



Cairo Festival City Mall



 Al-Futtaim malls



CAIRO FESTIVAL CITY MALL'S LOCATION EDGE IN CLOSE PROXIMITY TO SUCCESS

Pinned on the path to growth

Strategically situated to the east of Cairo's Ring Road, Cairo Festival City is easily accessible to neighborhoods such as Maadi, Heliopolis, and Nasr City, as well as through a well-developed network of other major routes, providing access from Alexandria and Suez.

Just 30 minutes from downtown, 20 minutes from Cairo International Airport, and with a remarkable 15% per annum population growth rate in New Cairo City, Cairo Festival City Mall places your business at the center of dynamic opportunities.

In addition to its prime location, CFCM's tactical location boasts impressive metrics, including a substantial **EGP 45 billion** main trade area retail spend.

With a thriving population of **2.5 million** people within the primary and secondary trade areas and an astonishing **4.7 million** people in the tertiary trade area, it offers a vast and diverse customer base. Moreover, a forecasted 50%+ increase in the next decade for the primary trade area and a significant 70%+ spend per capita over the Greater Cairo average in the primary trade area, highlight its unmatched potential for business growth and success.



LIFE IN PERFECT HARMONY

AN ALL-ENCOMPASSING COMMUNITY

Nestled across a sprawling **three million square meters (700 acres)**, Cairo Festival City emerges as a visionary mixed-use urban oasis that beckons to enterprises and citizens alike. This dynamic community raises the bar by seamlessly blending a diverse array of amenities and attractions, catering to both residents and visitors.



Cairo Festival City

CAIRO FESTIVAL CITY THE PRIME LOCALE

Located in the heart of New Cairo, Cairo Festival City Mall isn't merely a shopping destination; it's an all-encompassing set of experiences.

Cairo Festival City Mall serves as the vibrant nucleus of the **Cairo Festival City Community**, enveloped by top-tier amenities, including shopping, dining, educational, commercial, and modern living spaces.



Oriana IV - Cairo Festival City

Envisioned to house over **10,000 residents** upon completion, this thriving hub comprises 897 meticulously designed villas and 1,317 contemporary apartments that epitomize the highest standards of modern living.

Cairo Festival City's appeal extends beyond mere living spaces. It offers an inclusive, integrated community where every convenience is at your doorstep. Imagine strolling within the walkways and greenery of Cairo Festival City, seamlessly connecting you to your little one's school, the mall, your office, the club, and even your children's weekend activities.



The Podium - Cairo Festival City

At the heart of it all lies a world-class business district, offering prime office spaces to cater to every professional need. The community is also home to international schools, daycare, and nursery facilities, ensuring a holistic and world-class educational experience.

For travelers and visitors, Cairo Festival City boasts accommodation options for both business and leisure, with a range of hotels to choose from. This beautifully landscaped and integrated community sets new standards in opulence, convenience, and the vibrancy of urban living, making it an irresistible prospect for businesses and investors seeking premium opportunities.



Business District - Cairo Festival City

CAIRO FESTIVAL CITY MALL LIMITLESS OPPORTUNITIES

Since its establishment in 2013, Cairo Festival City Mall has ascended to become the premier shopping and entertainment hub at the heart of Cairo Festival City, earning recognition across various business and retail award boards.

Over the past decade, it has gathered 14 total accolades, including the recent “Maxi award for Cairo Fashion Experience” bestowed by ICSC in 2023, solidifying its status as a distinguished destination.



Cairo Festival City Mall



Cairo Festival City Mall

Cairo Festival City Mall offers its partners an unparalleled opportunity in Egypt's thriving retail landscape. With a vast **160,000sqm** of gross leasing area

ZARA

H&M

POLO
RALPH LAUREN

A|X
ARMANI EXCHANGE

it hosts over

300 stores, including Egypt's very first flagship IKEA store. With other renowned fashion brands and many more, it ensures a diverse and energetic shopping environment.

Cairo Festival City Mall
is also a culinary haven with a

1,400 seat

food court and over

50 restaurants

in the outdoor dining precinct, called,
'The Village', offering a wide array of
indoor and outdoor dining experiences.



The Village, Cairo Festival City Mall



Blue Rewards

SIGNATURE SERVICES FOCUSED ON PARTNER GROWTH

Signature services at **Cairo Festival City Mall** are designed to provide our partners with unparalleled advantages. Our comprehensive offerings encompass integrated in-mall & digital marketing support at **Cairo Festival City Mall**, that will elevate your brand's visibility and engagement. We're committed to proactive PR and social media activities, ensuring that your presence remains in the spotlight.

