

Welcome to





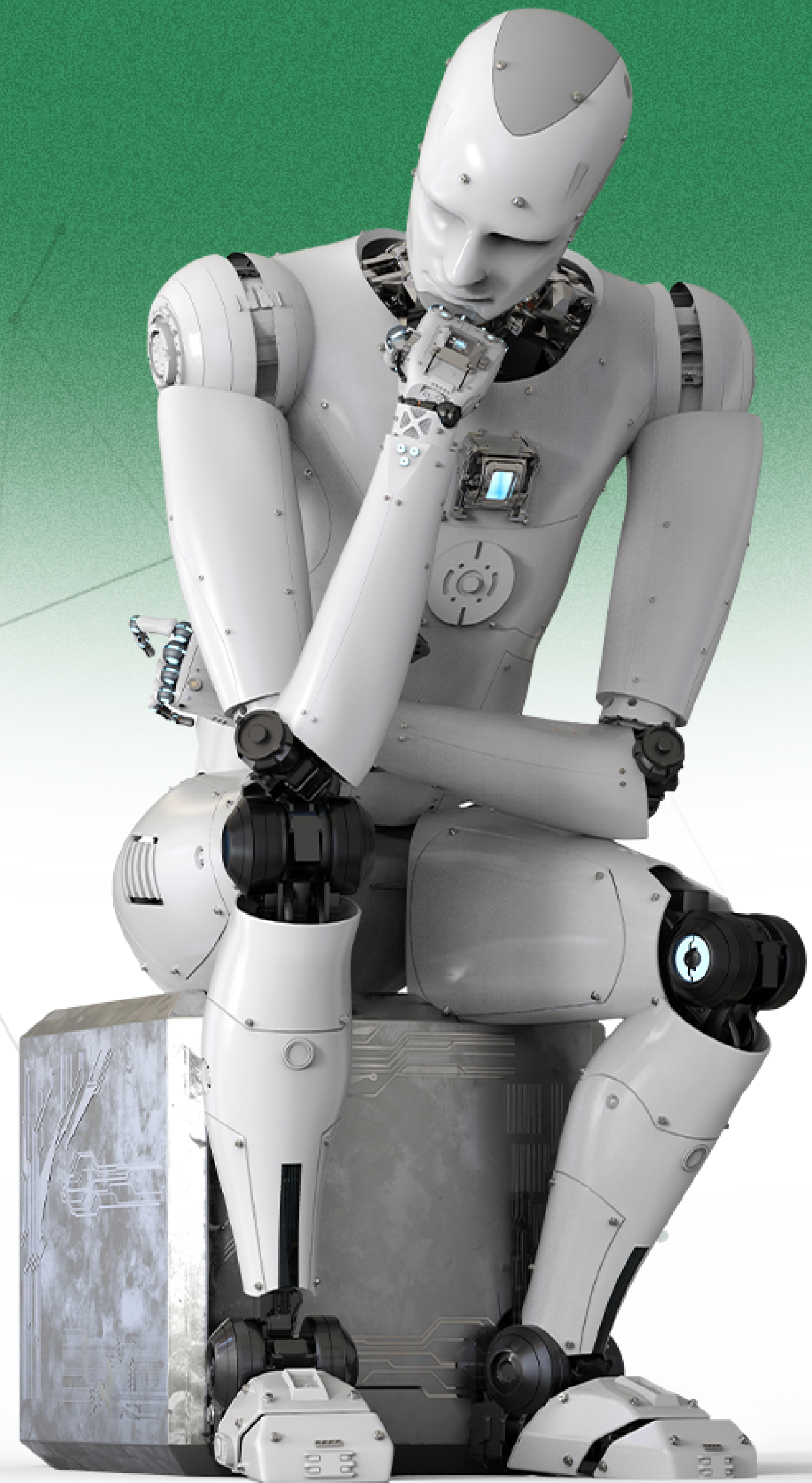
THE CHALLENGE.

Data owners can't fully monetize
valuable data due to privacy rules.

THE STRUGGLE.

ML\BI provider - Advertising Agencies

- No diverse and high-quality data
- Insufficient data
- The limitation on data acces



THE EleenN'S SOLUTION.

e-FedLearn

Train AI models without sharing data

e-FedAnalytics

Analyze distributed data without sharing data

e-Campaign

Utilizes data-driven insights for targeted, privacy-protected campaign optimization

**Secure, Private,
and Protected**

(Data is never shared)



myCompany

Dashboard

E-Analytics

Campaigns

Integrations

Settings

Campaigns / New Campaign

Create Campaign

1/5 Steps Done
20%

Your workspace is ready to launch your first campaign.

