

efinance Expands its Cloud Computing Services in Egypt with IBM Technology and a Hybrid Cloud Approach

Launching IBM's Power Servers in Egypt through efinance Services

IBM Technology to Help efinance Reduce Floor Footprints by 40% and Energy Consumption by 50%

Cairo, Egypt, 09 November 2022 – Today efinance, Egypt's national developer of digital payment infrastructures, announced its collaboration with IBM (NYSE: IBM) to grow its digital payment services and enable clients to securely make payments across hybrid cloud environments.

Through this collaboration, e-finance is leveraging the latest IBM Power servers, to upgrade its current infrastructure as a service (IaaS) and streamline business processes to optimize performance.

Currently, many of the efinance offerings are running on IBM Power10 servers, including electronic payment systems, government POS management systems, the card management and electronic payment system for “Khales” and more.

Hossam El Gouly, CEO of efinance stated that: “As we accelerate into the future of fintech, we need the most advanced technology to underpin our ongoing digital transformation efforts to support our public and private sector clients and provide them with the best-in-class services. We are happy to collaborate with IBM and take pride in offering hybrid cloud services in Egypt in our continued efforts to fast-track digital transformation and deliver an industry standard customer experience”.

Designed to help clients operate in a secured, frictionless hybrid cloud experience across their IT infrastructure, the IBM Power E1080 servers will allow efinance to deliver end-to-end encryption, scale business-critical applications, and accommodate high-performance transactional workloads through its flexible and secured infrastructure offering.

With a renewed focus by clients on improving sustainability, IBM Power10 E1080 servers deliver 33% lower energy consumption for the same workload when compared to the earlier Power E980 generation, and 52% lower energy consumption when comparing the previous generation of Power E880C servers, thus maximizing reliability in a sustainable way.

“As financial organizations progress on their modernization journeys, they need an approach that allows various cloud-based applications to work in concert. IBM infrastructure enables a hybrid cloud approach that offers the needed flexibility, resiliency and sustainability for e-finance to cater to their clients demands and accelerate their ongoing digital transformation journey” said Marwa Abbas, General Manager, IBM Egypt.

As part of the collaboration, IBM will also provide e-finance with IBM FlashSystems and IBM Software-Defined Storage (SDS), introducing streamlined administration and operational complexity across on-premises, hybrid cloud, virtualized and containerized environments. By providing advanced compression features that will allow data to be stored on significantly less desks than traditional modules, e-finance will be able to host its customer’s data and workloads more efficiently, reducing its data centers and floor space footprints by up to 40% and its energy consumption by 50%.

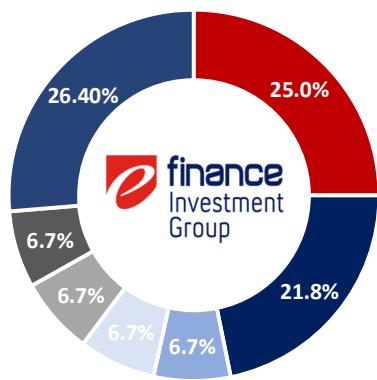
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About e-finance for Digital and Financial Investments

e-finance Investment Group is a homegrown developer of digital payments infrastructures that was established in 2005 to develop the Government of Egypt’s financial network. Over the course of nearly two decades, the Group has penetrated all corners of Egypt’s digital market and transformed itself into a fully-fledged consolidated entity with a comprehensive portfolio of subsidiaries, covering the full spectrum of digital payment services. With a dynamic business model and a flexible organizational structure, e-finance is able to strategically focus on multiple target markets through its subsidiaries and maximize its ability to unlock value in the digital payments space. The Group operates a unique one-stop-shop model covering the entire e-payments value chain through several specialized subsidiaries, allowing the Group to diversify its operations and cover further links in the digital value chain. Learn more at efinanceinvestment.com.

Shareholder Structure

As of 31 October 2022



- Saudi Public Investment Fund
- National Investment Bank
- Banque Misr
- National Bank of Egypt
- Egyptian Banks Company
- Egyptian Co. for Investment Projects
- Other

SHARE INFORMATION

EFIH.CA on the EGX

Number of Shares	1,848,888,889
Par Value / Share (EGP)	0.5
Paid-in Capital	EGP 924,444,444

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