



كايرو فيستيڤال سيتى مول
Cairo Festival City Mall



FESTIVAL AVENUE

AT CAIRO FESTIVAL CITY MALL

*A Luxury Expansion about to
Redefine Cairo's Retail Scene*

01

Word from the Vice-Chairman



As a privately-owned company guided by an entrepreneurial spirit, Al-Futtaim always takes a long-term view of the market by planning for the future. We believe that sustainable success requires uncompromising commitment. Through our inherent customer-centric approach and persistent pursuit of perfection we are committed to continuously diversifying our offering to be able to deliver on our promise – to provide quality products and services that enrich people’s lives and aspirations each and every day. The retail sector in Egypt has witnessed tremendous growth in the last few years. We are a keen contributor to the macro environment in Egypt and will remain a committed partner in the progress of the country through continuous investments

to strategically spread our diverse portfolio’s assets to meet consumer demand. Our goal is to help strengthen the position and identity of the Cairo Festival City Mall brand as a true retail and entertainment destination in Egypt. This will in turn support the country in increasing its competitiveness as a tourist attraction.

Since the inception of Cairo Festival City Mall in 2013, it has become a gateway to New Cairo seen as a key go-to lifestyle and entertainment destination, setting the standard of retail in Egypt. It is due to the success, popularity, and impact of the mall, that led us to invest in this expansion of the all-new Festival Avenue which will be a major contributor to the reconstruction of New Cairo. Once opened in 2023, Festival Avenue will cement our position as a leading developer of malls and the retail experience in the MENA region, supporting our vision to create distinctive retail concepts.

As a group, we never lose sight of our comprehensive strategy of becoming the ideal partner for global brands. We will continue to strive to attract regional and international brands specialized in all fields, by providing an excellent environment for partnership and working with them to provide the finest shopping experience for customers.

We thank you for your continued trust in Al-Futtaim.
We hope you enjoy all we have to offer.

Omar Al-Futtaim
Vice-Chairman

02

*Al Futtaim
Group*



Ranked by Forbes
**THE BIGGEST PRIVATE
COMPANY IN THE ARAB WORLD.**



Established in the 1930s as a trading business, Al-Futtaim is one of the most progressive regional business houses headquartered in Dubai, United Arab Emirates. Al-Futtaim employs in excess of 42,000 people and operates in 30 countries through more than 200 companies. The Group has significantly expanded its business operations through a strategic acquisition plan and has entered a number of new territories, increasing its footprint beyond the GCC and Greater Middle East to encompass, Asia

and East Africa. Structured into four operational divisions; automotive, financial services, real estate and retail, the success of Al-Futtaim is attributed to proactively managing change whilst upholding the values of respect, excellence, collaboration and integrity. The majority of businesses, built on a portfolio of world leading brands, dominate their sector.

85 YEARS
OF SERVICE

42,000
EMPLOYEES

100
NATIONALITIES

200
COMPANIES & BRANDS

30
COUNTRIES

Al-Futtaim Malls

Al-Futtaim Malls is the leading expert in development and asset management, specializing in retail-led super regional malls spread in prime locations across MENA and beyond. Our portfolio has encompassed more than seven million square meters of retail space across four malls in the region.

With strong expertise in Retail Mall Design and Development, Asset Management, Marketing, Leasing, Facility Management across the MENA region, we deliver exciting shopping environments for customers of all backgrounds. We continue to expand our global footprint with new properties that are under development.

Our Sustainable Approach

We create sustainable revenue growth and value enhancement for investors, whilst delivering exceptional experiences and engaging shopping environments for our customers.

OUR OTHER REGIONAL MALLS



Doha Festival City



Festival Plaza



Dubai Festival City Mall



03

*A Glimpse
About Egypt*



Years of **CIVILIZATION**

A seven-thousand-year-old civilization that grips imagination and touches the soul. Strategically located amidst the Nile Valley, the Red Sea; White Mediterranean and the Western Desert, Egypt is a culture of exploration and adventure with a heritage of tourism.

International Monetary Fund *“Future performance expectation, the most prominent indicators of the Egyptian economy.”*

“It is expected that the outperformance of the Egyptian economy will continue.”

Fitch

Standard Chartered

“Egypt is expected to lead the growth rates in the Middle East and North Africa region in 2022.”

Oxford

“The high-end and upper-middle-income niche has been another consistent bright spot in the market, particularly with the many new-build & greenfield projects in the compound segment.”

