

1

Scope

2

UAE

3

KSA



Careem Plus

Offline Competition Analysis

01

Scope



Scope

- Data
 - User base
 - Active markets
 - Usage/frequency for each use case
 - TAM for each use case
- Offerings
 - Introduction/leading proposition
 - Services and use cases
 - Deals, discounts, offers, promos
 - Subscription plans and their costs
- Experience
 - In-app discovery
 - Off-app redemption
- Sentiments Analysis
 - User feedback on social media
 - Pain points, shortcomings, complaints
 - How do people feel about existing solutions - what do they want more?

Separate studies

- Partners/vendors
 - Area-wise participation
 - Plans, fees
 - Pain points and shortcomings of existing solutions
- In-depth app experience

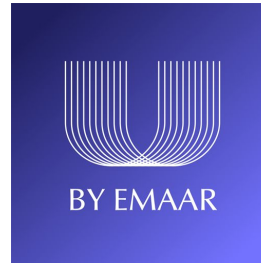


02

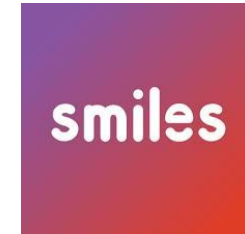
UAE Market



Subscription



Non- subscription

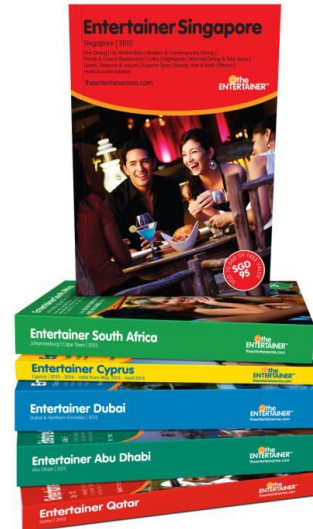




History

- Started in 2001- traditional print coupon service (AED 99 - AED 495 and may be more)
- 2013 - launched app → 2018 “app only”

The Entertainer




© AbuDhabiDaysBlog.wordpress.com 2014

Data

- 3 million users globally in 2019
- Avg savings per user in 2015 -
AED 6000
- Active Markets

Middle East

-  Dubai & N. Emirates
-  Abu Dhabi & Al Ain
-  Qatar
-  Bahrain
-  Oman
-  Jeddah
-  Riyadh
-  Eastern Province
-  Kuwait



Choose your location

Asia

-  Singapore

Africa

-  Cape Town
-  Johannesburg & Pretoria
-  Durban



User base



5 types of customers (2017)

- **Competitors** - want to save more than their friends
- **Savers** - want to save as much as they can
- **Explorers** - use discounts as a mean of discovering new outlets
- **Socialites** - prefer to go out in large groups
- **Tourists** - make heavy use of the app in a short burst and tend not to use it again

Leading proposition



**The best buy
1 get 1
& discount
offers**

Get instant 12-month access

Download now



Food is
a major
hook



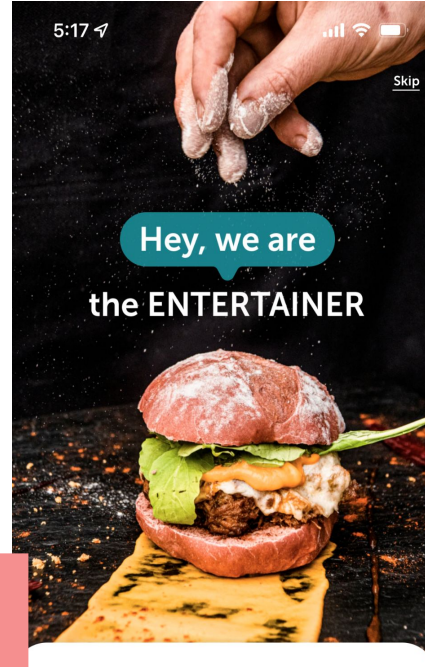
How do they introduce themselves?

What is the ENTERTAINER?

The 2-for-1 and discount app with over 3 million members globally.

We're here to help people experience more and pay less thanks to awesome offers at high-quality restaurants; bars; spas; attractions; activities; salons; sports and fitness venues everywhere!

Focus on savings first



We're here to help you save

Life's a lot more fun when you can save BIG on dining out, kids' play areas, self-pampering and so much more, all year long.



Make your money back in an offer or two

Explore your city's top spots and round up quality savings worth the cost of the app.

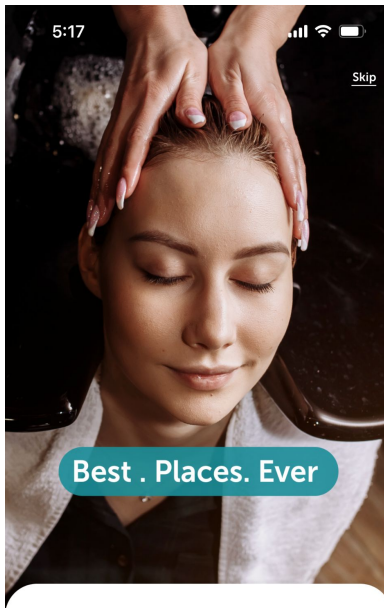
Savings first

Choices second

Personalisation next

With multiple users able to access a single Entertainer account, whether in book or app form, one of the main challenges that Ashford faces is being able to tailor each individual consumer's experience. "We are fanatical about using data to make our app more personalised and relevant to each

customer," he says. "A lot of our customers aren't just people, but households. My wife and I could be using the same account, which could result in me receiving suggested offers that aren't to my taste. Netflix, for instance, has tackled this issue very well. We've got some very exciting plans on the horizon that will tackle this issue head on."



Loads of experiences are waiting for you

Just register if you're a new user or sign in with your ENTERTAINER login details, and you're good to go!



Enjoy 7 days a week*

Pick a place, tap an offer, show your ENTERTAINER app & have fun saving. It's so easy to use! *except on public holidays and exclusion days



Add up to 4 people

Share the savings with your family & friends. Each person gets individual access & can use the app at their convenience.



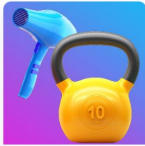
Offerings - services



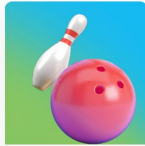
Categories



Food & Drink



Beauty & Fitness



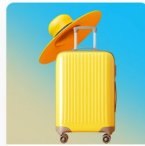
Attraction
& Leisure



Fashion & Retail



Everyday Services

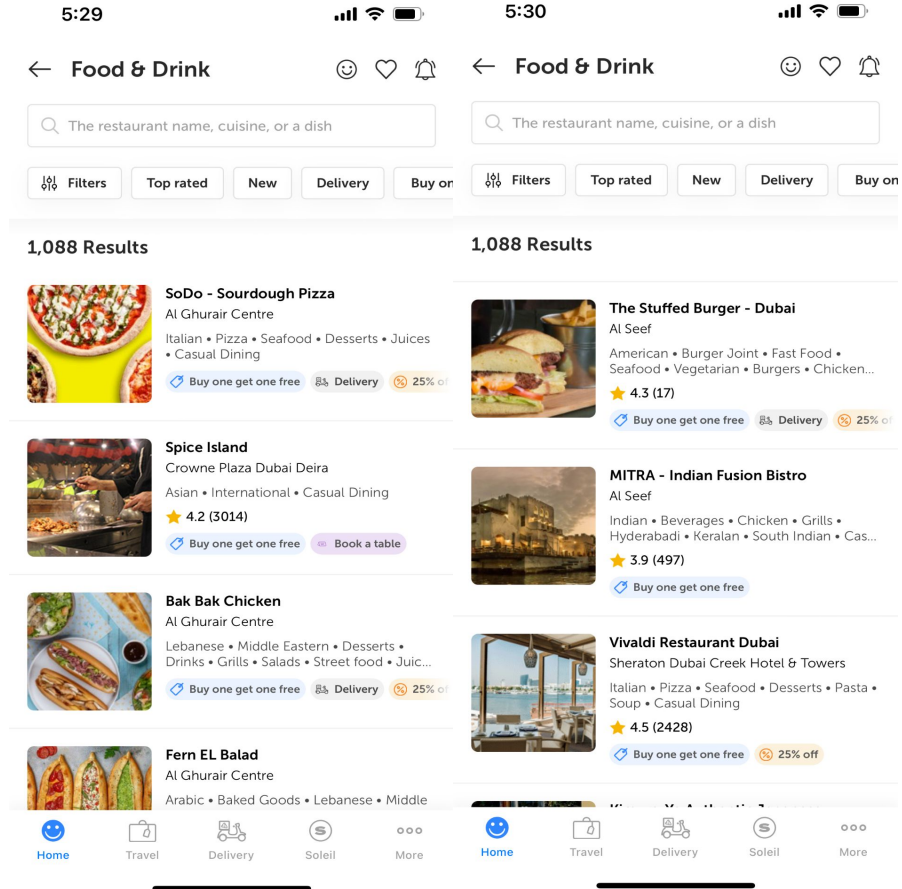


Travel

- **Food & Drink** - restaurants and pubs
- **Beauty & Fitness** - spas, salons, gyms, health clubs, medical & dental
- **Attractions & Leisure** - entertainment, sports, attractions
- **Fashion & Retail** - opticians, pet stores, confectionery, flowers, fashion
- **Everyday Services** - auto, cleaning, courses, events, pets, tailoring
- **Travel** - hotel bookings

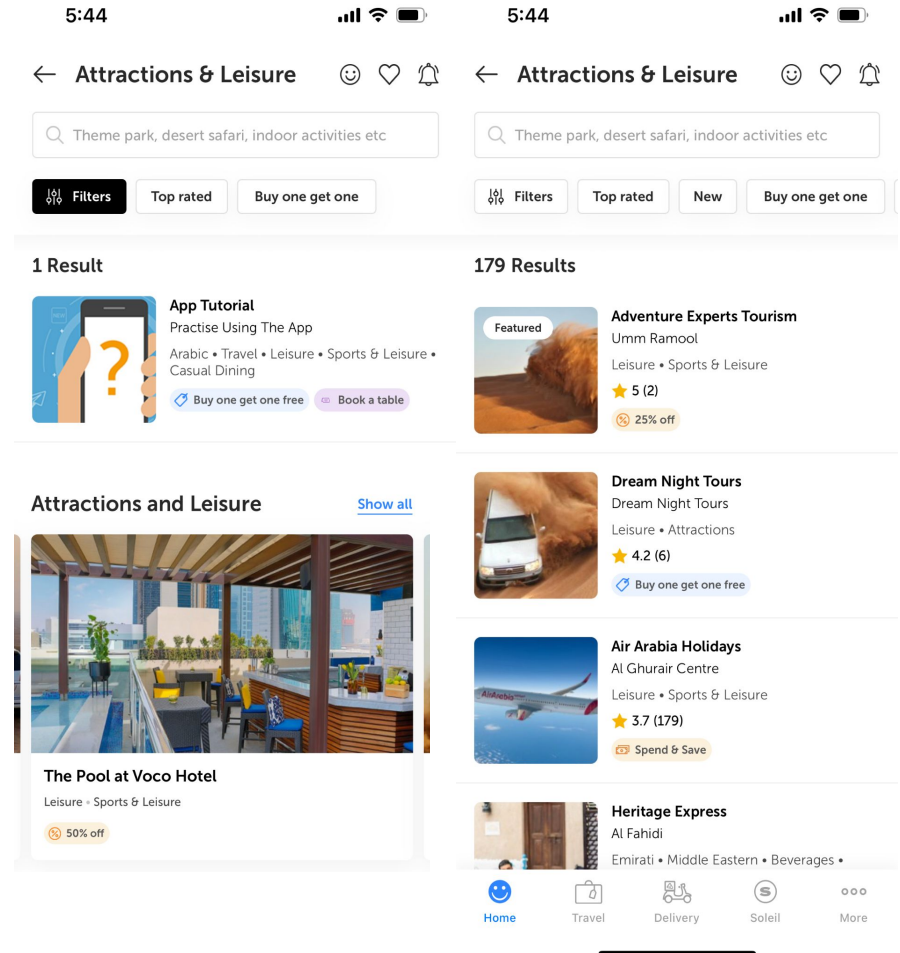
Offerings - offer types

- Food & Drink
 - Buy one get one
 - Percentage off (mostly 25%)
 - Delivery
 - Takeaway
 - Reservation



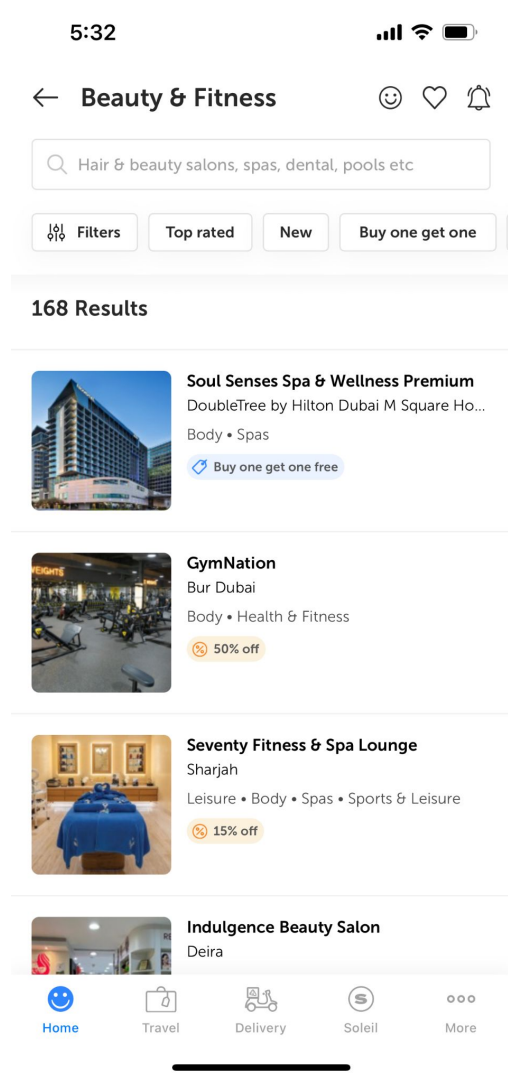
Offerings - offer types

- Attractions & Leisure
 - Buy one get one
 - Percentage off (10% - 50%)
 - Reservation/Spend and save



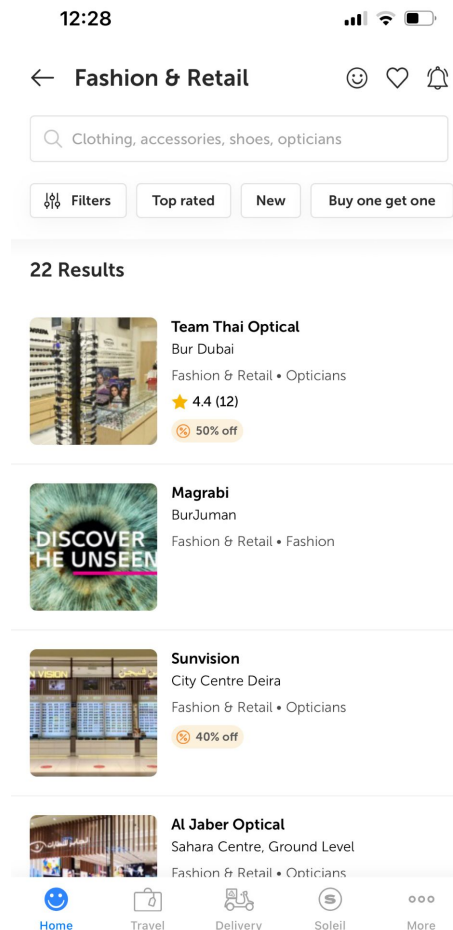
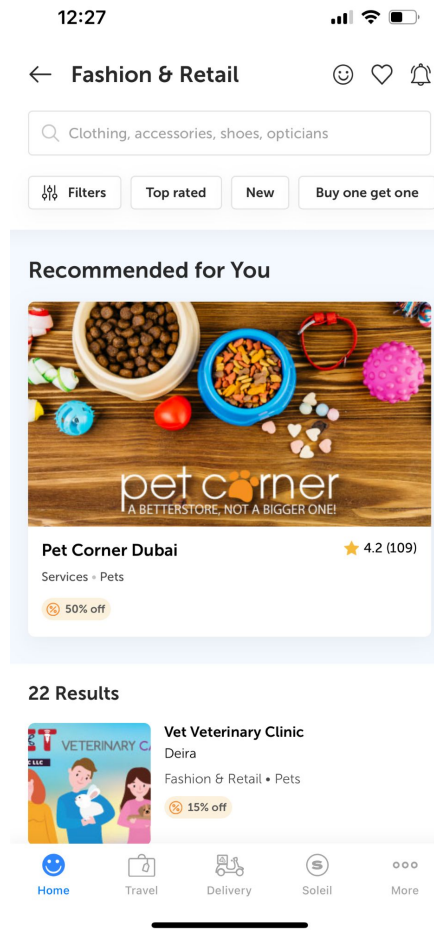
Offerings - offer types

- Beauty & Fitness
 - Buy one get one
 - Percentage off (mostly 50%)



