

AGRI-DIGITAL INNOVATION AND TECHNOLOGY -

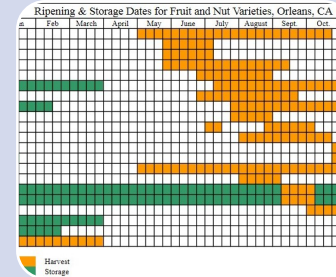
SUPPORTING AGRICULTURE PRODUCE TRADE AND SOCIAL SAFETY POST COVID-19



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Chief Business Officer

www.efinance.com.eg

How Covid-19 intensified business challenges for small farmers...



Market Linkages

Produce stays within villages and remains largely unsold local markets closed due to risks of contamination

Fair Price

Producing city-mandis and get a good price. Pressure on buying process and limited options for sales

Traditional Income Sources

Farmers, households, and coops depend on traditional and basic production capacities which limit their value add contributions to the produce due to lack of resources or planning capabilities.

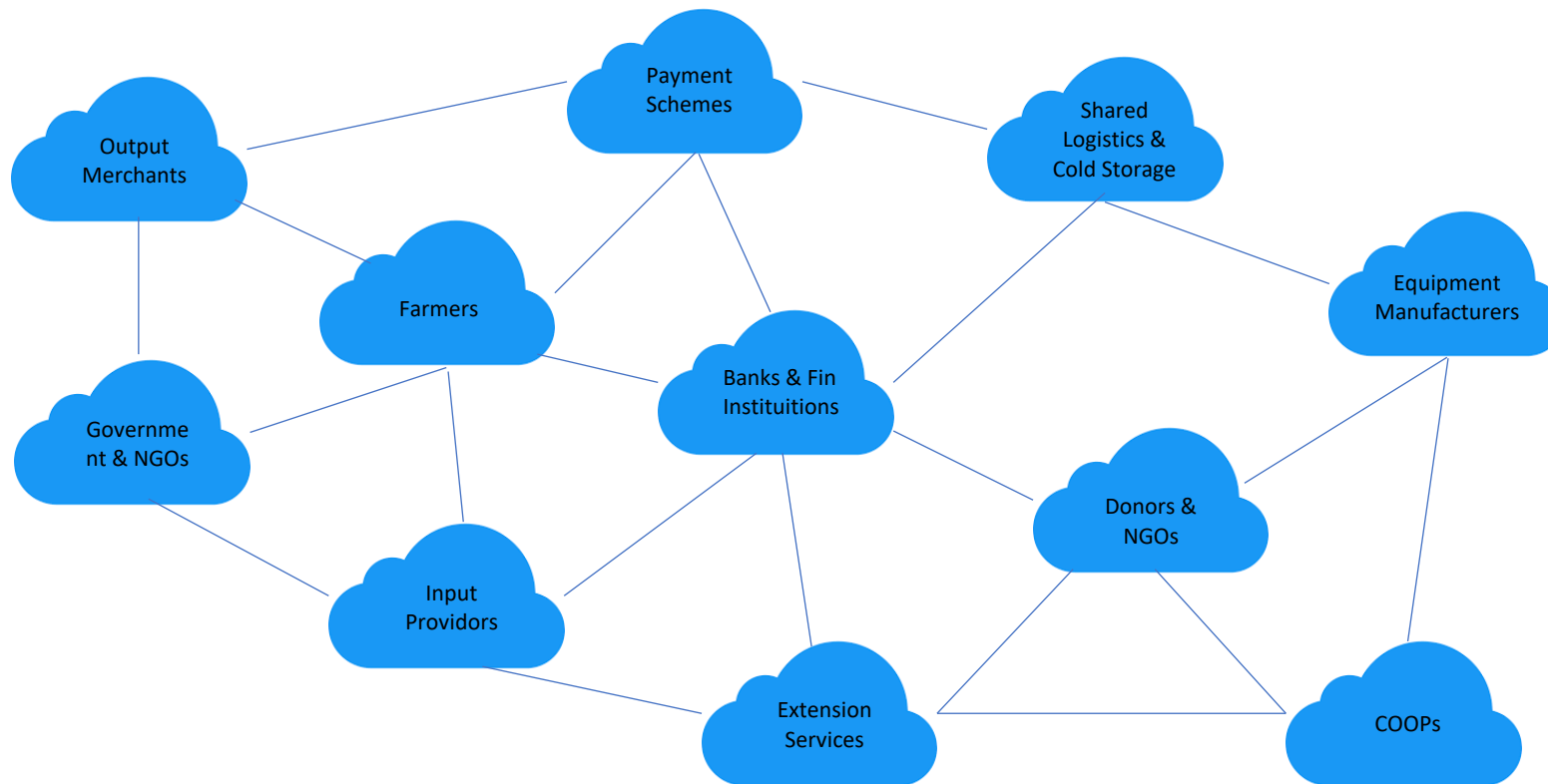
Limited Financial Services

Facing Cash flow challenges throughout the year and carrying sole risk due to Limited Access to Funds, Loans, Savings and Insurance programs

Social Safety Net

Absence of direct debit mechanism between government and citizens for aid during crisis times

Empowerment of Agri Marketplace Ecosystem through digital transformation...



