



e-finance



Partner of Choice





e-finance

Partner of Choice

COMPANY PROFILE

E-FINANCE – PARTNER OF CHOICE

TABLE OF CONTENTS

ABOUT E-FINANCE 3 - 4

MARKET OVERVIEW 5 - 9

- DIGITAL ECONOMY
- DIGITAL TRANSFORMATION
- CASHLESS SOCIETY
- SMART CITIES

KEY ASSETS 10 -14

- OUR OFFICES
- HUMAN RESOURCES
- PARTNERS
- INFRASTRUCTURE

SERVICES BY E-FINANCE 15 - 32

- 1- OUTSOURCED INTEGRATED FINANCIAL SERVICES
- 2- GOVERNMENT E-PAYMENT SERVICES
- 3- GOVERNMENT SOCIAL DISBURSEMENT SERVICES
- 4- E-COLLECTION SERVICES
- 5- ISSUERS MANAGEMENT & PROCESSING SERVICES.....
- 6- ATM AND POS ACQUIRING SERVICES.....
- 7- ATM LABELLING SERVICES
- 8- E-PLATFORM SOLUTIONS

SERVICES BY E-FINANCE LINES OF BUSINESS (LOB) 33 - 41

- 1- RETAIL CHANNELS E-COLLECTION SERVICES
- 2- INTEGRATED SMART SOLUTIONS - (CARD CENTER)
- 3- CONTACT CENTER SERVICES.....
- 4- E-SUPPORT SERVICES

INVESTMENT & FINANIACIAL POSITION.....42 - 46

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www.youtube.com/channel/UCLWXFvbtjI7tiSqnwKE4orQ

COMPANY PROFILE

E-FINANCE – PARTNER OF CHOICE

About e-finance

Founded in 2005 as the first fin-tech company in Egypt, e-finance story began when the Egyptian Government launched an initiative to build and operate and manage the government Financial payment hub (Payment & Collection). E-finance was also missioned to automate all government accounting units on a unified platform known as Treasury Single Accounts (TSA). This was based on a study performed by one of the largest International Consultancy Groups and driven from similar projects done by Countries who share the same challenges.

	Government	Business	Consumer
Government	G2G	G2B	G2C
Business	B2G	B2B	B2C
Consumer	C2G	C2B	C2C

 Operated by e-finance  Operated by e-finance Partners

A memorandum of Understanding was signed between the Ministry of Finance and the Central Bank of Egypt (CBE). Moreover, some regulatory reforms have been decreed such as:

- Law no. 15/2004 related to electronic signature and Government Certificate Authority (CA)
- Law no. 39/2006 establishing the TSA
- Law no. 201/2014 related to e-Collection of Taxes

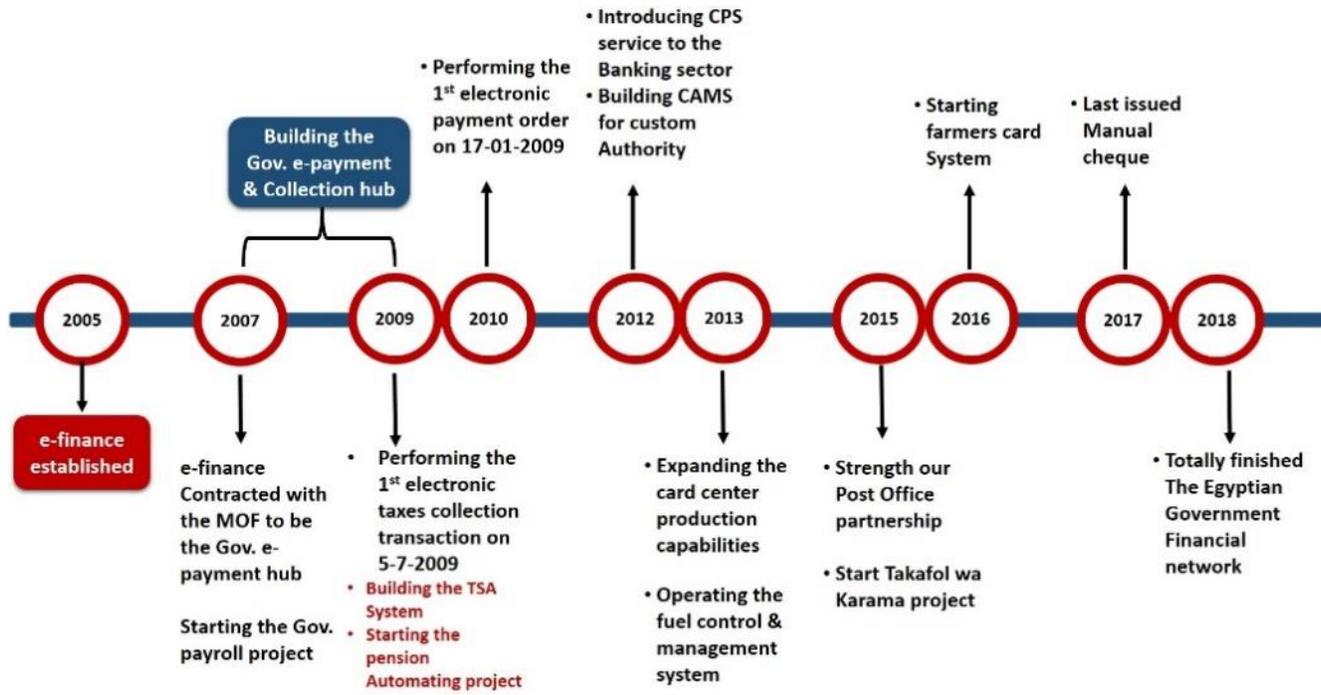
Our Vision

To Continue our digital enablement leadership in Egypt for Government payments and extend our capabilities within Egypt's Digital Transformation framework by offering convenience to Government, Citizens and Businesses through e-payment services in a unified ecosystem that leverages on key market players and the national payment landscape.

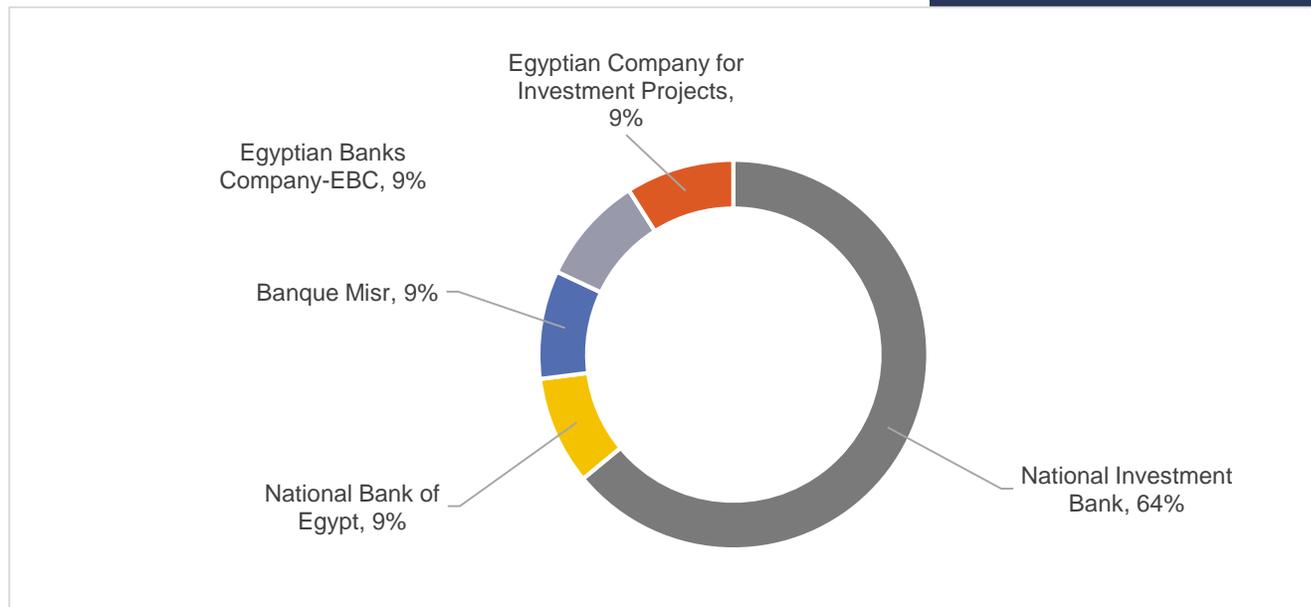
Our Mission

To Continue investment in people, technology, and infrastructure and to apply best-in-class processes and industry standards to provide state-of-art e-Payment Services, and delivering a unique user experience through innovation and solutions that would translate into value and welfare of the community; hence, being a true "partner of choice".

e-finance Timeline



e-finance has a paid capital of 500 million EGP as of end of 2018 and a shareholder's structure as follows:



Corporate movie link "Toward digital Transformation"

<https://www.youtube.com/watch?v=wzjnxOSm7U&t=21s>

Market Landscape

Digital Economy



e-finance is striving to be part of the development and enhancement of the digital economy in Egypt through sharing in the automation and operation of different services, especially the financial services related to the Egyptian government.

