



Alosboiya Newspaper Digital Launch

The Next Generation of Classified Engagements

By ARAU Consulting Group



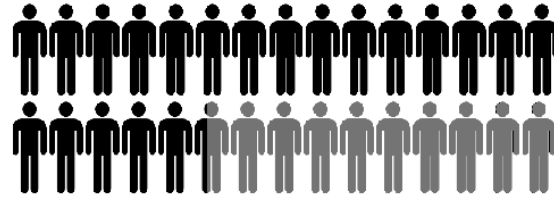
Agenda

- Consumer Trends in KSA
- Competitive Landscape
- Alosboiya App, Website, SMN
Initial Assessment (Me Too)
- Digital Economy Trends
- ARAU Solutions Proposal & Deliverables



KSA at a Glance

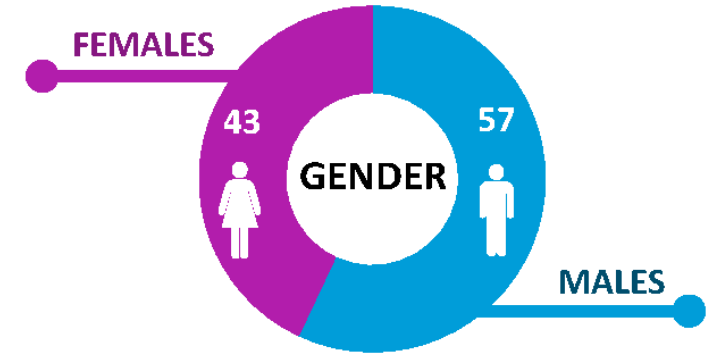
COUNTRY | AT A GLANCE



62% NATIONALS | 37%
EXPATS

864,869

SQUARE MILES
OF LAND MAKE UP KSA



TOP EMIRATES:

