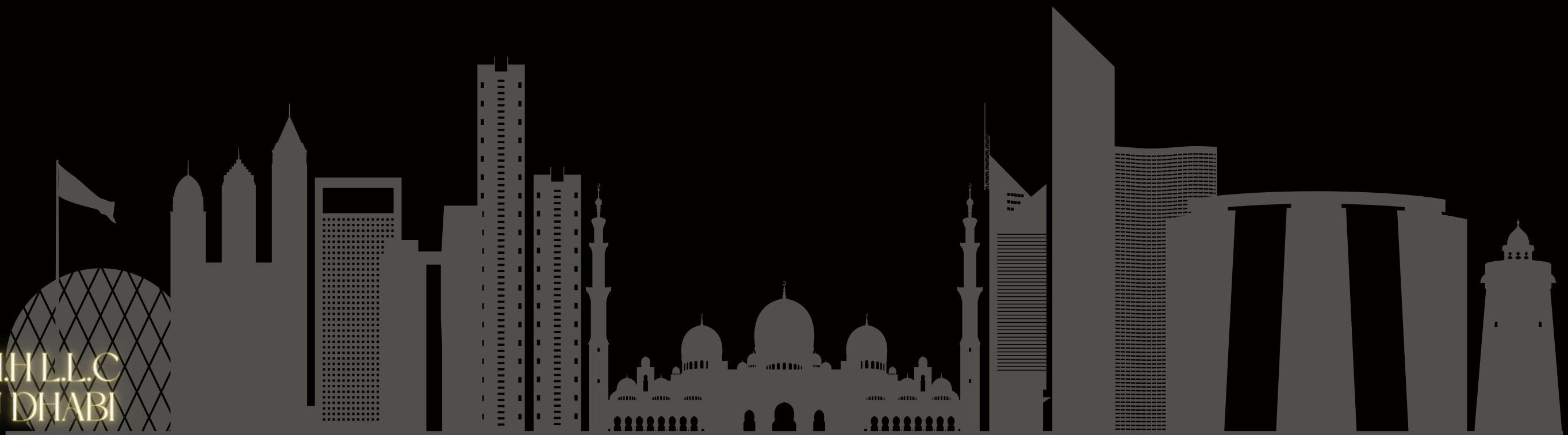




HH LLC, UNITED ARAB EMIRATES

simply
ABU DHABI
THE WORLD'S FINEST

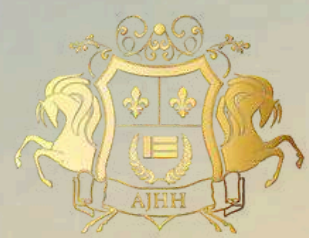
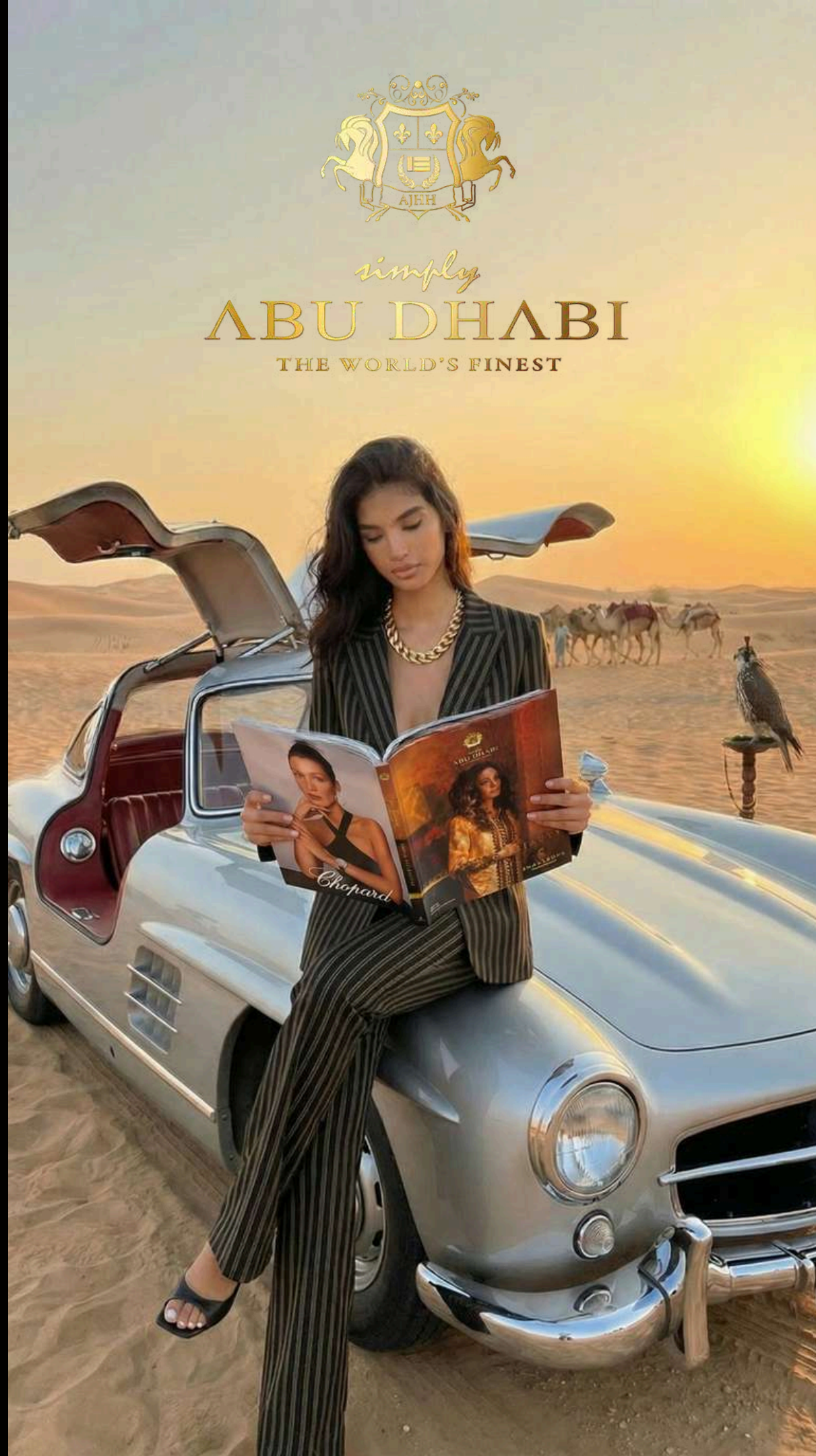
2026-2027 EDITORIAL CALENDAR & MEDIA DECK



PROPOSAL BY H.H.L.L.C
T/A SIMPLY ABU DHABI



PROPOSAL BY HILL & CO
T/A SIMPLY ABU DHABI



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HH LLC, UNITED ARAB EMIRATES

“IF YOU KNOW... YOU KNOW!

THOSE WHO KNOW OUR JOURNEY ARE
ALREADY PART OF THE FAMILY.

FOR EVERYONE ELSE,

WE ARE THE MEDIA PARTNERS YOU
DISCOVER ONLY WHEN YOUR TIME IS RIGHT”

PROPOSAL BY H.H.L.L.C
T/A SIMPLY ABU DHABI



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HH
THE PRESIDENT OF THE UNITED ARAB EMIRATES
SHEIKH MOHAMED BIN ZAYED AL NAHYAN

ABOUT US

Simply Abu Dhabi "Transforming Moments into Masterpieces: The Eternal Art of Print"

Simply Abu Dhabi an ultra-exclusive "By Invitation Only" triennial publication, both in print and digital formats, commenced its illustrious journey over a decade ago.

Our inception was graced by the magnanimous personal financial support furnished directly to our Chairman, Mr Arnie S Hira, from The President of the UAE, HH Sheikh Mohammed bin Zayed Al Nahyan, who at the time (2013) held the esteemed position of Crown Prince of Abu Dhabi who without bias we believe to be one of the Greatest Leaders to walk the earth.

Simply Abu Dhabi stands out in today's digital age as one of the last bastions of traditional luxury publishing. Unlike throw away magazines, Simply AD is a coffee table book-styled publication, presented in its own exquisite gift box. This format ensures a long lifespan for each edition, transforming it from a mere publication into a coveted collector's item!

While our roots are firmly planted in traditional ultra luxurious publishing, Simply Abu Dhabi has elegantly evolved, seamlessly blending its classical heritage with cutting-edge digital media communications. We now stand as an unparalleled global platform, producing 10,000 meticulously crafted coffee table books per edition. Of these, 5000 are strategically distributed throughout the UAE and Middle East, while 5,000 circulate globally, reaching the world's wealthiest. This tangible opulence is harmoniously complemented by our digital presence, which captivates an audience of 800,000 unique followers across our various social media channels via instagram and facebook.



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THE WORLD'S FINEST



HH SHEIKH SULTAN BIN
TAHNOON AL NAHYAN



simply
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His Highness
Sheikh Suroor bin Mohammed Al Nahyan
@suroormohd

@arniehira / @simplyabudhabi.ae

Abu Dhabi, United Arab Emirates



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HH SHEIKH NAHYAN BIN
MUBARAK AL NAHYAN



SIR RICHARD BRANSON



HH SHEIKH ZAYED BIN SUROOR AL NAHYAN



HH SHEIKH ZAYED BIN SUROOR AL NAHYAN



HH SHEIKH KHALIFA BIN SULTAN BIN HAMDAN AL NAHYAN



HE KHALDOON KHALIFA AL MUBARAK



HH SHEIKH ZAYED AL NAHYAN



HH SHEIKH SULTAN BIN HAMDAN AL NAHYAN



TAMARA ECCLESTONE



BERNIE ECCLESTONE



ALAA ERAIQAT CEO ADCB



HH SHEIKH NAHYAN BIN MUBARAK AL NAHYAN



HH SHEIKH SUROOR BIN MOHAMMED AL NAHYAN



HH SHEIKH KHALIFA BIN SULTAN BIN HAMDAN AL NAHYAN



HH SHEIKH KHALIFA BIN SULTAN BIN HAMDAN AL NAHYAN



ZAC SYNDER



EMERSON FITTIPALDI



ROGER FEDERER



SHAH RUKH KHAN

SIMPLY ABU DHABI

WE WARMLY INVITE YOUR EXECUTIVE LEADERSHIP AND MARKETING TEAMS TO EXPLORE THE EXCEPTIONAL VALUE AND UNIQUE RETURN ON INVESTMENT OFFERED THROUGH A PARTNERSHIP WITH SIMPLY ABU DHABI.

