

# LANDMARK AFRICA GROUP

- / Real Estate Development
- / Commercial Real Estate Consultancy
- / Hospitality and Leisure
- / Entertainment

Business. Leisure. Lifestyle

An aerial, monochromatic blue-tinted photograph of a modern cityscape. In the foreground, a large, multi-story building with a glass facade and a curved roofline is prominent. To its right, a sandy beach is visible with several palm trees and a few people. In the background, more high-rise buildings and a dense urban area are visible. The overall scene is presented in a dark blue color scheme.

Creating aspirational  
**Business, Leisure, Lifestyle**  
destinations across Africa

# ABOUT US



Landmark Group is today recognised as a leading real estate development and services business in Africa. We have been providing our vast network of Fortune 500 corporates with property solutions for over 20 years, with a 150,000sqm development portfolio that comprises high rise commercial headquarters of several multi-national firms, retail developments, state of the art hospitality and conferencing facilities, and vast land banks along the Atlantic Ocean coastline.



# OUR HISTORY



The Landmark story began in London in 1997, and spread into Europe over the next 5 years and made an entry into Africa in 2003.

We have made giant strides since then to become one of the leading international real estate services companies in Africa.

Here is a snapshot of our journey so far...

**1997**

Landmark was founded and commenced serviced office operations in Mayfair, London.

**2006**

Diversified into Accra, Johannesburg and Nairobi.

**2010**

A combined 140,000 sqm of waterfront land-bank acquisition completed.

**2014**

Landmark House flagship development was completed. The bespoke Landmark Convention Centre was built and opened.

**2017**

Launch of Landmark Leisure

**2001**

Operations commenced in Brussels, Frankfurt, Madrid, New York, Paris and Prague.

**2008**

The real estate company was established.

**2011**

Appointed development managers to deliver Nigeria's largest mall.

**2015**

Landmark Towers was completed. Sale of Landmark Serviced Office business to Regus Group and launch of Landmark Corporate Solutions Services across Africa.

**2018**

Development of the Landmark Retail Boulevard, Landmark Convention Centre Owerri and Landmark Leisure Beach

**2003**

Operations commenced in Africa with Lagos office.

**2009**

Commenced Event Centre operations at Landmark Village, Victoria Island Lagos.

**2012**

Opened four more serviced office centres across Africa.

**2016**

Launch of Hard Rock Café and Shiro Japanese Restaurant.

# DIRECTORS



The company is led by seasoned professionals with combined experience of over 100 years in their various fields.

Our executive management team have worked across several regions, including Africa, Middle East, United Kingdom, Europe and the United States.



**Paul Onwuanibe**  
Chief Executive Officer



**Pascal Dozie**  
Director



**Anthony Onwu**  
Director



**Rizwan Ramoth**  
Director



**Warren van der Merwe**  
Director



**Maneesh Garg**  
Director



**Funlola Enelamah**  
Director



**Randhir Singh Juddoo**  
Director

# OUR CLIENTS



Our esteemed client list includes several fortune 500 companies and we have an unrelenting desire to ensure high ethical and quality standards at all times. Landmark believes in building strong and lasting relationships to ensure its continued business growth.

All these companies can't be wrong...



We aim to **build** a **US\$1 Billion** real estate portfolio across Africa by 2024



# OUR VALUE PROPOSITION

Landmark is an institutional real estate developer possessing a tried and tested development formula. We are a non-speculative developer that provides sustainable, all encompassing real estate services, with 21 years of global experience and 15 years of experience in Africa.

## Reasons to partner

01

### Access to Land in Attractive Locations

Landmark has a proven ability to acquire plots of land at attractive prices and locations

02

### Exceptional Talent Pool

Landmark's team is made up of individuals who have extensive technical knowledge and experience in managing and delivering large scale projects in Africa and globally

03

### Impressive Transaction History Backed by Solid Returns

Landmark has started a business from nothing, run it successfully, sold it and returned value to its investors

04

### Seasoned Partners and Board Members

The Company has an ecosystem of technical partners and board members that deliver synergistic influence to Landmark

05

### Winning Blue Chip Clients

Landmark is the preferred real estate partner for numerous blue chip companies. Over 80% of the Company's clients are multinational organisations located across Africa

06

### One-stop Shop

The Company's "Live. Work. Play." concept provides Grade-A real estate where people can live close to where they work and have access to recreational activities within the same secure area



# PORTFOLIO HIGHLIGHTS

The Landmark Group boasts a vast real estate portfolio with strong growth potential; sporting an implied valuation of \$244million from our most recent equity transaction. The Group's portfolio was valued at \$318million by PwC in 2015. We are expected to reach a market cap of \$1 Billion at exit.

