

Badr Jafar Joins the Big Heart Foundation Mission to Support Palestinian Refugees



Badr Jafar, CEO of Crescent Enterprises and Special Envoy for Business and Philanthropy, UAE, joined The Big Heart Foundation (TBHF) on its Zakat Mission to Jordan on 10 April 2025—an intensive one-day field visit to Palestinian refugee camps. The mission formed part of TBHF’s ongoing “For Gaza” campaign and aimed to mobilise support for emergency relief and long-term development efforts in both Gaza and Jordan.

The visit enabled direct engagement with TBHF’s implementing partners and representatives from UNRWA, offering insights into the conditions of over

2.3 million Palestinian refugees residing in camps across Jordan. It also showcased the impact of TBHF’s initiatives supporting orphaned children and displaced families in Gaza, many of whom continue to face extreme trauma and instability.

As part of the delegation, Badr Jafar witnessed first-hand the operational frameworks driving aid delivery, the urgent needs on the ground, and the importance of strategic donor engagement in ensuring transparency and sustainability.

“

This mission was a powerful reminder of our shared responsibility to act with urgency, empathy, and accountability. Supporting those facing unimaginable hardship is not only a moral duty, but essential to building a more resilient and just region.

”

Badr Jafar

CEO of Crescent Enterprises and
Special Envoy for Business and Philanthropy, UAE

AUS Celebrates Philanthropy's Power to Shape Future Leaders and Advance Educational Excellence



In a meaningful celebration of generosity and its long-term impact, the American University of Sharjah (AUS) hosted its inaugural Donor Appreciation Event on 7 May 2025, under the esteemed patronage and presence of H.E. Sheikha Bodour Al Qasimi, President of AUS. The event gathered philanthropists, university leadership, students, and faculty to honour the important role of giving in advancing education, fostering innovation, and supporting future changemakers.

The event opened with a student exhibition, offering donors an opportunity to engage with student-led projects and see firsthand the creativity and ambition their contributions help cultivate. The showcase underscored the university's commitment to nurturing academic excellence and socially driven innovation.

A highlight of the evening was a fireside conversation titled "The Heart of Giving", featuring Badr Jafar, CEO of Crescent Enterprises and special Envoy for Business and Philanthropy, UAE, in conversation with world-renowned heart surgeon and humanitarian Sir Magdi Yacoub. Their exchange reflected on the values that drive effective philanthropy, empathy, purpose, and a shared commitment to social impact. They also addressed the generational opportunity presented by an estimated \$83 trillion in global wealth expected to change hands over the next two decades, including \$1 trillion in the Middle East within five years.

The event concluded with a donor recognition ceremony, reaffirming AUS's commitment to cultivating a culture of giving and its belief in education as a catalyst for a brighter, more inclusive future.

“

We are standing at a pivotal moment in history. Philanthropy, when approached with intention and collaboration, has the potential not only to uplift individual lives, but to transform entire systems. At Crescent Enterprises, we believe in investing in people and platforms that spark lasting change, and education is at the heart of that mission.

”

Badr Jafar

**CEO of Crescent Enterprises and
Special Envoy for Business and
Philanthropy, UAE**

Embedding Behavioural Science into Strategic Philanthropy at BX 2025 Conference



During the BX2025 New Frontiers Breakfast, hosted on 1 May in Abu Dhabi by UAE Aid and the Behavioral Science Group in collaboration with New York University Abu Dhabi, Badr Jafar, CEO of Crescent Enterprises and Special Envoy for Business and Philanthropy, UAE, underscored the need to integrate behavioural insights into philanthropic strategy to deliver more effective and scalable impact.

With Gulf philanthropy expected to surpass \$210 billion annually by 2030, and over \$1 trillion in wealth projected to transfer across the Arab region within the same period, the discussion highlighted the urgency of reimagining giving practices to become more data-driven, outcome-oriented, and aligned with long-term development goals.

Badr Jafar stressed that applying behavioural science to philanthropic initiatives can help address systemic challenges in sectors such as public health, education, and climate action. By understanding the drivers of human behaviour, funders and implementers can design interventions that are more likely to be adopted, sustained, and scaled.

The UAE continues to lead regional efforts to formalise and modernise philanthropy, encouraging collaboration between private capital, government, and academia. This event forms part of a broader global movement exploring how behavioural science can enhance the design and delivery of strategic philanthropy, ensuring that capital deployed for good achieves maximum social return.



