ماجد الفطيم
MAJID AL FUTTAIM

GREAT MOMENTS
FOR EVERYONE,
EVERYDAY

EGYPT

THREE DECADES OF SHARED GROWTH

28	19	97M	226K
YEARS	CITIES	VISITS A YEAR	JOBS

Investing in Progress,
Empowering Communities

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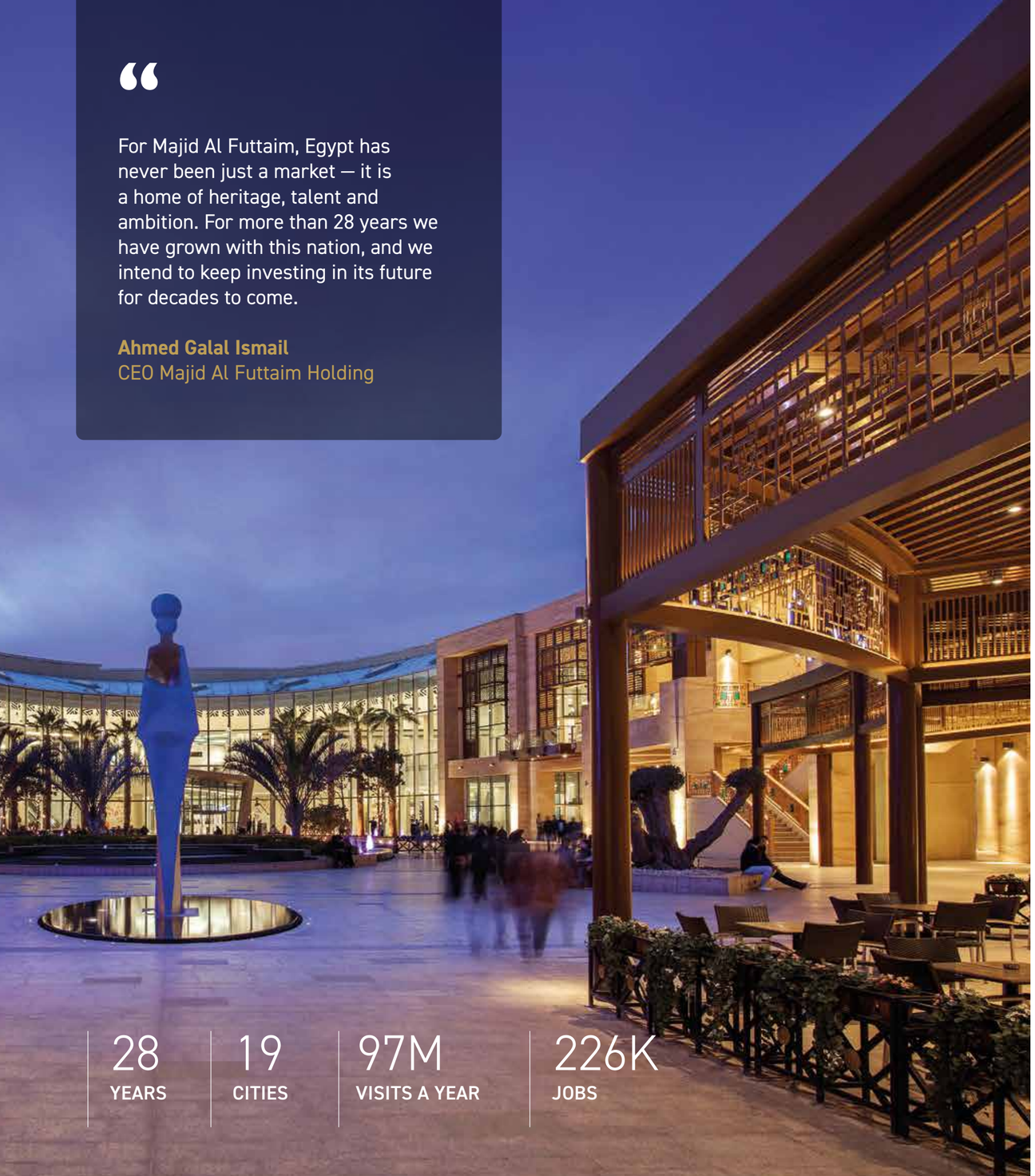
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For Majid Al Futtaim, Egypt has never been just a market — it is a home of heritage, talent and ambition. For more than 28 years we have grown with this nation, and we intend to keep investing in its future for decades to come.

Ahmed Galal Ismail
CEO Majid Al Futtaim Holding

28
YEARS

19
CITIES

97M
VISITS A YEAR

226K
JOBS

THREE DECADES OF SHARED GROWTH

DRIVING NATIONAL PROSPERITY FORWARD

For more than 28 years, Majid Al Futtaim has had the honour of standing alongside the people of Egypt as their country grew into one of the region's leading lifestyle hubs — across retail, real estate, and entertainment. We are proud to play our part in this nation's story of economic progress and social transformation.

Our role here rests on four commitments that shape how we invest, build and partner in Egypt's progress. This report is a testament to what becomes possible when a nation's vision meets long-term partnership and shared ambition.

Fuelling National Prosperity

Majid Al Futtaim has made extensive investments that align with Egypt's long-term ambitions — with total investment to date of USD 2.7 billion and a current pipeline of new investments totalling over USD 5.6 billion. Along the way, our operations have created — directly and indirectly — more than 226,000 jobs, and deepened domestic value chains by sourcing almost all retail products locally. Together with Egypt's own entrepreneurial spirit, these activities have contributed to a resilient and vibrant consumer economy — one that fuels national prosperity and underpins sustained growth.

Transforming Infrastructure Together

Every project we undertake is shaped by Egypt's national priorities and has the objective of unlocking opportunity. Working with government and local partners, we have built destinations that are far more than commercial centres. They are civic spaces — places where families gather, businesses thrive and communities take root. These are developments that contribute to urban identity and support the country's programme of modernisation.

Creating Experiences That Inspire

Egypt has long led the region in culture, entertainment and innovation. Building on that legacy, we have reimagined retail and leisure with new benchmarks in quality and convenience. Our malls and markets now welcome 97 million visits a year and have woven themselves into the nation's urban fabric, while our entertainment brings families together. Day to day, these places enrich ordinary life and reflect the vibrancy of Egyptian society.

Empowering People and Communities

Majid Al Futtaim wants to grow with Egypt — in solidarity, and with shared ambition. Progress, however, rests on the strength of the country's people. That is why we are committed to providing them with opportunities: building infrastructure, creating jobs, and training Egyptians in the future-proof skills their careers will demand. When communities thrive, so does business — and that conviction sits at the heart of our social and environmental initiatives.

Looking Ahead with Vision 2030

Egypt's Vision 2030 is an inspiring roadmap for national prosperity. As the country moves confidently towards it, Majid Al Futtaim will remain a committed partner — investing in infrastructure, empowering people, and creating experiences that express the pride and the promise of this great nation.

