

Majid Al Futtaim and dunnhumby Launch New Insights Platform to Improve Carrefour Shopping Experiences

- *New platform will leverage data science to provide a more in-depth understanding of customer behaviour*
- *Majid Al Futtaim to translate insights into action, making customer-first store-level decisions based on Carrefour shoppers' needs*
- *Sustainable growth and smarter business operations at the core of the new initiative*

Dubai, United Arab Emirates, October 7, 2020 – Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia has announced the launch of a best-in-class customer insight platform, powered by dunnhumby, the global leader in customer data science. The new platform will support Carrefour and its suppliers in delivering better customer experiences and accelerating growth plans, fuelled by data and insight.

dunnhumby Shop, an award-winning, web-based solution, will enable Majid Al Futtaim to gain a deeper understanding of its customers and translate these insights into action, making store-level decisions based on shoppers' needs. Shop provides key category insights that enable retail teams to monitor and act on performance trends with speed and precision, driving incremental sales growth and loyalty. In an unprecedented move, suppliers will also have access to these insights – based on the shopping behaviours of Carrefour's customers across seven markets in the region – facilitating more effective collaboration with the retailer and helping them to optimise their innovation and brand marketing strategies

Miguel Angel Povedano, Chief Commercial Officer of Majid Al Futtaim - Retail said: "As part of our long-term vision, this partnership will enable Carrefour to take a truly data-driven, 'customer-first' approach, ultimately delivering a more relevant customer experience. As the first retailer in the region to offer suppliers access to such comprehensive insights, we believe it is important to work more closely with suppliers for their success, and we're excited about the opportunity to forge stronger and more reliable relationships within our network, using a shared customer understanding to co-create category plans that drive mutual growth. Today's milestone announcement brings Carrefour a big step closer to being the omnichannel retail leader in all markets we operate in."

Guillaume Bacuvier, Chief Executive Officer of Dunnhumby, said: "Majid Al Futtaim has a strong heritage of putting its customers at the centre of its business. dunnhumby Shop will support the transformation of Carrefour data into an insights platform, enabling suppliers to collaborate more effectively with Majid Al Futtaim on delivering a better shopping experience for loyal Carrefour customers."

Majid Al Futtaim began its digital transformation in 2017, with the ambition of becoming the leading 'analytically enabled' conglomerate in the region. The company is transforming its operations to become as prominent digitally as it is physically, adopting an integrated omnichannel approach to ensure consumers' needs are consistently met.

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About dunnhumby

dunnhumby is the global leader in customer data science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers. With deep heritage and expertise in retail – one of the world's most competitive markets, with a deluge of multi-dimensional data – dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby customer data science platform is our unique mix of technology, software and consulting, enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,500 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, and L'Oreal.

About Carrefour

Carrefour is one of the largest hypermarket and supermarket chains in the world. The brand was launched in the region in 1995 by Majid Al Futtaim, which is the exclusive franchisee to operate Carrefour in over 30 countries across the Middle East, Africa, and Asia. Today, Majid Al Futtaim operates over 300 Carrefour stores, serving more than 750,000 customers daily and employing over 37,000 colleagues.

Carrefour operates different store formats, as well as multiple online offerings to meet the growing needs of its diversified customer base. In line with the brand's commitment to provide the widest range of quality products and value for money, Carrefour offers an unrivalled choice of more than 100,000 food and non-food products, and an exemplary customer experience to create great moments for everyone every day.

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 43,000 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 five 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 and an online store.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 34 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.

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