Badr Jafar Honoured at TIME100 Philanthropy Event for Advancing Strategic and Collaborative Giving



Badr Jafar, CEO of Crescent Enterprises and Special Envoy for Business and Philanthropy, UAE, was recognised as one of the inaugural TIME100 Philanthropy List honourees at the prestigious TIME100 Philanthropy Event. Held on 22 May at One World Trade Center in New York, the recognition celebrates visionary leaders redefining the future of giving through collaborative models that drive long-term, systemic change.

At the event, Badr Jafar reflected on the shifting global philanthropic landscape, particularly across Africa and Asia, where traditional aid models are evolving into frameworks centred on transformational impact. “Countries traditionally seen as recipients now lead as pioneers,” he noted. “As a proud Emirati, I have learnt that philanthropy can bridge not only wealth and need but also cultures, continents and generations. The UAE

has shown me the quiet power of collaboration.” This evolving approach to philanthropy—rooted in strategic partnerships, community empowerment, and shared responsibility—echoes the UAE’s own model of transparent and accountable giving. As global challenges grow more complex, philanthropy is increasingly required to go beyond generosity, embracing evidence-based strategies, local leadership, and long-term vision.

Badr Jafar’s inclusion in the TIME100 Philanthropy List underscores Crescent Enterprises’ ongoing commitment to social investment and its belief in the power of collective action to generate meaningful impact. The recognition also highlights the UAE’s leadership in fostering a new philanthropic ethos—one that moves from transactional charity to purposeful, systems-level transformation.

Gulftainer Appoints Farid Belbouab as Group Chief Executive Officer



Gulftainer, the UAE-headquartered global port and logistics solutions provider, announced the appointment of Farid Belbouab as Group Chief Executive Officer.

Farid brings over 20 years of international management experience in supply chain and logistics, with a track record in driving innovation, operational excellence, and strategic growth.

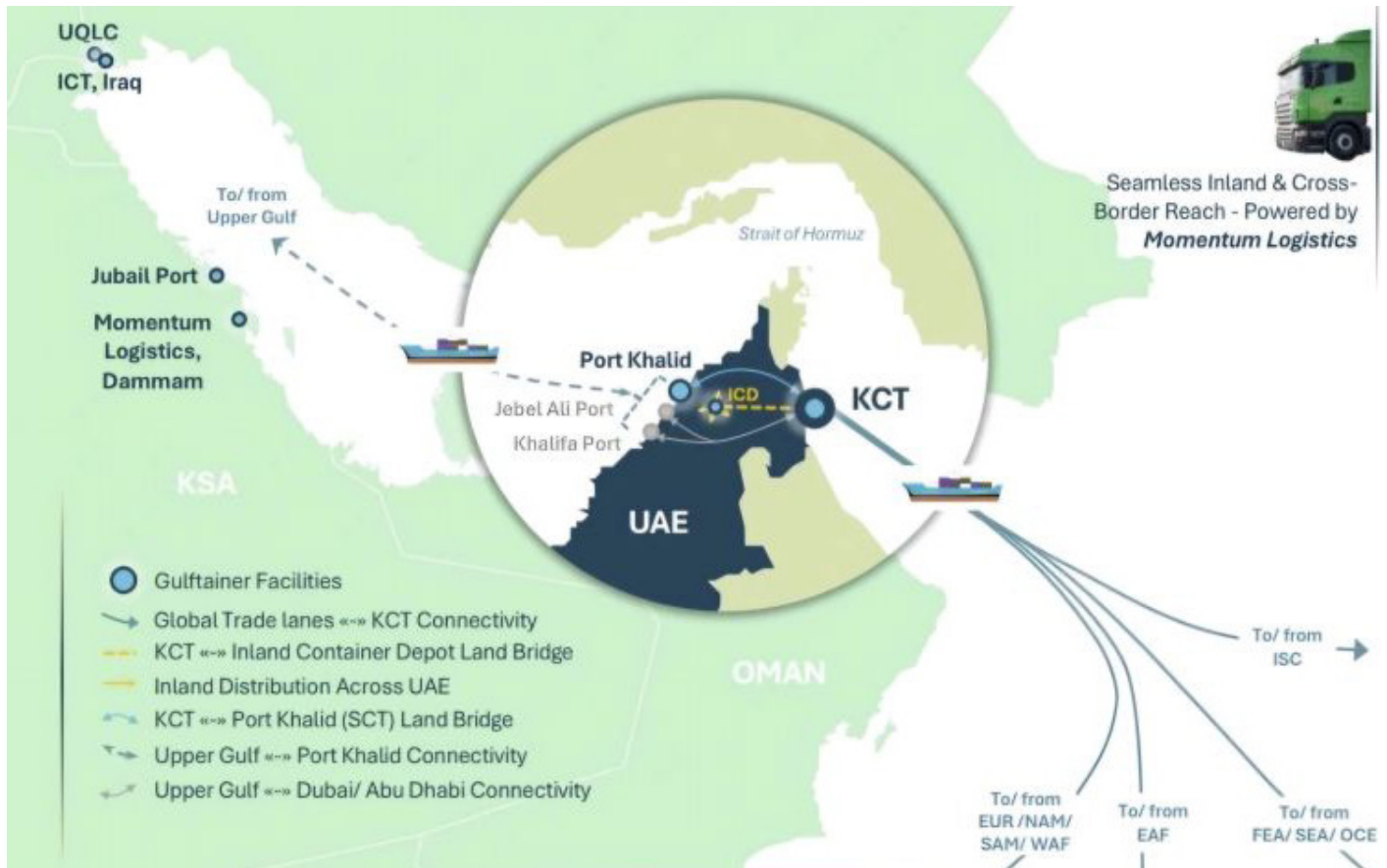
In his new role, Farid will focus on advancing Gulftainer's transformation agenda by leveraging innovation and technology to enhance operational efficiency and customer experience.

