

e& capital

e&'s newly launched investment unit, e& capital, laid the groundwork for future impact in 2022, building the strategies, capabilities and capacity to accelerate impact and create value by engaging and funding start-ups and providing them with strategic support and access to investor and expert networks.



About e& capital

e& capital, the investment pillar of e&, invests in the ideas and people that will build a better and brighter digital future. It supports visionary tech businesses by investing in their success, helping them grow and enabling meaningful progress that moves this world forward.

Strategic investment focus for future impact

e& capital will play a central role in transforming e& into a global technology and investment group. We will act as a bridge between the telco side of the business and the specialist business pillars to enable growth and offer opportunities for testing out new technologies and staying open to emerging global trends. Our investments will enable us to bring a new way of life to our clients and the whole ecosystem.

We will maximise impact and value creation through two types of investments:

- Venture Capital (VC) investments for early-stage start-ups
- Growth investments focused on empowering proven start-ups to become leaders in their respective spaces

We will focus on start-ups within the e& footprint, as this is where we believe we initially can add the most value. However, we will keep a close eye on high-potential start-ups with a global business model and those targeting future expansion into e&'s markets.

Laying the foundation for success

In the first few months of operations, we focused on building the right team and creating robust internal processes and governance to achieve our objectives. We established our strategy and focused vision, aligned with the corporate strategy and vision of e&, and then began developing our investment deal flow.

We also launched initial brand-building and outreach activities for e& capital to establish our reputation in the market, support the development of critical partnerships, and share our first success stories and growth milestones with our audiences.

In parallel, we successfully closed our first round of investments from our inaugural AED 250 million VC fund, which were announced during GITEX Global 2022. These initial investments included:

- A strategic investment in the Series B funding round of Vuz, an immersive social app that offers users extended reality and metaverse digital experiences.
- Participating in a funding round of Lablabee, a tech start-up that aims to create a lab platform for the telco cloud, offering training that is more interactive and accessible.

Accelerating towards our vision in 2023

In the year ahead, we will build on our early successes and work towards our vision to act as a catalyst in shaping the future of the MENA region's digital economy by engaging with entrepreneurs that dare to disrupt and challenge the status quo.

We are excited to leverage our resources and capabilities to support disruption and spur progress in key industries, such as fintech, entertainment, worktech, healthtech, and edtech. We will look to engage, invest in, and support innovative start-ups that typically leverage underlying technology enhancements driven by emerging trends in Artificial Intelligence (AI), Machine Learning (ML), Smart connectivity, Cloud, Web 3.0 and more.

**AED 250 million
VC fund
announced
during GITEX
Global 2022**

e& capital

**Acquire, grow
and support the
visionary tech
businesses that
are moving this
world forward**