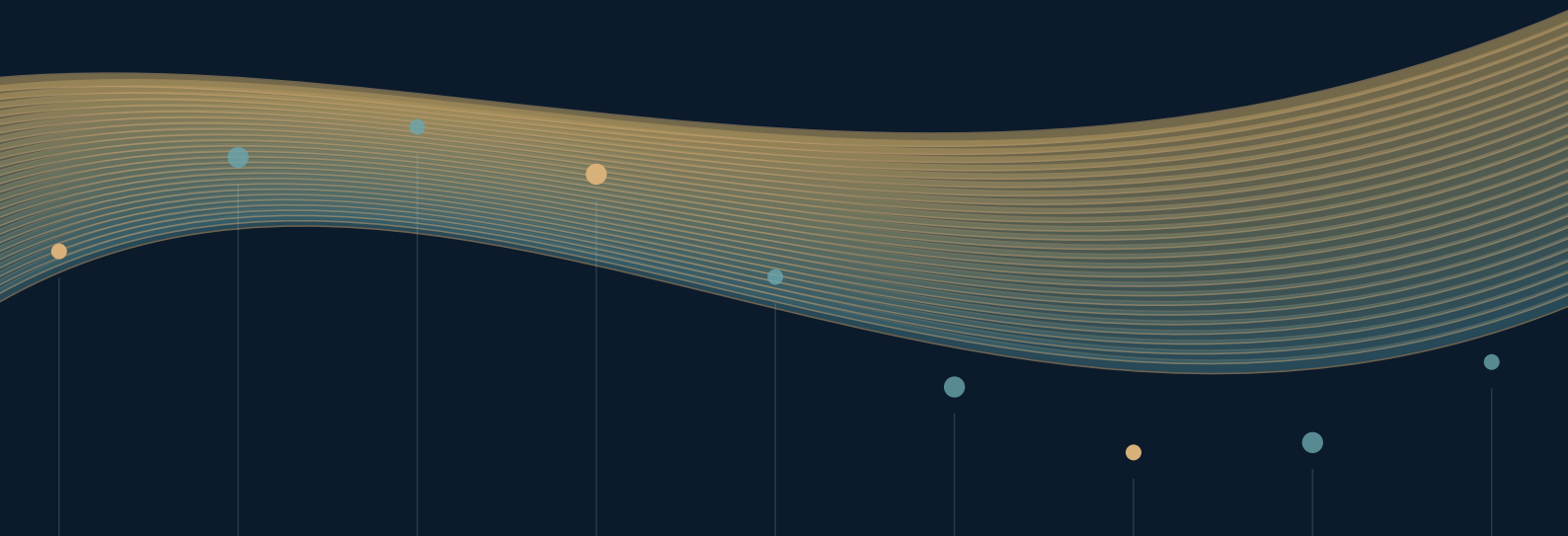




RETAIL & CONSUMER

AI behind the consumer experience

Demand, inventory and service across ten selected retail and consumer entities.



ORIGINAL MAYDEN GRAPHIC / EVIDENCE IN MOTION

01 / THE EXECUTIVE VIEW

Start with the operating evidence.

Demand, inventory and service across ten selected retail and consumer entities.

10

selected entity records

18

recorded claims

17

eligible claims

4

unranked records

01 / WHAT THE RECORD SHOWS

Examine who approves replenishment. LuLu reports UAE forecasting and replenishment with planner review and defined thresholds. Test the exception process and establish which products and stores are covered.

Claims: RET-LULU01 / RET-LULU02 / RET-LULU03

02 / WHAT THE RECORD SHOWS

Require more than a finished document. Mezzan reports using generative AI to prepare a supplier questionnaire. Assess responses and subsequent decisions; creation alone establishes neither supplier compliance nor completed deployment to every intended supplier.

Claims: RET-MEZZAN01

03 / WHAT THE RECORD SHOWS

Separate a new interaction from a completed service. LuLu describes an assistant connected to customer and order systems; MAF's City+ case concerns a named historical store. Measure successful transactions and verify current operating scope.

Claims: RET-LULU05 / RET-MAF05

Public-evidence review. Selected entity scopes. No company participation, population inference or independent assurance implied.

Read the argument, inspect the exhibits, then use the leadership questions to identify the next evidence your organisation should produce. All report bodies are in English; Arabic executive summaries are available online.

EXHIBIT 01 / SCOPED CASE COMPARISON

Where does the retail workflow actually finish?

Three separate completion tests; a generated output is not automatically an accepted operating result.

Forecast to replenishment / Approved order recommendation

Source account. LuLu says UAE planning teams review AI outputs and exceptions under defined rules and thresholds. **Boundary.** Reported approval workflow; no inference to every market.

Mayden question. Does the accepted order improve availability without shifting waste elsewhere?

Evidence: RET-LULU01 / RET-LULU02

Conversation to service / Customer or order request

Source account. LuLu describes Salem on WhatsApp integrated with customer and order systems. **Boundary.** Integration alone does not establish successful resolution.

Mayden question. Is the transaction completed, escalated or repeated by the customer?

