

Value & Time.
Our Vision Embraces
All Facets.



If 'Vision' were to be a country,
it would be the UAE.





No other nation in the world is so multi-faceted and yet singular in its precious vision.

UAE has the second largest economy in the Middle East (after the Kingdom of Saudi Arabia) with a GDP of \$377 Billion (in 2012), of which around 71% comes from non-oil sectors. Since its independence in 1971, the country's economy has grown by nearly 231 times – to a solid AED 1.45 Trillion (in 2013). In this, Tourism and Retail are two of the main sources of revenue, with many of the world's most luxurious hotels and largest retail chains in the country.

We at AllDay build
businesses through relationships...



...monetary benefit follows.

Vision

To effectively contribute to the excelling dynamism of the retail world, with world class shop floors and system implementations.

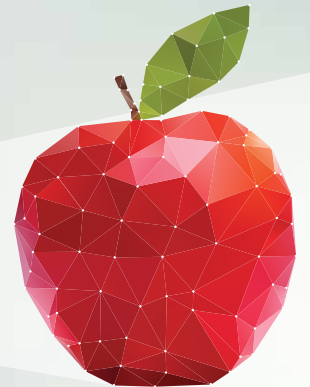


Mission

To be the Leader in premium convenience store with
holistic development of all contributors involved.



Many Facets.△



One Vision.



allday supermarket

allday hypermarket

allday gourmet
convenience store

allday market

allday advantage
convenience store

allday fresh supermarket...

AllDay is a jewel from the crown of the well-established Madeena Group. AllDay shares this legacy of more than 100 years in the Retail business. Today, the Madeena Group brings its rich culture and experience into diverse sectors – such as hospitality, infrastructure, logistics, realty, media and many more across the GCC.

Realizing that this millennium brings with it endless opportunities, the new generation of the Madeena Group has now entered a new 'high-concept' that complements the new UAE lifestyle. This is an Organized Chain Format of 'mom-and-pop stores' which were first introduced in 2005.

Capitalizing on the first mover advantage, AllDay has ensured that its vision and multi-facetedness has created a clear advantage and now enjoys pole position in this ever growing market segment.

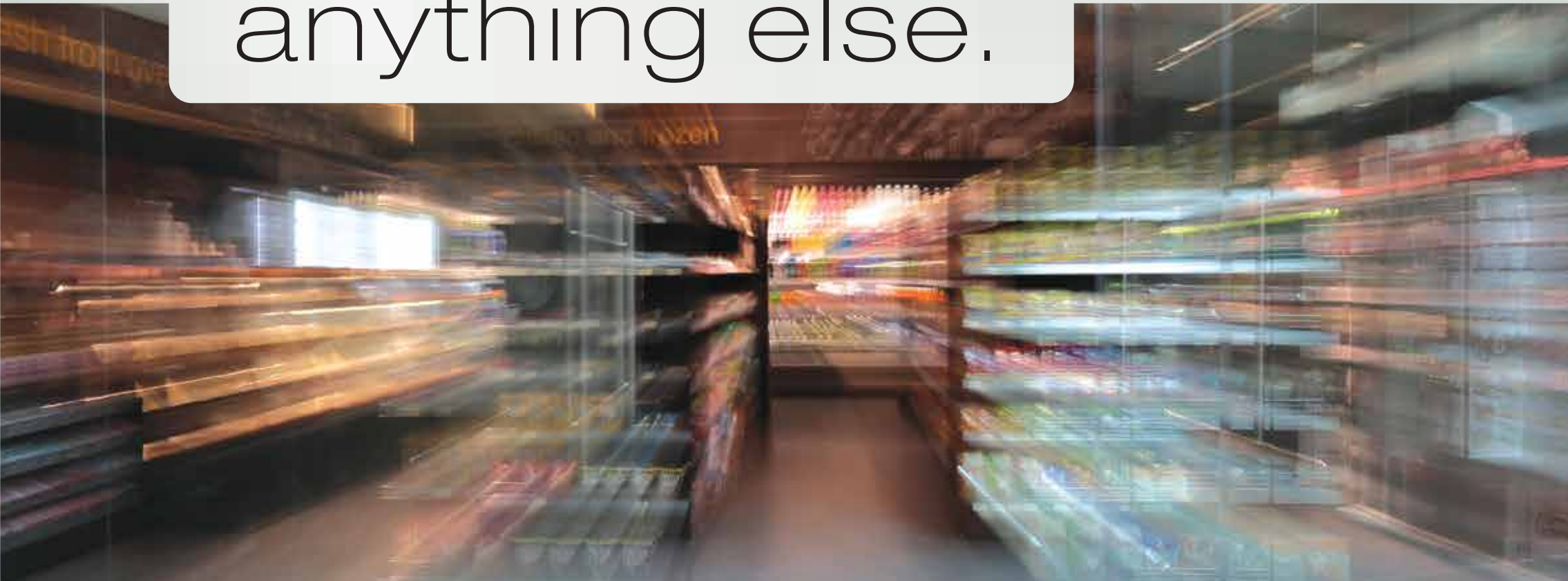
Indeed, 'More Value' and 'Time Savings' are the two pillars on which AllDay bases its vision.



