



SOLAAX | Rewiring Global Events

Weaponizing data in a space full of paper clipboards and duct tape

Amsterdam | Dubai

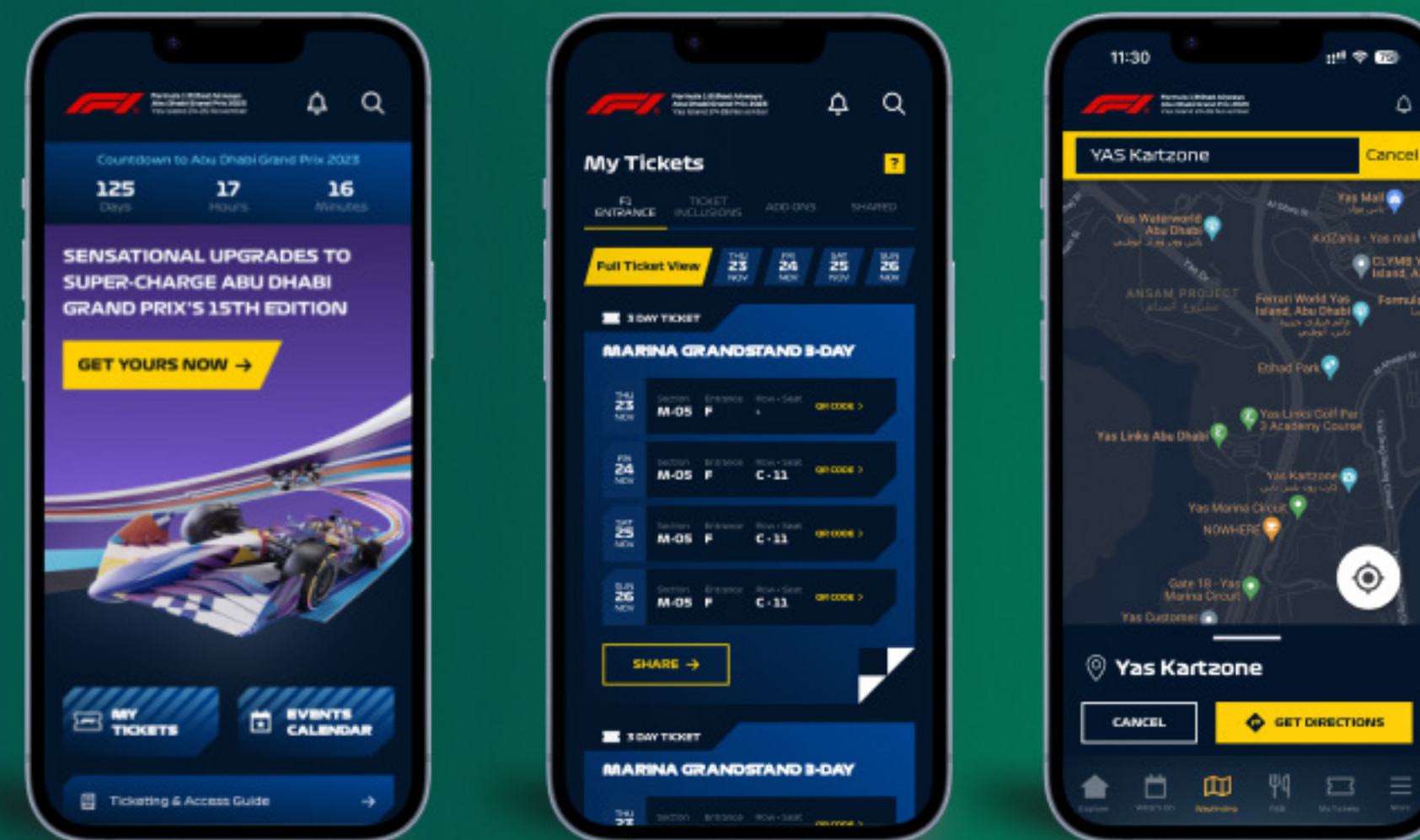


What Happens When the World's Largest Events Go SOLAAX

Before

After

- ✗ Disconnected tools for operations, revenue channels, and customer data.
- ✗ Revenue lost due to inefficient upselling and lack of insights.
- ✗ High operational costs from managing multiple platforms.
- ✗ Lack of customisation and scalability.



