



Le Jardin de Fleur

BEACH & GOLF RESORT

M O R O C C O

NEWSLETTER / MARCH - APRIL 2008



Le Jardin de Fleur Beach Club

Initial plans for Le Jardin de Fleur Beach club are complete

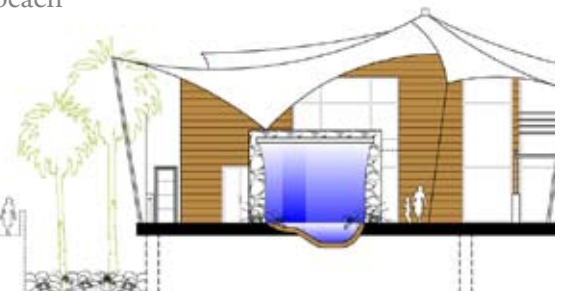
Le Jardin de Fleur's private beach club is one of the 17 located along Mediterranean Saïdia's 6 km beachfront. It will provide a focal meeting point for the members of all 11 exclusive Le Jardin de Fleur resorts, enjoying a perfect beachfront location opposite the Sahara Beach & Spa Resort (a condominium hotel featuring 218 five star residences). The total surface area of the 2000 sqm beach club will include a gourmet restaurant, solarium, swimming pool, Jacuzzi, Moroccan lounge and

cascade. The design is ultra modern with a fusion of authentic Bedouin details to create a perfectly Moroccan styled venue for daytime or evening chillout away from the crowds. Locally sourced, natural materials have been used in its construction which encourages an inherent beach vibe.

The global Le Jardin de Fleur concept promotes innovatively designed properties plus first class leisure facilities.



Beach location



Architect's concepts of beach club

KING VISITS SAÏDIA

His Majesty King Mohammed VI visited the town of Saïdia on March 28th for a non-official visit. He arrived into Oujda airport by helicopter where he was received by traditional guards and a red carpet. His visit honoured the opening of

the thermo-solar energy plant which was opened near Oujda the following day. It is believed that the station will supply energy to the resort of Mediterranean Saïdia in line with the eco plans of this macro project.





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New Resort Imagery

New imagery of Le Jardin de Fleur's invitation-only resort, Le Village de Sport, has recently been released. Le Village de Sport is one of two resorts that are exclusively endorsed by some of England's finest footballers, John Terry, Rio Ferdinand and Gary Neville. A special event is being planned by the players in May to promote Le Jardin de Fleur and the new destination of Meditterania Saïdia.



Le Village de Sport townhouses



Le Jardin de Fleur's interior designs are rapidly taking shape. The developer's Interior Design Director is personally paying great attention to creating communal areas – such as the clubhouses and wellness centres – that are functional yet beautiful.

Images:

Sur Mer reception (left)

Villas de la Plage clubhouse (below)



LE JARDIN DE FLEUR FEATURED IN MOROCCO TOURISM REPORT

The 2008 Morocco tourism report makes special mention of Le Jardin de Fleur. "One resort in the north east that has been garnering praise from international tourism agencies is Le Jardin de Fleur" states the

report whilst discussing the general tourism outlook for the year ahead. The report, which is produced by reputable research agency Business Monitor International, then goes on to place Morocco amongst the top

10 foreign destinations and predicts a 30% increase in value for resort properties in 2008.

Please contact your agent to request a full copy of this report by email.



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Preparing for Success

The Meditterania Saïdia project is currently attracting much international interest following the public announcement that major Moroccan construction company, Addoha, has acquired a 50% stake of the area's master planner, Fadesa Maroc.

Le Jardin de Fleur believes that this fundamental change is a highly positive step to ensure the long-term success of the new destination.

Positive Changes

Visible improvements have already been witnessed with Addoha's new management team arriving on-site this April. Following the company's detailed project analysis, motions have begun for a more coherent joint planning organisation, including the review and restructuring of authorization procedures which will promote the destination's smooth running in years to come.

What does this mean for Meditterania Saïdia?

Due to this high level of restructuring, the Meditterania Saïdia project is now working under the revised directives of Addoha's new destination plan. This will involve a soft launch during the next 12 months with staggered opening dates for all Phase One resorts. The new plan will prove beneficial for all investors and visitors as it will provide opportunity for a more official

launch date once Meditterania Saïdia is better established. (Additionally some investors may benefit from a delay in the commencement of mortgage payments.)

It is essential that the official opening of Meditterania Saïdia sets high standards as it is the first project to be developed as part of His Majesty's national tourism strategy, the "Plan Azur".



Addoha. Who are they?

The Moroccan property firm, Groupe Addoha ADH.CS, was originally set up in 2005 and has since become one of the nation's most profitable companies. It has now secured its position as the market leader with over 100,000 units already completed and a reported 36% rise in net profits during 2007. Addoha has greatly benefited from its investments in social housing, luxury developments and holiday homes as interest in Morocco's resort properties has increased in recent years.

Addoha's excellent reputation within Morocco has provided a strong network of contacts within the construction industry that will prove beneficial to the development of Meditterania Saïdia. It also brings sound financial backing and a stable track record of success that assures the quality and prosperity of the new tourism destination.

Previous newsletters stated an opening date of June 2008 for the first 600-room hotel in Saïdia. However, the hotel operator has postponed to ensure that all of the correct touristic preparations are in place before an official launch. Le Jardin de Fleur views this as a positive step towards the collaborative success of the destination. The combined efforts of all involved are now set to ensure that the area's first visitors will arrive to experience a positive stay in a prosperous destination.



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Construction Updates On-site Insight

Les Jardins du Maroc

The roof slabs are being prepared for waterproofing and domes have been added over the master bedrooms. Clubhouse is also progressing rapidly with steelwork and drainage connections in place.

Communal areas are also being prepared with garden and swimming pool zones levelled and compacted.



Sur Mer

The clubhouse is rapidly progressing with entrance and portico fully constructed.

The collanades have been placed in the central reception area and the plasterwork for Arabic arch detailing is being formed.



Heather Graves joined Le Jardin de Fleur as Development Director in August 2007 and now orchestrates all architectural information. During a brief visit back to head office, (the Moroccan coastline of Saïdia now having become more home than her finca retreat in the foothills of Marbella) we asked her what makes the Mediterranean Saïdia project so unique.

LJDF: Tell us about yourself.

HG: Previously I have worked in a variety of architectural practices, often for developers such as Property Logic. My work has covered a wide range of project types from conservation through to contemporary new build, commercial through to residential. This involves running large scale projects from feasibility through to on-site construction completion and managing a team of architects and technicians.

LJDF: Overseeing the construction of 11 touristic resorts in a new destination of Morocco is quite a challenging role. What attracted you to Le Jardin de Fleur?

HG: For me, this was an opportunity to work in a very special team, our office is more like the UN than a developer and Le Jardin de Fleur resorts are not quite like anything I had seen before! In terms of the attraction to my particular job, the challenge of bringing a design out of the ground is why most of us



start out in the profession, so doing that for over 1000 units is about as rewarding as it gets.

LJDF: Sum up the architectural concept of Le Jardin de Fleur.

HG: Our global architectural concept is based upon firstly considering the 11 plots as one community, sharing a consistent palette of architectural detailing, design motifs and the highest quality materials, whilst also allowing each individual plot to have its own style and personality. The architecture style of Le Jardin de Fleur is based upon an innovative balance of European and Moroccan ideals, which creates both uniqueness and variety.

LJDF: How do you find living in Morocco as a both a foreigner and a female?

HG: There are many different companies working in Saïdia now from all over the world so neither being foreign nor female is that unusual.