- RIYADH
- MECCA
- EASTERN

MAKING UP

65%

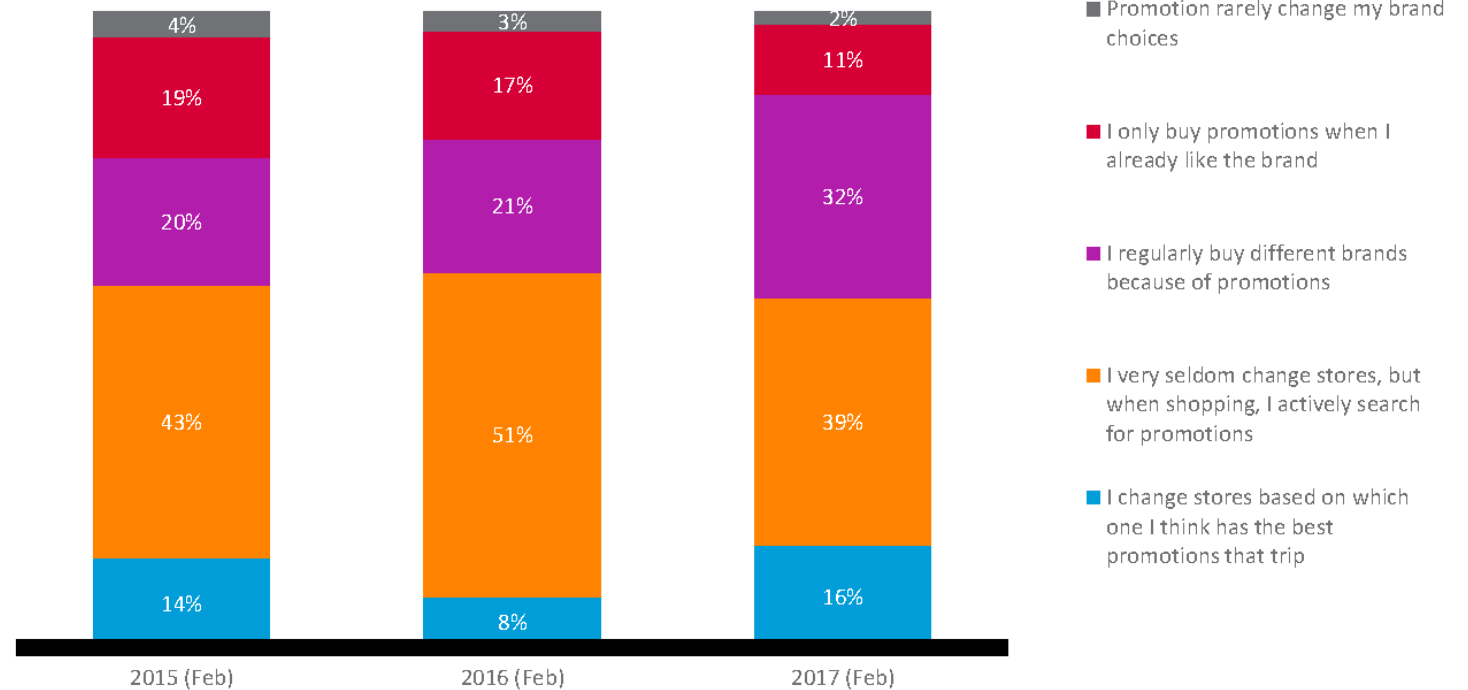
OF POPULATION

**Consumers
are more
price
conscious and
looking for
bargains.**

PROMOTION PICKUP ON THE RISE

Shoppers are becoming bargain hunters. They are now open to changing stores due to promotions and will also pick brands that are on promotions.

SENSITIVITY TO PROMOTIONS



Base: All HM/SM shoppers, 2015 (Feb) (n=605), 2016 (Feb) (n=630), 2017 (Feb) (n=609)
Ref Q23 Which of the following best describes how promotions affect your supermarket/hypermarket shopping?

**Online
Penetration
GROWING**

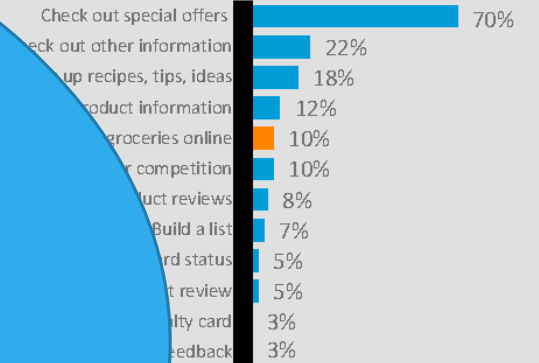
**70% of Online
Shoppers are
looking for
SPECIAL OFFERS**

ONLINE PENETRATION GROWING ACROSS RETAILERS

This gives us the strong indicator
that consumers today are more
BARGAIN CONSCIOUS than ever
before...

And this creates opportunities for
the Alosboiyah platforms that will
create high engagements for
maximum reach

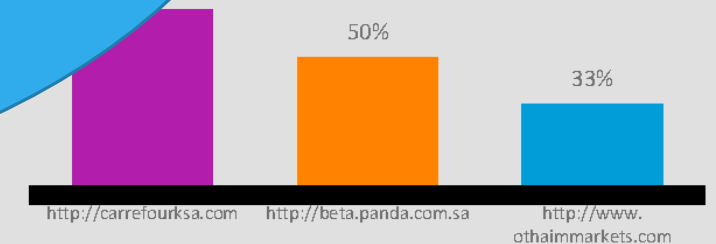
Purpose of visiting a retailer website



2017 (Feb) (n=60)

Did you visit the grocery retailer
(for food and groceries) ...?

Websites used to buy grocery online



Base : All HM/SM shoppers, 2017 (Feb) (n=6*)

Ref: Q137 In the last month which grocery retailer websites or online
Stores (for food and groceries) have you used to buy your groceries online?

http://saudi...

http://www.bindawood.com

10%

11%

Base : All HM/SM shoppers, 2017 (Feb) (n=60)

Ref: Q141 Which of the following grocery retailer websites or
online stores (for food and groceries) have you visited in the last month?

Small Base (*)

Small Base (*)

Competitive Landscape

- **AlWaseet**

- Full review of strengths & weaknesses
- App Evaluation



- **Almubawaba**

- Full review of strengths & weaknesses
- App Evaluation



Alosboiya

Website, APP, Social Media

Review, Evaluation, and Recommendation

- Strengths
- Weaknesses
- Functional Analysis
- User Experience
- Social Media Links
- Comparison vs. Competitors
- **Recommendations (App Features & Activation Plan)**



Alosboiya APP

Review and Evaluation

- **Some Observations**

- Web-based app (Android System Web View)
- Does not support older versions of iOS.
- Android displaying 2 versions:
 - Jeddah Wave
 - ADF Telecom
- Log-In Options Not Working (Google+ & FB)
- No Content
- Developer Site and App showing Ayman Dawood as account developer. Should be Alosboiya.



