

U BY EMAAR TERMS & CONDITIONS

If Members require clarification or further information, they may contact the U By Emaar Call Centre on 800-LOYALTY within the UAE or on +971 4 567 2000 from outside the UAE. Alternatively, members can also write to us at customerservice@ubymaar.com. Please note, however, the U By Emaar Terms and Conditions cannot be superseded or changed except in writing by Emaar.

These terms and conditions are updated as of June 23, 2022 and supersedes any previous versions and iterations. All participating outlets, U By Emaar and Emaar reserve the right to any changes and updates without prior notice and information.

GENERAL

The following definitions shall apply:

“Emaar” means Emaar Properties PJSC, the entity with ultimate responsibility for U By Emaar loyalty programme, or any other companies within the same group.

“U By Emaar means” or “Programme” means the loyalty programme owned and managed by Emaar.

“Members” means a person who has registered to U By Emaar and “Membership” shall be construed accordingly.

“Upoints” means the currency of the U By Emaar loyalty programme based on spend in United Arab Emirates (AED). This is displayed as Points Balance to a member and is available for “Redemptions”.

“Tier Upoints” means the Upoints earned upon eligible spend in participating hotels, restaurants and entertainment partner attractions and is not available for redemptions. These are used to calculate “Tier Status” and are displayed in the form of “Tiers” to members.

“Bonus Upoints” means the Upoints that are earned on promotional activities. This will be displayed under a members Points Balance and does not count towards “Tier Status”.

“Consecutive Stays” means when a member checks in again after checking out at the same location without a gap of 24 hours in between both stays

“Tier” means the membership levels of U By Emaar loyalty programme that add escalating benefits and reward-earning opportunities.

“Tier Status” means the current tier of a member.

“Earn” or “earning” means when a member makes an eligible spend at participating hotels, restaurants and entertainment partner attractions.

“Redeem” or “redeeming” means when a member exchanges Upoints in return for a “Reward” or “Rewards”.

“Reward” or “Rewards” means eligible products or services to be provided by U By Emaar to a member in exchange for Upoints.

“Benefits” means the ongoing privileges of being a member of any particular tier of U By Emaar.

“Participating Brands” means participating hotels, restaurants, leisure clubs and entertainment partner attractions available for members to earn or redeem Upoints.

“Emaar Portfolio” means a hotel, restaurant, leisure club, spas or entertainment partner attraction within the Emaar Portfolio of brands that participates in the Programme.

“Partner” or “Partners” means a partner of the Programme operating outside the Emaar assets or Emaar Portfolio of brands.

“Eligible Activity” means a transaction that qualifies to earn or redeem Upoints.

“Programme Website” means the website of U By Emaar loyalty programme namely www.UByEmaar.com.

“Eligible Spend” means the total spend after deduction of taxes, service charges or any ineligible spend listed below at participating brands after processing the payment.

“Eligible Folio” means eligible room rate only.

“Emaar Gift Card” means a cash voucher that can be loaded only once with a set amount of funds on. It is accepted as a payment mechanism at outlets across Emaar, which means that the gift card can be used at multiple locations across the group and valid for 12 months from the date of purchase.

“Privacy Policy” means the information that Emaar may collect from its members and practices around collecting, using, maintaining, protecting and disclosing that information.

The U By Emaar “Terms and Conditions” are governed by and are to be construed under the laws of Dubai, UAE. Claims may not be resolved through any form of class action. By participating in the Programme, Members submit all disputes arising out of the programme to the exclusive jurisdiction of the Courts of Dubai, UAE. The Programme Terms and Conditions set forth herein supersede all prior Terms and Conditions.

Membership in and application for membership to U By Emaar is void if prohibited by law in the country of the Member’s or applicant’s domicile.

The Programme has no predetermined termination date and may continue until such time as Emaar decides to terminate the Programme, at any time, with or without notice. Members will have three (3) months from the date the Programme termination is announced to accumulate for and Redeem desired “Rewards”. This means that, regardless of the amount Members participate in the Programme, their right to accumulate Upoints and claim Rewards can be terminated by Emaar three (3) months after Emaar announces the Programme termination.

Emaar reserves the right to add, modify, limit, delete or otherwise change any of the rules, procedures, conditions, “Earn” and “Redeem” rules, Rewards, Tier Status and “Benefits” pertaining to the Programme at its sole discretion, with or without notice, even though changes may affect the value of Upoints already accumulated. This means that Emaar may make changes that affect, but are not limited to, “Participating Brands” including malls, hotels, restaurants, leisure clubs and entertainment partner attractions within the “Emaar Portfolio”, rules for earning and redeeming Upoints, Tier Status, rules and procedures for the use of Benefits, continued availability of Rewards and the features of any or all special offers.

Only individuals 18 years old and above or marked as majority in their state/country of residence may enrol in the Programme and become Members (defined as individuals who have been accepted as Members by Emaar). Corporations, associations or groups are not permitted to enrol in the Programme.

Programme membership entitles Members to the right to Earn Upoints, which can be redeemed for Rewards in accordance with the Terms and Conditions. Member Benefits and Rewards, while offered in good faith, may not be available if prohibited by law or regulation in the Member's country of residence.

Members must not maintain membership or Earn and Redeem Upoints across multiple membership accounts.

