

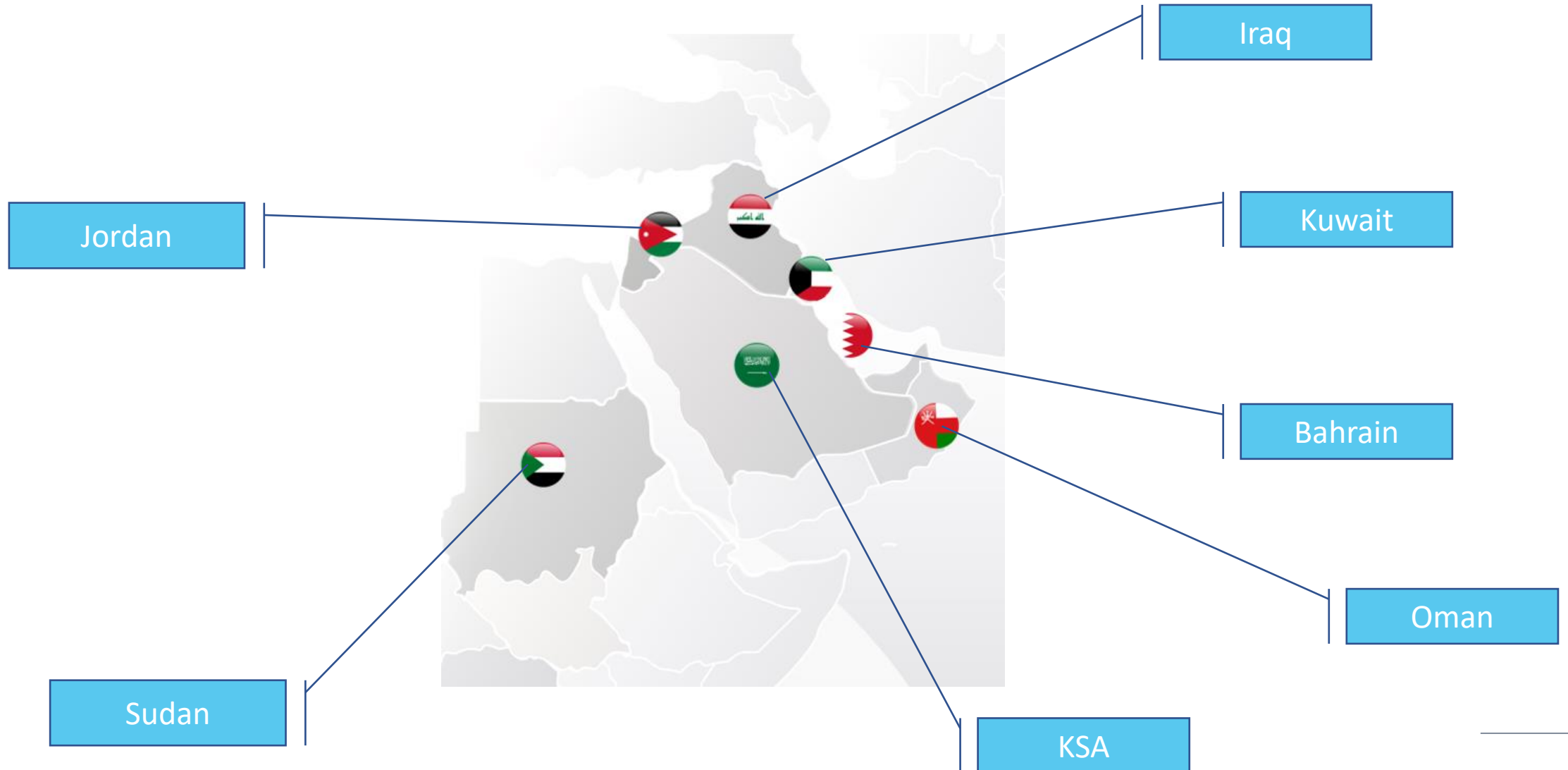
A light gray world map serves as the background for the slide. The continents are clearly visible, with the Middle East and North Africa (MENA) region highlighted in a darker shade of gray.

**Dizlee**

**Empello.**

**Market Overview :  
MENA**

*Introduction: Dizlee is a digital monetization ecosystem provider operating in 7 countries across the MENA region*



Market Overview: Iraq

41.2 Mn  
Total  
Population



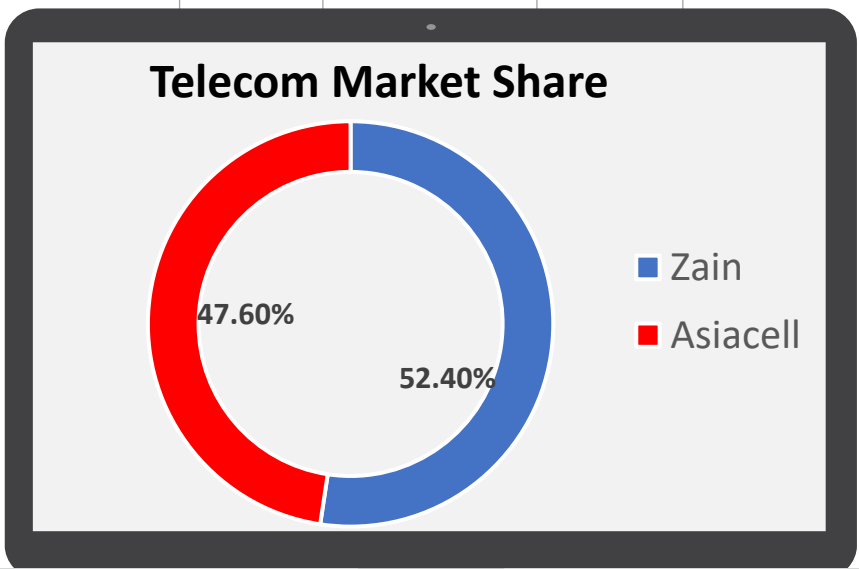
\$209 bn  
2021 GDP

34.28 Mn  
Mobile  
Subscribers



\$2.7  
Telecom ARPU

Cash reserves to grow upto \$90  
bn with 4% GDP growth (as  
predicted by the Arab Monetary  
Fund)



