

Mzad Qatar and Al Jazeera Finance Announce Strategic Partnership to Revolutionize Digital Automotive Financing

Doha, January 27, 2026 – Mzad Qatar—the leading digital marketplace under EbdAA Digital Technology—and **Al Jazeera Finance** have announced a landmark strategic partnership, officially signed on January 26. This major collaboration is being highlighted during **Web Summit Qatar 2026**, showcasing a vision to redefine the landscape of the automotive industry and car financing in the region.

This partnership merges the massive reach of Mzad Qatar's automotive marketplace with the robust financial expertise of Al Jazeera Finance. The collaboration aims to create a seamless, "one-stop-shop" experience for users, integrating flexible financing solutions directly into the car-buying journey. Whether for a Nissan, Toyota, or other leading brands, users will soon benefit from a more streamlined path from browsing to ownership.

The synergy focuses on a mutual exchange of value: Mzad Qatar provides a high-traffic platform for Al Jazeera Finance's lending products, while Al Jazeera Finance offers tailored financial support to Mzad Qatar's extensive user base. This integration is designed to enhance market liquidity and provide consumers with unprecedented accessibility to car loans through a modern digital ecosystem.

*"Our goal is to revolutionize how people buy and finance vehicles in Qatar," said **Fahad Al Nuaimi, Co-founder of EbdAA Digital Technology**. "By partnering with Al Jazeera Finance, we are bridging the gap between discovery and purchase. While we are still finalizing the intricate details of this integration, our shared vision is clear: to leverage digital innovation to make automotive financing faster, more transparent, and more accessible than ever before."*

This move marks a significant step in EbdAA Digital Technology's mission to enhance its digital marketplaces. By embedding financial services within the e-commerce experience, Mzad Qatar continues to lead the way in providing comprehensive solutions that drive growth and empower both individual buyers and commercial partners.

About EbdAA Digital Technology

EbdAA Digital Technology is the innovative force behind some of Qatar's most prominent digital solutions and platforms. The company's successful portfolio includes **Mzad Qatar**, the **Syaanh.com app**, the **Kashef** car inspection and valuation service, and the **RentCars** platform. EbdAA Digital Technology is committed to developing practical technological solutions that enhance market efficiency and provide reliable, transparent access to services and products across the country.

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