

4SALE

Monthly Business Review

May 2025

MBR Content

- 1 Business Lines Review**
- 2 Product Features Updates**
- 3 Marketing Updates**
- 4 Technical Development Updates**

Definitions

Transacting Revenue	The actual earned revenue through Knet or Mandoobs , it includes listings, add-ons, and Credit Packages transactions.
Credits Usage	The spent revenues on the application by users to post a listing or buy Add-on.
YoY	(Year to Year) Comparing the same metric in the current period Over the same period last Year
MoM	(Month over Month) Comparing the same metric in the current Month Over the last Month
Normalized Numbers	The values that have been adjusted to fit within a specific range or scale to facilitate comparisons between different data points. (For Example: Comparing December (31 days) to November(30 days))

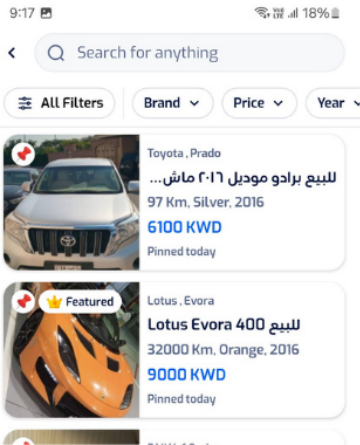
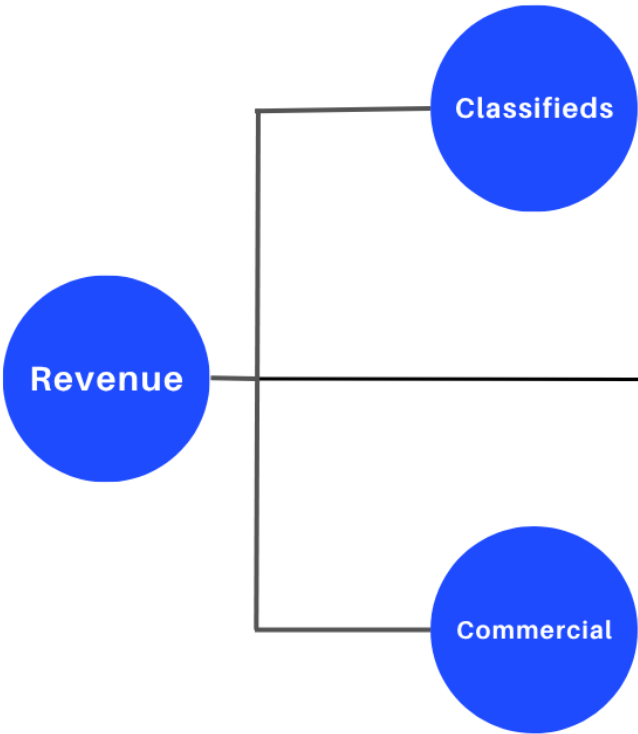
Monthly Summary

