

PRESS RELEASE

Majid Al Futtaim's VOX Cinemas and Tesla Host the Region's First Carbon-neutral Drive-In Cinema Screening for Tesla Cars

All VOX Cinemas' Drive-in movie screenings are now carbon neutral after partnering with Dubai Carbon Centre of Excellence

Dubai, United Arab Emirates, 07 June 2020: Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, in collaboration with the UAE Ministry of Climate Change and Environment (MOCCA) and VOX Cinemas celebrated World Environment Day by hosting the region's first carbon neutral drive-in movie screening for Tesla cars. To mark the international awareness day, and in continuation of its ongoing sustainability efforts, Majid Al Futtaim also announced that it is partnering with Dubai Carbon Centre of Excellence to offset the carbon emissions from all VOX Cinemas Drive-In screenings

The special screening, which took place at VOX Cinemas Drive-In on the rooftop of Mall of the Emirates, was attended by the UAE Minister of Climate Change and Environment, His Excellency Dr Thani bin Ahmed Al Zeyoudi, along with over 100 movie enthusiasts in their Tesla electric cars.

Majid Al Futtaim's partnership with Dubai Carbon Centre of Excellence will ensure that the event and all screenings held at the VOX Cinemas' Drive-In will have a carbon neutral footprint. This will be done by assessing and minimising climate impact through carbon measurement, reduction of avoidable carbon emissions, and offsetting the remaining ones. In addition, Majid Al Futtaim has implemented a waste collection process to ensure 100% waste recycling rates.

Cameron Mitchell, CEO of Majid Al Futtaim Cinemas said, "Our Mall of the Emirate's Drive-In, has proven to be incredibly popular, not only when it was the only cinema in the MENA region that was operating, but even more recently as cinemas have started to open across Dubai. This has reminded us that our guests are missing the big screen movie experience, made even more impressive when set beneath the iconic Ski Dubai indoor ski centre, and accompanied by their favourite popcorns, nachos and Pepsis. We are very proud to partner with Dubai Carbon Centre of Excellence to ensure that the VOX Cinemas Drive-In is a carbon neutral experience. Sustainability is a core pillar of Majid Al Futtaim, and VOX Cinemas is committed to finding sustainable ways to minimise our carbon footprint and protect our planet for future generations."

Ibrahim Al-Zu'bi, Chief Sustainability Officer, at Majid Al Futtaim Holding commented: "The implications of the COVID-19 pandemic will be felt well into the future. As we look to rebound and rebuild businesses and economies, we must place as much emphasis, if not more, on social and environmental prosperity. This year's World Environment Day is a great opportunity to take a brief step back from the COVID-19 headlines and raise awareness of the implication's climate change has on our lives. For Majid Al Futtaim, it is an opportunity to influence sustainable behavior across our communities and ask our partners, tenants, and suppliers to join the fight against climate change. Joining the Ministry of Climate Change and Environment and VOX Cinemas to host the first carbon-

neutral drive-in cinema screening is a testament to the power of collaboration to tackle the issue and drive impact.”

Through its sustainability strategy, Majid Al Futtaim has proven its long-term commitment to being a positive economic, social and environmental influence on the communities in which it operates. The company owns and operates close to 3 million sqm of green certified floor area and has committed to phase out single-use plastics from its operations by 2025. Majid Al Futtaim is one of a few organisations globally that has publicly committed to being Net Positive in carbon and water by 2040.

Tickets for the VOX Cinemas Carbon Neutral Drive-In can be booked on voxcinemas.com or through the VOX Cinemas iOS and Android app.

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Note to the 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

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.

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About Majid Al Futtaim Cinemas

Owned and operated by Majid Al Futtaim Cinemas, VOX Cinemas is the cinema arm of Majid Al Futtaim, the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa. VOX Cinemas is the Middle East's most innovative and customer-focused exhibitor, and the fastest growing cinema business in the MENA region. With over 50 locations totalling 514 screens across the region, including 201 screens in the UAE, 15 screens in Lebanon, 63 screens in Oman, 30 screens in Bahrain, 28 screens in Egypt, 71 screens in Saudi Arabia and 17 screens in Kuwait, VOX Cinemas is the Middle East's largest and most rapidly growing exhibitor.

Across the UAE, Bahrain, Oman, Qatar, Kuwait, Egypt and Lebanon, the company is undergoing a AED1.2-billion (USD326-million) investment to expand to operate 300 screens by 2020. In addition, Majid Al Futtaim Cinemas will invest AED1.96 billion (USD517 million) to develop 600 screens across the Kingdom of Saudi Arabia by 2023. Tailoring every cinema location to the surrounding market place and customer preferences, VOX Cinemas offers a mix of experiences including luxury concepts, THEATRE and GOLD premium cinema experience. Another signature VOX Cinemas concept, MAX is the mega-screen designed for the biggest blockbusters and features Dolby Atmos surround sound technology. In addition to debuting ICE IMMERSIVE cinema experience in the region, VOX Cinemas was also the first to introduce IMAX with Laser to the Middle East and the only exhibitor to offer IMAX with Sapphire. The company also offers a multisensory movie-watching concept, 4DX. For young movie fans and families, VOX Cinemas offers the only cinema dedicated to children, KIDS. Complementing its portfolio of world-class experiences, VOX Cinemas offers OUTDOOR, an open-air concept.

www.voxcinemas.com