Our upcoming mobile-enabled CRM-driven website will empower you with valuable insights and tools to enhance customer interactions. Throughout the year, we host on-site events and promotions, strategically timed to maximize your exposure during key retail periods. Additionally, our bespoke launch campaigns are tailor-made to set your brand on a path to success.

Participating in our **BLUE REWARDS** program means unlocking a world of benefits for your consumers, ranging from cashbacks to other exclusive discounts and.

Soon, we're introducing **CONCIERGE SERVICES**, redefining the retail experience with personalized assistance, ensuring a seamless journey for both you and your shoppers.

CUSTOMER SERVICES

WHERE CONVENIENCE MEETS CARE



Child Identification Bracelet: A new level of safety for your children. A complimentary service offered to you by Cairo Festival City Mall.



ATM Machines: Multiple ATM machines within the mall premises guarantee that shoppers have access to cash whenever needed.



Hands Free Shopping: Experience hassle-free shopping with our convenient bag storage service. Designed for secure holding of purchases, allowing shoppers to continue exploring with ease.



Motorized Wheel Chairs & Baby Strollers: The mall offers complimentary wheelchairs and baby stroller rentals for visitors who require them.



Mummy's Room: Cairo Festival City Mall provides dedicated spaces for nursing mothers and baby changing facilities, prioritizing the comfort of families.



Islamic Prayer Rooms: Shoppers can observe their religious duties conveniently with access to well-maintained Islamic prayer rooms.



Wayfinding: An informative mall directory assists visitors in navigating the mall efficiently, helping them find their desired destinations.



Portable Phone Chargers: Stay connected throughout your shopping journey with portable phone chargers.



VIP Valet Parking: VIP valet parking services offer convenience and comfort, ensuring a hassle-free door-to-door shopping experience.



Lost & Found: Shoppers can rest assured, knowing that a lost and found service is available to help if needed to recover misplaced items.



Free Wi-Fi: Stay connected throughout the shopping journey, with complimentary Wi-Fi throughout the mall



Shopping Cart: Buy more than your hands can handle! Continue your shopping hassle-free and place all your bags in a cart that can be rented from our Information Desks.

MARKETING SUPPORT

OUR SUPPORT IN AMPLIFYING YOUR BUSINESS SUCCESS



Promotional Campaigns: Combining the allure of shopping with the thrill of savings, these campaigns offer an array of deals, interactive contests, and rewards to enhance the consumer experience.



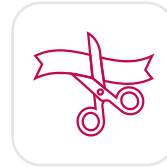
Digital Coverage: Extensive reach across social and digital platforms highlights the latest retail trends, events, and updates, keeping the mall's pulse alive online.



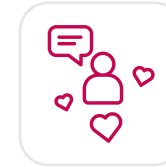
BLUE App & Website: This digital platform offers unlimited 1% cashback, points on various activities, and access to exclusive offers and events, enhancing the shopping experience across multiple brands.



In Mall Branding & Screens: Strategically positioned for optimal impact, dynamic visual content engages shoppers, showcasing brands in a vibrant, interactive manner.



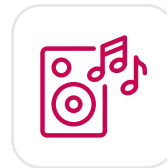
Store Opening Event Support: Comprehensive support for new store launches ensures each brand makes a splash with elegant setups and targeted media exposure for a successful market entry.



Influencer Campaigns: Collaborations with key influencers craft authentic brand stories, driving engagement and fostering connections with target demographics.



Dedicated Video Content: Engaging video pieces tell captivating brand stories, leveraging the power of visual media to attract and retain consumer attention.



Events: Showcasing everything from live concerts and fashion showcases to seasonal festivities, the events cater to a diverse audience with vibrant and enriching experiences.



Sponsorship Opportunities: Brands elevate their profile by sponsoring the mall's varied events, appealing to an audience that values creativity and a dynamic community atmosphere.

FESTIVAL CARES

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMME

OUR #FESTIVALCARES STRATEGY

At Cairo Festival City Mall, we aim to build and nurture meaningful relationships with our stakeholders, which comprise of our retailers, the shoppers, our employees, the local government authorities, and our communities in close partnership with local non-profit organisations.