## Recent Transactions

2013

\$7.5million construction finance from Standard Bank to fund the construction of Landmark House.

**Fully Paid Down**

2013

Secured 20% investment of \$5million in Landmark House from Investment One Financial Services Limited.

**Fully Paid Down**

2013

\$2.5million construction finance from Investment One Financial Services Limited.

2014

\$20million project finance from Diamond Bank to fund the construction of Landmark Towers.

**Refinanced in 2017**

2014

\$10million facility from Investment One Financial Services Limited to fund the development of infrastructure on the Landmark Village Site

**Fully Paid Down**

2014

\$5million construction finance from Diamond Bank to fund construction of Phase A of Landmark Village.

**Fully Paid Down**

2015

Sale of Landmark's serviced office business to Regus for \$20million. Contracted by Regus to roll out serviced offices across Africa

**Regus transaction successfully concluded**

2016

Secured \$20million mezzanine funding from Vantage Capital.

**Investment represents Vantage Capital's first investment into Nigeria**

2017

Refinanced Landmark Towers project finance facility with Standard Bank.

**Tenor: 5 years**

2018

Repayment of \$11.1million Landmark Towers project finance to Standard Bank

**Fully Paid Down**

# COMPANY HIGHLIGHTS



**\$80 Million**

Projected Consolidated NOI  
at Stabilization



**220,000sqm**

Projected Consolidated  
Gross Leaseable Area



**\$1 Billion**

Projected Enterprise  
Value at Exit



**150,000sqm**

Land  
Holdings



circa **\$300 Million**

Current Enterprise  
Value

# RECENT ACCOMPLISHMENTS

 <p>Best Real Estate Developer Award, Leisure/Hotel Category</p> <p><b>Winner</b></p>	 <p>East Africa Superbrand Award</p>	 <p>Companies to Inspire Africa</p>	 <p>Africa Company of the Year</p> <p><b>Finalist</b></p>	 <p>Best Purpose Built Event Space</p> <p><b>Winner</b></p>	 <p>Event Venue of the Year</p> <p><b>Winner</b></p>
<p><b>2016</b></p>	<p><b>2017</b></p>	<p><b>2017</b></p>	<p><b>2017</b></p>	<p><b>2017</b></p>	<p><b>2018</b></p>



**DIVESTMENT**



VANTAGE CAPITAL

**INVESTMENT**



**PARTNERSHIP**



Standard Bank

**FINANCING**

# SERVICED OFFICE PORTFOLIO

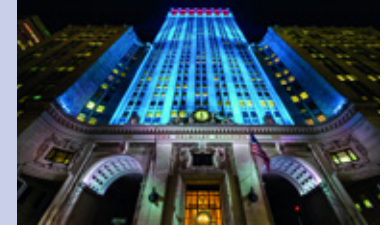
## Landmark House

Country » United Kingdom  
Location » London  
Opened » 1997



## Helmsley Building

Country » United States  
Location » New York  
Opened » 2001



## Africa Re

Country » Nigeria  
Location » Lagos  
Opened » 2003



## Mulliner Towers

Country » Nigeria  
Location » Lagos  
Opened » 2009



## Laiboni Centre

Country » Kenya  
Location » Nairobi  
Opened » 2008



## Cavendish Building

Country » Kenya  
Location » Nairobi  
Opened » 2012



## GNAT Building

Country » Ghana  
Location » Accra  
Opened » 2009



## Aviation Road Centre

Country » Ghana  
Location » Accra  
Opened » 2013



## The Place

Country » South Africa  
Location » Johannesburg  
Opened » 2007



## Sala house

Country » South Africa  
Location » Johannesburg  
Opened » 2013



# DEVELOPMENT TRACK RECORD

Our real estate development business currently boasts 25,000sqm of space under management and 150,000sqm under development. We have tried and tested our mixed use model over the past few years, starting small and increasing in scale with each new development. From Business. Leisure. Lifestyle within a single building, to Business. Leisure. Lifestyle across various buildings on one site. The model is flexible. The model can be replicated. The model works. The Landmark Village scheme is the Group's signature development and fully embodies the Business. Leisure. Lifestyle philosophy.

