

Philanthropy as a Catalyst for Systemic Change at the Emirates Literature Festival



At the Emirates Literature Festival, global leaders in philanthropy, business, and the social sector gathered for a high-level panel discussion to explore how strategic giving and private capital can drive systemic change and bridge the \$5 trillion SDG funding gap. The discussion, inspired by the book titled *The Business of Philanthropy* published by Harper Collins and authored by Badr Jafar, highlighted the \$83 trillion global wealth transition over the next two decades and the \$1 trillion shift in the Middle East within five years.

H.E. Badr Jafar, Special Envoy for Business and Philanthropy, UAE, and CEO of Crescent Enterprises, noted: “The challenge is no longer access to capital but channelling it strategically for lasting impact. Philanthropy must go beyond giving to drive systemic change.”

The panel, moderated by H.E. Badr Jafar, featured Sultan Sooud Al Qassemi, Founder of the Barjeel Art Foundation; Fadi Ghandour, Executive Chair of Wamda Group; and Isobel Abulhoul, Founder of the Emirates Literature Foundation. Together, they emphasized the role of culture, entrepreneurship, and innovation in shaping the future of philanthropy.

Isobel Abulhoul, Founder of the Emirates Literature Foundation, highlighted philanthropy’s role in literature, stating: “Investing in literature and education empowers individuals and strengthens communities.”

Sultan Sooud Al Qassemi, Founder of the Barjeel Art Foundation, stressed the importance of preserving cultural heritage, noting: “Culture is the foundation for progress. Through philanthropy, we safeguard heritage, inspire new generations, and expand the possibilities of the future.”

Fadi Ghandour, Executive Chair of Wamda Group, underscored the need for an entrepreneurial approach to philanthropy, adding: “The greatest impact happens when giving is strategic, empowering, and built for long-term resilience.”

With high-growth markets driving over 60% of global GDP, the discussion reinforced the need for data-driven, cross-sector collaboration to ensure sustainable, scalable impact. H.E. Badr Jafar concluded: “As the UAE cements its role as a hub for strategic philanthropy, capital, innovation, and partnerships will be key to creating lasting change.”

Business and Philanthropy Key to Mobilising \$6 Trillion Annually for Climate Finance at Abu Dhabi Sustainability Week ADSW



During the 2025 Abu Dhabi Sustainability Week (ADSW) Summit, global leaders underscored the urgent need to quadruple climate finance to meet Paris Agreement goals. With over \$450 trillion in global private wealth, the discussion highlighted the role of business and philanthropy in mobilising \$6 trillion annually for sustainable investment.

In a keynote address titled “Financing the Future: Who Leads the Change,” H.E. Badr Jafar, CEO of Crescent Enterprises and Special Envoy for Business and Philanthropy, UAE, stressed the need to shift from grants to investment-driven climate finance, stating: “We are not talking about trillions in grants or corporate charity; we’re talking about \$6 trillion in investments. With more than \$120 trillion in assets under management across insurance, pension funds, family offices, and sovereign wealth funds, the world is not short of capital.”

Emphasising the rising influence of the Global South, he added: “The Global South is a global powerhouse,

home to 85% of the world’s population and already accounting for more than half of global GDP. By 2030, it will represent over 80% of the world’s middle class, offering an unparalleled opportunity for sustainable development.”

The Summit featured high-profile speakers, including world leaders and policymakers, fostering cross-sector collaboration to drive sustainability at scale. H.E. Badr Jafar reinforced the UAE’s multistakeholder approach, stating: “The UAE’s leadership has long believed that society moves fastest when it moves as one. Engaging all stakeholders—business, philanthropy, and government—creates a multiplier effect, unlocking climate and nature opportunities on a global scale.”

The ADSW Summit 2025 reaffirmed its role as a catalyst for climate action, uniting international leaders to drive bold, investment-led solutions for a sustainable and inclusive future.

