Valu's Board and Nomination and Remuneration Committee Renew Mandate of Valu Founder and CEO Walid Hassouna and Executive Committee for a Further Three-Year Term

Cairo, Egypt, 3 September 2026

Valu, MENA's leading universal financial technology company, announced today that its board and nomination and remuneration committee have renewed the contracts of Walid Hassouna, Founder and CEO of Valu, and the members of Valu's Executive Committee for a further three-year term.

The renewed mandate reflects the continued confidence of Valu's board and nomination and remuneration committee in the leadership team that has built Valu into Egypt's leading Fintech and consumer finance platform and one of the most prominent digital financial services players in the MENA region. Valu, which is now a listed company on the Egyptian Exchange, will continue to be managed independently while benefiting from the full institutional backing, governance framework, and regional experience of EFG Holding.

Since its inception in 2016 and market launch in 2017, Valu has evolved from a pioneering Buy-Now, Pay-Later (BNPL) platform into a diversified consumer finance ecosystem. Over the years, the company has expanded from a single-product proposition into a broader financial services platform spanning flexible payment solutions, cash products, insurance-related offerings provided through partners, and other value-added services. Its registered user base has grown to over 1 million. At the same time, its merchant network has expanded to include thousands of partners across categories such as electronics, fashion, home furnishings, healthcare, education, travel, and lifestyle.

A major institutional milestone came in 2020, when Valu received its Consumer Finance Law license from the Egyptian Financial Regulatory Authority (FRA), strengthening its position as a regulated financial institution and providing the foundation for accelerated growth. In 2025, Valu completed its listing on the Egyptian Exchange, marking a landmark moment for the company and for Egypt's Fintech sector. The listing transformed Valu from a privately held subsidiary within the EFG Holding group into a publicly traded company accountable to a broader shareholder base and subject to the transparency and discipline of public markets. The company has also expanded into Jordan, marking an important step in its regional growth strategy and underscoring the scalability of its model beyond Egypt.

Walid Hassouna, Founder and CEO of Valu, said: "Valu was built on a simple but powerful belief: that millions of people deserve better, faster, and more inclusive access to financial solutions that fit their lives. Over the past decade, our team has taken that belief from a concept on paper to a listed market leader serving millions of customers through thousands of merchant partners. I am proud of what we have achieved, but even more energized by what comes next. With the continued backing of EFG Holding, the confidence of our shareholders, and the commitment of our people, we will continue expanding Valu's ecosystem, deepening financial inclusion, and delivering innovative products that create long-term value for customers, merchants, and investors."

Under Hassouna's leadership, Valu has combined technology, proprietary risk management, merchant partnerships, and customer-centric product design to expand access to finance for a wide base of Egyptian consumers. The company's model has been built around responsible lending, scalable digital infrastructure, and a commitment to offering consumers smarter and more flexible ways to manage their financial lives.

The decision underscores a commitment to leadership continuity at Valu and to supporting the company's next chapter as an independently managed listed business, backed by the region's leading financial group.

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About Valu:

Valu (Legal name: U Consumer Finance S.A.E.) (EGX: VALU.CA) is the leading universal financial technology powerhouse offering customers and businesses convenient and comprehensive financial solutions. It is the first fintech company providing consumer finance to become a listed company on the Egyptian Exchange (EGX), and this, alongside Amazon having a direct stake in the firm, represents Valu's growth journey and dynamic business model.

Under its product universe, Valu pioneered Buy-Now, Pay-Later (BNPL) solutions in the MENA region through U, providing customizable financing plans for up to 60 months across more than 9,000 stores and online platforms – covering a diverse array of categories, including home appliances, electronics, home finishing, furniture, residential solar solutions, healthcare, education, travel, and fashion, among others. Valu also offers investment products, an instant cash redemption program, and a high-end financing program to facilitate the purchase of big-ticket items up to EGP 60 million in the luxury space, and on its marketplace, through Valu Invest with the AZ Valu fund and EFG Hermes ONE, Sha2labaz, Ulter, and Shop'IT, respectively.

In addition, Valu offers business-to-business solutions through Valu Business. Valu introduced its prepaid card and co-branded credit card in collaboration with Visa, further expanding its range of payment options to provide customers with the most versatile, convenient, and comprehensive payment solutions, making Valu the ultimate choice for all clients' payment needs. As an award-winning fintech player in the MENA region, Valu embraces a progressive business approach with an agile team committed to architecting innovative financial solutions to meet customers' evolving needs.

Most recently, Valu launched its services in Jordan in May 2026 under a Specialized Finance license, following final approval from the Central Bank of Jordan (CBJ), offering consumers convenient financing solutions.

Learn more about us at www.valugroup.com

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