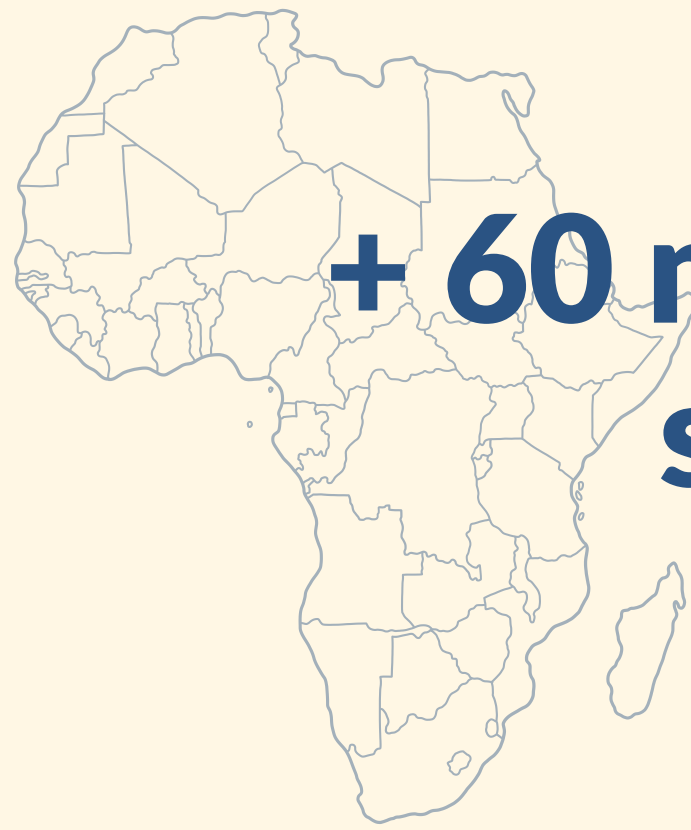


ILEY'COM

Omnichannel marketplace solution for African sellers





**+ 60 millions of artisans in Africa
struggle to **sell on the web** !**

**Only 32% of E-commerce
penetration rate in Africa**

Poor digital skills in Africa to create
e-shops



**No legal support for
export !**

High customs duties
Complexity of export



No Omnichannel solution

Impossible to access international
platform.



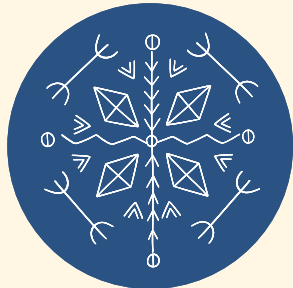
Handicrafts Market is increasing !



Unique handmade products demand



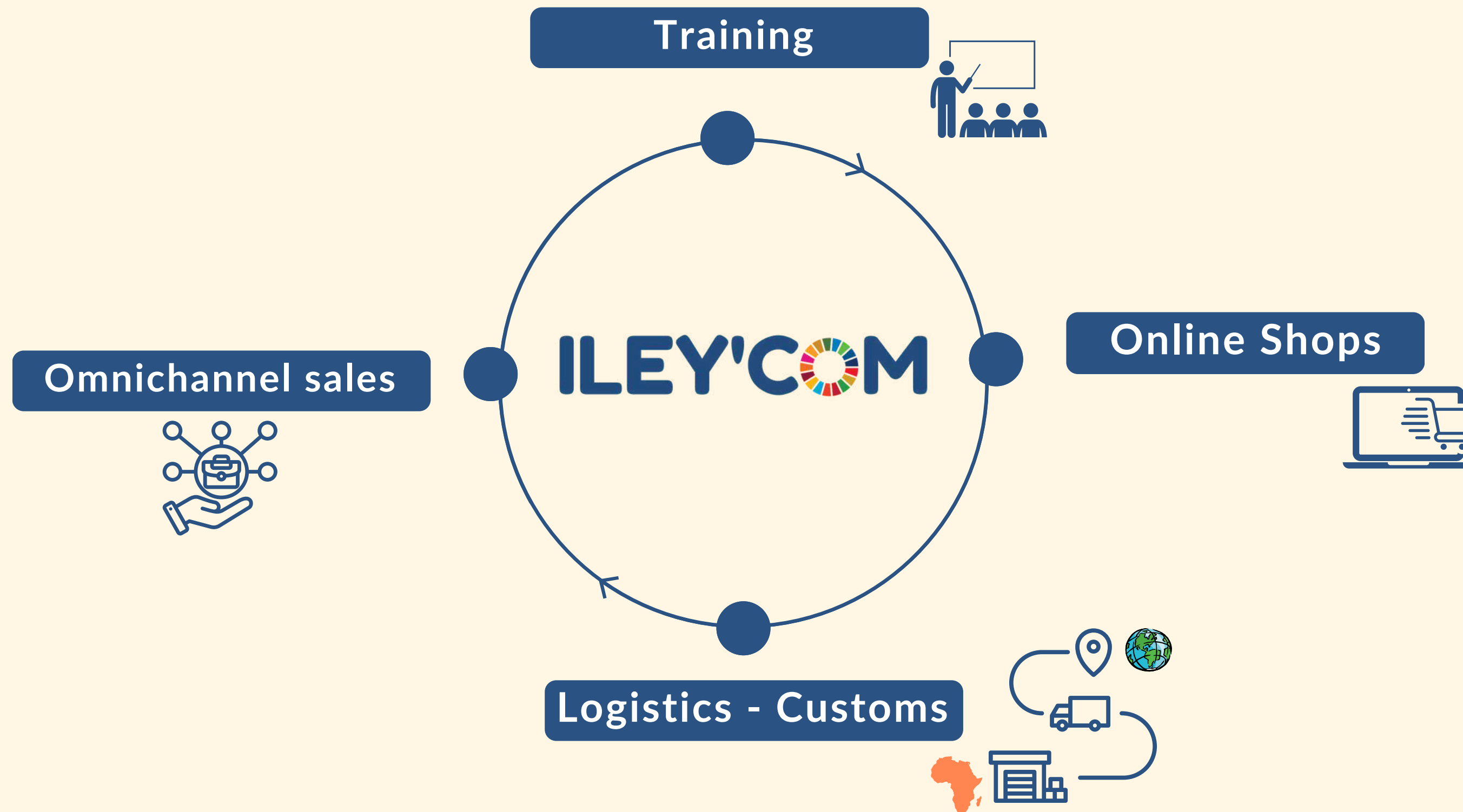
Responsible consumption is a growing trend