Unlocking Frontier Markets Through Private Sector Leadership in Impact Investing



At the World Economic Forum 2025 in Davos, global leaders underscored the pivotal role of the private sector in reshaping global development, particularly in frontier markets, which are home to 85% of the world's population and are projected to host 80% of the global middle class by 2030. With traditional aid models struggling to meet growing humanitarian and economic needs, there is a pressing demand for market-driven solutions to foster sustainable and inclusive development.

During the panel session “New Development Actors for the 21st Century,” H.E. Badr Jafar, Special Envoy for Business and Philanthropy, UAE, and CEO of Crescent Enterprises, emphasized the transformative potential of frontier markets and the necessity of strategic private-sector investments. He highlighted that while the global impact-investing market has surpassed \$1.5 trillion, there remains \$450 trillion in untapped private wealth that could be leveraged to drive systemic and sustainable progress.

“Frontier markets represent one of the greatest opportunities of our time to create systemic and sustainable global progress,” said H.E. Badr Jafar. “Yet, traditional aid models continue to fall short in addressing the scale of challenges we face. The private sector must go beyond conventional philanthropy and adopt a strategic investment approach—one that fosters resilience, empowers communities, and delivers measurable, long-term prosperity.”

The session explored innovative funding mechanisms and collaborative investment approaches that align private capital with measurable development goals. Discussions focused on how impact investments, blended finance, and public-private partnerships can drive tangible, scalable change in fragile economies. The need to empower local actors, foster entrepreneurship, and create sustainable economic ecosystems was a key takeaway, reinforcing the importance of moving beyond donor dependency toward self-sustaining growth.

This session was part of the WEF Humanitarian and Resilience Investing (HRI) Initiative, launched in 2019 to unlock impact investing in frontier markets and increase resilience in crisis-hit communities. The initiative, which engages over 100 cross-sector partners, builds on global dialogues, including a high-level discussion chaired by former U.S. Secretary of State Anthony Blinken, UK Foreign Secretary David Lammy, and IDB President Ilan Goldfajn during the UN General Assembly.

As global humanitarian needs continue to outpace traditional funding models, the private sector's role in driving sustainable, long-term impact has never been more crucial. The discussions at WEF 2025 reinforced the urgency of bridging private capital with sustainable development goals, ensuring that frontier markets emerge not just as beneficiaries, but as key architects of global resilience and economic growth.

Unlocking AI's Potential for Social Impact Through Global Collaboration

Amid growing discussions on technology's role in shaping global progress, leaders from business, philanthropy, and policy came together to explore how Artificial Intelligence (AI) can drive social innovation and address critical challenges in health, education, and sustainability. Despite \$540 billion invested in AI since 2016, less than 1% has been directed toward social impact initiatives, underscoring a significant disparity in AI's development and accessibility.

During the high-level session “AI and the Social Sector: Building an Intelligent Impact Continuum,” hosted by the UAE Presidential Court's Office of Development Affairs and H.E. Badr Jafar, Special Envoy for Business and Philanthropy and CEO of Crescent Enterprises, discussions focused on closing this gap and fostering AI-driven solutions that empower underserved communities.

The session brought together over 75 influential leaders, including John Kerry, U.S. Secretary of State (68th); H.E. Thani Al Zeyoudi, UAE Minister of State for Foreign Trade; Catherine Russell, Executive Director, UNICEF; Angela Williams, CEO, United Way Worldwide; Yann LeCun, Chief AI Scientist, META, and other key figures from government, business, and philanthropy.

In his remarks, H.E. Badr Jafar emphasized AI's transformative potential, while urging a more equitable distribution of its benefits. He noted that 90% of AI investments currently flow to the Global North, leaving social innovators in the Global South with limited resources, despite being home to 85% of the world's population.

“The AI revolution, much like the Industrial Revolution, will create winners and losers. To prevent deepening global inequalities, we must take a whole-of-society approach—uniting governments, philanthropists, and business leaders to ensure AI's benefits reach those who need them most.”

