

Juhayna signs a partnership agreement with The Maker to support young Egyptian football players

Cairo, February 19, 2024: Juhayna Food Industries announced their partnership with The Maker Academy, dedicated to discovering and nurturing talented football players. This strategic collaboration marks Juhayna's role as the Maker Academy's nutrition partner and falls within its "Everyone will play football" platform. The initiative is a testament to Juhayna's commitment to providing equal opportunities for youth through football, a sport deeply rooted in the heart of Egyptians.

This significant step solidifies Juhayna's dedication to supporting Egyptian talents and empowering them across various fields, with a special focus on sports as a vital avenue for youth to effectively channel their energy and skills. The company remains steadfast in its mission to provide essential resources, shaping a promising generation of athletes poised to represent Egypt on the global stage.

Mr. Seif Thabet, CEO and Deputy Chairman at Juhayna, expressed enthusiasm about the collaboration, stating: "Our partnership with The Maker Academy aligns perfectly with our commitment to creating shared value in our surrounding community and stems from our belief in the importance of our role as a responsible company. We are highly committed to making a tangible impact in improving the lives of individuals in our community, especially youth, forging a brighter future."

Thabet highlighted Juhayna's extensive contributions to supporting sports in Egypt, citing the notable "Pay it Forward" initiative launched in 2022. The campaign aimed to provide football shoes for children in youth centers across Egypt, successfully distributing 12,500 football shoes, exceeding the initial target of 10,000. This initiative enabled children to gain access to the fundamental elements for practicing and excelling in football.

Captain Ahmed Hossam Mido expressed his pride in collaborating with a distinguished company like Juhayna, sharing a mutual goal of nurturing promising sports talents. This partnership marks a significant milestone in the path to cultivating future champions, offering substantial support to elevate their physical abilities. Notably, Juhayna stands as a leading provider of high-nutritional-value products, aligning perfectly with the Academy's mission of providing athletes with the optimal nutrition plan. We eagerly anticipate the continuation of this journey, fostering these talents for professional careers on an international scale. By partnering with esteemed experts in medical, physical and psychological fields, our aim is to instill a professional mindset in these players, empowering them to navigate obstacles and realize their aspirations for successful sports careers.

Juhayna's commitment to sports extends beyond this partnership, as evidenced by its previous longstanding 19-year partnership with Al Ahly Club, a testament to the company's enduring support for Egyptian sports.

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