



## **MBC GROUP Announces the Appointment of Mr. Mishary bin Najy Alibraheem to its Board of Directors**

**Riyadh, Saudi Arabia – 23 June 2026:** MBC GROUP (“MBC” or the “Group”), listed on the Saudi Exchange (Tadawul) under ticker symbol 4072, announced the appointment of **Mr. Mishary bin Najy Alibraheem** as a member of its Board of Directors, effective **23 June 2026**.

The appointment follows the resignation of **Eng. Abdulrahman bin Ibrahim AlRowaita**, which was announced on 17 June 2026. The Board of Directors extends its sincere appreciation and gratitude to Eng. AlRowaita for his valuable contributions and dedicated service during his tenure, and wishes him continued success in his future endeavors.

Mr. **Alibraheem** brings extensive experience across the media, entertainment, education and tourism sectors. He currently serves as **Head of Leisure and Entertainment at the Public Investment Fund (PIF)**. Throughout his career, he has led and supported a number of strategic investments and initiatives that have advanced the Fund’s objectives of economic diversification and sustainable long-term growth, in alignment with the goals of **Saudi Vision 2030**.

Commenting on the appointment, **Mr. Waleed bin Ibrahim Al Ibrahim, Chairman of MBC GROUP**, said:

*“We are delighted to welcome Mr. Mishary bin Najy Alibraheem to the Board of Directors of MBC GROUP. We are confident that his leadership experience and deep understanding of the media and entertainment sectors will bring significant value to the Board and support the Group’s continued growth, expansion, and leadership position across the regional and international media and entertainment landscape.”*

Reflecting on his appointment, **Mr. Mishary bin Najy Alibraheem** his enthusiasm about joining MBC GROUP’s Board of Directors at this important stage in the Group’s journey, highlighting its strong foundations, clear strategic direction, and position within the media and entertainment industry.

He added:

*“I look forward to contributing to MBC GROUP’s continued success and working closely with the Board and executive management team to support the achievement of its strategic objectives and drive sustainable growth in the years ahead.”*

**– Ends –**



#### **About MBC GROUP**

Established more than 30 years ago, MBC Group is today one of the leading media and entertainment companies in the Middle East and North Africa (MENA) region. The Group has built a strong market position and a widely recognized brand, reaching more than **150 million viewers weekly**.

MBC Group also enjoys a significant global footprint extending from Australia to the United States through platforms including **MBC Shahid**, the leading subscription video-on-demand (SVOD) platform in the MENA region, offering premium content that resonates with audiences worldwide.

In addition to MBC Shahid, the Group operates **thirteen free-to-air television channels** and continues to expand its presence across multiple entertainment sectors, including gaming, events, and music. Through its diverse portfolio and extensive content library, MBC Group brings families together across generations and serves Arabic-speaking audiences around the world.

#### **For further information:**

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