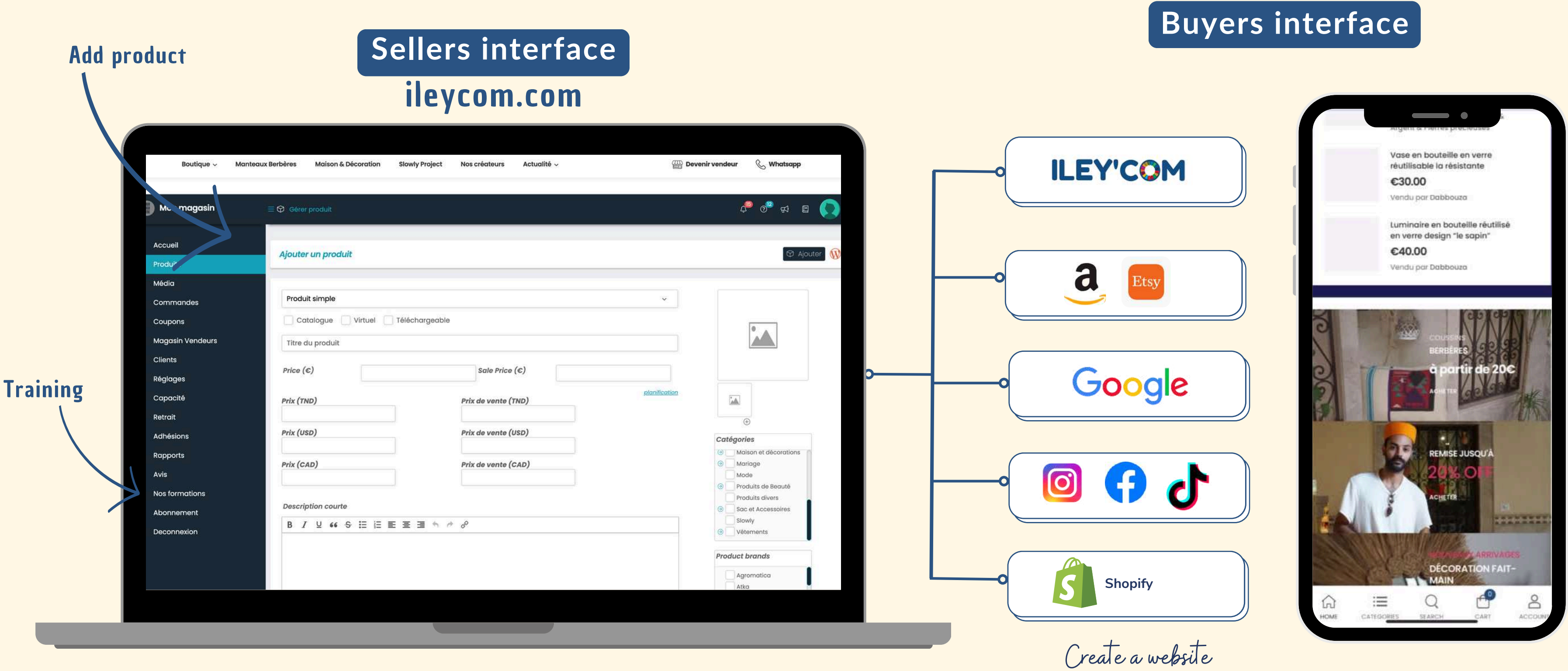
Emotional and cultural value
140 million African diaspora

ILEY'COM hacked the entire value chain !

