

## Majid Al Futtaim – Hotels awarded world’s first portfolio-wide LEED Platinum certification

- *Majid Al Futtaim’s 13-property hotel portfolio makes history as the only portfolio in the world to receive Platinum certification for all of its hotel businesses*
- *Certification further establishes the UAE as a global hub of sustainability, and sustainable tourism excellence, with Dubai receiving the platinum rating in LEED for cities in 2019 — making it the first city in the Arab world to earn the LEED rating*
- *Majid Al Futtaim – Hotels’ platinum certifications mark another step towards the lifestyle conglomerate’s goal of becoming a Net Positive business by 2040*
- *LEED certification — a marker of sustainability excellence — announced at 2021 Middle East and Africa Green Building Congress*

**Dubai, UAE, XX March 2021:** Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, has become the first and only conglomerate in the world to be awarded the prestigious LEED Platinum certification for its entire portfolio of hotels.

Speaking at the 2021 Middle East and Africa Green Building Congress, officials confirmed that the lifestyle conglomerate’s 13-property hotel portfolio has been awarded the internationally accredited certification, underlining each hotel’s commitment to sustainability and resource efficiency.

The certification bolsters the UAE hospitality industry’s burgeoning reputation as a leading destination for sustainable eco-tourism. The LEED accreditation shines a spotlight on the region as a global hub of sustainability excellence. It marks yet another important stride for Dubai, the UAE and wider GCC, as local leadership launch and prioritise new initiatives geared towards protecting the environment and safeguarding the health and wellbeing of local communities.

This follows Dubai receiving the platinum rating in LEED for cities in 2019 — making it the first city in the Arab world to garner such a distinction. Awarded by Green Business Certification Inc. (GBCI), Majid Al Futtaim – Hotel’s Platinum certification speaks to the lifestyle conglomerate’s ongoing sustainability efforts and mission to become one of the most environmentally considerate companies in the world.

**Khalifa Bin Braik, Managing Director – Majid Al Futtaim – Hotels, Majid Al Futtaim – Properties:** “We aim to set the standard for sustainability and sustainable business growth in the region — in terms of our assets, our people and our communities. The GBCI’s award of the LEED Platinum certification is proof positive of our impact on the industry and region. Not only does it vindicate our work so far, it also lays the groundwork for even more innovative thinking, planning and delivery; inspiring leading-edge approaches to hospitality that will help us and our guests create a cleaner, safer and healthier world.”

**Ibrahim al Zubi, Chief Sustainability Officer at Majid Al Futtaim, said:**

“The award of the LEED Platinum certifications is a testament to our best-in-class building principles, unwavering commitment to sustainability and determination to overcome the most pressing and persistent of environmental challenges — even in the wake of COVID-19. The entire Majid Al Futtaim family, not least our hardworking colleagues, can be immensely proud of this achievement; a first, not just for the region, but on a global scale. Ultimately, this represents a major show of confidence in our work and sustainability efforts. We are

determined to accomplish even more in the future and set new benchmarks for Environmental, Social and Governance (ESG), as well as eco-conscious business for the region and the world.”

LEED (Leadership in Energy and Environmental Design) is widely respected as the pre-eminent green building rating system; with the award certification being viewed — globally — as a marker of sustainability excellence. The LEED rating system appraises the design, structure and overall operations of a building, assessing how these factors work together to promote efficiency, improve performance and optimise sustainability practices.

Evaluated projects are awarded points across a range of categories, with all accrued points being tallied to determine the LEED rating level of reviewed buildings. Projects are awarded one of four certifications: Certified, Silver, Gold or Platinum. Each of Majid Al Futtaim’s 13 hotels was certified Platinum; with two hotel brands — IBIS Novotel Deira and IBIS Novotel, Mall of the Emirates — garnering a maximum of 88 points on the LEED rating system.

Majid Al Futtaim hotels are designed and managed to positively contribute to the protection of the environment and wellbeing of their surrounding communities. In-keeping with the conglomerate’s company-wide sustainable development strategy, Majid Al Futtaim hotels promote indoor air quality, green cleaning policies, the reduction of pollution and waste, the elimination of single-use plastics, and the development of innovative green practices.

This is very much in-step with local authorities’ plans to achieve the Sustainable Development Goals established by the UN’s 2030 agenda. The wider Majid Al Futtaim ecosystem is committed to prioritising sustainability across all aspects of its operations; including its hotel portfolio. The decision taken by the GBCI to award Majid Al Futtaim’s 13-hotel property portfolio LEED Platinum certifications joins a long list of sustainability firsts for the company.

Majid Al Futtaim was the first business entity in the region to achieve LEED and BREEAM certification across its properties portfolio. For the seventh year running, the company also received the highest ‘Green Star’ rating from the Global Real Estate Sustainability Benchmark (GRESB) in December 2020. Majid Al Futtaim now operates 29 green certified buildings and 2.5 million square meters of space with green credentials.

Majid Al Futtaim’s portfolio of hotel businesses includes: Hilton Garden Inn (Mall of the Emirates), Sheraton (Mall of the Emirates), Aloft (City Centre Deira), Pullman (City Centre Deira), Pullman (City Centre Deira Residence), IBIS (Mall of the Emirates), Suite Novotel (Mall of the Emirates), IBIS (City Centre Deira), Novotel (City Centre Deira), IBIS Rigga, Kempinski (Mall of the Emirates), Le Meridien (City Centre Bahrain), and Westin (City Centre Bahrain).

To learn more about Majid Al Futtaim - Hotels, please visit:  
<https://www.majidalfuttaim.com/en/what-we-do/our-industries/hotels>.

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## About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

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 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 350 outlets and an online store.

Majid Al Futtaim operates more than 500 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to the consumer finance company 'Najm', and a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

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