F1 Abu Dhabi GP 2024


175K
Customers


1.2M+
Tickets


150M+
Total
Transactions


400K+
C2C
Transaction


60M+
App
Transactions


257K
System
input

Why a unified platform?

- ✓ Replacing single function legacy tools
- ✓ Capture data of every customer interaction
- ✓ Cross selling between ticketing, F&B and loyalty
- ✓ Leverages AI for personalization and ROI maximization

VIVATICKET  situm
INDOOR POSITIONING

 Square *ticketmaster*

SIEMENS  MYPASS®

Everything the Event Industry Needs In One Intelligent Platform



Events & Activities



Ticketing
& Registration



Access Control



Customer Service
Full Support!!!

Customer Service

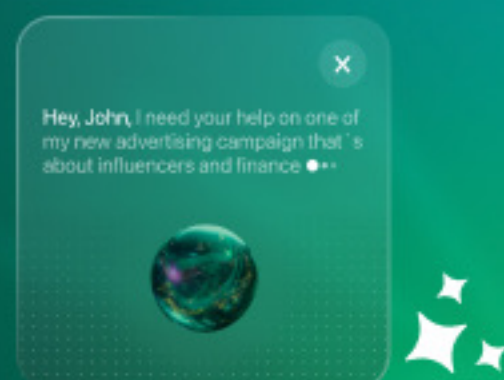


Accreditation



Event Mobile App

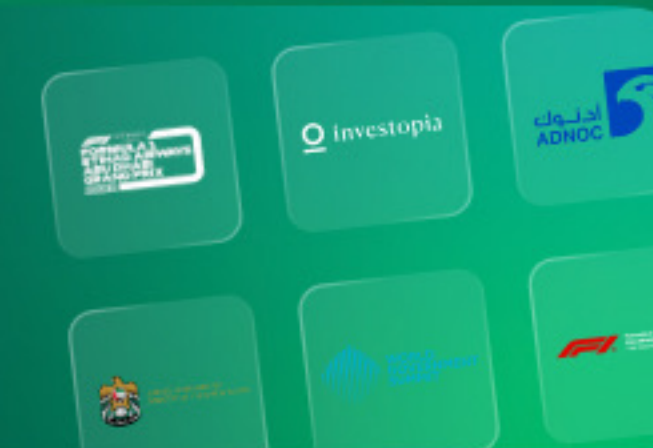
AI Powered
Marcom



AI Powered
Analytics



Partners & Resellers



F&B and
Merchandise



Exhibitor
Tools



Loyalty
System



Gartner®

Gartner listing by 2026
"Industry visionaries"

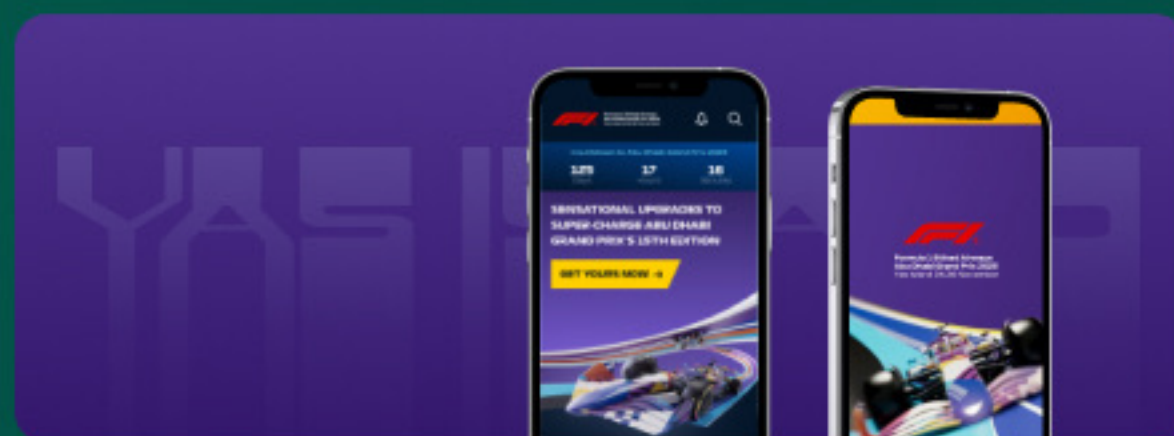


The Traction

Rapidly Scaling Across All Event Types in Record Time



Commercial & Entertainment Events



Conferences & Corporate Events



Sports & Entertainment Venue



Exhibitions & Exhibition Venues



30+ major event organizers and entertainment venues across all sectors already trust SOLAAX.

