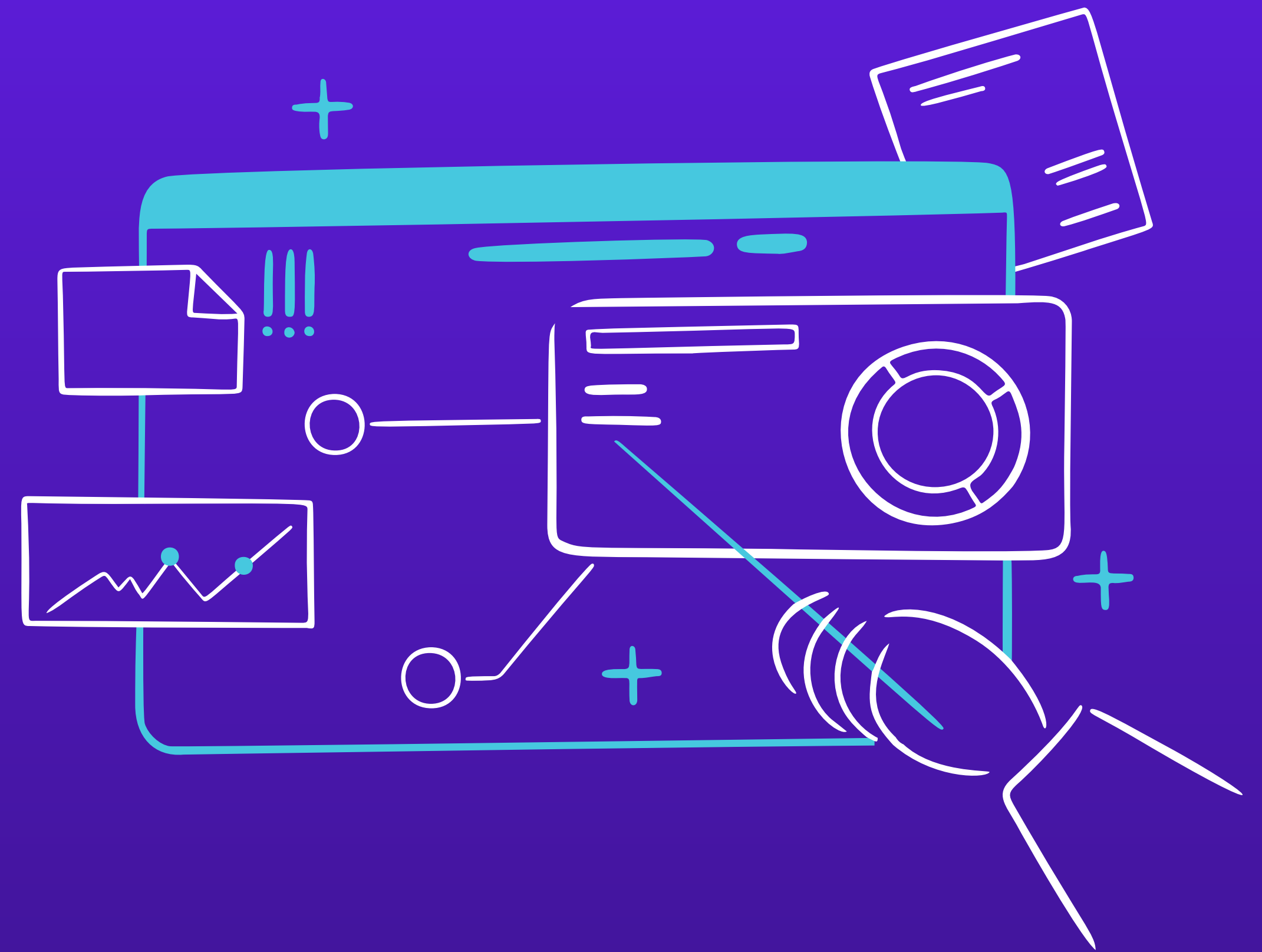


DiSTY[®]

Reshaping the future of B2B
distribution in the Mobiles
& electronics industry.



**B2B trade remains
BROKEN in the
Electronics Space,
dominated by field
agents & manual
processes**



Suppliers struggle with limited control, inefficiencies, & saturated market reach

From blind spots in sales operations to logistical challenges, suppliers lack the visibility and tools to scale effectively

CURRENT SITUATION - SUPPLIERS

Brands & Authorized Distributors



Field agents control order flows, promotions, & relationships, prioritizing personal incentives, work schedules, and moods.



Manual distribution of loyalty rewards and credit, leading to favouritism, misuse, and lack of transparency for customers.



Lack of performance visibility and data analytics leading to inefficient planning, pricing gaps, and missed revenue.



Limitation to existing customer base, with no efficient way to reach new retailers or expand into untapped regions.



Ineffective Product merchandising & branding even after significant investments in field teams and offline campaigns.



Inefficient and manual logistics result in delayed deliveries, higher operational costs, and an inability to scale effectively.

Buyers struggle with access to agents, pricing, product info, and flexibility

Reliance on agents, financial constraints, & inconsistent pricing create inefficiencies and limit business growth

CURRENT SITUATION - BUYERS



IRs, Wholesalers, KDRs, & Corporates



Full dependence on field agents to replenish OOS products & leading to delays, inefficiencies, and missed sales



Limited access to credit facilities, making bulk purchasing difficult and restricting portfolio depth and variety



No knowledge on product specs, catalogue, warranty, or offers specially for new models, affects ability to sell



Dependency on limited suppliers restricts ability to compare prices, access better deals, or diversify inventory.

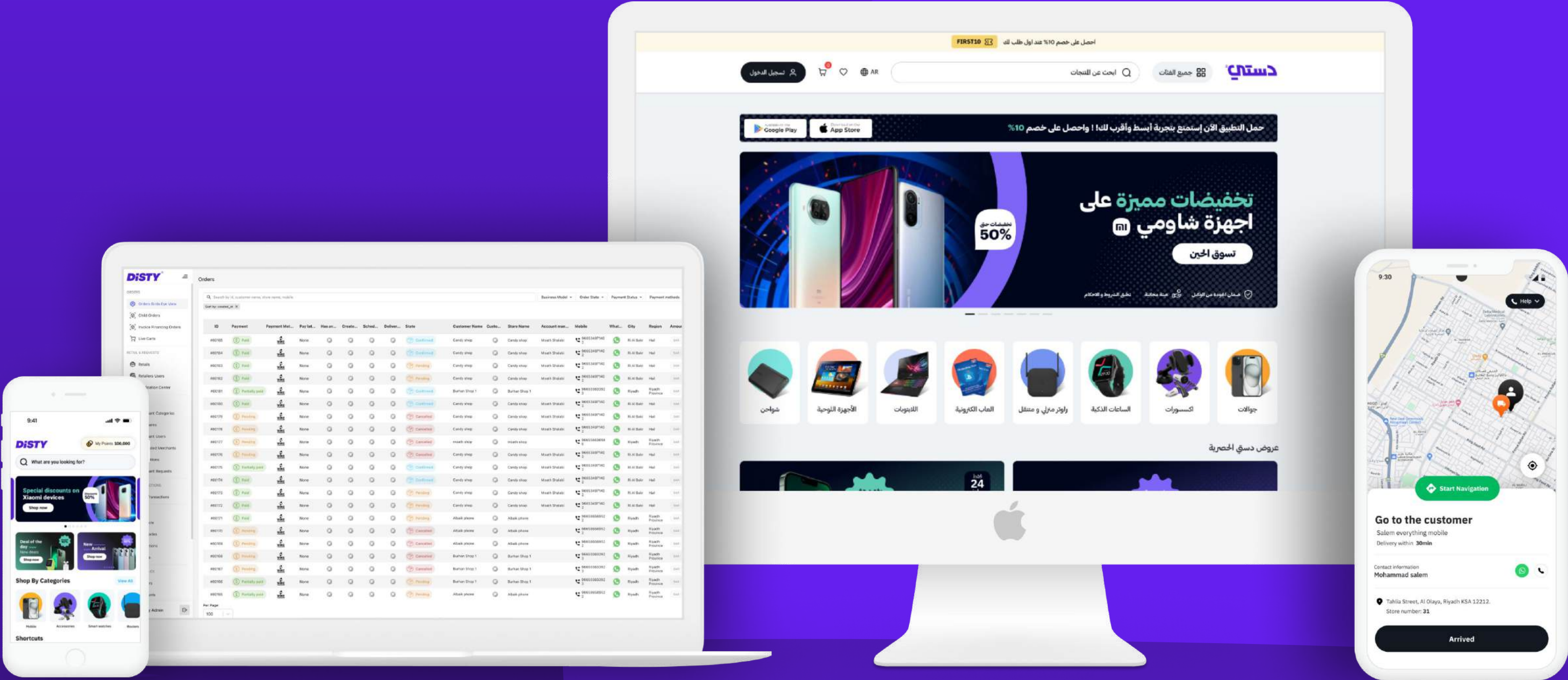


Relationship with agent determines pricing leading to inconsistencies, unfair discounts, and reduced profitability



Rigid and limited delivery schedules restricts efficient inventory management leading to overstocking and stockouts

Disty's Solutions



Disty connects suppliers and buyers on one platform – transforming outdated distribution models while enabling growth & efficiency

