PRESS VERSION

H1 2025

FinTech

What drove the industry's dominance across EVMs & MENA

Premium Report

01

EVMs - Executive Summary

EVMs H1 2025 Venture Snapshot

(brackets represent H1 2025 vs H1 2024 % change)

$1,692M

Total Funding (+4%)

182

Total Deals (+8%)

$457M

MEGA Deals Funding (-37%)

$1,235M

Non-MEGA deals Funding (+36%)

UAE

Top Country by Deal Count (+63%)

Singapore

Top Country by Funding (-2%)

02

MENA - Executive Summary

MENA H1 2025 FinTech Venture Snapshot

(brackets represent H1 2025 vs H1 2024 % change)

$598M
Total Funding (+207%)

93
Total Deals (+69%)

$160M
MEGA Deals (N/A)

178
Total Investors (+62%)

UAE
Top Country by FinTech Deals (+63%)

Saudi Arabia
Top Country by FinTech Funding (+276%)

03

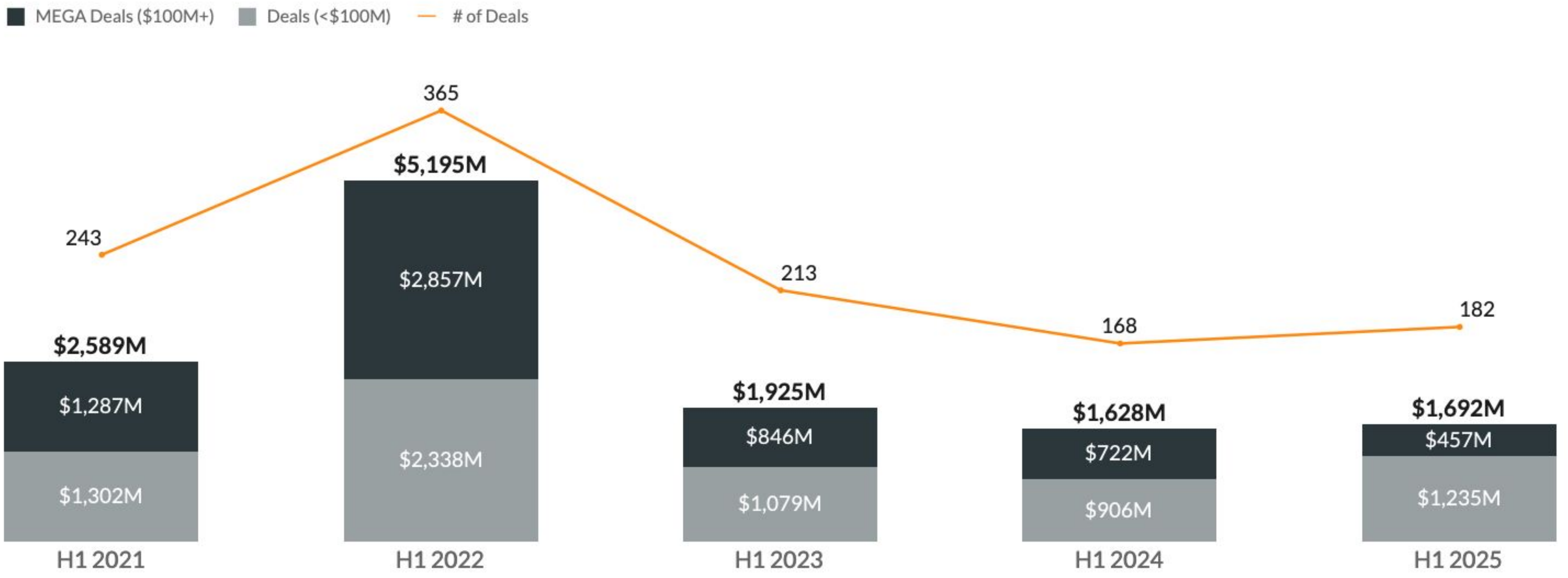
EVMs - FinTech Funding & Deal Evolution

FinTech deals and funding rebounded in H1 2025, lifted by MENA's growth and stronger non-MEGA rounds despite weaker MEGA deals

After two years of consecutive declines, EVM FinTech deals rose 8% YoY in H1 2025, driven mainly by MENA's 69% rebound in deal count. Strong early-stage activity and one $160M MEGA round supported the rebound, showing that local reforms and funding initiatives in Saudi Arabia and UAE are sustaining momentum.

