

**Advertising & Marketing
Financial Services**



Qaren
Online
قارن أونلاين

Compare Online



Qaren Online

The Existing challenge

Missed Out Opportunities!!

Service provider

(Financing bodies)

- Reckless expenses
- Ads & marketing costs

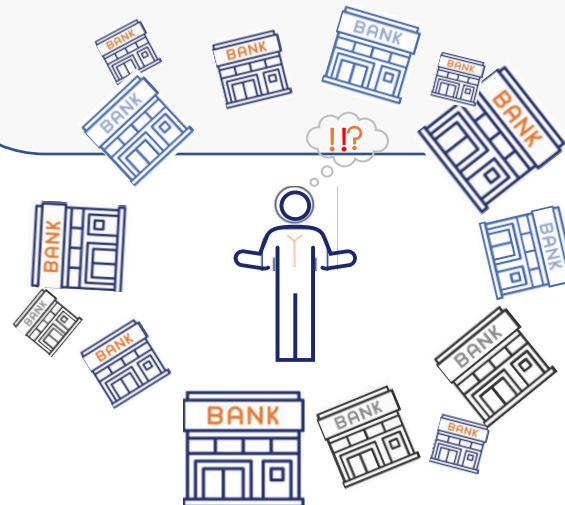


Service seekers

(Individuals)

#وين_أحسن_تمويل؟

Where_is_the_best_loan?



Existing challenge

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Rules & Regulations SAMA

Chapter I: Definitions and General Provisions

Article 1: Definitions

- 1- The terms and phrases used in these Rules shall have the same meaning as defined in the Finance Companies Control Law and its Implementing Regulations.
- 2- For the purpose of applying the provisions of these Rules, the following terms and phrases -wherever mentioned herein- shall have the meanings assigned thereto, unless the context otherwise requires.
 - 2.1 Finance Support Activities: activities that support or complement finance activities in order to achieve competition in accordance with SAMA instructions. These activities include finance debt collection, aggregation activity and any other activity approved by SAMA.
 - 2.2 Finance Support Company: a person licensed by SAMA to perform one or more of the finance support activities in accordance with the Law and its Implementing Regulations, and these Rules.
 - 2.3 Aggregation Activity: a service provided to link clients with finance companies according to their credit obligations and solvency to offer financial services through an electronic platform for a charge.
 - 2.4 Finance Debt Collection Service Provider: a service provided to collect the debts from clients on behalf of private and public finance institutions.

Article 2: Scope of Application

These Rules shall apply to companies licensed by SAMA to engage in finance support activity.

Article 3: Purpose

The objective of these Rules is to establish licensing requirements and controls for finance support activities and to monitor these activities.

Article 4: General Provisions

Without prejudice to the Finance Companies Control Law and its Implementing Regulations, the finance support activities license application shall be submitted to SAMA in accordance with the requirements, controls and procedures set forth in these Rules and the instructions issued by SAMA in this regard from time to time.



Rules of Licensing Finance Support Activities

Rajab 1441H \ March 2020

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Rules of Licensing Finance Support Activities



Article 1 Definitions 2.3: Aggregation Activity: a service provided to link clients with finance companies according to their credit obligations and solvency to offer financial services through an electronic platform for a charge.



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Part 1: Regulation Clarity for Conducting Fintech Activities in Saudi Arabia

1. Aggregation of Publicly Available Financial Information

There is a lot of publicly available financial services information. This could be:
~~Market data such as exchange rates, stock prices etc.~~

- Banks and financial company information such as locations of ATMs, bank branches, information on different products (mortgage, car financing, savings, bank account products)
- Insurance information (names of insurance companies, what they insure, different terms of insurance etc.)

The fintech activity can focus on aggregating or analyzing publicly available information and making it easier for consumers to compare and access. Examples of fintech solutions that could be developed using publicly available financial information include:

- An app that helps consumer find the nearest ATM
- Website that compares different bank or insurance products (without providing any regulated services such as receiving client's documents or payments)
- Tool that analyzes stock market information (without providing any advisory services such as the recommendation of buying and selling shares)

Key Considerations

Analyzing and presenting publically available information is not considered a regulated activity. However, the information should not be used to mislead the consumer. Further, providing advice on different regulated products (for example: stocks, funds and other financial products), allowing consumers to transact through the application, providing biased information that favors particular companies or the use of private financial information would be considered a regulated activity.

