

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

CEO INSIGHT

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

CEO Insight

Message from the CEO in our Annual and Sustainability Report 2018-19



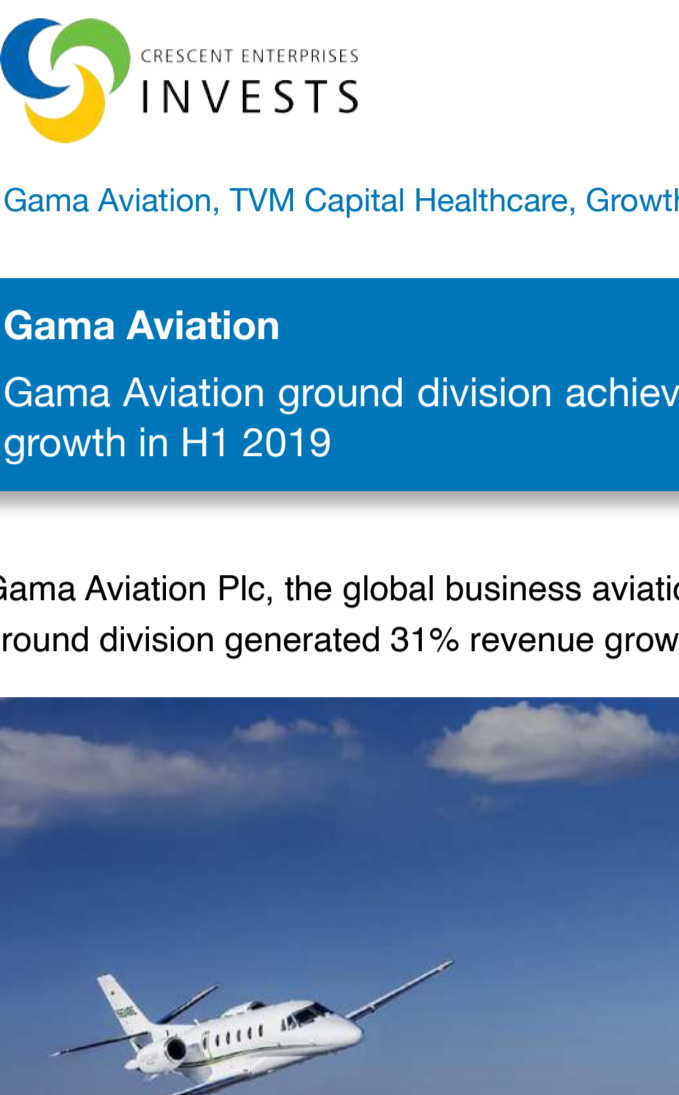
Seven years into reporting our sustainability journey, we are proud to be presenting our first integrated Annual and Sustainability Report for 2018-19, *Profit with Purpose*, which captures our philosophy that a sustainable vision and practice is intrinsically linked with business success.

To read the full message, please click [here](#).

OPERATES
Gulftrainer

Gulftrainer
GT USA Wilmington handles record cargo

GT USA Wilmington successfully handled the largest wind turbine blades ever received at its Delaware terminal, unloading and transferring 39 blades over two days in August.



The giant blades - over 61 metres long and weighing 13.5 tonnes each - headed for the GE Renewable Energy Beech Ridge II wind turbine project in West Virginia, were manufactured in Brazil and brought to Wilmington by the motor vessel BBC TOPAZ.

"We are thrilled to be able to support mutual customer GE Renewable Energy by successfully receiving the largest wind turbine blades to cross our docks," said GT USA Wilmington CEO Eric Cassady. "The efforts of the entire team led to providing quality service to GE Renewable Energy for whom we have handled hundreds of blades over many years."

GT USA is the U.S. division of Gulftrainer, the world's largest privately owned independent port operator and logistics company. The group signed a 50-year concession to operate and expand the Port of Wilmington in Delaware last year.

Gulftrainer embraces digitisation and innovation

Gulftrainer renewed its commitment to embracing technological innovation across its operations to enhance its service offerings and reinforce its leadership position in the industry locally and globally, according to Group Chief Operating Officer Fred Castonguay II.