Funding edged up to $1.69B in H1 2025 from $1.63B last year, despite MEGA deal funding shrinking by 37% YoY. Meanwhile, non-MEGA deals funding rose 36% YoY to $1.24B, underscoring that smaller checks are filling the gap.

EVM FinTech H1 Funding & Deal Evolution | H1 2021 - H1 2025



04

EVMs - Country Breakdown

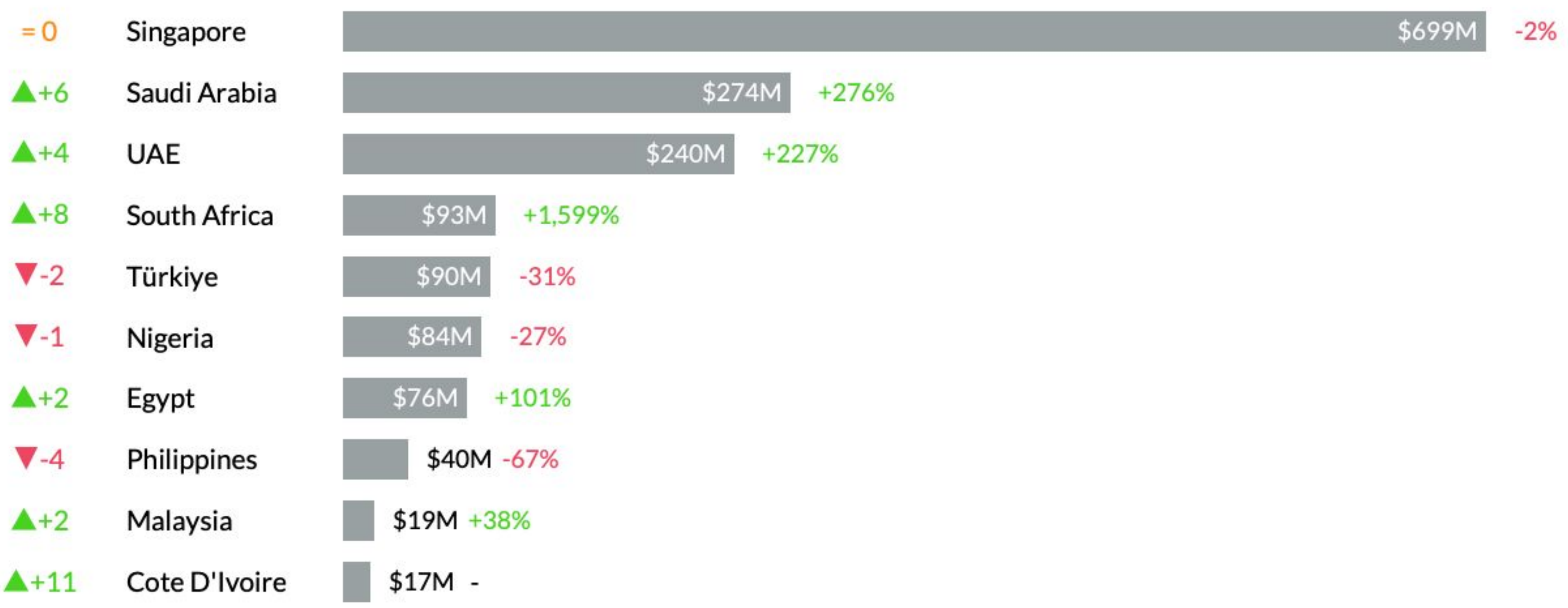
Singapore continued to attract the most capital across EVMs, while Saudi Arabia and UAE recorded triple-digit funding growth

Singapore maintained its position as the largest FinTech funding hub in H1 2025 with $699M raised, nearly unchanged from last year. Meanwhile, Saudi Arabia and the UAE posted triple-digit growth. Saudi Arabia’s $274M (+276% YoY) was supported by five additional deals compared to H1’24, including a MEGA round for Tabby. The UAE also rebounded, raising $240M (+227% YoY) as its deal count reported a 63% rise YoY, signaling broader investor engagement across the ecosystem.