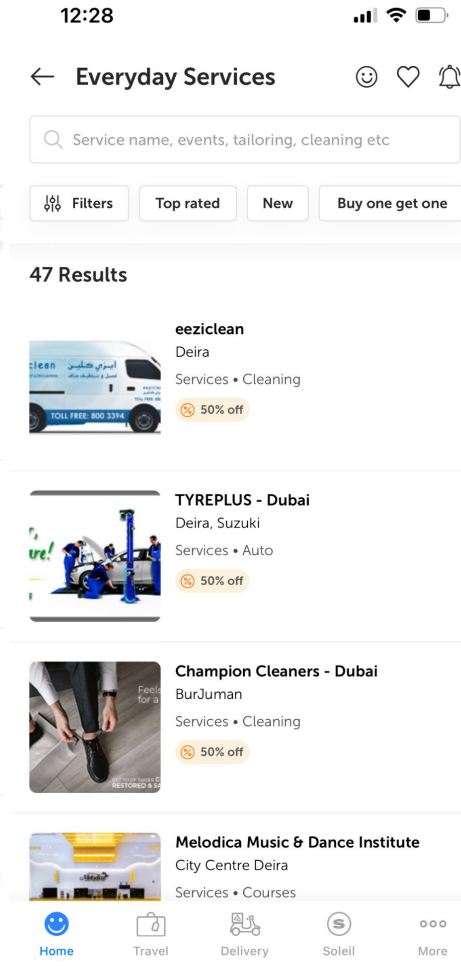
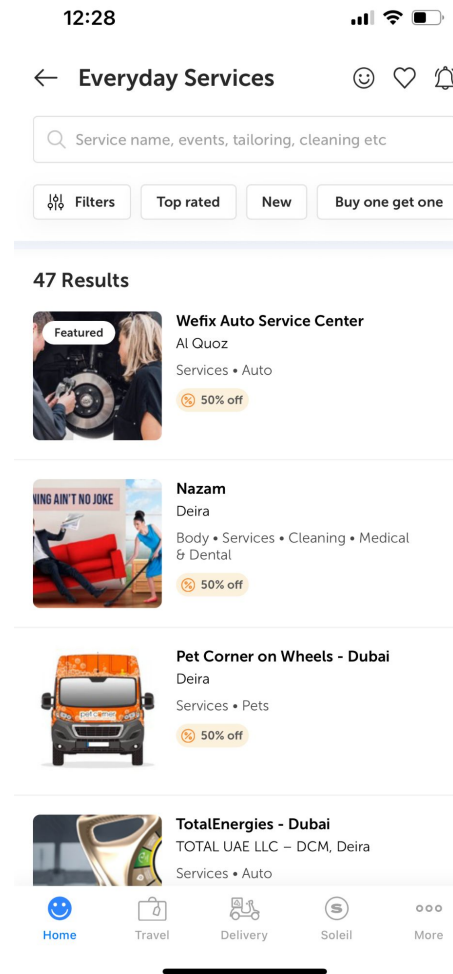
Offerings - offer types

- Fashion & Retail
 - Buy one get one
 - Percentage off (15% - 50%)



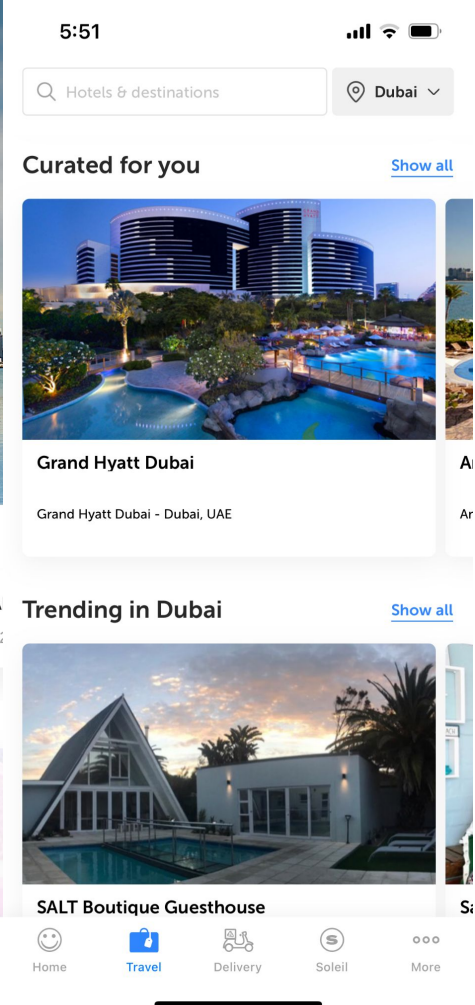
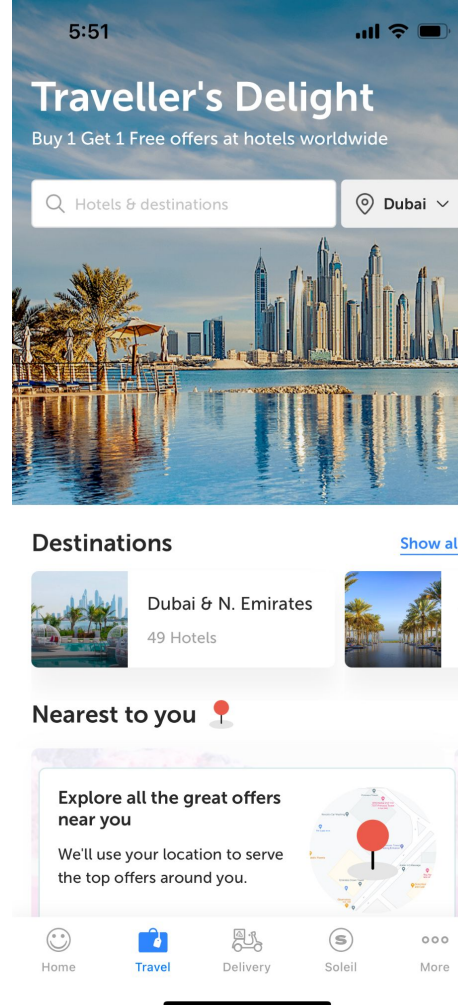
Offerings - offer types

- Everyday services
 - Buy one get one
 - Percentage off (mostly 50%)



Offerings - offer types

- Travel
 - Buy one get one
 - Percentage off (mostly 50%)



Do more and spend less. You'll wonder how you ever lived without it....

Offerings - subscription regular



Dubai Classic

12 Month Membership
The original membership!

Get instant access to our famous 2-for-1 and discount offers for 12 months.

AED 415.00 (including VAT)

AED 34.58/mo. (Billed annually)

Or 3 interest-free instalments every month of
AED 138.33 with **postpay** ⓘ

Includes

Cheers Body Fitness Adrenaline

Membership terms ⓘ

- ✓ Food & beverage offers
- ✓ Attractions & leisure offers
- ✓ Beauty & fitness offers
- ✓ Brunches, drinks & more
- ✓ Includes offers for food delivery across Dubai
- ✓ Offers for 5* hotels



UAE Bundle

12 Month Membership
The everything you could ever need membership!

Get instant access to our famous 2-for-1 and discount offers across the whole of the UAE for 12 months.

AED 1,245.00 **Save 44 %**

AED 695.00 (including VAT)

AED 57.92/mo. (Billed annually)

Or 3 interest-free instalments every month of
AED 231.66 with **postpay** ⓘ

Includes

Dubai Classic Dubai Gourmet
Abu Dhabi Classic Abu Dhabi Gourmet
Cheers Body Fitness Adrenaline

Membership terms ⓘ

- ✓ Food & beverage offers across the UAE
- ✓ Attractions & leisure offers across the UAE
- ✓ Beauty & fitness offers across the UAE
- ✓ Brunches, drinks & more
- ✓ Includes offers for food delivery across the UAE
- ✓ Offers for 5* hotels



Dubai Gourmet

12 Month Membership
The fancy membership!

Get instant access to our famous 2-for-1 and discount offers at the city's finest restaurants. Plus offers for drinks, beauty & fitness across Dubai.

AED 415.00 (including VAT)

AED 34.58/mo. (Billed annually)

Or 3 interest-free instalments every month of
AED 138.33 with **postpay** ⓘ

Includes

Cheers Body Fitness Adrenaline

Membership terms ⓘ

- ✓ Offers at fine dining restaurants
- ✓ 2-for-1 drinks offers
- ✓ Upmarket brunches
- ✓ Includes offers for food delivery across Dubai
- ✓ Now includes beauty & fitness offers
- ✓ Offers for 5* hotels

Offerings - subscription regular



Gourmet

Here's a taste of what's inside...

- All
- Gourmet
- Brunches
- Drinks
- Attractions
- Delivery
- Beauty
- Fitness
- Hotels



The Meat Co



Al Hadheerah
Middle Eastern



Kitchen6



Asia Asia
Fine Dining

Buy 1 Get 1 Free



STK
Fine Dining

Buy 1 Get 1 Free



BQ - French Kitchen & Bar
Fine Dining

Buy 1 Get 1 Free



World Cut Steakhouse
Fine Dining

Buy 1 Get 1 Free Monthly



Khyber



Karma Kafe
Fine Dining

Buy 1 Get 1 Free Monthly



Kyo Restaurant
Fine Dining

Buy 1 Get 1 Free Monthly

[See more](#)

Classic

Here's a taste of what's inside...

- All
- Casual Dining
- Delivery
- Drinks
- Brunches
- Attractions
- Beauty
- Fitness
- Hotels



Magrabi
Fashion

Percentage Off 2-for-1



Dubai Hills Golf Club
Sports & Leisure

Buy 1 Get 1 Free



Circle Cafe
Casual Dining

Buy 1 Get 1 Free



SASEC
Cleaning

Percentage Off



Krispy Kreme
Informal Dining & Takeaway

Buy 1 Get 1 Free



Wendy's Dubai
Informal Dining & Takeaway

Buy 1 Get 1 Free



Texas Chicken Dubai
Fast Food +
Informal Dining & Takeaway

Buy 1 Get 1 Free



Burger King Dubai
Burger Joint +
Informal Dining & Takeaway

Buy 1 Get 1 Free



Soul Senses Spa & Wellness
Spas

Buy 1 Get 1 Free

[See more](#)

Offerings - subscription tourist



New

ENTERTAINER tourist – UAE

Explore the UAE

Note: Some ENTERTAINER offers are not available in the ENTERTAINER tourist - UAE.

Valid for 30-days from the date of purchase

AED 204.75 (including VAT)

Includes UAE Bundle 2021

Excludes Delivery

Excludes Everyday Services

Excludes Fitness

- ✓ 14,000+ food & beverage offers
- ✓ Includes hotel offers & packages
- ✓ 1000+ attractions & leisure offers
- ✓ Brunches, drinks & more
- ✓ Includes shopping discounts
- ✓ Includes spa & salon offers



New

ENTERTAINER tourist - Bahrain

Explore Bahrain

Get instant access to our famous Buy-One-Get-One-Free and discount offers for 30-days

Valid for 30-days from the date of purchase

AED 77.00 (including VAT)

Includes Bahrain 30-days membership

Includes Cheers Bahrain 30-days membership

- ✓ 1000's of food & beverage offers
- ✓ Includes hotel offers & packages
- ✓ 100's of attractions & leisure offers
- ✓ Brunches, drinks & more
- ✓ Includes shopping discounts
- ✓ Includes spa & salon offers

Buy now

Tell me more



New

ENTERTAINER tourist - Qatar

Explore Qatar

Get instant access to our famous Buy-One-Get-One-Free and discount offers for 30-days

Valid for 30-days from the date of purchase

AED 121.00

Includes Qatar 30-days membership

Includes Gourmet Qatar 30-days membership

- ✓ 1000+ food & beverage offers
- ✓ Includes hotel offers & packages
- ✓ 100+ attractions & leisure offers
- ✓ Brunches & more
- ✓ Includes shopping offers
- ✓ Includes spa & salon offers

Buy now

Tell me more

Offerings - subscription soleil



★
BRAND
NEW

30-day ENTERTAINER soleil – Single

Includes 30 days of unlimited free access to the finest beach clubs, exclusive hotel pools and premium fitness venues. Non-ENTERTAINER members can also access our famous 2-for-1 and discount offers across the UAE.

30-DAY ACCESS

AED 895.00 (including VAT)

595.44/mo. (Billed annually.)

- ✓ Unlimited access to 5* beach clubs, hotel pools and fitness classes
- ✓ Non-ENTERTAINER members get access to over 14,000 2-for-1 and discount offers at restaurants, spas, attractions and more
- ✓ This package includes 1 adult membership
- ✓ Membership fee are non-refundable
- ✓ All offers are valid for 30 days from date of purchase

Buy now



★
BRAND
NEW

ENTERTAINER soleil Single membership

Includes unlimited access to the finest beach clubs, exclusive hotel pools and premium fitness venues, Non-ENTERTAINER members also get access to thousands of our famous 2-for-1 and discount offers across the UAE.

AED 3,885.00 (including VAT)

AED 323.75/mo. (Billed annually)

Or 3 interest-free instalments every month of
AED 1,295.00 with **postpay** ⓘ

- ✓ Unlimited access to 5* beach clubs, hotel pools and fitness classes
- ✓ Non-ENTERTAINER members get access to over 14,000 2-for-1 and discount offers at restaurants, spas, attractions and more
- ✓ This package includes 1 adult membership
- ✓ Membership fee are non-refundable
- ✓ All offers are valid for 12 months from date of purchase



★
BRAND
NEW

ENTERTAINER soleil Family membership

Includes unlimited access for families to the finest beach clubs, exclusive hotel pools and premium fitness venues. Non-ENTERTAINER members can also access our famous UAE 2-for-1 and discount offers.

AED 7,145.25 (including VAT)

AED 595.44/mo. (Billed annually)

Or 3 interest-free instalments every month of
AED 2,381.75 with **postpay** ⓘ

- ✓ Unlimited access to 5* beach clubs, hotel pools and fitness classes
- ✓ Non-ENTERTAINER members get access to over 14,000 2-for-1 and discount offers at restaurants, spas, attractions and more
- ✓ This package includes 2 adult & 2 child memberships
- ✓ Membership fee are non-refundable
- ✓ All offers are valid for 12 months from date of purchase

Experience - in-app discovery



5:24 📶 🔋

Hi, There 🗣️ 😊 ♥️ 🔔

🔍 Search for restaurant, hotels, ... Dubai 📖

Get it now and enjoy a discount.
Buy it today.

Categories

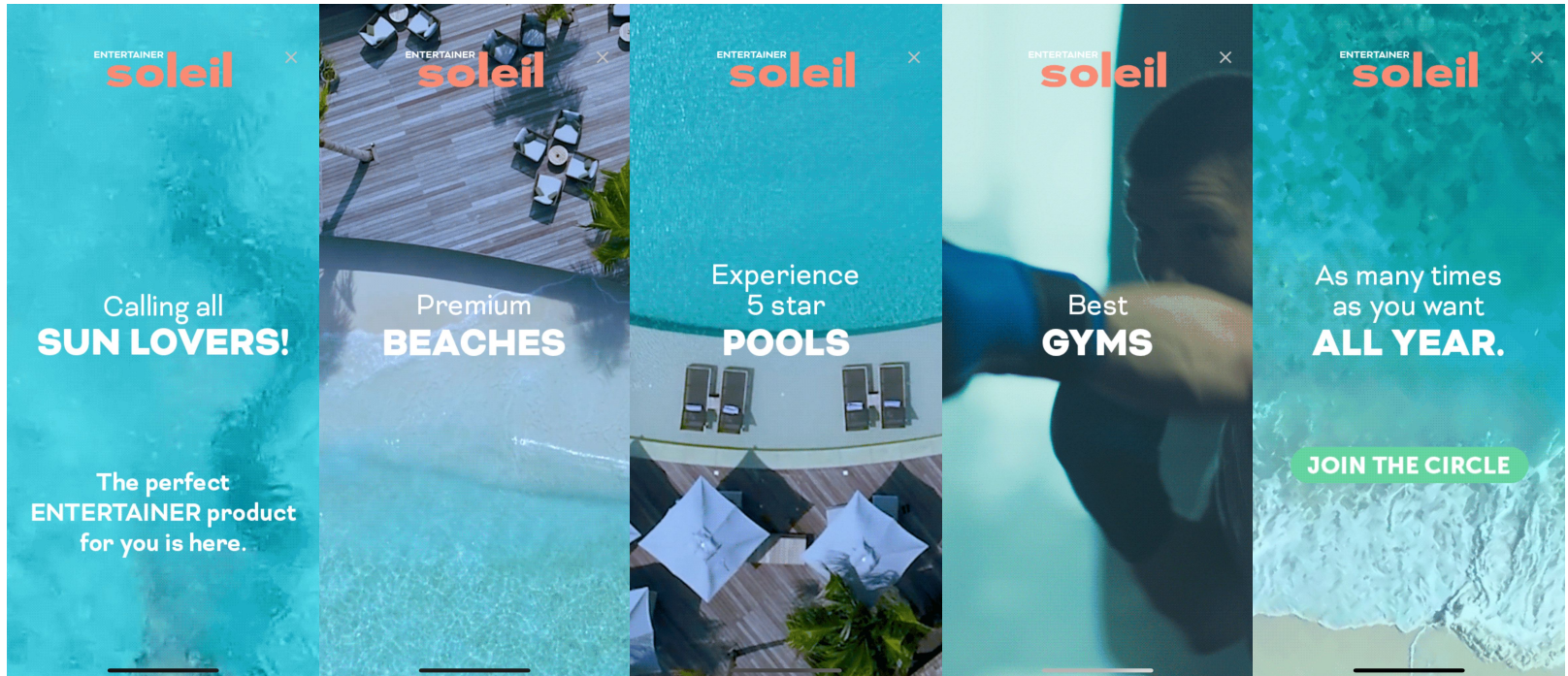
- Food & Drink
- Beauty & Fitness
- Attraction & Leisure
- F

Hot offers

 Top in 2022	 Brand New	 Monthly offers	 Brunches	 Gourmet	 Kids	 Pool & Beach Passes	 Online Offers
 Trending Offer	 Romantic Getaways	 Rules of Use	 Delivery	 Pet Friendly	 Cheers	 Adrenaline	 Flash Offer
 Breakfast	 Buffet	 Desert Safari	 Attractions	 Soleil			
 Solo diners & groups	 Shisha Offers	 Staycations	 Takeaway				

Hot offers

Experience - in-app discovery



Experience - off-app application



Experience - off-app application



- Up to a maximum of 4 Offers per visit/booking/table for a group of 8 people or more can be used:

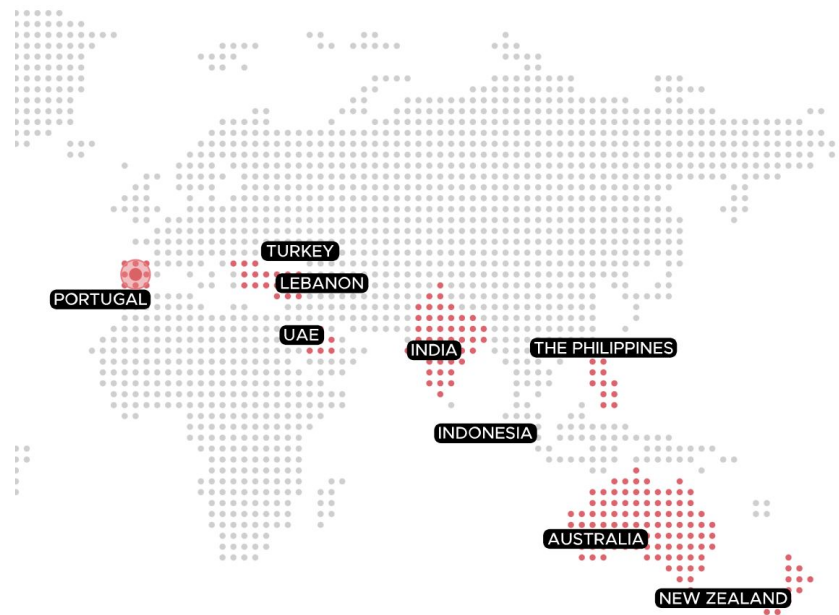
Table 1

Number of people	1	2	3	4	5	6	7	8 or more
Number of offers	0	1	1	2	2	3	3	4 Max

zomato

Data

- Started paid membership programme in 2017
- 1.8 million users globally in 2021



zomato PRO

Leading proposition



zomato PRO

Introducing Zomato Pro — An Exclusive Members Club.

