

PRESS RELEASE

## Majid Al Futtaim Announces Strategic Partnership with Mr Usta, A Leading After Sale and Home Services Start-Up

- Partnership provides Majid Al Futtaim businesses with complementary services to enhance the customer experience
- Carrefour, Crate & Barrel and Maison du Monde customers will benefit from end-to-end home service solutions

**Dubai, UAE, 1 June 2020:** Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, has formed a strategic partnership with Mr Usta that will see the home service marketplace become the preferred after-sale solution provider for Majid Al Futtaim brands in the UAE.

The partnership will provide customers at Carrefour, Crate & Barrel and Maison du Monde with the option to access licensed, reliable, and skilled professionals to complete after sale services. Customers of SHARE, Majid Al Futtaim's lifestyle rewards programme, will also have the option to earn and redeem points on Mr Usta services through the SHARE app. This agreement comes at a critical time when UAE residents have been advised to remain at home to curb the spread of Covid-19, and remain dependent on services such as home maintenance, fitting and fixing, cleaning, sanitisation, painting, and landscaping.

**Joe Abi Akl, Chief Corporate Development Officer at Majid Al Futtaim commented:** "We continue to evolve our business ecosystem to ensure that our customers have access to the best end-to-end experience. To do this, it is important for Majid Al Futtaim to add complementary and adjacent business services to our core businesses through partnerships with innovative solution providers. In many cases, this means working with start-ups and Small and Medium-sized Enterprises (SMEs), such as Mr Usta. These companies are the backbone of the UAE economy and vital to the country's efforts to rebound from the economic implications of Covid-19.

"Given the financial pressure on smaller businesses at present, we believe that large conglomerates like Majid Al Futtaim can have a positive influence on the SME sector through similar partnerships. While this agreement will provide new revenue streams for Mr Usta, it will improve our offering and provide our customers with safe and reliable home services."

According to the UAE's Ministry of Economy, the SME sector represents more than 94 per cent of the total number of companies operating in the country, contributing towards 52 per cent of the non-oil GDP and more than 86 per cent of the private sector's workforce. Due to Covid-19, SMEs have been negatively impacted by cash flow issues, access to credit and import costs. Majid Al Futtaim's efforts to partner with relevant local and regional SMEs aim to bring stability during challenging times and contribute towards the nation's economic rebound.

Majid Al Futtaim has also already committed to other partnerships to support the UAE's local economy. Recently, it collaborated with the UAE Ministry of Climate Change and Environment (MOCCA) to increase the availability of locally grown produce across its Carrefour stores in the UAE, opening new distribution channels for more than 6,000 small and medium-sized local farmers

who have experienced disruption to their distribution routes. Additionally, Majid Al Futtaim launched an online marketplace through [carrefouruae.com](http://carrefouruae.com) to provide the company's shopping mall tenants and other businesses across the UAE with a new e-commerce channel to reach their customers.

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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 16 international markets, employing more than 44,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 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 four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 37 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai, Dreamscape and Ski Egypt, among others. 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 and LEGO. 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 Mr Usta

Founded in 2015, Mr Usta; UAE's leading online marketplace for home services, makes it easier for customers to get jobs done in and around their homes, saving them time and money. Customers can clean, fix, move or renovate in a few clicks and with peace of mind.

Mr Usta's mission is to provide every home with the best skilled professionals, the highest level of customer service and at competitive prices. Making the UAE a better place to live in, one home, one community at a time.

Since its inception from TECOM's in5 start-up incubator, Mr Usta's success story kickstarted by making it to Forbes Middle East's 'Top 50 UAE start-ups to watch' in 2015. The following year, Mr Usta was awarded 'Life-Admin app of the year' by Shortlist Dubai (ITP) and nominated for 'Start-up of the year'. Mr Usta has received over USD 2M in funding to date.

With over 50 home services to book from on Mr Usta, among their most popular are Laundry, Cleaning, Handyman, AC Maintenance, Painting, Moving, Pest Control, Carpentry and Landscaping.

*\*Usta in Arabic means an expert or craftsman; a guru so-to-speak.*

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