



# Bringy Digital Ventures Acquires HealthTag to Expand Access to Affordable Healthcare Across MENA

**Strategic Acquisition Strengthens Bringy's Position at the Intersection of Healthtech, Insurtech, and Financial Inclusion Across the Region**

**Cairo, Egypt – June 29, 2025**

**Bringy Digital Ventures**, the regional investment group driving inclusion through technology, has announced the acquisition of **HealthTag**, a fast-growing healthtech platform providing affordable access to essential medical services. The deal marks a significant milestone in Bringy's mission to build impactful ventures that close critical gaps in healthcare and insurance across the Middle East and North Africa.

HealthTag offers a compelling alternative to traditional medical insurance, enabling individuals—particularly those without formal coverage—to access **medical services** via a low-cost, tech-enabled platform. Now part of the **Bringy ecosystem**, HealthTag will further its mission of medical inclusion, supporting Bringy's broader strategy of building scalable, inclusive solutions in healthcare and financial services.

***“This acquisition reflects our commitment to reshaping access to healthcare across underserved communities.” “HealthTag’s model fits seamlessly into our vision of inclusive, tech-driven ecosystems across MENA.” Bringy Board Member Eng. Mohamed Elnawawy said***

As part of the transaction, **Dr. Andrew Saad, CEO of HealthTag**, will join the **Board of Bringy Digital Ventures**, bringing his expertise in digital health and inclusive care models to the group's strategic direction.

Bringy Digital Ventures is the parent company of **Bringy Insurance**, a leading insurtech platform transforming insurance distribution and access across the region. The acquisition of HealthTag strengthens Bringy's positioning at the intersection of insurance, healthcare, and financial inclusion.



***“We’re thrilled to join forces with Bringy,” said Dr. Andrew Saad. “Together, we’re well-positioned to scale affordable healthcare solutions and reach the millions left behind by traditional systems.”***

This move signals Bringy Digital Ventures’ growing leadership in inclusive innovation. With HealthTag now on board, the group is accelerating its expansion across MENA and Africa—building a **unified ecosystem** of ventures that deliver measurable impact in **healthcare, insurance, and beyond**.

*-End of Release-*

### **About Bringy Digital Ventures**

**Bringy Digital Ventures** is a regional investment platform building inclusive solutions for underserved communities through disruptive technologies. Its growing portfolio spans **insurtech, healthtech, and fintech**, with a core focus on access, affordability, and impact.

 Learn more at: [bringy.com](https://bringy.com)

### **About HealthTag**

**HealthTag** is a healthtech platform offering affordable access to essential **medical services** for those without formal insurance. Serving over **500,000 users**, HealthTag uses a seamless **digital interface** to bridge the healthcare access gap across the MENA region.

 Learn more at: [healthtag.me](https://healthtag.me)