Business Group

World Bank

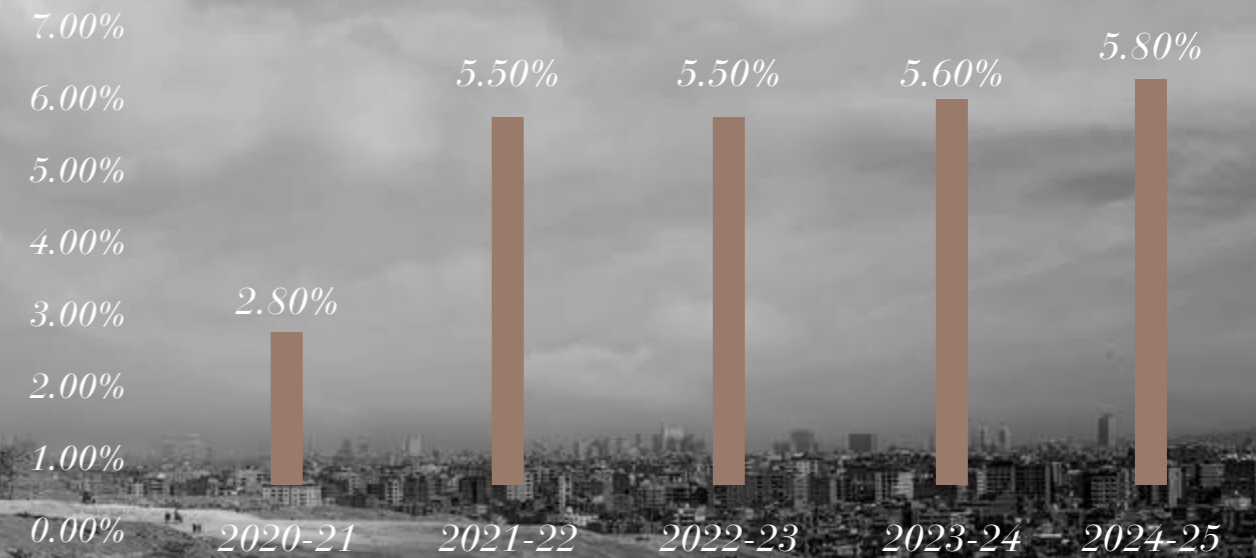
“Egypt GDP growth is expected to rise from 3.3 percent in FY 2020/2021 to 5 percent in FY 2021/2022.”

Economy Status **& GROWTH**

IMF October 2021

“Egypt is among the few emerging markets that maintained positive GDP growth in 2020/2021.”

THE RATE OF
ECONOMIC GROWTH



Growth rate goals are estimated to exceed expectations of 2.8% in 2020-2021, with most sectors of the Egyptian economy recovering.

Tourism Potential

AN INDUSTRY THAT NEVER SLEEPS

Following the worldwide Covid-19 outbreak, the Egyptian government implemented and executed a strategic plan to guarantee an influx of tourism numbers and revenue. According to the Treasurer of the Cultural Tourism Association, it is expected that the Egyptian tourist flow recovers by autumn of 2022 reaching its peak during 2023 and 2024. A \$6 billion tourism revenue is expected from 2021 to 2022.

Following the opening of the National Museum of Egyptian Civilization, inaugurated by the sensational Pharaoh's Golden Parade, a series of museum openings are to follow in 2021 and 2022 such as Sphinxes Avenue and the Grand Egyptian Museum.

Cairo Festival City Mall stands as the optimum shopping destination for the tourism and entertainment industry. A one-stop retail destination that complements the cultural revival from ancient civilization to modern day society.

TOURISM REVENUE



Significant Boost of luxury hotels offerings through multimillion projects that set to open by 2023, according to EHA 100,000 rooms to be completed by end 2021

