



Yalla!Market



Dubai, 2023

Leo Dovbenko



Leo Dovbenko
Founder, CEO

Now:

CEO and founder of Yalla Market.
Building company with 1 bln revenue
and 5 bln valuation

Before:

Founded 10 profitable companies
Invested in 10 food tech startups
4 years in Dubai

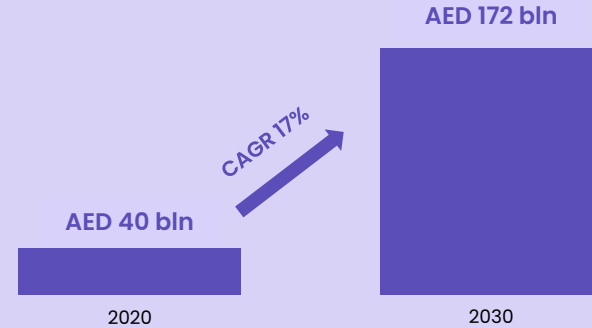
Instagram @leodovbenko_eng

MARKET IS MOVING FROM E-COMMERCE TO Q-COMMERCE

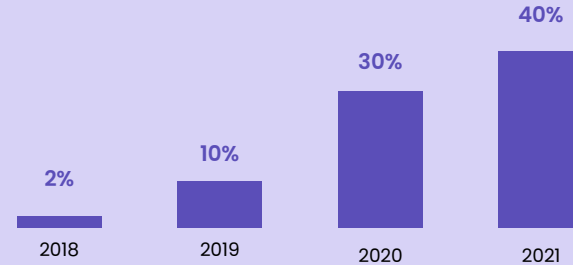
The Middle East and North Africa region's quick-commerce market is expected to reach about 172 billion AED by 2030 with an annual growth rate (CAGR) 17% which will be the highest rate among growth sectors with groceries & food delivery being the top contributors to it*

<https://redseer.com/newsletters/quick-commerce-menas-hidden-gems/>

Forecast of Mena Q-Commerce market growth



Q-Commerce users growth pattern



Reem Island is a 15 mins city

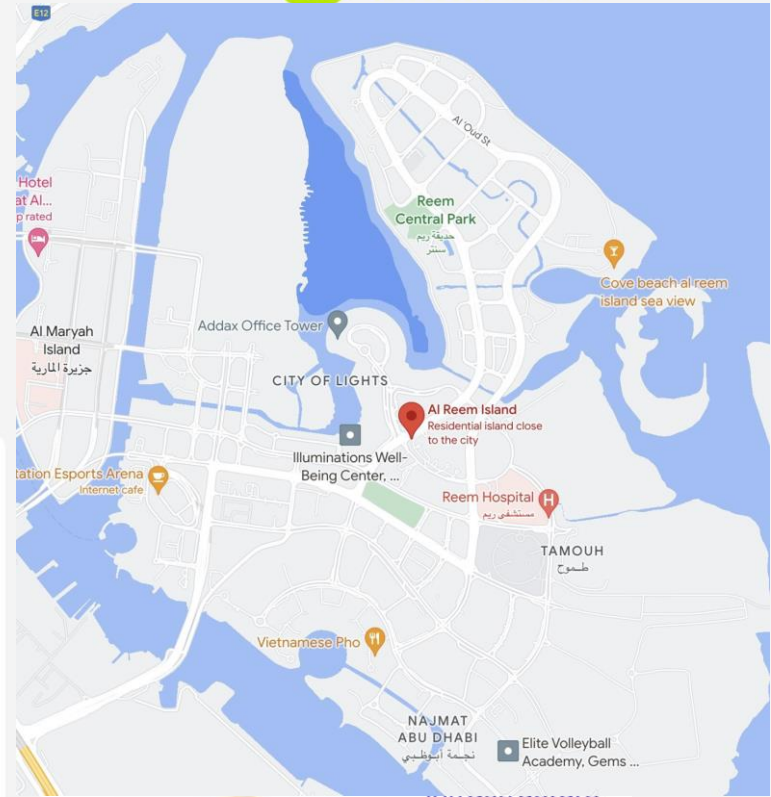
VISION

YALLAMARKET – INTEGRAL PART OF 15-MINUTE CITIES ECOSYSTEM

GCC cities are developing into communities where everything is available within 15-minute reach: the '15-minute cities'.

Our super fast delivery is an essential infrastructure object in 15-minute cities. It enables people to focus on more important things than chores – they get 2X extra time for family, career, hobbies.

NEOM: City of the Future in Saudi Arabia – designed to combine multiple 15-minute cities along the 170km coastline



VISION



CREATING A GATEWAY

In a 15-minute city our Dark store is a gateway between online and offline worlds. YallaMarket creates a unique sales channel to any house based on new hyperlocal and super fast principles.

The dark store will become citizen's PO Box & outpost for any delivery.

