

HELLO, WE ARE

etmaña

PITCH DECK — 2024

**WISH IT,
CLICK IT.**



etmanadotsa



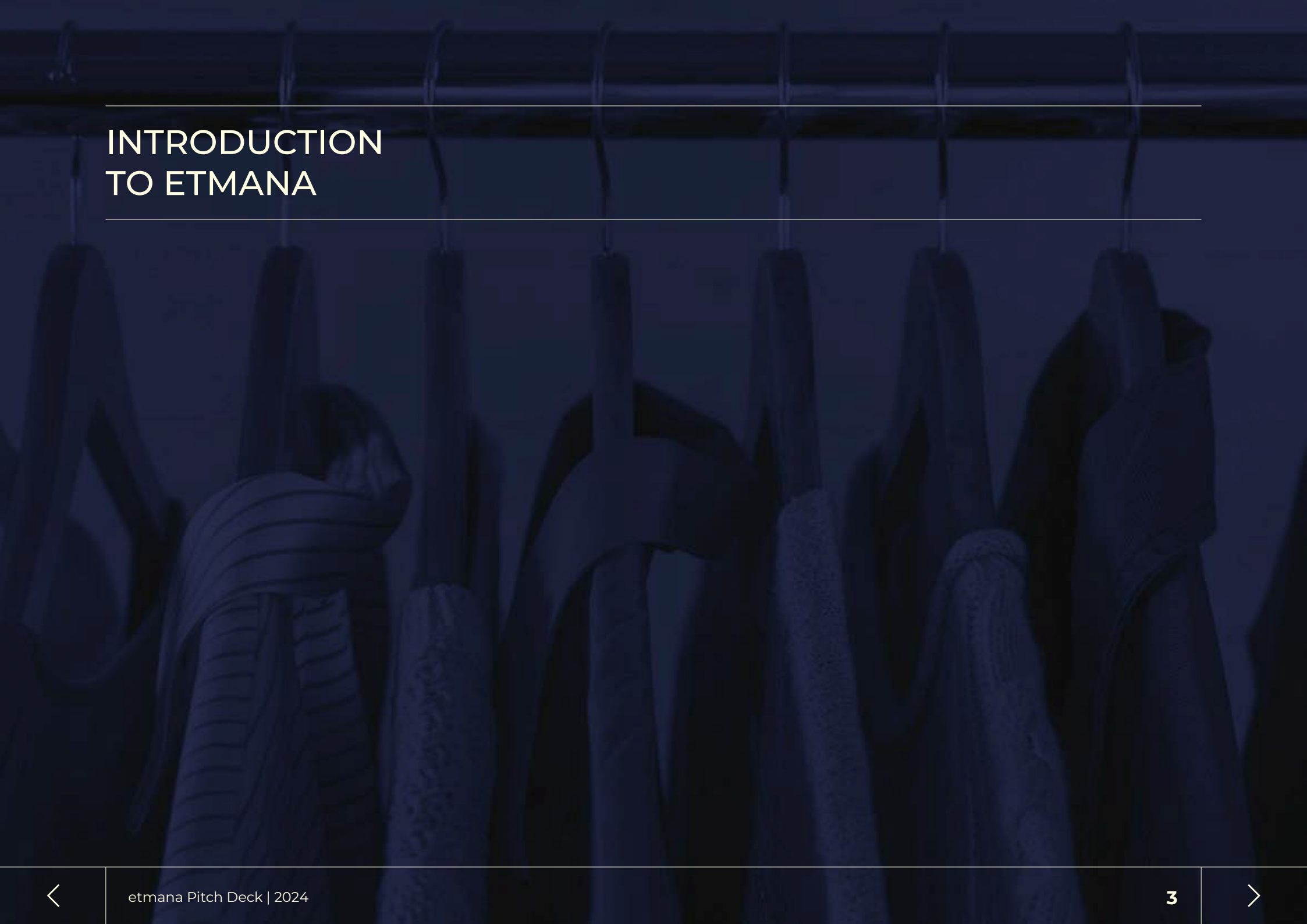
etmanaeg



TABLE OF CONTENT

Introduction.....	03
Product Validation	05
The road to profitability.....	07
etmana products	09
Customer / Vendor Pain	10
Etmana Can Help.....	12
Online Fashion Industry.....	14
Competition.....	16
Launching Year.....	18
Sale Forecasting.....	20
Our Team.....	22
Road Map.....	24
Investment New Round	26
Vendors & Partners.....	28
Contact	31