The third player in the market  
(Korek) functioning without a  
license – new license expected in  
2023

## VAS/ Digital Services insights: Iraq

01

Low financial inclusion followed by high availability of 4G/FTTH = excellent potential for alternate payment channels for digital services



02

High volumes result in big business: e.g., the largest gaming service generates >\$4 bn monthly

04

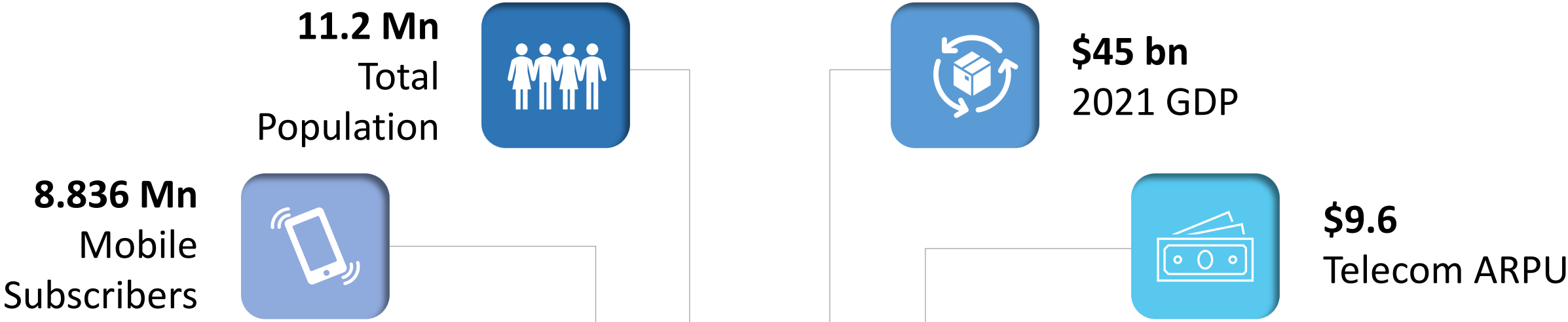


Standard flow is HE+2-clicks – affiliate advertising allowed in some cases

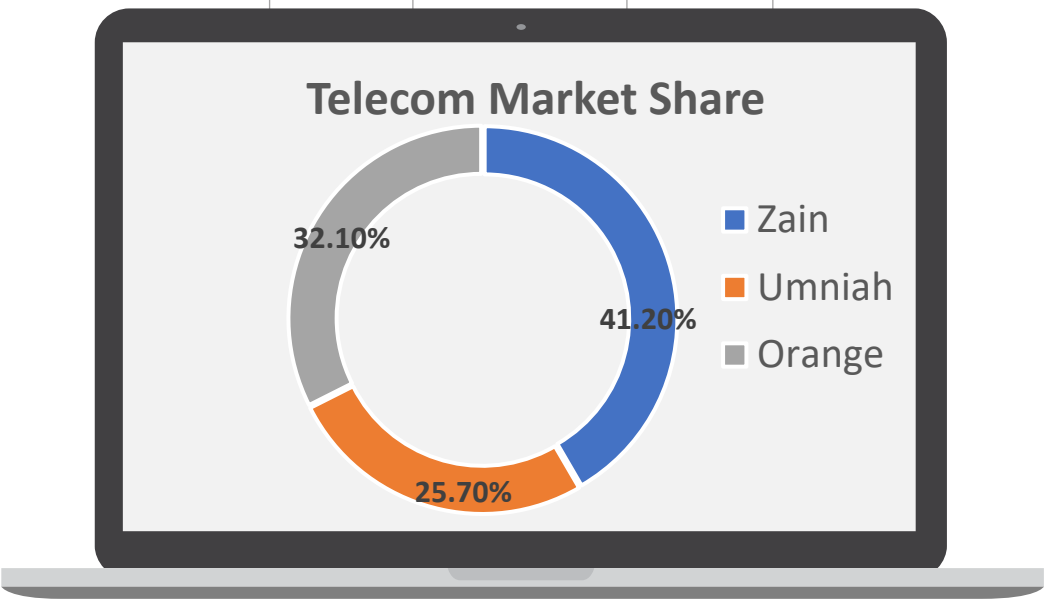
03

Highly cooperative Operators: Zain IQ recently awarded 'Leading Carrier in DCB' in Berlin