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The sustainability of the digital economy is increasingly relying on its adaptation to the new needs and appropriation to different economies and societies and hence comes the importance of unleashing the innovation capabilities to meet such needs. Furthermore, the proliferation and success of a digital economy can help empower societies by its solutions and application and positively effects on the growth levels and the well-being of a country.

In the case of Egypt as a Promising country, there have been several efforts undertaken by the Egyptian Government towards the transformation of the country to a digital economy. These efforts include leveraging the country's infrastructure and the uptake of the FIN TECH and encouraging innovation to start-ups in the Financial and IT sectors.

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The digital revolution in Egypt is well underway, led by government initiatives to develop the ICT sector, boost competitiveness and attract foreign investment. The Egyptian government recognized that ICT plays a pivotal role in addressing Egypt's challenges in the areas of poverty, education and health over the years to come; therefore, a new Digital Strategy for the country have been launched aiming to strengthen the State's productive capacity, reduce the cost of transactions, build human capacities and create new job opportunities. Most Importantly, a mission to achieve GDP contribution growth of the ICT sector to Egypt's GDP in 2017 of EGP 62 billion (\$3.5 billion) - representing 3% from the total GDP towards double digit annual growth rates.

The State's different sectors aims to implement a large number of projects to achieve the transition to a fully integrated digital society. The most prominent projects were the launch of more than 20 digital government services, offered via different channels, the establishment of the City of Knowledge in the New Administrative Capital to strengthen research and development activities and multiple Financial Inclusion initiatives. This is in addition to automating the comprehensive health insurance system in cooperation with the Ministry of Health; developing services provided by Egypt Post; and establishing a digital platform for the Egyptian cultural content in cooperation with the Ministry of Culture

Market Landscape

Digital Transformation



On 26 November 2018, the Minister of Planning Minister Hala el Said mentioned that Egypt is currently witnessing the most important stage of digital transformation, thus paving the ground for knowledge economy. Knowledge economy will allow the state to realize a quantum leap in offering services and paves the way for local economy to merge with global economy.

Currently Egypt is witnessing collaborative efforts from all state institutions to realize digital transformation through disruption. Decisions like cancellation of governmental cheques, conversion of government payments to electronic means are acting as catalysts for adoption. The government launched the slogan "Driving Transformation." At ICT conference. Digital Transformation in Egypt consists of two phases the first aims to convert services to be better, faster and cheaper. Phase 2 focuses on the operational model and identifying opportunities to do things differently achieving more gains. Driving Transformation looks to embrace e-payments, cloud services, mobile, data and networks and relies on higher levels of analytics to interpret and translate information, into insights, into ideas, into innovation that delivers on the 'needs' the customer and the government seeks to find solutions. Hence, this would create an upside for achieving greater growth and revenue through more user engagements. The lowering of costs comes down the road through platform unification and optimization of staff, and technology and allows easy management of information, data and analysis.

Market Landscape

Cashless Society



As Egypt realizes the risks and adverse impact of cash transactions on economic development and inclusive growth, the most populous Arab country has taken significant moves toward achieving financial inclusion.

As defined by the World Bank Group, financial inclusion entails that “individuals and businesses have access to useful and affordable financial products and services that meet their needs—transactions, payments, savings, credit and insurance—delivered in a responsible and sustainable way.”

Over the past few years, a number of initiatives aiming to build a cashless economy and enhance financial inclusion have been launched. In its turn, e-finance, operating the Egyptian Government Payments Hub, is one of the main players in the market concerning financial inclusion and cashless transactions. It is actually considered the first Fin-Tech company in Egypt and is still pursuing and exerting maximum efforts towards reaching a total cashless society.

Market Landscape

Smart Cities



In the face of an ever-growing population President Abdel Fatah al-Sisi, has paid great attention to fourth generation cities since his first term as president. Accordingly, Egypt is currently constructing 20 fourth generation cities on a total land area of 580,000 acres. According to calculations and approximations, the 20 cities should be able to house 30 million people

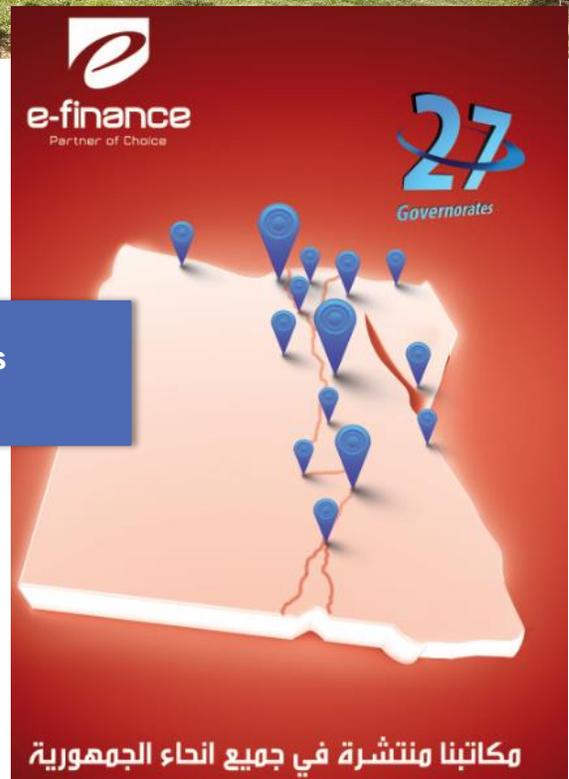
Smart Cities will also contribute to creating more investments, provide hundreds of thousands of job opportunities and create more diverse living sites and working positions for Egyptians. Smart cities are also expected to lead to a significant rise in production, which, in turn, is expected to lead to a rise in gross domestic product (GDP). The New Administrative Capital and Port Said City represent the early implementations of this initiative. Early October 2017, Egypt celebrated the launching of the first phase of the new Administrative Capital. The new Administrative Capital will be the first smart city in Egypt and the largest in the region.

The East Port Said Industrial Zone covers an area of 16 kilometers squared and is developed and promoted by the East Port Said Development Company. Smart Cities aim to be mostly cashless and equipped with multiple e-payment solutions for transportation, parking, utilities and government services. An ecosystem is being established to leverage on web-portals and mobile applications to deliver door to door government services using e-supply chain process. IOT is also being deployed to facilitate the digitization of smart cities and facility management solutions.

Key Assets

Offices

HQ premises is located at the most luxuries business hub in Smart Village

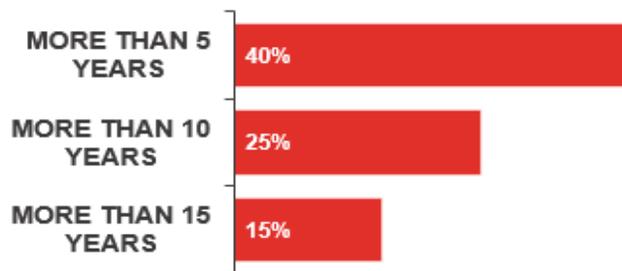


Outreach of 27 offices all over the governorates

Key Assets

Human Resources

Team Experience in the field



Corporate Capabilities

- CMMI – Capability maturity Model Integrity
- ISO 9001 - Quality Management System
- ISO 27001 - Information Security Management Systems
- PCI DSS – Payment card Industry (Data Security Standards)
- PCI CP – Payment card industry (Card Production)
- PCI PIN – Payment card Industry (PIN Security)
- Master Card Certified Global Card Vendor
- Visa Certified Global Card Vendor

Key Assets

Government Partners of Success

	وزارة الإتصالات وتكنولوجيا المعلومات		Ministry of Tourism وزارة السياحة		National Culture Center Cairo Opera House
	وزارة العدل		وزارة الإنتاج الحربي		Supreme Council of Universities
	وزارة التخطيط والتنمية الاقتصادية		وزارة التعليم والتربية		Supreme Council of Economic and Social Planning
	وزارة الصحة والتنظيم الاداري		وزارة المالية والمصارف		Egyptian Customs Authority
	وزارة التخطيط الاقتصادي		وزارة التخطيط الاقتصادي		Egyptian General Syndicate
	وزارة الصناعة والتجارة		وزارة التخطيط الاقتصادي		Egyptian General Syndicate

e-payment partner



Technology partner



Silver Partner

Key Assets

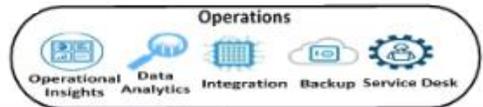
Infrastructure



- Relaying on state of the art Technology providers
- Professional ICT engineers with the highest certificates
- After sales support with highest standard services



- Active - Active Datacenter with 20Gb dark fiber connection
- High availability 99.982% to serve the national complicated projects
- The highest security Standards based on 20 layers



Services by e-finance



Our services

1. Outsourced Integrated Financial Services

Outsourcing integrated Financial services is based on offering the full automated Financial management ICT Solutions & services to our customers which will develop the right sourcing strategies and vision, selecting the right IT service providers, structure the best possible contracts, and govern deals for sustainable win-win relationships with external providers.

