



## **“Feather Invest” Acquires 75% of “Arafa Al Sergani” for Halwa and Tahini and Kick Starts Industrial Turnarounds in Egypt with a total Investment Amount of EGP 95 m**

Cairo – Wednesday 3<sup>rd</sup> of May, 2017:

“Feather Invest”, an Egypt based, world class direct investment firm, has successfully completed the acquisition of a 75% equity stake in “Arafa Al Sergani Factory for Halwa and Tahini”; the company that owns and markets one of Egypt’s oldest - 145 yrs old - FMCG brands named “Arafa El Gamea”.

Feather Invest has allocated an approx. investment cost of EGP 95 m to be deployed in its new venture with the Arafa family and attracted top notch talent from local and regional multi-national firms to lead the business. The firm has also tagged a select group of similar industrial operations in which it intends to deploy an approx. amount of EGP 150 m in the coming 18-24 months.

Commenting on the transaction, Mr. Seif Allah Fahmy, Founder and Member of the Board of Feather Invest, “I am very proud of the work our team has done in the past 24 months. A detailed review of over 110 industrial operations in Egypt, and our team’s previous track record in leading industrial investments has encouraged the Board of Directors to approve such an exciting FMCG turnaround investment for one of Egypt’s oldest Halwa and Tahini brands”.

On the other hand, Mr. Wael Khattab, Founder and Managing Partner of Feather Invest, elaborated saying, “We have worked really hard to build Feather Invest as a firm that amplifies our professional essence of transparency, focus, and industrial operational expertise. We also pride ourselves as a firm with - putting our hands where our mouth is – investing our private capital behind all our board approved transactions”, Wael also added, “Arafa Al Sergani transaction is a vivid show of the firm’s operational muscle and appetite to run successful turnarounds in Egypt over the coming years”.

Abdel Aziz Arafa, Chairman of “Arafa Al Sergani”, confirmed, “My family’s partnership with “Feather Invest” has primarily evolved from the evident credibility of the Feather Invest team and their extensive industrial experience that distinguished them from other potential partners we have met in the past years.”

End  
-----

Feather Invest is one of Egypt’s top rated direct investment firms, focused on industrial investments and turnarounds. Founded by a select group of family businesses and top industry professionals in the direct investment space, Feather Invest defines itself as one of the unique operationally capable and credible investment firms in Egypt.

With an accumulated experience of its founding team that exceeds 100 yrs of diverse industrial experience in multiple manufacturing and commercial domains, Feather Invest considers itself as one of the preferred investment firms for local and regional investors as well as internationally based Egyptian talent.