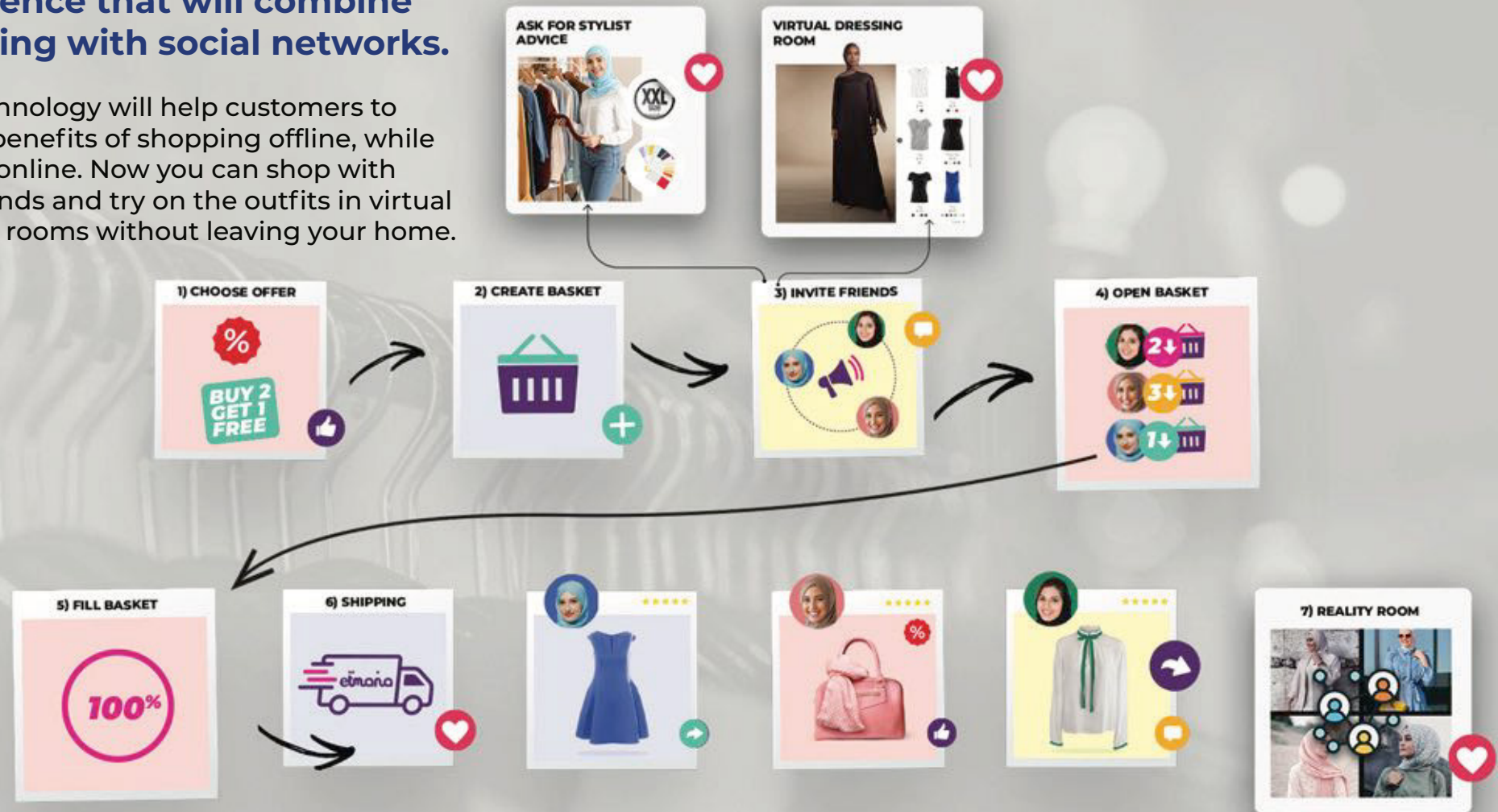


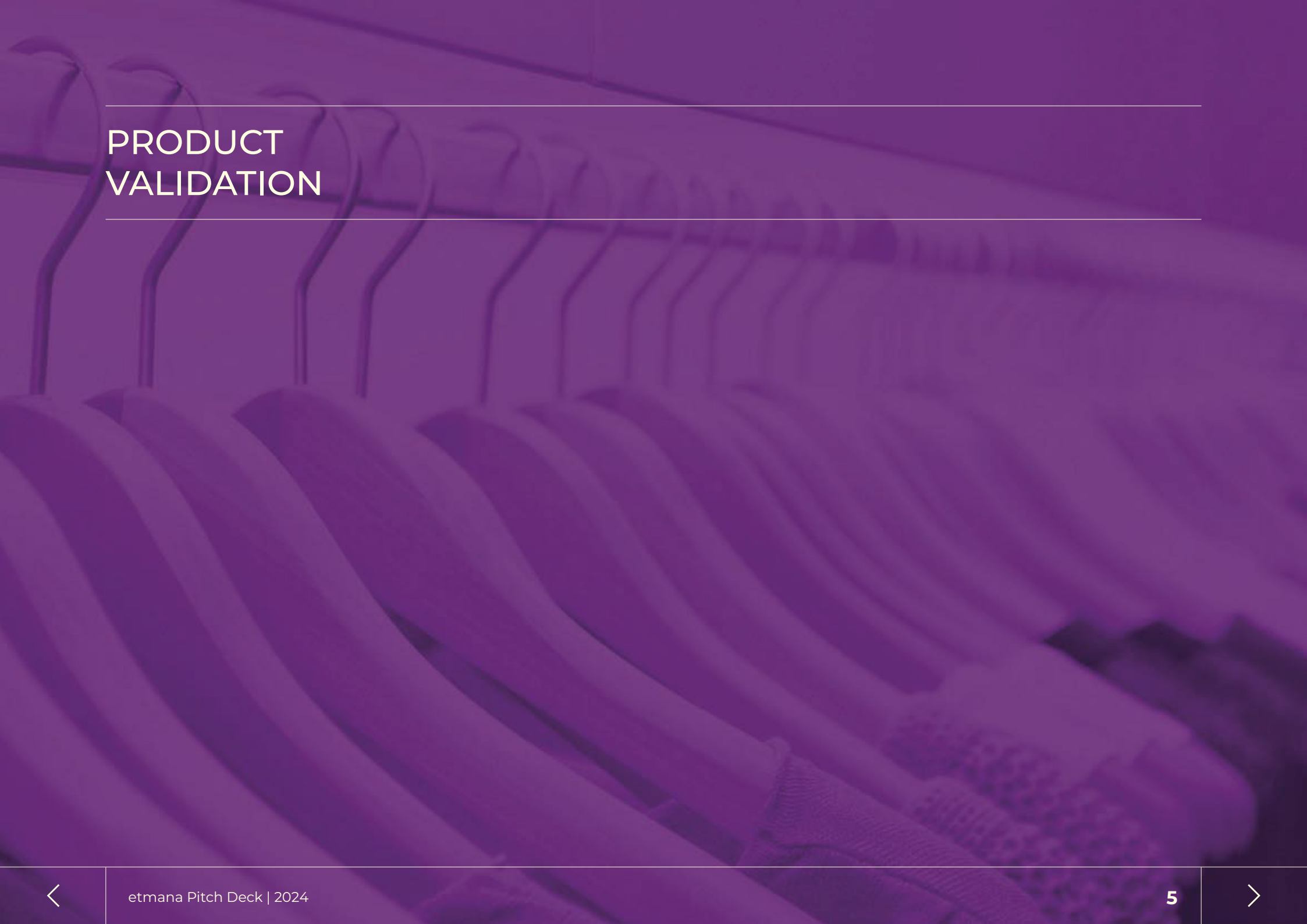
INTRODUCTION TO ETMANA

ETMANA MAIN FEATURES

etmana is a new shopping experience that will combine shopping with social networks.

New technology will help customers to get the benefits of shopping offline, while doing it online. Now you can shop with your friends and try on the outfits in virtual dressing rooms without leaving your home.