GROWING WITH A NATION SINCE 1998

FROM MARKET ENTRY TO ONE OF EGYPT'S LARGEST PRIVATE-SECTOR FOOTPRINTS



1998

USD600 mn Strategic Investment



2002

The Start of Modern Retail in Egypt



2003-2009

Built to serve Egypt's second largest city, **City Centre Alexandria** opens its doors

Launching **Carrefour's** Convenience Format in Cairo



2015-2019

Expands **Carrefour** network outside Cairo, opening its first branch in Tanta

Majid Al Futtaim opens **Mall of Egypt**, introduces **VOX Cinemas** and launches **SkiEgypt** redefining family entertainment for Egypt's consumers

Carrefour Online goes live, offering customers the ability to access Carrefour's grocery retail experience from the convenience of a cellphone

Majid Al Futtaim opens **City Centre Almaza,** its 2nd **largest mall in Egypt**, to serve east Cairo customers, and launches luxury movie experience with **VOX Gold**



2020

Recognising Egypt's significant talent pool, Majid Al Futtaim establishes its 1st **shared services centre** in the capital





2021-2023

Taking its first steps to bring its health and beauty offering to Egypt's consumers, Majid Al Futtaim opens its first of five **Myli** stores in Cairo

Listening to customers leads to the launch of **Supeco** in Cairo. With the aim to have **140 stores opened by the end of 2030**, the discount retail experience is set to bring its high quality, low price model to communities across Egypt



2025

The Group announced its first-ever business park (USD 323mn). Total investment to date is close to **USD 2.7 billion**. Across its portfolio, the Group operates **4** malls and serves **877** tenants, creating a significant retail and commercial footprint. Its leisure and entertainment offering comprises **50** venues, while its grocery and convenience retail network includes **115** supermarkets, hypermarkets, Supeco stores, and Myli stores

Shared Services

The Shared Services function plays a critical role in supporting the Group's operations and customer experience. It delivers more than **102,000** customer requests, processes approximately **7 million** invoices per year, and handles **USD 6.5 billion** in payments annually, demonstrating the scale and efficiency of its centralised service operations

2026 →

With a further **USD5.6 billion** earmarked for investment, the future looks bright for Majid Al Futtaim in Egypt

FUELLING ECONOMIC GROWTH

ADVANCING NATIONAL PROSPERITY

Over the past 28 years, Egypt's has undergone a remarkable transformation. Despite global shocks - such as COVID-19 - and regional volatility, the country has continued to demonstrate resilience, kept adapting and kept growing. Growth is projected at 5.1% in 2026, accelerating to 5.2% in 2027.[1] Few emerging markets can match this record of positive growth through challenging times.[2]

Private and foreign investment has been central to that progress. Egypt now ranks among the top 15 emerging markets for investor confidence, with a services sector that attracts capital from both domestic and foreign investments.[3]

The Services sector already contributes 49% of GDP — and the World Bank has identified it as a key driver of future prosperity.[4]

Landmark agreements are adding further momentum. Ras El-Hekma development with the UAE — a USD 150 billion investment set to boost infrastructure, foreign-currency inflows and tourism.[5]

Egypt's Vision 2030[6] has opened the door for even greater private sector participation.[7] By By 2030, private investment is set to make up 70% of total investment — an increase of 5% compared to 2024/2025. Paired with other reforms, from exchange-rate liberalisation to fiscal consolidation, Egypt is building a more diversified and inclusive economy.

Challenges remain, of course — but the signs of progress are clear. Inflation is expected to moderate to 13.2% in 2026, a meaningful step toward stabilisation.[8] Egypt has demonstrated its resilience, its determination to reform, and its trajectory towards a much stronger economy.[9]

Majid Al Futtaim's investments are always designed to weather economic cycles and headwinds. In Egypt, they are tailored to support economic transformation, create jobs, expand opportunity for local suppliers, and bring world-class destinations within reach of local communities.

67%

Egypt's GDP is projected to grow by 67% between 2025 and 2050, averaging around 6% annually.[10]

35%

Egypt to raise total investment (public and private) from roughly 17% of GDP in 2024/25 to 35% by 2049/2050.[11]

INVESTED IN EGYPT'S RISE

FOSTERING FOREIGN DIRECT INVESTMENTS

Over a quarter-century, Majid Al Futtaim's contribution has reached well beyond bricks and mortar. The company keeps investing to modernise retail, real estate, ecommerce and family entertainment, and it contributes to public finances. Just as importantly, it aligns its business with national priorities — providing a significant contribution to the resilience and long-term growth of Egypt's economy.



Fostering Foreign Direct Investments

Over the past decade, foreign direct investment in Egypt has expanded almost eleven-fold.[12] Majid Al Futtaim has helped carry that momentum: between 1998 and 2025 it invested more than USD 2.2 billion in land, malls and infrastructure, delivering landmark destinations that now anchor community life. A further USD 336 million for modern grocery retail and USD 100 million for entertainment venues and experiences have reshaped Egypt's contemporary shopping and leisure habits.. The result shows up in the steady rise of mall footfall, tenant sales and cinema admissions across the portfolio.

Majid Al Futtaim's contribution to Egypt's economy is set to grow even further. A future pipeline exceeding USD 5.6 billion will bring a world-class business park to the west of Cairo, a mixed-use community that introduces Majid Al Futtaim's high-quality living to the capital, and continued expansion and refurbishment across the grocery and mall portfolio — including the Mall of Egypt. The scale of that pipeline underscores how central Egypt is to the company's ambitions for growth.

> Today, spending across Majid Al Futtaim's retail and mall operations accounts for 2.8% of Egypt's Wholesale & Retail sector.

Stimulating Consumer Spending

For 28 years, Majid Al Futtaim has adapted to the ever evolving needs and expectations of both its customers and partners.— and that responsiveness has been a key driver of its impact on Egypt's economy.

Today, spending across its retail and mall operations accounts for 2.8% of Egypt's Wholesale & Retail sector: USD 500 million in direct retail spending, plus a further USD 724.6 million flowing through its mall tenants. For Egyptians, that means stronger trading for local brands, more choice and value for households, and destinations that bring everyday life to life.

Contributing to Egypt's Public Finances

The company's fiscal footprint is substantial. Since entering Egypt, cumulative tax contributions are estimated at USD 310 million. Every year, corporate and payroll taxes add a further USD 41.2 million, supporting the country's public finances and its wider development agenda.

Empowering Local Suppliers

Replacing imports with local sourcing is a key ambition of the government — a way to boost the economy and raise living standards.[13] Majid Al Futtaim partners with more than 900 Egyptian producers and farmers to source as much as it can locally, which strengthens domestic supply chains, creates jobs and improves the country's trade balance.

Building a More Inclusive Workforce

The company's investments in infrastructure and sustainability are also building blocks of a diversified, knowledge-based economy. One example is the company's regional shared-services hub Global Solutions in Cairo. Aligned with Egypt's national offshoring strategy, the hub supports business across 14 markets, opens high-quality career paths for Egyptian talent, and advances diversity and inclusion — reinforcing Egypt's standing as a regional centre for professional services.

CONTRIBUTING TO EGYPT'S ECONOMIC TRANSFORMATION

FOSTERING FDI

USD+2.7 bn

invested in Egypt to date

FUTURE PROJECTS IN THE PIPELINE:

USD5.6 bn

- **USD5.2 bn** - Midar - Mixed Use Destination
- **USD323.3 mn** - Mall of Egypt's Junction
- **USD98 mn** - Retail Stores Openings

CONTRIBUTION TO TAX REVENUES

USD310 mn

cumulative tax contribution to Egypt's public finances

STIMULATING CONSUMER SPENDING

USD1.3 bn

per year



BACKING EGYPT'S HOMEGROWN BRANDS AND ENTREPRENEURS

FROM LOCAL IDEA TO REGIONAL CONTENDER

Egypt's culture is a powerful engine of growth and pride. To connect that energy to real prosperity, Majid Al Futtaim has built platforms that help local founders turn ideas into viable businesses. Across its ecosystem, the company connects Egyptian creativity and craftsmanship with customers, capability and scale - creating job opportunities and unlocking economic growth potential.

Launchpad – Nurturing Entrepreneurs
Established in 2022, Majid Al Futtaim's Launchpad Accelerator Programme is an incubator for Egyptian start-ups and SMEs ready to grow and scale. Spanning fashion and lifestyle, leisure, climate tech and community, it puts the company's full reach behind homegrown brands. Aspiring founders pitch for access to audiences across the company's malls, to open new revenue streams and gain operational efficiencies.

