

Bringing the Personal Shopping Experience into the 21st Century

STRICTLY CONFIDENTIAL



**ORDER IT.
FIND IT.
CHECK IT.**

Investment Presentation

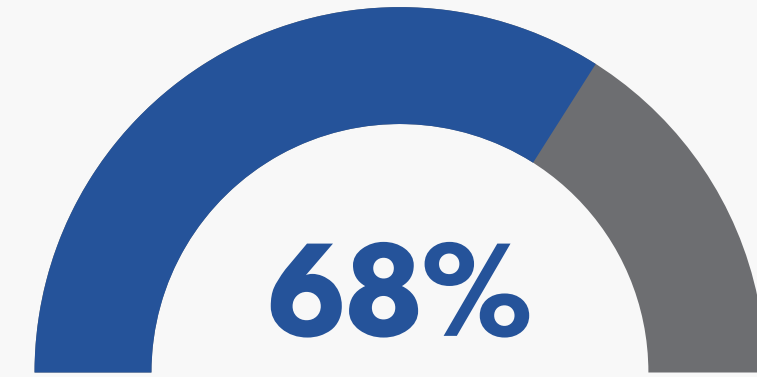
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CONSUMERS CAN OFTEN STRUGGLE TO FIND SPECIFIC PRODUCTS OFFLINE AND ONLINE

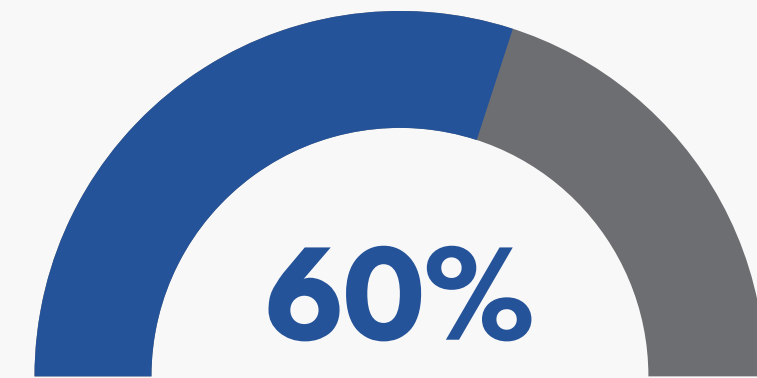
Despite the rise of **online** shopping and accessibility, consumers can often find the process of searching for products and purchasing online, a frustrating process.

Finding niche products **offline** can also present issues, particularly in smaller and remote places.

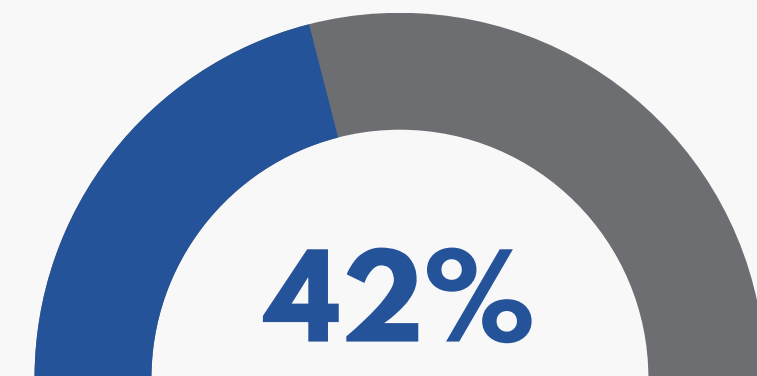
PROBLEM



of shoppers leave a website due to poor response times or web design



of online shoppers are frustrated by the online shopping search function



of online shoppers struggle to find what they want

Sources: Businesswire 2020 Global research among 4,000 consumers
Retail Dive (2017); Agility PR (2023)

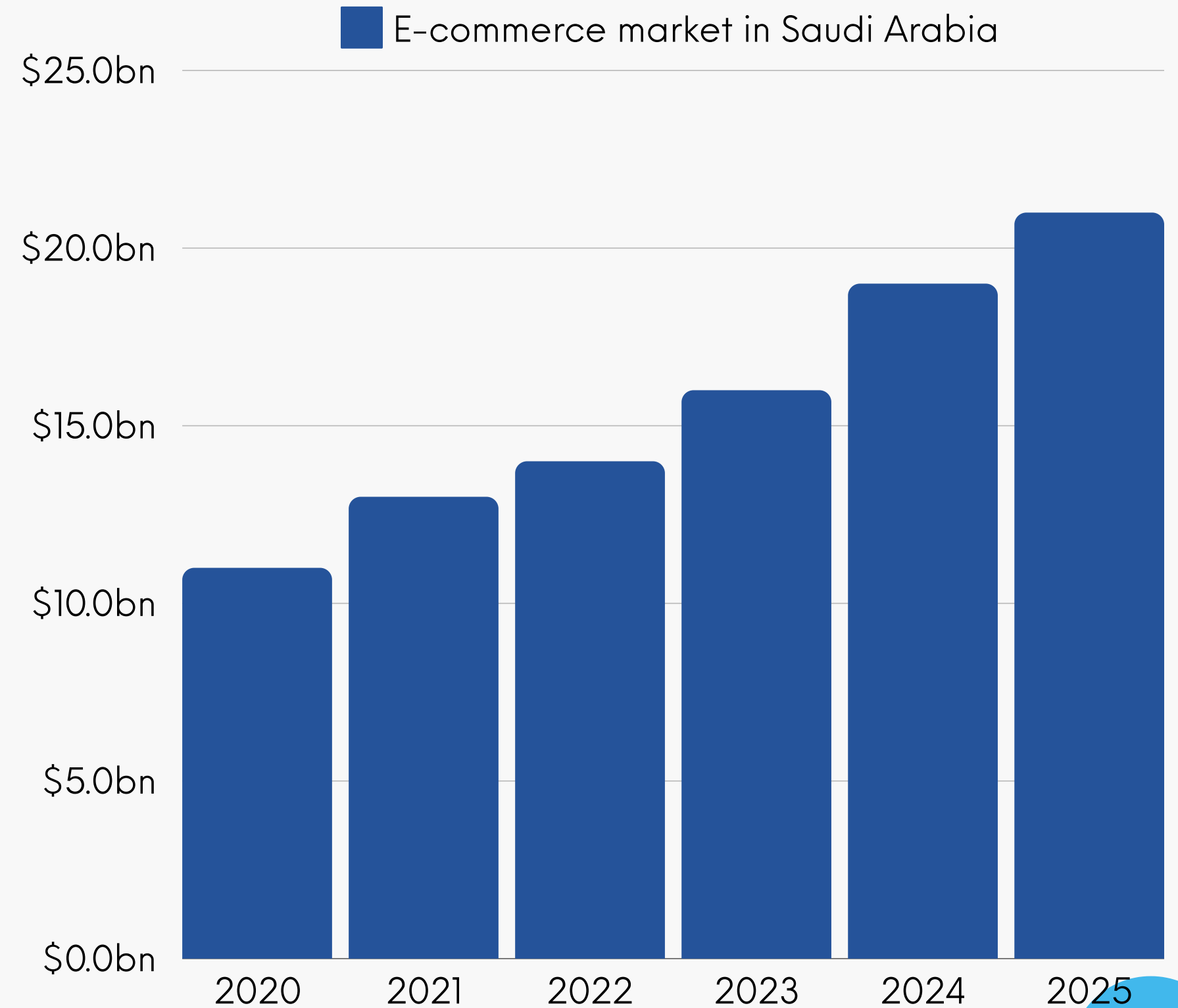
BUT MORE SAUDI CONSUMERS ARE TURNING TO E-COMMERCE

