

PRESS RELEASE

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DUBAI FUTURE FOUNDATION PARTNERS WITH RICHEMONT TO SUPPORT EMERGING TECHNOLOGIES IN THE FIELD OF LUXURY CLIENT EXPERIENCE

Dubai Future Foundation is proud to announce the launch with Richemont Middle East, India & Africa (Richemont) of BEYOND: The Future of Luxury Retail, a start-up incubation program with the objective to support the development of new technologies in the field of luxury client experience.

The program is to be run and hosted by the Dubai Future Accelerators within AREA 2071, an innovation ecosystem that brings together the world's brightest minds through a dynamic collaboration between startups, private entities, and government to design and test innovative solutions for the future.

Richemont will invite entrepreneurs and innovators from all over the world to Dubai, as part of the BEYOND: The Future of Luxury Retail program dedicated to defining luxury client experience technologies. Selected start-ups will benefit from the expertise and unique innovation ecosystem of AREA 2071, as well as from bespoke coaching and deep industry insight of from executives of Richemont Maisons based in the Middle East.

Entrepreneurs and innovators interested in joining this pioneering program who have expertise in the field of retail technologies, can register now on www.dubaifuture.ae/richemont/

Abdulaziz Al Jaziri, Deputy CEO & Chief Operating Officer, Dubai Future Foundation, said: "The Dubai Future Accelerators program continuously works with key stakeholders from the government and private sector as well as startups to develop innovative solutions to drive the future of their industries. With our newly established partnership with Richemont, I am confident that we will witness innovative solutions leveraging emerging technologies to further advance the customer retail experience."

Pierre Fayard, CEO, Richemont Middle East, India & Africa, commented: "Dubai, under the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, is one of the most dynamic places in the world, and a city synonymous with luxury clientele. At the time of the UAE 50th anniversary, partnering with Dubai Future Foundation is a strategic commitment from Richemont to support the development of a strong innovation ecosystem in the Emirates. We are proud to partner with the Dubai Future Foundation in this unique and innovative initiative".

About Dubai Future Foundation

Dubai Future Foundation (DFF) is an economic development agency based in Dubai, United Arab Emirates. Established in 2017, the purpose of the Dubai Future Foundation is to build a cohesive innovation ecosystem that includes, accelerator programs, incubators, labs, regulatory sandboxes, and knowledge platforms – all with the purpose of challenging the status quo and designing a future-ready city powered by future leaders and disrupters. Find out more at: <https://www.dubaifuture.ae/>

About Richemont

At Richemont, we craft the future. Our unique portfolio includes prestigious Maisons distinguished by their craftsmanship and creativity, alongside Online Distributors that cultivate expert curation and technological innovation to deliver the highest standards of service. Richemont's ambition is to nurture its Maisons and businesses and enable them to grow and prosper in a responsible, sustainable manner over the long term.

Richemont operates in four business areas: **Jewellery Maisons** with Buccellati, Cartier and Van Cleef & Arpels; **Specialist Watchmakers** with A. Lange & Söhne, Baume & Mercier, IWC Schaffhausen, Jaeger-LeCoultre, Panerai, Piaget, Roger Dubuis and Vacheron Constantin; **Online Distributors** with Watchfinder & Co., NET-A-PORTER, MR PORTER, YOOX, THE OUTNET and the ONLINE FLAGSHIP STORE division; and Other, primarily Fashion & Accessories Maisons with Alaïa, AZ Factory, Chloé, Delvaux, dunhill, Montblanc, Peter Millar, Purdey and Serapian. Find out more at <https://www.richemont.com/>.

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Future Foundation

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