Customers: We respond to customers' needs and assist our tenants to succeed in their business by enhancing the shopping experience at Cairo Festival City Mall.



Employees: We create a culture that attracts and retains the best talent through high employee engagement.



Environment: We operate our assets with innovative solutions that reduce our environmental footprint as well as our operating costs.



Society: We connect with communities in Egypt in which we operate through meaningful social and economic initiatives year-round.

ENTERTAINMENT



Magic Planet, the top family entertainment centre in the Middle East and Africa, offers a variety of games, indoor rides, simulators, and attractions for all ages, ensuring a fun-filled day for everyone.



Among the standout attractions is BOUNCE, an adrenaline pumping, interconnected trampoline playground, spanning around 3,000 SQM.



KidZania Cairo, spread across 8,900 SQM, and features over 100 activities and professions for the young and ambitious to explore.



For those seeking thrilling challenges, Trapped presents the largest collection of escape room games in Egypt, while Magic Planet elevates the gaming experience, going beyond the ordinary.



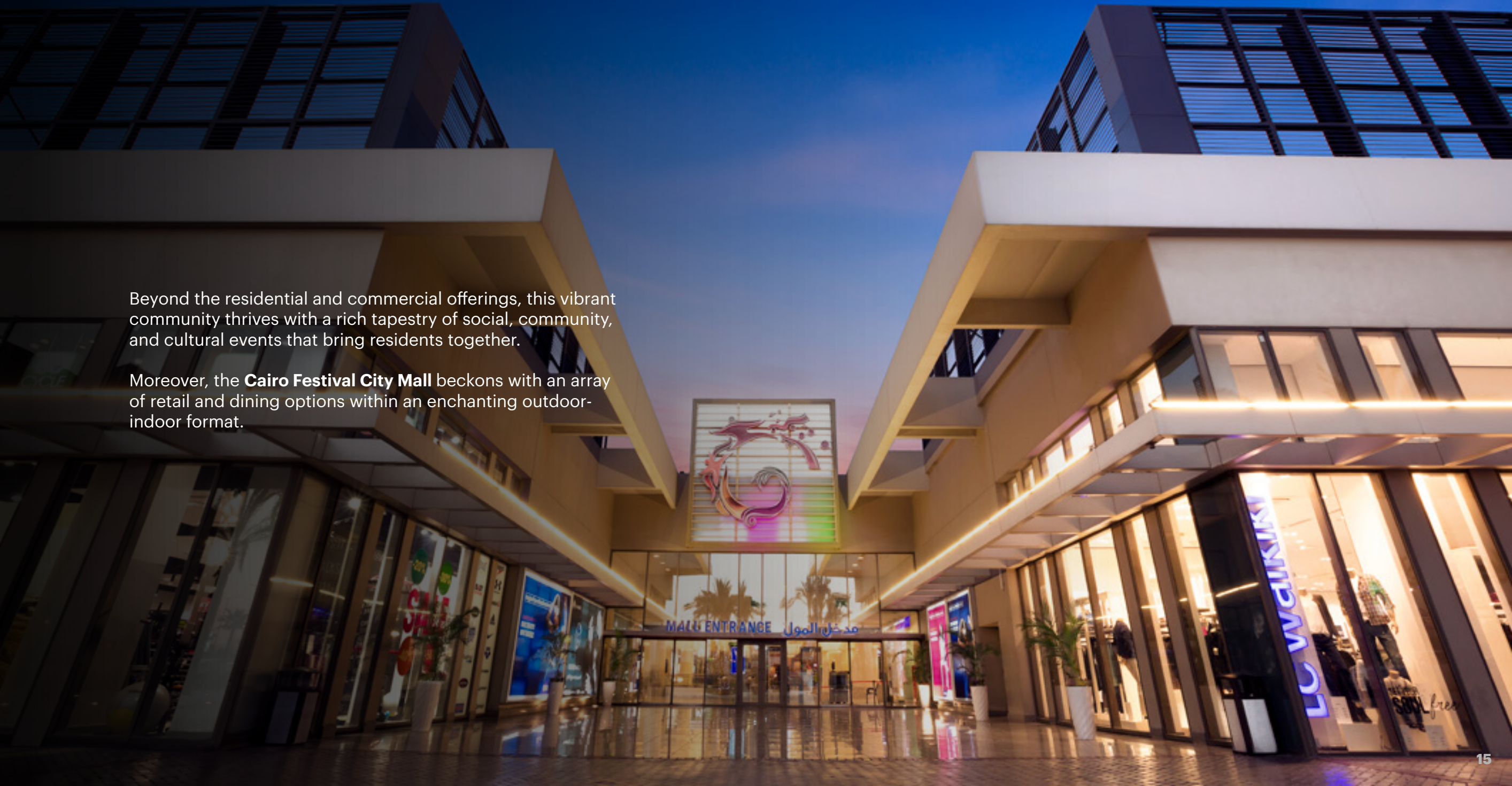
For the movie buffs, Galaxy Cinema, the largest cinema in Egypt, boasts 20 screens and 3,000 seats, offering the latest in cinematic experiences.



