



ASCENSION

# About Us

ASCENSION is a development & management company with an integrated business model encompassing investment, development, operations, leasing, marketing and management capabilities. Our approach is to provide 'One stop solution' to our clients and partners for their real state and development needs.

Ascension is built and fueled by experience & determination to be the best in the field their expertise and to deliver and elevate the bench mark of the real-estate industry. Retail environment is fast changing from Bazaars to Malls. Our group is at the forefront of blending innovation, tradition and reputation to create one of the country's most creative shopping experience to date.

Our principal business strategy is to invest in, develop and manage a diversified portfolio of real estate used primarily for retail purposes in Asia, and to strengthen its market position as a leading developer, owner and manager of shopping malls in Asia.

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# Our Business Model

We have an integrated mix use Development Facilitation business model, with in-house capabilities in retail real estate investment, development, mall operations, asset management and ancillary services management. The following is a diagrammatic representation of our skill sets across the retail real estate value chain:



Our integrated business model which encompasses a spectrum of services and capabilities to develop, own and manage mix use real estate developments is unique amongst mall and its managements of Pakistan. We believe our business model enables us to extract value across the entire retail real estate value chain and allows us to successfully source, develop and manage a significant portfolio of shopping malls within a relatively short period of time.

# VISION

To be a leading multi national mall developer and management company.

# MISSION

To constantly innovate, achieve sustainable growth and create value through acquisition, development and management of our retail platforms.

- For Investors : Deliver sustainable returns
- For Tenants : Create profitable opportunities
- For Shoppers : Create delightful shopping and lifestyle experiences
- For Employees : Provide opportunities to realize personal potential and achieve professional growth
- For Community : Promote social responsibility and environmental sustainability



# Our Services





## Our Projects



Sadar, Karachi



Hyderabad



Gujranwala



Anum Galleria

Tariq Road, Karachi





## Development facilitation

Having the top Development service companies

- Kaaf Engineers (HVAC)
- Tariq Hussain Associates (Electrical )
- Zahid & Sons co. (Time Safety Tempered Glass )
- Marine associates (Elevators and Escalators)

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## Ascension Sub-Companies

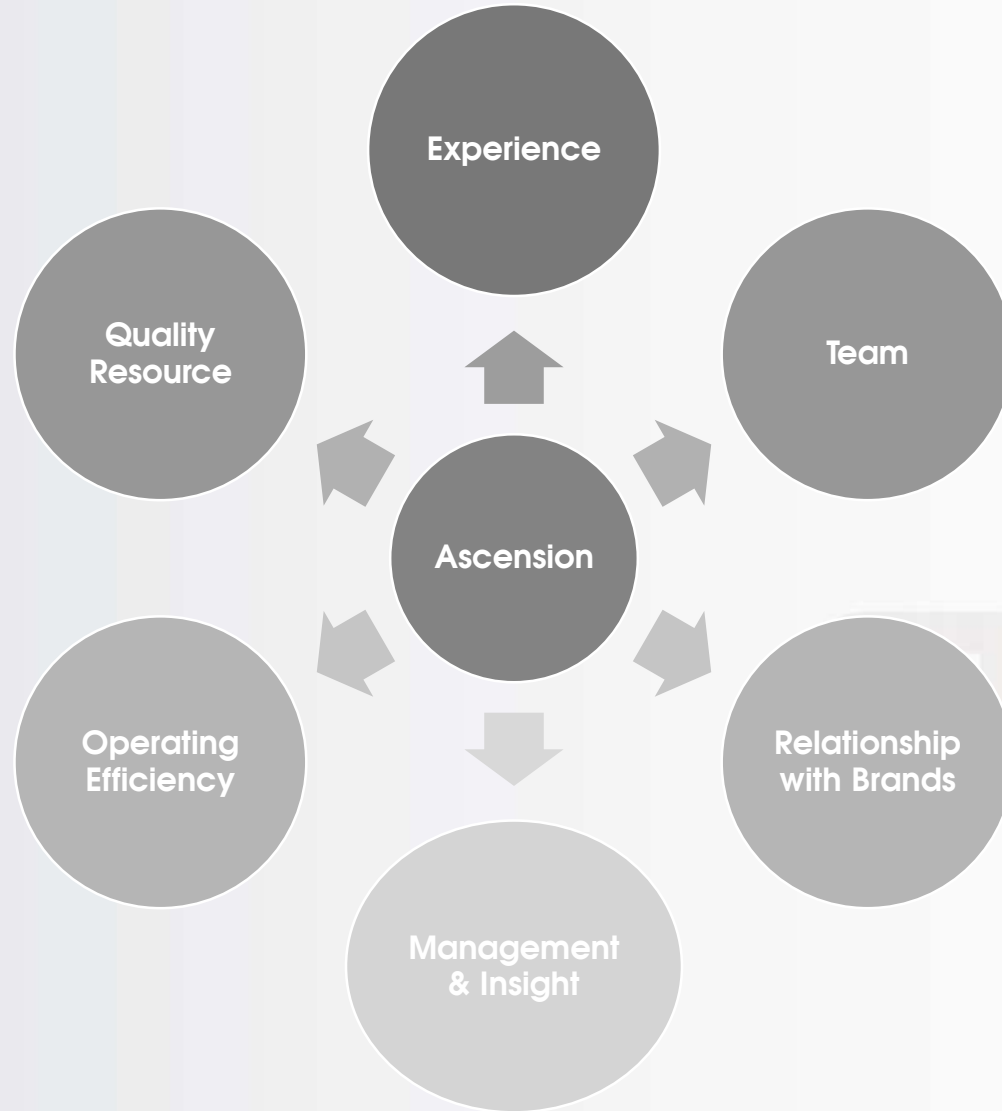
- LIME LITE (Fabrication & Activation Agency)
- INFUSED (Bank ATM Management)
- BAMM (Mall Branding & Activation Management)
- ADZEAL (Digital Marketing Providers)

