

# Duaya acquires EXMGO in six-figure investment deal to advance pharmacy digitization

*The aim is to drive digital transformation of pharmacies in Egypt and the wider region, targeting 25,000 clients by end of 2025*

**Cairo, September 2025:** Duaya, a leading digital transformation company in the healthcare sector, acquired EXMGO, a provider of SaaS solutions for pharmacies and medical businesses, in a six-figure investment deal (value undisclosed). This strategic step represents a new milestone in advancing pharmacy digitization and strengthening e-commerce solutions in Egypt.

Founded in 2021 by Dr. Ahmed Fazara, the startup established itself as a prominent player in the digital healthcare landscape. Duaya partnered with more than 500 medical suppliers and manufacturers, serving over 12,000 clients including pharmacies, clinics, hospitals, and laboratories. With a growth rate exceeding 200 per cent in a short period, the company has demonstrated the strength and scalability of its model.

Duaya aims to expand its client base to 25,000 by the end of this year and has outlined plans to enter new markets in the GCC during 2026.

The acquisition of EXMGO aligns with Duaya's vision to expand its portfolio of digital services. EXMGO specialises in SaaS solutions that enable pharmacies and businesses to create branded applications and websites, allowing them to manage online sales, inventory, and payments, and communicate directly with customers. After the acquisition, Duaya re-launched the service under the name "Duaya Go", introducing advanced technological features.

Dr. Ahmed Fazara, Founder and CEO of Duaya, said, "The acquisition of EXMGO is part of our strategy to serve a larger segment of pharmacies and medical companies. It reflects our clear vision to digitize pharmacies and transform traditional sales operations into platform-based digital processes. This step will enhance market efficiency and deliver a seamless and professional purchasing experience for customers."

He further added that Duaya has extended beyond being a B2B platform, becoming a comprehensive suite of solutions encompassing medical supplies, software, artificial intelligence (AI), and now direct e-commerce through Duaya Go.

Eng. Islam Nasr, CEO of EXMGO, said, "Joining Duaya marks a significant leap. EXMGO offers deep expertise in developing SaaS solutions for pharmacies, and with Duaya's potential and resources, we can now serve thousands of pharmacies more effectively and support their transformation to e-commerce rapidly and efficiently."

In 2024, Duaya announced securing new investment following its remarkable participation in the "Shark Tank" program. This investment further strengthened the company's ability to innovate and deliver advanced digital solutions for the healthcare sector.

Through this strategic move, Duaya aims to reinforce its leadership in Egypt, while advancing expansion plans across the MENA region, underscoring its role as a key player in healthcare digitization.

Duaya stands out as the only platform in the MENA region that offers comprehensive medical supply coverage for clinics, hospitals, laboratories, and pharmacies in a single system. The company also has a software department, serving as a software house for healthcare.

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