# MODAMORE & PARTNERS

## Global Brands and Management

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MEDIA PROMOTION

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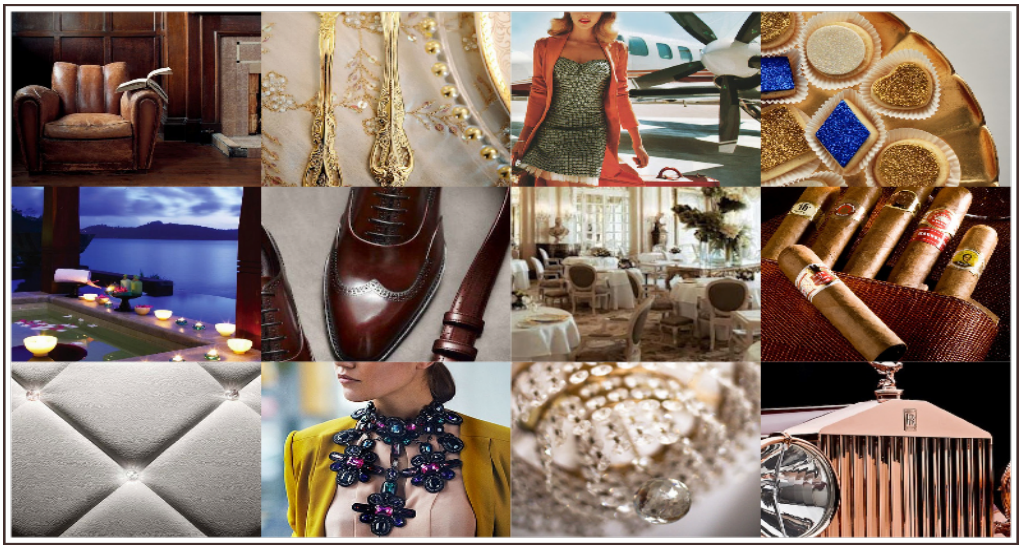
# MODAMORE & PARTNERS

A New Methodology in Connecting Businesses.

## The Marketplace – MENA

Your Gate to Inspiration and Creativity



MODAMORE & PARTNERS is a startup based in the UAE, that connects and supports global luxury brands is Joining FasterCapital under the **"Technical Cofounder program"** and will get full technical and software support.

Mr. Hesham Zreik, CEO of FasterCapital, commented on this partnership, "We believe MODAMORE & PARTNERS will fill in a market gap in the MENA and UAE market and will connect global luxury markets and bring them closer to their customers."
The startup is offering connections, marketing support, and loyalty programs unprecedented in the market.

Mr. Mohamed Haykal, Founder & Brand Director of MODAMORE & PARTNERS, commented on his passion for luxury brands and products and he believes that the luxury "doesn't mean an expensive product or only people who can afford to pay for high price, the luxury is about value creation, selling a dream, a feeling, an experience incomparable to another, the aspirational lifestyle.."



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Since the launch of the brand in 2012, MODAMORE & PARTNERS has been taken to adhere to the brand's core values, which are of innovation, creativity, excellence, originality, and diversity in order to provide the best of products and services to ensure the highest customer satisfaction.

Regardless, despite the global economic challenges due to the "Corona pandemic", this had yet another positive impact on global brands, especially luxury brands that never stopped working hard on creating new designs, new ideas and new concepts, as innovation becomes more and more of a demand and **with their increasing need to develop their new strategies to find effective channels to enhance marketing and sales and to reach the customers and new potential customers regionally and globally**.
On the other side, the customers who do love the luxury brands and do like **living, enjoying, experiencing a unique aspirational lifestyle, have been more and more of a demand**.

As the brand CEO of MODAMORE & PARTNERS, commented, "based on our understanding of the market, our experience, and our own vision for example: with the design community to remove gaps in the process of a holistic approach to business management and to achieve solutions that are profitable for all stakeholders, the **traditional method** of 'brand's market entry', marketing the products, communicating with customer, and projects management has become impractical.



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Beside the Digital transformation which has become an essential and necessary factor in business management;

MODAMORE & PARTNERS is an innovative brand that simulates the lifestyle, innovations, creativity, and the multicultural to attract enthusiasts, gain new customers and fans especially in the region markets and the UAE..

**Why MODAMORE & PARTNERS?**

"We bring the global luxury partners together across industries to create a powerful Rewards Program (Coalition Luxury Loyalty Rewards Program).

- We have an easy-to-use, cost- effective platform that helps businesses connect with their customers.
- Our bespoke solutions are designed to meet the specific needs of any business, regardless of size or industry.
- To be an active player of Loyalty Rewarding Program in the Middle East with a market size of $2.2 Billion.
- Go-to-market strategies with creative marketing tools and an effective sales channels through "Tech enabled launchpads" that drive the businesses and marketing ecosystem, to growth and scale up.