Mind Maze Adventure captivates audiences with its intricate puzzles and enigmatic challenges, ensuring that excitement and adventure await at every corner of the Cairo Festival City Mall.

Beyond the residential and commercial offerings, this vibrant community thrives with a rich tapestry of social, community, and cultural events that bring residents together.

Moreover, the **Cairo Festival City Mall** beckons with an array of retail and dining options within an enchanting outdoor-indoor format.



UNDERSTANDING OUR AUDIENCE

CAIRO FESTIVAL CITY MALL DIVERSE SHOPPER BASE

Cairo Festival City Mall is the premier choice for over half a million households in its surrounding community, catering to a diverse and vibrant shopper base.

With a remarkable presence of over **1.7 million fans on its social channels**, it comes as no surprise that it was rated the **#1 most active and talked-about brand among shopping malls worldwide in 2018**. The visitor demographics are almost equally split between Males and Females, averaging 33 years of age.

Impressively, 71% of visitors belong to the influential AB segment, making Cairo Festival City Mall a preferred destination for a more affluent audience. This diverse and dynamic shopper base brings substantial spending power, contributing to the mall's impressive metrics and its status as a prominent global shopping destination.



Cairo Festival City Mall

RECOGNIZING EXCELLENCE: CAIRO FESTIVAL CITY MALL PRESTIGIOUS AWARDS

Cairo Festival City Mall has garnered prestigious awards and accolades from renowned industry bodies, recognizing its excellence and commitment to delivering exceptional experiences.



ICSC Awards:

- Maxi award for Cairo Fashion Experience - 2023
- Maxi award for Summer Campaign - 2022



Travelers' Choice Award:

for 2020, 2022



MECSC Awards:

- MENA Silver Award 2018
- NOI Excellence Award 2019
- Sales Promotion & Events Award 2019
- Sales Promotion & Events Gold Award 2022
- Cause Related Marketing Gold Award 2022
- Cause Related Marketing Silver Award 2022
- NOI Enhancement Silver Award 2022
- Mall Renovation Design & Development Silver Award 2022
- Sales Promotion & Events Gold Award 2023
- Sales Promotion & Events Silver Award 2023
- Mall Renovation Design & Development Silver Award 2023



BT100 Awards:

- Leading Innovation & Creativity 2017-2018
- Innovation and Marketing Leadership 2019



The Global RLI Awards:

- Best Future Project 2019



MEET THE POWERHOUSE: AL-FUTTAIM GROUP

Al-Futtaim Group is a well diversified family business conglomerate based in the Middle East

Well diversified conglomerate

Al-Futtaim Group is structured into five business divisions. Individual businesses have the flexibility to maintain a uniquely competitive stance. We aim to be a valued partner to both principals and individual customers.



Automotive

Manufacturing, Logistics,
Distributor, Aftersales,
Rental & Leasing



Financial Services

Banking, Finance,
Insurance, Investment



Real Estate

Malls & Lifestyle,
Property Management,
Contracting



Retail

Electronics, Fashion,
Home, Lifestyle, Toys,
Multi-Brand Retailers,
Food and Beverage



