

Snoonu Case Study

Snoonu acquisition

Accelerating regional scale through disciplined expansion

As Jahez continued to execute its regional expansion strategy in 2025, the Group faced a clear strategic choice in Qatar – to pursue a gradual organic entry or secure immediate scale through a high-quality local champion. While organic expansion was carefully evaluated, the competitive intensity of the Qatar market and the pace at which leadership positions are established favored a more decisive approach.

Snoonu had emerged as a fast-growing, technology-led platform with strong brand traction, having successfully penetrated the market as an underdog and captured substantial share from a long-standing incumbent over a five-year period. This created a compelling opportunity to enter Qatar with momentum, credibility and proven execution from day one.

A high-quality platform with strong strategic fit

Snoonu’s appeal extended well beyond market access. The founding and executive team had built a business defined by cutting-edge technology, superior user experience and a strong international talent base. These capabilities enabled Snoonu to scale rapidly and deliver consistent product innovation in a highly competitive environment.

Importantly, Jahez and Snoonu shared core strategic principles: a focus on long-term partnerships with merchants, an emphasis on mutual value creation across stakeholders and an obsession with customer experience. This cultural and strategic alignment positioned the acquisition as a platform-led partnership rather than a stand-alone transaction.

Disciplined timing and long-term value creation

The acquisition reflected Jahez’s disciplined approach to capital allocation and international expansion. Rather than attempting to time market cycles, the decision was anchored in the quality and performance of the asset and its ability to generate sustainable value through integration and scale.

With the transaction closing in 4Q-2025, the immediate financial impact was limited to proportional consolidation. However, the acquisition established a cornerstone for accelerating regional growth, unlocking synergies across product development, technology services, operations, finance and administrative functions over the medium to long term.

Building a regional platform for the next phase of growth

As part of the transaction, Snoonu’s founder and CEO assumed the role of CEO of International Business at Jahez Group, overseeing operations in Bahrain, Kuwait and Qatar. This leadership structure ensures continuity, strengthens execution and enables the efficient deployment of shared capabilities across markets.

In February 2026, Jahez announced its International Strategy, under which Snoonu was designated as the Group’s primary international operating platform. Snoonu is expected to take on a progressively larger operational role across Jahez’s international markets, starting with planned launches in Kuwait and Bahrain, leveraging its advanced technology stack and strong multi-vertical operating model. This strategy reflects the Group’s view that long-term success in international markets is best achieved through differentiated multi-vertical execution, higher customer engagement and stronger retention.

Looking ahead, the consolidation of Snoonu will strengthen Jahez’s operating results and financial position, while deeper cooperation, technology integration and knowledge transfer are expected to drive sustained value creation and support future international expansion mandates.



By acquiring Snoonu in late 2025, Jahez secured a proven, high-growth platform built over five years of execution, establishing a cornerstone for long-term regional expansion and value creation.