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# Our Strength



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# Mall Market Analysis

The next 5 years are foreseen as the most hostile for retail real estate and management specially in mix use real estates projects. Presently more than 80 million sq.ft of retail real state is in construction throughout Pakistan. They will be completed till the time of 2020. They include many mega malls, Malls with mix real state developments and multiple standalone projects.

As organized retail grows, the mall market is expected to grow more competitive providing more choices and innovation as well as variety to consumers and retailers.

Malls will have to work harder to create a differentiation for their product on offer. At that point, customers will be attracted to malls that provide the best environment and services and tenants will patronize malls that are professionally operated and managed



# The “One Stop Solution” Approach

Our Approach for “One stop solution” applies to all our projects, while we seek to deliver all your development needs at one go we also seek to enrich customers with the power of choice. We believe that our customers have multiple choices of lifestyle and entertainment options with our changing environment & dynamics of the society we have to align ourselves with on-going changes according to the needs of consumer.

Providing “one stop solution” for entertainment, shopping, daily necessities & lifestyle where customers can evaluate the value of money with variety of other entertainments so they may look no further. Connecting with their mind and planning for there experience provides us with the ultimate experience to deliver and discover.



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# Management Modules

- Facility General Maintenance, Repairs and Renovation
- Janitorial Services and Waste Management
- MEP and Technical Maintenance
- Operational Management and Functional Administration
- Accounts and Payroll Administration
- Revenue Generation and Recovery
- Leasing, Tenancy and Occupancy Administration
- Operational Budgeting and CAM Management
- Safety and Security Planning & Management
- Parking and Traffic Planning & Management
- Customer Relations Management
- Marketing, Advertisement, Promotions and Events
- Human Resource Management



# Mall Planning

- Situational analysis and vision for the project
- Concept fine-tuning and impression development
- Layout designing with optimum space planning
- Planning the project around anchors
- Brand building by bringing brands and anchors into the mall
- Research on target market and needs
- Planning the lower operational costs
- Strict compliance with the retail business requirements
- Formulation of operational strategy and procedures
- Development of advertising and promotional campaign
- Strategic management for the launching and operations



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# Conceptualization & Positioning

- Mall Positioning
- Mall Brand Creation (Name & Logo, etc.)
- Thematic Plan
- Zoning and Circulation Plan
- Anchor and Category Mix Plan
- Tenant and Brand Mix Plan
- Price Point and Adjacency Mix Plans
- Lighting Management and Power Conservation Advice
- Signage and Mall Directory Creation
- Safety and Security Plan
- Car Parking and Traffic Planning through valet services

