

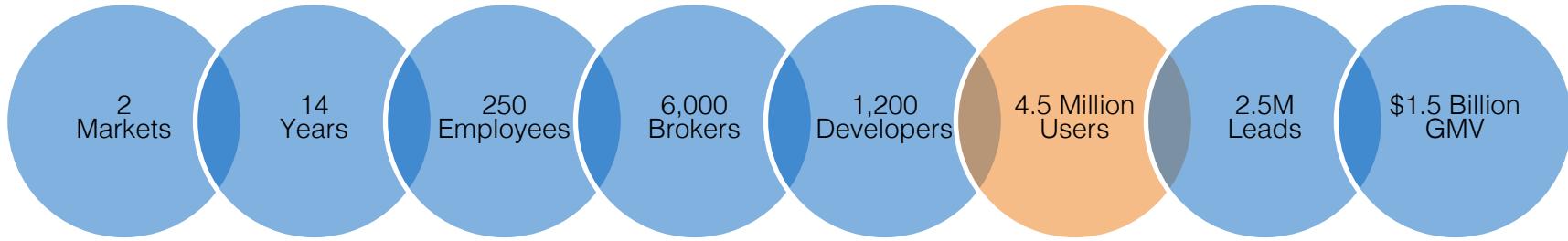


Re-entering the Saudi Market 10 years later.

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



وصلت.

بيوت



Insights



Transactions

عقارات



سومتك
SOUMTECH

Investing





Saudi Competitive Landscape

Government



Marketplace



وصلت.

بيوت



منصة المؤشرات العقارية

Insights



البورصة العقارية
Real Estate Market

Transactions

عقارات



سومتك
SOUMTECH



الهيئة العامة للمقاصد
REAL ESTATE GENERAL AUTHORITY

Investing





Our Beachhead Strategy

Government



Marketplace



وصلت.

بيوت@



الهيئة العامة للبيئة

Insights



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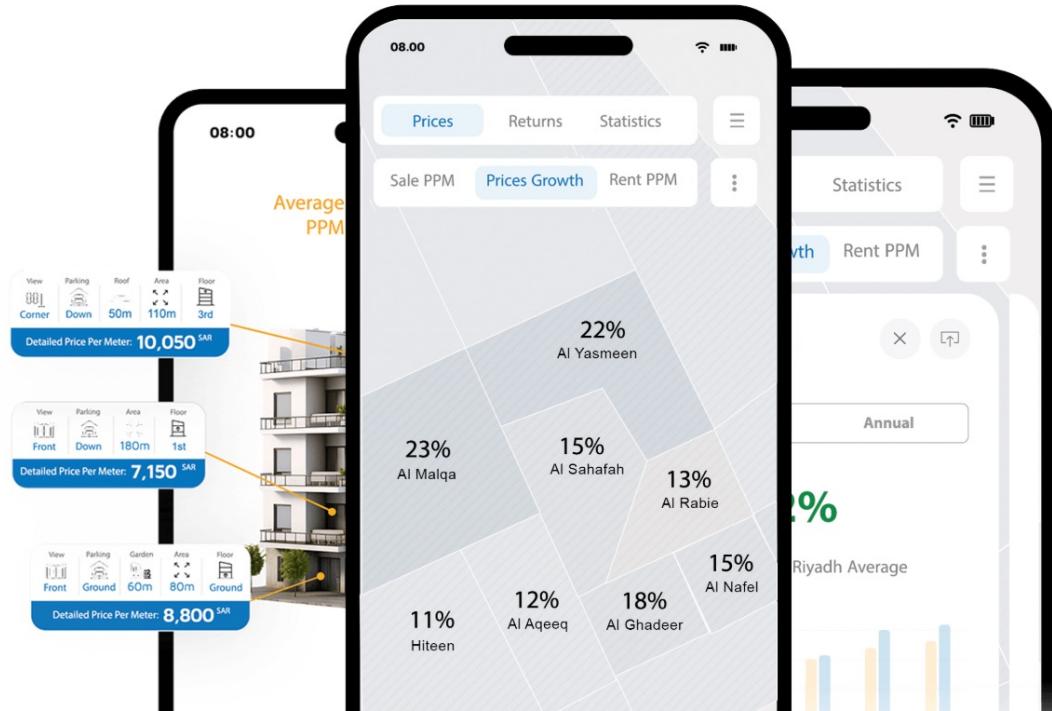
Our Beachhead Strategy

- 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)





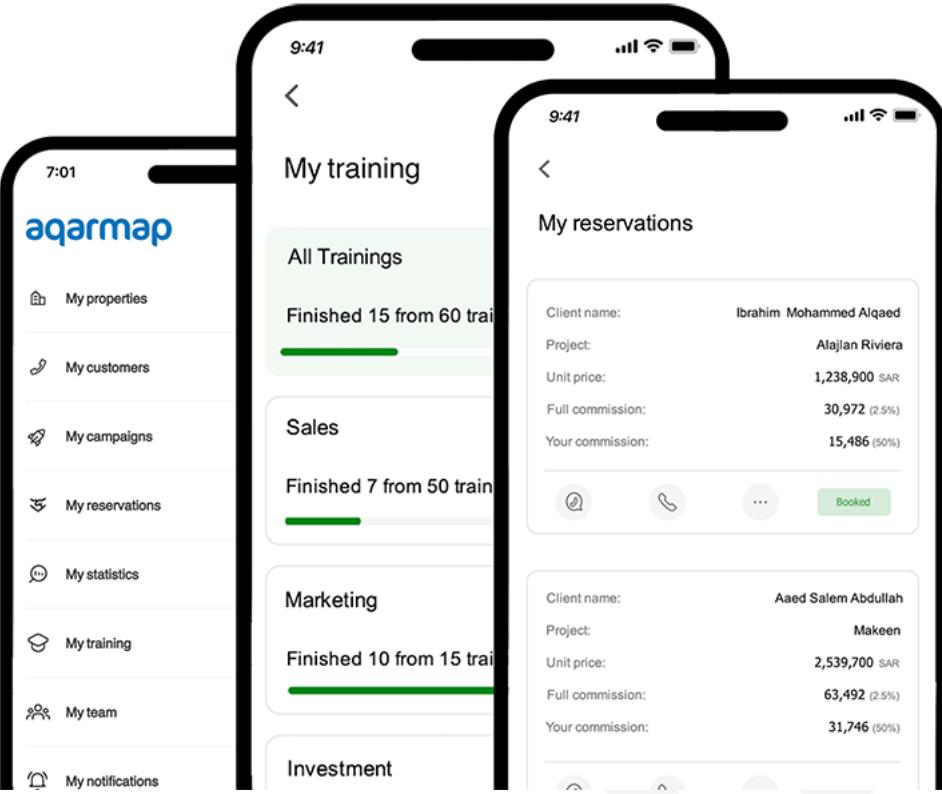
Beyond the Beachhead..

- 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..