

Souq.com's mobile app ranked #1 on App Store and Playstore

More than 200,000 downloads, with 50% opting for Arabic option

Souq.com, the region's leading e-commerce platform and online megastore, had recently launched a mobile application, designed to help shoppers access the products on the site directly from their handheld device. Since launch, the app has been received very well, with users propelling it to the list of the top-accessed apps in the region on both Apple's App Store and the Android Playstore.

Wisam Daoud, CTO of Souq.com said: "The Souq.com app has received a very good response, and we are pleased that our customers appreciate the many easy ways of accessing the quality products on Souq.com. We have had more than 200,000 downloads or updates since release, and this shows that our discerning customers here are very open to high-tech ways of interacting with their preferred brands."

Studies have shown that users who have chosen to download an app are 2.5 times more likely to make a purchase when compared to visitors to the website. This represents a significant opportunity for more browsers and ultimately shoppers across Souq.com's market-leading range of products available on the online megastore.

Souq.com's app was been ranked first among Lifestyle apps on Apple's App Store, and also first in both UAE and the KSA in the eCommerce section of the Android Playstore. More than half the users of the app have opted for the Arabic version, representing a higher preference than the normal 40 per cent who access the Arabic version of the website.

Souq.com's mobile app has taken the convenience of electronic shopping one step further – the statistics since the app launch show that users are now able to make their online purchases on souq.com even late at night and during weekends.

ABOUT SOUQ.COM

Souq.com is the leading ecommerce marketplace offering a convenient and safe online shopping experience to customers across the Middle East and North Africa. Every month, Souq.com attracts more than 30 million visits and 10 million unique visitors to browse its catalogue of more than 500,000 unique products in 20 different categories, including consumer electronics, household goods, watches, perfumes, toys, and baby products. Established in 2005, Souq.com today operates both as an award-winning retail site and an online marketplace

that allows SMEs, merchants, brands and distributors to use the site as a primary channel to offer their products online. With more than 2000 employees, Souq.com has offices and warehouses in UAE, Egypt, Kingdom of Saudi Arabia, Kuwait and technology centers in Jordan and India. For more information, visit www.Souq.com



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