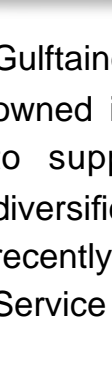




Welcome to our fourth newsletter issue of the year! In this issue, you will learn about our latest news and developments.

CE-OPERATES | CE-INVESTS | CE-VENTURES | CE-CREATES
INDUSTRY EVENTS | CORPORATE CITIZENSHIP

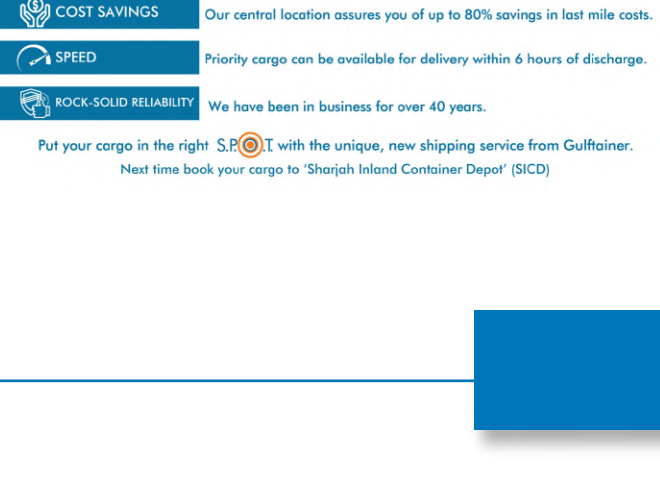


OPERATES

Gulfair

Gulfair

Gulfair's Sharjah Port of Trade set to support economic expansion and diversification in the UAE



Gulfair's efficient new S.P.O.T. service offers importers and exporters the most direct gateway and clear access into the centre of the UAE. Specifically designed to serve 70% of the UAE market, S.P.O.T. gives you 20% faster access to the UAE and a much lower cost.

The unbeatable S.P.O.T. advantages:

- 100% SAVINGS** Our central location ensures you get up to 80% savings in last mile costs.
- 24/7** Priority cargo can be available for delivery within 4 hours of discharge.
- 20% FASTER DELIVERY** We have been in business for over 40 years.

Put your cargo in the right S.P.O.T. with the unique, new shipping service from Gulfair. Head now book your cargo in 'Sharjah Island Connect Deep' (SICD).

S.P.O.T. provides unparalleled connectivity between Sharjah and Dubai, through its location at the crossroads of the E311 highway and Malha Road. It also offers the fastest transit times and lowest service costs to deliver cargo north of Al Barsha area, as well as end-to-end connectivity across the UAE. The service enables a reduction of delivery costs from port to door by as much as 80%.

According to Peter Richards, CEO of Gulfair, S.P.O.T. will play a key role in supporting the rapidly growing trade sector of the UAE as the growth necessitates efficient, world-class logistics solutions.

Complementing the cost and time efficiencies, the port offers enhanced online customs clearance, 24-hour access to major roads, as well as a state-of-the-art facility for on-site cargo inspection, quality sampling and testing services at the importer's premises.

Gulfair seeks to further expand in the US

GT USA, the US arm of Gulfair, is seeking to expand its operations to help Gulfair bolster its position as the largest UAE-based company investing in the US, according to Group CEO Peter Richards.

GT USA took part in the 2019 SelectUSA Investment Summit, held from 9 to 12 June in Washington D.C., to promote foreign direct investment (FDI) in the US.

The company currently operates Port Canaveral in Florida and the Port of Wilmington in Delaware. GT USA plans to invest USD 600 million over a nine-year period to enhance Port of Wilmington's offerings and build a new 1.2 million twenty-foot equivalent units (TEUs) container facility in Edgemoor.

The investment in the Port of Wilmington is expected to be the principal driver of economic prosperity in the region, providing 5,900 people with direct, indirect, and induced jobs.



Gulfair is a subsidiary of Crescent Enterprises and the largest operating business under its CE-Operates platform.



INVESTS

Gama Aviation, TVM Capital Healthcare, Growthgate Capital

Gama Aviation

Gama Aviation partners with premium adventure travel company

Global business aviation services company Gama Aviation has signed a marketing cooperation agreement with adventure travel company Momentum Adventure to offer unprecedented experiences in the premium adventure travel sector.

