

BRINGING COMMERCE AND CONTENT TOGETHER

Commerce Driven Content
Creation is not a side job!



SAYIDATY DIGITAL GROUP

Who are we ?

Founded
in 1982 in London



الحصيلة



3 1 weekly magazine, 2 monthly
3 quarterly magazines

9 Websites

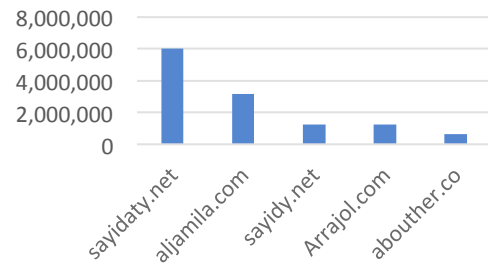
- 3 Female websites
- 2 Male Websites
- 1 E-commerce
- 1 Cooking and Food website
- 1 Awards website
- 1 TV production

4 Mobile applications

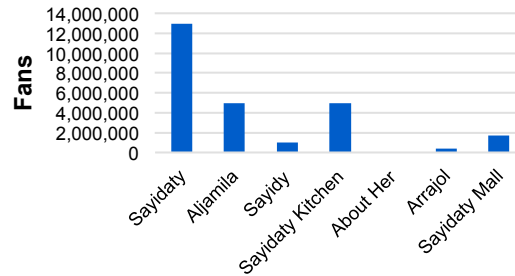
AYIDATY DIGITAL GROUP

EACI 

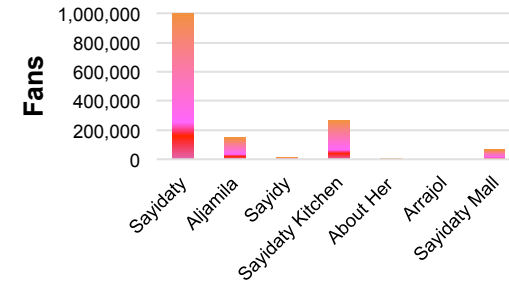
Uniqe visitors 12,263,693 Million



Facebook 26,102,000 Million



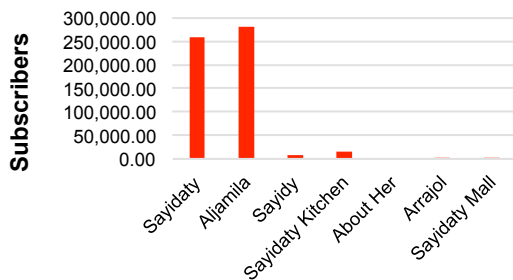
Instagram 1,498,100 Million



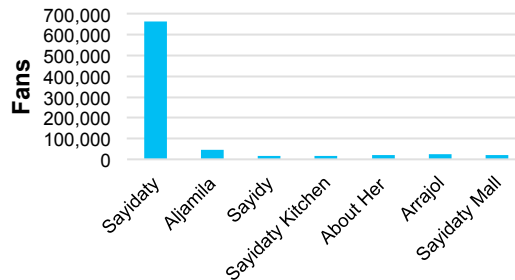
Sayidaty Digital Group
 have the largest reach of Men and Women from the GCC countries.
Access to 42,433,139 users
 around the web



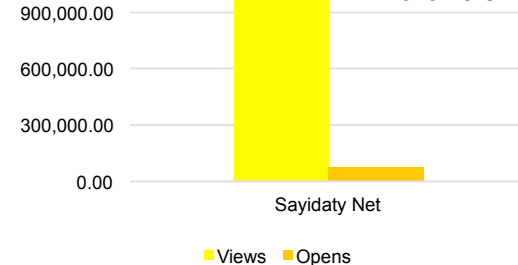
YouTube 564,346 Thousand



Twitter 805,000 Thousand



Snapchat - Discovery 7 Million followers



How we started ?