[JOIN NOW](#)



zomato PRO

Experience new places in your city every day and enjoy limitless dining privileges!

Offerings - services & offer types



- Food & Drink - restaurants and pubs



Up to **40% OFF** on the total bill value. No cap on discount.



No daily, weekly or monthly **limits** on usage. Use responsibly.

Offerings - subscription

Select your membership

3-month Pro membership

AED 29

FOR 3 MONTHS

Unlock Pro privileges for 3
months

BUY PLAN

MOST POPULAR

12-month Pro membership

AED 99

FOR 1 YEAR

Unlock Pro privileges for 12
months

BUY PLAN

Offerings in other market



DELIVERY BENEFITS



Up to **30% extra discounts** on your order. Over and above other offers

INVITE ONLY

LIMITED EDITION

PRO PLUS

Free delivery on all orders

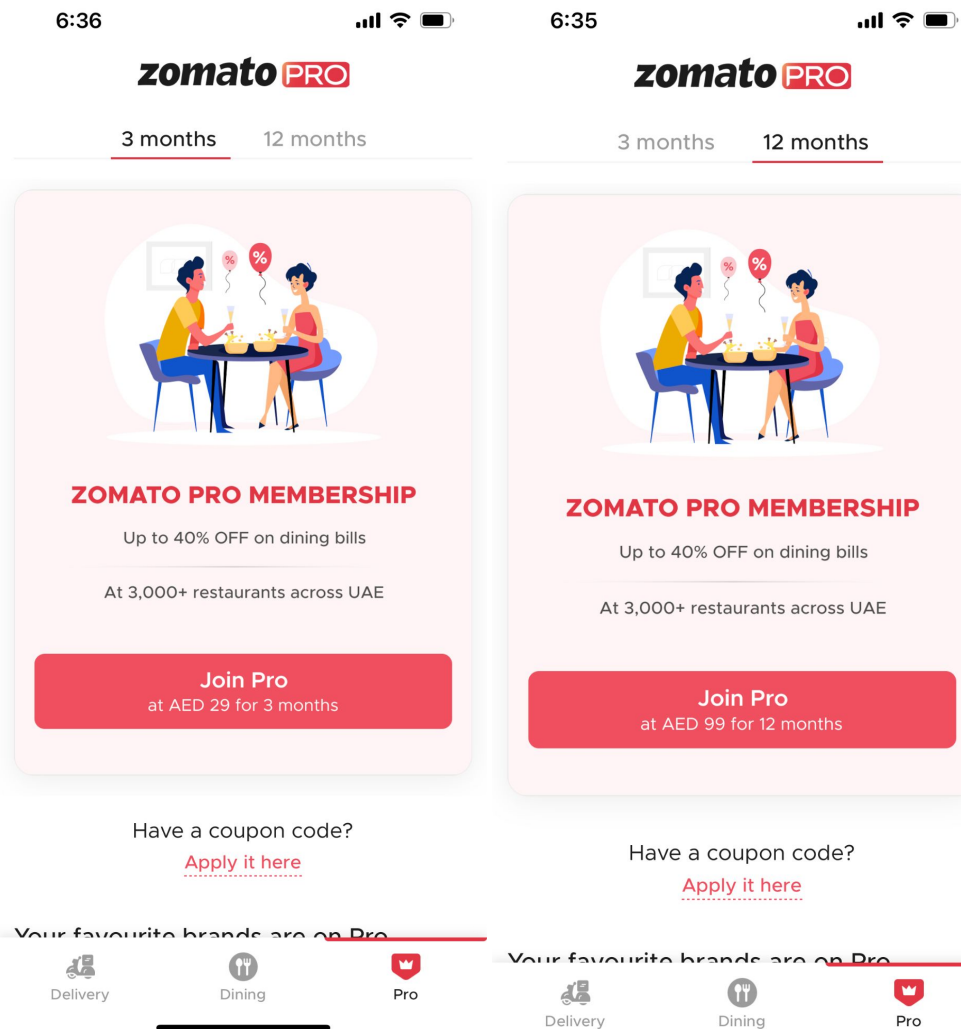
No distance fee. No surge. Ever!



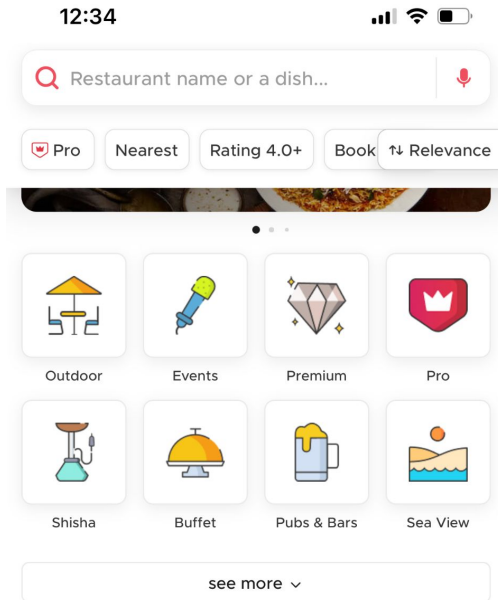
All Pro benefits

Explore Pro Plus

Experience - in-app discovery

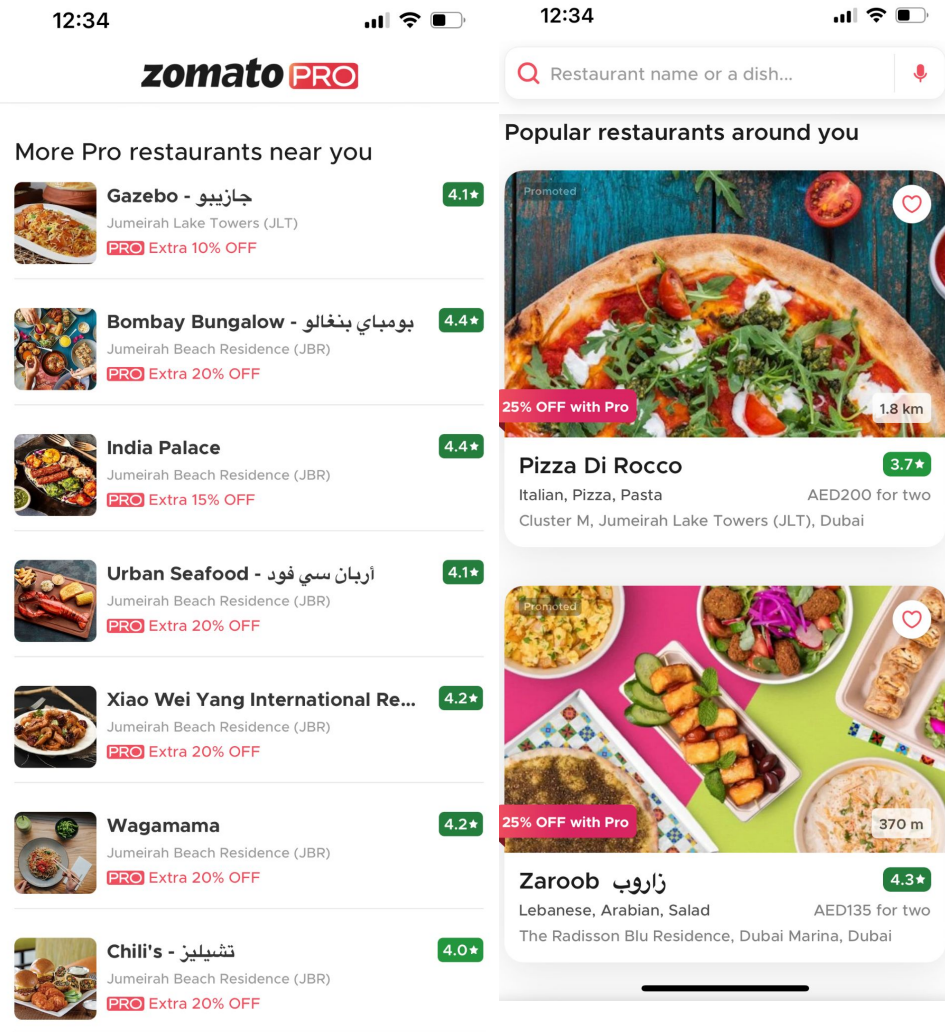


Experience - in-app discovery



Curated collections

see all



Experience - off-app application



Super easy to use! Here's how



Step 1

See all Pro Partner Restaurants



Step 2

Pay your bill using the Zomato app at the end of your meal



Step 3

Show your screen to the server and leave!

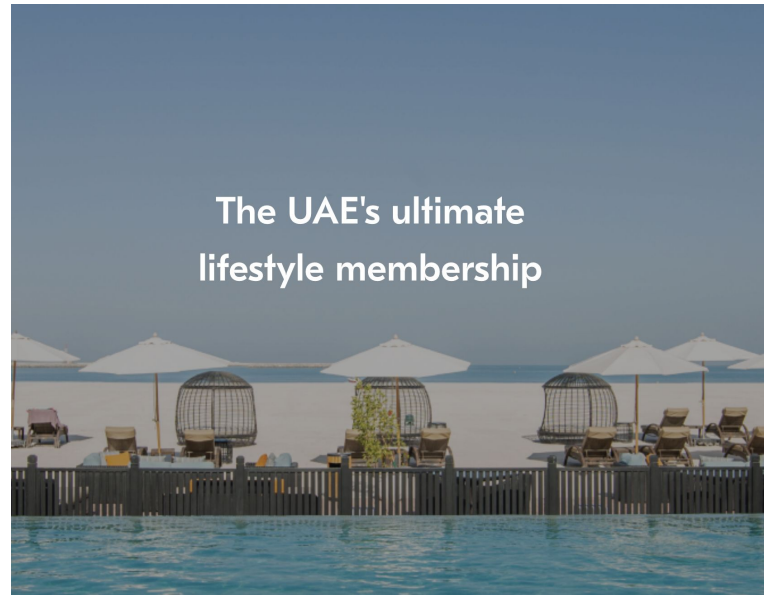
Privilee

How do they introduce themselves?

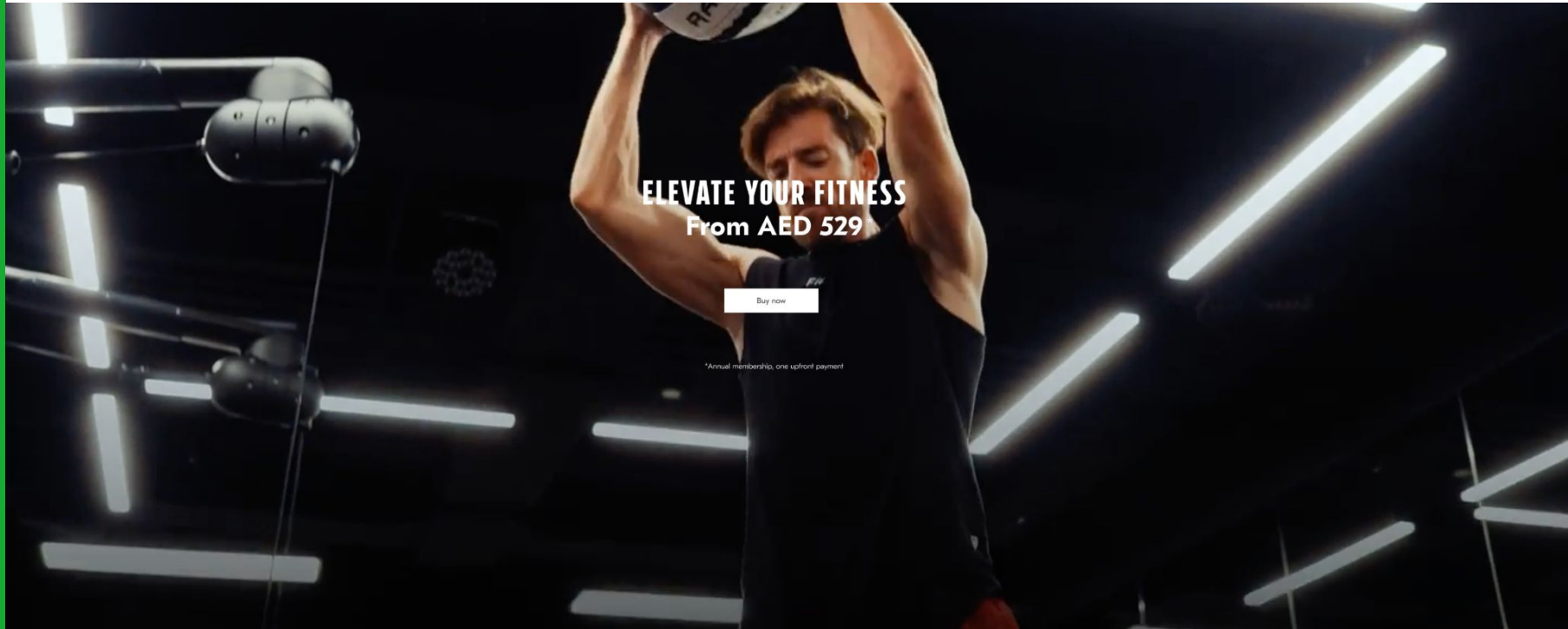


Founded by Lars Johannessen, who came to the UAE from his native Denmark in 2009, Privilee is a fitness and leisure app-based membership service offering a five-star lifestyle to everyone at affordable prices.

History



Leading proposition



ELEVATE YOUR FITNESS
From AED 529

Buy now

*Annual membership, one upfront payment

Offerings - services & offer types

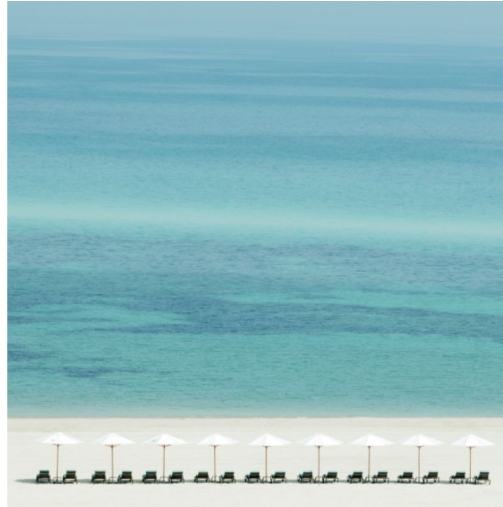


Offerings - Beach

5 Star Beaches & Pools

Discount on Food & Beverages

Free access for kids



The St. Regis Saadiyat Island Resort, Abu Dhabi

20% discount on F&B and free access for infants and three children ages 2–16



Jumeirah Zabeel Saray Dubai

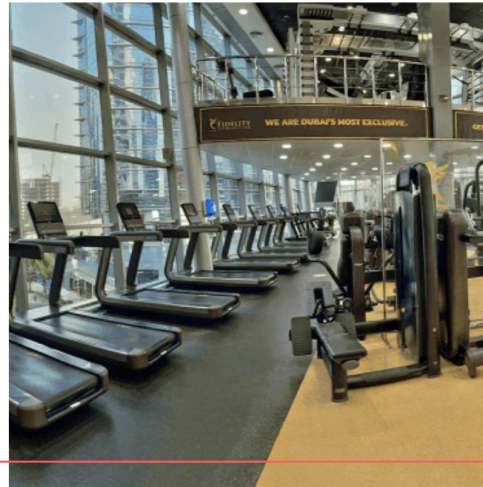
20% discount on F&B and free access for infants and three children ages 4–12

Offerings - Gym & fitness classes

Gyms

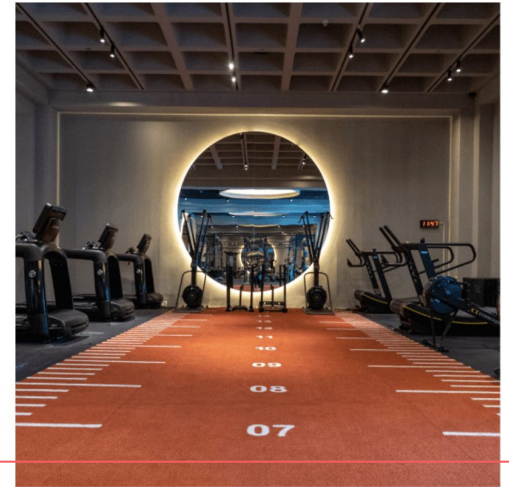
Open gym access

Different combos of free classes



Fidelity Fitness Dubai

Open gym, lap pool and free classes available



Warehouse Gym - multiple locations

Open gym access and one free class per week per location

Offerings - restaurants & spas in hotels

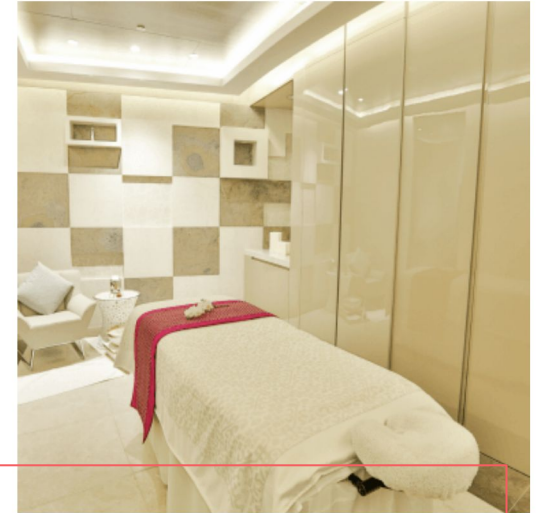
Restaurant & Spa Discounts

Percentage off



35% off F&B

Habtoor Grand Beach Resort Dubai



40% off spa treatments

Hyatt Regency Dubai Creek

Offerings - Kids' clubs & Theme parks

Kids' Clubs



Falcons Kids' Club - Fairmont The Palm Dubai
Complimentary access for children aged 3 – 17 for first two hours



Junior Jungle Kids' Club - Habtoor Grand Dubai Resort
Complimentary access for children ages 4 – 12



Rixos Premium Saadiyat Island
Paid access at an exclusive rate



The St Regis Abu Dhabi (Corniche)
Complimentary access for three children ages 4 – 16

Offerings - subscription



More than a membership



Unlimited access, every day

to five-star beaches, private pools, gyms & thousands of fitness classes



Membership options

Short term or long term memberships, monthly or annual payments, we have a plan for you!