Early outcomes point to strong momentum. Alumni include Sigma Fit (sportswear), Reform Studio (sustainable fashion and lifestyle) and Kiliim (heritage handicrafts) — which has scaled internationally since winning the 2022 cohort. Such success stories underline how access to the right infrastructure, distribution and mentorship can accelerate an Egyptian brand from local favourite to regional contender.

LOKAL – Showcasing Local Businesses
Launched in 2023 at Mall of Egypt, LOKAL is a curated retail space dedicated to rising Egyptian entrepreneurs and brands. By providing physical space, visibility and networking, it helps founders overcome early scaling hurdles that stop many young retailers in their tracks. Within three months of launch, LOKAL generated USD 2.46 million in sales. Today it features between 130 - 140 grassroots brands and attracts between 30,000 - 35,000+ visitors a year. LOKAL has become both a marketplace and a showcase for Egyptian craftsmanship. The programme encourages consumers to "buy Egyptian" and helps founders to build sustainable, investment-ready businesses.

Launchpad and LOKAL highlight Majid Al Futtaim's positive impact on the Egyptian economy, in this case with targeted platforms that amplify local talent, turn entrepreneurship into jobs, and offer a direct connection with Egyptian consumers that is underpinned by resilient supply chains.

> "Within three months of launch, LOKAL, generated USD 2.46 million in sales.



SUCCESS STORIES IN PARTNERSHIP WITH MAJID AL FUTTAIM

SIGMA FIT

Making its debut at City Centre Almaza, sportswear brand Sigma Fit has since gained further traction across Majid Al Futtaim locations. Today, it operates three branches, including key sites at City Centre Almaza and Mall of Egypt, finding success and building a strong presence in high-traffic retail spaces.

PALMA

Clothing brand Palma launched at City Centre Almaza and has since expanded to eight branches. Leveraging the visibility and customer reach of Majid Al Futtaim destinations, three of Palma's stores are positioned within its malls.

IN YOUR SHOE

Fashion apparel brand In Your Shoe made its debut at City Centre Almaza. With two out of its six branches located within Majid Al Futtaim malls, the company continues to thrive with the support of these prime retail locations.

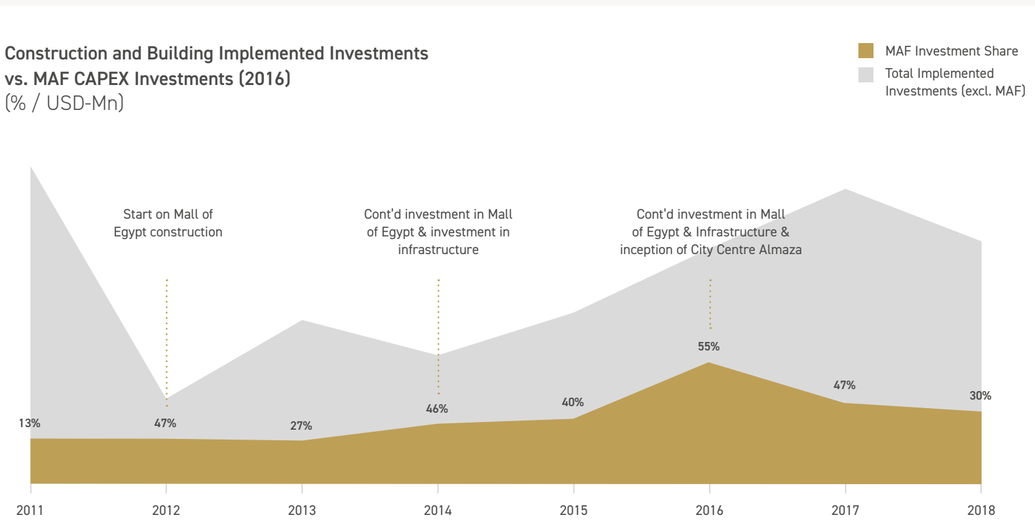
BUILDING THE INFRASTRUCTURE OF PROGRESS

Over 28 years, Majid Al Futtaim has been a visible catalyst in Egypt's urban evolution — backing long-term projects and experiences that have changed how people live, shop and trade.

Private Construction Investments

To date, the company has invested USD 2.2 billion in mall developments, along with the public works and transport links that surround them. In 2012 and 2014, Majid Al Futtaim contributed 47% of Egypt's total private-sector investment, including USD 369 million for Mall of Egypt. By 2016, that share had risen to 55% of all private contributions, reflecting the scale of the company's ongoing construction and investment activities. These investments paved the way for the official openings of Mall of Egypt on 2 March 2017 and City Centre Almaza on 30 September 2019, both of which have since become anchor destinations in Greater Cairo's transformation.

Construction and Building Implemented Investments vs. MAF CAPEX Investments (2016)
(% / USD-Mn)





> To date, Majid Al Futtaim has invested USD 2.2 billion in mall developments, along with the public works and transport links that surround them.

THE RIPPLE EFFECT: TRANSFORMATIVE DEVELOPMENTS

TURNING UNDER-SERVED DISTRICTS INTO THRIVING URBAN HUBS

Majid Al Futtaim's flagship sites have turned under-served districts into thriving urban hubs and economic ecosystems. City Centre Maadi, City Centre Alexandria, and Mall of Egypt are now iconic landmarks that draw employers and shoppers alike, offer new services and provide much improved transport links. They have redefined local cityscapes and created places where families meet, brands grow and communities take root.



CITY CENTRE MAADI

Since opening its doors in 2002, the surrounding area has been transformed, and population growth has been substantial. Nearby neighbourhoods are now home to 2.49 million residents as of 2025, and the district's rise has drawn major developers — among them Memaar Al Morshedy and Wadi Degla — lifting infrastructure and commercial activity with them. Social services have expanded to include five schools and a major hospital, while real estate prices have almost tripled between 2010 and 2024.



CITY CENTRE ALEXANDRIA

Since City Centre Alexandria opened in 2003, the population around it has climbed to 2.1 million as of 2025. Real estate investment has followed with developments including Sawary Alexandria, Palm Hills and a wave of mixed-use complexes. Social services have also expanded with two major schools and hospitals, including Antoniadis International School and the Saudi German Hospital. The outcome: over the same period, from 2010 and 2024, real estate values have quadrupled.



MALL OF EGYPT

In the 6th of October area of Giza, Mall of Egypt has become a key support lever for Greater Cairo. Its presence has drawn major developers — Ora's O West and Hyde Park's Tawny among them — while schools such as Nermien Ismail School West have helped turn the district into an education hub. The hub now serves a population that has grown 36% since the mall opened, while real estate prices have nearly quadrupled from 2010 to 2024.





SPOTLIGHT ON:

THE MIDAR PROJECT

LOCATION: EAST CAIRO

In East Cairo, Midar is a large-scale, mixed-use development built to support the city's eastward growth. Its master plan spans roughly 22,000 residential units alongside commercial, hospitality, educational and civic components — plus 240,000 sqm allocated for a large-scale mall with a Gross Leasable Area (GLA) of up to 135,000 sqm.



SPOTLIGHT ON:

JUNCTION BUSINESS PARK

LOCATION: MALL OF EGYPT

The Junction Business Park, located adjacent to the Mall of Egypt, is set to integrate commercial, retail, and hospitality experiences to serve West Cairo.

On completion, the flagship mixed-use development, will offer cutting-edge office space, vibrant retail outlets and distinctive F&B destinations, all built around sustainable infrastructure designed to achieve LEED Gold Certification. With more than 8,000 direct and indirect jobs created in the process, Junction is set to make a meaningful, long-term contribution to Egypt's ongoing economic growth and urban evolution.

MOVING EGYPT: ROADS, BRIDGES, MINUTES SAVED

Impact reaches well beyond the mall footprint. Working with Egypt's urban planning teams, the company has helped build the bridges, tunnels and interchanges that ease congestion and improve access for surrounding neighbourhoods. Across the country's major economic hubs, these upgrades shorten journeys, unlock commercial activity, and multiply the wider benefits of private investment — both the foreign direct investment itself and the indirect local ripple effects of better connectivity and safety.

