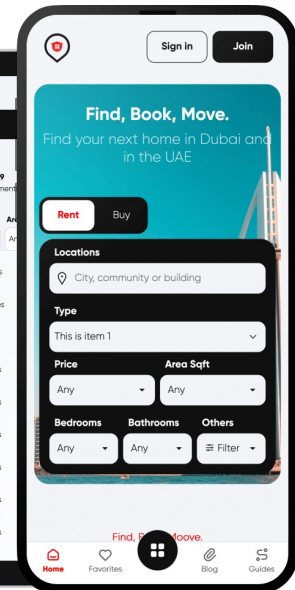
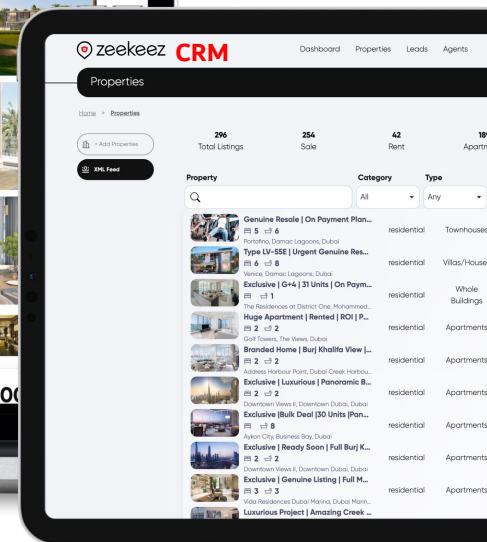
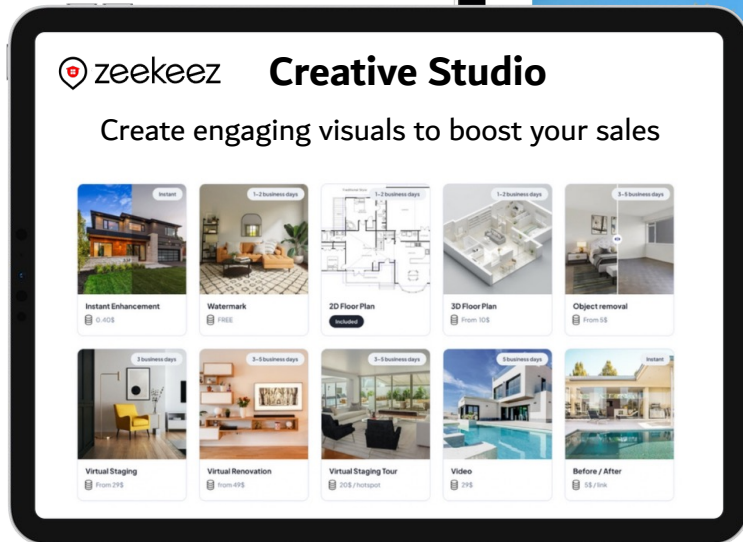
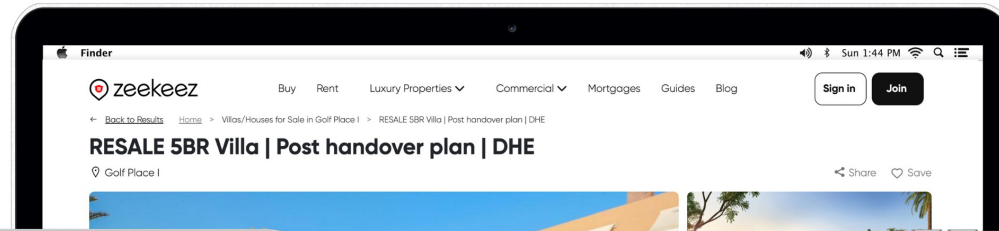




# 1<sup>st</sup> All-In-One Property Portal

The Most Advanced Real Estate Platform: Portal + BnB + Home Services

While the UAE Property Journey is becoming more complex, it's a market looking for a leader.



# The **problem**

## The beautiful, and very painful property journey



### **Fragmented market**

Lack of clarity and simplicity, several frictions: portals, brokers, developers, banks, providers, suppliers, government institutions...



### **Time-consuming journey**

Multiple interlocutors and complex property journey: repeated discussions, repetitive tasks, lack of convenience, repeated information sharing...



### **Hidden market**

Unrevealed properties due to expensive listings cost: only 35% of properties are promoted.