The companies' shared client-base includes Hollywood A-list celebrities and ultra-high net worth individuals from around the world who enjoy summiting Icelandic volcanoes, fishing in remote Canadian lakes and trekking the rainforests of Fiji.



Duncan Daines, Chief Marketing Officer, Gama Aviation, said: "The bespoke adventure travel market is inherently attractive to our discerning clients who are looking to achieve more on a compressed schedule. By combining both companies' services, it's possible to finish a morning meeting in Zurich and stand in awe of the immense power of an Icelandic volcano that evening; beginning a weekend's adventure that will live long in the mind. This is a powerful proposition to those who have become disenchanted with weekends in Portofino or the Hamptons and want to evoke a sense of adventure."

Crescent Enterprises holds a minority interest in Gama Aviation plc.

TVM Capital Healthcare

Bourn Hall Fertility Clinics introduces new patient portal

Bourn Hall International (BHI) MENA, the holding company of the Bourn Hall Fertility Clinics in Dubai and Al-Ain and a provider of reproductive services in the UAE, has launched an electronic portal offering patients an elaborate communication and record-keeping tool.

The mobile-friendly platform enables patients to communicate directly with clinicians and staff, review medical results that are uploaded directly from the lab, and book appointments electronically with automated reminders.

Katherine Borge, the company's chief business officer who spearheaded the launch, commented: "Offering our patients a communication and record-keeping tool that is not only convenient but also safe is an important pillar of our strictly patient-centric approach."

Hoda-Abou Jamra, group CEO of BHI, said: "One in five people across all demographics of the UAE have a fertility issue; 50-60% of these are male infertility issues. Females endure most physical parts of the treatment, so it is important to fully understand the emotional turmoil that the patient goes through, to be able to comfort them suitably. Our clinic in Dubai was the first JCI-accredited fertility clinic in the Middle East, and so we have always aimed to maintain a very high standard of service and quality."

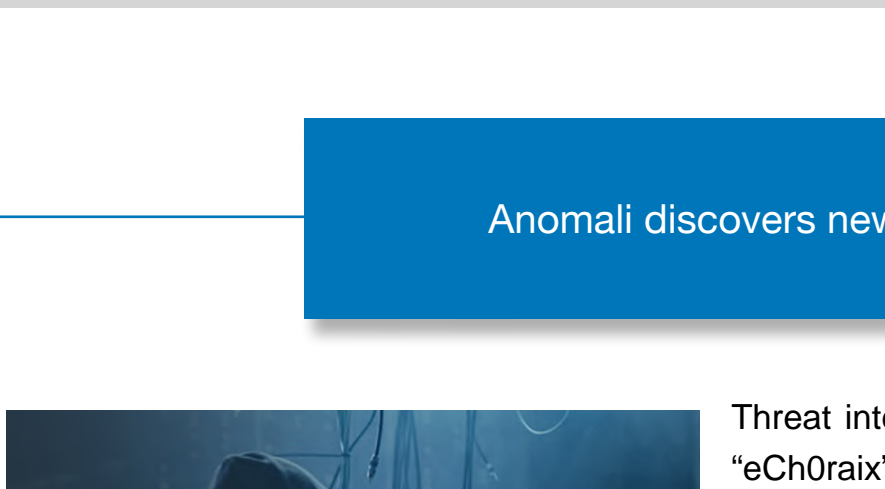
Bourn Hall
FERTILITY CLINIC

عيادة
بورن هول
للإخصاب

Crescent Enterprises is a Limited Partner in TVM Capital Healthcare Fund.

Growthgate Capital

Averda selected for waste management in Casablanca



The Municipality of Casablanca selected UAE-based waste management company Averda and French company Derichebourg for the city's joint waste management over a seven-year term following an international call for tenders in February 2019.

Averda, which previously served the city of Casablanca for five years, will manage the waste of six districts, whilst Derichebourg will operate across seven other districts.

Both companies will collect household waste exclusively at night to prevent traffic congestion and facilitate the work of waste collectors. The contracts also require the companies to set up and regularly empty bins in public places.

Malek Sukkar, President and CEO of Averda, said: "After five years of service in Casablanca, we are delighted to renew our commitment to the city's communities with new ideas and a very interesting range of new services and solutions. I am also pleased to announce a major investment in our staff and equipment."

