



NEWS RELEASE

Cairo, Egypt – 22nd of January 2007

Arafa Holding is announcing that **Mr. Peter Lucas** will be assuming a new executive role at the Company as Chairman of Al Arafa for Investment in Marketing and Distributing Garments, the Company in charge of all the Group's retail operations.

In addition to Mr. Lucas's current responsibilities of managing the BMB Group (*Arafa's retail arm in the United Kingdom*) Mr. Lucas will also be in charge of all the Company's retail operations including acquisitions and joint ventures in the retail sector. Dr. Alaa Arafa, Chairman and CEO of Al Arafa for Investments and Consultancies was quoted "We are excited about leveraging Peter's experience in the retail sector to expand our retail arm. Peter's experience and background will help the Group grow further in Europe through future acquisitions and joint ventures."

From his side, Mr. Peter Lucas declared "I am committed in doubling our Retail sector in three years through Acquisitions and Joint Ventures of companies of correct dimension, owning good brands and synergetic with our Holding".



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Arafa Holding Overview:

Arafa Holding operations are structured in three "segments":

- ✓ **Retail segment**
- ✓ **Apparel & Tailoring segment**
- ✓ **Textile segment**

This organization exploits the "vertical integration" that allows for better cost management, economies of scale, synergies and maximizes profit .