2. Business Tools

Businesses particularly startups, freelancers and SMEs can use fintech products to help manage their businesses better. Fintechs can help businesses with reducing costs, solving pain points or time spent on admin activities, accounting etc. This allows the business owners to focus on their business activities.

Examples of fintech business tools include:

- Expense trackers
- Accounting software that automates bookkeeping function
- VAT tax return tool that simplifies VAT filing
- Automated invoice issuance software

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فنتك السعودية
FintechSaudi



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Fintech Access Guide



Aggregation of Publicly Available Financial Information: Website that compares different bank or insurance products (without providing any regulated services such as receiving client's documents or payments)



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The Markets **Financial sector**

Towards to **Fintech**

Different Sectors

Loans



Open banking



Insurance



Trading

Payments



Initiatives and Legislation



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Solution

Industry

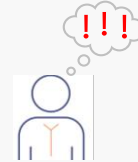
(Financing bodies)



- **90%** accuracy in advertising.
- **Reducing** risk of crossing to fully Fintech.
- **More** coverage area.
- **Cutting** cost & spends.
- **Increase** efficiency of tele-sales

Service seekers

(individuals)



- **Better deals.**
- **Offers in one place**

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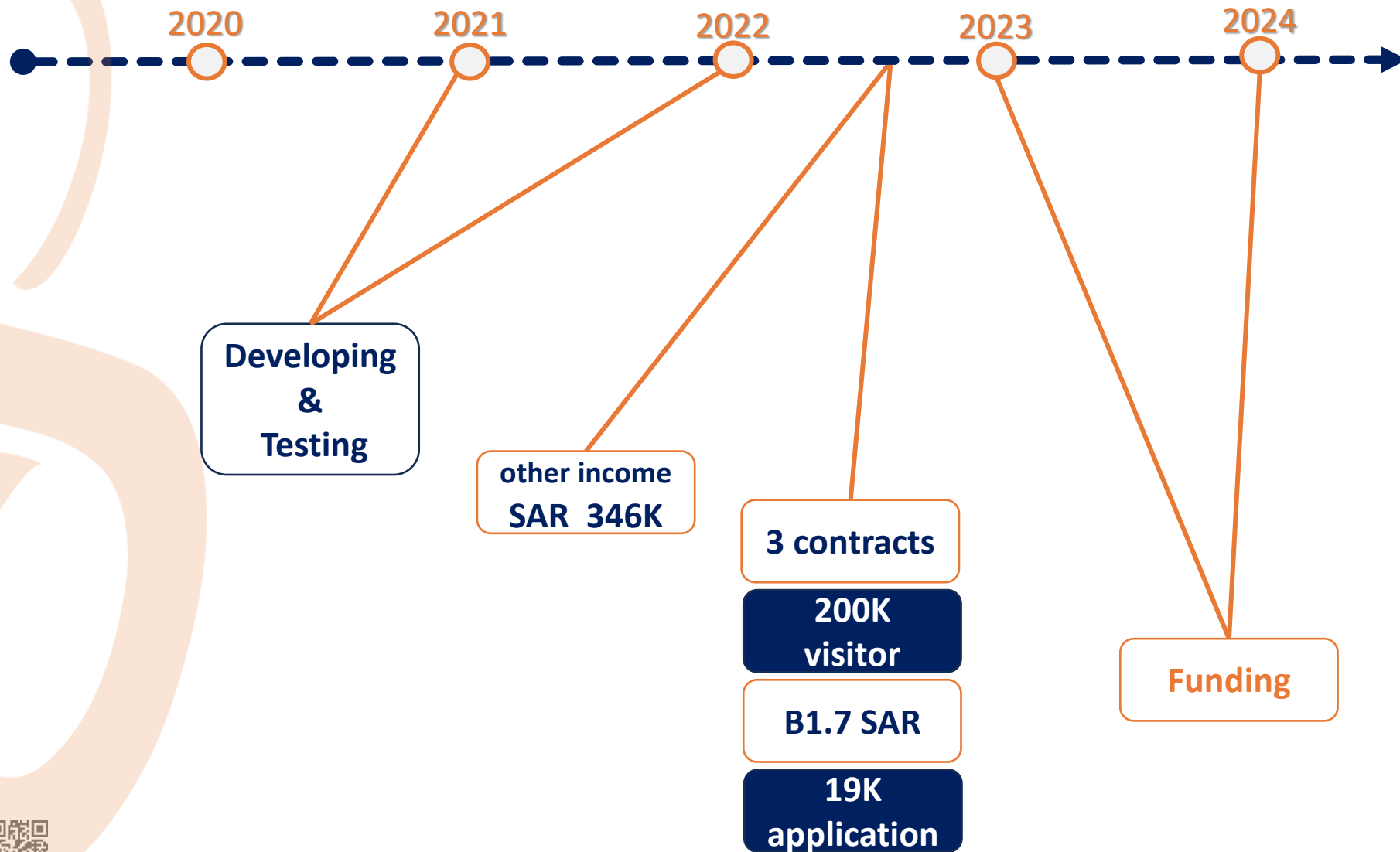
2022 - 2020