04

*Cairo
Festival
City*

A Strategic Location IN THE CENTER OF LIFE

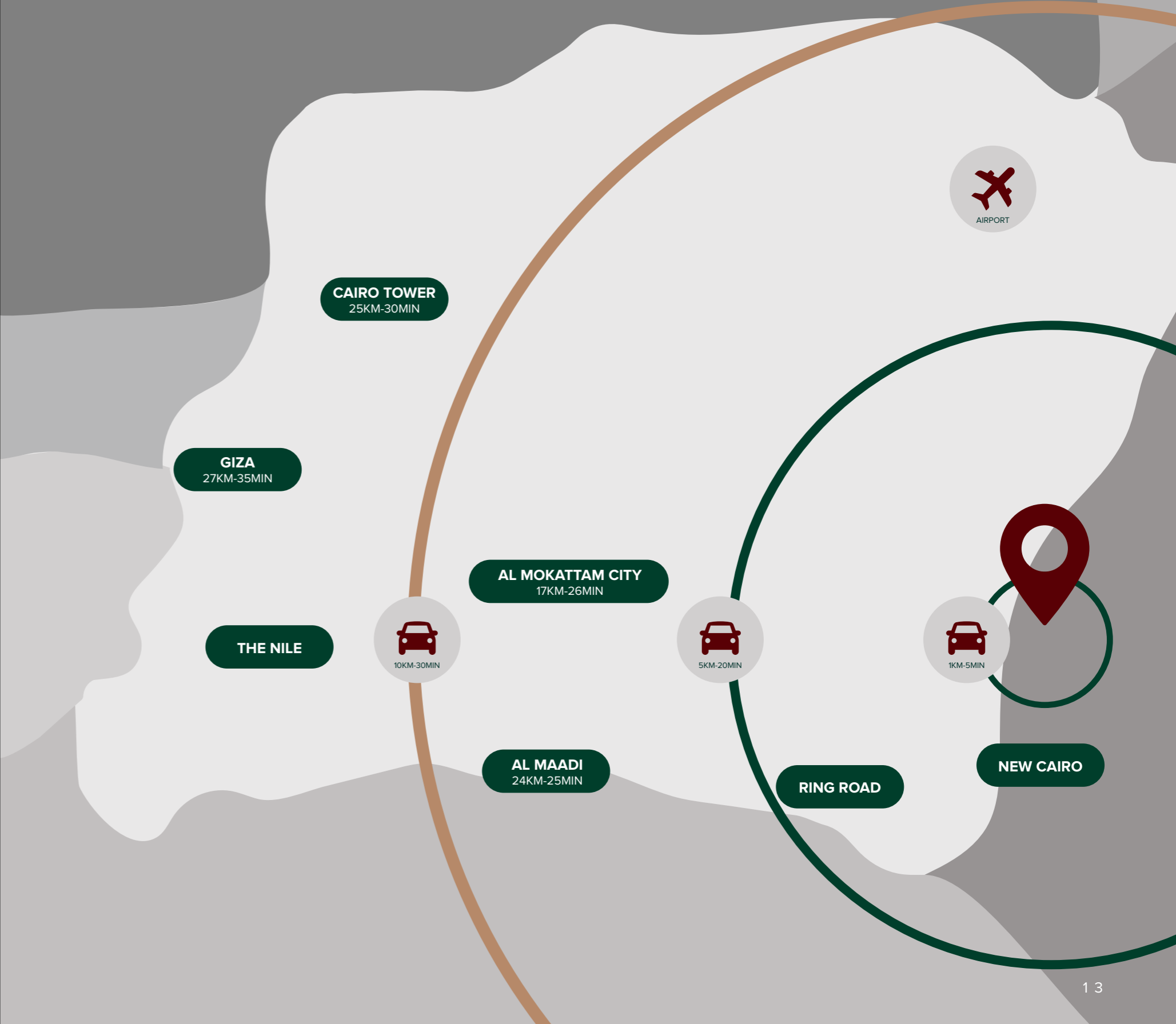
The contours of the megacity have changed and grown eastwards, attracting millions of new residents. Cairo Festival City is at the heart of this advancement, accessible to leafy modern suburban towns such as Maadi, Heliopolis and Nasr City. A well-developed network of routes connects it to the cities of Alexandria and Suez.

20 MINUTES
FROM CAIRO INTERNATIONAL AIRPORT

7.09 MILLION
POPULATION IN THE PRIMARY & SECONDARY TRADE AREAS

30 MINUTES
FROM CAIRO TOWER

15% PER ANNUM
POPULATION GROWTH RATE IN NEW CAIRO CITY





A RESIDENTIAL & COMMERCIAL *Destination of Choice*

Spread over three million sqm, Cairo Festival City is the ultimate mixed-use development with a strategic location at the gateway of New Cairo. Featuring world-class standards in residential, business, retail, dining, leisure and entertainment. The city includes spectacular villas and apartments, shopping areas, dining and entertainment destinations, prime office spaces, international schools, automotive showrooms and beautifully landscaped oases of calm.

