

Cairo, October 5, 2021

Beltone Consumer Finance (Belcash) signs partnership agreement with the British University in Egypt (BUE) to offer education finance product

Beltone Consumer Finance (Belcash) and the British University in Egypt (BUE) are announcing a partnership to offer multiple education loan products to parents of BUE students. The product provides parents the option to finance their children's tuition fees, either partially or fully, over 6 to 12 equal monthly installments with minimal documentation and instant approval.

Moemen Salem, CEO of Belcash, commented: "We're very proud of our BUE partnership, which emphasizes our commitment and focus toward entering the education finance market and being a main player."

Dr. Mohamed Lotfy Ibrahim Lotfy, Chairman of BUE, commented: "I'm happy with our new partnership with Belcash to offer our parents additional payment options for paying their children's tuition fees." This comes in line with the university's strategy to help parents ease the burden of education tuition fees by partnering with Belcash, he added.

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.

About the British University in Egypt

The British University in Egypt (BUE) offers the highest quality of British education in Egypt. It does so through a wide range of degree programs that are accredited by the Egyptian Supreme Council of Universities and validated by leading UK universities, including London South Bank University and Queen Margaret University.

BUE offers a challenging, practical, and vocationally relevant curriculum that develops the skills required by today's employers. Programs are research informed and delivered by high caliber teaching staff.

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