



e-Cards and IDEMIA Collaborate to Localize Innovative Payment Technologies and Services in Egypt

Implementing IDEMIA's best-in-class Card Personalization System (CPS) technology, e-Cards now looks set to fulfil its ambition as a leader in providing innovative card solutions nationwide across Egypt and beyond.

PAYMENT

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e-Cards, a subsidiary of e-Finance Investment Group, the state-owned e-payment firm in Egypt, has signed an agreement with IDEMIA where it will implement IDEMIA's CPS technology in its production facilities in the capital, Cairo. This technology upgrade will enable e-Cards to significantly enhance its on-site capabilities to become a leading provider of next generation multi-application card solutions for Egypt's payment market with the potential for further reach.

This partnership signifies a milestone in e-Card's continuing growth story. IDEMIA's industry-renowned CPS suite will serve to upgrade our technological capabilities and allow our Egyptian workforce to learn, first-hand, industry-leading technology.

Now e-Cards will have the ability to deliver end-to-end solutions, which includes digital offerings, to our enterprise customers that are truly 'Made in Egypt'. e-Cards is proud to play our part in the nation's Vision 2030, which aims to build a diversified knowledge-based economy and grow the local technical talent pool.

Mahmoud Kamal, CEO, e-Cards

With IDEMIA's CPS technology suite, e-Cards can now increase its capacity to produce innovative multi-application cards that can be used for functions such as transport, in addition to payment. With this agreement, e-Card's Cairo facility will now be part of IDEMIA's global network of over 50 state-of-the-art personalization centers and partner sites. This enables e-Card to offer customers the option of a strong business continuity plan.

The relationship between e-Cards and IDEMIA's Financial Institution business has grown from strength to strength. Together with e-Cards, we have supported the development of Egypt's payment space such as dual interface migration, introducing multi-application products and various financial inclusion initiatives. This agreement demonstrates our growing commitment to Egypt and our faith in the country's developing economy.

Julia Schoonenberg, Senior VP (Middle East & Africa) Financial Institutions, IDEMIA

About us - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit www.idemia.com / Follow @IDEMIAGroup on Twitter

About e-Cards - Originally established in 2009 as e-finance's card services line of business, with a successful track record of over 15 years and +50 million cards circulating in the market to date. E Cards was established as an independent subsidiary of e-Finance Investment Group in 2020.

E Cards is Egypt's governmental cards market leader providing End-to-End Integrated Solutions, being the leading personalization center in Africa with manufacturing, personalization, management and processing of millions of transactions yearly for Meeza, VISA and Mastercard.

E Cards develop and provide a wide range of Smart solutions and innovation such as Multiapplication EMV cards, utilities Cards, Transportation solution, Digital identity solution and automated KYC solution.

For more information, visit <https://www.ecards.com.eg/>



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