SIMPLY ABU DHABI PROUDLY HOLDS AN UNRIVALLED POSITION AS THE PREFERRED LUXURY PUBLICATION AMONG ULTRA HIGH NET WORTH INDIVIDUALS (UHNWIS).

OUR READERSHIP INCLUDES ROYALTY, FAMILY OFFICES, INVESTMENT VEHICLES, POLITICIANS, CELEBRITIES, AND RENOWNED GLOBAL FIGURES SUCH AS CAROLINE SCHEUFELE, NAYLA HAYEK, JOHANN RUPERT, BERNARD ARNAULT, KHALDOON AL MUBARAK, MISHAL KANOO, ELON MUSK, LEONARDO DICAPRIO, SIR RICHARD BRANSON, THE AMBANI FAMILY, MOHAMMED AL HABTOOR, HAMIED SEDDIQI, SUNIL AND MAHESH VASWANI, AS WELL AS MEMBERS OF THE AL NAHYAN, AL MAKTOUM, AL THANI, AND AL SAUD FAMILIES – AMONG NUMEROUS OTHER INFLUENTIAL BILLIONAIRES AND CENTI-MILLIONAIRES.

UNLIKE TYPICAL GLOSSY PUBLICATIONS, SIMPLY ABU DHABI'S FORMAT AS A LUXURY COFFEE TABLE BOOK ENSURES IT IS TREASURED AND RETAINED FOR YEARS, GUARANTEEING ENDURING BRAND VISIBILITY AND SUSTAINED INFLUENCE.

PARTNERING WITH US ENSURES YOUR BRAND'S STRATEGIC AND LONG-LASTING EXPOSURE WITHIN THE WORLD'S MOST PRESTIGIOUS PALACES, LUXURY RESIDENCES, AND UHNW AND HNW ENVIRONMENTS GLOBALLY.

52,000,000 VIEWS ON INSTAGRAM FROM 2024-2025 JUST ON ONE CHANNEL

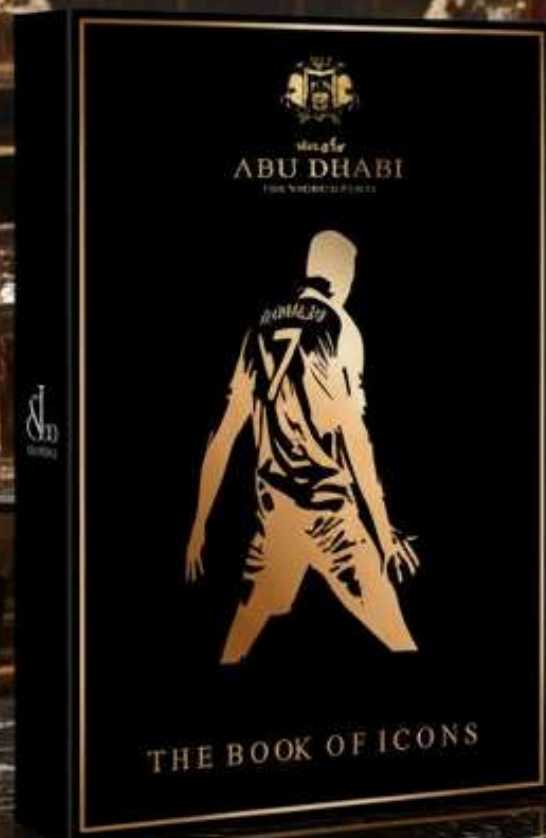
COMPLEMENTING OUR ANNUAL PRINT DISTRIBUTION OF 30,000 COLLECTOR EDITIONS, OUR DIGITAL REACH CONTINUES TO GROW EXPONENTIALLY. IN 2024 AND 2025, OUR INSTAGRAM CHANNEL @SIMPLYABUDHABI.AE GENERATED OVER 52 MILLION VIEWS, REFLECTING THE PLATFORM'S EXCEPTIONAL ENGAGEMENT WITH A SOPHISTICATED GLOBAL AUDIENCE.

FOR BRANDS SEEKING UNPARALLELED PRESTIGE, LASTING IMPACT, AND MEANINGFUL ENGAGEMENT, SIMPLY ABU DHABI OFFERS A POWERFUL AND ENDURING OPPORTUNITY TO CONNECT WITH THE WORLD'S MOST INFLUENTIAL AND DISCERNING AUDIENCE.

WE LOOK FORWARD TO SHOWCASING HOW YOUR BRAND CAN UNIQUELY BENEFIT FROM THIS EXTRAORDINARY COLLABORATION.

RELEASE DATE: MAY 2026

THE BOOK OF ICONS



WHO WILL APPEAR IN THE BOOK OF ICONS?

CRISTIANO RONALDO, SIR LEWIS HAMILTON

LIONEL MESSI, SIR DAVID BECKHAM

SHAH RUKH KHAN, SALMAN KHAN, RANVEER SINGH

KHABIB NURMAGOMEDOV

LANDO NORRIS, CHARLES LECLERC

ROGER FEDERER, RAFAEL NADAL, NOVAK DJOKOVIC & CARLOS ALCARAZ,

LEBRON JAMES
TOM BRADY
USAIN BOLT

HENRY CAVILL, GEORGE CLOONEY, TOM HARDY, EDDIE MURPHY

VIRAT KOHLI

LIAM & NOEL GALLAGHER, JON BON JOVI

ERLING HAALAND

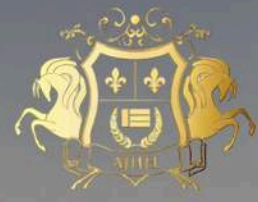
&

MARTIN SCORSESE





THE BOOK OF ICONS



simply
ABU DHABI
THE WORLD'S FINEST



THE BOOK OF ART & CULTURE

RELEASE DATE: OCTOBER 2026



SIMPLY LUXURY VOLUME II

RELEASE DATE: JANUARY 2027

SIMPLY ABU DHABI PROUDLY UNVEILS A LANDMARK EDITION TITLED THE ODYSSEY OF TIME TRAVEL AND TREASURE, A GLOBAL CELEBRATION OF HOROLOGY, JEWELLERY AND THE ART OF GRAND TRAVEL. THIS BOOK REPRESENTS THE VERY SUMMIT OF LUXURY STORYTELLING, UNITING THE WORLDS MOST EXCEPTIONAL WATCHMAKERS, JEWELLERY MAISONS, AND TRAVEL BRANDS WITHIN ONE VISIONARY WORK.

CURATED AS THE DEFINITIVE LUXURY VOYAGE, THE EDITION EXPLORES THE FINEST TRAVEL EXPERIENCES ACROSS THE MIDDLE EAST AND THE WORLD, FROM ROYAL DESERT RETREATS AND ICONIC PALACES TO PRIVATE ISLAND SANCTUARIES AND LEGENDARY INTERNATIONAL CITIES. EACH CHAPTER ELEVATES THE SPIRIT OF EXPLORATION WITH RARE EDITORIAL DEPTH, CINEMATIC IMAGERY, AND THE DISTINCTIVE ELEGANCE THAT DEFINES SIMPLY ABU DHABI.

THE BOOK ALSO PRESENTS AN EXTRAORDINARY SHOWCASE OF HAUTE HOROLOGY AND JEWELLERY. READERS WILL JOURNEY THROUGH THE ARTISTRY OF THE WORLDS MOST CELEBRATED MAISONS, DISCOVERING TIMEPIECES OF PROFOUND MASTERY AND JEWELS OF REMARKABLE PROVENANCE AND BEAUTY. EVERY FEATURE IS CRAFTED TO ENGAGE HIGH NET WORTH AUDIENCES, COLLECTORS, CONNOISSEURS, AND GLOBAL TRAVELLERS.

THE ODYSSEY OF TIME TRAVEL AND TREASURE IS A PERFECT PARTNERSHIP PLATFORM FOR PRIVATE AVIATION BRANDS, LEGENDARY HOTELS AND RESORTS, WATCH HOUSES, JEWELLERY BRANDS, FRAGRANCE HOUSES, COUTURE EYEWEAR, AND THE WORLD OF GRAND YACHTING. WITH SIMPLY ABU DHABIS GLOBAL READERSHIP, ROYAL HOUSEHOLD DISTRIBUTION, AND OVER FORTY MILLION ORGANIC SOCIAL VIEWS EACH YEAR, THE EDITION OFFERS BRANDS AN UNMATCHED LUXURY STAGE.

THIS MAY 2026 RELEASE WILL BE ONE OF THE MOST INFLUENTIAL LUXURY COFFEE TABLE BOOKS OF THE YEAR, INVITING THE WORLDS FINEST BRANDS TO JOURNEY WITH US ACROSS TIME, TRAVEL AND TREASURE IN THE MOST CAPTIVATING AND OPULENT WAY.