Market Overview: Jordan

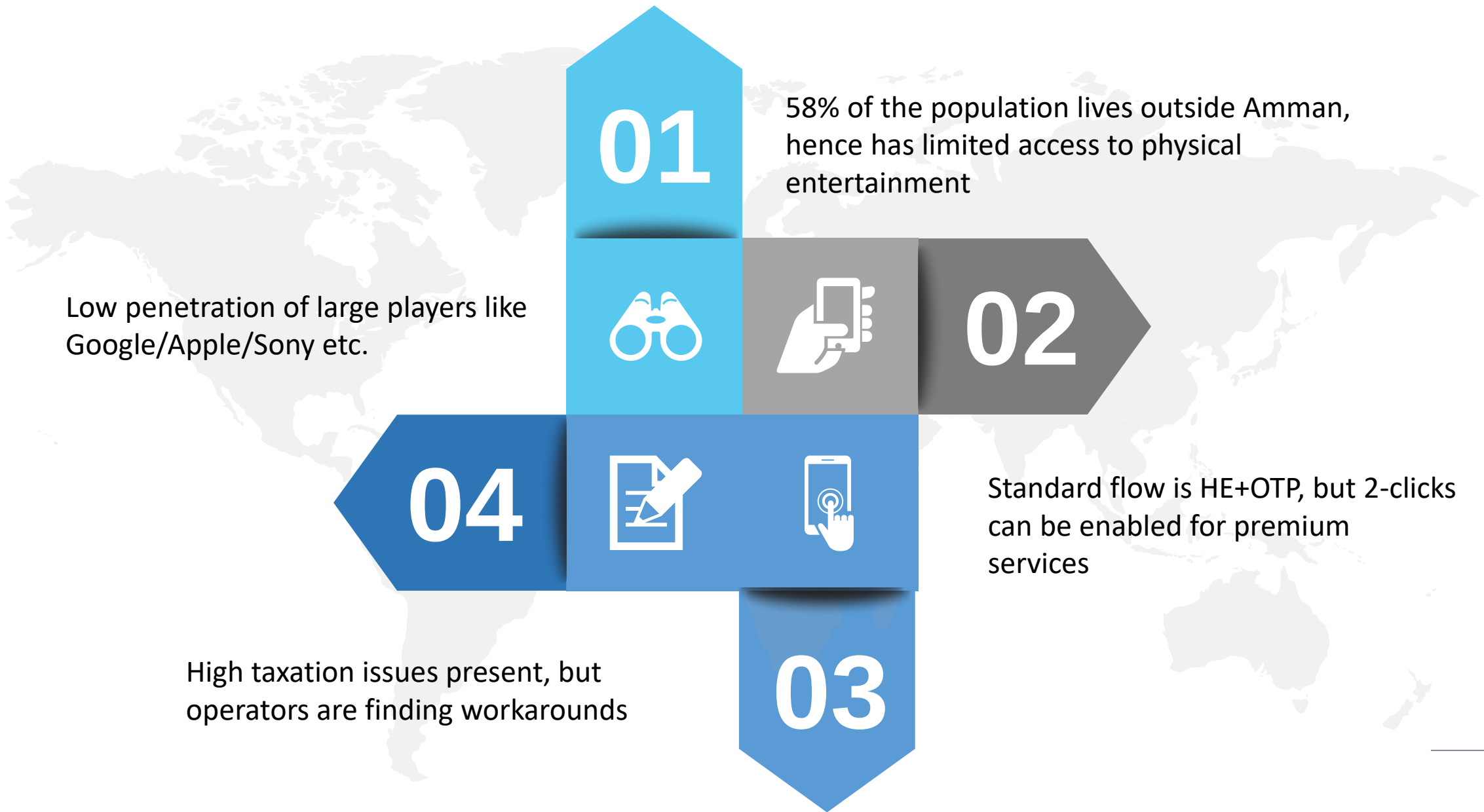


Operators recently renewed their 4G licenses for 10 years and received 5G licenses for 25 years