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS
PRIME MINISTER'S OFFICE

UNITED ARAB EMIRATES
MINISTRY OF CULTURE & YOUTH

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

UNITED ARAB EMIRATES
MINISTRY OF INDUSTRY &
ADVANCED TECHNOLOGY

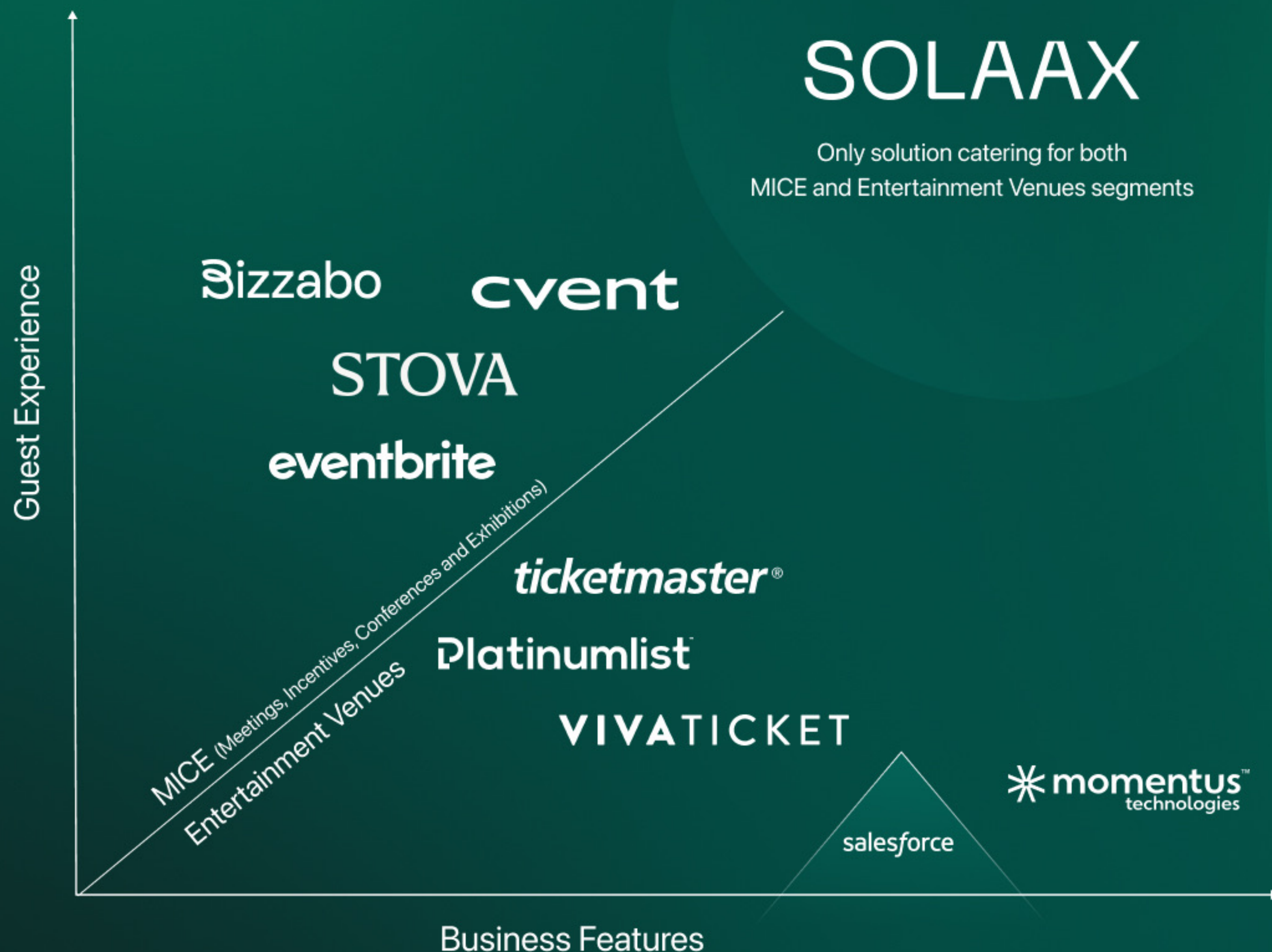


مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION



The Competition

**Our competitors were built for yesterday's events.
We're built for what's next**



SOLAAX

Only player combining data, personalization, and operational control in one stack.

