

## valU Partners with Talaat Moustafa Group (TMG) to Offer Convenient Payment Solutions Across Two of its Malls in Madinaty and Al Rehab

*The agreement will see valU offer flexible Buy-Now, Pay-Later (BNPL) solutions across TMG's Open Air Mall in Madinaty and Gateway Mall in Al Rehab, and launch two arenas for the viewing of upcoming football matches*

**Cairo, November 20, 2022**

valU, MENA's leading Buy-Now, Pay-Later (BNPL) lifestyle-enabling fintech platform announced today that it has partnered with Talaat Moustafa Group (TMG), the leading real estate developer in the Egyptian market, to offer convenient payment solutions to customers of TMG's flagship Open Air Mall in Madinaty and Gateway Mall in Al Rehab – two of the largest full-fledged retail outlets in Egypt's fast growing East Cairo area.

The collaboration will see valU offer customers and shoppers across both malls a myriad of special offers on a year-round basis exclusive to TMG's retail network. valU is also set to establish retail branches dedicated to Sha2labaz – the BNPL leader's first-of-its-kind reverse financing, instant-cash redemption product that grants users cash reimbursements on purchases – offering services to both valU and non-valU customers.

Alongside these offerings, valU will launch two state-of-the-art arenas that will introduce unrivaled, stadium-like public viewing experiences of upcoming football matches. These arenas are slated to house a broad range of unique offerings, food and beverage choices, as well as interactive competitions and activities.

Commenting on the partnership, **Walid Hassouna, CEO of valU**, said, "Building this solid foundation with a real estate giant such as TMG is testament to our unwavering commitment to become Egypt's leading fintech player by forging strategic partnerships that not only enhance our service offering but deepen the fintech ecosystem. Open Air Mall and Gateway Mall are rapidly growing to become key retail hubs in East Cairo, and this partnership aims to equally benefit mall shoppers and vendors, especially during these testing economic times. We could not be prouder to have TMG in our partner network, and we look forward to sustaining this mutually beneficial relationship that will continue to bring to market more opportunities that foster convenience, affordability, and inclusion."

**Omar Hisham Talaat Moustafa, Chief Business Development Officer at TMG**, also commented on the agreement saying, "We are pleased to have forged this partnership with valU as we fulfil our strategy to enhance the service offering within our commercial property portfolio. We're consistently on the lookout for ways to provide customers with innovative solutions that both improve and simplify their lives — and in our minds there was no better partner than valU to help us unlock financial value for consumers through their seamless, innovative financing solutions that enable people to meet their budget and lifestyle needs."

TMG's landmark Open Air Mall is one of Egypt's largest super regional shopping and lifestyle complexes. The mall sits on a vast 92,000 sqm of Gross Leasable Area (GLA) and boasts eight retail buildings that overlook a wide area of vibrant green spaces and artificial lakes, and offer one-of-a-kind shopping, dining, and entertainment experiences to customers. Open Air Mall houses prominent brands such as Carrefour,

Renaissance Cinemas, Zara, Massimo Dutti, H&M, Virgin Mega Stores, Kiko Milano, and Decathlon, among others. The mall is strategically located on the Cairo Suez highway just 10-20 minutes away from New Cairo, the New Administrative Capital, and Al Rehab City, and serves over 4.5 million individuals residing in these areas.

Gateway Mall is TMG's most recently launched retail center stretched out across 26,000 sqm of GLA and is slated to cater for the residents of El Rehab and New Cairo. Accessible through The Mohamed Naguib Axis and Al Rehab City's gate 12, the mall offers residents and visitors a comprehensive suite of entertainment, commercial, administrative, and medical services. Gateway Mall is home to Panda Super Market, the first bowling center in Al Rehab City, and many renowned brands such as MAGRABI, B. Tech, Raya electronics, Starbucks, Kids Station, The Escape Room, and co-working spaces, among others.

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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 550 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 TMG**

Talaat Moustafa Group (TMG), a leading conglomerate with special emphasis on developing integrated communities, including but not limited to mixed-use real estate and hospitality projects across Egypt's key cities, with an outstanding track record of creating large, vibrant and diverse communities, providing high quality housing accompanied by superb amenities.

Driven by a sharp vision and a unique philosophy, TMG has shaped the urban landscape by developing luxurious, self-sustained cities & communities, and an array of residential, commercial and hospitality projects nationwide. TMG excels at creating a unique template for community living and is dedicated to maintaining the highest quality of standards while continuously striving to lead a new future-proof way of life with people at its core.

TMG's portfolio is filled with a plethora of noteworthy projects, Being the developer of "Al Rehab city" in New Cairo; which represented a revolution in the outskirts living concept, followed by the flagship mega-project Madinaty, developed over 8000 Feddan to introduce a new approach of life integration with international standards.

In addition to its leadership in introducing the concept of gated compounds to the Egyptian real estate market, embodied in Al Rabwa Compound in Al Sheikh Zayed City, and Mayfair Compound in Al Shorouk City,

All along with its recent developments "Celia" in the New Administrative Capital, and Noor in Capital Gardens; the 5000 Feddan smart city that is developed to represent a new leap to the future.

TMG is an unparalleled contributor in the tourism investment progression, by introducing the world-renowned Four Seasons brand, to manage three of its operating developments; Four Seasons Sharm El Sheikh Resort, Four Seasons Nile Plaza - Cairo, Four Seasons San Stefano - Alexandria and the latest hospitality development Four Seasons Cairo Capital at Madinaty, in addition to the luxurious boutique hotel; Kempinski Nile Hotel.

TMG projects are extending the scope of development beyond residential buildings or hotel amenities to cover all aspects of life.

[www.talaatmoustafa.com](http://www.talaatmoustafa.com)

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#### ***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.*