

# KSA DELIVERY PLATFORMS

Jahez’s KSA delivery platforms witnessed remarkable growth and transformation, driven by evolving consumer preferences, technological advancements and government support. As a leading player in this dynamic sector, Jahez significantly contributed to the industry’s momentum, achieving substantial expansion and success.

### About KSA delivery platforms

Jahez’s KSA delivery platforms are the core of the Group’s business, representing the Group’s largest source of revenue. The Group prides itself on the fact that its platforms meet the needs of millions of customers in the Kingdom, with a focus on the delivery of food and other goods through advanced digital platforms that connect end users with business partners through a growing network of delivery partners.

The surge in demand for convenient delivery services, fueled by increased smartphone adoption and internet connectivity, highlighted the shifting needs of consumers. Meanwhile, intensified competition encouraged innovation and service enhancements, offering consumers more choices and improved delivery experiences. Government initiatives promoting digital transformation and e-commerce further bolstered the industry’s growth trajectory.

Jahez played a pivotal role in shaping this evolving landscape by expanding operations into new cities, forging stronger partnerships with merchants, and introducing innovative features to elevate the user experience. Our unwavering commitment to quality, speed and customer satisfaction translated into notable increases in order volumes and revenue. Looking forward, we remain optimistic about the industry’s future and are dedicated to advancing our technology, broadening our services, and reinforcing our position as a market leader in the KSA delivery platform space.

By fostering public-private collaboration and empowering local businesses, Jahez actively supports the realization of Vision 2030’s ambitions across multiple dimensions.



### Financial performance

Jahez’s KSA Delivery Platforms delivered strong performance, with GMV rising 20.4% year-on-year to ₪ 5.8 billion and total order volume exceeding 90.9 million. Growth was driven by continued expansion into cities beyond Riyadh, which saw a 33.2% increase, strengthening Jahez’s position in a competitive market. Average order value (AOV) increased to ₪ 63.4, up from ₪ 60.8 in 2023. Adjusted EBITDA grew by 13% year-on-year to ₪ 291.5 million, representing 15.1% of net revenue, while net profit rose 11% to ₪ 288.8 million, a significant increase by 11% from ₪ 258.5 million in 2023.

### Jahez’s KSA delivery platforms:

#### Supporting the goals of Saudi Vision 2030

Jahez’s delivery platforms in Saudi Arabia are deeply aligned with the objectives of Vision 2030, contributing to the Kingdom’s transformative goals in technological innovation, sustainability, economic diversification and quality of life improvements. By fostering public-private collaboration and empowering local businesses, Jahez actively supports the realization of Vision 2030’s ambitions across multiple dimensions.

#### Technological innovation and smart cities

**Pioneering digital transformation:** Jahez is a leader in integrating advanced technologies into its operations, including autonomous vehicles for food delivery. These innovations align with Vision 2030’s Digital Transformation pillar, aimed at modernizing infrastructure and promoting smart city solutions. Jahez’s participation in events like LEAP 2024 highlights its commitment to helping Saudi Arabia emerge as a global leader in digital technologies and urban modernization.

**Smart delivery systems:** Jahez began exploring autonomous delivery solutions in 2024, directly contributing to Vision 2030’s focus on AI, automation and smart transportation. By leveraging advanced technologies, Jahez supports efforts to enhance efficiency, reduce urban congestion and improve mobility, essential components of the Kingdom’s smart city vision.

#### Sustainability and environmental goals

**Eco-friendly fleet expansion:** Jahez’s rollout of electric vehicles (EVs) and solar-powered delivery systems will help significantly in reducing carbon emissions, supporting Vision 2030’s Environmental Sustainability goals. These initiatives align with the Kingdom’s commitment to promoting clean, renewable energy and reducing its carbon footprint.

**Green logistics solutions:** Through sustainable delivery practices, Jahez contributes to reducing air pollution and fostering eco-friendly business operations. These efforts complement Vision 2030’s aim to achieve sustainable urban development and prioritize environmental responsibility.

#### Economic diversification and job creation

**Driving private sector growth:** Jahez plays a vital role in diversifying Saudi Arabia’s economy by supporting the gig economy and private sector growth. Its expansion has created numerous job opportunities in technology, logistics and customer service, aligning with Vision 2030’s objective to reduce dependency on oil revenues and build a diversified economy.