Campaign Setup & Channel Selection

Name your campaign, define its goal, and select your delivery channel

Edit

Audience Filtering

Choose who should receive this message using targeting filters.

Define Who Should Receive This Message

Use Saved Filter

Location

Select a location Ex. Riyadh

x

Gender

Select a Gender

x

Interest

Select Interest Ex. Beauty

x

+ Add Filter

Select Who Wouldn't Recieve This Message

Exclude

This Step is Optional, use it only if you want to exclude a certain type of audience.

Auto-saved

Save Filter

Continue

Message Builder

My New Campaign

SMS

Awareness

12:12

123 - 456 - 789

Your message will be displayed here

Performance Forecast

Estimated Reach

5,000

Campaign Name

My New Campaign

Channel Selection

Campaign Objective

Auto-saved

THE MARKET SIZE.

2033 PROJECTION:

\$2.235T

2032 PROJECTION:

\$51.54B

TARGET

**ADOPTION
RATE 5%**

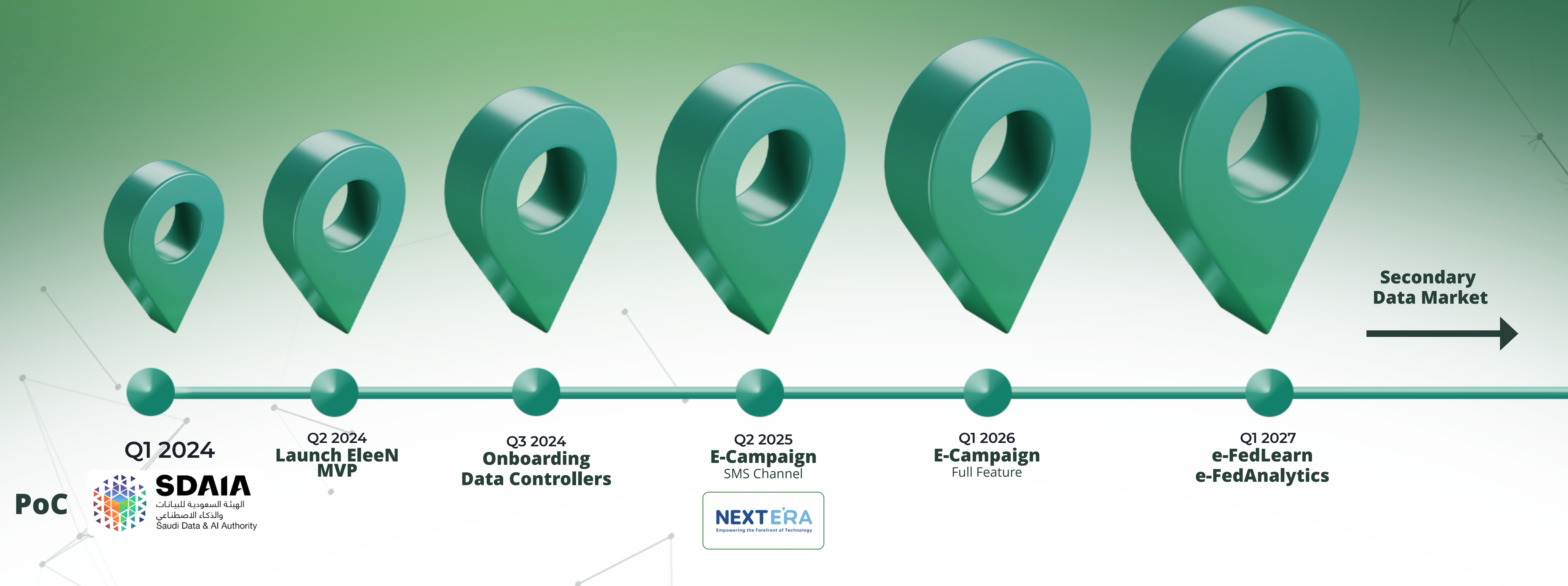
DIGITAL MARKET
& DATA ANALYTICS

**TAM – Global
\$852.83B (2024)**

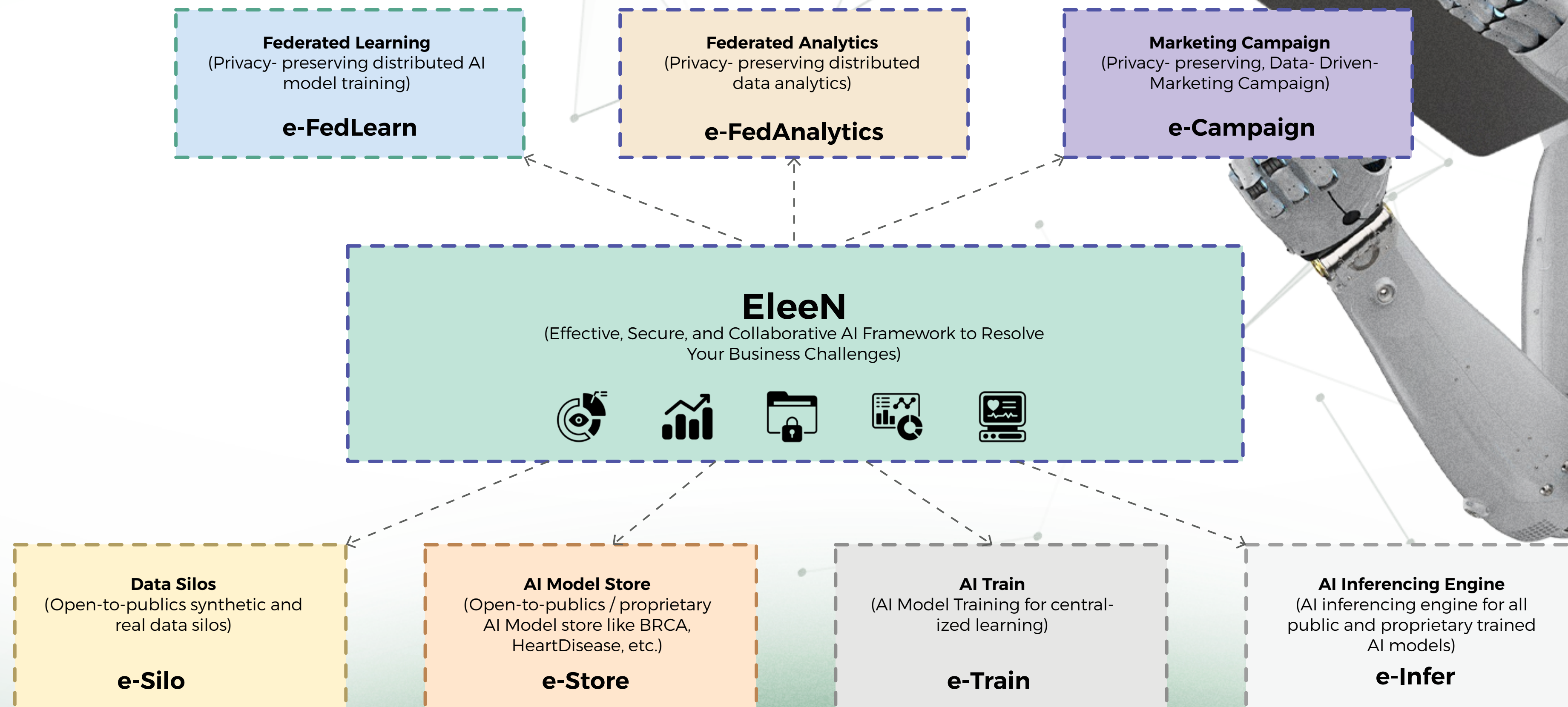
**SAM – MENA
& Saudi Arabia
\$7.32B (2024)**

**SOM – Saudi Arabia
(Bottom-Up)
\$121.6M**

OUR JOUENEY.



THIS IS JUST THE BEGINNING.



BUSINESS MODEL.

1. Tiered subscription (Customers/Clients)
2. Shared Revenue (for Data Controllers)



TRACTION.

CLEINT

INCUBATORS & PIF PORTFOLIO

DATA CONTROLLERS

(4 DIFFERENT SECTORS)

DATA SIZE

(160+ GB OF DATA)

INSIGHT

(150+ INSIGHTS)

MARKETERS

(700K QUALIFIED LEAD)