Providing content about shopping as Directory



Shops



Products



Malls

Tips

The first Fashion, Beauty and Home e-commerce launched by a Publishing House

MaU
Sayidaty

1 **#1 Market Place**
for fashion and beauty in
the GCC

2 **1.5M registered**
female users among
GCC with **2.5M visits**
monthly

3 **1.7 Million** Fans on
Facebook
100K Fans on
Instagram

4 **360° Marketing**
including print, web, app
and offline.

5 **Full ecommerce**
solution for Retailers
and Sellers



[Facebook](#)

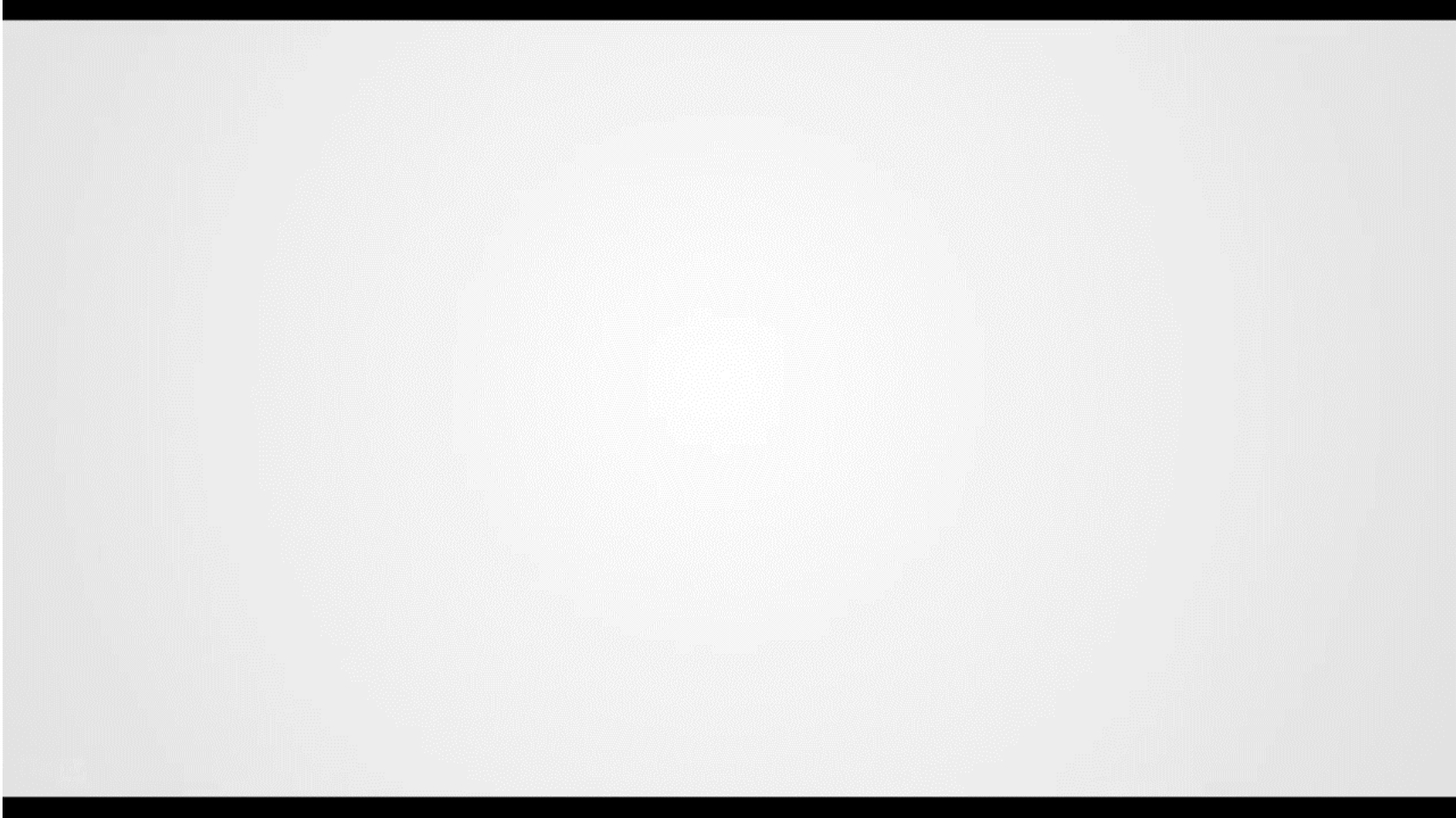


[Instagram](#)