Health

Clinic, Pharmacy



AL-FUTTAIM REAL ESTATE OVERVIEW

60+ years
experience
in Real Estate

2
destinations
mixed-use masterplans

5
shopping malls
plus, third-party
management services

5
countries
UAE, Egypt, Qatar,
KSA & Morocco

80m+
annual footfall
across our assets

2,000+
retail & commercial
tenants

4,200+
residential
units

40+
partner brands
with exclusive distribution

multi-billion
real estate & investments in
Middle East and North Africa

5,000+
employees
with 50+ nationalities

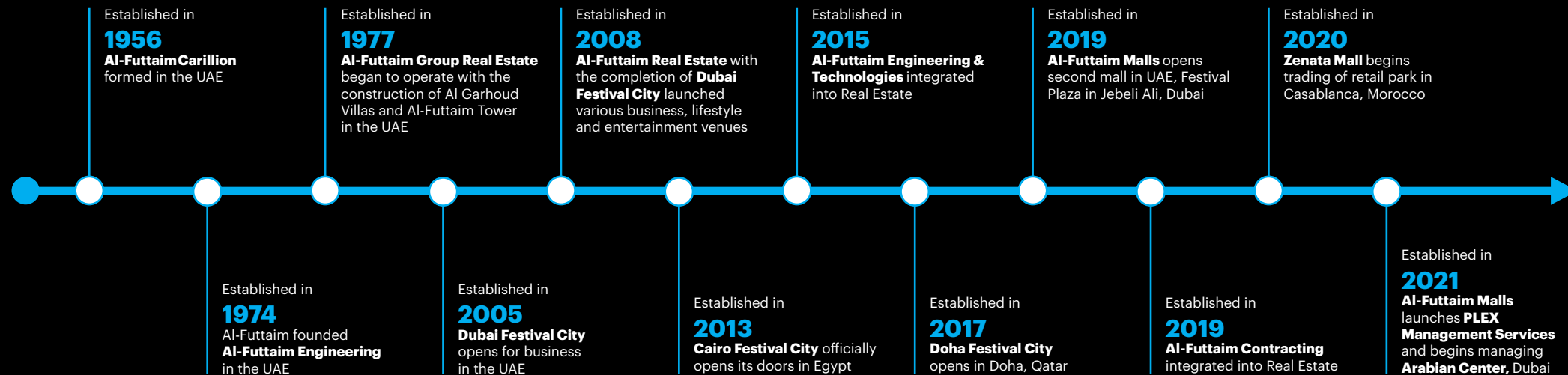
4m+
data ecosystem
digital reach

1m+ sqm
GLA
across retail &
commercial assets

Partnering with Al-Futtaim Group signifies more than a strategic partnership; it signifies a nurturing relationship with a trusted name, facilitating regional and global expansion.

