SPOTLIGHT ON MOTIVATE VAL MORGAN









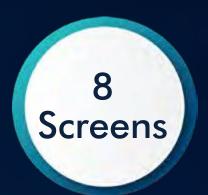
FOOTPRINT



UAE

CINEMACITY

06 Mall









Jebel Ali Recreation Club



Rove Downtown



The Springs Souk



5 operational screens

NEW LOCATIONS







MGM

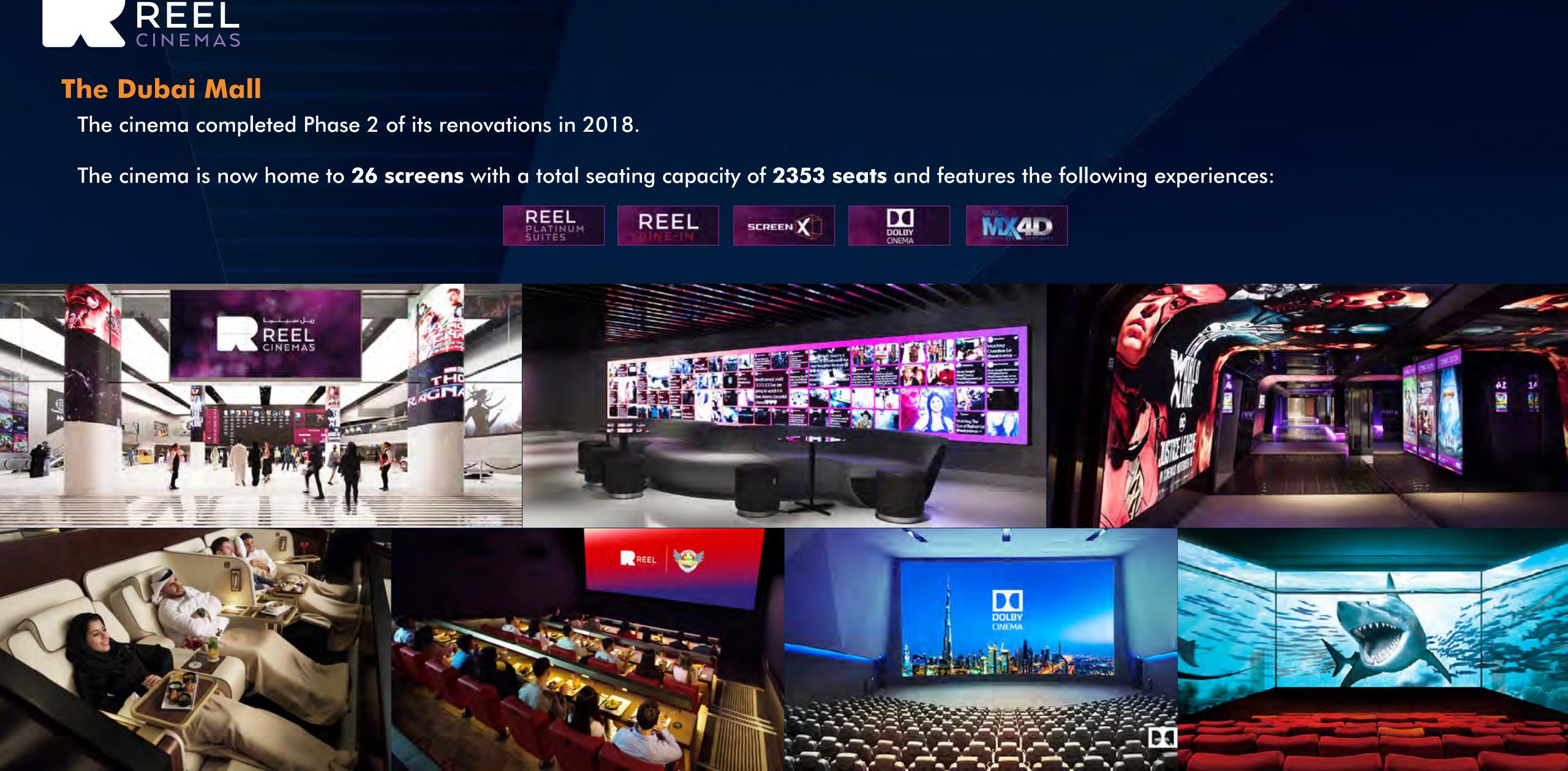
Having rebranded all City Cinema locations in Oman, VOX Cinemas closed the 2 screen cinema at MGM and opened a brand new **5 screen** cinema with a total seating capacity of **474 seats** at the same location, and features the following experiences:

