

Palms Sports Secures AED 40 Million Contract to Provide Multi-Martial Arts Training for Federal Government Entity

Abu Dhabi, UAE – 19 February 2025 – Palms Sports PJSC, (**ADX: PALMS**), the comprehensive sports management company, the world's largest Jiu-Jitsu training provider, and a subsidiary of **International Holding Company (ADX: IHC)**, has signed a **new two-year contract worth AED 40 million** with a prestigious federal government entity. Under the agreement, Palms Sports will deliver comprehensive multi-martial arts training programs designed to enhance the physical abilities and fitness levels, discipline, and overall well-being of the entity's employees.

The partnership reflects Palms Sports' ongoing commitment to promoting martial arts as a key component of a healthy and active lifestyle, while also reinforcing the UAE's vision for physical excellence and preparedness across various sectors.

Commenting on the agreement, **Fouad Darwish, CEO of Palms Sports**, stated: "This contract reaffirms our position as *the* trusted partner in providing elite martial arts training programs. We are proud to work alongside this esteemed federal entity to equip its employees with essential skills that foster resilience, discipline, and peak performance. Through this collaboration, Palms Sports continues to drive the positive impact of martial arts beyond competition—bringing its benefits into professional environments and daily life."

As part of the agreement, Palms Sports will deploy expert instructors specializing in various martial arts disciplines to ensure tailored, high-quality training that meets the specific needs of the government entity's workforce.

This latest contract further strengthens Palms Sports' extensive portfolio and aligns with the company's strategic growth objectives, reinforcing its leadership in martial arts training and development across the UAE.

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**About Palms Sports**

Palms Sports PJSC is a UAE-based company established in 2011. It promotes niche sporting activities, with a specific focus on Jiu-Jitsu and martial arts, to UAE Nationals. Palms Sports is one of eight listed companies under International Holding Company PJSC (IHC). It emphasises the importance of sports in our daily lives. It is determined to assist the community in integrating 'sports and 'leisure' into the very fabric of day-to-day lifestyles.

www.palmssports.com

About International Holding Company (IHC)

Established in 1999, IHC has become the most valuable holding company in the Middle East and one of world's largest investment firms, with a market capitalization of AED 892 billion (USD 243 billion). Since then, it has transformed to represent a new generation of investors. IHC's commitment to sustainability, innovation, and economic diversification spans over 1,000 subsidiaries, driving growth across industries like Asset Management, Healthcare, Real Estate, Financial Services, IT, and more.

IHC continually looks beyond the stand-alone value of its assets for opportunities, stepping outside of traditional approaches and artificial barriers to unlock opportunities across its portfolio, enabling sector-agnostic Dynamic Value Networks and creating results that are often much greater than the sum of their parts.

At IHC, we take our responsibility to shareholders, customers, and employees seriously. Our commitment to responsible investment ensures that we create sustainable value by staying connected to the communities we serve, making a positive difference with every investment.

www.ihcuae.com