

valU Deploys Infobip's Solutions to Provide Customer Support over WhatsApp

Integration with Infobip's solutions enables customer-oriented companies to use the globally trusted WhatsApp Business Platform to provide support 24/7 with the latest technology.

Cairo, January 17, 2023 – valU, MENA's leading Buy-Now, Pay-Later (BNPL) lifestyle-enabling fintech platform has announced the deployment of their WhatsApp Business Platform to elevate the customer experience, through a collaboration with Infobip, a full-stack global cloud communications platform. Infobip helps brands add real-time communications and digital interaction features to their own applications.

Valuing the time and needs of their customers, valU aims to simplify the customer journey by providing seamless access to all information they might need. Customers can now get an immediate response to a variety of FAQs through valU's various touchpoints. On top of that, clients of valU can now enjoy being promptly notified of any special deals, important reminders, and notifications over WhatsApp.

Commenting on the deal, **Bassel El Tokhy, Group Chief Operating Officer of valU**, said, "We are constantly striving to go a step further in recognizing and addressing our customers' needs, and partnering with Infobip to enable our customers' communication over WhatsApp helps us achieve our goal of getting closer to them."

Amsal Kapetanović, Infobip Regional Manager added, "At Infobip, we are always proud of companies which recognize the importance of adopting innovative communication approaches to improve their customer journey. By being present on their channel of choice, valU proves that their customers come first, and we will ensure they have the support needed to achieve their goals."

Ahmed Khalifa, Senior Customer Success Manager from Infobip stated, "We understand our client's needs to improve the customer experience, and we empower them to introduce new services to meet their customers' demand through channels they are familiar with, allowing them to provide prompt and timely responses that are consistent with valU's mission."

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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 Infobip

Infobip is a global cloud communications platform that enables businesses to build connected experiences across all stages of the customer journey. Accessed through a single platform, Infobip's omnichannel engagement, identity, user authentication and contact center solutions help businesses and partners overcome the complexity of consumer communications to grow business and increase loyalty. With over a decade of industry experience, Infobip has expanded to 70+ offices worldwide. It offers natively built technology with the capacity to reach over seven billion mobile devices and 'things' in 6 continents connected directly to over 700 telecom networks. Infobip was established in 2006 and is led by its co-founders, CEO Silvio Kutić, Roberto Kutić and Izabel Jelenić.

Recent award wins include:

- Infobip named a leader in the CCaaS Leaderboard, Juniper Research (Aug 2022)
- Omdia Ranks Infobip as Leader in CPaaS Universe Report (May 2022)
- Ranked the leading service provider in CPaaS by Juniper Research in its new Competitor Leaderboard CPaaS Vendors (October 2021)
- Infobip named a Leader in the IDC MarketScape: Worldwide Communications Platform-as-a-Service (CPaaS) 2021 Vendor Assessment (doc #US46746221, May 2021)
- Best A2P SMS provider for the fourth year running by mobile operators and enterprises in ROCCO's annual Messaging Vendor Benchmarking Report
- Best CPaaS Provider of the Year, Best RCS Provider of the Year, and Mover & Shaker in Telco Innovation at the 2021 Juniper Digital Awards

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.