



With a Vision of Elevating User Experience, Combining International Standards with Local Expertise

OLX Appoints Dina Gobran as General Manager of Egypt

**Cairo, Egypt
26 November**

OLX Egypt, the leading classifieds ads platform in the country and region, announced the appointment of Dina Gobran as the new General Manager for OLX Egypt. Dina comes as the successor of Momtaz Moussa, who was appointed to an international leadership position at OLX Global due to his extensive experience in the classifieds industry, aspiring to elevate OLX's equity internationally.

Gobran's appointment is an essential step for achieving OLX's 2018 growth plans as Egypt is one of the biggest markets in the Middle East and North Africa region. With a vision of beating international standards and best practices, this appointment will enable OLX Egypt to improve the user experience for Egyptians while ensuring local market relevance and expertise.

Dina joined OLX Egypt in 2016 as the Head of Strategy. During her previous role, she worked closely with Moussa to achieve OLX's footprint in the Egyptian market. Her appointment comes as part of the company's global strategy to hire and promote from within, investing in its own talents to assume leadership positions.

Dina Gobran holds an MBA from INSEAD University in France. She has over ten years of experience in marketing and business strategy consulting, with an enriching experience as a management and strategy consultant in McKinsey & Company in UAE. Gobran also worked in the Contracts and Claims management department at Orascom Construction Industries. In addition to her rounded international experience, Dina has been successful in developing various start-up and emerging businesses.

Commenting on her new role as OLX Egypt General Manager, Dina says "Under the leadership of Momtaz Moussa and with the support of the great talents of OLX's team in Egypt, OLX Egypt has managed to achieve great strides of success. We aspire to magnify this success by promoting consumer-to-consumer trade within Egypt"

In the first half of 2017, over 5 Million Egyptians used OLX Egypt monthly, with an average of 33 million visits recorded in the real estate section alone. 32% of the total listings on OLX were in the property section. In October 2017, OLX Arabia app was ranked as the Number One shopping app in Egypt, among the top ten most used applications on both App Store and Google Play in Egypt.

Gobran concluded, "We will continue in advancing an easy-to-use and trustworthy platform that enables buyers and sellers to close successful deals, providing a user-friendly experience that combines OLX's global best practices with local market expertise."

Download the OLX Arabia app which is available for both iOS and Android or logon to the OLX website and start selling your unused or secondhand items in Egypt. It is free and with no commission and helps society members to get extra cash by selling items they no longer use them.



About OLX Group

OLX Group is the world's leading online classifieds platform present in more than 40 countries across six continents. We connect local people to buy and sell used goods, services, cars and properties. We make it fast and easy to buy or sell almost anything through your mobile phone or on the web.

Through brands including OLX, Avito, dubizzle and letgo, OLX Group is the home of online classifieds in high-growth markets. We are the leading destination for buying and selling used goods and services in 35 countries, and the #1 mobile app in our category in more than 22 markets. Globally we estimate that around 11 million items are exchanged through our platforms every single month, giving products a second life and reducing their ecological footprint.

OLX Arabia is actively expanding in the MENA region in Bahrain, Egypt, Kuwait, Lebanon, Oman, Qatar and Saudi Arabia.

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