DARK STORE STRATEGY

STEP 1 YallaMarket Groceries

- 3000+ SKU of daily needs
- Pharmacy
- Dark kitchen
- Flowers

STEP 2 E-commerce services

- Amazon outpost
- Changing room
- Laundry collection point

Dark store floor plan

average space size: 150-200 sq. meters



Launched in 47 days and 85k USD

- Lean
- Leaner
- Leanest

YallaMart: how we launched express grocery delivery in Dubai in 47 days

Hello! I am Leonid Komissarov, co-founder of [Yallamart](#), the first express grocery delivery service in Dubai. I tell you how we were able to launch in 1.5 months in a city where it usually takes almost a year to start a business, and about the specifics of project management in the UAE.

65

10 090 views



Best tomatoes in the town



Tomato Local 500 g 500g

3.75 AED

Add to cart

Fun Fact:

Believe it or not, tomatoes aren't always red. They can be yellow, pink, purple, black and even white!

Per 100g

18	0	0	3
Kcal	Protein	Fat	Carbs

More Nutrition facts



Yoom Tomato Bunch 350 g 350g

16.40 AED

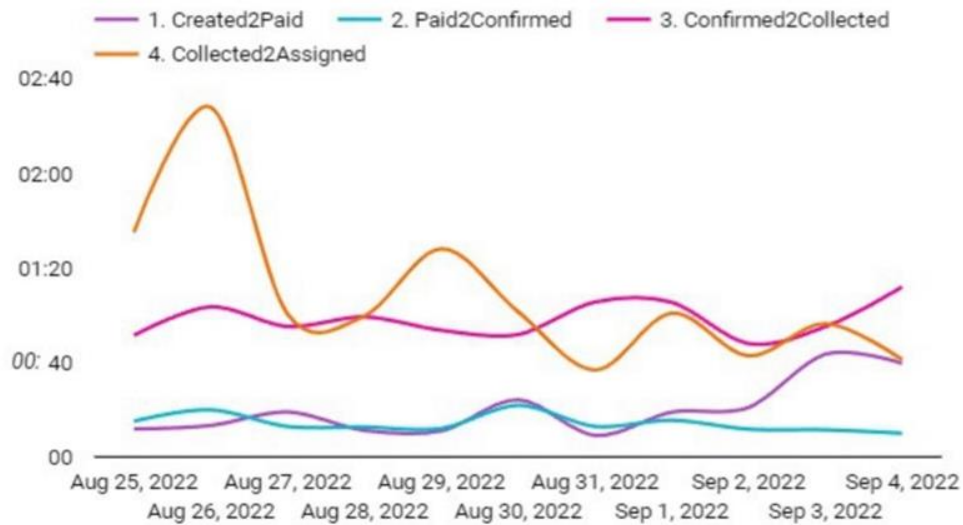
Add to cart

Did you know?

The First Tomatoes were Gold and Considered an Aphrodisiac.

When tomatoes were first introduced to Europe in the 16th Century, they were small, golden and cherry sized. This appearance gave them the name 'golden apples'. Many European countries took this as inspiration and named them with gold names, such as the German 'goldapfel'. The French were also convinced tomatoes were aphrodisiacs and named them "love apples."

SUPER FAST ORDERS PREPARATION



Yalla Market focused on Premium range

GROWTH



ASSORTMENT

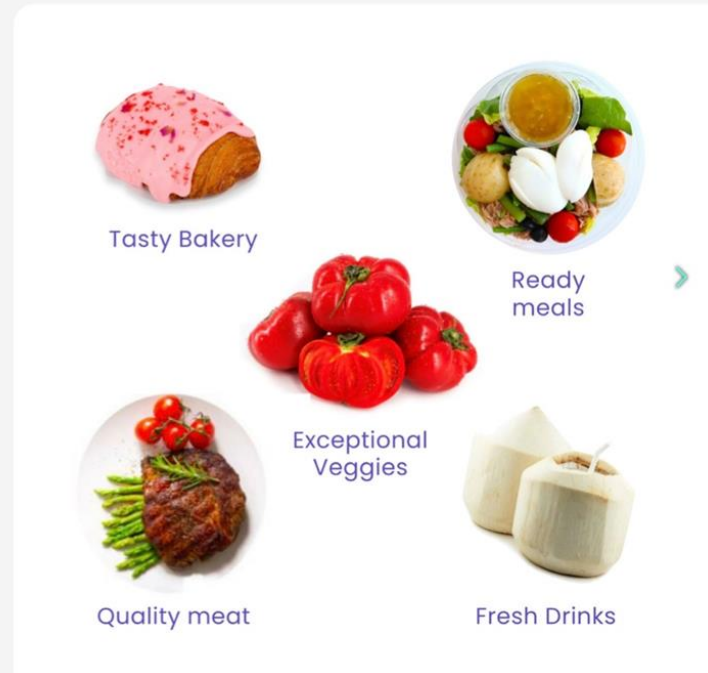
We are creating Unique and delicious Yalla! assortment that differentiates us, builds up customer loyalty and increases profit margin

