

Nitx

THE PROBLEM



Untargeted OOH
Advertising



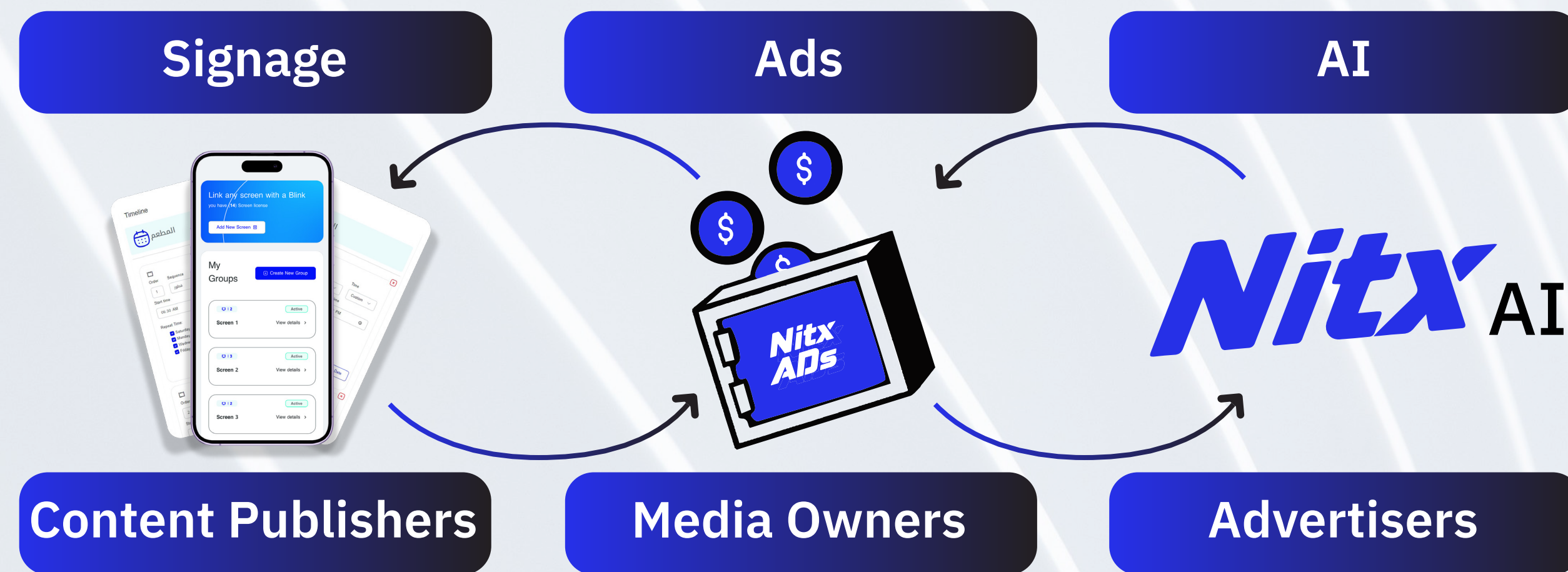
Inefficient Ad
Campaigns



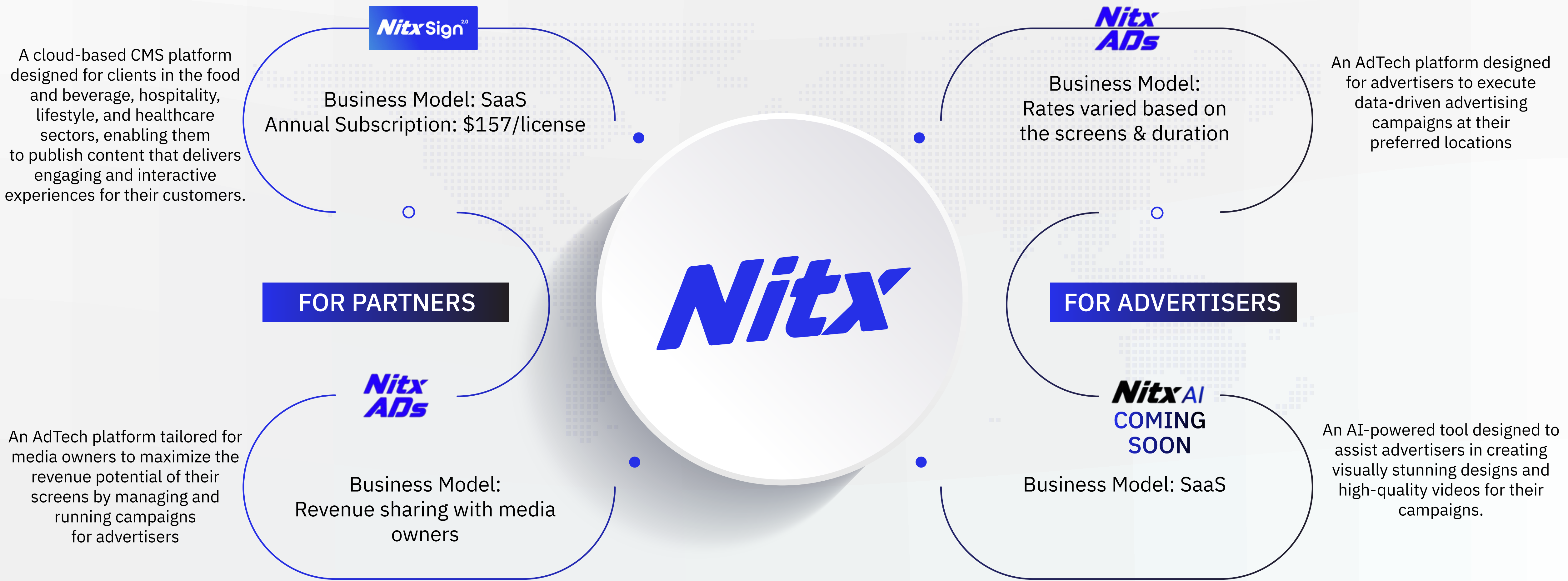
Costly Content
Creation

