

With of \$5 Million Investment:
UGREEN Officially Launches in Egypt

Cairo, February 2, 2025:

Blooms Group has officially announced the launch of UGREEN, the global leader in electronics, mobile accessories, and advanced charging solutions, in the Egyptian market with an investment of \$5 million. UGREEN's products represent a significant leap in the world of smart devices, offering cutting-edge technologies and elegant designs that redefine excellence in the industry. The company will introduce its latest innovations in Egypt, each incorporating state-of-the-art technology that delivers exceptional performance and unparalleled user comfort.

UGREEN has been a trusted name in the Middle Eastern market for over 12 years, continuously offering innovative and high-quality products to consumers, reinforcing its strong presence in the region. With a steadfast commitment to excellence and customer satisfaction, the brand continues to enhance convenience and efficiency for users across the region.

Commenting on the launch, Mohamed Fawzy, CEO of Blooms Group, expressed his pride, stating: "Blooms Group is a leading name in the world of electronics, and we are thrilled to expand our presence in the Egyptian market—one of the most strategic markets in the region. We are proud to officially introduce UGREEN in Egypt, bringing customers the latest smart technologies and innovative designs that ensure exceptional performance and a unique user experience, all at competitive prices tailored to the Egyptian consumer's needs."

Harlan Lei, Overseas Manager International B2B Department, from UGREEN also highlighted: "UGREEN stands as a global technology leader, consistently innovating and delivering high-quality products that meet customer needs in various markets. We are excited to expand our presence in Egypt, a promising and key market in the region, and look forward to introducing our latest technologies to Egyptian consumers while maintaining the highest standards of quality and performance."

The UGREEN product lineup in Egypt includes six key releases:

- Power Banks: 12,000mAh, 20,000mAh, and 25,000mAh
- Audio Devices: HiTune P3 Wireless Earbuds, HiTune T3 Pro with Active Noise Cancellation, and HiTune H6 Pro Advanced Headphones

The company also plans to introduce a new range of devices to the Egyptian market later this year.

Notably, UGREEN is committed to renewable energy sources and green technology solutions. Founded in 2012, the company has dedicated its efforts to developing consumer electronics and accessories, integrating leading technological innovations to make them accessible to consumers worldwide. Over the years, UGREEN has grown into a trusted global brand, serving more than 40 million users across 100+ countries.