

# National Bank of Egypt in Financial Cards and Payments (Egypt)

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## Abstracts

National Bank of Egypt is planning to increase the numbers of pre-paid cards in circulation from 200,000 in 2015 to two million by 2020, mainly by targeting young people, who will more than likely be using the cards to pay for online purchasing and university fees in coming years. Furthermore, NBE recently issued the cashU e-wallet pre-paid cards, which are very popular among young people, the consumer group who are most likely to make online purchases. Despite this, NBE is still facing...

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