**IDEAS**  
*into*  
**A·C·T·I·O·N**

# Leasing and Tenancy

- Drafting MOUs and Lease Agreements
- Leasing – negotiations and settlement
- Receivables (Rent & CAM) collection
- Evaluation of expenses and CAM charges
- System development for accounts and billing
- Monthly billing of CAM charges
- Preparation of monthly and annual budgets for cash flow management
- Comparison of actual and budgeted cash flows for control
- Cash flow management for smooth monthly imbursements
- Recovery of Rent, CAM charges, and other income



# Facility Maintenance

- Compliance of mall cleaning standards and hygienic environment
- Management, supervision and upkeep of all general facility maintenance tasks including janitorial and sanitation services
- Preventive maintenance, repairs and taking corrective actions for building, MEP, machinery, plant, equipment, woodwork, flooring, roofing and any other building components, etc.
- Provision of MEP and Engineering Services
- Upkeep of landscaping and greenery and façade, parking and outdoor areas maintenance repairs, and renovations
- Load management plan for optimum use of fuel and power
- Regular servicing and maintenance of HVAC system, all electrical & lighting fixtures, elevators & escalators, plumbing & water supply system, gas supply system, electronic security systems, fire-alarm & safety systems and auxiliary power generating system, etc.



# Financial Management

Improving short and long-term business performance by streamlining invoicing and bill collection, eliminating accounting errors, minimizing record-keeping redundancy, ensuring compliance with tax and accounting regulations, helping personnel to quantify budget planning, and offering flexibility and expandability to accommodate change and growth.

- Keeping all payments and receivables transparent.
- Amortizing prepaid expenses.
- Depreciating assets according to accepted schedules.
- Keeping track of liabilities.
- Coordinating income statements, expense statements, and balance sheets.
- Balancing multiple bank accounts.
- Ensuring data integrity and security.
- Keeping all records up to date.
- Maintaining a complete and accurate audit trail.
- Minimizing overall paperwork.



## Billing & Recovery

- CAM Billing and Recovery
- Rental Billing and Recovery
- Making sure Compliance with contract is met

## Legal and Government Affairs

- Handling Property Tax, Professional Tax, Shop board tax and other taxations
- Completion Matters and other Governmental compliances



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# Brand Relation

Ascension is at present dealing with 200+ brands and have a relationships with many more. Which include all categories. To name a few...



Khaadi



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# Retail Brands

- Cambridge
- Amir Adnan
- Le Monte
- Al karam
- Gul Ahmed
- Diner's
- Women Fantasy
- Hitlers
- Lime Light
- Sarjahani's
- Bangkok City
- Kids Care
- Denim
- Bonanza
- Levi's
- Nishat
- Confidence
- Oxford
- Road Block
- Maaz Jee
- Dress Code
- Hangers
- Emjee Blend
- Aisha Ali
- Malash
- Admire
- Shah Designer
- Designer for Men
- HAWKS
- O'Leary's
- Orange
- Desire
- Amrum
- The T-shirt Company
- Growth
- W-11
- Lady Pannash
- Anis Collection
- Royal Tag
- Stoneage
- Debenhams
- Timberland
- Giordano
- Fiction
- Cross Roads
- Khaadi
- Junaid Jamshaid
- Next
- Cotton & Cotton
- Moosajees
- Mantara
- Outfitters
- Ethnic
- Breakout
- Edenrobe
- Sapphire
- Oaks
- Change
- EGO
- Zeen
- Kapray
- Bareeze
- Almeira
- Urban Culture
- Rangja
- Chinyare
- Minnie Minors
- Leisure club
- Hangten
- Regal Garments
- Raheela Jee
- Ahmed & Waleed
- Tanaa Bana
- Monark
- Cougar
- Shamrufs



