



VOX Cinemas Signs with Movio's *Movio Cinema*

Leading Exhibitor in the Middle East Partners with Global Leader in Marketing Data Analysis and Insights

London, UK; August 18, 2015 – Movio, the global leader in marketing data, analysis, insights, and campaign creation and management for theatrical exhibitors, studios and film distributors, is delighted to announce the signature of VOX Cinemas, the largest and fastest growing cinema exhibitor in the Middle East, for its *Movio Cinema* platform. VOX Cinemas, a brand owned and operated by Majid Al Futtain Cinemas, will use *Movio Cinema* to further develop and boost its loyalty programme. *Movio Cinema* makes it faster and more cost-efficient for exhibitors to analyse their data and execute personalised campaigns to their customers. The news was announced today by Sarah Lewthwaite, Movio's Strategic Partnerships Director for the EMEA Region, and Michelle Walsh, Marketing Director for VOX Cinemas.

"Sarah Lewthwaite and the Movio team made sure that we understood the full power of the *Movio Cinema* platform but also spearheaded the construction of our new loyalty programme based on and best industry practices," said Ms. Walsh. "Movio is genuinely interested in helping VOX achieve its strategic goal: to deliver the best in cinema experiences and create great moments for moviegoers in the Middle East. We already foresee the benefits of *Movio Cinema* for our customers."

"We're thrilled that VOX Cinemas will be working with *Movio Cinema* to enhance its bespoke loyalty programme," said Ms. Lewthwaite. "VOX is not only the biggest cinematic force in UAE, Oman and Lebanon, it is also leading the market in technology and cinematic innovation. Movio will help them maximise that leadership position by forging an even deeper bond with their customers, thus guaranteeing maximum financial returns."

Reflecting the company's commitment to innovative leadership, VOX recently announced a partnership with IMAX to bring its next-generation digital laser projection system will be launched as part of a completely new development of their flagship VOX Cinema located within the landmark Mall of the Emirates in Dubai. In addition, VOX holds the exclusive rights to 4DX in the Middle East, a concept out of CJV in Korea that offers a complete sensory experience and lends itself perfectly to high-action movies for a fully immersive experience.

About Majid Al Futtaim Cinemas

VOX Cinemas is the Middle East's most innovative and customer-focused cinema experience. VOX Cinemas is owned and operated by Majid Al Futtaim Cinemas, which is the cinema arm of Majid Al Futtaim, the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa. With 154 screens currently across the region, including 122 screens in the UAE, 15 screens in Lebanon and 17 screens in Oman, VOX Cinemas is now the Middle East's largest and most rapidly growing cinema exhibitor. In 2014, the company announced a 1 billion dirham investment in cinemas that will see the company expand to operate over 500 screens in 8 countries by 2018.

Tailoring every cinema location to the surrounding market place and customer preferences, VOX Cinemas offers a mix of cinema concepts including its luxury VOX GOLD experience, its VOX Plus premium experience, an immersive VOX 4DX experience, the big screen cinema VOX MAX experience, its myVOX private cinema experience and its 3D cinema experience.

Website: www.voxcinemas.com

Note to Editors: 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, retail and leisure pioneer across the Middle East and North Africa (MENA).

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 13 international markets, employing over 27,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 17 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, City Centre malls, and also four community malls which are in joint venture with the Government of Sharjah. The Company holds exclusive rights to the Carrefour franchise in 38 markets across Middle East, Africa and Central Asia, operating a portfolio of over 60 hypermarkets and over 70 supermarkets in 13 countries.

Majid Al Futtaim operates 143 VOX Cinema screens and 18 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai, among others. The Company launched the first LEGO-certified store in the Middle East and is parent to the consumer finance company issuing 'Najm' credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, Juicy

Couture and Halston Heritage, and a healthcare business. In addition, Majid Al Futtain launched Enova, a facility management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also operates in the food and beverage industry through a partnership with Gourmet Gulf.

Website: www.majidalfuttain.com

Twitter: [@majidalfuttain](https://twitter.com/majidalfuttain)

LinkedIn: www.linkedin.com/company/majid-al-futtain

About Movio:

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios. A company of Vista Group International Ltd (NZX:VGL, ASX:VGI), Movio's mission is to revolutionise the way the film industry interacts with moviegoers. Our flagship product, Movio Cinema holds comprehensive marketing data covering 21 percent of cinema screens worldwide (15,970 screens). Movio maintains real-time, authoritative data on the loyalty activity and transactions for many of the world's biggest cinema chains, and captures the behaviour of 30 million moviegoers. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

Website: www.movio.co

Twitter: [@MovioHQ](https://twitter.com/MovioHQ)

LinkedIn: www.linkedin.com/company/movio

Press Contacts

Movio:

London, UK

Sarah Lewthwaite

sarah@movio.co

+44 208 634 5322

Auckland, New Zealand

Christelle Blanchet

christelle@movio.co

+64 9 972 0093

US Public Relations:

Maggie Begley / MBC

maggie@mbcprinc.com

+1 310 390 0101

VOX Cinemas:

Weber Shandwick Dubai

Angelina Hedra

ahedra@webershandwick.com

+971 4 445 4216