

e& life

e& life reinforced its position as the leading platform for entertainment and digital financial services in the UAE, investing and innovating to diversify and grow its offerings in order to bring enhanced services and convenience to millions of customers each day.

About e& life

e& life is the business pillar of e& that brings the next-generation digital world to the consumer's fingertips, utilising the latest technologies, smart platforms and apps in fintech, entertainment, retail and mobility services. As a leading consumer ecosystem player, it boasts of superlative next-gen technology and service offerings that drive a seamless and 'larger-than-life' customer experience.

e& life aims to target specific consumer segments and advance new business growth opportunities, amplifying innovative consumer digital offerings across the board. One of e& life's companies, Evision, is the largest and most trusted content aggregator in the MENAP region and the media and entertainment division of e&. e& life is also a strong fintech player in the region, focused on breaking down barriers customer's face when accessing mobile financial services, including through its fintech arm, e& money, a financial super app offering safe, convenient and quick payment solutions.

evision

Evision, the exclusive media and entertainment division of e& life, reinforced its position as the largest and most trusted content aggregator in the MENAP region this year, through the landmark acquisition of STARZPLAY and the launch of a wide range of other services and content designed to deliver growth for the business and engage and delight consumers across its footprint.

In full alignment with the e& Group strategy, Evision aims to become a leading regional champion for all media and entertainment, including video, audio and gaming, directly supporting the strategic objective of e& life to be the leading consumer ecosystem player in the region.

In order to strengthen e&'s digital ecosystem, Evision delivers a one-stop shop solution for the best content and entertainment. Its ever-growing digital services portfolio features a broad content and entertainment mix, including news, entertainment, audio, edutainment and gaming, with flagship entertainment services such as eLife TV, Switch TV, Misr TV, Mobily TV and PTCL.

Through the quality and diversity of its content, Evision is all about bringing the best in entertainment to the region. It provides more than 600 linear channels in HD and 4K, and around 20,000 hours of on-demand content, catering to the huge appetite for content for a large and diverse population.

Evision is building portfolios of digital services that not only drive new revenue but also reinforce and premiumise the core business and decreases customer anxiety. Through greater bundling and integration, it provides a full turnkey solution for both content and technology, whilst ensuring a seamless customer journey.

Evision has met and exceeded its key financial metrics for the year.

STARZPLAY acquisition

Through an Evision-led consortium with ADQ, Evision completed the acquisition of a 57% majority stake in STARZPLAY Arabia, the leading SVOD and streaming service provider in the MENA region. The consortium joined existing shareholders STARZ/Lionsgate, State Street Global Advisors and SEQ Capital Partner.

This acquisition is a major milestone for Evision, strengthening its service offering and significantly enhancing STARZPLAY's positioning across the region. It will accelerate Evision's transition from the telecommunication network business to providing Direct to Consumer (DTC) streaming services across the MENA region.

Expanding Evision's services and footprint

Evision launched a variety of new business initiatives in 2022, demonstrating transformation, innovation and agility, while contributing to diversification and growth.

As a result of the STARZPLAY transaction, Evision has significantly expanded its geographical reach, which now includes business operations across all MENA countries.

In Pakistan, PTCL and Ufone signed an agreement during GITEX with Evision, to launch its own video streaming platform. The new Digital Video Over-The-Top (OTT) platform will host the richest collection of Hollywood and Pakistani entertainment content, as well as an assortment of national and international news and sports channels, thereby catering to the diverse news and entertainment needs of everyone in the family.

Also, during this year, Evision's kids channel, ejunior, which is the UAE's No. 1 kids channel, expanded into Morocco through an agreement with Maroc Telecom Group. Viewers in Morocco can now access 1,000+ hours of ejunior branded on-demand animated and live-action kids content covering different genres, such as educational, adventure, anime and comedy.

Following these agreements, Evision has put in place strategic partnerships with all five e& operating companies (the UAE, Egypt, Saudi Arabia, Morocco and Pakistan).

e& life

Create a leading consumer ecosystem player, starting with fintech and entertainment

evision continued to enhance content across its platforms and geographic footprint this year. It unveiled a brand-new movie channel, emasala Simply South, positioned as the new home of South Indian movies. Fully owned and operated by Evision, emasala Simply South premiered across the UAE in September as the first ever trilingual movie channel. Through Evision's partnership with Simply South, the largest online streaming platform with exclusively South Indian content, the channel showcases the best and latest movies in three languages - Tamil, Malayalam and Telugu - as soon as four weeks from theatrical release.

In partnership with STARZPLAY, Evision also launched four new in-house premium entertainment channels:



Evision also significantly strengthened its content mix by strengthening its sports content portfolio this year. It acquired the exclusive rights of the Asian Cup and ICC T20 Cricket to broadcast "live and exclusive" for the entire MENA region, making CricLife the home of Cricket for the entire region.

It also acquired the exclusive rights to broadcast Serie A on STARZPLAY for the next three years across all MENA nations. The Italian Serie A is widely recognized as one of the top football leagues in the world and is placed third among European leagues as the best national league in the world.

Evision in 2023

Looking toward the future, Evision will build on the outstanding progress of 2022 to implement its strategic roadmap. It aims to expand across several verticals across the media and entertainment business, whilst focusing on building fast growing and high potential adjacencies that attract and engage consumers while creating value for the business and the entire e& group.



e& life

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e& money

e& life's fintech vertical, e& money, aims to revolutionise the customer experience through its innovative financial super app marketplace, which has achieved exceptional progress and advances in the development and provision of digital financial solutions for all customer segments during 2022.

e& money is a financial super app that addresses a variety of financial needs of customers, giving them access to financial services such as merchant payments, money remittances, bill payments, and gifting options. It is designed to serve banked, unbanked and under-banked customers in the UAE by opening more doors to digital financial systems and services.