THE SOLUTION

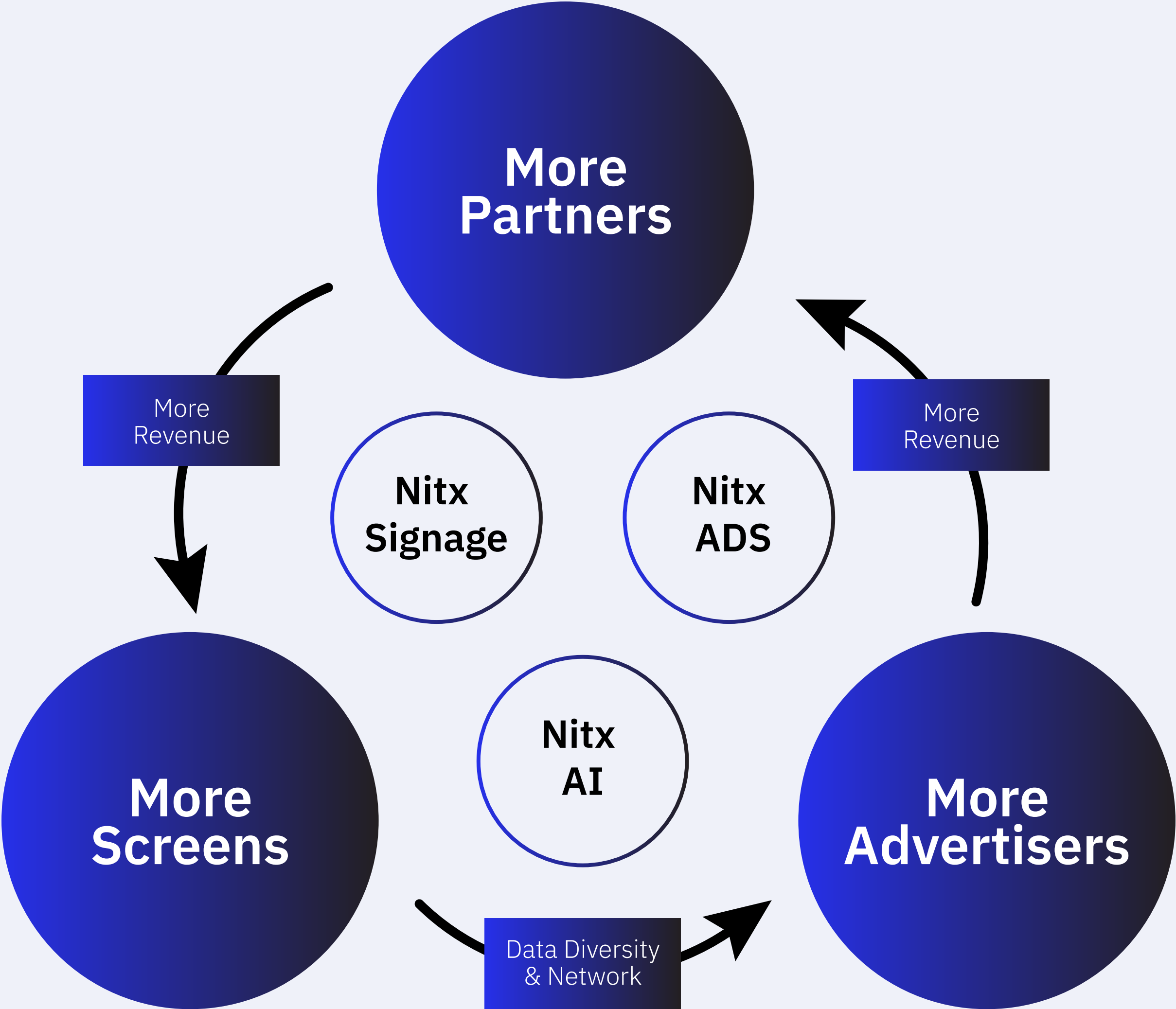
ONE-STOP SHOP PLATFORM FOR ADVERTISERS,
MEDIA OWNERS AND AGENCIES



PRODUCTS ECOSYSTEM



POWERFUL NETWORK EFFECTS FUELING GROWTH, SERVICE