

**PRESS RELEASE**

## **City Centre Deira upgrades shoppers' experience with the opening of the fully renovated East Court**

- *The new section is part of an AED 377 million redevelopment project at Majid Al Futtaim's first-ever shopping mall*
- *The mall is on track for a September launch of Food Central, an innovative food hall concept, marking a compelling new addition to City Centre Deira*
- *At 1.1m sq. ft, City Centre Deira will further diversify its retail offering to include new 'Home' category outlets*

**Dubai, UAE, 10 June 2020:** City Centre Deira is set to unveil its renovated East Court this week as part of an ambitious AED 377 million redevelopment project that is now nearly complete. The reveal will mark the culmination of a 2 year-long project towards a renewed shopping experience and compelling addition of the home category at City Centre Deira. The focal point of the East Court will be realised in September as City Centre Deira anchors the shopping experience in a ground-breaking move with the launch of a unique new F&B concept, Food Central, a first of its kind experience within the Majid Al Futtaim portfolio.

The redevelopment project comes in response to a shift in consumer preferences for personalisation and compelling experiences for shopping, dining, and entertainment. Through efforts to remerchandise and improve mall ambiance, City Centre Deira at 1,111,815 sq.ft is reintroducing the 'Home' category after more than 15 years and opening a total of 35 new shopping, dining, and entertainment outlets through 2020. Newly added and refurbished outlets include Zara, Brands for Less, American Eagle, and Sephora. The popular home furnishing store Home Centre and variety store HEMA have also opened at the mall, marking their debut in City Centre Deira. Centrepoint is set to open by the end of June.

The highlight of the new East Court redevelopment will be the innovative new F&B concept, Food Central, which will initially introduce Kitchen 35 and The Acai Spot — two new outlets available at the mall — before the culinary destination fully opens in September. Offering a bustling, interactive experience, Food Central will add to the already diverse entertainment and retail offering at City Centre Deira.

The redevelopment also placed a large focus on improving mobility and enhancing the flow of footfall to key parts of the mall for a smooth shopping experience. Through the introduction of additional elevators and escalators in the Centre Court, East Court, and within Centrepoint and Food Central, customers can move effortlessly through the mall. The redevelopment is another step in the mall's history of constant evolution after its launch 25 years ago.

**Fuad Sharaf, Managing Director of UAE, Oman and Bahrain Shopping Malls at Majid Al Futtaim Properties**, said, "The culmination of more than 2 years' worth of work and planning, the redevelopment of City Centre Deira enables us to keep pace with changes in modern consumer preferences. The project elevates the customer experience with an interactive multi-concept food hall and new brands to suit our customers' evolving needs. As Majid Al Futtaim's first

flagship shopping mall, City Centre Deira will now offer a more memorable and convenient customer journey.”

Sharaf added: “As we open up the East Court, we are pleased to announce a seamless trajectory toward completion. The completion is testament to Majid Al Futtaim’s commitment to delivering on its promises. Ultimately, we seek to provide an innovative way of engaging visitors by creating a social space right among a popular and diverse retail mix.”

With the completion of its redevelopment, City Centre Deira reaffirms its position as one of the most prominent shopping destinations in the region. Today, 25 years after its initial launch, Majid Al Futtaim’s first ever shopping mall remains one of the region’s most visited destinations for both residents and tourists alike.

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### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man’s vision to transform the face of shopping, entertainment and leisure to ‘create great moments for everyone, every day’. It has since grown into one of the United Arab Emirates’ most respected and successful businesses spanning 16 international markets, employing more than 44,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 37 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai and Ski Egypt, among others. The Company is parent to the consumer finance company ‘Najm’, and a Fashion and Home retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, Crate & Barrel and Maisons du Monde. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also owns the rights to The LEGO Store and American Girl in the Middle East.

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