



CMP/MAY/2018/0001

1st May 2018

Mr. Hassan Al Serkal

EVP, COO – Head of Operations Division, Market Operations Division
Dubai Financial Market
P.O Box 9700
Dubai - United Arab Emirates

Dear Mr. Al Serkal,

Subject: GFH Signs to Acquire 85% of the Entertainer

GFH Financial Group ("GFH") would like to inform its shareholders and the markets that it has signed a landmark deal to acquire 85% stake in the ENTERTAINER (the "Company"), the region's leading incentives provider and lifestyle app with total turnover exceeding AED 130mn and a year on year growth rate of above 30%.

The Company, which was founded in 2001 in the UAE, offers consumers across the Middle East, Europe, Asia and Africa unbeatable offers and savings at fine dining restaurants, global restaurant franchises, attractions, leisure activities, savings on hotels globally, and much more. The Company launched an award-winning smartphone app in 2013. It has since shifted fully from a print publication to a data-driven technology company with 38 destination-specific products, and tailored B2B solutions for corporate clients, with offers from over 10,000 merchant partners.

The transaction, once completed, will result in existing financial investors, fully exit, while the Founder and Chairman, Ms. Donna Benton, will continue as one of the key shareholders and executive management contributing to the vision and growth of the Company alongside GFH.

The investment is expected to have positive returns exceeding 20% per annum over the investment period of 5 years. Furthermore, GFH is unable to disclose any further details about the transaction given confidentiality clauses of the contracts.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read "Nabeel Mirza", enclosed within a blue rectangular box.

Nabeel Mirza

Senior Director Compliance & MLRO