At the Landmark Village, we are creating West Africa's first waterfront, business, leisure and lifestyle destination.

## Landmark House

Area » Ikeja G.R.A.  
Location » Lagos  
Opened » 2014



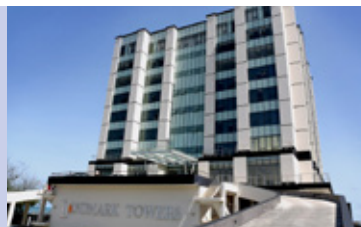
## Ado Bayero Mall

Area » Kano City  
Location » Kano  
Opened » 2014



## Landmark Towers

Area » Victoria Island  
Location » Lagos  
Opened » 2015



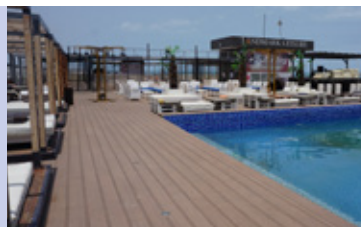
## Landmark Centre

Area » Victoria Island  
Location » Lagos  
Opened » 2015



## Landmark Leisure

Area » Victoria Island  
Location » Lagos  
Opened » 2017



## Casper & Gambini

Area » Victoria Island  
Location » Lagos  
Opened » 2015



## Hard Rock Café

Area » Victoria Island  
Location » Lagos  
Opened » 2015



## Shiro Restaurant

Area » Victoria Island  
Location » Lagos  
Opened » 2016





# ONGOING DEVELOPMENTS

# THE LANDMARK VILLAGE

The Landmark Village is a 4 hectare mixed-use site along the Atlantic Ocean beachfront in Victoria Island, Lagos set to emulate Rosebank in Johannesburg, the Victoria and Alfred Waterfront in Cape Town and Canary Wharf in London. The site is being developed into an ultra-modern business, leisure and lifestyle destination over the next 5 years.

The Landmark Village was noted as the most visited leisure destination in Lagos, with a natural footfall of up to 60,000 visitors weekly. The first phase of the Landmark Village scheme is complete with the Landmark Events Centre (the largest purpose-built event centre in Lagos), Casper and Gambini catering, as well as the first and only Hard Rock Café in West Africa and the Oriental themed Shiro restaurant.

Once the Landmark Village is fully complete, the site will include The Landmark Waterview Luxury Residential Apartments, a 4\* Renaissance Hotel by Marriott International, Marriott Executive Apartments, over 20,000sqm of office space and the noteworthy Landmark Village Retail Boulevard.

West Africa's Fastest Growing **Business, Leisure and Lifestyle** Destination



An estimated **2,810,000**  
**people** were at the  
Landmark Village in **2017**



# LANDMARK VILLAGE IN NUMBERS

**2,810,000**

Estimated number of people at the Landmark Village in 2017



**61**

Conferences/Exhibitions with an average of **1,078,500** people in attendance



**09**

Public concerts/ticketed events with an average of **73,000** people in attendance



