



Humanizing the future of AI

ZiSPAY

The Intelligent Financial & Rewards Ecosystem of ZiS (B2C & B2B)

ZiSPAY (ZiSpay.com) is the intelligent financial and rewards ecosystem that powers the entire **ZiS** ecosystem. It seamlessly connects consumers, businesses, merchants, investors, financial institutions, and digital assets through a unified architecture designed to simplify transactions, unlock new business opportunities, and create sustainable value across multiple markets.

Brand Slogan:

A Business Equation to Simplify & Enrich People's Lives

Strategic Positioning:

The Unique Intelligent Financial & Rewards Ecosystem

B2C (ZiS HOME, ZiS HOTEL, & ZiS DAY)

B2B (ZiS TRADE, ZiS FUND, & ZiS COIN... culminating in **ZiS CARD** & **ZiS BANK**)

ZiSPAY B2C

3 Consecutive Platforms

1- ZiS HOME™

Brand Slogan:

You're Not Just a Buyer

Strategic Positioning:

A New AI-Powered Home Lifestyle Ecosystem

The Multi-aspects Concept:

- When Furnishing Your Home Becomes an Unforgettable Journey.
- Enjoy it B4 U Buy it...
- Enjoy it B4 U Pay it!
- I Want to Imagine and See My Dream Home Come to Life Before Buying.
- Imagining it is Not Enough...
- You better... Live It B4 You Furnish It!
- See Your Entire Dream Home Before Your Final Decision.

ZiS HOME™ (ZiShome.com) is an AI-powered, experience-driven Home Lifestyle Ecosystem designed to transform the way people furnish, upgrade, and personalize their homes.

By combining immersive visualization, intelligent recommendations, trusted merchants and manufacturers, and proprietary commercial innovations, **ZiS HOME** transforms home furnishing from a stressful purchasing process into an unforgettable journey... where consumers can experience their dream home before making their final purchasing decisions.

ZiS HOME is not a furniture store,
It is not merely an e-commerce platform,
It is not just a marketplace...

ZiS HOME introduces an entirely new category:
The Home Lifestyle Ecosystem™

2- ZiS HOTEL™

(ZiShotel.com)

Brand Slogan:

Reserve it... You Deserve it.

Strategic Positioning:

An Extraordinary AI-Powered Travel & Hospitality Ecosystem

The Multi-aspects Concept:

- Reserve it... You Deserve it
- Book Smarter. Travel Better
- Every Stay Should Reward You
- More Than a Reservation... An Intelligent Travel Experience
- Discover Better Places with Greater Confidence.
- The Right Stay. The Right Price... The Right Experience
- One Intelligent Platform for Every Journey
- From Reservation to Reward

Experience More... Spend Smarter.

Travel with Confidence... Pay with Intelligence

ZiS HOTEL™ (ZiShotel.com) is an AI-powered, experience-driven Travel & Hospitality Ecosystem designed to transform the way people discover, compare, reserve, and enjoy accommodations around the world.

By combining intelligent hotel discovery, personalized recommendations, seamless ZiSPAY integration, exclusive rewards, trusted hospitality partners, and proprietary commercial innovations, ZiS HOTEL transforms hotel booking from a simple reservation process into a smarter, more rewarding travel experience.

Whether traveling for business, leisure, family vacations, education, or medical tourism, ZiS HOTEL empowers every traveler to make more confident decisions while enjoying greater value before, during, and after every stay.

ZiS HOTEL is not just another hotel booking app or website,
It is not merely an accommodation marketplace,
It is not simply a reservation engine...

ZiS HOTEL introduces an entirely new category:

The Unique Travel & Hospitality Ecosystem™

3- ZiS DAY™

(ZiSday.com)

Brand Slogan:

When Buying Becomes Gaining

Strategic Positioning:

A New AI-Powered Global Shopping Value Revolution

The Multi-aspects Concept:

- Every Day... A New World to Discover.
- More Than Shopping... A Daily Global Experience.
- Discover the World's Best... One Day at a Time.
- Shop Smarter. Earn More. Experience More.
- Every Purchase Opens New Opportunities.
- Global Products. Local Confidence.
- One Platform. Unlimited Discoveries.
- Daily Deals. Daily Rewards. Daily Excitement.
- Connecting People, Products, and Cultures.
- Every Day, ZiS DAY is your Lucky Day.

ZiS DAY™ (ZiSday.com) is an AI-powered, experience-driven Global Commerce & Cultural Exchange Ecosystem designed to transform the way people discover, shop, experience, and connect with products, brands, merchants, and cultures from around the world.