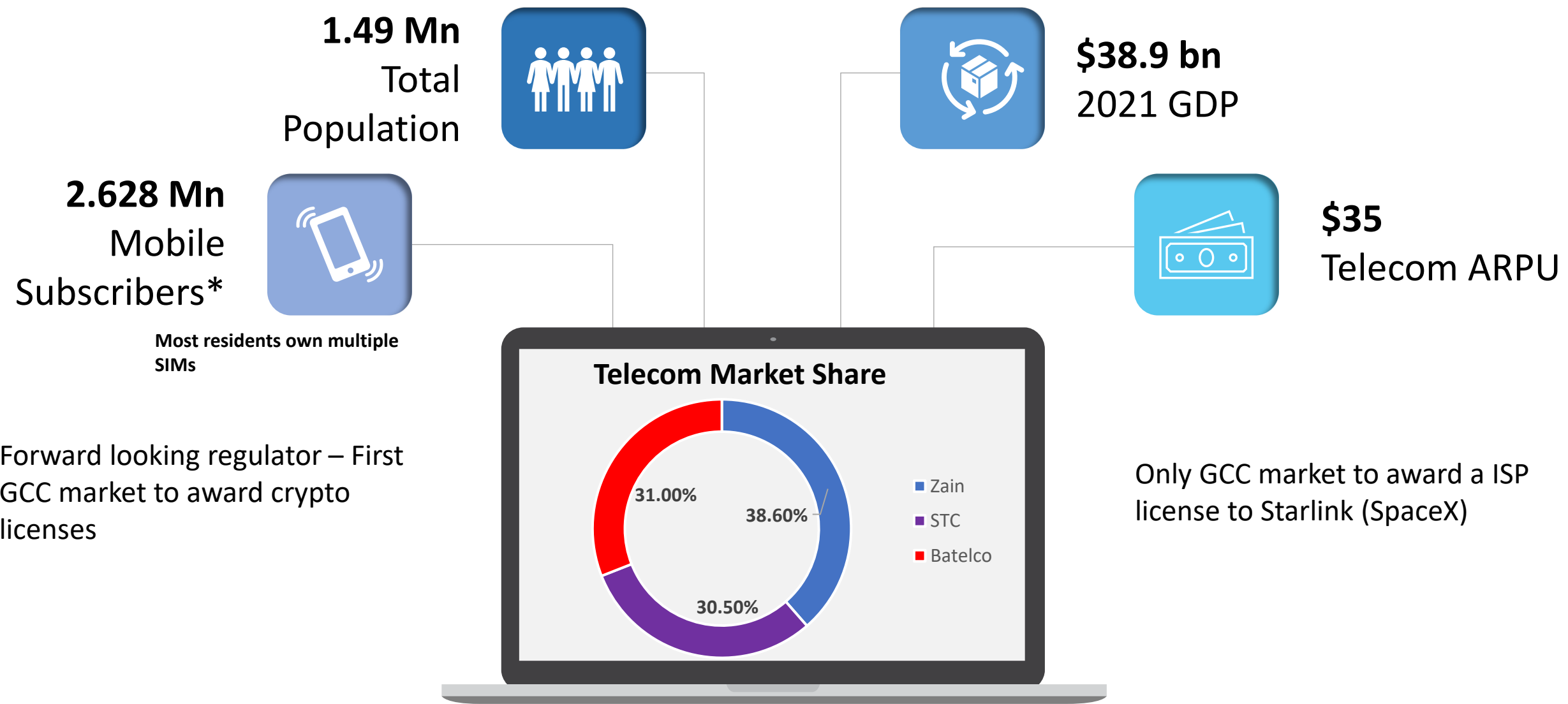


5G services to be launched in 2024

VAS/ Digital Services insights: Jordan

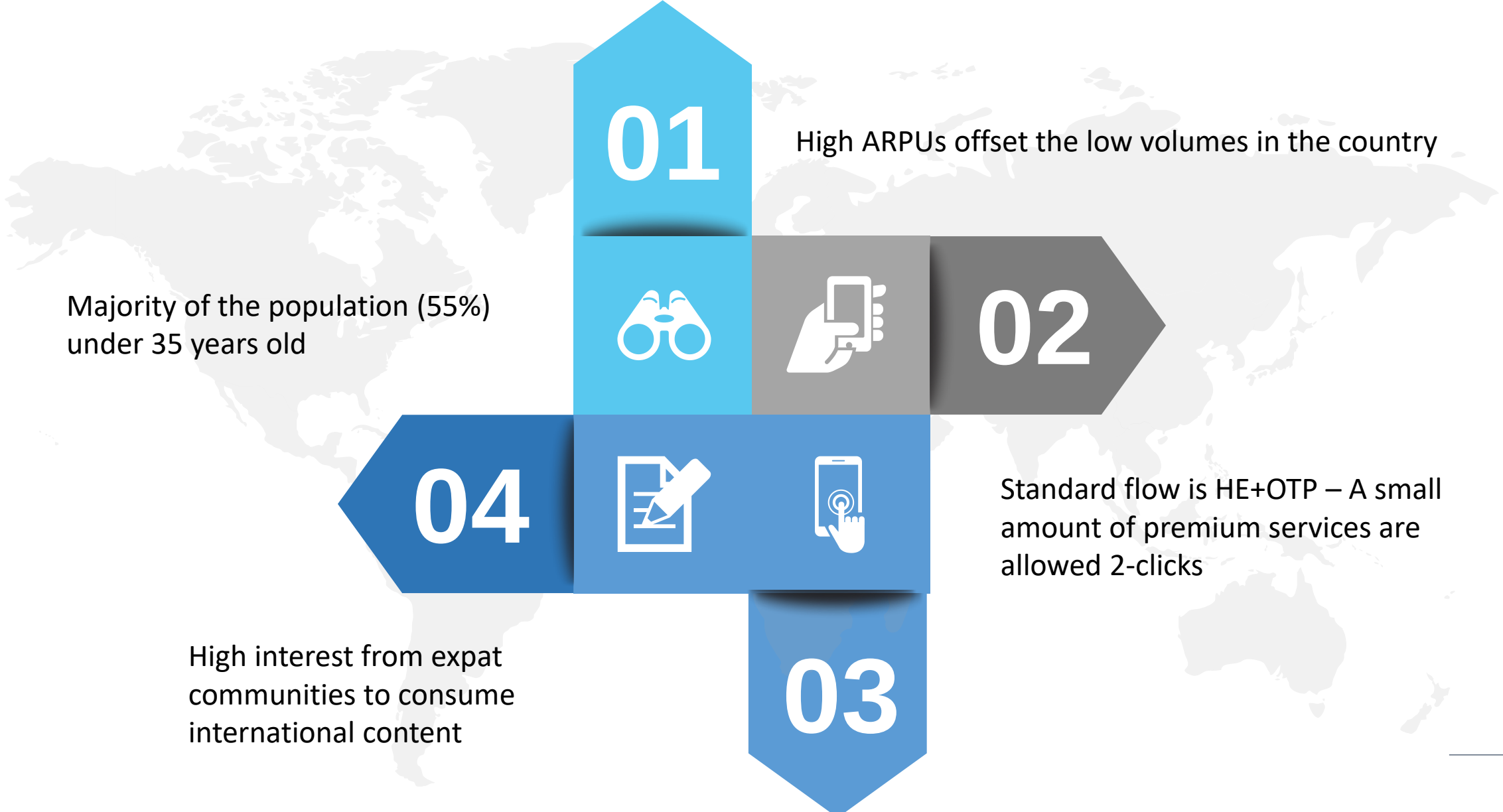


Market Overview: Bahrain



(All figures as of Q2 2022)