Commenting on his appointment, Farid Belbouab said: "It is an honor to take on the role of Group CEO at Gulftainer, especially as the company approaches its 50th anniversary. I look forward to building on the strong foundation laid by Peter Richards and the team, and to working closely with all our stakeholders to drive future growth and excellence."

He succeeds Peter Richards, who has served the company for 38 years, including nearly 20 years at the helm. Peter will continue to support Gulftainer in an advisory capacity and as a member of the Executive Board.

As the company approaches its 50th anniversary, Farid's leadership will be instrumental in shaping the future of Gulftainer as a global leader in port and logistics services.

Khorfakkan Container Terminal, a Strategic Gateway on the UAE's Eastern Seaboard, Outside Strait of Hormuz



Gulftainer's UAE flagship trade gateway, Khorfakkan Container Terminal (KCT), is one of the region's key natural deep-water seaports, offering direct access to the Indian Ocean.

Fully operational and equipped with state-of-the-art facilities, KCT functions as a versatile, multi-purpose terminal capable of handling a wide variety of cargo, including containers, bulk, breakbulk, project, Ro-Ro, and specialised shipments.

With the capacity to manage high volumes on short notice, KCT is a fully operational hub, ready to accommodate any cargo volume or rerouting requirements with immediate effect.

KCT is committed to the highest standards of safety for vessels, crew, and cargo. Backed by robust infrastructure and substantial capacity, Gulftainer's terminal is fully equipped to support both emergency responses and long-term rerouting strategies.

Additionally, KCT offers a reliable and scalable land bridge solution, seamlessly connecting Khorfakkan to the rest of the Emirates, and also Sharjah Container Terminal (SCT) for upper gulf shipments via sea. This established inland logistics corridor efficiently serves key domestic and GCC markets, ensuring smooth and timely cargo movement from port to final destination.

Gulftainer USA Celebrates 10-Year Anniversary of Operations in Florida, USA



Gulftainer's U.S. subsidiary, GT USA, marked a special milestone on 12 June to celebrate 10 years of operations in Canaveral Cargo Terminal (CCT) at Port Canaveral, Florida. A decade defined by growth, innovation, and partnership.

The GT USA 10th anniversary celebration took place at the Exploration Tower, Port Canaveral, welcomed over 100 distinguished guests, including dignitaries, customers, port authorities, industry partners, and other government representatives. From GT USA's vital logistics gateway, Gulftainer continues to serve

nearly 50 million people across the southern U.S., and deliver tailored solutions to industries including space, manufacturing, and lumber.

For the next chapter, Gulftainer's focus remains on scaling operations, deepening customer relationships, and driving agile, tech-enabled, and sustainable logistics solutions. From end-to-end supply chain solutions to long-standing customer partnerships, Gulftainer will always place its customers at the centre of everything the company does and supports their growth wherever global trade takes them.

Momentum Logistics Participates in Global Supply Chain Dialogue at Beijing's Cargo Plus Logistics Network Conference



Momentum Logistics attended the Cargo Plus Logistics Network Conference in Beijing on 11 May, where the company returns with fresh perspectives, newly formed partnerships, and a deeper understanding of the fast-growing China–Middle East trade lane.

Momentum Logistics has strengthened regional connectivity through new partnerships and insights gained from the Beijing conference.

CPL Network Global Freight Forwarder Conference in Beijing witnessed over 400 international freight professionals from 80 countries. Momentum Logistics welcomed industry peers at its stand to discuss bespoke solutions to help them move cargo seamlessly from China to the Middle East.