Business Glossary



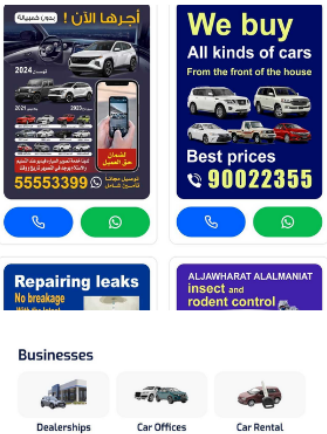
Revenue

4SALE



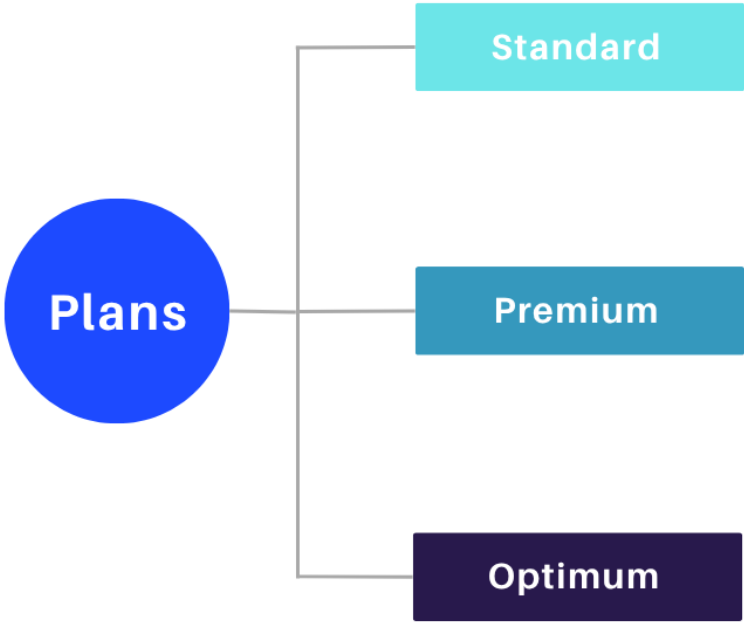
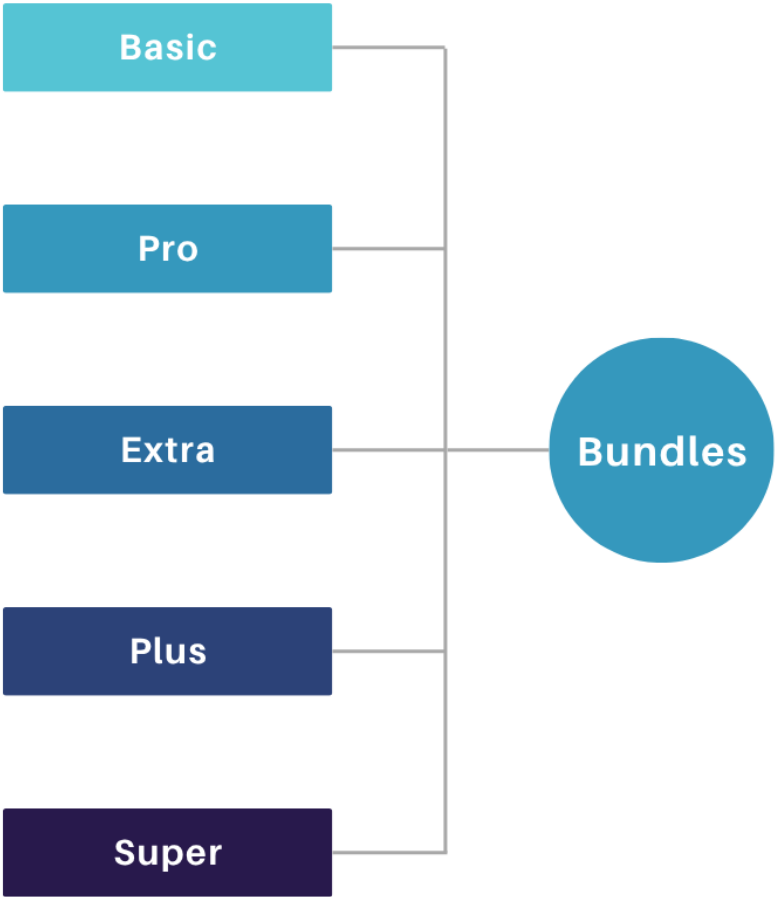
Through **Knet**

to Mandoobs and collected by our agents on the ground.



Through **Knet**

to Mandoobs and collected by our agents on the ground.



