

parallel

HEALTH & BEAUTY E-COMMERCE

JULY 2025



PARALLEL IS THE LEADING BEAUTY E-COMMERCE COMPANY

FEMALE & HEALTH FOCUSED PLATFORMS

أنوثة
ounousa.com

OUNOUSA
Reviews

لوليا
www.loolia.com

صحتي
sohati.com

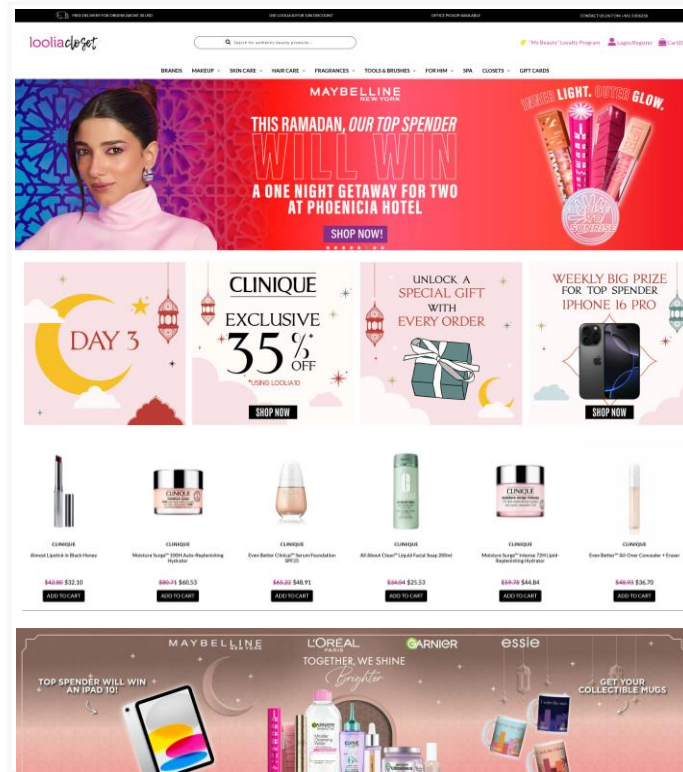
صحتي doc
sohatidoc.com

30Mn+
Subscriber
in MENA

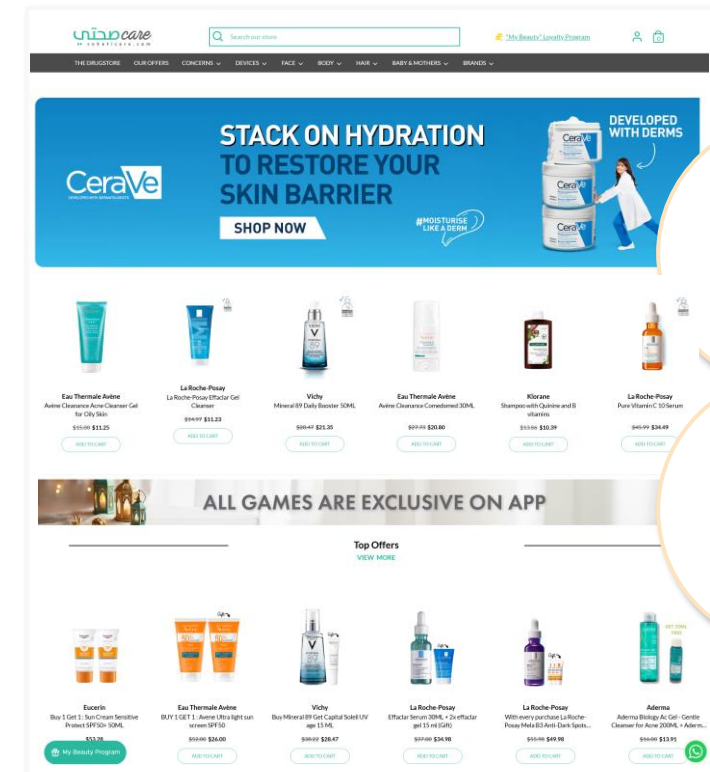
300+
Influencers

BEAUTY E-COMMERCE PLATFORMS

looliacloset



صحتي
sohaticare.com



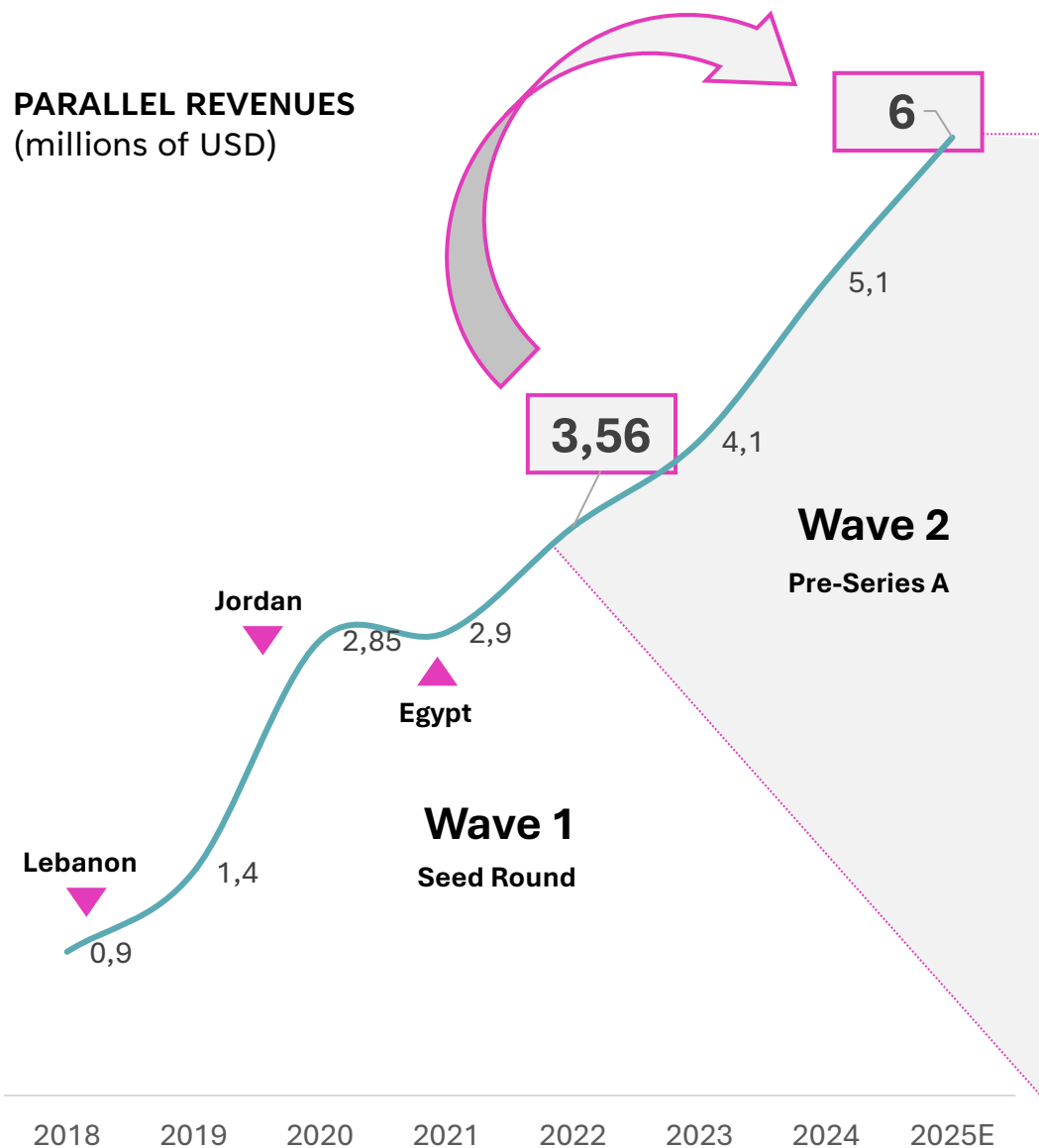
2Mn+
Products
Sold

#1
in Lebanon
TOP 100
in MENA



PARALLEL GREW ITS SALES BY 85% AND REACHED POSITIVE EBITDA DURING THE LAST 2 YEARS AND NOW IS PREPARING EXPANTION TO KSA THROUGH AI

PARALLEL REVENUES
(millions of USD)



NEXT CHAPTER



Developing a proprietary AI agent funded by EBRD – European Bank 50K



Trade license in KSA
Valued at 7 million USDs



+1% EBITDA in Q2 2025



+85% sales growth since 2023



Market share leadership in Levant

*35% market share in Lebanon
15% market share in Jordan
