

PRESS RELEASE – UNDER EMBARGO UNTIL 9 September 2025 AT 10:00 AM GST

MENA FinTech Records All-Time High Half-Year Deal Activity in H1 2025 as UAE Leads Emerging Venture Markets

- *FinTech deal count in MENA increased by 69% YoY to 93 in H1 2025, reaching a record first-half and tripling funding levels from H1 2024.*
- *UAE topped both MENA and Emerging Venture Markets (EVMs) in deal activity with 39 transactions, surpassing Singapore for the first time.*
- *Saudi Arabia posted triple-digit growth, with funding up 276% YoY to \$274M, including Tabby's \$160M MEGA round. Together, the UAE and Saudi Arabia accounted for 73% of all MENA deals and 86% of funding.*
- *Payment solutions dominated, capturing around 40% of total funding and 30% of deals, propelled by Tabby's \$160M MEGA round.*
- *Q2 2025 matched the highest quarter for MENA FinTech deals on record, reinforcing investor appetite despite global tariff and liquidity concerns.*

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MAGNiTT, the leading private capital data platform across Emerging Venture Markets (EVMs), has released its **H1 2025 EVMs & MENA FinTech Report** in line with the **MONEY20/20 event**, highlighting record-breaking deal flow and resilient funding momentum in the face of global uncertainty.

Across EVMs, FinTech funding edged up to \$1.69B in H1 2025 (+4% YoY) even as MEGA rounds weakened. MENA led this rebound, posting its **strongest half-year on record** with **93 deals (+69% YoY)** and **\$598M raised, triple last year's H1 levels**.

*“FinTech continues to cement its role as MENA’s flagship sector,” said **Farah El Nahlawi**, Research Department Manager at MAGNiTT. “What’s striking is not just the funding rebound, but the depth of deal flow, from early-stage pre-seed all the way to large Series A and B rounds. Investors are clearly signalling long-term conviction.”*

UAE and Saudi Arabia Drive Regional Momentum

The **UAE led MENA with 39 deals (+63% YoY)**, making it the region’s top FinTech funding hub. The UAE also led EVMs in deal count, surpassing Singapore for the first time. **KSA followed with 29 deals (+142% YoY)** and \$274M in funding, propelled by Tabby's \$160M MEGA round. Together, the two markets accounted for nearly three-quarters of MENA deal activity.

Egypt recorded 12 FinTech deals (+50% YoY) with \$76M raised in H1'25, marking its third consecutive H1 growth in non-MEGA funding. This signals that momentum may be returning to Egypt's market after the slowdown of 2023 and 2024.



Across EVMs, Singapore dominated with \$699M, despite a 2% dip in total funding, while the KSA, the UAE, and South Africa followed, with \$274M, \$240M and \$93M, respectively.

Payment Solutions Dominate

Payment solutions remained the most active FinTech sub-sector in MENA, accounting for nearly **40% of total funding and 30% of deals**. Tabby's \$160M MEGA round anchored activity, supported by rounds in Stitch.sa (\$10M), Enza (\$6.8M), and Octane (\$5.2M). Lending followed with triple-digit funding and deal growth, though on a smaller scale.

Quarterly Momentum Remains Strong

MENA FinTech recorded **two consecutive quarters of deal growth, while non-MEGA deal funding also saw two successive quarters of growth**. Q2 2025 also matched the region's all-time high for quarterly deal count set in Q1 2022, with 48 transactions.

Non-MEGA deal funding also rose by 81% QoQ, reaching the second-highest on record.

Looking Ahead

With international participation in MENA FinTech rising to a five-year high, investor appetite shows no signs of slowing. Consolidation is also accelerating, with six M&A transactions already recorded in H1 2025, compared to eight in the whole of 2024.

"With record investor participation, rising international interest, and a steady flow of early-stage deals, momentum is building across the ecosystem, and it shows no likely signs of slowing down," added El Nahlawi.

MAGNiTT's **H1 2025 EVMs & MENA FinTech Report** provides detailed insights into funding trends, investor behaviour, sub-sector performance, and the evolving role of MENA hubs within global FinTech. The full report is available now on the MAGNiTT platform.

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For press inquiries, please contact: press@magnitt.com

About MAGNiTT

Based in the Dubai International Financial Centre, MAGNiTT is the leading investment data platform serving the Middle East, Africa, SEA, Turkey, and Pakistan. With real-time data on over 33,000 private companies and 12,000 investment firms across 70 countries, MAGNiTT empowers investors, corporates, governments, and founders to make better data-driven decisions across the private capital ecosystem.

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