2002
MAADI TUNNEL

Investment:
USD10 million

Travel time reduced:
20 minutes → 5 minutes

2016
MAJID AL FUTTAIM BRIDGE

Investment:
USD50 million

Travel time reduced:
12 minutes → 1 minute

2018
MALL OF EGYPT BRIDGE

Investment:
USD75 million

Travel time reduced:
8 minutes → 4 minutes

2019
ALMAZA INTERCHANGES

Investment:
USD60 million

Travel time reduced:
10 minutes → 2 minutes

2020
MALL OF EGYPT ROAD

Investment:
USD10 million

Travel time reduced:
25 minutes → 14 minutes

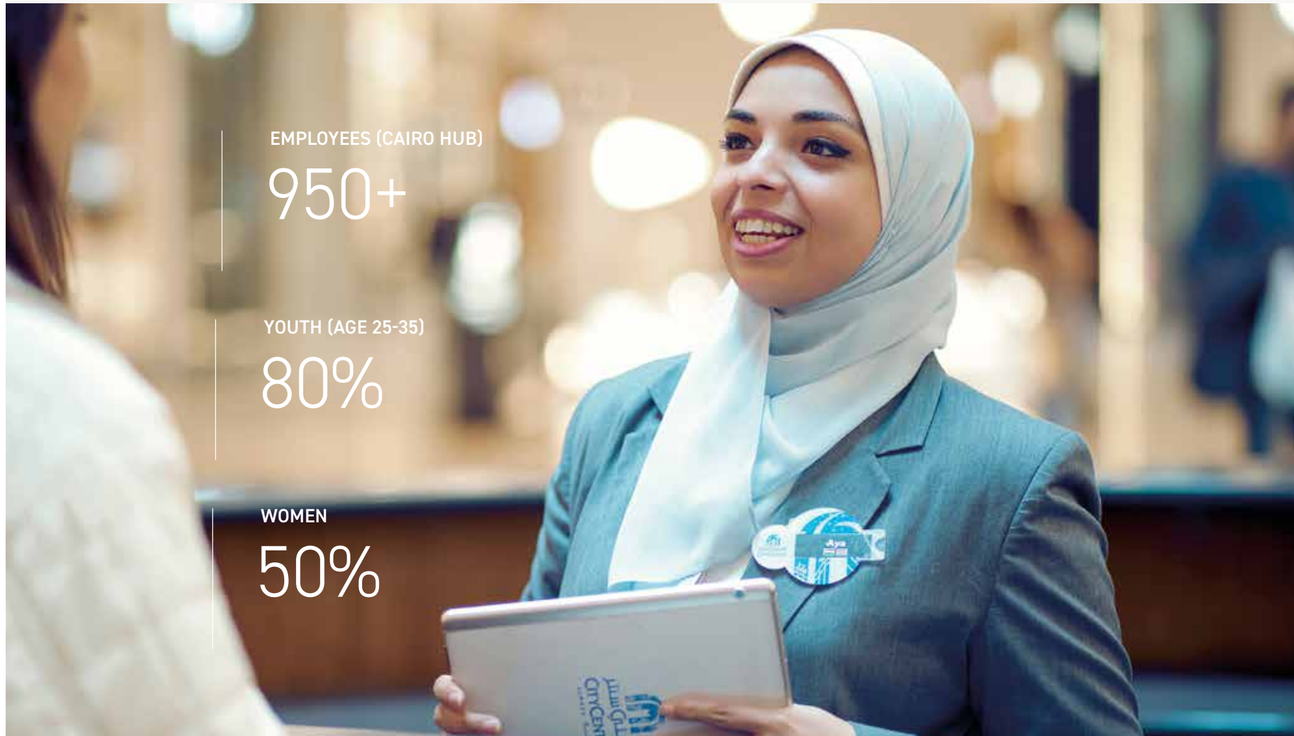
2018-2023
PEDESTRIAN BRIDGES

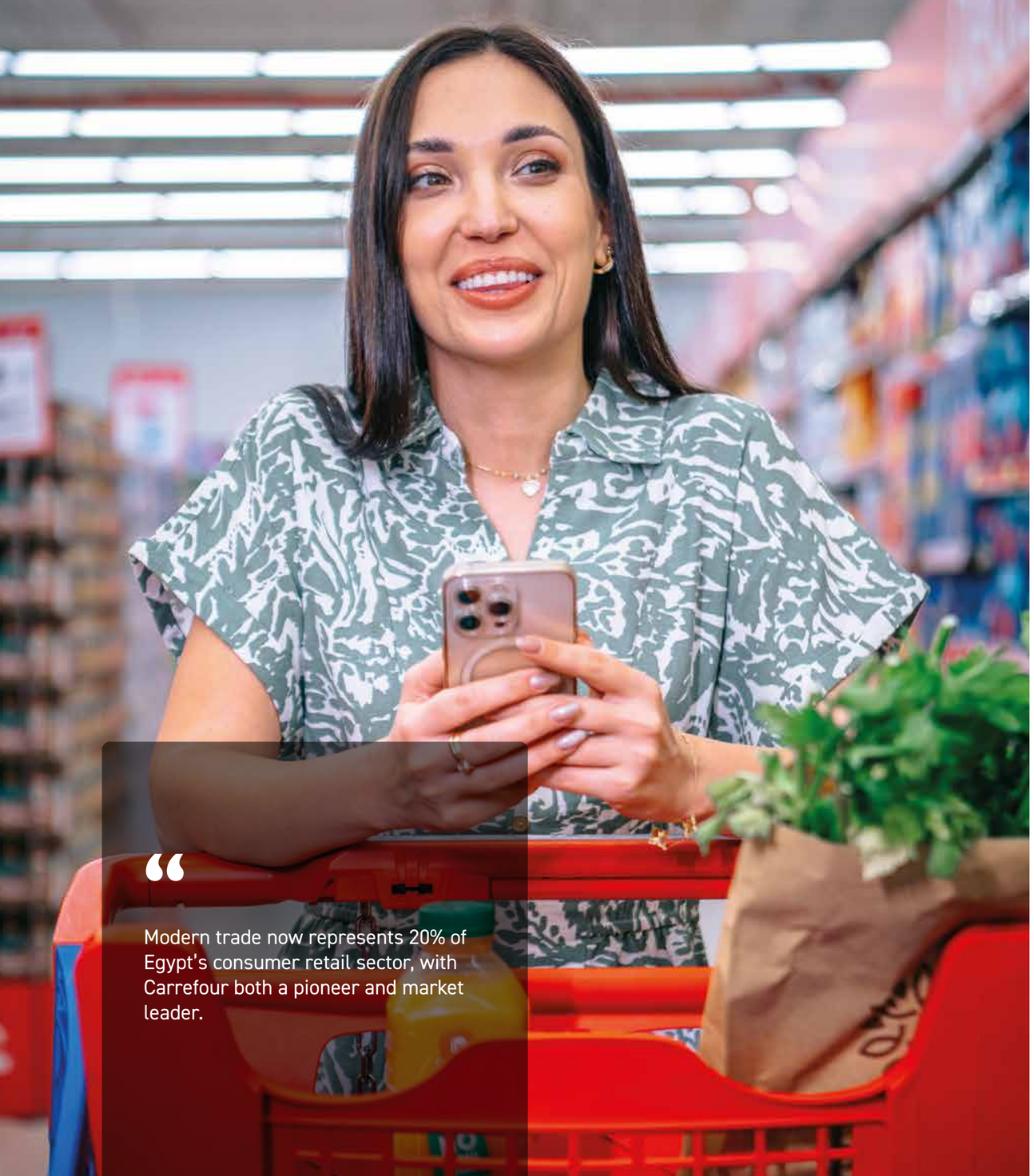
- **Wahat Pedestrian Bridge** in 2018
- **Suez Pedestrian Bridge** in 2019
- **Mithaq Pedestrian Bridge** in 2023
- These bridges support accessibility for 44 million visitors annually, ensuring safe passage for pedestrians, including those relying on public transportation

EGYPT'S NEW GROWTH ENGINE: TALENT AND TECHNOLOGY

CONTRIBUTING TO A SUSTAINABLE DIGITAL INFRASTRUCTURE

Established in 2020, Majid Al Futtaim's Cairo-based shared-services hub — Global Solutions — has become the company's operational nerve centre for the region. Backed by USD 15 million and employing 950+ people in Egypt, the hub already lives the goals of Vision 2030: half the workforce is female, and 5% are People of Determination. In 2025-26, the company plans to add 270 high-quality jobs and cement Cairo's place as a regional centre for professional, knowledge-based services.





