

# NON-KSA DELIVERY PLATFORMS

In 2024, Jahez Group’s non-KSA delivery platforms in Bahrain and Kuwait exemplified our commitment to empowering businesses and enhancing lifestyle across the region. These platforms played a pivotal role in driving the Group’s growth while delivering innovative solutions to meet evolving customer needs.

**About non-KSA delivery platforms**

Jahez’s non-KSA delivery platforms, encompassing operations in Bahrain and Kuwait, represent a vital component of the Group’s regional expansion strategy. These platforms have been designed to deliver seamless, On-Demand Services that cater to diverse consumer needs while fostering strong partnerships with merchants and delivery partners.

By expanding geographic reach, diversifying service offerings and leveraging technology to improve operational efficiency, both Jahez Bahrain and Jahez Kuwait achieved remarkable milestones that aligned with our vision of creating value for businesses and customers alike.

Through strategic initiatives like the introduction of subscription services, enhanced customer care, and impactful collaborations, we have solidified our presence in these markets while reinforcing our reputation for excellence and innovation.



**Financial performance**

Non-KSA platforms achieved a significant increase in GMV to ﷼ 700 million in 2024 compared to ﷼ 242 million in 2023, and total orders reaching 14.1 million orders, 2.6x compared to 5.4 million orders in 2023. AOV saw a substantial 11% year-on-year increase, reaching ﷼ 49.7 per order compared to ﷼ 44.9 per order in 2023, driven by an

optimized mix of merchants and regional demand in Kuwait and Bahrain. Net losses narrowed to ﷼ 59.4 million in 2024, mainly due to higher volumes from full-scale Kuwait operations in 2024 compared to partial operations in 2023. This was coupled with a material enhancement in unit economics, including enhanced revenue per order and cost optimization.

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JAHEZ BAHRAIN



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In 2024, Jahez Bahrain achieved remarkable milestones, highlighted by delivering positive profit per order and achieving substantial growth in market share. From the outset, we proudly served the entire Bahraini market, ensuring comprehensive coverage. Our partnerships with local and international brands grew significantly, resulting in a 46.1% increase in the number of merchants available on our platform and a 49.5% expansion in the number of branches served across the island.

About Jahez Bahrain

After its successful start in May 2022, Jahez Bahrain is recognized as a leading food delivery platform in the country, renowned for exceptional customer service and a diverse selection of local and international restaurants. Catering to the growing demand for convenient and reliable food delivery, Jahez provides a seamless experience that allows customers to browse menus, place orders and track deliveries in real time.

With the affordable Prime subscription, users enjoy free delivery, making it an appealing choice for frequent diners seeking value and convenience. Jahez Bahrain is also celebrated for its dynamic and innovative marketing campaigns, which not only enhance customer engagement but also solidify our position as a trusted and influential brand in the region.

A standout achievement was our highly successful cashback campaign in May and June, which led to the highest number of orders delivered in a single month. During the campaign, new customer onboarding surged by an impressive 31.1% compared to typical trends, coupled with elevated levels of customer engagement. These exceptional results enabled Jahez to sustain strong momentum during 2024.

We also launched our NCR stream, gaining traction as our order volumes continued to rise. This initiative marks an important step in diversifying our revenue streams and strengthening our financial performance.

Our strategic focus during the year was guided by four main objectives, and we delivered significant progress across all key performance indicators. These objectives included improving the economy per order to achieve positive profitability, initiating NCR streams, increasing delivery revenue and enhancing the take rate starting in Q3. Through effective execution

and a deep understanding of market dynamics, we achieved notable advancements in each of these areas, reinforcing our position as a leader in Bahrain's food delivery market.

Fostering impactful collaborations

This year, we were honored to receive recognition from esteemed organizations, including government ministries such as the Ministry of Interior and the Ministry of Social Affairs. These acknowledgments reflect our commitment to building meaningful partnerships and making positive contributions to the community through various initiatives.

Such recognition underscores our dedication to excellence and highlights our role in enhancing the local food delivery landscape. These partnerships reaffirm our mission to deliver value not only to our customers but also to the broader community we proudly serve.

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Launching new services

In late 2023, Jahez Bahrain introduced the Prime subscription service, with a clear focus on driving customer engagement and retention throughout 2024. This innovative initiative offers customers the benefit of free delivery on their orders, providing a cost-effective solution for frequent users. By eliminating delivery fees, we aim to encourage repeat purchases and foster long-term customer loyalty, making the subscription a cornerstone of our retention strategy.

The Prime subscription also elevates the customer experience by including exclusive promotions and cashback offers, delivering added value to our users. This approach simplifies the ordering process, allowing customers to place orders seamlessly without concerns about additional delivery costs. Throughout 2024, we prioritized Prime as a key driver of engagement, transforming occasional users into regular patrons and increasing order frequency. By incentivizing customers to take full advantage of these benefits, we have strengthened the usability of our app and deepened our relationships with our growing customer base.



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JAHEZ BAHRAIN continued

Enhancing customer experience

At Jahez Bahrain, enhancing customer experience has been a key focus throughout the year, driven by several impactful initiatives. The launch of our Prime subscription service provided customers with free delivery, offering a cost-effective solution that encouraged repeat orders and significantly boosted overall satisfaction. This service has transformed how our customers interact with the platform, making ordering more seamless and rewarding.

