

Concrete Plus Invests EGP 100 Million in Social Fintech with the Launch of Ultratech Plus

Ultratech Plus: Transforming Digital Finance with Smart Social Fintech Solutions

Concrete Plus Expands into Fintech with a Bold Investment in Ultratech Plus

In a strategic move that reflects its commitment to investment diversification and digital transformation, **Concrete Plus Group for Construction and Industry** has announced its entry into the **social fintech** sector one of the most innovative and rapidly evolving industries. The company is launching **Ultratech Plus**, a fintech startup specializing in **digitally driven financial solutions**, with an **initial investment of EGP 100 million**. This marks a new business approach for **Concrete Plus**, leveraging technology to enhance financial accessibility and user experience across various sectors.

As the fintech landscape in Egypt continues to expand growing by over **300%**, according to **Central Bank of Egypt reports**, **Concrete Plus** recognizes the vast potential in **social fintech**, which merges financial services with digital connectivity. **Ultratech Plus** is built on the vision of creating inclusive, tech-driven financial solutions that simplify money management, enhance business efficiency, and empower individuals in their daily financial interactions.

Youssef Fekry, CEO and co-founder of Ultratech Plus, highlighted the company's mission to **redefine digital finance** through technology-driven solutions, stating:

"Our goal is to introduce innovative digital solutions that bridge the gap between financial services and social interaction. We have mapped out a growth strategy that begins with Egypt and extends to regional and international markets. Our vision is to create a meaningful impact in this high-potential sector."

In its initial phase, **Ultratech Plus** is set to introduce three core services tailored to market needs. The company is developing a **social financial application** designed for diverse user demographics, blending **financial technology with social connectivity** to enhance engagement and user experience. Additionally, it will provide **specialized digital solutions for small, medium, and micro-enterprises**, offering tools that streamline financial operations and foster stronger relationships between businesses and their customers. Furthermore, **Ultratech Plus** will introduce **cutting-edge financial solutions for the logistics and heavy transport sector**, empowering companies with large vehicle fleets to efficiently track, manage, and optimize their operations.

Eng. Tarek Youssef, Chairman of Concrete Plus Group, affirmed that this investment reflects the company's long-term vision of supporting **digital transformation and financial inclusion**, stating:

"Our investment in social fintech aligns with our strategy of diversifying into high-growth industries. We firmly believe in the potential of the Ultratech Plus team and are committed to providing the necessary resources for them to establish a strong presence in this evolving sector."

He added that **Concrete Plus** will invest **EGP 100 million** in the first phase, ensuring **Ultratech Plus** has the backing to develop innovative solutions and scale its operations. This move is part of a broader vision to support **Egypt's growing fintech ecosystem**, reinforcing the nation's **Vision 2030** for digital transformation and economic sustainability.

With the launch of **Ultratech Plus**, **Concrete Plus** is positioning itself as a key player in the fintech space, aiming to transform how individuals and businesses engage with financial services. By **integrating technology with social engagement**, **Ultratech Plus** seeks to foster **financial empowerment, operational efficiency, and digital inclusion**; setting new standards in the fintech sector.

About Ultratech Plus

Founded in **2022**, **Ultratech Plus** is dedicated to **leveraging technology to simplify financial management, reduce reliance on cash, and offer seamless digital payment solutions**. Driven by a team of ambitious innovators, the company is developing **Clync**, a pioneering **social financial solution** that integrates financial empowerment with social connectivity.

With a deep understanding of market needs and consumer behavior, **Ultratech Plus** leverages **data-driven insights** to develop **innovative, user-friendly financial solutions**. The company remains committed to shaping a **more inclusive, accessible, and interconnected financial future**.