"As one of the pioneers of container trade in the region, Gulftrainer has continually been in alignment with UAE's trade ambitions. In fact, we have directed large-scale investments locally in Sharjah and Khorfakkan. As a result, these two ports are among the top-performing facilities across our global portfolio—a trend we expect to continue for many years to come," said Castonguay.

The company was one of the first in the UAE to adopt the SAP S/4HANA business suite in 2016, and successfully implemented the Marine and Container Handling (MACH) Terminal Operating System (TOS) a year later to streamline its key business processes and increase terminal productivity.



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

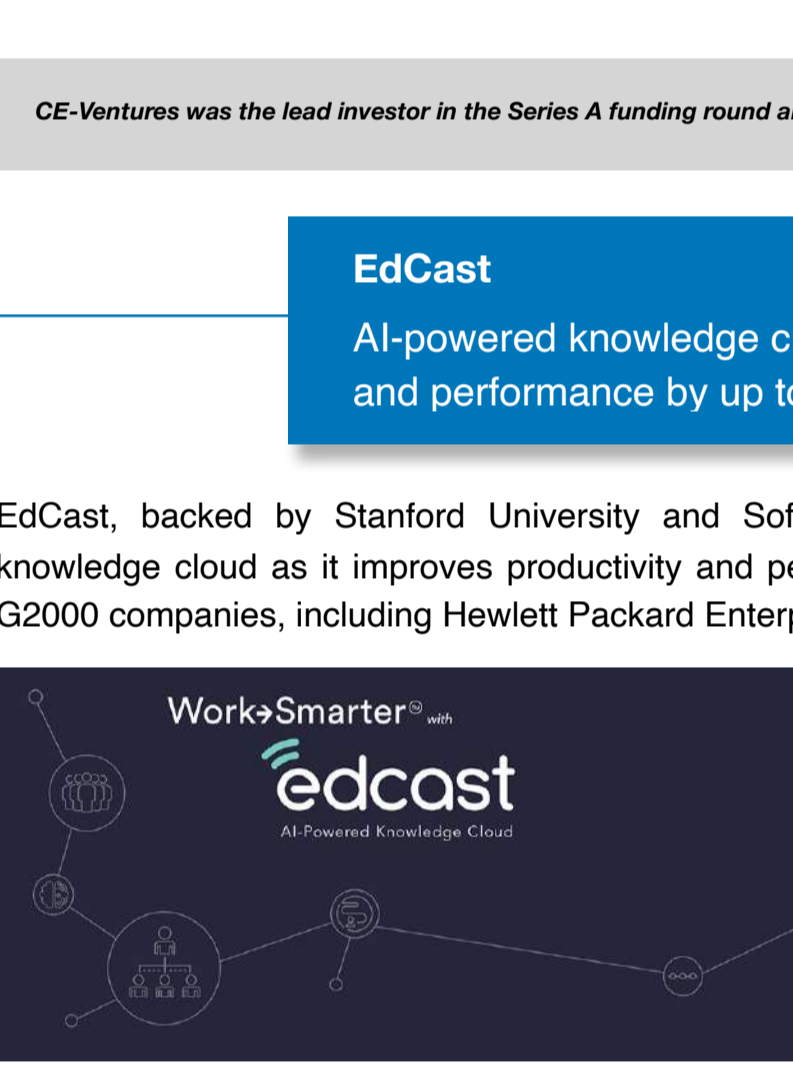
INVESTS

Gama Aviation, TVM Capital Healthcare, Growthgate Capital

Gama Aviation

Gama Aviation ground division achieves 31% revenue growth in H1 2019

Gama Aviation Plc, the global business aviation services company, has recently announced that its ground division generated 31% revenue growth in the first half of 2019.



Gama Aviation's ground division provides solutions to maximise the availability of aircraft and uphold their airworthiness on behalf of individuals, corporations, and government agencies. The company's most commonly offered ground solutions are base maintenance, line maintenance, design and modifications, and fixed base operations.