GOALS

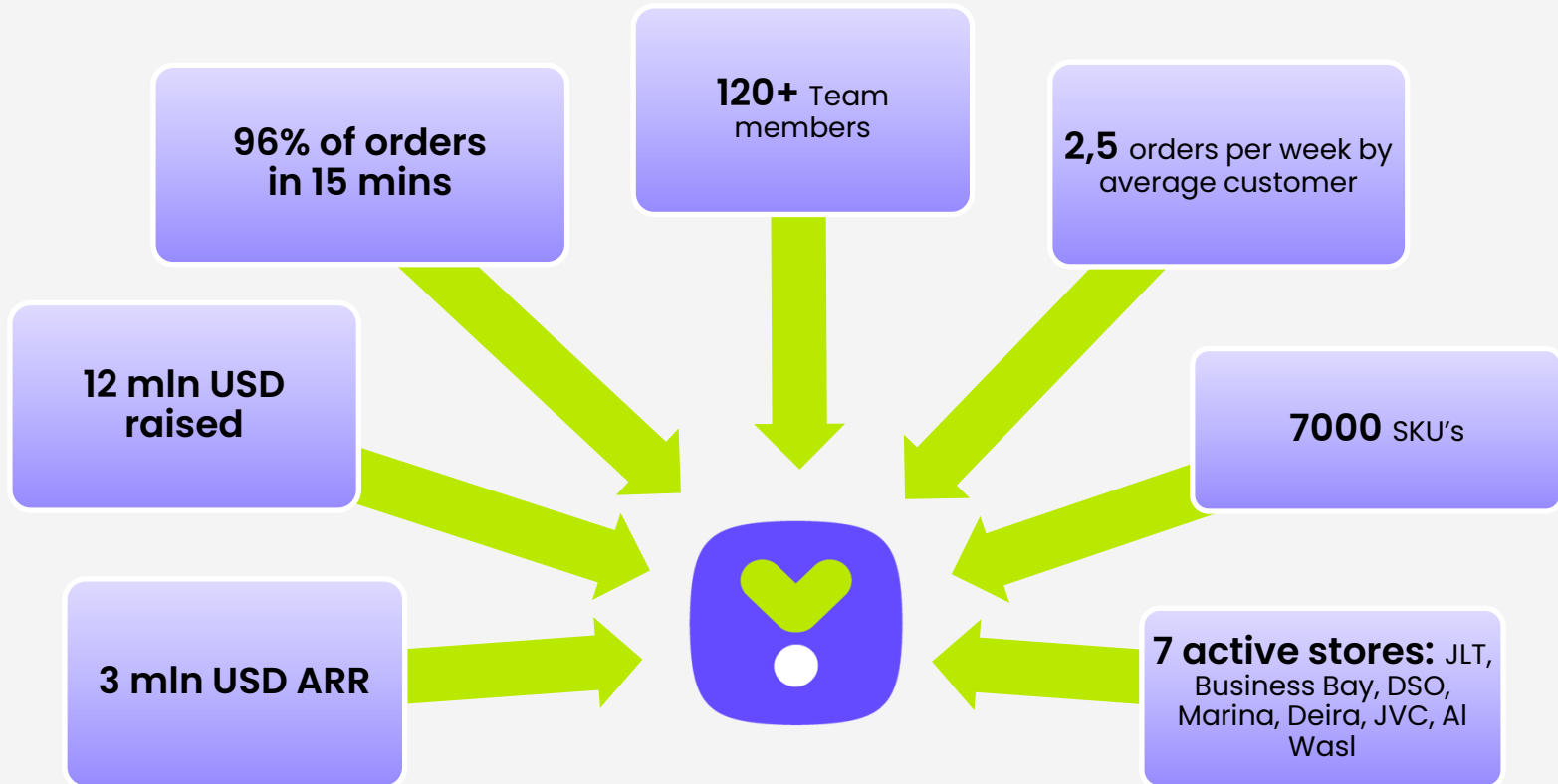
- Expansion of supplier base and direct import
- Expansion of high-margin categories (grab & go, fresh)
- Partnerships with local producers
- Private label F&B
- Private label for home and personal care