By combining intelligent product discovery, exclusive daily opportunities, trusted global merchants, immersive shopping experiences, seamless ZiSPAY integration, exclusive rewards, and proprietary commercial innovations, ZiS DAY transforms online shopping from a routine purchasing activity into a dynamic daily global experience.

Every day introduces new opportunities, limited-time offers, innovative products, emerging brands, and authentic cultural experiences... creating excitement, discovery, and meaningful connections between consumers and businesses across continents.

Whether searching for exceptional value, innovative technology, premium lifestyle products, or authentic international experiences, ZiS DAY empowers consumers to shop smarter, discover more, and benefit from an ecosystem where every purchase creates additional value.

ZiS DAY™ is not just another online shopping app or website.

It is not merely an e-commerce marketplace.

It is not simply a global retail platform.

ZiS DAY introduces an entirely new category:

The Global Shopping, Rewards & Cultural Ecosystem™

GP4P LAYER at ZIS DAY

GP4P™ (Good Product 4 People) is **ZiS DAY's** pioneering global product trust and promotion initiative, created to spotlight outstanding products, trusted manufacturers, and innovative brands that deliver exceptional value to consumers.

The initiative is planned to launch with China... one of the world's largest manufacturing and innovation centers, creating an international gateway through which consumers can discover carefully selected Chinese products while giving manufacturers a powerful platform to strengthen their global presence.

GP4P combines intelligent product discovery, merchant credibility, consumer reviews, AI-powered recommendations, transparent information, and ZiSPAY financial and rewards ecosystem to build confidence between international buyers and manufacturers.

Beyond commerce, GP4P serves as a bridge for cultural understanding by allowing consumers to discover the stories, craftsmanship, innovation, and traditions behind the products they purchase.

ZiSPAY B2B

3 Consecutive Platforms, culminating in *ZiS CARD* & *ZiS BANK*

1- ZiS TRADE™

Brand Slogan:

Making Global Trade Simpler, Smarter, and More Secure.

Strategic Positioning:

The Future of Intelligent Global Trade

The Multi-aspects Concept:

- Global Trade Without Boundaries.
- More Than Trading... Intelligent Trade.
- Secure Every Transaction. Build Every Partnership.
- Where Exporters and Importers Connect with Confidence.
- Trade Smarter. Finance Smarter. Grow Faster.
- AI-Powered Trade, Financing, and Business Intelligence.
- Simplify Trade. Reduce Risk. Expand Globally.
- Turning Cross-Border Complexity into Business Simplicity.

ZiS TRADE™ (ZiStrade.com) is an AI-powered, experience-driven Global Trade Ecosystem designed to transform the way exporters, importers, manufacturers, wholesalers, merchants, retailers, investors, and financial institutions connect, collaborate, finance, and grow across international markets.

By combining intelligent trade matching, secure commercial workflows, flexible short-term trade finance, AI-powered business insights, trusted partners, and proprietary commercial innovations, ZiS TRADE transforms international commerce from a fragmented and complex process into a smarter, more secure, and highly efficient global trading experience.

ZiS TRADE is not just a B2B marketplace,
It is not merely a trade management platform,
It is not just a trade finance solution...

ZiS TRADE introduces an entirely new category:
The Intelligent Global Trade Ecosystem™

2- ZiS FUND™

Brand Slogan:

Manage it Well to Enlarge it Well.

Strategic Positioning:

The Intelligent Investment & Trade Funding Ecosystem

The Multi-aspects Concept:

- Manage Capital Intelligently. Expand Opportunities Globally.
- Where Intelligent Investment Meets Intelligent Trade Funding.
- Growing Capital. Powering Global Trade.
- Turning Investment into Sustainable Business Growth.
- Intelligent Capital for Intelligent Businesses.
- From Investment Returns to Global Trade Finance.
- Empowering Investors. Enabling Traders.
- Fueling Global Commerce Through Intelligent Capital.

ZiS TRADE™ (ZiStrade.com) is an AI-powered, experience-driven Investment & Trade Funding Ecosystem designed to transform the way capital is invested, managed, and deployed to fuel sustainable business growth and global trade.

By combining intelligent investment strategies, disciplined risk management, proprietary trading expertise, AI-powered financial analytics, and innovative funding models, ZiS FUND transforms capital from a passive financial resource into an intelligent financial engine that generates value while empowering businesses through flexible trade funding.

The ecosystem begins with a professionally managed investment fund that utilizes proprietary trading and intelligent portfolio management to pursue sustainable long-term growth through disciplined capital management.

As the ecosystem expands, a dedicated Trade Funding Fund is established, utilizing part of the investment fund's capital to provide flexible short-term, secured financing for exporters, importers, manufacturers, wholesalers, merchants, and strategic business partners operating through ZiS TRADE.

