

## **Majid Al Futtaim opens its first hybrid cinema and family entertainment centre in the UAE at Wafi City**

- *All-encompassing entertainment experience features VOX Cinemas and Magic Planet complemented by F&B options*
- *State-of-the-art 15-screen multiplex boasts first Samsung Onyx Screen in the UAE*
- *Launch marks VOX Cinemas' fifth cinema opening across the region since 2020*

**Dubai, United Arab Emirates, 09 May 2021:** Majid Al Futtaim, the leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa and Asia, today opened its first hybrid cinema and family entertainment centre (FEC) in the United Arab Emirates at Wafi City. The state-of-the-art entertainment hub spans two floors and comprises VOX Cinemas, the Middle East's most innovative and fastest growing exhibitor, integrated with Magic Planet, the regionally award-winning family entertainment centre.

VOX Cinemas Wafi City offers moviegoers an exceptional cinematic experience and boasts the first Samsung Onyx screen in the United Arab Emirates. Backed by brilliant LED picture quality and an infinite contrast ratio, Samsung Onyx delivers a powerful, captivating and memorable experience through HDR (High Dynamic Range) graphics and clear sounds. The 15-screen multiplex also features cutting-edge audio-visual technology and a variety of VOX Cinemas' signature concepts including KIDS, a colourful and dedicated auditorium for young movie lovers, MAX, an auditorium with a mega screen and Dolby Atmos surround sound technology as well as a reimagined VIP experience with luxury seating and in-seat dining.

Families and fun seekers of all ages can also enjoy a wide variety of the latest video games, amusement rides, attractions and redemption games at Magic Planet, which features the ever-popular *Bumper Cars*, thrilling *Drop 'N Twist* and *Highway 66*, the ultimate mini-bowling experience.

The all-encompassing entertainment destination also features an array of F&B outlets to complement the experience including new concepts Candy Corner, where guests can indulge in a wide variety of sweet treats, and The Spotlight at Wafi City, which serves gourmet cuisine directly to guests' seats. The décor in the thoughtfully appointed new culinary offering is imaginative and intriguing and truly immerses discerning film fans in a unique atmosphere that redefines luxury and the cinematic experience.

Ignace Lahoud, Chief Executive Officer of Majid Al Futtaim Cinemas and Majid Al Futtaim Leisure & Entertainment said, "We're proud to collaborate with Wafi Group, which shares our vision for creating remarkable destinations and passion for excellence, to open our first hybrid cinema and family entertainment centre in the United Arab Emirates. Today's customers are looking for more engaging and immersive ways to spend time with family and friends and, at Majid Al Futtaim, we are committed to staying ahead of the curve and finding innovative new ways to exceed evolving



expectations. VOX Cinemas and Magic Planet at Wafi City have been designed as a holistic concept seamlessly integrating two recreational functions into one enriched experience and we're very excited to welcome new guests and create great moments together."

Sheikh Ahmed bin Mana bin Khalifa Al Maktoum, Deputy Chairman of Wafi Group added, "Majid Al Futtaim is synonymous with customer-focused and innovative experiences and, we are excited to partner with them to launch this world-class entertainment destination, which offers an exciting selection of immersive attractions for the whole family to enjoy. VOX Cinemas Wafi City takes the cinematic experience to the next level with a unique offering that goes beyond customers' expectations and features the ultimate VIP experience."

VOX Cinemas now has 22 cinemas and 237 screens across the UAE. In March, Majid Al Futtaim opened a VOX Cinemas and Magic Planet at City Centre Al Zahia in Sharjah. The launch marked the fifth cinema opening across the region in the wake of Covid-19 and, later this month, VOX Cinemas will open three multiplexes across Saudi Arabia and Bahrain as part of its ambitious expansion plans.

VOX Cinemas and Magic Planet at Wafi City 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](http://voxcinemas.com) and [magicplanetmena.com](http://magicplanetmena.com).

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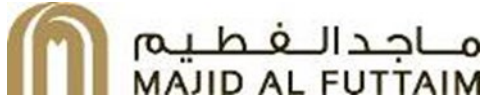
### **About Majid Al Futtaim**

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 28 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 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.

[www.majidalfuttaim.com](http://www.majidalfuttaim.com)

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