Discounts of up to 50% off

at hundreds of restaurants, bars, spas, sports activities and personal training.

Offerings - subscription



Today, the Privilee product offering is a digital app-based membership that can be purchased for one-month, four-month, and annual time frames from as little as AED529 per month. Guest passes can also be purchased for one to four weeks at AED289 per week. Due to this price

How do I become a Privilee Member?



Register

Register your details below to unlock our best pricing and plans. All adults need their own membership & up to 3 kids go free!



Enjoy Privilee!

Once you've signed up, just download the Privilee app, log in to your account and start Privilee'ing!

Request pricing

See prices

Emirates
Skywards+



History

- Piloted in 2019



Offerings

Classic

A good starter package to make your journey more rewarding

USD 399 per year



20% Bonus Skywards Miles ▼

20% Discount on Classic Rewards ▼

Preferential Cash+Miles rates ▼

2x Airport Lounge Access ▼

Checked-in Baggage Allowance (KG) ▼

[Terms and conditions apply](#)

Advanced

The ideal package for you to unwind when you travel

USD 699 per year



20% Bonus Skywards Miles ▼

20% Discount on Upgrade Rewards ▼

20% Discount on Classic Rewards ▼

Preferential Cash+Miles rates ▼

5x Airport Lounge Access ▼

Checked-in Baggage Allowance (KG) ▼

Checked-in Baggage Allowance (PC) ▼

[Terms and conditions apply](#)

Premium

The best package to help you achieve the next tier faster

USD 999 per year



20% Bonus Tier Miles ▼

20% Bonus Skywards Miles ▼

20% Discount on Upgrade Rewards ▼

20% Discount on Classic Rewards ▼

Preferential Cash+Miles rates ▼

10x Airport Lounge Access ▼

Checked-in Baggage Allowance (KG) ▼

Checked-in Baggage Allowance (PC) ▼

[Terms and conditions apply](#)

How to use



Spend Miles with our Partners

Use your Skywards Miles to enjoy flights, hotel stays, excursions and more with our partners worldwide.



[Hotels](#)



[Airlines](#)



[Car Rental](#)



[Retail & Lifestyle](#)



[Emirates Airline Foundation](#)

Offerings - Hotels



Crown Hotels

✔ **Earn:** Earn up to 5 Miles for every AUD spent on your room

[Learn more](#)



Crowne Plaza® Hotels & Resorts

✔ **Earn:** Earn 2 Skywards Miles for every USD 1 spent | Convert 10,000 IHG® Rewards Club points into 2,000 Miles

[Learn more](#)



Emirates Skywards Hotels

✔ **Earn:** Earn up to 10,000 Skywards Miles per night and 2,500 bonus Miles when paying with a co-branded card

[Learn more](#)

✔ **Spend:** Start redeeming at 5,000 Miles



Fairmont

✔ **Earn:** Convert 4,000 ALL points into 2,000 Miles

[Learn more](#)



Four Points by Sheraton

✔ **Earn:** Earn 1 Skywards Mile per USD 1 spent

[Learn more](#)

Offerings - Airlines



Air Mauritius

- ✔ Earn: Earn up to 2 Miles per mile flown
- ✔ Spend: Start spending at 8,000 Miles

[Learn more](#)

Alaska Airlines

- ✔ Earn: Our partnership with Alaska Airlines has ended on 1 August 2021
- ✔ Spend: Our partnership with Alaska Airlines has ended on 1 August 2021

[Learn more](#)

Bangkok Airways

- ✔ Earn: Earn up to 1.25 Skywards Miles per mile flown
- ✔ Spend: Start spending at 8,000 Miles

[Learn more](#)

Copa Airlines

- ✔ Earn: Earn up to 1.5 Miles per mile flown
- ✔ Spend: Start redeeming from 8,000 Miles

[Learn more](#)

easyJet

- ✔ Spend: Start spending at 8,000 Miles

[Learn more](#)

GOL Linhas Aéreas Inteligentes

- ✔ Earn: Earn up to 1.5 Miles per mile flown
- ✔ Spend: Start redeeming at 8,000 Miles

[Learn more](#)

Offerings - Retail & Lifestyle



Careem

✔ **Earn:** Convert 12,000 Careem Rewards Points into 100 Skywards Miles

[Learn More](#)



Dubai Duty Free

✔ **Spend:** Start redeeming at 4,500 Miles

[Learn More](#)



Emirates Holidays

✔ **Earn:** Global except UK: Earn 20% bonus Miles on a minimum three-night package. UK: Earn 1 Mile per GBP 3 spent on a minimum three-night package. Republic of Ireland and Germany: Earn 1 Mile per EUR 3 spent on minimum three-night package. Denmark and Sweden: Earn 1 Skywards Mile for every DKK 25 or 1 Mile for every SEK 35 spent on a minimum three-night package

✔ **Spend:** Start redeeming at 5,000 Miles in the UAE, UK, Republic of Ireland, Saudi Arabia, USA, Denmark, Sweden and Germany

[Learn More](#)



Emirates Official Store

✔ **Earn:** Earn 1 Skywards Mile for every USD 1 spent

✔ **Spend:** Start redeeming from 2,000 Miles

[Learn More](#)



GetYourGuide

✔ **Earn:** Earn 1 Skywards Mile for every EUR 1 spent

[Learn More](#)



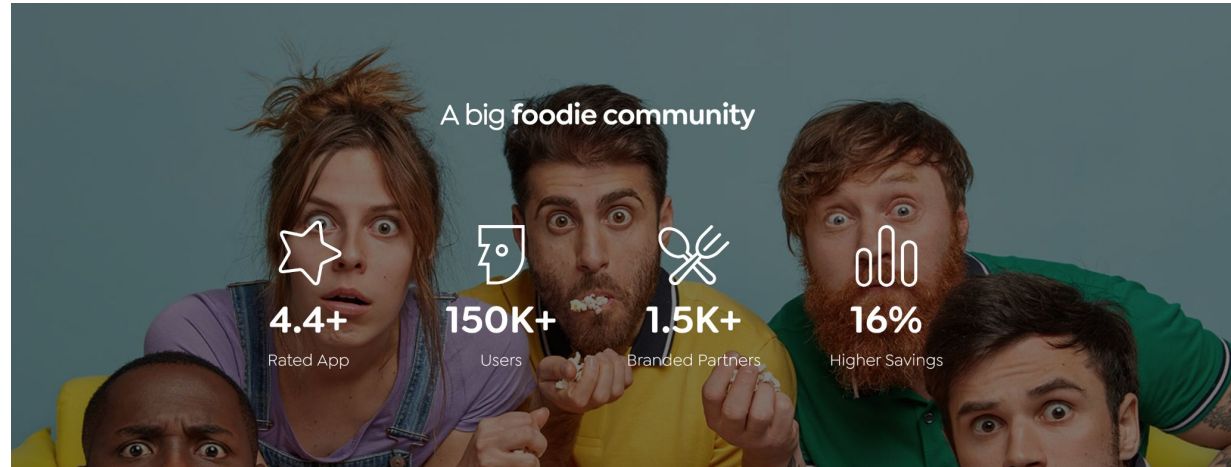
Data

- Started as **dynamic loyalty program** in 2019
- Present in cities - Abu Dhabi, Ajman, Al Ain, Dubai, Fujairah, Ras Al-Khaimah, Sharjah

repeat

repeat

The ultimate food rewards app.



Leading proposition



**Always get
the best value.**

Unmatched offers across the city.

No fees, no nonsense.

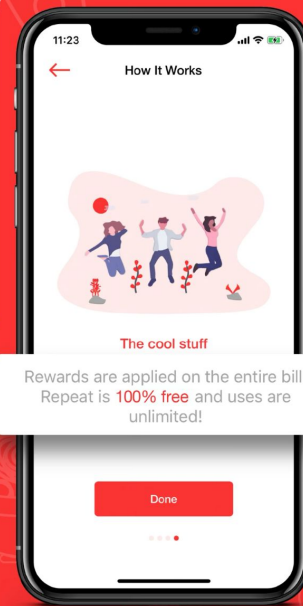
Repeat is **totally free** with instant rewards.

Easy, sorted curations.

Unlimited usages, personalized curations.

Done

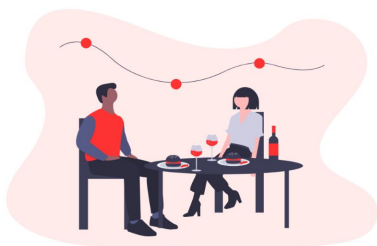
No subscriptions,
No hidden charges,
No nonsense!



Offerings



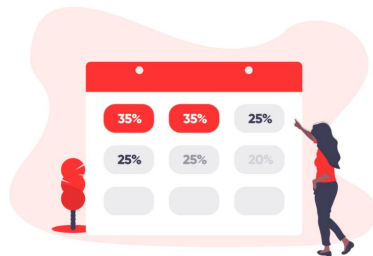
8:01



Visit or Order

Your journey starts with a Welcome Offer:
A better price for your first visit or order.

8:01



Redeem

From then on, the sooner you return or
order again, the better your price.

8:02



Reset!

With every purchase from a brand,
your rewards are reset.

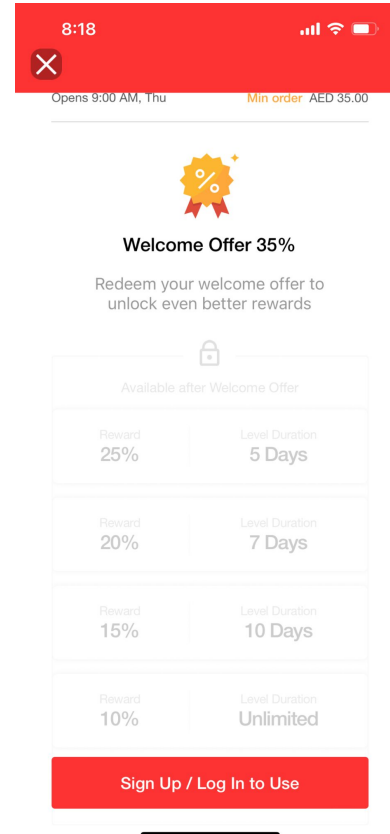
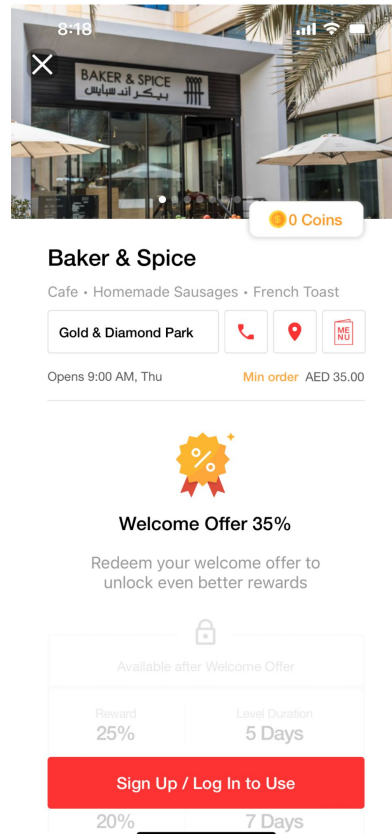
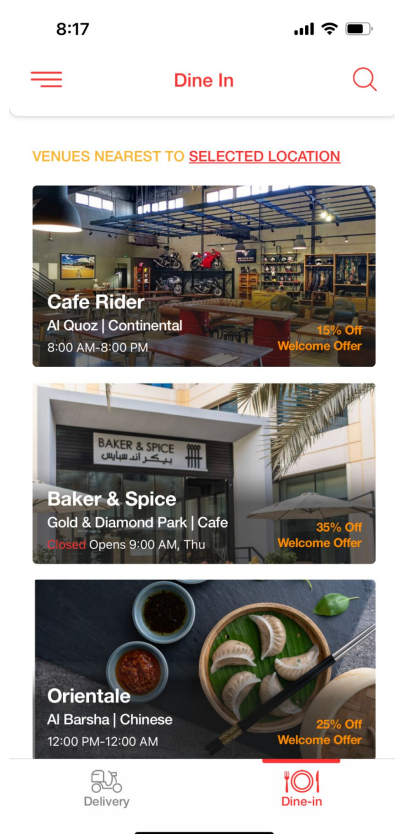
8:02



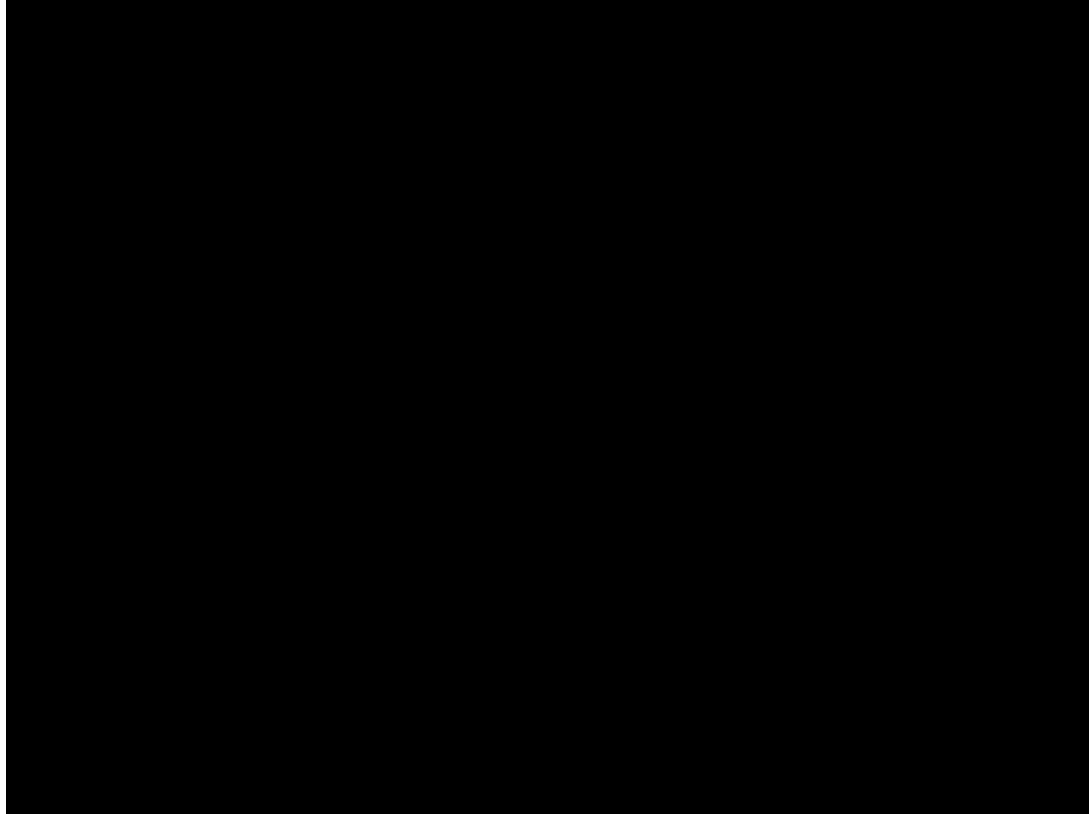
The cool stuff

Rewards are applied on the entire bill.
Repeat is 100% free and uses are
unlimited!

Experience - in-app discovery

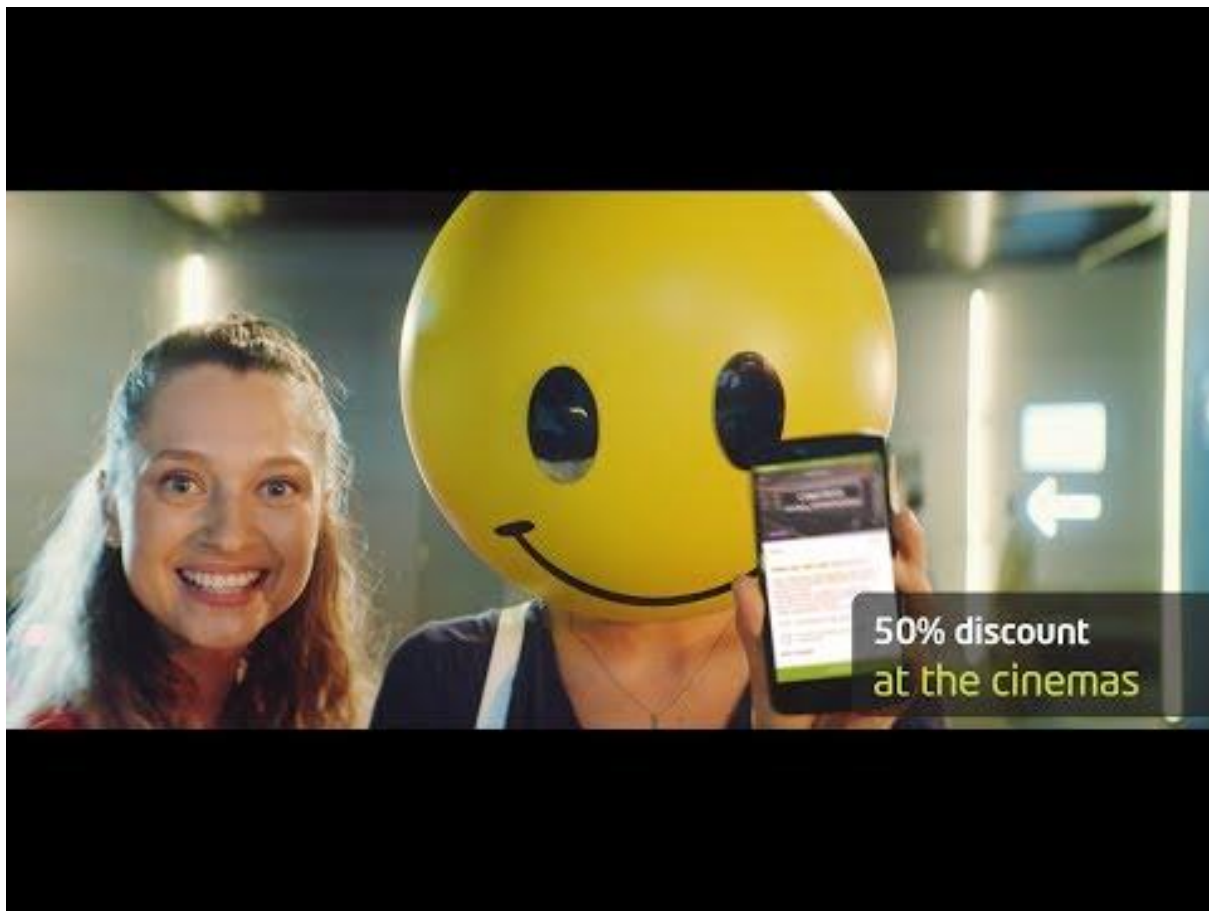
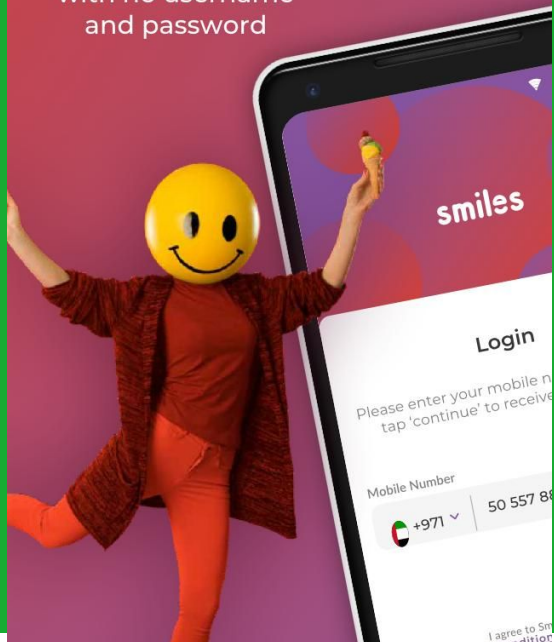


