

Press Release

Mall of the Emirates make holiday wishes come true this festive season

Dubai, UAE 19 December 2015 - Mall of the Emirates, Majid Al Futtaim's flagship lifestyle and luxury shopping destination hosts its highly anticipated holiday celebrations creating a magical atmosphere for the whole family this festive season. This year shoppers will be asked what gifts they most wish for over the holidays with the chance to have them come true. From breathtaking decorations, animated shows and an enchanting display – Mall of the Emirates is the must-visit festive destination to ring in the holiday cheer.

“Following our vision of creating great moments for everyone, everyday, Mall of the Emirates is creating another memorable experience for our loyal shoppers by making wishes come true. Renowned for its holiday celebrations, Mall of the Emirates is decked with enchanting displays and hanging ornaments while the spirit of the season will be recreated with captivating family entertainment,” said Hussain Moosa, Associate Director for Mall of the Emirates, “We are excited to welcome everyone to the mall during this joyful time and we look forward to rewarding guests with special gifts, and most of all, a truly magical family experience.”

Until December 20th, guests will have the chance to win their wish from anywhere in the mall. Shoppers will be asked to share their wishes at the ‘Wish a Gift’ booth to be entered into the draw where ten lucky winners will be selected, with gifts worth up to AED 10,000 being given away daily this festive season. So far Mall of the Emirates has rewarded four shoppers with incredible prizes, Asma Hafiz won stunning gold jewellery set, Dominic Picardo won a mall shopping voucher worth AED10,000, Chloe Yang won an iPhone 6 and Asmahan Serhan has taken home an xbox for her children.

And the holiday cheer does not stop there! Until December 24th guests can enjoy enchanting interactive and animated shows, held three times daily, that are sure to captivate the spirit of the season for the whole family.

The Central Galleria boasts Mall of the Emirates most iconic festive display - the giant 12-metre winter tree draped in glistening lights, gold fur and ornaments serving as the perfect centerpiece. Circling the tree, a traditional train with flashing headlights an





adds a touch of nostalgia for adults and bundles of excitement for the little ones. Looking up to the ceiling, animated sceneries inside four metre-wide inflatable balls will complete the seasonal experience. To kick off their shopping trip with sparkle, shoppers will be welcomed with glittering light curtains at each entrance of the mall, while corridors will be adorned with festive banners and with 3D ornaments.

As a year-round haven for all things winter, Ski Dubai is embracing the festive cheer from December 11th to December 23rd transforming into a Winter Wonderland complete with Santa's Grotto, seasonal snow-topped trees, a Christmas Market and personalised photo sessions.

With all of this, and more, the holiday season at Mall of the Emirates is sure to delight and amaze, bringing families, friends and loved ones together to share in the seasonal spirit, creating great moments for everyone, everyday.

- Ends -

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.

Media Contact:

Claire Liddell

The Portsmouth Group

971 4 369 3575

claire.liddell@theportsmouthgroup.com

About Mall of the Emirates

Mall of the Emirates is the world's first shopping resort and flagship luxury destination, and welcomes close to 40 million visitors annually. Home to more than 630 international stores, totalling 255,489 sqm of retail space, the mall offers more than 80 of the world's most prestigious brands housed in the Fashion Dome and Via Rodeo, such as Louis Vuitton, Chanel and the Middle East flagship for Prada.

A dining destination with more than 100 restaurants and cafés, Mall of the Emirates also features major department stores including Harvey Nichols and Debenhams, as well as fashion, lifestyle, sports, electronics, home furnishing outlets and the largest Carrefour hypermarket in the city.

With direct access to the Dubai Metro, the mall's unique family leisure offerings include Ski Dubai - the Middle East's first indoor ski resort and snow park, VOX Cine



Mall of the Emirates
Shopping is just the beginning



cinema ever built in the Middle East with a 24-screen entertainment complex, a Magic Planet, and the Dubai Community Theatre and Arts Centre. Two 5-star hotels, the Kempinski Mall of the Emirates and Sheraton Dubai Mall of the Emirates Hotel, adjoin the mall.

Mall of the Emirates' AED 1 billion multi-stage redevelopment project, Evolution 2015, completed in September 2015 introduced one quarter of the region's best-loved shopping destination completely new to shoppers, including brands making their UAE debut, new luxury, dining, lifestyle and entertainment concepts, and a retail extension on Level 2.

In 2012, the International Council of Shopping Centers ranked Mall of the Emirates as the seventh most profitable shopping centre in the world by sales per square foot, and first in the Middle East. Mall of the Emirates opened in 2005, and is located in Al Barsha on Sheikh Zayed Road. The mall is owned and managed by Majid Al Futtaim the leading shopping mall, retail, and leisure pioneer across the Middle East and North Africa. For more information, please visit: www.malloftheemirates.com or www.facebook.com/MalloftheEmirates

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.



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