The top 3 countries across EVMs accounted for 72% of the total FinTech funding during H1’25, up from 50% in H1’24.

Top Countries by Total Funding ($M) in EVM FinTech | H1 2025

(▲/▼) rank change H1 2025 vs H1 2024 (+/-) % funding change H1 2025 vs H1 2024

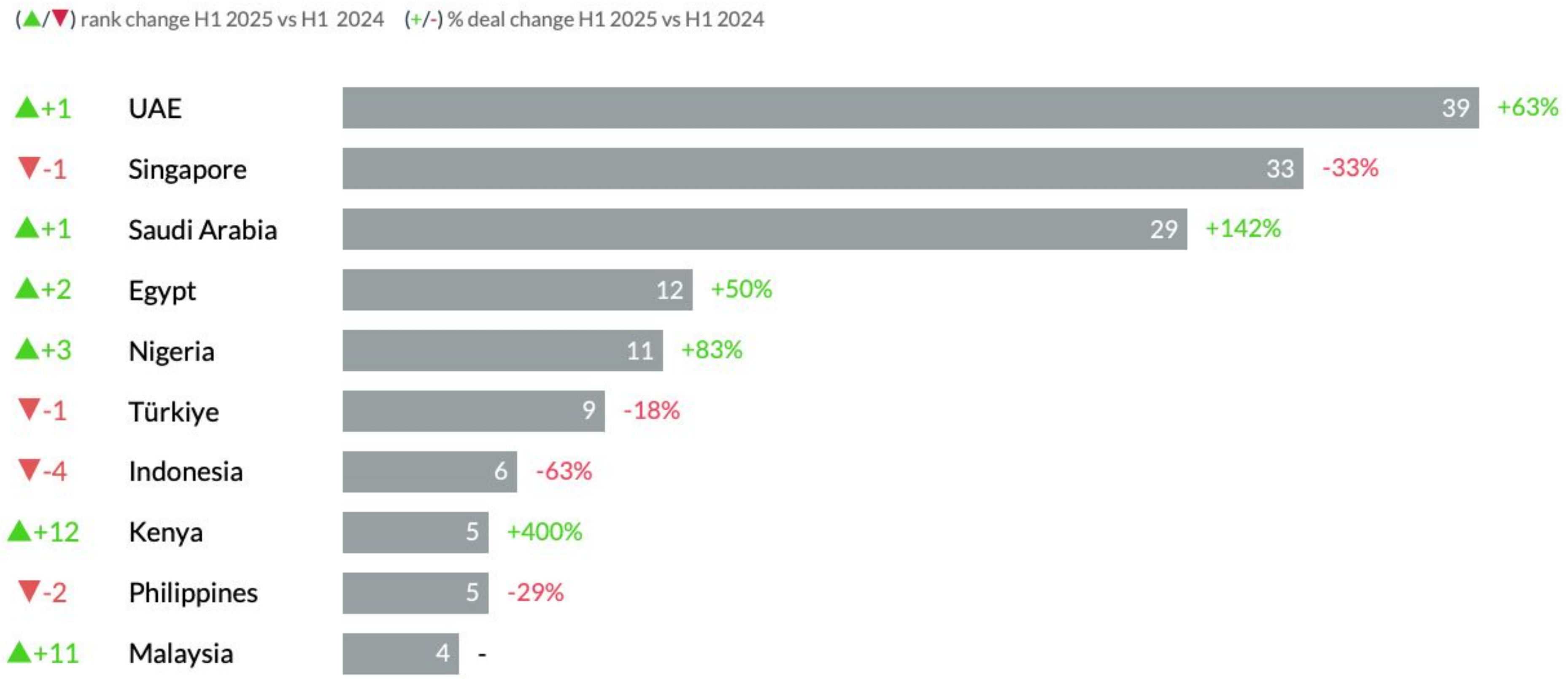


UAE led FinTech deals in H1 2025 with 39 deals, while Saudi Arabia continued to see growth and Singapore declined amid softer early-stage participation

The UAE led with 39 FinTech deals in H1 2025, a 63% YoY rise driven by early-stage growth, whereby early stage deals rose from 13 in H1 2024 to 20 in H1 2025. Saudi Arabia followed in third position with 29 transactions, up 142% YoY, adding nine new early-stage deals. These shifts highlight Middle East's increasing role as the primary driver of FinTech deal flow across EVMs.

