

Digital products and technology company, A15, launches in Egypt

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- Our business is valued at \$100m and we are considering investing in five new companies before end of 2015, says CEO Antaki
- A15, the largest company in the field of technology solutions and software in the Arab region and the Middle East, has launched its products in the Egyptian market.
- The size of the company's business is valued at over \$100m through 15 affiliated companies, most prominent of which are ConnectAds, E7gezly, El3ab, Link Development, Link Data Center, and ArpuPlus. A15 is working to adopt new ideas and develop them into digital innovative products and brands that meet market requirements. This is to contribute to a capacity increase in the government sector and companies in Egypt and the Middle East, by transforming their own business models.
- CEO of A15, Fadi Antaki, told Daily News Egypt that A15 is considering pumping investments into five local companies before the end of this year, explaining that the investment value will be between \$100,000 and \$1m, according to the company's assessment. This depends on several criteria, including the work plan and the volume of sales and the work team.

- He added that A15 will launch two new companies early next year. Those companies had won a competition for innovative ideas launched by A15 for its affiliated companies. He noted that over 1,000 employees are employed by the company, offering their services at more than 20 Arabic and African markets.
- A15 is owned by one of the investment funds under the management of Accelero Capital, which specialises in investment and asset management and focuses on digital communications, technology and media.