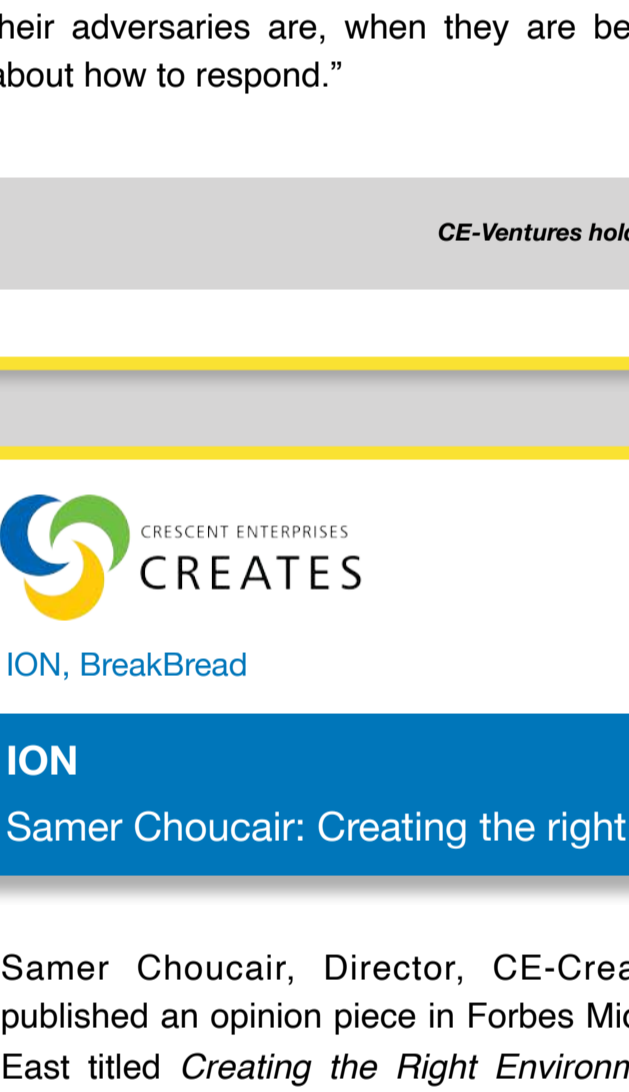
In line with this growth, the company has recently increased its European aircraft maintenance sales team with the addition of Andy Williams, a pilot and seasoned veteran of several major MRO facilities with over 25 years' experience working with the likes of Honeywell, RUAG, Jet Aviation, and Cobham.

Crescent Enterprises holds a minority interest in Gama Aviation plc.

TVM Capital Healthcare

TVM Capital Healthcare to earmark 50% of global fund for Southeast Asia

Helmut Schuehler, the Chairman and CEO of Dubai-based specialist healthcare investment firm TVM Capital Healthcare, has recently announced that the firm will allocate 50% of its global fund for Southeast Asia. The rest of the fund will be allocated for Middle Eastern and Western deals, Schuehler said.

