

eFinance and Visa Sign “Mutual Investments Growth Plan in the Digital Payments” Agreement at “VISA Connect” to Advance Digital Financial Services

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eFinance Investment Group, a leader in financial and digital investments, has signed a new partnership agreement with **Visa**, the world’s leading digital payments company, under the theme “**Mutual Investments Growth Plan**” during “**VISA Connect**”, a premier event in the fintech and digital payments industry.

This strategic collaboration aims to accelerate the growth of **digital financial services** in Egypt by expanding **card issuance, enhancing merchant acquisition solutions, and introducing innovative plans to support merchants across various sectors**. The agreement aligns with Egypt’s **Vision 2030**, reinforcing the commitment to advancing digital transformation and financial inclusion.

Key Areas of Collaboration

The agreement focuses on **expanding financial product offerings**, developing digital payment solutions tailored for merchants across sectors such as **retail, tourism, services, and e-commerce**, and fostering the adoption of **cashless transactions**. This includes enabling **Tap-on-Phone technology**, supporting merchants with seamless digital payment solutions, and introducing innovative financing options to enhance operational efficiency and drive economic growth.

Additionally, the collaboration will provide **advisory services to enhance digital payment strategies**, introduce global best practices for digital payment transformation, and launch **joint awareness initiatives to support financial inclusion and digital adoption**. Both companies will also work together on **developing advanced digital marketing strategies, data analytics, and intelligence-sharing** to enhance decision-making and optimize payment processes.

Driving Financial and Digital Inclusion

This partnership aims to **expand digital financial services for both consumers and merchants**, with a special focus on supporting **SMEs and micro-businesses**. By providing easy-to-use, secure, and scalable digital payment solutions, Visa and eFinance are committed to **enhancing digital payment acceptance, offering flexible financing options, and driving sustainable growth for businesses of all sizes**.

Leadership Remarks

Ibrahim Sarhan, Chairman and CEO of eFinance Investment Group, emphasized the significance of this agreement in advancing digital financial services, stating:

“We continue to invest in cutting-edge financial technologies and build strong partnerships with global leaders like Visa. This agreement will empower merchants with innovative payment solutions, further strengthening eFinance’s role as a key driver of Egypt’s digital transformation.”

Leila Serhan, Regional General Manager and Vice Chair for Visa’s North Africa, Levant, and Pakistan operations, added:

“Visa remains committed to supporting Egypt’s digital transformation by collaborating with leading institutions such as eFinance. This partnership is designed to empower merchants with advanced digital payment solutions, driving economic growth and financial inclusion in the country.”

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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.