Averda has ordered underground containers, side-loading containers and sealed metal containers to enable the municipality to avoid congestion in densely populated areas. The company also plans to further acquire waste compactors, container washers, sweepers, loaders, tippers, tankers and bins.

All waste collection and cleaning vehicles will be fitted with GPS devices to track progress of work whilst waste containers will be fitted with electronic chips to prevent theft.

Crescent Enterprises is a Founding Shareholder in Growthgate Capital.



VENTURES

Didi Chuxing, Anomali, FreshToHome

Didi Chuxing

Didi Chuxing to expand into the UAE

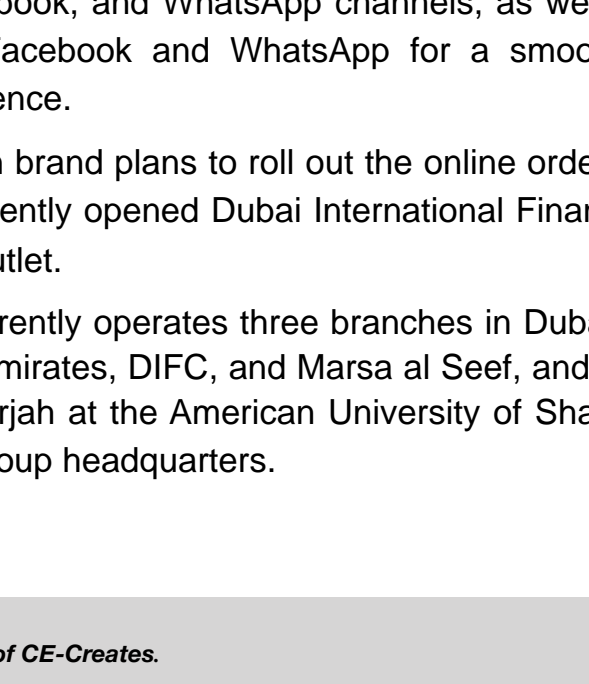
Chinese ride-hailing company Didi Chuxing has signed an agreement with Symphony Investment and other Middle Eastern investment institutions to establish a partnership for the development of an internet business ecosystem in the Middle East.

A joint venture between all the participating parties will be set up in Abu Dhabi to promote the sharing economy and consumer services in the region.

"The investment institutions will actively partner up with leading Chinese technology companies to leverage their respective strengths, facilitate resource sharing, and bring new technology and operational advantages to stimulate economic growth in the region," the statement said.

Symphony Investment is funded by the likes of Emaar Properties, e-commerce venture Noon, logistics giant Aramex and food firm Americana Group.

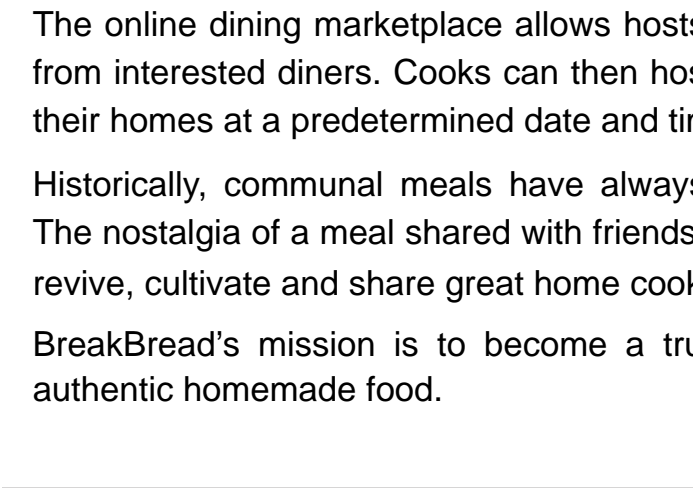
Outside China, Didi currently provides ride-hailing services in Taiwan, Australia, and Japan through a joint venture with SoftBank. The company has recently expanded into Latin America, where it operates in Mexico, Chile, Colombia, and Brazil under the 99 brand.



Crescent Enterprises holds Series B-1 Preferred shares in Didi Chuxing.

Anomali

Anomali discovers new ransomware targeting consumer, enterprise storage devices



Threat intelligence leader Anomali has identified "eCh0raix", a new type of ransomware that targets QNAP Network Attached Storage (NAS) devices, which typically store critical files and backups without the protection of an antivirus programme.

