

Press Release

ACC Unveils its Signature Unit by M Holding with the Launch of the B11 Beirut, A Residential Project

Beirut, Lebanon July 18, 2016: ACC (Arabian Construction Company) launches its signature holding by M along with its newest project B11 in Downtown Beirut. The launch was held at Le Yacht Club on July 14, 2016 in collaboration with Bank Audi and in the presence of prominent industry leaders and friends. “The iconic project will be part of the modern day promenade that Solidere is in the process of developing with the aim of offering a pedestrian avenue surrounded with landscaping and water features” says Mr. Maher Merehbi, ACC CEO. B11 is located in Downtown Beirut on the Shoreline Gardens site of the historic Avenue des Français.

Mr. Merehbi announced on this very special occasion “the launch of by M holding that specializes in luxury developments and high-end finishing. He further stated that “B11 is the first by M Development project.”

Designed by the German architect, Axel Schultes, B11 captures 21st century lifestyle in an artistic and refined structure. The project features two low rise and two medium rise blocks of modern apartments with a range of different sizes and luxury retail stores at ground level. The unique design of B11 stands out amidst the surrounding high-rises, bringing an added sense of privacy.

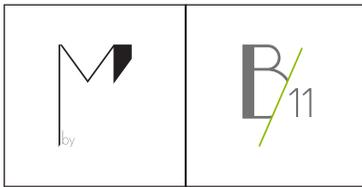
Mr. Said Dagher, Senior Director of Khatib & Alami mentioned “the elegant massing design reflects exclusivity and intimacy and emphasized the fact that “B11 is designed and built according to Silver LEED standards”. Furthermore, he elaborated on the LEED aspects of the project and the benefits it provides such as saving money by reducing energy, electricity and water bills and the healthy environment it offers for its residents.

Mr. Ghassan Tannir, Director of by M Holding Development, highlighted the attractive sizes of the apartments at B11 that are suitable for residential and investment needs. Mr. Tannir announced B11’s partnership with Bank Audi which offers B11 buyers tailored home loans. He concluded by presenting B11 as a “cosmopolitan lifestyle in an inviting atmosphere.”

About by M Holding

by M originated from the strategic partnership between ACC (Arabian Construction Company) and selected partners established in various high-end business sectors. It is the perpetuation of ACC’s heritage and its outstanding achievements over the past five decades with a regional portfolio of distinguished iconic landmarks.

by M illustrates the essence of precision redefining quality delivery of projects at the prime end of the market, driven by a shared ambition to give signature designs a unique realization.



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About ACC

ACC (Arabian Construction Company) is a leading construction firm in the MENA region with a portfolio that includes some of the Middle East and India's most iconic and sophisticated construction masterpieces.

For almost 50 years, we have shaped the skylines of major cities, set the infrastructure for large oil & gas and industrial facilities and built landmark projects in healthcare, hospitality, commercial and residential. We focus on delivering quality while maintaining the highest health and safety standards.

To learn more visit www.accsal.com

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