**Empowering employment:** By growing its operations within Saudi Arabia and regional markets like Bahrain and Kuwait, Jahez has generated employment opportunities across various sectors. This directly supports Vision 2030’s goal to empower Saudi youth, foster entrepreneurship and create sustainable job opportunities.

#### Economic empowerment and entrepreneurship

**Supporting small businesses:** Jahez empowers local entrepreneurs and SMEs by enabling them to reach broader customer bases through its platform. This aligns with Vision 2030’s focus on fostering economic empowerment in the private sector and driving innovation among small businesses.

**Developing local talent:** Jahez invests in the development of Saudi talent, particularly in technology and logistics, ensuring that young Saudis are equipped to lead in emerging industries. These efforts support Vision 2030’s ambition to build a skilled workforce capable of thriving in a tech-driven future.

#### Improved quality of life

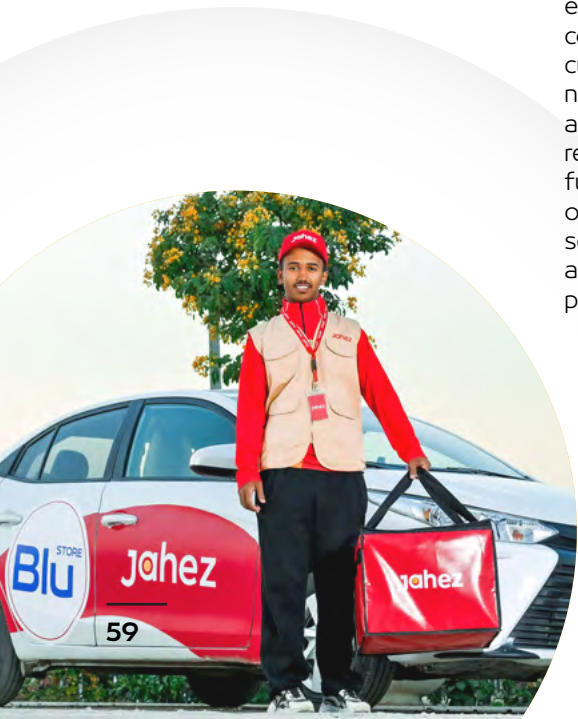
**Convenient On-Demand Services:** Jahez enhances the quality of life for Saudi residents by providing on-demand access to essential services such as food, groceries, retail, pharmacies and sports products. This convenience aligns with Vision 2030’s goal to foster a high-quality lifestyle for citizens, reducing the time and effort required for daily tasks.

**Innovative Hajj solutions:** During the Hajj season, Jahez introduced robotic delivery systems to improve service efficiency at holy sites. By delivering food and medical supplies seamlessly, Jahez contributed to Vision 2030’s aim of enhancing Hajj services and ensuring a more tech-enabled, streamlined pilgrimage experience.

#### Enhanced public-private partnerships

**Collaborating with government bodies:** Jahez works closely with the General Transport Authority and other government organizations to pilot advanced technologies and establish regulatory frameworks for autonomous and sustainable transportation. These partnerships embody Vision 2030’s emphasis on leveraging public-private collaboration to achieve the Kingdom’s economic and technological goals.

By aligning operations with Vision 2030’s pillars, Jahez demonstrates its commitment to supporting Saudi Arabia’s transformation into a diversified, sustainable and innovation-driven economy. Through strategic initiatives and collaborative efforts, Jahez continues to contribute meaningfully to the Kingdom’s ambitious vision for the future.



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JAHEZ KSA



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This year saw Jahez KSA reinforce its position as a leader in Saudi Arabia's delivery platform industry, driving innovation and setting new standards in customer experience, operational efficiency and sustainability.

About Jahez KSA

Founded in 2016, Jahez is a leading online food delivery platform in Saudi Arabia, connecting customers with a wide variety of local and international merchants through its user-friendly app. The platform allows users to browse menus, place orders and track deliveries in real-time. Known for its fast and reliable service, Jahez has become a leader in the food delivery market in the Kingdom and continues to expand its presence to reach more customers with a greater range of offerings and innovative platforms.

Amidst a rapidly growing demand for food delivery and e-commerce solutions, Jahez consistently focused on leveraging advanced technologies and strategic partnerships to deliver exceptional value to its customers.

