

AL GHURAIR CENTRE TAKES ITS FIRST STEP TOWARDS ITS 2018 REVITALISATION STRATEGY BY SIGNING WITH REEL CINEMAS

75,000 SQ FT REEL CINEMAS TO BE LAUNCHED BY Q4 2018

THE ADVANCED MOVE IS BOUND TO INCREASE AL GHURAIR CENTRE'S FOOTFALL

A DEDICATED ENTERTAINMENT WING FOR A-GRADE MOVIE EXPERIENCES

Dubai, 14th March 2018: Al Ghurair Centre, the Middle East's first shopping centre, is pleased to announce the signing of a pinnacle agreement with Emaar Entertainment, to operate a new 18-screen Reel Cinemas megaplex, set to open its doors to the public in Q4 2018. Totalling 75,000 sq ft and offering world-class viewing experiences, comfort and quality, this addition to the mall's entertainment mix will elevate the popular community hub as the ultimate destination for cinema lovers in the UAE. This move represents the first step in Al Ghurair Centre's revitalisation plan, with further such announcements in the pipeline.

The theatres will be housed in a dedicated wing to ensure the perfect cinematic experience, set across two floors, with a link bridge to the mall, expanding on the retail offering. The new project will result in a total of 1,800 seats across 18 screens, utilising advanced technology providing experiences such as Platinum Movie Suites, Dine-In Cinema and Dolby Cinemas.

The new cinema wing is flanked by the Dining District that unites cuisines from around the world with numerous exclusives available only at Al Ghurair Centre making it the destination for endless dining opportunities.

Sultan Al Ghurair, CEO of Al Ghurair Properties said:

"We are excited to announce the recent signing that confirms our partnership with Emaar Entertainment. Collaborating with them will enhance our cinema experience offering world class viewing pleasure. This venture to bring Reel Cinemas to Al Ghurair Centre is bound to ensure that people from the neighbouring areas experience the very best in an accessible manner. This announcement marks the first of several key strategies and developments for the forward-thinking and community driven vision for Al Ghurair Centre and as such, represents the first step in our new revitalisation strategy."

Damien Latham, CEO of Emaar Entertainment, which owns and operates Reel Cinemas, said:

"Al Ghurair Centre has a glorious heritage of being the hub of innovative retail and leisure. The agreement to operate Reel Cinemas at this premier mall underpins the distinctive value that we bring to movie-goers and to the shopping malls where we are located. Reel Cinemas – Al Ghurair Centre will feature cutting edge innovations and refreshing viewer experiences that will delight all. With the new agreement, we are further strengthening our footprint in the UAE and beyond."

Konrad Kolankiewicz, Vice President of Al Ghurair Centre, said:

"Today marks our first step towards Al Ghurair Centre's revitalisation strategy, as we join hands with Emaar Entertainment to bring together a new entertainment aspect, Reel Cinemas. The centre being the first mall in the UAE has always consisted of a dynamic mix of offerings in retail and dining, and will now be bolstered with our new dedicated cinema wing. Our approach has always been towards constantly developing the mall and its brands by positioning it as a family destination. This milestone marks the first of many more such occasions lined up for 2018."

This key milestone is one of the first of many yet to come as part of the revitalisation strategy for Al Ghurair Centre, and underlines the fast-growing footprint of Reel Cinemas, which has set a new standard for cinematic experiences. The driving vision around the strategy is to enhance Al Ghurair Centre's mix of shopping, dining and entertainment to offer the very best for its customers.

Keep up to date with the progress @AlGhurairCentre www.alghuraircentre.com

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About Al Ghurair Centre

Al Ghurair Centre, part of Al Ghurair Investment LLC, is the first shopping mall in the GCC region consisting of a dynamic master planned residential and commercial community.

Al Ghurair Centre is prominently situated in Deira, the heart of Old Dubai. The mall is one of Dubai's leading shopping and tourist destinations and features over 350 brands, more than 50 restaurants; spread across the dining district and the food court, entertainment venues and two hyper markets.

Shoppers can treat themselves to a comprehensive mix of retail brands ranging from fashion to home décor, accessories to jewellery and much more. The shopping centre also boasts a bespoke section of traditional local brands covering various merchandise including abayas, shaylas, textiles and Arabic perfumes. The Centre is a vibrant shopping hub always buzzing with events throughout the year.

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About Emaar Entertainment

Emaar Entertainment is a leading operator of exceptional experiences that bring delight, enrich lives and 'inspire joy' for all. Defined by pioneering attractions that are unique, and transcend just entertainment or leisure, Emaar Entertainment focuses on delivering top quality entertainment, led by un-matched industry expertise. Emaar Entertainment today manages a world-class portfolio of attractions that delight millions of customers. Driving the entertainment and leisure operations at all mall developments under Emaar Malls (DFM: EMAARMALLS), Emaar Entertainment is credited with developing and managing some of Dubai's most-visited leisure attractions.

In The Dubai Mall, Emaar Entertainment showcases the immensely popular KidZania®, Dubai Ice Rink and Dubai Aquarium & Underwater Zoo; in addition to the latest mind-blowing attraction, VR Park, which opened in 2018. Emaar Entertainment also developed and manages Reel Cinemas – The

Dubai Mall and Dubai Marina Mall; as well as the region's first dine-in cinema at Jebel Ali, which will open in 2018 in association with restaurateur, Guy Fieri.

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