Emaar reserves the right to discontinue Programme membership for any Member who appears to be using the Programme in a manner inconsistent with the Terms and Conditions or intent of the Programme or any portion of the Programme, including, but not limited to the earning and redemption of Upoints and the use of Benefits. Emaar also reserves the right to discontinue membership for any Member who acts in a manner inconsistent with local or federal laws, statutes or ordinances or if there are reasonable grounds for suspecting fraud, theft or dishonesty in connection with a Member's account as determined by Emaar at its sole discretion. Such discontinued membership may result in the loss of all accumulated Upoints, Tier Status, Benefits and privileges. In addition to discontinuance of membership, Emaar shall have the right to take appropriate administrative and/or legal action, including, and without limitation to, criminal prosecution, as it deems necessary at its sole discretion.

The sale or barter of any Upoints or other Benefits other than by Emaar is prohibited. Any Upoints or Benefits which Emaar deems at its sole discretion to have been transferred, sold or assigned in violation of the Terms and Conditions may be confiscated or cancelled.

All interpretations of the Terms and Conditions shall be at the sole discretion of Emaar.

Members who do not have "Eligible Activity" as defined in a consecutive twenty-four (24) month period may be removed from the Programme and are subject to forfeiture of all remaining Upoints. To keep the accumulated Upoints, Members must take one of the following actions within a consecutive twenty-four (24) month period:

Earn Upoints from the Emaar Portfolio, pursuant to the terms herein;

Redeem Upoints from the Emaar Portfolio, pursuant to the terms herein;

Earn Upoints through any qualifying "Partners", pursuant to its terms;

Redeem Upoints through any qualifying Partners, pursuant to its terms;

Once the Upoints have been forfeited, the Member may not retrieve any forfeited Upoints but the Member may begin to Earn Upoints again, thereafter. Any Reward redeemed by the Member before the Upoints are forfeited is still valid. This applies to any year of enrolment including, and without limitation to, the first year of enrolment.

Each Member is responsible for remaining knowledgeable as to the Terms and Conditions and as to the number of Upoints in their account. Emaar may attempt, but is not required, to send correspondence to active Members to advise them of matters of interest, including notification of Upoints forfeiture or Programme changes. Neither Emaar, nor Partners or, if applicable, third party companies participating

as marketing partners in the Programme will be liable for any failure to do so and will not be responsible for incorrect or inaccurate transcription of Member contact information, for problems related to any of the equipment or programming associated with or utilised by the Member, for any human error, for any interruption, deletion, omission, defect or line failure of any telephone network or electronic transmission, for problems relating to computer equipment, software, inability to access any website or online service, for any other technical or non-technical error or malfunction, for lost, late, stolen, illegible, incomplete, garbled, misdirected, mutilated or postage due mail or other delivery services or e-mail for whatever reason.

Each Member is responsible for creating private account access information and for maintaining the security of that information. If the security of that information is breached by the Member or a third party, Emaar shall not be liable for any access to that account not authorised by the Member, accumulation of Upoints, redemption of Rewards or other account activity that occurs as a result, and in no event shall Emaar be responsible for reimbursing the Member for any Upoints redeemed or other damages or losses claimed to occur as a result of that unauthorised access. If the Member becomes aware of any fraudulent activity, including unauthorised redemption of the Member's Upoints or Rewards, the Member must report the fraudulent activity to Emaar in writing within thirty (30) days of its occurrence and provide all further requested information and cooperation to Emaar to be eligible for reinstatement of lost Upoints or Rewards, wherein such reinstatement may be done at Emaar's sole discretion.

Each Member is responsible for advising Emaar of any changes to their contact information. If the Member decides to change their name, then the Member must send an email to customerservice@ubyemaar.com along with proof of name change in the form of a valid Passport copy / Emirates ID copy / Marriage certificate copy (in case of change in maiden name) with a duly signed letter. The Member's personal details are handled with utmost confidentiality by Emaar and will not be shared at any point in time. Please read the "Privacy Policy" in Section 6 for more information.

Accrued Upoints do not constitute as a Member's property. Except as specifically provided herein, accrued Upoints are not transferable under any circumstance.

Specific Benefits and services have been established for all Members. However, benefits and services offered by hotels within the Emaar Portfolio may vary. If Emaar or any Partner improperly denies a Member an accrual or Benefit, the liability of Emaar or the Partner will be limited to the equivalent value of that accrual or Benefit as determined solely by Emaar.

Emaar, is not responsible, and assumes no liability, for changes or discontinuances of the Partner's service or product(s) which may affect Rewards offered or the accrual of Upoints.

Nothing in the Terms and Conditions is intended or shall be construed to create or establish any agency, partnership or joint venture relationship between Emaar and the Partners.

In case of the death of a Member of U By Emaar, Upoints in the Member's account may be transferred to another active Member upon Emaar's receipt and approval of certain requested documentation and information. Upon written request to Emaar, a list of the required documentation will be supplied. To be eligible, the transfer must be requested in writing along with all required documents including a valid and official proof of death certificate. All of the information should be provided within one (1) year from

the date of the Member's death. Any transfer remains within the sole discretion of Emaar. Any decision made by Emaar in response to a request for transfer is final and not subject to further review or dispute. In such cases of agreed transfer, Tier Status, Tier Upoints and Benefits cannot be transferred and Upoints received by a Member through such a transfer will not count toward Tier Status. If there is any dispute, UAE law will apply.