Connecting **Social African** sellers to international buyers.



Marketplace : Omnichannel sales, Easy integration with others marketplaces !



PRICING

Subscriptions & commission

Starter

Sell online exclusively on Ileycom.

Commission 19%

\$0/month

- ✓ ileycom.com
- ✓ 10 Products
- ✓ E-shop assistance

Basic

Sell online on Ileycom & Etsy

Commission 8%

\$9.9/month

- ✓ unlimited product on Ileycom
- ✓ 5 Products /month on Etsy
- ✓ E-shop assistance
- ✓ Performing SEO

Premium

Sell online on multiple channels.

Commission 5%

\$79.9/month

- ✓ ileycom, Etsy, Amazon and Others
- ✓ Unlimited Products
- ✓ E-shop management
- ✓ Products photography
- ✓ Performing SEO /SEA

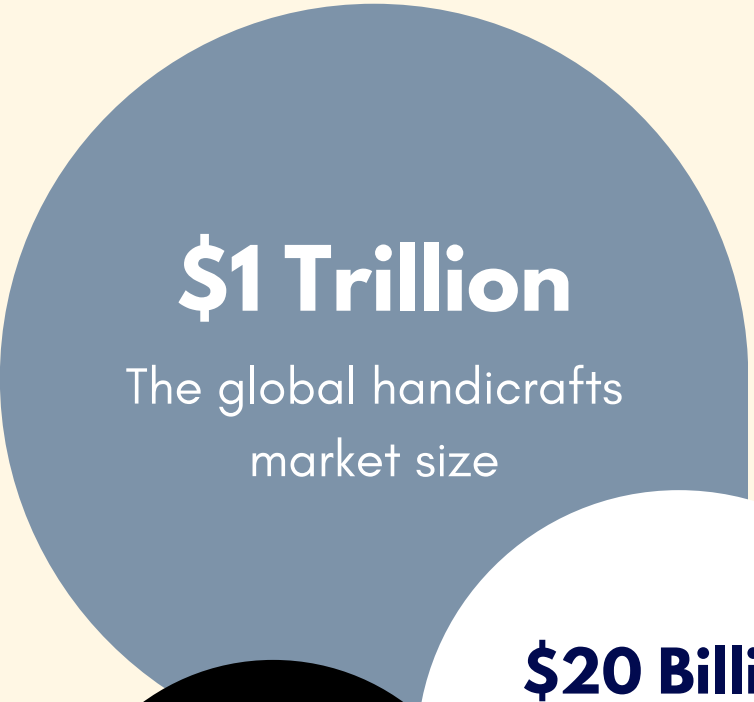
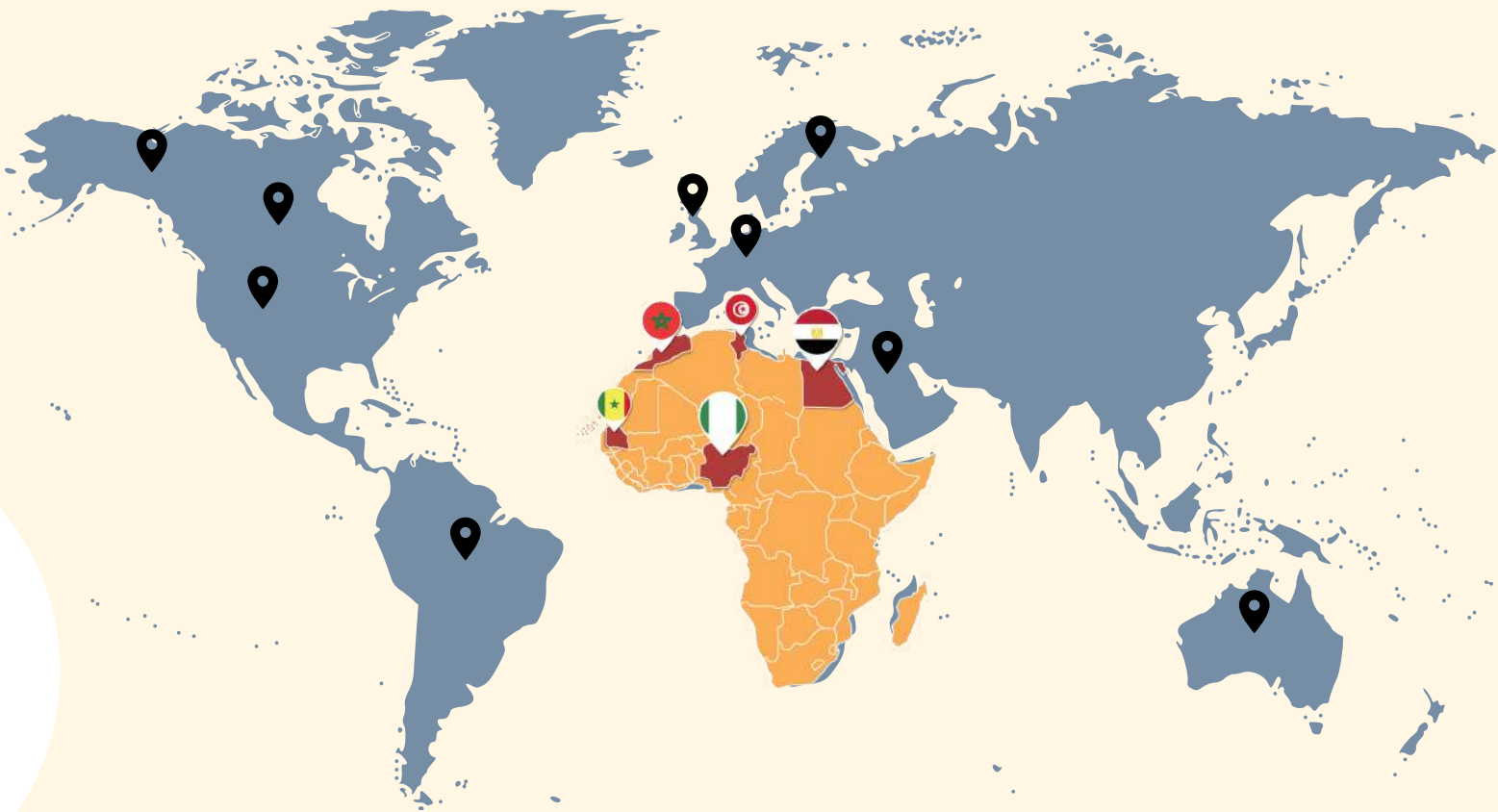
We believe our TAM is enormous...