The discussion also highlighted existing AI-driven social impact solutions, such as Enayati, a UAE-based platform using AI to predict and prevent health crises. H.E. Badr Jafar underscored the UAE's leadership in AI adoption, not as a model to replicate but as a partner in progress, advocating for global partnerships to equip social innovators with the tools, knowledge, and data needed to drive lasting change.



The session reinforced the critical role of philanthropic and social organisations in ensuring AI development remains ethical, inclusive, and accessible, while multisector collaboration was identified as key to accelerating AI for social good.

As AI continues to reshape industries, discussions at WEF 2025 underscored the urgency of bridging the digital divide, ensuring AI's transformative power is harnessed not just for economic gain, but for meaningful social progress worldwide.

CE-Ventures Unites Global Industry Leaders to Drive the Microbiome and Genomics Revolution in Personalised Medicine and Healthcare Innovation



Panel Discussion Microbiome and Chronic Disease Management in the Middle East



CE-Ventures, the corporate venture capital arm of Crescent Enterprises, hosted the Microbiome and Genomics Revolution Symposium on December 11, 2024 at the Palace Downtown in Dubai.

Over 150 global experts, investors, and policymakers convened to explore breakthroughs in microbiome science, genomics, and artificial intelligence (AI). The symposium underscored the transformative potential of these fields in addressing chronic diseases, extending health span, and revolutionising healthcare globally.

Dr. Ramadan Alblooshi, Acting Director & Advisor at the Dubai Health Authority, highlighted the shift towards personalised medicine. “The microbiome and genomics revolution is rewriting medicine’s narrative, transforming it from a one-size-fits-all approach to a masterpiece of personalisation—unlocking secrets of resilience and longevity within each of us,” he remarked.

Healthcare challenges in the MENA region, including rising burdens from chronic diseases like diabetes and cardiovascular conditions, were central to discussions. With healthcare spending in the UAE projected to exceed USD 200 billion by 2025, panellists emphasised the need for data-driven, scalable solutions. Tushar Singhvi, Deputy CEO and Head of Investments at Crescent Enterprises noted, “This symposium reflects our commitment to transforming groundbreaking research into practical, accessible solutions that drive tangible outcomes for communities worldwide.”

Keynote speaker Dr. Rob Knight, Founding Director of the Center for Microbiome Innovation at UC San Diego, highlighted the critical role of microbiome diversity. He stressed that global research, dominated by wealthy nations, risks limiting equitable therapeutic development. Dr. Knight suggested integrating microbiome insights into dietary and chronic disease prevention strategies. “The microbiome, our ‘overlooked organ,’ holds immense potential for AI-driven precision medicine. The UAE is well-positioned to lead global efforts in integrating human and microbial genome research,” he stated.

The symposium also spotlighted advancements in women’s health. Dr. Colleen Acosta, CEO of Freya Biosciences, unveiled clinical breakthroughs in microbial immunotherapies addressing infertility and preterm birth. She noted that 1 in 10 women globally experience endometriosis, with 40% facing infertility. Freya’s innovations demonstrate how restoring microbial balance can significantly enhance reproductive health.

The event’s discussions highlighted the importance of partnerships between the public and private sectors to turn scientific breakthroughs into actionable healthcare solutions. The symposium set a benchmark for advancing personalised medicine and collaborative healthcare innovation worldwide by connecting research, technology, and strategy.

Momentum Logistics Showcases Expertise at the Global Freight Summit



From left to right: Sara Eid, Business Development Manager; Martin Roberts, Transportation Director; Daniel Caton, Managing Director; Evas Fundikwa, Business Development Manager; and Jerrin Johnson, Integrated Solutions Manager, participating in the Global Freight Summit.

Momentum Logistics participated in the Global Freight Summit 2024 that took place at the Dubai Exhibition Centre, Expo City, where it exhibited its comprehensive range of customised supply chain and logistics solutions, including freight forwarding, customs clearance, consolidation, warehousing, and transportation services.

Daniel Caton, Managing Director of Momentum Logistics, shared his insights in an interview with Logistics News Middle East, highlighting how the summit provided a valuable platform to position

Momentum as a commercially-driven freight forwarder with robust in-house capabilities.

