

SOUQ.com to acquire Wing.ae to enhance fast shipping options for customers Wing.ae poised to grow and support even more businesses

(Dubai) – SOUQ.com today announced it has entered into a definitive agreement to purchase Wing.ae, a marketplace for merchants and couriers in the UAE, providing innovative mobile and web-based user-friendly delivery solutions for businesses and individual consumers. SOUQ.com previously invested in Wing.ae and will be acquiring 100% of the company.

Wing.ae now has the full backing of SOUQ.com, a subsidiary of Amazon.com, and this investment demonstrates the continued commitment of all three companies to provide SOUQ.com customers with a world class experience. Wing.ae will continue to invest in growing its same and next day delivery service in the region, enabling greater convenience for Wing.ae's customers, including [SOUQ.com](https://www.souq.com).

Ronaldo Mouchawar, SOUQ.com CEO & Co-Founder, comments: “At SOUQ.com, our customers will remain our key focus and we will continue to deliver an exceptional online shopping experience. Fast dependable delivery is key to this, and Wing.ae provides SOUQ.com customers with more convenience for their same and next day delivery. With Amazon’s support, we are putting all our efforts in providing an ever-improving shopping experience for customers in the Middle East.”

“The UAE is a leading e-commerce and smart hub in the region, and in this demanding business we work to fill the logistics supply gaps to offer customers the excellent service they want as fast as possible,” says Muzaffar Karabev, CEO and Co-Founder of WING.ae. “With the support of SOUQ.com, Wing will accelerate investments into our technology, infrastructure and regional coverage to provide innovative delivery solutions and to make online shopping for SOUQ.com customers and merchants even more convenient.”

About SOUQ.com

SOUQ.com is a leading online retail and marketplace website in the UAE, 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.

[SOUQ.com](http://www.SOUQ.com) is a subsidiary of Amazon.

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About Wing.ae

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Wing.ae is an on-demand delivery and courier e-marketplace providing a web and mobile-app based marketplace service which connects customers with a network of contracted delivery companies in the UAE. It offers comparative pricing across major carriers in the UAE, helping courier companies, SMEs and customers choose the best, fastest and cost effective delivery gateway along with real-time order tracking. WING.ae provides robust delivery solutions, including same day delivery to courier and delivery companies to ship products to their customers, and keep an easy track of orders, deliveries and payments. www.WING.ae

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