

Naif Alrajhi Investment signs to launch the famous Iris, Clap and a new luxury Argentinian restaurant, BRUTE, soon in Riyadh

Leveraging its diversification expertise and strategic partnership network, Naif Alrajhi Investment has signed a collaboration agreement with Addmind Hospitality to bring to Saudi Arabia an exquisite dining experience through three high-end concepts: 'Clap', the Japanese fine-dining restaurant, 'Iris Café', a lounge well-known for its distinctive vibes and ambiance, and the new joint project 'Brute' for meat connoisseurs that will be established by Zeev Godik, the founder of the world-known high-end Argentinian steak restaurants, Gaucho.

Naif Saleh Alrajhi, Chairman and Chief Executive Officer of Naif Alrajhi Investment commented: "We are delighted to partner with Addmind Hospitality to expand and diversify our portfolio in the F&B sector which is witnessing increasing demand for unique and quality dining experiences."

He adds, "People are always searching for the next great experience, and we can definitely help provide that as we always seek new and upscale ventures that add value to people's lives and support economic growth."

Chief Executive Officer of Addmind Hospitality, Tony Habre expressed the importance of such partnerships, saying: "Today's announcement marks the beginning of an ambitious relationship with Naif Alrajhi Investment. This is our first venture into Riyadh as part of Addmind Hospitality's plan to further expand our hospitality portfolio into the region. We are delighted to embark on this new journey and have full confidence that this partnership will redefine luxury dining in the Kingdom."

As a proactive response to the growing market of food and beverage, Naif Alrajhi Investment has established a hospitality management subsidiary company, Grey Fox, that will be in charge of the management and operations of the three restaurants in addition to Jones the Grocer that the company has lately signed a master franchise agreement with.

The upcoming cuisines and luxury dining experiences will be at the Plaza of the prestigious iconic tower Fairmont Ramla Serviced Residences, Riyadh. The site will feature the new concepts where Saudi gourmets and the residences' guests can access an even broader menu of dining options.

About Naif Alrajhi Investment

Headquartered in Riyadh with a presence in Dubai and London, Naif Alrajhi Investment

prides itself over its diversified and risk-managed investment portfolio that incorporates over 350 investments through 35 companies operating in more than 12 unique sectors, including real estate development, hospitality, food and beverage, mining, architecture, interior design and contracting, IT, manufacturing and marketing. Under the leadership of Naif Alrajhi Investment, these companies seek to achieve the highest levels of success and develop lasting and meaningful collaborations and partnerships.

About Addmind Hospitality

Addmind Hospitality is the leading concept creation and F&B management company in Lebanon since 2001. This has led to a successful expansion into the United Arab Emirates. The company is still led by Tony Habre, whose determination and hands-on approach has led Addmind Hospitality to its current position as a pioneer within the Middle Eastern hospitality industry, growing the ever-expanding portfolio to over 22 venues.

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