

Majid Al Futtaim Shopping Malls and Via Drive-Thru meet customer needs by launching the first online ordering platform of its kind in Egypt

Cairo, Egypt, 5-1-2021

In an unprecedented move in Egypt, Majid Al Futtaim shopping malls signed an agreement with Egypt's first drive through mobile application Via Drive-Thru, a testament to their commitment to meeting customer needs. The agreement comes amid the rising demand for online services and provides a seamless, on-the-go experience for both Majid Al Futtaim and Via customers.

Enabled by Via Drive-Thru's state-of-the-art order tracking platform, mall-shops receive customer orders and are able to deliver them to customer cars upon arrival in a timely and coordinated manner, avoiding parking hassles and shop queues. Convenience is now at the customers' fingertips. Visitors at any of Majid Al Futtaim's properties can take advantage of the exclusive Via Drive-Thru service for the first time in Egypt by placing the order through the app and having it delivered to them anywhere inside the mall.

“We are very much looking forward to this partnership, as it is in line with our vision to provide our customers - who come from different walks of life including professionals, parents and people of special needs - with a frictionless ordering experience,” co-founder Shady Shawky commented. “This partnership will support our continued growth in our network, solidify our leadership as a unique and pioneering service provider and places us on the forefront of technological innovation,” he concluded.

Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, operates four shopping malls across Egypt, namely City Centre Alexandria, City Centre Almaza, City Centre Maadi and Mall of Egypt. The malls remain committed to creating great moments for everyone, every day, which includes meeting the public's demand for innovative and convenient shopping experiences by offering a service exclusive to its customers.

Philip Evans, Managing Director of West Region Shopping Malls at Majid Al Futtaim – Properties, commented "This partnership enables us to respond to the call amidst a rising demand for online services and digital transformation by providing our customers with a one-of-a-kind omnichannel platform that allows them to safely order from food and beverage outlets and collect their orders from select locations within our malls – hassle free. We are proud of our commitment to ensuring that the customer is at the center of our decision making process and will continue to look at new avenues, partnerships and methods to enhance our consumer's shopping experience."

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About Via Drive-Thru (VDT)

Via Drive-Thru was co-founded by Shady Shawky and Nadim Barsoum in 2018. The first mobile drive-thru platform of its kind in Egypt, Via offers consumers an alternative online

ordering experience that helps them save time and money on their daily commute by avoiding shop ordering queues and parking hassles. In addition, Via provides vendors with an entirely new sales channel and raises their baseline service offering to include drive-thru ordering, increasing their overall customer-reach and sales, while requiring no physical drive-thru area.

Customers use the Via mobile app to place their order which is then instantly communicated to the vendor branch they wish to purchase from. The cashier reviews and accepts the order noting the customer's arrival time for a fresh and timely delivery of the order to the customer's car. Upon arriving outside the branch, the customer signals their arrival through the app and the order is brought to their car.

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 and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion and Home retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, Crate & Barrel and Maisons du Monde. 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.