ACCRUAL OF UPOINTS

Upoints can be earned at participating hotels, restaurants, leisure clubs, spas, select malls and entertainment partner attractions within the Emaar Portfolio and U By Emaar loyalty programme. Participating brands within the Emaar Portfolio and U By Emaar loyalty programme are subject to change at any time, without notice. For a full listing of participating brands, visit the "Programme Website". If a hotel, restaurant, leisure club, spa, mall or partner entertainment attraction ceases to be a participating outlet within the Emaar Portfolio, all "Eligible Spend" subsequent to such date will not be entitled to Earn Upoints, regardless of when the reservation was made.

Upoints can only be earned at the Programme participating brands and cannot be earned at external partners.

When shopping Upoints can be earned at Dubai Marina Mall, Dubai Hills Mall, The Springs Souk, Meadows Souk and Meadows Village. However, members cannot earn points when purchasing the following items, which can be amended from time to time by Emaar at its discretion:

- Financial services and products (e.g. ATM, banking, currency exchange)
- Emaar gift cards and other gift card purchases
- Specialist services products (e.g. extended warranty, Nol, Salik, Etisalat, Du)

Upoints earned on eligible spend at participating brands and available as Upoints Balance will expire twenty-four (24) months from the date of issue. Your Upoints will expire on the last day of every month, at 11.59 pm.

Upoints cannot be earned on someone else's transaction. For eligible malls, restaurants, spas and entertainment partner attractions, Members can earn Upoints for transactions made only by them. Additionally, in the case of a hotel stay, Member has to be one of the guests staying at the hotel to earn Upoints.

The guest name on reservation must match with Member's full name in order to earn Upoints. Hotel Reservations booked under different names and coinciding with the same stay dates as the Member's stay will not be eligible for Upoints.

In case of any of programmes and offers running in parallel at any of the participating outlets including, but not limited to, external partner programmes, Members are only allowed to choose one of the programmes as a means to Earn Upoints and use any Benefits or Rewards.

No Upoints, or credit toward Tier Status will be awarded for 'no show' situations when a Member has made a reservation guaranteed with a credit card or other payment method, but then does not check

into the hotel or show up at a participating restaurant, spa or entertainment partner attraction, irrespective of whether or not the Member's credit card is charged for any portion of the reserved transaction.

Any Upoints offered in conjunction with participating hotels, restaurants, leisure clubs, spas and entertainment partner attractions will be considered earned when the transaction has been completed (i.e. check-out in case of hotel, settling payment in case of restaurant, spa and partner entertainment transactions), fully paid and added to the Member's account. Upoints will not be available for redemption before the transaction has been completed, paid for and the Upoints have been added to the Member's account.

A Member may earn Upoints for up to maximum of thirteen (13) consecutive nights per room and for a maximum of two rooms per stay, if all Eligible Spend for the rooms are paid on one folio. Upoints will be earned for all "Eligible Folio" charges incurred on the rooms. A minimum of twenty-four (24) hours is required between checkout and check-in for members to earn Upoints, "Consecutive Stays" do not apply.

"Bonus Upoints" issued on top of Upoints, including Tier bonuses (if any), depending on Member Tier, and double or triple Upoints promotions will apply to the total Upoints credit earned for eligible spend. Double Upoints means the Member will receive a bonus equal to the number of Upoints earned during an eligible spend and Triple Upoints means the Member will receive a bonus double the number of Upoints earned during an eligible spend. Bonus Upoints earned on Upoints do not count toward U By Emaar (higher) Tier Status.

Members cannot earn points on the payment for pre-discounted services or packages across all outlets including special promos or products that are part of a limited time experience. In the chance that for certain packages Upoints are offered on the eligible revenue, this is at the outlets discretion and a member is not eligible for these points unless determined by the outlet directly

Members will earn Upoints on every Eligible Folio charged in United Arab Emirates Dirhams (AED) to an individual Member's hotel bill for stays at participating hotels as well as for Eligible Spend at participating malls, restaurants, spas and entertainment partner attractions. Even with a hotel stay that does not classify as an Eligible Spend, all members will earn Upoints for Eligible Spend on food and beverage at participating restaurants. Food and Beverage spend at Rove Hotels qualify to earn or redeem Upoints regardless of whether a member is staying at Rove Hotels.

Upoints will be awarded against eligible transactions only after the transaction is paid for in full via channels accepted at the participating outlets and will be received in the member's account within 24 hours (except malls, which requires up to 14 working days). Points cannot be used to adjust the total value of an invoice/bill against which it is accrued

Earning of Upoints in fractions will not be available. Only the United Arab Emirates Dirhams (AED) amount before the decimal Point of the Eligible Spend value will be eligible for Upoints earning on an item by item basis, i.e. if the price of an item is 24.99 AED, member will earn 24 Upoints.

When a Member's individual hotel bill is billed directly to a company and the Member is responsible for authorizing its settlement at checkout, the transaction is eligible for U By Emaar Upoints as described herein. However, group master-billing arrangements where charges for multiple rooms are placed on

one hotel bill and billed to a company or common address or settled at checkout by one individual are not eligible for Upoints. Incidental charges, namely those charged to a Member's room, paid for directly by the Member at checkout are not eligible for Upoints accrual. Incidental charges billed to a master bill are not eligible for Upoints accrual.

