

PRESS RELEASE

VOX Cinemas launches Sensory Friendly Screenings in partnership with Dubai Autism Center

- *Unique cinema experience has been designed to make moviegoing more inclusive and accessible for children with sensory sensitivities*
- *Sensory Friendly Screenings marks the latest innovation from VOX Cinemas, which launched Snow Cinema in December, and will also be rolled out across Saudi Arabia and Egypt*

Dubai, UAE; 28 February 2021: VOX Cinemas in partnership with Dubai Autism Center has introduced Sensory Friendly Screenings, a unique cinema experience which has been designed to make moviegoing more inclusive and accessible. The weekly screenings are adapted in a variety of ways so children with sensory sensitivities can enjoy the latest releases with their family and friends in a comfortable and welcoming environment.

To reduce overstimulation, Sensory Friendly Screenings feature adjustments including reduced audio volume, dimmed lighting for the duration of the film, the removal of trailers and a smaller number of guests in the auditorium. Families can also bring their own snacks to accommodate for any special dietary requirements.

The weekly screenings will take place on Saturdays at 12pm in KIDS, a colourful and dedicated auditorium for young movie lovers, and guests can look forward to a wide variety of family-friendly films and animated movies. Sensory Friendly Screenings will be hosted at VOX Cinemas in Mall of the Emirates, Yas Mall, City Centre Sharjah, City Centre Fujairah, Al Jimi Mall and City Centre Ajman before being rolled out in Saudi Arabia and Egypt.

Cameron Mitchell, Chief Executive Officer of Majid Al Futtaim Cinemas and Majid Al Futtaim Leisure & Entertainment said, “At VOX Cinemas, we believe that going to the movies is a magical experience that should be enjoyed by everyone and we’re delighted to partner with Dubai Autism Center to provide this new offering. Sensory Friendly Screenings have been specially designed to make moviegoing more accessible and enable children with sensory sensitivities to enjoy quality family time while watching their favourite movies. This new and unique cinematic experience underpins our commitment to continuously innovate and diversify our offering in line with guest feedback and emerging trends.”

Mohammed Al Emadi, Director General and Board Member of Dubai Autism Center said, “We’re extremely proud to collaborate with VOX Cinemas, which is known for its innovative experiences across the region. For some moviegoers the cinema environment can be overwhelming or overstimulating due to the loud noises and bright lights but, with the special adaptations in place,

Sensory Friendly Screenings ensure that children with sensory sensitivities and their families don't miss out on the collective experience of watching their favourite films on the big screen.”

VOX Cinemas recently won 'Best Cinema Experience' at the MENALAC Awards for the second consecutive year. Demonstrating its commitment to innovation and providing an exceptional cinema experience, VOX Cinemas has introduced Sensory Friendly Screenings just one month after launching Snow Cinema at Ski Dubai, the region's first cinema in the snow. The new experience complements VOX Cinemas' portfolio of world-class experiences which includes Drive-In Cinema at Mall of the Emirates; OUTDOOR, an open-air concept and THEATRE and GOLD, luxury experiences that combine fine food and film.

Tickets for Sensory Friendly Screenings can be purchased on the VOX Cinemas website, app or at the ticket counter. For more information or to make a booking visit voxcinemas.com.

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Note to the Editor: The legal name of this company is “Majid Al Futtaim” and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

Disclaimer: All facts and figures in this release are accurate at the time of issuance.

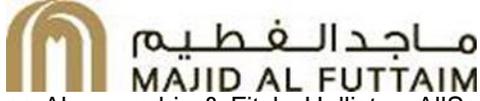
About Majid Al Futtaim

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 43,000 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 five 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 and an online store.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 34 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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