The digitalization of shopping habits and rise of e-commerce globally has been replicated in Saudi Arabia with the market for e-commerce almost doubling between 2020 and 2024 increasing

90%

Market Growth

AN OPPORTUNITY

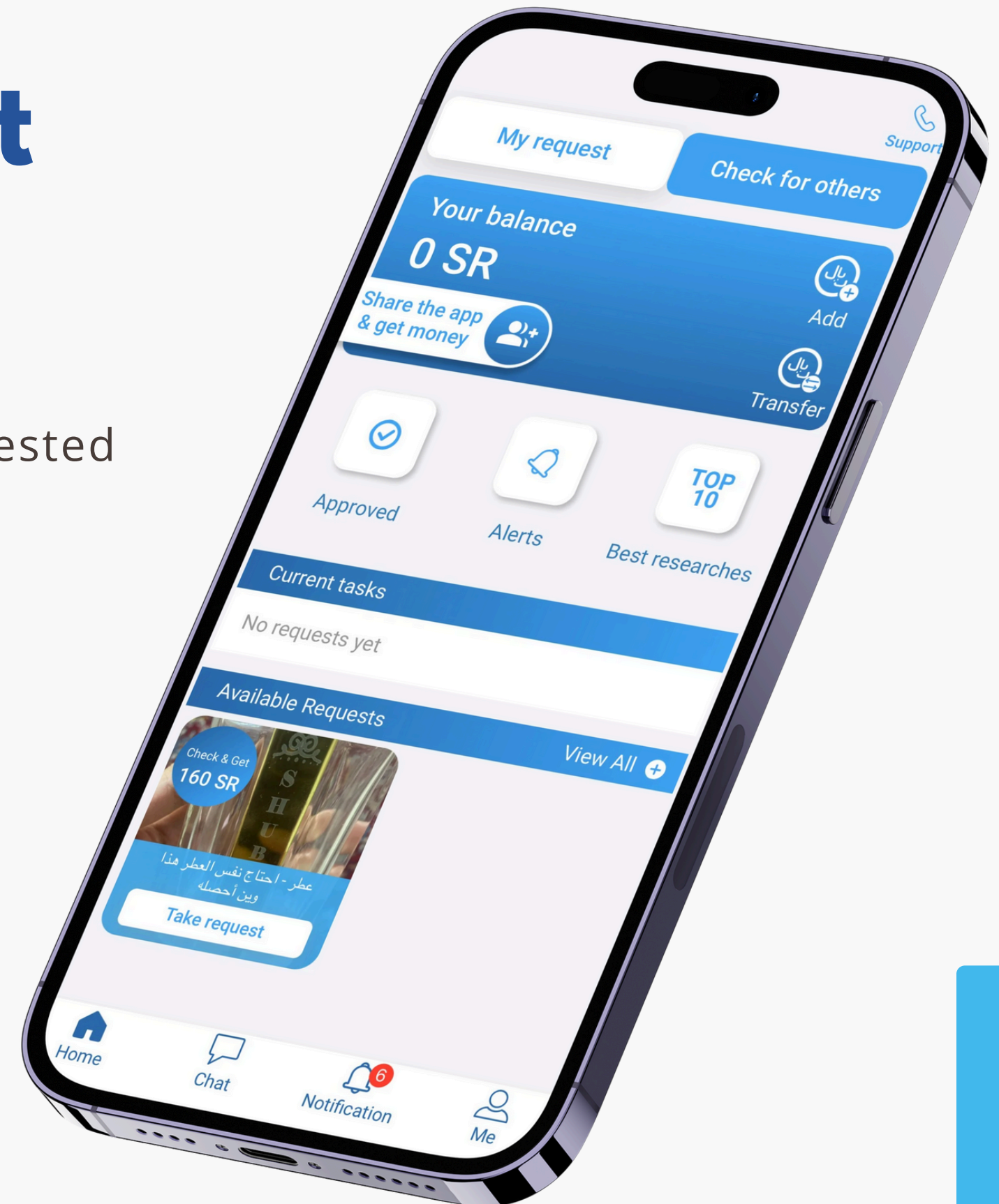


Sources: [consultancy-me.com](https://www.consultancy-me.com) (2020)

The CheckApp Acts as Users' Personal Assistant in the Shopping

Providing a seamless service that sources and delivers requested products with efficiency and care.

- ✓ Personalized Shopping Assistance
- ✓ Professional Search Team
- ✓ Convenient Delivery
- ✓ Trust and Reliability



CHECK

You Order. We Find. We Deliver.

After users have submitted requests for specific products, the Check It team combines to find, source and deliver goods, from rare and unique gifts to retro clothing.

FEATURES & BENEFITS



PROFESSIONAL SEARCH TEAM

Our professional, experienced and dedicated team finds the exact items requested, no matter how rare or hard to find.



SOURCE & DELIVERY

Once the item is found, we notify the user, order it on their behalf and deliver it to their doorstep, ensuring a smooth customer experience.



TRUST, RELIABILITY & REACH

Users enjoy the assurance of professional human assistance, enhancing their shopping journey. We cater to users in urban areas as well as small towns and villages, ensuring access to a wide range of products.

