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Dubai Refreshment PJSC Announces CEO Transition

Dubai, United Arab Emirates -- Dubai Refreshment PJSC ("the Company"), one of the largest beverage companies in the UAE, today announced that its Chief Executive Officer, Mr. Tarek Elsakka will retire from his position after 17 successful years with the Company. As part of the pre-planned leadership transition, The Board of Directors has appointed Mr. Mahmoud El Meligy, the Company's current Chief Operating Officer, as the new Chief Executive Officer effective January 1, 2025.

Mr. Mahmoud El Meligy brings extensive industry experience to the position, having joined Dubai Refreshment PJSC in 2012. As Chief Operating Officer since August 2017, he has successfully led the Company's operations across Sales and Marketing, Information Technology, Human Resources, MEM, Presell Operations and business transformation. His 27-year career in the soft drinks industry spans multiple markets including Saudi Arabia, Algeria, Ghana, and Egypt. Mr. El Meligy holds a bachelor's degree in economics from the American University in Cairo.

The Board of Directors expressed their sincere gratitude to Mr. El Sakka for his remarkable achievements and longstanding successful service and wished him well in his future endeavors. The Board is confident that under Mr. El Meligy's leadership, Dubai Refreshment PJSC will continue its trajectory of growth and success in the beverage industry.

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