Suppliers

Buyers



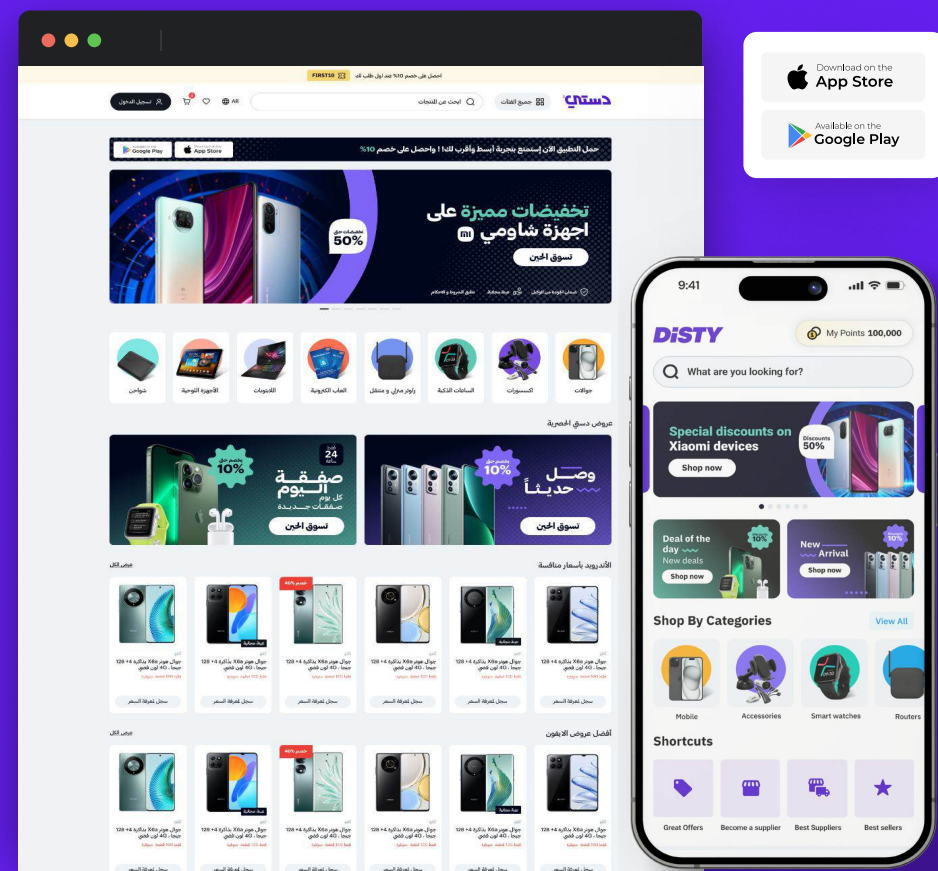
We are the ultimate B2B tech ecosystem revolutionizing distribution in MENA

With 100% ownership and control over our tech, we have built a robust and scalable infrastructure

Our Vision is to create a future where every brand and distributor, big or small, can leverage a unified platform for optimized GTM and RTM execution, achieving full transparency, efficiency, and growth

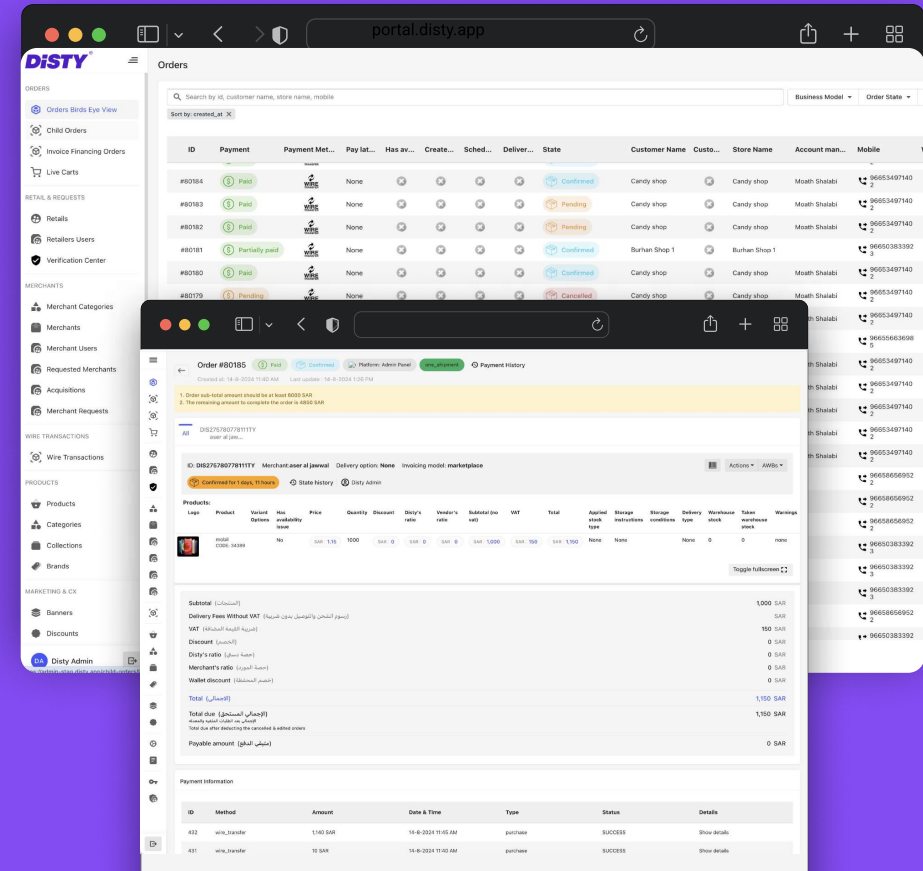
DiSTY Marketplace

Order Placement
Engine for Buyers

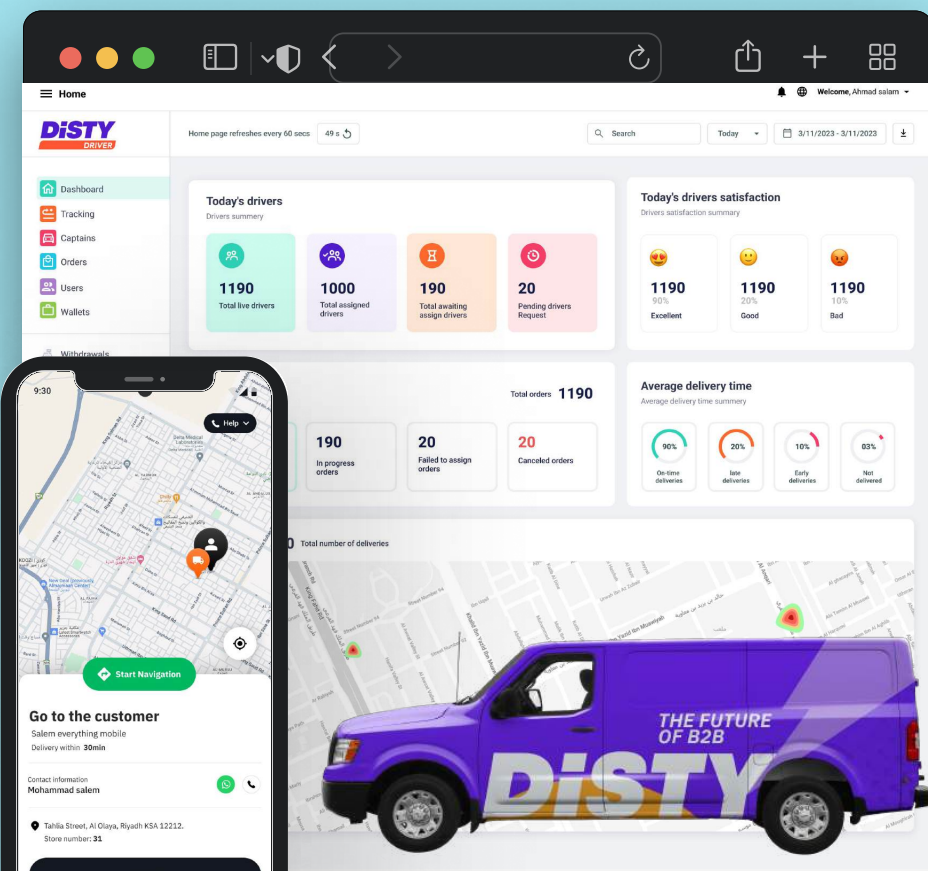


DiSTY PORTAL

Trade Management
Engine for Suppliers

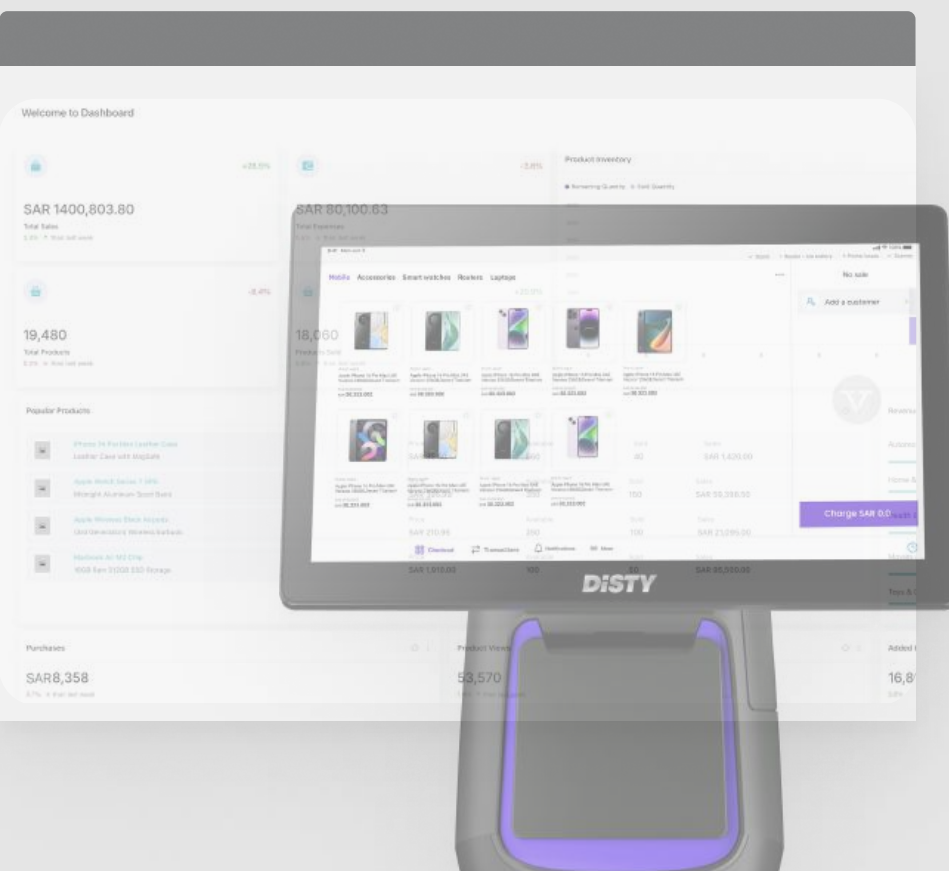


Sales & Delivery Super
App for Agents



DiSTY ECR

E Cash Register &
POS for IRs



We empower suppliers to expand revenue and optimize unit economics

Disty Ecosystem simplifies operations management and provides strong financial value proposition