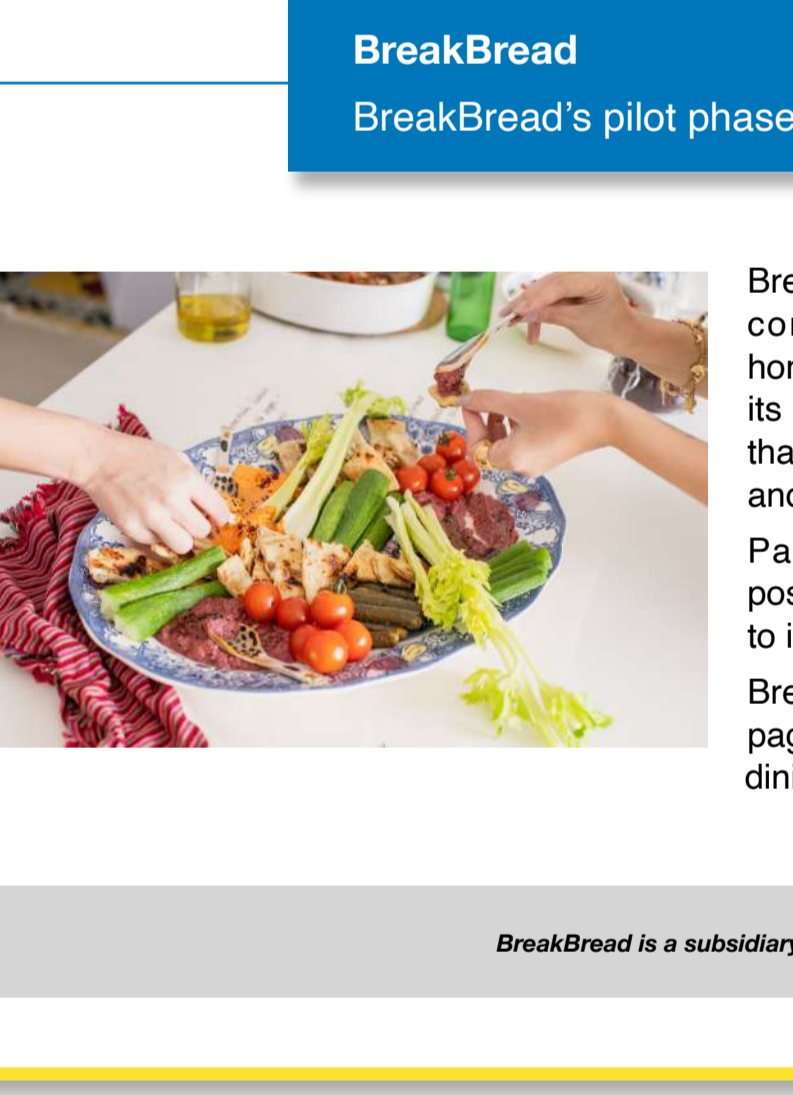


TVM Capital Healthcare is a globally active specialist investment company with emerging market strengths. It invests in companies that transform the way healthcare is delivered to make it better, faster, more cost-effective and accessible. The company aims to connect novel solutions with unmet medical demand, generating measurable positive impact on the communities it invests in, combined with sustainable returns for investors.

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

Growthgate Capital

Averda acquires rival waste management provider



Dubai-based waste services provider Averda has acquired Zenath Recycling & Waste Management, which provides waste collection and disposal services to over 1,000 customers across Dubai, as it seeks to consolidate the UAE's waste management sector.

The acquisition will enable Averda to reinforce its position as a leading waste services provider in the UAE and to expand in the Middle East market as it inherits a fleet of 38 trucks and a workforce of 150 employees.

It was reported in August that Averda International is conducting preliminary talks with banks about a potential initial public offering (IPO) on the London Stock Exchange (LSE), which could value the company at up to \$700 million.

Crescent Enterprises is a Founding Shareholder in Growthgate Capital.

VENTURES

FreshToHome, EdCast, Anomali

FreshToHome

FreshToHome.com to Invest AED 50M in UAE and KSA Creating 1,000 Jobs

FreshToHome.com, the world's largest online fresh fish and meat store has recently announced that it is set to invest AED 50 million in the UAE and Saudi Arabia over the next two years, creating 1,000 jobs, as the company formally launches operations in the UAE. FreshToHome's regional expansion is being supported by CE-Ventures.



