



Unipal

Brands Doorway to the Youth.

What's Unipal?

Unipal connects brands to the most important customer base, the youth, through an interactive platform.

Brands can finally *build, engage and reach* customers of the future.

And soon, a new era of **youth banking...**

Innovative. Personal. Connected.



Broken System

Brands have forever struggled with reaching the youth segment properly;

- Shooting in the dark! Lack of knowledge in how to address the youth.
- Wasted money, resources and time.
- Unable to accurately track ROI.
- No relationship with the userbase after visit.
- Users feel lost in fragmented channels.





The Trend-Setters

Trend-setters, Influential, Explorers, and the list goes on...

Statistics on the importance of the Youth segment as customers are endless.



4%

Only 4% of people change their primary bank after the age of 24



92%

Over 90% of what becomes trending is because of the youth



Complete Solution

User App



All in One Platform

Algorithm-based App for a complete personal journey

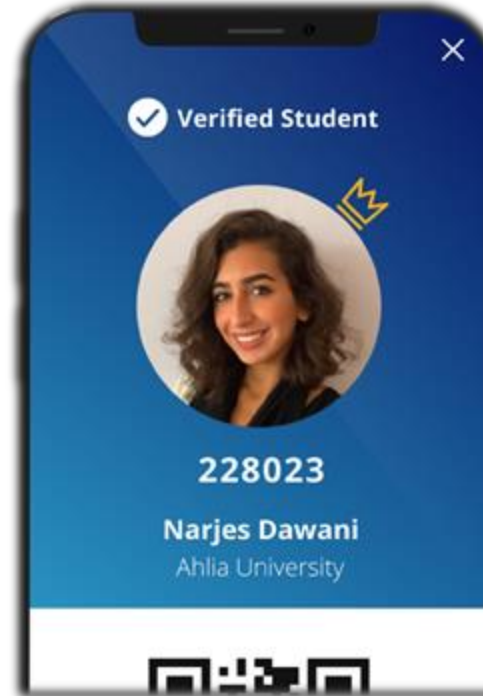
User App



Geo Location

Advanced Geo filters to further personalize

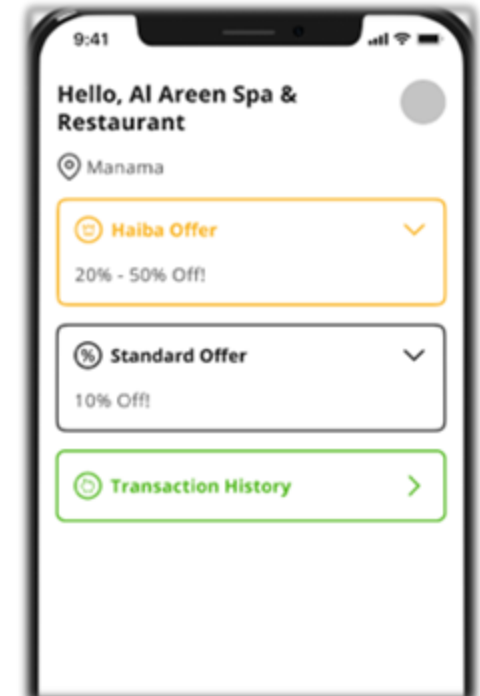
User App



Instant Verification

Trusted portal by users & brands

Business Portal



Data Tracking & Analysis

Enabling full consumer behavior understanding

The Unipal Takeover!



Bahrain Takeover.



97%

Users registered from the student population in Bahrain. Proven Product Market Fit!

60,000+

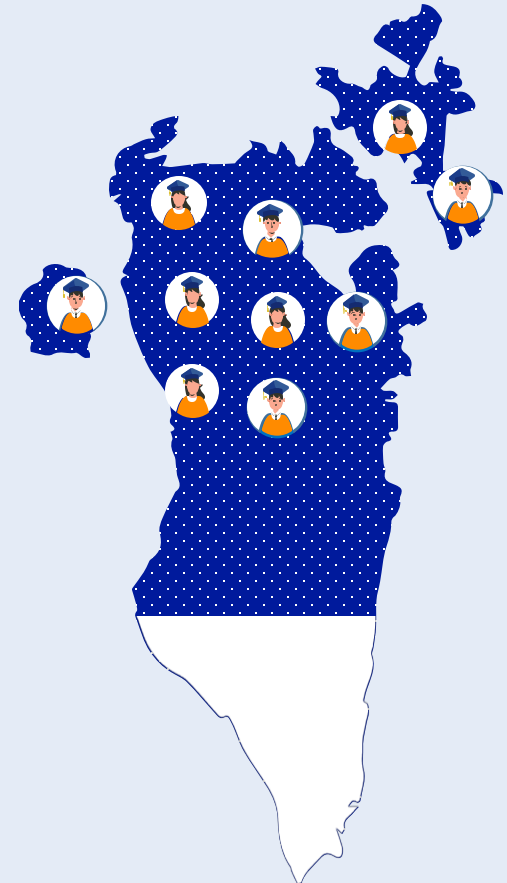
Student Sign-Ups

Highest Market Share

350+

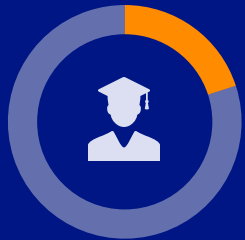
Brand Partners

Biggest in Bahrain





Saudi Incoming Takeover



200,000+

Users in 10 months!



250+

Partnered Brands!