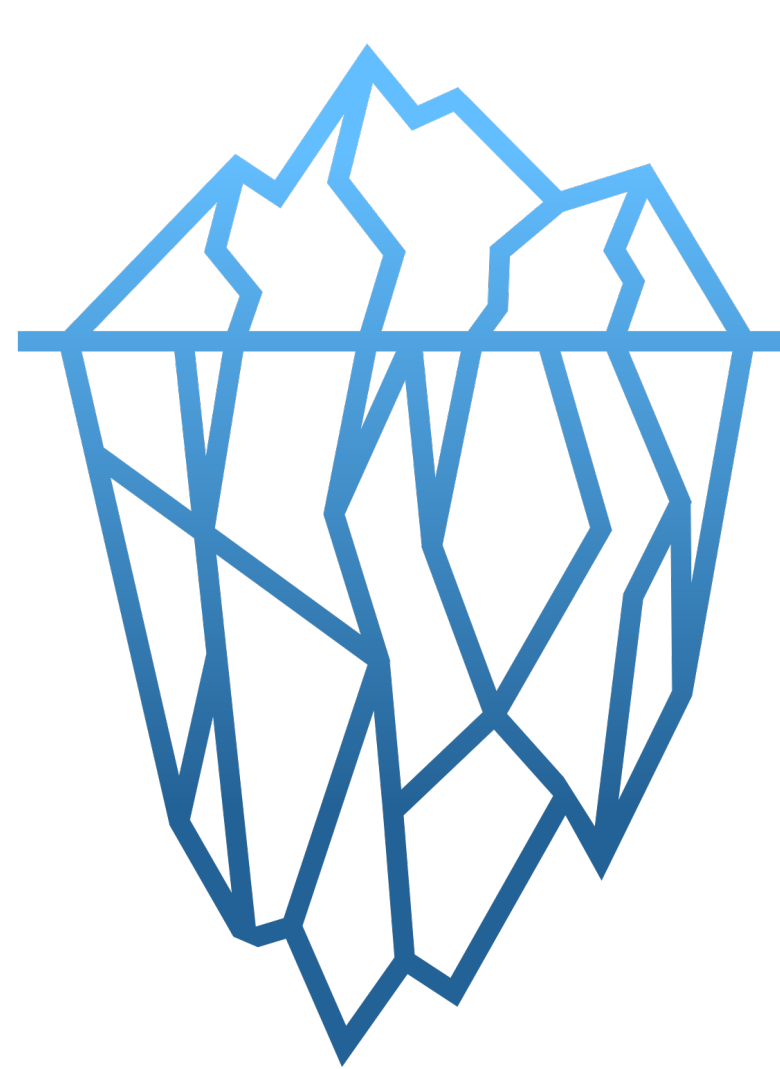
### **Costly loneliness**

Difficulty in finding trusted suppliers and providers: lack of transparency, inconsistent pricing, lack of confidence, disputes...