RELEASE DATE:
JANUARY 2027



simply
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THE WORLD'S FINEST



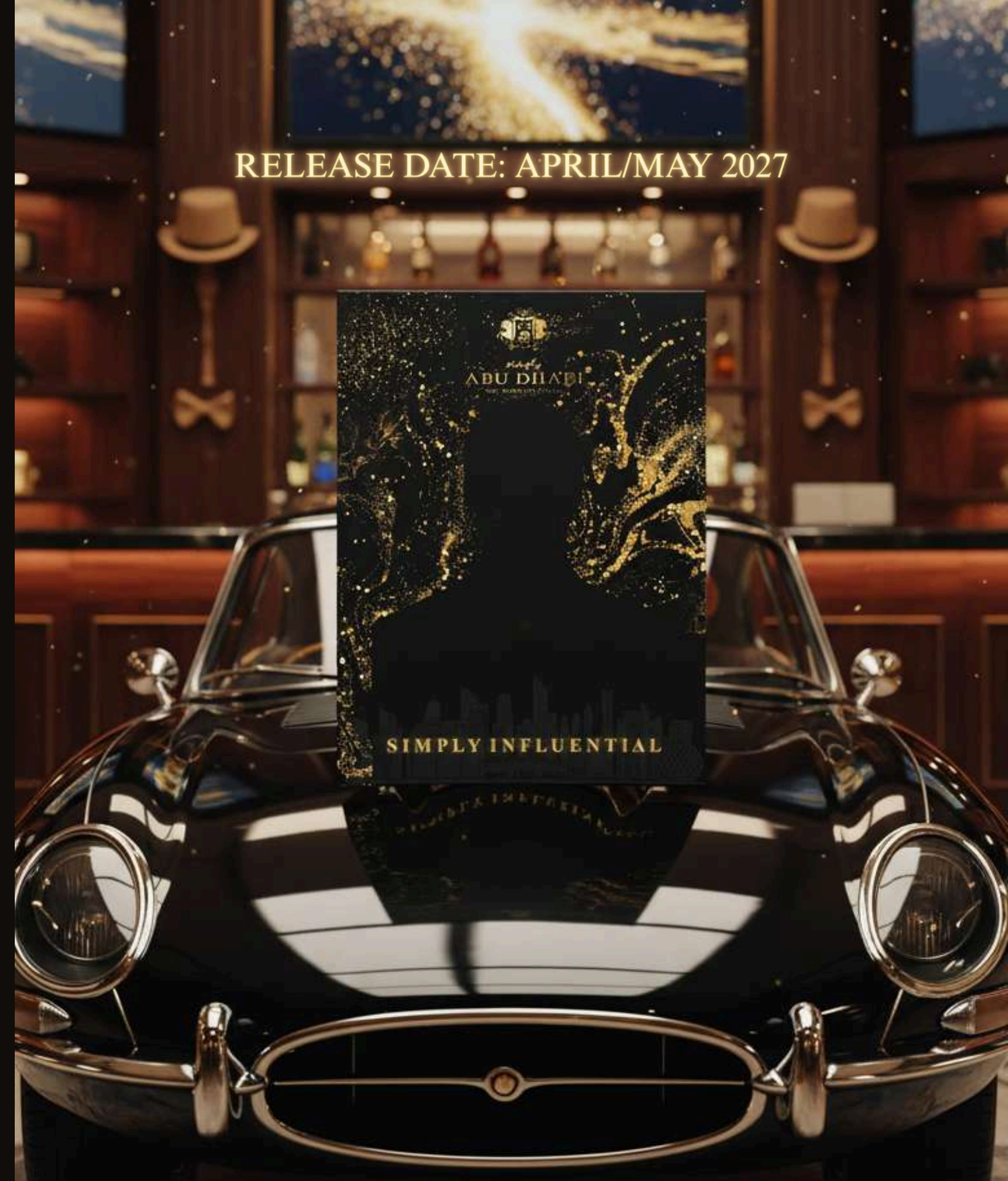
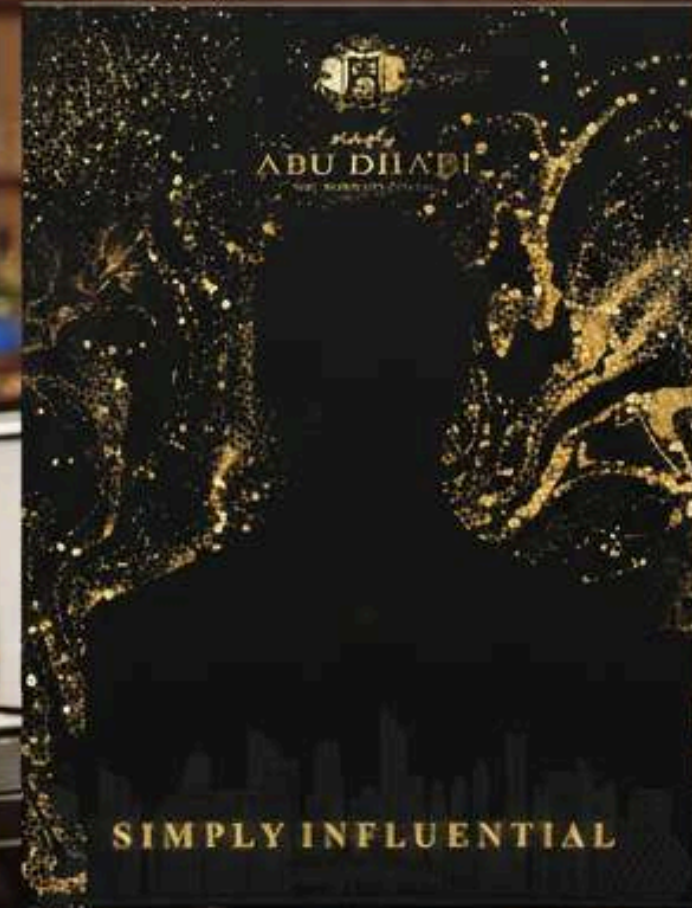
THE ODYSSEY OF TIME, TRAVEL & TREASURE



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SIMPLY INFLUENTIAL

RELEASE DATE: APRIL/MAY 2027





simply
ABU DHABI
THE WORLD'S FINEST



ELON MUSK
MARK ZUCKERBERG
SATYA NADELLA
SUNDAR PICHAI
TIM COOK
SAM ALTMAN
JENSEN HUANG
JEFF BEZOS

SIMPLY INFLUENTIAL

IMAGE PROPERTY OF H.H L.L.C-FZ
TRADING AS SIMPLY ABU DHABI

INTRODUCTION



Elevating the Luxury Lifestyle

Each issue of Simply Abu Dhabi is a celebration of opulence and refinement. From exquisite timepieces and high jewellery to elite automobiles, cutting-edge fashion, gourmet cuisine, private aviation, and exclusive travel, our editorial content embodies the aspirations of the world's most discerning individuals.

Through bespoke print, digital, and experiential opportunities, Simply Abu Dhabi allows luxury brands to resonate with this coveted audience. Whether it's through beautifully crafted advertising, compelling editorial, or strategic partnerships, we elevate your brand's presence to unmatched heights.

Key Audience Insights

Our readership is your perfect customer base:

Average Net Worth: £30 million per reader

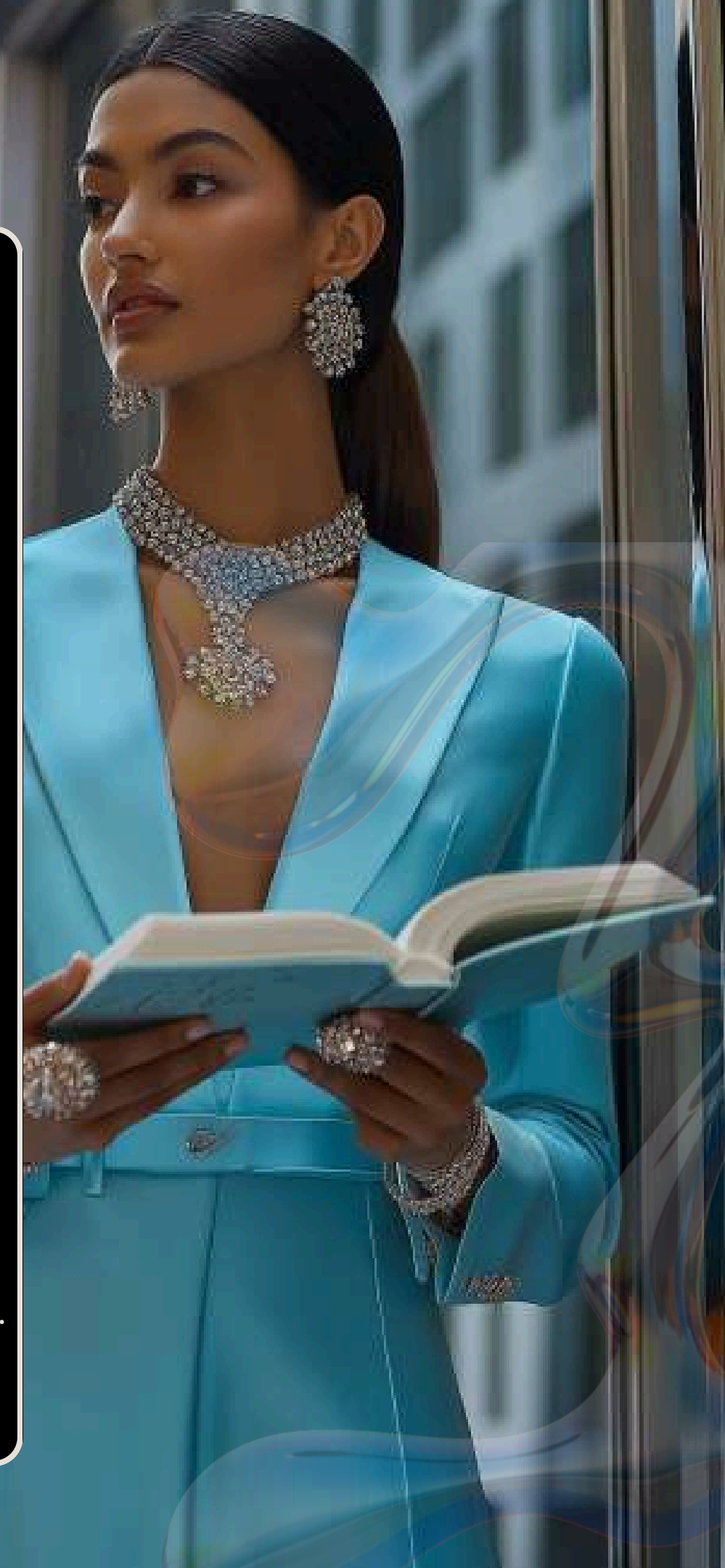
Circulation: 10,000 personalized copies distributed to UHNW individuals, with an extended reach of 30,000 through royal offices, embassies, luxury residences, and premium retailers.

Digital Audience: Over 800,000 engaged followers across all platforms.

•Reader Interests: Collectors of classic cars, fine art, luxury watches, and diamonds; investors in prime estate and bespoke financial strategies; and visionaries building enduring family legacies.

Global Age Range: 30-60 years, united by a passion for timeless luxury and investments that grow in value.

Publication Frequency: 3 annual issues—April, July, and November—strategically aligned with key luxury and lifestyle moments.



RESONATE WITH ABU DHABI'S SOPHISTICATED GLOBAL AUDIENCE.

WHY PARTNER WITH SIMPLY ABU DHABI?