For those who value time



...more than anything else.



The majority of the customer segments in the UAE are like Falcons. They have the vision, they soar high in their ambitions and have touched new skies of success.

As part of the new and fast growing economy, these consumers are also multi-faceted in the things they do as part of their cosmopolitan lifestyle. They look at everything in life as precious and demand more value from everything and value savings in their time in every aspect. Which is why, AllDay is now part of the cosmopolitan fabric of the most well connected and convenient places around the UAE, where consumer footfall is always high. Some of these destinations include:

- UMM RAMOOL (DNATA FREIGHT WORKS)
- FLC (DUBAI AIRPORT FREEZONE)
- DNATA TRAVEL CENTRE (SHEIKH ZAYED ROAD)
- ETC (EMIRATES TRAINING COLLEGE)
- EGHQ (EMIRATES HEAD QUARTERS)
- DUBAI OUTSOURCE ZONE
- PALM JUMEIRAH (AZRAQ BLDG.)
- PALM JUMEIRAH (NAFURA BLDG.)
- PALM JUMEIRAH (MANHAL BLDG.)
- PALM JUMEIRAH (NABBA)

- DUBAI MARINA
- DIAC (DUBAI INTERNATIONAL ACADEMIC CITY)
- GDP (GOLD AND DIAMOND PARK)
- RAS AL KHOR (EMIRATES ACCOM.)
- BURJUMAN CENTRE (OFFICE TOWER)
- JUMEIRAH VILLAGE CIRCLE (AMSA)
- ECC (EMIRATES CALL CENTRE)
- MIZIN (EMIRATES CREW ACCOM. , OPP GLOBAL VILLAGE)
- RTA HQ - DUBAI

- STUDIO CITY
- DUBAI AIRPORT CARGO VILLAGE
- DUBAI MALL
- ALL DAY FRESH KARAMA
- ECTC (EMIRATES CREW TRAINING COLLEGE)
- BITS PILANI - ACADEMIC CITY
- THE BEACH - J B R (MARINA)
- SILICON OASIS - LE SOLARIUM BUILDING
- DWC - HEAD QUARTERS
- EMIRATES FINANCIAL TOWER (E F T) - DIFC
- EMAAR SQUARE - DOWN TOWN
- ENBD - MEYDAN BUILDINGS
- BAY SQUARE - BUSINESS BAY
- AL MANARA - BUSINESS BAY
- EMIRTAES AVIATION UNIVERSITY - DIAC
- GBS - MEDIA CITY
- CENTURION TOWER - DEIRA
- ENBD - HQ - DEIRA
- GOLDEN MILE - PALM JUMEIRAH
- JAFZA ONE
- DUBAI OUTLET MALL
- MEYDAN HEIGHTS