To earn Upoints, a Member must be a registered, paying Member of U By Emaar. Specifically excluded from the definition of Eligible Spend are the following types of ineligible hotel, spa and restaurants spend: wholesale rates, including tour operator and destination management rates, online rates provided to any third party website other than Emaar Brand websites, 'opaque' channel bookings where the brand may or may not be known at the time of purchase, group rates, discount rates including airline crew rates, associate rates, Emaar associate family and friends rates, and spa merchandise

Members will not Earn Upoints for hotel stays redeemed with a third party Partner's discount, third party vouchers, third party offers and / or free certificate (e.g. frequent flyer award or travel award) and / or gift voucher issued, unless otherwise stated on the certificate.

Members will only earn Upoints for hotel stays made on Members rate and booked through the UBE App.

Members will Earn Upoints on transactions made on spa treatments provided the outlet is listed as a participating venue

Members are eligible to Earn Upoints on transactions made with "Emaar Gift Card"

Transactions made on telephone, laundry, conference and banqueting, meetings and incentives are not eligible for Upoints earnings.

Transactions made on tobacco and shisha are eligible for Upoints redemptions only and do not qualify for earning Upoints or any other tier discounts.

Transactions made on in-room dining at Rove Hotels and mini bar across all other participating brands of the programme are ineligible for earning or redeeming Upoints

For participating Spas, members can earn on spa treatments only and not on other spa products or spa merchandise. Discounted spa vouchers purchased as a result of an ineligible hotel rate or via a third party are not eligible for earning Upoints.

For restaurants, Members can avail benefits, earn and redeem Upoints on eligible spend charged to one bill at a participating brand for tables of up to nine guests or less. A table of ten guests or more is considered a group and is ineligible for tier benefits, however a member may earn and redeem Upoints, however on full price only i.e not after application of any discounts or promotions. Any third party offers, third party promotions, third party vouchers or credit card hosted promotions, associate discounted rates, other promotions and discounted rates are not eligible for Upoints earnings.

Earning and redeeming Upoints on consecutive bills is accepted.

For entertainment attractions, members cannot earn points on corporate spend, external or third party offers, third party promotions and third party vouchers, group bookings including destination management companies and corporate partners, discounted birthday party packages, Emaar Entertainment Group managed promotions at discounted rates, Emaar staff and associate discounted

rates, other promotions and discounted rates, however members are allowed to use their points for a redemption transaction for any of the aforementioned discounted rates.

For Emaar Entertainment attractions, a group of twenty-five or more are not eligible for Upoints earnings and redemptions.

Upoints + Cash is currently not available as a mode of payment at Reel Cinemas Digital Kiosk. However, members can redeem in full as long as the member has sufficient Points Balance.

Earning or redeeming Upoints is not possible on an annual membership and its associated benefits at the Dubai Aquarium & Underwater Zoo.

Any applicable federal, state or local taxes, including, and without limitation to, value added tax, city occupancy tax, municipality fees, Tourism Dirham fee, government taxes as well as additional service charges are not considered as Eligible Spend and will be omitted for purposes of Upoints earning for participating hotels, restaurants, leisure clubs and entertainment partner attractions.

A member's monthly transaction history for up to a year is available online upon logging into the mobile application. Transactional history can be reviewed from mobile app by choosing a period of either 3, 6, 9 or a maximum of 12 months.

U By Emaar Upoints earned by any individual Member are non-transferrable. Only one membership account is allowed per person as per the legal name.

If a Member believes they have not received the correct Upoints credit(s) for hotel stays, they must submit a request for such retroactive credit(s) by logging into the U By Emaar mobile application and providing the requested details. Member must quote their Membership number or registered mobile number on all retroactive claims. Guest name on reservation must match with Member's full name. Failure to supply the adequate and unaltered documentation may result in denial of such Upoints credit. For the Member's protection, all hotel travel documentation should be retained by the Member until the Upoints credit has appeared on their U By Emaar statement. Retroactive claims must be received through the Programme Website within sixty (60) days from the date of activity. Any decision to award retroactive Upoints remains within the sole discretion of Emaar. Any decision made by Emaar in response to a request for retroactive Upoints is final and not subject to further review or dispute.

Retroactive claims can only be made on an Eligible Folio i.e. on eligible room rate only after deduction of taxes including government tax, value added tax, service charge, Tourism Dirham fee, banquet charges, paid outs and tips from the total hotel bill. Transactions made at spa, telephone, laundry, banqueting, meetings, incentives, conventions, and exhibitions are not eligible for retro claims.

Occupants of serviced residences managed by Emaar Hospitality Group can become Members of U By Emaar via the enrolment channels of the programme.

Guests who stay within the hotel rental pool of participating serviced residences can earn or redeem Upoints on their stay. Earning of Upoints is limited to the first thirteen consecutive nights per room and nine rooms per stay, if all Eligible Spend for the rooms are paid in one folio. Upoints will be earned for all "Eligible Folio" charges incurred on the rooms. A minimum of twenty-four (24) hours is required between checkout and check-in in order for members to earn Upoints, Consecutive Stays do not apply.

Owners who live in participating serviced residences will not be able to earn or redeem Upoints against their stay.

Members cannot use the benefits and discounts of any residency privilege programmes and initiatives in conjunction with the U By Emaar tier benefits and discounts and have to choose between either of the programmes.