# Problem

Current offers  
SALE & RENT

OTHER NEEDS

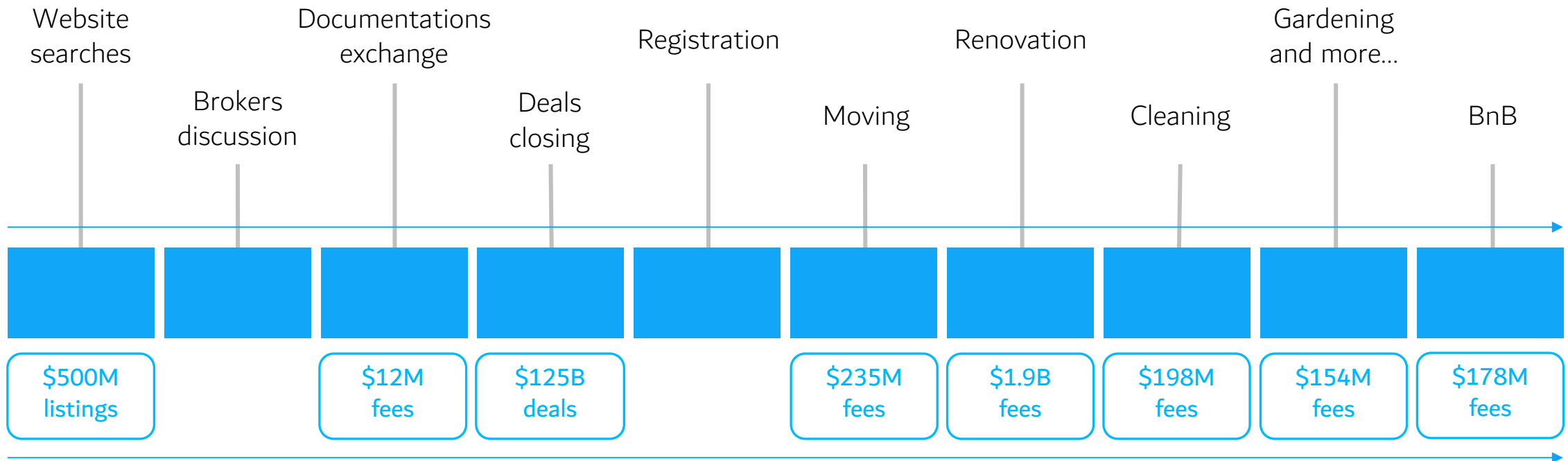


Current players

Gap

# A compartmentalized Property Process

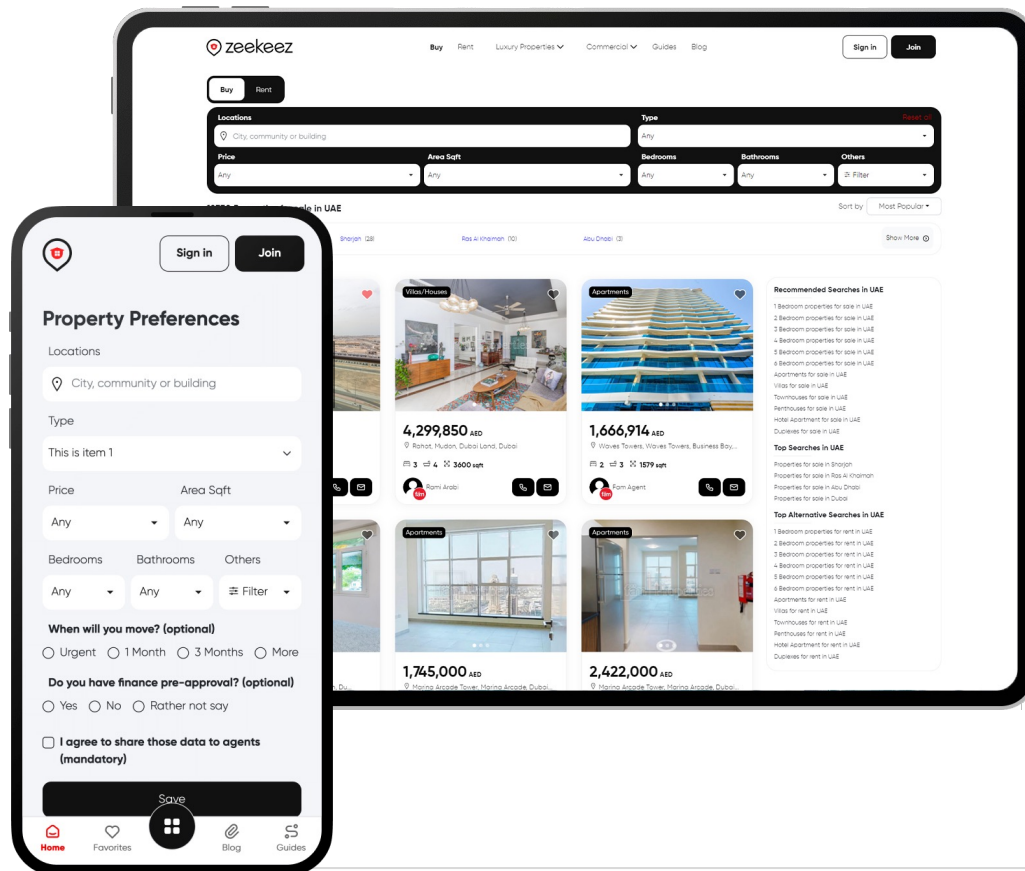
## Fragmented property journey





# Zeekeez's Vision

## Happy Residents, Proud Professionals



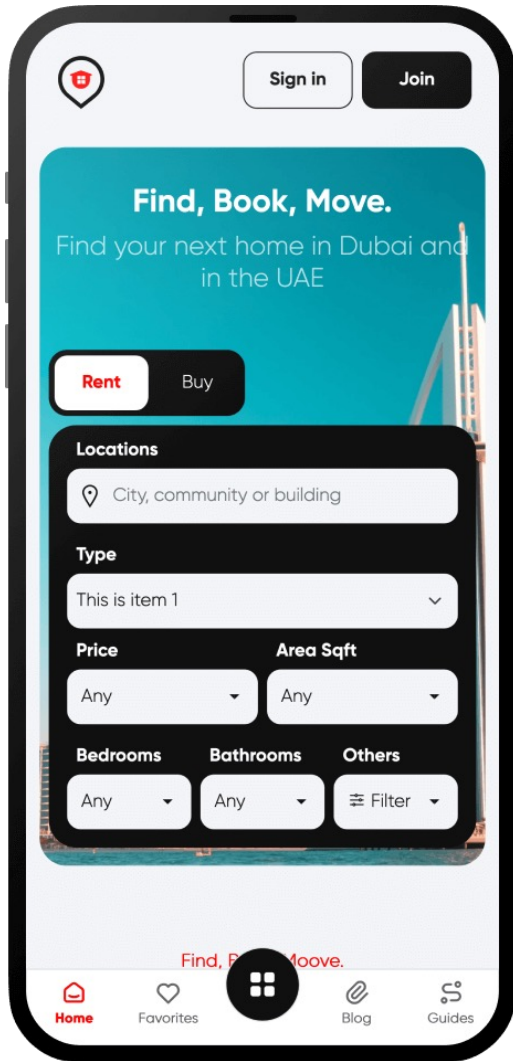
At Zeekeez, we believe that the residents' well-being is the measure of success of a **property journey**.

As a PropTech, we want to contribute to the **Real Estate's metamorphosis**, and thus we choose to fluidify the property journey for buyers, renters and brokers.