Scale

e-finance focus on industrialized approach of service delivery as we apply proven and reusable tools, methods and processes to ensure that our work is carried out efficiently and with less risk.

We provide highly trained engineering team, vendor independence with more than 150 ICT professional in multiple domains as we're the largest technology-independent Fintech solutions & e-payment operator in Egypt. We work closely with our clients to deliver outsourced integrated solutions that align with their unique business objectives, boost agility and foster an environment of innovation and continuous improvement

Notable projects

The Government Financial Network

The Egyptian government's financial network is operated by e-finance in which it's considered to be the most prominent achievements of the company, in which it became the only electronic network through which all government financial transactions and began its work back in 2017 and was accomplished in 2018 to be the base of the digital transformation of the Egyptian government, in accordance with the decisions and guidance of the National Council for Payments.



E-Payment
100% Accomplished ✓
Matching and Settlement reports
100% Accomplished ✓
E-Collection*
Under implementation According to agreed plan



Budget preparation ✓
100% Accomplished ✓
Budget implementation ✓
100% Accomplished ✓



Closing 61,000 accounts ✓
100% Accomplished ✓
Activate all financial accounting units
100% Accomplished ✓
Linking Acc. unit payments
Accomplished 100% ✓

What's next?

Continue our mission to offer outsourcing services as a means to facilitate automation for e-payment projects that requires advanced technologies, expertise, and operational excellence if not available at the customer side. Therefore, fast tracking e-payment projects in Egypt



2. Government e-Payment Services (GPS):

Fully integrated with the TSA and ACH, e-finance GPS solution is the backbone solution responsible for Government disbursement activities from Government Accounting units to Government (G2G), to suppliers whether government suppliers or from National Investment bank to suppliers operating in national investment projects (G2B), and to Citizens whether banked or unbanked (G2C). e-finance does not only provide the technology, but manage the end to end process which starts from the automation of the Accounting units to the full management and operation. We provide automation, hosting & Infrastructure services, operations, settlements, reconciliation, supplier order generations, and transfer to bank accounts through ACH or Egypt Post.



Our Scale:

- The number of electronic payment orders increased by **72%** ↑ over previous year.
- The total value of electronic payment orders increased by **184%** ↑ over previous year.
- The number of electronic remittances increased by **25%** ↑ over previous year.
- The company achieved the first payment for the electronic collection service for the unified invoice for the fees of ship transit services at the Suez Canal on 19/4/2018
- Payroll service where the number of government employees who receive their financial dues in an electronic method reached 4.6 million employees by the end of 2018.
- The number of electronic payment orders Increased by with an increase of **139%** ↑ compared to previous year.
- The value of electronic payment orders increased by **50%** ↑ from previous year.
- Number of users for the Treasury Single Account system (TSA) is 39,522 users for all the accounting units 16,081 User from them for data entry and 23,441 users to sign electronic payment orders using encryption keys issued by the Government Electronic Signatory Authority



Notable Projects:

- **G2B** Payments Solution for suppliers from Government
- **G2C** Government employee's payroll solution responsible for registration and onboarding followed by Salary transfer to **35 Banks** using **ACH** solution also manages payment of social insurance and income tax.
- **G2C** for the unbanked Government employees, we provide a payroll solution responsible for registration and onboarding followed by Salary transfer to Egypt Post using Post Remittance. The solution also manages payment of social insurance and income tax.
- **G2G** settlement platform responsible for settlements between government entities. The platform also provides information services for Accounting Units statements, transaction history management and Treasury Singly Account (**TSA**).
- Solution for National Investment Bank (NIB) and Ministry of Planning and Administrative Reform to pay suppliers working in National Investment Projects.

What's next for Government e-Payment Services?

We are working on mobile applications related to government employees to provide bill payment services and microfinance programs. For suppliers we are working on providing factoring solutions through financial institutions whereby suppliers for specific type of services can receive instant payments based on credit history while banks become responsible on finalizing the payment cycle with the government at due dates.



3. Government Social Disbursement Services

e-finance is proudly responsible for key social responsibility programs of the government by delivering e-payment services to pensioners, social beneficiaries such as Takaful and Karama in cooperation with World Bank, Bayt Al Zakat, and government subsidy programs.



In cooperation with the Ministry of Social Solidarity e-finance is also the delegated issuer for Government Pension Cards for the Public and Private sector leveraging on our card management system, card center capabilities and integration with Social Insurance Private fund and Social Insurance Governmental Fund.

We provide an end-to-end solution responsible for enrollment, evaluation and registration of the beneficiaries, issuing of cards, distribution, settlement and reconciliation. We also provide help desk, IVR and contact center services. Ma3ashy Phone mobile application also provides bill payment services for card holders. We also enable the acceptance of these cards for cash-out transactions either through e-finance private ATM network deployed at Social Insurance offices (SIO) and private POS network deployed at SIO offices, Egypt Post, Agriculture bank of Egypt or through the Egyptian banks ATM networks through our integration with the Egyptian Banks Company (EBC). We also provide field e-support through our xx offices and personnel; hence, offering end to end convenience for card holders all over the country.

Our Scale:

- 7.5 Million pension Cards Issued
- 2.26 Million Takaful & Karama Cards Issued
- 310 ATM deployed
- 14,000 ATM connected through EBC
- 10,000 POS Deployed
- 4000 Tablets Deployed
- 3200 Government Social Insurance Offices supported
- 2.5 Million Agri Acquisition Cards Issued

Notable Projects:

The Social Safety Network (SSN)



- **Pensions**

e-finance provided a solution to operate the electronic payment hub for all payments and collections & the electronic pension payment is one of its services. E-finance provided the services of its card center that will issue the cards and monitor the pensioners.

The e-pay system which is used for registering the pensioners and upload the payment files by NOSI's dedicated staff;

The ATM switch which is used to monitor the POS and ATM transactions and route transactions to other networks (123 networks);

The card management system (CMS) used for balance inquiry, issuing of new cards and pins, and the activation/deactivation of the cards





- **Strengthening Social Safety Net Project – Solidarity & Dignity**

The Takaful and Karama conditional and unconditional cash transfer program is among Egypt’s largest investments in human capital development. The name of the social safety net program translates to “Solidarity and Dignity” and was launched in 2015 with the support of a US\$400 million World Bank program. The Takaful and Karama program is implemented by the Ministry of Social Solidarity and e-finance and has covered to date 2.26 million households which amounts to approximately 9.4 million individuals, or approximately 10% of Egypt’s population.



“Takaful” or “Solidarity” provides conditional family income support aimed at increasing food consumption, reducing poverty while encouraging families to keep children in school and providing them with needed health care. Along with ensuring vulnerable families receive basic nutrition, the goal is to build the ‘human capital’ of the next generation and give them a path out of poverty. The program is ‘conditional’, meaning that households receive a monthly transfer of 325 Egyptian Pounds (EGP) providing they are compliant with certain clearly defined requirements. There are 1,962,785 households enrolled in Takaful (which amount to approximately 8,341,836 individuals or 87% of the program’s total households).

Takafol & Karama Video

<https://youtu.be/cw0XpESkQXU>



The “Dignity” or “Karama” part of the program aims to protect Egypt’s poor elderly citizens above 65 years of age and citizens with severe disabilities and diseases as well as orphans. These vulnerable citizens receive a monthly pension of 450 EGP with no ‘conditions’. The original pension amount was 350 EGP but recently got increased to 450 EGP to enable beneficiaries to cope with price hikes. A new functional disability assessment model has been rolled out across Egypt, moving away from a purely medical approach to disability to a more rights-based model, to determine Karama eligibility. Karama beneficiaries, have reached 306,016 households (which amount to approximately 1,300,568 individuals or 13% of the program’s total households.) Out of Karama beneficiaries, 52,338 (17%) are elderly, 252,338 (82%) are disabled and 1,668(1%) are both elderly and disabled.