[Twitter](#)

SAYIDATY MALL – Sell with us



SAYIDATY MALL BUSINESS

MODEL

We chose the most challenging and (long term) **profitable business model**:

100% Virtual Marketplace



No stock investment



No Warehouse



Revenue generation: **sales commission**



Open to **Retailers and Distributors**



Open in **GCC**



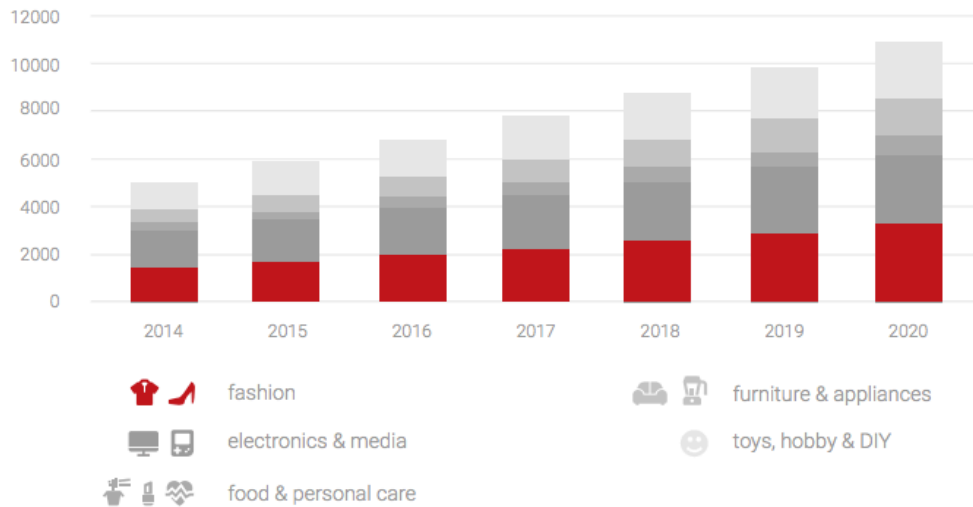
Outsourced Logistics

Leveraging Content & Reach

FACTS & FORECASTS E-COMMERCE SAUDI ARA

SAUDI MARKET TO DOUBLE BY 2020 : 11 BILLION

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Fashion online : 2 Billion Market to double within 3 years

[Source Eshopworld](#)

RETAIL > E-COMMERCE



[Source Google](#)

THE MARKET

Al Abbar Group

Noon.com

- \$1 Billion funds
- Founded in 2017
- Marketplace model Hybrid
- 1000 orders/ day Nov 2017 (all categories)
- Launched in KSA in December 2017
- Growth Expected to 25000 orders/day by 2020

Namshi.com

- 33 Million \$ Funds
- Founded in 2017
- No1 Fashion Ecommerce GCC
- 8000 orders/ day

Sivvi.com

- 300 orders/ day
- Founded in 2014

Net-a-porter.com Mr-Porter

- Number 1 Fashion E-commerce Worldwide

Amazon Group

Souq.com

- 575 Million \$ Funds
- Founded in 2005
- Number 1 Ecommerce in the Middle East
- Marketplace model Hybrid
- 35000 orders/ day (all categories)
- Still growing due to Amazon added in Dec. 2017 (+1.000.000 SKUs)
- Own their own shipping company Wing
- Own their own payment gateway Payfort

