

# Investor Presentation

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2024

# Introduction

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e-finance is a leading fintech focused investment management firm in Egypt



# Attractive Market Fundamentals

The Egyptian market holds great untapped potential across multiple industries inline with the country's Vision 2030 to become a cashless society



# Egypt's Pioneer and Accelerator of Digital Transformation

e-finance has established the building blocks for Egypt's digital transformation and is the country's national technology champion

## Through its portfolio companies and investments in key sectors

Creating value by investing in key technologies that are catalysts for change

Growing its presence across the digital payments value chain



Driving Egypt's digital transformation across key sectors

## Focus industries for e-finance



### 30%

Bill Payment Growth  
5-year CAGR

Despite extensive digitization in the last 10 years, only 7-8% online bills in Egypt



### \$15bn

2023 Tourism  
Industry

Expected to double in the next 2 years



### EGP672bn

2023 Transportation  
Industry

Higher investments in the transportation sector are expected in the coming years

# Well-Positioned to Capture Opportunities, Drive Growth, and More than Double its Bottom-Line Over Three Years

The Group's deeply rooted presence in the digital payments space coupled with its diversified business model has left it ideally positioned to capture multiple opportunities that will continue to drive its growth



## 35%

3-year target revenue CAGR



## +44%

EBITDA Margin



## +33%

Net Profit Margin

### Post IPO Period | EGP, Mn

- 45%
- 38%

1,262

1H2022  
■ Revenue

+81%

● EBITDA Margin

- 44%
- 33%

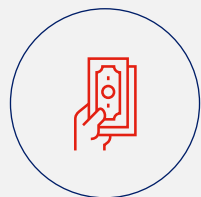
2,283

1H2024  
● Net Profit Margin

# Ambitious growth driven by a five-pronged strategy

## Building blocks to achieve outstanding performance

The Group's strategic pillars are fueled by an underlying investment strategy that is tailored towards injecting capital into key areas that will deliver on the Group's ambitious growth targets



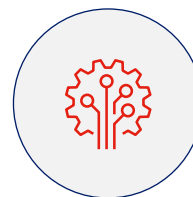
Shifting to more  
lucrative revenue  
streams



Expand presence in  
key sectors



Grow tax and  
customs collections



Enhancing  
customer centricity  
with B2C solutions

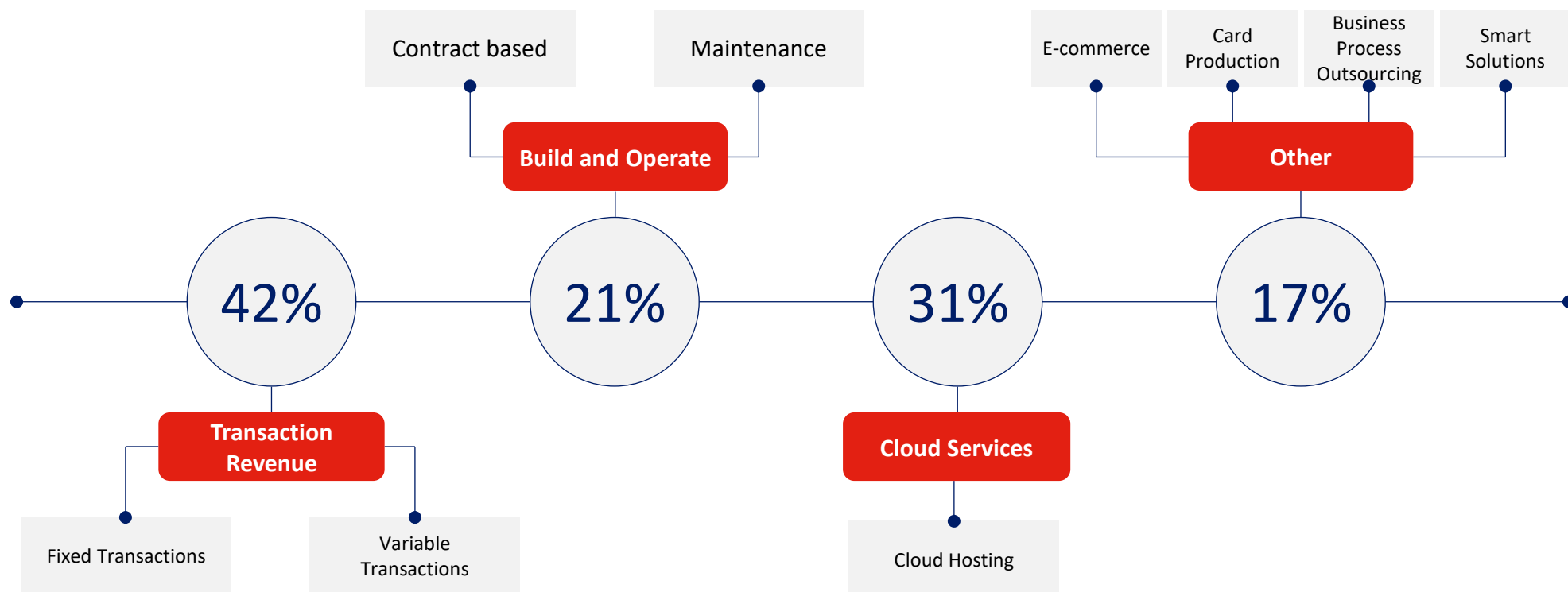


Tap new markets  
beyond Egypt



# Boasting a Diversified Business Model and Five Key Revenue Streams

A one-stop-shop providing an array of services capturing every point of the digital payments and technology value chain