Through initiatives that blended convenience with cutting-edge technology, Jahez not only strengthened its market presence but also aligned closely with Saudi Vision 2030's goals of fostering innovation and economic diversification.

Central to Jahez's success was its ability to adapt to evolving consumer needs, introducing personalized services powered by AI and expanding its offerings beyond food delivery to encompass grocery and retail delivery and express courier solutions.

By integrating sustainability into its operations, such as launching eco-friendly vehicles and piloting sustainable packaging, Jahez demonstrated its commitment to reducing environmental impact while enhancing efficiency.

These efforts, combined with a relentless focus on customer satisfaction and strategic growth, positioned Jahez as a transformative force in Saudi Arabia's logistics and delivery landscape.

Innovative launches and solutions

Jahez KSA demonstrated its commitment to innovation, sustainability and customer-centric solutions in 2024, through a series of transformative initiatives that created value for the business.

Autonomous delivery in ROSHN Sedra

Jahez made a significant leap in its innovation journey by introducing self-driving vehicles within the ROSHN Sedra corridors. This cutting-edge technology represents a milestone in Jahez's commitment to smart logistics and autonomous solutions, enabling efficient order delivery while aligning with the vision of developing sustainable and tech-driven urban environments. The integration of autonomous vehicles into the ROSHN Sedra development reflects Jahez's drive to revolutionize urban mobility and enhance service delivery in smart cities.

Through the deployment of self-driving vehicles, Jahez is transforming the food delivery experience while also contributing to the broader advancement of sustainable urban logistics. This initiative showcases our dedication to innovation, with a focus on improving customer satisfaction and operational efficiency.

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Shaping the future of food delivery technology

The 2024 LEAP Conference, a premier event in technology and innovation, marked a significant moment for Jahez as the Company joined as a strategic partner. As the leading food delivery platform in Saudi Arabia and the Gulf region, we showcased our commitment to driving the future of food delivery through cutting-edge technology, reinforcing Jahez's position as a leader in logistics innovation.

At LEAP 2024, Jahez's booth captured attention with its innovative design and diverse interactive activities, offering attendees a glimpse into our advanced technologies and vision for the future. A standout moment was the launch of ten autonomous vehicles for food delivery, unveiled under the patronage of HH Prince Mishal Bin Sultan Bin Abdulaziz Al Saud, Chairman of Jahez Group, and the presence of the Minister of Transport and Logistics Services, Eng. Saleh Bin Nasser Al Jasser.

These autonomous vehicles, part of an experimental regulatory program led by the General Transport Authority, represent Jahez's dedication to exploring modern transportation models to shape the future of logistics in Saudi Arabia. With capabilities such as a 12-hour battery life, GPS-based precision and a cargo capacity of 19 liters, these vehicles are optimized for urban delivery, blending efficiency with sustainability.

In addition to the launch, we highlighted our latest technological innovations, emphasizing advancements in smart logistics, artificial intelligence and environmentally responsible solutions. These innovations are designed to streamline restaurant operations, improve delivery efficiency and enhance customer experiences, all while reducing environmental impact.





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JAHEZ KSA continued

Our successful participation at LEAP 2024 underscored Jahez’s leadership in food delivery technology, combining artificial intelligence, smart mobility and sustainability to revolutionize the sector. This milestone reinforced Jahez’s role in shaping the future of smart cities and urban mobility, transforming food delivery into a seamless, efficient and innovative experience that meets the evolving needs of modern consumers.

Delivering innovation to Hajj pilgrims

Jahez introduced a groundbreaking delivery solution for pilgrims during Hajj, leveraging advanced technology to enhance the pilgrimage experience within the holy sites. Using robots and environmentally friendly vehicles, this service was designed to streamline logistics, reduce effort and alleviate congestion. Under the direct supervision of the General Transport Authority, Jahez’s innovative approach ensures pilgrims receive food, medical supplies and other essentials quickly and efficiently, all while promoting sustainability and reducing environmental impact.

This solution integrates artificial intelligence to optimize service delivery, reducing queues and minimizing waiting times while offering a wide variety of food options and essential supplies. The use of eco-friendly vehicles and robots underscores our commitment to environmentally responsible practices. By combining technology and sustainability, Jahez has set a new standard in Hajj logistics, delivering a smarter, more seamless experience for pilgrims and supporting the Kingdom’s vision for a tech-enabled and efficient pilgrimage.