**22**

Weddings with an average of **595,500** people in attendance



**04**

Meetings were held with an average of **24,000** people in attendance



**14**

Private parties/concerts with average of **119,000** people in attendance



**920,000**

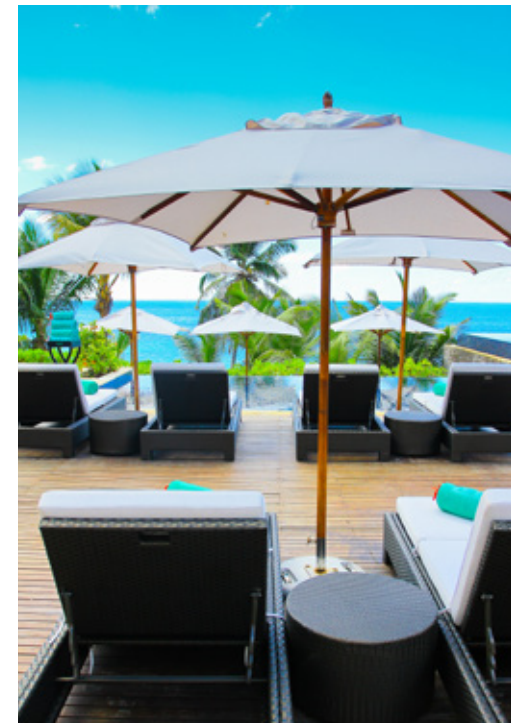
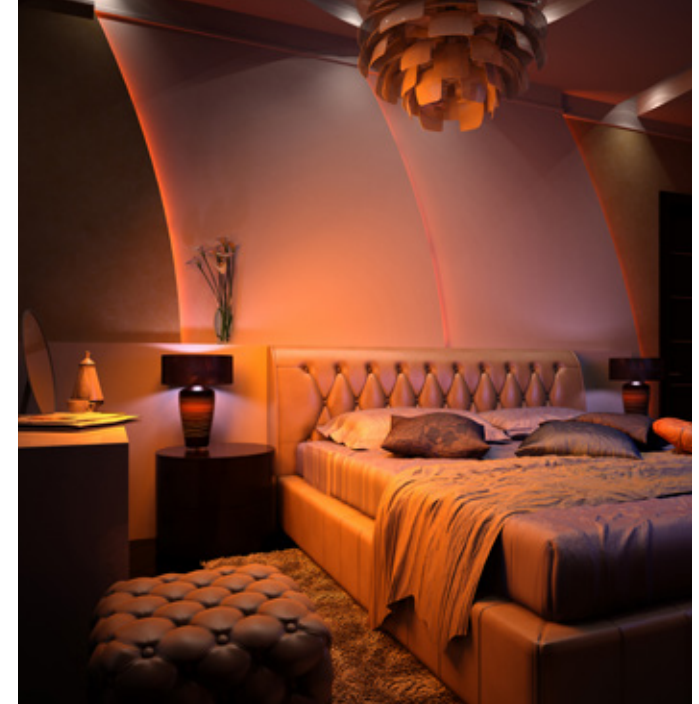
People on the average were in the Hard Rock Café and Shiro restaurants

# SEE THE LANDMARK VILLAGE



# R RENAISSANCE® HOTELS

The Renaissance is a Marriott International lifestyle brand which resonates quality and uniqueness. Qualities which align with Landmark's goal of delivering an iconic business, leisure and lifestyle destination that establishes the Landmark Village as a benchmark for mixed-use developments in the region.





# MARRIOTT EXECUTIVE APARTMENTS



The Marriott Executive Apartments are upscale serviced apartments for executives, expats, business travellers and tourists staying 7+ nights, the Marriott Executive Apartments is designed to provide upscale residential living, personalised service and the assurance of a Marriott experience.

Voted the top tourist destination in Nigeria in 2016, the Landmark Village site is an ideal fit for the MEA brand.