Experience - off-app application



Smiles By etisalat

Login into Smiles
easily and instantly
with no username
and password



Offerings



12:52

Explore more
Scroll to view different categories

- Etisalat Offers
- Devices
- Fine Dining
- Entertainment
- Smiles eShop
- Shopping
- Travel
- Health & Wellness
- All Deals
- Rewards Exchange
- Services

12:54

Locations

Shopping Entertainment Health & Wellness Discount Vouchers

Filters

20% Off

THE PALM MONORAIL
20% Off on Tickets

250 PTS or AED 2

Buy 1 Get 1 Free

TRIDOM
Buy 1 Get 1 Free On Credit or Swipes

250 PTS or AED 2

Buy 1 Get 1 Free

FUN WORKS
Buy 1 Get 1 Free on Credits or Plays

Buy 1 Get 1 Free

FUN CITY
Buy 1 Get 1 Free on Credits or Plays

Home My Vouchers Unlimited Bills Favourites

12:54

Locations

Shopping Entertainment

Filters

1214 vouchers for you

65% Off

AUTOPRO
Vehicle Disinfection Services @ AED 3

125 PTS or AED 1

30% Off

LATEA
30% Off on Total Bill

125 PTS or AED 1

25% Off

EMARAT

20% Off

EMARAT

Home My Vouchers Unlimited Bills Favourites

12:54

Locations

Dine-in Fine Dining Services

Filters

30% Off...

AL FRESCO @ CROWNE PLAZA
30% Off on Valentine's Day Set Menu

375 PTS or AED 3

Buy 1 Get 1 Free

THE GOURMET SHOP @ CARLTON
Buy 1 Get 1 Free on Beverages

375 PTS or AED 3

Buy 1 Get 1 Free

MOOMBAI & CO. @ THE H HOTEL
Buy 1 Get 1 Free on Beverages

Buy 1 Get 1 Free

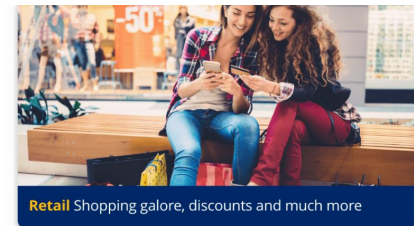
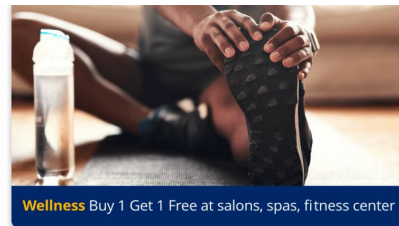
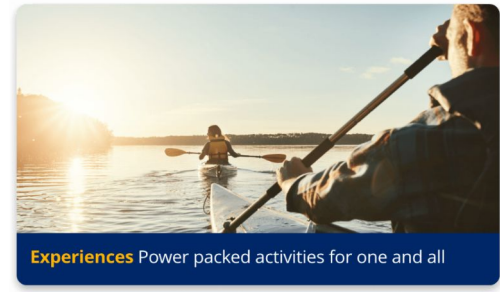
NAMAK @ DUSIT THANI ABU DHABI
Buy 1 Get 1 Free on Main Course

Home My Vouchers Unlimited Bills Favourites

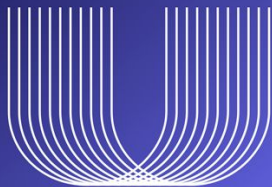
Offerings



Beyond Rewards



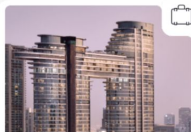
U by emaar



BY EMAAR

Offerings

Experiences



Book Your Stay

25 Stay



Reserve a Table

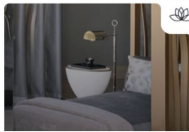
53 Dine

Experiences



Explore Attractions

7 Play



Relax & Spa

11 Relax

1:04



Earn



EARN Upoints while you Dine, Stay, Relax, Play and Shop

Provide this barcode to a member of the staff.



444411830273

GENERATE OTP

How it works



EARN AND REDEEM

Here's how it works

EARN

Earn Upoints for every Dirham you spend

2 AED = 1 UPOINT

Earn points everytime you spend at participating outlets.



Stay



Dine



Relax



Play

You earn 1 Upoint for every AED 2 spent across Vida Hotels & Resorts, Manzil Downtown, Rove Hotels and Play experiences.

TOTAL UPOINTS

518

Worth AED 51

The Lounge at Address Boulevard

20 Nov 2019

+256

Dubai Ice Rink

20 Nov 2019

+172

Reel Cinemas

06 Nov 2019

+90

How it works



REDEEM

Pay with your Upoints on your next visit

10 UPOINTS = 1 AED

Once you have accumulated enough points, you can redeem them at participating outlets for an experience of your choice.

Offerings



Cobone

coboneTM
Best Deals, Great Savings



Ain Dubai Views Observatory Wheel Pass

World's largest and tallest observation wheel

Bluwaters Island

AED 130

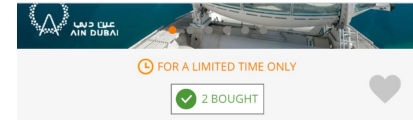
VIEW DEAL



Dubai Garden Glow and Parks Access

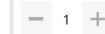
Dinosaur, Art Park, & Magical Park

Tabaal



Ain Dubai Views Observatory Wheel Pass

Quantity



AED 130

Highlights



- Experience a breathtaking ride at the world's largest and tallest observation wheel, Ain Dubai for AED 130 only!
- **Deal Inclusions:**
 - Ain Dubai Day/Night Time Views (Non-Prime Time Slots)
 - One 360-degree rotation in a shared, air-conditioned cabin
 - Enjoy approximately 38 minutes in an indoor, air-conditioned cabin with room to roam
 - Never-seen-before instagrammable views of Dubai's breathtaking skyline
 - Freedom to roam around the cabin & take photos of world-famous landmarks such as The Palm, Dubai Marina, and Burj Al Arab Jumeirah
 - Up-close views of the mechanics of the world's largest observation wheel
 - Bench seating or standing



Groupon

GROUPON®

All Deals

Category Price Distance Rating Sort By Map View

Local

- Beauty & Spas (610+)
- Things To Do (410+)
- Food & Drink (260+)
- Personal Services (210+)
- Health & Fitness (130+)
- Home Services (80+)
- Automotive (80+)
- Retail (20+)
- Getaways
- Hotels & Accommodations (10+)

Shakey S Pizza Parlor
139 KHALID BIN AL WALID RD, D... • 0.3 km
4.1 ★★★★★ 289 Ratings
AED-56 From **AED 28** 50% OFF
Two regular pizzas; valid 7 days a week

Mirrors Beauty Lounge
Samya Plaza Al Riqqa Road, Dubai • 2.3 km
4.1 ★★★★★ 226 Ratings
AED-59 From **AED 47** Limited Time
Classic mani-pedi

Little Bangkok
10th Street, DUBAI • 2.3 km
4.3 ★★★★★ 224 Ratings
AED-50 From **AED 29** 42% OFF
AED 50 Toward Thai Cuisine

Shakey's Pizza Parlor
139 KHALID BIN AL WALID RD, D... • 0.3 km
4.1 ★★★★★ 289 Ratings
AED-100 From **AED 50** 50% OFF


Gloria Jean's Coffees
Burjuman Centre, Dubai • 0.6 km
4.3 ★★★★★ 221 Ratings
AED-50 From **AED 29** 42% OFF

Fish & Co
Al Reef Mall, Dubai • 2.2 km
4.5 ★★★★★ 351 Ratings
AED-100 From **AED 60** 40% OFF
AED 100 toward seafood


YallaMaid.ae
1st Floor KFC Accommodation ... • 12.2 km
4.2 ★★★★★ 35 Ratings
AED-105 From **AED 75** 28% OFF
Three-hour house cleaning service

Voucherskout

voucherskout
enjoy more



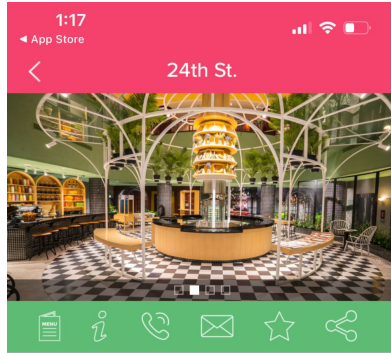
The image shows a smartphone screen with a red header bar containing the word "Payment". Below the header, the text reads "Make payment below" and "Payments can be made using credits only". In the center, there is a yellow circular icon with the number "3" and the text "3 credits" below it. At the bottom of the screen, there is a blue button labeled "Pay Now".



Instant payments using credits.

After the merchant has entered their PIN you pay a small fee for each voucher. Payable on your phone through VoucherSkout credits.

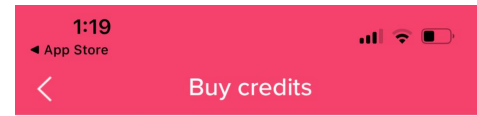
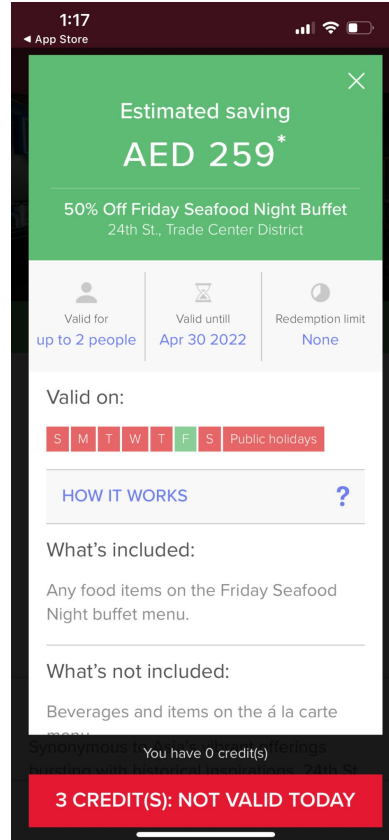
How it works



- 50% Off** Friday Seafood Night Buffet
Valid for: up to 2 people until Apr 30 2022
- 50% Off** Friday Seafood Night Buffet
Valid for: up to 2 people until Apr 30 2022
- 50% Off** Saturday Brunch
Valid for: up to 2 people until Apr 30 2022
- 50% Off** Saturday Evening Brunch
Valid for: up to 2 people until Apr 30 2022

About 24th St.

Synonymous to Asia's vibrant offerings bursting with historical inspirations, 24th St.



Credits allow you to use vouchers.

Buy a pack and save money.

Have a promo code? Claim your credits.

10 10 credits to enjoy more 50% off made easy 65 AED

20 Get 2 Credits FREE That's 20 credits for your 120 120 AED

50 MOST POPULAR Get 12 Credits FREE That my friend is what I call a deal 250 AED

100 Get 40 Credits FREE And a whole lot of good times 395 AED



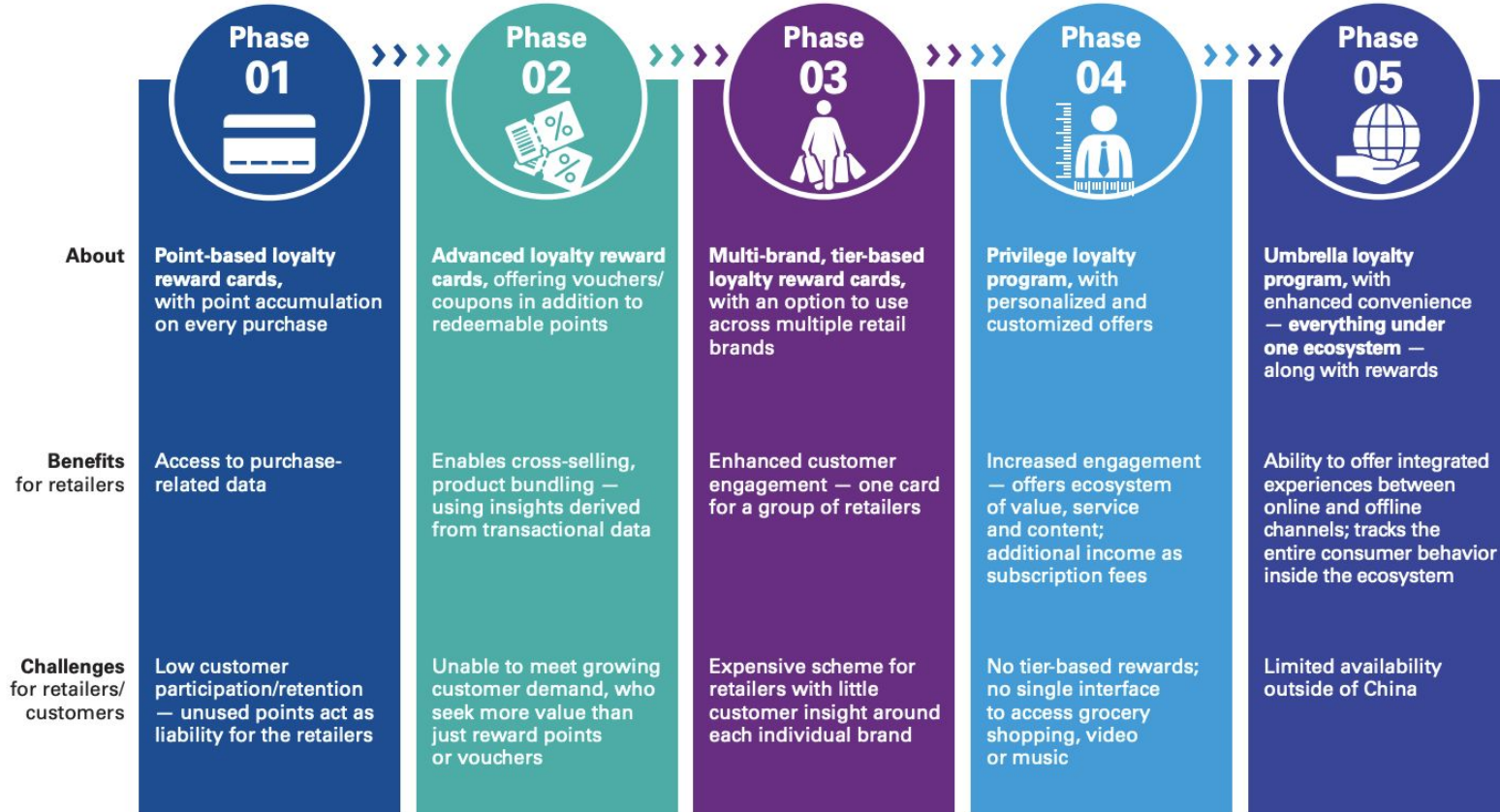
03

Pinch of data



Loyalty programs are evolving

From point-based loyalty programs, retailers are moving towards integrated and unified rewards programs, to provide personalized offers and experiences





The typical F&B consumer in the GCC



**Prefers to
head out**

~2X

more likely to dine out
rather than order in



**Seeks quality
and value**

~54%

of consumers rate value for
money and quality of food and
service as essential



**Responds to word
of mouth**

~30%

of consumers' dining
decisions are driven by
recommendations from others



**Is more health
conscious than before**

>50%

prefer to eat healthily during
the week and only indulge
over the weekends





**Is a deal
seeker**

~80%

are encouraged by deals when choosing a restaurant or actively seek deals for their preferred restaurants and cuisines



**Does not value
loyalty programs**

~72%

of consumers have never used them



Is tech savvy

~82%

of consumers use a food app on their smartphone/tablet



**Is willing to go the
extra mile**

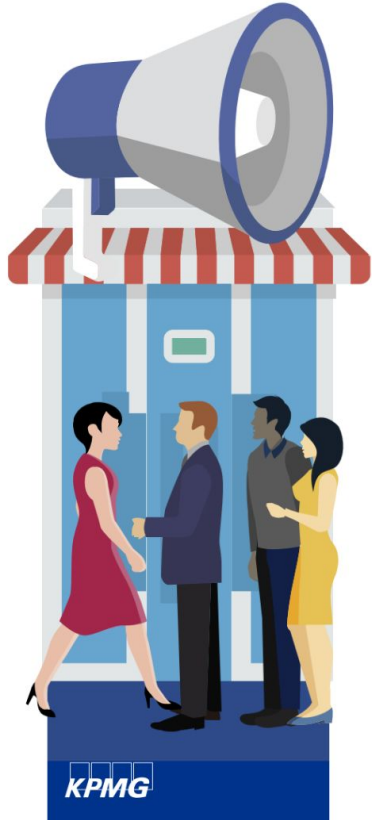
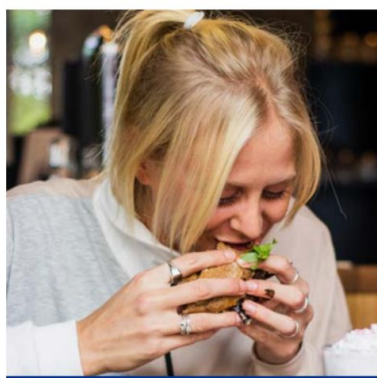
~65%

do not mind travelling more than 20 minutes to eat out





How do deals and promotions influence your eating out habits?