> Modern trade now represents 20% of Egypt's consumer retail sector, with Carrefour both a pioneer and market leader.

REIMAGINING HOW EGYPT SHOPS

WHAT “MODERN TRADE” REALLY MEANS

Majid Al Futtaim has transformed Egypt's retail landscape — for the better. Before 1998, grocery shopping centred on small neighbourhood bakalas — which are convenient, but often limited in range and freshness, and lack the scale that would allow them to offer shoppers more competitively priced products.

In fact, before Majid Al Futtaim launched Egypt's first Carrefour in 2002, large-scale organised retail formats accounted for just 1-2% of the sector.

Carrefour's arrival was a turning point — a nationwide network of supermarkets and hypermarkets offering one-stop convenience, wider choice, more affordable prices and frequent promotions, all wrapped in a more customer-centric experience. Modern trade now represents 20% of Egypt's consumer retail sector, with Carrefour both a pioneer and market leader.

Egyptian shoppers have responded. 57% say Carrefour is their primary supermarket when they shop in person; the brand holds 14% of modern retail outlets and 2.2% of overall grocery retail. Loyalty remains high, with 96% of customers visiting at least monthly, and 64% shopping at Carrefour more than once a month.

WHAT MAKES MODERN TRADE?

Modern trade brings consumers more choice, convenience and competitive prices while also creating jobs, boosting innovation and driving investment. It is characterised by:

- Formalised retail formats: Large-scale retail outlets that offer a wide range of goods under one roof
- Standardised operations: Outlets follow consistent and professional management practices, including inventory systems, pricing strategies and customer service
- Technology integration: Modern trade relies on technology for operations, including point-of-sale systems, online platforms, and supply chain management

> Before 2002, 60% of customers felt grocery stores lacked variety, more than 50% had to visit multiple stores to complete their weekly shopping.

Expanding Access: Supeco Discounter

With more Egyptian households becoming increasingly price-conscious, Majid Al Futtaim introduced Supeco in 2022 - a tailor-made discounter format which blends supermarket convenience with a wholesale format. In just four years, 34 stores have opened (including the first outside Cairo). The company plans to grow Supeco's network to 140 stores nationwide by 2030. The proposition is simple: everyday low prices, essential variety and straightforward value.

A New Standard for Retail

Modern retail rests on three pillars — clear store formats, standardised operations and integrated technology, from point-of-sale systems to online platforms. For shoppers, the payoff is tangible: more efficiency, better availability, and a consistently better experience.

The contrast with the past is stark. Before 2002, 60% of customers felt grocery stores lacked variety, more than 50% had to visit multiple stores to complete their weekly shopping and 42% received few offers or discounts. In contrast, today's organised retail provides breadth, reliability and fair pricing, which has lifted expectations across the market and set a quality benchmark for new entrants.

E-commerce: Convenience at Home

The Egyptian government is intent on growing its digital economy, and Majid Al Futtaim is doing its part to make it happen. The company has invested USD 3.4 million to build online grocery capability, securing a seamless channel for its customers to shop value and variety from home.

IN 4 YEARS

34

Supeco stores opened

INVESTING

USD3.4 million

to build online grocery capability



WHERE SHOPPING BECOMES AN EXPERIENCE

REDEFINING THE EGYPTIAN MALL

Majid Al Futtaim's destinations in Egypt are designed around how people actually want to live, shop and relax. Finally, they can turn the weekly shop into a day out, a quick errand into time with friends, and a family treat into a shared memory. The result is loyalty, stronger brands, places that feel part of everyday life, and a positive impact felt widely across Egyptian society.





REVOLUTIONISING EGYPT'S RETAIL LANDSCAPE

By bringing together shopping, dining and leisure under one roof — and blending local favourites with regional and global names — Majid Al Futtaim has redefined what a mall visit can be. Its malls are welcoming hubs: easy to reach, simple to navigate, attentive in service, and full of conveniences that respect busy lives.

Satisfaction and loyalty run high: internal research indicates that 77% of visitors remain regular customers for three years or more. The appeal is practical (choice, value, convenience) and emotional (a pleasant, reliable place to meet, browse and unwind), all experiences that mirror the country's fast-evolving consumer expectations.



SPOTLIGHT ON:

MALL OF EGYPT

LOCATION: GIZA

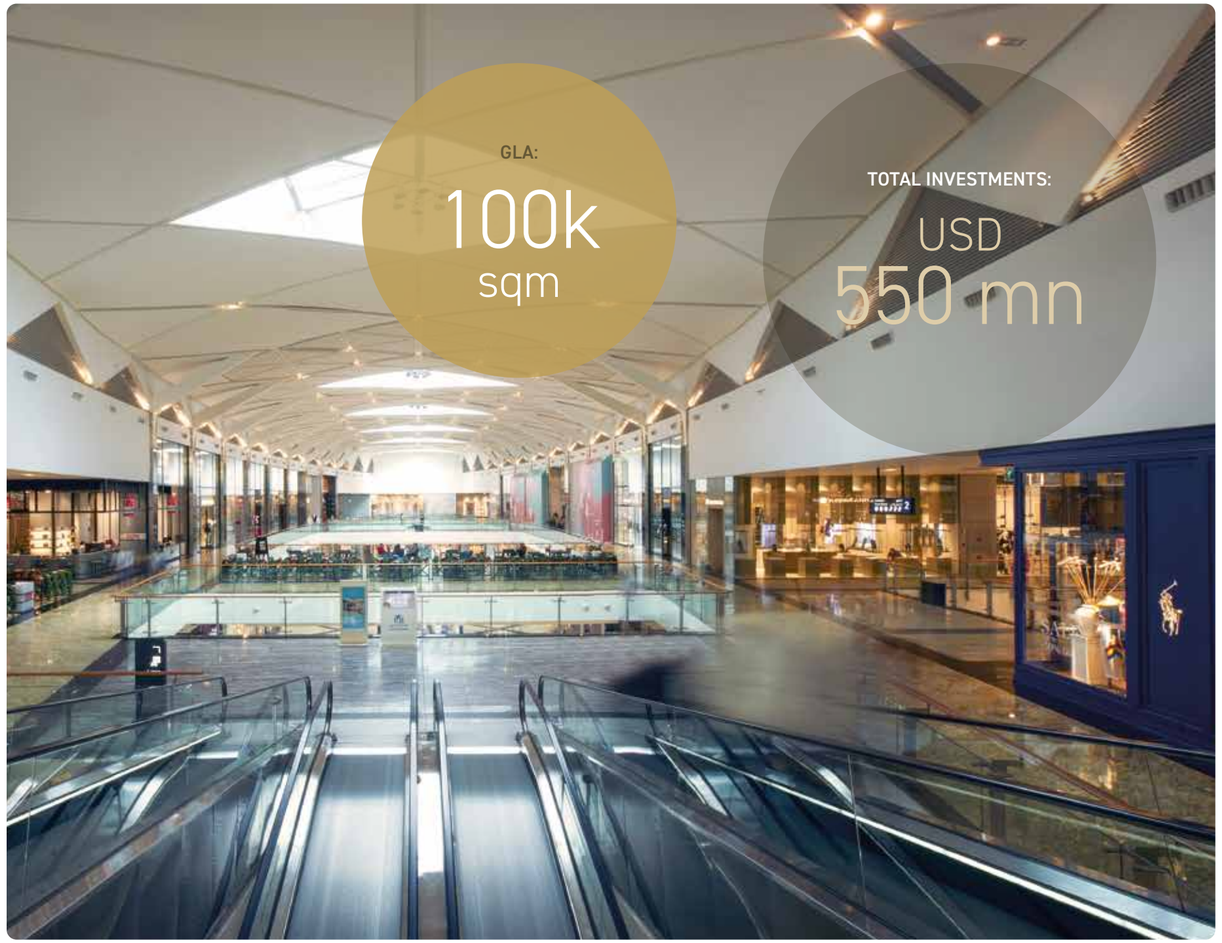
Opened in 2017, Mall of Egypt continues to deliver innovative and new experiences to its visitors with a unique mix of local and international fashion brands.