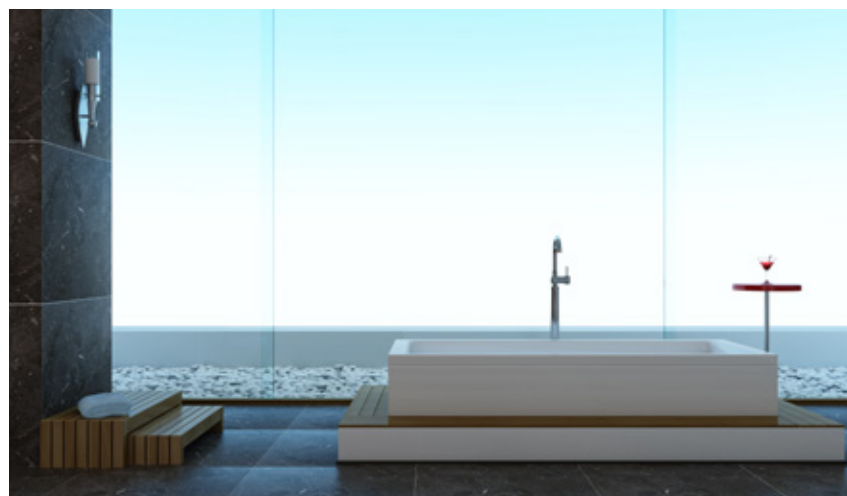
# LANDMARK

WATERVIEW APARTMENTS



Landmark Waterview Apartments is a bold new vision for living in the heart of Victoria Island. Surrounded by the beautiful landscapes of the wider Landmark Village scheme, this exclusive, highend residential development, consisting of luxury apartments, enjoying panoramic views of the Atlantic Ocean and direct access to sandy beaches.

Landmark Waterview residents can enjoy the convenience of a vibrant mixed use community within the Landmark Village, which is fast becoming the premier lifestyle destination in West Africa. It provides a splendid setting where you can relax, indulge and enjoy a refreshing change from everyday living.



# LANDMARK

LEISURE BEACH



The Landmark Leisure beach is located directly behind the Landmark Village development, we are creating an idyllic beachside destination with offerings for a vast demographic. This beach will feature a myriad of leisure & recreational activities stretching out from Landmark Towers to Hard Rock Café beachfronts.

Developed in 2018.



# LANDMARK

RETAIL BOULEVARD



The Landmark Village Retail Boulevard includes 6,000sqm of retail space around the existing Events Centre, Hard Rock Café and Shiro Restaurants. Landmark has secured an anchor to the Retail Boulevard with Filmhouse IMAX Cinema to the West, and the Family Entertainment Centre to the East, drawing traffic through the Boulevard.

Open in 2018.





# RETAIL AT LANDMARK

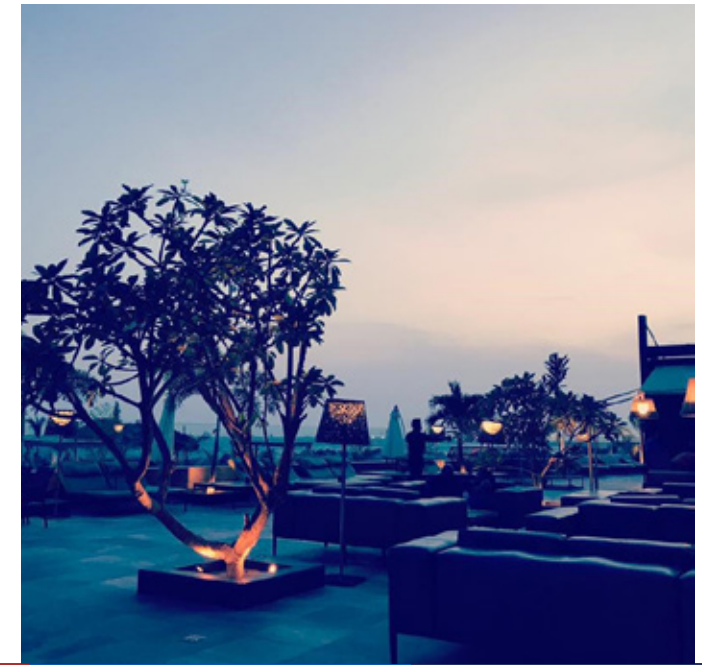
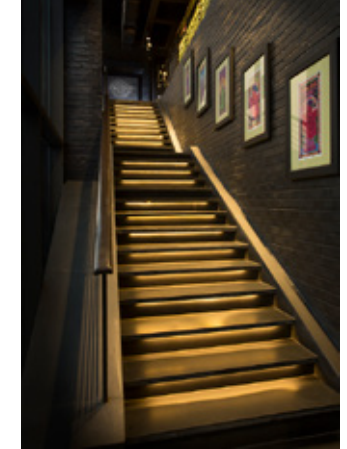




LAGOS



Hard Rock Café opened in 2015, this American Rock 'n' Roll themed restaurant, offers entertainment at its best with live music, great drinks and delicious food.



