

Majid Al Futtaim opens world-class entertainment experiences at newest community attraction, City Centre Al Zahia

- *VOX Cinemas' 16-screen multiplex is the largest cinema in Sharjah and boasts the most innovative and advanced technology for the ultimate cinematic experience*
- *Two-story entertainment hub featuring Magic Planet, Bowling and F&B caters to the entire family and will launch the UAE's first digital putting concept next month*

Dubai, UAE, 15 March 2021: Majid Al Futtaim, the leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa and Asia, has opened a variety of world-class entertainment experiences at City Centre Al Zahia including the largest cinema and largest bowling alley in Sharjah as well as the region's leading family entertainment centre, Magic Planet.

VOX Cinemas City Centre Al Zahia is taking the cinematic experience to the next level with cutting-edge audio-visual technology and an array of signature concepts including three GOLD auditoriums for moviegoers who want to indulge in fine dining, a KIDS auditorium and party room for little movie fans as well as a new cinema offering, which features comfortable double couches for a shared experience. The 16-screen multiplex also has two MAX mega-screens, including the largest cinema screen in Sharjah, which feature Dolby Atmos surround sound technology for a truly immersive experience. Cinemagoers can also enjoy a wide selection of their favourite cinema snacks at homegrown F&B outlets Nutella and Candy Bar.

Guests can expect endless family-friendly fun at Bowling, which boasts eight 10-pin lanes and features the most advanced digital score-keeping computers and cutting-edge video simulations. The state-of-the-art bowling alley also has foosball tables, billiards and a lounge as well as a selection of F&B outlets, making it the perfect place to hang out and socialise. April will also see the addition of a more adult-centric entertainment experience with the launch of a nine-hole mini-golf course, which will be the UAE's first digital putting concept. The classic game has been given a modern twist and reimagined with technological advancements for an innovative and unique experience that is sure to have multi-generational appeal.

Magic Planet is located above Bowling and offers the young and young at heart a wide variety of the latest amusement rides, arcade games and attractions. Guests can test their skills on video games such as *Halo* and *King Kong of Skull Island VR* or try their luck on the redemption games while thrill-seekers are sure to enjoy rides such as *G-Force* and the inflatable obstacle course, *Gravity Air Park*.

Cameron Mitchell, Chief Executive Officer of Majid Al Futtaim Cinemas and Majid Al Futtaim Leisure & Entertainment said, "Movies are a vital part of social life and, we're extremely excited to open the largest cinema in Sharjah, which offers audiences an exceptional cinematic experience with advanced technology that can't be replicated at home. VOX Cinemas City Centre

Al Zahia marks our fourth cinema opening across the region in the wake of Covid-19 and reaffirms our unwavering confidence in the industry. Cinemagoers have demonstrated time and time again the desire to experience the shared, exhilarating and unrivalled experience of watching a movie on the big screen and, the recent reopening of movie theatres in Los Angeles and New York, is a major step towards recovery of the box office.”

Mr Mitchell added, “We’re also thrilled to be adding to our portfolio with an all-encompassing entertainment venue which features a dynamic selection of interactive and immersive attractions for the whole family. The family entertainment category is evolving and, as a customer-centric brand, Majid Al Futtaim is continuously diversifying its offering to ensure that guests’ expectations are exceeded. Our new concepts, such as a first-of-its-kind interactive mini golf, are designed to capture the growing experience-seeking consumer base and allow for strong transversal users including adults.”

VOX Cinemas, Magic Planet and Bowling have opened in compliance with government guidelines and have implemented an all-encompassing sanitisation and physical distancing plan to ensure that guests can have an exceptional experience with added comfort and peace of mind. In November, Majid Al Futtaim was awarded the ‘Best Innovation in Health and Safety’ at the MENALAC Awards for the third consecutive year.

For more information or to make a booking visit voxcinemas.com and magicplanetmena.com.

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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 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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