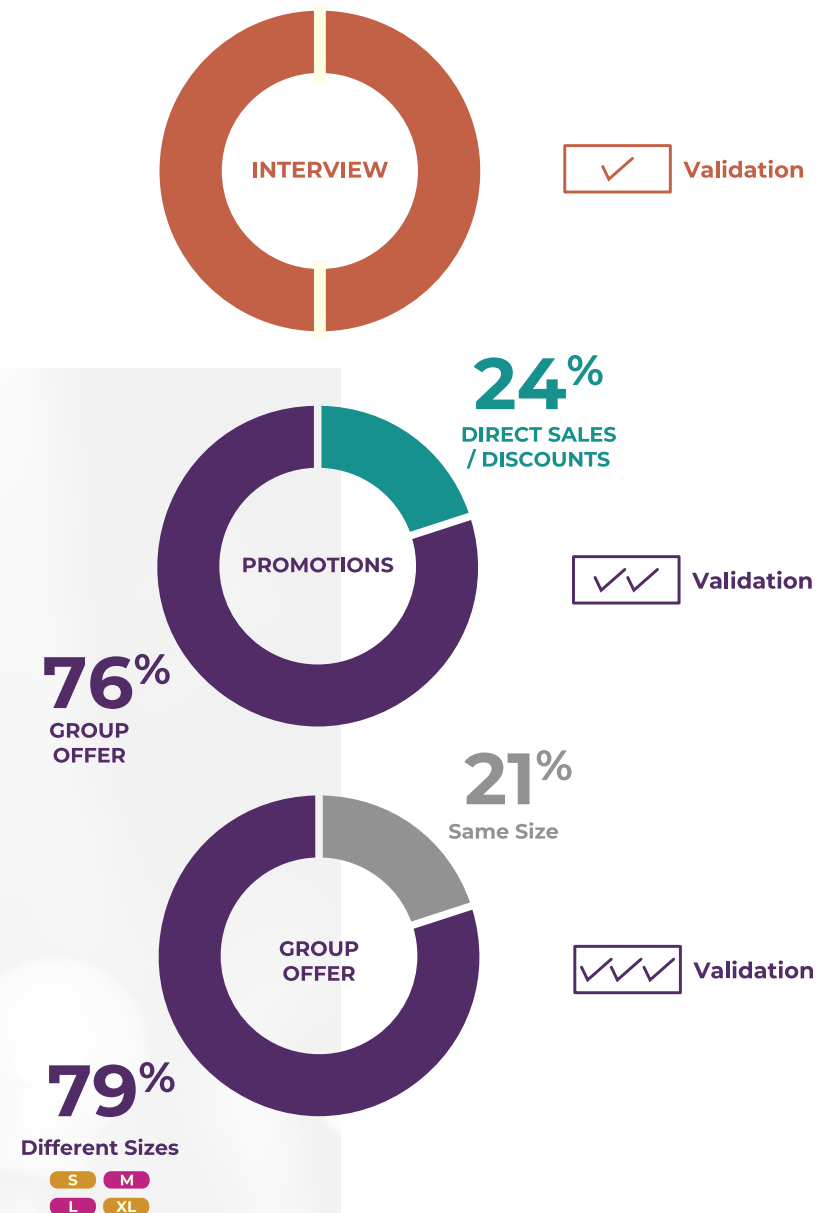
PRODUCT VALIDATION

Testing/ Measuring the product to understand its results better through a focus group. We have reached these results:

76% of the sales was through group offers,
While **24%** was through direct sales.

21% of the group offers sales was of the same size (might be for one person), while **79%** was orders of different sizes which tells that the majority of customers are more inclined towards buying in groups (social shopping experience)

That's why we're confident about the expanding effect of the concept of grouping offers.





THE ROAD TO PROFITABILITY

THE ROAD TO PROFITABILITY:

	Module	THE ROAD TO PROFITABILITY:	Launching			
1	B2B2C	Commission from Vendors/Suppliers	2022	%100		Up Running
2	B2B	White Label eCommerce / Marketplace Platform Saas	2024	%90		Processing
3	B2C	Private Label Gross Profit	2025	%55		Processing
4	B2B	advisors/stylists Ads	2025	%00		Planing
5	B2B	Vendors/Suppliers Ads	2025	%00		Planing
6	B2B2C	advisors/stylists Fees	2024	%00		Planing

etmana products

- **eṭmaña** shop
- **eṭmaña** plus
- **eṭmaña** community
- **eṭmaña** social shopping platform



CUSTOMER / VENDOR PAIN

CUSTOMER / VENDOR PAIN

CUSTOMER PAIN	
	1. The Pandemic
	2. Time Factor
	3. Varieties & Offers
	4. Shipping with Friends availability
	5. Fitting Room
	6. Styling Tips
	7. Reviews and Feedback Privacy

VENDOR PAIN	
	1. The Pandemic
	2. High Expenses
	3. Exposure
	4. Price Tags
	5. Receipt Value



ETMANA
CAN HELP

etmana steps in between the customer and vendor to create a win win situation.

PERKS OF BEING ETMANA'S CUSTOMER	
	► Get Access to personalized and private reviews from your own social circle
	► Share your purchasing experience with family and friends
	► Easily compare prices and get the best offers between products and brands
	► Shop from both local and international brands in no time
	► Receive weekly style tips, trends, and new arrival updates
	► Obtain a real dressing room experience from the comfort of our screen with Etmana's virtual dressing room

PERKS OF BEING ETMANA'S VENDORS	
	► Cut overhead costs arising from rent, salaries, electricity, etc..
	► Availability for 24/7 allowing ongoing sales
	► Small and medium-sized retailers can increase their revenues by reaching a broader market base
	► Items Prices can be easily adjusted digitally
	► Shared orders can easily boast the vendor's basket value and selling target

