CREATIVE INVESTMENTS HOLDING

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Creative Investments Holding announces USD 20 million first close of its USD 50 million platform to build the MENA House of Brands and Experiences

Abu Dhabi, UAE • 7 September 2026 Creative Investments Holding ("Creative Holding"), an investment company dedicated to the creative industries, today announced the conclusion of its founding round, with initial aggregate commitments of USD 20 million at first close subject to definitive agreements, targeting a total raise of up to USD 50 million.

Creative Holding is being established by veteran luxury and brands executive Mohamed Talaat Khalifa ("MTK") through his investment arm Leo Equities, in partnership with founding investors Mr. Onsi Sawiris, Mr. Ali Abubakr, and the Micro, Small and Medium Enterprises Development Agency ("MSMEDA").

Creative Holding is led by MTK, alongside seasoned finance executive and arts specialist Heba Makhlouf, who leads the platform's finance, governance and compliance functions.

With presence across Cairo, Abu Dhabi and Milan, Creative Holding combines deep regional understanding with European creativity, operational excellence, and long-term investment discipline. The platform will acquire, create and grow distinctive businesses rooted in culture, primarily in Egypt and the wider MENA region with a clear focus on four interconnected creative domains: food and culinary experiences; hospitality; fashion and retail; and lifestyle and entertainment. Creative Holding acquires controlling and strategic stakes and provides growth capital and operational infrastructure to build enduring international champions.

Creative Holding is structured as a long-term capital holding company with a targeted public listing on ADX, Tadawul or LSE within five to seven years.

"The region has world-class heritage, craftsmanship and taste, what it has lacked is a patient, institutional home to grow its brands into international champions. Creative Investments Holding is that home. Culture is our capital," said Mohamed Talaat Khalifa, Founder and Chief Executive Officer.

The platform launches with an active pipeline, including a potential first acquisition in the heritage food sector and the evaluation of properties for the first Casa Leo boutique hotel, Creative Holding's proprietary hospitality concept.

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