

PRESS RELEASE

## VOX Cinemas signs exclusive deal with ODEX to distribute Japanese anime titles across MENA region

- *Impressive line-up includes 'Demon Slayer', which has enjoyed record-breaking success in the United States and Japan*
- *Regional distribution deal underpins VOX Cinemas' commitment to diversify content and cater to different demographics*

**Dubai, United Arab Emirates, 10 May 2021:** VOX Cinemas, the dedicated cinema arm of Majid Al Futtaim, has signed an exclusive deal with ODEX, the leading Japanese animation film distributor in South East Asia, to distribute anime movies across the MENA region. Under the new agreement, six titles will be released theatrically across eight territories including box office sensation *Demon Slayer: Kimetsu no Yaiba the Movie: Mugen Train*. The Japanese anime epic is the top-grossing film of all time in Japan and recently enjoyed the biggest foreign language debut in US box office history.

In addition to being the Middle East's largest and most rapidly growing exhibitor, VOX Cinemas also produces content and operates a large regional film distribution business as part of its vertical integration strategy. In 2018, VOX Cinemas signed an exclusive distribution deal with leading Saudi Arabian animation studio Myrkott to screen its first animation feature *Masameer* across the MENA region and this summer it will distribute the highly anticipated Saudi Japanese anime *The Journey*, having inked a deal with Manga Productions at last year's Berlin Film Festival.

Toni El Massih, Chief Content Officer at VOX Cinemas said, "VOX Cinemas is extremely proud to be ODEX's exclusive film distributor partner for the Middle East and North Africa and, we are confident that our expertise and knowledge of the market coupled with their impressive catalogue of content will drive box-office growth. The pandemic has forced us to look to new regions for content and, with this deal, we are taking a strategic step in adding even more great movies to our summer movie slate. There is a huge appetite for the Japanese comic book genre in the region and we're excited to bring an impressive line-up of anime to the big screen, starting with the record-breaking *Demon Slayer* which has received acclaim for critics and audiences worldwide."

Go Wei Ho, Managing Director, ODEX Private Limited, Singapore added, "ODEX is delighted to have the opportunity to work with VOX Cinemas to bring Japanese anime movies to the Middle East. Having more than 20 years of experience in the Japanese anime industry, ODEX has worked with various cinema operators in South East Asia to build up the anime industry in these territories. Now, for its expansion into the Middle East, ODEX is confident that working with VOX Cinemas, a successful and leading cinema exhibitor in the Middle East, the partnership will mark another significant milestone for both ODEX and VOX to develop the Japanese anime industry in the Middle East."

*Demon Slayer* is based on a popular manga and TV anime series and will release in VOX Cinemas on 13 May across United Arab Emirates, Saudi Arabia, Egypt, Oman, Bahrain, Qatar,

Kuwait and Egypt and will be available to view in several formats including standard, 4DX, MX4D and IMAX.

For more information or to make a booking visit [www.voxcinemas.com](http://www.voxcinemas.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 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 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 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.

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

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### About ODEX Private Limited

ODEX is a privately owned Singapore company with its forte in Japanese Anime since 2000. With an extensive list of anime titles in its library, ODEX distributes Japanese Anime programs to TV stations, Cinemas & VOD Platforms; other businesses include Merchandise licensing and Mall Events. Being the pioneer to spearhead the anime industry and a strong advocate for licensed anime programs, ODEX is constantly creating and reinventing ways to deliver licensed anime programs to the masses.

ODEX currently distributes Japanese Anime Films to cinemas in 29 countries.

- South East Asia  
(Singapore, Malaysia, Indonesia, Philippines, Vietnam, Brunei, Cambodia, Laos, Myanmar & Mongolia),
- South Asia  
(India, Pakistan, Sri Lanka, Bangladesh & Nepal),
- Middle East & North Africa  
(KSA, UAE, Qatar, Oman, Kuwait, Bahrain, Egypt, Lebanon, Jordan, Iraq, Turkey, Cyprus, Mauritius & Israel).

ODEX releases on average 12 Japanese Anime films per year and some notable titles includes:

- Demon Slayer: Kimetsu no Yaiba the movie – Mugen Train
- Stand By Me Doraemon 2 movie
- Digimon: The Last Evolution
- My Hero Academia 2: Heroes Rising
- One Piece Stampede movie
- Fate/Stay Night: Heaven's Feel – Spring Song
- Sword Art Online movie – Ordinal Scale
- Naruto the Last movie

etc.

You can find out more about ODEX's activities in the following Social Media sites:



<https://www.facebook.com/ODEXanime>



[https://www.instagram.com/odex\\_sg](https://www.instagram.com/odex_sg)



<https://www.youtube.com/c/ODEXanime>



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