Impacted consumer and enterprise devices appear to be compromised via brute-force credential attacks and through exploits of known vulnerabilities.

The ransomware encrypts the targeted file extensions on the NAS using AES encryption and appends an ".encrypt" extension to the encrypted files. The ransom note directs victims to pay varied amounts in Bitcoin via a website accessible with a Tor browser.

"Ransomware has become the biggest and most costly form of cybercrime. Criminals view every device and system connected to the internet as an opportunity to extort victims," said Joakim Kennedy of the Anomali Threat Research Team. "We want to provide the security community with as much information as possible about all forms of threats we observe. We hope that this early warning helps organisations to take proactive steps to stop this new attack before it has a chance to cause major problems."

CE-Ventures is an investor in Anomali.

FreshToHome

FreshToHome launches three experience stores in Chennai

Bangalore-based meat and seafood e-commerce venture FreshToHome announced the launch of three experience stores to enable customers to taste the fresh, chemical-free produce in Chennai's OMR, Kilpauk, and Guindy.

Shan Kadavil, CEO of FreshToHome, said: "Our vision is to offer food that is free of added chemicals to consumers at large and not limit this offering to consumers online. To this effect, we have launched our offline stores where consumers can enjoy the touch and feel of the product and enjoy the same joy as our e-commerce consumers. Our range in these stores will also go beyond our USP—chemical free fish and meat, and include everything from preservative free categories such as ozone washed fruits and vegetables, dairy, stone ground Idli-Dosa batter and the like."



CRESCENT ENTERPRISES
CREATES

Kava & Chai, BreakBread

Kava & Chai

Kava & Chai tests online ordering to enhance customer experience



Specialty tea and coffeehouse Kava & Chai is testing online ordering at its Crescent Group outlet through its Instagram, Facebook, and WhatsApp channels, as well as a Chatbot on Facebook and WhatsApp for a smoother customer experience.

The home-grown brand plans to roll out the online ordering options at its recently opened Dubai International Financial Centre (DIFC) outlet.

Kava & Chai currently operates three branches in Dubai at the Mall of the Emirates, DIFC, and Marsa al Seef, and two branches in Sharjah at the American University of Sharjah and Crescent Group headquarters.

Kava & Chai is a subsidiary of CE-Creates.

BreakBread

BreakBread pilots online dining marketplace

BreakBread, an online dining marketplace that connects culinary talents to adventurous foodies, has tested its unique concept that aims to unite chefs, talented cooks, and food lovers around a central idea: food is best home-cooked and shared.

As part of the pilot phase, dining experiences will be available on the platform during August and September for a closed community of foodies, who will test the concept and provide feedback prior to the public launch.

The online dining marketplace allows hosts to post dining events online and receive bookings from interested diners. Cooks can then host guests over a food experience of their creation in their homes at a predetermined date and time.

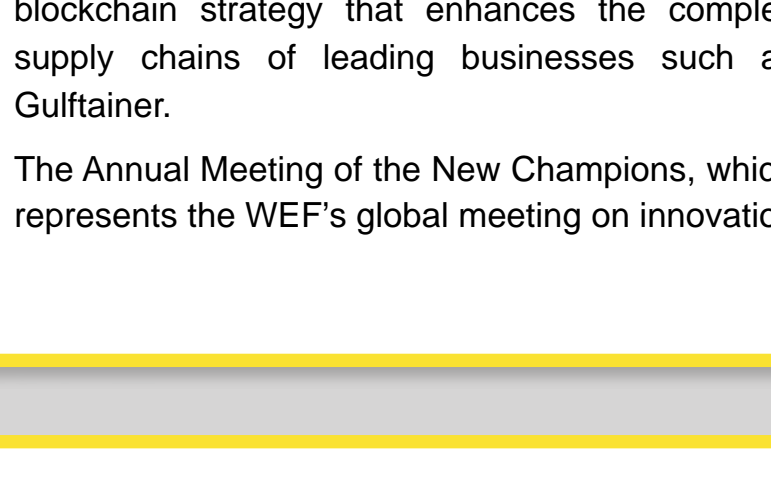
Historically, communal meals have always united people across cultures and backgrounds. The nostalgia of a meal shared with friends and family at home unites and inspires everyone to revive, cultivate and share great home cooked food experiences.