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Summary



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Summary

Examples of advertisement



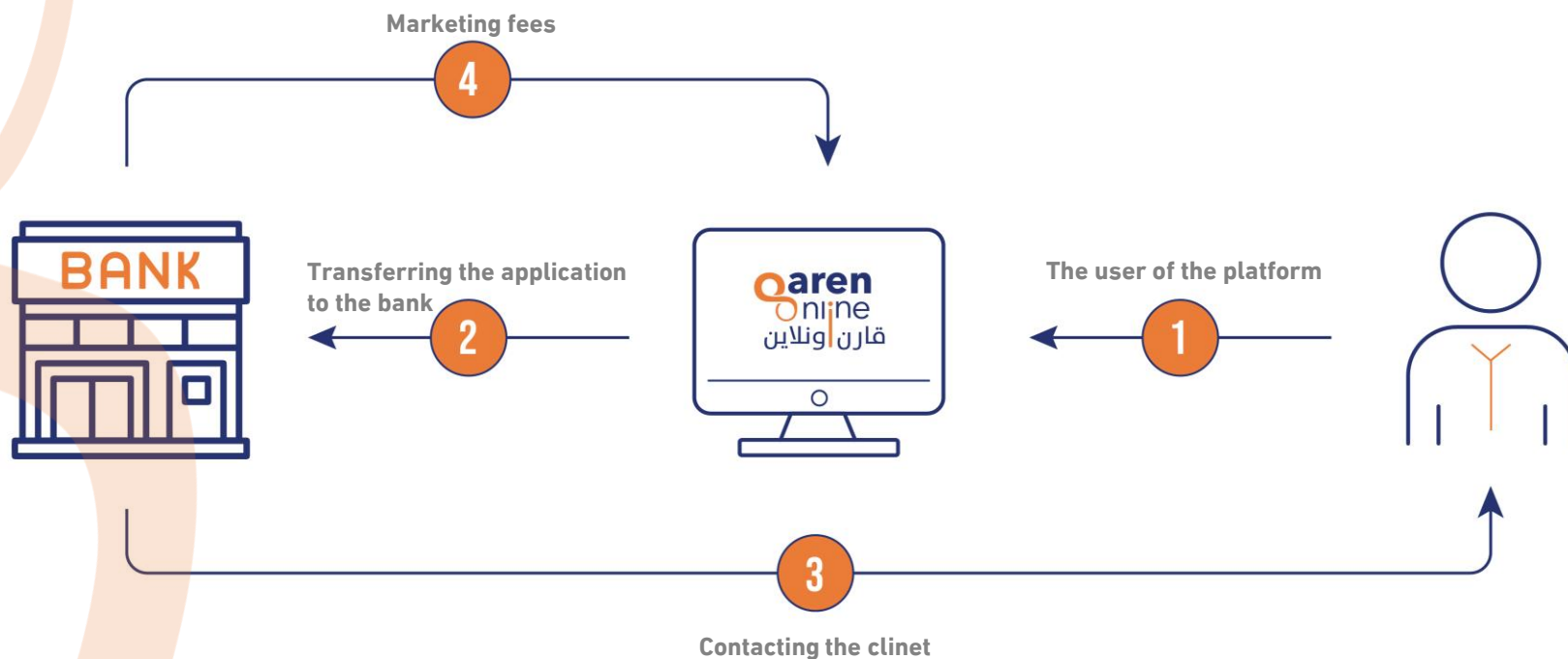
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How it works