3 MILLION SQM

TOTAL AREA

10,000 RESIDENTS

UPON COMPLETION

2,000+

VILLAS & APARTMENTS

**INTERNATIONAL
EDUCATION**

AMERICAN INTERNATIONAL SCHOOL

380,000 SQM

COMMERCIAL OFFICE BUILDINGS

15,000+

**OFFICE EMPLOYEES
UPON COMPLETION**

**AUTOMOTIVE
PARK**

**INCLUDING HONDA,
TOYOTA & LEXUS**

Exclusive Office Spaces
**HOME TO WORLD
RENOWNED BRANDS**

A few of the most admired and highly recognized international companies that call Cairo Festival City's Business Office's home.

Pfizer

Allianz

Siemens

Ernst & Young

PepsiCo

Red Bull

Proctor & Gamble

Roche

Air France

Amazon

Johnson Wax

Hilton



05

Cairo

Festival

City Mall

Welcome to **EGYPT'S #1 SHOPPING MALL**

Cairo Festival City Mall epitomizes the spirit of celebration. It's the place where every moment counts, where larger than life experiences unfold every day, and where joy is found in even the smallest of interactions. Home to a diverse retail mix of shopping, dining, entertainment and events, the mall offers the perfect setting for the people of Cairo to make the most of their leisure hours.