QUALITY AND PLATFORM LOYALTY

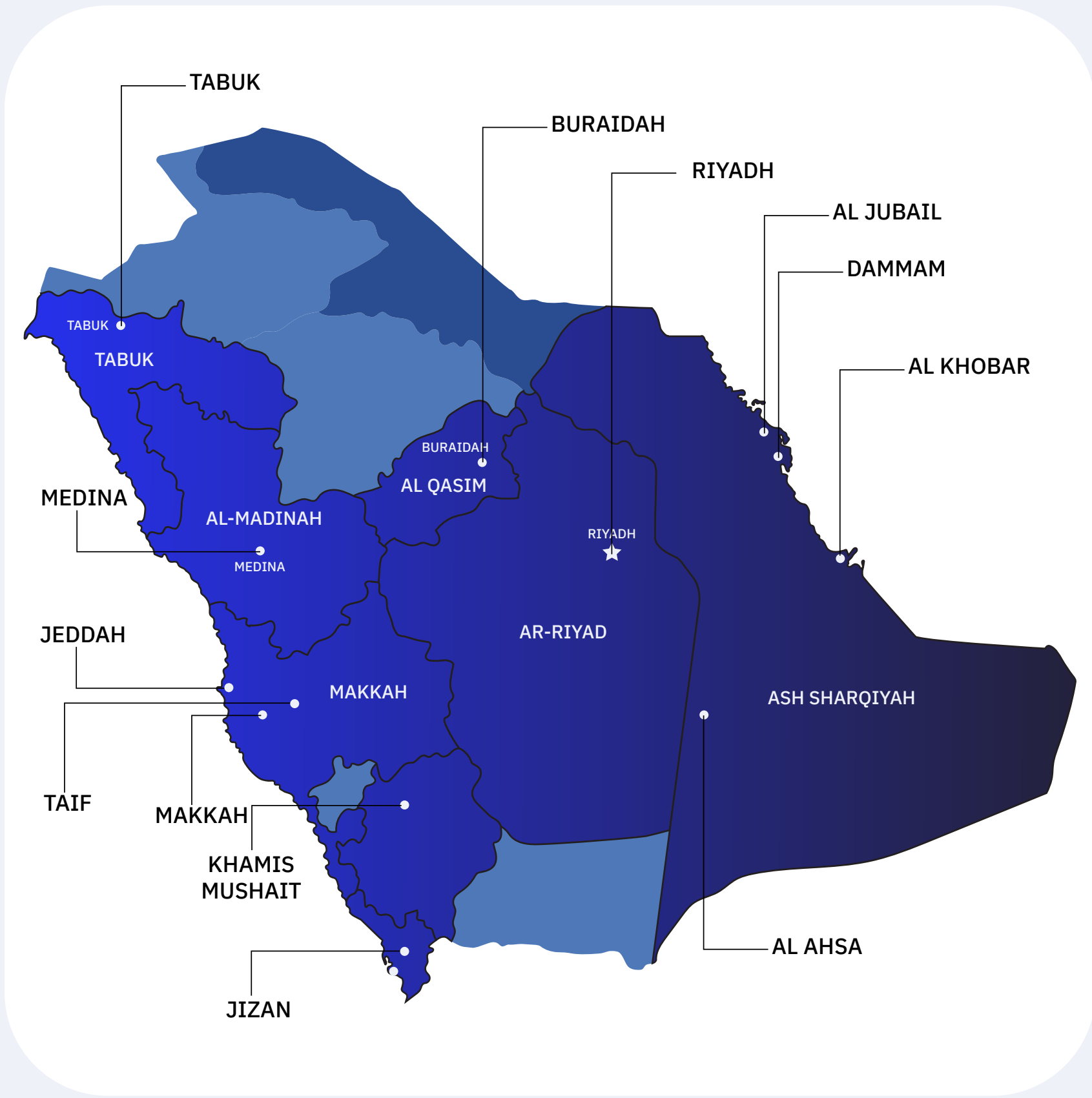


NITX AT A GLANCE

Integrated Ecosystem

- A platform leveraging the power of AdTech to build an ecosystem of advertising touchpoints, offering over 13,000 media assets that empower Nitx AI to produce unique and personalized content.
- Sales Turnover of \$500K with the triple digit YOY Growth.

