



## The Gateway to MENA's \$7B+ Pet Care Market

2M+ pets in UAE, \$3-5K spend per year, yet booking pet services is still not super simple for most.

# THE PROBLEM

## The Pet Care Market is Fragmented & Inefficient



### Frustrated Parents

60+ minutes wasted booking a service, no trust or consistency.



### Broken Supply

Providers offline, no SaaS, high CAC.



### Scattered Products

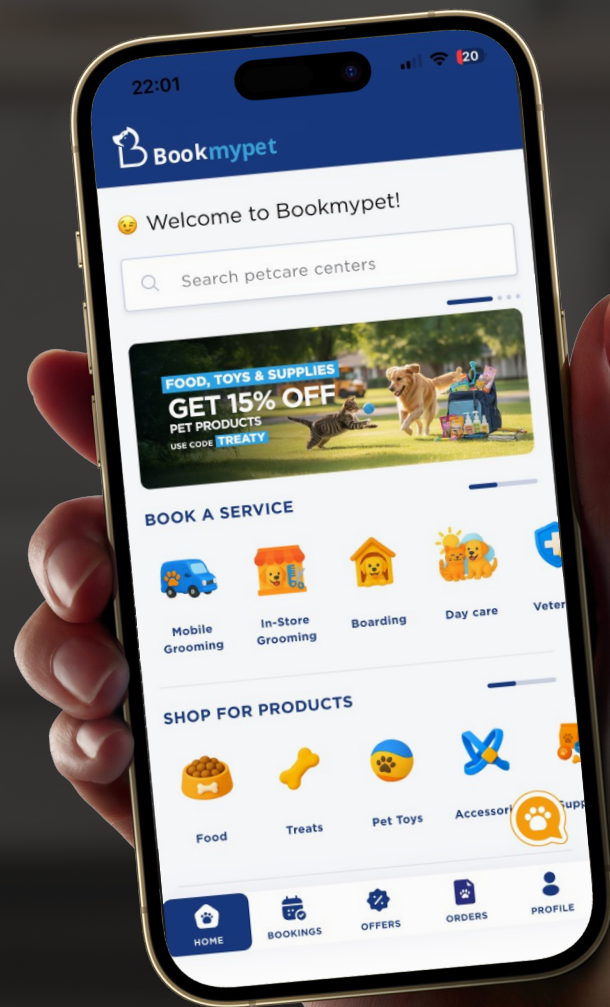
Stockouts, poor delivery, generic e-com.



### Industry Result

No standards, high costs, poor experience.





