Overview

Business name: Weziwezi Entertainment Ltd

Address 1:   Aref Anabtawi Street #7

                      Amman, Jordan

Address 2:   British Virgin Island

Telephone: +962 (77) 7274071

E-mail: aomari@weziwezi.com

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Products & Services

Weziwezi.com provides full entertainment website for Arab users, they can read articles, watch videos, play social games, and subscribe to free services. Also users can meet new friends, follow their news and text them for free using weziwezi social platform.

weziwezi covers the need for Arabic mobile content by providing a suitable free Apps for Android and Apple Store. All **weziwezi** services made to become easy accusable and user friendly, users can enjoy it using their computers, Smartphone's or Tablets.

Weziwezi.com is now considered as one of the fastest growing social media and content sharing website in the Arab world, with a team of Business, Programmers and content writers weziwezi now have multiple services to offer for website visitors and users.

1- Social Platform

In 2009 Weziwezi idea started as Arabic social community website with a twitter-like services as users can massage using direct IM or browse #HashTag, Each registered user at weziwezi can manage his profile such as info, theme and privacy also user can share photos, videos and send SMS/e-mail notifications to his friends and followers.

Beside adding friends weziwezi.com allow users to follow each others or follow any service offered for free by the website such as users can follow sport services and get instantly updated with latest news by email or SMS for free.

Weziwezi.com Social platform allows many ways of activity notifications such as SMS, email or direct notification inside user account.

Now weziwezi.com has around 270K user using its social platform to meet new friends and send FREE SMS all over the world. Our users categorized by location, gender and interest and a list of friends and connections.

Why weziwezi.com social platform?

- Easy way to meet new friends in your region that share with you the same interests
- Share news and videos with all your followers and weziwezi.com subscribers
- Users can choose to receive the updates (feeds) by FREE SMS or emails or they can just see those updates on the website.
- Members can play over 5000 new game (challenged games, leader board games)
- Members can get Free Coupons on monthly bases.
- Subscribers can send free web to mobile SMS (Daily Credit)
- Subscribers can follow users' activities.
- Members can also enjoy watching videos that belong to various categories, posted by other members or by services.
- Users can send direct messages to other users using SMS or Email (Weziwezi keep subscribers' "recipients" contact details safe and secure).

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2- Social Games

Because social games are fun and addictive, players stay longer on site, come back more often and invite their friends. Gain more page views and generate additional advertising impressions.

Weziwezi.com partnership with many game publishers such as xs-software, MochiGames and Come2Play to provide high quality and localized social games for website visitors and users. Thru this partnership weziwezi have a revenue share model on weziwezi users and visitors ex: (Virtual Currency - Earn revenue via incentivized offers and direct purchase. of tokens with cash. Banner Advertising)

Top three white-label social browser games:

1.1. **Khanwar** : The award winning browser-based MMO Arabic war strategy game.

1.2. **Sabaya**: is online game for girls who love fashion, making friends, shopping, decorating and being creative!

1.3. **Nemexia**: is a web-based online space strategy game.

Games Leaderboard: To make competition spirit higher between users, most of weziwezi.com games support leaderboard score and notifications between friends so they check the best score achieved between friends and all users.

3- Arabic Articles (Online Magazine)

With a vision to provide high quality unique Arabic content on the internet, weziwezi.com build its own content team in 2011 with a full focus to provide unique Arabic SEO content targeting Arabic internet and mobile users. There are some factors that differentiate a regular writer with an Arabic SEO content writer. At weziwezi.com we have an Arabic SEO content writer knows the importance of keywords in content "*If content is a king then SEO is the Emperor*". SEO play a leading role especially for improving rankings in search engines and also to improve website traffic.

Because weziwezi.com team focusing to provide unique and high quality Arabic articles on the internet, our Articles listed on Wikipedia as reference from high repetition website "many students mention weziwezi.com as reference in their research"

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Wikipedia e.g.:

- ماهو الكركدية
- سيرة حياة ابراهيم الفقيس
- ألياف غائية
- تبيض الاسنان
- تاريخ الارجيلة

4- Arabic Article Portals:

1) ***BlArabi Online Magazine***: is one of the leading Arabic online magazines provides news, reviews, latest trends, facts and tips in many categories such as:
   a. General
   b. Games
   c. Technology
   d. Fashion
   e. Health
   f. Relations

BlArabi has around 15K active readers daily most of them from Saudi Arabia, UAE and Jordan. BlArabi produces an average of 10 posts a day.

2) Pink: is online magazine for Arabic women, targeting working and non-working females by providing content that covers all modern and traditional life style.