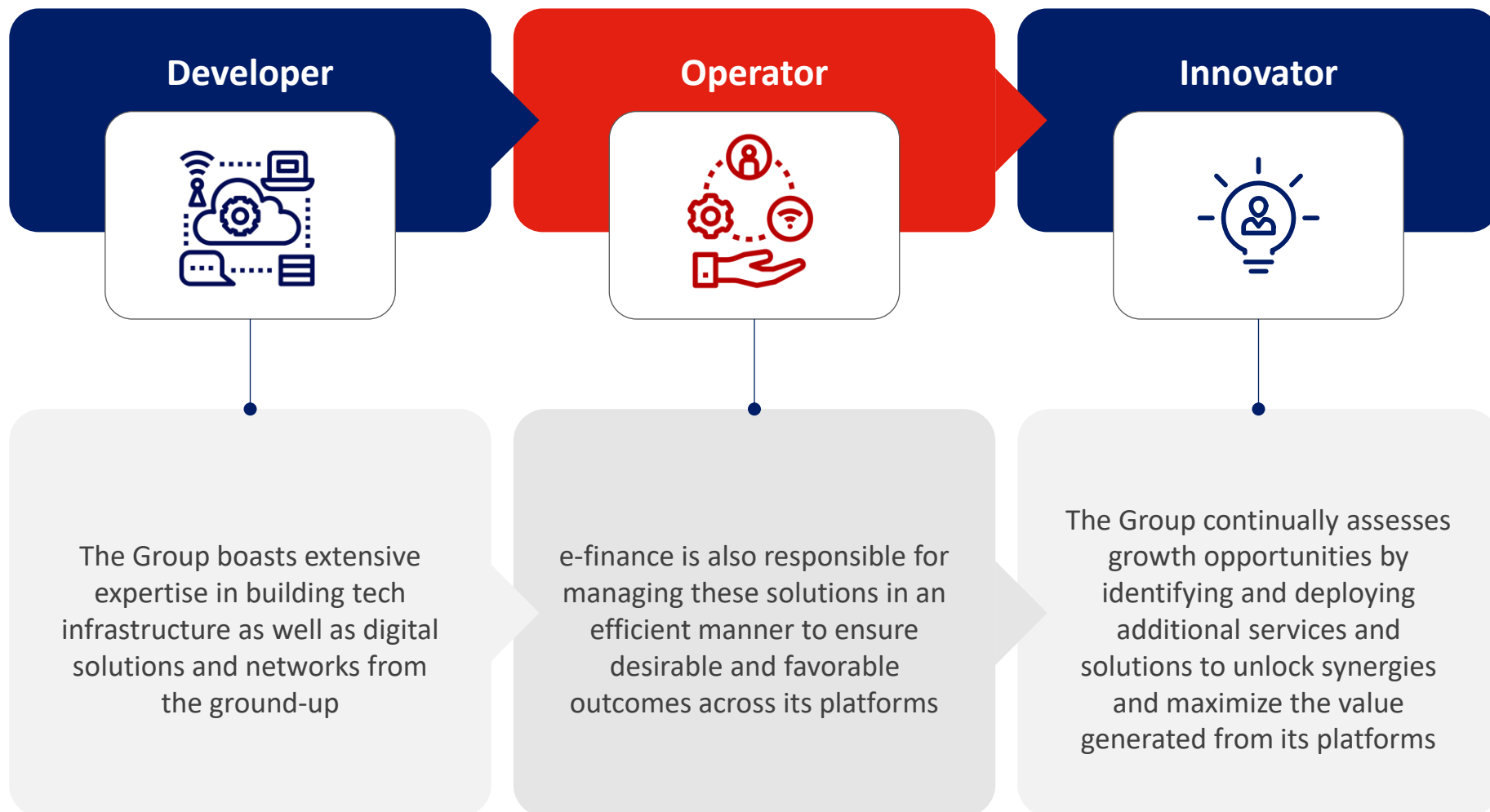
# Competitive Edge

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Well-positioned to continue delivering on our  
strategy



# e-finance's Operating Model Covers Key Points In The Digital Value Chain



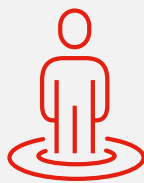
# Competitive Edge | Access to Data

Leveraging an expansive database to enhance service offering

As the government's exclusive partner for Egypt's digital transformation, the Group has been able to leverage its advanced tech infrastructure to amass a large pool of data

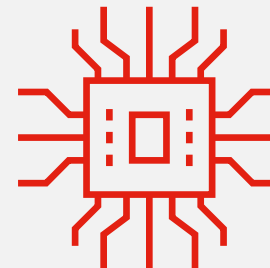
Leveraging the Group's access to its comprehensive pool of data generated from its current

## +20



## million customers

to generate key insights, e-finance is well-positioned to create tailored services that better address the needs of its market, over the competition