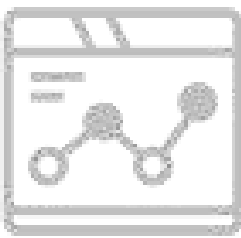
We enable convenience, boost profits, and empower expansion for buyers

Disty Marketplace simplifies ordering and saves time and costs of buyers

VALUE PROPOSITION FOR BUYERS



Profit Maximization



Scale Up Efficiency

Higher Product Availability Access to a broader range of SKUs without supplier-imposed MOQs	Consistent & Transparent Pricing Fair, market-driven pricing without sales agent manipulation	Reduced Restock Dependency Self-service ordering platform eliminates reliance on sales agents	Faster Order Fulfillment Quick delivery options with multiple scheduling windows
Higher Customer Retention Better stock management, preventing stockouts & improving customer trust	Higher Purchase Power Access to invoice financing and credit programs to grow portfolio	More Supplier Options Direct access to multiple distributors without middlemen	Better Procurement Costs Better deals, dynamic pricing & volume-based incentives
Increased Profit Margins Access to bulk discounts, exclusive deals, and flexible payment options	Higher Business Scalability Omnichannel purchasing options & direct relationships with suppliers	Less Working Capital Constraints Flexible payment solutions reduce upfront capital burden	AI Informed Purchase Decisions AI recommendations & trends help optimize product assortment

Disty contributes to Saudi Vision 2030 Goals

By digitizing the supply chain and facilitating trade for SMEs, we contribute to economic diversification, financial empowerment, and fostering innovation



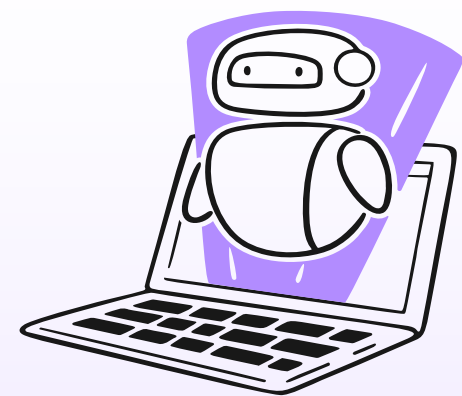
Financial Empowerment & Inclusion

- Record unrecorded transactions
- Enhance Anti-Money Laundering Compliance
- Organize the Financial System
- Increase Financial Inclusion



Economic Diversification & Growth

- Support Local Industries & SMEs
- Increase Economic Efficiency
- Support Local Content Development
- Create Job Opportunities



Digital Transformation & Innovation

- Develop a Thriving Digital Economy
- Reduce Carbon footprints
- Enhance Logistics Infrastructure
- Enhance Business Productivity

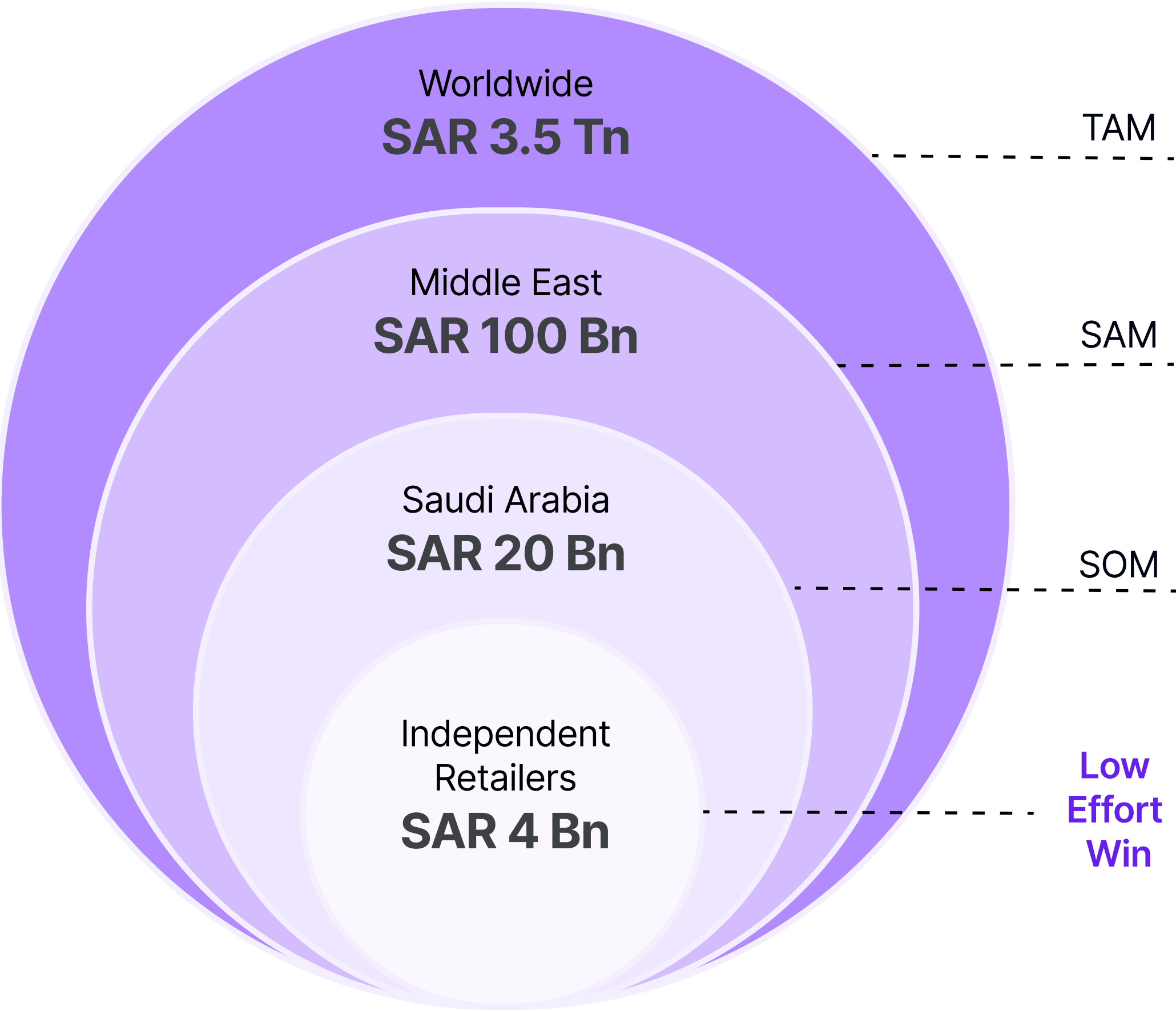


Disty's GTM Strategy

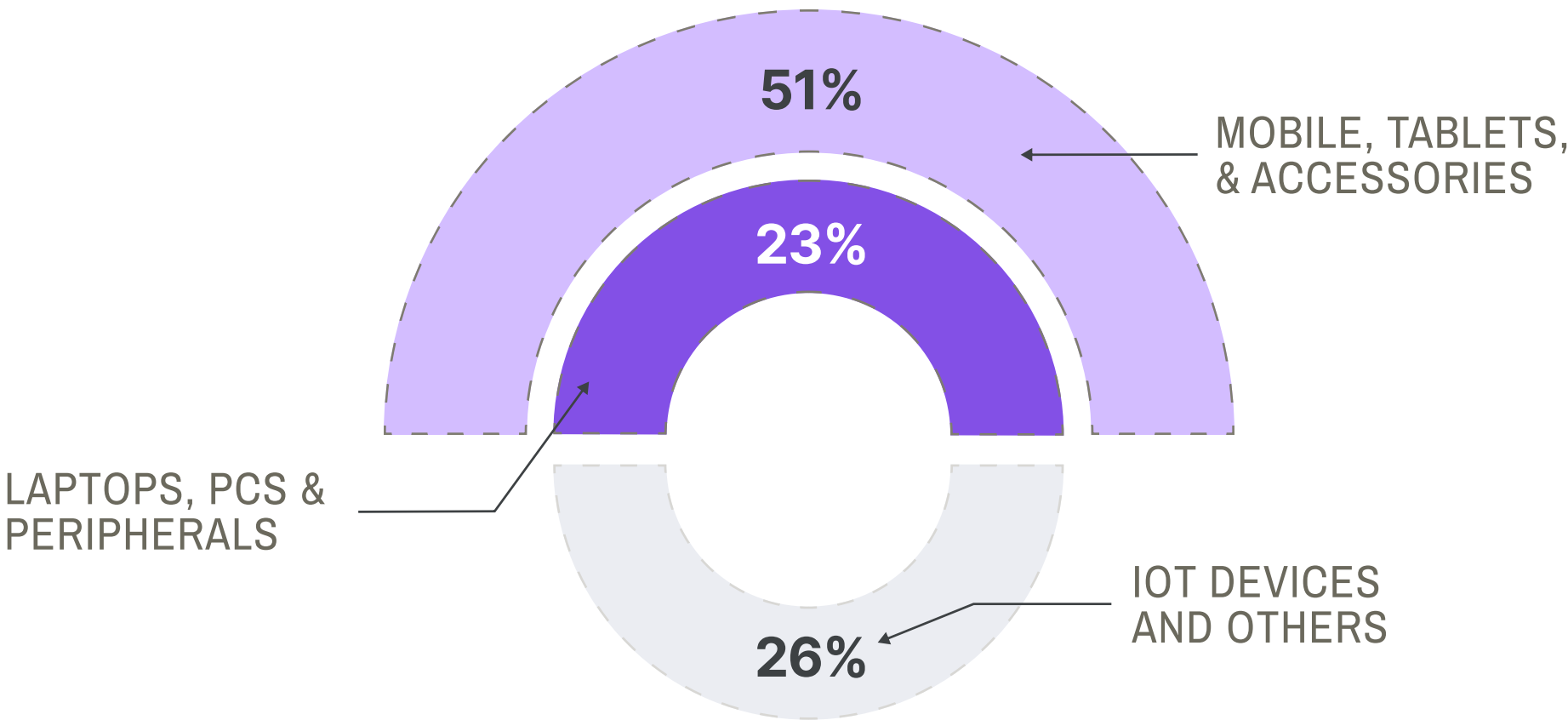


The Consumer Electronics global market is ~ SAR 3.5 Tn with IRs & small Wholesalers in Saudi Arabia contributing ~ SAR 4 Bn

