

# Souq.com brings shopping to the palm of your hand

## Launches mobile shopping app for UAE, Saudi Arabia and Egypt

The region's leading e-commerce portal and online megastore Souq.com has announced the official launch of its native mobile apps, available on both Android and iOS platforms.

The Apps, which are now available on Google Play and Apple's App Store, allows users to browse and buy from Souq.com's selection of more than 400,000 products among the Consumer Electronics, Fashion, Health & Beauty and Household Goods categories, along with many others.

Wisam Daoud, CTO of Souq.com said: "We wanted to provide a seamless shopping experience for our customers across devices. The Arabic and English apps include the full set of browsing, searching, buying, and order tracking functionality as the website. Customers can now start shopping on one screen and easily finish on another."

According to research conducted by IPSOS, the growing number of smartphone and tablet devices in use, is changing the purchasing habits of residents in the Middle East who are driven by a desire for convenience, the ease of getting information and the search for inexpensive products.

Due to the increased use of mobile devices, consumers are offered a greater number of channels through which they can shop for and purchase products. In the UAE specifically, e-commerce currently stands at 2.90Bn USD (10.7BnAED), and is expected to grow to 5.10Bn (USD 18.7Bn AED) in 2015. From its current base supported by high smartphone penetration, m-commerce is expected to grow to nearly 1.50Bn USD (5.5BnAED) by 2015, and will be driven up by a rise in tablet penetration and purchases.

Ronaldo Mouchawar, CEO of Souq.com said "As mobile customers continue to grow and now represent 40% of all purchases on Souq.com, we felt the launch of our iPhone and Android apps complements and capitalizes on the growth of mobile commerce in the region. Mobile Apps

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### 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](http://www.Souq.com)

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