10% market share in Egypt*



OUR PLAYBOOK RELIES ON A FULL INTEGRATION OF CONTENT AND ECOMMERCE WITH IN-HOUSE TALENT EXECUTION FROM ATTENTION TO FULFILLMENT

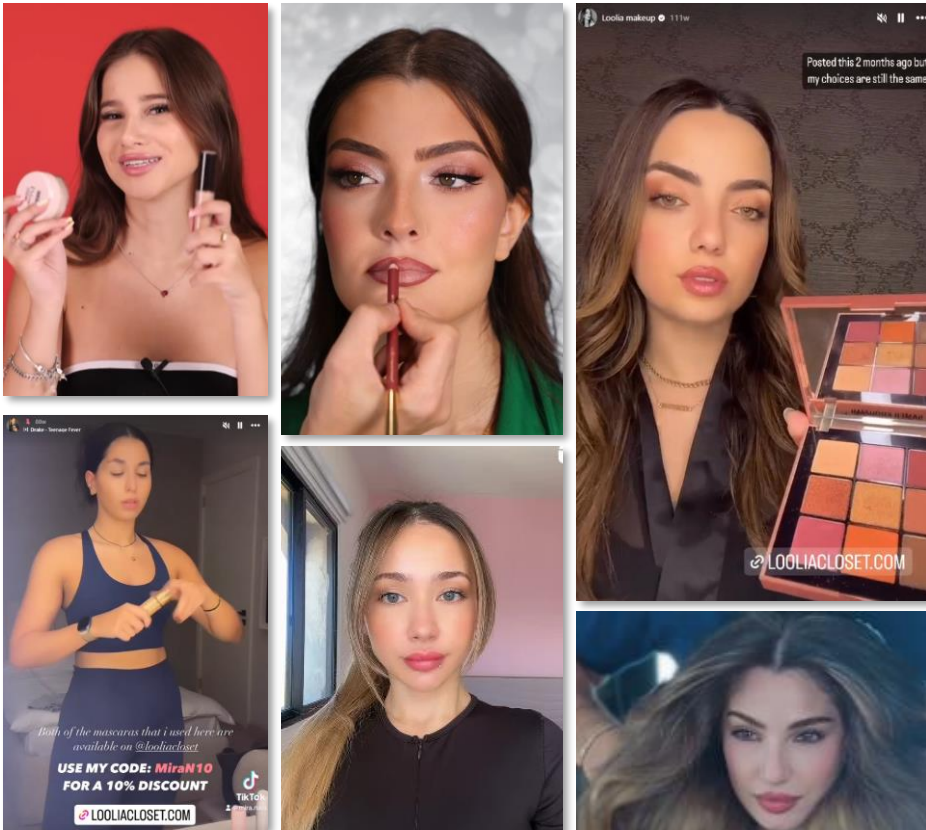
E-COMMERCE
EXCELLENCE

CONTENT
FACTORY

AGILITY
& CUSTOMER
CENTRICITY

From Attention...

CONTENT CREATION

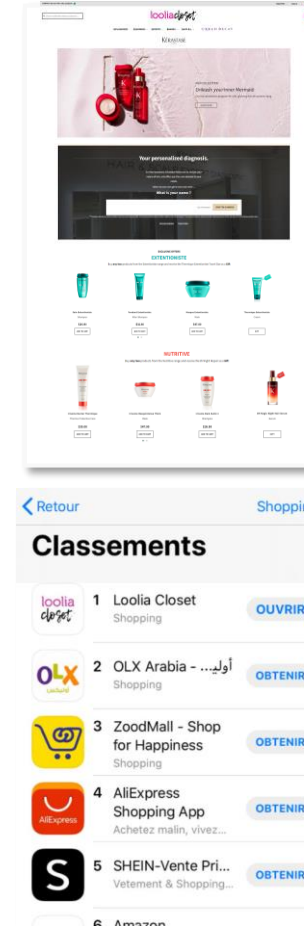


100+

Beauty influencers
in contract in 3 countries

...to Products

E-SHOPS



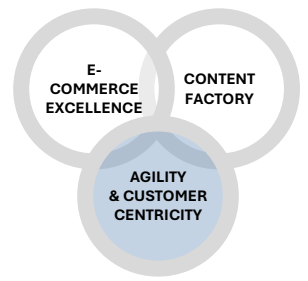
...to Order Execution

IN-HOUSE STOCK MANAGEMENT & FULFILLMENT





WE HAVE ESTABLISHED A BRAND EQUITY FOCUSED ON DELIGHTING OUR CUSTOMERS THROUGH UNIQUE PRODUCTS AND SERVICES



#shoppinghaul with free gifts @Loolia Closet
@FaceFactsLebanon @Beesli... | TikTok



Mama I made it! Loolia Closet Team 🤩 You
are THE best ❤️ @Loolia Clos... | TikTok

Lynn Azakir
to me ▾
Hello,

I just wanted to thank you for delivering the order immediately the next day after I placed it. Amazing service and I would definitely order again.