*VAS/ Digital Services insights: Bahrain*



Market Overview: Oman

5.101 Mn  
Total  
Population



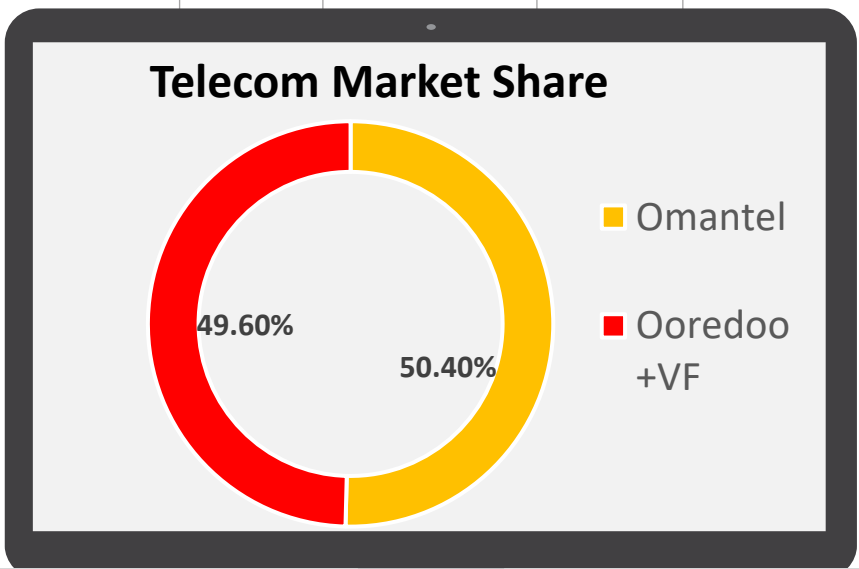
\$86 bn  
2021 GDP

5.14 Mn  
Mobile  
Subscribers



\$20  
Telecom ARPU\*  
\*Reported by Omantel

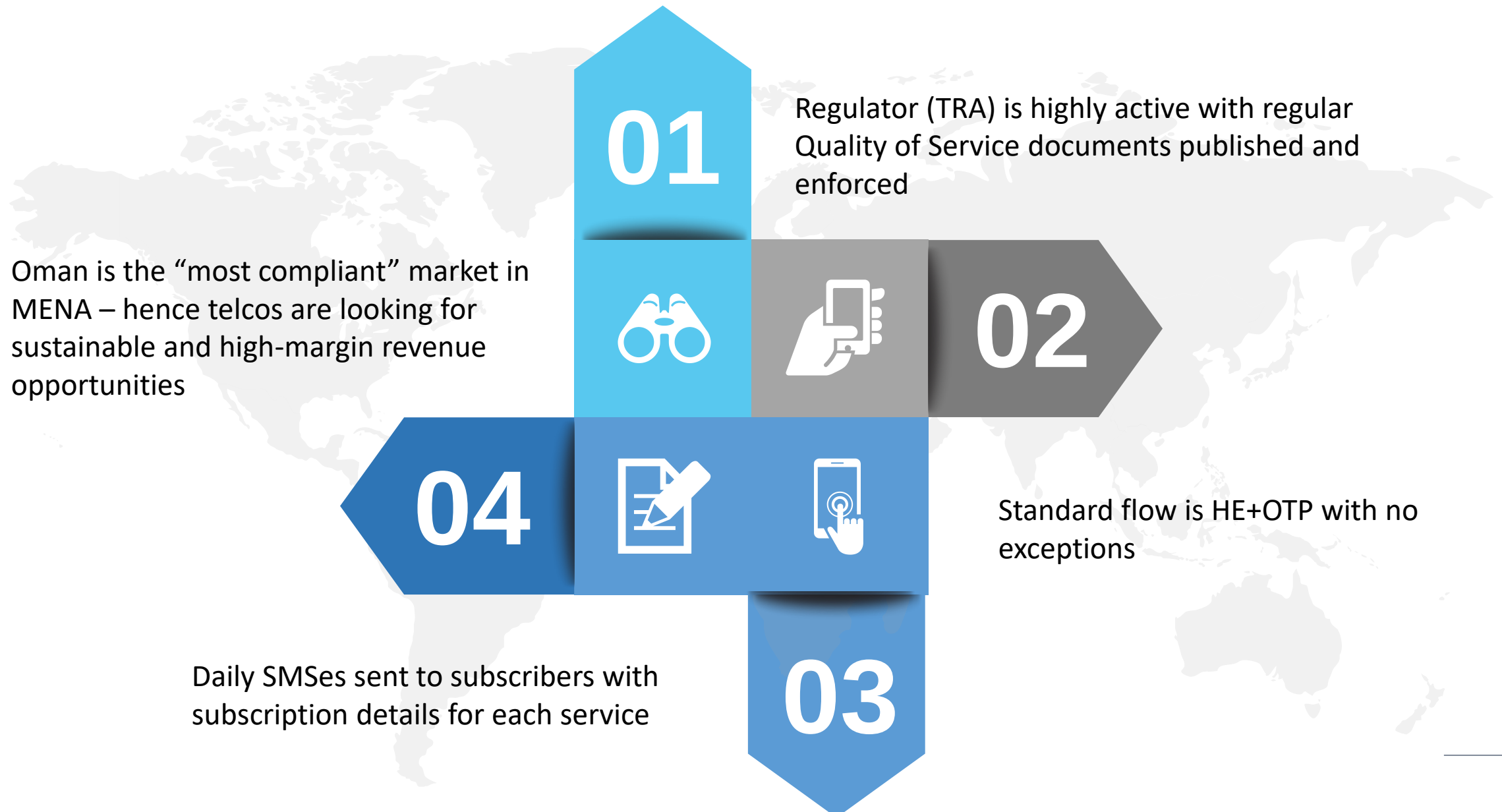
Vodafone Oman became  
the 3rd service provider in  
Jan '22