APP

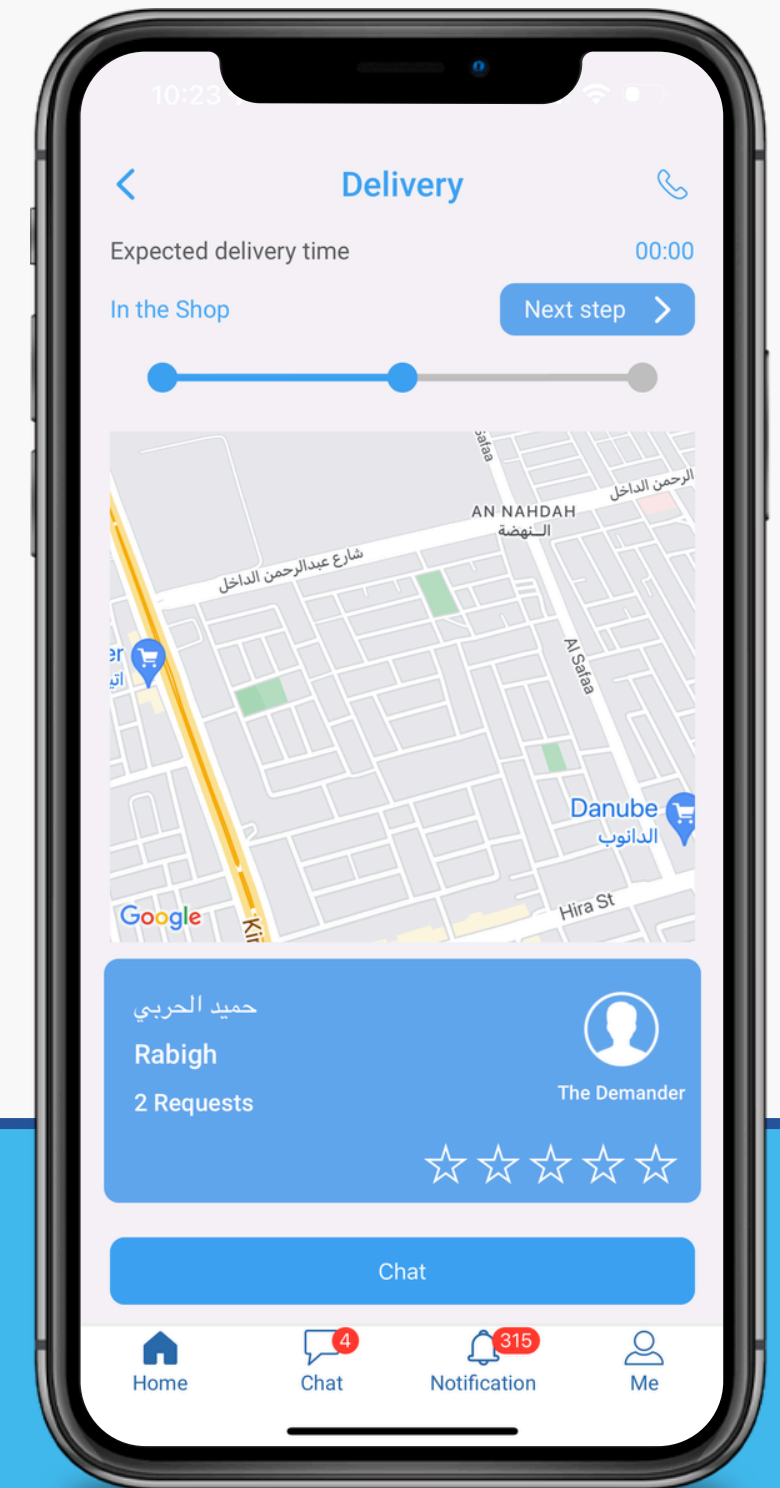
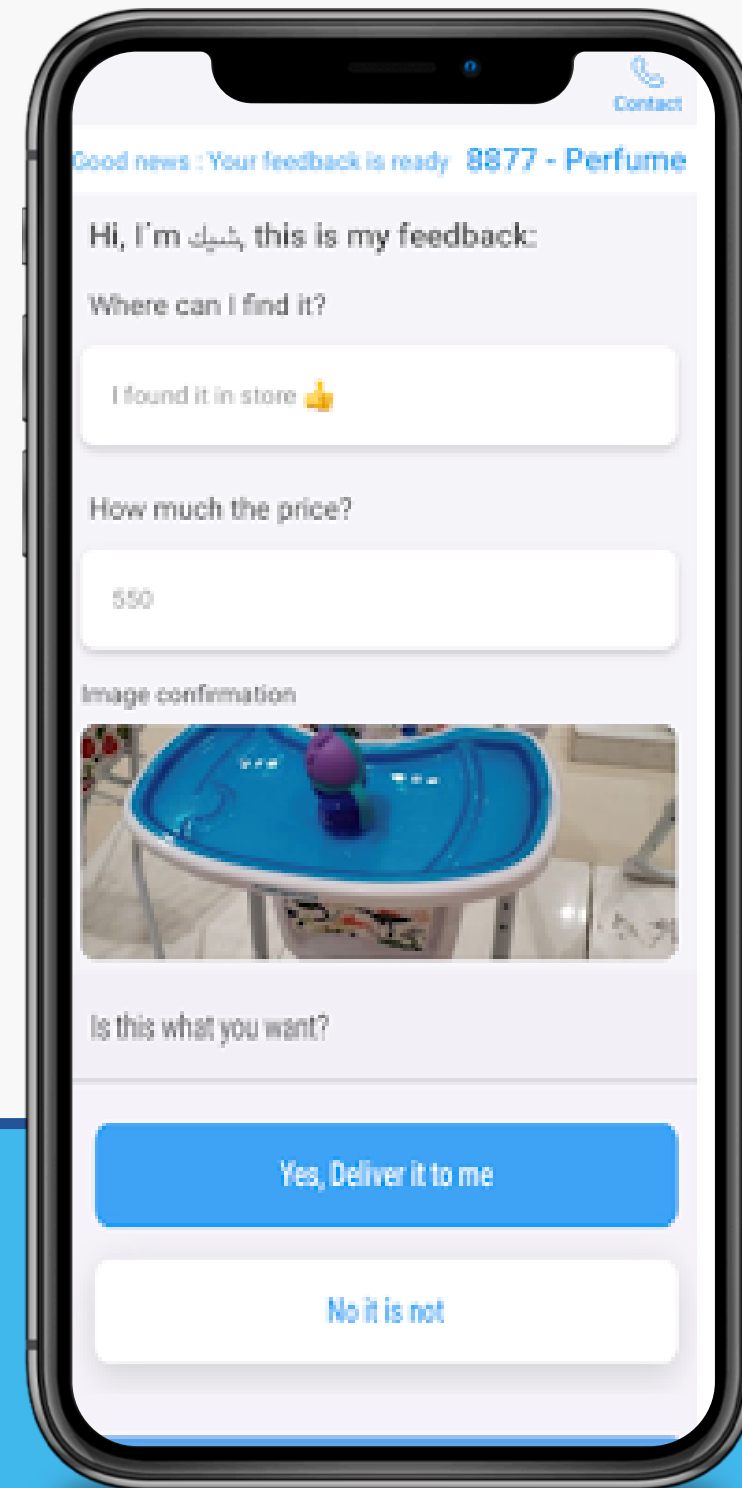
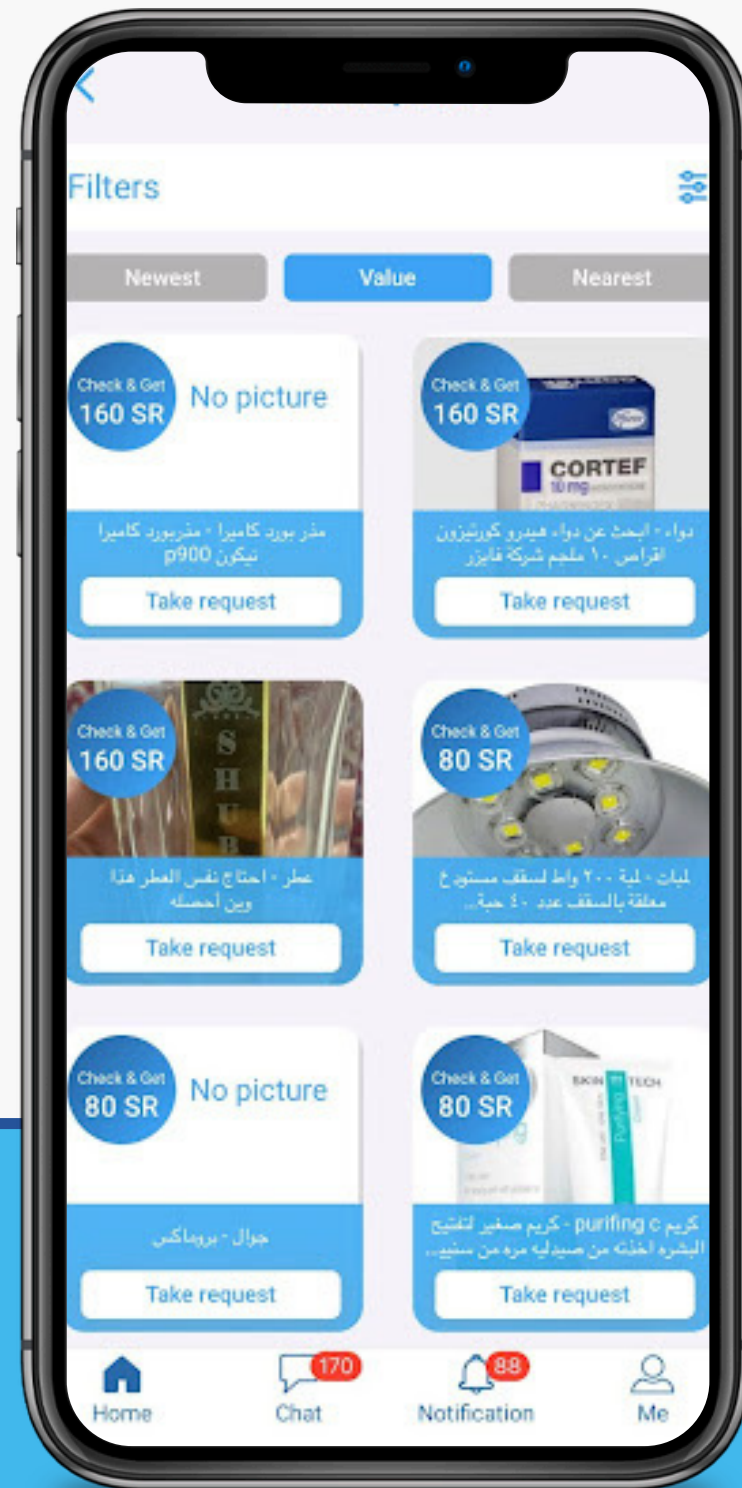
CHECK

ORDER IT.