# OUR TRACTION

Retention that Outperforms Market

## ✓ For Pet Parents

AI booking, loyalty rewards, Pet Taxi convenience

## ✓ For Providers

Lower CAC, secure payments, SaaS lock-in

60K+  
Downloads

22K+  
Active Users

32K  
Pets Onboarded

\$1.7M  
Sales on Platform

\$500K  
Net Revenues

50%  
Best-in-class

67%  
Retention

Key Metrics

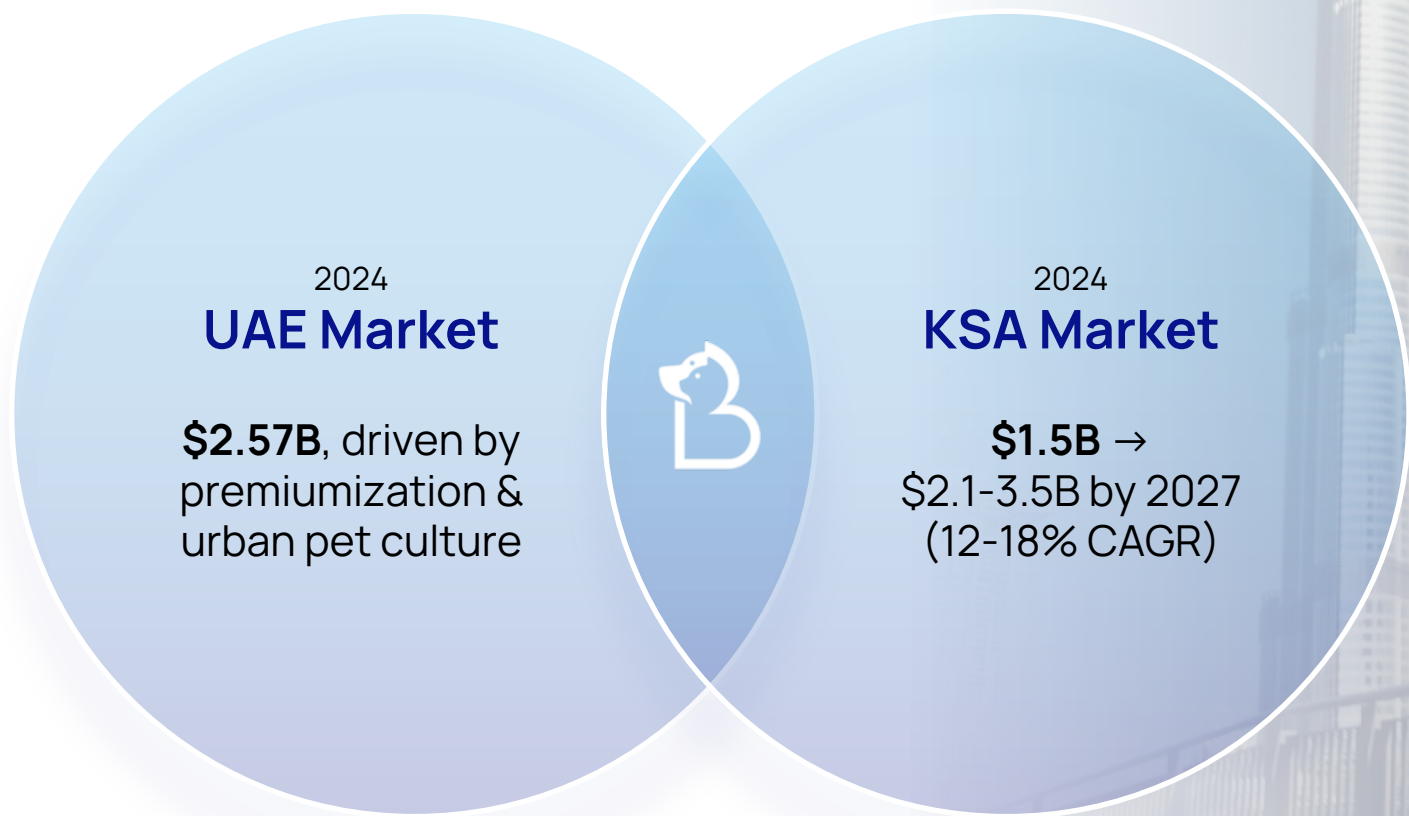
|          |                                     |        |                                   |
|----------|-------------------------------------|--------|-----------------------------------|
| 19:1     | LTV to CAC                          | 2      | Avg. Pet per User                 |
| \$510.60 | Lifetime Value                      | 4.8    | Avg. Age Entry BMP in Years (40%) |
| 12 Years | Avg. Life Span of a Pet             | 27     | Purchase CAC Pets                 |
| 37%      | Churn Rate                          | \$17.7 | Avg. Revenue per User             |
| 6        | Avg. Transactions per User per Year |        |                                   |



# THE MARKET

\$7B+ MENA Pet Market with Untapped Potential

\$3K-\$5K Pet Parent Spend Annually (Per Pet)



# WHY NOW?

Exploding Demand, Broken Supply, First-mover Advantage

**\$4B+**

Market Potential  
UAE/KSA

**\$7B+**

Market Potential  
MENA

**12% CAGR**

Market Growth

**\$7B+ → \$11B**

Market Potential  
MENA by 2030

## Customers are Spending \$3-5K per Pet, Creating a Substantial Market Size Potential

### Covid-19 Acceleration

The pandemic has shifted consumer behavior, increasing pet ownership and the demand for pet services.

### Demand Outpacing Supply

Rapid demand and fragmented supply call for consolidation, standardisation, and quality improvement.



### Only Player in the Market

BookMyPet remains the only fully integrated player effectively addressing this gap at scale.



