

Case study

paymob™

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Egypt, UAE,
Saudi Arabia,
Oman,
Pakistan



Fintech

Paymob, a digital financial services enabler, offering online payment acceptance and point-of-sale (POS) terminal solutions for face-to-face payment acceptance by small and medium size businesses.

Financial product

- FMO Ventures Program invested EUR 6.6 mln in equity into Paymob, with a first investment in 2020, and commitments to several subsequent funding rounds.
- FMO Ventures Program's consistent investment in the company served as a strong signal of confidence to new investors, attracting EUR 55.8 mln in additional funding from a diverse mix of investors.

Advisory services

- Throughout various funding rounds, FMO Ventures Program supported Paymob in its fundraising efforts, offering connections to a network of public and private international investors.
- Paymob participated in the Accion FMO CEO Forum, a bespoke CEO Forum for Fintech investees of Accion International and FMO, as well as the Global Fintech for Financial Inclusion Summit, held in London in September 2024.

Technical assistance

- Paymob's HR team received advice and training from Meaningful Dot to navigate the company's high growth in terms of employee engagement and work culture. As a result, Paymob experienced improved performance and streamlined processes, positioning the company for sustainable growth and continued success [funded by EU].
- 60Decibels conducted customer-centric impact assessments for Fintech investees Paymob and Moniepoint, providing insights into their clients' needs and offering recommendations to help develop the companies' impact measurement practices [funded by EU].
- Paymob, alongside Fintech investees Dopay and Liwwa, participated in a diagnostic study of women inclusion opportunities aimed at identifying inclusive business models, as well as initiatives to enable the digital finance ecosystems to work better for low-income women in the MENA region [funded by EU].