The summit also served as an excellent opportunity for Momentum Logistics to engage with key stakeholders from the freight forwarding, shipping, cargo, and trade alliance sectors. It facilitated meaningful discussions, potential collaborations, and exceptional networking experiences, complemented by engaging sessions, fireside chats, and keynote addresses from prominent industry leaders.

Gulftainer Enhances Operations with New Warehousing Facilities at Canaveral Cargo Terminal in the US



Aerial shot of the new warehouses built at Canaveral Cargo Terminal

Gulftainer has expanded its cargo handling capabilities at Canaveral Cargo Terminal (CCT) in Florida, USA by adding five new state-of-the-art warehouses, offering over 56,000 sq. ft. of bonded storage capacity. This significant development highlights Gulftainer USA's (GT USA) ongoing commitment to investing in advanced infrastructure to meet the growing needs of its customers and support the regional economy.

The newly added, fully enclosed facilities are designed to accommodate a diverse range of cargo types, ensuring efficient storage, handling, and distribution. Strategically positioned within CCT, the warehouses offer seamless connectivity to transportation networks, enhancing overall supply chain efficiency.

Luke Richards, Managing Director of Canaveral Cargo Terminal, commented: "This expansion marks a major

milestone in GT USA's mission to provide world-class services. The additional capacity strengthens our ability to manage increased cargo volumes, including new weather-sensitive shipments, while maintaining top-tier service and quality standards."

As a premier cargo terminal operator, CCT offers comprehensive logistics and transportation services, playing a vital role in Central Florida's economic development. With a focus on innovation, efficiency, and customer satisfaction, GT USA continues to drive regional growth through strong partnerships and tailored logistics solutions. The new warehouses are fully operational and already serving customer demands, further reinforcing CCT's position as a key player in the logistics sector.

Endeavor Biomedicines Advances IPF Treatment in New Phase 2b WHISTLE-PF Trial



CE-Ventures' investee company, San Diego-based Endeavor Biomedicines, has achieved a significant milestone in its mission to develop groundbreaking treatments for life-threatening diseases. The clinical-stage biotechnology company announced on November 20, 2024, the dosing of the first patient in its Phase 2b WHISTLE-PF trial, which aims to evaluate the safety and efficacy of its lead investigational medicine, ENV-101 (taladegib), for the treatment of idiopathic pulmonary fibrosis (IPF).

IPF, a chronic and progressive lung disease, affects approximately 150,000 adults in the United States. Despite existing therapies, the prognosis for IPF remains worse than that of many cancers. Current treatments only slow the decline in lung function without addressing the underlying cause of the disease. ENV-101 is a novel Hedgehog signalling pathway inhibitor designed to target this underlying mechanism, potentially altering the disease's trajectory by halting and reversing lung fibrosis.

Results from a prior Phase 2a trial demonstrated encouraging outcomes, including significant improvements in lung function, total lung capacity, and the reversal of fibrosis, with no severe treatment-

related adverse effects. Building on this momentum, the WHISTLE-PF trial aims to assess ENV-101's efficacy across a broader patient population, its safety profile, and its impact on key clinical measures such as lung capacity and fibrosis reduction, as well as patient-reported outcomes.

The global study will involve patients across 14 countries, with the first participant enrolled in Australia. Endeavor BioMedicines CEO and Co-founder Dr. John Hood remarked: "Initiating the WHISTLE-PF trial is an important milestone for our company as we continue to develop ENV-101 for the treatment of IPF, a relentless disease that has a worse prognosis than most cancers. Following the positive results from our Phase 2a trial of ENV-101, Endeavor BioMedicines is now intensely focused on efficiently advancing the WHISTLE-PF trial to get this potentially transformative drug to patients as quickly as possible."

With the WHISTLE-PF trial now underway, Endeavor BioMedicines takes a crucial step forward in developing a disease-modifying therapy that could reshape the treatment landscape for IPF, offering new hope to patients worldwide.