Amazon.com

- 101 Million \$ Funds
- Founded in 1994
- Number 1 Ecommerce Worldwide
- Introduction to GCC through Souq.com

Chinese Groups

JollyChic.com

- Founded in 2012
- Warehouses in UAE and KSA and Worldwide
- Chinese products
- Fake and cheap
- Low quality

Markavip.com

- 15 Million \$ Funds
- Founded in 2010
- Owned by Jolly Chic (2017 after bankrupt)
- Chinese products + International Brands

Shein.com

- Chinese products
- Low quality

Zaful.com

- New in the Market
- Low quality Chinese products

Outsiders

Ounass.com

- \$50 Million investment
- Founded in 2017
- Owned by Al Tayer Group
- Premium brands
- New competitor
- Nass.com for older collections

Elabelz.com

- Fashion Hybrid Marketplace
- 500 orders / Day

Asos.com

- 20 Million \$ Funds
- Founded in 2000
- Fashion Marketplace for Designers

ONLINE ASSETS

No1 INFLUENCER IN KSA



SRPC is the number 1 publishing Company in Saudi Arabia with 13 Magazines and Newspapers

With over 12.7 m unique visitors GCC

Female lifestyle websites.



Aljamila.com

Sayidaty.net

Of which 5.2 m unique visitors monthly for females lifestyle websites

Men lifestyle websites.



Arrajol .com

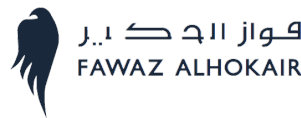


Sayidy.net

& 1.5 m unique visitors monthly

ADVERTISER > SUPPLIERS

SRPC advertisers potential sellers in Sayidaty Mall



PROBLEMS WITH E-COMMERCE

SMEs:



- Costly to create an E-commerce :
 - CMS development,
 - Payment gateways
 - logistic
 - shipping problems,
 - Resources

Retail Groups:



- Huge investment in marketing required
- Lack of interest for customers to visit an E-commerce with 1 single brand
- Low Return On Investment
- Credit card payments are still in low rates
- It is hard to gain customers trust for new businesses
- **Lack of content generation experience**

5 SELLERS BENEFITS

Easy and free registration



Registration : Free
Unlimited Products : Free

Local support



Support Team is based in UAE & KSA.
We will assist you reach an online success by providing Support and Marketing services.

Payment & Shipping handled



We pick up your items,
We deliver them to our customers
We send the money to sellers

360 Marketing & visibility



Digital Marketing (Social Media, ads, emails, SMS, Notifications);
Print (Magazines and newspapers from SRPC); Outdoor campaigns;
Events



Content Creation to top most selling

Articles, videos , photos of products reviews and how to use.
Integration and mapping products categories with lifestyle websites
Print coverage of the upmost selling products in beauty and fashion

CUSTOMERS BENEFITS

- . One place to shop:**
No need to go anywhere products are sold here!
- . Credible/Relative Content :**
Arab fashion and beauty, culturally sensitive
- . Exclusive and Unique products:**
Unique products, Arab fashion designers, exclusive
- . One order , different products:**
Customer receives one order from different sellers in different countries.
- . Full Ecommerce experience :**
Cash on Delivery/
Customer service .
Return/exchange features



WITH CONSUMERS SPENDING MORE TIME
ON CONTENT, PUBLISHERS THAT ARE
ABLE TO EFFEICIENTLY CONNECT
CONTENT AND COMMERCE WILL REAP
LONG TERM AWARDS

SELLING CONTENT

PRINT

Sayidaty/Aljamila Branded Content

Catalogue print

Celebrity Featuring on Magazine Cover



SELLING CONTENT

WEB

✓ Products Reviews

✓ Fashion Beauty tips & advice

✓ Celebrity looks

✓ How to Step by step products usag

الرجعية - دمان - مجلة وريانة - من وصالها - رباب ونخوبا - صليل - عمل وتطور - ابراهيم - الام والطفل - الرئيسية - اراء - وجهة النظرية - استعدي شباب بشرتك في 5 دقائق فقط مع "فيتاس"