~ 51% of the revenue comes from mobiles, tablets, and their accessories and that's a Low Effort Win for us



Category Split of SOM



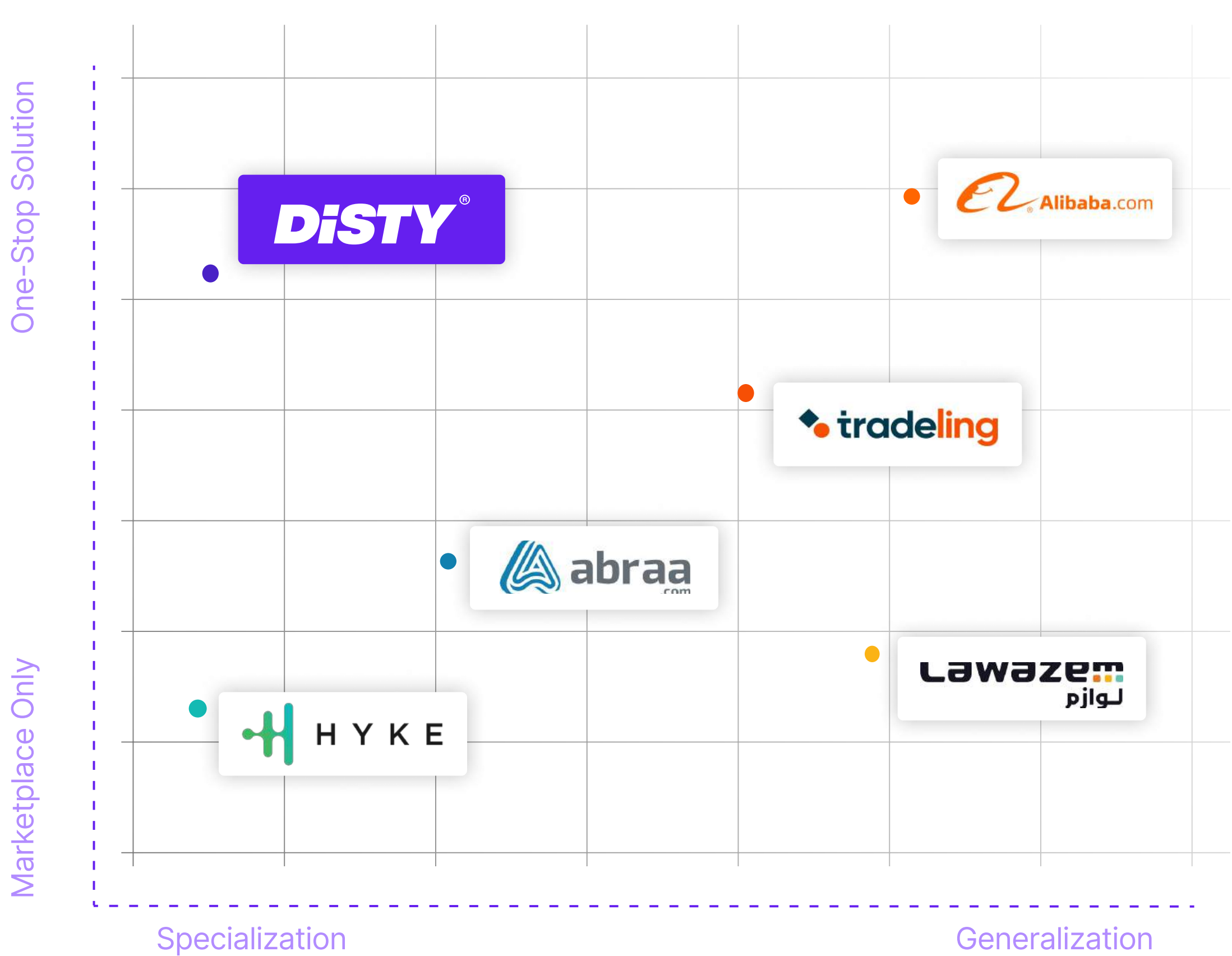
Customer Segment Split of SOM



Disty is positioning as a One-Stop Solution in the B2B Electronics Space

Disty not only offers a marketplace but also adds SaaS-driven solutions for suppliers, along with integrated logistics and financing mechanisms, setting it apart in terms of a complete ecosystem

A Specialized solution for all your RTM needs



Strategically win the market

Hook interest with an effective **discounting strategy**, cashback **incentives**, and a low effort, limited scope **pilot**

With a robust network of distributors on board, Disty becomes a **magnet for all electronic brands** in the market

Expand offerings to cater **Corporates and Governments** and become an All-In-One RTM solution for the brands



With a strong foothold in Saudi Arabia, the SAR 4B market is just the beginning

Disty plans to scale across the MENA region, tapping into similar market dynamics with enhanced product offerings

Phase - I MVP Launch in Primary Markets

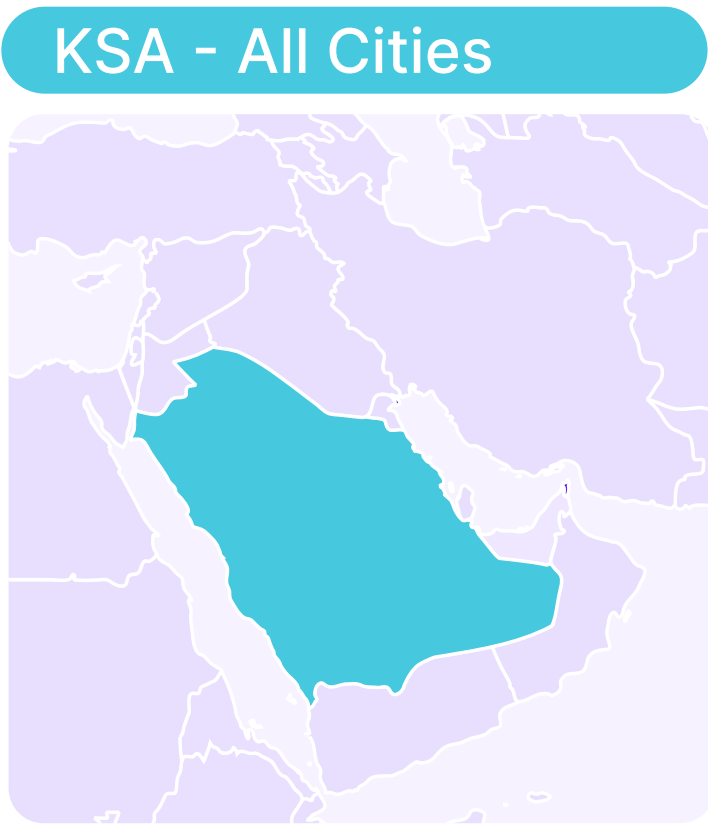


Leverage existing infrastructure for **rapid deployment in Riyadh & Jeddah**

Higher Concentration of IRs and Wholesalers

Ecosystem MVP Launch

Phase - II Advanced Offerings in All KSA Markets



Tailor Logistics and marketing strategies and **expand across the Kingdom**

Wide market coverage, volumes, and presence

Loyalty, BNPL, Adtech, & Analytics

Phase - III AI Offerings, SaaS & Regional Expansion



Strategise GTM and localize to **enter new GCC markets, starting with UAE**

Business friendly environment & proximity

AI, Dynamic Trade, SaaS Solutions

We use a tiered commission model and subscription services for revenue

Disty is focused on expanding and diversifying its revenue streams to SaaS and Premium Services Subscriptions

Primary Revenue Stream



Commission % on Sales Revenue

Disty charges a % commission on each transaction, with rates varying by product category and brand.

