

Serving Over 5 Million Users

A Partnership Between AMAN and Lucky To Provide Installment Services at Over 10,000 Merchants

Essawy: "Our Partnership ensure facilitating the Payments During the Pandemic impact"

Moghazy: "A Fruitful Step That Supports AMAN's Expansion Strategy and Financial Inclusion Efforts"

(Cairo - August 2021) the leading application in discounts' and cashbacks' offers in Egypt, Lucky, has announced that it has signed a partnership with AMAN for Financial Services. Under the partnership, AMAN will offer its installation distinguished services to nearly 5 million Lucky's users, a step that supports the purchasing power and promotes trade.

The partnership between Lucky and AMAN for Financial Services aims to provide consumer finance services from AMAN to users of the Lucky application, ensuring a unique experience that facilitates shopping for goods of all kinds through online and offline shopping outlets and platforms of Lucky's partners. The partnership also contributes to lifting the economic burden on citizens by diversifying payment plans according to consumer needs.

Lucky will allow users to benefit from AMAN's services by subscribing to the "Installment" feature through its app, and submit info. Then, users' inputs will be reviewed as soon as possible before the request is accepted and the finance is provided. Users can also repay the installments through Lucky's App and AMAN's broad network of branches across the country, over a period of 6 to 24 months.

Over 5 million users of the application will be able to purchase - in installments - various products and services offered by over 10000 merchants in various sectors.

Commenting on the partnership, Ayman Essawy, Co-Founder and General Manager of Lucky, stressed the importance of cooperating with a well-established partner such as AMAN for Financial Services. He said that the installment plans help reduce the gap between citizens' income and their needs, as it facilitates planning and organizing payments, especially with the impact of the Covid-19 pandemic on various sectors. The partnership with AMAN will introduce the app to a new segment, and Lucky will benefit from the partnership to increase the volume of business through the broad online market, he added.

Hazem Moghazy, CEO of AMAN for Financial Services, expressed his delight with this partnership, as it further strengthens AMAN's portfolio of partners and serves a broad segment of users. It also aligns with AMAN's expansionary strategy, which aims to expand partnerships to cover various goods and services and support financial inclusion efforts, he noted.

Given the promising performance demonstrated by Lucky and the trust that AMAN for Financial Services has earned over the years, the partnership between the two parties is expected to be very fruitful, Moghazy said. "AMAN for Financial Services provides over 400,000 customers with consumer finance and microfinance services, and we seek to establish more fruitful partnerships - as that one with Lucky - to expand our distinctive and pioneering financing services in the Egyptian market." He said.

About AMAN for Financial Services

AMAN for Financial Services is a subsidiary of Raya Holding for Financial Investments. It strives to be the leading mediator that ensures access to financial services for all Egyptians. AMAN for Financial Services offers installment payment plans that cover various products and services, targeting over 80% of the unbanked population through over 220 stores across Egypt.

About Lucky

Lucky presents the best ways to get discounts and cashback offers at over 10,000 merchants, both in offline and online stores. Lucky has over five million users who enjoy offers on various goods, products and services, such as clothes, restaurants, home appliances, electronics, recreational and cosmetic services, health products, and balance recharge services that provide a “cash back” service after each transaction.