- ✓ Events & Activities
- ✓ Ticketing & Access Control
- ✓ Venue Management
- ✓ Resource and Planning
- ✓ Channels & Partners
- ✓ On-Ground Operations
- ✓ Integrated Customer Service
- ✓ Digital Applications
- ✓ F&B and Merchandise
- ✓ AI Powered Marketing and Analytics
- ✓ Custom Payment Gateway

VS

Platinumlist & ticketmaster®

- ✗ Events & Activities
- ✗ Integrated Customer Service
- ✓ Ticketing & Access Control
- ✗ Digital Applications
- ✗ Venue Management
- ✗ F&B and Merchandise
- ✗ Resource and Planning
- ✗ AI Powered Marketing and Analytics
- ✗ Channels & Partners
- ✗ Custom Payment Gateway
- ✗ On-Ground Operations



The Numbers

Built on Contracts. Not hype



**Proven Product
Market Fit with
\$7M Revenue**



**Scalable Business
Model and Propriety
Technology**



**Profitability and
Scale with 50%+
EBITDA**

Investment in SOLAAX



Predictable Returns with Long-Term ARR Stability

Projected \$50M ARR in 5 years



Leader in a growing market niche of large scale events

Proven competitiveness with unique value propositions



Clear Path to Exit

Similar companies with \$100M EBITDA, exited at \$1B+

ARR Forecast

\$50M

\$30M

\$20M

\$12M

\$8M

\$5M

\$3M

\$2M

\$1M

2025

2026

2027

2028

2029

2030

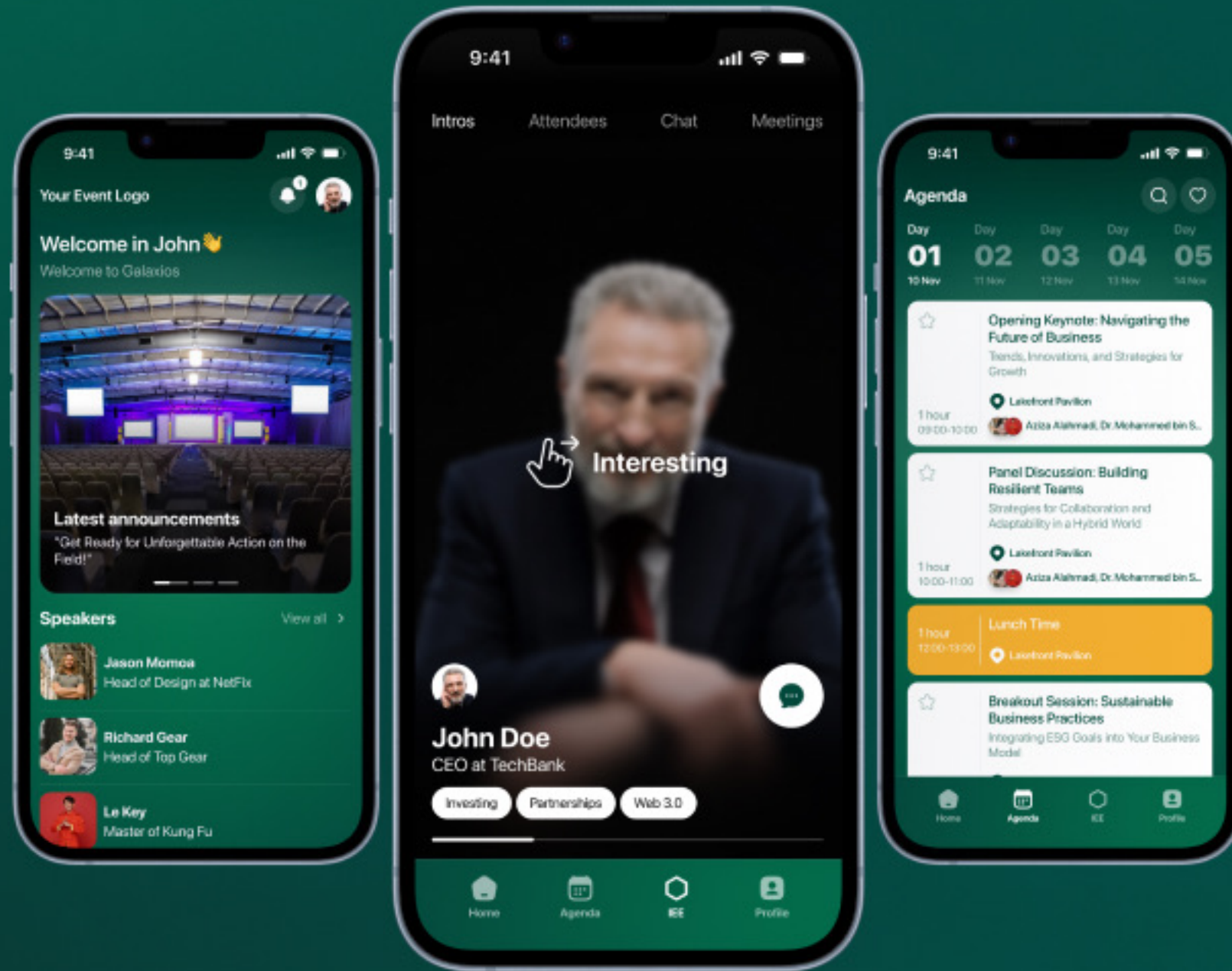
Give us fuel, we fly. Without you, we walk. ↑