Egypt's Leading B2B MarketPlaces & Digital Lending Company...

e-aswaaqmiser is a subsidiary of efinance established in 2020 to facilitate seller independent B2B Marketplaces that connect buyers, sellers and financial institutions within specialised sectors that have direct impact on Digital Economies



HQ @ Smart Village - Cairo

Our Vision

Enabling and Operating
Online Marketplaces and
Digital Lending Platforms
that shall benefit
economies and citizens

B2B
Marketplaces

Digital
Lending

Supply Chain
Mgmt

Our Mission

Investing in people, technology and partnerships to develop the right tools for trade, finance, and supply chain collaboration

AgriMisr MarketPlace Platform...



One-Stop-Shop
For Sustainable
Agricultural
Development

نسخة تجريبية الاصدار 1

ح العملة ▾

02-33327259 بحث بحث

AGRIMISR المنصة الزراعية الإلكترونية

السلة حسابي

الرشداد الخدمات التمويلية الجمعيات الأهلية شركات مستلزمات الإنتاج الرئيسية أقسام السوق الزراعي ▾

المبيدات الزراعية

الاسمدة و المخصبات

التقاوي و الشتلات

المعدات و الميكنة

السوق الزراعي الإلكتروني

اشترى كافة مدخلات ومستلزمات الانتاج الزراعي
الان من بذور - تقاوي- اسمده - مبيدات.

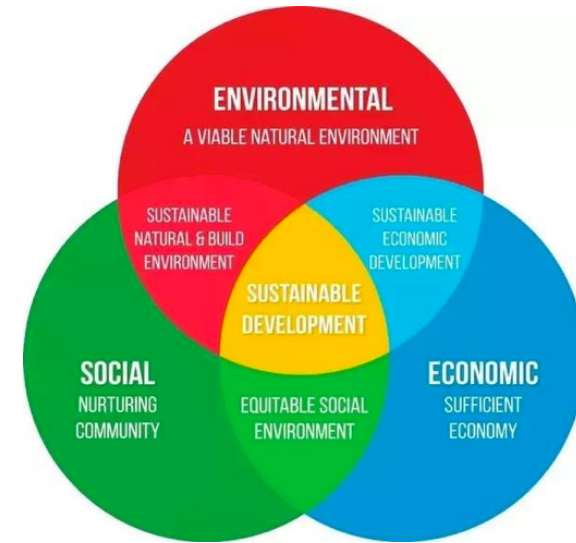
تسوق الان

الخدمات المالية والتمويلية اقرأ المزيد

خدمات المنصة اقرأ المزيد

مميزات التسجيل للشركات اقرأ المزيد

Motivated by Sustainable Development Core Values...



Motivated by Sustainable Development Core Values...



Improving Irrigation Mechanisms & using Clean energy

Better Management of Agri Outputs to reduce waste of produce within the supply chain

Diversify Income Sources for Households though building value add capacity

60% for Small Farmers and Villages with high poverty rates



Increase in productivity

Best use of Resources

Woman Participation and Gender Equality in access to resources...

Applying modern Farming technologies through certified programs and modern machineries

Creating New Job Opportunities in the Agri Sector...

Technical Support

- Agriculture Major Graduates and Agriculture Engineering
- Extension Services
- Veterinaries
- IT Support Graduates
- Digital Marketing Specialists
- Financial Services

Logistics and Supply Chain

- Delivery and Transportation (youth programs)
- Logistics Hubs

Entrepreneurial

- MSME Opportunities for Small Farmers and Households through availing Finance, technical support and marketing support
- SME Opportunities for COOPS by promoting building Capacities in Value Added services, and food processing
- Expansion of business creates more opportunities within the village outside traditional jobs

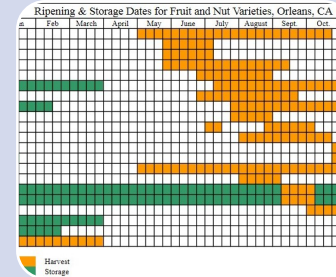
Role of Farmers Card in providing Social Safety Net...



Agriculture in Egypt represents 14.7% of GDP

8.5 Million person employed (32% of total country Work Force)

How AgriMisr Platform is addressing Covid-19 business challenges for small farmers...



Market Linkages

Marketplace expands new markets for Farmers Locally and Internationally

Fair Price

Farmers have more options to negotiate trade activities and have access to Agri market price. Also they can plan ahead using prebooking

Advanced Income Sources

Building Value Add Capacities and launching programs for other household members such as woman creates additional income streams for farmers

Limited Financial Services

Providing Access to Funds, Loans, Savings and Insurance programs avails steady income and risk mitigation options for farmers

Social Safety Net

Farmers Card upgrade to become a payment card allows mechanism for G2P payment, subsidies between citizen and government especially during crisis times

THANK YOU

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