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How it works

الرئيسية من نحن تقارير و أخبار اتصل بنا

Qaren Online
قارن أونلاين

للحصول على موافقة التمويل المبدئية، يرجى تعبئة النموذج التالي:

* الراتب	* مبلغ التمويل	* نوع التمويل
ريال	ريال	اختر نوع التمويل
* الالتزامات الشهرية	* فترة السداد	
0	اختر فترة السداد	
* قطاع العمل	* جهة العمل	* تاريخ الالتحاق
حكومي		اليوم الشهر السنة
* الجنسية	* المدينة	* تاريخ الميلاد
		هجري ميلادي

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How it works

الترتيب حسب : مبلغ التمويل							
جهة التمويل	مبلغ التمويل	القسط الشهري	مدة السداد	نسبة المراجعة	إجمالي مبلغ السداد	ملاحظات	التقدم بالطلب
ساب SABB	190,548	3,333	60 شهر	0.99%	199,980		تقدم بالطلب
البنك الأول Alawal bank	186,114	3,333	60 شهر	1.49%	199,980	- يشترط تحويل الراتب - امكانية شراء المديونية	تقدم بالطلب
مصرف الراجحي Al Rajhi Bank	186,114	3,333	60 شهر	1.49%	199,980		تقدم بالطلب
بنك البلاد Bank Albilad	183,468	3,333	60 شهر	1.80%	199,980		تقدم بالطلب
العربي anb	181,883	3,333	60 شهر	1.99%	199,980	- تحويل الراتب - امكانية شراء المديونية	تقدم بالطلب
مصرف الإنماء alinma bank	180,569	3,333	60 شهر	2.15%	199,980		تقدم بالطلب

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Readiness



Housing
Loans

Ready

Not active



Vehicle
Loans

Ready

Not active



Personal
Loans

Ready

Active



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Business model

Sources of income

Source	Status	Pricing
Marketing fee Personal Loans	Active	SR 200 – 400 / Loan contract.
Marketing fee Housing loans	Not Active	SR 2,000 – 10,000 / Loan contract.
Marketing fee Vehicle Loans	Not Active	SR 800 – 2,000 / Loan contract.
Advertising	Not Active	50 halalas/impression

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Forecasting Sources of income

