

PRESS RELEASE

Majid Al Futtaim raises over EGP 140,000 in partnership with Heya Masr to empower young women and children in Egypt

- *The community-first initiative was rolled out during Ramadan in Mall of Egypt, City Centre Almaza, City Centre Alexandria and City Centre Maadi*

Cairo, Egypt, May 2022: In line with its vision of bringing the community into all that it does, Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, partnered with Heya Masr this Ramadan to give back to young women and children in need. Successfully generating a total of over EGP 140,000 in donations, the initiative was rolled out across Mall of Egypt, City Centre Almaza, City Centre Alexandria and City Centre Maadi with the support of the malls' retailers, where proceeds gained from select purchases throughout the month were donated to the foundation.

For the second year in a row, Majid Al Futtaim looked to encourage positive change within the community throughout Ramadan by launching its yearly CSR initiative in partnership with Heya Masr and brands such as Dukes, House of Cocoa, La Poire and Tseppas. Majid Al Futtaim provided each of the retailers with a space to sell oriental sweets, where 20 percent of the sales generated were donated to the foundation.

Commenting on the initiative, Hanny El Messiry, Managing Director of West Region Shopping Malls at Majid Al Futtaim – Properties, stated: “At Majid Al Futtaim, we believe it is our role to provide a platform that helps to encourage our community to give back. By launching initiatives like this wherever and whenever possible, and through our partnerships with impactful organisations such as Heya Masr in Ramadan, we are able to come together to instigate positive change and create an impact. We look forward to continuing to make initiatives like this accessible to the community, all in line with our mission to create great moments for everyone, everyday.”

Heya Masr is a foundation that targets women and children between the ages of six and 18, providing them with the needed support to overcome unfortunate circumstances and restore their self-confidence to become more independent.

Moody Demetry, Founder and Director of Heya Masr, added: “The gender inequality gap in Egypt remains huge. Annually, 200,000 impoverished girls and young women in Egypt must drop out of school to get married at a young age, gain immediate employment and carry out domestic labor to meet family needs. When in school, they can often face gender bias, sexual harassment and bullying. Majid Al Futtaim and the tenants involved in this initiative will help enable Heya Masr to provide community-based programs to girls, young women, and their mothers within a safe and nurturing environment. The public's generosity also contributes to our facilitators' training that offers exceptional educational opportunities.”

Demetry continued: "Our educational programming helps restore their sense of dignity and pride by building their self-confidence, empowering them both mentally and physically. Increased self-confidence, literacy, leadership skills, health and community engagement are a few of our program benefits that look to provide young girls and mothers with essential skills to overcome social challenges. We believe that if mothers are educated on the significance of gender equality, nutrition, early marriage, bullying, and the dangers of sexual harassment, they will commit to investing in educating their children and impacting their future in a positive manner for generations to come."

The initiative was launched at Majid Al Futtaim's four malls in Egypt on April 4, 2022 and will run throughout the duration of the holy month.

For more information, please visit www.mallofegypt.com, www.citycentrealmaza.com, www.citycentrealalexandria.com, www.citycentremaadi.com and www.heyamasr.org.

- Ends -

Media Contact:

Menna Anis

M: (+20)1225555005

E: menna.anis@ogilvy.com

Nada Daoud

M: (+20)1099678749

E: nada.daoud@ogilvy.com

Moody Demetry:

M: +1 774 265 0157

E: founder@heyamasr.org

Heba Samy

M: +201010923214

E: heba.samy@heyamasr.org

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 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.

https://maf.am/Majid_AI_Futtaim_EN

Please follow us on

-  <https://www.facebook.com/MajidAlFuttaim>
-  <https://www.instagram.com/majidalfuttaim>
-  <https://www.tiktok.com/@majidalfuttaim>
-  <https://www.youtube.com/user/majidalfuttaim>
-  <https://twitter.com/majidalfuttaim>
-  <https://www.linkedin.com/company/majid-al-futtaim>
-  <https://majidalfuttaim.medium.com/>

Please follow Heya Masr on

-  <https://heyamasr.org/>
-  facebook.com/heyamasr
-  <https://www.instagram.com/heyamasr/>
-  <https://twitter.com/heyamasr?lang=en>
-  <https://www.linkedin.com/company/9484620/admin/>