

Concrete Fashion Group for Commercial and Industrial Investments S.A.E

**Press release on the appointment of Mr. Mohamed Hatab as
Concrete Fashion Group Chief Financial Officer**

Tuesday 11th of November 2025

Concrete Fashion Group for Commercial and Industrial Investments S.A.E (referred to as “CFG” or the “Group” or the “Company”) the leading luxury fashion manufacturer, retailer and exporter announces the appointment of Mr. Mohamed Hatab as Concrete Fashion Group Chief Financial Officer

Concrete Fashion Group for Commercial and Industrial Investments S.A.E announces today the appointment of Mr. Mohamed Hatab as CFG’s new Chief Financial Officer, effective November 2025.

Mr. Hatab brings a wealth of experience in financial management and strategic leadership proven capabilities to lead multi-billion-dollar corporations. With over 30 years of expertise across the food and beverage and consumer goods sectors, he has held several key leadership roles, including Chief Financial Officer of Kraft Heinz (North Africa), Olyan “El Rashidi El Mizan”, and Almarai “Beyti”, as well as Global Finance Manager at Mars Incorporated (USA) and Regional Finance Manager at Mars Incorporated (Egypt). Earlier in his career, he served at Unilever Egypt.

During his role in Mars Corporation, Mr. Hatab had 6 years international assignment in the USA when he managed more than 30 M&A projects globally and collaborated with McKinsey & Co. in developing the five-year Route-to-Market plan across four different markets (Saudi, China, Russia, and Mexico), driving strategic growth and operational excellence.

Mr. Hatab also holds an MBA from the London Business School and is a Certified Public Accountant (CPA) accredited by the California Board of Accountancy.

Dr. Alaa Arafa, Group Vice Chairman & CEO, commented: *“Mr. Hatab joins us at an exciting time of growth and transformation, and I believe he will play a key role in driving our financial strategy and supporting our vision for sustainable success. His leadership and global perspective will undoubtedly add great value to our organization.”*

Mrs. Maria Luisa Cicognani, Group Chairperson, commented: *“We are thrilled to welcome Mr. Hatab to our management team. His extensive experience in financial management, strategic transformation, and global operations will bring valuable perspective as we continue to strengthen our business foundations and accelerate our growth agenda.”*

About “Concrete Fashion Group”

Concrete Fashion Group is a leading luxury fashion manufacturer, retailer and exporter. The holding company is listed on the Egyptian Stock Exchange under the ticker CFGH. Concrete Fashion Group owns the homegrown brand Concrete, which is considered Egypt’s largest retailer for luxury wear with +50 stores in Egypt and a growing regional online presence. CFG also operates a successful ready-made garments export business through three world-class facilities serving prominent global fashion houses such as Brooks Brothers, Macy’s, Ralph Lauren, Massimo Dutti, Boggi Milano, Ted Baker, Tommy Hilfiger, Armani, JOOP! and Ramsey

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