



valU and PayTabs Egypt Partner with notchnco to Create Digitized and Targeted WhatsApp Shopping Experiences

This is the first collaboration that enables an end-to-end WhatsApp shopping experience in Egypt

Cairo, September 4, 2022

valU, MENA's leading Buy-Now, Pay-Later (BNPL) lifestyle enabling fintech platform, PayTabs Egypt, the award-winning payment processing solution, and notchnco, an independent software vendor (ISV) for meta products, have announced today a collaboration that will allow valU's clients to enjoy a unique WhatsApp shopping experience. For the first time in Egypt through an automated workflow developed by notchnco, valU is capitalizing on WhatsApp's business Application Programming Interface (API), while processing payments via PayTabs Egypt's digital payment solutions to offer clients the convenience of paying via chat.

Through this partnership, notchnco's 'humanized' chatbot software for WhatsApp will enable valU to target various consumer groups with tailored offers relevant to their interests, purchasing cycles, and buying behaviors. This will allow valU to offer a specific customer base a personalized shopping experience. The advantage is that it will enable convenient campaign-based selling by sending targeted and timely messages to opted-in customers, with the added benefit of an unlimited number of characters. With PayTabs Egypt providing instant payment links through WhatsApp, the process will be fully automated from beginning to end. This will provide the customer with a smooth, seamless payment experience and the opportunity to take advantage of valU's affordable and flexible 6- to 60-month installment payment plans.

notchnco is a business that aims to utilize artificial intelligence (AI) and machine learning technologies that effectively serve the customer's experience. It currently operates in both Abu Dhabi and Cairo, offering its patented omni-channel platform and humanized chatbot software, notchbot. This platform is customizable to different merchants with proactive messaging tools, in addition to being a sales tool. notchbot creates a user-friendly experience with an interactive platform that allows users to build their own chatbots. It has been designed to seamlessly lead the user into the conversation flow through different interactions, intents, and channels.

Bassel ElTokhy, COO of valU, commented, "This is a historic moment for us as we partner with an innovative fintech player like notchnco to provide the most convenient and up-to-date digital-friendly shopping experience. With 60% of our population under the age of thirty, this new offering is exactly what the youth are looking for. This collaboration not only diversifies our network of partners, but further cements our position as a champion of the latest digital solutions in MENA's retail space alongside our sister company, PayTabs Egypt. Offering an even more seamless user experience, valU customers can now enjoy our customizable BNPL payment plans in an end-to-end automated process



through notchnco's chatbot and complete their payments via PayTabs Egypt, all through a single platform – WhatsApp."

Bassem Nassif, Founder and CEO of notchnco, said, "We are delighted to be partnering with two premier players in Egypt's fintech scene, valU and PayTabs Egypt, to offer customers a seamless and fully automated user experience while enjoying the convenience of customizable installment plans. This collaboration reflects a main cornerstone of our purpose as a company which is to make customers' experience more flexible, intelligent, and personal. Customers will be able to make purchases through our intuitive AI-powered notchbot, choose one of valU's payment plans, and complete their purchase through PayTabs Egypt's payment gateway in one all-inclusive shopping experience."

"It was a one-of-a-kind experience working with the number one BNPL player in Egypt, driving conversions for their business growth to engage customers for unique offers and installment payment schedules via a complete software suite developed by notchnco, inspired by valU's team, finalized through PayTabs Egypt payment gateway, and enabled by WhatsApp's business API," he added.

Karim Eyada, Country Business Development Manager of PayTabs Egypt, commented, "It is part of our strategy to offer all-inclusive solutions to clients through unique, innovative partnerships that break new ground in MENA's fintech market. We are excited to be utilizing the synergies across our NBFi platforms with our sister company valU to widen our scope of products, services, and partnership network through this collaboration with notchnco. This offering will contribute towards promoting a cashless payment culture in the region via a secure, seamless, and integrated user experience available on an extensively used social media app."

This agreement illustrates part of EFG Hermes Holding's strategy to capitalize on synergies between its business lines and further cross-selling opportunities across its NBFi platforms to offer clients and partners alike bespoke, comprehensive financing solutions. This partnership with notchnco is the latest in several collaborations between valU and PayTabs Egypt, having signed partnerships with Mazadat, Inertia Real Estate, Lulu Market, EgyptAir, and The Knowledge Hub Universities, among others, to offer convenient financing plans and e-payment processing to their clients in the past few years.

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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 330 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 can receive instant credit decisions through their devices and gain access to the ever-growing platform's partners.

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About PayTabs Egypt

PayTabs Egypt Solutions is Egypt's most innovative provider of digital payment solutions. The company is a joint venture between PayTabs, MENA's award-winning provider of fintech and B2B payment solutions, and EFG Hermes Holding, an impact-driven Universal Bank in Egypt with the leading Investment Bank Franchise in Frontier Emerging Markets (FEM). PayTabs Egypt provides merchants with the market's leading online payment gateway solutions. It further supports multiple digital payment options, white labelling platforms and a range of e-commerce, m-commerce, and social commerce solutions. For more on PayTabs Egypt milestones visit <https://site.paytabs.com/en/egypt/>

About notchnco

Notchnco is a homegrown technology startup managed to develop smart conversational solutions for enterprises sustained by a broad range of messaging channels and use cases for advanced customer experience providing a broad range of digital products and solutions to help enterprises overcome the complexity of consumer communications, increase customer satisfaction and grow their businesses in a fast, secure and reliable way.

www.notchnco.com

Note on Forward-Looking Statements

In this press release, EFG Hermes Holding may make forward looking statements, including, for example, statements about management's expectations, strategic objectives, growth opportunities and business prospects. These forward-looking statements are not historical facts but instead represent only EFG Hermes Holding's belief regarding future events, many of which, by their nature are inherently uncertain and are beyond management's control and include among others, financial market volatility; actions and initiatives taken by current and potential competitors; general economic conditions and the effect of current, pending, and future legislation, regulations,



and regulatory actions. Accordingly, the readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made.