NO. OF MALL TENANTS (2025):

350

GMV (2025):

USD231.4 mn



SPOTLIGHT ON:

CITY CENTRE ALMAZA

LOCATION: CAIRO

City Centre Almaza has profoundly impacted Egypt's retail sector. These investments have enabled infrastructure enhancements, job opportunities, and diverse offerings for mall visitors.

NO. OF MALL TENANTS (2025):

262

GMV (2025):

USD227.3 mn

REVOLUTIONISING ENTERTAINMENT IN EGYPT

FROM FIRST SNOW TO THE BIG SCREEN

Cinema, music and storytelling run deep in Egypt, and leisure has always been something shared. Building on that heritage, Majid Al Futtaim has introduced contemporary, family-friendly destinations that feel distinctly local while meeting international standards. From the buzz of a new release to a child's first time on snow, they bring people together in places that are welcoming, safe and easy to enjoy.

Choice and accessibility sit at the heart of it. Experiences are designed for every budget and occasion — a casual afternoon or a premium night out — so Egyptians and their families can enjoy leisure more often. Attentive service, reliable operations and thoughtful amenities keep visits easy, while climate-controlled venues provide year-round comfort and consistency.

The impact reaches beyond the venues themselves. By investing in local content and distribution, backing emerging talent, and developing year-round sport and recreation, Majid Al Futtaim is helping grow Egypt's creative and leisure economy.

The result is a richer ecosystem that delivers more jobs and skills, more stories told by Egyptian voices, and a higher bar for quality across the market.

Cinemas

VOX Cinemas has set a new standard for the movie-going experience by pairing comfort and service with cutting-edge formats. The premium VOX Gold concept, introduced in 2019, adds curated dining and a more luxurious setting, widening the choice for different budgets and occasions.

Production and Distribution

To champion regional storytelling, the company established a production arm in 2019. Building on Egypt's long film heritage, it has already produced two local features — among them Voy! Voy! Voy!, the region's Oscar nomination in 2023. Next on the roadmap: 25 Arabic films by 2027, supporting Egyptian talent on-screen and behind the camera, deepening the local content ecosystem, and adding to the country's cinema heritage.

> Majid Al Futtaim has introduced contemporary, family-friendly destinations that feel distinctly local while meeting international standards.



> VOX Cinemas has set a new standard for the movie-going experience by pairing comfort and service with cutting-edge formats.



Sports and Recreation

Opened in 2017, SkiEgypt was Africa's first indoor fresh-snow experience — a place where seasoned skiers and first-timers share the slopes, from challenging runs to easy slopes that provide a safe place to learn.

Other family-friendly attractions that offer winter experiences all year round include ice skating and animal encounters. Majid Al Futtaim's commitment extends beyond entertainment to creating meaningful opportunities for inclusion. Through its Snow Sport Team Development Strategy, launched in 2023, the company has supported athletes with intellectual disabilities in preparing for international competition, including the 2025 Special Olympics World Winter Games in Turin, Italy.

As part of this regional initiative, more than 20 athletes from Egypt, the UAE and Oman completed over 170 hours of training across Ski Egypt, Ski Dubai, Snow Abu Dhabi and Snow Oman. The programme supported the development of nine snow sport teams and one ice sport team, while introducing cross-country skiing and snowshoeing at Majid Al Futtaim's snow destinations to broaden access to winter sports.

Through this initiative, Ski Egypt has played an important role in expanding access to winter sports for athletes with intellectual disabilities, providing structured training, skill development and pathways to international competition. It reflects Majid Al Futtaim's wider commitment to ensuring its destinations serve not only as places of entertainment, but also as platforms for inclusion, empowerment and opportunity.

Family Entertainment

At Magic Planet — now in five locations — families find arcade games, rides and interactive play in bright, well-run spaces. Magic Planet's innovative and engaging experiences have become go-to destinations for fun and leisure, that bring friends and families together for birthdays, rewards and weekend downtime.

A Commitment to Excellence

Iconic venues, attentive service and a steady flow of new concepts have made Majid Al Futtaim's destinations part of Egypt's daily life. Beyond the numbers, the impact lives in small moments — an easier shop, a film with friends, a child's first ski lesson. Together this lifts expectations, sets the bar for what retail and leisure in Egypt can be, and underpins Majid Al Futtaim's standing as a leader in the region's entertainment industry.

> SkiEgypt provides year-round training for athletes with intellectual disabilities competing under the Special Olympics programme.

PEOPLE FIRST: EMPOWERING COMMUNITIES

ENABLING LASTING SOCIAL IMPACT

Majid Al Futtaim contributes to Egypt's prosperity by creating employment at scale and building capability across the workforce. Across its four core businesses, the company has supported more than 226,000 direct and indirect job opportunities. This is helping households to earn, suppliers to grow and the local economy to strengthen. Majid Al Futtaim's true impact, however, is more than the jobs today, but the skills that travel, which ensure that people can progress, adapt and stay resilient as industries and the Egyptian economy evolve.

By prioritising upskilling and reskilling, Majid Al Futtaim helps strengthen productivity and long-term economic resilience. It's an approach that is practical and inclusive: targeted training for entry-level roles, pathways for progression into supervision and management, and programmes that build digital fluency and sustainability literacy.

The net effect is a broader, better-prepared talent pool and stronger performance across the company's partner ecosystems.

Retail Business School

Majid Al Futtaim established Egypt's first large-scale Retail Business School in 2023, spanning 1,000 sqm across three floors, and dedicated exclusively to the retail sector.