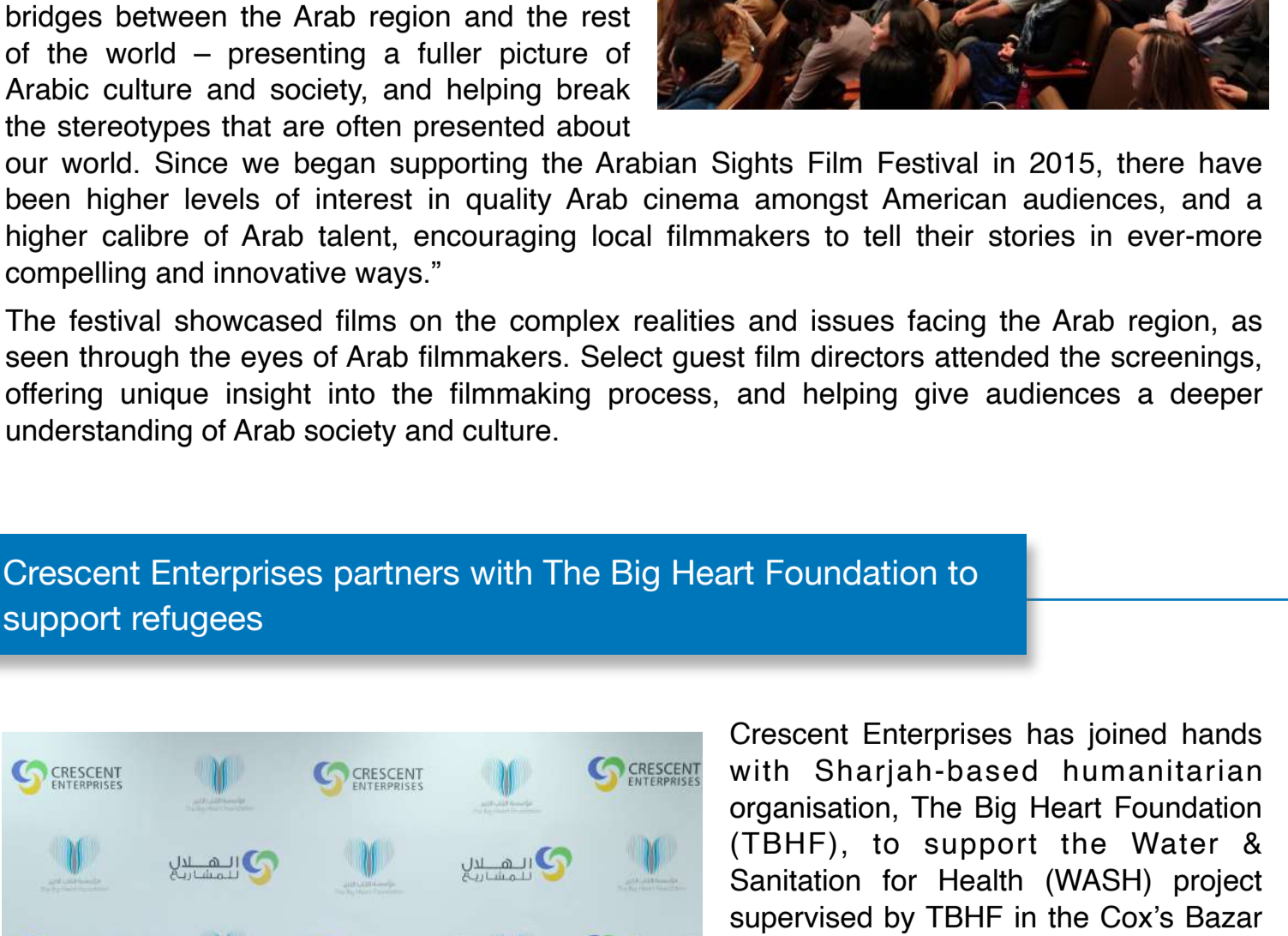
Commenting on the launch, Tushar Singhvi, Director of CE-Ventures, said: "The market potential of FreshToHome.com's UAE expansion is clear as this is an innovative way of selling fresh fish and meat in the UAE. FreshToHome.com also offers a better way of sourcing meat and seafood, with its technology enabling it to deal directly with fishermen and farmers, and make fresh, chemical-free produce more easily available. FreshToHome.com today does over 1000 tons of fish farming in India, using the most modern technology such as aquaponics. As a UAE-based company, we consider food security for the country to be of utmost priority and we will help FreshToHome.com bring their superior fish farming technology to the UAE. Food security, along with the huge market potential of FreshToHome.com in the UAE, were important factors in our decision to be a strategic investor in the company."

CE-Ventures was the lead investor in the Series A funding round and invested in the Series B funding round of FreshToHome.

EdCast

AI-powered knowledge cloud EdCast improves productivity and performance by up to 50%

EdCast, backed by Stanford University and Softbank Capital, is the leading AI-powered knowledge cloud as it improves productivity and performance by up to 50% and is trusted by G2000 companies, including Hewlett Packard Enterprise and Dell EMC.



