

MEDIA ALERT

VOX Cinemas Opens its Doors At City Centre Al Shindagha in Time for *Dilwale* Film Release

Dubai, December 17, 2015: Tonight, Majid Al Futtaim Cinemas, the dedicated cinema arm of Majid Al Futtaim, the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa, will be launching its new cinema outlet on the first floor of City Centre Al Shindagha.

Launched as part of the company's AED 1 Billion expansion plans for the VOX Cinemas business, the new cinema at City Centre Al Shindagha is the 13th VOX Cinemas location to be rolled out in the UAE. Supporting VOX Cinemas' vision to attract another 50 million customers by 2020, the cinema complex can seat up to 874 people at full capacity across seven screens.

City Centre Al Shindagha moviegoers will have the chance to watch the latest movies on state-of-the-art VOX Cinemas screens with their choice of standard or VIP seating, guaranteeing great moments for all types of cinema lovers.

Dilwale at VOX Cinemas

After visiting VOX Cinemas earlier this week at Mall of the Emirates, Sha Rukh Khan will be making his second appearance this week on-screen at VOX Cinemas' newest location with the release of his much-anticipated Bollywood film *Dilwale*.

Bollywood film buffs can catch drama infused film *Dilwale* featuring lead role stars Kajol, Shah Rukh Khan, Varun Dhawan and Kriti Sanon at VOX Cinemas' in City Centre Al Shindagha from 17th December onwards.

To book tickets, visit www.voxcinemas.com or contact 600 599905.

Ends

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Notes to 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.

About Majid Al Futtaim Cinemas

Majid Al Futtaim Cinemas - the cinema arm of Majid Al Futtaim, the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa - owns and operates VOX Cinemas, the Middle East’s most innovative and customer-focused cinema experience. With 15 cinema complexes totalling 175 screens across the region, including 143 screens in the UAE, 15 screens in Lebanon and 17 screens in Oman, VOX Cinemas is the Middle East’s largest and most rapidly growing cinema exhibitor. In 2015, the Majid Al Futtaim Cinemas announced it significantly increased its initial investment in VOX from a 750 million dirham investment to a 1 billion dirham investment that will see the company expand to operate over 400 screens in 8 countries by 2018.

Tailoring every cinema location to the surrounding market place and customer preferences, VOX Cinemas offers a mix of cinema experiences including two luxury cinema concepts, VOX THEATRE by Rhodes which is a collaboration with Michelin Star Chef OBE Gary Rhodes, and the much loved VOX GOLD luxury cinema experience. VOX also has the very first and only IMAX with Laser screen in the Middle East and its own large format VOX MAX big screen cinema. VOX holds the Middle East exclusive rights to 4DX, and recently launched VOX KIDS, the very first cinema in the Middle East dedicated to kids having fun.

www.voxcinemas.com

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

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