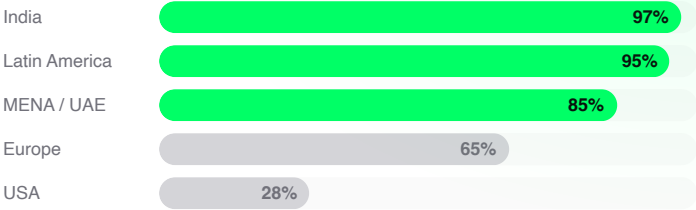


WhatsApp AI Sales Agents in Emerging Markets

● WHATSAPP DOMINANCE

The #1 Business Channel in LATAM & MENA



WhatsApp is THE business channel in emerging markets—not email, not SMS.

● THE COST PROBLEM WE SOLVE

60-85% Cost Savings

MARKET	HUMAN REP	LOOMI	SAVINGS
LATAM	\$800-1,500	\$199-499	60-80%
UAE/GCC	\$2,000-3,000	\$199-499	75-85%

ROI is even stronger in UAE where labor costs are 2-3x higher than LATAM.

● UAE STRATEGIC ALIGNMENT

Government Tailwinds

- ✓ UAE AI Strategy 2031 — Government prioritizing AI adoption
- ✓ Dubai D33 Agenda — 2x digital economy by 2033
- ✓ SMB Growth Push — Entrepreneurship & digital transformation

Why Dubai: Gateway to GCC (\$2T+ GDP) · Tax-free · 200+ nationalities · Strong fintech ecosystem

● MARKET SIZE

\$23B+ Total Addressable Market

\$72B	23%
CONV. COMMERCE 2028	CAGR GROWTH
LATAM SMB Tools TAM	\$15B+
MENA SMB Tools TAM	\$8B+
LATAM SMBs	30M+ businesses
GCC SMBs	5M+ businesses

● COMPETITOR VALIDATION

Market Demand Proven

Vambe (Chile) — WhatsApp AI Sales
\$20K → \$1M ARR in 18 months. Proves strong demand.

Truora (Colombia)	\$15M+ raised
Yalo (Mexico)	\$75M+ raised
Respond.io	\$7M raised

No dominant player in SMB + AI + Voice + Payments. Loomi fills the gap.

● TIMING IS NOW

Technology Stack Just Became Possible

AI/LLMs accessible (GPT-4, Claude)	Voice AI ready (Eleven Labs)	WhatsApp Business API open	Stripe expanding in MENA	SMBs need automation
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The technology stack to build Loomi only became possible in 2023-2024.