

Events

BUILDING STRONG BRANDS

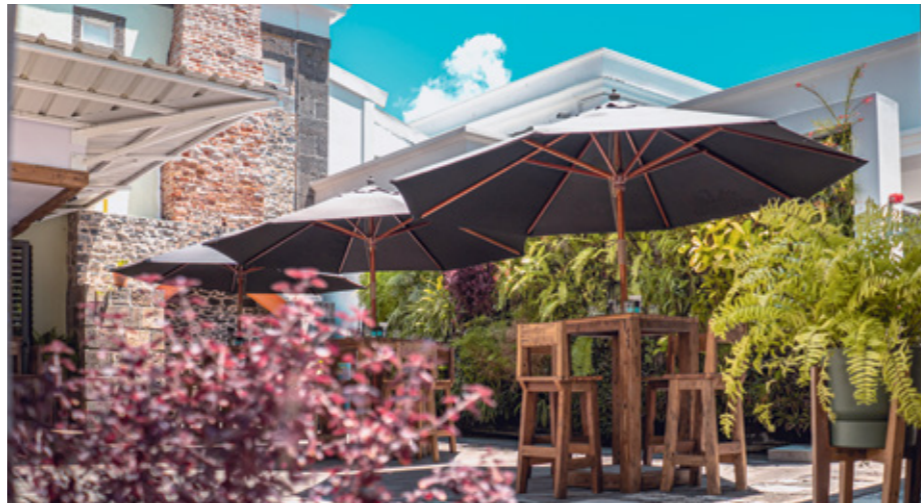
Events are an impactful way for us to make our brands known and to forge strong connections with stakeholders—including existing and potential employees, customers and partners—whose values align with ours. The pandemic has completely transformed how we connect with our audience, forcing us to reimagine how to host our events, and how to create memorable experiences for our stakeholders, even with social distancing measures still in force. To navigate this new landscape, we developed an omnichannel communications strategy, with certain events being carried out virtually, and others in person in restricted numbers to avoid large gatherings. It is worth noting that all our live events continue to respect strict sanitary protocols, which we communicate to our stakeholders well ahead of time.

Regardless of whether they were held digitally or physically, our events in 2021 were purposeful, supported our strategy, and strengthened our commitments to our colleagues, community members, country and the environment.

Regenerating our urban centres

La Place

Hidden from sight, yet centrally located between Sir William and Place d'Armes in Port Louis, La Place was conceived to exhibit convenience, coziness and good accessibility for working professionals in the capital. Designed by OGA Architects and managed by the Real Estate cluster, La Place is an open-air courtyard housing Wapalapam, one of the best-known eateries on the island, and a collection of shops. The property's basaltic stone walls, lush greenery and water fountains emit a haven-like feeling amid the daily hustle of Port Louis. The cluster is engaged in several plans to lead urban regeneration initiatives, as evidenced in La Place's seamless combination of a modern setup within a historic landmark. With its laid-back and refined atmosphere, the property is the perfect oasis of tranquility set at the heart of a bustling capital.



Les Arcades Currimjee

In spite of the current challenging situation, the Group remains strongly committed to the preservation and enhancement of long-term value creation. Leveraging its existing group of resilient tenants, along with Les Arcades Currimjee's central strategic location, we are pursuing our urban regeneration initiatives by repositioning the property as a historic building with a unique contemporary set up. The timing of this initiative coincides with the planned infrastructural improvement of Curepipe's urban fabric with the new Metro Urban Terminal and the Curepipe Regeneration Masterplan. In repositioning Les Arcades Currimjee, the Group demonstrated its ability to adapt to changing business environments and address new customer expectations.

With its eclectic mix of experiential showrooms, offices and F&B concepts, ranging from coffee shops and bistronomie to Korean barbecue, Les Arcades Currimjee is an upscale and modern destination in an iconic building with deep historical and cultural significance.



Launching fit-for-market products

The Anantara Villas iko Mauritius

The pandemic may have delayed the execution or delivery of certain projects, but it also presented an opportunity to confirm and/or review the suitability of our products in a market that has fundamentally shifted since 2020. Our iko luxury villas, which remain more relevant than ever today, were officially launched during the year, inviting families to own their own slice of heaven in the southeast of Mauritius. Designed by the award-winning Ground Kent Architects in Australia and OGA Mauritius, and tastefully decorated by interior design firm Abacus Design in Thailand, each one of the eight Anantara-branded villas comes with a private pool, perfectly manicured gardens, and an unpretentious yet refined style. Set in close proximity to the village of Mahébourg and Blue Bay Marine Park, they are an exclusive gateway to the authenticity of Mauritian culture and its natural wonders. Best of all, owners will enjoy the benefits of a unique investment opportunity, not just by being granted access to the hotel's five-star amenities and a dedicated concierge service, but also from high returns on their investment through the resort-managed rental pool.



MC Vision/CANAL+ Maurice rolls out user-focused experiences

Adding yet another feather to its crown in terms of innovation, MC Vision/CANAL+ Maurice's application, myCANAL, was enhanced with a suite of new features and functionalities, all aimed at offering a more user-friendly and more personalised experience. The app's new interface now includes an easy-to-navigate homepage, enabling subscribers to access their favourite live or on-demand programmes more easily. Separate user profiles were also set up to make it easier for people who live under the same roof to have a personalised account, with tailored recommendations based on their preferences. And that's not all. The app is also now available across all internet networks, so subscribers can enjoy their favourite programme where and when they want.

Similarly, the 4K-UHD decoder was enhanced with a new look and feel, and a more user-friendly and modern interface. It also largely expanded its library from 20,000 to over 70,000 on-demand titles, offering viewers more choice than ever to view their programmes at their convenience. The 4K-UHD decoder also enables CANAL+ subscribers to access Netflix and Disney+ on their television.



ILA encourages you to plan for the future

In September 2021, ILA introduced a Retirement Plan designed to help individuals between the ages of 18 and 60 set aside a comfortable amount to enjoy their golden years, while contemplating their family's advancement through life. An investment savings solution, this plan grants the flexibility to either make a single one-off contribution, regular monthly contributions, or a combination of both. The net amount of the premium is then invested, and policymakers can enjoy accumulated returns on investment—and secure their retirement.

The plan is available in two versions:

- **The Island Retirement Savings Plan**, which provides benefits once the individual reaches the age of 65.
- **The Spouse Retirement Savings Plan**, designed to encourage individuals to save for their spouses' retirement.

It gets better: those who subscribed to the retirement plan before 30 June 2022 will be able to deduct the amount contributed to the retirement plan, up to a maximum of Rs 30,000 annually, from their chargeable income.

If the pandemic has taught us anything, it's that it is never too early to plan for changes that may lie ahead. Regardless of your income or your profession, a little planning goes a long way. Follow this link for more details: <https://ila.mu/wp-content/uploads/2021/09/ILA-RETIREMENT-PLANS.pdf>