ONLINE FASHION INDUSTRY MARKET VALUE

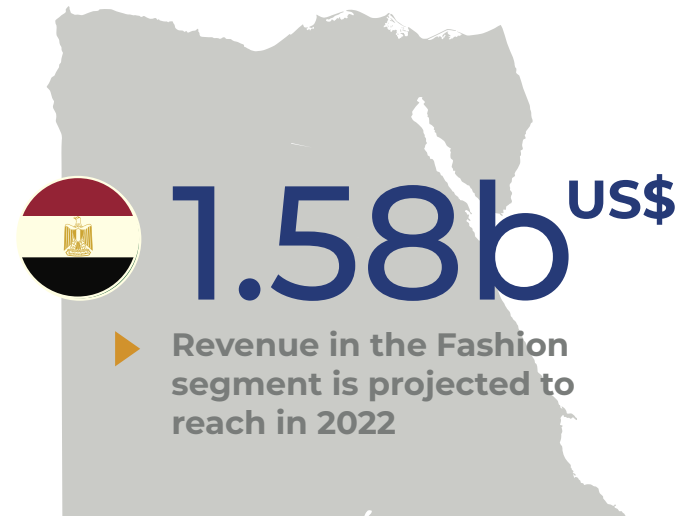
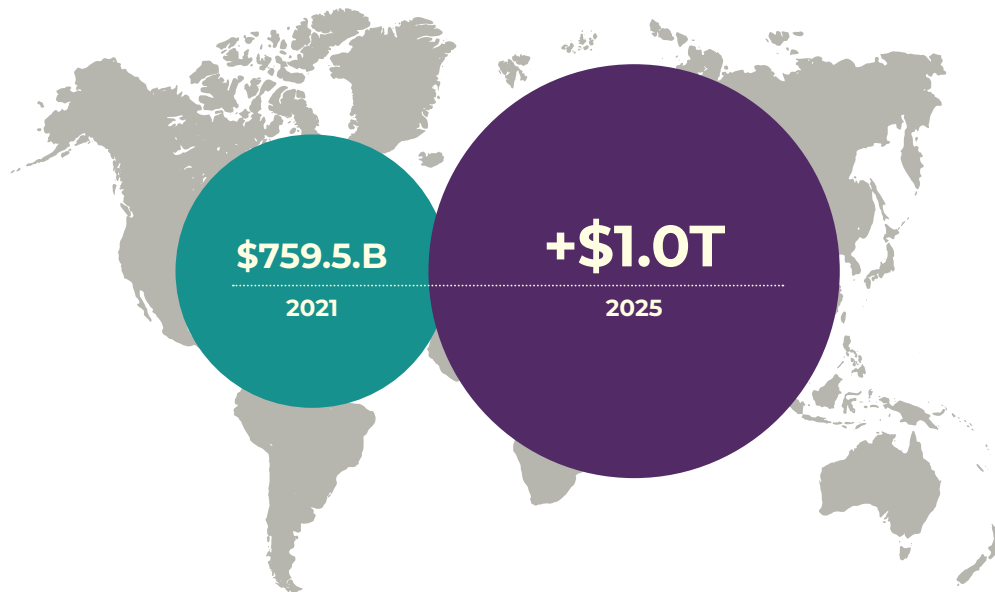


ONLINE FASHION INDUSTRY | MARKET VALUE

The business of fashion is more than big;
It's the biggest of the big.

Over the next five years, Online fashion's
**7.18% compounded
annual growth rate**

