**As Part of Its Ongoing Support for Youth**

**Juhayna Sponsors "Million Pound Menu" Competition to Support Entrepreneurs in the Culinary Field**

**Cairo, XXX December 2024 –** Juhayna Food Industries announces its sponsorship of "Million Pound Menu" competition, which is being introduced for the first time in Egypt and the Arab region. The show offers restaurant entrepreneurs the opportunity to present their ideas to a group of investors in order to secure the necessary funding. This collaboration reflects Juhayna's ongoing commitment to supporting local talent, as the show aims to empower culinary entrepreneurs to showcase their innovative ideas.

Through this collaboration, Juhayna reinforces its commitment to youth empowerment — a core pillar of its Creating Shared Value (CSV) strategy. By providing high-quality dairy products, cooking ingredients, and essential resources, Juhayna aims to fuel the success of these initiatives. This sponsorship reflects the company's ongoing dedication to nurturing young talent, enhancing their skills, and supporting their growth across diverse fields.

In this regard, Passant Fouad, External Communications Director at Juhayna Food Industries, expressed her enthusiasm in sponsoring the competition, stating: "At Juhayna, we take pride in always being an integral part of Egyptian society at every stage and through various platforms. Our sponsorship of 'Million Pound Menu' Competition is not only a strategic step to support entrepreneurs in the culinary field, but also an extension of our commitment to providing high-quality products that have always been the first choice for Egyptian consumers. Through this collaboration, we emphasize our role in empowering youth and providing them with the ideal environment to turn their innovative ideas into successful ventures."

Fouad added: "Million Pound Menu is more than just a competition; it serves as a platform for the new generation of entrepreneurs who will drive change in the F&B industry in Egypt. The competition presents a unique opportunity for those looking to turn their passion into a successful project We are confident that the competition will generate innovative ideas and promising projects that will enrich the sector, revolutionize the dining experience, and leave a lasting impact on the region."

It is worth noting that Juhayna always strives to support Egyptian youth and empower them in various fields. Recently, the company has engaged in several strategic partnerships to support youth, such as its partnership with "Robo Garden" to empower youth and enhance their digital skills, in addition to sponsoring “Enactus” and “The Maker”, among other initiatives aimed at supporting youth

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