SIMPLY ABU DHABI IS SYNONYMOUS WITH LUXURY, EXCLUSIVITY, AND INFLUENCE. WE ARE A GLOBALLY RECOGNISED LUXURY MEDIA PLATFORM THAT HAS REDEFINED HOW THE WORLD'S MOST PRESTIGIOUS DESTINATIONS AND BRANDS CONNECT WITH ABU DHABI'S AND THE WORLD'S ELITE — INCLUDING ROYAL HOUSEHOLDS, ULTRA HIGH NET WORTH INDIVIDUALS (UHNWIS), CELEBRITIES, DIGNITARIES, AND THE REGION'S MOST DISCERNING TASTEMAKERS.

OUR PLATFORM CELEBRATES THE PINNACLE OF LUXURY LIVING, PRIVATE AVIATION, FINE REAL ESTATE, HOSPITALITY, LIFESTYLE, AND CULTURE, MAKING SIMPLY ABU DHABI THE PERFECT PARTNER FOR VISIONARY BRANDS SEEKING TO DEFINE LUXURY IN EVERY SENSE.

THE BOOK OF ICONS – YOUR PLATFORM

LAUNCHING IN MID JANUARY 2026, THE BOOK OF ICONS WILL BE ONE OF SIMPLY ABU DHABI'S MOST ANTICIPATED COLLECTOR'S EDITIONS — A MONUMENTAL CELEBRATION OF EXCELLENCE, ARTISTRY, INNOVATION, AND INFLUENCE.

THIS LIMITED EDITION PUBLICATION WILL UNITE THE WORLD'S MOST ICONIC INDIVIDUALS, BRANDS, AND DESTINATIONS, CAREFULLY CURATED FOR AN ELITE GLOBAL AUDIENCE WHO VALUE PRESTIGE, AUTHENTICITY, AND TIMELESS STORYTELLING.

FRONTED BY GLOBAL ICONS SUCH AS CRISTIANO RONALDO AND SIR LEWIS HAMILTON, THE BOOK OF ICONS WILL BLEND LUXURY LIFESTYLE, INNOVATION, AND INFLUENCE IN A SINGLE VOLUME DESIGNED TO RESONATE WITH THE SOPHISTICATED GLOBAL AUDIENCE THAT DEFINES SIMPLY ABU DHABI.

THIS IS MORE THAN A PUBLICATION — IT IS A CULTURAL STATEMENT.

STRATEGIC BENEFITS OF PARTNERSHIP

BRAND PRESTIGE

POSITION YOUR COMPANY AT THE CENTRE OF A GLOBALLY CELEBRATED LUXURY LIFESTYLE NARRATIVE, ALONGSIDE SOME OF THE MOST INFLUENTIAL NAMES AND BRANDS IN THE WORLD.

ULTRA HIGH AND HIGH NET WORTH AUDIENCE ACCESS

REACH AN INVITATION ONLY CIRCULATION OF UHNWIS, HNWIS, ROYALTY, CELEBRITIES, AND INDUSTRY LEADERS — ALL CAREFULLY CURATED TO MAXIMISE RELEVANCE AND IMPACT.

GLOBAL INTEGRATED EXPOSURE

BENEFIT FROM A SEAMLESS BLEND OF PRINT, DIGITAL, AND SOCIAL MEDIA AMPLIFICATION ACROSS SIMPLY ABU DHABI'S PLATFORMS, ENSURING YOUR BRAND IS CELEBRATED, NOT JUST SEEN.

TAILORED EDITORIAL FEATURE (PRINT & DIGITAL)

WE WILL CRAFT AN EXCLUSIVE, DEDICATED EDITORIAL SHOWCASE HIGHLIGHTING YOUR BRAND'S VISION, ARTISTRY, AND INNOVATION. THIS FEATURE WILL PRESENT YOUR COMPANY, PRODUCTS, AND DEVELOPMENTS AS THE ULTIMATE EXPRESSION OF ASPIRATIONAL STYLE, POSITIONED FOR THE WORLD'S MOST DISCERNING TRAVELLERS, INVESTORS, AND TASTEMAKERS.

WHY NOW?

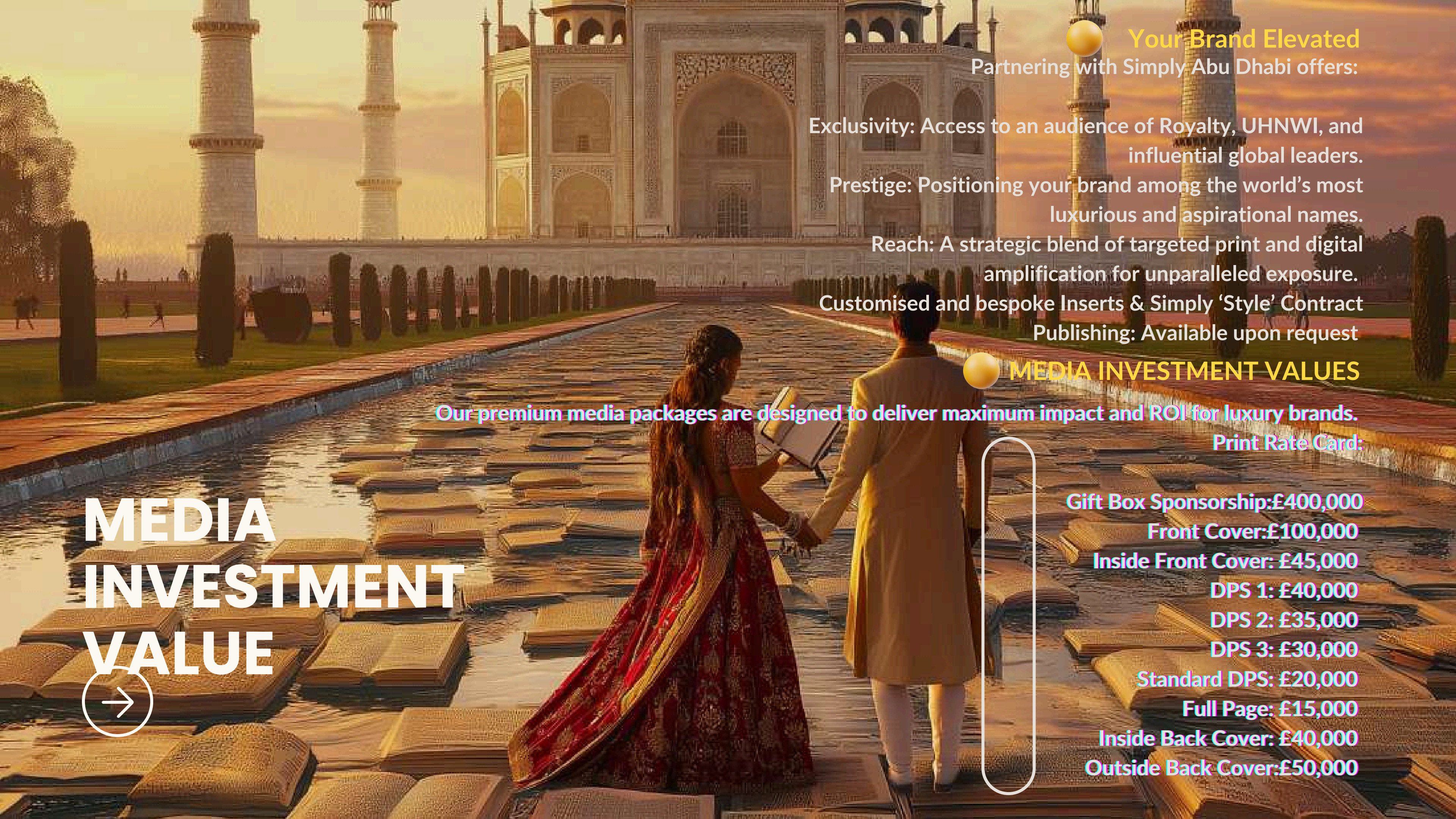
WITH LEWIS HAMILTON AND CRISTIANO RONALDO ON THE COVERS AND A CURATED SELECTION OF THE WORLD'S MOST CELEBRATED NAMES AND BRANDS, THE BOOK OF ICONS AND THE BOOK OF BEAUTY

TOGETHER PROVIDE AN EXTRAORDINARY PLATFORM TO:

AMPLIFY YOUR PRESENCE ACROSS SIMPLY ABU DHABI'S CURATED GLOBAL NETWORK
ALIGN WITH ICONS OF INFLUENCE TO DEEPEN ASSOCIATION WITH ULTRA LUXURY LIVING

ENGAGE A SOPHISTICATED INTERNATIONAL AUDIENCE WITH DIRECT INFLUENCE OVER THE WORLD'S MOST SIGNIFICANT HIGH VALUE INVESTMENTS
SIMPLY ABU DHABI'S REACH AND REPUTATION ENSURE YOUR BRAND IS SHOWCASED TO A GLOBAL AUDIENCE OF LEADERS, INNOVATORS, AND TASTEMAKERS WHO TRULY MATTER.

WE WOULD BE DELIGHTED TO DESIGN A BESPOKE PARTNERSHIP THAT REFLECTS YOUR BRAND'S EXCEPTIONAL VISION AND POSITIONS IT AT THE HEART OF ONE OF THE MOST INFLUENTIAL COLLECTOR EDITIONS IN LUXURY MEDIA.



Your Brand Elevated

Partnering with Simply Abu Dhabi offers:

Exclusivity: Access to an audience of Royalty, UHNWI, and influential global leaders.

Prestige: Positioning your brand among the world's most luxurious and aspirational names.

Reach: A strategic blend of targeted print and digital amplification for unparalleled exposure.

Customised and bespoke Inserts & Simply 'Style' Contract

Publishing: Available upon request



MEDIA INVESTMENT VALUES

Our premium media packages are designed to deliver maximum impact and ROI for luxury brands.

