

Majid Al Futtaim Launches AI Powered Carrefour City+ The Region's First Check-Out Free Store

- *Carrefour City+ offers customers a fast, seamless and contactless shopping experience*
- *From start to finish, the new store explores a holistic approach to Artificial Intelligence*
- *Customers simply pick their products and walk-out with no staff interaction or checkout*

Dubai, UAE, 6th September, 2021: Majid Al Futtaim – the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia – is setting new precedents for retail with the launch of the region's first check-out free store, Carrefour City+. Opened today in Mall of the Emirates, the new convenience store provides a fast, seamless and contactless experience using cutting-edge, artificial intelligence technology. Customers use their phones to access the store, pick their desired items and simply walk out without having to queue and pay at the cash register.

Carrefour City+ was inaugurated by His Excellency Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications, Alain Bejjani, Chief Executive Officer of Majid Al Futtaim Holding and Hani Weiss, Chief Executive Officer at Majid Al Futtaim Retail.

Store access and shopping payment is enabled via the current MAF Carrefour App. Once inside Carrefour City+, every item picked up by customers will then be automatically added to a digital shopping basket and the purchase will be completed by simply walking out. Not only is the shopping journey faster, but also completely contactless, with no store staff interaction necessary.

“Carrefour City+ has been designed to make life easier by using technology to remove friction and enhance the retail experience,” revealed Hani Weiss, Chief Executive Officer at Majid Al Futtaim Retail. “The store represents a huge leap forwards for retail in the UAE and region as Carrefour continues to innovate to meet the needs of the present whilst anticipating future shopping trends.”

A first for Carrefour worldwide, City+ deploys artificial intelligence and state of the art technology to identify thousands of products with pinpoint accuracy, improving inventory management and

simplifying shopping for customers. Carrefour City+ stocks over 1,300 items including snacks, beverages, packaged food and food-to-go meals as well as basic essentials. It can easily be found near the entrance of the Mall of the Emirates Metro Station link for anyone wishing to try the world's most advanced, 'simply walk out' shopping technology.

Carrefour City+ is a prime example of the role of the private sector in supporting the UAE's Fourth Industrial Revolution (4IR) Strategy to become a leading global hub and an open lab for 4IR application. It is also in line with the UAE Artificial Intelligence Strategy that aims to make the UAE the first in the field of AI investments and applications in various sectors. Having established a reputation for innovation, modernity and technology, this retail revelation from Majid Al Futtaim contributes to the UAE's transformation into an international technology hub as the government takes concrete steps towards establishing a strong, digitally enabled economy.

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About Carrefour

Carrefour was launched in the region in 1995 by UAE-based Majid Al Futtaim, which is the exclusive franchisee to operate Carrefour in over 30 countries across the Middle East, Africa, and Asia, and fully owns the operations in the region. Today, Majid Al Futtaim operates over 375 Carrefour stores in 17 countries, serving more than 750,000 customers daily and employing over 37,000 colleagues.

Carrefour operates different store formats, as well as multiple online offerings to meet the growing needs of its diversified customer base. In line with the brand's commitment to provide the widest range of quality products and value for money, Carrefour offers an unrivalled choice of more than 500,000 food and non-food products, and a locally inspired exemplary customer experience to create great moments for everyone every day. Across Carrefour's stores, Majid Al Futtaim

sources over 80% of the products offered from the region, making it a key enabler in supporting local producers, suppliers, families and economies.

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 375 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 500 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, Maisons du Monde, 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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