

Blnk raises \$37m to Deepen Point of Sale Credit for Consumers in Egypt

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[Blnk](#), a fintech company on a mission to enable financial inclusion through rapid point-of-sale financing, has raised \$12.5 million in equity funding and \$24.6 million in local debt facilities. The funding will scale its consumer finance operations in Egypt, with a focus on onboarding women and the underbanked, by offering flexible loan sizes for a wider range of products and services.

The Series A equity funding round was led by Algebra Ventures, with participation from SANAD Fund for MSME, Endeavor Catalyst and Emirates International Investment Company (EIIC), the Abu Dhabi-based investor that backed Blnk's seed funding round. Debt funding was secured from a number of leading local banks, with notable participation from Suez Canal Bank, Bank Albaraka and National Bank of Egypt, as well as Non-bank financial institutions (NBFIs) including Corplease, Globalcorp and BM Lease, among others.

Blnk has built an efficient acquisition model, using proprietary algorithms that enable rapid underwriting and loan booking at the point of sale, empowering consumers to access products that would have previously been unaffordable. With minimal documentation and in just 3 minutes, consumers can access financing, ranging from 6 to 36 months, to purchase a wide range of products or services. These financing solutions are available at more than 3,000 stores within blnk's merchant network - spanning electronics, household appliances, automotive services, furniture and more. With the new funding, the company will extend its tech capabilities, expand into new products, explore geographic expansion and launch its credit card program enabling customers to utilise the credit limit beyond its network.

Blnk is pioneering a transformative approach to financial risk assessment, replacing traditional, static markers with dynamic, data driven risk maps. Blnk's proprietary AI analyzes hyper-local variables to identify patterns that inform precise credit decisioning. This shift from manual categorization to algorithmic and dynamic mapping has resulted in a significant improvement in precision and predictive power for credit risk assessment. The company also utilises specialized machine learning models to provide real-time, precise Probability of Default (PD) predictions, enabling instant credit decisions with risk-based pricing.

Egypt's consumer finance sector is expanding rapidly, reaching EGP 96.3 billion (\$2.0 billion) in 2025, up 57,1% year-on-year, according to Egypt's Financial Regulatory Authority (FRA). This growth signals the extent of rising demand for credit in the country. Yet structural gaps remain: fewer than an estimated 5% of adults have access to formal credit, and only 3.9% of women use credit cards or online lending tools. The result is a double-layer credit gap, where improved bank account ownership has not translated into meaningful access to usable credit, particularly for women. The data underscore a persistent disconnect between financial inclusion at the account level and actual participation in formal lending.

Since raising its seed round in November 2022, Blnk has demonstrated exponential growth, onboarding over 1 million customers and surpassing an EGP 1 billion loan portfolio. Notably, 75% of its user base was previously unbanked or underserved, and over 35% are female. The company reached profitability in 2025, fueled by a 173% year-on-year revenue increase.

Amr Sultan, CEO and Co-founder of Blnk, said “We’re proud to have secured the backing of some of the most respected investors in the region and beyond for this round of funding. Their continued belief in our mission is a powerful endorsement of what we’re building at Blnk. This new round of funding positions us to strengthen our profitability - expanding our reach, diversifying our offerings and doubling down on our commitment to unlocking financial access for millions of consumers in Egypt and beyond.”

Karim Hussein, Managing Partner at Algebra Ventures, said, “Blnk’s ability to serve the underserved, particularly unbanked and underbanked consumers, while maintaining disciplined credit management, positions them as a category-defining player in Egypt’s consumer finance space. We’re excited to back them as they scale into new verticals and beyond.”

Sandra Rohleder, Chairperson of the Board of Directors of SANAD Fund for MSME, said “Blnk is redefining what financial inclusion looks like in emerging markets. Their ability to combine instant, point-of-sale lending with sophisticated risk-assessment technologies has unlocked a completely new credit pathway for millions of underserved consumers. What impressed us most is their execution: the team has scaled to over one million onboarded customers, reached profitability, and delivered industry-leading risk prediction capabilities that materially outperform traditional models. We believe Blnk is uniquely positioned to close Egypt’s deep credit access gap (particularly for women and unbanked) and to set a new benchmark for digital financing across the region.”

About Blnk

Founded in 2021, Blnk is an AI-enabled digital consumer finance platform that is driving financial inclusion in the Middle East and North Africa through innovative technology solutions. Starting in Egypt, Blnk empowers merchants with an onboarding and instant credit-underwriting technology to provide financing for their customers at the point of sale.

For more information, please visit: <https://www.blnk.ai/>