Momentum Logistics Expands its Offerings by Launching Less-Than-Truckload Service from UAE Covering All GCC Countries



Momentum Logistics has introduced a new Less-Than-Truckload (LTL) road service connecting the UAE with all GCC countries, including Saudi Arabia, Oman, Bahrain, Qatar, and Kuwait.

The service offers 24/7 bonded trucking and access to adaptable equipment, supported by the company's extensive experience in GCC customs regulations.

Momentum Logistics facilitates all required permits based on cargo type, ensuring compliance and efficiency throughout the transit process. The new service is designed to support a wide range of goods—from dry foods to pharmaceutical equipment—providing a reliable solution for regional logistics needs.

Gama Aviation Expands European Footprint with Tyrolean Jet & Service Acquisition



Gama Aviation announced the acquisition of Tyrolean Jet & Service (TJS) and TJS Malta, a move that marks a major milestone in the company's strategic growth. This acquisition significantly enhances the company's European presence, broadens its service capabilities, and strengthens its global aircraft management and charter proposition.

With the integration of TJS's Austrian and Maltese Air Operator Certificates (AOCs), Gama Aviation can now offer greater operational flexibility across key European markets. This enables Gama Aviation to provide an even more seamless service to its clients, allowing them to operate their aircraft more efficiently across multiple jurisdictions.

"The principal driver for us was the fact that Gama

Aviation did not have a European AOC," explains Graham Williamson, Managing Director of Aircraft Management & Charter at Gama Aviation. "Tyrolean represents a broad footprint in Innsbruck, which provides excellent access to Alpine hubs and business centres across Europe. This acquisition is a significant step forward in expanding our aircraft management and charter offerings across multiple jurisdictions."

TJS brings a diverse fleet of aircraft to Gama Aviation's portfolio, including Citation Jet 1+, Citation Jet 2s, Citation XLS, Challenger 605, Falcon 7X, Legacy 600, and Global Express aircraft. This broad range of aircraft enables Gama Aviation to better serve private jet owners and charter clients with flexible solutions tailored to their specific travel needs.

Gama Aviation Bolsters its Team with the Addition of Philipp Schuster as Group Director



Philipp Schuster, Group Director, Business Development, Aircraft Management and Charter

Gama Aviation appointed Philipp Schuster in the role of Group Director Business Development. Philipp joins Gama Aviation with extensive experience in senior management positions across the aviation industry. He is a highly skilled operational leader, having served as a rated captain and instructor on the Gulfstream G550, Citation XLS+, and Citation M2. His comprehensive knowledge of both operational and regulatory aspects of aviation will be instrumental in supporting Gama Aviation's business development strategy.

Roots Group UK to Reach US\$400 Million Sales by 2027



Ousama Fansa, CEO, Roots Group UK

In a recent interview with Business Focus magazine, Ousama Fansa, CEO of Roots Group UK, explained how the company has grown since inception in 1981 to become a multinational conglomerate operating across Europe, Africa, and the Middle East.

The company continues to make waves in the construction industry with its unique business model, spanning multiple sectors and over the years has solidified its reputation as a leader in design, manufacturing, and construction services. Despite facing macroeconomic challenges over the past years, the company is seeing steady growth and new major projects. Roots Group UK is close to hitting GBP 250 million in sales revenue and is growing at 20-25% year-over-year. Roots Group UK is on track to reach new milestones—including a potential public listing in the coming years.

“In two years, we aim to hit the US\$ 400 million sales revenue mark” said Fansa.

CE-Ventures Backs Spacetechn Startup, PierSight, as Part of its Latest Fundraise



PierSight, a spacetechn company developing a constellation of Synthetic Aperture Radar (SAR) and Automatic Identification System (AIS) satellites for 24/7, all-weather maritime monitoring, announced on 20 May 2025 that it has raised new strategic capital, bringing total funding to \$8 million.

“We have the necessary resources in place to reach our upcoming targets,” said Gaurav Seth, Co-founder & CEO of PierSight. “This round was about welcoming partners who share our long-term vision and can help us build a world-class team.”

New investors include Sustainable Ocean Alliance (SOA) and its venture arm Seabird Ventures, CE-Ventures—the corporate venture capital platform of Crescent Enterprises—and leading technology operators Nandan Reddy (Co-founder, Swiggy), Natasha Malpani Oswal (Investor, Boundless), and Sahil Lavingia (Founder, Gumroad).