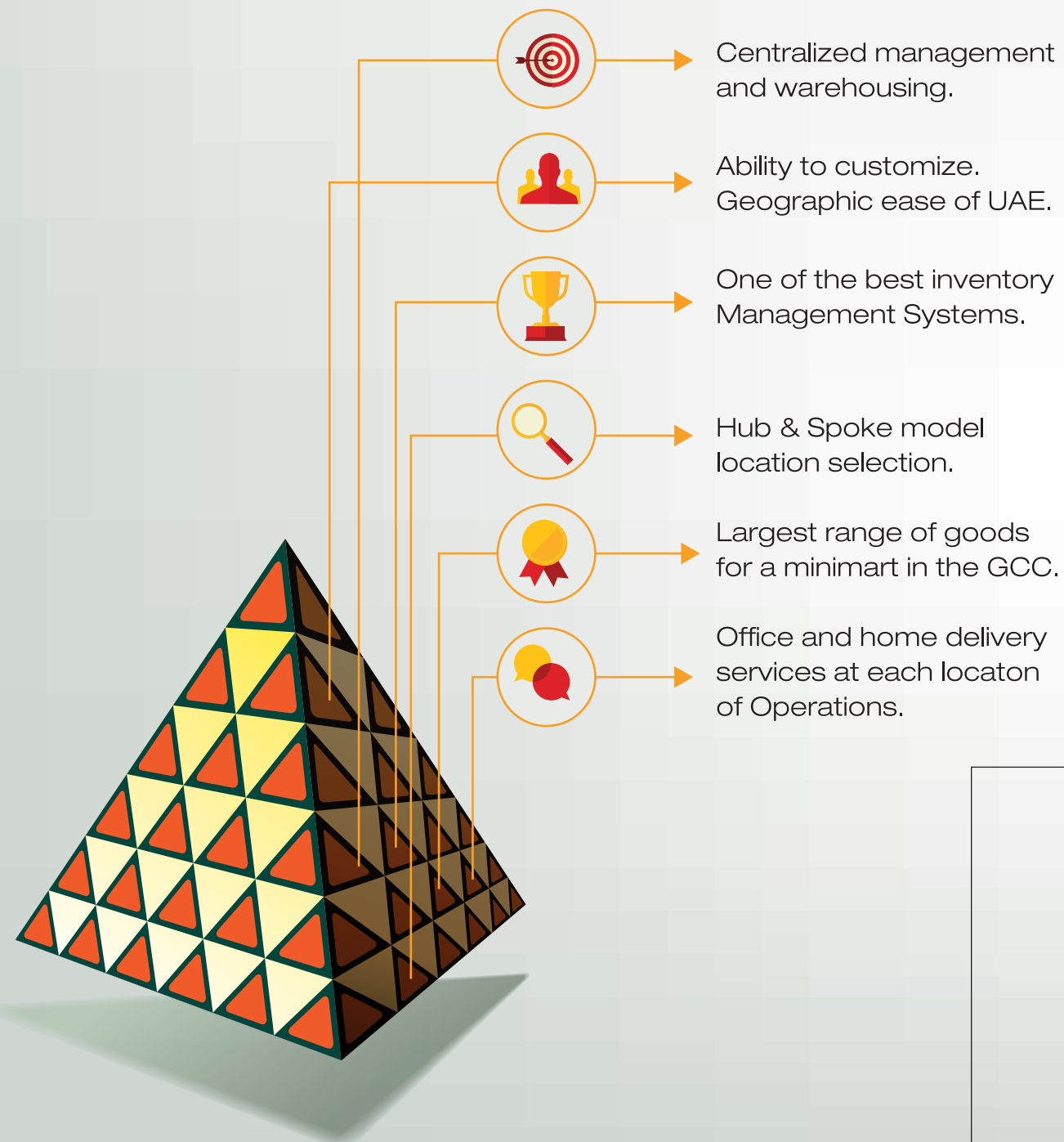
Thoroughbred

Performance



It's what gives us our winning track record in an affluent market.

AllDay is not just a leader in the market – we also demonstrate thoroughbred performance in all facets of our business. This gives us the competitive edge and keeps us ahead of the field – akin to the power and finesse of an Arabian Horse.



- ▲ Delivery and refilling
Analysis of the ever changing target base
- ▲ Re-ordering process
Procurement- multi-dimensional
- ▲ Accounting HR Management & Operations
- ▲ Uniform Seasonal Sales
Promotions, branding and merchandising
- ▲ Online Purchase and store location system
- ▲ Strategic tieups- such as Bake-Mart Plus

Many formats.

One singular experience.

When it comes to various store formats, at AllDay we believe on concentrating on the unique factors that make for an integral part of the synergy of the UAE. Which is why, our formats are customized as per the following key qualities:

▲ Convenience

All our formats are very focused when it comes to delivering on a 'convenient experience' for the every busy shopping populace of the UAE.