Evidence: RET-LULU05

Draft to supplier evidence / Completed and reviewed questionnaire

Source account. Mezzan reports using GenAI to develop an ESG questionnaire for targeted high-spend suppliers. **Boundary.** Target population is not confirmed responses or compliance.

Mayden question. Which responses change a supplier decision after human review?

Evidence: RET-MEZZAN01

Source: selected claims in PE-2026.10-v4. Company and supplier reports are attributed accounts. The questions are Mayden editorial interpretations, not measured sector results or independent assurance.

EXHIBIT 02 / PUBLIC EVIDENCE

Inspect the operating profile, not only the total

Highest eligible anchor per theme; U = no qualifying evidence located

	Core	People	Partners	Interface	Lineage	Testing	Authority	Knowledge	Control	Points
LuLu Retail Holdings PLC	3	U	3	3	U	U	3	U	3	56
Majid Al Futtaim	3	3	3	3	U	U	U	2	U	52
Al Meera Consumer Goods Company	U	U	1	3	U	U	U	U	U	15
Mezzan Holding	U	U	U	3	U	U	U	U	U	11
Baladna	1	U	U	1	U	U	U	U	U	7
United Electronics Company (eXtra)	U	U	U	U	U	U	U	U	2	7
Alshaya Group	U	U	U	U	U	U	U	U	U	U
BMMI	U	U	U	U	U	U	U	U	U	U
Jarir Marketing Company	U	U	U	U	U	U	U	U	U	U
Trafco Group	U	U	U	U	U	U	U	U	U	U

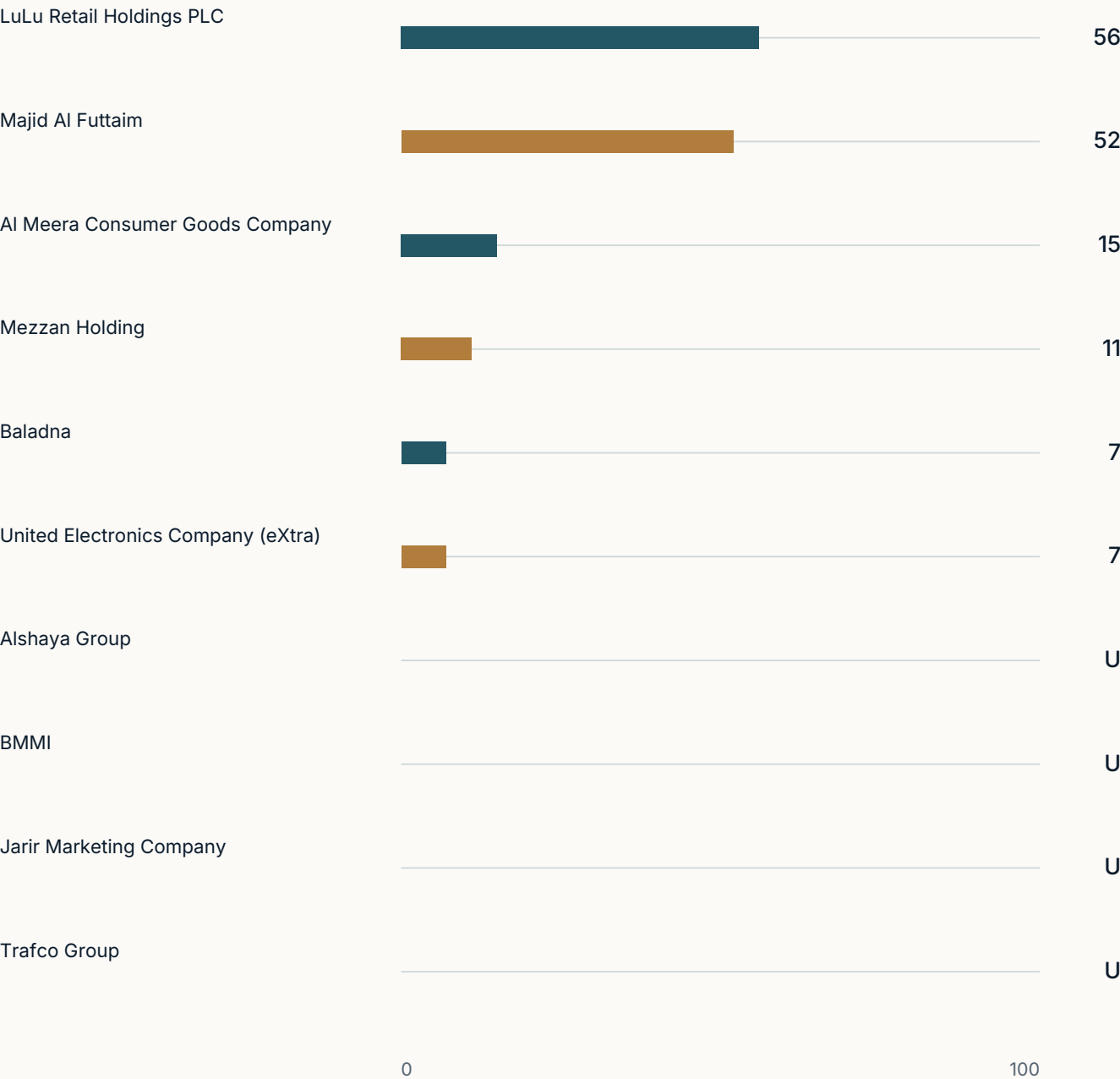
Unknown
Commitment / pilot
Implemented
Operating detail

Source: Mayden PE-2026.10-v4. Each row is a named entity scope. U does not mean absent capability. Anchors are ordinal evidence-specificity judgements; scopes and disclosure access differ.