"EdCast aggregates all of your content while our machine learning curation engine ensures that only the most relevant and contextual content is presented to your team," explains the company's founder and CEO Karl Mehta.

EdCast's AI-based targeting engine is touted to learn about clients' teams and make continuous learning recommendations. It can integrate with Office 365, Microsoft Teams, Salesforce, ServiceNow, Slack, and Workplace by Facebook.

The start-up has garnered positive feedback from all its clients. "EdCast has been the catalyst to enable the digital transformation and acceleration of personalised learning at Hewlett Packard Enterprise," said Adrian Stevens, a department VP at the multinational information technology company.

CE-Ventures holds a minority interest in EdCast.

Anomali

Anomali demonstrates its solutions at MENA Information Security Conference 2019



Cybersecurity leader Anomali participated in the MENA Information Security Conference 2019, which took place under the theme *Cyber Space, The New Frontier: Deception, Orchestration and Blackholes* on 9 and 10 September in Riyadh, Kingdom of Saudi Arabia.

Anomali Senior Solutions Consultant Andrew de Lange took part in the panel discussion: "Leveraging Threat & Vulnerability Intelligence to Make Cyber Space Safe" while his colleagues demonstrated how the company's intelligence-driven solutions drive effective cybersecurity decisions.

"In cyber space, the public and private sectors are under constant attack from adversaries backed by nation states and independent hackers looking to earn fast money on the dark web and through ransomware attacks," said de Lange. "Threat intelligence shows organisations who their adversaries are, when they are being attacked, and helps them make smart decisions about how to respond."

CE-Ventures holds a minority interest in Anomali.

CREATES

ION, BreakBread

ION

Samer Choucrair: Creating the right environment for electric vehicles

Samer Choucrair, Director, CE-Creates published an opinion piece in Forbes Middle East titled *Creating the Right Environment for Electric Vehicles*, describing the challenges and opportunities facing green mobility in the UAE.

Samer explained that users' slow adoption of electric vehicles (EVs) in Dubai is due to a lack of financial incentives rather than a scarcity of electric charging stations, and proposed solutions to overcome such a challenge.

Samer concluded by iterating the multiple sustainability advantages of EVs. In 2018, CE-Creates partnered with Sharjah-based environmental services company Be'a'ah to launch sustainable transport company ION.

To read the article, please click [here](#).

ION is a joint venture between CE-Creates and Be'a'ah.

BreakBread

BreakBread's pilot phase successfully completed

BreakBread, an online dining marketplace that connects culinary talents to lovers of homemade food, has successfully concluded its pilot phase through eight dining experiences that attracted 50 attendees throughout August and September.

Participants provided an overwhelmingly positive feedback, which BreakBread will use to improve its platform before its official launch. BreakBread will also launch a beta landing page to attract and select hosts that will curate dining experiences on its official platform.

BreakBread is a subsidiary of CE-Creates.

Industry Events

Crescent Enterprises participates in OECD Forum on Trust in Business

Crescent Enterprises CEO Badr Jafar participated in the inaugural Organisation for Economic Co-operation and Development (OECD) Forum on Trust in Business that took place on 1 and 2 October in Paris, France.

Badr took part in the opening panel, "Trust in business: why are the stakes so high?", where he shared his perspective on doing business in a low trust, highly digital environment and highlighted priorities to strengthen trust in business as a means of achieving long-term value creation, responsible business conduct, and maintaining the social license to operate.

The Forum was hosted by the OECD Trust in Business initiative, developed to provide a platform for stakeholders to catalyse good corporate conduct, respond to the expectations of society while levelling the playing field and ensuring long-term value creation.

Crescent Enterprises participates in the Gulf Trade Finance Summit

Crescent Enterprises Executive Director Neeraj Agrawal was a featured speaker at the second annual Gulf Trade Finance Summit, which took place under the theme *Disrupting Trade Finance - Beyond Borders* on 17 and 18 September in Dubai.

The event gathered over 200 trade finance decision makers to exchange insights on the economic diversification of the region, including the role of digitisation in the trade finance market, the role of SMEs to boost the industry, financial solutions for banks and institutions, challenges of international trade, and liquidity management.

