

Dawaleeb Secures Funding for its Digital Tire Platform.

Dawaleeb, a resident at Bahrain FinTech Bay, has secured funding and is set to launch an advanced digital single-market tire platform, presenting unrivaled direct-to-customers packages and dealers' solutions with remarkable value benefits on tire sales in the GCC.

Manama, Bahrain – April xx 2021 The GCC automotive tires market is the diamond in the rough to digital commerce. It is valued at over USD 3 Billion annually, with global trends indicating a vast 30% of the category shifting towards the digital space in the next 3-5 Years. Dawaleeb is set to achieve an ambitious market share after successfully securing a USD 350,000 pre-seed funding in Q3 2020 to invest in developing its innovative automotive platform.

Younes Skaini, Founder of Dawaleeb, said, "During the pandemic, we are witnessing substantial advancements in e-commerce marking the new world. The automotive and tire market is ripe for the digital breakthrough, as consumers now lean heavily toward digital and online portals for purchases." And added, "Tires are expensive consumable spare parts of a vehicle and are critical in car performance and safety. Yet, the customers are mostly left stranded between the cluttered garages network, clueless about the right fit for their vehicle, unsure about authenticity, and at the mercy of often brutal market prices."

Dawaleeb is a virtual single-market online platform that offers a smart and easy way to buy and fit car tires at the best value. The first in its category to provide tire replacement solutions that save customers and wholesalers valuable time and money by providing a convenient selection of the right fit tires with exceptional benefits. This includes a 1-year tire damage protection and insurance, 24/7 roadside assist service, and interest-free payment facilities at no additional cost.

"The solid growth projections acumen, of 25 percent of the digital sales share over five years, and progressive business model, place the startup as the most robust and lucrative investment opportunity chasing growth and future IPO dreams," Skaini stated.

Sergio Martinez, COO of Dawaleeb, said, "Dawaleeb's cutting edge platform allows customers to select & order tires easily from the comfort of their screen. Customers choose a service appointment at a service center of their choice in advance and based on their convenience or simply obtain our exclusive 'Towing Valet Service' for total convenience. Dawaleeb offers trusted service to pick up the car, fit the tires and return the car to the customer's address saving valuable time."

The Startup exclusively offers tires from authorized agents and supplies a wide range of leading tire brands such as Michelin, Pirelli, Yokohama, Continental, Toyo, BFGoodrich, Maxxis, Nexen, Infinity, Goodride, and many more, serving every budget and need.

“As a startup, we picked Bahrain as our platform's pilot launch and home base with plans to establish bases in KSA & UAE to operate the MENA markets.” Says Skaini. Adding “Bahrain provides a thriving startup ecosystem, a business environment with urban innovation, a sound legal framework and government policies, offering a robust launch-pad for tech startups & businesses; giving entrepreneurs a favorable gateway to the \$1.5 trillion GCC market, and easy entry to KSA market in light of the newly established commercial alliance announced by HRH Prince Salman bin Hamad Al Khalifa, Crown Prince, Deputy Supreme Commander, and Prime Minister, and HRH Prince Mohamad bin Salman between the Kingdoms of Bahrain and Saudi Arabia.”

About Dawaleeb:

Dawaleeb is the smart & easy way to buy & fit car tires at the best value without leaving the comfort of your screen. The first in its category to offer tire replacement solutions that save customers & wholesalers valuable time & money by providing a convenient selection of the right fit tires, inclusive of tire insurance, damage protection & payment facilities at no extra cost.

For more information visit: www.dawaleeb.com