Cohesity Completes Merger with Veritas' Data Protection Business and Becomes the World's Largest Data Protection Provider



COHESITY

CE-Ventures-backed Cohesity, a leader in AI-driven data security, has finalised its merger with Veritas' enterprise data protection division, creating the world's largest data protection software provider by market share. The combined entity serves 12,000 customers, including 85 of the Fortune 100 and nearly 70% of the Global 500, safeguarding hundreds of exabytes of data.

The merger establishes Cohesity as the fastest data protection company to reach \$1.5 billion in annual recurring revenue (ARR), hitting US\$ 1.7 billion in pro forma revenue for FY 2024 with a 28% adjusted cash EBITDA margin. The expanded portfolio offers the broadest workload support and one of the largest partner ecosystems in the industry.

Announced in February 2024, the deal originally valued Carlyle-owned Veritas' data protection business at US\$ 3 billion, although Cohesity has not disclosed the final terms. The merged company is led by a leadership team comprising executives from both Cohesity and Veritas and external hires.

Cohesity CEO Sanjay Poonen, who joined in August 2022, emphasised the need for consolidation in the fragmented data protection industry, citing the limited market potential to sustain numerous players. Veritas emerged as a strategic acquisition target due to its enterprise focus and complementary customer base.

"This milestone underscores our mission to protect, secure, and derive insights from the world's data," said Sanjay Poonen, Cohesity CEO. "By merging Cohesity's Generative AI and security expertise with Veritas' workload support and global reach, we will deliver unprecedented value to customers and partners while honouring existing product commitments."

The merger also enhances Cohesity's capabilities in AI-powered data management, cyber resilience, and multi-cloud protection. NVIDIA CEO Jensen Huang highlighted the potential for Generative AI innovation, stating, "Cohesity is unlocking business value from the world's data by building GenAI products on NVIDIA AI Enterprise."

With a total addressable market exceeding US\$ 40 billion, Cohesity is well-positioned to drive innovation in the fast-growing data security and management sector. The transaction values the combined entity at over \$7 billion, marking a significant step forward in transforming how organisations protect and leverage their data.

The transaction was backed by a Series H funding round led by Haveli Investments, with contributions from Coatue, Sapphire Ventures, and Dragon Fund. Only Veritas' data protection business was included; the remaining Veritas operations continue under Carlyle's ownership.

BASIC Home Loan Achieves Milestone Growth, Eyes US\$ 1.8Bn Crore Disbursal by March 2025



BASIC Home Loan, a CE-Ventures portfolio company, is on track to reach US\$1.8 billion in disbursals by March 2025, marking a 2.5x increase from the previous year. At the company's flagship event, Huddle—held in Delhi and Mumbai—Co-Founder and CEO Atul Monga highlighted BASIC's dedication to empowering homeownership and supporting India's Atmanirbhar Bharat vision. He noted that FY2024 was transformative, as the company nearly doubled its annual disbursements and continued to inspire young professionals to consider careers as mortgage advisors.

A significant driver behind BASIC's growth is its expanding referral agent network, which increased from 10,000 agents in December 2023 to over 15,000 by December 2024. Known as the BASIC Brigade, these agents include property dealers, chartered accountants, financial advisors, and more, each connecting potential homebuyers to BASIC's doorstep fulfilment services designed for low- and middle-income households. During Huddle 2024, the company celebrated top-performing agents and hosted senior

officials from leading financial institutions such as Tata Housing, Sammaan Capital, DMI HFC, IIFL Home Loan, Easy Home Finance, and Clix Capital—underscoring BASIC's growing industry presence.

As part of its ongoing momentum, BASIC launched the 2025 'Maha Mortgage Months Contest,' recognizing agents for highest referrals, business conversions, and tenure. With 15,000+ agents, 600 employees, 200 builders, and strategic partnerships, the company aims to expand its agent base to 50,000 within a year, creating opportunities for both new graduates and experienced professionals.

