



Vision, Mission & Values:

Improving the level of services provided by institutions to individuals by using appropriate smart technology to open new horizons for growth opportunities and facilitate access to services for individuals and institutions. And that is through our commitment to the highest professional standards in the world and the region and continuous research and development in this field. All this while preserving our national identity and working to ensure the greatest returns for our investors and the development of our partners and employees.

An Online Marketplace **ENQUEUE** App provides a new innovative service that facilitates the customer experience.

We provide multiple options through ordering and paying via ENQUEUE application



Our Vendors includes food and beverages as well as International franchises giving customers more reasons and variety of options for them to come back



ENQUEUE Serves These Sectors, Whether They Are :

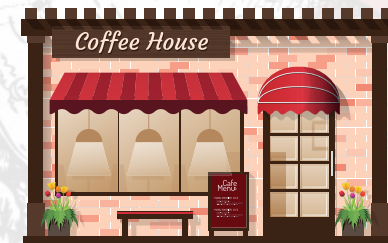
Restaurants



Kiosk



Cafes



Food Truck



Food Court



Mall Visitors Percentage (Food Courts)

Based on a study for malls in Jeddah, it shows this statistics



Purpose of Visits	Mall 1	Mall 2	Mall 3	Mall 4
Dining at Restaurants/Food Courts (inside lunch)	40%	39%	38%	28%
Hanging out with friends	21%	13%	16%	18%
Lounging/Café	9%	9%	11%	10%
Shopping Grocery	15%	21%	21%	35%
Shopping Other (Fashion, Technology, Jewelry, etc)	15%	18%	22%	9%

Unlimited Cravings in One Place

Drive-Thru Order



Curbside Order



Malls - Food Courts



Why do you need **ENQUEUE** ?

■ Drive-Thru

Statistics Shows

51%

of consumers would visit restaurant if they had a drive thru.

61%

of customers choose drive thru to reduce waiting time

Why do you need **ENQUEUE** ?

Curbside

Nearly 8 out of 10
customers using
curbside order

%85 of consumers will consider or outright
leave a perceived long line. (food court /curbside)



ENQUEUE

Why do you need ENQUEUE ?

Speed of Service

85%

Of consumers will consider or outright leave a perceived long line.

This is up 8 points from February 2021.



Apps get deleted if users **still** have long wait times once on premise.

NEARLY 1 in 2
will delete the app.

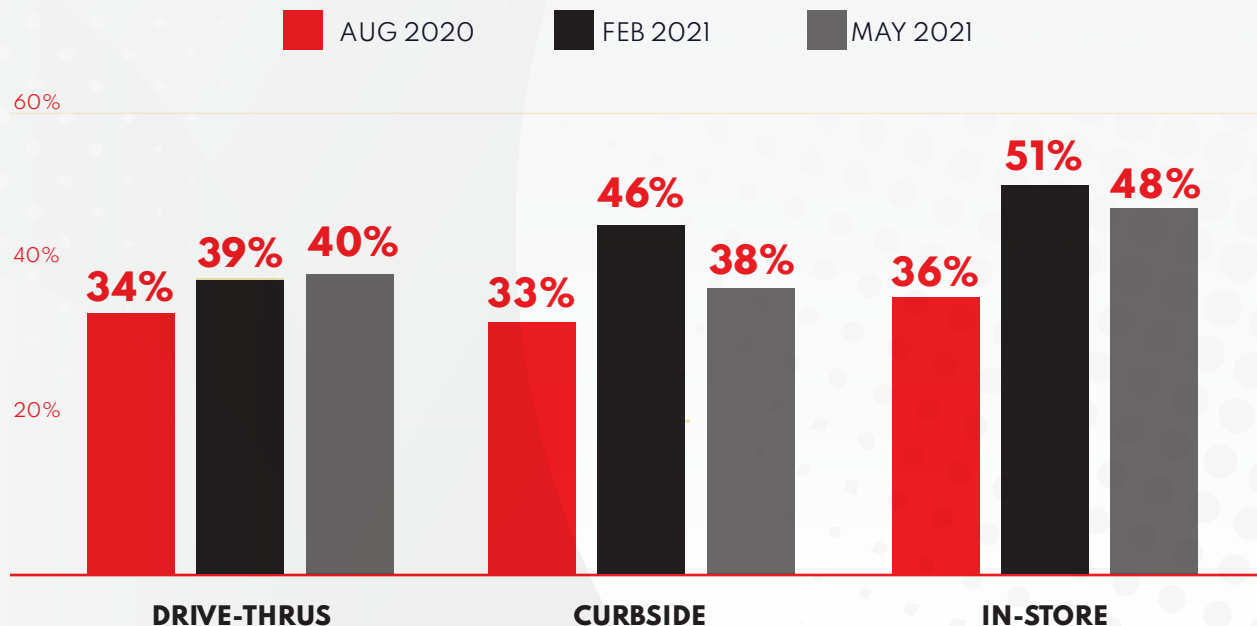


Why do you need ENQUEUE ?

Speed of Service

Of the three channels for pickup, **in-store customers** consistently voice strong demand for lower wait times.

Percentage of Consumers Wanting Wait Times Under Six Minutes:



Why do you need **ENQUEUE** ?

Speed of Service

Top Reasons Why Consumers Delete Apps



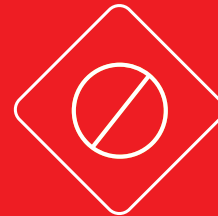
Order is cold



Still have to wait



Doesn't save time



Can't customize order



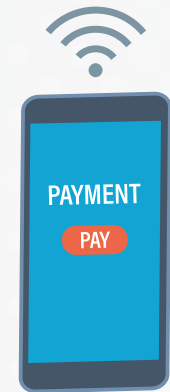
Frustrating they
time their order

Top reasons why consumer would use ENQUEUE App



Simple to Place Order

1 out of **3** consumers want the ability to **order** and/ or **pay** using their own phones



1 out of **3** Consumers would use an app if it meant that restaurants knew when they were on thier way or have arrived on premise .

What consumers want in a restaurant experience:



3.5 X

A designed drive-thru
lane for mobile pickup



2.2 X

Restaurant automatically
knows when im on my way
or have arrived



1.3 X

Menu board that automatically
greet me by name and knows
my regular order



1.9 X

Ability to text the restaurant
with my order before arrival

How Will ENQUEUE Help In Customer Engagement & Retention



Engagement Tools Portfolio

User Profiling and Segmentation



In App Communication

How Will ENQUEUE Help In Customer Engagement & Retention



Mail



Send Notifications



Digital marketing

The facilities provided by ENQUEUE to the client

- 1** Revenue
by introducing customers to the store through the application
- 2** Promote
A pop up notifications sent about their proximity to the site
- 3** Organization
Queues and requests in a contemporary technical way creating a new competitive environment
- 4** Customers Behavior
Studying the customer's behavior by tracking their location and their usual requests in the application
- 5** Customers Loyalty
by providing good service to return and order again

Value Propositions



Loyalty Program



In-Store Ordering



Promo Capabilities



ENQUEUE Wallet



Planned Features



Thank you