170,000 SQM
GROSS LEASING AREA

310+ STORES **50+** CAFES & RESTAURANTS

IKEA
HOME TO THE FIRST STORE IN EGYPT

7,000
PARKING SPACES

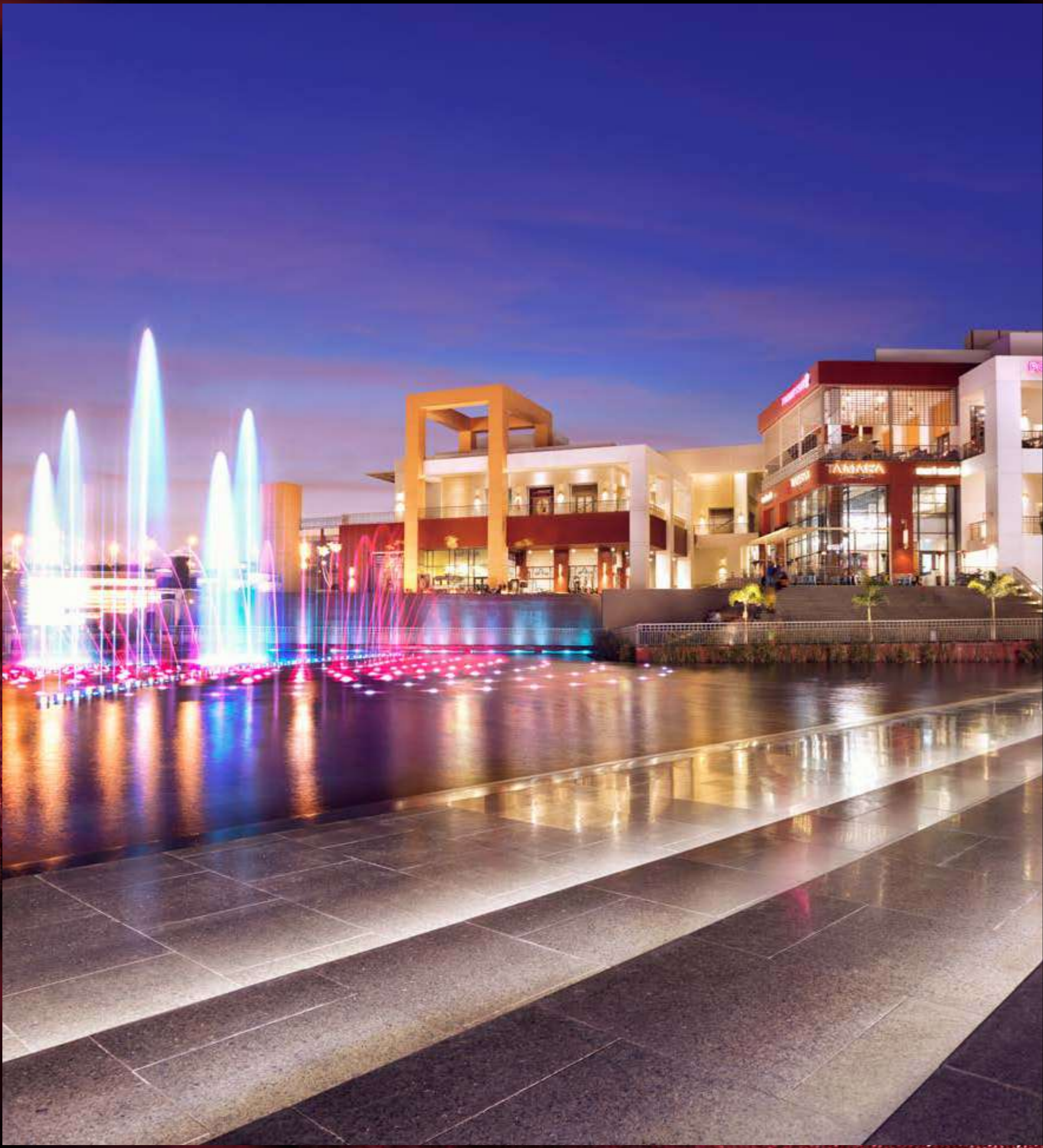
2,000 SEAT
FOOD COURT

FESTIVAL AVENUE
NEW LUXURY EXPANSION TO OPEN IN 2023

24 MILLION
ANNUAL FOOTFALL

4 ENTERTAINMENT
RETAILERS





Prestigious Awards **THAT MIRROR SUCCESS**

Our awards mirror our success stories and are a true testament to our first-class services and offerings.



MECSC Awards:
- MENA Silver Award 2018
- NOI Excellence Award 2019
- Sales Promotion & Events Award 2019



BT100 Awards:
- Leading Innovation & Creativity 2017-2018
- Innovation and Marketing Leadership 2019



Travelers' Choice Award
for 2017, 2018, 2019 & 2020



The Global RLI Awards
"Best Future Project 2009"

Marketing & PUBLIC RELATIONS

At Cairo Festival City Mall, our brands and our customers always come first. Our strategic consumer-centric strategies are an essential building block in making Cairo Festival City Mall Egypt's number one. Through interactive 360 marketing and public relations campaigns that bring forward proactive PR, international events, influential collaborations, crafted promotions and a CRM driven website, our strategy attracts the correct target clients and generates the right footfall and tenant sales.

*More than 1.6 MILLION followers
on our social media platforms.*

Festival CARES

As a vital part of our overall growth strategy, at Cairo Festival City Mall we are committed to giving back to society and the environment. Our Festival Cares program has centralized community shared values, as a priority, over the years to ensure that Egyptian societies are growing and developing sustainably. From releasing indebted mothers and supporting women's initiatives, empowering them to become leaders of the community, to supporting orphans and less economically developed villages and families that need financial and food support.

A glimpse of our support to society includes an Education for All program which provides a new alternative education model "Community Schools" to increase enrollment for basic education in rural areas in Upper Egypt. In collaboration with Green Minds, ISO 14001:2015, a new Waste Management Program generates the collection and recycling of wastes to manufacture irrigation pipes, bags, and fertilizers.