Crescent Enterprises joins corporate governance for MSMEs roundtable hosted by Pearl Initiative

Tushar Singhvi, Director, CE-Ventures, participated in the panel *GovernToTheTop: Guidelines for Next-Level Business Success* hosted by the Pearl Initiative on 11 September.

The event explored the benefits of sound corporate governance practices for micro, small, and medium enterprises (MSMEs) in the region.

Tushar shared his insights on how bespoke corporate governance enables smaller ventures to sustain their growth and innovation and improves their resilience and nimbleness.

Founded in 2010, the Pearl Initiative is a Gulf business-led organisation that promotes a corporate culture of accountability and transparency as a driver of competitiveness and sustainable economic growth.

Corporate Citizenship

Sharjah International Film Festival for Children and Youth (SIFF), Arabian Sights Film Festival, The Big Heart Foundation

Crescent Enterprises renews partnership with SIFF

Crescent Enterprises takes pride in its continuing partnership with the Sharjah International Film Festival for Children and Youth (SIFF) since its inception in 2013, as the event reinforces Sharjah's global position in the global arts and culture scene.

The 2019 edition of SIFF took place under the theme "Films Inspired by Books" from 13 to 18 October at Sharjah's Al Jawaher Reception and Convention Centre and Cinema Zero 6 as well as Dubai's Arabian Centre.

The festival featured 132 films from 39 countries—selected from 1,454 entries from 86 countries—made by and about the youth. It also offered a wide range of arts workshops designed to enhance the media literacy of attendees.

An initiative of FUNN, the Sharjah Media Arts For Youth and Children, the festival empowers a new generation of thinkers, doers, and disruptors and builds tolerance as its art transcends cultural and geographic boundaries.

Crescent Enterprises supports Arabian Sights Film Festival for fifth consecutive year

As part of its corporate citizenship efforts endorsing creativity and cultural understanding through art, Crescent Enterprises endorsed for the fifth consecutive year the annual Arabian Sights Film Festival, held from 18 to 27 October in Washington, DC.

Ola Al haj Hussin, Corporate Citizenship Manager, Crescent Enterprises, commented: "Through the arts and films, we can build bridges between the Arab region and the rest of the world—presenting a fuller picture of Arabic culture and society, and helping break the stereotypes that are often presented about our world. Since we began supporting the Arabian Sights Film Festival in 2015, there have been higher levels of interest in quality Arab cinema amongst American audiences, and a higher calibre of Arab talent, encouraging local filmmakers to tell their stories in ever-more compelling and innovative ways."

The festival showcased films on the complex realities and issues facing the Arab region, as seen through the eyes of Arab filmmakers. Select guest film directors attended the screenings, offering unique insight into the filmmaking process, and helping give audiences a deeper understanding of Arab society and culture.

Crescent Enterprises partners with The Big Heart Foundation to support refugees

Crescent Enterprises has joined hands with Sharjah-based humanitarian organisation, The Big Heart Foundation (TBHF), to support the Water & Sanitation for Health (WASH) project supervised by TBHF in the Cox's Bazar district in southern Bangladesh.

Crescent Enterprises has donated AED 500,000 towards the project purse of one million Dirhams. The project, which is currently being implemented in partnership with BRAC - an international development organisation based in Bangladesh, includes the digging of 13 wells to provide 25,000 Rohingya refugees with adequate access to clean water. Each well will have the capacity to provide clean water for 500 people daily. The project will also provide latrines and health facilities, as well as daily cleaning and maintenance services.

Commenting on the initiative, Badr Jafar, Chief Executive Officer of Crescent Enterprises, said: "We are committed to empowering vulnerable communities in collaboration with strategic partners, and are very proud of the work The Big Heart Foundation is doing to assist Rohingya families in Bangladesh. The Rohingya refugee crisis is one of the most pressing humanitarian issues of today, and requires the concerted action of responsible global players."

The partnership follows a visit organised by The Big Heart Foundation to Rohingya refugee families in Bangladesh, where Crescent Enterprises CEO Badr Jafar witnessed their hazardous living conditions and the group pledged to help raise their standards of living.

Harvard Business Review

Four strategies to overcome distraction

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, 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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