By providing the **1st frictionless All-In-One Property Portal**, we simplify the property journey. No mess, no stress. People are proud to invest and happy to live in.

**“Housing people well is the best possible accomplishment”**

# The solution



## Redefine the property journey



All of needs centralized on a **One-Stop-Shop** app & Website - **1<sup>st</sup> Trusted** **third party** Platform

### Main features

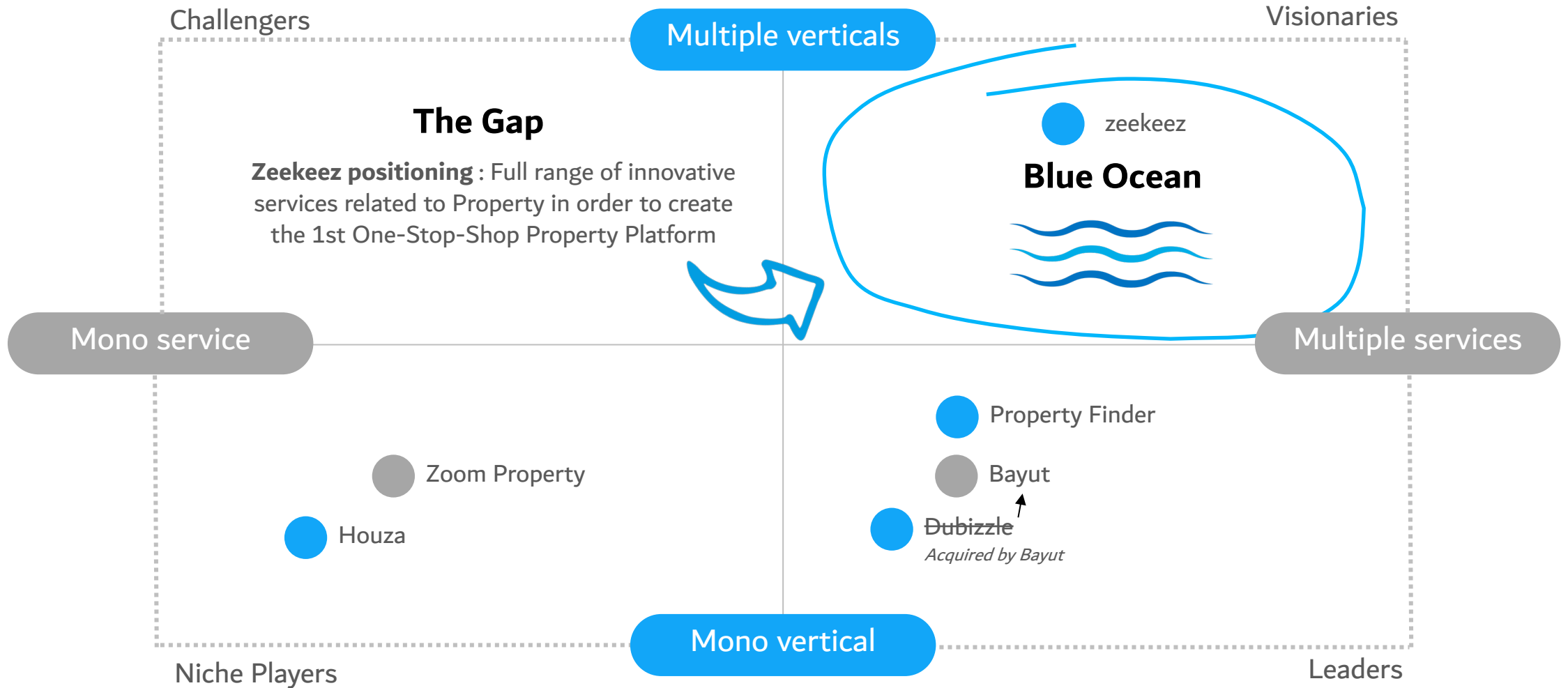
- ✓ Search
- ✓ Buy
- ✓ Rent
- ✓ Short-Term
- ✓ KYC / AML / eContract
- ✓ Mortgage
- ✓ Home Services
- ✓ SaaS Real Estate CRM
- ✓ Loyalty Program
- ✓ Real Estate marketing tools