Electrifying our delivery fleet

Jahez took a groundbreaking step toward sustainability with the introduction of its "Ebayya" electric vehicle fleet, a transformative initiative designed to revolutionize delivery operations. This move reflects Jahez’s broader commitment to environmental responsibility and aligns with Saudi Arabia’s national transport strategy to reduce carbon emissions and promote clean energy. The Ebayya fleet represents a sustainable solution tailored specifically for Jahez, featuring advanced technology such as solar-powered batteries with zero carbon emissions, making it an ideal choice for Last-Mile Delivery.

The first batch of 30 vehicles boasts impressive capabilities, including a range of 200 kilometers on a single charge and a battery capacity that supports up to 18 hours of operation. These compact, energy-efficient vehicles are environmentally friendly and highly innovative, offering a potential alternative to motorbikes for urban logistics. Their design and functionality position Ebayya as a leader in sustainable urban delivery solutions, contributing to improved air quality and quality of life in cities.

This initiative underscores Jahez’s long-term vision for eco-friendly operations. By reducing carbon emissions, advancing clean energy solutions and enhancing the efficiency of our transportation systems, we are setting new standards for sustainability in the logistics and food delivery sector. The launch of the Ebayya fleet highlights Jahez’s role as a pioneer in integrating innovative, environmentally conscious technologies into its operations, ensuring both efficiency and a superior delivery experience for its customers, as well as contributing global efforts toward a greener future.

Empowering entrepreneurs with the Social Development Bank

Jahez formed a strategic partnership with the Social Development Bank to support entrepreneurs and startups in the logistics sector. This collaboration established a financial portfolio valued at ₪ 30 million, designed to provide funding for emerging businesses, job seekers and entrepreneurs. The initiative reflects our commitment to fostering local business growth and aligns seamlessly with Saudi Vision 2030’s goals of economic diversification and sustainability in the logistics sector.

Enhancing payment flexibility with Tamara

Jahez further elevated customer experience in 2024 by integrating Tamara, a leading Buy Now, Pay Later (BNPL) service, into our app. This innovative payment option allows customers to split their food delivery payments into manageable installments, providing greater convenience and accessibility. The incorporation of Tamara underscores our focus on delivering customer-centric solutions and reinforces Jahez’s position as a top choice for food delivery in Saudi Arabia, catering to the evolving needs of its users with greater flexibility and ease.

Enhancing customer experience and service

Jahez played a pivotal role in shaping Saudi Arabia’s delivery platform landscape, driving growth and innovation in a rapidly expanding food delivery and e-commerce market. We focused on several strategic initiatives designed to enhance the customer experience and elevate our services, solidifying our position as a market leader.

A major highlight was our investment in AI-driven personalization to offer tailored recommendations and promotions based on customer preferences, order history and seasonal trends. This improved service relevance and made discovering new restaurants and dishes more seamless. Additionally, we introduced localized delivery hubs and smarter routing algorithms to achieve faster delivery times in high-demand cities like Riyadh and Jeddah, ensuring efficiency without compromising quality.

Diversification was another key focus, as we expanded our offerings beyond food delivery to include grocery and retail delivery and express courier services, establishing Jahez as a comprehensive delivery platform. We also prioritized the delivery experience by providing enhanced driver support and training, equipping our drivers with better tools, performance incentives and communication channels to improve interactions with customers.

We launched a number of successful campaigns during the year to engage and grow our subscriber base, including two years Prime subscription offer on many occasions, cashback offers with the largest banks and order from Blu or PIK and get free Prime subscription offer.

To address growing environmental concerns, we launched sustainability initiatives such as piloting electric bikes, eco-friendly delivery vehicles and sustainable packaging solutions, reinforcing our commitment to reducing our environmental footprint. Furthermore, we deepened customer feedback integration by offering direct communication channels and real-time tracking features, improving issue resolution and creating a more transparent, customer-centric platform.

Jahez KSA in 2025

In the year ahead, our strategic focus in Saudi Arabia is centered on strengthening our leadership in digital commerce and logistics. We are committed to driving operational excellence and enhancing the customer experience by leveraging our integrated ecosystem of delivery platforms and last-mile logistics solutions. As we expand our presence across underserved regions, we aim to capitalize on advanced technologies such as AI and automation to streamline operations and maintain our competitive edge. Integration across our platforms and subsidiaries remains a priority, allowing us to unlock synergies that further elevate our efficiency and value proposition.