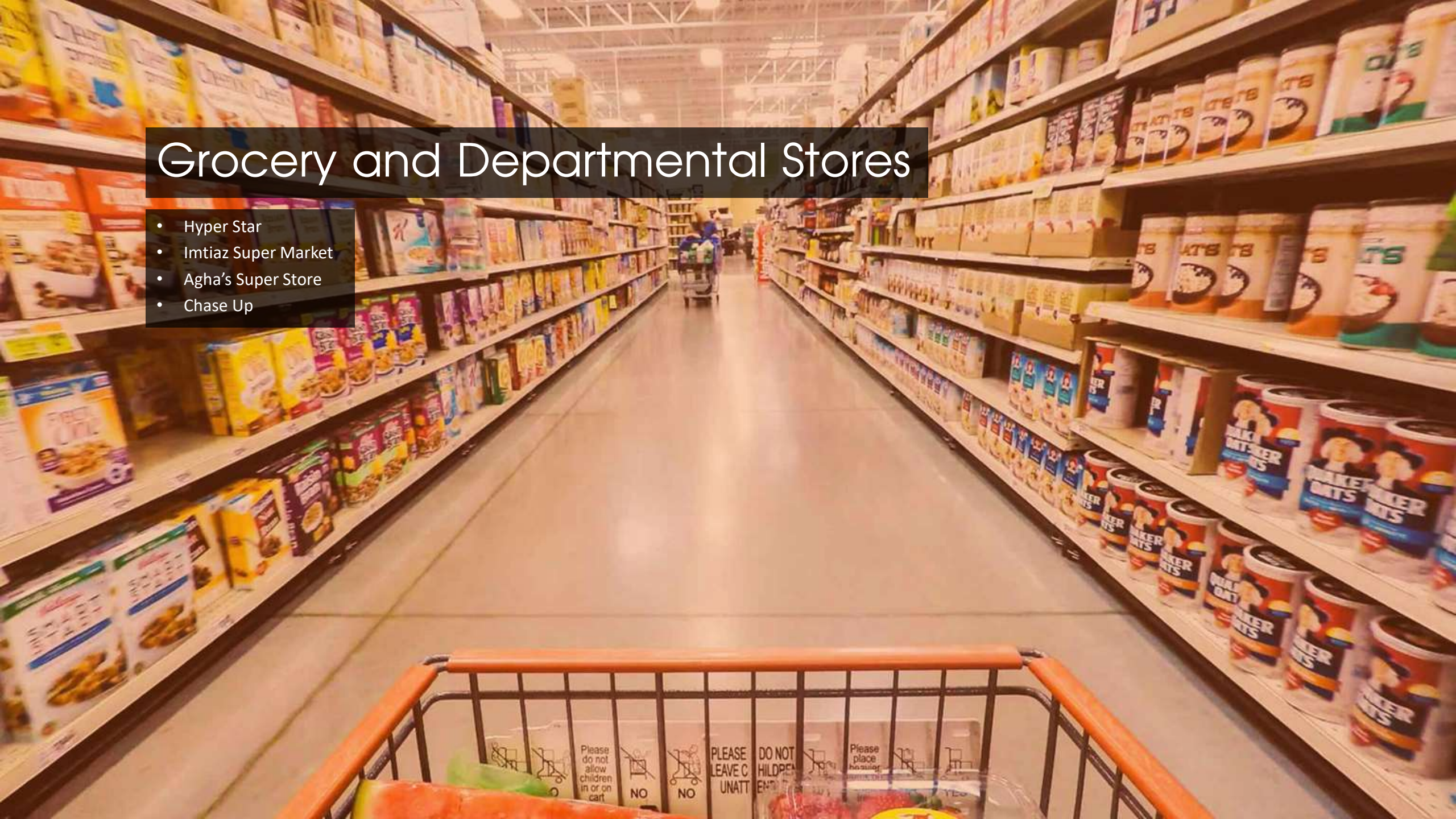
# Shoe Brands

- Borjan
- Urban sole
- Step in
- Khan Shoes
- Shoes Express
- Bata
- Hush Puppies
- 1<sup>st</sup> Step
- Nike
- Brouks
- Francisco Shoes
- Saachi Shoes
- English Boot House
- Bali Shoes
- Logo Shoes
- Chamios Shoes
- Metro Shoes
- Stylo
- Service Shoes
- Adidas
- Chanchi and Lugari
- Shoe Zone
- Aerosoft