بورك الصبية

استعدي شباب بشرتك في 5 دقائق فقط مع "فيتاس"

بورت - مقال نسخة 20 / ديسمبر 2017

توب 10

- 1 كريمة الرفع الفعالة...
تاريخها هنا
- 2 بطور فائقة وفعالة...
تاريخها هنا
- 3 مستحضرات العناية بالشعر...
تاريخها هنا
- 4 منتجات رقيقة وفعالة...
تاريخها هنا

تحتضن جزيء التحلل والجلد فإن كل مشاكل البشرة يمكن حلها مع هذا العنصر والبروتينات الفعالة والفعالة. لذا ولدي منتجات في الختام من مشاكل الشيخوخة والشيخوخة المبكرة. هذه العنصر لك -مفيد- أجود أنواع الكريمات الحديثة والفعالة. لتتوزن دون ظهور التعب والحدود غير المرغوب بها في الوجه. من خلال "كريم فيتاس" Lifting Cream الذي سننشر فعالية في 5 دقائق فقط.

SELLING CONTENT

WEB

✓ Products Reviews

✓ Fashion Beauty tips & advice

✓ Celebrity looks

✓ How to Step by step products usage

The screenshot shows a website article titled "أجمل 10 نظارات ريبان بألوان تناسب الرجل العصري" (The most beautiful 10 ribbon sunglasses in colors suitable for the modern man). The article features a main image of a man wearing sunglasses and a smaller image of a pair of sunglasses on a box labeled "GENERAL". The text discusses the importance of sunglasses for men and provides tips on choosing the right style and color. The article is dated 04-02-2018 and is written by a user named "أبو عمرو".

The screenshot shows a website article titled "نصائح التسوق" (Shopping Tips). The article features a main image of a woman in a black and white dress and a smaller image of three women in colorful dresses. The text provides tips on how to shop for clothes, including how to choose the right size, color, and style. The article is dated 09-02-2018 and is written by a user named "أبو عمرو".

SELLING CONTENT

WEB

- ✓ Products Reviews
- ✓ Fashion Beauty tips & advice
- ✓ **Celebrity looks**
- ✓ How to Step by step products usage

الترسيمة - إطلالات الموضة - إطلالة باهرة على طريقة ملكة الجمال فاليري أبو شقرا

2018-02-25
رصدت جلالاً وألفةً سيدي، على حطى ملكات الجمال من خلال إطلالة الموضة التي ارتدتها فاليري أبو شقرا في حفل ملكة الجمال 2015 "فاليري أبو شقرا" التي سبق وانشرت لكم تفاصيلها في إحدى مقالاتنا التلفزيونية المبررة لنا لتلحقنا لنا مساهمة من مجموعة "مبارك" المصنوع من جينس ميمبري وبيجينج مع كافة بتصميم الحرف V البصري جاذبناك بأسلوب راق ومختلف إضافة إلى مجموعة من الأكسسوارات الباهرة ان لفتت هذه الإطلالة بيمكثت الحصول عليها من خلال الصفقة على الصور المنتجات القريبة.

احصلي على نفس الإطلالة

- شكرا فاليري: حذاء كعب ربيع بكمب عالي أنيق مزيج دهنى اللون. السعر SAR 349.85
- مبارك: فستان سهرة طويل اللون الأحمر. السعر SAR 561.22
- بيجينج: شنطة كتاني حصره جريه البحر واكرويه. السعر SAR 182.65

توصيات

أضف إلى الكفيل

الترسيمة - إطلالات الموضة - الأسود اللامع الخيار الأمثل للحفلات الراقية على خطى النجمة يارا

2018-02-25
اختارت ملكة "سيدات" الفستان الملكي الأسود المصنوع من فساتين العنق والكعب معاً، مثل باقي الممات وهنات الأوفزها على التمر، بتصميم الكعب الأوفه وهو مزيج من الكعب مع سحاب خلفي معلى من مجموعة "مبارك" التي ارتدتها يارا في حفلاتها الراقية والجميلة على خطى النجمة يارا التي سبق واشتقت الأسود الملكي في إحدى مقالاتنا التلفزيونية المبررة. وقد دعنا لك بعض الأكسسوارات المناسبة لتكتمل المظهر الملكي معكاتب ومطابق. ان لفتت هذه الإطلالة بأوسن الحصول عليها من خلال الصفقة على الصور المنتجات القريبة.