AL-FUTTAIM REAL ESTATE OVERVIEW

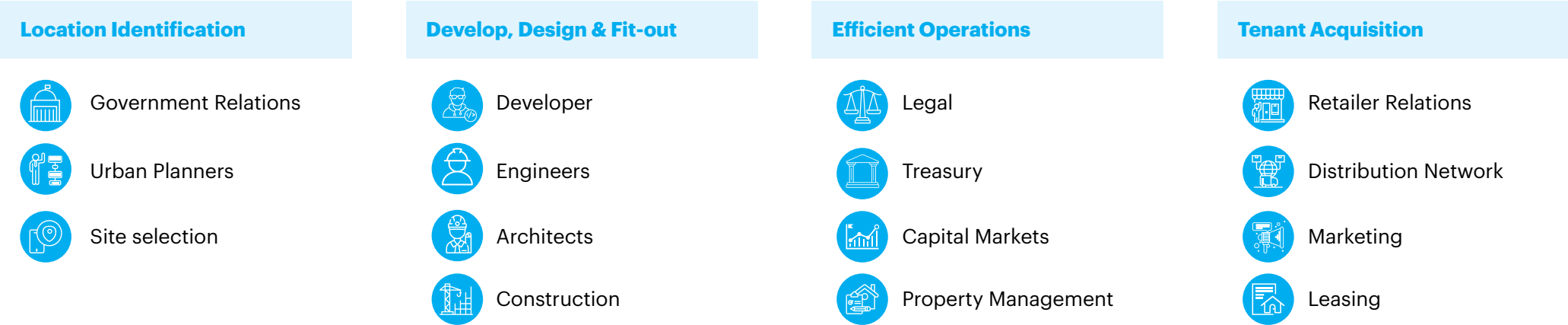
Over 60 years of Real Estate Experience



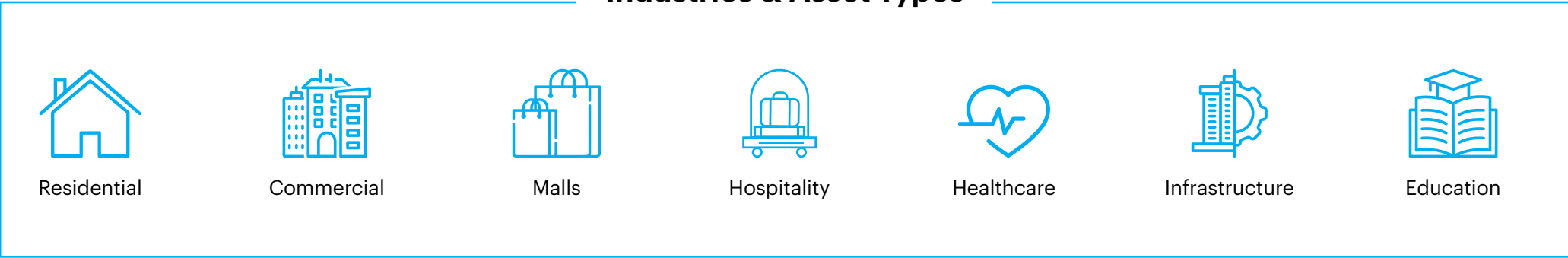
Founded in 1930 as a trading business, Al-Futtaim is one of the most progressive regional family business houses headquartered in Dubai, United Arab Emirates