The Leisure Club members of Address Montgomerie, Dubai Polo & Equestrian Club and Arabian Ranches Golf Club who chose their leisure club food and beverage discount are entitled to earn Upoints or redeem Upoints on any eligible spend at participating restaurants. However, members cannot use and combine two offers or benefits in conjunction, i.e. for example, discount as a higher tier member of U By Emaar as well as discount provided to Leisure Club Members. Promotional terms and conditions to apply.

Spa memberships are eligible for earnings and redemption of Upoints.

Occupants of serviced residences managed by Emaar Hospitality Group who chose the residency privilege programme can earn Upoints against their eligible spend at participating restaurants and entertainment partner attractions.

Only guests who stay within the hotel rental pool of participating serviced residences can earn Upoints against their eligible spend after applying the residency privilege programme discounts or benefits. Owners who live in participating serviced residences will not be able to earn Upoints against their eligible stay.

Owners and Tenants who live in participating serviced residences will not be able to avail Stay tier benefits. Guests who stay within the hotel rental pool of participating serviced residences can access the higher tier Stay benefits of U By Emaar. A minimum of twenty-four (24) hours is required between checkout and check-in in order for members to avail their benefits. Consecutive Stays do not apply.

Occupants of serviced residences managed by Emaar Hospitality Group can avail Dine and Play tier benefits of U By Emaar. A minimum of twenty-four (24) hours is required between checkout and check-in in order for members to avail their benefits. Consecutive Stays do not apply.

U By Emaar is designed for individual customers and does not currently offer corporate memberships. Member needs to be present in order to Earn or Redeem Upoints.

It is the responsibility of the Member to remain updated about the Upoints earning rates and Upoints needed to qualify for the next Tier Status. To find the current details, visit the Programme Website.

Only The Daily restaurant at Rove Hotels are eligible for members to earn and redeem Upoints. Any other outlets do not qualify as a participating outlet unless specifically outlined

Members are not eligible for earning or redeeming points at Dubai Opera and At The Top, Burj Khalifa. Dubai Opera and At The Top, Burj Khalifa are not participating outlets within U by Emaar This also includes the exercising of member's tier benefits at said outlets/brands.

MEMBER TIER BENEFITS

U By Emaar is a four-tiered loyalty programme with the Tier starting at Black, followed by Silver, Gold and Platinum. Tiers are calculated based on Member spend in United Arab Emirates Dirhams (AED) over a twelve (12) month period.

Digital membership cards are available across all Tiers and automatically reflect on the U By Emaar mobile application

Benefits available to Members vary by Tier and cannot be transferred to anyone else. Members must present their membership information via the U By Emaar mobile application in order to avail their Tier-specific Benefits at participating hotels, restaurants, leisure clubs and entertainment partner attractions.

Emaar and its group of businesses including Emaar Hospitality, Emaar Entertainment and Emaar malls reserve the right to validate a membership by asking for a valid photo identification proof at any participating outlet

No tier discounts will be applicable while shopping across participating malls

No tier discounts will be applicable on purchases at the mini-bar at Address Beach Resort

Members cannot use two or more programmes in conjunction to earn Upoints, redeem Upoints and get access to benefits (e.g. Emirates Skywards, Address Residency Privilege Programme, Zomato, The Entertainer etc, this is list is not exclusive).

A minimum of twenty-four (24) hours is required between checkout and check-in in order for members to avail their benefits, Consecutive Stays do not apply.

Below are the Benefits and the associated Terms and Conditions related to Tier Benefits:

Preferential Stay rates when booking direct applicable to Best Available Rate at the time of booking

Eligible to the Privilege:

Members who are hotel guests only.

Members who are guests who stay within the hotel rental pool of participating serviced residences.

The following tiers of U By Emaar are eligible for this benefit:

U By Emaar Silver

U By Emaar Gold

U By Emaar Platinum

Terms and Conditions:

A valid membership digital card on the mobile application must be presented at the time of hotel check-in

Available for bookings made directly via our brand websites / mobile application

Rate is subject to room availability.

This benefit is not valid in conjunction with any other offers, promotions or benefits. Terms and Conditions are subject to change without prior notice.

All rates are subject to Best Available Rate at the time of booking and will include additional fees like Tourism, Value Added Tax etc.

Discount on Food and Beverage bill in restaurants operated by Emaar Hospitality Group.

Eligible to the Privilege:

This benefit is available to all U By Emaar Members, irrespective of whether they are staying in the hotel or not.

The following tiers of U By Emaar are eligible for this benefit:

U By Emaar Black – 5%

U By Emaar Silver – 10%

U By Emaar Gold – 15%

U By Emaar Platinum – 20%

Terms and Conditions:

A valid membership digital card via the U By Emaar mobile application must be presented at the point of sale.

The discount applies to food, non-alcoholic beverages and alcoholic beverages.

The discount on food and beverage applies in all restaurants owned or operated by Emaar Hospitality Group, with the exception of Armani/ Privé, 3BK, Galliard, La Serra, Taikun, Wayne by Somia, STK Downtown (this is not an exclusive list and can be updated regularly) which is not part of the programme.

The discount does not include ancillary services with the exception of in-room dining

This discount is not valid in conjunction with any other food and beverage offer, promotion or discount.

The discount also applies to brunches and theme nights, but does not apply to the festive season with an exception of packaged brunch or fixed price menu offerings.

Discount applies to a table of up to 9 guests and does not apply to group bookings of 10 guests or more that are discounted.

This discount is not valid in conjunction with any offers or discounts – example; discounts offered to leisure club members, occupants of serviced residences managed by Emaar Hospitality Group, residency privilege programme.