# Grocery and Departmental Stores

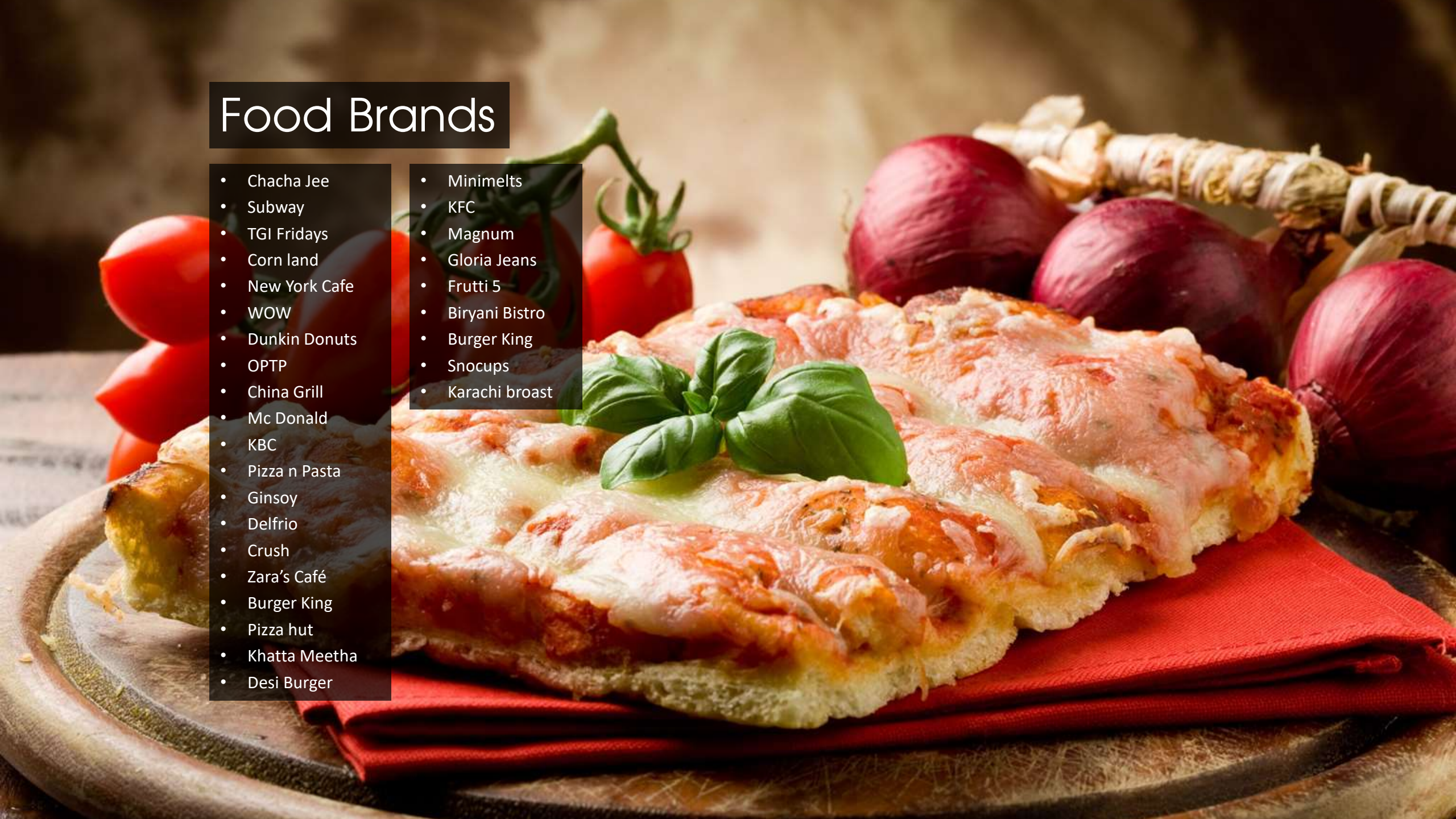
- Hyper Star
- Imtiaz Super Market
- Agha's Super Store
- Chase Up



# Food Brands

- Chacha Jee
- Subway
- TGI Fridays
- Corn land
- New York Cafe
- WOW
- Dunkin Donuts
- OPTP
- China Grill
- Mc Donald
- KBC
- Pizza n Pasta
- Ginsoy
- Delfrio
- Crush
- Zara's Café
- Burger King
- Pizza hut
- Khatta Meetha
- Desi Burger

- Minimelts
- KFC
- Magnum
- Gloria Jeans
- Frutti 5
- Biryani Bistro
- Burger King
- Snocups
- Karachi broast



