

## Northacre PLC appoints Board Member as the company's Ambassador in The Gulf

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Northacre Plc is pleased to formally announce the appointment of Mohamed Abdulsalam AIRafi, a Dubai based developer and entrepreneur to its Board. Mohamed AIRafi will represent Northacre in The Gulf, working in joint venture partnerships with all three of Northacre PLC's subsidiary companies – Northacre Development Management Services Ltd, Intarya Ltd (Interior Design) and Nilsson Architects.

Mohammed AIRafi is CEO of MTAF Group and is considered one of the Gulf's leading property developers. Mohammed AIRafi brings to Northacre more than 22 years experience in real estate in the Gulf.

John Hunter, CEO of Northacre Plc comments: "We are thrilled that Mohamed AIRafi has agreed to join our board, the partnership is of mutual benefit and the business partnership fits naturally. Mohamed's role as an ambassador of Northacre PLC in this region, with his extensive experience, contacts and deep understanding of the Gulf market, will help us to increase exposure for our business and generate new opportunities".

Mohamed AIRafi comments: "Northacre's heritage, experience and track record has a tangible appeal to a young, vibrant market such as Dubai; the company's eye for perfection and innovative approach to marketing aligns itself with the high end business ethos here in the Gulf. I am excited about the future opportunities and honoured to be involved in such a prestigious company."

The initial project of this new venture will be to establish a platform to expand Intarya, Northacre's existing interior design business, across the Gulf region. Intarya has already secured some private client work in the Gulf and the joint venture with Mohamed AIRafi will allow for multiple new opportunities, pairing excellence in building design with the highest quality craftsmanship and interior design.

### All enquiries:

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