FIND IT.

CHECK IT.

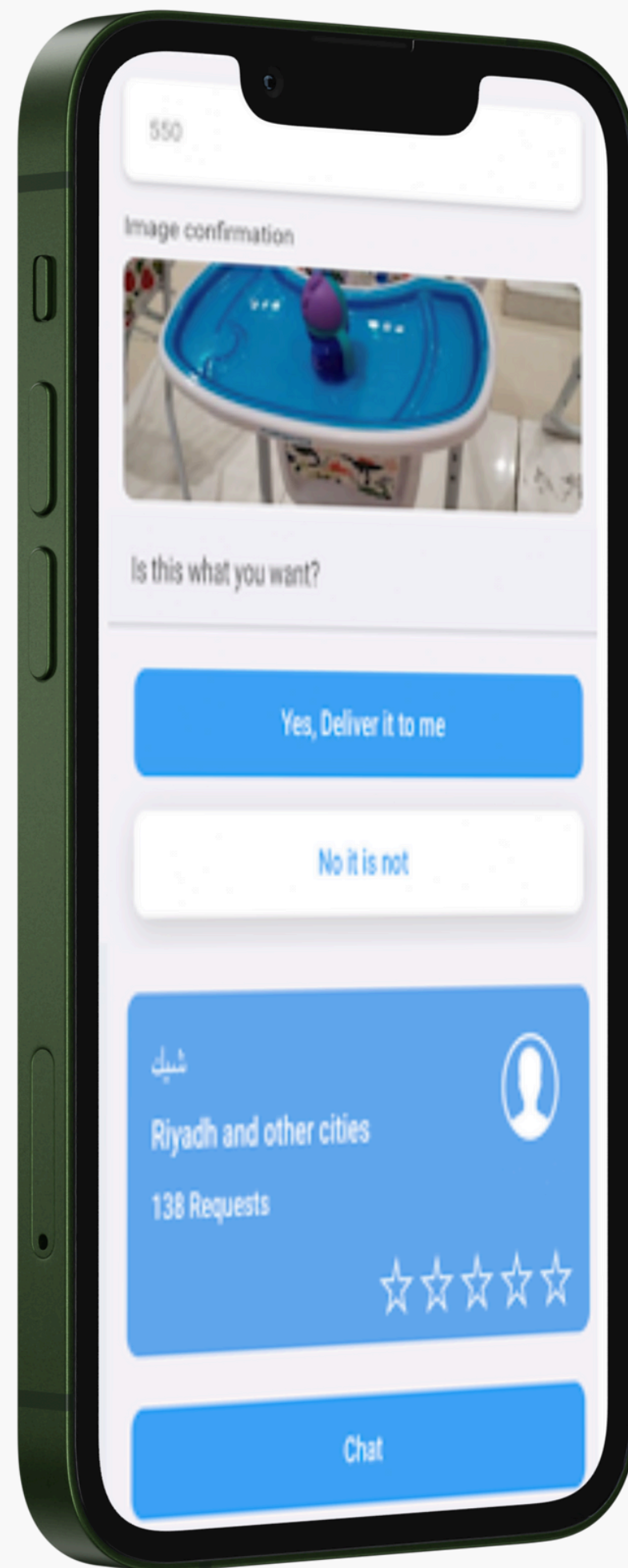
DELIVER IT.



HOW IT WORKS

A Simple & Effective Revenue Model

REVENUE MODEL



CHECK



REWARDS

Users set a reward in advance for successful requests. We earn the reward amount upon product delivery. The reward amount is flexible with a minimum limit.



RARE FINDS PREMIUM

On some occasions, such as searching for unique, bespoke items, we charge an additional premium on top of the product amount.

Discovering Product Market Fit

CHECK

FOUNDED

Check App started as a peer-to-peer discovery platform, allowing users to check on behalf of others. C2C model



DEVELOPMENT

We consistently listened to our early users, fixed bugs, overcame challenges and pivoted to focus on a B2C model

SCALING

Launching our first external funding round to scale our solution across Saudi Arabia and then the wider Gulf region.



TESTING OUR HYPOTHESIS

We recently conducted a thorough one-month trial of our B2C model, with impressive results (see next slide).

TEST RESULTS

CHECK

Scaling Our Model

For every 40 SAR we spent on customer acquisition, we received one order, with an average order value (AOV) of 75 SAR.

We successfully completed over 30 orders in less than a month and now want to scale this model.



