

File  **hedma**™

A SweepSouth Company.



FilKhedma™



sweepSouth

Who We Are ?

Part of the SweepSouth group, Africa's leading digital home services platform

FilKhedma is the leader in MENA for home services and facilities management. Offering services like cleaning, plumbing, electricity, home installations, air conditioning servicing, and more.



OUR VISION & MISSION

VISION

FilKhedma's vision is to be the biggest, most reputable, sustainable, and profitable Home Service platform in the MENA region, serving as the essential marketplace for trusted services and opportunities.

MISSION

To connect customers with a highly-skilled and empowered workforce, providing a brilliant and trusted home service experience across all products and services, while continuously fostering a growth mindset and creating meaningful work appreciation for every employee.



The Problem

We Are Solving For

Egypt's home services sector is highly fragmented, informal, and inefficient. Workers lack access to stable, dignified income, while homes and businesses struggle to find reliable, high-quality, and trusted service providers. This creates a cycle of informality, mistrust, and low productivity that limits economic growth for all sides

HOMES & BUSINESSES (Demand Side)

Consumers and companies face reliability and efficiency challenges:

- Low trust
- Inconsistent service quality
- Limited access to vetted labor
- Operational inefficiency (B2B/B2B2C)
- Lack of accountability

WORKERS (Supply Side)

Unskilled & semi-skilled workers face structural barriers:

- Informality
- Unstable income
- Limited visibility
- No training or certification
- Financial exclusion

Our Solution.

Direct-to-Consumers

We leverage our technology platform to empower a community of skilled professionals, connecting them with decent, dignified work opportunities. Our solution allows us to deliver trusted, high-quality home and facilities services to customers across Egypt while enabling our professionals to earn a living wage and achieve economic inclusion.

What we offer

Comprehensive Services: A wide range of home services, from cleaning and maintenance to repairs and more.

App-Based Convenience: A user-friendly app platform for seamless booking and management of services.

Benefits

Superior Quality Guaranteed
Arriving On Time
Background Checked Technicians
Clear Preset Prices

Our Solution.

Partnerships

We establish strategic, quality-vetted partnerships to embed our comprehensive home and facility maintenance services directly into our partners' operations and customer offerings. This model is designed to assure Service Quality, Competitive Prices, and Consistent Supervision for all stakeholders.

B2B2C Partnerships: Added-Value Benefits

(Type 1)

Guest/Tenant Experience

We partner with Property Managers and Owners (including short-term rentals/AirBnB) to connect their properties with vetted Technicians and Cleaners. This ensures a perfect stay experience and operational excellence for their tenants, guests, and owners, serving as a value-add to the manager's offering.

(Type 2)

Digital Integration

We integrate our full suite of services via Seamless API Integration with other Digital Marketplaces and E-Commerce Platforms, allowing them to instantly offer our quality services under their own brand and expand their service portfolio.

Our Solution.

Partnerships

B2B Partnerships: Direct Operational Support

(Type 3) Asset Maintenance & Management

We deliver full-spectrum maintenance and cleaning services to residential units within Compounds and Gated Communities on behalf of Property Developers. This guarantees well-managed investment and property assets and operational peace of mind for the developer.

(Type 4) Installation & Warranty Services

We act as a trusted "white glove" service for Brands and Sellers, handling the professional installation and ongoing maintenance of home appliances on their behalf, strengthening customer retention and brand trust.

Partners That Trust Us to Deliver

UPTOWN
CAIRO
HEART OF CAIRO



What We Achieved

EGP 98.7M+
GMV across verticals

3
Main cities of operation
Cairo – Alex – North Coast

80%
Bookings done through
the app from 50% in 2022

46,200+
Satisfied customers
served

215,000+
Orders fulfilled

4,800+
Job opportunities
provided

29
Happy partners and
growing

128,000+
Customer database

94
Services provided

What We Achieved

”

“City Edge is thrilled with the positive impact our partnership with filkhedma has had on our unit owners, lives”

“

Mahmoud Mansour – Facility Manager at City Edge

”

“GROHE is grateful for your commitment to this partnership and We believe our partnership will pave the way to more remarkable initiatives and achieve our mutual goals faster and more efficiently”

“

MR M.Sawah – GROHE

Why Filkhedma™ ?

Superior Quality Guaranteed

Trained and highly qualified technicians. Technicians are taken through a thorough and rigorous hiring process that includes examining both their technical and soft skills to ensure the highest quality standards

Arriving On Time

Our technicians are prompt, and will arrive within the hour of the appointment

Background Checked Technicians

We vet all the technicians, and are only accepted after passing the background and security checks. You are in safe hands

Clear Preset Prices

We have a clear price list for all services, you will know how much you're paying before we come into your home. Material are excluded from prices



Our Local Team



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Thank You !

FilKhedma – Quality Services, Simplified.