Financial inclusion has been a critical driving force in the way e& life seeks to bring down barriers that customers face when accessing financial services. UAE citizens, residents and UAE-based businesses benefit from e& money through an enhanced customer experience that enables them to conduct their financial transactions in a seamless, convenient and secure way, spurring a cashless economy.

e& money achieved its all-time high download and registration numbers in 2022 compared to previous years. It achieved three times download and registration, five times monthly active users and three times revenue growth. Moreover, e& money was awarded The Best Wallet Award by MENA Fintech Association in 2022.

A new identity for greater impact

In July 2022, eWallet, the first digital payment service regulated and licensed by the Central Bank of the UAE, was rebranded as e& money. The fintech's value proposition had also been reshaped, in line with its ambitious goals to become the leading fintech player in the region.

The new digital and future-focused brand wholly identifies with e&, incorporating the colour scheme, name and elements from the Group.

Along with the rebranding, e& money also revamped the application with an improved customer experience-centred approach. The new design has a clean and user-friendly approach and also helped e& money to achieve 4.7 (iOS) and 4.4 (Google Play Store) app store rating in December. Through these initiatives, along with improved onboarding and revamped customer journeys, e& money also increased its user base and surpassed 859,784 downloads and 438,108 registrations for the year, almost doubling the rates for 2021 in both metrics.

These achievements were recognised when e& money received the 'Best Wallet Award' from Abu Dhabi Finance Week at the MENA Fintech Awards - 2022.

Enhanced experiences and enriched offerings

During 2022, e& money enriched its product portfolio with a range of new offerings to facilitate consumers' daily lives. The change in onboarding flow in 2022 is a part of innovation of e& money business.

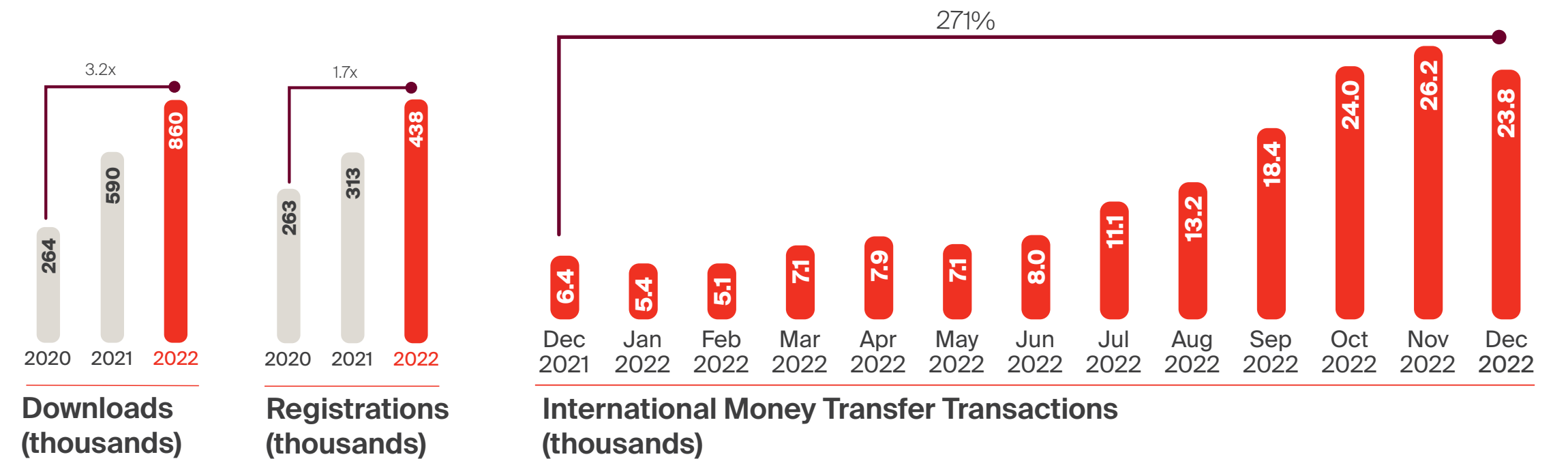
The changes made to the registration process helped to achieve the fastest onboarding journey in the UAE. With a 100% digital experience, customers can register for the e& money application in just a few minutes. Rapid Know Your Customer (KYC) data gathering and clearance infrastructure has been put in place, allowing customers to complete all KYC needs without the need to visit a physical store.

In addition to all existing cash in channels, e& money further diversified this year by including a new option to add money using a debit card. This channel is being widely accepted and is growing at a phenomenal rate month-on-month, with over 20,000 cash in transactions since it was launched in April totalling over AED 18 million.

New features are consistently being added to bring more service and convenience to its users. This year, some of the additions included direct pay, gift voucher purchase, adding to new biller institutions (ex. DEWA, ADDC, AADC), requesting money feature and more. In line with open banking, customers are able to add more funds to their existing e& money accounts.

e& money's remittance business has gone from strength to strength, offering the most competitive rates in international money transfer. Strengthened through key strategic partnerships, the platform enables e& money customers in the UAE to send money across 200+ countries.

Through a customer orientated approach and cost-effective methodology, e& money grew to over 23,885 international money transfers per month by year-end 2022, representing an annual growth rate of over 270%.



Further growth and disruption in 2023

As we look towards the future, e& money aims to increase customer engagement through a range of exciting new features, such as a companion card, lending and investments in 2023. Following the industry shift, e& money will leverage e&'s strength and launch many more products and services to cater to diverse segments of customers, supporting its vision to become the UAE's leading digital wallet with the most advanced financial super app in the market for consumers and merchants.