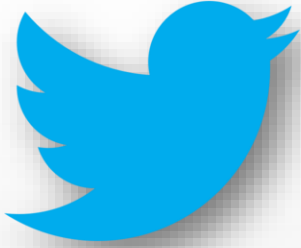
Alosboiya WEBSITE

Review and Evaluation

- Developed with .NET framework.
 - Site does not support HTTPS. Chrome will issue warning to visitors as unsecure site.
 - Google search engine results:
 - Alosboiya.com.sa = 45 results
 - Waseet.net = 405,000 results
 - Basic google search results for "alosboiya" did not find the website on page 1
 - No Search Engine Optimization
- No link to Alosboiya apps on wesite
 - No Social Media Account links on website
 - No archive for previous issues (only 5 available)
 - No Search Engine within the website
 - Design to be revised
 - No activity, no listings, no content
 - Overall Structure must be revised



Alosboiya Social Media



Review and Evaluation

- **Twitter**

- General engagement levels are poor.
- Platform must be utilized to maximize consumer interaction.

twitter



Alosboiya Social Media

Review and Evaluation

- **Facebook**

- Late replies to customer posts and comments. Must be same day.
- Some replies to the posts are in international arabic dialect. Must be in universal Arabic dialect.



Questionnaire

- Ques
- Defi

Top **5** reasons in the mind of the owner on why he needs to create the application.



ARAU GROUP

مجموعة اراو

ARAU Digital Trends COMPASS



ARAU Digital Trends Compass

LESS TALK & MORE FACTS –

Our idea behind creating the **ARAU Digital Trends Compass**.

It contains facts, trends and key players, covering the entire digital economy.

We provide...

- › key essentials from our research,
- › actionable insights,
- ARAU's exclusive forecasts.



ARAU Digital Trends Compass

AGE OF CORPORATE SURVIVAL

“At least 40% of all businesses will
die in the next 10 years...
if they don't figure out how to
change their entire company to
accommodate new technologies.”