# THE COMPETITION

The Only Full-Stack Player in GCC

|   |  |  |  |
|---|---|--|---|
| Number of Service Providers                 | 180+  | 7  | 25  |
| Commission for Service Provider             | 20%   | 30-35%   | 20%   |
| Offers Web Booking                          | ✓   | ✓  | ✗   |
| Offers All Services (Pet Specific Platform) | ✓   | ✗  | ✓   |
| Consumer Reward Program                     | ✓   | ✗  | ✗   |
| Dedicated Booking Management Software       | ✓   | ✗  | ✗   |

## Full-Stack Platform

Bookmypet uniquely combines services, e-commerce, SaaS, and logistics in one ecosystem.

## Provider-Centric Model

SaaS, CRM, and booking tools cut provider costs, boost visibility, and drive repeat loyalty.

## Regional First-Mover

The only GCC platform with cross-border scale, tailored to local markets and backed by Nestlé Purina.

# OUR PRODUCT OVERVIEW

All-in-One Super App Experience



## Pet Parents

Services, products, transportation, loyalty, AI concierge, and BNPL options (Tabby & Tamara).



## Providers

SaaS for bookings, CRM, ads, and inventory, reducing leakage and churn.



## Data Layer

Unified pet + parent database powering insights, personalization, and targeted marketing.



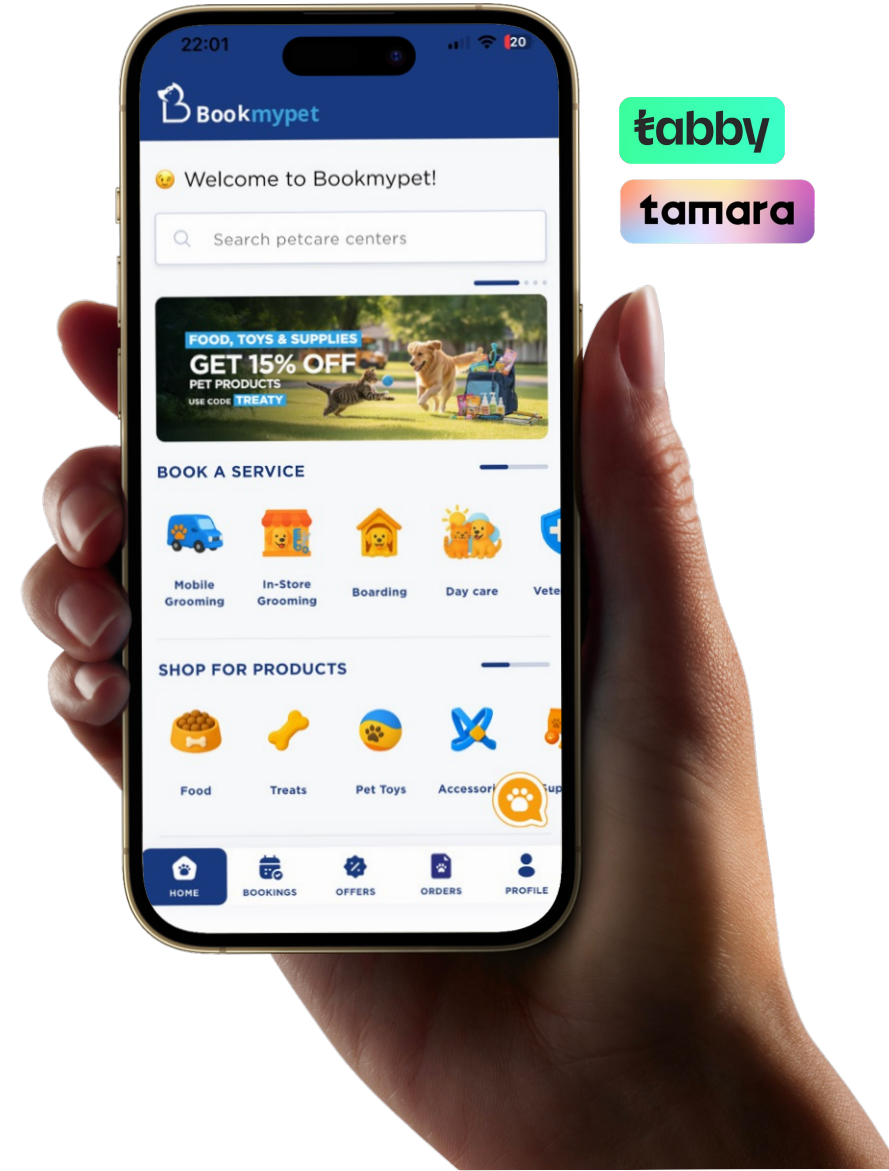
## Logistics Layer

Pet Taxi as a proprietary enabler and owned high-margin revenue stream.