Print Rate Card:

Gift Box Sponsorship: £400,000

Front Cover: £100,000

Inside Front Cover: £45,000

DPS 1: £40,000

DPS 2: £35,000

DPS 3: £30,000

Standard DPS: £20,000

Full Page: £15,000

Inside Back Cover: £40,000

Outside Back Cover: £50,000

MEDIA INVESTMENT VALUE



THE CHOPARD
BOOK
COMMISSIONED
BY CAROLINE
SCHEUFELE
CO-OWNER
OF CHOPARD



Distributional Geographical Analytics
based on all 10,000 Copies

- 1.UAE: 50.00%
- 2.GCC: 8.33%
- 3.London: 8.33%
- 4.Paris: 3.33%
- 5.Milan: 3.33%
- 6.Monaco: 0.83%
- 7.Moscow: 0.83%
- 8.New York: 1.67%
- 9.Los Angeles: 0.83%
- 10.St. Tropez: 0.83%
- 11.Singapore: 0.83%
- 12.Shanghai: 0.21%
- 13.Hong Kong: 0.21%
- 14.Mumbai: 0.21%
- 15.Delhi: 0.17%



PRINT AUDIENCE

Randomized examples of some of By Invitation Only Audience include:

- 1.The Al Nahyan (Abu Dhabi), Al Maktoum (Dubai) and Al Saud (Saudi) Royal Families
- 2.His Majesty King Charles , HRH Prince William & HRH Catherine, Princess of Wales
- 3.President of the USA: Donald Trump
- 4.Tesla & X's: Elon Musk
- 5.Mubadala's Group CEO: His Excellency Khaldoon Al Mubarak
- 6.Aldar's Chairman: His Excellency Mohammed Al Mubarak
- 7.Facebook's: Mark Zuckerberg,
- 8.Google's: Sundar Pichai &
- 9.Amazon's: Jeff Bezos.
- 10.Blackstone's: Stephen A. Schwarzman
- 11.LVMH's; Bernard Arnault
- 12.Kering's: Francois Pinault
- 13.Richemont's; Johann Rupert
- 14.●Sir Richard Branson, Larry Fink
- 15●Microsoft's; Bill Gates,
- 16.Softbank's; Masayoshi Son &
- 17.Apple's; Tim Cook

QUANTITY & QUALITY

Circulation 10,000

Print Readership: 30,000

Digital e-book Readership: 120,000 per annum

Social Media Reach: 2024-2025 We had over 52,000,000 views just on Instagram.



● SOCIAL MEDIA

“52 MILLION
views just on
Instagram from
2024-2025”

SOCIAL MEDIA Rate Card:
800,000 followers across facebook and 4 instagram channels.

Instagram @simplyabudhabi.ae @simplyduabi @simplyluxury @arniehira
£4,500 per post, each post will be shown across all 4 instagram channels.
£4,500 per story, each post will be shown across all 4 instagram channels.

Facebook
£4500 per post which also includes 5 stories.

BESPOKE PACKAGES:
3 MONTH CONVERSION PACKAGE SIMPLY ABU DHABI & META

PRICE £150,000

TARGETED CAMPAIGNS TO GENERATE LEADS

Multiple campaigns are run on SIMPLY ABU DHABI’s IG and FB accounts for maximum reach and engagement, with a targeting strategy that leverages its high-net-worth followership as well as skilfully crafted lookalike and custom audiences, to maximize lead quality while optimizing cost efficiency.

DIGITAL

Digital Media

We craft bespoke digital campaigns designed to amplify your brand's essence and ensure maximum engagement. Rates available upon request.

Digital & Social Media Reach

Our digital ecosystem amplifies your brand's story across a global network of luxury enthusiasts:

- **Email Distribution:**** Over 800,000 active and subscribed email recipients globally.
- **Facebook:**** 500,000 organic followers on Simply Abu Dhabi's page.
- **Instagram:** 266,000 organic followers across @SimplyAbuDhabi.ae and @SimplyDubai.
- **Social Media Demographics:**
 - 80% Middle Eastern Arabic followers
 - 15% UHN & HNW expats
 - 5% cosmopolitan luxury patrons
- **LinkedIn:**** 30,000+ commercial connections with entrepreneurs, industry leaders, and decision-makers globally.

Through our digital platforms, we don't just connect brands with audiences; we amplify, elevate, and establish them as icons in the world of luxury.





WHAT THE CAPTAINS OF INDUSTRY SAY ABOUT SIMPLY ABU DHABI

CHAIRWOMAN OF THE SWATCH GROUP
AND CEO AT HARRY WINSTON:
MRS NAYLA HAYEK

"WONDERFUL. IT'S REALLY WONDERFUL,
CONGRATULATIONS. REALLY NICE
PUBLICATION."

FRANCIS GRAFF -
CEO GRAFF DIAMONDS

"SIMPLY ABU DHABI IS AN ELEGANT AND
INFORMATIVE PUBLICATION, WHICH
PROVIDES THE PERFECT PLATFORM FOR
US TO ENSURE CONTINUED AWARENESS
FOR GRAFF'S FABULOUS JEWELS
ACROSS THE UAE"

DOMENICO DOLCE & STEFANO
GABBANA OF DOLCE & GABBANA:

"WE LIKE IT A LOT. IT'S BEAUTIFUL,
INTERESTING AND FURTHERMORE
REPRESENTS THE CULTURE OF THE
UAE."

PHILIPPE ZUBER, CHIEF
EXECUTIVE OFFICER OF
KERZNER GROUP AND
THE ROYAL ATLANTIS:

"SIMPLY ABU DHABI IS
BRILLIANT; ITS HIGH STANDARD
AND QUALITY, COMPLEMENTED
BY THE INTEGRATED
TECHNOLOGY OF ITS ONLINE
VERSION, MAKES THIS ONE TOP-
NOTCH PUBLICATION."

ALISON LEOHNIS
MANAGING DIRECTOR AT NET-A-PORTER.COM:

"I LOVE IT! EVERY TIME I READ IT I AM
TRANSFORMED INTO A WORLD OF PURE
LUXURY AND ESCAPISM."

TORSTEN MULLER-ÖTVÖS
CHAIRMAN ROLLS-ROYCE MOTORS GLOBAL:

"I HAVE LOOKED THROUGH YOUR BOOK AND
MUST SAY IT IS OF THE HIGHEST QUALITY
BOTH IN TERMS OF CONTENT AND
PRESENTATION. IT IS THE PERFECT
PLATFORM FOR OUR PRODUCTS"



simply
ABU DHABI
THE WORLD'S FINEST



DOLCE & GABBANA

YOUR PASSPORT TO PURE LUXURY

DOLCE & GABBANA

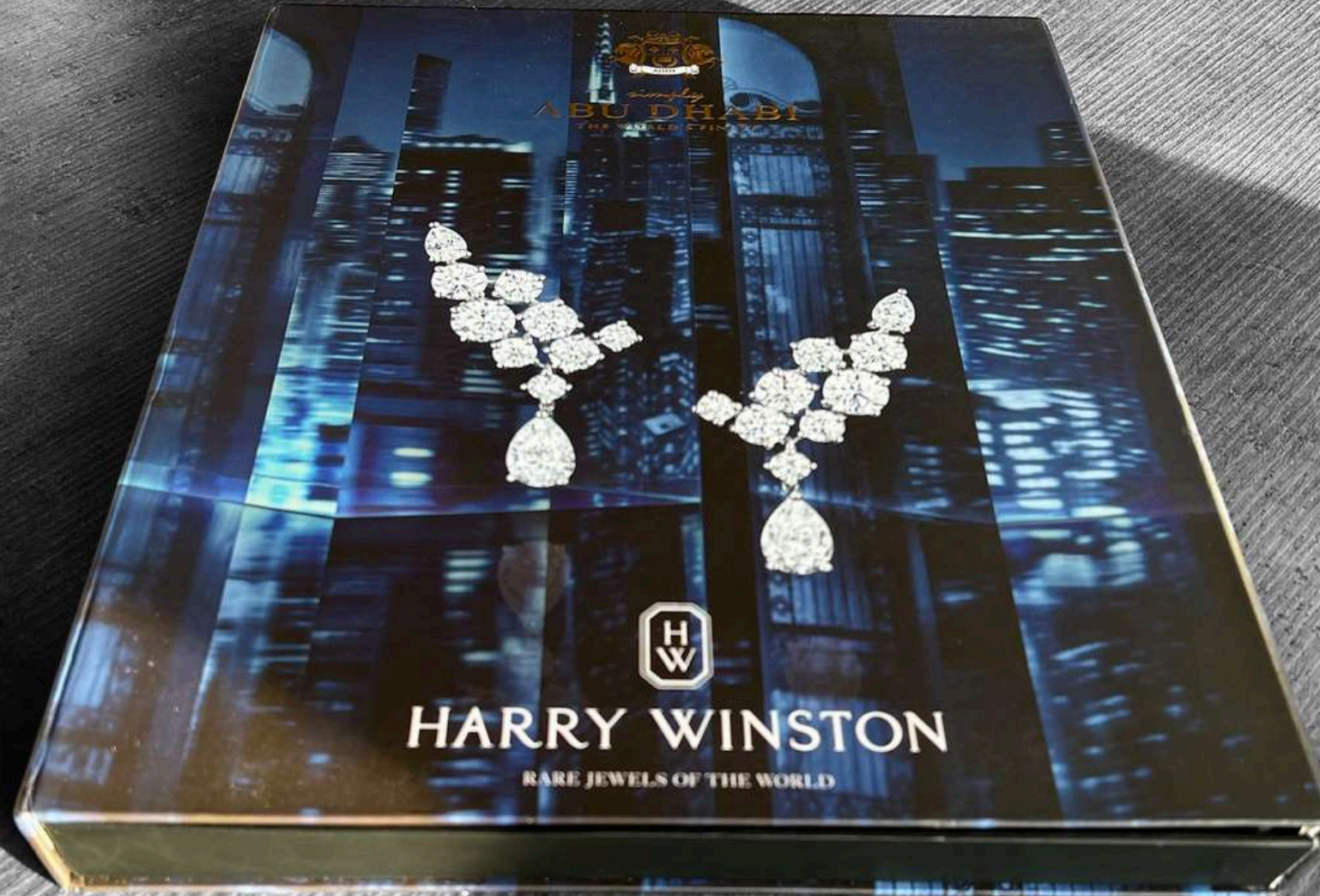
DOLCE & GABBANA
ALTA MODA

Dear Arnie,
the Alta Moda collection is a dream for
us come true and we thank you for the
beautiful special and your support!

Warm regards,

D and *Stef*

Arnie + Mira



HARRY WINSTON

CHAIRWOMAN OF THE SWATCH GROUP AND CEO AT HARRY WINSTON:
MRS NAYLA HAYEK
"WONDERFUL. IT'S REALLY WONDERFUL, CONGRATULATIONS.
REALLY NICE PUBLICATION."



