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## **Gulf Hotels Group and MFive Services Enter Strategic Partnership to Elevate Housekeeping & Cleaning Services for Hotels in Bahrain**

Manama, Bahrain – 18th March, 2025 – Gulf Hotels Group (GHG), a leading hospitality company in the Kingdom of Bahrain, has announced a strategic partnership with MFive Services, a UAE-based specialist in housekeeping and cleaning solutions. This groundbreaking joint venture marks a significant milestone in the evolution of outsourced housekeeping services in Bahrain. The Memorandum of Understanding (MoU) was signed by GHG CEO Ahmed Janahi and MFive CEO Max Baer, marking the beginning of this strategic collaboration.

This partnership seeks to revolutionize the housekeeping sector by delivering high-quality, innovative, and cost-effective solutions to hotels, resorts, and serviced residences across Bahrain. By combining GHG's extensive market expertise with MFive's specialized housekeeping services, the joint venture is set to introduce new benchmarks for housekeeping and cleaning services. The collaboration will offer tailored and high-quality housekeeping solutions designed to enhance guest satisfaction and operational efficiency.

Ahmed Janahi, CEO of Gulf Hotels Group, commented: "Our partnership with MFive Services represents a significant step in expanding our business into the cleaning and housekeeping services for hospitality sector. This strategic partnership aims to deliver comprehensive housekeeping and cleaning solutions to hotels, resorts, and serviced residences while enhancing operational efficiencies, optimizing costs, and elevating service excellence. Housekeeping is a cornerstone of guest experience, and through this joint venture, we are committed to providing innovative and efficient solutions that meet the evolving needs of the hospitality industry."

Max Baer, CEO of MFive Services, added: "Our entry into the Bahraini market through our partnership with GHG marks a significant milestone for MFive. GHG's extensive hospitality network and operational excellence provide the ideal platform for MFive Services to deliver high-quality housekeeping solutions. Together, we are creating a scalable model that can be expanded across the GCC, setting a new standard for outsourced housekeeping and cleaning services."

This joint venture marks a significant milestone for Gulf Hotels Group in expanding its business into the hospitality sector's clearing and housekeeping services. This collaboration is set to elevate housekeeping standards not only in Bahrain but also regionally, reinforcing the Kingdom's reputation as a premier destination for hospitality excellence.



MFive Services was established in 2010 in UAE and obtained the know-how to provide full outsource housekeeping solution to the hotels and hospitality industry. MFive services is currently providing housekeeping services for more than 60 hotels in UAE with its client base being major international hotel groups. In 2023, Abu Dhabi National Hotels Company acquired a 50% stake in MFive Service in an attempt to explore new markets in the GCC region.

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**About Gulf Hotels Group**

Gulf Hotels Group BSC is a public limited liability company quoted on the Bahrain Stock Exchange incorporated in 1967, under the name of Bahrain Hotels Company. The Group is chaired by Mr. Fawzi Kanoo and is led by a Board of distinguished, well-established, and influential businessmen. The vision of the then Bahrain Hotels Company was to provide a standard of hospitality unrivalled on the Island, which was duly delivered with the opening of Bahrain's first 5-star property, the Gulf Hotel. 56 years later, this philosophy remains the same although the Group has continually expanded and upgraded its services to meet the modern-day demands.

**About MFive Services**

MFive Services is a limited liability company founded in the UAE in 2010, initially providing general cleaning services. The company saw significant growth after refocusing on offering comprehensive "Full Housekeeping" solutions tailored for the hotel industry. This strategic repositioning, spearheaded by Hussein Abdallah, the Chief Operating Officer, resulted in a workforce expansion to over 2,000 employees. MFive is now a joint venture between Metro Global Pte Ltd, a private hospitality solutions provider from Singapore, and ADNH, a publicly listed company with a diversified hospitality portfolio. The company is chaired by HH Sheikh Ahmed Mohammed Sultan Suroor Aldhahiri, with Hussein Abdallah continuing to lead as the Chief Operating Officer and a board member.