



PFI Asset Management Launches Its First Sponsored Mutual Fund: PFI Money Market Fund “PFI Cashi”

PFI Asset Management has officially launched its first sponsored mutual fund — PFI Money Market Fund “PFI Cashi”. This milestone marks a significant step in the firm’s growth and diversification strategy.

“PFI Cashi” becomes the fourth fund under PFI Asset Management’s umbrella, following the successful mandate to manage Housing & Development Bank (HDBank) Money Market Fund “Mawared”, along with two other funds for GIG Insurance Egypt.

Commenting on the launch, Ghada Alkady, CEO & Managing Director of PFI Asset Management stated:

“This launch affirms PFI Asset Management’s commitment to expanding its footprint in the Egyptian asset management and delivering innovative investment solutions to its clients”.

PFI Asset Management was established in March 2024 and commenced operations in July 2024. The firm operates as the asset management arm for Post for Investment (PFI).

PFI Asset Management is committed to delivering innovative investment solutions designed to meet the diverse financial objectives of individuals, corporations, and financial institutions. Guided by its strategic vision, the company aims to introduce a broad spectrum of non-traditional investment funds, complemented by tailored portfolio management services for banks, insurance companies, government and bespoke financial institutions, family offices, and retail investors.