TARGET RESULTS

- 30% to gross margin
- 250 high-margin SKU's

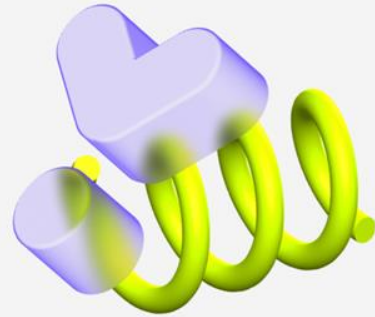


YALLA!MARKET TODAY





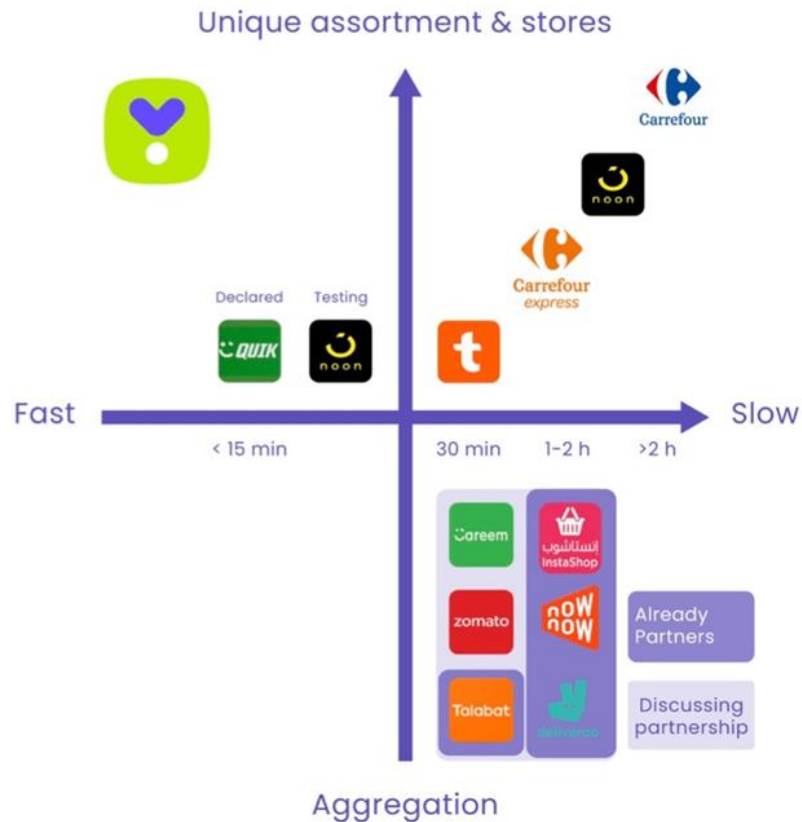
One Product and many sales channels



COMPETITION

WE ARE THE LEADERS IN 15 MIN GROCERY DELIVERY MARKET IN THE UAE

- We outperform existing players in the GCC market by speed
- We offer a unique range of goods from groceries & fresh produce to ready meals and hot beverages - all in one basket.
- We are the only player who has a capex-light model while having own stores: we can open and operate darkstores without bearing capital costs – we attract real estate partners instead.



YALLA IS FOCUSING ON B2B SUPPLYING & PARTNERSHIP MODELS

Our strengths

- Pick orders in 3 minutes
- 6 fully automated stores and 1 distribution hub
- Unique gourmet SKU's and own Grab&GO category
- Smart micromarkets in hotels and offices
- Deliver in 8-12 minutes with a 95% success rate

**WE BELIEVE
THAT IT IS BETTER
TO COLLABORATE**

B2B Q-commerce

Key target - 22k\$ per week

	Revenue per week	Orders per week	AOV	Conversion rate
Week 28	\$8500	535	\$16	8%
Week 29	\$6700	528	\$14	15%
Week 30	\$9200	652	\$14	16%
Week 31	\$12750	984	\$13	10%



	Jun	Aug
avg revenue day	\$150	\$400
conversion rate	9%	16%



talabat mart

Delivered in 20 mins
Fill your fridge with all your groceries in 20 mins

Shop now →

Deliver later | Order again | Loved brands

Shop by store type

Grocery Stores | Fruits & Vegetables | Fresh Meat & I

talabat mart pro
Grocery, Convenience Store
Within 20 mins

Yalla!Market
Grocery, Convenience Store, Supermarket
Within 19 mins
15% off up to AED 200.00 discount

Smile On Supermarket
Grocery, Supermarket
Within 28 mins

30-60 mins Delivery time | FREE Delivery | AED 20.00 Min order

Shop by category

Super Saver | Fruits & Vegetables | Milk | Dairy & Eggs
Water | Snacks & Candy | Ice Cream | Beverages
Yalla! Breakfast | Bakery | Breakfast Food | View all categories

Groceries to your door
60% Off
I WANT IT

Add AED 20.0 to place your order





Yalla!Market

HIGH-QUALITY GROCERIES IN 15 MINS



YALLAMARKET IS A CAPEX-LIGHT TECHNOLOGY COMPANY THAT BUILDS AND USES OWN TOP-NOTCH IT FOR GROCERY DELIVERY

E-grocery mobile app

That knows
what you need

15 min WMS

With barcode based
picker app & delivery app

ERP

Assortment, supply
management solution

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SOME
COMPANIES
HAVE ALREADY
BEGUN
TO ACTIVELY
OCCUPY
MARKET SHARE



MEET WORLD'S FIRST QAAS

Sales channel 1

YallaMarket
B2C app

Sales channel 2

Aggregators
and virtual
stores

Sales channel 3

Kiosks

Sales channel of Merchant

Product: Strong food competence
and assortment strategy

Product: QAAS
Quick-commerce as a service

Base technology: Super fast fulfillment and delivery technology.
Physical infrastructure + IT Bone

On-Demand warehousing and fulfillment service

Add 15-minute Delivery to your
Business. Boost e-commerce profits!