John Chambers,
Chairman of Cisco Systems

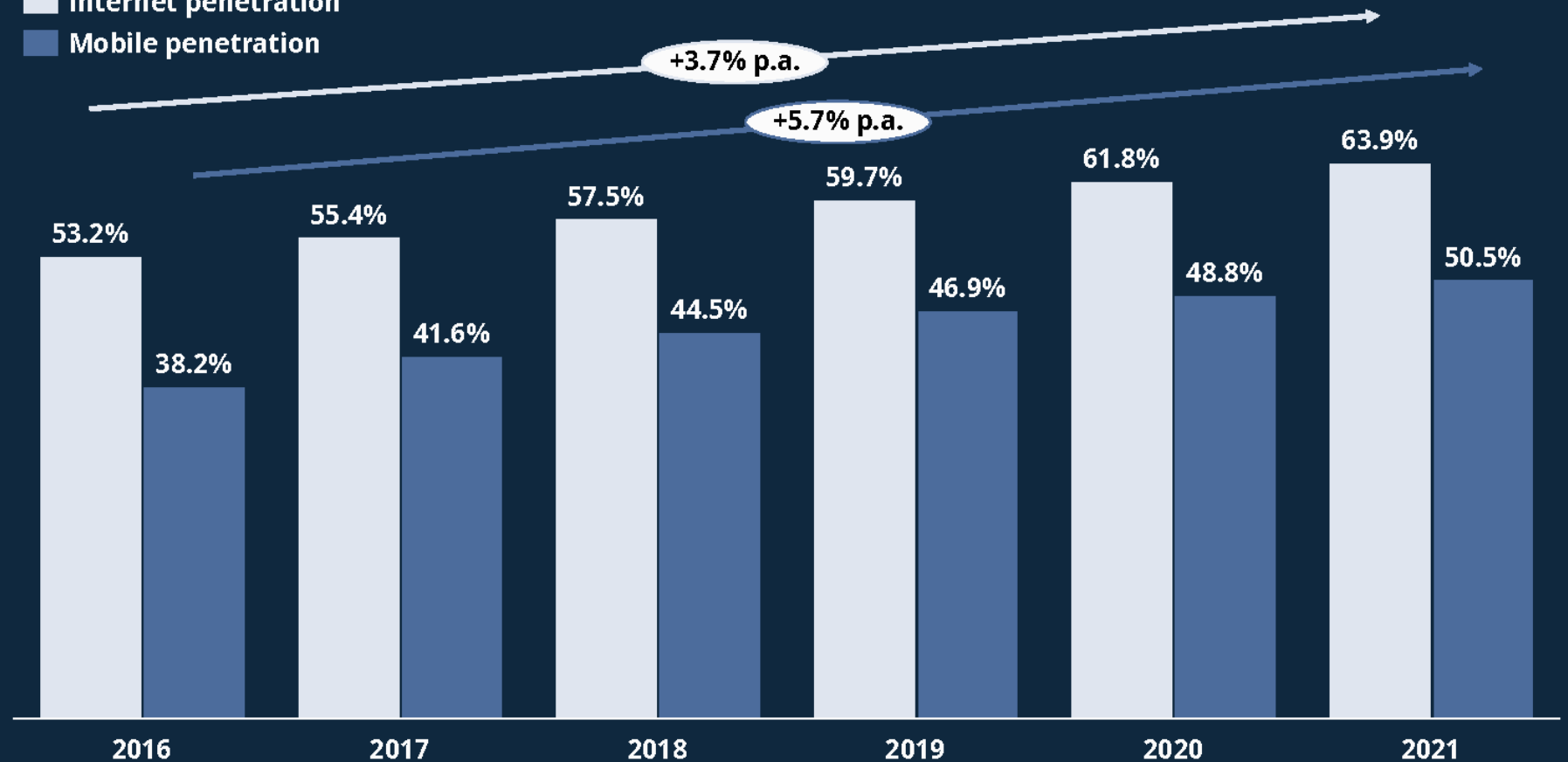




The world is more connected than ever, a development which looks set to continue

Share of world population connected to the internet from 2016 to 2021

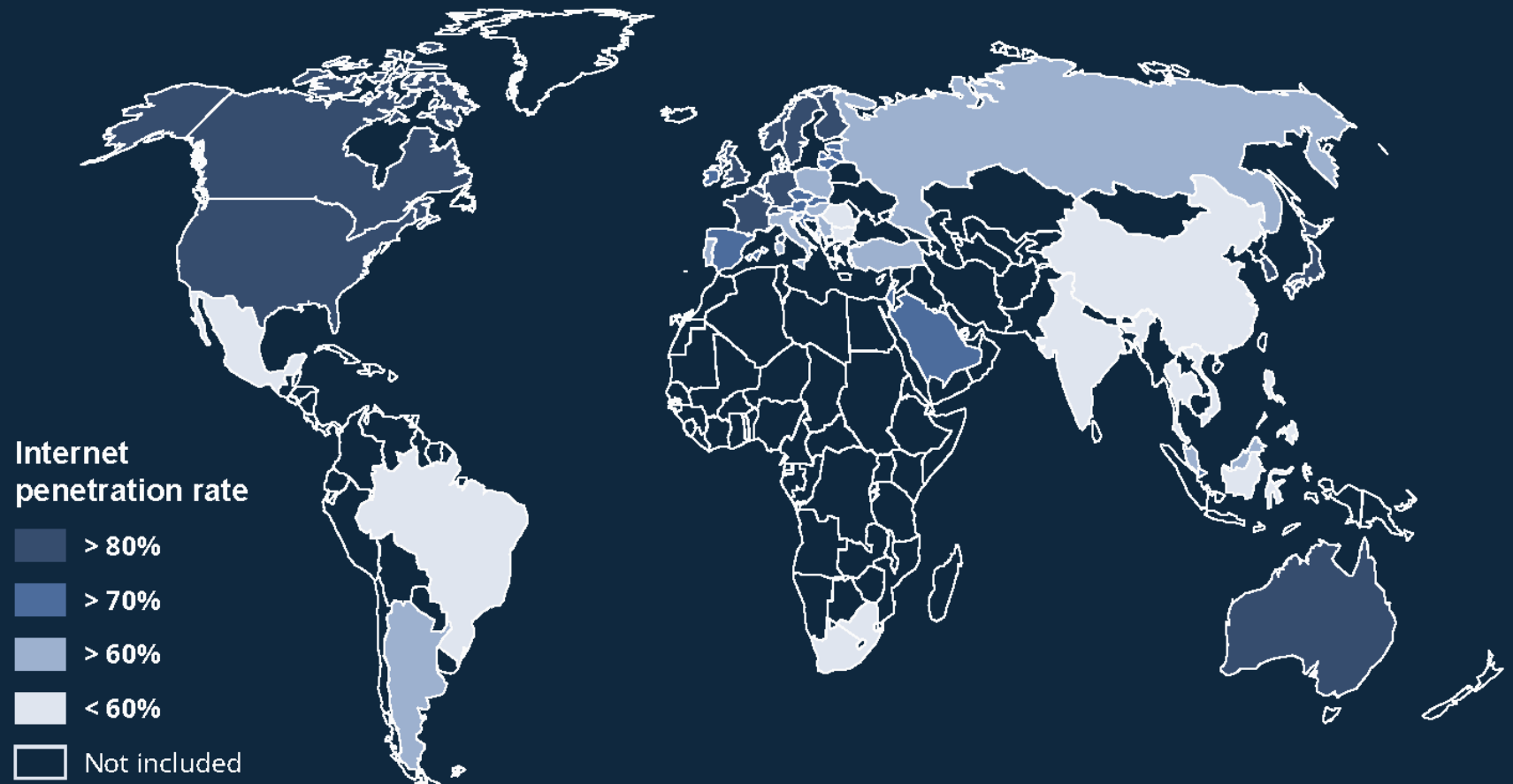
■ Internet penetration
■ Mobile penetration