   Main categories are:

   a. Fashion and life style
   b. Kitchen
   c. Family and relationship
   d. Marriage and engagement
   e. Health and mental tips.
   f. Home decoration

Pink has around 6K daily female readers from Saudi Arabia, Jordan and UAE *and produces an average of 6 posts a day.*

3) Buzz: is a social news and entertainment section provide content as lists and quizzes, Buzz type of content goes more viral in social media networks like facebook and twitter.

4) Fun (Arabic images and comics): this portal design to share the most trended images and comics all over social media network. Our content team design and gather Arabic comics in one place so users can easily share it over social media networks.

5- Video Content

There are 258 million daily views on YouTube. 90 million of them from KSA, weziwezi also support video content, we host over 80% of our video content on our datacenter as we have two types of video contents:

1) **Created and uploaded videos by weziwezi team**: we publish this videos directly on weziwezi portal and some goes on youtube.

2) **Uploaded by weziwezi users and visitors**: weziwezi have around 20k monthly new uploaded videos by visitors (user generated content)

   Why users upload videos on our platform?

   a. All uploaded videos published to all visitors and users this generate more video views.
   b. Ability to upload videos with multi video and audio formats.
   c. Ability to enable video download and embedded on social media platforms such as facebook.

*At weziwezi.com we have more than 2 million video Play monthly.

6- Mobile Content (Mobile Applications)

weziwezi covers the need for Arabic mobile content by providing a suitable free Apps for Android and Apple Store. All **weziwezi** services made to become easy accusable and user friendly, users can enjoy it using their computers, Smartphone's or Tablets.

Why Mobile?

   a. Youth more active on Mobile than PC
   b. Social applications go mobile
   c. Internet everywhere
   d. Mobile is cheaper solution

At weziwezi.com we have 5 active Android mobile apps on Google play store

Weziwezi content traffic devices:

		4,107,492 % of Total: 100.00% (4,107,492)	4,107,492 % of Total: 100.00% (4,107,492)
1.	mobile	2,414,473	58.78%
2.	desktop	1,489,079	36.25%
3.	tablet	203,940	4.97%

Weziwezi Current status

- 270K Registered User
- 3.7 Million Visit Monthly
- 12 Million Monthly Page View
- 35 Million Monthly Advertisement Impression
- 600 New Arabic Article each month (12K Total)
- 3000 Monthly Uploaded Video (40k Total)
- 5 mobile Apps with over 100K installation for each App within 6 months (Zero Marketing)
- + 400 Integrated Games

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Weziwezi Biographies

Dr. Abdulmalek Al-Jaber

Chairman of Board – Weziwezi.com
Founder & CEO – Mena Apps & Arabreneur

Dr Abdul Malek Al Jaber is the Founder and Chairman of MENA Apps and Arabreneur, a regional accelerator in the MENA region specialized in investing in starts-ups and fast growing companies, provides qualified and selected entrepreneurs with an incubator like logistic support as well as coaching for start-ups and innovative ideas and caters for the best exposure for such start-ups and companies over all the MENA region.

In addition, Dr. Al Jaber, joined the Middle East Payment Services, MEPS, the leading payment processer and acquirer in the Middle East, as Chairman of the Board following the conclusion of a strategic partnership between MENA Apps and MEPS, early 2012. MEPS is leading the way to on-line and mobile payments in the region as well as advancing the payment and processing industry in the region.

He is also a Member of the Advisory Board at Kuwait National Fund for Entrepreneurship, and a leading Angle Investor overseeing more than 75 key investments in Start Ups in the region, playing an active role in the enhancement of entrepreneurship in the Arab Word.

Dr. Al Jaber is the former COO of Zain Group and CEO of Zain Jordan, where he was responsible for a double-digit profit growth and for positioning the company as a key regional player in Mobile, Data and Content. Dr. Al Jaber led the deployment of the first and fastest nation-wide HSPA+ network in the region, the first Mobile Wallet and received the Life Time Achievement for his unique contributions to the advancement of the ICT industry in the MENA Region.

Prior to joining Zain, Dr. Al Jaber served as CEO and vice chairman of the board of the Paltel Group, from 2003 to 2009, where he was also responsible for profits growth from $15 million to $100 million in 2005. During his tenure, the Paltel Group became the first Palestinian company to adopt the Global Reporting Initiative (GRI) standards on Corporate Social Responsibility and Sustainability Practice and Reporting, as well as the first company in the country to form a corporate foundation.

Since 2010, Global Telecoms ranked Dr. Al Jaber on its annual Power 100 list for 3 consecutive years. In addition to this, he was also ranked number 21 in the top 50 most powerful people in the Media, Marketing and Advertising in June 2011.

