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Softline expands in MENA by increasing its investments in the Egyptian market

The leading company in digital transformation and cybersecurity services announced its strategy to increase its presence in the Middle East region by investing in the Egyptian market

Cairo, Egypt, 6 December 2021 – Softline, the leading company in digital transformation, cloud and cybersecurity services, unveiled a plan to increase its business and investments in Egypt. The company recently held a series of meetings with officials in different sectors and government institutions including the Ministry of Communications and Information, The General Authority for Investments and the Information Technology Industry Development Agency (ITIDA).

During these meetings, representatives from the company and government discussed a wide range of issues including Softline's targeted investments over the next few years, as the company works to consolidate its presence and investments in Egypt. They also discussed the joint frameworks of cooperation to support Egypt's national plan for digital transformation, which encompasses various companies and sectors.

The meetings also touched on the company's plan and strategy to hire recent engineering graduates from Egyptian colleges – especially the technology colleges – and also providing ongoing support through training.

The meetings were attended by **Roy Harding**, President of Softline International; **Atul Ahuja**, Softline Senior Vice President for Middle East, Africa and Asia; Engineer **Ahmed Nabil**, Managing Director of Softline Egypt; and Mohamed Khattab, director of government and education sector at Softline Egypt.

Engineer Ahmed Nabil, the managing director of Softline Egypt commented: "It was an honour to meet with officials and decision makers in Egypt, which is making a great leap forward in terms of its digital transformation and IT. Today we are looking forward to expanding our business in the Middle East by increasing our investments in Egypt, which will also serve as a hub for our business in the region."

Softline provides digital transformation and cybersecurity services in more than 50 countries and around 95 global cities.

Roy Harding, Softline International's President mentioned: "These meetings have given us a very clear sense of how Softline can support the public and private sectors, and we're excited to be playing a part in realizing Egypt's vision for overhauling its digital infrastructure over the next decade."

Atul Ahuja, Softline Senior Vice President for Middle East, Africa and Asia, commented: "At Softline Egypt, we feel we are at the right time and right place. Softline's global experience in



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offering solutions and services for emerging economies would be just right for the growth and transformation Egypt as a country is experiencing”.

The company also contributes to building and managing a safe hybrid infrastructure for its clients. It also provides support and maintenance teams for the required infrastructure to support global digital transformation, cloud services and cybersecurity.

Nabil, asserted that the stable economic situation in Egypt and the continued improvement of the investment environment in Egypt “gives us a confident push to increase our investments in Egypt and support Egypt’s national agenda and the long-term strategic plan of the state to achieve the principles and goals of the sustainable development in all sectors according to Egypt 2030 vision”.

About Softline:

Softline is a leading global solutions and services provider in digital transformation and cybersecurity, with its headquarters in London. The company enables, facilitates and accelerates the digital transformation of its customers’ businesses, connecting over 150,000 enterprise organizations across a comprehensive range of industries with over 6,000 best-in-class IT vendors, and delivering its own services and proprietary solutions.

With approximately 6,000 employees globally, Softline operates in more than 50 countries with significant growth potential in multiple markets from Asia, Latin America, Eastern Europe and Africa. The company addresses the entire range of its customers’ IT needs and is positioned at the center of the digital transformation megatrend. Since its inception, Softline has achieved a turnover of US\$ 1.8 billion in the fiscal year of 2020, and it’s currently one of the fastest growing companies in the sector. In October 2021, the company conducted a successful initial public offering of its depositary receipts on the London and Moscow stock exchanges. For more information, you can visit <https://softline.com/>