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RAK CERAMICS DEBUTS AT MILAN DESIGN WEEK WITH DESIGNER BATHROOM AND ELIE SAAB COLLECTIONS

Ras Al Khaimah, United Arab Emirates, April 25, 2022: RAK Ceramics PJSC (Ticker: RAKCEC: Abu Dhabi), one of the largest ceramics brands in the world, announced today its debut participation at *Salone del Mobile* in Milan, one of the most important exhibitions for the furniture and design industries in the world.

From June 7-12, 2022, the company will exhibit a collection of newly developed bathroom ranges and a series of new surface collections. RAK Ceramics will also participate in the Fuorisalone programme with *Black Ink*, an immersive sensory installation where visitors can discover and experience iconic ceramic materials which characterise the brand's portfolio.

Leonardo de Muro, Vice President of Marketing & Communications said "We're honoured to join the list of Milan Design Week exhibitors for the first time. This is a unique opportunity to present RAK Ceramics on the global design stage not just as a ceramics expert specialised in ceramic and gres porcelain surfaces and bathroom products but also as a well-established company offering high-quality design solutions for small and large scale projects at an international level."

The RAK Ceramics stand at Salone del Mobile's main exhibition covers over 200 square meters and will feature bathroom collections developed in collaboration with international designers such as Patrick Norguet, Giuseppe Maurizio Scutellà and the duo Debiasi-Sandri, alongside a brand new surface collection inspired by nature's shapes and colours.

The stand will also showcase a range of newly launched bathroom and surface collections from world-renowned fashion designer ELIE SAAB, which will be presented in Europe for the first time.

Commenting on the event, **Abdallah Massaad, Group CEO, RAK Ceramics Group** said: "This is a significant milestone for RAK Ceramics, as it confirms the continuous growth of a brand born and raised in the UAE, which has consistently pursued the long-term vision of becoming a global ceramics lifestyle solutions provider."