Many people still lack internet access,
particularly in the most populous countries

Internet penetration per country in 2016 (in % of total population)





“Mobile is the future, and there is no such thing as communication overload.”

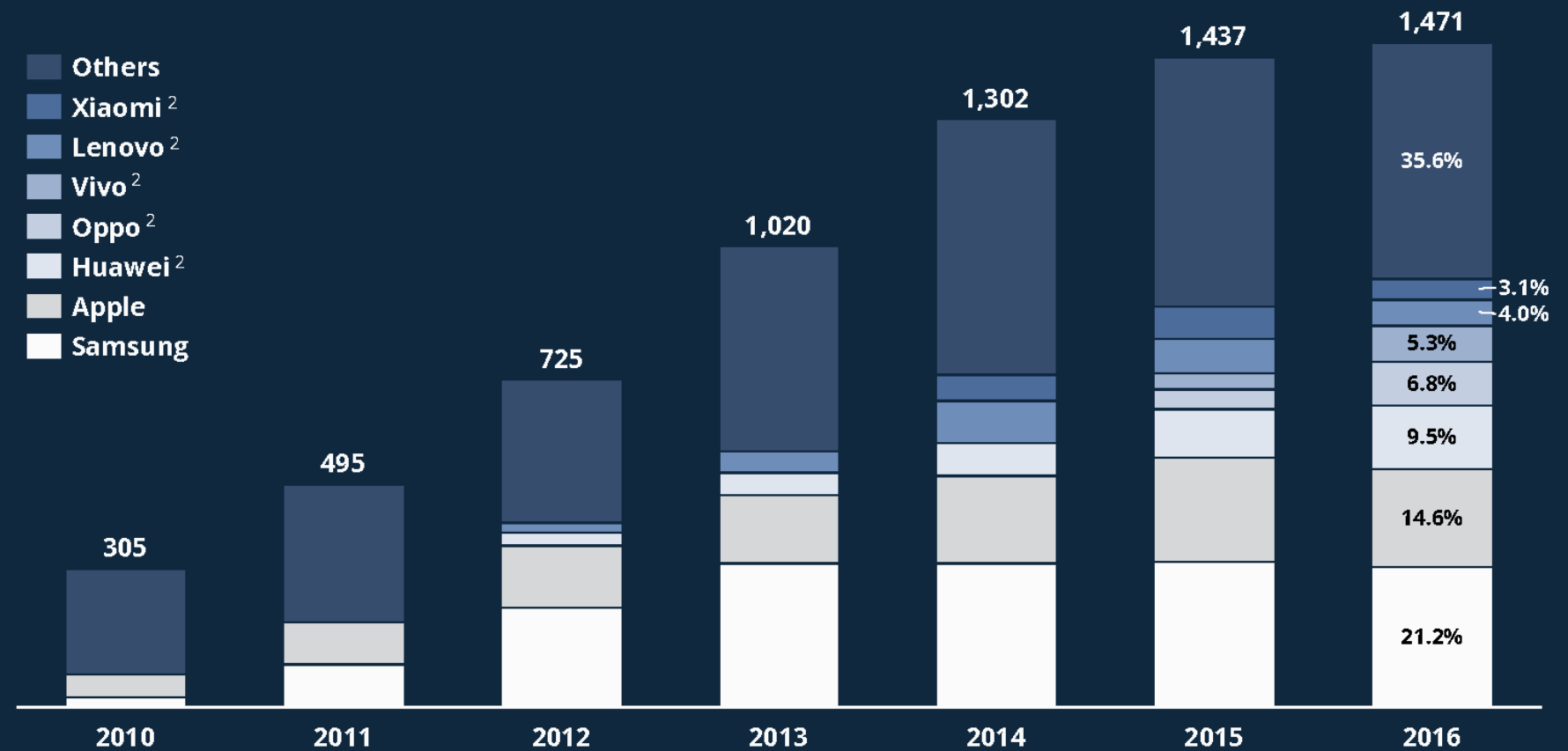
Eric Schmidt,
*Executive Chairman of **Alphabet, Inc.***