The benefits apply to all restaurants at Rove Hotels with the exception of the restaurant in Rove Downtown Dubai where no benefits are applicable

Discount on spa treatments operated by Emaar Hospitality Group.

Eligible to the Privilege:

This benefit is available to U By Emaar Members, irrespective of whether they are staying in the hotel or not.

The following tiers of U By Emaar are eligible for this benefit:

U By Emaar Black – 5%

U By Emaar Silver – 10%

U By Emaar Gold – 15%

U By Emaar Platinum – 20%

Terms and Conditions:

A valid digital membership card on the U By Emaar mobile application must be presented at the point of sale.

The discount applies to spa services only.

The discount on spa treatments applies in all spas operated by Emaar Hospitality Group and Armani Hotels & Resorts.

The discount does not apply to spa merchandise and products on retail.

This discount is not valid in conjunction with any other spa offer, promotion or discount.

This discount is not valid in conjunction with any offers or discounts – example; discounts offered to leisure club members, occupants of serviced residences managed by Emaar Hospitality Group, residency privilege programme.

Any spa outlet that is not owned or operated by Emaar Hospitality is not eligible for any tier benefits, earnings or redemptions

Late check-out at 4pm subject to availability for hotel guests.

Eligible to the Privilege:

Members who are hotel guests only.

Members who are guests who stay within the hotel rental pool of participating serviced residences.

The following tiers of U By Emaar are eligible for this benefit:

U By Emaar Silver

U By Emaar Gold

U By Emaar Platinum

Terms and Conditions:

A valid digital membership card on the U By Emaar mobile application must be presented at the time of hotel check-in.

Late check-out at 4pm is subject to availability.

This privilege is available exclusively to the Member who is staying in the hotel room on single or double occupancy.

Terms and Conditions are subject to change without prior notice.

This benefit is not valid in conjunction with any other offer or benefits e.g residency privilege programme.

This benefit is not valid for owners or renters in participating serviced residences.

Complimentary room upgrade to the next category for the hotel stay subject to availability.

Eligible to the Privilege:

Members who are hotel guests only.

Members who are guests who stay within the hotel rental pool of participating serviced residences.

The following tier of U By Emaar is eligible for this benefit

U By Emaar Gold

Terms and Conditions:

A valid digital membership card on the U By Emaar mobile application must be presented at the time of hotel check-in.

The complimentary room upgrade is an upgrade by one category from the room category booked.

Room upgrades are not available at the Address Beach Resort and Address Beach Resort Fujairah as of September 1st, 2021.

Room Upgrades are not applicable to members booking over 7 nights and above.

Room upgrade is subject to availability upon check in and for the duration of the hotel stay, on either single or double occupancy.

This benefit is not valid in conjunction with any other offer or benefits e.g. residency privilege programme.

This benefit is not valid for owners and tenants who live in participating serviced residences.

This benefit is not applicable to members booking over 7 nights and above

Benefit is eligible to be revoked on a case-to-case basis based on the participating outlet's discretion

Complimentary Suite upgrade subject to availability at the time of check in.

Eligible to the Privilege:

Members who are hotel guests only.

The following tier of U By Emaar is eligible for this benefit

U By Emaar Platinum

Terms and Conditions:

A valid digital membership card on the U By Emaar mobile application must be presented at the time of hotel check-in.

Suite upgrade is subject to availability upon check in and for the duration of the hotel stay, on either single or double occupancy.

Suite upgrades are not available at the Address Beach Resort and Address Beach Resort Fujairah as of September 1st, 2021.

This privilege is available exclusively to the Member only and is non-transferable.

Member must pay for occupancy of the room to receive the upgrade.

Signature suites, presidential suites, royal suites etc. are not included in the suite upgrade.

This benefit is not valid in conjunction with any other offer or benefits e.g. residency privilege programme.

This benefit is not valid for owners and tenants who live in participating serviced residences.

This benefit is not applicable to members booking over 7 nights at Vida Creek Harbour

Benefit is eligible to be revoked on a case to case basis based on the participating outlet's discretion

Complimentary Club Lounge Access.

Eligible to the Privilege:

This benefit is available to U By Emaar Members, who are currently staying as hotel guests of Address Hotels + Resorts and Vida Hotels and Resorts.

The following tier of U By Emaar is eligible for this benefit

U By Emaar Platinum

Terms and Conditions:

A valid digital membership card on the U By Emaar mobile application must be presented at the time of entry to the lounge.

Club lounge access can be availed for short stays upto a maximum of 13 nights but is not eligible for members staying at serviced apartments managed by Emaar Hospitality Group

This benefit is limited to the member and one guest. Club Lounge access may not be available in all hotels and is subject to availability. In case the Club Lounge is full or closed for renovations, an alternative arrangement or benefit may not be offered.

This benefit is not valid in conjunction with any other offer or benefits e.g. residency privilege programme

This benefit is not valid for owners and tenants who live in participating serviced residences.

This benefit is valid only for the membership holder and no additional guests

This benefit can be made void by the participating hotel on a case to case basis if the member is found to have not followed the rules and regulations of the hotel and the provided service

Complimentary Transfers to and from Dubai International Airport

Eligible to the Privilege:

Members who are hotel guests only.

Members who are guests who stay within the hotel rental pool of participating serviced residences.

