



### Unique Approach:



A joint-venture with Al Hilal Club, the Group owns 51% of Blu Store, a platform specializing in selling and marketing sports-related products and services representing different leading brands. Blu was the first interactive app of its kind in the region and was marketed as the Kingdom's home of all related sports products, providing goods, services and news to both sports professionals and amateurs as well as fans. Customers can also purchase tickets to prominent sporting events through the app.

Business was booming for Blu in 2023, registering over one million users in a matter of just 13 to 14 months. The app, which caters almost entirely to sports enthusiasts who tend to be the younger generation, is not a traditional e-commerce platform and follows a uniquely hybrid business model created by Jahez combining elements of both e-commerce and direct commerce that will likely be emulated by the wider e-commerce market sooner rather than later.

Blu is projected to grow at an accelerated rate and is expected to be one of the largest applications in the Kingdom in its specialty.

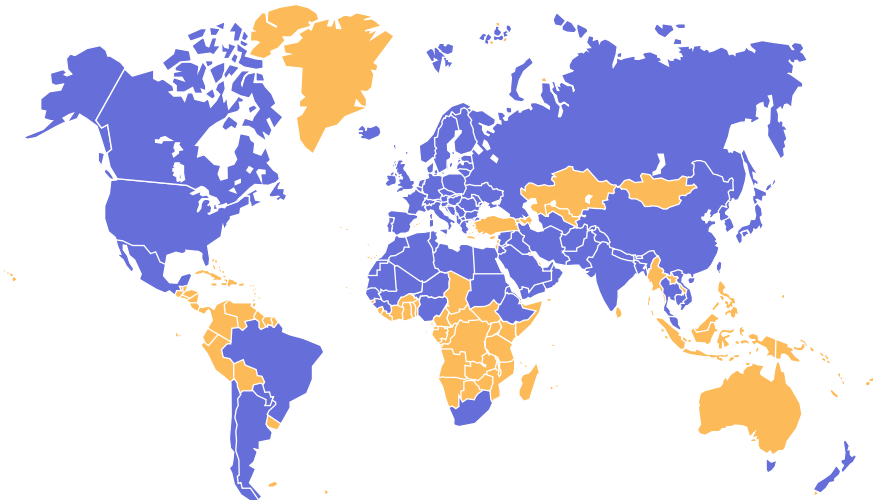
### ➔ Record Sales

The Group benefit from its joint venture with Al Hilal, the sports club that dominates Saudi Arabia's sports industry with over 50% of the population being active fans of Al Hilal. The club has fans all over the Gulf region and around the world.

Benefiting from 1.4 million user on the platform, Blu ships to anywhere in the world and, during the reporting period, the company shipped products to 70+ countries. App downloads were recorded in over 170 countries during the year under review. We were also able to rent over 1,000 fields for more than 10 different sports in 2023, and sold an impressive 700,000+ tickets.



The rise of Saudi pro League boosted Blu's growth to capture global audience



Blu has sold to all continents in the world

Markets Focus

Primary market \_\_\_\_\_



Secondary market \_\_\_\_\_



Serviced market \_\_\_\_\_