EXHIBIT 03 / PUBLIC EVIDENCE

Documented evidence points in the selected cohort

Fixed denominator of 27; normalized to 0-100; ties use unrounded totals



Source: frozen release calculation. These are public-evidence points, not a maturity percentage, operational audit or population ranking. No-evidence records stay unranked.

02 / ANALYSIS

Retail & Consumer – Mayden AI Native Index research edition

Evidence cutoff: 10 October 2026. Ten purposefully selected entities across five markets. Public evidence, not a measure of actual enterprise maturity.

The visible face of retail AI is easy to photograph: a checkout-free store, a shopping robot or a conversational assistant. The more consequential organisational question is often less visible. How does a recommendation become a replenishment order? Who checks an AI-generated supplier questionnaire? Which person can reject an automated suggestion, and what information supports that decision?

This research examines those questions through primary disclosures from ten retail and consumer businesses. The cases show several ways AI enters work: forecasting, recruitment, customer feedback, checkout, media delivery, supplier engagement and prospective production systems. They do not establish which company is truly the most AI-native. Public communications reveal selected practices under different disclosure incentives. The purpose of this edition is to make those practices and their limitations inspectable.

Mayden's editorial interpretation is that an enduring organisational benchmark should follow decisions through the business. A collection of applications is a starting point. The additional evidence concerns responsibility, maintenance, employee capability, exception handling and evaluation. The cases below show why those details are worth asking about and why a named implementation must remain separate from a plan.

A deliberately broad consumer-business cohort

The cohort includes Jarir and United Electronics Company, trading as eXtra, in Saudi Arabia; Majid Al Futtaim and LuLu Retail Holdings in the UAE; AI

Meera and Baladna in Qatar; Alshaya Group and Mezzan Holding in Kuwait; and BMMI and Trafco Group in Bahrain. There are two entities per market, chosen for purposeful coverage. This is not a representative GCC sample, a market-share ranking or a complete inventory of large consumer businesses.

"Retail & Consumer" is intentionally broader than grocery retail. Baladna manufactures food; Mezzan and Trafco include distribution and manufacturing activities; other entities operate stores or franchise portfolios. Their tasks and economics differ. A consumer-finance subsidiary also should not automatically stand in for an electronics retailer's operating model. Company scope is therefore part of every evidence record.

Geographical labels identify the company's home market in this cohort, rather than the location of every implementation. Majid Al Futtaim's named Carrefour evidence concerns its operating business, not Carrefour SA worldwide. LuLu's historical brand announcements can include countries outside the listed GCC group's perimeter; the retained interpretation is restricted to the relevant GCC operations. One company's international reach does not create observations for every country in which it sells.

Replenishment makes the management question concrete

LuLu's 2025 annual report describes AI forecasting and replenishment operating in the UAE. It identifies inputs, integration with core systems, planning-team review, authorisation rules and monitoring. Rollout elsewhere is described as ongoing, not completed. This is unusually useful evidence because it explains several parts of the same operating workflow rather than presenting an application name alone. It is still a company account, not an audit of control effectiveness. [LuLu Retail Integrated Annual Report 2025, printed page 104](#)

The analytical value lies in the relationship between a prediction and an action. A forecast has no

operational effect until someone or something changes an order, allocation or stock position. A retailer therefore needs to know both whether predictions are useful and whether the process acts on them appropriately. A system can be accurate on average and still fail on the categories, stores or exceptional events that matter most.

For an executive interview, The proposed interview asks for one routine replenishment decision and one exception. The respondent should identify which inputs were available, what the recommendation was, which rule applied, whether a person intervened and what happened next. A redacted decision record would provide stronger evidence of actual responsibility than a general claim that the system is supervised.

This is also where autonomy should be defined carefully. Human approval and bounded automation can be a deliberate operating design. They should not be treated as a failed attempt at full autonomy. The question is whether authority is appropriate to the task and explicit enough to inspect. A system that makes a suggestion, one that prepares an order, and one that commits an order have different consequences.