Meanwhile, Singapore saw a 33% YoY decline in number of deals, driven by a 50% drop in early-stage activity. Overall, the top 10 markets accounted for 84% of all EVM FinTech deals in H1'25, up from 67% in H1'24.

Top Countries by Number of Deals (#) in EVM FinTech | H1 2025



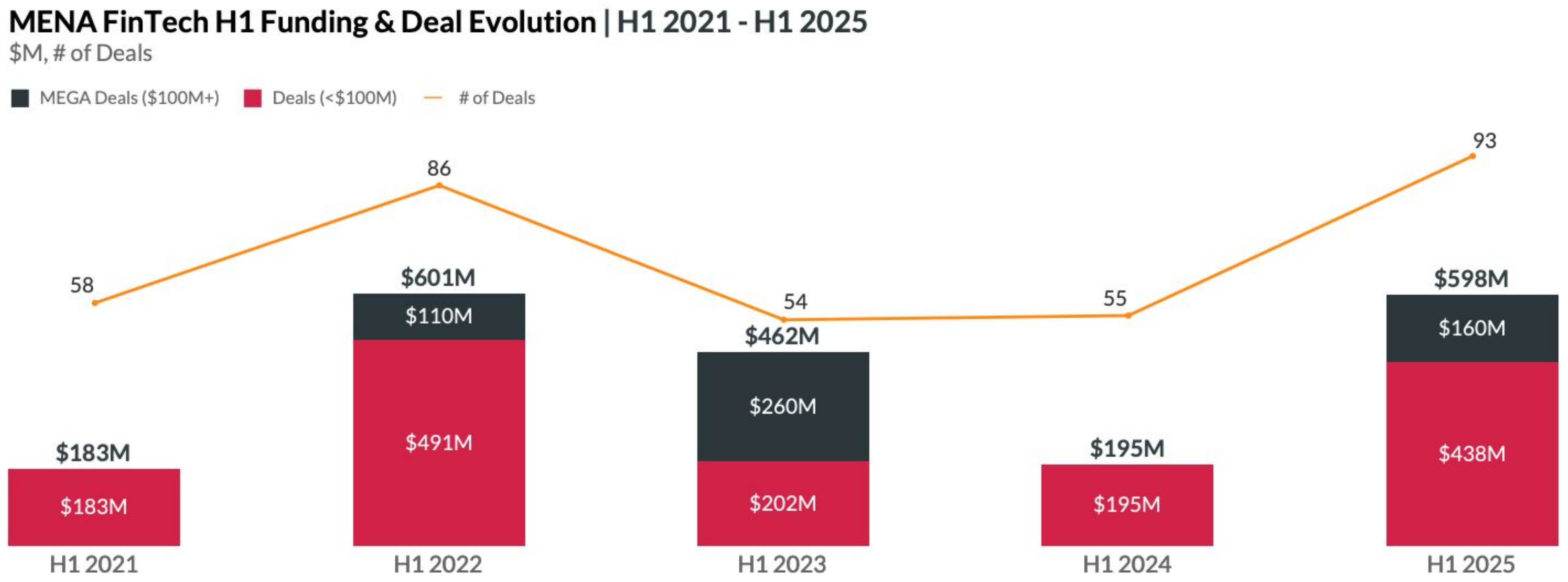
05

MENA - FinTech Funding & Deal Evolution

MENA recorded strong activity in H1 2025 with funding tripling YoY and deal count growing 69% YoY hitting a record high H1

H1'25 marked the strongest first half for MENA FinTech deals in record, with 93 deals recorded, 69% higher than H1 2024 and 8% higher than its previous record in H1'22.