Marketing Spend



Average Order Value

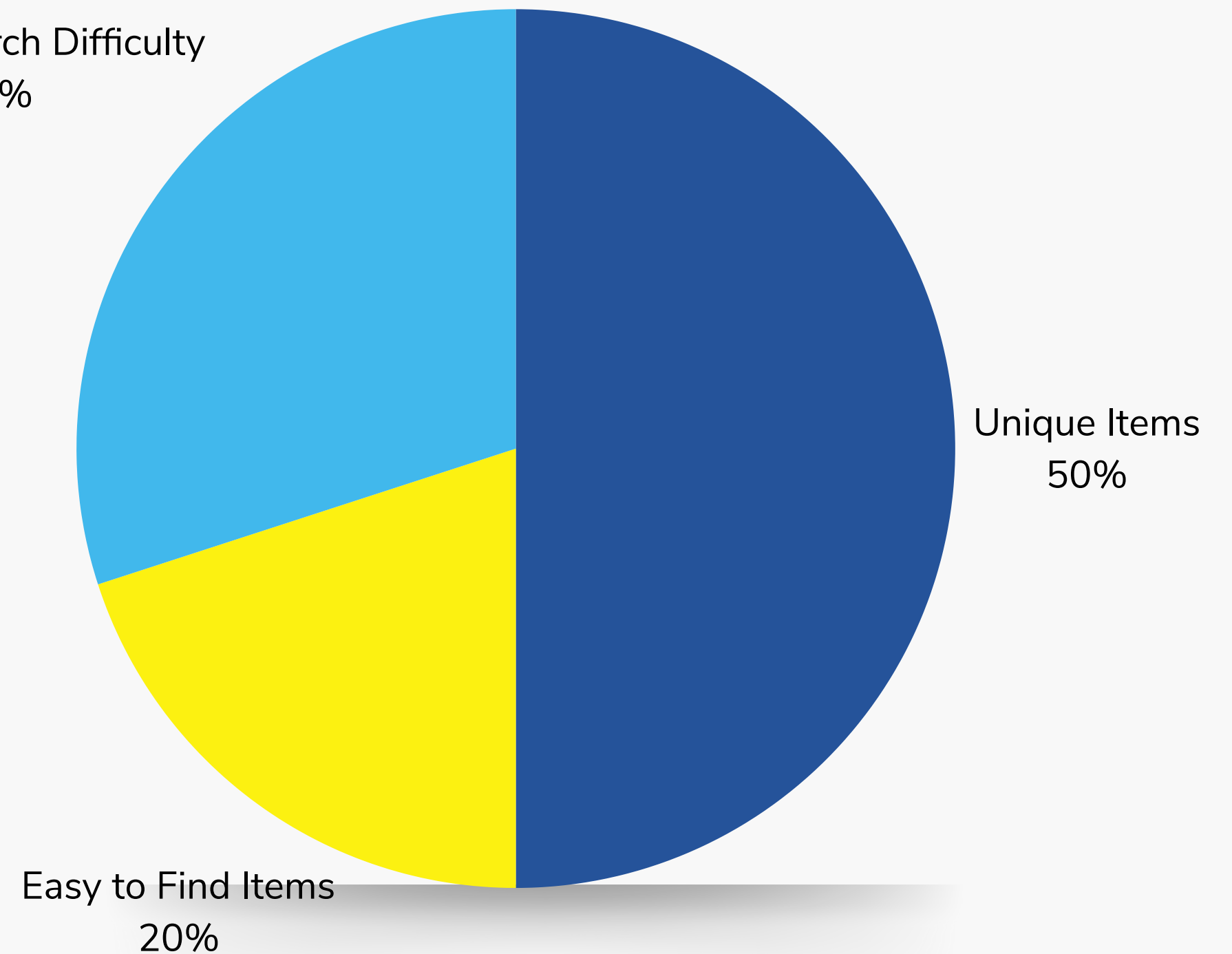


And Learnt A Lot of Lessons Along the Way...

We also learnt more about our customers and discovered, to our surprise, that a larger proportion of customers ordered easy to find, straightforward items, for simplicity and trust motivation.

30%
of customers who succeeded in finding their items, re-ordered again.

Medium Search Difficulty
30%



Other **Lucrative** Markets We Can Service **CHECK**

As a tech-dependent app, our solution can be scaled quickly, easily and relatively cost-effectively to other high growth countries in the region.



9.4 Million
Population

-

\$27bn USD
Retail E-commerce
Market

-

37%
E-commerce Growth



2.7 Million
Population

-

\$3bn USD
E-commerce market

-

50%
E-commerce Growth



4.6 Million
Population

-

\$575m USD
E-commerce market

-

13.5%
E-commerce Growth

A Highly Qualified, Expert Team **CHECK**

Our team combines entrepreneurial experience with deep technical expertise and an impressive track record.

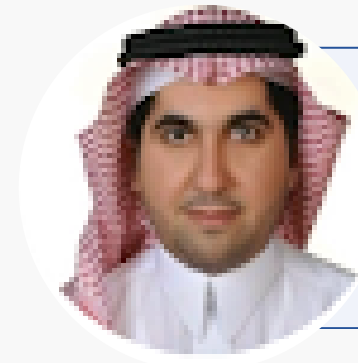


HAMAD AL ROWAITA
FOUNDER & CEO

20 years professional business experience

Founded an insurance brokerage firm

14+ Years as a CEO



SAAD AL SADHAN | CO-FOUNDER

20+ Years in senior business roles
Board member of several companies



SABER OUTANI | CTO

12+ Years experience as a Lead Development/Full stack Developer



ABDHULRAHMAN ALSHAMQITI | CMO

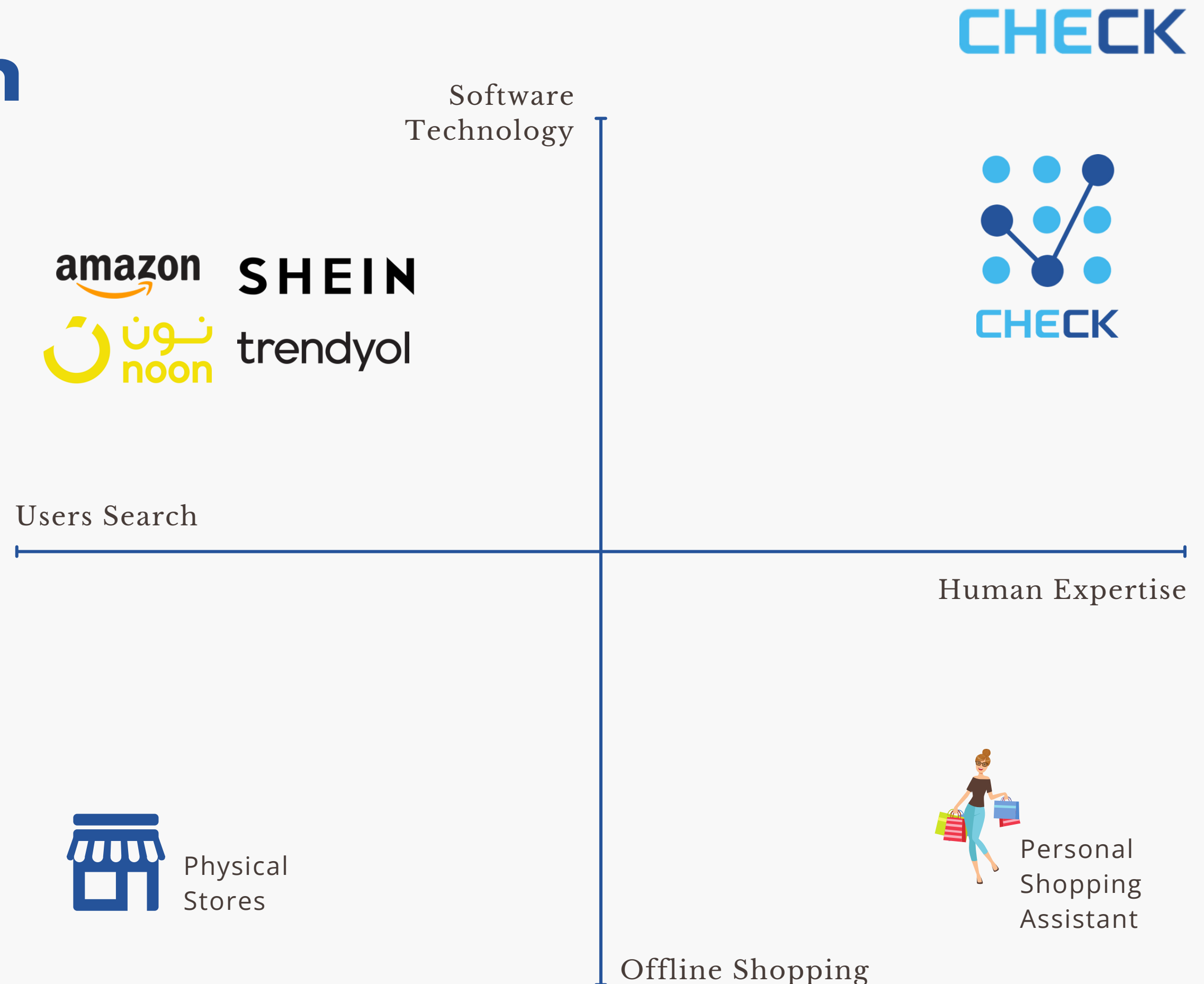
Expert in digital marketing and digital growth

Blending Human Expertise with Software

Bringing the best of personal knowledge and expertise, with flexible software, we blend human and technology like no other service.