Digital Signage & AdTech Solutions Leader in KSA



A Leading Tech Player in The Region



2000+
Active Screens



250+
Monthly Active Clients

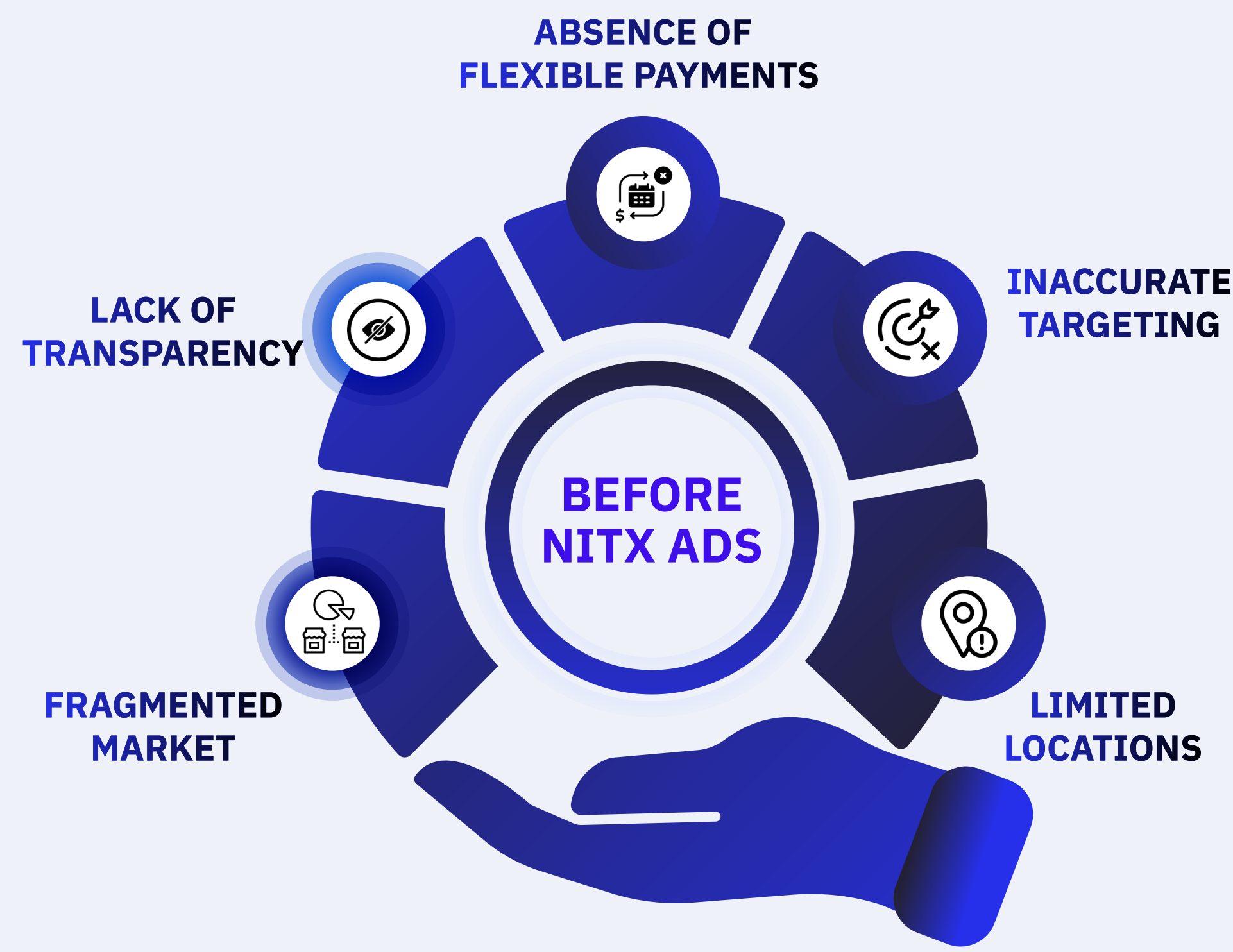


350+
Active Stores

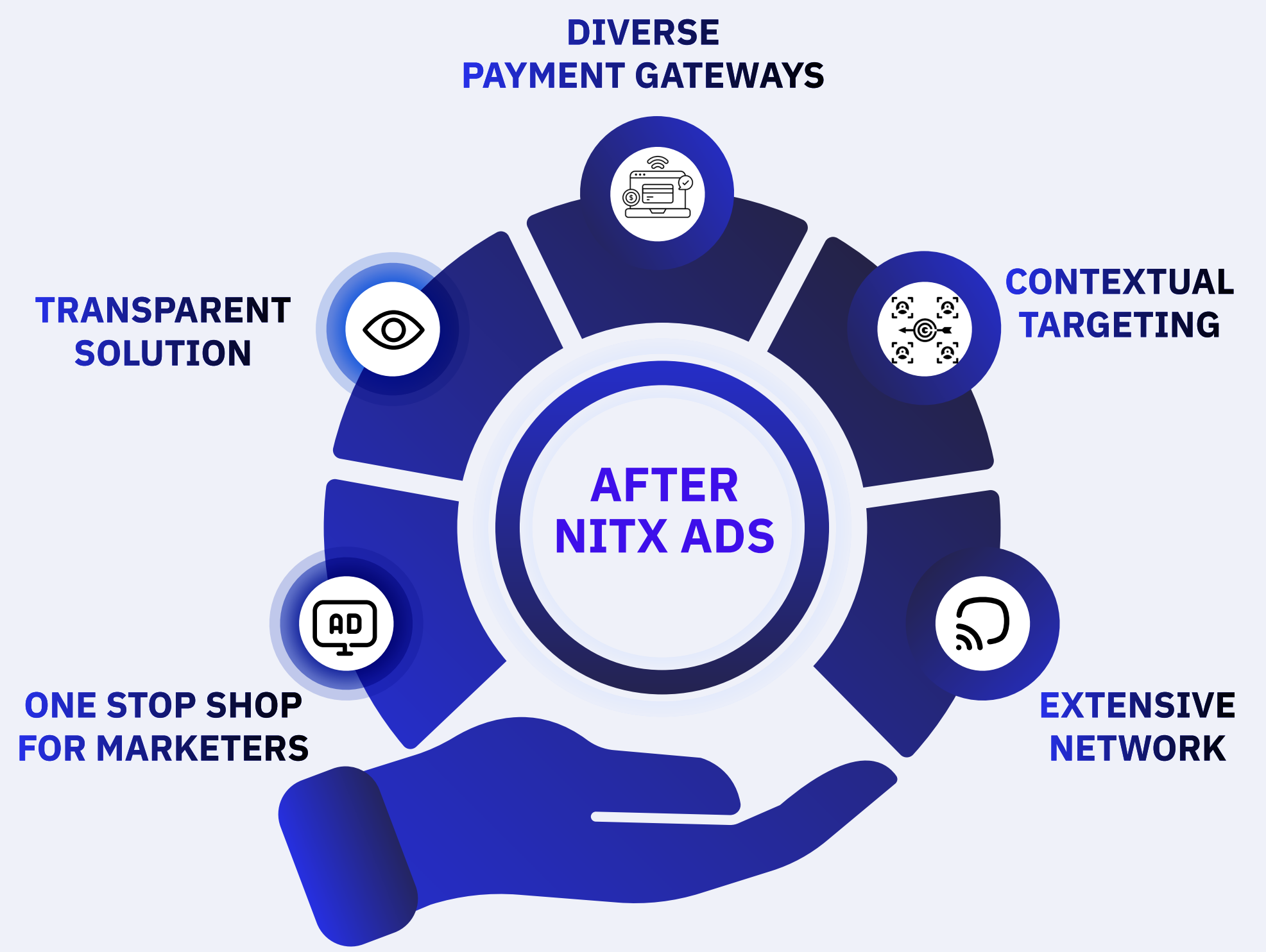


500K+
Last 12 months Sales Revenue

TRANSFORMING ADTECH WITH NITX: EMPOWERING MARKETERS TO THRIVE

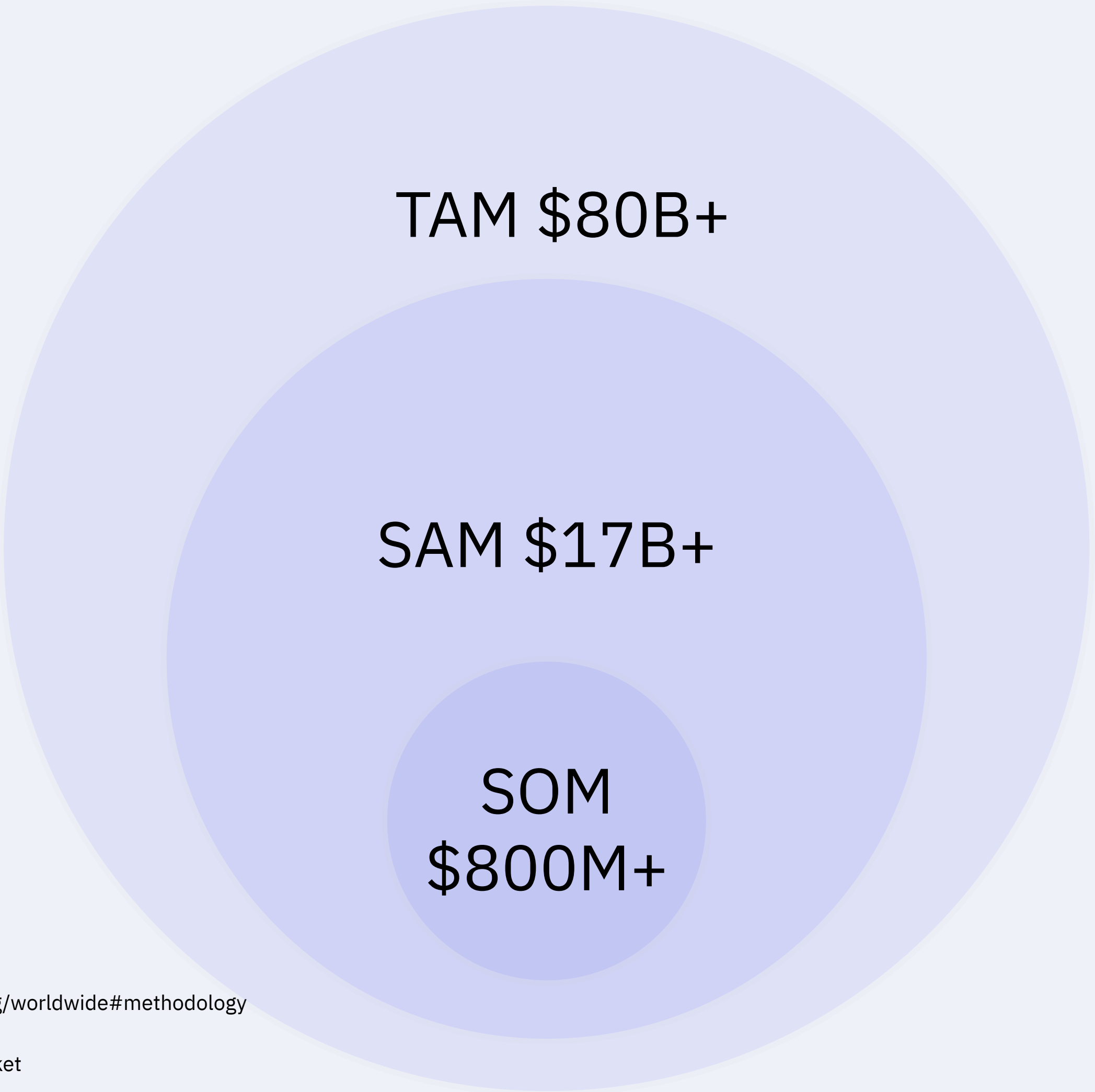


**Nitx
ADS**



VAST MARKET OPPORTUNITY WITH DEMONSTRATED RESILIENCE & MULTIPLE LONG-TERM GROWTH DRIVERS

