

## PRESS RELEASE

### **Majid Al Futtaim's SHARE partners with Etihad Guest to open world of travel, shopping and entertainment benefits for members**

- *Etihad Guest members can now convert their miles to SHARE points and use them in 2,300 Majid Al Futtaim shopping, hospitality, leisure and entertainment outlets*
- *Similarly, SHARE members can transfer their points into Etihad Guest Miles and spend them on Etihad Airways flights and the Etihad Guest Reward Shop*
- *1 million SHARE points and Etihad Guest Miles to be won as part of the partnership launch*

**Dubai, United Arab Emirates, 26 August 2020:** With travel, shopping and entertainment slowly picking up, Majid Al Futtaim's SHARE has partnered with Etihad Airways' loyalty programme Etihad Guest, to allow members of both programmes to enjoy even more lifestyle and travel rewards. Members can now transfer their points and miles between the award-winning Etihad Guest loyalty programme and Majid Al Futtaim's SHARE programme, which is available at 2,300 Majid Al Futtaim shopping, hospitality, leisure and entertainment outlets.

The launch of the SHARE and Etihad Guest partnership is being celebrated by giving away one million SHARE points and Etihad Guest Miles combined. Every week for four weeks, one lucky winner will receive 125,000 SHARE points and 125,000 Etihad Guest Miles. To enter the draw, members must link their SHARE and Etihad Guest accounts and transfer points or miles from one account to the other between 24 August and 25 September 2020.

Kashmira Motiwalla, Loyalty Lead at Majid Al Futtaim – Holding, said: "Our new partnership with Etihad Guest is fuelled by our obsession to provide our customers with world-class experiences inside and outside of the Majid Al Futtaim ecosystem. Since launching SHARE last year, the programme has now become a one-stop-shop for our customers to receive exceptional value on their purchases. This partnership is an organic extension of our value proposition, showing our appreciation to our loyal customers, and enabling us to further sharpen seamless offerings within our lifestyle rewards programme.

"This new partnership stems from the notion of 'everyday' to 'everywhere', wherein the points members use every day can now take them everywhere in the world and vice versa. It also encapsulates the essence of what Majid Al Futtaim stands for, 'Creating Great Moments for

Everyone, Everyday'. The collaboration is designed to both encourage new customers and allow existing loyalty members to reap the benefits from both schemes," she added.

Yasser Al Yousef, Vice President Commercial Partnerships at Etihad Aviation Group, said: "From the concept of 'Everywhere to Everyday', it gives us great pride to offer our members more ways to benefit from rewards on the ground, which are now available at more than 2,300 outlets across Majid Al Futtaim's brands.

"This makes Etihad Guest the true lifestyle programme of choice within the UAE, and allows members of both schemes to collect miles on their daily activities which can be used for their upcoming travel plans. The cooperation between Etihad Guest and Majid Al Futtaim is one of the few exclusive partnerships offering members of Etihad Guest the ability to convert their miles to another reward programme."

To benefit from this partnership, customers can link their SHARE and Etihad Guest accounts and easily transfer points and miles between both accounts. Accounts can be linked through the SHARE app or by logging into the Etihad Guest account online.

For every 5 Etihad Guest Miles, members will receive 1 SHARE point. SHARE points can be transferred to Etihad Guest Miles at the conversion rate of 1.5 Etihad Guest Mile for every 1 SHARE point.

SHARE points can be used towards purchases across all Majid Al Futtaim brands and at 17 shopping malls in the UAE. This includes Mall of the Emirates, City Centre Shopping Malls, Carrefour, VOX Cinemas, Dreamscape, Magic Planet, LEGO and more. To start enjoying the benefits, customers simply need to download the 'SHARE' app which is available in Google Play and the Apple Store. For more information, visit [www.sharerewards.com/en](http://www.sharerewards.com/en). To see how many miles you need for a certain flight or upgrade, please visit the Etihad Guest Miles Calculator at [www.etihadquest.com/en/spend-miles/mileage-calculator](http://www.etihadquest.com/en/spend-miles/mileage-calculator).

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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, Dreamscape and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde and LEGO. 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.

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