



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

## Valu Partners with The Egyptian Banking Institute (EBI) to Provide Convenient Financing Solutions for EBI's Training Offerings

*The partnership brings significant benefits to learners, ensuring a seamless payment experience that enables them to pay for their training programs, certifications, and qualification programs with ease.*

**Cairo, October 22, 2023**

Valu, MENA's leading universal financial technology powerhouse, announces its partnership with The Egyptian Banking Institute (EBI), the official training arm of the Central Bank of Egypt (CBE). This collaboration aims to offer convenient financing and affordable installment plans for individuals seeking to pursue EBI's training programs.

The partnership between EBI and Valu brings significant benefits to learners, ensuring a seamless payment experience that enables them to pay for their training programs, certifications, and qualification programs with ease and without stress. The introduction of Valu's installment payment plans further enhances the opportunity for individuals to access EBI's acclaimed programs through convenient financing options that suit their needs.

**Ahmed Seoudy, Valu's Group Head of Product Development, commented:** "We are excited to partner with EBI to facilitate access to quality education for our customers and provide them with comprehensive solutions to meet their career growth needs. This collaboration reflects our steadfast commitment to empowering individuals through innovative financial solutions and convenient installment plans, and we are confident that it will enhance the learning journey of EBI's beneficiaries. At Valu, we are consistently seeking out partnerships with like-minded entities to work together toward our goal of inspiring individuals to achieve their aspirations through increased accessibility."

In this context, **Dr. Abdel Aziz Nossier, the Executive Director of the Egyptian Banking Institute**, said: "EBI has consistently aimed to facilitate its training experiences for its trainees, and our collaboration with Valu will allow us to offer EBI's trainees a wide range of accessible financial solutions to further enable them to pursue their goals. This partnership will enhance our unique value proposition by offering learners frictionless and secure payment options for their chosen training programs. Joining forces with Valu represents a significant milestone to bridge the gap between ambition and affordability for learners across Egypt."

It is worth mentioning that EBI excels in providing state-of-the-art training solutions in line with the latest industry international best practices with the mandate to develop the human capital in the banking sector in areas of banking, management, leadership, information technology, and SMEs.

This partnership with EBI comes as one of a series of collaborations Valu has forged in the education field in the past couple of years. Most recently, Valu partnered with ElSewedy University of Technology (SUT) – Polytechnic of Egypt to offer its financing solutions to students. In 2022, Valu partnered with the American University in Cairo (AUC) to offer convenient and affordable financing plans for individuals seeking to pursue an undergraduate or a graduate degree at the AUC. 2022 also saw Valu join forces with



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PayTabs Egypt and The Knowledge Hub Universities (TKH), enabling TKH's students to utilize Valu's financing solutions and process online payments via PayTabs Egypt's payment gateway. In addition to universities, Valu has partnered with various renowned schools as well to offer BNPL financing services to facilitate tuition fee payments.

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#### **About Valu**

Valu is the leading universal financial technology powerhouse offering customers and businesses convenient and comprehensive financial solutions. Under its product universe, Valu pioneered Buy-Now, Pay-Later (BNPL) solutions in the MENA region through U, providing customizable financing plans for up to 60 months across more than 6,000 points of sale and over 1,500 websites and apps – covering a diverse array of categories, including home appliances, electronics, home finishing, furniture, residential solar solutions, healthcare, education, travel, and fashion, among others. Valu also offers investment products, an instant cash redemption program, savings solutions, and a financing solution to facilitate the purchase of big-ticket items up to EGP 15 Million in the luxury space through the AZ Valu fund and EFG Hermes ONE, Sha2labaz, Akeed, and Ulter respectively. In addition, Valu offers business-to-business solutions with a hassle-free HR payroll service and more through Valu Business. As an award-winning fintech player in the MENA region, Valu embraces a progressive mindset with an agile workforce committed to architecting innovative financial solutions.

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#### **Note on Forward-Looking Statements**

*In this press release, Valu may make forward-looking statements, including, for example, statements about management's expectations, strategic objectives, growth opportunities, and business prospects. These forward-looking statements are not historical facts but instead represent only Valu's belief regarding future events, many of which, by their nature, are inherently uncertain and are beyond management's control and include, among others, financial market volatility; actions and initiatives taken by current and potential competitors; general economic conditions and the effect of current, pending, and future legislation, regulations, and regulatory actions. Accordingly, the readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made.*

#### **About EBI**

The Egyptian Banking Institute (EBI) was established in 1991 by the Central Bank of Egypt (CBE) to act as its official training arm with a vision to be the preferred partner for developing the human capital of the banking ecosystem in Egypt, and the lighthouse for banking sector development across strategic African and Arab countries, through mirroring the latest international banking trends. With a mandate to develop the human capital in the banking sector, EBI excels in providing state-of-the-art training solutions in line with the latest industry international best practices in areas of banking, management, leadership, Innovation, technology, small and medium enterprises



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(SMEs) and Entrepreneurship. Crowning the continuous organizational commitment for quality training & adherence to international quality standards, in 2009 EBI was the first accredited financial training institute in Egypt and the MENA region by the Accrediting Council for Continuing Education and Training (ACCET) for five years. EBI succeeded in obtaining reaccreditation for 2 more terms ending in 2024.