27%

of consumers across the region say deals encourage them to try new cuisines

26%

look for deals in their preferred cuisines

25%

look for deals in restaurants of their choice



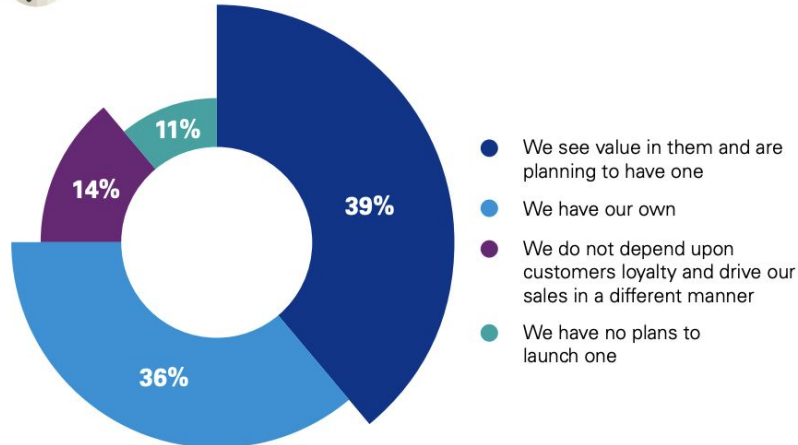
Do you subscribe to a loyalty programme and how often do you use it?



- Yes and I regularly use it
- Yes, but I don't use it
- Not subscribed



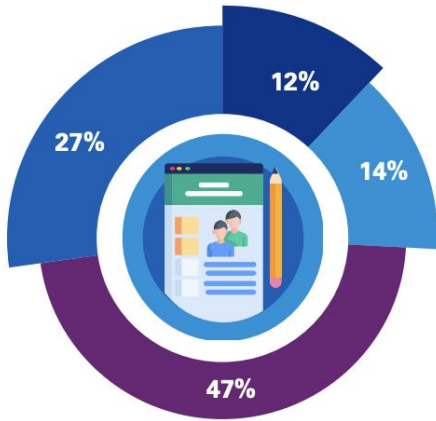
What do operators think about loyalty programs?



3 out of 4 had a loyalty program in place by the end of 2019



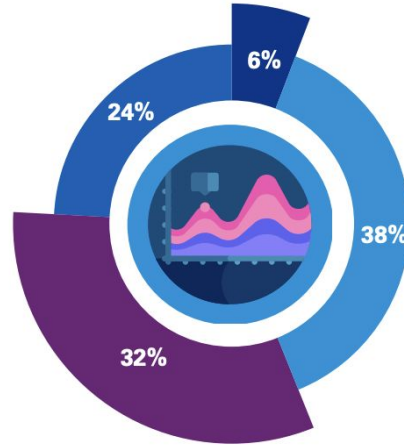
What do operators think about deals and promotions?



- Good for business
- Help, but do not drive loyalty
- Necessary, but do not like them
- Moved away from them



What share of business comes through deals and promotions?



- Good (25-50%)
- Moderate (10-25%)
- Minimal (<10%)
- None



How often do you eat out at these (in a month)?²⁸

UAE

1.06

2.23

2.58

2.12

0.85

KSA

0.91

2.05

2.38

1.83

● Premium Dining

● Casual Dining

● Fast Food Dining

● Cafe Dining

● Bar/Lounge Dining



How often do you dine out and order in?

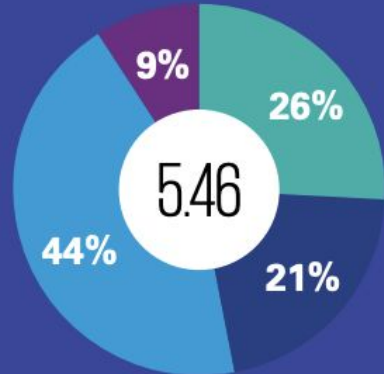
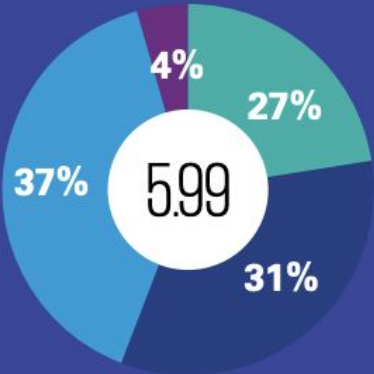


Dine out



UAE

Order in

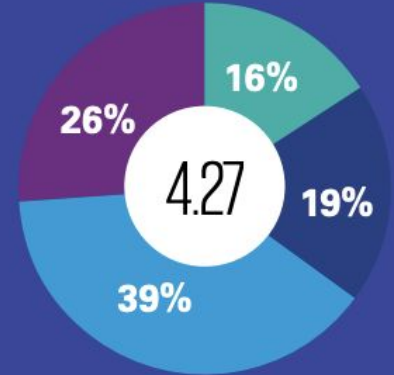
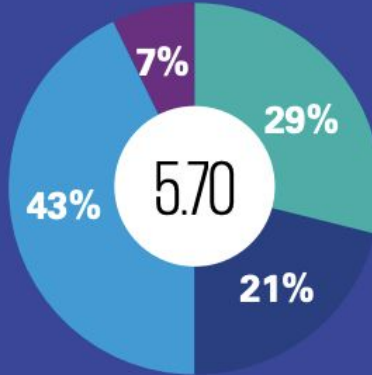


Dine out



KSA

Order in



Frequently: More than eight times a month



Regularly: Between five to eight times a month



Occasionally: Up to four times a month



Never

²⁶ Number in the center of the chart denotes "Frequency per month per head"



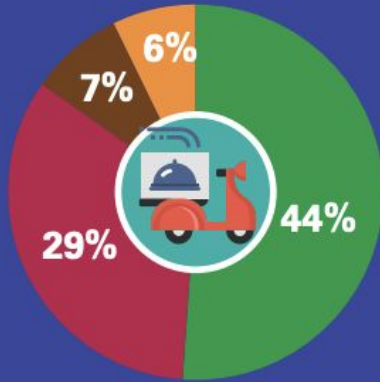
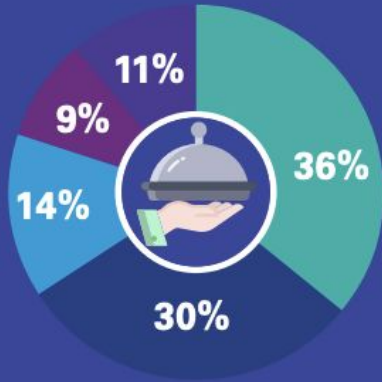
Average spend on dining out and ordering in (per person)²⁷

Dine out



Order in

UAE

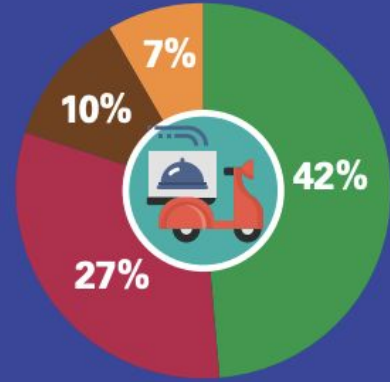
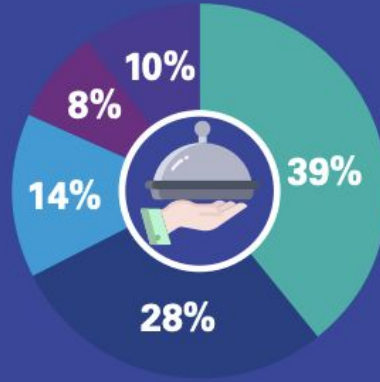


Dine out



Order in

KSA



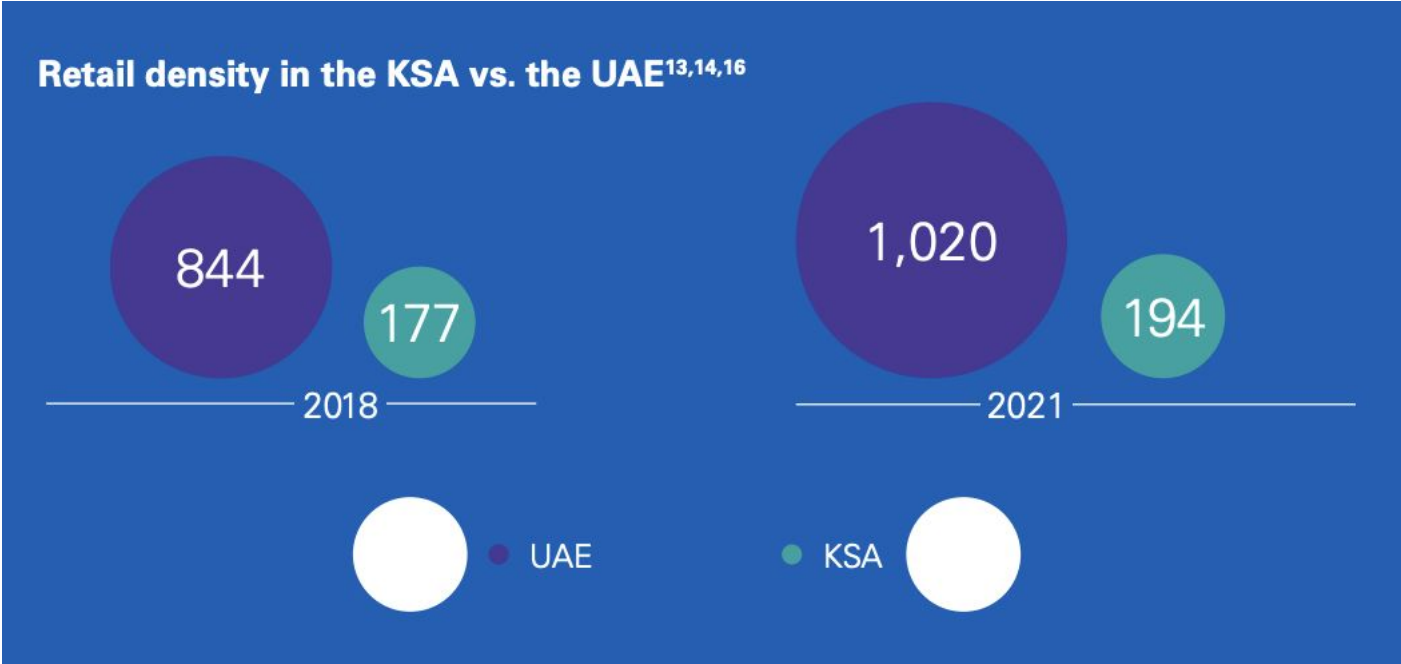
Dining out

- < USD14
- USD14 - 28
- USD28 - 40
- USD41 - 54
- > USD54

Ordering in

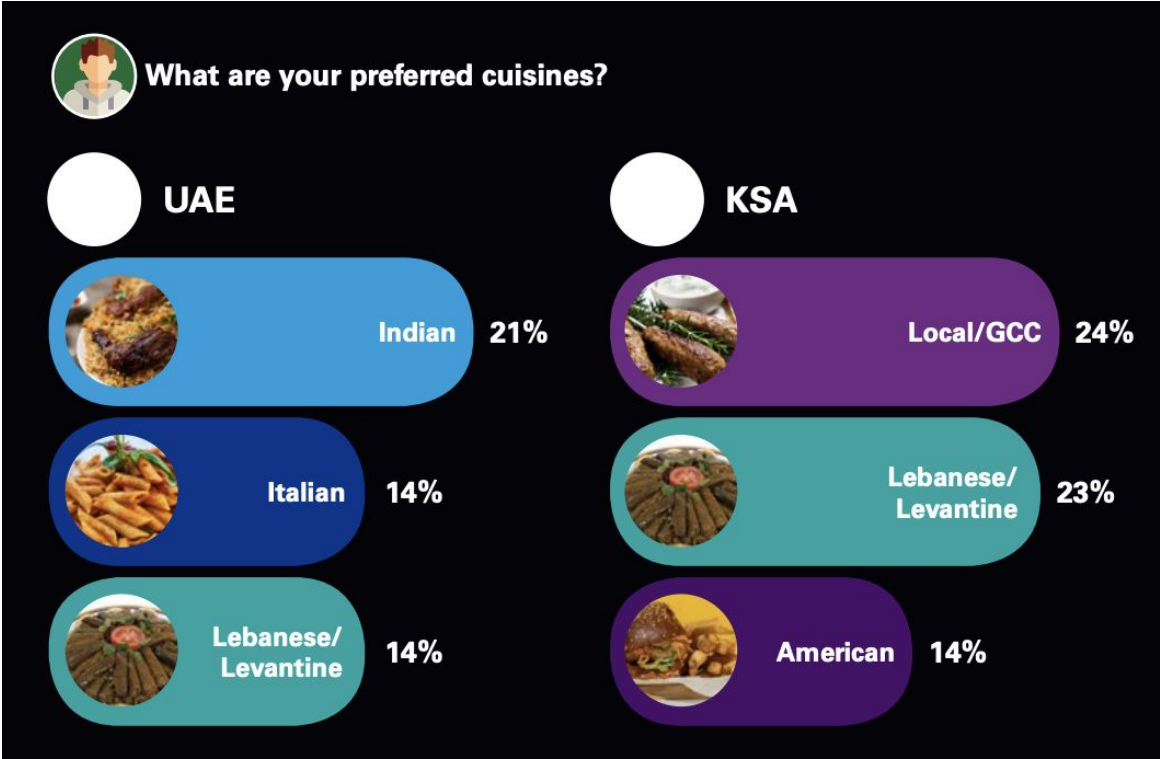
- < USD14
- USD14 - 28
- USD28 - 40
- > USD41

Data - KSA is an underserved market



Tourist footfall is also significantly lower in KSA

Data - preferred cuisines



Trend that is reflective of the demographic construct



What makes you try a new restaurant?

UAE



Saudi Arabia



Word of mouth	→ 30%	28%
Deals and promotions	→ 25%	18%
Online ratings	→ 18%	17%
Known brands	→ 12%	14%





What is most important to you as a consumer?

UAE



Saudi Arabia



Kuwait



Food taste and quality →	21%	21%	23%
Value for money →	18%	18%	19%
Service quality →	15%	14%	15%
Ambience →	10%	13%	10%





An assortment of flavors

- The F&B market in the GCC today represents a mix of opportunities and headwinds; while the UAE and Kuwait saw a somewhat challenging 2019, Saudi Arabia was emerging as the next frontier in the region.



Delivery grows though challenges show

- The delivery segment continues to grow, but there is a need to align objectives amongst stakeholders to create a more sustainable future.



Deals and promotions, a grudging necessity

- Deals and promotions continue to influence consumers, even as some operators look to move away.
- Loyalty programs could be an alternative, although they remain arguably misunderstood and underutilized by operators.



QSR and fast casual continue to shine

- QSR and fast casual have benefited from the value-seeking behavior of consumers, while casual has been impacted.
- There is a shift from fine dining toward premium casual concepts.



The UAE and Kuwait, the big spenders

- Consumers in the UAE and Kuwait have the highest spend for dining out and ordering in, respectively.
- Cuisine preferences are driven by the demographic mix of the country, though Asian, Levantine/Middle Eastern and Italian dominate in the region.



The pandemic hurt sales in 2020

- Operators have been severely hit during the crisis, particularly the lockdown, resulting in likely the worst year for the sector in recent times
- Customers continue to be wary about dining out as well as ordering in due to hygiene concerns, and it will likely take considerable time for demand to return to pre-pandemic levels across the region

04

KSA Market







History

- Started in 2001- traditional print coupon service (AED 99 - AED 495 and may be more)
- 2013 - launched app → 2018 “app only”

The Entertainer



Data

- 3 million users globally in 2019
- Avg savings per user in 2015 -
AED 6000
- Active Markets

Middle East

-  Dubai & N. Emirates
-  Abu Dhabi & Al Ain
-  Qatar
-  Bahrain
-  Oman
-  Jeddah
-  Riyadh
-  Eastern Province
-  Kuwait






Choose your location

Asia

-  Singapore

Africa

-  Cape Town
-  Johannesburg & Pretoria
-  Durban



User base



5 types of customers (2017)

- **Competitors** - want to save more than their friends
- **Savers** - want to save as much as they can
- **Explorers** - use discounts as a mean of discovering new outlets
- **Socialites** - prefer to go out in large groups
- **Tourists** - make heavy use of the app in a short burst and tend not to use it again

Leading proposition



**The best buy
1 get 1
& discount
offers**

Get instant 12-month access

Download now



Food is
a major
hook



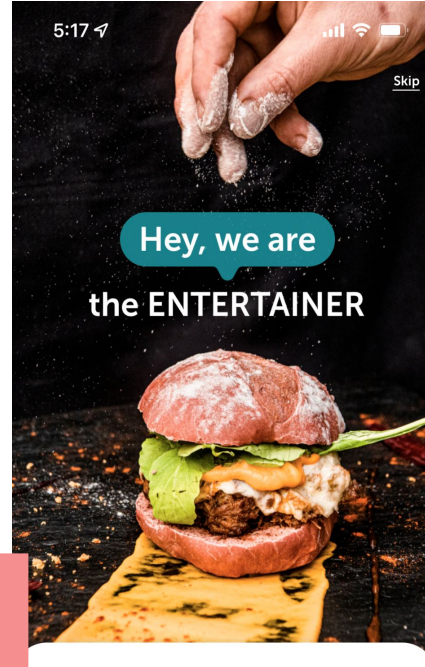
How do they introduce themselves?

What is the ENTERTAINER?

The 2-for-1 and discount app with over 3 million members globally.

We're here to help people experience more and pay less thanks to awesome offers at high-quality restaurants; bars; spas; attractions; activities; salons; sports and fitness venues everywhere!

Focus on savings first



We're here to help you save

Life's a lot more fun when you can save BIG on dining out, kids' play areas, self-pampering and so much more, all year long.



Make your money back in an offer or two

Explore your city's top spots and round up quality savings worth the cost of the app.

