



Investment Pitch | Sep. 2025

Connecto

Empowering Sellers, Connecting Markets & Driving Growth



Problem

E-Commerce Sellers Are Struggling to Scale !

- **Sellers's struggle with managing multiple platforms**
- **Complex inventory & Catalog management**
- **Poor Listing Optimization & Low Visibility**
- **Restricted Access to Capital Funding**
- **Limited Product Sourcing Options**





Solution

Powering the Future of E-commerce Sellers

- **One Unified Platform to Empower Sellers**
- **Centralized dashboard to manage all e-commerce channels**
- **AI-driven listing optimization & visibility tools**
- **End-to-end account management for faster growth**
- **Seller financing solutions to start & expand**
- **Integrated sourcing marketplace for products**





Market Opportunity

E-commerce Market in Middle East and North Africa to Reach \$80 Billion by 2029

BCC Research - June 2025

What is the MENA e-commerce market's projected growth rate and size?

The estimated market size of the MENA e-commerce market will reach **\$80.3 billion** by the end of 2029, with a CAGR of **11.7%**.

What market segments are covered in the report?

The MENA e-commerce market is segmented based on e-commerce type, product type, and country.

Which product type segment will be dominant through 2029?

The electronic and media segment will continue to dominate the MENA E-commerce market by the end of 2029.

Which country holds the largest market share?

Saudi Arabia is expected to dominate the market, with a **CAGR of 29.7%**, reaching \$23.8 billion by the end of 2029. Higher internet and smartphone penetration, increasing digital payments, and a growing young population drive the market growth.



Ref. <https://shorturl.at/UumYO>



Market Opportunity

E-commerce Market in Middle East and North Africa to Reach \$80 Billion by 2029

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- **Strong Growth in E-commerce**
- **MENA e-commerce** market projected to reach **\$80B by 2029 (CAGR 11.7%)**
- **Saudi Arabia** fastest-growing market (**CAGR 29.7%**) → **\$23.8B by 2029**
- **Drivers:** smartphone penetration, digital payments, young population
- **Global e-commerce market: \$6T+ by 2027**
- **Connecto** is positioned to scale **regionally** → **globally**



Product Overview



Connecto Platform
Dashboard & AM service

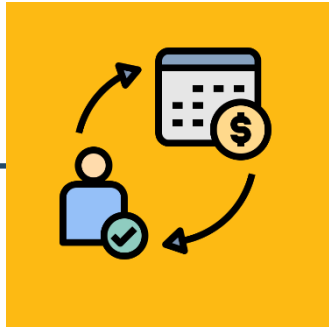


Connecto Grow
Funding solution for sellers



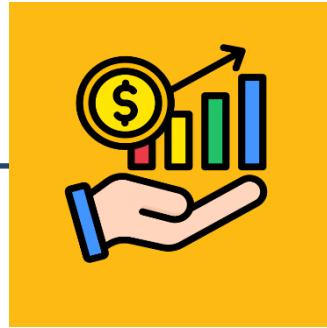
Connecto Vendors
Marketplace to sourcing products

Revenue Streams



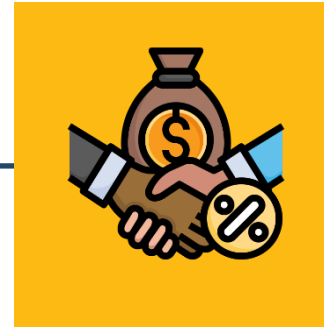
Subscription Fees (M/Q/H)

SaaS model (tiers for SMEs, large sellers)



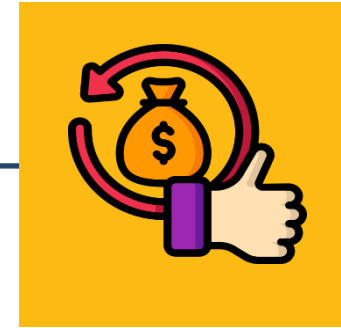
Revenue Share % of Turnover

20% from the seller's turnover on the platforms



Commission % of Vendor MP

Commission % + fees transactions & product sourcing



Funding Returns

Revenue from seller financing & lending



Traction

- **Y2025: 25 sellers onboarded (10 Egypt, 10 KSA, 5 UAE)**
- **100+ in pipeline, 1M EGP revenue (YTD) from subscriptions**
- **Y2026 pipeline: 5X subscription growth (proposal stage)**
- **500+ Sellers's testing Connecto Grow**
- **1K+ Sellers's testing Connecto Vendor**
- **Partnerships with Amazon, Salla and Carrefour.**



CONNECTO



Achievements

Al-Amodi & Back Care Sellers became best-sellers with 30% turnover increase

This is a sample of products for which we enhanced, resulting that sellers become as best-sellers on both Amazon and Noon platforms and turnover increase between 20 to 30%

#9



LYNX Heavy-Duty Electric Meat Chopper 1200W – High-Performance 6.5L Stainless Steel Food Processor for Meat, Vegetables,...