Fixed – Mobile ARPUs saturated  
for both operators : Heavy focus  
on alternate revenues\*\*

\*\*As per Omantel Annual  
Report

VAS/ Digital Services insights: Oman



Market Overview: Sudan

45.5 Mn  
Total  
Population



\$35.15 bn  
2021 GDP

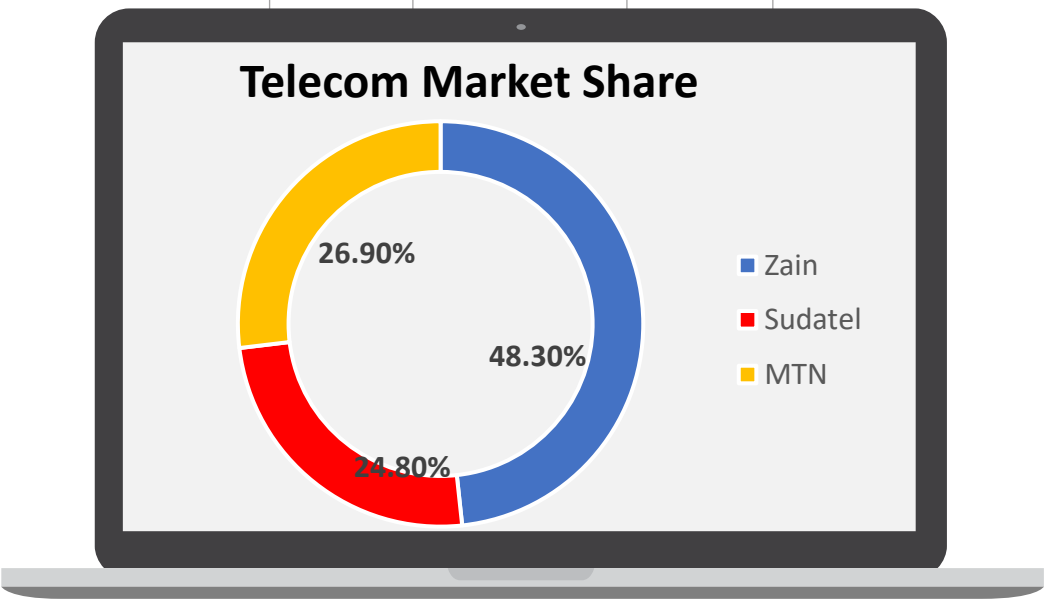
33.82Mn  
Mobile  
Subscribers



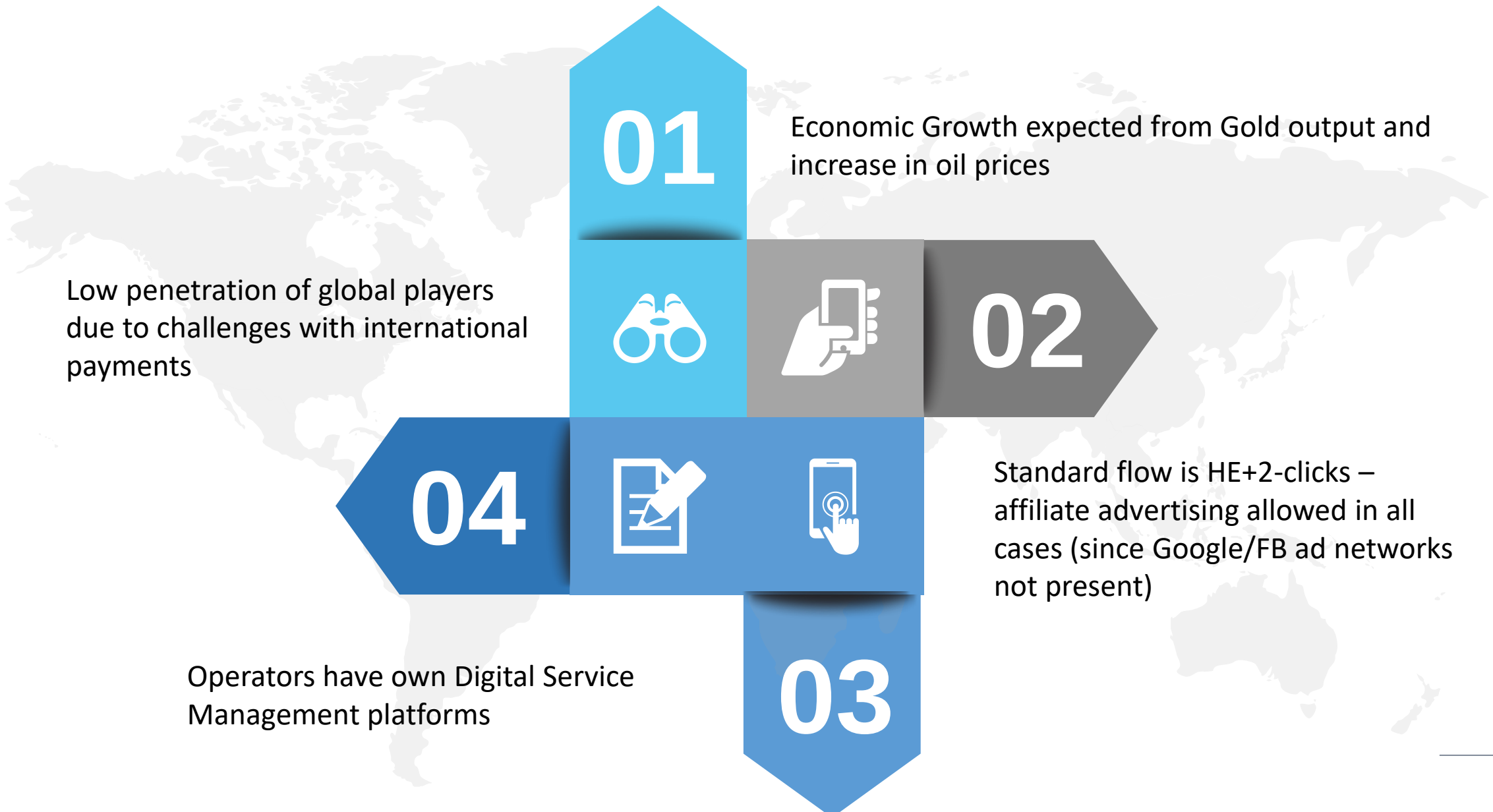
\$1.8  
Telecom ARPU

Heavy liberalization post removal  
of US sanctions in December 2020

MTN and Sudatel have  
conducted 5G trials in 2022



VAS/ Digital Services insights: Sudan