Monthly Summary

Business Glossary



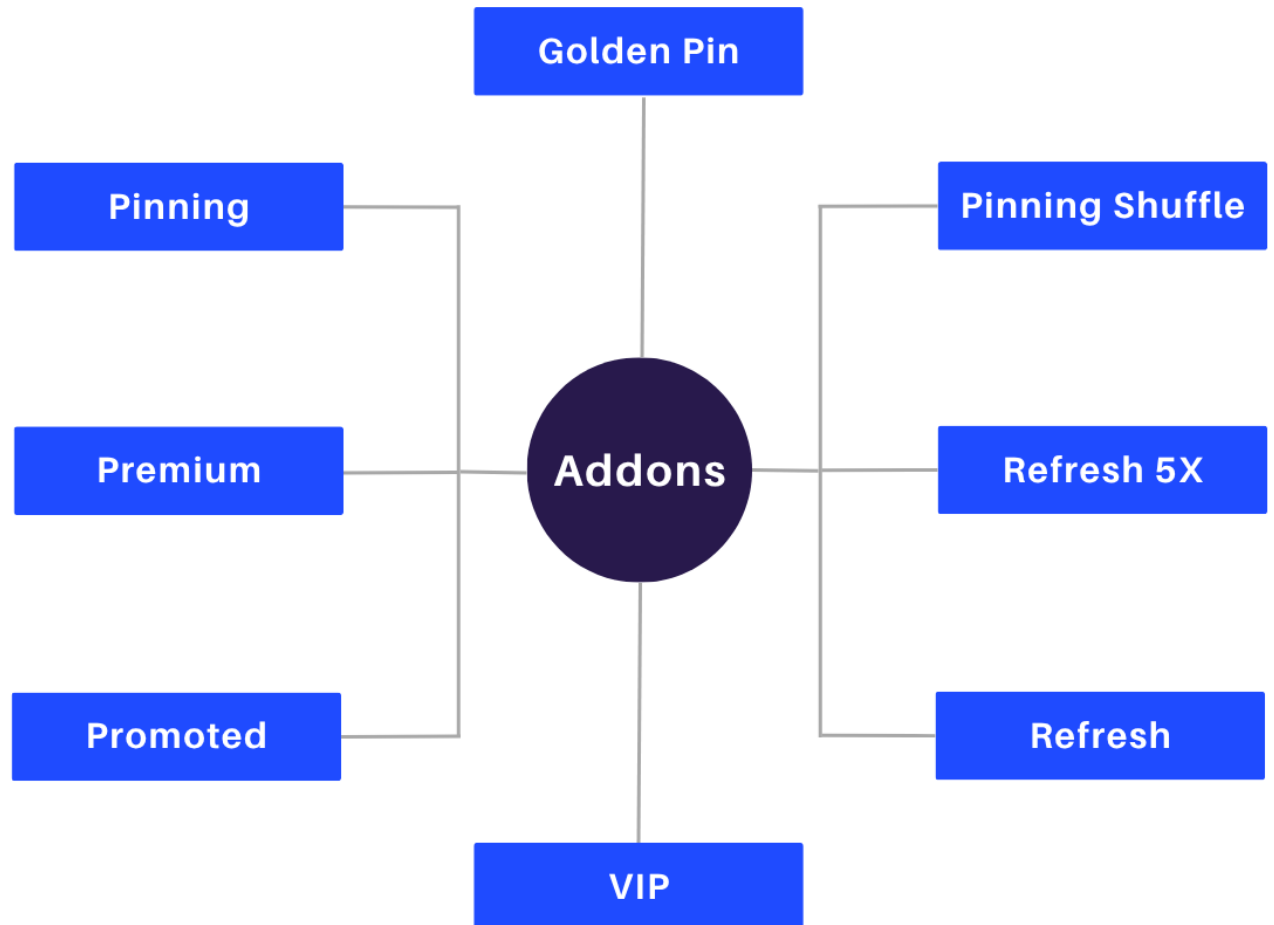
Addons

4SALE

Addons



Addons are boosts **added** to the ad to make it more visible and to get more phone calls, whatsapp calls etc.



Monthly Summary

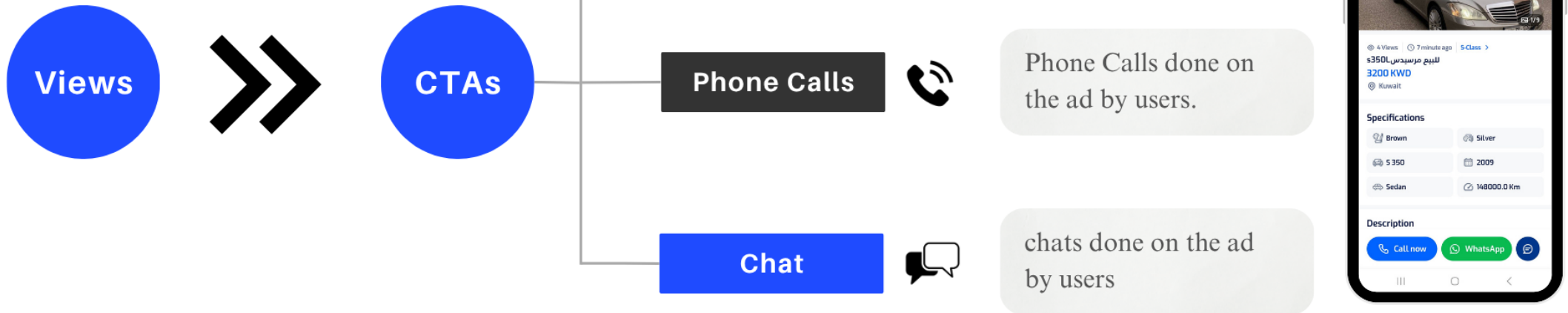
Business Glossary



Views & CTAs

4SALE

Call to Action Channels



4SALE

Business Lines Review

Monthly Summary

May 2025 Revenue Performance
(MoM Growth or Decline per Business Line)



Comparing to April 2025

3% ▲

2% ▲

10% ▲

-18% ▼

-3% ▼

-1% ▼

Classifieds

Commercial

Realty

Offices

GAM

