

e-finance to Launch Cloud Computing Platform, Providing Fully Integrated Services in a First for the Egyptian Market

XX November 2022 – (Cairo) e-finance Investment Group, (“e-finance”, or the “Company”, EFIH.CA on the Egyptian Exchange), announced today that its subsidiary e-finance Digital Operations intends to launch Egypt’s largest and most cutting-edge cloud computing platform. The platform will be launched during the Company’s participation in the Cairo ICT conference from the 27th to the 30th of November 2022, in collaboration with global digital transformation pioneers Pure Storage, Dell, IBM, Cisco, VMware, Commvault, Fortinet, Paloalto, Citrix, F5, Redhat, and Huawei. The platform will accelerate existing digital transformation efforts for stakeholders ranging from including government institutions, banking and non-banking financial institutions, and private sector firms, in line with current global economic conditions. This transformation will aid in achieving target economic growth rates set forth by policymakers for the years to come. The platform will be an indispensable aid for organizations looking to achieve growth and engender efficiencies, in line with ongoing global adaptation and digital transformations.

The platform will provide a fully integrated product, the first of its kind in Egypt, and will be managed and operated by a dedicated service provider, providing a wide range of proprietary technologies to enable rapid business expansion and facilitate the execution and refinement of activities to minimize inefficiencies. Businesses will also be able to utilize the platform in testing newly developed services before officially introducing them to their clients. The platform offers a wide array of services including software services, cloud platforms, secure infrastructure, internet of things, cybersecurity applications, artificial intelligence, big data, and more. Users will enjoy a large degree of flexibility when operating on the platform, choosing the services appropriate for them, thus limiting unnecessary costs.

Speaking on the launch, e-finance’s Chairman and CEO, Ibrahim Sarhan, said: “e-finance has already built a highly successful cloud services business that is providing the infrastructure for a whole range of business operations across the Egyptian economy. We have the knowhow and the partners necessary to take this big new step in changing the way business is done in Egypt and in pushing the agenda of digital transformation. We anticipate that the new cloud platform we’re building now will further deepen e-finance’s position as the digital partner of choice, make the Group even more indispensable to organizations across Egypt, and positively impact our financial and operational results moving forward.”

Commenting on the platform’s intended launch, Hossam El-Goly, Managing Director at e-finance Digital Operations, said: “The Group is making substantial progress in cementing its developmental role in Egypt’s digital transformation. e-finance is a proud partner of different economic institutions in both the public and private sectors, as well as the banking and non-banking sectors, and startups, offering the latest technological tools to benefit all areas of their operations. These include cloud computing, which represents one of the most important areas of digital transformation for many sectors. For this reason, the Group has continued to invest in developing its cloud computing platform, despite recent global economic instability.”

Mr. El-Goly also affirmed that e-finance is one of the first local companies to receive licensing to offer cloud computing services. The Group has more than 15 years of experience in building and operating large-scale data centers, and a successful track record in launching several national projects based on its cloud computing systems, including the Egyptian government’s financial network and the Egyptian Tax Authority’s the introduction of an electronic systems for tax receipts

and core core taxation). e-finance has also provided support with petroleum products, the Takaful and Karama program, and several other national projects.

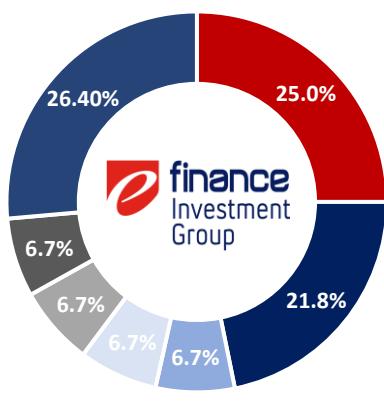
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About e-finance for Digital and Financial Investments

e-finance Investment Group is a homegrown developer of digital payments infrastructures that was established in 2005 to develop the Egyptian Government'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 at 31 October 2021)



- 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	1,777,777,778
Par Value / Share (EGP)	0.5
Paid-in Capital	EGP 888,888,889

INVESTOR RELATIONS CONTACTS

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