An inclusive approach for revenue maximization and brands participation

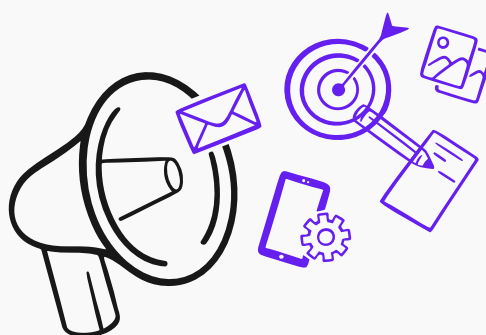


Sales & Delivery Ops Handling Fee

Disty charges suppliers for handling last-mile deliveries and managing on-ground sales operations

Completes the B2B ecosystem by integrating end-end sales & logistics

Expansion to Alternative Revenue Streams



Premium Services Fee: Advertising & Analytics

Disty charges a monthly or quarterly fee for advertising on marketplace & providing insightful analytics reports

These add-ons provide high-margin, value-added services & diversify rev



SaaS MRR - Sales & Delivery Solutions

Disty charges a monthly or annual subscription fee for its Sales & Delivery Solutions to modernize RTM

A predictable, recurring revenue stream that scales with user adoption

We are a strong team with leadership from MENA's largest tech companies

Highly customer centric team with best in-class experience building and scaling products that solve user needs



AHMED ABU ALASAL

Founder and CEO

A SERIAL ENTREPRENEUR WITH
OVER 18 YRS OF EXPERIENCE
LEADING MULTIPLE VENTURES, TO
SUPERCHARGE THE B2B & B2C
E-COMMERCE SPACE

WE HAVE ASSEMBLED OUR TALENTED LEADERS FROM

FOODICS® **retailo** **Delivery Hero**

stc **aramex** **talabat** **fetchr?**
delivery unlimited

سبيدي **SOUQ** **sanad** **mazaj**
speedi an amazon company سند

With expertise spanning operations, technology,
and supply chain optimization, we deeply
understand the landscape of B2B trade

Our **dedicated tech team of 20+** is focused
on building 100% owned, market centric,
and scalable solutions using



Disty's Traction and Funds Requirement



Within months, we have recorded millions in GMV and thousands of orders

This rapid growth is a testament to market demand, and the results validate our research, and model's scalability

Q2 invested in deep Market Research and Understanding

In-Depth Market Research

Interviews with independent retailers, wholesalers, and distributors across major hubs

Mystery shopping audits for real time observations of sales, delivery, and payments

Targeted surveys & focus groups to quantify needs for a tech-driven platform for sourcing

Expert Market Validation

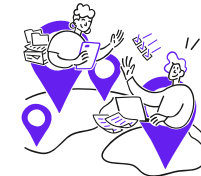
Case studies of B2B marketplace and E-commerce players in FMCG, and other industries

Insightful sessions with executives from one of the largest regional distributors

Q4 - Went LIVE and did Wonders within the first 6 months of Launch



Live for 10+ Cities in KSA



20,000+ Orders fulfilled



Millions of SAR in GMV

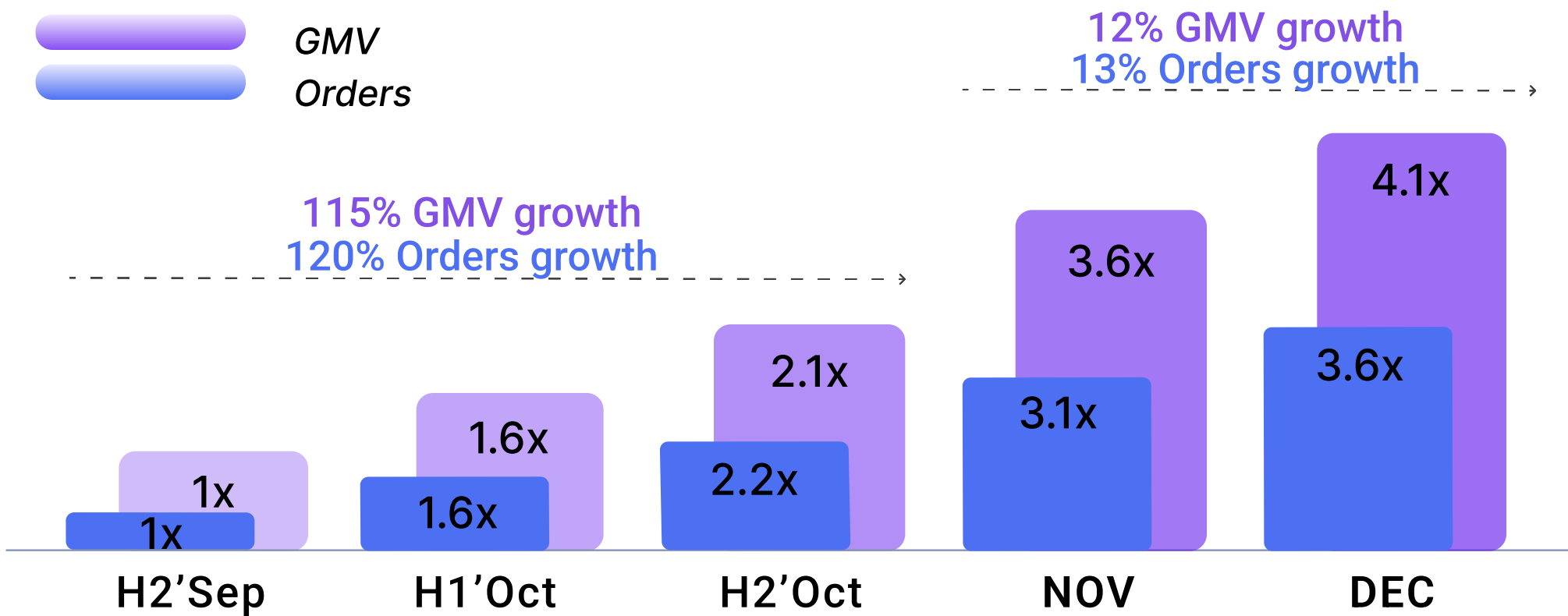


Thousands of Customers

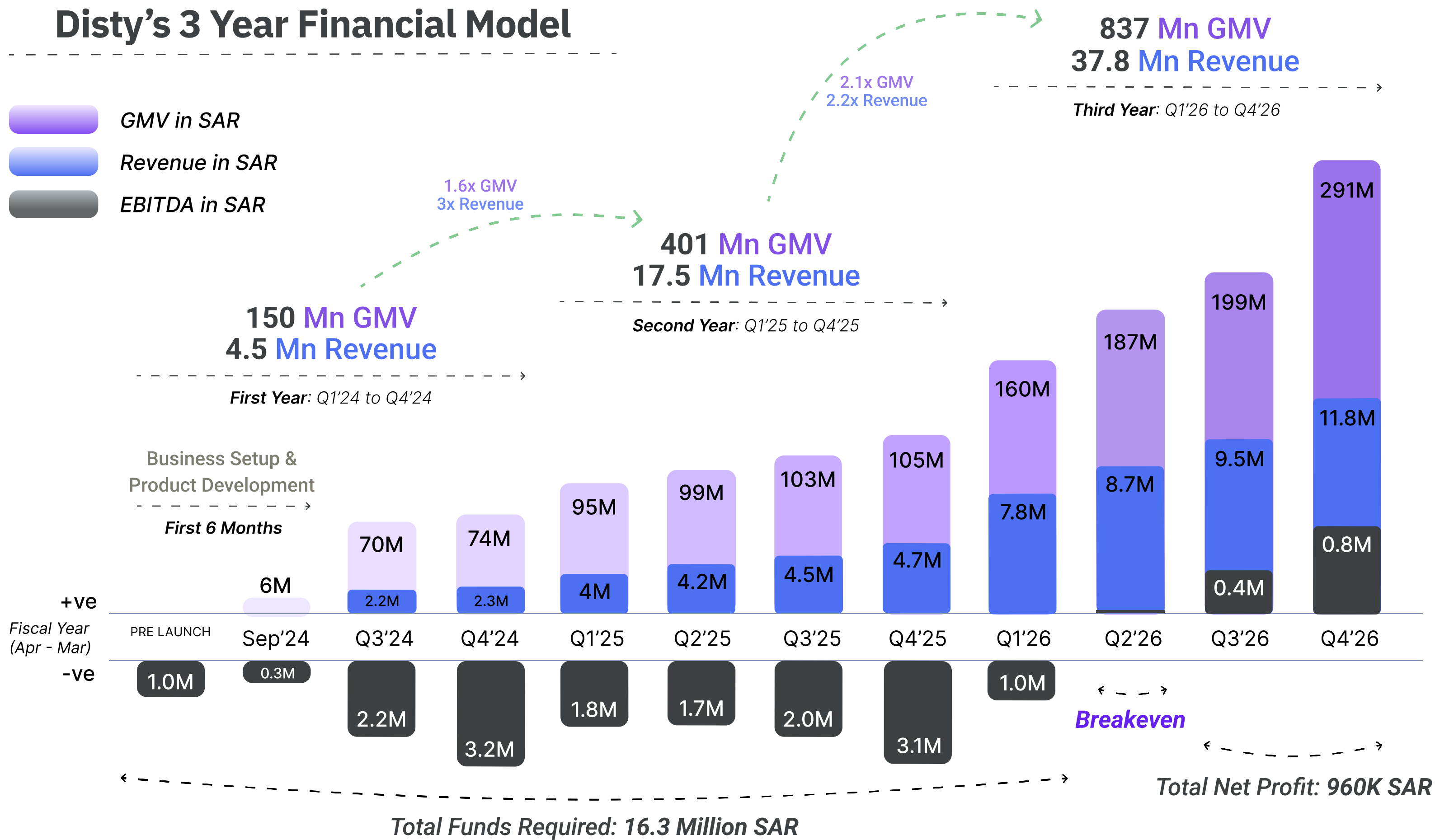
We digitized distribution, enabled smarter trade management and contributed to Saudi Vision 2030



GMV
Orders



With strategic expansion and investments in tech, we are on track to achieve sustainable profitability by Aug 2026 with Quarterly GMV at SAR 187M



Key Drivers - FY24 to FY26

FY 2024	- Launch Mobile & Tablets - Launch Digital Products
FY 2025	- Launch Accessories & IoT - Alt Revenue: Ads & Analytics
FY 2026	- Launch Laptops, PCs & Printers - Alt Revenue: SaaS & POS System