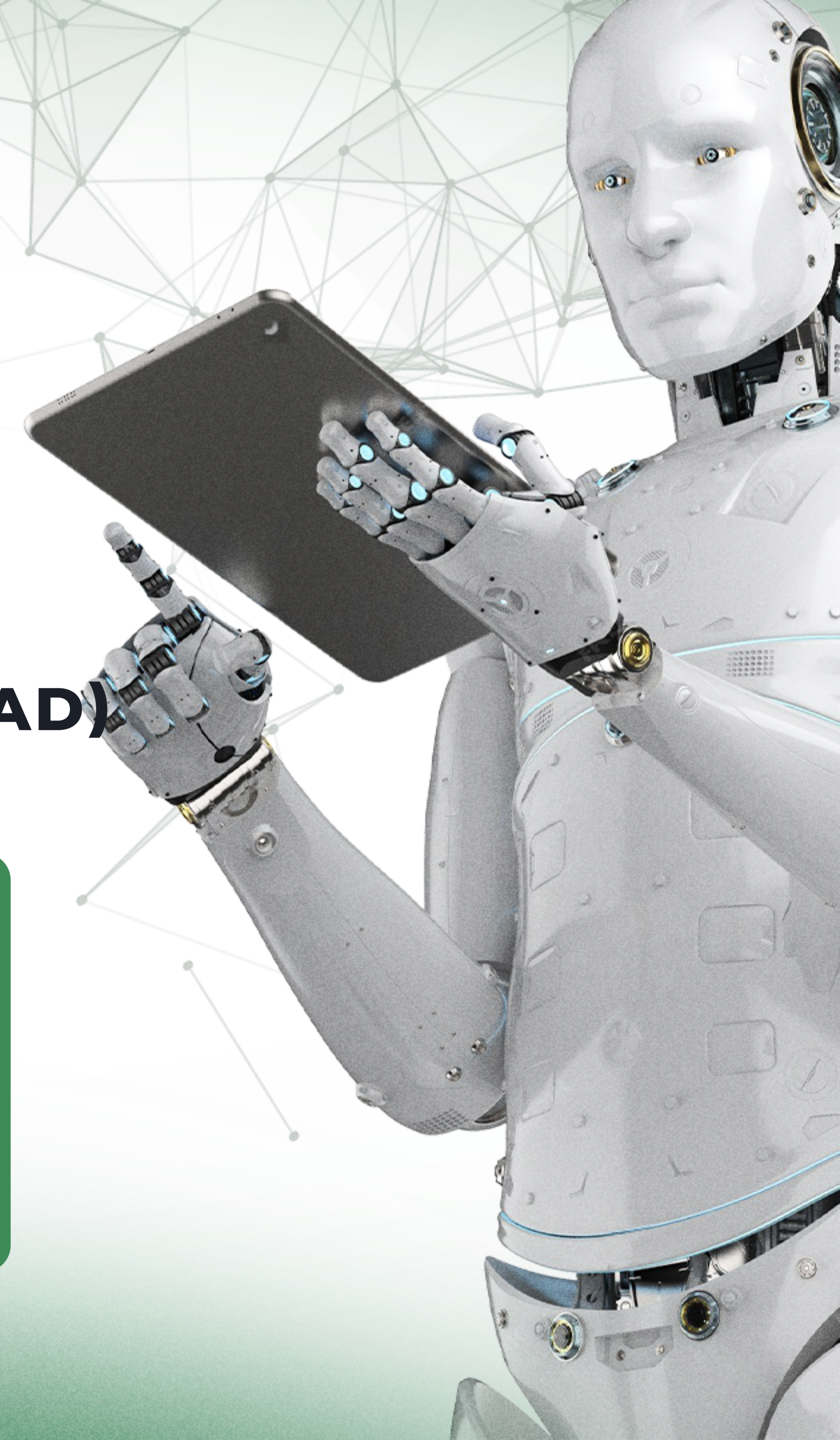
REPRESENTING APPROXIMATELY 2% OF SAUDI ARABIA MARKET.

PIPELINE HIGHLIGHTS

EXPLORATORY INTEREST – SUBCONTRACT OPPORTUNITY | ~1M SAR POTENTIAL

EARLY DISCUSSIONS – SUBSCRIPTION MODEL | ~80K SAR ANNUALLY

EVALUATION PHASE



COMPETITORS.

 OWKIN

 FEDML®

 Ads

 Google Ads

 Snapchat Ads

Federated Learning

Advertising Solution

Privacy - Preserving

Key Differentiator



Healthcare-only, no ad activation



ML infra, no audience targeting



(Promoted Tweets)



Click-based targeting only



(Search & Display Ads)



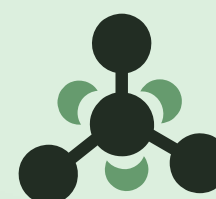
Pixel/cookie dependent



(Snap Ads, AR Ads)



Single-platform focus

 Eleen



(Multiple Channels)



Global Insights + Purchase-Based Targeting + Multi-Channel Activation (with zero data exposure)

ELEEN = GLOBAL PURCHASE INTELLIGENCE + PRIVACY-FIRST TARGETING

Build high-intent audiences from real purchase behavior (POS, delivery, fintech, healthcare) -
Activate across Meta, Google, Snap, SMS, TikTok -
All with zero raw data sharing.

OUR ACHIEVEMENTS •

NEXTE'RA
Empowering the Forefront of Technology

accepted into the NextEra Initiative!

