

## **EFG Hermes Introduces Streamlined Custody Arrangement and Asset Servicing Arrangement Services Across 40 Markets**

**Dubai, September 2, 2024**

EFG Hermes, an EFG Holding company, and the leading investment bank in the Middle East and North Africa (MENA) region, announced today the introduction of its newest services, Asset Servicing Arrangement and Custody Arrangement. The service is designed to address the unique challenges faced by high-net-worth individuals, family offices, and small- to mid-sized funds in accessing custody arrangement services.

The new Asset Servicing Arrangement and Custody Arrangement from EFG Hermes aims to simplify and streamline unparalleled access in the region, covering over 40 markets across MENA, sub-Saharan Africa, Southeast Asia, Europe, and North America. Acting as a catalyst and intermediary, EFG Hermes facilitates custody arrangements, offering rates that are highly competitive and without any minimum investment or charges, thereby addressing a major pain point for many clients and offering a fully customizable experience.

EFG Hermes manages the Know Your Customer (KYC) process and due diligence, enabling clients to bypass typical custodial access hurdles. Clients gain access to a vast array of markets through a single agreement, simplifying the often complex and fragmented market entry process. As the premier broker in the Middle East, EFG Hermes provides comprehensive services that include execution and custody, ensuring clients have everything they need to succeed.

**Ahmed Waly, Global Head of Brokerage of EFG Hermes, an EFG Holding Company,** commented on the launch, “At EFG Hermes, we continuously strive to innovate and provide our clients with solutions that meet their evolving needs. Introducing our Asset Servicing and Custody Arrangements is a testament to our commitment to expanding our offering by addressing the challenges that high-net-worth individuals and institutional and specialized investors face. By offering seamless access to over 40 markets and handling the complexities of custodial arrangements, we empower our clients to navigate global markets easily and confidently. This service underscores our dedication to delivering comprehensive support across multiple markets and ensuring our clients have the tools and resources they need to achieve their financial goals. We believe that this offering will set a new standard in the industry, provide a significant competitive advantage to our clients, and affirm our position as a trusted partner for investors seeking to expand their global footprint.”

The new service caters to existing EFG Hermes clients and opens the door for new clients. Many current clients can now unlock new opportunities and streamline their investment processes. For new clients, these custody services offer market access and unparalleled service in the MENA region. The services cover a wide range of asset classes, including equities, fixed-income instruments, and listed treasury bills, ensuring that clients can confidently manage their investments across diverse markets.

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### **About EFG Holding**

**EFG Holding** (EGX: HRHO.CA – LSE: EFGD) is a trailblazing financial institution that boasts a remarkable 40-year legacy of success in eight countries spanning two continents. Operating within three distinct verticals — the Investment Bank (**EFG Hermes**), Non-Bank Financial Institutions (NBFI) (**EFG Finance**), and Commercial Bank (**aiBANK**) — the company provides a comprehensive range of groundbreaking financial products and services tailored to meet the needs of a diverse clientele, including individual clients and businesses of all sizes.

**EFG Hermes**, the leading investment bank in the Middle East and North Africa (MENA), offers an extensive array of financial services, encompassing advisory, asset management, securities brokerage, research, and private equity. In its domestic market, EFG Holding serves as a universal bank, with EFG Finance emerging as the fastest-growing NBFI platform, comprising **Tanmeyah**, a leading provider of financial services in Egypt with a concerted focus on the micro and small enterprise segments, **EFG Corp-Solutions**, which provides leasing and factoring services, **Valu**, a versatile financial technology powerhouse, **PayTabs Egypt**, a digital payment platform, as well as **Bedaya** for mortgage finance and **Kaf** for insurance and **Fatura**, a technology-backed B2B marketplace. Furthermore, the company delivers commercial banking solutions through **aiBANK**, a leading provider of integrated retail, corporate, and Islamic banking products in Egypt.

Proudly present in: Egypt | United Arab Emirates | Saudi Arabia | Kuwait | Bahrain | Pakistan | Kenya | Nigeria |

Learn more about us at [www.efghldg.com](http://www.efghldg.com)

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

*In this press release, EFG Holding 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 EFG Holding'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.*