Of the households enrolled in the Takaful and Karama program, 1,998,280 are headed by women (or 88% of all households), while 270,521 are headed by men (or 12%).



- **Bayt Al Zakat**

The first phase includes the provision of Zakat through multiple electronic channels suitable to the needs of citizens such as branches of banks, post offices, points of sale and e-finance electronic payment gateway using Visa and MasterCard cards. This phase also includes the establishment of a database for the Ministry of Finance and Zakat payers and linking it to the system of payments and electronic receipts established by the company. The company also trains Zakat House employees on daily settlement monitoring systems conducted through the Central Bank. The second phase includes the establishment of an integrated system to classify the beneficiaries’ data and assess the degree of need according to accurate standards by the Zakat House

with the integration using the "Takaful and Karama" conditional and unconditional cash transfer program.



- **WFP**

Implementing an electronic solution using prepaid Smart Card for registered community school children in Egypt 'Beneficiaries' that currently supports one wallet to dispense food supplies. The provided solution enables the beneficiaries to get food commodities at selected food retailers using this wallet.

- **The Electronic System of Agricultural holdings:**

In the context of the state's keenness on the provisions of censorship and access to digital transformation to assist the state agencies as well as the cooperation between the company and a group of ministries such as(Ministry of Military Production, Ministry of planning, Ministry of agriculture and the Ministry of communications)

The company has successfully registered approximately 1.5 million acquisition forms, bringing the total holdings of the system to 3.1 million.

Agricultural inventory data were recorded for two full seasons (winter inventory for 2018 and summer inventory for 2018) and extraction of all their reports and statistics for the Ministry of Agriculture.



What's next?

We are working closely with the Ministry of Social Solidarity to evaluate and asses more eligible beneficiaries. Our other area of focus is to broaden the number of channels responsible for cash-out services such as cooperation with MNOs.

On the other hand, we are working with other government ministries to launch new e-subsidies that would allow better management of beneficiaries. We are working with the Ministry of Supply for related subsidies. We are also working with the Agricultural bank of Egypt to launch an Agri-Subsidy ecosystem that would rationalize and manage government subsidies for Agricultural input supplies such as seeds and fertilizers as well

as the disbursement of Agri-Loans through e-payment platforms leveraging on our experience in farmers card automation. Another initiative is related to the Ministry of Health program for National Health Insurance System.

4. e-Collection Services

In line with the decisions of the Minister of Finance to prevent the handling of manual checks and the direction of the state towards electronic payment & collections, e-finance has provided one of the most unique and important services to the government sector and companies which instantly provides paying all kind of (taxes / customs / Social Insurance) And exclusively provide the possibility of making government payments from the company's work place 24/7 with the possibility of extracting General reports and detailed payments anytime during the day

e-finance offers e-collection services using web-portal and applications throughout the following channels:

- a- E-Pay solution existing at 35 financial institutions at the branch network for payments over the counter
- b- Corporate payment solutions (CPS) which is a corporate internet application with secured token authentication which allows payments from home or offices through online payments.



Scale

TAX E-Collection

The e-collection of e-government operations taxes increased by **82%** ↑ from the previous year.

Customs E-Collection

Customs E-collection jumped by **96%** ↑ in 2018.

The electronic processing of checks increased by **12%** ↑ compared to previous year.

Social Insurance E-Collection

The e- collection of social security contributions increased by **564%** ↑ by the end of 2018

Notable projects

- Government e-collection services (customs/ taxes)
- Corporate e-collection services (CPS)



What's next?

To extend our services for more Governmental e-collection services & more comprehensive corporate e-collection services

5. Issuers Management & Processing Services

As results of the huge volume of cards issued e-finance as part of od the government social disbursement services, e-finance operates as transaction processing switch based on FIS technology. e-finance manages and operates this switch which is responsible for all authorization related to cards issued by e-finance. This also includes settlements, reconciliation, dispute management though e-finance contact center and interchange handling for acquirers and EBC

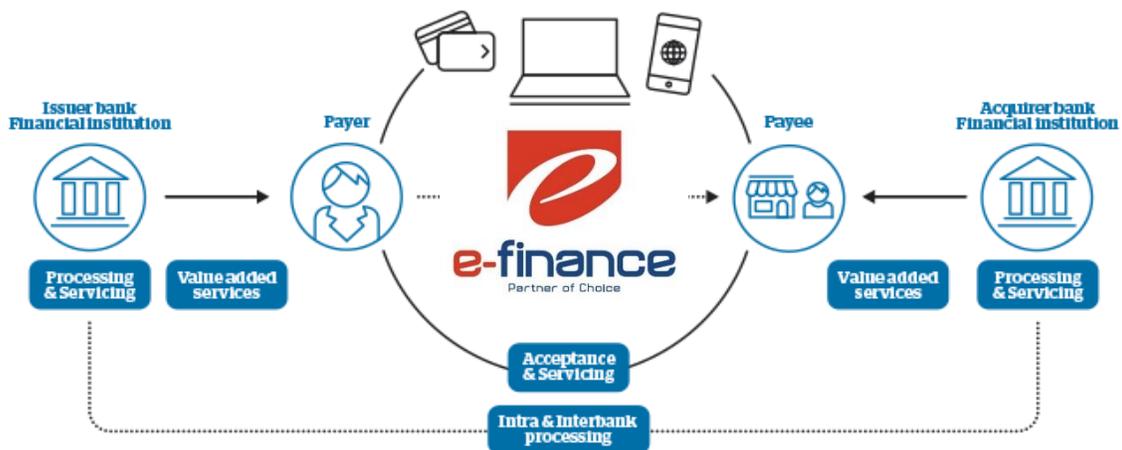
e-finance processing environment follows the global international standards such as EMV, PCI, PCI-DSS & operated by our tier4 datacenter. e-finance provides highly scalable and robust transaction switching with unlimited transaction processing capabilities, and supports online gateway connectivity between banks and Visa to handle very high number of transactions driven from the fact that most of cards holders perform cash withdrawal over 3 days' duration of payroll

Scale

Accepted instantaneous transactions performed by e-finance go above 240 transactions per second and monthly transactions on our payment platforms have reached 12,737,053 and 12 billion pounds are processed monthly

Notable projects

- Issuers Management & Processing Services for the Government & Banking Sector



What's next?

- To extend our services for banks or NBFIs who wish to outsource transaction processing services & issuer management services

7. Labeled ATM Networks

The deployment and Operations of ATM Networks is one of the earlier and strategic services offered by e-finance. We offer ATM HW, SW as well as Operational services. The latter includes the following services:

- ATM Driving
- Monitoring & Incident Management
- Cash Replenishment and CIT Management
- Cash Management
- Reporting analytical services
- Settlements & Reconciliation Services.
- Dispute Handling
- Consumables Management & Supply

White Labeling ATM Services:

e-finance owns and operate a network of ATMs mainly deployed to serve holders of e-finance cards (On-Us). However, the network also offers off-us transactions through integration with local and international schemes.



Brown Labeling ATM Services:

e-finance owns and operates a network of ATMs on behalf of 5 Financial Institutions in Egypt whereby we deploy these units in the bank locations to serve their customers as well as non-customers.

Scale

- Our network is based on 310 ATM machine all over the government

Notable projects

- ENBD Bank
- ABC Bank
- AIB bank
- HDB Bank
- SIO Fund



What's next?

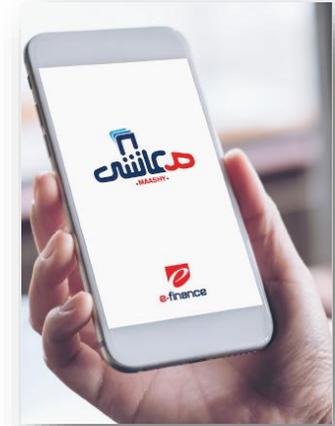
Expanding our ATM network to serve more business

Increase the services offering on our network by adding Value added services like bill payment and remittances.

Implement deposit based solutions such as e-collection services and to relate this to Government related projects.

8. e-Platform Solutions

In 2018 e-finance launched e-platform solutions unit aiming to expand its offerings in the area of mobile, e-commerce and marketplace platforms. We signed three protocols. The first protocol was signed and implemented with Ministry of Social Solidarity under Maashy Phone for the a mobile application for pensioners that provides information services and notifications as well as the ability to perform online bill payment and top up services.



