

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..