## Advertising Layer

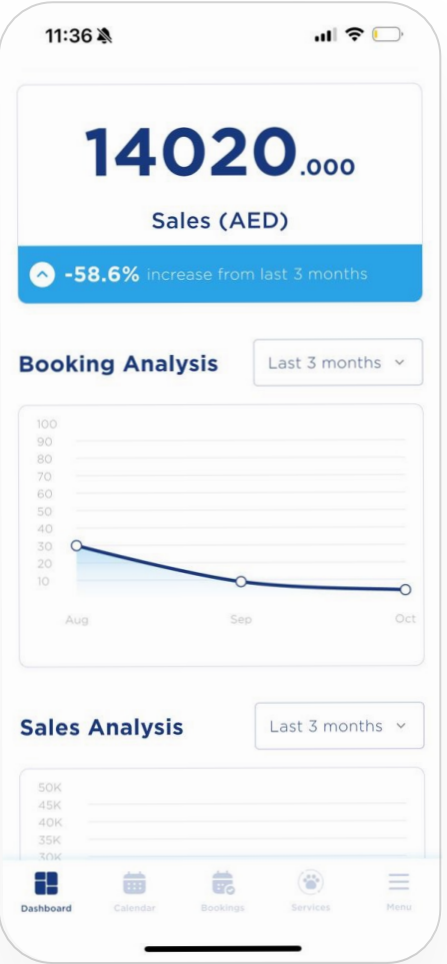
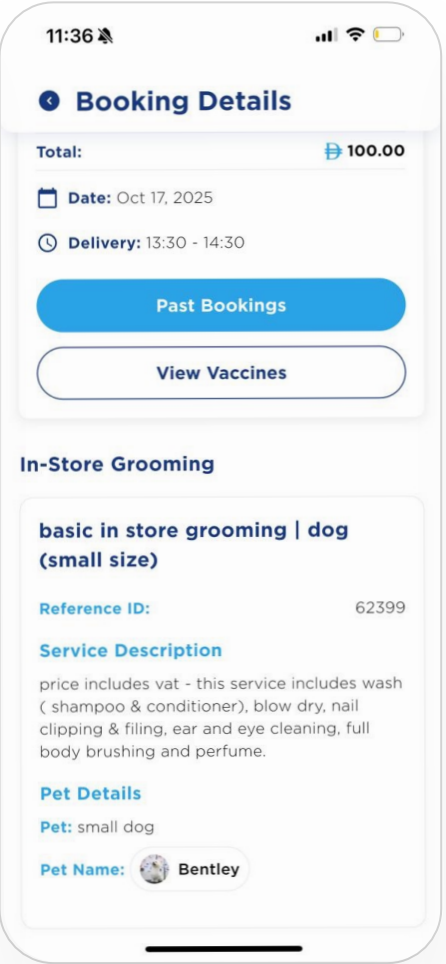
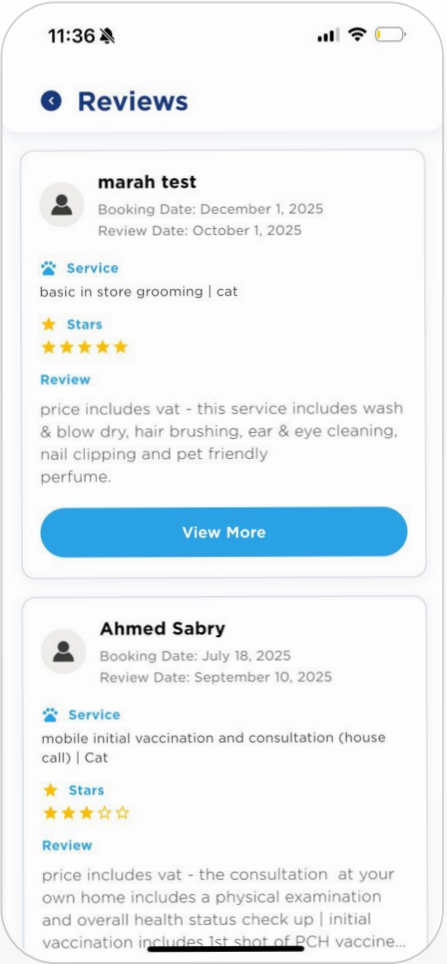
