PRESS RELEASE

Palms Sports Secures AED 600.5 Million School Jiu-Jitsu Program Renewal

- **Three-year contract with the Ministry of Education marks the largest contract value in Palms Sports' history, deploying 488 specialised Jiu-Jitsu coaches across 279 schools to train nearly 150,000 students**

Abu Dhabi, UAE – *14 September 2026* – Palms Sports PJSC, a subsidiary of International Holding Company (IHC) and the leading UAE-based sports management and training conglomerate, announced the renewal of its contract with the UAE Ministry of Education for the implementation of the School Jiu-Jitsu Program for a further three years, commencing on 1 September 2026. With a total value of **AED 600.5 million**, the agreement represents the **largest contract by value** in Palms Sports' history, marking a significant milestone in the company's growth and its longstanding partnership with the Ministry of Education.

The renewed contract reinforces the long-standing collaboration between Palms Sports and the Ministry of Education and reflects the continued commitment to integrating sport and physical development into the educational journey of students across the UAE.

Under the renewed agreement, Palms Sports will deploy **488** highly specialised and experienced Jiu-Jitsu coaches across **279 schools**, delivering structured Jiu-Jitsu training to nearly **150,000 male and female students**.

The School Jiu-Jitsu Program represents one of the UAE's most significant school-based sports initiatives. Beyond developing students' technical and physical capabilities, the program seeks to instil values that extend well beyond the mat, including discipline, resilience, self-confidence, respect, commitment and teamwork, supporting the development of healthy, capable and well-rounded future generations.

Fouad Darwish, CEO and Managing Director of Palms Sports, said:

“We are deeply grateful to our leadership for its unwavering commitment to investing in our youth and for recognising sport as an essential pillar in building strong and capable future generations. We also extend our sincere appreciation to the Ministry of Education for its continued trust in Palms Sports and for entrusting us once again with the delivery of this unique and highly impactful national program.”

Darwish added:

“The School Jiu-Jitsu Program is about much more than teaching a sport. It is about developing character, discipline, confidence and resilience from an early age. Over the years, we have witnessed first-hand the positive impact that Jiu-Jitsu can have on young people, both physically and personally. We are proud to continue contributing to this journey and to diligently deliver our part in preparing a generation that embodies the values, ambition and determination of the UAE.”

The three-year renewal provides continuity to a program that has developed into a significant component of the UAE's school sports ecosystem. Through the deployment of qualified coaching professionals and a structured training methodology, Palms Sports will continue working closely with the Ministry of Education to maintain high standards of delivery, student safety and technical development across participating schools.

– Ends –

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 the world's largest investment firms, with a market capitalization of AED 840 billion (USD 229 billion). Since then, it has transformed to represent a new generation of investors. IHC's commitment to sustainability, innovation, and economic diversification spans over 1,300 subsidiaries, driving growth across 4 key sectors: Technology, Infrastructure, Financial Services and Consumer.

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