The following tier of U By Emaar is eligible for this benefit

U By Emaar Platinum

Terms and Conditions:

A valid digital membership number (available when a member taps on 'Earn' or 'Redeem' on the U By Emaar mobile application must be quoted at the time of booking the complimentary return airport transfer.

The complimentary airport return transfer does only apply if booked a minimum of 48 hours prior to the hotel stay and based on availability

This complimentary service is only applicable for hotels in downtown (excluding Armani Hotel Dubai and Rove Hotels) within Dubai

The complimentary transfer includes a transfer from Dubai International Airport to the hotel upon arrival.

The complimentary transfer includes a transfer from the hotel to Dubai International Airport at the time of departure.

This privilege is available exclusively to the Member who is staying in the hotel room on single or double occupancy.

Only one complimentary airport transfer to and from the hotel for the room booked applies.

This benefit is not valid in conjunction with any other offer or benefits e.g. residency privilege programme

This benefit is not valid for owners and tenants who live in participating serviced residences.

20% discount on Membership fees at leisure clubs operated by Emaar Hospitality Group.

Eligible to the Privilege:

Members who are visitors, serviced residents or leisure club members.

The following tier of U By Emaar is eligible for this benefit

U By Emaar Platinum – 20%

Terms and Conditions:

This discount applies to new Memberships only and not applicable on renewals.

This discount applies to Membership fees only.

The discount does not apply to the joining fee.

The discount applies to single, couple or family club Memberships only, providing the Member is one of the members joining the club.

This discount is not valid in conjunction with any other offer, promotion or discount e.g. residency privilege programme.

The discount does not apply to corporate Memberships.

Terms and Conditions are subject to change without prior notice.

Complimentary Dubai Mall Fashion Lounge Access.

Eligible to the Privilege:

This benefit is available to U By Emaar Members only

The following tier of U By Emaar is eligible for this benefit

U By Emaar Platinum

Terms and Conditions:

A valid digital membership card on the U By Emaar mobile application must be presented at the time of entry to the lounge.

Member is entitled to one time access per day to The Lounge at Fashion Avenue at The Dubai mall. The Lounge temporary timings is from 12pm till 10pm and closed every Sunday until further notice. "The Lounge normal timings 10am till 10pm everyday".

This benefit is limited to the member and can bring one guest together with them.

Access is subject to availability. In case the Lounge is full or closed for renovation. An alternative arrangement or benefit may not be offered.

All persons entering The Lounge are subject to its rules and regulations and can be denied access if the member is found in violation of the rules and regulations

Dress code policy is smart casual and Emarati national dress. Beach clothes, shorts, flip flops and caps are not allowed inside The Lounge.

Children or minors under the age of 18yrs. are not allowed to enter the Lounge, this is applicable even if they are accompanied by a parent/guardian

Outside food and beverages are prohibited within The Lounge.

Smoking is strictly prohibited in The Lounge.

Member may be refused entry if in our reasonable opinion he or she poses a risk to the safety of others and/or may affect normal operations.

The Lounge reserves the right to cancel or terminate any membership or benefit for any reason and at any time prior notice.

This benefits is not valid in conjunction with any other offer or benefits.

Benefits for purchases at Emaar Properties; Land registration Waivers and Service Fee waivers or discounts previously available have been discontinued and no longer applicable for existing or new members as of March 1, 2020

TIER STATUS – RENEWALS, UPGRADE, DOWNGRADE

Tier Upoints are Upoints that are earned on Eligible Spend and are used to calculate a Member's Tier Status only. This appears in the form of a Tier Status and is calculated based on the Upoints earned over a twelve (12) month period. Tier Upoints cannot be used for redemptions.

A Member's Tier Status is valid for a period of twelve (12) months and is calculated based on the Upoints earned in the previous twelve (12) months. Tier Upoints are recalculated at the end of every twelve (12) months and Members are moved to a Tier that reflects their current Tier Upoints balance. If a Member's total number of Upoints earned in the last twelve (12) months meets the required limit for any of the higher Tier levels, their Membership is instantly upgraded. It is also possible to downgrade more than one level.

A higher Tier Status is valid for a period of twelve (12) months from being awarded. Tier Upoints are recalculated at the end of twelve (12) months and Members are moved to a higher, lower or retain Tier depending on their spend in United Arab Emirates Dirhams (AED) or number of hotel night's stay.

Any points earned via accelerated rewards campaigns for eg. 'Double Points for a limited period' or 'Win 1 million points' or 'Bonus Points' via enrollment initiatives do not contribute to a member's tier growth

UPOINTS REDEMPTION

It is solely the responsibility of the Member to be informed about the Programme and to request the specific Rewards at the participating hotels, restaurants, spas, leisure clubs and entertainment partner attractions within the Emaar Portfolio. Please visit the Programme Website to view the participating outlets.

Upoints redemption requests require Members to provide their Valid digital membership card on the U By Emaar mobile application at the time of redemption.

Redemptions can only be done via a single Member account; it is not possible to combine multiple accounts balances for a redemption.

When redemption of Upoints is requested, the corresponding number of Upoints for that Reward will be deducted from the Member's account.

The guest name on reservation must match with Member's full name in order to earn or redeem Upoints.

Rewards may not be sold, auctioned, bartered, brokered, purchased or otherwise transferred except with the express written consent of Emaar. Any Reward obtained in that manner without the required consent will be considered to have been fraudulently obtained and deemed void.