A digital shopfront does not establish a digital organisation

LuLu's October 2026 announcement describes AI shopping robots deployed in UAE stores, with navigation and promotional functions. It supports a specific customer-service implementation. It does not establish how widely shoppers use it, whether it improves conversion, or whether the broader enterprise delegates material decisions to AI. [LuLu robot announcement, 1 October 2026](#)

An earlier LuLu announcement describes a WhatsApp assistant implemented with Yellow.ai, connected to customer and order systems and supported by handoff to a live agent. The integration is an organisationally relevant detail: service answers can be linked to a real transaction rather than a static FAQ. The review does not reproduce the announcement's performance claims

as independently verified results. [LuLu WhatsApp announcement, 28 February 2023](#)

For either interface, the executive question is what happens when the system cannot complete the task. An effective escalation can matter more than an impressive demonstration. Mayden's proposed interview should examine failed requests, incorrect product guidance, accessibility, language coverage and the transfer of context to an employee. It should also ask whether the company monitors unresolved demand rather than merely counting interactions.

Majid Al Futtaim's 2021 Carrefour City+ release describes AI-assisted item recognition and automatic charging at a named store in Dubai. This is evidence of a historical service launch with a defined customer journey. It is not evidence that the same configuration remains operational at the cutoff or that a wider network adopted it. [Majid Al Futtaim Carrefour City+ announcement, 6 September 2021](#)

Historical evidence deserves a visible date. An index should neither discard every older implementation nor silently describe it as current. It should make continuity a separate question and seek a dated operating update in the next research cycle.

The back office changes the picture

Majid Al Futtaim's 2024 sustainability report describes an AI pricing engine, AI analysis of customer feedback, AI-supported recruitment and a new AI Academy. The academy has separate learning paths for everyday users, technical specialists and senior leaders. Recruitment uses screening questions and job-fit scores. These passages broaden the observable organisational picture, but they do not establish unbiased hiring, autonomous pricing or company-wide proficiency. The source's other training metrics are not automatically AI Academy results. [Majid Al Futtaim Sustainability Report 2024, pages 70, 76 and 80-81](#)

These applications lead to different tests. A pricing recommendation should be assessed against commercial constraints and customer effects. A recruitment recommendation requires an account of

the human decision and the handling of contested outcomes. Customer-feedback analysis needs a way to check whether important minority complaints disappear inside broad categories. Training needs evidence that people can apply the relevant judgement, not merely attend a course.

The common thread is the design of work. When an AI tool shortens an analysis task, the company still has to decide what happens to the time released and who owns the action that follows. Faster classification of complaints is valuable only if the organisation identifies and fixes the right problems. A benchmark should avoid converting a processing-speed claim into a claim about customer outcomes without the intermediate evidence.

There is also a knowledge question. A company may successfully classify incoming feedback without maintaining a reliable body of operational knowledge. To distinguish the two, The next company interview should examine how categories change, how corrections are retained and whether later users can inspect the source material behind a conclusion. The current public record is not enough to answer all of those questions.

Retail media needs the same operating test as every other service

In May 2025, Majid Al Futtaim described Advertima Audience AI deployed across UAE Carrefour hypermarkets, while supermarket expansion remained prospective. The release explains a sensor-to-message mechanism for retail media. The review recognises the operator's implemented service workflow. It does not treat the announcement as independent proof of advertising effectiveness or privacy safeguards. [Majid Al Futtaim-Advertima announcement, 13 May 2025](#)

Alshaya's Media Connect service page advertises AI-assisted media delivery using purchase data and intent signals. That is a specific offering, but the inspected page does not document a live campaign implementation. A separate AI-assisted source challenge excludes this catalogue claim from scoring: it does not establish deployment or a

specific internal implementation commitment. The distinction is about the evidence available, not a claim that the service is inactive. [Alshaya Media Connect](#)

Consistency is essential here. Selling an AI-labelled product is not the same as using AI to operate a service. A retailer's own media-delivery process can qualify if the source actually describes it in operation. A service catalogue alone leaves an implementation question. The same rule should apply irrespective of the prominence of the company or the attractiveness of the announcement.

For a deeper assessment, the relevant questions concern responsibility for targeting decisions, the inputs used, the interpretation of performance measures and the handling of unsuitable outputs. Those questions are proposed due diligence, not findings that either company has failed a requirement.

Recovering a source can change the evidence, without changing the standard

AI Meera's older annual-report link did not initially provide a readable document. The research recovered the full report through the company's new annual-report page and its linked document host. The report describes smart carts launched in 2024, with login, scanning and purchase functions, and places them in an AI discussion. It also records the earlier opening of AI Meera Smart. The named vendor's 2022 announcement remains a separate, earlier project commitment. [AI Meera Annual Report 2024, printed pages 14-17; Zippin project announcement](#)

This case illustrates why access status belongs in a serious index. An indexed extract may identify a promising lead, but it is not equivalent to reading the source passage. Conversely, a broken old link should not permanently erase evidence that can be recovered from an official archive.

The company case still has boundaries. A launched shopping interface does not supply a rollout

denominator, a controlled comparison or evidence about every part of the business. The report also cannot establish that every component described as smart uses AI. The retained claim is limited to the specific passage that links the cart workflow to AI.