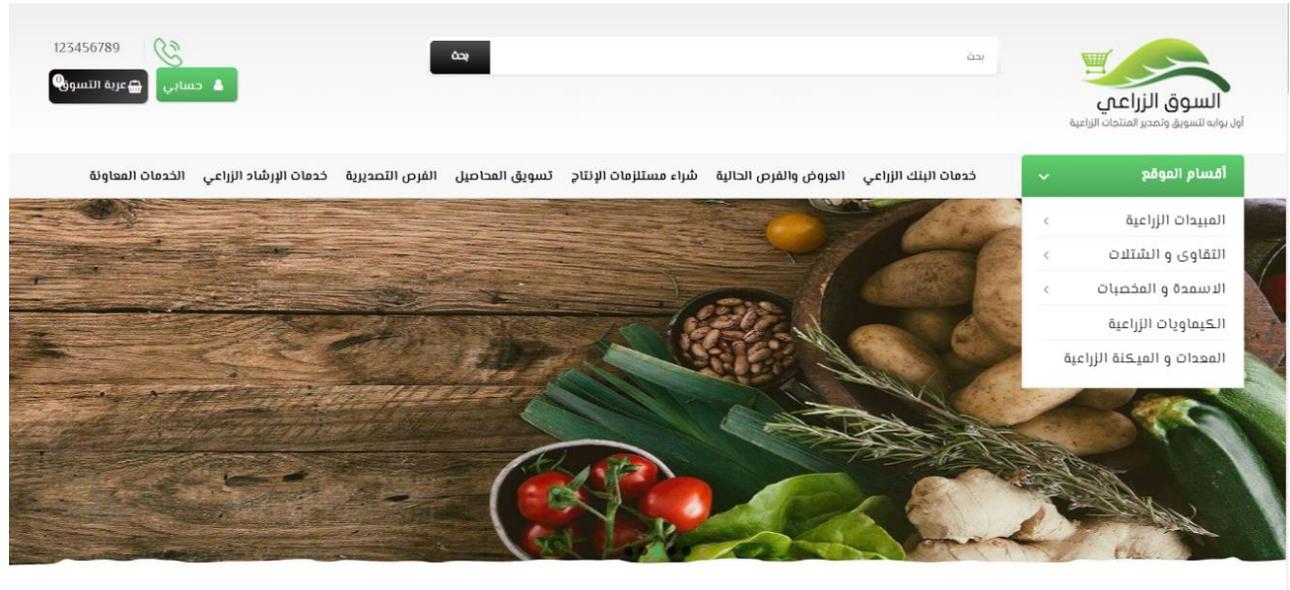
The second protocol was signed and implemented with Egypt Post whereby we launched Easypay mobile application which provides information services for buyers of Egypt Post prepaid cards. The customers use it to check their card balance as well as use the card to make bill payments, P2P transfers and QR payments.

The third application, a unique and promising use case, was signed with agricultural bank of Egypt to launch the Agri-wallet for ABE customers to be used for bill payment and P2P remittances and integrated with EBC Tahweel network for cash-in and cash-out.



Our Scale and Notable Projects

Although recently launched, Ma3ashy Phone, Easy Pay and ABE are promising mobile applications and we expect them to be widely used by the end of 2020.



What's next?

We are currently working with ABE and Ministry of Agriculture to pilot a national e-commerce platform for Agriculture whereby the disbursements of a government subsidies for input supplies will be provided, managed and monitored electronically according to the Agri Aquisition information. Hence the state would ensure proper disbursement of each subsidy type. The platform will also be the venue to purchase all the agricultural inputs such as seeds and fertilizers.

On the other hand the platform will be used to promote the products of the agricultural community after production to be sold directly the wholesalers, consumers and business electronically locally and internationally. In parallel we are working on similar projects in the trade and manufacturing sectors to launch e-commerce platforms.

Services by e-finance lines of business



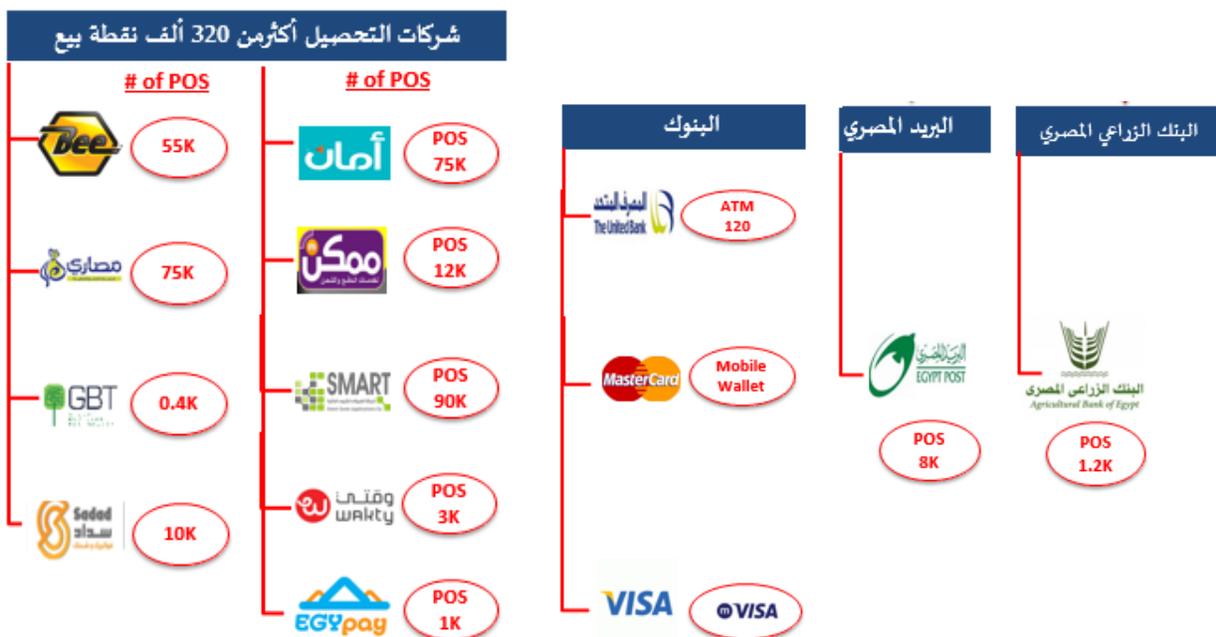
1. Retail Channels e-Collection Services



e-finance have established the largest ecosystem of bill aggregators in the market known as Khales Retail Network – powered by e-finance. Our strategy is simply to be the Aggregator of Aggregators and to cooperate with existing networks in the market. This thoughtful strategy allows e-finance to be a central hub for all government and Utility payments like Electricity, Water, Gas, Schools, etc... whereby any aggregator who connects to this unified platform would instantly be exposed to all offered services and therefore become another cornerstone in adding more convenience and touch points for citizens through the vastly growing network. Khales is uniquely a real-time online payment hub directly connected to the government TSA accounts and offering online bill presentment from connected government services.

Therefore, most of the electronic collection companies operating in Egypt, in addition to all the Egyptian post offices and many banks and ATMs of these banks are part of Khales Consumers Network. This is in addition to the electronic channels of the banks, bringing the total points of sale available to more than 320,000 points distributed throughout all the governorates. It provides citizens with all payment services to pay for all types of public services.

Scale



Notable projects

Electricity (Prepaid /Postpaid Cards)

In 2018, Integrated with all the 9 Electricity distribution companies operated around Egypt that serve 34 million citizen & availing the electricity bills & prepaid collection through Kholes Channels.

The monthly growth average achieved more than 30% in last month on all Kholes Channels which helped effectively the cash flow in the electricity companies & reflect positively the payment process for the Egyptian citizen

Water (Prepaid /Postpaid Cards)

The electronic collection service has been implemented for the governmental water supply companies of Cairo, Giza and Alexandria to serve more than 6 million customers. We are working with all other water supply companies for implementing the e-collection services targeting more than 15 million customers.

Natural Gas (Prepaid /Postpaid Cards)

We are also working now on implementing e-collection services for Natural Gas Supply companies like Egypt Gas, Town Gas, Nat Gas, Regas, and finally Taqa targeting hundreds of thousands of customers.

Universities (Prepaid /Postpaid Cards)

Signed with most of the Government Universities & lot of private universities to collect yearly fees of 3 million students through POSs, Banks branches & Post offices

Working on the e-collection of Schools fees for more than 22 million students in cooperation with the Egyptian education & behavior ministry to avail the e-payment service easily & secured through lot of Channels

What's next?