To help service providers navigate  
these diverse markets

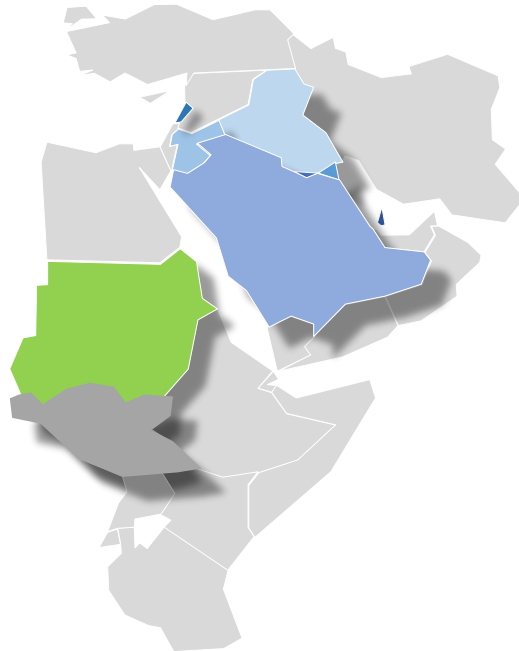


launched

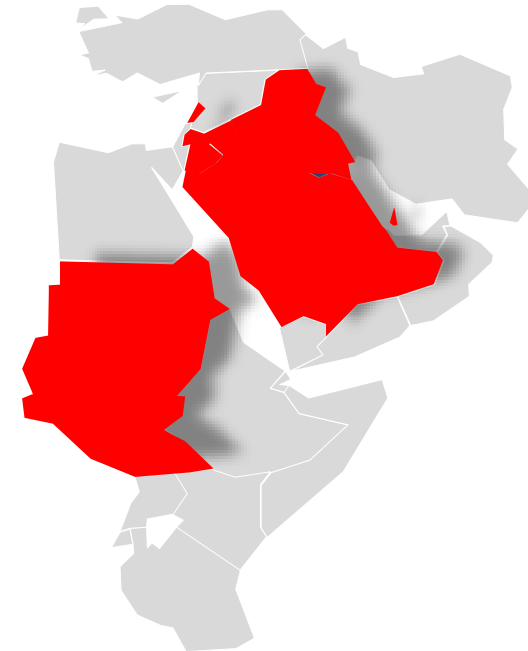


*History: In 2018, Zain Group, a multinational telecom spread across the MENA region, decided to unify its digital services offering and leverage its scale*

If acting alone...



if group synergy utilized...



**Hence The Zain Group API Program was born**

*In 2022, we decided to spin-off the API Program into a new entity, named Dizlee Communications*