Kind regards,
Lynn
Sent from my iPhone

1:28AM (7 hours ago)

Hbbte akiddd 4:28 PM
Ana dymn bjeb l skin care products mn 3nkon 4:28 PM
W kln bjnnu 🥰 4:28 PM
W dymn bnsa7 ay hda b3rfu b ur pharmacy 4:29 PM

Angela ...
Active now

mayamadi
To: Customer@sohaticare.com >

13:58

A Thank you Email

Dear Sohaticare Team,

I have ordered from your store twice, and each time I am always impressed by your products, packaging and the prompt service!

The delivery company was always professional and helpful this time!

I appreciate the wonderful service and thank you for the gifts you sent!

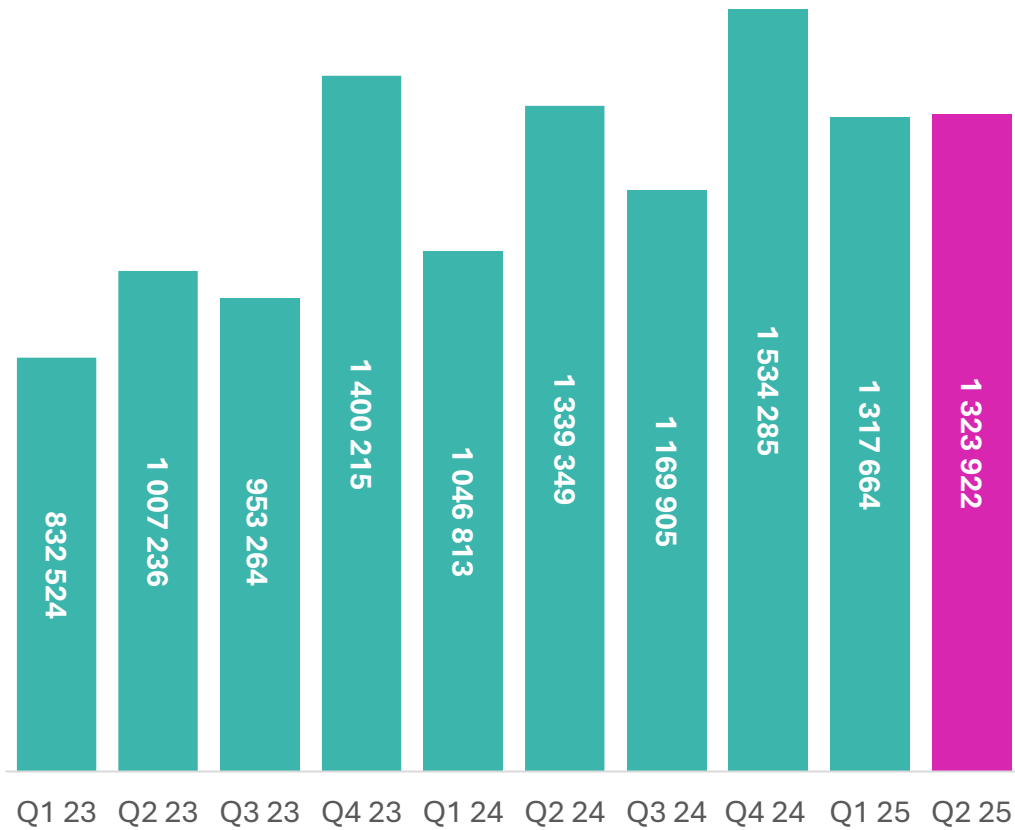
Ok dear thank you 3azabtik
we are here when you need us 🥰
Today 1:38 PM
Amazing package 🥰🥰
Ktirr habbett very good quality

Message...

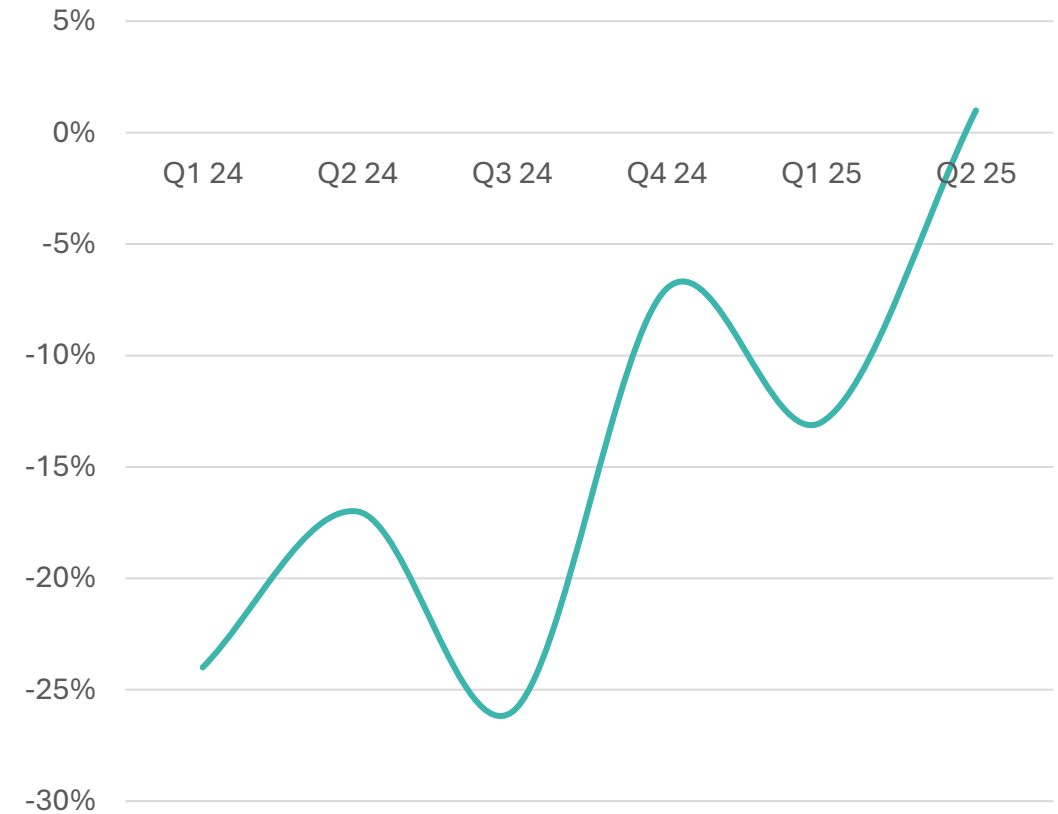


PARALLEL IS COMBINING GROWTH AND PROFITABILITY

QUARTERLY SALES
(USD)



