

## Paytabs Corporate Profile(s)

### Corporate Profile:

(675 words)

PayTabs is an award winning, B2B, payments solutions powerhouse. The payment processing company caters to growing small and medium enterprises, large corporations and the e-commerce market by empowering merchants with comprehensive digital payment solutions.

It was established in 2014 by the Saudi entrepreneur Abdulaziz Al Jouf. The concept of transforming online payments in the MENA region began when Abdulaziz experienced first-hand the difficulties faced by the MENA market in processing online payments and, he thought: "Why not build one?" instead of spending tedious hours pursuing acquiring banks.

That's how PayTabs was born. Abdulaziz decided to build a simple and secure payment gateway platform to help business owners who had no access one. To Abdulaziz PayTabs represented the solution to the problem which was preventing the growth of e-commerce and digital payments in the Middle East. This revolutionary vision caught the attention of top institutions in Saudi Arabia and within a short span of time PayTabs was officially under the wing of Saudi Aramco's entrepreneurship support venture 'Wa'ed'. Since its conception, Paytabs has been growing fast, "Adding a zero to the end of its revenue figure every year since we started," Abdulaziz says.

PayTabs then gained momentum, processing payments quickly, securely and efficiently in multiple currencies. PayTabs offers clients services to seamlessly 'plug and play' various features on to their websites. It offers ecommerce websites seamless integration with a tool known as API plugins and offers electronic invoicing, QR code and secure social media payment link solutions for freelancers, merchants, and professionals.

It typically takes merchants months to integrate with a bank in the MENA region. PayTabs can achieve the same in hours, thanks to its advanced technology. Abdulaziz created Paytabs primarily for SMEs, which now make up 80 percent of its clients. The organisation claims a 92 percent satisfaction rate from its global customer base.

In 2017, PayTabs raised capital from undisclosed investors. Fast forward to 2020 and backed by private Saudi investment, PayTabs has evolved and emerged with global presence and strategic business partnerships worldwide. PayTabs game changing secure online payments solution caters to every stage of the payments lifecycle and every industry that fuels the economy. This includes hotels, resorts and schools to airlines and travel agents. Via its booking conversion and payment engine, PayTabs has empowered the hospitality, travel, F&B and leisure sector businesses to improve their occupancy rates by introducing automation and customization in guest reservations and electronic invoicing, recurring billings like gym memberships and spa subscriptions and passenger ticket booking processes.

With Farapay, another user-friendly PayTabs innovation, school fees can be managed online easily as the intuitive PayTabs interface let schools and parents easily manage every aspect of fee payment and fee collection.

PayTabs is more than a technology solutions provider that offers plug and play integration between apps on your smartphone and traditional payment systems like credit cards and alternative payment options. It delivers a seamless payment experience and with add on services like the Smart Business

Manager Dashboard which tracks and measures sales performance, merchants' can craft their own customer retention and loyalty programs and strategies for zero additional cost or effort.

Billers solutions introduced by the fintech firm now enable one touch utility, mobile bill payments, toll fees and even traffic fines via consumer apps and interfaces to simplify the lives of over 90 million consumers in multiple countries from Oman to Jordan and Egypt to the Emirates.

In April 2021, PayTabs launched PT Touch, the first soft POS solution in the MENA market to transform smart phones into merchant point of sale (POS) terminals.

Abdulaziz and PayTabs have been regularly lauded and applauded by peers both in the region and internationally. Both PayTabs and Abdulaziz have also been featured in other leading magazines including *Forbes Middle East* and *Entrepreneur* and in interviews with international media organisations such as *Bloomberg*, *Reuters*, *Sky Arabia*, *CNBC*, *CNBC Arabia* and *CNN Arabic*.

A proven game changer in the global payments space, PayTabs has dedicated offices in the GCC including the UAE & Saudi Arabia and presence in many other locales including Egypt.

For more details visit <https://site.paytabs.com/en/>

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### **Corporate Profile: Abridged Version**

(300 words)

PayTabs is an award winning, B2B, payments solutions powerhouse. It was established in 2014 by Saudi entrepreneur Abdulaziz Al Jouf as he sketched the concept of an affordable payment for investors. His objective was clear. To assist startups and small and medium sized merchants that wanted a secure online payments solution but did not want to navigate through the complex maze of obtaining one. To take their e-commerce businesses global by giving them access to pay and get paid digitally, albeit with security and simplicity.

This "napkin idea" ingenuity caught the attention of premier institutions in Saudi Arabia and soon PayTabs was officially taken under the wing of Saudi Aramco's 'Wa'ed' entrepreneurship programme.

PayTabs has fast gained momentum as a company which processes payments securely and efficiently. PayTabs offers B2B services to seamlessly 'plug and play' features on client websites. It offers ecommerce websites seamless integration with API plugin tools and offers electronic invoicing, QR code and secure social media payment link solutions for merchants.

Backed by private investment, PayTabs has evolved since its founding from a home-grown payments company in the Kingdom of Saudi Arabia in 2014, to a regional GCC market player to an iconic global payments' solutions enterprise with global presence.

Over the years, PayTabs has forged strategic partnerships worldwide. PayTabs in-built and exported a full stack of game changing mobile applications, hospitality, governmental, education, airline, travel, transport, and biller solutions, to interlink the multi-billion-dollar enterprise market chain in the MENA region.

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## Elevator Pitch

(200 words)

PayTabs is an award winning, B2B, payments solutions powerhouse founded by Saudi entrepreneur Abdulaziz Al Jouf.

Having processed the first live payment gateway transaction in June 2014, today PayTabs processes transactions in multiple currencies, safely and securely. Using API plugins, PayTabs facilitates seamless B2B ecommerce solutions for SME's across 49 industries to 'plug and play' payment features on to their websites. PayTabs prides itself on offering electronic invoicing services enabling businesses to enjoy digital invoicing, pay by QR code or secure social media payment links.

Originally backed by Saudi Aramco's "Waed" and later by private Saudi investment, over the years, PayTabs has in-built and exported a full stack of game changing solutions. These include mobile applications, hospitality, governmental, education, airline, travel, transport, and biller solutions, to interlink the multi-billion-dollar enterprise market chain in the MENA region.

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## Contacts

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