

## **Launching of Noqood Holding for non-banking financial services and Kash Now an instant payment solutions specialized provider**

Cairo, April 20, 2022—

Noqood Holding announced the group's official launch and its subsidiary Kash Now in the presence of public figures and fintech pioneers. Noqood Holding works in the field of investment in Fintech solutions for startups companies in addition to non-banking financial services.

Dr. Abdul Rahman Ali, founding partner and managing director of Noqood Holding, stated: "The launch of Noqood Holding comes within the framework of creating an active entity in non-banking services and investing in financial technology aimed at startups and small, medium-sized companies. We aim to provide technologies, schemes, and solutions to help individuals and small and medium-sized businesses meet their financial service needs".

On the other hand, Kash Now, the subsidiary launched by Noqood Holding, provides solutions and daily services to companies. Additionally, Noqood Holding's subsidiaries include Noqood Fintech, which specializes in financial services and investing in startups focused on financial technology; and Noqood Technology Solutions, a company with a mission to provide technological infrastructure for companies; and Noqood for Electronic Payments Solutions, a digital platform for companies through which they can complete all their work.

Ahmed Maged, Managing Director and Head of Financial Sector of Noqood Holding, said: "When we established the group's subsidiaries and introduced the solutions and services they provide to facilitate the financial operations of individuals and companies, we took into account the needs and requirements of companies. We implemented our plans with the highest level of accuracy and professionalism, driven by a team of the highest caliber in the fintech industry and our distinguished partnerships, such as with E-Finance".

Maged expressed his appreciation to the Central Bank of Egypt and Egyptian banks for their constant support for emerging companies and entrepreneurs in the fintech field.

Kash Now provides three primary services, namely Salary Advance, which facilitates salary advances for employees wanting to ask for an advance against their salary. The second solution offers liquidity for company drivers allowing companies to transfer cash balances to their drivers for use in maintenance, fuel supply, and others. The third service is the Corporate Card, which is related to issuing cards in favor of companies, enabling them to pay their periodic financial obligations through international and local payments online and offline.