MARKET SIZE

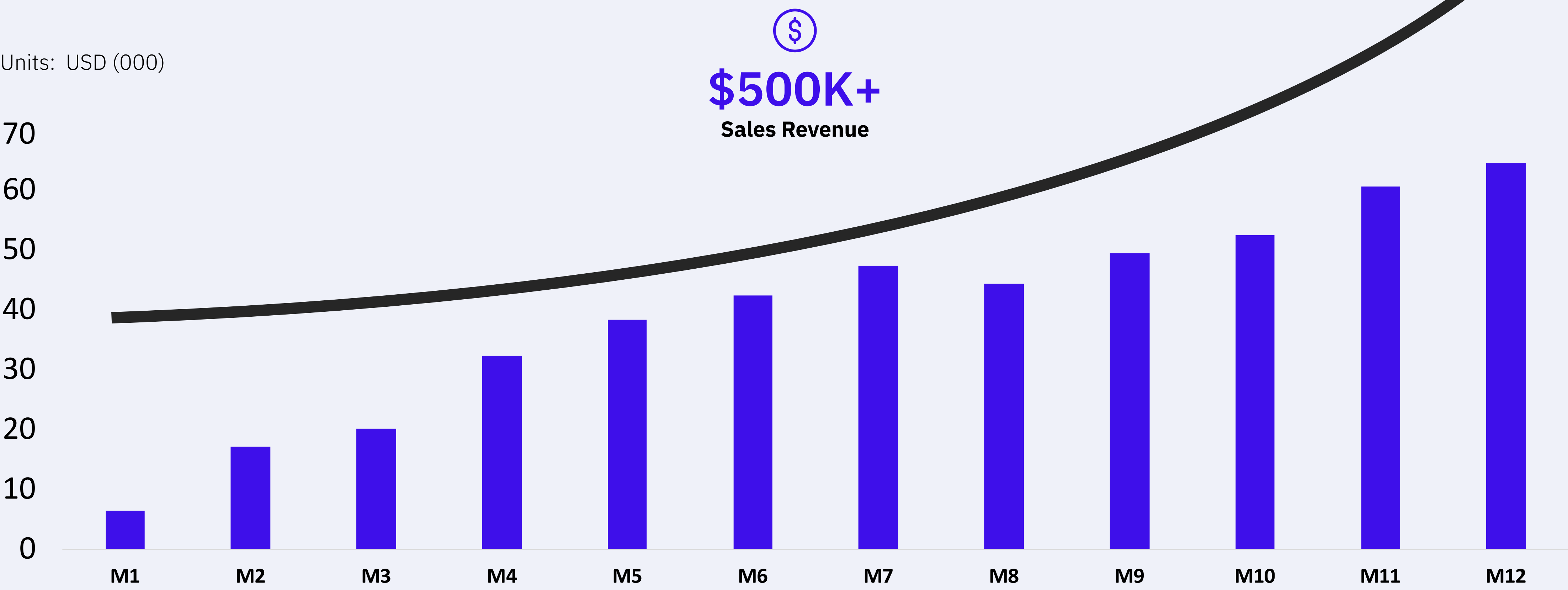


WWW.ALRIYADH.COM/2089013
<https://www.statista.com/outlook/amo/advertising/out-of-home-advertising/worldwide#methodology>
<https://straitsresearch.com/report/digital-out-of-home-advertising-market>
<https://www.grandviewresearch.com/industry-analysis/digital-signage-market>
<https://virtuemarketresearch.com/report/content-creation-software-market>

COMPETITORS

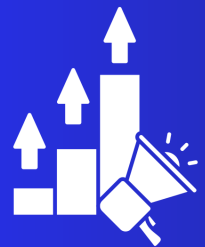