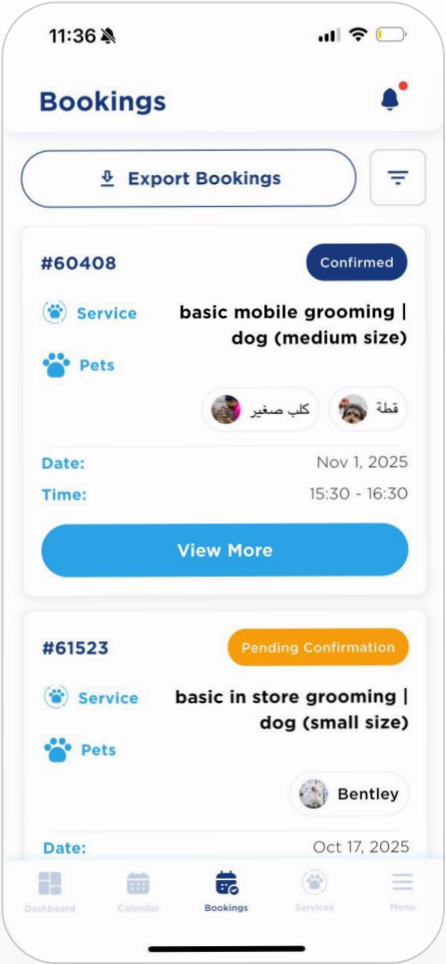
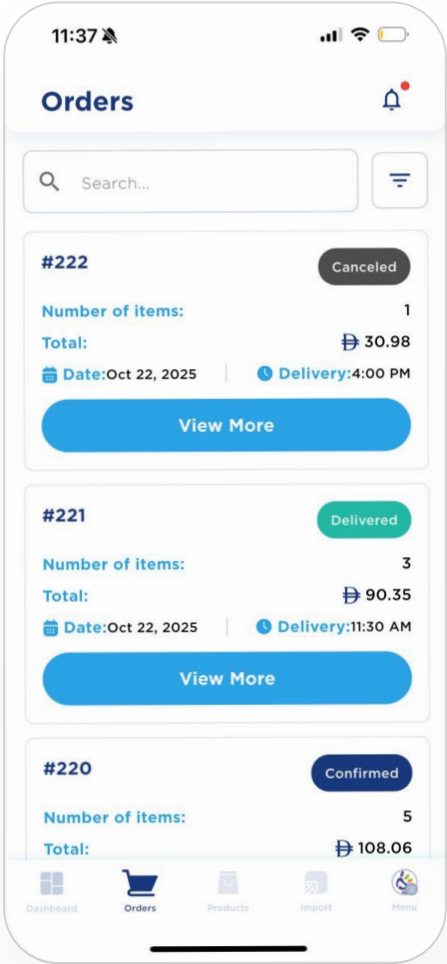
Brand campaigns + self-serve provider ads leveraging first-party pet data.