Learn about us in 1 minute

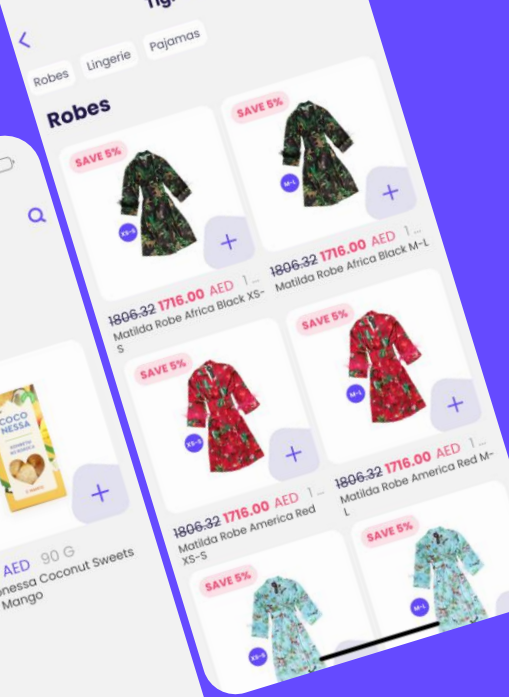
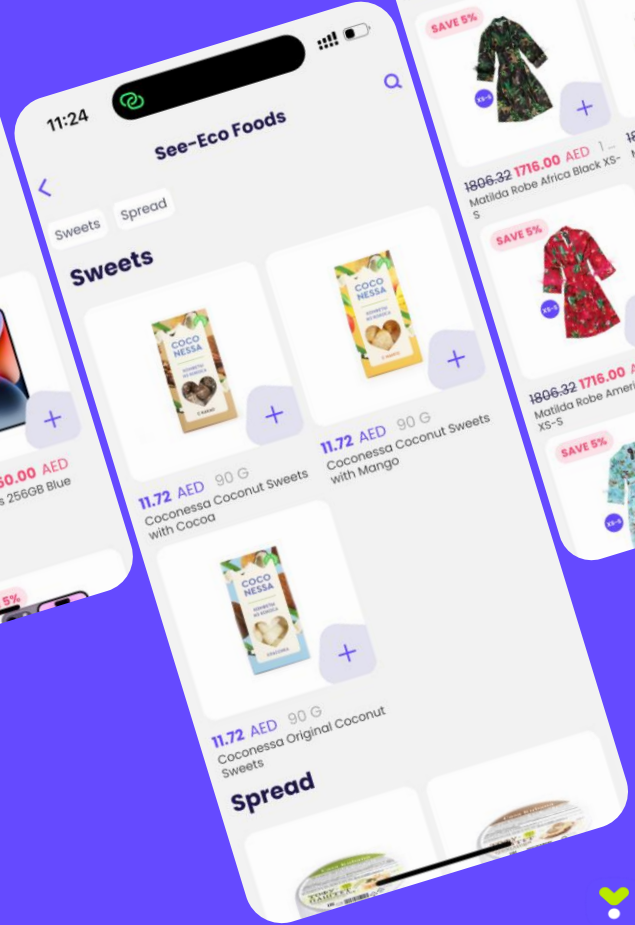
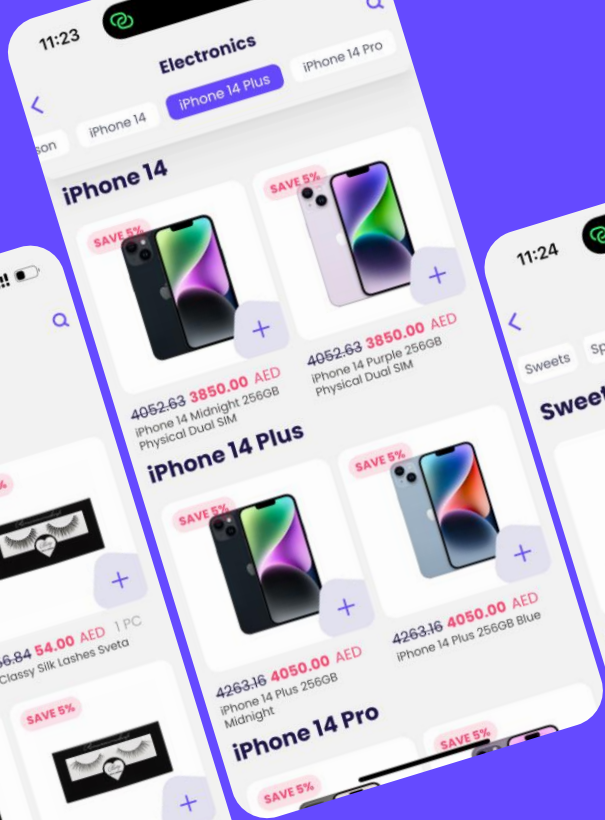
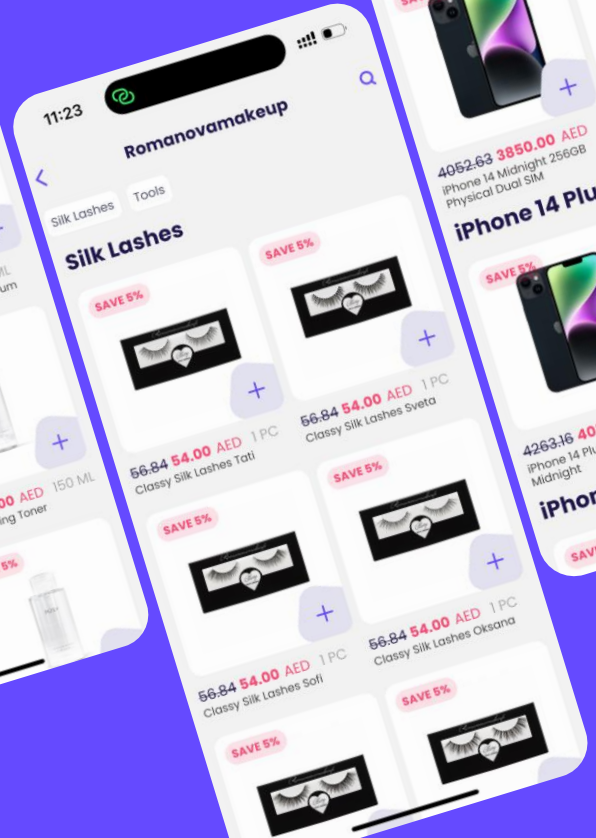
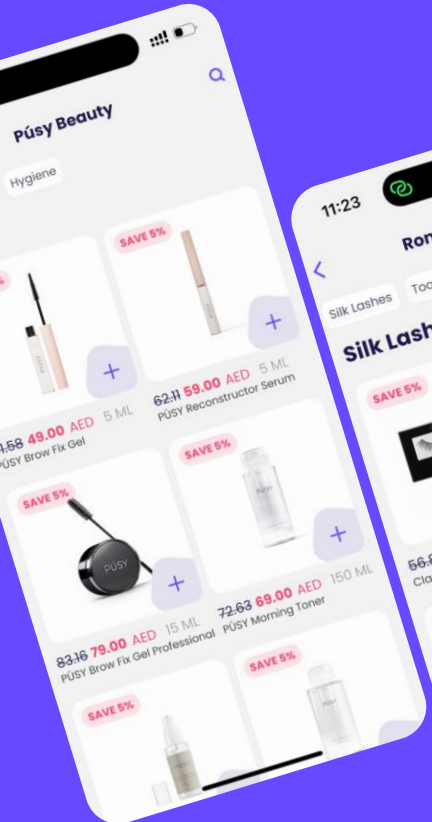