Test and Certified

Passed Data and Privacy
Regulatory Sandbox



POC with Privacy
and intelligent solution in SEHA Virtual Hospital



Research Institution

R&D



Innovation

R&D Activities



U.S. Patent Progress
Disease Diagnosis
Through Privacy Pre-
serving
Development of two
innovative aggregation
algorithms

THE TEAM.



Fahad Alfi
Business and Commercial
Lead



Dr. Yousef Alsenani
CEO and Co-Founder



Dr. Faruk Caglar
CTO and Co-Founder



Dr. Di Wang
R&D Director



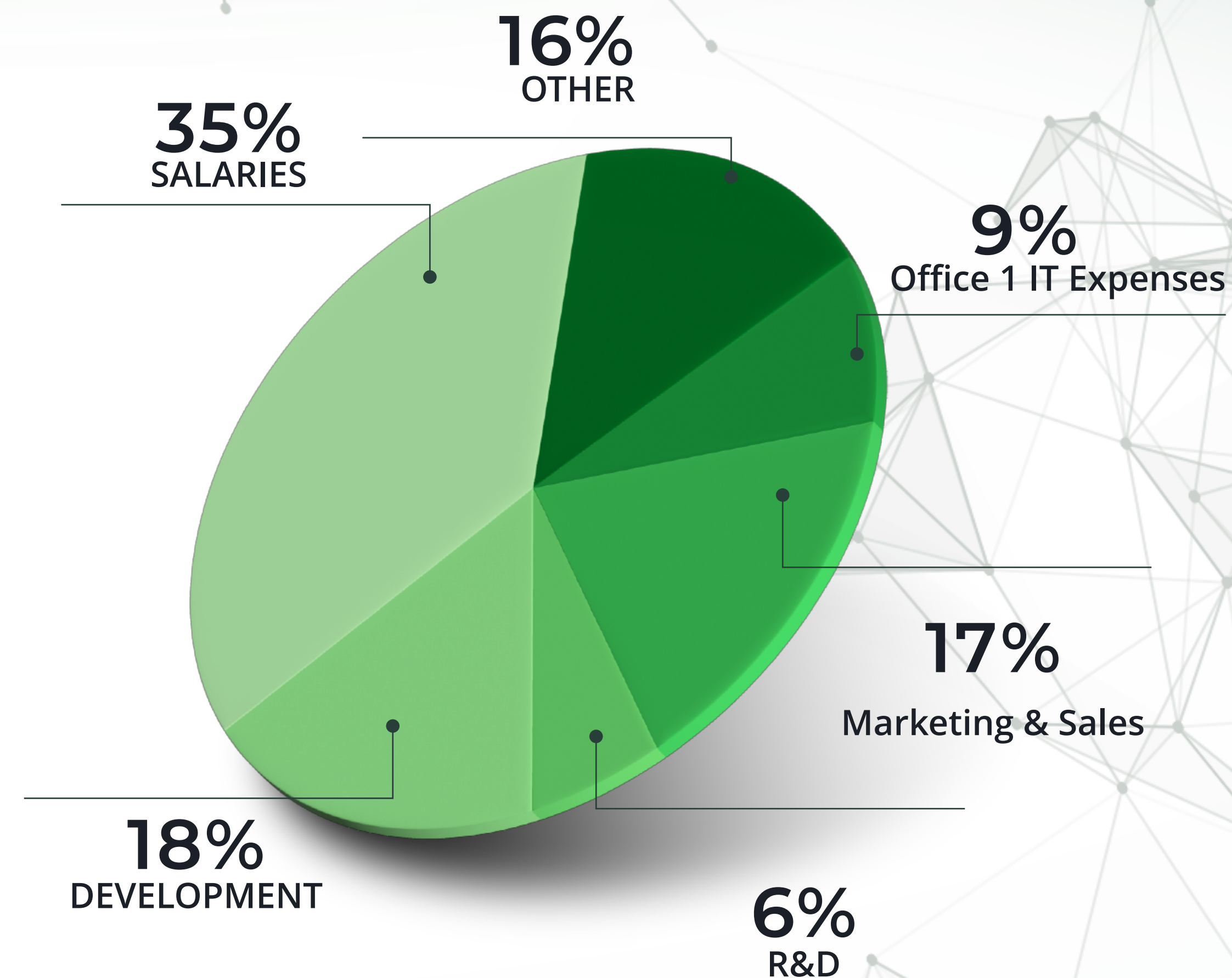
Advisory
Board

THE ASK.

28 % SECURED

THE ASK

\$2.3 SAR MILLION



THANK YOU



CONTACT US
INVESTMENT@ELEENAI.COM
0500788811