Will put the industry at
+\$1.0 trillion



COMPETITION SWAT ANALYSIS TO EGYPTIAN



COMPETITION | SWAT ANALYSIS TO EGYPTIAN & SAUDI

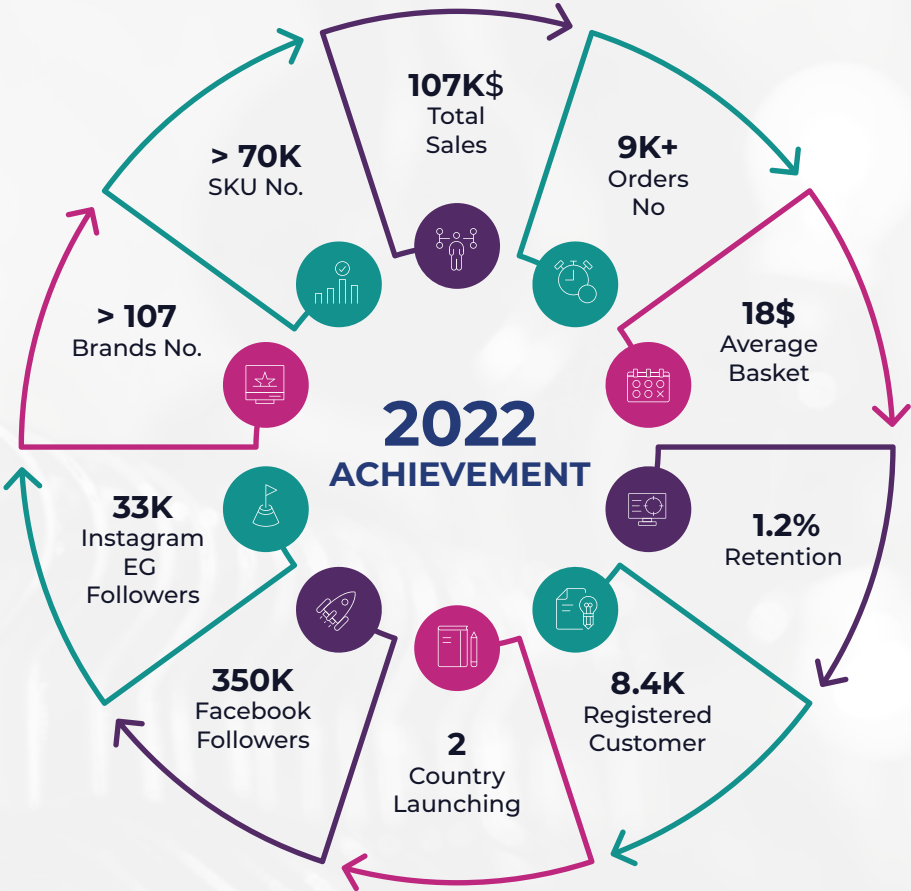
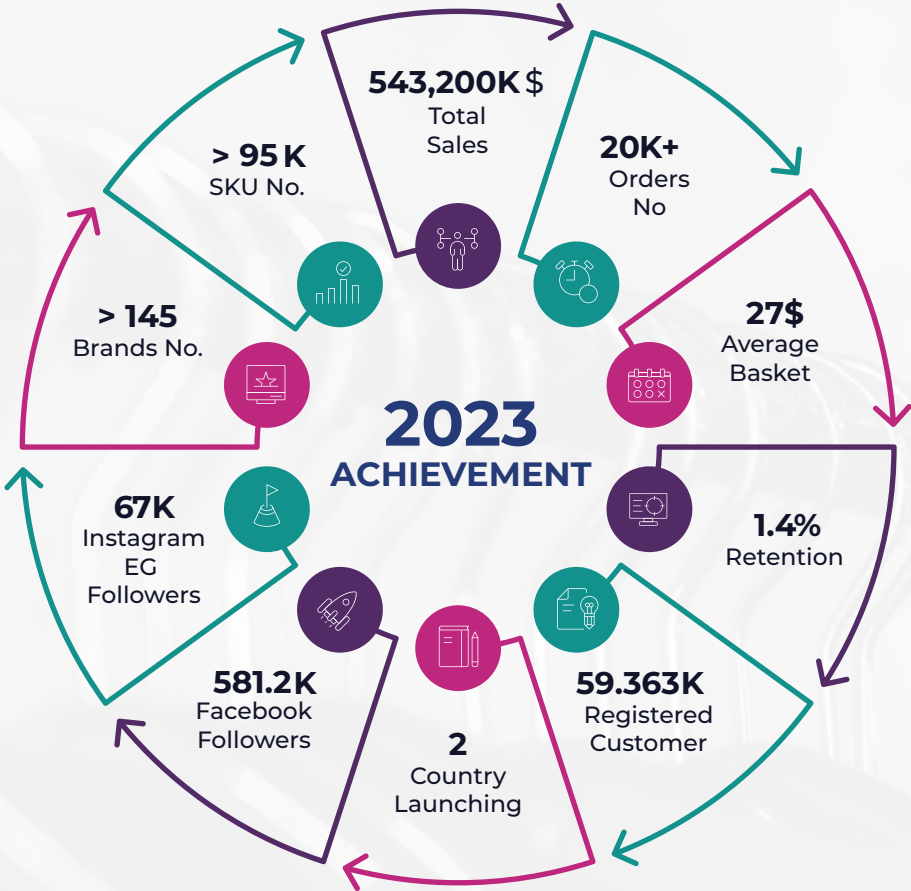
	eṭmana	TFK	MITCHĀ A CULTURE OF FASHION	BRANTU
 Year of establish	2022	2020	2018	2019
 Investment	Pre-Seed round (\$1.4M)	Seed round (2.6M)	Early Stage	Series A round (3.3M)
 Number of brands	174 brands	17 brands	200+ brands	Out of the business
 Technology	In house Technology	Shopify	Shopify	Javascript, Node.Js, Express.js
 SEO	C-	B+	C+	C-
 Followers on facebook	581K	284K	136K	208K
 Followers on Instagram	76.2K	55.2k	124k	172k
 Followers on LinkedIn	16K	3k	6k	4,4k
 Followers on Twitter	33	N/A	N/A	55
 Target audience	A, A+, B- B+	B- B+	B-	A, A+, B- B+
 Mobile application	Yes	Yes	Yes	Yes
 Market	EGY - KSA	EGY	EGY	EGY



