

Hypermax, a new Grocery Retail Experience Launches in Jordan

- The new grocery retail brand combines seamless customer experience, high-quality local products and competitive prices.

Amman, Jordan – 5th November 2024: Today marks the launch of Hypermax, a new grocery retail brand in the Hashemite Kingdom of Jordan. The new retail brand will provide a wide selection of top-quality products at competitive prices, value-for-money offers and a consumer friendly, modern shopping experience at 34 locations across the Kingdom.

The new grocery retail brand, owned and operated by the Arab grocery retailer, Majid Al Futtaim, will be the country's largest provider of locally sourced fresh produce and products in one location. Leveraging partnerships with over 500 farmers, suppliers and SMEs based in Jordan, Hypermax will play an important part in supporting communities, the economy and the Kingdom's growth agenda. The brand's commitment to the sourcing of local products ensures a healthy, more sustainable, and inclusive ecosystem for its stakeholders.

Placing customers at the heart of its operations, Hypermax will offer a modern and convenient shopping journey, both in-store and online, while continuing to enhance its services and deliver exceptional value to customers nationwide. Additionally, Hypermax will extend special deals that cater to the needs of individuals and families across the Kingdom, alongside a convenient and user-friendly online shopping experience and customer-tailored loyalty programs that present customers with an array of benefits, adding value to every purchase and offering tailored promotions and rewards.

The new retail chain made up of hypermarkets, supermarkets and convenient stores stands out with its extensive product range of high-quality products at competitive prices and diverse offerings, all backed by rigorous quality controls and a commitment to customer satisfaction. Hypermax is set to become the go-to shopping destination for all Jordanians.

-Ends-

About Hypermax

HyperMax, independently owned and operated by Majid Al Futtaim, is an all-new grocery retail brand recently launched in Jordan, featuring a chain of 34 hypermarkets across the Kingdom. HyperMax offers a wide selection of top-quality products at competitive prices, along with value-driven promotions and a modern shopping experience across the Kingdom.

Setting itself apart, HyperMax offers a diverse range of products, focusing on locally grown and sourced goods that showcase the best of what Jordan has to offer. Additionally, HyperMax combines unmatched value with the convenience of an easy-to-use online shopping platform and a customer-focused loyalty programme.

Founded in 1992, Majid Al Futtaim is an Emirati-owned, diversified lifestyle conglomerate operating across the Middle East, Africa and Asia. The Group 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 region's most respected businesses, employing more than 43,000 people, with owned assets valued at US\$19 billion and has the highest credit rating (BBB) among privately held corporates in the region. Majid Al Futtaim owns and operates 29 shopping malls, seven hotels and five mixed-use communities, welcoming more than 600 million customers through its doors every year.

For more information, visit www.hypermax.com.jo

This press release has been distributed by Bidaya Marketing Communications on behalf of Hypermax.

For more information or assistance, please contact us at:



Tel: +962 6 585 4002/6

Fax: +962 6 585 3001

P.O. Box: 930391, Amman 11193, Jordan

Email: bidayamedia@bidayamarcom.com