

# TECHNOLOGY AND INNOVATION



Jahez reaffirmed its commitment to technological excellence and innovation during 2024. Central to its strategy was enhancing their cybersecurity framework, bolstering operational resilience, advancing IT governance and applying artificial intelligence (AI) for a wide range of efficiency and productivity use cases. Through the strategic application of cutting-edge technology throughout the year and across its operations, Jahez has laid the foundation for sustained growth and technological leadership in an evolving marketplace.

### Our AI strategy: Driving innovation and operational excellence

Jahez's AI strategy harnesses advanced methodologies and big data to innovate, streamline operations and enhance customer experiences. Central to this approach is leveraging predictive analytics and advanced AI to inform strategic decisions, such as demand forecasting and personalized customer engagement. By automating processes like fraud detection, customer profiling and sales optimization, Jahez ensures efficiency and agility across its operations, enabling smarter and faster decision-making.

The Company's strategy extends beyond internal improvements, emphasizing collaboration and monetization. Through partnerships with universities, tech hubs and regional communities, Jahez fosters innovation and advances AI in research. Additionally, its Data & AI monetization initiatives empower partners with actionable insights to drive growth while creating new revenue streams for Jahez. These efforts are supported by investments in cloud-native, scalable platforms that guarantee robust infrastructure and peak performance.

Underpinning this vision is a comprehensive Data & AI Framework structured around four pillars: **Collect**, by gathering structured and unstructured data from diverse touchpoints to build a comprehensive ecosystem; **Analyze**, by deploying AI models to extract behavioral insights and market trends; **Act**, by leveraging insights for operational improvements, personalized marketing and customer experience enhancement; and **Evolve**, by continuously refining AI models and adapting to dynamic market needs through feedback loops.

This strategic integration of AI positions Jahez as a leader in technological innovation, delivering significant value to customers, partners and stakeholders while driving sustainable growth in an ever-evolving digital landscape.

### Investing in product innovation

Jahez focused on innovation and strategic investments this year to strengthen its offerings, enhance customer experiences and position itself for sustainable growth. A key priority was aligning with governance frameworks and implementing advanced financial reporting practices as part of Jahez's preparation for transitioning to the Main Market (TASI). This focus on transparency and compliance demonstrates the Company's commitment to robust governance while reinforcing investor confidence and setting a foundation for long-term growth.

Innovation remained central to the Company's strategy, with a strong emphasis on user-centric design. By adopting global best practices, Jahez enhanced the user experience across its platforms, ensuring intuitive and engaging interactions that keep customer satisfaction at the forefront. Alongside this, cashless settlement mechanisms were advanced, moving away from traditional cash-based transactions. This shift streamlined operations, reduced risks and enabled faster, more efficient partner settlements, creating a scalable and seamless financial ecosystem.

Jahez also embraced gamification to deepen user engagement and loyalty through initiatives like the "End of Year Summary" and "Shake and Win" campaigns. These projects increased customer interaction and enhanced brand differentiation in a competitive market. Additionally, Jahez strengthened digital synergies across its subsidiaries and investment portfolio, optimizing resources and driving innovation through unified ecosystems that amplify the Group's technological impact.

TECHNOLOGY AND INNOVATION continued

Jahez made significant strides in artificial intelligence throughout 2024, launching transformative initiatives that elevated personalization, operational efficiency and industry innovation.



The Company’s commitment to community and talent development was evident in initiatives like the first product management bootcamp, launched in collaboration with Tuwaiq. This program empowered graduates with foundational product concepts, reflecting Jahez’s dedication to nurturing local talent and contributing to the tech ecosystem. Through Jahez Digital, regional content was enriched further and tech communities were actively supported, solidifying Jahez’s role as both a technology leader and a catalyst for innovation within the region.

Strengthening cybersecurity

Jahez integrated advanced technologies, including Artificial Intelligence, into its cybersecurity framework this year to strengthen resilience against evolving threats and enhance operational efficiency. AI-powered tools enabled real-time threat detection and predictive analytics, proactively identifying vulnerabilities and fortifying critical systems.

To ensure a robust security culture, a comprehensive cybersecurity training program was launched, fostering awareness and vigilance across the organization. In parallel, advanced monitoring tools were deployed for continuous asset protection and risk management, further elevating the Company’s defensive capabilities.