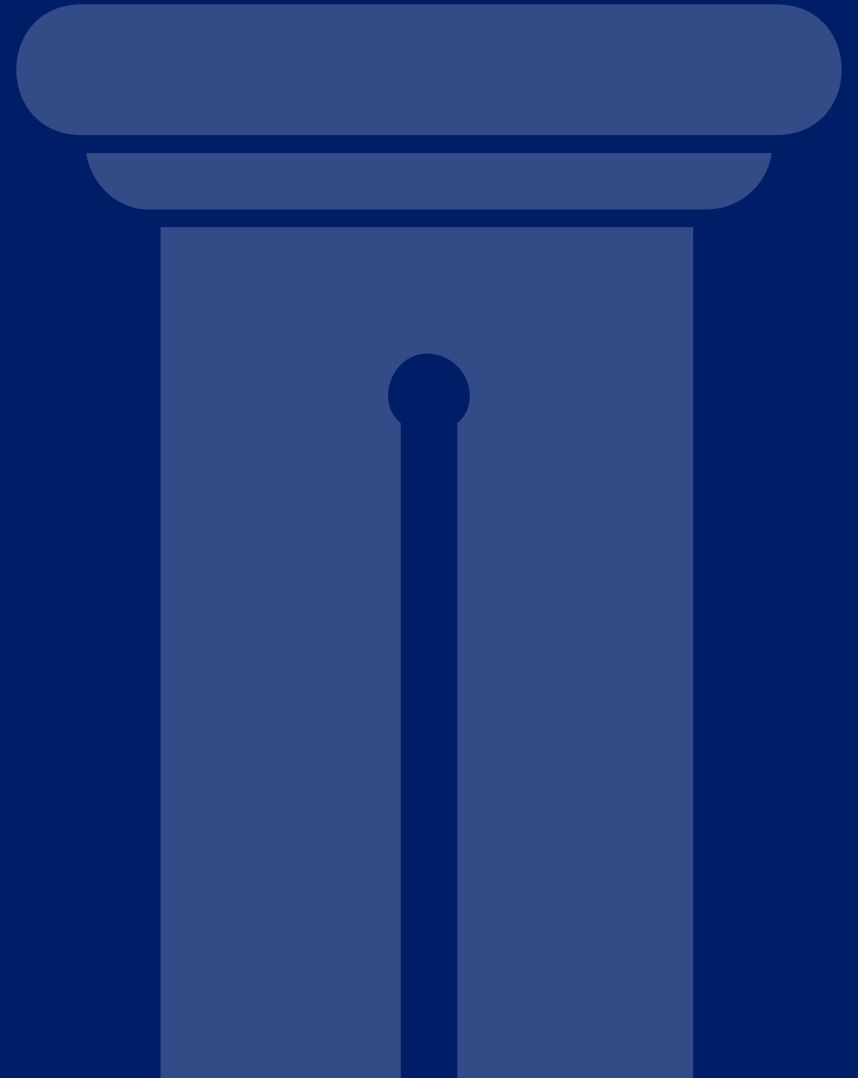


## The Power of Data

# Growth Avenues

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Unpacking the drivers of our future growth and identifying the opportunities that will enable us to achieve our targets



# Shifting to more lucrative revenue streams

The Group is focusing on increasing the contribution of three lines of business that have proven to be key for sustainable long-term growth

Maximizing the value generated from higher margin revenue streams is key in maintaining the Group's financial health as it navigates Egypt's turbulent operating environment



**Transaction  
Revenue**



**Cloud  
Services**



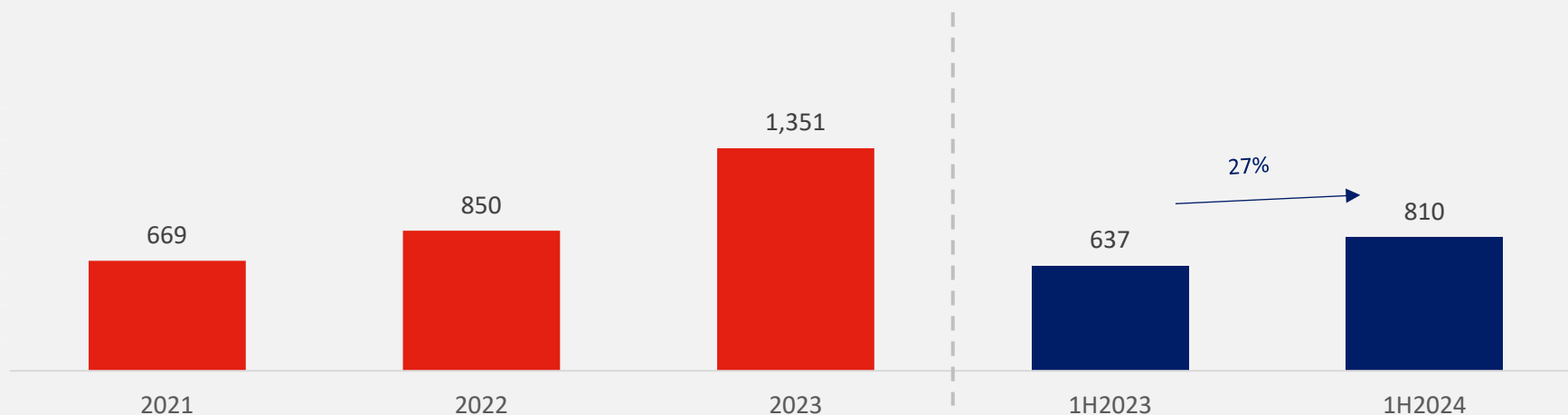
**Embedded  
Finance**

# Shifting to more lucrative revenue streams

## Transaction revenue

Transaction revenue continues to be a lucrative revenue stream for e-finance. Revenue is derived from variable fee transactions, which are based on a take rate on the volume processed, and fixed fee transactions, which are tied to the number of transactions processed with a fixed rate per transaction

### Transaction Revenue Growth | EGP, Mn



# Shifting to more lucrative revenue streams

## Cloud services & technical support

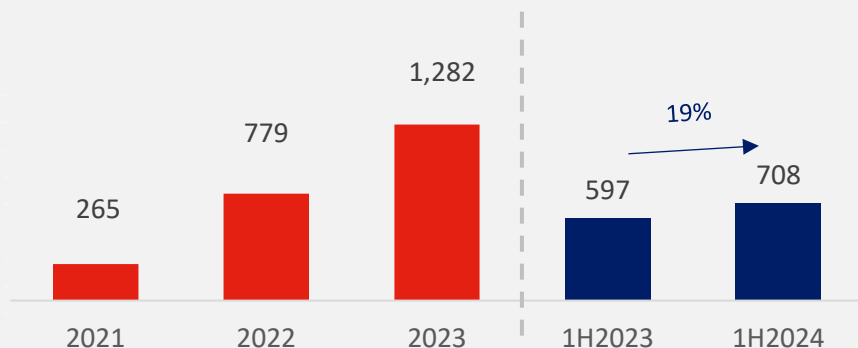
The Group is one of the largest cloud service providers in Egypt and helps organizations achieve rapid deployment and flexible scalability through its comprehensive and fully integrated cloud solutions and technical support offering