2024 | 2025

0.005%

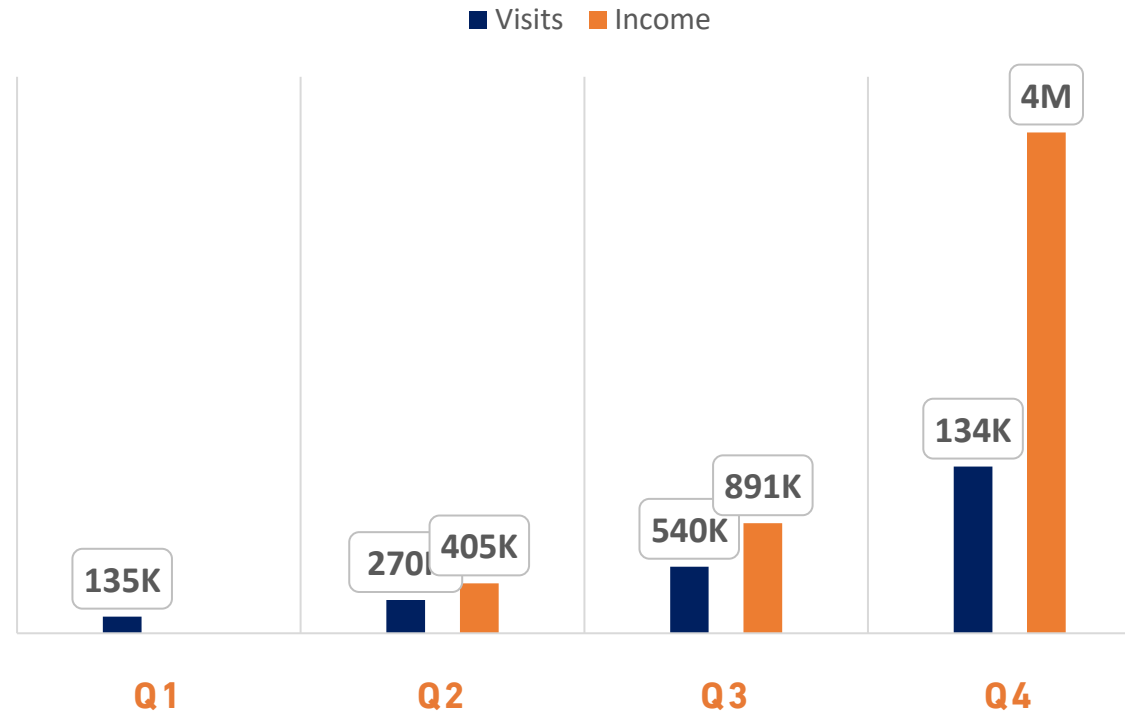
Visit vs Funded deals

Total Income
5M+

Total Visits
2M+



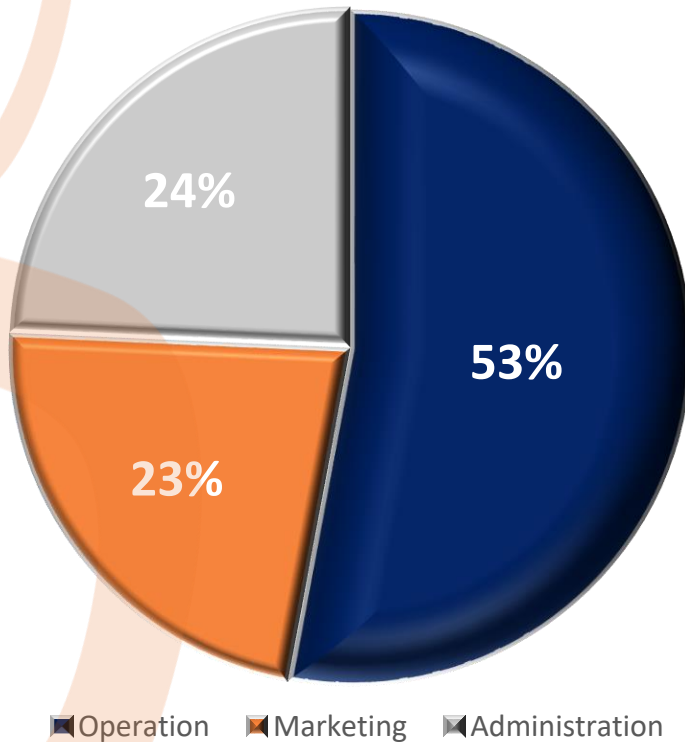
VISITS VS. INCOME



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Forecasting expenses 2024-2025

1st year Spending



Hiring Plan 1st year



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Competitors local®ional

Competitors were identified according to the following criteria:

- Major platforms in the sector.
- Obtaining investment rounds.



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Competitors local®ional

Disadvantages	Advantages	Origin	Platform
- Expediting expansion with additional services. - Lack of knowledge of the local culture. - A digital Aggregator. - Need licenses SAMA. - No contracts yet.	- The owner: Executive director of a credit card company. - Rich experience in the country of origin. - Strong team.		
- An application, not a website. - Collects fees from seekers. - A digital Aggregator. - Need licenses from SAMA.	- experienced. - Understands local culture. - Media presence.		
- It does not calculate. - No understanding the local culture. - No contracts yet.	- Rich experience in the country of origin. - Strong team.		



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Competitors local®ional

Disadvantages	Advantages	Origin	Platform
- Absence from media - Weak advertising. - Weak staff.	- Active and operating. - There are existing contracts. - Ahead of competitors (temporarily) website. - Free for loan seekers. - No need for licenses from SAMA. - Expandability with other services.		



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The Future activating services



**Credit
cards**



**Corporate
loans**



Housing
– Loans
– Real estate



Vehicle
– Loans
– Cars



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The Future additional services

(taking into account the name of the platform)

Insurance

- Car insurance
- Real estate insurance



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The Future additional services

(taking into account the name of the platform)

Needed Investment **\$1.4M**

Spending plan

- Applying the other services.
- Implementing A.I services.
- Improvement of team & system



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