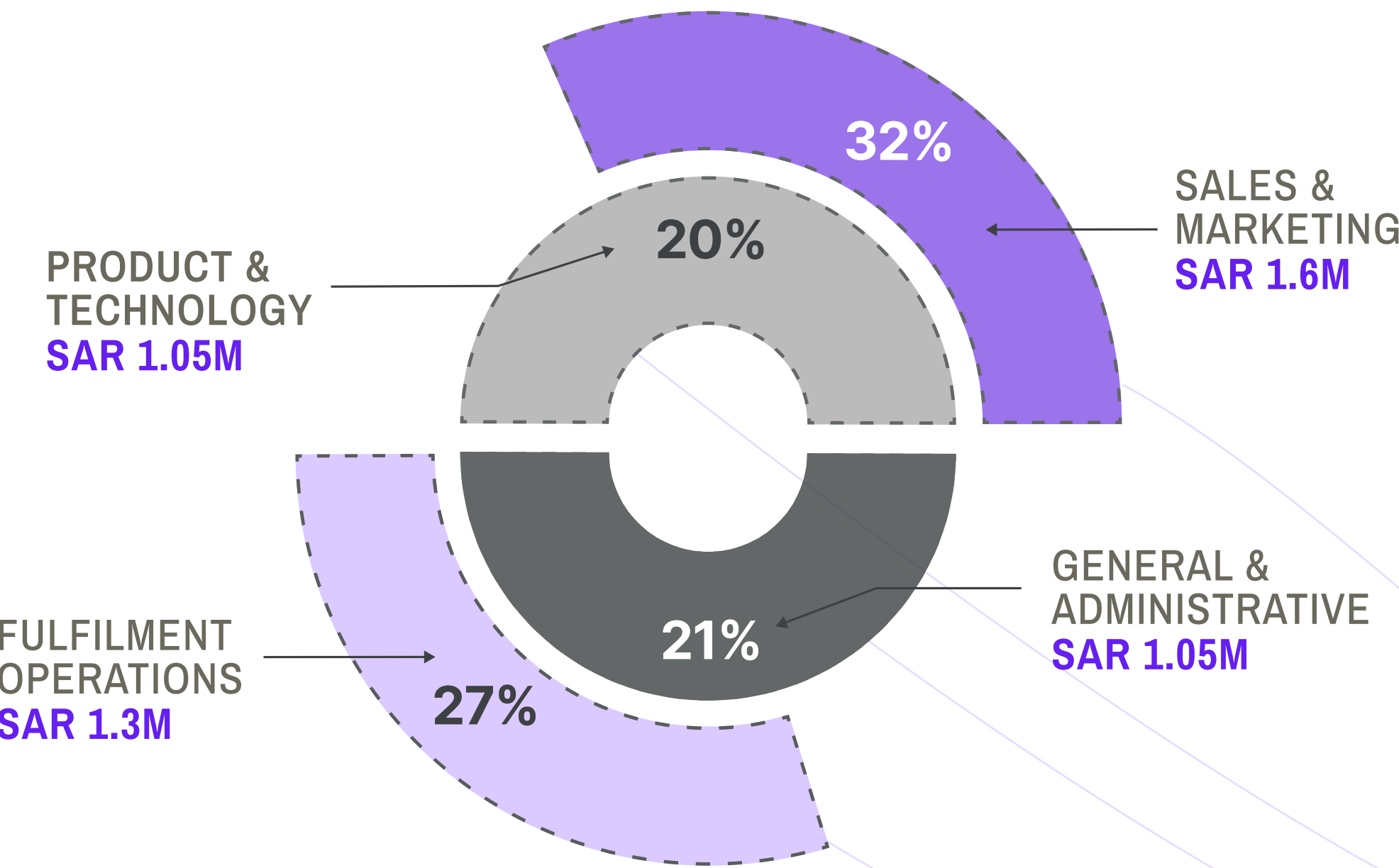
Key Metrics - FY2026

Active Customers	2300
Total No. of Orders	92,000
Total GMV in Millions	SAR 837
Average Order Value	SAR 9K
Unit Economics	SAR 34
Total Team Size	150

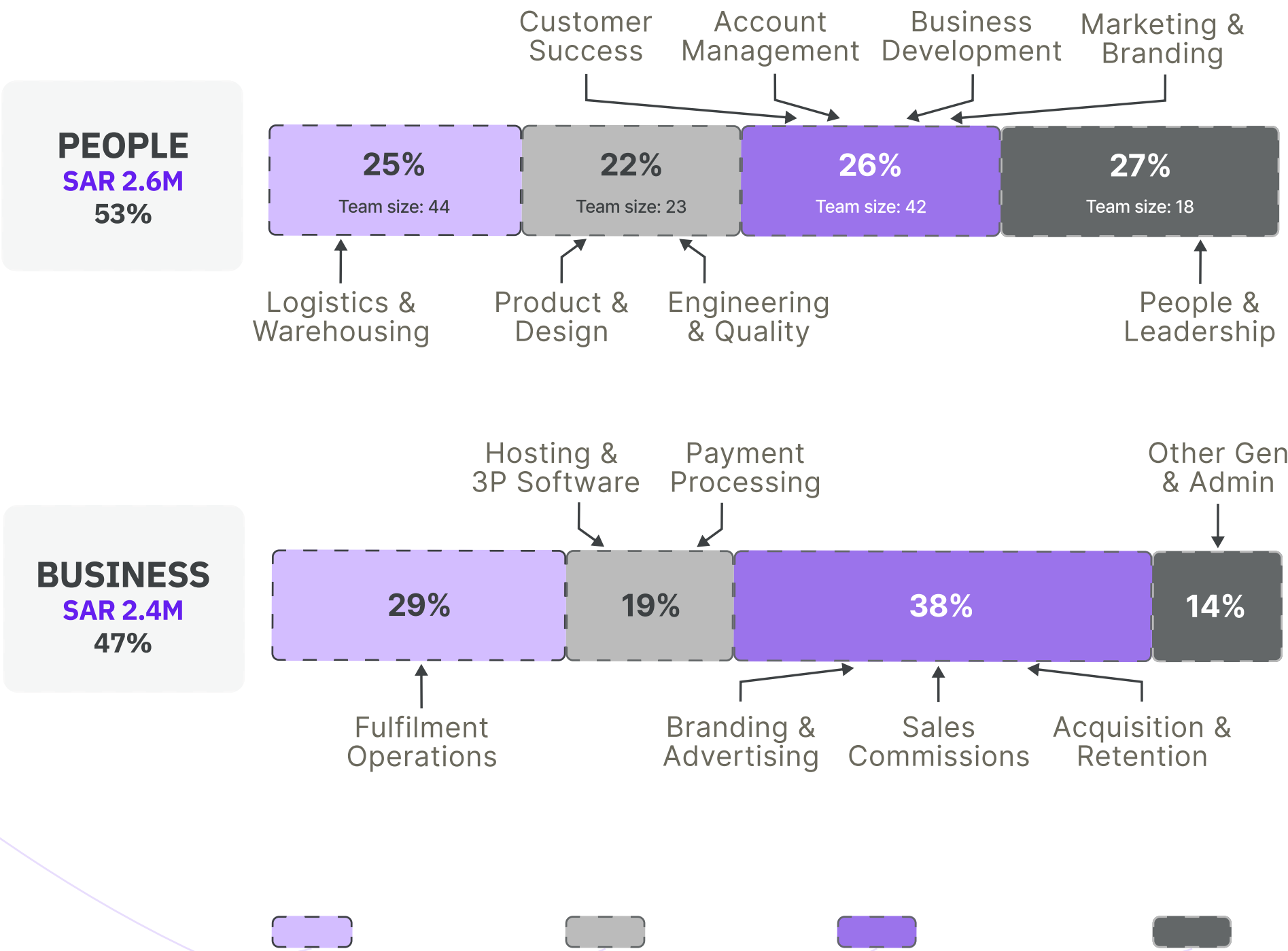
For this enormous vision, we are looking to raise SAR 5 Mn of capital infusion

Funds will be allocated to platform development, portfolio expansion, and scaling our business operations