# OUR PRODUCT OVERVIEW

## Provider App Screenshots



# THE BUSINESS MODEL

## The Hybrid Flywheel: A Sticky, Multi-Revenue Ecosystem



#1

### Demand Engine

- Pay for services & products (commissions, fees)
- Feed loyalty & retention data

**Revenue:** 21% marketplace commissions

#2

### Supply Engine

- Pay SaaS subscriptions and run paid ads to reach customers
- Stay in-system because of CRM, scheduling & revenue tools

**Revenue:** \$50/provider/month + ad spend

#3

### Monetization Layer

- Aggregated insights attract MNC sponsorships & brand partnerships

**Revenue:** Hybrid B2B campaigns (Nestlé, Mars, etc.)

#4

### Growth Multiplier

- New MENA markets increase both users and providers
- Same SaaS + marketplace model deployable across regions

**Result:** Larger base → lower CAC → stronger ecosystem stickiness



# BUSINESS MANAGEMENT TOOL

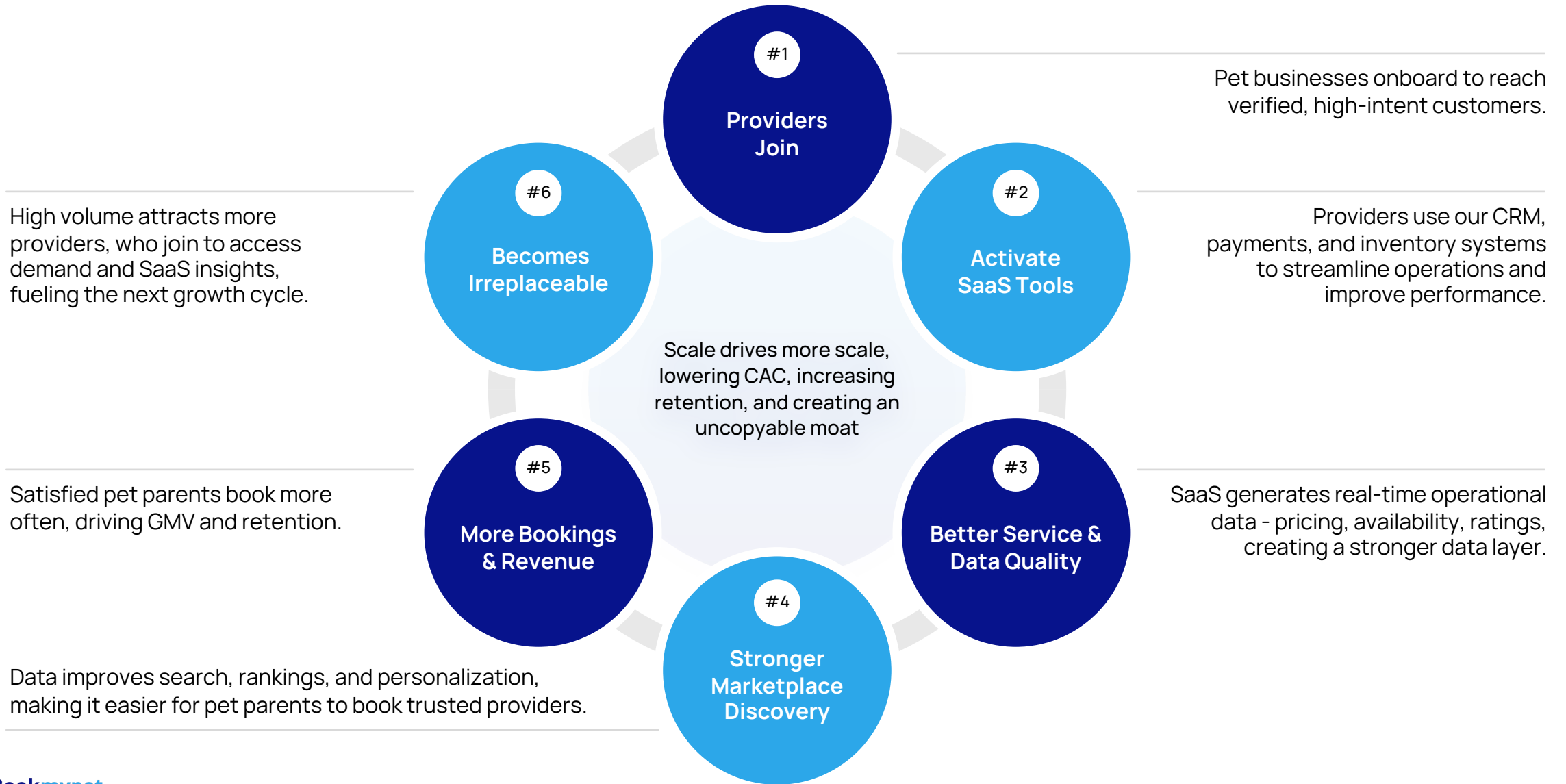
The All-In-One SaaS For The Pet World

**Our SaaS platform amplifies marketplace growth** - as the marketplace attracts more customers, it increases provider engagement and makes our SaaS offering even more valuable, **creating a reinforcing growth loop.**



# THE FLYWHEEL

## How SaaS, Marketplace, and Data Drive Self-Reinforcing Growth





# OUR TEAM

The Team to Build the Pet OS of MENA



**Amer Aqqad**

**Founder & CEO**

15+ years in FMCG & Petcare (Mars, P&G);  
leading GCC's first Pet Super App.