Want to **start** **selling** your goods in UAE?

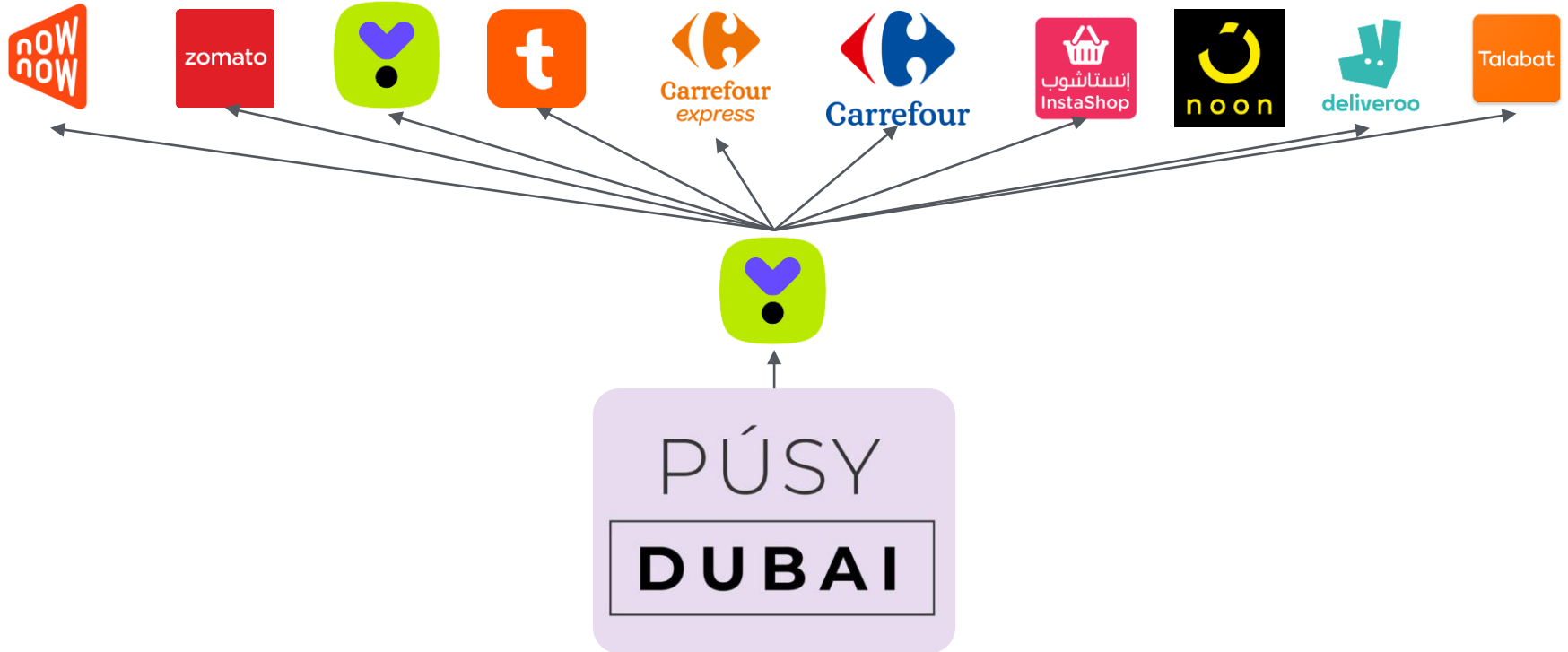
With Yalla!Hub's turnkey logistics solution, you can do it in one day