- ✓ Comprehensive Product Search
- ✓ Dedicated Human Search Team
- ✓ Expanded Reach
- ✓ Flexibility & Convenience
- ✓ Revenue Model with Incentives

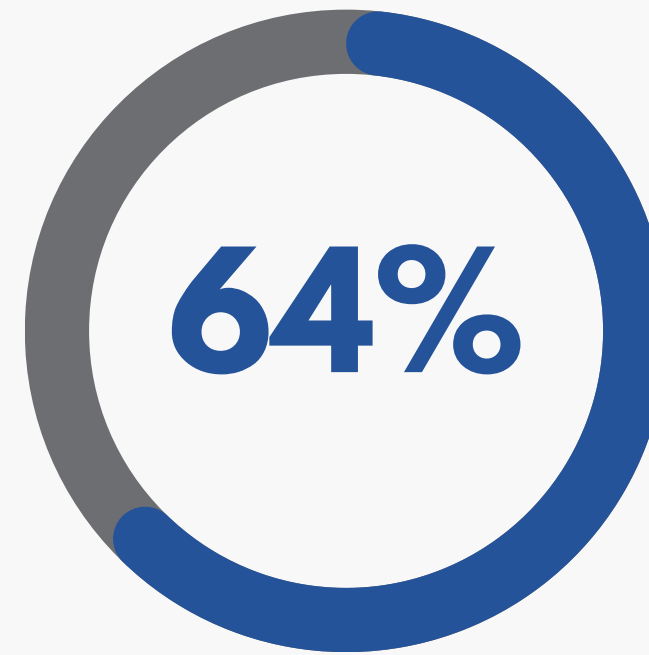
COMPETITIVE POSITIONING



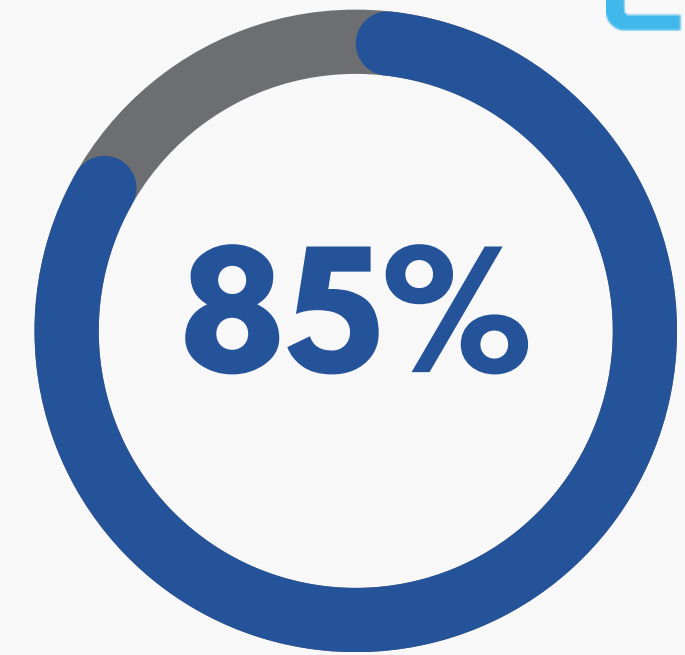
The Time to Launch in Saudi Arabia is Now

Saudi Arabia is currently seeing a boom in both online shopping and internet accessibility and speed. With shoppers increasingly turning to e-commerce and online shopping habits here to stay, the time to invest in this market is now.

WHY NOW?



of Saudi Arabians shop online



of online shoppers shop for apparel and footwear, the most common category



153.1
Mbps (2023)

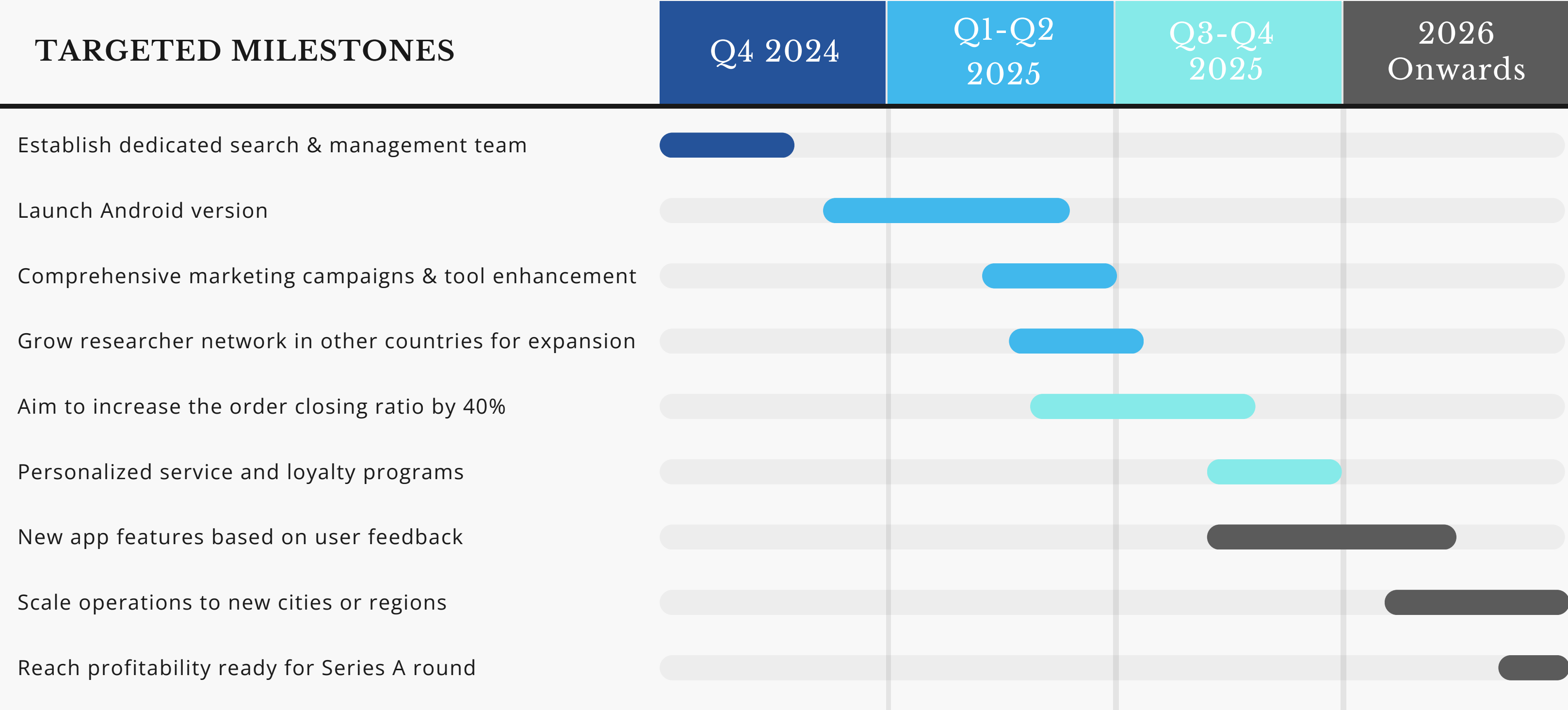
Average internet speed in Saudi Arabia, up from 96.4 in 2021

Sources: Saudi Internet Report (2023) sa.gov.cst



Our Strategic Route to Market

Leveraging our current market fit and user base to expand our reach and enhance our services.