AL-FUTTAIM REAL ESTATE EXPERTISE

Capabilities across the Value Chain

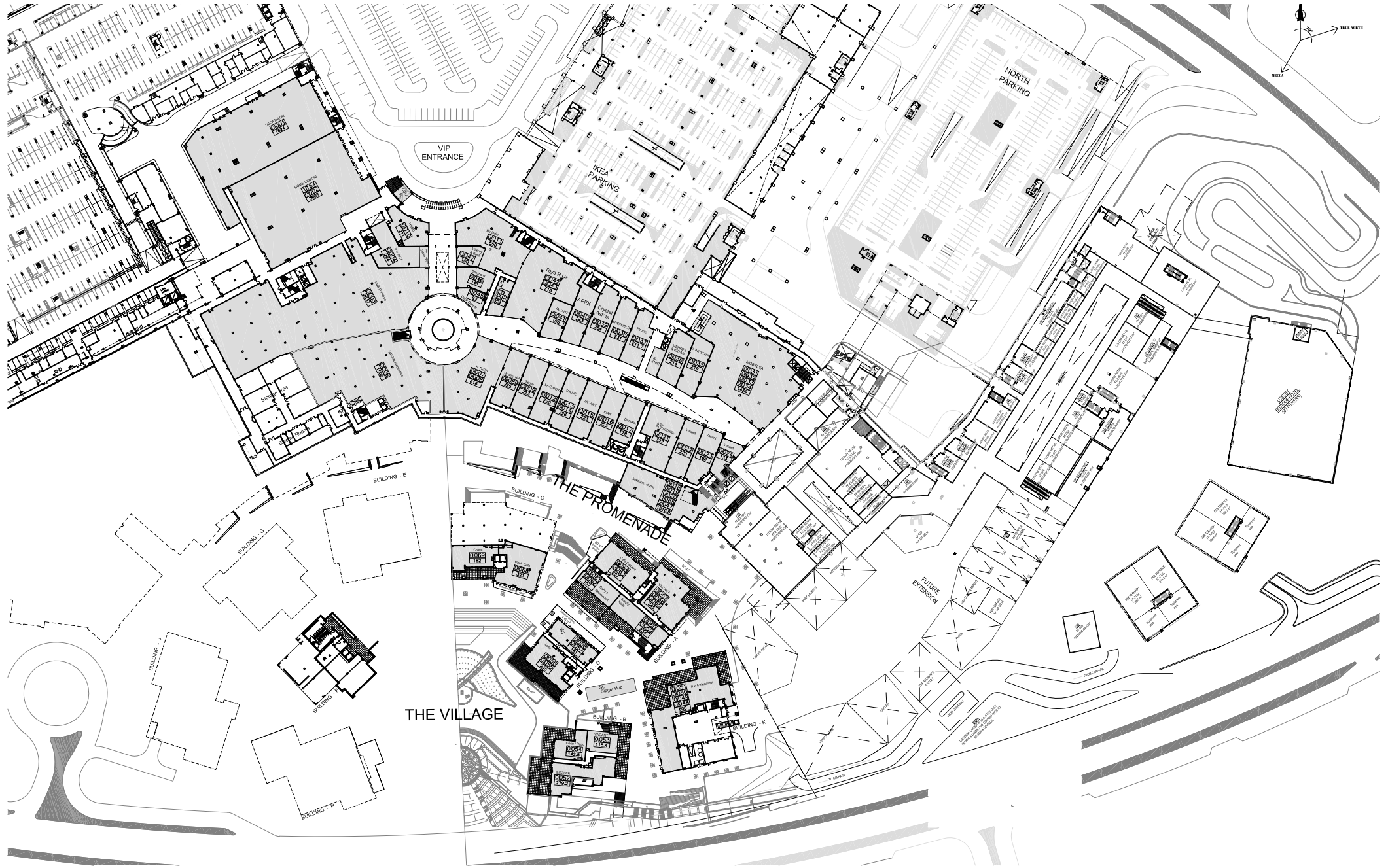


Industries & Asset Types

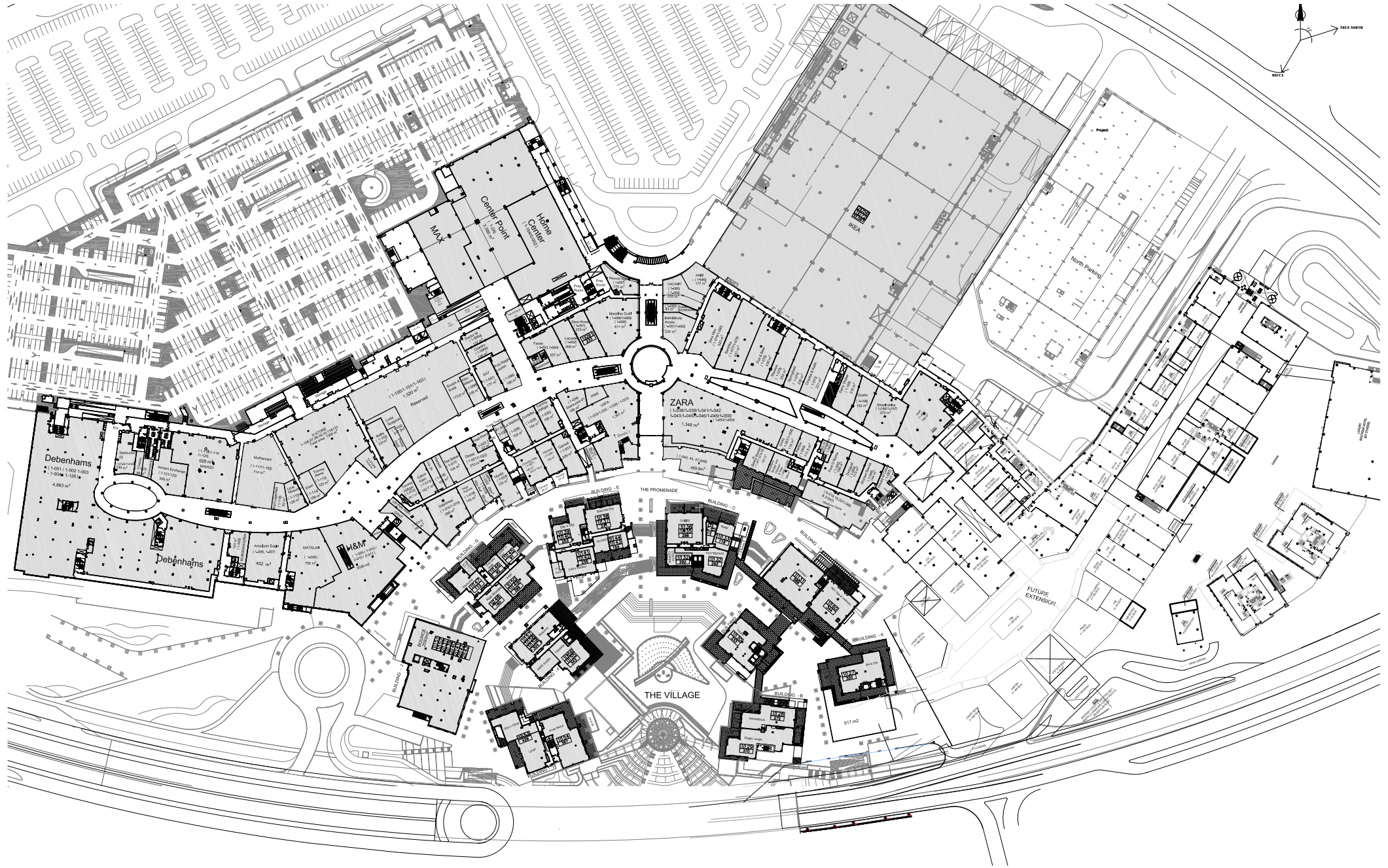


CAIRO FESTIVAL CITY MALL
FLOOR PLANS