Funding levels tripled YoY compared to H1'24, underscoring the sector's accelerating momentum. This rise was driven by a 276% increase in Saudi funding, a 227% increase in the UAE, and a 101% increase in Egypt. In comparison, Africa also expanded, with FinTech deals rising 74% YoY and funding up 66%. In contrast, SEA saw deals fall 38% and funding decline 34%.



06

MENA - FinTech Industry & Sub Industry Trends

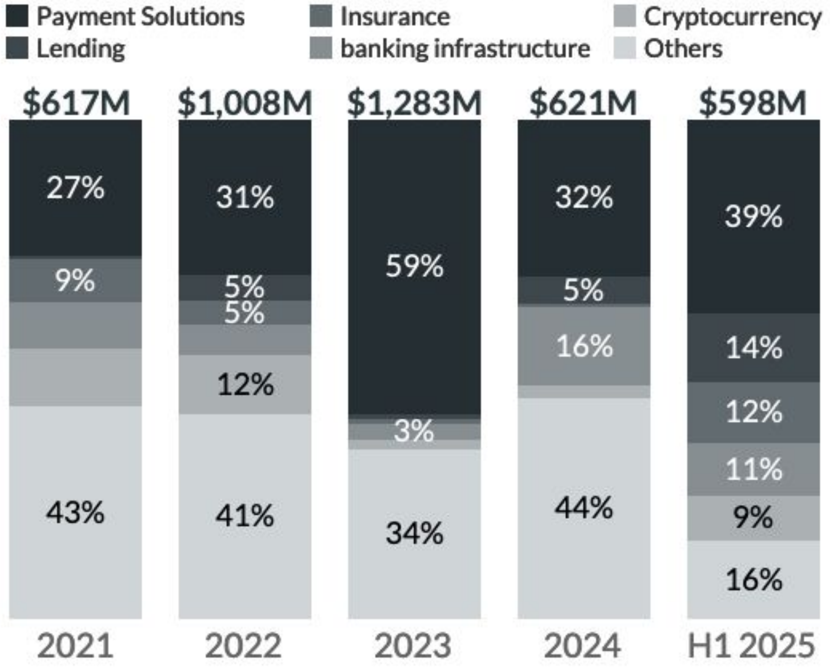
Lending's share of MENA FinTech funding tripled in H1 2025, reflecting investor appetite beyond Payment Solutions as pipelines diversify

Payment Solutions remained the top-funded sub industry at $232M (+178% YoY), largely driven by Saudi Arabia where Tabby's $160M MEGA deal accounted for 69% of the capital invested in the subindustry. Excluding Tabby, Lending would have ranked first, with funding up 500% YoY to $83M. This shift underscores growing investor interest in credit models as MENA's FinTech ecosystem broadens beyond digital payments.

Lending's share of FinTech funding rose from 5% in 2024 to 14% in H1 2025, while Payment Solutions remained the largest sub industry, accounting for 39% of total funding in H1 2025, up from 32% in 2024. Insurance also had its strongest half-year on record, hitting $72M up from $0M last year, driven by Applied AI Company's $55M round.