Smartphone sales reached almost 1.5 billion in 2016, with Samsung being the biggest vendor

Global smartphone shipments (in million) and market shares per OEM¹



2010

2011

2012

2013

2014

2015

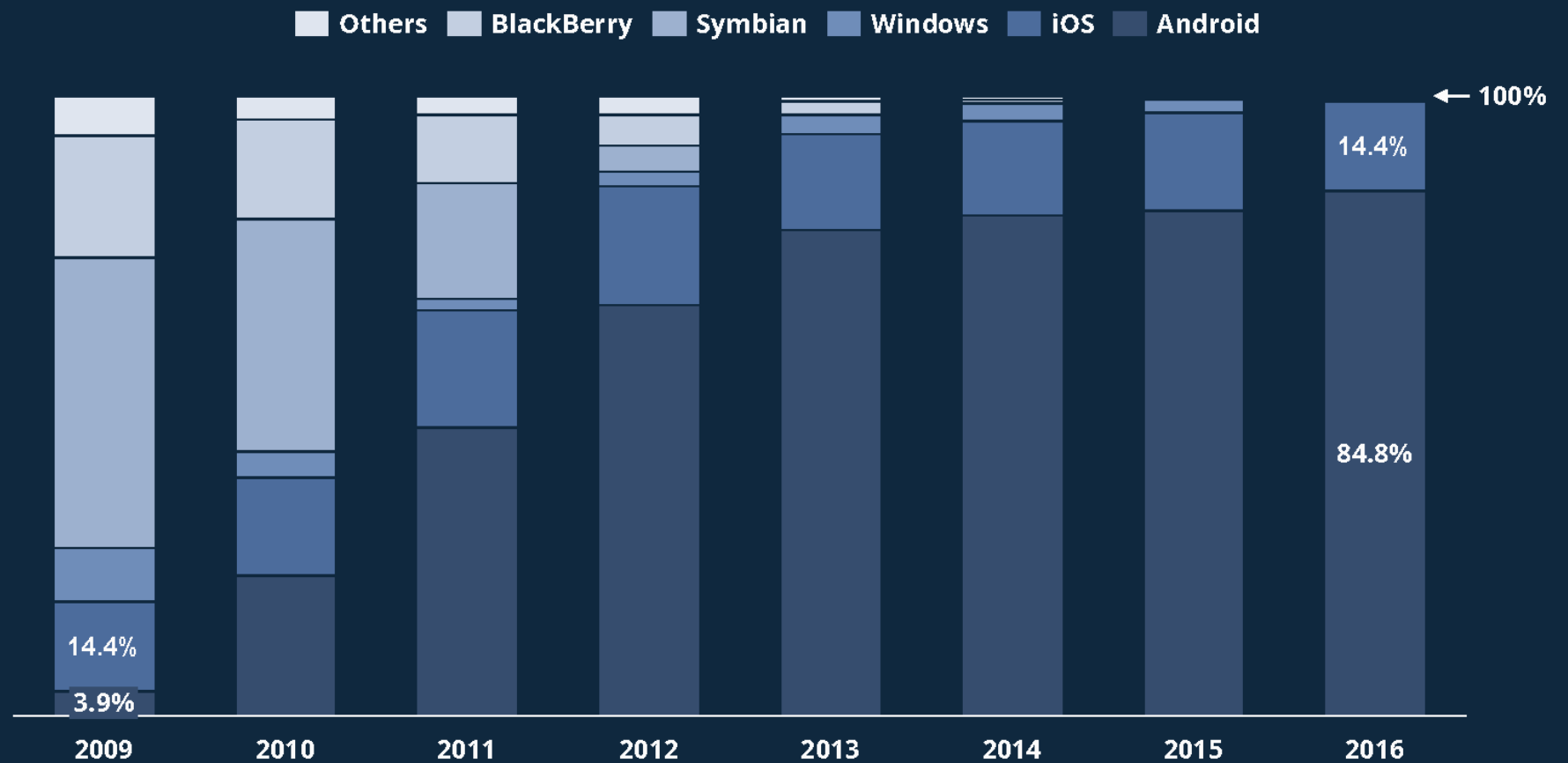
2016



Android & iOS are dominating mobile OS markets

Android has become the dominating mobile OS, while Apple's iOS has maintained market share