Consumer production adds a different time horizon

Baladna's 2025 report describes future AI-supported utility metering and AI-capable feed-management software, including intended integration with existing systems. Those are specific operational plans. They remain plans in this review because the passages do not establish completed AI deployment. The company's existing production, water or energy achievements must not be attributed to a future system. [Baladna Annual Report 2025, physical pages 39 and 41, printed pages 76-81](#)

A consumer-products company can have a sophisticated physical operation before an AI project enters service. The Index should not confuse general technological capability with evidence of AI-specific practice. It should also preserve the ability to record a later transition once a dated source establishes installation, routine use and a responsible operating team.

Mezzan provides a more bounded implemented example. Its 2025 sustainability report describes GenAI used to develop an ESG questionnaire with deployment targeting its top twenty high-spend suppliers. This supports GenAI-assisted drafting and a specified intended supplier cohort; it does not confirm twenty completed deployments or responses. It does not establish that AI autonomously scored suppliers or verified compliance. [Mezzan Sustainability Report 2025, physical page 53](#)

The distinction is valuable. Generating a questionnaire, interpreting responses and making a supplier decision are three different activities. A respondent should identify exactly where the AI contribution stops. The follow-up should establish what human review checked relevance,

completeness and unintended ambiguity before the questionnaire was used.

Silence and irrelevant mentions need different labels

Jarir's examined annual-report language about AI-enabled products concerns merchandise, not an internal operating practice. eXtra's issuer notice provides a different kind of evidence: supervision of an Executive Management Committee for Data and AI during fiscal 2024. That supports a specific governance activity, without proving an implemented store or fulfilment application. [Jarir Annual Report 2025; eXtra issuer notice, 30 April 2025](#)

BMMI's latest report downloads presented access difficulties, while its accessible 2024 annual report did not yield a qualifying practice in the searched text. Trafco's examined annual-report material described technology without an explicit qualifying AI practice. Neither result justifies calling the company non-native or digitally immature.

The research also encountered Arabic news pages labelled as AI-generated summaries. Those labels describe the publisher's process, not the subject company's adoption. Similarly, a supplier portal marked as a testing environment cannot establish production deployment. These exclusions are not minor editorial choices; they prevent a keyword count from becoming a misleading organisational measure.

From an evidence page to a useful executive conversation

The proposed company interview should begin with a material workflow rather than an abstract self-rating. A retailer might choose replenishment or customer service; a consumer-products company might choose production planning. The interviewer should then ask for an additional workflow outside the flagship area to test whether practices are repeatable.

For each workflow, the discussion should cover nine dimensions: the role of AI in core work; role-specific employee capability; partner responsibilities; integration with systems and people; records that allow a decision to be reconstructed; rules for experiments; permitted actions and overrides; maintenance of knowledge; and applied AI governance. Respondents should be able to answer through a guided click-through or voice interview, but the underlying evidence request should be the same.

A useful company report would separate three things: what was disclosed, what was substantiated in the assessment, and what remains unresolved. It would explain the next evidence needed for each conclusion and provide a small number of prioritised operating questions. It should not penalise a company for declining to disclose commercially sensitive details publicly; confidential participation and public evidence are different measurement channels.

This is a proposed assessment design, not a validated scale. Before claiming to benchmark organisations scientifically, Mayden needs to test question interpretation, scoring reliability, missing-data patterns and the relationship between measured dimensions and external outcomes. The public corpus provides useful material for that work, but it cannot substitute for it.

Reading the retail and consumer evidence exhibits

The heatmap shows nine dimensions. U means unknown; level 1 denotes a specific commitment or pilot, level 2 an implemented practice, and level 3 adds concrete operating detail. Each cell takes the highest supported, adjudicated level.

Points equal the supported total divided by 27 and multiplied by 100, rounded. The fixed denominator allows three points per dimension. Equal underlying totals share a position; records without qualifying evidence remain unranked. Unknowns add no documented points without proving absent capability. Positions describe this selected public

corpus, not maturity, commercial success or national adoption.

Anchor counts distinguish specific commitments or pilots, implemented practices, and implemented practices with operating detail. They do not count independent applications or companies: one replenishment workflow can support several dimensions. These are research-record counts, not estimates of operational AI coverage.

Source dependence shows the largest points reduction when one source URL is removed. A sharp decrease identifies reliance on one disclosure, not loss of capability. A smaller decrease does not prove independent verification: URLs can repeat announcements. Historical cases, subsidiary boundaries and supplier accounts retain their claim-specific qualifications.

The enduring value of the Index will depend on disciplined updates. New evidence may strengthen a claim, reveal that a project stopped, or clarify that a widely promoted deployment had a narrower scope. Preserving the previous edition and recording the reason for each change will make those developments legible. That is how this research can become a useful continuing record of enterprise change while keeping its scientific claims proportional to the evidence.

