

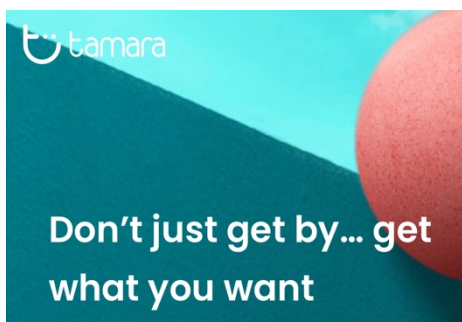


1. A description of the application area using clear business language and FinTech terminology.

New technology may at least partially replace the complete range of services as FinTech innovations, like Tamara company, was a disruption in the field of installment payment.

Tamara is a Buy Now Pay Later service provider with global standards. Tamara increases conversion rate, customer's average order value and customer satisfaction, helping business grow and expand with no hassle.

2. A description of how the application area was improved by FinTech.



Tamara is a Saudi Fintech startup. Its mission is to empower people to shop via honest, transparent, and inclusive methods. They provide Buy-Now-Pay-Later solutions that allow customers to either pay within 30 days or pay in 3 installments – all without any hidden fees or interest charges..

It is an example of disintermediation by removing or reducing intermediaries in providing financial services. This often leads to competitive advantages, increased profits and superior user experience by “cutting out the middle-man”.

3. An inventory and description of the role that technology (e.g. mobile phones, AI, etc.) played in that area

Because of that huge demand for online shopping through mobile phones or some other smart devices users , Tamara's idea was created to provide an easy and enjoyable payment journey for them. So the technology is playing a main role to support Tarama application because that is why Tamara is created for.



4. A description of how you think that application area may be relevant to the FinTech market in Saudi Arabia. Provide links to research that you located that back up your opinion.

“Tamara announced that it had raised \$110 million for its Series A funding. and with good reasons – not only was this the largest level of Series A funding ever raised by a Saudi startup, but it was the largest Series A ever raised by a middle eastern startup”.

Usually people tend to online shopping to find all their needs in a large way through the electronic market, as after the covid-19 crisis, most saudi customers turned to electronic shopping, and this contributed to the development of financial technology, coinciding

with the desire of consumers to facilitate payment and speed, and this crisis allowed for the emergence of developments in the field of technology These technologies have achieved success through consumer acceptance.

With the above clue, we can conclude that Tamara helped enhance the FinTech market in Saudi Arabia.

Members of the Group 1:

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|--------------------------|---------------------------------|
| Zainab Alharbi: | Zaina.a.92@gmail.com |
| Haneen Abu Allam: | Hsd.Poppy@hotmail.com |
| Khalid Alomari: | khcom216@gmail.com |
| Dhamia Alhemely: | Dhamiaalhemely@gmail.com |
| Asma Alharthi: | Assmma.ah@gmail.com |