

## **Beltone Consumer Finance “Belcash” signs partnership agreement with El Alsson British and American International Schools to offer Education Finance Product**

Beltone Consumer Finance “Belcash” and El Alsson British and American International Schools are announcing their partnership to offer multiple Education loan products to El Alsson parents. The product gives parents the option to finance their kids tuition fees (whether partially or full fees) from 6 to 12 equal monthly installments with minimal documentation and instant approval and the second product gives parents an option to finance their kids entire education period (for example Elementary or Secondary) and pay over an extended periods that can reach upto 60 months.

Moemen Salem, CEO of Beltone Consumer Finance “Belcash” commented "We're very proud with our partnership with El Alsson which emphasises our commitment and focus towards entering the education finance market and being a main player. marking our second official agreement with a school offering consumer finance solutions through Beltone Consumer Finance “Belcash."

Karim Rogers, Executive Director of El Alsson commented "I'm happy with our new partnership with Beltone Consumer Finance “Belcash” to offer our parents additional payment options for paying their tuition fees. This comes in line with our strategy to help our parents ease the burden of education tuition fees; by partnering with Beltone Consumer Finance.

Beltone Financial Holding (listed on the Egyptian Exchange, trading under BTFH.CA) is a leading regional investment bank, offering a full range of financial services to companies, institutions, and high-net-worth individuals in the Middle East, Europe, North America, and Asia. Beltone is the largest non-bank affiliated asset manager in Egypt with around EGP26bn in AUMs, and is a leading provider of independent equity research in the region. The firm's track record includes the execution of over EGP110bn in M&A and capital markets transactions.

Beltone Financial setup three new subsidiaries last year to establish its non-bank financial services (NBFS) platform, comprising Beltone Consumer Finance (Belcash), Beltone Leasing, and Beltone Venture Capital.

### **About Beltone Consumer Finance “Belcash”**

Belcash is the consumer finance arm of Beltone Financial, offering several products and services targeting and empowering individual customers, conveniently enabling them to “Buy Now Pay Later” via easy installment plans.

El Alsson School was established in 1982 as a private English school, licensed by the Egyptian Ministry of Education. In 1992, in response to numerous requests by parents for an alternative style of education to the Ministry's National programme, the English Academy International as it was called at the time was opened, offering the British curriculum leading to Cambridge IGCSE, A/S and A-Levels.

The school then had two tracks: the Egyptian National leading to the Sanawi'ama exam, and the International, leading to Cambridge IGCSE, AS and A-Level.

El Alsson British and American International Schools are accredited by multiple international organization and bodies.

In 2017, El Alsson School moved to its new campus located in NEWGIZA on a 14 fedaan site with state-of-the-art facilities. El Alsson School NewGiza features two separate schools; the British School and the American School. Each school is comprised of two semi attached buildings; Primary/Elementary and Secondary/Senior buildings. Each school is equipped with two large libraries, computer labs, science labs, two small halls for the Junior Schools

**End of Release.**