorts but also Mediterranean-Saïdia as a whole.

www.radisson.com



Radisson Resort & Spa aerial view



Radisson Resort & Spa villas

Radisson Resort & Spa Saïdia On-Site Facilities

- Luxury apartments with sea views
- Villa residences
- Fully equipped kitchens, luxury Moroccan furnishings, marble floors, air-conditioning
- Built to European standards with 10 year structural guarantee
- 4 themed restaurants and 4 bars
- Moroccan styled clubhouse
- 24-hour reception and security
- Moroccan themed spa
- 5 outdoor pools
- 1 indoor pool
- 2 fitness centres
- Kid's club
- Shops
- Tennis courts
- Amphitheatre
- Beach club
- 1,500 sqm conference facilities

Please contact your agent to request sales information & availability at the Radisson Resort and Spa, Saïdia



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Construction Progress

May/June 2008

With the touristic plans for all Le Jardin de Fleur resorts now fully approved by the Moroccan Tourism Board authorities, work has gained momentum in Mediterranean-Saïdia.

Le Jardin de Fleur resorts have been designed to a high level of detail with extensive technical information to include laboratory

testing of all aspects of construction and groundworks in accordance with European standards. This information has been distributed to the construction teams to ensure that the same levels of detail and quality are achieved throughout build progress. Also in accordance with the new licensing agreements, all areas

surrounding the individual sites will be shielded from construction debris by protective fencing and 2 metre high mesh. Le Jardin de Fleur has taken this opportunity to brand the mesh with imagery of the individual sites as they will appear once fully constructed to help orientate clients on site.

ON-SITE GENERAL

Groundworks now continue with clearance and compacting being completed over the coming weeks in preparation for the next stage of construction.

Groundworks are the first specific phase of any construction project which can be completed upon the receipt of the building licences. It includes the removal of unsuitable ground material, the laying and compaction of different types of adequate materials and the subsequent stabilization testing.

All Le Jardin de Fleur site tests are carried out to the most stringent levels of European and Moroccan standards.

Once this phase of construction is completed, the next stage involves the installation of site services such as utilities and road surfaces.

A total of 2,314,400€ has been invested into Le Jardin de Fleur groundworks alone to date.



VVT-4: Groundworks underway (mid June 2008)



VVT-8: Groundwork completed and machinery arriving



VVT-5 Site perimeter with mesh surrounds



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Construction Progress

Continued

LES JARDINS DU MAROC

(Plot ref : RT-7)

The initial stage of construction has been completed including all apartment and clubhouse structures. Waterproofing has now commenced in anticipation of the masonry works (walls, doors and window frames) These waterproofing works will continue with flat roofs, terraces and domes.



RT-7 site with new billboard design



RT-7 external walls

NEW SHOW APARTMENT

(Plot ref: RT-7)

Construction of the RT-7 show apartment has now commenced with a scheduled completion for late summer visitors. The apartment, which features 2 bedrooms and 2 bathrooms with spacious sun terraces, will sit adjacent to the newly constructed Le Jardin de Fleur on-site office.



RT-7 Apartment terrace elevations

ON-SITE BRANDING

All Le Jardin de Fleur resorts have been prepared for the bustle of summer in Saïdia with a smart new on-site advertising campaign. The billboards are located in key points throughout the destination to attract passing visitor interest and to clearly mark the location and unique architectural styles of each resort.



VT-5: Groundworks nearing completion



New on-site advertising campaign



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Construction Progress

Continued

MEDITERRANIA-SAÏDIA

The communal areas of the Mediterranean-Saïdia masterplan have been landscaped with more palm trees and other tropical planting. Finishing touches have also been applied to the medina gateway.



Marina shops and restaurants being fitted



Mediterrania-Saïdia medina



Mediterrania-Saïdia landscaping



Mediterrania-Saïdia Medina gatehouse (West)

NEW MOTORWAY LINK NOW OPEN

The direct motorway link from Oujda Airport to Mediterranean-Saïdia is now complete and open for use. The new route shortcuts through the mountain ranges and reduces transfer time from the airport to Le Jardin de Fleur resorts to only 35 minutes.



New route to Mediterranean-Saïdia

THE RADISSON TOUCH

Radisson Hotels & Resorts are keen to apply their touch to the newly branded resort and spa. The hotel entrance will be adapted to provide a balance of both Le Jardin de Fleur and Radisson concepts. Their own style will also be incorporated into the interior designs.



New Radisson Resort & Spa entrance

NEW AIR ROUTES

Ryanair has announced a route from the UK to Nador (located just an hour from Mediterranean Saïdia) via Marseille. This adds to various existing flight options:

- Iberia via Málaga to Mellila
- Royal Air Maroc/Atlas Blue via Paris to Oujda.
- Aigle Azur via Paris to Oujda
- Jet Air Fly via Brussels to Oujda
- Transavia via Amsterdam to Oujda



Additional direct routes are expected to be announced in the coming months.



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Award Winner for 2nd Year



Le Jardin de Fleur is delighted to announce that, for the second year running, it is to receive acclaimed CNBC Arabian Property Awards. Following 2007's proud achievement, Le Jardin de Fleur will once again receive the awards for Best Development Morocco and Best Golf Development Morocco. In addition, it has also been confirmed that a third award will be received in the category of Best Architecture in direct recognition of Le Jardin de Fleur's innovative fusion of modern European style with Arabic detail.

The full details of the awards, including specific information of which resorts received special praise, will be revealed at the gala dinner ceremony in Dubai in October.

MOROCCO PLAYS LEADING ROLE IN MEDITERRANEAN UNION

Thanks to its prime geographical and economic position, Morocco is set to play a leading role in the emerging Mediterranean Union. Former Prime Minister of France, Alain Juppé, spoke at the conference in Fez on 9 June, explaining that the intention is to attract foreign investment to stimulate economic development in the region.

Sur Mer's Golf & Sea Views

(Plot ref: RT-2)

Le Jardin de Fleur's team of experts work continuously to ensure that all properties are provided with unique benefits, maximising their location, views and architectural style. Here is the imagery that demonstrates how the Sur Mer penthouses benefit from their large rooftop solariums of up to 105 sqm with panoramic views over the surrounding area.

All Sur Mer apartments are positioned in an enviable location within close proximity of the beach and surrounded by the Championship golf course.



Artist's impression of Sur Mer terrace

KING MOHAMMED VI PAYS TRIBUTE TO NORTHERN MOROCCO

The 8th National Tourism Fair was held in the ancient Moroccan city of Tetouan on June 21st and it began with an accolade to Northern Morocco from His Highness King Mohammed VI. The Prime Minister,

Abbas El Fassi read aloud the following statement on behalf of the King; "This important event gives us the opportunity to reaffirm our vision for the development of tourism in Morocco" he continues by saying that

the sector "is one of the engines of economic growth, cultural development, comprehensive modernisation and preservation of our authentic identity."