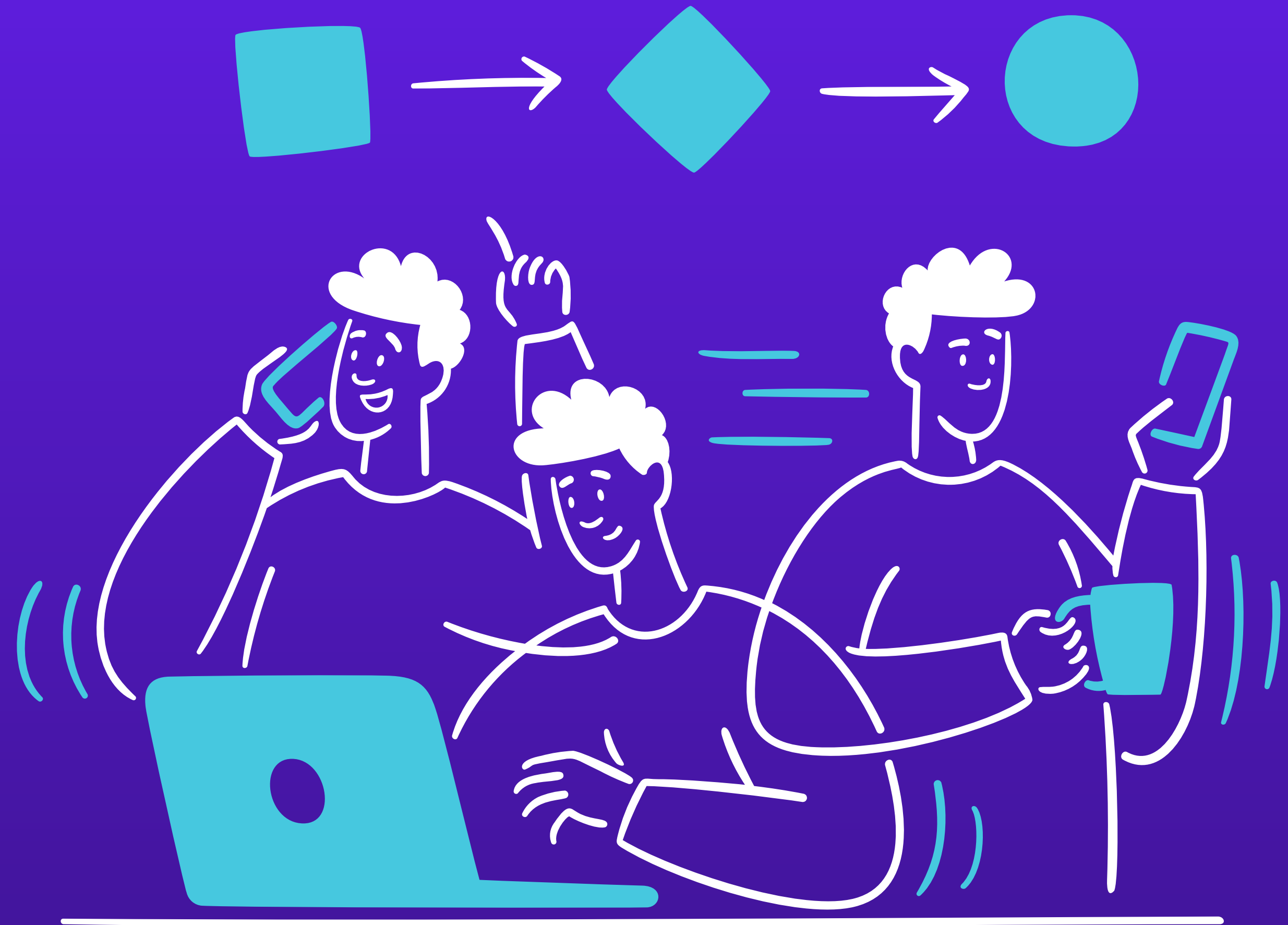
PROPOSED ALLOCATION OF FUNDS ~1.4M USD



DIVE INTO COST CENTERS SPLIT



Appendix



Our operations strategy boosts satisfaction and revenue across buyer’s journey

We expand our offerings tailored to customer actions and behaviors across all touchpoints

Execution Strategy	Acquisition	Engagement	Retention
Portfolio Strategy	Strong pull for user adoption High demand and popular brands	Upsell and cross-sell opportunities Product bundles, and bulk purchase options	Segment focused offerings Custom catalogs, & limited editions
Sales Touchpoints	Train and Onboard customers personally Field sales agentsTelesales outreach	Maintain a high-touch experience Account managersIn-App engagement	Gather feedback, and manage relationship In-App remindersService reviews
Marketing & Promotions	Marketing campaign tailored to USPs First order promoReferral program	Seasonal limited-time campaigns Bulk discountsGamification	Personalized promotions and offers Loyalty programCommunity building
Feature Offerings	Urgent Delivery100% fees discount Wire transfer & CoDPOS machines	Live Order trackingCall your driver Credit lineIn-App wallet	Experience feedbackScheduled delivery Buy now pay laterLoyalty points
Customer Success	Support customer in full onboarding cycle DocumentationTraining & assistance	Manage issues effectively in real-time Live call supportWallet Compensation	Conduct CSAT / NPS for refining strategy VIP support tierPeriodic feedback

For field agents, we make lives easier and increase their earnings

Mndobi simplifies sales and delivery operations and ensures target achievement



Income
Expansion



Boosted
Convenience

VALUE PROPOSITION FOR AGENTS

Higher Order Volume per Visit

AI recommendations and targeted promotions encourage bulk purchases

Stronger Buyer Relationships

Personalized offers, credit, and real-time stock improve trust and loyalty

Automatic Market Coverage

Digital onboarding and direct ordering allow agents to earn with less effort

Higher Commission & Incentives

Increased GMV, & structured bonus & commission plans maximize earnings

Less Fuel, More Take-Home Income

Optimized routing saves fuel costs, keeping more money in agents' pockets

Easier Push & Portfolio Growth

Automated bundles promote slow-moving & high-margin products

Optimized Route Planning

Tech-driven routing reduces travel time and maximizes daily drop efficiency

Higher Delivery Density per Trip

Consolidated orders and efficient vehicle utilization reduces travel hassle

Faster Order Delivery

No need to manually confirm stock or payments—everything is digital.

Less Time Wasted on Negotiations

Pre-set pricing and transparent deals eliminate manual price haggling.

Less chasing after money

On-the-go invoicing, digital proof of delivery, & real-time payment tracking

Live Target Achievement Visibility

Live tracking and automated reports let agents know exactly where they stand.

Disty wants to bridge global markets & expand Saudi’s export capabilities

Our future is focused on strengthening Saudi’s Economy by promoting Saudi-Made products internationally

Current Situation is leading to a Solid need

Saudi Vision 2030 aims at amplifying trade surpluses and strengthening the economy

Saudi manufacturers produce **high-quality, cost-effective, and innovative goods**, creating natural appeal for international buyers.

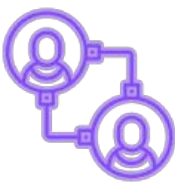
Increasing **appetite for products** from emerging markets due to competitive pricing and high standards.

Empowering small-to-medium manufacturers to participate in exports will directly **contribute to GDP growth**.

Launch Disty’s Saudi Exports Booster Program



Connecting local manufacturers and brands with **foreign-based distributors and resellers**.



Enabling Saudi-made products to enter key international markets through **advanced B2B technology**.



Collaborate with global players like **AliBaba, Shopify** and **Amazon** for quick market entry.



Partner with **Aramex** for logistics and last-mile delivery support without huge CAPEX injection.

Leverage Disty’s tech & Partnerships for seamless global operations, ensuring competitive lead times and ease of doing business for exporters.

Marketplace App and Web

Order Placement Engine for Buyers

The Disty App and Web is an advanced ordering platform tailored for buyers, offering a seamless and user-friendly experience to browse, order, and manage their procurement needs efficiently.

Streamlined & 24/7 Ordering

Simplifies product discovery with AI and wish lists, and order placement with an intuitive interface.

Flexible Payment Methods & Credit

Supports multiple payment options like BNPL, Sadad, wallet withdrawals, and Mada integration.

Advanced Loyalty and Rewards

Boosts retention with product, brand, volume, and behavior targeted loyalty program and rewards system.

Smart alerts & live support

Keeps buyers informed and engaged with real time status updates and live chat and support options

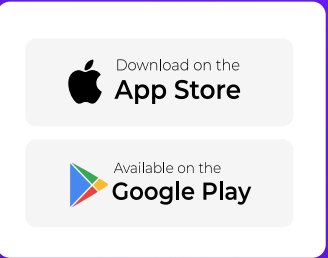
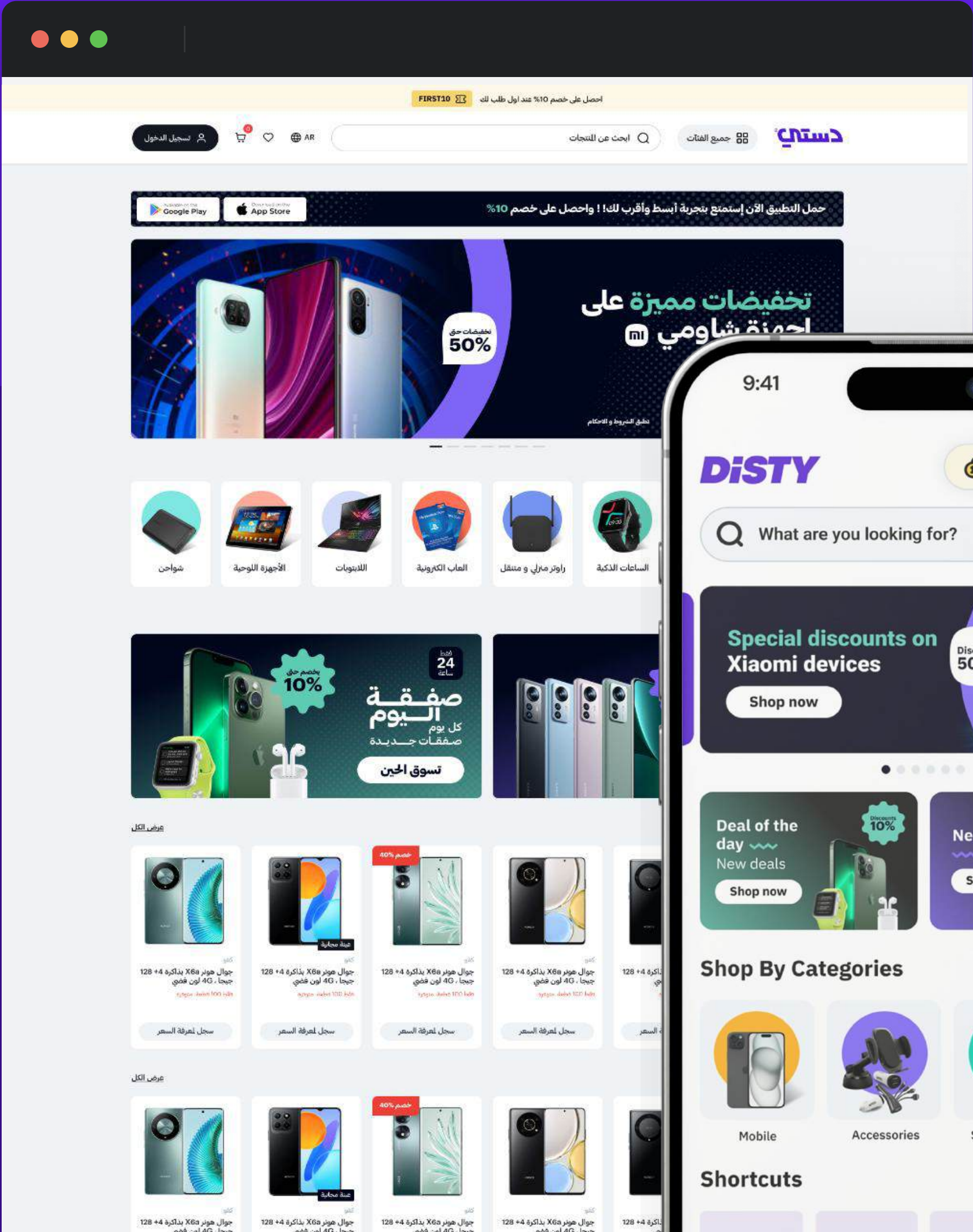
AI based Personalization

Leverage AI to suggest products based on user preferences, purchase history, or market trends for better decision-making

Promotions & Discounts

Offers tools to manage bulk discounts and promotional campaigns, increasing buyer engagement.