**Egypt's public cloud market is anticipated to maintain its strong growth trajectory as investments in this space continue to rise**

**e-finance's cloud solutions offering leave it well-positioned to reap the rewards of this growing space**

### Group's Cloud Revenue Growth | EGP, Mn

Revenue contribution grew from 2% to over 30% of the Group consolidated revenue in 5 years



### Focus industries for e-finance

Premier government cloud service provider

Penetrating the corporate cloud services segment across key sectors



Medical



NBFS



Industrial

Offering various solutions



SaaS



PaaS



IaaS

# Shifting to more lucrative revenue streams

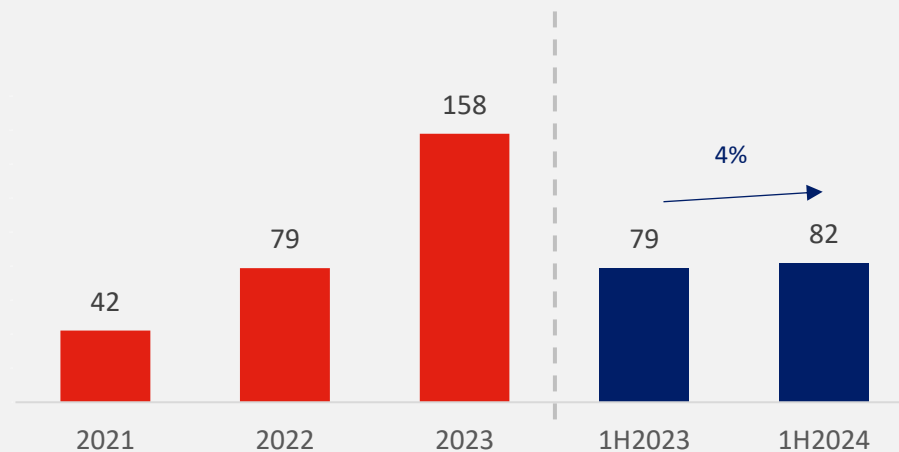
## Card management solutions

**e-finance** has a clear edge over the other – few – players in the card management space in Egypt...

...The Group has been mandated to migrate pension, social subsidies, and farmers cards to open loop banking cards...

... and has excellent potential to expand its services to smaller banks that do not have access to a card management processing system

### Card Management Revenue (EGP Mn)



**c. 7 million cards managed**  
(▲ +350% since 2021)



# Leveraging technology to bolster Egypt's tax infrastructure

## Formalizing the tax space

Through its investment in e-Tax, the Group is able to simplify the government's tax processes and unlock operational efficiencies across Egypt's Tax Authority (ETA) and the Real Estate Tax Authority (RTA)

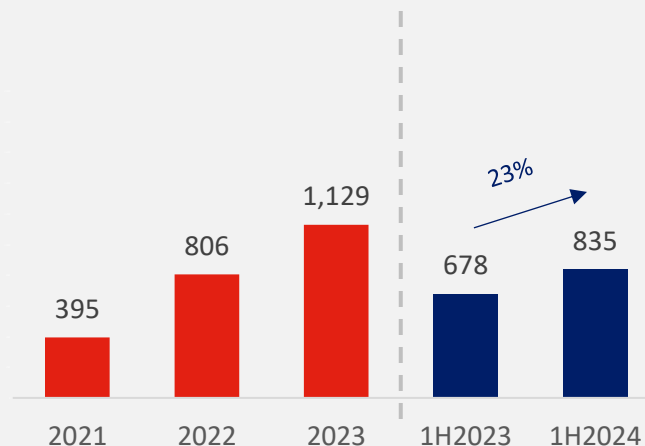
**As the sole tax collector for the Egyptian government, e-finance stands to benefit from Egypt's growing formal economy**

The Group's tax platform generates revenue from the following channels...



...all of which are serviced by the Group's cloud hosting line of business, providing an additional source of high margin revenue for the Group

**Tax Platform Revenue (EGP Mn)**



# Fueling digitization for government payments and collection

Capturing an increased share of government transactions

e-finance's unique positioning as the premier government partner for transaction processing has allowed it seamlessly process billions of transactions annually

## Where We Stand Today

**100%**

e-finance processes **100% of government payments**

**20%**

e-finance directly processes 20% of these collection transactions

EGP  
**1**  
Tn

e-finance processes EGP 1 trillion worth of transactions annually

## The Opportunity

**3**  
Bn

e-finance is aiming to digitize the remaining 3 billion annual government transactions

EGP  
**1.5**  
Tn

e-finance is now mandated to process c. EGP 1.5 trillion worth of transactions generated from +50 economic authorities, including the Suez Canal and Egypt Post

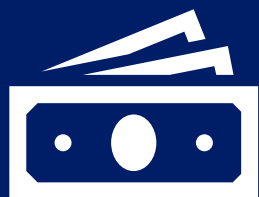
EGP  
**2**  
Tn

The annual volume of transactions processed expected to exceed the 2 trillion mark over the next two years

# Expanding presence in Egypt's thriving tourism space

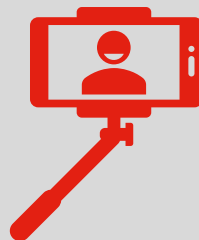
As one of the most visited countries in the MENA region, tourism is vital to Egypt's ability to generate foreign currency and e-finance has been mandated to play a key role in supporting the growth of the sector

## Opportunities in Egypt's Tourism Sector



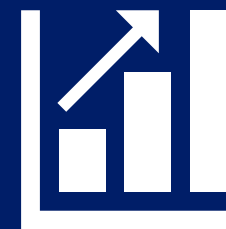
USD **c.7** Bn

Egypt's tourism revenues in 1H2024 have reached an all-time high of over USD c.7 billion...