THE BIG CINEMA EXPERIENC









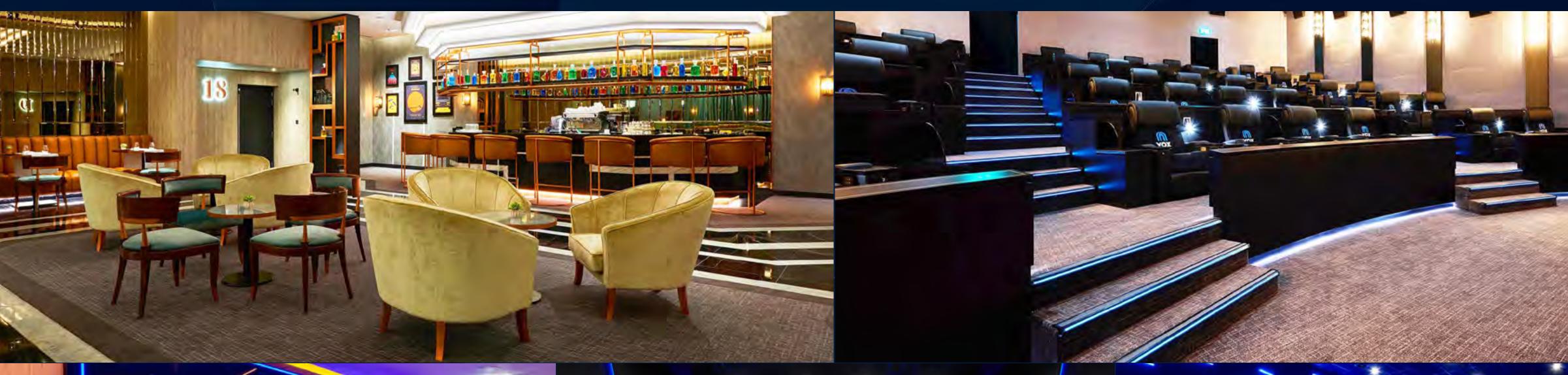
REDEVELOPED LOCATIONS





City Centre Mirdiff

10 more screens were added to this cinema location, bringing its scr featuring the following experiences:



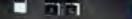


10 more screens were added to this cinema location, bringing its screen count to 20 screens with a total seating capacity of 2573 seats –









IMAXIM



MOTIVATE VAL MORGAN REGIONAL CIRCUIT – 2017 vs 2018



*City Cinemas in Oman - powered by VOX Cinemas in 2017, changed over to the VOX brand in 2018



SPECIAL MOVIE SCREENING - KUWAIT

Motivate Val Morgan – in partnership with VOX Cinemas, hosted a 'Private Screening' of Mission: Impossible – Fallout for esteemed Business Partners in Kuwait at VOX Cinemas – The Avenues Mall on Monday 30th July 2018.



MEET THE FIRST CINEMA ADVERTISERS IN SAUDI ARABIA

In May 2018, VOX Cinemas opened its first cinema in the Kingdom of Saudi Arabia at Riyadh Park Mall (the second cinema to open in the Kingdom - following the opening of **KAFD** operated by **AMC Cinemas**).

As the official cinema advertising partner of VOX Cinemas, Motivate Val Morgan received an overwhelming response from advertisers within hours of the cinema launching in the Kingdom.

The 'First Advertisers' to book on-screen ads through Motivate Val Morgan at VOX Cinemas – Riyadh Park Mall were recognized and awarded certificates for embracing the medium and including cinema as part of their media mix.



General Motors Overseas Distribution LLC for Chevrolet & GMC Yukon

Carat Middle East FZ LLC



NETFLIX for Sacred Games S1

MEC KSA



Glade Air Freshener

Trading Company KSA for IHOP

BPG MAX

MAF Properties Community

Majid Al Futtaim Properties LLC

PHD FZ LLC

Adidas **Spark Foundry MENA**

HotelsCombined Adcomm



Huawei

Initiative Media ME



Google

OMD - UAE

Toshiba

Equation Media



MediaCom UAE



Richemont (Dubai) FZE for Cartier Binzagr CO-RO LTD for Suncola



Tawuniya

OMD - KSA





Dubai Corporation for Tourism & Commerce



Dubai Shopping Festival



UM7

