

## Beltone unveils the rebranding of BelCash to **seven**. The Company's portfolio reach EGP1.3 billion within 5 months

**Cairo, 24 September 2023** - Beltone Financial Holding ("Beltone"), one of the fastest growing institutions, announces the strategic rebranding of its consumer finance subsidiary, from BelCash, to **seven**. This move reinforces Beltone's position as a leading consumer finance powerhouse, offering innovative fintech payment solutions that bridge the gap between financial capability and aspiration.

Hotline: 17007  
[contact-us@bseven.com](mailto:contact-us@bseven.com)

Nile City Towers 2005, North Tower, 16th Floor, Corniche El Nile, Ramlet Boulak, Cairo.

**seven**, formerly known as BelCash, aims to be the easiest, fastest, and most reliable financing tool for individuals across sectors such as education, healthcare, travel, electronics, home finishing, furniture, and automotive. **seven** allows customers to make purchases and repay them over periods of 6 to 60 months. Reaching an impressive portfolio of EGP1.3 billion in less than 5 months after the rebranding is a strong testament to the company's success.

Magd Darwish, Chief Executive Officer of **seven**, expressed immense pride in the remarkable achievements accomplished during such a short period of time. He emphasized that **seven** stands out in the market by offering a diverse range of products and services. With an unwavering commitment to customer satisfaction, **seven** not only offers a diverse range of products but also goes above and beyond by actively supporting individuals during pivotal moments in their lives. Whether it's crucial milestones like education, healthcare, or home finishing, **seven** stands as your trusted partner in investment, ensuring your success."

In addition to its distinctive offerings and commitment to customer satisfaction, **seven** has embarked on an ambitious expansion plan across various regions in Egypt, including Greater Cairo, Alexandria, the Delta region, Upper Egypt, and the Red Sea. This exemplifies **seven**'s dedication to reaching a wider audience and making its innovative products accessible throughout the country.

The rebranding of BelCash to **seven** is part of Beltone Financial Holding's broader efforts to expand its Non-Banking Financial Institutions (NBFI) platforms. This platform encompasses private equity, direct investment, leasing, factoring, venture capital, and microfinance. Beltone aims to provide comprehensive and disruptive financial solutions that meet the evolving needs of the market while supporting economic growth and development.

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### **About seven:**

**seven**, a subsidiary of Beltone Financial Holding, is a consumer finance company that offers customized solutions and flexible payment plans through innovative digital solutions. **seven**'s philosophy is centered around customized, innovative, and diversified products that meet individual needs with flexible payment plans ranging from 6 to 60 months covering various sectors, including education, automotive, home furniture, healthcare, electronics, home appliances, solar energy, goods and services, travel and tourism, fashion, club membership, home finishing and jewelry.

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For more information, please Call **17007**

### **About Beltone Financial Holding:**

Beltone Financial Holding (EGX: BTFH.CA) is a leading financial services provider with a multi-decade track record of success in the MENA region. The Company offers a comprehensive and growing set of financial solutions such as brokerage, investment banking, asset management, equity research, and private equity, in addition to end-to-end non-banking financial institutions (NBFIs) including leasing, factoring, consumer finance, venture capital and microfinance. The Company is driven by a vision to redefine the financial ecosystem in the region by capitalizing on global expertise, knowledge and disruptive, value-accretive solutions that unlocks limitless opportunities for clients, to drive market value and impactful results.

For further information, please visit: [www.beltoneholding.com](http://www.beltoneholding.com)