All Rewards are subject to restrictions. See the below terms and conditions of Participation.

Participating Partners or Marketing Partner Reward usage is subject to capacity / availability controls, which limit the availability of products and services offered by certain Emaar or other U By Emaar Partners, respectively.

Rewards may not be combined with other promotional offers, discounts or packages unless otherwise specified in writing by U By Emaar.

Redeeming Upoints for Hotel stay – To Redeem Upoints for Hotel stay, members can pay in full Upoints or choose cash & Upoints combination to pay for hotel stay at any one of the participating hotels . Guests will earn Upoints on cash / card payment of a redemption after deduction of any ineligible spend, municipality fees, service charges and Tourism Dirham fee. No blackout dates apply on redemptions unless specifically stated.

Members cannot redeem points across participating Emaar Malls and can only do so across outlets across Dine, Stay and Play categories

Rewards are non-refundable.

Transactions involving the exchange of Upoints (for eg. Points transfer, reversal of spent points etc) do not entitle the U points to be extended beyond its validity date

U By Emaar Marketing Partner Rewards may be substituted with an equivalent Reward by Emaar at any time without notice. Determination of Reward equivalency is at the sole discretion of Emaar.

Any applicable federal, state or local taxes incurred including, and without limitation to, City occupancy tax, Municipality fees, Tourism Dirham fee, Value Added Tax or any other fees and surcharges are the sole responsibility of the member.

Members residing in countries where redemption of Upoints for a U By Emaar Reward or Partner Reward is prohibited are not eligible for such Reward.

YOUR AGREEMENT TO OUR USE OF INFORMATION ABOUT YOU

U By Emaar processes applicants' personal information in accordance with Emaar's Privacy Policy (the "Privacy Policy").

In addition, by participating in the Programme, U By Emaar may collect additional personal information from its applicants. U By Emaar may also use and share applicants' personal information in the ways described below, in addition to what is described in the Privacy Policy. These Terms and Conditions supplement the Privacy Policy with respect to U By Emaar's processing of the personal information of its Members. If applicants do not agree to these terms, they must elect not to join the U By Emaar loyalty programme.

Additional personal information collected will include information that applicants or Members provide when they enrol in the U By Emaar loyalty programme or manage their profile online. During enrolment, U By Emaar requires applicants to provide their name, mobile number and e-mail address.

In addition to the uses and sharing described in the Privacy Policy, U By Emaar may use and share relevant portions of Members' personal information in order to administer the Programme. This may include sharing personal information with U By Emaar Partners in order to credit Members with other Benefits earned through participation in the U By Emaar loyalty programme.

By enrolling, applicants also consent to the transfer of information to countries where U By Emaar or its Partners' information processing facilities and business operations are located where data protection laws may differ from those of the applicant's home country and / or the UAE.

To ensure that Members' personal information is accurate and up-to-date, U By Emaar may also share Member information with a third party for the purpose of updating and enhancing the quality and content of the information it maintains.

Members may receive additional communications including U By Emaar account statements, offers specifically for Members and co-branded messages from U By Emaar Partners.

U By Emaar may modify these Terms and Conditions from time to time by posting the revised Terms and Conditions on the Programme Website. U By Emaar may also modify the Privacy Policy from time to time as described in the Privacy Policy. Members' continued participation in the U By Emaar loyalty programme following the posting of changes to these Terms and Conditions or to the Privacy Policy, will indicate the acceptance of the changes.

CONDITIONS OF PARTICIPATION

Emaar provides U By Emaar, these and other materials, and other services and products "as-is" and, to the fullest extent permitted by applicable law, expressly disclaims any warranties of any kind, express or implied, including, but not limited to, warranties of merchantability, fitness for a particular purpose, design, accuracy, capability, sufficiency, suitability, capacity, completeness or availability.

Members also agree that Emaar does not represent, warrant or guarantee that U By Emaar or any such other products and services will be uninterrupted, without omissions or error free, or that defects will be corrected or changes implemented.

Under no circumstances, including, but not limited to, negligence, shall Emaar be liable for any direct, indirect, incidental, special or consequential damages arising out of the programme or any such other products and services, even if an U By Emaar authorized representative has been advised of the possibility of such damages.

Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to Members. In the event Emaar is held liable for any damages related to such matters, Members' sole and exclusive remedy will be limited to reimbursement for services or products paid by the Member to the entity held liable which were not provided by such entity. Members hereby waive any and all rights to bring any claim or action related to such matters in any forum beyond two (2) years after the first occurrence of the kind of act, event, condition or omission upon which the claim or action is based.

If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions, hereof, will remain in full force and effect. The failure by Emaar to exercise rights granted to Emaar, hereunder, upon the occurrence of any of the contingencies set forth in this agreement will not constitute a waiver of such rights upon the recurrence of such contingency.

PRIVACY POLICY

The Privacy Policy of Emaar Properties PJSC, the term which includes all subsidiaries of Emaar Properties PJSC, can be found [here](#).

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Members also agree that Emaar does not represent, warrant or guarantee that U By Emaar or any such other products and services will be uninterrupted, without omissions or error free, or that defects will be corrected or changes implemented.

Under no circumstances, including, but not limited to, negligence, shall Emaar be liable for any direct, indirect, incidental, special or consequential damages arising out of the programme or any such other products and services, even if an U By Emaar authorized representative has been advised of the possibility of such damages.

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