احصلي على نفس الإطلالة

- مبارك: فستان سهرة طويل اللون الأسود. السعر SAR 4,200.00
- مبارك: قلادة سائلة من التوتو. السعر SAR 800.00
- بيجينج: شنطة كتاني حصره جريه البحر واكرويه. السعر SAR 182.65

شكرا فاليري: حذاء مخرقة مخرقة بكمب عالي منسج الأسود.

SELLING CONTENT

WEB

- ✓ Products Reviews
- ✓ Fashion tips & advice
- ✓ Celebrity looks

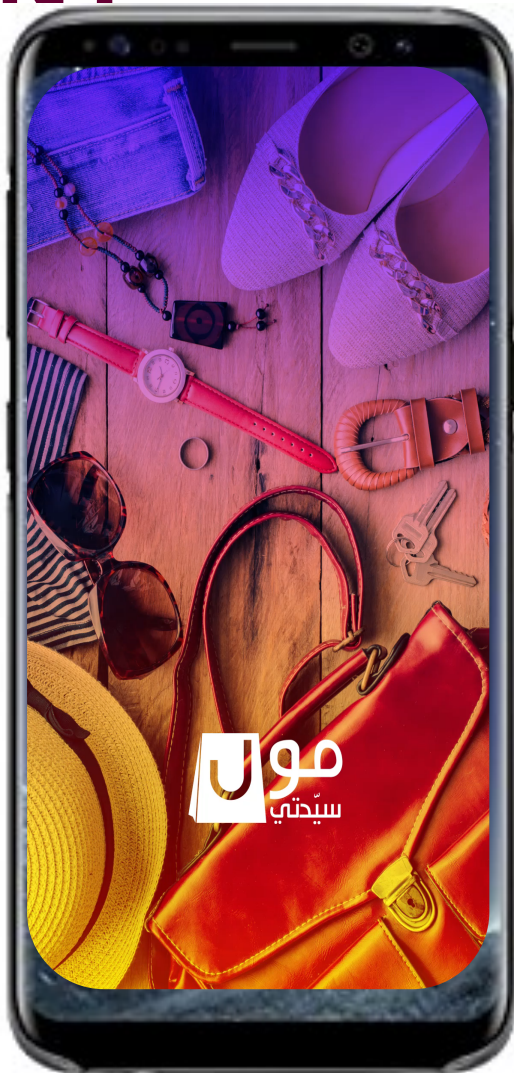
- ✓ Step by step how to use



SNAPCHAT DISCOVER PREMIUM CONTENT



100,000
visitors monthly





Love Your Skin with
Cocoa Butter Infusions

The Johnson's Experience

About the Campaign:

Sayidaty.net and Johnson's collaborated to create a fully integrated marketing campaign to promote

its latest body lotion, “**Vita Rich Cocoa Butter**”.

Johnson's had an objective to promote a daily care product by conceptualizing a personalized 360 marketing experience, and to provide Sayidaty's audience with added value content through promoting the emotions of the body lotion's experience and concept, rather than its functionality.





Love Your Skin with
Cocoa Butter Infusions

Sayidaty

Marketing Campaign

“Vita Rich Cocoa Butter”

A consumer insight of Johnson's marketing initiative to elevate luxury and innovation in collaboration with Sayidaty.net for the launch of “Vita Rich Cocoa Butter” body lotion.

**THANK
YOU**