

SOUQ.com introduces Same Day Delivery Service

- Customers will now enjoy same day delivery for all “Fulfilled by SOUQ” (FBS) products
- SOUQ Delivery Promise to give customers exact delivery dates

SOUQ.com, the Middle East's largest online retail and marketplace platform takes a huge leap forward for e-commerce in the region by introducing a key customer delight service - same day delivery. The ground-breaking service offers same day delivery for "Fulfilled by SOUQ" (FBS) products in Dubai, with plans to expand to other cities in MENA in the future. Further, SOUQ.com takes its commitment of putting the customers first to the next level by offering SOUQ Delivery Promise whereby customers will know the exact date of delivery across the MENA region. A global survey from online transaction security firm Trustev found that 56% of consumers aged 18-34 prefer a same-day shipping choice and a similar survey by Coldwell Banker Commercial Affiliates found that 64% of Millennials are more likely to make an online purchase if same-day delivery is an option. These figures are particularly important to the region as the UAE and KSA together account for 75% of e-commerce transactions in the GCC. This latest initiative is set to fulfill the customers' demand for the same day delivery, further strengthening SOUQ.com's leadership position in the e-commerce industry. Ronaldo Mouchawar, SOUQ.com CEO & Co-Founder comments: "Our primary objective is to deliver the highest quality products and a service as efficient and quick as possible to our customers. With the Fulfilled by SOUQ (FBS) program, we manage the fulfilment and logistics for third-party sellers, saving them time and money, and our home-grown logistics arm Q-Express as well as our partnership with WING.ae provide us with the most efficient delivery service in the region with real-time order tracking. We believe that our same day delivery and SOUQ delivery promise initiatives are a huge step forward in corresponding supply with customers' demand and further making online shopping experience seamless and enjoyable." Same day delivery service provides customers freedom from store aisles and enables them to shop much more

quickly at their own comfort and convenience. Wisam Daoud, COO, SOUQ.com comments, “This innovative initiative is one of the region’s first- enabling customers to choose from the largest assortment of products and categories at the quickest turnaround. This landmark service will allow customers to buy their products in just a few clicks and receive their purchases just a few hours later- a testament to our constant endeavour of utilising technology and our operational expertise to further drive the e-commerce growth in the region.” With the e-commerce in the Middle East growing fast and predicted to reach over \$20 billion this year, SOUQ.com is constantly innovating across the platform to keep up with online consumer trends and ensuring its customers receive the best-in-class online shopping experience. Note to the Editor- Same day delivery is for all “Fulfilled by SOUQ” (FBS) products ordered before 3pm.

ABOUT SOUQ.COM

SOUQ.com is the largest online retail and marketplace platform in the Arab world, featuring more than 1.5 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA, UAE and Egypt.

SOUQ.com offers a convenient and safe online shopping experience with secure online payments, option to pay cash on delivery and free returns. For more information, visit www.SOUQ.com.



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