



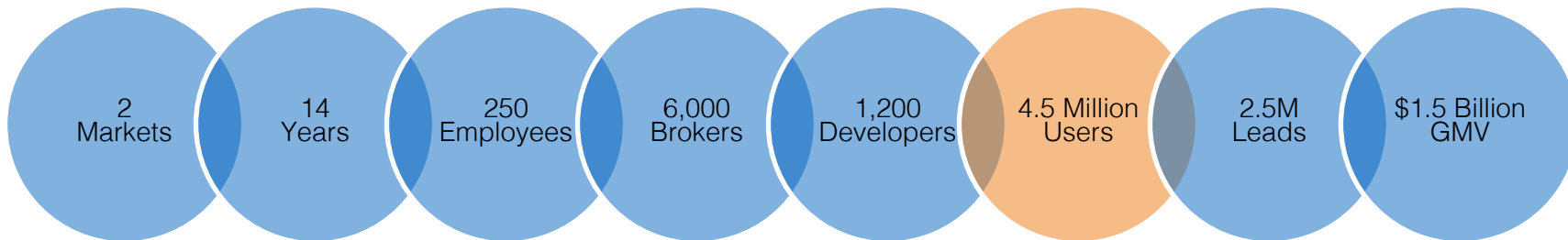
Re-entering the Saudi Market 10 years later.

aqarmap Know more..





About Aqarmap





Timeline

- 2011 (Egypt Launch)
- 2014 (Saudi Launch)
- 2016 (Saudi Exit)
- 2024 (Saudi Re-Launch)





Why first Launch in Saudi flopped

- Too Early
- Poor Timing
- Core market not stable yet
- General not at the frontline
- EGP Floatation





Saudi Competitive Landscape (2024)

Marketplace	Insights	Transactions	Investing
 عقار	 سهييل SUHAIL	 عقارك	 أصيل ASEEL
 وَصَلَتْ.	 عقار سَاس	 دك	 عَوَائِد
 بيوت	 estater.com	 السعودية للمزادات Saudia Auctions Co.	 سَاهِم S A H E M
 Property Finder		 سُومَتِك S O U M T E C H	 مُضَارِبَة mudaraba



Saudi Competitive Landscape

Government

سكني



منحة المؤشرات العقارية



البورصة العقارية
Real Estate Market



الهيئة العامة للمقار
REAL ESTATE GENERAL AUTHORITY

Marketplace

Insights

Transactions

Investing



عقار



سهييل
SUHAIL

عقاراك

أصيل
ASEEL

وصلت.



عقار
ساس



عواعد

بيوت



estater.com



السعودية للمزادات
Saudia Auctions Co.

ساحم
S A H E M



Property
Finder



سومتك
SOUTMTECH

مضاربة
mudaraba



Our Beachhead Strategy

Government

سكني



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عقار

وصلت.

بيوت



سهييل
SUHAIL

عقار
ساس



estater.com



عقارك



السعودية للمزادات
Saudia Auctions Co.

سومتك
SOUTECH

أصيل
ASEEL

عواند

ساحم
S A H E M

مضاربة
mudaraba



Our Beachhead Strategy

- Sexy & Attractive
- Avoid the Red Oceans
- No aggregation requirement
- Quick to profitability
- Aligned with our Strengths





AI-Driven Property Investment

- Freemium to build a userbase
- Premium Neighborhood / Stats / Features
- Freemium AVM
- +60,000 Investors
- Less than 1,000 Pro (\$25 / month)





Beyond the Beachhead..

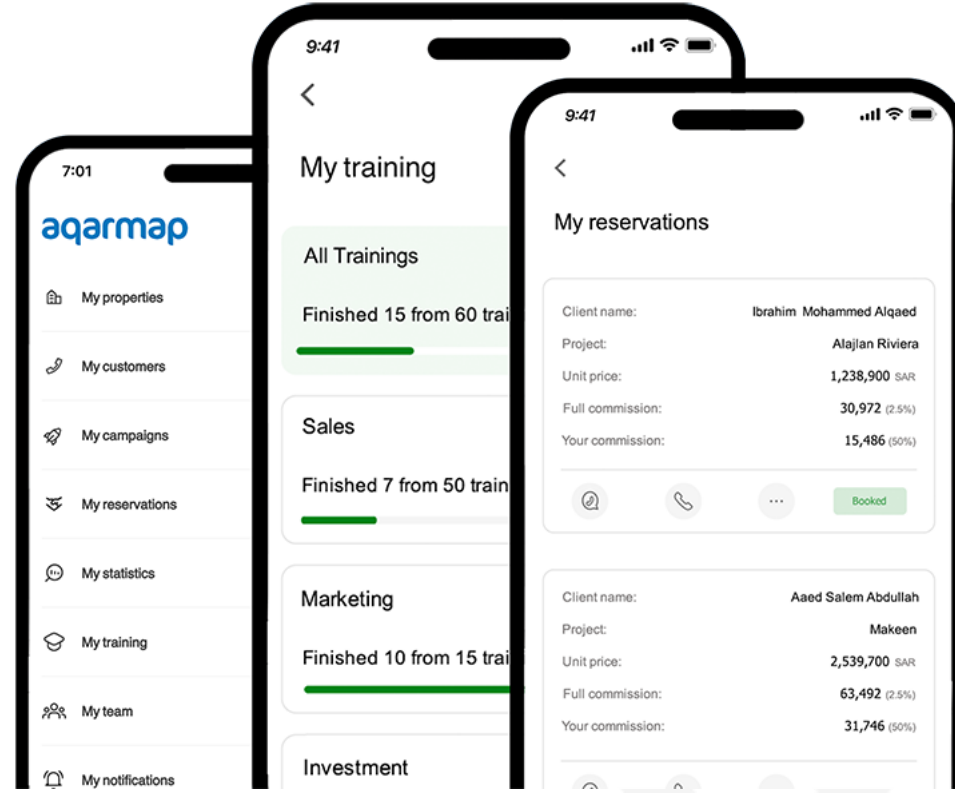
- Invest Button
- Exclusive Transactions
- Developer Pricing Tool (Flopped)
- Profit Maximization
- Saudi Revenue & Profit outpaced Egypt





Great, but is this really PropTech?

- Launched Agents App
- Saudization & Fresh pool of agents
- Offering the 3 things they need
- Build your team
- 40%
- Back to platform business..





Conclusions

- Market timing is of paramount importance
- If you fail, try again, and try harder.
- Listen, localize, and innovate.
- Don't lose track of who you are in the process.





Thank you

aqarmap Know more..