### Main benefits

- ✓ Property journey simplified
- ✓ Time-saving
- ✓ Money-saving
- ✓ Optimal clarity & transparency
- ✓ Access to all properties available
- ✓ Real Estate market unified
- ✓ Personal data protection increased
- ✓ Access to advanced applications
- ✓ Trusted third party platform

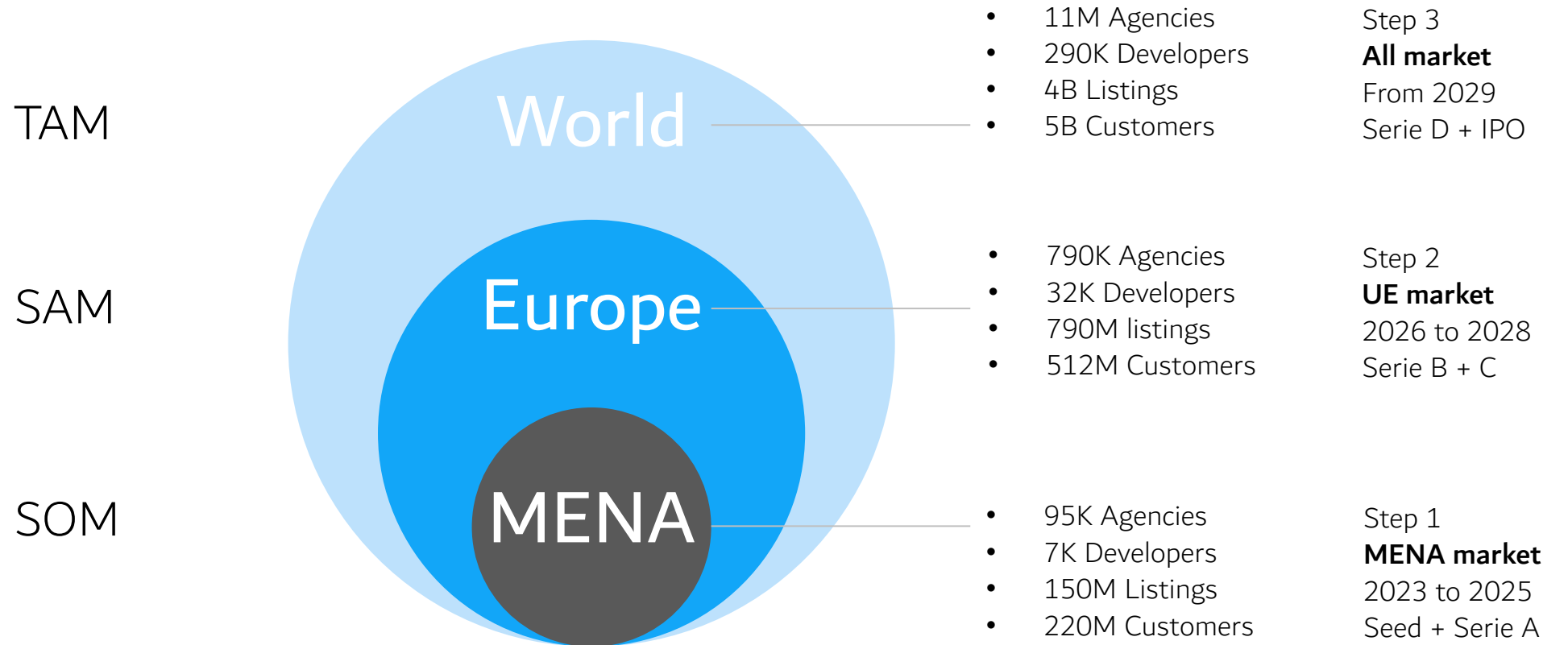
The Real Estate market is a fragmented one that can be standardized.  
Standardization allows our business to scale.