African Sellers

Subscriptions

International Buyers

Transactions

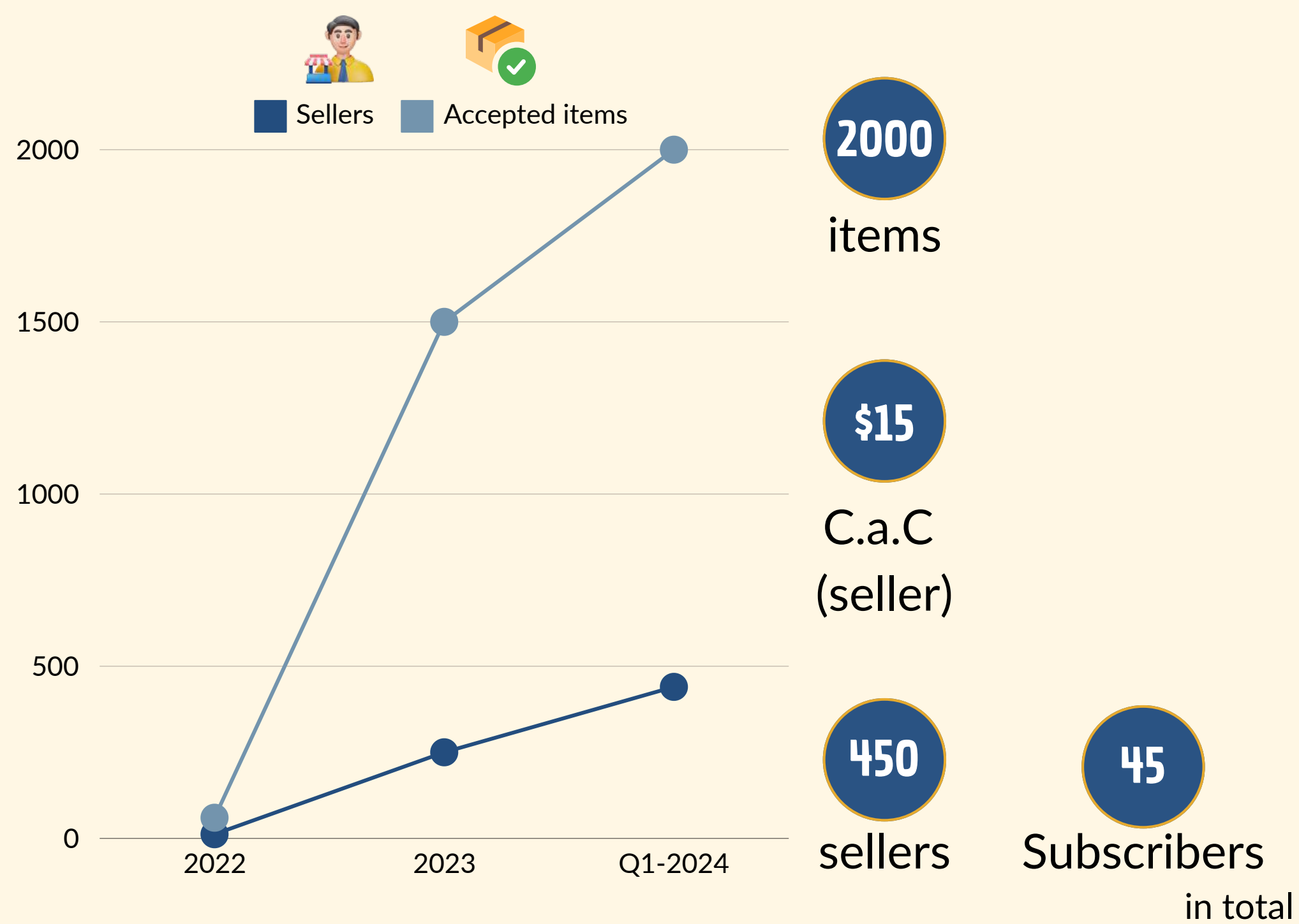


Sources: Grandviewresearch, Euromonitor, IBIS, Statista, Craft Industry Alliance, Craft Council, Art Basel/UBS and Etsy estimates. National office of handicrafts of different country in africa (2023) and Fortune Buisness Insights

We are the first mover and leader in Tunisia in a space with growing traction across Africa

		 <p>Omnichannel Solution Leading in Tunisia Turnkey solution for selling internationally.</p>	
		 <p>Robust logistics solution</p>	 <p>Reputation linked to product quality issues and customer service.</p>
		 <p>Tunisia High-quality products carefully selected.</p>	 <p>No interface for sellers</p>
		 <p>User-friendly experience Market leader in handicrafts highly SEO referenced</p>	 <p>It is not present in Africa Only in Morocco and South Africa."</p>
		 <p>African and international sellers and buyers on the same platform</p>	 <p>Not Omnichannel solution</p>
		 <p>Leading in Morocco</p>	 <p>Not Omnichannel solution Sellers are not autonomous</p>