**Mamoun Othman**

**CTO**

Full-stack engineer with a decade of experience building  
scalable SaaS and marketplace systems across MENA.



**Jessy Shaanin**

**CMO**

15 years in brand and performance marketing;  
ex-Dari app strategist driving user growth and retention.



**Khaled Amer**

**Head of Finance**

15+ years in investment banking and corporate finance;  
ex-Naeem Holding and Grant Thornton.



## Collaborators / Support Network



# OUR FINANCIAL PROJECTIONS

Path to \$4M GMV & 65% Margin by 2026

## GMV Growth

\$1.6M → \$4.0M by 2026  
(2.5× growth)

## Revenue Expansion

25–30% take rate  
across verticals

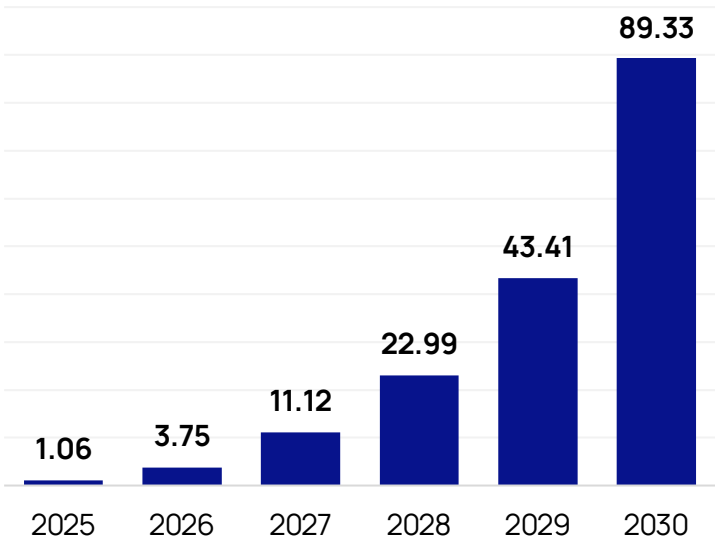
## Gross Margin

Rising from 42% (2024)  
to 65% (2026)

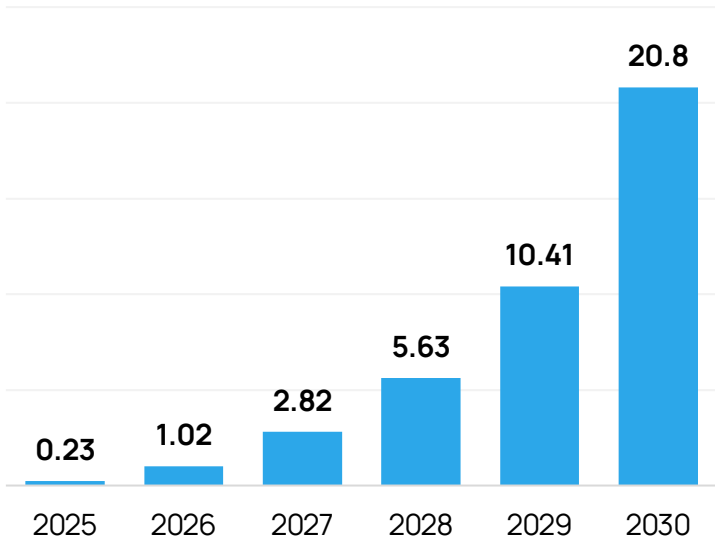
## Break-Even

Targeting positive cash  
flow by early 2027

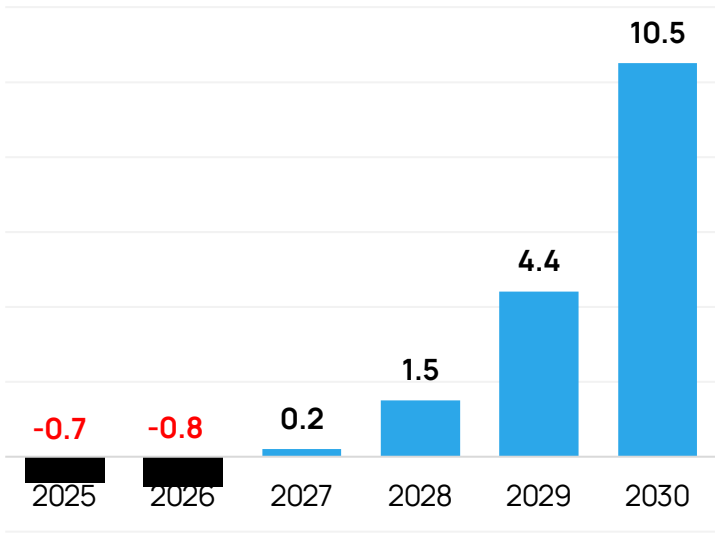
Total GMV (Mn USD)