We also expanded our restaurant partnerships, adding a wide array of local and international brands to our platform. This growth catered to diverse customer preferences, enhancing choice and positioning Jahez Bahrain as a go-to platform for a broad range of dining options. Complementing this expansion, our innovative marketing campaigns,

including special promotions and cashback offers, provided additional value and incentivized ordering, fostering stronger customer loyalty.

Operational efficiency remained a cornerstone of the customer experience, as evidenced by our consistent average delivery time of 38 minutes. This reliability in delivery speed reinforced trust and ensured a smooth user experience. Additionally, investments in customer support further enhanced satisfaction by improving issue resolution and fostering stronger connections with our users. Collectively, these efforts have solidified our reputation as a customer-centric leader in Bahrain's food delivery market.

Jahez Bahrain in 2025

In the year ahead, Jahez Bahrain will focus on several key initiatives to strengthen our market position and further enhance the customer experience. We plan to drive down our cost per order (CPO) by implementing more cost-effective practices in logistics and operational management. By streamlining

processes while maintaining our high-quality service standards, we aim to improve profitability and deliver greater value to our customers.

We will also prioritize NCR by diversifying our revenue streams. This includes developing advertisement partnerships, expanding subscription models, and introducing premium services, reducing reliance on commissions from restaurants and creating more sustainable profitability. Additionally, we plan to broaden our service offerings by venturing into other verticals such as grocery delivery and specialized stores, ensuring we meet the evolving needs of our customers.

Marketing initiatives will take center stage, with targeted campaigns designed to strengthen brand awareness and attract new customers. By leveraging digital platforms, we will expand our reach and engage a broader audience. Operational efficiency will remain a core focus, as we continually analyze and optimize our delivery processes to maintain high service levels. This will include achieving faster delivery times and ensuring greater accuracy in order fulfillment, further solidifying our reputation for reliability and excellence in Bahrain's food delivery market.



NON-KSA DELIVERY PLATFORMS



JAHEZ KUWAIT



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In 2024, Jahez Kuwait solidified its position as a key player in the market, delivering a strong financial performance while maintaining solid growth momentum. During a challenging summer period, we strategically utilized this period to improve delivery rates, boost the effectiveness of in-app marketing, and optimize our commission revenue streams.

About Jahez Kuwait

Launched in January 2023, Jahez Kuwait has quickly established itself in a highly competitive market, focusing on gaining significant market share. With over 2,700 vendors onboard and 24/7 customer support, Jahez is becoming Kuwait’s go-to platform thanks to its simplicity and innovative technology.

By introducing new revenue sources through targeted sales efforts, we ensured that these changes not only preserved service quality but also strengthened it. Our efforts culminated in a major milestone: achieving a positive gross profit by September, just 20 months after launching operations in Kuwait.

We set ambitious targets for the year, including a notable increase in market share, and worked with determination to achieve them. We focused on improving logistics and successfully enhanced our operational efficiency, which played a pivotal role in meeting our growth objectives. Despite navigating ongoing changes to delivery regulations, we maintained strong relationships with government entities, enabling us to significantly reduce costs and adapt to the evolving landscape.

These experiences reinforce our commitment to continuous improvement and strategic collaboration to overcome challenges and sustain our momentum.

Broadening our reach

We successfully extended our geographic reach to cover the entire country, including a significant expansion into Al Mutlaa, a growing residential area 20 kilometers outside of Kuwait City. This region, previously underserved, is now one of our top five performing areas, thanks to its rising population and our strategic focus on addressing their needs. By catering to this burgeoning community, we have reinforced our presence in both established and emerging markets.

We also launched our delivery subscription service, Prime, as a key component of our retention strategy. Prime has not only increased customer frequency but also strengthened loyalty in a competitive landscape where users often switch platforms based on value. Currently, over 40% of our registered restaurants participate in Prime, with plans to further expand its scope. This initiative has been instrumental in keeping customers engaged and ensuring they choose Jahez despite aggressive market competition, highlighting our ability to adapt to customer behavior and deliver consistent value.

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Driving customer experience through innovation

We prioritized enhancing customer experience throughout the year, with a strong focus on improving our Customer Care operations. By streamlining processes, we achieved a notable increase in customer satisfaction. Key improvements included reducing response times, refining our compensation policy to address concerns more effectively, and optimizing logistics processes for greater efficiency. These initiatives have strengthened our service delivery, deepened customer trust, and fostered lasting loyalty among our users.

We also introduced several innovative features aimed at elevating the user experience and driving operational efficiency. One of the highlights was the launch of a subscription-based service tailored for frequent users, offering unparalleled value and convenience. Additionally, we upgraded our app interface to provide a more seamless and engaging experience. These advancements reflect our unwavering commitment to meeting the evolving needs of our customers and reinforcing Jahez Kuwait’s position as a leader in the market.

Jahez Kuwait in 2025

Looking forward, we will fuel our growth trajectory by diversifying our service offerings with the launch of non-food verticals, including groceries, electronics, flowers, cosmetics, and more. This expansion reflects our commitment to meeting the evolving needs of our customers and solidifying our position as a comprehensive platform for everyday convenience. We also plan to strengthen our portfolio by signing partnerships with popular brands that typically operate exclusively on single platforms, enhancing our value proposition and appeal to a broader audience.

To complement these initiatives, we will roll out significant improvements to the design and functionality of our application. The refreshed look and enhanced user experience will be tailored to resonate with our Kuwaiti users, ensuring greater comfort and engagement. On the financial front, our key objective is to achieve positive EBITDA while continuing to grow our market share. These efforts are designed to sustain our momentum and secure long-term success in an increasingly competitive market.

