



Contact Financial Holding
PRESS RELEASE
22 March 2021

CONTACT FINANCIAL ANNOUNCES THE RELAUNCH OF CONTACTCARS.COM AS A NEW COMPANY

March 22, 2021 | Cairo, Egypt Contact Financial Holding; formerly Sarwa Capital Holding, announced today the launch of the new-look contactcars.com web portal and its smartphone apps under a new setup as a stand-alone company. contactcars.com is Egypt's leading automotive marketplace, operating for over 19 years with pioneering services to the market, from buyers to sellers and from consumers to dealers and traders.

The step to convert contactcars.com into a separate commercial entity comes as the market is evolving, with online usage growing tremendously among both consumers and business, and with marketing and lead-generation spend by car companies shifting to digital.

With the relaunch contactcars.com is enhancing the user experience as well as adding a host of new services for both consumers and dealers, bringing the entire automotive ecosystem closer together and further simplifying the process of buying, selling and owning a new or used car through a faster, better experience. The company is also adding a strong layer of automotive dealer services with a dedicated app supporting dealers to access a range of tools such as targeted advertising, trade-in facilitation, virtual used car showrooms and used car auctions. In addition, contactcars.com is introducing car ownership assistance providing owners useful products and services as part of a seamless digital experience.

Said Zater, CEO of Contact Financial, said "it gives us great pleasure to announce this exciting milestone. contactcars.com is an icon in the market and separating it as a new company will allow it achieve its full potential as an automotive marketplace. As part of this, contactcars.com will be an important partner for a number of our subsidiaries providing automotive-related financial services, from auto credit to insurance to extend warranty, playing an important part in our innovation drive."

Osman Abdelmoneim, Managing Director of contactcars.com, added "in today's increasingly digital world it is vital to continuously identify new innovative services that will make the car ownership experience simpler and easier. Our loyal user base has allowed us to be the dominant automotive portal in Egypt for nearly two decades and we look forward to engaging further with our users and customers as we expand our portfolio of services to the entire automotive ecosystem."

contactcars.com is a subsidiary of Contact Financial Holding.

—Ends—

About Contact Financial

Contact Financial Holding SAE, formerly Sarwa Capital (SRWA.CA) is Egypt's largest non-bank financial services provider, changing the way people and business access finance and insurance. Operating since 2001, Contact adopts innovative approaches in extending its services, offering quality services with simple procedures and reaching a wide client base through its various subsidiaries, affiliates and partners.

Contact's financing division offers market leading services including consumer financing for new and used passenger and commercial vehicles and an array of consumer durables through Contact Credit, home finance through Contact Mortgages, as well as commercial finance through Contact Leasing and Contact Factoring. Contact Financial operates in insurance through Sarwa Insurance and Sarwa Life Insurance. The group also offers an array of corporate financing services including securitization, structured debt and debt investment management. Contact Financial Holding SAE is authorized and regulated by the Financial Regulatory Authority (FRA).