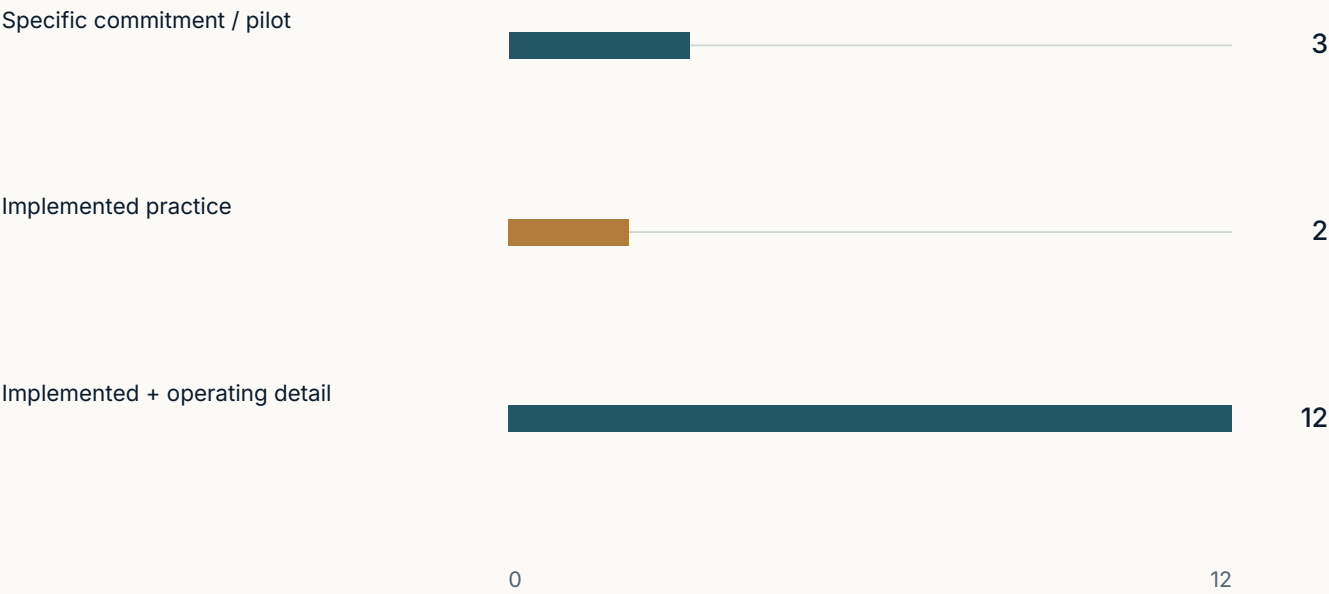
Evidence and reproducibility. The companion retail-evidence.json contains entity scopes, source relationships, passage locators, deployment stages and proposed evidence levels. Separate AI-assisted source challenge is retained separately and governs the released calculations. This edition uses public company and partner disclosures; it includes no private system access, respondent survey, statistical meta-analysis or validation of actual organisational maturity.

Review transparency. Extraction and source challenge in this edition were AI-assisted. Separate AI readers do not constitute human expert sign-off or independent assurance. Company claims, research findings and Mayden interpretations retain their distinct scope.

EXHIBIT 04 / INSPECT THE ASSUMPTION

Separate a commitment from a deployed practice

Eligible claim records, n = 17; one practice may support multiple distinct themes

