

valU Partners with Sixyards Sports & Event Management to Offer Flexible Financing Solutions to LaLiga Egypt's Football Camp Talents

The partnership will see valU come together with Sixyards and LaLiga to offer financing solutions for talented young footballers wishing to participate at LaLiga Egypt's first-of-its-kind youth-focused football camp

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valU, MENA's leading lifestyle-enabling fintech platform, announced today that it has partnered with Sixyards Sports & Event Management (Sixyards) and LaLiga Camp Egypt. The partnership will enable parents to leverage valU's convenient financing solutions to enroll their children at LaLiga's first-ever camp in Egypt for young footballers.

Backed by Sixyards, the LaLiga Camp targets young, talented beginner- and advanced-level footballers between the ages of 9 and 16, and is set to take place from April 21st till April 26th in Xanado Hotel, Makadi Bay, Hurghada. The camp aims to focus on technical, tactical, physical, and mental aspects of football, with a special focus on teamwork and sportsmanship, and will host daily training sessions, friendly matches, video analysis, and team-building activities. Participants will get the chance to train under the supervision of UEFA certified coaches, with select players being chosen to join the camp's technical team and fly to LaLiga's center in Madrid, where they will enjoy a week of training in adherence to the highest standards with players from all over the world.

Salma Abdelhamid, Group Head of Marketing of valU, commented: "We are excited to be partnering with Sixyards today, as they bring the coveted LaLiga Camp to the Egyptian market. This partnership not only aims to broaden the scope of our flexible, affordable, and inclusive financial solutions across the country's key sectors, but also to help LaLiga expand its presence in Egypt following the launch of its first football youth-focused camp. At valU, we believe that sports are vital in building and maintaining healthy lives, which is why we offer financing plans on club memberships, with our most recent being Al-Ahly Sporting Club, in addition to more partnerships which are to be announced soon. Providing parents with bespoke financing solutions that enable them to bring their children's sports aspirations to life perfectly aligns with our wider strategy at valU to empower people across the country to build the lives they want to live and alleviate their financial burdens."

This partnership comes part and parcel of valU's strategy to support young and emerging talents locally, and to help shape talented athletes into champions, amongst which is world champion weightlifter Mahmoud H. Hassan, who won three gold medals, and also set the clean and jerk youth world record of 193 Kilograms at the 2022 IWF Youth World Weightlifting Championships, in addition to, Hana Goda, the youngest Egyptian national table tennis champion, who topped worldwide rankings at the International Table Tennis Federation's under-15 and under-17 levels and ranked fourth at the under-19 level.

Founded in 2018 by Amr and Hisham Marzouk, Sixyards Sports & Event Management is a leading event organizer and manager. The company offers its clients a diverse roster of services, including the organization of cultural and social events, and digital and on-the-ground sports events, in addition to sports consultations, brand management services, and sponsorships. Since its inception, Sixyards has

successfully led and arranged a myriad of prominent events, including the Diplomatic Football Tournament for embassies and diplomatic institutions, the Vodafone Arena in Galleria 40 mall, Meet the Legend by Inertia, and Almaza Camp at Almaza Bay, among others. Today, the event manager brings LaLiga to Egypt — the latest addition to its portfolio.

Hisham Marzouk, Co-Founder and Chairman of Sixyards Sports & Event Management, commented: “Our partnership with LaLiga on this program “LaLiga Camps Egypt” is a cornerstone in commitment towards developing sports in Egypt through providing young players a chance to train in compliance with international standards and develop the skills they need to succeed on and off the field. We believe that the experience of participating in this camp will inspire and motivate players to pursue their dreams and reach new heights in their careers. Through this collaboration, we are able to leverage valU’s large network to further expand our client base and provide them with a wide range of diverse programs and services.”

valU’s partnership with Sixyards comes on the heels of a series of partnerships the lifestyle-enabling fintech platform has forged over the years with prominent players in Egypt’s key sectors. Most recently, valU forged a first-of-its-kind partnership with energy solutions provider TotalEnergies to offer its convenient payment plans across its petrol stations. In the education space, valU partnered with the American University in Cairo (AUC) to offer its financing plans on tuition fees for those looking to pursue undergraduate and graduate degrees across the university’s programs. On the e-commerce front, valU partnered with the region’s leading digital marketplaces — Noon, Jumia, and Amazon Egypt — unlocking access for customers to make purchases on all three platforms. valU also partnered with Al-Ahly Sporting Club to offer its financing plans on club memberships. In addition to its partnerships, valU’s “Ma3ak” youth financing program empowers university students between the ages of 17 to 21 by granting them a valU limit of up to EGP 10K to use across its expansive network.

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About valU

A subsidiary of EFG Hermes Holding established in 2017, valU is the leading lifestyle-enabling fintech platform offering convenient and customizable financing plans for up to 60 months. With more than 5,000 points of sale and over 550 websites, valU provides access to a vast 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.

Learn more about us at <https://www.valu.com.eg/home>, for more info kindly contact:

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About Sixyards

Sixyards Sports and Event management is a S.A.E company established in 2018 by a passionate team of creative and strategic thinkers who are focusing on developing both the event management experience and the sports management in Egypt.

The company is specialized in tailoring new projects that delivers integrated brand experiences and targets uplifting the local market through interactive smart designed projects paired with a super professional execution.

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.