ETMANA LAUNCHING YEAR

Year 2023

Year 2022



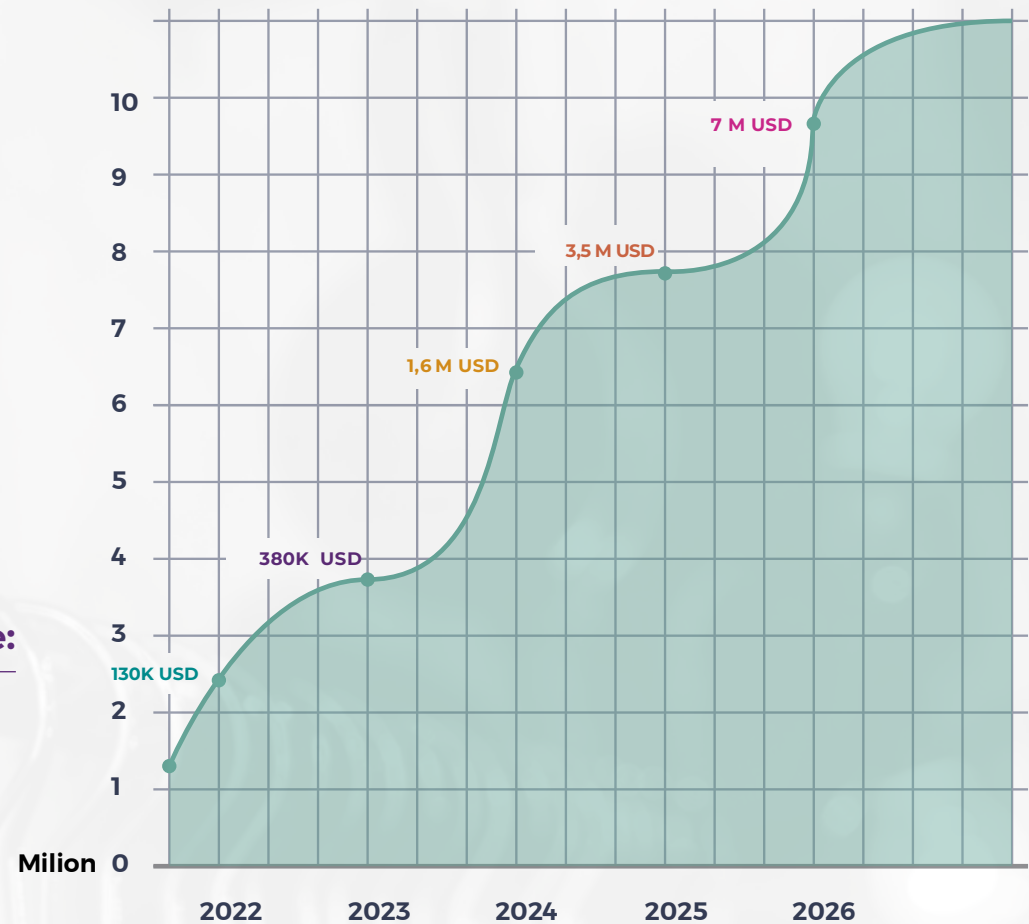


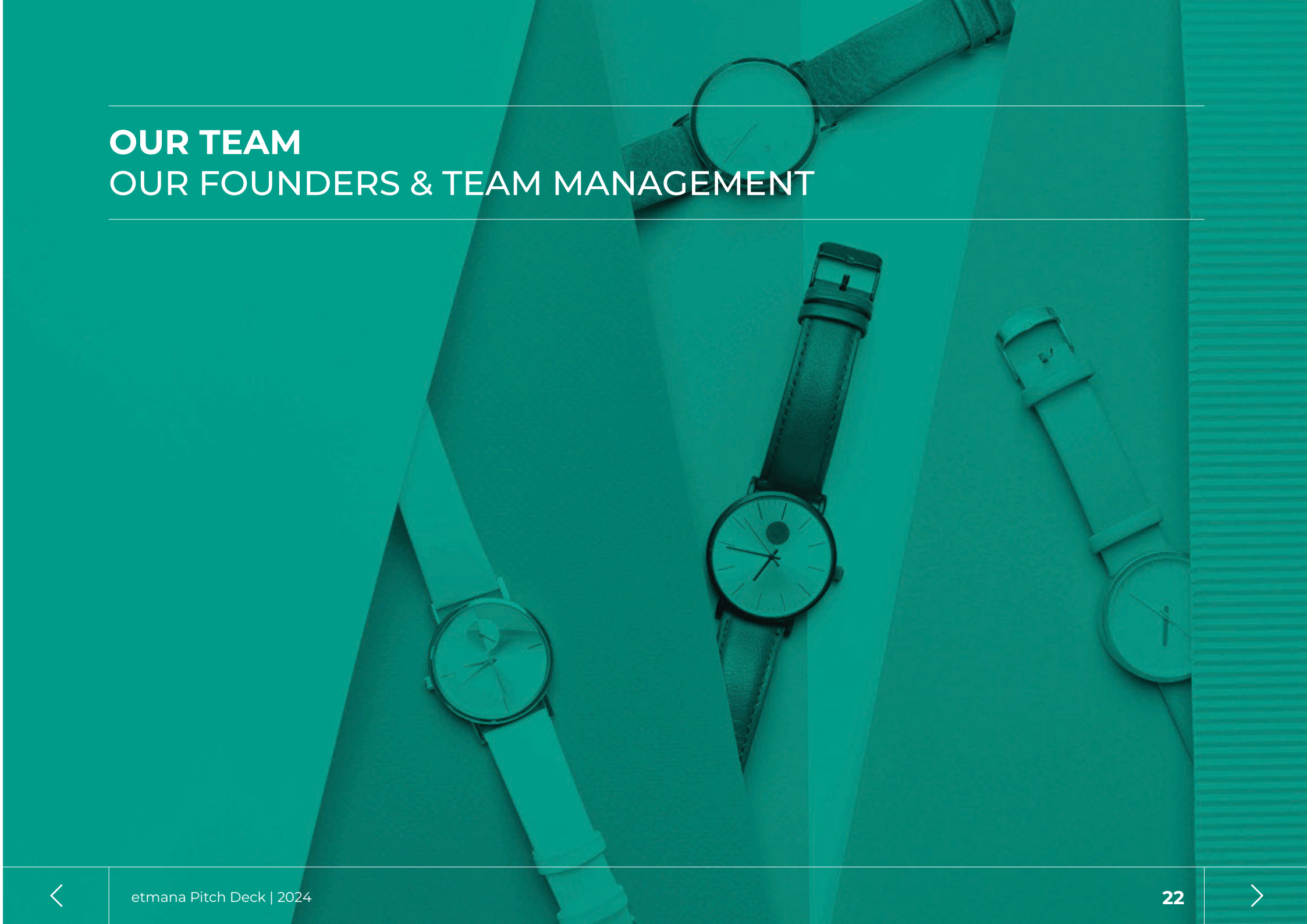
SALE FORECASTING

■ **Total=12,630,000 USD**

Reasons for the expected increase in sales value:

- ▶ New Used Featured
- ▶ Private label and exclusive brands
- ▶ Exclusive Offers
- ▶ Geographical Expansion
- ▶ Strategic plan to gain a bigger market share and increase basket average





OUR TEAM

OUR FOUNDERS & TEAM MANAGEMENT

WHO WE ARE



Mohamed Samhoud
Founder
& Chairman

- ▶ Mr Samhoud has experience in both Africa and the Middle East, specifically the Saudi Arabian market. He specialises in digital transformation, networking and infrastructure. He established two startups within the last six years.

 /mohammad-samhoud-ba1ba025



Hany Daba
Co-Founder
& CEO

- ▶ The mastermind behind it all. Etmana's Co-founder Hany Daba has combined experiences from many parts of the Middle East, in different industries. Fashion, FMCG, electronics, lighting, healthcare and pharmaceuticals are a few industries, which he was exposed to during his 20 years of experience.

