

PRESS RELEASE

Majid Al Futtaim Malls Win Big at MENA Shopping Centre and Retailer Awards

- *The MENA Shopping Centre and Retailer Awards celebrate the most innovative, creative, and highest performing marketing campaigns in the region*
- *Majid Al Futtaim malls across the UAE, Oman, Egypt, and Bahrain all won multiple awards across categories including seven gold and 12 silver*

Dubai, United Arab Emirates, 13 December: 2022 was another winning year for Majid Al Futtaim as the leading regional shopping mall, communities, retail, and leisure pioneer earned seven gold and 12 silvers during the MENA Shopping Centre and Retailer (MESRC) Awards. The award event took place at the Ritz Carlton Hotel in Dubai International Financial Centre (DIFC) on December 6, 2022.

Recognising the outstanding performance of Majid Al Futtaim malls in the retail industry, the MESRC Awards identify and honour shopping centres and retailers that maintain excellent standards of continued success in mall experiences, demonstrate an unparalleled ability to succeed and implement limitless innovation and creativity in the retail sector.

Out of 19 awards available across regional markets, Majid Al Futtaim malls in the UAE won 10 — four gold and six silver. The awards were secured in the categories of cause related marketing, new and emerging technology, sales promotion and awards, public relations, advertising, customer service experience and/or engagement, and digital/social media.

Notable winning UAE projects include the 'Big City Centre Vote', a regional campaign that invited the community to share their ideas to help Majid Al Futtaim better understand what customers would like to experience in their respective community malls moving forward, as well as guide the development of more connected and personalised community spaces.

Other winning campaigns included 'Store of the Future', a pioneering concept by Mall of the Emirates to kickstart the beginning of futuristic shopping experiences and 'Closer Than Ever', a campaign by City Centre Deira. With over 1,500 visitors participating, City Centre Deira surprised one lucky entrant by flying their mother 4,482 miles from the Philippines to Dubai. The activation 'Celebrate Hogwarts' at Mall of the Emirates was also a winner for bringing a captivating and unique Harry Potter experience to the Middle East for the first time.

Meanwhile, Mall of the Emirates was even further recognised with a silver award for its omnichannel experiences. Recognising that shoppers want to have more than just one option when it comes to browsing their favourite international or local brands, the mall

elevated its offering with a new Digital Concierge, bespoke personal stylist service, smart parking, and the opportunity to shop via the mall's e-commerce website — all within the touch of a button.

Michelle Walsh, Regional Marketing, Majid Al Futtaim, commented: “The retail industry has faced many challenges in the last two years, and Majid Al Futtaim has remained resilient by understanding and reacting to customer preferences. We knew a digital retail revolution was coming but also recognised that visiting malls was still a fundamental part of people’s lives. That’s why we doubled down on our commitment to being a premier destination for customers — both physically and digitally.

“Looking broadly across the region, our gold and silver wins are a testament to the efforts we make in creating great moments for everyone, every day. We would like to extend thanks to all our partners, people and most importantly, our customers for choosing us every day.”

Alongside big wins in the UAE, Majid Al Futtaim also won awards across its shopping malls in Oman, Egypt, and Bahrain, securing two gold, one gold and three silvers, and three silvers respectively.

– ENDS –

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 45,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 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, Mall of Oman, 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 420 outlets including City+, the region’s first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 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 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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