

AfricInvest Partners with Masria Digital Payments

AfricInvest, a leading Pan-African private equity platform, is pleased to announce its new partnership with Masria Digital Payments (“MDP” or “the Company”).

Established in 2003 as Masria Card S.A.E, MDP is the leading Egyptian and African smart and payment card solutions provider. It boasts the largest market share in its home market, Egypt, while enjoying extensive presence in more than 35 countries with a strong focus on the African continent.

Seeking to capitalize on its new partnership with AfricInvest, MDP aims to reinforce its presence in the payment-processing sector and to solidify its position across the payments value chain by providing its clients with end-to-end payment solutions.

MDP will be able to leverage its own extensive client network as well as AfricInvest’s experience in the financial sector across Africa to grow its payment processing business line, which will be highly complementary to its current cards business.

Amr Rashad Nafie, MDP Chairman commented, “Since founding the company, our efforts have been focused on building the business into a leading smart and payment card solutions provider in Egypt and Africa. Capitalizing on the new partnership with AfricInvest, MDP aims to offer end-to-end payment solutions to its client base through venturing into the digital payments processing solutions, backed by AfricInvest’s track record on the African continent and in the financial sector. We look forward to reaching our next stage of growth with our new partners from AfricInvest.”

Skander Oueslati, Chief Investment Officer for AfricInvest commented, “We are pleased to partner with Masria Digital Payments in its transformative strategy to further solidify its role as the key player in the digital payments and payments processing industry in Egypt and Africa.”

“This partnership is reflective of the type of opportunities that AfricInvest pursues, with an emphasis on sustainable growth, regional expansion, innovation, strong management capacity, and clear visibility with respect to stakeholder value creation. We are excited to play a part in this journey by leveraging our network and our extensive in-house expertise,” said Ismail Talbi, Partner with AfricInvest and Head of AfricInvest Egypt.

EFG Hermes Investment Banking acted as sole financial advisor to Masria Digital Payments, while Al Tamimi & Company acted as legal counsel. AfricInvest’s team included White & Case as legal advisor and PWC as financial advisor.

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About Masria Digital Payments

Masria Digital Payments (previously Masria Card S.A.E) is Africa's leading smart card solutions provider with a regional presence spanning 35 countries and 3 continents. Building on its vast sector experience, MDP has consistently introduced the latest technology in cards, payment security and smart applications to the Middle East and African markets. MDP also provides its partners with a complete card offering ranging from card production, personalization, issuance and fulfilment as a service or as a solution. MDP is the only end to end fully certified African payments solutions provider to offer a full card services, solutions, processing and digital payment suites to clients in the financial, government and retail sector under one roof.

For more information, please visit <http://masriacard.com/>

About AfricInvest

AfricInvest was founded in Tunis in 1994 and is today among the leading private equity and VC firms in North and Sub-Saharan Africa with \$1.5 billion of assets under management. With 18 PE funds across four strategies, AfricInvest is sponsored by prestigious DFIs, private and institutional investors from Africa, Asia, Europe and North America. AfricInvest funds have dedicated teams covering the African continent and France for growth capital and LBO transactions related to small, mid and large caps companies, financial sector institutions and VC. AfricInvest has also a dedicated team providing private debt to SMEs in Africa. AfricInvest relies on a team of 75 highly skilled investment professionals, representing 15 nationalities, operating out of ten offices in Abidjan, Algiers, Cairo, Casablanca, Dubai, Lagos, Nairobi, Paris and Port Louis, Tunis (and soon Johannesburg). AfricInvest is a co-founder of the African Private Equity and Venture Capital Association (www.avca-africa.org), and the Emerging Markets Private Equity Association (www.empea.org) as well as different PE country and regional associations in Africa and in France.

For more information, please visit www.africinvest.com or follow us on Twitter [@Africinvest_Grp](https://twitter.com/Africinvest_Grp)

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About EFG Hermes Holding

With a current footprint spanning thirteen countries across four continents, EFG Hermes started in Egypt and has grown over 30 years of success to become a leading financial services corporation with access to emerging and frontier markets. Drawing on our proven track-record and a team of more than 4,400 talented employees, we provide a wide spectrum of financial services that include investment banking, asset management, securities brokerage, research and private equity to the entire MENA region. In 2015, EFG Hermes launched the NBFi Platform, EFG Hermes Finance, which will overlook activities in the non-banking finance field through EFG Hermes Leasing, Tanmeyah Microfinance, valU for instalment sale services, EFG Hermes Factoring and Bedaya for Mortgage Services. This falls in line with the Firm's strategy to focus on two main pillars: product diversification and geographic expansion into new promising markets, which has seen the firm establish a physical presence in Pakistan, Kenya, Bangladesh, Nigeria, the United Kingdom, the United States and Vietnam.