Learn about us in 1 minute





Yallahub is shortcut to the market



YALLAHUB RECEIVES 100 NEW REQUESTS MONTHLY

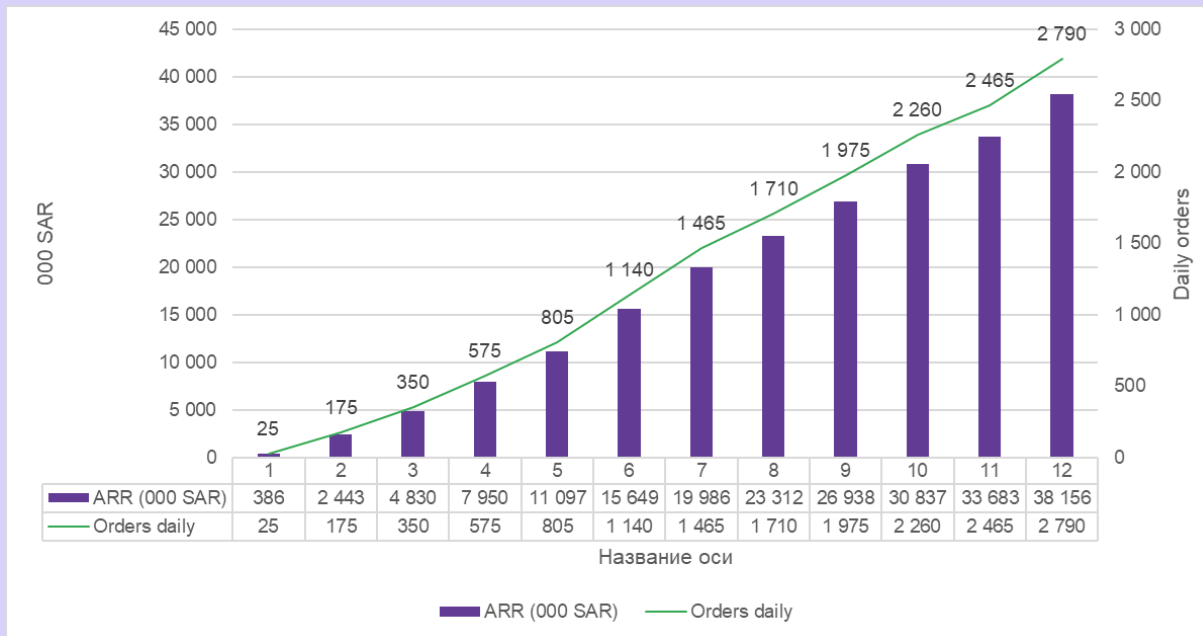


Small Local
non consolidated
warehouses



15-30 minute delivery	YES	NO Fastest: 2 hours	NO Fastest: Same day	NO Fastest: Same day, Next Day
Storage and fulfillment	YES	YES	YES	YES
UAE market entry support	YES	LIMITED	NO	NO
Assistance with import and certification	YES	NO	NO	NO
Marketplaces & aggregators listing and marketing	YES	NO	NO	NO

YALLAHUB IS GOING TO REACH 10 mln USD ARR IN 12 MONTHS



12M Target: aiming to reach USD 10M in ARR of **YallaHub**.
We will be fulfilling 2.8K of daily orders.

GEOGRAPHY

CONQUEST PLAN

2022-2023

- Dubai & Abu Dhabi : 5 million people, 80 stores
- Rest of UAE : 5 million people, 30 stores
- Saudi Arabia : 38 million people, 285 stores

2024-2025

- Qatar: 2.8 million people, 25 stores
- Oman : 5 million people, 30 stores
- Kuwait : 4.3 million people, 25 stores
- Bahrain : 1.5 million people, 20 stores

2026

- Africa: Lagos, Cape Town, Johannesburg



Investment request

Raising 10 mln USD in pre-series A at 50 mln pre-money valuation.

