

## Taaleem Announces the Official Launch of Memphis University Cairo,

September 24, 2025: Taaleem Management Services, Egypt's leading higher education provider, announces the official launch of Memphis University, marking another significant milestone in the company's expansion journey. With this launch, Taaleem now operates three universities across three key regions in Egypt (East Cairo, West Cairo, and Upper Egypt), strengthening its leadership position in the higher education sector. Memphis University is strategically located in an area of 80,000 square meters in East Cairo.

The development of Memphis University will be rolled out in two phases. The first phase, commencing in this academic year 2025/2026, includes the launch of the Faculties of Medicine and Business Administration. The second phase will see the addition of the Faculties of Engineering and Computer Science (under licensing).

Mohamed El Rashidi, Taaleem Management Services' Managing Director and Chief Executive Officer, commented:

"I'm delighted to announce the official opening of Memphis University, Taaleem's third institution, strategically located in East Cairo. This milestone strengthens Taaleem's leadership in higher education, extending our footprint across key regions and broadening access to affordable, high-quality learning for students across Egypt.

Building on our proven success at Nahda University in Beni Suf (NUB) and Badya University in West Cairo, Memphis University launches with the Faculty of Medicine and the Faculty of Business Administration. Drawing on Taaleem's deep expertise and reputation for excellence, we are confident Memphis will uphold the same high standards. With a 67% utilization rate in its first year, the University has already demonstrated strong appeal and the growing demand for quality education in East Cairo.

At Taaleem, we turn vision into action by establishing institutions that set new benchmarks. Memphis University embodies this commitment—designed to equip students with the skills, values, and confidence to lead and innovate in Egypt and the region.

Looking ahead, Taaleem is committed to expanding Memphis University with additional faculties, programs, and research initiatives in upcoming phases—aligning with Egypt's evolving priorities and global trends. We remain steadfast in our pursuit of excellence,

grounded in stability and resilience.”

Press Release

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#### About Taaleem Management Services

Established in 2015, Taaleem is Egypt’s leading university operator. The company runs a replicable, platform-based model that centralizes support functions to create synergies and economies of scale—freeing academic units to focus on delivering accessible, high-quality education and a rich student experience. This model proved its value with Taaleem’s first asset, Nahda University in Beni Suef (NUB)—the largest and first private university in Upper Egypt—expanding access to quality, skills-based learning in a populous, underserved region. In partnership with Palm Hills Developments, Taaleem established Badya University in West Cairo as its second asset, while the recently launched Memphis University in East Cairo marks its third, broadening both geographic reach and program offerings. Taaleem continues to pursue disciplined growth—through both M\&A and greenfield projects—to build on its strong track record of success.

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