

Press release:

**EFinance Appoints Ahmed Sobhy as Deputy Managing
Director responsible for Investment & Finance**

Cairo, Egypt – EFinance for Financial and Digital Investments (EFIH), a key enabler of Egypt's digital transformation, has announced the appointment of Ahmed Sobhy as Deputy Managing Director for Investment & Finance. This strategic hire is a testament to Efinance's ongoing commitment to strengthening its leadership team and driving its ambitious growth and investment agenda.

Ahmed Sobhy brings a wealth of experience from his distinguished career in financial services and investment. He previously served as the Chief Investment Officer at Banque Misr, where he was instrumental in managing a significant private equity portfolio, driving the bank's foray into financial technology investments, and leading major strategic acquisitions. Prior to Banque Misr, he held key positions at Morgan Stanley & Co. and Ezdehar Fund Management, where he led and participated in numerous high-value mergers, acquisitions, and investment transactions in the US, EMEA, and Egypt.

Commenting on the appointment, Mr. Ibrahim Sarhan, Chairman & CEO of EFinance for Financial and Digital Investments, stated, "We are thrilled to welcome Ahmed Sobhy to our leadership team. His deep expertise in investment and finance, coupled with his proven track record of driving growth and creating value, will be invaluable as we continue to expand our role in Egypt's digital economy. Ahmed's strategic vision is perfectly

aligned with our mission to leverage technology and innovative financial solutions to accelerate the nation's digital transformation journey."

This appointment underscores Efinance's focus on leveraging its strong market position and diversified portfolio to pursue new opportunities and solidify its leadership in the digital payments and financial technology sectors.

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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 leading technology-focused investment firm. With a dynamic business model and a flexible organizational structure, e-finance is able to focus on multiple target markets through its subsidiaries and maximize its ability to unlock value in the digital payments space. The Group boasts a portfolio of subsidiaries that has enabled e-finance's growth across multiple markets, unlocked synergies across its business lines, and enabled digital transformation for various strategic sectors throughout the nation to support the development of Egypt's digital economy and drive towards financial inclusion. Learn more at efinanceinvestment.com.