

PRESS RELEASE

Majid Al Futtaim Opens Maisons Du Monde Store at Mall of the Emirates

French interiors brand celebrates second store in Dubai

Dubai, United Arab Emirates, August 28th, 2018: Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, announces the opening of its second Maisons Du Monde store in the United Arab Emirates and third in the region.

The new location on the first floor of Mall of the Emirates is hard to miss. The 313-square meter store overlooks the high-traffic belt-escalators leading to the eastside entrances. Mall visitors headed to any floor can spot the Maisons Du Monde signature storefront.

Inside, guests can enjoy state-of-the-art digital screens and an "Endless-Aisle" digital experience whereby over 4,000 furniture units are displayed virtually on iPads. All these pieces are available for delivery from the brand's warehouse in France, straight to the customer's doorstep.

Maisons du Monde is renowned for its vast and unique offering. Each year, the brand releases one furniture and two seasonal collections, grouped into carefully curated trends, inspired by the way we live today. These themes are available at the new Mall of the Emirates store and the brand's first Dubai store in City Centre Mirdif.

The brand's exclusive trends for this season are the popular Suzon range, the earthy authentic Green Market trend, the vibrant Sweet Tropical look, as well as the Golden Oasis theme. They are individual "universes" of their own, which vary in colour, style, and personality. These décor stories are strung together as you walk through the store and create an immersive experience for the home interiors lover.

Shireen El Khatib, Chief Executive Officer at Majid Al Futtaim – Fashion, said: "We are delighted to open Maisons Du Monde in the most iconic shopping centre in the United Arab Emirates and look forward to expanding our Home business in the region. The Home Furnishing market continues to grow with customers looking for more choices. We are committed to cementing Majid Al Futtaim's position in Home retail and will continue our foray to expand our brands in more locations across the GCC."

Catherine Filoche, General Secretary, in charge of franchise development at Maisons du Monde, said: "We are delighted to open our third store in partnership with Majid Al Futtaim, and to offer interiors fans from Dubai another location to experience Maisons du Monde. They will find a huge range of products to refresh their homes using our stylish accessories or statement furniture pieces".



Maisons Du Monde is one of the only brands in the world to have a dedicated design hub – located in its very own French Chateau – where a 90-strong dedicated team members are responsible for creating the collection. The passionate team includes designers, stylists and trend hunters that monitor global trends to create exclusive products.

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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 Maisons du Monde:

Maisons du Monde is a creator of inspirational lifestyle universes in the homeware industry, offering distinctive and affordable decoration and furniture collections that showcase multiple styles. The Group develops its business through an integrated and complementary Omni channel approach, leveraging its international network of stores, websites and catalogues. The Group was founded in France in 1996 and has profitably expanded across Europe since 2003. The Group posted sales of €1,011 million and EBITDA of €139 million for the year ended 31 December 2017. In 2017, the Group operated 313 stores in seven countries including France, Italy, Spain, Belgium, Germany, Switzerland, and Luxembourg, and derived over 38% of its sales from outside France. The Group has also built a successful complementary and comprehensive online shopping website, sales from which grew 35% per year on average between 2010 and 2017. The website is available in eleven countries: the seven countries where the Group operates stores plus Austria, the Netherlands, Portugal and the United Kingdom. In 2017, online sales represented 21% of the Group's sales.

About Majid Al Futtaim Fashion:

Majid Al Futtaim Fashion is the Fashion and Home retail arm of Majid Al Futtaim, and currently operates over 100 stores in 6 markets across the Arabian Gulf, working with a number of leading brands. These include Abercrombie & Fitch Co., Hollister, AllSaints, Lululemon, Sacoor Brothers, Monsoon, Accessorize, Maisons Du Monde and Crate & Barrel.



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 15 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 23 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 38 markets across Middle East, Africa and Asia, and operates a portfolio of more than 230 outlets in 15 countries.

Majid Al Futtaim operates over 340 VOX Cinema screens and over 35 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, Orbi Dubai and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', a Fashion and Home retail business representing international Fashion brands such as Abercrombie & Fitch, AllSaints, Lululemon, and Home brands such as Maisons Du Monde and Crate & Barrel. 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. The Company also owns the rights to The LEGO Store and American Girl in the Middle East and operates in the food and beverage industry through a partnership with Gourmet Gulf.

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