# 城 shiro

The stunningly designed Shiro restaurant opened in 2016 and offers patrons an exceptional and authentic Japanese fine dining experience, with a beautiful beachfront bar.





Opened in 2018 at the Landmark Towers, HMC Catering offers homemade, healthy and nutritiously balanced options of continental and Nigerian Cuisine.



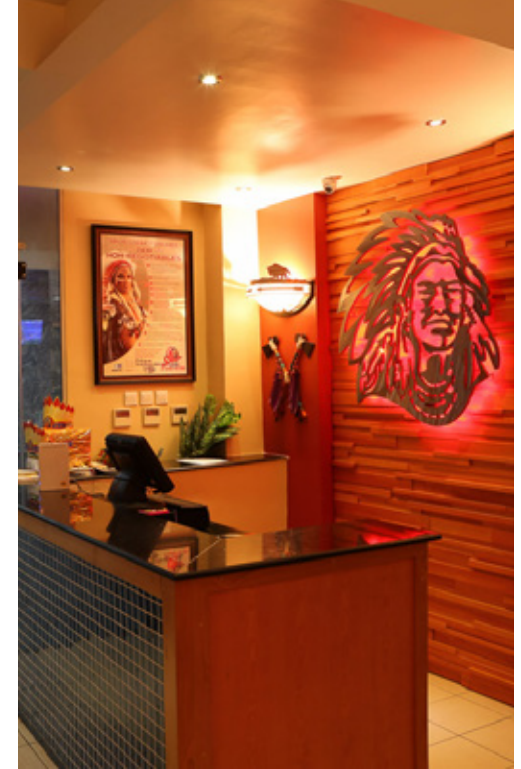


Opened in 2018, bnatural is a leading luxury medspa specialising in innovative medical services and beauty treatments administered. Each spa location offers calm and sensory experiences and features Nigeria's first Moroccan Hammam.





The family themed restaurant located at Landmark Towers offers a variety of adult and kid friendly delights. This international food chain provides an affordable food option for the whole family.



# FILMHOUSE IMAX<sup>®</sup>



Filmhouse Cinemas is a dynamic film exhibition company with a vision to be the no.1 cinema brand in Nigeria. Landmark Village is home to an IMAX cinema experience.





# FUTURE DEVELOPMENTS

# FUTURE DEVELOPMENTS

We have successfully tripled the value of our real estate investments through the roll out of our Landmark House and Landmark Towers developments. With Phase-A of the Landmark Village complete, we are at a portfolio value of \$280million, and expected to grow to \$1billion upon exit.

Here's how we plan to get there...

## Landmark Centre Owerri Imo

### Highlights

- 1,500 sqm of event space
- 120 sqm of retail space



## Landmark Lakes Lagos

### Highlights

- 10,000sqm Training School
- 7,000sqm Residential Accommodation
- 5,000sqm Office Space
- 2,000sqm Retail and Leisure Centre



## Dream Theater Lagos

### Highlights

- Est. 3 Million Visitors p.a.
- Fixed Roof
- Sports, Culture & Arts Hub
- International Retail Brands
- Iconic Lagos Building
- 10,000 sqm of Retail Space



## Landmark City Lagos

### Highlights

- 14,000sqm Beachfront Hotel
- 2,400sqm Beachfront Convention Centre
- 3,400sqm Water Theme Park
- 10,000sqm of Offices
- 41,000sqm of Resort accommodation
- 10,000sqm of Retail





For further enquiries, contact:

/ **NIGERIA** / Landmark Towers, 5B Water Corporation Road, Victoria Island Annex, Lagos / **+234 (0) 1 631 1447**

/ **UNITED KINGDOM** / Landmark House, 17 Hanover Square, Mayfair, W1S 1HU, London / **+44 (0) 207 529 1400**

/ **KENYA** / 4th Floor, Cavendish Building, 14 Riverside Drive, Nairobi / **+254 (0) 20 423 154**

/ **SOUTH AFRICA** / 145 2nd Street, 2 Sandton Drive, Sandton, 2196 / **+27 (0) 11 282 0788**

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