


ARABIAN  FALCON
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*"I have wandered all my life, and I have also travelled;
the difference between the two being this, that we wander
for distraction, but we travel for fulfillment"*

- HILAIRE BELLOC



MISSION STATEMENT

By providing the highest quality vacation ownership resorts and delivering excellent customer service to our members, Arabian Falcon Holidays aims to be the premier international service provider to the timeshare industry in the Middle East.

Build your product with integrity and success will follow.

G. BLAISDELL

THE FOUNDER



Starting in the vacation ownership industry in 1994 as a sales consultant in Riyadh, Saudi Arabia, Al Mohannad Sharafuddin with his wife Kholoud Taha excelled, rapidly achieving the position of top producer across eight sales offices. In little more than a year, he had advanced to sales supervisor, then sales manager, and had become training manager for Saudi Arabia and the Gulf region.

Mohannad was posted to Dubai in 1996 and quickly recognised that the UAE and Dubai in particular was a tremendously promising market for vacation ownership investment. In 1999, as the principal shareholder and managing director, Al Mohannad Sharafuddin founded Arabian Falcon Holidays.

THE COMPANY

On 2nd February 1999, under the jurisdiction of the Dubai Department of Economic Development's specific timeshare sales regulations, Arabian Falcon Holidays was registered to market and sell vacation ownership in the UAE.

Initially selling vacation ownership products for resorts in Egypt, Lebanon and Tunisia, Arabian Falcon Holidays is today the Middle East's foremost independent timeshare sales and marketing company, with a wide client base in countries throughout the region and in Africa.

In June 2003, as a result of exceptional sales performance, Arabian Falcon Holidays was appointed the exclusive sales agent for Dubai's first vacation ownership resort – Royal Club at Palm Jumeirah. On gaining this contract, Arabian

Falcon Holidays built 10,000 sq ft purpose-built sales offices in the Oud Metha Building (Citibank Tower), Dubai and commenced operations in late November 2003.

Master developer, Nakheel, handed over the completed apartments to Caryatid Properties, owned by prominent UK entrepreneur Pervaiz Naviede, in the first quarter of 2007. The luxury fit out of Royal Club at Palm Jumeirah followed and by the end of the year, more than 250 members had taken their first timeshare vacations. The resort is now entirely sold out.

Always on the lookout for vacation ownership products offering high standards and special locations, in March 2006 AFH was pleased to be appointed the exclusive UAE, Gulf and Middle East



THE COMPANY

sales agent for Residence Richer in Paris, an elegant boutique hotel in the heart of the French capital, which is part of Charm & More Vacation Club.

And following the performance of Royal Club at Palm Jumeirah, Pervaiz Naviede acquired a further 100 apartments at Downtown Tower from leading developer, Hydra Properties. Arabian Falcon Holidays again has the exclusive sales and marketing contract and in early 2008 commenced sales of Royal Club at Downtown Dubai.

A prime location - close to The Dubai Mall and the extraordinary Burj Dubai - ensures that on completion Royal Club at Downtown Dubai will be one of the finest urban timeshares in the world.

Positive response from the GCC market, and Arabian Falcon's conviction that it will go from strength to strength, has prompted the company to open an office in Jeddah. Sales are scheduled to start in March 2008.

At the Vacation Ownership Investment Conference (VOIC 2007), Arabian Falcon Holidays was honoured by Interval International and received the Pioneer's Excellence Award, which was presented to Chairman, Al Mohannad Sharafuddin by Interval International Chairman and CEO, Mr. Craig M. Nash. The award was given "for visionary foresight and recognition of the timeshare potential of Dubai and for pioneering the marketing and selling of the city's first timeshare resort."



THE STAFF

The company's most valuable asset is our employees - the people at the heart of our business. Comprehensive training is conducted on an ongoing basis and staff performance continuously monitored to ensure Arabian Falcon provides the finest standards of service within all departments.

We provide a stimulating, competitive work environment, remunerating our employees well and awarding annual bonuses and regular incentives for achieving results above targets. Our employees enjoy packages which are the industry's best in the region.



THE DEPARTMENTS

As of February 2008, more than 80 personnel
work in six departments Administration

- Marketing
- Sales
- Customer Services
- Finance & Collections
- Human Resources





CODE OF ETHICS

- Honest marketing promises
- Accurate sales information
- Compliance with UAE law
- Straightforward contracts of sale
- Operational integrity and best practice
- Good customer communications.

KEYS^{TO} SUCCESS



- Preparation and planning
- Resorts designed for long-term use and ease of maintenance
- Strong exchange company partner in Interval International
- Excellent business management system
- Standardised policy and procedures manual
- Customised software and user friendly IT system
- Good client service and client satisfaction
- Multi-lingual, skilled and experienced industry professionals

VACATION OWNERSHIP INDUSTRY OVERVIEW



Concept

Vacation ownership - or timeshare - is the division of vacation accommodation into weekly increments and the sale of occupancy rights for those weeks to consumers. An 'uninterrupted right to use' is for the duration of the scheme, usually between 30 and 99 years.

History

Vacation ownership is popularly thought to have originated in Europe in the mid 1960s at Super Devoluy, a ski resort in the French Alps. Hapimag in Switzerland was also a forerunner and still operates as an independent company today.

In 1969, Kauai Kailani on the island of Kauai in Hawaii became the first timeshare resort in the USA.

During the 1970s, condominium developments in Fort Lauderdale, St. Thomas and Puerto Rico introduced timeshare and by 1975 there were 45 resorts in the US and more than 10,000 owners.

Since 1975, vacation ownership has remained the fastest growing sector of the world's travel

and tourism industry. Rapid growth encourages entrepreneurs, and the two biggest exchange organisations - Resort Condominiums International (RCI) and Interval International - were founded in 1974 and 1976 respectively.

The industry developed tremendously during the 1980s as more people than ever before took vacations. New resorts opened around the world, particularly in Western Europe. These were boom years and those riding high on the wave of success were attracted by the opportunity to vacation at luxurious properties in exotic destinations.

By 1990, there were four million timeshare owners at over 2,300 resorts across the globe and the decade saw wide scale expansion in every area of the industry. Eastern Europe, Asia and the Middle East became increasingly attractive as vacation destinations and experienced extensive development.

Today, vacation ownership is a multi-billion dollar business, with more than 5,400 resorts located in over 95 different countries.

FACTS QUICK



GEOGRAPHICAL DISTRIBUTION

There are over 5,400 vacation ownership resorts located in more than 95 different countries. 1700 (31%) are located in North America and Europe hosts 25%, with Spain and the Canary Islands alone offering over 500 resorts. Latin America has 16% of the global total, led by Mexico; the Caribbean 5%, and Africa, South East Asia and the Middle East a total of 15%.

GLOBAL SALES

Sales volume increased from US\$ 3.2 billion in 1990 to US\$ 5.1 billion in 1995. A near 50% increase in the year 2000 took total global sales to US\$ 7.7 billion

and by the end of 2006 sales volume had reached almost US\$ 13 billion world wide, generated mainly in North America and Europe.

OWNERSHIP

Vacation ownership buyers increased by an average of 12% a year from 1990 to 2005, with 7.5 million households worldwide owning 11.5 million weeks.

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