

## **The A-List X-Man: Mohammed Khammas On The Course To Evolve Entertainment**

The CEO for Al Ahli Holding Group turned his passion for pop culture into a lucrative enterprise. His comic collectible store, Comicave, featuring over 5,000 comic and manga titles, was a step towards further diversification. Now, he wants to get into the minds of his consumers.

As the business landscape in the Middle East changes, Khammas is steering Al Ahli Holding Group to focus on consumer experiences to remain relevant. His latest venture, Human X, aims to tap into the extremely well-connected U.A.E. population by using data collected through social media and other insights to understand the behavioral science behind consumer choices.

<https://forbesmiddleeast.com/the-a-list-x-man-mohammed-khammas-on-the-course-to-evolve-entertainment>