

CASHU

Online Payment Leader in the Arab World

CASHU is a safe and secure online payment method that was established in 2002 by Maktoob.com. It is considered the first and the largest in the MENA region, serving millions of consumers with accessible and easy solutions to pay online.

CASHU is available at over 75,000 of credible and approachable vendors spread across every country and city within the MENA region. CASHU has made it easy to consumers to fund their CASHU accounts and shop online from merchants who accept CASHU as a payment method.

CASHU is built upon, and encapsulates the most sophisticated and up to date fraud prevention and AML systems, reducing the risks

associated with online payments for both buyers and merchants, which all allow for wider, safer and faster consumer participation in e-commerce.

Transaction currencies:

- euro (EUR)
- US dollar (USD)
- United Arab Emirates dirham (AED)
- Jordanese dinar (JOD)
- Saudi riyal (SAR)
- Algerian dinar (DZD)
- Lebanese pound (LEP)
- Moroccan dinar (MAD)
- Quatarese riyal (QAR)
- Turkish lira (TRY)

Cashu advantages:

- ✓ **NO RISK** - Merchants have absolutely no risk. Each transaction must be authorized by the consumer, so there is a low risk of returns!
- ✓ **MARKET** - CASHU is currently accepted by over 7,000 online merchants around the globe, who got the chance to grow businesses and to expand smoothly and securely in the MENA region, offering their products and services to millions of buyers residing in this rapidly growing region.
- ✓ **SECURE** - CASHU protects from online fraud through advanced and secure technology.





Product Description

eWallet



Product Process

Users simply create an account, fund it and are ready to start making payments. CASHU provides a variety of options for the buyer to fund their CASHU account: CASHU Refill Coupons, Direct top up & Mobile top up.



Countries Supported

Egypt, Jordan, Saudi Arabia and United Arab Emirates.



Merchant Advantages

- Provides an additional real-time online payment method to convenience consumers.
- Provides merchants with access to a market segment with limited credit card usage.
- Excellent alternative payment solution for declined card transactions and blocked customers.
- Consumer support in local languages is included.
- Broad acceptance in the region.
- Acquire new customers in previously unattainable regions.



Consumer Advantages

- Customers can pay bills easily and anytime through CASHU wallet.
- Customers can fund their CASHU digital wallet instantly and through many stores.
- Convenience of not having to use a credit or debit card.
- Convenient, reliable, and simple transaction process.
- Offers access to more products and services.
- Local support in native language.
- Local currency settlement.