Total Revenues (Mn USD)



Net Profit (Mn USD)



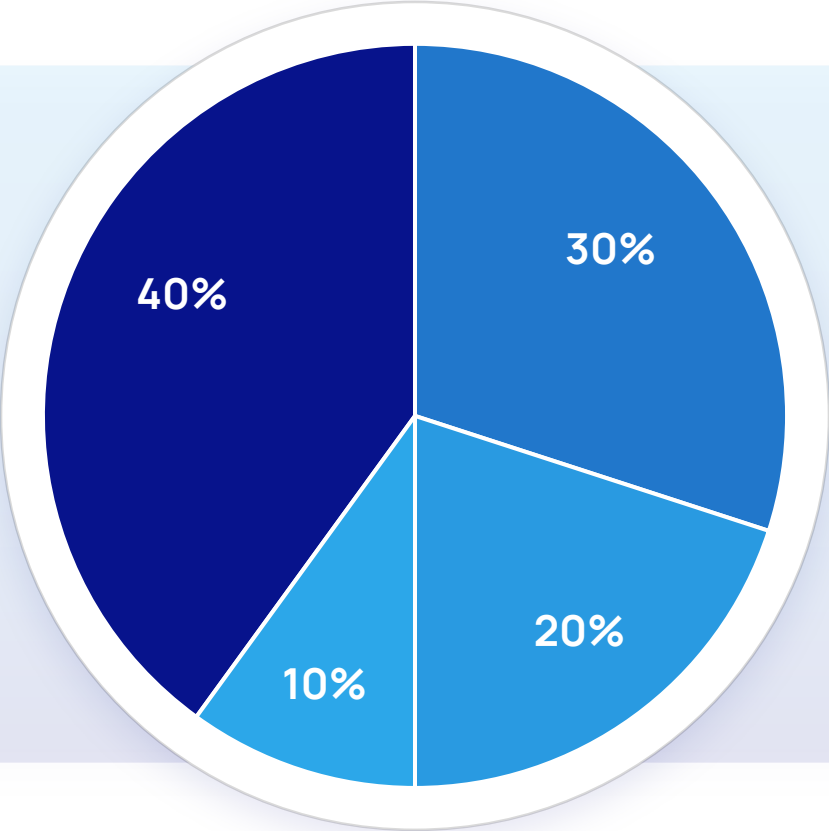
BookMyPet is scaling from a service marketplace to a multi-revenue platform with recurring SaaS and advertising streams, driving sustainable, high-margin growth.

# THE ASK

Bridge to Series A - \$1.5M Raise

### Use of Funds

- Growth - \$600K**  
UAE & KSA service expansion and e-commerce
- SaaS Build-Out - \$450K**  
Infrastructure, integrations, and automation
- Marketing & Brand - \$300K**  
Awareness, loyalty, and conversion optimization
- Team & Ops - \$150K**  
Key hires, support, and operational scalability



### Goals & Targets

- Goal**  
Scale UAE + KSA operations and launch SaaS
- 2026 Target**  
\$4M GMV with 65% gross margin
- Efficiency**  
28x LTV/CAC ratio with CAC steadily declining
- Vision**  
Build the largest integrated Pet Super App in MENA

\$4M GMV | 65% gross margin by 2026 | Funding to fuel our expansion plans and take us to our series A round.  
**Join us as we scale into the biggest pet super APP in MENA.**



**Thank You!**

The Pet Super App of MENA - One Login, Everything Your Pet Needs.

— Backed by: Nestlé Purina, ABV, Cedar Mundi, Oraseya, +VC —

— Contact: Amer Aqqad | CEO —