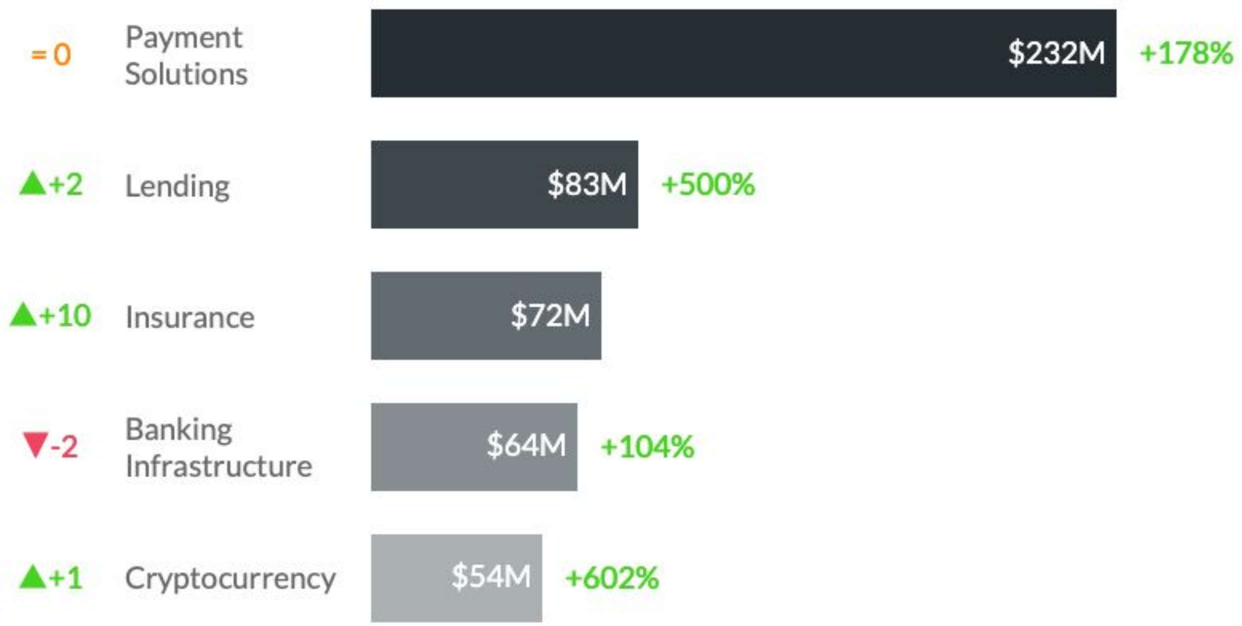
Evolution of Subindustries by share of Total FinTech Funding in MENA

by % Share, Deals (2021 - H1 2025)



Top Subindustries by FinTech Funding in MENA

Rank Change, $M, (H1 2025 vs H1 2024)



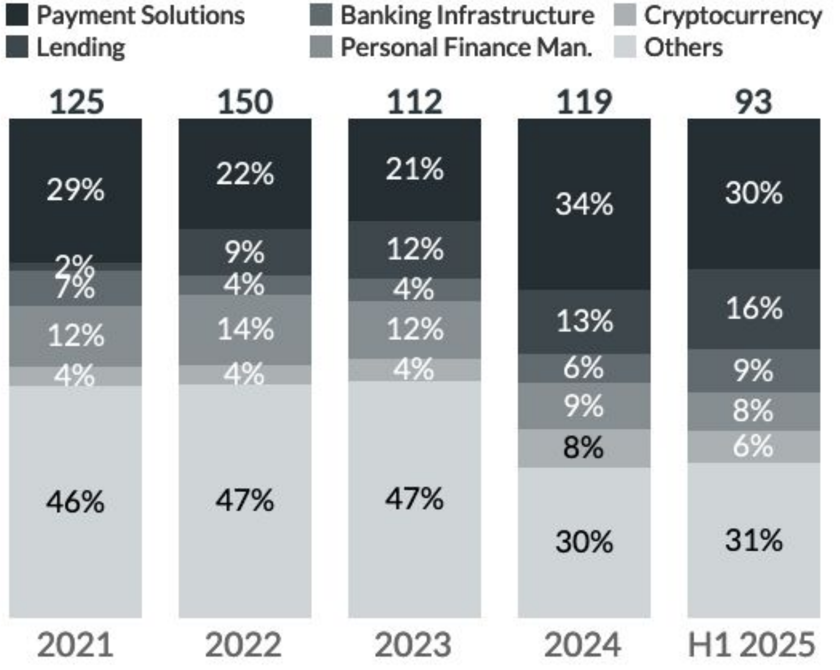
Payment Solutions remained MENA's most active FinTech sub industry in H1 2025, while Lending recorded the fastest growth in deal activity among the top five

Payment Solutions secured 28 deals in H1 2025 (+65% YoY), nearly double Lending, the next most active sub industry. It has consistently led MENA FinTech for the past five years, capturing the largest share of deal volumes driven primarily by the UAE and KSA, which accounted for 10 and 8 deals respectively, compared to just 3 deals each in the same period last year.