Adding more governmental services and continue growing the touch points

2. Integrated Smart Solutions ISS - (Card Center)



Card Issuance for Mega Projects, migrations and transformations become easier and cost efficient through our high speed card personalization systems with a capacity of personalizing more than 150,000 cards per day in our facility in addition to the complete solutions for card affixing and mailings solution, delivery forms and card packing.

We have been providing personalization and operation services for the last Five years to the Card Industry and have personalized and operate over than 6 Million Cards which each processing, issuing, embossing and operating system is a client defined and integrated with a wide range of compatible system features. We also look after similar activities related to the renewals and reissuing of cards.



Cards Production including embossing, indenting, thermal printing, laser engraving, encoding magnetic stripe and smart chip under secure environment which required by international card organizations and associations in payment card industry.

We provide 24 x7 working hours for card personalization, issuance and processing services.

Our Security measures are of the highest standards to ensure complete confidentiality of data and cards.

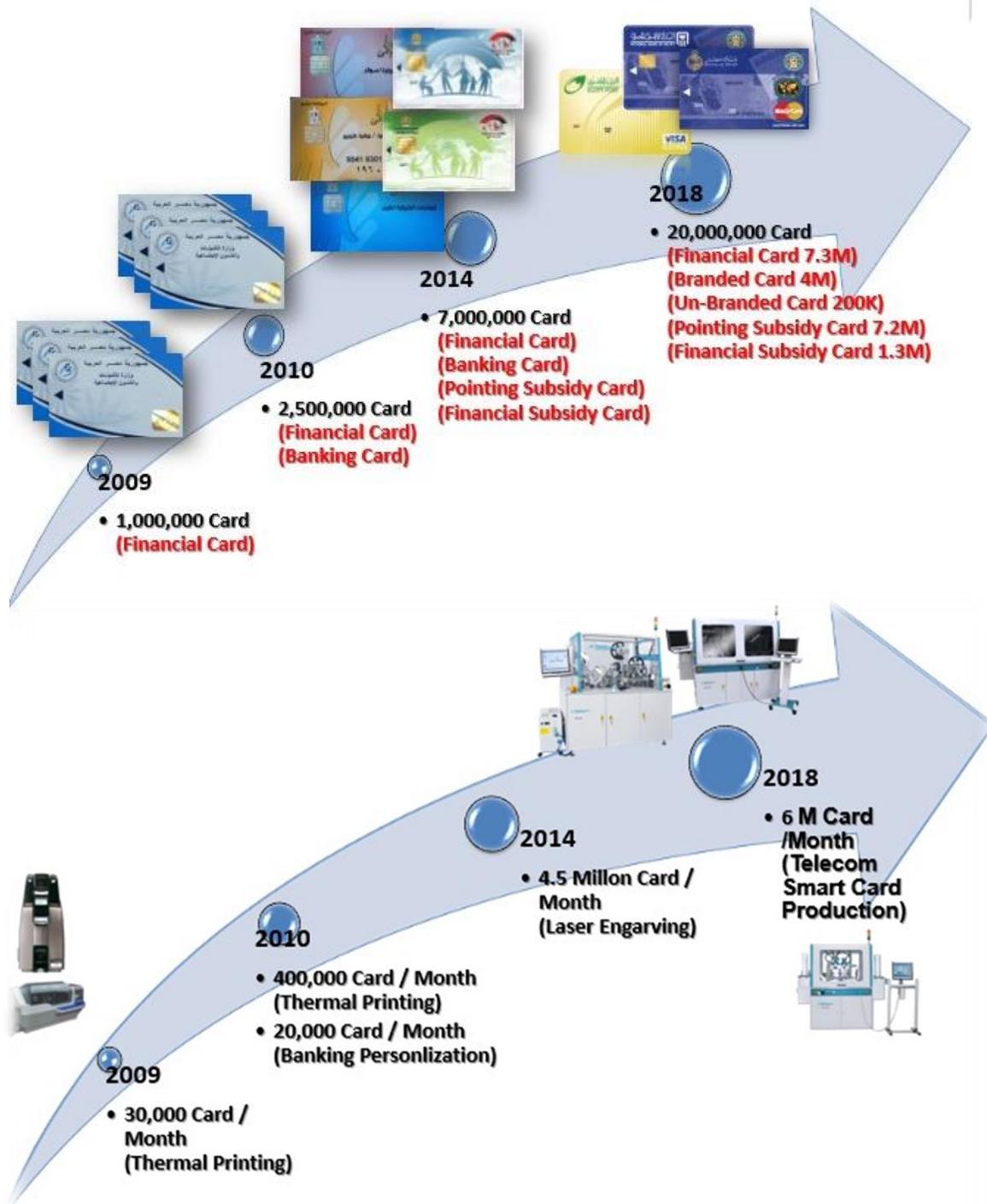
We serve banks, Telecom Service Providers, Financial Entities, Multinational Corporations; local, national and Global as well as governmental entities.



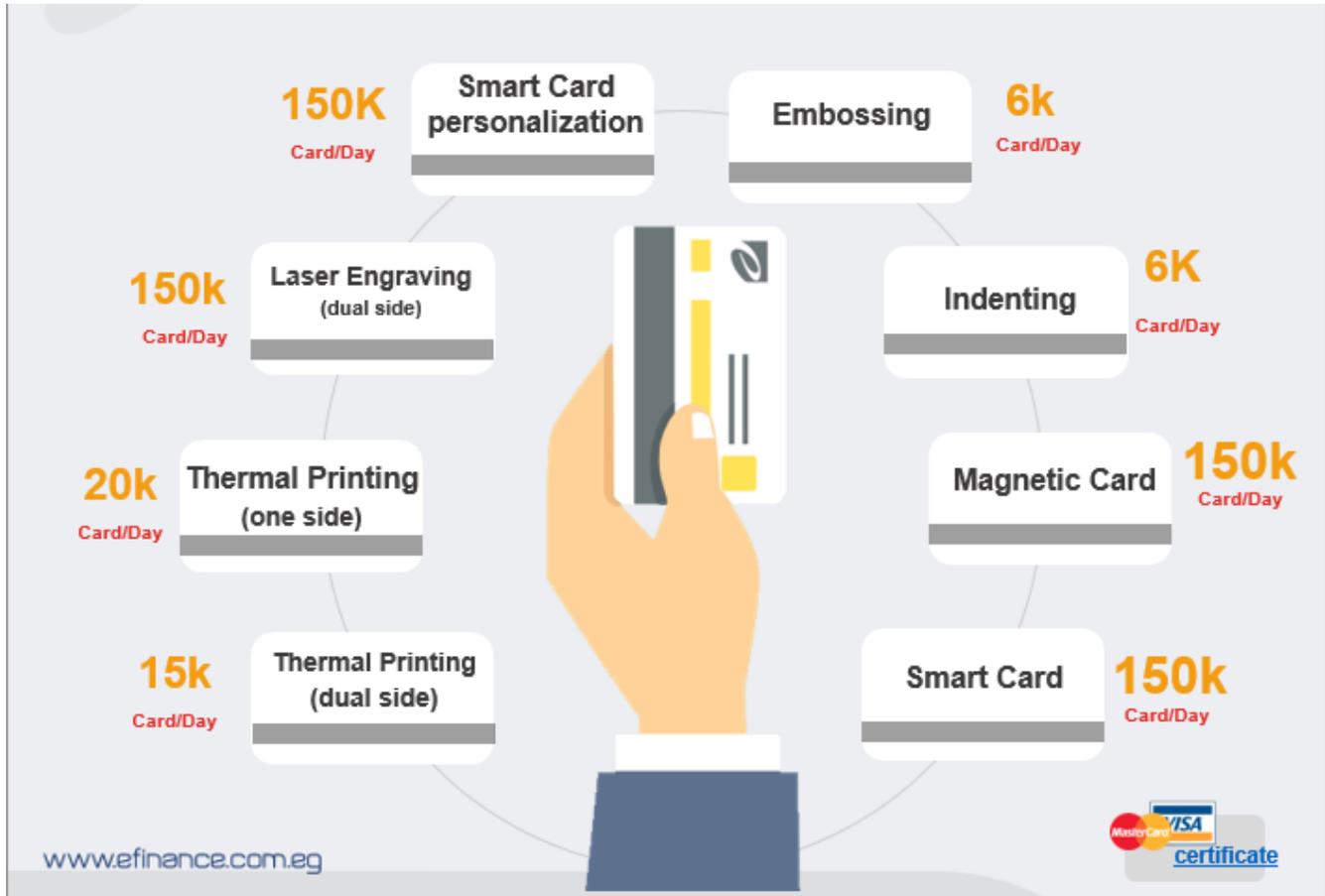
Market Share

e-finance share represents 47.7% from total Prepaid cards market.

