

PRESS RELEASE

Mall of the Emirates Launches 'Feed the Future' Initiative, Supporting the UAE's Target to Halve Food Waste by 2030

- *The new programme sees Mall of the Emirates donate food surplus to support communities in need*
- *'Feed the Future' is a major step towards Majid Al Futtaim's sustainability goals of becoming net positive by 2040*

Dubai, UAE, 15 December 2022: Mall of the Emirates, owned and operated by Majid Al Futtaim, has launched its first rescue food programme – 'Feed the Future'. The new initiative focuses on recovering leftover and edible food from restaurants, cafés, the Food Court, and workforce catering in Mall of the Emirates and repurposing it to the community. Teaming up with up with technology platform Replate, vendors at Mall of the Emirates will be able to schedule and manage donations, and coordinate pickups with the UAE Food Bank, which then distributes those contributions to charitable organisations and groups, including workers in communal housing and families. Plus, tenants can also donate to Mall of the Emirates' 'Feed the Future Fridge' by registering online, enabling those who need it most to have access to free food when they visit the mall. Located on the first floor, next to "Le Burger" aisle, Mall of the Emirates aims to provide 200 meals each week.

According to Dubai Carbon Centre of Excellence, the UAE ranks among the top nations for per capita waste generation in the world, where roughly 38 per cent of the food prepared every day in the country is wasted. The decomposition process of food waste emits methane gas, which is reportedly 25 times more damaging than CO₂. Subsequently, the UAE imports 90 per cent of food, making it particularly susceptible to food scarcity and insecurity. To address this issue, 'Feed the Future' utilises Replate to automate the food rescue process and connect F&B outlets in the mall to communities in need, all while adhering to the highest sustainability criteria in food preparation.

Additionally, the platform will track the environmental and social impact of 'Feed the Future.' F&B outlets will have access to the total pounds of food they've donated each month, along with meals created, water saved, and carbon dioxide diverted from the atmosphere in the process. They will also be provided with source reduction tools to monitor patterns, reduce future waste, and save money. F&B outlets currently participating include Besh Turkish Kitchen, Nando's, P. F. Chang's, Paul Café, Pinkberry, Shake Shack, The Butcher Shop & Grill, The Cheesecake Factory and Sheraton Mall of the Emirates Hotel.

Fuad Sharaf, Managing Director, UAE Shopping Malls, Majid Al Futtaim Properties, comments: "As a leading shopping destination, we have an important role to play in supporting and protecting the environment, so we look forward to working alongside our tenants in Mall of the Emirates to collectively tackle the critical issue of food waste. Our strategic partnership with Replate and the UAE Foodbank is only a starting point in our sustainability journey as we work towards Majid Al Futtaim's goal of becoming Net Positive by 2040. Mall of the Emirates encourages all its F&B outlets to join this initiative and work towards sharing and reusing resources for a sustainable future."

In order for F&B outlets in Mall of the Emirates to participate, they simply need to register as a vendor at replate.org, nominate a sustainability hero who will represent the company and the schedule picks up on Replate's platform. Replate will then itemise donations by date to track the amount donated as well as specific quantities of each food included to help F&B outlets in the mall reduce and prevent waste in the future.

Sayed Essam Al Hashimi, Acting Director of Food Security Department at Dubai Municipality, representing the UAE Food Bank, said: "The future directions of the UAE Food Bank include expanding strategic partnerships with food establishments, companies and hotels to donate surplus food, digital transformation to ensure easy access to the largest number of beneficiaries and donors, contributing to the circular economy, and expanding and spreading globally and regionally to reach out to the largest number of beneficiaries worldwide."

News of the latest initiative follows Mall of the Emirates joining forces with Emirates Environmental Group and Fujairah Municipality earlier this year to plant 1,250 indigenous Ghaf and Sidr sapling trees in Fujairah, showcasing the mall's commitment to encouraging a more sustainable future.

To find out further information, visit www.malloftheemirates.com.

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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 400 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.

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