

Raya Trade Signs Cooperation Protocol with Lyve to Provide Home Appliances and Electronics to Residential Compounds

(Cairo – June 2021) As a part of Raya’s expansionary strategy and as an affirmation of the tremendous trust it has in the Egyptian market, Raya Trade, a subsidiary of Raya Holding for Financial Investments has signed a protocol of cooperation with Lyve, a leading community management platform that facilitates residents’ access to services.

Under the cooperation, Raya Trade shall provide occupants of various residential compounds with home appliances and consumer electronics. It also offers the fastest and most efficient installment services, as it introduces VIP-class services - for the first time, allowing delivery and installation on the same day of purchase through Lyve app.

The first phase of the project includes the provision of Raya Trade services and products in residential compounds on the North Coast, with a view to expand into other residential compounds covered by Lyve services in Cairo and Giza.

Commenting on this cooperation, Bassem Megahed, CEO of Raya Trade, expressed his pleasure with the trust that Lyve has in Raya Trade and its products. He stressed that “Raya Trade, with its long history and considerable experience, can provide occupants of residential compounds with all needed home appliances and consumer electronics through the marketplace of Lyve.”

On his part, Karim Akram, CEO of Lyve, said: “We are delighted with our partnership with Raya Trade, as this cooperation adds high value to our users. There are over 4000 families who move into their new homes every year, and we are working to meet their different needs in the residential compounds. Through Lyve, we provide our users with easy access to the best service providers and offer the best deals to help users move into their new homes faster and easier. We consider Raya Trade as a brilliant partner, especially as a provider of home appliances, given its wide experience and variety of products, and most importantly, its ideal customer services and after-sales support.”

Raya Trade has been a leading company in the consumer electronics market in Egypt since 1998. It offers distribution and maintenance services for a variety of appliances and consumer electronics. Raya Trade has a wide network of distributors that includes over 8,500 across all distributed brands in 14

governorates, 110 retail outlets, 48 customer service points, and 12 after-sales service centers.

Lyve has been a leading provider of integrated services to residential compounds since 2016. Its services cover over 100 residential compounds, including over 120,000 residential units. Lyve provides community management services, ensuring residents' access to facilities. It also facilitates electronic payment for services, provides special price offers to users. In addition, it offers an online shopping platform through the application.