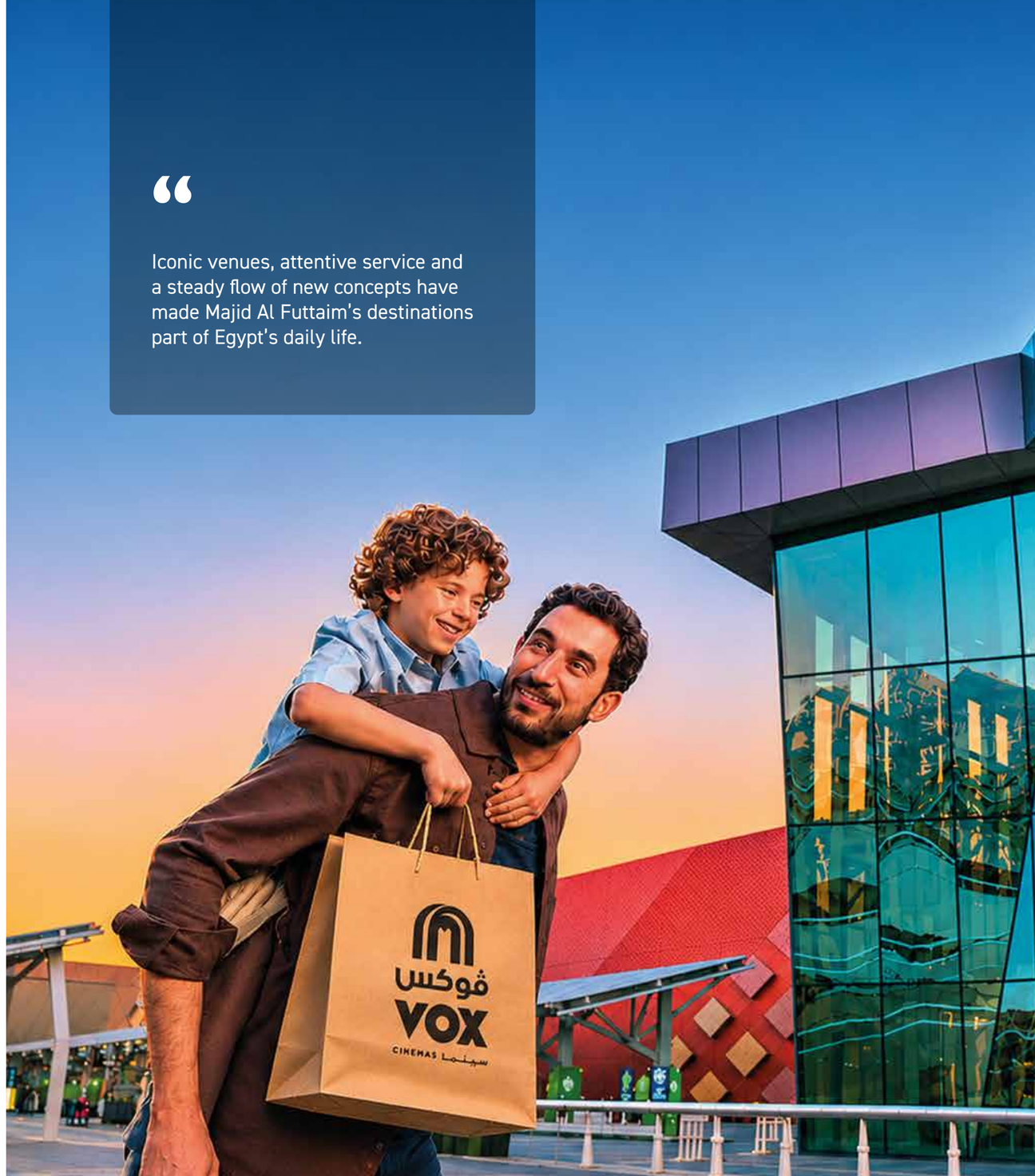
This institution offers a comprehensive learning experience designed to advance the skills and expertise of the retail workforce.

With 20 specialised programmes across domains, including Learning & Development, Food and Non-Food, the school has so far equipped 10,000 people with the tools they need to grow professionally and advance their careers in the retail industry.



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Iconic venues, attentive service and a steady flow of new concepts have made Majid Al Futtaim's destinations part of Egypt's daily life.



SKILLS THAT MATTER, CAREERS THAT LAST

Majid Al Futtaim backs Egypt's ambition to expand opportunity through skills. Two flagship initiatives anchor this commitment:

- **Retail Business School in Cairo** – the first of its kind in Egypt, which offers structured learning for retail careers, from store operations to customer experience and leadership.
- **Almaza Recruitment and Training Centre** – a dedicated launchpad into work that offers vocational training and employability support for candidates from diverse backgrounds, including vulnerable and underserved communities.

At Majid Al Futtaim, training is seen as an engine of mobility. As customer expectations evolve and technology innovation reshapes roles, the training programmes focus on career development, digital readiness and sustainability know-how – all capabilities that help people secure their first job, step up into new responsibilities and build long-term careers.

Investing in human capital in this way strengthens the company's own performance while advancing Egypt's wider economic and social goals.

> At Majid Al Futtaim, training is seen as an engine of mobility.

Almaza Recruitment and Training Centre

The Almaza Recruitment and Training Centre (ARTC), launched in 2021, is Majid Al Futtaim's initiative to enhance and upskill Egypt's broader workforce through targeted training, in job placement, career directions and alumni development.

ARTC offers a range of programmes, including job placement training, entrepreneurship, career guidance and alumni support. To date, 1,500 individuals have graduated, with an impressive 85% job placement rate. 50% of the graduates that are placed are women, underscoring Majid Al Futtaim's commitment to creating employment opportunities and promoting gender inclusion.



SHOWING UP WHERE IT MATTERS

Majid Al Futtaim's community work in Egypt is focused on practical support that improves daily life. The company proudly supports initiatives that help to build communities, boost health and wellbeing, provide humanitarian aid and foster an inclusive culture. The perspective is simple: when communities thrive, so do enterprises and the wider economy. The programmes are hands-on, delivered with trusted partners to reach the people who need them most.

Community Building

Lost & Found Initiative: Unclaimed items from all Majid Al Futtaim malls in Egypt are donated to a government-approved NGO. Proceeds help fund school fees, uniforms and supplies for underprivileged students. In 2023, contributions were used to support humanitarian relief efforts in Gaza.

Backing young entrepreneurs: At Mall of Egypt, young entrepreneurs and startups are given space to showcase their creativity, products and services, which helps them gain exposure and connect with customers; with the help of Majid Al Futtaim they can turn their promising ideas into sustainable ventures.

Children's Cancer Hospital 57357: Majid Al Futtaim celebrated the hospital's high-school graduates for their achievement and resilience, with awards including laptops, printers and Carrefour vouchers to support the next stage of their education.

Health & Wellness

Majid Al Futtaim's health initiatives focus on practical support that reaches people where they need support: children in shelters, patients in need of specialist care, and women who require access to diagnostic screening and medical treatment.

Healthy Life for a Better Future: Promoting health and development, the programme provides nutrition plans for around 1,600 children in shelters and daycare centres, has trained 300 interns in Carrefour stores, and raised EGP 650,000 to establish three classrooms for 60 female students who live in shelters.

Magdi Yacoub Heart Foundation: In partnership with the Foundation, the company supported the construction of the Global Heart Centre, which offers free cardiac services to patients. Contributions



for the foundation are collected through fundraising drives seeking donations online and in-store, which connects everyday shoppers to life-saving care.

Baheya Foundation: Majid Al Futtaim supported the foundation during the construction of a new hospital and by raising funds for breast-cancer awareness and treatment.

Customer micro-donations via the Round Up Your Bill initiative helped to fully fund a dedicated room at Baheya Hospital, which shows that small acts add up to vital care.



> The perspective is simple: when communities thrive, so do enterprises and the wider economy.

Humanitarian Aid

In crises, the focus is speed, dignity and scale; Majid Al Futtaim knows how important it is to get food, medical supplies and financial assistance to families quickly and transparently.

Egyptian Red Crescent (ERC): Majid Al Futtaim has been partnering with Egyptian Red Crescent for many years, providing aid during humanitarian crisis like the COVID-19 pandemic, the Gaza conflict and natural disasters.

So far, the company has provided EGP 10 million in aid , helping more than 1 million beneficiaries. During 2023–2024, Majid Al Futtaim committed a further EGP 57 million to support Gaza with medical supplies, food and humanitarian relief, including 7,000 daily meals during Ramadan.

Egyptian Food Bank: Through the Kart El-Kher initiative, meals are donated throughout Ramadan. The company also joined a national challenge that surpassed a goal of 100 million meals. In October 2023, an additional EGP 1 million funded relief boxes for Gaza.

