



“azinvest”

The First Full-Fledged Digital Investment Funds and Portfolios Platform

Azimut Egypt Acquires the FinTech License from the FRA and Launches its Full Digital Platform “azinvest”

Cairo 6th July 2024

Azimut Egypt proudly announces successfully obtaining the approval of the Financial Regulatory Authority (FRA) to launch its pioneering full digital investment funds and portfolios platform covering its wide range of activities, the first fintech license in the asset management industry in Egypt. Accordingly, Azimut Egypt is delighted to announce the introduction of “azinvest” the first full-digital investment funds and portfolios platform, mobile and web application, in Egypt.

“azinvest” gives investors the one-button access to all azimut funds covering multiple asset classes including money market, fixed income, equities, multi-currency investments, and Gold. “azinvest” allows investors to benefit from the huge evolution lead by the FRA in the regulatory framework governing the use of technology in the non-banking financial market. This marks a significant step that fully aligns with the ambitious financial inclusion plan set forth by the FRA and the Egyptian government. Azimut takes advantage of this exceptional opportunity to extend its sincere thanks and appreciation to the FRA under the leadership of Dr. Mohamed Farid and the members of the FinTech Committee for the extensive efforts they have made to allow us concluding this milestone while we count on them for further achievements increasing and deepening the efficiency and competitiveness of the non-banking financial activities.

The successful launch of “azinvest” is considered a new milestone for Azimut Egypt’s plan to allow easy and accessible savings and investment solutions. “azinvest” web and mobile application is now supporting full Digital Onboarding experience including E-KYC, E-Identification, E-Contracts, and E-Registry, without the need for the client’s physical presence or wet signature. Now Azimut Egypt can digitally serve its existing and potential clients enabling them to achieve all their savings and investment goals easily through its application. Using “azinvest” app allows clients to navigate through all azimut funds’ details and prices while placing buy/sell orders and undertaking financial transactions including money injection and withdrawal using different payment methods with one click. Hence, clients can easily allocate and manage their portfolio of funds digitally according to their updated investment goals, needs and preferences.

“azinvest” aims to democratize investments and works on achieving financial inclusion in its best ways. It now offers investors an easy, accessible and fully compliant way of investing in different asset classes through Azimut’s funds and portfolio platform under the supervision of the FRA and works on eliminating different types of technology risks to serve as a convenient investment option to all types of Investors. The successful launch of “azinvest” reflects the fruitful cooperation between Azimut Egypt and its esteemed technology partners Optimatica, Lumin Soft, Cyberforce and El-Delta Trust as well as the payment gateway partner Paytabs.

Ahmed Abou El-Saad, CFA, MBA; the CEO of Azimut Egypt, stated that “We are thrilled that Azimut Egypt is writing a new chapter in the non-banking financial industry history book. The successful launch of “azinvest” with its full digital onboarding experience comes as a new breakthrough for the Egyptian Investment Asset Management Industry as the first to be launched in Egypt. We highly appreciate the level of development in the regulatory framework made by the FRA allowing the launch of our full digital application. “azinvest” comes as a continuity to the efforts exerted by Azimut International Holding in spreading financial knowledge and transferring its experience in 18 countries to Egypt. Azimut Egypt started this journey 4 years ago by launching more than 10 funds catering for different investment objectives while making these funds easily accessible to its clients through different channels”.

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About Azimut

Azimut Egypt, one of the first and largest asset management companies in Egypt with a history of more than 20 years, began its operations in 2000 in managing mutual funds and portfolios for governmental and semi-governmental institutions, commercial banks, insurance companies, and international and regional sovereign funds with more than EGP 17 billion Assets Under Management. Azimut Egypt is fully owned by Azimut Group, which is Italy's leading independent asset manager, listed on the Italian stock exchange (AZM.MI) and among others, is a member of the main Italian index FTSE MIB. The Group comprises various companies active in the sale, management and distribution of financial and insurance products, with total Assets Under Management of more than USD 100 billion in more than 18 countries globally.

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