★★★★★ 1

SAR 155.00



LYNX Ironing Board with Retractable Iron Rest, Heat-resistant Cover with Thick Padding, Adjustable Height, 4-Leg Foldable (42" x 145" CM) LY245

Visit the LYNX Store
4.5 ★★★★★ 11 ratings | Search this page

Amazon's Choice

50+ bought in past month

Limited time deal
-10% **SAR 134.79**
List Price: SAR150.00

FREE Returns
All prices include VAT.

Redeem **Extra 20%** off with meem credit cards. Enter code MEE20 at checkout. Discount by Amazon. [Terms](#)

Cash on Delivery 15 days Returnable Free Delivery Fulfilled by Amazon Secure transaction

#5



CARINO 86L Built-In Electric Oven, 8 Cooking Modes, Stainless Steel, 60cm, Convection & Grill, Energy Efficient – Model 60B031E0M

SAR 869.00

Home > Home & Kitchen > Kitchen & Home Appliances > Small Appliances > Coffee Makers

Best Seller in Coffee Makers (Small Appliances)

Seachi

All-In-One Coffee Maker to make Espresso, Cappuccino and Latte with 15 Bar Steam Pressure Pump, Swivel Steam Jet to Froth Milk and Keep Warm Tray 150 ml 850 W NL-COF-7055 Black/Silver

Model Number: NL-COF-7055 | 4.1 ★ (17k)

Was: SAR 499.00

Now: **SAR 257.00** Inclusive of VAT

Saving: **SAR 242.00** **48% OFF**

#17 in Coffee Makers (Small Appliances)

express **Get it by 25 - 28 Nov**
Order in 12 h 47 m

NESPRESSO Lattissima **SAR 1255.50**
One Coffee Machine... **express**

2 year warranty [Learn more](#)

Free delivery on Pickup Points [Learn more](#)

Enjoy hassle free returns with this offer. [Learn more](#)

Sold by **Nippotec-ALamoudi**
4.6 ★ 73% Positive Ratings

Partner Since **7+ Years** Item as Described **90%**

Great Recent Rating Low Return Seller

#1



Backcare Back Care Rocking Recliner Chair – Ultimate Comfort with a Sleek Modern Design, Featuring Three Adjustable Positions for...



Competitive Landscape

Key Services	Expand Cart	ShopGo	Click2MENA	Connecto
➤ User Friendly	✓	✓	✓	✓
➤ Integrated Platform	✓	✗	✗	✓
➤ Localization	✓	✗	✗	✓
➤ Access to Capital	✗	✗	✗	✓
➤ Channel Expansion	✗	✗	✗	✓
➤ Data Insights	✓	✓	✓	✓
➤ Account Management	✗	✗	✗	✓
➤ Access to Vendors	✗	✗	✗	✓



How Connecto Can Differentiate?

- **Full-stack solution** combining listing & catalog + marketplace operations + financing + sourcing, vs competitors who do pieces.
- **Strong localization:** Arabic support, local marketplace rules & tools, local fulfillment, payment methods.
- **Data-driven optimization tools:** AI based suggestions for listing quality, error detection, pricing, visibility.
- **Flexible financing that's fair & easy,** tied to seller performance, with fast onboarding.
- **Go-to-market partnerships:** Leverage platform integrations, marketplaces to onboard sellers.
- **Clear value metrics:** Connecto improves seller revenue, lowers costs, increases margins.





Go To Market Strategy

Customer Acquisition Strategy:

- Target independent sellers & SMEs already in e-commerce
- Acquire new sellers entering digital commerce
- Referral & affiliate programs
- Partnerships with e-commerce platforms
- Digital marketing campaigns (performance-driven)
- Focus on $CAC < LTV$ with scalable acquisition model



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Connecto Team



Mahmoud Abo-Harga
Founder & CEO

10+ Years experience in
e-commerce, ex-Amazon & Noon



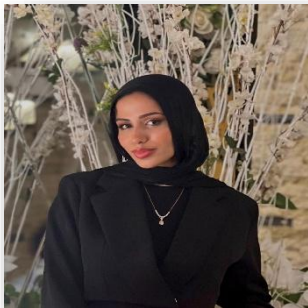
Ahmed Ragab
Head of AM

5+ Years experience in
Account Management



Ahmed Ismail
Co-Founder & Head of OP

6+ Years experience in
Operation Management



Dina Alaa
Technical L&D

3+ Years experience in
Learning & Development



Mariam Osama
Business DM

2+ Years experience in
Business Development



Eman Salah
Senior AM

4+ Years experience in
Account Management

Our Ask

Funding Ask: \$1M

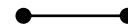
Use of Funds:

- ✓ 30% – Expand Connecto Grow product
- ✓ 20% – Tech development & Platform improvements
- ✓ 20% – Marketing & Seller acquisition
- ✓ 20% – Operations & Hiring
- ✓ 10% – Legal & Compliance
- ✓ Target: Onboard 1000+ Sellers by 2026, 5X revenue growth





Thank You



**Empowering Sellers, Connecting
Markets & Driving Growth**



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