- Total prepaid cards 10,447,478 in 2017 with 15% growth to be 12,014,600 cards
- Total prepaid card issued by e-finance 11 Million card with market share of 47.7%



Scale



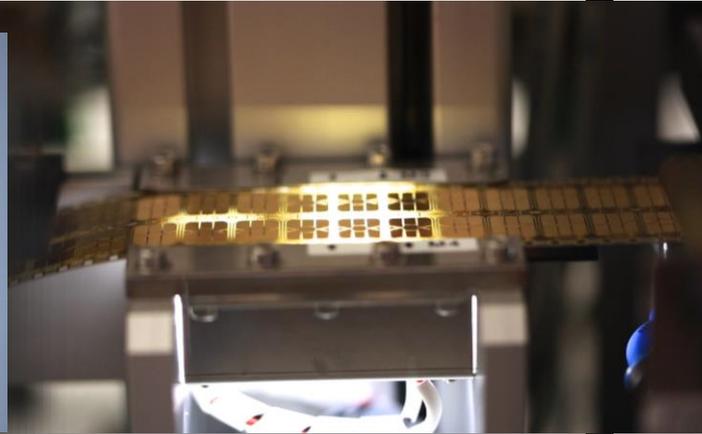
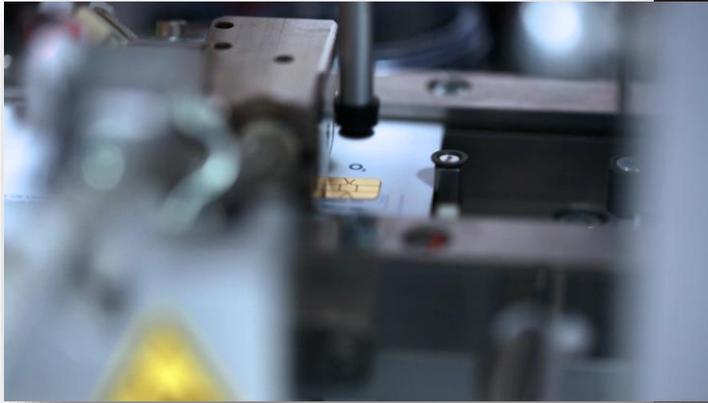
Notable projects

Egyptian Pensions Authority
Egypt Post
Banque Misr
National Bank of Egypt
Arab Investment Bank
Arab Banking Corporation
Egyptian Ministry of Social Solidarity
Visa International

World Food Program
MasterCard Worldwide
Nasser Social bank
Societe Arab International de Banque
Egyptian Ministry of Agriculture
Egyptian Ministry of Petroleum
Telecom Egypt

What's next?

lead the region in the FinTech revolution in the way we manage transactions. Advances such as EMV/ contactless cards, mobile payments, wearable apps, improved mobile banking, mobile-only banks, and cardless cash at ATMs have all made financial transactions more convenient and less expensive for the consumer. ISS roadmap will capitalize on the prepaid card momentum, IOT Solutions for Smart Cities and the wide use cases for this type in new governmental projects. Egypt targets dependency on prepaid cards especially contactless cards to be used for payment of parking slots, transportation and utilities payment such as Electricity, Water, Gas .



Certificates



Smart Solutions Movie

<https://www.youtube.com/watch?v=ZN-PCQNY1kA>

3. Contact Center Services



e-finance contact centers deliver a cost-effective customer experience for all types of calls regarding debit, credit, commercial, prepaid and loyalty cards, as well as loans. e-finance also offers contact center services to support governments, telecommunications providers and other corporate customers. A company's comprehensive services can be integrated into its card management platform, in-house systems or offered as a standalone service. It offers self-service web applications, interactive voice response (IVR), e-mail and standard mail, voice or Short Message Service (SMS) through a customized solution or a shared multi-skill operation

Scale

The company offers state-of-the-art call center facility with 500 agents 24/7 with more than 1.5 million call monthly & more than 15 million customers. The call center agile platform provides interactive voice response (IVR) services to clients, with full automated digital integration platform for online social media channels.

- 24/7 availability for relevant services
- Card blocking, replacement
- Inbound activation calls
- Cross-selling to increase share of wallet
- Inbound acquisition calls
- Multiple channels supported: mail, phone, web
- Multiple languages supported
- Sophisticated reporting and analysis tools
- Interaction with Social Networking channels



Notable projects

Ministry of Finance
Orascom Telecom
Agricultural bank of Egypt
Nasser Social bank

Egyptian Pensions Authority
Egyptian Ministry of
Petroleum
Ministry of Agricultural
Egypt Post

What's next?

Digital transformation and a radical customer focus are giving contact centers a powerful boost. Traditionally, however, the era of digital transformation means not only reacting to problems but actively participating in the customer journey and building the customer relationship & customer care. Whilst big data has been part of everyday business for some time, Big data does reveal trends, yet context-related data such as customer preferences, location or service history is absolutely vital when providing an individual response to a customer request.

4. e-support Services **e-SUPPORT** دعم الخدمات الإلكترونية

e-finance e-Support services provides a wide ground operational and technical support throughout the products deployment life cycle. Moreover, e-finance provides a full after sales supporting services according to the international standards with responsive SLA for all our enterprise services. Our extensive network of experts all over the country dedicated to the highest level of support that builds trust every day



Scale

The e-support services combined of 600 field agents distributed all over the governorates Through 27 offices, in addition to a responsive centralized service desk & incident management team located at the HQ premises to handle & support the daily operation procedures with latest data-analytical tools & platforms to insure the maximum benefits to our customers. The e-support services provides smooth products rollout, deployment & technical support with highly qualified technical support agents to insure efficient 360 engagements with the customers

Notable projects

- GFMIS Rollout Services
- National Population census
- Petroleum Management System
- Agricultural Management System

What's next?

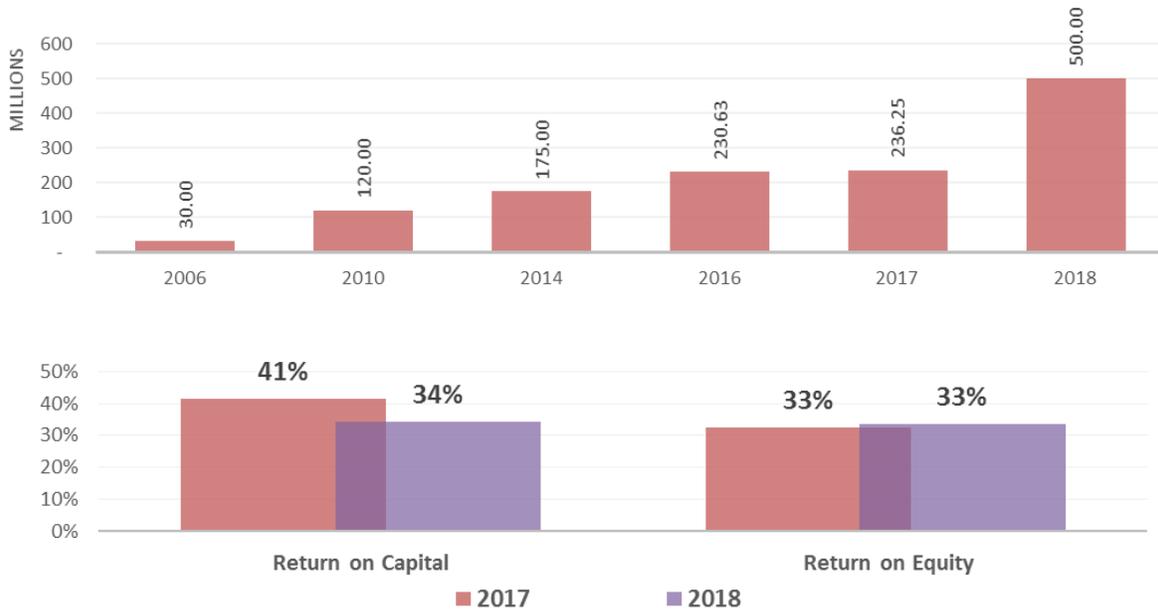
The e-support services will capitalize on the Smart connected products and Internet of Things (IoT) technologies to enhance the field support diagnostic lifecycles and other technical responsibilities. This has added new dimensions to the industry as we focus on enhancing and improving the customer relationships, loyalty, and delights as we are committed to improve operations lifetime values to our customers.