	NITX - KSA	RAYDIANT - USA	SCREENCLOUD - UK	GROCERY TV - USA	NAVORI - CHE
SIGNAGE - CMS	✓	✓	✓	✗	✓
DOOH INVENTORY	✓	✗	✗	✓	✗
INTEGRATION WITH LOCAL PLATFORMS	✓	✗	✗	✗	✗
AI TOOLS	✗ SOON	✓	✗	✗	✓
PRICE	MEDIUM	HIGH	MEDIUM	HIGH	MEDIUM

EN-ROUTE TO BECOME #1 SIGNAGE & ADTECH PLATFORM



Notes: Sales numbers of last 12 months

ATTRACTIVE COMBINATION OF SCALE, GROWTH AND PROFITABILITY

 Strong Growth at Scale	Rapid YOY Growth 400% (2023-24)	Platform Goes Big In the region \$700K+ (Sales Revenue till date)
 Attractive Fundamentals	Loyal Client cohorts 90% Retention rate	F&B Best Choice Partner 70% F&B Clients
 High Profitability	High Margin Profile 65% Average GPM	High SaaS GPM 80% GPM

INVESTMENT SPENDING PLAN

SEED ROUND
ASK 2M \$



RUNWAY 18 MONTHS

SOME OF OUR PARTNERS

FOODICS®

aramco 

ALAT



rewaa

SALT

jisr

أبيان المالية
ABYAN CAPITAL 

حياء
HAYYAK
للاونج • LOUNGE

flynas
طيران ناس

يـلو Yelo

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SUPPORTED BY



THANK YOU