# Cinemas

- Atrium Cinemas
- Neuplex
- Cinepax



# Banks & Service Centers

- Askari bank
- Summit bank
- Habib Metro Band
- Wi-tribe
- Mob Shop
- PC & Gadgets
- UBL
- Roka electronics
- Tablet zone
- Handy zone
- Mobile world
- Best way Money exchange
- The Voyages Travel n tour





# Kiosks

- Animal Ride
- Cuddle Kart
- Tatoonish
- Torat Card Reading
- Fortune teller
- Mini Massage Parlor
- Baloon World Kiosk
- Spin Art
- Toy Shop
- Rainbow Floss
- Pick n Mix



# Entertainment

- Joyland
- Fun land
- Play pod
- Chunky Monkey
- GHQ
- Super Space
- Virtual Axis Bowling
- Bowling
- Bounce



# Our Events, Activations & Social Media Management

- Brand Endorsements
- Creative Enhancement through the Brand's Activation
- Optimizing visibility by appropriate Branding Allocation
- Serve as Clients' Brand Ambassador via endorsing on indoor & outdoor options of Mall
- Strategize brand's presence into the Mall
- Boost Brand Visibility via Social Media Campaign



# Our Ancillary Services Management



CCTV



Mall Security



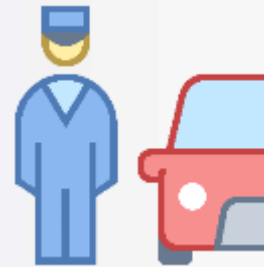
Mall House Keeping



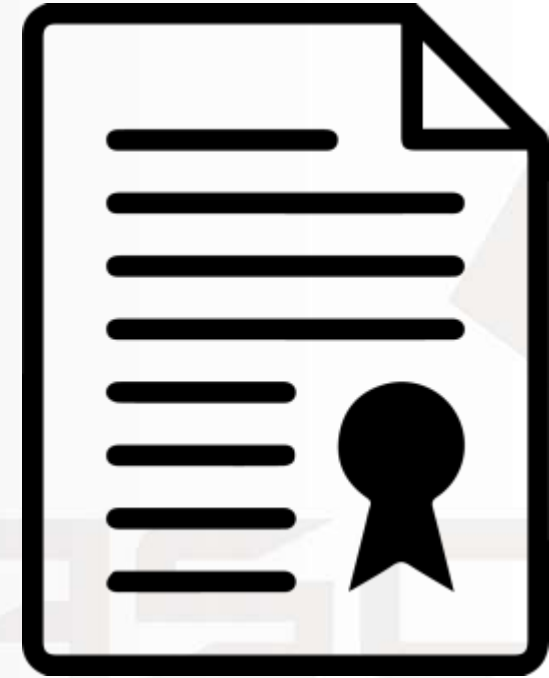
Insight Info & Reports



Customer Info Desk



Valet Services



Consumer Feedback

# Our Proposal

## Complete Management Consultancy

With the wide-range of services it ensures the flawless operations and functioning in all spheres.

- Central Air condition system (HVSC)
- Electrical power generation
- Common Area Maintenance
- Mall Occupancy Management
- MEP
- Branding & Signage
- Billing and recovery
- Event Management
- Kiosk Management
- Parking Management
- Helpdesk Management
- Security & Technical services