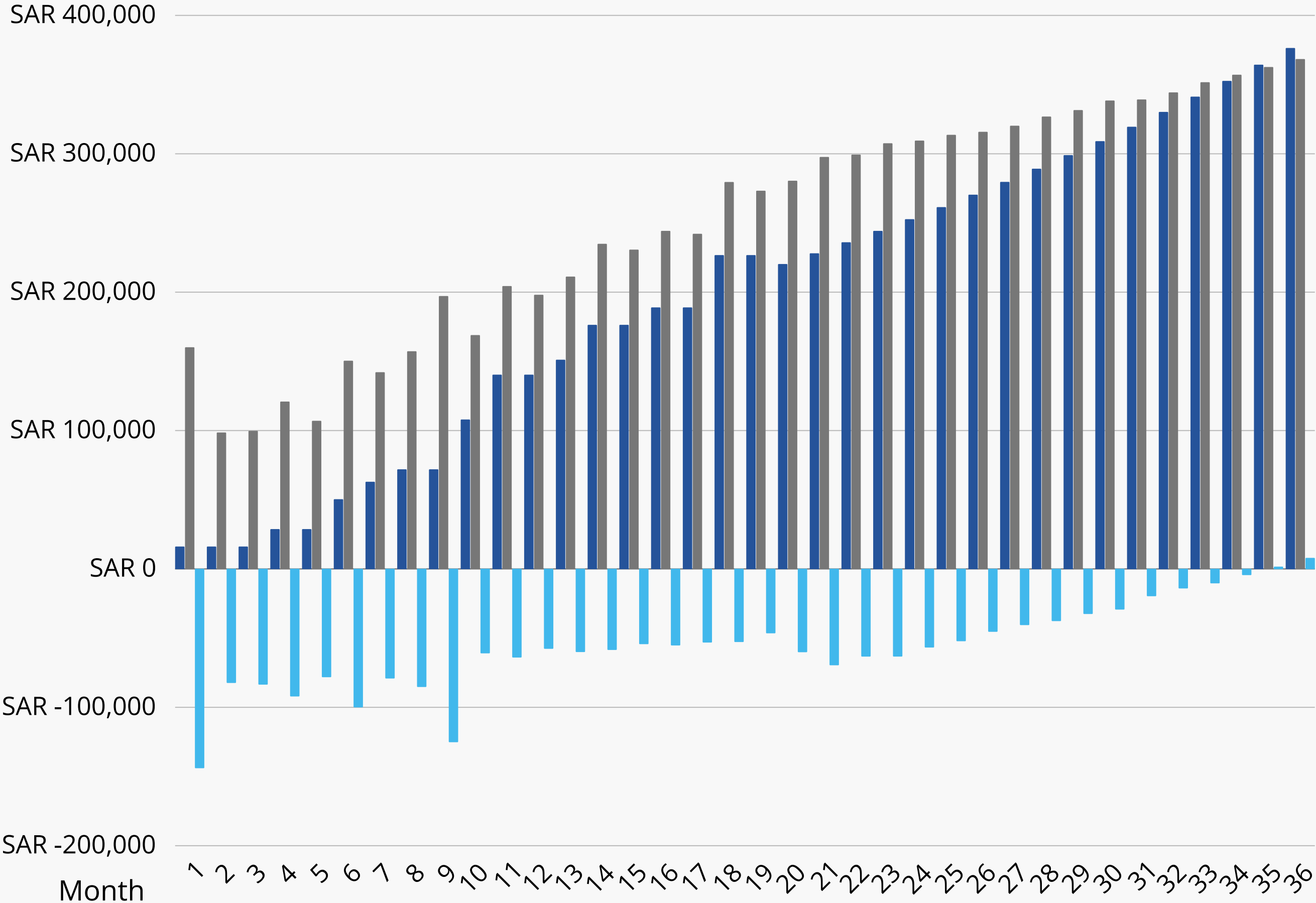
Revenue Total Costs Net Profit

Assumptions

- + Subject to successful seed raise
- + Replicating our successful trial results
- + Basic successfully completingn 3 requests per day, per search team member
- + Growth in daily requests from 20-30 to 200-300 requests.
- + 75 Saudi Riyal AOV
- + 3% monthly growth rate after 20 months

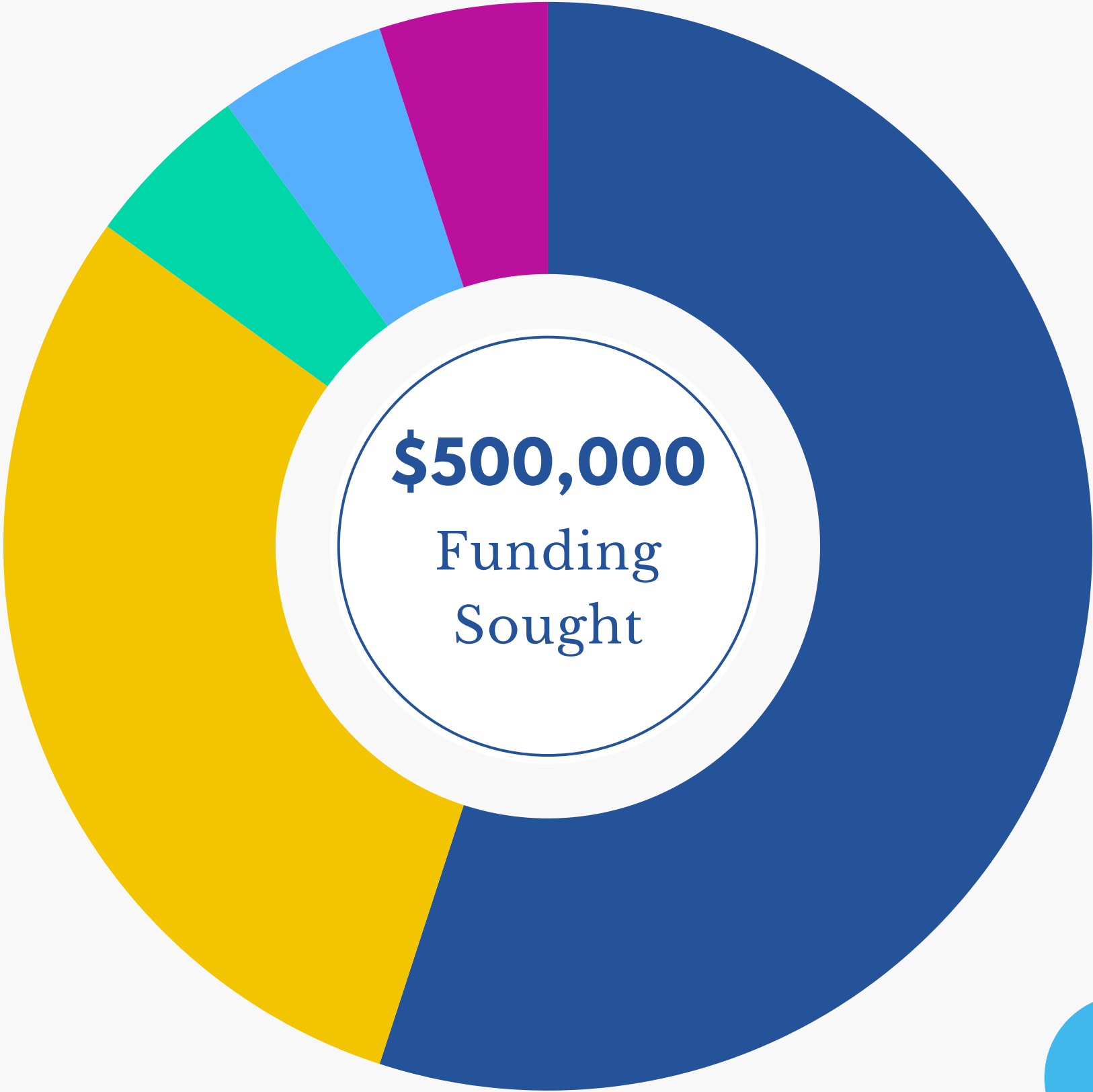
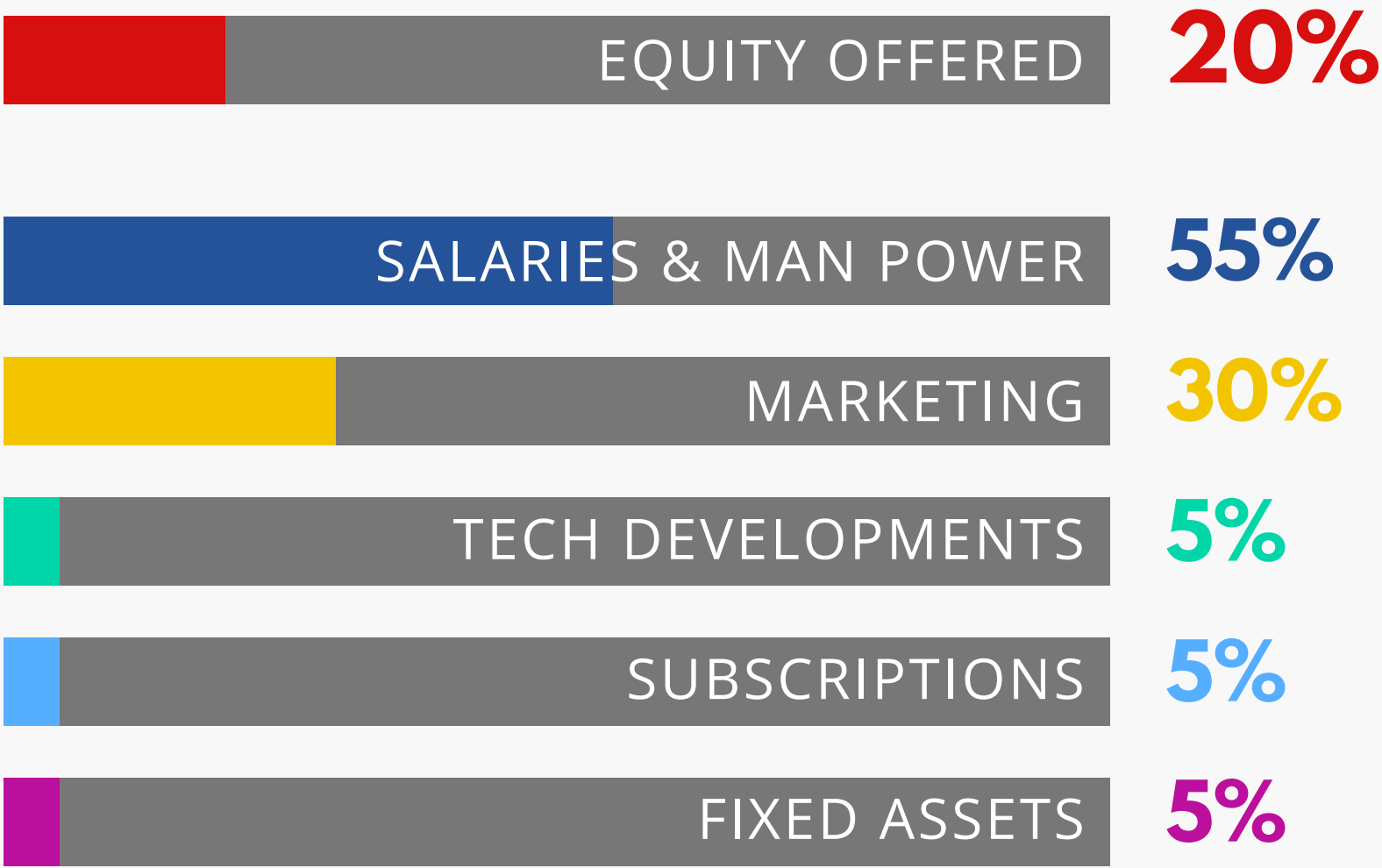
Enquire for full financial forecasting