Jahez’s achievements in 2024 included significant progress toward ISO 27001 certification, underscoring its commitment to global information security standards. Enhanced partnerships with leading cybersecurity providers also amplified the Company’s protection

capabilities, reflecting its dedication to safeguarding data, ensuring trust and delivering secure services to customers and stakeholders alike.

Technology and innovation in 2025

In the year ahead, Jahez will amplify its commitment to innovation and security through bold, transformative initiatives. On the cybersecurity front, Jahez aims to expand automation, integrate AI-driven threat intelligence and broaden the scope of its bug hunter program. These steps will further fortify its defenses, ensuring resilience and trust across its platforms while aligning with its corporate strategy for innovation and customer-centric solutions.

The Company’s technology roadmap focuses on enhancing predictive capabilities through AI-driven maintenance and resource optimization, enabling smarter operations and proactive management. To ensure seamless scalability and continuity, Jahez will implement cutting-edge failover solutions, guaranteeing uninterrupted service across all regions. Empowering its workforce remains a cornerstone of this vision, as Jahez introduces sophisticated self-service platforms to enhance agility and operational efficiency.

Refining cloud strategies will be another key focus, enabling smarter resource utilization that balances cost-effectiveness with high performance. This comprehensive approach underscores Jahez’s unwavering dedication to fostering innovation, enhancing resilience and delivering transformative technology solutions that drive growth and operational excellence.

AI initiatives launched in 2024

Jahez made significant strides in artificial intelligence throughout 2024, launching transformative initiatives that elevated personalization, operational efficiency and industry innovation. These efforts underscore Jahez’s commitment to harnessing cutting-edge AI technologies to enhance customer experiences, optimize operations and lead in market insights, in order to deliver transformative value and sustain its leadership in the evolving digital landscape.

**Enhanced personalization:** To revolutionize user engagement, Jahez introduced advanced recommendation algorithms powered by AI. These models analyze customer preferences, historical ordering patterns and real-time behaviors to deliver hyper-personalized recommendations. This innovation significantly improved customer satisfaction, driving increased engagement, repeat orders and overall platform loyalty, cementing Jahez’s position as a customer-first platform.

**Optimizing revenue streams:** Jahez implemented an advanced model to analyze millions of search histories, identifying unlisted restaurants with high customer demand. This automated approach replaced manual processes, enabling rapid onboarding of in-demand restaurants and creating new revenue streams. By aligning platform offerings with market trends, Jahez strengthened its competitive edge in the food delivery sector.

**AI-driven research and development:** Jahez advanced AI research through groundbreaking projects, including the development of the EBAI (Explorers, Bargain Hunters, Abandonists, Impulse Buyers) Model, which was presented at the 16th International Conference on Management of Digital Ecosystems in Naples, Italy. Additionally, Jahez published the white paper Drivers As Agents: A Reinforcement Learning Approach to Model Drivers, which optimized delivery logistics by simulating driver decision-making and adapting routes in real-time. These innovations highlighted Jahez’s leadership in AI and analytics.

**Market insights and analytics:** Jahez released the 2023 Food and Beverage Insights Report, offering in-depth analyses of consumer preferences and market trends in Saudi Arabia’s F&B sector. This report showcased Jahez’s commitment to leveraging data-driven insights to inform industry stakeholders and drive regional advancements in the food delivery ecosystem.

**GenAI partnerships and Datathon success:** Collaborating with King Saud University, Jahez hosted a Generative AI Datathon, bridging academic research with industry application. This initiative exposed students to cutting-edge AI use cases, fostering practical skills and entrepreneurial spirit. By combining data expertise with academic innovation, Jahez attracted exceptional talent and reinforced its position as a leader in AI-driven transformation.

**Enhancing application performance and anomaly detection:** To ensure seamless user experiences, Jahez implemented AI-powered tools for real-time detection and prediction of anomalies in application performance. These tools proactively identified irregularities in response times, memory usage and error patterns before they impacted customers. This initiative reduced the Company’s Mean Time to Detect (MTTD) by 40%, improving reliability and strengthening customer trust. Additionally, by preventing downtime in critical services, the Company safeguarded revenue streams and minimized penalties tied to service-level agreements.

**Malicious traffic detection and prevention:** To bolster security and optimize application performance, Jahez leveraged AI to enhance bot management capabilities. These solutions analyzed traffic patterns to differentiate between legitimate users and malicious actors, effectively blocking millions of malicious activities. By mitigating security vulnerabilities, Jahez ensured reliable service delivery while reducing unnecessary bot traffic, which improved application speed and overall customer satisfaction.