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MODAMORE & PARTNERS is taking further steps in the development in moving to the next levels of connecting businesses to align with the rapid development of technology and digital transformation in various sectors, as it seeks to launch the "No1 Premium Marketplace" that will support in driving business in accordance with new changes, trends, and technology, to achieve planned objectives, lasting and continued growth, access to different sectors in different markets, meeting the challenges and constant communication with high-end consumers.

**Unlike** any others start-ups, or social media platforms or marketing channels and media agencies for paid adverts, MODAMORE & PARTNERS will offer to industry partners and luxury brands **ABSOLUTELY free** digital marketing, free ads and free promotions campaings, over the year, to help in covering wider audienes and markets coverage in MENA.
A new methodolgy in connecting business which provides creative marketing tools and a "dedicted business social media platfom" that will connect brands and make it closer to thier loyal customers.

The **"No1 MMP Premium Marketplace**" is designed to connect with any business, regardless of size or industry through "**specialized launchpads",** in order to inspire especially the luxury segment, offering productive sales tools that fits with different industries **with more focus on Retail, Loyalty and Luxury Segments:**

- **MENA e–commerce $ 31.7B, $ 49Bn by 2025**
- **KSA e–commerce $10Bn, UAE $ 9Bn, Egypt $ 3Bn**
- **Middle East Luxury Furniture market size: $ 272M,**
- **Middle East Lighting Fixtures growth $ 8.7 billion by 2024,**
- **Global Market Gift Card market: $ 619 B (KSA $2Bn by 2025, UAE $ 2.49 Bn by 2026),**
- **Loyalty Program the Middle East market size $2.2 Billion.**

The Marketplace with the power of digital technology is empowering the creation of a successful marketing ecosystem, taking into consideration the need of **sustainability in the growth**, which will support to open new business channels to seize a new opportunities in developing and expanding business regionally and globally. This creates new opportunities for new investors to join on board.

Based on the growth strategy, the market expects a **gradual growth** to achieve the goals by 2026 with a revenue that may reach $650M through new several projects

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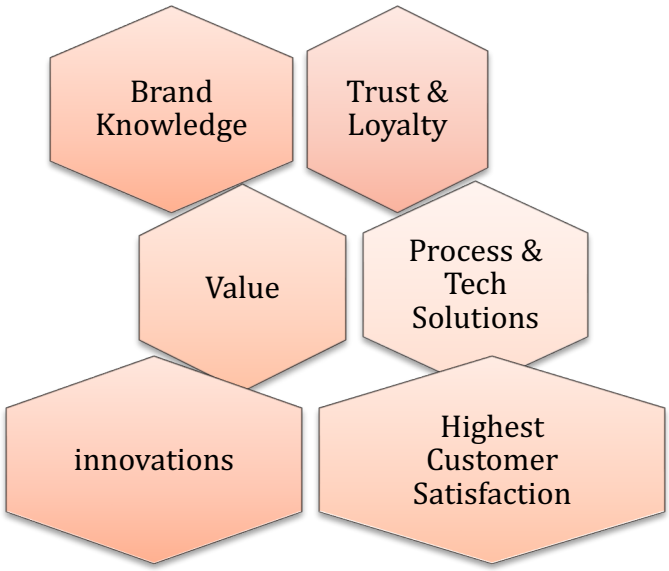
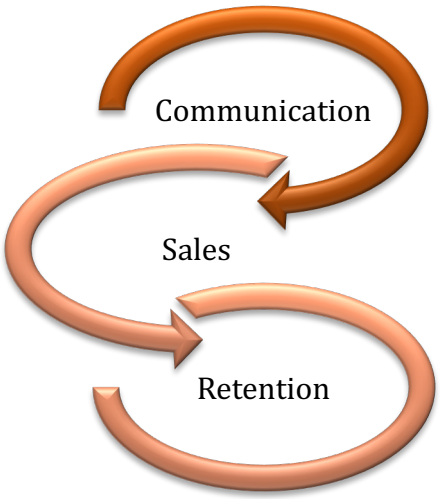
## GROWTH SUSTIANABILITY

The Marketplace with the power of digital technology is empowering the creation of a successful marketing ecosystem.

The innovative brand and creative business model that simulates lifestyle, innovations, creativity and multi cultures would have a positive impact on attracting enthusiasts and gaining new customers and fans





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## GROWTH STRATEGIES



Goals 2026

**MARKET : MENA**

**B2B** : 550 – 700+ Brands

**B2C** : 1.850M + Subscribers

**Revenue** : $ 650M. Average revenue per user $ 351/- : vs. repeat buyers, loyalty segment, promotion campaigns, entertainment & leisure, travel, wellness, lifestyle, hospitality, luxury property, automotive, insurance, Interiors Designers Projects, beauty & skin care, fashion, jewelry, perfume……

| | |
|---|---|
| Market Penetration | Sales expansion while targeting new customer segments. |
| Market Development | Scaling up sales through new markets entry |
| Product Development | A diversification of new products and services that inspire loyal customer. |
| Revenue Optimization | Increasing revenues through the implementation of alternative pricing options & new business models |
| Cost Optimization | Ensure the controlling costs through the optimization of the business's cost and streamlining operations. |



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