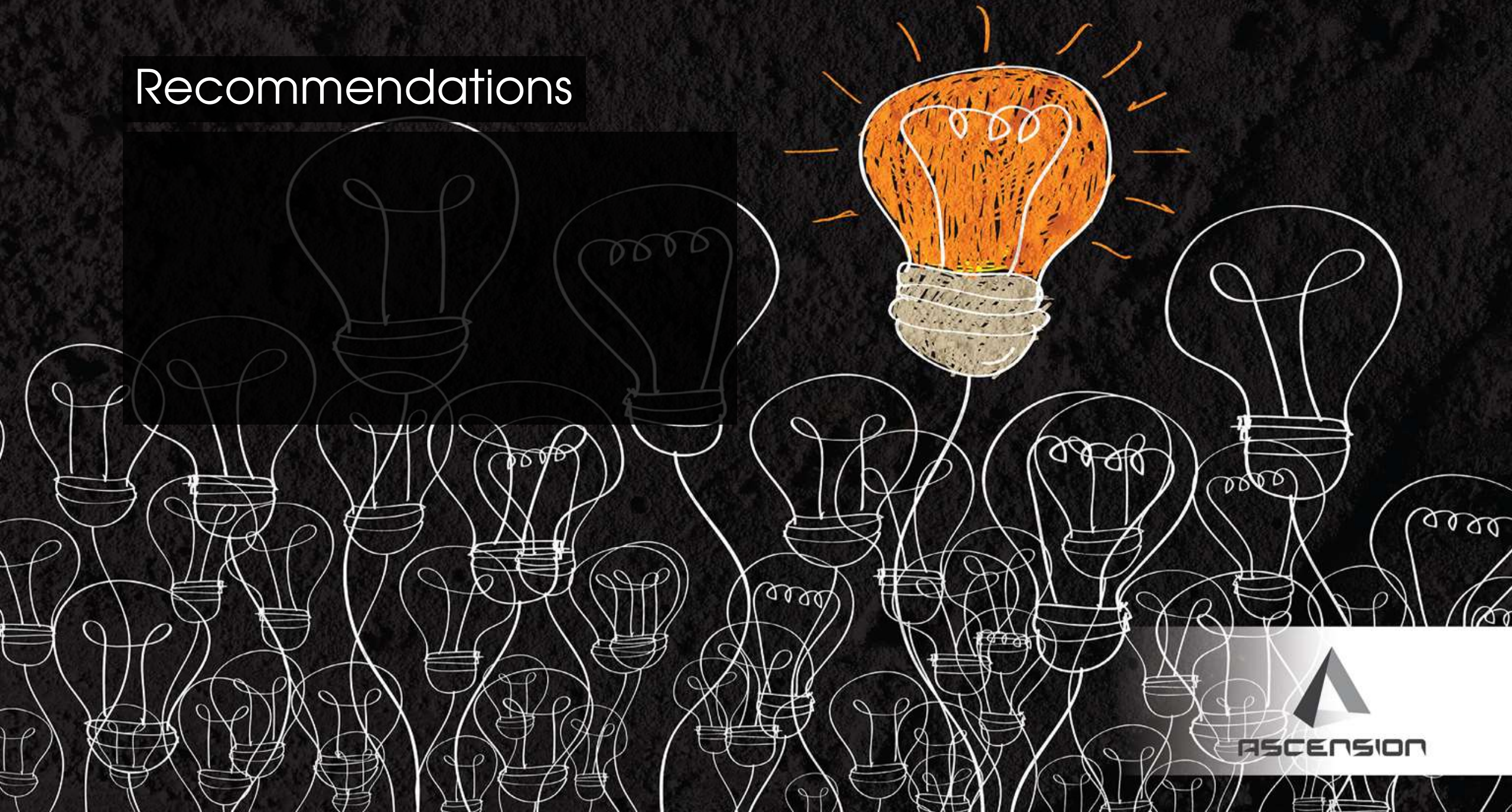
# Our Proposal

## Complete Mall “One Stop Approach” Consultancy

- We offer our complete property management platform along with a time-honored reputation for outstanding client service. Our expert teams work hand-in-hand with our clients to increase property values and position an asset to align with ownerships short and long term investment objectives. We uncover hidden costs, increase efficiencies, improve the quality of tenant service and enhance the value of our clients' properties.
- The close partnerships we share with our clients, along with the sense of pride and ownership we take in the solution based management of each property, are core values that enable
- That level of advice takes local knowledge and deep insight, We provide the timeliest, highest quality information and analysis to help our clients optimize their real estate decisions. We achieve this goal through our vast resources, worldwide coverage, and multi-disciplined approach.



# Recommendations



# Innovation ideas for mall

- Madame Tussauds
- Aquarium
- Ripley's museum
- Spa & Parlors
- Mini indoor golf court
- Indoor/Outdoor theme park
- Bounce
- Day care center
- Home textile
- Indoor giant slide (4<sup>th</sup> floor to basement-3)
- Bean bags in kids areas
- Indoor gym
- Virtual cricket
- Flash mobs
- Virtual Projection
- Creative route maps & signages





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Thank You

We await your response for further discussion of our proposal and a possible partnership for your present and future projects