**+7** Mn

... with the number of tourists visiting Egypt in 1H2024 surpassing the 7 million mark



USD **30** Bn

e-finance's tourism platforms are expected to benefit Egypt's aggressive strategy to triple annual tourism revenues to c.USD 30 bn over the next by 2026

# Expanding presence in Egypt's thriving tourism space

The Group is eager on implementing tech-driven solutions to elevate how tourists interact with and access Egypt's historic sites

## What has e-finance done?



Develop e-ticketing and booking solutions for touristic attractions in Egypt

**84**

### Touristic Sites

Mandated to automate digitalized ticketing and payment systems at gift shops across 69 touristic destinations in Egypt



Develop a tourism booking platform for transportation, entertainment, and events at Egypt's major touristic sites

**10%**

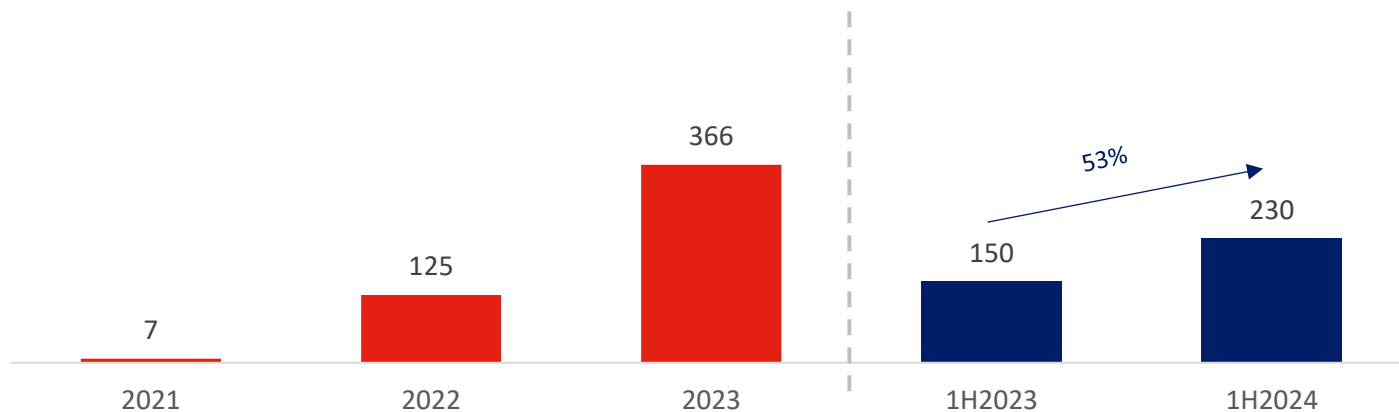
Tourism revenues now contribute c.10% of Group revenue

**+100**

### Touristic sites

The Group has managed to achieve its target of expanding its digital ticketing solution to over 100 sites in 2024

## Revenue Growth (EGP Mn)



# Maximizing value generated from customs as restrictions ease

## A one-stop-shop for trade digitization

By offering a one-stop-shop for trade digitization through its Single Window system, e-finance is able to integrate and coordinate all information related to the nation's Customs Authority across all ports in Egypt

### What has e-finance done?



Developed Egypt's Single Window system (Nafeza) and is active across all major ports

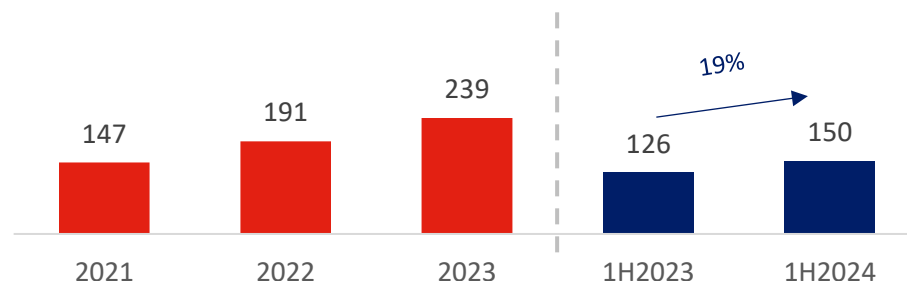
**2<sup>nd</sup>**

Revenues from Nafeza are the second largest contributor of cloud revenue for the Group, providing a key source of high margin income

### The Opportunity

Current import restrictions facing Egypt have hindered revenue from the customs authority, however, as restrictions ease, the Single Window system is anticipated to deliver stronger results and become a greater driver of growth for the Group

### Revenue Growth (EGP Mn)



# Managing Egypt's Social Solidarity Network

Providing solutions that support the livelihoods Egyptians

e-finance has successfully digitized and currently manages Egypt's subsidy programs, which includes Takaful and Karama, through its collaboration with the Ministry of Social Solidarity

**e-finance has created various avenues of revenue generation across the social safety network, with subsidies and social insurance payments acting as the primary contributors of revenue**