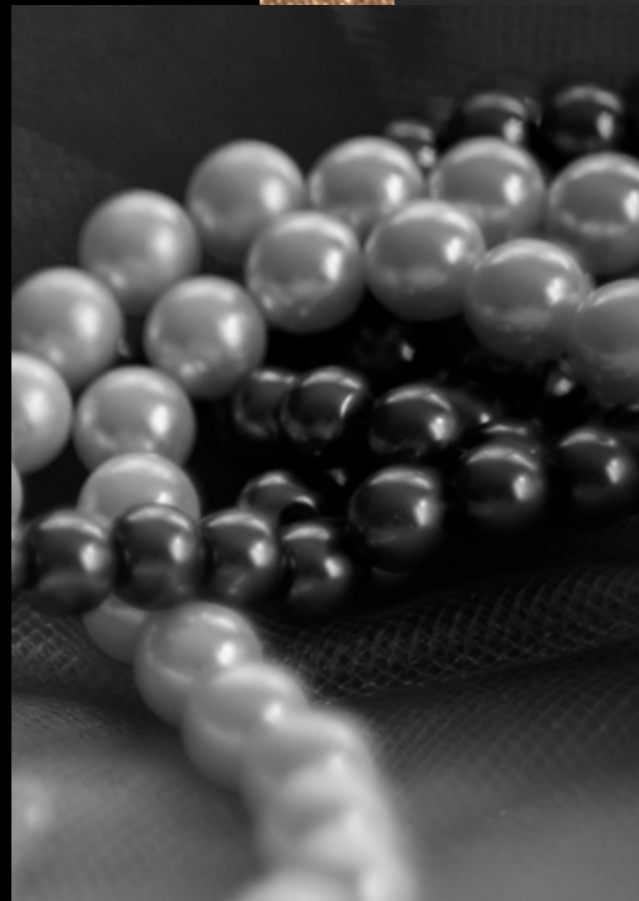
07

*Festival
Avenue*

Cairo's Luxury Fashion Market
IS ABOUT TO CHANGE

Egypt's number one retail address and commercial center point is about to change everything we've come to know about luxury and retail combined. Where fashion and luxury is celebrated. Festival Avenue will house a number of world-renowned first-time luxury brands in Egypt and Africa.

Welcome to Festival Avenue.
Where a whole new celebration awaits.



Cairo Festival City Mall is Getting **BIGGER, BOLDER & BETTER**



Spanning over 45,000 sqm, Festival Avenue will soon take Cairo Festival City Mall's celebratory experience to the next level of luxury and fashion. Set to be Cairo's ultimate fashion forward destination welcoming international renowned brands, this top-of-the-line extension will open its doors in 2023 introducing a series of 80 first-to-the-market luxury men's and women's fashion brands together with jewelry and watch brands that will call Festival Avenue their first address in Egypt.

Festival Avenue will also offer an entertainment destination for all ages and an assortment of restaurants with indoor and alfresco outdoor seating.

A New Platform of
LUXURY RETAIL

45,000 SQM
SITE AREA

FIRST-TO-MARKET
LUXURY BRANDS

ALL-NEW UNIQUE
OUTDOOR SPACE

ELEVATED
ENTERTAINMENT COMPLEX

80
NEW STORES

22,000 SQM
GROSS LEASABLE AREA

FIRST
INTERNATIONAL
FOOD HALL

DISTINCT RETAIL
CONCEPTS

ALFRESCO DINING
EXPERIENCES

Additional Specs

- Simple circulation patterns and seamless integration with existing mall including transport infrastructure
- Innovative Retailing Design & shopfronts with accessible & convenient parking
- Perfect for leisure, family entertainment, lifestyle & mid/high-end retail



FESTIVAL AVENUE



VOGUE

VOGUE **FESTIVAL AVENUE**
AT CAIRO FESTIVAL CITY MALL
CAIRO FASHION EXPERIENCE

Partnerships with LEADING FASHION NAMES

International partnerships and collaborations allow for exceptional experiences and trend-setting initiatives. The first-of-its-kind strategic partnership and collaboration with Vogue Italia allows Al-Futtaim Malls to revolutionize Egypt's retail experience beyond merely shopping by creating an added value to the fashion ecosystem. Set to be Cairo's ultimate fashion forward destination welcoming international renowned brands, together, Festival Avenue and Vogue Italia commences Egypt's first International Fashion Talent Scouting Project; Cairo Fashion Experience.



FESTIVAL AVENUE



First Class

EXCLUSIVE SERVICES

At Festival Avenue, luxury is not just about the brand, every part of your experience mirrors exclusivity. From a concierge service to VIP Valet, enter Festival Avenue and leave everything else to us.

CONCIERGE SERVICES

TAKING YOUR RETAIL EXPERIENCE TO A WHOLE NEW LEVEL, THIS SERVICE OFFERS PERSONALIZED TREATMENT TO ENSURE A CAREFREE SHOPPING & LEISURE EXPERIENCE.

DIGITAL EXPERIENCE

STATE-OF-THE-ARTS TECHNOLOGY

FESTIVAL CITY GIFT CARD

WITH OVER 100 EXCLUSIVE OFFERS, THE FESTIVAL CITY MALL GIFT CARD CAN BE USED FOR PRACTICALLY ALL THINGS! SHOPPING, DINING, ENTERTAINMENT, HOTELS AND MORE.

