



## **valU to offer K-12 tuition payment plans for El Gouna International School students**

*The agreement falls in line with valU's previously announced plans to facilitate payments for K-12 tuition — a first in the Egyptian market*

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(Cairo, Egypt) — valU for Instalment Sale Services (valU), a leading technology solutions platform, announced today that it has partnered with El Gouna International School (EGIS), the Red Sea Governorate's only IGCSE educational service provider, to offer financing plans for K-12 tuition fees for the upcoming school year.

“Education is one of the country’s most vital sectors and marks a key point of strategic expansion for valU. With a young and growing population, Egypt’s education system is the largest in the MENA region, with ever-growing demand for quality, affordable education. Private tuition poses a challenge for many parents in the face of growing financial pressure. Our latest venture with EGIS underscores our strategy to team up with strategic partners across vital sectors to offer premium financing solutions across a multitude of industries,” said valU CEO Mohamed El Feky. “valU’s vast expertise in providing innovative payment solutions leaves it well positioned to lower barriers to entry for parents and provide them with leading plans to finance their children’s K-12 tuition.”

valU announced in August 2019 that it would be entering the education segment, the latest in a growing portfolio of sectors the payment solution provider has sought to enter since inception in 2017. Recently, valU announced an agreement with GEMS Education to offer K-12 tuition financing for the first time in Egypt, in line with its plans to expand into vital service sectors as well as growing its roster of more than 3,000 sales locations serving tens of thousands of customers.

“We are proud to be partnering with valU to offer innovative financing programs that provide flexibility for parents paying school fees at EGIS. This financial solution helps both the school and parents in managing their cash flows. We look forward to working with valU in offering other financial solutions for our various assets across El Gouna,” said Raouf Tawfik, El Gouna General Manager

EGIS was established in 1998, catering to the children of a diverse international community residing in the Red Sea city of El Gouna. Its diverse student body represents more than 20 different nationalities, with faculty members hailing from the British Isles, Australia, Germany, France, Belgium, America, and Egypt. The school offers world-class educational services starting from Foundation One all through to the completion of students’ IGCSE certificates.

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## About valU

Established in 2017, valU currently boasts over 3,000 sales locations and tens of thousands of customers taking advantage of plans covering sectors such as residential solar solutions, home furnishings, and travel. valU is the only fintech platform of its kind in the MENA region that allows customers to access a wide network of retail and online merchants via their device through an instant credit decision

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