



Ebanah will employ interactive technologies to display personalized ads that help increase the effectiveness of corporate advertising campaigns by using big data and artificial intelligence.

Market:

- The value of advertising spending for the Sultanate during the year 2016 is \$ 171 million, which represents 4% of the volume of Gulf advertising spending, as the UAE ranks at the forefront of Gulf advertising spending, with a value of \$ 2.04 billion out of 16 billion, representing 47% of the volume of Gulf advertising spending.
- Analysts at Ken Research in their latest publications say the market has registered a positive compound annual growth rate of nearly 4% in terms of ad spend during the 2013-2018 review period.
- Digital advertising spending reached \$ 209 billion worldwide in 2017, which is equivalent to 41% of the global advertising spend.
- The global report showed that the volume of digital advertising spending worldwide in 2019 was approximately \$ 333.3 billion.

Opportunities:

There are nearly 20 commercial centers in Muscat, the capital of Oman, which include local and international brands, and some of them spread in the Gulf countries, such as the City Center of the Majid Al Futtain Group. The brand includes seven centers in the UAE, and six other centers throughout the Middle East region, we will seek to cooperate with the most visited ones to obtain the best results that we aim for, which is the interaction between the advertiser and the consumer and increase the benefit between the two parties.

Business strategy:

An increase in the number of companies and the great competition between them leads to the desire to diversify the marketing mechanism and win interested customers. The device will be used on the local and international scale, where the focus is based on closed and open markets in principle such as crowded commercial centers and considering City Center Muscat is the first shopping destination in the Sultanate of Oman It attracts more than 10.2 million visitors annually, with the aim of enjoying more than 200 local and international brands, including 36 international restaurants, 10 Vox cinemas and a Magic Planet entertainment hall. Here comes the role of Ebanah in positioning in such commercial centers that have branches in the middle east.

We will contract with the creator of advertising content to convert the advertisement into a customized interactive form according to the data we collect from the cards provided by the

retail stores as Shukran card that was issued by the Landmark Group through a program that gives customers a reward when purchasing from the group's stores, and by using our data analysis algorithm, we will ensure that the advertisement reaches the right customer. The value of the ad to the customer is \$ 0.39, while its value in the case of the customer's interaction with the advertisement is \$ 0.78.

We will be able to publish the prototype of the market within 6 months. We will make three devices with a great possibility of increasing the number to five devices by the end of 2021, as we aim to reach the largest possible segment of advertisers and customers.

Main achievements:

- Nothing mentioned yet

Administrative appointments:

- Chief Executive Officer
- Financial officer
- Programming Officer
- Marketing and Design Officer

Team:

Nada Juma Al-Bahri represents the CEO role of the company:

- Bachelor's degree in Computer Science graduated from the German University of Technology in Oman in 2019.
- IOS mobile app developer.

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Marwa Yaqoub Al-Hanai plays the role of Head of the Marketing Department:

- Bachelor of Science in Multimedia Technology from Middle East College 2015.
- Graduate from SAS Mobile program in 2016.
- Currently working in graphic design and fine art with her own project.

Zahra Mohammed Al-Falahi plays the role of the Head of the Software Engineering Department:

- Bachelor of Software Engineering at the University of Applied Sciences 2019.