Issue XLV



Issue XLIV



Issue XLIII



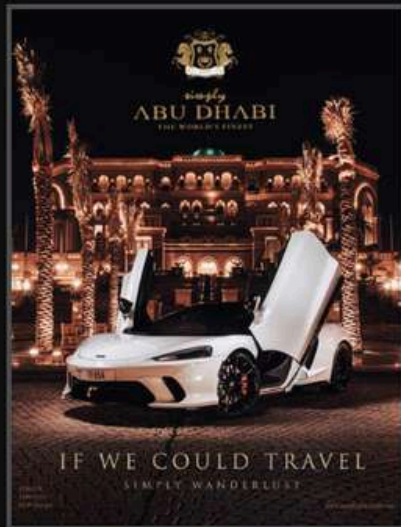
Issue XLII



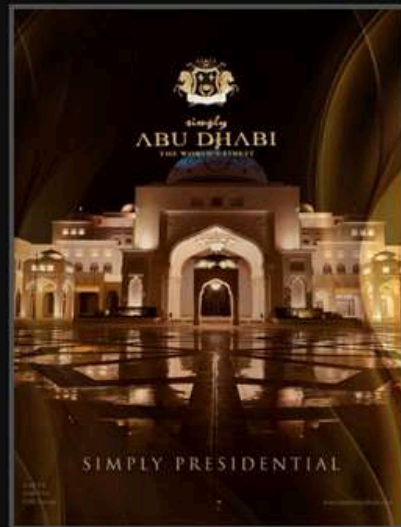
Issue XLI



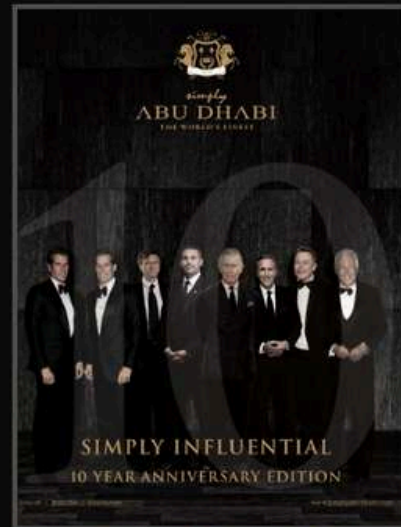
Issue XL



Issue XXXIX



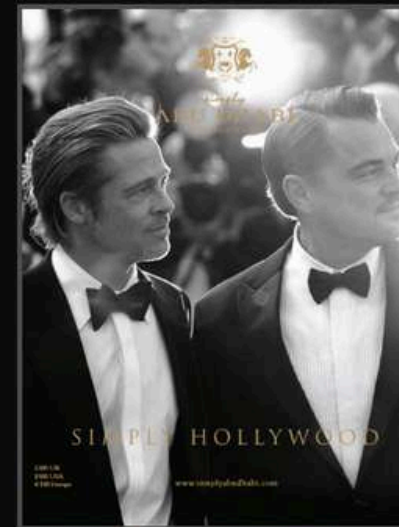
Issue XXXVII



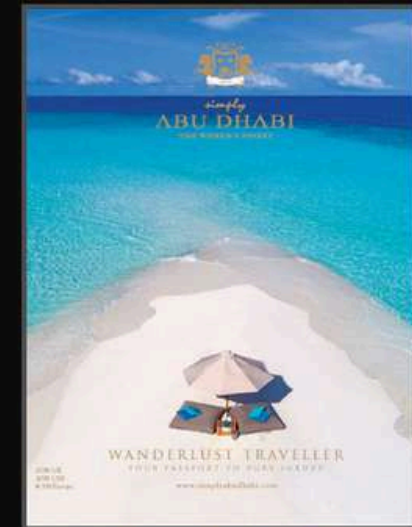
Issue XXXVII



Issue XXXVI



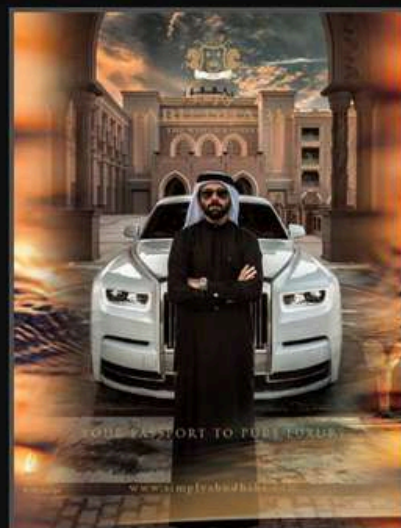
Issue XXXV



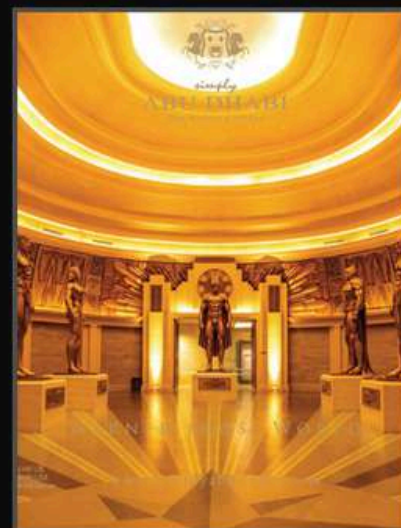
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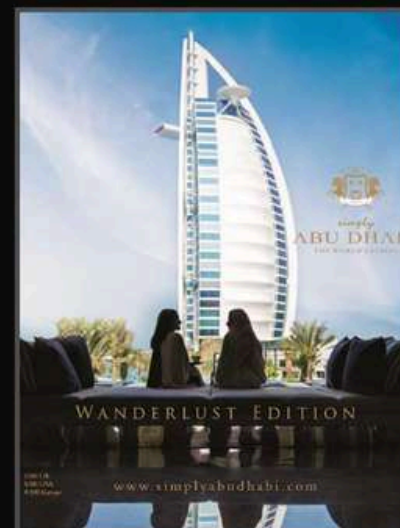
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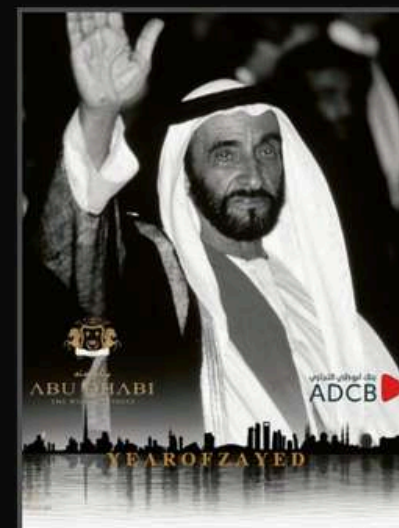
Issue XXXII



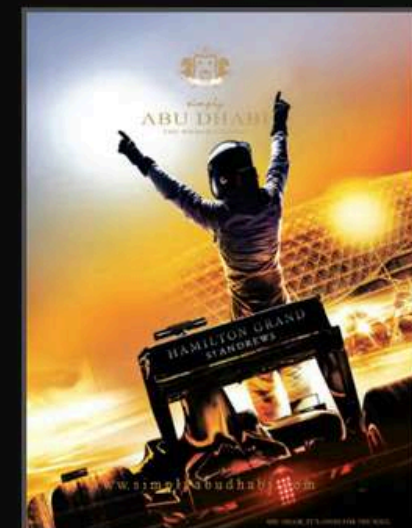
Issue XXXI



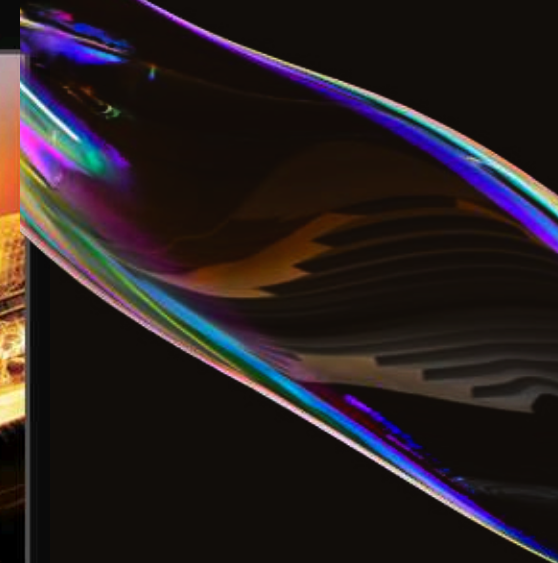
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Issue XXIX