# The **Gap** in the market



# The Market

## A worldwide ambition



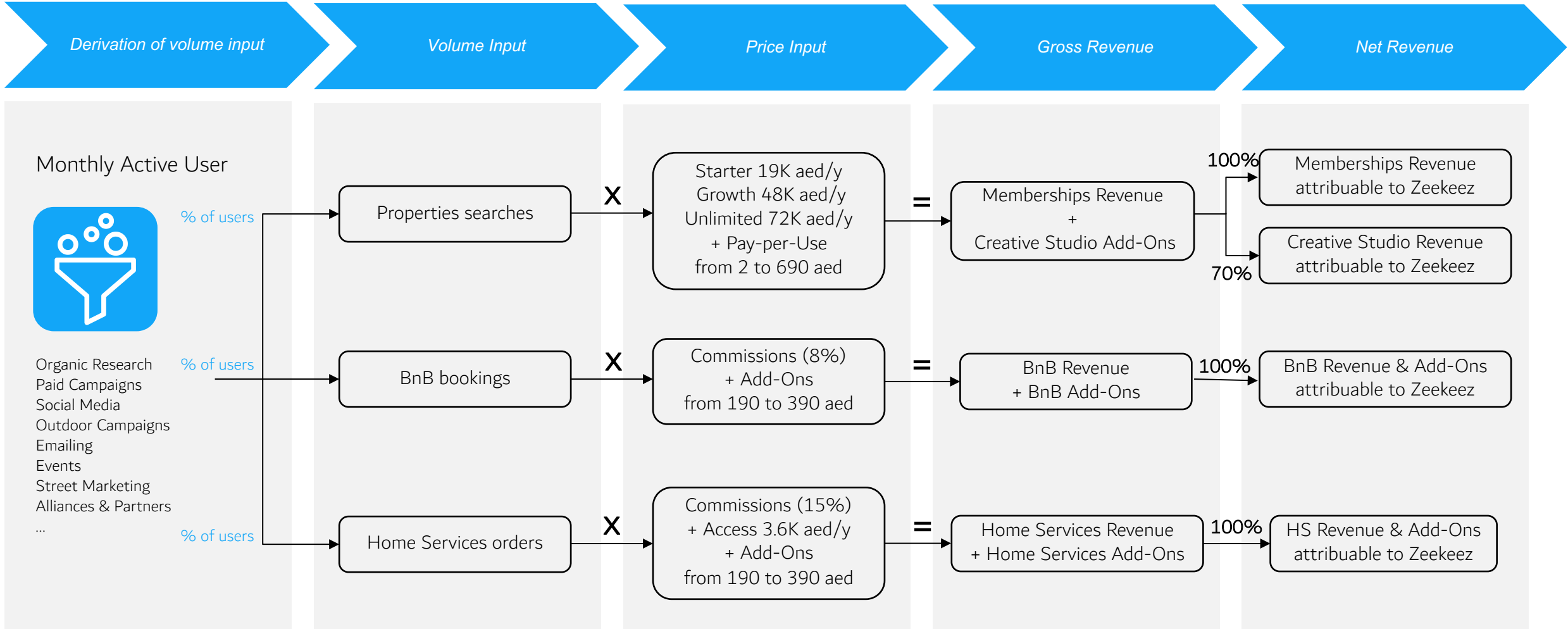


# The Competition Table

|             | <b>Restrictive Property Platform</b><br>Competitors         | <b>Complete Property Platform</b><br>Zeekeez   |
|-------------|---|--|
| Positioning | ✓ Partial   | ✓ Global   |
| Offer       | ✓ Listings<br>✓ CRM<br>✓ Ads<br>✓ Mortgage                  | ✓ Listings<br>✓ CRM<br>✓ Ads<br>✓ Home Services<br>✓ Short-term<br>✓ Settlement<br>✓ Mortgage                |
| Market      | ✓ Professionals   | ✓ Individuals<br>✓ Professionals   |
| Payment     | ✓ Listing packages / Credits<br>✓ CRM Monthly subscriptions | ✓ Monthly subscriptions (listings)<br>✓ CRM Monthly subscriptions<br>✓ Micropayments<br>✓ Commissions / Fees |

# The Revenue Build Up

## Memberships / Creative Studio / BnB / Home Services / Ads



# Achievements



## 69 brokers

We onboarded 69 brokers on 4453 brokers.