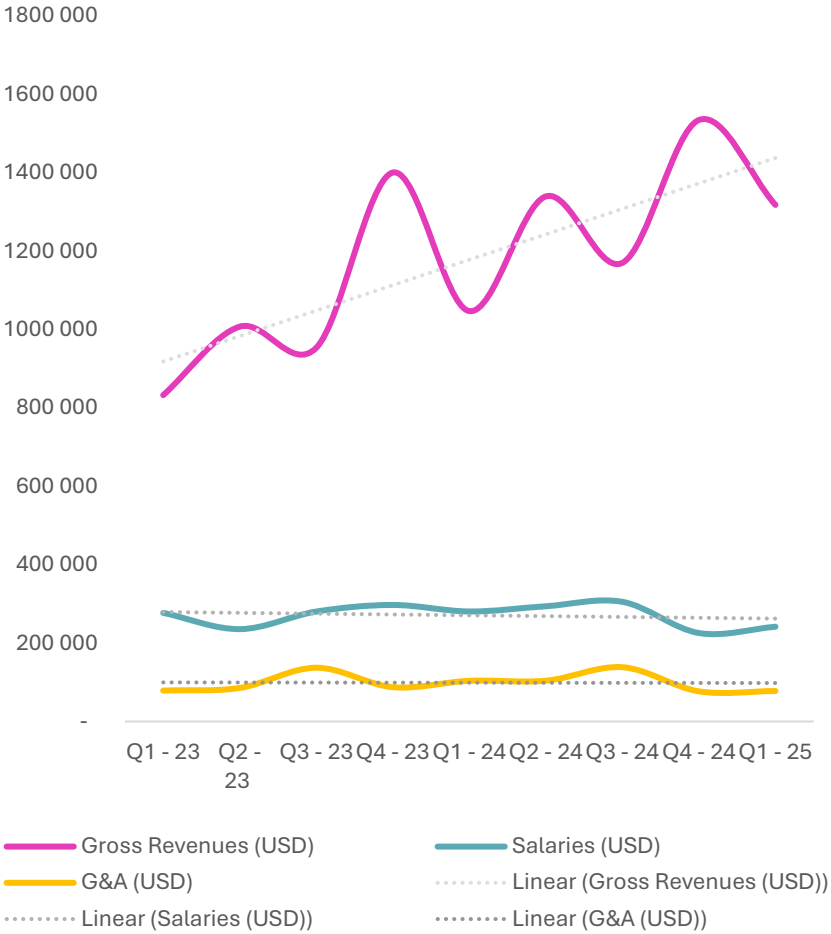
EBITDA
(% of Gross Revenues)





