



Employee Announcement

Mr. Sohaib Cherif
Emp. Code: 10911



Dear All,

We are pleased to announce that Mr. Sohaib Cherif will be joining Tivoli Group as our Furniture Business Unit General Manager, effective 12 October 2026.

Mr. Sohaib brings a strong background in the luxury furniture and retail industry, with expertise in business development, commercial operations, brand management and market expansion. Throughout his career, he has been involved in launching international furniture brands, leading retail teams and driving commercial growth through strategic business development and market expansion. His experience spans luxury retail operations, team leadership and strengthening brand presence in competitive markets.

In his role, the Furniture Business Unit, including all its sections, Flooring, Fabric & Wall Covering, Monobrand and Office Retail Furniture teams will report directly to him. He will oversee their respective operations and drive the continued growth and development of these business areas.

Please join us in welcoming Mr. Sohaib to Tivoli Group and wishing him success in his new role.

Yours faithfully,



Human Resources Department