



Wasoko & MaxAB Complete Landmark Merger

Africa's Largest Tech Merger Fuels Groundbreaking Expansion From E-Commerce to B2B Digital Services Platform

27 August 2024, Cairo, Egypt. African B2B e-commerce pioneers [Wasoko](#) and [MaxAB](#) have completed the continent's largest-ever tech merger following the signing of preliminary terms in Q4 2023. Conducted as an all-stock transaction, the deal establishes a truly Pan-African platform for communities to access essential digital and physical goods, marking Wasoko and MaxAB's evolution from B2B e-commerce companies to a multi-vertical ecosystem for Africa's \$600 billion informal retail sector.

Leveraging Wasoko and MaxAB's extensive, hyper-localised online and offline expertise across Kenya, Tanzania, Rwanda, Egypt and Morocco, the newly-formed entity boasts the continent's largest network of B2B informal retailers of more than 450,000 merchants, connected to more than 65 million consumers. Following detailed diligence and planning, Wasoko and MaxAB successfully integrated the tech stacks and operations of both companies in under 60 days with remarkable results. The combined company's unrivalled retailer network and offerings have enabled the launch of new business units beyond e-commerce and the development of AI systems powering pricing, product selection, demand prediction, and route optimisation through an unparalleled archive of high-quality, localised data stemming from millions of transactions across its individual markets. Independent business units now handle fintech offerings including e-payments, credit financing and digital services topups in addition to e-commerce through a unified app with extensive services for African informal retailers.

The platform's fintech verticals have rapidly overtaken B2B e-commerce in Egypt, the group's largest market, with digital services alone generating over \$180 million in annualised sales to 7 million consumers through 40,000 retailers. In the past year, the rollout of another fintech vertical focused on credit financing has disbursed over \$20 million worth of financing to retailers with repayment rates exceeding 99% further demonstrating the impact of fintech within the company's wider strategy to unlock the full potential of Africa's informal retailers. This success is expected to continue with fintech revenue projected to more than double year-on-year by December 2024.

With over 4,000 employees, the combined company will be led by Daniel Yu, CEO of Wasoko, and Belal El-Megharbel, CEO of MaxAB, who will serve as Co-CEOs and company board directors alongside existing Wasoko and MaxAB investors. Other key shareholders of the combined company include late-stage growth investors such as [Silver Lake](#), [Tiger Global](#), [Lunate](#), [VNV Global](#), [British International Investment](#), and [Avenir Growth](#) alongside leading regional and global venture investors such as [Beco Capital](#), [4DX Ventures](#), [Quona Capital](#), [Amplio](#), [Breyer Capital](#), [AHL Ventures](#), [Endure Capital](#), and [Flourish Ventures](#).

Speaking about the announcement, **Daniel Yu, Co-CEO at Wasoko and MaxAB**, says, "Building on burgeoning trade ties between North and East Africa, this deal unifies the leading B2B players in both regions, establishing an unmatched platform for serving communities across the continent. Through our integrated technology stack, our expanded Pan-African reach uniquely positions us to offer the best

products and services from across Africa at maximum accessibility and affordability, supercharging our growth beyond what either company could achieve independently.”

The combined company’s B2B e-commerce service has also experienced strong growth, with core e-commerce operations now profitable in the majority of markets while the platform’s own private label products drive over 10% of total e-commerce sales. These private label products include essential goods such as cooking oil, rice and tomato paste and are the focus for new cross-border sourcing initiatives to increase intra-Africa trade within the combined group.

Having first met during their respective seed investment financings back in 2018, Yu and El-Megharbel built and scaled their e-commerce companies supplying informal retailers, becoming market leaders in their respective regions. Both companies introduced financing options for their networks as well as advanced data analytics for suppliers and retailers. The close of a tech merger on this scale is a first for Africa which both founders hope will set the standard for growing businesses at scale on the continent.

“This merger proves that massive, world-class tech companies can be built in Africa for Africa,” says **Belal El-Megharbel, Co-CEO at Wasoko and MaxAB**. “As first-movers, we fully embrace our responsibility to drive the development of a mature and thriving ecosystem, building foundational infrastructure that will empower future companies to fully unlock Africa’s vast economic potential in years to come.”

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Notes to editor:

To get more information about the merger, receive founder or company images please contact wasoko@wimbart.com

About Wasoko

Wasoko is the largest e-commerce platform serving informal retailers across Sub-Saharan Africa. Wasoko enables retailers to restock products for their businesses at any time via mobile app with free same-day delivery. Through Wasoko’s platform, shop owners are able to purchase goods from manufacturers and distributors at competitive prices while also accessing financing through Wasoko’s proprietary credit scoring program. Wasoko is revolutionising access to essential goods and services across Kenya, Tanzania and Rwanda.

About MaxAB

MaxAB is the pioneer and leading B2B e-commerce player in the Middle East and North Africa. It was established in 2018 as an e-commerce platform allowing local underserved merchants and mom-and-pop shops in Egypt and Morocco to grow, increase their revenues, and enhance their own quality of life. MaxAB strives to empower retailers through its unique super app. In addition to its e-commerce services, MaxAB introduced MaxAB Payments in 2021. MaxAB Payments is a fintech service that enables local merchants to accept payments for various services that their end customers may require. MaxAB also launched its LAAS service in 2022 enabling retailers to deliver B2C e-commerce shipments for prominent B2C e-commerce platforms.

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