**1** Unique contract + **1** Billing API connection



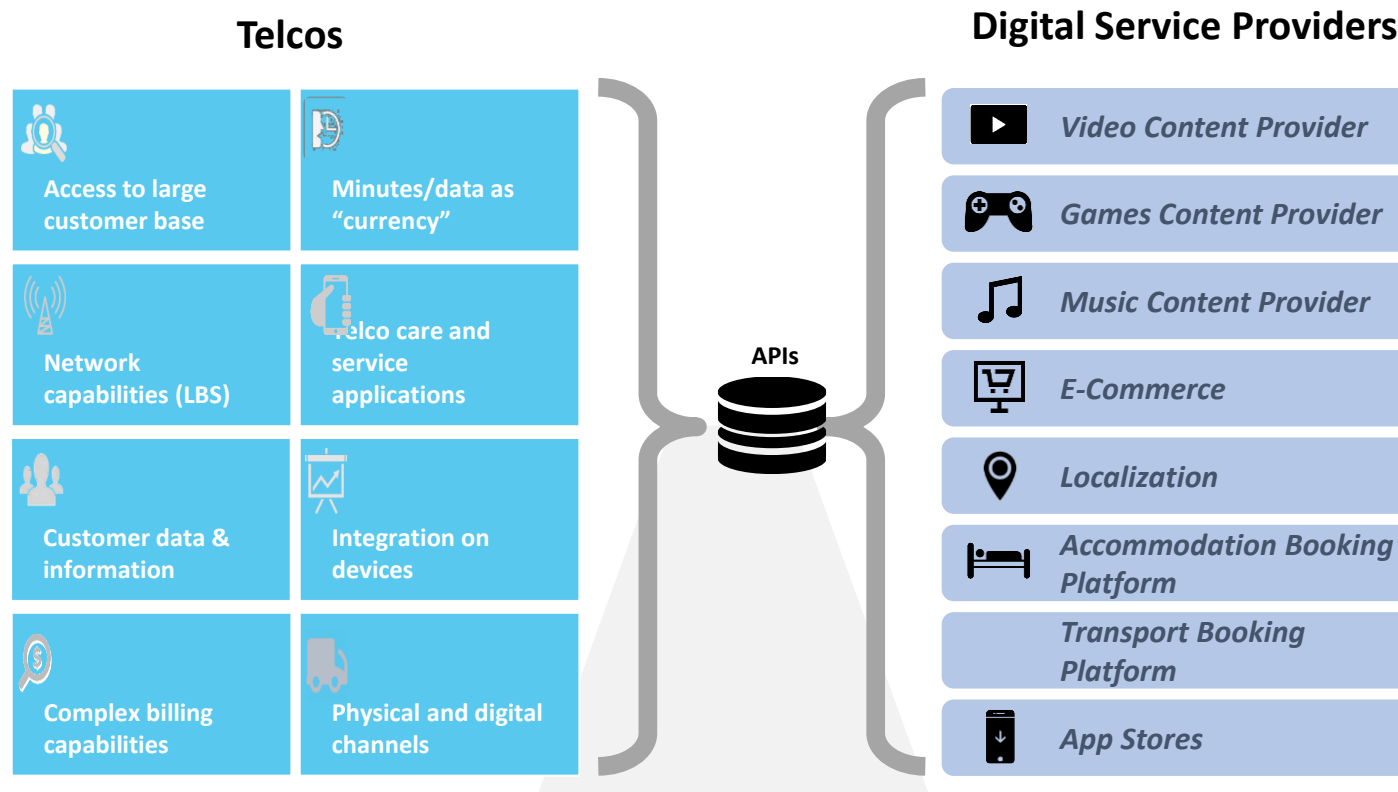
**7** markets

**50 million users**



## We achieve this by using the best-in-class Apigee Edge Platform

- Our API platform ensures quick integration across countries with
  - differing currencies
  - flows
  - price points
- Highly secure, yet ensures quick and seamless GTM at the same time



*In only 4 years since launch, we have scaled impressive heights*

2018

1 Merchant

1 Service



2022



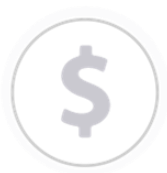
**25 partners & 51 services**  
*already live*

*Our results speak for themselves as we grow leaps and bounds*

**+ \$170**

million

in End User Spend  
since launch



**+191**

Million transactions

Processed since launch



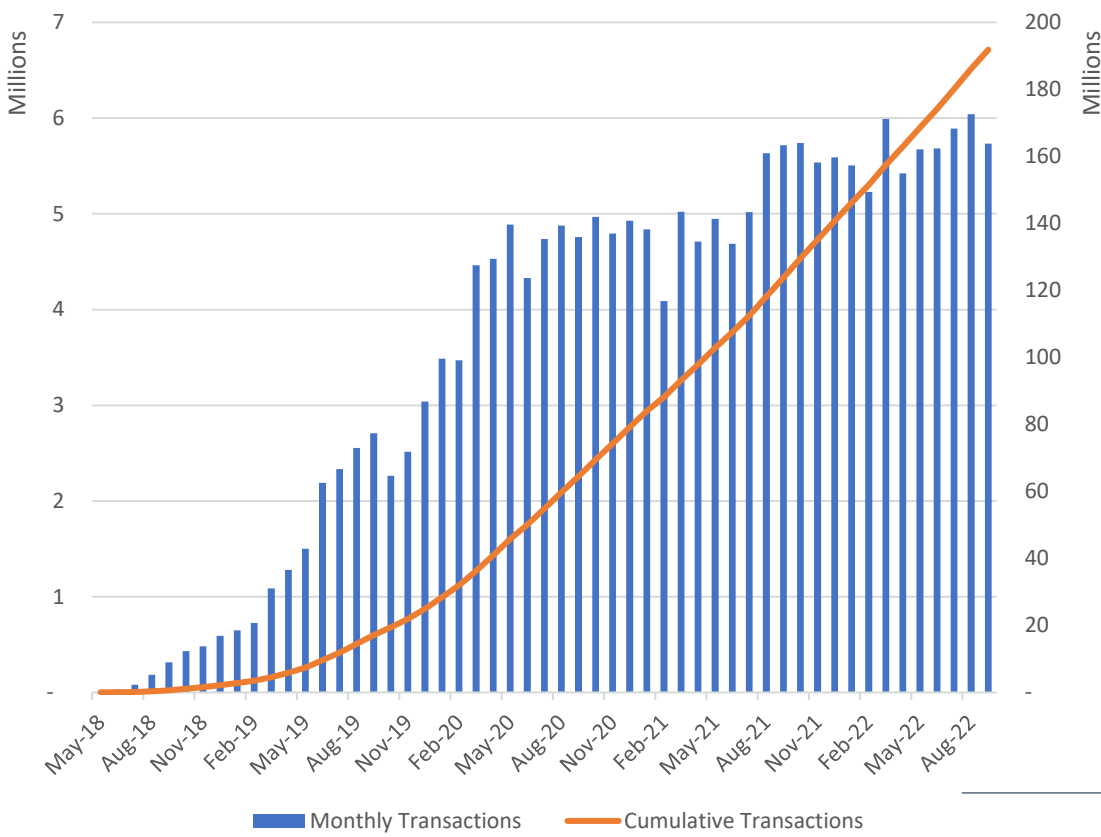
**100%**

growth

in revenue between  
2019-2021



No. of successful transactions (subscription, single purchase, renewal)



*We are looking for partners who would grow with us and help our connected operators reach new heights*

### Content



### E-education



### OTT Communication



### E-commerce



### E-health



### Mobile Advertising





THANK YOU