5x Faster Growth than Bahrain

2x Higher Revenue than Bahrain





Notable Highlights



Hyper Growth

330% Growth in Users

300% Growth in Revenue



Best Mobile App

eGovernment National Awards in
Bahrain



#1 on the Apple Store

For a Total of 187 days



2nd Place in GITEX

Global Startup Competition in
Dubai, UAE

Unmatched Experience for All Stakeholders

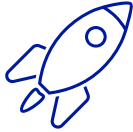


The Youth Love Us



Best Mobile App

Bahrain National Awards 2023



#1 on the App Store

For a total of 187 days in 2023



18+ Million Views

Our Insta & TikTok Views in 2023



500+ Exclusive Offers

Biggest youth offering platform





Direct Impact on Brands



41% Off-Peak Coverage

Unmatched level on off-peak push



24% Increase in ABV

Higher average basket value



New First-Timers

Continuous influx of new customers



Top Retention

Over 90% retained partners





Trusted by the Best





A Growing Opportunity



\$135bn+

Annual Spend of the Youth in
the GCC

\$108bn+

Retail and F&B Market

205k+

Retailers in GCC



7%

Annual Growth of the
Youth Demographic



AWARDS All-Star Team





What's Next?



Expansion - Plug & Play!

- ✓ Bahrain
- ✓ Saudi
- ⌚ UAE
- ⌚ Rest of GCC



Product Boost

- ✓ Best Mobile App
- ✓ Algorithm-based
- ⌚ Digital Payments
- ⌚ In-App Upselling



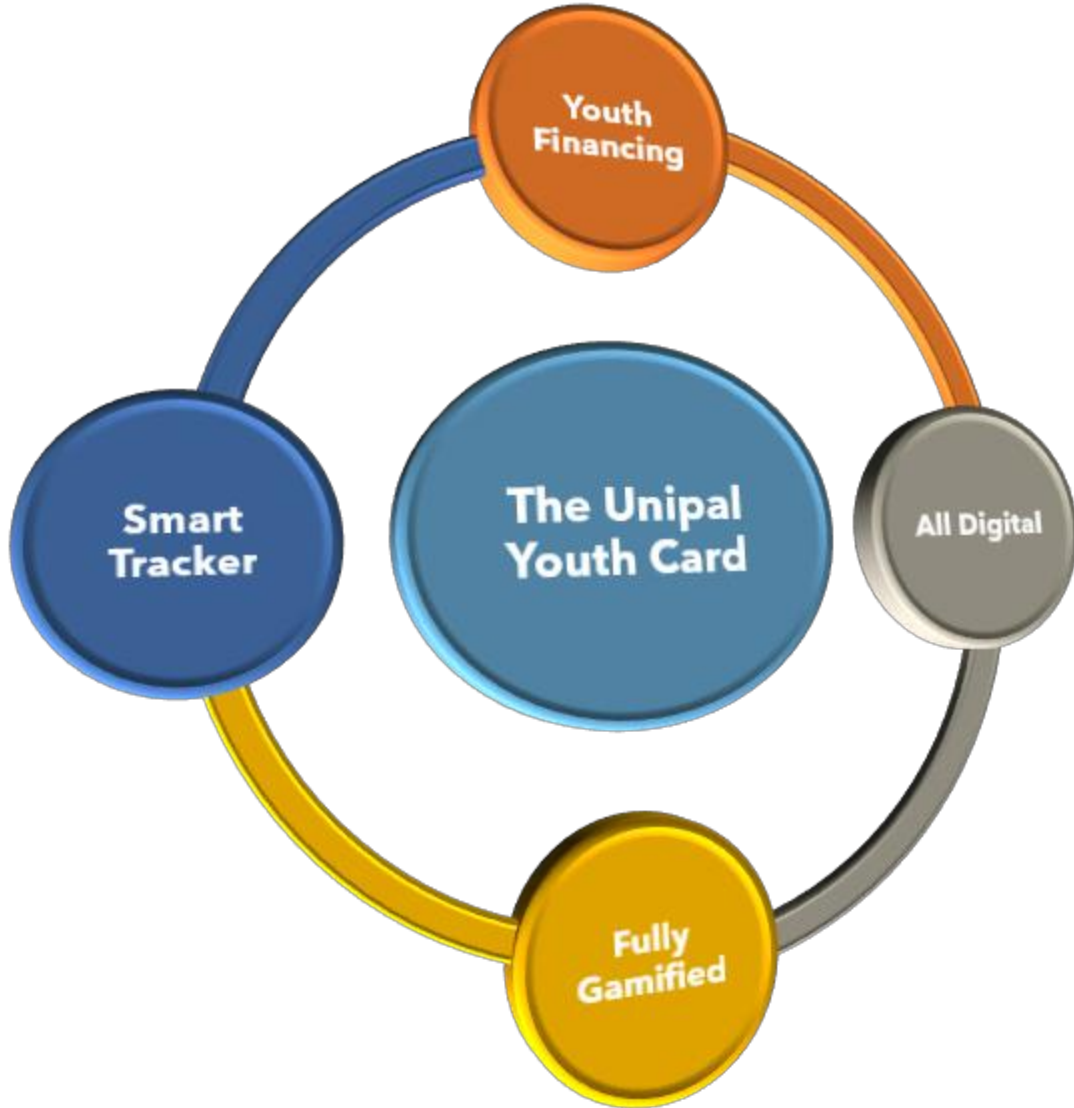
Youth Bank Card

- ✓ The first of its kind in MENA!





New Era of Youth Banking



First pilot to launch in Bahrain in July '24



Upcoming Unicorn!



Current Round \$1.2m

Remaining \$250k



500,000 Students
5,000 Partners



5 Cities



Youth Banking



Previously Raised
\$700k



Backed by the Best



Join the Journey!