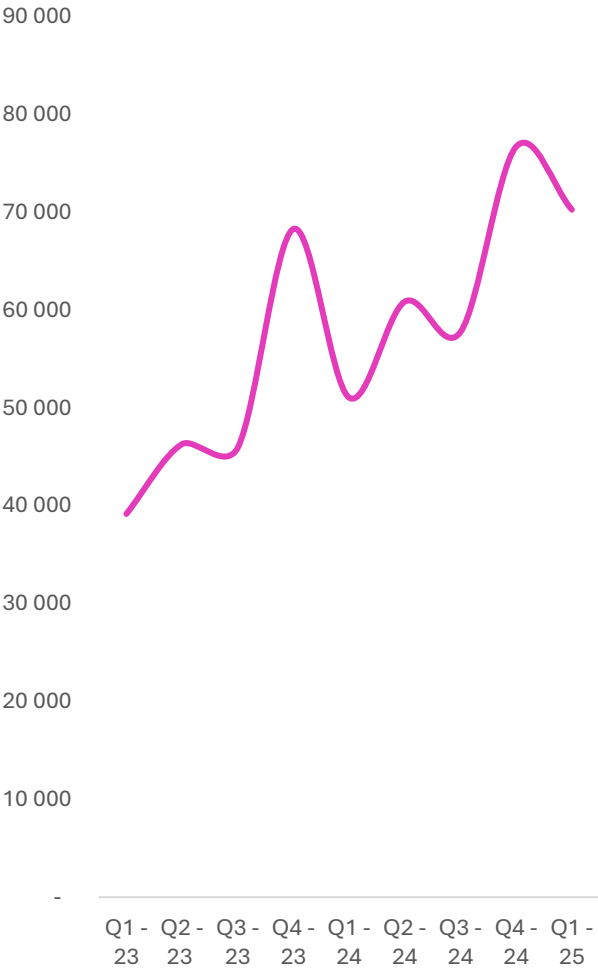
PARALLEL IS SHOWCASING HEALTHY FIXED AND VARIABLE COSTS DRIVERS

PARALLEL QUARTERLY REVENUES vs TEAM PAYROLL

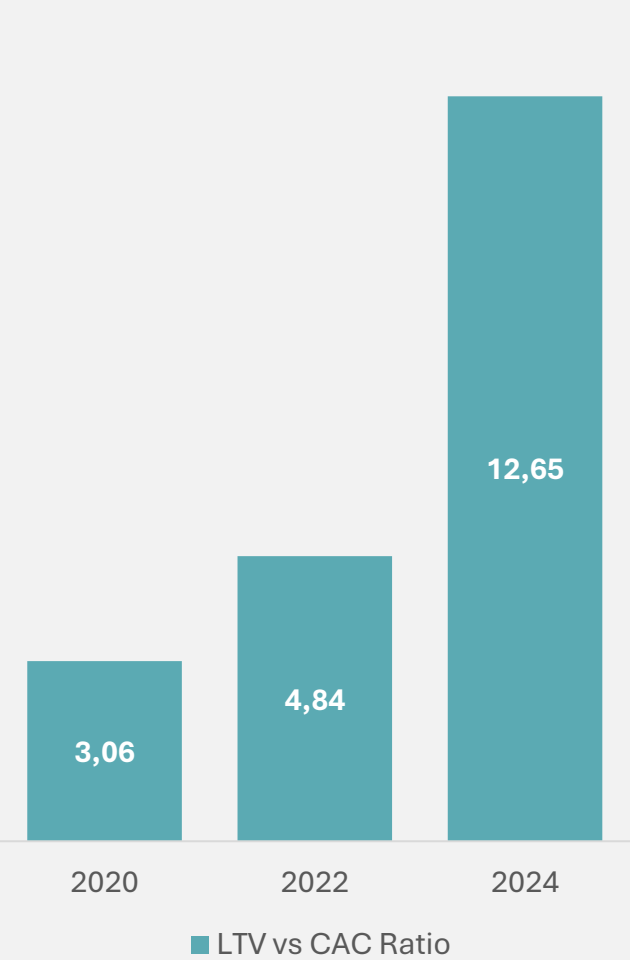


FIXED COSTS

YEARLY REVENUES PER FTE



LTV vs CAC Ratio

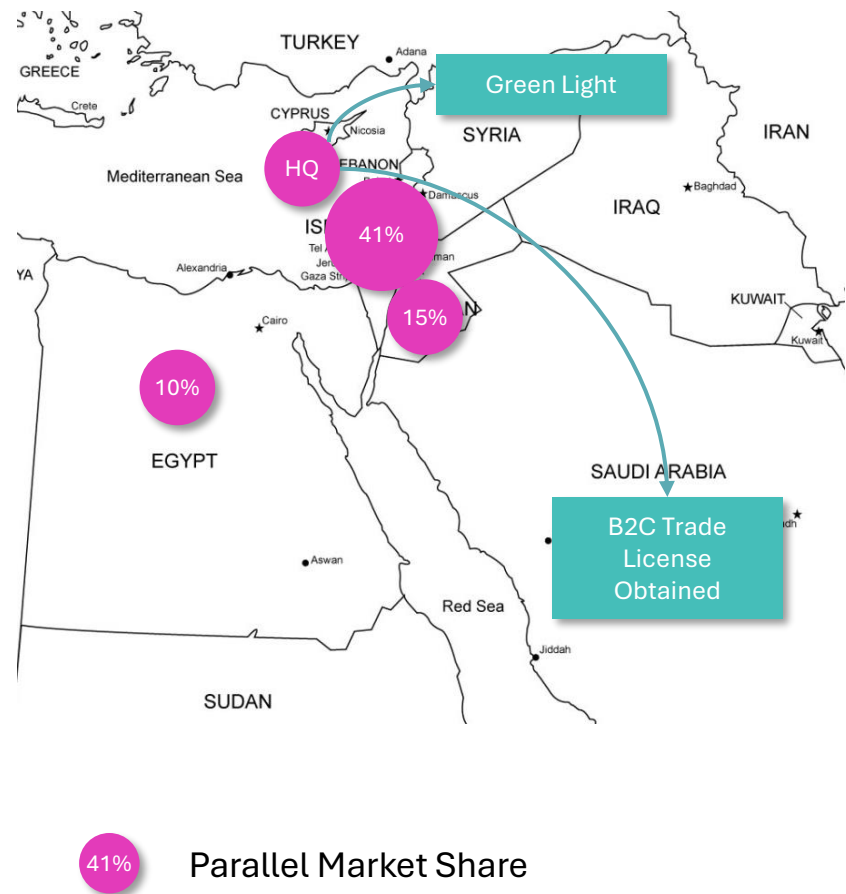


VARIABLE COSTS



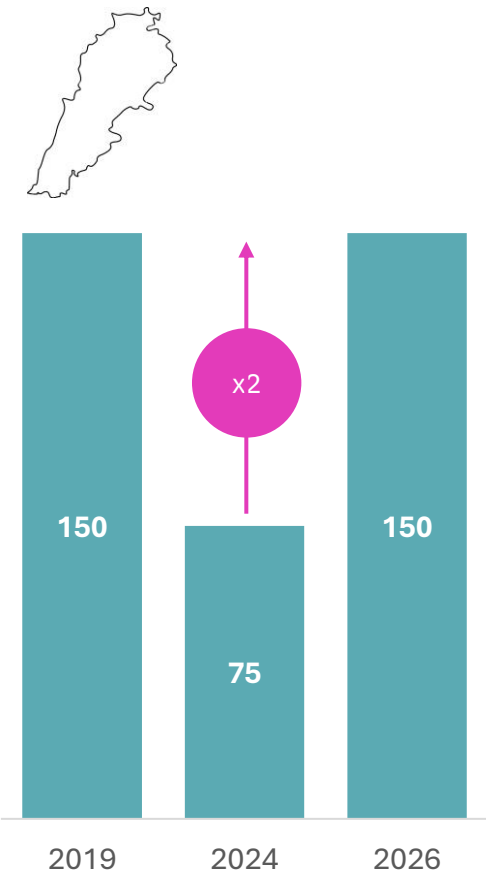
GOING FORWARD PARALLEL IS PERFECTLY POSITIONED TO WIN AND PLAY ON GROWING OPPORTUNITIES

PARALLEL MARKET SHARES & OPPORTUNITIES



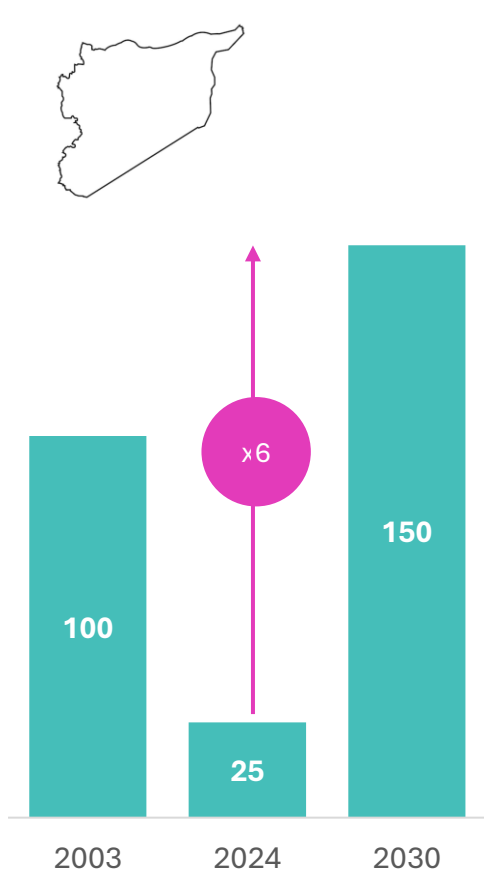
“Parallel is the current leader of the market in Lebanon”