Organic Growth ↑



Predictable Growth

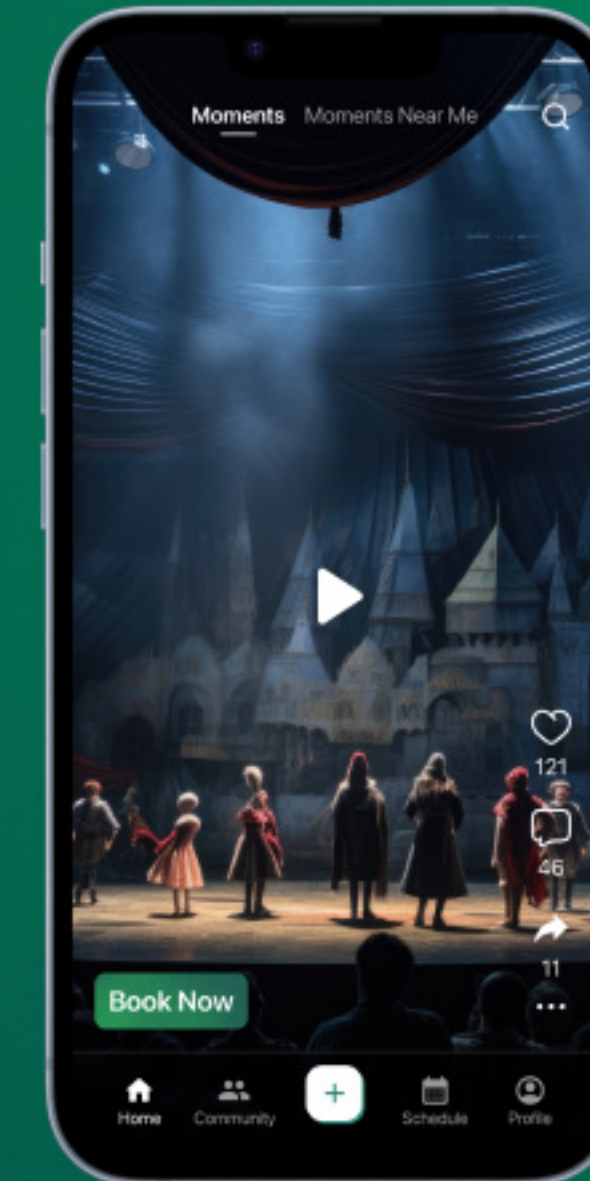
Diversified revenue streams for maximum market reach



Simple solution for networking in events. Targeting mass adaption and relying on network effect for scale. Eliminating traditional B2B delivery model into an automated online customer onboarding process.

WERTO

Entertainment Venues



New Gen



A roadmap for scaling into the consumer segment (B2C) with a target of 1 Million users in 18 months, starting with 60+ theatres in the Netherlands and estimating €1M+ in revenue in 12 months.



