

PRESS RELEASE

Mall of Egypt Unveils ELMNT33° as a New Lifestyle Destination, Backed by EGP 457 Million Investment

- ELMNT33° introduces an upscale lifestyle destination at Mall of Egypt, bringing together dining, social experiences, and flexible workspaces under the “In Your Element” concept.
- Spanning 5,250 sq. m, the destination offers a diverse selection of local and international culinary offerings.
- ELMNT33° elevates Mall of Egypt’s F&B offering through engaging activations and social experiences designed to encourage connection and redefine how visitors spend their time at the destination.

Cairo, Egypt, 28 September 2026: Majid Al Futtaim, a leading pioneer in shopping malls, communities, retail, and leisure across the Middle East, Africa, and Asia, has unveiled ELMNT33° at Mall of Egypt, backed by a total investment of EGP 457 million. Designed around the concept of “In Your Element,” ELMNT33° brings together curated dining experiences, lifestyle offerings, and flexible co-working spaces within one integrated destination, building on the company’s enduring legacy of creating great moments and delivering world-class experiences, while further strengthening its commitment to investing in and shaping Egypt’s evolving retail and lifestyle landscape.

The launch of ELMNT33° reinforces Majid Al Futtaim’s commitment to redefining the retail landscape by developing destinations that go beyond shopping and integrate entertainment, culture, lifestyle, and community experiences within one connected environment. Spanning 5,250 square metres, ELMNT33° marks another milestone in the company’s long-term strategy to create vibrant destinations that evolve with changing customer expectations and enrich everyday experiences.

Commenting on the launch, Khalifa Bin Braik, CEO of Majid Al Futtaim Asset Management, said: “We are taking a new approach to how we shape dining and lifestyle destinations across our portfolio, in line with how consumer preferences and lifestyles continue to evolve. ELMNT33° brings this vision to life through a curated mix of local and international dining concepts, lifestyle offerings, and flexible workspaces, creating a distinctive proposition that reflects the diversity and dynamism of Egypt’s dining scene. More than an expansion of our F&B offering, ELMNT33° reflects our ambition to introduce differentiated concepts that strengthen our portfolio and create lasting value for our customers and the communities we serve.”

Rasha Azab, Managing Director – Shopping Malls, Egypt and Lebanon at Majid Al Futtaim, added: “Since opening in 2017, Mall of Egypt has established itself as one of Cairo’s leading lifestyle and entertainment destinations, bringing together a distinctive mix of experiences under one roof. ELMNT33° builds on this established position by adding a new dimension to the mall and further

enriching its overall offering for visitors. As part of our continued investment in Egypt, ELMNT33° reflects our confidence in the market and our commitment to evolving Mall of Egypt by introducing new experiences that respond to the opportunities we see across the country.”

ELMNT33° redefines the destination experience at Mall of Egypt by bringing together dining, lifestyle, and co-working under one dynamic concept. At its heart is a diverse F&B offering featuring leading local and international concepts, including Aubaine, Joe & The Juice, Al Beiruti, Nuwa, Koffee Kulture, Ozel, Tabali, MOKO, CAF, Nude, Don Eatery, and Bascota. Alongside its culinary offering, the destination introduces flexible co-working spaces and a range of lifestyle activations, creating an environment where Gen Z, millennials, families, and professionals can dine, work, connect, and discover new experiences.

Majid Al Futtaim continues to invest in West Cairo through destinations that bring together work, retail, dining, entertainment, and lifestyle experiences. This vision is reflected in JUNCTION Business Park, a mixed-use destination connected to Mall of Egypt and pursuing LEED Gold certification, reinforcing the company’s focus on sustainable, future-ready development. Since opening in 2017, Mall of Egypt has established itself as a landmark destination, spanning 165,000 square metres and housing 356 stores alongside leading entertainment and leisure attractions, including Ski Egypt, VOX Cinemas, and Magic Planet. Building on this established proposition, ELMNT33° is the latest addition to Mall of Egypt, further enriching the destination’s offering and reflecting Majid Al Futtaim’s continued investment in creating distinctive experiences in Egypt.

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About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is an Emirati-owned, diversified lifestyle conglomerate with operations across the Middle East, Africa and Asia. Inspired by the vision of its late founder, Mr. Majid Al Futtaim, to create great moments for everyone, everyday; the company has grown into one of the region’s most respected businesses. The Group employs more than 41,000 people and serves 600 million customers across its physical and digital ecosystem each year. With owned assets valued at US\$20 billion, Majid Al Futtaim has the highest credit rating (BBB) among privately held companies in the region.

Majid Al Futtaim owns 29 shopping malls including the flagship Mall of the Emirates, Mall of Egypt, and Mall of Oman as well as the iconic City Centre destinations. Its real estate portfolio includes seven luxury hotels and five mixed-use developments, and it is the creator of highly sought after communities including Ghaf Woods and Tilal Al Ghaf in Dubai, Al Zahia in Sharjah and Al Mouj in Muscat.

In 1995, Majid Al Futtaim introduced modern grocery retail to the region. Today, it owns and operates a portfolio of brands across a network of nearly 500 stores.



Majid Al Futtaim's assets and interests act as a gateway into the Middle East for global fashion, home and beauty brands, including lululemon, LEGO, Crate and Barrel, and Shiseido, as well as regional multi-brand, omnichannel concept store, THAT. It is the proud operator of more than 600 VOX Cinemas screens and owns a network of world-class leisure and entertainment experiences including the renowned Ski Dubai.

All of its retail and entertainment experiences are linked through SHARE, the UAE's fastest growing loyalty programme, which leverages AI and advanced data analytics to bring customers personalised rewards, unique experiences and great moments, every day.

www.majidalfuttaim.com

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