Market Size in Lebanon



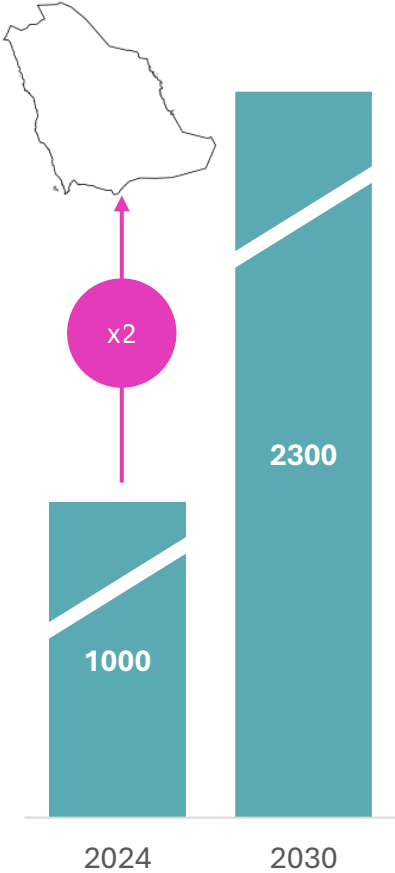
“Green light from L’Oreal Group to sell cross border to Syria”

Market Size in Syria



“a 7,2mn \$ B2C Trade License awarded by MISA to Parallel”

Market Size in KSA





IN Q2 25, PARALLEL WAS GRANTED A B2C TRADE LICENSE VALUED AT 7.2 MILLION USD, ENABLING FOREIGN ENTITIES TO ENGAGE IN RETAIL ACTIVITIES IN SAUDI ARABIA.



وزارة الاستثمار
Ministry of Investment

Investment Registration Number رقم تسجيل الاستثمار 24925227170
Registration Date تاريخ التسجيل 7 May 2025
Update Date تاريخ التحديث 7 May 2026
Unified Number الرقم الموحد
Registration Status حالة التسجيل Active
Print Date 15 May 2025



Investment Registration Certificate شهادة تسجيل الاستثمار

اسم المنشأة اسم المنشأة	رقم الهاتف رقم الهاتف	Riyadh Location الموقع
باراليل هيلث أند بيوتي		
Entity Name	Mobile الجوال	رأس المال Capital 200000 SAR
Parallel Health and Beauty		
Legal Entity الكيان القانوني	parallelsaudi@gmail.com Email البريد الإلكتروني	Riyadh, Saudi Arabia Address العنوان
شركة المساهمة المبسطة		
Share الحصة	Nationality الجنسية	Investor No رقم المستثمر
100.0 %	Cyprus	1282494
Shareholders Names أسماء الشركاء		1
باراليل هيلث أند بيوتي المحدودة Parallel Health and Beauty Ltd		

You can verify this document and find more details about the investment registration and its related activities by visiting the Ministry of Investment's website or by scanning the QR code at the top.



وزارة الاستثمار
Ministry of Investment



رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Investment Registration Number رقم تسجيل الاستثمار 24925227170
Registration Date تاريخ التسجيل 7 May 2025
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Unified Number الرقم الموحد
Registration Status حالة التسجيل Active
Print Date 13 May 2025