Founded in 2020, BASIC Home Loan operates in 650 districts and partners with over 95 financiers to advance the nation's 'Housing for All' ambition. In addition to CE-Ventures, the company has secured backing from prominent investors, including Ashish Kacholia, Bertelsmann India Investment, Nikhil Kamath's Gruhas, and Picus Capital, further highlighting its impact on India's mortgage landscape.

Prime Medicine Achieves Key Milestones and Strengthens Strategic Partnerships



Prime Medicine, Inc. (Nasdaq: PRME), a CE-Ventures portfolio company and a leader in gene-editing therapies, reported significant progress in its Q3 2024 update. The company presented promising preclinical data for its Wilson's Disease program at the European Society for Gene and Cell Therapy (ESGCT) conference. The results demonstrated up to 80% precise genetic corrections in preclinical models using its proprietary lipid nanoparticle (LNP) platform, showcasing enhanced potency and safety. IND-enabling activities for Wilson's Disease are underway, with plans to file an IND application in the first half of 2026.

In a major development, Prime Medicine entered into a strategic partnership with Bristol Myers Squibb, securing US\$110 million upfront and potential milestone payments exceeding US\$3.5 billion. This collaboration

focuses on advancing Prime Edited T-cell therapies, reinforcing the company's leadership in delivering transformative genetic treatments. Prime Medicine also announced plans to release initial data from its Phase 1/2 trial of PM359 for p47phox chronic granulomatous disease in 2025. By strategically prioritising high-impact programs in hematology, immunology, liver, and lung diseases, the company is leveraging its modular Prime Editing platform to expand rapidly.

With CE-Ventures' continued backing, Prime Medicine reported a solid cash position of US\$244.6 million as of September 30, 2024, ensuring sufficient funding for its operations through 2026. These advancements highlight Prime Medicine's dedication to transforming the future of genetic therapies and fostering groundbreaking innovations in the biotech industry.

Gama Aviation's Sharjah Business Aviation Centre Set for Q2 2025 Opening



Sharjah Business Aviation Centre

Gama Aviation's Fixed Base Operation (FBO) business unit is targeting an opening of its new Business Aviation Centre (BAC) at Sharjah International Airport in Q2 2025. The new facility will add significant business aviation infrastructure to Sharjah International Airport.

The 80,000 sqm Business Aviation Centre has been planned to minimise transition times. The design of the building allows passengers to flow through the facility, with the minimum amount of time. Once at the aircraft, there is a short 5-minutes taxi to the departure position and with no slot restrictions for general aviation traffic, passengers do not lose valuable time waiting to depart. Arriving aircraft have similar advantages, allowing passengers to depart from the aircraft swiftly to optimise their time in the region.

The FBO will contain an amount of office space that will be available for short or long lease, ideal for flight operations teams working with regionally based aircraft

that require a cost-effective base at a business aviation friendly international airport.

Marwan Khalek, Group Chief Executive Officer, comments: "Our total investment in the business aviation centre in Sharjah International Airport, and its sister facility at Jersey International Airport, will exceed c.US\$100 million. This investment is building infrastructure to meet demand at both locations, offering business aviation operators a discrete, bespoke service for their discerning passengers."

Manzil Healthcare Services Signs Cooperation Agreement with Taif Health Cluster



Manzil Healthcare Services signing of a cooperation agreement with Taif Health Cluster

Manzil Healthcare Services announced the signing of a cooperation agreement with the Taif Health Cluster, with the presence and under the patronage of His Royal Highness Prince Saud bin Nahar bin Saud Al Saud, Governor of Taif Province. This partnership focuses on disease management, patient support programmes, and health education for the beneficiaries of the health cluster, aiming to enhance the quality of healthcare and facilitate patient access. The Taif Health Cluster

includes 16 hospitals and 107 primary healthcare centers, serving over one million beneficiaries in Taif Province.

Through this collaboration, Manzil Healthcare Services strives to achieve a positive and sustainable impact on the health and well-being of the community in Taif Province.

