

Eksab Receives Investment from 4DX Ventures to Solidify its Position as the Leading Daily Fantasy Sports Platform in the Middle East and Africa

Cairo, Egypt: Eksab, the leading Daily Fantasy Sports (DFS) platform in the Middle East and Africa, announced an investment of USD \$500,000 from 4DX Ventures as well as other strategic investors within the international sports and entertainment ecosystem.

“Daily Fantasy Sports and monetized competitions are a multi-billion dollar a year industry in the US,” said Co-Founder and CEO Aly Mahmoud. “Our goal is to become the premier sports entertainment company in the MEA region by offering exciting Fantasy Sports competitions as well as highly engaging local sports content.”

With over 1 billion football fans across the Middle East and Africa, Eksab’s goal is to make every match more exciting. Users sign up to the platform at www.yallaeksab.com, join both free and paid competitions, make predictions on live international football games, collect points based on the accuracy of their predictions and then get rewarded with prizes or cash. “We’re bringing the FanDuel and DraftKings model to the world’s largest football market,” continued Aly Mahmoud.

With the investment from 4DX Ventures, Eksab plans to scale its product to the millions of football fans in the region with the goal of launching its first paid competitions over the next year. Peter Orth, Partner at 4DX shared - “We see the region as one of the most exciting and underserved markets for a sports entertainment platform. We’ve been really impressed with Aly’s vision for a next generation and technology driven platform that is also highly tailored to local fans and their preferences. We’re excited to be on this journey with Aly and the rest of the Eksab team.”

“Our ultimate goal is to provide an unmatched daily source of entertainment, engagement and content for the region’s football fans” highlighted Aly Mahmoud.

“There has never been a more exciting time to be a football fan in the Middle East and Africa. Over the next year, we plan to work with a select group of partners to make the experience even more immersive. We’re excited to have 4DX with us on this journey.”, added Aly Mahmoud.

About Eksab

Eksab is the MENA region's leading daily fantasy sports platform. Since launching in November 2017, Eksab has been ranked a top 5 app on Google Play by bringing the MEA region's football fans a new way to watch, engage and enjoy their favorite sport.

About 4DX Ventures

4DX Ventures is a venture capital firm with a focus on Africa, on a mission to discover and back the world's most talented entrepreneurs, help them create successful companies at scale, and build thriving global ecosystems.

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Short-Form (For Enterprise Blog):

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