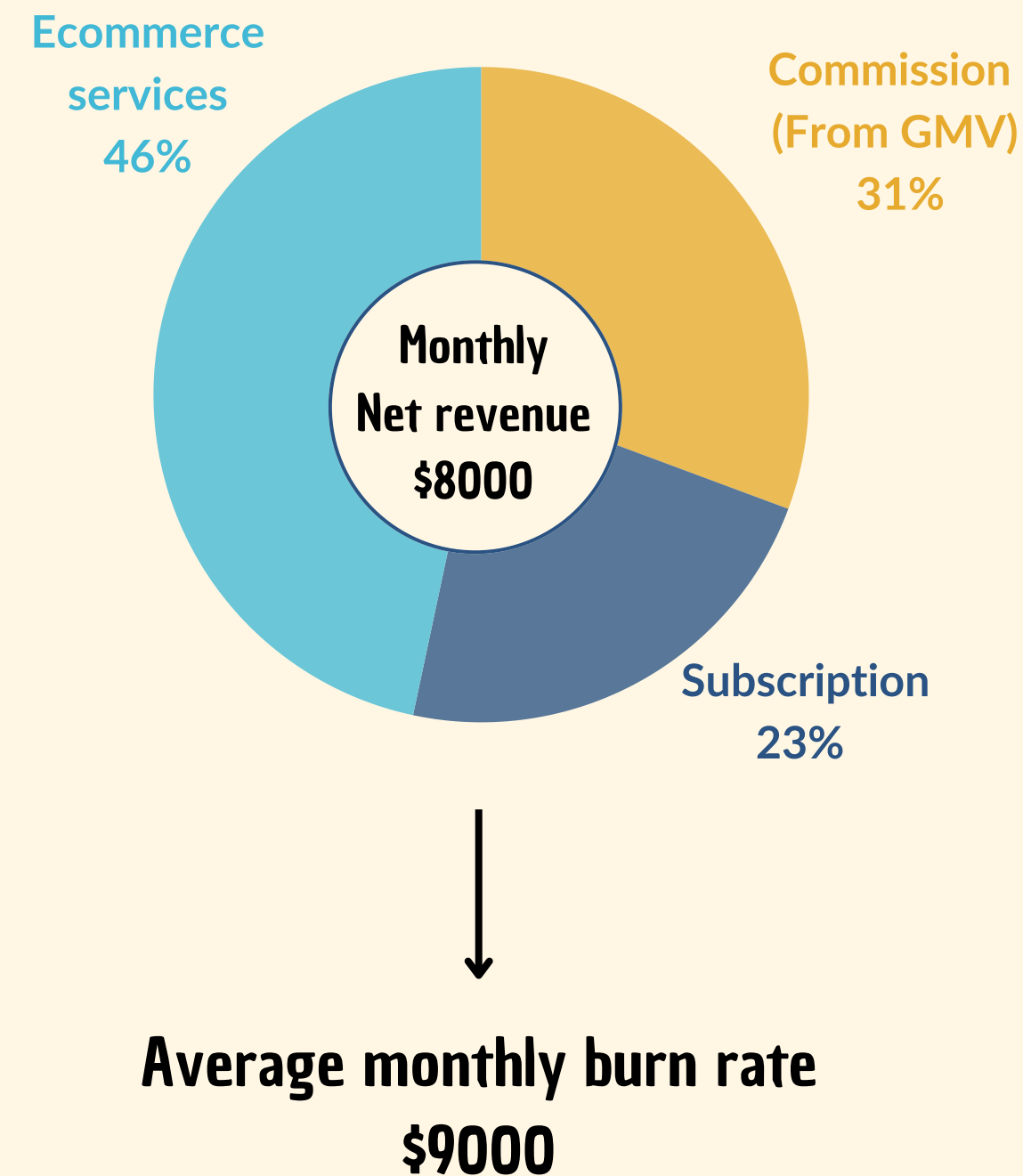
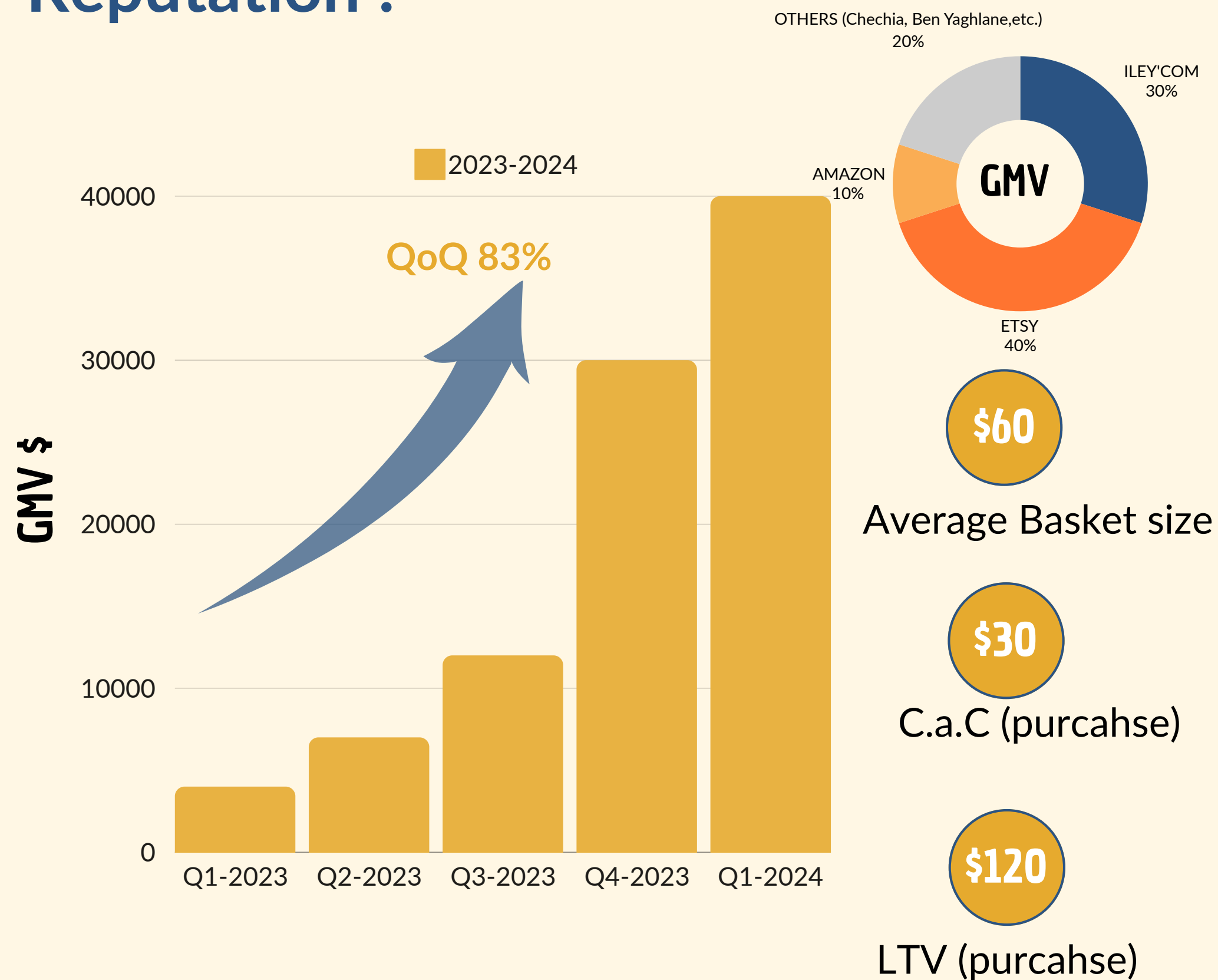
Traction : Our solution is attracting more and more sellers.