BreakBread Partners with UNESCO and Fendi for a Landmark Culinary Experience in Sharjah



BreakBread's bespoke dining setup at a World Cities Culture Summit, showcasing its expertise in immersive culinary experiences and fostering global partnerships.

December marked a significant milestone for BreakBread as it worked closely with UNESCO, Fendi, and the team of Sheikha Jawaher Al Qasimi to plan a prestigious collaboration set to take place in January. Under the patronage of Sheikha Jawaher, the project will be hosted at the royal palace of Sharjah and will showcase BreakBread's expertise in crafting bespoke culinary experiences that celebrate Emirati culture while incorporating international refinement.

Amidst the holiday season, the BreakBread team dedicated their efforts to ensuring every detail of this landmark initiative was meticulously planned. Their unwavering commitment to excellence underscores BreakBread's role as a leader in experiential dining and its ability to deliver world-class events.

"This collaboration reflects BreakBread's dedication to creating extraordinary culinary moments that resonate

deeply with both local and global audiences," shared a BreakBread spokesperson. "We are honored to play a role in this unique project and look forward to its realization in January."

As BreakBread gears up for this remarkable event, it sets the stage for an exciting 2025, with plans to further expand its reach and deepen its impact on the regional and global dining scene.

BreakBread CEO Dalia Lachine in conversation with Dubai Eye radio, discussing the brand's vision for redefining experiential dining in the region. This collaboration emphasizes BreakBread's mission to amplify its presence and reach new audiences through meaningful media engagements.

Crescent Enterprises Hosts SMU Cox MBA Students for Innovative Business Model Presentations in the UAE



CE-Creates engaged with SMU Cox MBA students, highlighting its commitment to fostering international expertise and innovative solutions.

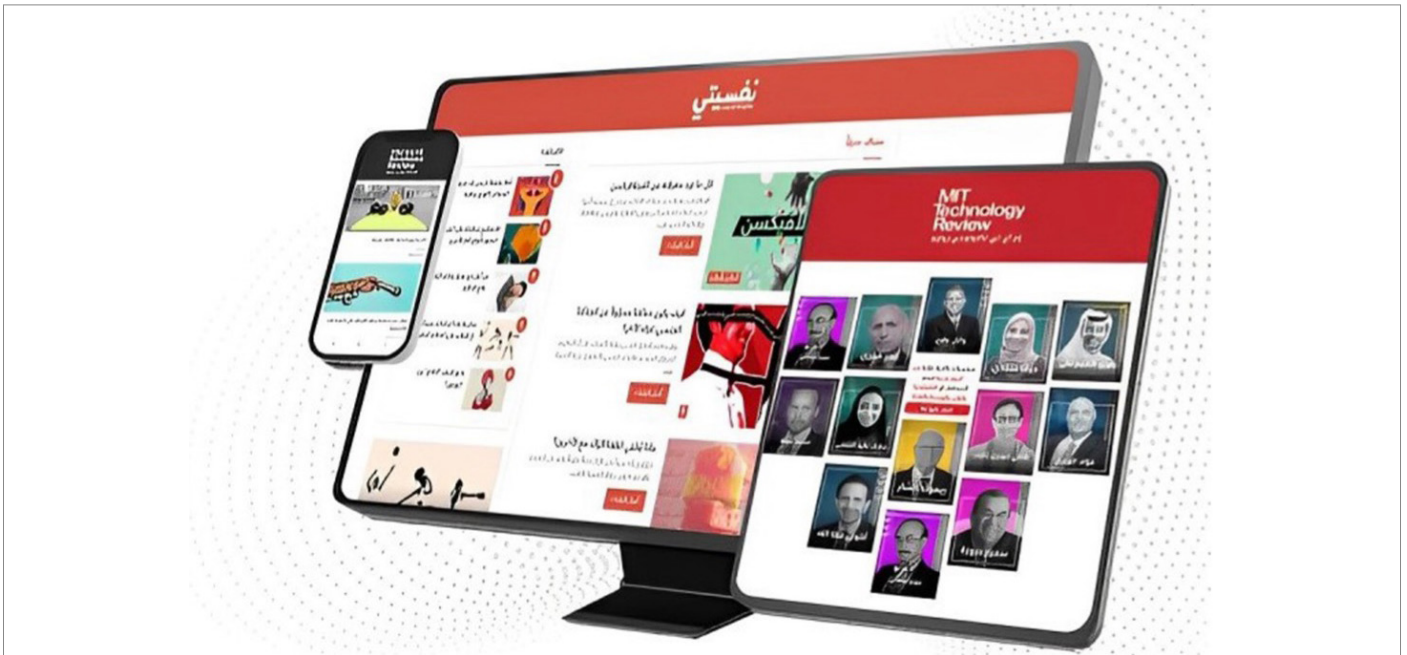
Crescent Enterprises recently hosted an immersive experience for MBA students from the SMU Cox School of Business, offering them a platform to present innovative business models tailored for the UAE market. The two-day engagement, facilitated by CE-Creates and Crescent Petroleum, exemplified Crescent's commitment to fostering global collaboration and bridging international expertise with regional opportunities.