شهادة تسجيل الاستثمار



وزارة الاستثمار
Ministry of Investment



رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



PARALLEL IS SET TO TACKLE THE LARGEST MARKET IN THE REGION

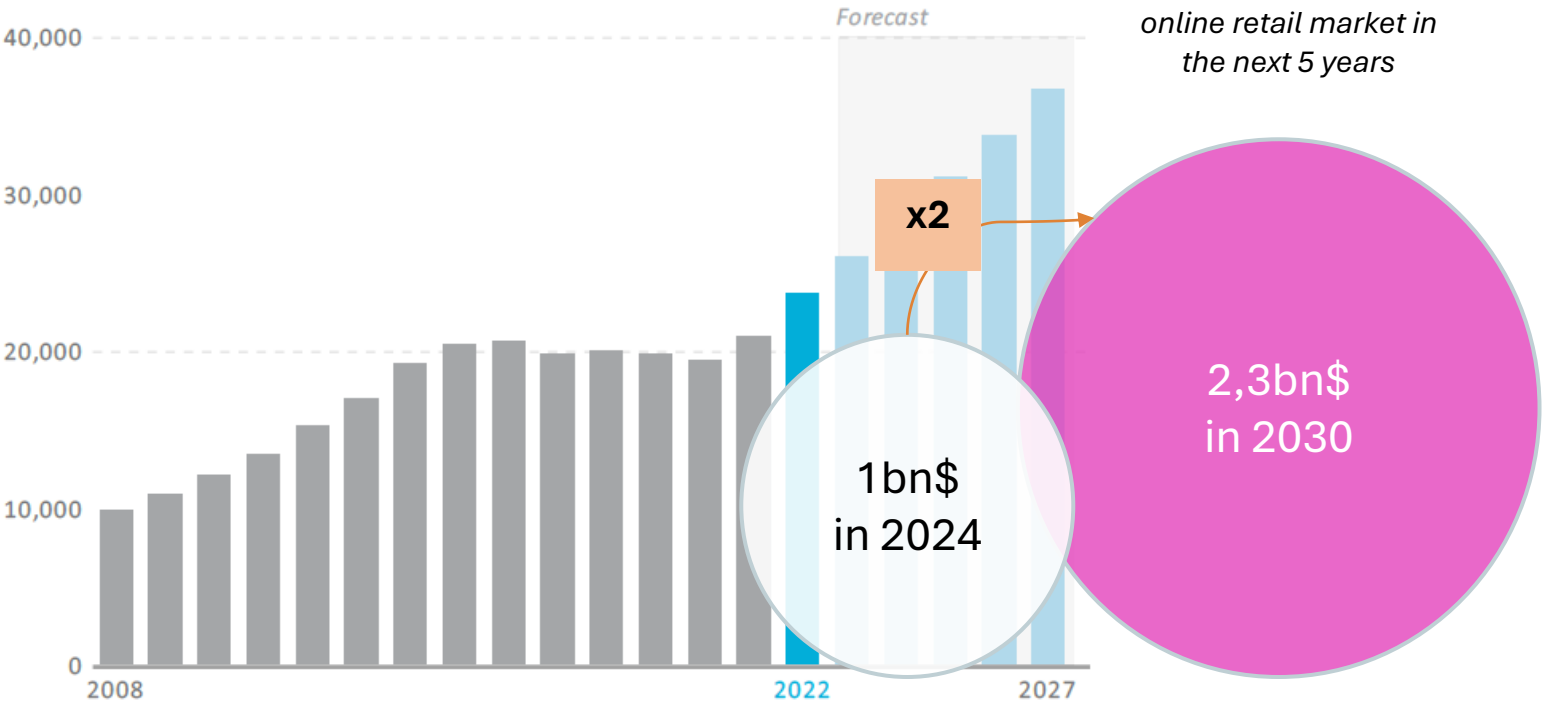
KSA MARKET FACT SHEET

ADDRESSABLE BEAUTY & CARE MARKET SIZE*	6,5 Bn USD
ECOM PENETRATION	15%
ADDRESSABLE ECOM MARKET SIZE	980mn USD
LEADERS'S MARKET SHARE (NICEONE)	16%
ECOM MARKET GROWTH YOY	15%
GREY MARKET	Low
COMPETITIVE INTENSITY	Very High
VALUATION MULTIPLES	x5 Revenues

BEAUTY AND PERSONAL CARE MARKET KSA (Source : Euromonitor)

Retail Value RSP - SAR million - Current - 2008-2027

23,554



Source : Euromonitor



OUR UPCOMING INNOVATION AIMS TO REVOLUTIONIZE BEAUTY E-COMMERCE WITH A SIMPLE FACE SCAN

FROM A FACE SCAN TO CHECK-OUT IN ONE CLICK

FACE SCAN



AI DIAGNOSIS



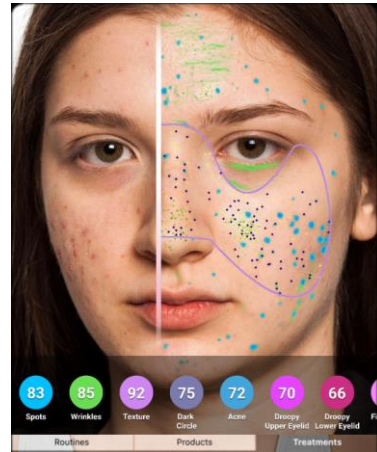
AI ROUTINE
RECOMMENDATION



CHECK-OUT



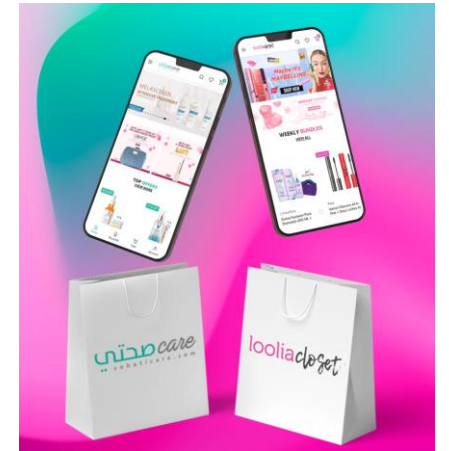
E-commerce journey
starts with a simple
face scan



Detailed
transformation of
face picture into
skin, lips, hair, eyes
and contour
parameters that is
leveraged for a
personalized
diagnosis for the
customers

MISTRAL 7B

The LLM will confirm the
diagnosis of the customer and
recommend a set of skincare,
makeup and haircare products
based on the actual data of
Parallel



AI recommended
products are added
directly at check-out

PARALLEL
LOCALISED
DATA

20K
Consultations
in Skincare

4000
Makeup
Influencer
tutorials

3000
Product's
Reviews



MOREOVER PARALLEL POSSESSES DISTINCT ADVANTAGES CATERING TO BOTH BRAND AND CUSTOMER CONCERNS

BRANDS

1



PRIVILEGED RELATION WITH
LEADING COSMETICS GROUP IN
KSA

L'ORÉAL
PARIS



We rank among the top 20 e-commerce players in the SAPMENA region, collaborating with the L'Oréal Group to create exclusive offerings across all their divisions: Luxury, Mass, Dermo and Professional

Chalhoub Group is a partner in Parallel, providing access to key brands within their portfolio in the Kingdom, along with valuable market expertise

Parallel is a premier partner for the Pierre Fabre Group, a leading name in dermo-cosmetics, and has established alignment with the group for entering the KSA market

CUSTOMERS

2



CAPTURED INTEREST ON
BEAUTY CONTENT FOR A LARGE
COMMUNITY OF FEMALES IN
KSA

PARALLEL BEAUTY SOCIAL MEDIA ANALYTICS IN KSA



FOLLOWERS ⓘ

798k

Women's Lifestyle

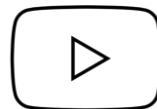
2.7 x more engagement

VS. SNAPCHAT AVERAGE

Cooking Enthusiasts

5 x more engagement

VS. SNAPCHAT AVERAGE



Channel analytics

Current subscribers

2,039,389

Geography



Views ↓

Average view
duration

Watch time (hours)