Investment & Financial Position



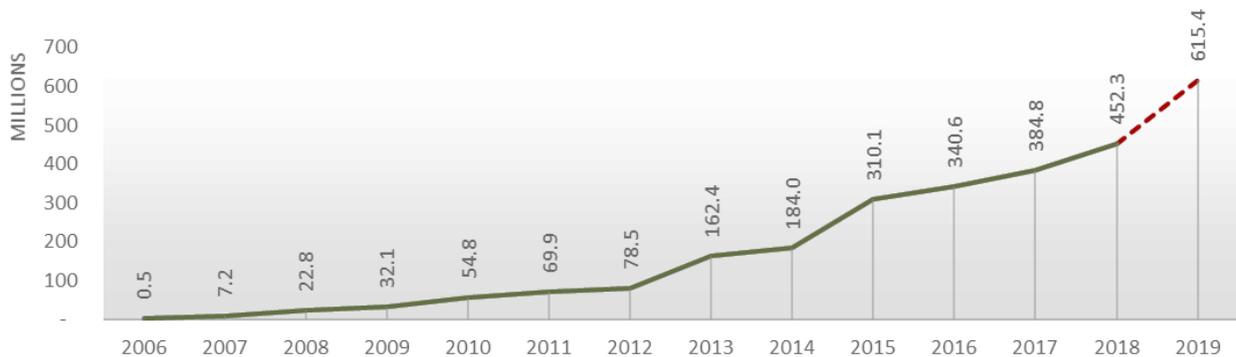
CAPITAL

The Company started in 2006 with a paid-up capital amounted to EGP 30mn and throughout its journey several capital increases took place till reaching EGP 500mn by end of 2018 to accommodate the infrastructure and operations expansion. The Company aims to increase it's capital during the coming three years to reach EGP 1.5bn.



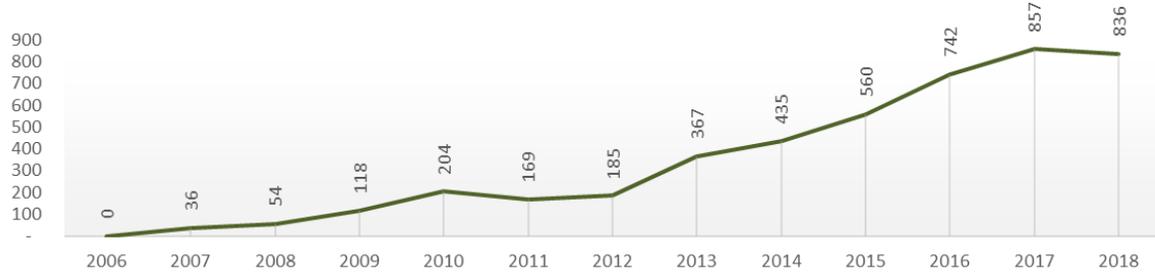
INFRASTRUCTURE

Company's strategy focusses on continuous support and develop for the internal infrastructure. Total Fixed Assets reached EGP 452mn by 2018 and expected to increase by 36% in 2019 to accommodate company's existing and new projects.



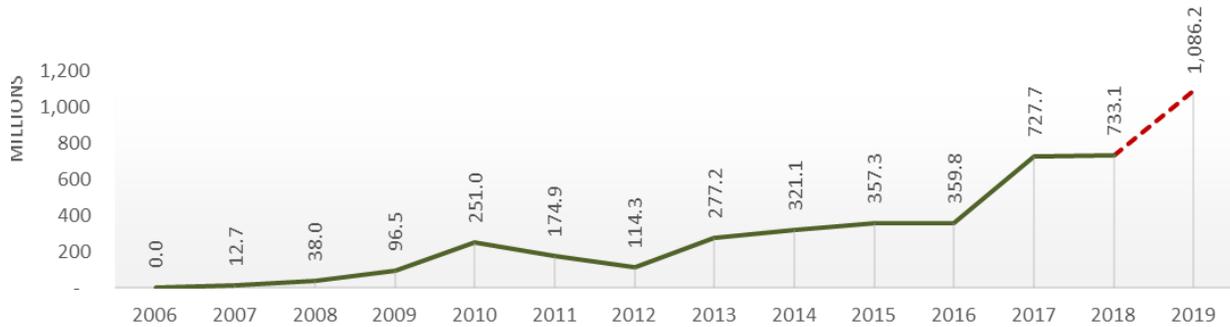
HUMAN RESOURCES

The below graph shows the company's headcount evaluations since inception and till present.

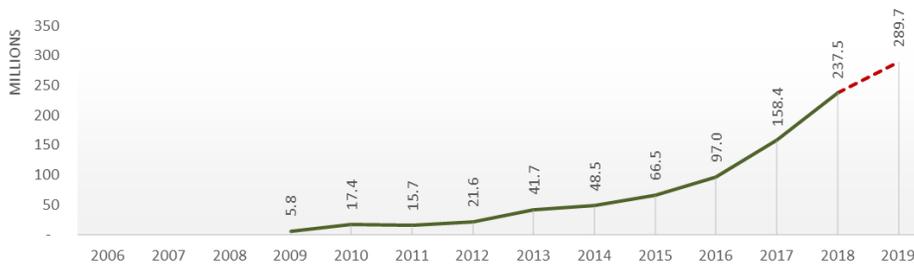


REVENUES

Below the annual revenue generated. It can be deduced that revenues were doubled between 2016 and 2017 and expected to redouble between 2018 and 2021.



The following graph represents the transactions revenues evaluation since inception, it represents 21% and 32% from total revenues in 2017 and 2018, respectively.



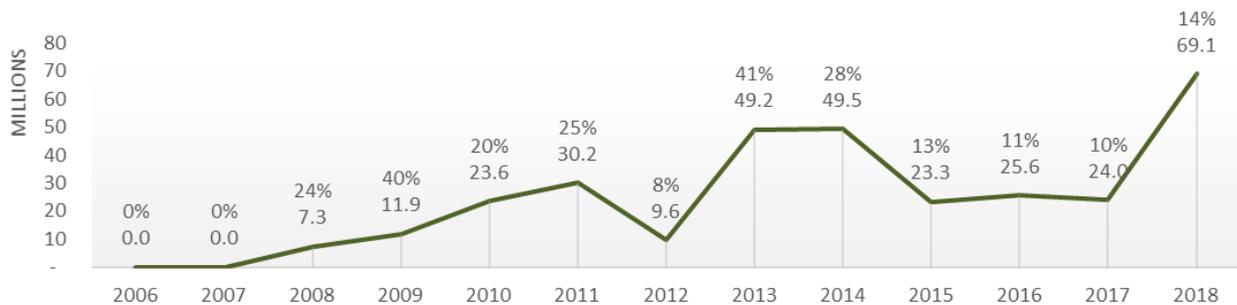
NET PROFIT BEFORE TAXES

The Company enjoyed a tax exemption for the first ten years of operations that lasts till 2017, though starting 2018 the company starts paying taxes amounted to 22.5%. As shown in the graph the Company managed to double its profits before Tax with over than 113% in 2018 compared to 2017. Where the ambitions to reach half a billion Egyptian pound in profits before Taxes in the coming three years.



DIVIDENDS

Since 2008 and till 2017 the company distributed nearly a total of EGP 254mn, which represents more than 107% of paid-up capital till 2017 (EGP 236.3mn). Graph below shows the distributed dividends to return on paid-up capital from 2006 till present.



INVESTMENT

Beginning of 2018, the company development a new best in-class roadmap investment plan for the coming years and which were approved by the Board of Directors during the beginning of fiscal year 2018; that lies into two streams:

1. **Internal investment expansion:** through a deep dive for each of the company's sector (Gov. e-payment network, card center, call center, retail sector...etc.) an investment plan has been developed for each to able to maximize sector's profitability, based on the company's aspiration.

It's worth mentioning, by end of 2018 the Company's has been able to double its profits before Tax with over than 113% compared to 2017. The company ambitions to reach half a billion Egyptian pound in profits before Taxes in the coming three years.

2. **Exploring external investment opportunities (FinTech & e-payments sectors):** the company's strategy focuses mainly on exploring opportunities within FinTech, e-payment companies, and by which generates an attractive financial return and also which would maximize shareholders return and as well as, serving the increasing demand for both national payments council and Egyptian Central Bank to achieve Egypt's financial inclusion.

During 2018, several investment opportunities have been studied; mainly in FinTech, e-payment, Micro-finance and as well as opportunities were to perform our core business in Africa. Currently, the company holds an equity in two companies; e-serve (12%) and MTS (20%).

As the Egyptian government is seeking to IPO State-run Companies by selling stakes in more than 20 state-owned companies, in which ten companies including e-finance will see their shares floated for the first time on the Cairo stock exchange by end of 2019, stakes offered will range from 15% to 30%.

Thank you