FINANCIAL FORECASTS



How We'll Allocate the Funds

We're seeking a seed investor who shares our vision for the Check App to invest \$500,000 for an estimated 24 month runway, in return for 20% equity stake.

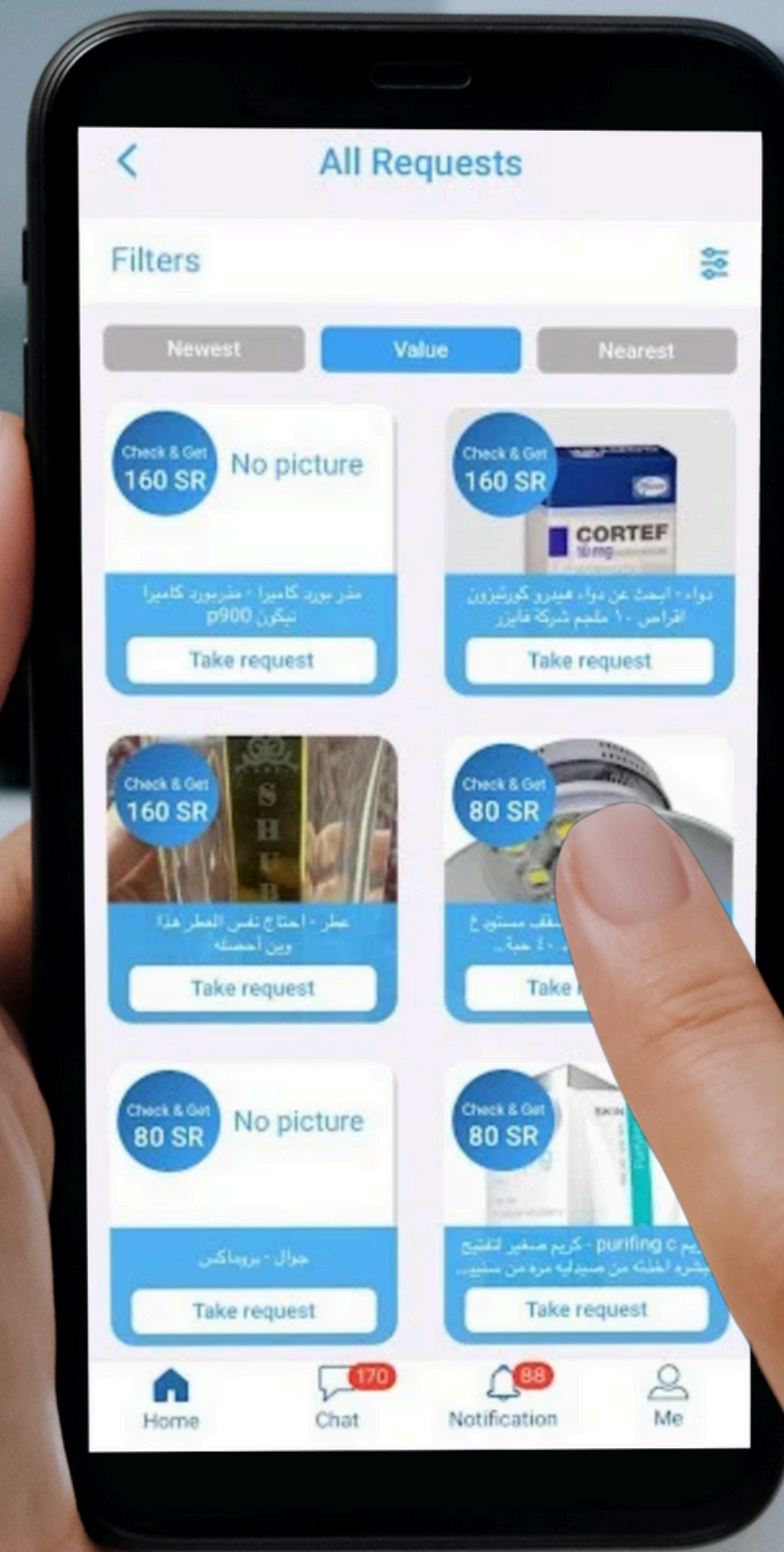




CHECK **EXPERIENCED TEAM**
CHECK **ACHIEVED PRODUCT MARKET FIT**
CHECK **CLEAR ROADMAP**

Invest in Check app to join us in revolutionizing the shopping experience, expanding our reach, and driving sustained growth. Your investment will fuel our mission and unlock significant market potential.





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