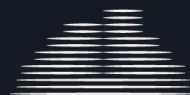


Marketing Distribution Guidelines



Kempinski Residences
The Creek

DUBAI

Dear Partner,

To ensure the uniform and consistent communication of the Kempinski Residences The Creek Dubai development we have developed a set of simple guidelines for you to follow. This is in order to support with your marketing distribution strategies and to guarantee that the product and brand communication is consistent across all marketing channels for this project.

If you have any additional questions, feel free to reach out to the team at Swiss Property:

marketing@swissproperty.ae

Naming Convention

The correct name for the project is “**Kempinski Residences The Creek Dubai**”.

- When referring to the project, kindly follow the above naming convention in any titles or text.
- Naming may not be altered or abbreviated at all.
- Full capitalization may be used in titles, otherwise please respect the capitalization guidelines.
- Examples of incorrect naming; Kempinski the Creek Dubai, Kempinski Residences Dubai, Kempinski Residences Ras al Khor.

Visual Assets

- Visual assets will be shared with you in high resolution for your marketing purposes.
- Without prior approval by Swiss Property, the assets should not be edited, re-coloured or transformed in any other way.
- Cropping of the assets is allowed as long as the design aesthetic is maintained.
- Usage of the Kempinski logo is **NOT** permitted in any circumstance. However, the logo of the project is allowed to be used in conjunction with that of Swiss Property.

Logo Usage

- The approved logo for the project will be shared with you prior to the official launch.
- Please ensure that only the official logos shared by Swiss Property are used in your marketing collaterals.
- In addition to the official project logo, the logo suite for Swiss Property will also be provided.
- Any communication of the project should feature both the project and Swiss Property logos.
- Logos are not to be altered or edited in any form. Resizing is allowed but the original aspect ratio must be maintained.

Digital Distribution

Landing Pages

- Landing pages should clearly show that it is the partner's site promoting the development/project.
- The partner logo should be the primary logo on any landing page.
- The official project logo should be used when showcasing it along with the Swiss Property logo as the developer.
- The Kempinski brand logo is not permitted to be used in any marketing.
- Landing page URLs should not include any of Swiss Property's or Kempinski's corporate brand in the URL address. This applies in both primary or sub-domain setups, regardless of the extension (e.g. creekresidenceskempinski.info).
- They should not include text that references and/or implies that it is the official project or developer website, or the official direct sales office.

Digital Distribution

Search (Pay-Per-Click)

- Any PPC search campaigns run by our partners should not feature Swiss Property or Kempinski branded keywords.
- These include but are not limited to:
 - Swiss Property
 - Swiss Property Dubai
 - Kempinski Residences
 - Kempinski Dubai

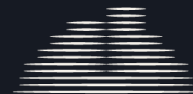
Social Media

Feel free to tag us in your posts about our development on your social media channels:

- <https://www.Instagram.com/swisspropertydubai/>
- <https://www.linkedin.com/company/swiss-property-group/>

Important Notice: Failure to comply with these guidelines will put a partner in breach of our agreement to market and sell the project.

marketing@swissproperty.ae
+971 4 554 7350
swissproperty.ae



Kempinski Residences
The Creek

DUBAI