Worldwide smartphone operating system market share¹

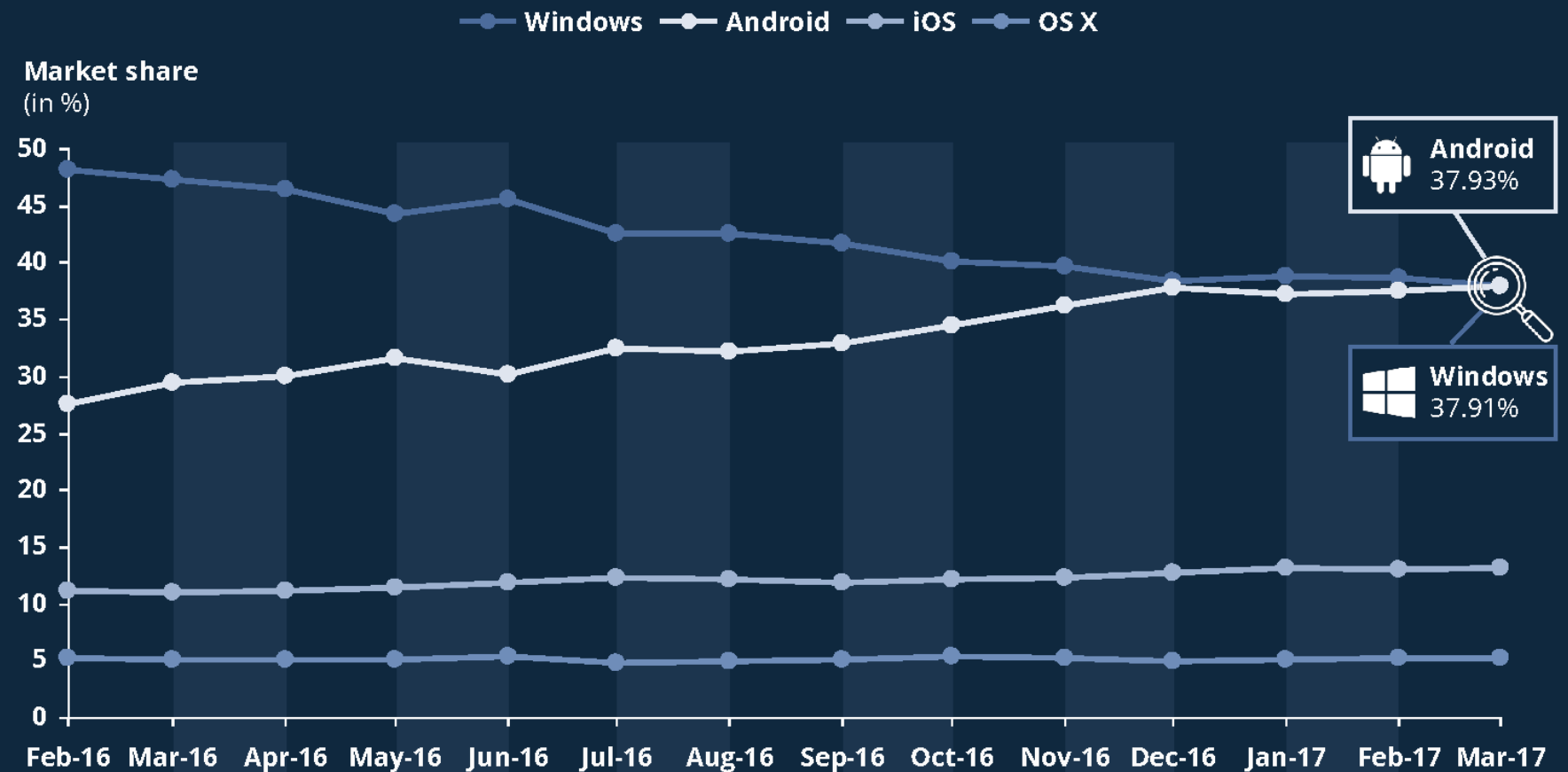




**Android OS
Dominating
Globally.
Market
Share
Exceeded
Windows!**

Cross-device, Android even overtook Windows as the dominating OS for desktop and mobile