“Our mission aligns well with UN Sustainable Development Goal 14, which is about conserving and sustainably using the oceans and marine resources. Sustainable Ocean Alliance’s (SOA) investment is a strong signal that we take this mission seriously,” added Seth. “We have been in conversation with several organisations interested in our maritime intelligence

offerings. Crescent Enterprises, the operator of ports and logistics companies such as Gulftainer and Momentum Logistics in the Middle East, through its operating platform CE-Operates, understands the value of maritime situational awareness for port management. To have them onboard as an investor via their venture investments arm, CE-Ventures, is a big validation,” said Vinit Bansal, Co-founder & CTO of PierSight.

“PierSight is pioneering a new frontier in satellite-based maritime intelligence with its innovative use of Synthetic Aperture Radar technology. Gaurav and Vinit’s technical depth, combined with their proactive business thinking, has been incredible. We are proud to back a team that’s building the next-generation ocean observability stack, solving critical challenges in global shipping, security, and environmental tracking,” said Sudarshan Pareek, Senior Vice President and Head of CE-Ventures.

PierSight launched its technology demonstrator satellite Varuna in December 2024. Its first commercial SAR + AIS (VDES-enabled) satellite is slated for mid-2026, alongside the development of a maritime analytics platform (MATSYA) and a drone-borne SAR system, both expected by Q4 2025.

CE-Ventures-Backed Shiprocket Undergoes Strategic Transformation to Become an AI-First Company



Saahil Goel, CEO, Shiprocket

CE-Ventures-backed Shiprocket, a leading e-commerce enablement platform, is undergoing a strategic transformation to become an AI-first company. In a recent interview with the Financial Express, Co-founder and CEO Saahil Goel shared that the company's approach will rest on three pillars: AI for Shiprocket, AI for Clients, and AI for India.

"We will be an AI-first company in the coming quarters," said Goel. "The shift starts from within, with the goal of improving speed, reducing errors, and elevating both operational efficiency and customer experience through automation." The company is investing heavily in internal upskilling and cultural change, launching initiatives such as the AI Council — an open forum where employees across levels can pitch AI projects they are passionate about. Goel described it as a breeding ground for identifying talent and fostering a company-wide AI mindset.

At the product level, Shiprocket is developing AI-powered tools to support both merchants and end

consumers. These include voice bots tailored for India's multilingual user base, a co-pilot layer for its free analytics dashboard that will evolve it into a monetisable decision-making platform, and a recommendation engine that replicates the impulse buying experience of physical retail by leveraging user behaviour, price preferences, and past purchases.

The third layer of Shiprocket's AI vision, AI for India, is more aspirational, reflecting the company's intent to contribute meaningfully to the country's broader AI ecosystem in the long term. While Goel remained guarded on specifics, he confirmed that a significant share of investment over the coming quarters will be allocated to AI talent acquisition, internal upskilling, and continued product development.

The company, which recently filed a confidential draft red herring prospectus with SEBI, has also identified cross-border commerce, finance, and marketing as key areas of growth beyond its core logistics business.

FreshToHome Enters Quick Commerce Race with 10–20 Minute Delivery to Meet its Customers' Preferences



Freshtohome's Co-Founders (L to R): Matthew Joseph and Shan Kadavil

CE-Ventures-backed FreshToHome has launched 10–20 minutes deliveries in select regions across India, marking its official entry into the fast-growing quick commerce segment. The move positions the D2C meat and seafood brand closer to the likes of Blinkit, Zepto, and Swiggy Instamart, as it accelerates fulfilment through a network of dark stores.

While FreshToHome typically operates with a 60-minute delivery promise, the new rapid delivery option will depend on a consumer's proximity to these fulfilment nodes. The company's expansion into quick commerce follows broader shifts in customer expectations, as convenience and speed become decisive factors in online grocery and perishables delivery.

