

## EZDUBAI WELCOMES MUMZWORLD, STRENGTHENS DEVELOPMENT OF REGIONAL E-COMMERCE SECTOR

**Dubai, 23 November 2022:** EZDubai, the fully dedicated e-commerce free zone strategically located in the heart of Dubai South's Logistics District, is welcoming Mumzworld, the largest online baby shop in the Middle East that will be expanding its operations. A signing ceremony to announce the expansion was attended by Mohsen Ahmad, CEO of the Logistics District - Dubai South; Mona Ataya, CEO of Mumzworld; and other senior executives from both entities.

The new facility will span 8,152 square metres and will be in a rapidly expanding free zone for major e-commerce players and last-mile service providers towards further strengthening Mumzworld's footprint and bolstering its operations for continued hyper-scale. EZDubai will support Mumzworld in running an effective fulfilment centre through bonded and non-bonded activities to expedite inventory turnover. This will assist the company in managing, optimising, and creating new warehouse operations to support its aggressive regional and global growth strategy.

In his comments, Mohsen Ahmad said: "Mumzworld, the pioneering online marketplace in the Middle East, is a wonderful addition to our portfolio. Our continued efforts aim to create an excellent environment for such specialised companies and boost the region's e-commerce sector. The new fulfilment centre will significantly expand Mumzworld's capacity to continue to deliver best-in-class customer demand and satisfaction, enabling the company to deliver products quicker, especially with our proximity to last-mile partners."

The new facility seeks to optimise every consumer touchpoint and elevate the e-commerce industry by consistently providing customers with a distinctive, personalised, practical, and seamless experience. In addition to fostering long-lasting relationships with customers, this effort will push the boundaries of innovation and improve operational excellence and efficiency to save costs.

Mona Ataya commented: "This new built-to-suit fulfilment centre at Dubai South represents an important milestone for Mumzworld. The brand is at an important inflexion point of hypergrowth, and our partnership with EZDubai will further consolidate our path forward. The facility is strategically located and effectively enabled to allow us to cater to growing customer demands and continue to provide an exceptional online shopping experience in the region. The state-of-the-art facility and enablers within this locale will allow us to continue our aggressive expansion plan across the region more seamlessly and efficiently."

The 920,000 square-metre, purpose-built e-commerce hub at Dubai South is designed to attract the world's leading e-commerce companies and create a benchmark with its infrastructure. The e-commerce zone, which was launched in 2019 by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, aims to promote the emirate's position as a hub for global e-commerce.