The program culminated in presentations at the Heritage Hotel in Downtown Dubai, where students proposed novel ideas across sectors such as EdTech, sustainable

dining, and healthy lifestyle solutions. These models, designed with scalability and regional alignment in mind, underscored the students' dedication to delivering practical and impactful recommendations.

"Collaborating with the SMU Cox MBA students highlights Crescent's dedication to leveraging diverse perspectives to drive innovation," said Yash Bhambhwani VP, CE-Creates. "Their creative approaches to addressing regional market gaps reflect the kind of forward-thinking solutions Crescent values in its ventures."

Crescent Enterprises and Majarra Provide Over 3,800 Youth with High-Quality Arabic Knowledge Resources in 2024



Crescent Enterprises, in partnership with Majarra, achieved significant milestones in 2024 through the “Partners of Renaissance” program, providing over 3,854 youth across 16+ countries with free access to high-quality Arabic digital content. This initiative equips participants with essential knowledge and skills in key fields such as business, technology, AI, and mental health, fostering a culture of continuous learning and professional growth in the MENA region.

In Q4 2024 alone, 640 new beneficiaries joined the program, consuming 7,560 pieces of content through various channels, including the Majarra app, individual platform sites, and newsletters. Participants accessed over 60,000 articles from renowned platforms such as Harvard Business Review, MIT Technology Review, and Stanford Social Innovation Review. These efforts reflect Crescent Enterprises’ dedication to empowering youth with the tools needed to thrive in an ever-evolving digital landscape.

Ola Al Haj Hussin, Corporate Citizenship Manager at Crescent Enterprises, remarked on the impact of the program: “By providing access to high-quality digital content, we are equipping young minds with the skills and knowledge they need to excel in the competitive job market. Our partnership with Majarra underscores our commitment to nurturing future leaders and innovators.”

With registration for the 2024 program still open, Crescent Enterprises continues to drive its mission of enabling youth development and promoting sustainable growth. This initiative contributes to Crescent Enterprises’ broader goal, as a member of the World Economic Forum’s Edison Alliance, to positively impact the lives of 100,000 youth by 2025 through access to digital resources and skill-building opportunities.

About Crescent Enterprises:

Crescent Enterprises is a leading multinational company, growing diversified global businesses that are sustainable, scalable, and profitable. Headquartered in the United Arab Emirates, with business operations in 15 countries, it operates under four enterprise platforms:

- **CE-Operates**, an operating business platform, focusing on smart infrastructure as the main driver of economic development and growth
- **CE-Invests**, a strategic investment platform investing in late-stage businesses and private equity funds
- **CE-Ventures**, a corporate venture capital platform targeting early-stage technology enabled high-growth businesses and venture capital funds globally
- **CE-Creates**, an internal business incubator, building start-ups that are socially and environmentally conscious

Crescent Enterprises operates with a value system and culture that embraces corporate governance, inclusive growth, and responsible business practices.



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