☐ Total

213,065,230

2:02

7,239,462.4

☒ Saudi Arabia

39,111,838 18.4%

2:22

1,547,511.4 21.4%

☐ Iraq

31,248,161 14.7%

1:48

940,559.7 13.0%

☐ Egypt

31,030,522 14.6%

1:54

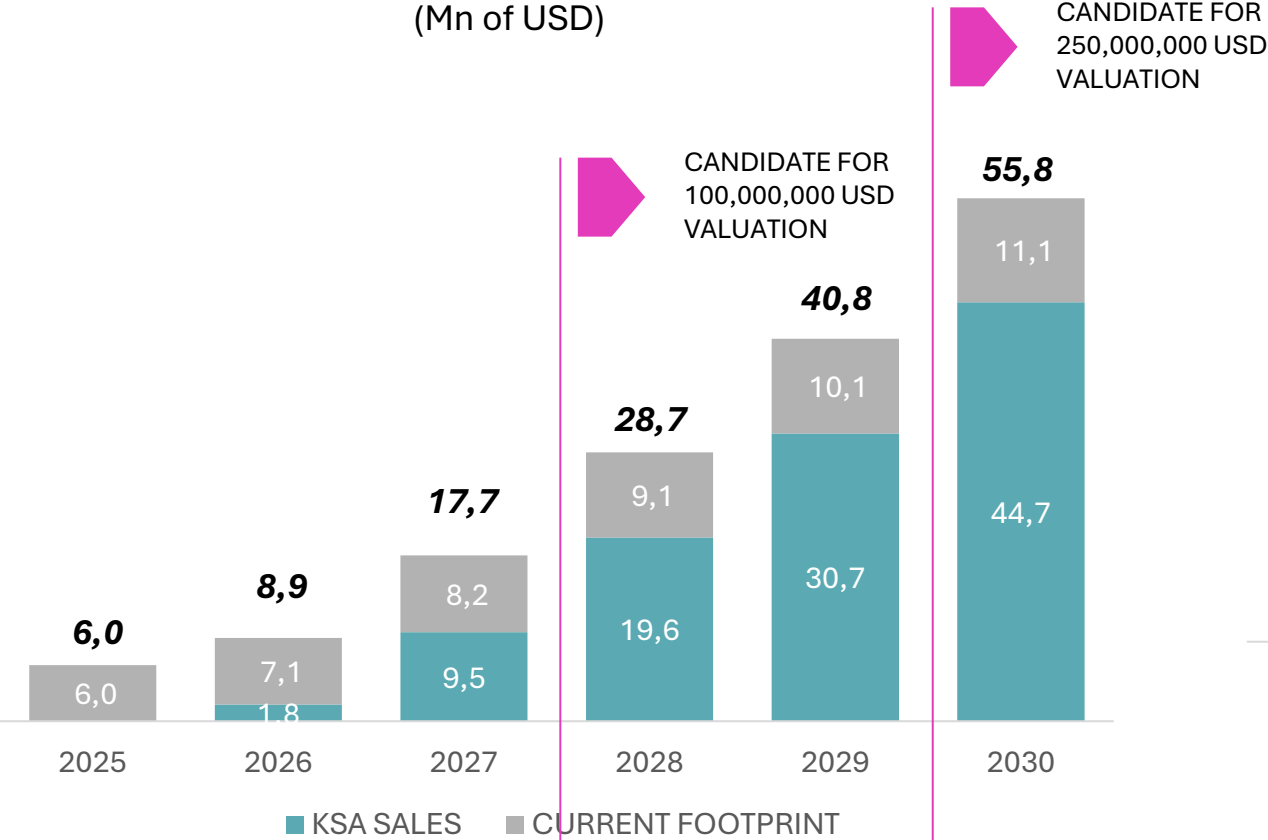
989,695.5 13.7%



PARALLEL BUSINESS PLAN AIMS TO REACH 55MN\$ OF SALES AND A VALUATION OF 250MN\$

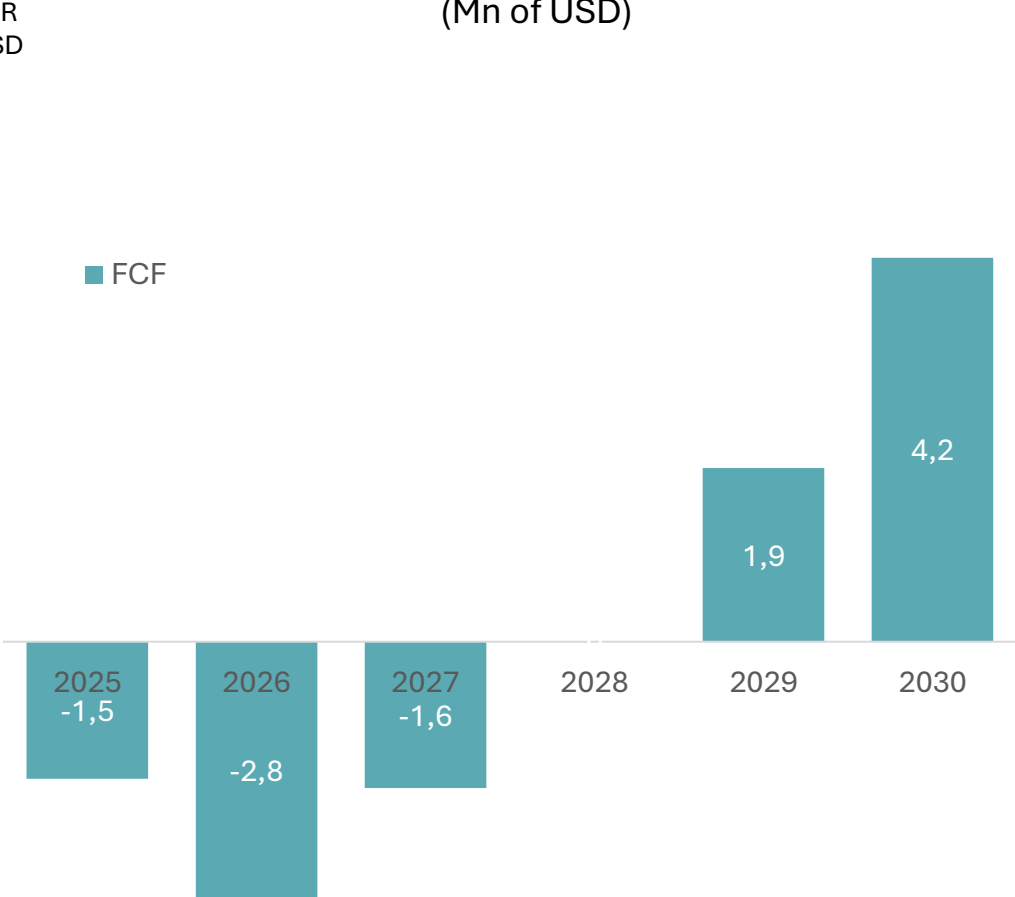
PARALLEL KSA REVENUES FORECAST

(Mn of USD)



KSA FINANCING CASH FLOW PROJECTIONS

(Mn of USD)



KSA MKT SIZE	980	1184	1388	1592	1796	2000
PLL MKT SHARE	-	0,04%	0,8%	1,4%	1,5%	2,7%



PARALLEL IS LEAD BY EXPERIENCED FOUNDERS



Wassim Kari

CEO

18 years of experience
Previously : **Strategy& / Capgemini**
HEC Business School



Elsa Aoun

COO

18 years of experience
Previously : **Strategy& / AT. Kearney**
HEC Business School



Philippe Rizk

CMO

20 years of experience
Previously : **GM Pierre Fabre Middle East**
INSEAD

**Winners of Mercure HEC Award For Best Entrepreneur
Middle East 2023**



**SELECTED AS TOP 100 E-COMMERCE IN MENA
AS PER MANHOM KSA 2025**



THANK YOU