Global operating system market share from Feb 2016 to Mar 2017

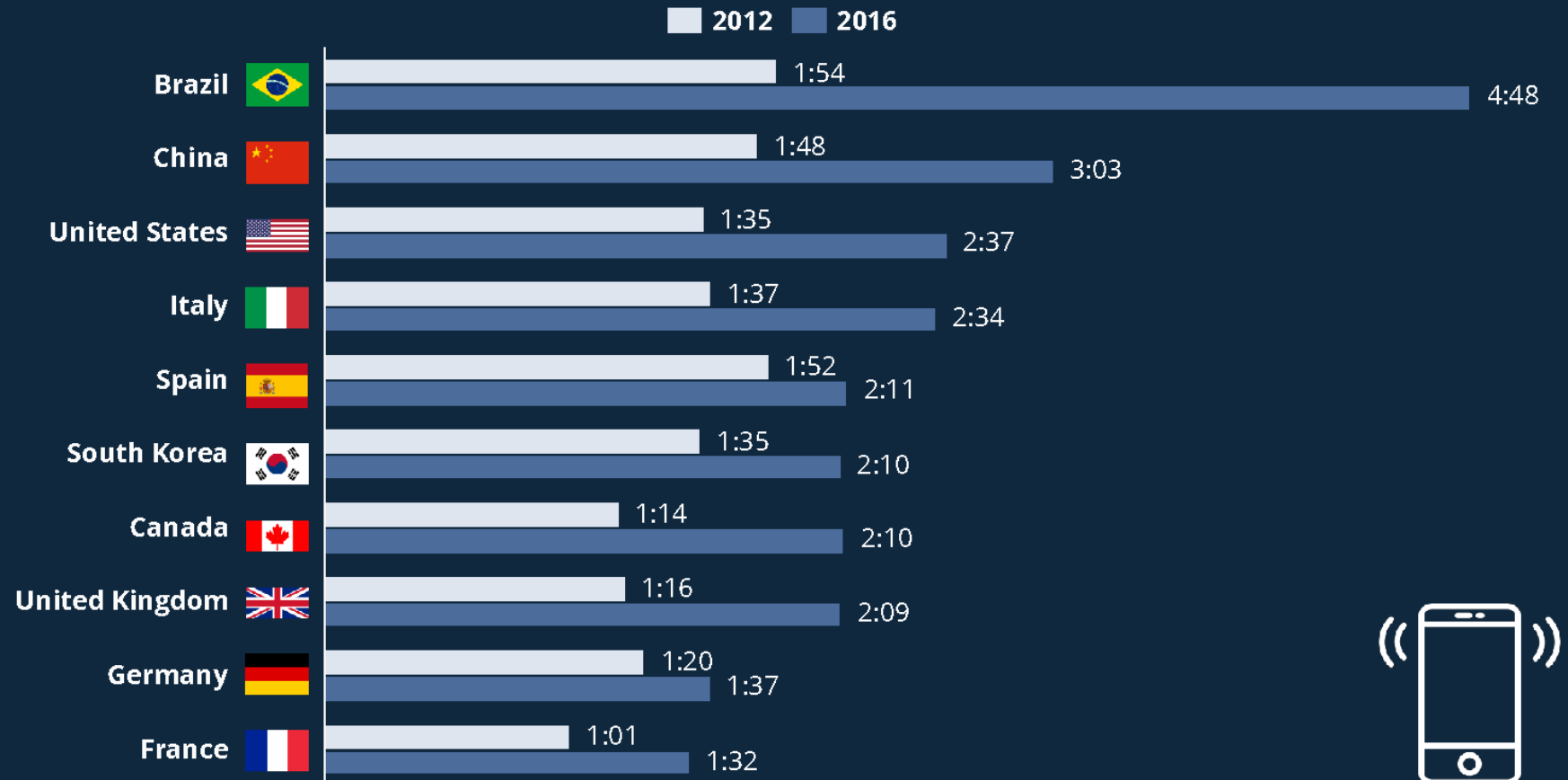




**Time Spent
on Mobile
Devices has
INCREASED
in 4 Past
Years, and
Continues
to Increase.**

Advanced mobile devices and a growing number of apps increase time spent on mobile devices

Time spent online via mobile device per user (hours per day)





**Companies
MUST Focus
on the
CUSTOMER!**

“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

Jeff Bezos,
Founder and CEO of **Amazon**

Price:

30,000 SR

Delivery:

1 Week

**Payment Terms: Advance Full
Payment**

A Winning Partnership



&



Q & A