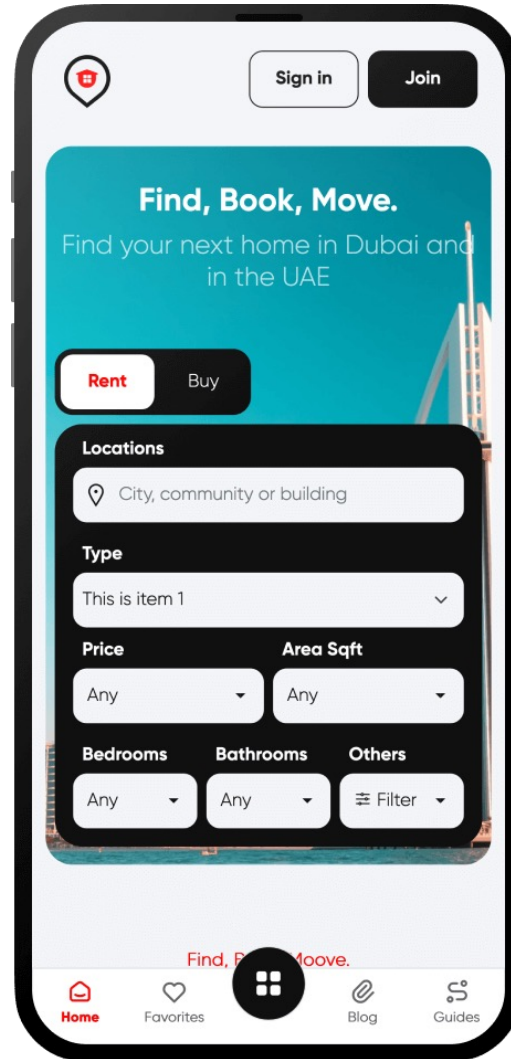
## \$275K ARR

Sales Ignition



## 48K listings

We reach 38K of listings on 250K (competitors)



04

## Growth

Hard launch after the Seed



03

## Soft Launch

Go-Live in September 2023

02

## Development / 100% IP

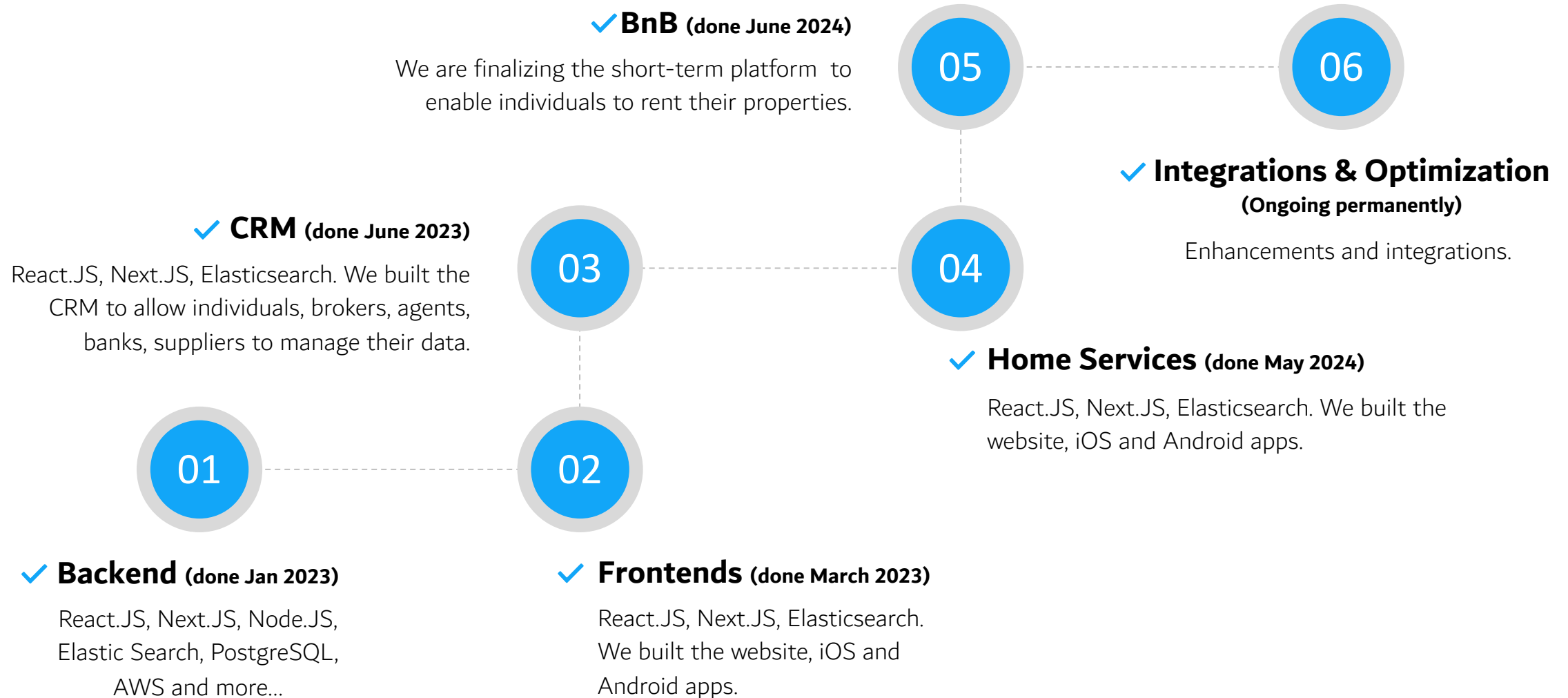
Backend, CRM, Website & Apps  
September 2020 till September 2023