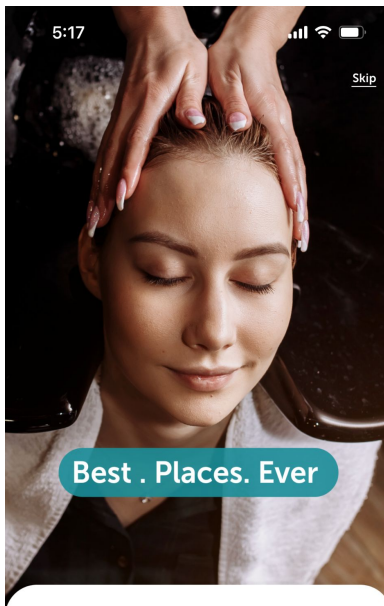
Savings first

Choices second

Personalisation next

With multiple users able to access a single Entertainer account, whether in book or app form, one of the main challenges that Ashford faces is being able to tailor each individual consumer's experience. "We are fanatical about using data to make our app more personalised and relevant to each

customer," he says. "A lot of our customers aren't just people, but households. My wife and I could be using the same account, which could result in me receiving suggested offers that aren't to my taste. Netflix, for instance, has tackled this issue very well. We've got some very exciting plans on the horizon that will tackle this issue head on."



Loads of experiences are waiting for you

Just register if you're a new user or sign in with your ENTERTAINER login details, and you're good to go!



Enjoy 7 days a week*

Pick a place, tap an offer, show your ENTERTAINER app & have fun saving. It's so easy to use! *except on public holidays and exclusion days



Add up to 4 people

Share the savings with your family & friends. Each person gets individual access & can use the app at their convenience.



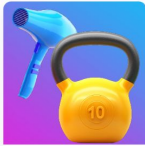
Offerings - services



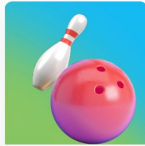
Categories



Food & Drink



Beauty & Fitness



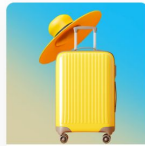
Attraction
& Leisure



Fashion & Retail



Everyday Services



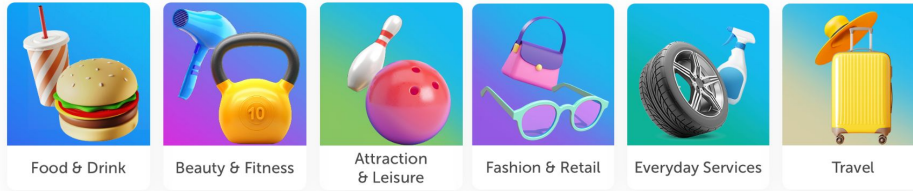
Travel

- **Food & Drink** - restaurants and pubs
- **Beauty & Fitness** - spas, salons, gyms, health clubs, medical & dental
- **Attractions & Leisure** - entertainment, sports, attractions
- **Fashion & Retail** - opticians, pet stores, confectionery, flowers, fashion
- **Everyday Services** - auto, cleaning, courses, events, pets, tailoring
- **Travel** - hotel bookings

Offerings - services



Categories



- **Food & Drink** - **1106** in Dubai vs **149** in Jeddah and **124** in Riyadh
- **Beauty & Fitness** - **169** in Dubai vs **69** in Jeddah and **31** in Riyadh
- **Attractions & Leisure** - **183** in Dubai vs **28** in Jeddah and **23** in Riyadh
- **Fashion & Retail** - **23** in Dubai vs **19** in Jeddah and **3** in Riyadh
- **Everyday Services** - **47** in Dubai vs **7** in Jeddah and **4** in Riyadh
- **Travel** - **14** in Dubai vs **3** in Jeddah and **3** in Riyadh

Offerings - subscription



KSA

12 Month Membership
The KSA membership!

Get instant access to our famous 2-for-1 and discount offers for 12 months across the Kingdom.

SAR 295.00 (including VAT)
SAR 24.59/mo. (Billed annually)

Or 3 interest-free instalments every month of
SAR 98.33 with **postpay** ①

Includes

- offers in Jeddah
- offers in Riyadh
- offers in Eastern Province

Membership terms ①

- ✓ Food & beverage offers
- ✓ Attractions & leisure offers
- ✓ Beauty & fitness offers
- ✓ Offers for 5* hotels
- ✓ Make your money back in just 3 offers

[Buy now](#)

[Tell me more](#)



New

ENTERTAINER tourist – UAE

Explore the UAE

Note: Some ENTERTAINER offers are not available in the ENTERTAINER tourist - UAE.

Valid for 30-days from the date of purchase
SAR 208.95 (including VAT)

Includes UAE Bundle 2021

Excludes Delivery

Excludes Everyday Services

Excludes Fitness

- ✓ 14,000+ food & beverage offers
- ✓ Includes hotel offers & packages
- ✓ 1000+ attractions & leisure offers
- ✓ Brunches, drinks & more
- ✓ Includes shopping discounts
- ✓ Includes spa & salon offers

[Buy now](#)

[Tell me more](#)



New

ENTERTAINER tourist - Qatar

Explore Qatar

Get instant access to our famous Buy-One-Get-One-Free and discount offers for 30-days

Valid for 30-days from the date of purchase
SAR 124.00

Includes Qatar 30-days membership

Includes Gourmet Qatar 30-days membership

- ✓ 1000+ food & beverage offers
- ✓ Includes hotel offers & packages
- ✓ 100+ attractions & leisure offers
- ✓ Brunches & more
- ✓ Includes shopping offers
- ✓ Includes spa & salon offers

[Buy now](#)

[Tell me more](#)



New

ENTERTAINER tourist - Bahrain

Explore Bahrain

Get instant access to our famous Buy-One-Get-One-Free and discount offers for 30-days

Valid for 30-days from the date of purchase
SAR 79.00 (including VAT)

Includes Bahrain 30-days membership

Includes Cheers Bahrain 30-days membership

- ✓ 1000's of food & beverage offers
- ✓ Includes hotel offers & packages
- ✓ 100's of attractions & leisure offers
- ✓ Brunches, drinks & more
- ✓ Includes shopping discounts
- ✓ Includes spa & salon offers

[Buy now](#)

[Tell me more](#)

Oman and Kuwait too



- Reducing offers
- Better deals on Talabat or Zomato
- On delivery - no support
- Care/CS not responsive or not good

J Jordan Momani

★ ★ ★ ★ ★ 1/29/22

Aside from the degrading functionality of the App, there is a trend of degrading services in the number of participating vendors, and many of those who refuse to comply with the published terms and conditions of Entertainer. When contacted customer service through its only available method... chat!!! The answers were lame and disappointing. Your message is loud and clear; you lost your integrity and reputation... your forgery is noted... this is my last year.

7:04

Back Ratings & Reviews

App constantly losing participants 23 Feb
★ ★ ★ ★ ★ piyush 9250

I am using this app from last 4 years and felt that every year participant outlets are reducing. Now only left cafes and pizza (which Already offering similar offers). Particularly for Oman this app not worth now. Even no rewards for 2020 loyal customers despite almost 70% time of year was under lockdown.

Waste of money 1y ago
★ ★ ★ ★ ★ mahrrrrrr

We have purchased entertainer 2021 just for chocochino dip and many more chocolate restaurants, very much disappointment, after purchasing they told IS we are not providing service for entertainer users

2021's version is disappointing 1y ago
★ ★ ★ ★ ★ Neeraj30

Been a member for 4 years , now regret subscribing for 2021 the participating vendors are down by almost 90% compared to last year. There are better deals available from the restaurants themselves or local apps like talabat for free. Extremely disappointed by entertainer this

Today Games Apps Arcade Search

7:11

the ENTERTAINER 4.2★
Ratings and reviews

M Muhammad Ali

★ ★ ★ ★ ★ 11/26/21

Be careful when ordering delivery through the app. You get zero support from Entertainer if your order gets delayed, is wrong or missing items, or not delivered (as was in my case). They simply tell you to talk to the merchant and nothing they can do about it. This is wrong as they take the order, they charge my credit card and if i have to cancel the order or ask refund, they say only merchant can do refund, not us. I've been using entertainer for many years but this is sorely disappointing.

Was this review helpful? Yes No

The ENTERTAINER 12/7/21

Dear Muhammad, Thank you for your feedback it is appreciated.

D Dean Boyce

★ ★ ★ ★ ★ 2/11/22

Used to have better offers, poor this year.

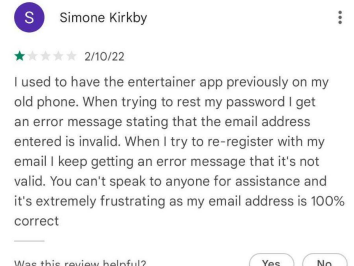
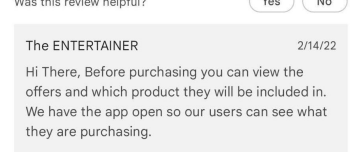
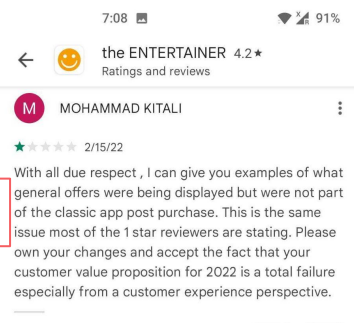
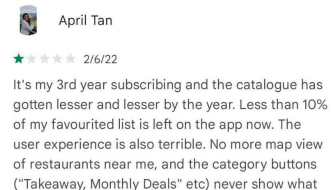
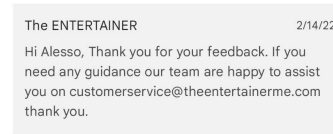
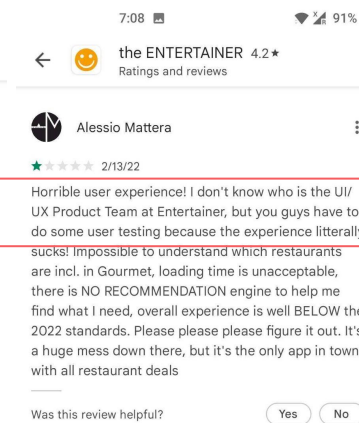
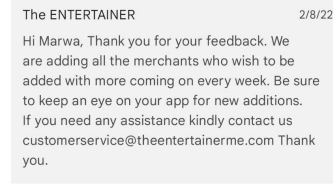
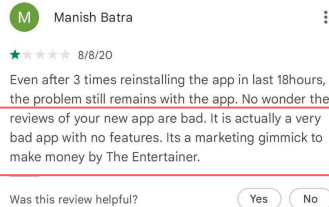
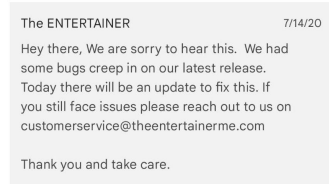
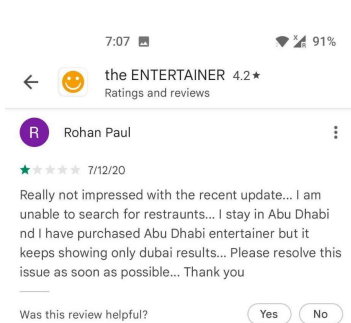
Was this review helpful? Yes No

The ENTERTAINER 2/14/22

Hi There, We are sorry to hear of your disappointment. All merchants who wish to participate have been added to the app to



- Bad UX - can't search, locked offers etc..
- Vendor issues - different menu for entertainer users, not available anymore or different policies



SDC



History

- Started in 2015 in Jeddah - now in whole KSA
- 2016 SDC discount cards → 2017 employee rewards program → 2018 SDC discount app



MEET OUR TEAM



Abdulaziz Bugshan
Chairman (Partner)



Maher Bugshan
Deputy Chairman (Partner)



Abdulqader Alsobaihi
General Manager (Partner)



Awadh Bin Madhi
CEO



Yaser Basuhail
Legal Consultant



Waad Boukhari
Product & Communication Manager



Suzan Gharbawi
Partnerships Manager



Khaled Bawazir
CTO

Data



5 M

Riyal Saved



252 K

Users



1045

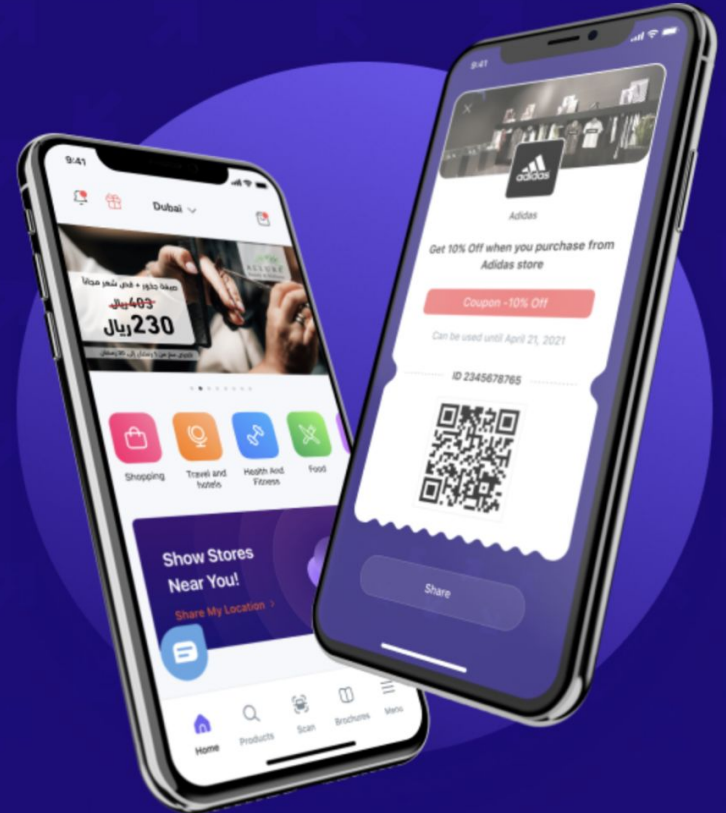
Brands

Leading proposition

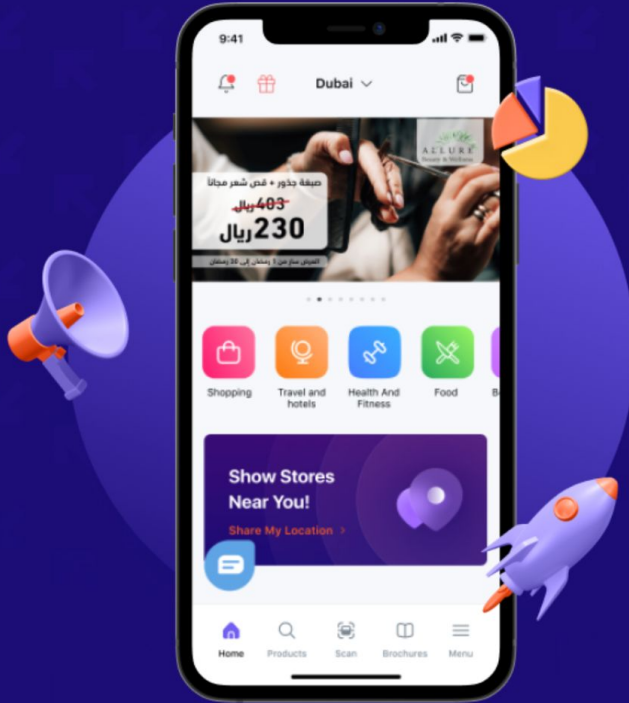


EXPERIENCE MORE, PAY LESS

Get exclusive online and in-store discounts, offers and coupons from your favourite stores, restaurants, gyms (and many, many more places!) in one app.




How do they introduce themselves?




The image shows a smartphone displaying the SDC App interface. The app is set to Dubai and shows a discount for 'صيفة جاكور + فني شعر مجاناً' (Jagor Hair Salon + Free Haircut) from 483 to 230 AED. Below the main offer are categories: Shopping, Travel and hotels, Health And Fitness, and Food. A 'Show Stores Near You!' section is visible, along with a 'Share My Location' button. The bottom navigation bar includes Home, Products, Scan, Brochures, and Menu. The phone is surrounded by a purple circle, a megaphone, a pie chart, and a rocket.

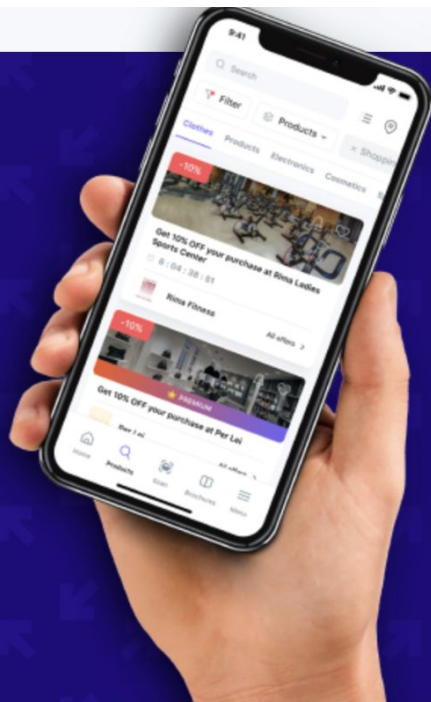
ONE EASY WAY TO SAVE MONEY, EVERYDAY

It's always smart to save money— SDC App helps you do exactly that! Get instant (and reusable!) in-store discounts, offers and coupons from 600+ places, and online promo codes from top online stores. All in one application.

Download on the  **App Store**

 **GET IT ON
Google Play**

And the claims they make...

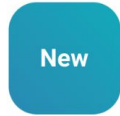


BETTER, BIGGER DISCOUNTS **FOR FREE**

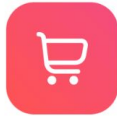
You can potentially save 100 Riyal during your first 7 days using SDC App (if utilized to the max!). Start today.



