

Joining the Amazon family



Today is a very special day for me and I wanted you to be part of it.

SOUQ.com, the Middle East's largest online retail and marketplace site, is joining the Amazon family. This is a profound accomplishment for us as we have always strived for the empowerment of our partners, our merchants, our team, local entrepreneurs and every person at SOUQ.

We always dreamed of combining technology with trade to give the Arab world a way to trade online. 12 years ago, we started SOUQ.com to bring you the best e-commerce solution in our region. Our basic principle was and still remains – channeling the power of technology to connect more people to more products – unlocking possibilities, improving quality of life across our region and delivering the best online shopping experience for our customers.

Joining the Amazon family will enable us to drive further growth, benefit from their technological investment, offer an even wider product selection through worldwide sourcing, deliver an enhanced customer service experience, as well as continue Amazon's great track record of empowering sellers locally and globally.

This is a milestone for the online shopping space in the region. As we take this next step in the journey with Amazon, our customers will remain our key focus and we will continue to deliver a seamless online shopping experience. Over time, I'm excited for what this acquisition will mean for every customer across the region.

Thank you for being part of SOUQ.com's journey from its early days to becoming the region's biggest online shopping site.

Lastly, I would also like to personally thank each dedicated employee at SOUQ.com who worked very hard to make this happen including my co-founders Samih Toukan and Hussam Khoury as well as all our partners in this journey.

Thank you for being a valued customer!

-Ronaldo Mouchawar
CEO and Co-Founder, SOUQ.com

ABOUT SOUQ.COM

SOUQ.com is the largest online retail and marketplace platform in the Arab world, featuring more than 8.4 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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