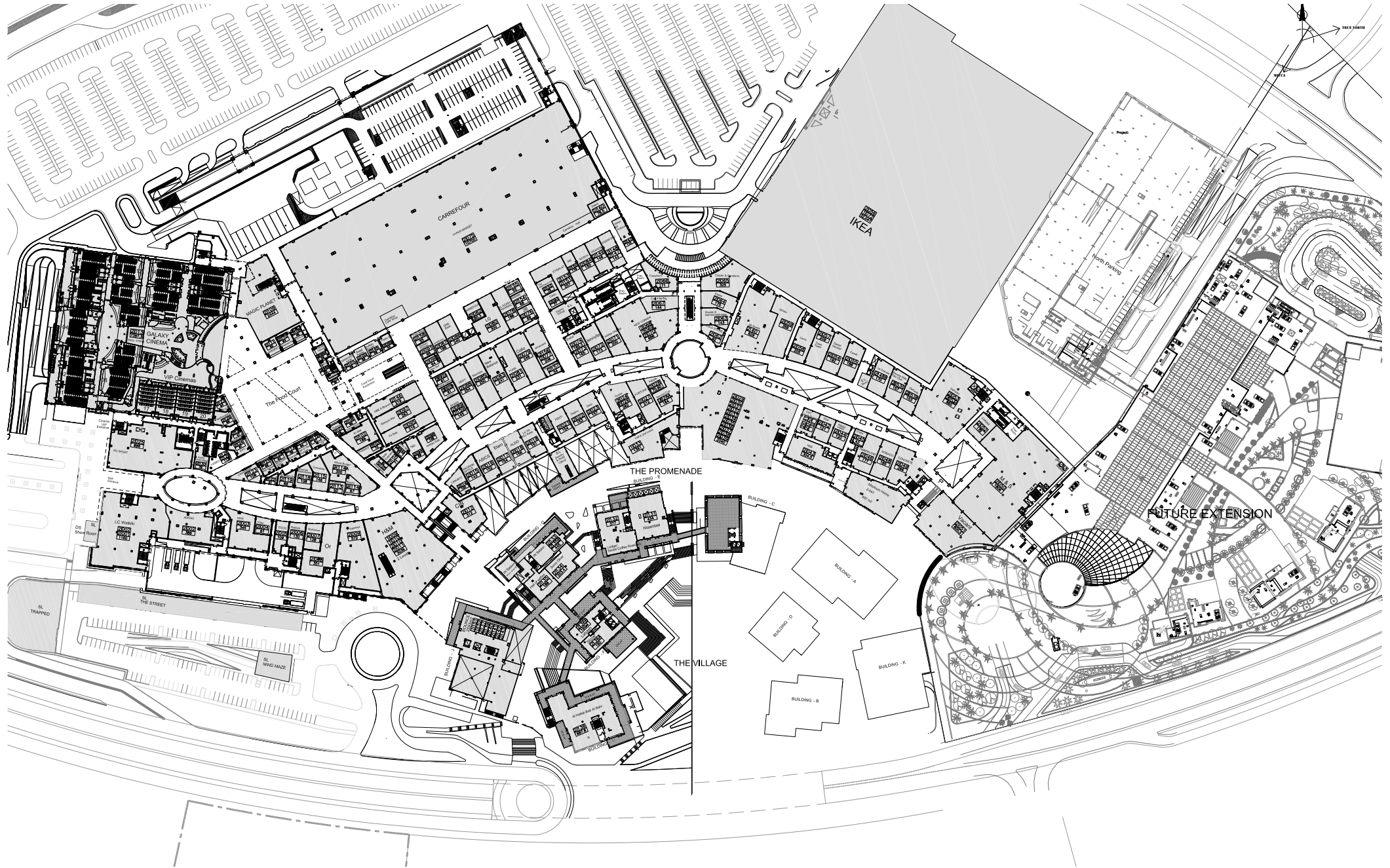
First Level - Cairo Festival City Mall



Second Level - Cairo Festival City Mall



Upper Level - Cairo Festival City Mall





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