

Tenant Journey Program (TJP)
Digital & Social Media Requests Registration

Dear Retail Partners,

In our continuous efforts to support your business and provide opportunities to increase your brand exposure. We are excited to announce the launch of the “**Digital & Social Media Requests**” module, a new digital engagement solution between our retail partners and Majid Al Futtaim – Shopping Malls - Marketing teams.

This module will allow you to submit the Digital / Social Media Content requests to be updated on the digital assets of our respective malls, which are:

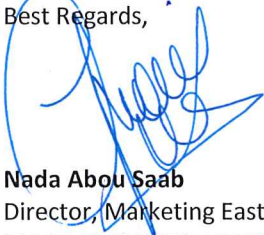
- ☐ Mall Branded Website
- ☐ Mall Mobile Application
- ☐ Mall Facebook Page
- ☐ Mall Instagram Account
- ☐ Mall Twitter Account

This module will replace the current process of <http://mafpmarketing.com/> and create a platform for both our existing retail partners and new prospects to manage and submit their content requirements to Majid Al Futtaim Shopping Malls. The main objective of the module is to simplify and optimize the current processes.

As per phase one of the Tenant Journey Programme (Partner Connect) you should have already nominated a **tenant marketing user administrator** who will be able to grant you access to Partner Connect and assign you to the Digital Social & Media Requests to manage and update all content aspects of your brands relating to Digital & Social Media through our new portal: <https://partnerconnect.ae>

Please find attached with this letter a User Guide document that will provide you with the instructions on how to use the new user function developed under Partner Connect Tenant Portal. The document is organised based on functionalities and describes the steps to achieve the desired objectives.

Best Regards,



Nada Abou Saab
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Majid Al Futtaim Properties LLC issued capital AED 3,500,000,000
Commercial registration number: 41429 - Dubai

العقارية

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رقم السجل التجاري: ٤١٤٢٩ - دبي