▲ Gourmet

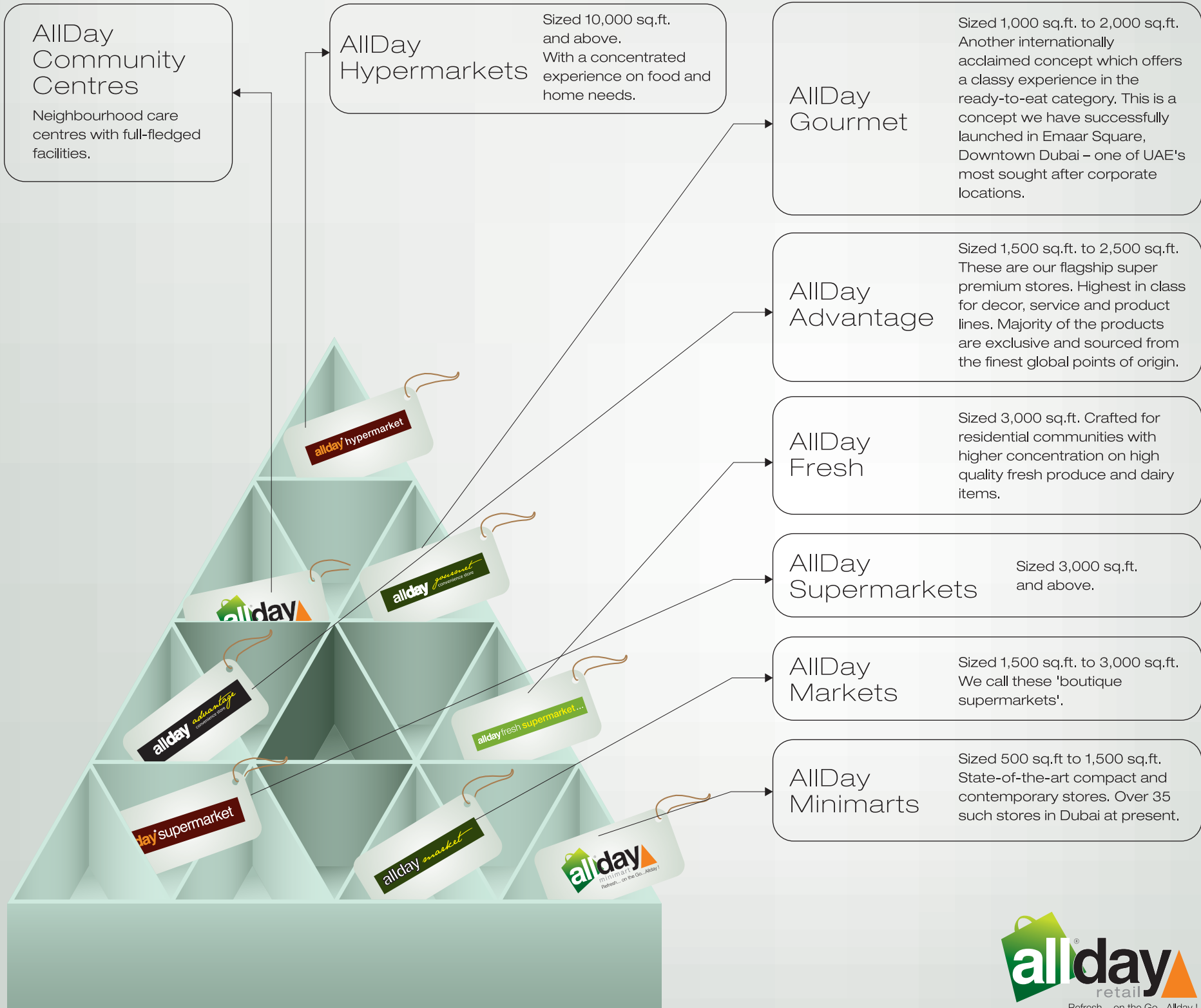
Our consumers are choosy about what they buy, so we too are extremely choosy on our product lines and ranges. We offer a wide array of exclusive global products, with keen importance on their quality and hygiene.

▲ Aesthetics

It's not just what you shop, but also how and where you shop. All our stores have best-in-class ambience and decor which is on par with leading international gourmet stores.



Again, what sets AllDay apart is the different store sizes that we offer for the unique different needs of varied locations. A quick walk-through our formats can be discovered as:






Let's enjoy the fruits
of our continued success.



Let's begin the start of a healthy, successful partnership.



AllDay is now taking the steps into the future to spread the fruits of our success. Which is why we are looking for more Shopping Malls, more Star Hotels, more Community Living Realty, more Business Centres, more Convention Centres, more Business Towers, more Commercial Districts, more Cities...more partners to be a part of our success story.

Indeed, why not be successful...AllDay!















allday advantage

allday

bread and buns

allday

allday



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