## Social Solidarity Platform

### Takaful and Karama

Fixed fee revenue

Card management revenue

Card production revenue

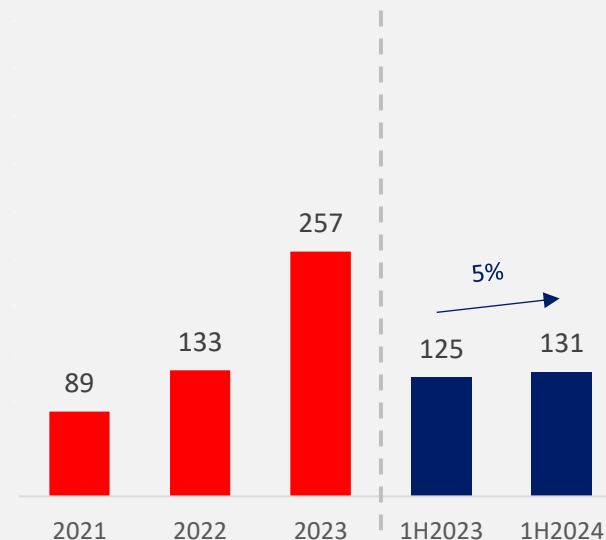
### Social Insurance

Variable fee revenue

Card management revenue

Card production revenue

## Revenue Growth (EGP Mn)



# Digitizing Egypt's transportation sector

e-finance has been mandated to support Egypt's push to digitize payments in the transportation sector

## What has e-finance done?



Digitized the **4** largest railway stations in Egypt by launching its e-gates solution

**180**

Million  
People

The 4 stations contribute c. 50-60% of Egypt's annual railway ticket sales, which represents c. 180 million passengers

**320Mn**

e-finance is well positioned to expand its e-gates solution and capture Egypt's total railway market traffic, which translate to c. **320 mn annual passenger tickets**

## Other growth avenues for e-finance in Egypt's transportation space



Expanding our footprint and digitizing payments for public buses and the monorail



