



Q Holding launches dedicated lifestyle advisory Q&Elevate as a new subsidiary

- *Q&Elevate is a membership-based curated lifestyle company specialising in exclusive luxury services*
- *It will offer a wide range of premium concierge services that include travel and logistics, exotic cars and chauffeurs, medical, and education*
- *Uniquely, Q&Elevate will also offer services across investment and brand development, as well as commerce and gifting.*

Abu Dhabi, UAE, 10 April 2023: Q Holding – the leading UAE investment company – has today announced the launch of ‘Q&Elevate,’ an exciting new membership-based lifestyle advisory specialising in the most exclusive luxury services to answer the needs of an ever more discerning clientele.

Q&Elevate’s extensive top tier offering includes global concierge and lifestyle, travel and logistics, exotic cars and chauffeurs, luxury hotels and villas, commerce and gifting, events, celebrity involvement, investment, and brand development – as well as medical and education concierge services.

“It is with great pleasure that we announce the launch of Q&Elevate, a subsidiary company that will answer the growing needs of our international customers, while once more positioning the ‘Q’ brand as an industry innovator with the customer at the heart of all we do,” commented Majed Odeh, Group CEO of Q Holding.

Suzie Sims, CEO of Q&Elevate added: “The core mission of Q&Elevate is simple – to enrich the lives of our clients and be the go-to resource for those who expect the most out of life. Q&Elevate can take charge of any concierge and travel task, eliminating stress and saving money through our preferred vendors.”

In an era where time is at a premium, Q&Elevate intends to lead the way regionally by carefully curating unforgettable experiences, redefining luxury, and planning truly superior travel arrangements.

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NOTES FOR EDITORS

About Q Holding

Q Holding, a subsidiary of IHC and listed on ADX's second market since 2017, is a UAE premier investment company, driving economy through its focus on real estate development, hospitality, and other investments. With a commitment to excellence, diversification, and innovation, Q Holding delivers long-term returns and supports the global ambitions of the UAE, building a foundation for successful, sustainable investment.

www.qholding.com

About Q&Elevate

Q&Elevate is a UAE-based experiential firm specialising in the most exclusive luxury experiences, harnessing the art of personalisation into grand scale projects. The company proudly caters to VIP families, dignitaries, celebrities, and private individuals to deliver the highest level of service, with discretion and integrity guaranteed.