



## **Klickit Closes Its First Investment Round Led by EFG Finance and dfin's Camel Ventures**

***Cairo, Egypt.***

***29 November, 2021,***

Egyptian fees management and digital collection platform, KlickIt, has announced the closing of their first investment round with commitments from EFG Finance and the venture capital arm of dfin Holding – Camel Ventures.

The main purpose of the investment is to build and enhance KlickIt's tech stack, and to build and deploy value added services to cross-sell new services for the company's large network of schools and universities as well as their rapidly growing customer base.

"We're proud to be investing in KlickIt and backing its team. They have been proving their determination, grit, and ability to overcome challenges and to crack a highly lucrative market," said Walid Hassouna, CEO at EFG Finance. "We believe the future of availing financing through valU on Klickit will provide superb and accessible services to their customer base and help catalyze the growth of the company."

Shehab Marzban, CEO of Digital Finance (dfin) Holding the sponsor of Camel Ventures, added that "as strong advocates of Klickit and their impressive team, we committed to invest through Camel Ventures and its' partners, with the focus to leverage our portfolio and network in creating value and synergies for Klickit supporting them to lead the digital transformation and financing space of the education sector."

KlickIt is currently serving more than 55,000 Egyptian public schools, with over 25 million students, under the Ministry of Education. This is in addition to a private entities' portfolio of 230 educational entities of different sizes. To date, KlickIt has processed EGP 500+ million in different kinds of payment transactions for educational entities since its inception in 2017, and is backed by partnerships with prominent market leaders, such as Banque Misr and e-finance, with several others in the company's pipeline.

"We're very proud to be backed by substantial entities like EFG Finance and dfin's Camel Ventures, and we thank our investors for their continued support and trust in us," said Saeed Talaat, Co-founder and CEO of KlickIt. "With this investment round, we look forward to solidifying our tech stack and scaling our services. Our partnerships over the last year



with GEMS, Banque Misr, and most recently the Egyptian Ministry of Education, have been essential to our growth, and we plan on leveraging these experiences to spearhead the next chapter in our journey.”

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**About KlickIt:**

KlickIt is a payment management and digital collection platform driven by a plug-and-play ethic. KlickIt acts as a digital payments transformation partner to public and private educational entities in Egypt and globally, including education ministries, through its integrated systems that digitize and facilitate end-to-end payment processes. To date, KlickIt successfully processed 500 million EGP, being the partner of choice for over 55,000 educational entities, including prominent institutes, schools, and nurseries.

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