 /hanydaba

Etmana's team:

- ▶ We brought together experts from the online fashion retail industry to lead our team. We have experts who worked at Noon, Jumia, Al Futaim, Amazon and others in Egypt and Saudi Arabia. Our team ensures that we have the strength to infiltrate this market.



The background of the slide is a close-up, high-angle shot of numerous yellow plastic hangers. The hangers are arranged in a chaotic, overlapping manner, creating a sense of depth and texture. The lighting is soft and even, highlighting the smooth surface of the plastic. The overall color palette is a warm, monochromatic yellow.

ETMANA ROAD MAP

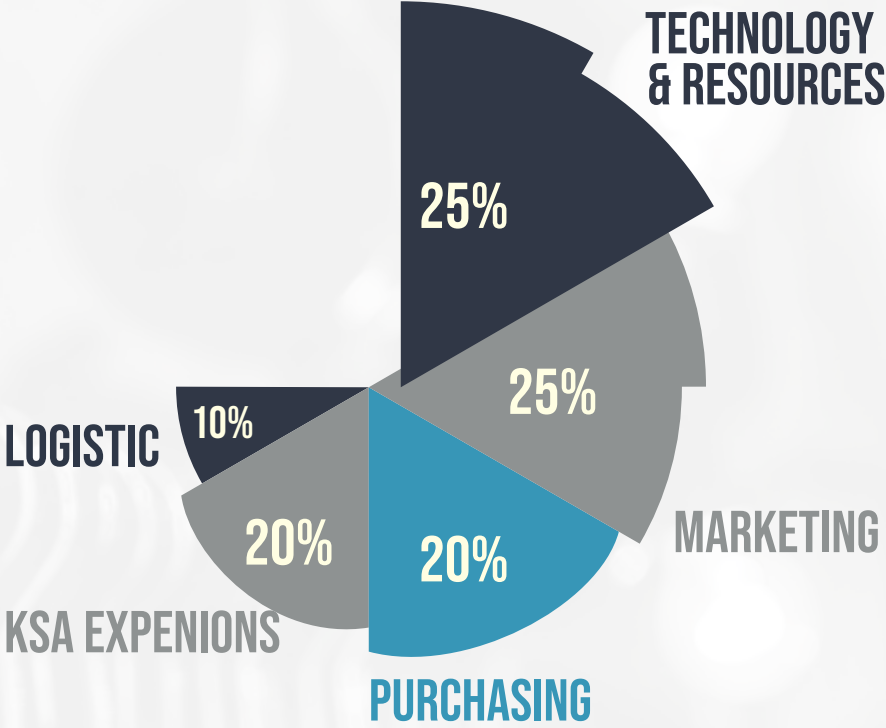
INVESTMENT



Investment usage:

Requested Amount:

1M VS 10% equity



VENDORS & PARTNERS



TECHNOLOGY PARTNERS



THANK YOU



For more info please contact:

HANY DABA

+20 122 395 1756
+966 59 643 9533
hany@etmana.com



etmanadotsa



etmanaeg