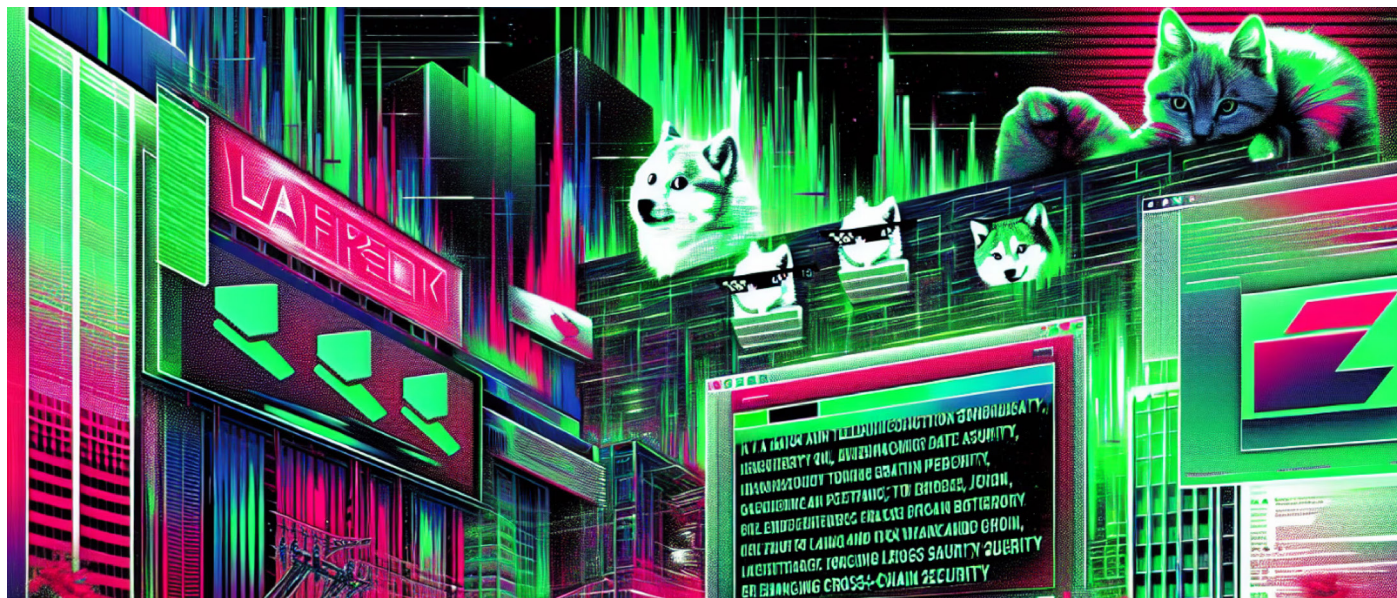
Founded in 2015 by Shan Kadavil and Mathew Joseph, FreshToHome is now present in 160 cities across India and 27 cities in the UAE. The company also distributes through third-party marketplaces like Amazon and Flipkart, in addition to being listed on quick commerce platforms such as Blinkit and Swiggy Instamart. In

some cities, FreshToHome also charges a platform fee of INR 4 per order, adding a revenue lever alongside product sales.

To date, FreshToHome has raised approximately \$377 million in funding. Its most recent round — a \$104 million Series D — was led by the Amazon Sambhav Venture Fund, with participation from E20 Investment, Mount Judi Ventures, and existing backers including Investcorp.

The company competes with players like Zappfresh and Licious in India's D2C meat market, which is projected to reach \$119 million by 2030. Its foray into hyper-speed delivery comes at a time when the broader quick commerce sector is seeing intense activity. Alongside incumbents, large platforms such as Flipkart Minutes, Nykaa, and Myntra have also entered the space. According to industry reports, India's quick commerce market is on track to become a \$9.9 billion opportunity by 2029.

Enterprise-Grade Infrastructure Meets Decentralised Cross-Chain Messaging as LayerZero Strengthens its Ecosystem



LayerZero achieves significant milestone to achieve enterprise grade trust as Deutsche Telekom MMS joins LayerZero's ecosystem as a Decentralised Verification Network operator.

LayerZero, the CE-Ventures-backed cross-chain messaging protocol powering over 70% of all cross-chain traffic in web3, announced on May 22 that Deutsche Telekom MMS has joined its ecosystem as a Decentralised Verification Network (DVN) operator. The move marks a significant milestone in LayerZero's efforts to deliver secure, scalable, and compliant cross-chain infrastructure for institutional clients, including banks, exchanges, and stablecoin issuers.

Deutsche Telekom MMS, a subsidiary of global telecom giant Deutsche Telekom, will operate the DVN through its Open Telekom Cloud (OTC), which spans data centres across Europe and is fully compliant with GDPR. Notably, the OTC infrastructure is powered entirely by renewable energy, aligning with growing demands for sustainability in digital infrastructure.

The addition of Deutsche Telekom MMS adds enterprise-grade trust to LayerZero's decentralised messaging stack. It reinforces the importance of

reliable, secure, and sustainable infrastructure in the adoption of Web3 by financial institutions and large-scale enterprises.

"Deutsche Telekom MMS strengthens our ecosystem by bringing enterprise-grade security, compliance, and scalability," said Bryan Pellegrino, CEO and co-founder at LayerZero. "Their infrastructure and commitment to sustainability make them the ideal partner in advancing cross-chain transaction reliability, accelerating blockchain adoption, and supporting institutional clients in the evolving digital economy."