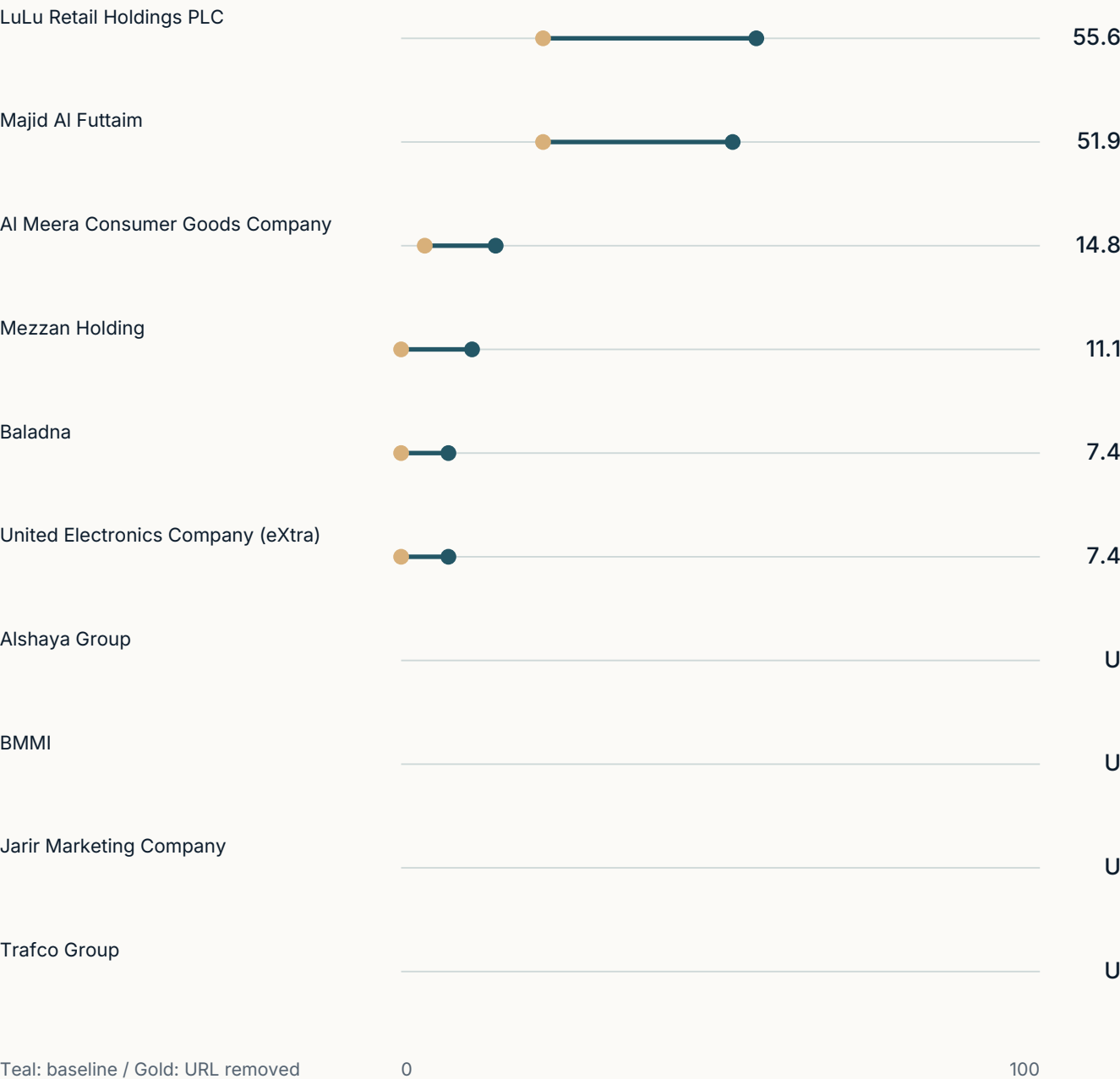


Source: claim ledger. 1 excluded records are outside these bars. Counts are claims, not independent systems, companies or estimates of adoption.

EXHIBIT 05 / INSPECT THE ASSUMPTION

How much of the profile rests on one retained source URL?

Baseline points versus points after removing the most influential primary source URL



Source: deterministic URL-removal check. Remaining URLs can repeat the same disclosure; required corroborating-source dependencies are not removed. This is not a confidence interval or a test of source truth.

03 / A CLOSER LOOK

LuLu Retail Holdings PLC

Listed GCC retail group; historical LuLu brand claims limited to GCC operations, excluding non-GCC group businesses.

ELIGIBLE ANCHOR 3 / RET-LULU01

LuLu reports AI forecasting and replenishment operational in the UAE using sales, seasonality, promotion and store-pattern inputs.

Boundary. Claim scope: Listed GCC retail group; historical LuLu brand claims limited to GCC operations, excluding non-GCC group businesses.. Other-country rollout underway is not completed; no verified benefit size. Application: internal-operating-practice.

Locator. Physical105, printed104, AI adoption section

[Inspect the source](#)

ELIGIBLE ANCHOR 3 / RET-LULU02

Planning teams review AI outputs and exceptions, approving replenishment recommendations within defined rules and thresholds.

Boundary. Claim scope: Listed GCC retail group; historical LuLu brand claims limited to GCC operations, excluding non-GCC group businesses.. Bounded automation, not fully autonomous buying; thresholds not numerically disclosed. Application: internal-operating-practice.

Locator. Physical105, printed104, oversight and automation paragraphs

[Inspect the source](#)

The question for leadership

Trace the demand signal into an action.

Company/group scope follows each cited claim. Headquarters is not the geography of all operations. Public disclosures and search completeness differ; no national or population inference.

03 / A CLOSER LOOK

Majid Al Futtaim

Majid Al Futtaim group; claims restricted to Retail, named store, HR or training scope. Not Carrefour SA worldwide.

ELIGIBLE ANCHOR 3 / RET-MAF01

MAF launched an AI Academy with separate hands-on, technical and senior-leader learning paths.

Boundary. Claim scope: Majid Al Futtaim group; claims restricted to Retail, named store, HR or training scope. Not Carrefour SA worldwide.. Other academy satisfaction and coverage figures cannot be attributed to AI Academy. Application: internal-operating-practice.

Locator. Physical/printed80-81, AI Academy and GO/DEVELOP/ELEVATE pathways

[Inspect the source](#)

ELIGIBLE ANCHOR 3 / RET-MAF02

MAF describes an AI pricing engine considering scenarios, recommendations and promotions in grocery retail.

Boundary. Claim scope: Majid Al Futtaim group; claims restricted to Retail, named store, HR or training scope. Not Carrefour SA worldwide.. Portfolio SKU and country totals are not AI coverage denominators; no autonomous price-setting authority established. Application: internal-operating-practice.

Locator. Physical/printed70, AI customer-service spotlight

[Inspect the source](#)

The question for leadership

Trace the demand signal into an action.

Company/group scope follows each cited claim. Headquarters is not the geography of all operations. Public disclosures and search completeness differ; no national or population inference.

03 / A CLOSER LOOK

Alshaya Group

M.H. Alshaya operating group; retail-media service evidence not inherited by every franchise brand.