The Ask

A bridge to expand in KSA, Europe, and US



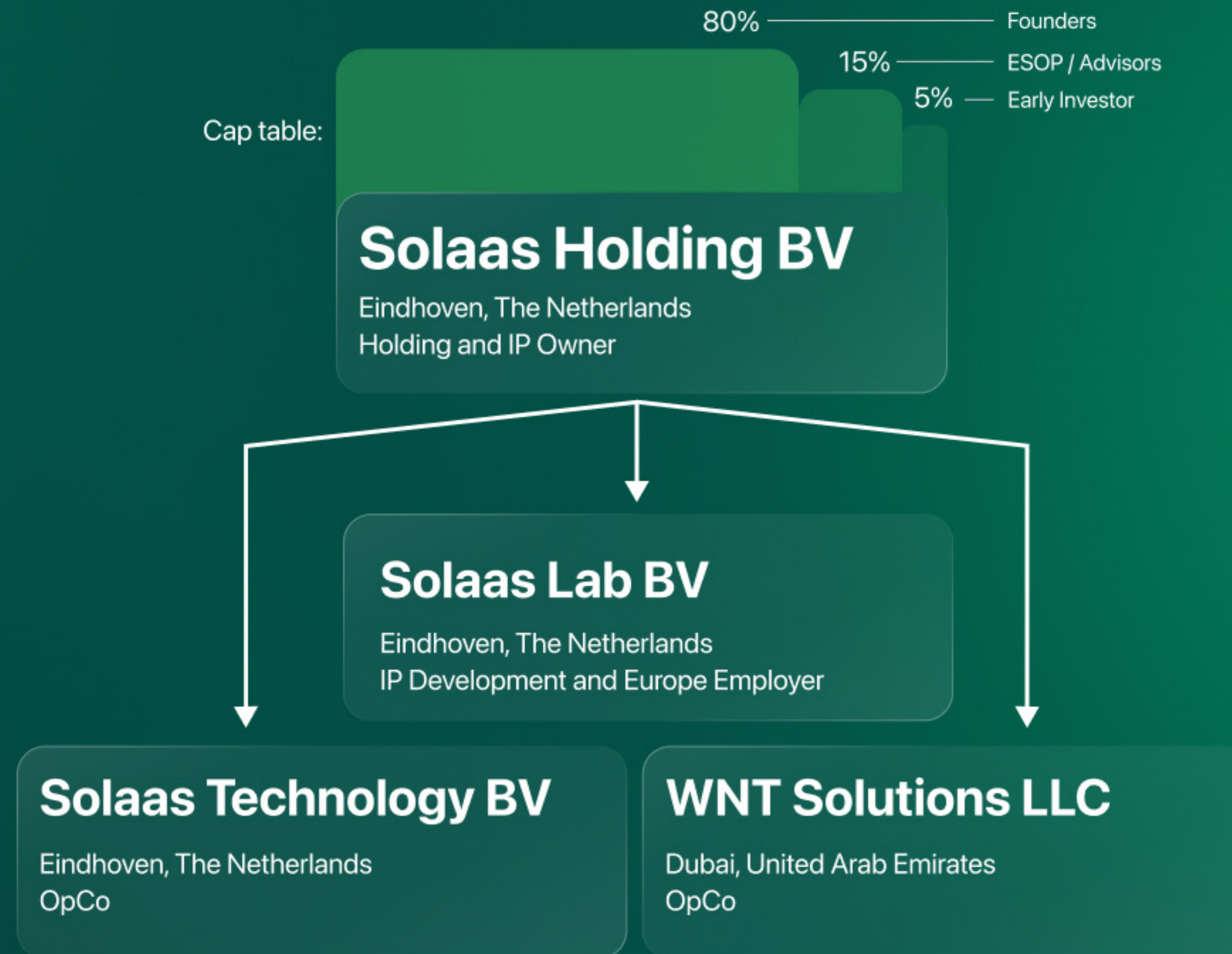
We are raising **\$700,000** as a **SAFE Note, \$10M Cap** or **20% Discount**

Use of Funds and Roadmap:

Amount:	\$150K	\$200K	\$150K	\$200K
Use:	IP development	Establish Saudi Arabia presence	Expansion in Europe	Expansion to US
KPI:	Fast system deployment and phased product/IP packages	\$2M ARR	\$1M ARR	\$10M in qualified sales pipeline.
Milestone:	Q4 2025	Q2 2026	Q3 2026	Q2 2027

Legal Structure

Built for global growth





SOLAAX

Thank you for reviewing our investment deck.
Let's transform events together. This isn't just an investment, it's the future of experiences.

We're selecting a limited number of strategic partners, let's talk.
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Founder & CEO

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The Netherlands

UAE

1008, iris bay tower
business bay,
41018, dubai, uae

Saudi Arabia

coming soon

United States

coming soon

[SOLAAX.com](https://solaax.com)