LayerZero supports major blockchain networks including Ethereum, Solana, Arbitrum, Avalanche, and Mantle. Valued at roughly \$3 billion, the protocol is backed by a16z Crypto, Sequoia Capital, OpenSea Ventures, and CE-Ventures, among others.

Since the announcement, LayerZero's native token ZRO has risen by 2%, trading at \$2.66 with a market capitalisation of \$296 million, according to CoinGecko. Deutsche Telekom MMS has been deepening its involvement in blockchain infrastructure since 2020, including validator roles on Injective, NEAR Protocol, and Polygon.

Senior Vice President and Head of CE-Ventures provides Valuable insights on the Payment Landscape at This Year's Seamless Middle East 2025 Fintech Forum



CE- Ventures attended the Seamless Middle East 2025 Fintech Forum, convening industry leaders to explore transformative shifts in global payments, underscoring a generational inflexion point in how money moves across borders and sectors. Participating in the panel discussion, titled “Funding the Future of Payment,” Sudarshan Pareek, Senior Vice President and Head of CE-Ventures, commented, “The future of payments lies in robust infrastructure that supports seamless cross-chain transactions and institutional adoption, combining security, scalability, and sustainability.”

Key observations from the forum included the challenge of separating genuine innovation from hype. The payments sector is rapidly evolving, with significant breakthroughs emerging from companies that adopt an infrastructure-first approach combined with precise execution. The rise of verticalised payments—embedded finance tailored to industry-specific needs and untapped markets—was identified as a powerful growth vector. These solutions are addressing nuanced challenges in sectors such as healthcare, logistics, and gig economy platforms.

Emerging markets continue to represent high-potential opportunities, where mobile-first design and proactive regulatory frameworks enable fintech ecosystems

to leapfrog legacy infrastructure. This dynamic is particularly pronounced in regions like the Middle East, Africa, and Southeast Asia, where market conditions favour rapid scaling and innovation.

The forum emphasised the increasing importance of capital efficiency and regulatory agility for startups with global ambitions. Efficient cash management and compliance agility have become prerequisites for sustainable growth and international expansion.

Additionally, the emergence of stablecoins and agentic payment systems capable of autonomous decision making was recognised as a disruptive force that could redefine payment models by enabling programmable money with enhanced speed and cost efficiency.

Payments are now recognized not merely as backend utilities but as strategic moats critical to the global economy. Success in this sector requires combining foundational infrastructure with rigorous operational execution.

CE-Ventures’ investment focus aligns with these insights, prioritising startups that deliver scalable infrastructure, regulatory foresight, and capital efficiency to lead the next wave of payment innovation.

BreakBread Added New Hosts and Partnered with Cultural Institutions to Deliver Curated Experiences Across the UAE

BreakBread, a CE-Creates venture, expanded its platform in April by welcoming new hosts and participating in high-profile cultural activations across the UAE.

April saw BreakBread grow its experiential offering with the addition of four new hosts, including Emirati, Moroccan, and Venezuelan-led supper clubs, alongside two new interactive workshop formats. These additions bring the platform's total number of active experiences to 78, reinforcing its focus on culinary diversity and personalized storytelling.

The month also featured two significant cultural partnerships. A CSR activation with Valrhona at the Louvre Abu Dhabi offered guests an elevated dining experience that celebrated both craftsmanship and community. In parallel, BreakBread participated in BRED Festival in collaboration with the Department of Culture and Tourism - Abu Dhabi (DCT), delivering a curated BBQ experience that blended regional flavors with contemporary hosting formats.

These initiatives are part of BreakBread's broader strategy to embed its offering within the region's cultural and creative ecosystems. The platform continues to attract both seasoned and emerging hosts, while forging partnerships that align with its long-term vision of scaling culturally rooted experiences.

"BreakBread continues to attract mission-aligned collaborators who share its vision of high-quality, community-driven dining," said Kareem Kaddoura, Manager, CE-Creates. "April was a strong month for both relationship building and platform growth, setting the stage for a dynamic second quarter."



ION Nears Readiness for Sharjah Rollout as Site and Platform Integration Progresses



ION, a CE-Creates venture, progressed toward its first deployment of electric vehicle infrastructure in April, with physical installations and digital systems nearing readiness across key private locations.

During April, ION advanced its rollout efforts by finalising installation works at two private sites in Sharjah, Al Dhaid Mall and Al Majara Park. Both locations are now physically prepared and undergoing final system integration and testing ahead of their anticipated activation. These deployments mark the first of ION's private infrastructure locations and signal important progress toward operational delivery.