**Leveraging the Smart City Platform:**  
Developing smart parking management systems, taxi management systems, and security and surveillance systems

# Capitalizing on a fast-growing retail space

e-finance is targeting to grow its retail bill and citizen services payments through its proprietary app and payment gateway

## What has e-finance done?

**+21 PSPs**

eFinance currently integrates with existing payment service providers (PSPs). Today, eFinance has relationships with over 22 PSPs in Egypt



eFinance is looking to acquire existing PSPs with an expansive footprint in the market and to launch its own bill payment mobile app to reach consumers directly

EGP **1.2**<sup>tn</sup>

**The Opportunity**



Electronic retail payments market is expected grow by 4x by 2025



# Financial Highlights

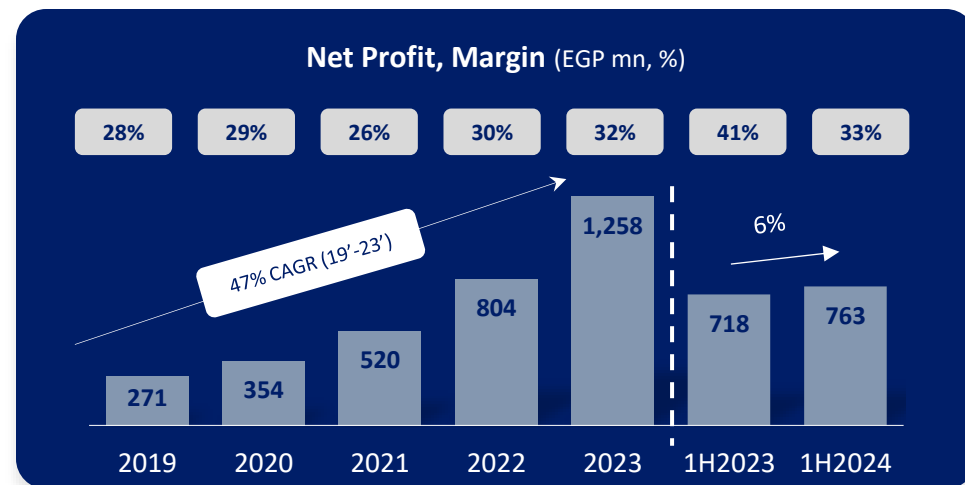
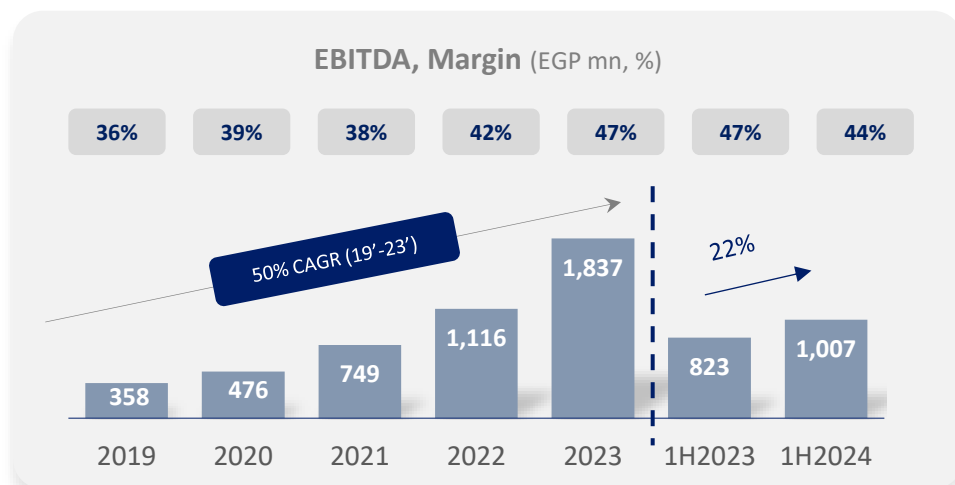
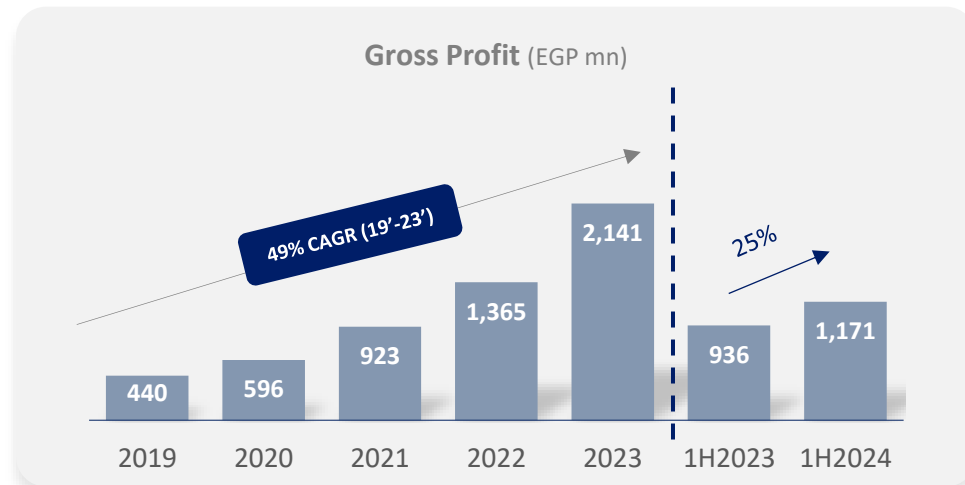
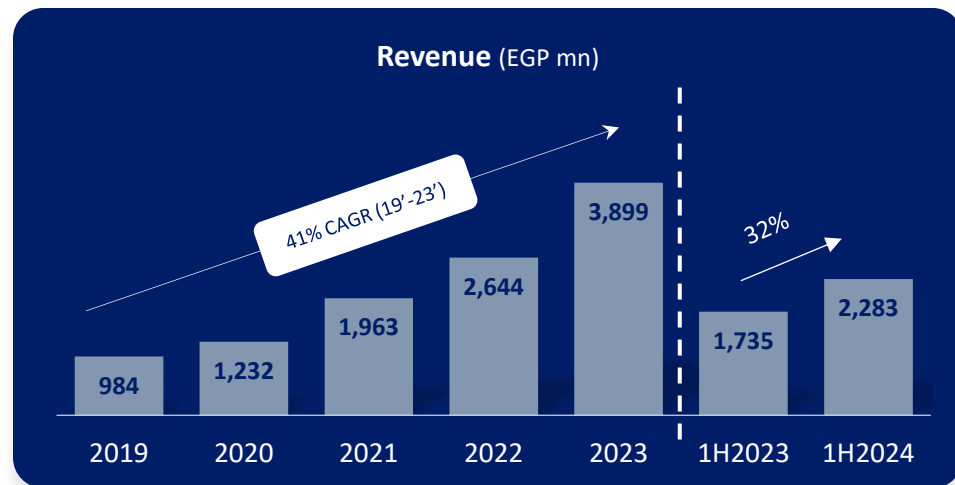
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A solid track record of delivering stellar results



