

Press release

Majid Al Futtaim's VOX Cinemas opens first ever multiplex in Hail

- *Opening consolidates VOX Cinemas' ambitious growth strategy and commitment to expand its footprint to new cities across Saudi Arabia*
- *10-screen multiplex marks VOX Cinemas' twelfth cinema in the Kingdom and fourth opening since the start of the Covid-19 pandemic*
- *New cinema development will create 110 direct jobs and 300 indirect jobs*
- *Integrated and innovative entertainment experience includes Yalla! Bowling, a variety of arcade games and Nutella Bar*

Hail, Saudi Arabia, 14 April 2021: VOX Cinemas, the dedicated cinema arm of Majid Al Futtaim, the leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa and Asia, has opened the first ever multiplex in Hail. The launch of the 10-screen cinema at Hail Square underpins VOX Cinemas' commitment to expand its footprint to new cities and make its world-class leisure, entertainment and cinema experiences accessible to everyone across the Kingdom.

The momentous occasion was celebrated with an internal ceremony, which was attended by Robert Tannoury, Chief Operating Officer of Unified Real Estate Development Company, Khaled Alajmi, Country Head, Kingdom of Saudi Arabia, Majid Al Futtaim Properties and Mohamed Al Hashemi, Country Head, Kingdom of Saudi Arabia, Majid Al Futtaim Leisure, Entertainment, Cinemas and Lifestyle.

VOX Cinemas Hail Square boasts signature concepts including VIP, a luxurious offering for discerning movie lovers and KIDS, a colourful and dedicated auditorium catering to young film fans and their families as well as cutting-edge audio-visual technology for an immersive and unrivalled cinematic experience. The state-of-the-art multiplex also features a Yalla! Bowling, which have eight lanes and feature the most advanced digital score keeping computers and video simulations as well as a wide array of arcade games such as foosball, billiard tables, Air Hockey and Subsoccer to entertain the whole family.

Mohamed Al Hashemi, Country Head, Kingdom of Saudi Arabia, Majid Al Futtaim Leisure, Entertainment, Cinemas and Lifestyle, said, "We are extremely proud to be opening the first ever multiplex in Hail, which reiterates Majid Al Futtaim's commitment to enter new cities, support job creation and make our leisure and entertainment concepts accessible to families throughout the Kingdom. As part of our endless pursuit to create great moments for everyone, every day, we deliver innovative and integrated cinematic experiences that exceed the expectations of our valued guests."

Mr Al Hashemi added, "VOX Cinemas is dedicated to realising the goals of Vision 2030 and we will continue with our ambitious expansion plans by opening several new multiplexes throughout the Kingdom this year. Saudi Arabia was the top theatrical market in the Middle East in 2020 and we look forward to leveraging the opportunities of the nascent and rapidly evolving leisure and entertainment sector in this market. We remain incredibly appreciative of our partnership with His Highness Prince Bandar Al Saud and the Unified team and are committed to bringing world-class entertainment offerings to all of their new mall developments."

Prince Bandar bin Khalid F. Al Saud, President of Unified Real Estate Development said, "In VOX Cinemas we have found a partner that shares the same principles of commitment, ethics and executional excellence that we have at Unified. We are truly delighted to be a part of this world class cinema in Hail which will offer our customers a unique experience and, importantly, will create over 200 job opportunities. We continue to grow our partnership with Majid Al Futtaim and VOX Cinemas, and we look forward to further creating more and more one of a kind entertainment venue through our partnership in line with the Kingdom's vision 2030 and the Quality of Life Program."

VOX Cinemas now has a total of 134 screens across 12 movie theatres in five cities, making it the largest exhibitor by screen count, admissions and market share and the largest independent distributor in the Kingdom. Later this year, it will open three new multiplexes across Jubail and Riyadh.

VOX Cinemas Hail Square is opening in compliance with government guidelines and has 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. Guests can enjoy a completely queue-less experience by advance booking tickets online and contactless payment is also available. To ensure physical distancing is maintained, VOX Cinemas Hail Square has safe distancing ambassadors and instructional signage. In recognition of its efforts, Majid Al Futtaim was awarded 'Best Innovation in Health and Safety' at the MENALAC Awards for the third consecutive year in 2020.

For more information and to purchase tickets, please 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 17 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 over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 350 outlets and an online store.

Majid Al Futtaim operates more than 500 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. 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, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. 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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