Syndicates and VCs

Angels Deck

Dubai Angel Investors

Doha Tech Angels

Wamda Capital

Yalla Invest Plan – 50x for investors



INVESTMENTS

KEY EXIT STRATEGIES

IPO in MENA market by 2025;

Acquisition by strategic players:

- Local players to acquire q-comm expertise
- International grocery q-comm players to gain a quick access to MENA market

Company*	Valuation	Year	EV/S
Uber – Careem	3.1 bln \$	Q1 2018	4.0
Amazon – Souk	580 mil \$	Q1 2017	2.5
Talabat – Zomato	172 mil \$	Q1 2019	7.2
Delivery Hero – Instashop	360 mil \$	Q3 2020	3.5
Average			4.3

KEY INVESTMENT THESIS

- Creating the ultimate leader in the super fast grocery delivery market in UAE and MENA in just a few years
- Target market with a high 17% CAGR over the next decade
- Superfast company growth of 30–40% monthly
- Target Valuation of \$3.5 Bln by 2025
- 70x potential business valuation growth

* selected exit examples in the industry in GCC;

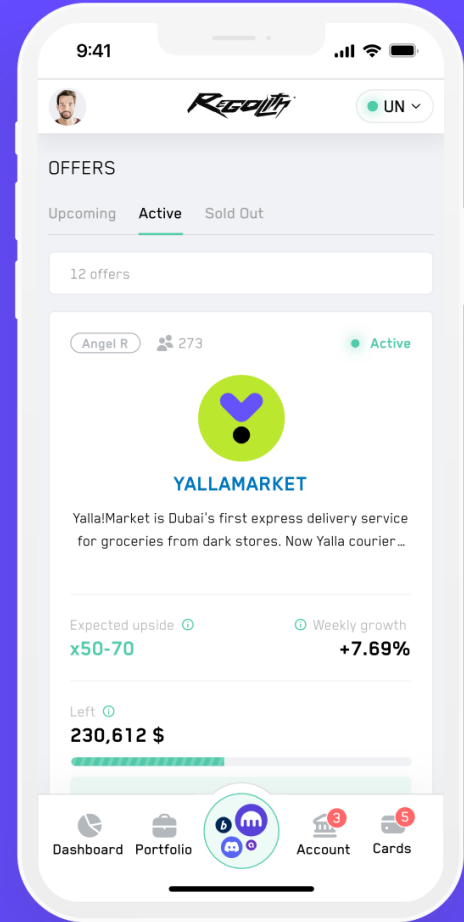
REQUEST FOR INVESTMENT

Raising \$10 million in Pre-series A at a preliminary estimate of \$50 million



Minimum entry: 1.000 \$

To participate in the deal, register on the site
Regolith.pro



How do I connect to Regolith and participate in the Yalla!Market deal?

1 step



Sign Up

Registration for website Regolith.pro

2 step



Account opening

Sign the contract and open an account with the help of a personal manager

3 step



Replenishment

Replenishment of the account "Bank Swift transfer in USD" or USDT/USDC cryptocurrency

4 step

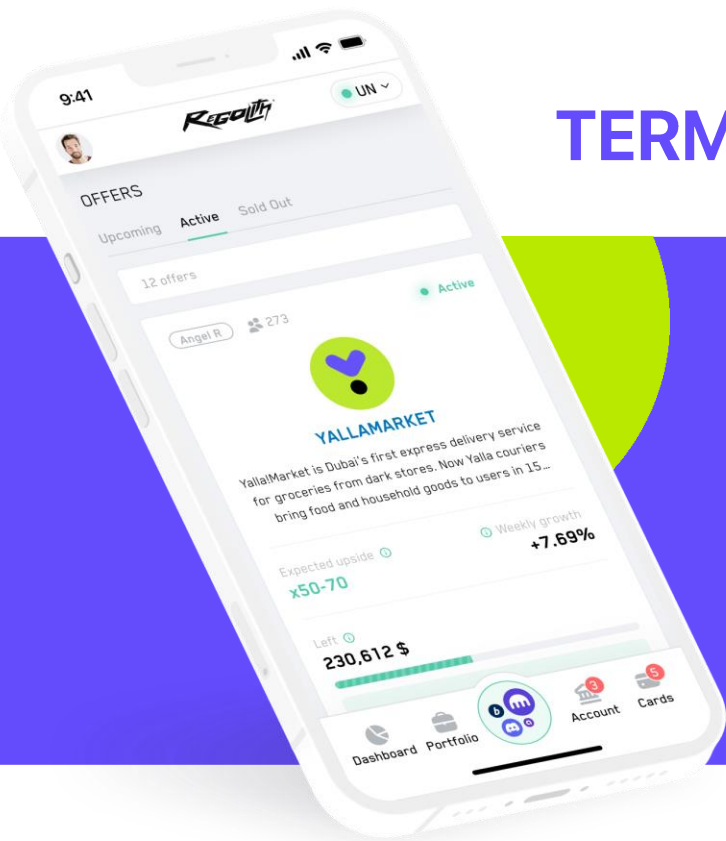


Deals

Participate in a Yalla!Market or other deal on the Regolith marketplace



If you are already a Regolith client, then you do not need to re-register on the site, just write to your personal manager that you want to connect to the new tool and how much you plan to start with.



TERMS OF THE TRANSACTION

Minimum deposit: 1.000\$

Purchase fee: 3%

Sales fee: 0.5%

Profit fee: 20%