



## Paymob and Chefaa Lead Digital Transformation of Pharma Retail Payments in Egypt

- *Partnership to Offer Enhanced Payment Solutions and Convenience*
- *Customers Benefit from Streamlined Transactions and Secure Payment Experiences*
- *Collaboration Will Drive Innovation and Fuel Growth of E-Pharmacies*

**CAIRO, EGYPT** June 20, 2023– Paymob, the leading financial services enabler in the Middle East, North Africa, and Pakistan (MENAP), and Chefaa, Egypt's GPS-enabled digital pharmacy marketplace announce their partnership to power the digital transformation of pharmaceutical payments in Egypt.

The partnership will digitize pharmaceutical payments by powering seamless and secure online card payments as well as point of sale (POS) payments upon delivery. Chefaa customers can also access several BNPL payment methods through Paymob's gateway which helps elevate the financial burden of up-front payment for medicine and healthcare products.

By driving the adoption of digital payments in the health sector and fueling online orders, the Paymob – Chefaa partnership will enable smaller pharmacies to reach a broader customer base and increase sales. The partnership also streamlines prescriptions for chronic patients who require recurring refills.

The Egyptian pharmaceutical market demonstrated robust growth in 2022, and was valued at USD 3 billion. With a projected compound annual growth rate (CAGR) of over 7% during 2022 – 2027, the market is poised to continue its upward trajectory. This positive trend reflects the country's increasing demand for pharmaceutical products as the population's health care needs grow.. The steady expansion of the Egyptian pharmaceutical market presents promising opportunities for pharmaceutical companies operating in the region.

**Gillan Shaaban, CCO of Paymob** commented, "We are thrilled to partner with Chefaa as we see a massive opportunity to fuel the growth of e-pharmacies and online medicine orders in Egypt via access to Paymob's cutting-edge payment solutions. The sector is ripe for innovation and our partnership with Chefaa will enhance customer experiences and drive digital adoption in the marketplace. It's a win-win for the ecosystem."

**Dr. Rasha Rady, COO & Co-founder of Chefaa** stated, "In alignment with Chefaa vision to safely digitize an industry that directly serves patients' health welfare, this partnership with Paymob is a significant milestone in our comprehensive approach to patient care. By empowering patients with a digital payment solution that is designed with their unique needs in mind, we aim to

ease patients' worries, foster trust, and build lasting relationships based on compassion and support while leading innovation in our sector.”

Paymob serves as a growth partner to over 200,000 merchants in its network across MENA-P by ensuring they have access to the most cutting-edge financial technology solutions available, tailored to meet their needs at any stage of their growth. Paymob's omnichannel payments infrastructure powers over forty online and in-store payment methods via its gateway, point of sale (POS) devices, and mobile app soft POS. The regional fintech also enables merchants to pay bills, manage their finances and grow their businesses via a real-time dashboard.

Chefaa empowers over 900K people monthly to live healthier and happier and connects them with +1200 pharmacies to meet their pharmaceutical and non-pharmaceutical needs. By leveraging cutting-edge technology, Chefaa aims to revolutionize the healthcare industry by providing seamless access to essential healthcare products & services and personalized support for patients.

The partnership between Paymob and Chefaa will drive adoption of digital payments in the healthcare sector, benefiting both customers and pharmacies. By embracing Paymob's technology, Chefaa enables customers to easily settle their payments online, eliminating the need for traditional payment methods. This not only enhances the convenience for customers but also improves efficiency, accuracy, and overall operational effectiveness for Chefaa pharmacy owners.

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### **About Paymob**

Paymob is the leading financial services enabler in the Middle East, North Africa and Pakistan (MENA-P), delivering cutting-edge financial technologies to customers in the region. Its omnichannel gateway offers more than 40 payment methods and empowers over 200,000 SME merchants to manage and scale their businesses by giving them access to innovative financial services not readily available in emerging markets. Paymob is the largest payments facilitator in MENAP and employs 1,400 team members across the markets it serves. The company launched operations in Pakistan in 2021 and in the UAE in 2022. Paymob opened its office in Riyadh in April 2023 and received Saudi Payments PTSP certification in May 2023 enabling it to launch its operation in KSA.

Paymob was founded in 2015 by Islam Shawky, Alain El Hajj, and Mostafa Menessy.

Visit [www.paymob.com](https://www.paymob.com) for our [LinkedIn profile](#) for more information

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## About Chefaa

Chefaa is a GPS-enabled healthcare benefits platform designed to assist customers and chronic patients in managing their medication needs. Our platform allows users to easily order, schedule, and refill recurring prescriptions from anywhere in the country. At Chefaa, we provide comprehensive healthcare coverage by empowering patients to fulfill both one-time and recurring pharmacy orders at affordable prices through our extensive network of pharmacies. Additionally, we offer subscription-based services that provide discounts on various healthcare offerings, including pharmacies, lab tests, and doctor e-consultations. We go beyond patient-centric services by also catering to the needs of our supply partners and pharmacies. Through our vast warehouse networks, we facilitate monthly bulk orders for pharmaceutical and non-pharmaceutical supplies at special discounted rates. We also provide flexible payment terms and conditions to streamline the procurement process. Furthermore, Chefaa offers advertising and sales services supported by robust analytics, which we provide to top pharmaceutical companies. This helps our partners make informed decisions, enhance their marketing strategies, and reach their target audiences effectively.

Overall, Chefaa is committed to improving access to healthcare services, optimizing medication management, and fostering collaboration between patients, pharmacies, and pharmaceutical companies.

Chefaa was founded in 2017 by Doaa Aref and Dr. Rasha Rady.

Visit [www.chefaa.com](http://www.chefaa.com) for more information

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