
Kamco Invest launches its all-new app, featuring an enhanced user experience

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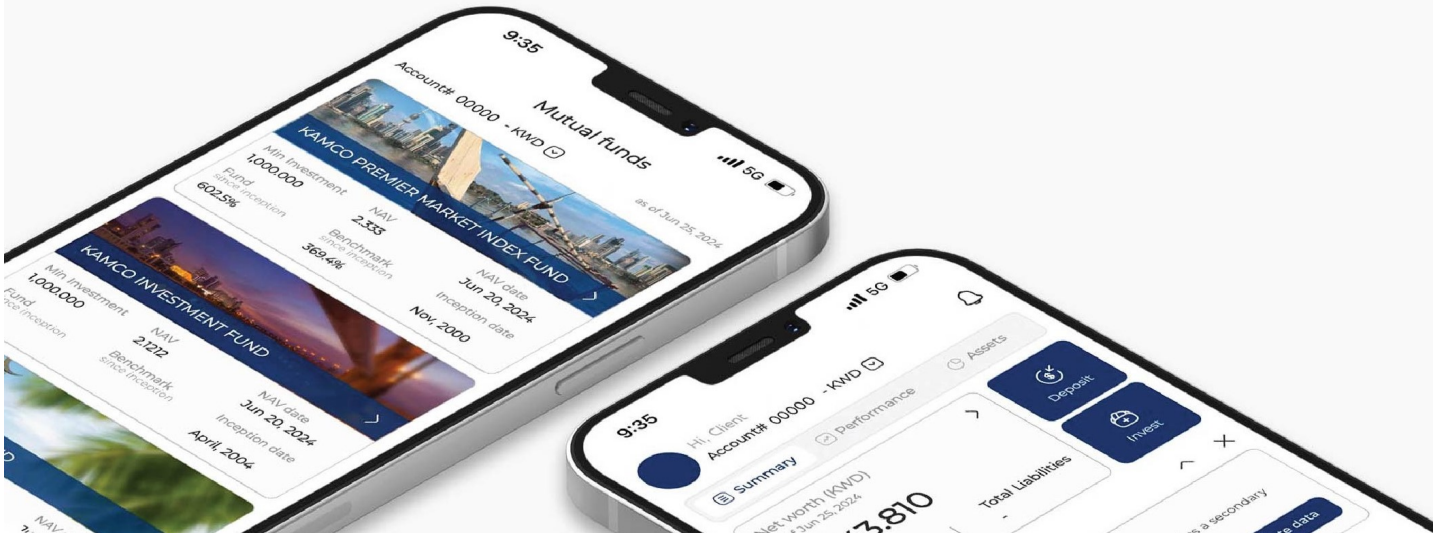
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The all-new **Kamco Invest App**



Kamco Invest announced the launch of its all-new Kamco Invest App with enhanced performance and user interface, and a strong infrastructure for easier future developments.

The Kamco Invest App's user journey and experience have been comprehensively improved across all aspects, including account opening, KYC updates, dashboard functionality, and transaction processing. Alongside these front-end enhancements, the back-end infrastructure and all associated processes have also been optimized to ensure a seamless experience with minimal approval times for completed eligible applications. Our support team has worked diligently with the developers to enhance the app's usability and responsiveness, ensuring a superior user experience.

The dashboard has been redesigned to dynamically showcase complete portfolio holdings and performance, allowing clients to delve deeper into their investments. The app enables clients to invest in a variety of Kamco Invest solutions, including mutual funds managed by the company. Clients can fund their portfolios by depositing cash using KNET or wire transfer, making it easy to start their investment journey with our comprehensive range of investment solutions.

Nawal Mulla-Hussain, Managing Director of Support Operations, said, "We are proud to launch the

all-new Kamco Invest App. By building internal expertise and competencies, we are better positioned to understand user trends, enhance their experience, and seamlessly implement changes and developments that assist users in their digital investment journey. The app is a cornerstone of our digital transformation strategy, designed to revolutionize the investment experience for both new and existing clients.”

It is worth noting that the Civil ID is integrated with the Public Authority for Civil Information (PACI) system, leveraging the institution’s online services, including identity authentication through Mobile ID. This integration offers clients a streamlined and efficient way to open accounts and provide the necessary periodic updates, making the entire process hassle-free.

Furthermore, the App provides registered users access to track the performance of the Company’s managed funds, discover and read comprehensive coverage on regional markets, sectors, and asset classes, amongst others.

Ahmed M. Nahla, Director of Digital Innovations said, “Our robust backend and infrastructure are designed to support our clients' key requirements while enabling us to effectively evolve the app with the integration of new services and features, which are core aspects behind our digital transformation strategy. Offered to both iOS and Android users, the all-new Kamco Invest App boasts a wide range of innovative features, as well as the option to invest in several of the Company’s top performing funds and products.”

Mulla-Hussain concluded, “With the accelerated development of innovative technologies witnessed today, digital solutions have become one of the strategic pillars behind the sustainability strategy of most companies in the financial services sector, especially investment companies. At Kamco Invest, we aim to continuously fine tune the client journey and strengthen the App's infrastructure to offer our clients an experience that incorporates the full breadth of our lucrative offerings and investment opportunities, reinforcing our competitive position in the market.”

Media Contacts

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