



Lime Consumer Finance Joins Egypt’s FinTech Ecosystem with a Seamless Education-Centric App

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Cairo, 20 July 2025 – Lime Consumer Finance, the largest platform for education financing in Egypt and a wholly owned entity of First Abu Dhabi Bank Group in the UAE, has officially launched in the fintech ecosystem, with a specialised focus on educational financing as its first strategic entry point.

Licensed by Egypt’s Financial Regulatory Authority (FRA), Lime offers structured, transparent, and accessible solutions for families in Egypt. While education marks the beginning, Lime’s app is designed to expand into other essential life sectors, paving the way for broader financial empowerment.

Lime enables families to plan and pay for education across a holistic network of nurseries, schools, and universities. With over 30% of Egypt’s population under the age of 15 (CAPMAS, 2025), education finance has become a natural priority. The app features installment options ranging from 6 to 12 months for amounts up to EGP 1 million, with digital onboarding and financing approvals granted within minutes, ensuring speed, convenience, and regulatory compliance.

Mr. Ahmed Mohsen, CEO and Managing Director of Lime Consumer Finance, stated: “With an initial investment of USD 9.4 million, Lime enters the market at a time when Egypt is witnessing a parallel surge in private education demand and digital financial inclusion—fueled by a young population and supportive national policies.”

He added: “We’re proud to be contributing to Egypt’s Financial Inclusion Strategy by addressing a real need. Lime fills a critical gap by offering structured, transparent, and accessible financing solutions—and this is just the beginning. With a strong investment in technology, we aim to deliver a unique digital journey for customers, with approvals granted in minutes using a state-of-the-art credit decision engine.”

On the expertise front, Lime’s Board of Trustees brings together multidisciplinary expertise across key sectors essential to the company’s mission: Ms. Mariam El Samny, Head of Consumer Banking at FABMISR; Mr. Refaat Zayed, Head of Retail Credit at FABMISR; Mr. Abdallah El Ebiary, Managing Director at Alvarez & Marsal’s Sovereign Advisory Services; Mr. Mohamed El Kalla,



CEO of CIRA Education; Ms. Magda Habib, CEO and Founder of Dawi Clinics and Mr. Omar Bassiouny, Founding Partner at Matouk Bassiouny and Group Head of Corporate and M&A.

Backed by the strength and experience of First Abu Dhabi Bank Group and guided by a multidisciplinary board, Lime is committed to driving financial inclusion and sustainable impact across Egypt's evolving fintech landscape. Education is Lime's starting point, but the app is designed for future expansion into other high-impact sectors.

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About Lime Consumer Finance:

Lime Consumer Finance is Egypt's largest platform specialized in long-term education financing and beyond. While its first entry point is to empower families through flexible, transparent, and FRA-approved financing solutions across the full education journey—from KG to PhD—Lime is also building a foundation for future vertical expansion into other high-impact sectors.

The app features a holistic marketplace of top educational institutions, seamless digital onboarding, and data-driven tools to support informed decision-making. With a vision to cater to multiple consumer segments and address financial inclusion through new digital solutions relying on state-of-the-art technology, FAB Group in the UAE established Lime under the FRA. Backed by the strength and expertise of FAB Group and guided by multidisciplinary board members, Lime is committed to delivering structured growth, financial inclusion, and sustainable impact across Egypt's evolving fintech landscape.

About FAB Group

Headquartered in Abu Dhabi with a global footprint across 20 markets, FAB is the finance and trade gateway to the Middle East and North Africa region (MENA). With total assets of AED 1.31 trillion (USD 356 billion) as of March-end 2025, FAB is among the world's largest banking groups. The bank provides financial expertise to its wholesale and retail client franchise across three business units: 1) Investment Banking & Markets, 2) Wholesale Banking, and 3) Personal, Business, Wealth and Privileged Client Banking Group. FAB is listed on the Abu Dhabi Securities Exchange (ADX) and rated Aa3/AA-/AA- by Moody's, S&P, and Fitch, respectively, with a stable outlook. On sustainability, FAB holds an MSCI ESG rating of 'AA', and is also ranked among the top 6% of banks globally by Refinitiv's ESG Scores and ranked the Best diversified bank in MENA by Sustainalytics ESG Risk Rating.