Lending saw remarkable growth, rising 275% YoY to 15 deals, with 69% below $5M versus 75% last year, indicating slightly larger early-stage tickets. Payment Solutions also shifted upward, with sub-$5M rounds dropping from 73% to 61%. Both trends signal a maturing pipeline where investors are supporting not just entry-stage bets but also higher-value rounds in core FinTech verticals.

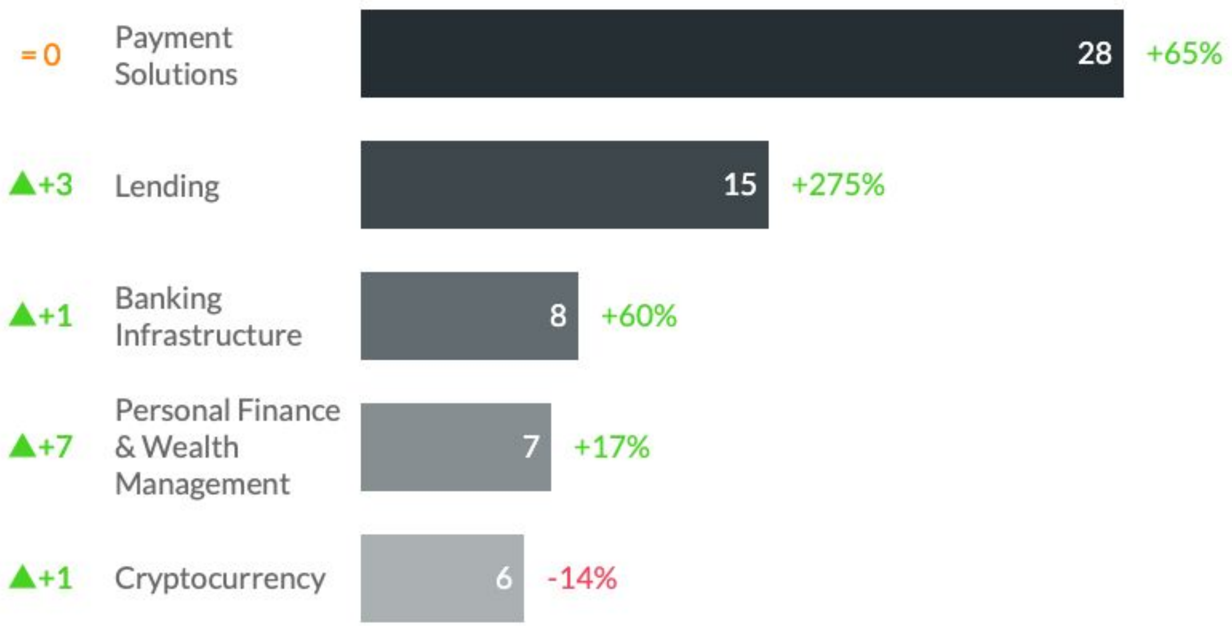
Evolution of Subindustries by share of Total FinTech Deals in MENA

by % Share, Deals (2021 - H1 2025)



Top Subindustries by Number of FinTech Deals (#) in MENA

Rank Change, # of Deals, (H1 2025 vs H1 2024)



Methodology

MAGNiTT Methodology

MAGNiTT's proprietary database and software provides access to data from multiple sources: user-submitted data verified by MAGNiTT, aggregated public information, data engineered by MAGNiTT. All non-engineered data is verified and curated with an extensive process for inclusion in its analytic reports.

Proprietary
Companies and institutions list their proprietary information on their investment amount, stage, date, and investors directly onto the MAGNiTT platform. All investment data is validated through a rigorous process. To ensure comprehensiveness in the data, on a quarterly basis a follow-up with verified investment institutions on MAGNiTT occurs, requesting details on all their investments, including stage, amount, date, and other co-investors. This includes, and is not limited to, PE, VCs, CVCs, angel groups, accelerators, university funds and family offices for MAGNiTT's focus geographies.

Public
We undertake a continued gathering of public announcements and press releases on the investment landscape across MAGNiTT's focus geographies.

Engineering Data
Where information is incomplete or undisclosed, proprietary algorithms that tap into MAGNiTT's databases are used to create estimates for undisclosed data with factors including but not limited to year of funding, location of company, stage of investment and the company's industry.