Aligned with Vision 2030, we are dedicated to fostering entrepreneurship and empowering local businesses while advancing Saudization and creating opportunities for a highly skilled workforce. By investing in data-driven innovations and sustainable practices, we plan to balance growth with profitability and remain agile in the face of regulatory advancements and market dynamics. Our clear focus on delivering long-term value ensures that we are well-positioned to maintain our role as a market leader in Saudi Arabia’s thriving digital economy.



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PIK



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In 2024, PIK reached major milestones by expanding its operations to new cities across Saudi Arabia, significantly strengthening its market presence and customer reach. This strategic growth was driven by seamless collaboration within Jahez Group, particularly with Co, which provided access to a robust network of fully equipped dark stores and comprehensive logistics solutions. By leveraging Co’s advanced infrastructure, PIK efficiently scaled its services, offering customers an expanded product range with faster and more reliable delivery.

About PIK

Launched in 2021, PIK is a Quick Commerce platform under Jahez Group that connects customers with local merchants to deliver a diverse range of products – such as clothing, cosmetics, footwear and electronics – typically within one to two hours. By empowering local merchants to reach a broader customer base without incurring additional costs, PIK strengthens the local market while fostering economic growth. With features like searchable product categories, seamless e-payment options and dedicated customer support, PIK caters to the growing demand for fast and convenient shopping experiences in Saudi Arabia.

PIK strategically expanded its footprint across Saudi Arabia this year. Initially operating in Riyadh, PIK successfully extended its services to key cities, including Jeddah, Dammam, Hail, Qassim and Al Kharj. This expansion strengthened PIK’s market presence and enabled local merchants in single-city markets to broaden their reach without additional costs, fostering business growth.

This initiative aligns seamlessly with Jahez Group’s vision to enhance service accessibility and capitalize on the growing demand for Quick Commerce solutions in the Kingdom. By reaching a larger customer base and empowering local merchants, PIK continues to play a pivotal role in driving innovation and convenience in Saudi Arabia’s evolving commerce landscape.

Strategic focus for 2024

PIK focused on solidifying its position by pursuing three core goals: expanding its merchant network, optimizing delivery efficiency and enhancing customer satisfaction. These objectives were central to its strategy of providing seamless and reliable Quick Commerce solutions to meet the evolving needs of consumers and businesses across the Kingdom.

By forging strategic partnerships with major retailers and actively collaborating with large-scale businesses, PIK worked to bridge the gap between merchants and their customers. This approach enabled merchants to grow while empowering local commerce and redefining convenience for consumers. PIK’s efforts reflected its mission to transform the Quick Commerce landscape in Saudi Arabia while driving innovation and operational excellence.

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Launching new offerings

Throughout the year, PIK took bold steps to enhance its Quick Commerce offerings, making significant advancements in accessibility, customer engagement and operational efficiency, and set a solid foundation for future growth.

One of the year’s major highlights was the launch of the PIK.sa website, which brought Quick Commerce to the open web. This initiative expanded PIK’s accessibility by providing customers with a full checkout experience directly through the website, enabling seamless shopping for those who prefer web-based platforms over mobile apps. By extending its presence beyond the app, PIK solidified its position as a customer-centric platform, catering to a broader audience and improving convenience.

To further drive growth and customer loyalty, PIK implemented advanced marketing technologies and performance-based strategies designed to attract, engage and retain its user base. Through cutting-edge tools, PIK personalized its marketing efforts, driving automation and tailoring experiences to individual customer preferences. These efforts strengthened customer engagement and solidified PIK’s reputation for delivering value at every touchpoint.

Operational excellence was another area of focus in 2024. PIK formed strategic partnerships with leading logistics and technology providers to optimize delivery processes and improve overall efficiency. These collaborations enabled PIK to streamline operations, enhance customer convenience and strengthen its service delivery, ensuring orders reached customers faster and more reliably.





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PIK continued

Additionally, PIK introduced detailed order invoice summaries, enhancing transparency in transactions and fostering greater trust among its users. Improved order management features, including advanced tracking and the ability to cancel orders before store acceptance, offered customers greater control over their shopping experience and ensured smoother interactions.

