

Press Release

03/08/2009

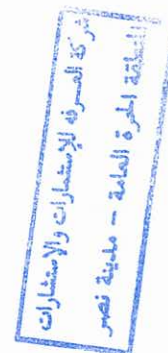
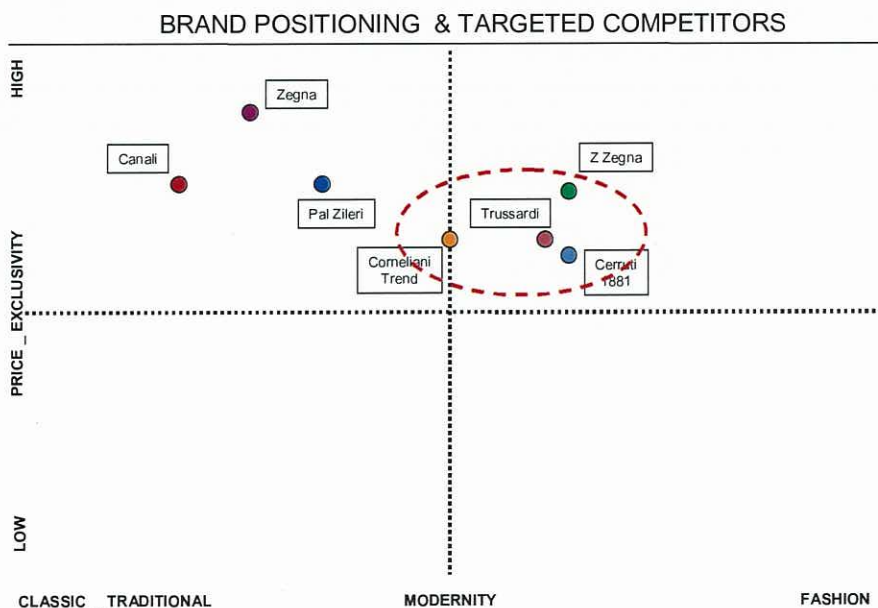
CERRUTI 1881 LICENSE

FORALL Group, a company owned 35% by Al Arafa Investments & Consultancies, has signed a prestigious license agreement with CERRUTI Group referred to the CERRUTI 1881 brand.

The license is extended for a period of 5 years and is renewable at the end of the term covering 33 countries in Middle East, East Asia & Latin America.

FORALL Group is a forerunner in design manufacture and marketing of Menswear across 72 countries through its brand "PAL ZILERI", and has been selected along with other distinguished companies to sell CERRITI 1881 globally.

The allure of the CERRUTI 1881 brand, conjugated to an affordable price creates a brand positioning, as showed below



CERRUTTI 1881 is expected to contribute to € 3 million in revenues for 2010, to reach € 9 million in 2014.

The agreement will allow Al Arafa Group to leverage on its local production facilities in Egypt, creating a profitable proposition for its vertically integrated model.

for


Mostafa Amin
Investor Relations Manager