EXCLUDED OR UNRESOLVED / RET-ALSHAYA01

Alshaya Media Connect advertises an AI-enabled retail-media service combining loyalty purchase data and intent signals.

Boundary. Claim scope: M.H. Alshaya operating group; retail-media service evidence not inherited by every franchise brand.. Service catalogue alone does not establish actual operating deployment; no transfer to franchise stores. Application: operator-service-offering. Exclusion: New claim has no explicit accepted review decision. No qualifying AI-specific operating anchor retained. Excluded by separate AI-assisted source-review pass.

Locator. Offsite Display & Video service description

[Inspect the source](#)

The question for leadership

Trace the demand signal into an action.

Company/group scope follows each cited claim. Headquarters is not the geography of all operations. Public disclosures and search completeness differ; no national or population inference.

04 / THE LEADERSHIP AGENDA

Ask for evidence that changes the decision.

01 / Trace the demand signal into an action.

Evidence to request: Forecast inputs, replenishment decision, store/channel scope and override ownership.

02 / Measure the whole service outcome.

Evidence to request: Availability, waste, margins and service quality with relevant denominators.

03 / Inspect customer and employee controls.

Evidence to request: Data permissions, contested recommendations and escalation when the system is wrong.

Method and boundaries

This is an AI-assisted, bounded public-source review using a purposeful corpus. Nine themes retain their highest eligible anchor: 1 for a specific commitment or pilot, 2 for an implemented practice, 3 for implemented practice with operating detail. U means unknown. Points equal 100 times the sum of anchors divided by 27. Ordinal steps and equal weights are design assumptions, not validated importance estimates.

Reported outcomes, actual company capability and disclosure depth are different objects. Source-linked corporate or vendor statements are not independently assured operations. Deterministic sensitivity tests are not confidence intervals. Sector scopes, reporting periods and access differ; no national rankings, population prevalence or causal inference are made. The confidential company instrument remains a separate development track.

Dated sources run from 2021-09-06 to 2026-10-01. 0 of 17 eligible claim records have undated sources. Publication dates do not confirm continuing operation or a common observation period; undated does not mean stale.

[Inspect the full method](#) / [Reproduce the evidence](#)

05 / SOURCES & PROVENANCE

Follow the argument back to its source.

Sources below include eligible and excluded research leads. Inclusion in this list does not make a source eligible or independently verified. Exact claim decisions, source locators and limitations are retained in the online evidence ledger. Research cutoff: 10 October 2026.

S01 / LuLu Retail Integrated Annual Report 2025

LuLu Retail / 2026 / annual-report

Locator: Physical105, printed104, AI adoption section

[Open source](#)

S02 / AI-powered robotic shopping experience in UAE stores

LuLu Retail / 2026-10-01 / corporate-operating-announcement

Locator: Body deployment and Odigo robot capabilities paragraphs

[Open source](#)

S03 / AI-powered customer experiences on WhatsApp with Yellow.ai

LuLu Retail / 2023-02-28 / corporate-operating-announcement

Locator: Body launch, CRM/order integration and live-agent handoff paragraphs

[Open source](#)

S04 / Majid Al Futtaim Sustainability Report 2024

Majid Al Futtaim / 2025 / sustainability-report

Locator: Physical/printed80-81, AI Academy and GO/DEVELOP/ELEVATE pathways

[Open source](#)

S05 / Carrefour City+ launch

Majid Al Futtaim / 2021-09-06 / corporate-operating-announcement

Locator: Launch body describing Mall of the Emirates store and checkout flow

[Open source](#)

S06 / Precision Media and Advertima AI rollout

Majid Al Futtaim / 2025-05-13 / corporate-operating-announcement

Locator: Body paragraphs3 and8, hypermarket deployment and 3D sensors

[Open source](#)

S07 / Al Meera Annual Report 2024

Al Meera / 2025 / annual-report

Locator: Physical9-10, printed14-17, Chairman and Board reports

[Open source](#)

S08 / Al Meera partners with Zippin

Zippin / 2022-08-22 / partner-announcement

Locator: Announcement body on planned stores and checkout-free technology

[Open source](#)

S09 / Mezzan Sustainability Report 2025

Mezzan Holding / 2026 / sustainability-report

Locator: Physical53, Case Study: ESG Risk Screening for High-Spend Suppliers

[Open source](#)

S10 / Baladna Annual Report 2025

Baladna / 2026 / annual-report

Locator: Physical41, printed80-81, Looking ahead to2026

[Open source](#)

S11 / eXtra addendum to EGM invitation

United Electronics Company via Saudi Exchange / 2025-04-30 / issuer-disclosure

Locator: Additional information, board-member remuneration item

[Open source](#)

S12 / Alshaya Media Connect service page

Alshaya / Undated / corporate-service-page

Locator: Offsite Display & Video service description

[Open source](#)

S13 / Jarir Annual Report 2025

Primary source as linked / See original / Research or official publication

Locator: Linked publication; see cited passage in report

[Open source](#)

About Mayden

Mayden connects senior judgement, research and engineering to help organisations move from strategic choices to working capabilities. This research programme examines how AI changes recurring work, decisions and accountability.

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