Uber

Uber joins forces with Paymob to broaden in-app payment solutions in Egypt
The partnership contributes to Egypt Vision 2030 for financial inclusion

December 13, 2021
Cairo, Egypt,
Uber today announced its partnership with Paymob, the leading digital payment service provider, to expand payment options on the Uber app, in a bid to financially integrate a broader base of Egyptian drivers and riders. The partnership is another step towards enhancing financial inclusion through ride-sharing technology, contributing to the Egypt Vision 2030.

Through this partnership, riders can now top up their wallets on the Uber app using various payment methods, allowing them to plan for their trips in advance. For more convenience, added payments remain valid with no expiration dates, so riders can request trips whenever they want without having to worry about carrying cash. For drivers, this partnership also unlocks a smoother process to pay Uber's service fee (22.5%) using various in-app payment methods, especially supporting those who do not have bank accounts.

Ahmed Khalil, General Manager of Uber Egypt, commented: "Egypt's accelerated shift towards a cashless society and financial inclusion has made expanding payment options on the Uber app an important step towards availing access to more people. Partnering with Paymob is a strategic decision, empowered by technology, to facilitate a seamless experience for users, while integrating unbanked drivers within the digital economy."

Omar El-Gammal, VP Global Business Development, stated: "We are delighted that Uber chose Paymob to broaden its in-app payment solutions which works greatly to proffer secure, seamless, and convenient payment solutions. We believe that the cooperation with paymob would certainly allow a larger base to pay conveniently with their preferred payment method and contribute to attracting a larger segment of consumers digitally."

Paymob enables payment through Meeza cards, over the counter (OTC), and mobile wallets such as Vodafone Cash and others on the Uber app, and will soon include other options. It is accessible as a payment option through the following steps:

1. Open 'Wallet' on the Uber app menu, and click to add funds to Uber Cash balance
2. Select 'One-time purchase', and then click on 'Add Payment Method' to choose the preferred wallet, OTC network or card.
3. Enter the amount to top up.
4. When requesting a ride, switch payment method at the bottom to Uber Cash by moving the toggle to the right

In addition to the new payment methods available through Paymob, Uber offers various payment options on the app that expand to include debit and credit cards, integrated e-payments, with plans to include more financial solutions in the upcoming period.

About Uber:
Uber's mission is to bring reliable transportation to everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Seven years and more than two billion trips later, we have started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars.

In the Middle East, Uber is already in Amman, Bahrain, Beirut, Dammam, Dubai, Doha, Istanbul, Jeddah, Karachi, Lahore, Madinah, Makkah, Manama, Riyadh, and in 11 cities in Egypt: Greater Cairo, Alexandria, Mansoura, Tanta, Damanhur, Zagazig, Hurghada, Damietta, Ismailia, Port Said, and El Suez, in addition to the Eastern Province with plans for expansion across the region. To request a ride, users must download the free application for Android, iPhone, Windows Phone, Blackberry 7, or sign up at uber.com/app. For more information, please visit: https://www.uber.com/cities/

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