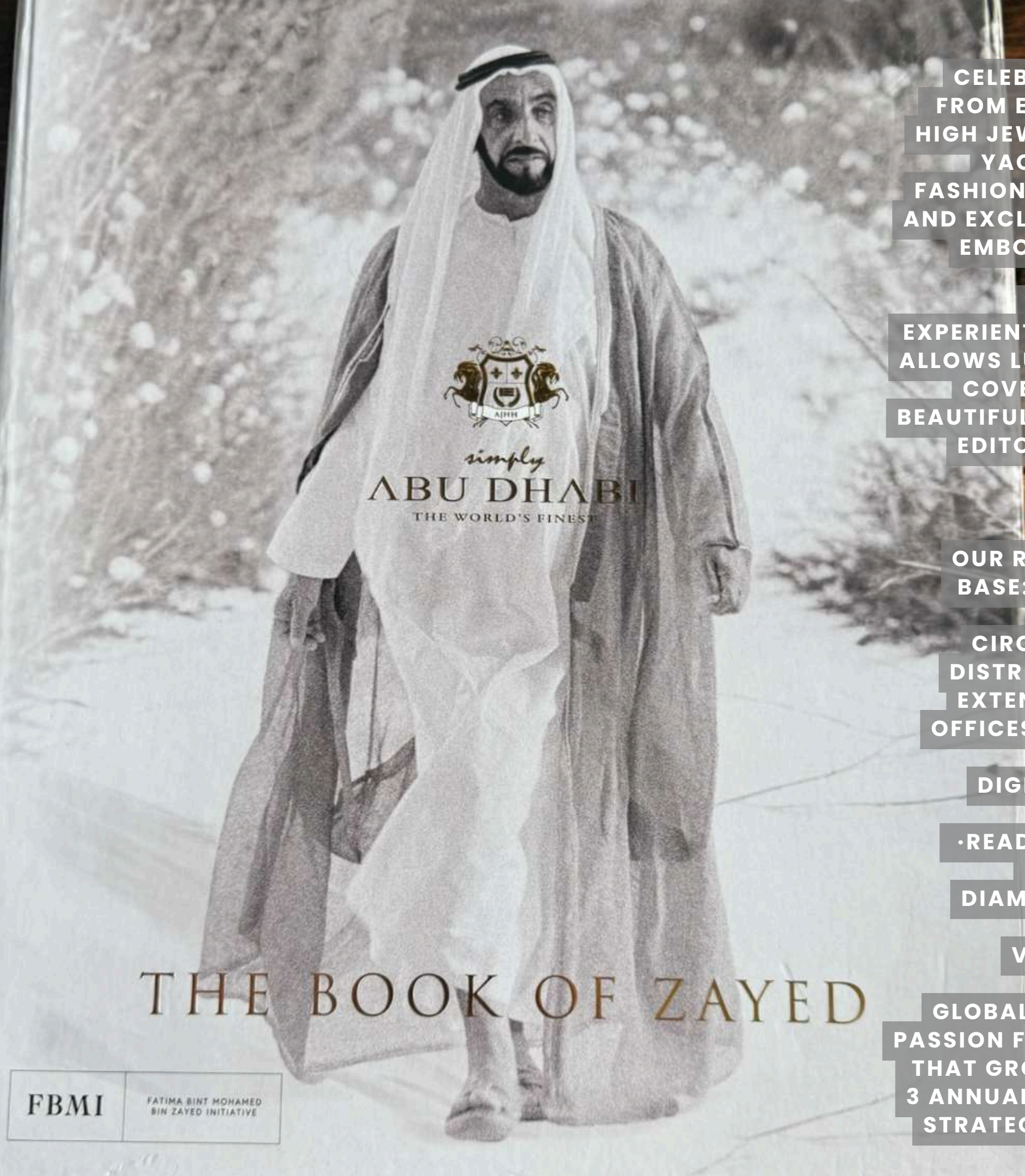
Issue XXVIII



**THE BOOK OF ZAYED
BY SIMPLY ABU DHABI & FBMI**

ESTABLISHED BY HER HIGHNESS SHEIKHA FATIMA BINT MOHAMED BIN ZAYED AL NAHYAN, DAUGHTER OF UAE PRESIDENT HIS HIGHNESS SHEIKH MOHAMED BIN ZAYED AL NAHYAN, FBMI HAS BEEN DEDICATED SINCE 2010 TO EMPOWERING UNDERPRIVILEGED COMMUNITIES—PARTICULARLY WOMEN—THROUGH SUSTAINABLE EMPLOYMENT AND ESSENTIAL SOCIAL SERVICES. ITS IMPACT SPANS FOUR CORE PILLARS: ARTS & CULTURE, EDUCATION, HEALTH, AND STRATEGIC ADVISORY.

OUR FOUNDER, MR. ARNIE HIRA, RECENTLY HAD THE DISTINGUISHED HONOUR OF PERSONALLY PRESENTING THE BOOK OF ZAYED TO HIS HIGHNESS SHEIKH NAHYAN BIN MUBARAK AL NAHYAN AND HIS HIGHNESS SHEIKH SULTAN BIN TAHNOON AL NAHYAN IN ABU DHABI. THEIR GRACIOUS RECEPTION AND HEARTFELT APPRECIATION REINFORCED OUR COMMITMENT TO HONOURING THE UAE'S RICH HERITAGE AND DRIVING SIMPLY ABU DHABI TOWARD EVEN GREATER ACHIEVEMENTS. RECOGNITION FROM SUCH DISTINGUISHED MEMBERS OF THE UAE ROYAL FAMILY UNDERSCORES OUR UNPARALLELED PRESTIGE AND EXCLUSIVE ACCESS TO ELITE CIRCLES.

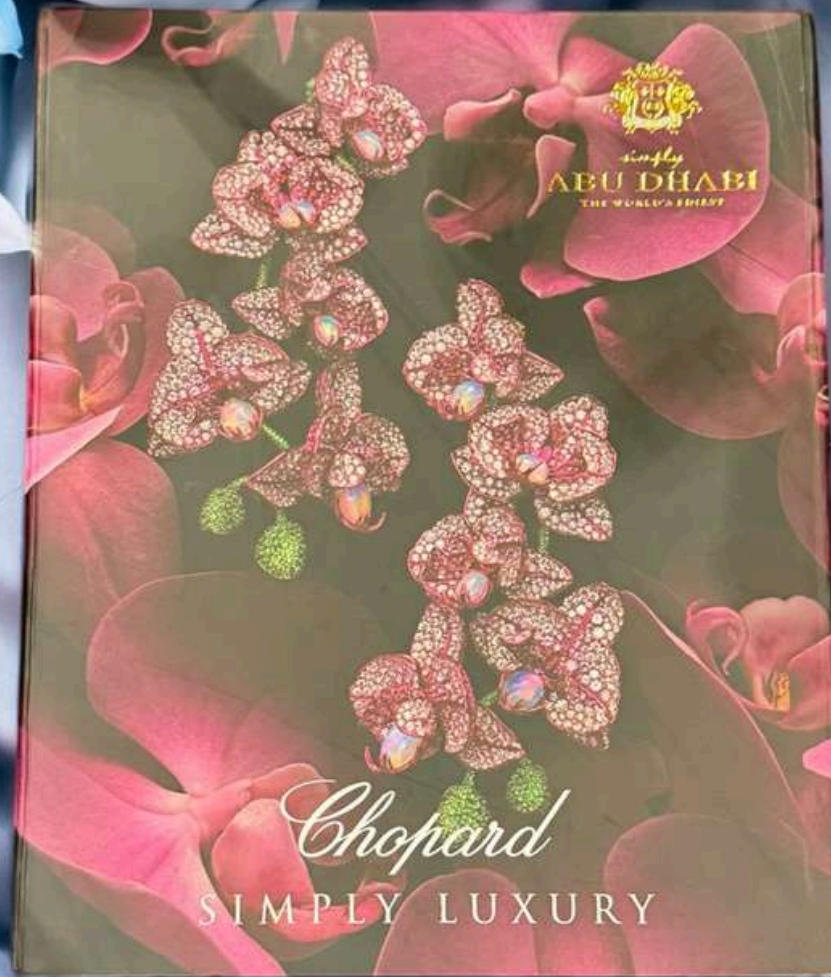


FBMI FATIMA BINT MOHAMED
BIN ZAYED INITIATIVE

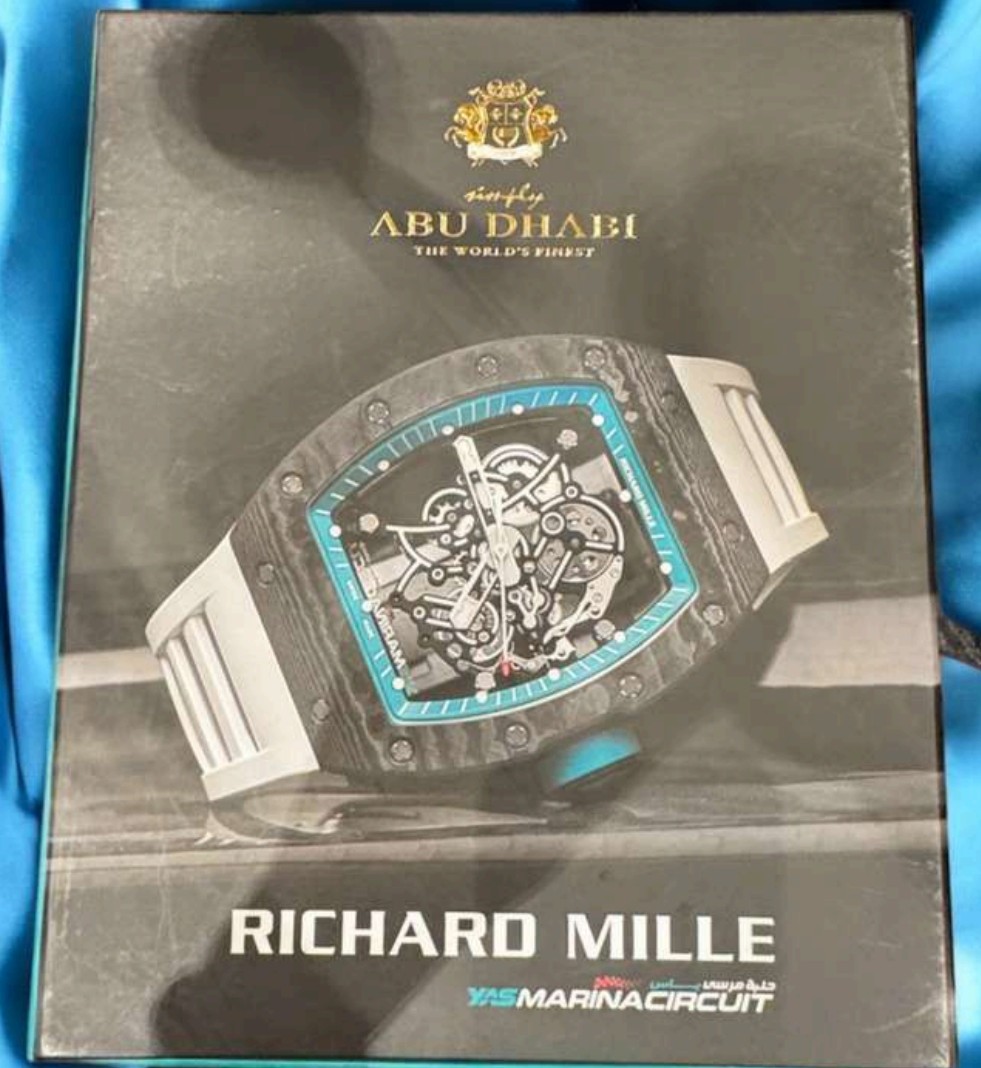
ELEVATING THE LUXURY LIFESTYLE
EACH ISSUE OF SIMPLY ABU DHABI IS A
CELEBRATION OF OPULENCE AND REFINEMENT.
FROM EXQUISITE REAL ESTATE, TIMEPIECES AND
HIGH JEWELLERY TO HYPER AUTOMOBILES, SUPER
YACHTS, PRIVATE BANKING, CUTTING-EDGE
FASHION, GOURMET CUISINE, PRIVATE AVIATION,
AND EXCLUSIVE TRAVEL, OUR EDITORIAL CONTENT
EMBODIES THE ASPIRATIONS OF THE WORLD'S
MOST DISCERNING INDIVIDUALS.
THROUGH BESPOKE PRINT, DIGITAL, AND
EXPERIENTIAL OPPORTUNITIES, SIMPLY ABU DHABI
ALLOWS LUXURY BRANDS TO RESONATE WITH THIS
COVETED AUDIENCE. WHETHER IT'S THROUGH
BEAUTIFULLY CRAFTED ADVERTISING, COMPELLING
EDITORIAL, OR STRATEGIC PARTNERSHIPS, WE
ELEVATE YOUR BRAND'S PRESENCE TO
UNMATCHED HEIGHTS.
KEY AUDIENCE INSIGHTS
OUR READERSHIP IS YOUR PERFECT CUSTOMER
BASE: AVERAGE NET WORTH: £30 MILLION PER
READER
CIRCULATION: 10,000 PERSONALIZED COPIES
DISTRIBUTED TO UHNW INDIVIDUALS, WITH AN
EXTENDED REACH OF 30,000 THROUGH ROYAL
OFFICES, EMBASSIES, LUXURY RESIDENCES, AND
PREMIUM RETAILERS.
DIGITAL AUDIENCE: OVER 800,000 ENGAGED
FOLLOWERS ACROSS ALL PLATFORMS.
•READER INTERESTS: COLLECTORS OF CLASSIC
CARS, FINE ART, LUXURY WATCHES, AND
DIAMONDS; INVESTORS IN PRIME ESTATE AND
BESPOKE FINANCIAL STRATEGIES; AND
VISIONARIES BUILDING ENDURING FAMILY
LEGACIES.
GLOBAL AGE RANGE: 30-60 YEARS, UNITED BY A
PASSION FOR TIMELESS LUXURY AND INVESTMENTS
THAT GROW IN VALUE. PUBLICATION FREQUENCY:
3 ANNUAL ISSUES—APRIL, JULY, AND NOVEMBER—
STRATEGICALLY ALIGNED WITH KEY LUXURY AND
LIFESTYLE MOMENTS.



