

**Al Arafa for Investment and Consultancies (Arafa
Holding)**

**Press Release: Ted Baker plc appoints Baird
Group, Arafa Holding subsidiary, as Men's
Formalwear Licence partner**

Arafa Holding proudly announces that its UK subsidiary 'Baird Group' has signed a product license agreement with TED BAKER, with the rights to manufacture and distribute formal menswear for three years in the UK, Europe, and other regions.

Arafa Holding, a key player in the Retail and Garments & Textile manufacturing industry, announces that its 98.2% owned UK subsidiary, Baird Group; has signed a license partnership agreement with TED BAKER, a world renowned brand, recognized for its high quality, designs, and detailing.

Baird operates through multiple brands in the United Kingdom including but not limited to; Ben Sherman, Jeff Banks, Racing Green, Alexandre, and Suit Direct, in 48 retail stores, and 147 concessions in the UK and Europe. The Key player in the men's formalwear sector underwent restructuring in 2020, and successfully went through a Corporate Voluntary Agreement.

With the global challenges the industry witnessed following the COVID 19 circumstances, Arafa Holding believes this agreement between Ted Baker and Baird group comes as a result of the successful efforts to restructure the company and is a promising stepping stone for future endeavors.

"We are thrilled to have the opportunity to help build and develop the Ted Baker formalwear business across the UK, Europe and other international markets. We will produce high quality, innovative, and stylish products made to the highest quality level expected by the brand. We have admired Ted Baker for many years and recognise the power of their brand " commented Mark Cotter, the CEO of Baird group.

Moreover, Dr. Alaa Arafa the CEO of Arafa Holding; expressed his contentment regarding this partnership, stating; “we are thrilled for having signed this deal, as it is a significant accomplishment for the group, and represents a strategic step towards expanding our portfolio of international and prestigious brands. Meanwhile, partnering with a distinguished brand such as Ted Baker, encourages brands of equal positioning to seek partnerships with the group, representing new opportunities to increase exports through the manufacturing facilities owned by the holding company in Egypt”.

About Al Arafa for Investment & Consultancies

Al Arafa for Investment and Consultancies, known as ‘Arafa Holding’, is a key player in the fashion retail industry, backed by a vast industrial platform. The holding company is listed on the Egyptian Stock Exchange and controls approximately 15% of the UK formal menswear market share through its subsidiary “Baird Group”, which manages 235 stores in the UK.

Moreover, Arafa Holding owns the homegrown brand, Concrete, in Egypt; which is considered the largest retailer for luxurious menswear & kids wear in the country. The company’s retail operations are vertically integrated with a state of the art industrial platform, which is considered the largest in the Middle East & Africa.

Investor Relations:

Al Arafa for Investment & Consultancies (Arafa Holding - AIVC)

Address: Nasr City Public Free Zone – 15st. near North Area

Tel: +202 267 140 44

Email: ir@arafaholding.com

Website: www.arafaholding.com