Offerings - services



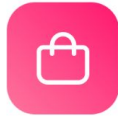
New Brands



Online



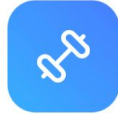
Food



Shopping



Services



Health And
Fitness



Entertainment



Beauty and
Spa



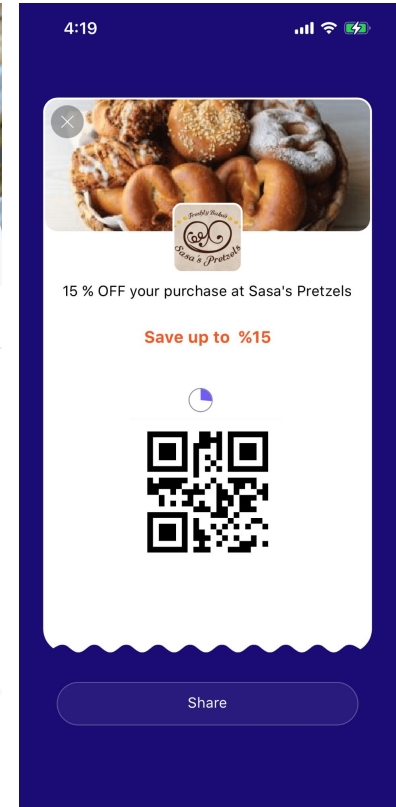
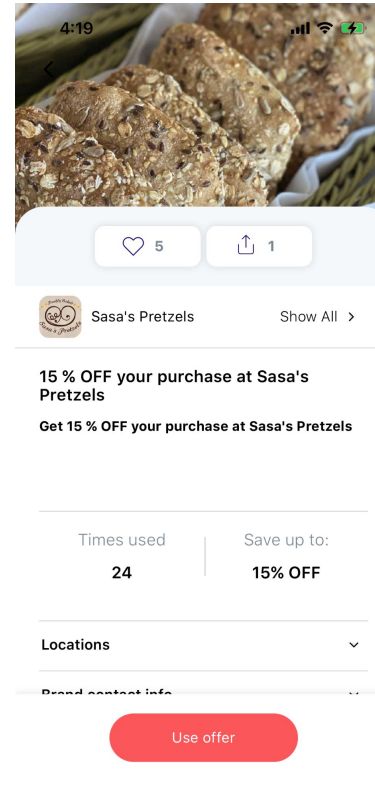
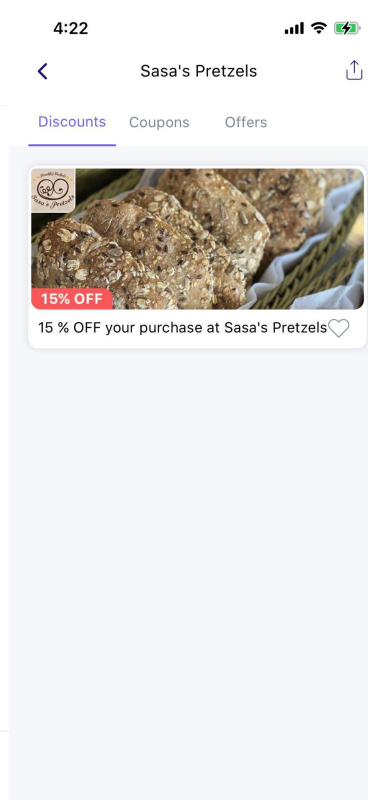
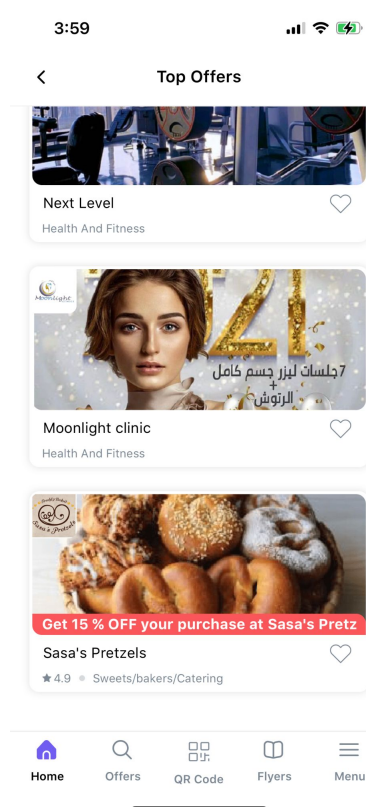
Education and
Development



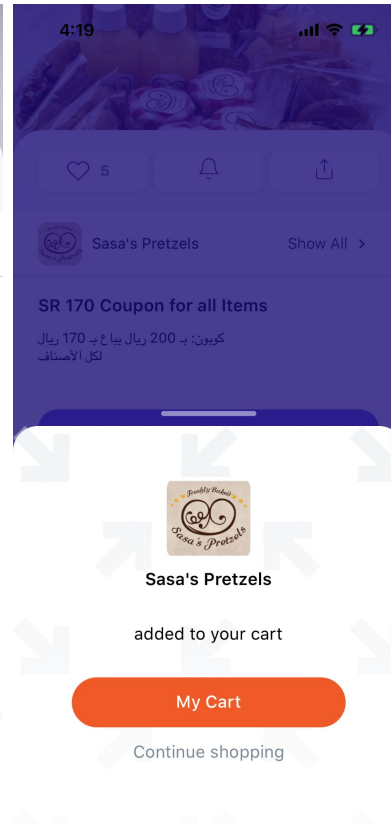
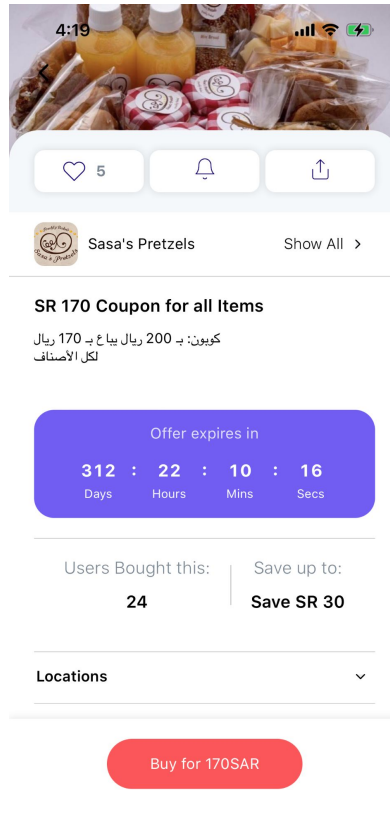
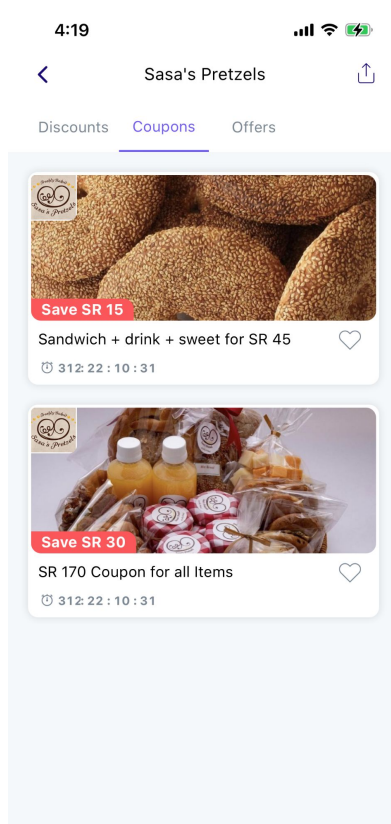
Travel and
hotels

- Online as well as in-store offers
- Percentage off
- Amount off
- On single purchases, subscriptions, classes etc.

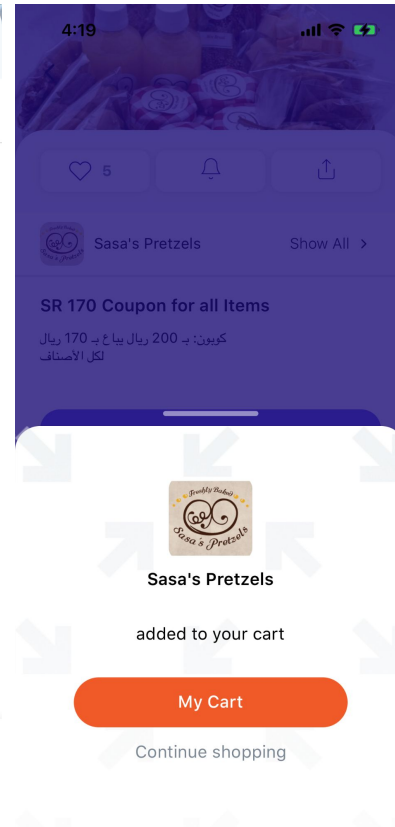
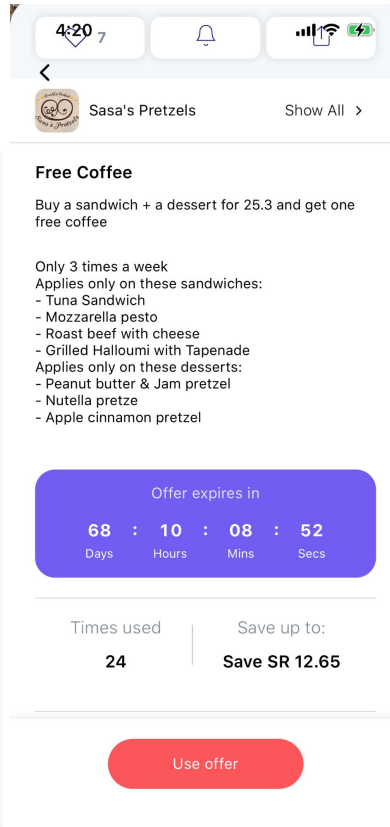
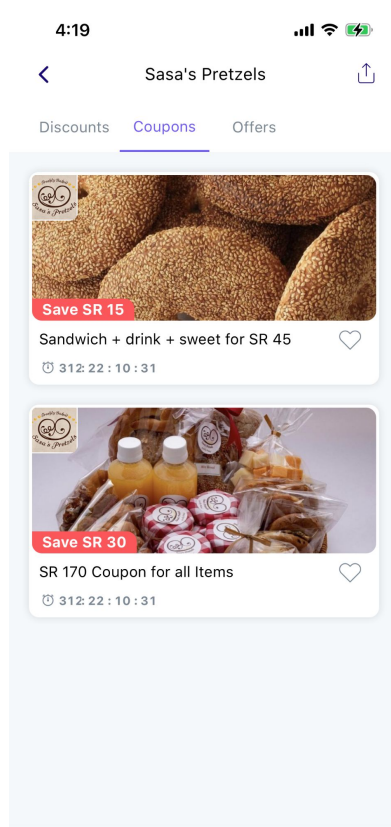
Offerings - Discounts



Offerings - Coupons



Offerings - Offers



Offerings - subscription



Radi Mertah

It's Free!
0 SAR / Month

- Limited instant discounts
- Higher, better discounts
- Access to buy coupons
- Early access to coupons
- Cash compensations
- Welcome gift
- One additional free Mertah account
- Gift subscriptions

Join Today

Radi Mertah

1 Month Subscription
35 SAR

- Instant discounts
- Higher, better discounts
- Access to buy coupons
- Early access to coupons
- Cash compensations
- Welcome gift
- One additional free account
- 3 Free Subscriptions (Soon)

Choose Plan

Radi Mertah

6 Months Subscription
149 SAR

- Instant discounts
- Higher, better discounts
- Access to buy coupons
- Early access to coupons
- Cash compensations
- Welcome gift
- One additional free account
- 3 Free Subscriptions (Soon)

Choose Plan

Radi Mertah

12 Months Subscription
229 SAR

- Instant discounts
- Higher, better discounts
- Access to buy coupons
- Early access to coupons
- Cash compensations
- Welcome gift
- One additional free account
- 3 Free Subscriptions (Soon)

Choose Plan

Rewards - more ways to enjoy Mertah



Cancel Details



Unlock 7 Days of Mertah Discounts

Invite 5 friends to join SDC App

Send To: **5 friends** | Active: **0 friends**

Your referral code :



Invite 5 friends to join SDC App & get 7 days in Mertah

Share your invite link with 5 of your friends & have them sign up on SDC App to unlock unlimited access to Mertah discounts for 7 days, for free!

Your friends will also enjoy a 5-day access to Mertah discounts when they sign up with your invite link!

Start the challenge



Cancel Details



Enjoy 3 Weeks in Mertah Subscription

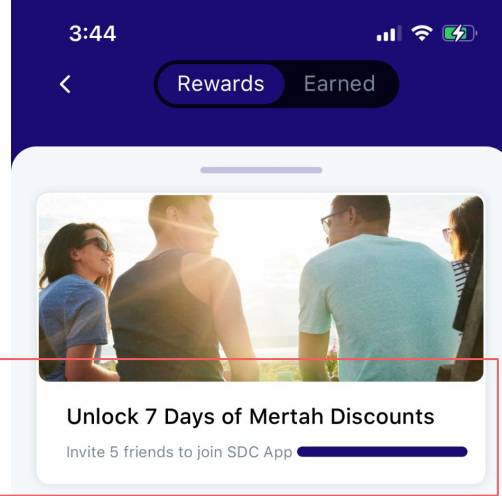
Use 10 discounts or offers over 1 month

Transactions: **10** | Completed: **0**

Complete 10 transactions worth of 500 SR in 1 month & get 3 weeks in Mertah subscription

Use 10 discounts or offers with a minimum bill value of 500 SR in total at any of our partners' stores in one month and enjoy free access to Mertah discounts for 3 weeks.

Start the challenge

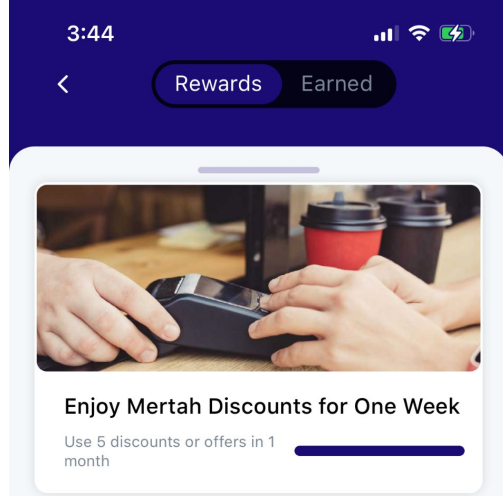


Rewards Earned



Unlock 7 Days of Mertah Discounts

Invite 5 friends to join SDC App



Rewards Earned



Enjoy Mertah Discounts for One Week

Use 5 discounts or offers in 1 month



Enjoy 3 Weeks in Mertah Subscription

Use 10 discounts or offers over 1 month



Unlock 2 Weeks of Mertah Discounts

Invite 10 friends to join SDC App

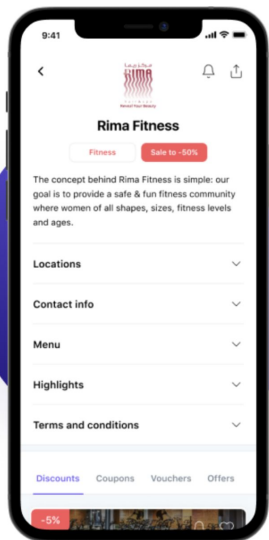


Unlock One Month of Mertah



Enjoy Mertah Discounts for One

The other side...



Earn Their Loyalty

EMPLOYEE & CLIENT REWARDS PROGRAM

Reward your employees and engage your clients with an effective loyalty & reward program tailored uniquely to suit your company

[Register into program](#)

EMPLOYEE & CLIENT REWARDS PROGRAM



Wide Selection of Benefits

Reward your people with hundreds of exclusive discounts, offers and coupons from 600+ brands in 9 different categories



Custom Mobile App

Deliver your employees an unmatched saving experience in a branded app tailored uniquely to match your corporate identity



App Development & Maintenance

Give your employers easy access to rewards without worrying about any maintenance costs or customer service— Our team will handle them for you!

The other side...



Basic

All of the features of Basic package:

- ✓ Less than one-minute sign-up process
- ✓ Exclusive discounts and offers from 600+ local and international brands
- ✓ Unlimited usage of featured discounts
- ✓ All brands details in one application
- ✓ Geo-triggered push notifications
- ✓ Push notifications to inform users of updates, new discounts, and newly-joined brands
- ✓ Coupons
- ✓ Compensations for declined promoted discounts/offers within five business days
- ✓ Customer service support
- ✓ One additional account for each employee's family members

Choose Plan

Estimated time for execution 10 days



Plus

Switchable

All of the features of Basic and Plus:

- ✓ Less than one-minute sign-up process
- ✓ Exclusive discounts and offers from 600+ local and international brands
- ✓ Unlimited usage of featured discounts
- ✓ All brands details in one application
- ✓ Geo-triggered push notifications
- ✓ Push notifications to inform users of updates, new discounts, and newly-joined brands
- ✓ Coupons
- ✓ Compensations for declined promoted discounts/offers within five business days
- ✓ Customer service support
- ✓ Two additional accounts for each employee's family members
- ✓ Integration of the corporate's existing offers in one application
- ✓ Signing new discount deals with brands to be added to the built application
- ✓ Sending periodic surveys to employees to receive brands suggestions
- ✓ Account manager
- ✓ Corporate Service Level Agreement
- ✓ Dashboard access to manage users access and display the amount of money saved
- ✓ A webpage reflecting corporate identity. *Additional cost applies
- ✓ In-app corporate news page. *Additional cost applies
- ✓ In-app gallery page. *Additional cost applies

Choose Plan

Estimated time for execution 10 days



Pro

White-label

All of the features of Basic, Plus and Pro:

- ✓ Less than one-minute sign-up process
- ✓ Exclusive discounts and offers from 600+ local and international brands
- ✓ Unlimited usage of featured discounts
- ✓ All brands details in one application
- ✓ Geo-triggered push notifications
- ✓ Push notifications to inform users of updates, new discounts, and newly-joined brands
- ✓ Coupons
- ✓ Compensations for declined promoted discounts/offers within five business days
- ✓ Customer service support
- ✓ Three additional accounts for each employee's family members
- ✓ Integration of the corporate's existing offers in one application
- ✓ Signing new discount deals with brands to be added to the built application
- ✓ Sending periodic surveys to employees to receive brands suggestions
- ✓ Account manager
- ✓ Corporate Service Level Agreement
- ✓ Dashboard access to manage users access and display the amount of money saved
- ✓ Periodic reports on offer and discount usage
- ✓ A webpage reflecting corporate identity. *Additional cost applies
- ✓ In-app corporate news page. *Additional cost applies
- ✓ In-app gallery page. *Additional cost applies

Choose Plan

Estimated time for execution 6 weeks

Key takeaways



- We can differentiate with our umbrella offerings - online as well as in-store
- Splitwise model using Careem Pay - organic referral program
- Make redemption easier - better than entering pin or scanning QR
- Family/Group plans
- Tiering of plans - time-based or proposition differentiation
- Differentiating proposition?
- Savings - Discovery - Delivery - Pampering - expensive is affordable

Need to know more about - Why is KSA such a difficult market?

Best approach so far for V1-

Start with F&B in UAE with a single umbrella plan & people WANT free trial

General insights



- Two major psychological traits come into play when getting a loyalty programme right. Firstly, **humans like to be rewarded for ‘good’ behaviour.**
- Secondly, **we are programmed to strive for elevated status.**
- People are willing to adjust their behaviour and pay for both of these things i.e. **offering aspirational value, and rewarding for ‘good’ commercial behaviour of transacting with your brand again and again**
- Research shows that people speed up their repeat custom with a brand if they know there is a ‘prize’ at the end - **we can offer engaged customers more convenience - free upgrades**
- Designing crafty schemes to get a bigger wallet share leveraging our ecosystem