Enhancing customer experience

PIK focused on elevating operational efficiency and delivering an enhanced customer experience during 2024, with a range of targeted improvements across its platform. Efforts to streamline delivery times, expand the product catalog and refine the user interface created a smoother and more intuitive shopping journey for customers. By integrating additional payment options and upgrading order tracking capabilities, PIK achieved higher

customer satisfaction, ensuring a more seamless and reliable user experience.

Strategic collaborations with prominent retail players in Saudi Arabia played a pivotal role in enriching PIK's product offering. These partnerships introduced a variety of new brands to the platform, catering to the diverse and evolving needs of consumers across the Kingdom. Through these initiatives, PIK demonstrated its dedication to innovation, operational excellence and its commitment to shaping the Quick Commerce industry in Saudi Arabia.

PIK in 2025

In the coming year, PIK is poised to execute a series of strategic initiatives designed to enhance its offerings, increase user engagement and solidify its leadership in the Quick Commerce industry.

A key focus will be the introduction of a Gifting as a Service feature, enabling customers to effortlessly select, personalize and send gifts across Saudi Arabia. With curated gift categories, customizable options and fast delivery, this feature will cater to a wide range of gifting needs, from everyday gestures to special occasions. By integrating gifting into its Quick Commerce platform, PIK aims to create an intuitive and delightful shopping experience that strengthens customer loyalty.

In addition to these flagship initiatives, PIK will strengthen its collaborations with local and large-scale businesses to diversify its product range and meet evolving consumer demands. The platform will also invest in technological advancements, leveraging AI and data analytics to drive personalization, improve delivery efficiency and enhance customer support.

By prioritizing these forward-thinking initiatives, PIK aims to redefine the Quick Commerce landscape in Saudi Arabia, delivering innovative, customer-centric solutions that enrich the shopping journey and sets new standards for the industry.





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BLU



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In 2024, Blu achieved stable profitability and laid the groundwork for sustainable growth, showcasing the strength and resilience of its business model in an increasingly competitive market.

About Blu

Blu is a dynamic platform offering a wide range of sports merchandise, ticketing solutions and exclusive membership options. Through strategic partnerships with global and local sports brands, including Al Hilal Saudi Club, Blu ensures fast worldwide delivery and a seamless shopping experience. With its diverse product selection, seamless ticket purchasing and innovative features like an Augmented Reality (AR) museum tour, Blu enhances the sports fan experience, connecting consumers to the world of sports in unique and engaging ways.

Blu set ambitious targets aimed at enhancing customer access to its extensive range of products, launching impactful sports campaigns, particularly for Al Hilal and other prominent merchandise, and driving sales growth across diversified retail channels. These were closely monitored to ensure they aligned with Blu's overarching goal of delivering an exceptional customer experience while driving revenue growth.

As part of its growth strategy, Blu significantly expanded its market footprint, evolving from a Saudi-centric focus in 2023 to establishing a broader global presence in 2024. This expansion was made possible through key enhancements to its website, offering a seamless and user-friendly experience, and the optimization of fulfillment operations centered in Riyadh.

With a user base exceeding two million and over 170 countries download, Blu was honored as the No. 1 Saudi sports app in Saudi Arabia by the CTS Authority. This recognition underscores Blu's market leadership, exceptional customer engagement

and strong brand loyalty, solidifying its position as a key player in the sports commerce industry.

Driving innovation and new launches

Blu introduced a range of innovative solutions during the year, designed to elevate customer engagement and streamline services. These included enhanced safety ticket protocols, a second-hand market initiative and the launch of the Blu store website, which provided seamless access to membership benefits, ticketing solutions and immersive museum tours. These developments demonstrated Blu's commitment to innovation and customer-centricity.

The customer experience was further enriched through features such as immersive museum tours, simplified and secure ticket purchasing processes and access to high-quality merchandise, including exclusive products. These enhancements solidified Blu's position as a leader in the sports commerce space, fostering deeper connections with its customers and delivering unparalleled value.

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170

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Blu in 2025

In the year ahead, Blu plans to expand its global footprint by strengthening partnerships with leading sports brands and elevating Al Hilal's visibility on both domestic and international stages. The platform will introduce innovative features that go beyond traditional ticketing, enhancing the overall customer experience. Key developments include the integration of cutting-edge digital solutions, positioning Blu as a pioneer in delivering modern, tech-driven solutions to sports enthusiasts worldwide.

