



Al Ahly Sporting Club Signs Exclusive Partnership with valU, the Leading Buy-Now, Pay-Later (BNPL) Lifestyle Enabling Fintech Platform to Offer Membership Financing

The agreement will see valU avail its services across Al Ahly Sporting Club's branches, allowing potential members to realize their desired lifestyles aspirations and in line with Al Ahly's commitment to providing the Egyptian community with modern solutions

Cairo, 16 February 2022

Al Ahly Sporting Club (Al Ahly SC) and valU, Egypt's leading Buy-Now, Pay-Later (BNPL) lifestyle enabling fintech platform, have announced today that they have signed a three-year exclusive agreement as a strategic partner to offer convenient and affordable financing plans on new memberships allowing potential members to realize their desired lifestyles aspirations and in line with Al Ahly's commitment to providing the Egyptian community with modern solutions. The partnership covers the Gezira, Nasr City, Sheikh Zayed and the New Cairo branches. The signing ceremony, which took place at the Four Seasons Hotel in Garden City today, was attended by Captain Mahmoud El Khatib, President of Al Ahly SC and Walid Hassouna, CEO of the Non-Bank Financial Institutions (NBFI) platform at EFG Hermes Holding and CEO of valU.

Through the partnership, valU will be the strategic partner for Al Ahly SC, providing individuals seeking to join the club with premium BNPL lifestyle enabling financial services empowering them to pay for new memberships and renewals with up to 10 years tenor plans. valU will also have an on-the-ground presence at all the club's branches, enabling customers to activate their accounts on the spot in just a few simple steps.

"We are extremely proud to be a strategic partner for Al Ahly SC as part of our strategy to expand and diversify our service offerings and network of partners across various sectors," said Hassouna. "This strategic partnership contributes to our ongoing efforts to increase the accessibility and affordability of club memberships, to allow clients to gain access to this space. At valU, we pride ourselves in creating solutions that help our clients enrich their lifestyle everyday from shopping to education to sports to entertainment to travel and more."

Al Ahly SC, one of Egypt's leading sports clubs, offers a wide range of world-class activities across its well-equipped facilities. In addition to a multitude of sports programs, the club has nurtured numerous champions throughout the years, particularly in the arena of football. Its professional football team plays in the Egyptian Premier League, and in terms of trophies won, Al Ahly SC is the most successful club in national football in Egypt.

In 2021, valU made great strides to expand its offering, signing several key partnerships in key industries with education, healthcare and sports at the forefront which have further allowed the brand to maintain its position as the market leader in BNPL solutions and a gateway through which consumers can access lifestyle enabling financing solutions across various sectors.



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About valU

A subsidiary of EFG Hermes Holding established in 2017, valU is the leading Buy-Now Pay-Later (BNPL) lifestyle enabling fintech platform offering convenient and customizable financing plans up to 60 months. With more than 5,000 points of sale and over 300 websites, valU offers access to a wide network of retail and e-commerce providers across a diverse array of categories including home appliances, electronics, home finishing, furniture, residential solar solutions, healthcare, education, travel, and fashion, among others. As the first platform of its kind in the MENA region, valU customers are able to receive instant credit decisions through their devices and gain access to the ever-growing platform's partners.

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