

PRESS RELEASE

Nominate a ‘Champion of Ramadan’ to Win with Carrefour

- Carrefour launches ‘Champions of Ramadan’ to identify those who make the holy month of Ramadan special
- Friends and family can nominate their ‘Champion’ via social media using the hashtag #ChampionsofRamadan
- Prizes worth over AED 20,000 up for grabs for 5 winners including a full kitchen setup from Beko Home Appliances

Dubai, United Arab Emirates, 22 March, 2023: Carrefour, owned and operated by Majid Al Futtaim in the UAE, has launched the ‘Champions of Ramadan’ campaign. From March 22, customers can participate by nominating themselves or their loved ones for illustrating qualities such as healthier eating, smart shopping, charitable giving and togetherness. Carrefour aims to help customers live better during this holy month as it encourages its customers to reflect on the spirit of Ramadan.

Offering UAE residents, a chance to be recognised for their efforts, Carrefour will host a special suhoor on April 8th, where five ‘Champions’ will win a full kitchen makeover worth over AED 20,000 provided by Beko Home Appliances. This includes a refrigerator, dishwasher, washing machine, cooker, and more kitchen appliances.

Bernardo Perloiro, Chief Operating Officer, GCC, Majid Al Futtaim Retail, commented: “We understand the daily dedication and responsibilities that go into making each day of the holy month special, which is why we have decided to celebrate our ‘Champions of Ramadan’ who go that extra mile in bringing everyone together – whether that’s by preparing delicious dishes, laying the table beautifully, shopping for groceries, or donating to charity –. We want to inspire people to express their gratitude to one another and recognise those who go above and beyond. We are excited for customers to grab their phones, get creative, and tell us who is their ‘Champion of Ramadan’.”

Customers can nominate a ‘Champion’ by uploading a story, video, reel, or post across Facebook, Instagram, Twitter, and TikTok along with the hashtag #ChampionsOfRamadan. Content must tag @carrefouruae to tell the brand what makes each nominee truly unique.

This rewarding competition accompanies the leading retailer’s promotional campaign, with discounts up to 50 per cent across 6,000 products to help customers manage their spending. Carrefour is equally dedicated to keeping the spirit of generosity alive through its partnership with Emirates Red Crescent, which offers customers the chance to donate boxes containing essential food items to those in need. Boxes are priced at either AED50 or AED100, with everything from Carrefour’s own brand, and can be purchased for customers’ personal use or given to vulnerable families across the UAE.

Learn more about the spirit of the campaign here: <https://mafretail.canto.global/s/S0NLN>

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About Carrefour

Carrefour was introduced to the region in 1995 by UAE company Majid Al Futtaim. The Company is the franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia. To meet the growing needs of its diverse customer base and communities, Carrefour offers omnichannel customer experiences tailored to the needs of the modern consumer. Through its innovative physical and digital customer services, Carrefour provides access to an unrivalled choice of quality products, at unbeatable value for the 750,000 customers it serves daily. Committed to supporting local economies, producers and suppliers in the communities it serves, Carrefour sources over 80 per cent of its products from the region.

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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 17 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 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, 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.

<https://maf.am/Majid Al Futtaim EN>

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