BreakBread's mission is to become a trusted hub for quality, relevant, contemporary, and authentic homemade food.

BreakBread is a subsidiary of CE-Creates.

Industry Events

Crescent Enterprises participates in 10th Annual Meeting of the Society of Robotic Surgery



Neeraj Agrawal, Executive Director, Crescent Enterprises participated in the 10th Annual Meeting of the Society of Robotic Surgery, which took place from 20 to 23 June in Orlando, Florida, US.

Neeraj shared his insights on the impact of investing in robotic surgical devices at the 'Investing in Robotic Surgical Innovation' breakout session, which also featured

Dr Daniel Kim, professor of neurosurgery at the University of Texas and founder of micro-robotic medical device companies ColubrisMX and XCath.

The Society of Robotic Surgery is a global organisation that aims to catalyse advances in robotic surgery through the facilitation of multi-centric studies, database collection, fellowship training, and funding support. Its annual meeting is one of the largest events in the robotic surgery field.

Crescent Enterprises joins WEF's Annual Meeting of the New Champions

Tushar Singhvi, Director, CE-Ventures took part in the World Economic Forum's (WEF) Annual Meeting of the New Champions, held under the theme *Leadership 4.0: Succeeding in a New Era of Globalisation* from 1 to 3 July in Dalian, China.

Partaking in the 'Blockchain in the Supply Chain' panel, Tushar discussed the elements of a winning blockchain strategy that enhances the complex supply chains of leading businesses such as Gulfair.

The Annual Meeting of the New Champions, which is held annually in China's Dalian or Tianjin, represents the WEF's global meeting on innovation, science, and technology.



Corporate Citizenship

Crescent Enterprises offers a stop motion animation workshop to children



Crescent Enterprises, in partnership with the Sharjah International Film Festival (SIFF), held a workshop on stop motion animation for the children of the Crescent Community during April.

Sharjah Media Arts for Youth and Children - FUNN, the organisers of SIFF, facilitated the second annual workshop, which taught young ones basic stop motion animation techniques.

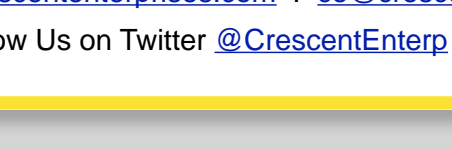
Crescent Enterprises holds Fourth Annual Sustainability Talk

Crescent Enterprises has recently hosted Elle Runtun, Senior Project Manager, Re-Think Plastic at Emirates Nature-WWF, for the company's Fourth Annual Sustainability Talk titled "Circular Economy 101".

The talk inspired the Crescent Community to reduce the use of single-use plastic and adopt other sustainable lifestyle choices to decrease individual carbon footprint and contribute to the circular economy.

The event also highlighted the current status of recycling across the UAE.

Our 2018-19 Annual and Sustainability Report 'Profit with Purpose'



We have recently released Crescent Enterprises' combined Annual and Sustainability Report for 2018-19, *Profit with Purpose*. This represents our first integrated report since the start of our sustainability reporting journey seven years ago, reaffirming our core belief in sustainability as an intrinsic aspect of business success. In this integrated report, we explain how we embraced global economic headwinds and continued to contribute to the purpose-driven economy by redefining our business

objectives, investing across our key focus areas, and renewing our commitment to sustainability throughout 2018 and into 2019. This report also illustrates our progress in implementing the ten principles of the UN Global Compact, of which we are a signatory, and in adopting the UN Sustainable Development Goals.

To view the report, please [click here](#).

Harvard Business Review

How to overcome the mid-career crisis

CRESCENT ENTERPRISES

Crescent Enterprises expanded its strategic partnership with the Harvard Business Review (HBR) Arabia to support its Renaissance Partners programme, which provides Arabic readers with quality business content regardless of their means or spending priorities.

Through its support to the HBR Arabia Renaissance Partners programme, Crescent Enterprises is helping empower the entrepreneurs of its community partners Sheraa, NAMA Women Advancement Establishment, and Al Ahli CSR in Action.

- To view the above article in Arabic, [click here](#).

- Learn about HBR Arabia's Renaissance Partners programme and gift subscriptions [here](#).

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