+1200 trained entrepreneurs
6 training programs



Traction : To the Path of Growth, Positive Impact on Numbers and Reputation !



Co-founders, engineers with international experience.



CTO

Mehdi BEN ABDALLAH

Engineer @ENIT

Prof Master @Université de Lyon

7 years experience in E-commerce



CEO

Marwa MOULA

PhD Engineer @INSA LYON

PhD Engineer @INSA Lyon

4 years experience in R&D in energy @IFPEN.

President of Tunisia Tomorrow in Paris



CFO

Tarek BOUATTOR

Engineer @INSAT

MBA @IAE Paris - Sorbonne Business School.

7 years experience in pharmaceutical industry



Multinational Team bringing together a variety of backgrounds



Mehdi Ben Abdallah
CTO /logistics



Sid Meziane
PROXY - CTO
7 years experience in IT
EDF , Intermarché



Omar Mseddi
Developper



Gajelabs - IT
External team



Marwa MOULA
CEO /Marketing



Aya Ben Brahim
Webmaster



Clémence PHILIPPON
Community Manager



Ranin Dabebbi
SEO manager



Tarek Bouattour
Associate **CFO/customer relations**



Tarek Bouaziz
Office Manager -
Customer relations

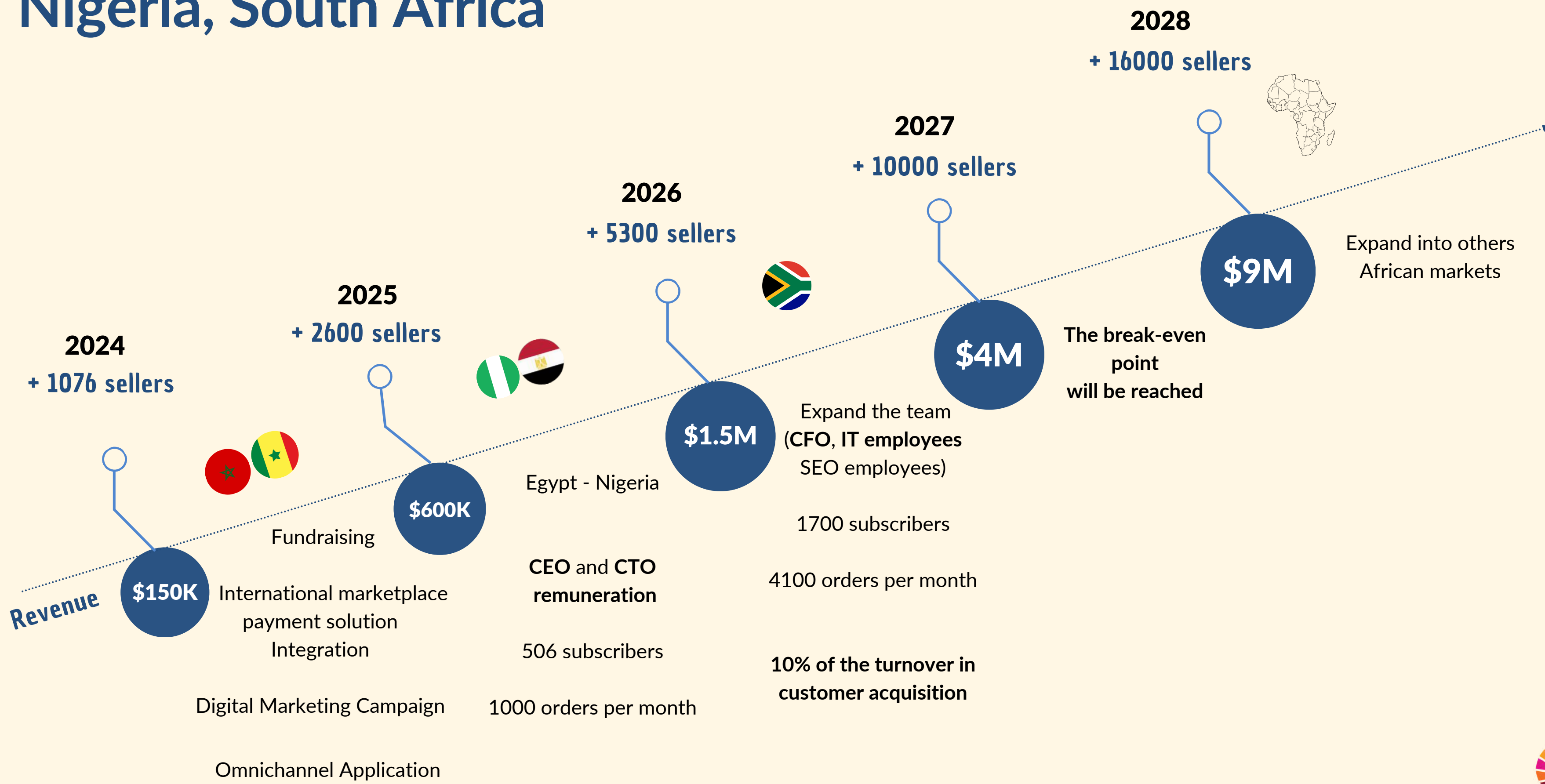


Pierre Delanghe
Journalist
Service civique

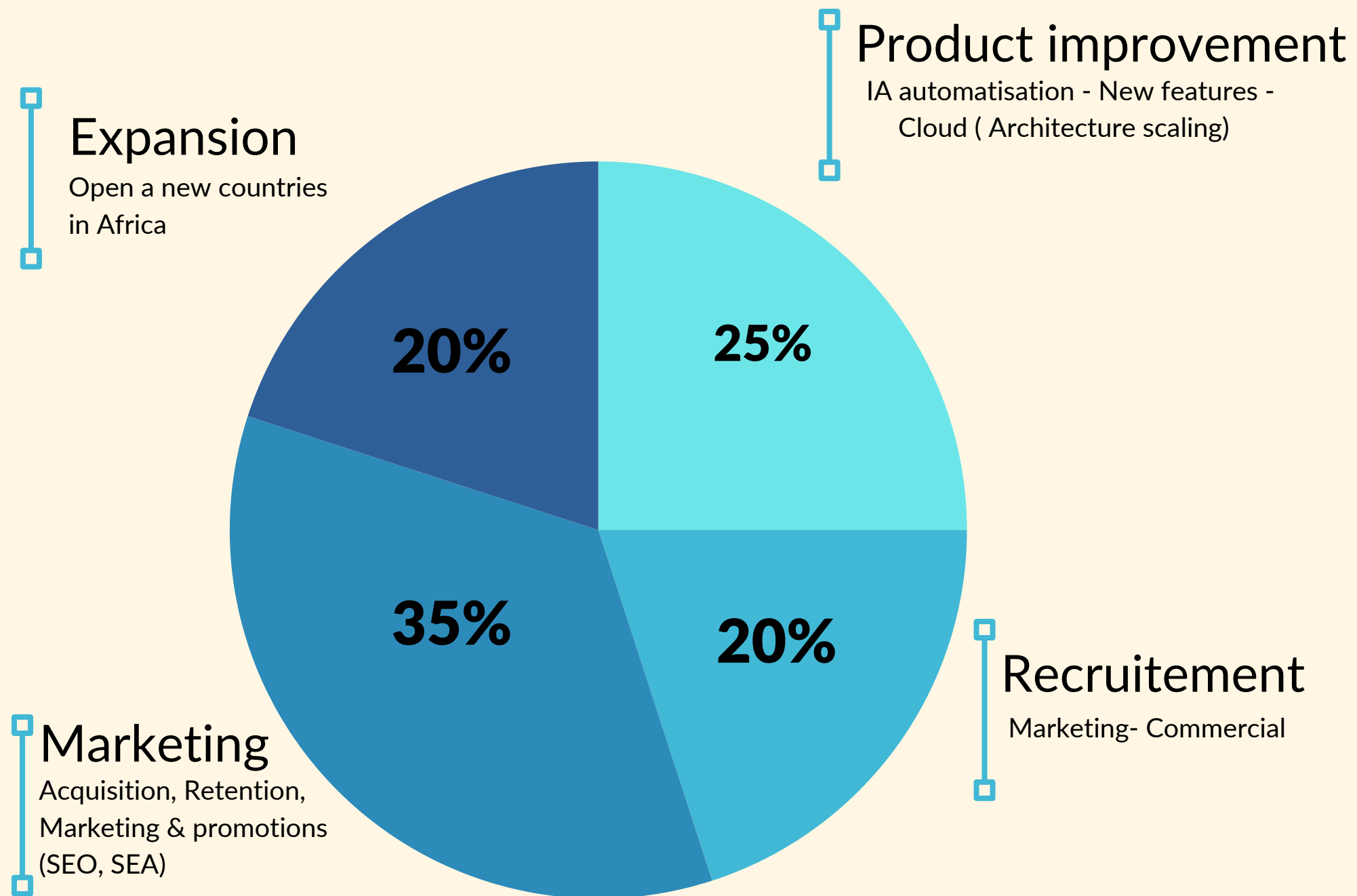


Jory-Dan Bouleau
Content creator
Service civique

Roadmap : Expand into Morrocco, Egypt, Senegal, Nigeria, South Africa



ILEY'COM aims to raise 500K\$



Investors & funders





ILEY'COM

Make ethical E-commerce accessible for all of Africa !

Contact

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www.ileycom.com