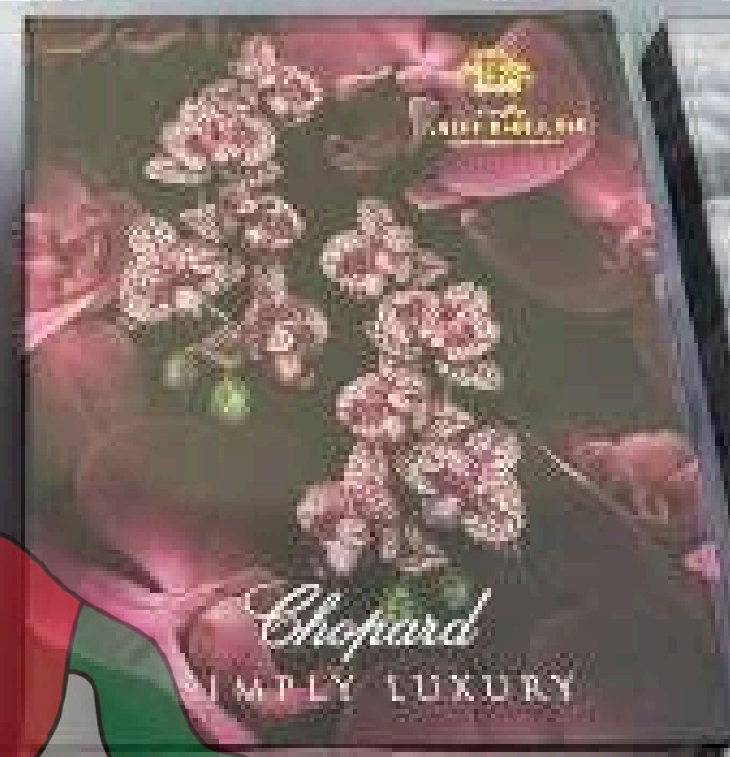
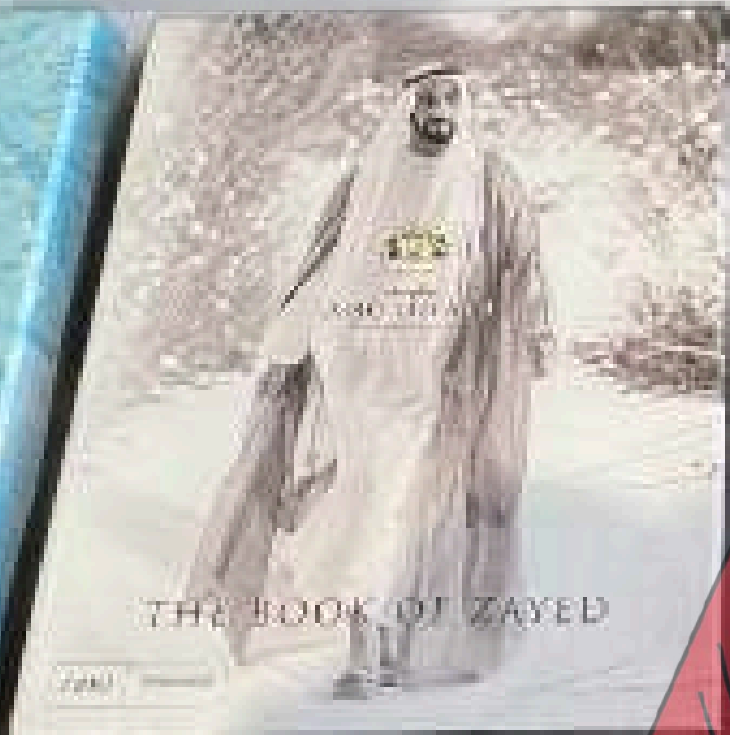
BREGUET GIFT BOX

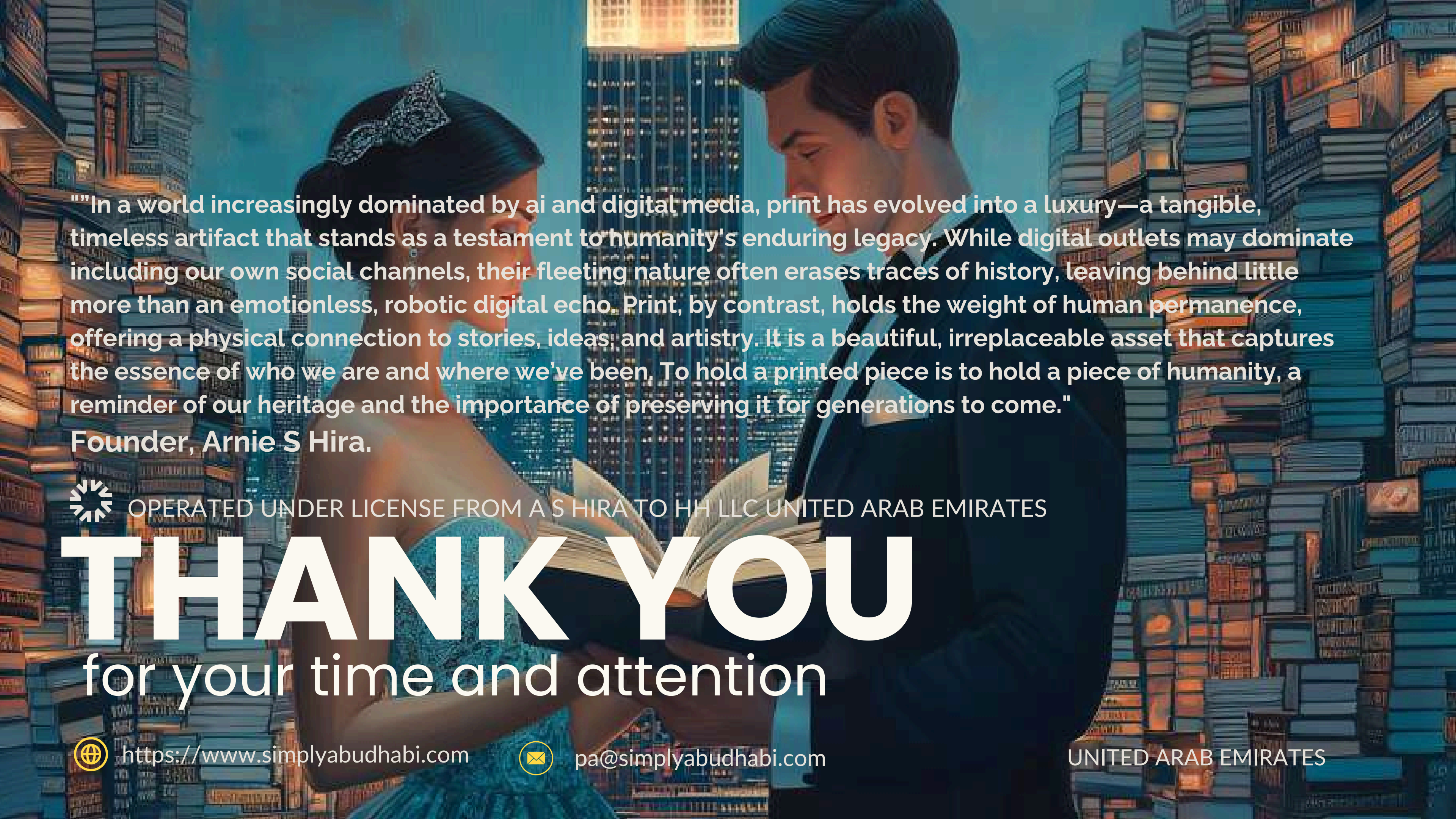


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RICHARD MILLE GIFT BOX





"In a world increasingly dominated by ai and digital media, print has evolved into a luxury—a tangible, timeless artifact that stands as a testament to humanity's enduring legacy. While digital outlets may dominate including our own social channels, their fleeting nature often erases traces of history, leaving behind little more than an emotionless, robotic digital echo. Print, by contrast, holds the weight of human permanence, offering a physical connection to stories, ideas, and artistry. It is a beautiful, irreplaceable asset that captures the essence of who we are and where we've been. To hold a printed piece is to hold a piece of humanity, a reminder of our heritage and the importance of preserving it for generations to come."

Founder, Arnie S Hira.



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THANK YOU

for your time and attention



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