

Majid Al Futtaim and Ennismore Announce Plans for Egypt's First 25hours Hotel

- The 25hours Hotel is set to open at Junction, Majid Al Futtaim's upcoming business and lifestyle destination in West Cairo.

Cairo, Egypt – 28 May 2025 - Majid Al Futtaim, a leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa, and Asia, today announced a new strategic partnership with Ennismore, the fastest-growing lifestyle hospitality company. The collaboration will launch Egypt's first 25hours Hotel at Junction, Majid Al Futtaim's upcoming business and lifestyle destination in West Cairo. The new addition marks the debut of the 25hours brand in the Egyptian market, reinforcing Junction's position as a dynamic hub for hospitality, business, and culture.

Bringing a playful, design-led approach to hospitality, 25hours will inject fresh creative energy into West Cairo. Known for its eclectic interiors, strong sense of place, and immersive storytelling, the brand's arrival signals a bold reimagining of how hotels contribute to urban culture.

Gaurav Bhushan, Chief Executive Officer for Ennismore, said, "Ennismore is honoured to be partnering with Majid Al Futtaim to bring 25hours to Egypt for the first time, especially within a lifestyle destination like Junction. Each 25hours Hotel is inspired by the rich culture and history of its location, and we look forward to creating a strong sense of storytelling through design and community spaces through our restaurants and bars for our guests."

"At Majid Al Futtaim, we believe in creating destinations that truly reflect the needs and aspirations of today's customers. The arrival of 25hours at Junction marks an exciting moment in our refounding journey and continues our longstanding legacy of introducing bold, innovative concepts to the communities we serve." said **Ahmed El Shamy, Chief Executive Officer, Majid Al Futtaim Properties**. "This partnership also marks a significant step in our vision to create destinations that are both commercially vibrant and culturally meaningful, while further

reinforcing our long-term commitment to building integrated, future-ready environments that drive economic growth and foster innovation.”

Situated in the heart of Junction, the hotel will feature approximately 250 keys, comprising both hotel rooms and 25hours Heimat branded residences. Designed to reflect the 25hours ethos, the property will offer guests a more immersive connection to the brand’s distinctive lifestyle experience. Guests and residents will have access to three distinctive dining venues, coworking areas, spa and wellness facilities, and flexible spaces for meetings and events. Innovatively transcending conventional residential norms, 25hours Heimat offers an unparalleled living experience, complete with a range of unconventional amenities accessed through an on-site concierge and Accor’s Ownership Benefits Programme. Founded in Germany and now part of Ennismore, a global collective of lifestyle brands, 25hours continues to grow and expand, boasting a reputation for creative, experience-driven stays that are rooted in the identity of each location.

Bringing together premium business and lifestyle offerings, Junction spans more than 129,000 sqm across two interconnected plots. The development includes 13 cutting-edge office buildings, curated retail and F&B experiences, and sustainable infrastructure designed to meet LEED Gold certification standards. With 97,000 sqm of flexible, state-of-the-art workspace, Junction is purpose-built for modern business and future-ready enterprises.

First introduced in April 2025, Junction is a key part of Majid Al Futtaim’s development strategy in Egypt. The destination is designed to foster productivity, creativity, and community through its modern infrastructure, walkable layout, and curated public spaces. With sustainability as a core principle, Junction aims to achieve LEED Gold certification. Blending commercial and lifestyle elements, Junction is redefining the way people work, collaborate, and engage with the city. The arrival of 25hours will add a new layer of vibrancy to Junction, helping shape it into a landmark destination for business, culture, and modern enterprise.

For more information, please visit <https://atjunction.com>

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About Majid Al Futtaim

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.

It is the proud owner of the flagship Mall of the Emirates, Mall of Egypt, and Mall of Oman with the iconic City Centre shopping malls rounding out its portfolio across the region. As the developer of choice for the region, Majid Al Futtaim is the creator of mixed-use communities including Ghaf Woods and Tilal Al Ghaf in Dubai and Al Mouj in Muscat.

Majid Al Futtaim holds the exclusive rights to operate Carrefour across 12 markets in the Middle East, Africa, and Asia, with a network of over 390 stores. In Egypt, it also owns and operates Supeco, a low-cost hybrid grocery retail concept while HyperMax is its newest grocery retail brand recently launched in Jordan and Oman.

The Group operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region. These include two ski locations in Dubai and Cairo, two snow parks in Abu Dhabi and Oman, as well as family entertainment centres such as Magic Planet, Little Explorers, Activate, Yalla! Bowling, Dreamscape and IFLY.

Majid Al Futtaim partners with world-class fashion, home, specialty retail and beauty brands, operating over 90 stores across the GCC and 27 e-commerce platforms. Its portfolio includes lululemon, LEGO, Crate and Barrel, Shiseido and THAT, a Majid Al Futtaim multi-brand concept store and app. These offerings are powered by the UAE's fastest growing loyalty programme SHARE, which offers customers a more personalised and data driven experience.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 16 brands and two independent F&B groups with 180+ hotels and 140 in the pipeline, over 500 restaurants and bars, and a network of 45+ branded residences. Ennismore operates hotels in 40 countries with over 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform; AIME Studio for interior & graphic design; a Digital Product & Tech Innovation Lab; and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places, it calls home. ennismore.com *Figures as of the end of Dec 2024.