Working seamlessly with ZiS TRADE, the future ZiS COIN digital settlement layer, and the broader ZiSPAY ecosystem, ZiS FUND becomes the intelligent financial engine that powers business expansion, international trade, and long-term ecosystem growth.

ZiS FUND is not just an investment fund,
It is not merely a trade finance provider,
It is not just a source of business funding...

ZiS FUND introduces an entirely new category:

The Intelligent Investment & Trade Funding Ecosystem™

3- ZiS COIN™

Brand Slogan:

Settle it Fast. Grow it Smart.

Strategic Positioning:

The Intelligent Digital Settlement Token Ecosystem

The Multi-aspects Concept:

- Instant Value. Global Reach.
- Simplifying Cross-Border Settlement.
- Low Cost. High Efficiency.
- The Intelligent Settlement Layer for Global Trade.
- Faster Settlement. Smarter Business.
- Secure Digital Value Transfer.
- Empowering the Future of Global Commerce.
- Connecting Trade, Finance, and Payments.

ZiS COIN™ (ZiScoin.com) is an AI-enabled digital settlement ecosystem designed to simplify the movement of value across the ZiS ecosystem through fast, secure, and cost-efficient digital settlement.

Rather than functioning as a standalone cryptocurrency, ZiS COIN is designed to serve as the intelligent settlement layer supporting commercial activities across ZiS TRADE, financial services through ZiS FUND, and the broader ZiSPAY ecosystem.

By reducing settlement time, minimizing transaction costs, and simplifying cross-border value transfer, ZiS COIN enhances the efficiency of international commerce while supporting a seamless financial experience for businesses and consumers.

As the ecosystem matures and the token gains broader adoption and recognized market value, additional ecosystem capabilities may be introduced, including broader tradability and other utility functions, subject to applicable laws, regulations, and market conditions.

Working together with ZiS TRADE, ZiS FUND, and ZiSPAY... ZiS COIN completes the intelligent financial cycle by providing a modern digital settlement layer for the entire ecosystem.

ZiS COIN is not just a cryptocurrency,
It is not merely a payment token,
It is not just another digital asset...

ZiS COIN introduces an entirely new category:
The Intelligent Digital Settlement Token Ecosystem™

4- ZiS CARD™

Brand Slogan:

Your Angelic Royal Card!

Strategic Positioning:

Redefining and Simplifying Your Financial Life

The Multi-aspects Concept:

- One Card. Endless Possibilities.
- More Than a Card... An Intelligent Financial Experience.
- Spend Smarter. Live Better.
- One Ecosystem. One Card.
- The Smart Gateway to the ZiS Ecosystem.
- Powered by the Exclusive 4-Zero Philosophy.
- Advanced Finger Vein Authentication, a New Generation of Identity Verification.
- Secure Every Purchase. Reward Every Journey.
- From Everyday Spending to Lifetime Financial Value.
- The Future of Intelligent Global Purchasing.

ZiS CARD™ (ZiScard.com) is an AI-powered, experience-driven Global Purchasing Ecosystem designed to transform the way people pay, shop, travel, earn rewards, and manage their financial lives.

Available as both a debit and credit card, in physical form or through the proprietary Finger Vein ID digital solution, **ZiS CARD** combines intelligent financial services, advanced security, seamless payments, and an integrated rewards experience within a single ecosystem.

Deeply connected with ZiSPAY, ZiS HOME, ZiS HOTEL, ZiS DAY, and the future ZiS BANK, **ZiS CARD** provides a unified financial experience that enables consumers to manage everyday purchases, major lifestyle decisions, travel bookings, and global shopping through one intelligent platform.

Its multiple card categories are designed to meet diverse customer needs while sharing the platform's signature 4-Zero philosophy. At the highest tier, the **ZiS Angelic Card™** introduces a groundbreaking vision for consumer finance, including the world's first **Lifetime-Zero-Interest** Credit Card, creating a new benchmark for responsible, customer-centric financial services.

Combining intelligent rewards, seamless digital experiences, advanced transaction protection, and future-ready financial capabilities, **ZiS CARD** redefines what a modern payment card can become.

ZiS CARD is not just a debit card,
It is not merely a credit card,
It is not just another payment solution...

