

## **Telda acquires City Capital Securities Brokerage to launch investment services in equities and mutual funds.**

Telda, Egypt's leading digital payments platform; offering payments, money transfers, and prepaid cards, announces the acquisition of City Capital, a local securities brokerage firm based in Egypt. This strategic move allows Telda to add equities trading to its range of financial services, making investing accessible to millions of its customers.

The addition of equities trading, marks a significant step forward. Customers will soon be able to buy and sell stocks directly from the Telda app which they already know and trust—the same app they use for their day-to-day finances.

"At Telda, we've always focused on making financial services seamless and accessible," said Ahmed Sabbah, CEO of Telda. "We started with a mission to give Egyptians more control over their finances and make everyday money management easier. With this acquisition, we're bringing investment opportunities to the fingertips of millions of customers from day one."

Telda will be the first app in Egypt to issue prepaid cards, offer payments, money transfers, and equities trading all in one place. This unique combination sets Telda apart and makes managing and growing money even more convenient for its customers.

By integrating equities trading into its existing services, Telda aims to make investing in the Egyptian stock market straightforward and accessible to everyone, not just financial experts. This development is expected to have a significant impact on Egypt's financial landscape, encouraging more people to invest and build their wealth.

Youssef Sholqamy, CTO of Telda, added: "Our customers have trusted us to simplify their financial lives, and we're thrilled to expand our services to include investing in equities. This is just the beginning of many more innovations to come."

This move comes at a time when more people in Egypt are interested in personal finance management and investing. Telda's user-friendly platform is expected to attract customers who are looking for reliable and convenient ways to manage their money and invest in the Egyptian stock market.

"This step aligns with Telda's strategy to become the comprehensive destination for providing all non-banking financial services through financial technology." Said Hisham Ibrahim, CEO of Telda Non-Banking Financial Services in Egypt, "It is in line with the vision of the Arab Republic of Egypt and the direction of the Egypt Financial Supervisory Authority, to whom we extend our gratitude for their continuous support in enabling us to offer non-banking financial services to all citizens."

## **Key Highlights:**

- **All-in-One Financial App:** Telda offers payments, money transfers, prepaid cards, and now equities trading, all in one app.
- **Immediate Access for Millions:** Telda's new equities trading platform will be available to its millions of customers from day one.
- **Simplifying Equities Trading:** Users can invest directly through the Telda app without complicated processes or barriers.
- **Empowering Egyptians:** Telda is committed to making financial services easy and accessible for everyone, helping Egyptians invest and grow their wealth.
- **Backed by Global Investors:** Telda is supported by prominent global investors such as Sequoia Capital, Global Founders Capital (GFC), and Block Inc. (formerly Square), showing strong confidence in Telda's vision and capabilities.

## **About Telda**

Launched in 2022, Telda has quickly become Egypt's leading digital payments platform, offering payments and money transfer services alongside prepaid cards. Telda is dedicated to innovation and providing an exceptional user experience, transforming how people manage and grow their finances in Egypt.