

## **e-finance subsidiary" eKhales" to Provide its Digital Payment Solutions for "Contact"**

**February 2023 – (Cairo)**

e-finance for Digital and Financial Investments S.A.E. ("e-finance Investment Group", "e-finance", or the "Company", EFIGH.CA on the Egyptian Exchange), Egypt's first fintech platform and one of its leading developers of digital payments infrastructures, announced today that the Group's subsidiary, eKhales, signed a strategic partnership with Contact, a subsidiary of Contact Financial Holding. The partnership will see eKhales provide Contact's customers with digital payment solutions and services across Contact's branches and mobile application, which was launched in January 2023.

The strategic partnership between Contact and eKhales will aim to provide a large number of digital payment services. Through Contact Financial Holding's successful launch of Contact, the company is able to provide a wide array of digital payment solutions across multiple areas, including school and university fees, landline bills and mobile bills, internet subscriptions, transportation tickets, TV channel subscriptions, installments for insurance premiums, charitable donations, and club subscriptions.

eKhales boasts a comprehensive technological infrastructure, including a nationwide electronic network that is aligned with international best practice regarding safety and security and specializes in launching and operating a wide range of public services. The company boasts a unique ability to maintain the safety of valuable data and ensures transparency throughout the collection process. eKhales also accepts local and international payment transactions through various electronic payment networks, including Visa, Mastercard, as well the local network, Meeza.

Commenting on the partnership is e-finance for Digital and Financial Investments' Chairman of the Board of Directors, Ibrahim Sarhan, "I am proud of the Group's leading position in the Egyptian digital payments field, leveraging its comprehensive nationwide digital payments network that serves all market industries, banked and non-banked customers, through its strategic partnership with the government, the central bank of Egypt and the banking sector as a whole. The Group continues to benefit from e-finance's comprehensive technological infrastructure, which is capable of processing all types of digital payments across the public and private sector, ultimately supporting the achievement of Egypt's Vision 2030. Strategic partnerships such as this one with Contact, given its rich history in the finance space, are a key pillar of the Group's success.

Also providing commentary on the partnership is eKhales' CEO, Ahmed El Tantawy, "This mutually beneficial partnership will provide Contact's customers with a comprehensive set of services that offer the benefits that come with utilizing digital payments, including conducting transactions from any place and at any time. As the first provider of electronic payments in Egypt, eKhales is able to provide best-in-class services that have gained the confidence and trust of its customers.

Further commenting on the partnership is Eng. Ahmed Abdel Hakim, CEO of Contact, "The company is committed to providing its customers with new and innovative solutions that enhance our customers' ability to pay their monthly bills through Contact's payment network. This strategic partnership with eKhales, a leading player in the financial services and governments payments space, stands testament to eKhales' and Contact's commitment to providing a superior service offering to their customers."

Saeed Zaatat, CEO of Contact Financial Holding, also provided commentary, "This partnership marks an additional step in Contact's digital transformation strategy, which began in 2020. The company aims to digitize all financial transactions,

improve its overarching digital service offering and align with global trends in the financial technology space. Contact will continue to leverage its exceptional team of professionals to adopt and implement innovative solutions that best serve our wide customer base.”

## **About e-finance for Digital and Financial Investments**

e-finance Investment Group is a homegrown developer of digital payments infrastructures that was established in 2005 to develop the Government of Egypt’s financial network. Over the course of nearly two decades, the Group has penetrated all corners of Egypt’s digital market and transformed itself into a fully-fledged consolidated entity with a comprehensive portfolio of subsidiaries, covering the full spectrum of digital payment services. With a dynamic business model and a flexible organizational structure, e-finance is able to strategically focus on multiple target markets through its subsidiaries and maximize its ability to unlock value in the digital payments space. The Group operates a unique one-stop-shop model covering the entire e-payments value chain through several specialized subsidiaries, allowing the Group to diversify its operations and cover further links in the digital value chain. Learn more at [efinanceinvestment.com](https://efinanceinvestment.com).