VIP VALET

AND CUSTOMER SERVICES

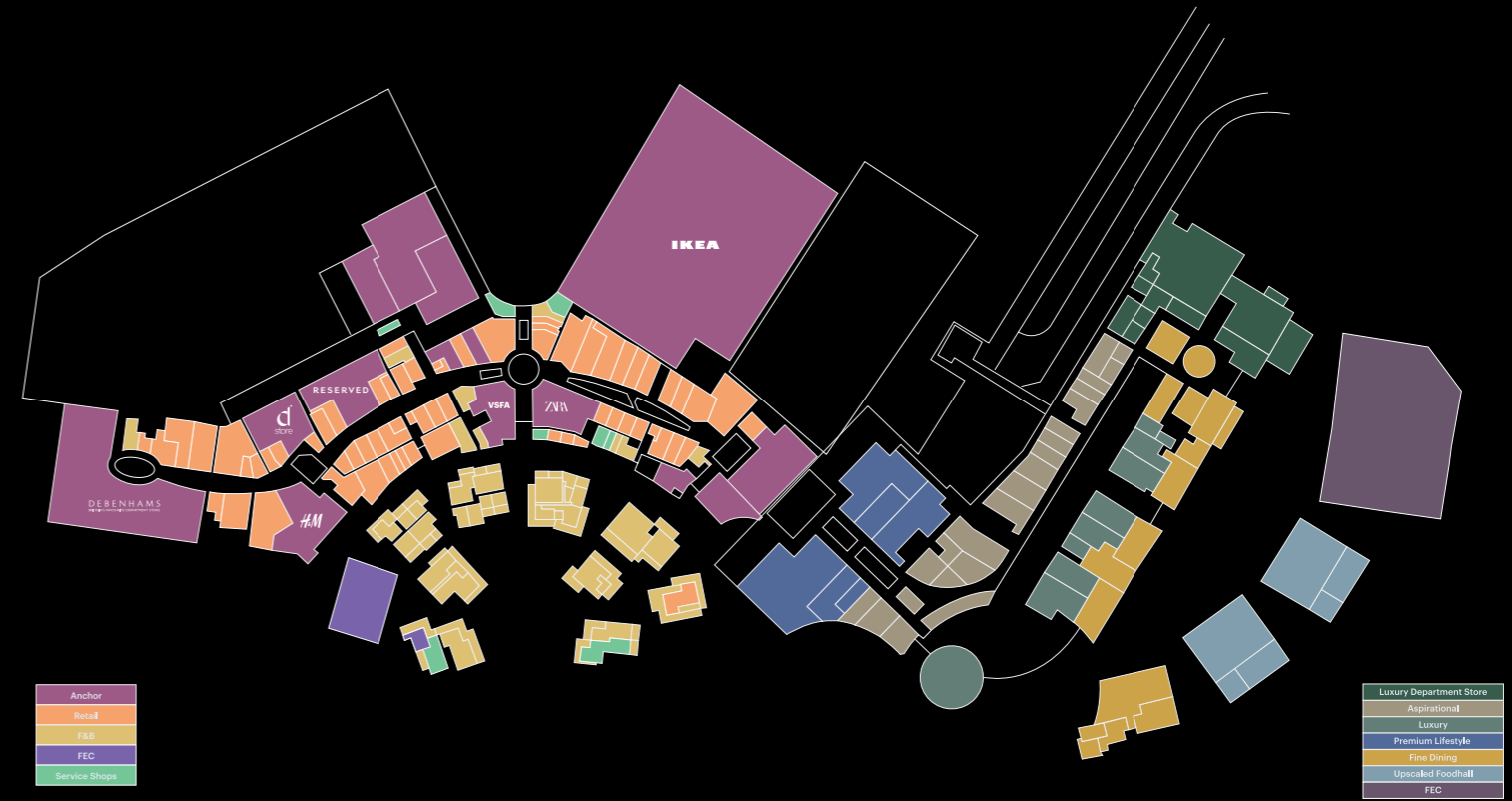
FESTIVAL AVENUE

Floor Plans

Ground Floor



First Floor



FESTIVAL AVENUE

JOIN THE MAGIC & THE CELEBRATION

Contact Us

Karim Balsha

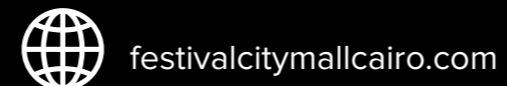
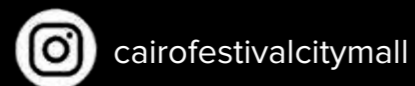
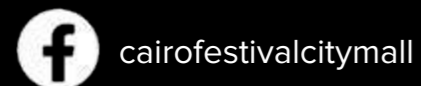
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