DiSTY



Trade Management Portal

Marketplace management engine for Suppliers

The Trade Management Portal is a centralized platform for managing merchants, orders, payments, and analytics, designed to streamline operations and optimize the trade ecosystem.

Manage Order & Inventory

Track live carts, delayed orders, fulfilled orders, and complete lifecycle, while ensuring real-time product & inventory updates.

Compliant Billing & Payments

Simplify payments reconciliation, invoice management, and payouts while ensuring ZATCA compliance.

Manage Vendors and Customers

Approve product listings, manage tiered vendor access, and enable custom branding with segmentation tools.

Promotions, CRM, & Loyalty

Manage discount campaigns, and promotional banners and bundles, while boosting retention with automated CRM

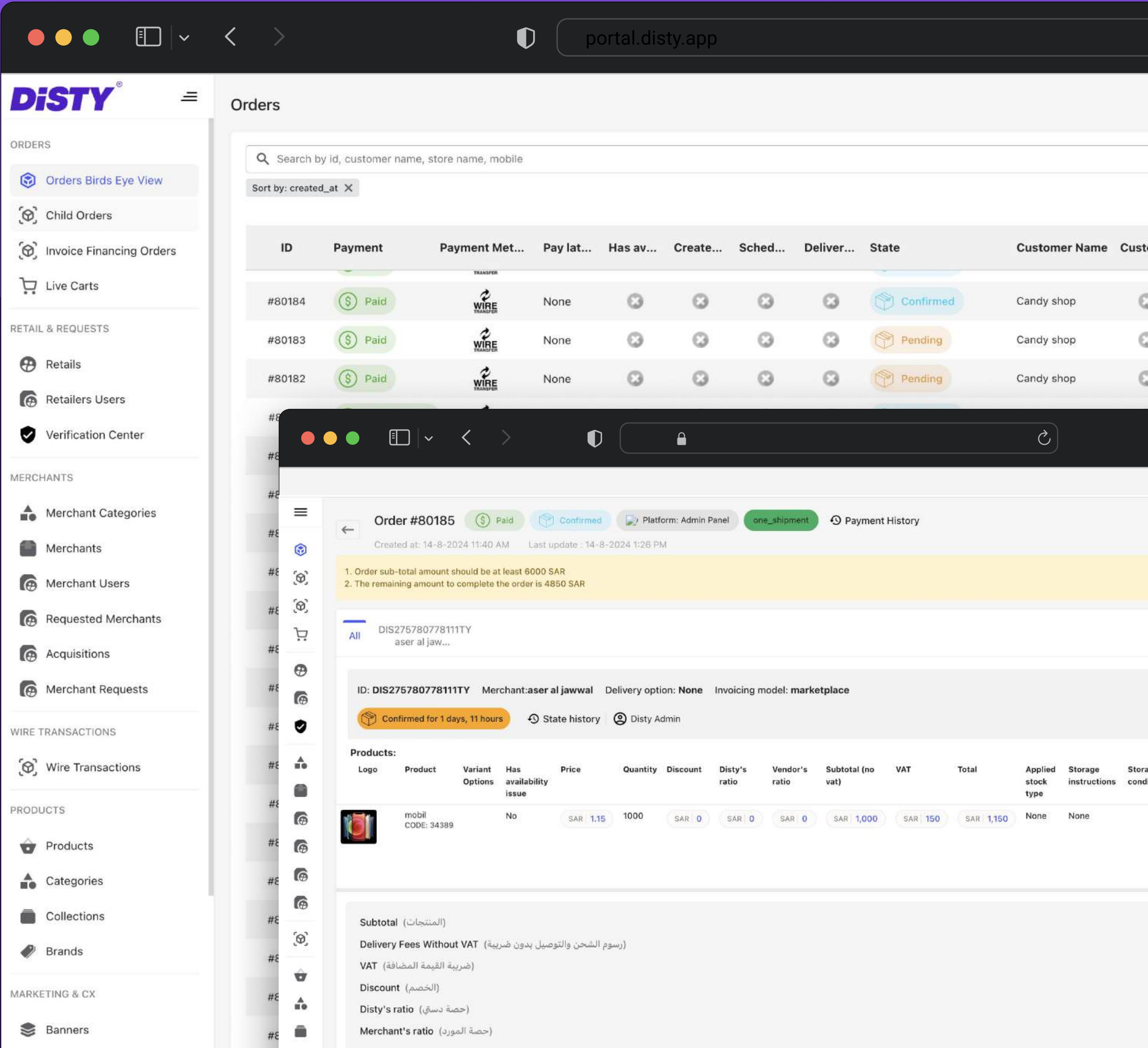
Security, Alerts, & Permissions

Ensure secure operations with role-based access control, activity alerts, and AI tools to flag inappropriate listings.

AI Analytics & Insights

Gain insights through real time analytics of product, sales and delivery performance, and customer behavior.

DISTY PORTAL



Mndobi Super App

Sales & Delivery Super App for Field Agents

The Mndobi is a Super App designed for on-ground teams, offering well-integrated Sales and Delivery modules to facilitate multiple tasks including order booking and fulfilment operations efficiently.

Sales & Delivery Management

Simplify daily operations with a unified platform, enabling teams to create & manage orders, and do deliveries simultaneously.

Real-Time Order & Inventory Sync

Ensure smooth operations with real-time orders & inventory sync, updating agents on stock levels and order statuses.

Task and Route Management

Enhance productivity with task prioritization, dynamic & optimized routes, helping agents deliver efficiently.

Flexible Payment Integration

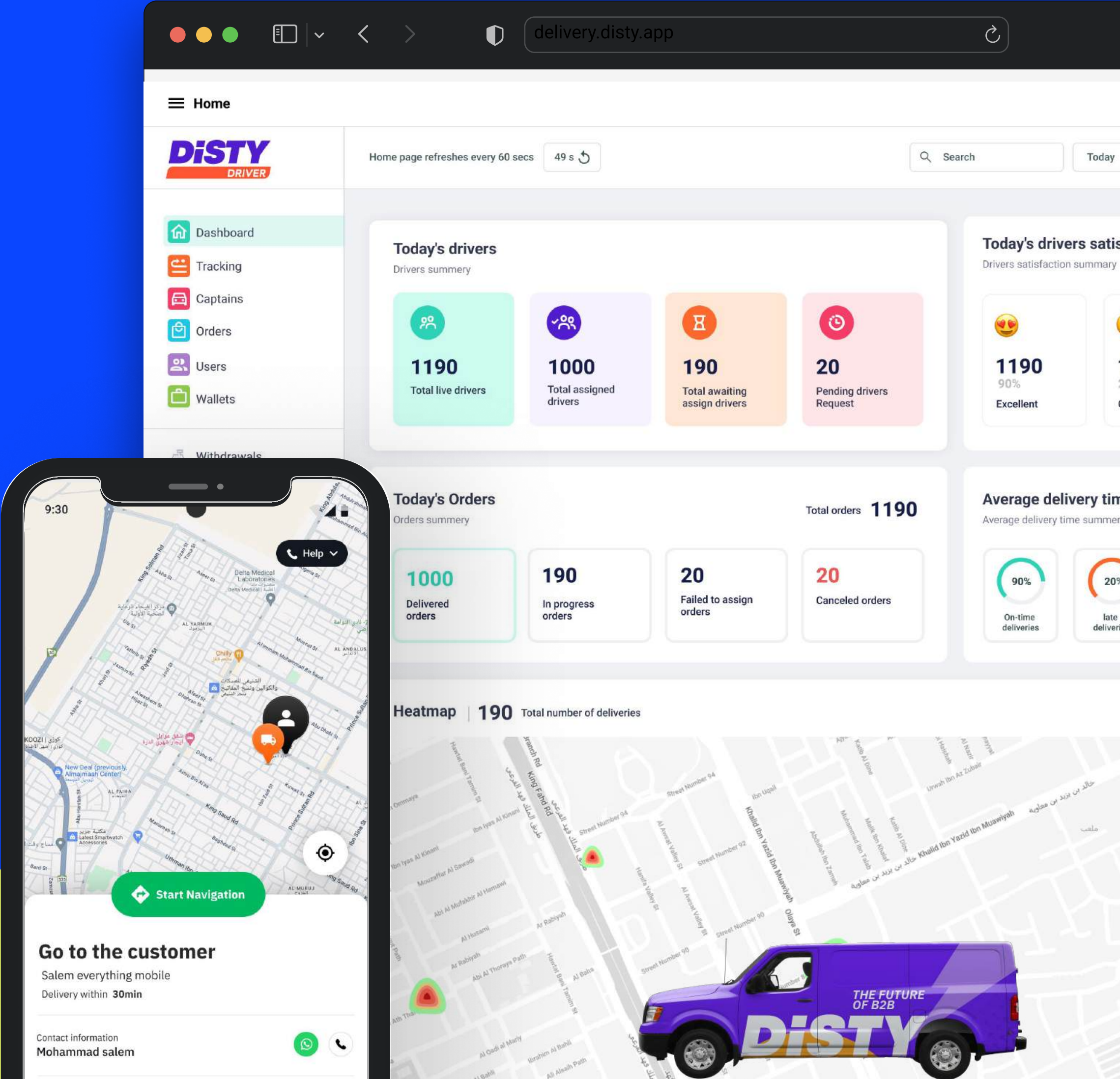
Empower agents with multiple payment options, including bank cards, agent's credit allowance, and wallet systems

Performance Dashboards

Track targets achievement & performance in real-time, driving better decision-making and improved results.

In-App Comms & Support

Keep agents connected with in-app chat support, notifications, and instant updates, ensuring smooth internal communication.



Technology Ecosystem