Concurrently, ION's App V1 and Charge Point Management System (CPMS) reached the final stages of technical testing. The platform is designed to support a seamless user experience with features such as real-time charger visibility, dynamic pricing capabilities, and session-level energy tracking laying the groundwork for scalable network operations in the UAE.

April also saw the continuation of strategic engagement with key industry stakeholders, including ADNOC, ENOC, Amazon, and major real estate developers. These discussions are focused on identifying high-potential locations for future deployment, particularly within fleet, logistics, and mixed-use urban settings.

"ION's infrastructure and platform development are progressing in lockstep," said a CE-Creates spokesperson. "With physical and digital readiness nearing completion, the venture is on track to play a catalytic role in the UAE's transition toward electric mobility."

Further feature enhancements are currently in development to support future fleet integration and site analytics, with phased platform upgrades expected later this year.

CORPORATE CITIZENSHIP

Supporting Purpose-Driven Startups at Sharjah Entrepreneurship Festival 2025



continues to play an active role in empowering entrepreneurs and strengthening the UAE's startup ecosystem. This partnership reflects the company's longstanding commitment to innovation, with Crescent Enterprises providing strategic guidance, mentorship, and investment opportunities to accelerate the growth of impact-driven ventures

At the eighth edition of the Sharjah Entrepreneurship Festival (SEF), held in February 2025, Tushar Singhvi, Deputy CEO and Head of Investments at Crescent Enterprises, participated in a panel discussion titled "Ecosystem Builders: Transforming Communities Through Entrepreneurship." The session focused on the importance of building supportive environments for startups—emphasising that beyond capital, entrepreneurs require access to networks, expertise, and infrastructure to scale sustainably.

"Building a thriving startup ecosystem requires more than capital—it is about creating access to knowledge, networks, and long-term support. At Crescent Enterprises, we see this as essential to unlocking sustainable impact," said Tushar Singhvi.

The panel also explored the role of public-private

collaboration, global market integration, and key trends shaping the entrepreneurial landscape, including deep tech, sustainable investments, and scalable business models.

SEF 2025 welcomed 14,000 attendees, over 300 speakers, 150 startups, and 150 investors, and facilitated more than 350 investor meetings. A central feature of the event was the SEF Pitch Competition, which spotlighted innovative solutions across EdTech, Tech & Industry 4.0, Sustainability, and the Creative Industries.

Representing Crescent Enterprises on the judging panel was Sudarshan Pareek, Vice President of CE-Ventures, reinforcing the company's commitment to supporting high-impact startups. Crescent Enterprises also backed the EdTech track, which was won by Squirrel—a socially driven startup offering digital, self-directed learning tools to promote financial literacy among youth. This aligns with Crescent Enterprises' broader commitment to education and economic empowerment.

"SEF 2025 showcased the strength and ambition of the region's startup ecosystem. It was a privilege to engage with founders who are developing practical, impactful solutions," noted Sudarshan Pareek.

CORPORATE CITIZENSHIP

Crescent Enterprises Partners with MIT Solve to Advance AI for Social Impact in the Arab Region



Crescent Enterprises has joined forces with MIT Solve, an initiative of the Massachusetts Institute of Technology, to support the development of AI-powered solutions that address pressing global and regional challenges. This collaboration reinforces Crescent Enterprises' commitment to enabling technology-driven innovation with a focus on scalable impact in the Arab region.

As part of this partnership, Crescent Enterprises will sponsor the AI for Social Innovation Prize under MIT Solve's 2025 Global Challenges. Four winning teams—two from the MENA region and two from other global markets—will each receive \$25,000 in equity-free funding and access to MIT Solve's nine-month support programme, including mentorship, strategic advisory, and global exposure.

For the first time, MIT Solve will also host an Arabic-language Challenge Clinic, developed in collaboration with Crescent Enterprises, to provide tailored guidance for regional entrepreneurs working at the intersection of AI and social innovation.

"AI has the potential to reshape economies and drive inclusive growth," said Tushar Singhvi, Deputy CEO and Head of Investments at Crescent Enterprises. "Through this partnership, we are creating new pathways for entrepreneurs to scale impactful, AI-driven solutions across the Arab region and beyond."

This initiative aligns with Crescent Enterprises' ongoing efforts to foster innovation ecosystems that deliver meaningful and sustainable development outcomes.

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.



crescententerprises.com



ce@crescent.ae



CrescentEnterp



Crescent Enterprises



Crescent Enterprises



+971 6 554 7222