

MAF Dalkia enhances its Building Energy Efficiency Services with a 'smart energy' management platform that guarantees energy savings

Introduces Dalkia Energy Savings Center (DESC) for the first time in the Middle East to monitor and optimize the energy performance of buildings in real-time

Dubai, UAE , 14 May 2014 – MAF Dalkia, a leading regional service provider of multi-technical and energy management services and a joint-venture between Majid Al Futtaim and Dalkia, is enhancing its Building Energy Efficiency Services (BEES) with the Middle East launch of Dalkia Energy Savings Center (DESC), an innovative energy efficiency management tool that makes energy savings by reducing the consumption in buildings. BEES is MAF Dalkia's proprietary energy management model, offering companies with various energy efficiency solutions. With the introduction of DESC, MAF Dalkia is bringing significant added value to its BEES offer with the aim to achieve a long-term sustainable approach to achieving energy efficiency for the region's largest developments and structures.

"With a heightened focus on energy efficiency and in support of Dubai's 2030 vision to reduce energy consumption by 30%, MAF Dalkia is enhancing its Building Energy Efficiency Services by introducing the Dalkia Energy Savings Center to the companies region, and bringing with it, more than 70 years of Dalkia's extensive experience in guaranteeing energy savings. Our DESC-based approach allows us to identify the right actions for each site, implement them, and guarantee the savings over the long term. It is our unique approach and commitment to energy management that has enabled MAF Dalkia to be the first ESCO (Energy Services Company)-certified company in the UAE," said Alex Mussallam CEO of MAF Dalkia.

Using a sophisticated data analysis system, DESC can accurately monitor and analyse the energy usage of multi-functional, large-scale buildings, allowing MAF Dalkia's Energy Analysts to personalise this analysis against industry's best practices and international protocols. With systems deployed onsite, DESC provides a highly visible and transparent overview of a site's actual energy consumption and more importantly, identify areas of optimisation and maintenance to then be carried out by MAF Dalkia's onsite or mobile teams. The DESC Middle East management centre and Energy Analysts are centralised in MAF Dalkia's headquarters in Dubai, with an on-the-ground capacity of MAF Dalkia's 2,000 in-house technicians and engineers across the region.

This ability to analyse and steer the energy usage of high energy consuming buildings such as shopping malls, hotels, airports and office buildings, combined with Dalkia's extensive experience in guaranteeing energy efficiency through optimised on-site operations and maintenance, is the key differentiating factor separating DESC from other technologies. A success story in Europe, the first pilot for DESC in 2011 covered 96 municipal buildings in the City of Montluçon, France and achieved 17% energy savings and an immediate net financial savings of 10%. Confidence in the DESC-based energy performance approach extends to the Middle East, with MAF Dalkia ensuring a payback guarantee even if the targeted energy savings are not achieved.

MAF Dalkia's launch of DESC to the region significantly enhances its Building Energy and Efficiency Services offer, reaffirming the company's commitment and sustainability and energy management. Recently, MAF Dalkia was recognised as the first ESCO (Energy Services Company)-accredited company in the UAE, awarded by the Government of Dubai's RSB – Regulatory & Supervisory Bureau for Water and Energy.

-ENDS-

About MAF Dalkia

MAF Dalkia is a joint venture created in 2002 between Majid Al Futtaim- Ventures – which is the growth engine responsible for developing new businesses that complement and reinforce the Majid Al Futtaim Group's leadership in shopping, retail and entertainment and Dalkia - a global leader in energy services providing innovative solutions to support the sustainable growth of cities and businesses, and which offers to customers its expertise in developing, constructing and operating greener and more economical energy solutions. .

MAF Dalkia employs over 2,000 highly trained and multi-skilled employees serving a wide portfolio of clients in the residential, commercial, industrial and healthcare sectors. MAF Dalkia is the leader in energy and multi-technical services, delivering comprehensive services to its clients.

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, and 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 12 international markets, employing over 26,000 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. This includes Mall of the Emirates, City Centre malls, and also 4 community malls which are in joint venture with the Government of Sharjah. It holds exclusive rights to the Carrefour franchise in 19 markets across MENA and Central Asia, operating a portfolio of over 50 hypermarkets and over 50 supermarkets in 12 countries.

Majid Al Futtaim operates 92 VOX Cinemas screens and 17 Magic Planets across the region in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai among others. Majid Al Futtaim is parent to the consumer finance company issuing 'Najm' credit cards, a fashion retail business and a healthcare business. In addition, it also has a joint venture operation with Dalkia and has recently expanded into food & beverage in partnership with Gourmet Gulf.

About Dalkia

A subsidiary of Veolia Environnement and Electricité de France (EDF), Dalkia, a global leader in energy services provides innovative solutions to support the sustainable growth of cities and businesses. In an era of climate change, volatile energy prices and scarce resources, Dalkia offers customers its expertise in developing, constructing and operating greener and more economical energy solutions. With almost 43,000 employees in 27 countries, Dalkia reported managed revenue of €8.4 billion in 2013. www.dalkia.com

Media contact

For further information on MAF Dalkia, please contact Angela Bak, The Portsmouth Group

Email: angela.bak@theportsmouthgroup.com

Tel: +971 4 369 3575