

A man with a beard and glasses, wearing a dark sequined suit and a matching cap, is seated at a black grand piano on a stage. He is looking upwards and to the right. His hands are on the piano keys. A microphone on a stand is positioned in front of the piano. The background is a large, dark arena filled with a crowd of people, illuminated by bright blue spotlights that create a dramatic atmosphere. A semi-transparent dark blue banner with a thin orange border runs across the middle of the image.

SPOTLIGHT ON MOTIVATE VAL MORGAN

FOOTPRINT



UAE



Lebanon



Oman



Egypt



Qatar



Bahrain



NEW
Saudi Arabia



NEW
Kuwait

NEW LOCATIONS

UAE

CINEMACITY

06 Mall

8
Screens

1293
Seats

Experiences



Jebel Ali Recreation Club

4
Screens

143
Seats

Experiences



City Centre Sharjah

12
Screens

1268
Seats

Experiences



Rove Downtown

1
Screen

45
Seats

Experiences



OUTDOOR at Aloft City Centre Deira

1
Screen

60
Seats

Experiences



The Springs Souk

5
Screens

278
Seats

Experiences



Abu Dhabi Mall

6
Screens

724
Seats

Experiences



*The Springs Souk is a 6 screen cinema, with only 5 operational screens

Oman



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:



Egypt



City Centre Alexandria

7

Screens

1626

Seats

Experiences



Saudi Arabia



Riyadh Park Mall

4

Screens

330

Seats

Experiences



Kuwait



The Avenues

17

Screens

1645

Seats

Experiences



REDEVELOPED LOCATIONS



The Dubai Mall

The cinema completed Phase 2 of its renovations in 2018.

The cinema is now home to **26 screens** with a total seating capacity of **2353 seats** and features the following experiences:



City Centre Mirdiff

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



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**.

With an attendance of over 300 guests, invitees included a mix of agency and direct clients (and their family members).



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.



HotelsCombined

Adcomm



**Alshaya International
Trading Company KSA for IHOP**

BPG MAX



**General Motors Overseas Distribution
LLC for Chevrolet & GMC Yukon**

Carat Middle East FZ LLC



Toshiba

Equation Media



Emirates Airlines

Havas Media Middle East



Huawei

Initiative Media ME



MAF Properties Community

Majid Al Futtaim Properties LLC



NETFLIX for Sacred Games S1

MEC KSA



Richemont (Dubai) FZE for Cartier

MediaCom UAE



Binzagr CO-RO LTD for Suncola

OMD - KSA



Tawuniya



Google

OMD - UAE



Glade Air Freshener

PHD FZ LLC



Adidas

Spark Foundry MENA



**Dubai Corporation for
Tourism & Commerce**

Starcom - UAE



Dubai Shopping Festival



Saudi Telecom Company (STC)

UM7