Dr. Al Jaber serves as chairman of the Golden Wheat Mills Company and chairman of the board of Holy Land and United for Energy Services. He is Chairman of Middle East Payment Services, leading payment processor and acquirer in the Middle East. Dr. Al Jaber is also a founder of Al Rafah Bank, the first micro-finance bank in the region and Member of the Board of Trustees of Aal El Beit University,

Aditionally, Dr. Al Jaber is a member of the Arab Business Council, The World Economic Forum, The Arab Technology Forum, The Young Presidents Organization, the Global Agenda Council. and a regional board member of INJAZ.

Dr. Al Jaber is a graduate of Jordan University of Science and Technology, McGill University, Northwestern University's Kellogg School of Management, and the International School of Management in Paris. He holds a Doctor of Business Administration and a Master of Business Administration degree, as well as a Bachelor of Engineering and a Master of

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Science in Engineering. In 2001 he was awarded His Highness Sheikh Mohammed bin Rashed Al Maktoum's "Best Arab Manager Award for Excellence in Management" in recognition of his status as the leading business executive in Palestine.

Mr. Amer Al Omari
Founder & CEO – weziwezi.com

Amer is a serial entrepreneur who has founded several successful online websites like weziwezi.com, blarabi.com and PayFellow.com.

Amer has 10 years professional experience in mobile, internet and financial industries; working across the entire spectrum of mobile and web leading portals, entertainment services, digital content products and services and telecom and financial solutions.

Previously Amer worked with leading VAS companies in Jordan and KSA, he held the position of Business Development Manager at Elite Informational & System Technology establishing business partnerships with mobile telecom operators, mobile handset manufacturers, digital content owners and media advertising companies across Europe, Middle East, and Africa. Prior to Elite he was a Business Development Manager at MASAR Wallet; previously he worked at cashU as Technical Team Leader.

Amer Has a BA degree in Computer Information System from Applied Science University in Jordan in 2004

Mr. Radi El Fassed

Business Development Consultant - Weziwezi.com
Vice President Business Development (MENA Apps)

Radi supports weziwezi.com with business development support. In his role he is supporting the CEO in company development, business planning, marketing and sales strategy development. Additionally, Radi is Vice President Business Development at MENA Apps. He is responsible for the technical and financial due-diligence of the early stage investments for MENA Apps. Additionally. he mentors entrepreneurs on business development, marketing, sales, organization development and leadership as well as supporting entrepreneurs with access to companies and investors. Radi also manages the partnerships development with regional and international incubators, accelerators, mentor, angel networks and VCs.

Radi has 15 years experience in the international Telecommunications industry where he held various positions in the field of Product Development, Network Architectures, Network and Business Strategy, Marketing & Business Development.

Before joining MENA Apps, Radi worked with major telecom operators like Zain Jordan and Paltel Group. At Zain, he held the positions of Business Marketing Director and Data Strategy Director, where he supported Zain's CEO to transform Zain from a mobile only to integrated operator. In this role he was responsible to develop and market Zain's products and services, like connectivity, managed security and cloud computing, that serve the Business and Government sectors. He managed to position Zain as true integrated operator serving Jordan's biggest enterprises in less than a year.

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At Palestinian Telecom Group, Radi held the position of Marketing Director for both Paltel Group as well as Paltel's fixed line operations. Outside the Middle East, Radi has held various Product management and Business Development roles at AT&T and Lucent Technologies Europe Middle East and Africa. During his career he was involved in numerous projects where he advised and implemented next generation services transformation strategies for major operators.

Radi has a MSc. in Applied Physics from Delft University of Technology in the Netherlands.

Mr.Nabeel Al hasi

Mr.Nabeel Al hasi The CFO for weziwezi has 6 Years professional experience in accounting field, He has worked for well-known companies like Speed Freight agency , Elite information Technology & Canon Jordan .

Nabeel has been graduated from Yarmouk University majoring in accounting & has many professional certificates in accounting, management, & financial analyses.

His main responsibility is to supervise accounting & administrative team and to assist the high management in any strategic decision.

Miss Shorouq Al-adaileh

Content Manager - weziwezi.com

Shorouq who is the responsible for managing the content of weziwezi website, and managing web properties including the web content, e-newsletters, as well as contributing to other online communications and social media websites.

Shorouq play a key role in creating and cultivating new web content and ensuring that sections of the site display the most useful content for website visitor, also provide technical support to other content staff, and play a supporting role in applying the rules of SEO on weziwezi website.

Shorouq was previously working as a database developer, and systems analyst in the "Masar Wallet", and before that she worked as a instructor of computer science courses in Educational institution for 5 years.

Shorouq is holding BA degree in Computer science from University of Jordan.