

Contact information:

Name: Dena Rashed

Office phone: 26152383

Cell phone: 01280009078

E-mail: dena.rashed@aucegypt.edu

Web site: <http://www.aucegypt.edu/media>

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AUC SCHOOL OF BUSINESS, VALU AND PAYMOB ENTER INTO A PARTNERSHIP

AGREEMENT TO OFFER FINANCING PLANS FOR THE SCHOOL'S EXECUTIVE

EDUCATION PROGRAMS

July 11, 2021, Cairo – The American University in Cairo (AUC) School of Business announced today the launch of a new partnership with valU, the leading fin-tech buy-now pay-later platform (BNPL), and Paymob, the leading payment facilitator in Egypt, that will see ValU offer convenient financing plans for individuals seeking to pursue the school's executive education programs.

Through the partnership, individuals seeking to obtain one of the AUC School of Business Executive Education qualifications will be able to benefit from valU's installment payment plans of up to 60 months. Installment payments will be made using valU through payment aggregator Paymob in order to further facilitate the process and offer customers a seamless payment experience.

The school offers more than 25 professional development programs across various fields, including sales and marketing, healthcare management, people and organizations, governance, and real estate development, among others, to professionals seeking to increase their knowledge and advance their careers in one of these fields.

"We are very pleased to be partnering with the AUC School of Business Executive Education to provide working professionals with access to Egypt's leading executive education programs," said EFG Hermes Finance CEO Walid Hassouna. "The partnership forms part of valU's ongoing

strategy to further expand into the educational sector as we seek to develop a roster of strategic partnerships and facilitate access to quality education for our customers to meet their comprehensive needs.”

Mohamed AbdelSalam, Executive Director of the AUC School of Business Executive Education, said, “We are thrilled to announce our partnership with valU, Egypt’s leading consumer finance platform, which will see us provide flexible and convenient financing to individuals seeking to further their professional experience and specialize in one or more of our programs. Providing world-class educational services is our main priority, and we look forward to the launch of our collaboration with valU, which will make our programs more accessible than ever.”

Paymob CEO Islam Shawky said: “Empowering the educational sector is a key priority for Paymob, which is why we are very excited to extend our long-term partnership with the AUC School of Business Executive Education, equipping its payment infrastructure with valU’s leading BNPL solution, tailored specifically for its executive education program.” In 2020, valU signed a number of key partnerships with K-12 educational providers to facilitate tuition payments for its customers.

For regular updates from the University during coronavirus visit www.aucegypt.edu/coronavirus
For more information about the university news and events follow us on Facebook <http://www.facebook.com/aucegypt> and Twitter @AUC

Founded in 1919, The American University in Cairo (AUC) is a leading English-language, American-accredited institution of higher education and center of the intellectual, social, and cultural life of the Arab world. It is a vital bridge between East and West, linking Egypt and the region to the world through scholarly research, partnerships with academic and research institutions and study abroad programs.

The University offers 40 undergraduate, 52 master’s and two PhD programs rooted in a liberal arts education that encourages students to think critically and find creative solutions to conflicts and challenges facing both the region and the world.

An independent, nonprofit, politically non-partisan, non-sectarian and equal opportunity institution, AUC is fully accredited in Egypt and the United States.