

**FOR IMMEDIATE RELEASE**

**Alta Semper Signs Definitive Agreements to Acquire a Majority Stake in Nature's Rule, a MENA-Focused Leader in Dietary Supplements and Sports Nutrition**

**London, United Kingdom & Cairo, Egypt – January 19, 2026** – Alta Semper, a London-based private equity firm focused on healthcare and consumer investments across growth markets, today announced that it has signed definitive agreements to acquire a majority stake in Nature's Rule, a leading sports nutrition and dietary supplements company headquartered in the UAE, with an established manufacturing presence in Egypt.

The acquisition is structured through a majority investment in Prowell Holding, the parent company of Nature's Rule; the operator of the largest fully dedicated sports nutrition and dietary supplements manufacturing facility in MENA. The company's state-of-the-art infrastructure and in-house R&D capabilities support a portfolio of private-label clients and proprietary brands, including Redrex, its flagship, market-leading sports nutrition brand developed in collaboration with global bodybuilding icon Mamdouh Elssbiay ("Big Ramy").

The founders will retain a significant stake and continue to lead the business. The partnership will execute a focused value-creation plan to expand the product portfolio into broader health and wellness categories, enter new markets, and further institutionalize the platform through enhanced management and strategic partnerships. A core priority will be the development of affordable, nutritionally fortified products to help address malnutrition and micronutrient deficiencies across underserved communities.

Kareem Ghaly, Director & Head of North Africa at Alta Semper, said *"Nature's Rule is a clear category champion, combining strong proprietary brands, a diversified export footprint, and a structurally advantaged manufacturing platform. We are excited to partner with the founders to scale the business into a pan-regional leader"*

Mohammad Hammoudi, Co-Founder of Nature's Rule, said, *"This transaction marks a pivotal milestone for Nature's Rule. Alta Semper shares our long-term vision and brings the strategic expertise needed to build a more resilient, institutional platform."*

Mahmoud Sewilam, Co-Founder of Nature's Rule, commented, *"I want to thank the Alta Semper team for their unwavering support throughout this process. This partnership is a powerful validation of the platform we have built and the strength of our brand."*

Big Ramy, Co-Founder of Nature's Rule, added, *"We have always stood for quality and credibility. This partnership is an important step in scaling that vision through a more institutional lens."*

Afsane Jetha, Managing Partner & CEO of Alta Semper, concluded, *"The Company's success to date reflects the global pivot toward health & wellness and the strength of trusted local brands across growth markets. We look forward to supporting Nature's Rule on its next phase of growth."*

Alta Semper was advised by Krossing Legal and Matouk Bassiouny & Hennawy (legal advisors); Saleh, Barsoum & Abdel-Aziz, a member firm of Grant Thornton (financial and tax advisor); Amra Health (commercial advisor); and IBIS Consulting (ESG and impact advisor). Nexus Capital acted as the sole financial advisor to the founders, with Amr & Partners serving as their legal counsel.

The transaction is subject to customary closing conditions and regulatory approvals.

**About Alta Semper Capital**

Founded in 2015, Alta Semper is committed to democratising access to generational health and well-being across growth markets. The firm deploys strategic capital to support market-leading, high-impact businesses in the healthcare, consumer health, and health-tech sectors, with a particular focus on Africa.

**About Nature's Rule**

Prowell Holding, the parent company of Nature's Rule, is a leading sports nutrition and dietary supplements group headquartered in the UAE. The Group operates the region's largest Egypt-based dedicated manufacturing facility and serves customers across MENA and select international markets..