Support Gaza: Working with Masr El Kheir, the Support Gaza campaign raised funds in all four malls in Egypt, encouraging donations that provided vital assistance for families in need.

Ending Violence Against Children: This company-wide campaign is the result of a partnership with UNICEF to raise awareness how important it is to protect children from abuse and violence.



The campaign highlights the role of the entire community to ensure the creation of safe environments.

Round Up Your Bill: Every year, this initiative raises millions through micro-donations. So far, customers rounding up their bill has raised more than EGP 50 million, funds that are supporting more than 20 different NGOs across education, health and social protection.

Fostering an Inclusive Culture

At Majid Al Futtaim, inclusion is an everyday practice rather than a standalone programme — woven into making both shopping and employment more accessible.

Sign-language access with Merge: QR code–based video calls for sign-language interpretation are available across supermarkets and hypermarkets, which makes Majid Al Futtaim the first retail network in Egypt to offer this service for customers with hearing impairments.

Know Me, Accept Me!: In collaboration with SETI Caritas and the Sawiris Foundation, Majid Al Futtaim's programme creates employment pathways for young jobseekers and people with determination. The programme has trained 500 interns in Carrefour stores (45% of whom were women) and employs 270 young people (more than 27% of them are young women). Majid Al Futtaim is especially proud of the fact that 86 students have already started their own businesses after completing the training.

> “In crises, the focus is speed, dignity and scale; Majid Al Futtaim knows how important it is to get food, medical supplies and financial assistance to families quickly and transparently.

THREE DECADES IN, BUILT TO LAST

Egypt is one of the Middle East's most compelling stories of transformation. Its momentum — built on ingenuity and innovation — reflects decisive economic reforms, favourable demographics and confident leadership, sustained through geopolitical disruption that would have slowed many others. For more than 28 years, Majid Al Futtaim has been a steadfast partner to Egypt's economy and its people, helping modernise retail, real estate and entertainment. The company's investments have drawn foreign capital, strengthened consumer confidence, advanced modern trade, created social value, and supported the infrastructure that underpins long-term prosperity.

The company's journey in Egypt has always been about more than business growth. It is a testament to an enduring partnership rooted in trust and shared ambition.

Today, Majid Al Futtaim operates across 19 cities and welcomes 97 million visits a year, operating destinations that sustain jobs, support local suppliers, and have become a fixture of everyday life. The impact is visible in thriving malls and neighbourhoods, in resilient supply chains and in opportunities that help households progress.

Looking ahead, Majid Al Futtaim's focus is clear: the Group will continue to invest in Egypt's people, economy and future, all with the aim to deepen localisation, build skills and careers and to make an impactful contribution to realising Egypt's Vision 2030.

Majid Al Futtaim stands with Egypt, committed to growth that is inclusive, sustainable and enduring. As the region sets its sights higher, Egypt's diverse economy and inventive spirit will keep setting the pace — with Majid Al Futtaim at its side as a long-term partner in progress.

OPERATING ACROSS

19

cities

WELCOMING

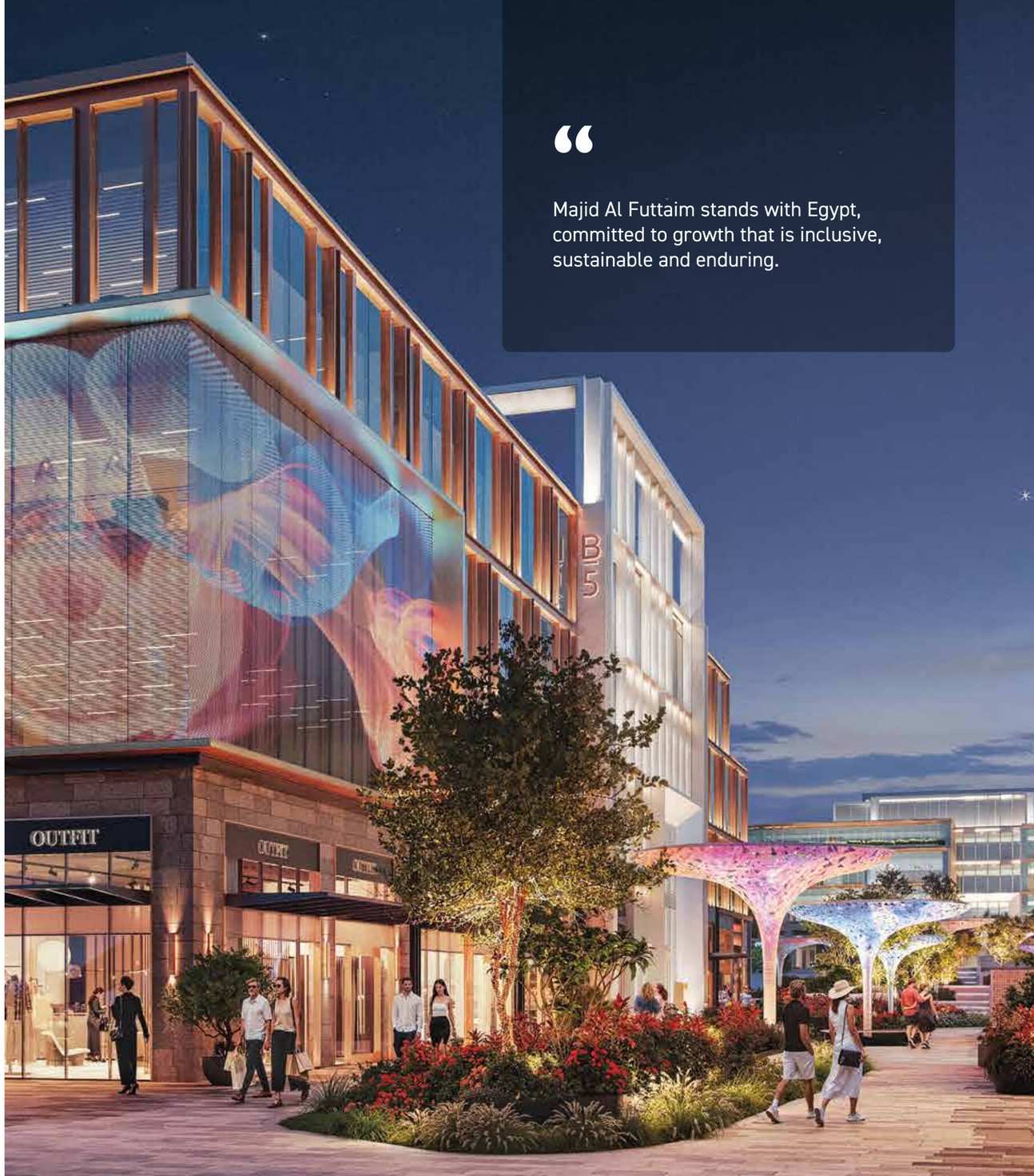
97 million

visits every year

ENDNOTES

1. IMF Arab Republic of Egypt
2. Egypt, one of main emerging markets in maintaining positive growth rate: Fitch Solutions
3. Continued optimism in the face of instability: the 2024 FDI Confidence Index
4. World bank Group
5. Egypt, UAE Sign Historic Deal to Develop Ras El Hekma Area on Northern Coast
6. Private and foreign investment are central to Egypt's future strategy, set out in the Egypt Vision 2030
7. Egypt: A Path forward for Economic Prosperity
8. IMF Arab Republic of Egypt
9. The World Bank in Egypt
10. IMF Arab Republic of Egypt
11. IMF Arab Republic of Egypt
12. Cabinet highlights Egypt's foreign direct investment success in FY2023/2024
13. As Egypt moves forward with its import substitution strategy, what sectors are in focus to shift to local manufacturing?

USD figures converted from EGP at the prevailing rate of the relevant period;
2025 figures at an average of EGP 48.7/USD.



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