

## PRESS RELEASE

### **Majid Al Futtaim unveils the Kempinski Hotel Mall of the Emirates following a 368 million dirhams renovation**

- **373 guest rooms and suites refurbished**
- **State-of-the-art conference and catering facilities placed**
- **Three brand new food and beverage outlets, Olea and Salero Tapas & Bodega restaurants, and Noir cocktail lounge opened**
- **20 luxury Aspen Chalets overlooking Ski Dubai to be re-launched by early 2016**

**Dubai, 07 December 2015:** Majid Al Futtaim, the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa, has unveiled the refurbished Kempinski Hotel Mall of the Emirates following a 368 million dirhams renovation project designed to cement the hotel's position as a leading luxury destination for fine dining and leisure in the UAE. The renovation works, which kicked off in January 2012, have united world-class interior designers and architects to create innovative and vibrant concepts capable of attracting customers around the world.

The project has seen the refurbishment of all 373 guest rooms and suites, the placement of new state-of-the-art conference and catering facilities, the opening of three new restaurants and lounges, Olea, Salero Tapas & Bodega and Noir, the re-launch of Aspen by Kempinski - the hotel's luxury lobby lounge, and the enhancement of the hotel lobby. The final phase of the renovation programme will launch 20 re-designed luxury Aspen Chalets overlooking Ski Dubai that are expected to open for guests by early 2016.

Simon Barlow, Chief Executive Officer of Hotels at Majid Al Futtaim Properties, commented: "Connected to the award-winning Mall of the Emirates, the Kempinski Hotel is the most successful hotel investment projects for Majid Al Futtaim. In line with our vision to create great moments for everyone, every day and to remain at the top in Dubai's evolving and highly competitive luxury hotel sector, we always embrace the very latest in design, technology and architecture. We continue to demonstrate commitment to keep all our hotels fresh and relevant through ongoing investment, innovation and property renovation. We believe the refurbishment will not only provide our guests with a new level of experience but Dubai with a new luxury landmark."

The renovated guest rooms combine warm and natural tones with components that characterise the adjoining slopes of Ski Dubai, as well as darker metallic colours that typify the Dubai city skyline and its glistening lights. The simple, elegant designs of the guest rooms, bathrooms and meeting rooms are complemented by original, regional artworks that showcase the Middle East's dynamic and diverse culture.

Each guest room has also been equipped with the latest smart technology and media hubs that with the touch of an iPad, allows guests to control their television, order room service, make a restaurant reservation, book a spa treatment and access Mall of the Emirates information and promotions.

General Manager of Kempinski Hotel Mall of the Emirates, Grant Ruddiman, added: “Our key priority during the refurbishment programme was to maintain our guests’ convenience in line with the Kempinski Hotel unique and world-class services. We are looking forward to our new and returning guests visiting to experience our crisp and modern new look and innovative outlets and facilities.”

New restaurant, Olea, presents authentic Levantine cuisine and a complete Levant dining experience that will delight all the senses. It proudly boasts passionate and knowledgeable Levant chefs who adopt traditional cooking methods and present signature dishes in a dazzling tableside presentation. While Salero Tapas & Bodega – a trendy, Spanish authentic tapas restaurant, offers a warm contemporary atmosphere with a combination of tapas as well as a wide selection of paellas and fresh seafood specialties prepared by world renowned chefs.

Noir, a cocktail lounge, has also opened its doors earlier last month presenting an intriguing, chic and sophisticated new nightspot in Dubai. The outlet features rich eclectic artworks sourced from around the world hanging above dark plush furnishings and luxe fixtures, a plush VIP blue room, an ambient lounge and an outdoor terrace with a stunning view across the city.

Conveniently located adjacent to the hundreds of shops at the award-winning Mall of the Emirates, and close to the city’s most prominent business addresses, Kempinski Hotel Mall of the Emirates’ is also the perfect place to host a convention, training seminar, product launch or celebratory event or reception.

As part of the refurbishment, multi-use spaces for pre-function, breakout, boardrooms and meeting rooms have been equipped with with state-of-the-art AV equipment and high-speed internet. Conference and meeting rooms have also been naturally lit to improve aesthetics and encourage greater focus and alertness.

The renovated Kempinski Hotel Mall of the Emirates is set to provide new levels of luxury hospitality that appeals to guests looking for the convenience of visiting Dubai’s leading integrated retail and entertainment precinct.

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### **About Kempinski Hotel Mall of the Emirates**

Priding itself on offering guests innovative experiences, Kempinski Hotel Mall of the Emirates has some of the most unique and stylish room products in the region. Fifteen stunning Ski Chalets marry sand and snow, offering views of the Arabian Gulf on one side and ski slopes on the other. The über-sleek Executive Tower Suites and the luxurious Presidential Suite are an

exercise in modern elegance and provide an exclusive haven for discerning guests. Each of the hotel's 393 deluxe rooms and suites is equipped with a large plasma flat-screen TV with access to 80 international satellite channels, as well as a DVD and multi-media player. In addition, all rooms have a fully furnished dining area as well as stylish and well-appointed marble bathrooms.

For more information about the hotel, or to make a reservation, head to the website: [www.kempinski.com/en/dubai/mall-of-the-emirates](http://www.kempinski.com/en/dubai/mall-of-the-emirates) or call +971 4 341 0000

### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

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 13 international markets, employing over 27,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 18 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, City Centre malls, and also four community malls which are in joint venture with the Government of Sharjah. The Company holds exclusive rights to the Carrefour franchise in 38 markets across Middle East, Africa and Central Asia, operating a portfolio of 65 hypermarkets and 85 supermarkets in 12 countries.

Majid Al Futtaim operates 175 VOX Cinema screens and 19 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai, among others. The Company launched the first LEGO-certified store in the Middle East and is parent to the consumer finance company issuing 'Najm' and "Voyager" credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, AllSaints and lululemon athletica, and a healthcare business that operates a network of City Centre Clinics. In addition, Majid Al Futtaim operates Enova, a facility management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also operates in the food and beverage industry through a partnership with Gourmet Gulf.

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

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