ZiS CARD introduces an entirely new category:
The Intelligent Global Purchasing Ecosystem™

5- ZiS BANK™

Brand Slogan:

Where Intelligent Banking Meets Intelligent Living

Strategic Positioning:

The Intelligent Digital Investment Banking Ecosystem

The Multi-aspects Concept:

- More Than Banking... An Intelligent Financial Ecosystem.
- Banking Without Boundaries.
- Invest Smarter. Bank Smarter. Grow Smarter.
- Where Trade, Investment, and Banking Become One.
- Empowering Businesses. Rewarding Consumers.
- The Financial Heartbeat of the ZiS Ecosystem.
- AI-Powered Banking for a Connected World.
- One Intelligent Bank. One Intelligent Ecosystem.
- Built Around People, Businesses, and Opportunities.
- Redefining the Future of Digital Investment Banking.

ZiS BANK™ (ZiSbank.com) is an AI-powered, experience-driven Digital Investment Banking Ecosystem designed to connect businesses, consumers, entrepreneurs, investors, and strategic partners through intelligent financial services that seamlessly integrate with every dimension of the ZiS ecosystem.

Purpose-built to serve the evolving needs of a rapidly changing global economy, ZiS BANK combines digital-first banking, investment services, trade finance, intelligent payments, wealth management, and capital solutions within one unified financial platform.

Working in close integration with ZiSPAY, ZiS TRADE, ZiS FUND, ZiS COIN, and ZiS CARD, ZiS BANK becomes the financial cornerstone of the entire ZiS ecosystem, enabling secure financial operations, intelligent capital allocation, seamless global payments, and innovative banking experiences for individuals and businesses alike.

Its intelligent infrastructure empowers exporters, importers, manufacturers, merchants, entrepreneurs, investors, and consumers with fast, secure, and accessible financial services while introducing loyalty-driven banking programs designed to create long-term value, trust, and customer engagement.

By combining artificial intelligence, digital innovation, ecosystem integration, and customer-centric financial services, ZiS BANK transforms traditional banking into a dynamic platform that supports commerce, investment, and everyday financial life within one intelligent ecosystem.

ZiS BANK is not just a digital bank,
It is not merely an investment bank,
It is not just another financial institution...

ZiS BANK introduces an entirely new category:
The Intelligent Digital Investment Banking Ecosystem™

NEXT

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A VERY SPECIAL INITIATIVE FROM ZiS UNION

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ZiS CURELAND AMR HELMY™

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Belonging to a special category of ZiSPAY (B2B2C)

6- ZiS CURELAND AMR HELMY™

Brand Slogan:

Where Healing Becomes a Way of Living

Strategic Positioning:

The Intelligent Medical, Wellness & Healthy Living Ecosystem

The Multi-aspects Concept:

- More Than Healthcare... A Complete Healthy Living Experience.
- Prevent Before You Cure.
- Recreation. Prevention. Treatment. Harmony.
- AI Meets the Wisdom of Traditional Healing.
- Integrating Modern Medicine with Timeless Medical Heritage.
- Where Technology, Nature, and Compassion Heal Together.
- Smart Healthcare Within a Smart Living Community.
- Wellness Without Boundaries.
- Creating Healthier Lives While Building Sustainable Communities.
- Caring for Humanity Through Intelligent Healthcare.

ZiS CURELAND AMR HELMY™ is an AI-powered, experience-driven Medical, Wellness & Healthy Living Ecosystem designed to transform the future of healthcare by integrating recreation, prevention, diagnosis, treatment, rehabilitation, and sustainable smart-city living into one unified destination.

Conceived and Created by **Tarek Oraby** and **Dr. Amr Helmy**, former Minister of Health of Egypt, **ZiS CURELAND AMR HELMY™** reflects a shared vision of making world-class healthcare more accessible through an innovative and sustainable ecosystem that combines medical excellence with social responsibility.

Strategically envisioned as a unique destination on a Sea, the ecosystem brings together advanced hospitals, wellness resorts, preventive medicine, medical tourism, healthy communities, AI-powered diagnostics, and intelligent healthcare technologies to deliver a comprehensive human-centered healthcare experience.

One of its defining characteristics is the integration of the world's most respected traditional healing systems, including **Traditional Chinese Medicine (TCM)** and the ancient Indian system of holistic healing (**Ayurveda**), harmonized with evidence-based modern medicine, artificial intelligence, and preventive healthcare to support physical, mental, and emotional well-being.

As a long-term flagship initiative within the **ZiS** ecosystem, **ZiS CURELAND AMR HELMY™** aspires to establish a sustainable healthcare model where innovation, responsible investment, and compassionate care contribute to expanding access to high-quality medical services and promoting healthier communities.

ZiS CURELAND AMR HELMY is not just a hospital, It is not merely a medical city, It is not just another healthcare project...

ZiS CURELAND AMR HELMY introduces an entirely new category:
The Intelligent Medical, Wellness & Healthy Living Ecosystem™

With sincere respect and appreciation,



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ZiS • F5 • StarKid™
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