

PRESS RELEASE

Carrefour Launches its First Gourmet Store in Egypt

- The store offers customers a premium experience with over 7,000 unique, high-quality products at excellent value

Cairo, Egypt, 11 May 2022: Carrefour, owned and operated by Majid Al Futtaim in Egypt, has announced the opening of its first Gourmet store in the region at Downtown Katameya, Fifth Settlement. The new concept store aims to provide the Egyptian community with a premium experience by offering exclusive, artisanal products and seamless services.

With over 7,000 items on display, Carrefour Gourmet makes taste and refinement more accessible by specialising in fresh and gourmet products at affordable prices. The new store enhances the customer journey through innovative product displays and advanced technology, including a self-checkout system for speed and convenience.

Carrefour Gourmet was inaugurated on May 11 by Hani Weiss, Chief Executive Officer of Majid Al Futtaim Retail, Philippe Peguilhan, Country Manager of Carrefour Egypt at Majid Al Futtaim Retail and other members of the senior leadership team at Majid Al Futtaim Retail.

Philippe Peguilhan, Country Manager of Carrefour Egypt at Majid Al Futtaim Retail, commented: "We are honored to be opening the region's first ever Carrefour Gourmet store as part of our evolving mission to provide our customers with more choices whilst shopping. As pioneers in the retail industry, and with our customers at the heart of our operations, Carrefour is highly committed to delivering value through every experience, everyday whilst championing positive and productive lifestyles."

By prioritising the design concept and product value, Carrefour Gourmet showcases the brand's commitment to providing an unparalleled shopping experience. The opening of the new store is also a testament to Carrefour's continuous contributions to the local community as it seeks to drive retail forwards.

For more information on Carrefour Gourmet, please visit:
<https://www.instagram.com/carrefouregypt/>

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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 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 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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