

## **e-finance for Digital and Financial Investments Begins its Expansion Plan in Africa with a Newly Awarded 10 Year Contract for its Subsidiary e-Cards in Zimbabwe**

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إسكندرية الصحراوي

e-finance for Digital and Financial Investments proudly announces the signing of a new contract by its subsidiary e-cards, a leader in the smart-cards solutions; whereby e-cards will be supplying & managing smart-cards for a period of 10 years to Tres Groupe International (TGI) a market leader in health services and consulting with presence in (SADC) African countries.

The contract signing event took place with the attendance of Ibrahim Sarhan the Chairman of e-finance for Digital and Financial Investments, Mahmoud Kamal the Managing Director of e-Cards, and Keith Nikomo the Managing Director of TGI & Representative of the Zimbabwean Ministry of Health.

“This marks the beginning of the Group’s strategic plans to expand its service offering to Africa”, said Ibrahim Sarhan; Chairman of e-finance Investment Group. “Offering smart-cards via our subsidiary e-cards and entering in partnership with TGI in Zimbabwe is a stepping stone for e-finance as a group to begin offering its experience and various digital solutions across Africa”.

The Managing Director of e-Cards Mahmoud Kamal added, “during the course of the contract e-Cards will provide prepaid cards for more than 2 million beneficiaries through a dual-sim card with a registered database of verified beneficiaries which enables them to pay for health services”. Noting that e-Cards is certified by Visa & Mastercard to offer such cards.

The contract also includes e-Cards managing on behalf of TGI in exchange for a fixed monthly fee. In addition, the company will be providing and managing 7000 POS machines to process payments for cardholders for the duration of the contract.

Keith Nikomo the Managing Director of TGI said that “TGI is proud to be partnering up with e-finance for Digital and Financial Investments through its subsidiary e-Cards marking a new phase for the health services industry in the SADC countries whereby rapid digitization efforts will be the main goal”. Adding “Our partnership with a leading financial institution in Egypt is a true testament to our commitment to innovation in the industry which we serve”.