MAGNiTT encourages you to review the methodology and definitions employed to better understand the numbers presented in this report. If you have any questions about the definitions or methodological principles used, reach out to MAGNiTT directly. Below is an outline of the approach and criteria used in MAGNiTT's research analysis:

What is included: Investments made by private capital funds in private companies. Covered deals include buyouts, leveraged buyouts, and private equity growth deals. Deal values may include both equity and debt.

Excludes: Venture Capital, Infrastructure, private debt and real estate deals are not included.

Exits: M&A and IPOs are treated as exits: excluded from funding data, but included in exit data. Exit types that are excluded from this report are buyouts and secondary rounds.

Transaction date: Where provided the date of the transaction is based on the closing date of the round. Where this is unavailable, it is recorded as the announced date per public record.

Data lags: The data contained in this report comes directly from MAGNiTT, reported as of July 2, 2025. Data lags are most pronounced at the earliest stages of venture activity. The data aggregated for these rounds during the latest quarter, specifically with seed funding, increases significantly after the end of that quarter.

Verified Rounds: To ensure accuracy and confidence in our data, MAGNiTT undertakes a verification process for each investment round based on the following process:
- Direct confirmation from the investment institution or investor
- Validated if there is a 3rd party source for the investment round from credible media sources or press releases.
- Various regulatory filings where applicable
- A round is not verified if it has none of the above 3rd party reference

Country HQ: In each of our venture reports, the location for which the data is analyzed is based on the company's HQ as chosen and verified by the company and reflected on the MAGNiTT platform. When analyzing a particular geography, our research does not include:
- Investments in companies from diaspora founders
- Investments for companies who have their main HQ outside of our coverage with only a subsidiary or branch in that country

Primary Industry: In each of our venture reports, the industry by which the data is analyzed is based on the company's Primary Industry (main operational focus) as chosen and verified by the company and reflected on the MAGNiTT platform. When analyzing a particular industry, our research does not include:
- Companies whose secondary focus is that industry

Historical changes: We continue to improve historical data as we further verify our data sets and expand by geography while reaching out to new investment Institutions. Continued improvements in our technology and data operations will lead to more accurate and comprehensive data sets on the platform for our research analysis.

- All underlying data from the report is available online via magnitt.com/startups. For more info, please visit magnitt.com or contact support@magnitt.com
- If you feel your firm has been underrepresented, please send an email to data@magnitt.com and we can work together to ensure your firm's investment data is up-to-date

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About MAGNiTT

About MAGNiTT

Data means trust and trust means data.

With data on over 33,200 startups, 23,000 funding rounds, and 1,250 exits in the Middle East, Africa, and Southeast Asia, MAGNiTT is the trusted source of verified venture capital data in emerging venture markets. Our readily accessible and up-to-date data enables our clientele to make informed decisions about opportunities and risks in EVMs, giving them a competitive edge over peers.

MAGNiTT Data

33,200
Startups

13,000
Investment Firms

23,000
Funding Rounds

1,250
Exits

10,500
Founders

6,900
Investors

The Problem

Despite booming VC activity in the emerging venture markets, there is a critical missing piece: reliable, verifiable data on venture-backed startups. As a result, investors, policymakers, consultants, and other stakeholders struggle to assess opportunities and risks in these markets. Without accurate data to inform the decision-making, we're all missing out on the next best thing.

Enter MAGNiTT: The Solution

Venture Capital and Private Equity data gap

Our data and analytics platform helps our clientele – whether you are a policymaker, investor, consultant, or ecosystem stakeholder – in making these impactful decisions with verified information about 33k+ venture-backed companies in emerging venture markets. Our database has everything you need to stay ahead of the curve, all in one place, empowering you to conduct market research, due diligence, spot trends, and craft winning presentations and investment pipelines. The cherry on top is our 1-on-1 analyst hours offering live insights into policies, competition, emerging trends, and industry performance.

We are the Reference for

FT Financial Times, World Economic Forum, CNN, Bloomberg, WSJ, crunchbase news, TechCrunch, Entrepreneur, العربية alarabiya, Khaleej Times, Arab News, Gulf Business, wamda, The National, Tech in Asia

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