01

## Ideation

Marketing analyzes in April 2019 included MVP launched June 2020 for Product Market Fit

# A Product Ready to Go Live



# The **Determined & Experienced Team**



**Karim Nemouchi**

Chief Executive Officer & Founder  
20 years as Tech Entrepreneur  
Lawyer  
University of Law Paris Assas  
EM Lyon - France



**Ilyess Zenasni**

CTO & Co-Founder  
Chief Technical Officer  
10 years as Software Engineer  
Epitech  
IT High-School - France



**Ussama Beghidja**  
Junior Backend Developer



**Kelly Peters**  
Admin & Customer Success



**Sirin Bouali**  
Junior Frontend Developer



360° skills



Strong experiences



350K Personal investment

- No Business Angels
- No VCs
- No Family Offices

# The Financial Table

|                           | Year 1         | Year 2           | Year 3            |
|---------------------------|----------------|------------------|-------------------|
| UAE Revenues (Total USD)  | 430,000        | 7,079,800        | 43,790,500        |
| KSA Revenues (Total USD)  | 0              | 659,900          | 7,125,800         |
| EG Revenues (Total USD)   | 0              | 0                | 459,700           |
| <b>Total Revenues USD</b> | <b>430,000</b> | <b>7,739,700</b> | <b>51,376,000</b> |

|                            |                   |                  |                   |
|----------------------------|-------------------|------------------|-------------------|
| Staff Expenses (Total USD) | 2,190,000         | 3,500,450        | 4,750,800         |
| Marketing (Total USD)      | 920,000           | 1,390,500        | 3,250,600         |
| Infra & Hosting            | 95,900            | 190,800          | 257,900           |
| G&A                        | 125,000           | 230,000          | 400,800           |
| <b>EBITDA</b>              | <b>-2,900,900</b> | <b>2,427,950</b> | <b>42,715,900</b> |



# The **Go-to-Market Strategy**



SEO



Social Media



Email

**Online  
Marketing**



**Offline  
Marketing**

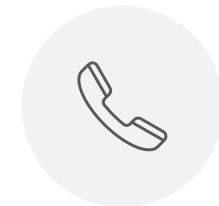
We will ignite a Mix-Marketing.



Print Ads



Media Ads

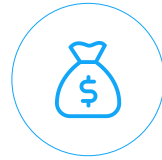


Call

# The Fundraising

## Serie A

We ignite our 1<sup>st</sup> round



## Recruitment

We will onboard : developers, devops, UX/UI, customers success, sales, marketers, SEO/SEA specialists, HR...



**\$4.375M**  
Serie A

## Objectives

We will generate incomes with listings, home services, mortgages, short-term, ads and SaaS CRM.



## Technical

We will empower our product, infra and hosting.





# 1<sup>st</sup> All-In-One Property Platform

Exclusive SaaS Suite of Tools to Empower Your Business: Portal + Apps + CRM + Creative Studio new



**Karim Nemouchi**  
CEO & Co-Founder  
karim@zeekeez.com  
Mob: +971585931003

# Thank you!

# Join us now!

**Pitch Deck Video** [https://www.youtube.com/watch?v=clV4xKji\\_04](https://www.youtube.com/watch?v=clV4xKji_04)