# Financial Highlights

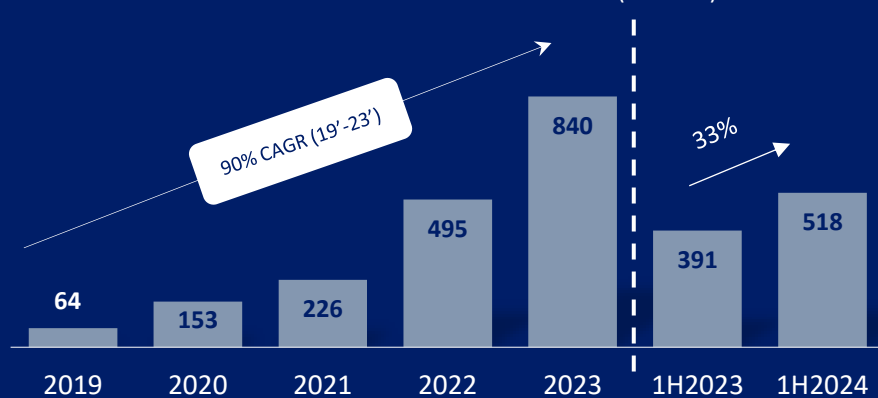
## Historical Performance



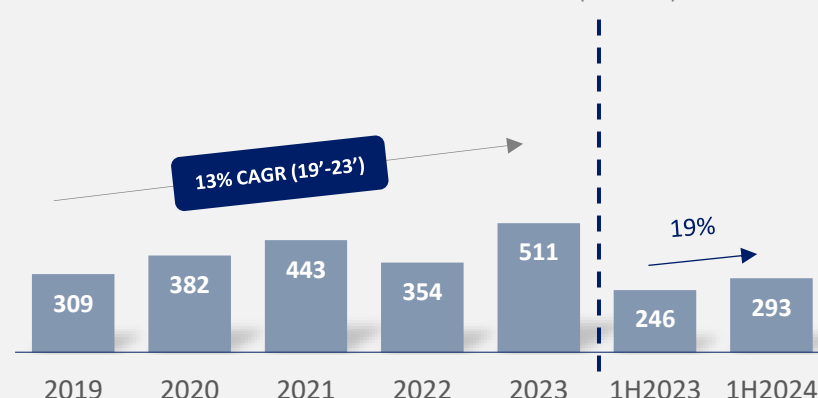
# Financial Highlights

## Historical Performance

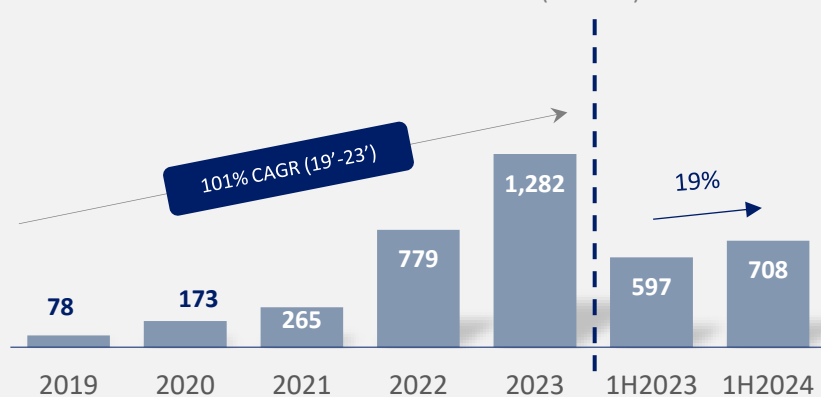
Variable-fee Transaction Revenue (EGP mn)



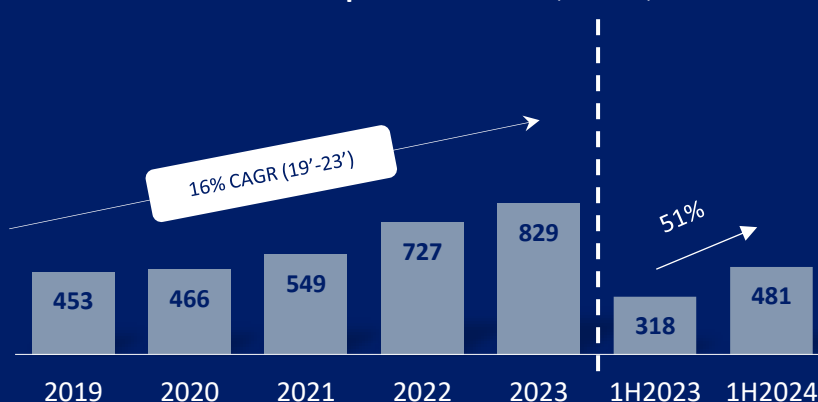
Fixed-fee Transaction Revenue (EGP mn)



Cloud Services Revenue (EGP mn)



Build and Operate Revenue (EGP mn)



# Financial Highlights

(EGP mn)	2Q2024	2Q2023	Change	1H2024	1H2023	Change
<b>Total Consolidated Revenues</b>	<b>1,134.1</b>	<b>967.5</b>	<b>17.2%</b>	<b>2,283.3</b>	<b>1,735.4</b>	<b>31.6%</b>
e-finance Digital Operations	1,047.4	857.7	22.1%	2,078.8	1,574.6	32.0%
eCards	76.7	83.6	-8.3%	180.5	145.6	23.9%
eKhales	29.7	20.4	45.5%	65.1	36.2	79.7%
enable	27.5	31.6	-13.0%	53.7	54.5	-1.5%
eAswaaq	86.4	49.4	74.9%	159.8	107.9	48.1%
Intercompany Eliminations	(133.5)	(75.2)	77.5%	(254.5)	(183.4)	38.8%
Cost of Sales	(600.5)	(416.3)	44.2%	(1,112.6)	(799.1)	39.2%
<b>Gross Profit</b>	<b>533.6</b>	<b>551.2</b>	<b>-3.2%</b>	<b>1,170.7</b>	<b>936.3</b>	<b>25.0%</b>
<i>Gross Profit Margin</i>	47.1%	57.0%	-9.9%	51.3%	54.0%	-2.7%
<b>EBITDA</b>	<b>460.5</b>	<b>491.0</b>	<b>-6.2%</b>	<b>1,007.2</b>	<b>823.0</b>	<b>22.4%</b>
<i>EBITDA Margin</i>	40.6%	50.8%	-10.1%	44.1%	47.4%	-3.3%
<b>Net Profit after NCI</b>	<b>300.2</b>	<b>436.4</b>	<b>-31.2%</b>	<b>762.7</b>	<b>718.4</b>	<b>6.2%</b>
<i>Net Profit Margin</i>	26.5%	45.1%	-18.6%	33.4%	41.4%	-8.0%
<b>Adjusted<sup>1</sup> Net Profit</b>	<b>363.1</b>	<b>437.0</b>	<b>-16.9%</b>	<b>832.3</b>	<b>718.4</b>	<b>15.8%</b>
<i>Adjusted<sup>1</sup> Net Profit Margin</i>	32.0%	45.2%	-13.2%	36.5%	41.4%	-4.9%

<sup>1</sup> Adjusted net profit adds back non-cash ECL expense & provision taken in accordance with audit standards

# Financial Highlights

## Summary Balance Sheet

(EGP mn)	2019	2020	2021	2022	2023	1H2024
Total Current Assets	1,333	1,472	4,282	4,977	5,466	5,793
Total Non-Current Assets	329	486	762	958	2,169	2,774
<b>Total Assets</b>	<b>1,662</b>	<b>1,958</b>	<b>5,044</b>	<b>5,935</b>	<b>7,635</b>	<b>8,567</b>
Total Current Liabilities	397	473	881	1,037	1,395	1,810
Total Non-Current Liabilities	127	221	219	267	640	561
<b>Total Liabilities</b>	<b>523</b>	<b>694</b>	<b>1,100</b>	<b>1,304</b>	<b>2,035</b>	<b>2,371</b>
<b>Total Owners Equity</b>	<b>1,139</b>	<b>1,264</b>	<b>3,944</b>	<b>4,631</b>	<b>5,600</b>	<b>6,196</b>

**Thank you**

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