



## Press Release

# **YVOLV to Develop Mobile App**

## *New App YVO Set to Simplify Life for Visitors of Various Retail Destinations*

**Dubai-UAE: 20 October, 2015** – Yvolv, the newly formed joint venture between Meraas and AliCloud, recently announced the development of its maiden project YVO, a mobile app for retail assets around the country, at the Leaders' Summit held as part of GITEX Technology Week 2015.

YVO, a multi-faceted app with varied features under a single virtual roof will simplify a visitor's experience in different destinations. YVO will enable users to book tickets for cinemas, and secure passes for leisure and entertainment offerings across the developments. App users will also be able to make table reservations, place pre-arrival orders with the food & beverage and retail outlets, and even reserve parking spots ahead of arrival.

YVO is also set to amplify visitors' convenience through enabling them to pay their bills using the digital wallet feature. This feature will help customers and shoppers avoid the hassles of carrying cash or several debit and credit cards. The YVO platform will also be enabled to save loyalty card information for various brands thereby aiding shoppers to make the most efficient and economical choices.

The new app will be hosted on AliCloud which is currently one of the most secure cloud infrastructures in the world. The company was able to fend off a massive 14 hour DDoS attack last year, the biggest DDoS attack in Chinese history.

Commenting on the announcement, Abdulwahab Al Halabi, Group Chief Investment Officer at Meraas said: "Smart shopping is the way forward. We strongly believe that this app will appeal to the audience and truly smooth their experience at the retail outlets. The features that this app brings to the table will synchronize well with the technological lifestyle that the general population is leading. The cloud services offered by Yvolv will scale up Yvo to meet the anticipated expected demand."

The agreement to set up Yvolv, a new technology enterprise that offers state-of-the-art, customized solutions in cloud computing, digital consulting, system integration, entrepreneurship and training to private companies and government organizations in the MENA region, was signed in May 2015 between Abdulwahab Al Halabi, Group Chief Investment Officer of Meraas and Sicheng Yu, Vice President of Alibaba Group at the Alibaba headquarters in Hangzhou, China.

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